

LCCI QUARTERLY ECONOMIC SURVEY, Q1 2017 – HOUSING

Methodology: ComRes interviewed 504 London business decision makers online between February 14th and March 2nd 2017. Data were weighted to be representative of all London businesses by company size and broad industry sector. ComRes is a member of the British Polling Council and abides by its rules.

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To register for Pollwatch, featuring commentary and insight from the ComRes team, please email: pollwatch@comresglobal.com

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Topical Q1 2017 Q10_SUM. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

SUMMARY TABLE Base: All respondents

	Total	1	2	3	4	Mean
Council housing	504 100%	176 35%	97 19%	87 17%	144 28%	2.4
Privately rented housing	504 100%	52 10%	97 19%	136 27%	219 43%	3.0
Homes for first time buyers	504 100%	209 41%	138 27%	112 22%	46 9%	2.0
Shared ownership homes	504 100%	67 13%	172 34%	169 34%	96 19%	2.6

Topical Q1 2017 Q10_1. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Council housing Base: All respondents

			BUSINE	SS SIZE	INDUSTRY							MANUFACTURING/SERVICES		
		Total	0.9	10+	Agriculture, forestry	Construction /	Motor trades / wholesale / retail / transport & storage / accommodation & food soprices	Information &	Finance & insurance / business administration and	Professional,	Public administration and defence /	Arts, entertainment, recreation and other	Manufacturing	Sonicos
Significance Level: 95%		TOTAL	0-3 a	b	*c	d	e	f	g	h	i	j	k	l
Unweighted Total		504	355	149	9	67	92	45	79	99	41	72	34	470
Weighted Total		504 100%	452 100%	52 100%	18 100%	70 100%	104 100%	67 100%	57 100%	119 100%	30 100%	38 100%	42 100%	462 100%
1	(1)	176 35%	164 36% b	12 23%	4 21%	19 28%	38 36%	21 32%	19 33%	47 40%	15 50% d	13 34%	13 32%	163 35%
2	(2)	97 19%	84 19%	13 25%	3 17%	13 18%	16 15%	16 24%	15 26%	21 18%	5 16%	8 22%	9 22%	87 19%
3	(3)	87 17%	80 18%	7 14%	5 28%	13 18%	21 20%	9 13%	7 12%	22 18%	3 10%	8 21%	10 23%	77 17%
4	(4)	144 28%	124 27%	20 38% a	6 34%	25 36%	30 29%	21 31%	17 29%	29 24%	7 23%	9 24%	10 23%	134 29%
Mean score		2.4	2.4	2.7 a	2.8	2.6 i	2.4	2.4	2.4	2.3	2.1	2.3	2.4	2.4
Standard deviation Standard error		1.23 .05	1.23 .07	1.21 .10	1.17 .39	1.24 .15	1.25 .13	1.24 .18	1.23 .14	1.22 .12	1.26 .20	1.19 .14	1.17 .20	1.24 .06

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l



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Topical Q1 2017 Q10_1. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Council housing Base: All respondents

		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY			EXPECTED PRICES		
		Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
Significance Level: 95%			а	b	с	d	е	f	g	h	i	j	k	*
Unweighted Total		504	273	231	66	401	37	98	406	195	309	156	325	23
Weighted Total		504	259	245	49	420	36	55	449	180	324	147	333	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1)	176	90	86	18	145	14	14	162	56	120	52	116	8
		35%	35%	35%	37%	34%	39%	26%	36%	31%	37%	36%	35%	34%
2	(2)	97	53	44	7	83	7	14	83	40	57	30	64	3
		19%	21%	18%	14%	20%	19%	25%	19%	22%	18%	20%	19%	13%
3	(3)	87	41	46	8	77	3	6	81	31	56	25	57	5
		17%	16%	19%	15%	18%	7%	12%	18%	17%	17%	17%	17%	22%
4	(4)	144	75	69	16	115	12	20	123	53	91	40	97	7
		28%	29%	28%	33%	27%	35%	37%	27%	29%	28%	27%	29%	31%
Mean score		2.4	2.4	2.4	2.5	2.4	2.4	2.6	2.4	2.4	2.4	2.4	2.4	2.5
Standard deviation		1.23	1.23	1.23	1.30	1.22	1.33	1.24	1.23	1.21	1.24	1.22	1.23	1.27
Standard error		.05	.07	.08	.16	.06	.22	.13	.06	.09	.07	.10	.07	.26

