

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q1A\_FEB. If there was a general election tomorrow, who would you vote for?

Table: 1

Filter: All consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
Labour Party	278 24%	49 15%	82 23%	25 20% *	47 34% BcdI*	39 40% BCDI*	26 42% BCDHI*	10 24% *	203 22%	168 24%	75 24%	26 32% JK	9 27%
Reform UK	260 23%	86 27%	68 19%	33 26% *	34 25% *	16 16% *	13 20% *	11 25% *	220 24%	163 23%	72 23%	18 22%	7 20%
Conservative Party	221 19%	67 21%	72 21%	32 26% Eg*	16 12% *	22 22% *	6 10% *	6 13% *	187 20% e	154 22% K	44 14%	13 16%	10 28% KL
Liberal Democrats	120 11%	35 11%	39 11%	13 10% *	16 11% *	5 5% *	9 14% *	3 7% *	103 11%	73 10%	36 12%	7 9%	4 11%
Green Party	86 8%	20 6%	36 10%	12 10% *	8 6% *	4 4% *	3 4% *	3 8% *	77 8%	50 7%	28 9% M	7 9% M	1 4%
Scottish National Party	20 2%	2 1%	5 2%	3 2% *	5 4% b*	3 3% *	1 1% *	1 3% *	15 2%	9 1%	9 3%	2 3%	* 1%
Plaid Cymru	6 0%	2 1%	2 1%	* 0% *	- - *	1 1% *	- - *	- - *	5 1%	5 1%	1 0%	* 0%	- -
Other (please specify)	10 1%	1 0%	6 2%	* 0% *	1 1% *	* 0% *	- - *	* 1% *	9 1%	3 0%	5 2%	1 2% j	1 2% j
None	47 4%	17 5%	17 5%	2 2% *	3 2% *	4 4% *	2 3% *	2 4% *	39 4%	27 4%	16 5%	2 3%	1 2%
Don't know	64 6%	34 11% CdF	13 4%	4 3% *	5 4% *	1 1% *	3 5% *	2 5% *	57 6%	43 6%	16 5%	3 4%	1 4%
Prefer not to say	26 2%	7 2%	9 2%	1 1% *	1 1% *	4 4% *	* 0% *	5 11% BCDEGI*	18 2%	20 3%	4 1%	1 1%	1 2%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_Q1A\_FEB. If there was a general election tomorrow, who would you vote for?

Table: 2

Filter: All consenting

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
Labour Party	278 24%	71 19%	70 34% B*	51 24%	58 25%	27 26% *
Reform UK	260 23%	100 26% C	28 14% *	47 22%	67 29% Cf	16 16% *
Conservative Party	221 19%	82 21% f	47 23% f*	46 22% f	35 15%	11 11% *
Liberal Democrats	120 11%	54 14% d	23 11% *	15 7%	21 9%	6 6% *
Green Party	86 8%	25 7%	9 4% *	31 15% BCF	19 8%	2 2% *
Scottish National Party	20 2%	- -	- - *	- -	- -	20 19% BCDE*
Plaid Cymru	6 0%	- -	- - *	6 3% Be	- -	- - *
Other (please specify)	10 1%	2 0%	- - *	* 0%	4 2%	4 4% Bcd*
None	47 4%	16 4%	9 4% *	4 2%	12 5%	6 5% *
Don't know	64 6%	22 6%	12 6% *	7 3%	13 6%	10 10% d*
Prefer not to say	26 2%	12 3%	8 4% *	3 2%	3 1%	- - *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

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Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q1A\_FEB. If there was a general election tomorrow, who would you vote for?

Table: 3

Filter: All consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
Labour Party	278 24%	32 24% *	31 21% *	66 23%	150 27%	278 100% GHUJ	- -	- -	- -	- -	215 65% LMNO	1 1% *	11 5%	* 0% *	- -
Reform UK	260 23%	34 25% e*	40 27% E*	106 37% E	80 14%	- -	260 100% FHUJ	- -	- -	- -	25 7%	111 95% KMNO*	30 12%	9 10% *	4 6% *
Conservative Party	221 19%	22 16% *	34 23% D*	33 12%	132 23% D	- -	- -	221 100% FGUJ*	- -	- -	22 7% I	* 0% *	162 68% KLNO	12 14% L*	3 4% *
Liberal Democrats	120 11%	23 17% D*	16 11% *	15 5%	66 12% D	- -	- -	- -	120 100% FGHUJ*	- -	20 6%	1 1% *	11 5%	64 72% KLMO*	5 7% I*
Green Party	86 8%	9 6% *	12 8% *	21 7%	45 8%	- -	- -	- -	- -	86 71% FGHI*	21 6% I	- -	6 3%	2 2% *	33 47% KLMN*
Scottish National Party	20 2%	* 0% *	1 1% *	9 3%	9 2%	- -	- -	- -	- -	20 16% FGHI*	2 1%	- -	- -	- -	17 24% KLMN*
Plaid Cymru	6 0%	* 0% *	1 0% *	2 1%	2 0%	- -	- -	- -	- -	6 5% FGH*	3 1%	- -	* 0%	- -	2 3% m*
Other (please specify)	10 1%	2 2% *	* 0% *	* 0%	7 1%	- -	- -	- -	- -	10 8% FGHI*	- -	- -	4 2%	- -	* 0% *
None	47 4%	5 4% *	7 5% *	14 5%	20 4%	- -	- -	- -	- -	- -	9 3%	- -	1 0%	* 0% *	- -
Don't know	64 6%	8 6% *	4 3% *	14 5%	38 7%	- -	- -	- -	- -	- -	14 4%	4 3% *	10 4%	1 1% *	6 8% *
Prefer not to say	26 2%	* 0% *	3 2% *	7 2%	16 3%	- -	- -	- -	- -	- -	* 0%	- -	4 1%	* 0% *	- -

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q1B\_FEB. Which party are you most inclined to support?

Table: 4

Filter: All who consent to answer, but don't know or would prefer not to say which party they would vote for (10 or 11 at Q1a Feb)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	70	15	14	7	10	6	4	14	46	19	19	18	14
Weighted base	90	41	22	5	7	5	3	7	75	63	21	4	2
Conservative Party	23 26%	15 37%	4 17%	* 5%	* 3%	4 74%	* 6%	- -	19 26%	19 30%	4 18%	* 6%	* 21%
		**	**	**	**	**	**	**	**	**	**	**	**
Labour Party	7 8%	3 7%	* 0%	- -	1 8%	* 8%	3 87%	* 5%	3 5%	6 9%	- -	1 22%	1 26%
		**	**	**	**	**	**	**	**	**	**	**	**
Liberal Democrats	5 6%	2 5%	1 6%	1 16%	1 14%	- -	- -	* 2%	5 7%	- -	5 25%	- -	* 6%
		**	**	**	**	**	**	**	**	**	**	**	**
Green Party	1 1%	- -	- -	- -	1 10%	* 6%	- -	- -	1 1%	- -	1 3%	* 8%	- -
		**	**	**	**	**	**	**	**	**	**	**	**
Reform UK	* 0%	- -	- -	- -	- -	- -	- -	* 4%	- -	- -	- -	* 7%	- -
		**	**	**	**	**	**	**	**	**	**	**	**
Scottish National Party	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
		**	**	**	**	**	**	**	**	**	**	**	**
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
		**	**	**	**	**	**	**	**	**	**	**	**
Other (please specify)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
		**	**	**	**	**	**	**	**	**	**	**	**
None	1 1%	- -	* 2%	- -	- -	- -	* 7%	* 3%	* 1%	- -	- -	* 11%	* 21%
		**	**	**	**	**	**	**	**	**	**	**	**
Don't know	32 36%	15 35%	9 41%	3 71%	3 48%	1 12%	- -	2 22%	30 40%	22 35%	8 39%	1 36%	1 26%
		**	**	**	**	**	**	**	**	**	**	**	**
Prefer not to say	20 22%	7 17%	7 33%	* 9%	1 17%	- -	- -	4 64%	16 21%	16 26%	3 15%	* 11%	- -
		**	**	**	**	**	**	**	**	**	**	**	**

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q1B\_FEB. Which party are you most inclined to support?

**Table: 5**

Filter: All who consent to answer, but don't know or would prefer not to answer by weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	70	20	15	13	14	8
Weighted base	90	33	20	11	16	10
Conservative Party	23 26%	14 42% **	6 31% **	- - **	3 16% **	* 5% **
Labour Party	7 8%	* 1% **	* 1% **	* 4% **	6 37% **	- - **
Liberal Democrats	5 6%	1 4% **	2 11% **	- - **	1 6% **	1 7% **
Green Party	1 1%	* 1% **	- - **	1 6% **	- - **	- - **
Reform UK	* 0%	* 1% **	- - **	- - **	- - **	- - **
Scottish National Party	- -	- - **	- - **	- - **	- - **	- - **
Plaid Cymru	- -	- - **	- - **	- - **	- - **	- - **
Other (please specify)	- -	- - **	- - **	- - **	- - **	- - **
None	1 1%	- - **	* 2% **	- - **	* 2% **	* 2% **
Don't know	32 36%	11 32% **	3 17% **	6 59% **	3 21% **	9 86% **
Prefer not to say	20 22%	6 19% **	8 39% **	3 30% **	3 17% **	- - **

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q1B\_FEB. Which party are you most inclined to support?

Table: 6

Filter: All who consent to answer, but don't know or would prefer not to say which party they would vote for (10 or 11 at Q1a Feb)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	70	4	7	19	40	-	-	-	-	-	16	1	9	4	3
Weighted base	90	8	7	21	53	-	-	-	-	-	15	4	14	1	6
Conservative Party	23 26%	- **	* 3%	4 20%	19 35%	-	-	-	-	-	3 18%	4 100%	10 69%	1 64%	4 74%
Labour Party	7 8%	* 4%	* 2%	3 14%	4 7%	-	-	-	-	-	4 26%	-	-	* 9%	-
Liberal Democrats	5 6%	2 26%	- **	- **	3 6%	-	-	-	-	-	3 19%	-	1 7%	* 10%	-
Green Party	1 1%	- **	- **	- **	1 2%	-	-	-	-	-	1 7%	-	-	-	-
Reform UK	* 0%	- **	- **	* 1%	- **	-	-	-	-	-	-	-	* 2%	-	-
Scottish National Party	- -	- **	- **	- **	- **	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	- -	- **	- **	- **	- **	-	-	-	-	-	-	-	-	-	-
Other (please specify)	- -	- **	- **	- **	- **	-	-	-	-	-	-	-	-	-	-
None	1 1%	- **	* 3%	* 1%	* 1%	-	-	-	-	-	-	-	-	-	* 3%
Don't know	32 36%	6 71%	4 50%	7 32%	16 30%	-	-	-	-	-	4 30%	-	3 22%	* 16%	1 24%
Prefer not to say	20 22%	- **	3 42%	7 32%	10 19%	-	-	-	-	-	-	-	-	-	-

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q2A\_FEB. Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Table: 7

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
Improve	346 29%	97 28%	70 20%	41 31% c*	42 30% c*	52 50% BCDEHI*	36 52% BCDEHI*	9 17% *	249 26%	225 29%	76 24%	32 38% JK	14 39% JK
Get worse	529 44%	161 46% F	178 50% FG	59 46% F*	55 40% F*	21 20% *	23 32% *	32 63% bdEFGI*	453 46% Fg	322 42%	162 52% JLM	33 39%	13 35%
Stay the same	272 23%	75 21%	92 26%	25 19% *	37 27% *	24 24% *	10 14% *	9 18% *	229 23%	184 24%	61 20%	18 22%	8 23%
Don't know	53 4%	19 5%	16 5%	6 4% *	4 3% *	6 6% *	1 2% *	1 2% *	45 5%	37 5% I	13 4%	2 2%	1 3%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_Q2A\_FEB. Do you think that the general economic condition of the country will improv Table: 8**

Filter: All respondents

Weighted by: Weight variable

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
Improve	346 29%	117 29%	86 37% D*	51 23%	66 28%	26 24% *
Get worse	529 44%	186 47% c	79 34% *	105 47% c	107 45%	52 47% *
Stay the same	272 23%	78 20%	59 25% *	56 25%	54 23%	25 23% *
Don't know	53 4%	16 4%	10 4% *	10 4%	10 4%	7 7% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q2A\_FEB. Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Table: 9

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
Improve	346 29%	22 16% *	57 32% B*	92 31% B	175 30% B	139 50% GHUJ	59 23%	65 30% j*	28 24% *	21 17% *	122 37% LmO	20 17% *	63 26%	20 22% *	11 15% *
Get worse	529 44%	80 57% Cd*	67 37% *	121 41%	261 45%	65 23%	158 61% Fij	128 58% Fi*	33 28% *	58 47% Fi*	118 36%	78 66% KNO*	132 55% Kn	34 38% *	30 42% *
Stay the same	272 23%	37 26% *	47 26% *	69 23%	120 21%	64 23% h	40 15%	28 13% *	57 48% FGHJ*	31 25% H*	77 23%	16 14% *	39 16%	35 39% kLM*	22 31% lm*
Don't know	53 4%	2 1% *	11 6% *	12 4%	28 5%	11 4% h	3 1%	- - *	1 1% *	12 10% FGHI*	14 4%	3 3% *	6 3%	- - *	8 11% kMN*

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_Q2B\_FEB. How concerned are you about the economic outlook over the next 6 months?**

**Table: 10**

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
Very concerned	335 28%	119 34% CEi	69 19%	34 26% *	24 17% *	41 40% CEi*	29 41% CEi*	20 39% CEi*	246 25%	210 27%	88 28%	24 29%	13 36% jk
Fairly concerned	627 52%	158 45%	225 63% BFgi	70 54% f*	78 57% f*	37 36% *	34 48% *	25 50% *	531 54% bF	405 53%	161 51%	44 52%	17 48%
Not very concerned	182 15%	52 15%	42 12%	21 16% *	32 23% Cghi*	23 22% ch*	8 11% *	4 8% *	147 15%	112 15%	53 17%	13 16%	4 12%
Not at all concerned	36 3%	14 4%	14 4%	4 3% *	1 1% *	2 2% *	* 0% *	1 1% *	33 3%	27 4%	5 2%	2 2%	1 3%
Don't know	20 2%	7 2%	7 2%	1 1% *	3 2% *	* 0% *	- - *	1 2% *	19 2%	14 2%	6 2%	* 0%	* 1%

NET Concerned	962 80%	277 79%	294 82%	104 80% *	102 74% *	78 76% *	62 89% e*	45 88% e*	777 80%	615 80%	249 80%	68 81%	30 84%
NET Unconcerned	218 18%	66 19%	56 16%	25 19% *	33 24% gh*	25 24% h*	8 11% *	5 10% *	180 18%	139 18%	58 19%	15 18%	6 15%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q2B\_FEB. How concerned are you about the economic outlook over the next 6 months: Table: 11

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
Very concerned	335 28%	92 23%	83 35% b*	59 27%	73 31%	29 26% *
Fairly concerned	627 52%	251 63% cDEF	102 44% *	115 52%	106 45%	52 47% *
Not very concerned	182 15%	47 12%	37 16% *	30 14%	41 17%	27 24% Bd*
Not at all concerned	36 3%	6 1%	8 4% *	13 6% B	9 4%	1 1% *
Don't know	20 2%	2 1%	3 1% *	4 2%	9 4% b	2 2% *

NET Concerned	962 80%	343 86% dEF	185 79% *	173 79%	179 76%	81 73% *
NET Unconcerned	218 18%	52 13%	46 20% *	43 20%	49 21% b	27 25% B*

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q2B\_FEB. How concerned are you about the economic outlook over the next 6 months?

Table: 12

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
Very concerned	335 28%	25 18% *	48 26% *	86 29%	177 30% b	51 18%	114 44% Fij	78 35% FI*	13 11% *	35 29% I*	73 22% n	46 39% KNo*	92 39% KNO	9 10% *	13 19% *
Fairly concerned	627 52%	88 63% *	88 48% *	152 52%	299 51%	157 56% g	115 44%	117 53% *	77 65% G*	65 53% *	192 58%	57 49% *	117 49%	63 71% LM*	42 59% *
Not very concerned	182 15%	15 11% *	35 19% *	46 16%	86 15%	59 21% GHj	25 10%	22 10% *	26 22% Gh*	13 11% *	51 15%	9 7% *	26 11%	14 16% *	13 18% *
Not at all concerned	36 3%	12 9% dE*	4 2% *	7 2%	12 2%	8 3%	4 2%	6 3% *	3 3% *	7 6% *	12 4%	4 3% *	5 2%	3 3% *	3 4% *
Don't know	20 2%	- - *	7 4% *	3 1%	9 2%	3 1%	2 1%	- - *	- - *	2 1% *	3 1%	2 2% *	- - *	- - *	- - *
NET Concerned	962 80%	113 81% *	136 74% *	238 81%	476 81%	208 75%	229 88% FI	194 88% FI*	90 75% *	100 82% *	265 80%	103 87% *	210 87%	72 81% *	55 78% *
NET Unconcerned	218 18%	27 19% *	39 21% *	53 18%	99 17%	67 24% GH	29 11%	27 12% *	30 25% Gh*	20 17% *	63 19%	13 11% *	30 13%	17 19% *	16 22% *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_Q2C\_FEB. Do you think that the general financial condition of your business will improve, stay the same, or get worse over the next 12 months?**

**Table: 13**

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
Improve	444 37%	133 38%	104 29%	56 43% ch*	45 33% *	53 52% bCEHI*	39 56% bCEHI*	12 24% *	339 35%	290 38%	97 31%	39 47% JK	17 47% JK
Get worse	304 25%	101 29%	79 22%	27 20% *	43 31% *	23 22% *	14 20% *	18 35% cd*	250 26%	185 24%	92 30% IM	19 23%	7 20%
Stay the same	414 34%	109 31%	158 44% BFG	43 33% *	48 35% *	23 22% *	15 22% *	17 34% *	358 37% Fg	268 35% I	112 36% L	24 28%	11 29%
Don't know	38 3%	8 2%	16 4%	5 4% *	2 1% *	4 4% *	1 2% *	4 7% e*	30 3%	25 3%	10 3%	2 2%	1 4%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

**Fieldwork dates: 2nd February to 19th February 2026**

**BBPE\_Q2C\_FEB. Do you think that the general financial condition of your business will impro** Table: 14

**Filter: All respondents**

**Weighted by: Weight variable**

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
Improve	444 37%	131 33%	107 46% bd*	71 32%	95 40%	39 35% *
Get worse	304 25%	114 29%	50 21% *	54 25%	58 24%	28 26% *
Stay the same	414 34%	144 36%	76 33% *	86 39% e	67 28%	41 37% *
Don't know	38 3%	9 2%	1 0% *	9 4% c	17 7% BC	3 2% *

*ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)*  
*ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)*

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q2C\_FEB. Do you think that the general financial condition of your business will improve, stay the same, or get worse over the next 12 months?

Table: 15

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
Improve	444 37%	43 31% *	74 41% *	108 37%	219 38%	135 48% hU	101 39%	81 36% *	32 27% *	38 31% *	141 42% O	44 38% *	83 35%	31 35% *	16 23% *
Get worse	304 25%	32 23% *	35 19% *	91 31% c	146 25%	39 14%	84 32% Fi	78 35% Fij*	23 19% *	26 21% *	65 20%	34 29% *	89 37% KO	20 23% *	11 15% *
Stay the same	414 34%	62 44% d*	64 35% *	88 30%	200 34%	93 34%	69 27%	60 27% *	64 54% FGH*	55 45% GH*	115 35%	35 30% *	64 27%	37 42% m*	42 59% KLM*
Don't know	38 3%	3 2% *	9 5% *	8 3%	19 3%	11 4%	6 2%	4 2% *	1 0% *	3 3% *	11 3%	4 3% *	4 1%	* 0% *	2 3% *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

## BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01

## Public Affairs

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q4\_FEB. Which of the following do you think should be the top priorities for the UK Government to help support your business?

