

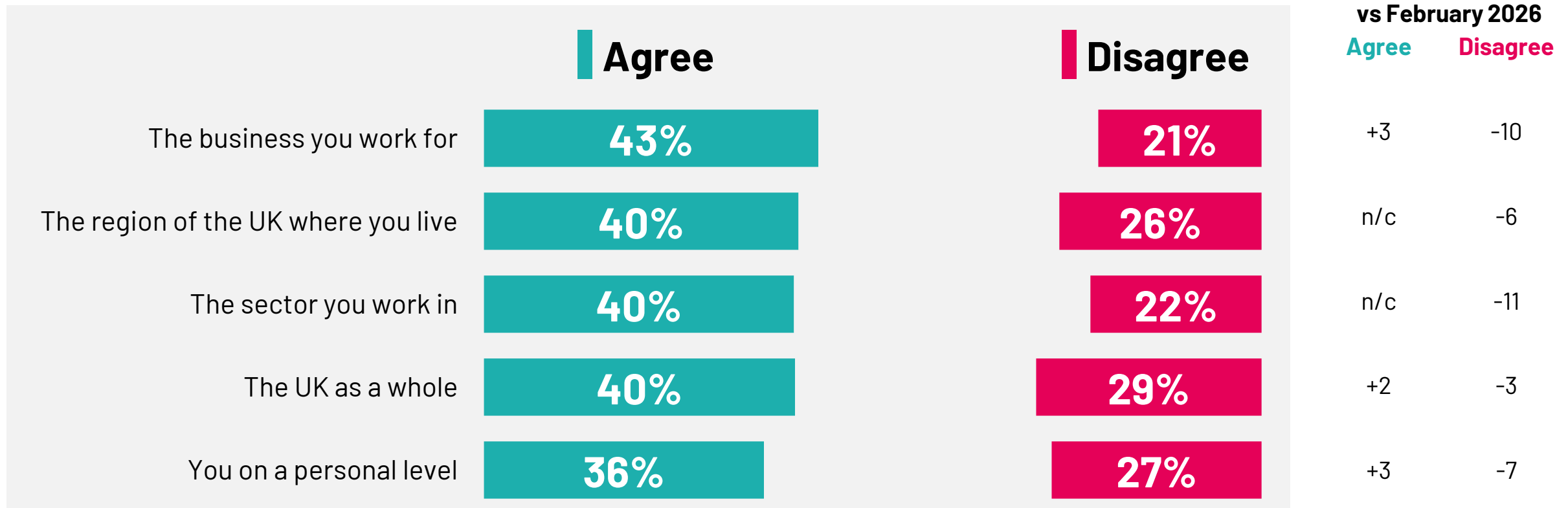
# IPSOS Business polling

May 2026



# Two in five businesses say the government's economic policies will benefit them, their sectors, region and the UK as a whole

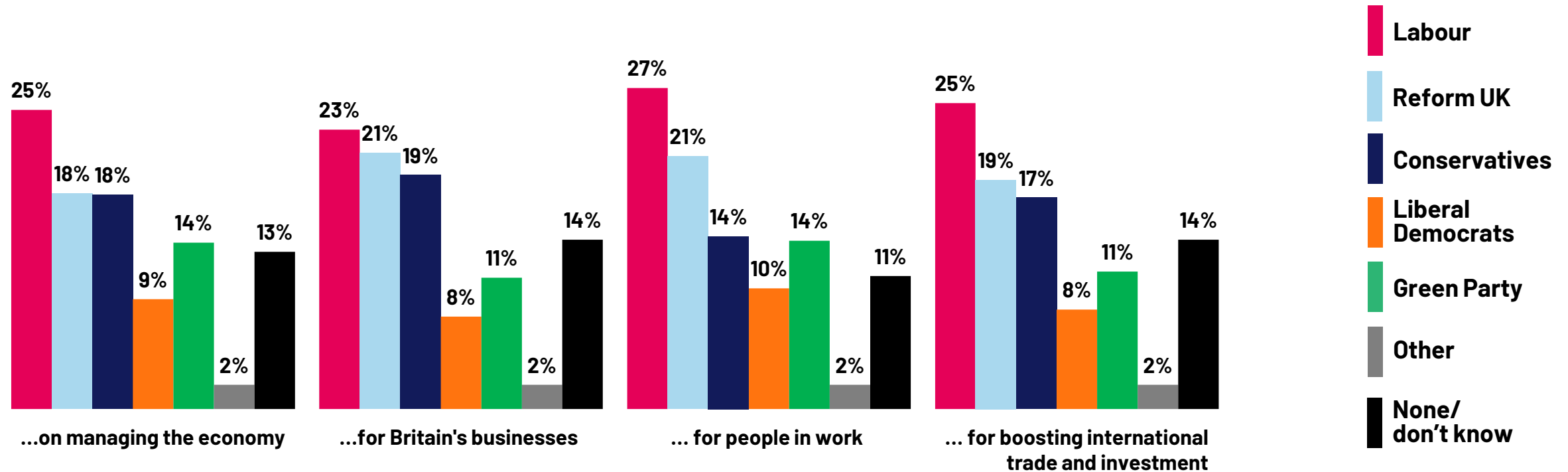
To what extent do you agree or disagree that the government has economic policies that will benefit...?



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# One in four businesses say Labour has the best policies for managing the economy, British businesses, people in work and boosting trade and investment

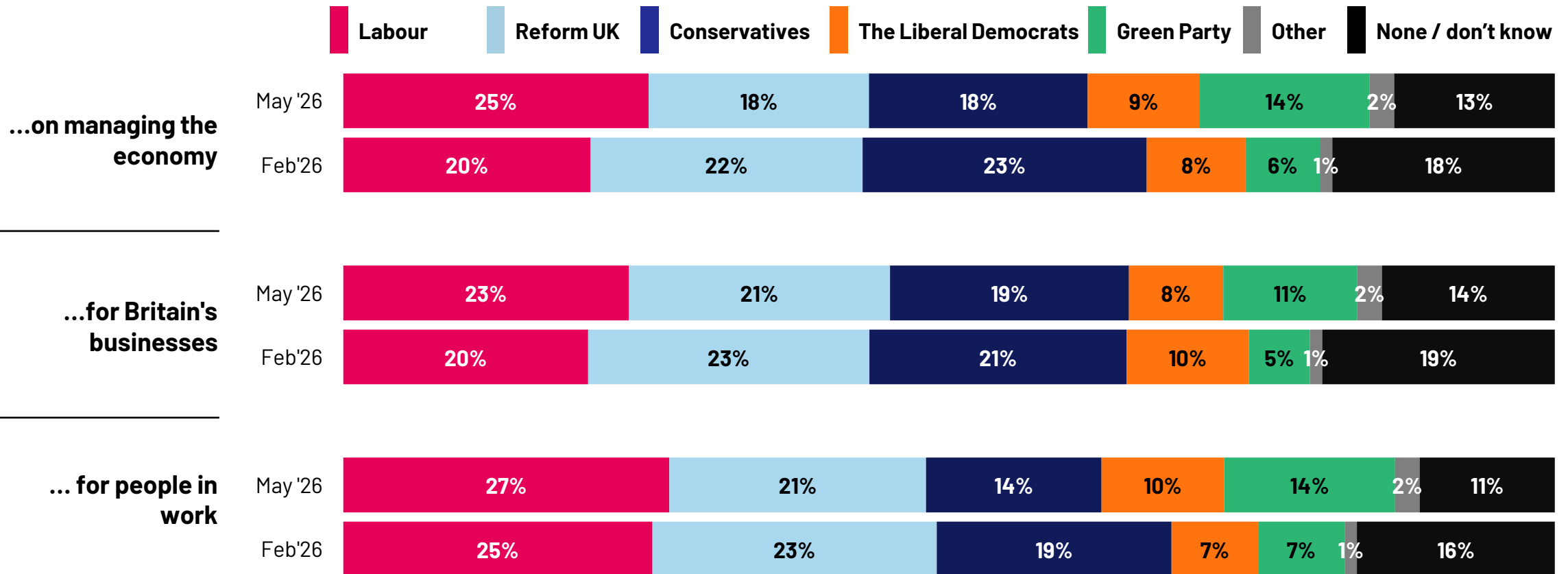
Which party, if any, do you think has the best policies ... ?