Prepared by ComRes Ltd

Columns Tested: a,b - c,d,e - f,g - h,i - j,k,l



Topical Q1 2017 Q10_2. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Privately rented housing Base: All respondents

			BUSINESS S	IZE	INDUSTRY								MANUFACTURING/SERVICES			
		Total	0-9	10+	Agriculture, forestry & fishing / production	Construction /	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information &	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / bealth	Arts, entertainment, recreation and other services	Manufacturing	Services		
Significance Level: 95%			a	b	*c	d	e	f	g	h	i	j	k	1		
Unweighted Total		504	355	149	9	67	92	45	79	99	41	72	34	470		
Weighted Total		504 100%	452 100%	52 100%	18 100%	70 100%	104 100%	67 100%	57 100%	119 100%	30 100%	38 100%	42 100%	462 100%		
1	(1)	52 10%	44 10%	7 14%	6 31%	8 12%	11 11%	4 6%	6 10%	12 10%	1 3%	4 10%	6 14%	46 10%		
2	(2)	97 19%	87 19%	10 19%	1 7%	15 21% g	23 22% 9	13 20%	5 8%	31 26% gi	5 15%	4 11%	4 10%	93 20%		
3	(3)	136 27%	122 27%	15 28%	5 28%	20 29%	26 25%	16 25%	19 32%	30 25%	8 26%	12 32%	13 31%	123 27%		
4	(4)	219 43%	199 44%	20 39%	6 34%	27 38%	44 42%	33 49%	29 50%	47 39%	17 56%	18 47%	19 45%	200 43%		
Mean score		3.0	3.1	2.9	2.7	2.9	3.0	3.2	3.2	2.9	3.3 dh	3.2	3.1	3.0		
Standard deviation Standard error		1.02 .05	1.01 .05	1.08 .09	1.28 .43	1.04 .13	1.04 .11	.97 .14	.97 .11	1.02 .10	.86 .13	.99 .12	1.07 .18	1.02 .05		

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l



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Topical Q1 2017 Q10_2. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Privately rented housing Base: All respondents

		LOCATION		EXPECTED C	HANGES IN WORK	ORCE SIZE	PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
	Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
Significance Level: 95%		а	b	c	d	е	f	g	h	i	j	k	*1
Unweighted Total	504	273	231	66	401	37	98	406	195	309	156	325	23
Weighted Total	504	259	245	49	420	36	55	449	180	324	147	333	24
	100%	100%	100%	100%	100%	100%	100%	6 100%	100%	100%	100%	100%	100%
1 (1)	52	31	20	3	46	2	7	45	23	29	19	30	2
	10%	12%	8%	7%	11%	7%	12%	6 10%	13%	9%	13%	9%	10%
2 (2)	97	50	47	12	78	7	8	89	36	61	30	63	4
	19%	19%	19%	25%	19%	18%	159	6 20%	20%	19%	20%	19%	16%
3 (3)	136	68	69	18	106	12	17	120	49	87	37	94	5
	27%	26%	28%	37%	25%	34%	30%	6 27%	27%	27%	25%	28%	22%
4 (4)	219	110	109	15	189	14	23	196	72	147	61	145	13
	43%	42%	45%	31%	45%	40%	43%	6 44%	40%	45%	41%	44%	52%
					С								
Mean score	3.0	3.0	3.1	2.9	3.0	3.1	3.0	3.0	2.9	3.1	2.9	3.1	3.2
Standard deviation	1.02	1.05	.98	.92	1.04	.94	1.04	1.02	1.05	1.00	1.07	.99	1.05
Standard error	.05	.06	.06	.11	.05	.15	.11	.05	.08	.06	.09	.06	.22