Table: 16

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
Reduce taxes paid by business	431 36%	141 40% E	134 38% E	44 34% *	33 24% *	28 27% *	30 42% E*	20 40% e*	353 36% E	298 39% kM	96 31%	27 33%	10 28%
Help with the cost of energy	387 32%	92 26%	129 36% bf	44 34% *	54 39% bf*	24 24% *	22 31% *	23 44% BF*	319 33%	261 34% l	91 29%	23 27%	12 33%
Reduce the cost of employing workers	237 20%	83 24% Fh	88 25% FgH	20 15% *	26 19% F*	6 6% *	8 12% *	5 9% *	217 22% Fh	168 22% kM	46 15%	18 21% kM	5 15%
Remove regulations that hold back growth	220 18%	83 24% ch	53 15%	17 13% *	24 17% *	21 21% *	17 24% *	5 10% *	177 18%	140 18%	60 19%	12 15%	7 20% l
Stick to clear, long-term commitments on business and economic policy	201 17%	67 19% D	73 20% D	8 6% *	26 19% D*	11 11% *	7 11% *	7 14% *	175 18% D	133 17%	51 16%	12 15%	5 14%
Improve the quality of public services	186 15%	41 12%	64 18%	22 17% *	21 15% *	19 19% *	9 13% *	10 19% *	148 15%	114 15%	48 15%	16 19%	8 23% JK
Build closer trade ties with the EU	179 15%	49 14%	61 17%	18 14% *	21 15% *	15 14% *	10 14% *	5 10% *	149 15%	101 13%	54 17%	16 19% J	7 18%
Encourage UK businesses to invest more in themselves	174 15%	63 18%	47 13%	13 10% *	18 13% *	17 16% *	11 16% *	5 11% *	141 14%	104 14%	51 16%	13 16%	6 16%
Support with employing apprentices	160 13%	44 13%	39 11%	25 19% *	19 14% *	19 18% *	9 12% *	5 11% *	128 13%	123 16% KLM	27 9%	6 7%	3 9%
Address skills shortages in the UK	151 13%	51 14%	46 13%	14 10% *	11 8% *	19 18% eg*	4 6% *	6 13% *	121 12%	91 12%	44 14%	11 13%	6 16%
Invest in infrastructure (such as transport or broadband)	135 11%	29 8%	47 13%	10 8% *	13 10% *	21 20% Bdel*	7 10% *	8 16% *	100 10%	84 11%	34 11%	12 14%	6 17% JK
Improve the provision of mental and physical health care for workers	126 11%	22 6%	30 8%	19 15% b*	22 16% Bci*	14 14% b*	15 21% BCI*	4 8% *	93 10%	77 10%	36 11%	10 12%	3 9%
Make it easier to recruit workers from other countries	126 10%	42 12%	22 6%	14 11% *	25 18% Cgi*	14 14% c*	4 5% *	5 9% *	103 11%	75 10%	36 12%	10 12%	4 10%
Help with managing cyber security risks	122 10%	36 10%	24 7%	10 7% *	20 15% c*	13 12% *	15 21% bcdi*	5 9% *	90 9%	82 11%	26 8%	11 13% kM	3 9%
Help with adopting AI	112 9%	15 4%	34 10%	18 14% B*	13 9% *	14 14% B*	11 15% B*	7 13% b*	81 8%	52 7%	42 14% J	11 13% J	7 18% Jl
Support businesses to reduce carbon emissions	96 8%	26 8%	25 7%	9 7% *	17 12% *	9 8% *	5 7% *	5 10% *	77 8%	63 8%	21 7%	9 11% k	3 8%
Remove planning restrictions to make it easier to build	72 6%	12 4%	18 5%	5 4% *	17 12% Bcdl*	7 7% *	8 11% b*	4 7% *	53 5%	33 4%	30 10% J	6 7% J	4 10% J
Build closer trade ties with the USA	61 5%	19 5%	12 3%	10 8% *	4 3% *	10 10% ce*	3 4% *	3 7% *	45 5%	35 5%	19 6%	4 5%	3 8%

Something else (please specify)	19 2%	- -	12 3% B	3 3% b*	1 0% *	* 0% *	- - *	3 7% BEfgI*	16 2%	15 2%	3 1%	1 1%	1 1%
Don't know	34 3%	17 5%	6 2%	3 2% *	1 0% *	3 3% *	4 6% e*	* 1% *	26 3%	18 2%	14 4% I	1 2%	1 2%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**
**Public Affairs**
**Fieldwork dates: 2nd February to 19th February 2026**
**BBPE\_Q4\_FEB. Which of the following do you think should be the top priorities for the UK GcTable: 17**
**Filter: All respondents**
**Weighted by: Weight variable**

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
Reduce taxes paid by business	431 36%	162 41% c	63 27% *	73 33%	87 37%	46 41% c*
Help with the cost of energy	387 32%	100 25%	60 26% *	80 36% b	96 41% bc	50 45% bc*
Reduce the cost of employing workers	237 20%	70 17%	44 19% *	51 23%	50 21%	23 21% *
Remove regulations that hold back growth	220 18%	77 19%	56 24% d*	29 13%	41 17%	16 15% *
Stick to clear, long-term commitments on business and economic policy	201 17%	64 16%	55 23% d*	29 13%	38 16%	15 13% *
Improve the quality of public services	186 15%	68 17%	41 17% *	31 14%	24 10%	22 20% e*
Build closer trade ties with the EU	179 15%	56 14%	26 11% *	46 21% c	39 16%	12 11% *
Encourage UK businesses to invest more in themselves	174 15%	50 12%	40 17% *	32 15%	37 16%	15 13% *
Support with employing apprentices	160 13%	45 11%	36 15% *	28 13%	33 14%	17 16% *
Address skills shortages in the UK	151 13%	44 11%	40 17% f*	25 11%	35 15%	7 7% *
Invest in infrastructure (such as transport or broadband)	135 11%	46 12%	25 11% *	33 15%	22 9%	9 8% *
Improve the provision of mental and physical health care for workers	126 11%	36 9%	36 15% f*	29 13%	20 9%	6 5% *
Make it easier to recruit workers from other countries	126 10%	36 9%	38 16% e*	22 10%	18 8%	11 10% *
Help with managing cyber security risks	122 10%	45 11%	20 9% *	23 11%	17 7%	17 16% e*
Help with adopting AI	112 9%	29 7%	35 15% bd*	16 7%	25 11%	7 6% *
Support businesses to reduce carbon emissions	96 8%	21 5%	22 10% *	14 7%	27 11% b	11 10% *
Remove planning restrictions to make it easier to build	72 6%	20 5%	12 5% *	11 5%	23 10%	5 5% *
Build closer trade ties with the USA	61 5%	16 4%	15 6%	14 7%	12 5%	4 3%

			*			*
Something else (please specify)	19 2%	10 3%	1 0% *	5 2%	1 0%	2 2% *
Don't know	34 3%	21 5% c	1 1% *	6 3%	5 2%	* 0% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

## BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01

## Public Affairs

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q4\_FEB. Which of the following do you think should be the top priorities for the UK Government to help support your business?

Table: 18

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Industry				Currently would vote for in general election					Previous vote in general election				
		Manufacturing (production/agric/mi ning) (B)	Constructi on (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/cat tering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservati ve Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservati ve Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
Reduce taxes paid by business	431 36%	49 35% *	56 31% *	106 36%	220 38%	93 33%	98 38% l	100 45% fu*	26 22% *	35 29% *	107 32%	56 48% k*	106 44% k	39 44% *	25 35% *
Help with the cost of energy	387 32%	46 33% *	44 24% *	114 39% C	183 31%	86 31%	89 34%	83 38% i*	27 22% *	43 35% *	97 29%	45 38% *	94 39%	24 27% *	26 37% *
Reduce the cost of employing workers	237 20%	24 17% *	28 15% *	68 23%	116 20%	35 13%	67 26% fi	48 22% f*	17 14% *	22 18% *	53 16%	29 25% *	49 21%	22 25% *	19 27% *
Remove regulations that hold back growth	220 18%	30 22% *	39 21% *	46 16%	104 18%	46 16%	62 24% j	38 17% *	22 19% *	15 13% *	54 16%	33 28% k*	52 21%	15 17% *	10 13% *
Stick to clear, long-term commitments on business and economic policy	201 17%	25 18% c*	13 7% *	42 14%	122 21% C	54 19% G	23 9%	33 15% *	29 25% G*	23 19% g*	69 21% L	5 4% *	42 18% L	21 23% L*	10 14% *
Improve the quality of public services	186 15%	13 9% *	24 13% *	30 10%	119 20% bD	55 20%	31 12%	26 12% *	27 23% g*	14 12% *	67 20%	12 11% *	35 15%	16 18% *	14 20% *
Build closer trade ties with the EU	179 15%	12 9% *	26 14% *	52 18%	88 15%	53 19% G	18 7%	33 15% g*	21 18% G*	24 20% G*	71 21% lm	6 6% *	32 13%	13 15% *	13 18% l*
Encourage UK businesses to invest more in themselves	174 15%	3 2% *	31 17% B*	48 16% B	92 16% B	54 19% G	13 5%	37 17% G*	26 22% G*	22 18% G*	55 17% l	8 7% *	44 18% l	13 15% *	15 22% L*
Support with employing apprentices	160 13%	22 16% *	31 17% *	42 14%	65 11%	40 14%	44 17%	26 12% *	16 13% *	11 9% *	45 13%	18 15% *	22 9%	10 11% *	11 15% *
Address skills shortages in the UK	151 13%	28 20% D*	31 17% D*	21 7%	71 12%	42 15%	23 9%	36 16% *	23 19% g*	13 11% *	47 14%	16 14% *	35 14%	10 11% *	6 8% *
Invest in infrastructure (such as transport or broadband)	135 11%	17 13% *	25 14% *	30 10%	63 11%	32 12%	17 6%	22 10% *	6 5% *	27 22% fGHI*	34 10%	12 11% *	30 13%	3 4% *	11 15% n*
Improve the provision of mental and physical health care for workers	126 11%	14 10% *	10 5% *	37 13% c	66 11%	37 13% H	28 11%	11 5% *	13 11% *	13 10% *	36 11%	13 11% *	16 7%	6 7% *	9 13% *
Make it easier to recruit workers from other countries	126 10%	7 5% *	33 18% BE*	34 12%	51 9%	23 8%	34 13%	21 9% *	15 13% *	14 11% *	34 10%	7 6% *	22 9%	10 11% *	6 8% *
Help with managing cyber security risks	122 10%	25 18% E*	22 12% *	29 10%	47 8%	28 10%	30 12%	12 6% *	18 15% h*	13 11% *	27 8%	8 7% *	20 8%	8 9% *	3 4% *
Help with adopting AI	112 9%	16 11%	11 6%	21 7%	64 11%	30 11%	20 8%	22 10%	12 10% *	15 12% *	41 12%	3 3% *	20 8%	11 12% *	7 10% *

		*	*					*	*	*	L	*		I*	*
Support businesses to reduce carbon emissions	96 8%	6 4% *	34 19% BDE*	18 6%	37 6%	16 6%	16 6%	16 7% *	14 11% *	9 7% *	23 7%	7 6% *	17 7%	2 2% *	5 8% *
Remove planning restrictions to make it easier to build	72 6%	5 3% *	14 8% *	20 7%	33 6%	25 9%	19 7%	11 5% *	5 4% *	6 5% *	25 8%	6 6% *	9 4%	5 6% *	* 1% *
Build closer trade ties with the USA	61 5%	6 5% *	12 6% *	21 7%	21 4%	22 8%	17 7%	7 3% *	3 3% *	7 6% *	18 5%	5 4% *	12 5%	2 2% *	2 2% *
Something else (please specify)	19 2%	2 2% *	4 2% d*	- -	13 2% d	- -	11 4% F	3 1% *	- -	2 2% *	4 1%	4 4% *	3 1%	- -	- -
Don't know	34 3%	7 5% *	2 1% *	11 4%	15 3%	2 1%	13 5% F	6 3% *	1 1% *	3 3% *	9 3%	5 4% *	2 1%	1 1% *	1 1% *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has Table: 19**

Filter: All respondents

Weighted by: Weight variable

	BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...?				
	You on a personal level (A)	The business you work for (B)	The sector you work in (C)	The region of the UK where you live (D)	The UK as a whole (E)
Unweighted base	1200	1200	1200	1200	1200
Weighted base	1200	1200	1200	1200	1200
1 Strongly Disagree (1)	213 18% BC	173 14%	173 14%	190 16%	200 17% b
2	190 16%	195 16%	224 19%	190 16%	184 15%
3	364 30% CD	330 27%	297 25%	296 25%	339 28%
4	224 19%	306 26% A	294 24% A	332 28% AE	267 22% a
5 Strongly Agree (5)	172 14%	179 15%	185 15%	154 13%	189 16% d
Don't know	37 3% Be	17 1%	29 2% b	38 3% BE	21 2%

NET Agree	396 33%	485 40% A	478 40% A	485 40% A	455 38% A
NET Disagree	403 34%	368 31%	396 33%	380 32%	385 32%

Mean	2.96	3.10 A	3.08 A	3.06 A	3.05 A
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Overlap formulae used  
 ColumnProportions (5%): A/B/C/D/E (10%): a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A/B/C/D/E (10%): a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - You on a personal level

Table: 20

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
1 Strongly Disagree (1)	213 18%	88 25% EFG	72 20% EFG	22 17% EFG*	7 5% *	4 4% *	4 5% *	16 32% dEFGi*	189 19% EFG	144 19% I	52 17%	11 13%	6 16%
2	190 16%	45 13%	83 23% BEFhi	20 15% *	16 12% *	8 8% *	13 18% *	5 10% *	164 17% f	119 15%	57 18% lm	10 12%	5 13%
3	364 30%	91 26%	124 35%	31 23% *	48 35% *	36 36% *	15 22% *	18 35% *	294 30%	227 30%	103 33%	24 29%	10 27%
4	224 19%	47 13%	49 14%	35 27% BCHI*	41 30% BCHI*	31 30% BCHI*	16 23% *	5 10% *	172 18%	144 19%	53 17%	19 23% k	8 22%
5 Strongly Agree (5)	172 14%	61 17% c	24 7%	21 16% c*	21 15% c*	21 21% c*	18 26% Chi*	5 11% *	127 13% c	109 14%	38 12%	17 20% jk	8 21% JK
Don't know	37 3%	19 5% c	5 1%	2 2% *	5 3% *	1 1% *	4 5% *	2 3% *	30 3%	25 3%	9 3%	2 3%	1 2%
NET Agree	396 33%	108 31% c	73 20%	56 43% bCHI*	61 45% BCHI*	52 51% BCHI*	35 50% BCHI*	10 20% *	299 31% c	254 33%	91 29%	36 43% JK	15 42% JK
NET Disagree	403 34%	133 38% Efg	156 44% EFG	41 32% EF*	24 17% *	13 12% *	17 24% *	21 41% EFG*	353 36% Efg	263 34% L	109 35% L	21 25%	10 28%
Mean	2.96	2.84	2.63	3.11 Ch*	3.39 BCHI*	3.56 BCDHI*	3.50 BCHI*	2.57 *	2.88 c	2.94	2.89	3.25 JK	3.19 JK

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economicTable: 21

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	213 18%	98 25% CE	17 7% *	44 20% C	33 14%	21 19% C*
2	190 16%	66 17%	30 13% *	44 20%	31 13%	19 17% *
3	364 30%	125 32% D	66 28% *	41 19%	87 37% D	44 40% D*
4	224 19%	50 13%	66 28% Bef*	48 22% B	43 18%	17 16% *
5 Strongly Agree (5)	172 14%	43 11%	51 22% BF*	37 17% f	34 14%	7 6% *
Don't know	37 3%	15 4%	5 2% *	7 3%	9 4%	2 2% *

NET Agree	396 33%	93 23%	117 50% BEF*	85 38% BF	76 32%	24 22% *
NET Disagree	403 34%	164 41% CE	46 20% *	88 40% CE	65 27%	40 36% C*

Mean	2.96	2.67	3.46 BDEF*	2.95 b	3.05 BF	2.72 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - You on a personal level

Table: 22

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
1 Strongly Disagree (1)	213 18%	29 21% c*	17 9% *	51 17%	116 20% C	14 5%	80 31% FJ	64 29% FJ*	7 6% *	14 11% *	35 11%	41 35% KN*	65 27% Kn	11 12% *	13 19% *
2	190 16%	23 16% c*	11 6% *	54 18% C	103 18% C	25 9%	42 16%	28 13% *	29 24% Fh*	26 21% F*	63 19%	18 15% *	36 15%	13 14% *	10 14% *
3	364 30%	36 26% *	70 39% d*	79 27%	178 31%	104 37% Gh	57 22%	54 25% *	41 34% *	45 37% G*	106 32%	27 23% *	56 23%	38 42% IM*	29 41% IM*
4	224 19%	28 20% *	49 27% dE*	48 16%	99 17%	88 32% GHij	32 12%	40 18% *	15 12% *	23 19% *	75 23%	19 16% *	43 18%	18 20% *	12 17% *
5 Strongly Agree (5)	172 14%	23 16% *	33 18% *	47 16%	69 12%	38 13%	45 17%	33 15% *	24 20% j*	11 9% *	40 12%	12 11% *	39 16%	6 7% *	5 7% *
Don't know	37 3%	1 1% *	2 1% *	15 5%	19 3%	10 4%	3 1%	1 0% *	4 3% *	3 3% *	12 4%	* 0% *	1 1%	4 4% *	1 1% *
NET Agree	396 33%	51 36% *	82 45% dE*	95 32%	168 29%	126 45% GHJ	77 30%	74 33% *	38 32% *	34 28% *	115 35%	31 27% *	82 34%	24 27% *	17 24% *
NET Disagree	403 34%	52 37% C*	28 16% *	105 36% C	218 37% C	39 14%	122 47% Fij	92 42% F*	37 31% F*	40 33% F*	98 30%	59 50% KN*	101 42% K	24 27% *	23 33% *
Mean	2.96	2.95 *	3.38 bDE*	2.95	2.83	3.41 GHJ	2.69	2.78 *	3.16 g*	2.92 *	3.07 L	2.52 *	2.81 *	2.94 *	2.80 *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The business you work for

Table: 23

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
1 Strongly Disagree (1)	173 14%	79 23% dEFG	57 16% EFG	14 11% *	6 4% *	5 5% *	3 4% *	9 18% EFG*	156 16% EFG	121 16% L	42 13% I	7 9% JK	4 10% K
2	195 16%	52 15%	81 23% eg	19 15% *	17 12% *	13 13% *	6 9% *	7 14% *	169 17%	125 16%	55 18%	11 13% JK	4 12% K
3	330 27%	87 25%	110 31%	40 30% *	41 30% *	21 20% *	15 21% *	17 33% *	277 28%	197 26%	99 32%	24 29% JK	10 28% K
4	306 26%	66 19%	73 21%	41 32% Bch*	49 36% BCHI*	44 43% BCHI*	25 36% BCHI*	7 14% *	230 24%	200 26%	75 24%	23 27% JK	8 23% K
5 Strongly Agree (5)	179 15%	64 18% c	29 8% JK	15 12% *	23 17% C*	20 19% C*	18 26% cdi*	10 19% c*	132 13%	116 15%	37 12% LM	18 22% JK	9 24% JK
Don't know	17 1%	3 1%	6 2%	1 1% *	2 1% *	* 0% *	2 4% *	1 2% *	13 1%	10 1%	5 2% LM	1 1% LM	1 2% K
NET Agree	485 40%	130 37%	103 29%	57 44% C*	72 53% BCHI*	64 62% BCDHI*	43 61% BCDHI*	17 33% *	362 37% c	316 41%	112 36%	41 49% JK	17 47% K
NET Disagree	368 31%	131 37% EFG	138 39% dEFG	33 25% *	23 17% *	18 17% *	10 14% *	16 32% efG*	325 33% EFG	246 32% LM	97 31% LM	18 21% JK	8 22% K
Mean	3.10	2.95	2.82	3.20 C*	3.49 BCHI*	3.60 BCDHI*	3.72 BCDHI*	3.01 *	3.01	3.09	3.03	3.41 JK	3.40 JK

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economicTable: 24

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	173 14%	72 18% c	13 6% *	32 15% c	38 16% c	18 16% c*
2	195 16%	65 16%	28 12% *	48 22% cf	42 18%	12 11% *
3	330 27%	118 30%	68 29% *	52 24%	55 23%	36 33% *
4	306 26%	90 23%	84 36% BDF*	38 17%	74 31% df	20 18% *
5 Strongly Agree (5)	179 15%	50 13%	40 17% *	44 20% bE	22 9%	23 21% E*
Don't know	17 1%	3 1%	* 0% *	6 3%	6 3%	1 1% *

NET Agree	485 40%	141 35%	124 53% BDe*	82 37%	96 40%	43 39% *
NET Disagree	368 31%	136 34% c	42 18% *	80 36% c	80 34% c	30 27% *

Mean	3.10	2.96	3.47 BDE*	3.07	3.00	3.16 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The business you work for

Table: 25

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
1 Strongly Disagree (1)	173 14%	17 12% *	18 10% *	37 13%	101 17% c	14 5%	65 25% FU	47 21% FI*	4 3%	15 12% fi*	33 10%	36 31% KNO*	54 23% KNo	6 7% *	6 9% *
2	195 16%	19 13% *	16 9% *	55 19% C	106 18% C	31 11%	44 17%	34 16% *	24 20% *	24 19% *	57 17%	19 16% *	42 17%	16 18% *	18 26% *
3	330 27%	40 29% *	40 22% *	71 24%	178 30%	83 30% G	43 17%	59 27% G*	42 35% G*	33 27% *	97 29% L	16 14% *	69 29% L	27 31% I*	15 22% *
4	306 26%	46 33% *	60 33% e*	69 23%	132 23%	93 34% H	73 28%	44 20% *	34 28% *	36 30% *	92 28%	44 37% M*	46 19%	29 32% *	24 33% m*
5 Strongly Agree (5)	179 15%	17 12% *	48 26% bE*	53 18% E	61 10%	51 18%	28 11%	37 17% *	16 13% *	12 10% *	46 14% L	3 2% *	28 12% I	11 13% I*	7 10% *
Don't know	17 1%	* 0% *	* 0% *	10 3%	6 1%	5 2%	6 2%	- - *	- - *	2 2% *	7 2%	* 0% *	1 0%	- - *	1 1% *
NET Agree	485 40%	63 45% *	108 59% DE*	122 41%	193 33%	145 52% GH	101 39%	81 37% *	50 42% *	48 40% *	138 42% m	46 40% *	74 31%	40 45% *	30 43% *
NET Disagree	368 31%	36 26% *	33 18% *	92 31% C	207 35% C	46 16%	109 42% FI	81 37% F*	28 23% *	38 32% F*	89 27%	54 46% KN*	96 40% K	22 25% *	24 34% *
Mean	3.10	3.20 *	3.58 bDE*	3.16 e	2.91	3.50 GHJ	2.82	2.95 *	3.29 G*	3.06 *	3.19 LM	2.65 *	2.80	3.25 Lm*	3.10 *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The sector you work in

