

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 1

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
Improve	368 31%	54 28% *	46 17% *	89 37% C*	84 42% bCl*	38 32% C*	27 28% *	30 38% C*	273 30% C	95 32% C	230 30%	89 29%	32 39% KL	17 47% KLm
Get worse	497 41%	82 42% e*	140 52% DEI*	90 37% *	53 26% *	49 41% e*	48 50% E*	36 46% E*	364 40% E	133 46% E	318 41% mN	140 45% MN	28 33%	11 31%
Stay the same	260 22%	39 20% *	70 26% Hj*	54 22% h*	49 25% H*	19 16% *	20 21% *	8 10% *	213 23% Hj	47 16%	168 22%	65 21%	20 24%	7 19%
Don't know	75 6%	19 10% g*	16 6% *	9 4% *	13 7% *	12 10% G*	1 1% *	5 6% *	57 6%	18 6%	52 7%	18 6%	4 4%	1 3%

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

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

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BBPE_Q2A_FEB. Do you think that the general economic condition of the country will improv Table: 2

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
Improve	368 31%	118 30%	88 37% D*	49 22%	85 36% D	29 26% *
Get worse	497 41%	167 42%	93 40% *	96 44%	90 38%	51 46% *
Stay the same	260 22%	93 23% c	31 13% *	59 27% C	53 22%	24 21% *
Don't know	75 6%	19 5%	22 9% *	16 7%	10 4%	8 7% *

ColumnProportions (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_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: 3

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
		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	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
Improve	368 31%	41 30% *	74 41% De*	74 25%	179 31%	161 47% GHJ	70 27%	39 26% *	26 27% **	38 26% *	10 20% **
Get worse	497 41%	55 39%	54 30%	125 42%	264 45%	82 24%	139 54%	76 50%	45 46%	75 52%	22 46%

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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 m Table: 3

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	c	C		F	F*	**	F*	**
Stay the same	260 22%	22 16% *	47 26% *	71 24%	120 21%	90 26%	45 18%	26 17% *	24 25% **	24 17% *	16 34% **
Don't know	75 6%	21 15% CE*	7 4% *	25 8% e	22 4%	13 4%	2 1%	11 7% G*	2 2% **	6 4% *	- - **

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

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

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BBPE_Q2B_FEB. How concerned are you about the economic outlook over the next 6 months?

Table: 4

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
Very concerned	269 22% *	42 22% *	58 21% *	59 24% *	44 22% *	17 14% *	30 31% F*	19 24% *	203 22%	66 22%	166 22%	71 23%	20 24%	12 32% KLM
Fairly concerned	632 53% *	115 59% *	141 52% *	126 52% *	93 47% *	64 54% *	53 56% *	40 51% *	475 52%	157 54%	413 54%	160 51%	43 51%	17 47%
Not very concerned	214 18% *	28 15% *	50 18% *	37 15% *	50 25% dg*	27 23% *	11 11% *	11 14% *	165 18%	49 17%	133 17%	60 19%	16 19%	5 14%
Not at all concerned	33 3% *	- - *	8 3% *	10 4% *	5 3% *	6 5% b*	1 1% *	4 5% B*	23 3%	10 3%	17 2%	12 4%	2 3%	2 5% Km
Don't know	52 4% *	8 4% *	15 5% *	11 5% *	7 4% *	5 4% *	1 2% *	5 6% *	41 5%	11 4%	39 5% n	9 3%	3 3%	* 1%
NET Concerned	901 75%	158 81%	199 73%	185 76%	136 68%	81 68%	83 87%	59 75%	678 75%	223 76%	579 75%	231 74%	63 75%	29 79%

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BBPE_Q2B_FEB. How concerned are you about the economic outlook over the next 6 months?

Table: 4

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		e*	*	*	*	*	cEFi*	*						
NET Unconcerned	247	28	57	46	55	33	11	15	188	59	150	72	18	7
	21%	15%	21%	19%	28%	28%	12%	19%	21%	20%	20%	23%	22%	20%
		*	*	*	bG*	bG*	*	*						

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

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

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BBPE_Q2B_FEB. How concerned are you about the economic outlook over the next 6 months Table: 5

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
Very concerned	269 22%	88 22%	61 26% *	39 18%	63 27% d	18 16% *
Fairly concerned	632 53%	218 55%	113 48% *	130 59% e	113 48%	58 52% *
Not very concerned	214 18%	61 15%	49 21% *	30 14%	47 20%	27 25% *
Not at all concerned	33 3%	17 4%	2 1% *	9 4%	4 2%	1 1% *
Don't know	52 4%	14 4%	8 4%	13 6%	10 4%	6 6%

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BBPE_Q2B_FEB. How concerned are you about the economic outlook over the next 6 months Table: 5

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*			*

NET Concerned	901 75%	306 77%	175 75% *	169 77%	176 74%	76 69% *
NET Unconcerned	247 21%	78 19%	51 22% *	39 18%	51 21%	29 26% *

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_Q2B_FEB. How concerned are you about the economic outlook over the next 6 months? Table: 6

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
Very concerned	269 22%	22 15% *	36 20% *	71 24%	140 24%	74 21%	84 33% Fj	40 26% *	17 17% **	26 18% *	4 8% **
Fairly concerned	632 53%	83 59%	83 46%	157 53%	309 53%	184 53%	127 50%	77 51%	61 64%	79 55%	34 70%

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BBPE_Q2B_FEB. How concerned are you about the economic outlook over the next 6 months?

Table: 6

Filter: All respondents

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					*	**	*	**
Not very concerned	214 18%	23 17% *	45 25% D*	39 13%	107 18%	64 19%	40 16%	24 16% *	16 16% **	30 21% *	10 21% **
Not at all concerned	33 3%	3 2% *	9 5% *	5 2%	15 3%	19 5%	4 2%	4 3% *	* 0% **	1 1% *	* 0% **
Don't know	52 4%	8 6%	8 5%	22 8%	13 2%	5 2%	1 0%	7 4%	2 3%	7 5%	- -

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					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	E				g*	**	g*	**

NET Concerned	901	104	120	228	449	257	211	117	78	105	38
	75%	75%	66%	77%	77%	74%	82%	77%	81%	74%	79%
		*	*	c	C			*	**	*	**
NET Unconcerned	247	27	54	44	122	83	44	29	16	31	10
	21%	19%	30%	15%	21%	24%	17%	19%	16%	22%	21%

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Filter: All respondents

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
		Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
		(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)
			*	D*				*	**	*	**

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

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

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Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
Improve	409 34%	52 27% *	74 27% *	80 33% *	77 39% *	55 47% BCdl*	43 45% bCi*	27 34% *	284 31%	125 43% BCI	255 33%	101 32%	35 42% KL	19 52% KLM
Get worse	361 30%	75 39% eFgj*	80 30% *	82 34% f*	47 24% *	25 21% *	20 21% *	30 38% eFgj*	285 31%	76 26%	249 32% MN	90 29% MN	16 19%	6 17%
Stay the same	347 29%	50 26% *	101 37% hj*	66 27% *	55 27% *	31 26% *	26 27% *	17 22% *	272 30%	75 25%	215 28%	97 31%	26 30%	9 25%
Don't know	82 7%	16 8% *	16 6% *	13 6% *	20 10% *	7 6% *	6 7% *	4 5% *	65 7%	17 6%	49 6%	24 8%	7 8%	2 6%

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

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

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BBPE_Q2C_FEB. Do you think that the general financial condition of your business will impro Table: 8

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
Improve	409 34%	136 34% f	83 35% *	63 29%	105 44% bDF	22 20% *
Get worse	361 30%	118 30%	72 31% *	67 30%	56 24%	49 44% bE*
Stay the same	347 29%	113 28%	63 27% *	77 35%	64 27%	30 27% *
Don't know	82 7%	30 8%	16 7% *	14 7%	12 5%	10 9% *

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_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 r Table: 9

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
Improve	409 34%	39 28% *	76 42% d*	87 29%	208 36%	156 45% Gj	81 31%	51 34% *	30 31% **	42 30% *	8 18% **
Get worse	361 30%	51 36%	47 26%	96 32%	168 29%	83 24%	93 36%	47 31%	37 38%	53 37%	20 41%

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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 r Table: 9

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				F	*	**	f*	**
Stay the same	347 29%	38 28% *	40 22% *	93 32%	176 30%	91 26%	74 29%	44 29% *	29 30% **	34 24% *	17 36% **
Don't know	82 7%	11 8% *	19 11% *	19 7%	32 6%	15 4%	8 3%	9 6% *	1 1% **	13 9% *	3 6% **

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

		No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
Help with the cost of energy	351 29%	42 22% *	96 35% b*	60 25% *	54 27% *	39 33% *	38 39% Bdi*	23 29% *	252 28%	99 34% b	225 29%	91 29%	26 31%	10 27%
Reduce taxes paid by business	328 27%	69 36% H*	63 23% *	68 28% H*	52 26% h*	29 25% *	37 39% CHj*	10 12% *	252 28% H	76 26% H	208 27%	89 29%	19 23%	12 34% M
Build closer trade ties with the EU	185 15%	32 17% *	34 12% *	28 12% *	42 21% dg*	26 22% dg*	8 9% *	15 19% *	137 15%	49 17%	124 16%	40 13%	16 19% L	5 14%
Help with adopting AI	185 15%	27 14% *	37 14% *	50 21% H*	32 16% *	20 17% *	13 13% *	6 8% *	146 16%	39 13%	118 15%	48 15%	12 15%	7 20%
Improve the quality of public services	180 15%	34 18% *	28 10% *	38 16% *	18 9% *	23 20% e*	16 17% *	21 26% CEI*	119 13%	60 21% CEI	108 14%	50 16%	15 18%	6 16%
Remove regulations that hold back growth	162 14%	31 16% *	31 11% *	39 16% *	23 12% *	19 16% *	11 12% *	8 10% *	124 14%	38 13%	99 13%	46 15%	11 14%	6 18%
Encourage UK businesses to invest more in themselves	162 14%	22 11%	39 14%	28 11%	38 19%	16 13%	10 10%	10 13%	126 14%	36 12%	100 13%	41 13%	15 18%	6 17%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	*					kl	
Reduce the cost of employing workers	158 13%	38 19% Cj*	21 8% *	37 15% c*	33 16% c*	11 9% *	10 11% *	9 11% *	129 14% c	29 10%	96 12%	46 15%	11 14%	5 14%
Stick to clear, long-term commitments on business and economic policy	154 13%	23 12% *	37 14% *	36 15% *	18 9% *	15 12% *	18 19% *	7 9% *	114 13%	40 14%	102 13%	34 11%	12 14%	6 17% L
Improve the provision of mental and physical health care for workers	143 12%	11 6% *	27 10% *	32 13% *	22 11% *	17 15% *	23 24% BCdEI*	10 13% *	92 10%	51 17% Bcl	91 12%	41 13% m	7 8%	4 11%
Invest in infrastructure (such as transport or broadband)	142 12%	14 7% *	37 14% d*	13 5% *	24 12% *	21 17% bDi*	17 18% bDi*	17 21% BDI*	88 10%	54 18% BDI	88 11%	38 12%	11 14%	4 12%
Address skills shortages in the UK	141 12%	20 11% *	39 14% *	33 13% *	15 7% *	18 15% *	6 6% *	10 13% *	107 12%	34 12%	87 11%	37 12%	13 15%	5 13%
Support with employing apprentices	128 11%	28 14% *	24 9% *	27 11% *	16 8% *	11 10% *	9 9% *	13 17% *	95 10%	33 11%	78 10%	37 12%	10 12%	5 13%
Remove planning restrictions to make it easier to build	109 9%	16 8% *	14 5% *	35 14% C*	21 10% *	8 6% *	10 10% *	6 8% *	86 9%	24 8%	70 9%	27 9%	9 11%	3 7%
Support businesses to reduce carbon emissions	98	10	19	22	24	8	7	9	74	24	56	30	8 18	4

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	8%	5% *	7% *	9% *	12% *	7% *	7% *	11% *	8%	8%	7%	10%	10%	10%
Help with managing cyber security risks	95 8%	7 4% *	35 13% bdg*	13 5% *	17 8% *	12 10% *	3 3% *	9 11% b*	72 8%	24 8%	51 7%	35 11% k	6 7%	4 12% Km
Make it easier to recruit workers from other countries	82 7%	6 3% *	17 6% *	10 4% *	25 12% bDi*	14 12% bd*	6 7% *	4 5% *	58 6%	24 8%	50 7%	21 7%	7 9%	4 10%
Build closer trade ties with the USA	69 6%	9 5% *	15 6% *	23 9% *	9 5% *	4 3% *	4 4% *	5 6% *	57 6%	12 4%	39 5%	24 8%	4 5%	2 7%
Something else (please specify)	10 1%	8 4% cdeij*	* 0% *	1 0% *	- - *	- - *	* 0% *	* 0% *	9 1%	* 0%	8 1%	1 0%	1 2% L	* 1%
Don't know	90 7%	13 7% *	24 9% *	15 6% *	19 10% *	4 3% *	7 7% *	7 9% *	72 8%	18 6%	63 8% N	21 7% n	4 5%	1 3%

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q4_FEB. Which of the following do you think should be the top priorities for the UK GcTable: 11

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
Help with the cost of energy	351 29%	117 30%	68 29% *	66 30%	61 26%	40 36% *
Reduce taxes paid by business	328 27%	137 34% ce	51 22% *	58 26%	57 24%	26 23% *
Build closer trade ties with the EU	185 15%	61 15%	55 23% De*	23 10%	31 13%	16 14% *
Help with adopting AI	185 15%	45 11%	32 14% *	42 19% b	42 18%	25 22% b*
Improve the quality of public services	180 15%	43 11%	43 18%	43 20%	36 15%	15 13%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q4_FEB. Which of the following do you think should be the top priorities for the UK GcTable: 11

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*	B		*
Remove regulations that hold back growth	162 14%	63 16% f	35 15% *	24 11%	35 15% f	5 5% *
Encourage UK businesses to invest more in themselves	162 14%	50 13%	41 17% *	27 12%	31 13%	13 12% *
Reduce the cost of employing workers	158 13%	60 15%	31 13% *	26 12%	23 10%	19 17% *
Stick to clear, long-term commitments on business and economic policy	154 13%	71 18% eF	25 10% *	28 13%	24 10%	6 5% *
Improve the provision of mental and physical health care for workers	143 12%	44 11%	28 12% *	37 17% F	31 13% f	4 3% *
Invest in infrastructure (such as transport or broadband)	142	43	29	27	29	14

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q4_FEB. Which of the following do you think should be the top priorities for the UK GcTable: 11

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
	12%	11%	12% *	12%	12%	13% *
Address skills shortages in the UK	141 12%	55 14%	20 9% *	32 14%	26 11%	9 8% *
Support with employing apprentices	128 11%	25 6%	32 14% b*	22 10%	37 15% B	13 12% *
Remove planning restrictions to make it easier to build	109 9%	40 10%	26 11% *	20 9%	16 7%	6 6% *
Support businesses to reduce carbon emissions	98 8%	36 9%	16 7% *	20 9%	19 8%	8 7% *
Help with managing cyber security risks	95 8%	32 8%	16 7% *	18 8%	20 8%	10 9% *

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q4_FEB. Which of the following do you think should be the top priorities for the UK GcTable: 11

Filter: All respondents

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Make it easier to recruit workers from other countries	82 7%	23 6%	18 8% *	15 7%	19 8%	6 6% *
Build closer trade ties with the USA	69 6%	14 4%	22 10% b*	10 5%	18 8%	5 4% *
Something else (please specify)	10 1%	6 1%	* 0% *	* 0%	1 0%	3 3% *
Don't know	90 7%	24 6%	17 7% *	19 9%	20 8%	9 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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 12

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
Help with the cost of energy	351 29%	48 34% D*	48 26% *	52 18%	203 35% D	70 20%	92 36% F	53 35% F*	45 47% **	44 30% *	18 37% **
Reduce taxes paid by business	328 27%	50 36%	49 27%	70 24%	159 27%	77 22%	80 31%	45 30%	13 13%	50 35%	11 24%

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Fieldwork dates: 1st July to 16th July 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: 12

