

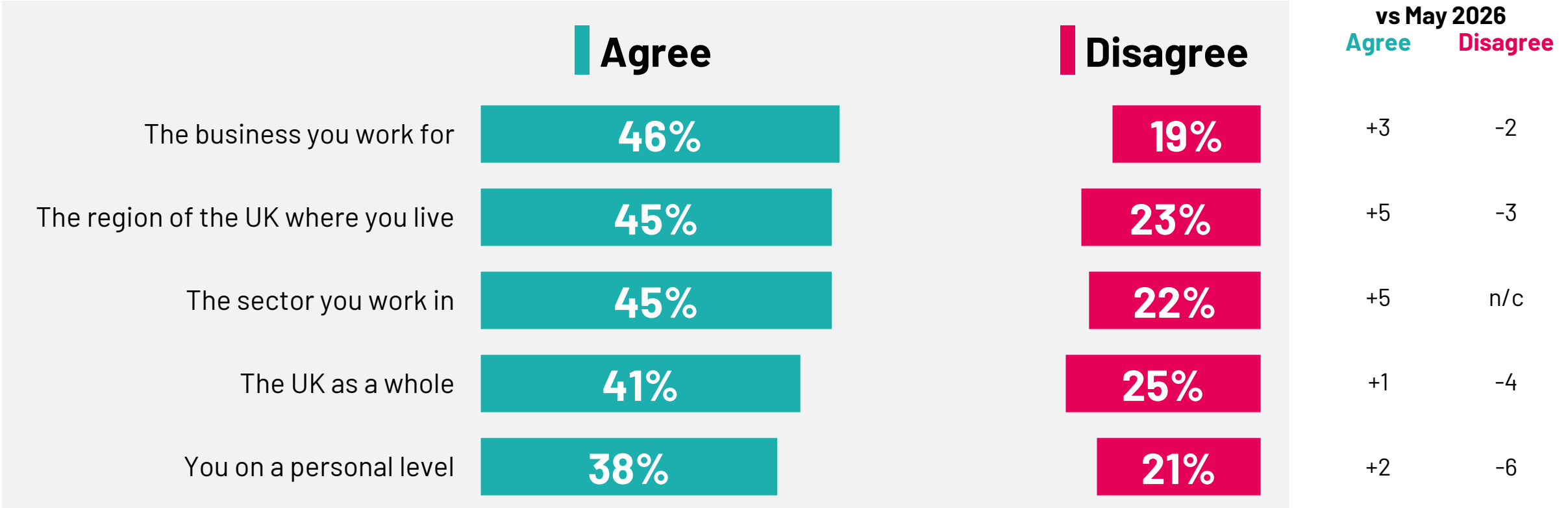
IPSOS Business polling

July 2026



There has been an increase since May in the proportion of businesses that said government economic policies benefit specific region / sectors

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

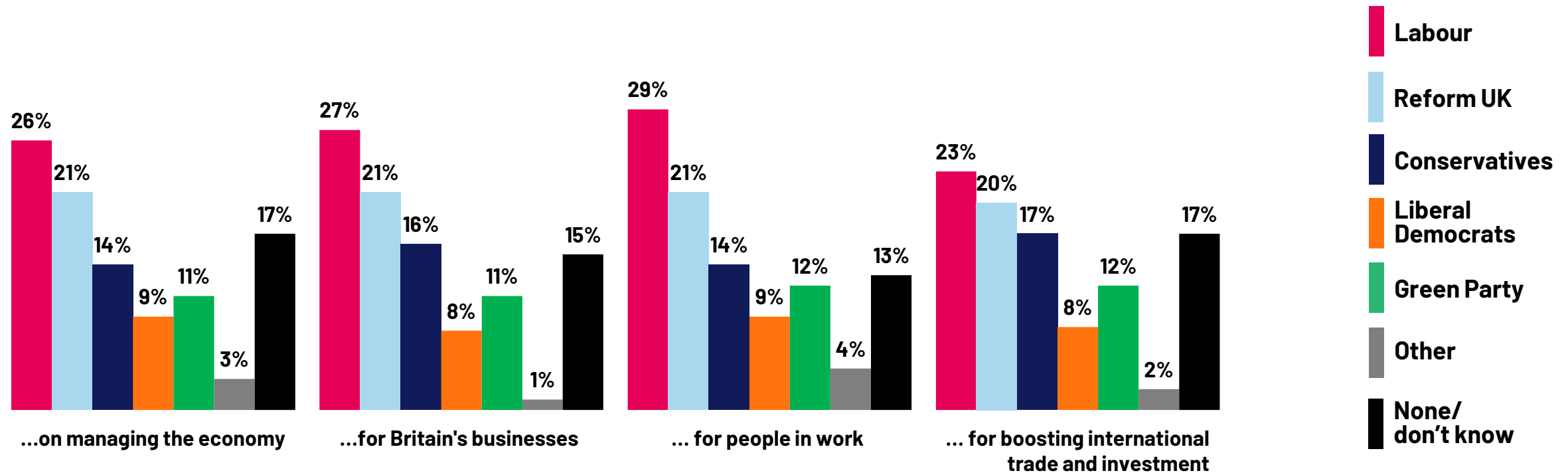


Base: 1,200 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July - 16 July 2026



Labour has a lead on policies for managing the economy, British businesses, people in work and boosting trade and investment

