

Fresh Business Thinking

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Small Businesses Ready To Swing Their Vote

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By Lea Pachta

New survey results show businesses are looking for a political party to put an end to late payments.

In its latest survey, **FreeIndex**, the popular UK business information website, has found that the small business vote could be swung in favour of a party that would eradicate late payments.

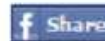
With this year's election campaign remaining a closely fought battle, speculation is still rife that a hung parliament is becoming an increasingly realistic prospect.

50 per cent of businesses surveyed said outlawing late payment is the policy that would make the most impact on their business and therefore swing their vote. 19 per cent of businesses said making it easier to borrow money would be most beneficial, 17 per cent answered increasing tax allowance, ten per cent opted for phasing out Employers' National Insurance Contributions and three per cent replied creating more Apprenticeships.

Martin Turner, Managing Director at FreeIndex, says, "The results of this survey are a clear indication that the economy remains at the forefront of business' minds, particularly when it comes to voting for a government that will help them to effectively manage their finances.

"It is therefore not surprising that late payment is such an issue for businesses. After all, a company not being paid on time can cause serious damage, particularly to smaller businesses who have limited cash flow. In the current economic climate, and given the difficulties businesses are facing in borrowing, the ease of cash flow is even more critical.

"A hung parliament could change the face of politics forever in this country, and many believe that change would not be for the better. For a political party to win the vote of small businesses they need to focus on what is key to not only helping a business survive and grow, but also... **continued on page two >**



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...to attracting new ventures that might otherwise be put off from starting a business in today's harsh economy."

The survey has been conducted over the last five days, with 299 users of FreeIndex service responding. The Green Party is currently the only political party to be pledging to outlaw late payments.

The results of this survey come one week after FreeIndex conducted a survey on small businesses, which showed 53 per cent of businesses believe that Nick Clegg is the leader most likely to do the most to help their business grow. This compares to 31 per cent for David Cameron and 16 per cent for Gordon Brown.

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