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					*	**	f*	**
Build closer trade ties with the EU	185 15%	23 17% *	30 17% *	55 19%	77 13%	80 23% GH	22 9%	15 10% *	18 18% **	18 13% *	14 28% **
Help with adopting AI	185 15%	17 13% *	29 16% *	64 22% E	75 13%	63 18%	38 15%	25 16% *	12 12% **	24 17% *	5 11% **
Improve the quality of public services	180 15%	32 23%	26 14%	35 12%	86 15%	53 15%	24 9%	15 10%	23 24%	23 16%	12 25%

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: 12

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		d*	*					*	**	*	**
Remove regulations that hold back growth	162 14%	14 10% *	9 5% *	41 14% C	99 17% C	42 12%	43 17%	22 14% *	21 21% **	17 12% *	2 3% **
Encourage UK businesses to invest more in themselves	162 14%	13 9% *	17 10% *	48 16%	84 14%	56 16%	39 15%	28 18% *	4 4% **	13 9% *	5 10% **
Reduce the cost of employing workers	158 13%	23 17%	30 17%	42 14%	62 11%	49 14%	31 12%	21 14%	10 10%	20 14%	7 14%

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: 12

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					*	**	*	**
Stick to clear, long-term commitments on business and economic policy	154 13%	11 8% *	15 8% *	43 15%	84 14%	54 16%	25 10%	23 15% *	8 8% **	29 20% g*	4 9% **
Improve the provision of mental and physical health care for workers	143 12%	6 4% *	28 15% b*	28 9%	82 14% b	47 14%	29 11%	10 7% *	15 15% **	21 15% *	5 10% **
Invest in infrastructure (such as transport or broadband)	142	13	32	32	65	42	23	14	8	28	12

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Public affairs

Fieldwork dates: 1st July to 16th July 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: 12

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
	12%	10% *	17% *	11%	11%	12%	9%	9% *	9% **	19% g*	24% **
Address skills shortages in the UK	141 12%	20 14% *	14 7% *	33 11%	75 13%	45 13%	38 15%	19 12% *	6 6% **	14 10% *	4 9% **
Support with employing apprentices	128 11%	12 8% *	26 14% *	27 9%	64 11%	33 10%	20 8%	14 9% *	7 8% **	21 15% *	12 25% **
Remove planning restrictions to make it easier to build	109	11	29	21	48	43	21	23	3	6	28 ⁷

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
	9%	8% *	16% dE*	7%	8%	12% j	8%	15% j*	3% **	4% *	15% **
Support businesses to reduce carbon emissions	98 8%	8 6% *	9 5% *	40 14% CE	41 7%	27 8%	22 8%	15 10% *	7 7% **	18 13% *	4 8% **
Help with managing cyber security risks	95 8%	5 4% *	14 8% *	24 8%	51 9%	33 9%	19 7%	15 10% *	14 14% **	11 8% *	2 3% **
Make it easier to recruit workers from other countries	82	4	7	30	42	29	14	14	5	9	29 ²

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Public affairs

Fieldwork dates: 1st July to 16th July 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: 12

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
	7%	3% *	4% *	10%	7%	8%	6%	9% *	5% **	7% *	5% **
Build closer trade ties with the USA	69 6%	* 0% *	18 10% Be*	27 9% Be	24 4%	20 6%	23 9%	6 4% *	9 10% **	5 3% *	1 3% **
Something else (please specify)	10 1%	1 1% *	1 1% *	* 0%	8 1%	- -	5 2% f	- - *	3 3% **	* 0% *	1 1% **
Don't know	90	14	17	22	36	16	11	11	9	3	5

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
	7%	10%	9%	7%	6%	5%	4%	7%	9%	2%	11%
		*	*					*	**	*	**

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has Table: 13

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	The business you work for	The sector you work in	The region of the UK where you live	The UK as a whole
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1200	1200	1200	1200	1200
Weighted base	1200	1200	1200	1200	1200
1 Strongly Disagree (1)	102 9%	83 7%	81 7%	88 7%	97 8%
2	153 13%	146 12%	179 15%	186 15% b	199 17% AB
3	413 34% cDE	369 31%	350 29%	329 27%	343 29%
4	278	359	327	333	307

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has Table: 13

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	The business you work for	The sector you work in	The region of the UK where you live	The UK as a whole
	(A)	(B)	(C)	(D)	(E)
	23%	30% Ae	27% a	28% a	26%
5 Strongly Agree (5)	181 15%	194 16%	211 18%	207 17%	190 16%
Don't know	73 6% BC	49 4%	52 4%	58 5%	64 5%
NET Agree	459 38%	553 46% Ae	538 45% A	539 45% A	497 41%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has Table: 13

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	The business you work for	The sector you work in	The region of the UK where you live	The UK as a whole
	(A)	(B)	(C)	(D)	(E)
NET Disagree	255 21%	229 19%	260 22%	274 23% b	296 25% aB

Mean	3.25	3.38 AE	3.35 Ae	3.34 a	3.26
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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(*)

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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: 14

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
1 Strongly Disagree (1)	102 9%	23 12% f*	17 6% *	12 5% *	23 12% f*	3 3% *	11 12% f*	12 15% cDFi*	75 8%	27 9%	59 8%	29 9%	8 10%	5 15% KLm
2	153 13%	31 16% D*	45 17% D*	14 6% *	21 11% *	21 18% D*	11 12% *	9 12% *	112 12% d	41 14% D	98 13%	39 12%	12 15%	4 12%
3	413 34%	56 29% *	107 39% *	84 35% *	60 30% *	51 43% *	32 34% *	23 29% *	307 34%	106 36%	260 34%	115 37% n	27 32%	10 29%
4	278 23%	49 25% *	44 16% *	71 29% Cfj*	57 29% C*	20 17% *	17 18% *	19 24% *	222 24% c	56 19%	190 25%	60 19%	19 22%	9 26% I
5 Strongly Agree (5)	181 15%	16 8% *	33 12% *	50 21% B*	26 13% *	23 19% b*	21 22% B*	13 16% *	125 14%	56 19% b	109 14%	52 17%	14 17%	6 17%
Don't know	73 6%	18 9% fj*	25 9% FJ*	11 4% *	13 6% *	1 1% *	3 3% *	3 3% *	66 7% fj	6 2%	52 7% N	17 5% n	4 4%	1 2%

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Public affairs

Fieldwork dates: 1st July to 16th July 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: 14

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	459 38%	66 34% *	77 28% *	121 50% bCfij*	83 41% c*	42 36% *	38 40% *	32 40% *	346 38% c	113 38% c	299 39%	112 36%	33 39%	15 43%
NET Disagree	255 21%	54 28% D*	62 23% D*	26 11% *	44 22% D*	24 21% d*	22 23% D*	21 27% D*	187 21% D	68 23% D	157 20%	68 22%	20 24%	10 27% k
Mean	3.25	3.03 *	3.12 *	3.57 BCEHIJ*	3.22 *	3.32 *	3.28 *	3.14 *	3.25	3.26	3.27	3.23	3.23	3.17

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 15

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	102 9%	35 9%	23 10% *	19 9%	13 5%	12 11% *
2	153 13%	66 17% df	30 13% *	20 9%	32 13%	6 5% *
3	413 34%	126 32%	73 31% *	84 38%	82 34%	48 43% *
4	278 23%	84 21%	61 26% *	54 25%	45 19%	34 31% *
5 Strongly Agree (5)	181 15%	64 16%	37 16%	24 11%	55 23%	2 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 15

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
		F	F*	f	DF	*
Don't know	73 6%	23 6%	11 5% *	19 8%	11 5%	9 8% *

NET Agree	459 38%	148 37%	97 42% *	78 36%	99 42%	36 33% *
NET Disagree	255 21%	100 25%	53 23% *	39 18%	45 19%	18 16% *

Mean	3.25	3.21	3.26 *	3.22	3.43	3.09 *
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 15

Filter: All respondents **Weighted by: Weight variable**

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

*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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
1 Strongly Disagree (1)	102 9%	13 9% *	17 9% *	22 7%	50 9%	4 1%	38 15% F	21 14% F*	7 8% **	12 8% F*	4 8% **
2	153 13%	15 11%	21 12%	48 16%	69 12%	29 8%	49 19%	20 13%	12 12%	22 15%	6 13%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
		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	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				F	*	**	*	**
3	413 34%	53 38% *	54 30% *	104 35%	202 35%	113 33%	76 30%	48 32% *	35 36% **	61 43% *	18 38% **
4	278 23%	39 28% *	37 20% *	65 22%	137 23%	111 32% GH	43 17%	28 18% *	24 25% **	31 22% *	11 23% **
5 Strongly Agree (5)	181 15%	10 7%	38 21%	33 11%	100 17%	78 23%	42 16%	23 15%	12 12%	13 9%	4 9%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	Bd*			J		*	**	*	**
Don't know	73	9	15	23	27	12	8	12	6	4	4
	6%	6%	8%	8%	5%	4%	3%	8%	6%	3%	9%
		*	*					*	**	*	**

NET Agree	459	49	75	98	237	189	85	51	36	44	15
	38%	35%	41%	33%	41%	55%	33%	34%	37%	31%	32%

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Public affairs

Fieldwork dates: 1st July to 16th July 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

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			GHJ		*	**	*	**
NET Disagree	255 21%	28 20% *	38 21% *	70 24%	119 20%	32 9%	87 34% F	41 27% F*	19 20% **	34 24% F*	10 21% **
Mean	3.25	3.14 *	3.35 *	3.14	3.30	3.69 GHJ	3.01 *	3.09 *	3.23 **	3.08 *	3.13 **

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Public affairs

Fieldwork dates: 1st July to 16th July 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

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 17

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
1 Strongly Disagree (1)	83 7%	23 12% df*	19 7% *	10 4% *	9 4% *	3 3% *	14 15% DEFI*	5 7% *	61 7%	22 8%	53 7%	20 6%	7 8%	3 9%
2	146 12%	29 15% *	48 18% dfj*	23 9% *	21 11% *	8 7% *	8 8% *	9 11% *	121 13%	25 9%	99 13%	34 11%	9 11%	4 10%
3	369 31%	38 20% *	88 33% b*	66 27% *	64 32% *	52 44% BDI*	37 38% B*	25 31% *	256 28%	113 39% Bdl	238 31%	97 31%	25 29%	9 26%
4	359 30%	69 36% c*	55 20% *	77 32% c*	79 39% Cj*	31 27% *	25 26% *	24 30% *	279 31% c	80 27%	230 30%	92 29%	26 30%	12 34%
5 Strongly Agree (5)	194 16%	20 10% *	44 16% *	62 26% BEGIj*	20 10% *	22 19% *	10 11% *	15 20% e*	145 16%	48 16%	115 15%	58 18%	15 17%	7 19%
Don't know	49 4%	16 8% dfj*	17 6% J*	5 2% *	7 4% *	1 1% *	2 2% *	1 1% *	45 5% j	4 1%	33 4%	12 4%	3 4%	1 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 17

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	553 46%	88 46% *	99 36% *	139 57% CGij*	98 49% c*	54 45% *	35 37% *	40 50% *	424 47% c	129 44%	345 45%	149 48%	40 48%	19 53%
NET Disagree	229 19%	52 27% DeFj*	67 25% DFj*	33 13% *	30 15% *	12 10% *	22 23% f*	14 17% *	182 20% f	47 16%	152 20%	54 17%	16 19%	7 19%
Mean	3.38	3.19 *	3.22 *	3.66 BCGIJ*	3.41 *	3.53 G*	3.10 *	3.47 *	3.38	3.37	3.35	3.44	3.40	3.44

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 18

Filter: All respondents

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	83 7%	34 9%	12 5% *	17 8%	10 4%	11 10% *
2	146 12%	52 13%	34 15% *	25 11%	28 12%	7 6% *
3	369 31%	120 30%	63 27% *	63 29%	90 38%	33 29% *
4	359 30%	123 31%	66 28% *	58 26%	69 29%	43 39% *
5 Strongly Agree (5)	194 16%	46 12%	55 24%	47 22%	34 15%	10 9%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 18

Filter: All respondents

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			Bf*	Bf		*
Don't know	49 4%	22 5%	3 1% *	10 5%	6 2%	8 7% *

NET Agree	553 46%	169 43%	122 52% *	106 48%	103 44%	53 48% *
NET Disagree	229 19%	86 22%	46 20% *	41 19%	38 16%	17 16% *

Mean	3.38	3.25	3.52 *	3.45	3.39	3.34 *
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 18

Filter: All respondents

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The business you wTable: 19

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
1 Strongly Disagree (1)	83 7%	11 8% *	15 8% *	16 5%	42 7%	13 4%	36 14% F	12 8% *	1 1% **	11 8% *	3 5% **
2	146 12%	34 24%	15 8%	54 18%	43 7%	29 8%	42 16%	23 15%	23 24%	5 3%	5 10%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The business you wTable: 19

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		CE*	*	CE			fj	J*	**	*	**
3	369 31%	52 37% *	59 33% *	79 27%	179 31%	87 25%	96 37% F	43 28% *	26 27% **	50 35% *	20 41% **
4	359 30%	29 21% *	60 33% *	73 25%	198 34% bd	141 41% G	53 21%	49 32% *	26 27% **	45 32% *	13 28% **
5 Strongly Agree (5)	194 16%	11 8%	27 15%	54 18%	102 17%	70 20%	26 10%	18 12%	19 20%	29 20%	4 8%

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Public affairs

Fieldwork dates: 1st July to 16th July 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

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	b		G		*	**	g*	**
Don't know	49	3	6	20	20	7	4	8	*	3	4
	4%	2%	3%	7%	4%	2%	1%	5%	0%	2%	8%
		*	*					*	**	*	**
NET Agree	553	40	87	126	300	211	79	67	46	74	17
	46%	29%	48%	43%	51%	61%	31%	44%	47%	52%	36%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The business you wTable: 19

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	B*	b	B	GH		g*	**	G*	**
NET Disagree	229 19%	44 32% cE*	30 17% *	70 24% E	85 15%	41 12%	78 30% FJ	35 23% Fj*	24 25% **	16 11% *	7 15% **
Mean	3.38	2.97 *	3.39 B*	3.34 b	3.49 B	3.67 GH	2.97	3.26 *	3.41 **	3.55 G*	3.25 **

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The business you wTable: 19

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
1 Strongly Disagree (1)	81 7%	20 11% c*	10 4% *	19 8% *	9 4% *	6 5% *	8 8% *	8 11% c*	58 6%	23 8%	53 7%	18 6%	5 7%	4 11% kLm
2	179 15%	30 16% *	46 17% *	31 13% *	30 15% *	17 14% *	14 15% *	11 14% *	137 15%	42 14%	115 15%	52 17% MN	9 10%	3 9%
3	350 29%	52 27% *	89 33% *	71 29% *	61 30% *	35 30% *	20 21% *	24 30% *	272 30%	79 27%	226 29% N	91 29% N	26 31% N	7 20%
4	327 27%	45 23% *	59 22% *	66 27% *	65 32% *	41 35% c*	27 28% *	24 30% *	235 26%	92 32% c	211 27%	75 24%	27 32% L	13 37% KL
5 Strongly Agree (5)	211 18%	31 16% *	49 18% *	50 21% *	29 14% *	18 15% *	24 25% *	11 13% *	159 18%	52 18%	132 17%	57 18%	14 16%	7 21%
Don't know	52 4%	15 8% J*	19 7% J*	6 3% *	7 3% *	1 1% *	3 3% *	1 1% *	47 5% j	5 2%	31 4%	17 6% n	3 3%	1 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	538 45% *	77 40% *	108 40% *	115 48% *	93 47% *	59 50% *	51 53% *	35 44% *	393 43% *	144 49% *	343 45% *	133 43% *	41 49% *	21 58% KLm
NET Disagree	260 22% *	51 26% *	56 20% *	50 21% *	39 19% *	24 20% *	22 23% *	20 25% *	195 22% *	65 22% *	168 22% *	71 23% m	14 17% *	7 21% *
Mean	3.35	3.20 *	3.36 *	3.41 *	3.39 *	3.40 *	3.48 *	3.22 *	3.35	3.37	3.34	3.34	3.43	3.47