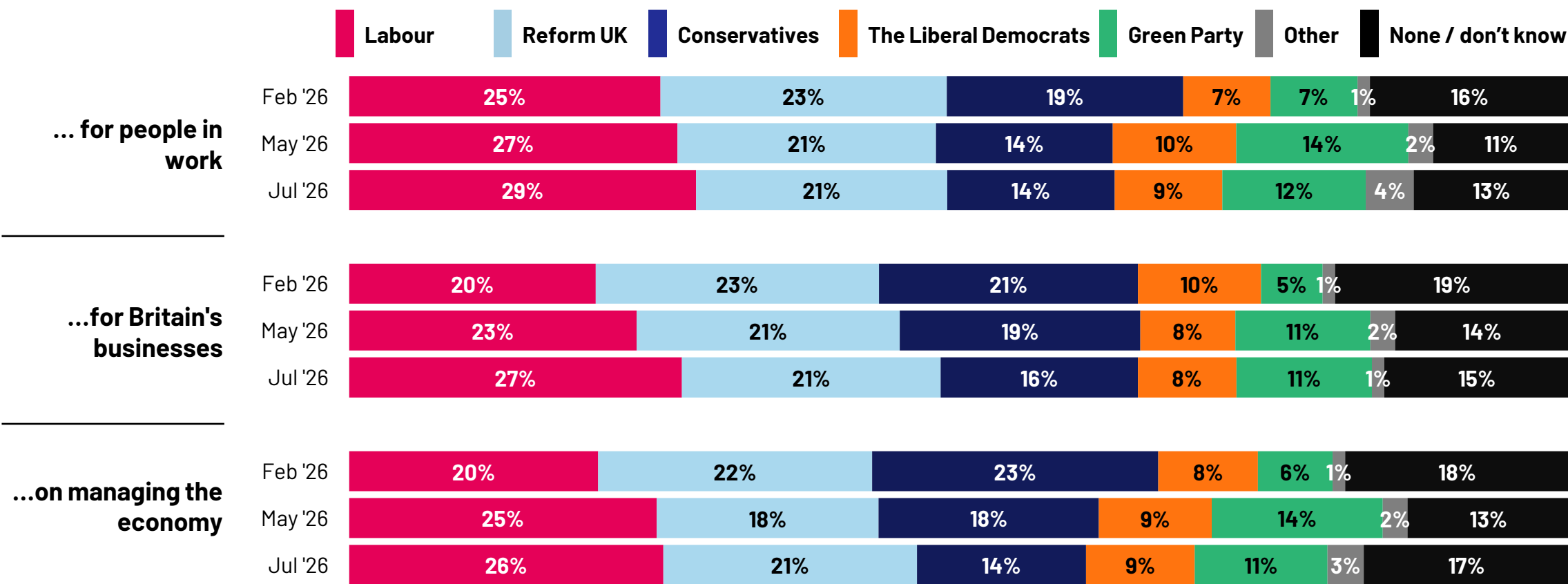
Which party, if any, do you think has the best policies ... ?



Base: 1,127 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July – 16 July 2026

Labour has seen increases since February in the proportion who say they have the best policies for businesses and managing the economy. The Conservatives have declined over the same period, with Reform stable in second

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



Base: 1,127 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July – 16 July 2026



Nigel Farage is most likely to be seen as having what it takes to be a good prime minister, but more disagree than agree

On balance, do you agree or disagree that each of the following has what it takes to be a good Prime Minister?

July 2026

Agree

Disagree

Nigel Farage

36%

43%

Andy Burnham

31%

31%

Kemi Badenoch

28%

34%

Zack Polanski

25%

35%

Ed Davey

23%

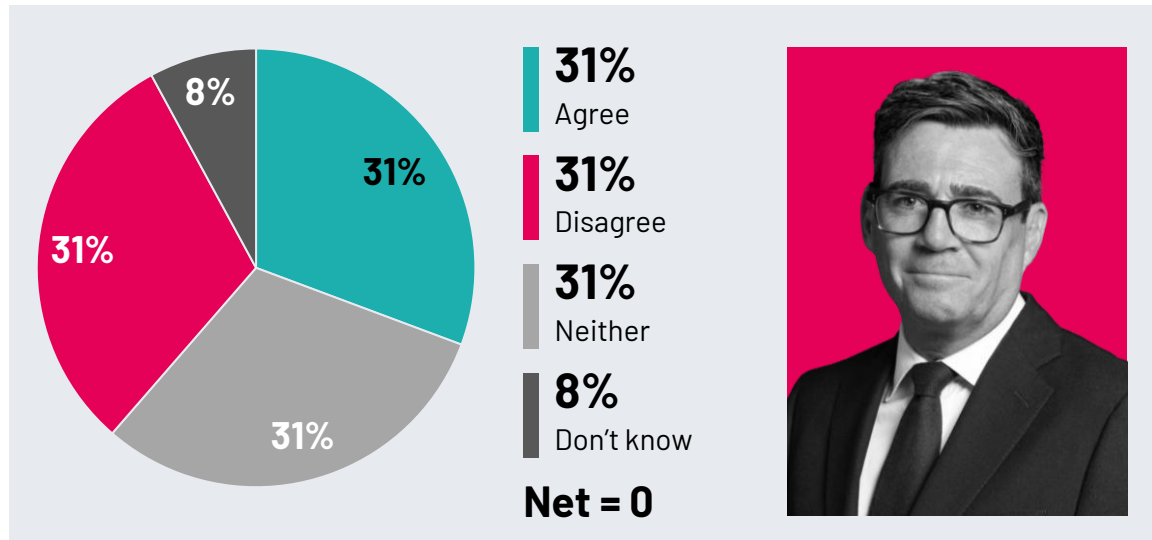
36%

Base: 1,127 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July – 16 July 2026

