

# Captains of Industry

2016 Study Results

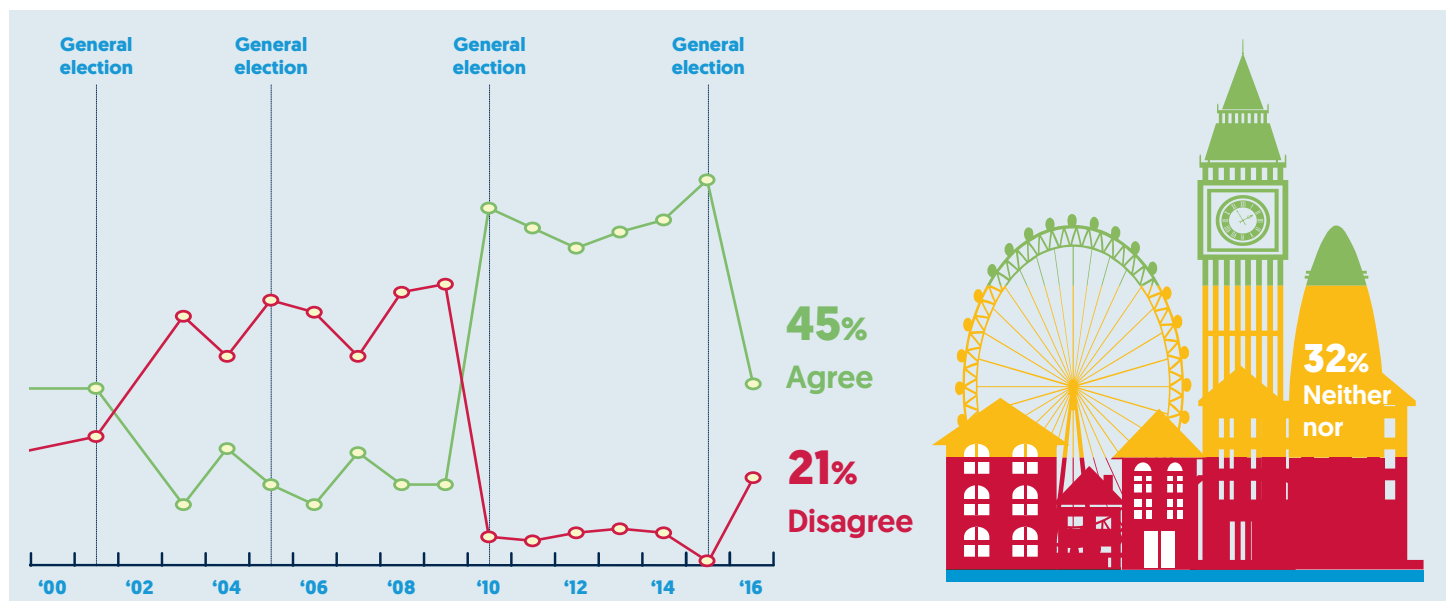
## The Economy

Captains predict a worsening of the UK's economy, with a dramatic shift in attitude from previous years

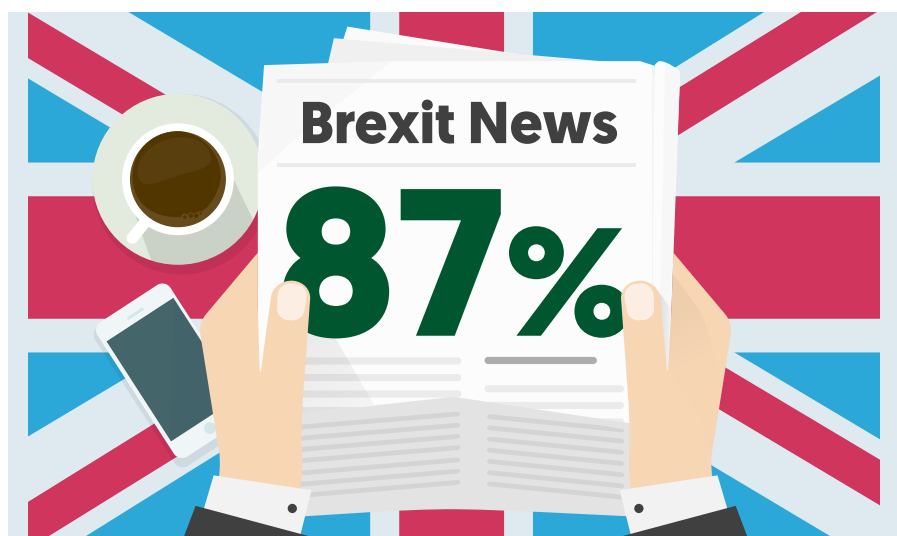


There has also been a change in opinion on government policies improving the state of the economy