Base: 1,154 UK businesses with annual turnover £250,000+, senior financial business decision makers, 2 - 19 February 2026

# Best policies - trends

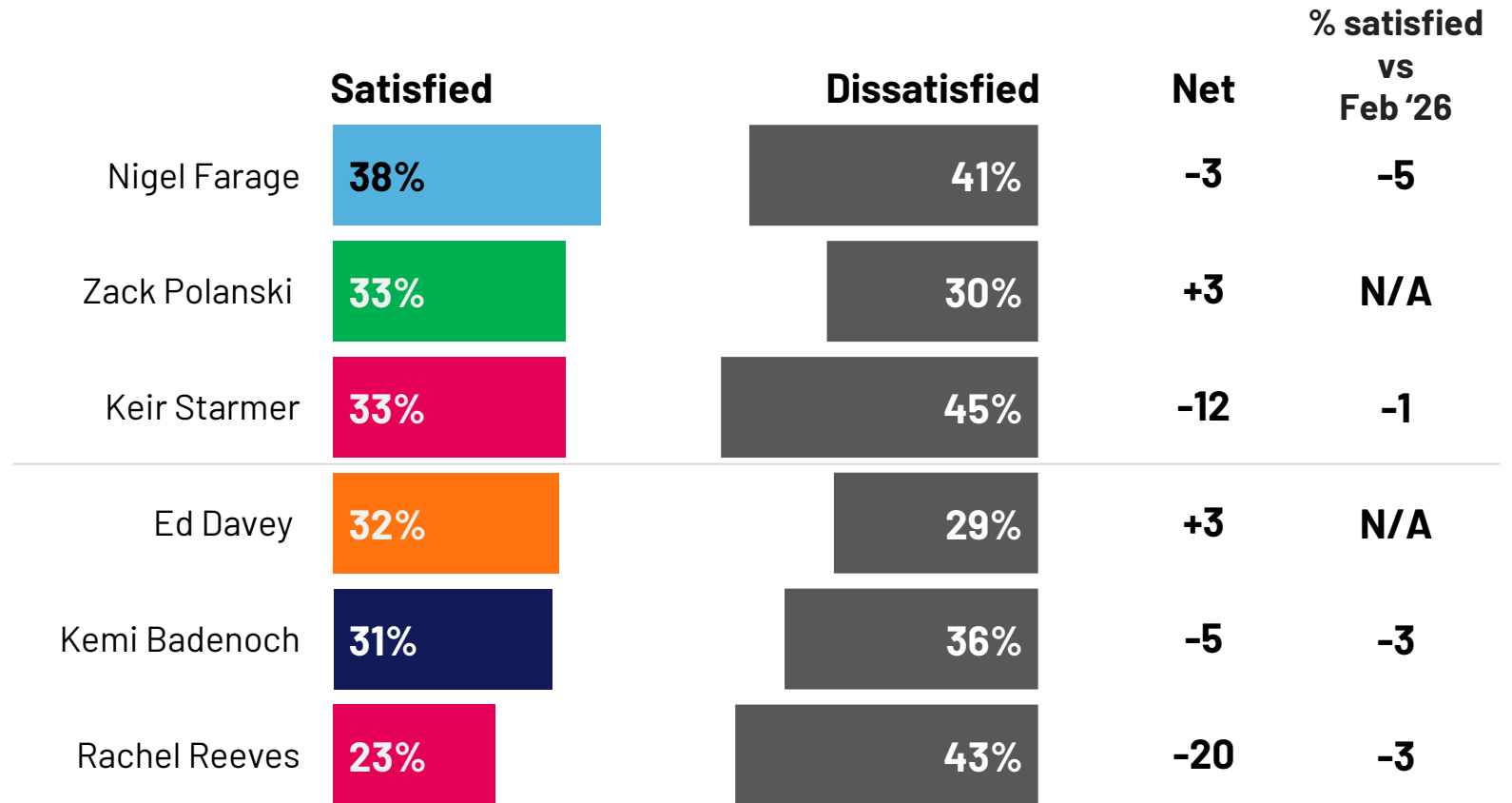
Which party, if any, do you think has the best policies ... ?



Base: 1,154 UK businesses with annual turnover £250,000+, senior financial business decision makers, 2 - 19 February 2026

# Satisfaction with the Prime Minister and the Chancellor remain low but Nigel Farage's satisfaction has dipped since February

How satisfied or unsatisfied are you with the way each of the following are doing their job?

