

Captains of Industry 2016

FT release

19/01/2016



Ipsos Loyalty



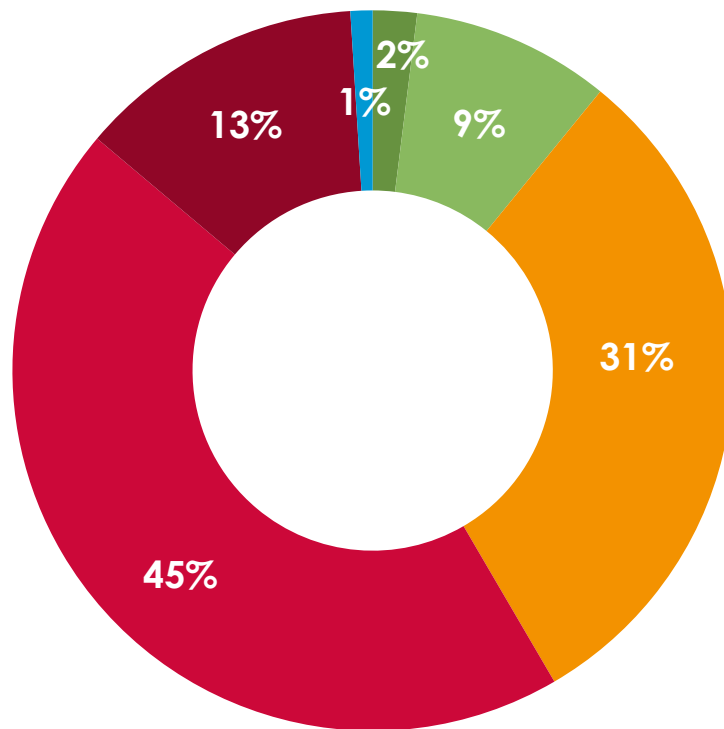
Captains of Industry 2016

- Topline data shown here are based on a total of 114 interviews conducted with Captains of Industry;
- Fieldwork was conducted between 12th September and 9th December 2016;
- Unless otherwise stated, each question is based on all Captains of Industry answering;
- Where data does not total 100%, this is due to rounding or multi-coded responses.

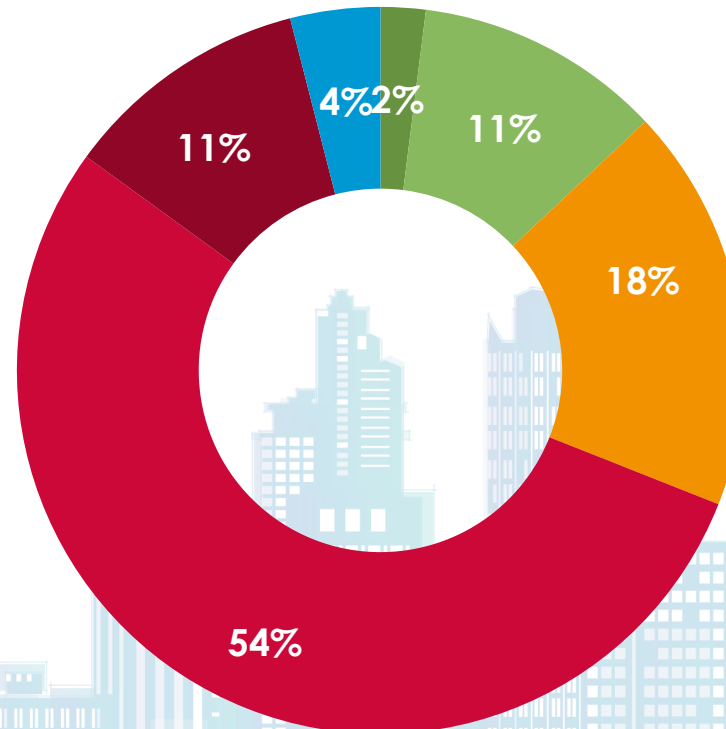
Brexit impact on business situation

CEU2A. ...do you think that the business situation of your company is / will be more positive or negative so far compared to what it would have been if the UK had voted to stay in the EU, or has it made no difference?

