

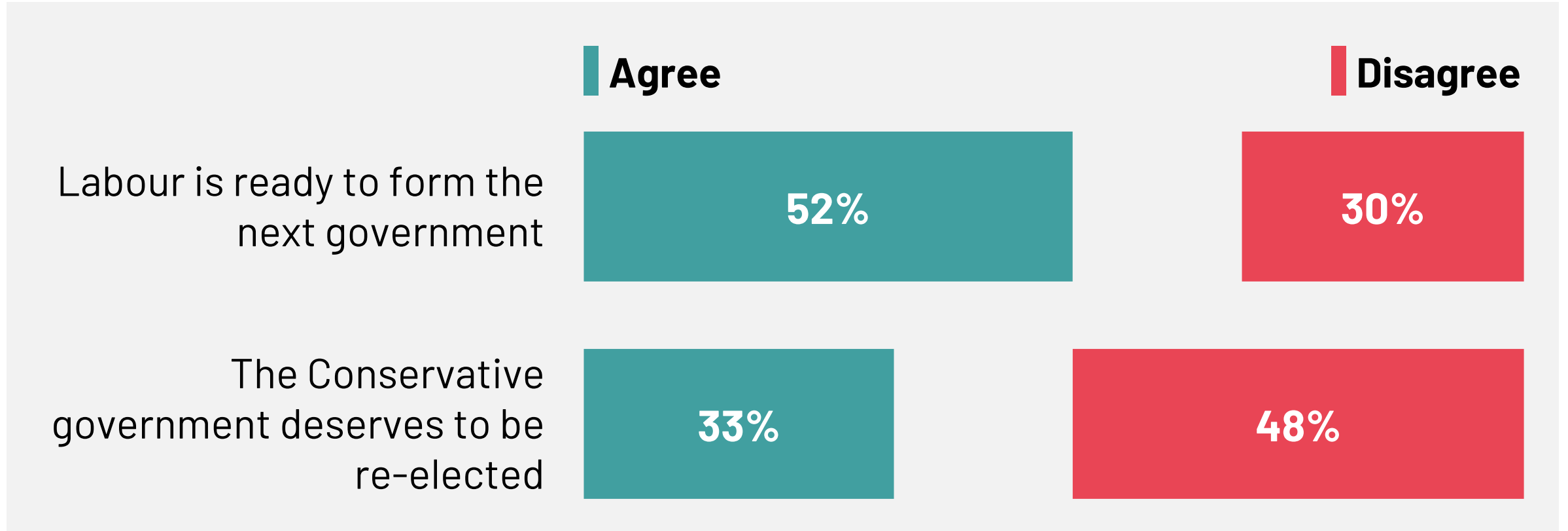
GENERAL ELECTION 2024: WHAT DO BRITAIN'S BUSINESSES THINK

June 2024

Key findings

- Half (52%) of British businesses with an annual turnover of £250,000+ agree that Labour is ready to form the next government, while just a third (33%) believe the Conservatives deserve to be re-elected
- Businesses with an annual turnover of £250,000+ are more likely to think a Labour government would be better for them than the Conservatives by a margin of 9 percentage points. Among businesses with an annual turnover below £250,000, Labour leads by a similar margin of 10 percentage points
- Of all the parties, businesses are most likely to find Labour to have the best policies to manage the economy, and to help people in work. The Conservatives rank second and Reform UK third
- Over two-fifths (46%) of businesses with an annual turnover of £250,000+ feel Labour specifically has the best policies for people in work, compared to under half that proportion (21%) for the Conservatives
- Businesses are most likely to rate their main priorities for a new government as helping with energy costs and encouraging greater investment in Britain

Over half of businesses with turnovers of £250,000+ agree Labour is ready to form the next government



