

Introducing *SME Now!*

Background

Broking Now! has for the past 12 years been the market leading omnibus study of general insurance brokers. We have conducted thousands of telephone and online interviews with brokers over this time. Increasingly we have noticed **demand from clients to be able to obtain parallel insight among vertical audiences, and in particular SMEs.**

SMEs form the backbone of the UK economy, representing 99.3% of the 5.5m businesses in the UK by size (0-249 employees), 47.6% by employment and 33% by turnover^[1]. **Our goal is to give clients the chance to ask topical questions and gather deep insights from decision makers in SMEs using a regular dip in Omnibus type survey.**

SMEs and the UK economy



The frequency will run in parallel with our sister panel, *Broking Now!*

Content

Clients submit exclusive questions to FWD on a first come, first served basis each wave, up to a maximum interview length of 20 minutes.

Suggested content might include:

- Basis for thought leadership/ white papers on general market interest issues e.g. GDPR awareness & compliance, gig economy, preparedness for Brexit, AI, insurtech and disruptors, etc.
- Track awareness of and attitudes towards brands, measure KPIs such as NPS and satisfaction
- Measure awareness of advertising campaigns
- Benchmark strengths & weaknesses of competitors
- Concept test new product ideas/ propositions
- Content generation for PR purposes.

^[1] BPE Statistical Release 2016 tables



Method

FWD Research has developed *SME Now!* in partnership with an industry leading SME online panel provider with whom we have worked for several years.

The panel:

- Will have a minimum of **500 participants**, with booster options available for 750 and 1000
- Will be nationally representative of SME profile by size (turnover, no. of employees), SIC and region
- Will comprise **decision makers in SMEs** including business owners, MDs, CFOs, FDs, etc.
- Panel maintenance will be managed by points based incentivisation.

Timing

- Question deadline 1 working day in advance of fieldwork
- Fieldwork period for:
 - 500 interviews = 5 working days
 - 750 interviews = 7 working days
 - 1000 interviews = 9 working days
- Full results available within 1 working day of fieldwork closing
- Interim top-line findings available during fieldwork, on request.

Output

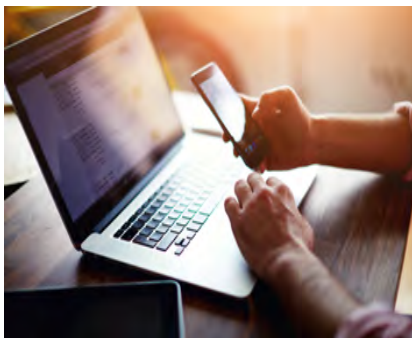
- **Standard cross-breaks** incorporated for firm size (turnover, no. of employees), SIC and region. Additionally, if export, VAT registered, years established as standard
- Data can be weighted to client's preference
- **Tabulations as standard**; raw data and summary chart deck as option.

Fee Structure

- Small entry fee per wave then a cost per question (see table)
- Minimum order value of:
 - £2,400+VAT per single wave of 500 sample
 - £3,600 +VAT for 750 sample
 - £4,800+VAT for 1000 sample
- Fees include assistance with questionnaire design, scripting, hosting, incentives, data tables as standard.

Discounts

- On bookings in excess of £3,500+VAT there is a 5% discount (500 sample)
- 10% discounts for repeat bookings
- 20% discount of SME Now! ratecard if running similar question set on FWD's sister panel Broking Now! as part of same project.



Discounts

- A separate quotation can be provided for a booster sample e.g. certain SIC, size or location of SMEs.
- Summary written reports, presentations, slide decks can be provided and will be quoted on request.

SME Now! provisional schedule 2018 (500 sample)

Wave	Questions agreed by	Fieldwork	Results available by
February	1 st February	5 th to 11 th February	12 th February
March	15 th March	19 th to 15 th March	26 th March
May	26 th April	30 th April to 6 th May	7 th May
June	7 th June	11 th to 17 th June	18 th June
August	26 th July	30 th to 5 th August	6 th August
September	13 th September	17 th to 23 rd September	24 th September
November	8 th November	12 th to 18 th November	19 th November

^[2] (These will be costed on request)

FWD

Fee Structure

SME Now! (n=500)	Cost + VAT
Entry fee per wave	£150
Per question charges:	
Per simple yes/ no question	£350
Per prompted question with 4-6 pre-codes/ 7-10 codes	£400 / £500
Per unprompted question with pre-codes	£400
Multiple iterations/ scales to read out ^[2]	From £600
Per full open-ended question requiring coding	£600

Next steps

For information on availability of space on the next wave, to make a booking or any other query please contact any of the FWD Research team on 020 7623 2368

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