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 21

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	81 7%	34 8%	17 7% *	14 6%	9 4%	8 7% *
2	179 15%	67 17%	40 17% *	34 16%	30 13%	8 7% *
3	350 29%	127 32%	52 22% *	60 27%	66 28%	45 41% C*
4	327 27%	93 23%	73 31% *	59 27%	75 32%	27 24% *
5 Strongly Agree (5)	211 18%	54 14%	45 19%	44 20%	52 22%	15 14%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 21

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*		b	*
Don't know	52 4%	22 6%	7 3% *	9 4%	5 2%	8 7% *

NET Agree	538 45%	148 37%	118 50% b*	103 47%	127 54% Bf	42 38% *
NET Disagree	260 22%	101 25% e	57 24% *	49 22%	39 16%	16 14% *

Mean	3.35	3.18	3.39 *	3.40	3.57 B	3.33 *
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 21

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The sector you worlTable: 22

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
1 Strongly Disagree (1)	81 7%	7 5% *	13 7% *	16 5%	45 8%	3 1%	26 10% F	12 8% F*	11 11% **	12 8% F*	3 7% **
2	179 15%	22 16%	25 14%	59 20%	73 13%	36 10%	44 17%	28 18%	17 17%	22 15%	11 23%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The sector you worlTable: 22

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	e				*	**	*	**
3	350 29%	50 36% d*	48 26% *	67 23%	185 32% d	92 27%	97 38% f	45 29% *	28 29% **	43 30% *	11 22% **
4	327 27%	41 29% *	43 24% *	88 30%	155 27%	118 34% G	42 16%	38 25% *	33 34% **	41 28% g*	9 19% **
5 Strongly Agree (5)	211 18%	17 12%	41 23%	48 16%	104 18%	88 25%	46 18%	22 14%	8 8%	23 16%	10 21%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The sector you worlTable: 22

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			h		*	**	*	**
Don't know	52	3	11	16	22	9	1	9	*	3	4
	4%	2%	6%	6%	4%	2%	1%	6%	0%	2%	8%
		*	*					G*	**	*	**
NET Agree	538	58	84	136	260	206	88	59	41	64	19
	45%	42%	46%	46%	44%	60%	34%	39%	43%	45%	40%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The sector you worlTable: 22

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			GHj		*	**	*	**
NET Disagree	260 22%	29 21% *	39 21% *	75 26%	118 20%	39 11%	70 27% F	39 26% F*	27 28% **	33 23% F*	14 30% **
Mean	3.35	3.29 *	3.43 *	3.33	3.36	3.75 GHJ	3.15	3.21 *	3.11 **	3.30 *	3.25 **

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic policies that will benefit...? - The sector you worlTable: 22

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
1 Strongly Disagree (1)	88 7%	26 14% fj*	18 7% *	14 6% *	13 7% *	5 4% *	9 9% *	3 4% *	71 8%	17 6%	54 7%	24 8%	7 8%	4 10%
2	186 15%	28 14% *	67 25% DEFij*	28 11% *	25 13% *	10 9% *	15 16% *	12 16% *	148 16%	38 13%	124 16%	44 14%	13 15%	5 13%
3	329 27%	44 23% *	81 30% *	66 27% *	51 26% *	38 32% *	22 24% *	27 34% *	242 27%	87 30%	206 27%	93 30% N	22 26%	7 21%
4	333 28%	53 28% *	51 19% *	68 28% *	69 35% Ch*	42 35% Ch*	33 34% C*	16 21% *	242 27%	91 31% C	210 27%	85 27%	27 32%	12 32%
5 Strongly Agree (5)	207 17%	29 15% *	35 13% *	60 25% Ci*	33 17% *	22 19% *	13 13% *	15 19% *	156 17%	50 17%	136 18%	51 16%	12 15%	8 22% M
Don't know	58 5%	14 7% *	19 7% *	8 3% *	7 4% *	1 1% *	4 4% *	4 5% *	48 5%	9 3%	38 5%	16 5%	3 4%	1 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	539 45% *	82 42% *	86 32% *	128 53% C*	103 51% C*	64 54% C*	46 48% c*	32 40% *	398 44% C	141 48% C	346 45%	135 43%	39 47%	19 54% kL
NET Disagree	274 23% f*	54 28% f*	85 31% DeFJ*	42 17% *	39 19% *	15 13% *	24 25% *	16 20% *	219 24% f	55 19%	179 23%	67 22%	20 23%	8 23%
Mean	3.34	3.17 *	3.07 *	3.56 bCi*	3.44 C*	3.57 bC*	3.28 *	3.37 *	3.31 c	3.42 C	3.34	3.32	3.31	3.43

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 24

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	88 7%	25 6%	17 7% *	18 8%	22 9%	6 6% *
2	186 15%	56 14%	40 17% *	32 14%	40 17%	17 16% *
3	329 27%	109 27%	57 24% *	56 25%	69 29%	38 35% *
4	333 28%	122 31%	75 32% *	55 25%	52 22%	29 26% *
5 Strongly Agree (5)	207 17%	60 15%	39 17%	46 21%	50 21%	12 11%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 24

Filter: All respondents

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*			*
Don't know	58 5%	25 6% e	7 3% *	13 6%	5 2%	8 7% *

NET Agree	539 45%	182 46%	113 49% *	101 46%	102 43%	41 37% *
NET Disagree	274 23%	81 20%	57 24% *	50 23%	62 26%	24 21% *

Mean	3.34	3.36	3.35 *	3.38	3.29	3.22 *
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 24

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 UI

Filter: All respondents

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
1 Strongly Disagree (1)	88 7%	9 6% *	23 13% e*	19 6%	38 7%	4 1%	40 16% FJ	23 15% Fj*	1 1% **	6 5% *	1 2% **
2	186 15%	22 15%	25 14%	62 21%	77 13%	34 10%	59 23%	32 21%	19 19%	23 16%	10 21%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 UI

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
		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	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	e			F	F*	**	*	**
3	329 27%	54 39% Cd*	35 19% *	72 24%	168 29% c	84 24%	68 26%	35 23% *	29 30% **	56 39% Fgh*	12 25% **
4	333 28%	41 30% *	57 31% *	71 24%	164 28%	128 37% GHJ	54 21%	30 20% *	37 39% **	30 21% *	13 27% **
5 Strongly Agree (5)	207 17%	11 8%	32 18%	51 17%	113 19%	87 25%	34 13%	23 15%	10 10%	24 17%	6 13%

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Public affairs

Fieldwork dates: 1st July to 16th July 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 UI

Filter: All respondents

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*		b	G		*	**	*	**
Don't know	58	3	10	21	24	10	1	10	*	3	6
	5%	2%	5%	7%	4%	3%	0%	7%	0%	2%	12%
		*	*					G*	**	*	**

NET Agree	539	52	90	121	277	215	88	53	47	54	20
	45%	37%	49%	41%	47%	62%	34%	35%	49%	38%	41%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 UI

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			GHJ		*	**	*	**
NET Disagree	274 23%	30 22% *	48 26% *	81 27%	115 20%	37 11%	99 39% FJ	54 36% Fj*	20 20% **	29 20% f*	11 23% **
Mean	3.34	3.17 *	3.30 *	3.27	3.42	3.78 GHJ	2.93	2.99 *	3.37 **	3.31 g*	3.33 **

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Public affairs

Fieldwork dates: 1st July to 16th July 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 UI

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1200	77	176	213	223	174	157	180	689	511	250	331	369	250
Weighted base	1200	194	271	243	199	118	96	79	907	293	768	312	84	36
1 Strongly Disagree (1)	97 8%	24 12% e*	26 9% *	22 9% *	6 3% *	5 4% *	9 10% e*	4 5% *	78 9%	19 6%	63 8%	22 7%	8 9%	4 12% l
2	199 17%	34 18% *	56 21% D*	21 9% *	38 19% D*	20 17% *	21 22% D*	10 12% *	149 16% d	50 17% d	117 15%	67 21% kMN	11 13%	5 14%
3	343 29%	53 28% *	74 27% *	75 31% *	58 29% *	41 34% *	19 20% *	23 29% *	260 29%	82 28%	217 28%	92 30%	25 30%	9 25%
4	307 26%	39 20% *	66 24% *	65 27% *	58 29% *	38 32% *	25 26% *	16 21% *	228 25%	79 27%	210 27%	65 21%	22 26%	9 26%
5 Strongly Agree (5)	190 16%	32 16% *	27 10% *	45 18% c*	30 15% *	15 12% *	20 21% c*	22 28% CeFI*	134 15%	57 19% C	116 15%	50 16%	16 19%	8 22% KI
Don't know	64 5%	12 6% *	23 8% fj*	15 6% *	8 4% *	1 1% *	2 2% *	4 5% *	58 6% fj	6 2%	46 6% N	16 5% n	2 3%	* 1%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	497 41%	70 36% *	94 35% *	109 45% *	88 44% *	52 44% *	45 47% *	39 49% c*	361 40%	136 46% c	326 42%	116 37%	38 46% L	17 48% L
NET Disagree	296 25%	58 30% d*	81 30% D*	43 18% *	45 22% *	25 21% *	30 32% d*	14 18% *	227 25%	69 24%	180 23%	88 28% m	18 22%	9 25%
Mean	3.26	3.11 *	3.06 *	3.39 c*	3.35 c*	3.31 *	3.26 *	3.57 bCi*	3.22	3.36 c	3.27	3.19	3.35	3.34

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 27

Filter: All respondents Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1200	334	177	280	299	110
Weighted base	1200	398	234	221	237	111
1 Strongly Disagree (1)	97 8%	39 10%	16 7% *	14 6%	22 9%	6 6% *
2	199 17%	61 15%	52 22% *	34 15%	37 15%	16 14% *
3	343 29%	120 30%	47 20% *	75 34% Ce	57 24%	43 39% Ce*
4	307 26%	93 23%	70 30% *	54 24%	64 27%	25 22% *
5 Strongly Agree (5)	190 16%	55 14%	42 18%	27 12%	53 22%	14 12%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 27

Filter: All respondents

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*		bD	*
Don't know	64 5%	29 7% E	7 3% *	17 8% E	4 2%	7 7% *

NET Agree	497 41%	148 37%	112 48% *	81 37%	118 50% BD	39 35% *
NET Disagree	296 25%	100 25%	68 29% *	48 22%	58 25%	22 20% *

Mean	3.26	3.18	3.30 *	3.23	3.39	3.23 *
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5A_FEB. To what extent do you agree or disagree that the government has economic Table: 27

Filter: All respondents

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

*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(*)*

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1200	149	186	297	568	375	234	178	92	113	47
Weighted base	1200	139	182	294	584	346	256	152	96	143	48
1 Strongly Disagree (1)	97 8%	9 6% *	12 6% *	23 8%	54 9%	8 2%	42 17% Fh	11 7% f*	11 11% **	12 8% f*	1 2% **
2	199 17%	26 18%	29 16%	63 21%	82 14%	31 9%	70 27%	33 22%	16 17%	25 17%	5 11%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 28

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	e			F	F*	**	*	**
3	343 29%	45 33% *	52 29% *	87 29%	159 27%	107 31% g	52 20%	36 24% *	27 28% **	53 37% G*	25 51% **
4	307 26%	30 21% *	43 24% *	70 24%	163 28%	102 29%	57 22%	40 26% *	32 33% **	35 25% *	7 15% **
5 Strongly Agree (5)	190 16%	23 16%	36 20%	34 12%	98 17%	87 25%	31 12%	28 18%	6 6%	16 11%	6 13%

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Public affairs

Fieldwork dates: 1st July to 16th July 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: 28

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			GJ		*	**	*	**
Don't know	64	7	11	18	29	12	3	5	5	2	4
	5%	5%	6%	6%	5%	3%	1%	3%	5%	2%	8%
		*	*					*	**	*	**

NET Agree	497	52	79	105	261	189	88	68	37	51	14
	41%	38%	43%	36%	45%	55%	34%	45%	39%	36%	29%

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Public affairs

Fieldwork dates: 1st July to 16th July 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: 28

Filter: All respondents Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*		d	GJ		*	**	*	**
NET Disagree	296 25%	34 25% *	41 22% *	85 29%	136 23%	39 11%	112 44% FHJ	43 29% F*	27 28% **	37 26% F*	6 12% **
Mean	3.26	3.24 *	3.36 *	3.11	3.31	3.68 GHJ	2.86	3.28 G*	3.06 **	3.13 *	3.30 **

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....?Table: 29

Filter: All those consentingWeighted 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	For boosting international trade and investment
	(A)	(B)	(C)	(D)
Unweighted base	1127	1127	1127	1127
Weighted base	1122	1122	1122	1122
Labour Party	286 26%	299 27% D	330 29% AD	259 23%
Conservative Party	156 14%	178 16%	152 14%	191 17% AC
Liberal Democrats	104 9%	91 8%	95 9%	95 8%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....?Table: 29

Filter: All those consentingWeighted 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	For boosting international trade and investment
	(A)	(B)	(C)	(D)
Reform UK	232 21%	236 21%	231 21%	228 20%
Green Party	129 11%	124 11%	138 12%	137 12%
Scottish National Party	18 2%	13 1%	17 2%	14 1%
Plaid Cymru	6 1%	5 0%	6 1%	6 1%
Other (please specify)	4	2	8	4

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....?Table: 29

Filter: All those consentingWeighted 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	For boosting international trade and investment
	(A)	(B)	(C)	(D)
	0%	0%	1% b	0%
None	67 6%	72 6%	57 5%	70 6%
Don’t know	101 9% c	85 8%	72 6%	104 9% c
Prefer not to say	18 2%	17 1%	15 1%	14 1%

Overlap formulae used
ColumnProportions (5%): A/B/C/D (10%): a/b/c/d Minimum Base: 30(**) Small Base: 100(*)

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....?Table: 29

Filter: All those consentingWeighted 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	For boosting international trade and investment
	(A)	(B)	(C)	(D)

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - On managing the economy

Table: 30

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
Labour Party	286 26%	48 27% *	53 21% *	71 31% *	43 23% *	26 24% *	20 21% *	25 35% c*	216 25%	70 26%	182 25%	70 24%	24 30% l	11 32% L
Reform UK	232 21%	21 12% *	48 19% *	48 21% *	55 29% BH*	24 22% *	26 27% Bh*	9 12% *	173 20%	59 21%	157 22% N	57 19% N	15 18% n	4 12%
Conservative Party	156 14%	22 12% *	37 15% *	39 17% *	24 12% *	14 13% *	11 12% *	9 13% *	122 14%	34 12%	81 11%	51 17% k	16 20% K	8 23% K
Green Party	129 11%	18 10% *	35 14% e*	26 11% *	12 6% *	11 10% *	19 20% Ei*	7 10% *	91 11%	38 14% e	78 11%	43 15% MN	6 8%	2 6%
Liberal Democrats	104 9%	14 8% *	27 11% d*	8 4% *	22 11% d*	10 9% *	16 17% Di*	8 11% d*	71 8%	34 12% D	74 10%	21 7%	6 7%	4 11% l
Scottish National Party	18 2%	4 2% *	- - *	1 0% *	6 3% c*	4 4% C*	- - *	4 5% CDgl*	11 1%	8 3% c	14 2%	3 1%	1 1%	1 2%
Plaid Cymru	6 1%	4 2%	- -	1 1%	- -	1 1%	- -	- -	5 1%	1 0%	4 1%	2 1%	- -	* 0%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - On managing the economy

Table: 30

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	*						
Other (please specify)	4 0%	- - *	- - *	2 1% *	- - *	1 1% *	- - *	1 1% *	2 0% *	1 1% *	- - *	3 1% k	1 1% K	* 0% K
None	67 6%	27 15% cDEfGIJ*	16 6% *	6 3% *	8 4% *	5 4% *	1 1% *	4 5% *	57 7% *	9 3% *	41 6% *	19 7% *	4 5% *	3 9% m
Don't know	101 9%	17 9% *	29 12% g*	20 9% *	20 10% g*	10 10% *	2 2% *	3 4% *	86 10% g	15 6% *	75 10% N	21 7% *	5 6% *	1 4% *
Prefer not to say	18 2%	3 2% *	5 2% *	3 2% *	2 1% *	3 3% *	* 0% *	3 4% *	13 2% *	6 2% *	10 1% *	5 2% *	3 3% n	* 0% *

