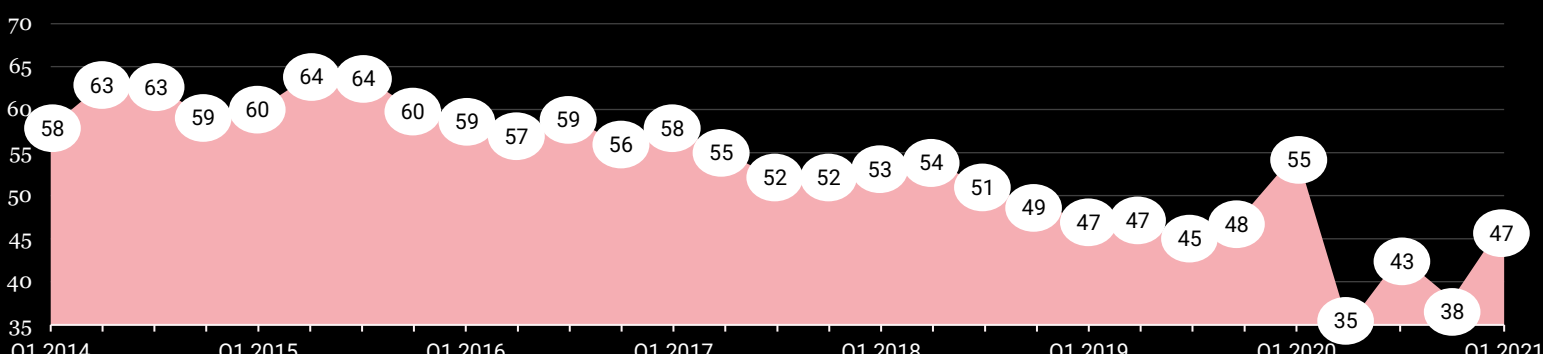


Savanta: MarketVue Business Confidence Index Q1 2021

Confidence

The MarketVue Business Confidence Index from Savanta (4th January 2021 - 29th March 2021), saw a significant increase of 9 points, from 38 in Q4 2020 to 47 in Q1 2021.



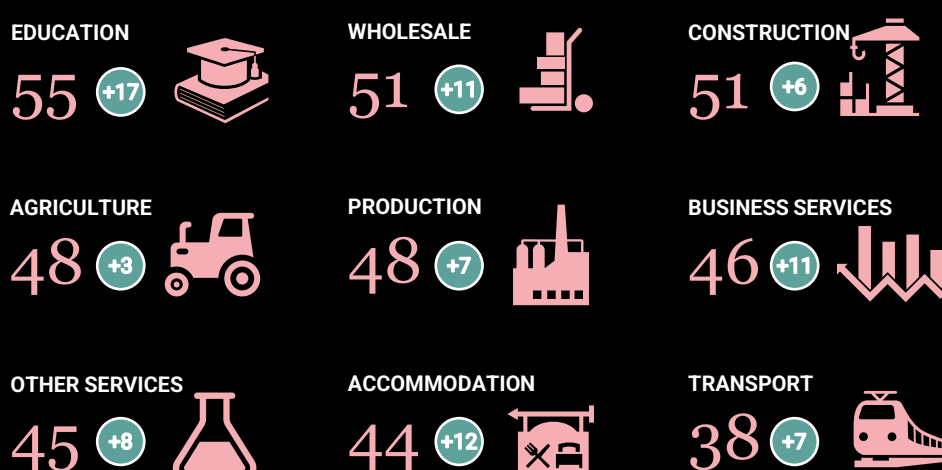
By Business Size

Confidence increased across all business sizes compared to Q4 2020 and significantly so amongst established businesses with turnover up to £1m and £1m plus (+10 points).



