



## LCCI – QES Q1 2018

Methodology: ComRes interviewed 561 London business decision makers online between 15<sup>th</sup> February and 15<sup>th</sup> March 2018. Data were weighted to be representative of all London businesses by company size and broad industry sector. ComRes is a member of the British Polling Council and abides by its rules.

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## Topical Q1 2018

Q\_SUM. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?

### SUMMARY TABLE

Base: All respondents

								NETS		
	Total	Very effective	Fairly effective	Not very effective	Not at all effective	Don't know	I don't think that there is a need for more housing in London	Effective	Not effective	Mean
Increasing the amount of social housing available	561 100%	185 33%	211 38%	97 17%	30 5%	35 6%	3 1%	396 71%	126 23%	3.1
Allowing new housing to be built on poor quality, disused or derelict green belt land	561 100%	131 23%	245 44%	90 16%	44 8%	48 9%	3 1%	376 67%	134 24%	2.9
Encouraging shared ownership (where you buy a stake in the property and pay rent on the remaining share)	561 100%	51 9%	288 51%	144 26%	32 6%	43 8%	3 1%	339 60%	176 31%	2.7
Stamp duty tax relief for first-time buyers	561 100%	144 26%	190 34%	130 23%	57 10%	36 6%	3 1%	334 60%	187 33%	2.8
'Help-to-Buy' schemes (e.g. help to buy loans, ISAs etc.)	561 100%	99 18%	226 40%	136 24%	61 11%	34 6%	3 1%	326 58%	198 35%	2.7
Relaxing planning laws on new developments	561 100%	91 16%	200 36%	158 28%	60 11%	49 9%	3 1%	291 52%	217 39%	2.6
The Government's 'Build to Rent' scheme (where housing is purpose-built for and held by the private rented sector for a minimum of 15 years)	561 100%	56 10%	228 41%	149 27%	47 8%	78 14%	3 1%	284 51%	196 35%	2.6

## Topical Q1 2018

**Q\_1. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**'Help-to-Buy' schemes (e.g. help to buy loans, ISAs etc.)**

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective	(4) 99	84	15	1	17	28	8	11	19	7	8	9	91
	18%	17%	26%	7%	21%	24%	11%	17%	14%	20%	19%	18%	18%
		a											
Fairly effective	(3) 226	205	21	13	25	43	27	26	55	17	20	26	201
	40%	41%	36%	66%	33%	37%	36%	40%	41%	50%	48%	52%	39%
			d										
Not very effective	(2) 136	124	13	2	22	29	26	15	31	3	8	9	127
	24%	25%	22%	8%	29%	25%	35%	23%	24%	9%	19%	18%	25%
			i										
Not at all effective	(1) 61	58	3	4	9	4	8	9	22	2	4	5	56
	11%	11%	6%	19%	11%	4%	10%	14%	16%	7%	9%	11%	11%
		b											
Don't know	34	29	5	*	5	12	3	3	6	4	2	1	34
	6%	6%	9%	1%	6%	10%	3%	5%	4%	12%	5%	1%	7%
I don't think that there is a need for more housing in London	3	3	1	-	-	*	3	*	-	*	-	-	3
	1%	1%	1%	-	-	*	3%	*	-	1%	-	-	1%
<b>NETS</b>													
Net: Effective	326	290	36	15	42	71	35	37	74	23	28	34	291
	58%	58%	62%	73%	54%	61%	48%	57%	56%	71%	67%	70%	57%
										df			

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

## Topical Q1 2018

**Q\_1. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**'Help-to-Buy' schemes (e.g. help to buy loans, ISAs etc.)**

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Not effective	198	181	16	5	31	33	34	24	53	5	12	14	183
	35%	36%	28%	26%	40%	29%	46%	37%	40%	16%	28%	29%	36%
		b			i		i		i				
Mean score	2.7	2.7	2.9	2.6	2.7	2.9	2.5	2.6	2.6	3.0	2.8	2.8	2.7
		a				fh				fgh			
Standard deviation	.91	.91	.90	.89	.96	.84	.85	.95	.95	.82	.88	.87	.91
Standard error	.04	.05	.07	.20	.11	.09	.14	.11	.10	.11	.11	.11	.04

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

## Topical Q1 2018

**Q\_1. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**'Help-to-Buy' schemes (e.g. help to buy loans, ISAs etc.)**

