YouGov B2B staff vs customer importance

B2B Sample: 19th February - 2nd March 2018

	Total	Work industry (MAIN)												
		Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other
Which ONE, if any, of the following types of people do you think a business should value most highly?														
Unweighted base	2059	218	167	209	229	102	65	278	166	79	86	85	57	318
Base: All B2B decision makers	2059	214	169	208	267	95	61	281	145	87	77	98	53	304
Their customers	44%	43%	37%	52%	57%	45%	39%	42%	44%	41%	45%	37%	40%	41%
Their staff	50%	52%	59%	40%	37%	50%	55%	52%	53%	49%	48%	59%	53%	54%
Other (excluding customers and staff, e.g. their suppliers)	1%	3%	-	2%	3%	2%	-	1%	1%	2%	2%	-	-	1%
Don't know	5%	3%	4%	6%	4%	3%	7%	5%	3%	8%	4%	4%	7%	4%

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	Total	Organization size			Company annual turnover					
		Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer
Which ONE, if any, of the following types of people do you think a business should value most highly?										
Unweighted base	2059	1228	290	541	39	771	440	559	87	163
Base: All B2B decision makers	2059	981	255	823	31	642	393	761	85	146
Their customers	44%	46%	45%	42%	43%	48%	42%	43%	25%	50%
Their staff	50%	48%	51%	52%	52%	45%	55%	52%	56%	41%
Other (excluding customers and staff, e.g. their suppliers)	1%	1%	1%	2%	-	2%	1%	2%	2%	2%
Don't know	5%	5%	4%	4%	5%	5%	3%	3%	16%	7%

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	Total	Company age					
		Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

Which ONE, if any, of the following types of people do you think a business should value most highly?

	Total	Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know
Unweighted base	2059	324	304	528	401	482	20
Base: All B2B decision makers	2059	281	277	500	399	581	21
Their customers	44%	43%	49%	45%	46%	42%	36%
Their staff	50%	50%	45%	49%	49%	53%	36%
Other (excluding customers and staff, e.g. their suppliers)	1%	1%	2%	2%	1%	2%	4%
Don't know	5%	5%	4%	5%	5%	3%	24%

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	Total	Omnibus Decision Maker									
		Marketing activities (e.g. ad,vertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment etc.)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply
Which ONE, if any, of the following types of people do you think a business should value most highly?											
Unweighted base	2059	1362	1528	1108	1292	1197	1032	1395	1307	1402	1020
Base: All B2B decision makers	2059	1327	1497	1071	1255	1162	1017	1374	1266	1363	991
Their customers	44%	48%	47%	49%	48%	48%	48%	45%	48%	47%	50%
Their staff	50%	47%	47%	44%	45%	46%	46%	49%	46%	47%	44%
Other (excluding customers and staff, e.g. their suppliers)	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Don't know	5%	4%	4%	5%	5%	5%	4%	4%	5%	4%	4%