

LONDON BUSINESS SURVEY 2014

METHODOLOGY REPORT

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Introduction

The Greater London Authority (GLA) has commissioned the Office for National Statistics (ONS) to design and run the London Business Survey (LBS) 2014 on behalf of the Mayor of London, the GLA, the London Enterprise Panel (LEP) and London & Partners. The survey took place in March-April 2014 (pilot stage) and in May-July 2014 (main stage). The GLA is publishing the Main Findings of the survey. This Methodology Report describes how the survey was carried out by ONS and what choices were made as part of the process.

When the GLA approached ONS to run the survey, it had three key requirements:

1. That the survey should be representative of London, specifically of private sector businesses in the main sectors of London's economy.
2. That the survey should cover the topics of interest to those commissioning the survey, including how London is rated as a business location, ease of access to finance for Small- and Medium-sized Enterprises (SMEs), employment, skills and training, the economic outlook, international trade and innovation.
3. That it should be possible to analyse the results by enterprise size (comparing SMEs with large firms) and by industry sector.

The first key requirement of the LBS 2014 was that it should be representative of private sector businesses including not-for-profit organisations in London. To achieve this, the GLA asked the ONS to select a sample using the Inter-Departmental Business Register (IDBR), the sampling frame which is used for most official business surveys¹. The IDBR is invaluable as a sampling frame for business surveys as it is the only comprehensive list of registered businesses and covers almost all of the UK's economic activity. Its main disadvantage for sampling purposes is that it does not include some very small unregistered businesses and self-employed people.

ONS designed the survey so that the sample could be weighted up to the population in the sectors covered by the survey, thereby producing representative results for London businesses. Although this was possible to achieve using the IDBR as a sampling frame, the requirement to produce results for a specific geographical location within the UK implied the need for a new, experimental survey design (see below: **Survey design**).

The second key requirement represented a challenge for ONS because the topics of interest imply a combination of question styles: on the one hand, there is a need for questions which ask businesses to report numbers, such as how many employees they have in particular locations, or what was the value of their sales in the past 12 months; these questions produce results in the form of 'numeric' variables. On the other hand there is a need for yes/no and multiple choice questions which describe the nature of the business, decisions taken, choices and attitudes; these produce results in the form of 'categorical' variables.

The requirement to include questions producing categorical variables (and proportions based on them) as well as numeric variables, together with the lack of any similar survey which might have informed the design of the LBS 2014, meant that ONS had to come up with a new

¹ The IDBR is a statistical register based on administrative sources and surveys which contains information on businesses in all parts of the economy. An organisation will be on the IDBR if it is registered for Value Added Tax (VAT), and/or pays employees through a Pay As You Earn (PAYE) scheme and/or is an incorporated business registered at Companies House. Some very small businesses, self-employed people and non-profit-making organisations are not on the IDBR as they are not registered in any of these ways.

design for the survey and that the precision of the estimates could not be predicted. On a more positive note, if the survey is run again in future the design (and therefore the precision of the estimates) could be improved by analysing the outcome of the 2014 survey.

The third key requirement was that it should be possible to analyse the results of the survey by size of enterprise and industry sector. The LBS enterprise size bands are:

- Micro enterprises: 0 to 9 employees
- Other SMEs: 10 to 249 employees
- Large enterprises: 250+ employees

It was agreed that enterprise size should be defined at the level of the UK business as a whole. For example, a store in London belonging to a supermarket chain which employs thousands of people across the UK was considered to be part of a 'large enterprise' even if that particular store employed fewer than 250 people.

The LBS 2014 covers the industry sectors shown in Table 1. These were created for the survey by ONS using the UK Standard Industrial Classification 2007 (SIC07). The SIC07 sections and divisions were re-grouped to reflect the nature of London's business economy.

Table 1: The LBS industry sectors

	LBS industry sector name	SIC07 section/division
1	Manufacturing	Section C
2	Construction	Section F
3	Wholesale (including motor trades)	Section G: divisions 45 and 46
4	Retail (excluding motor trades)	Section G: division 47
5	Transport and storage	Section H
6	Accommodation, food, travel and tourism	Section I plus division 79
7	Information, communication, arts, entertainment and recreation	Sections J and R
8	Financial and insurance activities	Section K
9	Real estate, architecture and engineering services, services to buildings and landscape activities	Section L plus division 71 plus division 81
10	High value business support including legal, accounting, head office, management, advertising, market research	Section M excluding divisions 71, 72 and 75
11	Other administrative and support services including employment agencies and security services; and other service activities	Section N excluding divisions 79 and 81; plus section S
12	Human health and social work activities, scientific R&D and veterinary activities	Section Q plus divisions 72 and 75

Note: Sections A, B, D, E and T of SIC07 are excluded because they are very small sectors. Sectors O and P were excluded because they are predominantly public sector.

The LBS industry sectors represent most of London's business economy. We decided to exclude Sections A, B, D, E and T of SIC07, which account for a very small part of the

London economy², because we would have had to use a disproportionate amount of resources in order to collect a large enough sample for these sectors.

Survey design

Designing a survey of London businesses

The design of the survey presented many challenges for ONS, the greatest of which was to draw a sample of businesses in the specific geographical area required. Whereas the ONS's Annual Business Survey draws a sample at UK level and then apports the results to each region using a regression model, in this case the aim was to collect business information specifically for London. This would be straightforward for a household survey, which would select a sample of households with London postcodes. However, businesses have complex structures, and head offices may be in a different place from where much of the activity of the business takes place.

ONS produced an innovative survey design to address this issue. Figure 2 shows that the population of interest for the survey (within the grey box) comprises all business sites in London. Some of these sites are also head offices, so in the remainder of this report we will refer to members of the business population as 'business units'. These may be head offices or they may be other sites (workplaces) where the business carries out its activities.

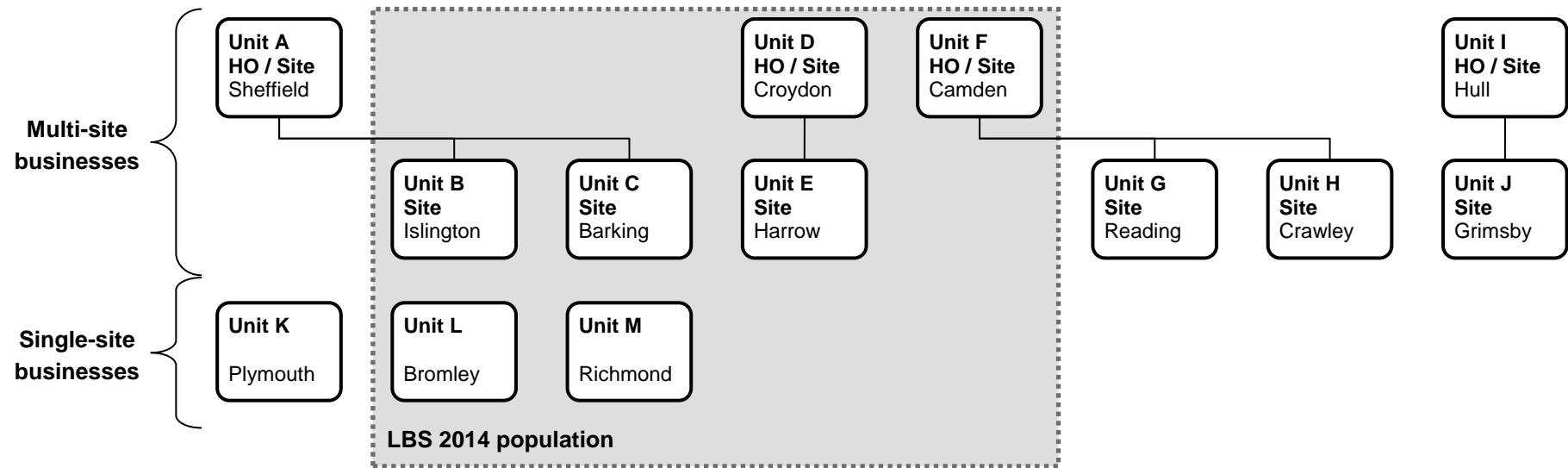
Treatment of single site enterprises in the survey was simple: we selected a sample of sites from the IDBR and sent out questionnaires. However, multi-site businesses (mainly large enterprises) are more complex, as illustrated in Figure 2. The business on the left-hand side of the illustration has two sites in London but its head office is in Sheffield, while the business on the right-hand side has a head office site in London but most of its activity takes place outside London (in Reading and Crawley). If we had decided to draw a sample of whole businesses (enterprises) from the IDBR and send questionnaires to their head offices, as UK/GB business surveys do, we would have had two problems:

- Unit A would not have been selected because it is in Sheffield, so Units B and C (which are in London) would have been left out of our estimates.
- Unit F would have been selected because it is in London, and would have reported results for all of its business (including Reading and Crawley, which should not be included in our estimates).

As our aim was to survey London businesses, we decided to draw a sample from the IDBR at site level instead of head office level. However, this created a difficulty: many sites in multi-site enterprises would not be able to answer questions on all of the topics that the LBS was interested in. Therefore for multi-site enterprises we decided to send questionnaires asking for responses to 'head office level questions' to related head offices in addition to sending questionnaires with 'site level questions' to the selected sites. When we received responses to head office questionnaires, they were assigned to the business units (sites) selected for the survey and used to estimate results for the LBS population.

² According to ONS's Regional Accounts, SIC07 Sections A: agriculture, forestry and fishing; B: mining and quarrying; D: electricity, gas, steam and air-conditioning supply; E: water supply; sewerage and waste management; and T: activities of households together account for around 2% of London's GVA. According to ONS's Workforce Jobs series, these sections provide employment for around 1% of London's workforce.

Figure 2: Illustration of the LBS 2014 population



Some of the findings in this report are based on head office level questions, and some on site level questions. However, irrespective of where the responses came from, all results presented in this report are treated as being for the business units (sites) in our sample and are used to produce results for the London business population (or population of business units in London) as shown in Figure 2. A business unit will be the whole business in the case of businesses which only have one site and part of the business in the case of multi-site firms.

The LBS population

The LBS population is defined as the population of private sector business units in the LBS industry sectors. The total population of business units in the survey is 444,870. This number comes from the IDBR sampling frame in May 2014 (Table 3).

Table 3 also shows that there were 400,510 enterprises (whole businesses) in the LBS population in May 2014. For microenterprises, the ratio of business units to enterprises was 1:1, indicating that most of these enterprises had only one site ('single site enterprises'); but most large enterprises were 'multi-site' with, on average, almost 12 sites per enterprise.

Table 3: The LBS 2014 population, by size of enterprise

	Number of business units (sites)	Number of enterprises	Ratio of business units to enterprises
Microenterprises	358,850	357,560	1.0 : 1.0
Other SMEs	50,180	39,910	1.3 : 1.0
Large enterprises	35,840	3,040	11.8 : 1.0
TOTAL	444,870	400,510	1.1 : 1.0

Source: IDBR, May 2014.

Table 3 shows that over 80% of sites in London's private sector business economy were microenterprises. The results of the LBS 2014 suggest that microenterprises employ only 20% of London's private sector employees and account for 12% of turnover, while other SMEs account for 33% of its private sector employees and 24% of turnover and large firms account for 47% of its private sector employees and 64% of turnover (see [LBS 2014 Main Findings](#) report).

Drawing the sample

The LBS 2014 drew a sample of business units (sites) from the IDBR; these are known as 'local units' on the IDBR. The sample was designed as a stratified simple random sample. The 36 'main strata' were specified according to two factors:

- size of the enterprise to which the business unit belonged, split into three categories: microenterprises, other SMEs and large enterprises (see above: **Introduction**)
- the LBS industry sector of the business unit, comprising 12 categories (see above: **Introduction**)

There was a further stage of stratification by size of business unit. For instance, the main strata of microenterprises in the manufacturing sector was divided into four strata which were made up of business units with 0 employees, 1 employee, 2-4 employees and 5-9 employees.