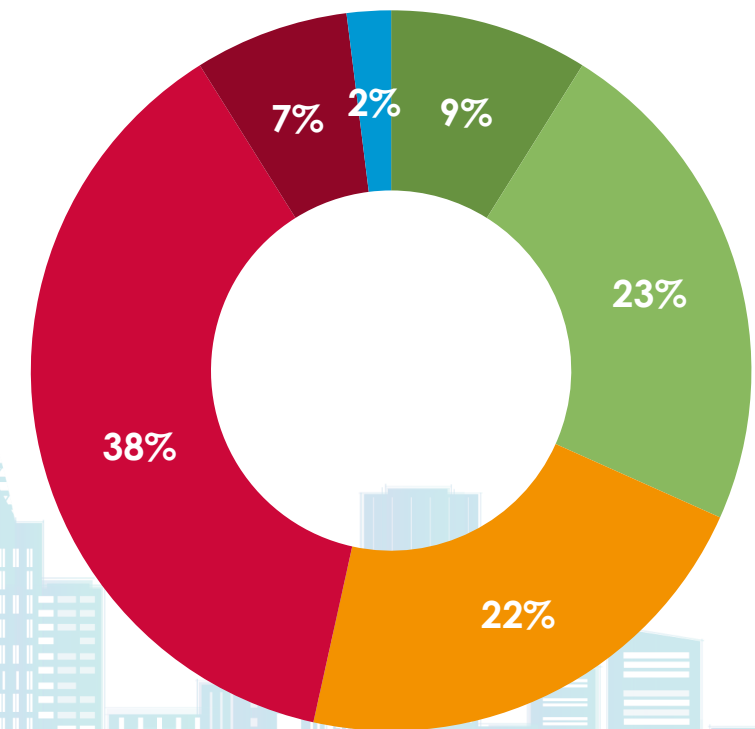
Since the referendum



In 12 months time



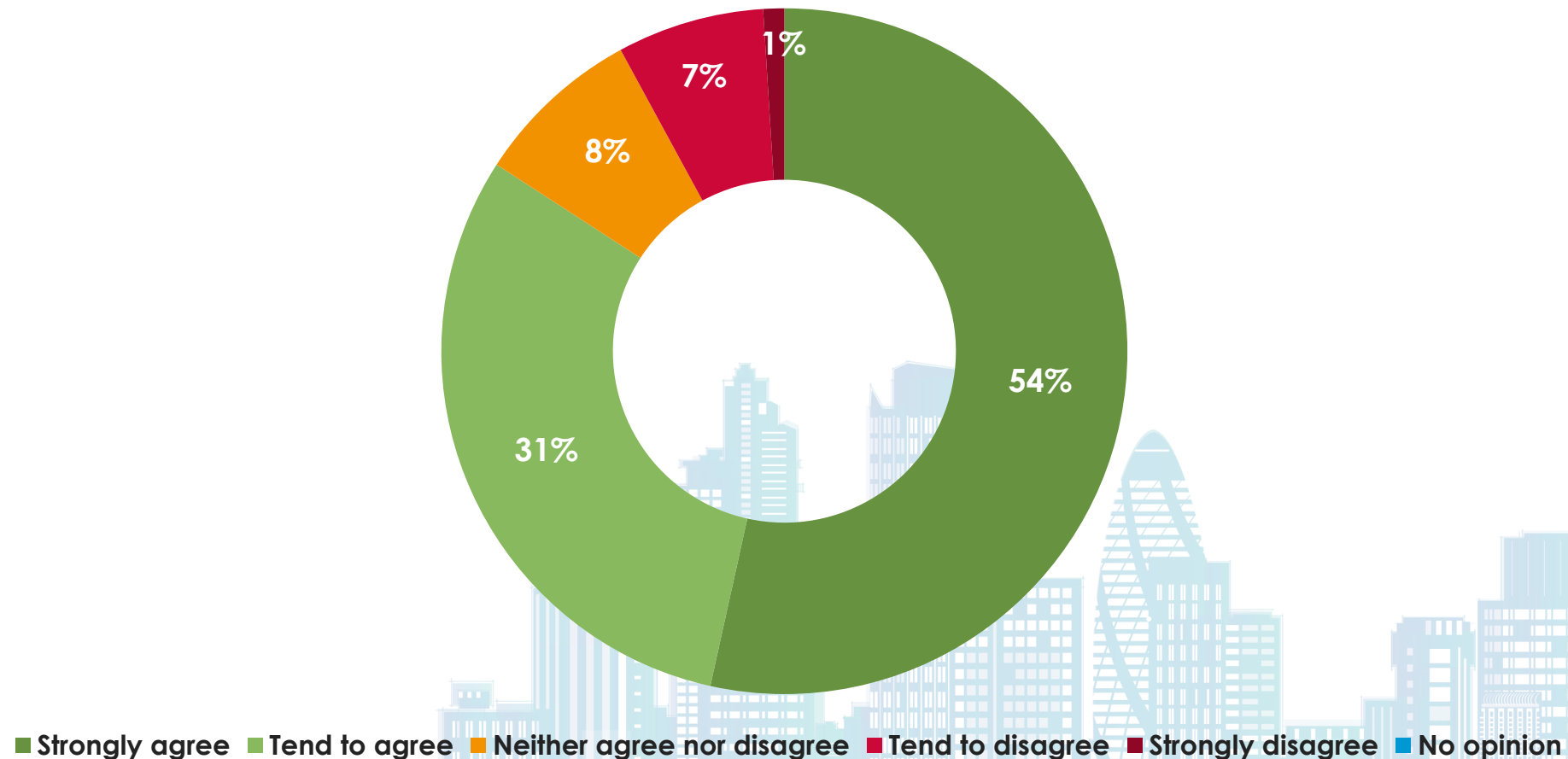
In 5 years time



■ A lot more positive ■ A little more positive ■ Makes no difference
■ A little more negative ■ A lot more negative ■ No opinion

