

 **B2 Business Voice November**

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Methodology

- 19 questions were submitted via an online self-completion questionnaire
- Survey despatched 9th November 2011 and stayed open for 7 days
- The sample were randomly selected from the *B2 Business Voice*.
- Total sample size (n) = 218.



High Quality Control

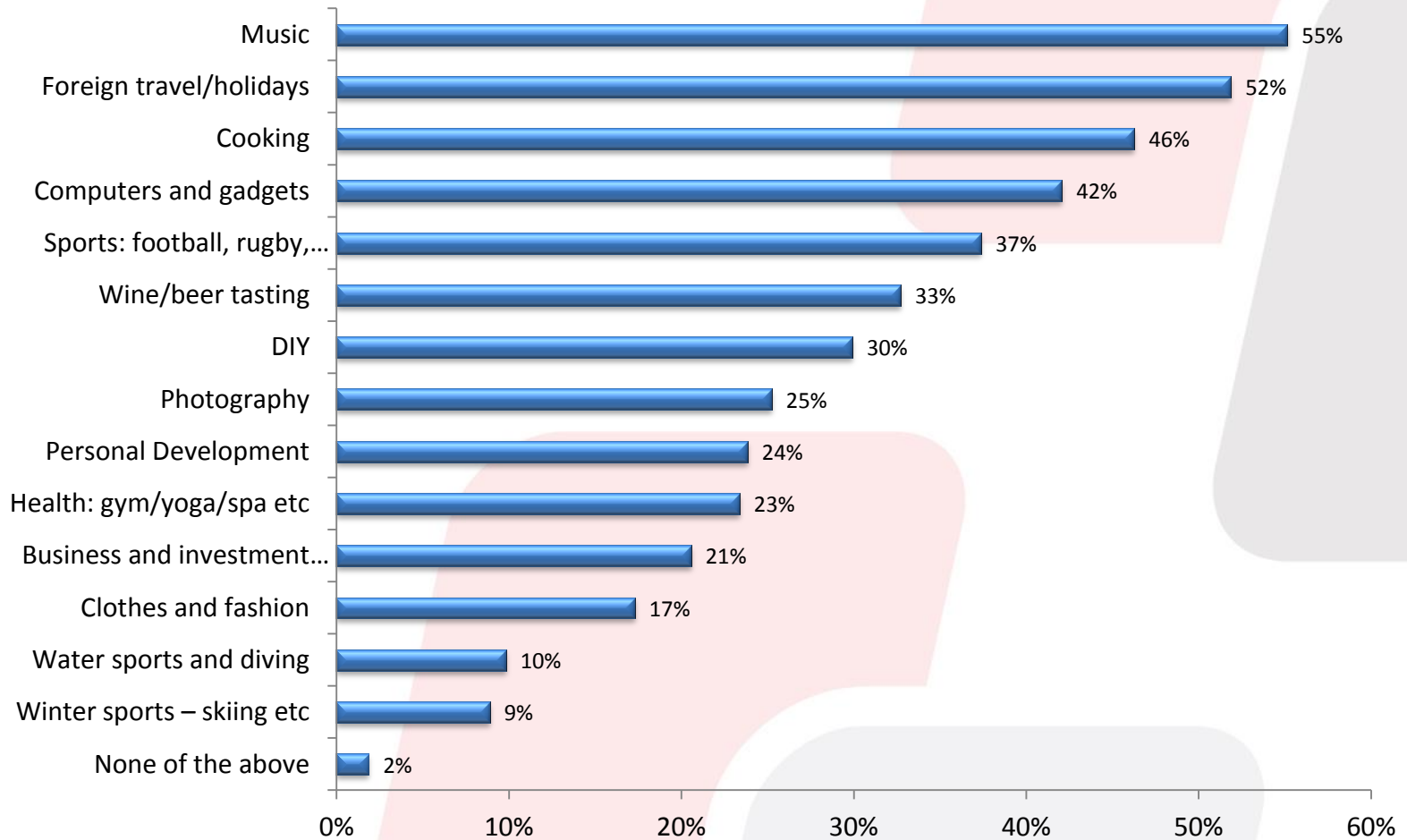
- Randomisation of images and answer options to avoid top box bias / creative skew
- Acceptable completion time for the survey and removing any that are completed in a quicker time.
- Intelligent Routing to ensure a quality survey experience as questions are relevant
- Constant re-qualification of the panel to ensure that background variables are updated. Differences from initial recruitment can result in being removed from the panel



Analysis

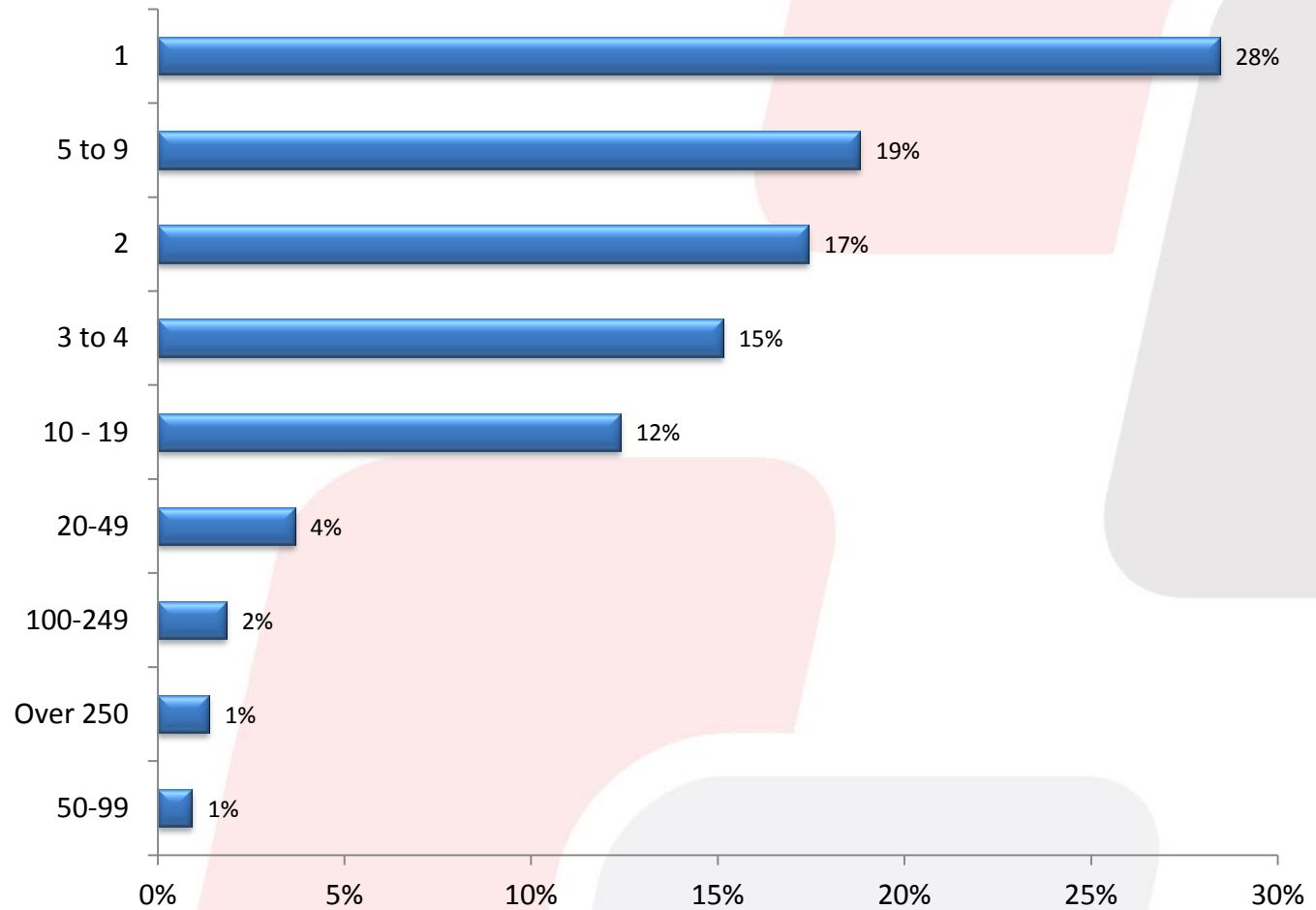


Which of the following would you consider to be your hobbies or interests?



