

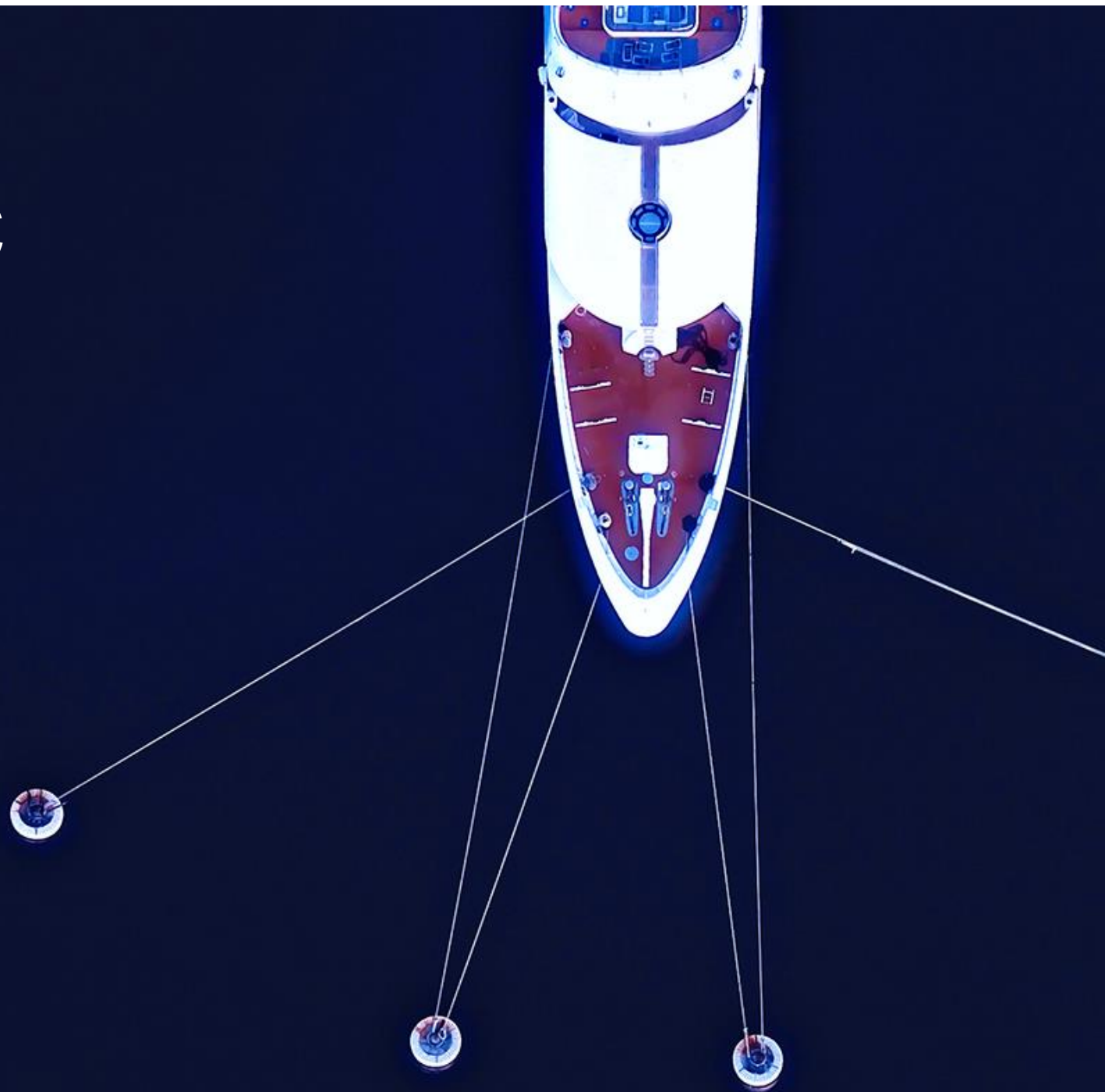
Transatlantic Confidence

INDEX 2022



BritishAmericanBusiness

BAIN & COMPANY 





US COMPANIES

IN UK

We surveyed a wide range of
US companies
operating in the UK

54

US companies
operating in
the UK

~3000

total years of
doing business
in the UK

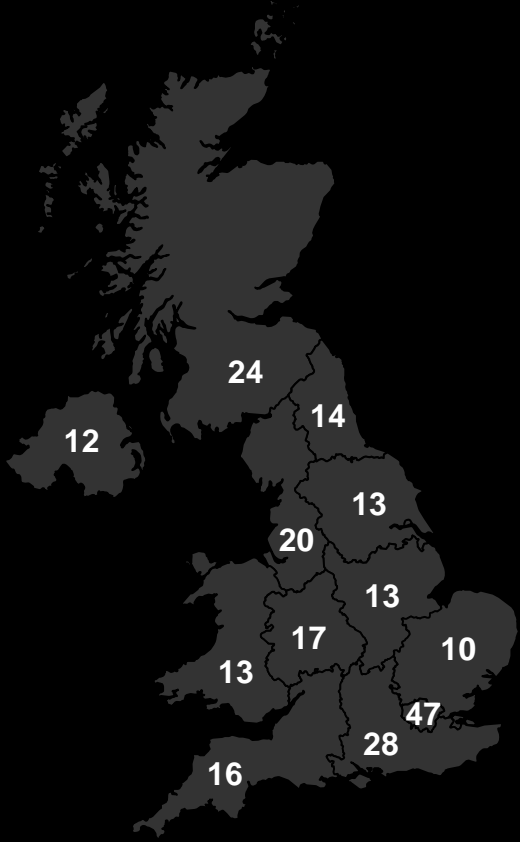
>220,000

UK-based
employees
represented

LOCATIONS OF
RESPONDENTS

**Which region(s)
of the UK do you
operate in with
meaningful
scale?**

Number of
respondents
who selected
each region



SECTORS AND ROLES
OF RESPONDENTS

What sector does your
company operate in?

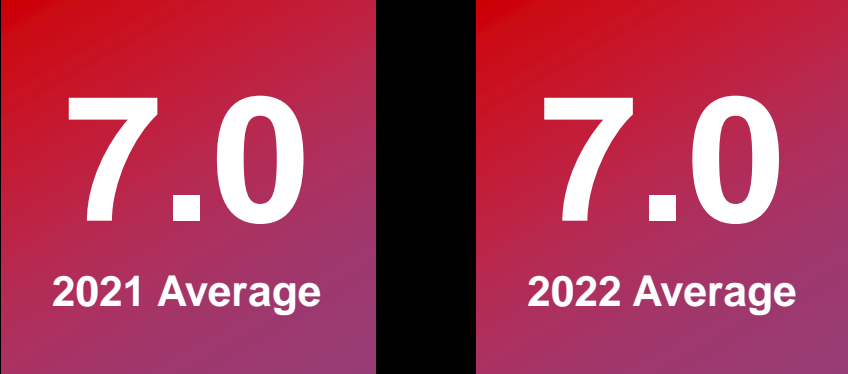
Other
Retail
Logistics / transport
Professional services/ legal services
Life sciences/ healthcare
Manufacturing
Financial services/ financial investor
Technology/ media/ telecom

How would you
describe your role?

Other
Global/headquarters CXO
UK Country General Manager
Government Relations

US companies report moderate levels of confidence in the **overall health of US-UK transatlantic business corridor**

AVERAGE HEALTH REMAINS SAME FROM '21 TO '22



On a scale from 0-10

what is your view of the overall health of the US-UK transatlantic business corridor?



Source: BAB/Bain Confidence Index Survey, May 2022 (n=54)

US companies report moderate confidence

in the UK as a place to invest and do business

7.8

2021 Average

7.3

2022 Average

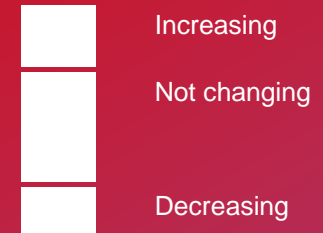
On a scale from 0–10, what is your confidence in the UK as a place to do business?