Over half of Captains strongly agree that how well the government handles Brexit negotiations is vital to their business

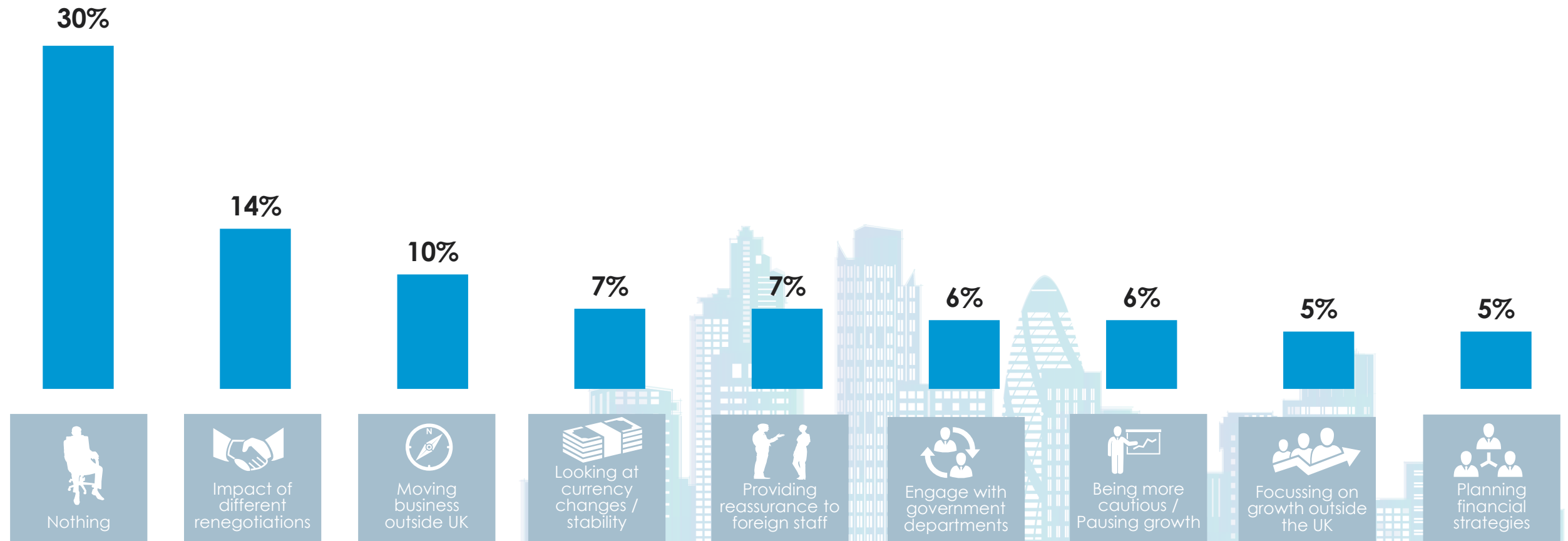
C3. To what extent do you agree with the following statement? How well the government handles Brexit negotiations is vital to my business.