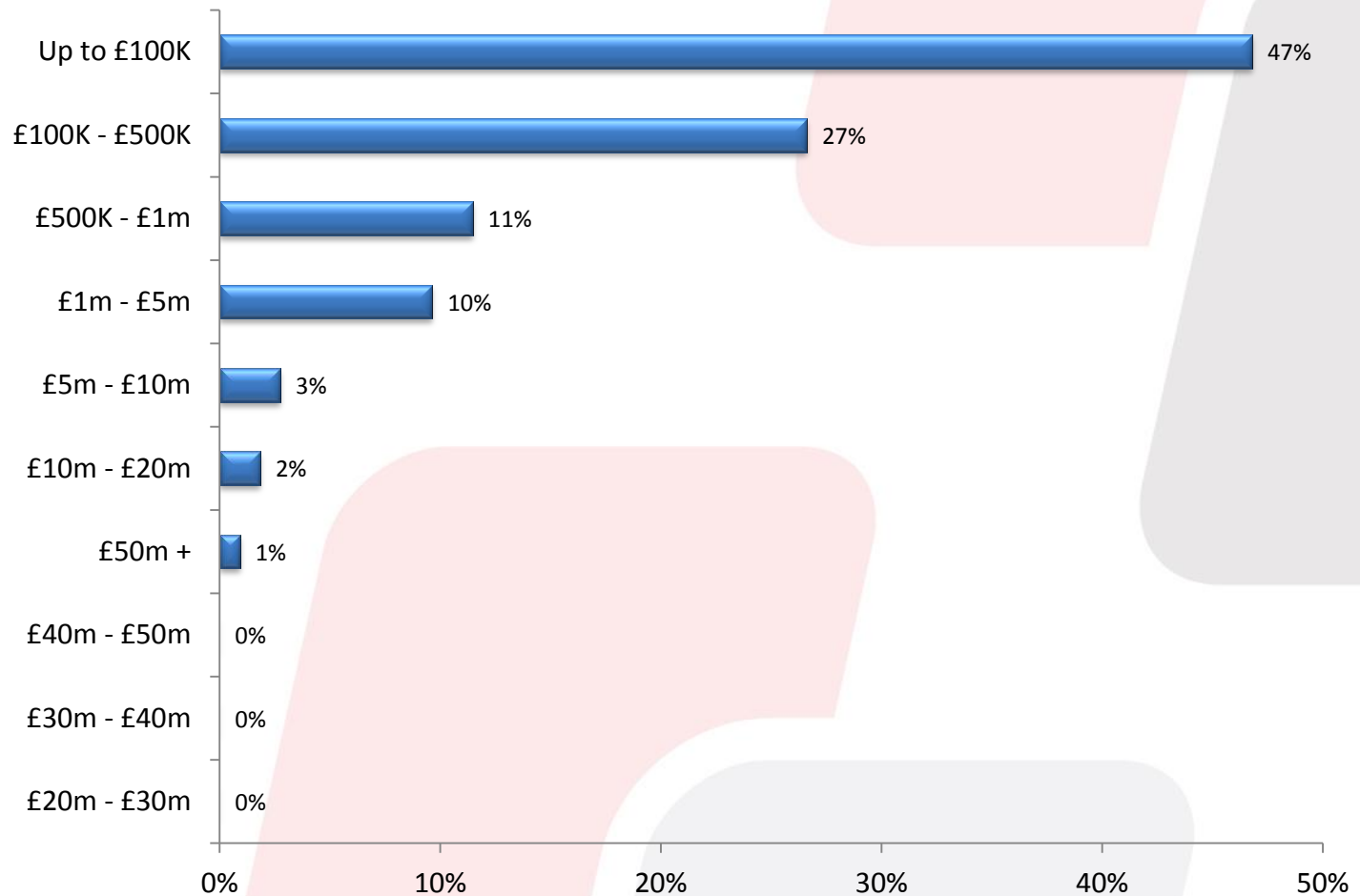


How many people (including yourself) does you business / organisation employ?



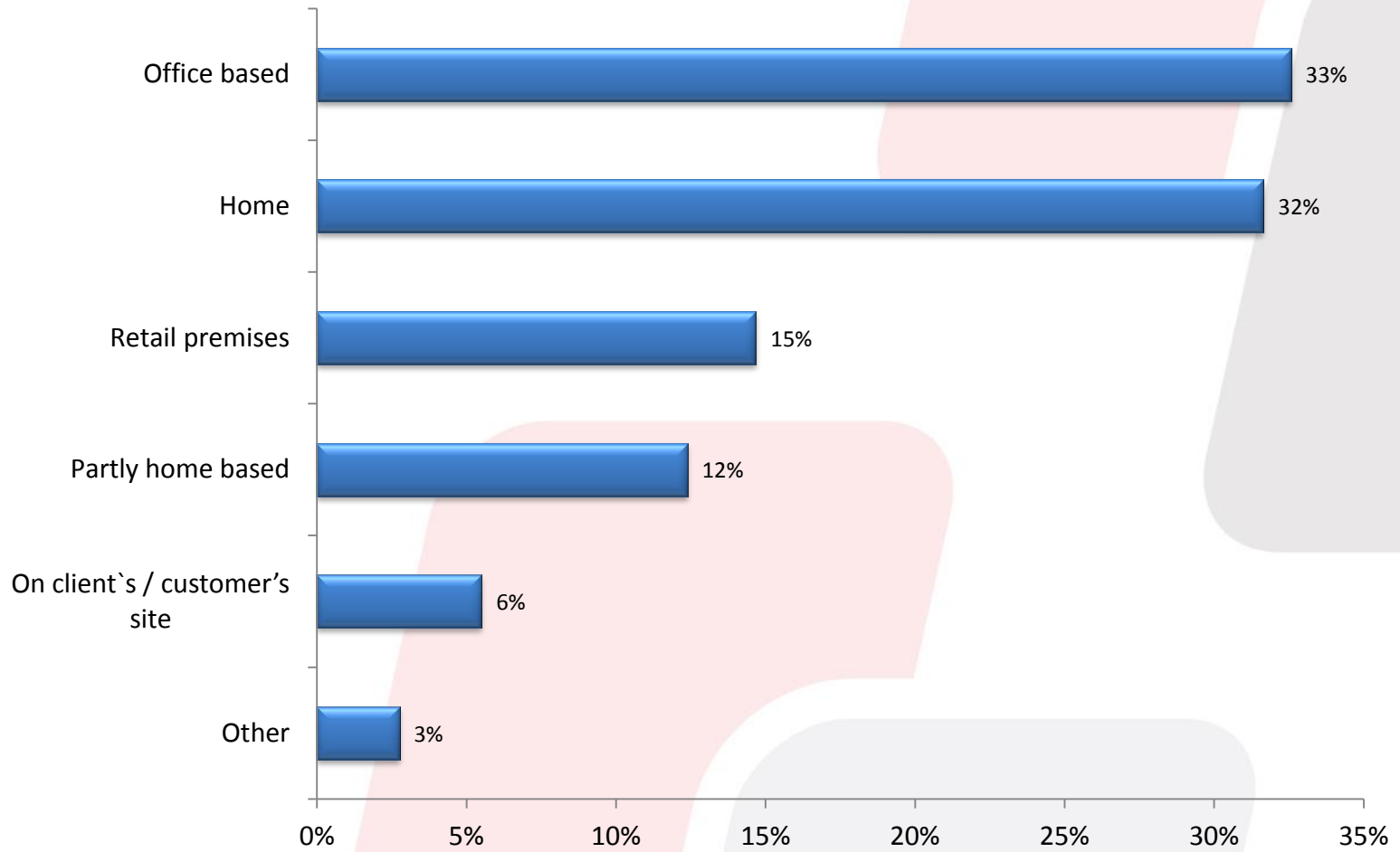


What is the approx turnover of your business?



