

Public First Poll for BCG

Fieldwork: 4th Jan - 15th Jan 2024
Interview method: Online Survey
Population represented: UK Senior Business Decision Makers
Sample size: 1500

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by region, sector, and business size

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team
(polling@publicfirst.co.uk)

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32 Is it easier or harder than it was this time last year (2023) to do the following?: Hiring new staff 36

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35 Has the average base pay in your company increased, decreased or stayed the same in the last year? 39

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37 At the moment, how do you expect your headcount to change over the next year? 41

38 What proportion of your staff are currently working remotely for at least part of the week? 42

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41 Has your business experienced any of the following among your workforce, in the last year? : Increased demand for remote working 45

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47 Has your business experienced any of the following among your workforce, in the last year? : Employees working harder or longer hours than they normally would 51

48 Which of the following do you expect to have the largest impact on your business over the next 3 years?Select up to three of the following. 52

49 How relevant, if at all, do you think recent and upcoming developments in Artificial Intelligence (AI) are likely to be for your business in the next few years? 53

50 Overall, do you expect AI to have a positive or negative impact on your business? 54

51 Which, if any, of the following types of AI tools are currently used in your business?Please select all that apply. 55

52 How often, if at all, do you personally use dedicated AI tools? 56

53 Has your business used artificial intelligence to do any of the following?: Generate text or written content 57

54 Has your business used artificial intelligence to do any of the following?: Generate images, graphics, audio or video 58

55 Has your business used artificial intelligence to do any of the following?: Help you build other internal tools for your staff 59

56 Has your business used artificial intelligence to do any of the following?: Analyse your existing internal data 60

57 Has your business used artificial intelligence to do any of the following?: Better link up your existing internal data 61

58 Has your business used artificial intelligence to do any of the following?: Automate or triage customer support (e.g. through chat bots) 62

59 Has your business used artificial intelligence to do any of the following?: Come up with new ideas 63

60 Has your business used artificial intelligence to do any of the following?: Automate existing processes or systems 64

61 Has your business used artificial intelligence to do any of the following?: Develop new products and services 65

62 Has your business used artificial intelligence to do any of the following?: Enhance security or fraud detection 66

63 Has your business used artificial intelligence to do any of the following?: Personalise customer experience 67

64 Has your business used artificial intelligence to do any of the following?: Optimise your supply chain or logistics 68

65 Has your business used artificial intelligence to do any of the following?: Monitor and manage infrastructure or operations 69

66 Has your business used artificial intelligence to do any of the following?: Help train your workforce 70

67 Have recent developments in AI had any of the following impacts on your business?Select the statement that comes closest to your view 71

68 Have recent developments in AI had any of the following impacts on your business?Select the statement that comes closest to your view 72

69 Have recent developments in AI had any of the following impacts on your business?Select the statement that comes closest to your view 73

70 Have recent developments in AI had any of the following impacts on your business?Select the statement that comes closest to your view 74

71 Have recent developments in AI had any of the following impacts on your business?Select the statement that comes closest to your view 75

72 In the next five years, what impact do you expect artificial intelligence to have on your workforce needs, if any?Select all that apply. 76

73 Which of the following, if any, are barriers to your business making increased use of AI and Generative AI?Select any which apply 77

74 How important, if at all, is sustainability and net zero to your company? 78

75 Do you think your customers would be willing to pay more to buy from a sustainable business? 79

76 You said your customers would not be willing to pay more to buy from a sustainable business. Which of the following comes closest to your view? 80

77 In the next five years, do you expect the UK s Net Zero target to increase, reduce or have no impact on your business s costs? 81

78 What impact, if any, do you think increased costs and inflation will have on your company s prioritisation of environmental sustainability? 82

79 In the next five years, how likely do you think it is that the UK s Net Zero target will create opportunities for your business in new markets, products or services? 83

80 Which of the following, if any, are barriers to your business doing more to become sustainable?Select any which apply 84

81 Of those, which is the main barrier to your business doing more to become sustainable?Select only ONE 85

82 In the last 12 months, would you say the UK Government has made it easier or harder for businesses in the UK to reach net zero, or has there been no change? 86

83 Would you say the UK approach to Net Zero and sustainability is better or worse for businesses than other countries? 87

84 In which of the following areas, if any, would you say that the UK is more competitive than other markets you operate in?Select all that apply 88

85 And in which of the same areas, would you say that the UK is less competitive compared to other markets you operate in?Select all that apply. 89

86 In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Customer demand 90

87 In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Increasing input costs 91

88 In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Increasing workforce costs 92

89 In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Energy costs 93

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95 Which of the following policy areas do you think should be the highest priority for the Government to help companies like yours?Select up to three 99

96 In the next section, we are going to ask you about a series of potential policy changes. To start, we would like you to pick the five policies which you think would have the most positive impact on the UK economy or society.Please select up to five. 100

97 Of those, which would say would have the MOST positive impact on the UK economy or society?Please pick only ONE 101

98 Next, we would like you to select the five policies which you think would have the least or worst impact on the UK economy or society.Select up to five. . 102

99 Next, we would like you to select the five policies which you think would have the most positive impact on your own business.Select up to five 103

100 Which of the following is closest to your view? 104

101 Some experts have argued that UK businesses do not invest enough on average. In your opinion, what are the most important reasons why businesses do not invest more?Please select up to three. 105

102 Which of the following comes closest to your view concerning the Government s approach to businesses in the UK? 106

103 Which of the following comes closest to your view concerning the Government s approach to the sector your business operates in? 107

104 Finally, how do you personally plan to vote in the next general election? 108

(1.A) Overall, how confident or unconfident are you about your business s prospects over the next year?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Very confident	34%	16%	27%	33%	44%	24%	34%	47%	55%	24%	29%	52%	27%	23%	63%	36%
Somewhat confident	46%	43%	53%	52%	43%	49%	50%	42%	40%	51%	45%	45%	51%	36%	34%	52%
Neither confident or unconfident	12%	24%	13%	10%	8%	18%	9%	7%	3%	16%	15%	3%	16%	16%	1%	6%
Somewhat unconfident	6%	10%	5%	4%	5%	6%	6%	3%	2%	7%	9%	1%	5%	18%	1%	3%
Not at all confident	2%	6%	2%	1%	0%	3%	1%	1%	1%	2%	2%	0%	0%	7%	0%	2%
Don t know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(2.A) Have any of the following significantly impacted business profits over the last year? Please select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Falling international customer demand	9%	4%	6%	11%	11%	4%	7%	15%	7%	7%	15%	6%	5%	18%	2%	6%
Investment in capital infrastructure	8%	2%	2%	9%	13%	3%	8%	14%	13%	5%	9%	13%	1%	6%	20%	3%
Restructuring	8%	1%	4%	8%	12%	2%	11%	13%	7%	5%	13%	9%	4%	8%	6%	4%
Inflation and higher input costs	46%	41%	46%	43%	48%	49%	47%	43%	41%	48%	46%	39%	37%	51%	36%	37%
Higher costs for suppliers or business running costs	38%	37%	39%	43%	36%	45%	42%	30%	36%	42%	33%	34%	32%	44%	32%	35%
Higher interest rates	34%	20%	31%	42%	37%	32%	37%	37%	35%	30%	38%	30%	24%	37%	30%	30%
Higher wages	27%	6%	32%	37%	30%	26%	34%	29%	29%	19%	41%	27%	14%	29%	23%	23%
Supply chain disruptions	22%	12%	20%	26%	26%	17%	29%	24%	24%	22%	21%	26%	19%	20%	24%	19%
Higher taxes	21%	15%	19%	23%	24%	18%	24%	25%	25%	18%	21%	22%	12%	26%	28%	15%
Falling customer demand in the UK	20%	34%	21%	14%	16%	22%	15%	18%	15%	23%	20%	11%	17%	29%	7%	21%
Staff or skill shortages	20%	5%	14%	25%	26%	16%	26%	22%	23%	15%	26%	19%	19%	17%	16%	8%
Investment in tech	17%	4%	9%	23%	23%	6%	23%	25%	24%	11%	19%	23%	6%	13%	29%	9%
Increased business competition	16%	15%	10%	19%	18%	14%	12%	21%	20%	14%	15%	16%	13%	14%	25%	15%
Global political uncertainty	15%	5%	13%	13%	21%	10%	15%	23%	17%	12%	19%	15%	14%	14%	21%	11%
Domestic political uncertainty	13%	10%	9%	13%	15%	12%	10%	15%	14%	10%	15%	8%	9%	16%	7%	5%
Changes in the exchange rate	11%	5%	3%	15%	15%	5%	12%	18%	15%	8%	11%	15%	4%	13%	19%	6%
Upskilling or reskilling labour	10%	1%	9%	15%	12%	6%	13%	12%	14%	5%	14%	11%	6%	12%	11%	7%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
None of the above	9%	18%	10%	5%	5%	14%	5%	4%	10%	12%	1%	13%	21%	3%	13%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(3.A) Do you expect your business to take any of the following steps in the next 6 months? Please select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Cancel investment plans	8%	1%	3%	10%	11%	4%	10%	10%	9%	4%	13%	6%	4%	14%	10%	0%
Increase prices	44%	41%	50%	47%	43%	48%	40%	46%	47%	46%	41%	41%	35%	52%	41%	49%
Cut non-essential costs	37%	28%	36%	39%	40%	35%	42%	38%	38%	34%	42%	34%	29%	39%	38%	26%
Limit recruitment	20%	5%	20%	24%	26%	17%	22%	26%	18%	18%	29%	15%	12%	28%	11%	8%
Increase cash reserves	20%	6%	16%	19%	27%	13%	20%	28%	31%	14%	18%	28%	8%	14%	37%	14%
Restructure	15%	5%	8%	24%	20%	8%	18%	22%	18%	10%	24%	18%	14%	13%	22%	11%
Reduce borrowing	14%	4%	9%	21%	17%	8%	17%	20%	18%	10%	16%	18%	8%	13%	25%	11%
Reduce staff headcount	13%	2%	10%	13%	18%	8%	14%	19%	12%	6%	27%	11%	9%	18%	8%	5%
Reduce physical locations or office space	11%	3%	4%	10%	17%	4%	18%	14%	9%	6%	21%	9%	9%	12%	7%	3%
Increase borrowing	10%	4%	9%	11%	12%	6%	10%	15%	11%	8%	13%	8%	8%	16%	11%	6%
None of the above	14%	32%	14%	11%	8%	21%	10%	6%	10%	22%	4%	17%	27%	6%	13%	20%
Don't know	2%	4%	2%	2%	2%	3%	0%	2%	2%	2%	1%	1%	3%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(4.A) Which of the following best describes how your business responded to the higher rate of inflation over the last few years?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We passed all of our higher costs to our customers	14%	14%	18%	15%	13%	15%	12%	15%	14%	13%	15%	17%	15%	17%	16%	16%
We passed more than 50% of our higher costs to our customers	23%	12%	26%	32%	23%	21%	22%	28%	25%	19%	29%	22%	10%	32%	27%	17%
We passed some, but less than 50% of our higher costs to our customers	34%	26%	34%	26%	40%	32%	39%	36%	33%	35%	34%	35%	31%	30%	29%	27%
We have not passed on our higher costs to our customers yet, but will do in the future	13%	20%	10%	12%	11%	15%	12%	10%	13%	13%	10%	12%	12%	12%	18%	20%
We have not passed on our higher costs to our customers, and do not intend to	9%	12%	8%	8%	9%	10%	10%	7%	10%	11%	6%	9%	18%	4%	5%	9%
We have not been impacted by higher costs	5%	13%	4%	3%	3%	5%	4%	3%	4%	7%	4%	4%	13%	2%	5%	9%
Don't Know	2%	3%	0%	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(5.A) Does your business expect to change prices at all over the next year?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Raise prices by over 50%	1%	0%	1%	2%	1%	0%	1%	2%	1%	0%	3%	1%	0%	4%	2%	1%
Raise prices by 26-50%	6%	3%	7%	6%	7%	5%	5%	8%	7%	4%	7%	6%	1%	10%	7%	9%
Raise prices by 11-25%	15%	12%	17%	16%	16%	12%	18%	18%	17%	12%	21%	13%	4%	26%	22%	16%
Raise prices by 6-10%	30%	27%	32%	31%	31%	35%	26%	31%	33%	29%	30%	35%	24%	33%	32%	27%
Raise prices by 2-5%	25%	21%	24%	30%	26%	24%	28%	26%	28%	27%	21%	28%	24%	12%	23%	22%
Keep prices about the same	15%	25%	15%	10%	13%	16%	16%	9%	8%	21%	12%	10%	40%	8%	8%	16%
Reduce prices by 2-5% a year	1%	0%	0%	3%	2%	1%	1%	2%	4%	0%	1%	2%	0%	2%	4%	0%
Reduce prices by 6-10%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Reduce prices by 11-25%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Reduce prices by 26-50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Reduce prices by over 50%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%
Don't know	4%	10%	3%	2%	4%	6%	4%	2%	1%	6%	3%	4%	6%	4%	0%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(6.A) Did your business change your prices at all over the last year?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Raised prices by over 50%	1%	1%	0%	2%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	2%	0%
Raised prices by 26-50%	4%	2%	6%	6%	4%	3%	5%	5%	5%	3%	6%	5%	1%	9%	6%	2%
Raised prices by 11-25%	11%	6%	15%	15%	11%	11%	12%	13%	10%	9%	17%	12%	9%	17%	12%	11%
Raised prices by 6-10%	23%	17%	21%	25%	25%	21%	22%	26%	22%	21%	27%	25%	15%	24%	19%	20%
Raised prices by 2-5%	27%	20%	29%	26%	29%	25%	28%	28%	31%	27%	23%	30%	23%	23%	28%	27%
Kept prices about the same	29%	50%	27%	21%	25%	36%	25%	22%	26%	36%	21%	24%	50%	19%	28%	37%
Reduced prices by 2-5% a year	2%	1%	0%	2%	2%	0%	2%	3%	3%	1%	2%	2%	0%	3%	3%	1%
Reduced prices by 6-10%	1%	0%	1%	1%	1%	0%	2%	1%	1%	0%	1%	0%	0%	2%	1%	0%
Reduced prices by 11-25%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%
Reduced prices by 26-50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Reduced prices by over 50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	3%	1%	2%	1%	2%	2%	1%	0%	2%	1%	1%	2%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(7.A) Overall, would you say your businesses growth in the last year exceeded, met or fell short of your expectations?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Business growth exceeded my expectations	13%	7%	8%	17%	17%	7%	15%	20%	24%	8%	12%	26%	3%	10%	26%	12%
Business growth met my expectations	63%	57%	64%	66%	65%	64%	68%	63%	66%	65%	59%	70%	83%	42%	68%	66%
Business growth did worse than my expectations	22%	34%	27%	18%	16%	28%	16%	17%	9%	26%	28%	3%	12%	48%	7%	22%
Don't know	1%	3%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(8.A) Has your business profit fallen or risen over the past 12 months, and by how much?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
It has declined by over 50%	2%	8%	1%	0%	0%	3%	1%	1%	1%	2%	3%	0%	0%	7%	0%	2%
It has declined by 26-50%	4%	9%	4%	2%	3%	5%	2%	4%	2%	3%	7%	0%	0%	16%	0%	2%
It has declined by 11-25%	9%	13%	9%	10%	7%	9%	7%	9%	3%	7%	19%	0%	0%	33%	0%	3%
It has declined by 6-10%	11%	10%	18%	9%	9%	13%	9%	11%	8%	11%	15%	0%	0%	30%	0%	8%
It has declined by 2-5%	12%	8%	12%	12%	13%	13%	15%	9%	8%	12%	16%	0%	0%	15%	0%	12%
It has stayed about the same size	24%	33%	23%	21%	21%	27%	25%	17%	13%	34%	17%	0%	100%	0%	0%	22%
It has grown by 2-5% a year	17%	8%	20%	22%	17%	17%	18%	18%	22%	18%	10%	43%	0%	0%	32%	28%
It has grown by 6-10%	10%	5%	6%	13%	14%	7%	15%	12%	20%	7%	6%	28%	0%	0%	32%	10%
It has grown by 11-25%	6%	3%	4%	7%	8%	4%	4%	10%	11%	4%	4%	18%	0%	0%	18%	8%
It has grown by 26-50%	3%	1%	1%	2%	5%	1%	1%	6%	8%	1%	1%	9%	0%	0%	14%	3%
It has grown by over 50%	1%	0%	1%	1%	1%	0%	0%	2%	2%	0%	0%	2%	0%	0%	4%	2%
Don't know	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(9.A) Do you expect your business profit to fall or rise over the next 12 months, and by how much?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
It will fall by over 50%	1%	2%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	4%	0%	0%
It will fall by 26-50%	2%	3%	3%	2%	1%	2%	3%	2%	1%	1%	5%	0%	0%	11%	0%	0%
It will fall by 11-25%	4%	6%	4%	3%	3%	4%	4%	3%	1%	3%	8%	0%	0%	20%	0%	0%
It will fall by 6-10%	7%	11%	6%	6%	5%	7%	5%	8%	2%	5%	16%	0%	0%	35%	0%	0%
It will fall by 2-5%	8%	5%	14%	12%	5%	10%	6%	7%	3%	9%	12%	0%	0%	30%	0%	0%
It will stay the same size	25%	41%	22%	21%	19%	31%	23%	16%	11%	34%	22%	0%	100%	0%	0%	0%
It will grow by 2-5% a year	23%	12%	27%	25%	25%	25%	27%	21%	25%	24%	18%	30%	0%	0%	27%	48%
It will grow by 6-10%	15%	7%	11%	15%	21%	9%	19%	20%	25%	13%	11%	36%	0%	0%	27%	28%
It will grow by 11-25%	7%	2%	5%	9%	9%	3%	9%	11%	16%	4%	4%	18%	0%	0%	22%	11%
It will grow by 26-50%	4%	1%	4%	4%	6%	3%	4%	7%	12%	1%	1%	12%	0%	0%	19%	10%
It will grow by over 50%	1%	1%	0%	2%	2%	0%	1%	3%	3%	1%	0%	4%	0%	0%	4%	3%
Don't Know	3%	9%	4%	1%	2%	4%	2%	1%	1%	5%	2%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(10.A) By the end of 2024, do you expect the following to be better, worse or around the same in the wider UK economy (i.e. beyond your business)? For each of the following, think about the whole economy, rather than your business specifically.: Economic growth

