

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 7

Q.1 What is the single most important thing that the Mayor could do to promote London as a world class place to do business?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
Improve public transport/ transport links/ greater access	194 19%	110 22%	84 17%	98 20%	96 19%	8 11%	33 13%	53 21%	54 24%	36 23%	10 23%	156 20%	38 18%
Advertising/ advertise London's diversity	62 6%	21 4%	41 8%	33 7%	29 6%	7 9%	19 8%	18 7%	12 5%	6 4%	-	47 6%	15 7%
Reduce taxes	52 5%	34 7%	18 4%	36 7%	16 3%	4 5%	21 8%	14 6%	8 4%	5 3%	-	46 6%	6 3%
Affordable/ cheaper/ free public transport	43 4%	18 4%	25 5%	17 3%	26 5%	6 8%	11 4%	9 4%	12 5%	5 3%	-	35 4%	8 4%
More help/ investments for businesses	38 4%	16 3%	22 4%	19 4%	19 4%	7 9%	11 4%	7 3%	6 3%	7 5%	-	26 3%	12 6%
Resign	35 3%	14 3%	21 4%	24 5%	11 2%	-	3 1%	7 3%	11 5%	9 6%	5 12%	24 3%	11 5%
Improve traffic congestion	33 3%	21 4%	12 2%	19 4%	14 3%	-	4 2%	10 4%	10 4%	6 4%	3 7%	27 3%	6 3%
Abolish/ reduce the congestion charge	23 2%	9 2%	14 3%	10 2%	13 3%	1 1%	2 1%	5 2%	6 3%	9 6%	-	14 2%	9 4%
Reduce crime	23 2%	12 2%	11 2%	12 2%	11 2%	-	4 2%	7 3%	4 2%	8 5%	-	20 3%	3 1%
More jobs/ address any skills shortages	22 2%	9 2%	13 3%	12 2%	10 2%	1 1%	7 3%	8 3%	1 *	3 2%	2 5%	15 2%	7 3%
Safety of London/ more safe/ secure	22 2%	10 2%	12 2%	8 2%	14 3%	2 3%	4 2%	3 1%	8 4%	3 2%	2 5%	14 2%	8 4%
Clean it up/ make the city more presentable	21 2%	8 2%	13 3%	7 1%	14 3%	1 1%	6 2%	1 *	6 3%	6 4%	1 2%	15 2%	6 3%
Lower business taxes	21 2%	11 2%	10 2%	9 2%	12 2%	-	4 2%	6 2%	8 4%	2 1%	1 2%	15 2%	6 3%
Reduce the cost of living/ improve the economy	18 2%	7 1%	11 2%	7 1%	11 2%	1 1%	9 4%	1 *	4 2%	3 2%	-	13 2%	5 2%

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	Sample Type		Gender		Age						Working Status		
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
Good infrastructure	14 1%	6 1%	8 2%	7 1%	7 1%	2 3%	2 1%	5 2%	2 1%	1 1%	2 5%	9 1%	5 2%
Boost confidence in banking/ bankers	12 1%	7 1%	5 1%	5 1%	7 1%	1 1%	4 2%	2 1%	2 1%	2 1%	1 2%	8 1%	4 2%
Lower business rates	12 1%	7 1%	5 1%	9 2%	3 1%	2 3%	1 *	2 1%	5 2%	2 1%	-	11 1%	1 *
Cut red tape/ bureaucracy	11 1%	5 1%	6 1%	7 1%	4 1%	2 3%	2 1%	4 2%	2 1%	1 1%	-	9 1%	2 1%
Friendly/ welcoming people/ city	9 1%	5 1%	4 1%	3 1%	6 1%	-	4 2%	4 2%	1 *	-	-	8 1%	1 *
Reduce rates/ rents/ leases	9 1%	4 1%	5 1%	3 1%	6 1%	-	3 1%	-	4 2%	2 1%	-	6 1%	3 1%
Affordable housing	8 1%	3 1%	5 1%	6 1%	2 *	-	3 1%	4 2%	1 *	-	-	5 1%	3 1%
Promote/ make the most of the run up to the London Olympics 2011	7 1%	2 *	5 1%	3 1%	4 1%	1 1%	1 *	1 *	4 2%	-	-	5 1%	2 1%
Improve/ promote tourism	6 1%	-	6 1%	3 1%	3 1%	1 1%	1 *	3 1%	-	1 1%	-	4 1%	2 1%
Invest money in schools/ education	5 *	2 *	3 1%	1 *	4 1%	3 4%	1 *	1 *	-	-	-	4 1%	1 *
Free/ cheaper parking	4 *	3 1%	1 *	1 *	3 1%	-	1 *	-	3 1%	-	-	4 1%	-
Better parking facilities	4 *	3 1%	1 *	1 *	3 1%	-	-	-	3 1%	1 1%	-	3 *	1 *
Tackle corruption	4 *	1 *	3 1%	2 *	2 *	-	-	1 *	1 *	2 1%	-	3 *	1 *
Free Wi-Fi in London	2 *	2 *	-	2 *	-	-	-	2 1%	-	-	-	2 *	-

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Base: All respondents

	Sample Type		Gender		Age						Working Status		
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
Offer good/ better services	2 *	1 *	1 *	-	2 *	1 1%	1 *	-	-	-	-	1 *	1 *
Other	87 9%	39 8%	48 10%	41 8%	46 9%	9 12%	24 10%	20 8%	19 8%	9 6%	6 14%	69 9%	18 8%
Nothing/ not applicable	17 2%	7 1%	10 2%	6 1%	11 2%	5 7%	6 2%	3 1%	2 1%	1 1%	-	12 2%	5 2%
Don't know	259 26%	140 28%	119 24%	114 23%	145 28%	17 23%	72 29%	69 28%	51 22%	37 24%	13 30%	212 27%	47 22%

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Absolutes/col percents

Table 8

Q.2 What is the single most important thing that the Mayor could do to improve London as a place to live and/or work?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
Improve public transport (investment/ links/ capacity)	211 21%	104 21%	107 21%	106 22%	105 21%	13 17%	51 20%	51 20%	46 20%	39 25%	11 26%	159 20%	52 24%
Cheaper public transport/ cheaper for London residents	107 11%	48 10%	59 12%	42 9%	65 13%	12 16%	28 11%	24 10%	21 9%	16 10%	6 14%	80 10%	27 12%
Reduce crime/ youth/ knife crime	66 7%	27 5%	39 8%	30 6%	36 7%	7 9%	16 6%	17 7%	15 7%	10 6%	1 2%	49 6%	17 8%
More affordable housing	55 5%	24 5%	31 6%	24 5%	31 6%	2 3%	18 7%	14 6%	16 7%	5 3%	-	45 6%	10 5%
Improve public safety/ safety on the streets	36 4%	15 3%	21 4%	15 3%	21 4%	1 1%	8 3%	9 4%	12 5%	4 3%	2 5%	25 3%	11 5%
Clean up the streets	36 4%	20 4%	16 3%	11 2%	25 5%	1 1%	6 2%	8 3%	9 4%	10 6%	2 5%	29 4%	7 3%
Reduce traffic congestion/ improve traffic lights system	36 4%	19 4%	17 3%	19 4%	17 3%	2 3%	6 2%	10 4%	11 5%	5 3%	2 5%	26 3%	10 5%
Reduce prices/ the cost of living	34 3%	13 3%	21 4%	15 3%	19 4%	7 9%	16 6%	5 2%	4 2%	2 1%	-	23 3%	11 5%
More jobs/ job security reduce unemployment	23 2%	4 1%	19 4%	5 1%	18 4%	5 7%	9 4%	3 1%	3 1%	3 2%	-	15 2%	8 4%
Reduce rates/ council tax	17 2%	8 2%	9 2%	11 2%	6 1%	-	2 1%	6 2%	5 2%	3 2%	1 2%	12 2%	5 2%
More police on the streets	17 2%	6 1%	11 2%	4 1%	13 3%	-	-	2 1%	6 3%	9 6%	-	11 1%	6 3%
Resign	17 2%	7 1%	10 2%	12 2%	5 1%	1 1%	-	3 1%	8 4%	4 3%	1 2%	13 2%	4 2%
More green spaces/ rejuvenate green spaces/ parks	15 1%	10 2%	5 1%	7 1%	8 2%	1 1%	3 1%	6 2%	5 2%	-	-	15 2%	-

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Q.2 What is the single most important thing that the Mayor could do to improve London as a place to live and/or work?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
More housing	13 1%	4 1%	9 2%	9 2%	4 1%	3 4%	-	7 3%	-	2 1%	1 2%	10 1%	3 1%
Increase wages/ the minimum wage	13 1%	3 1%	10 2%	3 1%	10 2%	1 1%	6 2%	6 2%	-	-	-	8 1%	5 2%
Abolish congestion charge	12 1%	6 1%	6 1%	5 1%	7 1%	1 1%	1 *	1 *	6 3%	3 2%	-	10 1%	2 1%
Reduce pollution/ improve air quality	12 1%	6 1%	6 1%	3 1%	9 2%	-	2 1%	5 2%	3 1%	2 1%	-	9 1%	3 1%
Reduce taxes	11 1%	7 1%	4 1%	9 2%	2 *	-	2 1%	6 2%	1 *	2 1%	-	9 1%	2 1%
Restrict immigration/ deal with illegal immigrants	11 1%	4 1%	7 1%	4 1%	7 1%	1 1%	5 2%	1 *	3 1%	1 1%	-	10 1%	1 *
Install good/ protected cycle routes	10 1%	6 1%	4 1%	6 1%	4 1%	1 1%	2 1%	4 2%	1 *	2 1%	-	9 1%	1 *
Reduce rents	10 1%	3 1%	7 1%	4 1%	6 1%	1 1%	1 *	5 2%	2 1%	1 1%	-	8 1%	2 1%
Educate people on good citizenship/ sense of responsibility for their community	9 1%	3 1%	6 1%	4 1%	5 1%	1 1%	1 *	2 1%	3 1%	-	2 5%	7 1%	2 1%
Improve the standard of housing	9 1%	4 1%	5 1%	5 1%	4 1%	1 1%	3 1%	2 1%	1 *	1 1%	1 2%	6 1%	3 1%
Focus on the community/ help people more	8 1%	4 1%	4 1%	3 1%	5 1%	-	3 1%	2 1%	3 1%	-	-	5 1%	3 1%
Give more support/ incentives to businesses	8 1%	5 1%	3 1%	4 1%	4 1%	-	3 1%	2 1%	2 1%	-	1 2%	6 1%	2 1%
Rebuild it/ improve the infrastructure	8 1%	1 *	7 1%	3 1%	5 1%	2 3%	2 1%	2 1%	1 *	1 1%	-	6 1%	2 1%

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	Sample Type		Gender		Age						Working Status		
	Total	Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
Reduce amount of road/ traffic restrictions (speed humps/ bus lanes etc)	6 1%	3 1%	3 1%	6 1%	-	-	-	2 1%	2 1%	2 1%	-	5 1%	1 *
Expand congestion charge zone/ reintroduce Western extension	5 *	4 1%	1 *	3 1%	2 *	-	1 *	2 1%	-	2 1%	-	4 1%	1 *
Improve the roads/ road infrastructure	5 *	3 1%	2 *	3 1%	2 *	-	1 *	-	1 *	3 2%	-	4 1%	1 *
Bigger variety of things to do/ better entertainment facilities	5 *	2 *	3 1%	1 *	4 1%	-	-	2 1%	3 1%	-	-	4 1%	1 *
Deal with anti-social behaviour	4 *	2 *	2 *	3 1%	1 *	-	-	1 *	3 1%	-	-	4 1%	-
Improve the standard of education	4 *	3 1%	1 *	2 *	2 *	1 1%	1 *	-	2 1%	-	-	3 *	1 *
Greater control on the amount of roadwork's/ non-essential roadwork's	4 *	2 *	2 *	2 *	2 *	-	2 1%	1 *	-	1 1%	-	3 *	1 *
Provide youth clubs/ facilities for youngsters to keep them off streets	4 *	2 *	2 *	1 *	3 1%	1 1%	2 1%	1 *	-	-	-	3 *	1 *
Increase London weighting allowance	4 *	1 *	3 1%	-	4 1%	1 1%	1 *	1 *	1 *	-	-	2 *	2 1%
Make it more multicultural/ promote its multicultural make-up	3 *	1 *	2 *	3 1%	-	-	2 1%	-	-	-	1 2%	2 *	1 *

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Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
Deal with homelessness/ provide more funding for homeless	3 *	-	3 1%	-	3 1%	-	-	2 1%	-	-	1 2%	2 *	1 *
Agree a no strike agreement with rail unions/ improve relationships within TFL	2 *	1 *	1 *	2 *	-	-	-	-	2 1%	-	-	2 *	-
Reduce amount of roadwork's	2 *	2 *	-	2 *	-	-	-	1 *	1 *	-	-	2 *	-
Reduce congestion charge	2 *	1 *	1 *	1 *	1 *	-	1 *	1 *	-	-	-	2 *	-
Invest in poorer neighbourhoods/ get rid of ghettos	2 *	1 *	1 *	1 *	1 *	-	2 1%	-	-	-	-	2 *	-
Other	80 8%	32 6%	48 10%	43 9%	37 7%	5 7%	19 8%	19 8%	17 7%	15 10%	5 12%	60 8%	20 9%
None	22 2%	9 2%	13 3%	9 2%	13 3%	3 4%	7 3%	6 2%	1 *	2 1%	3 7%	16 2%	6 3%
Don't know	175 17%	126 25%	49 10%	96 20%	79 15%	9 12%	53 21%	46 18%	36 16%	22 14%	9 21%	152 19%	23 11%

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 9

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Summary table

Base: All respondents living in London or the South East

		Driving economic growth in London	Reducing crime	Improving the environment	Improving health services	Improving education	Maximising the opportunities from the London 2012 Olympic Games	More affordable housing	Better community cohesion	Encouraging more art and culture	Improving public transport	Creating more jobs
Unweighted base		661	661	661	661	661	661	661	661	661	661	661
Weighted base		660	660	660	660	660	660	660	660	660	660	660
High Priority	(5)	308 47%	455 69%	142 22%	240 36%	290 44%	146 22%	245 37%	221 33%	55 8%	233 35%	378 57%
4	(4)	227 34%	131 20%	201 30%	223 34%	219 33%	160 24%	173 26%	220 33%	114 17%	225 34%	172 26%
3	(3)	96 14%	53 8%	189 29%	134 20%	117 18%	187 28%	163 25%	150 23%	219 33%	137 21%	82 12%
2	(2)	15 2%	8 1%	83 13%	38 6%	18 3%	81 12%	47 7%	42 6%	149 23%	41 6%	11 2%
Low Priority	(1)	8 1%	5 1%	36 5%	16 2%	8 1%	76 12%	24 4%	17 3%	114 17%	14 2%	9 1%
NET: Top 2 box		535 81%	586 89%	344 52%	463 70%	509 77%	307 46%	418 63%	441 67%	169 26%	458 69%	550 83%
NET: Bottom 2 box		23 3%	13 2%	119 18%	54 8%	26 4%	157 24%	71 11%	59 9%	263 40%	55 8%	20 3%
Don't know		7 1%	8 1%	8 1%	9 1%	9 1%	9 1%	8 1%	10 2%	9 1%	10 2%	8 1%
Mean		4.24	4.57	3.51	3.97	4.17	3.34	3.87	3.90	2.76	3.96	4.38
Standard deviation		0.87	0.76	1.13	1.02	0.90	1.28	1.11	1.03	1.18	1.01	0.87
Standard error		0.03	0.03	0.04	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.03

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Table 10

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Driving economic growth in London

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5)	308	83	92	29	28	29	28	15	45	44	54	41	35	174	-	-	-
		47%	45%	42%	43%	44%	47%	42%	29%	49%	41%	48%	43%	40%	43%	-	-	-
4	(4)	227	64	92	31	24	18	21	28	34	46	40	38	32	156	-	-	-
		34%	35%	42%	47%	37%	30%	32%	53%	37%	42%	36%	40%	36%	39%	-	-	-
3	(3)	96	30	32	7	8	12	15	7	13	14	17	13	18	61	-	-	-
		14%	16%	14%	10%	12%	20%	23%	13%	14%	13%	15%	13%	21%	15%	-	-	-
2	(2)	15	5	4	-	3	2	1	3	-	4	1	3	1	9	-	-	-
		2%	3%	2%	-	5%	3%	2%	5%	-	4%	1%	3%	1%	2%	-	-	-
Low Priority	(1)	8	1	1	-	1	-	1	-	-	1	-	-	1	2	-	-	-
		1%	1%	*	-	1%	-	2%	-	-	1%	-	-	1%	*	-	-	-
NET: Top 2 box		535	147	184	60	52	47	49	43	79	90	94	80	67	331	-	-	-
		81%	80%	83%	90%	82%	77%	74%	82%	86%	83%	84%	84%	77%	82%	-	-	-
NET: Bottom 2 box		23	6	5	-	4	2	2	3	-	5	1	3	2	11	-	-	-
		3%	3%	2%	-	6%	3%	4%	5%	-	5%	1%	3%	2%	3%	-	-	-
Don't know		7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		4.24	4.22	4.22	4.33	4.19	4.20	4.11	4.06	4.34	4.18	4.31	4.24	4.14	4.22	-	-	-
Standard deviation		0.87	0.85	0.79	0.65	0.92	0.87	0.93	0.79	0.72	0.85	0.76	0.80	0.87	0.82	-	-	-
Standard error		0.03	0.07	0.05	0.08	0.11	0.10	0.11	0.10	0.08	0.07	0.08	0.10	0.08	0.04	-	-	-

