

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

empQ1. Thinking about London's current housing supply and the housing costs for employees at your company/ organisation... How concerned, if at all, are you about the impact of this on your company/organisation's recruitment and retention levels?

Base: B2B Decision Makers in London	576	388	188	4	68	113	161	230
Very concerned	15%	15%	15%	25%	24%	19%	14%	12%
Fairly concerned	23%	21%	27%	25%	31%	24%	26%	17%
Not very concerned	29%	30%	28%	25%	25%	31%	28%	31%
Not at all concerned	28%	31%	22%	-	13%	22%	27%	36%
Concerned	38%	36%	43%	50%	54%	42%	40%	30%
Not concerned	57%	61%	50%	25%	38%	53%	55%	67%
Don't know	5%	4%	7%	25%	7%	4%	6%	3%

empQ2. Imagine house prices and rent in London continue to rise at its present rate over the next ten years...How concerned, if at all, are you about the impact this could have on your company/ organisation's ability to recruit and retain staff in the future?

Base: B2B Decision Makers in London	576	388	188	4	68	113	161	230
Very concerned	23%	21%	26%	50%	32%	24%	24%	18%
Fairly concerned	23%	23%	23%	25%	31%	27%	22%	21%
Not very concerned	26%	26%	27%	-	25%	29%	24%	27%
Not at all concerned	22%	25%	16%	-	6%	12%	25%	30%
Concerned	46%	45%	49%	75%	63%	50%	46%	39%
Not concerned	48%	51%	43%	0%	31%	42%	49%	57%
Don't know	6%	4%	8%	25%	6%	8%	5%	4%

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total	Region mainly work							
Base	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

empQ1. Thinking about London's current housing supply and the housing costs for employees at your company/ organisation... How concerned, if at all, are you about the impact of this on your company/organisation's recruitment and retention levels?

Base: B2B Decision Makers in London	576	-	-	-	576	-	-	-	-
Very concerned	15%	-	-	-	15%	-	-	-	-
Fairly concerned	23%	-	-	-	23%	-	-	-	-
Not very concerned	29%	-	-	-	29%	-	-	-	-
Not at all concerned	28%	-	-	-	28%	-	-	-	-
Concerned	38%	0%	0%	0%	38%	0%	0%	0%	0%
Not concerned	57%	0%	0%	0%	57%	0%	0%	0%	0%
Don't know	5%	-	-	-	5%	-	-	-	-

empQ2. Imagine house prices and rent in London continue to rise at its present rate over the next ten years...How concerned, if at all, are you about the impact this could have on your company/ organisation's ability to recruit and retain staff in the future?

Base: B2B Decision Makers in London	576	-	-	-	576	-	-	-	-
Very concerned	23%	-	-	-	23%	-	-	-	-
Fairly concerned	23%	-	-	-	23%	-	-	-	-
Not very concerned	26%	-	-	-	26%	-	-	-	-
Not at all concerned	22%	-	-	-	22%	-	-	-	-
Concerned	46%	0%	0%	0%	46%	0%	0%	0%	0%
Not concerned	48%	0%	0%	0%	48%	0%	0%	0%	0%
Don't know	6%	-	-	-	6%	-	-	-	-

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total					
Base	Manufacturing	Construction	Retail	Finance and Accounting	Financial services

empQ1. Thinking about London's current housing supply and the housing costs for employees at your company/ organisation... How concerned, if at all, are you about the impact of this on your company/organisation's recruitment and retention levels?

Base: B2B Decision Makers in London	576	16	31	32	76	57
Very concerned	15%	-	23%	9%	13%	11%
Fairly concerned	23%	19%	32%	19%	18%	18%
Not very concerned	29%	44%	23%	41%	36%	42%
Not at all concerned	28%	31%	19%	28%	32%	28%
Concerned	38%	19%	55%	28%	32%	28%
Not concerned	57%	75%	42%	69%	67%	70%
Don't know	5%	6%	3%	3%	1%	2%

empQ2. Imagine house prices and rent in London continue to rise at its present rate over the next ten years...How concerned, if at all, are you about the impact this could have on your company/ organisation's ability to recruit and retain staff in the future?

Base: B2B Decision Makers in London	576	16	31	32	76	57
Very concerned	23%	19%	19%	16%	17%	12%
Fairly concerned	23%	19%	42%	25%	21%	25%
Not very concerned	26%	31%	16%	34%	36%	40%
Not at all concerned	22%	25%	16%	25%	24%	21%
Concerned	46%	38%	61%	41%	38%	37%
Not concerned	48%	56%	32%	59%	59%	61%
Don't know	6%	6%	6%	-	3%	2%

London First London Housing Supply

B2B Sample : 04th - 12th August 2014



Total	Work industry (short list)				
Base	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

empQ1. Thinking about London's current housing supply and the housing costs for employees at your company/ organisation... How concerned, if at all, are you about the impact of this on your company/organisation's recruitment and retention levels?

