



Local Government Association (LGA) – Business opinion survey

METHODOLOGY NOTE

ComRes interviewed 500 UK businesses over the telephone between 2nd and 12th February 2015. Data were weighted to be representative of all UK businesses with a turnover of £50,000+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

BUSINESS OMNIBUS - FEBRUARY 2015

All businesses with £50K+ turnover
Fieldwork dates: 2nd to 12th February 2015

Absolutes/col percents

Table 1

Q1 To what extent would you agree or disagree that business rates should be set locally in discussion with local businesses?
For example, this would mean that councils have freedom to cut business rates to encourage expansion or increase them to fund investment in the local economy or provision of local services. Would you say ...

Base: All respondents

	Total	No. Employees						No. Employees 2				Turnover						Turnover 2		
		Sole trader	2-5	6-10	11-50	51-250	251+	1-2	3-4	5-10	11+	£50k-£100k	£100k-£250k	£250k-£500k	£500k-£1m	£1m-£5m	£5m-£20m	£20m+	£50k-£1m	£1m+
Unweighted base	500	50	75	75	150	100	50	73	37	90	300	115	45	35	46	124	56	79	241	259
Base (000's)	1766	467	668	379	208	36	9	687	334	493	253	506	633	204	217	156	18	32	1560	206
Strongly agree	750 42%	171 37%	336 50%	170 45%	62 30%	9 24%	1 16%	295 43%	150 45%	232 47%	72 29%	173 34%	275 43%	118 58%	106 49%	66 42%	6 36%	6 20%	671 43%	79 38%
Tend to agree	454 26%	101 22%	160 24%	97 26%	77 37%	13 37%	6 63%	151 22%	80 24%	127 26%	96 38%	143 28%	157 25%	21 10%	59 27%	59 38%	4 23%	10 31%	381 24%	73 36%
Neither agree nor disagree	315 18%	92 20%	118 18%	49 13%	47 23%	8 21%	2 17%	133 19%	58 17%	68 14%	56 22%	95 19%	115 18%	48 23%	27 12%	18 12%	3 16%	9 29%	285 18%	30 15%
Tend to disagree	47 3%	24 5%	3 *	11 3%	6 3%	3 7%	- -	24 4%	3 1%	11 2%	8 3%	28 6%	- -	5 2%	5 2%	6 4%	1 5%	2 5%	38 2%	8 4%
Strongly disagree	75 4%	47 10%	6 1%	9 2%	13 6%	* 1%	* 1%	47 7%	6 2%	9 2%	14 6%	26 5%	21 3%	7 3%	13 6%	1 1%	3 17%	4 14%	67 4%	9 4%
Don't know	125 7%	33 7%	45 7%	41 11%	3 1%	3 9%	* 2%	37 5%	37 11%	44 9%	6 2%	41 8%	66 10%	5 3%	7 3%	6 4%	1 3%	* 1%	119 8%	7 3%
Any agree	1204 68%	272 58%	496 74%	268 71%	139 67%	22 61%	7 79%	445 65%	230 69%	360 73%	168 67%	316 62%	432 68%	139 68%	165 76%	125 80%	11 59%	16 51%	1052 67%	152 74%
Any disagree	122 7%	71 15%	9 1%	20 5%	19 9%	3 9%	* 1%	71 10%	9 3%	20 4%	22 9%	54 11%	21 3%	12 6%	19 9%	7 5%	4 22%	6 19%	105 7%	17 8%

BUSINESS OMNIBUS - FEBRUARY 2015

All businesses with £50K+ turnover
Fieldwork dates: 2nd to 12th February 2015

Absolutes/col percents

Table 1

Q1 To what extent would you agree or disagree that business rates should be set locally in discussion with local businesses? For example, this would mean that councils have freedom to cut business rates to encourage expansion or increase them to fund investment in the local economy or provision of local services. Would you say ...