LEVEL OF CONFIDENCE

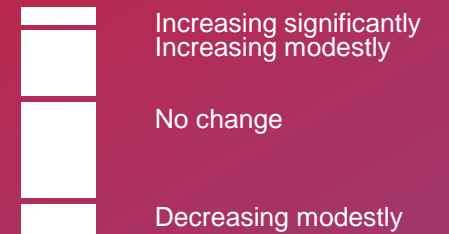


The UK has a “positive regulatory environment”, “skilled, educated workforce” and “strong legal framework”

Do you believe your confidence in the UK as a place to do business is:



How do you see your level of investment in the UK changing over the next 2 to 3 years?



The UK has a “strong science base, good academic links, talented workforce and unified strategy for science and innovation, stability – political, legal and economic”

Respondents' view of the

UK's most attractive & unattractive assets in 2022

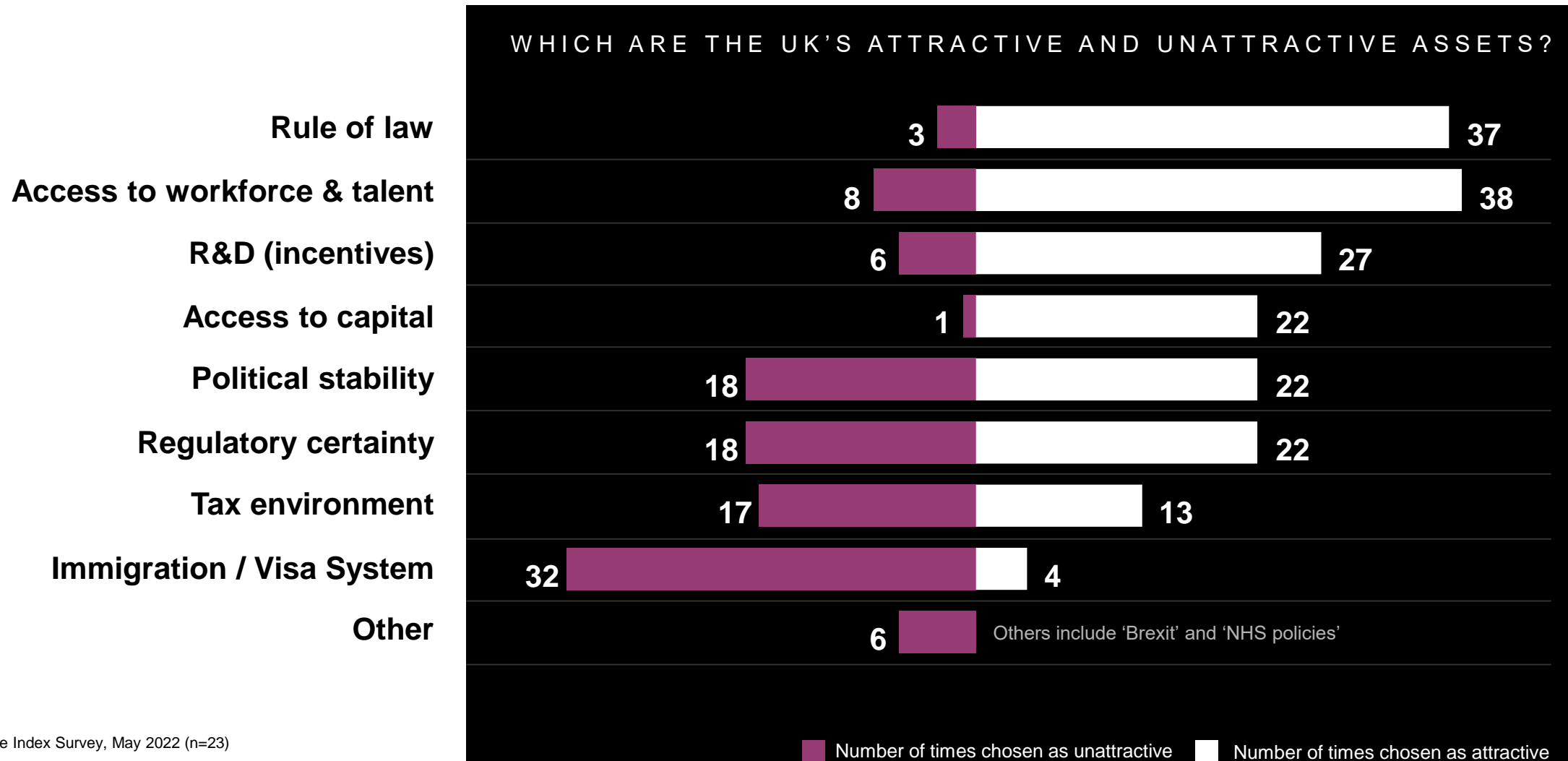
LEAST ATTRACTIVE

MOST ATTRACTIVE



UK's regulatory system is seen largely positively

Visa system and tax environment seen on balance negatively



US companies believe that in order to continue attracting investments