Business units were selected from each stratum, producing a sample of 180 business units for the pilot stage of the survey and 10,029 business units for the main stage. Since the pilot results were included in the survey³, this made a total of 10,209 business units. However, 67 cases had to be removed following the main stage telephone matching exercise (see below: **Fieldwork report**) as they were found to be out of scope (e.g. moved outside London) or no longer in business. This left a total of 10,142 business units in the original sample. In addition, 2,773 head offices responsible for the sampled business units were sent questionnaires, although these head offices were not part of the sample.

Design and testing of questionnaires

The questionnaire design process began with a workshop at City Hall (the headquarters of the GLA) in December 2013. The workshop was attended by representatives from various policy areas within the GLA, London & Partners and ONS survey design specialists. It discussed the topics of interest to stakeholders and the questions that they wanted to include in the survey.

In the past when the GLA's London Annual Business Survey was run by private contractors, it was a telephone survey. Given the complex nature of the questions and length of the questionnaire, the ONS questionnaire design team recommended instead a paper questionnaire with telephone follow-up. ONS's specialists then went away and drafted two questionnaires for 'cognitive testing': a Form 1 with questions to be asked at head office level and a Form 2 with questions to be asked at site level. These covered all the topics of interest to those commissioning the survey and were agreed by the workshop participants.

Cognitive testing of the draft questionnaires took place in February 2014. A total of 14 interviews were conducted using cognitive interviewing, which is an internationally recognised method of testing questions. It uses probing techniques such as paraphrasing respondents' comments, asking respondents to 'think aloud' while completing a response task and concurrent and retrospective probing of respondents' comments.

For the LBS 2014, the cognitive testing process investigated:

- how respondents answered the questions and whether they understood them in the way they were intended;
- whether there were any questions that did not work and should be deleted;
- burden and feasibility, i.e. whether respondents could provide the data; and
- whether the order of questions worked well.

In parallel with the cognitive testing process, in-depth interviewing was also used to assess burden and feasibility. This is an approach to data collection that is extremely useful in situations where either little is known about the topic under examination or in-depth information is required. The researcher develops an aide memoir, known as a topic guide, which comprises a list of open-ended questions on the research topics to be explored.

The sample for the cognitive testing was a qualitative sample based on an extract from the IDBR. Qualitative research employs purposive sampling techniques. The goal is to 'explain', rather than count, so statistical inferences cannot be drawn from qualitative data.

The respondents for cognitive testing were identified from appropriate sub-populations taking into account characteristics of interest such as business size; whether the business was a

³ In many surveys, responses from the pilot stage are not included in the data to be analysed because major changes have to be made between the pilot and main stages. For the LBS 2014 there were few method/question changes between the two stages, so we have been able to include information collected during the pilot in the results.

single site or multi-site business; whether the questions were being asked at head office or site level and the location of the head office (inside or outside London). It should be noted that sites in multi-site enterprises were hard to recruit for the cognitive testing because many site managers said that survey questionnaires were usually completed by head office.

The cognitive testing produced a series of recommendations for improving the wording of the questions and the flow of the questionnaires. These were incorporated into the questionnaire that would be used in the pilot and main stages of fieldwork. A small number of questions were found not to work and were removed from the questionnaires. At this stage, we also decided to produce a single questionnaire for single site businesses; this became known as Form 3 (see Appendix 1). Form 1 (the head office questionnaire) and Form 2 (the site questionnaire) would continue to be used for multi-site businesses.

In early March, questionnaires were prepared for the pilot test (see below: **Fieldwork report**). By this point, the questionnaires were nearly in their final form. Although in theory the pilot test might have led to more changes to the questionnaires if respondents had had difficulty completing them, the result was good and very few changes were required between the pilot and the main stage of the survey.

However, following the pilot test an important addition was made to the information that respondents were to receive with the questionnaires. In addition to a letter from the Mayor of London on the front of each questionnaire explaining what the survey was about, we decided to add a flyer for Forms 1 and 2 (see Appendix 1). The flyer used visual aids to explain clearly to multi-site businesses the difference between the two forms and the importance of completing both of them.

Fieldwork report

Fieldwork for the LBS 2014 took place in two stages: the pilot test between 21 March and 11 April and the main stage between 12 May and 27 August. This section focuses on the main stage, since the pilot was simply a rehearsal for the main stage. However, some of the lessons learnt from the pilot test are referred to when discussing the main stage.

The survey design involved sending out paper questionnaires and then using ONS telephone interviewers to do follow-up by chasing responses on the phone. The selected business units would receive Form 2 or 3 (depending on whether they were classed as ‘multi-site’ or ‘single site’). We also sent a questionnaire (Form 1) to the head offices in multi-site enterprises that were responsible for the selected business units.

The forms for the survey were created and despatched by ONS’s Survey Processing Centre, which also received the forms when they were returned by respondents. The Survey Processing Centre handled large numbers of despatches and returns within the tight deadlines demanded by the survey schedule. They also carried out electronic scanning of the forms to create a dataset and keyed in responses manually where necessary.

In order to chase responses by phone, ONS telephone interviewers needed to have a phone number for each form that had been despatched. Therefore, before the fieldwork began, we used telephone matching services (both inside ONS and from external providers) to search for phone numbers. The telephone matching exercise was very successful for Form 1s and Form 3s that were large enterprises (97%), but less so for Form 3 microenterprises (35%), Form 3 other SMEs (72%) and Form 2s (66%). Cases without phone numbers were classed as ‘hard to reach’ and could not be included in the telephone follow-up exercise.

In the pilot stage, all three forms were despatched simultaneously. However, this produced a problem: in 30% of pilot cases, the telephone interviewers made contact but the person who answered the phone said that they had not received the form, often because it had not been addressed to a specific contact person. There was also a disappointing response rate for Form 2 respondents (14% compared with 35% for Form 1 and 28% for Form 3). While ONS holds contact details for many businesses on the IDBR, in multi-site enterprises this tends to be for the head office; there is little contact information available at site level within multi-site enterprises.

Therefore for the main stage we decided to introduce a time lag between the despatch of Form 1s (on 12-14 May) and the despatch of Form 2s (on 23 June). This allowed us to request contact details for the selected sites within multi-site enterprises from the Form 1 respondents (head offices). These contact details could then be included in the Form 2s when they were despatched in late June. In addition, we used the telephone matching exercise to search for contact names as well as for telephone numbers.

Single site businesses were more straightforward. For the main stage Form 3s were despatched on 19-29 May. Telephone matching services were also used for Form 3 cases.

All main stage despatches were followed after 2-3 weeks by reminder letters, encouraging respondents to return the questionnaires. An additional reminder letter was sent to 'hard to reach' cases. From mid-May we made available ONS's Survey Enquiry Line for respondents to phone in with any queries, and in June, July and early August ONS telephone interviewers chased responses. The telephone follow-up exercise used a telephone operating system which was automated and able to handle large caseloads

The automated telephone operating system worked well in general. However, one area of weakness was the system for re-sends (cases where the person contacted by the telephone interviewers requested a duplicate form because they had not received a questionnaire initially). The telephone operating system was not well designed to handle re-sends. This resulted in delays on ONS's part in despatching duplicate forms and annoyance to respondents. It may also have reduced the survey response rates (see below: **Response rates by form type**). Any future LBS would need to improve the automation of re-send requests.

Response to the survey

Response rates by form type

Table 4 shows the responses received for Forms 1, 2 and 3. Appendix 2 provides further details. Given that the LBS is a voluntary survey, response was considered good for Form 1 (40%) and reasonable for Form 3 (30%). However, it was less good for Form 2 (19%) and in particular for Form 2 in large firms (14%). Since Form 2 responses relate to the business units in our sample of multi-site enterprises and most large firms are multi-site, this means that the survey results for large firms are likely to be less robust than intended.

In most cases where questionnaires were not returned we have no information about the reasons for non-response. However, the telephone interviewers recorded 751 instances of refusal to participate (6% of the total number of forms sent out, see Appendix 2). These refusals were spread evenly between enterprise sizes and between sectors. The most common reason for refusing to participate was that the person contacted was too busy, accounting for 40% of refusals. The second most common reason was that they were uninterested in completing the survey, accounting for 30% of refusals. Only 2% of refusals were due to political reasons or anti-government feeling.

An important lesson that we learnt from the LBS 2014 is that for this kind of survey – with large numbers of ‘hard to reach’ cases – re-sends to people who did not receive a form initially make a significant contribution to response rates. During the main stage, 19% of all forms had to be resent and 673 out of the 3,733 forms that were returned to ONS (18% of the total received) were the result of re-sends. Further information on re-sends is provided in Appendix 2.

Table 4: Survey metrics

	Multi-site enterprises				Single site enterprises		All forms		
Raw response rates by enterprise size	Form 1: head office questionnaire		Form 2: site questionnaire		Form 3				
Micro enterprises: 0-9 employees	103	=		57	=		1,007	=	
	289	=	36%	275	=	21%	3,909	=	26%
Other SMEs: 10-249 employees	611	=		370	=		761	=	
	1,278	=	48%	1,347	=	27%	1,985	=	38%
Large enterprises: 250+ employees	402	=		354	=		68	=	
	1,206	=	33%	2,459	=	14%	167	=	41%
Overall	1,116	=		781	=		1,836	=	
	2,773	=	40%	4,081	=	19%	6,061	=	30%

Note: This table uses the enterprise size bands and industry sectors given by the original sample; reclassification of business units on the basis of responses is not taken into account here.

Response rates by question type

Although the data was collected using Forms 1, 2 and 3, results were analysed by question type rather than by form type. Any analysis of the data needs to start by identifying whether the question is a ‘head office level’ or ‘site level’ question. Therefore it is useful to consider response rates by question type.

The survey achieved a response rate of 33% (3,326 business units) for head office level questions and 26% (2,620 business units) for site level questions. By and large the survey results are possible to analyse by enterprise size band and industry sector for both question types, meeting the GLA’s requirements for such breakdowns.

However, caution is recommended when interpreting results where the number of responses was low, for instance in the case of business units that are part of large enterprises in the financial and insurance activities sector (Table 5). The reason for these low counts is that ONS’s telephone interviewers found it difficult to contact people in banks as they often have automated phone systems which make it impossible to contact the selected branch or to get through to a ‘real person’. This is a common problem faced by most business surveys.

Table 5: Counts of responses by question type, enterprise size and industry sector

	Head office level questions			Site level questions		
	Micro	Other SME	Large	Micro	Other SME	Large
Manufacturing	89	143	34	81	123	21
Construction	89	131	77	86	98	34
Wholesale (inc. motor trades)	92	117	58	87	103	29
Retail (exc. motor trades)	92	142	65	92	103	29
Transport and storage	63	93	94	58	68	26
Accommodation, food, travel and tourism	62	113	98	61	90	70
Information, communications, arts, entertainment and recreation	68	112	70	67	91	38
Financial and insurance activities	102	96	14	94	76	22
Real estate, architecture, engineering and building services	107	152	76	104	128	33
High value business support	106	115	51	100	93	27
Administrative and support services	76	131	79	72	110	47
Health, social work, scientific R&D and veterinary services	83	144	92	79	125	55

Note: This enterprise size bands and industry sectors shown in this table take into account any reclassification of business units on the basis of their responses.

