

LCCI – London Tomorrow: London Councillors

METHODOLOGY NOTE

ComRes interviewed 150 London councillors online between 13th and 28th August 2015. Data were weighted to be representative of all London councillors by party and broad region. ComRes is a member of the British Polling Council and abides by its rules.

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1. How important, if at all, do you believe new businesses and entrepreneurs are to sustaining and stimulating economic growth in London? Please select one response only. Base: All respondents	1
2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important. Summary table Base: All respondents	2
2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important. The most important Base: All respondents	4
2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important. The second most important Base: All respondents	6
2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important. The third most important Base: All respondents	8
2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important. Top three most important Base: All respondents	10
3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest. Summary table Base: All respondents	12
3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest. The biggest barrier .. Base: All respondents	14
3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest. The second biggest barrier Base: All respondents	16
3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest. The third biggest barrier Base: All respondents	18
3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest. Top three biggest barriers Base: All respondents	20
4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each Summary table Base: All respondents	22
4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each Financing London's infrastructure needs Base: All respondents	23
4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each Creating an attractive foreign investment climate Base: All respondents	24
4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each Making London an easy environment to do business Base: All respondents	25
4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each Attracting a world-class workforce to London Base: All respondents	26
5. Which of the following, if any, would you say are the most important reasons why businesses would want to be based in London? Please select up to three. Base: All respondents	27

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6. Which of the following, if any, would you say are the biggest challenges to someone wanting to start a new business in London? Please select up to three. Base: All respondents	28
7. In your opinion, what are the biggest challenges for small businesses looking to grow and expand in London? Please select up to three. Base: All respondents	30
8. How successful, if at all, do you believe London is at encouraging innovative businesses and entrepreneurs to set up in the capital? Please select one response only. Base: All respondents	31
9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London. For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact. Summary table Base: All respondents	32
9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London. For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact. Summary table - Net high impact (4-5 out of 5) Base: All respondents	33
9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London. For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact. Providing more shared communal workspaces Base: All respondents	34
9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London. For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact. Creating more sector specific incubator hubs (shared communal workspaces that also provide services to support businesses, such as financing) Base: All respondents	35
9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London. For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact. Boosting the visibility of potential funding and investment available Base: All respondents	36
9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London. For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact. Providing Government support schemes (e.g. grants or advice) Base: All respondents	37
10. Which of the following sectors, if any, do you think London businesses are most competitive in, when compared to other major UK and global cities? Please select up to three. Base: All respondents	38

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1. How important, if at all, do you believe new businesses and entrepreneurs are to sustaining and stimulating economic growth in London? Please select one response only.

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	112	83	29	58	54	34	59	19	29	34	12	16	22	36	54	23
	75%	77%	69%	73%	77%	74%	73%	83%	83%	78%	91%	59%	68%	69%	77%	80%
Fairly important	35	22	12	20	15	11	20	4	5	10	1	9	10	15	15	5
	23%	21%	29%	25%	21%	24%	25%	17%	14%	22%	9%	34%	32%	29%	21%	18%
Not very important	2	2	-	1	1	1	1	-	1	-	-	1	-	1	1	-
	1%	2%	-	1%	2%	2%	1%	-	3%	-	-	4%	-	2%	1%	-
Not at all important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	1	-	-	-	-	1	-	-	-	1
	*	-	2%	1%	-	-	1%	-	-	-	-	3%	-	-	-	2%
Nets																
Important	147	105	42	78	69	45	79	22	34	43	14	25	32	51	69	28
	98%	98%	98%	98%	98%	98%	98%	100%	97%	100%	100%	93%	100%	98%	99%	98%
Not important	2	2	-	1	1	1	1	-	1	-	-	1	-	1	1	-
	1%	2%	-	1%	2%	2%	1%	-	3%	-	-	4%	-	2%	1%	-

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2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important.

Summary table

Base: All respondents

	The most important	The second most important	The third most important	Top three most important
Unweighted Total	150	150	150	150
Weighted Total	150	150	150	150
	100%	100%	100%	100%
Affordable housing	40	22	14	77
	27%	15%	9%	51%
London transport infrastructure (including public transport and roads)	14	17	23	54
	9%	11%	15%	36%
A skilled domestic workforce	21	18	13	52
	14%	12%	9%	34%
Maintaining its place as an international financial centre	19	10	15	45
	13%	7%	10%	30%
More devolved powers to collect and spend tax revenue raised in London	3	25	14	42
	2%	17%	9%	28%
Membership of the European Union	14	11	17	42
	9%	7%	11%	28%
Business-friendly tax and business regulations	20	9	13	41
	13%	6%	8%	27%
Openness to a skilled international workforce	6	11	13	30
	4%	7%	9%	20%

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Summary table

Base: All respondents

	The most important	The second most important	The third most important	Top three most important
Unweighted Total	150	150	150	150
Weighted Total	150	150	150	150
	100%	100%	100%	100%
Digital connectivity (i.e. broadband speed and mobile reception)	4 3%	10 7%	12 8%	26 17%
Openness to foreign investment	2 1%	8 6%	7 4%	17 11%
Security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	5 3%	6 4%	2 1%	13 9%
Airport capacity	2 1%	2 2%	7 5%	11 8%
None of the above	- -	- -	- -	- -
Not Stated	- -	- -	1 1%	- -

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The most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Affordable housing	40	25	15	21	19	3	35	3	13	11	5	4	7	10	22	8
	27%	23%	36%	26%	28%	6%	43%	13%	37%	25%	38%	16%	23%	19%	32%	28%
A skilled domestic workforce	21	16	5	8	13	11	8	2	2	6	3	5	5	10	8	3
	14%	15%	13%	11%	18%	24%	10%	8%	7%	14%	21%	18%	16%	20%	11%	10%
Business-friendly tax and business regulations	20	15	5	10	10	17	3	-	2	6	-	7	5	10	7	3
	13%	14%	12%	13%	14%	36%	4%	-	7%	13%	-	24%	16%	19%	10%	9%
Maintaining its place as an international financial centre	19	16	3	11	8	5	7	7	8	4	-	4	2	7	5	7
	13%	15%	6%	14%	11%	11%	9%	29%	24%	9%	-	14%	8%	14%	7%	24%
London transport infrastructure (including public transport and roads)	14	12	3	8	6	5	6	3	-	6	4	3	2	7	6	2
	9%	11%	6%	10%	9%	11%	7%	14%	-	13%	26%	12%	5%	13%	8%	7%
Membership of the European Union	14	9	5	10	4	1	9	3	1	3	2	2	5	1	10	2
	9%	8%	11%	12%	6%	3%	11%	15%	3%	7%	15%	8%	17%	3%	14%	7%
Openness to a skilled international workforce	6	3	3	5	1	1	5	-	4	1	-	-	1	1	5	-
	4%	3%	7%	6%	2%	3%	6%	-	11%	2%	-	-	5%	3%	7%	-
Security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	5	3	2	3	2	1	2	2	1	2	-	1	-	1	2	2
	3%	3%	4%	3%	3%	2%	2%	9%	4%	6%	-	4%	-	1%	3%	9%

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The most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
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Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Digital connectivity (i.e. broadband speed and mobile reception)	4	3	2	1	3	1	1	2	1	1	-	-	2	3	-	1
	3%	3%	4%	2%	4%	3%	1%	9%	4%	3%	-	-	5%	6%	-	5%
More devolved powers to collect and spend tax revenue raised in London	3	2	1	-	3	-	3	1	1	1	-	1	-	1	2	1
	2%	2%	2%	-	4%	-	3%	2%	3%	2%	-	4%	-	1%	3%	2%
Airport capacity	2	2	-	1	1	-	2	-	-	-	-	-	2	-	2	-
	1%	2%	-	1%	1%	-	2%	-	-	-	-	-	6%	-	3%	-
Openness to foreign investment	2	2	-	2	-	-	2	-	-	2	-	-	-	-	2	-
	1%	2%	-	2%	-	-	2%	-	-	4%	-	-	-	-	3%	-
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important.

