

ExCel London International Business Study

METHODOLOGY NOTE

ComRes interviewed 2,045 GB adults online between 24th and 26th January 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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International Business Study

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 1

Q1. To what extent do you agree or disagree with the following statements:

Summary table

Base : All respondents

	British Politicians should work harder to bring international business to the UK	Winning bids to host international business events and conferences is more important for bringing money into the UK economy than winning sporting events	London's cultural and ethnic diversity makes it a great place to do business	I'm proud of London's status as a world capital that welcomes international business visitors to the UK	London's politicians should do more to welcome international business to the capital to help strengthen the economy	Business tourism (international business people visiting the UK to do business) is an important sector for the UK's continued economic growth
Unweighted base	2045	2045	2045	2045	2045	2045
Weighted base	2045	2045	2045	2045	2045	2045
NET: Agree	1518 74%	1097 54%	1391 68%	1410 69%	1398 68%	1570 77%
Strongly agree (4)	603 29%	325 16%	438 21%	462 23%	452 22%	589 29%
Tend to agree (3)	915 45%	772 38%	953 47%	948 46%	946 46%	982 48%
Tend to disagree (2)	134 7%	334 16%	168 8%	201 10%	160 8%	119 6%
Strongly disagree (1)	35 2%	83 4%	52 3%	62 3%	43 2%	26 1%
NET: Disagree	169 8%	417 20%	220 11%	263 13%	203 10%	145 7%
Don't know	358 18%	531 26%	434 21%	372 18%	444 22%	330 16%
Mean	3.24	2.88	3.10	3.08	3.13	3.24
Standard deviation	0.68	0.80	0.70	0.73	0.69	0.64
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

International Business Study

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 2

Q1. To what extent do you agree or disagree with the following statements:
British Politicians should work harder to bring international business to the UK
Base : All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2045	968	1077	144	342	414	369	315	461	740	542	280	483	565	534	484	276	186
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	429	470	520	540	513	295	178
NET: Agree	1518	794	723	152	194	284	264	250	375	424	428	328	337	380	416	372	221	130
	74%	79%	69%	62%	59%	73%	76%	81%	87%	77%	72%	76%	72%	73%	77%	72%	75%	73%
Strongly agree	(4) 603	355	248	36	69	105	113	111	169	165	170	129	139	156	170	145	86	46
	29%	35%	24%	15%	21%	27%	33%	36%	39%	30%	29%	30%	29%	30%	32%	28%	29%	26%
Tend to agree	(3) 915	439	475	117	124	179	151	138	206	259	258	199	198	224	246	227	135	84
	45%	44%	46%	47%	38%	46%	43%	45%	48%	47%	44%	46%	42%	43%	46%	44%	46%	47%
Tend to disagree	(2) 134	63	72	20	47	27	18	9	12	40	42	17	35	44	28	32	17	13
	7%	6%	7%	8%	14%	7%	5%	3%	3%	7%	7%	4%	7%	9%	5%	6%	6%	7%
Strongly disagree	(1) 35	17	18	6	11	6	6	2	4	9	11	7	8	7	10	11	3	4
	2%	2%	2%	2%	3%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%
NET: Disagree	169	79	90	26	59	33	24	12	16	49	52	24	43	52	38	43	20	17
	8%	8%	9%	10%	18%	8%	7%	4%	4%	9%	9%	6%	9%	10%	7%	8%	7%	9%
Don't know	358	128	230	68	75	72	60	45	38	79	112	77	90	88	86	99	54	31
	18%	13%	22%	28%	23%	19%	17%	15%	9%	14%	19%	18%	19%	17%	16%	19%	18%	18%
Mean	3.24	3.30	3.17	3.03	3.00	3.21	3.29	3.37	3.38	3.23	3.22	3.28	3.23	3.22	3.27	3.22	3.26	3.17
Standard deviation	0.68	0.68	0.67	0.66	0.80	0.67	0.67	0.60	0.60	0.68	0.69	0.64	0.70	0.69	0.67	0.69	0.64	0.70
Standard error	0.02	0.02	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.04	0.06

