

LCCI – QES Q1 2015

METHODOLOGY NOTE

ComRes interviewed 503 London business decision makers online between 29th January and 16th February 2015. 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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Base: All respondents	

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1. Thinking of your business's needs, to what extent do you support or oppose each of the following proposals for changes to the housing market?

Summary table

Base: All respondents

							Nets		Mean score
	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	Don't know	Support	Oppose	
Proposals for a Mansion Tax on properties valued above £2 million	503 100%	65 13%	123 25%	80 16%	184 36%	51 10%	189 38%	263 52%	-.43
Reform of the current Council Tax system to increase tax yield on higher end properties	503 100%	82 16%	199 39%	86 17%	84 17%	52 10%	281 56%	170 34%	.24
Capping rent price increases in London	503 100%	98 20%	160 32%	101 20%	89 18%	54 11%	259 51%	190 38%	.17

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1. Thinking of your business's needs, to what extent do you support or oppose each of the following proposals for changes to the housing market?

Proposals for a Mansion Tax on properties valued above £2 million

Base: All respondents

		Business size			Industry										
		Total	1-9	10+	Net: Manufacturing	Net: Services	Agriculture, forestry & fishing / Production	Construction / Property	Motor trades / Wholesale / Retail / Transport & storage / Accommodation & food services	Information & communication	Finance & insurance / Business administration and support services	Professional, scientific & technical	Public administration and defence / Education / Health	Arts, entertainment, recreation and other services	Retail and wholesale
Unweighted Total		503	371	132	26	477	12	49	76	46	93	105	38	84	52
Weighted Total		503	448	55	63	440	20	69	108	65	55	117	29	40	65
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	(2.0)	65	56	10	5	61	*	5	15	8	7	16	4	10	7
		13%	12%	18%	7%	14%	2%	8%	14%	12%	13%	13%	13%	26%	11%
Tend to support	(1.0)	123	109	14	20	103	6	19	22	16	11	29	9	11	17
		25%	24%	26%	32%	23%	33%	27%	20%	25%	20%	25%	29%	28%	25%
Tend to oppose	(-1.0)	80	69	11	5	75	3	5	24	14	10	15	3	6	15
		16%	15%	20%	7%	17%	13%	7%	22%	22%	19%	13%	9%	16%	24%
Strongly oppose	(-2.0)	184	167	17	30	154	10	34	35	20	22	45	9	7	20
		36%	37%	30%	47%	35%	51%	50%	33%	31%	41%	39%	29%	18%	30%
Don't know		51	48	3	4	47	-	6	12	7	5	12	6	5	6
		10%	11%	6%	6%	11%	-	9%	11%	10%	8%	10%	19%	12%	10%
Nets															
Support		189	165	24	25	164	7	24	37	24	18	45	12	22	24
		38%	37%	44%	39%	37%	36%	35%	34%	37%	33%	38%	43%	54%	36%
Oppose		263	235	28	34	229	13	39	59	34	33	60	11	13	35
		52%	53%	51%	54%	52%	64%	57%	55%	53%	59%	51%	38%	34%	54%
Mean Score		-.43	-.45	-.21	-.59	-.40	-.78	-.70	-.45	-.39	-.59	-.43	-.15	.32	-.41

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1. Thinking of your business's needs, to what extent do you support or oppose each of the following proposals for changes to the housing market?

Proposals for a Mansion Tax on properties valued above £2 million

Base: All respondents

			Location		Expected changes in workforce size			Past recruitment		Capacity		Expected prices			Employment areas		
																	Citizens from outside the UK / EU/ EEA
		Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not recruit	Full capacity	Below capacity	Rise	Stay the same	Fall	UK citizens	EU / EEA citizens	
Unweighted Total		503	273	229	80	397	26	91	412	195	308	102	376	25	489	163	100
Weighted Total		503	237	265	65	412	26	68	435	173	330	117	362	24	482	141	78
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	(2.0)	65	28	36	6	53	7	14	51	19	46	18	45	2	59	30	12
		13%	12%	14%	9%	13%	25%	20%	12%	11%	14%	15%	12%	10%	12%	21%	16%
Tend to support	(1.0)	123	50	73	18	101	4	14	109	51	72	28	84	11	119	32	22
		25%	21%	28%	28%	25%	15%	21%	25%	30%	22%	24%	23%	47%	25%	23%	28%
Tend to oppose	(-1.0)	80	41	38	13	60	7	14	65	24	55	18	57	5	80	23	11
		16%	18%	14%	20%	15%	25%	21%	15%	14%	17%	15%	16%	21%	17%	16%	14%
Strongly oppose	(-2.0)	184	92	92	19	157	8	18	165	56	127	41	137	5	178	35	18
		36%	39%	35%	29%	38%	29%	27%	38%	32%	39%	35%	38%	22%	37%	25%	23%
Don't know		51	26	25	9	40	2	8	43	22	29	13	38	-	46	21	15
		10%	11%	9%	14%	10%	6%	11%	10%	13%	9%	11%	11%	-	10%	15%	19%
Nets																	
Support		189	78	109	24	154	10	28	161	70	118	46	129	14	178	63	35
		38%	33%	41%	37%	37%	40%	41%	37%	41%	36%	39%	36%	57%	37%	44%	44%
Oppose		263	133	130	32	217	14	33	231	81	183	59	194	10	258	58	29
		52%	56%	49%	49%	53%	54%	48%	53%	47%	55%	50%	54%	43%	53%	41%	37%
Mean Score		-.43	-.56	-.32	-.37	-.45	-.20	-.15	-.47	-.31	-.48	-.35	-.48	.02	-.45	*	.01

QES Q1 2015

1. Thinking of your business's needs, to what extent do you support or oppose each of the following proposals for changes to the housing market?