Has what it takes to be a good Prime Minister

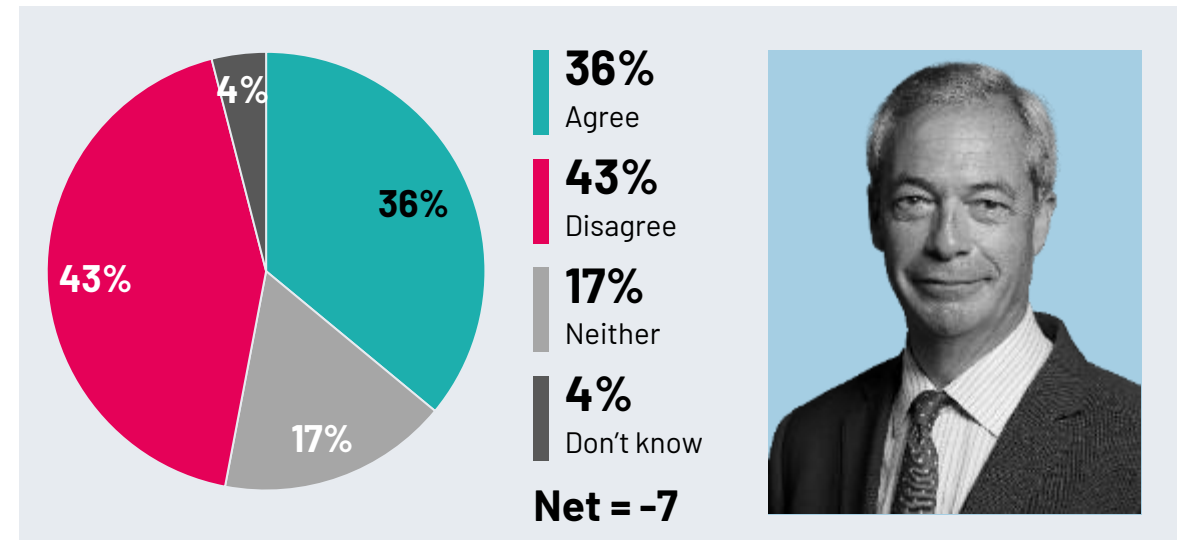
On balance, do you agree or disagree that **Andy Burnham** has what it takes to be a good Prime Minister?

July 2026



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

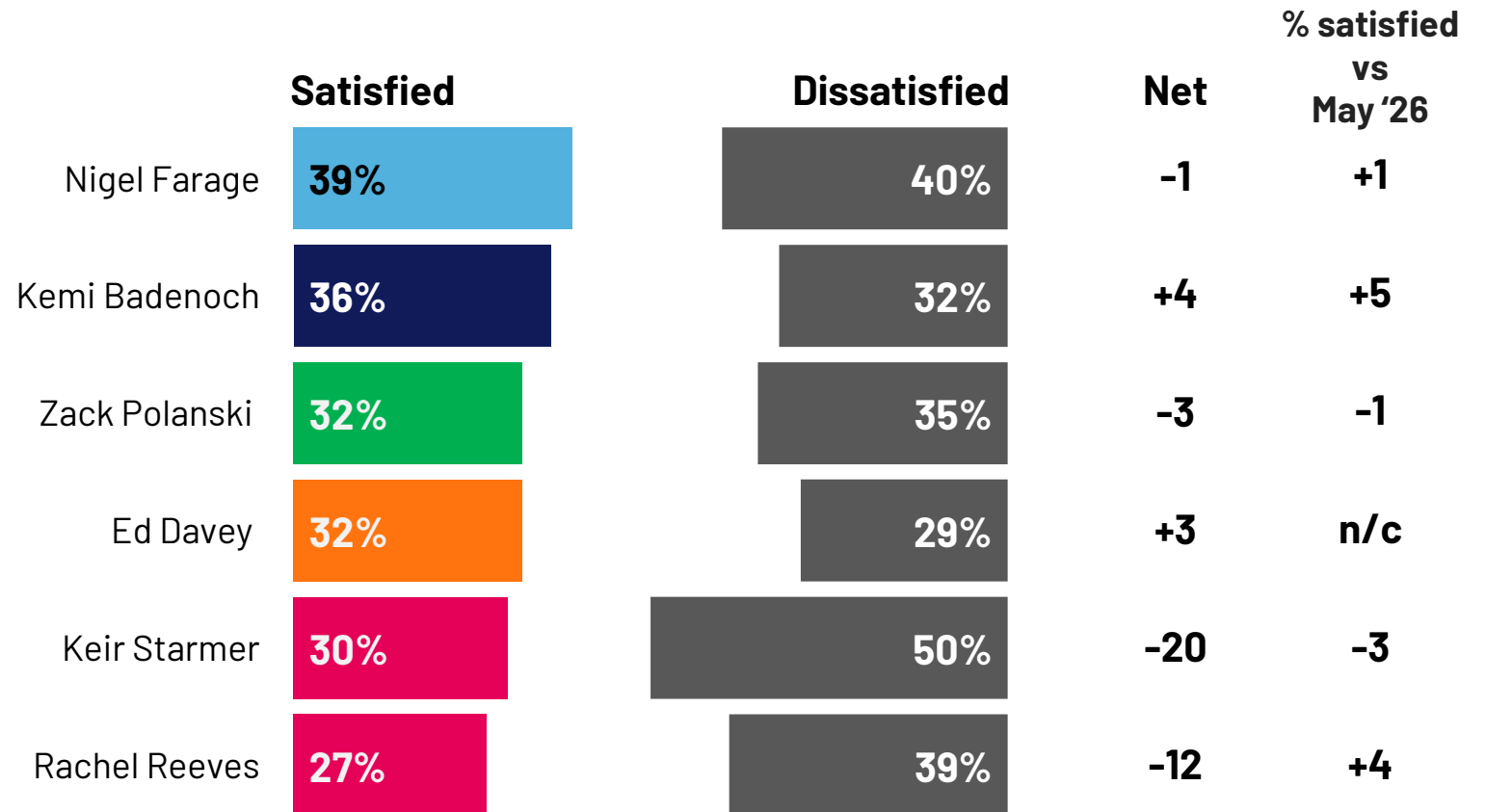
July 2026



Base: 1,127 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July – 16 July 2026

