

# LCCI – QES Q1 2016

## METHODOLOGY NOTE

ComRes interviewed 506 London business decision makers online between 1<sup>st</sup> and 22<sup>nd</sup> February 2016. 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 commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

**Topical Q1 2016**

Mayoral election Q1\_SUM. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses. SUMMARY TABLE ..... 1  
Base: All respondents

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Base: All respondents

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Base: All respondents

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Base: All respondents

## Topical Q1 2016

### Mayoral election

**Q1\_SUM. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

#### SUMMARY TABLE

Base: All respondents

	Total	0 - Very anti-business	1	2	3	4	5 - Neutral	6	7	8	9	10 - Very pro-business	Don't know	Net: anti-business (0-4)	Net: pro-business (6-10)	Mean
Zac Goldsmith, Conservative Party	506 100%	5 1%	1 *	6 1%	10 2%	30 6%	65 13%	59 12%	76 15%	82 16%	41 8%	71 14%	62 12%	51 10%	329 65%	7.0
Sadiq Khan, Labour Party	506 100%	21 4%	31 6%	21 4%	36 7%	30 6%	100 20%	61 12%	57 11%	49 10%	9 2%	22 4%	69 14%	139 27%	198 39%	5.2
Caroline Pidgeon, Liberal Democrat Party	506 100%	10 2%	25 5%	15 3%	36 7%	29 6%	109 22%	52 10%	68 14%	28 5%	3 1%	6 1%	126 25%	115 23%	157 31%	5.0
Sian Berry, Green Party	506 100%	26 5%	50 10%	34 7%	48 10%	36 7%	89 18%	40 8%	38 8%	21 4%	2 *	6 1%	115 23%	194 38%	109 21%	4.1

## Topical Q1 2016

**Q1\_1. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sadiq Khan, Labour Party

Base: All respondents

		BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES		
		Total	0	1-9	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
Unweighted Total		506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total		506	131	322	53	18	70	105	67	58	120	30	38	55	451
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	21	10	8	3	1	*	2	2	1	13	*	*	1	20
		4%	8%	3%	5%	4%	*	2%	4%	3%	11%	1%	1%	1%	4%
1	(1)	31	9	20	2	-	6	2	5	1	13	2	3	-	31
		6%	7%	6%	4%	-	8%	2%	7%	2%	11%	6%	8%	-	7%
2	(2)	21	10	9	2	1	3	1	7	3	5	-	1	1	20
		4%	8%	3%	4%	5%	5%	1%	10%	5%	4%	-	2%	2%	5%
3	(3)	36	7	26	3	3	9	6	10	4	1	2	2	7	29
		7%	5%	8%	5%	18%	12%	6%	14%	6%	*	6%	5%	12%	6%
4	(4)	30	9	18	3	-	2	5	3	4	8	7	*	*	29
		6%	7%	6%	5%	-	3%	5%	4%	7%	7%	24%	1%	1%	7%
5 - Neutral	(5)	100	26	65	9	-	16	23	5	11	31	4	10	12	88
		20%	20%	20%	16%	-	23%	22%	7%	20%	26%	12%	26%	22%	20%
6	(6)	61	9	46	6	3	13	17	3	11	11	1	2	11	50
		12%	7%	14%	12%	18%	18%	16%	4%	19%	9%	4%	5%	20%	11%
7	(7)	57	11	39	7	3	9	16	5	9	4	6	4	11	47
		11%	9%	12%	14%	18%	13%	15%	7%	16%	4%	21%	11%	19%	10%
8	(8)	49	8	37	5	1	2	15	12	6	11	-	1	4	45
		10%	6%	11%	9%	8%	4%	15%	17%	10%	9%	-	4%	7%	10%
9	(9)	9	1	7	1	-	2	3	2	1	-	*	1	2	7
		2%	1%	2%	2%	-	2%	2%	3%	3%	-	1%	2%	3%	2%