Reform of the current Council Tax system to increase tax yield on higher end properties

Base: All respondents

					Business size		Industry								
		Total	1-9	10+	Net: Manufacturing	Net: Services	Agriculture, forestry & fishing / Production	Construction / Property	Motor trades / Wholesale / Retail / Transport & storage / Accommodation & food services	Information & communication	Finance & insurance / Business administration and support services	Professional, scientific & technical	Public administration and defence / Education / Health	Arts, entertainment, recreation and other services	Retail and wholesale
Unweighted Total		503	371	132	26	477	12	49	76	46	93	105	38	84	52
Weighted Total		503	448	55	63	440	20	69	108	65	55	117	29	40	65
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	(2.0)	82	72	10	5	78	*	9	17	14	8	20	4	10	9
		16%	16%	19%	7%	18%	2%	13%	16%	21%	15%	17%	15%	24%	14%
Tend to support	(1.0)	199	179	19	22	177	10	19	38	31	23	50	11	16	19
		39%	40%	35%	35%	40%	51%	27%	35%	47%	42%	43%	39%	40%	28%
Tend to oppose	(-1.0)	86	75	12	15	72	3	15	23	12	11	15	2	7	18
		17%	17%	21%	23%	16%	13%	22%	21%	18%	20%	13%	8%	17%	27%
Strongly oppose	(-2.0)	84	75	8	16	67	6	19	17	4	8	21	6	3	13
		17%	17%	15%	26%	15%	33%	27%	16%	6%	14%	18%	19%	7%	19%
Don't know		52	47	5	6	46	-	7	13	5	5	11	6	5	8
		10%	10%	9%	9%	11%	-	11%	12%	8%	10%	9%	19%	13%	12%
Nets															
Support		281	251	30	27	254	10	28	55	45	32	70	16	26	28
		56%	56%	54%	42%	58%	53%	41%	51%	68%	57%	60%	54%	64%	42%
Oppose		170	150	20	31	139	9	34	40	16	18	36	8	9	30
		34%	33%	36%	49%	32%	47%	49%	37%	24%	33%	31%	27%	23%	46%
Mean Score		.24	.24	.23	-.27	.32	-.24	-.24	.15	.64	.28	.31	.27	.67	-.11

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1. Thinking of your business's needs, to what extent do you support or oppose each of the following proposals for changes to the housing market?

Reform of the current Council Tax system to increase tax yield on higher end properties

Base: All respondents

			Location		Expected changes in workforce size			Past recruitment		Capacity		Expected prices			Employment areas		
																	Citizens from outside the UK / EU/ EEA
		Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not recruit	Full capacity	Below capacity	Rise	Stay the same	Fall	UK citizens	EU / EEA citizens	
Unweighted Total		503	273	229	80	397	26	91	412	195	308	102	376	25	489	163	100
Weighted Total		503	237	265	65	412	26	68	435	173	330	117	362	24	482	141	78
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	(2.0)	82	41	40	9	66	8	16	66	26	56	16	61	6	78	29	14
		16%	17%	15%	14%	16%	30%	24%	15%	15%	17%	14%	17%	24%	16%	21%	18%
Tend to support	(1.0)	199	105	94	28	169	2	18	180	69	130	45	142	11	191	43	32
		39%	44%	35%	43%	41%	7%	27%	41%	40%	39%	38%	39%	47%	40%	30%	41%
Tend to oppose	(-1.0)	86	39	47	10	68	9	15	71	29	58	22	61	3	85	29	12
		17%	17%	18%	16%	16%	33%	22%	16%	17%	17%	19%	17%	12%	18%	21%	16%
Strongly oppose	(-2.0)	84	27	56	10	68	6	10	74	28	56	19	61	4	79	19	5
		17%	12%	21%	15%	17%	23%	14%	17%	16%	17%	17%	17%	15%	17%	13%	6%
Don't know		52	25	27	8	42	2	9	43	22	30	14	37	1	48	22	15
		10%	10%	10%	13%	10%	6%	13%	10%	13%	9%	12%	10%	2%	10%	15%	19%
Nets																	
Support		281	146	134	37	234	10	35	246	95	186	61	203	17	269	72	46
		56%	62%	51%	57%	57%	37%	51%	57%	55%	56%	52%	56%	71%	56%	51%	59%
Oppose		170	67	104	20	136	15	25	145	57	114	42	122	6	164	48	17
		34%	28%	39%	30%	33%	56%	36%	33%	33%	34%	36%	34%	27%	34%	34%	22%
Mean Score		.24	.44	.06	.29	.26	-.12	.27	.24	.24	.24	.15	.25	.55	.24	.29	.62

QES Q1 2015

1. Thinking of your business's needs, to what extent do you support or oppose each of the following proposals for changes to the housing market?