Editing and imputation

After fieldwork for the survey finished, the next stage was to edit the data and impute missing responses. The approach to imputation depended on whether the variable was numeric or categorical: while numeric variables were imputed, we decided against imputing categorical variables. In the LBS 2014:

- Numeric variables are those derived from number type questions. Examples are numbers of employees and the value of turnover, sales and purchases. The question ‘Over the last 12 months, what percentage of your sales of goods and services was to customers based in: a) Greater London? b) UK excluding Greater London? c) Europe excluding the UK? d) Rest of the world?’ (and the equivalent question for purchases) also produces numeric variables. Such questions were all asked site level in LBS 2014 using Forms 2 and 3.
- Categorical variables are those derived from yes/no or multiple choice questions which describe the nature of the business, decisions taken, choices and attitudes. Such questions could be asked at head office level or site level, using Forms 1, 2 and 3.

Numeric variables

The questions that produced numeric variables were edited and then imputed. Common problems which required editing to correct values included: when components of a total had been provided but the totals had been left blank⁴; where figures were of the wrong order of magnitude (e.g. had been written in billions rather than millions); and where information in multi-site businesses had been provided for the business as a whole rather than the selected business unit.

For official business surveys, ONS undertakes validation including re-contacting respondents to check figures. However, the tight time scale required by the GLA for the LBS 2014 made this impossible in all but a handful of cases. Therefore we used a combination of sense checking and comparing the figures with other sources of information within ONS (e.g. to

⁴ We did not edit cases where there were discrepancies between the total numbers of employees and breakdowns by work pattern or gender, unless it was clear where the mistake lay. There are a small number of unresolved cases, so the employee totals do not exactly match the sum of the component parts.

check order of magnitude queries). While we believe that we have managed to correct the majority of errors using this approach, there is no doubt that some errors have gone undetected. This is particularly likely for Form 2 cases involving turnover, sales and purchases since there are no alternative sources of information at site level to compare with.

After editing, numeric variables were imputed. This means inferring a value where the response to the question is missing (item non-response). Various methods were used:

1. Employee numbers were imputed using the ‘ratio of means’ method based on the IDBR within the ‘imputation class’ (defined by combining enterprise size and industry sector and in a few cases legal status⁵). The method calculates a ratio between the employee numbers for each imputation class from the returned LBS data and the employee numbers on the IDBR for the corresponding imputation class. Where a business unit has not returned a value in the LBS, this ratio is applied to the unit’s IDBR employee number and this value is then imputed for the LBS.
2. Numbers of apprentices were imputed using a ‘trim mean’ method. For each imputation class with missing values, the data was ‘trimmed’ to remove outliers and a mean value was calculated. This trimmed mean was then imputed for the missing values within the imputation class.
3. Turnover and sales values were imputed using information from within the LBS. This was done by:
 - 1st. assuming that turnover was equal to sales (or vice versa) if one of them was missing but the other was present
 - 2nd. using a ratio to purchase value (see point 3 below) if both sales and turnover were missing but purchase value was present
 - 3rd. imputing the remaining missing values using a ‘nearest donor’ with similar characteristics within the same industry sector
4. After the sales values had been imputed, purchase values were imputed using the ratio of LBS purchase values to LBS sales values within the industry sector.
5. The questions about percentages of sales and purchases to/from different geographical areas were imputed using a median value taken from the imputation class for the missing value. This value was then constrained to 100.

It should be noted that the questions about percentages of sales and purchases to/from different geographical areas were only partially imputed. We imputed where the respondent had provided no answer for any part of the question (part a, b, c or d), but where respondents had given a partial answer, it was considered preferable to retain the original response even though it was incomplete. However, this has some disadvantages which are noted below (see **Non-sampling error**). Appendix 3 shows item non-response before and after imputation for each of the numeric variables.

Categorical variables

Categorical variables were edited but not imputed. Instead, we decided to include estimates of numbers of business units that did not respond to each question (item non-response) in the relevant data table. Proportions can then be calculated excluding non-response (see below: **Weighting**). Appendix 3 provides a summary of item non-response.

⁵ Legal status comes from the IDBR sampling frame: we created a separate imputation class for not-for-profit organisations.

Weighting

This section explains how the responses from our survey (the ‘achieved sample’) were weighted up to the LBS population.

First the number (‘N’) of business units in each stratum of the LBS population in May 2014 was calculated. Once the survey had been carried out, the number of valid responses in each stratum (‘n’) was also calculated. A valid response was a returned questionnaire which had legible and reasonable answers to at least some of the questions.

The weights for the LBS are calculated for each record as the total number of units in that record’s stratum (‘N’) divided by the number of responses in that record’s stratum (‘n’). For example, if there were 100 micro business unit in a stratum of manufacturing, and the survey received 5 responses for micro business units in that stratum of manufacturing, then the weight for each of these 5 responses would be 20 (100 divided by 5). This means that the answer to a specific question from each of these responses is considered to represent the answer from 20 business units, not just that one business unit.

The weighting process for the LBS involved producing two survey weights: a ‘site weight’ and a ‘head office weight’. This reflected the two different question types: site level questions and head office level questions. Although the total population of London business units for which estimates were required was the same in both cases (444,870⁶), the achieved sample was different: 2,620 for the site level questions and 3,326 for the head office level questions. Thus the site weight had to weight up 2,620 responses to produce estimates for 444,870 business units, while the head office weight had to weight up 3,326 responses to produce estimates for 444,870 business units.

When looking at the [data tables](#), users should be aware that for many questions there is a ‘no response’ category which shows how many respondents did not answer that question. For example, in response to the question ‘Over the next 12 months, is this business planning to grow?’ the options are either ‘Yes’ or ‘No’. While we expect respondents to tick one of these boxes, some did not tick either box. If a table was produced from a question like this and the ‘no response’ category was not shown in the table, then the total number of business units in the table might not add up to the population total (444,870). However, when calculating proportions from the number of business units, for instance ‘percentage of businesses that are planning to grow’, the ‘no response’ category should be excluded from the calculation.

Limitations of the weighting

The weighting process ‘weights up’ the achieved sample to the population of business units in London. In the GLA’s Main Findings report, most of the results for categorical variables are presented in terms of numbers (or proportions) of business units. Such estimates are helpful in many ways – not least in understanding the needs and views of business owners and managers – but they are not weighted to reflect relative contributions to economic activity or employment⁷. For example, microenterprises carry more weight in the ‘all London’ results than the responses of other SMEs or large firms because there are many of them, although they account for a relatively small proportion of turnover and employment (see above: **The LBS population**). Future work on this survey may include exploring

⁶ The population total was given by the IDBR (the sampling frame), see above: **The LBS population**.

⁷ This caveat only applies to categorical variables. It does not apply to estimates based on numeric variables such as numbers of employees, and value of turnover, sales and purchases. These are ‘self-weighting’. For example a business unit with more employees will count for a bigger part of ‘total employees’ than a unit with fewer employees.

additional types of weighting for the categorical variables to enable us to calculate results which better reflect relative contributions to economic activity of London businesses.

It should also be noted that in the case of multi-site (mainly large) enterprises, business units are parts of the business, not the business as a whole. It is not possible to weight up the results to whole businesses in London because the survey was not designed to do this.

Reliability of the estimates

Survey estimates vary in their reliability as a result of sampling error (differences arising from using a sample of the population rather than the whole population). Reliability may also be affected by non-sampling errors such as item non-response or mistakes in answering questions.

Sampling error

Standard Errors (SEs) are used to measure the precision of the survey estimates, i.e. how close to the true population value the estimates from the survey are likely to be. SEs can be used to produce 95% Confidence Intervals (CIs), indicating that if the survey were repeated again and again, 95% of times the true value of the parameter would lie within the CI (between the upper and lower 95% confidence limits).

For the LBS 2014, ONS has calculated CIs for all estimates at London level and for their breakdowns by enterprise size and industry sector. Most of the CIs were generated with SAS software using the in-built procedures SurveyFreq and SurveyMeans. These procedures calculate results taking into account the design of the survey (i.e. the fact the sample was stratified), and the weighting applied to each record. Both SurveyFreq and SurveyMeans produce tables showing 95% confidence limits of the whole sample and of breakdowns by different domains (e.g. size of enterprise or industrial sector). SurveyFreq was used for categorical variables, where we count the number of business units in each category. SurveyMeans was used for numeric variables, where we want to sum all responses or compute an average of all responses.

Box 1: The usual estimator for the variance of a proportion under stratified sampling⁸

$$\hat{V}(\hat{p}_{str}) = \sum_{h=1}^H \left(1 - \frac{n_h}{N_h}\right) \left(\frac{N_h}{N}\right)^2 \frac{\hat{p}_h(1 - \hat{p}_h)}{n_h - 1}$$

where

h is the stratum

H is the number of strata

n_h is the achieved sample size in stratum h

N_h is the population count in stratum h

N is the total population count in all H strata

\hat{p}_h is the estimated proportion in stratum h

⁸ Lohr, Sharon: Sampling: Design and Analysis (Edition 2, page 81).

CIIs of percentages were also calculated using SAS. However, this involved a manual process rather than an in-built procedure. First, we calculate the proportion of relevant responses in each stratum (e.g. 'number who said yes' as a proportion of 'number who responded either yes or no'). We then calculate the usual estimator for the variance of a proportion under stratified sampling (see Box 1) for each stratum, and finally sum these variances to generate the variance of the domain we are interested in. Using the calculated proportion and the calculated variance, we can compute the confidence limits around the proportion.

The data tables for the LBS 2014 [available here](#) include the CIIs for each estimate, and it is recommended that readers check these when using the results.

Non-sampling error

It is difficult to be sure what kind of non-sampling errors are present in the LBS 2014, as this is a relatively new, experimental survey. However, we wish to alert readers to two areas where we believe that the results may be affected by non-sampling error: (i) non-response, and (ii) mistakes by respondents when answering questions.

Although it is generally reasonable to assume that non-response to the survey is unbiased, i.e. that those responding are representative of business units in that group, readers should be aware of some concerns with non-response relating to **numeric** variables in the LBS 2014:

1. **Business units belonging to large firms in the financial and insurance services sector.** Given the difficulty that we had contacting these units, the small number of responses from them and the fact that the LBS 2014 estimate for number of employees in the financial and insurance activities sector was considerably lower than that from ONS's most recent Business Register and Employment Survey (BRES), which is the recommended official source for such statistics, we believe that the estimates for this category may not be a good reflection of the true values.
2. **Questions about percentages of sales to different geographical areas.** These questions were only partially imputed, so there remains some non-response reflecting incomplete answers. This presents a particular problem for calculating estimates of export values in the financial and insurance activities and administrative and support services sectors. As a result, the calculation of export values is incomplete and total export values may be underestimated (see [LBS 2014 Main Findings](#) report). A similar problem applies when calculating total import values using the questions about percentages of purchases from different geographical areas.
3. **Estimates of numbers of apprentices.** These did not pass our quality control tests and we have decided not to publish them. Many business units (in particular those in large firms) did not complete this question, and it was not possible to determine whether this was because they had no apprentices or because they did not know how many they had. The imputation process was unable to resolve this uncertainty.

Non-response may also be biased for the small number of **categorical** variables that have high item non-response (see Appendix 3). However, it is not possible to determine the extent or direction of any such bias.

With regard to mistakes by respondents when answering questions, the main area of concern which remained after the editing process was the estimates of the value of turnover, sales and purchases. By contrast with official business surveys, we have collected this information at site level rather than enterprise (head office) level. Although our efforts to collect information in this way have been quite successful, we are aware that some business units in multi-site firms reported the values for the business as a whole rather than that of the selected unit.

Therefore, despite careful data editing, a degree of overestimation of such values remains likely for multi-site firms. It should be noted that this mainly affects large firms, not SMEs.

Another area of possible concern which does not seem to have affected the LBS 2014 is bias due to refusal to participate in the survey. Although around 6% of cases chased by ONS's telephone interviewers met with a refusal to participate in the survey, this was not related to any particular type of business. Therefore it did not cause any obvious bias to results.

