

LCCI – QES Q4 2015

METHODOLOGY NOTE

ComRes interviewed 511 London business decision makers online between 2nd and 19th November 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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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

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

Topical Q4 2015

Views on current politics Q1_SUM. Please rate each of the following political parties on how you perceive their attitudes toward businesses. SUMMARY TABLE	1
Base: All respondents	
Views on current politics Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses. The Labour Party under Jeremy Corbyn	2
Base: All respondents	
Views on current politics Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses. The Conservative Party under David Cameron	6
Base: All respondents	
Views on current politics Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses. The Liberal Democrat Party under Tim Farron	10
Base: All respondents	
Views on current politics Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses. The Green Party under Natalie Bennet	14
Base: All respondents	
Q2_SUM. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses. SUMMARY TABLE	18
Base: All respondents	
Q2. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses. Sadiq Khan, Labour Party	19
Base: All respondents	
Q2. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses. Zac Goldsmith, Conservative Party	23
Base: All respondents	
Q2. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses. Caroline Pidgeon, Liberal Democrat Party	27
Base: All respondents	
Q2. Please rate each of the following candidates for Mayor of London on how you perceive their attitudes toward businesses. Sian Berry, Green Party	31
Base: All respondents	

Topical Q4 2015

Views on current politics

Q1_SUM. Please rate each of the following political parties 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
The Conservative Party under David Cameron	511 100%	7 1%	6 1%	13 3%	23 4%	11 2%	51 10%	46 9%	67 13%	117 23%	82 16%	78 15%	10 2%	60 12%	390 76%	7.2
The Liberal Democrat Party under Tim Farron	511 100%	18 3%	23 5%	33 6%	33 6%	50 10%	153 30%	54 11%	47 9%	14 3%	2 *	6 1%	77 15%	157 31%	123 24%	4.6
The Labour Party under Jeremy Corbyn	511 100%	114 22%	86 17%	48 9%	49 10%	48 9%	68 13%	32 6%	21 4%	14 3%	4 1%	3 1%	25 5%	345 67%	74 14%	2.8
The Green Party under Natalie Bennet	511 100%	87 17%	50 10%	48 9%	57 11%	48 9%	111 22%	20 4%	18 4%	5 1%	3 1%	1 *	63 12%	290 57%	47 9%	3.1

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Labour Party under Jeremy Corbyn

Base: All respondents

	Total	BUSINESS SIZE			INDUSTRY								
		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	
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85	
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	114	36	67	11	7	16	13	12	15	40	8	4
		22%	18%	26%	21%	36%	22%	12%	17%	26%	33%	28%	11%
1	(1)	86	42	37	7	2	11	18	12	13	22	3	4
		17%	21%	14%	13%	12%	15%	17%	18%	23%	18%	11%	10%
2	(2)	48	20	24	4	2	9	9	7	4	12	1	3
		9%	10%	9%	8%	12%	13%	9%	10%	6%	10%	4%	8%
3	(3)	49	20	23	5	3	5	8	10	3	16	-	3
		10%	10%	9%	10%	18%	7%	8%	15%	5%	13%	-	9%
4	(4)	48	11	31	5	2	5	15	5	7	10	2	2
		9%	6%	12%	10%	12%	7%	14%	8%	12%	8%	6%	6%
5 - Neutral	(5)	68	25	34	9	1	8	23	7	10	7	7	7
		13%	13%	13%	16%	3%	11%	22%	10%	17%	6%	22%	17%
6	(6)	32	12	15	5	1	7	5	4	2	6	4	3
		6%	6%	6%	9%	7%	9%	5%	6%	3%	5%	13%	8%
7	(7)	21	10	8	4	-	4	4	4	1	3	3	3
		4%	5%	3%	7%	-	6%	4%	6%	2%	3%	8%	8%
8	(8)	14	5	9	*	-	2	2	-	-	6	2	3
		3%	3%	3%	1%	-	2%	2%	-	-	5%	8%	8%
9	(9)	4	2	1	1	-	-	2	-	1	-	-	*
		1%	1%	*	1%	-	-	2%	-	1%	-	-	1%

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Labour Party under Jeremy Corbyn

Base: All respondents

	BUSINESS SIZE			INDUSTRY								
	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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	3	-	3	1	-	2	1	-	-	-	-	1
	1%	-	1%	1%	-	2%	1%	-	-	-	-	3%
Don't know	25	12	11	2	-	4	6	7	4	-	-	4
	5%	6%	4%	3%	-	5%	6%	11%	6%	-	-	11%
NETS												
Net: anti-business (0-4)	345	130	182	33	16	46	63	46	41	100	15	17
	67%	66%	69%	63%	90%	65%	60%	67%	71%	83%	48%	45%
Net: pro-business (6-10)	74	29	35	10	1	14	14	8	4	14	9	10
	14%	15%	13%	18%	7%	19%	13%	12%	6%	12%	30%	27%
Mean score	2.8	2.8	2.8	3.1	2.0	3.0	3.3	2.7	2.4	2.2	3.6	4.1
Standard deviation	2.48	2.45	2.50	2.55	1.96	2.65	2.37	2.20	2.27	2.34	2.91	2.80
Standard error	.11	.20	.18	.22	.57	.35	.28	.33	.24	.24	.48	.32

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Labour Party under Jeremy Corbyn

Base: All respondents

	Total	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
		Manufacturing	Services	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	
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18	
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	114	12	103	49	65	18	93	3	23	91	35	79	20	91	3
		22%	28%	22%	19%	26%	34%	21%	12%	28%	21%	18%	25%	21%	23%	18%
1	(1)	86	4	82	43	43	5	77	4	6	80	29	56	15	70	1
		17%	10%	17%	16%	17%	9%	18%	18%	8%	19%	16%	18%	15%	18%	5%
2	(2)	48	4	44	23	25	3	39	5	4	44	16	32	6	40	2
		9%	9%	9%	9%	10%	5%	9%	23%	5%	10%	8%	10%	6%	10%	11%
3	(3)	49	3	46	28	21	5	43	1	6	43	21	28	8	41	-
		10%	8%	10%	11%	8%	9%	10%	4%	7%	10%	11%	9%	8%	10%	-
4	(4)	48	5	43	29	19	7	38	3	10	38	20	28	8	36	5
		9%	13%	9%	11%	8%	13%	9%	12%	12%	9%	10%	9%	8%	9%	28%
5 - Neutral	(5)	68	6	62	41	27	3	59	5	18	49	31	36	15	49	3
		13%	14%	13%	16%	11%	6%	14%	22%	22%	12%	17%	11%	16%	12%	20%
6	(6)	32	5	27	18	14	5	27	-	6	26	10	21	9	21	1
		6%	12%	6%	7%	5%	9%	6%	-	7%	6%	5%	7%	10%	5%	5%
7	(7)	21	1	20	13	8	3	18	-	2	19	9	13	4	15	2
		4%	2%	4%	5%	3%	5%	4%	-	3%	4%	5%	4%	5%	4%	9%
8	(8)	14	2	13	3	12	1	11	2	*	14	6	9	5	10	-
		3%	4%	3%	1%	5%	3%	3%	8%	*	3%	3%	3%	5%	2%	-
9	(9)	4	-	4	1	2	1	3	-	1	3	2	1	1	3	-
		1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	-
10 - Very pro-business	(10)	3	-	3	1	2	-	3	*	1	2	2	1	*	3	*
		1%	-	1%	*	1%	-	1%	1%	1%	*	1%	*	*	1%	2%
Don't know		25	*	24	12	12	3	22	-	5	20	9	16	6	19	*
		5%	1%	5%	5%	5%	6%	5%	-	6%	5%	5%	5%	6%	5%	3%