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - On managing the Table: 31

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
Labour Party	286 26%	96 26%	57 27% *	55 26%	59 26%	20 20% *
Reform UK	232 21%	74 20%	38 18% *	47 23%	56 24%	17 17% *
Conservative Party	156 14%	65 17% d	20 10% *	20 10%	36 16%	14 15% *
Green Party	129 11%	42 11%	30 14% *	22 11%	19 8%	16 16% *
Liberal Democrats	104 9%	33 9%	29 14%	20 10%	22 9%	1 1%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - On managing the Table: 31

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
		f	F*	f	f	*
Scottish National Party	18 2%	- -	- - *	- - *	- - *	18 18% BCDE*
Plaid Cymru	6 1%	- -	- - *	6 3% Be	- - *	- - *
Other (please specify)	4 0%	* 0%	3 1% *	1 1%	- -	- - *
None	67 6%	21 6%	11 5% *	15 7%	14 6%	6 6% *
Don't know	101 9%	42 11%	18 9% *	17 8%	17 8%	7 7% *
Prefer not to say	18 2%	2 1%	4 2%	6 3%	6 3%	* 0%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - On managing the Table: 31

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*			*

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(*)

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
Labour Party	286 26%	31 25% *	43 25% *	66 25%	146 26%	240 69% GHJ	8 3%	4 3% *	15 16% **	15 10% gh*	4 8% **
Reform UK	232 21%	21 17%	41 24%	67 25%	102 18%	10 3%	200 78%	12 8%	4 5%	5 3%	* 0%

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				FHJ	*	**	*	**
Conservative Party	156 14%	9 7% *	33 19% b*	33 12%	81 15%	22 6%	14 5%	104 68% FGJ*	3 4% **	6 4% *	3 7% **
Green Party	129 11%	14 11% *	16 9% *	34 13%	65 12%	20 6%	4 2%	2 1% *	2 2% **	91 64% FGH*	- - **
Liberal Democrats	104 9%	4 3%	10 6%	27 10%	64 12%	28 8%	3 1%	1 1%	59 61%	12 8%	- -

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*		b	GH		*	**	Gh*	**
Scottish National Party	18 2%	4 3% *	3 2% *	1 1%	10 2%	* 0%	- -	- - *	- - **	- - *	18 37% **
Plaid Cymru	6 1%	- - *	- - *	2 1%	4 1%	- -	- -	- - *	* 0% **	- - *	6 12% **
Other (please specify)	4 0%	1 1%	1 0%	2 1%	* 0%	- -	1 0%	- -	- -	- -	3 6%

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					*	**	*	**
None	67 6%	8 6% *	15 9% *	18 7%	26 5%	6 2%	17 7% Fj	12 8% Fj*	2 2% **	1 1% *	3 6% **
Don't know	101 9%	28 23% CDE*	8 4% *	17 6%	49 9%	19 5%	9 3%	14 9% *	10 10% **	13 9% *	11 24% **
Prefer not to say	18 2%	4 3%	3 2%	3 1%	9 2%	2 1%	1 0%	3 2%	* 0%	- -	- -

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
		Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
		(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)
			*	*				*	**	*	**

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For Britain’s businesses

Table: 33

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
Labour Party	299 27% *	47 26% *	63 25% *	58 25% *	56 29% *	23 21% *	30 31% *	23 32% *	224 26%	75 27%	196 27%	69 23%	24 31% L	10 29%
Reform UK	236 21%	24 13% *	54 22% *	48 21% *	50 26% bh*	26 24% *	27 29% BH*	8 12% *	175 21%	61 22%	161 23% N	55 19% n	16 20% N	4 12%
Conservative Party	178 16%	24 14% *	39 16% *	48 21% *	28 15% *	14 13% *	12 13% *	11 16% *	140 17%	38 14%	97 14%	56 19%	16 20% K	9 28% KLm
Green Party	124 11%	17 10% *	17 7% *	35 16% c*	17 9% *	17 15% c*	11 12% *	10 13% *	87 10%	37 14% c	73 10% M	45 15% kMN	4 5%	2 6%
Liberal Democrats	91 8%	13 8% *	29 12% d*	10 4% *	16 8% *	15 14% Dg*	4 4% *	4 6% *	68 8%	23 9%	66 9%	16 6%	6 7%	3 10% L
Scottish National Party	13 1%	4 2% *	- - *	- - *	3 2% *	1 1% *	1 1% *	4 5% CDI*	7 1%	6 2%	9 1%	3 1%	* 1%	* 1%
Plaid Cymru	5 0%	4 2%	- -	1 0%	- -	1 1%	- -	- -	5 1%	1 0%	4 1%	2 1%	- -	- -

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For Britain’s businesses

Table: 33

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	*						
Other (please specify)	2 0%	- - *	- - *	1 0% *	- - *	1 1% *	- - *	1 1% I*	1 0%	1 1%	- -	1 0%	1 1% KI	* 0% K
None	72 6%	23 13% Dfj*	17 7% *	9 4% *	10 5% *	2 2% *	6 6% *	5 8% *	58 7%	13 5%	42 6%	22 8%	5 6%	3 9%
Don’t know	85 8%	19 11% *	24 10% *	15 6% *	11 6% *	6 5% *	5 5% *	5 7% *	69 8%	15 6%	56 8%	23 8%	5 6%	1 4%
Prefer not to say	17 1%	3 2% *	7 3% *	3 2% *	* 0% *	3 3% *	- - *	* 0% *	13 2%	3 1%	11 2%	3 1%	2 3%	* 1%

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

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

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For Britain’s busiTable: 34

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
Labour Party	299 27%	105 28%	49 24% *	54 26%	72 31%	19 19% *
Reform UK	236 21%	83 22%	37 18% *	49 24%	47 21%	19 19% *
Conservative Party	178 16%	75 20% cD	21 10% *	21 10%	49 21% cD	12 12% *
Green Party	124 11%	43 11%	32 15% e*	16 8%	15 6%	18 18% de*
Liberal Democrats	91 8%	14 4%	42 20%	19 9%	16 7%	* 0%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For Britain’s busiTable: 34

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			BdEF*	bf		*
Scottish National Party	13 1%	- -	- - *	- - *	- -	13 13% BCDE*
Plaid Cymru	5 0%	- -	- - *	5 3% Be	- -	- - *
Other (please specify)	2 0%	* 0%	1 0% *	1 0%	- -	- - *
None	72 6%	22 6%	17 8% *	19 9%	11 5%	4 4% *
Don’t know	85 8%	32 9% c	3 1% *	20 10% C	16 7% c	14 14% C*
Prefer not to say	17 1%	1 0%	9 4%	3 2%	4 2%	- -

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For Britain’s busiTable: 34

Filter: All those consentingWeighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			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(*)

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
Labour Party	299 27%	30 25% *	42 24% *	72 27%	154 28%	242 70% GHJ	17 6%	9 6% *	6 6% **	17 12% *	1 3% **
Reform UK	236 21%	20 16%	40 23%	61 23%	115 21%	15 4%	183 72%	16 11%	4 4%	16 11%	* 0%

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				FHJ	f*	**	*	**
Conservative Party	178 16%	11 9% *	35 20% *	35 13%	97 17%	25 7%	27 11%	102 67% FGJ*	8 9% **	7 5% *	8 16% **
Green Party	124 11%	14 12% *	17 10% *	29 11%	63 11%	25 7% gH	6 2%	1 1% *	5 5% **	83 58% FGH*	1 1% **
Liberal Democrats	91 8%	12 10%	4 2%	31 12%	43 8%	14 4%	4 1%	5 3%	62 64%	5 3%	- -

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For Britain’s businesses

Table: 35

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		c*	*	C				*	**	*	**
Scottish National Party	13 1%	4 3% *	3 2% *	1 0%	5 1%	- -	- -	- - *	- - **	- - *	13 26% **
Plaid Cymru	5 0%	- - *	- - *	1 0%	4 1%	- -	- -	- - *	- - **	- - *	5 11% **
Other (please specify)	2 0%	1 1%	1 0%	- -	* 0%	- -	1 0%	- -	- -	- -	1 2%

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					*	**	*	**
None	72 6%	12 9% *	16 9% *	17 6%	28 5%	8 2%	11 4%	11 7% f*	5 5% **	7 5% *	8 18% **
Don’t know	85 8%	15 12% *	12 7% *	14 5%	43 8%	15 4%	7 3%	3 2% *	7 7% **	9 6% *	10 21% **
Prefer not to say	17 1%	4 3%	3 1%	7 3%	3 1%	2 1%	1 0%	6 4%	- -	- -	- -

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	e				fg*	**	*	**

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

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

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Public affairs

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BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For people in work

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
Labour Party	330 29% *	57 32% *	56 22% *	70 31% *	71 37% Cf*	25 23% *	26 27% *	25 35% c*	254 30%	76 28%	222 31% l	69 24%	28 35% L	11 33% L
Reform UK	231 21% *	20 11% *	52 21% *	48 21% *	49 26% B*	26 24% b*	26 28% B*	10 14% *	169 20%	62 23% b	150 21%	60 21%	14 18%	6 18%
Conservative Party	152 14% *	21 12% *	38 15% *	37 16% *	21 11% *	13 12% *	14 15% *	8 11% *	117 14%	35 13%	81 11%	52 18% K	13 16%	6 17% k
Green Party	138 12% *	17 10% *	38 15% e*	31 14% e*	11 6% *	12 11% *	21 22% bEI*	8 11% *	98 12%	40 15% E	84 12%	43 15% m	7 9%	3 10%
Liberal Democrats	95 9% *	16 9% *	23 9% *	14 6% *	13 7% *	20 18% DEghi*	6 6% *	5 7% *	65 8%	30 11%	68 10%	19 7%	5 6%	3 9%
Scottish National Party	17 2% *	4 2% *	- - *	1 0% *	8 4% Cd*	1 1% *	- - *	4 5% CDgi*	13 1%	5 2%	13 2%	3 1%	1 1%	* 1%
Plaid Cymru	6 1%	4 2%	- -	1 1%	- -	1 1%	- -	- -	5 1%	1 0%	4 1%	2 1%	- -	- -

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Public affairs

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		No. Employees									Turnover			
	Total	1-9	10-49	50-99	100-249	250-499	500-999	1000 or more	Up to 249	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	*						
Other (please specify)	8	4	-	2	-	1	-	1	6	1	4	3	1	*
	1%	2%	-	1%	-	1%	-	1%	1%	1%	1%	1%	1%	0%
		*	*	*	*	*	*	*						
None	57	23	13	5	9	2	1	5	49	8	34	16	4	2
	5%	13%	5%	2%	4%	2%	1%	7%	6%	3%	5%	6%	5%	6%
		cDeFGiJ*	*	*	*	*	*	dg*						
Don't know	72	10	27	16	8	6	2	3	62	10	42	23	5	1
	6%	6%	11%	7%	4%	5%	2%	4%	7%	4%	6%	8%	6%	4%
		*	gJ*	*	*	*	*	*						
Prefer not to say	15	3	4	3	*	3	-	2	10	6	10	2	2	*
	1%	2%	2%	1%	0%	3%	-	3%	1%	2%	1%	1%	3%	1%
		*	*	*	*	*	*	e*					L	

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

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

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BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For people in wo

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
Labour Party	330 29%	101 27%	60 29% *	66 32%	77 34%	26 26% *
Reform UK	231 21%	84 22%	37 18% *	42 20%	48 21%	20 20% *
Conservative Party	152 14%	68 18% D	27 13% *	16 8%	34 15%	7 7% *
Green Party	138 12%	51 14%	33 16% e*	24 11%	16 7%	13 13% *
Liberal Democrats	95 9%	22 6%	31 15%	16 8%	20 9%	6 6%

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Public affairs

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BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For people in wo

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			b*			*
Scottish National Party	17 2%	- -	- - *	- - *	- -	17 17% BCDE*
Plaid Cymru	6 1%	- -	- - *	6 3% Be	- -	- - *
Other (please specify)	8 1%	4 1%	3 1% *	1 1%	- -	- - *
None	57 5%	18 5%	11 5% *	13 6%	9 4%	5 5% *
Don't know	72 6%	26 7%	5 2% *	18 8% c	19 8%	4 4% *
Prefer not to say	15 1%	1 0%	3 1%	6 3%	6 2%	- -

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BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For people in wo

Table: 37

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Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*	b	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(*)

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For people in work

Table: 38

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
Labour Party	330 29%	43 35% *	40 23% *	79 29%	168 30%	255 74% GHJ	22 9%	13 8% *	20 20% **	11 7% *	7 14% **
Reform UK	231 21%	23 18%	49 29%	53 20%	106 19%	24 7%	192 75%	3 2%	* 0%	8 6%	3 6%

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BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For people in work

Table: 38

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	e*				FHJ	*	**	*	**
Conservative Party	152 14%	9 7% *	33 19% b*	29 11%	81 15%	9 3%	6 2%	113 74% FGJ*	7 7% **	5 3% *	4 9% **
Green Party	138 12%	14 11% *	16 9% *	43 16%	65 12%	20 6%	7 3%	3 2% *	3 4% **	94 66% FGH*	* 1% **
Liberal Democrats	95 9%	5 4%	2 1%	30 11%	59 11%	11 3%	4 2%	4 3%	60 62%	16 11%	- -

		Broad Industry				Party preference					
		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	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	C	C			*	**	FGh*	**
Scottish National Party	17 2%	- - *	3 2% *	7 2%	8 1%	* 0%	- -	- - *	- - **	3 2% *	14 30% **
Plaid Cymru	6 1%	- - *	- - *	2 1%	4 1%	- -	- -	- - *	- - **	- - *	6 13% **
Other (please specify)	8 1%	1 1%	5 3%	2 1%	* 0%	- -	1 0%	- -	- -	- -	7 15%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For people in work

Table: 38

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	E*					*	**	*	**
None	57 5%	10 8% *	11 7% *	15 5%	21 4%	12 3%	15 6%	9 6% *	1 1% **	1 1% *	3 6% **
Don't know	72 6%	16 13% d*	10 6% *	11 4%	35 6%	13 4%	9 3%	4 3% *	5 6% **	6 4% *	4 8% **
Prefer not to say	15 1%	4 3%	3 2%	1 0%	8 1%	2 1%	1 0%	3 2%	- -	- -	- -

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
		Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
		(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)
			*	*				*	**	*	**

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For boosting international trade and investment

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
Labour Party	259 23%	52 29% f*	51 20% *	56 25% *	47 25% *	16 14% *	23 25% *	14 20% *	206 24%	53 19%	164 23%	60 20%	25 32% KL	9 28% I
Reform UK	228 20%	22 12% *	46 18% *	49 22% *	48 25% b*	23 22% *	30 32% BcHi*	10 14% *	165 19%	63 23% b	157 22% n	52 18%	15 19%	5 14%
Conservative Party	191 17%	23 13% *	40 16% *	52 23% fj*	37 19% *	12 11% *	13 14% *	14 20% *	152 18%	39 14%	101 14%	67 23% K	14 18%	9 26% KM
Green Party	137 12%	12 7% *	24 9% *	32 14% *	16 8% *	21 19% Bcel*	20 21% BCEI*	12 17% b*	83 10%	53 20% BCEI	90 13% M	39 13% M	5 6%	3 8%
Liberal Democrats	95 8%	10 6% *	39 16% bDEgl*	12 5% *	9 5% *	14 13% de*	4 4% *	6 8% *	71 8%	24 9%	67 9%	21 7%	5 6%	3 8%
Scottish National Party	14 1%	4 2% *	1 0% *	1 0% *	3 2% *	1 1% *	1 1% *	4 5% CDI*	9 1%	6 2%	9 1%	5 2%	1 1%	* 1%
Plaid Cymru	6 1%	4 2%	- -	1 1%	- -	1 1%	- -	- -	5 1%	1 0%	4 1%	2 1%	- -	- -

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For boosting international trade and investment