Table: 26

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
1 Strongly Disagree (1)	173 14%	84 24% DEFGi	59 17% dEFG	10 8% *	6 4% *	3 3% *	1 2% *	10 19% dEFG*	158 16% dEFG	127 17% kLM	35 11%	7 9%	3 10%
2	224 19%	56 16%	91 25% beFg	32 25% Fg*	20 15% *	8 8% *	8 11% *	9 17% *	199 20% F	143 19%	64 21% IM	13 15%	5 13%
3	297 25%	79 23%	92 26%	27 21% *	32 23% *	32 31% *	18 25% *	18 35% *	229 24%	185 24%	79 25%	24 28%	9 24%
4	294 24%	68 19%	68 19%	36 28% *	56 41% BCHI*	34 33% bCh*	22 31% c*	9 17% *	229 24%	173 23%	86 27%	24 28%	11 30% j
5 Strongly Agree (5)	185 15%	50 14%	44 12%	22 17% *	22 16% *	24 23% chi*	19 27% bCHI*	5 9% *	137 14%	122 16%	40 13%	15 18% k	8 23% jk
Don't know	29 2%	14 4%	4 1%	3 2% *	2 1% *	2 2% *	3 4% *	1 2% *	23 2%	18 2%	9 3%	2 2%	1 1%
NET Agree	478 40%	118 34%	112 31%	59 45% ch*	78 57% BCHI*	57 56% BCHI*	41 58% BCHI*	13 26% *	367 38%	295 38%	125 40%	39 47% j	19 52% jk
NET Disagree	396 33%	139 40% EFG	150 42% EFG	42 32% eFG*	26 19% *	11 11% *	9 13% *	19 37% EFG*	357 37% EFG	270 35% LM	99 32% LM	20 23%	8 22%
Mean	3.08	2.84	2.85	3.23 bCh*	3.50 BCHI*	3.66 BCDHI*	3.73 BCDHI*	2.79 *	2.99	3.03	3.10	3.33 JK	3.44 JK

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economicTable: 27

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	173 14%	80 20% c	13 6% *	33 15% c	31 13% c	16 14% c*
2	224 19%	77 19%	33 14% *	46 21%	47 20%	21 19% *
3	297 25%	77 19%	70 30% b*	56 25%	64 27%	29 26% *
4	294 24%	90 23%	68 29% *	48 22%	60 25%	27 24% *
5 Strongly Agree (5)	185 15%	58 15%	50 21% *	30 14%	31 13%	15 14% *
Don't know	29 2%	15 4% c	* 0% *	7 3% c	4 2%	3 2% *

NET Agree	478 40%	149 37%	118 50% bDe*	79 36%	91 38%	42 38% *
NET Disagree	396 33%	157 40% c	46 20% *	79 36% c	78 33% c	37 33% c*

Mean	3.08	2.92	3.46 BDEf*	2.99	3.06	3.05 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The sector you work in

Table: 28

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
1 Strongly Disagree (1)	173 14%	22 16% *	16 9% *	30 10% Cd	105 18% Cd	12 4%	48 19% Fj	46 21% Fj*	16 14% F*	11 9% *	41 12%	26 22% kno*	50 21% k	8 9% *	6 8% *
2	224 19%	23 17% *	22 12% *	63 22% c	115 20% c	40 14%	52 20% c	44 20% *	20 17% *	29 24% *	56 17%	27 23% *	57 24%	15 17% *	21 29% *
3	297 25%	40 29% *	47 26% *	72 24% c	138 24% c	87 31% GH	48 19%	39 18% *	42 35% GH*	44 36% GH*	98 30% M	21 18% *	39 16%	35 39% LM*	26 36% IM*
4	294 24%	27 19% *	56 31% *	71 24% c	139 24% c	79 28% j	62 24%	54 24% *	26 22% *	20 17% *	75 23%	18 16% *	56 23%	19 22% *	10 14% *
5 Strongly Agree (5)	185 15%	26 18% *	40 22% E*	43 14% c	76 13% c	54 19%	43 17%	38 17% *	11 9% *	15 13% *	52 16%	24 20% *	38 16%	7 8% *	8 11% *
Don't know	29 2%	1 1% *	* 0% *	16 5% Ce	11 2% Ce	7 2%	6 2%	1 1% *	5 4% *	2 2% *	10 3% m	* 0% *	* 0%	5 6% M*	1 1% *
NET Agree	478 40%	53 38% *	97 53% bDE*	113 39% c	215 37% C	133 48% U	105 41%	92 42% *	37 31% *	35 29% *	127 38%	42 36% *	93 39%	26 29% *	18 25% *
NET Disagree	396 33%	45 32% *	38 21% *	94 32% c	220 38% C	52 19%	100 39% F	89 40% F*	36 30% *	40 33% F*	97 29%	53 45% Kn*	107 45% KN	23 26% *	27 38% *
Mean	3.08	3.08 *	3.46 dE*	3.12	2.94	3.45 GHU	3.00	2.98 *	2.96 *	3.00 *	3.13	2.89 *	2.89	3.03 *	2.89 *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The region of the UK where you live** Table: 29

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
1 Strongly Disagree (1)	190 16%	88 25% dEFGi	61 17% EFG	17 13% Eg*	5 4% *	6 6% *	2 3% *	10 20% EFG*	171 18% EFG	135 18% LM	44 14% m	9 10%	3 8%
2	190 16%	49 14% f	82 23% beF	17 13% f*	17 12% *	5 4% *	11 16% f*	9 18% F*	166 17% F	111 15%	62 20% jl	12 14%	6 16%
3	296 25%	45 13%	98 28% B	46 35% Bi*	47 34% Bi*	27 26% B*	19 28% B*	14 27% B*	236 24% B	173 23%	93 30% jM	22 27%	8 22%
4	332 28%	107 30% c	74 21%	29 22% *	45 33% C*	43 42% CDhi*	23 33% c*	11 22% *	255 26%	224 29%	76 24%	22 27%	10 28%
5 Strongly Agree (5)	154 13%	45 13%	33 9%	17 13% *	18 13% *	22 21% ci*	12 17% *	6 12% *	113 12%	93 12%	34 11%	17 21% JK	9 24% JK
Don't know	38 3%	17 5%	9 2%	5 4% *	5 3% *	1 1% *	2 4% *	* 0% *	35 4%	32 4% k	4 1%	1 2%	1 2%
NET Agree	485 40%	152 43% c	107 30%	45 35% *	64 46% C*	65 63% BCDeHI*	35 50% C*	17 34% *	368 38% c	317 41%	110 35%	40 47% K	19 52% JK
NET Disagree	380 32%	137 39% dEFG	144 40% dEFG	34 26% F*	22 16% *	10 10% *	13 19% *	20 38% EFG*	337 35% EFG	246 32% Lm	105 34% LM	20 24%	9 24%
Mean	3.06	2.92	2.81	3.09 *	3.41 BCdHI*	3.69 BCDHI*	3.47 BCdHI*	2.88 *	2.97	3.04	2.98	3.34 JK	3.45 JK

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economicTable: 30

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	190 16%	74 19% C	14 6% *	30 14% c	52 22% Cd	20 18% C*
2	190 16%	64 16%	29 12% *	43 19%	39 16%	16 14% *
3	296 25%	98 25%	60 26% *	56 26%	56 24%	26 24% *
4	332 28%	104 26%	84 36% D*	49 22%	65 27%	29 26% *
5 Strongly Agree (5)	154 13%	30 8%	48 20% BE*	36 16% B	22 9%	18 16% b*
Don't know	38 3%	27 7% CE	* 0% *	7 3% c	2 1%	2 2% *

NET Agree	485 40%	134 34%	132 56% BDE*	85 39%	88 37%	47 42% *
NET Disagree	380 32%	139 35% C	42 18% *	73 33% C	91 38% C	36 32% c*

Mean	3.06	2.87	3.53 BDEF*	3.08	2.86	3.08 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The region of the UK where you live

Table: 31

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
1 Strongly Disagree (1)	190 16%	26 19% *	22 12% *	44 15%	97 17%	15 5%	73 28% FU	44 20% Fij*	8 6% *	11 9% *	40 12%	38 33% KmNO*	46 19%	8 9% *	7 10% *
2	190 16%	22 16% *	21 12% *	54 18%	94 16%	22 8%	45 17% F	40 18% F*	19 16% *	27 22% F*	36 11%	23 20% *	51 21% K	20 23% k*	17 24% k*
3	296 25%	30 21% *	35 19% *	70 24%	161 28%	73 26%	50 19%	55 25% *	33 27% *	32 26% *	95 29% I	20 17% *	57 24%	22 25% *	15 21% *
4	332 28%	46 33% *	66 36% de*	70 24%	149 25%	107 39% Gh	61 24%	57 26% *	32 27% *	36 30% *	101 31%	29 25% *	55 23%	29 32% *	22 31% *
5 Strongly Agree (5)	154 13%	15 10% *	37 20% E*	42 14%	61 10%	53 19% Gj	24 9%	25 11% *	16 13% *	11 9% *	47 14% I	6 5% *	28 12%	5 6% *	5 7% *
Don't know	38 3%	1 1% *	1 0% *	15 5% c	22 4%	8 3%	6 2%	- - *	12 10% fgh*	5 5% H*	11 3%	* 0% *	3 1%	5 5% *	5 7% lm*
NET Agree	485 40%	61 44% *	103 56% DE*	112 38%	209 36%	160 58% GHU	85 33%	82 37% *	48 40% *	47 38% *	149 45% I	36 30% *	83 35%	34 38% *	27 38% *
NET Disagree	380 32%	48 35% *	43 24% *	97 33%	191 33%	37 13%	118 46% Fij	84 38% Fj*	27 22% *	38 31% F*	76 23%	61 52% Kno*	97 40% K	28 32% *	24 34% *
Mean	3.06	3.01 *	3.41 bdE*	3.05	2.97	3.60 GHU	2.67	2.91 *	3.27 G*	3.07 g*	3.25 LM	2.50 *	2.87 *	3.03 I*	3.01 I*

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The UK as a whole

Table: 32

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
1 Strongly Disagree (1)	200 17%	81 23% EFG	60 17% eF	22 17% F*	12 8% *	4 4% *	7 9% *	15 30% cEFGI*	175 18% EF	130 17% L	57 18% L	8 10%	5 15% I
2	184 15%	54 15%	67 19%	16 12% *	16 12% *	13 12% *	11 15% *	8 16% *	153 16%	114 15%	55 18% m	11 14%	4 12%
3	339 28%	75 21%	147 41% BdEFGI	36 28% *	33 24% *	24 23% *	10 15% *	14 28% *	290 30% bG	219 29%	87 28%	24 28%	9 25%
4	267 22%	85 24% Ch	47 13%	29 23% c*	50 36% bcdHI*	34 33% CHI*	16 22% *	5 10% *	212 22% Ch	179 23%	62 20%	19 23%	7 20%
5 Strongly Agree (5)	189 16%	45 13%	33 9%	26 20% c*	26 19% c*	26 26% BCI*	24 34% BCdEHI*	7 14% *	131 13%	112 15%	47 15%	20 24% JK	10 27% JK
Don't know	21 2%	11 3%	3 1%	1 1% *	1 0% *	1 1% *	3 4% *	1 3% *	16 2%	14 2%	5 2%	1 1%	* 1%
NET Agree	455 38%	130 37% c	80 22%	55 43% Ch*	76 55% BCHI*	61 59% BCdHI*	40 57% BCHI*	12 24% *	342 35% c	291 38%	108 35%	39 47% JK	17 47% JK
NET Disagree	385 32%	135 39% EF	127 36% EF	37 29% *	28 20% *	17 16% *	17 25% *	23 45% dEFg*	328 34% EF	244 32% L	111 36% LM	20 24%	10 27%
Mean	3.05	2.88	2.79	3.17 Ch*	3.46 BCHI*	3.66 BCdHI*	3.59 BCHI*	2.63 *	2.97	3.04	2.96	3.37 JK	3.32 JK

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economicTable: 33

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	200 17%	85 21% c	20 9% *	36 16%	41 17% c	18 16% *
2	184 15%	59 15%	27 12% *	38 17%	45 19%	14 12% *
3	339 28%	116 29%	62 26% *	50 23%	69 29%	42 38% D*
4	267 22%	69 17%	82 35% BdEF*	52 23%	44 18%	20 18% *
5 Strongly Agree (5)	189 16%	59 15%	42 18% *	37 17%	36 15%	14 13% *
Don't know	21 2%	9 2%	* 0% *	7 3% c	2 1%	2 2% *

NET Agree	455 38%	128 32%	124 53% BdEF*	89 40%	79 34%	34 31% *
NET Disagree	385 32%	145 36% c	48 20% *	75 34% c	86 36% c	32 29% *

Mean	3.05	2.89	3.42 BdEF*	3.07	2.95	2.99 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_Q5A\_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The UK as a whole**

**Table: 34**

Filter: All respondents

**Weighted by: Weight variable**

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
1 Strongly Disagree (1)	200 17%	30 22% c*	18 10% *	54 18%	98 17%	13 5%	79 31% FJ	50 23% FI*	6 5%	16 13% F*	32 10%	45 39% KNO*	63 26% KN	6 7% *	11 15% *
2	184 15%	15 11% *	31 17% *	43 15%	95 16%	21 7%	35 13%	36 16% F*	27 23% F*	20 17% f*	47 14%	13 11% *	45 19%	18 20% *	16 22% *
3	339 28%	27 20% *	47 26% *	81 27%	184 32%	77 28%	56 21%	52 23% *	40 33% *	52 43% FGH*	102 31% m	26 22% *	50 21%	30 34% *	24 34% *
4	267 22%	44 32% de*	50 28% *	56 19%	116 20%	105 38% GHU	47 18%	39 18% *	25 21% *	18 15% *	93 28% L	15 13% *	51 21%	22 25% *	11 15% *
5 Strongly Agree (5)	189 16%	21 15% *	36 20% *	50 17%	82 14%	53 19%	39 15%	42 19% *	17 14% *	14 12% *	45 14%	17 15% *	31 13%	9 10% *	9 13% *
Don't know	21 2%	1 1% *	* 0% *	11 4%	9 1%	10 3%	4 2%	2 1% *	4 3% *	1 1% *	13 4% m	* 0% *	1 0%	4 5% m*	1 1% *
NET Agree	455 38%	65 47% e*	86 47% E*	106 36%	198 34%	157 57% GHU	86 33%	82 37% *	42 35% *	32 26% *	138 42% l	32 27% *	82 34%	31 35% *	20 28% *
NET Disagree	385 32%	45 33% *	49 27% *	97 33%	193 33%	34 12%	114 44% Fij	86 39% F*	34 28% F*	37 30% F*	79 24%	59 50% KN*	107 45% Kn	24 27% *	26 37% *
Mean	3.05	3.08 *	3.30 E*	3.02	2.98	3.61 GHU	2.73	2.94 *	3.17 g*	2.95 *	3.23 LM	2.53 *	2.76	3.11 l*	2.89 *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....?

Filter: All those consenting

Weighted by: Weight variable

	BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....?		
	On managing the economy	For Britain's businesses	For people in work
	(A)	(B)	(C)
Unweighted base	1164	1164	1164
Weighted base	1137	1137	1137
Labour Party	229 20%	228 20%	286 25% AB
Conservative Party	261 23% c	239 21%	218 19%
Liberal Democrats	90 8%	109 10% c	83 7%
Reform UK	249 22%	256 23%	260 23%
Green Party	65 6%	59 5%	74 7%
Scottish National Party	14 1%	12 1%	12 1%
Plaid Cymru	* 0%	* 0%	2 0%
Other (please specify)	1 0%	1 0%	1 0%
None	105 9% c	99 9%	87 8%
Don't know	104 9%	114 10%	98 9%
Prefer not to say	18 2%	19 2%	16 1%

Overlap formulae used

ColumnProportions (5%): A/B/C (10%): a/b/c Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C (10%): a/b/c Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - On managing the economy**

**Table: 36**

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
Conservative Party	261 23%	94 29% EFGH	81 23%	34 27% fh*	22 16% *	13 14% *	10 16% *	6 13% *	232 25% fh	166 23%	68 22%	17 20%	11 30% jKL
Reform UK	249 22%	86 27% G	67 19% g	27 22% G*	34 25% G*	19 19% g*	5 7% *	11 26% G*	214 23% G	160 22%	69 22%	14 17%	6 17%
Labour Party	229 20%	31 10%	65 19% b	24 20% b*	38 28% BI*	36 37% BCDhI*	28 44% BCDeHI*	8 18% *	158 17% b	130 18%	66 22%	25 30% JK	9 25% j
Liberal Democrats	90 8%	19 6%	26 7%	12 10% *	14 10% *	7 7% *	8 13% *	3 8% *	71 8%	54 8%	25 8%	7 9%	4 10%
Green Party	65 6%	5 2%	31 9% B	8 6% b*	5 3% *	10 10% B*	4 7% b*	3 7% B*	48 5%	39 5%	19 6%	6 7% m	1 4%
Scottish National Party	14 1%	2 1%	4 1%	2 2% *	4 3% *	- - *	* 0% *	* 1% *	13 1%	6 1%	6 2%	2 2%	* 0%
Plaid Cymru	* 0%	- -	- -	- - *	* 0% *	- - *	- - *	- - *	* 0%	- -	- -	* 0% j	- -
Other (please specify)	1 0%	- -	- -	- - *	1 0% *	* 0% *	- - *	- - *	1 0%	- -	1 0%	- -	* 1% JI
None	105 9%	29 9%	51 15% DEG	5 4% *	6 4% *	10 10% *	2 3% *	3 7% *	91 10%	77 11% kM	20 6%	7 8% m	2 4%
Don't know	104 9%	52 16% CeFi	20 6%	11 9% f*	10 7% *	1 1% *	6 9% f*	4 10% F*	92 10% F	69 10% I	28 9% I	4 5%	3 8%
Prefer not to say	18 2%	2 1%	5 1%	1 1% *	4 3% *	2 2% *	- - *	5 11% BCDeFGI*	12 1%	13 2%	5 2%	* 0%	* 0%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - On managing the Table: 37

Filter: All those consenting

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
Conservative Party	261 23%	98 25% Ef	61 29% EF*	53 25% Ef	35 15%	14 14% *
Reform UK	249 22%	92 24%	33 16% *	42 20%	67 29% cf	16 16% *
Labour Party	229 20%	53 14%	57 28% B*	40 19%	57 24% B	21 21% *
Liberal Democrats	90 8%	43 11%	13 6% *	12 6%	17 7%	5 5% *
Green Party	65 6%	18 5%	8 4% *	26 12% BCE	8 4%	5 5% *
Scottish National Party	14 1%	- -	- - *	- -	- -	14 13% BCDE*
Plaid Cymru	* 0%	- -	- - *	* 0%	- -	- - *
Other (please specify)	1 0%	* 0%	- - *	- -	1 0%	- - *
None	105 9%	34 9%	19 9% *	12 6%	22 9%	18 18% bd*
Don't know	104 9%	39 10%	11 5% *	22 11%	22 9%	9 9% *
Prefer not to say	18 2%	6 2%	5 2% *	3 1%	5 2%	- - *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - On managing the economy

