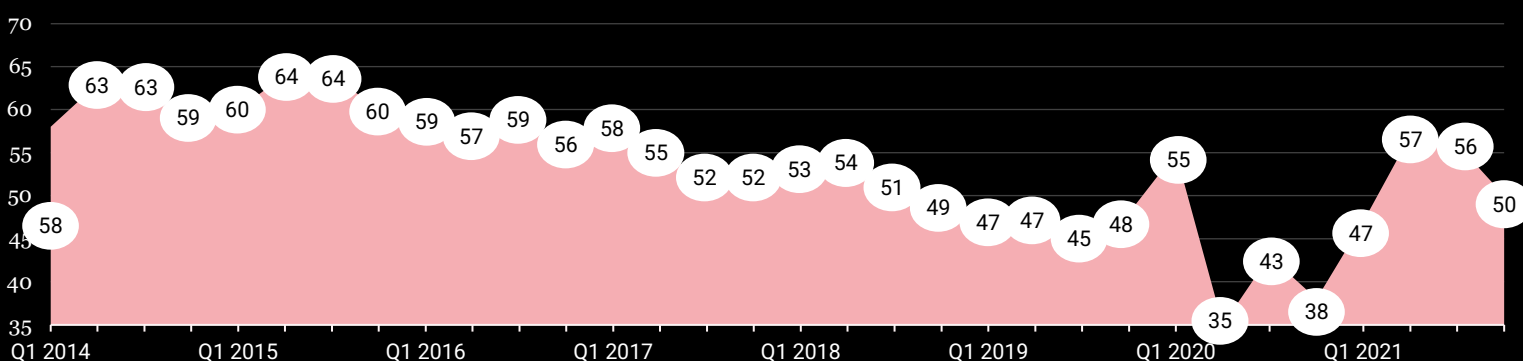


Savanta: MarketVue Business Confidence Index Q4 2021

Confidence

The MarketVue Business Confidence Index from Savanta (17th September 2021 - 17th December 2021), saw a significant decline this quarter, from 56 in Q3 2021 to 50 in Q4 2021.



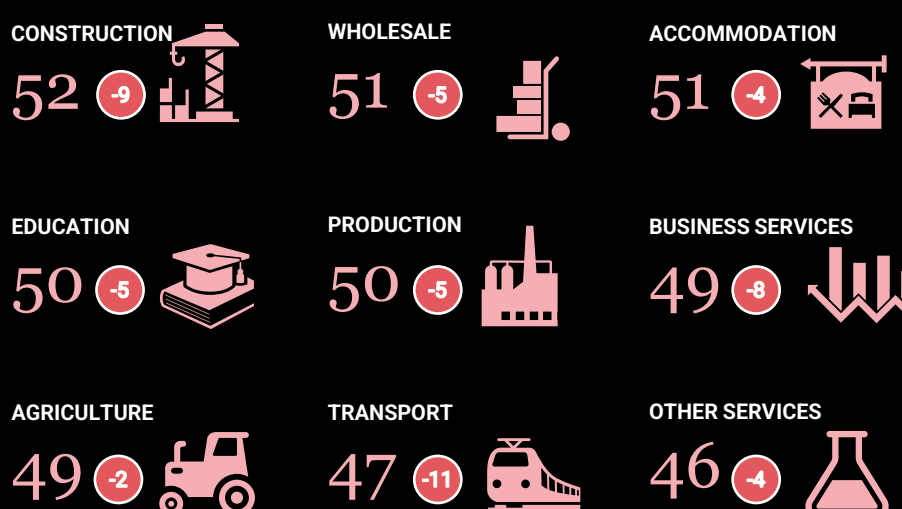
By Business Size

Confidence has decreased significantly amongst businesses with up to £1m turnover (-8) and £1m plus (-5 points), but increased amongst Start-ups (not significant)



By industry

Confidence decreased across all industry sectors, significantly so for Transport (-11), Construction (-9), Business Services (-8), Wholesale (-5) and Production (-5).