Concluding comments

The LBS 2014 has demonstrated that it is possible to design a survey that is representative of the London business economy using the IDBR as a sampling frame. The survey has also succeeded in meeting the other two key requirements of those commissioning the survey: to produce estimates for most of the topics of interest and to provide breakdowns by enterprise size and industry sector. Although the results of this survey are experimental, they appear to be of reasonable quality overall and of good quality for SMEs.

The results are of wider interest for estimating business turnover, sales and purchases at regional level. The LBS 2014 has shown that as an alternative to collecting such data from head offices and 'regionalising' it (apportioning it to regions using regression modelling), information can be collected directly from sites located in a geographical area of interest within the UK such as London. However, before considering this approach as an alternative to the established methods, work would be needed to improve the ability of surveys based on the LBS model to reach a sufficient sample of business units belonging to multi-site enterprises and to overcome the main non-sampling errors associated with such units.

Finally, in terms of survey design and management, a number of lessons have been learnt from the LBS 2014. The following key improvements should be considered if the survey is run again in future:

- At the **survey design stage**, data is now available from the 2014 survey which will enable specialists to improve the design of the survey in future, resulting in greater precision of the survey estimates (more reliable results).
- At the **fieldwork stage**, the system for handling re-sends should be improved in order to avoid annoyance to respondents and boost response rates.
- At the **post-fieldwork stage**, although ONS understands the pressures faced by the GLA to produce timely results, it recommends building into the schedule some time for validation of responses through re-contacting of respondents.

Appendix 1: The questionnaires

Form 1: Head office questionnaire for multi-site enterprises

MAYOR OF LONDON

London Business Survey 2014 - Head Office Questionnaire

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OFFICE FOR NATIONAL STATISTICS
NEWPORT
TESTPRINT

Using **black ink**, write any changes to your name and address in the box below

To be completed for:

THE BUSINESS NAMED ABOVE

From:

Office for National Statistics
Government Buildings
Cardiff Road
Newport
NP10 8XG

Questionnaire return details:

Please complete and return this questionnaire to the above address by **13 June 2014** using the prepaid envelope provided.
This is a voluntary survey.

Contact for help:

ONS Survey Enquiry Line



0800 298 5313

Your reference:

00000000000

Dear Sir or Madam

I want our city to be the world capital for business and I am working to develop a strong environment in which businesses can flourish.

Your views on the issues affecting your business matter greatly to me. I therefore need your help in completing this survey of workplaces in London and the businesses to which they belong.

We have commissioned the Office for National Statistics (ONS) to run this survey. The ONS is an independent government department which produces official figures on a range of topics including growth of the economy, inflation and employment. The ONS guarantees that all the information you provide in this survey will be kept strictly confidential.

One or more London workplaces which belong to your business have been selected for the survey and the ONS is sending you this questionnaire because its records show that you are responsible for the selected workplace(s).

This questionnaire asks for information about **the business as a whole, which is the business named above**. The selected workplaces will receive separate questionnaires asking specifically about workplaces.

I appreciate the time you will give in responding to this survey. Your input will be used to give us a more detailed understanding of the issues businesses across the city are facing and help us to ensure that London is the best big city in the world to do business.

Yours sincerely

Boris Johnson
Mayor of London

All the information you provide is kept strictly confidential. It is illegal for us to reveal your data or identify your business to unauthorised persons.

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Introduction to the London Business Survey 2014

Coverage

- Include information for the UK business named on the front of this questionnaire.
- Exclude overseas branches, subsidiaries and agencies.
- The UK consists of England, Wales, Scotland and Northern Ireland, but excludes the Channel Islands and the Isle of Man.

Information required

This questionnaire is divided into six sections, which ask for information about:

- Section A** the profile of the business as a whole
- Section B** experience of business support and facilities
- Section C** access to finance
- Section D** innovation
- Section E** Greater London as a business location
- Section F** any comments, completion time and your contact details

How to complete the questionnaire

- Read the instructions accompanying each question before completing this questionnaire.
- Leave question blank if not applicable. Do not use 'nil', 'n/a' or draw a line in the data.
- The items listed under 'Include' and 'Exclude' are examples and should not be taken as a complete list of items.

This questionnaire will be scanned, therefore please:

- complete in **black ink**
- ensure letters and numbers are PRINTED and centered within each box
- do not use commas ,
- do not cross sevens 7 or zeros 0

A summary report of findings will be available once this survey has been completed.

If you would like to receive an electronic copy of this report, please provide your e-mail address at question 34 and cross the box at question 35.

Section B - Business support and facilities



If this business as a whole has 250 employees or more, please go to section C

7. Questions in this section are about the sources of business support and facilities used by this business as a whole.

Please answer the questions referring to the business named on the front of this questionnaire. If this business is part of a wider business group structure, please exclude other members of the group.

8. Over the last 12 months, how often has this business sought advice or information from external organisations/people on matters affecting this business?

Please ☒ one box for each category

	Never	Seldom	Sometimes	Often
Customer/supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another business owner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solicitor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accountant/auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consultant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOV.UK (formerly Business Link)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade Association/professional body	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Over the last 12 months, how often has this business sought external advice or information on each of the following topics?

Please ☒ one box for each category

	Never	Seldom	Sometimes	Often
Business growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obtaining/managing finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales and marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workforce (e.g. human resources, recruitment).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulations/taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IT/computing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research and development/innovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



10. Are you aware of the existence of Incubator, Accelerator and Co-working Spaces?

These are flexible spaces designed for start-ups and small businesses featuring shared office/work space, shared facilities and affordable, all-inclusive monthly charges; they do not include business support services.

Please ☒ one box only

Yes ☐ → Go to question 11

No ☐ → Go to question 12

11. Has this business ever used an Incubator, Accelerator and Co-working Space?

Please ☒ one box only

Yes ☐

No ☐

Don't know ☐

Section C - Access to finance**12. Questions in this section are about the finance sources available to this business as a whole.**

Please answer the questions referring to the business named on the front of this questionnaire. If this business is part of a wider business group structure, please exclude other members of the group.

13. To what extent are you aware of each of the following potential sources of finance?

Please ☒ one box for each category

	Never heard of it	Slightly aware	Aware	Very aware
Bank loans, overdrafts, mortgages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leasing or hire purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
External peer to peer lending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loan funds (e.g. from a government agency)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equity finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal finance such as credit cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



14. Over the last 12 months, has this business attempted to access external finance?

For example: bank loans, overdrafts, mortgages; leasing or hire purchases; external peer to peer lending; loan funds; equity finance; grants; personal finance such as credit cards.

Include cases where the business:

- has not been successful in obtaining external finance
- has obtained external finance but has not used it

Please ☒ one box only

Yes ☐ → Go to question 15

No ☐ → Go to question 18

15. Which of the following types of external finance has this business approached over the last 12 months?

Please ☒ all that apply

Bank loans, overdrafts, mortgages ☐

Leasing or hire purchases ☐

External peer to peer lending ☐

Loan funds (e.g. from government agency) ☐

Equity finance ☐

Grants ☐

Personal finance such as credit cards ☐

Other ☐

16. For what purpose(s) has this business sought external finance over the last 12 months?

Please ☒ all that apply

Investing and expanding the business ☐

Purchasing stock ☐

Working capital/day-to-day running of the business ☐

Paying off debt/refinancing ☐

Other ☐



17. Has this business been able to obtain the external finance required?

Please ☒ one box only

Yes - all the external finance required ☐

Yes - obtained some, but not all the external finance required ☐

No - unable to obtain the external finance required ☐

No - not yet been resolved ☐

If this business has not been able to obtain the finance required, you may wish to explain why (optional) in the comment box provided at question 32.

18. Over the next 12 months, is this business planning to grow?

Please ☒ one box only

Yes ☐

No ☐

19. Over the next 12 months, do you anticipate that this business will require (more) external finance?

Please ☒ one box only

Yes - definitely ☐ —▶ Go to question 20

Yes - possibly ☐ —▶ Go to question 20

No ☐ —▶ Go to section D

20. What do you anticipate that this business will use the funds for?

Please ☒ all that apply

Investing and expanding the business ☐

Purchasing stock ☐

Working capital/day-to-day running of the business ☐

Paying off debt/refinancing ☐

Other ☐



Section D - Innovation

21. Questions in this section are about innovation activities carried out by this business as a whole.

Please answer the questions referring to the business named on the front of this questionnaire. If this business is part of a wider business group structure, please exclude other members of the group.

22. Over the last 12 months, in which of the following areas has this business made major changes?

Include all **new** and **significantly improved** forms of organisation, business structures or practices aimed at raising internal efficiency or the effectiveness of approaching markets and customers.

Please ☒ all that apply

New **business practices** for organising procedures (e.g. supply chain management, business re-engineering, knowledge management, lean production, quality management etc.) ☐

New methods of **organising work responsibilities and decision making** (e.g. first use of a new system of employee responsibilities, team work, decentralisation, integration or de-integration of departments, education/training systems etc.) ☐

New methods of **organising external relationships** with other firms or public institutions (e.g. first use of alliances, partnerships, outsourcing or sub-contracting etc.) ☐

Implementation of changes to **marketing concepts or strategies** ☐

None of these ☐

23. Over the last 12 months, in which of the following has this business invested for the purposes of current or future innovation?

Please ☒ all that apply

Internal Research and Development

Creative work undertaken within your business that increases knowledge for developing new and improved goods or services and processes ☐

Acquisition of Research and Development

Same activities as above, performed by companies, including other businesses within your group, or by public or private research organisations and purchased by your business ☐

Acquisition of advanced machinery, equipment and software for innovation ☐

Acquisition of existing knowledge

Purchase or licensing of patents and non-patented inventions, know-how and other types of knowledge from other businesses or organisations ☐

Training for innovative activities

Internal or external training for your personnel, specifically for the development and/or introduction of innovations ☐

All forms of design

Engagement in all design activities, including strategic, for the development or implementation of new or improved goods, services and processes ☐

Market introduction of innovations

Changes to product or service design, market research, changes to marketing methods, launch advertising ☐

None of these ☐



24. Over the last 12 months, which of the following has this business introduced?

Include all **new** or **significantly improved** goods or services e.g. improvement in quality or distinct user benefits. The innovation, although new to this business, does not need to be new to the market. Include all product innovations, regardless of their origin.

Please ☒ all that apply

New or significantly improved goods

Exclude the simple resale of goods purchased from other businesses and changes of a solely aesthetic nature

☐

New or significantly improved services

☐

None of these

☐
25. Over the last 12 months, has this business introduced any new or significantly improved processes for producing or supplying goods or services?

Process Innovations are all **new** or **significantly improved** methods for the production or supply of goods or services. The innovation, although new to the business, does not need to be new to your industry. Include all process innovations, regardless of their origin.

Please ☒ one box only

Yes

☐

No

☐


Section E - Greater London as a business location

26. Questions in this section are about general characteristics of Greater London as a location for businesses.

We are asking you to answer this section because this business has one or more London workplace(s), even if the head office of your business is outside London.

27. How would you rate Greater London as a location for this business in each of following areas?

Please ☒ one box for each category, leave blank if not applicable

	Very poor	Poor	Adequate	Good	Excellent
Staff with the appropriate skills for the business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International/diverse environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to current or prospective customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to other businesses (e.g. suppliers, competitors)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport infrastructure (e.g. road, rail, tube) within Greater London	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport infrastructure (e.g. road, rail, air) in and out of Greater London	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digital and communications infrastructure (e.g. optical band width, hardware servers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suitable and affordable workspace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability/cost of housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other living costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



7

X

7

9

7

7

7

7

[illegible][illegible][illegible][illegible]

X

7

9

5

5

5



Section F - Any comments, completion time and your contact details

32. Please provide any comments you might have in the box below:

33. How long has it taken you to complete this questionnaire?

		hrs			mins
--	--	-----	--	--	------

34. Please write the details of the person we should contact if we have any queries regarding the information returned on this questionnaire.