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Labour Party under Jeremy Corbyn

Base: All respondents

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	345	28	317	173	172	38	290	17	50	295	120	224	56	279	10
	67%	67%	67%	66%	69%	70%	67%	69%	60%	69%	63%	70%	58%	70%	62%
Net: pro-business (6-10)	74	7	67	36	37	9	62	2	10	64	29	45	20	51	3
	14%	17%	14%	14%	15%	18%	14%	9%	12%	15%	15%	14%	21%	13%	16%
Mean score	2.8	2.9	2.8	3.0	2.7	2.6	2.8	3.1	3.0	2.8	3.2	2.6	3.2	2.7	3.6
Standard deviation	2.48	2.48	2.48	2.35	2.61	2.63	2.47	2.39	2.52	2.48	2.54	2.43	2.66	2.43	2.42
Standard error	.11	.44	.12	.14	.18	.33	.12	.46	.24	.13	.18	.14	.27	.13	.59

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Conservative Party under David Cameron

Base: All respondents

	Total	BUSINESS SIZE			INDUSTRY							
		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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	7	3	3	1	-	2	-	*	2	2	1
		1%	2%	1%	2%	-	2%	-	1%	1%	7%	3%
1	(1)	6	3	2	1	-	-	1	-	1	1	3
		1%	1%	1%	2%	-	-	1%	-	1%	-	8%
2	(2)	13	3	10	1	-	3	6	-	2	-	1
		3%	1%	4%	1%	-	4%	6%	-	3%	-	3%
3	(3)	23	8	13	1	-	5	7	-	2	6	1
		4%	4%	5%	3%	-	8%	7%	-	3%	5%	3%
4	(4)	11	1	7	3	2	-	4	*	1	3	*
		2%	*	3%	5%	12%	-	3%	*	2%	3%	1%
5 - Neutral	(5)	51	20	26	5	2	5	15	2	5	13	3
		10%	10%	10%	10%	12%	7%	15%	3%	9%	10%	11%
6	(6)	46	20	21	5	4	6	15	8	2	7	*
		9%	10%	8%	10%	20%	9%	15%	12%	3%	6%	1%
7	(7)	67	24	36	7	3	16	12	6	9	13	6
		13%	12%	14%	14%	15%	22%	11%	9%	15%	10%	20%
8	(8)	117	50	56	11	3	14	20	21	14	34	5
		23%	26%	21%	21%	14%	20%	19%	31%	24%	28%	16%
9	(9)	82	28	50	4	4	5	12	17	9	22	7
		16%	14%	19%	7%	24%	7%	12%	26%	16%	18%	24%

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Conservative Party under David Cameron

Base: All respondents

	BUSINESS SIZE				INDUSTRY							
	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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	78	33	33	13	1	15	12	10	10	20	4	7
	15%	17%	13%	24%	3%	21%	11%	14%	17%	17%	14%	18%
Don't know	10	4	5	*	-	-	*	3	3	-	-	2
	2%	2%	2%	1%	-	-	*	5%	6%	-	-	6%
NETS												
Net: anti-business (0-4)	60	18	35	7	2	10	18	*	6	12	4	7
	12%	9%	13%	13%	12%	14%	17%	*	10%	10%	14%	18%
Net: pro-business (6-10)	390	154	195	41	14	56	71	63	44	97	23	24
	76%	79%	75%	76%	76%	78%	68%	92%	75%	80%	75%	61%
Mean score	7.2	7.3	7.1	7.2	6.9	7.0	6.6	8.1	7.4	7.5	7.0	6.6
Standard deviation	2.34	2.31	2.34	2.47	1.82	2.49	2.37	1.33	2.29	2.21	2.83	3.01
Standard error	.10	.18	.17	.21	.53	.32	.27	.19	.24	.22	.47	.34

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Conservative Party under David Cameron

Base: All respondents

	Total	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
		Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	7	7	1	6	2	4	1	1	6	4	3	4	2	1
	1%	-	1%	*	2%	3%	1%	4%	2%	1%	2%	1%	4%	1%	6%
1	(1)	6	6	4	2	1	5	1	1	6	1	5	1	5	*
	1%	-	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%
2	(2)	13	13	3	10	1	11	1	2	11	8	4	2	9	1
	3%	-	3%	1%	4%	1%	3%	4%	2%	3%	4%	1%	2%	2%	6%
3	(3)	23	19	14	9	2	21	-	5	18	6	17	4	19	*
	4%	9%	4%	5%	4%	4%	5%	-	6%	4%	3%	5%	4%	5%	2%
4	(4)	11	9	3	7	*	9	1	2	9	4	6	4	4	2
	2%	5%	2%	1%	3%	*	2%	6%	2%	2%	2%	2%	5%	1%	13%
5 - Neutral	(5)	51	46	26	25	7	43	1	9	42	19	33	5	47	-
	10%	14%	10%	10%	10%	13%	10%	6%	11%	10%	10%	10%	5%	12%	-
6	(6)	46	42	33	13	5	38	3	14	32	19	27	13	29	4
	9%	9%	9%	13%	5%	9%	9%	11%	17%	7%	10%	8%	13%	7%	22%
7	(7)	67	60	34	34	7	57	3	10	58	23	44	12	55	*
	13%	17%	13%	13%	13%	13%	13%	12%	12%	13%	12%	14%	12%	14%	3%
8	(8)	117	111	62	55	12	102	4	19	98	44	73	20	94	3
	23%	15%	24%	24%	22%	21%	23%	16%	23%	23%	23%	23%	21%	24%	21%
9	(9)	82	76	38	44	6	71	4	4	77	29	53	11	71	*
	16%	14%	16%	14%	18%	12%	16%	17%	5%	18%	15%	17%	11%	18%	2%
10 - Very pro-business	(10)	78	71	40	38	9	64	5	13	66	27	52	21	54	3
	15%	17%	15%	15%	15%	17%	15%	20%	15%	15%	14%	16%	22%	14%	19%
Don't know	10	-	10	4	5	2	7	-	3	6	5	4	1	8	*
	2%	-	2%	2%	2%	4%	2%	-	4%	1%	3%	1%	1%	2%	3%