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Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Driving economic growth in London

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	96 50%	78 37%	134 52%	174 43%	12 58%	1 19%	- -	* 100%	6 34%	21 49%	5 29%	86 42%
4	(4)	68 35%	88 42%	70 27%	156 39%	6 29%	1 18%	- -	- -	9 55%	11 26%	6 32%	78 38%
3	(3)	25 13%	37 18%	34 13%	61 15%	3 13%	1 23%	3 100%	- -	2 11%	6 15%	7 37%	32 16%
2	(2)	4 2%	5 3%	6 2%	9 2%	- -	- -	- -	- -	- -	3 6%	* 2%	6 3%
Low Priority	(1)	1 *	1 *	6 2%	2 *	- -	2 39%	- -	- -	- -	2 4%	- -	1 *
NET: Top 2 box		165 85%	166 79%	204 79%	331 82%	18 87%	2 38%	- -	* 100%	15 89%	32 75%	12 62%	163 81%
NET: Bottom 2 box		5 2%	6 3%	12 5%	11 3%	- -	2 39%	- -	- -	- -	4 10%	* 2%	7 3%
Don't know		- -	- -	7 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.32	4.13	4.28	4.22	4.45	2.79	3.00	5.00	4.23	4.09	3.89	4.19
Standard deviation		0.80	0.82	0.95	0.82	0.73	1.73	0.00	-	0.65	1.13	0.87	0.84
Standard error		0.06	0.05	0.06	0.04	0.17	0.71	0.00	-	0.15	0.17	0.18	0.06

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Table 11

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Reducing crime

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-	
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-	
High Priority	(5)	455	129	160	42	48	40	52	43	65	79	81	65	64	289	-	-	-	-
		69%	70%	73%	63%	75%	65%	78%	82%	70%	73%	72%	68%	74%	72%	-	-	-	-
4	(4)	131	35	42	16	12	10	12	6	21	19	24	19	15	78	-	-	-	-
		20%	19%	19%	23%	19%	17%	18%	12%	23%	18%	22%	20%	17%	19%	-	-	-	-
3	(3)	53	14	15	8	3	9	2	2	5	9	7	9	5	29	-	-	-	-
		8%	8%	7%	12%	5%	14%	3%	3%	5%	8%	6%	9%	5%	7%	-	-	-	-
2	(2)	8	4	2	1	-	1	-	2	2	1	-	1	3	6	-	-	-	-
		1%	2%	1%	2%	-	1%	-	3%	2%	1%	-	1%	4%	1%	-	-	-	-
Low Priority	(1)	5	2	1	-	1	2	-	-	-	1	-	2	-	2	-	-	-	-
		1%	1%	*	-	1%	3%	-	-	-	1%	-	2%	-	1%	-	-	-	-
NET: Top 2 box		586	164	202	58	60	50	64	49	86	98	105	84	79	366	-	-	-	-
		89%	90%	92%	86%	94%	82%	97%	94%	92%	90%	94%	88%	91%	91%	-	-	-	-
NET: Bottom 2 box		13	5	3	1	1	2	-	2	2	2	-	3	3	8	-	-	-	-
		2%	3%	1%	2%	1%	4%	-	3%	2%	2%	-	3%	4%	2%	-	-	-	-
Don't know		8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		4.57	4.56	4.63	4.47	4.66	4.40	4.75	4.72	4.60	4.60	4.66	4.51	4.61	4.60	-	-	-	-
Standard deviation		0.76	0.79	0.68	0.78	0.69	0.97	0.51	0.68	0.69	0.74	0.59	0.85	0.76	0.73	-	-	-	-
Standard error		0.03	0.06	0.04	0.10	0.08	0.12	0.06	0.09	0.08	0.06	0.06	0.11	0.07	0.04	-	-	-	-

Business and Life Survey

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Absolutes/col percents

Table 11

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Reducing crime

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	137 71%	151 72%	167 65%	289 72%	15 74%	1 18%	- -	* 100%	10 60%	30 70%	12 65%	150 74%
4	(4)	35 18%	42 20%	53 21%	78 19%	5 25%	1 12%	3 76%	- -	6 37%	8 19%	5 25%	36 18%
3	(3)	16 8%	13 6%	24 9%	29 7%	- -	3 42%	1 24%	- -	1 3%	2 6%	2 10%	13 6%
2	(2)	3 2%	3 1%	2 1%	6 1%	- -	- -	- -	- -	- -	2 6%	- -	1 *
Low Priority	(1)	2 1%	- -	3 1%	2 1%	* 1%	2 27%	- -	- -	- -	- -	- -	2 1%
NET: Top 2 box		173 89%	194 93%	220 85%	366 91%	20 99%	2 30%	3 76%	* 100%	16 97%	37 89%	17 90%	186 92%
NET: Bottom 2 box		5 3%	3 1%	5 2%	8 2%	* 1%	2 27%	- -	- -	- -	2 6%	- -	3 2%
Don't know		- -	- -	8 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.56	4.64	4.52	4.60	4.69	2.94	3.76	5.00	4.56	4.53	4.55	4.63
Standard deviation		0.81	0.66	0.80	0.73	0.64	1.53	0.51	-	0.58	0.85	0.68	0.73
Standard error		0.06	0.04	0.05	0.04	0.15	0.62	0.36	-	0.14	0.13	0.15	0.05

Business and Life Survey

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Absolutes/col percents

Table 12

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving the environment

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-	
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-	
High Priority	(5)	142	40	53	13	17	14	24	11	12	27	28	21	17	93	-	-	-	-
		22%	22%	24%	20%	27%	24%	36%	21%	13%	25%	25%	22%	20%	23%	-	-	-	-
4	(4)	201	55	72	25	18	18	17	19	30	36	28	25	38	127	-	-	-	-
		30%	30%	32%	38%	28%	29%	26%	36%	32%	33%	25%	26%	44%	32%	-	-	-	-
3	(3)	189	54	63	17	19	15	14	15	37	32	38	27	20	117	-	-	-	-
		29%	30%	28%	25%	30%	25%	21%	29%	40%	30%	34%	28%	23%	29%	-	-	-	-
2	(2)	83	27	22	8	9	13	7	2	9	10	12	18	8	48	-	-	-	-
		13%	15%	10%	12%	14%	21%	11%	4%	9%	9%	11%	19%	9%	12%	-	-	-	-
Low Priority	(1)	36	6	12	3	1	1	4	5	5	3	6	5	4	18	-	-	-	-
		5%	3%	5%	4%	1%	2%	6%	9%	5%	3%	5%	5%	5%	4%	-	-	-	-
NET: Top 2 box		344	96	124	39	35	32	41	30	42	63	56	45	56	220	-	-	-	-
		52%	52%	56%	58%	55%	53%	62%	58%	46%	58%	50%	47%	64%	55%	-	-	-	-
NET: Bottom 2 box		119	33	34	11	10	14	11	7	13	13	18	23	12	66	-	-	-	-
		18%	18%	15%	17%	15%	23%	17%	13%	14%	12%	16%	24%	13%	16%	-	-	-	-
Don't know		8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		3.51	3.54	3.60	3.57	3.66	3.52	3.76	3.57	3.40	3.68	3.54	3.40	3.66	3.57	-	-	-	-
Standard deviation		1.13	1.09	1.11	1.08	1.07	1.12	1.23	1.16	1.00	1.05	1.13	1.17	1.04	1.10	-	-	-	-
Standard error		0.04	0.08	0.07	0.14	0.13	0.13	0.15	0.15	0.12	0.09	0.12	0.15	0.10	0.06	-	-	-	-

Business and Life Survey

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Absolutes/col percents

Table 12

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving the environment

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	53 27%	40 19%	49 19%	93 23%	5 26%	3 43%	- -	- -	2 12%	7 18%	1 7%	58 29%
4	(4)	59 30%	68 33%	74 29%	127 32%	12 60%	1 11%	- -	- -	8 51%	16 39%	6 31%	51 25%
3	(3)	47 24%	70 34%	72 28%	117 29%	2 9%	- -	1 24%	* 100%	5 28%	10 24%	11 57%	58 29%
2	(2)	26 13%	22 11%	35 14%	48 12%	* 1%	1 18%	- -	- -	2 10%	8 19%	1 4%	28 14%
Low Priority	(1)	10 5%	8 4%	19 7%	18 4%	1 3%	2 27%	3 76%	- -	- -	* 1%	* 2%	7 4%
NET: Top 2 box		111 58%	109 52%	124 48%	220 55%	18 86%	3 54%	- -	- -	10 62%	24 56%	7 37%	109 54%
NET: Bottom 2 box		36 18%	30 15%	53 21%	66 16%	1 4%	3 46%	3 76%	- -	2 10%	9 20%	1 5%	35 17%
Don't know		- -	- -	8 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		3.61	3.53	3.41	3.57	4.04	3.25	1.48	3.00	3.64	3.53	3.37	3.62
Standard deviation		1.17	1.04	1.17	1.10	0.85	1.92	1.02	-	0.84	1.04	0.75	1.14
Standard error		0.09	0.07	0.07	0.06	0.19	0.78	0.72	-	0.20	0.16	0.16	0.08

Business and Life Survey

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Absolutes/col percents

Table 13

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving health services

Base: All respondents living in London or the South East

	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 England	Wales & South West	Scotland
Unweighted base	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5) 240	59	103	27	33	29	29	22	23	48	44	33	36	162	-	-	-	-
	36%	32%	47%	40%	52%	47%	43%	42%	25%	44%	40%	35%	41%	40%	-	-	-	-
4	(4) 223	64	77	21	18	17	27	20	37	33	35	42	31	141	-	-	-	-
	34%	35%	35%	31%	28%	28%	41%	39%	40%	30%	31%	44%	36%	35%	-	-	-	-
3	(3) 134	41	34	16	11	9	8	8	23	18	28	13	15	75	-	-	-	-
	20%	22%	15%	24%	17%	14%	12%	15%	25%	17%	25%	14%	17%	19%	-	-	-	-
2	(2) 38	14	4	3	1	3	3	2	7	6	3	5	5	19	-	-	-	-
	6%	8%	2%	4%	2%	4%	4%	3%	8%	5%	3%	5%	5%	5%	-	-	-	-
Low Priority	(1) 16	5	2	-	1	4	-	-	2	3	1	2	1	6	-	-	-	-
	2%	2%	1%	-	1%	6%	-	-	2%	3%	1%	2%	1%	2%	-	-	-	-
NET: Top 2 box	463	123	181	48	51	46	56	42	60	82	79	76	67	303	-	-	-	-
	70%	67%	82%	71%	80%	75%	84%	81%	65%	75%	71%	79%	77%	75%	-	-	-	-
NET: Bottom 2 box	54	19	6	3	2	7	3	2	9	9	4	7	5	25	-	-	-	-
	8%	10%	3%	4%	3%	11%	4%	3%	10%	8%	4%	7%	6%	6%	-	-	-	-
Don't know	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.97	3.87	4.25	4.07	4.28	4.05	4.24	4.20	3.79	4.08	4.07	4.06	4.11	4.08	-	-	-	-
Standard deviation	1.02	1.04	0.84	0.91	0.90	1.17	0.81	0.83	0.97	1.04	0.92	0.93	0.93	0.95	-	-	-	-
Standard error	0.04	0.08	0.05	0.12	0.11	0.14	0.10	0.11	0.11	0.09	0.09	0.12	0.09	0.05	-	-	-	-

Business and Life Survey

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Absolutes/col percents

Table 13

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving health services

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	87 45%	75 36%	78 30%	162 40%	8 39%	4 62%	3 76%	* 100%	5 30%	15 35%	6 35%	88 43%
4	(4)	59 30%	83 39%	82 32%	141 35%	9 44%	- -	- -	- -	9 52%	15 37%	8 41%	66 33%
3	(3)	33 17%	42 20%	59 23%	75 19%	3 17%	1 11%	1 24%	- -	2 12%	9 22%	3 17%	38 19%
2	(2)	11 6%	8 4%	20 8%	19 5%	- -	- -	- -	- -	1 6%	1 3%	1 7%	6 3%
Low Priority	(1)	4 2%	2 1%	10 4%	6 2%	- -	2 27%	- -	- -	- -	1 3%	- -	5 2%
NET: Top 2 box		146 75%	158 75%	159 62%	303 75%	17 83%	4 62%	3 76%	* 100%	13 82%	30 72%	14 76%	154 76%
NET: Bottom 2 box		15 8%	10 5%	29 11%	25 6%	- -	2 27%	- -	- -	1 6%	2 6%	1 7%	11 5%
Don't know		- -	- -	9 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.10	4.05	3.80	4.08	4.22	3.69	4.52	5.00	4.06	3.98	4.04	4.12
Standard deviation		1.01	0.90	1.09	0.95	0.73	1.93	1.02	-	0.83	0.98	0.92	0.97
Standard error		0.08	0.06	0.07	0.05	0.17	0.79	0.72	-	0.20	0.15	0.20	0.07

Business and Life Survey

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Absolutes/col percents

Table 14

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving education

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5) 290	73	103	27	35	32	28	24	30	56	55	32	34	176	-	-	-	-
	44%	40%	47%	40%	54%	53%	43%	45%	33%	51%	49%	33%	39%	44%	-	-	-	-
4	(4) 219	68	76	28	21	17	21	17	40	34	36	37	37	144	-	-	-	-
	33%	37%	34%	41%	32%	27%	32%	33%	43%	31%	32%	39%	42%	36%	-	-	-	-
3	(3) 117	34	35	10	7	9	14	10	19	13	17	24	14	69	-	-	-	-
	18%	18%	16%	14%	12%	15%	21%	20%	20%	12%	16%	25%	17%	17%	-	-	-	-
2	(2) 18	6	4	2	1	2	1	1	3	5	1	2	2	10	-	-	-	-
	3%	3%	2%	3%	1%	4%	2%	2%	3%	4%	1%	3%	2%	2%	-	-	-	-
Low Priority	(1) 8	2	2	1	1	1	1	-	-	2	2	-	*	4	-	-	-	-
	1%	1%	1%	1%	1%	2%	2%	-	-	2%	2%	-	1%	1%	-	-	-	-
NET: Top 2 box	509	142	178	55	55	49	50	41	70	89	91	69	70	320	-	-	-	-
	77%	77%	81%	82%	86%	80%	75%	78%	76%	82%	82%	72%	81%	79%	-	-	-	-
NET: Bottom 2 box	26	7	6	3	1	3	3	1	3	6	3	2	2	14	-	-	-	-
	4%	4%	3%	4%	2%	5%	4%	2%	3%	6%	3%	3%	3%	3%	-	-	-	-
Don't know	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	4.17	4.12	4.24	4.17	4.38	4.26	4.12	4.22	4.05	4.26	4.27	4.03	4.16	4.19	-	-	-	-
Standard deviation	0.90	0.89	0.86	0.86	0.81	0.95	0.95	0.83	0.82	0.94	0.87	0.83	0.82	0.87	-	-	-	-
Standard error	0.04	0.07	0.06	0.11	0.10	0.11	0.11	0.11	0.10	0.08	0.09	0.10	0.08	0.04	-	-	-	-

Business and Life Survey

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Absolutes/col percents

Table 14

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving education

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	96 50%	80 38%	114 44%	176 44%	9 43%	3 43%	- -	* 100%	7 42%	18 42%	9 49%	95 47%
4	(4)	68 35%	76 36%	75 29%	144 36%	6 28%	1 11%	3 76%	- -	6 37%	17 40%	8 41%	65 32%
3	(3)	23 12%	46 22%	48 19%	69 17%	6 28%	1 18%	1 24%	- -	3 21%	7 16%	2 10%	35 17%
2	(2)	4 2%	5 3%	8 3%	10 2%	- -	- -	- -	- -	- -	1 2%	- -	6 3%
Low Priority	(1)	3 1%	1 1%	4 2%	4 1%	* 1%	2 27%	- -	- -	- -	- -	- -	3 1%
NET: Top 2 box		164 85%	156 75%	189 73%	320 79%	14 71%	3 54%	3 76%	* 100%	13 79%	35 82%	17 90%	159 79%
NET: Bottom 2 box		7 4%	7 3%	12 5%	14 3%	* 1%	2 27%	- -	- -	- -	1 2%	- -	8 4%
Don't know		- -	- -	9 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.29	4.09	4.16	4.19	4.11	3.43	3.76	5.00	4.21	4.23	4.39	4.20
Standard deviation		0.86	0.87	0.95	0.87	0.93	1.82	0.51	-	0.79	0.79	0.68	0.91
Standard error		0.07	0.06	0.06	0.04	0.21	0.74	0.36	-	0.19	0.12	0.15	0.07

