

# Captains of Industry Study

## The 2012 Results

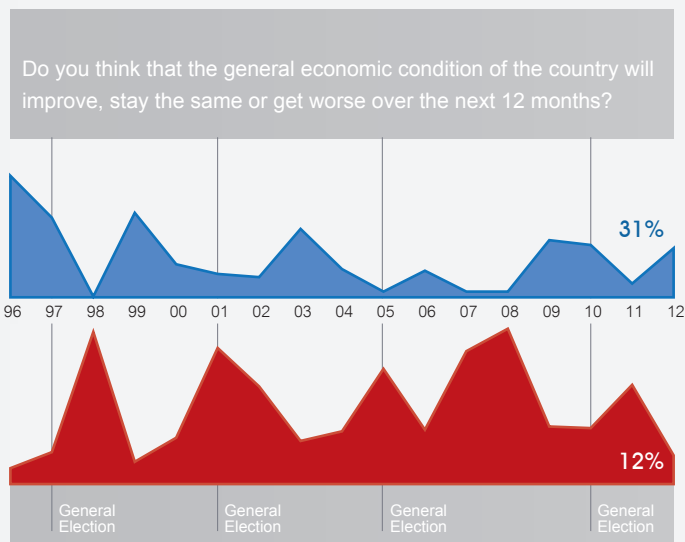
### Views from the boardroom

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## THE ECONOMY

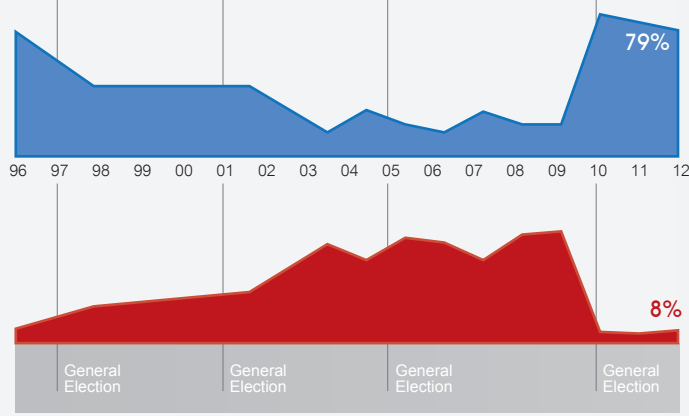
Only **12%** think the economic condition of the country will get worse compared to **56%** last year



And **79%** believe that this Government's policies will improve the state of Britain in the long term



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



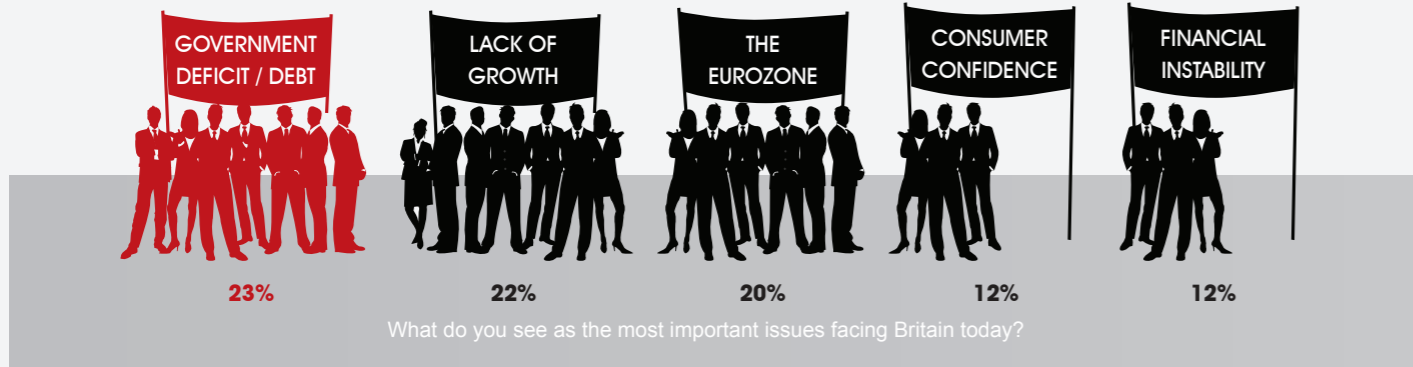
Over half the Captains interviewed (57%) feel the general economic condition of the country over the next 12 months will remain the same, with a further third (31%) expecting economic conditions to improve. Just (12%) think the economy will get worse. This represents a considerable improvement from last year when 56% of Captains felt the economy would get worse.

A substantial proportion of Captains continue to support the UK Government's economic policies with 79% agreeing that these will improve the economy in the long term.

