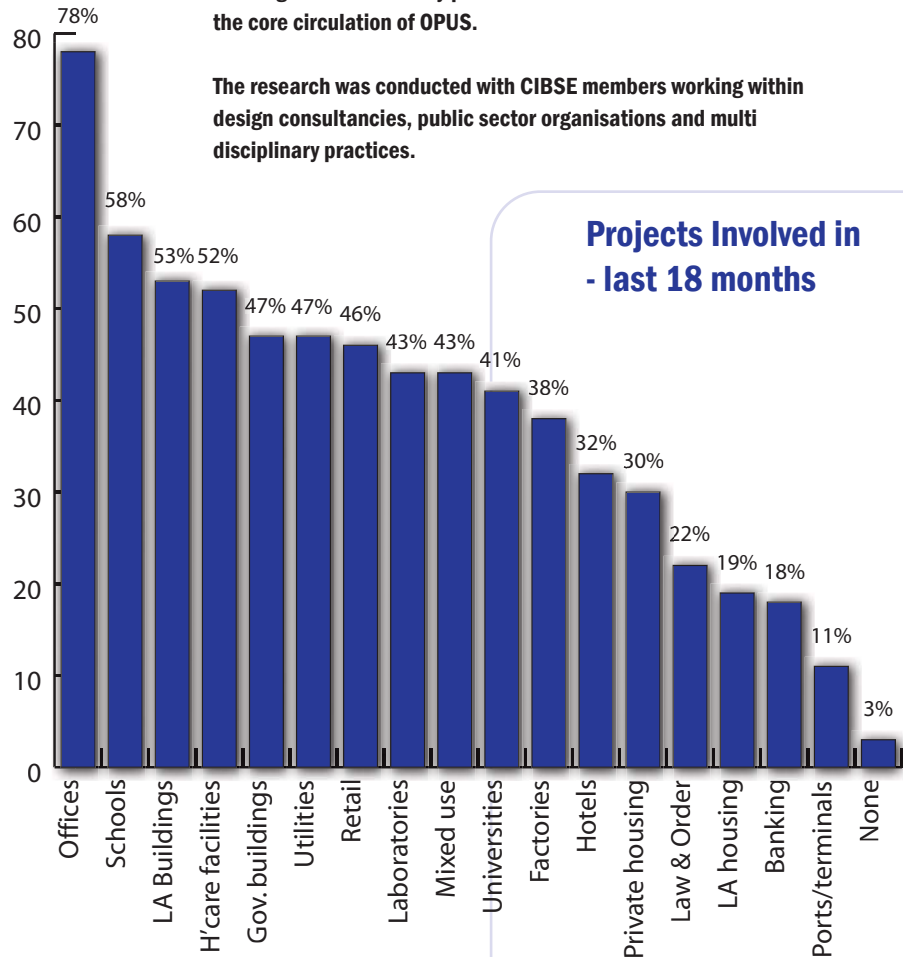


Some Independent Research

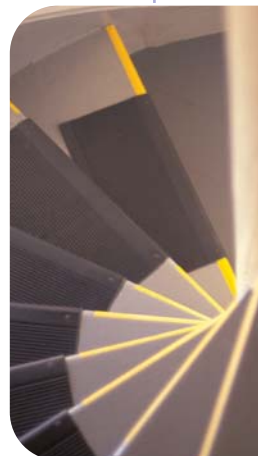
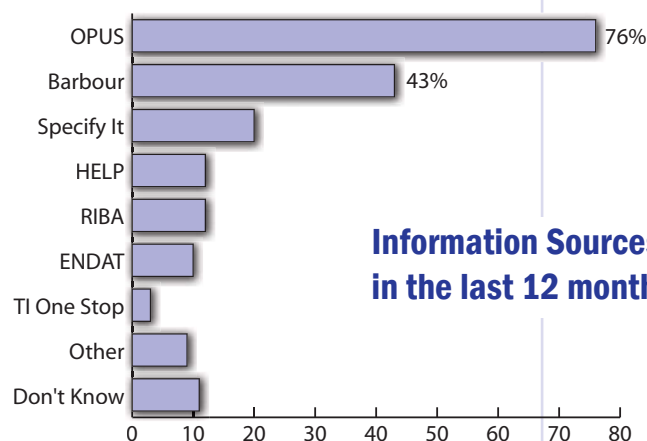
Extracts from Building Services Engineers Independent Readership Survey 2006 – GfK NOP

GfK NOP was commissioned by CMPi to undertake research among building services industry professionals who are CIBSE members – the core circulation of OPUS.