## Topical Q1 2016

**Q1\_1. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sadiq Khan, Labour Party

Base: All respondents

	BUSINESS SIZE				INDUSTRY								MANUFACTURING/SERVICES	
	Total	0	1-9	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
Unweighted Total	506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total	506	131	322	53	18	70	105	67	58	120	30	38	55	451
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	22	2	16	4	1	1	4	7	3	3	-	2	2	20
	4%	2%	5%	7%	4%	2%	4%	10%	6%	3%	-	6%	3%	4%
Don't know	69	28	33	8	5	6	10	8	2	19	7	12	5	64
	14%	21%	10%	16%	26%	8%	9%	12%	4%	16%	25%	31%	10%	14%
<b>NETS</b>														
Net: anti-business (0-4)	139	46	81	12	5	20	17	26	13	40	11	6	9	130
	27%	35%	25%	23%	27%	29%	16%	39%	23%	33%	37%	16%	16%	29%
Net: pro-business (6-10)	198	31	144	23	9	28	55	29	31	29	8	10	29	169
	39%	24%	45%	44%	47%	39%	52%	42%	54%	24%	26%	28%	53%	37%
Mean score	5.2	4.3	5.4	5.5	5.3	5.0	5.9	5.3	5.7	4.3	4.8	5.4	5.8	5.1
Standard deviation	2.53	2.56	2.43	2.69	2.64	2.16	2.11	3.11	2.28	2.71	1.96	2.56	1.96	2.58
Standard error	.12	.31	.16	.24	.93	.30	.17	.54	.24	.38	.45	.41	.31	.13

## Topical Q1 2016

**Q1\_1. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sadiq Khan, Labour Party

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI			
		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	Remain	Leave	Don't know	
Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59	
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	21	12	9	1	19	1	2	18	4	16	2	19	-	8	10	3
		4%	4%	4%	1%	5%	2%	2%	5%	2%	6%	2%	5%	-	3%	7%	4%
1	(1)	31	13	18	*	29	2	*	31	12	20	9	13	9	19	10	2
		6%	5%	8%	*	8%	6%	*	8%	5%	7%	9%	4%	23%	6%	7%	3%
2	(2)	21	13	9	1	20	*	3	19	9	13	2	17	2	5	13	4
		4%	4%	4%	1%	6%	1%	2%	5%	4%	5%	2%	5%	4%	2%	9%	6%
3	(3)	36	19	17	7	25	3	10	26	15	21	12	20	4	27	6	2
		7%	7%	7%	7%	7%	9%	8%	7%	6%	8%	12%	5%	9%	9%	4%	4%
4	(4)	30	19	10	4	21	5	6	24	14	16	3	25	2	14	11	5
		6%	7%	5%	4%	6%	14%	5%	6%	6%	6%	3%	7%	4%	5%	7%	8%
5 - Neutral	(5)	100	48	52	23	74	4	23	77	52	48	23	74	4	57	33	10
		20%	17%	23%	22%	20%	10%	18%	20%	21%	18%	22%	20%	10%	19%	22%	16%
6	(6)	61	37	24	26	34	2	27	34	41	20	19	41	2	40	13	8
		12%	13%	11%	24%	9%	5%	21%	9%	17%	8%	18%	11%	4%	14%	9%	12%
7	(7)	57	34	23	14	37	6	17	40	28	29	12	40	6	33	17	7
		11%	12%	10%	13%	10%	18%	13%	11%	12%	11%	12%	11%	15%	11%	12%	10%
8	(8)	49	33	16	14	34	1	14	35	26	23	4	40	5	38	10	2
		10%	12%	7%	14%	9%	3%	11%	9%	11%	9%	4%	11%	12%	13%	7%	2%
9	(9)	9	7	2	3	5	1	4	5	5	4	2	7	-	8	2	-
		2%	3%	1%	3%	2%	2%	3%	1%	2%	2%	2%	2%	-	3%	1%	-
10 - Very pro-business	(10)	22	15	6	9	11	1	8	14	9	13	3	17	1	18	4	-
		4%	5%	3%	8%	3%	4%	6%	4%	4%	5%	3%	5%	3%	6%	3%	-
Don't know		69	31	38	3	56	9	12	57	29	40	11	53	6	28	18	23
		14%	11%	17%	3%	15%	26%	10%	15%	12%	15%	11%	14%	14%	10%	12%	35%