International Business Study

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 3
Q1. To what extent do you agree or disagree with the following statements:
Winning bids to host international business events and conferences is more important for bringing money into the UK economy than winning sporting events
Base : All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2045	968	1077	144	342	414	369	315	461	740	542	280	483	565	534	484	276	186	
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	429	470	520	540	513	295	178	
NET: Agree	1097	601	496	127	159	204	181	178	248	320	331	233	213	293	301	255	153	96	
	54%	60%	48%	52%	49%	53%	52%	58%	58%	58%	56%	54%	45%	56%	56%	50%	52%	54%	
Strongly agree	(4)	325	197	128	27	45	58	62	53	80	93	94	65	73	96	94	80	36	20
	16%	20%	12%	11%	14%	15%	18%	17%	19%	17%	16%	15%	16%	18%	17%	16%	12%	11%	
Tend to agree	(3)	772	404	368	101	114	146	119	124	169	227	237	168	140	197	208	175	117	75
	38%	40%	35%	41%	35%	38%	34%	41%	39%	41%	40%	39%	30%	38%	38%	34%	40%	42%	
Tend to disagree	(2)	334	165	169	22	63	73	62	35	79	90	92	63	88	87	82	93	48	24
	16%	16%	16%	9%	19%	19%	18%	11%	18%	16%	16%	15%	19%	17%	15%	18%	16%	13%	
Strongly disagree	(1)	83	46	38	13	23	14	10	13	10	20	20	23	21	21	24	9	8	
	4%	5%	4%	5%	7%	4%	3%	4%	2%	4%	3%	5%	5%	4%	4%	5%	3%	4%	
NET: Disagree	417	211	206	35	86	87	72	48	89	110	112	83	111	108	103	117	57	32	
	20%	21%	20%	14%	26%	22%	21%	16%	21%	20%	19%	19%	24%	21%	19%	23%	19%	18%	
Don't know	531	190	341	83	82	98	95	81	92	122	150	113	146	118	135	142	85	50	
	26%	19%	33%	34%	25%	25%	27%	26%	22%	22%	25%	26%	31%	23%	25%	28%	29%	28%	
Mean	2.88	2.93	2.84	2.87	2.74	2.86	2.92	2.96	2.94	2.91	2.91	2.88	2.81	2.92	2.92	2.84	2.86	2.85	
Standard deviation	0.80	0.82	0.78	0.78	0.87	0.79	0.80	0.79	0.77	0.78	0.77	0.80	0.87	0.81	0.80	0.83	0.74	0.76	
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.05	0.06	

International Business Study

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 4

Q1. To what extent do you agree or disagree with the following statements:

London's cultural and ethnic diversity makes it a great place to do business

Base : All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2045	968	1077	144	342	414	369	315	461	740	542	280	483	565	534	484	276	186	
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	429	470	520	540	513	295	178	
NET: Agree	1391	687	704	145	223	272	241	210	301	413	404	281	293	371	380	333	204	103	
	68%	69%	68%	59%	68%	70%	69%	68%	70%	75%	68%	66%	62%	71%	70%	65%	69%	58%	
Strongly agree	(4)	438	229	209	45	70	81	84	61	98	136	131	86	85	141	111	87	72	27
	21%	23%	20%	19%	21%	21%	24%	20%	23%	25%	22%	20%	18%	27%	21%	17%	25%	15%	
Tend to agree	(3)	953	457	495	100	153	191	157	148	203	276	273	196	208	230	269	246	131	76
	47%	46%	47%	41%	47%	49%	45%	48%	47%	50%	46%	46%	44%	44%	50%	48%	44%	43%	
Tend to disagree	(2)	168	97	71	21	35	30	23	24	35	47	42	45	34	48	40	38	16	24
	8%	10%	7%	9%	11%	8%	7%	8%	8%	9%	7%	10%	7%	9%	8%	7%	6%	14%	
Strongly disagree	(1)	52	28	24	2	10	12	8	11	9	8	15	11	19	7	13	18	8	6
	3%	3%	2%	1%	3%	3%	2%	4%	2%	1%	2%	2%	4%	1%	2%	4%	3%	3%	
NET: Disagree	220	125	95	23	45	42	30	35	43	55	56	56	53	55	54	57	24	30	
	11%	12%	9%	9%	14%	11%	9%	11%	10%	10%	9%	13%	11%	11%	10%	11%	8%	17%	
Don't know	434	191	243	77	59	75	76	62	85	85	133	92	124	94	106	123	67	45	
	21%	19%	23%	31%	18%	19%	22%	20%	20%	15%	22%	22%	26%	18%	20%	24%	23%	25%	
Mean	3.10	3.09	3.11	3.12	3.05	3.08	3.17	3.06	3.13	3.16	3.13	3.06	3.04	3.19	3.10	3.03	3.18	2.93	
Standard deviation	0.70	0.73	0.68	0.66	0.73	0.71	0.69	0.73	0.68	0.66	0.70	0.72	0.75	0.69	0.68	0.72	0.71	0.75	
Standard error	0.02	0.03	0.02	0.07	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.03	0.03	0.04	0.05	0.06	