The second most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More devolved powers to collect and spend tax revenue raised in London	25	19	6	13	11	9	11	4	3	6	5	7	3	8	11	5
	17%	17%	14%	17%	16%	20%	14%	20%	9%	14%	40%	26%	9%	16%	16%	18%
Affordable housing	22	16	7	13	9	3	16	4	6	5	-	3	8	7	14	1
	15%	15%	16%	17%	13%	6%	20%	16%	18%	12%	-	11%	26%	14%	20%	5%
A skilled domestic workforce	18	12	6	10	8	4	13	2	5	5	3	4	2	4	12	2
	12%	11%	13%	12%	12%	8%	16%	8%	14%	11%	19%	15%	6%	7%	18%	7%
London transport infrastructure (including public transport and roads)	17	12	5	9	9	7	8	2	6	3	3	3	1	7	4	5
	11%	11%	13%	11%	12%	15%	10%	8%	18%	7%	21%	13%	5%	14%	6%	19%
Membership of the European Union	11	9	2	5	6	-	9	2	2	5	-	-	4	2	5	5
	7%	9%	4%	6%	9%	-	11%	9%	7%	11%	-	-	12%	4%	7%	16%
Openness to a skilled international workforce	11	6	5	5	6	1	7	3	2	4	1	2	1	3	5	3
	7%	6%	11%	6%	9%	2%	9%	12%	7%	10%	9%	9%	3%	6%	8%	9%
Maintaining its place as an international financial centre	10	5	5	6	4	8	2	1	2	1	1	3	2	4	6	1
	7%	5%	12%	7%	6%	17%	2%	3%	7%	3%	5%	12%	8%	7%	8%	4%
Digital connectivity (i.e. broadband speed and mobile reception)	10	7	3	6	3	4	6	1	1	2	1	2	4	4	3	3
	7%	6%	7%	8%	5%	8%	7%	3%	3%	4%	5%	8%	14%	8%	4%	11%
Business-friendly tax and business regulations	9	7	2	2	6	1	4	3	2	4	-	1	2	3	4	1
	6%	6%	4%	3%	9%	3%	5%	12%	7%	9%	-	3%	5%	6%	6%	5%

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2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important.

The second most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Openness to foreign investment	8	8	1	6	2	4	3	1	3	3	-	-	2	3	3	2
	6%	7%	2%	8%	3%	10%	3%	6%	8%	7%	-	-	8%	6%	5%	8%
Security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	6	4	1	4	2	4	1	1	-	3	-	1	1	5	1	-
	4%	4%	3%	5%	3%	9%	1%	3%	-	7%	-	4%	5%	9%	1%	-
Airport capacity	2	2	-	-	2	1	1	-	1	1	-	-	-	1	1	-
	2%	2%	-	-	3%	3%	1%	-	3%	3%	-	-	-	3%	1%	-
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important.

The third most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
London transport infrastructure (including public transport and roads)	23	13	10	15	8	5	16	2	6	6	1	6	3	5	12	6
	15%	12%	22%	19%	11%	11%	20%	8%	18%	15%	9%	23%	9%	9%	17%	21%
Membership of the European Union	17	8	9	5	11	-	11	6	4	3	3	2	4	3	9	4
	11%	7%	21%	7%	16%	-	13%	28%	11%	8%	24%	8%	13%	6%	13%	15%
Maintaining its place as an international financial centre	15	14	1	8	8	11	4	1	1	5	3	3	4	7	7	1
	10%	13%	3%	10%	11%	24%	5%	2%	3%	11%	24%	10%	12%	14%	9%	5%
More devolved powers to collect and spend tax revenue raised in London	14	10	4	9	5	4	8	1	4	5	-	-	6	4	8	2
	9%	10%	9%	11%	7%	10%	10%	6%	11%	10%	-	-	19%	7%	12%	7%
Affordable housing	14	10	4	8	6	1	10	3	3	4	2	2	3	6	5	2
	9%	10%	9%	9%	9%	3%	12%	12%	8%	9%	15%	8%	9%	13%	8%	7%
Openness to a skilled international workforce	13	11	2	5	8	1	7	5	6	-	1	3	3	6	3	4
	9%	10%	5%	7%	11%	2%	8%	22%	17%	-	9%	10%	9%	11%	4%	14%
A skilled domestic workforce	13	8	4	8	5	1	11	1	4	5	1	2	1	3	9	1
	9%	8%	10%	10%	7%	2%	14%	3%	11%	12%	9%	7%	2%	5%	13%	3%
Business-friendly tax and business regulations	13	10	2	6	7	8	5	-	1	3	-	2	6	6	5	2
	8%	10%	6%	7%	10%	17%	6%	-	4%	7%	-	8%	19%	11%	7%	7%
Digital connectivity (i.e. broadband speed and mobile reception)	12	10	2	6	6	4	5	3	2	5	1	2	1	4	5	3
	8%	9%	4%	7%	9%	9%	6%	12%	7%	12%	9%	6%	3%	8%	7%	10%

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The third most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
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Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Airport capacity	7	7	-	7	-	3	5	-	2	4	-	1	-	1	4	2
	5%	7%	-	9%	-	5%	6%	-	6%	9%	-	4%	-	3%	5%	7%
Openness to foreign investment	7	4	2	3	3	5	-	2	1	2	-	2	1	4	1	1
	4%	4%	5%	4%	5%	11%	-	7%	4%	3%	-	8%	5%	8%	2%	4%
Security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	2	1	1	-	2	2	-	-	-	-	-	2	-	2	-	-
	1%	1%	3%	-	3%	5%	-	-	-	-	-	8%	-	4%	-	-
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated	1	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-
	1%	-	2%	-	1%	-	1%	-	-	2%	-	-	-	-	1%	-

London Tomorrow Councillors Q3 2015

2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important.