Nearly 1/3 of Captains are not currently pursuing any actions as a result of the UK leaving the EU

CEU4. What action, if any, is your business currently taking as a result of the decision to leave the EU?

Top mentions



Majority of Captains agree that they are confident that their company can adapt to the consequences of leaving the EU

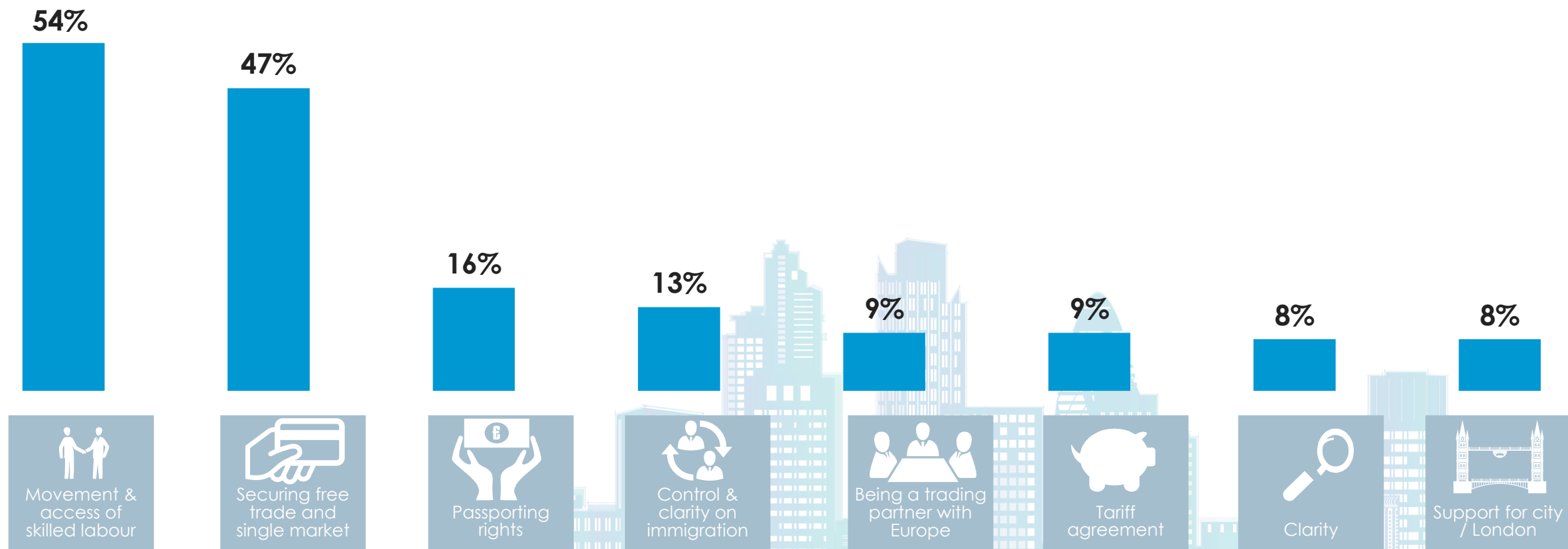
CEU8. To what extent do you agree or disagree with the following statements about the UK's relationship with the EU?



