

SME Workforce Lead Voting Turnout for UK General Election

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- Small business (SME) owner intention to vote on May 7th is running at 93% (up to 98% in some regions).
- In 2010, voting turnout among SME owners was 80% (versus a general turnout of 65%).
- 67% of SME owners say they'll be encouraging their staff to vote.
- 55% of SMEs allowing staff voting during working hours.

Research commissioned by MakeItCheaper.com suggests that SMEs will lead voting turnout at the 2015 UK General Election with 93% of SME owners intending to vote and two thirds (67%) encouraging their staff to do the same. Over half (55%) will allow their staff to vote during business hours (around 8.4 million employees¹). The figures compare favorably to the 80% of SME owners who voted in the 2010 Election, where the general turnout was just 65%.

The North East is set to have the highest turnout amongst SME business owners, with 98% intending to visit the polling stations on May 7th. The region with the lowest intended turnout is the West Midlands with 90% - which is still 25% higher than the general turnout of 2010.

A breakdown of voting intention by region is shown in the table below:

Location	Will Vote
UK	92.9%
London	93.3%
South West	95.3%
South East	92.4%
West Midlands	89.7%
East Midlands	90.2%
East of England	90.3%
North West	96.3%
North East	97.8%
Yorkshire & Humber	95.0%
Scotland	94.4%
Wales	91.2%
North Ireland	75.0%

Small businesses visiting the Polling Stations on May 7th will include*:

- Rockingham's in Southam CV47 0HE
- Academy Ballons in Liverpool L17 0BJ
- Jet Studios Limited in London SW6 4EH
- Zen Beauty in Manchester M45 6AA
- Zagal Limited in Bristol BS1 3AU
- Seli-Shuss in Sheffield S1 2GL
- Jobel Limited in Lymouth PL1 3LS
- Radfields Home Care Limited in Shrewsbury SY3 8JY

For more information on how small business owners intend to vote, visit [Make It Cheaper: The Small Business Vote](http://MakeItCheaper.com).

- ENDS -

Further information: Nick Heath 020 7654 0730 / 07720 297972 / nick.heath@makeitcheaper.com

Notes to editor:

* Case study contact details available on request.

1 Total SME employee populati **Source:** <http://www.fsb.org.uk/stats>

Research among 1,000 UK business owners and managers was conducted by Google on behalf of Make It Cheaper on 16/04/15.

Company Contact:

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Pressat Wire

E. [support\[\]@pressat.co.uk](mailto:support[]@pressat.co.uk)

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