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	*						
Other (please specify)	4 0%	- - *	- - *	2 1% *	- - *	1 1% *	- - *	1 1% *	2 0%	2 1%	- - *	3 1% k	1 1% K	* 1% K
None	70 6%	27 15% CDeGJI*	13 5% *	6 3% *	10 5% *	7 6% *	1 1% *	6 8% g*	56 7%	14 5%	43 6%	20 7%	5 6%	3 8%
Don't know	104 9%	21 12% g*	36 14% dGHJ*	13 6% *	20 11% g*	10 9% *	2 2% *	2 3% *	90 11% ghj	14 5%	74 10%	23 8%	5 7%	2 6%
Prefer not to say	14 1%	3 2% *	2 1% *	4 2% *	* 0% *	3 3% *	- - *	3 4% Ei*	8 1%	6 2%	7 1%	4 2%	2 3% N	- - *

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For boosting inte

Table: 40

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
Labour Party	259 23%	91 24%	52 25% *	42 20%	63 27% f	11 11% *
Reform UK	228 20%	78 21%	35 17% *	47 22%	50 22%	18 18% *
Conservative Party	191 17%	76 20%	26 12% *	27 13%	45 20%	18 18% *
Green Party	137 12%	49 13%	32 15% *	22 11%	19 8%	15 15% *
Liberal Democrats	95 8%	19 5%	35 16%	22 11%	13 6%	6 6%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For boosting inte

Table: 40

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non- London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			BE*	b		*
Scottish National Party	14 1%	- -	- - *	- - *	- -	14 15% BCDE*
Plaid Cymru	6 1%	- -	- - *	6 3% Be	- -	- - *
Other (please specify)	4 0%	* 0%	3 1% *	1 1%	- -	* 0% *
None	70 6%	26 7%	13 6% *	14 7%	10 4%	8 8% *
Don't know	104 9%	35 9%	12 6% *	22 10%	26 11%	9 9% *
Prefer not to say	14 1%	2 0%	3 1%	6 3%	3 2%	- -

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q5B_FEB. Which party, if any, do you think has the best policies....? - For boosting inte

Table: 40

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*	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(*)

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
Labour Party	259 23%	28 22% *	38 22% *	58 21%	136 24%	226 65% GHJ	9 4%	8 5% *	7 8% **	6 4% *	2 3% **
Reform UK	228 20%	20 16%	38 22%	62 23%	107 19%	13 4%	179 70%	14 9%	7 8%	12 9%	* 0%

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				FHJ	*	**	*	**
Conservative Party	191 17%	10 8% *	35 20% b*	44 16%	101 18%	33 10%	22 9%	101 67% FGJ*	7 7% **	14 10% *	6 13% **
Green Party	137 12%	13 11% *	17 10% *	37 14%	69 12%	32 9% Gh	6 2%	3 2% *	1 1% **	91 64% FGH*	- - **
Liberal Democrats	95 8%	7 6%	4 3%	29 11%	55 10%	15 4%	6 2%	8 5%	56 58%	7 5%	- -

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	C	C			*	**	*	**
Scottish National Party	14 1%	4 3% *	3 2% *	2 1%	6 1%	- -	- -	- - *	1 1% **	- - *	14 28% **
Plaid Cymru	6 1%	- - *	- - *	2 1%	4 1%	- -	- -	- - *	- - **	- - *	6 12% **
Other (please specify)	4 0%	1 1%	1 0%	2 1%	* 0%	- -	1 0%	- -	- -	- -	3 7%

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					*	**	*	**
None	70 6%	11 9% *	15 9% *	20 7%	24 4%	12 4%	12 5%	11 7% j*	4 4% **	1 1% *	8 16% **
Don't know	104 9%	25 21% DE*	17 10% *	14 5%	47 8%	11 3%	20 8%	7 5% *	13 13% **	11 8% *	10 21% **
Prefer not to say	14 1%	4 3%	3 2%	2 1%	6 1%	3 1%	1 0%	- -	- -	- -	- -

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					*	**	*	**

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? Table: 42

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	Zack Polanski as Leader of the Green Party	Ed Davey as Leader of the Liberal Democrats
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	1127	1127	1127	1127	1127
Weighted base	1122	1122	1122	1122	1122	1122
1 Not at all satisfied (1)	400 36% BCEF	275 25% cF	226 20%	364 32% BCEF	259 23% F	189 17%
2	156 14% D	157 14% D	130 12% D	87 8%	130 12% D	138 12% D
3	181 16%	249 22% AD	253 23% AD	172 15%	239 21% AD	324 29% ABCDE

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? Table: 42

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	Zack Polanski as Leader of the Green Party	Ed Davey as Leader of the Liberal Democrats
	(A)	(B)	(C)	(D)	(E)	(F)
4	193 17%	219 19%	206 18%	263 23% ACE	185 16%	232 21% e
5 Very satisfied (5)	143 13% B	86 8%	192 17% ABF	178 16% BF	169 15% Bf	128 11% B
Don't know	35 3%	120 11% ACDF	88 8% AD	37 3%	116 10% ACDF	87 8% AD
Prefer not to say	14 1%	16 1%	27 2%	20 2%	23 2%	23 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? Table: 42

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	Zack Polanski as Leader of the Green Party	Ed Davey as Leader of the Liberal Democrats
	(A)	(B)	(C)	(D)	(E)	(F)

NET Satisfied	336 30%	305 27%	398 36% AB	441 39% ABEF	354 32%	361 32% B
NET Dissatisfied	555 50% BCDEF	432 39% CF	356 32%	451 40% CF	390 35% F	328 29%

Mean	2.56	2.68 A	3.01 ABD	2.82 A	2.87 AB	2.97 AB
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? Table: 42

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	Zack Polanski as Leader of the Green Party	Ed Davey as Leader of the Liberal Democrats
	(A)	(B)	(C)	(D)	(E)	(F)

Overlap formulae used
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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 43

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 Not at all satisfied (1)	400 36% *	66 37% *	100 40% *	86 38% *	62 32% *	31 28% *	35 37% *	21 29% *	314 37%	86 31%	247 35%	119 40% MN	24 30%	10 29%
2	156 14%	26 15% g*	43 17% Gj*	35 15% G*	27 14% g*	8 8% *	3 4% *	12 16% G*	132 16% GJ	23 9%	111 16%	32 11%	9 12%	4 11%
3	181 16%	36 20% *	38 15% *	31 14% *	29 15% *	16 14% *	18 19% *	14 20% *	134 16%	48 17%	120 17%	45 15%	12 15%	5 14%
4	193 17%	26 14% *	24 9% *	39 17% *	38 20% c*	33 31% BCdHI*	25 26% ChI*	9 12% *	127 15%	67 24% ChI	121 17%	47 16%	18 23% L	7 21%
5 Very satisfied (5)	143 13%	16 9% *	27 11% *	33 14% *	31 16% *	13 12% *	10 11% *	13 18% *	106 13%	36 13%	86 12%	38 13%	12 15%	7 21% KL
Don't know	35 3%	5 3% *	12 5% *	3 1% *	4 2% *	6 5% *	2 2% *	3 4% *	24 3%	11 4%	21 3%	11 4%	3 3%	1 3%
Prefer not to say	14 1%	3 2%	8 3%	1 0%	* 0%	1 1%	2 2%	- -	11 1%	3 1%	9 1%	3 1%	2 2%	* 1%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 43

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	*						
NET Satisfied	336 30%	42 24% *	50 20% *	72 32% c*	69 36% C*	47 43% BCI*	35 37% C*	21 30% *	233 27%	103 38% bCI	207 29%	85 29%	30 38% KL	14 42% KL
NET Dissatisfied	555 50%	92 52% *	143 57% FgJ*	121 53% FJ*	89 47% *	39 36% *	38 40% *	32 46% *	446 53% FJ	110 40%	358 50% mN	151 51% MN	33 42%	13 40%
Mean	2.56	2.41 *	2.28 *	2.54 *	2.72 c*	2.90 bCI*	2.70 *	2.72 c*	2.48	2.78 CI	2.54	2.48	2.80 kL	2.93 KL

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 44

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 Not at all satisfied (1)	400 36%	127 34%	78 37% *	73 35%	82 36%	40 41% *
2	156 14%	45 12%	27 13% *	34 16% E	15 7%	33 34% BCDE*
3	181 16%	64 17%	43 20% *	32 15%	31 14%	11 12% *
4	193 17%	85 23% cdf	26 12% *	29 14%	44 19%	10 10% *
5 Very satisfied (5)	143 13%	42 11%	27 13%	28 14%	44 19%	1 1%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 44

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
		f	f*	F	bF	*
Don't know	35 3%	13 3%	1 0% *	8 4%	11 5% c	3 3% *
Prefer not to say	14 1%	* 0%	8 4% B*	4 2% b	1 0%	* 0% *

NET Satisfied	336 30%	127 34% F	53 25% *	57 27% F	88 38% cdF	11 11% *
NET Dissatisfied	555 50%	172 46%	105 50% *	107 51%	98 43%	74 74% BCDE*

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 44

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	2.56	2.64 F	2.49 f*	2.51 F	2.78 F	1.95 *

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(*)

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 Not at all satisfied (1)	400 36%	48 39% *	69 40% *	99 37%	184 33%	25 7%	170 66% FHJ	63 42% F*	34 35% **	55 39% F*	21 44% **
2	156 14%	12 10%	26 15%	27 10%	91 16%	42 12%	23 9%	31 20%	18 19%	26 18%	13 28%

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					G*	**	*	**
3	181 16%	42 34% CdE*	20 12% *	55 20% E	64 12%	56 16%	28 11%	21 14% *	22 23% **	30 21% g*	10 21% **
4	193 17%	7 6% *	27 16% *	42 16%	116 21% B	116 33% GHJ	20 8%	12 8% *	15 16% **	23 16% *	3 6% **
5 Very satisfied (5)	143 13%	5 4%	26 15%	30 11%	81 15%	99 29%	14 6%	16 10%	3 3%	8 6%	* 0%

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	b*		b	GHJ		*	**	*	**
Don't know	35 3%	5 4% *	4 2% *	9 3%	17 3%	7 2%	* 0%	3 2% *	4 4% **	* 0% *	* 1% **
Prefer not to say	14 1%	4 3% *	- - *	8 3% e	2 0%	1 0%	1 0%	6 4% Fg*	- - **	- - *	- - **

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
NET Satisfied	336 30%	13 10% *	53 31% B*	73 27% B	197 36% B	215 62% GHJ	34 13%	28 18% *	18 19% **	31 22% *	3 6% **
NET Dissatisfied	555 50%	60 49% *	95 55% *	127 47%	274 49%	67 19%	193 75% FhJ	94 62% F*	52 54% **	81 57% F*	35 72% **

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Mean	2.56	2.22 *	2.50 *	2.51	2.66 b	3.66 GHJ	1.77	2.20 G*	2.29 **	2.32 G*	1.89 **

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 Not at all satisfied (1)	275 25%	63 35% dFhJ*	69 28% Fj*	49 22% F*	48 25% F*	9 8% *	24 25% F*	14 20% f*	229 27% FJ	46 17%	162 23%	82 28%	23 29%	9 27%
2	157 14%	29 16% *	38 15% *	23 10% *	29 15% *	16 15% *	8 8% *	14 20% dg*	119 14%	38 14%	105 15% M	41 14% M	6 8%	4 11%
3	249 22%	31 17% *	42 17% *	62 27% c*	38 20% *	26 24% *	34 35% BCel*	16 22% *	173 20%	75 28% ci	158 22%	61 21%	22 28% L	7 22%
4	219 19%	33 19% *	35 14% *	44 20% *	40 21% *	36 34% bCdghi*	17 18% *	13 19% *	152 18%	66 24% c	139 19%	59 20%	14 18%	6 19%
5 Very satisfied (5)	86 8%	4 2% *	18 7% *	35 15% BcfHij*	16 8% *	6 6% *	6 6% *	2 2% *	72 9% b	14 5%	55 8%	19 6%	8 10%	5 15% KLm
Don't know	120 11%	16 9% *	45 18% Dgij*	12 5% *	20 10% *	13 12% *	6 6% *	9 13% d*	92 11%	28 10%	87 12% MN	29 10% MN	3 4%	1 4%
Prefer not to say	16 1%	3 2%	4 2%	2 1%	* 0%	2 1%	2 2%	3 4%	9 1%	6 2%	8 1%	5 2%	3 3%	1 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	ei*					K	
NET Satisfied	305 27%	37 21% *	53 21% *	79 35% bCh*	56 29% *	43 40% BCgHI*	23 24% *	15 21% *	225 27%	80 29%	194 27%	78 27%	22 27%	11 33%
NET Dissatisfied	432 39%	91 51% DFgj*	107 43% Fj*	72 32% *	77 40% F*	25 23% *	31 33% *	28 40% f*	348 41% FJ	84 31%	267 37%	123 42%	29 37%	13 38%
Mean	2.68	2.29 *	2.47 *	2.97 BCI*	2.69 b*	3.17 BCEgHI*	2.70 *	2.56 *	2.63	2.85 BC	2.71	2.59	2.68	2.82 I

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 Not at all satisfied (1)	275 25%	101 27%	37 18% *	45 22%	64 28%	27 27% *
2	157 14%	47 13%	34 16% *	35 17% E	19 8%	22 22% E*
3	249 22%	109 29% CdF	28 13% *	39 19%	62 27% CF	11 11% *
4	219 19%	68 18%	45 22% *	46 22%	40 17%	19 20% *
5 Very satisfied (5)	86 8%	21 6%	22 11%	18 9%	18 8%	7 7%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*			*
Don't know	120 11%	28 7%	39 19% Be*	21 10%	19 8%	13 13% *
Prefer not to say	16 1%	2 0%	3 1% *	4 2%	6 3%	* 0% *

NET Satisfied	305 27%	89 24%	68 32% *	64 31%	58 25%	26 26% *
NET Dissatisfied	432 39%	148 39%	72 34% *	80 38%	83 36%	49 49% *

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	2.68	2.60	2.89 *	2.77	2.65	2.50 *

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 thTable: 48

Filter: All those consentingWeighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 Not at all satisfied (1)	275 25%	27 22% *	67 39% bDE*	66 24%	115 21%	23 7%	122 48% FJ	61 40% FJ*	13 13% **	27 19% F*	13 27% **
2	157 14%	26 21%	15 9%	38 14%	78 14%	41 12%	42 16%	19 12%	16 16%	15 10%	20 42%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 thTable: 48

Filter: All those consentingWeighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		c*	*					*	**	*	**
3	249 22%	27 22% *	36 21% *	65 24%	121 22%	117 34% GHj	40 15%	21 14% *	23 24% **	29 20% *	6 12% **
4	219 19%	21 17% *	25 15% *	55 20%	118 21%	106 31% GH	31 12%	17 11% *	17 18% **	35 25% Gh*	5 11% **
5 Very satisfied (5)	86 8%	2 2%	19 11%	15 6%	50 9%	50 14%	7 3%	16 10%	7 7%	6 4%	1 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 thTable: 48

Filter: All those consentingWeighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	b*			GJ		G*	**	*	**
Don't know	120 11%	17 14% *	10 6% *	29 11%	64 12%	9 3%	14 6%	17 11% F*	21 22% **	28 20% FG*	3 6% **
Prefer not to say	16 1%	4 3% *	1 0% *	2 1%	9 2%	1 0%	1 0%	3 2% *	- - **	3 2% *	- - **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 thTable: 48

Filter: All those consentingWeighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
NET Satisfied	305 27%	23 18% *	44 26% *	70 26%	168 30%	156 45% GHJ	38 15%	32 21% *	24 25% **	41 28% G*	6 13% **
NET Dissatisfied	432 39%	53 43% *	82 48% E*	104 39%	193 35%	64 19%	164 64% FJ	79 52% FJ*	29 30% **	42 29% *	33 68% **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 thTable: 48

Filter: All those consentingWeighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Mean	2.68	2.46 *	2.47 *	2.64	2.81 c	3.35 GHJ	2.00 *	2.30 *	2.86 **	2.80 Gh*	2.15 **