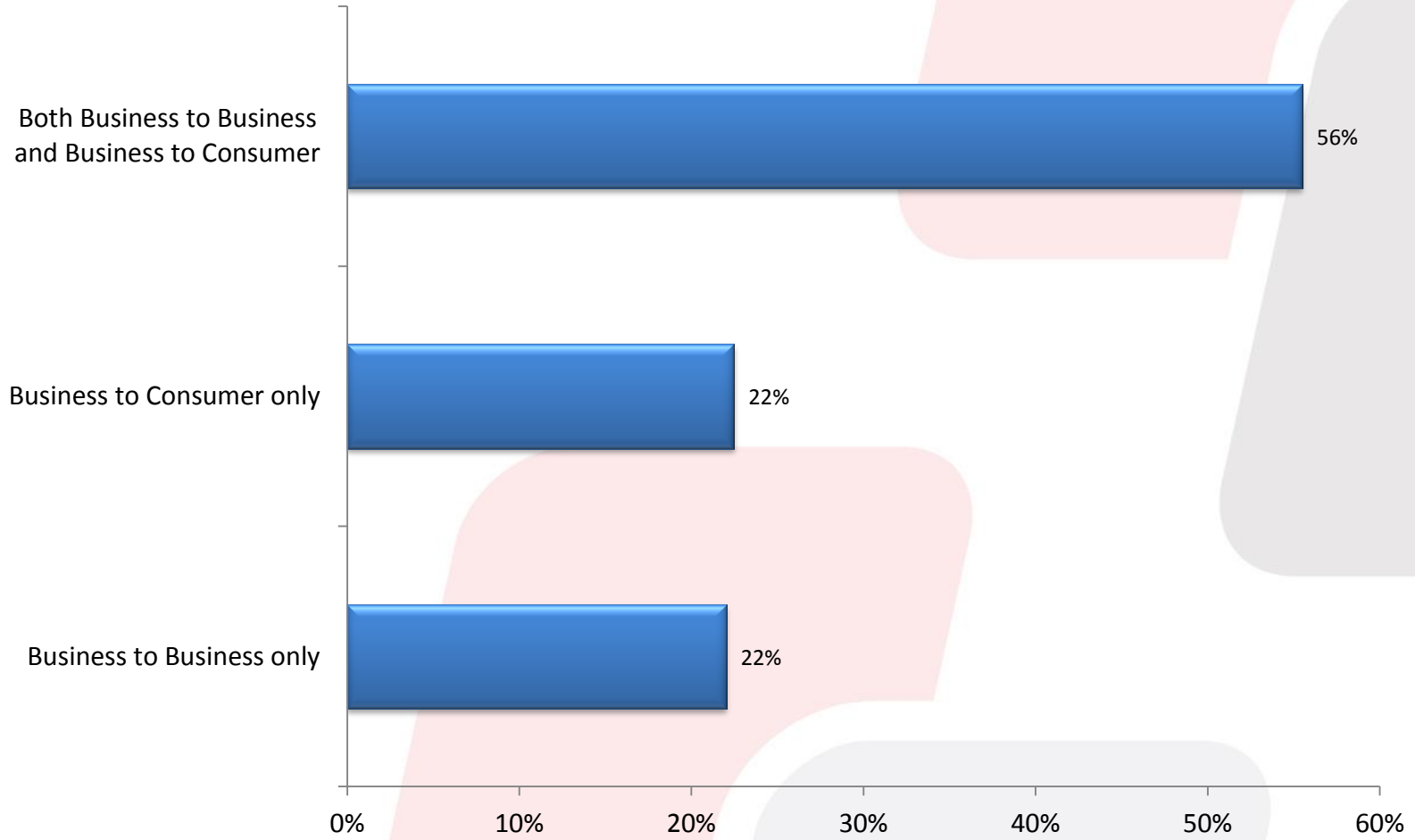


Where do you work from?



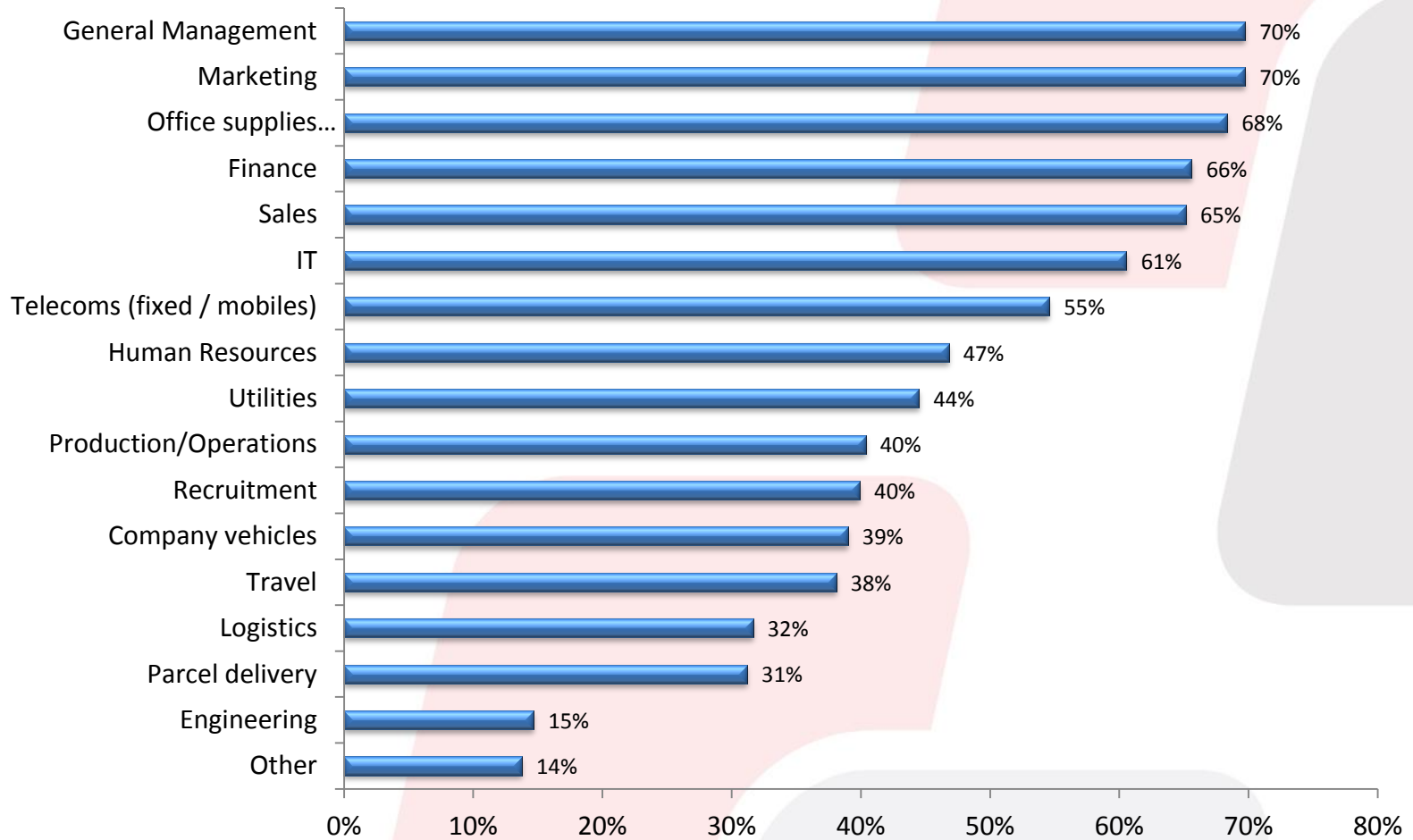


In terms of your market(s) are you:



