

B2B NATIONALLY REPRESENTATIVE SURVEYS

REPRESENTATIVE EVIDENCE FOR THE DECISIONS THAT MATTER.

Produce independent, credible evidence that shapes UK business

When your organisation needs to understand UK employer businesses as a whole, nationally representative B2B research provides a credible, economy-weighted view. Whether informing policy, defending organisational positions, engaging stakeholders or publishing authoritative thought leadership, nationally relevant questions require nationally representative evidence.



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?



Inform decisions and defend positions

Shape strategy, policy recommendations and organisational positions with independent evidence reflecting the priorities and experiences of UK businesses.



Strengthen advocacy and engagement

Bring citable evidence to consultations, advocacy, stakeholder engagement and media conversations, strengthening your influence with key decision-makers.



Track change across UK business

Benchmark attitudes and behaviours over time, revealing how responses differ across regions, sectors and the wider business economy.

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.