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Absolutes/col percents

Table 15

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Maximising the opportunities from the London 2012 Olympic Games

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5)	146	36	52	13	12	8	14	18	25	23	18	21	88	-	-	-	-
		22%	20%	23%	19%	19%	13%	22%	34%	25%	23%	21%	19%	25%	22%	-	-	-
4	(4)	160	51	50	14	18	16	15	11	27	30	16	26	102	-	-	-	-
		24%	28%	23%	21%	28%	27%	23%	22%	29%	28%	27%	17%	29%	25%	-	-	-
3	(3)	187	53	72	24	21	19	21	15	25	40	35	24	125	-	-	-	-
		28%	29%	33%	35%	33%	32%	32%	29%	27%	24%	36%	37%	28%	31%	-	-	-
2	(2)	81	23	23	10	8	9	7	5	6	14	8	16	8	46	-	-	-
		12%	12%	11%	14%	13%	15%	11%	10%	7%	13%	7%	17%	9%	11%	-	-	-
Low Priority	(1)	76	20	23	7	5	8	8	2	11	13	11	10	8	42	-	-	-
		12%	11%	10%	10%	8%	14%	13%	4%	12%	12%	9%	11%	10%	10%	-	-	-
NET: Top 2 box		307	88	102	27	30	24	30	29	50	55	53	34	47	190	-	-	-
		46%	48%	46%	40%	46%	39%	45%	56%	54%	51%	48%	35%	54%	47%	-	-	-
NET: Bottom 2 box		157	42	46	16	13	18	16	8	18	27	18	27	16	88	-	-	-
		24%	23%	21%	24%	21%	29%	24%	15%	19%	25%	17%	28%	18%	22%	-	-	-
Don't know		9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		3.34	3.34	3.38	3.26	3.35	3.10	3.30	3.71	3.48	3.37	3.43	3.16	3.50	3.37	-	-	-
Standard deviation		1.28	1.23	1.24	1.21	1.18	1.22	1.28	1.18	1.28	1.30	1.18	1.23	1.23	1.24	-	-	-
Standard error		0.05	0.10	0.08	0.16	0.14	0.15	0.15	0.15	0.15	0.11	0.12	0.16	0.12	0.06	-	-	-

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Absolutes/col percents

Table 15

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Maximising the opportunities from the London 2012 Olympic Games

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	46 24%	42 20%	58 23%	88 22%	1 6%	1 11%	- -	- -	3 16%	6 14%	4 21%	44 22%
4	(4)	53 27%	48 23%	59 23%	102 25%	8 39%	- -	- -	- -	5 29%	10 23%	5 29%	46 23%
3	(3)	52 27%	73 35%	62 24%	125 31%	3 15%	1 18%	3 100%	- -	8 49%	14 33%	7 37%	69 34%
2	(2)	19 10%	27 13%	35 14%	46 11%	7 32%	1 23%	- -	- -	- -	6 15%	* 2%	26 13%
Low Priority	(1)	24 12%	18 9%	34 13%	42 10%	1 7%	3 48%	- -	* 100%	1 6%	7 15%	2 10%	17 8%
NET: Top 2 box		99 51%	91 43%	117 46%	190 47%	9 45%	1 11%	- -	- -	7 45%	15 36%	9 51%	90 45%
NET: Bottom 2 box		43 22%	45 22%	69 27%	88 22%	8 39%	4 71%	- -	* 100%	1 6%	13 30%	2 12%	44 22%
Don't know		- -	- -	9 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		3.40	3.33	3.29	3.37	3.06	2.04	3.00	1.00	3.49	3.05	3.50	3.36
Standard deviation		1.29	1.19	1.34	1.24	1.14	1.41	0.00	-	0.99	1.25	1.18	1.20
Standard error		0.10	0.08	0.08	0.06	0.26	0.58	0.00	-	0.23	0.19	0.25	0.09

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Absolutes/col percents

Table 16

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

More affordable housing

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5) 245	71	105	27	28	32	33	21	35	36	45	50	46	176	-	-	-	-
	37%	39%	48%	41%	43%	53%	49%	41%	38%	33%	40%	52%	52%	44%	-	-	-	-
4	(4) 173	48	64	18	22	13	18	20	21	32	34	21	25	112	-	-	-	-
	26%	26%	29%	26%	35%	21%	27%	38%	23%	29%	30%	22%	29%	28%	-	-	-	-
3	(3) 163	53	42	19	11	9	14	9	33	36	25	21	13	95	-	-	-	-
	25%	29%	19%	29%	17%	14%	22%	17%	36%	33%	23%	22%	15%	24%	-	-	-	-
2	(2) 47	10	5	2	3	5	1	2	3	4	4	4	3	15	-	-	-	-
	7%	5%	2%	3%	4%	8%	1%	4%	4%	4%	4%	4%	3%	4%	-	-	-	-
Low Priority	(1) 24	1	4	1	1	2	1	-	-	1	4	-	*	5	-	-	-	-
	4%	1%	2%	2%	1%	4%	1%	-	-	1%	3%	-	1%	1%	-	-	-	-
NET: Top 2 box	418	118	170	45	50	45	51	42	56	68	78	71	71	288	-	-	-	-
	63%	65%	77%	67%	78%	73%	76%	80%	61%	62%	70%	74%	81%	71%	-	-	-	-
NET: Bottom 2 box	71	11	9	3	3	7	1	2	3	5	8	4	3	20	-	-	-	-
	11%	6%	4%	4%	5%	12%	2%	4%	4%	5%	7%	4%	4%	5%	-	-	-	-
Don't know	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.87	3.96	4.19	4.01	4.15	4.10	4.22	4.17	3.95	3.90	4.00	4.22	4.29	4.09	-	-	-	-
Standard deviation	1.11	0.98	0.94	0.98	0.93	1.17	0.90	0.84	0.94	0.94	1.05	0.93	0.88	0.96	-	-	-	-
Standard error	0.04	0.08	0.06	0.13	0.11	0.14	0.11	0.11	0.11	0.08	0.11	0.12	0.09	0.05	-	-	-	-

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Absolutes/col percents

Table 16

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

More affordable housing

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	93 48%	83 40%	69 27%	176 44%	7 33%	2 31%	3 76%	- -	4 25%	15 36%	7 37%	93 46%
4	(4)	47 24%	65 31%	61 24%	112 28%	11 53%	2 30%	- -	- -	6 39%	12 28%	7 35%	57 28%
3	(3)	44 23%	51 24%	68 26%	95 24%	2 10%	1 11%	1 24%	* 100%	4 27%	5 12%	5 25%	39 19%
2	(2)	8 4%	7 3%	32 12%	15 4%	1 4%	- -	- -	- -	1 7%	6 15%	1 3%	10 5%
Low Priority	(1)	2 1%	3 1%	19 7%	5 1%	- -	2 27%	- -	- -	* 2%	4 9%	- -	3 2%
NET: Top 2 box		140 72%	148 71%	131 51%	288 71%	17 85%	4 62%	3 76%	- -	11 64%	27 64%	14 72%	150 74%
NET: Bottom 2 box		10 5%	10 5%	51 20%	20 5%	1 4%	2 27%	- -	- -	2 9%	10 23%	1 3%	14 7%
Don't know		- -	- -	8 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.14	4.04	3.52	4.09	4.13	3.39	4.52	3.00	3.78	3.68	4.06	4.12
Standard deviation		0.98	0.95	1.23	0.96	0.79	1.73	1.02	-	1.01	1.34	0.88	1.00
Standard error		0.07	0.06	0.08	0.05	0.18	0.71	0.72	-	0.24	0.21	0.19	0.07

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Absolutes/col percents

Table 17

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Better community cohesion

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5) 221	65	81	20	21	24	26	17	38	40	43	29	35	147	-	-	-	-
	33%	36%	37%	30%	33%	40%	39%	33%	41%	36%	38%	31%	40%	36%	-	-	-	-
4	(4) 220	65	80	26	25	20	26	19	28	36	34	40	34	144	-	-	-	-
	33%	35%	36%	39%	39%	32%	39%	37%	30%	33%	30%	42%	39%	36%	-	-	-	-
3	(3) 150	36	47	18	14	9	9	12	21	26	26	18	14	83	-	-	-	-
	23%	20%	21%	27%	22%	14%	14%	24%	23%	23%	23%	19%	16%	21%	-	-	-	-
2	(2) 42	11	9	2	3	5	4	2	4	3	5	7	4	19	-	-	-	-
	6%	6%	4%	3%	5%	9%	6%	3%	4%	3%	5%	7%	5%	5%	-	-	-	-
Low Priority	(1) 17	6	3	1	1	3	1	2	2	4	4	1	-	9	-	-	-	-
	3%	3%	2%	1%	1%	5%	2%	4%	2%	4%	4%	1%	-	2%	-	-	-	-
NET: Top 2 box	441	130	161	46	46	44	52	36	66	76	76	70	69	291	-	-	-	-
	67%	71%	73%	69%	72%	72%	79%	70%	72%	70%	69%	73%	80%	72%	-	-	-	-
NET: Bottom 2 box	59	17	12	3	4	8	5	4	5	8	9	7	4	29	-	-	-	-
	9%	9%	5%	4%	6%	14%	8%	7%	6%	7%	8%	8%	5%	7%	-	-	-	-
Don't know	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.90	3.95	4.03	3.94	3.98	3.93	4.08	3.92	4.05	3.95	3.95	3.95	4.15	3.99	-	-	-	-
Standard deviation	1.03	1.04	0.94	0.90	0.93	1.16	0.96	1.01	0.98	1.04	1.07	0.93	0.86	0.99	-	-	-	-
Standard error	0.04	0.08	0.06	0.12	0.11	0.14	0.11	0.13	0.11	0.09	0.11	0.12	0.08	0.05	-	-	-	-

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Absolutes/col percents

Table 17

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Better community cohesion

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	74 38%	72 35%	74 29%	147 36%	6 27%	3 50%	- -	* 100%	7 44%	10 24%	8 41%	70 35%
4	(4)	70 36%	74 35%	76 29%	144 36%	11 56%	- -	3 76%	- -	4 25%	17 41%	6 30%	80 39%
3	(3)	40 20%	44 21%	67 26%	83 21%	3 17%	1 23%	1 24%	- -	5 29%	14 33%	4 20%	35 17%
2	(2)	3 2%	16 8%	23 9%	19 5%	- -	- -	- -	- -	* 2%	1 1%	2 9%	12 6%
Low Priority	(1)	7 3%	3 1%	8 3%	9 2%	- -	2 27%	- -	- -	- -	* 1%	- -	6 3%
NET: Top 2 box		145 75%	147 70%	150 58%	291 72%	17 83%	3 50%	3 76%	* 100%	11 69%	27 65%	13 72%	149 74%
NET: Bottom 2 box		10 5%	19 9%	31 12%	29 7%	- -	2 27%	- -	- -	* 2%	1 3%	2 9%	18 9%
Don't know		- -	- -	10 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.05	3.94	3.75	3.99	4.11	3.45	3.76	5.00	4.11	3.85	4.04	3.97
Standard deviation		0.98	0.99	1.08	0.99	0.67	1.86	0.51	-	0.93	0.85	1.00	1.01
Standard error		0.07	0.07	0.07	0.05	0.15	0.76	0.36	-	0.22	0.13	0.21	0.07

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Absolutes/col percents

Table 18

Q.3 How great a priority do you think the Mayor should give each of the following?**Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.****Encouraging more art and culture****Base: All respondents living in London or the South East**

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5)	55	15	22	8	4	6	13	3	3	10	9	6	13	37	-	-	-
		8%	8%	10%	13%	6%	10%	19%	6%	4%	9%	8%	6%	15%	9%	-	-	-
4	(4)	114	36	37	17	9	11	8	9	19	24	22	12	15	73	-	-	-
		17%	20%	17%	25%	15%	19%	12%	17%	20%	22%	20%	12%	17%	18%	-	-	-
3	(3)	219	56	88	18	28	22	15	22	39	45	36	32	31	144	-	-	-
		33%	30%	40%	26%	43%	36%	22%	43%	42%	41%	32%	34%	35%	36%	-	-	-
2	(2)	149	41	48	14	14	12	19	10	20	16	32	22	20	89	-	-	-
		23%	23%	22%	21%	22%	19%	28%	20%	22%	15%	29%	23%	23%	22%	-	-	-
Low Priority	(1)	114	34	25	10	9	10	12	8	11	14	13	24	9	60	-	-	-
		17%	19%	11%	15%	14%	16%	18%	15%	12%	13%	12%	25%	10%	15%	-	-	-
NET: Top 2 box		169	52	59	25	13	17	21	12	22	34	31	18	27	110	-	-	-
		26%	28%	27%	37%	21%	28%	32%	22%	24%	31%	28%	19%	31%	27%	-	-	-
NET: Bottom 2 box		263	76	73	24	23	22	30	18	31	30	45	46	29	149	-	-	-
		40%	41%	33%	36%	36%	36%	46%	35%	34%	27%	40%	48%	33%	37%	-	-	-
Don't know		9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		2.76	2.76	2.92	2.99	2.77	2.86	2.87	2.77	2.82	3.01	2.84	2.52	3.02	2.85	-	-	-
Standard deviation		1.18	1.21	1.11	1.26	1.06	1.20	1.38	1.09	1.01	1.12	1.12	1.18	1.19	1.16	-	-	-
Standard error		0.05	0.09	0.07	0.16	0.13	0.14	0.17	0.14	0.12	0.10	0.11	0.15	0.12	0.06	-	-	-

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Absolutes/col percents

Table 18

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Encouraging more art and culture

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	30 15%	8 4%	18 7%	37 9%	1 7%	2 31%	- -	- -	2 9%	3 7%	- -	23 11%
4	(4)	38 20%	35 17%	41 16%	73 18%	4 20%	1 12%	3 76%	- -	4 23%	10 23%	4 21%	33 17%
3	(3)	64 33%	80 38%	75 29%	144 36%	8 38%	2 29%	1 24%	* 100%	4 23%	14 34%	8 45%	64 32%
2	(2)	38 20%	52 25%	60 23%	89 22%	6 28%	- -	- -	- -	5 32%	10 24%	3 16%	43 21%
Low Priority	(1)	25 13%	35 17%	54 21%	60 15%	1 6%	2 27%	- -	- -	2 12%	5 12%	3 18%	39 19%
NET: Top 2 box		68 35%	42 20%	59 23%	110 27%	6 27%	3 43%	3 76%	- -	5 33%	13 30%	4 21%	56 28%
NET: Bottom 2 box		62 32%	87 41%	114 44%	149 37%	7 34%	2 27%	- -	- -	7 44%	15 36%	6 34%	82 41%
Don't know		- -	- -	9 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		3.05	2.66	2.63	2.85	2.94	3.20	3.76	3.00	2.85	2.89	2.70	2.79
Standard deviation		1.23	1.06	1.20	1.16	1.03	1.71	0.51	-	1.22	1.12	1.02	1.25
Standard error		0.09	0.07	0.08	0.06	0.24	0.70	0.36	-	0.29	0.17	0.22	0.09

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Absolutes/col percents

Table 19

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving public transport

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5) 233	65	79	15	23	24	31	17	34	50	38	28	28	144	-	-	-	-
	35%	35%	36%	23%	37%	39%	46%	32%	36%	45%	34%	30%	32%	36%	-	-	-	-
4	(4) 225	67	88	27	22	17	24	25	40	35	42	39	39	155	-	-	-	-
	34%	37%	40%	40%	35%	29%	37%	47%	43%	32%	38%	41%	45%	39%	-	-	-	-
3	(3) 137	38	38	16	10	14	10	10	14	17	23	20	16	76	-	-	-	-
	21%	21%	17%	24%	16%	23%	16%	19%	16%	16%	20%	21%	18%	19%	-	-	-	-
2	(2) 41	7	13	7	4	4	1	1	3	6	7	6	2	21	-	-	-	-
	6%	4%	6%	11%	7%	7%	1%	2%	3%	5%	7%	6%	2%	5%	-	-	-	-
Low Priority	(1) 14	5	2	1	3	2	-	-	2	1	2	3	2	8	-	-	-	-
	2%	3%	1%	1%	5%	3%	-	-	2%	1%	2%	3%	2%	2%	-	-	-	-
NET: Top 2 box	458	132	167	42	46	41	55	41	73	84	80	67	67	299	-	-	-	-
	69%	72%	76%	63%	72%	68%	83%	79%	79%	78%	72%	70%	78%	74%	-	-	-	-
NET: Bottom 2 box	55	13	15	8	8	6	1	1	5	7	9	8	4	28	-	-	-	-
	8%	7%	7%	12%	12%	9%	1%	2%	5%	7%	8%	9%	4%	7%	-	-	-	-
Don't know	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.96	3.98	4.04	3.73	3.91	3.95	4.28	4.09	4.08	4.15	3.96	3.89	4.03	4.01	-	-	-	-
Standard deviation	1.01	1.00	0.93	0.98	1.13	1.07	0.78	0.77	0.92	0.96	0.98	0.99	0.89	0.96	-	-	-	-
Standard error	0.04	0.08	0.06	0.13	0.14	0.13	0.09	0.10	0.11	0.08	0.10	0.12	0.09	0.05	-	-	-	-