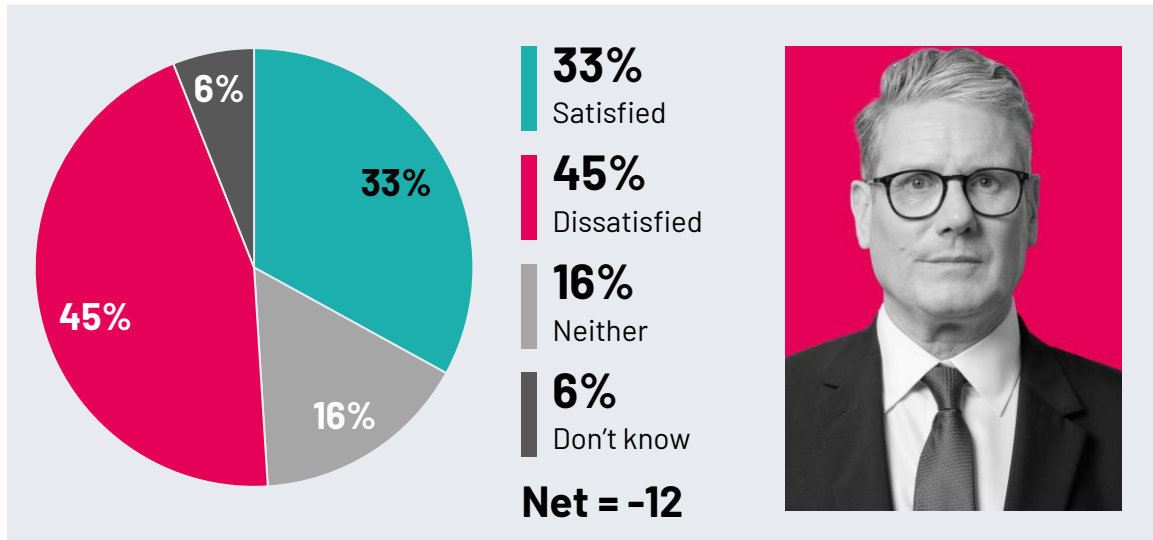


Base: 1,154 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

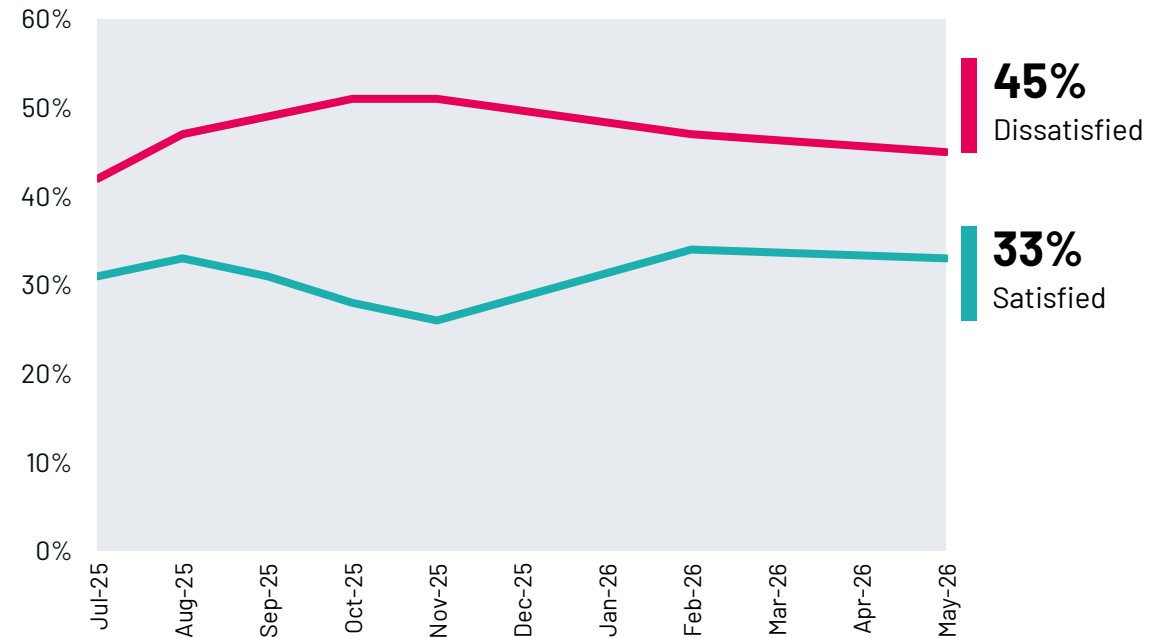
# Keir Starmer: Satisfaction

How satisfied or unsatisfied are you with the way each of the following are doing their job? Keir Starmer

February 2026



July 2025 – February 2026

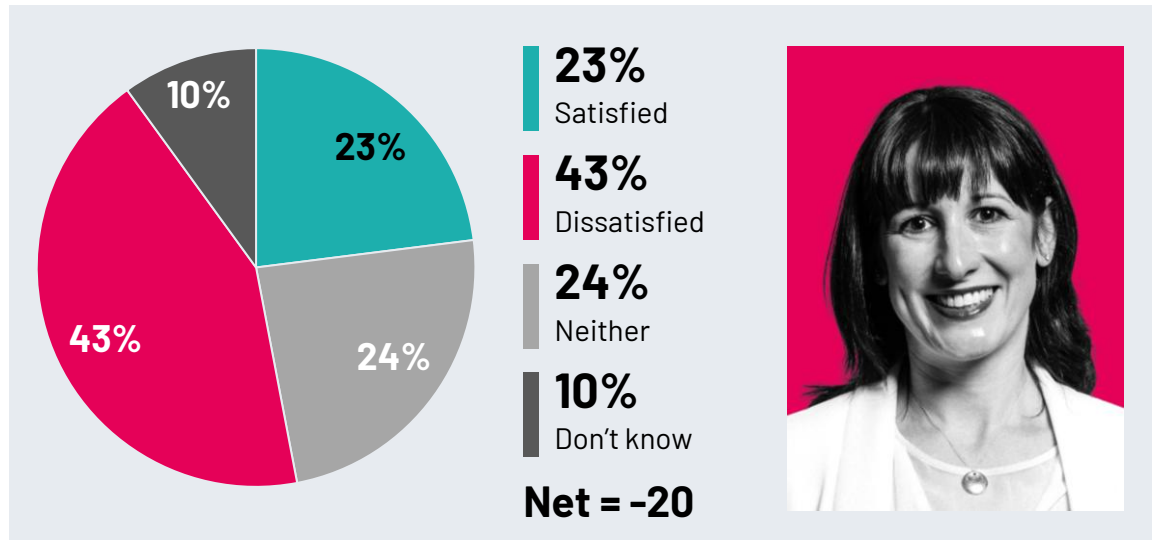


Base: 1,154 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Rachel Reeves: Satisfaction

How satisfied or unsatisfied are you with the way each of the following are doing their job? Rachel Reeves

February 2026



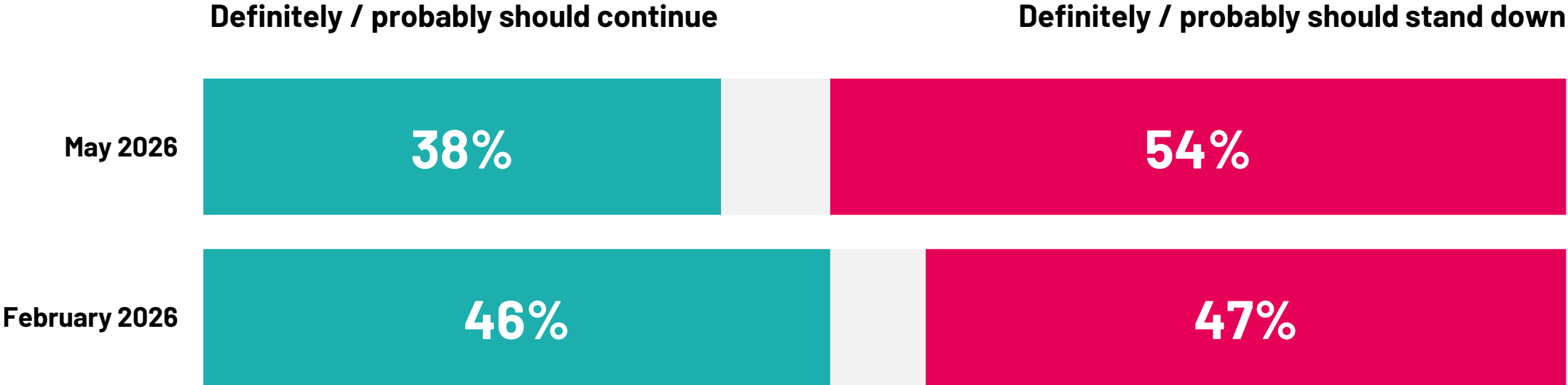
July 2025 – February 2026



Base: 1,154 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Over half of businesses say think Sir Keir Starmer should stand down as Prime Minister, up from February

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?

