

# Savanta:

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## The Savanta UK Business Tracker

**A streamlined monthly tracker to monitor the recovery, resilience and adaptation of UK businesses**

COVID-19, Brexit, rising energy prices and the UK inflation rate represent a major turning point for all businesses. Whole sectors are being impacted and existing trends are being accelerated. Our tracker monitors the latest issues impacting UK businesses, giving you up-to-date insights and intelligence on the latest industry hot topics!

### 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



#### 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



#### Timings:

Fieldwork starts at the beginning of each month with results available at month end

### Base



#### What's included:

Buy in bespoke questions (up to 5)



#### Deliverables:

**Tables and verbatim**  
(questions cut by key firmographics)



#### Pricing:

Entry bespoke question: **£950**

All subsequent bespoke questions (up to 4): **£750**

### Premium



#### What's included:

10 firmographics, 10 current and future business health tracking measures and 10 topical questions



#### Deliverables:

**Tables and verbatim** (questions cut by key firmographics)

**Autocharts** (automated chart outputs for all questions)

**AllVue access** (online tool to manipulate data)



#### Pricing:

- **£7,000** for both
- **£5,000** for small
- **£2,750** for medium / large

Bespoke questions; 2 questions included as free, then **£550** per additional questions