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 19

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Improving public transport

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	78 40%	66 32%	89 34%	144 36%	7 34%	4 62%	3 76%	* 100%	8 47%	19 45%	2 13%	80 40%
4	(4)	79 41%	76 36%	70 27%	155 39%	9 42%	1 11%	- -	- -	4 25%	13 31%	8 42%	68 34%
3	(3)	26 13%	50 24%	61 24%	76 19%	4 19%	- -	1 24%	- -	5 28%	10 24%	7 39%	35 18%
2	(2)	8 4%	13 6%	21 8%	21 5%	1 5%	- -	- -	- -	- -	- -	1 5%	14 7%
Low Priority	(1)	4 2%	4 2%	6 2%	8 2%	- -	2 27%	- -	- -	- -	- -	* 2%	5 3%
NET: Top 2 box		156 81%	143 68%	159 62%	299 74%	16 76%	4 73%	3 76%	* 100%	12 72%	32 76%	10 55%	148 73%
NET: Bottom 2 box		11 6%	17 8%	27 10%	28 7%	1 5%	2 27%	- -	- -	- -	- -	1 6%	19 9%
Don't know		- -	- -	10 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.13	3.90	3.87	4.01	4.05	3.80	4.52	5.00	4.20	4.21	3.61	4.01
Standard deviation		0.92	0.99	1.07	0.96	0.88	1.91	1.02	-	0.87	0.81	0.85	1.03
Standard error		0.07	0.07	0.07	0.05	0.20	0.78	0.72	-	0.21	0.13	0.18	0.08

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 20

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Creating more jobs

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
High Priority	(5) 378	101	144	47	36	40	46	34	42	53	73	63	55	245	-	-	-	-
	57%	55%	65%	71%	57%	65%	69%	64%	46%	49%	66%	66%	64%	61%	-	-	-	-
4	(4) 172	56	54	17	22	13	13	10	35	41	23	22	23	110	-	-	-	-
	26%	31%	24%	25%	35%	21%	19%	20%	38%	38%	21%	23%	27%	27%	-	-	-	-
3	(3) 82	22	19	3	5	6	8	7	13	12	13	9	7	42	-	-	-	-
	12%	12%	9%	4%	7%	10%	12%	14%	14%	11%	12%	10%	9%	10%	-	-	-	-
2	(2) 11	2	2	-	-	*	-	1	2	1	2	-	1	4	-	-	-	-
	2%	1%	1%	-	-	1%	-	2%	2%	1%	2%	-	1%	1%	-	-	-	-
Low Priority	(1) 9	2	1	-	1	2	-	-	-	1	-	2	-	3	-	-	-	-
	1%	1%	1%	-	1%	4%	-	-	-	1%	-	2%	-	1%	-	-	-	-
NET: Top 2 box	550	157	198	64	59	53	58	44	77	95	97	85	79	355	-	-	-	-
	83%	86%	90%	96%	92%	86%	88%	84%	84%	87%	87%	89%	91%	88%	-	-	-	-
NET: Bottom 2 box	20	4	3	-	1	3	-	1	2	2	2	2	1	7	-	-	-	-
	3%	2%	1%	-	1%	4%	-	2%	2%	2%	2%	2%	1%	2%	-	-	-	-
Don't know	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	4.38	4.38	4.53	4.66	4.46	4.43	4.56	4.46	4.27	4.32	4.50	4.51	4.54	4.46	-	-	-	-
Standard deviation	0.87	0.81	0.74	0.56	0.73	0.96	0.71	0.82	0.79	0.81	0.77	0.80	0.69	0.77	-	-	-	-
Standard error	0.03	0.06	0.05	0.07	0.09	0.12	0.08	0.11	0.09	0.07	0.08	0.10	0.07	0.04	-	-	-	-

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 20

Q.3 How great a priority do you think the Mayor should give each of the following?

Please rate on a scale of 1 to 5 where 1 = low priority and 5 = high priority.

Creating more jobs

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
High Priority	(5)	131 67%	114 55%	133 52%	245 61%	13 62%	4 61%	3 76%	* 100%	5 29%	25 60%	9 49%	129 63%
4	(4)	46 24%	64 31%	62 24%	110 27%	7 37%	- -	- -	- -	10 58%	7 17%	8 42%	50 25%
3	(3)	15 8%	27 13%	40 16%	42 10%	- -	- -	1 24%	- -	2 12%	8 18%	2 9%	20 10%
2	(2)	* *	3 2%	8 3%	4 1%	- -	1 12%	- -	- -	- -	1 2%	- -	1 1%
Low Priority	(1)	2 1%	1 *	6 2%	3 1%	* 1%	2 27%	- -	- -	- -	1 3%	- -	2 1%
NET: Top 2 box		176 91%	179 85%	195 76%	355 88%	20 99%	4 61%	3 76%	* 100%	14 88%	32 77%	17 91%	179 88%
NET: Bottom 2 box		3 1%	4 2%	14 5%	7 2%	* 1%	2 39%	- -	- -	- -	2 5%	- -	3 2%
Don't know		- -	- -	8 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		4.56	4.38	4.24	4.46	4.57	3.55	4.52	5.00	4.17	4.30	4.40	4.49
Standard deviation		0.75	0.79	0.99	0.77	0.67	2.00	1.02	-	0.64	1.02	0.67	0.79
Standard error		0.06	0.05	0.06	0.04	0.15	0.82	0.72	-	0.15	0.16	0.14	0.06

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 21

Q.4 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Sample Type			Gender		Age						Working Status	
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>Londoners are unfairly subsidising other parts of the UK</u>													
Agree	531 53%	287 57%	244 49%	283 58%	248 49%	15 20%	119 47%	144 58%	134 59%	92 59%	27 63%	423 54%	108 50%
Disagree	241 24%	144 29%	97 19%	130 26%	111 22%	19 25%	71 28%	53 21%	55 24%	34 22%	9 21%	201 26%	40 18%
Don't know	230 23%	70 14%	160 32%	78 16%	152 30%	41 55%	61 24%	53 21%	39 17%	29 19%	7 16%	161 21%	69 32%
<u>Considering the levels of poverty in parts of London, more Central Government money should be spent in London</u>													
Agree	652 65%	332 66%	320 64%	331 67%	321 63%	43 57%	153 61%	178 71%	156 68%	96 62%	26 60%	506 64%	146 67%
Disagree	141 14%	87 17%	54 11%	79 16%	62 12%	9 12%	39 16%	30 12%	30 13%	26 17%	7 16%	123 16%	18 8%
Don't know	209 21%	82 16%	127 25%	81 16%	128 25%	23 31%	59 24%	42 17%	42 18%	33 21%	10 23%	156 20%	53 24%
<u>I have seriously considered moving out of London in the past few years</u>													
Agree	487 49%	257 51%	230 46%	249 51%	238 47%	33 44%	143 57%	135 54%	109 48%	56 36%	11 26%	402 51%	85 39%
Disagree	430 43%	209 42%	221 44%	206 42%	224 44%	34 45%	84 33%	91 36%	99 43%	95 61%	27 63%	319 41%	111 51%
Don't know	85 8%	35 7%	50 10%	36 7%	49 10%	8 11%	24 10%	24 10%	20 9%	4 3%	5 12%	64 8%	21 10%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 21

Q.4 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>The rest of the UK generally doesn't value the role that London plays in the wider economy</u>													
Agree	605 60%	320 64%	285 57%	314 64%	291 57%	30 40%	142 57%	154 62%	149 65%	100 65%	30 70%	483 62%	122 56%
Disagree	179 18%	110 22%	69 14%	93 19%	86 17%	18 24%	54 22%	48 19%	30 13%	25 16%	4 9%	153 19%	26 12%
Don't know	218 22%	71 14%	147 29%	84 17%	134 26%	27 36%	55 22%	48 19%	49 21%	30 19%	9 21%	149 19%	69 32%
<u>Government money spent in London benefits the whole of the UK because of the surplus tax generated by London's economy</u>													
Agree	631 63%	351 70%	280 56%	358 73%	273 53%	33 44%	146 58%	167 67%	148 65%	109 70%	28 65%	509 65%	122 56%
Disagree	132 13%	73 15%	59 12%	62 13%	70 14%	15 20%	27 11%	34 14%	35 15%	15 10%	6 14%	106 14%	26 12%
Don't know	239 24%	77 15%	162 32%	71 14%	168 33%	27 36%	78 31%	49 20%	45 20%	31 20%	9 21%	170 22%	69 32%
<u>The UK government is not doing enough to secure London's future as an international business centre</u>													
Agree	531 53%	304 61%	227 45%	290 59%	241 47%	30 40%	119 47%	139 56%	135 59%	86 55%	22 51%	428 55%	103 47%
Disagree	159 16%	86 17%	73 15%	84 17%	75 15%	12 16%	50 20%	45 18%	28 12%	19 12%	5 12%	135 17%	24 11%
Don't know	312 31%	111 22%	201 40%	117 24%	195 38%	33 44%	82 33%	66 26%	65 29%	50 32%	16 37%	222 28%	90 41%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 22

Q.5 In your opinion, what should the main transport priorities be for the next Mayor of London?**Base: All respondents**

	Sample Type		Gender		Age						Working Status		
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
To reduce disruption from roadworks	615 61%	286 57%	329 66%	283 58%	332 65%	44 59%	126 50%	153 61%	152 67%	111 72%	29 67%	467 59%	148 68%
To limit the number of strikes held on the Underground	542 54%	287 57%	255 51%	264 54%	278 54%	39 52%	145 58%	128 51%	116 51%	83 54%	31 72%	434 55%	108 50%
To improve air quality in London by placing further restrictions on high polluting vehicles	404 40%	189 38%	215 43%	196 40%	208 41%	34 45%	96 38%	99 40%	82 36%	71 46%	22 51%	309 39%	95 44%
To abolish the Congestion Charge	257 26%	114 23%	143 29%	122 25%	135 26%	20 27%	55 22%	69 28%	66 29%	37 24%	10 23%	190 24%	67 31%
To expand the areas covered by the Boris Bike Hire Scheme	238 24%	117 23%	121 24%	117 24%	121 24%	26 35%	70 28%	50 20%	53 23%	33 21%	6 14%	187 24%	51 24%
To extend the Congestion Charge beyond its current boundaries	122 12%	68 14%	54 11%	76 15%	46 9%	6 8%	38 15%	26 10%	29 13%	19 12%	4 9%	102 13%	20 9%
To support the development of a new airport in the Thames Estuary	121 12%	72 14%	49 10%	71 14%	50 10%	4 5%	18 7%	28 11%	28 12%	30 19%	13 30%	93 12%	28 13%
To lobby for new runway capacity at Heathrow Airport	111 11%	70 14%	41 8%	70 14%	41 8%	8 11%	37 15%	25 10%	18 8%	16 10%	7 16%	92 12%	19 9%
None of these	46 5%	21 4%	25 5%	14 3%	32 6%	4 5%	16 6%	11 4%	11 5%	4 3%	- -	36 5%	10 5%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 23

Q.6 Do you think each of the following have got better or worse over the past five years, or has there been no change?

Base: All respondents

	Sample Type			Gender		Age						Working Status	
	Total	Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>The reliability of London's public transport</u>													
Better	206 21%	106 21%	100 20%	118 24%	88 17%	20 27%	47 19%	53 21%	37 16%	39 25%	10 23%	161 21%	45 21%
No change	303 30%	145 29%	158 32%	144 29%	159 31%	16 21%	80 32%	69 28%	76 33%	49 32%	13 30%	229 29%	74 34%
Worse	440 44%	229 46%	211 42%	204 42%	236 46%	36 48%	118 47%	116 46%	103 45%	51 33%	16 37%	360 46%	80 37%
Don't know	53 5%	21 4%	32 6%	25 5%	28 5%	3 4%	6 2%	12 5%	12 5%	16 10%	4 9%	35 4%	18 8%
<u>The number of strikes on London's public transport</u>													
Better	80 8%	47 9%	33 7%	45 9%	35 7%	7 9%	23 9%	24 10%	13 6%	11 7%	2 5%	70 9%	10 5%
No change	237 24%	102 20%	135 27%	120 24%	117 23%	14 19%	46 18%	67 27%	62 27%	38 25%	10 23%	180 23%	57 26%
Worse	615 61%	329 66%	286 57%	301 61%	314 61%	46 61%	166 66%	146 58%	142 62%	88 57%	27 63%	490 62%	125 58%
Don't know	70 7%	23 5%	47 9%	25 5%	45 9%	8 11%	16 6%	13 5%	11 5%	18 12%	4 9%	45 6%	25 12%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 23

Q.6 Do you think each of the following have got better or worse over the past five years, or has there been no change?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>The cost of travel in London</u>													
Better	41 4%	32 6%	9 2%	25 5%	16 3%	2 3%	17 7%	14 6%	3 1%	5 3%	-	38 5%	3 1%
No change	77 8%	41 8%	36 7%	42 9%	35 7%	5 7%	21 8%	19 8%	18 8%	10 6%	4 9%	61 8%	16 7%
Worse	865 86%	422 84%	443 88%	414 84%	451 88%	67 89%	209 83%	212 85%	204 89%	136 88%	37 86%	674 86%	191 88%
Don't know	19 2%	6 1%	13 3%	10 2%	9 2%	1 1%	4 2%	5 2%	3 1%	4 3%	2 5%	12 2%	7 3%
<u>Level of crime in your neighbourhood</u>													
Better	105 10%	73 15%	32 6%	60 12%	45 9%	9 12%	31 12%	31 12%	16 7%	15 10%	3 7%	84 11%	21 10%
No change	430 43%	199 40%	231 46%	227 46%	203 40%	31 41%	99 39%	100 40%	99 43%	74 48%	27 63%	332 42%	98 45%
Worse	370 37%	189 38%	181 36%	171 35%	199 39%	26 35%	95 38%	93 37%	92 40%	54 35%	10 23%	298 38%	72 33%
Don't know	97 10%	40 8%	57 11%	33 7%	64 13%	9 12%	26 10%	26 10%	21 9%	12 8%	3 7%	71 9%	26 12%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 23

Q.6 Do you think each of the following have got better or worse over the past five years, or has there been no change?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>Your journey time to work</u>													
Better	89 9%	60 12%	29 6%	50 10%	39 8%	7 9%	29 12%	30 12%	13 6%	9 6%	1 2%	81 10%	8 4%
No change	457 46%	212 42%	245 49%	229 47%	228 45%	34 45%	106 42%	113 45%	101 44%	85 55%	18 42%	368 47%	89 41%
Worse	341 34%	211 42%	130 26%	181 37%	160 31%	22 29%	93 37%	89 36%	96 42%	36 23%	5 12%	302 38%	39 18%
Don't know	115 11%	18 4%	97 19%	31 6%	84 16%	12 16%	23 9%	18 7%	18 8%	25 16%	19 44%	34 4%	81 37%
<u>The affordability of living in your neighbourhood</u>													
Better	43 4%	31 6%	12 2%	28 6%	15 3%	5 7%	12 5%	14 6%	1 *	11 7%	- -	39 5%	4 2%
No change	211 21%	110 22%	101 20%	114 23%	97 19%	12 16%	51 20%	44 18%	52 23%	42 27%	10 23%	167 21%	44 20%
Worse	691 69%	344 69%	347 69%	323 66%	368 72%	50 67%	171 68%	179 72%	168 74%	96 62%	27 63%	544 69%	147 68%
Don't know	57 6%	16 3%	41 8%	26 5%	31 6%	8 11%	17 7%	13 5%	7 3%	6 4%	6 14%	35 4%	22 10%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 23

Q.6 Do you think each of the following have got better or worse over the past five years, or has there been no change?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>London's air quality</u>													
Better	116 12%	81 16%	35 7%	81 16%	35 7%	11 15%	30 12%	32 13%	26 11%	15 10%	2 5%	100 13%	16 7%
No change	372 37%	190 38%	182 36%	195 40%	177 35%	22 29%	94 37%	93 37%	85 37%	62 40%	16 37%	297 38%	75 35%
Worse	355 35%	166 33%	189 38%	159 32%	196 38%	28 37%	93 37%	85 34%	80 35%	54 35%	15 35%	280 36%	75 35%
Don't know	159 16%	64 13%	95 19%	56 11%	103 20%	14 19%	34 14%	40 16%	37 16%	24 15%	10 23%	108 14%	51 24%
<u>The quality of London's open spaces (e.g. parks, playgrounds, etc.)</u>													
Better	271 27%	148 30%	123 25%	132 27%	139 27%	27 36%	69 27%	65 26%	57 25%	38 25%	15 35%	216 28%	55 25%
No change	447 45%	230 46%	217 43%	232 47%	215 42%	21 28%	104 41%	118 47%	121 53%	67 43%	16 37%	362 46%	85 39%
Worse	200 20%	97 19%	103 21%	97 20%	103 20%	16 21%	55 22%	48 19%	36 16%	37 24%	8 19%	146 19%	54 25%
Don't know	84 8%	26 5%	58 12%	30 6%	54 11%	11 15%	23 9%	19 8%	14 6%	13 8%	4 9%	61 8%	23 11%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 23