## Topical Q1 2016

**Q1\_1. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sadiq Khan, Labour Party

Base: All respondents

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI			
	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	Remain	Leave	Don't know
Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>NETS</b>																
Net: anti-business (0-4)	139	76	63	13	114	12	21	118	53	85	28	95	16	72	51	16
	27%	27%	28%	13%	31%	33%	17%	31%	22%	33%	27%	26%	41%	25%	34%	25%
Net: pro-business (6-10)	198	127	71	66	121	11	69	129	109	89	40	144	14	136	46	16
	39%	45%	32%	63%	33%	31%	55%	34%	45%	34%	40%	39%	35%	46%	31%	24%
Mean score	5.2	5.4	4.8	6.2	4.8	5.1	6.0	4.9	5.5	4.9	5.0	5.3	4.5	5.5	4.6	4.6
Standard deviation	2.53	2.56	2.45	1.99	2.60	2.47	2.12	2.60	2.25	2.74	2.33	2.54	2.88	2.50	2.57	2.15
Standard error	.12	.16	.19	.18	.15	.49	.18	.15	.15	.19	.24	.14	.54	.15	.23	.34

## Topical Q1 2016

**Q1\_2. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Zac Goldsmith, Conservative Party

Base: All respondents

		BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES		
		Total	0	1-9	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
Unweighted Total		506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total		506	131	322	53	18	70	105	67	58	120	30	38	55	451
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	5	1	3	1	-	*	2	-	-	3	-	1	*	5
		1%	1%	1%	1%	-	*	1%	-	-	2%	-	2%	*	1%
1	(1)	1	-	1	-	-	-	-	-	1	-	-	-	-	1
		*	-	*	-	-	-	-	-	1%	-	-	-	-	*
2	(2)	6	-	6	-	-	-	2	-	1	3	-	-	-	6
		1%	-	2%	-	-	-	2%	-	1%	2%	-	-	-	1%
3	(3)	10	3	6	1	-	2	3	2	*	3	-	-	-	10
		2%	2%	2%	1%	-	2%	2%	3%	1%	2%	-	-	-	2%
4	(4)	30	2	27	1	-	9	2	2	5	5	7	-	5	25
		6%	1%	8%	3%	-	12%	2%	3%	8%	4%	24%	-	9%	5%
5 - Neutral	(5)	65	17	41	7	-	19	17	3	8	11	2	5	12	53
		13%	13%	13%	13%	-	27%	16%	4%	14%	10%	6%	12%	21%	12%
6	(6)	59	15	40	5	8	6	21	2	9	10	2	1	11	48
		12%	11%	12%	9%	44%	8%	20%	3%	16%	8%	8%	2%	21%	11%
7	(7)	76	13	56	6	3	11	20	10	6	18	2	6	12	64
		15%	10%	17%	12%	18%	15%	19%	14%	11%	15%	6%	15%	21%	14%
8	(8)	82	16	57	9	4	13	17	9	14	15	6	4	7	74
		16%	12%	18%	16%	22%	18%	16%	14%	24%	13%	19%	11%	13%	16%
9	(9)	41	15	19	8	-	4	7	10	4	12	1	4	*	41
		8%	11%	6%	15%	-	6%	6%	15%	6%	10%	2%	12%	1%	9%