UK government should focus on strengthening political and trade relations with the EU

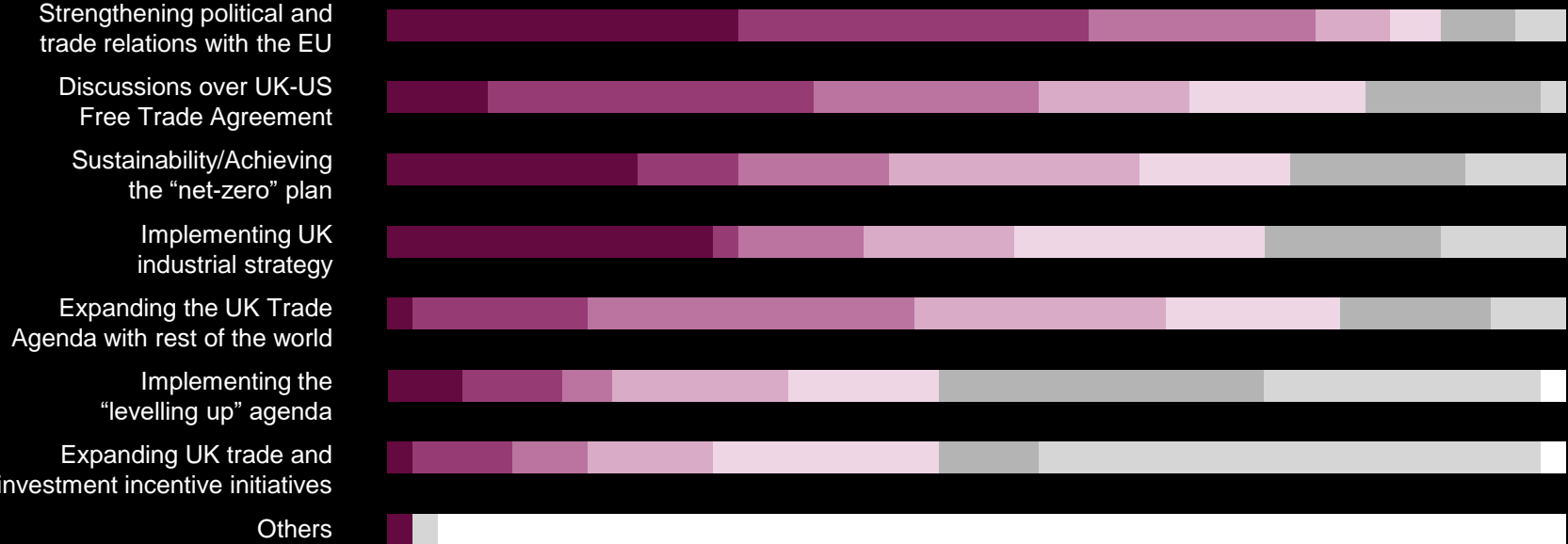
The UK should “define the value proposition for investing in the UK - demonstrate how UK stacks up against competitor countries on key metrics like generosity of capital allowances, R&D credits, energy and property costs, employment taxes, and the cumulative burden of regulation and reporting.”

The UK should support “the role of the public sector including the NHS as a major purchaser and potential innovation driver.”

Note: 7 respondents did not answer the question “Which would you recommend to the UK government as their top priorities to continue to attract inward investment?”
Source: BAB/Bain Confidence Index Survey, May 2022 (n=54)

Which would you recommend to the UK government as their top priorities to continue to attract inward investment?