Capping rent price increases in London

Base: All respondents

		Business size			Industry										
		Total	1-9	10+	Net: Manufacturing	Net: Services	Agriculture, forestry & fishing / Production	Construction / Property	Motor trades / Wholesale / Retail / Transport & storage / Accommodation & food services	Information & communication	Finance & insurance / Business administration and support services	Professional, scientific & technical	Public administration and defence / Education / Health	Arts, entertainment, recreation and other services	Retail and wholesale
Unweighted Total		503	371	132	26	477	12	49	76	46	93	105	38	84	52
Weighted Total		503	448	55	63	440	20	69	108	65	55	117	29	40	65
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	(2.0)	98	88	10	11	88	6	9	28	18	9	8	6	14	15
		20%	20%	19%	17%	20%	33%	13%	26%	27%	17%	7%	22%	34%	23%
Tend to support	(1.0)	160	138	23	24	136	3	23	34	27	18	29	12	14	27
		32%	31%	41%	39%	31%	16%	33%	32%	42%	33%	25%	40%	35%	41%
Tend to oppose	(-1.0)	101	94	7	11	90	3	16	14	10	15	35	4	5	9
		20%	21%	12%	17%	21%	13%	23%	13%	16%	27%	30%	13%	11%	14%
Strongly oppose	(-2.0)	89	81	8	15	74	5	21	18	5	8	27	3	2	8
		18%	18%	15%	24%	17%	24%	30%	17%	8%	15%	23%	10%	5%	12%
Don't know		54	47	7	3	51	3	1	13	4	5	18	4	6	6
		11%	11%	12%	4%	12%	13%	1%	12%	6%	8%	16%	15%	15%	10%
Nets															
Support		259	226	33	35	224	10	31	62	45	27	37	18	27	42
		51%	50%	60%	55%	51%	49%	45%	58%	69%	50%	32%	62%	69%	64%
Oppose		190	175	15	26	164	7	37	32	16	23	61	7	6	17
		38%	39%	27%	41%	37%	38%	53%	30%	24%	42%	52%	23%	16%	26%
Mean Score		.17	.14	.42	.08	.19	.23	-.26	.42	.69	.10	-.43	.59	.97	.54

QES Q1 2015

1. Thinking of your business's needs, to what extent do you support or oppose each of the following proposals for changes to the housing market?

Capping rent price increases in London

Base: All respondents

			Location		Expected changes in workforce size			Past recruitment		Capacity		Expected prices			Employment areas		
																	Citizens from outside the UK / EU/ EEA
		Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not recruit	Full capacity	Below capacity	Rise	Stay the same	Fall	UK citizens	EU / EEA citizens	
Unweighted Total		503	273	229	80	397	26	91	412	195	308	102	376	25	489	163	100
Weighted Total		503	237	265	65	412	26	68	435	173	330	117	362	24	482	141	78
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	(2.0)	98	50	49	22	68	8	18	80	30	68	27	65	6	93	42	19
		20%	21%	18%	34%	17%	31%	26%	18%	17%	21%	23%	18%	26%	19%	30%	25%
Tend to support	(1.0)	160	65	96	20	132	9	25	135	58	103	39	116	6	155	38	19
		32%	27%	36%	31%	32%	35%	37%	31%	33%	31%	34%	32%	23%	32%	27%	25%
Tend to oppose	(-1.0)	101	53	48	6	92	3	11	90	36	65	22	74	5	100	27	16
		20%	22%	18%	9%	22%	12%	16%	21%	21%	20%	19%	20%	23%	21%	19%	20%
Strongly oppose	(-2.0)	89	40	50	11	74	4	9	81	28	61	19	64	6	85	19	12
		18%	17%	19%	17%	18%	16%	13%	19%	16%	19%	16%	18%	26%	18%	13%	15%
Don't know		54	30	23	6	46	2	6	48	22	32	10	43	1	49	17	12
		11%	13%	9%	10%	11%	6%	9%	11%	12%	10%	9%	12%	2%	10%	12%	16%
Nets																	
Support		259	114	145	42	200	17	43	216	88	171	67	180	12	248	79	39
		51%	48%	55%	64%	49%	66%	63%	50%	51%	52%	57%	50%	49%	51%	56%	49%
Oppose		190	93	97	17	166	7	19	171	64	127	40	138	12	185	46	27
		38%	39%	37%	26%	40%	28%	28%	39%	37%	38%	34%	38%	49%	38%	32%	35%
Mean Score		.17	.15	.19	.60	.08	.57	.53	.12	.17	.17	.32	.13	*	.16	.45	.29