Table: 38

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
Conservative Party	261 23%	31 23% *	43 29% D*	45 16%	141 25% D	18 7%	20 8%	177 80% FGU*	15 12% *	11 9% *	24 7%	9 8% *	155 65% KLNO	15 17% k*	10 14% *
Reform UK	249 22%	34 25% e*	44 30% E*	87 30% E	83 15%	20 7%	199 77% FHUJ	8 4% *	12 10% *	6 5% *	30 9%	99 85% KMNO*	31 13%	13 14% *	6 8% *
Labour Party	229 20%	16 12% *	28 19% *	62 22%	124 22%	183 66% GHUJ	6 2%	7 3% *	14 11% Gh*	14 11% GH*	168 51% LMNO	1 1% *	12 5%	9 10% L*	6 8% I*
Liberal Democrats	90 8%	14 10% *	9 6% *	25 9%	42 7%	14 5%	4 2%	7 3% *	57 48% FGHU*	1 1% *	15 4%	* 0% *	12 5%	34 38% KLMO*	3 5% *
Green Party	65 6%	13 10% *	4 2% *	15 5%	33 6%	5 2%	4 1%	6 3% *	* 0% *	48 40% FGHI*	17 5%	2 2% *	5 2%	4 4% *	22 31% KLMN*
Scottish National Party	14 1%	- - *	1 1% *	5 2%	7 1%	- -	* 0%	- -	- -	13 11% FGHI*	1 0%	* 0% *	- -	- -	11 16% KLMN*
Plaid Cymru	* 0%	- - *	- - *	* 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other (please specify)	1 0%	* 0% *	- - *	- -	1 0%	- -	- -	- -	- -	1 1% *	- -	- -	- -	- -	- -
None	105 9%	11 8% *	8 5% *	20 7%	67 12%	19 7%	9 4%	8 4% *	3 2% *	9 8% *	42 13% IMno	4 4% *	12 5%	1 2% *	1 2% *
Don't know	104 9%	15 11% *	9 6% *	20 7%	59 10%	15 6%	14 6%	9 4% *	19 16% FGH*	17 14% fgH*	35 11% L	1 1% *	13 5%	14 15% Lm*	11 16% LM*
Prefer not to say	18 2%	1 1% *	3 2% *	7 3%	7 1%	3 1%	3 1%	- - *	- - *	- - *	- -	- - *	1 0%	* 0% *	- - *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - For Britain's businesses

Table: 39

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
Reform UK	256 23%	93 29% cfG	69 20%	31 25% g*	32 24% g*	15 15% *	6 10% *	10 22% *	225 24% G	166 23%	69 23%	15 18%	6 18%
Conservative Party	239 21%	64 20%	77 22%	33 27% *	23 17% *	27 27% *	9 15% *	6 13% *	198 21%	141 20%	70 23%	18 22%	11 30% JKL
Labour Party	228 20%	35 11%	61 17%	25 20% b*	44 32% BCdl*	29 30% Bcl*	25 40% BCDhl*	9 21% b*	164 18% b	130 18%	65 21%	24 29% JK	9 26% j
Liberal Democrats	109 10%	35 11%	26 7%	11 9% *	10 7% *	11 11% *	13 21% CdEl*	4 8% *	81 9%	71 10%	28 9%	7 9%	3 9%
Green Party	59 5%	6 2%	27 8% B	7 6% *	7 5% *	8 8% B*	1 2% *	3 6% *	48 5%	35 5%	16 5%	6 7%	2 6%
Scottish National Party	12 1%	1 0%	4 1%	2 2% *	4 3% b*	- - *	* 0% *	* 1% *	12 1%	6 1%	5 2%	2 2%	* 0%
Plaid Cymru	* 0%	- -	- -	- - *	- - *	* 0% *	- - *	- - *	- -	- -	- -	* 0%	- -
Other (please specify)	1 0%	- -	* 0%	- - *	1 0% *	* 0% *	- - *	- - *	1 0%	- -	1 0%	- -	* 1% Jl
None	99 9%	36 11% dE	45 13% DEg	4 3% *	2 2% *	6 6% *	2 3% *	4 8% E*	87 9% E	75 10% kM	17 6%	6 7% m	1 3%
Don't know	114 10%	49 15% eF	34 10% f	11 9% *	8 6% *	2 2% *	5 9% *	5 11% f*	102 11% f	78 11%	29 10%	5 7%	2 6%
Prefer not to say	19 2%	2 1%	7 2%	* 0% *	5 4% *	- - *	- - *	4 9% BCDFGI*	15 2%	14 2%	4 1%	* 0%	* 1%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - For Britain's busi Table: 40

Filter: All those consenting

Weighted by: Weight variable

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
Reform UK	256 23%	76 20%	49 24% *	45 21%	68 29% bf	17 17% *
Conservative Party	239 21%	92 24%	46 23% *	44 21%	40 17%	17 17% *
Labour Party	228 20%	69 18%	55 27% *	39 19%	43 19%	22 21% *
Liberal Democrats	109 10%	44 11%	22 10% *	23 11%	15 7%	5 5% *
Green Party	59 5%	25 6% e	7 3% *	18 9% E	5 2%	4 4% *
Scottish National Party	12 1%	- -	- - *	- -	- -	12 12% BCDE*
Plaid Cymru	* 0%	- -	- - *	* 0%	- -	- - *
Other (please specify)	1 0%	* 0%	- - *	* 0%	1 0%	- - *
None	99 9%	34 9%	16 8% *	12 6%	23 10%	14 14% d*
Don't know	114 10%	38 10% c	6 3% *	28 13% c	32 14% c	11 10% c*
Prefer not to say	19 2%	6 2%	6 3% *	1 1%	6 2%	- - *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - For Britain's businesses

**Table: 41**

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
Reform UK	256 23%	49 36% E*	43 29% E*	86 30% E	78 14%	26 9% i	195 75% FHJ	25 11% I*	2 2% *	6 5% *	33 10%	97 83% KMNO*	42 18% KO	7 8% *	2 3% *
Conservative Party	239 21%	13 10% *	30 20% *	46 16% BD	150 27% BD	23 8%	16 6%	151 68% FGJ*	18 15% G*	11 9% *	37 11%	5 4% *	138 57% KLNO	19 21% L*	11 16% L*
Labour Party	228 20%	23 17% *	36 24% *	59 21%	111 20%	180 65% GHJ	9 4%	5 2% *	15 13% GH*	11 9% h*	158 48% LMNO	3 3% *	9 4%	3 4% *	8 11% m*
Liberal Democrats	109 10%	9 6% *	17 11% *	23 8%	60 11%	12 4%	6 2%	10 5% *	69 58% FGHJ*	8 7% *	20 6% I	* 0% *	13 6%	46 52% KLMO*	6 8% I*
Green Party	59 5%	14 11% C*	1 1% *	13 5%	30 5%	3 1%	3 1%	5 2% *	4 3% *	43 36% FGHI*	9 3%	3 3% *	5 2%	4 4% *	22 31% KLMN*
Scottish National Party	12 1%	- 0% *	1 0% *	5 2%	6 1%	- -	- -	- -	- -	12 10% FGHI*	1 0%	- -	- -	- -	11 16% KLMN*
Plaid Cymru	* 0%	- 0% *	- 0% *	* 0%	- -	- -	- -	- -	- 0% *	* 0% *	- -	- -	- -	- -	* 0% *
Other (please specify)	1 0%	* 0% *	* 0% *	- -	1 0%	- -	- -	- -	- -	1 1% *	- -	- -	* 0% *	- -	- -
None	99 9%	9 7% *	13 8% *	17 6%	60 11%	15 5%	8 3%	14 6% *	1 1% *	9 7% *	28 8% n	5 4% *	18 8%	* 0% *	1 2% *
Don't know	114 10%	18 13% *	9 6% *	26 9%	61 11%	16 6%	21 8%	11 5% *	10 8% *	18 15% FH*	45 14% LM	4 3% *	14 6%	10 11% *	10 13% I*
Prefer not to say	19 2%	1 1% *	- 0% *	11 4%	7 1%	3 1%	1 0%	- 0% *	- 0% *	- 0% *	- 0% *	- 0% *	1 0% *	* 0% *	- 0% *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - For people in work

**Table: 42**

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
Labour Party	286 25%	53 17%	76 22%	27 22% *	46 34% BCI*	45 45% BCDHI*	30 47% BCDHI*	9 22% *	202 22%	168 24%	79 26%	28 34% JK	11 31% j
Reform UK	260 23%	87 27% G	78 22% g	27 22% *	33 24% g*	19 19% *	7 11% *	9 21% *	226 24% G	176 25% m	62 20%	17 21%	6 17%
Conservative Party	218 19%	69 21%	68 19%	32 26% f*	23 17% *	13 13% *	8 13% *	6 13% *	191 21%	131 18%	62 20%	16 19%	9 26% jl
Liberal Democrats	83 7%	24 8%	21 6%	10 8% *	10 7% *	7 7% *	7 11% *	3 8% *	65 7%	50 7%	24 8%	5 6% L	4 11% L
Green Party	74 7%	14 4%	30 9%	10 8% *	6 4% *	5 5% *	6 9% *	4 10% *	60 6%	44 6%	23 7%	6 7% m	2 5%
Scottish National Party	12 1%	1 0%	4 1%	2 2% *	4 3% b*	- - *	* 0% *	* 1% *	11 1%	6 1%	5 2%	1 1%	* 1%
Plaid Cymru	2 0%	- -	2 1%	- - *	- - *	* 0% *	- - *	- - *	2 0%	2 0%	- -	* 0%	- -
Other (please specify)	1 0%	- -	* 0%	- - *	1 0% *	* 0% *	- - *	- - *	1 0%	- -	1 0%	- -	* 1% ll
None	87 8%	29 9% E	41 12% dEg	4 4% *	1 1% *	5 5% *	2 3% *	4 9% E*	76 8% E	65 9% M	17 5% m	5 6% m	1 2%
Don't know	98 9%	42 13% F	25 7%	11 9% f*	12 9% f*	1 1% *	4 7% *	2 5% *	90 10% F	61 9%	30 10%	5 6%	2 6%
Prefer not to say	16 1%	2 1%	4 1%	* 0% *	1 1% *	4 4% I*	- - *	5 11% BCDEGI*	7 1%	10 1%	5 2%	* 0%	* 1%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - For people in work

Filter: All those consenting

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
Labour Party	286 25%	79 20%	70 34% B*	51 24%	60 26%	26 25% *
Reform UK	260 23%	89 23%	37 18% *	46 22%	67 29%	20 20% *
Conservative Party	218 19%	65 17%	47 23% *	47 22%	44 19%	15 14% *
Liberal Democrats	83 7%	34 9%	12 6% *	17 8%	14 6%	6 6% *
Green Party	74 7%	30 8%	8 4% *	24 11% cE	8 3%	4 4% *
Scottish National Party	12 1%	- -	- - *	- -	- -	12 11% BCDE*
Plaid Cymru	2 0%	- -	- - *	2 1%	- -	- - *
Other (please specify)	1 0%	* 0%	- - *	* 0%	1 0%	- - *
None	87 8%	32 8%	14 7% *	8 4%	23 10% d	9 9% *
Don't know	98 9%	41 11%	18 9% *	11 5%	17 7%	11 10% *
Prefer not to say	16 1%	14 4% e	* 0% *	2 1%	* 0%	- - *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q5B\_FEB. Which party, if any, do you think has the best policies....? - For people in work

Table: 44

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
Labour Party	286 25%	28 21% *	33 22% *	75 26%	149 26%	202 73% GHUJ	5 2%	22 10% G*	24 20% G*	14 12% G*	183 55% LMNO	2 2% *	32 13% L	9 10% *	13 19% L*
Reform UK	260 23%	36 27% E*	53 35% E*	92 32% E	79 14%	20 7%	205 79% FHUJ	19 8% *	7 6% *	8 6% *	31 9%	98 84% KMNO*	40 17% k	11 12% *	7 10% *
Conservative Party	218 19%	18 14% *	29 19% *	50 17%	121 21%	15 5%	10 4%	144 65% FGUJ*	14 12% g*	13 11% g*	31 9%	5 4% *	120 50% KLNO	12 14% *	10 14% l*
Liberal Democrats	83 7%	12 9% *	11 7% *	8 3%	52 9% D	7 3%	3 1%	12 5% g*	56 47% FGHU*	5 4% *	14 4%	1 1% *	8 4%	41 46% KLMO*	3 4% *
Green Party	74 7%	13 10% *	9 6% *	21 7%	30 5%	6 2%	14 6% h	3 1% *	3 3% *	44 36% FGHI*	12 4%	7 6% *	9 4%	4 4% *	16 22% KLMN*
Scottish National Party	12 1%	* 0% *	1 0% *	5 2%	5 1%	- -	- -	- -	- -	12 10% FGHI*	1 0%	- -	- -	- -	11 15% KLMN*
Plaid Cymru	2 0%	- - *	- - *	* 0%	2 0%	- -	- -	- -	- -	2 2% f*	2 1%	- -	- -	- -	* 0% *
Other (please specify)	1 0%	* 0% *	* 0% *	- -	1 0%	- -	- -	- -	- -	1 1% *	- -	- -	* 0% *	- -	- - *
None	87 8%	12 9% *	7 5% *	12 4%	56 10% d	13 5%	10 4%	14 6% *	3 2% *	3 3% *	26 8%	4 4% *	17 7% *	1 1% *	1 1% *
Don't know	98 9%	14 10% *	4 3% *	19 7%	61 11% c	11 4%	11 4%	9 4% *	13 11% f*	19 15% FGH*	30 9% Lm	* 0% *	9 4% *	11 12% Lm*	10 14% LM*
Prefer not to say	16 1%	1 1% *	3 2% *	4 2%	8 1%	4 1%	1 0%	- - *	- - *	- - *	1 0%	- - *	4 2% *	* 0% *	- - *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of Table: 45

Filter: All those consenting

Weighted by: Weight variable

	BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job?			
	Keir Starmer as Prime Minister	Rachel Reeves as Chancellor of the Exchequer	Kemi Badenoch as Leader of the Conservative Party	Nigel Farage as Leader of Reform UK
	(A)	(B)	(C)	(D)
Unweighted base	1164	1164	1164	1164
Weighted base	1137	1137	1137	1137
1 Not at all satisfied (1)	386 34% CD	395 35% CD	221 19%	315 28% C
2	146 13% D	143 13% D	195 17% ABD	90 8%
3	174 15%	221 19% a	240 21% AD	187 16%
4	194 17%	210 18%	212 19%	260 23% Abc
5 Very satisfied (5)	187 16% B	83 7%	169 15% B	232 20% aBC
Don't know	24 2%	62 5% AD	77 7% AD	30 3%
Prefer not to say	26 2%	23 2%	23 2%	23 2%

NET Satisfied	381 34% B	293 26%	381 34% B	492 43% ABC
NET Dissatisfied	532 47% CD	538 47% CD	416 37%	404 36%

Mean	2.68 B	2.47	2.92 AB	3.00 AB
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Overlap formulae used  
 ColumnProportions (5%): A/B/C/D (10%): a/b/c/d Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A/B/C/D (10%): a/b/c/d Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Keir Starmer as Prime Minister

Table: 46

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
1 Not at all satisfied (1)	386 34% cdEFGi	146 45% F	120 35% F	38 31% f*	33 25% *	17 17% *	14 23% *	17 38% F*	338 36% EFg	238 33% L	113 37% L	24 29% L	11 32% L
2	146 13%	46 14% f	57 16% F	19 15% f*	12 8% *	5 5% *	5 7% *	4 9% *	133 14% f	85 12% L	49 16% LM	9 11% L	3 9% L
3	174 15%	28 9%	59 17% b	23 18% b*	31 22% B*	13 13% *	15 24% B*	6 13% *	140 15% b	107 15% L	48 16% L	15 18% L	5 15% L
4	194 17%	43 13%	55 16% L	21 17% *	32 23% b*	25 25% bi*	12 19% *	6 14% *	151 16% L	119 17% L	51 17% L	17 21% L	7 19% L
5 Very satisfied (5)	187 16%	43 13%	42 12% L	20 16% *	24 18% *	37 38% BCDEHI*	16 25% bCi*	6 14% *	128 14% L	130 18% K	34 11% L	16 19% K	8 22% K
Don't know	24 2%	11 3%	5 1% L	3 3% *	1 0% *	2 2% *	1 2% *	1 2% *	20 2% L	16 2% L	5 2% L	1 2% L	1 3% L
Prefer not to say	26 2%	6 2%	10 3% L	* 0% *	5 3% *	- - *	- - *	4 9% BcDFGI*	21 2% L	20 3% L	5 2% L	* 1% L	* 0% L
NET Satisfied	381 34%	86 27%	97 28% L	41 33% *	56 41% BCi*	62 63% BCDEgHI*	27 43% Bci*	12 28% *	280 30% L	248 35% L	86 28% L	33 40% K	14 41% K
NET Dissatisfied	532 47%	191 59% dEFG	178 51% EFG	57 46% F*	45 33% *	21 22% *	19 30% *	20 47% F*	471 51% EFG	323 45% L	162 53% jLM	33 39% L	14 41% L
Mean	2.68	2.32 *	2.52	2.71 *	3.01 BCHI*	3.63 BCDEHI*	3.16 BCHI*	2.52 *	2.55	2.73 k	2.47	2.91 K	2.90 K

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 47

Filter: All those consenting

Weighted by: Weight variable

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
1 Not at all satisfied (1)	386 34%	141 37% c	38 18% *	71 34% c	97 42% c	39 37% c*
2	146 13%	51 13%	34 16% e*	32 15% e	17 7%	12 12% *
3	174 15%	46 12%	45 22% b*	30 14%	42 18%	12 11% *
4	194 17%	74 19%	36 17% *	35 17%	30 13%	19 19% *
5 Very satisfied (5)	187 16%	54 14%	48 23% *	36 17%	35 15%	14 14% *
Don't know	24 2%	6 2%	* 0% *	1 1%	9 4%	7 7% BCD*
Prefer not to say	26 2%	12 3%	6 3% *	4 2%	3 1%	- - *

NET Satisfied	381 34%	128 33%	84 41% e*	71 34%	65 28%	33 32% *
NET Dissatisfied	532 47%	192 50% c	71 35% *	104 49% c	114 49% c	51 49% *

Mean	2.68	2.59	3.11 BdEF*	2.67	2.50	2.56 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Keir Starmer as Prime Minister

Table: 48

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
1 Not at all satisfied (1)	386 34%	49 37% *	59 39% *	89 31%	189 34%	11 4%	157 60% FUJ	115 52% FUJ*	21 17% F*	34 28% F*	56 17%	84 72% KMNO*	121 50% KN	23 26% *	27 38% K*
2	146 13%	22 16% *	14 10% *	23 8%	87 15% D	35 13% g	15 6%	17 8% *	28 24% fGH*	27 22% fGH*	58 17% LM	4 3% *	20 8%	22 24% LM*	14 20% Lm*
3	174 15%	17 13% *	22 15% *	54 19%	82 14%	68 24% GH	22 8%	20 9% *	23 20% Gh*	27 22% GH*	78 24% LM	12 10% *	27 11%	14 16% *	10 15% *
4	194 17%	16 12% *	28 19% *	46 16%	105 19%	85 31% GHj	16 6%	32 15% g*	25 21% G*	23 19% G*	71 21% L	6 5% *	35 15% l	19 22% L*	14 20% L*
5 Very satisfied (5)	187 16%	29 22% *	24 16% *	58 20% e	75 13%	75 27% gHU	45 17% j	34 15% *	19 16% *	9 7% *	68 21% IO	11 10% *	36 15% o	10 12% *	3 4% *
Don't know	24 2%	1 1% *	* 0% *	9 3%	13 2%	5 2%	* 0%	* 0% *	1 1% *	2 2% *	1 0%	- *	* 0%	1 1% *	* 0% *
Prefer not to say	26 2%	- *	3 2% *	9 3%	14 2%	- -	4 2%	3 1% *	2 2% *	- *	- -	- *	- -	* 0% *	2 3% Km*
NET Satisfied	381 34%	45 34% *	52 35% *	104 36%	180 32%	160 58% GHU	61 24%	67 30% *	44 37% g*	31 26% *	139 42% Lmo	17 14% *	72 30% L	30 33% L*	17 24% *
NET Dissatisfied	532 47%	71 53% *	73 49% *	112 39%	276 49% d	46 16%	172 66% FUJ	132 60% FI*	49 41% F*	61 50% F*	113 34%	88 75% KMNo*	141 59% K	44 50% k*	41 58% K*
Mean	2.68	2.66 *	2.62 *	2.86	2.61	3.65 GHU	2.13	2.33 *	2.94 GH*	2.54 g*	3.11 LMO	1.77 *	2.36 L	2.70 L*	2.29 l*

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Rachel Reeves as Chancellor of the Exchequer **Table: 49**

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
1 Not at all satisfied (1)	395 35%	144 45% EFG	132 38% eFG	40 32% f*	34 25% *	17 17% *	13 21% *	15 34% F*	350 38% EFG	246 35% I	116 38% L	22 27%	11 31%
2	143 13%	41 13%	54 15%	16 13% *	14 10% *	8 8% *	7 11% *	4 8% *	124 13%	84 12%	45 15%	11 13%	4 10%
3	221 19%	37 12%	74 21% b	22 18% *	35 26% B*	25 26% B*	21 34% BcdHI*	6 15% *	168 18%	132 18%	65 21%	19 22%	7 19%
4	210 18%	64 20%	54 15%	24 19% *	23 17% *	24 25% *	13 20% *	9 20% *	164 18%	143 20% K	39 13%	19 23% K	9 25% K
5 Very satisfied (5)	83 7%	14 4%	13 4%	12 10% c*	18 13% BCI*	16 16% BCI*	6 10% *	4 8% *	57 6%	50 7%	20 7%	9 11% k	4 12% JK
Don't know	62 5%	20 6%	15 4%	9 8% *	8 6% *	5 5% *	2 4% *	2 5% *	52 6%	46 6% Im	13 4%	2 3%	1 2%
Prefer not to say	23 2%	2 1%	8 2%	* 0% *	6 4% b*	3 3% *	* 0% *	4 10% BCDFGI*	16 2%	14 2%	8 3% m	1 1%	* 0%
NET Satisfied	293 26%	77 24%	67 19%	37 29% *	40 30% c*	41 41% BCI*	19 30% *	12 28% *	221 24%	193 27% k	60 20%	28 33% K	13 37% JK
NET Dissatisfied	538 47%	185 58% EFGH	186 53% EFG	56 45% F*	48 35% *	25 25% *	20 32% *	18 42% f*	475 51% EFG	330 46%	160 52% LM	33 40%	14 41%
Mean	2.47	2.21 *	2.27	2.59 b*	2.81 BCI*	3.17 BCDHI*	2.85 BCI*	2.52 *	2.37	2.49	2.31	2.76 JK	2.77 JK