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 Not at all satisfied (1)	226 20% *	48 27% *	59 24% *	36 16% *	30 15% *	20 18% *	17 18% *	16 23% *	173 20%	53 19%	147 21% m	60 20% M	11 14%	7 21% M
2	130 12%	31 17% dgj*	34 13% *	16 7% *	28 15% j*	9 8% *	6 6% *	6 9% *	109 13% j	21 8%	83 12%	35 12%	9 11%	4 12%
3	253 23%	37 21% *	53 21% *	64 28% eh*	30 16% *	28 26% *	31 33% EHi*	10 14% *	184 22%	69 25% h	169 24% n	60 20%	19 24% N	5 16%
4	206 18%	25 14% *	33 13% *	39 17% *	48 25% C*	25 23% *	23 24% c*	14 20% *	144 17%	62 23% c	109 15%	72 25% K	17 22% k	8 23% K
5 Very satisfied (5)	192 17%	15 8% *	29 12% *	59 26% BCgij*	43 22% Bc*	16 15% *	13 14% *	17 24% BC*	146 17% b	46 17%	134 19% l	37 13%	14 18% l	7 22% L
Don't know	88 8%	18 10% *	37 15% DEhij*	8 4% *	9 5% *	8 7% *	5 5% *	3 4% *	72 9%	15 6%	59 8%	21 7%	6 8%	2 5%
Prefer not to say	27 2%	5 3%	6 3%	4 2%	3 2%	3 3%	* 0%	4 6%	19 2%	8 3%	14 2%	9 3%	3 4%	* 1%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	g*					n	

NET Satisfied	398 36%	39 22% *	62 25% *	99 43% BC*	90 47% BCI*	41 38% bc*	36 37% b*	31 44% BC*	290 34% bc	108 39% BC	243 34%	109 37%	31 39%	15 45% KI
NET Dissatisfied	356 32%	78 44% DfGJ*	93 37% Dj*	53 23% *	58 30% *	28 26% *	23 24% *	22 32% *	282 33% d	74 27%	230 32% m	95 32% M	19 24%	11 34% M

Mean	3.01	2.54 *	2.70 *	3.32 BCI*	3.25 BC*	3.10 B*	3.10 B*	3.16 Bc*	2.97 b	3.11 BC	3.00	2.97	3.21 L	3.12
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ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J,K/L/M/N (10%): a,b/c/d/e/f/g/h/i/j,k/l/m/n Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J,K/L/M/N (10%): a,b/c/d/e/f/g/h/i/j,k/l/m/n Minimum Base: 30(**) Small Base: 100(*)

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 Not at all satisfied (1)	226 20%	55 15%	47 22% *	64 31% BE	31 14%	28 29% bE*
2	130 12%	52 14%	26 12% *	19 9%	26 12%	7 7% *
3	253 23%	96 26%	36 17% *	46 22%	46 20%	28 29% *
4	206 18%	82 22%	42 20% *	30 15%	42 18%	10 10% *
5 Very satisfied (5)	192 17%	58 15%	35 17%	24 11%	57 25%	18 18%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*		bD	*
Don't know	88 8%	31 8%	18 9% *	12 6%	20 9%	7 7% *
Prefer not to say	27 2%	1 0%	5 3% *	13 6% B	6 3%	* 0% *

NET Satisfied	398 36%	140 37% d	78 37% *	54 26%	99 43% D	28 28% *
NET Dissatisfied	356 32%	107 28%	73 35% *	83 40% BE	58 25%	36 36% *

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	3.01	3.10 D	2.97 *	2.62	3.33 Df	2.80 *

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 C (Table: 51

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 Not at all satisfied (1)	226 20%	32 26% *	37 21% *	64 24%	93 17%	81 23% H	55 22% H	4 3% *	14 15% **	42 29% H*	14 29% **
2	130 12%	16 13%	17 10%	25 9%	72 13%	48 14%	35 14%	6 4%	20 21%	10 7%	9 18%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 C

Table: 51
Filter: All those consenting
Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			H	H	*	**	*	**
3	253 23%	24 19% *	39 23% *	71 26%	119 21%	74 21%	57 22%	25 16% *	26 27% **	43 30% h*	12 25% **
4	206 18%	28 22% *	38 22% *	44 16%	97 17%	65 19%	49 19%	41 27% *	15 15% **	28 20% *	2 5% **
5 Very satisfied (5)	192 17%	9 7%	31 18%	30 11%	122 22%	62 18%	37 14%	64 42%	11 12%	6 4%	8 16%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 (Table: 51

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*		BD	J	J	FGJ*	**	*	**
Don't know	88 8%	11 9% *	9 5% *	30 11%	38 7%	10 3%	18 7%	8 5% *	10 10% **	12 8% f*	3 6% **
Prefer not to say	27 2%	4 3% *	1 1% *	6 2%	15 3%	7 2%	5 2%	4 2% *	- - **	2 2% *	- - **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 C

Table: 51
Filter: All those consenting
Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
NET Satisfied	398 36%	37 30% *	69 40% d*	74 27%	218 39% D	126 36% j	86 33%	105 69% FGJ*	26 27% **	34 24% *	10 21% **
NET Dissatisfied	356 32%	48 39% *	54 32% *	89 33%	165 30%	129 37% H	91 35% H	10 7% *	35 36% **	52 36% H*	23 47% **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 (Table: 51

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Mean	3.01	2.68 *	3.06 *	2.79	3.16 bD	2.93	2.90 *	4.10 FGJ*	2.87 **	2.58 *	2.58 **

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 Not at all satisfied (1)	364 32%	74 42% fGJ*	93 37% GJ*	69 30% *	62 33% g*	26 24% *	17 18% *	23 32% g*	298 35% GJ	66 24%	242 34% N	89 30%	25 32% n	8 24%
2	87 8%	23 13% *	17 7% *	18 8% *	9 5% *	7 7% *	6 6% *	6 9% *	68 8%	19 7%	56 8%	21 7%	7 9%	2 7%
3	172 15%	13 7% *	36 14% *	44 19% B*	27 14% *	18 17% *	19 20% B*	15 21% B*	119 14%	52 19% B	103 14%	47 16%	15 18%	7 22% KI
4	263 23%	47 27% *	46 18% *	50 22% *	52 27% *	27 25% *	25 27% *	15 21% *	195 23%	68 25%	178 25% M	63 22%	13 17%	9 26% M
5 Very satisfied (5)	178 16%	13 7% *	35 14% *	44 19% B*	35 18% b*	22 20% B*	22 23% B*	8 11% *	127 15%	51 19% B	103 14%	56 19%	14 18%	5 15%
Don't know	37 3%	3 2% *	14 6% d*	2 1% *	5 3% *	7 6% D*	5 5% d*	1 2% *	24 3%	13 5% d	19 3%	13 5%	3 4%	2 5%
Prefer not to say	20 2%	5 3%	11 4%	1 0%	* 0%	1 1%	* 0%	2 3%	16 2%	4 1%	14 2%	4 2%	2 2%	* 1%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	d*	*	*	*	*	d*						
NET Satisfied	441 39%	60 34% *	81 32% *	94 41% *	87 46% c*	49 45% *	47 50% bCh*	23 33% *	322 38%	120 44% c	281 39%	119 40%	27 35%	14 41%
NET Dissatisfied	451 40%	97 55% deFGJ*	110 44% GJ*	87 38% g*	71 37% *	33 30% *	23 24% *	29 41% g*	366 43% fGJ	85 31%	298 42% N	110 38%	33 41% N	10 31%
Mean	2.82	2.42 *	2.61 *	2.92 b*	2.94 b*	3.12 Bci*	3.32 BCHI*	2.69 *	2.73	3.08 BCI	2.77	2.91	2.78	3.02 m

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 Not at all satisfied (1)	364 32%	112 30%	66 32% *	83 40% bE	50 22%	53 54% BCE*
2	87 8%	28 8%	15 7% *	11 5%	23 10%	9 9% *
3	172 15%	57 15%	38 18% *	25 12%	43 19%	9 9% *
4	263 23%	112 30% df	40 19% *	43 21%	53 23%	15 15% *
5 Very satisfied (5)	178 16%	52 14%	38 18%	32 16%	42 18%	13 13%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*			*
Don't know	37 3%	14 4%	3 1% *	6 3%	14 6%	1 1% *
Prefer not to say	20 2%	1 0%	9 4% b*	7 3% B	4 2%	* 0% *

NET Satisfied	441 39%	165 44% f	79 38% *	76 36%	95 41%	27 28% *
NET Dissatisfied	451 40%	140 37%	81 39% *	95 46% E	73 32%	62 63% BCdE*

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	2.82	2.90 F	2.85 f*	2.64	3.07 DF	2.23 *

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 Table: 54

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 Not at all satisfied (1)	364 32%	44 35% *	40 23% *	90 33%	190 34% c	144 42% Gh	6 3%	44 29% G*	36 38% **	80 56% fGH*	33 70% **
2	87 8%	5 4%	26 15%	17 6%	38 7%	26 7%	12 5%	29 19%	5 5%	10 7%	1 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 Table: 54

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
		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	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	bDE*					FGj*	**	*	**
3	172 15%	19 16% *	23 13% *	53 19%	77 14%	54 16%	36 14%	21 14% *	28 29% **	13 9% *	3 6% **
4	263 23%	15 12% *	47 27% b*	51 19%	150 27% Bd	81 24%	91 36% Fhj	35 23% *	11 12% **	29 20% *	8 18% **
5 Very satisfied (5)	178 16%	28 23%	30 17%	43 16%	77 14%	30 9%	110 43%	10 7%	12 13%	10 7%	2 4%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 Table: 54

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				FHJ	*	**	*	**
Don't know	37 3%	8 7% *	6 3% *	7 3%	16 3%	6 2%	1 0%	3 2% *	4 4% **	1 1% *	* 1% **
Prefer not to say	20 2%	4 3% *	* 0% *	10 4%	7 1%	4 1%	1 0%	9 6% FGj*	- - **	- - *	- - **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 Table: 54

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
NET Satisfied	441 39%	43 35% *	77 45% *	94 35%	228 41%	112 32%	201 78% FHJ	46 30% *	24 25% **	39 27% *	10 22% **
NET Dissatisfied	451 40%	49 40% *	67 39% *	107 40%	228 41%	170 49% G	18 7%	74 49% G*	41 42% **	90 63% fG*	34 72% **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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 Table: 54

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Mean	2.82	2.81 *	3.00 *	2.76	2.79	2.49	4.12 FHJ	2.56 *	2.56 **	2.14 *	1.83 **

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Zack Polanski as Leader of the Green Party 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 Not at all satisfied (1)	259 23%	48 27% Hj*	70 28% HJ*	46 20% *	51 27% Hj*	17 16% *	20 21% *	7 10% *	215 25% HJ	44 16%	172 24%	62 21%	20 25%	6 19%
2	130 12%	25 14% *	29 12% *	22 10% *	11 6% *	13 12% *	17 18% E*	13 18% E*	87 10%	43 16% Ei	91 13%	29 10%	8 10%	3 10%
3	239 21%	38 21% *	36 14% *	59 26% c*	40 21% *	29 27% c*	17 18% *	20 28% C*	173 20%	66 24% c	148 21%	64 22%	18 22%	10 29% KI
4	185 16%	12 7% *	43 17% b*	38 17% b*	48 25% Bhi*	19 18% b*	16 17% b*	8 11% *	141 17% b	43 16% b	112 16%	51 17%	15 19%	7 21%
5 Very satisfied (5)	169 15%	28 16% *	30 12% *	39 17% *	21 11% *	18 17% *	19 20% *	13 18% *	119 14%	50 18%	102 14%	54 18% M	9 11%	4 13%
Don't know	116 10%	23 13% *	37 15% *	21 9% *	13 7% *	9 9% *	5 6% *	8 11% *	94 11%	22 8%	77 11% n	30 10% n	7 9%	2 5%
Prefer not to say	23 2%	5 3%	5 2%	2 1%	7 4%	2 1%	* 0%	2 3%	19 2%	4 2%	13 2%	6 2%	3 4%	1 2%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Zack Polanski as Leader of the Green Party

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	*	*	*	*	*	*						
NET Satisfied	354 32%	40 22% *	74 29% *	78 34% *	69 36% b*	37 35% *	35 37% b*	21 30% *	260 31%	94 34%	213 30%	104 35%	24 31%	12 34%
NET Dissatisfied	390 35%	73 41% *	99 40% *	68 30% *	62 33% *	31 28% *	37 39% *	20 28% *	302 36%	87 32%	263 37%	90 31%	27 34%	10 29%
Mean	2.87	2.65 *	2.69 *	3.01 *	2.86 *	3.08 *	2.97 *	3.11 *	2.81	3.05 c	2.81	3.02 m	2.80	2.99

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 Not at all satisfied (1)	259 23%	87 23%	45 22% *	51 24%	59 26%	17 17% *
2	130 12%	58 15% c	9 4% *	29 14% c	28 12% c	6 6% *
3	239 21%	67 18%	45 22% *	44 21%	54 23%	29 30% *
4	185 16%	56 15%	33 16% *	33 16%	34 15%	29 29% bde*
5 Very satisfied (5)	169 15%	56 15%	50 24%	27 13%	28 12%	7 7%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			deF*			*
Don't know	116 10%	49 13%	17 8% *	18 9%	21 9%	11 11% *
Prefer not to say	23 2%	2 1%	9 4% b*	7 3% b	5 2%	* 0% *

NET Satisfied	354 32%	112 30%	84 40% e*	60 29%	62 27%	36 36% *
NET Dissatisfied	390 35%	145 39% cf	54 26% *	80 38% cf	87 38%	23 23% *

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 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	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	2.87	2.80	3.19 de*	2.76	2.72	3.04 **

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Zack Polanski as Leader of the GrTable: 57

Filter: All those consentingWeighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 Not at all satisfied (1)	259 23%	30 24% *	52 30% e*	65 24%	112 20%	44 13% J	130 51% FHJ	44 29% FJ*	17 18% **	2 1% *	10 22% **
2	130 12%	17 14%	18 11%	23 9%	72 13%	43 12%	38 15%	19 12%	11 12%	5 4%	7 15%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Zack Polanski as Leader of the GrTable: 57

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			j	J	j*	**	*	**
3	239 21%	26 21% *	47 27% *	50 18%	116 21%	100 29% GH	37 14%	23 15% *	22 23% **	30 21% *	7 14% **
4	185 16%	24 20% *	18 11% *	55 20% c	87 16%	77 22% G	16 6%	20 13% *	14 15% **	46 32% GH*	9 18% **
5 Very satisfied (5)	169 15%	8 7%	24 14%	41 15%	96 17%	57 16%	14 5%	22 15%	15 15%	50 35%	6 13%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Zack Polanski as Leader of the GrTable: 57

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*		b	G		G*	**	FGH*	**
Don't know	116 10%	11 9% *	12 7% *	33 12%	60 11%	22 6%	19 7%	15 10% *	17 18% **	10 7% *	9 18% **
Prefer not to say	23 2%	6 5% *	1 0% *	4 1%	13 2%	4 1%	2 1%	9 6% fgj*	- - **	* 0% *	- - **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Zack Polanski as Leader of the GrTable: 57

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
NET Satisfied	354 32%	33 27% *	42 24% *	96 36%	183 33%	133 39% G	30 12%	42 28% G*	29 30% **	96 67% FGH*	15 31% **
NET Dissatisfied	390 35%	47 38% *	71 41% *	88 32%	184 33%	87 25% J	168 66% FHJ	63 42% FJ*	28 29% **	7 5% *	17 36% **

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Zack Polanski as Leader of the GrTable: 57

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Mean	2.87	2.66 *	2.64 *	2.93 *	2.96	3.19 GH	1.92 *	2.66 G*	2.98 **	4.04 FGH*	2.83 **

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Ed Davey as Leader of the Liberal Democrats Table: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 Not at all satisfied (1)	189 17% *	22 12% *	50 20% f*	37 16% *	38 20% f*	9 9% *	23 25% bF*	9 13% *	147 17%	42 15%	128 18%	40 14%	17 21% LN	4 12%
2	138 12% *	27 15% *	26 10% *	27 12% *	25 13% *	13 12% *	12 13% *	8 12% *	105 12%	34 12%	86 12%	40 14%	8 11%	4 13%
3	324 29% *	52 29% *	59 24% *	71 31% *	70 37% cj*	28 26% *	25 26% *	18 26% *	252 30%	71 26%	218 31%	76 26%	20 25%	9 27%
4	232 21% c*	51 29% c*	38 15% *	47 21% *	32 17% *	28 26% c*	20 21% *	15 22% *	168 20%	64 23%	133 19%	72 24%	19 24%	9 28% K
5 Very satisfied (5)	128 11% *	6 3% *	34 14% B*	33 15% B*	17 9% *	18 17% B*	11 12% b*	10 14% B*	89 11% b	39 14% B	82 12%	34 11%	8 10%	5 14%
Don't know	87 8% *	15 9% *	33 13% dEg*	12 5% *	8 4% *	10 9% *	3 3% *	7 10% *	68 8%	19 7%	54 8%	28 10% M	4 5%	2 5%
Prefer not to say	23 2%	5 3%	11 4%	1 0%	1 1%	1 1%	1 1%	4 5%	17 2%	6 2%	14 2%	5 2%	4 5%	* 1%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Ed Davey as Leader of the Liberal Democrats