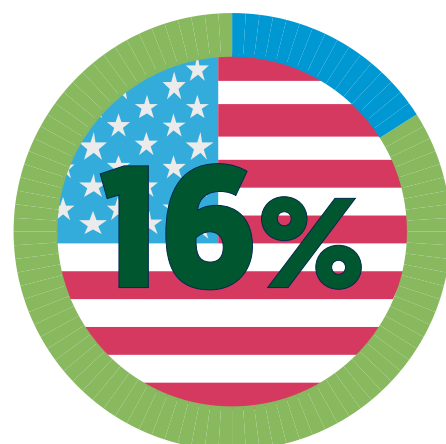
N.B.: Government as at Autumn 2016



## Brexit

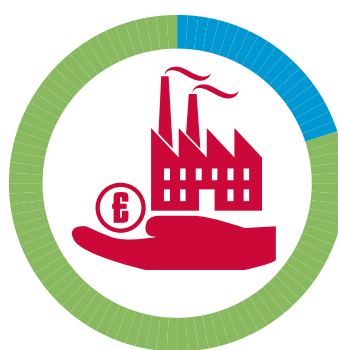


of Captains see dealing with Brexit renegotiations/uncertainty as the most important issue facing Britain today



see the US Election Results as the most important issue facing Britain

The most important problems facing their companies today are:



**20%**

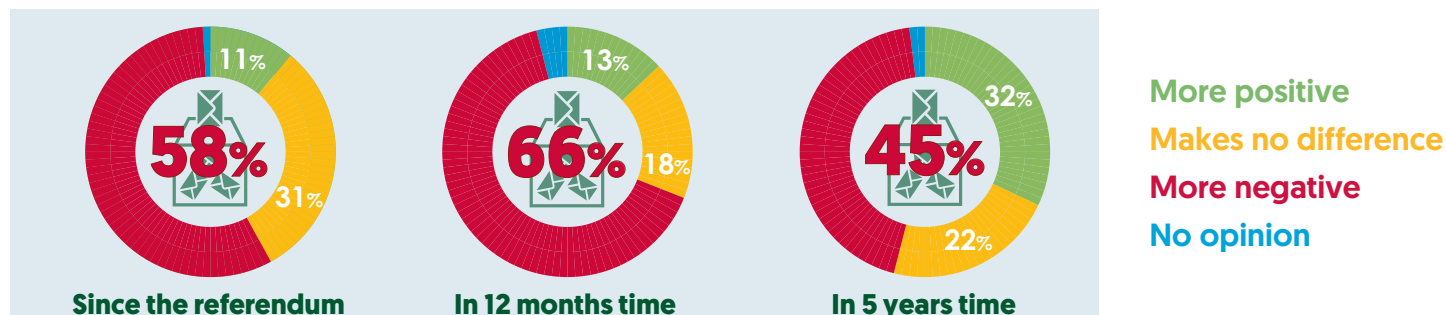
Lack of industrial investment and economic growth



