

The Productive Business Index

Unlock what really drives SME performance



The Productive Business Index (PBI) monitors how SMEs are performing and where they're headed next. It highlights where they're investing from new technology and skills to innovation and sheds light on how global trends, access to finance, and emerging tech are shaping their plans. The PBI helps you pinpoint where you can make the most impact, whether you're developing policy, building partnerships, working directly with SMEs, or engaging across extensive supply chains and networks of intermediaries

Topics of investigation

-  Productive business index as the key performance indicator, by size, type, region, seniority, by sector etc
-  Performance on business capabilities like tech, skills, and innovation, and where are they investing
-  Spontaneous feedback on what productivity means, identifying productivity pain
-  Read on customer profiles across sectors such as financial services, Telecom, Professional services
-  Past business performance and expectations by annual turnover and expected growth.
-  External macro factors affecting businesses like geopolitical situations, trade, supply chain, cost of living, society, infrastructure, new technologies, etc.
-  Top business priorities like skills, expansion, investments, new technology, etc.
-  Flexibility to add hot topic questions and utilise the PBI script on a sample plug-in basis for further analysis or testing.

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Bi-ANNUAL DELIVERABLES

- Get full access to the data collected as part of the standard PBI report.
- Benefit from additional analysis and deeper exploration of the existing dataset.
- Participate in exclusive events designed to unpack findings from the PBI.
- Flexible sponsorship options allow you to choose from any combination of the above components with the opportunity to renew every six months.

METHODOLOGY

Ipsos interviews 1,000 decision-makers at UK companies with 2-249 employees, biannually, online. Quotas are set for small and medium-sized companies (10-49 and 50-249 employees respectively) to ensure representation of these groups in the sample. Data has been weighted to reflect the distribution of companies by industry and region.