

## YouGov / Golin Harris Survey Negotiation

Sample: 1,014 SME decision makers

Fieldwork: 23rd February - 1st March 2016

Total	Organization size	
	Small	Medium

Which, if any, of the following statements describe how your business tends manage supplier costs (e.g. telecommunication, energy, rent, running different aspects of projects etc.)? (Please select all that apply)

	Unweighted base		
	1014	798	216
	Base: SME Decision Makers	808	206
My business tends to shop around to find the best deal/supplier	48%	50%	42%
My business tends to switch suppliers to find the best deal	19%	18%	21%
My business tends to stay loyal to a company as that gives us the best deal	30%	31%	27%
My business negotiates to get a better deal	25%	22%	35%
None of these	6%	7%	2%
Don't know	5%	3%	11%

Total	Organization size	
	Small	Medium

Approximately how much do you think your business has saved in total the past 12 months (i.e. since the end of February 2015) from negotiating on business costs with suppliers (e.g. telecommunication, energy, rent, running different aspects of projects etc.)? (Please give your best estimate)

£0 - nothing	7%	9%	1%
Up to £50	3%	3%	-
£51 to £100	5%	6%	-
£101 to £250	7%	8%	3%
£251 to £500	8%	8%	6%
£501 to £1000	9%	10%	3%
£1,001 to £5,000	10%	10%	11%
£5,0001 to £10,000	5%	4%	9%
More than £10,000	7%	4%	18%
Don't know	36%	33%	48%
Not applicable – My business does not negotiates with suppliers	5%	7%	0%
<b>Mean (with 0)</b>	<b>2825.74</b>	<b>2036.61</b>	<b>6485.79</b>
<b>Mean (without 0)</b>	<b>3209.08</b>	<b>2372.48</b>	<b>6597.18</b>

Thinking specifically about your business negotiating energy costs with suppliers...Does your business negotiates annual energy costs?

Yes, it does	30%	27%	40%
No, it does not	46%	52%	22%
Don't know	19%	15%	38%
Not applicable – My business does not negotiates with suppliers	5%	7%	0%

Total	Organization size	
	Small	Medium

**Unweighted base**

303	217	86
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**Base: SME Decision Makers who say their business negotiates annual energy costs**

300	218	82
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**And does your business see value in negotiating annual energy costs?**

Yes, it does	93%	91%	98%
No, it does not	5%	6%	1%
Don't know	3%	3%	1%