Q.6 Do you think each of the following have got better or worse over the past five years, or has there been no change?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>The cultural vibrancy of London</u>													
Better	306 31%	174 35%	132 26%	148 30%	158 31%	22 29%	76 30%	78 31%	64 28%	46 30%	20 47%	247 31%	59 27%
No change	415 41%	209 42%	206 41%	212 43%	203 40%	29 39%	103 41%	103 41%	100 44%	65 42%	15 35%	328 42%	87 40%
Worse	181 18%	79 16%	102 20%	90 18%	91 18%	14 19%	50 20%	47 19%	41 18%	26 17%	3 7%	138 18%	43 20%
Don't know	100 10%	39 8%	61 12%	41 8%	59 12%	10 13%	22 9%	22 9%	23 10%	18 12%	5 12%	72 9%	28 13%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 24

Q.7 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Sample Type			Gender		Age						Working Status	
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>London is too expensive a place to live if you earn an average salary</u>													
Agree	883 88%	445 89%	438 87%	433 88%	450 88%	63 84%	223 89%	222 89%	207 91%	133 86%	35 81%	697 89%	186 86%
Disagree	74 7%	42 8%	32 6%	41 8%	33 6%	6 8%	14 6%	19 8%	15 7%	16 10%	4 9%	59 8%	15 7%
Don't know	45 4%	14 3%	31 6%	17 3%	28 5%	6 8%	14 6%	9 4%	6 3%	6 4%	4 9%	29 4%	16 7%
<u>My firm would take on more staff, but regulation makes it too difficult</u>													
Agree	196 20%	143 29%	53 11%	124 25%	72 14%	15 20%	58 23%	62 25%	36 16%	23 15%	2 5%	179 23%	17 8%
Disagree	355 35%	222 44%	133 27%	186 38%	169 33%	12 16%	89 35%	91 36%	97 43%	57 37%	9 21%	335 43%	20 9%
Don't know	451 45%	136 27%	315 63%	181 37%	270 53%	48 64%	104 41%	97 39%	95 42%	75 48%	32 74%	271 35%	180 83%
<u>It should be made easier for businesses to bring in people from abroad with the skills those businesses need</u>													
Agree	296 30%	185 37%	111 22%	169 34%	127 25%	16 21%	104 41%	85 34%	48 21%	35 23%	8 19%	249 32%	47 22%
Disagree	478 48%	220 44%	258 51%	231 47%	247 48%	31 41%	93 37%	103 41%	133 58%	91 59%	27 63%	369 47%	109 50%
Don't know	228 23%	96 19%	132 26%	91 19%	137 27%	28 37%	54 22%	62 25%	47 21%	29 19%	8 19%	167 21%	61 28%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 24

Q.7 Do you agree or disagree with each of the following statements?**Base: All respondents**

	<u>Sample Type</u>		<u>Gender</u>		<u>Age</u>						<u>Working Status</u>		
	<u>Total</u>	<u>Busi- ness</u>	<u>Non busi- ness</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>Work- ing</u>	<u>Not Work- ing</u>
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>Graduates in London too often lack basic literacy and numeracy skills</u>													
Agree	532 53%	290 58%	242 48%	280 57%	252 49%	29 39%	125 50%	131 52%	131 57%	92 59%	24 56%	426 54%	106 49%
Disagree	207 21%	101 20%	106 21%	99 20%	108 21%	26 35%	69 27%	51 20%	38 17%	20 13%	3 7%	163 21%	44 20%
Don't know	263 26%	110 22%	153 31%	112 23%	151 30%	20 27%	57 23%	68 27%	59 26%	43 28%	16 37%	196 25%	67 31%
<u>There just aren't enough jobs to go round in the current climate</u>													
Agree	743 74%	351 70%	392 78%	354 72%	389 76%	56 75%	178 71%	184 74%	178 78%	119 77%	28 65%	569 72%	174 80%
Disagree	155 15%	102 20%	53 11%	93 19%	62 12%	13 17%	45 18%	33 13%	30 13%	26 17%	8 19%	135 17%	20 9%
Don't know	104 10%	48 10%	56 11%	44 9%	60 12%	6 8%	28 11%	33 13%	20 9%	10 6%	7 16%	81 10%	23 11%

Business and Life Survey

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Absolutes/col percents

Table 25

**Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?
Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.**

Summary table**Base: All respondents living in London or the South East**

		<u>Street crime</u>	<u>Business crime</u>	<u>Terrorism</u>	<u>Civil disorder (e.g. strikes, protests, marches, etc.)</u>	<u>Pandemics (e.g. swine flu, E.Coli, etc.)</u>
Unweighted base		661	661	661	661	661
Weighted base		660	660	660	660	660
Great threat	(5)	219 33%	121 18%	155 24%	246 37%	31 5%
4	(4)	212 32%	188 29%	158 24%	221 33%	70 11%
3	(3)	132 20%	206 31%	175 27%	128 19%	192 29%
2	(2)	66 10%	94 14%	116 18%	42 6%	170 26%
Low threat	(1)	24 4%	44 7%	49 7%	16 2%	190 29%
NET: Top 2 box		431 65%	309 47%	313 47%	468 71%	102 15%
NET: Bottom 2 box		90 14%	138 21%	165 25%	58 9%	360 54%
Don't know		7 1%	7 1%	7 1%	7 1%	7 1%
Mean		3.82	3.38	3.39	3.98	2.36
Standard deviation		1.11	1.14	1.23	1.03	1.15
Standard error		0.04	0.04	0.05	0.04	0.04

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Absolutes/col percents

Table 26

Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?

Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.

Street crime

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
Great threat	(5) 219	54	96	23	24	26	26	17	34	32	37	40	41	150	-	-	-	-
	33%	30%	43%	34%	37%	42%	38%	33%	37%	29%	34%	41%	47%	37%	-	-	-	-
4	(4) 212	64	70	22	20	15	24	19	33	34	40	29	31	134	-	-	-	-
	32%	35%	32%	33%	32%	25%	36%	37%	36%	31%	36%	30%	36%	33%	-	-	-	-
3	(3) 132	40	36	15	12	14	9	12	14	29	20	19	8	77	-	-	-	-
	20%	22%	16%	22%	19%	22%	14%	23%	16%	27%	18%	20%	10%	19%	-	-	-	-
2	(2) 66	20	16	7	6	4	6	2	11	11	13	6	7	37	-	-	-	-
	10%	11%	7%	11%	9%	7%	10%	4%	12%	10%	11%	7%	8%	9%	-	-	-	-
Low threat	(1) 24	4	2	-	1	3	1	1	-	3	1	2	-	6	-	-	-	-
	4%	2%	1%	-	2%	4%	2%	2%	-	3%	1%	2%	-	2%	-	-	-	-
NET: Top 2 box	431	118	165	45	44	41	49	37	67	66	77	68	72	283	-	-	-	-
	65%	64%	75%	67%	69%	66%	74%	71%	73%	60%	69%	72%	83%	70%	-	-	-	-
NET: Bottom 2 box	90	24	19	7	7	7	8	3	11	14	14	8	7	43	-	-	-	-
	14%	13%	9%	11%	12%	11%	12%	6%	12%	13%	13%	8%	8%	11%	-	-	-	-
Don't know	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.82	3.79	4.09	3.91	3.93	3.92	3.99	3.96	3.98	3.73	3.89	4.03	4.22	3.95	-	-	-	-
Standard deviation	1.11	1.06	1.00	1.00	1.07	1.16	1.05	0.96	1.00	1.09	1.04	1.02	0.92	1.03	-	-	-	-
Standard error	0.04	0.08	0.07	0.13	0.13	0.14	0.13	0.12	0.12	0.09	0.11	0.13	0.09	0.05	-	-	-	-

Business and Life Survey

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Absolutes/col percents

Table 26

**Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?
Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.**

Street crime

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
Great threat	(5)	77 40%	73 35%	70 27%	150 37%	7 35%	-	-	5 32%	14 34%	8 43%	71 35%	
4	(4)	60 31%	73 35%	78 30%	134 33%	9 43%	2 29%	-	* 100%	2 14%	19 45%	4 22%	68 33%
3	(3)	29 15%	48 23%	56 22%	77 19%	2 11%	2 31%	1 24%	-	6 36%	7 15%	3 18%	45 22%
2	(2)	23 12%	14 7%	30 12%	37 9%	2 9%	1 12%	-	-	2 13%	2 5%	2 10%	15 7%
Low threat	(1)	5 3%	1 1%	17 7%	6 2%	* 1%	2 27%	3 76%	-	1 5%	1 2%	1 6%	4 2%
NET: Top 2 box		137 71%	146 70%	148 57%	283 70%	16 78%	2 29%	-	* 100%	8 46%	33 78%	12 66%	139 68%
NET: Bottom 2 box		28 14%	15 7%	47 18%	43 11%	2 11%	2 39%	3 76%	-	3 18%	3 6%	3 16%	19 9%
Don't know		-	-	7 3%	-	-	-	-	-	-	-	-	-
Mean	3.93	3.97	3.61	3.95	4.01	2.63	1.48	4.00	3.54	4.04	3.87	3.92	
Standard deviation	1.12	0.95	1.20	1.03	1.00	1.28	1.02	-	1.25	0.92	1.28	1.02	
Standard error	0.09	0.06	0.08	0.05	0.23	0.52	0.72	-	0.29	0.14	0.27	0.07	

Business and Life Survey

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Absolutes/col percents

Table 27

Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?

Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.

Business crime

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
Great threat	(5)	121	29	52	11	12	15	12	10	20	18	27	17	20	81	-	-	-
		18%	16%	24%	17%	19%	25%	19%	20%	21%	16%	24%	17%	23%	20%	-	-	-
4	(4)	188	52	72	24	23	16	19	17	25	30	34	37	24	125	-	-	-
		29%	29%	33%	36%	36%	26%	29%	32%	28%	27%	30%	39%	27%	31%	-	-	-
3	(3)	206	67	56	22	12	17	19	15	38	37	34	21	31	123	-	-	-
		31%	36%	26%	33%	18%	27%	29%	29%	41%	34%	30%	22%	36%	31%	-	-	-
2	(2)	94	27	30	8	12	10	14	7	6	18	13	18	8	57	-	-	-
		14%	15%	14%	12%	18%	16%	22%	14%	6%	17%	12%	19%	9%	14%	-	-	-
Low threat	(1)	44	8	9	1	5	4	1	2	4	6	4	3	4	17	-	-	-
		7%	4%	4%	2%	8%	6%	2%	4%	4%	5%	4%	3%	4%	4%	-	-	-
NET: Top 2 box		309	81	125	35	36	31	32	27	45	47	60	54	44	206	-	-	-
		47%	44%	57%	53%	56%	51%	48%	52%	49%	44%	54%	57%	51%	51%	-	-	-
NET: Bottom 2 box		138	35	39	9	17	14	16	10	9	24	18	21	11	74	-	-	-
		21%	19%	18%	14%	26%	22%	23%	19%	10%	22%	16%	22%	13%	18%	-	-	-
Don't know		7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		3.38	3.37	3.59	3.54	3.42	3.47	3.42	3.49	3.56	3.32	3.58	3.49	3.57	3.49	-	-	-
Standard deviation		1.14	1.05	1.11	0.97	1.22	1.21	1.08	1.10	1.02	1.10	1.10	1.08	1.08	1.09	-	-	-
Standard error		0.04	0.08	0.07	0.13	0.15	0.14	0.13	0.14	0.12	0.09	0.11	0.14	0.10	0.05	-	-	-

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Absolutes/col percents

Table 27

**Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?
Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.**

Business crime**Base: All respondents living in London or the South East**

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
Great threat	(5)	51 26%	31 15%	40 15%	81 20%	4 21%	2 34%	- -	- -	2 10%	4 10%	2 9%	37 18%
4	(4)	53 27%	72 34%	64 25%	125 31%	11 54%	- -	- -	* 100%	5 32%	13 31%	8 43%	66 33%
3	(3)	57 30%	66 31%	83 32%	123 31%	5 23%	2 27%	1 24%	- -	4 26%	21 50%	6 30%	54 26%
2	(2)	24 13%	33 16%	37 14%	57 14%	* 1%	- -	- -	- -	2 13%	4 9%	1 7%	35 17%
Low threat	(1)	8 4%	8 4%	27 11%	17 4%	- -	2 39%	3 76%	- -	3 20%	- -	2 12%	11 5%
NET: Top 2 box		103 53%	103 49%	103 40%	206 51%	15 75%	2 34%	- -	* 100%	7 42%	17 41%	10 52%	103 51%
NET: Bottom 2 box		33 17%	41 20%	64 25%	74 18%	* 1%	2 39%	3 76%	- -	5 33%	4 9%	3 18%	46 23%
Don't know		- -	- -	7 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		3.58	3.40	3.21	3.49	3.95	2.90	1.48	4.00	2.99	3.41	3.32	3.41
Standard deviation		1.13	1.04	1.20	1.09	0.73	1.87	1.02	-	1.32	0.80	1.14	1.13
Standard error		0.09	0.07	0.08	0.05	0.17	0.77	0.72	-	0.31	0.12	0.24	0.08

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Absolutes/col percents

Table 28

Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?

Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.

Terrorism

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
Great threat	(5)	155	31	66	13	17	17	14	12	24	27	23	24	97	-	-	-	-
		24%	17%	30%	20%	26%	28%	22%	23%	26%	22%	24%	24%	28%	24%	-	-	-
4	(4)	158	44	52	18	13	11	21	15	19	26	23	25	22	97	-	-	-
		24%	24%	24%	27%	20%	17%	32%	28%	21%	24%	21%	26%	26%	24%	-	-	-
3	(3)	175	57	53	11	20	23	15	12	28	32	27	23	110	-	-	-	-
		27%	31%	24%	17%	31%	38%	23%	23%	31%	26%	29%	28%	26%	27%	-	-	-
2	(2)	116	40	34	19	9	8	13	10	14	21	23	17	13	74	-	-	-
		18%	22%	15%	29%	15%	14%	20%	19%	15%	19%	20%	18%	15%	18%	-	-	-
Low threat	(1)	49	10	14	5	5	2	2	4	7	10	7	4	5	25	-	-	-
		7%	6%	7%	7%	8%	3%	3%	7%	8%	9%	6%	4%	5%	6%	-	-	-
NET: Top 2 box		313	75	119	32	29	28	35	27	43	50	50	48	46	194	-	-	-
		47%	41%	54%	47%	46%	45%	53%	51%	47%	46%	45%	50%	53%	48%	-	-	-
NET: Bottom 2 box		165	51	48	24	15	10	16	14	21	31	29	21	18	99	-	-	-
		25%	28%	22%	36%	23%	17%	24%	26%	23%	28%	26%	22%	20%	25%	-	-	-
Don't know		7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		3.39	3.24	3.56	3.24	3.41	3.53	3.48	3.41	3.42	3.30	3.36	3.47	3.55	3.41	-	-	-
Standard deviation		1.23	1.15	1.25	1.26	1.26	1.13	1.15	1.24	1.24	1.26	1.22	1.16	1.20	1.21	-	-	-
Standard error		0.05	0.09	0.08	0.16	0.15	0.14	0.14	0.16	0.14	0.11	0.12	0.15	0.12	0.06	-	-	-

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Absolutes/col percents

Table 28

**Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?
Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.**

Terrorism

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
Great threat	(5)	54 28%	43 20%	58 23%	97 24%	10 47%	1 12%	- -	5 32%	12 28%	5 26%	46 23%	
4	(4)	33 17%	63 30%	61 24%	97 24%	4 18%	1 23%	- -	4 22%	13 30%	6 33%	47 23%	
3	(3)	48 25%	62 30%	65 25%	110 27%	3 15%	2 38%	1 24%	* 100%	4 21%	6 15%	5 27%	58 29%
2	(2)	42 22%	32 15%	42 16%	74 18%	3 15%	- -	- -	1 8%	7 16%	2 9%	40 20%	
Low threat	(1)	16 8%	9 4%	24 9%	25 6%	1 5%	2 27%	3 76%	- -	3 16%	5 11%	1 6%	12 6%
NET: Top 2 box		87 45%	106 51%	119 46%	194 48%	13 65%	2 35%	- -	9 54%	24 58%	11 58%	92 46%	
NET: Bottom 2 box		59 30%	41 19%	66 26%	99 25%	4 21%	2 27%	3 76%	4 25%	11 27%	3 15%	52 26%	
Don't know		- -	- -	7 3%	- -	- -	- -	- -	- -	- -	- -	- -	
Mean		3.34	3.48	3.35	3.41	3.85	2.93	1.48	3.00	3.45	3.48	3.63	3.36
Standard deviation		1.32	1.10	1.27	1.21	1.33	1.47	1.02	-	1.47	1.35	1.16	1.20
Standard error		0.10	0.07	0.08	0.06	0.31	0.60	0.72	-	0.35	0.21	0.25	0.09

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 29

Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?

Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.

Civil disorder (e.g. strikes, protests, marches, etc.)