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Conservative Party under David Cameron

Base: All respondents

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	60	6	54	25	35	5	50	4	11	49	24	36	15	40	5
	12%	15%	11%	10%	14%	10%	12%	18%	13%	11%	13%	11%	16%	10%	30%
Net: pro-business (6-10)	390	30	360	207	184	39	333	19	59	331	142	249	76	303	11
	76%	72%	77%	79%	74%	73%	77%	76%	72%	77%	75%	77%	78%	76%	67%
Mean score	7.2	7.0	7.2	7.2	7.1	7.1	7.2	7.0	6.8	7.3	7.1	7.3	7.1	7.2	6.2
Standard deviation	2.34	2.22	2.35	2.18	2.50	2.48	2.29	2.87	2.36	2.33	2.42	2.29	2.64	2.22	3.06
Standard error	.10	.39	.11	.13	.17	.31	.11	.55	.22	.12	.17	.13	.26	.11	.74

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Liberal Democrat Party under Tim Farron

Base: All respondents

	Total	BUSINESS SIZE			INDUSTRY								
		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	
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85	
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	18	3	12	3	2	5	-	2	2	6	1	*
		3%	1%	5%	5%	12%	7%	-	3%	3%	5%	4%	1%
1	(1)	23	14	6	3	-	4	6	-	4	8	*	1
		5%	7%	2%	6%	-	5%	6%	-	6%	7%	1%	4%
2	(2)	33	12	19	2	4	5	6	4	5	4	1	4
		6%	6%	7%	3%	24%	7%	5%	6%	8%	3%	4%	10%
3	(3)	33	11	18	5	-	2	8	3	7	8	2	2
		6%	5%	7%	9%	-	3%	8%	5%	11%	7%	7%	4%
4	(4)	50	19	27	5	1	4	12	7	6	17	-	3
		10%	9%	10%	10%	8%	5%	11%	11%	11%	14%	-	8%
5 - Neutral	(5)	153	56	82	15	5	20	37	21	16	33	11	10
		30%	29%	31%	28%	26%	29%	35%	30%	28%	27%	38%	27%
6	(6)	54	19	27	8	3	4	7	9	6	18	2	4
		11%	10%	10%	15%	15%	6%	7%	14%	11%	15%	8%	9%
7	(7)	47	19	23	5	-	6	17	7	2	10	2	3
		9%	10%	9%	10%	-	8%	16%	10%	4%	8%	7%	8%
8	(8)	14	7	6	1	3	2	2	2	2	1	-	2
		3%	4%	2%	2%	15%	2%	2%	3%	4%	1%	-	6%
9	(9)	2	1	-	1	-	-	1	-	*	-	1	-
		*	1%	-	2%	-	-	1%	-	*	-	5%	-

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Liberal Democrat Party under Tim Farron

Base: All respondents

	Total	BUSINESS SIZE			INDUSTRY							
		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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	6	-	5	1	-	2	1	2	-	2	*	-
	1%	-	2%	3%	-	2%	1%	3%	-	1%	1%	-
Don't know	77	37	37	4	-	18	10	11	8	14	8	9
	15%	19%	14%	8%	-	26%	9%	16%	13%	12%	26%	22%
NETS												
Net: anti-business (0-4)	157	58	81	18	8	19	32	17	23	43	5	11
	31%	29%	31%	34%	44%	27%	30%	24%	40%	35%	15%	28%
Net: pro-business (6-10)	123	46	61	16	6	13	27	19	11	31	6	9
	24%	23%	23%	31%	30%	18%	26%	29%	19%	26%	21%	23%
Mean score	4.6	4.6	4.6	4.7	4.2	4.4	4.8	5.0	4.2	4.5	5.0	4.7
Standard deviation	2.03	1.96	2.03	2.29	2.54	2.40	1.80	1.87	1.97	2.05	2.09	1.97
Standard error	.10	.17	.15	.20	.73	.35	.21	.29	.22	.22	.39	.24

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Liberal Democrat Party under Tim Farron

Base: All respondents

	Total	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
		Manufacturing	Services	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	
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18	
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	18	2	16	6	12	3	14	1	4	14	5	13	3	15	-
		3%	5%	3%	2%	5%	6%	3%	4%	4%	3%	3%	4%	3%	4%	-
1	(1)	23	2	22	11	13	2	21	*	5	18	11	13	4	19	*
		5%	4%	5%	4%	5%	3%	5%	1%	7%	4%	6%	4%	4%	5%	2%
2	(2)	33	6	27	13	20	1	31	-	4	28	4	28	5	27	-
		6%	14%	6%	5%	8%	2%	7%	-	5%	7%	2%	9%	6%	7%	-
3	(3)	33	*	33	15	18	*	29	4	5	28	15	18	3	27	3
		6%	1%	7%	6%	7%	1%	7%	15%	6%	6%	8%	5%	3%	7%	16%
4	(4)	50	3	47	26	24	4	43	4	6	44	21	29	7	41	2
		10%	7%	10%	10%	10%	7%	10%	15%	7%	10%	11%	9%	7%	10%	13%
5 - Neutral	(5)	153	14	140	84	70	19	131	4	23	130	63	91	29	117	7
		30%	33%	30%	32%	28%	35%	30%	16%	28%	30%	33%	28%	30%	29%	43%
6	(6)	54	5	49	33	21	8	41	5	10	44	17	36	13	41	*
		11%	11%	10%	13%	8%	15%	9%	21%	12%	10%	9%	11%	13%	10%	2%
7	(7)	47	2	45	23	24	5	39	4	11	36	18	29	12	33	2
		9%	6%	10%	9%	10%	8%	9%	15%	13%	8%	9%	9%	12%	8%	13%
8	(8)	14	4	10	8	6	-	13	*	1	13	5	9	5	9	1
		3%	10%	2%	3%	2%	-	3%	2%	1%	3%	2%	3%	5%	2%	5%
9	(9)	2	-	2	1	2	1	2	-	1	1	1	1	1	1	-
		*	-	*	*	1%	1%	*	-	1%	*	1%	*	1%	*	-
10 - Very pro-business	(10)	6	-	6	1	5	4	2	-	1	5	2	4	2	4	-
		1%	-	1%	*	2%	7%	1%	-	1%	1%	1%	1%	2%	1%	-
Don't know		77	4	74	43	35	8	67	3	13	65	28	49	13	63	1
		15%	8%	16%	16%	14%	15%	15%	12%	15%	15%	15%	15%	14%	16%	6%