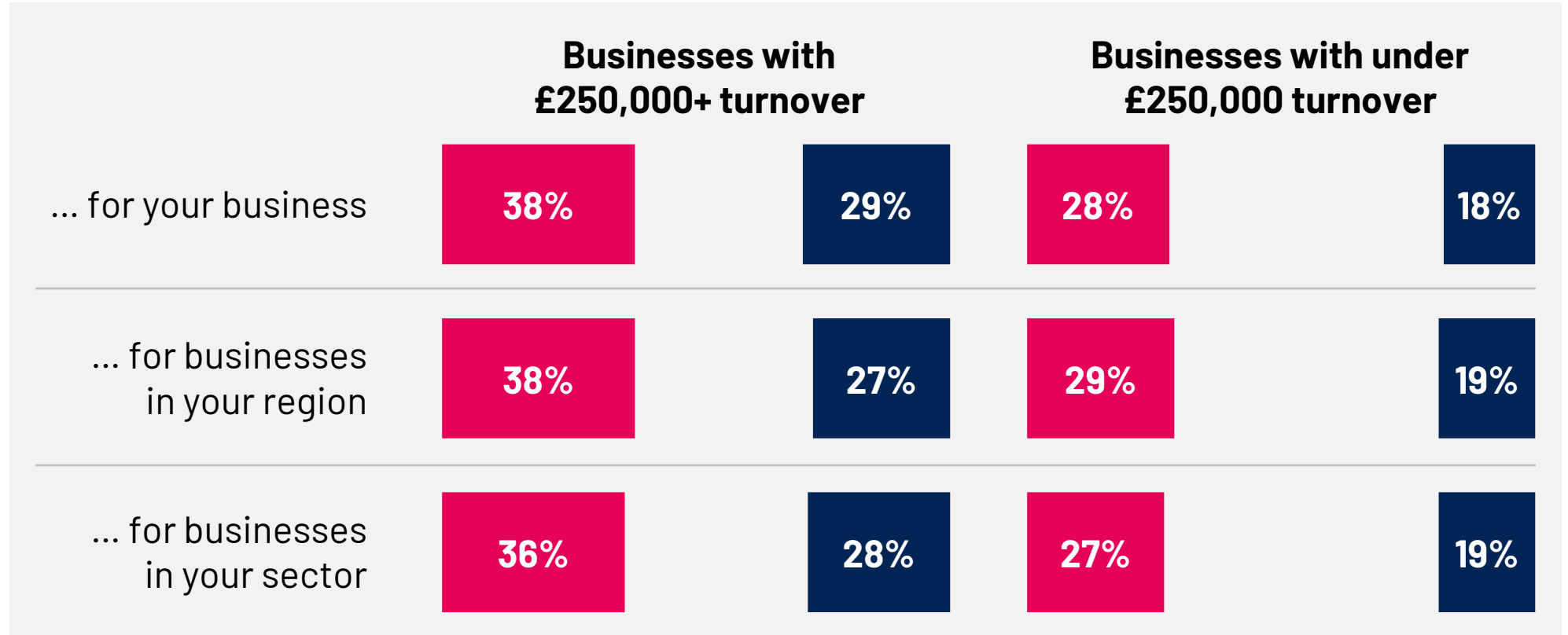
Base: 1,146 businesses in Great Britain with an annual turnover of £250,000 or more (interviewed online)
Source: online business omnibus survey (3 to 17 June 2024)

Businesses are more likely to say a Labour government would be better for them than a Conservative one

Which party do you think would make the best government ... ?