Most important things to achieve during Brexit negotiations

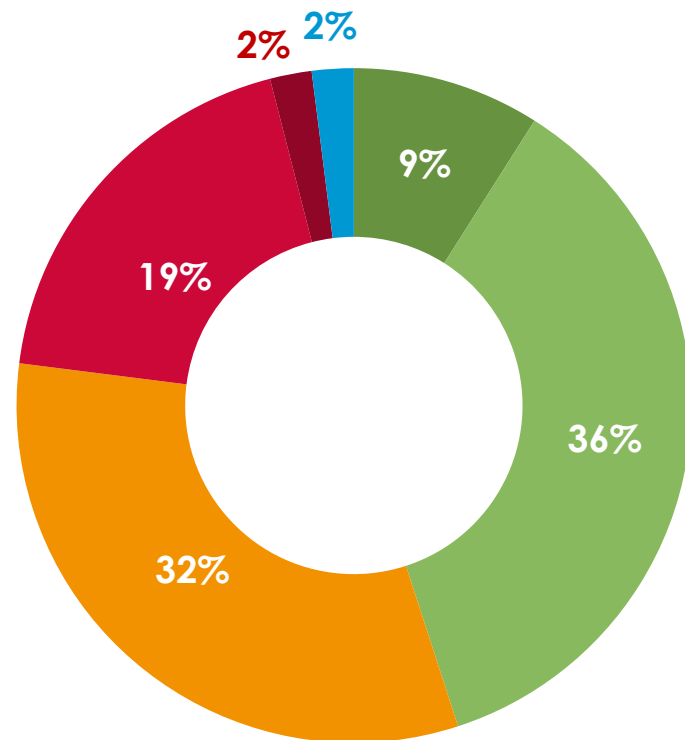
CEU3. During the negotiations to leave the EU, what are the most important things for your business for the UK to try to obtain?