Base: B2B Decision Makers in London	576	24	19	31	71	108
Very concerned	15%	13%	21%	16%	13%	18%
Fairly concerned	23%	29%	21%	29%	31%	24%
Not very concerned	29%	33%	16%	23%	27%	27%
Not at all concerned	28%	25%	42%	23%	25%	27%
Concerned	38%	42%	42%	45%	44%	42%
Not concerned	57%	58%	58%	45%	52%	54%
Don't know	5%	-	-	10%	4%	5%

empQ2. Imagine house prices and rent in London continue to rise at its present rate over the next ten years...How concerned, if at all, are you about the impact this could have on your company/ organisation's ability to recruit and retain staff in the future?

Base: B2B Decision Makers in London	576	24	19	31	71	108
Very concerned	23%	21%	32%	26%	21%	31%
Fairly concerned	23%	29%	11%	35%	35%	19%
Not very concerned	26%	33%	21%	16%	18%	26%
Not at all concerned	22%	17%	32%	13%	21%	19%
Concerned	46%	50%	42%	61%	56%	49%
Not concerned	48%	50%	53%	29%	39%	44%
Don't know	6%	-	5%	10%	4%	6%

London First London Housing Supply

B2B Sample : 04th - 12th August 2014



Total					
Base	Medical & health services	Education	Transportation & distribution	Real estate	Other

empQ1. Thinking about London's current housing supply and the housing costs for employees at your company/ organisation... How concerned, if at all, are you about the impact of this on your company/organisation's recruitment and retention levels?

Base: B2B Decision Makers in London	576	11	21	14	18	123
Very concerned	15%	9%	14%	21%	11%	19%
Fairly concerned	23%	27%	19%	29%	28%	15%
Not very concerned	29%	45%	24%	21%	33%	27%
Not at all concerned	28%	18%	24%	21%	22%	34%
Concerned	38%	36%	33%	50%	39%	33%
Not concerned	57%	64%	48%	43%	56%	61%
Don't know	5%	-	19%	7%	6%	6%

empQ2. Imagine house prices and rent in London continue to rise at its present rate over the next ten years...How concerned, if at all, are you about the impact this could have on your company/ organisation's ability to recruit and retain staff in the future?

Base: B2B Decision Makers in London	576	11	21	14	18	123
Very concerned	23%	9%	19%	36%	11%	25%
Fairly concerned	23%	36%	10%	21%	28%	15%
Not very concerned	26%	45%	33%	29%	28%	23%
Not at all concerned	22%	9%	19%	7%	33%	30%
Concerned	46%	45%	29%	57%	39%	40%
Not concerned	48%	55%	52%	36%	61%	53%
Don't know	6%	-	19%	7%	-	7%

London First
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B2B Sample : 04th - 12th August 2014



Total	Company annual turnover					
Base	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

empQ1. Thinking about London's current housing supply and the housing costs for employees at your company/ organisation... How concerned, if at all, are you about the impact of this on your company/organisation's recruitment and retention levels?

Base: B2B Decision Makers in London	576	30	252	101	91	42	60
Very concerned	15%	13%	15%	14%	18%	12%	17%
Fairly concerned	23%	27%	15%	34%	26%	29%	23%
Not very concerned	29%	27%	26%	35%	43%	21%	22%
Not at all concerned	28%	27%	38%	18%	13%	14%	32%
Concerned	38%	40%	31%	48%	44%	40%	40%
Not concerned	57%	53%	64%	52%	56%	36%	53%
Don't know	5%	7%	5%	-	-	24%	7%

empQ2. Imagine house prices and rent in London continue to rise at its present rate over the next ten years...How concerned, if at all, are you about the impact this could have on your company/ organisation's ability to recruit and retain staff in the future?

Base: B2B Decision Makers in London	576	30	252	101	91	42	60
Very concerned	23%	30%	19%	25%	22%	26%	28%
Fairly concerned	23%	17%	18%	33%	36%	21%	15%
Not very concerned	26%	33%	23%	28%	33%	24%	23%
Not at all concerned	22%	13%	32%	15%	8%	12%	25%
Concerned	46%	47%	38%	57%	58%	48%	43%
Not concerned	48%	47%	56%	43%	41%	36%	48%
Don't know	6%	7%	7%	-	1%	17%	8%

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

empQ3. How much of a significant or insignificant risk do you think London's housing supply and costs are to the capital's economic growth?