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	12%	2%	8%	12%	19%	6%	12%	22%	27%	6%	8%	24%	3%	8%	35%	10%
Somewhat better	34%	29%	34%	35%	36%	33%	35%	36%	42%	30%	35%	42%	29%	24%	39%	40%
About the same	31%	34%	35%	30%	29%	33%	35%	26%	19%	36%	34%	22%	44%	28%	16%	26%
Somewhat worse	17%	23%	18%	18%	13%	21%	15%	11%	8%	21%	18%	9%	20%	28%	6%	22%
Significantly worse	5%	9%	5%	4%	3%	7%	3%	4%	4%	5%	5%	3%	5%	11%	4%	3%
Don't know	1%	4%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(11.A) By the end of 2024, do you expect the following to be better, worse or around the same in the wider UK economy (i.e. beyond your business)? For each of the following, think about the whole economy, rather than your business specifically.: Consumer confidence

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	16%	3%	13%	15%	22%	9%	17%	23%	28%	8%	15%	27%	4%	12%	31%	20%
Somewhat better	34%	27%	33%	35%	37%	28%	36%	41%	42%	32%	32%	42%	32%	24%	47%	36%
About the same	30%	38%	35%	29%	25%	39%	30%	23%	22%	35%	29%	20%	43%	31%	15%	27%
Somewhat worse	15%	20%	16%	16%	12%	17%	15%	10%	7%	18%	18%	8%	18%	23%	6%	15%
Significantly worse	4%	8%	3%	4%	4%	6%	3%	3%	1%	5%	6%	2%	3%	9%	1%	3%
Don't know	1%	4%	0%	0%	0%	1%	1%	0%	0%	2%	1%	0%	0%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(12.A) By the end of 2024, do you expect the following to be better, worse or around the same in the wider UK economy (i.e. beyond your business)? For each of the following, think about the whole economy, rather than your business specifically.: Inflation

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	11%	5%	12%	9%	14%	8%	9%	17%	16%	9%	11%	17%	2%	14%	17%	8%
Somewhat better	36%	33%	34%	34%	38%	33%	36%	38%	36%	33%	41%	36%	35%	30%	31%	30%
About the same	27%	29%	29%	31%	25%	31%	28%	24%	27%	30%	23%	27%	36%	24%	31%	33%
Somewhat worse	18%	21%	18%	21%	15%	21%	20%	12%	17%	20%	15%	15%	18%	20%	18%	27%
Significantly worse	7%	7%	7%	5%	7%	7%	6%	7%	4%	7%	9%	5%	7%	12%	2%	2%
Don't know	1%	4%	0%	1%	0%	1%	1%	0%	1%	2%	0%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(13.A) By the end of 2024, do you expect the following to be better, worse or around the same in the wider UK economy (i.e. beyond your business)? For each of the following, think about the whole economy, rather than your business specifically.: Unemployment

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	7%	1%	5%	7%	11%	4%	7%	12%	13%	4%	8%	10%	3%	11%	15%	9%
Somewhat better	24%	13%	22%	27%	28%	20%	27%	29%	35%	17%	24%	31%	16%	19%	38%	21%
About the same	41%	51%	44%	40%	37%	45%	40%	37%	36%	49%	35%	37%	58%	38%	35%	43%
Somewhat worse	20%	21%	23%	21%	19%	23%	21%	17%	13%	22%	26%	16%	17%	26%	12%	23%
Significantly worse	5%	7%	4%	5%	4%	6%	4%	3%	3%	4%	6%	5%	4%	5%	1%	2%
Don't know	2%	6%	1%	0%	2%	2%	2%	1%	0%	4%	1%	1%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(14.A) By the end of 2024, do you expect the following to be better, worse or around the same in the wider UK economy (i.e. beyond your business)? For each of the following, think about the whole economy, rather than your business specifically.: Innovation

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	17%	5%	11%	17%	24%	8%	17%	27%	32%	9%	14%	27%	5%	14%	41%	21%
Somewhat better	30%	22%	30%	34%	32%	27%	31%	33%	37%	28%	28%	35%	28%	23%	36%	33%
About the same	42%	55%	48%	38%	35%	51%	39%	33%	27%	49%	43%	31%	54%	42%	22%	40%
Somewhat worse	8%	9%	6%	10%	8%	9%	9%	6%	3%	8%	13%	5%	9%	16%	2%	2%
Significantly worse	2%	2%	4%	0%	1%	2%	3%	1%	1%	2%	2%	0%	2%	4%	0%	2%
Don't know	2%	7%	2%	0%	1%	3%	1%	0%	0%	3%	1%	1%	2%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(15.A) By the end of 2024, do you expect the following to be better, worse or around the same in the wider UK economy (i.e. beyond your business)? For each of the following, think about the whole economy, rather than your business specifically.: Business environment

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	13%	3%	6%	14%	18%	7%	13%	20%	22%	8%	13%	21%	3%	11%	32%	11%
Somewhat better	32%	19%	30%	37%	36%	27%	34%	37%	43%	26%	30%	41%	23%	19%	41%	37%
About the same	36%	49%	42%	31%	30%	45%	34%	27%	25%	45%	32%	27%	54%	34%	23%	33%
Somewhat worse	16%	17%	19%	15%	14%	16%	16%	14%	9%	18%	20%	9%	16%	28%	3%	16%
Significantly worse	3%	6%	2%	3%	2%	4%	3%	1%	1%	3%	5%	1%	2%	6%	1%	3%
Don't know	1%	6%	0%	0%	0%	1%	0%	0%	0%	2%	1%	0%	1%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(16.A) Some have said that interest rates will come down below 4% next year (currently they are 5.25%). Others have said they will stay above 4%. What impact would interest rates staying above 4% have on your business, if any?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
A very positive impact	9%	2%	4%	11%	12%	4%	6%	17%	18%	4%	7%	14%	4%	9%	19%	5%
A somewhat positive impact	24%	11%	22%	34%	27%	17%	29%	31%	29%	18%	29%	29%	17%	24%	37%	22%
Neither a positive nor negative impact	35%	57%	37%	27%	28%	43%	30%	28%	28%	44%	28%	36%	48%	30%	28%	41%
A somewhat negative impact	25%	18%	29%	23%	27%	27%	28%	20%	22%	26%	27%	18%	23%	24%	13%	21%
A very negative impact	5%	5%	7%	5%	3%	6%	5%	4%	2%	5%	7%	3%	1%	13%	3%	7%
Don't Know	2%	7%	1%	1%	2%	3%	2%	1%	1%	4%	1%	1%	7%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(17.A) Over the next year, do you expect customers to buy more or less of the products or services which your business provides?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Much more	9%	3%	4%	8%	14%	3%	7%	17%	21%	4%	5%	17%	2%	7%	28%	12%
Moderately more	19%	7%	17%	22%	23%	14%	20%	26%	34%	11%	17%	30%	7%	12%	43%	23%
A little more	32%	20%	36%	35%	34%	30%	39%	32%	31%	31%	35%	37%	21%	23%	20%	41%
Neither more nor less	24%	41%	28%	21%	17%	33%	22%	14%	10%	35%	22%	13%	59%	18%	9%	18%
A little less	10%	14%	8%	10%	8%	12%	8%	8%	3%	11%	14%	2%	7%	22%	0%	5%
Moderately less	3%	8%	3%	1%	2%	4%	2%	2%	1%	4%	4%	1%	1%	14%	0%	0%
Much less	1%	2%	1%	2%	0%	2%	1%	1%	0%	1%	2%	0%	0%	5%	1%	0%
Don't Know	2%	5%	3%	1%	1%	2%	2%	0%	0%	3%	1%	0%	3%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(18.A) Do you expect your business customers to be spending more or less in general in 2024?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My customers will generally be spending more in 2024	30%	15%	28%	28%	37%	22%	31%	39%	48%	23%	23%	49%	10%	16%	59%	48%
My customers will generally be spending similarly to previous years in 2024	47%	50%	52%	52%	43%	51%	52%	41%	41%	51%	49%	40%	67%	42%	32%	38%
My customers will generally be spending less in 2024	18%	24%	17%	16%	17%	21%	13%	17%	9%	19%	26%	9%	11%	39%	8%	9%
Don't Know	5%	11%	4%	3%	4%	6%	3%	3%	3%	7%	3%	2%	13%	3%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(19.A) And which of the following comes closest to your view on how your business customers will choose to spend in 2024?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My customers will switch to cheaper products and services in 2024	21%	20%	19%	25%	20%	23%	17%	21%	17%	19%	28%	14%	12%	38%	14%	14%
My customers will choose to spend similarly to previous years in 2024	63%	64%	69%	65%	60%	64%	67%	60%	61%	67%	61%	63%	76%	51%	61%	71%
My customers will switch to more expensive products and services in 2024	10%	2%	6%	7%	17%	5%	12%	16%	19%	7%	8%	20%	1%	8%	24%	7%
Don't Know	6%	14%	5%	3%	3%	8%	4%	3%	3%	8%	3%	3%	11%	3%	0%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(20.A) And now thinking forward to 2026, do you expect the following to be better, worse or around the same as today?: Economic growth

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	20%	8%	14%	22%	27%	11%	21%	30%	38%	12%	16%	36%	9%	10%	45%	25%
Somewhat better	42%	40%	43%	42%	42%	47%	38%	41%	47%	39%	43%	43%	35%	35%	43%	40%
About the same	21%	22%	25%	22%	19%	21%	27%	17%	10%	27%	22%	12%	41%	25%	9%	22%
Somewhat worse	11%	15%	11%	10%	9%	12%	10%	9%	3%	13%	13%	6%	8%	18%	0%	10%
Significantly worse	3%	6%	4%	4%	2%	5%	3%	2%	1%	3%	6%	1%	4%	10%	2%	1%
Don't know	3%	10%	3%	1%	1%	5%	1%	0%	0%	6%	1%	1%	3%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(21.A) And now thinking forward to 2026, do you expect the following to be better, worse or around the same as today?: Consumer confidence

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	20%	7%	14%	24%	26%	13%	21%	28%	38%	11%	16%	34%	11%	13%	47%	22%
Somewhat better	43%	38%	45%	39%	46%	43%	43%	44%	45%	42%	45%	45%	35%	39%	39%	42%
About the same	23%	29%	27%	23%	19%	25%	24%	20%	12%	28%	26%	15%	38%	26%	11%	28%
Somewhat worse	8%	9%	10%	9%	6%	9%	9%	5%	4%	10%	7%	4%	6%	13%	1%	6%
Significantly worse	3%	7%	1%	3%	2%	3%	2%	2%	1%	3%	5%	1%	3%	7%	2%	1%
Don't know	3%	11%	3%	1%	1%	6%	1%	1%	0%	6%	1%	1%	6%	3%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(22.A) And now thinking forward to 2026, do you expect the following to be better, worse or around the same as today?: Inflation

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	16%	8%	14%	20%	20%	12%	12%	26%	26%	12%	14%	24%	11%	14%	24%	18%
Somewhat better	42%	41%	41%	36%	44%	42%	44%	41%	46%	38%	44%	45%	38%	35%	49%	45%
About the same	24%	24%	26%	27%	22%	24%	31%	19%	18%	29%	21%	18%	36%	26%	20%	22%
Somewhat worse	11%	12%	11%	9%	10%	13%	9%	9%	7%	11%	13%	8%	7%	14%	4%	11%
Significantly worse	4%	5%	4%	6%	2%	3%	4%	4%	2%	3%	6%	3%	3%	8%	3%	2%
Don't know	4%	10%	5%	2%	2%	6%	2%	1%	0%	7%	1%	2%	5%	3%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(23.A) And now thinking forward to 2026, do you expect the following to be better, worse or around the same as today?: Unemployment

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	11%	2%	8%	15%	15%	7%	13%	17%	24%	4%	10%	20%	6%	5%	27%	10%
Somewhat better	33%	27%	36%	27%	36%	30%	33%	35%	38%	29%	36%	34%	30%	37%	35%	36%
About the same	34%	38%	38%	38%	31%	38%	32%	34%	27%	41%	31%	31%	49%	30%	30%	40%
Somewhat worse	13%	15%	13%	13%	12%	14%	15%	9%	7%	15%	14%	10%	7%	16%	4%	11%
Significantly worse	4%	6%	2%	5%	4%	4%	4%	4%	3%	3%	6%	3%	3%	8%	3%	0%
Don't know	5%	12%	4%	1%	3%	7%	3%	1%	1%	8%	2%	2%	5%	4%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(24.A) And now thinking forward to 2026, do you expect the following to be better, worse or around the same as today?: Innovation

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	23%	8%	18%	26%	29%	17%	23%	31%	41%	15%	17%	38%	11%	15%	47%	25%
Somewhat better	37%	32%	37%	37%	39%	34%	39%	39%	38%	38%	36%	35%	41%	33%	37%	42%
About the same	30%	40%	34%	27%	24%	35%	28%	22%	18%	35%	32%	23%	39%	33%	16%	25%
Somewhat worse	5%	4%	3%	7%	5%	5%	6%	4%	1%	4%	9%	3%	3%	9%	1%	4%
Significantly worse	2%	4%	4%	1%	2%	2%	3%	2%	1%	2%	5%	1%	3%	7%	0%	1%
Don't know	4%	12%	3%	2%	1%	7%	2%	0%	0%	6%	1%	2%	4%	3%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(25.A) And now thinking forward to 2026, do you expect the following to be better, worse or around the same as today?: Business environment