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
Great threat	(5) 246 37%	73 40%	82 37%	24 35%	22 34%	28 45%	27 41%	20 39%	35 37%	38 35%	39 35%	39 41%	38 44%	155 38%	-	-	-	-
4	(4) 221 33%	61 34%	89 40%	27 41%	29 45%	19 31%	23 34%	17 33%	35 38%	38 35%	49 44%	35 36%	28 32%	150 37%	-	-	-	-
3	(3) 128 19%	37 20%	37 17%	14 22%	8 13%	8 14%	15 22%	10 18%	19 20%	23 21%	19 17%	15 16%	17 19%	74 18%	-	-	-	-
2	(2) 42 6%	7 4%	10 5%	2 2%	4 6%	4 6%	2 3%	4 8%	2 2%	5 5%	4 3%	4 5%	4 4%	17 4%	-	-	-	-
Low threat	(1) 16 2%	4 2%	2 1%	- -	2 2%	2 4%	- -	1 1%	2 2%	4 3%	- -	2 3%	- -	6 2%	-	-	-	-
NET: Top 2 box	468 71%	134 73%	171 78%	51 76%	51 79%	47 77%	50 75%	38 72%	70 75%	77 71%	89 79%	74 77%	66 76%	305 76%	-	-	-	-
NET: Bottom 2 box	58 9%	11 6%	12 6%	2 2%	5 8%	6 10%	2 3%	5 9%	4 4%	9 8%	4 3%	7 7%	4 4%	24 6%	-	-	-	-
Don't know	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.98	4.05	4.09	4.09	4.03	4.08	4.12	4.02	4.07	3.94	4.11	4.08	4.16	4.07	-	-	-	-
Standard deviation	1.03	0.98	0.90	0.82	0.96	1.09	0.87	1.01	0.91	1.04	0.81	0.99	0.89	0.94	-	-	-	-
Standard error	0.04	0.08	0.06	0.11	0.12	0.13	0.10	0.13	0.11	0.09	0.08	0.12	0.09	0.05	-	-	-	-

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 29

Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?

Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.

Civil disorder (e.g. strikes, protests, marches, etc.)

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
Great threat	(5)	75 39%	80 38%	91 35%	155 38%	9 46%	3 43%	- -	- -	6 37%	16 38%	4 22%	79 39%
4	(4)	62 32%	88 42%	71 28%	150 37%	1 4%	2 29%	- -	- -	6 36%	18 41%	8 41%	78 39%
3	(3)	40 20%	34 16%	54 21%	74 18%	7 33%	- -	1 24%	* 100%	2 13%	4 10%	5 28%	33 16%
2	(2)	12 6%	6 3%	25 10%	17 4%	3 16%	- -	- -	- -	2 9%	4 10%	1 3%	8 4%
Low threat	(1)	5 3%	1 *	10 4%	6 2%	- -	2 27%	3 76%	- -	1 4%	- -	1 6%	4 2%
NET: Top 2 box		137 71%	168 80%	162 63%	305 76%	10 51%	4 73%	- -	- -	12 73%	34 80%	12 63%	157 78%
NET: Bottom 2 box		17 9%	7 3%	35 13%	24 6%	3 16%	2 27%	3 76%	- -	2 14%	4 10%	2 9%	12 6%
Don't know		- -	- -	7 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		3.98	4.15	3.83	4.07	3.81	3.62	1.48	3.00	3.92	4.08	3.70	4.09
Standard deviation		1.04	0.82	1.14	0.94	1.22	1.82	1.02	-	1.16	0.95	1.06	0.94
Standard error		0.08	0.05	0.07	0.05	0.28	0.74	0.72	-	0.27	0.15	0.23	0.07

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 30

Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?

Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.

Pandemics (e.g. swine flu, E.Coli, etc.)

Base: All respondents living in London or the South East

	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	661	167	234	60	67	70	70	60	74	136	97	63	105	401	-	-	-	-
Weighted base	660	183	220	67	64	61	66	52	93	109	112	96	87	403	-	-	-	-
Great threat	(5)	31	10	14	5	6	5	3	-	4	2	8	7	6	23	-	-	-
		5%	5%	6%	7%	9%	9%	5%	-	5%	2%	7%	7%	7%	6%	-	-	-
4	(4)	70	16	29	15	7	5	2	4	11	17	10	7	11	45	-	-	-
		11%	9%	13%	23%	11%	9%	4%	8%	11%	15%	9%	7%	13%	11%	-	-	-
3	(3)	192	58	63	19	16	24	24	15	23	29	26	40	27	121	-	-	-
		29%	32%	29%	29%	25%	39%	37%	29%	24%	27%	23%	41%	31%	30%	-	-	-
2	(2)	170	56	63	18	16	16	22	17	31	30	43	23	24	119	-	-	-
		26%	31%	29%	27%	25%	26%	32%	33%	34%	27%	39%	24%	27%	30%	-	-	-
Low threat	(1)	190	43	51	10	19	11	15	15	24	31	25	19	19	94	-	-	-
		29%	24%	23%	15%	30%	18%	22%	29%	26%	29%	22%	20%	22%	23%	-	-	-
NET: Top 2 box		102	25	43	20	13	11	6	4	15	19	18	14	18	68	-	-	-
		15%	14%	20%	29%	20%	18%	9%	8%	16%	18%	16%	14%	20%	17%	-	-	-
NET: Bottom 2 box		360	99	114	28	35	27	36	32	55	61	68	42	42	213	-	-	-
		54%	54%	52%	42%	55%	43%	54%	62%	60%	56%	61%	44%	49%	53%	-	-	-
Don't know		7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		2.36	2.41	2.51	2.80	2.45	2.65	2.38	2.17	2.34	2.35	2.39	2.57	2.57	2.46	-	-	-
Standard deviation		1.15	1.10	1.16	1.15	1.28	1.14	1.04	0.95	1.12	1.11	1.14	1.11	1.18	1.13	-	-	-
Standard error		0.04	0.09	0.08	0.15	0.16	0.14	0.12	0.12	0.13	0.10	0.12	0.14	0.12	0.06	-	-	-

Business and Life Survey

ONLINE Fieldwork : 10th - 11th August 2011

Absolutes/col percents

Table 30

Q.8 How would you rate each of the following in terms of their current threat to London's businesses and workforce?

Please rate each on a scale from 1 to 5, where 1 = a low threat and 5 = a great threat.

Pandemics (e.g. swine flu, E.Coli, etc.)

Base: All respondents living in London or the South East

	Region		Seniority										
	London	South East	Net: Business	Net: Non-business	Owner manager or proprietor	MD or managing partner	Board level director or partner	Director - not board level	Senior management	Middle management	Management	Other	
Unweighted base	172	229	260	401	19	6	2	1	18	42	22	187	
Weighted base	194	209	257	403	20	6	3	*	16	42	19	203	
Great threat	(5)	14 7%	9 4%	8 3%	23 6%	-	1 12%	-	-	3 7%	1 4%	16 8%	
4	(4)	25 13%	20 9%	25 10%	45 11%	2 9%	-	-	4 25%	5 11%	3 14%	17 9%	
3	(3)	51 26%	70 33%	70 27%	121 30%	9 47%	1 18%	1 24%	* 100%	8 46%	16 39%	67 33%	
2	(2)	64 33%	56 27%	51 20%	119 30%	3 14%	2 34%	-	-	1 3%	6 15%	5 26%	59 29%
Low threat	(1)	39 20%	55 26%	96 37%	94 23%	6 31%	2 36%	3 76%	-	4 26%	12 29%	5 25%	43 21%
NET: Top 2 box		39 20%	29 14%	33 13%	68 17%	2 9%	1 12%	-	-	4 25%	7 18%	3 18%	34 17%
NET: Bottom 2 box		103 53%	110 53%	146 57%	213 53%	9 45%	4 70%	3 76%	-	5 29%	18 44%	9 51%	102 51%
Don't know		-	-	7 3%	-	-	-	-	-	-	-	-	-
Mean	2.54	2.39	2.20	2.46	2.34	2.19	1.48	3.00	2.70	2.52	2.46	2.53	
Standard deviation	1.17	1.10	1.15	1.13	1.03	1.38	1.02	-	1.14	1.22	1.15	1.16	
Standard error	0.09	0.07	0.07	0.06	0.24	0.56	0.72	-	0.27	0.19	0.24	0.08	

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 31

Q.9 Do you agree or disagree with each of the following statements?**Summary Table****Base: All respondents**

		Statements			
		There should be fewer planning restrictions on businesses that want to build new developments in the centre of London	London is too overcrowded for new business developments	London is in danger of losing its architectural beauty if new offices and buildings are developed	London needs dramatic new architecture to retain its status as a world city
Base		1002	1002	1002	1002
NET: Agree		272 27%	339 34%	473 47%	333 33%
Strongly agree	(+2)	76 8%	98 10%	172 17%	98 10%
Agree	(+1)	196 20%	241 24%	301 30%	235 23%
Neither agree nor disagree	(0)	276 28%	304 30%	248 25%	296 30%
Disagree	(-1)	270 27%	255 25%	202 20%	248 25%
Strongly disagree	(-2)	99 10%	37 4%	45 4%	75 7%
NET: Disagree		369 37%	292 29%	247 25%	323 32%
Don't know		85 8%	67 7%	34 3%	50 5%
Mean		-0.13	0.12	0.36	0.03
Std Deviation		1.12	1.05	1.13	1.11
Std Error		0.04	0.03	0.04	0.04

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 32

Q.9 Do you agree or disagree with each of the following statements?**There should be fewer planning restrictions on businesses that want to build new developments in the centre of London****Base: All respondents**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
NET: Agree	272 27%	167 33%	105 21%	169 34%	103 20%	18 24%	81 32%	79 32%	58 25%	29 19%	7 16%	231 29%	41 19%
Strongly agree (+2)	76 8%	46 9%	30 6%	50 10%	26 5%	8 11%	25 10%	23 9%	13 6%	6 4%	1 2%	65 8%	11 5%
Agree (+1)	196 20%	121 24%	75 15%	119 24%	77 15%	10 13%	56 22%	56 22%	45 20%	23 15%	6 14%	166 21%	30 14%
Neither agree nor disagree (0)	276 28%	129 26%	147 29%	124 25%	152 30%	17 23%	75 30%	69 28%	59 26%	44 28%	12 28%	210 27%	66 30%
Disagree (-1)	270 27%	137 27%	133 27%	118 24%	152 30%	16 21%	61 24%	59 24%	70 31%	48 31%	16 37%	214 27%	56 26%
Strongly disagree (-2)	99 10%	49 10%	50 10%	55 11%	44 9%	3 4%	15 6%	21 8%	26 11%	26 17%	8 19%	75 10%	24 11%
NET: Disagree	369 37%	186 37%	183 37%	173 35%	196 38%	19 25%	76 30%	80 32%	96 42%	74 48%	24 56%	289 37%	80 37%
Don't know	85 8%	19 4%	66 13%	25 5%	60 12%	21 28%	19 8%	22 9%	15 7%	8 5%	- -	55 7%	30 14%
Mean	-0.13	-0.05	-0.23	-0.02	-0.25	0.07	0.06	*	-0.24	-0.44	-0.56	-0.09	-0.28
Std Deviation	1.12	1.15	1.08	1.19	1.03	1.15	1.09	1.13	1.10	1.08	1.03	1.13	1.07
Std Error	0.04	0.05	0.05	0.06	0.05	0.16	0.07	0.07	0.08	0.09	0.16	0.04	0.08

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 33

Q.9 Do you agree or disagree with each of the following statements?**London is too overcrowded for new business developments****Base: All respondents**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
NET: Agree	339 34%	167 33%	172 34%	149 30%	190 37%	27 36%	100 40%	89 36%	70 31%	43 28%	10 23%	261 33%	78 36%
Strongly agree (+2)	98 10%	48 10%	50 10%	46 9%	52 10%	5 7%	31 12%	26 10%	20 9%	13 8%	3 7%	74 9%	24 11%
Agree (+1)	241 24%	119 24%	122 24%	103 21%	138 27%	22 29%	69 27%	63 25%	50 22%	30 19%	7 16%	187 24%	54 25%
Neither agree nor disagree (0)	304 30%	144 29%	160 32%	150 31%	154 30%	16 21%	76 30%	69 28%	74 32%	49 32%	20 47%	236 30%	68 31%
Disagree (-1)	255 25%	152 30%	103 21%	141 29%	114 22%	20 27%	54 22%	64 26%	60 26%	49 32%	8 19%	211 27%	44 20%
Strongly disagree (-2)	37 4%	21 4%	16 3%	22 4%	15 3%	1 1%	6 2%	14 6%	9 4%	7 5%	- -	32 4%	5 2%
NET: Disagree	292 29%	173 35%	119 24%	163 33%	129 25%	21 28%	60 24%	78 31%	69 30%	56 36%	8 19%	243 31%	49 23%
Don't know	67 7%	17 3%	50 10%	29 6%	38 7%	11 15%	15 6%	14 6%	15 7%	7 5%	5 12%	45 6%	22 10%
Mean	0.12	0.04	0.19	0.02	0.21	0.16	0.28	0.10	0.06	-0.05	0.13	0.08	0.25
Std Deviation	1.05	1.06	1.02	1.06	1.03	1.01	1.04	1.10	1.03	1.04	0.84	1.05	1.02
Std Error	0.03	0.05	0.05	0.05	0.05	0.13	0.07	0.07	0.07	0.09	0.14	0.04	0.07

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 34

Q.9 Do you agree or disagree with each of the following statements?**London is in danger of losing its architectural beauty if new offices and buildings are developed****Base: All respondents**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
NET: Agree	473 47%	225 45%	248 50%	195 40%	278 54%	31 41%	123 49%	111 44%	103 45%	79 51%	26 60%	358 46%	115 53%
Strongly agree (+2)	172 17%	79 16%	93 19%	74 15%	98 19%	10 13%	40 16%	42 17%	38 17%	28 18%	14 33%	121 15%	51 24%
Agree (+1)	301 30%	146 29%	155 31%	121 25%	180 35%	21 28%	83 33%	69 28%	65 29%	51 33%	12 28%	237 30%	64 29%
Neither agree nor disagree (0)	248 25%	133 27%	115 23%	134 27%	114 22%	18 24%	66 26%	57 23%	63 28%	34 22%	10 23%	204 26%	44 20%
Disagree (-1)	202 20%	106 21%	96 19%	119 24%	83 16%	13 17%	46 18%	54 22%	50 22%	33 21%	6 14%	163 21%	39 18%
Strongly disagree (-2)	45 4%	30 6%	15 3%	29 6%	16 3%	2 3%	9 4%	19 8%	6 3%	8 5%	1 2%	38 5%	7 3%
NET: Disagree	247 25%	136 27%	111 22%	148 30%	99 19%	15 20%	55 22%	73 29%	56 25%	41 26%	7 16%	201 26%	46 21%
Don't know	34 3%	7 1%	27 5%	14 3%	20 4%	11 15%	7 3%	9 4%	6 3%	1 1%	-	22 3%	12 6%
Mean	0.36	0.28	0.45	0.19	0.53	0.38	0.41	0.25	0.36	0.38	0.74	0.31	0.55
Std Deviation	1.13	1.15	1.11	1.15	1.09	1.08	1.08	1.21	1.09	1.16	1.14	1.12	1.16
Std Error	0.04	0.05	0.05	0.05	0.05	0.13	0.07	0.08	0.07	0.09	0.17	0.04	0.08

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 35

Q.9 Do you agree or disagree with each of the following statements?
London needs dramatic new architecture to retain its status as a world city
Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
NET: Agree	333 33%	189 38%	144 29%	195 40%	138 27%	23 31%	88 35%	91 36%	75 33%	46 30%	10 23%	280 36%	53 24%
Strongly agree (+2)	98 10%	66 13%	32 6%	57 12%	41 8%	7 9%	30 12%	25 10%	17 7%	14 9%	5 12%	83 11%	15 7%
Agree (+1)	235 23%	123 25%	112 22%	138 28%	97 19%	16 21%	58 23%	66 26%	58 25%	32 21%	5 12%	197 25%	38 18%
Neither agree nor disagree (0)	296 30%	148 30%	148 30%	140 29%	156 31%	18 24%	74 29%	72 29%	64 28%	53 34%	15 35%	232 30%	64 29%
Disagree (-1)	248 25%	110 22%	138 28%	102 21%	146 29%	22 29%	61 24%	56 22%	64 28%	31 20%	14 33%	184 23%	64 29%
Strongly disagree (-2)	75 7%	37 7%	38 8%	37 8%	38 7%	3 4%	16 6%	18 7%	17 7%	19 12%	2 5%	56 7%	19 9%
NET: Disagree	323 32%	147 29%	176 35%	139 28%	184 36%	25 33%	77 31%	74 30%	81 36%	50 32%	16 37%	240 31%	83 38%
Don't know	50 5%	17 3%	33 7%	17 3%	33 6%	9 12%	12 5%	13 5%	8 4%	6 4%	2 5%	33 4%	17 8%
Mean	0.03	0.15	-0.08	0.16	-0.09	0.03	0.10	0.10	-0.03	-0.06	-0.07	0.09	-0.17
Std Deviation	1.11	1.15	1.06	1.13	1.08	1.10	1.12	1.11	1.09	1.15	1.08	1.11	1.08
Std Error	0.04	0.05	0.05	0.05	0.05	0.13	0.07	0.07	0.07	0.09	0.17	0.04	0.08

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 36

Q.10 In the London Mayoral Election next year which candidate are you currently most inclined to support?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
Boris Johnson (Conservative Candidate)	348 35%	198 40%	150 30%	196 40%	152 30%	21 28%	69 27%	80 32%	90 39%	66 43%	22 51%	274 35%	74 34%
Ken Livingstone (Labour Candidate)	266 27%	153 31%	113 23%	153 31%	113 22%	20 27%	69 27%	79 32%	58 25%	32 21%	8 19%	216 28%	50 23%
Liberal Democrat Candidate (to be confirmed)	36 4%	18 4%	18 4%	18 4%	18 4%	2 3%	12 5%	8 3%	3 1%	9 6%	2 5%	27 3%	9 4%
Another party candidate	41 4%	21 4%	20 4%	22 4%	19 4%	1 1%	15 6%	7 3%	7 3%	8 5%	3 7%	34 4%	7 3%
Prefer not to say	24 2%	12 2%	12 2%	11 2%	13 3%	1 1%	10 4%	8 3%	3 1%	1 1%	1 2%	17 2%	7 3%
Don't know	287 29%	99 20%	188 38%	91 19%	196 38%	30 40%	76 30%	68 27%	67 29%	39 25%	7 16%	217 28%	70 32%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 37

Q.11 Do you agree or disagree with each of the following statements about the London 2012 Olympic games?