Top mentions

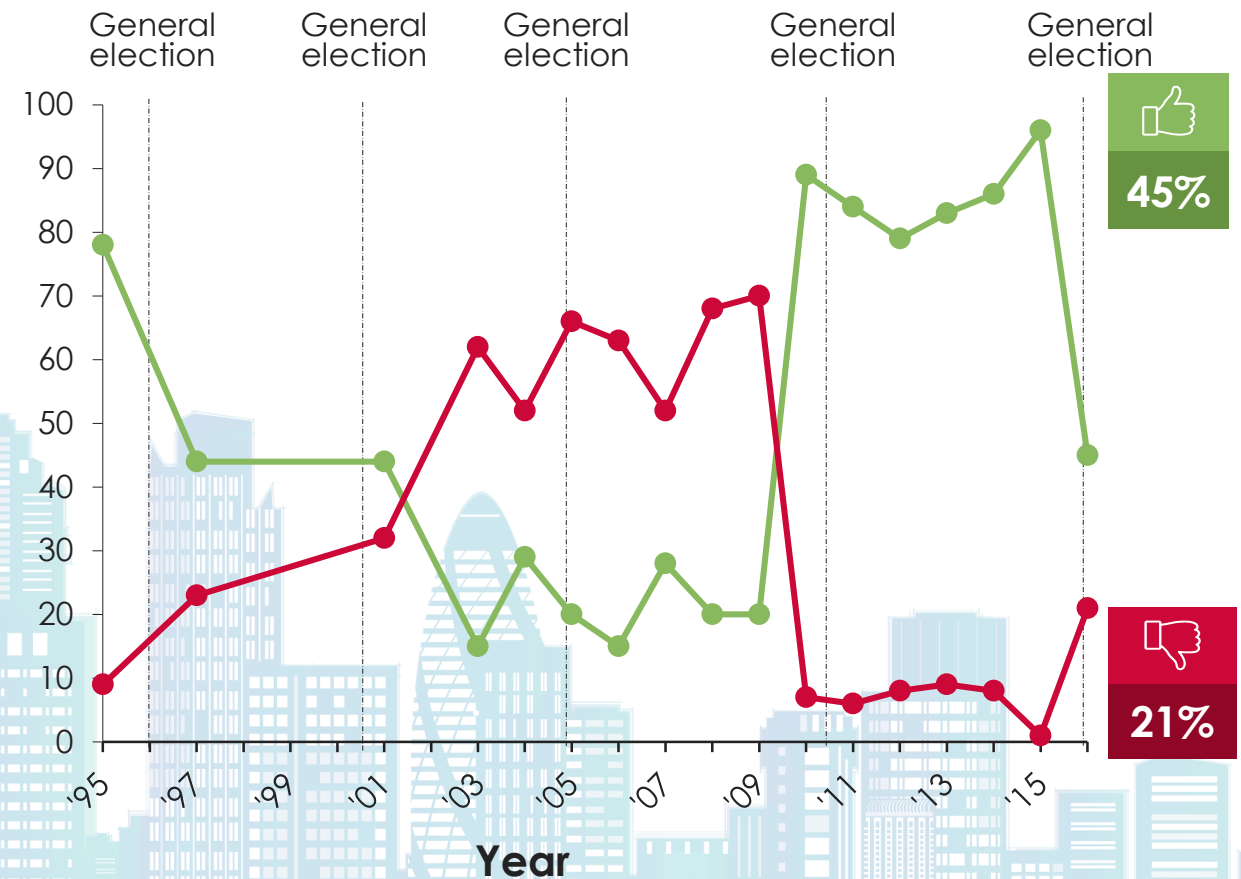


A fifth of Captains disagree that in the long term the government's policies will improve the state of the British economy

C3. To what extent do you agree with the following statement? In the long term, this government's policies will improve the state of the British economy



■ Strongly agree
■ Tend to agree
■ Neither agree nor disagree
■ Tend to disagree
■ Strongly disagree
■ No opinion



Opinion on the Government's industrial strategy

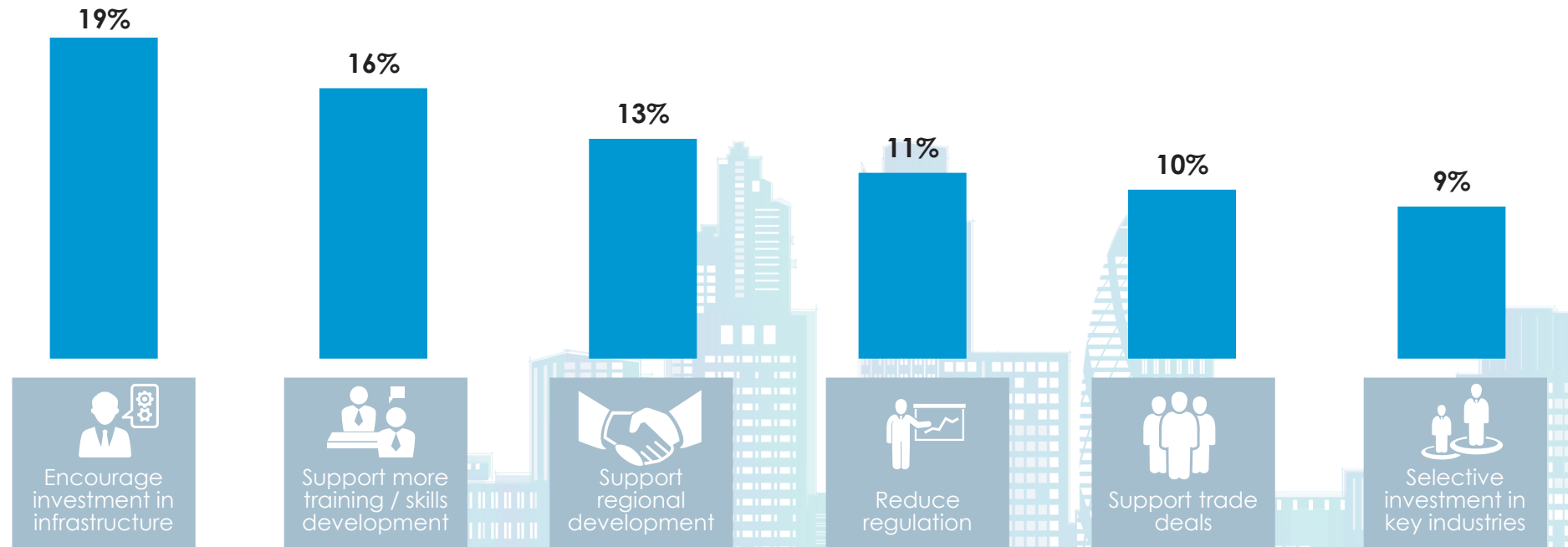
C3. To what extent do you agree with the following statement?