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly better	20%	6%	17%	23%	25%	14%	21%	26%	36%	13%	15%	33%	8%	12%	42%	27%
Somewhat better	39%	34%	42%	37%	41%	40%	43%	38%	46%	36%	39%	43%	42%	33%	41%	37%
About the same	28%	37%	29%	27%	24%	29%	27%	24%	13%	36%	29%	17%	39%	31%	9%	25%
Somewhat worse	7%	7%	6%	10%	7%	7%	6%	9%	3%	7%	12%	5%	4%	14%	5%	8%
Significantly worse	3%	6%	3%	2%	1%	4%	2%	1%	1%	3%	4%	1%	3%	7%	0%	1%
Don't know	3%	11%	3%	2%	1%	5%	1%	1%	1%	5%	2%	2%	4%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(26.A) How likely do you think an economic recession in the UK is in 2024?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Very likely	14%	10%	9%	16%	16%	11%	16%	17%	16%	10%	16%	16%	5%	23%	17%	9%
Somewhat likely	37%	37%	38%	41%	34%	36%	35%	38%	36%	35%	39%	29%	37%	45%	40%	38%
Neither likely or unlikely	23%	26%	19%	21%	24%	22%	25%	22%	21%	24%	24%	20%	28%	20%	22%	17%
Somewhat unlikely	20%	17%	26%	18%	19%	23%	19%	17%	20%	22%	17%	26%	19%	9%	14%	30%
Not at all likely	4%	2%	5%	3%	5%	5%	3%	5%	6%	4%	2%	8%	3%	2%	6%	2%
Don't know	3%	8%	3%	1%	1%	4%	2%	1%	1%	4%	1%	1%	8%	1%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(27.A) Which, if any, of the following do you think are likely to be the largest opportunities for your business in the next twelve months? Select up to three.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Changes in regulation	9%	5%	10%	8%	12%	7%	10%	12%	8%	7%	15%	9%	9%	10%	10%	8%
Acquiring other businesses	9%	3%	7%	8%	13%	3%	11%	15%	13%	5%	13%	12%	3%	10%	13%	4%
None of the above are opportunities for my business	6%	19%	4%	1%	2%	10%	4%	0%	0%	10%	4%	1%	16%	11%	0%	4%
Higher customer demand	31%	31%	34%	33%	28%	34%	27%	29%	38%	28%	26%	39%	28%	20%	33%	41%
Investing in new technology	26%	7%	16%	37%	35%	16%	34%	35%	38%	20%	27%	34%	22%	20%	47%	19%
Increasing prices	26%	24%	31%	32%	23%	30%	25%	25%	26%	30%	20%	26%	23%	25%	21%	29%
Developing new products or services	23%	19%	22%	22%	26%	21%	25%	24%	27%	22%	20%	25%	17%	19%	37%	27%
Providing new services or products	23%	23%	21%	17%	26%	22%	22%	24%	26%	23%	19%	24%	23%	19%	24%	29%
Falling interest rates	22%	17%	23%	25%	24%	22%	25%	22%	19%	23%	27%	19%	21%	33%	12%	13%
Expanding into new UK markets or products	17%	9%	18%	22%	18%	13%	18%	20%	22%	16%	14%	21%	11%	14%	24%	17%
Expanding internationally	15%	8%	12%	17%	18%	7%	11%	26%	21%	11%	15%	16%	7%	15%	25%	13%
Taking market share from struggling competitors	15%	7%	17%	15%	18%	12%	17%	18%	17%	12%	18%	16%	11%	16%	16%	8%
Changes in taxation	13%	11%	16%	14%	13%	14%	15%	12%	11%	12%	18%	12%	10%	17%	9%	9%
Falling input costs	12%	8%	13%	14%	13%	11%	13%	14%	10%	9%	20%	9%	9%	17%	9%	11%
Don't know	1%	5%	1%	1%	0%	3%	0%	0%	0%	2%	0%	0%	3%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(28.A) Which, if any, of the following do you think are likely to be the largest threats for your business in the next twelve months? Please select up to three.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Changes in the exchange rate	8%	3%	6%	10%	10%	4%	7%	14%	10%	5%	11%	10%	1%	10%	8%	5%
Being acquired by another business	6%	2%	5%	8%	7%	3%	8%	9%	7%	3%	10%	6%	3%	10%	10%	5%
None of the above are threats for my business	6%	13%	5%	3%	4%	9%	3%	3%	6%	8%	1%	9%	13%	2%	5%	4%
Higher energy costs	38%	37%	43%	38%	36%	42%	42%	32%	35%	40%	35%	34%	38%	41%	30%	43%
Falling customer demand	25%	44%	19%	19%	22%	27%	24%	20%	18%	30%	24%	16%	20%	34%	18%	22%
Higher interest rate	23%	14%	30%	21%	24%	24%	27%	22%	24%	21%	25%	24%	24%	24%	27%	22%
Higher taxes	23%	17%	30%	24%	22%	21%	24%	26%	27%	23%	18%	23%	17%	25%	33%	21%
Higher wages	22%	9%	22%	32%	25%	23%	27%	23%	27%	18%	25%	22%	21%	21%	22%	24%
Staff or skill shortages	21%	6%	18%	26%	26%	18%	24%	24%	25%	17%	25%	24%	15%	17%	23%	19%
Supply chain disruption	19%	11%	18%	16%	23%	15%	21%	23%	22%	17%	20%	20%	19%	18%	11%	5%
Increased business competition	16%	22%	10%	18%	15%	15%	13%	18%	16%	15%	17%	16%	14%	14%	17%	19%
Higher procurement or other input costs	15%	11%	13%	13%	17%	14%	15%	16%	14%	13%	18%	14%	7%	21%	14%	16%
Changes in taxation	14%	11%	12%	14%	17%	12%	15%	17%	16%	12%	16%	17%	6%	16%	19%	12%
Changes in regulation	14%	10%	11%	16%	16%	12%	16%	17%	16%	11%	18%	14%	13%	16%	18%	11%
Don't know	1%	3%	2%	1%	1%	2%	0%	0%	1%	2%	1%	2%	2%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(29.A) In the next twelve months, do you expect your business to take any of the following steps to support growth? Please select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Developing new products or services in your existing markets	36%	23%	32%	33%	45%	29%	40%	43%	44%	32%	35%	45%	21%	30%	52%	33%
Training up existing staff with new skills	35%	8%	33%	44%	44%	31%	44%	39%	50%	25%	39%	44%	29%	27%	43%	26%
Expanding into new markets	31%	16%	28%	37%	37%	24%	32%	41%	42%	27%	27%	41%	12%	23%	46%	30%
Putting more resources into marketing or sales	27%	20%	24%	31%	31%	23%	33%	29%	43%	22%	21%	36%	15%	21%	48%	35%
Experimenting with new digital technologies (eg machine learning)	26%	10%	18%	29%	36%	17%	33%	35%	40%	18%	28%	32%	17%	24%	43%	18%
Hiring more staff	24%	5%	23%	29%	30%	20%	25%	31%	46%	13%	21%	32%	16%	18%	40%	20%
Raising more financial capital	19%	6%	16%	24%	24%	12%	24%	24%	25%	14%	21%	22%	15%	19%	35%	21%
Exporting more internationally	17%	5%	13%	19%	22%	7%	16%	29%	22%	12%	21%	21%	4%	23%	29%	17%
Investing in new physical capital (eg shops, vehicles, tools, warehouse)	15%	6%	11%	15%	21%	9%	15%	24%	25%	9%	17%	23%	9%	12%	33%	15%
None of the above	13%	44%	11%	5%	3%	25%	5%	2%	1%	23%	8%	4%	28%	20%	0%	12%
Don't know	3%	6%	3%	3%	2%	4%	2%	1%	0%	4%	1%	2%	9%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(30.A) Which, if any, of the following would you say are the biggest barriers to your business growing faster? Please select up to three

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Having to focus time and resources on existing markets	9%	5%	8%	12%	9%	6%	9%	11%	11%	6%	11%	9%	4%	10%	15%	4%
Not having access to the right technology	8%	4%	5%	8%	10%	5%	12%	8%	10%	5%	11%	10%	5%	9%	17%	6%
Our current business model isn't profitable	5%	4%	4%	7%	6%	4%	5%	8%	3%	3%	12%	4%	1%	11%	5%	6%
Inflation	35%	29%	32%	33%	39%	33%	40%	35%	36%	34%	34%	35%	29%	34%	32%	28%
Wider economic situation	30%	24%	25%	31%	35%	28%	34%	31%	30%	29%	32%	28%	17%	31%	19%	27%
Attracting additional customers	21%	29%	22%	25%	16%	26%	16%	19%	20%	23%	19%	18%	17%	22%	18%	35%
Finding staff with specific skills	19%	5%	20%	25%	22%	14%	23%	23%	28%	13%	21%	25%	15%	15%	21%	14%
We are happy at current size	17%	29%	19%	15%	13%	24%	12%	13%	15%	22%	12%	15%	23%	14%	18%	19%
Government regulation	15%	8%	15%	16%	18%	14%	16%	17%	20%	11%	18%	18%	15%	15%	24%	18%
Reduced customer confidence	15%	17%	14%	9%	16%	16%	14%	13%	11%	15%	17%	8%	10%	19%	6%	12%
Finding staff more broadly	14%	3%	10%	18%	18%	9%	14%	20%	21%	7%	18%	19%	10%	15%	22%	5%
Increased costs of borrowing	14%	4%	16%	17%	16%	12%	17%	17%	13%	11%	20%	13%	7%	18%	15%	9%
Raising additional investment	11%	5%	11%	14%	12%	7%	14%	14%	12%	8%	13%	13%	8%	14%	15%	14%
Challenges in exporting internationally	10%	4%	9%	11%	12%	5%	10%	16%	11%	8%	13%	9%	1%	13%	11%	5%
Don't know	1%	4%	0%	0%	1%	0%	1%	0%	0%	2%	0%	0%	5%	0%	0%	1%
None of the above	5%	10%	3%	2%	5%	7%	4%	3%	5%	8%	1%	8%	13%	2%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(31.A) Are you currently experiencing any of the following issues with your staff or recruitment strategies? Select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Lack of available skills	27%	6%	27%	30%	34%	22%	33%	31%	36%	19%	32%	29%	24%	33%	26%	22%
Labour shortages	20%	3%	20%	21%	27%	14%	27%	25%	25%	14%	27%	22%	13%	25%	20%	11%
High levels of staff turnover	20%	5%	12%	22%	28%	14%	24%	27%	25%	11%	30%	21%	16%	24%	20%	9%
Poor staff motivation	20%	4%	20%	28%	24%	19%	21%	22%	20%	14%	32%	16%	15%	31%	17%	18%
Unaffordable expectations for pay	20%	7%	19%	24%	24%	17%	25%	22%	16%	16%	32%	17%	8%	26%	14%	14%
Greater staff expectations around benefits and non-pay rewards	20%	3%	15%	23%	28%	15%	25%	26%	23%	14%	30%	21%	17%	20%	20%	9%
Difficulties recruiting an ethnically and socially diverse workforce	13%	4%	9%	13%	18%	6%	16%	19%	19%	6%	18%	15%	6%	17%	18%	10%
Poor staff health	12%	4%	11%	13%	15%	9%	16%	13%	13%	6%	21%	12%	9%	17%	15%	10%
Lower levels of migrant labour	10%	3%	8%	15%	12%	6%	16%	13%	14%	6%	15%	12%	2%	12%	17%	12%
None of the above	32%	77%	27%	20%	20%	42%	23%	19%	21%	51%	8%	33%	49%	17%	30%	47%
Don't know	1%	3%	2%	2%	0%	2%	1%	1%	1%	1%	1%	1%	2%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(32.A) Is it easier or harder than it was this time last year (2023) to do the following?: Hiring new staff

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Much easier than 2023	8%	1%	5%	8%	12%	3%	7%	15%	16%	3%	8%	13%	0%	9%	21%	4%
Somewhat easier than 2023	20%	6%	22%	24%	25%	16%	21%	28%	30%	14%	22%	25%	7%	23%	37%	25%
No easier or harder than 2023	38%	47%	46%	39%	31%	45%	40%	29%	29%	48%	30%	34%	64%	27%	26%	40%
Somewhat harder than 2023	20%	7%	22%	22%	24%	20%	25%	20%	19%	17%	28%	19%	13%	23%	15%	18%
Much harder than 2023	5%	3%	3%	6%	6%	4%	6%	5%	4%	3%	10%	6%	3%	9%	2%	1%
Don't Know	8%	36%	2%	1%	2%	13%	1%	3%	2%	15%	2%	3%	12%	9%	0%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(33.A) Is it easier or harder than it was this time last year (2023) to do the following?: Retaining staff

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Much easier than 2023	9%	2%	7%	11%	12%	5%	8%	15%	19%	4%	6%	15%	3%	8%	25%	6%
Somewhat easier than 2023	18%	6%	15%	19%	24%	13%	21%	23%	27%	11%	22%	23%	6%	19%	36%	14%
No easier or harder than 2023	44%	51%	55%	46%	36%	53%	44%	35%	36%	56%	34%	42%	64%	37%	30%	54%
Somewhat harder than 2023	17%	6%	17%	16%	22%	15%	21%	19%	14%	14%	26%	13%	13%	17%	7%	14%
Much harder than 2023	5%	3%	5%	6%	5%	4%	5%	7%	3%	3%	11%	5%	1%	12%	2%	2%
Don't Know	7%	31%	1%	1%	1%	10%	1%	1%	1%	12%	2%	2%	12%	7%	0%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(34.A) Do you expect any of these issues to persist for the next 12 months? Select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
High levels of staff turnover	9%	2%	6%	13%	12%	6%	10%	14%	13%	5%	14%	11%	5%	12%	15%	3%
Poor staff health	6%	4%	7%	10%	6%	5%	9%	7%	7%	5%	9%	7%	5%	8%	8%	7%
Difficulties recruiting an ethnically and socially diverse workforce	6%	1%	7%	6%	8%	3%	10%	8%	9%	4%	8%	7%	0%	7%	12%	7%
Lower levels of migrant labour	6%	3%	7%	3%	7%	4%	7%	7%	5%	5%	8%	8%	5%	5%	6%	6%
Lack of available skills	22%	6%	21%	25%	27%	16%	25%	27%	25%	15%	31%	23%	19%	24%	17%	13%
Labour shortages	14%	7%	9%	18%	18%	11%	19%	15%	16%	10%	20%	13%	11%	18%	11%	10%
Unaffordable expectations for pay	14%	8%	19%	20%	13%	17%	12%	14%	10%	15%	18%	12%	9%	16%	9%	14%
Greater staff expectations around benefits and non-pay rewards	13%	4%	16%	16%	15%	12%	14%	16%	13%	10%	19%	13%	11%	14%	10%	11%
Poor staff motivation	10%	5%	12%	14%	10%	10%	11%	11%	9%	9%	13%	8%	11%	14%	10%	10%
None of the above	25%	56%	21%	13%	17%	32%	17%	18%	22%	37%	3%	28%	31%	13%	30%	42%
Don't know	4%	12%	4%	1%	1%	6%	1%	2%	2%	7%	1%	1%	8%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(35.A) Has the average base pay in your company increased, decreased or stayed the same in the last year?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
It has increased by more than 20%	2%	1%	3%	2%	3%	1%	2%	3%	5%	1%	1%	5%	1%	2%	9%	5%
It has increased by 11-20%	8%	3%	10%	7%	9%	7%	7%	10%	11%	4%	12%	12%	0%	14%	18%	8%
It has increased by 8-10%	14%	11%	12%	18%	15%	14%	15%	16%	15%	12%	18%	14%	13%	18%	12%	4%
It has increased by 5-7%	21%	6%	28%	23%	23%	18%	26%	24%	23%	18%	25%	24%	14%	20%	16%	14%
It has increased by 3-4%	18%	6%	14%	24%	22%	16%	22%	20%	21%	16%	19%	18%	16%	15%	23%	11%
It has increased by 1-2%	12%	4%	14%	10%	15%	12%	13%	13%	13%	12%	11%	12%	9%	8%	16%	13%
It has remained the same	20%	56%	15%	13%	10%	28%	11%	10%	8%	33%	10%	12%	44%	15%	4%	37%
It has decreased by 1-2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	0%	0%	3%	3%
It has decreased by 3-4%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
It has decreased by 5-7%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%
It has decreased by 8-10%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
It has decreased by 11-20%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
It has decreased by more than 20%	0%	2%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	3%	0%	0%
Don't know	2%	7%	1%	2%	0%	3%	1%	0%	0%	3%	0%	1%	3%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(36.A) You said that average base pay remained the same or decreased. Which, if any, of the following were important reasons for this? Select any which apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	378	217	46	36	79	186	42	68	48	256	59	62	74	60	11	50
Weighted	350	180	49	33	89	160	50	65	47	242	50	63	71	52	10	44
Was able to hire at the same salary level as the year before	9%	2%	7%	27%	19%	6%	11%	21%	32%	4%	14%	19%	5%	4%	7%	3%
Have not made enough profit to increase salaries	28%	28%	32%	24%	27%	28%	21%	28%	32%	24%	40%	22%	16%	46%	23%	23%
Outgoing costs have increased too much to afford salary increases	28%	21%	45%	20%	35%	28%	29%	35%	31%	25%	33%	33%	29%	38%	58%	30%
Wanted to preserve cash reserves	16%	13%	25%	24%	16%	17%	18%	19%	11%	16%	25%	12%	18%	20%	13%	16%
Did not need to increase salaries to be competitive in my market	16%	16%	11%	15%	17%	16%	10%	12%	23%	16%	7%	19%	19%	12%	6%	16%
Offered alternative compensation schemes such as bonuses	13%	1%	21%	35%	24%	9%	23%	27%	20%	8%	30%	25%	6%	12%	11%	17%
Offered other perks such as training programmes or flexible working	12%	2%	10%	21%	29%	4%	34%	23%	31%	8%	18%	16%	12%	3%	37%	7%
Don't know	1%	1%	0%	0%	4%	0%	5%	1%	0%	1%	3%	0%	2%	0%	0%	0%
None of the above	21%	35%	12%	5%	3%	27%	6%	3%	14%	25%	10%	11%	23%	16%	14%	24%