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Liberal Democrat Party under Tim Farron

Base: All respondents

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	157	13	144	70	87	10	138	9	24	133	56	101	22	129	5
	31%	32%	31%	27%	35%	19%	32%	35%	29%	31%	30%	31%	23%	33%	31%
Net: pro-business (6-10)	123	11	112	66	58	17	97	9	23	100	43	80	32	88	3
	24%	27%	24%	25%	23%	32%	22%	37%	28%	23%	23%	25%	33%	22%	20%
Mean score	4.6	4.6	4.6	4.7	4.5	5.2	4.5	4.8	4.6	4.6	4.7	4.6	5.0	4.5	4.9
Standard deviation	2.03	2.23	2.02	1.85	2.21	2.36	1.99	1.88	2.15	2.01	1.93	2.09	2.11	2.03	1.50
Standard error	.10	.41	.10	.12	.16	.31	.11	.38	.21	.11	.15	.13	.22	.11	.37

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Green Party under Natalie Bennet

Base: All respondents

	Total	BUSINESS SIZE			INDUSTRY								
		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	
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85	
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	87	28	52	7	2	12	11	12	13	30	4	3
		17%	14%	20%	14%	12%	17%	10%	18%	23%	25%	12%	9%
1	(1)	50	20	26	4	2	7	9	7	9	12	1	4
		10%	10%	10%	8%	12%	10%	8%	10%	16%	10%	2%	10%
2	(2)	48	14	30	5	2	9	8	9	4	10	3	2
		9%	7%	11%	9%	12%	12%	8%	14%	7%	8%	11%	6%
3	(3)	57	25	25	7	3	11	8	7	2	19	3	3
		11%	13%	10%	13%	16%	16%	7%	11%	4%	15%	11%	7%
4	(4)	48	17	27	3	4	2	18	7	4	8	4	1
		9%	9%	10%	6%	24%	2%	17%	10%	6%	6%	12%	4%
5 - Neutral	(5)	111	47	51	14	1	11	29	15	10	27	7	11
		22%	24%	19%	26%	5%	16%	27%	22%	18%	22%	25%	28%
6	(6)	20	7	8	5	4	2	5	-	2	3	*	4
		4%	4%	3%	10%	19%	3%	5%	-	4%	3%	1%	10%
7	(7)	18	8	8	2	-	2	8	2	2	3	*	1
		4%	4%	3%	3%	-	3%	7%	3%	3%	2%	1%	4%
8	(8)	5	2	2	1	-	2	*	*	*	-	1	1
		1%	1%	1%	3%	-	2%	*	1%	*	-	5%	3%
9	(9)	3	2	*	1	-	-	1	-	-	-	1	1
		1%	1%	*	1%	-	-	1%	-	-	-	4%	3%

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Green Party under Natalie Bennet

Base: All respondents

	BUSINESS SIZE			INDUSTRY								
	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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	1	-	1	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	-	-	-	1%	-	-	-
Don't know	63	28	32	4	-	13	10	8	10	10	5	7
	12%	14%	12%	7%	-	18%	9%	12%	17%	8%	18%	18%
NETS												
Net: anti-business (0-4)	290	103	160	27	14	41	54	43	33	79	14	14
	57%	53%	61%	50%	76%	57%	51%	63%	56%	65%	47%	35%
Net: pro-business (6-10)	47	19	20	9	4	6	13	2	5	6	3	7
	9%	9%	8%	17%	19%	9%	13%	3%	9%	5%	11%	19%
Mean score	3.1	3.3	2.9	3.6	3.2	2.8	3.7	2.8	2.7	2.6	3.8	4.0
Standard deviation	2.25	2.22	2.23	2.33	2.00	2.25	2.10	2.06	2.50	2.13	2.42	2.42
Standard error	.11	.19	.17	.21	.58	.31	.25	.32	.28	.22	.43	.29

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Green Party under Natalie Bennet

Base: All respondents

	Total	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
		Manufacturing	Services	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	
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18	
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	87	6	82	47	41	9	73	5	11	76	27	60	13	70	4
		17%	13%	17%	18%	16%	17%	17%	21%	13%	18%	14%	19%	13%	18%	24%
1	(1)	50	4	47	19	31	4	46	1	5	46	19	31	7	42	1
		10%	9%	10%	7%	12%	7%	11%	3%	5%	11%	10%	10%	7%	11%	6%
2	(2)	48	7	41	28	20	8	38	2	8	40	19	28	6	41	1
		9%	17%	9%	11%	8%	14%	9%	10%	9%	9%	10%	9%	6%	10%	4%
3	(3)	57	8	49	24	33	3	52	2	9	48	15	42	18	36	3
		11%	18%	10%	9%	13%	6%	12%	9%	11%	11%	8%	13%	19%	9%	16%
4	(4)	48	4	43	27	20	7	40	*	7	41	21	27	12	34	2
		9%	11%	9%	10%	8%	13%	9%	2%	9%	9%	11%	8%	12%	8%	13%
5 - Neutral	(5)	111	7	105	59	53	14	90	8	19	92	43	68	22	87	2
		22%	16%	22%	22%	21%	25%	21%	32%	23%	22%	23%	21%	23%	22%	13%
6	(6)	20	4	17	13	8	3	15	3	8	13	9	11	3	17	-
		4%	9%	4%	5%	3%	5%	3%	11%	9%	3%	5%	4%	3%	4%	-
7	(7)	18	2	16	9	9	*	18	-	7	11	6	12	3	13	2
		4%	6%	3%	3%	4%	1%	4%	-	8%	3%	3%	4%	3%	3%	11%
8	(8)	5	-	5	2	3	1	4	-	1	4	3	2	1	4	-
		1%	-	1%	1%	1%	2%	1%	-	1%	1%	2%	1%	1%	1%	-
9	(9)	3	-	3	-	3	1	2	-	1	2	*	2	2	1	-
		1%	-	1%	-	1%	1%	*	-	1%	*	*	1%	2%	*	-
10 - Very pro-business	(10)	1	-	1	-	1	-	1	-	-	1	-	1	-	1	-
		*	-	*	-	*	-	*	-	-	*	-	*	-	*	-
Don't know		63	-	63	36	27	5	55	3	8	55	26	37	9	52	2
		12%	-	13%	14%	11%	10%	13%	12%	10%	13%	14%	11%	10%	13%	12%

Topical Q4 2015

Views on current politics

Q1. Please rate each of the following political parties on how you perceive their attitudes toward businesses.