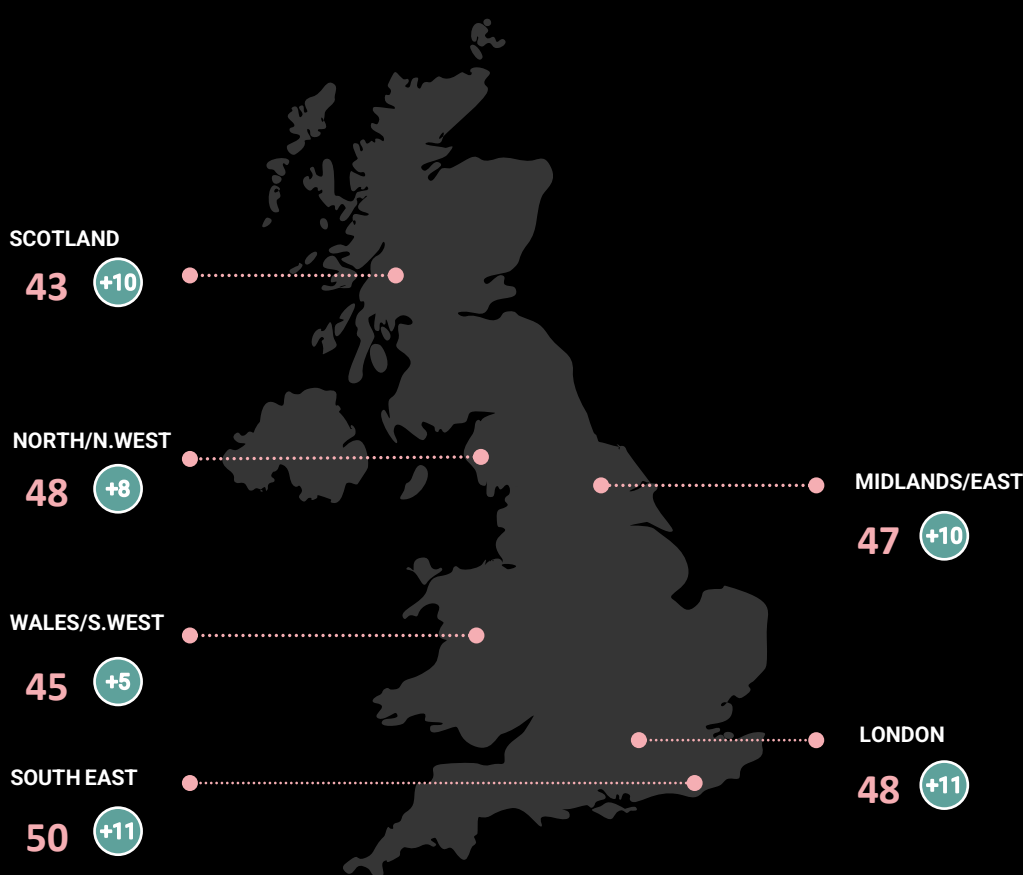
By industry

Confidence increased across all sectors and significantly so for all bar Agriculture and Construction this quarter. Increase was highest for the Education sector at +17.