Top three most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Affordable housing	77	51	26	42	35	7	60	9	22	20	7	9	18	24	42	11
	51%	48%	61%	52%	50%	15%	75%	41%	63%	47%	52%	34%	58%	46%	60%	40%
London transport infrastructure (including public transport and roads)	54	37	17	31	23	17	30	7	12	15	8	13	6	19	22	13
	36%	34%	41%	39%	33%	37%	37%	30%	36%	35%	57%	47%	19%	36%	32%	46%
A skilled domestic workforce	52	36	15	26	26	16	32	4	11	16	7	10	7	17	29	6
	34%	34%	36%	33%	37%	34%	39%	19%	32%	37%	50%	39%	24%	32%	42%	20%
Maintaining its place as an international financial centre	45	35	9	25	20	24	13	8	12	10	4	10	9	19	17	9
	30%	33%	22%	31%	28%	52%	16%	34%	34%	24%	29%	36%	28%	36%	24%	32%
More devolved powers to collect and spend tax revenue raised in London	42	32	10	22	20	14	22	6	8	12	5	8	9	13	22	8
	28%	29%	25%	28%	28%	29%	27%	28%	23%	27%	40%	31%	28%	25%	31%	27%
Membership of the European Union	42	26	16	20	21	1	29	12	7	12	5	4	13	7	24	11
	28%	24%	37%	25%	30%	3%	35%	51%	20%	27%	38%	16%	43%	13%	34%	38%
Business-friendly tax and business regulations	41	32	9	18	23	26	12	3	6	13	-	9	12	18	17	6
	27%	30%	21%	23%	32%	57%	15%	12%	18%	30%	-	35%	39%	35%	24%	21%
Openness to a skilled international workforce	30	20	10	15	15	4	19	8	12	5	3	5	5	11	13	7
	20%	19%	23%	19%	22%	8%	23%	34%	35%	12%	19%	19%	17%	20%	19%	23%
Digital connectivity (i.e. broadband speed and mobile reception)	26	19	6	13	12	9	11	5	5	9	2	4	7	12	7	7
	17%	18%	15%	17%	18%	20%	14%	24%	13%	20%	15%	14%	22%	22%	10%	25%

London Tomorrow Councillors Q3 2015

2. Which factors, if any, do you believe are most important to London if it is to be competitive with other major UK and global cities? Please rank up to three, where 1 = the most important, 2 = the second most important and 3 = the third most important.

Top three most important

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Openness to foreign investment	17	14	3	11	6	10	4	3	4	6	-	2	4	7	7	3
	11%	13%	7%	14%	8%	21%	6%	13%	13%	15%	-	8%	12%	14%	9%	12%
Security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	13	9	4	6	6	7	3	3	1	6	-	4	1	8	3	2
	9%	8%	10%	8%	9%	16%	3%	13%	4%	13%	-	16%	5%	15%	4%	9%
Airport capacity	11	11	-	8	3	4	7	-	3	6	-	1	2	3	7	2
	8%	11%	-	10%	5%	9%	9%	-	8%	13%	-	4%	6%	6%	9%	7%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

Summary table

Base: All respondents

	The biggest barrier	The second biggest barrier	The third biggest barrier	Top three biggest barriers
Unweighted Total	150	150	150	150
Weighted Total	150	150	150	150
	100%	100%	100%	100%
Insufficient availability of homes	51	33	21	104
	34%	22%	14%	69%
Lack of skilled workers	28	25	13	66
	18%	17%	9%	44%
The price of commercial / office space	16	20	15	51
	11%	13%	10%	34%
London transport costs (including public transport and the cost of driving)	11	19	20	50
	7%	13%	13%	34%
Limited digital connectivity (i.e. slow broadband speed and mobile reception)	3	12	18	33
	2%	8%	12%	22%
UK immigration policies	9	11	13	32
	6%	7%	9%	21%
Limited ability to retain and spend more tax revenues raised in London	10	6	16	32
	7%	4%	11%	21%
Lack of airport capacity	5	7	9	21
	4%	5%	6%	14%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

Summary table

Base: All respondents

	The biggest barrier	The second biggest barrier	The third biggest barrier	Top three biggest barriers
Unweighted Total	150	150	150	150
Weighted Total	150	150	150	150
	100%	100%	100%	100%
UK business regulations	6 4%	8 5%	5 3%	19 12%
The UK tax regime	9 6%	3 2%	6 4%	18 12%
Insufficient security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	- -	2 1%	1 1%	3 2%
None of the above	3 2%	3 2%	3 2%	3 2%
Not Stated	- -	1 1%	10 7%	- -

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

The biggest barrier

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Insufficient availability of homes	51	29	22	29	22	5	40	6	18	12	7	6	8	13	27	11
	34%	27%	51%	36%	32%	12%	49%	25%	51%	28%	52%	21%	26%	25%	39%	37%
Lack of skilled workers	28	22	6	12	16	11	13	4	7	12	3	4	2	11	14	3
	18%	20%	14%	15%	23%	24%	16%	16%	19%	27%	21%	16%	6%	22%	20%	10%
The price of commercial / office space	16	11	5	12	4	5	9	2	2	2	1	4	6	8	6	2
	11%	10%	13%	15%	6%	11%	11%	10%	6%	5%	9%	16%	20%	16%	9%	5%
London transport costs (including public transport and the cost of driving)	11	8	3	4	7	1	8	2	-	8	-	1	3	2	8	1
	7%	7%	8%	5%	10%	3%	10%	7%	-	17%	-	4%	8%	5%	11%	4%
Limited ability to retain and spend more tax revenues raised in London	10	7	2	4	6	7	2	1	-	3	-	2	4	4	2	4
	7%	7%	6%	5%	8%	15%	2%	5%	-	7%	-	8%	14%	9%	3%	13%
The UK tax regime	9	7	2	5	4	7	-	1	1	-	-	4	3	5	1	2
	6%	6%	5%	6%	5%	16%	-	6%	4%	-	-	16%	9%	9%	2%	9%
UK immigration policies	9	8	1	6	2	1	4	3	2	2	-	1	3	3	3	2
	6%	7%	2%	8%	3%	3%	5%	12%	7%	6%	-	3%	10%	6%	5%	7%
UK business regulations	6	6	-	2	4	4	1	1	2	1	-	2	-	2	2	1
	4%	6%	-	3%	5%	8%	1%	6%	7%	3%	-	8%	-	4%	3%	5%
Lack of airport capacity	5	5	-	3	2	2	4	-	1	2	2	-	1	-	4	1
	4%	5%	-	4%	3%	3%	5%	-	3%	4%	12%	-	3%	-	6%	3%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

The biggest barrier

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Limited digital connectivity (i.e. slow broadband speed and mobile reception)	3	3	-	2	1	1	1	1	-	-	1	1	1	-	2	1
	2%	3%	-	3%	1%	2%	1%	3%	-	-	5%	4%	3%	-	2%	4%
Insufficient security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	3	2	1	-	3	1	-	2	1	1	-	1	-	2	-	1
	2%	2%	2%	-	5%	2%	-	9%	4%	2%	-	4%	-	4%	-	5%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