Satisfaction with Keir Starmer fell to a new low in July. Satisfaction with Rachel Reeves has increased, but is still lowest of the listed politicians

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

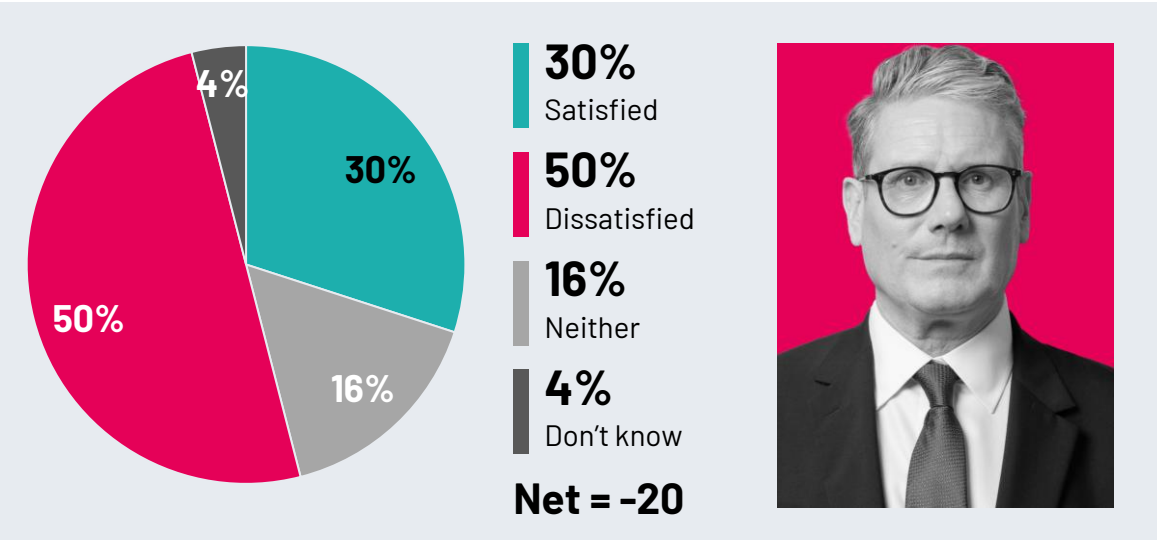


Base: 1,127 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July – 16 July 2026

Keir Starmer: Satisfaction

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

July 2026



July 2025 – July 2026

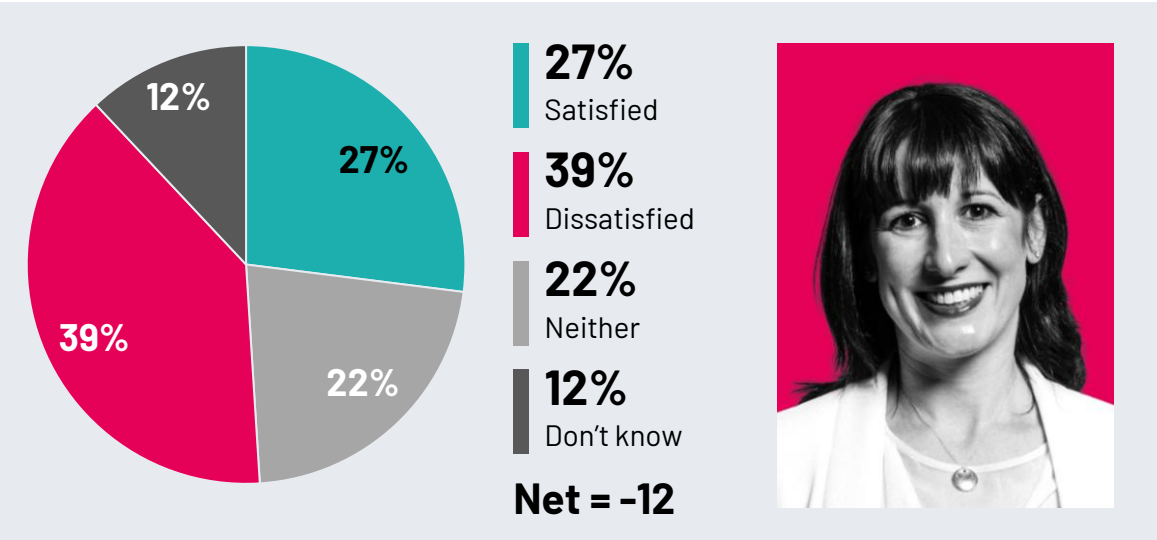


Base: 1,127 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July – 16 July 2026