Note:

BASE: Average base pay remained the same or decreased in the last year

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(37.A) At the moment, how do you expect your headcount to change over the next year?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Decline by over 50%	1%	2%	1%	1%	0%	1%	0%	0%	0%	0%	3%	0%	0%	1%	0%	0%
Decline by 26-50%	1%	1%	2%	1%	1%	1%	1%	2%	0%	0%	5%	0%	0%	5%	0%	2%
Decline by 11-25%	4%	2%	5%	5%	5%	2%	7%	6%	0%	0%	17%	1%	1%	13%	0%	1%
Decline by 6-10%	8%	4%	6%	8%	10%	3%	11%	11%	0%	0%	31%	4%	7%	20%	0%	4%
Decline by 2-5%	12%	2%	9%	11%	17%	9%	15%	14%	0%	0%	45%	8%	11%	16%	0%	4%
Stayed about the same size	45%	80%	57%	38%	28%	62%	34%	27%	0%	100%	0%	32%	73%	37%	0%	59%
Grow by 2-5% a year	15%	3%	13%	20%	19%	11%	18%	17%	53%	0%	0%	24%	4%	3%	45%	16%
Grow by 6-10%	9%	1%	6%	11%	12%	6%	9%	13%	32%	0%	0%	20%	1%	2%	38%	10%
Grow by 11-25%	2%	0%	1%	2%	4%	1%	2%	5%	8%	0%	0%	5%	0%	1%	9%	2%
Grow by 26-50%	1%	0%	0%	1%	2%	0%	1%	2%	4%	0%	0%	2%	0%	1%	4%	0%
Grow by over 50%	1%	1%	0%	0%	1%	0%	1%	2%	3%	0%	0%	2%	0%	0%	4%	3%
Don't know	2%	5%	1%	2%	1%	3%	1%	1%	0%	0%	0%	1%	2%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(38.A) What proportion of your staff are currently working remotely for at least part of the week?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
None, or not applicable (0%)	23%	43%	31%	21%	13%	42%	16%	10%	17%	33%	12%	19%	32%	21%	11%	20%
1-24%	25%	7%	25%	27%	32%	21%	34%	27%	27%	22%	29%	32%	22%	20%	26%	25%
25-49%	18%	2%	17%	21%	25%	10%	24%	27%	23%	13%	23%	22%	7%	22%	32%	16%
50-74%	15%	4%	14%	19%	18%	9%	15%	23%	19%	8%	21%	12%	10%	19%	14%	11%
75-99%	7%	2%	6%	7%	10%	5%	8%	10%	7%	6%	11%	8%	9%	7%	7%	3%
All of them (100%)	10%	39%	6%	5%	2%	11%	1%	3%	6%	17%	4%	6%	18%	10%	9%	23%
Don't Know	1%	3%	1%	2%	1%	2%	2%	0%	1%	1%	1%	1%	2%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(39.A) And what proportion of your staff do you expect to be working remotely for at least part of the week by the end of 2024?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
None, or not applicable (0%)	24%	44%	34%	16%	15%	45%	14%	10%	15%	34%	15%	19%	33%	23%	6%	25%
1-24%	23%	5%	23%	28%	30%	18%	35%	26%	29%	19%	26%	30%	20%	14%	34%	23%
25-49%	19%	3%	21%	23%	24%	9%	27%	28%	21%	14%	27%	20%	7%	27%	24%	13%
50-74%	14%	3%	10%	16%	20%	10%	14%	21%	21%	7%	19%	16%	10%	15%	21%	11%
75-99%	6%	2%	6%	8%	8%	5%	4%	10%	6%	6%	7%	6%	7%	7%	4%	4%
All of them (100%)	11%	40%	7%	7%	3%	12%	4%	4%	6%	18%	5%	7%	19%	12%	10%	21%
Don't Know	1%	3%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(40.A) In your experience, has having staff work remotely improved, worsened or had no impact on their performance?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	799	185	114	139	361	203	160	334	229	331	226	228	77	146	74	63
Weighted	769	139	121	128	381	185	175	323	227	306	222	225	70	146	77	55
Had an overall positive impact	31%	21%	29%	28%	36%	28%	27%	36%	45%	30%	20%	47%	22%	18%	54%	46%
Had a mixed impact, with both positive and negative effects	32%	8%	34%	36%	40%	28%	43%	36%	33%	26%	42%	32%	31%	37%	28%	15%
Had an overall negative impact	10%	3%	10%	13%	11%	8%	11%	12%	6%	5%	20%	7%	4%	20%	9%	7%
Had no significant impact	15%	23%	18%	16%	11%	18%	13%	14%	14%	17%	13%	11%	14%	14%	9%	16%
N/A - my business has always been entirely remote	10%	43%	8%	5%	1%	17%	3%	2%	2%	21%	4%	2%	27%	11%	0%	16%
Don't Know	1%	3%	1%	2%	0%	1%	3%	0%	0%	1%	1%	0%	3%	0%	0%	0%

Note:

BASE: At least 25% of staff work remotely for at least part of the week

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(41.A) Has your business experienced any of the following among your workforce, in the last year? : Increased demand for remote working

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My business has experienced this	43%	12%	43%	48%	55%	28%	55%	57%	54%	33%	54%	49%	35%	43%	63%	45%
My business has not experienced this	52%	81%	55%	50%	40%	69%	40%	39%	44%	62%	42%	48%	60%	54%	36%	52%
Don't know	4%	8%	2%	2%	4%	3%	5%	4%	2%	5%	4%	3%	5%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(42.A) Has your business experienced any of the following among your workforce, in the last year? : Increased demand for flexible working hours

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My business has experienced this	51%	16%	41%	59%	66%	39%	61%	62%	61%	41%	60%	58%	41%	48%	63%	43%
My business has not experienced this	46%	77%	57%	40%	32%	58%	35%	36%	39%	56%	35%	41%	54%	46%	36%	55%
Don't know	3%	7%	2%	1%	2%	3%	4%	2%	1%	3%	5%	1%	5%	6%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(43.A) Has your business experienced any of the following among your workforce, in the last year? : Employees returning to the office or other place of work as it gets colder

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My business has experienced this	29%	6%	25%	27%	40%	18%	37%	38%	37%	19%	40%	31%	11%	38%	33%	23%
My business has not experienced this	66%	85%	71%	67%	55%	76%	57%	57%	60%	75%	55%	65%	78%	56%	65%	73%
Don't know	6%	8%	5%	6%	5%	6%	6%	5%	4%	7%	6%	4%	10%	6%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(44.A) Has your business experienced any of the following among your workforce, in the last year? : Lower employee motivation

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My business has experienced this	37%	18%	33%	45%	45%	32%	39%	47%	37%	28%	56%	32%	25%	54%	27%	26%
My business has not experienced this	58%	75%	63%	52%	52%	64%	58%	49%	60%	67%	42%	64%	69%	44%	70%	69%
Don't know	4%	7%	4%	3%	3%	4%	3%	4%	3%	5%	2%	3%	6%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(45.A) Has your business experienced any of the following among your workforce, in the last year? : Higher levels of employee illness or absence

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My business has experienced this	33%	12%	32%	45%	38%	28%	42%	37%	35%	21%	52%	31%	26%	47%	28%	25%
My business has not experienced this	63%	81%	63%	51%	60%	67%	55%	61%	63%	74%	44%	67%	70%	49%	68%	71%
Don't know	4%	6%	5%	5%	2%	5%	3%	2%	2%	5%	3%	2%	5%	3%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(46.A) Has your business experienced any of the following among your workforce, in the last year? : Reduced desire to exceed expectations (quiet quitting)

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My business has experienced this	31%	11%	30%	34%	38%	23%	37%	37%	27%	23%	49%	25%	23%	42%	22%	20%
My business has not experienced this	63%	81%	68%	58%	56%	72%	56%	57%	68%	71%	45%	69%	71%	55%	73%	76%
Don't know	6%	8%	3%	8%	6%	5%	7%	6%	5%	6%	6%	6%	6%	4%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(47.A) Has your business experienced any of the following among your workforce, in the last year? : Employees working harder or longer hours than they normally would

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My business has experienced this	45%	22%	39%	47%	57%	37%	48%	56%	59%	34%	51%	50%	31%	44%	57%	45%
My business has not experienced this	51%	73%	59%	48%	40%	60%	48%	40%	39%	62%	45%	46%	64%	55%	39%	54%
Don't know	4%	5%	2%	5%	3%	3%	4%	4%	3%	4%	4%	3%	5%	1%	5%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(48.A) Which of the following do you expect to have the largest impact on your business over the next 3 years? Select up to three of the following.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
The UK s aim to reach to Net Zero	9%	6%	9%	7%	11%	8%	12%	10%	9%	9%	9%	10%	10%	10%	8%	10%
The long-term impact of the pandemic	9%	9%	8%	10%	10%	6%	12%	10%	11%	7%	12%	8%	4%	10%	8%	9%
Increasing immigration to the UK	8%	5%	6%	10%	10%	6%	8%	12%	11%	5%	11%	8%	5%	12%	11%	6%
None of the above will have any impact on my business	6%	9%	10%	4%	4%	8%	6%	4%	5%	7%	6%	6%	6%	7%	7%	5%
High energy prices	41%	40%	42%	44%	40%	47%	39%	38%	41%	41%	39%	41%	36%	40%	43%	39%
Slowing UK economy	36%	48%	43%	34%	29%	45%	32%	30%	27%	42%	36%	27%	36%	44%	20%	47%
Global economic conditions	26%	14%	23%	29%	30%	19%	26%	33%	25%	25%	29%	27%	21%	25%	18%	25%
High interest rates/cost of capital	24%	17%	27%	24%	26%	23%	27%	25%	25%	22%	27%	23%	14%	32%	30%	25%
The development of new AI technology	16%	9%	11%	21%	19%	12%	18%	19%	21%	13%	16%	19%	14%	13%	19%	15%
Cybersecurity threats	14%	3%	12%	13%	20%	10%	15%	20%	17%	11%	17%	19%	12%	8%	17%	10%
Climate change	10%	5%	7%	13%	13%	7%	12%	14%	15%	7%	12%	11%	6%	12%	13%	5%
Strikes and labour disputes	10%	4%	10%	12%	13%	7%	11%	15%	11%	7%	15%	10%	12%	14%	12%	11%
The challenges with the NHS	10%	6%	9%	9%	12%	11%	12%	9%	11%	8%	13%	9%	10%	11%	12%	8%
Geopolitical instability and conflict	10%	5%	6%	15%	12%	6%	12%	14%	11%	10%	12%	12%	5%	12%	10%	6%
Threats of future pandemics	10%	7%	7%	14%	12%	9%	12%	11%	14%	7%	12%	11%	7%	8%	17%	8%
Don t Know	1%	4%	1%	1%	1%	2%	1%	1%	0%	2%	1%	0%	3%	1%	0%	1%
None of the above	4%	13%	3%	3%	2%	6%	3%	1%	4%	6%	1%	5%	8%	2%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(49.A) How relevant, if at all, do you think recent and upcoming developments in Artificial Intelligence (AI) are likely to be for your business in the next few years?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Very relevant	29%	6%	16%	29%	43%	16%	34%	43%	43%	20%	32%	40%	26%	22%	48%	27%
Somewhat relevant	37%	23%	39%	50%	38%	32%	44%	40%	37%	34%	43%	37%	24%	39%	38%	29%
Not that relevant	18%	29%	23%	14%	13%	22%	15%	12%	14%	21%	18%	13%	22%	20%	9%	25%
Not at all relevant	14%	39%	19%	7%	4%	27%	6%	4%	7%	22%	6%	8%	26%	17%	4%	15%
Don't Know	2%	3%	3%	1%	1%	3%	1%	1%	0%	3%	1%	1%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(50.A) Overall, do you expect AI to have a positive or negative impact on your business?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Very positive	20%	3%	15%	22%	28%	10%	23%	30%	35%	12%	19%	32%	10%	16%	47%	21%
Somewhat positive	36%	17%	35%	45%	42%	29%	45%	42%	40%	32%	43%	39%	28%	34%	37%	33%
Neither positive or negative	31%	57%	35%	20%	23%	43%	24%	20%	21%	40%	25%	21%	46%	33%	14%	35%
Somewhat negative	6%	9%	7%	7%	4%	7%	5%	5%	3%	7%	8%	4%	3%	9%	2%	6%
Very negative	4%	8%	4%	4%	2%	6%	3%	2%	1%	4%	3%	2%	8%	5%	0%	1%
Don't Know	3%	7%	4%	2%	2%	5%	1%	1%	1%	5%	2%	2%	4%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(51.A) Which, if any, of the following types of AI tools are currently used in your business? Please select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
AI features built into existing applications (eg Microsoft Office, Google Workspace, payroll and sales software)	44%	16%	37%	50%	56%	28%	58%	54%	59%	31%	51%	55%	23%	41%	65%	44%
Dedicated AI tools (eg ChatGPT, Midjourney, Google Bard)	33%	10%	21%	38%	46%	17%	36%	49%	47%	21%	40%	40%	17%	35%	54%	30%
Don't Know	2%	1%	4%	0%	2%	2%	1%	2%	1%	3%	1%	0%	2%	3%	0%	0%
Your own custom trained model or AI tools	19%	5%	11%	25%	25%	7%	21%	31%	28%	9%	26%	28%	12%	21%	38%	13%
AI driven robotics or machinery	14%	2%	7%	15%	21%	7%	14%	22%	19%	8%	20%	17%	13%	16%	18%	10%
None of the above	33%	74%	41%	23%	15%	55%	19%	13%	17%	50%	16%	20%	59%	28%	6%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(52.A) How often, if at all, do you personally use dedicated AI tools?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
At least daily	13%	2%	8%	15%	19%	8%	17%	18%	24%	9%	11%	21%	6%	13%	29%	12%
A few times a week	23%	8%	17%	22%	32%	14%	23%	34%	35%	14%	25%	31%	12%	20%	41%	22%
Weekly	13%	6%	12%	18%	15%	9%	16%	17%	11%	11%	20%	13%	9%	14%	11%	10%
A few times a month	10%	7%	14%	10%	9%	6%	14%	10%	9%	9%	13%	8%	8%	14%	10%	14%
Monthly	3%	1%	3%	4%	3%	3%	3%	3%	2%	2%	6%	2%	2%	5%	0%	1%
Less often than monthly, but still on occasion	10%	12%	12%	11%	7%	11%	10%	7%	7%	11%	10%	6%	14%	7%	3%	10%
I have never done this	26%	61%	30%	16%	12%	44%	15%	9%	12%	40%	13%	16%	46%	24%	5%	27%
Don't Know	3%	3%	4%	3%	2%	4%	2%	2%	1%	4%	2%	1%	3%	2%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(53.A) Has your business used artificial intelligence to do any of the following?: Generate text or written content