Base: All respondents

	Sample Type			Gender		Age						Working Status	
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>The 2012 Olympic Games will be good for London's economy</u>													
Agree	564 56%	312 62%	252 50%	305 62%	259 51%	45 60%	151 60%	157 63%	116 51%	76 49%	19 44%	463 59%	101 47%
Disagree	250 25%	116 23%	134 27%	131 27%	119 23%	17 23%	49 20%	52 21%	68 30%	47 30%	17 40%	188 24%	62 29%
Don't know	188 19%	73 15%	115 23%	55 11%	133 26%	13 17%	51 20%	41 16%	44 19%	32 21%	7 16%	134 17%	54 25%
<u>I am confident in the government's ability to manage the Olympics</u>													
Agree	393 39%	237 47%	156 31%	222 45%	171 33%	23 31%	111 44%	103 41%	79 35%	62 40%	15 35%	326 42%	67 31%
Disagree	392 39%	175 35%	217 43%	190 39%	202 40%	30 40%	94 37%	96 38%	101 44%	54 35%	17 40%	300 38%	92 42%
Don't know	217 22%	89 18%	128 26%	79 16%	138 27%	22 29%	46 18%	51 20%	48 21%	39 25%	11 26%	159 20%	58 27%
<u>The Olympics will leave London with a strongly positive impact in terms of its legacy</u>													
Agree	469 47%	262 52%	207 41%	245 50%	224 44%	36 48%	134 53%	125 50%	97 43%	63 41%	14 33%	379 48%	90 41%
Disagree	303 30%	147 29%	156 31%	158 32%	145 28%	17 23%	63 25%	68 27%	81 36%	56 36%	18 42%	231 29%	72 33%
Don't know	230 23%	92 18%	138 28%	88 18%	142 28%	22 29%	54 22%	57 23%	50 22%	36 23%	11 26%	175 22%	55 25%

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 37

Q.11 Do you agree or disagree with each of the following statements about the London 2012 Olympic games?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>For all the disruption, the 2012 Olympic Games will be well worth it in terms of the opportunities it opens up</u>													
Agree	440 44%	261 52%	179 36%	239 49%	201 39%	33 44%	120 48%	122 49%	88 39%	62 40%	15 35%	368 47%	72 33%
Disagree	358 36%	163 33%	195 39%	182 37%	176 34%	22 29%	68 27%	83 33%	97 43%	66 43%	22 51%	270 34%	88 41%
Don't know	204 20%	77 15%	127 25%	70 14%	134 26%	20 27%	63 25%	45 18%	43 19%	27 17%	6 14%	147 19%	57 26%
<u>The 2012 Olympic Games are an expensive mistake</u>													
Agree	413 41%	187 37%	226 45%	207 42%	206 40%	27 36%	85 34%	101 40%	102 45%	75 48%	23 53%	305 39%	108 50%
Disagree	420 42%	244 49%	176 35%	227 46%	193 38%	30 40%	116 46%	108 43%	94 41%	57 37%	15 35%	345 44%	75 35%
Don't know	169 17%	70 14%	99 20%	57 12%	112 22%	18 24%	50 20%	41 16%	32 14%	23 15%	5 12%	135 17%	34 16%

Business & Life In London

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Absolutes/col percents

Table 38

Q.12 Do you agree or disagree with each of the following statements about public sector spending?**Base: All respondents**

	Sample Type			Gender		Age						Working Status	
	Total	Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>It is unfair for low paid public sector workers to pay the price for mistakes made by bankers before the financial crisis</u>													
Agree	738 74%	355 71%	383 76%	348 71%	390 76%	58 77%	174 69%	182 73%	184 81%	116 75%	24 56%	580 74%	158 73%
Disagree	141 14%	90 18%	51 10%	96 20%	45 9%	7 9%	35 14%	40 16%	29 13%	20 13%	10 23%	117 15%	24 11%
Don't know	123 12%	56 11%	67 13%	47 10%	76 15%	10 13%	42 17%	28 11%	15 7%	19 12%	9 21%	88 11%	35 16%
<u>I have little sympathy for public sector workers striking over spending cuts</u>													
Agree	470 47%	267 53%	203 41%	256 52%	214 42%	20 27%	111 44%	124 50%	102 45%	86 55%	27 63%	383 49%	87 40%
Disagree	384 38%	179 36%	205 41%	179 36%	205 40%	33 44%	91 36%	96 38%	101 44%	49 32%	14 33%	302 38%	82 38%
Don't know	148 15%	55 11%	93 19%	56 11%	92 18%	22 29%	49 20%	30 12%	25 11%	20 13%	2 5%	100 13%	48 22%
<u>The government should ban public sector strikes unless there has been a turnout of at least 50 per cent in the strike ballot</u>													
Agree	587 59%	331 66%	256 51%	317 65%	270 53%	33 44%	145 58%	152 61%	120 53%	104 67%	33 77%	479 61%	108 50%
Disagree	258 26%	113 23%	145 29%	123 25%	135 26%	17 23%	55 22%	72 29%	71 31%	36 23%	7 16%	198 25%	60 28%
Don't know	157 16%	57 11%	100 20%	51 10%	106 21%	25 33%	51 20%	26 10%	37 16%	15 10%	3 7%	108 14%	49 23%

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Absolutes/col percents

Table 38

Q.12 Do you agree or disagree with each of the following statements about public sector spending?

Base: All respondents

	Total	Sample Type		Gender		Age						Working Status	
		Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	1002	501	501	491	511	75	251	250	228	155	43	785	217
<u>I would vote for a mayoral candidate who takes a strong line on public sector strikes in London</u>													
Agree	514 51%	300 60%	214 43%	285 58%	229 45%	31 41%	125 50%	139 56%	107 47%	84 54%	28 65%	428 55%	86 40%
Disagree	245 24%	112 22%	133 27%	125 25%	120 23%	13 17%	55 22%	58 23%	66 29%	45 29%	8 19%	192 24%	53 24%
Don't know	243 24%	89 18%	154 31%	81 16%	162 32%	31 41%	71 28%	53 21%	55 24%	26 17%	7 16%	165 21%	78 36%

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Absolutes/col percents

Table 39

Q.13 On average, how many hours do you work each week?**Base: All respondents who work**

	Sample Type		Gender		Age						Working Status		
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	785	501	284	426	359	37	216	218	200	103	11	785	-
Up to 20	92 12%	36 7%	56 20%	30 7%	62 17%	9 24%	15 7%	22 10%	26 13%	18 17%	2 18%	92 12%	-
21-25	33 4%	19 4%	14 5%	11 3%	22 6%	1 3%	8 4%	8 4%	9 5%	6 6%	1 9%	33 4%	-
26-30	67 9%	41 8%	26 9%	23 5%	44 12%	4 11%	17 8%	17 8%	16 8%	9 9%	4 36%	67 9%	-
31-35	97 12%	53 11%	44 15%	52 12%	45 13%	3 8%	31 14%	22 10%	25 13%	14 14%	2 18%	97 12%	-
36-40	267 34%	170 34%	97 34%	151 35%	116 32%	12 32%	94 44%	77 35%	57 29%	27 26%	-	267 34%	-
41-45	93 12%	72 14%	21 7%	61 14%	32 9%	4 11%	19 9%	28 13%	29 15%	13 13%	-	93 12%	-
46-50	70 9%	54 11%	16 6%	55 13%	15 4%	3 8%	16 7%	23 11%	19 10%	8 8%	1 9%	70 9%	-
51+	66 8%	56 11%	10 4%	43 10%	23 6%	1 3%	16 7%	21 10%	19 10%	8 8%	1 9%	66 8%	-
Mean	37.59	39.86	33.59	40.27	34.41	33.08	38.34	38.69	37.94	35.28	31.36	37.59	-
Std Deviation	12.50	11.89	12.57	11.36	13.06	12.73	11.10	11.93	13.22	14.00	15.40	12.50	-
Std Error	0.45	0.53	0.75	0.55	0.69	2.09	0.76	0.81	0.93	1.38	4.64	0.45	-

Business & Life In London

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Absolutes/col percents

Table 43

Q.17 Do you agree or disagree with each of the following statements?**Base: All respondents who are employed**

	Sample Type			Gender		Age						Working Status	
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
<u>In the current economic climate, I am less inclined to consider changing job</u>													
Agree	380 60%	233 62%	147 57%	194 58%	186 61%	14 41%	101 52%	119 64%	103 69%	41 60%	2 100%	380 60%	-
Disagree	185 29%	112 30%	73 28%	112 34%	73 24%	16 47%	68 35%	49 26%	33 22%	19 28%	-	185 29%	-
Don't know	70 11%	31 8%	39 15%	26 8%	44 15%	4 12%	25 13%	19 10%	14 9%	8 12%	-	70 11%	-
<u>I feel secure that I will keep my current job</u>													
Agree	364 57%	234 62%	130 50%	195 59%	169 56%	14 41%	127 65%	101 54%	79 53%	41 60%	2 100%	364 57%	-
Disagree	163 26%	82 22%	81 31%	85 26%	78 26%	11 32%	41 21%	54 29%	40 27%	17 25%	-	163 26%	-
Don't know	108 17%	60 16%	48 19%	52 16%	56 18%	9 26%	26 13%	32 17%	31 21%	10 15%	-	108 17%	-
<u>I am looking to change job in the next 12 months</u>													
Agree	200 31%	118 31%	82 32%	104 31%	96 32%	16 47%	90 46%	60 32%	26 17%	8 12%	-	200 31%	-
Disagree	330 52%	198 53%	132 51%	169 51%	161 53%	14 41%	71 37%	94 50%	96 64%	53 78%	2 100%	330 52%	-
Don't know	105 17%	60 16%	45 17%	59 18%	46 15%	4 12%	33 17%	33 18%	28 19%	7 10%	-	105 17%	-

Business & Life In London

Online Fieldwork: 25th July - 2nd August 2011

Absolutes/col percents

Table 43

Q.17 Do you agree or disagree with each of the following statements?**Base: All respondents who are employed**

	<u>Sample Type</u>		<u>Gender</u>		<u>Age</u>						<u>Working Status</u>		
	<u>Total</u>	<u>Busi- ness</u>	<u>Non busi- ness</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>Work- ing</u>	<u>Not Work- ing</u>
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
<u>I am concerned about being made redundant in the next 12 months</u>													
Agree	203 32%	120 32%	83 32%	109 33%	94 31%	8 24%	67 35%	63 34%	47 31%	18 26%	-	203 32%	-
Disagree	345 54%	208 55%	137 53%	183 55%	162 53%	18 53%	103 53%	101 54%	74 49%	47 69%	2 100%	345 54%	-
Don't know	87 14%	48 13%	39 15%	40 12%	47 16%	8 24%	24 12%	23 12%	29 19%	3 4%	-	87 14%	-

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Absolutes/col percents

Table 44

Q.18 How important, or otherwise, are each of the following when looking for a new job?**Summary Table****Base: All respondents who are employed**

	Factors							
	Salary	Location	Job title	Organisation	Benefits & holiday	Responsibilities	Enjoyment of job	Very important
Base	635	635	635	635	635	635	635	469
NET: Important	619 97%	606 95%	355 56%	547 86%	574 90%	570 90%	621 98%	469 100%
Very important (4)	431 68%	370 58%	134 21%	243 38%	278 44%	275 43%	469 74%	469 100%
Fairly important (3)	188 30%	236 37%	221 35%	304 48%	296 47%	295 46%	152 24%	-
Fairly unimportant (2)	13 2%	27 4%	206 32%	68 11%	54 9%	53 8%	11 2%	-
Very unimportant (1)	3 *	2 *	74 12%	20 3%	7 1%	12 2%	3 *	-
NET: Unimportant	16 3%	29 5%	280 44%	88 14%	61 10%	65 10%	14 2%	-
Mean	3.65	3.53	2.65	3.21	3.33	3.31	3.71	4.00
Std Deviation	0.55	0.59	0.94	0.76	0.68	0.70	0.52	0.00
Std Error	0.02	0.02	0.04	0.03	0.03	0.03	0.02	0.00

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Absolutes/col percents

Table 45

Q.18 How important, or otherwise, are each of the following when looking for a new job?**Salary****Base: All respondents who are employed**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
NET: Important	619 97%	367 98%	252 97%	321 97%	298 98%	33 97%	189 97%	181 97%	146 97%	68 100%	2 100%	619 97%	-
Very important	(4) 431 68%	261 69%	170 66%	219 66%	212 70%	18 53%	139 72%	133 71%	107 71%	32 47%	2 100%	431 68%	-
Fairly important	(3) 188 30%	106 28%	82 32%	102 31%	86 28%	15 44%	50 26%	48 26%	39 26%	36 53%	-	188 30%	-
Fairly unimportant	(2) 13 2%	7 2%	6 2%	9 3%	4 1%	1 3%	4 2%	4 2%	4 3%	-	-	13 2%	-
Very unimportant	(1) 3 *	2 1%	1 *	2 1%	1 *	-	1 1%	2 1%	-	-	-	3 *	-
NET: Unimportant	16 3%	9 2%	7 3%	11 3%	5 2%	1 3%	5 3%	6 3%	4 3%	-	-	16 3%	-
Mean	3.65	3.66	3.63	3.62	3.68	3.50	3.69	3.67	3.69	3.47	4.00	3.65	-
Std Deviation	0.55	0.54	0.55	0.57	0.51	0.56	0.54	0.57	0.52	0.50	0.00	0.55	-
Std Error	0.02	0.03	0.03	0.03	0.03	0.10	0.04	0.04	0.04	0.06	0.00	0.02	-

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Absolutes/col percents

Table 46

Q.18 How important, or otherwise, are each of the following when looking for a new job?**Location****Base: All respondents who are employed**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
NET: Important	606 95%	361 96%	245 95%	311 94%	295 97%	31 91%	185 95%	179 96%	142 95%	67 99%	2 100%	606 95%	-
Very important	(4) 370 58%	216 57%	154 59%	172 52%	198 65%	15 44%	117 60%	108 58%	83 55%	45 66%	2 100%	370 58%	-
Fairly important	(3) 236 37%	145 39%	91 35%	139 42%	97 32%	16 47%	68 35%	71 38%	59 39%	22 32%	-	236 37%	-
Fairly unimportant	(2) 27 4%	14 4%	13 5%	20 6%	7 2%	3 9%	8 4%	7 4%	8 5%	1 1%	-	27 4%	-
Very unimportant	(1) 2 *	1 *	1 *	1 *	1 *	- -	1 1%	1 1%	- -	- -	-	2 *	-
NET: Unimportant	29 5%	15 4%	14 5%	21 6%	8 3%	3 9%	9 5%	8 4%	8 5%	1 1%	-	29 5%	-
Mean	3.53	3.53	3.54	3.45	3.62	3.35	3.55	3.53	3.50	3.65	4.00	3.53	-
Std Deviation	0.59	0.58	0.61	0.62	0.55	0.65	0.60	0.60	0.60	0.51	0.00	0.59	-
Std Error	0.02	0.03	0.04	0.03	0.03	0.11	0.04	0.04	0.05	0.06	0.00	0.02	-