Rachel Reeves: Satisfaction

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

July 2026



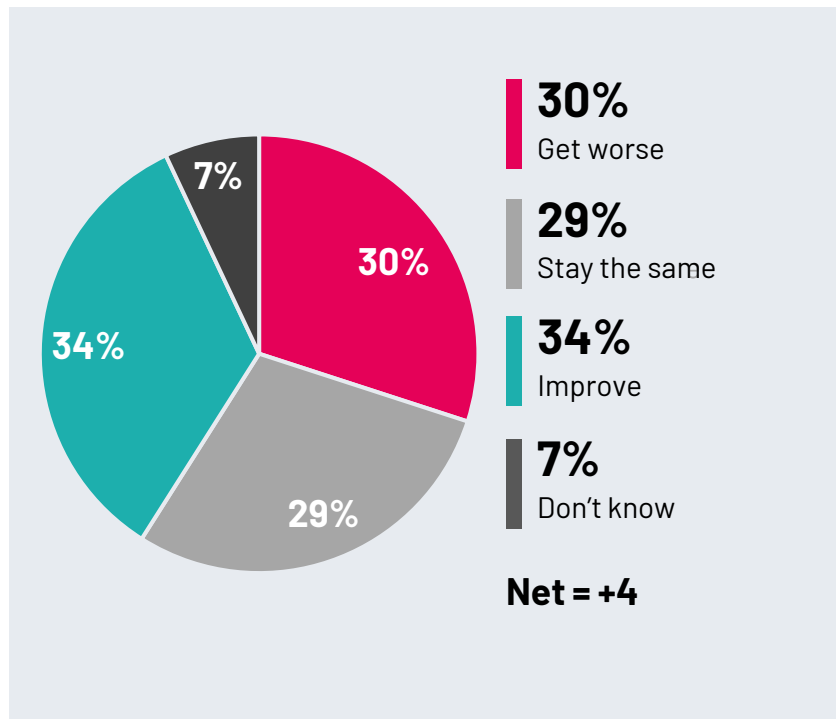
July 2025 – July 2026



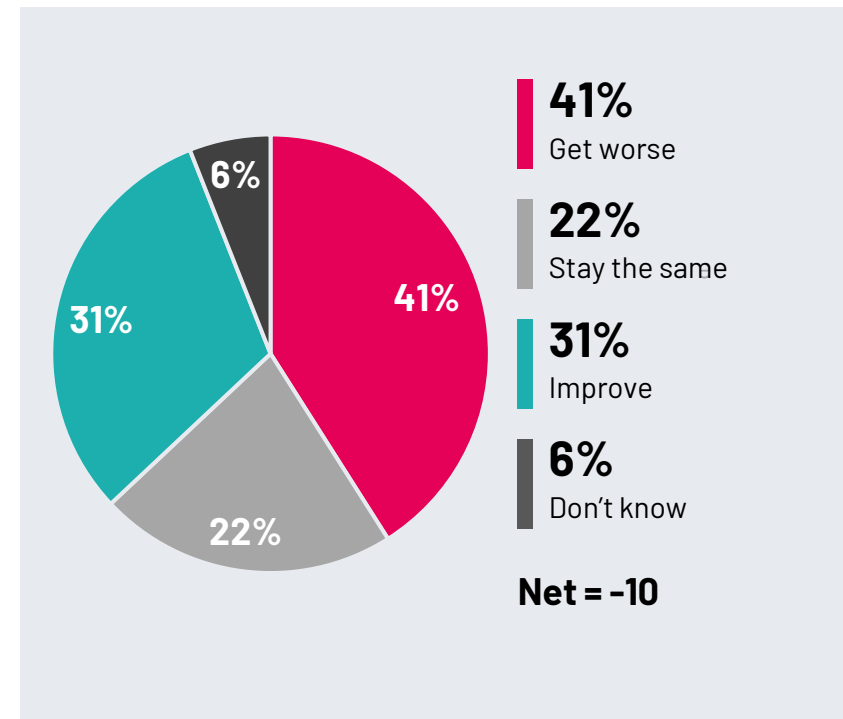
Base: 1,127 Senior decision makers at UK businesses with annual turnover £250,000+, 1 July – 16 July 2026

Businesses are slightly more positive than negative about their own financial prospects, but remain pessimistic about the wider UK economy