Contact Name																														
Position in business																														
Telephone Number																Ext														
E-mail address																														

35. Please cross this box if you would like to receive a copy of the summary report of findings by e-mail once this survey has been completed:

☐

Thank you for completing this questionnaire

To find out more about the work that the Mayor is doing to support businesses in London, please visit:
<http://www.london.gov.uk/priorities/business-economy/for-business>

If you are seeking advice or support for your business,
 please contact the London Business Support Helpline on 0300 456 3565,
 available Monday to Friday 9-6pm.

To find out more about how Apprenticeships can benefit your business,
 please contact the National Apprenticeship Service on 08000 150 600.



Appendix 1: The questionnaires

Form 2: Site questionnaire for multi-site enterprises

MAYOR OF LONDON

London Business Survey 2014 - Site Questionnaire

00001 0 00000
OFFICE FOR NATIONAL STATISTICS
NEWPORT
TESTPRINT

Using **black ink**, write any changes to your name and address in the box below

To be completed for:

THE SITE/WORKPLACE NAMED ABOVE

From:

Office for National Statistics
Government Buildings
Cardiff Road
Newport
NP10 8XG

Questionnaire return details:

Please complete and return this questionnaire to the above address by **1 August 2014** using the prepaid envelope provided.
This is a voluntary survey.

Contact for help:

ONS Survey Enquiry Line



0800 298 5313

Your reference:

00000000000

Dear Sir or Madam

I want our city to be the world capital for business and I am working to develop a strong environment in which businesses can flourish.

Your views on the issues affecting your business matter greatly to me. I therefore need your help in completing this survey of workplaces in London and the businesses to which they belong.

We have commissioned the Office for National Statistics (ONS) to run this survey. The ONS is an independent government department which produces official figures on a range of topics including growth of the economy, inflation and employment. The ONS guarantees that all the information you provide in this survey will be kept strictly confidential.

This questionnaire asks for information about **the site/workplace named above**. The ONS is also collecting information about the business as a whole from your head office (the office which has overall responsibility for your workplace). This information is being collected in a separate questionnaire, which has been sent to that office.

I appreciate the time you will give in responding to this survey. Your input will be used to give us a more detailed understanding of the issues businesses across the city are facing and help us to ensure that London is the best big city in the world to do business.

Yours sincerely

Boris Johnson
Mayor of London

All the information you provide is kept strictly confidential. It is illegal for us to reveal your data or identify your business to unauthorised persons.

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Introduction to the London Business Survey 2014

Information required

This questionnaire is divided into five sections, which ask for information about:

- Section A** activity of the business at this site/workplace
- Section B** workforce
- Section C** economic growth and trade
- Section D** factors affecting the business at this site/workplace
- Section E** any comments, completion time and your contact details

How to complete the questionnaire

- Read the instructions accompanying each question before completing this questionnaire.
- Leave question blank if not applicable. Do not use 'nil', 'n/a' or draw a line in the data.
- The items listed under 'Include' and 'Exclude' are examples and should not be taken as a complete list of items.

This questionnaire will be scanned, therefore please:

- complete in **black ink**
- ensure letters and numbers are PRINTED and centered within each box
- do not use commas
- do not cross sevens or zeros

A summary report of findings will be available once this survey has been completed.

If you would like to receive an electronic copy of this report, please provide your e-mail address at question 40 and cross the box at question 41.

└

Section B - Workforce

5. Questions in this section are about the workforce of the site/workplace named on the front of this questionnaire.

6. What is the total number of employees at this site/workplace?

An employee is anyone aged 16 years or over that your organisation directly pays from its payroll(s), in return for carrying out a full-time or part-time job or being on a training scheme.

Include:

- all employees paid directly from this business's payroll(s) including directors paid via PAYE
- those temporarily absent but still being paid, for example on maternity leave
- employees who are mainly based at this site/workplace, even if they also work at other sites/workplaces

Exclude:

- working owners who are not paid via PAYE
- agency workers paid directly from the agency payroll
- voluntary employees
- former employees only receiving a pension
- self-employed employees

--	--	--	--	--	--	--	--

7. Of the total number of employees provided at question 6, how many work:

a. Full-time (more than 30 hours)?

--	--	--	--	--	--	--	--

i. of which, male employees?

--	--	--	--	--	--	--	--

ii. of which, female employees?

--	--	--	--	--	--	--	--

b. Part-time (30 hours or fewer)?

--	--	--	--	--	--	--	--

i. of which, male employees?

--	--	--	--	--	--	--	--

ii. of which, female employees?

--	--	--	--	--	--	--	--

8. Over the last 12 months, has the total number of employees at this site/workplace . . . ?

Please ☒ one box only

Decreased substantially (10% or more).

--

→ Go to question 9

Decreased slightly (less than 10%)

--

→ Go to question 9

Remained the same

--

→ Go to question 11

Increased slightly (less than 10%).

--

→ Go to question 10

Increased substantially (10% or more)

--

→ Go to question 10



9. Which of the following factors have contributed to the decrease in employees at this site/workplace indicated at question 8?

Please ☒ all that apply

- Fall in demand for goods or services. ☐
- Higher input/staff costs ☐
- Shortage of suitable workers ☐
- Pressures on cash flow/bad debt ☐
- Lack of access to finance ☐
- General business restructuring ☐
- Employees' personal circumstances (e.g. family commitments, career change) ☐
- Other ☐

10. Which of the following factors have contributed to the increase in employees at this site/workplace indicated at question 8?

Please ☒ all that apply

- Increase in demand for goods or services ☐
- Introduction of new technology/new equipment ☐
- Introduction of flexible-working patterns (e.g. job shares) ☐
- Introduction of new products/services ☐
- Need staff with specific skills ☐
- General business expansion/restructuring ☐
- Other ☐

11. Over the last 12 months, has the business recruited any employees at this site/workplace?

Please ☒ one box only

Yes ☐ —▶ Go to question 12

No ☐ —▶ Go to question 15



└

Yes

No

Please **X** one box only

Very unsuitable

Unsuitable

Suitable

Very suitable

Don't know

[illegible]

Please note that apprenticeships are not the same as traineeship and internships.

Please give the best estimate you can if you do not have exact figures

Digital apprenticeships develop skills such as IT, web design, social media marketing and video production. They work for employers in areas like information and communications technology, media and publishing, and sales and marketing.

Please give the best estimate you can if you do not have exact figures. . . .

Please **X** one box only

Yes

No

L

└

18. Over the last 12 months, has the business received any grants for apprenticeships at this site/workplace?

Please ☒ one box only

Yes ☐

No ☐

19. Over the last 12 months, have the employees working at this site/workplace engaged in upskilling, training or development?

Please consider both on-the-job learning/in-house training and courses with external providers.

Please ☒ one box only

Yes ☐ → Go to question 20

No ☐ → Go to question 22

20. Over the last 12 months, which of following sources of learning and training has the business used to improve employees' skills at this site/workplace?

Please ☒ all that apply

On-the-job learning ☐

In-house training courses ☐

Short courses (one week or less) with external providers ☐

Long courses (more than one week) with external providers ☐

21. For long courses (more than one week), which of the following external providers have been used by this site/workplace?

Please ☒ all that apply

Further Education (FE) colleges ☐

Adult Education colleges ☐

Universities ☐

Private businesses/organisations ☐

Other ☐



22. Does the business employ any staff with STEM (Science, Technology, Engineering and Maths) skills/qualifications at this site/workplace?

Please ☒ one box only

Yes ☐ → Go to question 23

No ☐ → Go to question 24

23. Over the last 12 months, has the business engaged in training or development of staff with STEM (Science, Technology, Engineering and Maths) skills/qualifications at this site/workplace?

Please ☒ one box only

Yes ☐

No ☐

24. Over the next 12 months, do you anticipate that the total number of employees at this site/workplace will . . . ?

Please ☒ one box only

Decrease substantially (10% or more). ☐

Decrease slightly (less than 10%) ☐

Remain the same ☐

Increase slightly (less than 10%). ☐

Increase substantially (10% or more) ☐

Section C - Economic growth and trade

25. Questions in this section are about the economic growth of the site/workplace named on the front of this questionnaire.

26. Over the last 12 months, what was the total value of goods and services sold by this site/workplace?

- Exclude VAT

- Give the best estimate you can if you do not have exact figures

To the nearest £ thousand

£ , , ,

27. Over the last 12 months, what percentage of your sales of goods and services was to customers based in:

- Give the best estimate you can if you do not have exact figures

a. Greater London? %

b. UK – excluding Greater London? %

c. Europe – excluding the UK? %

d. Rest of the world? %

= %



28. Over the last 12 months, what was the total value of goods and services purchased by this site/workplace?

- Exclude VAT
- Give the best estimate you can if you do not have exact figures

To the nearest £ thousand

£ , , ,

29. Over the last 12 months, what percentage of your purchases of goods and services came from suppliers based in:

- Give the best estimate you can if you do not have exact figures

- a. Greater London? %
- b. UK – excluding Greater London? %
- c. Europe – excluding the UK? %
- d. Rest of the world? %
- = %

30. Over the last 12 months, what was the total turnover of this site/workplace?

- Leave question blank if the figure is the same as the one provided at question 26
- Exclude VAT
- Give the best estimate you can if you do not have exact figures

To the nearest £ thousand

£ , , ,

31. In comparison to 12 months ago, has the total turnover of this site/workplace ...?

Please ☒ one box only

- Decreased ☐
- Remained the same ☐
- Increased ☐



Section D - Factors affecting the business at this site/workplace

32. Questions in this section are about the factors affecting the site/workplace named on the front of this questionnaire.

33. Over the last 12 months, what impact has each of the following factors had on the business at this site/workplace?

Please ☒ one box for each category, leave blank if not applicable

	Very negative	Negative	No impact	Positive	Very positive
Demand for the products and/or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of inputs (e.g. materials, energy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of staff with appropriate skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff costs/cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of affordable business space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and/or cost of finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxes and business rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology/IT/connectivity/digital infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport (tubes, buses, overground)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air travel infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closeness to residential area(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



34. Over the next 12 months, do you anticipate that the economic situation for the business at this site/workplace will . . . ?

Please ☒ one box only

- Worsen substantially ☐
- Worsen slightly ☐
- Remain the same ☐
- Improve slightly ☐
- Improve substantially ☐

35. Over the next 12 months, do you anticipate that, in general, the economic situation in London will . . . ?

Please ☒ one box only

- Worsen substantially ☐
- Worsen slightly ☐
- Remain the same ☐
- Improve slightly ☐
- Improve substantially ☐

36. How important is each of the following local facilities for this site/workplace?

Please ☒ one box for each category

	Not important	Slightly important	Important	Very important
Local amenities such as cafes, restaurants, shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to cultural activities such as museums, cinemas and theatres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks, sporting and recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and cleanliness of local environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of workspace/work environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



37. How satisfied are you with each of the following facilities local to this site/workplace?

Please ☒ one box for each category

	Very dissatisfied	Disatisfied	Satisfied	Very satisfied
Local amenities such as cafes, restaurants, shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to cultural activities such as museums, cinemas and theatres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks, sporting and recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and cleanliness of local environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of workspace/work environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Section E - Any comments, completion time and your contact details

38. Please provide any comments you might have in the box below:

39. How long has it taken you to complete this questionnaire?

		hrs			mins
--	--	-----	--	--	------

40. Please write the details of the person we should contact if we have any queries regarding the information returned on this questionnaire.

