

LCCI – QES Q4 2017

Methodology: ComRes interviewed 577 London business decision makers online between the 2nd November and 27th November 2017. Data were weighted to be representative of all London businesses by company size and broad industry sector. ComRes is a member of the British Polling Council and abides by its rules.

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For information about commissioning research please contact andrew.hawkins@comresglobal.com or call +44 (0)20 7871 8660.

REPUTATION | COMMUNICATIONS | PUBLIC POLICY

Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51 / F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

Topical Q4 2017

Q1. The General Data Protection Regulation (GDPR) is intended to strengthen and unify data protection for all individuals within the EU. The regulation becomes enforceable from 25 May 2018, with penalties of up to €20 million for serious breaches of data protection. Which of the following statements best describes how you are preparing for the GDPR? My business...

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l
Unweighted Total	577	410	167	14	83	99	50	93	102	49	87	53	524
Weighted Total	577	517	60	21	80	119	77	66	137	34	43	52	525
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Is not aware of the GDPR	137	128	10	-	23	39	6	11	38	8	14	9	128
	24%	25%	16%	-	29%	33%	7%	16%	28%	23%	32%	17%	24%
		b			f	fg			f	f	fg		
Would like to prepare for the GDPR, but needs to find out more about it	79	66	13	5	9	18	23	9	8	3	4	10	69
	14%	13%	21%	22%	12%	15%	29%	13%	6%	10%	9%	19%	13%
		a				h	deg hij						
Will be preparing for the GDPR, but hasn't yet	55	45	10	3	5	14	6	7	15	4	1	5	50
	10%	9%	17%	13%	6%	11%	8%	10%	11%	12%	3%	10%	10%
		a				j			j	j			
Is planning to prepare for the GDPR	48	40	9	-	3	7	12	8	10	5	3	1	47
	8%	8%	14%	-	4%	6%	16%	13%	7%	16%	6%	2%	9%
		a					de	d		de			
Is already prepared for the GDPR	60	52	7	3	4	13	12	10	11	5	1	3	57
	10%	10%	12%	14%	6%	11%	15%	15%	8%	15%	3%	6%	11%
						j	j	dj		j			
Not applicable - The GDPR is not relevant to my business	198	187	12	11	36	29	18	21	55	8	20	24	174
	34%	36%	19%	51%	44%	24%	23%	33%	40%	24%	47%	46%	33%
		b			efi				efi		efgi		

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

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Significance Level: 95%	Total	0-9	10+										
		a	b	*c	d	e	f	g	h	i	j	k	l
Unweighted Total	577	410	167	14	83	99	50	93	102	49	87	53	524
Weighted Total	577	517	60	21	80	119	77	66	137	34	43	52	525
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: Prepared/ plan to prepare	163	137	26	5	12	34	31	25	36	15	5	9	154
	28%	26%	43%	26%	15%	28%	40%	38%	26%	43%	12%	18%	29%
			a			dj	dj	dj	j	dhj			

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

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Base: All respondents

	LOCATION			EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
	Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted Total	577	287	290	84	456	37	147	430	235	342	166	379	32
Weighted Total	577	271	306	54	490	33	87	490	216	361	160	383	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Is not aware of the GDPR	137	65	73	14	116	7	14	124	54	83	39	88	10
	24%	24%	24%	26%	24%	21%	16%	25% f	25%	23%	25%	23%	29%
Would like to prepare for the GDPR, but needs to find out more about it	79	40	38	9	66	4	17	61	34	45	31	45	3
	14%	15%	13%	16%	13%	13%	20% g	13%	16%	12%	19% k	12%	8%
Will be preparing for the GDPR, but hasn't yet	55	24	32	7	43	6	18	37	28	27	17	33	5
	10%	9%	10%	13%	9%	17%	21% g	8%	13% i	8%	11%	9%	14%
Is planning to prepare for the GDPR	48	26	23	7	39	2	11	37	19	29	13	28	6
	8%	9%	7%	13%	8%	7%	13%	8%	9%	8%	8%	7%	19% k
Is already prepared for the GDPR	60	29	31	10	48	2	12	48	18	41	21	37	2
	10%	11%	10%	18% d	10%	5%	13%	10%	8%	11%	13%	10%	5%
Not applicable - The GDPR is not relevant to my business	198	88	110	7	179	12	15	183	62	136	39	151	9
	34%	33%	36%	14%	36% c	37% c	17%	37% f	29%	38% h	24%	39% j	26%
NETS													
Net: Prepared/ plan to prepare	163	78	85	24	129	9	41	122	66	97	51	99	13
	28%	29%	28%	45% d	26%	29%	47% g	25%	31%	27%	32%	26%	37%

