

Deregulation

What do British voters think?

The Government has made no secret of its intention to 'turbocharge' deregulation. Most of the key Cabinet posts are filled by dedicated proponents of this agenda. Decisions to scrap rules across a range of policy areas were among the first actions taken by Prime Minister Liz Truss upon entering 10 Downing Street.

This paper sets out findings from a Stack Data Strategy poll of UK voters on behalf of Unchecked UK, the RSPB, the Wildlife Trusts, the Woodland Trust, the British Safety Council and the National Consumer Federation.¹

Key Findings

1. The UK public does not support the deregulation agenda

74% of UK public thinks that current levels of regulation are either right or not strong enough at present. The public is not persuaded that deregulation will deliver economic growth.

By regulation, we mean the set of rules that are in place to make sure that businesses respect health, safety, environmental and ethical standards. Which of the following statements is closest to your view, even if none describes it perfectly?

44%

We do not have enough regulation in the UK. It's too easy for businesses to get away with bad things at the expense of consumers and the environment

30%

The UK has just the right amount of regulation currently

26%

We have too much regulation in the UK. This makes it costly to do business, holds back our economy and hurts consumers

Just **one in five** agree with the statement 'We should be willing to accept weaker environmental or animal welfare rules in order to promote growth.'

The government argues that it is necessary to remove regulations in order to promote economic growth. Which of the following statements is closest to your view?

53%

We should strengthen regulations to protect workers and the environment, regardless of the impact on growth

25%

Don't know

22%

We should be willing to accept weaker labour market or environmental rules in order to promote growth

¹ Stack Data Strategy surveyed a representative sample of 1,512 UK adults between 30 September and 3 October 2022 on behalf of Unchecked UK. The results are weighted to be representative of the UK population on the basis of age, gender, educational attainment, region and 2019 Westminster vote.

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Nor do people see deregulation as a 'Brexit opportunity'. **60%** believe that the UK should pursue standards that are either the same or higher than those of the EU.

Now that we have left the EU, the UK has greater freedom to make its own rules. Which of the following statements is closest to your view, even if none describes it perfectly?



2. Deregulation is a vote loser

We find that support for deregulation is weak among voters who are planning to vote for the Conservatives (**70%** think level of regulation is right / too low).

30% of respondents indicated that they would be more likely to vote Labour if the Government brings forward plans to reduce regulations.

70% of those planning to vote for the Conservatives at the next election think the level of regulation in the UK is right / too low