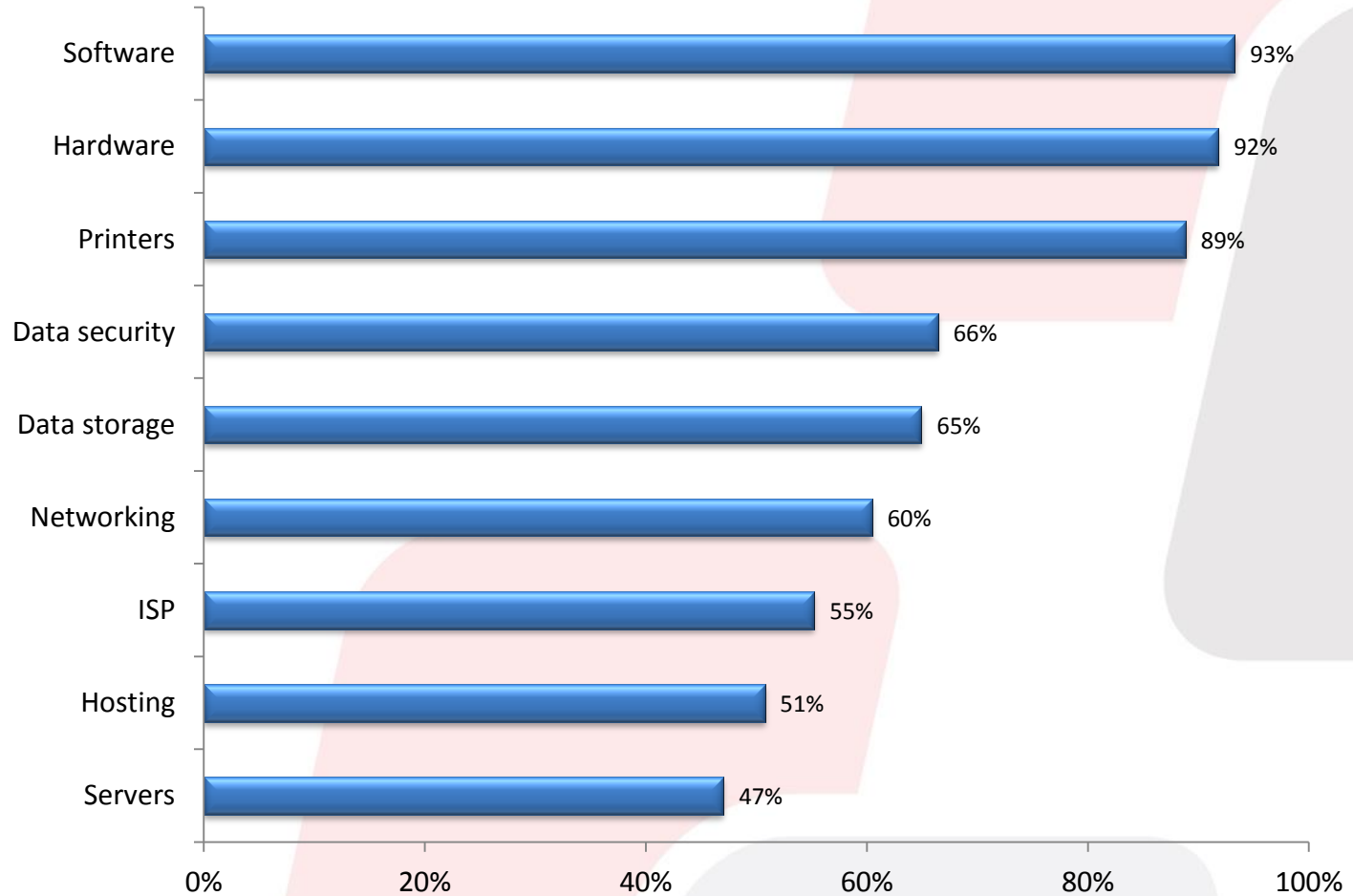


What areas of the business are you responsible for? Please tick all that apply:



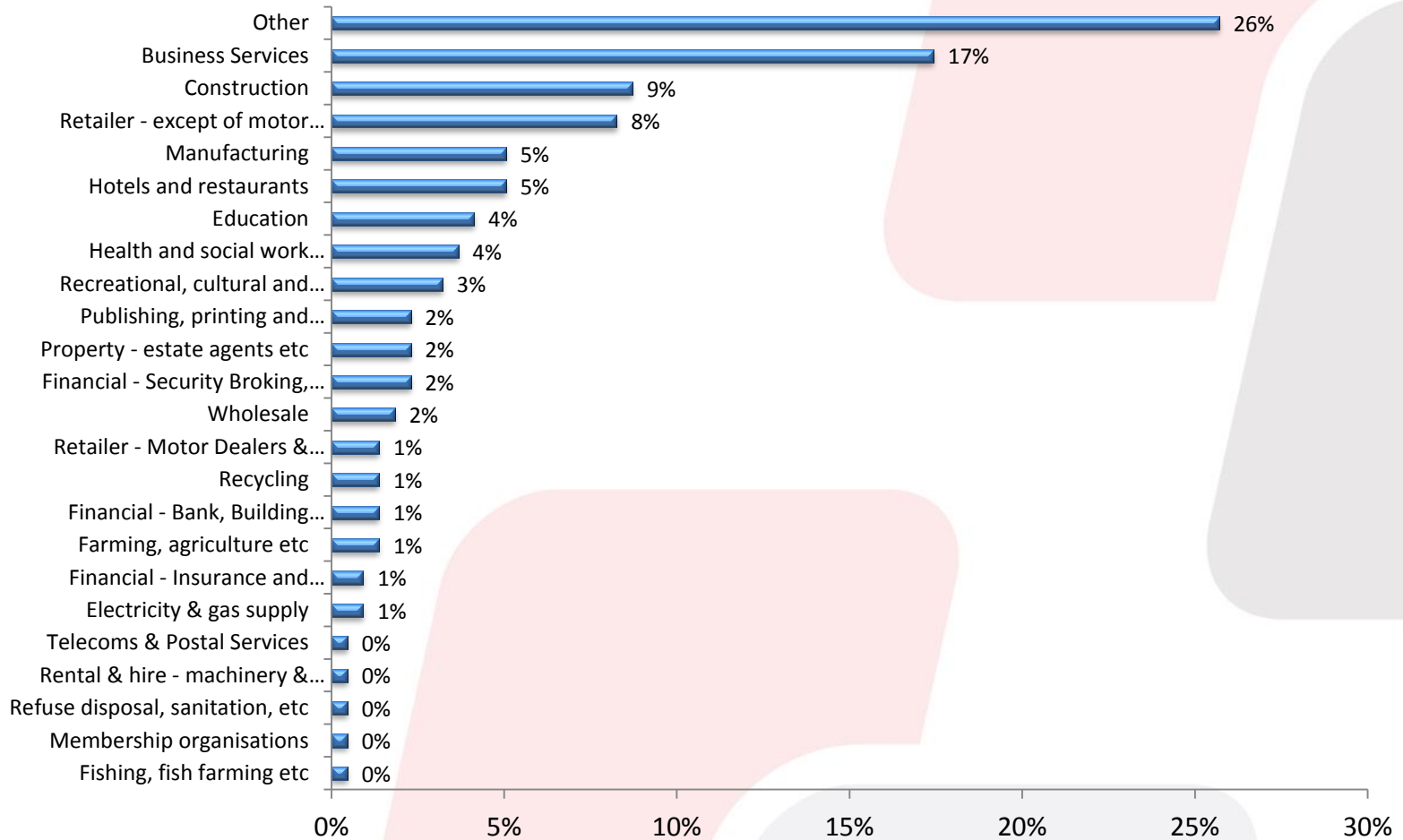


Thinking specifically about IT, please select any of the following you are responsible for making decisions about:



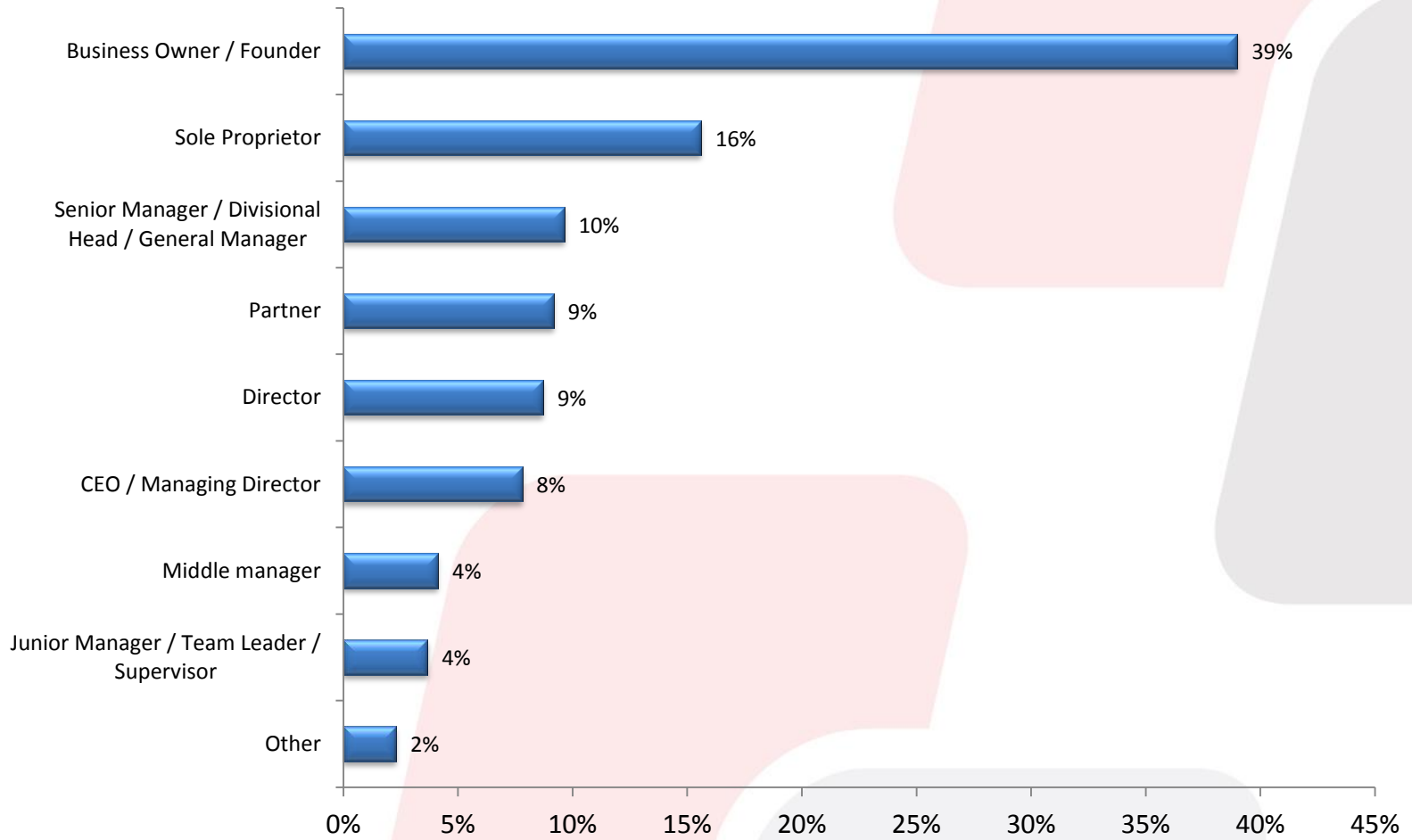


What type of industry is your business / organisation involved in?



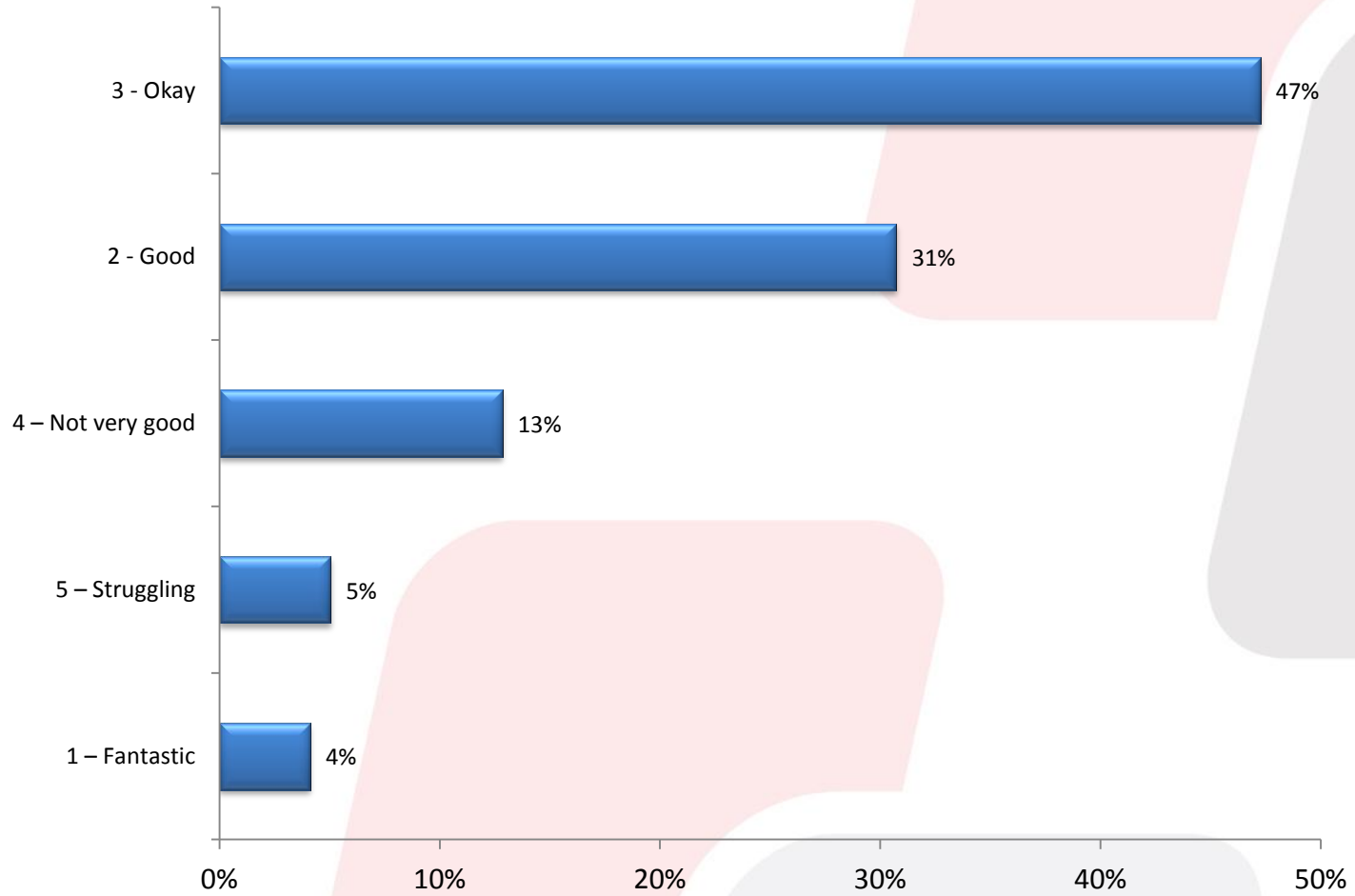


How would you describe your role?