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

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Base: All those affected by the introduction of the GDPR

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l
Unweighted Total	396	254	142	8	53	75	40	69	65	39	47	35	361
Weighted Total	379	330	48	10	45	90	59	44	82	26	23	28	351
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Is not aware of the GDPR	137	128	10	-	23	39	6	11	38	8	14	9	128
	36%	39%	20%	-	51%	43%	10%	24%	46%	30%	60%	32%	37%
		b			fgi	fg			fg	f	fgi		
Would like to prepare for the GDPR, but needs to find out more about it	79	66	13	5	9	18	23	9	8	3	4	10	69
	21%	20%	26%	46%	21%	20%	38%	19%	10%	13%	17%	35%	20%
							eghij					l	
Will be preparing for the GDPR, but hasn't yet	55	45	10	3	5	14	6	7	15	4	1	5	50
	15%	14%	21%	26%	11%	15%	11%	15%	19%	16%	6%	18%	14%
									j				
Is planning to prepare for the GDPR	48	40	9	-	3	7	12	8	10	5	3	1	47
	13%	12%	18%	-	6%	8%	21%	19%	12%	21%	11%	4%	13%
							de	de		de			
Is already prepared for the GDPR	60	52	7	3	4	13	12	10	11	5	1	3	57
	16%	16%	15%	28%	10%	15%	20%	23%	13%	20%	6%	11%	16%
							j						
Not applicable - The GDPR is not relevant to my business	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Total	379	330	48	10	45	90	59	44	82	26	23	28	351
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: Prepared/ plan to prepare	163	137	26	5	12	34	31	25	36	15	5	9	154
	43%	41%	54%	54%	27%	37%	52%	56%	44%	57%	23%	33%	44%
			a				dj	dej	j	dej			

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

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Significance Level: 95%		a	b	c	d	*e	f	g	h	i	j	k	*l
Unweighted Total	396	200	196	73	296	27	129	267	176	220	132	240	24
Weighted Total	379	183	196	47	311	21	72	307	153	226	122	232	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Is not aware of the GDPR	137	65	73	14	116	7	14	124	54	83	39	88	10
	36%	35%	37%	30%	37%	34%	19%	40%	35%	37%	32%	38%	39%
Would like to prepare for the GDPR, but needs to find out more about it	79	40	38	9	66	4	17	61	34	45	31	45	3
	21%	22%	20%	18%	21%	20%	24%	20%	22%	20%	26%	19%	10%
Will be preparing for the GDPR, but hasn't yet	55	24	32	7	43	6	18	37	28	27	17	33	5
	15%	13%	16%	15%	14%	27%	25%	12%	18%	12%	14%	14%	19%
Is planning to prepare for the GDPR	48	26	23	7	39	2	11	37	19	29	13	28	6
	13%	14%	11%	16%	12%	11%	15%	12%	13%	13%	11%	12%	25%
Is already prepared for the GDPR	60	29	31	10	48	2	12	48	18	41	21	37	2
	16%	16%	16%	21%	15%	8%	16%	16%	12%	18%	17%	16%	6%
Not applicable - The GDPR is not relevant to my business	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS													
Net: Prepared/ plan to prepare	163	78	85	24	129	9	41	122	66	97	51	99	13
	43%	43%	43%	52%	42%	45%	57%	40%	43%	43%	42%	43%	50%

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