 **Labour**

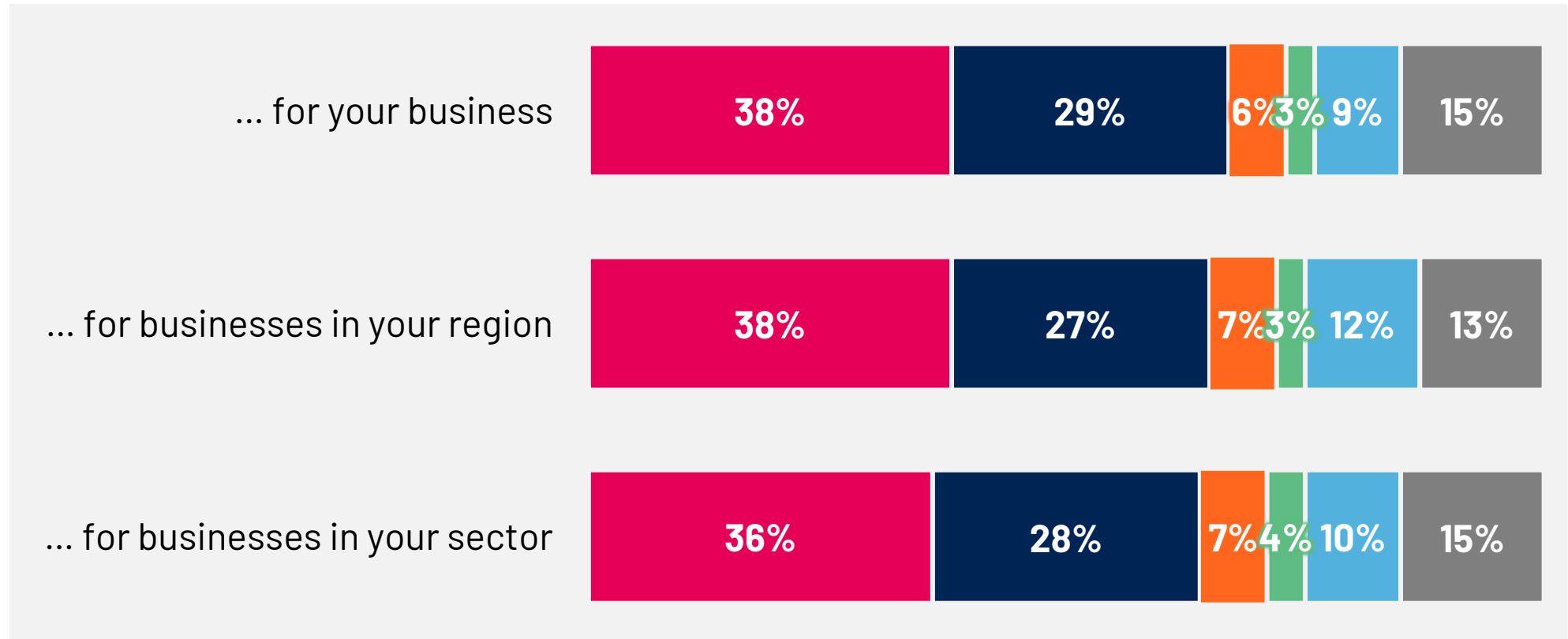
 **Conservatives**



Bases: 1,146 businesses in Great Britain with an annual turnover of £250,000 or more, 1,797 owners or partners of businesses with under £250,000 annual turnover (both interviewed online)
Sources: online business omnibus survey (3 to 17 June 2024); Ipsos UK KnowledgePanel survey (7 to 12 June 2024)

Businesses with £250,000+ turnover are less keen on other parties beyond Labour and the Conservatives