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	33%	15%	23%	37%	44%	22%	41%	41%	48%	27%	30%	46%	12%	26%	57%	34%
We have not used AI in this way, but I expect we will in the future	31%	17%	38%	32%	33%	30%	32%	32%	28%	29%	38%	30%	26%	31%	26%	27%
We have not used AI in this way, and I expect we never will	31%	63%	34%	26%	19%	42%	22%	22%	20%	39%	29%	20%	53%	38%	13%	35%
Don't Know	5%	4%	5%	5%	5%	5%	5%	5%	4%	6%	3%	3%	9%	5%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(54.A) Has your business used artificial intelligence to do any of the following?: Generate images, graphics, audio or video

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	30%	11%	18%	30%	42%	16%	34%	42%	43%	23%	27%	41%	14%	26%	52%	35%
We have not used AI in this way, but I expect we will in the future	35%	23%	44%	40%	35%	35%	38%	36%	33%	32%	44%	35%	30%	36%	32%	33%
We have not used AI in this way, and I expect we never will	30%	60%	34%	24%	18%	44%	23%	17%	19%	40%	23%	20%	49%	33%	9%	30%
Don't Know	5%	6%	4%	6%	5%	5%	5%	5%	5%	5%	5%	4%	7%	5%	7%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(55.A) Has your business used artificial intelligence to do any of the following?: Help you build other internal tools for your staff

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	22%	4%	13%	29%	32%	11%	26%	35%	40%	12%	23%	34%	14%	18%	53%	15%
We have not used AI in this way, but I expect we will in the future	38%	18%	40%	44%	43%	32%	44%	42%	38%	36%	42%	40%	28%	35%	32%	41%
We have not used AI in this way, and I expect we never will	34%	73%	39%	23%	19%	49%	24%	19%	18%	46%	29%	22%	52%	41%	12%	41%
Don't Know	6%	5%	7%	4%	6%	8%	6%	4%	4%	7%	6%	4%	6%	6%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(56.A) Has your business used artificial intelligence to do any of the following?: Analyse your existing internal data

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	28%	7%	23%	23%	41%	16%	36%	40%	43%	21%	28%	43%	17%	22%	52%	26%
We have not used AI in this way, but I expect we will in the future	37%	22%	42%	49%	37%	37%	37%	38%	36%	33%	45%	33%	25%	40%	35%	38%
We have not used AI in this way, and I expect we never will	30%	67%	32%	21%	17%	42%	21%	17%	17%	41%	22%	21%	51%	31%	10%	36%
Don't Know	5%	4%	4%	6%	5%	5%	6%	5%	4%	5%	5%	3%	7%	8%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(57.A) Has your business used artificial intelligence to do any of the following?: Better link up your existing internal data

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	25%	6%	15%	24%	37%	12%	30%	37%	40%	17%	24%	36%	11%	20%	44%	18%
We have not used AI in this way, but I expect we will in the future	38%	20%	40%	50%	41%	35%	44%	40%	40%	34%	44%	40%	29%	37%	45%	41%
We have not used AI in this way, and I expect we never will	31%	69%	36%	22%	16%	45%	19%	18%	16%	42%	26%	20%	49%	35%	8%	39%
Don't Know	6%	5%	9%	5%	7%	8%	6%	5%	4%	7%	7%	4%	11%	7%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(58.A) Has your business used artificial intelligence to do any of the following?: Automate or triage customer support (e.g. through chat bots)

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	28%	5%	18%	27%	41%	14%	37%	39%	45%	18%	27%	40%	12%	19%	50%	23%
We have not used AI in this way, but I expect we will in the future	33%	15%	38%	39%	36%	29%	37%	38%	30%	29%	44%	34%	24%	35%	36%	32%
We have not used AI in this way, and I expect we never will	34%	74%	39%	29%	18%	51%	21%	19%	21%	47%	26%	21%	55%	42%	11%	42%
Don't Know	5%	5%	5%	5%	5%	6%	5%	4%	4%	6%	3%	5%	9%	4%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(59.A) Has your business used artificial intelligence to do any of the following?: Come up with new ideas

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	23%	6%	16%	27%	32%	14%	25%	34%	36%	17%	21%	36%	7%	19%	48%	26%
We have not used AI in this way, but I expect we will in the future	36%	22%	42%	37%	38%	31%	42%	38%	35%	34%	41%	37%	30%	37%	31%	36%
We have not used AI in this way, and I expect we never will	35%	66%	37%	30%	23%	48%	27%	22%	25%	42%	32%	23%	55%	38%	18%	35%
Don't Know	6%	6%	6%	7%	7%	7%	6%	5%	4%	7%	6%	5%	9%	5%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(60.A) Has your business used artificial intelligence to do any of the following?: Automate existing processes or systems

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	28%	5%	16%	28%	42%	15%	35%	39%	43%	20%	28%	42%	13%	20%	54%	24%
We have not used AI in this way, but I expect we will in the future	38%	24%	46%	42%	39%	34%	41%	41%	38%	34%	45%	36%	31%	39%	29%	38%
We have not used AI in this way, and I expect we never will	29%	66%	30%	24%	15%	43%	19%	16%	15%	40%	22%	18%	50%	34%	11%	34%
Don't Know	6%	5%	8%	7%	5%	8%	5%	4%	4%	6%	5%	4%	6%	6%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(61.A) Has your business used artificial intelligence to do any of the following?: Develop new products and services

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	20%	4%	14%	23%	28%	10%	25%	30%	30%	13%	23%	30%	9%	17%	39%	15%
We have not used AI in this way, but I expect we will in the future	38%	19%	39%	41%	45%	33%	43%	44%	44%	33%	42%	42%	30%	38%	44%	39%
We have not used AI in this way, and I expect we never will	36%	72%	41%	29%	21%	51%	25%	21%	20%	48%	30%	23%	52%	40%	13%	43%
Don't Know	6%	5%	6%	7%	6%	7%	7%	5%	5%	7%	5%	5%	9%	5%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(62.A) Has your business used artificial intelligence to do any of the following?: Enhance security or fraud detection

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	28%	6%	20%	29%	39%	14%	33%	41%	44%	19%	25%	39%	14%	24%	47%	19%
We have not used AI in this way, but I expect we will in the future	38%	27%	42%	47%	39%	36%	37%	43%	37%	37%	43%	41%	30%	34%	41%	43%
We have not used AI in this way, and I expect we never will	29%	62%	32%	19%	16%	43%	23%	13%	15%	37%	26%	15%	47%	35%	6%	33%
Don't Know	5%	5%	7%	5%	5%	7%	7%	3%	4%	6%	5%	5%	8%	6%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(63.A) Has your business used artificial intelligence to do any of the following?: Personalise customer experience

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	26%	7%	13%	28%	38%	15%	31%	36%	41%	17%	25%	36%	12%	21%	47%	17%
We have not used AI in this way, but I expect we will in the future	37%	21%	41%	38%	41%	32%	42%	40%	36%	34%	43%	36%	31%	36%	35%	43%
We have not used AI in this way, and I expect we never will	33%	67%	40%	29%	17%	48%	22%	20%	20%	42%	28%	24%	50%	38%	15%	39%
Don't Know	5%	5%	5%	6%	4%	5%	5%	4%	4%	6%	3%	4%	7%	5%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(64.A) Has your business used artificial intelligence to do any of the following?: Optimise your supply chain or logistics

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	21%	5%	13%	21%	32%	10%	27%	32%	35%	12%	25%	30%	10%	21%	33%	14%
We have not used AI in this way, but I expect we will in the future	38%	19%	38%	40%	44%	33%	44%	43%	39%	35%	43%	42%	27%	36%	49%	38%
We have not used AI in this way, and I expect we never will	34%	71%	40%	32%	18%	49%	24%	20%	21%	46%	27%	24%	54%	36%	14%	43%
Don't Know	6%	5%	9%	8%	5%	8%	5%	5%	5%	7%	6%	3%	8%	7%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(65.A) Has your business used artificial intelligence to do any of the following?: Monitor and manage infrastructure or operations

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	23%	4%	13%	25%	34%	9%	27%	37%	39%	14%	22%	35%	11%	18%	45%	17%
We have not used AI in this way, but I expect we will in the future	37%	19%	41%	43%	42%	34%	43%	40%	37%	33%	47%	38%	29%	41%	34%	32%
We have not used AI in this way, and I expect we never will	34%	73%	37%	26%	18%	49%	24%	18%	19%	45%	27%	23%	52%	35%	15%	47%
Don't Know	6%	4%	9%	6%	5%	8%	6%	4%	5%	7%	4%	4%	8%	7%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(66.A) Has your business used artificial intelligence to do any of the following?: Help train your workforce

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
We have used AI in this way	20%	4%	12%	19%	31%	12%	23%	30%	34%	12%	21%	30%	12%	18%	42%	15%
We have not used AI in this way, but I expect we will in the future	39%	17%	48%	43%	44%	33%	45%	45%	40%	36%	46%	44%	29%	38%	39%	43%
We have not used AI in this way, and I expect we never will	36%	75%	37%	33%	20%	50%	27%	21%	22%	47%	29%	23%	52%	38%	16%	42%
Don't Know	5%	4%	3%	6%	5%	5%	6%	4%	4%	5%	4%	4%	7%	5%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(67.A) Have recent developments in AI had any of the following impacts on your business? Select the statement that comes closest to your view

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1458	351	237	253	617	508	318	494	387	665	376	418	163	236	118	111
Weighted	1451	279	271	219	682	487	348	502	393	648	382	439	159	229	121	105
It has made it easier for other companies to compete with us	13%	4%	9%	17%	17%	6%	15%	19%	17%	7%	17%	14%	4%	13%	23%	7%
It has had no impact on competitiveness between my company and others	55%	78%	66%	48%	43%	70%	46%	43%	37%	67%	53%	45%	70%	55%	29%	62%
It has made it easier for us to compete with other companies	24%	5%	19%	26%	34%	15%	30%	34%	39%	17%	23%	35%	12%	24%	42%	23%
Don't know	8%	14%	5%	9%	7%	9%	9%	5%	7%	9%	7%	6%	14%	8%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(68.A) Have recent developments in AI had any of the following impacts on your business? Select the statement that comes closest to your view

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1457	354	245	244	614	516	317	488	390	668	369	420	160	235	121	116
Weighted	1464	284	280	220	680	502	349	497	402	656	378	444	156	234	125	109
It has reduced our need to hire people with IT skills	11%	3%	10%	13%	13%	6%	13%	15%	12%	6%	18%	13%	5%	9%	15%	17%
It has had no impact on our hiring for IT skills	58%	78%	63%	56%	48%	71%	50%	47%	41%	73%	50%	48%	75%	59%	30%	54%
It has increased our need to hire people with IT skills	24%	4%	19%	25%	34%	14%	31%	35%	43%	12%	26%	34%	7%	23%	51%	22%
Don't know	7%	14%	7%	6%	5%	10%	6%	3%	4%	9%	6%	5%	14%	9%	4%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(69.A) Have recent developments in AI had any of the following impacts on your business? Select the statement that comes closest to your view

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1452	350	239	249	614	513	318	489	387	661	372	416	162	236	120	112
Weighted	1449	279	270	220	679	490	350	497	396	645	379	437	159	233	124	105
It has made us more profitable	28%	6%	16%	29%	42%	14%	35%	43%	48%	17%	30%	42%	15%	26%	54%	22%
It has had no impact on our profitability	57%	79%	67%	59%	44%	73%	53%	43%	40%	71%	53%	45%	67%	59%	30%	63%
It has made us less profitable	6%	3%	9%	7%	6%	5%	6%	9%	6%	4%	10%	5%	7%	10%	9%	4%
Don't know	8%	12%	8%	5%	7%	9%	6%	6%	7%	8%	7%	7%	12%	5%	8%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(70.A) Have recent developments in AI had any of the following impacts on your business? Select the statement that comes closest to your view

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1453	342	242	254	615	505	319	496	387	666	368	425	159	233	123	112
Weighted	1455	271	275	226	683	486	351	505	399	651	376	449	154	229	128	105
It has made it clear that our entire business could eventually be automated	20%	6%	9%	20%	30%	10%	24%	29%	31%	12%	20%	29%	10%	16%	34%	15%
It has not made how automatable our business is any clearer	41%	53%	50%	40%	33%	50%	37%	33%	26%	46%	48%	30%	57%	57%	23%	42%
It has made it clear that there are aspects of our business that could never be automated	31%	26%	31%	34%	32%	28%	33%	34%	38%	30%	26%	34%	21%	19%	38%	35%
Don't know	8%	15%	9%	6%	6%	12%	6%	5%	4%	11%	6%	7%	12%	8%	5%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(71.A) Have recent developments in AI had any of the following impacts on your business? Select the statement that comes closest to your view

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1452	340	240	254	618	502	316	499	392	659	370	424	154	231	123	111
Weighted	1459	270	276	228	684	489	349	508	404	649	377	450	150	230	128	105
It has made our company more productive	34%	10%	26%	42%	44%	22%	40%	46%	52%	25%	32%	49%	19%	29%	63%	37%
It has had no impact on our productivity	52%	77%	61%	44%	42%	66%	46%	41%	37%	64%	50%	40%	66%	52%	26%	52%
It has reduced productivity	7%	2%	6%	8%	9%	4%	7%	10%	6%	3%	13%	6%	4%	10%	8%	6%
Don't know	7%	12%	7%	5%	6%	8%	8%	3%	5%	8%	6%	5%	11%	8%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(72.A) In the next five years, what impact do you expect artificial intelligence to have on your workforce needs, if any? Select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Don't Know	5%	10%	7%	4%	3%	8%	4%	2%	3%	8%	2%	2%	9%	3%	0%	5%
AI will allow us to be more innovative	33%	15%	31%	38%	41%	26%	39%	41%	47%	28%	29%	43%	27%	24%	50%	34%
AI will enable employees to automate some of the more boring parts of their jobs	30%	11%	29%	31%	39%	21%	37%	37%	38%	25%	33%	33%	19%	27%	36%	30%
AI will allow us to automate some roles that are currently performed by employees	28%	8%	23%	31%	37%	18%	37%	35%	37%	21%	31%	36%	15%	25%	43%	26%
AI will require us to upskill or retrain some of our current workforce	28%	7%	26%	30%	38%	20%	37%	34%	37%	22%	30%	33%	18%	23%	42%	24%
AI will significantly increase the productivity of some of our employees	27%	7%	23%	33%	35%	20%	30%	36%	40%	20%	28%	35%	14%	27%	36%	21%
AI will require us to change some existing job roles or descriptions	25%	6%	23%	26%	34%	20%	31%	31%	29%	17%	35%	28%	23%	29%	28%	20%
AI will allow us to offer new services that would otherwise be impossible	23%	8%	18%	28%	29%	17%	26%	29%	31%	16%	27%	28%	15%	28%	33%	12%
AI will enable employees to automate some of the more interesting parts of their jobs	19%	7%	19%	21%	24%	14%	22%	26%	29%	11%	23%	20%	14%	20%	33%	17%
None of the above	19%	57%	20%	12%	5%	35%	7%	5%	9%	31%	8%	14%	37%	18%	7%	25%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