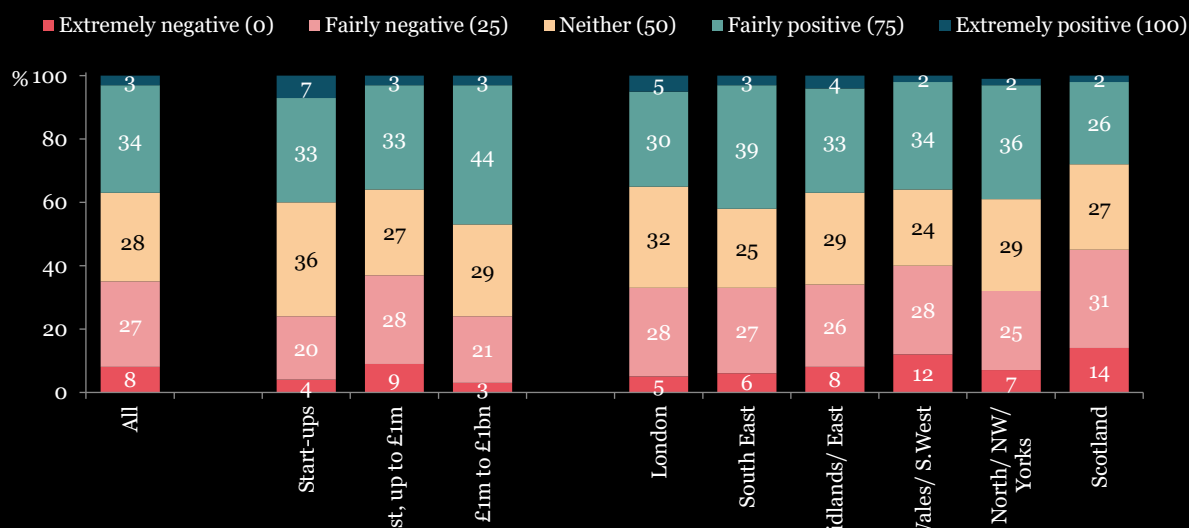
By region

Confidence decreased significantly for all regions compared to Q3 2021. The North/North West, London and the South East had the highest confidence and Scotland the lowest this wave.



How do you feel about the health of the UK economy

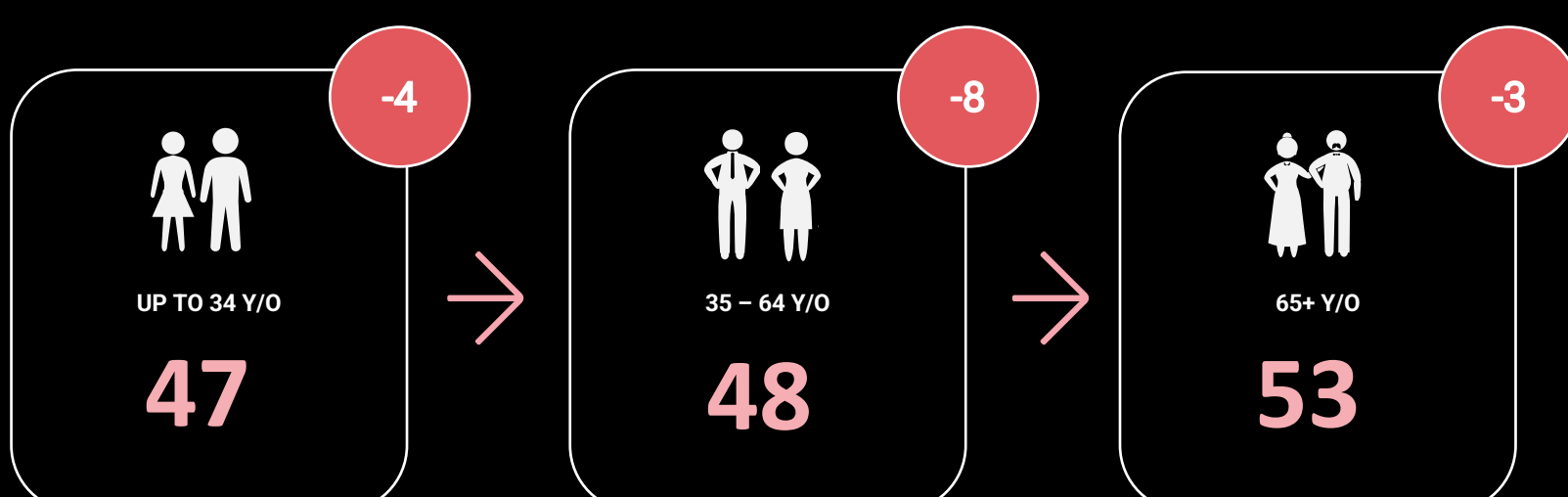
Net positivity has dipped by 13pp this quarter (significant) whilst net negativity has increased significantly by 8pp to 35%.



By Age

(start-up and established £0-2m)

Confidence has decreased for all age groups and significantly so for those aged 35-64 (-8 to 48) and the over 65s (-3 to 53).



Get in touch
better.decisions@savanta.com