The second biggest barrier

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Insufficient availability of homes	33	23	9	16	16	10	17	6	6	9	4	5	9	15	15	3
	22%	22%	22%	20%	23%	21%	21%	26%	17%	21%	26%	17%	30%	29%	21%	10%
Lack of skilled workers	25	17	8	9	16	6	19	1	3	6	5	5	6	10	12	4
	17%	16%	19%	11%	23%	12%	23%	5%	8%	13%	38%	19%	21%	19%	17%	13%
The price of commercial / office space	20	15	4	14	5	6	11	3	8	6	-	3	3	7	9	4
	13%	14%	10%	18%	8%	13%	14%	11%	22%	15%	-	10%	10%	14%	13%	13%
London transport costs (including public transport and the cost of driving)	19	13	6	9	11	6	10	3	5	5	2	5	2	5	11	4
	13%	12%	14%	11%	15%	13%	13%	14%	14%	11%	17%	20%	6%	10%	15%	13%
Limited digital connectivity (i.e. slow broadband speed and mobile reception)	12	10	3	9	4	5	6	1	3	5	1	2	1	5	3	5
	8%	9%	6%	11%	5%	11%	7%	6%	9%	11%	9%	8%	3%	9%	4%	17%
UK immigration policies	11	7	3	6	5	1	8	1	4	3	1	-	2	2	7	1
	7%	7%	8%	7%	7%	3%	10%	6%	12%	7%	9%	-	6%	5%	10%	5%
UK business regulations	8	6	2	5	2	5	1	2	1	1	-	3	3	3	2	3
	5%	5%	5%	7%	3%	11%	1%	8%	4%	2%	-	10%	9%	5%	3%	10%
Lack of airport capacity	7	5	1	4	2	4	3	-	1	4	-	1	1	1	3	2
	5%	5%	3%	6%	3%	9%	3%	-	3%	9%	-	4%	3%	3%	5%	7%
Limited ability to retain and spend more tax revenues raised in London	6	3	2	2	4	-	5	1	1	1	-	1	3	-	5	1
	4%	3%	6%	2%	5%	-	6%	5%	3%	2%	-	4%	9%	-	7%	4%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

The second biggest barrier

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The UK tax regime	3	2	1	3	-	1	1	1	-	2	-	-	1	1	2	-
	2%	2%	2%	4%	-	3%	1%	3%	-	5%	-	-	3%	1%	3%	-
Insufficient security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	2	1	1	1	1	1	1	-	-	1	-	1	-	1	1	-
	1%	1%	2%	1%	2%	2%	1%	-	-	2%	-	4%	-	2%	1%	-
None of the above	3	2	1	-	3	1	-	2	1	1	-	1	-	2	-	1
	2%	2%	2%	-	5%	2%	-	9%	4%	2%	-	4%	-	4%	-	5%
Not Stated	1	1	-	1	-	-	-	1	1	-	-	-	-	-	-	1
	1%	1%	-	2%	-	-	-	6%	4%	-	-	-	-	-	-	5%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

The third biggest barrier

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Insufficient availability of homes	21	17	4	10	10	7	12	2	4	11	2	2	2	6	13	2
	14%	16%	8%	13%	15%	16%	14%	8%	11%	25%	12%	9%	6%	11%	19%	6%
London transport costs (including public transport and the cost of driving)	20	13	8	9	11	5	13	2	3	6	4	5	2	9	6	5
	13%	12%	18%	12%	15%	11%	16%	9%	9%	15%	28%	18%	5%	18%	8%	18%
Limited digital connectivity (i.e. slow broadband speed and mobile reception)	18	12	6	13	5	6	10	2	2	6	1	2	7	7	6	5
	12%	11%	13%	16%	7%	12%	13%	8%	7%	13%	9%	6%	22%	13%	9%	16%
Limited ability to retain and spend more tax revenues raised in London	16	10	6	11	5	6	8	2	5	2	2	5	2	2	10	4
	11%	10%	14%	14%	7%	13%	10%	7%	14%	5%	12%	20%	6%	4%	14%	13%
The price of commercial / office space	15	13	2	7	7	1	10	4	4	4	4	2	1	6	6	3
	10%	12%	5%	9%	11%	2%	12%	17%	12%	10%	29%	6%	2%	11%	9%	10%
Lack of skilled workers	13	8	5	4	9	3	9	1	4	2	-	2	5	4	8	2
	9%	7%	12%	5%	12%	6%	12%	5%	11%	4%	-	8%	17%	7%	11%	7%
UK immigration policies	13	6	7	7	6	4	6	2	3	4	-	1	5	3	9	1
	9%	5%	17%	8%	9%	10%	8%	9%	9%	9%	-	3%	16%	6%	12%	5%
Lack of airport capacity	9	9	-	5	4	4	5	-	1	4	1	1	2	3	6	-
	6%	8%	-	7%	5%	9%	6%	-	3%	9%	9%	4%	6%	5%	9%	-
The UK tax regime	6	6	-	5	2	4	1	2	1	1	-	3	1	4	1	2
	4%	6%	-	6%	3%	8%	1%	8%	4%	2%	-	10%	5%	7%	1%	7%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

The third biggest barrier

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK business regulations	5	3	2	3	2	1	4	-	1	2	-	1	1	-	3	2
	3%	3%	4%	4%	3%	2%	5%	-	3%	4%	-	4%	3%	-	4%	7%
Insufficient security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	1	1	-	-	1	1	-	-	-	-	-	-	1	1	-	-
	1%	1%	-	-	2%	3%	-	-	-	-	-	-	5%	3%	-	-
None of the above	3	2	1	-	3	1	-	2	1	1	-	1	-	2	-	1
	2%	2%	2%	-	5%	2%	-	9%	4%	2%	-	4%	-	4%	-	5%
Not Stated	10	7	3	5	5	3	3	4	4	1	-	2	3	6	2	2
	7%	7%	7%	6%	7%	6%	3%	19%	13%	2%	-	8%	8%	12%	3%	7%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

Top three biggest barriers

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Insufficient availability of homes	104	70	34	55	49	23	68	13	27	32	12	13	20	34	55	15
	69%	65%	81%	69%	69%	49%	84%	59%	79%	74%	91%	47%	62%	65%	79%	53%
Lack of skilled workers	66	47	19	25	41	19	41	6	13	19	8	12	14	24	33	8
	44%	43%	46%	32%	58%	41%	51%	26%	39%	45%	59%	43%	44%	47%	48%	29%
The price of commercial / office space	51	39	12	33	17	12	30	9	14	13	5	9	10	21	21	8
	34%	36%	28%	42%	25%	26%	37%	39%	40%	30%	38%	32%	32%	41%	31%	28%
London transport costs (including public transport and the cost of driving)	50	34	17	22	28	13	31	7	8	19	6	11	6	17	24	10
	34%	31%	40%	28%	40%	27%	39%	30%	23%	43%	45%	42%	19%	32%	34%	35%
Limited digital connectivity (i.e. slow broadband speed and mobile reception)	33	25	8	24	9	12	17	4	6	10	3	5	9	12	11	11
	22%	23%	20%	30%	13%	25%	21%	17%	16%	24%	24%	18%	28%	22%	15%	37%
UK immigration policies	32	21	12	19	13	7	18	6	10	10	1	1	10	9	19	5
	21%	19%	27%	23%	19%	16%	23%	28%	28%	22%	9%	5%	31%	17%	27%	17%
Limited ability to retain and spend more tax revenues raised in London	32	21	11	17	15	13	15	4	6	6	2	9	9	7	17	8
	21%	20%	25%	21%	21%	28%	18%	16%	17%	15%	12%	32%	29%	13%	24%	29%
Lack of airport capacity	21	20	1	13	8	10	11	-	3	9	3	2	4	4	14	3
	14%	18%	3%	16%	11%	21%	14%	-	8%	21%	21%	8%	12%	8%	20%	10%
UK business regulations	19	15	4	11	8	10	5	3	5	4	-	6	4	5	8	6
	12%	14%	9%	14%	11%	21%	7%	14%	13%	9%	-	22%	12%	9%	11%	22%

London Tomorrow Councillors Q3 2015

3. Which of the following, if any, do you see as the main barriers to London being competitive with other major UK and global cities? Please rank up to three, where 1 = the biggest barrier, 2 = the second biggest and 3 = the third biggest.