Columns Tested: a,b - c,d,e - f,g - h,i - j,k,l



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Topical Q1 2017 Q10_3. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Homes for first time buyers Base: All respondents

			BUSINE	SS SIZE	INDUSTRY								MANUFACTURING/SERVICES	
		Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
Significance Level: 95%			а	b	*c	d	e	f	g	h	i 1	j	k	I
Unweighted Total		504	355	149	9	67	92	45	79	99	41	72	34	470
Weighted Total		504 100%	452 100%	52 100%	18 100%	70 100%	104 100%	67 100%	57 100%	119 100%	30 100%	38 100%	42 100%	462 100%
1	(1)	209 41%	185 41%	24 46%	7 41%	34 49%	39 37%	33 49%	25 43%	45 38%	9 31%	16 43%	18 43%	190 41%
2	(2)	138 27%	126 28%	12 24%	9 48%	25 36% hj	34 32% j	16 24%	17 29%	24 20%	7 23%	6 17%	17 41%	121 26%
3	(3)	112 22%	101 22%	11 20%	-	5 6%	21 20% d	18 27% d	13 22% d	34 29% d	12 40% deg	9 23% d	3 7%	108 23% k
4	(4)	46 9%	40 9%	5 10%	2 11%	6 9% f	11 10% f	-	3 5%	15 13% f	2 6%	7 18% fg	4 9%	42 9%
Mean score		2.0	2.0	1.9	1.8	1.8	2.0	1.8	1.9	2.2 df	2.2 df	2.1 d	1.8	2.0
Standard deviation Standard error		1.00 .04	1.00 .05	1.04 .09	.92 .31	.92 .11	1.00 .10	.85 .13	.93 .10	1.08 .11	.97 .15	1.17 .14	.92 .16	1.01 .05

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l



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Topical Q1 2017 Q10_3. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Homes for first time buyers Base: All respondents

			LOCA	TION	EXPECTED	CHANGES IN WORKF	ORCE SIZE	PAST RECRUITMENT		CAPACITY			EXPECTED PRICES	
	To	tal	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
Significance Level: 95%			а	b	С	d	е	f	g	h	i	j	k	*1
Unweighted Total	5	04	273	231	66	401	37	98	406	195	309	156	325	23
Weighted Total	5	04	259	245	49	420	36	55	449	180	324	147	333	24
	1	00%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 (*) 2	09	106	103	17	177	15	22	187	75	134	54	145	10
		41%	41%	42%	35%	42%	42%	39%	42%	42%	41%	37%	44%	40%
2 (2) 1	38	71	67	16	108	14	16	122	52	86	44	89	6
		27%	27%	27%	33%	26%	40%	29%	27%	29%	26%	30%	27%	24%
3 (3) 1	12	57	55	12	94	5	14	97	36	76	34	73	5
		22%	22%	22%	25%	22%	15%	26%	22%	20%	23%	23%	22%	19%
4 (4)	46	25	20	4	41	1	3	43	17	29	15	27	4
		9%	10%	8%	7%	10%	3%	5%	. 10%	9%	9%	10%	8%	17%
Mean score	2	2.0	2.0	2.0	2.1	2.0	1.8	2.0	2.0	2.0	2.0	2.1	1.9	2.1
Standard deviation	1.	00	1.01	.99	.95	1.02	.81	.94	1.01	1.00	1.00	1.00	.99	1.15
Standard error		04	.06	.07	.12	.05	.13	.09	.05	.07	.06	.08	.05	.24

Columns Tested: a,b - c,d,e - f,g - h,i - j,k,l



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Topical Q1 2017 Q10_4. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Shared ownership homes Base: All respondents