% OF RESPONDENTS (N=47)



(reduce base operating costs to retain talent, defining value propositions of investing in the UK, role of public sector, investment in supporting financial services, transparency in M&A)

HIGH PRIORITY 1 2 3 4 5 6 7 8 LOW PRIORITY

Moderate confidence has been shown by US companies in the **UK's continued ability to manage COVID-19 recovery**

AVERAGE CONFIDENCE



On a scale from 0-10

How confident are you in the UK's continued ability to manage COVID-19 recovery?



US companies believe that it is important for the UK to respond to geopolitical crises

However, they are not overly confident in the future of UK-EU relationship

Source: BAB/Bain Confidence Index Survey, May 2022 (n=54)



How important is it for the UK to respond to global geopolitical crises, such as the war in Ukraine, even though it has economic repercussions for business and the economy?



What is your confidence in the future of the UK-EU economic relationship?





UK COMPANIES

IN US

We surveyed a wide range of
UK companies
operating in the US

23

US companies
operating in
the US

>1,000

total years of
doing business
in the US

>68,000

US-based
employees
represented

LOCATIONS OF RESPONDENTS

Which region(s) of the US do you
operate in with meaningful scale?



Alaska and Hawaii with 2 responses each are not represented in the map

SECTORS AND ROLES OF RESPONDENTS

What sector does your
company operate in?

How would you
describe your role?



Source: BAB/Bain Confidence Index Survey, May 2022 (n=23)

UK companies report moderate levels of confidence in the **overall health of US-UK transatlantic business corridor**

AVERAGE HEALTH



On a scale from 0-10

what is your view of the overall health of the US-UK transatlantic business corridor?



UK companies report relatively high confidence

in the US as a place to invest and do business

8.0

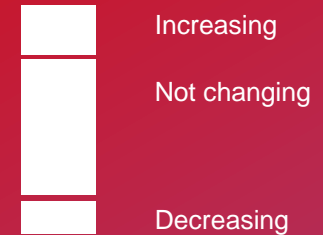
2022 Average

On a scale from 0–10, what is your confidence in the US as a place to do business?

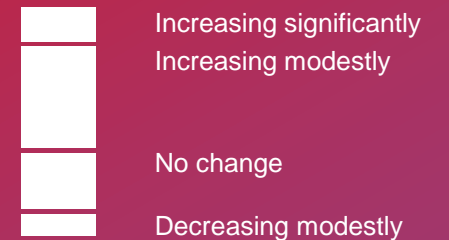
LEVEL OF CONFIDENCE



Do you believe your confidence in the US as a place to do business is:



How do you see your level of investment in the US changing over the next 2 to 3 years?



Note: 2 respondents did not answer the question "Do you believe your confidence in the US as a place to do business is" and 4 did not answer the question "How do you see your level of investment in the US changing over the next 2 to 3 years?"; Data for 2021 not present for the US survey
Source: BAB/Bain Confidence Index Survey, May 2022 (n=23)