The Green Party under Natalie Bennet

Base: All respondents

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	290	29	261	145	145	30	248	11	39	251	102	188	56	223	11
	57%	69%	56%	55%	58%	56%	57%	45%	47%	59%	54%	59%	58%	56%	64%
Net: pro-business (6-10)	47	6	41	23	24	5	40	3	16	31	19	28	9	36	2
	9%	15%	9%	9%	10%	9%	9%	11%	20%	7%	10%	9%	10%	9%	11%
Mean score	3.1	3.2	3.1	3.1	3.1	3.2	3.1	3.2	3.8	3.0	3.2	3.0	3.4	3.0	2.9
Standard deviation	2.25	2.07	2.27	2.19	2.31	2.26	2.25	2.29	2.31	2.21	2.22	2.26	2.17	2.26	2.45
Standard error	.11	.36	.11	.14	.17	.29	.12	.46	.22	.12	.17	.14	.22	.12	.63

Topical Q4 2015

Q2_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	511 100%	3 1%	14 3%	8 2%	9 2%	14 3%	55 11%	53 10%	80 16%	94 18%	60 12%	59 12%	62 12%	48 9%	346 68%	7.0
Sadiq Khan, Labour Party	511 100%	32 6%	30 6%	40 8%	47 9%	38 7%	102 20%	65 13%	46 9%	19 4%	10 2%	6 1%	75 15%	188 37%	147 29%	4.4
Caroline Pidgeon, Liberal Democrat Party	511 100%	22 4%	24 5%	34 7%	43 8%	38 7%	117 23%	54 10%	28 5%	6 1%	2 *	5 1%	139 27%	161 32%	94 18%	4.3
Sian Berry, Green Party	511 100%	58 11%	53 10%	49 10%	49 10%	47 9%	80 16%	21 4%	14 3%	1 *	2 *	1 *	136 27%	256 50%	39 8%	3.1

Topical Q4 2015

Q2. 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	BUSINESS SIZE			INDUSTRY								
		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	
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85	
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	32	11	18	3	2	3	4	2	5	13	3	1
		6%	5%	7%	6%	12%	4%	4%	3%	9%	11%	8%	3%
1	(1)	30	12	17	1	2	5	6	5	2	10	-	1
		6%	6%	7%	2%	12%	7%	6%	8%	3%	8%	-	3%
2	(2)	40	17	17	6	2	10	9	2	6	7	2	1
		8%	9%	7%	11%	12%	13%	9%	3%	10%	6%	7%	3%
3	(3)	47	13	27	6	1	5	12	5	6	13	1	3
		9%	7%	10%	11%	6%	8%	11%	8%	11%	10%	4%	8%
4	(4)	38	13	19	6	-	5	8	9	2	12	1	1
		7%	7%	7%	10%	-	8%	7%	13%	3%	10%	5%	4%
5 - Neutral	(5)	102	30	62	10	4	10	24	15	15	20	6	7
		20%	16%	24%	19%	24%	15%	22%	23%	26%	17%	20%	18%
6	(6)	65	32	27	6	2	9	10	5	5	20	6	7
		13%	16%	10%	11%	12%	13%	9%	8%	9%	16%	19%	19%
7	(7)	46	17	23	6	1	11	8	4	6	9	2	5
		9%	9%	9%	12%	6%	15%	8%	6%	10%	8%	7%	12%
8	(8)	19	8	7	4	-	2	5	*	1	3	4	3
		4%	4%	3%	8%	-	3%	5%	*	2%	2%	14%	9%
9	(9)	10	3	7	1	-	*	-	2	*	3	4	1
		2%	1%	2%	2%	-	1%	-	3%	*	2%	12%	4%

Topical Q4 2015

Q2. 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							
	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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	6	3	2	1	-	*	2	-	2	*	-	1
	1%	2%	1%	1%	-	1%	2%	-	4%	*	-	3%
Don't know	75	37	35	3	3	9	19	18	7	11	1	6
	15%	19%	13%	6%	16%	13%	18%	26%	12%	9%	5%	16%
NETS												
Net: anti-business (0-4)	188	66	100	22	8	28	38	23	21	55	7	7
	37%	34%	38%	41%	42%	40%	36%	34%	36%	45%	24%	19%
Net: pro-business (6-10)	147	63	65	18	3	23	25	11	15	35	16	18
	29%	32%	25%	35%	18%	32%	24%	17%	26%	29%	52%	46%
Mean score	4.4	4.5	4.3	4.7	3.4	4.4	4.4	4.3	4.4	4.0	5.5	5.5
Standard deviation	2.38	2.43	2.35	2.40	2.41	2.33	2.24	2.04	2.52	2.43	2.62	2.27
Standard error	.11	.21	.18	.21	.76	.32	.27	.34	.28	.26	.44	.27

Topical Q4 2015

Q2. 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	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
		Manufacturing	Services	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	
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18	
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	32	4	29	11	22	7	23	3	9	23	11	21	10	21	1
	6%	9%	6%	4%	9%	13%	5%	12%	11%	5%	6%	7%	11%	5%	8%	
1	(1)	30	2	28	19	12	2	28	-	3	27	11	19	4	26	-
	6%	5%	6%	7%	5%	4%	7%	-	4%	6%	6%	6%	5%	7%	-	
2	(2)	40	6	34	19	21	2	35	3	3	37	17	23	9	29	2
	8%	14%	7%	7%	8%	4%	8%	11%	3%	9%	9%	7%	9%	7%	13%	
3	(3)	47	1	45	17	30	8	38	1	6	40	16	31	5	41	*
	9%	3%	10%	6%	12%	15%	9%	2%	8%	9%	8%	10%	6%	10%	2%	
4	(4)	38	2	36	24	15	4	31	3	13	25	16	22	5	34	-
	7%	5%	8%	9%	6%	8%	7%	13%	16%	6%	9%	7%	5%	8%	-	
5 - Neutral	(5)	102	10	93	52	50	10	85	7	16	87	32	70	13	87	2
	20%	23%	20%	20%	20%	19%	20%	30%	19%	20%	17%	22%	13%	22%	11%	
6	(6)	65	4	61	40	25	5	59	1	10	55	34	31	18	44	3
	13%	9%	13%	15%	10%	9%	14%	5%	12%	13%	18%	10%	19%	11%	15%	
7	(7)	46	9	38	24	22	3	40	3	6	40	18	28	7	35	4
	9%	21%	8%	9%	9%	5%	9%	13%	7%	9%	9%	9%	7%	9%	25%	
8	(8)	19	*	19	11	8	2	16	1	4	15	4	16	6	13	1
	4%	1%	4%	4%	3%	3%	4%	6%	5%	4%	2%	5%	6%	3%	4%	
9	(9)	10	-	10	5	5	2	7	2	*	10	4	6	4	5	1
	2%	-	2%	2%	2%	3%	2%	8%	*	2%	2%	2%	2%	5%	1%	6%
10 - Very pro-business	(10)	6	-	6	3	3	*	6	-	-	6	3	3	1	5	-
	1%	-	1%	1%	1%	*	1%	-	-	1%	2%	1%	1%	1%	-	
Don't know	75	5	70	38	36	9	66	*	14	61	24	51	14	58	2	
	15%	11%	15%	15%	15%	16%	15%	1%	16%	14%	13%	16%	15%	15%	14%	