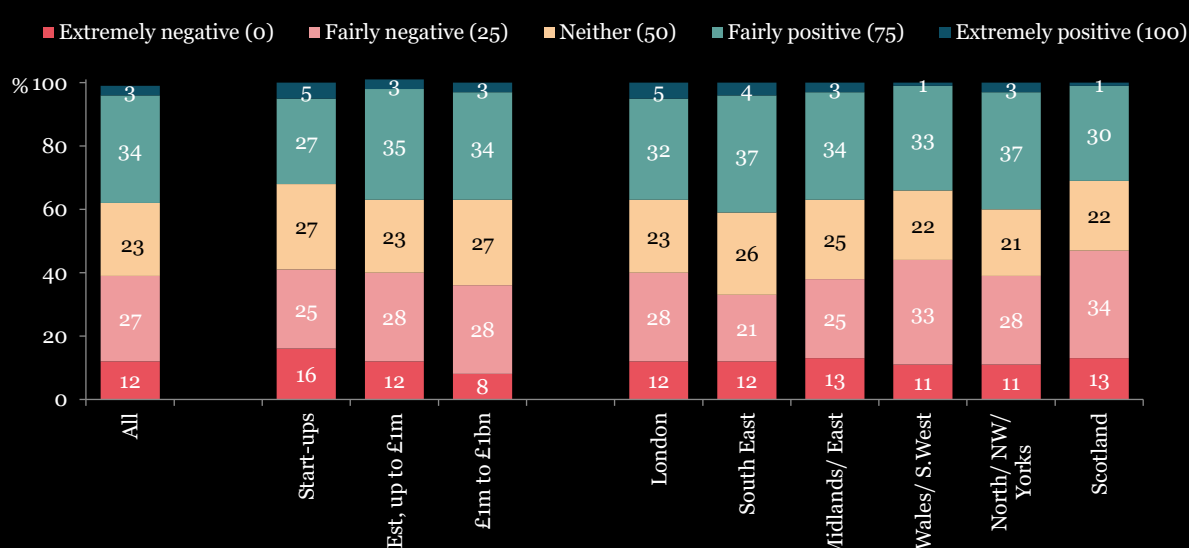
By region

Confidence increased significantly for all regions compared to Q4 2020. Once again, Scotland saw the lowest confidence score at 43.



How do you feel about the health of the UK economy

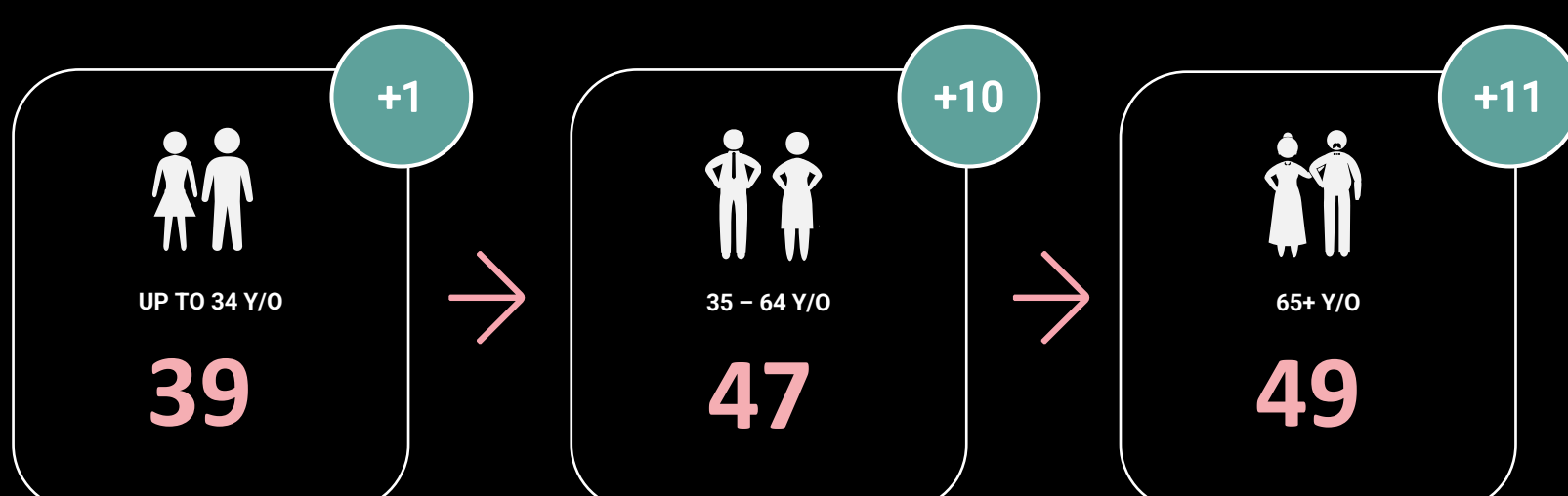
Net positivity increased significantly by 16pp to 37% this quarter, whilst Net negativity decreased significantly by 14pp to 39%.



By Age

(start-up and established £0-2m)

Confidence increased for all age groups but only marginally for those aged up to 34, with confidence levels amongst older business owners increasing significantly. Increases for all by 1pp, 10pp and 11pp respectively.



Get in touch
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