Contact Name																														
Position in business																														
Telephone Number																Ext														
E-mail address																														

41. Please cross this box if you would like to receive a copy of the summary report of findings by e-mail once this survey has been completed:

Thank you for completing this questionnaire

To find out more about the work that the Mayor is doing to support businesses in London, please visit:
<http://www.london.gov.uk/priorities/business-economy/for-business>

If you are seeking advice or support for your business,
 please contact the London Business Support Helpline on 0300 456 3565,
 available Monday to Friday 9-6pm.

To find out more about how Apprenticeships can benefit your business,
 please contact the National Apprenticeship Service on 08000 150 600.



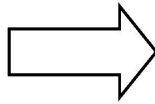
Appendix 1: The questionnaires

The flyer for multi-site enterprises

London Business Survey 2014

Your business is asked to complete **two questionnaires** for this survey:

Head office **Questionnaire**

The image shows the top portion of a questionnaire form titled 'MAYOR OF LONDON' and 'London Business Survey 2014 - Head Office Questionnaire'. It includes a red rectangular box for a logo, a 'To be completed by:' section with 'Name' and 'Email' fields, and a 'Questions where details' section with a 'Contact for help' field. At the bottom, there is a 'Business address' field and a barcode.

Head office

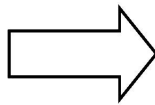


This questionnaire goes to the head office of the business responsible for one or more workplaces/sites in London selected for this survey.

It is sent out in **May 2014** and asks for information about the business as a whole.

If your site contacts you, please encourage them to return their questionnaire.

Site **Questionnaire**

The image shows the top portion of a questionnaire form titled 'MAYOR OF LONDON' and 'London Business Survey 2014 - Site Questionnaire'. It includes a red rectangular box for a logo, a 'To be completed by:' section with 'Name' and 'Email' fields, and a 'Questions where details' section with a 'Contact for help' field. At the bottom, there is a 'Business address' field and a barcode.

Site



This questionnaire goes to one or more workplaces/sites in London which are part of the business.

It is sent out in **June 2014** and asks for specific information about workplaces/sites.

Please note that **both** questionnaires need to be returned.

Appendix 1: The questionnaires

Form 3: Single questionnaire for single site enterprises

MAYOR OF LONDON

London Business Survey 2014

00001 0 00000
OFFICE FOR NATIONAL STATISTICS
NEWPORT
TESTPRINT

Using **black ink**, write any changes to your name and address in the box below

To be completed for:

THE BUSINESS NAMED ABOVE

From:

Office for National Statistics
Government Buildings
Cardiff Road
Newport
NP10 8XG

Questionnaire return details:

Please complete and return this questionnaire to the above address by **1 August 2014** using the prepaid envelope provided. This is a voluntary survey.

Contact for help:

ONS Survey Enquiry Line



0800 298 5313

Your reference:

00000000000

Dear Sir or Madam

I want our city to be the world capital for business and I am working to develop a strong environment in which businesses can flourish.

Your views on the issues affecting your business matter greatly to me. I therefore need your help in completing this survey of workplaces in London and the businesses to which they belong.

We have commissioned the Office for National Statistics (ONS) to run this survey. The ONS is an independent government department which produces official figures on a range of topics including growth of the economy, inflation and employment. The ONS guarantees that all the information you provide in this survey will be kept strictly confidential.

I appreciate the time you will give in responding to this survey. Your input will be used to give us a more detailed understanding of the issues businesses across the city are facing and help us to ensure that London is the best big city in the world to do business.

Yours sincerely

Boris Johnson
Mayor of London

All the information you provide is kept strictly confidential. It is illegal for us to reveal your data or identify your business to unauthorised persons.

LONBUS A

000 0000

LBS



00000000000 A

Introduction to the London Business Survey 2014

Information required

This questionnaire is divided into nine sections, which ask for information about:

- Section A** the profile of the business
- Section B** workforce
- Section C** economic growth and trade
- Section D** factors affecting the business
- Section E** experience of business support and facilities
- Section F** access to finance
- Section G** innovation
- Section H** Greater London as a business location
- Section I** any comments, completion time and your contact details

How to complete the questionnaire

- Read the instructions accompanying each question before completing this questionnaire.
- Leave question blank if not applicable. Do not use 'nil', 'n/a' or draw a line in the data.
- The items listed under 'Include' and 'Exclude' are examples and should not be taken as a complete list of items.

This questionnaire will be scanned, therefore please:

- complete in **black ink**
- ensure letters and numbers are PRINTED and centered within each box
- do not use commas ,
- do not cross sevens 7 or zeros 0

A summary report of findings will be available once this survey has been completed.

If you would like to receive an electronic copy of this report, please provide your e-mail address at question 61 and cross the box at question 62.

--	--	--	--

- Joint UK and foreign-owned ☐ → Go to question 3

- [illegible]

- Intellectual property

- The general public

```
000000 00000000 00000000 0000000000 000000000 00000000 0000000
000000000000 000000 0000000000 00000000
```

Yes ☐ → Go to question 8

No ☐ → Go to question 7

- MANUFACTURE OF UPVC WINDOWS
- LICENSED HOTEL AND RESTAURANT

[illegible]

- working owners who are not paid via PAYE
- agency workers paid directly from the agency payroll
- voluntary employees
- former employees only receiving a pension
- self-employed employees

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--	--	--	--	--	--

10. Over the last 12 months, has the total number of employees ...?

Please ☒ one box only

- Decreased substantially (10% or more) ☐ → Go to question 11
- Decreased slightly (less than 10%) ☐ → Go to question 11
- Remained the same ☐ → Go to question 13
- Increased slightly (less than 10%) ☐ → Go to question 12
- Increased substantially (10% or more) ☐ → Go to question 12

11. Which of the following factors have contributed to the decrease in employees indicated at question 10?

Please ☒ all that apply

- Fall in demand for goods or services ☐
- Higher input/staff costs ☐
- Shortage of suitable workers ☐
- Pressures on cash flow/bad debt ☐
- Lack of access to finance ☐
- General business restructuring ☐
- Employees' personal circumstances (e.g. family commitments, career change) ☐
- Other ☐

12. Which of the following factors have contributed to the increase in employees indicated at question 10?

Please ☒ all that apply

- Increase in demand for goods or services ☐
- Introduction of new technology/new equipment ☐
- Introduction of flexible-working patterns (e.g. job shares) ☐
- Introduction of new products/services ☐
- Need staff with specific skills ☐
- General business expansion/restructuring ☐
- Other ☐



Please **X** one box only

No ☐ → Go to question 17

Please **X** one box only

Yes ☐

No ☐

Please **X** one box only

Very unsuitable

Unsuitable

Suitable

Very suitable

Don't know

[illegible]

Please note that apprenticeships are not the same as traineeship and internships.

Please give the best estimate you can if you do not have exact figures . . .

Please give the best estimate you can if you do not have exact figures. . . .

19. Are you aware that grants are available for apprenticeships?

Please ☒ one box only

Yes ☐ —▶ Go to question 20

No ☐ —▶ Go to question 21

20. Over the last 12 months, has this business received any grants for apprenticeships?

Please ☒ one box only

Yes ☐

No ☐

21. Over the last 12 months, have the employees working at this business engaged in upskilling, training or development?

Please consider both on-the-job learning/in-house training and courses with external providers.

Please ☒ one box only

Yes ☐ —▶ Go to question 22

No ☐ —▶ Go to question 24

22. Over the last 12 months, which of following sources of learning and training has this business used to improve employees' skills?

Please ☒ all that apply

On-the-job learning ☐

In-house training courses ☐

Short courses (one week or less) with external providers ☐

Long courses (more than one week) with external providers ☐

23. For long courses (more than one week), which of the following external providers have been used by this business?

Please ☒ all that apply

Further Education (FE) colleges ☐

Adult Education colleges ☐

Universities ☐

Private businesses/organisations ☐

Other ☐



24. Does this business employ any staff with STEM (Science, Technology, Engineering and Maths) skills/qualifications?

Please ☒ one box only

Yes ☐ → Go to question **25**

No ☐ → Go to question **26**

25. Over the last 12 months, has this business engaged in training or development of staff with STEM (Science, Technology, Engineering and Maths) skills/qualifications?

Please ☒ one box only

Yes ☐

No ☐

26. Over the next 12 months, do you anticipate that the total number of employees will ...?

Please ☒ one box only

Decrease substantially (10% or more). ☐

Decrease slightly (less than 10%) ☐

Remain the same ☐

Increase slightly (less than 10%). ☐

Increase substantially (10% or more) ☐

Section C - Economic growth and trade

27. Over the last 12 months, what was the total value of goods and services sold by this business?

- Exclude VAT
- Give the best estimate you can if you do not have exact figures

To the nearest £ thousand

£ , , ,

28. Over the last 12 months, what percentage of your sales of goods and services was to customers based in:

- Give the best estimate you can if you do not have exact figures

a. Greater London? %

b. UK – excluding Greater London? %

c. Europe – excluding the UK? %

d. Rest of the world? %

= %



29. Over the last 12 months, what was the total value of goods and services purchased by this business?

- Exclude VAT
- Give the best estimate you can if you do not have exact figures

To the nearest £ thousand

£ , , ,

30. Over the last 12 months, what percentage of your purchases of goods and services came from suppliers based in:

- Give the best estimate you can if you do not have exact figures

a. Greater London? %

b. UK – excluding Greater London? %

c. Europe – excluding the UK? %

d. Rest of the world? %

= %

31. Over the last 12 months, what was the total turnover of this business?

- Leave question blank if the figure is the same as the one provided at question 27
- Exclude VAT
- Give the best estimate you can if you do not have exact figures

To the nearest £ thousand

£ , , ,

32. In comparison to 12 months ago, has the total turnover of this business ...?

Please ☒ one box only

Decreased ☐

Remained the same ☐

Increased ☐



Section D - Factors affecting the business

33. Over the last 12 months, what impact has each of the following factors had on this business?

Please ☒ one box for each category, leave blank if not applicable

	Very negative	Negative	No impact	Positive	Very positive
Demand for the products and/or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of inputs (e.g. materials, energy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of staff with appropriate skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff costs/cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of affordable business space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and/or cost of finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxes and business rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology/IT/connectivity/digital infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport (tubes, buses, overground)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air travel infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closeness to residential area(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



34. Over the next 12 months, do you anticipate that the economic situation for this business will . . . ?

Please ☒ one box only

- Worsen substantially ☐
- Worsen slightly ☐
- Remain the same ☐
- Improve slightly ☐
- Improve substantially ☐

35. Over the next 12 months, do you anticipate that, in general, the economic situation in London will . . . ?

Please ☒ one box only

- Worsen substantially ☐
- Worsen slightly ☐
- Remain the same ☐
- Improve slightly ☐
- Improve substantially ☐

36. How important is each of the following local facilities for this business?

Please ☒ one box for each category

	Not important	Slightly important	Important	Very important
Local amenities such as cafes, restaurants, shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to cultural activities such as museums, cinemas and theatres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks, sporting and recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and cleanliness of local environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of workspace/work environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



37. How satisfied are you with each of the following facilities local to this business?

Please ☒ one box for each category

	Very dissatisfied	Disatisfied	Satisfied	Very satisfied
Local amenities such as cafes, restaurants, shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to cultural activities such as museums, cinemas and theatres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks, sporting and recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and cleanliness of local environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of workspace/work environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section E - Business support and facilities

STOP If this business has 250 employees or more, please go to section F

38. Over the last 12 months, how often has this business sought advice or information from external organisations/people on matters affecting this business?

Please ☒ one box for each category

	Never	Seldom	Sometimes	Often
Customer/supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another business owner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solicitor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accountant/auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consultant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOV.UK (formerly Business Link)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade Association/professional body	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



39. Over the last 12 months, how often has this business sought external advice or information on each of the following topics?