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 50

Filter: All those consenting

Weighted by: Weight variable

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
1 Not at all satisfied (1)	395 35%	151 39% c	41 20% *	73 35% c	92 39% c	38 37% c*
2	143 13%	52 14% e	32 16% E*	30 14% E	15 6%	15 14% e*
3	221 19%	66 17%	42 20% *	37 17%	60 26% b	17 16% *
4	210 18%	75 20% F	47 23% F*	45 21% F	35 15%	7 7% *
5 Very satisfied (5)	83 7%	8 2%	35 17% BdE*	17 8% B	13 6%	10 10% B*
Don't know	62 5%	21 5%	3 1% *	7 4%	15 6% c	16 15% BCDe*
Prefer not to say	23 2%	11 3%	7 3% *	1 1%	3 1%	1 1% *

NET Satisfied	293 26%	83 22%	81 40% BEF*	63 30% f	48 21%	17 17% *
NET Dissatisfied	538 47%	203 53% c	73 35% *	103 49% c	107 46%	53 51% c*

Mean	2.47	2.25	3.01 BDEF*	2.53	2.36	2.27 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Rachel Reeves as Chancellor of the Exchequer

Table: 51

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
1 Not at all satisfied (1)	395 35%	56 41% *	47 31% *	97 34%	195 35%	22 8%	155 60% FhU	102 46% FJ*	26 22% F*	28 23% F*	83 25%	76 65% KMNO*	115 48% KN	24 27% *	24 34% *
2	143 13%	17 12% *	24 16% d*	22 8%	80 14% d	34 12% G	12 5%	42 19% G*	23 19% G*	20 16% G*	35 11%	7 6% *	34 14%	23 26% KL*	7 10% *
3	221 19%	20 15% *	27 18% *	60 21%	115 20%	84 30% GH	34 13%	26 12% *	34 29% GH*	29 24% gh*	87 26% LM	13 11% *	31 13%	26 29% LM*	18 25% I*
4	210 18%	38 28% e*	30 20% *	50 17%	93 16%	85 31% GH	29 11%	29 13% *	24 20% *	29 24% Gh*	77 23% L	12 10% *	37 15%	13 15% *	10 14% *
5 Very satisfied (5)	83 7%	2 1% *	10 7% *	30 10% b	42 7%	32 12% i	20 8%	21 9% *	3 2% *	6 5% *	30 9%	5 4% *	17 7%	3 3% *	6 8% *
Don't know	62 5%	2 2% *	8 5% *	19 6%	33 6%	18 6% H	6 2%	1 1% *	8 6% H*	9 7% gH*	15 5%	5 4% *	5 2%	1 1% *	4 6% *
Prefer not to say	23 2%	1 1% *	5 3% *	10 4%	7 1%	2 1%	4 2%	* 0% *	2 2% *	1 1% *	4 1%	- - *	- - *	- - *	2 3% m*
NET Satisfied	293 26%	39 29% *	39 26% *	80 28%	134 24%	118 42% GHij	48 19%	50 23% *	26 22% *	35 29% *	107 32% Lmn	17 14% *	54 23%	16 18% *	16 22% *
NET Dissatisfied	538 47%	73 54% *	71 48% *	119 41%	275 49%	56 20%	167 64% Fij	144 65% Fij*	49 41% F*	48 40% F*	119 36%	83 71% KnO*	149 62% Ko	47 52% k*	31 44% *
Mean	2.47	2.34 *	2.50 *	2.59	2.44	3.28 GHU	1.98	2.20 *	2.57 G*	2.68 GH*	2.79 LM	1.78 *	2.18 I*	2.42 L*	2.48 L*

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Kemi Badenoch as Leader of the Conservative Party Table: 52

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
1 Not at all satisfied (1)	221 19%	53 16%	86 25%	23 18% *	25 19% *	18 19% *	9 15% *	6 14% *	187 20%	141 20%	57 19%	15 19%	8 22%
2	195 17%	44 14%	84 24% BeF	20 16% *	19 14% *	7 8% *	11 17% *	10 23% F*	168 18% f	126 18% L	57 19% Lm	8 10%	4 12%
3	240 21%	65 20%	71 20%	31 25% *	33 24% *	13 13% *	17 27% f*	10 23% *	201 22%	134 19%	78 25% jm	22 27% JM	7 18%
4	212 19%	60 19%	57 16%	26 21% *	22 16% *	25 26% *	12 19% *	9 22% *	166 18%	114 16%	69 23% j	19 23% J	10 28% J
5 Very satisfied (5)	169 15%	57 18% c	30 9%	19 15% *	20 15% *	31 31% BCDEGHI*	9 14% *	3 7% *	126 14%	125 18% K	26 8%	13 16% K	5 15% K
Don't know	77 7%	39 12% Cdfh	14 4%	5 4% *	10 7% *	3 3% *	5 8% *	1 2% *	68 7%	58 8%	14 5%	4 5%	1 4%
Prefer not to say	23 2%	2 1%	8 2%	* 0% *	7 5% BdI*	1 1% *	1 1% *	4 10% BCDFgl*	17 2%	16 2%	6 2%	1 1%	* 0%
NET Satisfied	381 34%	117 36% c	87 25%	45 36% c*	43 31% *	56 57% BCDEGHI*	20 32% *	13 29% *	292 31%	239 34%	95 31%	32 38% K	15 43% JK
NET Dissatisfied	416 37%	97 30%	170 49% BdEfgl	43 35% *	44 32% *	26 26% *	20 32% *	16 36% *	355 38% f	267 37% L	114 37% L	24 29%	12 34%
Mean	2.92	3.08 c*	2.58	2.99 c*	2.95 c*	3.45 CdeHI*	3.00 c*	2.84 *	2.85 C	2.93	2.82	3.07 K	3.02 k

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 53

Filter: All those consenting

Weighted by: Weight variable

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
1 Not at all satisfied (1)	221 19%	66 17%	30 14% *	46 22%	51 22%	28 27% c*
2	195 17%	66 17%	44 22% e*	42 20% e	28 12%	14 14% *
3	240 21%	83 22%	40 19% *	51 24%	50 22%	16 15% *
4	212 19%	74 19%	36 18% *	26 12%	54 23% D	22 22% *
5 Very satisfied (5)	169 15%	54 14%	46 22% eF*	32 15%	28 12%	8 8% *
Don't know	77 7%	32 8% c	3 2% *	11 5%	16 7% c	15 14% Cd*
Prefer not to say	23 2%	10 3%	6 3% *	2 1%	6 2%	- - *

NET Satisfied	381 34%	128 33%	83 40% d*	58 27%	82 35%	30 29% *
NET Dissatisfied	416 37%	132 34%	74 36% *	89 42%	79 34%	42 41% *

Mean	2.92	2.95	3.13 f*	2.77	2.91	2.64 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Kemi Badenoch as Leader of the Conservative Party

Table: 54

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
1 Not at all satisfied (1)	221 19%	23 17% *	40 27% *	51 18%	107 19%	68 24% HI	55 21% HI	15 7% *	8 6% *	44 36% GHI*	82 25% MN	28 24% Mn*	20 8%	8 8% *	27 38% MN*
2	195 17%	25 18% *	28 19% *	36 13%	106 19%	51 18% H	48 18% H	14 6% *	40 33% FGHJ*	22 18% H*	75 23% M	22 19% M*	16 6%	30 34% M*	12 17% m*
3	240 21%	33 24% *	22 15% *	56 20%	129 23%	61 22%	54 21%	55 25% *	27 23% *	23 19% *	66 20%	31 26% *	62 26%	15 16% *	15 21% *
4	212 19%	29 21% *	27 18% *	56 20%	100 18%	44 16%	40 16%	60 27% FG*	30 25% *	23 19% *	59 18%	19 16% *	67 28% k	28 31% k*	10 14% *
5 Very satisfied (5)	169 15%	23 17% *	27 18% *	52 18%	67 12%	30 11% j	49 19% fU	73 33% FGU*	7 6% *	4 3% *	26 8%	17 14% *	68 28% KINO	6 7% *	3 5% *
Don't know	77 7%	2 2% *	2 2% *	24 8% c	48 8% C	21 7% h	9 3%	5 2% *	6 5% *	6 5% *	23 7% l	* 0% *	7 3%	3 3% *	1 2% *
Prefer not to say	23 2%	1 1% *	3 2% *	12 4% e	7 1%	3 1%	5 2%	* 0% *	2 2% *	* 0% *	1 0%	- - *	- - *	- - *	2 3% km*
NET Satisfied	381 34%	51 38% *	55 36% *	108 38%	167 30%	74 27%	89 34% j	133 60% FGU*	37 31% *	27 22% *	84 25%	36 31% *	135 56% KLNO	34 38% o*	13 19% *
NET Dissatisfied	416 37%	47 35% *	68 45% D*	87 30%	213 38%	119 43% H	103 40% H	29 13% *	47 40% H*	66 54% gH*	157 47% M	50 43% M*	36 15%	38 42% M*	39 55% M*
Mean	2.92	3.03 *	2.82 *	3.08	2.83	2.67	2.92 J	3.75 FGU*	2.90 J*	2.32 *	2.58	2.79 o*	3.63 KLNO*	2.95 O*	2.27 *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Nigel Farage as Leader of Reform UK

Table: 55

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
1 Not at all satisfied (1)	315 28%	86 27%	124 36% dF	27 22% *	34 25% *	17 18% *	17 27% *	10 22% *	271 29% f	191 27%	94 31% M	23 27%	8 22%
2	90 8%	23 7%	28 8%	13 11% *	9 7% *	5 5% *	8 13% *	4 8% *	73 8%	48 7%	31 10%	7 8%	4 11%
3	187 16%	51 16%	51 15%	19 15% *	19 14% *	25 26% cehi*	18 28% bCdEhI*	5 11% *	140 15%	121 17%	44 14%	15 18%	7 20% k
4	260 23%	79 25%	63 18%	38 31% Cg*	35 26% *	25 25% *	10 16% *	10 23% *	215 23%	172 24%	64 21%	18 21%	8 21%
5 Very satisfied (5)	232 20%	64 20%	71 20%	23 19% *	32 23% *	25 25% g*	7 12% *	9 21% *	190 20%	145 20%	61 20%	18 22%	8 21%
Don't know	30 3%	12 4%	8 2%	4 3% *	2 1% *	* 0% *	2 4% *	2 5% f*	25 3%	20 3%	6 2%	2 2%	1 4%
Prefer not to say	23 2%	6 2%	4 1%	* 0% *	7 5% c*	1 1% *	* 0% *	4 10% BCDFGI*	17 2%	17 2%	5 2%	1 1%	* 0%
NET Satisfied	492 43%	143 44% g	134 38%	62 50% G*	67 49% G*	50 51% G*	17 28% *	19 44% *	406 44% G	317 44%	125 41%	36 43%	15 43%
NET Dissatisfied	404 36%	109 34%	152 43% eF	40 32% *	43 32% *	22 22% *	25 40% f*	13 30% *	344 37% F	238 33%	125 41% jm	29 35%	11 32%
Mean	3.00	3.04 *	2.79	3.15 *	3.17 *	3.37 CGI*	2.71 *	3.14 *	2.98	3.05	2.89	3.03	3.11

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 56

Filter: All those consenting

Weighted by: Weight variable

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
1 Not at all satisfied (1)	315 28%	101 26%	60 29% *	61 29%	60 26%	32 31% *
2	90 8%	27 7%	17 8% *	26 12% E	10 4%	9 9% *
3	187 16%	67 17%	34 16% *	31 15%	43 18%	13 13% *
4	260 23%	94 24%	56 27% *	45 22%	41 17%	24 24% *
5 Very satisfied (5)	232 20%	80 21%	32 16% *	43 21%	61 26% c	15 15% *
Don't know	30 3%	5 1%	2 1% *	3 1%	13 5% Bcd	9 8% BCD*
Prefer not to say	23 2%	10 3%	6 3% *	1 0%	6 2%	- - *

NET Satisfied	492 43%	173 45%	88 43% *	89 42%	102 44%	40 39% *
NET Dissatisfied	404 36%	129 34%	77 37% *	87 41% e	70 30%	41 40% *

Mean	3.00	3.06	2.91 *	2.93	3.15	2.81 *
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ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q6\_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Nigel Farage as Leader of Reform UK

Table: 57

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mi ning) (B)	Constructi on (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservati ve Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservati ve Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
1 Not at all satisfied (1)	315 28%	31 23% *	20 14% *	66 23%	197 35% CD	98 35% GH	10 4%	49 22% G*	48 40% GH*	63 52% FGH*	140 42% LM	1 1% *	52 22% L	32 36% Lm*	33 47% LM*
2	90 8%	10 7% *	11 7% *	15 5%	54 10%	23 8% G	2 1%	18 8% G*	23 19% fghj*	8 7% G*	35 11% L	1 1% *	17 7% l	8 9% l*	6 8% l*
3	187 16%	19 14% *	18 12% *	44 15%	106 19%	47 17% g	25 10%	52 23% G*	20 16% *	16 13% *	46 14%	9 8% *	53 22% L	28 31% KLo*	10 14% *
4	260 23%	42 31% E*	61 41% DE*	75 26% E	82 15%	68 25%	90 34% fij	53 24% *	19 16% *	26 21% *	75 23%	38 32% N*	60 25% n	10 11% *	14 19% *
5 Very satisfied (5)	232 20%	31 23% *	35 23% *	70 24%	96 17%	32 12% j	132 51% FHU	49 22% FU*	9 7% *	4 4% *	33 10%	69 59% KMNO*	57 24% KO	11 12% *	5 7% *
Don't know	30 3%	1 1% *	2 1% *	9 3%	18 3%	6 2%	* 0%	* 0% *	* 0% *	4 3% gh*	1 0%	- 0% *	1 0% *	* 0% *	1 2% *
Prefer not to say	23 2%	1 1% *	3 2% *	9 3%	10 2%	3 1%	1 0%	* 0% *	2 2% *	- - *	* 0%	- - *	- - *	- - *	2 3% km*
NET Satisfied	492 43%	73 54% E*	96 64% dE*	145 50% E	178 32%	101 36% i	222 85% FHU	102 46% U*	27 23% *	30 25% *	108 33%	107 91% KMNO*	118 49% KNO	21 23% *	19 27% *
NET Dissatisfied	404 36%	40 30% *	31 21% *	81 28%	251 45% bcd	121 44% gh	12 5%	67 30% G*	70 59% fGH*	71 59% fGH*	175 53% LM	2 1% *	69 29% L	41 45% Lm*	39 55% LM*
Mean	3.00	3.25 E*	3.55 E*	3.25 E	2.67	2.68 J	4.28 FHU	3.16 FU*	2.30 *	2.15 *	2.47	4.48 KMNO*	3.23 KNO	2.54 *	2.29 *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q7\_FEB. To what extent do you think Keir Starmer should continue as Prime Minister and Leader of the Labour party, or should he stand down and let somTable: 58

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
Definitely should continue – none of the alternatives would do a better job	193 17%	69 22% d	56 16%	13 10% *	18 13% *	22 23% d*	7 11% *	7 17% *	156 17%	129 18%	45 15%	12 14%	7 21% kl
Probably should continue – unlikely one of the alternatives would do a better job	326 29%	87 27%	108 31% d	24 19% *	40 29% *	30 30% *	29 45% BcDeHl*	9 21% *	259 28%	209 29% m	83 27%	27 33% M	8 22%
Probably should stand down – likely one of the alternatives would do a better job	226 20%	36 11%	69 20% b	41 33% BCl*	32 24% B*	23 23% B*	12 20% *	12 28% B*	178 19% b	118 17%	80 26% J	20 24% J	8 23% j
Definitely should stand down – one of the alternatives would do a better job	306 27%	100 31% F	94 27% f	38 31% F*	35 26% *	14 14% *	12 20% *	12 28% f*	268 29% F	200 28%	77 25%	20 24%	10 29%
Don't know	61 5%	19 6%	14 4%	6 5% *	9 6% *	10 10% *	2 3% *	2 5% *	48 5%	39 5%	17 6%	3 4%	2 4%
Prefer not to say	25 2%	10 3%	7 2%	3 2% *	3 2% *	* 0% *	1 2% *	1 2% *	23 2%	20 3%	4 1%	1 1%	* 1%

NET Should continue	519 46%	156 49% D	165 47% D	36 29% *	58 42% *	52 53% D*	35 56% Dh*	16 37% *	415 45% D	337 47%	128 42%	39 47%	15 43%
NET Should stand down	532 47%	136 42%	163 47%	79 64% BCeFGI*	67 49% *	37 37% *	25 40% *	24 56% f*	446 48%	318 45%	157 51%	40 48%	18 52%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q7\_FEB. To what extent do you think Keir Starmer should continue as Prime Minister  $\epsilon$  Table: 59

Filter: All those consenting

Weighted by: Weight variable

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
Definitely should continue – none of the alternatives would do a better job	193 17%	51 13%	68 33% BDEf*	29 14%	27 12%	19 18% *
Probably should continue – unlikely one of the alternatives would do a better job	326 29%	133 35% c	39 19% *	66 32% c	65 28%	24 23% *
Probably should stand down – likely one of the alternatives would do a better job	226 20%	79 21%	53 25% *	38 18%	37 16%	19 18% *
Definitely should stand down – one of the alternatives would do a better job	306 27%	95 25%	37 18% *	63 30% c	84 36% bc	27 26% *
Don't know	61 5%	16 4%	6 3% *	9 4%	16 7%	15 14% BCD*
Prefer not to say	25 2%	11 3%	5 2% *	5 2%	4 2%	- - *

NET Should continue	519 46%	183 48%	106 51% *	95 45%	92 39%	42 41% *
NET Should stand down	532 47%	174 45%	90 44% *	101 48%	121 52%	46 45% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q7\_FEB. To what extent do you think Keir Starmer should continue as Prime Minister and Leader of the Labour party, or should he stand down and let someone else takeover: Table: 60

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
Definitely should continue – none of the alternatives would do a better job	193 17%	13 9% *	26 17% *	61 21% b	94 17%	97 35% GHJ	26 10%	25 11% *	29 24% GhJ*	11 9% *	94 28% LMO	3 2% *	24 10% I	21 24% LMO*	3 4% *
Probably should continue – unlikely one of the alternatives would do a better job	326 29%	48 35% c*	29 20% *	77 27% c	172 30%	76 27%	49 19%	58 26% *	55 46% FGH*	41 33% G*	120 36% LM	14 12% *	57 24% I	34 38% L*	24 34% L*
Probably should stand down – likely one of the alternatives would do a better job	226 20%	30 22% *	42 28% E*	58 20%	97 17%	48 17%	47 18%	51 23% *	24 20% *	31 25% *	39 12%	19 16% *	67 28% K	22 25% k*	23 33% kl*
Definitely should stand down – one of the alternatives would do a better job	306 27%	37 27% *	42 28% *	79 27%	148 26%	43 15%	130 50% FHJ	71 32% FI*	11 10% *	30 25% I*	65 19%	78 67% KMNO*	81 34% KN	9 10% *	15 20% *
Don't know	61 5%	8 6% *	8 5% *	12 4%	34 6%	10 4%	6 2%	11 5% *	1 1% *	9 8% j*	11 3%	3 3% *	9 4%	3 3% *	7 9% *
Prefer not to say	25 2%	- - *	3 2% *	2 1%	20 4% d	4 1%	2 1%	5 2% *	- - *	- - *	3 1%	* 0% *	3 1%	- - *	- - *
NET Should continue	519 46%	60 45% *	55 37% *	138 48%	266 47%	174 62% GHJ	75 29%	82 37% *	84 70% GHJ*	51 42% g*	214 65% LMO	17 14% *	81 34% L	55 62% LMO*	26 37% L*
NET Should stand down	532 47%	67 49% *	84 56% e*	137 48%	245 43%	90 32%	176 68% FhJ	123 55% FI*	35 29% *	61 50% FI*	104 31%	97 83% KMNO*	148 62% KN	31 35% *	38 54% K*

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q8A\_FEB. Imagine the Chancellor had the choice between cutting taxes for businesses, meaning your business pays less tax even if it means spending less (Table: 61