Base: British Captains of Industry (114) Interviewed Sept – Dec 2016

C.100. And, what policies do you think the government's industrial strategy should include?

Top mentions

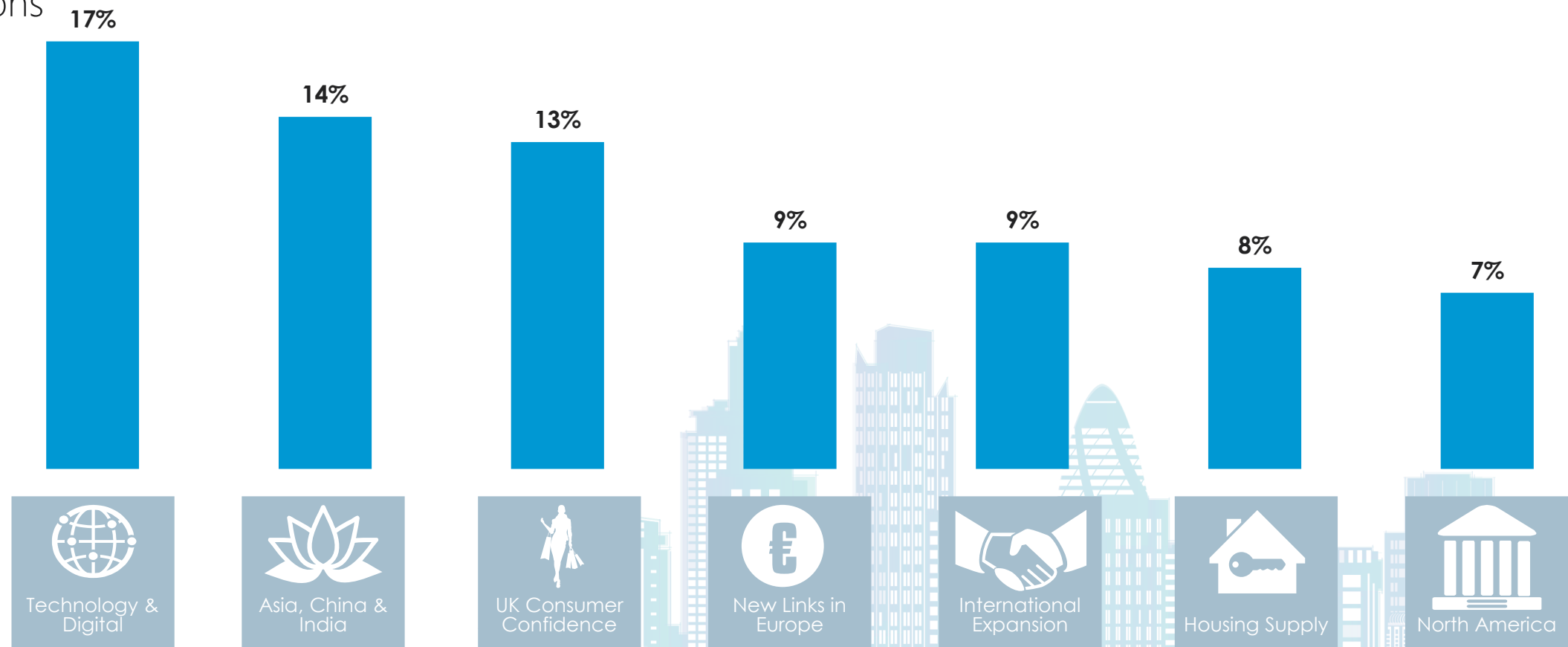


Base: All British Captains of Industry who expressed an opinion on the government's new industrial strategy effectively encouraging growth (108) Interviewed Sept – Dec 2016

Technology and Digital are considered to be the main areas for business growth opportunities

C101. From where do you believe the best growth opportunities will come for your business over the next 5 years?

Top mentions



Reducing the level/complexity of regulation and keep it easy to recruit EU staff are most important to be successful post Brexit

CEU7. Using a scale from 1 to 5 where 1 means it is not at all important and 5 means it is extremely important, please say how important each of the following will be for your business in order to be successful in a post-Brexit UK?