Base: All respondents

	Broad Region			Regional Segments							
	Total	Nrth	Mids	Sth	Scotland / NI	NE / Y&H	NW / N Wales / W Mids	E Mids / E Anglia	SW / S Wales	Greater London	South East
Unweighted base	500	152	150	198	58	65	75	77	70	82	73
Base (000's)	1766	437	613	716	173	171	326	295	210	312	278
Strongly agree	750 42%	192 44%	261 43%	296 41%	84 49%	72 42%	140 43%	106 36%	113 54%	103 33%	131 47%
Tend to agree	454 26%	99 23%	151 25%	204 29%	30 17%	58 34%	50 15%	86 29%	39 18%	92 30%	99 36%
Neither agree nor disagree	315 18%	78 18%	158 26%	79 11%	41 24%	21 12%	100 30%	67 23%	26 12%	32 10%	29 11%
Tend to disagree	47 3%	8 2%	29 5%	9 1%	7 4%	1 1%	* *	29 10%	1 *	6 2%	3 1%
Strongly disagree	75 4%	21 5%	6 1%	48 7%	8 4%	7 4%	6 2%	6 2%	21 10%	20 7%	7 3%
Don't know	125 7%	39 9%	8 1%	79 11%	4 2%	12 7%	30 9%	2 1%	11 5%	59 19%	8 3%
Any agree	1204 68%	291 67%	412 67%	500 70%	113 66%	130 76%	191 58%	192 65%	151 72%	195 63%	230 83%
Any disagree	122 7%	29 7%	35 6%	58 8%	15 9%	8 5%	7 2%	35 12%	21 10%	26 8%	10 4%

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Base: All respondents

	Broad Industry				Business Sector								
	Total	Manuf	Retail & Dist	Srvs	Producti on	Construc tion	Whole -sale	Retail	Hotels & Catering	Transport & Comms	Fin/Prop /Bus Services	Ed/ health/ Public admin	Arts, leisure & other
Unweighted base	500	126	154	220	65	61	55	60	45	39	90	43	42
Base (000's)	1766	426	502	838	207	219	149	169	122	184	490	117	109
Strongly agree	750 42%	165 39%	207 41%	378 45%	75 36%	91 41%	64 43%	61 36%	61 50%	82 44%	248 51%	11 10%	58 53%
Tend to agree	454 26%	145 34%	87 17%	223 27%	36 17%	109 50%	14 9%	35 21%	32 27%	37 20%	111 23%	55 47%	24 22%
Neither agree nor disagree	315 18%	68 16%	116 23%	131 16%	61 30%	7 3%	47 32%	32 19%	26 22%	37 20%	54 11%	37 32%	13 12%
Tend to disagree	47 3%	8 2%	4 1%	35 4%	1 1%	7 3%	* *	1 *	* *	3 2%	26 5%	2 1%	7 7%
Strongly disagree	75 4%	25 6%	9 2%	41 5%	24 12%	1 *	- -	9 6%	- -	- -	29 6%	10 8%	3 3%
Don't know	125 7%	16 4%	79 16%	31 4%	10 5%	6 3%	24 16%	30 18%	2 2%	25 14%	22 4%	2 2%	4 4%
Any agree	1204 68%	310 73%	293 58%	600 72%	111 53%	199 91%	78 52%	97 57%	93 76%	119 65%	359 73%	66 57%	82 75%
Any disagree	122 7%	33 8%	13 3%	76 9%	25 12%	7 3%	* *	10 6%	* *	3 2%	55 11%	11 10%	10 9%

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For example, this would mean that councils have freedom to cut business rates to encourage expansion or increase them to fund investment in the local economy or provision of local services. Would you say ...

Base: All respondents

	Total	Start Business						Website		Online payments		Business confidence			Economic optimism		
		Bfr '80	'80-89	'90-99	'00-05	'06-10	Afr '10	Yes	No	Yes	No	Incr- ease	Decr- ease	Stay the same	Optim- istic (net)	Pessim- istic (net)	Stay the same
Unweighted base	500	138	78	88	97	52	25	409	91	238	262	270	28	187	289	74	129
Base (000's)	1766	291	398	290	415	169	146	1294	472	809	957	827	116	733	990	315	404
Strongly agree	750 42%	141 48%	186 47%	146 50%	123 30%	77 46%	76 52%	611 47%	138 29%	324 40%	425 44%	399 48%	62 54%	264 36%	404 41%	183 58%	136 34%
Tend to agree	454 26%	52 18%	120 30%	56 19%	161 39%	28 16%	27 19%	269 21%	185 39%	229 28%	225 23%	226 27%	12 10%	216 30%	297 30%	37 12%	121 30%
Neither agree nor disagree	315 18%	52 18%	29 7%	56 19%	94 23%	38 23%	11 7%	263 20%	52 11%	128 16%	187 20%	112 14%	38 32%	133 18%	171 17%	42 13%	101 25%
Tend to disagree	47 3%	8 3%	1 *	1 *	17 4%	20 12%	- -	20 2%	27 6%	34 4%	13 1%	22 3%	1 1%	23 3%	14 1%	14 4%	19 5%
Strongly disagree	75 4%	8 3%	32 8%	26 9%	10 2%	- -	- -	59 5%	17 4%	48 6%	27 3%	25 3%	3 2%	43 6%	29 3%	37 12%	4 1%
Don't know	125 7%	32 11%	30 8%	4 1%	9 2%	6 3%	32 22%	72 6%	53 11%	46 6%	79 8%	44 5%	- -	53 7%	75 8%	1 *	23 6%
Any agree	1204 68%	193 66%	306 77%	202 70%	285 69%	105 62%	103 70%	881 68%	323 68%	554 68%	650 68%	624 75%	74 64%	481 66%	701 71%	220 70%	257 64%
Any disagree	122 7%	15 5%	33 8%	27 9%	27 6%	20 12%	- -	79 6%	44 9%	82 10%	40 4%	47 6%	4 3%	67 9%	44 4%	51 16%	23 6%