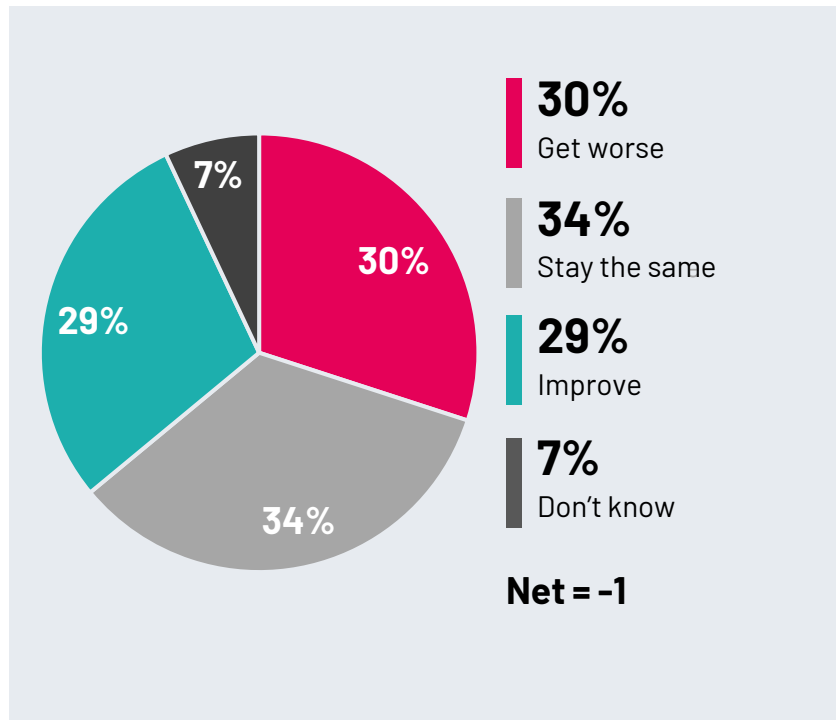


Base: 1,154 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

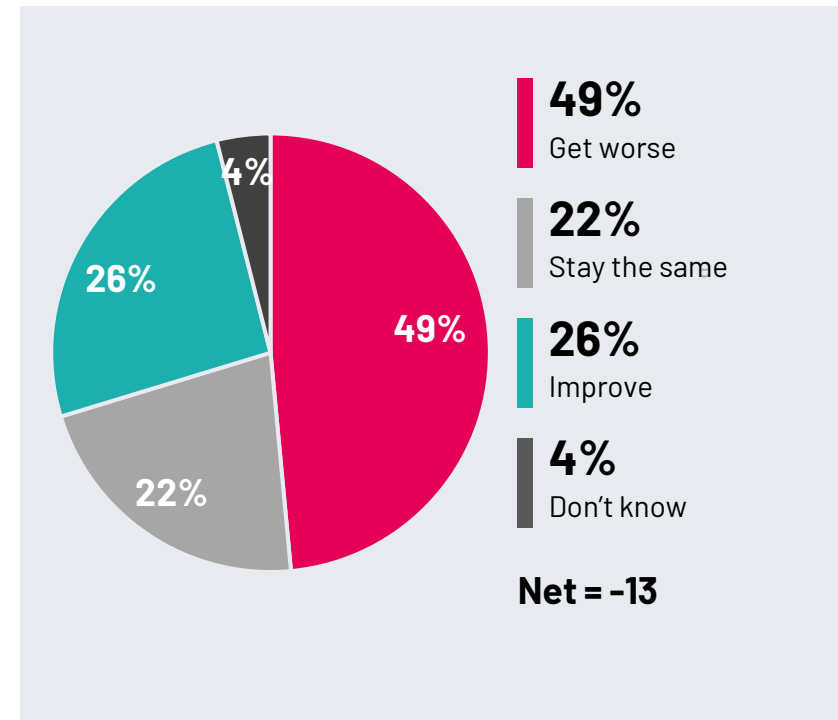


# Three in ten businesses think their financial condition will get worse over the next 12 months

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



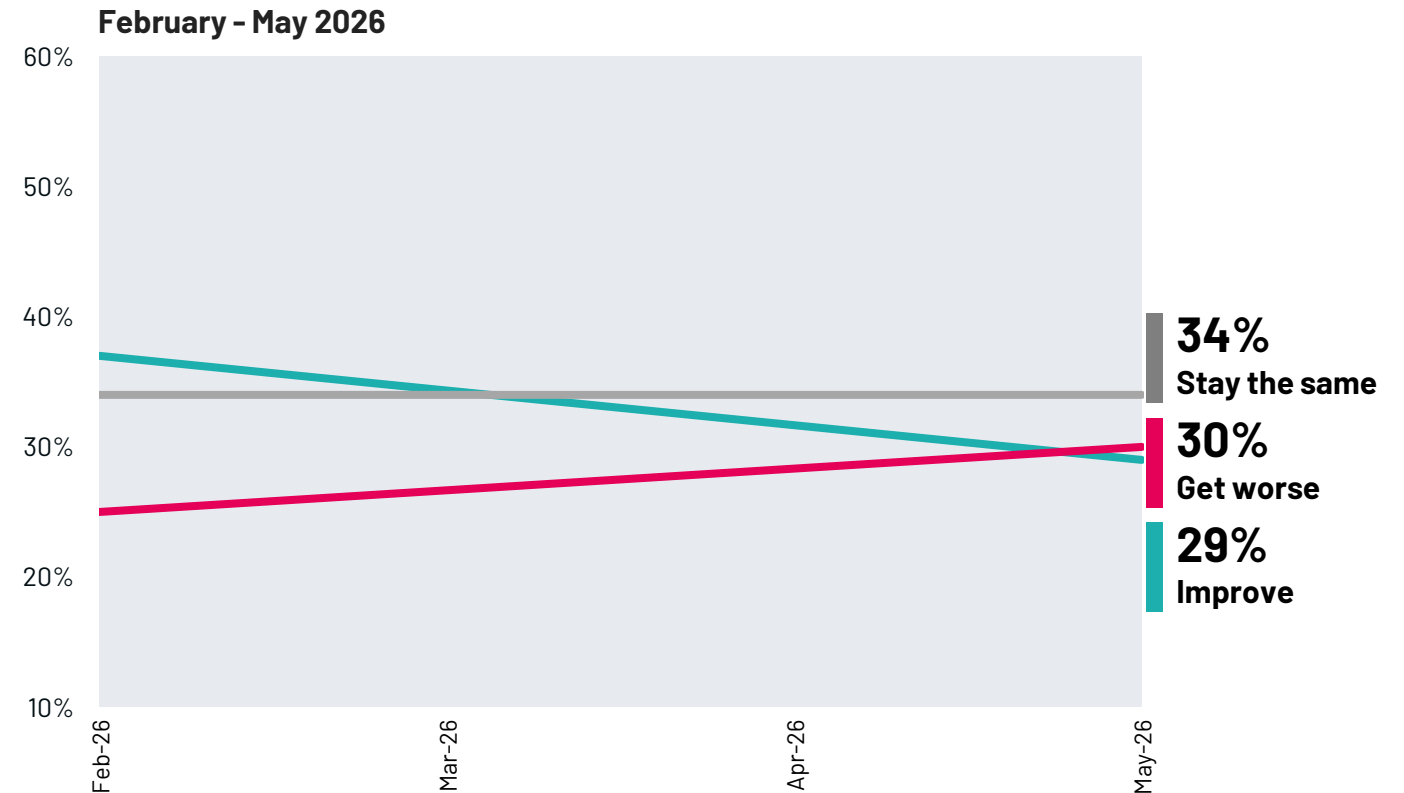
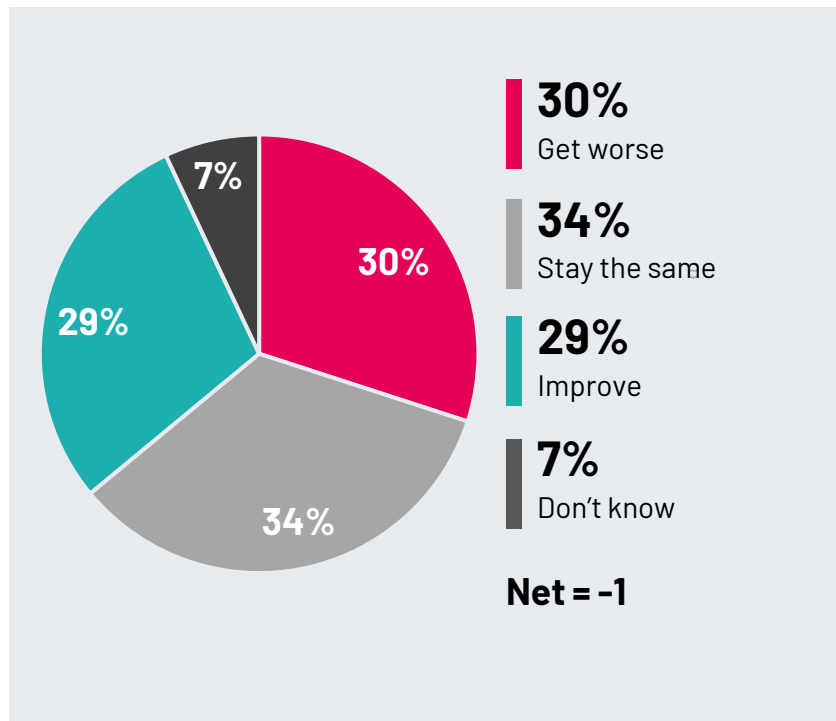
Do you think that the general **economic condition of the country** will improve, stay the same, or get worse over the next 12 months?