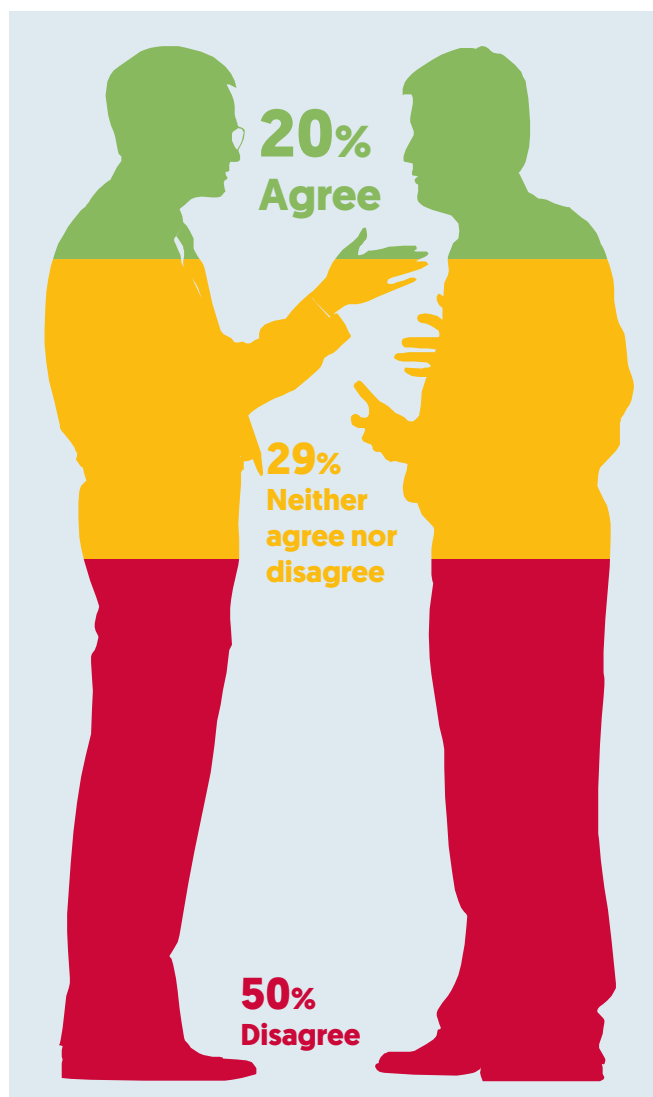
**12%**

Finding and retaining the best staff

## Captains anticipate a more negative business situation in the next 12 months, but with improvement in the long term



**1 in 5** Captains agree that they are confident in the ability of the Government to negotiate the best deal possible for UK businesses



Most important things to obtain for Captains' businesses during negotiations to leave the EU:



**54%**

Movement of/  
access to skilled  
labour



**47%**

Securing free  
trade and the  
Single Market

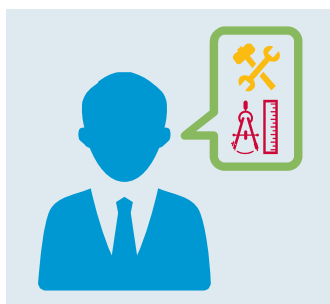
## Industrial Strategy

Top policies that Captains state the government's industrial strategy should include:



**19%**

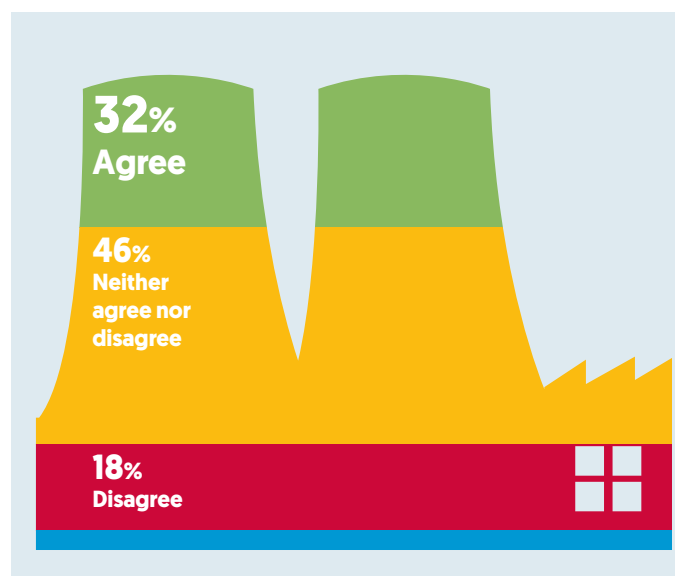
Encourage investment in infrastructure



**16%**

Support more training/skills development

**1 in 3** agree that the current industrial policy will strengthen the North economy



## Infrastructure

According to Captains, infrastructure investment priorities should lie in:



High speed broadband



**68%**

New housing supply

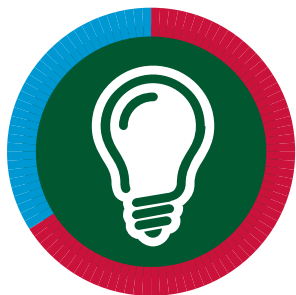


**66%**

Airports

## 35 Years of Captains

If you compare the world today with 1981:



**66%**

say the security of the UK energy supply is **worse**



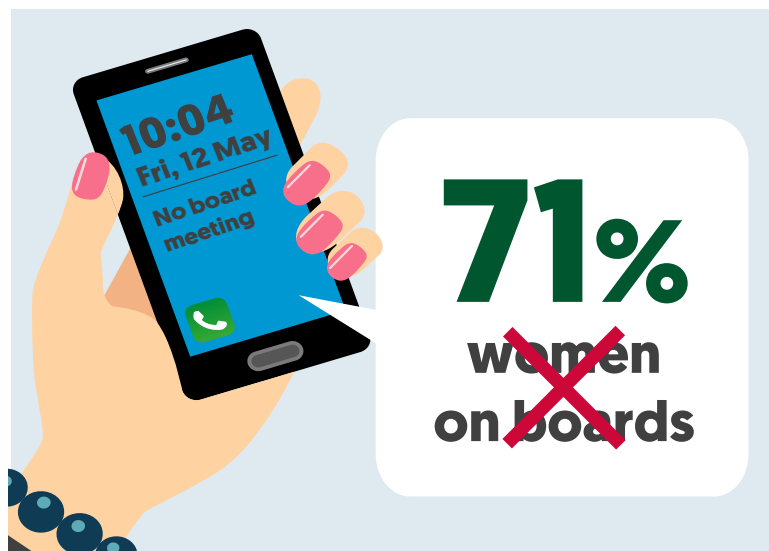
**89%**

think that diversity in the workforce is **better**

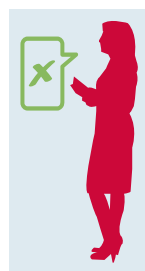
**86%** agree that they actively promote and champion diversity



Despite this...

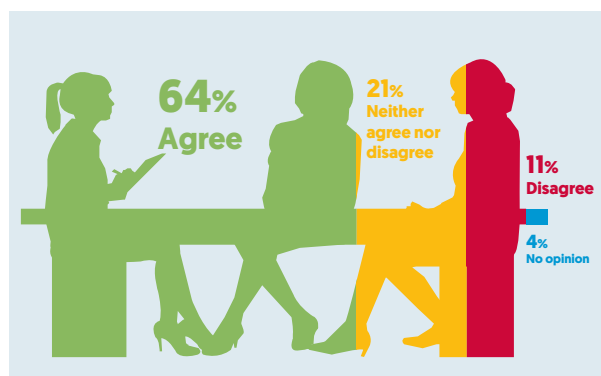


of Captains have no female executives on their main boards



**17%**

have no female non-executive board members



**64%** are actively trying to increase the number of women on their main board

## Judging Organisations

‘Extremely important’ factors for Captains of Industry when judging a company or organisation:

**79%**



Acting with honesty and integrity

**54%**



Quality of customer service

**48%**



Quality of management

## Business Leaders

Sir James Dyson has been named the “Most Impressive Business Person in Britain”, with John Lewis remaining as the most admired British company for a third year

**1st**



Sir James Dyson

**2nd**



Sir Martin Sorrell

**3rd**



Dame Carolyn McCall

**John Lewis**



**8%**

**ARM 13%**

**8%**

**5%**



**WPP**

**6%**

**BRITISH AIRWAYS 5%**

### TECHNICAL NOTE

Ipsos MORI conducted 114 interviews with participants from the top 500 companies by turnover and the top 100 by capital employed in the UK. Participants were Chairmen, Chief Executive Officers, Managing Directors/Chief Operating Officers, Financial Directors or other executive board directors. Interviews were primarily carried out face to face (8 were carried out over the telephone) between September and December 2016.

Only top mentions indicated throughout. For more information, please visit: <http://bit.ly/IpsosCaptains>