International Business Study

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 5

Q1. To what extent do you agree or disagree with the following statements:

I'm proud of London's status as a world capital that welcomes international business visitors to the UK

Base : All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2045	968	1077	144	342	414	369	315	461	740	542	280	483	565	534	484	276	186	
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	429	470	520	540	513	295	178	
NET: Agree	1410	698	712	141	217	265	231	228	328	419	413	278	300	384	402	330	205	89	
	69%	70%	68%	57%	66%	68%	66%	74%	76%	76%	70%	65%	64%	74%	74%	64%	70%	50%	
Strongly agree	(4)	462	242	221	27	84	75	81	76	120	133	144	95	91	161	112	90	81	18
	23%	24%	21%	11%	26%	19%	23%	25%	28%	24%	24%	22%	19%	31%	21%	18%	28%	10%	
Tend to agree	(3)	948	456	492	115	133	190	150	152	208	286	269	183	210	223	289	240	124	71
	46%	45%	47%	47%	41%	49%	43%	50%	48%	52%	45%	43%	45%	43%	54%	47%	42%	40%	
Tend to disagree	(2)	201	116	85	26	40	40	27	26	43	54	57	42	48	45	42	54	26	34
	10%	12%	8%	11%	12%	10%	8%	9%	10%	10%	10%	10%	10%	9%	8%	10%	9%	19%	
Strongly disagree	(1)	62	37	25	5	10	12	9	11	14	15	17	11	20	9	15	22	6	10
	3%	4%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	4%	2%	3%	4%	2%	6%	
NET: Disagree	263	153	110	31	50	52	36	37	57	69	74	53	68	54	57	76	32	44	
	13%	15%	11%	13%	15%	13%	10%	12%	13%	12%	12%	12%	14%	10%	11%	15%	11%	25%	
Don't know	372	151	221	73	60	72	81	42	45	65	106	99	102	82	81	107	58	44	
	18%	15%	21%	30%	18%	19%	23%	14%	10%	12%	18%	23%	22%	16%	15%	21%	20%	25%	
Mean	3.08	3.06	3.10	2.94	3.09	3.04	3.13	3.10	3.13	3.10	3.11	3.09	3.01	3.22	3.09	2.98	3.18	2.72	
Standard deviation	0.73	0.77	0.69	0.66	0.78	0.72	0.73	0.73	0.75	0.70	0.73	0.73	0.77	0.71	0.68	0.76	0.72	0.79	
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.03	0.03	0.04	0.05	0.06	

International Business Study

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 6

Q1. To what extent do you agree or disagree with the following statements:

London's politicians should do more to welcome international business to the capital to help strengthen the economy