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Three in ten businesses think their financial condition will get worse over the next 12 months

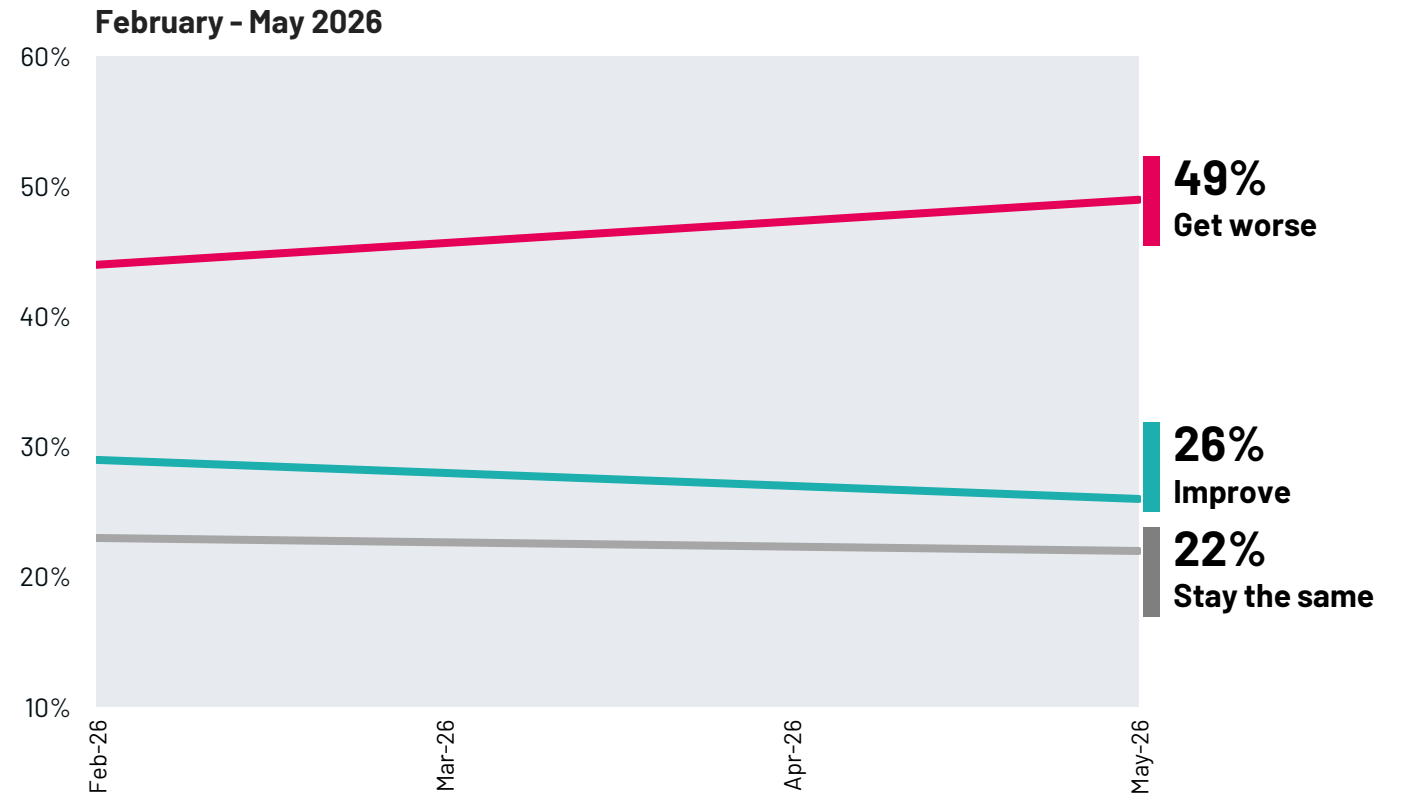
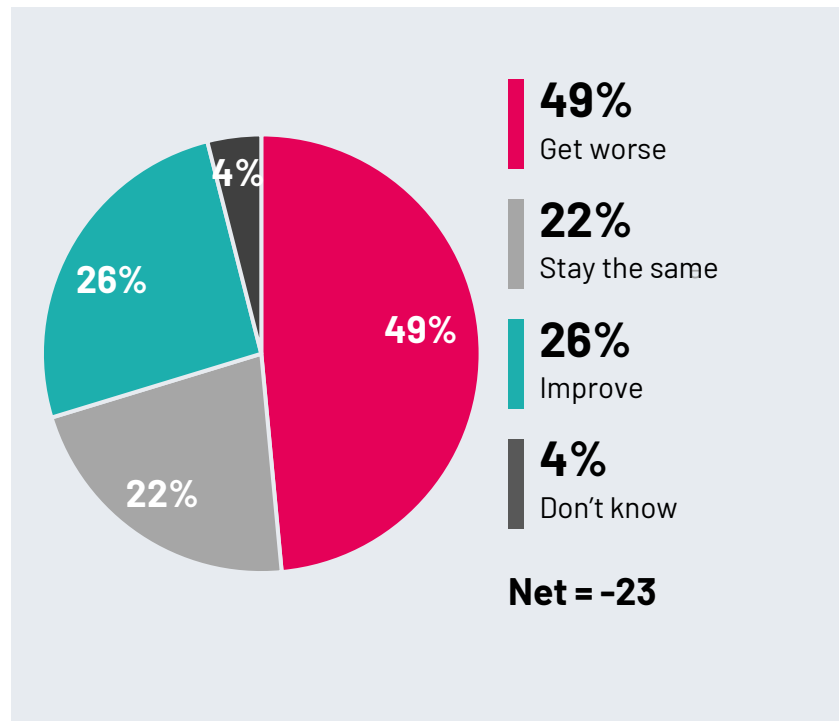
Do you think that the general **financial condition of your business** will improve, stay the same, or get worse over the next 12 months?



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Half of businesses say the economic condition of the country will get worse over the next 12 months