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



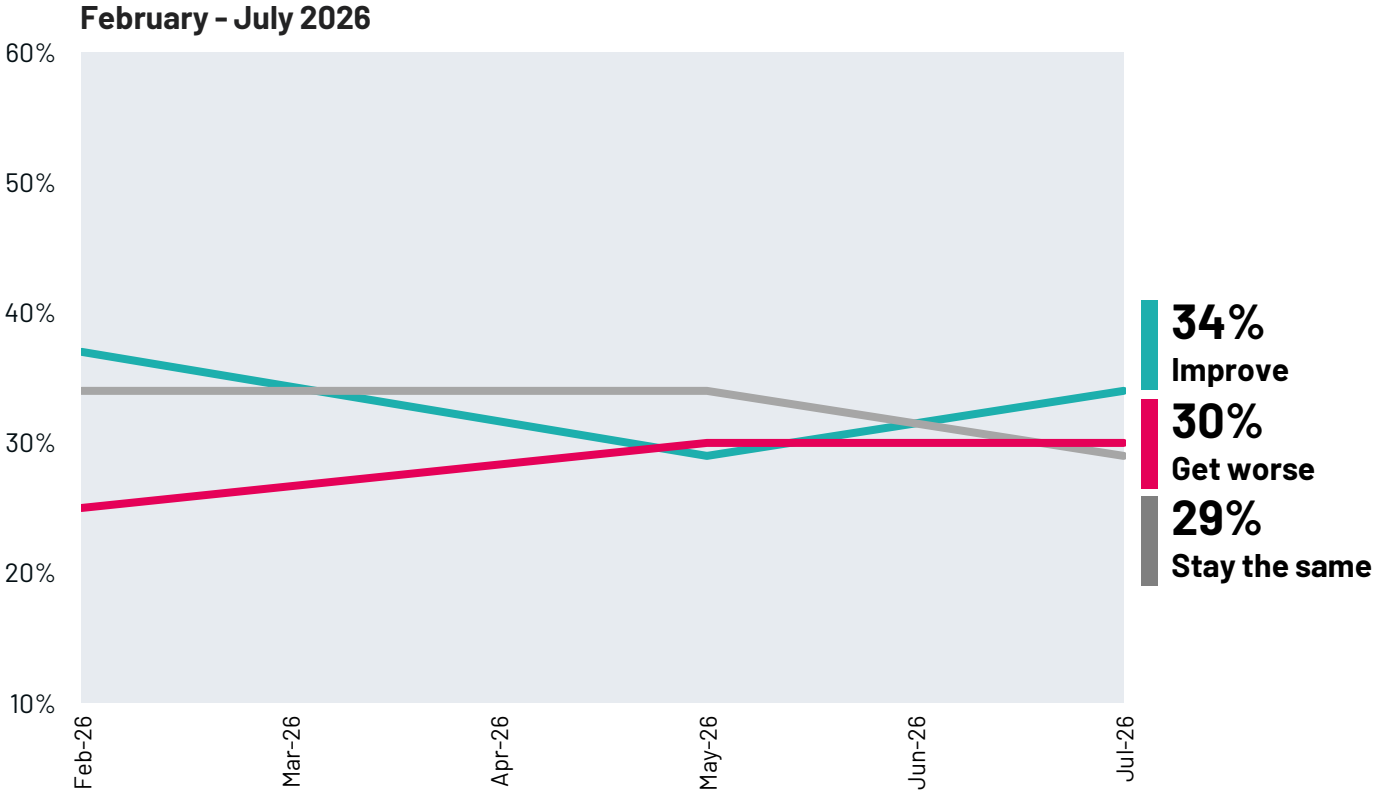
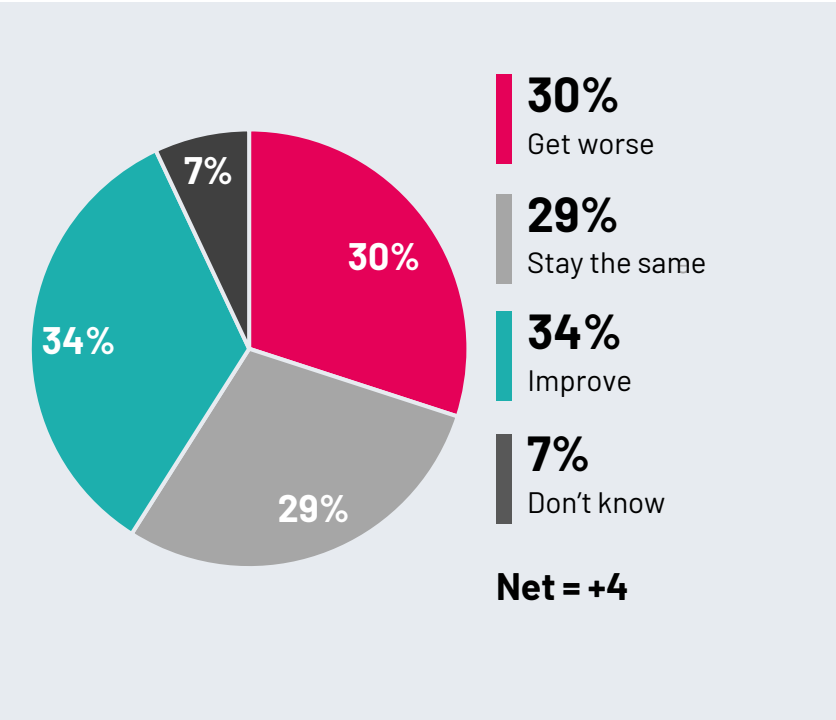
Do you think that the general **economic condition of the country** will improve, stay the same, or get worse over the next 12 months?



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The proportion of businesses who said their financial condition will improve has rebounded since May, albeit the proportion who think it will worsen has stayed stable

