

BUSINESS OMNIBUS SERVICES

YouGov's Business Omnibus regularly interviews 500 key decision makers across the nation.

Small Business Omnibus

Respondents:	500 senior decision makers in small businesses (1 to 49 employees)
Frequency:	weekly
Results delivered:	in 3 to 4 days
Cost:	£400 entry fee £650 per standard question / open ended question (A minimum of 4 questions required)

SME Omnibus

Respondents:	500 senior decision makers in small and medium-sized businesses (1 to 249 employees)
Frequency:	weekly
Results delivered:	in 4 to 5 days
Cost:	£400 entry fee £650 per standard question / open ended question (A minimum of 4 questions required)

B2B Omnibus

Respondents:	500 senior decision makers across all sizes of business
Frequency:	weekly
Results delivered:	in 4 to 5 days
Cost:	£400 entry fee £650 per standard question / open ended question (A minimum of 4 questions required)

Bespoke Sample

- International Markets
- IT Decision Makers
- Financial Decision Makers
- HR Personnel
- Marketing Managers
- And many more available on request...

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T's & C's (available on request).

- Standard questions allow up to 10 answer options, or 2 statements answered against a scale. Additional answer options are available on request.
- Costs cover questionnaire design and data tables including analysis by gender, age, region, industry sector and company turnover.
- **Larger sample sizes** and additional analysis are available on request.



CASE STUDIES



Aldermore provide straightforward savings accounts, mortgages, and specialist finance for small and medium size businesses. They use the deposits raised by British savers to help keep the housing market moving and fund the growth of British businesses.

Aldermore commissioned a Small Business Omnibus among senior decision makers in the private sector to highlight the relationship between small businesses and their banks. The study revealed current small business' saving habits, as well as highlighting their attitudes towards the financial services sector. The research found 38% of respondents believe their business bank offers its best savings rates to new customers, while two-thirds of respondents, whose businesses have a surplus cash balance, don't know or are not aware of a better business bank account for their money. Only 35% said their bank has a good understanding of their business overall, highlighting a lack of confidence amongst small businesses in their banking relationships.

Aldermore was able to use their YouGov Small Business Omnibus research to generate marketing material, including a YouTube infographic video. As part of the research, Aldermore also asked SMEs to get in touch with them on Twitter to share their own personal attitudes towards savings and banking.



Zurich, a leading multi-line insurer with a global network of subsidiaries, commissioned the first wave of its "Quarterly Zurich SME Risk Index" in July 2012. Zurich was assisted in this by the Fishburn Hedges Group, a full service communications group providing communications advice and hands on support to public and private sector organisations.

The quarterly Index interviews senior decision makers from SME businesses. The poll tracks and measures opinions and concerns about the risks facing their businesses at an overall level, as well as across nine separate matrixes.

The first wave of the SME Risk Index found that 11% of British SMEs had considered closing down their business in the preceding three months. In the first wave, 84% of respondents said they were not confident that the economic situation would improve in the next quarter, and more than two thirds (69%) were still not confident when looking ahead to next year

By tracking senior decision makers' opinions and concerns about risks to their businesses, the research has enabled Zurich & Fishburn Hedges to generate large amounts of media coverage in national print, regional, trade and online publications.

WHY YOUTGOV?

- **Coverage:** The most quoted market research agency in the UK.
- **Accuracy:** From predicting US elections to the X Factor, ask about our well-documented and published track record.
- **Quality:** Our clients give us a 97% satisfaction rate*, receiving support from their research right the way through your project.
- **Reach:** The depth and detail of our panel gives you a true cross-section of society.
- **Speed:** We offer more responses than competitors in the quickest turnaround time.

*Internal CSM data