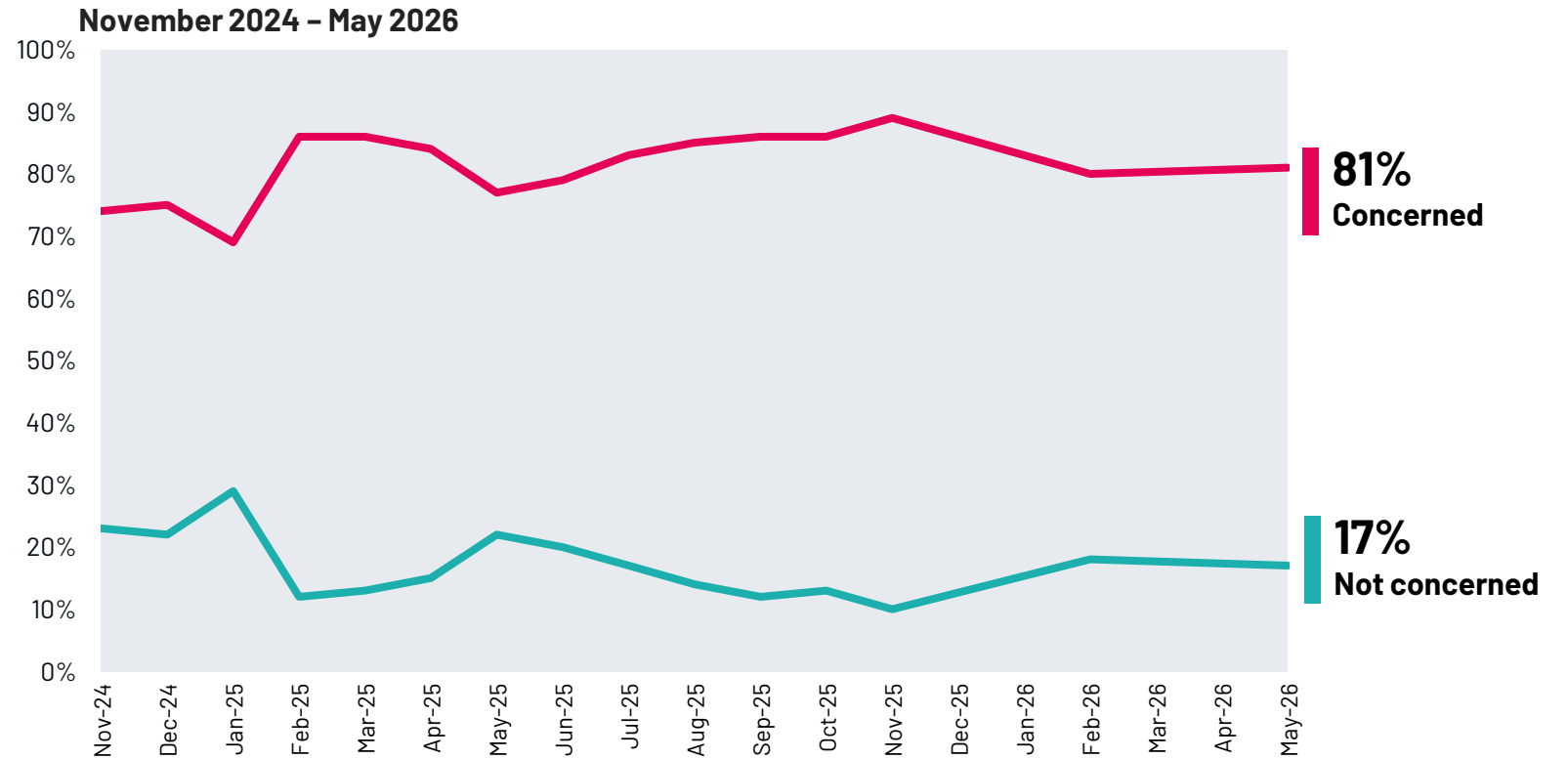
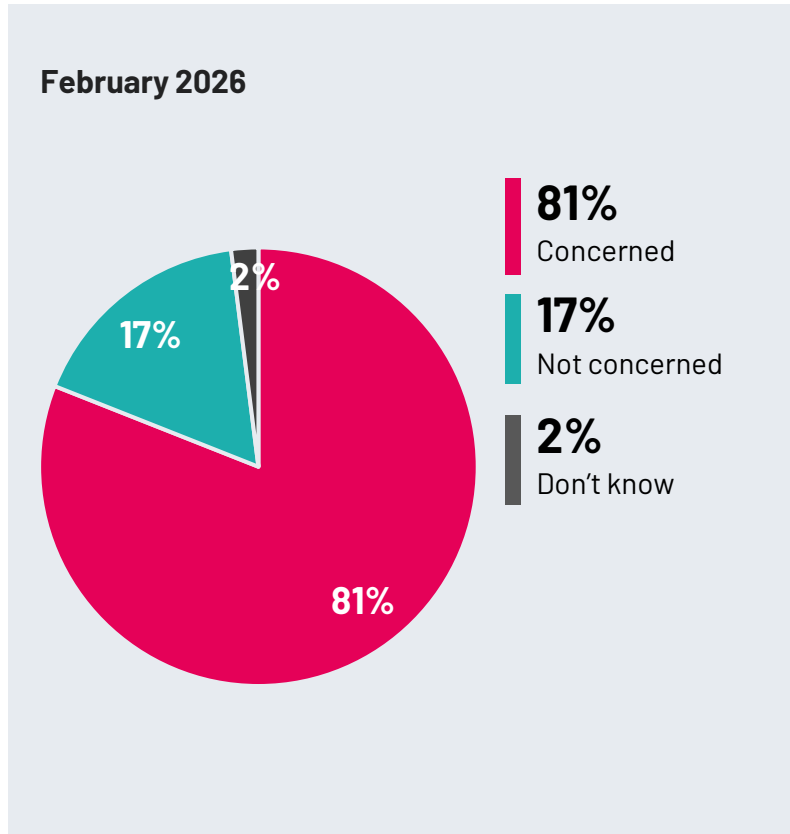
Do you think that the general **economic condition of the country** will improve, stay the same, or get worse over the next 12 months?



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Business economic outlook

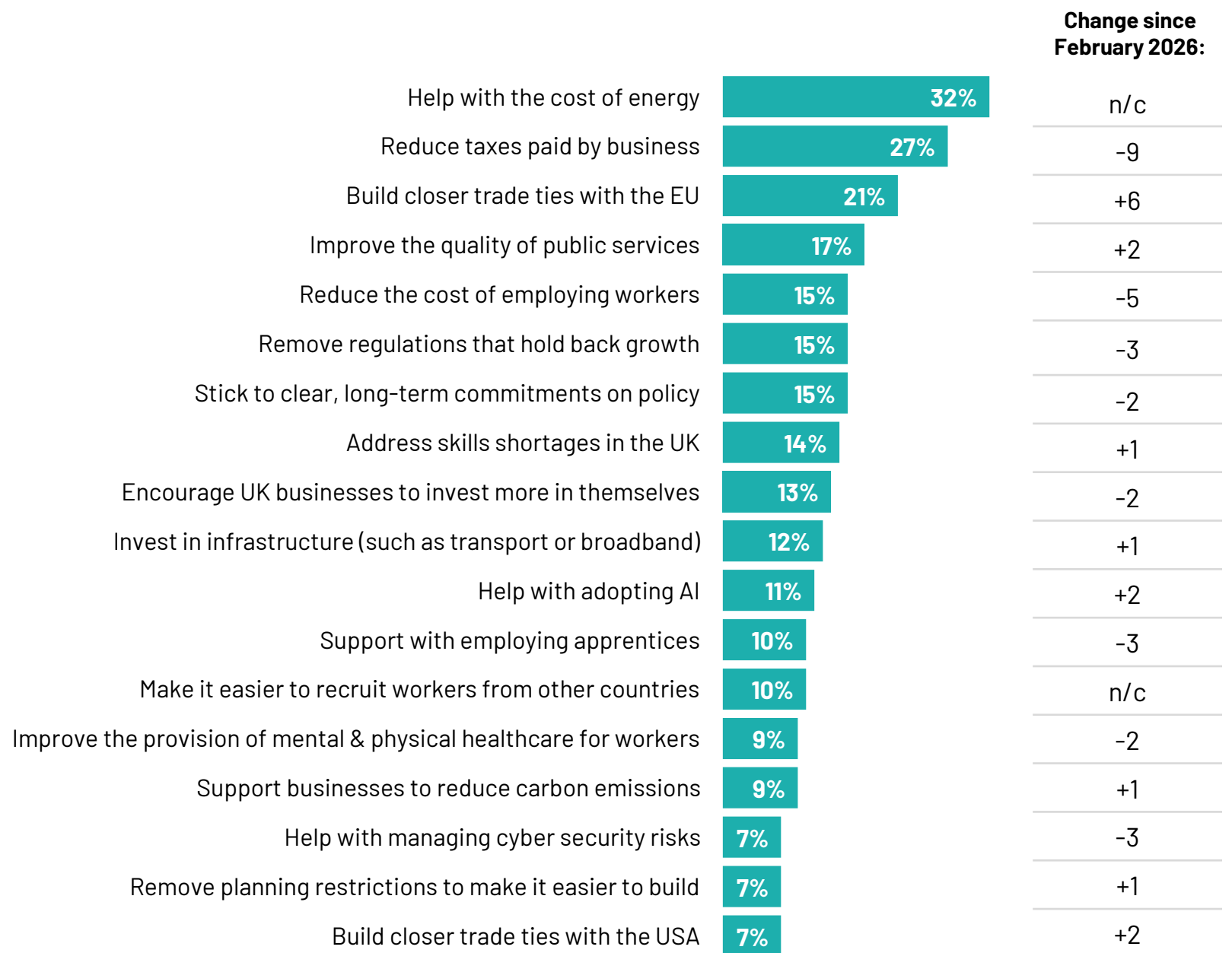
How concerned are you about the economic outlook over the next 6 months?



