



Page-Harris Poll Confidence in Business Index

UK Page Conversation: March 2024

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Qualification Criteria:
General Public / Consumers
Adults Ages 18+



Sample Size:
n=11,612



Field Dates:
December 1 – 12, 2023



Mode:
Online survey



Weighting:
Data weighted country
populations to ensure results are
projectable to adults ages 18+

GLOBAL MARKETS (Global n=11,612)

Brazil	n= 1078
Canada	n= 1016
China	n= 1002
France	n= 1011
Germany	n= 1021
India	n= 1055
Italy	n= 1041
Japan	n= 1014
UK	n= 1043
US	n= 2331

CONFIDENCE IN BUSINESS ISSUES

1. Economic stability and growth
2. Job creation and workforce skills development
3. Gender equality
4. Maintaining new workplace flexibilities
5. Racial/ minority equality
6. Improving products and making UX better using AI
7. Environmental issues
8. Mental health issues
9. Income inequality
10. Regulation of AI
11. Potential negative impacts of AI
12. Corruption
13. Polarization in society
14. Major international conflicts
15. Trust in key societal institutions



In tables and charts:

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Noteworthy Business Confidence Gap in the UK

There's a 30-point gap between how important the UK public believes it is for business to address these issues and their confidence that business can have an impact. Confidence is 8% lower in UK vs. Global Avg. indicating a higher confidence gap vs. other markets.

Issues

- Economic stability and growth
- Job creation and workforce skills development
- Environmental Issues
- Corruption
- Mental health issues
- Income inequality
- Trust in key societal institutions
- Racial/ minority equality
- Potential negative impacts of AI
- Regulation of AI
- Gender equality
- Maintaining new workplace flexibilities
- Major international conflicts
- Improving products and making UX better using AI
- Polarization in society

Importance

for leading companies to make an impact

UK: 78%

(Global Avg: 80%)

Confidence

that leading companies can make an impact

48%

(Global Avg. 56%)

(% very important/confident, 6/7 on 7-pt scale; all issue average)

Highest Business Expectation for Impact on 8 Issues in UK

Eight issues stand out in importance for UK businesses to address*

1. Economic Stability and Growth
2. Job Creation/ Workforce Skills Development
3. Corruption
4. Environmental Issues
5. Mental Health
6. Potential Negative Impacts of AI**
7. Trust in Key Societal Institutions**
8. Income Inequality**

*Cited by over 78% of respondents as important for business to address

**tied for 6th at 79%

Amongst these top Issues, Economic Growth and Workforce have highest public confidence that business can have an impact, making them the top business assets for engagement

Across Demographic Groups, the largest issue importance differences are by political leaning (i.e. Liberal vs. Conservative)



Economic Growth & Workforce Key Business Assets in UK

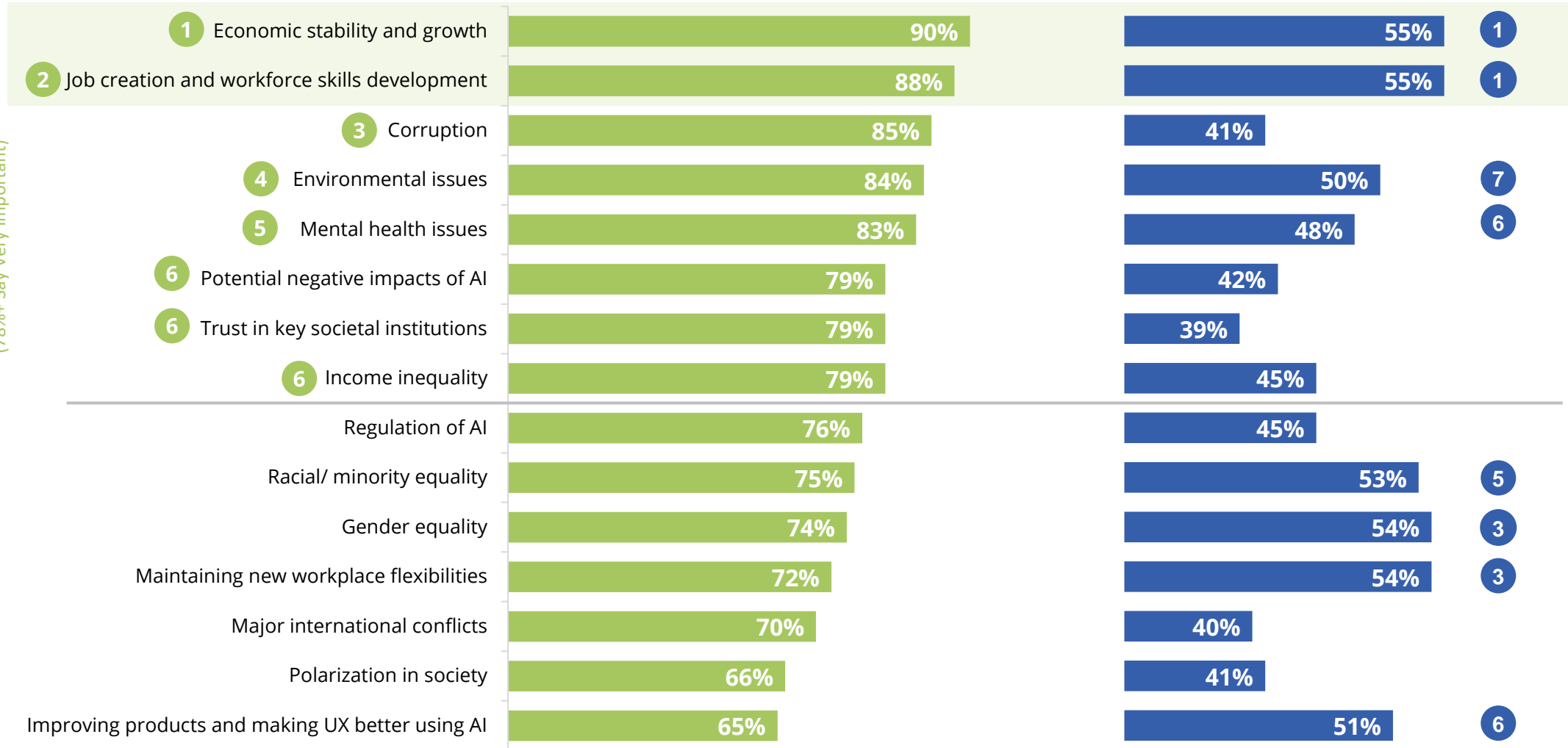
TOP TIER IMPORTANCE
(78%+ Say Very Important)

IMPORTANCE

for leading companies to make an impact on issues
(% very important, 6/7 on 7-pt scale)

CONFIDENCE

that leading companies can make an impact
(% very confident, 6/7 on 7-pt scale)



TOP TIER CONFIDENCE
(48%+ Say Very Confident)

Certain Issues **Much** More Important to Liberals in UK

	LIBERAL IMPORTANCE (% very important, 6/7 on 7-pt scale)	IMPORTANCE GAP	CONSERVATIVE IMPORTANCE (% very important, 6/7 on 7-pt scale)
Gender equality	86%	26%	60%
Racial/ minority equality	87%	26%	61%
Polarization in society	76%	19%	57%
New workplace flexibilities	79%	15%	64%
Income inequality	82%	12%	70%
Environmental issues	89%	12%	77%
Mental health issues	88%	12%	76%



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