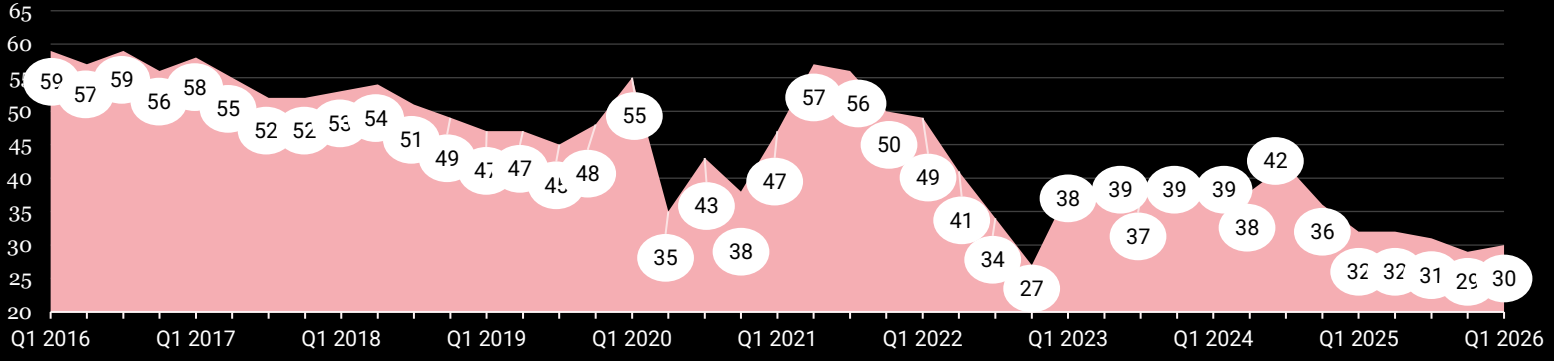


# Savanta: MarketVue Business Confidence Index Q1 2026 - Great Britain - Confidence

The MarketVue Business Confidence Index from Savanta - GB (Survey Period: 2nd January 2026 - 23rd March 2026 Savanta) saw its score increase this quarter by 1 point from 29 in Q4 2025 to 30 in Q1 2026, though remaining in a low position of general economic confidence.



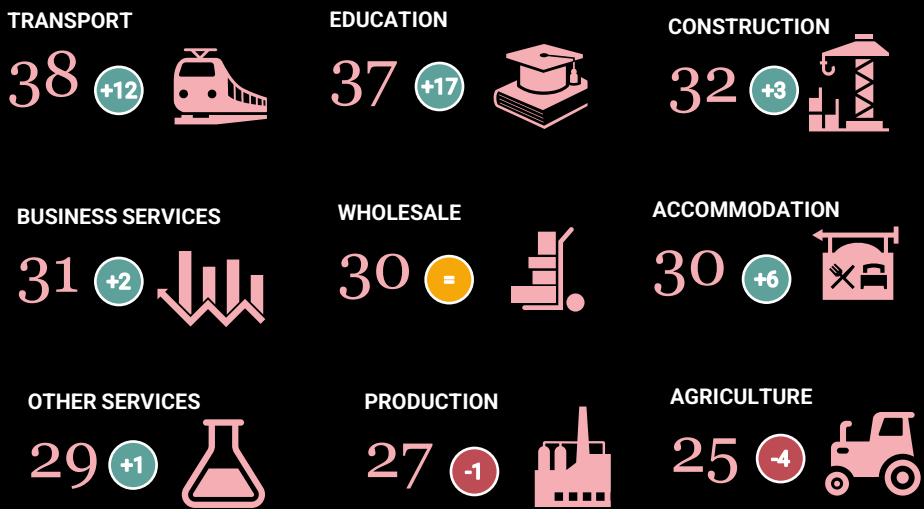
## By Business Size

In Q1 2026, confidence increased significantly for large businesses of £1m+ turnover at 34 (+3 points). Established businesses with turnover up to £1m at 29 (+1 point) and Start-ups at 34 (+5 points) also saw slight increases.