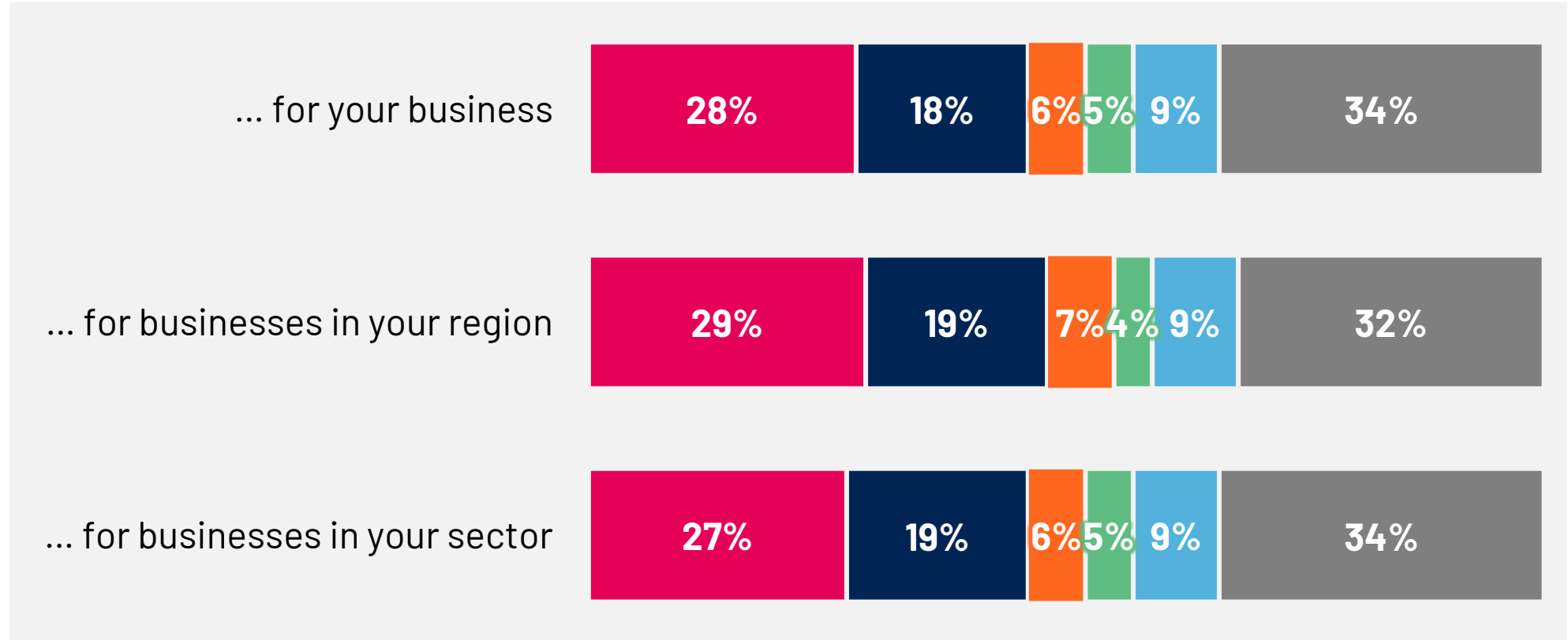
Which party do you think would make the best government ... ?



Base: 1,146 businesses in Great Britain with an annual turnover of £250,000 or more (interviewed online)
Source: online business omnibus survey (3 to 17 June 2024)

Businesses with under £250,000 turnover are similar, but more ambivalent or uncertain about all parties

Which party do you think would make the best government ... ?



Base: 1,146 businesses in Great Britain with an annual turnover of £250,000 or more (interviewed online)
Source: online business omnibus survey (3 to 17 June 2024)

Businesses place Labour above the Conservatives for managing the economy, and for helping people in work

Which party do you think has the best policies ... ?