Top three biggest barriers

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The UK tax regime	18	15	3	13	5	12	2	4	3	3	-	7	5	9	5	4
	12%	14%	7%	16%	8%	27%	2%	18%	8%	7%	-	26%	17%	18%	7%	15%
Insufficient security measures against threats (e.g. cyber attacks or threats to London's infrastructure)	3	3	1	1	3	3	1	-	-	1	-	1	1	3	1	-
	2%	2%	2%	1%	4%	6%	1%	-	-	2%	-	4%	5%	5%	1%	-
None of the above	3	2	1	-	3	1	-	2	1	1	-	1	-	2	-	1
	2%	2%	2%	-	5%	2%	-	9%	4%	2%	-	4%	-	4%	-	5%

London Tomorrow Councillors Q3 2015

4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each

Summary table

Base: All respondents

	Financing London's infrastructure needs	Creating an attractive foreign investment climate	Making London an easy environment to do business	Attracting a world-class workforce to London
Unweighted Total	150	150	150	150
Weighted Total	150	150	150	150
	100%	100%	100%	100%
The UK Government	95	129	97	85
	64%	86%	65%	57%
Regional Government (i.e. City Hall / The Greater London Authority)	121	70	110	87
	81%	47%	73%	58%
Local borough councils	48	30	83	45
	32%	20%	55%	30%
Businesses and the private sector	65	48	55	88
	43%	32%	36%	59%
None of these	-	-	-	-
	-	-	-	-

London Tomorrow Councillors Q3 2015

4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each

Financing London's infrastructure needs

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regional Government (i.e. City Hall / The Greater London Authority)	121	87	34	65	56	41	63	17	29	34	11	22	24	42	54	25
	81%	81%	79%	82%	79%	88%	78%	75%	85%	78%	81%	83%	77%	82%	77%	88%
The UK Government	95	66	30	51	45	22	59	14	25	27	9	16	18	31	46	18
	64%	61%	70%	64%	64%	48%	73%	63%	73%	63%	64%	59%	58%	60%	66%	64%
Businesses and the private sector	65	49	15	38	26	19	41	4	14	16	8	10	16	24	33	7
	43%	46%	36%	48%	38%	41%	51%	19%	42%	37%	59%	39%	50%	47%	48%	24%
Local borough councils	48	36	12	26	22	11	29	7	10	15	4	11	8	15	22	11
	32%	34%	28%	32%	31%	25%	36%	31%	30%	34%	31%	39%	25%	29%	31%	38%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

London Tomorrow Councillors Q3 2015

4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each

Creating an attractive foreign investment climate

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The UK Government	129	92	38	68	62	40	70	20	34	38	11	22	25	45	59	26
	86%	85%	89%	85%	88%	85%	86%	88%	97%	88%	79%	82%	79%	87%	84%	90%
Regional Government (i.e. City Hall / The Greater London Authority)	70	54	17	40	30	20	41	9	15	20	10	10	15	22	34	15
	47%	50%	39%	50%	43%	44%	51%	39%	44%	46%	71%	39%	49%	42%	48%	52%
Businesses and the private sector	48	36	12	30	18	14	30	3	11	14	9	8	7	16	27	6
	32%	33%	29%	38%	25%	31%	37%	15%	32%	32%	64%	29%	21%	30%	38%	20%
Local borough councils	30	21	9	15	15	12	17	1	6	10	1	9	3	10	14	5
	20%	19%	21%	19%	21%	26%	21%	5%	17%	24%	9%	35%	9%	20%	21%	17%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

London Tomorrow Councillors Q3 2015

4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each

Making London an easy environment to do business

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regional Government (i.e. City Hall / The Greater London Authority)	110	79	31	60	50	31	64	15	26	34	10	20	20	34	53	23
	73%	74%	73%	75%	72%	67%	79%	68%	75%	78%	74%	74%	64%	66%	76%	80%
The UK Government	97	72	26	54	43	36	52	9	22	26	9	18	22	37	45	16
	65%	67%	61%	68%	62%	77%	64%	42%	65%	59%	67%	68%	71%	71%	65%	54%
Local borough councils	83	58	25	48	35	20	51	12	18	23	11	16	16	23	44	16
	55%	54%	60%	60%	50%	44%	63%	53%	52%	52%	79%	59%	51%	44%	64%	57%
Businesses and the private sector	55	36	19	33	22	14	35	5	11	16	6	8	14	17	31	7
	36%	34%	44%	41%	31%	31%	44%	23%	32%	37%	43%	29%	44%	33%	44%	24%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

London Tomorrow Councillors Q3 2015

4. Who do you think should be responsible in each of the following areas to ensure London is competitive with other major UK and global cities? Please select all that apply for each

Attracting a world-class workforce to London

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Businesses and the private sector	88	66	22	48	40	29	48	11	17	25	10	16	20	28	42	18
	59%	62%	51%	61%	57%	62%	59%	50%	49%	56%	76%	60%	64%	53%	61%	64%
Regional Government (i.e. City Hall / The Greater London Authority)	87	67	20	46	41	25	48	14	21	22	7	19	17	29	39	19
	58%	62%	47%	58%	58%	53%	59%	62%	61%	52%	55%	69%	54%	56%	56%	66%
The UK Government	85	60	25	49	36	21	52	12	22	29	9	11	14	24	44	18
	57%	56%	59%	62%	51%	46%	64%	53%	63%	66%	69%	42%	44%	46%	63%	61%
Local borough councils	45	28	16	26	18	12	27	5	12	10	4	11	8	17	18	10
	30%	26%	39%	33%	26%	27%	34%	21%	36%	22%	28%	40%	26%	32%	26%	34%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

London Tomorrow Councillors Q3 2015

5. Which of the following, if any, would you say are the most important reasons why businesses would want to be based in London? Please select up to three.

