
About the Sage Business Index

Populus provided online interviews with 13,710 decision-makers in businesses in the USA, Canada, Germany, Austria, Switzerland, France, UK, Ireland, Spain, Portugal, Poland, South Africa, Malaysia, Singapore, Brazil, Australia and North Africa (Morocco and Tunisia). The businesses were drawn from two sources:

- 8,248 respondents were drawn from Sage's local customer databases across the USA, Canada, Germany, Austria, Switzerland, France, UK, Ireland, Spain, Portugal, Poland,

South Africa, Malaysia, Singapore, Brazil, Australia and North Africa (Morocco and Tunisia). Sage's local operating companies sent an email invitation to participate to specially selected databases with a survey link provided by Populus.

- 5,462 respondents were drawn from a dedicated online panel of business people, which has 2.4 million members worldwide. A random sample of respondents whose profiles met Sage's criteria were invited to take part in the survey,

ensuring a spread of business sizes and industries. Respondents were then asked a screener question to ensure that they were a decision maker at their business.

Note: Due to the smaller sample sizes, the findings in Morocco and Tunisia were combined to create findings for North Africa

Methodology

We have applied an index methodology which allows us to measure the changing mood of the businesses surveyed in relation to business and economic confidence. The Index is based on a scale of one to 100 where 0 means a significant decline, 100 means a significant improvement, and 50 means it is no different.

For the business confidence question the scale translates to below 50 as less confident, over 50 is more confident and 50 is no different. We

retrospectively applied this index methodology to the countries that took place in the first business survey in February 2011 (US, Canada, UK, Germany and France) where the questions were asked as follows:

- "Do you feel your country's economy is recovering or declining?" and "Do you feel the global economy is recovering or declining?" Index scores have been derived from this data where answer options in this study, and their Index score weighting, were: "It

is recovering significantly (100)", "It is recovering slightly (75)", "It is no different (50)", "It is declining slightly (25)", "It is declining significantly (0)"

- "Are you more or less confident of your business prospects over the next year?" Index scores have been derived from this data where answer options in this study, and their Index score weighting, were: "More confident (75)", "No different (50)" and "Less confident (25)"

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About Sage

We provide small and medium sized organisations with a range of easy-to-use, secure and efficient business management software and services - from accounting and payroll, to enterprise resource planning, customer relationship management and payments. Our customers receive continuous advice and support through our global network of local experts to help them solve their business problems, giving them the confidence to achieve their business

ambitions. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has millions of customers and more than 12,700 employees in 24 countries covering the UK & Ireland, mainland Europe, North America, South Africa, Australia, Asia and Brazil. For further information please visit www.sage.com



About Populus

Populus is an opinion research and consultancy firm that specialises in understanding the views of the general public, customers, businesses and key stakeholders. Best known for its social and political research as pollsters to media organisations such as The Times, the BBC and ITV News, it conducts large, regular,

research programmes for a wide variety of clients, such as large multinational companies in retailing, food manufacturing, pharmaceutical, financial services and communications sectors, to public institutions, membership organisations and NGOs.