## Topical Q1 2016

**Q1\_2. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Zac Goldsmith, Conservative Party

Base: All respondents

	BUSINESS SIZE				INDUSTRY								MANUFACTURING/SERVICES	
	Total	0	1-9	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
Unweighted Total	506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total	506	131	322	53	18	70	105	67	58	120	30	38	55	451
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	71	22	41	8	2	6	7	19	8	24	3	3	4	67
	14%	17%	13%	15%	8%	8%	7%	28%	13%	20%	9%	8%	7%	15%
Don't know	62	29	25	8	1	2	8	10	2	17	8	14	4	58
	12%	22%	8%	15%	8%	3%	7%	14%	4%	14%	26%	37%	6%	13%
<b>NETS</b>														
Net: anti-business (0-4)	51	5	43	3	-	11	9	5	7	13	7	1	5	45
	10%	4%	13%	6%	-	15%	8%	7%	11%	11%	24%	2%	10%	10%
Net: pro-business (6-10)	329	81	213	35	17	38	72	50	41	79	13	19	35	294
	65%	62%	66%	67%	92%	55%	68%	75%	71%	66%	44%	49%	63%	65%
Mean score	7.0	7.4	6.8	7.4	7.0	6.4	6.6	8.1	6.9	7.2	6.4	7.4	6.4	7.1
Standard deviation	2.14	2.06	2.14	2.14	1.28	1.94	1.97	1.98	2.07	2.43	2.16	2.05	1.65	2.18
Standard error	.10	.26	.14	.19	.43	.26	.16	.34	.22	.34	.51	.34	.26	.11

## Topical Q1 2016

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### Zac Goldsmith, Conservative Party

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	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI		
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Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	5	4	1	1	4	-	1	4	1	4	-	2	1	3	
		1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	4%	
1	(1)	1	1	-	1	-	-	1	-	-	1	-	-	-	1	
		*	*	-	1%	-	-	1%	-	-	*	-	-	-	1%	
2	(2)	6	6	-	-	6	-	6	3	3	-	6	-	1	4	1
		1%	2%	-	-	2%	-	1%	1%	1%	-	2%	-	*	3%	1%
3	(3)	10	4	5	1	7	2	8	2	8	4	4	2	8	*	2
		2%	2%	2%	1%	2%	5%	2%	2%	1%	3%	4%	4%	3%	*	3%
4	(4)	30	19	11	13	15	2	20	10	22	8	14	4	13	11	6
		6%	7%	5%	12%	4%	5%	16%	3%	9%	3%	11%	11%	5%	7%	9%
5 - Neutral	(5)	65	39	26	20	44	1	47	32	33	15	46	4	41	14	9
		13%	14%	12%	19%	12%	1%	14%	12%	13%	13%	15%	13%	10%	14%	14%
6	(6)	59	32	28	15	42	2	36	34	25	20	34	5	38	18	3
		12%	11%	12%	15%	12%	5%	18%	10%	14%	10%	20%	9%	13%	12%	4%
7	(7)	76	45	30	13	54	9	61	41	35	12	57	6	46	22	7
		15%	16%	14%	13%	15%	24%	12%	16%	17%	13%	12%	16%	16%	15%	11%
8	(8)	82	45	37	17	59	5	65	40	42	14	62	6	51	25	5
		16%	16%	17%	17%	16%	13%	13%	17%	16%	16%	13%	17%	15%	18%	7%
9	(9)	41	16	25	7	32	2	33	18	23	9	31	2	22	14	5
		8%	6%	11%	7%	9%	6%	9%	7%	9%	9%	8%	4%	7%	10%	8%
10 - Very pro-business	(10)	71	44	27	7	58	6	62	21	49	6	60	4	42	22	7
		14%	16%	12%	7%	16%	16%	7%	16%	9%	19%	6%	16%	14%	15%	10%
Don't know		62	29	32	9	43	9	49	30	32	9	46	7	29	15	18
		12%	10%	14%	9%	12%	25%	10%	13%	12%	9%	13%	17%	10%	10%	28%

## Topical Q1 2016

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### Zac Goldsmith, Conservative Party

