

B2B NATIONALLY REPRESENTATIVE SURVEYS

ROBUST UK BUSINESS EVIDENCE FOR YOUR CLIENTS.

Turn business questions into nationally relevant insight

Give clients a credible view of what UK businesses think, need and plan to do. While audience-specific surveys provide valuable depth, they do not always reveal how findings relate to the wider UK business landscape. Use nationally representative B2B research to strengthen recommendations, inform strategy, develop thought leadership, benchmark markets and build campaigns around the issues shaping UK business.



A nationally representative view of UK business

Censuswide is launching the UK's first nationally representative survey of UK business decision-makers, developed in discussion with the Market Research Society.

Why nationally representative B2B research?



Strengthen client recommendations

Support client advice with representative evidence on policy, technology, investment, workforce strategy and changing business priorities.



Create nationally relevant campaigns

Turn your client's proprietary research into nationally relevant campaigns, thought leadership and executive communications.



Build long-term insight

Track business confidence, technology adoption, market sentiment and other strategic issues, showing clients how the UK business landscape is changing.

CENSUSWIDE
+
THE RESEARCH CONSULTANTS

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METHODOLOGY AT A GLANCE



Business population

UK private-sector employer businesses

Businesses with one or more employees, representative of the economic profile of the UK employer-business population.



Sample

1,000 senior business decision-makers

1,000 online interviews with owners, founders, managing directors, senior managers and other verified decision-makers, screened for genuine decision-making responsibility rather than job title alone.



Representative by design

Quota-controlled using official UK business data across:

- Company size*
- Industry
- Region

**Company-size targets are based on turnover share by employee-size band. Turnover is incorporated into this measure, rather than treated as a separate quota.*



Quality & weighting

Final post-fieldwork calibration weighting may be applied to correct small deviations from the agreed company-size, industry and region targets. Respondent deduplication, participation limits and quality checks help ensure robust, reliable data.



Official benchmarks

Quota targets are based on the **Department for Business and Trade's Business Population Estimates 2025**, with official SIC industries grouped into seven practical reporting categories.



Transparency

The methodology was developed in discussion with the Market Research Society (MRS) and documented in line with the MRS Code of Conduct transparency requirements.

Notes: The sample represents UK private-sector employer businesses (1+ employees) and does not include non-employing sole traders. As with all quota (non-probability) samples, a classical margin of error does not strictly apply. An indicative ± 3 percentage point variation is provided for comparison with a probability sample of the same size.

