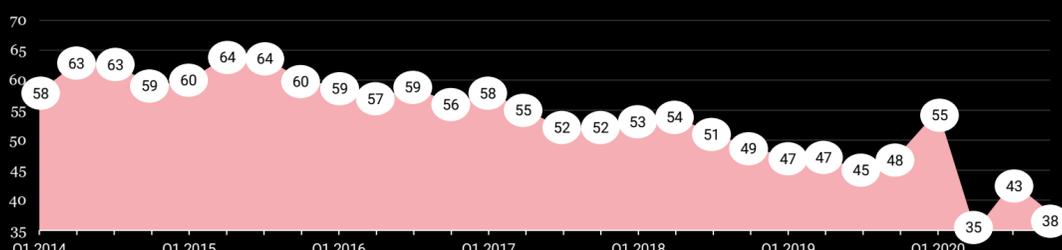


# Savanta: MarketVue Business Confidence Index Q4 2020

## Confidence

The MarketVue Business Confidence Index from Savanta (16th September - 17th December 2020), saw a significant decrease of 5 points, from 43 in Q3 2020 to 38 in Q4 2020.



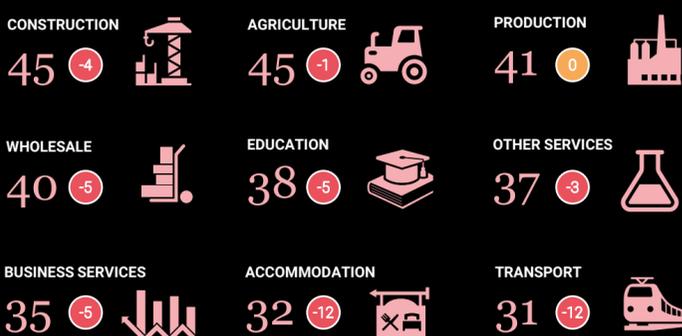
## By Business Size

Confidence decreased across all business sizes compared to Q4 2020 and significantly amongst established businesses with turnover up to £1m and £1m plus (both -4 points).



## By industry

Confidence decreased across all sectors bar Production, and significantly so for Accommodation -12, Transport -12 and Wholesale -5, this quarter.



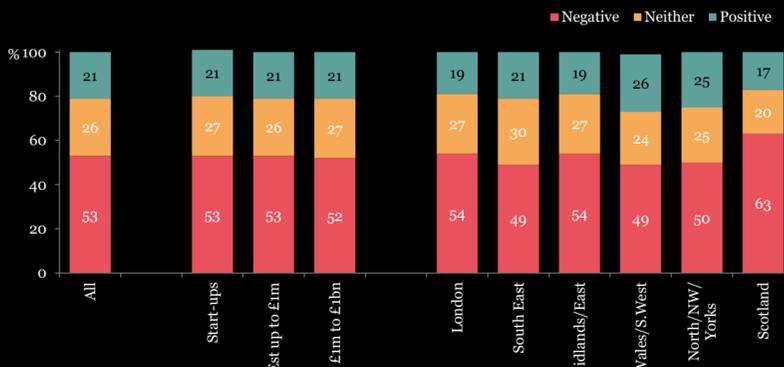
## By region

Confidence decreased for all regions compared to Q3 2020 (significantly for all except North/North West and Wales/South West). Once again, Scotland saw the lowest confidence score at 33.



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

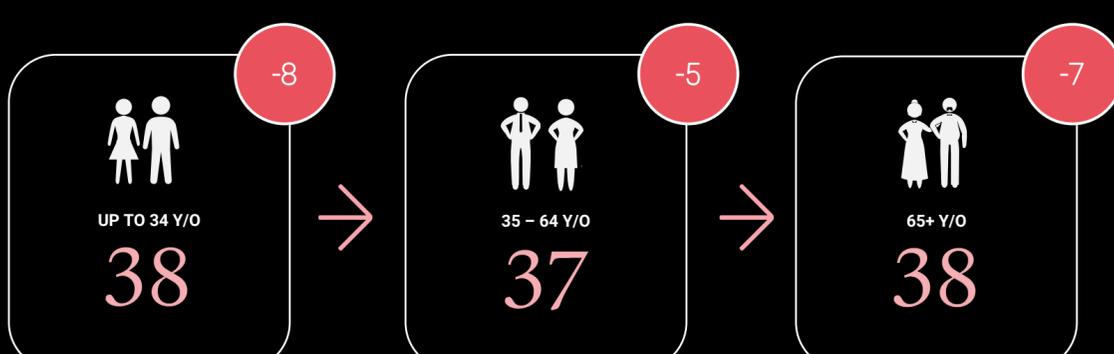
Net positivity fell significantly by 7pp to 21% this quarter, whilst Net negativity has increased significantly by 7pp to 53%.



## By Age

(start-up and established £0-2m)

Confidence decreased significantly for all age groups with confidence levels amongst business owners showing similar levels by age.



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