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	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI			
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Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>NETS</b>																
Net: anti-business (0-4)	51	33	18	16	32	3	24	27	28	23	16	29	6	23	16	11
	10%	12%	8%	15%	9%	10%	19%	7%	11%	9%	16%	8%	16%	8%	11%	18%
Net: pro-business (6-10)	329	182	147	60	246	23	71	258	154	175	61	245	23	199	103	27
	65%	64%	66%	57%	67%	64%	57%	68%	63%	67%	60%	67%	58%	68%	69%	41%
Mean score	7.0	6.9	7.1	6.4	7.1	7.4	6.3	7.2	6.7	7.2	6.4	7.2	6.7	7.0	7.1	6.3
Standard deviation	2.14	2.24	2.00	1.97	2.17	2.04	2.01	2.14	1.95	2.29	1.96	2.17	2.06	2.00	2.13	2.75
Standard error	.10	.14	.15	.18	.12	.40	.17	.12	.13	.16	.20	.12	.39	.12	.19	.42

## Topical Q1 2016

**Q1\_3. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Caroline Pidgeon, Liberal Democrat Party

Base: All respondents

		BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES		
		Total	0	1-9	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
Unweighted Total		506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total		506	131	322	53	18	70	105	67	58	120	30	38	55	451
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	10	5	4	1	-	-	1	-	1	8	*	-	-	10
		2%	4%	1%	2%	-	-	1%	-	1%	7%	1%	-	-	2%
1	(1)	25	5	19	2	-	7	4	7	1	3	2	1	-	25
		5%	4%	6%	3%	-	10%	4%	10%	3%	2%	6%	3%	-	6%
2	(2)	15	4	8	3	1	2	6	-	2	3	-	1	1	14
		3%	3%	2%	5%	4%	3%	6%	-	3%	3%	-	2%	2%	3%
3	(3)	36	2	29	5	1	10	8	2	4	10	*	-	4	32
		7%	2%	9%	9%	5%	14%	7%	3%	7%	9%	1%	-	6%	7%
4	(4)	29	8	18	3	-	2	5	7	7	3	2	3	-	29
		6%	6%	6%	5%	-	2%	5%	10%	12%	3%	6%	8%	-	6%
5 - Neutral	(5)	109	31	66	13	1	8	20	17	18	30	8	7	8	102
		22%	23%	20%	25%	4%	11%	19%	25%	31%	25%	28%	18%	14%	23%
6	(6)	52	11	38	3	3	9	14	2	5	13	4	2	9	43
		10%	8%	12%	6%	18%	14%	13%	3%	8%	11%	13%	5%	17%	9%
7	(7)	68	9	54	5	4	16	20	8	7	6	5	3	18	50
		14%	7%	17%	10%	21%	23%	19%	11%	12%	5%	18%	8%	33%	11%
8	(8)	28	4	21	3	1	6	9	2	6	4	-	*	6	21
		5%	3%	6%	6%	5%	8%	9%	3%	10%	3%	-	1%	12%	5%
9	(9)	3	-	2	1	-	-	1	-	1	-	*	*	-	3
		1%	-	*	2%	-	-	1%	-	1%	-	1%	1%	-	1%

## Topical Q1 2016

**Q1\_3. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Caroline Pidgeon, Liberal Democrat Party

Base: All respondents

	BUSINESS SIZE				INDUSTRY								MANUFACTURING/SERVICES	
	Total	0	1-9	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
Unweighted Total	506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total	506	131	322	53	18	70	105	67	58	120	30	38	55	451
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	6	-	5	1	-	1	5	-	*	-	-	-	1	5
	1%	-	1%	2%	-	1%	5%	-	1%	-	-	-	1%	1%
Don't know	126	53	60	13	8	9	12	22	6	41	8	21	8	117
	25%	40%	19%	24%	43%	13%	11%	33%	10%	34%	26%	54%	15%	26%
<b>NETS</b>														
Net: anti-business (0-4)	115	24	77	13	2	21	24	16	15	27	4	5	5	110
	23%	19%	24%	24%	10%	30%	23%	24%	26%	23%	14%	14%	8%	24%
Net: pro-business (6-10)	157	24	119	14	8	32	49	12	19	22	9	6	35	122
	31%	18%	37%	26%	43%	46%	47%	18%	32%	18%	32%	15%	63%	27%
Mean score	5.0	4.6	5.2	5.0	5.9	5.1	5.5	4.7	5.2	4.4	5.2	5.0	6.2	4.9
Standard deviation	2.13	2.05	2.13	2.29	1.76	2.29	2.29	1.98	1.90	2.11	1.82	1.78	1.53	2.15
Standard error	.11	.28	.14	.21	.67	.32	.19	.40	.21	.33	.43	.35	.24	.11

