

B2B NATIONALLY REPRESENTATIVE SURVEYS

DESIGNED FOR THE QUESTIONS THAT MATTER NATIONALLY.

A broader view of UK business

Most B2B surveys are designed to understand a particular audience or sector, rather than UK businesses as a whole. As a result, findings can be difficult to generalise across businesses nationwide. That distinction is becoming increasingly important for organisations publishing research, informing public debate, or contributing to national conversations.



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?



Report with confidence

Support stories about UK businesses with evidence designed to reflect the wider business population.



See the bigger picture

Complement targeted research with a broader view of businesses across the UK.



Track change over time

Compare business sentiment consistently over time to highlight long-term trends.

CENSUSWIDE
+
THE RESEARCH CONSULTANTS

12-14 Berry St, London EC1V 0AU - +44 2072 519955

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.