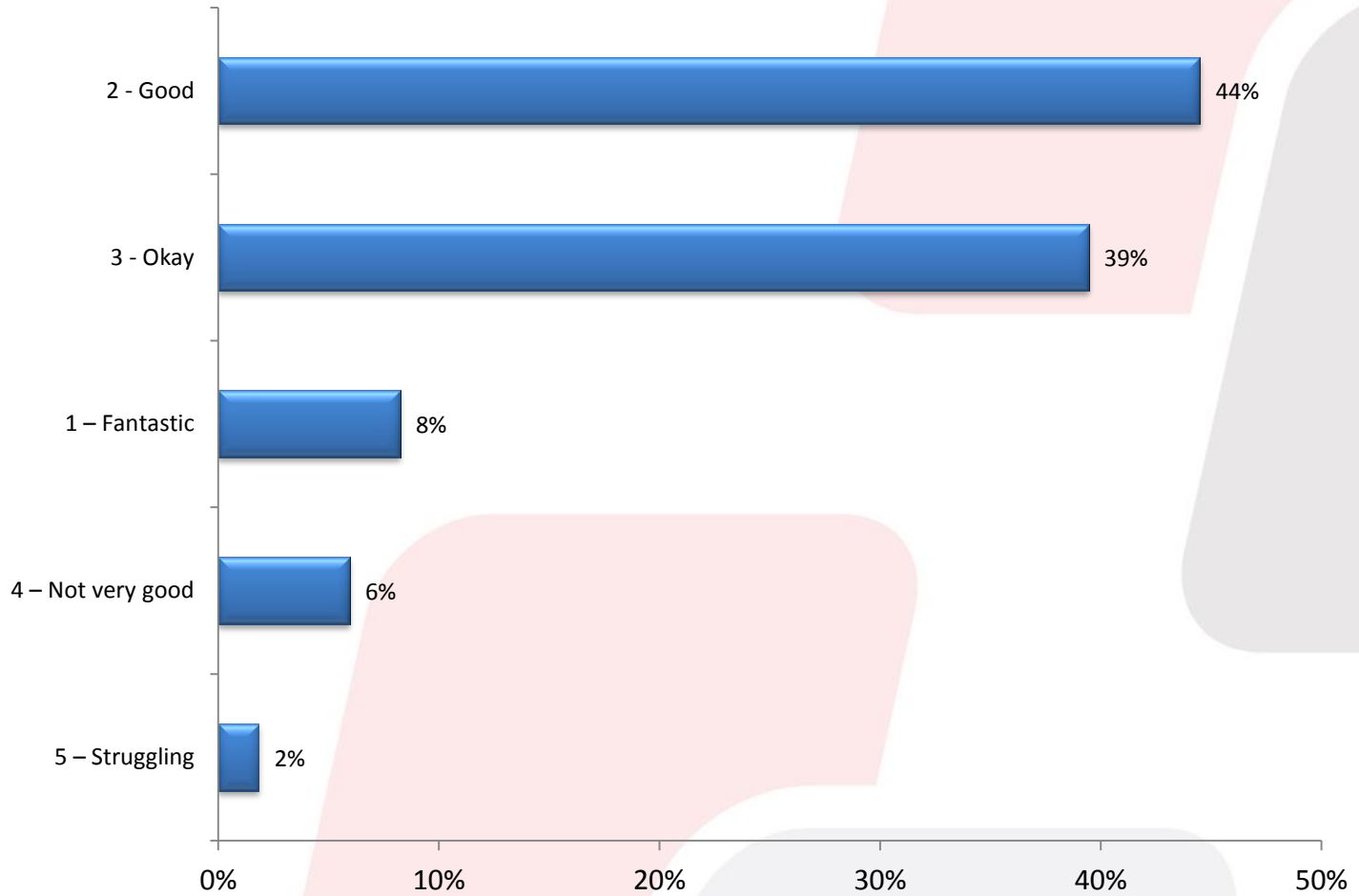


How is your business doing?



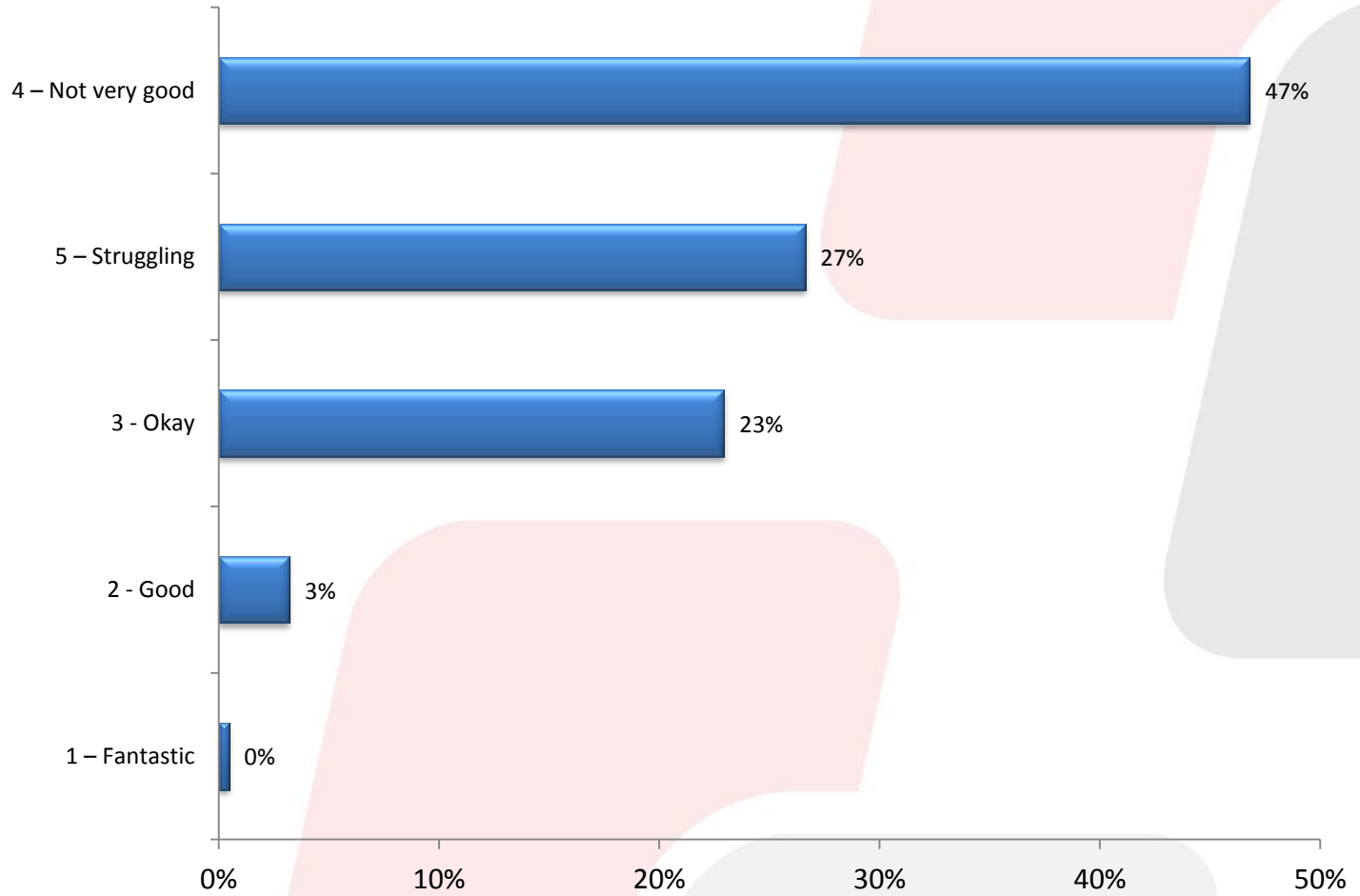


How do you expect your business to be doing in 12 months time?



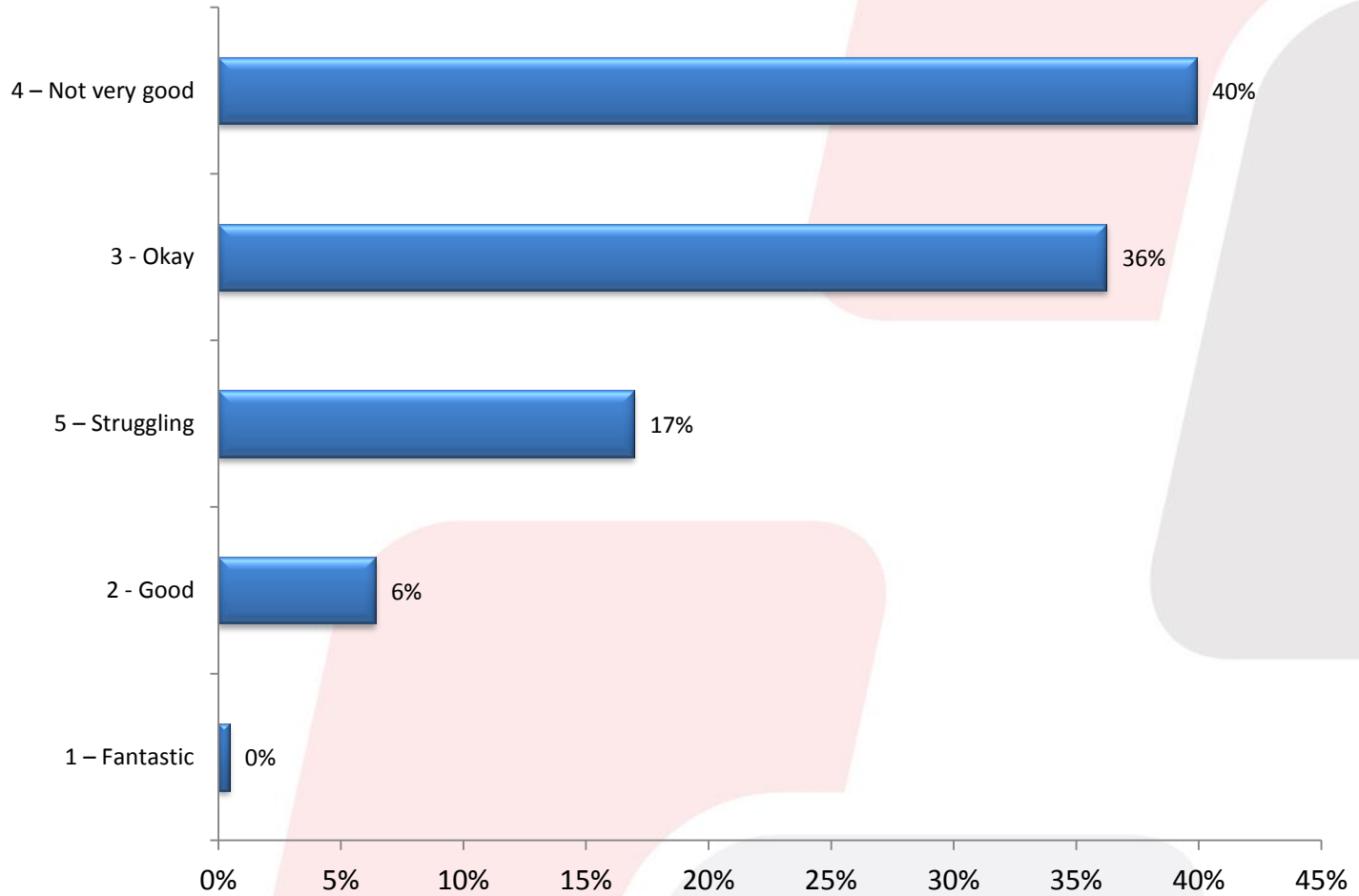


How do feel the UK economy is doing?