# Stagnation

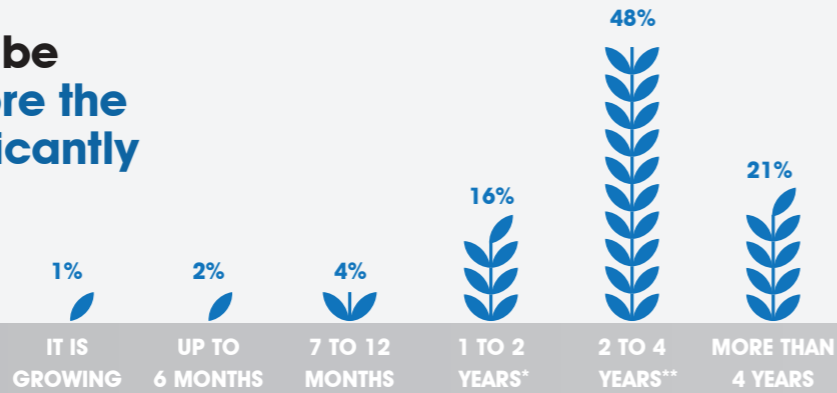


Nearly a quarter see the government deficit as the most important issue facing Britain today

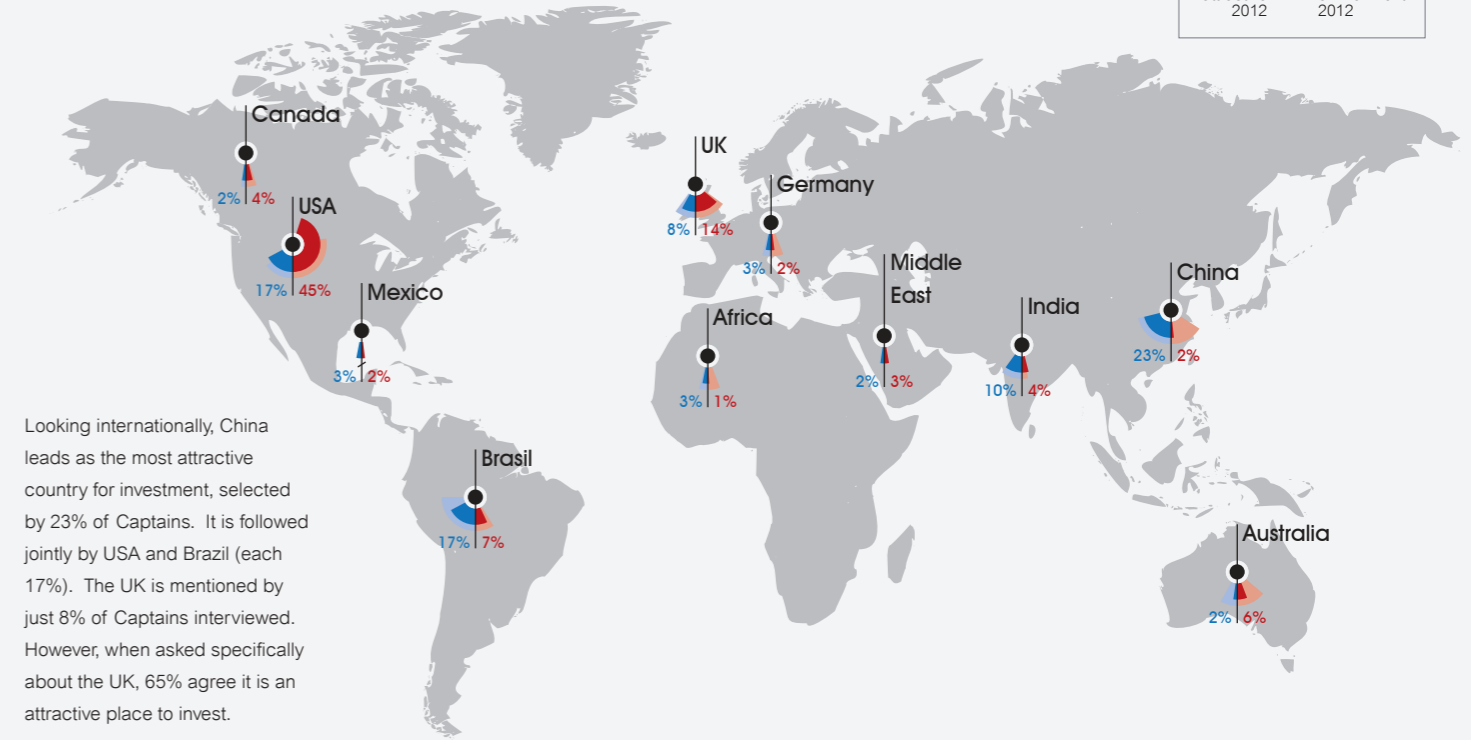
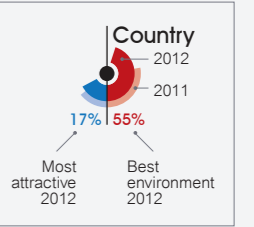


Two thirds estimate it will be more than two years before the UK economy grows significantly

\* More than 1 year up to 2 years.  
\*\* More than 2 years up to 4 years.