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reputation as a world-leading city	121	86	34	65	56	38	67	16	28	35	11	22	25	40	60	21
	80%	80%	81%	81%	79%	82%	82%	70%	83%	80%	79%	82%	78%	77%	86%	75%
Access to EU markets for labour, goods and services	91	65	26	50	41	18	59	14	18	31	8	14	20	26	47	19
	61%	61%	61%	63%	59%	40%	73%	61%	53%	70%	60%	53%	63%	49%	67%	66%
Quality of life	56	35	21	24	32	18	28	10	15	18	7	8	8	20	27	9
	37%	33%	49%	30%	45%	38%	35%	44%	42%	42%	50%	31%	26%	39%	39%	32%
Specialist business hubs (e.g. Tech City)	53	34	19	28	25	15	29	8	12	11	6	12	12	19	23	11
	35%	31%	44%	35%	35%	33%	36%	36%	34%	26%	41%	43%	39%	36%	33%	38%
Transport infrastructure	37	31	6	22	15	13	20	5	7	12	3	5	9	13	17	7
	25%	29%	13%	27%	22%	27%	24%	21%	21%	28%	21%	20%	29%	25%	25%	23%
Access to airports	28	23	5	18	11	9	15	4	2	8	4	4	10	11	12	6
	19%	22%	12%	22%	15%	18%	19%	20%	7%	18%	31%	15%	31%	21%	17%	20%
Digital connectivity infrastructure	16	10	6	9	7	7	5	4	2	6	-	5	3	6	4	5
	11%	9%	15%	11%	10%	14%	7%	18%	7%	14%	-	18%	8%	12%	6%	18%
Other	9	7	3	2	7	3	5	1	5	2	-	2	1	3	5	2
	6%	6%	6%	2%	11%	6%	7%	6%	14%	4%	-	7%	3%	5%	7%	7%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-
	1%	1%	-	1%	-	2%	-	-	-	-	-	4%	-	2%	-	-

London Tomorrow Councillors Q3 2015

6. Which of the following, if any, would you say are the biggest challenges to someone wanting to start a new business in London? Please select up to three.

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Housing costs	103	73	30	53	50	25	61	16	29	30	10	14	20	31	52	19
	68%	68%	71%	67%	71%	54%	75%	73%	84%	69%	72%	52%	64%	60%	75%	67%
The price of commercial space / office space	70	51	19	38	32	17	42	10	17	13	9	12	19	22	35	13
	46%	47%	45%	47%	46%	37%	52%	46%	49%	29%	67%	43%	61%	43%	50%	44%
Lack of skilled workers	60	51	10	27	33	20	34	6	9	21	6	11	13	23	28	9
	40%	47%	23%	34%	47%	43%	42%	26%	25%	49%	43%	42%	42%	45%	41%	30%
Uncertainty over the UK's membership of the EU	49	30	19	23	26	8	31	10	8	18	5	8	10	14	26	9
	33%	28%	44%	29%	37%	18%	39%	43%	23%	41%	36%	29%	33%	27%	38%	32%
London transport costs (including public transport and the cost of driving)	33	22	11	18	15	10	18	5	4	11	4	8	5	10	14	9
	22%	20%	26%	23%	21%	22%	22%	21%	12%	26%	31%	29%	17%	20%	20%	30%
Competition from other major UK and global cities	29	13	16	18	12	13	13	3	7	11	3	7	2	13	10	6
	20%	12%	38%	22%	17%	27%	16%	15%	19%	25%	19%	27%	6%	26%	15%	20%
Government policies towards business (i.e. tax and business regulations)	27	22	5	14	13	14	8	5	6	6	-	10	6	10	10	7
	18%	21%	12%	18%	19%	31%	10%	21%	17%	13%	-	37%	19%	19%	15%	25%
Limited digital connectivity (i.e. slow broadband speed and mobile reception)	19	14	5	12	7	7	8	4	5	6	1	2	5	5	7	7
	13%	13%	11%	15%	10%	14%	10%	18%	13%	15%	5%	8%	16%	9%	11%	25%
Limited capacity on public transport (e.g. tube, bus and rail)	19	14	4	12	7	7	9	2	6	7	-	2	4	9	5	5
	13%	13%	10%	15%	10%	16%	11%	11%	18%	16%	-	6%	12%	18%	7%	16%

London Tomorrow Councillors Q3 2015

6. Which of the following, if any, would you say are the biggest challenges to someone wanting to start a new business in London? Please select up to three.

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other	3	3	-	3	-	-	3	-	2	-	-	-	1	-	3	-
	2%	3%	-	4%	-	-	4%	-	6%	-	-	-	3%	-	4%	-
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-
	1%	1%	-	1%	-	2%	-	-	-	-	-	4%	-	2%	-	-

London Tomorrow Councillors Q3 2015

7. In your opinion, what are the biggest challenges for small businesses looking to grow and expand in London? Please select up to three.

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Price of commercial space / office space	105	72	33	52	52	31	59	15	26	28	11	15	25	32	53	19
	70%	67%	78%	66%	74%	67%	73%	65%	75%	64%	79%	57%	78%	63%	76%	68%
Difficulty accessing funding and investment	100	71	29	55	45	27	58	15	21	28	8	17	26	32	49	19
	67%	66%	69%	68%	65%	59%	71%	66%	60%	64%	62%	62%	83%	61%	71%	68%
Lack of skilled workers	63	47	16	30	34	21	35	7	11	19	6	12	14	28	28	7
	42%	44%	39%	37%	48%	45%	44%	32%	33%	44%	45%	45%	45%	54%	40%	26%
London transport costs (including public transport and the cost of driving)	47	35	11	24	22	14	25	8	8	14	6	10	8	15	21	11
	31%	33%	27%	30%	32%	29%	31%	36%	25%	32%	48%	36%	25%	28%	30%	38%
Lack of support from Government	43	26	16	25	17	10	28	4	10	19	1	7	6	11	22	10
	28%	24%	39%	32%	25%	22%	35%	18%	29%	43%	9%	26%	18%	20%	32%	34%
Limited digital connectivity (i.e. slow broadband speed and mobile reception)	28	21	6	15	12	13	10	5	7	6	1	6	8	12	8	7
	18%	20%	15%	19%	18%	28%	12%	20%	19%	13%	5%	23%	27%	24%	11%	26%
Other	11	5	6	4	7	4	6	1	6	3	1	1	-	4	6	1
	8%	5%	15%	5%	10%	9%	7%	6%	17%	7%	9%	4%	-	7%	9%	5%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	2	-	1	1	-	-	-	1	1	-	1	1	-
	2%	2%	-	3%	-	2%	2%	-	-	-	9%	4%	-	2%	2%	-

London Tomorrow Councillors Q3 2015

8. How successful, if at all, do you believe London is at encouraging innovative businesses and entrepreneurs to set up in the capital? Please select one response only.

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very successful	17	13	4	6	11	10	4	3	3	7	4	1	1	7	7	3
	11%	12%	9%	7%	16%	22%	5%	12%	9%	16%	29%	4%	5%	13%	10%	10%
Fairly successful	116	82	34	61	56	35	64	17	29	29	8	23	27	43	51	22
	77%	77%	80%	76%	79%	76%	79%	77%	85%	66%	62%	84%	86%	83%	74%	76%
Not very successful	11	8	4	9	2	-	10	1	2	5	1	1	2	1	8	3
	8%	7%	9%	11%	4%	-	13%	6%	6%	12%	9%	4%	6%	1%	11%	10%
Not at all successful	2	1	1	2	-	-	2	-	-	2	-	-	-	-	2	-
	1%	1%	2%	2%	-	-	2%	-	-	4%	-	-	-	-	3%	-
Don't know	4	4	-	3	1	1	2	1	-	1	-	2	1	1	2	1
	3%	4%	-	4%	1%	2%	2%	5%	-	2%	-	8%	3%	2%	3%	4%
Nets																
Successful	133	95	38	66	67	45	67	20	33	36	12	24	29	50	58	25
	89%	88%	89%	83%	95%	98%	83%	90%	94%	82%	91%	88%	91%	96%	84%	86%
Not successful	13	9	5	11	2	-	12	1	2	7	1	1	2	1	9	3
	9%	8%	11%	13%	4%	-	15%	6%	6%	16%	9%	4%	6%	1%	14%	10%

London Tomorrow Councillors Q3 2015

9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London.