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Absolutes/col percents

Table 47

Q.18 How important, or otherwise, are each of the following when looking for a new job?**Job title****Base: All respondents who are employed**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
NET: Important	355 56%	226 60%	129 50%	181 55%	174 57%	27 79%	135 70%	108 58%	64 43%	21 31%	-	355 56%	-
Very important	(4) 21%	89 24%	45 17%	72 22%	62 20%	10 29%	56 29%	44 24%	17 11%	7 10%	-	134 21%	-
Fairly important	(3) 35%	137 36%	84 32%	109 33%	112 37%	17 50%	79 41%	64 34%	47 31%	14 21%	-	221 35%	-
Fairly unimportant	(2) 32%	113 30%	93 36%	104 31%	102 34%	5 15%	48 25%	57 30%	63 42%	32 47%	1 50%	206 32%	-
Very unimportant	(1) 12%	37 10%	37 14%	47 14%	27 9%	2 6%	11 6%	22 12%	23 15%	15 22%	1 50%	74 12%	-
NET: Unimportant	280 44%	150 40%	130 50%	151 45%	129 43%	7 21%	59 30%	79 42%	86 57%	47 69%	2 100%	280 44%	-
Mean	2.65	2.74	2.53	2.62	2.69	3.03	2.93	2.70	2.39	2.19	1.50	2.65	-
Std Deviation	0.94	0.93	0.94	0.98	0.90	0.83	0.87	0.96	0.88	0.90	0.71	0.94	-
Std Error	0.04	0.05	0.06	0.05	0.05	0.14	0.06	0.07	0.07	0.11	0.50	0.04	-

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Absolutes/col percents

Table 48

Q.18 How important, or otherwise, are each of the following when looking for a new job?**Organisation****Base: All respondents who are employed**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
NET: Important	547 86%	335 89%	212 82%	285 86%	262 86%	33 97%	172 89%	161 86%	124 83%	55 81%	2 100%	547 86%	-
Very important	(4) 243 38%	168 45%	75 29%	132 40%	111 37%	14 41%	81 42%	73 39%	51 34%	23 34%	1 50%	243 38%	-
Fairly important	(3) 304 48%	167 44%	137 53%	153 46%	151 50%	19 56%	91 47%	88 47%	73 49%	32 47%	1 50%	304 48%	-
Fairly unimportant	(2) 68 11%	33 9%	35 14%	35 11%	33 11%	1 3%	18 9%	20 11%	21 14%	8 12%	- -	68 11%	-
Very unimportant	(1) 20 3%	8 2%	12 5%	12 4%	8 3%	- -	4 2%	6 3%	5 3%	5 7%	- -	20 3%	-
NET: Unimportant	88 14%	41 11%	47 18%	47 14%	41 14%	1 3%	22 11%	26 14%	26 17%	13 19%	- -	88 14%	-
Mean	3.21	3.32	3.06	3.22	3.20	3.38	3.28	3.22	3.13	3.07	3.50	3.21	-
Std Deviation	0.76	0.72	0.78	0.78	0.74	0.55	0.72	0.76	0.77	0.87	0.71	0.76	-
Std Error	0.03	0.04	0.05	0.04	0.04	0.09	0.05	0.06	0.06	0.11	0.50	0.03	-

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Absolutes/col percents

Table 49

Q.18 How important, or otherwise, are each of the following when looking for a new job?**Benefits & holiday****Base: All respondents who are employed**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
NET: Important	574 90%	348 93%	226 87%	300 90%	274 90%	32 94%	173 89%	172 92%	139 93%	56 82%	2 100%	574 90%	-
Very important	(4) 278 44%	184 49%	94 36%	145 44%	133 44%	11 32%	100 52%	86 46%	57 38%	23 34%	1 50%	278 44%	-
Fairly important	(3) 296 47%	164 44%	132 51%	155 47%	141 47%	21 62%	73 38%	86 46%	82 55%	33 49%	1 50%	296 47%	-
Fairly unimportant	(2) 54 9%	26 7%	28 11%	29 9%	25 8%	2 6%	18 9%	13 7%	10 7%	11 16%	-	54 9%	-
Very unimportant	(1) 7 1%	2 1%	5 2%	3 1%	4 1%	-	3 2%	2 1%	1 1%	1 1%	-	7 1%	-
NET: Unimportant	61 10%	28 7%	33 13%	32 10%	29 10%	2 6%	21 11%	15 8%	11 7%	12 18%	-	61 10%	-
Mean	3.33	3.41	3.22	3.33	3.33	3.26	3.39	3.37	3.30	3.15	3.50	3.33	-
Std Deviation	0.68	0.64	0.71	0.67	0.68	0.57	0.72	0.66	0.62	0.74	0.71	0.68	-
Std Error	0.03	0.03	0.04	0.04	0.04	0.10	0.05	0.05	0.05	0.09	0.50	0.03	-

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Absolutes/col percents

Table 50

Q.18 How important, or otherwise, are each of the following when looking for a new job?**Responsibilities****Base: All respondents who are employed**

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
NET: Important	570 90%	351 93%	219 85%	295 89%	275 91%	32 94%	178 92%	169 90%	134 89%	55 81%	2 100%	570 90%	-
Very important	(4) 43%	188 50%	87 34%	138 42%	137 45%	14 41%	89 46%	78 42%	64 43%	29 43%	1 50%	275 43%	-
Fairly important	(3) 46%	163 43%	132 51%	157 47%	138 46%	18 53%	89 46%	91 49%	70 47%	26 38%	1 50%	295 46%	-
Fairly unimportant	(2) 8%	19 5%	34 13%	32 10%	21 7%	2 6%	12 6%	13 7%	14 9%	12 18%	-	53 8%	-
Very unimportant	(1) 2%	6 2%	6 2%	5 2%	7 2%	-	4 2%	5 3%	2 1%	1 1%	-	12 2%	-
NET: Unimportant	65 10%	25 7%	40 15%	37 11%	28 9%	2 6%	16 8%	18 10%	16 11%	13 19%	-	65 10%	-
Mean	3.31	3.42	3.16	3.29	3.34	3.35	3.36	3.29	3.31	3.22	3.50	3.31	-
Std Deviation	0.70	0.66	0.73	0.70	0.71	0.60	0.69	0.71	0.69	0.79	0.71	0.70	-
Std Error	0.03	0.03	0.05	0.04	0.04	0.10	0.05	0.05	0.06	0.10	0.50	0.03	-

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Absolutes/col percents

Table 51

Q.18 How important, or otherwise, are each of the following when looking for a new job?

Enjoyment of job

Base: All respondents who are employed

	Total	Sample Type		Gender		Age						Working Status	
		Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
NET: Important	621 98%	367 98%	254 98%	323 97%	298 98%	34 100%	185 95%	185 99%	149 99%	66 97%	2 100%	621 98%	-
Very important	(4) 469 74%	283 75%	186 72%	235 71%	234 77%	19 56%	143 74%	139 74%	112 75%	54 79%	2 100%	469 74%	-
Fairly important	(3) 152 24%	84 22%	68 26%	88 27%	64 21%	15 44%	42 22%	46 25%	37 25%	12 18%	-	152 24%	-
Fairly unimportant	(2) 11 2%	7 2%	4 2%	7 2%	4 1%	-	6 3%	2 1%	1 1%	2 3%	-	11 2%	-
Very unimportant	(1) 3 *	2 1%	1 *	2 1%	1 *	-	3 2%	-	-	-	-	3 *	-
NET: Unimportant	14 2%	9 2%	5 2%	9 3%	5 2%	-	9 5%	2 1%	1 1%	2 3%	-	14 2%	-
Mean	3.71	3.72	3.69	3.67	3.75	3.56	3.68	3.73	3.74	3.76	4.00	3.71	-
Std Deviation	0.52	0.52	0.52	0.55	0.48	0.50	0.61	0.47	0.46	0.49	0.00	0.52	-
Std Error	0.02	0.03	0.03	0.03	0.03	0.09	0.04	0.03	0.04	0.06	0.00	0.02	-

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Absolutes/col percents

Table 52

Q.19 Which of the following, if any, would you use to look for a new job?**Base: All respondents who are employed**

	Sample Type		Gender		Age						Working Status		
	Total	Busi-ness	Non busi-ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work-ing	Not Work-ing
Base	635	376	259	332	303	34	194	187	150	68	2	635	-
Recruitment website	424 67%	248 66%	176 68%	215 65%	209 69%	21 62%	128 66%	131 70%	107 71%	35 51%	2 100%	424 67%	-
Recruitment agency	386 61%	228 61%	158 61%	202 61%	184 61%	17 50%	118 61%	125 67%	88 59%	37 54%	1 50%	386 61%	-
Direct contact with organisation you wish to work for	332 52%	198 53%	134 52%	182 55%	150 50%	20 59%	94 48%	97 52%	79 53%	41 60%	1 50%	332 52%	-
Adverts in newspapers or magazines	326 51%	172 46%	154 59%	157 47%	169 56%	16 47%	81 42%	96 51%	87 58%	46 68%	-	326 51%	-
Friends and family	302 48%	168 45%	134 52%	145 44%	157 52%	22 65%	96 49%	84 45%	66 44%	33 49%	1 50%	302 48%	-
Jobcentre Plus	171 27%	76 20%	95 37%	83 25%	88 29%	13 38%	47 24%	50 27%	45 30%	16 24%	-	171 27%	-
LinkedIn	156 25%	122 32%	34 13%	101 30%	55 18%	5 15%	51 26%	50 27%	38 25%	12 18%	-	156 25%	-
Social media	116 18%	73 19%	43 17%	72 22%	44 15%	7 21%	43 22%	33 18%	23 15%	10 15%	-	116 18%	-
Careers advisor	85 13%	53 14%	32 12%	48 14%	37 12%	7 21%	31 16%	28 15%	14 9%	5 7%	-	85 13%	-
Other	15 2%	9 2%	6 2%	7 2%	8 3%	1 3%	5 3%	1 1%	5 3%	3 4%	-	15 2%	-
None of these	24 4%	20 5%	4 2%	18 5%	6 2%	1 3%	9 5%	5 3%	9 6%	-	-	24 4%	-

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Absolutes/col percents

Table 53

Q.20 Do you agree or disagree with each of the following statements?**Base: All business sample respondents**

	<u>Sample Type</u>		<u>Gender</u>		<u>Age</u>						<u>Working Status</u>		
	<u>Total</u>	<u>Busi- ness</u>	<u>Non busi- ness</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>Work- ing</u>	<u>Not Work- ing</u>
Base	501	501	-	321	180	9	138	142	138	65	9	501	-
<u>My company is currently trying to recruit to fill job vacancies</u>													
Agree	155 31%	155 31%	-	97 30%	58 32%	3 33%	63 46%	53 37%	25 18%	10 15%	1 11%	155 31%	-
Disagree	296 59%	296 59%	-	192 60%	104 58%	3 33%	63 46%	74 52%	98 71%	50 77%	8 89%	296 59%	-
Don't know	50 10%	50 10%	-	32 10%	18 10%	3 33%	12 9%	15 11%	15 11%	5 8%	-	50 10%	-
<u>My company is planning to recruit more staff over the next 12 months</u>													
Agree	173 35%	173 35%	-	115 36%	58 32%	5 56%	68 49%	47 33%	38 28%	13 20%	2 22%	173 35%	-
Disagree	253 50%	253 50%	-	155 48%	98 54%	1 11%	53 38%	75 53%	74 54%	43 66%	7 78%	253 50%	-
Don't know	75 15%	75 15%	-	51 16%	24 13%	3 33%	17 12%	20 14%	26 19%	9 14%	-	75 15%	-
<u>My company is likely to make redundancies over the next 12 months</u>													
Agree	140 28%	140 28%	-	86 27%	54 30%	5 56%	43 31%	46 32%	38 28%	8 12%	-	140 28%	-
Disagree	261 52%	261 52%	-	165 51%	96 53%	1 11%	68 49%	71 50%	70 51%	44 68%	7 78%	261 52%	-
Don't know	100 20%	100 20%	-	70 22%	30 17%	3 33%	27 20%	25 18%	30 22%	13 20%	2 22%	100 20%	-

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Absolutes/col percents

Table 53

Q.20 Do you agree or disagree with each of the following statements?**Base: All business sample respondents**

	Total	Sample Type		Gender		Age						Working Status	
		Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	501	501	-	321	180	9	138	142	138	65	9	501	-
<u>It is difficult to recruit the right people in London</u>													
Agree	168 34%	168 34%	-	117 36%	51 28%	4 44%	45 33%	53 37%	43 31%	21 32%	2 22%	168 34%	-
Disagree	248 50%	248 50%	-	156 49%	92 51%	3 33%	70 51%	66 46%	70 51%	33 51%	6 67%	248 50%	-
Don't know	85 17%	85 17%	-	48 15%	37 21%	2 22%	23 17%	23 16%	25 18%	11 17%	1 11%	85 17%	-
<u>London is a better place to work than most other places in the UK</u>													
Agree	301 60%	301 60%	-	197 61%	104 58%	6 67%	95 69%	82 58%	75 54%	39 60%	4 44%	301 60%	-
Disagree	102 20%	102 20%	-	61 19%	41 23%	2 22%	25 18%	32 23%	30 22%	11 17%	2 22%	102 20%	-
Don't know	98 20%	98 20%	-	63 20%	35 19%	1 11%	18 13%	28 20%	33 24%	15 23%	3 33%	98 20%	-

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Absolutes/col percents

Table 54

Q.21 How many open vacancies do you have in your company at the moment (either full or part-time, temporary or permanent)?**Base: All business sample respondents**

	Sample Type			Gender		Age						Working Status	
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	501	501	-	321	180	9	138	142	138	65	9	501	-
None	323 64%	323 64%	-	208 65%	115 64%	7 78%	74 54%	81 57%	100 72%	53 82%	8 89%	323 64%	-
1	16 3%	16 3%	-	12 4%	4 2%	-	5 4%	4 3%	4 3%	2 3%	1 11%	16 3%	-
2	25 5%	25 5%	-	16 5%	9 5%	2 22%	9 7%	10 7%	1 1%	3 5%	-	25 5%	-
3	21 4%	21 4%	-	12 4%	9 5%	-	3 2%	10 7%	6 4%	2 3%	-	21 4%	-
4	10 2%	10 2%	-	7 2%	3 2%	-	5 4%	2 1%	2 1%	1 2%	-	10 2%	-
5	22 4%	22 4%	-	14 4%	8 4%	-	12 9%	7 5%	2 1%	1 2%	-	22 4%	-
6-10	28 6%	28 6%	-	15 5%	13 7%	-	12 9%	9 6%	5 4%	2 3%	-	28 6%	-
11-20	11 2%	11 2%	-	6 2%	5 3%	-	4 3%	4 3%	3 2%	-	-	11 2%	-
21-30	14 3%	14 3%	-	12 4%	2 1%	-	7 5%	4 3%	3 2%	-	-	14 3%	-
31-40	4 1%	4 1%	-	1 *	3 2%	-	1 1%	1 1%	2 1%	-	-	4 1%	-
41-50	9 2%	9 2%	-	4 1%	5 3%	-	3 2%	3 2%	3 2%	-	-	9 2%	-
51+	18 4%	18 4%	-	14 4%	4 2%	-	3 2%	7 5%	7 5%	1 2%	-	18 4%	-
Mean	9.00	9.00	-	10.08	7.08	0.44	8.20	13.49	9.63	1.98	0.11	9.00	-
Std Deviation	33.20	33.20	-	36.53	26.21	0.88	28.82	45.49	30.85	10.76	0.33	33.20	-
Std Error	1.48	1.48	-	2.04	1.95	0.29	2.45	3.82	2.63	1.33	0.11	1.48	-

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Absolutes/col percents

Table 55

Q.22 Which of the following ways, if any, does your company commonly use to advertise vacancies?**Base: All business sample respondents**

	Sample Type		Gender		Age						Working Status		
	Total	Busi- ness	Non busi- ness	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Work- ing	Not Work- ing
Base	501	501	-	321	180	9	138	142	138	65	9	501	-
Company website	216 43%	216 43%	-	140 44%	76 42%	2 22%	70 51%	66 46%	59 43%	18 28%	1 11%	216 43%	-
Recruitment website	168 34%	168 34%	-	115 36%	53 29%	5 56%	61 44%	59 42%	30 22%	12 18%	1 11%	168 34%	-
Head hunter/recruitment agency	144 29%	144 29%	-	95 30%	49 27%	-	49 36%	45 32%	36 26%	13 20%	1 11%	144 29%	-
Adverts in newspapers or magazines	142 28%	142 28%	-	94 29%	48 27%	-	36 26%	47 33%	42 30%	17 26%	-	142 28%	-
Friends and family	75 15%	75 15%	-	54 17%	21 12%	2 22%	22 16%	25 18%	17 12%	8 12%	1 11%	75 15%	-
LinkedIn	41 8%	41 8%	-	29 9%	12 7%	3 33%	12 9%	12 8%	11 8%	2 3%	1 11%	41 8%	-
Social media	40 8%	40 8%	-	28 9%	12 7%	3 33%	11 8%	10 7%	12 9%	3 5%	1 11%	40 8%	-
Other	31 6%	31 6%	-	21 7%	10 6%	-	5 4%	7 5%	10 7%	6 9%	3 33%	31 6%	-
Not applicable	109 22%	109 22%	-	69 21%	40 22%	2 22%	23 17%	23 16%	34 25%	23 35%	4 44%	109 22%	-