Topical Q4 2015

Q2. 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

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	188	15	172	88	99	24	154	9	34	154	71	117	33	150	4
	37%	36%	37%	34%	40%	44%	36%	38%	41%	36%	37%	36%	35%	38%	24%
Net: pro-business (6-10)	147	13	134	83	63	11	128	8	20	127	63	84	36	102	9
	29%	31%	29%	32%	25%	21%	30%	31%	24%	30%	33%	26%	37%	26%	51%
Mean score	4.4	4.3	4.4	4.6	4.2	3.9	4.5	4.7	4.2	4.5	4.5	4.4	4.5	4.4	5.2
Standard deviation	2.38	2.41	2.38	2.29	2.47	2.52	2.35	2.59	2.30	2.40	2.36	2.40	2.71	2.28	2.71
Standard error	.11	.44	.12	.14	.18	.33	.12	.51	.22	.13	.18	.15	.28	.12	.68

Topical Q4 2015

Q2. 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

	Total	BUSINESS SIZE			INDUSTRY								
		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	
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85	
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	3	1	2	*	-	-	-	2	-	2	-	-
		1%	1%	1%	1%	-	-	-	3%	-	1%	-	-
1	(1)	14	2	10	1	-	3	3	-	3	3	-	3
		3%	1%	4%	3%	-	4%	3%	-	5%	2%	-	7%
2	(2)	8	2	4	1	-	5	*	-	2	*	-	*
		2%	1%	2%	2%	-	7%	*	-	3%	*	-	1%
3	(3)	9	7	2	1	-	-	4	-	2	3	-	*
		2%	3%	1%	1%	-	-	4%	-	3%	2%	-	1%
4	(4)	14	3	9	2	-	-	5	2	1	5	1	*
		3%	2%	3%	3%	-	-	4%	3%	1%	4%	4%	1%
5 - Neutral	(5)	55	17	32	7	2	7	16	2	7	9	5	7
		11%	8%	12%	13%	12%	10%	15%	3%	12%	8%	15%	18%
6	(6)	53	23	24	6	3	8	11	11	4	8	7	2
		10%	12%	9%	12%	16%	11%	10%	16%	7%	6%	22%	6%
7	(7)	80	27	41	12	3	15	19	6	8	23	3	2
		16%	14%	16%	22%	17%	22%	18%	9%	15%	19%	9%	6%
8	(8)	94	38	49	7	7	10	12	19	8	27	5	8
		18%	19%	19%	14%	36%	14%	12%	28%	13%	22%	15%	20%
9	(9)	60	20	33	7	-	9	10	6	8	18	6	3
		12%	10%	13%	13%	-	13%	10%	10%	14%	15%	18%	8%

Topical Q4 2015

Q2. 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							
	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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	59	25	27	7	1	9	12	6	9	14	2	6
	12%	13%	10%	12%	3%	12%	12%	9%	15%	12%	7%	16%
Don't know	62	31	29	3	3	5	13	14	7	11	2	6
	12%	16%	11%	5%	16%	7%	12%	21%	12%	9%	8%	16%
NETS												
Net: anti-business (0-4)	48	16	27	5	-	8	12	4	7	12	1	4
	9%	8%	10%	10%	-	11%	11%	5%	12%	10%	4%	11%
Net: pro-business (6-10)	346	133	174	39	13	51	65	48	37	88	22	21
	68%	68%	67%	73%	72%	72%	61%	71%	64%	73%	73%	56%
Mean score	7.0	7.2	6.9	6.9	7.1	6.9	6.8	7.3	6.9	7.2	7.1	6.8
Standard deviation	2.26	2.18	2.32	2.24	1.28	2.46	2.22	2.01	2.58	2.23	1.74	2.68
Standard error	.11	.18	.17	.19	.40	.33	.27	.32	.28	.24	.30	.32

Topical Q4 2015

Q2. 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

	Total	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
		Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very anti-business	(0)	3	3	-	3	2	1	-	*	3	2	2	*	3	-
	1%	-	1%	-	1%	4%	*	-	*	1%	1%	1%	*	1%	-
1	(1)	14	14	8	7	2	11	1	2	12	7	7	3	11	*
	3%	-	3%	3%	3%	4%	3%	3%	2%	3%	4%	2%	3%	3%	2%
2	(2)	8	5	3	4	1	7	-	3	5	2	6	3	5	-
	2%	8%	1%	1%	2%	2%	2%	-	4%	1%	1%	2%	3%	1%	-
3	(3)	9	9	4	5	1	9	-	2	7	5	4	1	8	-
	2%	-	2%	2%	2%	1%	2%	-	2%	2%	3%	1%	1%	2%	-
4	(4)	14	14	7	7	3	8	3	1	12	9	4	1	12	1
	3%	-	3%	3%	3%	5%	2%	12%	1%	3%	5%	1%	1%	3%	5%
5 - Neutral	(5)	55	49	28	28	5	46	4	12	43	19	36	9	47	-
	11%	15%	10%	11%	11%	9%	11%	17%	15%	10%	10%	11%	9%	12%	-
6	(6)	53	48	32	21	6	45	2	6	47	25	28	12	39	2
	10%	13%	10%	12%	9%	11%	10%	7%	7%	11%	13%	9%	12%	10%	13%
7	(7)	80	73	38	41	7	66	7	13	66	23	57	13	63	4
	16%	17%	15%	15%	17%	14%	15%	28%	16%	15%	12%	18%	14%	16%	21%
8	(8)	94	84	50	44	12	80	2	20	74	27	67	20	72	1
	18%	23%	18%	19%	18%	21%	18%	10%	25%	17%	14%	21%	21%	18%	9%
9	(9)	60	58	34	26	6	51	3	4	56	32	28	9	48	3
	12%	5%	12%	13%	11%	11%	12%	13%	5%	13%	17%	9%	10%	12%	18%
10 - Very pro-business	(10)	59	54	26	33	4	52	2	9	50	17	42	16	41	2
	12%	13%	11%	10%	13%	8%	12%	9%	11%	12%	9%	13%	17%	10%	10%
Don't know		62	59	32	30	5	57	*	10	52	21	41	9	49	4
	12%	7%	13%	12%	12%	9%	13%	1%	12%	12%	11%	13%	9%	12%	23%