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
Cut the taxes my business pays, even if it means spending less on public services	519 43%	152 43%	163 46%	62 48% *	47 34% *	45 44% *	28 40% *	22 42% *	425 44%	323 42%	142 45%	37 44%	17 48%
Increase spending on public services, even if it means my business pays more in taxes	426 35%	112 32%	115 32%	43 33% *	64 46% BCI*	45 44% *	28 40% *	18 36% *	334 34%	286 37%	98 31%	28 34%	13 37%
Neither	160 13%	60 17%	46 13%	20 16% *	13 10% *	10 9% *	6 9% *	4 8% *	139 14%	99 13%	43 14%	13 15%	5 13%
Don't know	96 8%	27 8%	33 9%	5 4% *	13 10% f*	2 2% *	8 11% f*	7 14% DF*	78 8%	59 8% m	29 9% M	6 7% m	1 3%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

**Fieldwork dates: 2nd February to 19th February 2026**

**BBPE\_Q8A\_FEB. Imagine the Chancellor had the choice between cutting taxes for businesses Table: 62**

**Filter: All respondents**

**Weighted by: Weight variable**

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
Cut the taxes my business pays, even if it means spending less on public services	519 43%	164 41%	100 43% *	102 46%	115 48% f	39 35% *
Increase spending on public services, even if it means my business pays more in taxes	426 35%	133 33%	101 43% d*	69 31%	79 33%	44 40% *
Neither	160 13%	62 16%	23 10% *	30 14%	23 10%	22 19% e*
Don't know	96 8%	39 10%	9 4% *	20 9%	20 9%	7 6% *

*ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)*

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q8A\_FEB. Imagine the Chancellor had the choice between cutting taxes for businesses, meaning your business pays less tax even if it means spending less on public services, or Table: 63

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
Cut the taxes my business pays, even if it means spending less on public services	519 43%	62 44% *	91 50% d*	107 36%	260 45%	89 32%	125 48% F	131 59% FU*	49 41% *	44 36% *	122 37%	74 63% Kno*	138 58% K	38 42% *	30 42% *
Increase spending on public services, even if it means my business pays more in taxes	426 35%	51 36% *	63 34% *	129 44% E	183 31%	130 47% gH	92 36% H	48 22% *	53 44% H*	46 38% H*	135 41% LM	27 23% *	61 25%	33 37% *	31 43% Lm*
Neither	160 13%	23 16% *	18 10% *	35 12%	84 14%	33 12%	25 10%	33 15% *	8 7% *	24 20% gi*	45 14%	12 10% *	32 13%	14 16% *	6 8% *
Don't know	96 8%	4 3% *	11 6% *	23 8%	57 10%	26 9%	17 7%	9 4% *	9 8% *	8 7% *	29 9%	4 4% *	9 4%	5 6% *	5 7% *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q8B\_FEB. Imagine the Chancellor had the choice between spending more on long-term investment (e.g. power and energy infrastructure, not day-to-day cTable: 64

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
Cut the taxes my business pays, even if it means reducing long-term investment spending	507 42%	138 39%	166 47% f	58 45% *	64 46% f*	32 31% *	27 39% *	21 42% *	426 44% f	323 42%	135 43%	33 39%	16 43%
Increase long-term investment spending, even if means my business pays more in taxes	418 35%	113 32%	113 32%	43 33% *	47 34% *	56 55% BCDEHI*	29 41% *	16 32% *	316 32%	265 35%	102 33%	34 41% K	16 44% JK
Neither	167 14%	68 19% ceg	40 11%	23 18% *	13 10% *	10 10% *	5 7% *	8 16% *	144 15%	107 14%	45 14%	11 14%	4 10%
Don't know	109 9%	32 9%	38 11%	7 5% *	13 9% *	5 5% *	9 13% *	5 10% *	90 9%	72 9% M	30 10% M	5 6% m	1 3%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q8B\_FEB. Imagine the Chancellor had the choice between spending more on long-term

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
Cut the taxes my business pays, even if it means reducing long-term investment spending	507 42%	181 45%	99 42% *	89 40%	101 42%	37 33% *
Increase long-term investment spending, even if means my business pays more in taxes	418 35%	105 26%	104 45% B*	81 36% b	86 36% b	42 38% *
Neither	167 14%	69 17% C	18 8% *	31 14%	26 11%	23 21% Ce*
Don't know	109 9%	43 11%	13 5% *	20 9%	25 11%	8 8% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q8B\_FEB. Imagine the Chancellor had the choice between spending more on long-term investment (e.g. power and energy infrastructure, not day-to-day costs such as staff or Table: 66

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
Cut the taxes my business pays, even if it means reducing long-term investment spending	507 42%	52 37% *	81 45% *	114 39%	260 44%	81 29%	136 52% FU	133 60% FU*	39 33% *	36 29% *	117 35%	82 70% KmNO*	129 54% KO	38 43% *	22 31% *
Increase long-term investment spending, even if means my business pays more in taxes	418 35%	51 36% *	58 32% *	109 37%	199 34%	137 49% GH	74 29%	50 23% *	63 53% GH*	50 41% gH*	141 42% LM	18 16% *	68 28% I	41 45% Lm*	36 50% LM*
Neither	167 14%	28 20% *	21 12% *	43 14%	76 13%	41 15%	27 11%	30 14% *	7 6% *	26 21% GI*	45 14%	9 8% *	31 13%	4 4% *	11 16% n*
Don't know	109 9%	9 7% *	22 12% *	28 10%	50 8%	19 7%	22 9%	9 4% *	10 9% *	10 8% *	29 9%	8 7% *	13 5%	7 8% *	2 3% *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q9A\_FEB. As you may know, there was a general election in the UK on the 4th of July 2024. Did you vote in this election?

Table: 67

Filter: All those consenting

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1164	132	223	142	207	165	146	149	704	232	321	367	244
Weighted base	1137	322	349	125	136	99	63	44	932	714	306	83	35
Yes	881 77%	223 69%	277 79% b	110 88% BegHI*	105 77% *	87 88% BHI*	48 76% *	31 71% *	715 77%	525 74%	253 83% J	73 88% Jk	31 87% J
No	203 18%	83 26% DFh	63 18% d	11 9% *	22 16% *	10 10% *	9 14% *	5 11% *	179 19% D	155 22% KLM	36 12%	8 9%	4 11%
I was not eligible	33 3%	11 3% c	1 0%	3 2% *	5 4% c*	2 2% *	6 9% Cfi*	6 13% BCDEFI*	20 2%	24 3%	8 2%	2 2%	* 1%
Prefer not to say	21 2%	5 2%	7 2%	1 1% *	4 3% *	- - *	1 1% *	2 5% dF*	18 2%	10 1%	9 3%	1 1%	* 1%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

**Fieldwork dates: 2nd February to 19th February 2026**

**BBPE\_Q9A\_FEB. As you may know, there was a general election in the UK on the 4th of July 2**Table: 68

**Filter: All those consenting**

**Weighted by: Weight variable**

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1164	296	191	265	298	114
Weighted base	1137	384	206	210	233	103
Yes	881 77%	290 75%	160 78% *	168 80%	176 76%	87 84% *
No	203 18%	65 17%	43 21% *	34 16%	47 20%	13 13% *
I was not eligible	33 3%	23 6% CD	* 0% *	1 1%	5 2%	3 3% *
Prefer not to say	21 2%	6 2%	3 1% *	7 3%	5 2%	* 0% *

*ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)*

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q9A\_FEB. As you may know, there was a general election in the UK on the 4th of July 2024. Did you vote in this election?

Table: 69

Filter: All those consenting

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1164	110	143	272	639	321	261	220	115	134	400	134	242	91	73
Weighted base	1137	135	150	288	564	278	260	221	120	122	331	117	240	89	71
Yes	881 77%	106 78% *	111 74% *	199 69%	465 83% D	231 83% G	183 70%	204 92% fGj*	102 86% G*	96 78% *	331 100%	117 100% *	240 100%	89 100% *	71 100% *
No	203 18%	19 14% *	35 23% e*	69 24% E	80 14%	41 15% h	64 25% fHi	16 7% *	15 13% *	21 18% H*	- -	- -	- -	- -	- -
I was not eligible	33 3%	10 7% cE*	1 1% *	13 4%	9 2%	6 2%	8 3%	1 1% *	1 1% *	1 1% *	- -	- -	- -	- -	- -
Prefer not to say	21 2%	1 1% *	3 2% *	8 3%	9 2%	1 0%	5 2%	* 0% *	1 1% *	4 3% *	- -	- -	- -	- -	- -

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q9B\_FEB. Which party did you vote for in this election?

**Table: 70**

Filter: All those consenting and who voted in the 2024 general election (9a=1)

**Weighted by: Weight variable**

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	969	94	184	125	172	148	123	123	575	171	263	320	215
Weighted base	881	223	277	110	105	87	48	31	715	525	253	73	31
Labour Party	331 38%	54 24% *	115 41% B	33 30% *	46 44% B*	39 45% B*	33 69% BCDEFH*	11 35% *	248 35% b	188 36%	98 39%	34 46% Jkm	11 37%
Conservative Party	240 27%	79 35% cEgh*	65 23%	37 34% egh*	20 19% *	26 31% *	8 17% *	5 17% *	200 28%	153 29%	61 24%	17 23%	9 29%
Reform UK	117 13%	35 16% *	31 11%	19 17% g*	19 18% g*	9 10% *	2 5% *	3 9% *	104 15%	75 14%	28 11%	11 15%	4 13%
Liberal Democrats	89 10%	23 10% *	38 14%	7 6% *	9 9% *	7 8% *	2 5% *	3 11% *	77 11%	51 10%	30 12% L	5 6% L	4 13% L
Green Party	42 5%	12 5% *	17 6%	6 5% *	3 3% *	2 2% *	1 2% *	2 7% *	37 5%	25 5% m	14 6% M	3 4%	* 1%
Scottish National Party (SNP)	22 2%	1 0% *	5 2%	7 6% B*	4 4% b*	3 3% *	1 1% *	1 4% b*	17 2%	11 2%	8 3%	2 3%	* 1%
Independent	5 1%	3 2% *	- -	1 0% *	- -	1 1% *	- -	- -	4 1%	2 0%	1 1%	1 1%	* 1%
Plaid Cymru	2 0%	2 1% *	- -	- -	- -	* 0% *	- -	- -	2 0%	2 0%	- -	* 0%	- -
Other – Please specify	4 1%	1 1% *	2 1%	* 0% *	1 1% *	* 0% *	- -	* 1% *	4 1%	- -	3 1% j	1 2% J	1 2% J
Can't remember	7 1%	- -	* 0%	1 1% *	- -	* 0% *	- -	5 16% BCDEFGI*	2 0%	3 1%	2 1%	1 1%	1 2%
Prefer not to say	21 2%	12 5% *	5 2%	- -	4 4% *	- -	* 0% *	* 0% *	21 3%	13 3%	7 3% L	- -	* 1%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q9B\_FEB. Which party did you vote for in this election?

**Table: 71**

Filter: All those consenting and who voted in the 2024 general election (94%) Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	969	248	160	219	244	98
Weighted base	881	290	160	168	176	87
Labour Party	331 38%	77 27%	71 45% B*	74 44% B*	71 40% B*	37 43% B*
Conservative Party	240 27%	93 32% F	49 31% F*	43 26% F*	46 26% F*	8 10% *
Reform UK	117 13%	35 12%	12 7% *	28 17% c*	36 20% cf*	7 8% *
Liberal Democrats	89 10%	46 16% DE	17 11% *	10 6% *	10 6% *	5 6% *
Green Party	42 5%	23 8%	4 3% *	8 5% *	6 3% *	1 1% *
Scottish National Party (SNP)	22 2%	- -	- - *	- - *	- - *	22 25% BCDE*
Independent	5 1%	- -	* 0% *	* 0% *	2 1% *	2 2% *
Plaid Cymru	2 0%	- -	- - *	2 1% *	- - *	- - *
Other – Please specify	4 1%	* 0%	- - *	* 0% *	- - *	4 5% BcDE*
Can't remember	7 1%	3 1%	2 1% *	1 0% *	1 0% *	* 0% *
Prefer not to say	21 2%	11 4%	5 3% *	1 1% *	4 2% *	- - *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_Q9B\_FEB. Which party did you vote for in this election?

Table: 72

Filter: All those consenting and who voted in the 2024 general election (9a=1)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	969	92	114	213	550	286	216	201	99	112	400	134	242	91	73
Weighted base	881	106	111	199	465	231	183	204	102	96	331	117	240	89	71
Labour Party	331 38%	31 29% *	29 26% *	74 37% *	196 42% C	215 93% GHUJ	25 14% *	22 11% *	20 20% *	25 26% gH*	331 100% LMNO	- - *	- - *	- - *	- - *
Conservative Party	240 27%	27 25% *	36 33% d*	40 20% *	137 29%	11 5%	30 16% F*	162 79% FGU*	11 11% *	11 11% *	- - *	- - *	240 100% KLNO	- - *	- - *
Reform UK	117 13%	20 19% e*	27 25% E*	28 14% *	42 9%	1 0%	111 61% FHUJ*	* 0% *	1 1% *	- - *	- - *	117 100% KMNO*	- - *	- - *	- - *
Liberal Democrats	89 10%	24 23% CDE*	6 6% *	11 6% *	48 10%	* 0%	9 5% F*	12 6% F*	64 63% FGHU*	2 2% *	- - *	- - *	- - *	89 100% KLMO*	- - *
Green Party	42 5%	1 1% *	5 5% *	13 7% *	22 5%	- -	- - *	3 1% *	3 3% f*	32 34% FGHI*	- - *	- - *	- - *	- - *	42 60% KLMN*
Scottish National Party (SNP)	22 2%	* 0% *	1 1% *	11 5% *	10 2%	- -	4 2% *	- - *	- - *	18 19% FGHI*	- - *	- - *	- - *	- - *	22 31% KLMN*
Independent	5 1%	* 0% *	2 2% *	1 1% *	1 0%	- -	- - *	1 0% *	2 2% *	1 1% *	- - *	- - *	- - *	- - *	5 6% KIM*
Plaid Cymru	2 0%	- - *	- - *	2 1% *	- -	- -	- - *	- - *	- - *	2 3% f*	- - *	- - *	- - *	- - *	2 3% Km*
Other – Please specify	4 1%	2 2% *	* 0% *	* 0% *	2 0%	- -	- - *	- - *	- - *	4 5% FGH*	- - *	- - *	- - *	- - *	- - *
Can't remember	7 1%	- - *	- - *	5 3% e*	1 0%	* 0%	3 2% *	* 0% *	- - *	* 0% *	- - *	- - *	- - *	- - *	- - *
Prefer not to say	21 2%	- - *	3 3% *	11 6% E*	6 1%	3 1%	- - *	4 2% *	1 1% *	- - *	- - *	- - *	- - *	- - *	- - *

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_QA1\_FEB. To what extent has your organisation adopted Artificial Intelligence (AI) solutions?**

**Table: 73**

Filter: All respondents

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1200	143	229	146	209	169	150	154	727	250	328	372	250
Weighted base	1200	351	357	130	138	102	70	51	976	768	312	84	36
Integrated AI in a few business functions	429 36%	107 30%	104 29%	66 51% BCHI*	51 37% *	46 45% bCHI*	42 59% BCEHI*	12 24% *	329 34%	268 35%	111 36%	35 42% j	15 42%
Planning to implement AI	190 16%	55 16%	57 16%	22 17% *	21 15% *	9 9% *	8 12% *	18 34% BCDEFGI*	155 16%	121 16%	57 18% LM	9 11%	4 10%
Piloting AI	136 11%	35 10%	46 13%	14 11% *	21 15% *	8 8% *	6 8% *	5 10% *	117 12%	93 12%	27 9%	10 12%	5 13% k
Widely integrated AI	133 11%	33 9%	24 7%	12 10% *	19 14% c*	26 25% BCDel*	9 13% *	10 19% bCI*	88 9%	68 9%	38 12%	17 20% JK	10 27% JKI
None of the above	312 26%	122 35% DEFGH	126 35% DEFGH	14 11% *	25 18% *	13 13% *	6 8% *	6 12% *	287 29% DEFGH	219 28% LM	79 25% LM	12 14% M	3 7%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA1\_FEB. To what extent has your organisation adopted Artificial Intelligence (AI) soluTable: 74

Filter: All respondents

Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	1200	304	201	273	305	117
Weighted base	1200	398	234	221	237	111
Integrated AI in a few business functions	429 36%	131 33%	108 46% BEF*	83 38%	76 32%	31 28% *
Planning to implement AI	190 16%	76 19%	28 12% *	28 13%	35 15%	24 21% *
Piloting AI	136 11%	42 10%	30 13% *	29 13%	27 11%	9 8% *
Widely integrated AI	133 11%	33 8%	34 14% *	21 9%	31 13%	14 12% *
None of the above	312 26%	117 29% c	34 15% *	60 27% c	67 28% c	34 31% c*

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA1\_FEB. To what extent has your organisation adopted Artificial Intelligence (AI) solutions?

Table: 75

Filter: All respondents

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	1200	113	158	279	650	321	261	220	115	134	400	134	242	91	73
Weighted base	1200	139	182	294	584	278	260	221	120	122	331	117	240	89	71
Integrated AI in a few business functions	429 36%	35 25% *	66 36% *	129 44% Be	199 34%	94 34%	107 41%	67 30% *	46 39% *	48 39% *	106 32%	36 31% *	98 41%	29 33% *	21 30% *
Planning to implement AI	190 16%	30 22% *	25 14% *	39 13%	96 16%	56 20% j	37 14%	34 15% *	14 12% *	11 9% *	67 20% M	16 14% *	25 10%	15 17% *	11 15% *
Piloting AI	136 11%	19 14% *	23 12% *	22 7%	72 12%	31 11%	20 8%	30 14% *	14 12% *	11 9% *	46 14%	9 8% *	25 10%	10 12% *	8 12% *
Widely integrated AI	133 11%	20 14% *	14 8% *	24 8%	74 13%	44 16% J	24 9%	20 9% *	20 17% j*	7 5% *	49 15% M	14 12% *	15 6%	14 15% *	4 5% *
None of the above	312 26%	35 25% *	54 30% *	81 27%	143 24%	53 19%	72 28%	70 32% F*	25 21% *	45 37% Fj*	63 19%	42 35% K*	77 32% K	21 23% *	27 38% K*

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is (Table: 76

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) **Weighted by: Weight variable**

BBPE_QA2_FEB. For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI?							
	IT	Marketing and sales	Product and/or service development	Operations	Business planning	Strategy and corporate finance	HR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	819	819	819	819	819	819	819
Weighted base	698	698	698	698	698	698	698
Currently using AI	338 48% BCDEFG	276 40% eFG	251 36% fG	243 35% G	239 34% G	213 30%	190 27%
Planning to use AI	192 27%	204 29%	211 30%	231 33% a	224 32%	202 29%	211 30%
Not planning to use AI, but would consider using it	97 14%	123 18%	143 21% A	140 20% A	155 22% A	185 27% ABcD	177 25% ABcd
Not planning to use AI, and would not consider using it	36 5%	50 7%	59 8% ad	36 5%	47 7%	46 7%	75 11% AbDEF
Don't know	28 4%	28 4%	19 3%	24 3%	23 3%	36 5% c	26 4%
Not applicable	7 1%	16 2%	14 2% a	23 3% Ae	10 1%	16 2%	18 3% a

Overlap formulae used  
 ColumnProportions (5%): A/B/C/D/E/F/G (10%): a/b/c/d/e/f/g Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A/B/C/D/E/F/G (10%): a/b/c/d/e/f/g Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using it? **Table: 77**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Currently using AI	338 48%	89 51% *	73 42% *	40 43% *	35 38% *	42 52% *	42 75% BCDEFI*	16 60% CdEI*	237 44%	199 46%	85 48%	34 55%	19 63% JK
Planning to use AI	192 27%	49 28% *	50 29% *	28 30% *	32 35% g*	16 20% *	10 18% *	7 25% *	159 30%	109 26%	58 33% M	18 28%	7 23%
Not planning to use AI, but would consider using it	97 14%	16 9% *	35 20% g*	16 18% *	13 14% *	12 14% *	3 5% *	3 11% *	80 15%	71 16% km	16 9%	8 13%	3 9%
Not planning to use AI, and would not consider using it	36 5%	9 5% *	8 4% *	7 8% *	7 7% *	4 5% *	1 1% *	1 2% *	30 6%	25 6% m	8 5%	2 3%	* 1%
Don't know	28 4%	8 4% *	7 4% *	2 2% *	5 5% *	7 8% *	- - *	* 2% *	21 4%	17 4%	9 5% l	1 2%	1 3%
Not applicable	7 1%	4 2% *	3 2% *	- - *	* 0% *	- - *	- - *	* 0% *	7 1%	7 2%	- -	- -	* 1% KL

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is using AI? Table: 78

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non-London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Currently using AI	338 48%	99 48% *	85 50% *	53 40% *	70 52% *	30 57% d*
Planning to use AI	192 27%	63 30% *	53 31% *	35 27% *	29 21% *	12 23% *
Not planning to use AI, but would consider using it	97 14%	20 10% *	27 15% *	26 19% b*	18 14% *	6 12% *
Not planning to use AI, and would not consider using it	36 5%	7 4% *	3 2% *	12 9% c*	12 9% c*	1 2% *
Don't know	28 4%	12 6% *	3 2% *	7 5% *	2 2% *	3 6% *
Not applicable	7 1%	4 2% *	- - *	* 0% *	3 2% *	- - *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI? - IT