For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact.

Summary table

Base: All respondents

	Total						Nets		Mean score	
		No impact 1	2	3	4	High impact 5	Don't know	Low impact (1 or 2)		High impact (4 or 5)
Providing more shared communal workspaces	150 100%	2 2%	8 6%	44 29%	58 39%	32 21%	6 4%	11 7%	90 60%	3.76
Creating more sector specific incubator hubs (shared communal workspaces that also provide services to support businesses, such as financing)	150 100%	- -	5 3%	34 23%	69 46%	37 25%	5 3%	5 3%	106 71%	3.95
Boosting the visibility of potential funding and investment available	150 100%	2 1%	9 6%	26 17%	58 39%	53 35%	2 1%	11 8%	111 74%	4.02
Providing Government support schemes (e.g. grants or advice)	150 100%	5 3%	20 13%	29 19%	60 40%	36 24%	1 1%	25 16%	95 64%	3.69

London Tomorrow Councillors Q3 2015

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Summary table - Net high impact (4-5 out of 5)

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boosting the visibility of potential funding and investment available	111	78	33	59	52	34	65	13	19	36	14	19	24	36	56	19
	74%	72%	78%	74%	74%	72%	80%	57%	55%	82%	100%	69%	78%	69%	81%	67%
Creating more sector specific incubator hubs (shared communal workspaces that also provide services to support businesses, such as financing)	106	74	32	57	50	31	63	13	27	30	10	18	21	35	49	22
	71%	69%	76%	71%	71%	66%	78%	56%	78%	69%	74%	68%	67%	67%	71%	78%
Providing Government support schemes (e.g. grants or advice)	95	69	26	45	50	24	57	15	26	29	7	16	19	32	43	20
	64%	65%	61%	57%	71%	51%	70%	67%	74%	66%	50%	58%	60%	61%	62%	71%
Providing more shared communal workspaces	90	60	30	43	47	22	55	13	26	21	7	17	19	29	45	16
	60%	56%	71%	54%	66%	47%	69%	56%	76%	49%	50%	63%	59%	56%	65%	55%
None likely to have a high impact	13	10	3	8	5	7	3	3	1	6	-	3	3	7	4	2
	8%	9%	7%	10%	7%	14%	4%	12%	4%	13%	-	10%	9%	13%	6%	7%

London Tomorrow Councillors Q3 2015

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Providing more shared communal workspaces

Base: All respondents

	Gender			Age		Party			Region					Council control		
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No impact	(1.0)	2	1	1	1	1	1	-	-	1	-	-	1	1	1	-
		2%	1%	2%	1%	3%	1%	-	-	2%	-	-	5%	3%	1%	-
	(2.0)	8	7	1	7	3	5	-	1	3	-	1	3	3	4	1
		6%	7%	2%	9%	6%	7%	-	3%	7%	-	3%	11%	6%	6%	3%
	(3.0)	44	33	11	25	18	18	8	7	17	5	7	7	15	17	11
		29%	31%	25%	31%	38%	23%	34%	22%	40%	38%	25%	23%	30%	24%	40%
	(4.0)	58	43	15	31	11	37	10	18	12	5	9	13	16	33	9
		39%	40%	35%	39%	23%	46%	45%	53%	28%	36%	35%	42%	32%	47%	31%
High impact	(5.0)	32	17	15	12	11	18	3	8	9	2	8	5	12	13	7
		21%	16%	35%	15%	24%	23%	11%	22%	21%	15%	29%	17%	24%	18%	24%
Don't know		6	6	-	3	3	1	2	-	1	2	3	1	3	2	1
		4%	5%	-	3%	6%	1%	9%	-	2%	12%	10%	2%	6%	3%	2%
Nets																
Low impact (1 or 2)		11	9	2	9	4	6	-	1	4	-	1	5	5	5	1
		7%	8%	4%	11%	10%	8%	-	3%	9%	-	3%	16%	9%	7%	3%
High impact (4 or 5)		90	60	30	43	22	55	13	26	21	7	17	19	29	45	16
		60%	56%	71%	54%	47%	69%	56%	76%	49%	50%	63%	59%	56%	65%	55%
Mean Score		3.76	3.65	4.00	3.59	3.61	3.83	3.75	3.95	3.60	3.74	3.99	3.57	3.72	3.77	3.78

London Tomorrow Councillors Q3 2015

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For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact.

Creating more sector specific incubator hubs (shared communal workspaces that also provide services to support businesses, such as financing)

Base: All respondents

	Gender			Age		Party			Region					Council control		
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No impact	(1.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(2.0)	5	3	2	4	1	3	1	1	3	-	-	-	-	3	1
		3%	3%	4%	5%	1%	4%	6%	4%	8%	-	-	-	-	5%	5%
	(3.0)	34	26	9	16	18	15	13	6	9	4	5	10	14	16	4
		23%	24%	20%	21%	25%	32%	17%	26%	21%	26%	20%	31%	27%	23%	13%
	(4.0)	69	55	14	40	29	19	39	11	18	9	10	10	19	34	16
		46%	51%	34%	50%	41%	41%	48%	51%	42%	64%	39%	32%	38%	48%	56%
High impact	(5.0)	37	19	18	17	21	11	25	1	12	1	8	11	15	16	6
		25%	18%	42%	21%	29%	24%	30%	5%	27%	9%	30%	34%	29%	22%	22%
Don't know		5	5	-	3	2	1	1	3	1	-	3	1	3	1	1
		3%	4%	-	3%	3%	2%	1%	12%	2%	-	11%	2%	6%	1%	4%
Nets																
Low impact (1 or 2)		5	3	2	4	1	-	3	1	3	-	-	-	-	3	1
		3%	3%	4%	5%	1%	-	4%	6%	8%	-	-	-	-	5%	5%
High impact (4 or 5)		106	74	32	57	50	31	63	13	30	10	18	21	35	49	22
		71%	69%	76%	71%	71%	66%	78%	56%	69%	74%	68%	67%	67%	71%	78%
Mean Score		3.95	3.88	4.13	3.90	4.01	3.92	4.05	3.62	3.90	3.89	3.83	4.11	4.03	3.89	3.99

London Tomorrow Councillors Q3 2015

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For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact.