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Help with the cost of energy, reductions to business tax and a closer relationship with the EU are the top priorities for businesses

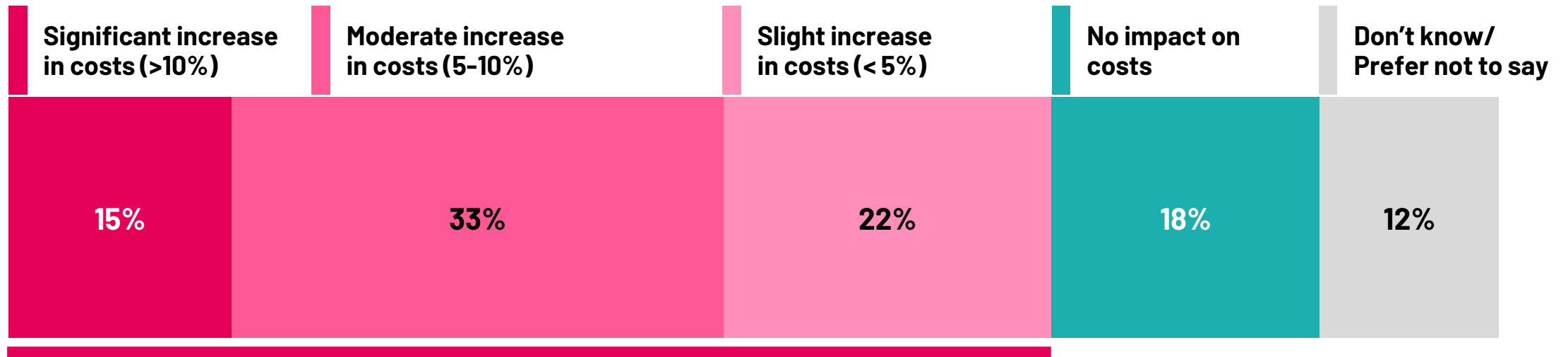
Which of the following do you think should be the top priorities for the UK Government to help support your business?  
Please select up to 3.



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Most businesses reported at least some increases to costs as a result of the conflict between the US, Israel and Iran

Have you experienced increases in operating costs in the past three months due to the conflict between US, Israel and Iran?



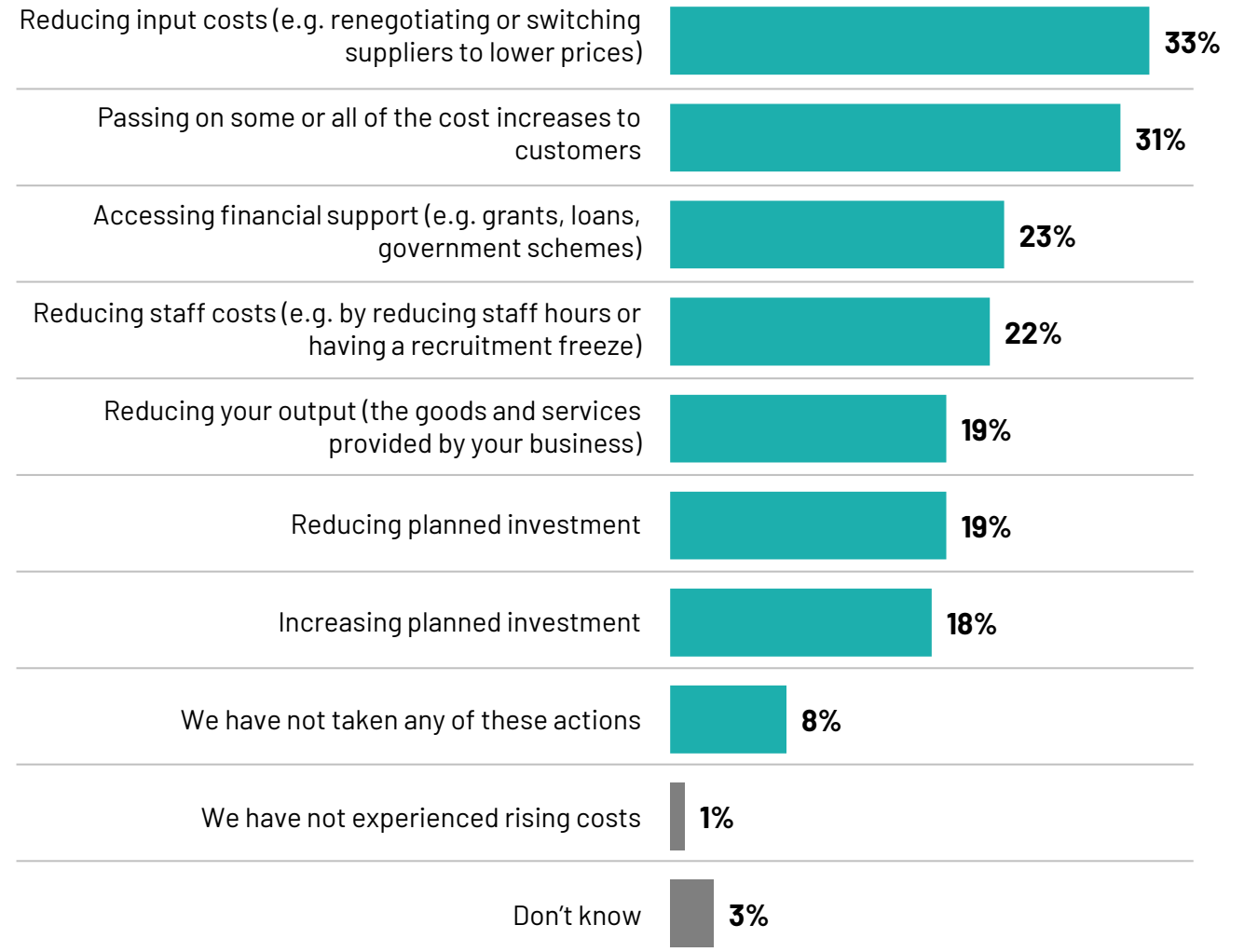
**70%** any increase in operating costs

Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# One in three businesses experiencing increases in operating costs as a result of the ongoing conflict in the Middle East intend to reduce input costs and to pass some cost increase to customers

Does your business intend to respond to increased operating costs as a result of the US, Israel and Iran conflict in any of the following ways?

**Base: 926** All respondents who have experienced increases in operating costs due to the US, Israel and Iran conflict, 30 April - 18 May 2026



# Just under half of businesses believe that the UK has a special relationship with the United States

To what extent do you agree or disagree that there is currently a special relationship between the United States and Britain?