Table: 79

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Currently using AI	338 48%	24 32% **	53 51% *	88 51% *	172 50%	98 58% *	73 49% *	57 49% *	34 42% **	33 50% *	116 58%	28 47% **	65 47% *	19 36% **	17 51% **
Planning to use AI	192 27%	32 43% **	27 26% *	36 21% *	96 28%	34 20% *	37 24% *	36 30% *	32 39% **	12 18% *	44 22%	19 31% **	44 32% *	17 31% **	4 13% **
Not planning to use AI, but would consider using it	97 14%	12 16% **	12 12% *	31 18% *	43 12%	22 13% *	20 14% *	11 9% *	8 11% **	13 20% *	23 12%	5 9% **	17 13% *	8 16% **	5 15% **
Not planning to use AI, and would not consider using it	36 5%	4 5% **	9 9% *	11 6% *	12 3%	7 4% *	8 5% *	9 8% *	5 6% **	1 2% *	11 6%	1 1% **	10 7% *	5 9% **	* 1% **
Don't know	28 4%	2 3% **	2 2% *	5 3% *	19 5%	4 2% *	12 8% h*	1 1% *	1 1% **	7 10% fh*	3 1%	7 12% **	2 1% *	4 8% **	7 20% **
Not applicable	7 1%	* 0% **	- - *	4 2% *	3 1%	3 2% *	- - *	4 3% *	- - **	- - *	3 2%	- - **	- - *	- - **	- - **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using it? **Table: 80**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Currently using AI	276 40%	74 42% *	77 44% *	28 30% *	30 33% *	39 49% dh*	20 35% *	9 32% *	208 39%	176 41%	59 33%	28 44% k	14 48% k
Planning to use AI	204 29%	47 27% *	46 26% *	38 40% f*	26 29% *	15 18% *	21 37% f*	12 44% BCeFI*	157 29%	112 26%	62 35% j	22 35% j	9 31%
Not planning to use AI, but would consider using it	123 18%	32 19% *	29 17% *	19 20% *	17 19% *	15 18% *	8 14% *	3 12% *	98 18%	80 19%	30 17%	10 15%	4 13%
Not planning to use AI, and would not consider using it	50 7%	7 4% *	17 10% *	3 4% *	5 6% *	9 11% *	7 13% b*	2 6% *	32 6%	32 7% l	15 9% LM	2 3%	1 3%
Don't know	28 4%	8 5% *	4 2% *	2 3% *	9 10% cg*	3 4% *	* 1% *	1 5% *	24 4%	18 4%	8 5%	1 2%	1 2%
Not applicable	16 2%	7 4% *	1 1% *	3 4% *	3 4% *	- - *	- - *	1 2% *	15 3%	11 3%	3 1%	1 2%	1 3%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is using AI? **Table: 81**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) **Weighted by: Weight variable**

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Currently using AI	276 40%	65 32% *	81 47% b*	50 38% *	55 41% *	26 48% *
Planning to use AI	204 29%	71 35% *	48 28% *	36 27% *	38 28% *	11 20% *
Not planning to use AI, but would consider using it	123 18%	35 17% *	26 15% *	25 19% *	29 21% *	8 16% *
Not planning to use AI, and would not consider using it	50 7%	14 7% *	11 7% *	11 8% *	12 9% *	1 3% *
Don't know	28 4%	13 6% e*	5 3% *	7 5% e*	* 0% *	4 7% E*
Not applicable	16 2%	7 3% *	* 0% *	5 4% *	* 0% *	3 6% ce*

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI? - Marketing ;Table: 82

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Currently using AI	276 40%	14 19% **	42 41% *	81 46% *	139 40%	70 41% *	68 45% *	36 31% *	28 35% **	31 48% *	98 49% M	24 41% **	38 27% *	13 24% **	16 48% **
Planning to use AI	204 29%	27 37% **	34 33% *	44 25% *	99 29%	49 29% *	35 23% *	42 36% *	21 27% **	16 24% *	53 27%	13 22% **	61 44% K*	8 15% **	9 26% **
Not planning to use AI, but would consider using it	123 18%	24 32% **	13 12% *	28 16% *	59 17%	24 14% *	29 20% *	19 16% *	27 34% **	8 13% *	25 12%	12 21% **	24 17% *	25 48% **	6 18% **
Not planning to use AI, and would not consider using it	50 7%	6 8% **	8 7% *	14 8% *	22 6%	14 8% *	10 7% *	8 7% *	- - **	5 8% *	17 9%	7 11% **	6 5% *	3 6% **	1 3% **
Don't know	28 4%	3 4% **	5 4% *	3 2% *	18 5%	8 5% *	6 4% *	3 3% *	3 4% **	5 7% *	3 1%	1 2% **	5 3% *	3 6% **	2 5% **
Not applicable	16 2%	* 1% **	2 2% *	4 2% *	9 3%	4 3% *	2 1% *	8 7% *	* 0% **	- - *	5 2%	2 4% **	5 3% *	* 1% **	- - **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using it? **Table: 83**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Currently using AI	251 36%	69 39% *	58 33% *	26 28% *	25 27% *	36 44% e*	26 46% e*	12 44% dEi*	177 33%	157 37%	59 33%	23 37%	12 41%
Planning to use AI	211 30%	53 30% *	46 26% *	34 36% *	27 29% *	19 23% *	24 42% f*	10 35% *	159 30%	121 28%	55 31%	24 38% j	11 37% j
Not planning to use AI, but would consider using it	143 21%	36 21% *	42 24% g*	14 15% *	23 25% gh*	20 25% g*	5 9% *	3 13% *	115 21% g	94 22%	34 20%	11 18%	4 14%
Not planning to use AI, and would not consider using it	59 8%	8 5% *	20 12% *	15 16% bfg*	10 11% *	3 3% *	1 2% *	2 6% *	54 10%	38 9% m	17 10% IM	3 5%	1 3%
Don't know	19 3%	- - *	5 3% *	4 5% b*	6 7% B*	3 3% *	* 1% *	* 1% b*	15 3%	10 2%	7 4% l	1 1%	1 2%
Not applicable	14 2%	8 5% *	4 2% *	1 1% *	1 1% *	* 0% *	* 1% *	* 1% *	14 3%	10 2%	3 2%	1 1%	1 3% l

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is using AI? **Table: 84**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) **Weighted by: Weight variable**

	Broad Region					
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Currently using AI	251 36%	66 32% *	88 51% BDE*	37 28% *	41 30% *	19 37% *
Planning to use AI	211 30%	68 33% *	40 23% *	44 33% *	48 36% *	12 22% *
Not planning to use AI, but would consider using it	143 21%	45 22% *	29 17% *	26 20% *	32 24% *	12 22% *
Not planning to use AI, and would not consider using it	59 8%	9 4% *	12 7% *	25 19% BCeF*	11 8% *	2 3% *
Don't know	19 3%	13 6% dE*	2 1% *	* 0% *	* 0% *	3 5% de*
Not applicable	14 2%	4 2% *	* 0% *	1 1% *	3 2% *	6 10% BCDe*

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI? - Product anTable: 85

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Currently using AI	251 36%	10 14% **	33 32% *	67 38% *	141 41%	62 37% *	53 35% *	44 37% *	27 33% **	21 33% *	69 34%	20 33% **	54 39% *	17 32% **	12 37% **
Planning to use AI	211 30%	31 42% **	39 38% e*	55 32% *	86 25%	42 25% *	42 28% *	40 34% *	31 39% **	26 40% f*	68 34%	12 20% **	40 29% *	20 38% **	10 31% **
Not planning to use AI, but would consider using it	143 21%	17 23% **	23 23% *	27 16% *	76 22%	30 18% *	44 29% f*	20 17% *	14 17% **	10 16% *	36 18%	24 40% **	30 21% *	10 20% **	4 13% **
Not planning to use AI, and would not consider using it	59 8%	13 17% **	7 7% *	19 11% *	20 6%	22 13% *	10 7% *	8 7% *	5 6% **	5 7% *	16 8%	4 7% **	8 6% *	5 9% **	4 11% **
Don't know	19 3%	3 4% **	* 0% *	1 1% *	15 4%	7 4% *	1 1% *	1 1% *	4 4% **	1 2% *	5 2%	* 0% **	6 4% *	* 1% **	1 3% **
Not applicable	14 2%	- - **	1 1% *	5 3% *	9 2%	7 4% *	1 0% *	4 4% *	* 0% **	1 2% *	7 4%	* 1% **	* 0% *	* 0% **	2 6% **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using it? **Table: 86**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Currently using AI	243 35%	74 42% E*	58 33% *	32 34% *	21 23% *	22 27% *	26 46% Ef*	11 40% E*	185 35%	146 34%	58 33%	25 39%	14 48% JKI
Planning to use AI	231 33%	51 29% *	46 26% *	29 31% *	36 39% *	36 45% Ci*	25 44% ci*	10 35% *	161 30%	141 33%	57 32%	22 35%	11 36%
Not planning to use AI, but would consider using it	140 20%	38 22% *	46 26% fgh*	17 18% *	22 24% g*	10 12% *	4 8% *	3 13% *	122 23% Gh	91 21% M	34 19% M	12 18% M	3 11%
Not planning to use AI, and would not consider using it	36 5%	* 0% *	12 7% b*	14 15% BEGI*	2 2% *	5 6% b*	1 1% *	2 6% B*	29 5% b	19 4%	13 7% m	3 6%	1 2%
Don't know	24 3%	1 1% *	5 3% *	2 2% *	7 7% Bi*	8 10% Bgi*	- - *	1 5% Bg*	15 3%	12 3%	12 7% jLM	* 0%	* 1%
Not applicable	23 3%	11 6% *	8 4% *	- - *	4 4% *	- - *	* 0% *	* 1% *	22 4%	20 5%	2 1%	1 1%	* 2%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is using AI? Table: 87

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Currently using AI	243 35%	69 34% *	64 37% *	36 27% *	49 37% *	25 48% D*
Planning to use AI	231 33%	72 35% *	57 33% *	50 37% *	40 30% *	12 23% *
Not planning to use AI, but would consider using it	140 20%	43 21% *	31 18% *	30 23% *	26 19% *	10 20% *
Not planning to use AI, and would not consider using it	36 5%	5 3% *	4 2% *	14 11% BC*	12 9% bc*	1 3% *
Don't know	24 3%	8 4% *	7 4% *	1 1% *	4 3% *	3 6% d*
Not applicable	23 3%	9 4% *	9 5% *	3 2% *	3 2% *	* 0% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI? - Operations Table: 88

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Currently using AI	243 35%	31 42% **	38 36% *	56 32% *	119 34%	51 30% *	65 43% *	45 38% *	33 41% **	25 38% *	68 34%	28 47% **	52 37% *	14 27% **	12 37% **
Planning to use AI	231 33%	20 26% **	36 35% *	57 33% *	118 34%	70 41% J*	45 30% *	42 36% J*	24 30% **	11 16% *	64 32%	21 36% **	53 38% *	26 49% **	7 21% **
Not planning to use AI, but would consider using it	140 20%	14 18% **	15 15% *	42 24% *	70 20%	28 16% *	29 19% *	15 13% *	16 20% **	19 29% h*	48 24% m	9 15% **	18 13% *	8 15% **	10 31% **
Not planning to use AI, and would not consider using it	36 5%	7 9% **	1 1% *	13 7% *	16 5%	9 5% *	5 3% *	6 5% *	4 5% **	8 12% g*	10 5%	1 1% **	3 2% *	5 9% **	2 6% **
Don't know	24 3%	4 5% **	9 9% De*	1 1% *	10 3%	8 5% *	5 4% *	* 0% *	1 1% **	3 4% *	3 2%	1 2% **	2 2% *	- - **	2 5% **
Not applicable	23 3%	- - **	3 3% *	7 4% *	13 4%	4 2% *	1 1% *	10 8% G*	2 2% **	* 0% *	8 4%	- - **	11 8% *	* 1% **	* 0% **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using it? **Table: 89**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Currently using AI	239 34%	72 42% *	59 34% *	25 27% *	24 26% *	28 35% *	19 34% *	11 39% *	181 34%	149 35%	53 30%	22 36%	14 46% jKL
Planning to use AI	224 32%	62 36% *	51 29% *	40 42% *	25 28% *	21 27% *	17 30% *	8 29% *	178 33%	135 32%	58 33%	22 36%	9 29%
Not planning to use AI, but would consider using it	155 22%	25 14% *	44 25% *	15 16% *	23 25% *	28 34% Bdl*	16 28% b*	5 19% *	106 20%	97 23% m	40 23% M	14 22% M	4 14%
Not planning to use AI, and would not consider using it	47 7%	4 2% *	16 9% f*	11 11% bF*	10 11% bF*	* 0% *	4 7% *	2 8% F*	41 8% f	28 7%	14 8%	3 4%	2 5%
Don't know	23 3%	4 2% *	4 2% *	3 3% *	8 8% *	3 3% *	1 1% *	1 3% *	19 3%	12 3%	9 5% l	1 1%	1 4% l
Not applicable	10 1%	7 4% *	1 1% *	* 0% *	2 2% *	* 0% *	- 0% *	* 2% *	10 2%	7 2%	3 1%	1 1%	1 2%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is using AI? Table: 90

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Currently using AI	239 34%	80 39% *	52 30% *	39 29% *	48 35% *	20 38% *
Planning to use AI	224 32%	57 28% *	73 43% bdF*	38 28% *	48 35% f*	9 16% *
Not planning to use AI, but would consider using it	155 22%	39 19% *	39 23% *	40 30% E*	17 13% *	20 37% BE*
Not planning to use AI, and would not consider using it	47 7%	17 8% c*	1 1% *	13 10% c*	14 10% c*	1 2% *
Don't know	23 3%	8 4% *	5 3% *	3 2% *	4 3% *	3 5% *
Not applicable	10 1%	6 3% *	* 0% *	* 0% *	4 3% *	1 1% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI? - Business pl:Table: 91

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Currently using AI	239 34%	19 25% **	41 40% *	66 38% *	114 33%	52 31% *	65 43% j*	48 41% *	36 45% **	16 24% *	80 40%	16 26% **	50 36% *	16 30% **	10 31% **
Planning to use AI	224 32%	33 45% **	28 27% *	38 22% *	125 36% D	53 31% *	46 30% *	38 32% *	19 23% **	33 50% FGh*	52 26%	30 50% **	47 34% *	15 28% **	16 47% **
Not planning to use AI, but would consider using it	155 22%	14 19% **	28 27% *	42 24% *	72 21%	42 25% *	23 15% *	16 14% *	17 21% **	12 19% *	48 24%	7 12% **	29 21% *	17 31% **	5 16% **
Not planning to use AI, and would not consider using it	47 7%	5 6% **	3 3% *	18 10% *	21 6%	10 6% *	15 10% *	7 6% *	8 10% **	2 3% *	11 5%	6 9% **	5 4% *	6 11% **	1 3% **
Don't know	23 3%	3 4% **	3 3% *	5 3% *	12 3%	11 6% *	2 2% *	5 4% *	* 0% **	2 3% *	5 3%	1 2% **	6 4% *	* 0% **	1 3% **
Not applicable	10 1%	1 2% **	1 1% *	7 4% e*	2 1%	1 1% *	* 0% *	4 4% *	* 0% **	1 1% *	4 2%	* 1% **	* 0% *	* 1% **	- - **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using it? **Table: 92**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Currently using AI	213 30%	56 32% *	56 32% *	29 32% *	21 23% *	21 26% *	18 32% *	11 42% Efi*	163 30%	130 30%	50 28%	22 36% k	10 34%
Planning to use AI	202 29%	45 26% *	49 28% *	23 25% *	33 36% *	29 36% *	14 25% *	8 29% *	151 28%	114 27%	57 32%	20 33%	10 35% j
Not planning to use AI, but would consider using it	185 27%	50 29% h*	39 22% *	27 29% h*	28 31% H*	15 19% *	21 37% fh*	4 15% *	145 27% H	125 29%	40 23%	13 21%	7 23%
Not planning to use AI, and would not consider using it	46 7%	8 5% *	23 13% bEgi*	4 4% *	2 2% *	6 7% *	1 2% *	2 7% e*	37 7%	29 7%	12 7%	4 6%	1 3%
Don't know	36 5%	7 4% *	6 3% *	6 6% *	6 7% *	8 11% *	2 3% *	2 6% *	24 5%	20 5%	14 8% LM	2 3%	1 2%
Not applicable	16 2%	9 5% *	1 1% *	3 4% *	1 1% *	1 2% *	* 1% *	* 1% *	14 3%	10 2%	4 2%	1 2%	1 3%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is using AI? Table: 93

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Currently using AI	213 30%	52 25% *	60 35% *	39 29% *	44 33% *	18 34% *
Planning to use AI	202 29%	58 28% *	50 29% *	33 25% *	43 32% *	17 32% *
Not planning to use AI, but would consider using it	185 27%	60 29% *	51 30% *	34 26% *	30 23% *	10 20% *
Not planning to use AI, and would not consider using it	46 7%	14 7% *	7 4% *	14 11% *	10 7% *	1 1% *
Don't know	36 5%	12 6% *	3 2% *	10 7% *	5 3% *	7 13% Ce*
Not applicable	16 2%	9 5% *	1 0% *	3 2% *	3 2% *	1 1% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI? - Strategy anTable: 94

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Currently using AI	213 30%	10 13% **	42 41% e*	67 38% *	95 27%	53 31% *	59 39% h*	29 25% *	21 26% **	27 41% *	63 31%	20 34% **	39 28% *	9 18% **	15 45% **
Planning to use AI	202 29%	24 32% **	32 31% *	43 24% *	103 30%	55 32% j*	41 27% *	47 40% j*	22 27% **	11 17% *	62 31%	21 36% **	48 35% *	11 21% **	7 21% **
Not planning to use AI, but would consider using it	185 27%	27 36% **	22 21% *	41 23% *	96 28%	41 25% *	29 19% *	20 17% *	28 35% **	20 31% *	51 25%	8 13% **	36 26% *	18 34% **	7 22% **
Not planning to use AI, and would not consider using it	46 7%	7 10% **	3 3% *	10 6% *	26 7%	12 7% *	9 6% *	3 3% *	4 5% **	3 4% *	11 6%	6 11% **	8 6% *	4 8% **	1 3% **
Don't know	36 5%	7 9% **	4 4% *	5 3% *	20 6%	4 3% *	11 7% *	12 10% f*	1 2% **	4 6% *	7 3%	4 6% **	7 5% *	7 12% **	3 9% **
Not applicable	16 2%	* 0% **	1 1% *	10 6% *	6 2%	3 2% *	* 0% *	7 6% g*	4 5% **	1 1% *	7 3%	* 1% **	1 1% *	4 8% **	- - **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using it? **Table: 95**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Currently using AI	190 27%	45 26% *	50 28% *	26 28% *	23 25% *	26 32% *	11 20% *	9 34% *	144 27%	117 27%	43 24%	19 31%	11 37% jK
Planning to use AI	211 30%	63 36% c*	36 21% *	33 35% c*	26 28% *	20 25% *	23 41% c*	10 37% c*	158 30%	122 28%	56 32%	23 37%	10 35%
Not planning to use AI, but would consider using it	177 25%	40 23% *	48 27% *	20 21% *	24 27% *	27 34% H*	15 26% *	4 15% *	131 25%	117 27% m	41 23%	13 22%	5 18%
Not planning to use AI, and would not consider using it	75 11%	12 7% *	29 16% f*	9 10% *	13 15% *	4 5% *	6 10% *	2 8% *	63 12%	48 11%	19 11%	5 8%	2 6%
Don't know	26 4%	3 2% *	9 5% *	4 4% *	4 5% *	3 3% *	2 3% *	1 5% *	20 4%	13 3%	11 6% L	1 2%	1 3%
Not applicable	18 3%	12 7% *	3 2% *	2 2% *	1 1% *	1 1% *	* 0% *	- - *	17 3%	11 3%	7 4%	1 2%	* 1%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA2\_FEB. For each of the following business functions, can you tell us whether your business is using AI? Table: 96

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Currently using AI	190 27%	50 24% *	54 32% *	33 25% *	41 31% *	11 21% *
Planning to use AI	211 30%	64 31% *	51 30% *	36 27% *	45 34% *	15 28% *
Not planning to use AI, but would consider using it	177 25%	57 28% E*	48 28% e*	41 31% E*	18 14% *	13 25% *
Not planning to use AI, and would not consider using it	75 11%	21 10% *	13 8% *	16 12% *	23 17% F*	1 2% *
Don't know	26 4%	3 1% *	4 2% *	6 5% *	5 3% *	8 16% BCdE*
Not applicable	18 3%	10 5% *	1 0% *	1 1% *	2 1% *	4 8% CDe*

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)

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**BBPE\_QA2\_FEB.** For each of the following business functions, can you tell us whether your business is currently using AI, planning to use AI, or would consider using AI? - HR **Table: 97**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