Please ☒ one box for each category

	Never	Seldom	Sometimes	Often
Business growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obtaining/managing finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales and marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workforce (e.g. human resources, recruitment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulations/taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IT/computing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research and development/innovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

40. Are you aware of the existence of Incubator, Accelerator and Co-working Spaces?

These are flexible spaces designed for start-ups and small businesses featuring shared office/work space, shared facilities and affordable, all-inclusive monthly charges; they do not include business support services.

Please ☒ one box only

Yes ☐ —▶ Go to question 41

No ☐ —▶ Go to question 42

41. Has this business ever used an Incubator, Accelerator and Co-working Space?

Please ☒ one box only

Yes ☐

No ☐

Don't know ☐



Section F - Access to finance

42. To what extent are you aware of each of the following potential sources of finance?

Please ☒ one box for each category

	Never heard of it	Slightly aware	Aware	Very aware
Bank loans, overdrafts, mortgages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leasing or hire purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
External peer to peer lending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loan funds (e.g. from a government agency)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equity finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal finance such as credit cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

43. Over the last 12 months, has this business attempted to access external finance?

For example: bank loans, overdrafts, mortgages; leasing or hire purchases; external peer to peer lending; loan funds; equity finance; grants; personal finance such as credit cards.

Include cases where the business:

- has not been successful in obtaining external finance
- has obtained external finance but has not used it

Please ☒ one box only

Yes ☐ → Go to question 44

No ☐ → Go to question 47



44. Which of the following types of external finance has this business approached over the last 12 months?

Please ☒ all that apply

- Bank loans, overdrafts, mortgages ☐
- Leasing or hire purchases ☐
- External peer to peer lending ☐
- Loan funds (e.g. from government agency) ☐
- Equity finance ☐
- Grants ☐
- Personal finance such as credit cards ☐
- Other ☐

45. For what purpose(s) has this business sought external finance over the last 12 months?

Please ☒ all that apply

- Investing and expanding the business ☐
- Purchasing stock ☐
- Working capital/day-to-day running of the business ☐
- Paying off debt/refinancing ☐
- Other ☐

46. Has this business been able to obtain the external finance required?

Please ☒ one box only

- Yes - all the external finance required ☐
- Yes - obtained some, but not all the external finance required ☐
- No - unable to obtain the external finance required ☐
- No - not yet been resolved ☐

If this business has not been able to obtain the finance required, you may wish to explain why (optional) in the comment box provided at question 59.



47. Over the next 12 months, is this business planning to grow?

Please ☒ one box only

Yes ☐

No ☐

48. Over the next 12 months, do you anticipate that this business will require (more) external finance?

Please ☒ one box only

Yes - definitely ☐ → Go to question 49

Yes - possibly ☐ → Go to question 49

No ☐ → Go to section G

49. What do you anticipate that this business will use the funds for?

Please ☒ all that apply

Investing and expanding the business ☐

Purchasing stock ☐

Working capital/day-to-day running of the business ☐

Paying off debt/refinancing ☐

Other ☐



Section G - Innovation

50. Over the last 12 months, in which of the following areas has this business made major changes?

Include all **new** and **significantly improved** forms of organisation, business structures or practices aimed at raising internal efficiency or the effectiveness of approaching markets and customers.

Please ☒ all that apply

New **business practices** for organising procedures (e.g. supply chain management, business re-engineering, knowledge management, lean production, quality management etc.) ☐

New methods of **organising work responsibilities and decision making** (e.g. first use of a new system of employee responsibilities, team work, decentralisation, integration or de-integration of departments, education/training systems etc.) ☐

New methods of **organising external relationships** with other firms or public institutions (e.g. first use of alliances, partnerships, outsourcing or sub-contracting etc.) ☐

Implementation of changes to **marketing concepts or strategies** ☐

None of these ☐

51. Over the last 12 months, in which of the following has this business invested for the purposes of current or future innovation?

Please ☒ all that apply

Internal Research and Development

Creative work undertaken within your business that increases knowledge for developing new and improved goods or services and processes ☐

Acquisition of Research and Development

Same activities as above, performed by companies, including other businesses within your group, or by public or private research organisations and purchased by your business ☐

Acquisition of advanced machinery, equipment and software for innovation ☐

Acquisition of existing knowledge

Purchase or licensing of patents and non-patented inventions, know-how and other types of knowledge from other businesses or organisations ☐

Training for innovative activities

Internal or external training for your personnel, specifically for the development and/or introduction of innovations ☐

All forms of design

Engagement in all design activities, including strategic, for the development or implementation of new or improved goods, services and processes ☐

Market introduction of innovations

Changes to product or service design, market research, changes to marketing methods, launch advertising ☐

None of these ☐



52. Over the last 12 months, which of the following has this business introduced?

Include all **new** or **significantly improved** goods or services e.g. improvement in quality or distinct user benefits. The innovation, although new to this business, does not need to be new to the market. Include all product innovations, regardless of their origin.

Please ☒ all that apply

New or significantly improved goods

Exclude the simple resale of goods purchased from other businesses and changes of a solely aesthetic nature ☐

New or significantly improved services ☐

None of these ☐

53. Over the last 12 months, has this business introduced any new or significantly improved processes for producing or supplying goods or services?

Process Innovations are all **new** or **significantly improved** methods for the production or supply of goods or services. The innovation, although new to the business, does not need to be new to your industry. Include all process innovations, regardless of their origin.

Please ☒ one box only

Yes ☐

No ☐



Section H - Greater London as a business location

54. How would you rate Greater London as a location for this business in each of following areas?

Please ☒ one box for each category, leave blank if not applicable

	Very poor	Poor	Adequate	Good	Excellent
Staff with the appropriate skills for the business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International/diverse environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to current or prospective customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to other businesses (e.g. suppliers, competitors)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport infrastructure (e.g. road, rail, tube) within Greater London	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport infrastructure (e.g. road, rail, air) in and out of Greater London	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digital and communications infrastructure (e.g. optical band width, hardware servers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suitable and affordable workspace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability/cost of housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other living costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

55. Comparing Greater London to cities outside of the UK, how would you rate the availability of work visas for non-European employees?

Please ☒ one box only

Very poor	<input type="checkbox"/>
Poor	<input type="checkbox"/>
Adequate	<input type="checkbox"/>
Good	<input type="checkbox"/>
Excellent	<input type="checkbox"/>
Don't know	<input type="checkbox"/>



7

[illegible]

57. Please specify below any other factors that represent a weakness of Greater London as a location for this business.

[illegible]

58. If the UK were to leave the European Union, but remained part of the single market, what impact would it have on this business?

Please **X** one box only

Very negative

7

Negative

7

Neither

7

Positive

7

Very positive

7



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Section I - Any comments, completion time and your contact details

59. Please provide any comments you might have in the box below:

60. How long has it taken you to complete this questionnaire?

		hrs			mins
--	--	-----	--	--	------

61. Please write the details of the person we should contact if we have any queries regarding the information returned on this questionnaire.

Contact Name																														
Position in business																														
Telephone Number																Ext														
E-mail address																														

62. Please cross this box if you would like to receive a copy of the summary report of findings by e-mail once this survey has been completed:

☐

Thank you for completing this questionnaire

To find out more about the work that the Mayor is doing to support businesses in London, please visit:
<http://www.london.gov.uk/priorities/business-economy/for-business>

If you are seeking advice or support for your business,
 please contact the London Business Support Helpline on 0300 456 3565,
 available Monday to Friday 9-6pm.

To find out more about how Apprenticeships can benefit your business,
 please contact the National Apprenticeship Service on 08000 150 600.



Appendix 2: Responses, refusals and re-sends

	Multi-site enterprises						Single site enterprises			All forms		
Raw response rates by enterprise size	Form 1: head office questionnaire			Form 2: site questionnaire			Form 3					
Micro enterprises: 0-9 employees	103	=	36%	57	=	21%	1,007	=	26%	1,167	=	26%
	289			275			3,909			4,473		
Other SMEs: 10-249 employees	611	=	48%	370	=	27%	761	=	38%	1,742	=	38%
	1,278			1,347			1,985			4,610		
Large enterprises: 250+ employees	402	=	33%	354	=	14%	68	=	41%	824	=	22%
	1,206			2,459			167			3,832		
Overall	1,116	=	40%	781	=	19%	1,836	=	30%	3,733	=	29%
	2,773			4,081			6,061			12,915		

	Multi-site enterprises						Single site enterprises			All forms		
Refusal rates by enterprise size	Form 1: head office questionnaire			Form 2: site questionnaire			Form 3					
Micro enterprises: 0-9 employees	16	=	6%	14	=	5%	219	=	6%	249	=	6%
	289			275			3,909			4,473		
Other SMEs: 10-249 employees	47	=	4%	69	=	5%	146	=	7%	262	=	6%
	1,278			1,347			1,985			4,610		
Large enterprises: 250+ employees	81	=	7%	143	=	6%	16	=	10%	240	=	6%
	1,206			2,459			167			3,832		
Overall	144	=	5%	226	=	6%	381	=	6%	751	=	6%
	2,773			4,081			6,061			12,915		

Total number of resends (regardless of eventual outcome)	Multi-site enterprises						Single site		All forms			
	Form 1: head office questionnaire			Form 2: site questionnaire			Form 3					
Micro enterprises: 0-9 employees	42	=	15%	59	=	21%	638	=	16%	739	=	17%
	289			275			3,909			4,473		
Other SMEs: 10-249 employees	176	=	14%	389	=	29%	397	=	20%	962	=	21%
	1,278			1,347			1,985			4,610		
Large enterprises: 250+ employees	136	=	11%	641	=	26%	28	=	17%	805	=	21%
	1,206			2,459			167			3,832		
Overall	354			1,089			1,063			2,506		
	2,773	=	13%	4,081	=	27%	6,061	=	18%	12,915	=	19%

Total number of resends (which were subsequently receipted)	Multi-site enterprises						Single site			All forms		
	Form 1: head office questionnaire			Form 2: site questionnaire			Form 3					
Micro enterprises: 0-9 employees	18			20			184			222		
	289	=	6%	275	=	7%	3,909	=	5%	4,473	=	5%
Other SMEs: 10-249 employees	66			106			130			302		
	1,278	=	5%	1,347	=	8%	1,985	=	7%	4,610	=	7%
Large enterprises: 250+ employees	34			104			11			149		
	1,206	=	3%	2,459	=	4%	167	=	7%	3,832	=	4%
Overall	118			230			325			673		
	2,773	=	4%	4,081	=	6%	6,061	=	5%	12,915	=	5%

Appendix 3: List of variables

Readers should note that this list is organised by variable name. Each question in the survey produces a variable, and each variable name can be traced back to the original question in Form 3 (see Appendix 1). The Form 3 questions can also be found in Forms 1 and 2, but the question numbering may vary.

The results of analysing each variable can be seen in the data table or tables shown in the list below. The list also shows whether the variable comes from a site level question or a head office level question and the degree of non-response associated with it.