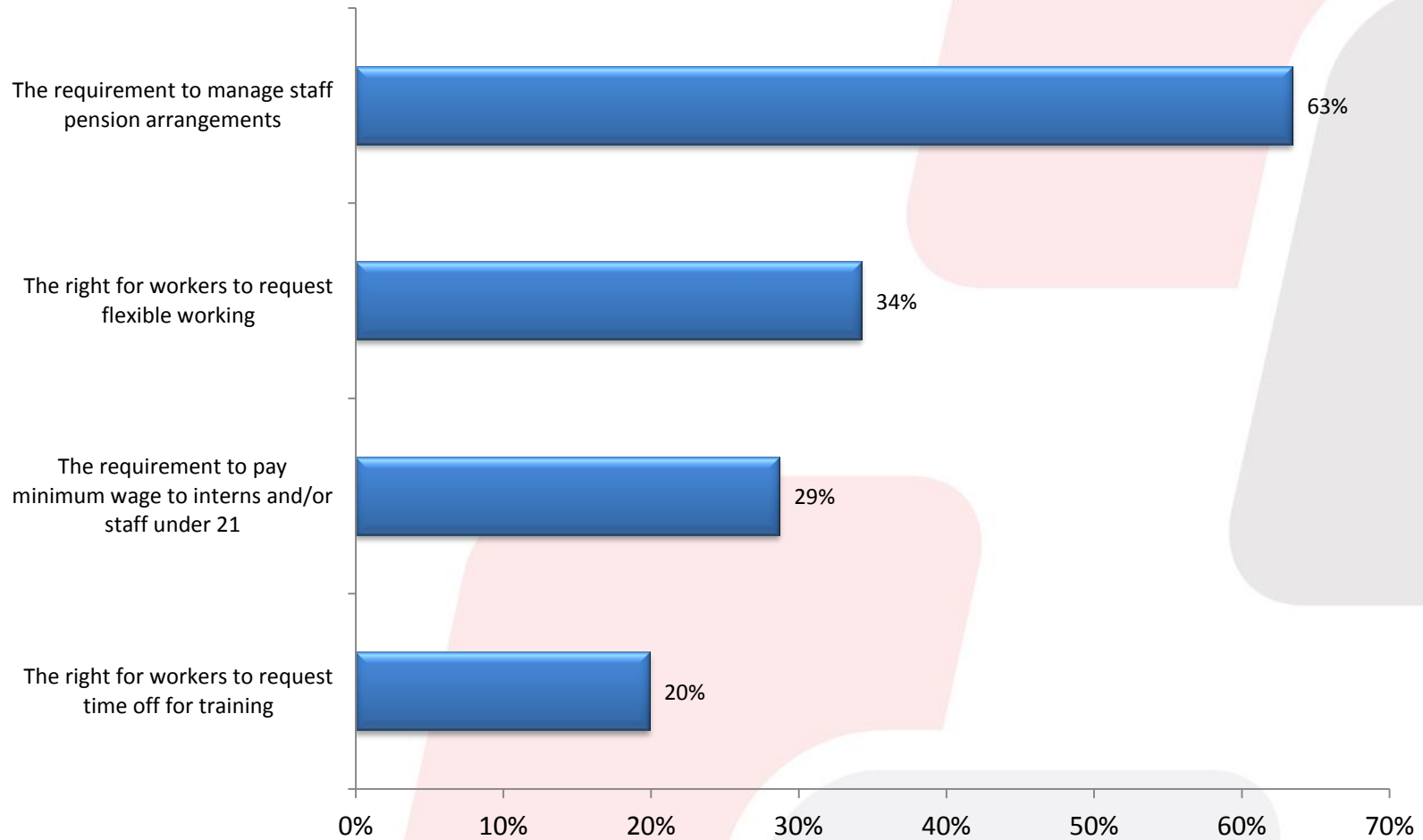


How do you expect the UK economy to be in 12 months' time?



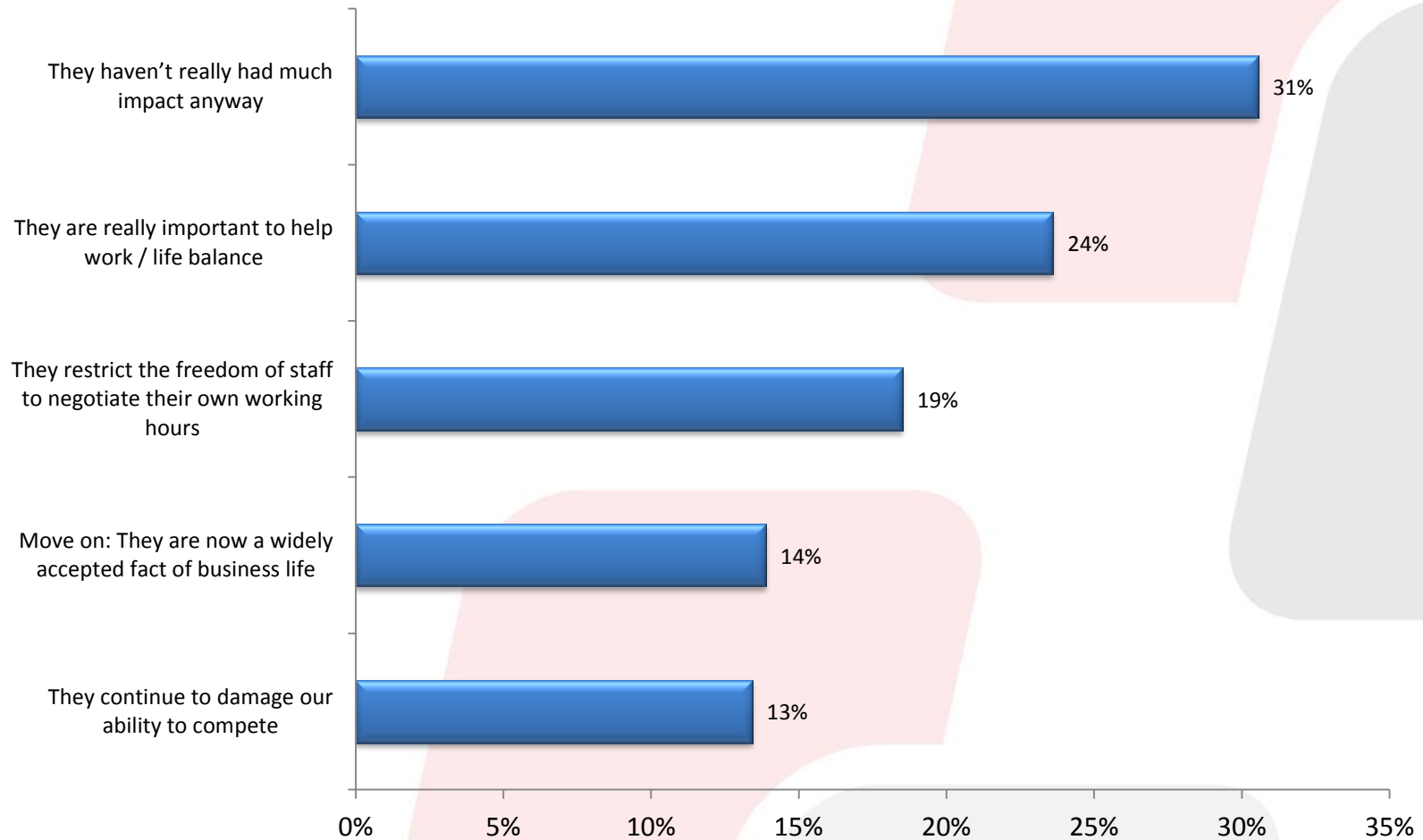


From which (if any) of the following regulations do you feel small businesses should be given exemption?