Base: B2B Decision Makers in London

	576	388	188	4	68	113	161	230
A very significant risk	27%	28%	26%	50%	32%	24%	24%	30%
A fairly significant risk	45%	46%	45%	-	41%	50%	46%	45%
A fairly insignificant risk	17%	17%	17%	25%	22%	14%	15%	19%
A very insignificant risk	5%	5%	4%	-	-	3%	8%	5%
Significant	73%	74%	70%	50%	74%	74%	70%	74%
Insignificant	22%	22%	21%	25%	22%	17%	23%	23%
Don't know	5%	4%	9%	25%	4%	9%	7%	2%

empQ4. Which, if any, of the following have your company/ organisation provided your staff with to help with mortgage or rent costs specifically? (Please tick all that apply)

Base: B2B Decision Makers in London

	576	388	188	4	68	113	161	230
Housing allowance	2%	2%	1%	-	1%	3%	2%	0%
Loan	4%	4%	2%	-	15%	2%	2%	2%
Interest-free loan	6%	7%	5%	25%	13%	6%	6%	4%
London salary weighting	9%	8%	10%	25%	13%	9%	11%	5%
Travel card loan	13%	13%	13%	-	16%	18%	17%	8%
Other	2%	2%	2%	-	1%	4%	1%	0%
Don't know	2%	2%	3%	25%	1%	2%	2%	2%
Not applicable – my company/ organisation have not provided any form of assistance with mortgage or rent costs	74%	73%	75%	50%	54%	67%	73%	84%

Cell Contents (Column Percentage)

London First
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B2B Sample : 04th - 12th August 2014



Total	Region mainly work							
Base	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

empQ3. How much of a significant or insignificant risk do you think London's housing supply and costs are to the capital's economic growth?

Base: B2B Decision Makers in London	576	-	-	-	576	-	-	-	-
A very significant risk	27%	-	-	-	27%	-	-	-	-
A fairly significant risk	45%	-	-	-	45%	-	-	-	-
A fairly insignificant risk	17%	-	-	-	17%	-	-	-	-
A very insignificant risk	5%	-	-	-	5%	-	-	-	-
Significant	73%	0%	0%	0%	73%	0%	0%	0%	0%
Insignificant	22%	0%	0%	0%	22%	0%	0%	0%	0%
Don't know	5%	-	-	-	5%	-	-	-	-

empQ4. Which, if any, of the following have your company/ organisation provided your staff with to help with mortgage or rent costs specifically? (Please tick all that apply)

Base: B2B Decision Makers in London	576	-	-	-	576	-	-	-	-
Housing allowance	2%	-	-	-	2%	-	-	-	-
Loan	4%	-	-	-	4%	-	-	-	-
Interest-free loan	6%	-	-	-	6%	-	-	-	-
London salary weighting	9%	-	-	-	9%	-	-	-	-
Travel card loan	13%	-	-	-	13%	-	-	-	-
Other	2%	-	-	-	2%	-	-	-	-
Don't know	2%	-	-	-	2%	-	-	-	-
Not applicable – my company/ organisation have not provided any form of assistance with mortgage or rent costs	74%	-	-	-	74%	-	-	-	-

Cell Contents (C

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total					
Base	Manufacturing	Construction	Retail	Finance and Accounting	Financial services

empQ3. How much of a significant or insignificant risk do you think London's housing supply and costs are to the capital's economic growth?

Base: B2B Decision Makers in London

	576	16	31	32	76	57
A very significant risk	27%	13%	35%	13%	22%	16%
A fairly significant risk	45%	44%	42%	63%	49%	53%
A fairly insignificant risk	17%	38%	6%	9%	21%	25%
A very insignificant risk	5%	-	3%	6%	5%	5%
Significant	73%	56%	77%	75%	71%	68%
Insignificant	22%	38%	10%	16%	26%	30%
Don't know	5%	6%	13%	9%	3%	2%

empQ4. Which, if any, of the following have your company/ organisation provided your staff with to help with mortgage or rent costs specifically? (Please tick all that apply)

Base: B2B Decision Makers in London

	576	16	31	32	76	57
Housing allowance	2%	-	6%	3%	1%	2%
Loan	4%	6%	3%	6%	7%	7%
Interest-free loan	6%	13%	19%	3%	9%	5%
London salary weighting	9%	6%	10%	16%	8%	9%
Travel card loan	13%	6%	16%	13%	16%	18%
Other	2%	-	3%	-	-	-
Don't know	2%	6%	-	-	1%	2%
Not applicable – my company/ organisation have not provided any form of assistance with mortgage or rent costs	74%	75%	65%	69%	71%	72%

Cell Contents (C

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total	Work industry (short list)				
Base	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

empQ3. How much of a significant or insignificant risk do you think London's housing supply and costs are to the capital's economic growth?