 **Labour**

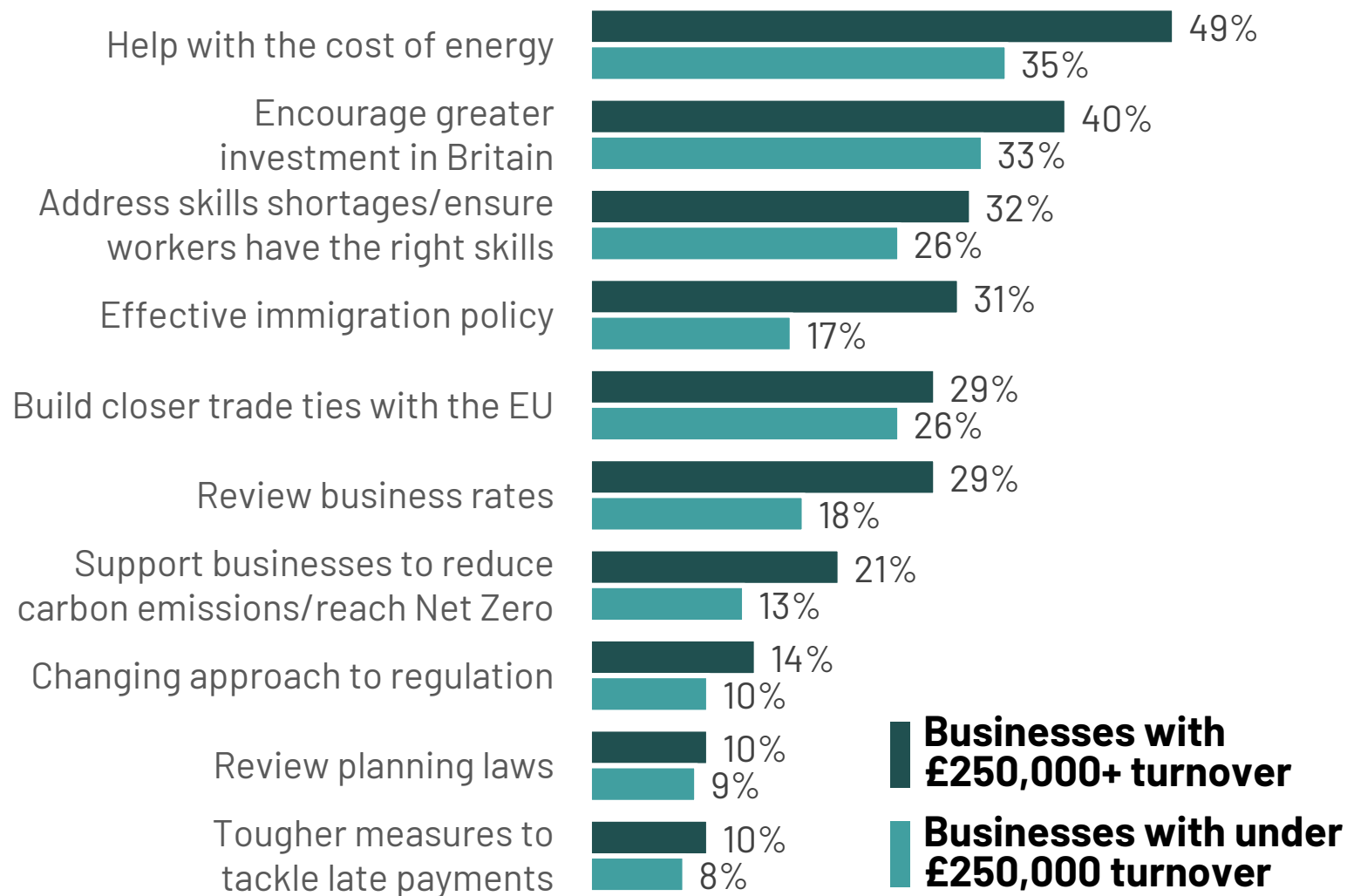
 **Conservatives**

	Businesses with £250,000+ turnover		Businesses with under £250,000 turnover	
... for people in work	46%	21%	32%	17%
... on managing the economy	35%	29%	27%	22%
... for Britain's businesses	34%	33%	28%	22%
... on boosting international trade and investment	31%	26%	24%	22%

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Sources: online business omnibus survey (3 to 17 June 2024); Ipsos UK KnowledgePanel survey (7 to 12 June 2024)

Energy costs and investment are policy priorities for Britain's businesses. Reviewing planning laws and tackling late payments generate less enthusiasm.

Which of the following do you think should be the top priorities for a new government to help support your business?



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 Sources: online business omnibus survey (3 to 17 June 2024); Ipsos UK KnowledgePanel survey (7 to 12 June 2024)

Technical note

- **Businesses with an annual turnover of £250,000 or more:** fieldwork took place from 3 to 17 June 2024 using an online business omnibus. A total of 1,146 businesses in Great Britain with an annual turnover of £250,000 or more took part. The data have been weighted by turnover, region and sector, to be representative of the business population, according to ONS and DBT statistics.
- **Businesses with an annual turnover under £250,000:** fieldwork took place from 7 to 12 June 2024 using [Ipsos' UK KnowledgePanel](#), a random probability online panel. A total of 1,797 business owners or partners in businesses with annual turnover under £250,000 in Great Britain took part. The wider KnowledgePanel sample is weighted to be representative of all adults aged 16+, by age, gender, ethnicity, region, education status, housing tenure and employment status. The data in this report are based on the random sample of business owners and partners emerging from the wider sample.