The USA is seen to have the best environment for business, with China perceived as the most attractive for investment



Looking internationally, China leads as the most attractive country for investment, selected by 23% of Captains. It is followed jointly by USA and Brazil (each 17%). The UK is mentioned by just 8% of Captains interviewed. However, when asked specifically about the UK, 65% agree it is an attractive place to invest.

In the current climate, which of the following countries do you believe offers the best environment for business? Which of the following countries do you believe are the most attractive for investment?

# The Olympics



9/10 agree that the Games have increased Britain's standing in the world



The Olympics are seen to have increased Britain's standing on the world's stage but most Captains of Industry don't think they have had any direct affect on their own business. The long term impact of the London 2012 Games according to Captains will be to raise Britain's profile/reputation in the eyes of the rest of the world (26%), raise confidence in the UK's organisational ability (12%) and provide an overall positive impact generally (11%).

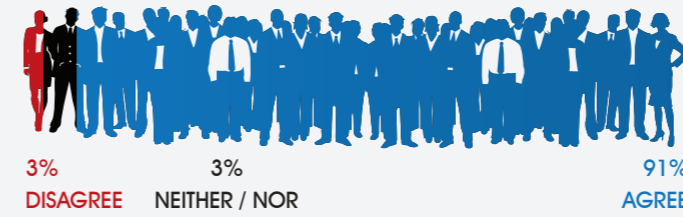
The majority feel the Olympics had no effect on their business



What effect do you think the Olympic Games has had on your business?

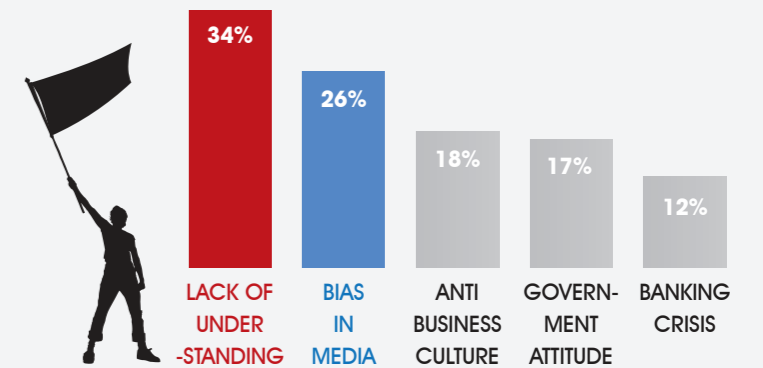
# Captains and culture

In general, politicians in this country have a poor understanding of business



Majority of Captains (91%) agree that politicians in this country have a poor understanding of business, and also that public culture in Britain is biased against business (70%).

Lack of understanding about business and bias in the media are the top reasons for the public's lack of association between British business and pride in Britain



In a recent Ipsos MORI survey of British adults, only 4% selected British business as something that made them proud to be British. What do you think this result suggests about popular attitudes to business in this country?



8/10 Captains use Apple products in a corporate capacity and 9/10 in a personal capacity

Use of tablets in a corporate capacity has increased on last year from 52% to 80% in 2012.



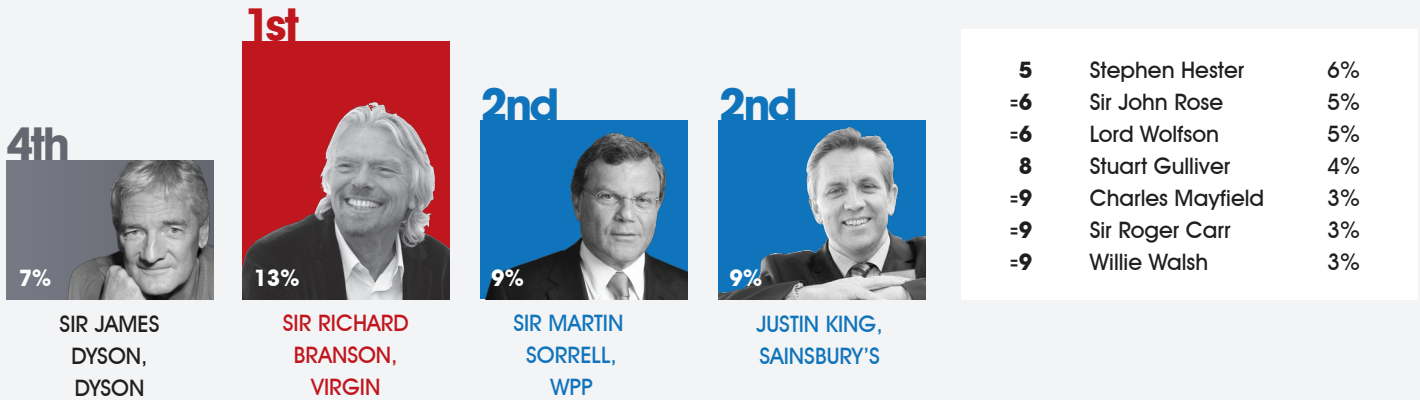
3/4 agree that their company intends to increase use of social media or digital communications

