

Censuswide launches new methodology to understanding what UK employer businesses really think

As demand for credible evidence grows, organisations seek a clearer picture of the views shaping the UK employer-business economy.

CENSUSWIDE
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LONDON, UNITED KINGDOM, September 14, 2026 /EINPresswire.com/ -- Market research firm [Censuswide](#) has launched the UK's first nationally representative B2B research approach, designed to give organisations greater confidence that their findings reflect employer businesses across the UK economy.

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Nat rep research gives organisations greater confidence that their evidence reflects opinion across the UK employer-business economy to inform policy, public-facing research or national conversations.”

Nicky Marks

Evidence plays an increasingly important role in policy, communications and strategic decision-making. Whether measuring employer confidence, investment intentions, attitudes towards AI or the impact of regulation, organisations need to know not just what businesses think, but how well those findings reflect the economic profile of the employer-business population.

The UK is home to around 5.7 million private-sector businesses, but only around 1.4 million employ anyone beyond their owners. To date, the challenge has been to build a sample that reflects the economic profile of

employer businesses across the UK, not just simply capturing the opinions of decision makers.

When organisations need to understand opinion across the UK employer-business economy, they have traditionally had fewer options.

While B2B research has long been an essential tool for understanding customers, sectors, professions and specialist audiences, Censuswide believes there is growing demand for a complementary approach designed to reflect the economic profile of UK private-sector employer businesses.

The new methodology is designed to produce insight that reflects the economic profile of UK private-sector employer businesses, giving organisations greater confidence when informing decisions, supporting policy, publishing thought leadership and generating media stories.

The methodology was developed in discussion with the Market Research Society and has been documented in line with the transparency requirements of the MRS Code of Conduct. It uses official UK business population benchmarks, with quotas for company size, region and industry and final weighting to correct any remaining differences. Company size is based on turnover share by employee-size band, so the sample reflects economic weight.

Surveys are conducted online with 1,000 senior UK business decision-makers per wave, screened for genuine decision-making responsibility and drawn from across the major sectors of the employer-business economy. Weighted data is typically delivered around two weeks after fieldwork begins. Further information on the methodology is available from Censuswide.

Where nationally representative B2B research can add value:

The methodology has been designed for organisations that need representative insight into the UK business population to stand up to scrutiny from policymakers, stakeholders and the media.

Potential applications include:

- Understanding business sentiment before and after major policy announcements, including the Autumn Budget.
- Measuring employer confidence, investment intentions and hiring plans.
- Assessing the business impact of taxation, regulation and industrial strategy.
- Tracking adoption of AI, digital transformation and cybersecurity.
- Exploring issues such as productivity, skills shortages, exports and regional economic growth.
- Benchmarking sectors or industries against the wider UK employer-business population.

The methodology is expected to be particularly valuable for organisations that regularly need robust, publishable evidence to support reports, campaigns and strategic advice, including:

- Public affairs and strategic communications consultancies
- Government departments, regulators and public bodies
- Think tanks and policy research institutes
- Trade associations and industry bodies
- Management consultancies and professional services firms

Nationally representative B2B research is intended to complement, not replace, bespoke research. Different research methodologies answer different questions. Bespoke studies remain the best choice when organisations need deep insight from a specific audience or stakeholder group. Nationally representative B2B research addresses a different challenge: helping organisations understand opinion across the UK employer-business economy with greater confidence.

Nicky Marks, CEO of Censuswide, said "We've seen a growing appetite for evidence that reflects the economic profile of UK employer businesses, particularly from organisations shaping policy, informing public debate and advising organisations on the decisions that matter most. Nationally representative B2B research answers a different question from bespoke research and isn't intended to replace it. We believe it fills an important gap for organisations that need greater confidence that their evidence reflects opinion across the UK employer-business economy, whether that's to inform policy, support public-facing research or contribute to national conversations."

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