June 2024

IPSOS UK GENERAL ELECTION 2024:
WHAT DO BRITAIN'S BUSINESSES THINK

For more information

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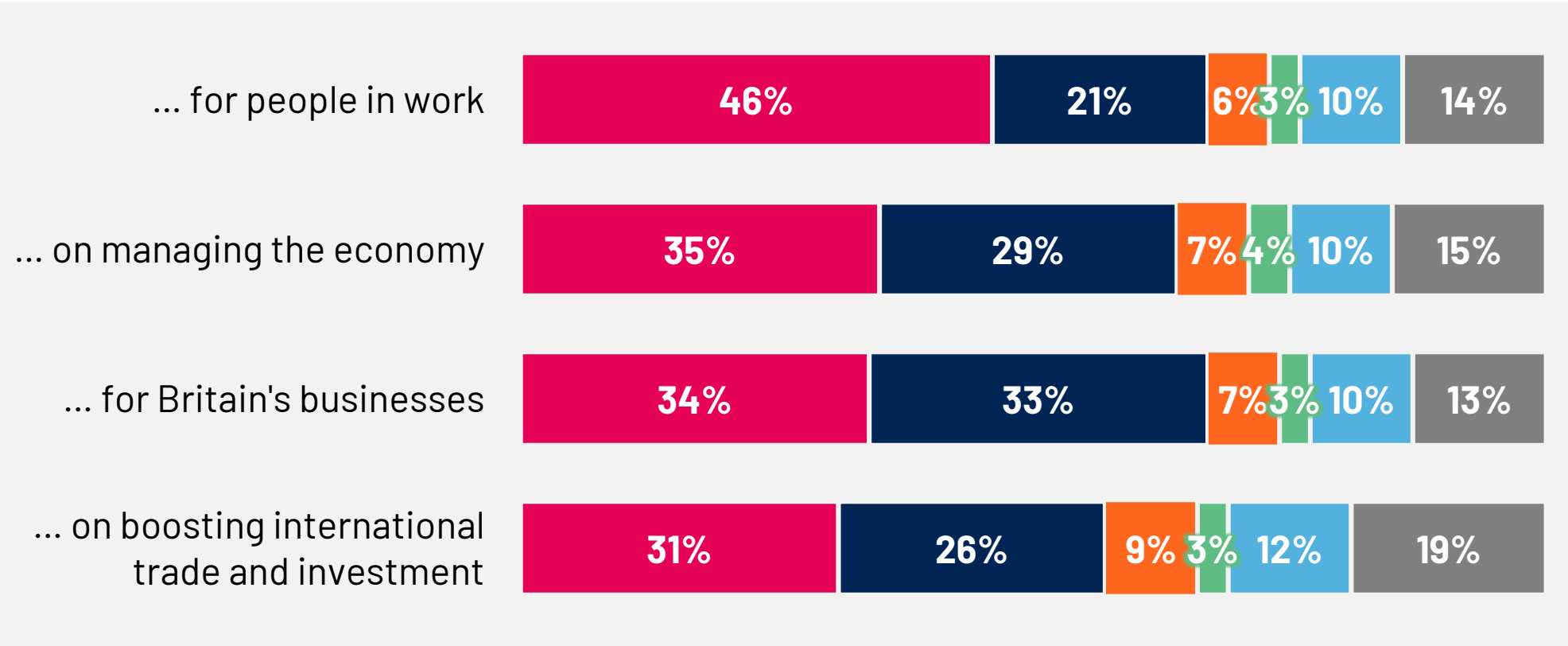
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APPENDICES

Businesses with £250,000+ turnover are less keen on other parties beyond Labour and the Conservatives