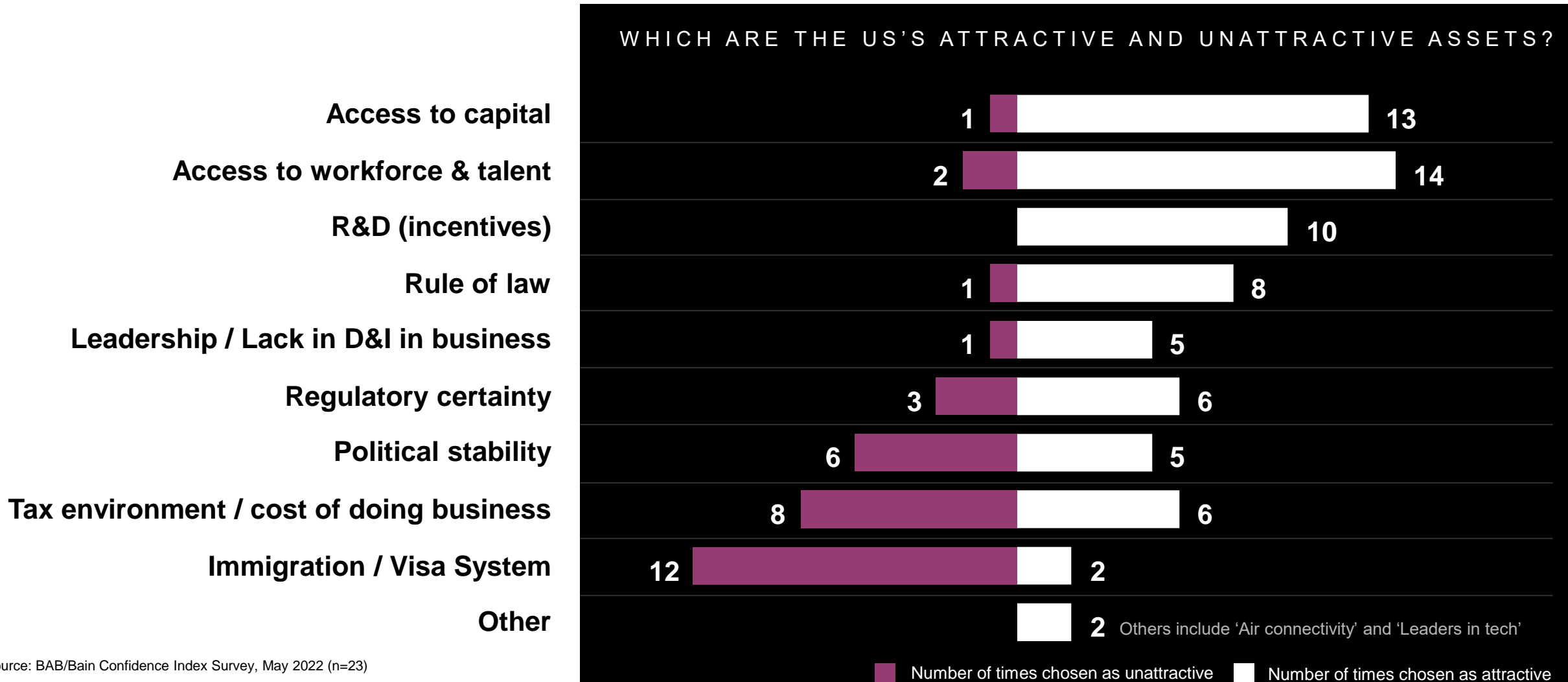
Respondents' view of the

US's most attractive assets in 2022



US's regulatory system is seen largely positively

Immigration / Visa system seen on balance negatively

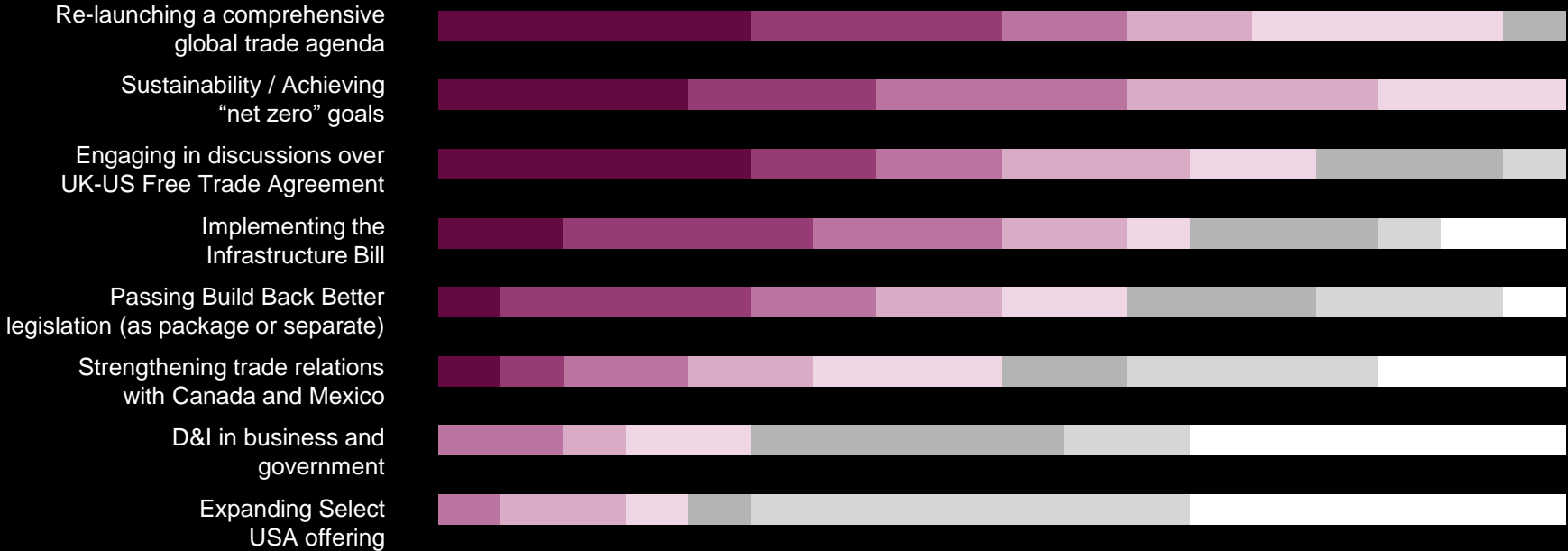


UK companies believe that in order to continue attracting investments

US government should focus on a comprehensive global trade agenda and sustainability

What should the US government prioritize to continue to attract inward investment?

% OF RESPONDENTS (N=47)

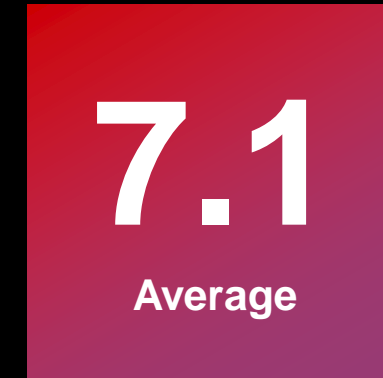


Note: Bar for 'Other, please specify' not shown since all respondents ranked it last with no open text responses; 5 respondents did not answer the question "What should the US government prioritize to continue to attract inward investment?"
 Source: BAB/Bain Confidence Index Survey, May 2022 (n=23)

HIGH PRIORITY 1 2 3 4 5 6 7 8 LOW PRIORITY

Moderate confidence has been shown by UK companies in the **US's continued ability to manage COVID-19 recovery**

AVERAGE CONFIDENCE



On a scale from 0-10

How confident are you in the US's continued ability to manage COVID-19 recovery?



Note: 3 respondents did not answer the question "How confident are you in the US's continued ability to manage COVID-19 recovery?"