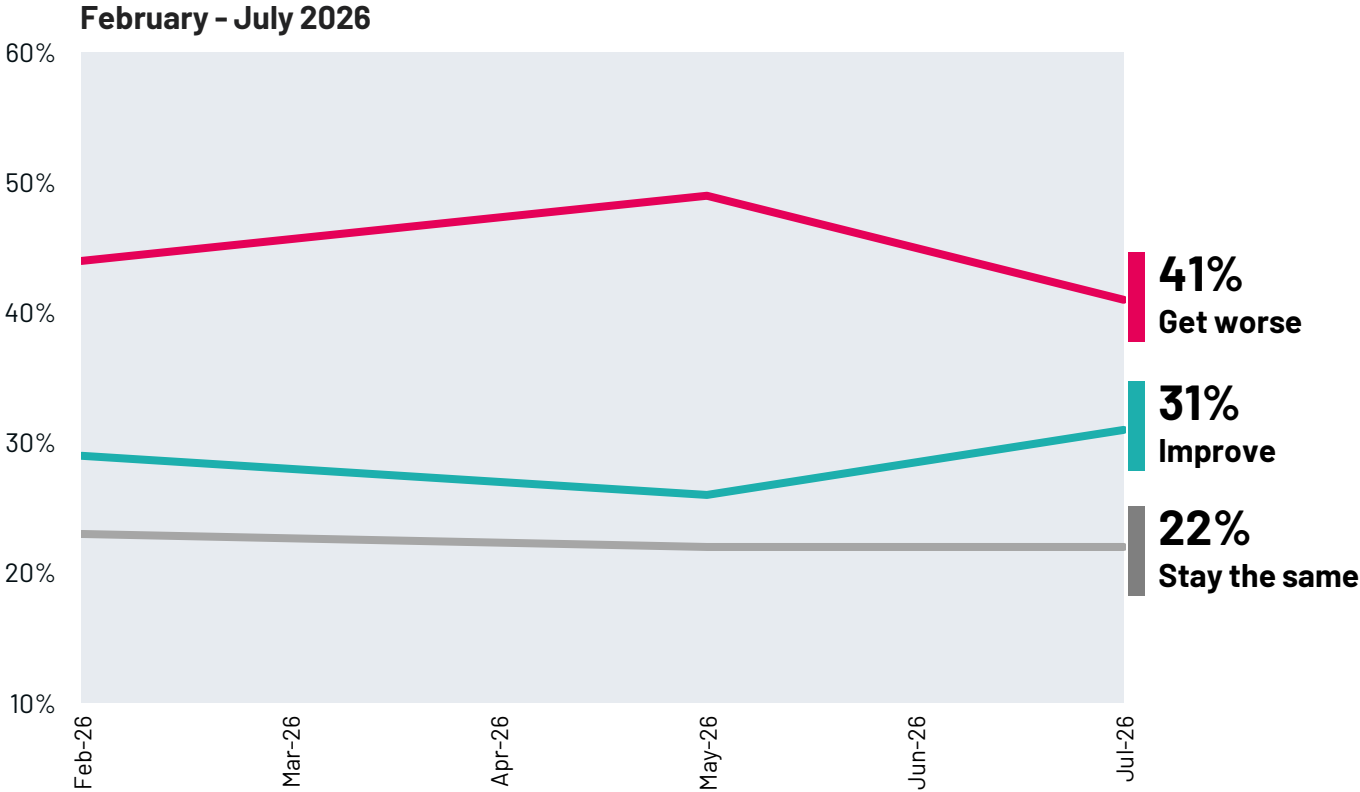
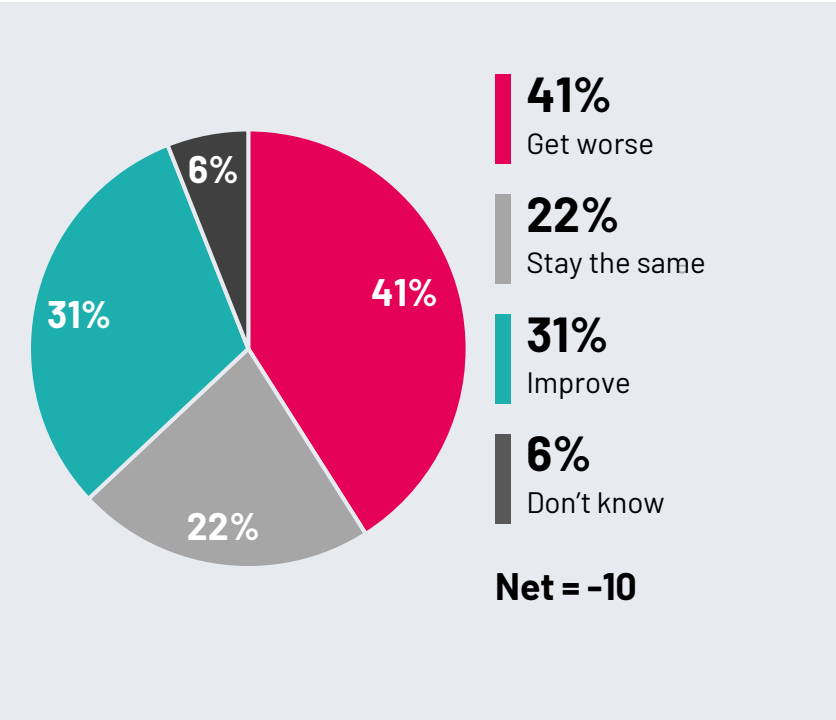
Do you think that the general **financial condition of your business** will improve, stay the same, or get worse over the next 12 months?



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Business economic optimism has improved since May, but remains net negative