			BUSINESS S	IZE	INDUSTRY								MANUFACTURING/SERVICES	
					Agriculture, forestry	Construction /	Motor trades / wholesale / retail / transport & storage / accommodation &	Information &	Finance & insurance / business administration and	Professional,	Public administration and defence /	Arts, entertainment, recreation and other		
Significance Level: 95%		l otal	0-9	10+ b	& fishing / production	property	tood services	communication	support	scientific & technical	education / health	services	Manufacturing	Services
Significance Level. 95%			d	D	C	u	e	1	y		I	1	ĸ	1
Unweighted Total		504	355	149	9	67	92	45	79	99	41	72	34	470
Weighted Total		504	452	52	18	70	104	67	57	119	30	38	42	462
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1)	67	58	9	1	8	16	9	8	15	5	5	5	62
		13%	13%	17%	7%	12%	16%	13%	14%	12%	16%	13%	11%	14%
2	(2)	172	155	17	5	17	32	22	21	43	14	19	11	161
		34%	34%	32%	28%	24%	31%	32%	37%	36%	45% d	50% de	27%	35%
3	(3)	169	149	20	8	33	36	24	19	33	7	9	16	153
		34%	33%	38%	45%	47%	34%	35%	33%	28%	24%	24%	39%	33%
						hij								
4	(4)	96	89	7	4	12	20	13	9	29	4	5	10	86
		19%	20%	13%	21%	17%	19%	20%	16%	24%	15%	12%	24%	19%
Mean score		2.6	2.6	2.5	2.8	2.7 İ	2.6	2.6	2.5	2.6	2.4	2.4	2.8	2.6
Standard deviation		.94	.95	.93	.87	.90	.97	.95	.93	.98	.94	.87	.95	.94
Standard error		.04	.05	.08	.29	.11	.10	.14	.10	.10	.15	.10	.16	.04

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l





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Online fieldwork: 14th February - 2nd March 2017

Topical Q1 2017 Q10_4. In the Autumn Statement it was announced that £3.15 billion is being set aside for 90,000 new houses in London. When investing these funds, what priority do you think should be given to each of the following?

Shared ownership homes Base: All respondents

	ſ	LOCATION			EXPECTED (CHANGES IN WORKI	FORCE SIZE	PAST RECRUITMENT		CAPACITY			EXPECTED PRICES	
	[Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
Significance Level: 95%			а	b	с	d	е	f	g	h	i	j	k	*1
Unweighted Total		504	273	231	66	401	37	98	406	195	309	156	325	23
Weighted Total		504	259	245	49	420	36	55	449	180	324	147	333	24
		100%	100%	100%	100%	100%	100%	100%	6 100%	100%	100%	100%	100%	100%
1	(1)	67	32	35	11	52	4	12	55	26	41	21	42	4
		13%	12%	14%	22%	12%	11%	229	6 12%	15%	13%	14%	13%	16%
					d			g						
2	(2)	172	85	88	13	151	8	17	155	52	120	43	117	11
		34%	33%	36%	27%	36%	23%	319	6 35%	29%	37%	30%	35%	47%
3	(3)	169	93	76	11	142	16	18	151	64	105	51	109	9
		34%	36%	31%	23%	34%	43%	32%	6 34%	35%	32%	34%	33%	37%
							с							
4	(4)	96	49	47	14	74	8	8	88	38	58	32	64	-
		19%	19%	19%	28%	18%	23%	15%	6 20%	21%	18%	22%	19%	-
					d									
Mean score		2.6	2.6	2.5	2.6	2.6	2.8	2.4	2.6	2.6	2.6	2.6	2.6	2.2
Standard deviation		.94	.93	.96	1.13	.92	.94	1.00	.94	.98	.93	.98	.94	.71
Standard error		.04	.06	.06	.14	.05	.15	.10	.05	.07	.05	.08	.05	.15

Columns Tested: a,b - c,d,e - f,g - h,i - j,k,l



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