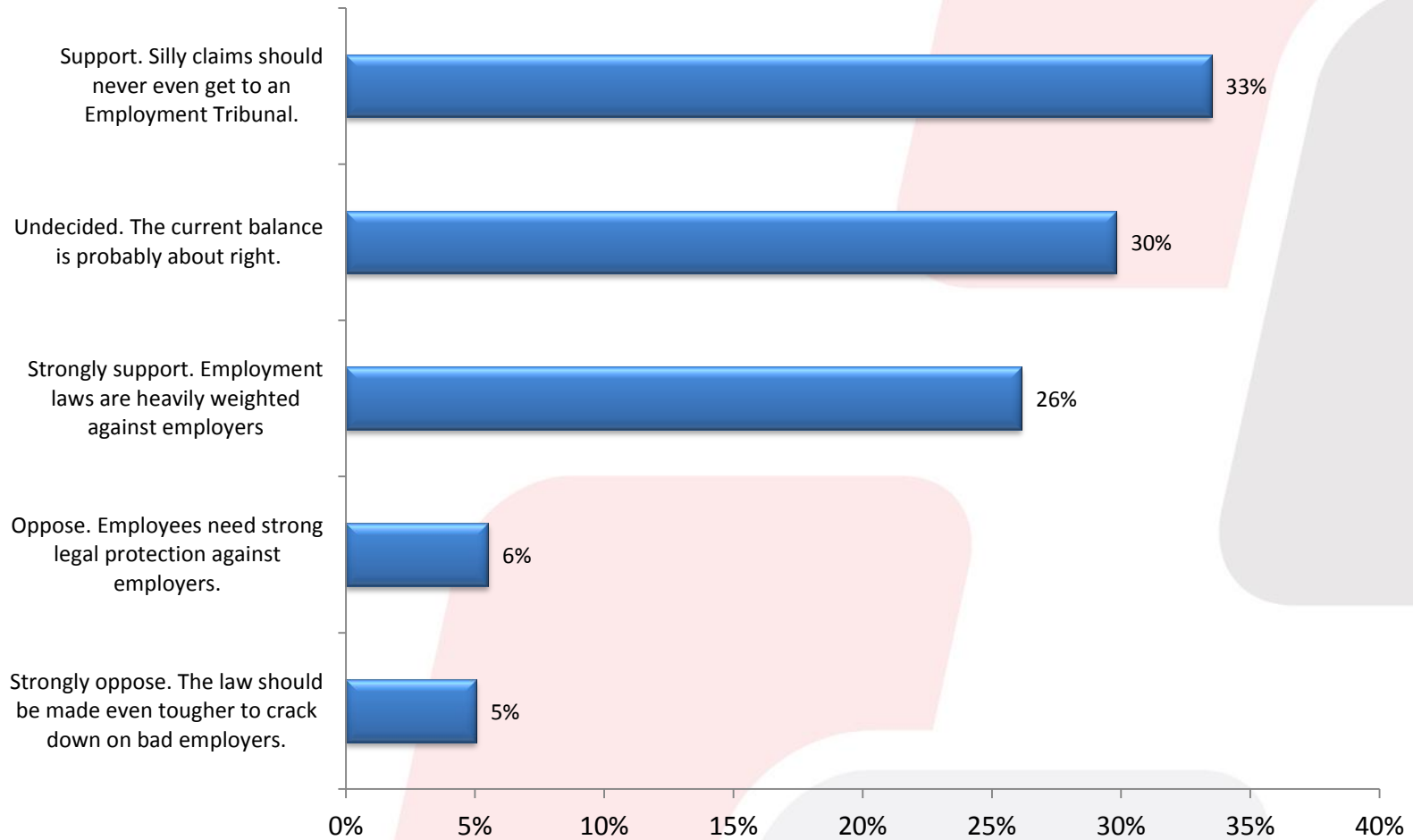


What do you think of the Working Time Regulations that limit maximum working hours?



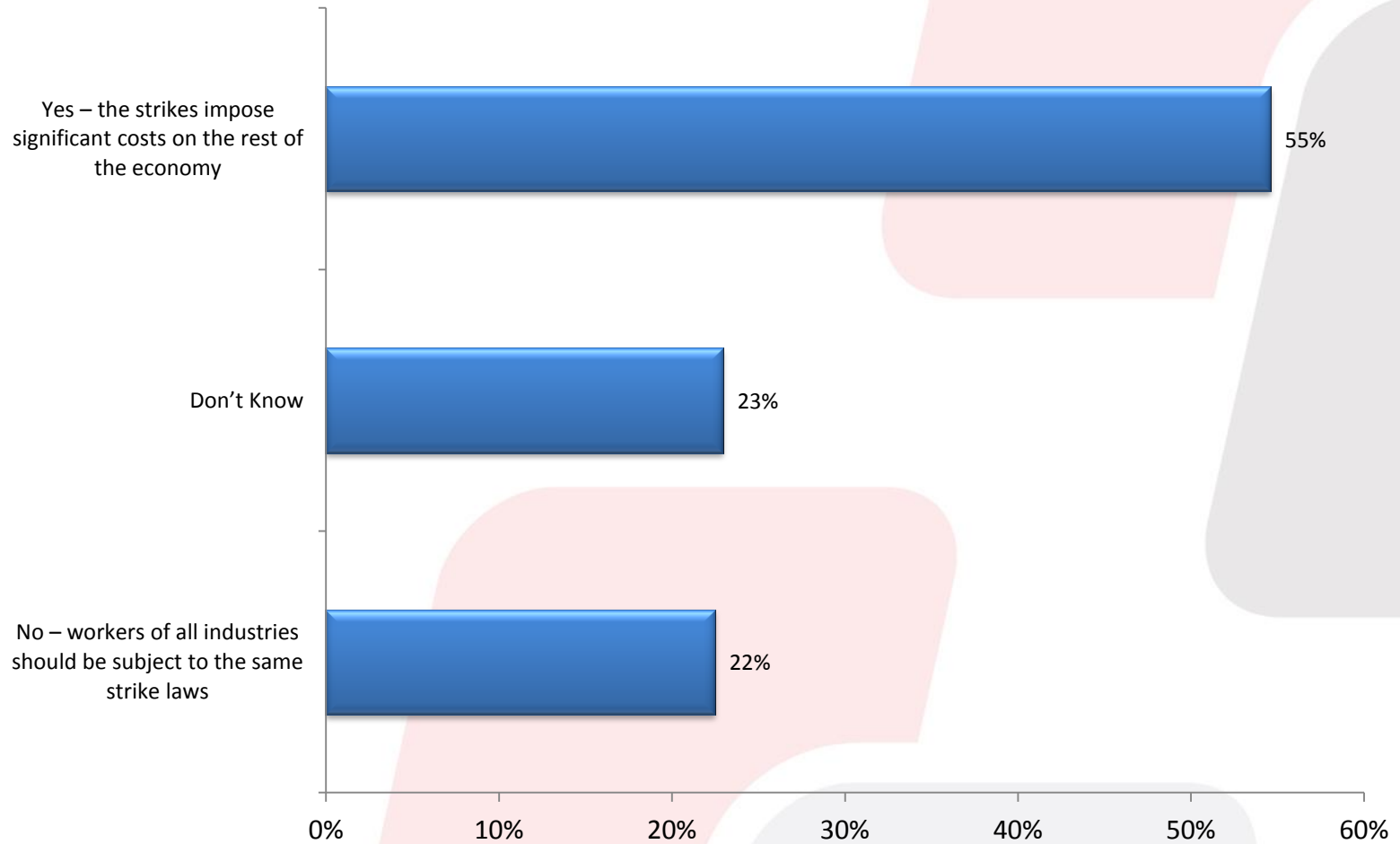


Would you support moves to change Employment Tribunal rules so it is more difficult for staff to make claims?





In the transport and emergency sectors, should strikes only occur when 50% of trade union members back the strike?





How do you feel about strikes to oppose public sector pension reform?