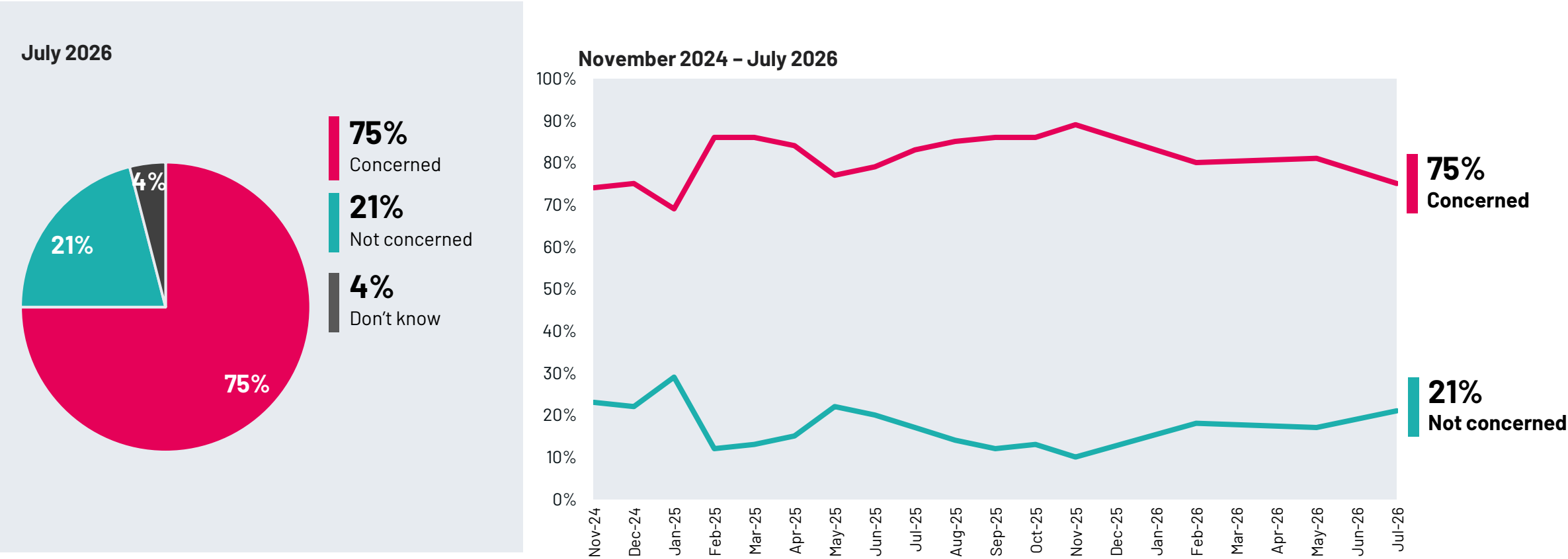
Do you think that the general **economic condition of the country** will improve, stay the same, or get worse over the next 12 months?



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Business economic outlook

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

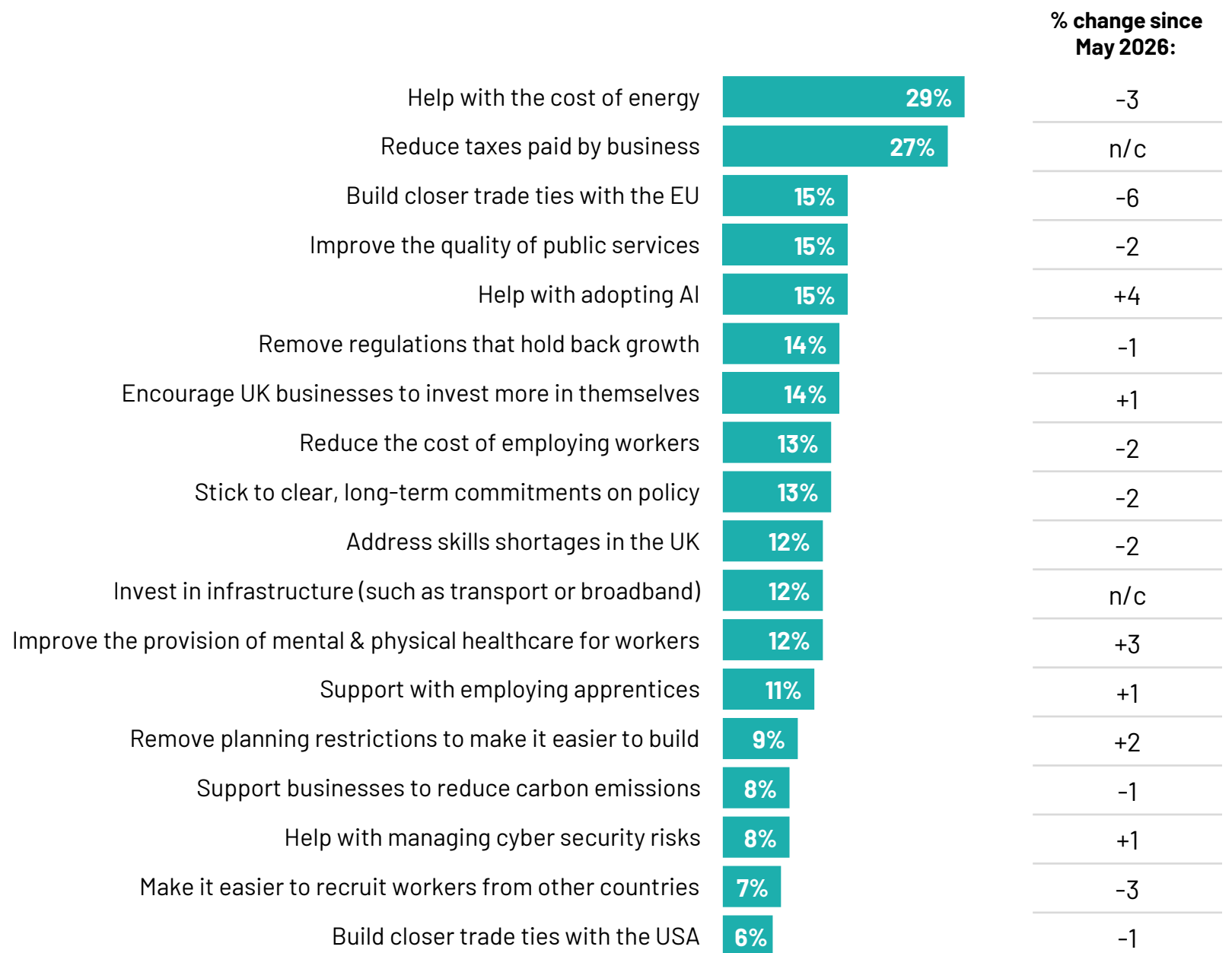


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Reductions in energy costs and taxes remain the top priority for businesses. There has been an increase in the proportion who want help with AI adoption since May and a decrease in those prioritising closer ties with the EU

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



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July 2026 Business polling

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

For more information

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