## Topical Q1 2016

**Q1\_3. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Caroline Pidgeon, Liberal Democrat Party

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI			
		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	Remain	Leave	Don't know	
Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59	
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	10	6	4	*	10	-	2	9	4	6	4	6	-	3	7	-
		2%	2%	2%	*	3%	-	1%	2%	2%	2%	4%	2%	-	1%	5%	-
1	(1)	25	12	14	1	23	2	1	25	10	16	5	18	2	11	9	5
		5%	4%	6%	1%	6%	5%	*	6%	4%	6%	5%	5%	5%	4%	6%	7%
2	(2)	15	12	3	4	11	-	3	12	5	10	3	11	1	9	3	3
		3%	4%	1%	3%	3%	-	2%	3%	2%	4%	3%	3%	2%	3%	2%	5%
3	(3)	36	22	14	4	27	5	7	29	13	22	8	23	5	20	14	2
		7%	8%	6%	4%	7%	13%	5%	8%	5%	8%	7%	6%	13%	7%	10%	3%
4	(4)	29	17	12	7	20	2	10	18	17	12	6	21	2	16	11	2
		6%	6%	5%	6%	6%	5%	8%	5%	7%	5%	6%	6%	4%	6%	7%	3%
5 - Neutral	(5)	109	60	49	20	83	7	23	86	50	59	12	92	6	66	31	12
		22%	21%	22%	19%	23%	20%	19%	23%	20%	23%	11%	25%	15%	22%	21%	19%
6	(6)	52	28	24	18	32	3	22	30	28	23	18	32	2	36	13	2
		10%	10%	11%	17%	9%	8%	18%	8%	12%	9%	18%	9%	4%	12%	9%	4%
7	(7)	68	36	33	25	39	4	27	42	42	26	19	46	4	41	23	5
		14%	13%	15%	24%	11%	11%	21%	11%	17%	10%	19%	13%	9%	14%	15%	7%
8	(8)	28	16	12	11	17	-	11	16	18	10	6	18	3	19	6	3
		5%	6%	5%	10%	5%	-	9%	4%	7%	4%	6%	5%	8%	6%	4%	5%
9	(9)	3	2	1	1	1	-	2	1	2	*	1	2	-	1	2	-
		1%	1%	*	1%	*	-	2%	*	1%	*	1%	1%	-	*	1%	-
10 - Very pro-business	(10)	6	6	-	4	1	1	4	2	4	2	2	3	-	4	2	-
		1%	2%	-	4%	*	2%	3%	*	2%	1%	2%	1%	-	1%	1%	-
Don't know		126	67	59	11	102	13	14	112	50	76	18	92	16	67	28	31
		25%	24%	26%	10%	28%	37%	11%	29%	20%	29%	18%	25%	40%	23%	19%	47%

## Topical Q1 2016

**Q1\_3. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Caroline Pidgeon, Liberal Democrat Party

Base: All respondents

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI			
	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	Remain	Leave	Don't know
Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>NETS</b>																
Net: anti-business (0-4)	115	68	46	15	91	8	22	93	49	66	26	79	9	58	44	12
	23%	24%	21%	15%	25%	23%	18%	24%	20%	25%	25%	22%	24%	20%	30%	18%
Net: pro-business (6-10)	157	87	69	59	90	7	66	90	95	61	46	102	8	102	44	10
	31%	31%	31%	56%	25%	20%	53%	24%	39%	23%	45%	28%	21%	35%	30%	16%
Mean score	5.0	5.1	5.0	6.0	4.7	4.8	5.9	4.7	5.4	4.7	5.2	5.0	4.9	5.3	4.7	4.6
Standard deviation	2.13	2.20	2.04	1.83	2.14	1.99	1.89	2.14	2.09	2.11	2.35	2.07	2.12	2.00	2.31	2.19
Standard error	.11	.14	.16	.17	.13	.41	.16	.13	.14	.16	.25	.12	.43	.13	.21	.38