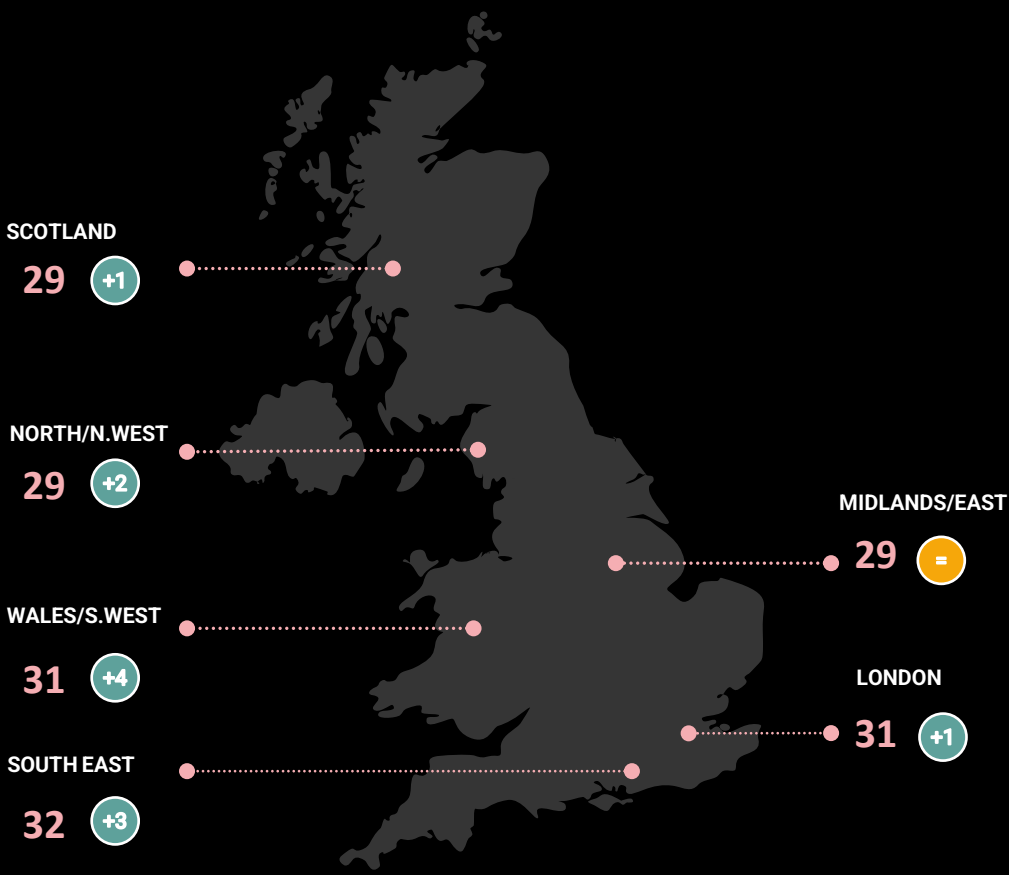
## By Industry

Confidence increased in 6 of 9 industry sectors after drops in the previous quarter. Seeing significant and the biggest increases were the Education (37, +17 points), Transport (38, +12 points) and Accommodation (30, +6 points). Construction, Business Services and Other Services also saw small, albeit insignificant, increases in Q1 2026. Production and Agriculture saw slight decreases, whilst Wholesale recorded no quarterly change in Confidence.