Base: B2B Decision Makers in London

	576	24	19	31	71	108
A very significant risk	27%	21%	42%	26%	30%	36%
A fairly significant risk	45%	50%	37%	52%	46%	41%
A fairly insignificant risk	17%	29%	11%	13%	15%	17%
A very insignificant risk	5%	-	5%	6%	7%	2%
Significant	73%	71%	79%	77%	76%	77%
Insignificant	22%	29%	16%	19%	23%	19%
Don't know	5%	-	5%	3%	1%	5%

empQ4. Which, if any, of the following have your company/ organisation provided your staff with to help with mortgage or rent costs specifically? (Please tick all that apply)

Base: B2B Decision Makers in London

	576	24	19	31	71	108
Housing allowance	2%	-	-	-	1%	2%
Loan	4%	-	5%	-	7%	4%
Interest-free loan	6%	4%	21%	3%	11%	4%
London salary weighting	9%	8%	5%	13%	10%	5%
Travel card loan	13%	13%	11%	32%	11%	16%
Other	2%	4%	-	-	4%	1%
Don't know	2%	-	-	3%	1%	4%
Not applicable – my company/ organisation have not provided any form of assistance with mortgage or rent costs	74%	75%	68%	58%	68%	72%

Cell Contents (C

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total					
Base	Medical & health services	Education	Transportation & distribution	Real estate	Other

empQ3. How much of a significant or insignificant risk do you think London's housing supply and costs are to the capital's economic growth?

Base: B2B Decision Makers in London	576	11	21	14	18	123
A very significant risk	27%	27%	24%	21%	11%	31%
A fairly significant risk	45%	55%	29%	64%	50%	41%
A fairly insignificant risk	17%	18%	19%	7%	33%	15%
A very insignificant risk	5%	-	10%	7%	6%	6%
Significant	73%	82%	52%	86%	61%	72%
Insignificant	22%	18%	29%	14%	39%	21%
Don't know	5%	-	19%	-	-	7%

empQ4. Which, if any, of the following have your company/ organisation provided your staff with to help with mortgage or rent costs specifically? (Please tick all that apply)

Base: B2B Decision Makers in London	576	11	21	14	18	123
Housing allowance	2%	-	-	7%	-	1%
Loan	4%	9%	-	7%	-	1%
Interest-free loan	6%	-	5%	7%	6%	2%
London salary weighting	9%	9%	19%	14%	6%	7%
Travel card loan	13%	-	14%	14%	11%	8%
Other	2%	9%	5%	7%	-	-
Don't know	2%	-	-	-	6%	2%
Not applicable – my company/ organisation have not provided any form of assistance with mortgage or rent costs	74%	73%	81%	64%	78%	88%

Cell Contents (C

London First
London Housing Supply
B2B Sample : 04th - 12th August 2014



Total	Company annual turnover					
Base	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

empQ3. How much of a significant or insignificant risk do you think London's housing supply and costs are to the capital's economic growth?

Base: B2B Decision Makers in London

	576	30	252	101	91	42	60
A very significant risk	27%	33%	31%	17%	20%	29%	37%
A fairly significant risk	45%	40%	46%	51%	53%	33%	33%
A fairly insignificant risk	17%	13%	15%	20%	22%	12%	20%
A very insignificant risk	5%	-	3%	10%	5%	5%	3%
Significant	73%	73%	77%	68%	73%	62%	70%
Insignificant	22%	13%	18%	30%	27%	17%	23%
Don't know	5%	13%	4%	2%	-	21%	7%

empQ4. Which, if any, of the following have your company/ organisation provided your staff with to help with mortgage or rent costs specifically? (Please tick all that apply)

Base: B2B Decision Makers in London

	576	30	252	101	91	42	60
Housing allowance	2%	-	1%	3%	2%	2%	-
Loan	4%	-	2%	9%	7%	-	-
Interest-free loan	6%	-	7%	4%	9%	7%	5%
London salary weighting	9%	3%	6%	8%	18%	12%	7%
Travel card loan	13%	-	6%	19%	34%	14%	12%
Other	2%	-	0%	4%	2%	2%	2%
Don't know	2%	-	0%	2%	3%	7%	3%
Not applicable – my company/ organisation have not provided any form of assistance with mortgage or rent costs	74%	97%	86%	61%	44%	71%	82%

Cell Contents (C