# Technology

## The Captains' most impressive business person

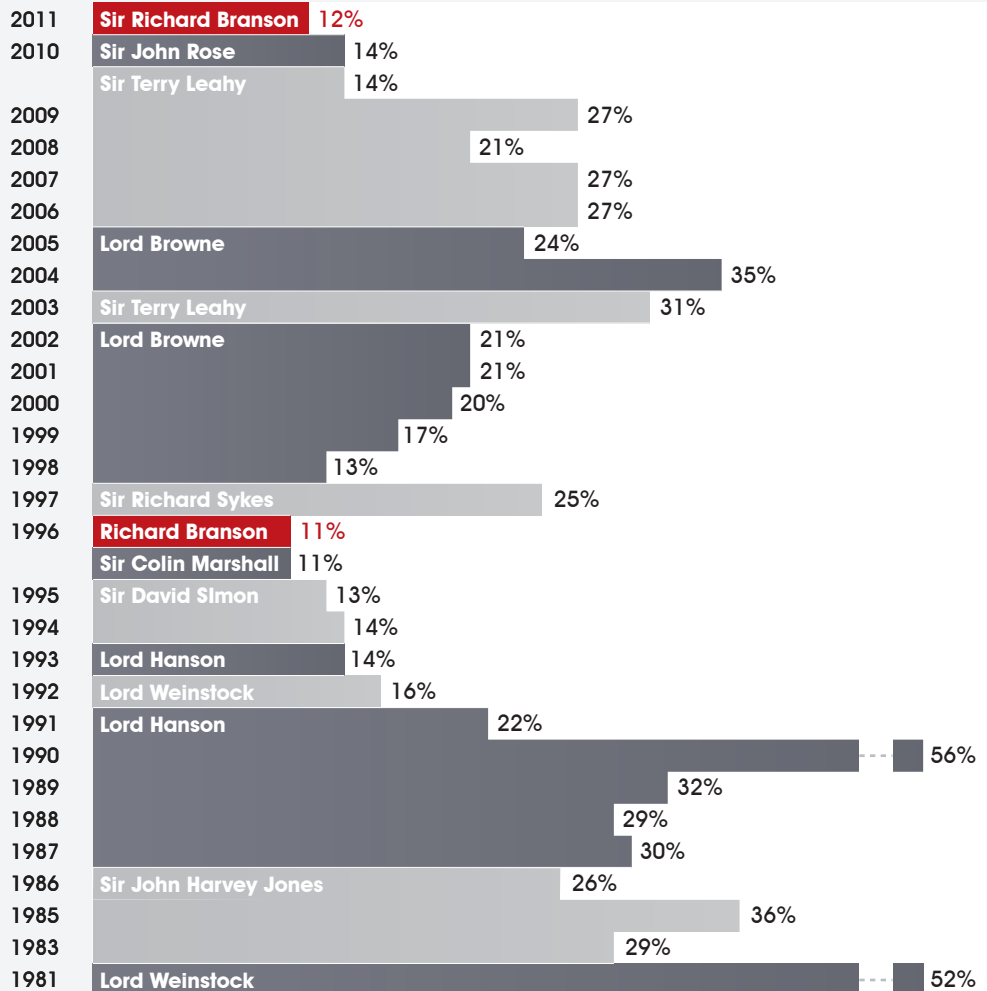


## Who do you think is the most impressive business person in Britain at the moment?



## The most impressive business people in Britain since 1981

For the second year running, Sir Richard Branson was considered to be the most impressive business person in Britain. He was followed jointly by Justin King and Sir Martin Sorrell. Will Sir Richard Branson be able to hold onto his title for a third year?



### TECHNICAL NOTE

Ipsos MORI conducted a total of 103 face-to-face interviews with CEOs, Chairmen, CFOs and Board level Directors of FTSE 500 firms, top 500 industrial firms by turnover and top 100 financial companies by capital employed. The survey was conducted from Sept - Dec 2012.