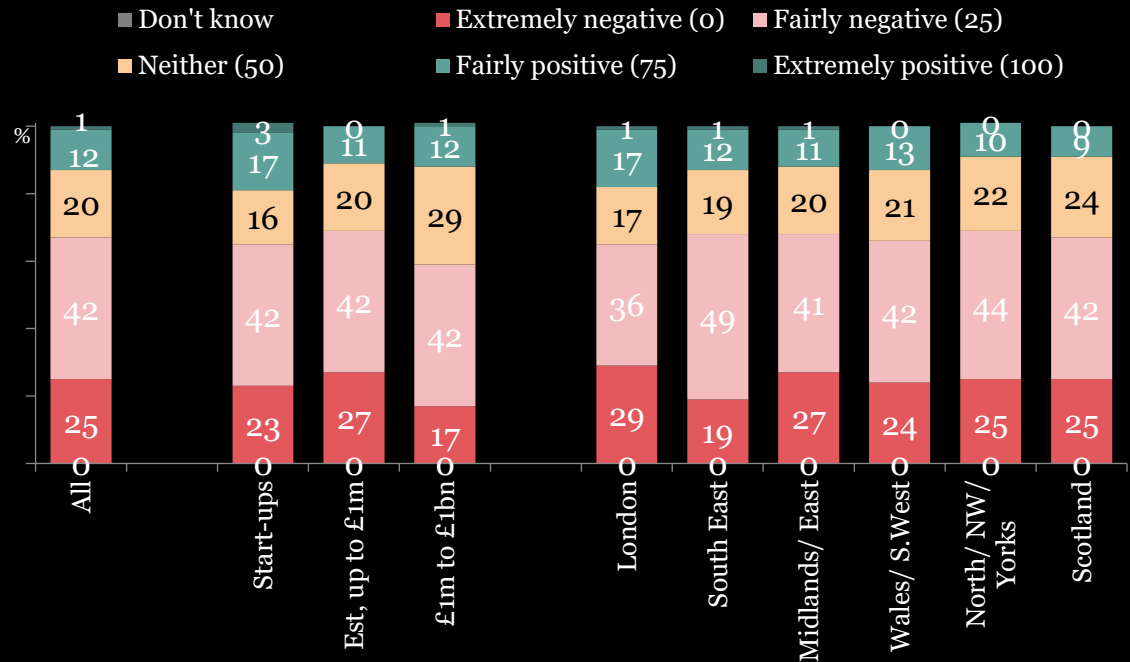
## By Region

Business confidence increased in all regions in Q1 2026, other than Midlands/East which stayed the same. The biggest significant change was within the Wales/South West region (+4 points).



## How do you feel about the health of the UK economy

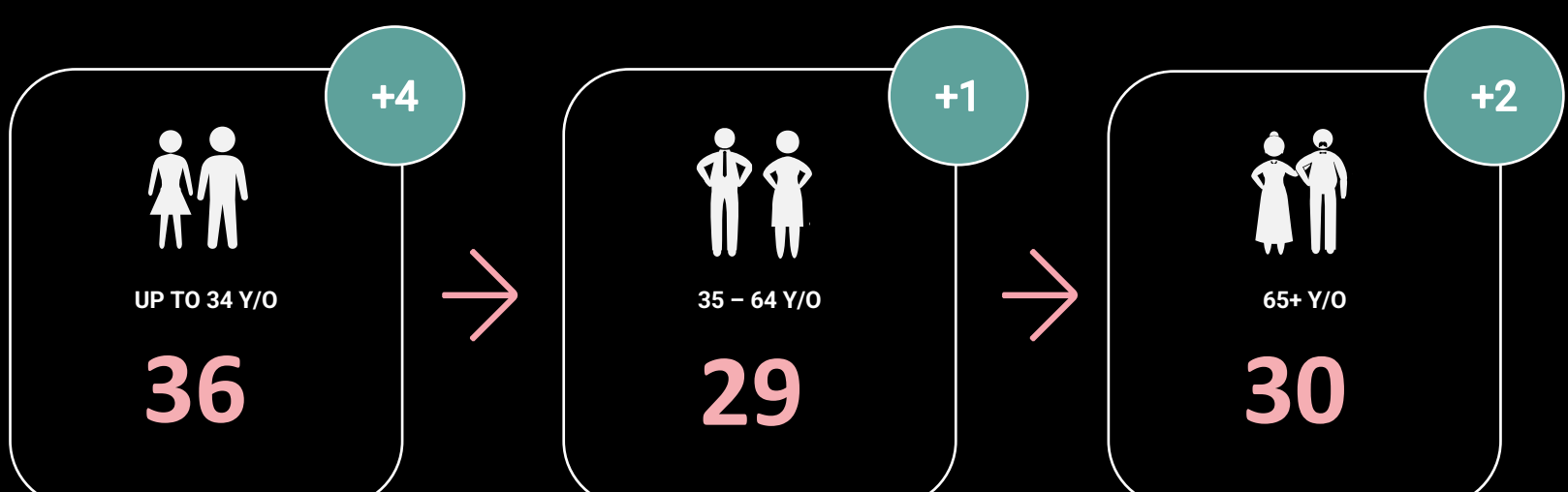
Net positivity (13%) increased by +4pp and Net negativity (67%) significantly decreased by 3pp for Q1 2026.



## By Age

(start-up and established £0-2m)

Confidence has increased for all age groups in Q1 2026, with over 35s recording significant quarterly changes.



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