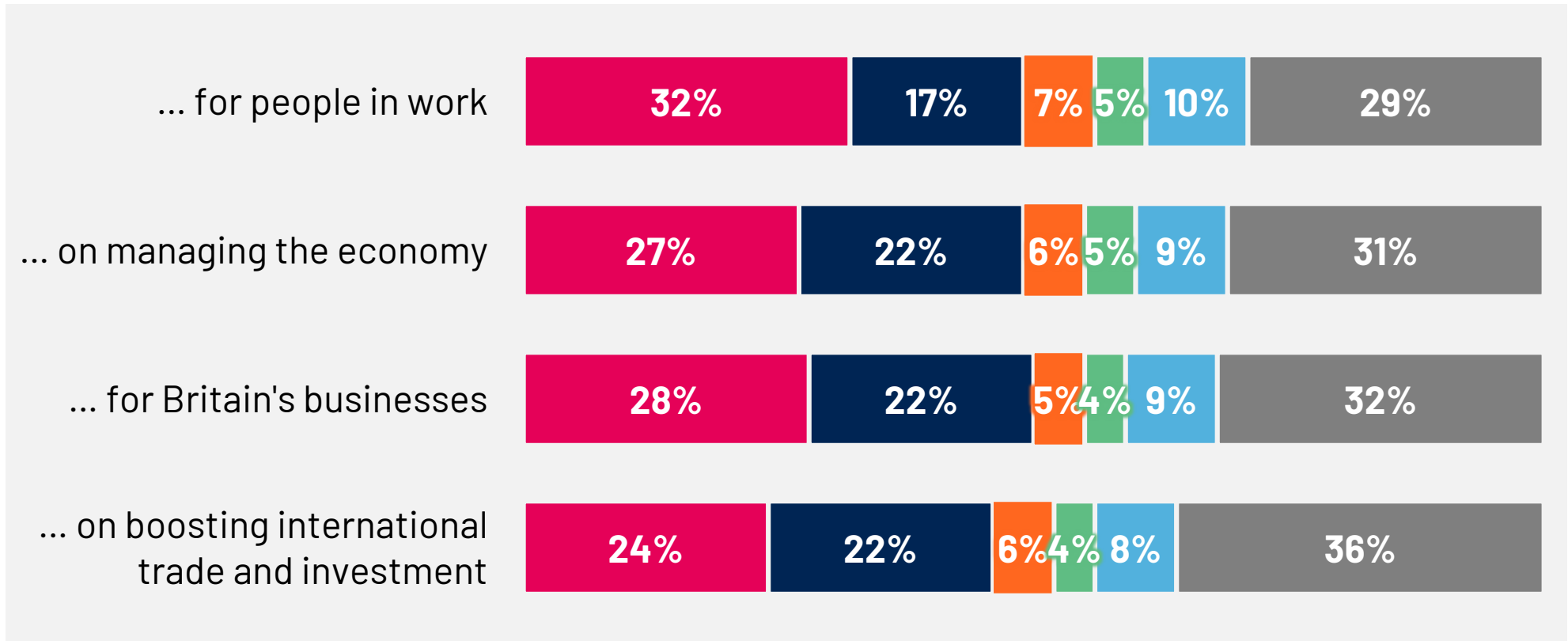
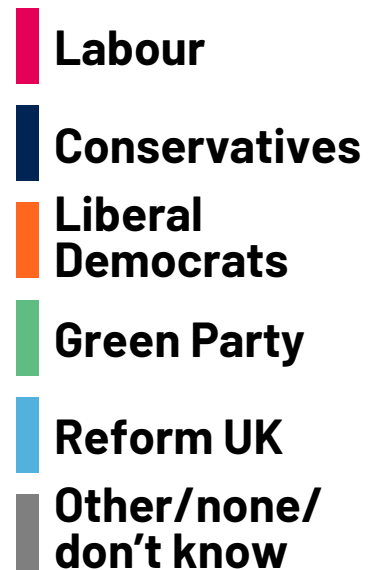
Which party do you think has the best policies ... ?