Table: 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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
		*	d*	*	*	*	*	De*					KLn	
NET Satisfied	361 32%	57 32% *	72 29% *	80 35% *	49 26% *	46 43% cEi*	31 33% *	25 35% *	258 30%	103 38% e	215 30%	105 36%	26 33%	14 42% Km
NET Dissatisfied	328 29%	49 28% *	76 30% *	64 28% *	63 33% *	23 21% *	36 37% f*	17 24% *	252 30%	75 28%	214 30%	80 27%	25 32% n	8 24%
Mean	2.97	2.94 *	2.90 *	3.06 *	2.81 *	3.33 cEgl*	2.82 *	3.14 *	2.93	3.10	2.93	3.07	2.89	3.21 KM

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 59

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 Not at all satisfied (1)	189 17%	51 14%	29 14% *	43 21%	44 19%	21 21% *
2	138 12%	33 9%	13 6% *	39 19% BC	36 16% bc	18 18% c*
3	324 29%	114 30%	44 21% *	67 32%	65 28%	34 34% *
4	232 21%	101 27% DEf	65 31% DEf*	23 11%	31 14%	12 13% *
5 Very satisfied (5)	128 11%	38 10%	39 18%	17 8%	30 13%	5 5%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 59

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			df*			*
Don't know	87 8%	38 10%	9 5% *	13 6%	18 8%	9 9% *
Prefer not to say	23 2%	1 0%	10 5% B*	7 3% B	5 2%	* 0% *

NET Satisfied	361 32%	139 37% DeF	103 49% DEF*	40 19%	61 27%	17 18% *
NET Dissatisfied	328 29%	85 23%	42 20% *	82 40% BC	80 35% BC	39 39% BC*

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are dcTable: 59

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	2.97	3.12 De	3.37 DE*	2.64	2.84	2.58 **

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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Ed Davey as Leader of the Liberal Table: 60

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 Not at all satisfied (1)	189 17%	28 23% e*	45 26% E*	48 18%	68 12%	32 9%	93 36% FHJ	26 17% *	3 3% **	16 11% *	9 18% **
2	138 12%	12 10%	16 9%	40 15%	71 13%	32 9%	50 19%	27 18%	4 4%	15 10%	8 17%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Ed Davey as Leader of the Liberal Table: 60

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				F	f*	**	*	**
3	324 29%	30 24% *	62 36% D*	61 23%	171 31%	127 37% Gh	49 19%	36 23% *	20 20% **	50 35% G*	19 39% **
4	232 21%	34 28% c*	25 14% *	56 21%	117 21%	94 27% G	26 10%	28 19% *	33 34% **	38 26% G*	4 9% **
5 Very satisfied (5)	128 11%	3 3%	15 9%	33 12%	77 14%	46 13%	24 9%	9 6%	35 36%	10 7%	1 3%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Ed Davey as Leader of the Liberal Table: 60

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	b	B			*	**	*	**
Don't know	87 8%	12 10% *	9 5% *	22 8%	44 8%	11 3%	13 5%	17 11% F*	3 3% **	14 10% f*	7 14% **
Prefer not to say	23 2%	4 3% *	1 0% *	11 4%	7 1%	4 1%	1 0%	9 6% fGj*	* 0% **	* 0% *	- - **

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Ed Davey as Leader of the Liberal Table: 60

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
NET Satisfied	361 32%	37 30% *	40 23% *	89 33%	195 35% c	140 40% GH	50 20%	38 25% *	67 70% **	47 33% g*	6 12% **
NET Dissatisfied	328 29%	40 33% *	61 35% e*	87 32%	139 25%	64 19%	143 56% FHJ	53 35% F*	6 7% **	31 22% *	17 35% **

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q6_FEB. How satisfied or unsatisfied are you with the way each of the following are doing their job? - Ed Davey as Leader of the Liberal Table: 60

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Mean	2.97	2.74 *	2.69 *	2.94	3.13 bC	3.27 GH	2.33 *	2.75 g*	3.99 **	3.08 G*	2.55 **

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? Table: 61

Filter: All those consenting Weighted by: Weight variable

	BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?				
	Kemi Badenoch	Nigel Farage	Ed Davey	Zack Polanski	Andy Burnham
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1127	1127	1127	1127	1127
Weighted base	1122	1122	1122	1122	1122
1 = Strongly agree (5)	107 10%	167 15% ACDE	83 7%	84 7%	98 9%
2 = Tend to agree (4)	210 19%	232 21% C	169 15%	192 17%	248 22% CD
3 = Neither agree nor disagree (3)	327 29% B	195 17%	356 32% B	341 30% B	343 31% B
4 = Tend to disagree (2)	186 17% B	112 10%	237 21% aBDe	151 13% b	192 17% Bd

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? Table: 61

Filter: All those consenting Weighted by: Weight variable

	BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?				
	Kemi Badenoch	Nigel Farage	Ed Davey	Zack Polanski	Andy Burnham
	(A)	(B)	(C)	(D)	(E)
5 = Strongly disagree (1)	190 17%	369 33% ACDE	162 14%	243 22% ACE	153 14%
Don't know	101 9% B	46 4%	114 10% BE	111 10% Be	87 8% B

NET Agree	317 28% C	400 36% ACD	252 23%	275 25%	347 31% CD
NET Disagree	376 34%	482 43% ACDE	399 36% E	394 35% e	345 31%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? Table: 61

Filter: All those consenting Weighted by: Weight variable

	BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?				
	Kemi Badenoch	Nigel Farage	Ed Davey	Zack Polanski	Andy Burnham
	(A)	(B)	(C)	(D)	(E)

Mean	2.86 d	2.74	2.78	2.73	2.95 BCD
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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 – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Kemi Badenoch

Table: 62

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 = Strongly agree (5)	107 10%	6 3% *	18 7% *	37 16% BcfJ*	26 14% B*	6 6% *	8 8% *	5 8% *	87 10% b	19 7%	64 9%	30 10%	7 9%	6 18% KLM
2 = Tend to agree (4)	210 19%	18 10% *	47 19% *	56 25% B*	30 16% *	21 20% *	25 26% B*	13 18% *	152 18%	59 21% b	120 17%	60 20%	23 28% KL	8 23% k
3 = Neither agree nor disagree (3)	327 29%	55 31% *	55 22% *	70 31% *	67 35% c*	29 27% *	29 30% *	23 32% *	247 29%	81 29%	219 31% N	81 27% N	21 27% N	6 19%
4 = Tend to disagree (2)	186 17%	44 25% egHj*	48 19% H*	33 14% *	25 13% *	22 21% H*	10 10% *	5 6% *	150 18% H	36 13%	122 17%	50 17%	10 13%	4 12%
5 = Strongly disagree (1)	190 17%	40 22% D*	57 23% D*	20 9% *	29 15% *	13 12% *	15 16% *	15 22% D*	146 17% d	44 16%	119 17%	50 17%	14 18%	7 22%
Don't know	101 9%	16 9% *	25 10% *	11 5% *	14 7% *	16 15% Di*	9 10% *	10 14% D*	66 8%	35 13% Di	72 10%	23 8%	5 6%	2 6%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Kemi Badenoch

Table: 62

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	317 28%	24 13% *	65 26% b*	94 41% BCfhIJ*	56 29% B*	27 25% *	32 34% B*	18 26% b*	239 28% B	78 28% B	183 26%	90 31%	30 37% K	14 41% KL
NET Disagree	376 34%	83 47% DEGHij*	106 42% DegJ*	53 23% *	54 28% *	35 33% *	25 26% *	20 28% *	296 35% D	80 29%	240 34%	100 34%	24 30%	11 34%
Mean	2.86	2.42 *	2.65 *	3.27 BCFHij*	3.00 Bc*	2.84 b*	3.00 B*	2.81 *	2.85 B	2.89 B	2.83	2.89	2.98	3.03

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 63

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 = Strongly agree (5)	107 10%	44 12%	18 9% *	16 8%	21 9%	8 8% *
2 = Tend to agree (4)	210 19%	77 20%	31 15% *	31 15%	53 23%	18 18% *
3 = Neither agree nor disagree (3)	327 29%	89 24%	71 34% *	64 31%	73 32%	30 31% *
4 = Tend to disagree (2)	186 17%	77 20%	25 12% *	28 13%	36 16%	20 20% *
5 = Strongly disagree (1)	190 17%	53 14%	42 20%	53 26%	27 12%	14 15%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 63

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*	BE		*
Don't know	101 9%	36 10%	22 10% *	16 8%	19 8%	9 9% *

NET Agree	317 28%	121 32% d	49 23% *	47 23%	74 32% d	26 26% *
NET Disagree	376 34%	130 34%	68 32% *	81 39% e	63 28%	34 35% *

Mean	2.86	2.95 d	2.77 *	2.63	3.02 D	2.83 *
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 63

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

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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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Kemi Badenoch Table: 64

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 = Strongly agree (5)	107 10%	6 5% *	21 12% *	18 7%	62 11%	39 11% j	21 8%	37 24% FGJ*	5 5% **	4 3% *	* 0% **
2 = Tend to agree (4)	210 19%	16 13%	37 21%	46 17%	112 20%	66 19%	51 20%	50 33%	18 18%	18 13%	4 9%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Kemi Badenoch Table: 64

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*					FgJ*	**	*	**
3 = Neither agree nor disagree (3)	327 29%	23 18% *	50 29% *	84 31%	170 31%	98 28%	70 27%	29 19% *	21 22% **	62 43% fGH*	11 24% **
4 = Tend to disagree (2)	186 17%	25 21% *	38 22% *	41 15%	82 15%	57 16%	47 18% h	12 8% *	27 28% **	19 13% *	15 32% **
5 = Strongly disagree (1)	190 17%	35 28%	17 10%	58 22%	80 14%	73 21%	47 18%	13 8%	11 11%	27 19%	12 26%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Kemi Badenoch Table: 64

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		CE*	*	Ce		H	h	*	**	h*	**
Don't know	101	19	10	23	50	11	21	11	14	13	5
	9%	15%	6%	8%	9%	3%	8%	7%	15%	9%	10%
		c*	*				f	*	**	f*	**

NET Agree	317	21	58	64	174	106	71	86	23	22	4
	28%	17%	33%	24%	31%	31%	28%	57%	24%	15%	9%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Kemi Badenoch Table: 64

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	b*		b	J	j	FGJ*	**	*	**
NET Disagree	376 34%	60 49% cE*	55 32% *	99 37%	162 29%	130 38% H	94 37% H	25 16% *	38 40% **	46 32% H*	28 58% **
Mean	2.86	2.35 *	3.04 Bd*	2.70	2.99 BD	2.83	2.79 *	3.61 FGJ*	2.75 **	2.63 *	2.18 **

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Nigel Farage

Table: 65

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 = Strongly agree (5)	167 15%	15 8% *	29 11% *	52 23% BCfi*	29 15% *	12 11% *	21 22% Bc*	10 14% *	124 15%	43 16%	109 15%	45 15% n	10 13%	3 10%
2 = Tend to agree (4)	232 21%	32 18% *	61 24% *	42 19% *	41 21% *	22 20% *	23 24% *	11 15% *	177 21%	56 20%	153 21%	56 19%	15 19%	9 28% LM
3 = Neither agree nor disagree (3)	195 17%	18 10% *	44 17% *	42 19% *	38 20% *	22 21% *	21 22% b*	11 15% *	141 17%	54 20% b	114 16%	56 19%	17 21%	8 23% K
4 = Tend to disagree (2)	112 10%	24 14% *	19 8% *	17 7% *	22 12% *	14 13% *	8 8% *	8 11% *	83 10%	30 11%	78 11%	24 8%	7 9%	3 9%
5 = Strongly disagree (1)	369 33%	83 47% DEFGIJ*	90 36% g*	68 30% *	53 28% *	29 27% *	21 22% *	26 36% *	294 35% g	76 28%	236 33%	98 33%	27 34%	9 27%
Don't know	46 4%	5 3% *	8 3% *	7 3% *	9 5% *	9 8% *	1 1% *	6 9% dgi*	29 3%	16 6%	25 3%	16 6%	3 4%	1 4%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Nigel Farage

Table: 65

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	400 36%	47 27% *	90 36% *	94 41% b*	70 36% *	34 31% *	44 47% Bh*	21 29% *	301 35%	99 36%	261 37%	101 34%	25 31%	12 37%
NET Disagree	482 43%	108 60% CDEFGIJ*	109 43% *	85 37% *	75 39% *	44 40% *	29 30% *	33 47% g*	376 44% g	105 38%	314 44% n	121 41%	34 43% n	12 35%
Mean	2.74	2.26 *	2.67 *	2.96 B*	2.84 B*	2.73 b*	3.17 BcHI*	2.56 *	2.70 B	2.85 B	2.74	2.74	2.66	2.84

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

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 66

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 = Strongly agree (5)	167 15%	65 17%	27 13% *	28 14%	36 16%	12 12% *
2 = Tend to agree (4)	232 21%	89 24%	34 16% *	40 19%	56 25%	14 14% *
3 = Neither agree nor disagree (3)	195 17%	54 14%	42 20% *	33 16%	57 25% BdF	9 9% *
4 = Tend to disagree (2)	112 10%	32 9%	27 13% *	24 11%	24 10%	6 6% *
5 = Strongly disagree (1)	369 33%	124 33%	66 31%	70 34%	51 22%	58 59%

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 66

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
		e	*	E		BCDE*
Don't know	46 4%	12 3%	14 7% *	13 6%	6 3%	1 1% *

NET Agree	400 36%	154 41%	61 29% *	68 33%	92 40%	25 26% *
NET Disagree	482 43%	156 42%	92 44% *	94 45% E	74 33%	64 65% BcDE*

Mean	2.74	2.83 F	2.64 *	2.65 f	3.01 dF	2.13 *
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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 66

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

*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(*)*

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 = Strongly agree (5)	167 15%	21 17% *	26 15% *	39 14%	81 15%	29 8%	114 45% FHJ	9 6% *	5 5% **	6 4% *	1 2% **
2 = Tend to agree (4)	232 21%	11 9%	49 28%	51 19%	121 22%	54 16%	93 36%	37 24%	11 12%	25 17%	9 19%

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Nigel Farage

Table: 67

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	B*		b		FhJ	*	**	*	**
3 = Neither agree nor disagree (3)	195 17%	28 23% *	33 19% *	48 18%	86 15%	76 22% G	25 10%	26 17% *	19 20% **	18 13% *	5 11% **
4 = Tend to disagree (2)	112 10%	4 3% *	25 15% b*	34 13% b	49 9%	37 11% gj	12 5%	27 18% GJ*	16 17% **	5 3% *	5 10% **
5 = Strongly disagree (1)	369 33%	41 33%	36 21%	91 34%	201 36%	140 40%	10 4%	50 33%	37 38%	88 62%	25 53%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Nigel Farage Table: 67

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*	c	C	G		G*	**	FGH*	**
Don't know	46	18	4	6	18	11	1	3	8	1	2
	4%	15%	2%	2%	3%	3%	0%	2%	8%	1%	4%
		CDE*	*					*	**	*	**

NET Agree	400	32	75	91	202	82	208	46	16	31	10
	36%	26%	44%	34%	36%	24%	81%	30%	17%	22%	21%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Nigel Farage

Table: 67

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	b*				FHJ	*	**	*	**
NET Disagree	482 43%	45 37% *	61 35% *	125 46%	250 45%	177 51% G	22 9%	78 51% G*	53 55% **	93 65% fG*	30 63% **

Mean	2.74	2.68 *	3.03 e*	2.67	2.69	2.39 j	4.13 FHJ	2.51 J*	2.22 **	1.99 *	2.03 **
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		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Ed Davey