The research was conducted with CIBSE members working within design consultancies, public sector organisations and multi disciplinary practices.



71% of those surveyed use directories to source information about products & services... and when they do, they prefer to turn to OPUS to find it!



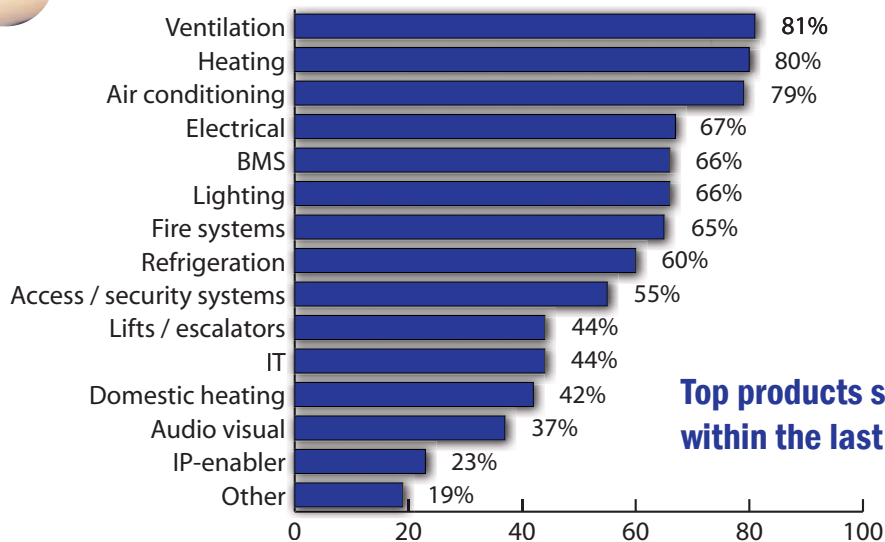
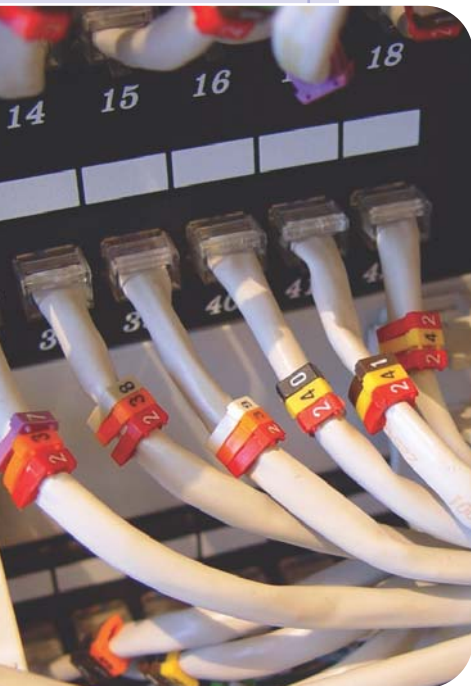
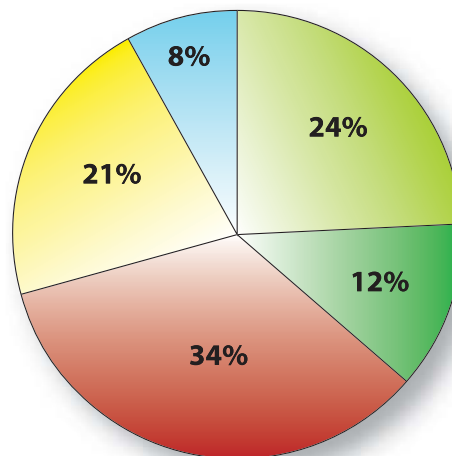
Some Independent Research

Extracts from
Building Services
Engineers
Independent
Readership Survey
2006 - GfK NOP

The majority of CIBSE members surveyed were involved in office projects over the last 18 months, of those involved in all projects, the largest proportion were involved in specifying final products

- Specify performance criteria only
- Specify alternative products
- Specify final products
- Liaise with others to influence decision
- Other

Specification Involvement



Top products specified within the last 18 months