BUSINESS OMNIBUS - FEBRUARY 2015

All businesses with £50K+ turnover
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Absolutes/col percents

Table 2

Q2 As you may know, local councils are responsible for a range of services such as parking, road maintenance, planning, street cleaning and licensing. How concerned, if at all, are you about the impact of cuts to council services on your business over the next couple of years? Would you say...

Base: All respondents

	Total	No. Employees						No. Employees 2				Turnover						Turnover 2		
		Sole trader	2-5	6-10	11-50	51-250	251+	1-2	3-4	5-10	11+	£50k-£100k	£100k-£250k	£250k-£500k	£500k-£1m	£1m-£5m	£5m-£20m	£20m+	£50k-£1m	£1m+
Unweighted base	500	50	75	75	150	100	50	73	37	90	300	115	45	35	46	124	56	79	241	259
Base (000's)	1766	467	668	379	208	36	9	687	334	493	253	506	633	204	217	156	18	32	1560	206
Very concerned	322 18%	92 20%	127 19%	57 15%	41 20%	4 12%	1 7%	123 18%	48 14%	105 21%	46 18%	57 11%	134 21%	58 29%	37 17%	31 20%	2 12%	2 8%	286 18%	35 17%
Fairly concerned	508 29%	113 24%	184 28%	137 36%	56 27%	14 40%	4 41%	148 22%	103 31%	182 37%	74 29%	169 33%	170 27%	52 26%	46 21%	50 32%	5 26%	15 48%	438 28%	70 34%
Not very concerned	396 22%	62 13%	154 23%	103 27%	66 32%	8 23%	2 26%	126 18%	75 22%	118 24%	77 30%	78 15%	136 21%	55 27%	85 39%	33 21%	2 14%	6 18%	354 23%	42 20%
Not at all concerned	485 27%	179 38%	184 28%	77 20%	36 17%	7 19%	2 26%	269 39%	93 28%	79 16%	45 18%	174 34%	176 28%	38 19%	48 22%	34 22%	8 45%	8 25%	435 28%	50 24%
Don't know	55 3%	21 5%	18 3%	6 2%	8 4%	2 7%	- -	21 3%	15 5%	8 2%	10 4%	29 6%	17 3%	- -	1 1%	7 4%	1 3%	* 1%	47 3%	8 4%
Any concern	830 47%	204 44%	311 47%	194 51%	98 47%	19 52%	4 48%	271 39%	151 45%	287 58%	121 48%	225 45%	304 48%	111 54%	83 38%	81 52%	7 38%	18 56%	724 46%	106 51%

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Not very concerned	396 22%	79 27%	59 15%	79 27%	90 22%	53 31%	33 22%	329 25%	67 14%	167 21%	229 24%	193 23%	38 33%	160 22%	260 26%	49 15%	87 21%
Not at all concerned	485 27%	45 15%	102 26%	99 34%	131 32%	15 9%	53 36%	338 26%	148 31%	217 27%	269 28%	191 23%	36 31%	211 29%	286 29%	67 21%	102 25%
Don't know	55 3%	8 3%	* *	1 *	- -	3 2%	33 22%	13 1%	42 9%	8 1%	47 5%	6 1%	1 *	22 3%	8 1%	1 *	20 5%
Any concern	830 47%	160 55%	236 59%	111 38%	194 47%	98 58%	28 19%	615 47%	215 46%	418 52%	412 43%	437 53%	41 35%	340 46%	437 44%	198 63%	195 48%