(73.A) Which of the following, if any, are barriers to your business making increased use of AI and Generative AI? Select any which apply

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Don't Know	3%	5%	3%	3%	2%	4%	1%	2%	2%	4%	1%	3%	2%	2%	2%	5%
Concerns about the privacy and security of AI systems	27%	16%	23%	26%	33%	21%	31%	32%	30%	23%	31%	30%	18%	23%	27%	21%
Worried about the reliability of AI	26%	17%	26%	27%	30%	25%	30%	26%	28%	26%	25%	26%	22%	26%	24%	14%
Worried about the quality of AI	23%	13%	24%	25%	26%	21%	26%	24%	25%	22%	22%	24%	19%	21%	25%	21%
Too expensive to implement	20%	12%	17%	23%	23%	19%	21%	22%	21%	16%	24%	16%	15%	27%	16%	8%
Not enough transparency on how AI works	17%	11%	13%	16%	22%	15%	19%	20%	21%	13%	21%	17%	8%	15%	21%	11%
Difficulty recruiting workers with the right skills	16%	2%	16%	19%	20%	11%	19%	21%	24%	11%	17%	17%	7%	17%	19%	15%
No business case for it	15%	33%	12%	11%	10%	20%	11%	10%	7%	20%	13%	10%	24%	18%	11%	15%
Difficulty integrating with our existing systems	15%	4%	13%	20%	19%	13%	17%	18%	18%	11%	20%	18%	8%	14%	20%	9%
It does not make sense for my sector	15%	27%	22%	12%	8%	23%	8%	8%	8%	20%	12%	9%	15%	16%	6%	17%
None of the above are barriers	14%	19%	10%	13%	13%	14%	12%	13%	18%	15%	6%	18%	17%	9%	15%	17%
Not enough data or information for it to work	13%	10%	10%	18%	13%	10%	14%	15%	16%	12%	12%	14%	13%	11%	12%	6%
Would not know where to start	13%	16%	11%	14%	11%	13%	10%	12%	12%	11%	16%	9%	10%	20%	14%	8%
No perceived benefits for my company	13%	23%	18%	6%	9%	15%	9%	9%	9%	14%	13%	11%	12%	14%	8%	18%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(74.A) How important, if at all, is sustainability and net zero to your company?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
It is a top priority for my business	23%	10%	17%	21%	32%	15%	23%	34%	35%	17%	23%	33%	15%	17%	42%	22%
It is important to my business, but not a top priority	48%	36%	50%	52%	50%	45%	54%	49%	45%	46%	54%	46%	41%	52%	44%	45%
It is not that important to my business	18%	25%	24%	20%	13%	23%	17%	13%	16%	21%	16%	14%	23%	19%	11%	24%
It is not at all important to my business	9%	25%	7%	6%	4%	15%	4%	4%	3%	14%	6%	5%	19%	10%	3%	8%
Don't know	2%	3%	2%	2%	1%	2%	2%	0%	0%	2%	1%	1%	2%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(75.A) Do you think your customers would be willing to pay more to buy from a sustainable business?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Yes, our customers are willing to pay much more for sustainable products/services	14%	3%	11%	18%	19%	7%	16%	22%	25%	7%	15%	20%	7%	13%	30%	11%
Yes, our customers are willing to pay a bit more for sustainable products/services	42%	26%	39%	42%	49%	33%	52%	46%	47%	34%	51%	48%	28%	37%	53%	47%
No, our customers are unwilling to pay any more for sustainable products/services	37%	52%	42%	35%	29%	48%	30%	28%	24%	48%	31%	29%	48%	45%	13%	29%
Don't Know	7%	19%	7%	5%	3%	12%	2%	3%	4%	11%	3%	3%	17%	5%	4%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(76.A) You said your customers would not be willing to pay more to buy from a sustainable business. Which of the following comes closest to your view?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	571	191	95	99	186	257	100	138	99	339	119	125	83	109	16	36
Weighted	556	150	118	83	205	244	106	145	100	323	121	132	78	108	16	32
My customers have never been willing to pay more to buy from a sustainable business	64%	71%	64%	56%	62%	67%	65%	56%	58%	65%	65%	63%	84%	63%	35%	68%
My customers would have been willing to pay more to buy from a sustainable business in the past, but not with current inflation and price pressures	31%	19%	32%	42%	35%	27%	33%	42%	38%	29%	32%	34%	10%	32%	62%	28%
Don't Know	5%	10%	4%	2%	3%	7%	2%	2%	4%	6%	4%	3%	6%	5%	3%	4%

Note:

BASE: Business leaders who do not think their customers would be willing to pay more to buy from a sustainable business

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(77.A) In the next five years, do you expect the UK's Net Zero target to increase, reduce or have no impact on your business's costs?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Significantly increase costs	11%	6%	6%	10%	15%	7%	12%	15%	16%	7%	13%	11%	9%	17%	15%	6%
Somewhat increase costs	50%	29%	48%	54%	58%	45%	58%	55%	56%	44%	54%	58%	36%	44%	61%	45%
No significant impact on costs	30%	48%	36%	27%	21%	35%	24%	24%	21%	38%	25%	24%	43%	30%	20%	38%
Somewhat decrease costs	3%	4%	3%	3%	3%	3%	2%	4%	3%	2%	4%	3%	1%	4%	3%	3%
Significantly decrease costs	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%
Don't know	6%	12%	6%	5%	3%	10%	4%	2%	3%	8%	3%	4%	11%	4%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(78.A) What impact, if any, do you think increased costs and inflation will have on your company s prioritisation of environmental sustainability?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Will increase the priority of sustainability	29%	11%	27%	32%	36%	22%	32%	37%	41%	21%	29%	38%	21%	20%	48%	30%
Will have no impact on the priority of sustainability	40%	42%	42%	41%	38%	39%	40%	41%	34%	44%	42%	41%	39%	46%	31%	36%
Will decrease the priority of sustainability	18%	17%	17%	17%	20%	19%	21%	17%	17%	18%	22%	13%	17%	23%	16%	16%
Not applicable	8%	22%	10%	3%	2%	13%	4%	2%	5%	11%	4%	4%	16%	7%	3%	11%
Don t know	5%	9%	5%	6%	3%	7%	4%	2%	3%	7%	2%	4%	7%	4%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(79.A) In the next five years, how likely do you think it is that the UK's Net Zero target will create opportunities for your business in new markets, products or services?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Very likely	14%	2%	12%	15%	19%	7%	12%	23%	26%	7%	13%	21%	6%	16%	33%	11%
Somewhat likely	34%	13%	27%	39%	45%	22%	42%	47%	38%	28%	43%	42%	25%	31%	42%	32%
Neither likely or unlikely	25%	35%	29%	21%	21%	31%	25%	16%	19%	30%	22%	19%	32%	22%	16%	33%
Somewhat unlikely	10%	10%	14%	12%	7%	12%	10%	7%	7%	10%	12%	7%	8%	13%	5%	12%
Very unlikely	12%	28%	12%	8%	6%	20%	6%	5%	6%	17%	7%	8%	20%	14%	3%	6%
Don't know	5%	11%	7%	5%	3%	8%	5%	1%	4%	7%	2%	3%	10%	4%	0%	6%
Total Likely:	48%	15%	39%	54%	63%	29%	54%	71%	64%	35%	56%	63%	30%	47%	75%	43%
Total Unlikely:	21%	39%	26%	20%	13%	32%	16%	12%	13%	28%	19%	15%	28%	27%	9%	18%
Net:	27%	-23%	13%	34%	50%	-3%	38%	58%	51%	8%	37%	48%	2%	20%	66%	26%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(80.A) Which of the following, if any, are barriers to your business doing more to become sustainable? Select any which apply

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Too costly	33%	24%	37%	35%	35%	35%	40%	29%	30%	32%	38%	28%	35%	33%	26%	29%
Demand from customers to keep prices low	28%	23%	27%	31%	30%	29%	27%	29%	32%	27%	27%	30%	17%	26%	29%	28%
Lack of Government incentives and support	25%	13%	28%	27%	28%	24%	28%	26%	27%	21%	29%	24%	21%	25%	27%	23%
It s just not a priority	20%	25%	21%	18%	18%	24%	16%	18%	14%	23%	19%	18%	20%	23%	11%	15%
Don t know	2%	6%	2%	1%	1%	3%	2%	1%	0%	4%	2%	1%	4%	4%	0%	1%
Demand from staff to keep salaries high	16%	1%	13%	17%	24%	9%	21%	23%	22%	13%	17%	21%	12%	12%	18%	12%
It would be impossible for our products/services to be more sustainable	16%	21%	15%	15%	14%	17%	12%	16%	16%	15%	17%	16%	15%	19%	16%	12%
Demand from senior management to keep profits high	15%	3%	11%	18%	22%	9%	17%	24%	18%	8%	26%	15%	11%	19%	18%	11%
Lack of capacity	14%	7%	12%	19%	17%	12%	16%	17%	14%	12%	18%	14%	10%	19%	13%	13%
No options for more sustainable suppliers	13%	10%	12%	14%	14%	13%	13%	14%	12%	11%	16%	12%	7%	22%	12%	10%
Other businesses we compete with are not sustainable	12%	6%	12%	18%	13%	9%	12%	17%	12%	12%	13%	12%	6%	15%	12%	8%
None of the above	11%	18%	7%	10%	10%	11%	9%	11%	16%	13%	2%	14%	19%	3%	21%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(81.A) Of those, which is the main barrier to your business doing more to become sustainable?Select only ONE

	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)	
	Total	Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1299	280	227	235	557	456	289	449	342	569	361	367	122	225	102	101
Weighted	1302	222	254	209	616	441	318	454	349	561	369	389	124	223	102	96
Demand from customers to keep prices low	18%	17%	20%	19%	18%	19%	18%	19%	21%	19%	15%	19%	12%	16%	19%	23%
Demand from staff to keep salaries high	5%	0%	4%	5%	7%	1%	6%	8%	8%	4%	4%	7%	1%	4%	5%	4%
Demand from senior management to keep profits high	7%	2%	6%	7%	9%	4%	7%	10%	9%	2%	12%	7%	3%	10%	13%	8%
Other businesses we compete with are not sustainable	4%	2%	4%	7%	4%	3%	3%	7%	4%	4%	5%	3%	4%	6%	5%	3%
Too costly	21%	18%	20%	22%	23%	22%	27%	18%	20%	20%	25%	19%	25%	21%	18%	20%
It s just not a priority	12%	20%	13%	12%	8%	16%	9%	8%	7%	17%	7%	12%	16%	11%	8%	10%
Lack of capacity	4%	2%	5%	4%	4%	4%	2%	5%	4%	4%	4%	5%	1%	6%	4%	6%
Lack of Government incentives and support	13%	8%	11%	14%	15%	12%	14%	13%	14%	12%	14%	14%	15%	10%	15%	11%
It would be impossible for our products/services to be more sustainable	9%	20%	9%	7%	6%	11%	6%	7%	8%	11%	7%	10%	13%	10%	10%	8%
No options for more sustainable suppliers	5%	4%	6%	4%	5%	6%	6%	4%	5%	4%	5%	5%	4%	5%	3%	6%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	5%	2%	1%	1%	2%	1%	1%	1%	3%	1%	0%	6%	1%	0%	1%

Note:

BASE: Business leaders who identified barriers in the previous question

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(82.A) In the last 12 months, would you say the UK Government has made it easier or harder for businesses in the UK to reach net zero, or has there been no change?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
It is now much easier to achieve net zero	6%	2%	2%	8%	9%	2%	7%	11%	13%	1%	7%	11%	2%	8%	17%	3%
It is now somewhat easier to achieve net zero	22%	7%	22%	19%	29%	13%	27%	30%	27%	15%	30%	25%	14%	25%	31%	22%
It is no easier or harder to achieve net zero	40%	45%	35%	45%	38%	46%	38%	35%	36%	47%	34%	41%	47%	32%	38%	39%
It is now somewhat harder to achieve net zero	17%	15%	24%	14%	16%	20%	17%	16%	16%	16%	19%	12%	16%	20%	11%	21%
It is now much harder to achieve net zero	7%	8%	9%	8%	5%	9%	6%	5%	4%	8%	7%	6%	5%	8%	2%	6%
Don't Know	8%	23%	9%	6%	3%	11%	5%	3%	4%	13%	3%	5%	16%	7%	1%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(83.A) Would you say the UK approach to Net Zero and sustainability is better or worse for businesses than other countries?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
The UK approach to Net Zero is one of the best in the world for businesses	8%	3%	4%	8%	12%	4%	6%	15%	14%	3%	10%	12%	4%	10%	19%	4%
The UK approach to Net Zero is better for businesses than most countries	27%	12%	27%	27%	34%	19%	36%	33%	34%	21%	33%	33%	20%	29%	36%	21%
The UK approach to Net Zero is about average for businesses	34%	34%	35%	35%	34%	35%	35%	33%	32%	36%	35%	32%	39%	33%	29%	35%
The UK approach to Net Zero is worse for businesses than most countries	16%	20%	16%	17%	13%	19%	12%	14%	12%	20%	12%	13%	12%	17%	11%	18%
The UK approach to Net Zero is one of the worst in the world for businesses	5%	8%	7%	5%	4%	8%	4%	3%	4%	7%	4%	5%	6%	5%	2%	6%
Don't Know	10%	23%	11%	8%	4%	15%	7%	3%	5%	14%	6%	5%	19%	6%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(84.A) In which of the following areas, if any, would you say that the UK is more competitive than other markets you operate in? Select all that apply