Boosting the visibility of potential funding and investment available

Base: All respondents

	Gender			Age		Party			Region					Council control		
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No impact	(1.0)	2	1	1	1	1	1	-	-	1	-	1	-	1	1	-
		1%	1%	2%	1%	2%	1%	-	-	2%	-	4%	-	2%	1%	-
	(2.0)	9	7	2	4	1	4	4	6	1	-	-	2	2	3	4
		6%	6%	6%	5%	3%	5%	18%	17%	2%	-	-	8%	5%	4%	14%
	(3.0)	26	20	6	13	9	11	6	10	5	-	6	5	10	10	5
		17%	18%	14%	17%	20%	13%	25%	28%	12%	-	23%	14%	20%	14%	18%
	(4.0)	58	44	14	30	19	31	8	13	17	7	11	11	19	30	9
		39%	41%	32%	37%	40%	39%	35%	37%	38%	55%	39%	34%	37%	43%	31%
High impact	(5.0)	53	34	20	30	15	33	5	6	19	6	8	14	17	26	10
		35%	31%	46%	37%	32%	41%	22%	18%	44%	45%	30%	44%	32%	38%	36%
Don't know		2	2	-	2	1	1	-	-	1	-	1	-	2	-	-
		1%	2%	-	2%	2%	1%	-	-	2%	-	4%	-	4%	-	-
Nets																
Low impact (1 or 2)		11	8	3	5	3	5	4	6	2	-	1	2	4	4	4
		8%	7%	8%	6%	6%	6%	18%	17%	4%	-	4%	8%	7%	5%	14%
High impact (4 or 5)		111	78	33	59	34	65	13	19	36	14	19	24	36	56	19
		74%	72%	78%	74%	72%	80%	57%	55%	82%	100%	69%	78%	69%	81%	67%
Mean Score		4.02	3.97	4.15	4.07	3.99	4.16	3.61	3.56	4.22	4.45	3.94	4.14	3.96	4.12	3.89

London Tomorrow Councillors Q3 2015

9. There are a number of initiatives that could make it more affordable for start-ups and small businesses to set up in London.

For each of the following, please indicate how much of a positive impact, if any, you think it would have on the affordability of setting up in London for start-ups and small businesses, where 1 = no impact and 5 = high impact.

Providing Government support schemes (e.g. grants or advice)

Base: All respondents

	Gender			Age		Party			Region					Council control		
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No impact	(1.0)	5	5	-	5	-	1	3	-	-	2	1	-	1	4	-
		3%	4%	-	6%	-	3%	4%	-	-	4%	9%	-	5%	2%	-
	(2.0)	20	14	7	11	10	8	8	3	6	7	1	2	3	6	11
		13%	13%	15%	13%	14%	18%	10%	14%	18%	16%	9%	9%	11%	11%	15%
	(3.0)	29	19	10	18	11	12	13	4	3	6	4	8	8	13	12
		19%	18%	23%	23%	15%	26%	16%	19%	8%	14%	32%	30%	25%	24%	17%
	(4.0)	60	49	10	26	34	20	27	12	19	18	3	9	11	24	22
		40%	46%	24%	32%	48%	44%	33%	54%	55%	42%	21%	32%	34%	47%	31%
High impact	(5.0)	36	20	16	20	16	3	30	3	7	10	4	7	8	7	22
		24%	19%	37%	25%	23%	7%	37%	12%	19%	24%	28%	26%	25%	14%	31%
Don't know		1	1	-	1	-	1	-	-	-	-	-	1	-	1	-
		1%	1%	-	1%	-	2%	-	-	-	-	-	4%	-	2%	-
Nets																
Low impact (1 or 2)		25	18	7	15	10	10	11	3	6	9	3	2	5	6	14
		16%	17%	15%	19%	14%	21%	14%	14%	18%	20%	19%	9%	16%	12%	20%
High impact (4 or 5)		95	69	26	45	50	24	57	15	26	29	7	16	19	32	43
		64%	65%	61%	57%	71%	51%	70%	67%	74%	66%	50%	58%	60%	61%	62%
Mean Score		3.69	3.63	3.82	3.57	3.81	3.34	3.89	3.65	3.76	3.66	3.50	3.78	3.65	3.63	3.68

London Tomorrow Councillors Q3 2015

10. Which of the following sectors, if any, do you think London businesses are most competitive in, when compared to other major UK and global cities? Please select up to three.

Base: All respondents

	Gender		Age		Party			Region					Council control			
	Total	Male	Female	54 or under	55-64	Conservative	Labour	Other	Central	East	North	South	West	Conservative	Labour	Other
Unweighted Total	150	106	44	79	71	35	87	28	32	44	11	33	30	48	70	32
Weighted Total	150	108	42	80	70	46	81	22	34	43	14	27	32	52	70	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Finance	120	94	26	64	56	40	61	18	31	31	10	21	27	43	54	23
	80%	87%	62%	80%	80%	87%	76%	81%	89%	72%	72%	77%	87%	83%	78%	79%
Creative industries (e.g. music, film, fashion)	103	69	34	54	49	29	59	15	27	28	11	17	21	34	51	17
	68%	64%	79%	67%	70%	62%	73%	65%	78%	64%	79%	62%	66%	66%	74%	60%
Financial technology	47	37	10	25	22	19	19	9	7	16	8	9	7	11	24	12
	31%	34%	24%	32%	31%	41%	24%	38%	21%	37%	57%	32%	23%	22%	34%	42%
Digital industries (e.g. app development)	41	29	13	23	18	7	30	5	11	13	3	5	9	12	23	7
	28%	27%	30%	29%	26%	14%	37%	24%	33%	30%	24%	18%	28%	23%	33%	24%
Retail	33	21	12	12	21	11	20	2	8	10	3	5	7	13	13	7
	22%	19%	28%	15%	29%	23%	25%	11%	23%	24%	19%	19%	22%	26%	19%	23%
Marketing	27	22	5	15	12	8	15	4	5	8	2	6	6	8	17	3
	18%	20%	12%	19%	17%	17%	19%	18%	15%	19%	12%	23%	19%	15%	24%	10%
E-commerce	18	14	4	13	5	6	10	2	3	3	3	6	3	7	7	4
	12%	13%	9%	16%	7%	13%	12%	9%	8%	7%	19%	22%	11%	13%	10%	14%
Healthcare / pharmaceuticals	15	8	7	10	5	4	9	1	2	7	1	1	5	6	6	3
	10%	7%	17%	13%	7%	10%	12%	6%	6%	15%	9%	2%	16%	12%	8%	11%
Product design (non-digital)	9	5	4	3	6	4	4	1	1	7	-	-	1	5	2	1
	6%	5%	8%	4%	8%	9%	5%	3%	3%	16%	-	-	3%	11%	3%	5%
Environmental industries (e.g. renewables and recycling)	6	2	3	1	4	4	1	1	-	1	1	2	1	4	1	1
	4%	2%	8%	2%	6%	9%	2%	2%	-	3%	9%	6%	5%	8%	2%	2%
None of the above	2	2	-	2	1	1	1	1	-	1	-	2	-	1	1	1
	2%	2%	-	2%	1%	2%	1%	2%	-	2%	-	6%	-	2%	1%	2%
Not Stated	1	1	1	1	1	-	1	1	-	-	-	1	-	-	-	1
	1%	*	2%	1%	1%	-	1%	2%	-	-	-	4%	-	-	-	4%