Base : All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2045	968	1077	144	342	414	369	315	461	740	542	280	483	565	534	484	276	186	
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	429	470	520	540	513	295	178	
NET: Agree	1398	713	685	138	202	250	240	226	342	395	395	294	314	372	381	340	200	106	
	68%	71%	66%	56%	62%	64%	69%	74%	80%	72%	67%	69%	67%	71%	71%	66%	68%	60%	
Strongly agree	(4)	452	241	211	34	65	82	76	75	119	125	121	103	103	141	119	99	70	24
		22%	24%	20%	14%	20%	21%	22%	24%	28%	23%	20%	24%	22%	27%	22%	19%	24%	14%
Tend to agree	(3)	946	471	475	104	137	167	164	152	222	270	274	191	211	231	262	242	130	81
		46%	47%	46%	42%	42%	43%	47%	49%	52%	49%	46%	45%	45%	44%	49%	47%	44%	46%
Tend to disagree	(2)	160	93	67	27	40	31	24	17	21	48	56	24	31	43	44	38	17	18
		8%	9%	6%	11%	12%	8%	7%	6%	5%	9%	10%	6%	7%	8%	8%	7%	6%	10%
Strongly disagree	(1)	43	26	17	4	7	12	5	7	8	10	9	17	8	11	9	11	5	7
		2%	3%	2%	2%	2%	3%	1%	2%	2%	2%	1%	4%	2%	2%	2%	2%	2%	4%
NET: Disagree		203	119	84	30	47	43	29	24	29	58	65	40	39	54	53	50	21	25
		10%	12%	8%	12%	14%	11%	8%	8%	7%	11%	11%	9%	8%	10%	10%	10%	7%	14%
Don't know		444	170	273	77	78	95	79	56	59	99	133	95	117	94	106	123	74	47
		22%	17%	26%	31%	24%	25%	23%	18%	14%	18%	22%	22%	25%	18%	20%	24%	25%	27%
Mean		3.13	3.12	3.14	3.00	3.05	3.09	3.16	3.17	3.22	3.13	3.10	3.14	3.16	3.18	3.13	3.10	3.20	2.94
Standard deviation		0.69	0.72	0.66	0.67	0.73	0.74	0.65	0.68	0.65	0.67	0.67	0.75	0.67	0.71	0.66	0.68	0.66	0.73
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.03	0.03	0.03	0.05	0.06

International Business Study

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 7

Q1. To what extent do you agree or disagree with the following statements:

Business tourism (international business people visiting the UK to do business) is an important sector for the UK's continued economic growth

Base : All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2045	968	1077	144	342	414	369	315	461	740	542	280	483	565	534	484	276	186
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	429	470	520	540	513	295	178
NET: Agree	1570	788	782	150	219	297	270	256	379	445	464	321	341	402	432	382	223	132
	77%	79%	75%	61%	67%	76%	78%	83%	88%	81%	78%	75%	72%	77%	80%	74%	75%	74%
Strongly agree	(4)	589	296	293	30	77	106	95	113	178	170	115	125	181	152	131	88	35
		29%	30%	28%	12%	23%	27%	27%	37%	32%	29%	27%	27%	35%	28%	26%	30%	20%
Tend to agree	(3)	982	493	489	120	142	191	175	143	267	294	206	215	221	279	251	135	96
		48%	49%	47%	49%	43%	49%	50%	47%	48%	50%	48%	46%	42%	52%	49%	46%	54%
Tend to disagree	(2)	119	65	54	28	33	23	18	6	11	38	30	24	27	33	28	17	13
		6%	7%	5%	11%	10%	6%	5%	2%	3%	7%	5%	6%	6%	5%	5%	6%	8%
Strongly disagree	(1)	26	22	4	1	10	8	2	4	1	2	7	10	7	10	3	11	1
		1%	2%	*	1%	3%	2%	*	1%	*	1%	2%	1%	2%	1%	2%	*	*
NET: Disagree		145	87	58	29	43	30	20	10	13	40	38	34	43	32	39	18	14
		7%	9%	6%	12%	13%	8%	6%	3%	3%	7%	6%	8%	7%	8%	6%	6%	8%
Don't know		330	126	203	67	65	62	58	41	37	67	92	74	96	75	76	93	32
		16%	13%	19%	27%	20%	16%	17%	13%	9%	12%	15%	17%	20%	14%	14%	18%	18%
Mean		3.24	3.21	3.27	3.00	3.09	3.21	3.25	3.37	3.39	3.28	3.25	3.20	3.23	3.29	3.25	3.19	3.29
Standard deviation		0.64	0.68	0.60	0.59	0.75	0.67	0.59	0.61	0.56	0.62	0.63	0.68	0.65	0.70	0.60	0.67	0.61
Standard error		0.02	0.02	0.02	0.06	0.05	0.04	0.03	0.04	0.03	0.02	0.03	0.04	0.03	0.03	0.03	0.04	0.05