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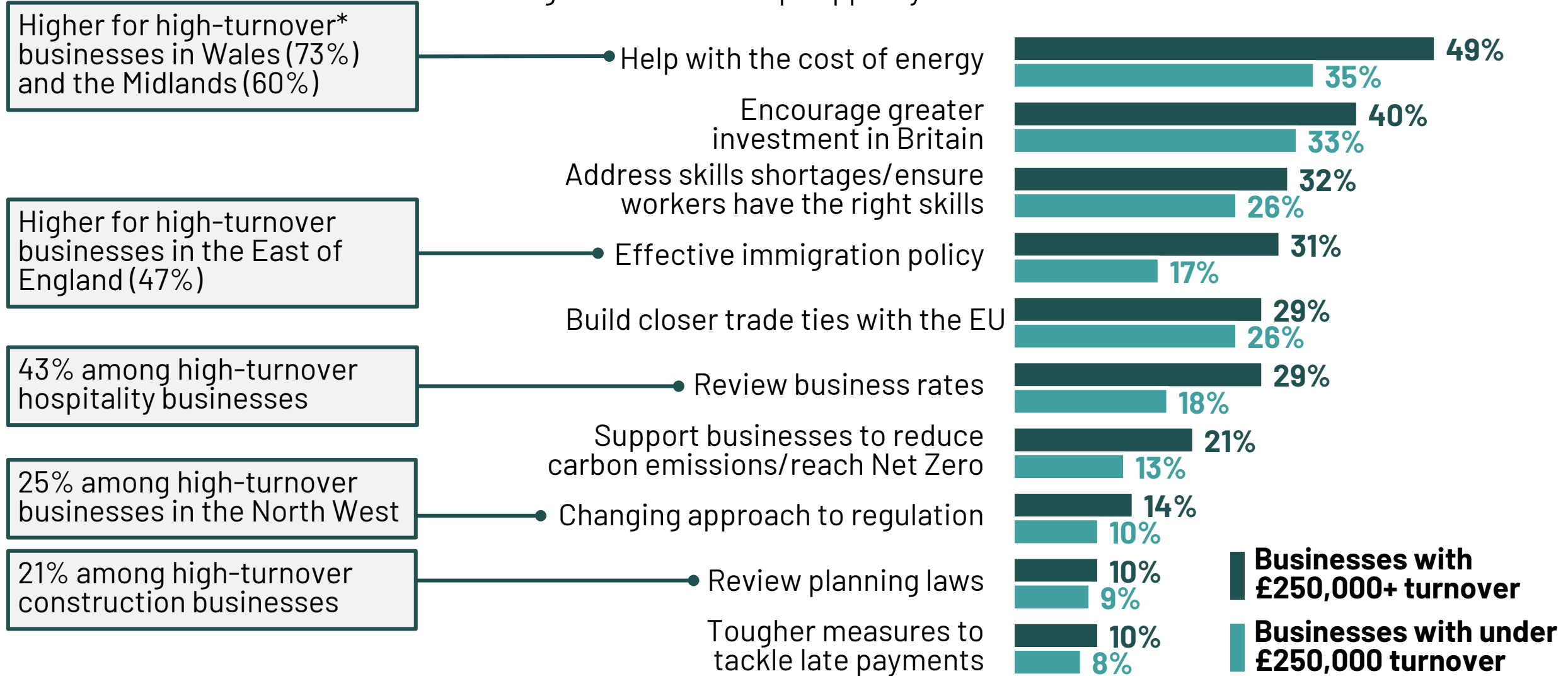
Businesses with under £250,000 turnover are similar, but more ambivalent or uncertain about all parties

Which party do you think has the best policies ... ?



Base: 1,797 owners or partners of businesses with under £250,000 annual turnover (interviewed online)
Source: Ipsos UK KnowledgePanel survey (7 to 12 June 2024)

Which of the following do you think should be the top priorities for a new government to help support your business?



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 Sources: online business omnibus survey (3 to 17 June 2024); Ipsos UK KnowledgePanel survey (7 to 12 June 2024)

* High-turnover businesses defined as businesses with an annual turnover of £250,000 or more

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