Table: 68

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 = Strongly agree (5)	83 7%	4 2% *	31 12% BHJ*	20 9% *	15 8% *	6 6% *	5 6% *	1 2% *	70 8% h	13 5%	55 8%	21 7%	4 5%	3 10% M
2 = Tend to agree (4)	169 15%	19 11% *	22 9% *	41 18% c*	24 13% *	29 27% BCEI*	16 17% *	17 24% bCei*	107 13%	62 23% BCei	90 13%	57 19% K	14 17%	9 26% KM
3 = Neither agree nor disagree (3)	356 32%	52 29% *	68 27% *	69 30% *	68 36% *	36 33% *	31 33% *	32 45% bCdi*	257 30%	99 36%	224 31%	94 32%	29 37% N	8 25%
4 = Tend to disagree (2)	237 21%	58 33% EFHJ*	64 25% efHJ*	48 21% H*	26 14% *	13 12% *	23 24% H*	5 6% *	197 23% efHJ	40 15%	171 24% LM	48 16%	12 15%	7 20%
5 = Strongly disagree (1)	162 14%	28 16% *	44 18% *	26 11% *	36 19% j*	9 9% *	11 12% *	8 11% *	134 16%	28 10%	103 14%	41 14%	14 18%	4 12%
Don't know	114 10%	16 9% *	22 9% *	24 10% *	21 11% *	15 13% *	8 8% *	9 13% *	83 10%	32 12%	71 10%	33 11%	7 9%	3 8%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Ed Davey

Table: 68

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	252 23%	23 13% *	53 21% *	61 27% B*	40 21% *	36 33% BI*	22 23% *	18 25% b*	177 21%	75 28% B	145 20%	78 27%	17 22%	12 35% KLM
NET Disagree	399 36%	87 49% deFHJ*	108 43% FHJ*	74 32% h*	62 33% h*	22 21% *	34 36% fH*	12 17% *	331 39% FHJ	68 25%	274 38% I	89 30%	26 32%	11 32%
Mean	2.78	2.46 *	2.70 *	2.91 B*	2.75 *	3.11 Bcel*	2.80 *	2.99 B*	2.72	2.97 BI	2.73	2.88	2.74	3.01 KM

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

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 69

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 = Strongly agree (5)	83 7%	30 8%	22 11% *	15 7%	14 6%	2 2% *
2 = Tend to agree (4)	169 15%	62 17%	37 18% *	27 13%	35 15%	7 7% *
3 = Neither agree nor disagree (3)	356 32%	123 33%	55 26% *	71 34%	76 33%	31 31% *
4 = Tend to disagree (2)	237 21%	71 19%	35 17% *	40 19%	61 27%	28 29% *
5 = Strongly disagree (1)	162 14%	56 15%	31 15%	35 17%	26 12%	14 14%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 69

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
			*			*
Don't know	114 10%	34 9%	29 14% *	20 9%	15 7%	17 17% e*

NET Agree	252 23%	92 25% F	59 28% F*	43 21% f	50 22% f	8 9% *
NET Disagree	399 36%	127 34%	67 32% *	75 36%	88 38%	43 43% *

Mean	2.78	2.82	2.91 *	2.73	2.77	2.43 **
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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 69

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

*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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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Ed Davey Table: 70

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 = Strongly agree (5)	83 7%	12 10% *	12 7% *	18 7%	41 7%	40 11% G	7 3%	7 5% *	19 19% **	9 6% *	1 2% **
2 = Tend to agree (4)	169 15%	19 16%	26 15%	34 13%	89 16%	60 17%	23 9%	14 9%	32 33%	28 20%	3 7%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Ed Davey

Table: 70

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			g		*	**	g*	**
3 = Neither agree nor disagree (3)	356 32%	36 29% *	52 30% *	84 31%	183 33%	128 37% g	69 27%	42 28% *	15 16% **	57 40% g*	22 46% **
4 = Tend to disagree (2)	237 21%	21 17% *	43 25% *	53 19%	120 22%	81 24%	54 21%	42 28% *	12 12% **	29 21% *	9 19% **
5 = Strongly disagree (1)	162 14%	11 9%	30 18%	45 17%	76 14%	23 7%	86 34%	30 20%	5 5%	6 4%	10 21%

BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Ed Davey

Table: 70

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*				FhJ	FJ*	**	*	**
Don't know	114 10%	25 20% CE*	9 5% *	36 13% c	45 8%	13 4%	18 7%	17 11% f*	15 15% **	13 9% *	3 6% **

NET Agree	252 23%	31 25%	38 22%	53 19%	130 23%	100 29%	29 11%	21 14%	51 52%	37 26%	4 9%
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BUSINESS OPINION OMNIBUS – July 2026 - J: 25-102371-01

Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Ed Davey

Table: 70

Filter: All those consenting

Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			GH		*	**	G*	**
NET Disagree	399 36%	32 26% *	73 42% b*	98 36%	197 35%	104 30%	140 55% FJ	73 48% FJ*	16 17% **	35 25% *	19 39% **
Mean	2.78	3.01 *	2.67 *	2.69	2.80	3.04 GH	2.20 *	2.45 *	3.59 **	3.03 GH*	2.48 **

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Zack Polanski

Table: 71

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 = Strongly agree (5)	84 7%	14 8% *	16 6% *	17 7% *	8 4% *	10 9% *	16 17% CdEHI*	3 4% *	55 6%	29 10%	47 7%	28 10%	7 8%	2 5%
2 = Tend to agree (4)	192 17%	13 7% *	37 15% *	49 22% B*	36 19% b*	23 21% B*	17 18% b*	17 24% B*	135 16% b	56 21% B	119 17%	52 18%	12 16%	8 25% KLM
3 = Neither agree nor disagree (3)	341 30%	47 26% *	71 28% *	73 32% *	61 32% *	37 34% *	27 29% *	26 37% *	252 30%	90 33%	215 30%	91 31%	26 33%	9 27%
4 = Tend to disagree (2)	151 13%	33 18% *	34 14% *	35 15% *	19 10% *	9 8% *	14 15% *	8 11% *	121 14%	31 11%	102 14%	36 12%	10 12%	4 12%
5 = Strongly disagree (1)	243 22%	50 28% FHJ*	71 28% FHJ*	41 18% *	42 22% *	13 12% *	16 17% *	9 13% *	204 24% fhj	39 14%	152 21%	65 22%	18 22%	8 24%
Don't know	111 10%	21 12% *	22 9% *	12 5% *	26 13% d*	17 16% Dg*	5 5% *	8 11% *	81 10%	30 11%	79 11%	23 8%	6 8%	2 7%

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Zack Polanski

Table: 71

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	275 25%	27 15% *	53 21% *	66 29% b*	44 23% *	33 30% b*	33 34% Bci*	20 28% b*	190 22%	85 31% Bcl	166 23%	80 27%	19 24%	10 31% k
NET Disagree	394 35%	83 47% eFHJ*	105 42% FHJ*	76 33% f*	60 32% *	22 20% *	30 32% *	17 24% *	325 38% Fhj	69 25%	254 36%	101 34%	27 35%	12 36%
Mean	2.73	2.41 *	2.53 *	2.84 b*	2.70 *	3.08 BCel*	3.02 BCl*	2.94 Bc*	2.63	3.02 BCel	2.69	2.79	2.73	2.75

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

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BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 72

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 = Strongly agree (5)	84 7%	32 9%	22 10% *	14 7%	13 6%	4 4% *
2 = Tend to agree (4)	192 17%	62 16%	34 16% *	28 13%	43 19%	26 26% d*
3 = Neither agree nor disagree (3)	341 30%	109 29%	73 35% *	65 31%	68 30%	27 27% *
4 = Tend to disagree (2)	151 13%	33 9%	18 8% *	41 20% BC	39 17% B	20 20% b*
5 = Strongly disagree (1)	243 22%	101 27%	31 15%	45 22%	51 22%	14 14%

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BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 72

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
		c	*			*
Don't know	111 10%	39 10%	32 15% e*	15 7%	16 7%	9 9% *

NET Agree	275 25%	94 25%	55 26% *	41 20%	55 24%	30 30% *
NET Disagree	394 35%	135 36% c	49 23% *	87 42% c	90 39% c	34 34% *

Mean	2.73	2.67	2.98 d*	2.60	2.66	2.83 *
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BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 72

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

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: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Zack Polanski Table: 73

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 = Strongly agree (5)	84 7%	5 4% *	13 8% *	27 10%	38 7%	31 9% G	1 1%	6 4% g*	4 4% **	36 25% FGH*	4 8% **
2 = Tend to agree (4)	192 17%	18 15%	24 14%	47 18%	102 18%	93 27%	11 4%	23 15%	5 5%	54 38%	4 9%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Zack Polanski Table: 73

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			Gh		G*	**	GH*	**
3 = Neither agree nor disagree (3)	341 30%	38 31% *	52 30% *	77 28%	175 31%	123 36%	69 27%	48 32% *	32 33% **	36 25% *	13 26% **
4 = Tend to disagree (2)	151 13%	11 9% *	33 19% *	42 16%	65 12%	36 10%	42 16%	13 8% *	20 21% **	12 8% *	16 33% **
5 = Strongly disagree (1)	243 22%	30 24%	40 23%	49 18%	124 22%	52 15%	114 45%	48 31%	13 13%	* 0%	7 14%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Zack Polanski Table: 73

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			J	FhJ	FJ*	**	*	**
Don't know	111 10%	22 18% c*	10 6% *	28 10%	52 9%	11 3%	19 8%	13 9% f*	23 24% **	4 3% *	5 10% **

NET Agree	275 25%	23 19%	37 22%	75 28%	140 25%	123 36%	12 5%	30 20%	9 9%	90 63%	8 16%
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		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			GH		G*	**	FGH*	**
NET Disagree	394 35%	41 33% *	73 42% *	91 34%	189 34%	88 26% J	156 61% FHJ	60 40% FJ*	33 34% **	12 9% *	23 47% **
Mean	2.73	2.59 *	2.61 *	2.84	2.73	3.04 GH	1.92 *	2.48 G*	2.56 **	3.82 FGH*	2.59 **

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Andy Burnham

Table: 74

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1127	71	164	199	211	162	155	165	645	482	234	313	345	235
Weighted base	1122	178	251	228	191	108	95	71	848	274	714	295	79	33
1 = Strongly agree (5)	98 9%	12 7% *	13 5% *	26 11% *	23 12% *	10 9% *	9 9% *	6 8% *	75 9%	24 9%	59 8%	27 9%	6 8%	5 16% KLM
2 = Tend to agree (4)	248 22%	31 17% *	49 19% *	64 28% *	43 22% *	20 18% *	19 20% *	23 33% bcfi*	186 22%	62 23%	147 21%	72 24%	21 27% k	8 25%
3 = Neither agree nor disagree (3)	343 31%	50 28% *	80 32% *	60 26% *	62 32% *	40 37% *	29 31% *	22 31% *	252 30%	91 33%	231 32%	75 25%	29 36% LN	9 25%
4 = Tend to disagree (2)	192 17%	40 22% e*	52 21% e*	39 17% *	20 10% *	15 13% *	17 18% *	10 14% *	150 18%	42 15%	125 18% M	56 19% Mn	7 9%	4 12%
5 = Strongly disagree (1)	153 14%	32 18% *	36 15% *	24 11% *	27 14% *	10 9% *	17 18% *	6 9% *	119 14%	33 12%	96 13%	41 14%	11 14%	5 14%
Don't know	87 8%	13 7% *	20 8% *	15 7% *	16 8% *	14 13% *	4 4% *	4 6% *	65 8%	22 8%	56 8%	23 8%	5 6%	3 8%

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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Andy Burnham

Table: 74

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	250+	<£1m	£1m-£4.9m	£5m-£24.9m	£25m+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
NET Agree	347 31%	43 24% *	62 25% *	89 39% bC*	66 35% *	29 27% *	28 29% *	29 41% bC*	261 31%	86 31%	206 29%	100 34%	27 35%	14 41% K
NET Disagree	345 31%	71 40% efhj*	88 35% *	63 28% *	47 25% *	25 23% *	34 36% *	16 23% *	270 32%	75 27%	221 31% m	97 33% Mn	18 23%	9 25%
Mean	2.95	2.71 *	2.78 *	3.13 bC*	3.09 b*	3.04 *	2.83 *	3.18 Bc*	2.93	3.00	2.92	2.96	3.06	3.20 KI

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

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BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 75

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1127	320	165	263	280	99
Weighted base	1122	376	209	208	229	99
1 = Strongly agree (5)	98 9%	29 8%	22 10% *	16 8%	21 9%	11 11% *
2 = Tend to agree (4)	248 22%	74 20%	50 24% *	50 24%	60 26%	13 13% *
3 = Neither agree nor disagree (3)	343 31%	112 30%	57 27% *	64 31%	78 34%	32 33% *
4 = Tend to disagree (2)	192 17%	55 15%	39 18% *	33 16%	34 15%	31 31% BdE*
5 = Strongly disagree (1)	153 14%	78 21%	20 10%	25 12%	23 10%	6 7%

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 75

Filter: All those consenting

Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)
		cdEf	*			*
Don't know	87 8%	28 7%	22 10% *	19 9%	13 6%	5 5% *

NET Agree	347 31%	103 27%	71 34% *	66 32%	81 35%	24 25% *
NET Disagree	345 31%	133 35% e	59 28% *	58 28%	57 25%	37 37% *

Mean	2.95	2.78	3.07 *	2.99	3.10 B	2.92 *
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Public affairs

Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Table: 75

Filter: All those consenting Weighted by: Weight variable

		Broad Region				
	Total	South (Non-London)	London	Midlands	North	Scotland / NI
	(A)	(B)	(C)	(D)	(E)	(F)

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: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Andy Burnham Table: 76

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1127	136	174	281	536	375	234	178	92	113	47
Weighted base	1122	123	172	271	555	346	256	152	96	143	48
1 = Strongly agree (5)	98 9%	12 10% *	12 7% *	24 9%	50 9%	67 19% GHJ	12 5%	6 4% *	4 5% **	7 5% *	1 3% **
2 = Tend to agree (4)	248 22%	28 23%	45 26%	50 18%	126 23%	105 30%	33 13%	29 19%	22 23%	40 28%	14 30%

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Fieldwork dates: 1st July to 16th July 2026

BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Andy Burnham Table: 76

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
		Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)	Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)	Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			Gh		*	**	G*	**
3 = Neither agree nor disagree (3)	343 31%	27 22% *	44 26% *	92 34%	180 32%	109 32%	66 26%	45 30% *	24 25% **	47 33% *	14 28% **
4 = Tend to disagree (2)	192 17%	14 11% *	31 18% *	49 18%	97 18%	35 10%	50 20% F	25 17% *	22 22% **	36 25% F*	17 34% **
5 = Strongly disagree (1)	153 14%	20 16%	33 19%	40 15%	60 11%	16 5%	79 31%	38 25%	8 8%	5 4%	2 4%

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BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Andy Burnham Table: 76

Filter: All those consenting Weighted by: Weight variable

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	e*				FJ	FJ*	**	*	**
Don't know	87	22	7	15	43	14	15	9	17	7	*
	8%	18%	4%	6%	8%	4%	6%	6%	17%	5%	1%
		CDE*	*					*	**	*	**

NET Agree	347	41	57	73	176	172	45	35	26	48	16
	31%	33%	33%	27%	32%	50%	18%	23%	27%	34%	32%

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BBPE_Q12_JULY. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister? - Andy Burnham Table: 76

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		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
		*	*			GHJ		*	**	G*	**
NET Disagree	345 31%	34 27% *	64 37% *	89 33%	157 28%	51 15%	130 51% FJ	64 42% F*	29 31% **	41 29% F*	18 38% **
Mean	2.95	2.99 *	2.83 *	2.87	3.02	3.52 GHJ	2.37 *	2.57 *	2.92 **	3.06 GH*	2.93 **

		Broad Industry				Party preference					
					Services (inc financial, property, business, hotels/cat ering, education, health, public admin, arts, leisure)						
	Total	Manufactu ring (productio n/agric/mi ning)	Constructi on	Retail (inc wholesale, transport & comms)		Labour Party	Reform UK	Conservati ve Party	Liberal Democrats	Green Party	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)

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

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