## Topical Q1 2016

**Q1\_4. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sian Berry, Green Party

Base: All respondents

		BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES		
		Total	0	1-9	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
Unweighted Total		506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total		506	131	322	53	18	70	105	67	58	120	30	38	55	451
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	26	7	14	5	2	4	3	5	3	8	1	1	2	24
		5%	5%	4%	10%	10%	6%	3%	7%	5%	6%	2%	2%	4%	5%
1	(1)	50	12	35	3	-	6	7	7	5	20	2	4	*	50
		10%	9%	11%	6%	-	8%	6%	11%	8%	17%	6%	10%	1%	11%
2	(2)	34	13	16	5	-	7	6	5	5	4	4	2	-	34
		7%	10%	5%	10%	-	10%	6%	7%	8%	4%	13%	6%	-	7%
3	(3)	48	15	29	4	-	9	14	5	5	10	4	1	3	45
		10%	12%	9%	7%	-	13%	13%	7%	8%	9%	15%	3%	6%	10%
4	(4)	36	8	24	4	1	9	10	5	6	3	-	1	10	26
		7%	6%	7%	7%	4%	13%	10%	7%	11%	3%	-	2%	18%	6%
5 - Neutral	(5)	89	31	49	8	3	9	17	12	9	27	4	7	10	79
		18%	24%	15%	16%	18%	13%	17%	18%	15%	23%	14%	18%	18%	17%
6	(6)	40	-	35	5	-	8	12	5	5	8	2	1	8	33
		8%	-	11%	9%	-	12%	11%	8%	8%	6%	7%	2%	14%	7%
7	(7)	38	4	32	3	4	4	13	2	8	1	5	1	8	31
		8%	3%	10%	5%	21%	5%	13%	3%	14%	1%	18%	3%	14%	7%
8	(8)	21	3	17	1	1	6	5	5	3	-	2	1	5	17
		4%	2%	5%	3%	5%	8%	4%	7%	5%	-	6%	2%	9%	4%
9	(9)	2	-	1	1	-	-	1	-	1	-	-	*	-	2
		*	-	*	2%	-	-	1%	-	3%	-	-	1%	-	1%



## Topical Q1 2016

**Q1\_4. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sian Berry, Green Party

Base: All respondents

	BUSINESS SIZE				INDUSTRY								MANUFACTURING/SERVICES	
	Total	0	1-9	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
Unweighted Total	506	86	267	153	11	58	165	38	96	61	24	53	45	461
Weighted Total	506	131	322	53	18	70	105	67	58	120	30	38	55	451
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	6	1	4	2	-	1	4	-	1	-	-	-	1	5
	1%	1%	1%	3%	-	1%	4%	-	2%	-	-	-	2%	1%
Don't know	115	38	66	12	8	8	12	16	8	39	6	19	8	107
	23%	29%	20%	22%	43%	11%	12%	24%	14%	32%	19%	50%	15%	24%
<b>NETS</b>														
Net: anti-business (0-4)	194	54	118	21	3	35	41	27	23	46	11	9	16	178
	38%	41%	37%	40%	14%	50%	39%	40%	40%	38%	36%	24%	29%	39%
Net: pro-business (6-10)	109	8	89	11	5	19	35	12	18	8	9	3	21	88
	21%	6%	28%	22%	25%	26%	33%	18%	32%	7%	31%	8%	38%	19%
Mean score	4.1	3.5	4.4	4.0	5.1	4.1	4.7	3.8	4.6	3.2	4.5	3.8	5.3	4.0
Standard deviation	2.41	2.10	2.44	2.70	2.69	2.41	2.40	2.43	2.54	2.06	2.38	2.34	2.00	2.42
Standard error	.12	.27	.16	.25	1.02	.33	.20	.44	.28	.32	.53	.44	.32	.13