	Business Size					Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
	Total	Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Science and research base	27%	34%	7%	26%	30%	*	*	27%	31%	27%	24%	32%	22%	21%	35%	15%
Skills base	26%	9%	24%	23%	27%	*	*	26%	26%	28%	24%	27%	21%	26%	26%	5%
Employment regulation	25%	17%	21%	16%	28%	*	*	25%	26%	26%	24%	28%	11%	25%	27%	19%
Access to finance	24%	8%	20%	21%	25%	*	*	24%	28%	21%	21%	27%	14%	22%	35%	25%
Legal system	23%	26%	17%	21%	25%	*	*	23%	24%	23%	23%	26%	14%	22%	28%	18%
Access to other international markets	23%	12%	22%	29%	23%	*	*	23%	24%	20%	25%	26%	17%	27%	27%	19%
Energy costs	23%	40%	26%	15%	24%	*	*	23%	30%	16%	22%	29%	32%	26%	42%	25%
Political stability or predictability	23%	0%	19%	17%	25%	*	*	23%	28%	16%	23%	26%	22%	19%	23%	11%
Infrastructure needed for the business e.g. transport, internet provision	23%	22%	17%	15%	25%	*	*	23%	29%	20%	18%	24%	27%	15%	32%	19%
Wider business regulation	21%	23%	19%	14%	22%	*	*	21%	21%	24%	18%	26%	16%	20%	33%	19%
Workforce motivation	21%	11%	18%	22%	21%	*	*	21%	27%	16%	18%	21%	19%	20%	23%	23%
Business tax rates	20%	17%	16%	22%	20%	*	*	20%	27%	14%	18%	28%	12%	19%	30%	8%
Don't know	2%	13%	2%	2%	2%	*	*	2%	1%	2%	3%	2%	0%	1%	1%	3%
Employee tax rates	19%	28%	25%	19%	18%	*	*	19%	21%	13%	21%	17%	10%	23%	22%	23%
Pay levels	19%	22%	5%	26%	19%	*	*	19%	20%	16%	18%	22%	11%	15%	27%	5%
Trade unions and industrial relations	19%	28%	16%	16%	19%	*	*	19%	25%	12%	17%	22%	21%	15%	35%	7%
None of the above	7%	6%	5%	8%	7%	*	*	7%	3%	11%	8%	5%	12%	6%	2%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(85.A) And in which of the same areas, would you say that the UK is less competitive compared to other markets you operate in? Select all that apply.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Energy costs	34%	22%	20%	30%	37%	*	*	34%	35%	32%	36%	37%	29%	33%	22%	13%
Business tax rates	30%	53%	22%	30%	30%	*	*	30%	27%	30%	34%	30%	15%	32%	23%	36%
Pay levels	25%	25%	15%	27%	25%	*	*	25%	25%	24%	24%	28%	25%	15%	24%	19%
Workforce motivation	24%	9%	10%	21%	26%	*	*	24%	27%	16%	25%	26%	23%	20%	26%	3%
Skills base	23%	25%	17%	29%	22%	*	*	23%	25%	22%	20%	28%	14%	26%	32%	14%
Infrastructure needed for the business e.g. transport, internet provision	22%	5%	29%	23%	22%	*	*	22%	25%	22%	20%	26%	13%	13%	26%	33%
Employee tax rates	21%	9%	21%	17%	22%	*	*	21%	21%	22%	22%	21%	26%	20%	27%	22%
Employment regulation	20%	0%	16%	23%	21%	*	*	20%	27%	14%	18%	23%	18%	19%	26%	12%
Political stability or predictability	20%	27%	8%	22%	21%	*	*	20%	22%	20%	17%	20%	25%	19%	28%	3%
Don't know	2%	10%	1%	2%	2%	*	*	2%	3%	2%	1%	1%	0%	1%	0%	0%
Trade unions and industrial relations	19%	21%	5%	17%	21%	*	*	19%	16%	20%	21%	22%	18%	13%	11%	0%
Access to finance	15%	16%	27%	10%	15%	*	*	15%	14%	17%	15%	16%	10%	14%	16%	23%
Wider business regulation	14%	4%	6%	19%	14%	*	*	14%	18%	11%	11%	15%	20%	7%	19%	11%
Legal system	14%	7%	11%	15%	14%	*	*	14%	19%	7%	13%	16%	3%	12%	23%	18%
Science and research base	13%	3%	9%	8%	15%	*	*	13%	12%	13%	15%	19%	12%	7%	12%	3%
Access to other international markets	12%	13%	5%	12%	13%	*	*	12%	13%	13%	12%	15%	12%	9%	14%	11%
None of the above	4%	0%	3%	4%	4%	*	*	4%	4%	7%	2%	4%	15%	0%	4%	6%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(86.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Customer demand

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	19%	3%	13%	13%	22%	*	*	19%	28%	13%	14%	27%	12%	20%	28%	11%
Somewhat better	36%	29%	29%	30%	39%	*	*	36%	45%	26%	36%	42%	26%	26%	46%	43%
About the same	33%	44%	49%	47%	27%	*	*	33%	18%	52%	33%	25%	49%	39%	22%	30%
Somewhat worse	10%	16%	8%	8%	10%	*	*	10%	6%	6%	16%	5%	13%	13%	2%	12%
Significantly worse	1%	8%	0%	3%	1%	*	*	1%	1%	2%	1%	1%	0%	3%	1%	0%
Don't know	1%	0%	1%	0%	1%	*	*	1%	2%	0%	0%	0%	0%	0%	1%	3%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(87.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Increasing input costs

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	17%	12%	12%	9%	20%	*	*	17%	23%	13%	15%	22%	2%	17%	28%	8%
Somewhat better	26%	13%	31%	27%	26%	*	*	26%	29%	18%	30%	25%	42%	24%	31%	51%
About the same	32%	29%	33%	44%	30%	*	*	32%	29%	38%	32%	32%	38%	31%	28%	20%
Somewhat worse	18%	20%	21%	9%	20%	*	*	18%	12%	24%	21%	17%	16%	14%	11%	13%
Significantly worse	4%	21%	3%	10%	3%	*	*	4%	5%	7%	2%	3%	1%	11%	3%	8%
Don't know	1%	6%	0%	1%	1%	*	*	1%	2%	0%	1%	0%	0%	3%	0%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(88.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Increasing workforce costs

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	18%	9%	18%	6%	20%	*	*	18%	22%	12%	17%	20%	16%	21%	24%	6%
Somewhat better	26%	30%	17%	26%	27%	*	*	26%	33%	17%	26%	30%	12%	18%	32%	18%
About the same	31%	27%	47%	48%	25%	*	*	31%	27%	44%	24%	27%	49%	30%	30%	54%
Somewhat worse	20%	4%	14%	16%	22%	*	*	20%	13%	22%	26%	19%	19%	21%	10%	22%
Significantly worse	5%	30%	4%	4%	5%	*	*	5%	3%	5%	7%	3%	4%	10%	5%	0%
Don't know	1%	0%	0%	0%	1%	*	*	1%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(89.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Energy costs

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	18%	6%	18%	23%	17%	*	*	18%	20%	16%	17%	19%	15%	25%	20%	22%
Somewhat better	23%	18%	18%	20%	25%	*	*	23%	29%	16%	23%	25%	13%	24%	32%	18%
About the same	23%	28%	31%	27%	21%	*	*	23%	25%	22%	21%	20%	31%	25%	26%	13%
Somewhat worse	23%	28%	28%	14%	24%	*	*	23%	18%	30%	24%	24%	27%	12%	15%	36%
Significantly worse	12%	20%	4%	15%	13%	*	*	12%	7%	16%	14%	11%	14%	13%	6%	7%
Don't know	1%	0%	2%	1%	0%	*	*	1%	1%	0%	1%	0%	0%	1%	1%	4%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(90.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Changes in taxation

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	16%	20%	13%	11%	18%	*	*	16%	21%	12%	15%	19%	9%	22%	20%	11%
Somewhat better	26%	8%	29%	29%	25%	*	*	26%	27%	19%	31%	26%	21%	24%	26%	33%
About the same	29%	24%	28%	34%	28%	*	*	29%	25%	34%	29%	28%	40%	22%	22%	16%
Somewhat worse	23%	21%	30%	19%	23%	*	*	23%	23%	27%	20%	21%	30%	26%	26%	40%
Significantly worse	5%	18%	0%	6%	4%	*	*	5%	3%	7%	4%	4%	0%	5%	6%	0%
Don't know	1%	8%	0%	1%	2%	*	*	1%	1%	2%	1%	1%	0%	1%	0%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(91.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Changes in business regulation

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	17%	18%	14%	7%	19%	*	*	17%	19%	16%	16%	18%	13%	18%	23%	19%
Somewhat better	30%	15%	19%	30%	31%	*	*	30%	36%	19%	30%	35%	24%	28%	23%	10%
About the same	36%	25%	49%	42%	34%	*	*	36%	32%	43%	37%	36%	47%	29%	48%	56%
Somewhat worse	13%	35%	14%	10%	13%	*	*	13%	9%	17%	15%	12%	6%	13%	6%	14%
Significantly worse	3%	6%	4%	11%	2%	*	*	3%	3%	5%	2%	0%	10%	11%	0%	0%
Don't know	1%	0%	0%	1%	1%	*	*	1%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(92.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Trade unions and industrial relations

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	17%	8%	16%	13%	18%	*	*	17%	22%	12%	16%	21%	11%	20%	27%	13%
Somewhat better	30%	39%	21%	35%	29%	*	*	30%	34%	24%	30%	34%	17%	26%	39%	37%
About the same	30%	23%	46%	27%	29%	*	*	30%	25%	35%	31%	25%	41%	33%	23%	38%
Somewhat worse	14%	0%	11%	18%	14%	*	*	14%	10%	20%	14%	12%	15%	11%	5%	0%
Significantly worse	7%	29%	6%	6%	7%	*	*	7%	6%	9%	7%	6%	11%	10%	4%	11%
Don't know	2%	0%	0%	2%	2%	*	*	2%	2%	0%	2%	2%	5%	0%	2%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(93.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Political stability or predictability

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	18%	12%	12%	15%	20%	*	*	18%	21%	13%	19%	18%	13%	22%	20%	15%
Somewhat better	34%	18%	34%	32%	35%	*	*	34%	40%	31%	31%	40%	28%	23%	48%	48%
About the same	29%	31%	29%	35%	28%	*	*	29%	26%	37%	28%	26%	31%	33%	17%	15%
Somewhat worse	11%	15%	16%	8%	11%	*	*	11%	9%	9%	15%	10%	23%	9%	10%	21%
Significantly worse	6%	24%	8%	8%	5%	*	*	6%	3%	10%	6%	6%	4%	13%	5%	0%
Don't know	1%	0%	1%	2%	1%	*	*	1%	1%	1%	1%	1%	0%	0%	0%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(94.A) In general, in the following areas, would you say that the current situation in the UK is better, worse or around the same as other markets you operate in?: Infrastructure needed for the business e.g. transport, internet provision

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinationa	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	504	18	48	93	345	0	0	504	185	146	168	202	26	86	65	17
Weighted	513	11	49	78	374	0	0	513	200	138	170	213	30	80	67	18
Significantly better	20%	15%	21%	11%	22%	*	*	20%	28%	12%	19%	23%	21%	23%	25%	16%
Somewhat better	34%	24%	36%	36%	33%	*	*	34%	37%	32%	30%	34%	21%	26%	42%	46%
About the same	26%	21%	19%	37%	25%	*	*	26%	22%	33%	27%	28%	35%	28%	23%	23%
Somewhat worse	15%	34%	13%	14%	15%	*	*	15%	9%	18%	19%	11%	16%	17%	7%	0%
Significantly worse	4%	6%	10%	2%	4%	*	*	4%	3%	5%	4%	4%	7%	5%	4%	15%
Don't know	1%	0%	0%	1%	1%	*	*	1%	1%	0%	1%	0%	0%	1%	0%	0%

Note:

BASE: Respondents who work for a multi-national company

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(95.A) Which of the following policy areas do you think should be the highest priority for the Government to help companies like yours? Select up to three

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Planning	9%	4%	12%	10%	10%	7%	11%	11%	10%	9%	11%	8%	13%	13%	6%	6%
Competition policy	8%	2%	6%	8%	12%	5%	12%	11%	13%	5%	11%	10%	4%	10%	9%	5%
Greater devolution to local government	7%	3%	6%	8%	8%	5%	8%	8%	8%	4%	11%	7%	3%	11%	9%	7%
Energy	41%	40%	41%	43%	40%	44%	43%	37%	40%	43%	36%	45%	34%	33%	35%	42%
Business taxes	33%	31%	38%	34%	32%	38%	29%	33%	32%	37%	27%	33%	29%	28%	32%	38%
Employment taxes	21%	12%	22%	27%	22%	21%	20%	24%	20%	20%	23%	25%	19%	18%	21%	22%
Sustainability and climate change	18%	13%	13%	16%	22%	14%	17%	22%	24%	14%	18%	21%	19%	10%	22%	16%
Health and social care	18%	15%	20%	20%	18%	17%	19%	17%	19%	16%	20%	16%	20%	20%	21%	14%
Regulation	17%	15%	24%	14%	17%	18%	20%	15%	16%	18%	18%	17%	19%	15%	16%	18%
Digital infrastructure and connectivity	15%	7%	9%	12%	21%	9%	16%	21%	19%	10%	19%	18%	13%	16%	21%	8%
Housing costs and availability	14%	13%	10%	17%	16%	12%	16%	16%	17%	11%	18%	16%	13%	15%	20%	14%
Immigration system	14%	11%	12%	13%	16%	14%	14%	14%	13%	12%	17%	12%	11%	16%	11%	5%
Closing gaps in regional economic performance (levelling up)	14%	10%	15%	17%	14%	12%	15%	15%	15%	12%	15%	13%	10%	19%	18%	12%
Transport Infrastructure	12%	12%	12%	13%	13%	12%	15%	12%	11%	12%	15%	11%	13%	15%	11%	6%
Trade policy	12%	9%	9%	16%	13%	9%	11%	17%	19%	9%	10%	15%	5%	10%	22%	12%
Don't Know	1%	4%	0%	1%	1%	1%	1%	1%	0%	2%	0%	0%	3%	0%	1%	0%
None of the above	4%	13%	3%	4%	1%	6%	1%	1%	1%	7%	1%	2%	8%	4%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(96.A) In the next section, we are going to ask you about a series of potential policy changes. To start, we would like you to pick the five policies which you think would have the most positive impact on the UK economy or society. Please select up to five.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Greater devolution to local government	9%	6%	5%	12%	11%	8%	9%	12%	12%	7%	10%	10%	8%	9%	11%	6%
Encouraging more low skill immigration	8%	6%	4%	7%	10%	5%	9%	9%	10%	6%	8%	10%	3%	9%	10%	8%
Increasing visas for international students	8%	5%	7%	8%	11%	7%	9%	11%	14%	5%	9%	10%	4%	13%	12%	8%
Reducing VAT	34%	43%	37%	34%	29%	43%	31%	28%	29%	41%	28%	31%	40%	31%	20%	28%
Reducing the main rate of corporation tax to 15%	32%	24%	37%	31%	33%	35%	27%	34%	31%	31%	32%	35%	28%	29%	32%	30%
Simplifying the tax system	31%	35%	32%	30%	28%	34%	30%	26%	25%	37%	25%	31%	33%	24%	31%	36%
Reforming business rates	25%	23%	34%	23%	23%	31%	24%	21%	26%	27%	21%	26%	18%	19%	16%	27%
Joining the EU s Single Market	23%	27%	19%	26%	22%	23%	25%	21%	20%	25%	26%	18%	23%	26%	9%	17%
Creating a government owned energy provider	22%	22%	24%	26%	21%	25%	22%	22%	23%	22%	22%	23%	18%	21%	23%	21%
Increased Government support for employee training	21%	11%	20%	23%	25%	18%	26%	23%	27%	16%	24%	23%	19%	17%	29%	16%
None of these would have a positive impact	2%	6%	2%	2%	0%	4%	0%	1%	1%	3%	1%	1%	4%	3%	1%	4%
Don t Know	2%	6%	3%	2%	0%	3%	1%	0%	1%	3%	0%	2%	3%	2%	3%	5%
Encouraging more high skill immigration	19%	13%	13%	20%	23%	15%	22%	22%	23%	16%	20%	22%	12%	18%	29%	16%
Reforming the planning system for building and infrastructure to make application simpler and quicker	18%	11%	16%	20%	21%	16%	23%	19%	21%	15%	22%	22%	15%	18%	27%	17%
Build more housing	18%	18%	20%	18%	18%	19%	21%	16%	19%	19%	17%	21%	16%	14%	19%	23%
Building more rail and road infrastructure	17%	15%	19%	14%	19%	18%	18%	17%	19%	16%	20%	15%	16%	20%	17%	11%
A sector strategy focused on supporting the competitiveness of UK s priority sectors	17%	8%	11%	20%	23%	8%	19%	25%	24%	12%	21%	21%	6%	16%	25%	14%
Significantly reducing the level of low skill immigration	16%	16%	13%	17%	16%	16%	15%	15%	17%	15%	14%	18%	12%	18%	18%	20%
Quicker grid connections to boost energy supply	15%	10%	13%	15%	17%	10%	15%	20%	18%	12%	18%	17%	11%	16%	18%	14%
Increasing the highest rate of income tax to 50p	13%	11%	11%	16%	14%	12%	13%	15%	15%	11%	15%	14%	9%	19%	17%	8%
Speeding up access to universal gigabit and/or fibre internet	12%	11%	11%	11%	14%	8%	14%	15%	14%	10%	15%	13%	10%	14%	11%	7%
Significantly reducing the level of high skill immigration	10%	6%	9%	10%	13%	5%	15%	13%	9%	9%	14%	10%	10%	13%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(97.A) Of those, which would say would have the MOST positive impact on the UK economy or society? Please pick only ONE