Topical Q4 2015

Q2. 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

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	48	3	45	22	26	9	36	4	9	40	26	22	8	39	1
	9%	8%	10%	9%	10%	16%	8%	15%	11%	9%	14%	7%	9%	10%	6%
Net: pro-business (6-10)	346	30	316	180	165	35	294	16	52	294	124	222	71	263	12
	68%	71%	67%	69%	66%	66%	68%	67%	63%	69%	65%	69%	73%	66%	71%
Mean score	7.0	6.9	7.0	7.0	7.0	6.5	7.1	6.7	6.8	7.1	6.8	7.1	7.2	6.9	7.5
Standard deviation	2.26	2.15	2.27	2.15	2.37	2.64	2.21	2.12	2.29	2.25	2.41	2.15	2.32	2.26	1.93
Standard error	.11	.39	.11	.13	.17	.34	.12	.42	.22	.12	.18	.13	.24	.12	.52

Topical Q4 2015

Q2. 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	BUSINESS SIZE			INDUSTRY								
		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	
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85	
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	22	6	13	3	2	3	2	2	3	9	1	-
		4%	3%	5%	5%	12%	4%	2%	3%	5%	8%	4%	-
1	(1)	24	9	13	2	-	2	6	2	4	7	*	3
		5%	5%	5%	4%	-	3%	5%	3%	7%	6%	1%	8%
2	(2)	34	16	15	3	4	7	5	2	4	7	2	3
		7%	8%	6%	5%	24%	10%	5%	3%	6%	6%	7%	8%
3	(3)	43	11	29	4	*	7	10	5	5	10	3	2
		8%	6%	11%	7%	2%	10%	10%	8%	9%	8%	11%	5%
4	(4)	38	16	18	4	-	5	9	5	6	11	1	2
		7%	8%	7%	7%	-	7%	8%	8%	10%	9%	4%	5%
5 - Neutral	(5)	117	39	62	16	3	15	29	12	14	28	6	10
		23%	20%	24%	30%	16%	21%	27%	18%	24%	23%	21%	26%
6	(6)	54	19	30	5	2	5	8	13	4	18	2	1
		10%	10%	11%	9%	12%	8%	7%	19%	7%	15%	6%	4%
7	(7)	28	11	13	4	3	6	3	3	5	4	2	2
		5%	5%	5%	8%	15%	8%	2%	5%	8%	3%	7%	6%
8	(8)	6	2	2	1	1	-	2	-	-	2	-	1
		1%	1%	1%	3%	3%	-	2%	-	-	2%	-	3%
9	(9)	2	1	-	1	-	-	*	-	-	-	2	-
		*	1%	-	2%	-	-	*	-	-	-	6%	-

Topical Q4 2015

Q2. 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							
	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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	5	1	3	1	-	2	*	2	1	*	-	-
	1%	*	1%	1%	-	2%	*	3%	1%	*	-	-
Don't know	139	64	65	10	3	19	33	22	13	25	10	14
	27%	33%	25%	19%	16%	27%	31%	33%	22%	20%	34%	36%
NETS												
Net: anti-business (0-4)	161	59	87	14	7	24	32	16	22	44	8	10
	32%	30%	33%	27%	38%	34%	30%	23%	37%	36%	26%	25%
Net: pro-business (6-10)	94	34	48	12	6	13	13	18	10	25	6	5
	18%	17%	18%	23%	30%	18%	12%	26%	17%	20%	19%	12%
Mean score	4.3	4.2	4.2	4.7	4.0	4.3	4.3	4.8	4.1	4.0	4.6	4.3
Standard deviation	2.09	2.06	2.08	2.20	2.62	2.19	1.83	2.00	2.14	2.14	2.33	1.94
Standard error	.11	.19	.17	.21	.83	.33	.24	.35	.25	.24	.46	.27

Topical Q4 2015

Q2. 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

	MANUFACTURING/SERVICES			LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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	
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18	
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	22	2	19	7	15	4	17	1	6	16	9	13	4	18	-
		4%	6%	4%	3%	6%	7%	4%	4%	7%	4%	5%	4%	4%	5%	-
1	(1)	24	-	24	12	12	1	23	-	2	22	11	13	3	21	-
		5%	-	5%	5%	5%	2%	5%	-	2%	5%	6%	4%	3%	5%	-
2	(2)	34	5	29	13	21	1	32	1	4	30	12	22	9	25	*
		7%	11%	6%	5%	9%	3%	7%	2%	5%	7%	6%	7%	10%	6%	2%
3	(3)	43	4	40	18	26	4	36	3	5	38	24	20	6	32	5
		8%	8%	9%	7%	10%	7%	8%	13%	6%	9%	13%	6%	6%	8%	29%
4	(4)	38	2	36	21	17	2	31	4	7	31	9	29	6	31	1
		7%	4%	8%	8%	7%	4%	7%	17%	8%	7%	5%	9%	7%	8%	5%
5 - Neutral	(5)	117	11	106	61	56	14	98	5	21	96	50	67	24	90	2
		23%	27%	23%	23%	22%	26%	23%	21%	25%	22%	26%	21%	25%	23%	13%
6	(6)	54	5	49	35	18	7	45	2	6	48	21	33	6	45	2
		10%	11%	10%	13%	7%	12%	10%	9%	7%	11%	11%	10%	6%	11%	13%
7	(7)	28	6	22	15	13	*	25	3	5	23	7	21	6	21	1
		5%	15%	5%	6%	5%	*	6%	13%	6%	5%	3%	7%	6%	5%	5%
8	(8)	6	1	5	1	5	-	6	-	1	5	2	3	2	3	-
		1%	1%	1%	*	2%	-	1%	-	1%	1%	1%	1%	3%	1%	-
9	(9)	2	-	2	1	1	-	2	-	-	2	1	1	*	2	-
		*	-	*	*	*	-	1%	-	-	1%	1%	*	*	*	-
10 - Very pro-business	(10)	5	-	5	1	4	4	1	-	1	4	2	3	2	3	-
		1%	-	1%	*	1%	7%	*	-	1%	1%	1%	1%	2%	1%	-
Don't know		139	7	132	77	61	17	117	5	26	113	42	96	27	106	6
		27%	16%	28%	30%	25%	31%	27%	20%	31%	26%	22%	30%	28%	27%	34%

Topical Q4 2015

Q2. 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

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	161	12	149	71	91	13	140	9	24	137	64	97	29	127	6
	32%	29%	32%	27%	36%	23%	32%	37%	29%	32%	34%	30%	30%	32%	36%
Net: pro-business (6-10)	94	11	83	53	41	11	78	5	12	82	33	61	17	75	3
	18%	27%	18%	20%	16%	20%	18%	22%	15%	19%	17%	19%	17%	19%	18%
Mean score	4.3	4.5	4.2	4.5	4.1	4.7	4.2	4.5	4.2	4.3	4.2	4.3	4.4	4.2	4.3
Standard deviation	2.09	2.08	2.09	1.91	2.24	2.60	2.03	1.80	2.16	2.08	2.10	2.08	2.20	2.08	1.51
Standard error	.11	.40	.11	.13	.17	.37	.12	.38	.23	.12	.17	.14	.25	.12	.45