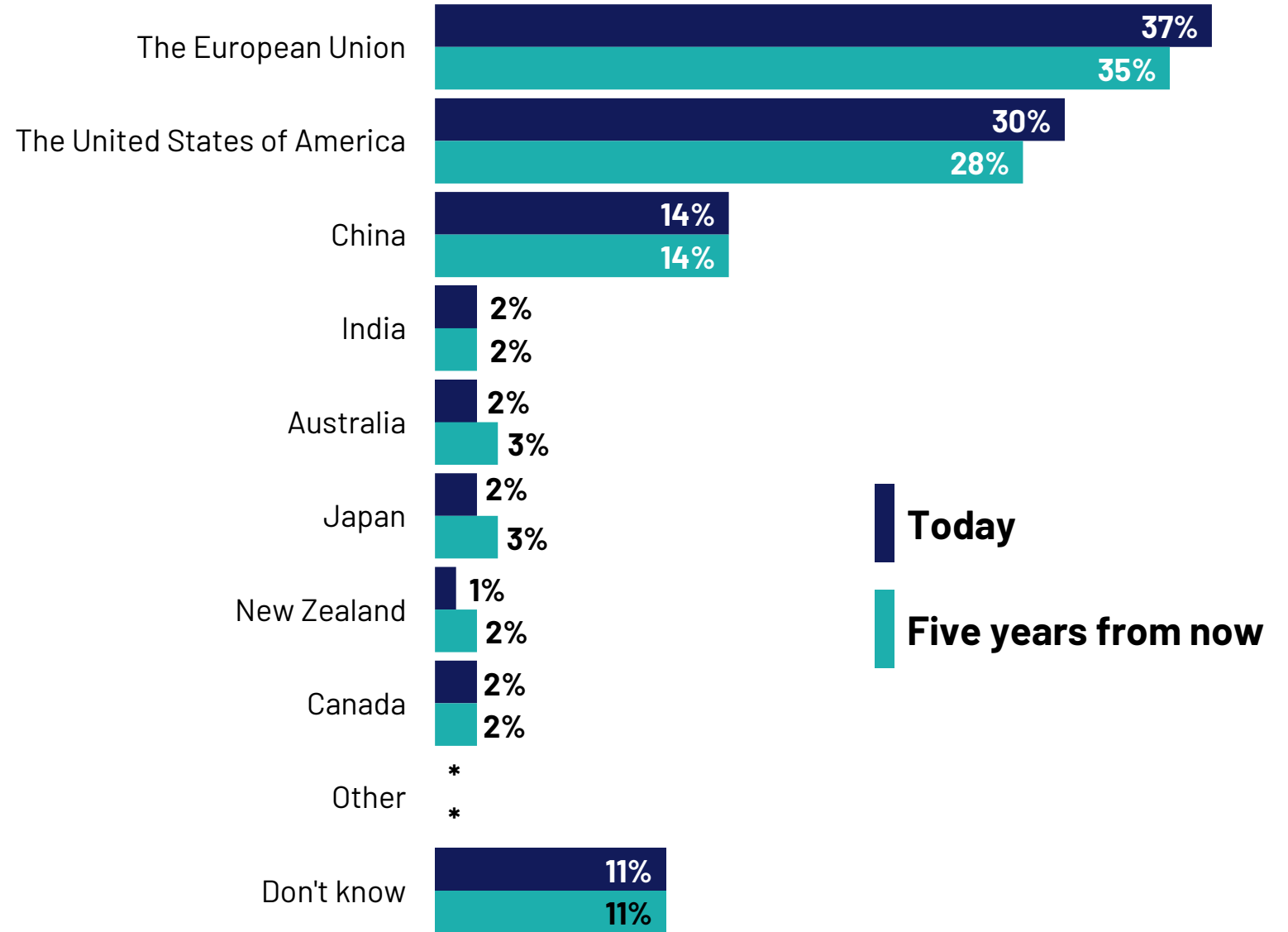


Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026



# Over a third of business say the EU is today and will five years from now be Britain's most important trade partner

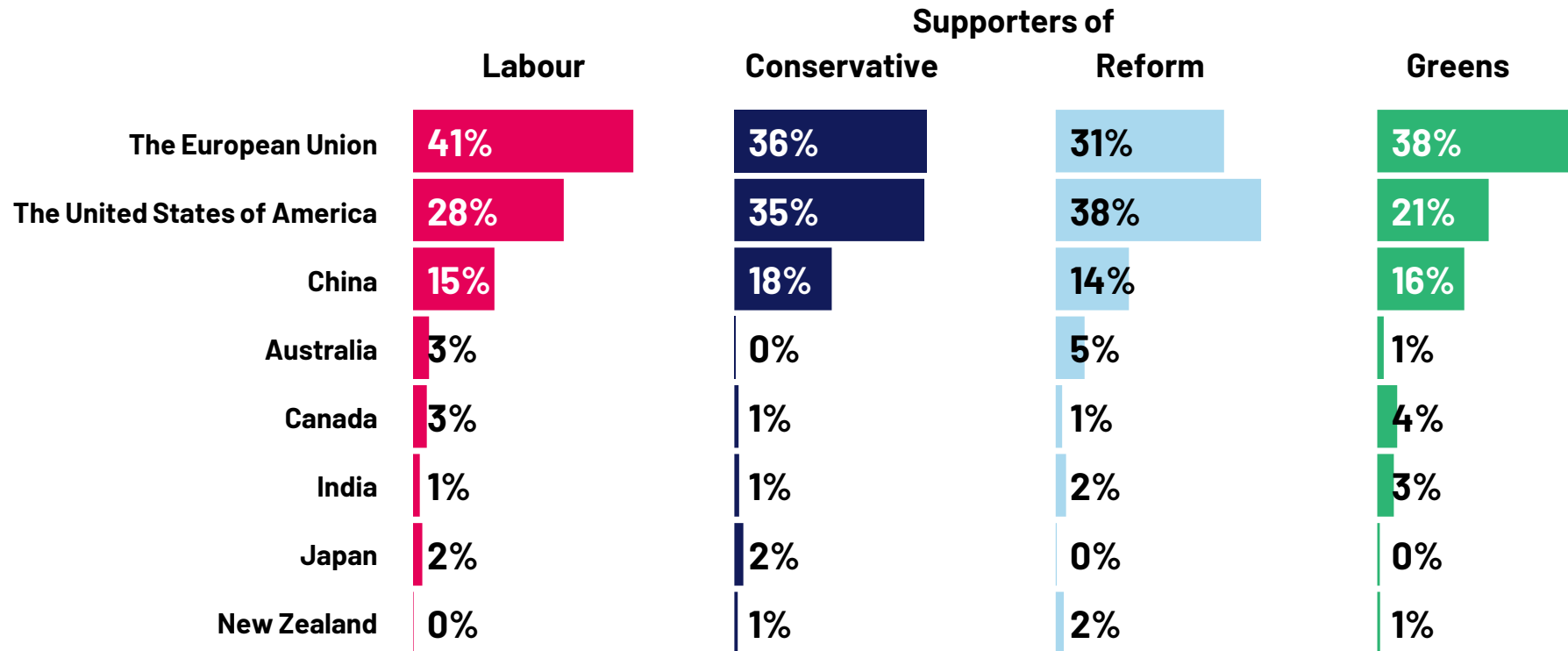
Which of the following, if any, do you consider to be Britain's most important trade partner...?



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026

# Most important trade partner today by party support

Which of the following, if any, do you consider to be Britain's most important trade partner...?



Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, including supporters of Labour (363), Reform UK (250), Conservatives (176), Greens (147) 30 April - 18 May 2026

# Just under half of businesses believe Britain should have a closer relationship with the EU, compared to one-quarter who prioritise the US

Which of the following statements, if either, do you agree with more?

**Britain should prioritise building a closer trade relationship with the EU, even if it means increasing barriers to trade with the United States**

**Britain should prioritise building a closer trade Relationship with the United States, even if it means increasing barriers to trade with the EU**

**46%**

**25%**

Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 30 April - 18 May 2026



May 2026

Business polling

This survey was conducted on the Ipsos Business Opinion Omnibus. For more information: <https://www.ipsos.com/en-uk/business-opinion-omnibus>

**For more information**

**Oliver Fenton**

Associate Director  
oliver.fenton@ipsos.com

**Jacob Scalco**

Research Executive  
jacob.scalco@ipsos.com

