

Thermometer

taking the temperature of markets across the world

What is Thermometer?

The Thermometer system of surveys will bring you substantive evidence about a location's brand and the way it is perceived by the international market.

It looks at the views of business people and investors from across the world; investigating how they feel about your market— including doing business, investing and other factors that connect your market to the world.

Using the skill and specialisms of the partner organisations — Pathfinder Business, Brandhouse and YouGovStone — locations can benefit from this powerful information tool.

Who is behind Thermometer?

Pathfinder Business works with business and investors to assist them to understand, invest and get established in world markets. As a leading media and intelligent-content organisation, Pathfinder Business reaches the world's leading business people and investors as they look to new markets, new sectors and new opportunities.

Brandhouse is a specialist agency that knows and understands what a huge impact emotion plays in all our decisions in business or leisure.

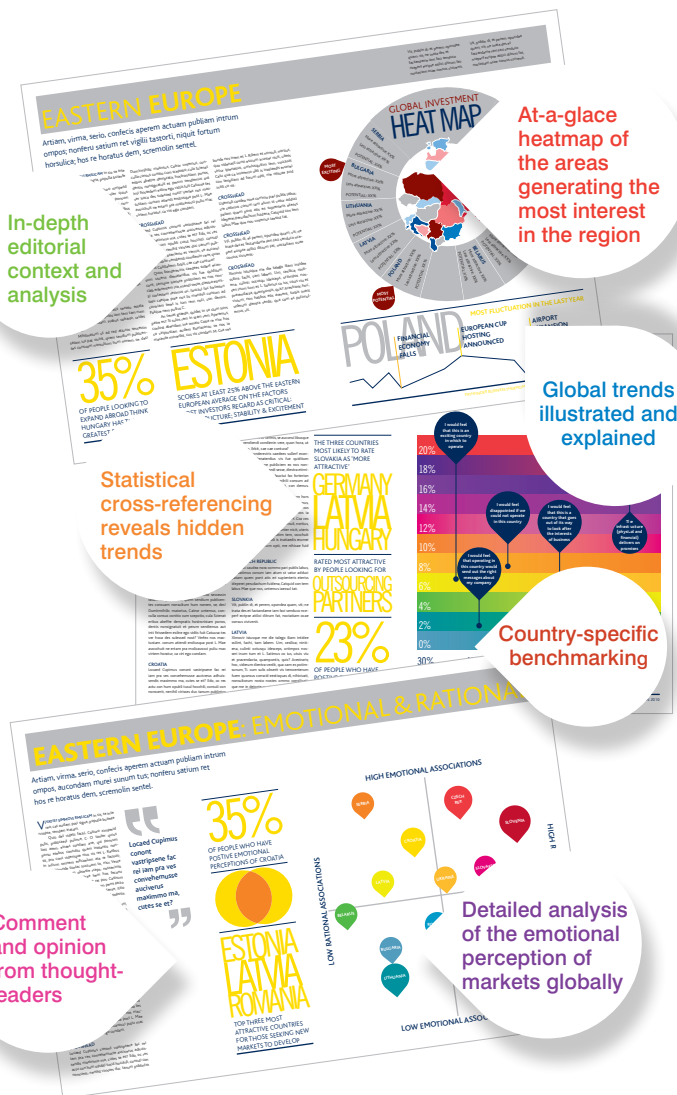
YouGovStone is a cutting-edge market research agency working with opinion leaders in the UK and internationally. By conducting surveys and discussions with people of influence, YouGovStone provides unrivalled insights and opportunities.

How does it work?

Using the partners' experience and extensive global business network, Thermometer asks business and investment leaders in each market to respond to our survey. These results are then combined to give an overall view on the perception of markets and where the current and future investment hotspots will be.

Our unique methodology provides robust information and reliable feedback on your market or location. Thermometer is a benchmark for your campaigns and business activity empowering you to monitor success. Thermometer can give you a true understanding on how your business leaders view the world and how they view you.

Take the temperature of your market with the people that matter
thermometer@pathfinderbusiness.com
or call +44 (0)20 7127 4542



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