Source: BAB/Bain Confidence Index Survey, May 2022 (n=23)

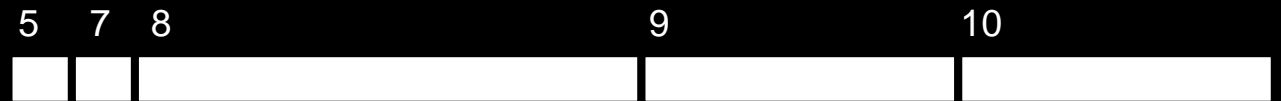
UK companies believe that it is important for the US to respond to geopolitical crises

However, they are not very confident in the future of US-China relationship

Source: BAB/Bain Confidence Index Survey, May 2022 (n=23)



How important is it for the US to respond to global geopolitical crises, such as the war in Ukraine, even though it has economic repercussions for business and the economy?



What is your confidence in future US-China trade relations?



Most UK companies have middling views of the Biden Administration’s “worker-centered” trade policy



On a scale from 0-10

What is your view of the Biden Administration’s “worker-centered” trade policy?



Note: 3 respondents did not answer the question “What is your view of the Biden Administration’s “worker-centered” trade policy?”
Source: BAB/Bain Confidence Index Survey, May 2022 (n=23)

For both UK and US companies

simplified US-UK business mobility is a high priority action in absence of an FTA

What issues should the **UK** prioritize in its relationship with the US in the absence of an FTA?



What issues should the **US** prioritize in its relationship with the UK in the absence of an FTA?

