

London First | Labour and Business

Methodology

BritainThinks conducted a survey of 104 'business leaders' between 12th-13th July. All 'business leaders' were director level or above at organisations with 50 employees or more. The survey ensured a good spread of region, seniority, business size and sector.

Findings by question

Q.1 Which of the following issues, if any, would you say are the greatest challenges facing Business in the UK over the next five years? Please select up to three.

	%
Brexit	51%
The prospect of a Labour Government	38%
High levels of business taxation (e.g. corporation tax, business rates)	25%
UK Productivity	24%
Lack of investment in infrastructure	22%
Protectionism and opposition to free trade	21%
High housing costs (impact of recruitment and retention of employees)	18%
Lack of investment in education and training by Government	17%
Lack of investment in education and training by business	10%
Restrictive policies on skilled immigration	9%
Lack of trust in business	7%

Q.2 How familiar or unfamiliar would you say you are you with each of the following political parties' business policies?

	Labour Party	Conservative Party
NET: Familiar	78%	81%
Very familiar	33%	36%
Fairly familiar	45%	45%
NET: Unfamiliar	22%	19%
Very unfamiliar	7%	5%
Fairly unfamiliar	15%	14%

Q.3 The following are all policy ideas that the UK political parties have suggested introducing. To what extent do you think that each of these policies is a good idea or a bad idea? Please answer on a scale where 0 is an extremely bad idea and 10 is an extremely good idea.

	0-2 (Bad idea)	3-7	8-10 (Good idea)
Bring rail and water industries, and the Post Office, back into Government ownership (renationalisation)	33%	37%	28%
Tax rises on top 5% of earners (those who earn over £70,000 per year)	31%	45%	23%
Raise corporation tax from the current rate of 19% to 26% by 2020-21	31%	56%	13%
Double paid paternity leave to four weeks and increase paternity pay	27%	46%	24%
Strengthen workers' rights (e.g. banning zero hours contracts, increasing trade union power)	23%	54%	22%
No rise in income tax for 95% of workers with only those earning £80,000 or more paying more in personal income tax	15%	56%	26%
Raise Minimum Wage to the level of the Living Wage (£10 an hour by 2020) for all those aged 18+	14%	54%	31%

Work towards a 20:1 pay ratio between highest and lowest paid workers, and introduce fines for companies that exceed this	13%	63%	21%
Help small businesses (e.g. with lower corporate tax rate and reform to business rates)	3%	49%	47%

Q.4 If there were a General Election tomorrow, which of the following political parties do you think would be the best party for...

	Labour Party	Conservative Party	Neither
The UK economy	20%	59%	21%
Small businesses in the UK	18%	63%	19%
Large businesses in the UK	21%	63%	15%
My business	22%	58%	20%
Securing a good Brexit deal	16%	40%	43%
Running the country well	20%	50%	30%

Q.5 Thinking about the next General Election, what impact, if any, do you think a Labour Government would have on each of the following?

	Negative impact	No impact	Positive impact
Large business in the UK	68%	13%	15%
The UK economy	64%	13%	19%
'My business'	61%	11%	25%
UK business overall	61%	13%	22%
Small business in the UK	58%	13%	27%

Q.6 For each of the following pairs, please say who you think better understands the concerns of British business overall.

Labour Party (32%)	Conservative Party (68%)
Jeremy Corbyn (20%)	Theresa May (80%)
John McDonnell - Shadow Chancellor of the Exchequer (23%)	Phillip Hammond Chancellor of the Exchequer (77%)
Rebecca Long-Bailey Shadow Secretary of State for Business, Energy and Industrial Strategy (26%)	Greg Clark - Secretary of State for Business, Energy and Industrial Strategy (74%)

Q.7 For each of the following issues, please say whether you think UK businesses would be better off under a Conservative or Labour Government.

	Labour Government	Conservative Government	Don't know
Workers' rights	52%	32%	16%
Investment in skills (e.g. education and training)	38%	43%	18%
Investment in infrastructure	35%	50%	15%
Immigration	26%	51%	23%
Brexit	25%	47%	28%
Corporation tax	21%	67%	12%
Productivity	21%	61%	18%
Attracting investment to the UK	19%	65%	15%

Q.8 How prepared or unprepared do you think that each of the following are for a Labour led Government?

	UK business overall	My business
NET: Prepared	32%	40%
Very prepared	8%	9%
Fairly prepared	24%	32%
NET: Unprepared	62%	48%
Very unprepared	21%	17%
Fairly unprepared	40%	31%
Don't know	7%	12%

Q.9 Which of the following actions, if any, have you or your business taken in preparation for the prospect of a Labour Government?

	%
NET: Any	76%
Discussed informally with a colleague the impact of a Labour Government on our business	37%
Discussed the impact of a Labour Government on my sector with others in my sector (e.g. other companies, a trade association or professional body)	33%
Researched Labour's business policies	24%
Read Labour's manifesto from the 2017 General Election	24%
Had a meeting to discuss with colleagues the impact of a Labour Government on our business	19%
Taken external, professional advice/ consultancy	16%

Attended an external event for work where the impact of a Labour Government on business was discussed	13%
None of the above	24%

Q.10 The next election is due to be held on the 5th May 2022. How likely or unlikely do you think it is that there will be an early election before this date?

	%
NET: Likely	69%
Very likely	21%
Fairly likely	48%
NET: Unlikely	25%
Very unlikely	5%
Fairly unlikely	20%
Don't know	6%

Q.11 At the next General Election, which of the following do you think will be the most likely outcome?

	%
Any Conservative led Government	55%
Conservative led minority Government	38%
Conservative majority Government	17%
Any Labour led Government	31%
Labour led minority Government	21%
Labour majority Government	10%

Q.12 To what extent do you agree or disagree with each of the following statements?

	Agree	Disagree
The UK Government should do more to support UK businesses	79%	15%
UK businesses will be less profitable after Brexit	60%	30%
The UK Government should do more to protect workers' rights	58%	36%
The UK Government has a good relationship with UK business	55%	38%
UK businesses are struggling at the moment	53%	44%
The UK Government should do more to regulate UK business	47%	46%
UK businesses should be taxed more on the profits they make	41%	51%
The Labour party leadership has a good relationship with UK business	24%	65%