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1431	324	235	252	620	491	317	496	392	641	369	420	151	227	118	106
Weighted	1438	256	267	225	690	475	350	508	405	629	378	445	149	226	124	98
Reforming the planning system for building and infrastructure to make application simpler and quicker	5%	2%	4%	5%	7%	4%	5%	6%	7%	4%	5%	5%	2%	4%	7%	3%
Reducing the main rate of corporation tax to 15%	10%	6%	16%	9%	10%	13%	8%	10%	11%	11%	10%	10%	6%	13%	12%	13%
Reducing VAT	12%	16%	15%	11%	10%	17%	9%	10%	10%	13%	11%	12%	13%	11%	6%	9%
Simplifying the tax system	8%	11%	8%	6%	7%	9%	8%	7%	5%	11%	5%	9%	11%	4%	9%	11%
Encouraging more high skill immigration	4%	2%	3%	6%	4%	3%	4%	5%	6%	3%	4%	5%	5%	6%	10%	2%
Encouraging more low skill immigration	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	2%	1%	0%	2%	1%	1%
Significantly reducing the level of high skill immigration	2%	0%	2%	2%	2%	0%	2%	2%	1%	1%	4%	1%	0%	3%	1%	2%
Significantly reducing the level of low skill immigration	4%	5%	4%	4%	3%	5%	4%	3%	3%	5%	3%	4%	1%	5%	2%	12%
Increasing visas for international students	1%	0%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%
Reforming business rates	7%	4%	9%	9%	6%	9%	8%	4%	7%	8%	3%	9%	4%	2%	6%	10%
Speeding up access to universal gigabit and/or fibre internet	2%	1%	2%	2%	3%	1%	2%	3%	2%	1%	4%	1%	1%	4%	0%	0%
Greater devolution to local government	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	3%	1%	4%	3%	1%	1%
Building more rail and road infrastructure	4%	2%	3%	2%	5%	4%	5%	3%	3%	4%	3%	3%	8%	2%	4%	2%
Joining the EU s Single Market	12%	18%	7%	14%	11%	11%	12%	11%	9%	14%	12%	10%	17%	12%	5%	10%
Increasing the highest rate of income tax to 50p	2%	2%	1%	3%	3%	2%	1%	3%	3%	2%	2%	3%	2%	4%	2%	1%
Increased Government support for employee training	4%	3%	4%	7%	4%	3%	4%	5%	5%	3%	5%	5%	5%	4%	7%	2%
Build more housing	5%	8%	4%	4%	4%	4%	6%	3%	4%	5%	6%	4%	4%	6%	4%	8%
A sector strategy focused on supporting the competitiveness of UK s priority sectors	5%	3%	2%	5%	7%	2%	6%	7%	8%	3%	5%	7%	2%	5%	10%	2%
Quicker grid connections to boost energy supply	3%	1%	3%	2%	3%	2%	4%	3%	3%	1%	5%	3%	2%	2%	3%	4%
Creating a government owned energy provider	5%	5%	7%	5%	5%	6%	5%	6%	6%	6%	5%	6%	6%	6%	8%	5%
Don't know	2%	6%	2%	1%	1%	3%	1%	1%	1%	3%	2%	1%	5%	1%	1%	2%

Note:

BASE: Did not select 'None of the above' to the previous question

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(98.A) Next, we would like you to select the five policies which you think would have the least or worst impact on the UK economy or society. Select up to five.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Simplifying the tax system	9%	4%	6%	13%	10%	7%	11%	11%	12%	7%	8%	11%	6%	7%	10%	5%
Reforming business rates	9%	4%	8%	6%	12%	7%	8%	12%	12%	6%	10%	9%	6%	11%	9%	5%
None of these would have a negative impact	7%	10%	8%	4%	8%	9%	8%	7%	6%	10%	5%	9%	10%	6%	9%	10%
Increasing the highest rate of income tax to 50p	25%	21%	22%	25%	28%	23%	22%	30%	26%	23%	28%	25%	21%	25%	27%	22%
Encouraging more low skill immigration	24%	27%	23%	26%	23%	23%	25%	25%	26%	26%	20%	26%	19%	22%	26%	29%
Significantly reducing the level of high skill immigration	19%	19%	19%	17%	20%	17%	23%	19%	23%	19%	17%	19%	11%	14%	19%	22%
Increasing visas for international students	18%	19%	22%	18%	17%	19%	21%	16%	21%	18%	16%	19%	20%	19%	23%	19%
Significantly reducing the level of low skill immigration	17%	14%	20%	16%	18%	19%	19%	16%	21%	14%	18%	18%	14%	18%	20%	21%
Greater devolution to local government	17%	13%	11%	22%	18%	15%	17%	18%	16%	17%	17%	18%	15%	17%	12%	8%
Joining the EU's Single Market	17%	18%	20%	17%	16%	19%	19%	14%	19%	18%	15%	19%	15%	15%	21%	23%
Creating a government owned energy provider	15%	12%	12%	17%	18%	14%	14%	19%	17%	12%	20%	16%	10%	14%	19%	8%
Reforming the planning system for building and infrastructure to make application simpler and quicker	13%	11%	9%	16%	15%	10%	16%	14%	14%	11%	16%	13%	11%	19%	20%	8%
Speeding up access to universal gigabit and/or fibre internet	12%	7%	9%	16%	15%	11%	13%	15%	14%	7%	20%	12%	7%	13%	14%	8%
Building more rail and road infrastructure	12%	8%	11%	16%	12%	10%	11%	15%	14%	10%	12%	16%	14%	11%	16%	12%
Build more housing	12%	13%	10%	11%	12%	11%	10%	13%	11%	11%	13%	10%	14%	9%	12%	20%
A sector strategy focused on supporting the competitiveness of UK's priority sectors	12%	9%	13%	16%	12%	10%	13%	15%	14%	9%	16%	12%	7%	18%	15%	8%
Quicker grid connections to boost energy supply	12%	7%	13%	11%	14%	10%	12%	14%	15%	8%	15%	10%	6%	17%	14%	10%
Reducing the main rate of corporation tax to 15%	11%	8%	10%	13%	12%	9%	11%	14%	10%	10%	13%	10%	12%	12%	8%	7%
Encouraging more high skill immigration	11%	8%	11%	16%	11%	10%	16%	9%	13%	10%	12%	14%	5%	16%	13%	9%
Increased Government support for employee training	11%	5%	13%	14%	12%	7%	10%	16%	13%	8%	15%	10%	6%	14%	15%	10%
Reducing VAT	10%	5%	10%	13%	11%	10%	10%	12%	13%	9%	10%	13%	9%	12%	14%	6%
Don't know	8%	16%	7%	5%	5%	10%	7%	4%	4%	12%	2%	6%	16%	5%	2%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(99.A) Next, we would like you to select the five policies which you think would have the most positive impact on your own business. Select up to five

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Encouraging more low skill immigration	9%	4%	8%	11%	11%	5%	10%	14%	10%	7%	11%	11%	5%	13%	13%	10%
Significantly reducing the level of low skill immigration	9%	5%	6%	10%	13%	6%	12%	12%	12%	7%	10%	14%	7%	6%	15%	6%
Increasing the highest rate of income tax to 50p	9%	4%	7%	9%	12%	4%	11%	14%	12%	6%	12%	12%	8%	11%	17%	7%
Significantly reducing the level of high skill immigration	8%	2%	9%	10%	10%	5%	11%	12%	8%	6%	13%	10%	5%	12%	11%	10%
Increasing visas for international students	8%	2%	8%	10%	9%	4%	9%	12%	9%	4%	12%	8%	3%	14%	12%	6%
None of these would have a positive impact	6%	16%	6%	3%	2%	10%	2%	2%	3%	9%	2%	4%	8%	5%	2%	8%
Reducing VAT	33%	34%	37%	30%	31%	38%	28%	31%	32%	36%	28%	36%	26%	27%	28%	39%
Don't Know	3%	9%	3%	3%	1%	5%	2%	1%	1%	5%	2%	2%	7%	4%	1%	3%
Reducing the main rate of corporation tax to 15%	29%	20%	30%	32%	32%	33%	32%	27%	34%	27%	29%	31%	24%	26%	25%	19%
Reforming business rates	27%	20%	33%	29%	26%	30%	30%	24%	33%	27%	19%	32%	20%	16%	31%	31%
Simplifying the tax system	25%	31%	25%	30%	21%	29%	23%	21%	26%	27%	18%	26%	27%	17%	23%	31%
Increased Government support for employee training	22%	6%	22%	22%	28%	18%	28%	25%	31%	16%	24%	26%	24%	19%	34%	16%
Encouraging more high skill immigration	18%	6%	16%	22%	23%	14%	23%	22%	23%	14%	22%	21%	12%	21%	23%	18%
Joining the EU's Single Market	18%	18%	12%	22%	19%	18%	17%	19%	15%	20%	20%	14%	18%	20%	9%	13%
A sector strategy focused on supporting the competitiveness of UK's priority sectors	16%	7%	13%	15%	21%	10%	16%	23%	23%	10%	18%	17%	17%	15%	24%	14%
Speeding up access to universal gigabit and/or fibre internet	15%	13%	13%	13%	17%	9%	20%	16%	16%	13%	16%	14%	14%	17%	17%	13%
Quicker grid connections to boost energy supply	15%	6%	18%	16%	17%	10%	18%	20%	22%	11%	15%	18%	9%	15%	27%	11%
Creating a government owned energy provider	15%	13%	13%	18%	16%	15%	15%	18%	18%	13%	17%	16%	10%	19%	20%	14%
Building more rail and road infrastructure	14%	10%	12%	17%	16%	13%	17%	15%	13%	13%	18%	13%	14%	14%	6%	10%
Reforming the planning system for building and infrastructure to make application simpler and quicker	13%	5%	9%	12%	18%	8%	15%	17%	14%	10%	15%	14%	8%	12%	19%	7%
Build more housing	12%	8%	12%	17%	11%	11%	16%	9%	14%	10%	11%	13%	15%	11%	16%	9%
Greater devolution to local government	10%	5%	8%	10%	12%	8%	9%	12%	12%	8%	10%	9%	11%	8%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(100.A) Which of the following is closest to your view?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Businesses like mine would do better with lower taxes and less government spending	44%	46%	47%	48%	40%	52%	38%	40%	48%	45%	36%	49%	40%	40%	46%	54%
The level of taxation and public spending is about right for a business like mine	38%	31%	35%	39%	42%	31%	44%	42%	36%	38%	42%	36%	39%	40%	38%	29%
Businesses like mine would do better with higher taxes and more government spending	12%	7%	10%	12%	15%	9%	13%	15%	14%	8%	17%	13%	9%	14%	16%	11%
Don't know	6%	16%	8%	1%	4%	9%	5%	2%	2%	9%	5%	2%	12%	6%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(101.A) Some experts have argued that UK businesses do not invest enough on average. In your opinion, what are the most important reasons why businesses do not invest more? Please select up to three.

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
High interest rates	38%	31%	37%	42%	41%	38%	34%	45%	41%	37%	36%	43%	34%	37%	42%	44%
Taxes on investment are too high	30%	22%	27%	39%	33%	28%	32%	34%	34%	28%	31%	33%	24%	29%	38%	33%
Domestic economic uncertainty	30%	34%	30%	30%	29%	34%	28%	26%	27%	32%	30%	26%	31%	36%	27%	18%
Political uncertainty	26%	27%	26%	27%	25%	25%	29%	23%	24%	27%	24%	23%	23%	27%	22%	30%
Global economic uncertainty	25%	17%	24%	24%	28%	21%	26%	29%	29%	24%	21%	27%	20%	22%	25%	19%
Lack of affordable finance	25%	22%	29%	26%	24%	25%	25%	26%	26%	23%	29%	24%	20%	29%	28%	23%
Shortage of skilled workers	19%	8%	16%	16%	26%	15%	20%	24%	27%	13%	21%	23%	12%	16%	25%	21%
Not enough customer demand	17%	19%	20%	14%	15%	16%	16%	16%	14%	18%	18%	13%	15%	22%	15%	16%
Not sure would help their business	15%	20%	18%	15%	11%	18%	12%	13%	14%	17%	13%	14%	15%	13%	13%	22%
Geopolitical uncertainty	14%	8%	12%	19%	16%	8%	20%	18%	17%	11%	19%	20%	8%	13%	19%	13%
None of the above	3%	6%	1%	3%	2%	3%	2%	1%	3%	3%	1%	3%	3%	3%	4%	5%
Don't know	3%	8%	3%	2%	2%	4%	2%	1%	1%	5%	1%	3%	7%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(102.A) Which of the following comes closest to your view concerning the Government's approach to businesses in the UK?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
The needs of businesses are a top priority for the UK Government	19%	10%	12%	22%	25%	13%	17%	29%	31%	14%	18%	29%	14%	16%	35%	15%
The needs of businesses are an important priority to the UK Government, but not a top priority	49%	37%	49%	49%	54%	42%	59%	52%	50%	46%	56%	51%	44%	47%	51%	42%
The needs of businesses are not that important to the UK Government	20%	26%	27%	21%	14%	27%	16%	15%	13%	24%	20%	14%	23%	22%	10%	30%
The needs of businesses are not at all important to the UK Government	7%	15%	8%	6%	4%	13%	5%	3%	4%	10%	5%	4%	9%	12%	2%	7%
Don't know	4%	12%	4%	2%	2%	6%	2%	2%	2%	6%	1%	2%	10%	3%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(103.A) Which of the following comes closest to your view concerning the Government's approach to the sector your business operates in?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
My sector is a top priority for the UK Government	14%	3%	8%	16%	20%	4%	15%	24%	22%	10%	13%	21%	7%	13%	23%	9%
My sector is an important priority to the UK Government, but not a top priority	35%	12%	29%	41%	44%	27%	43%	41%	41%	27%	43%	42%	33%	31%	49%	27%
My sector is not that important to the UK Government, but more important than some sectors	30%	27%	40%	34%	27%	35%	33%	25%	28%	31%	30%	28%	27%	34%	26%	39%
My sector is not at all important to the UK Government, and most other sectors are a higher priority for the UK Government	17%	48%	20%	8%	6%	28%	7%	8%	6%	27%	12%	8%	25%	19%	1%	22%
Don't Know	4%	10%	4%	1%	3%	6%	3%	2%	3%	5%	2%	2%	9%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size

(104.A) Finally, how do you personally plan to vote in the next general election?

	Total	Business Size				Locations			Headcount			Business Success(1)			Business Success(2)	Business Success(3)
		Micro	Small	Medium	Large	Local	National	Multinational	Growing	Stagnant	Shrinking	Growing Business	Stagnant Business	Declining Business	Rapidly Growing Business	Growing Small Business
Unweighted	1500	365	245	262	628	532	324	504	401	687	379	433	166	241	123	116
Weighted	1500	290	280	234	696	513	356	513	414	672	385	458	161	238	128	109
Conservative	28%	26%	28%	28%	29%	28%	28%	30%	33%	28%	24%	31%	30%	23%	24%	17%
Labour	32%	24%	38%	35%	33%	31%	33%	35%	32%	30%	39%	33%	25%	33%	31%	41%
Liberal Democrat	10%	9%	6%	10%	12%	8%	10%	13%	11%	9%	12%	9%	12%	11%	14%	9%
Green Party	5%	7%	3%	7%	5%	4%	4%	7%	5%	5%	6%	4%	3%	8%	5%	3%
Reform UK	7%	10%	8%	5%	7%	8%	9%	5%	6%	9%	5%	8%	6%	10%	7%	9%
Another party	3%	1%	4%	1%	4%	3%	5%	2%	3%	3%	4%	2%	3%	4%	2%	3%
I will not vote	4%	6%	4%	6%	3%	6%	3%	3%	3%	5%	5%	2%	6%	5%	3%	9%
Don't Know	9%	17%	8%	10%	6%	12%	7%	6%	6%	5%	12%	8%	7%	16%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Jan - 15th Jan 2024

Data weighted by region, sector, and business size