Topical Q4 2015

Q2. 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	BUSINESS SIZE			INDUSTRY								
		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	
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85	
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	58	19	35	4	2	5	9	9	7	21	2	3
		11%	10%	13%	8%	12%	7%	8%	13%	13%	18%	7%	8%
1	(1)	53	18	30	5	-	10	7	5	8	16	2	4
		10%	9%	12%	9%	-	14%	7%	8%	13%	13%	6%	10%
2	(2)	49	20	24	5	2	9	6	7	5	14	4	2
		10%	10%	9%	10%	12%	13%	6%	10%	8%	11%	13%	5%
3	(3)	49	18	24	7	1	4	13	9	5	11	4	2
		10%	9%	9%	13%	4%	6%	12%	13%	9%	9%	14%	6%
4	(4)	47	15	28	4	3	5	13	6	4	12	2	2
		9%	8%	11%	8%	14%	7%	13%	9%	7%	10%	7%	4%
5 - Neutral	(5)	80	27	41	11	2	10	21	4	11	15	5	10
		16%	14%	16%	21%	12%	15%	20%	6%	19%	13%	18%	27%
6	(6)	21	15	3	3	1	2	3	3	2	6	-	4
		4%	8%	1%	6%	3%	3%	3%	5%	4%	5%	-	9%
7	(7)	14	3	9	2	1	4	2	2	1	3	1	-
		3%	1%	3%	4%	3%	5%	2%	3%	2%	2%	5%	-
8	(8)	1	-	-	1	-	-	1	*	*	-	-	-
		*	-	-	2%	-	-	1%	1%	*	-	-	-
9	(9)	2	1	-	1	-	-	1	-	-	-	1	-
		*	1%	-	2%	-	-	1%	-	-	-	4%	-

Topical Q4 2015

Q2. 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							
	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
Unweighted Total	511	167	205	139	12	60	77	49	93	98	37	85
Weighted Total	511	196	262	53	18	71	106	68	58	121	30	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very pro-business (10)	1	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	-	1%	-	-	-
Don't know	136	60	67	9	7	22	29	22	14	23	8	12
	27%	31%	26%	16%	40%	31%	27%	33%	24%	19%	27%	30%
NETS												
Net: anti-business (0-4)	256	89	141	26	8	33	49	36	29	74	14	13
	50%	45%	54%	48%	42%	46%	46%	53%	50%	61%	47%	33%
Net: pro-business (6-10)	39	20	12	8	1	6	7	6	5	9	3	4
	8%	10%	5%	15%	6%	8%	7%	8%	8%	7%	8%	9%
Mean score	3.1	3.2	2.8	3.7	3.2	3.1	3.5	2.8	3.0	2.6	3.5	3.6
Standard deviation	2.14	2.17	2.05	2.31	2.17	2.12	2.05	2.10	2.33	2.10	2.29	2.07
Standard error	.11	.20	.17	.22	.77	.32	.26	.37	.27	.23	.43	.27

Topical Q4 2015

Q2. 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	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
		Manufacturing	Services	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	
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18	
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very anti-business	(0)	58	4	55	23	35	8	48	2	8	51	18	40	7	49	2
	11%	9%	12%	9%	14%	14%	11%	10%	9%	12%	9%	13%	7%	12%	13%	
1	(1)	53	2	51	29	23	5	47	1	6	47	23	29	8	44	*
	10%	5%	11%	11%	9%	10%	11%	2%	7%	11%	12%	9%	9%	11%	2%	
2	(2)	49	4	45	27	22	2	42	4	8	40	18	31	6	41	2
	10%	10%	9%	10%	9%	4%	10%	18%	10%	9%	9%	10%	6%	10%	13%	
3	(3)	49	2	46	24	25	2	44	2	3	46	18	31	12	33	3
	10%	6%	10%	9%	10%	4%	10%	9%	4%	11%	9%	10%	13%	8%	20%	
4	(4)	47	6	41	23	24	6	40	1	7	41	17	30	14	30	3
	9%	15%	9%	9%	10%	12%	9%	3%	8%	9%	9%	9%	14%	8%	20%	
5 - Neutral	(5)	80	7	73	38	42	9	67	4	17	63	30	50	16	63	1
	16%	17%	15%	14%	17%	16%	16%	17%	20%	15%	16%	15%	16%	16%	5%	
6	(6)	21	1	20	10	11	2	18	2	5	17	11	10	3	19	-
	4%	3%	4%	4%	4%	3%	4%	8%	5%	4%	6%	3%	3%	5%	-	
7	(7)	14	3	11	7	7	4	9	-	6	8	5	9	6	8	-
	3%	6%	2%	3%	3%	8%	2%	-	7%	2%	3%	3%	6%	2%	-	
8	(8)	1	-	1	1	*	1	*	-	1	-	1	*	1	-	-
	*	-	*	*	*	2%	*	-	1%	-	*	*	*	1%	-	-
9	(9)	2	-	2	1	2	1	1	-	1	1	2	1	1	1	-
	*	-	*	*	1%	2%	*	-	1%	*	1%	*	*	1%	*	-
10 - Very pro-business	(10)	1	-	1	1	-	-	1	-	-	1	-	1	-	1	-
	*	-	*	*	-	-	*	-	-	*	-	*	*	-	*	-
Don't know	136	12	124	78	58	13	115	8	22	115	47	89	22	109	5	
	27%	30%	26%	30%	23%	24%	27%	32%	26%	27%	25%	28%	23%	27%	27%	

Topical Q4 2015

Q2. 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

	MANUFACTURING/SERVICES		LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Manufacturing	Services	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
Unweighted Total	511	33	478	290	221	66	418	27	119	392	205	306	103	390	18
Weighted Total	511	42	469	262	249	54	433	24	83	428	190	321	97	398	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: anti-business (0-4)	256	18	237	127	129	24	221	10	32	224	94	162	47	197	11
	50%	44%	51%	48%	52%	44%	51%	43%	38%	52%	49%	50%	49%	50%	68%
Net: pro-business (6-10)	39	4	35	20	20	8	29	2	13	27	19	21	11	28	-
	8%	9%	8%	7%	8%	15%	7%	8%	15%	6%	10%	6%	12%	7%	-
Mean score	3.1	3.5	3.0	3.1	3.0	3.5	3.0	3.1	3.8	2.9	3.2	3.0	3.7	2.9	2.6
Standard deviation	2.14	2.11	2.14	2.11	2.18	2.63	2.07	2.02	2.40	2.06	2.17	2.13	2.16	2.13	1.58
Standard error	.11	.42	.11	.14	.17	.37	.12	.45	.24	.12	.17	.14	.24	.13	.46