Numeric variables

Name of variable	Question number (Form 3)	Data table(s)	Question type	% non response (original)	% non response (after imputation)
EEtotal	Q8	WF1	Site	3.2	0.0
EEFTT	Q9A	WF1	Site	4.2	0.0
EEFTM	Q9A1	WF1	Site	6.1	0.0
EEFTF	Q9A2	WF1	Site	6.1	0.0
EEPTT	Q9B	WF1	Site	4.2	0.0
EEPTM	Q9B1	WF1	Site	5.5	0.0
EEPTF	Q9B2	WF1	Site	5.5	0.0
ApceTotal	Q17	AP1	Site	16.2	0.0
SalesValue	Q27	TRD1	Site	12.9	0.0
SalesPct1	Q28A	TRD2, TRD4	Site	8.9	0.1
SalesPct2	Q28B	TRD2, TRD4	Site	9.2	0.4
SalesPct3	Q28C	TRD2, TRD4	Site	9.2	0.4
SalesPct4	Q28D	TRD2, TRD4	Site	9.1	0.3
Exporter	Derived variable	TRD2	Site	9.1	0.3
PurchaseValue	Q29	TRD1	Site	16.0	0.0
PurchasePct1	Q30A	TRD3, TRD5	Site	12.1	0.2
PurchasePct2	Q30B	TRD3, TRD5	Site	12.6	0.7
PurchasePct3	Q30C	TRD3, TRD5	Site	12.6	0.6
PurchasePct4	Q30D	TRD3, TRD5	Site	12.6	0.7
Importer	Derived variable	TRD3, TRD5	Site	12.6	0.6
TurnoverValue	Q31	BMP1	Site	10.0	0.0

Categorical variables

Readers should note that this list is organised by variable name. Each question in the survey produces a variable, and each variable name can be traced back to the original question in Form 3 (see Appendix 1). The Form 3 questions can also be found in Forms 1 and 2, but the question numbering may vary.

The results of analysing each variable can be seen in the data table or tables shown in the list below. The list also shows whether the variable comes from a site level question or a head office level question and the degree of non-response associated with it.

Readers should note that for some of the categorical variables listed below non-response has been adjusted to show zero non-response. There are two reasons for this: (a) some questions were not supposed to be answered by certain respondents, and their non-response has been adjusted accordingly; and (b) non-response to some questions has been treated as equivalent to a 'no' on the assumption that the question was left blank because it was not applicable to the respondent. This is explained in the footnotes of the relevant data tables.

Name of variable	Question number (Form 3)	Data table(s)	Question type	% non response
FirmAge	Q1	BPR5	Head office	6.6
OwnUK	Q2	BPR1, BPR2	Head office	1.1
Produce1	Q4.1	BPR3	Site	0.0
Produce2	Q4.2	BPR3	Site	0.0
Produce3	Q4.3	BPR3	Site	0.0
Custom1	Q5.1	BPR4	Head office	0.0
Custom2	Q5.2	BPR4	Head office	0.0
Custom3	Q5.3	BPR4	Head office	0.0
Custom4	Q5.4	BPR4	Head office	0.0
EEchange	Q10	R1	Site	2.5
EEfall1	Q11.1	R4	Site	0.0
EEfall2	Q11.2	R4	Site	0.0
EEfall3	Q11.3	R4	Site	0.0
EEfall4	Q11.4	R4	Site	0.0
EEfall5	Q11.5	R4	Site	0.0
EEfall6	Q11.6	R4	Site	0.0
EEfall7	Q11.7	R4	Site	0.0
EEfall8	Q11.8	R4	Site	0.0
EErise1	Q12.1	R3	Site	0.0
EErise2	Q12.2	R3	Site	0.0
EErise3	Q12.3	R3	Site	0.0
EErise4	Q12.4	R3	Site	0.0
EErise5	Q12.5	R3	Site	0.0
EErise6	Q12.6	R3	Site	0.0
EErise7	Q12.7	R3	Site	0.0
EErecruit	Q13	R5	Site	0.0
EEJCP	Q14	R6	Site	0.0
ApceAware	Q19	AP2	Site	0.0
ApceGrant	Q20	AP3	Site	0.0
EEupskill	Q21	TRN1	Site	0.0

Name of variable	Question number (Form 3)	Data table(s)	Question type	% non response
Eetrain1	Q22.1	TRN2	Site	0.0
Eetrain2	Q22.2	TRN2	Site	0.0
Eetrain3	Q22.3	TRN2	Site	0.0
Eetrain4	Q22.4	TRN2	Site	0.0
TrainProvider1	Q23.1	TRN3	Site	0.0
TrainProvider2	Q23.2	TRN3	Site	0.0
TrainProvider3	Q23.3	TRN3	Site	0.0
TrainProvider4	Q23.4	TRN3	Site	0.0
TrainProvider5	Q23.5	TRN3	Site	0.0
EESTEM	Q24	STEM1	Site	0.0
TrainSTEM	Q25	TRN1	Site	0.0
EEplan	Q26	R2	Site	2.7
TurnoverChange	Q32	BPM2	Site	7.9
FactorImpact1	Q33.1	FAB1	Site	9.1
FactorImpact2	Q33.2	FAB1	Site	16.2
FactorImpact3	Q33.3	FAB1	Site	13.9
FactorImpact4	Q33.4	FAB1	Site	13.0
FactorImpact5	Q33.5	FAB1	Site	11.6
FactorImpact6	Q33.6	FAB1	Site	11.4
FactorImpact7	Q33.7	FAB1	Site	13.5
FactorImpact8	Q33.8	FAB1	Site	13.7
FactorImpact9	Q33.9	FAB1	Site	13.5
FactorImpact10	Q33.10	FAB1	Site	11.5
FactorImpact11	Q33.11	FAB1	Site	14.1
FactorImpact12	Q33.12	FAB1	Site	13.1
FactorImpact13	Q33.13	FAB1	Site	14.6
FactorImpact14	Q33.14	FAB1	Site	14.3
FactorImpact15	Q33.15	FAB1	Site	16.1
FactorImpact16	Q33.16	FAB1	Site	14.6
EconBus	Q34	BPM4	Site	2.6
EconLondon	Q35	BPM5	Site	2.7
FacilityLocal1	Q36.1	LF1	Site	3.2
FacilityLocal2	Q36.2	LF1	Site	3.5
FacilityLocal3	Q36.3	LF1	Site	3.7
FacilityLocal4	Q36.4	LF1	Site	3.4
FacilityLocal5	Q36.5	LF1	Site	3.3
FacilitySatisfy1	Q37.1	LF2	Site	4.7
FacilitySatisfy2	Q37.2	LF2	Site	7.1
FacilitySatisfy3	Q37.3	LF2	Site	6.1
FacilitySatisfy4	Q37.4	LF2	Site	5.1
FacilitySatisfy5	Q37.5	LF2	Site	5.0

Name of variable	Question number (Form 3)	Data table(s)	Question type	% non response
AdvExtWho1	Q38.1	BS1	Head office	8.4
AdvExtWho2	Q38.2	BS1	Head office	10.2
AdvExtWho3	Q38.3	BS1	Head office	7.9
AdvExtWho4	Q38.4	BS1	Head office	6.1
AdvExtWho5	Q38.5	BS1	Head office	9.2
AdvExtWho6	Q38.6	BS1	Head office	7.8
AdvExtWho7	Q38.7	BS1	Head office	10.7
AdvExtWho8	Q38.8	BS1	Head office	9.1
AdvExtWhat1	Q39.1	BS2	Head office	8.1
AdvExtWhat2	Q39.2	BS2	Head office	7.4
AdvExtWhat3	Q39.3	BS2	Head office	7.6
AdvExtWhat4	Q39.4	BS2	Head office	7.1
AdvExtWhat5	Q39.5	BS2	Head office	6.8
AdvExtWhat6	Q39.6	BS2	Head office	7.7
AdvExtWhat7	Q39.7	BS2	Head office	7.5
AdvExtWhat8	Q39.8	BS2	Head office	7.0
AdvExtWhat9	Q39.9	BS2	Head office	8.7
AdvExtWhat10	Q39.10	BS2	Head office	6.7
AwareIAC	Q40	BS3	Head office	0.0
UsedIAC	Q41	BS4	Head office	0.0
AwareFin1	Q42.1	AF1	Head office	2.1
AwareFin2	Q42.2	AF1	Head office	2.6
AwareFin3	Q42.3	AF1	Head office	4.4
AwareFin4	Q42.4	AF1	Head office	3.7
AwareFin5	Q42.5	AF1	Head office	3.8
AwareFin6	Q42.6	AF1	Head office	3.3
AwareFin7	Q42.7	AF1	Head office	3.8
UsedFin	Q43	AF2	Head office	0.0
ExtFinType1	Q44.1	AF3	Head office	0.0
ExtFinType2	Q44.2	AF3	Head office	0.0
ExtFinType3	Q44.3	AF3	Head office	0.0
ExtFinType4	Q44.4	AF3	Head office	0.0
ExtFinType5	Q44.5	AF3	Head office	0.0
ExtFinType6	Q44.6	AF3	Head office	0.0
ExtFinType7	Q44.7	AF3	Head office	0.0
ExtFinType8	Q44.8	AF3	Head office	0.0
ExtFinWhy1	Q45.1	AF4	Head office	0.0
ExtFinWhy2	Q45.2	AF4	Head office	0.0
ExtFinWhy3	Q45.3	AF4	Head office	0.0
ExtFinWhy4	Q45.4	AF4	Head office	0.0
ExtFinWhy5	Q45.5	AF4	Head office	0.0
ExtFinObtain	Q46	AF5	Head office	0.0

Name of variable	Question number (Form 3)	Data table(s)	Question type	% non response
PlanGrow	Q47	BPM3	Head office	0.0
ExtFinNeed	Q48	AF6	Head office	0.0
ExtFinPlan1	Q49.1	AF7	Head office	0.0
ExtFinPlan2	Q49.2	AF7	Head office	0.0
ExtFinPlan3	Q49.3	AF7	Head office	0.0
ExtFinPlan4	Q49.4	AF7	Head office	0.0
ExtFinPlan5	Q49.5	AF7	Head office	0.0
NewPractice1	Q50.1	IOV1, IOV3	Head office	0.0
NewPractice2	Q50.2	IOV1, IOV3	Head office	0.0
NewPractice3	Q50.3	IOV1, IOV3	Head office	0.0
NewPractice4	Q50.4	IOV1, IOV3	Head office	0.0
NewPractice5	Q50.5	IOV1, IOV3	Head office	0.0
InnovInvest1	Q51.1	IOV2, IOV4	Head office	0.0
InnovInvest2	Q51.2	IOV2, IOV4	Head office	0.0
InnovInvest3	Q51.3	IOV2, IOV4	Head office	0.0
InnovInvest4	Q51.4	IOV2, IOV4	Head office	0.0
InnovInvest5	Q51.5	IOV2, IOV4	Head office	0.0
InnovInvest6	Q51.6	IOV2, IOV4	Head office	0.0
InnovInvest7	Q51.7	IOV2, IOV4	Head office	0.0
InnovInvest8	Q51.8	IOV2, IOV4	Head office	0.0
NewProduct1	Q52.1	IOV1, IOV3	Head office	1.4
NewProduct2	Q52.2	IOV1, IOV3	Head office	1.4
NewProduct3	Q52.3	IOV1, IOV3	Head office	1.4
NewProcess	Q53	IOV1, IOV3	Head office	1.4
InnovActive	Derived variable	IOV1, IOV3	Head office	5.0
InnovInvActive	Derived variable	IOV2, IOV4	Head office	4.6
LondonLoc1	Q54.1	LBL1	Head office	5.7
LondonLoc2	Q54.2	LBL1	Head office	12.4
LondonLoc3	Q54.3	LBL1	Head office	7.4
LondonLoc4	Q54.4	LBL1	Head office	7.6
LondonLoc5	Q54.5	LBL1	Head office	6.0
LondonLoc6	Q54.6	LBL1	Head office	7.3
LondonLoc7	Q54.7	LBL1	Head office	9.0
LondonLoc8	Q54.8	LBL1	Head office	8.5
LondonLoc9	Q54.9	LBL1	Head office	10.9
LondonLoc10	Q54.10	LBL1	Head office	11.1
LondonLoc11	Q54.11	LBL1	Head office	8.1
WorkVisa	Q55	LBL2	Head office	3.6
LondonEU	Q58	LBL3	Head office	5.0