## Topical Q1 2016

**Q1\_4. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sian Berry, Green Party

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI			
		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	Remain	Leave	Don't know	
Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59	
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	26	16	10	1	24	2	3	23	6	20	3	21	2	11	14	1
		5%	6%	5%	1%	7%	5%	2%	6%	3%	8%	3%	6%	4%	4%	10%	1%
1	(1)	50	24	26	3	43	4	1	50	13	37	6	36	8	27	16	7
		10%	9%	12%	3%	12%	12%	*	13%	5%	14%	6%	10%	20%	9%	11%	11%
2	(2)	34	21	12	7	24	3	7	26	15	19	2	29	3	16	16	1
		7%	7%	6%	6%	7%	7%	6%	7%	6%	7%	2%	8%	7%	6%	11%	2%
3	(3)	48	34	14	11	35	3	11	37	29	19	10	35	3	23	16	9
		10%	12%	6%	10%	10%	8%	9%	10%	12%	7%	10%	10%	7%	8%	11%	14%
4	(4)	36	22	13	12	22	1	14	22	18	18	13	21	2	22	10	4
		7%	8%	6%	12%	6%	2%	11%	6%	7%	7%	13%	6%	4%	7%	7%	6%
5 - Neutral	(5)	89	46	42	15	70	4	15	74	40	49	20	64	5	58	23	7
		18%	16%	19%	14%	19%	12%	12%	19%	16%	19%	20%	18%	12%	20%	16%	11%
6	(6)	40	21	19	18	22	*	19	21	30	10	13	25	2	30	9	1
		8%	7%	9%	17%	6%	1%	15%	6%	12%	4%	13%	7%	6%	10%	6%	1%
7	(7)	38	19	20	12	21	6	21	17	25	13	7	29	2	22	12	4
		8%	7%	9%	11%	6%	16%	17%	5%	10%	5%	7%	8%	4%	7%	8%	6%
8	(8)	21	16	5	8	11	2	8	13	13	9	4	17	-	15	3	4
		4%	6%	2%	8%	3%	5%	7%	3%	5%	3%	4%	5%	-	5%	2%	6%
9	(9)	2	1	1	1	1	-	1	1	2	-	*	1	1	1	2	-
		*	*	*	1%	*	-	1%	*	1%	-	*	*	2%	*	1%	-
10 - Very pro-business	(10)	6	5	1	5	1	-	5	2	4	2	3	3	-	6	1	-
		1%	2%	*	5%	*	-	4%	*	2%	1%	3%	1%	-	2%	*	-
Don't know		115	56	59	12	91	12	20	95	48	67	18	83	13	62	25	27
		23%	20%	26%	11%	25%	34%	16%	25%	20%	25%	18%	23%	34%	21%	17%	42%

## Topical Q1 2016

**Q1\_4. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses.**

### Sian Berry, Green Party

Base: All respondents

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			VI			
	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	Remain	Leave	Don't know
Unweighted Total	506	300	206	125	350	31	164	342	260	246	103	369	34	304	143	59
Weighted Total	506	283	223	105	365	36	125	381	244	262	102	365	39	293	148	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>NETS</b>																
Net: anti-business (0-4)	194	118	76	33	148	12	36	158	81	112	35	143	16	99	73	22
	38%	42%	34%	32%	41%	33%	28%	42%	33%	43%	34%	39%	42%	34%	49%	33%
Net: pro-business (6-10)	109	63	46	45	56	8	55	54	74	34	29	75	5	73	27	9
	21%	22%	21%	43%	15%	21%	44%	14%	30%	13%	28%	21%	12%	25%	18%	14%
Mean score	4.1	4.1	4.1	5.3	3.7	4.0	5.4	3.7	4.7	3.5	4.8	4.0	3.2	4.4	3.6	4.1
Standard deviation	2.41	2.46	2.34	2.25	2.31	2.67	2.21	2.32	2.26	2.42	2.25	2.42	2.38	2.38	2.41	2.33
Standard error	.12	.16	.18	.21	.14	.54	.19	.14	.15	.18	.24	.14	.49	.15	.22	.39