




The Savanta UK Business Tracker

A streamlined monthly tracker to monitor the recovery, resilience and adaptation of UK businesses in a post-Pandemic and Brexit market

COVID-19 and Brexit represent a major turning point for all businesses. Whole sectors are being transformed and existing trends are being accelerated.

-  **Stay informed:**
Monitor changing shifts in attitudes and behaviours across the UK
-  **Speak to your target audience:**
Connect to the right people and get the answers you need
-  **Make better business decisions:**
Understand the impact with true insights which will enable you to mitigate the impact of any future crises




Monthly syndicated tracker

-  **UK Small Business Owners and Directors**
(1-249 employee size) n=750
-  **UK Business Decision Makers at Mid-Large Companies**
(250+ employees) n=250

Key topics include


- Main challenges facing businesses
- Business risk and resolution
- Potential impact of Brexit
- Business confidence and trust in supporting bodies
- Future business environment and strategy
- Future of work and planning around remote versus onsite working
- Changing technology needs and expectations to support connectivity, communication and security
- Employee well-being
- Business suppliers across FS and Tech


Monthly deliverables


-  **Monthly data file** – questions cut by key demographics and firmographics
-  **Monthly PowerPoint summaries** - a short deck including key take-outs on the most striking results of the month
-  **Bespoke reporting** available on request and for an additional fee

Pricing

UK Small Business Owners and Directors £4,500 per wave	UK Business Decision Makers at Mid-Large Companies £2,250 per wave	Price to subscribe to both £6,000 per wave	Per bespoke question (up to 5 questions) with discounts available £750 per wave
---	---	---	--

 **Expertise**
Our team of experts draw upon the knowledge of the UK trading environment and the impact on business decision making. With respondents spanning all industries and regions, the tracker can keep up with even the most challenging questions that our current environment presents.

 **Quality assurance**
Rigorous participant recruitment and quality control ensure only those respondents who meet our strict criteria can qualify. The data process is verified, checked and processed in-house, to ensure consistency of responses. This permits us to provide you with the highest-quality data, capable of delivering the insight that you require.

 **Timings**

- Fieldwork starts at the beginning of each month
- Results available at month end