**Weighted by: Weight variable**

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total	Manufacturing (production/agric/mining)	Construction	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other	Labour Party	Reform UK	Conservative Party	Liberal Democrats	Other
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Currently using AI	190 27%	25 34% **	30 29% *	62 35% E*	74 21%	54 32% *	45 30% *	40 34% *	18 22% **	12 19% *	50 25%	11 19% **	44 32% *	9 17% **	10 30% **
Planning to use AI	211 30%	14 19% **	40 38% D*	29 17% *	128 37% D	39 23% *	41 27% *	34 29% *	23 29% **	29 44% Fg*	59 30%	26 43% **	44 32% *	10 20% **	8 24% **
Not planning to use AI, but would consider using it	177 25%	29 39% **	26 26% *	33 19% *	89 26%	40 23% *	43 29% *	25 21% *	28 35% **	10 15% *	47 23%	14 23% **	33 24% *	24 45% **	8 25% **
Not planning to use AI, and would not consider using it	75 11%	3 4% **	5 4% *	38 21% CE*	30 9%	23 14% *	17 11% *	8 7% *	6 7% **	11 17% *	24 12%	6 10% **	9 7% *	6 11% **	5 15% **
Don't know	26 4%	3 4% **	2 2% *	3 2% *	18 5%	6 4% *	4 3% *	6 5% *	2 2% **	2 3% *	12 6%	3 5% **	6 5% *	* 0% **	2 6% **
Not applicable	18 3%	- - **	1 1% *	11 6% *	7 2%	7 4% g*	- - *	5 4% g*	4 5% **	1 2% *	8 4%	- - **	1 1% *	4 8% **	- - **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

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**Public Affairs**

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**BBPE\_QA3\_FEB. What, if any, have been the biggest benefits of implementing AI in your organisation?**

**Table: 98**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

**Weighted by: Weight variable**

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Increased efficiency / productivity	341 49%	88 51% *	86 50% *	43 46% *	44 49% *	36 44% *	32 56% *	11 42% *	263 49%	200 47%	91 52%	34 54%	16 54%
Enhanced data analysis and insights	252 36%	42 24% *	71 40% b*	35 38% *	33 36% *	30 38% *	28 49% Bi*	13 46% Bi*	181 34%	144 34%	65 37%	27 43% j	16 53% JKL
Reduced operational costs	240 34%	67 39% *	50 29% *	35 38% *	34 37% *	19 24% *	24 43% f*	10 35% *	188 35%	145 34%	61 34%	24 38%	11 37%
Better strategic decision-making	238 34%	49 28% *	59 34% *	30 32% *	28 31% *	37 47% bi*	23 42% *	12 42% bi*	166 31%	149 35%	54 31%	21 34%	13 45% JKL
Improved customer service	235 34%	49 28% *	50 29% *	34 37% *	28 30% *	40 50% BCeI*	23 41% *	11 39% *	161 30%	144 34%	51 29%	25 40% k	15 51% JKL
Innovation in products and services	232 33%	68 39% e*	51 29% *	22 23% *	21 23% *	36 45% cDEI*	24 43% dE*	10 36% e*	162 30%	147 34%	52 29%	21 34%	12 39% k
Increased employee satisfaction	181 26%	35 20% *	44 25% *	29 31% E*	12 14% *	30 37% bEI*	23 41% BcEI*	8 31% E*	120 23%	112 26%	43 24%	18 29%	8 28%
Other. Please specify	1 0%	- - *	1 1% *	- - *	* 0% *	- - *	- - *	- - *	1 0%	- -	1 1%	* 0%	- -
None, there have been no benefits of implementing AI	18 3%	6 3% *	* 0% *	6 6% C*	4 5% c*	2 3% *	- - *	* 1% *	16 3%	16 4%	1 1%	1 2%	* 1%
Don't know	8 1%	5 3% *	1 1% *	- - *	1 1% *	- - *	1 1% *	* 1% *	7 1%	4 1%	3 2%	1 2%	- -

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA3\_FEB. What, if any, have been the biggest benefits of implementing AI in your org? Table: 99

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) Weighted by: Weight variable

	Total (A)	Broad Region				
		South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Increased efficiency / productivity	341 49%	104 51% *	85 49% *	61 46% *	57 43% *	34 65% dE*
Enhanced data analysis and insights	252 36%	61 30% f*	72 42% f*	64 48% BF*	48 35% f*	7 13% *
Reduced operational costs	240 34%	60 29% *	74 43% *	42 32% *	45 34% *	19 35% *
Better strategic decision-making	238 34%	61 30% *	63 36% *	52 39% *	49 36% *	13 25% *
Improved customer service	235 34%	67 32% *	53 31% *	44 33% *	53 39% *	19 35% *
Innovation in products and services	232 33%	69 34% *	67 39% *	47 35% *	35 26% *	14 27% *
Increased employee satisfaction	181 26%	34 17% *	62 36% B*	37 27% *	36 27% *	11 21% *
Other. Please specify	1 0%	1 1% *	- - *	- - *	* 0% *	- - *
None, there have been no benefits of implementing AI	18 3%	4 2% *	4 3% *	* 0% *	8 6% D*	1 3% *
Don't know	8 1%	5 2% *	* 0% *	1 0% *	1 1% *	2 3% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

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BBPE\_QA3\_FEB. What, if any, have been the biggest benefits of implementing AI in your organisation?

Table: 100

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Increased efficiency / productivity	341 49%	45 61% **	39 38% *	56 32% *	201 58% CD	92 54% G*	53 35% *	59 50% *	45 55% **	34 52% g*	115 57%	20 34% **	71 51% *	24 44% **	16 47% **
Enhanced data analysis and insights	252 36%	29 39% **	37 36% *	58 33% *	128 37%	52 31% *	43 29% *	57 49% FG*	32 40% **	20 31% *	67 34%	17 29% **	48 35% *	23 43% **	11 34% **
Reduced operational costs	240 34%	23 31% **	42 41% *	56 32% *	119 35%	42 25% *	57 38% *	41 35% *	32 40% **	18 28% *	68 34%	25 41% **	54 39% *	20 38% **	9 28% **
Better strategic decision-making	238 34%	18 25% **	29 29% *	54 31% *	136 39%	63 37% *	38 25% *	45 38% *	33 41% **	22 34% *	73 36%	12 20% **	63 45% *	16 29% **	14 40% **
Improved customer service	235 34%	12 16% **	40 39% *	71 40% *	112 33%	73 43% J*	48 32% *	43 37% J*	21 26% **	13 20% *	85 42%	12 20% **	53 39% *	7 14% **	7 22% **
Innovation in products and services	232 33%	31 41% **	32 32% *	60 34% *	109 32%	69 41% *	54 36% *	34 29% *	16 20% **	27 41% *	68 34%	22 37% **	36 26% *	12 22% **	11 32% **
Increased employee satisfaction	181 26%	15 21% **	37 36% D*	34 19% *	95 28%	41 24% *	28 19% *	27 23% *	23 29% **	22 33% g*	50 25%	12 21% **	36 26% *	12 23% **	9 26% **
Other. Please specify	1 0%	- - **	- - *	1 1% *	* 0%	* 0% *	- - *	- - *	- - **	- - *	* 0%	- - **	- - *	- - **	- - **
None, there have been no benefits of implementing AI	18 3%	* 0% **	3 3% *	14 8% E*	2 1%	* 0% *	14 9% FH*	* 0% *	* 0% **	1 2% *	3 2%	8 13% **	* 0% *	* 0% **	1 3% **
Don't know	8 1%	* 0% **	* 0% *	6 4% e*	2 1%	1 1% *	3 2% *	4 3% *	- - **	- - *	1 0%	2 3% **	* 0% *	- - **	- - **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

**BBPE\_QA4\_FEB. What, if any, are the biggest barriers your organisation has faced in adopting or scaling AI?**

**Table: 101**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

**Weighted by: Weight variable**

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Data privacy and security concerns	227 33%	31 18% *	56 32% b*	27 29% *	31 34% B*	40 50% BcdI*	29 52% BcdI*	12 42% BI*	146 27%	142 33%	51 29%	22 36%	12 39% K
Lack of in-house skills or expertise	197 28%	46 27% *	61 35% F*	29 32% f*	26 29% f*	11 14% *	13 23% *	9 34% F*	163 31% F	122 28%	47 27%	18 29%	10 32%
High cost of implementation	184 26%	35 20% *	39 22% *	31 33% *	35 38% Bcfi*	16 20% *	22 39% Bcf*	7 26% *	138 26%	112 26%	44 25%	18 29%	10 32%
Integration with existing systems	180 26%	24 14% *	43 25% *	33 35% B*	27 30% B*	23 29% b*	20 35% B*	9 34% BI*	127 24%	102 24%	51 29%	19 30%	8 28%
Regulatory and compliance uncertainty	160 23%	37 21% *	41 24% g*	15 16% *	18 20% *	35 44% BCDEGI*	5 9% *	8 30% dG*	111 21%	105 25%	37 21%	11 18%	7 23%
Lack of quality data	143 21%	30 17% *	33 19% *	15 17% *	28 30% j*	20 25% *	10 18% *	6 23% *	106 20%	82 19%	38 22%	18 28% JM	5 18%
Resistance to change within the organisation	129 18%	37 21% C*	11 6% *	18 20% C*	26 29% CI*	16 20% C*	12 21% C*	8 29% CI*	93 17% C	72 17%	34 19%	14 23%	8 28% JK
Difficulty in identifying a clear business case	128 18%	42 24% e*	24 14% *	15 16% *	10 11% *	23 28% cEI*	11 19% *	5 18% *	90 17%	83 19% I	33 19% I	8 12%	5 17%
Other. Please specify	1 0%	- - *	1 1% *	- - *	- - *	- - *	- - *	- - *	1 0%	- -	1 0%	* 0%	- -
None, there are no barriers to my organisation adopting/scaling AI	88 13%	39 22% EGH*	21 12% *	10 11% *	5 6% *	8 10% *	2 4% *	2 7% *	75 14%	57 13%	19 11%	7 12%	4 14%
Don't know	15 2%	14 8% Cdefi*	- - *	- - *	- - *	- - *	1 1% *	* 1% c*	14 3%	13 3%	2 1%	* 1%	- -

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M (10%): a,b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA4\_FEB. What, if any, are the biggest barriers your organisation has faced in adopting AI? **Table: 102**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) **Weighted by: Weight variable**

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Data privacy and security concerns	227 33%	71 35% c*	30 17% *	63 48% cE*	42 31% c*	20 38% c*
Lack of in-house skills or expertise	197 28%	75 37% df*	48 28% *	31 23% *	33 24% *	9 18% *
High cost of implementation	184 26%	55 27% *	49 28% *	37 28% *	34 25% *	10 18% *
Integration with existing systems	180 26%	39 19% *	51 30% *	41 31% b*	31 23% *	17 32% *
Regulatory and compliance uncertainty	160 23%	50 24% *	41 24% *	30 22% *	27 20% *	13 24% *
Lack of quality data	143 21%	44 21% c*	15 9% *	49 37% BCE*	23 17% *	12 22% c*
Resistance to change within the organisation	129 18%	23 11% *	34 20% *	30 23% b*	28 21% b*	14 26% B*
Difficulty in identifying a clear business case	128 18%	35 17% *	48 28% De*	14 10% *	19 15% *	12 22% *
Other. Please specify	1 0%	- - *	- - *	1 1% *	- - *	- - *
None, there are no barriers to my organisation adopting/scaling AI	88 13%	22 11% *	34 20% D*	10 7% *	18 14% *	4 7% *
Don't know	15 2%	8 4% *	* 0% *	1 0% *	4 3% *	3 6% cd*

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)  
 ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA4\_FEB. What, if any, are the biggest barriers your organisation has faced in adopting or scaling AI?

Table: 103

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Data privacy and security concerns	227 33%	20 27% **	27 26% *	58 33% *	122 35%	51 30% *	47 31% *	36 30% *	28 35% **	28 43% *	68 34%	21 35% **	37 27% *	16 30% **	15 45% **
Lack of in-house skills or expertise	197 28%	35 47% **	31 30% *	31 18% *	99 29% d	35 21% *	26 17% *	49 42% FG*	33 41% **	28 43% FG*	55 27%	8 14% **	56 41% k*	15 29% **	12 36% **
High cost of implementation	184 26%	17 23% **	39 38% d*	38 22% *	89 26%	47 28% *	35 24% *	37 32% *	20 25% **	18 27% *	62 31%	19 32% **	45 32% *	10 20% **	7 20% **
Integration with existing systems	180 26%	14 19% **	36 35% D*	33 19% *	97 28%	32 19% *	32 21% *	41 34% fj*	20 24% **	8 12% *	52 26%	17 29% **	41 30% *	12 23% **	4 12% **
Regulatory and compliance uncertainty	160 23%	15 20% **	26 26% *	34 19% *	84 24%	43 25% *	27 18% *	27 23% *	19 24% **	12 18% *	50 25%	13 22% **	34 24% *	6 11% **	3 10% **
Lack of quality data	143 21%	11 15% **	25 24% *	24 14% *	83 24% d	34 20% *	27 18% *	29 25% *	12 15% **	19 29% *	36 18%	16 26% **	43 31% k*	7 13% **	8 24% **
Resistance to change within the organisation	129 18%	18 24% **	22 21% *	29 16% *	60 17%	38 22% *	18 12% *	24 21% *	15 18% **	9 14% *	30 15%	9 15% **	24 18% *	9 17% **	10 31% **
Difficulty in identifying a clear business case	128 18%	22 30% **	30 29% E*	32 18% *	44 13%	33 20% *	17 11% *	23 19% *	17 21% **	6 9% *	28 14%	6 11% **	30 22% *	15 29% **	3 10% **
Other. Please specify	1 0%	- **	- *	- *	1 0%	1 0% *	- *	* 0% *	- **	- *	1 0%	- **	* 0% *	- **	- **
None, there are no barriers to my organisation adopting/scaling AI	88 13%	2 3% **	8 8% *	36 21% ce*	41 12%	21 12% *	40 27% FHJ*	7 6% *	6 8% **	4 5% *	19 9%	10 17% **	13 9% *	6 11% **	3 9% **
Don't know	15 2%	- **	- *	12 7% cE*	4 1%	4 2% *	1 1% *	4 3% *	4 5% **	- *	7 3%	- **	- *	4 7% **	- **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA5\_FEB. Over the next 3-5 years, what is your organisation's primary strategic goal for AI?

**Table: 104**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

**Weighted by: Weight variable**

	No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	819	64	119	99	157	130	123	127	439	136	192	281	210
Weighted base	698	174	175	93	92	80	56	27	534	429	177	63	30
Driving efficiency and cost savings	179 26%	44 25% *	58 33% E*	24 26% *	16 17% *	15 19% *	15 28% *	6 23% *	142 27%	118 27%	42 24%	13 21%	6 20%
Improving the quality of the products/services offered	130 19%	19 11% *	46 26% B*	17 18% *	20 21% *	11 14% *	14 25% b*	4 15% *	101 19%	79 18%	31 18%	14 22%	7 22%
Improving customer experience	111 16%	36 20% *	21 12% *	13 14% *	13 15% *	16 21% *	8 14% *	3 13% *	83 16%	76 18% m	25 14%	8 12%	3 10%
Gaining a competitive advantage	83 12%	31 18% *	17 10% *	10 11% *	12 13% *	6 7% *	4 7% *	4 15% *	70 13%	43 10%	26 15%	10 15%	5 17% j
Enhancing employee capabilities	83 12%	17 10% *	11 6% *	10 11% *	20 22% bCh*	14 17% c*	7 13% *	3 10% *	59 11%	56 13%	17 10%	6 10%	3 11%
Innovating new products and services	78 11%	10 6% *	13 7% *	16 17% bi*	8 9% *	18 23% BCel*	6 10% *	6 21% BCEI*	48 9%	37 9%	26 15% j	9 15% J	5 17% J
Other. Please specify	- -	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- -	- -	- -	- -	- -
My organisation does not have a strategic goal for AI	20 3%	8 5% *	5 3% *	2 2% *	2 2% *	- - *	1 3% *	1 2% *	18 3%	10 2%	8 4%	2 3%	1 2%
Don't know	13 2%	9 5% *	3 2% *	- - *	* 0% *	- - *	* 0% *	* 1% *	12 2%	11 3%	1 1%	1 1%	* 1%

ColumnProportions (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E/F/G/H/I,J/K/L/M (10%): a,b/c/d/e/f/g/h/i,j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA5\_FEB. Over the next 3-5 years, what is your organisation's primary strategic goal **table: 105**

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3) **Weighted by: Weight variable**

	Broad Region					
	Total (A)	South (Non- London) (B)	London (C)	Midlands (D)	North (E)	Scotland / NI (F)
Unweighted base	819	183	159	196	211	70
Weighted base	698	205	172	133	134	53
Driving efficiency and cost savings	179 26%	65 32% *	35 20% *	32 24% *	35 26% *	13 25% *
Improving the quality of the products/services offered	130 19%	29 14% *	50 29% Bdf*	17 13% *	29 21% *	6 12% *
Improving customer experience	111 16%	21 10% *	26 15% *	35 26% Be*	18 14% *	11 22% *
Gaining a competitive advantage	83 12%	30 15% *	19 11% *	14 10% *	13 10% *	7 14% *
Enhancing employee capabilities	83 12%	22 11% *	20 11% *	18 14% *	19 14% *	5 9% *
Innovating new products and services	78 11%	22 10% *	18 10% *	15 11% *	17 13% *	6 11% *
Other. Please specify	- -	- - *	- - *	- - *	- - *	- - *
My organisation does not have a strategic goal for AI	20 3%	10 5% *	2 1% *	3 2% *	2 1% *	3 7% *
Don't know	13 2%	8 4% *	3 2% *	* 0% *	1 1% *	* 1% *

ColumnProportions (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E/F (10%): a,b/c/d/e/f Minimum Base: 30(\*\*) Small Base: 100(\*)

**BUSINESS OPINION OMNIBUS - February 2026 - J: 25-102371-01**

**Public Affairs**

Fieldwork dates: 2nd February to 19th February 2026

BBPE\_QA5\_FEB. Over the next 3-5 years, what is your organisation's primary strategic goal for AI?

Table: 106

Filter: If AI has been implemented at all (BBPE\_QA1\_Feb = codes 1-3)

Weighted by: Weight variable

	Broad Industry					Currently would vote for in general election					Previous vote in general election				
	Total (A)	Manufacturing (production/agric/mining) (B)	Construction (C)	Retail (inc wholesale, transport & comms) (D)	Services (inc financial, property, business, hotels/catering, education, health, public admin, arts, leisure) (E)	Labour Party (F)	Reform UK (G)	Conservative Party (H)	Liberal Democrats (I)	Other (J)	Labour Party (K)	Reform UK (L)	Conservative Party (M)	Liberal Democrats (N)	Other (O)
Unweighted base	819	61	94	185	479	238	172	152	80	87	292	90	169	61	46
Weighted base	698	74	103	175	345	169	151	118	81	66	201	59	138	53	34
Driving efficiency and cost savings	179 26%	25 33% **	23 23% *	27 16% *	104 30% D	40 23% *	36 24% *	37 32% *	12 15% **	19 29% *	45 22%	13 22% **	32 23% *	12 22% **	11 33% **
Improving the quality of the products/services offered	130 19%	7 10% **	12 12% *	47 27% C*	64 18%	27 16% *	36 24% *	18 15% *	18 22% **	14 21% *	39 20%	12 21% **	22 16% *	11 21% **	6 17% **
Improving customer experience	111 16%	10 13% **	24 23% e*	36 21% e*	42 12%	36 21% *	24 16% *	18 15% *	8 9% **	7 11% *	39 19%	12 20% **	22 16% *	1 2% **	2 5% **
Gaining a competitive advantage	83 12%	9 12% **	16 15% *	16 9% *	43 12%	14 8% *	18 12% *	9 7% *	21 26% **	6 9% *	26 13%	8 13% **	18 13% *	10 18% **	2 7% **
Enhancing employee capabilities	83 12%	15 20% **	13 13% *	22 13% *	33 10%	32 19% *	18 12% *	11 10% *	11 14% **	6 9% *	24 12%	10 16% **	18 13% *	6 11% **	5 14% **
Innovating new products and services	78 11%	8 11% **	11 11% *	11 6% *	47 14% d	17 10% *	9 6% *	17 14% *	5 7% **	11 17% g*	24 12%	3 6% **	20 14% *	7 12% **	7 20% **
Other. Please specify	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
My organisation does not have a strategic goal for AI	20 3%	* 1% **	1 1% *	6 4% *	12 4%	* 0% *	9 6% F*	5 4% *	2 2% **	2 4% *	3 2%	2 3% **	6 4% *	3 6% **	2 5% **
Don't know	13 2%	* 1% **	3 3% e*	9 5% E*	* 0%	4 3% *	* 0% *	4 3% *	4 5% **	- - *	2 1%	- - **	* 0% *	4 7% **	- - **

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L/M/N/O (10%): a,b/c/d/e,f/g/h/i/j,k/l/m/n/o Minimum Base: 30(\*\*) Small Base: 100(\*)