



Business Tracker Europe

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

COVID-19, Brexit, rising energy prices and inflation rates 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 businesses across the UK, France and Germany, giving you up-to-date insights and intelligence on the latest industry hot topics!

Monthly syndicated tracker



Small Business Owners and Directors

(1-249 employee size) n=350



Business Decision Makers at Mid-Large Companies

(250+ employees) n=150

Sample sizes above refer to France and Germany.

Savanta's UK Business Tracker guarantees a size of 750 for small businesses and 250 for medium and large.



Stay informed:

Monitor changing shifts in attitudes and behaviours in the UK, France and Germany



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:

The tracker is run once a quarter, with fieldwork commencing at the beginning of the given 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