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
		Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective (4)	99	44	56	21	75	4	25	75	42	57	41	50	9
	18%	16%	19%	36%	16%	10%	33%	15%	21%	16%	27%	13%	23%
				de			g				k		
Fairly effective (3)	226	111	115	25	196	6	27	199	79	148	62	152	12
	40%	41%	40%	42%	42%	17%	37%	41%	38%	41%	40%	41%	32%
				e	e								
Not very effective (2)	136	69	68	6	118	12	10	126	52	84	33	98	5
	24%	25%	24%	11%	25%	34%	14%	26%	25%	24%	21%	27%	14%
				c	c		f						
Not at all effective (1)	61	31	30	4	49	8	7	54	16	45	10	45	7
	11%	11%	10%	7%	11%	23%	10%	11%	8%	13%	6%	12%	18%
				cd								j	
Don't know	34	18	16	2	27	5	4	30	15	19	9	24	2
	6%	7%	6%	4%	6%	15%	6%	6%	7%	5%	6%	6%	5%
				cd									
I don't think that there is a need for more housing in London	3	1	3	*	3	*	1	3	1	3	*	*	3
	1%	*	1%	*	1%	1%	1%	1%	*	1%	*	*	8%
<b>NETS</b>													
Net: Effective	326	155	171	46	270	10	52	273	121	205	103	202	21
	58%	56%	60%	79%	58%	27%	70%	56%	59%	57%	66%	55%	56%
				de	e		g				k		
Net: Not effective	198	100	98	10	168	20	18	180	68	130	43	143	12
	35%	37%	34%	17%	36%	56%	24%	37%	33%	36%	28%	39%	32%
				c	c		f					j	

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

## Topical Q1 2018

Q\_1. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?

### 'Help-to-Buy' schemes (e.g. help to buy loans, ISAs etc.)

Base: All respondents

Significance Level: 95%

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	2.7	2.7	2.7	3.1	2.7	2.2	3.0	2.6	2.8	2.6	2.9	2.6	2.7
Standard deviation	.91	.90	.92	.88	.89	.99	.97	.89	.89	.92	.88	.89	1.09
Standard error	.04	.05	.06	.09	.04	.17	.08	.05	.06	.05	.07	.05	.22

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

## Topical Q1 2018

Q\_2. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?

The Government's 'Build to Rent' scheme (where housing is purpose-built for and held by the private rented sector for a minimum of 15 years)

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective	(4) 56	48	8	1	14	10	3	5	13	4	5	6	50
	10%	10%	14%	5%	18%	9%	4%	9%	10%	11%	11%	13%	10%
					f								
Fairly effective	(3) 228	208	20	9	32	54	22	23	54	15	19	24	203
	41%	41%	34%	44%	41%	47%	29%	35%	41%	46%	44%	49%	40%
Not very effective	(2) 149	135	14	6	19	21	31	21	37	7	7	11	138
	27%	27%	24%	31%	24%	18%	41%	33%	28%	20%	17%	23%	27%
							eij	ej					
Not at all effective	(1) 47	39	8	2	4	13	6	6	11	1	5	4	44
	8%	8%	13%	9%	5%	11%	8%	9%	8%	4%	11%	7%	9%
			a										
Don't know	78	70	8	2	9	18	10	9	17	6	7	4	74
	14%	14%	13%	10%	11%	15%	14%	14%	13%	18%	16%	7%	14%
I don't think that there is a need for more housing in London	3	3	1	-	-	*	3	*	-	*	-	-	3
	1%	1%	1%	-	-	*	3%	*	-	1%	-	-	1%
<b>NETS</b>													
Net: Effective	284	256	28	10	46	65	25	28	68	19	23	31	253
	51%	51%	48%	49%	59%	56%	34%	44%	51%	57%	55%	62%	49%
					f	f				f	f		

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

## Topical Q1 2018

**Q\_2. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**The Government's 'Build to Rent' scheme (where housing is purpose-built for and held by the private rented sector for a minimum of 15 years)**

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Not effective	196	174	22	8	23	34	37	27	48	8	12	15	181
	35%	35%	37%	41%	30%	29%	49%	42%	36%	24%	28%	30%	35%
Mean score	2.6	2.6	2.6	2.5	2.8	2.6	2.4	2.5	2.6	2.8	2.7	2.7	2.6
Standard deviation	.82	.80	.95	.78	.83	.85	.73	.82	.82	.75	.88	.80	.82
Standard error	.04	.05	.07	.18	.09	.09	.13	.10	.09	.10	.11	.10	.04

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



## Topical Q1 2018

**Q\_2. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**The Government's 'Build to Rent' scheme (where housing is purpose-built for and held by the private rented sector for a minimum of 15 years)**

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
		Inner London a	Outer London b	Increase c	Stay the same d	Fall e	Tried to recruit f	Did not try to recruit g	Full capacity h	Below capacity i	Rise j	Stay the same k	Fall l
Significance Level: 95%													
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective (4)	56 10%	28 10%	28 10%	12 21% d	41 9%	3 9%	13 18% g	43 9%	25 12%	31 9%	22 14% k	27 7%	7 18%
Fairly effective (3)	228 41%	104 38%	124 43%	25 43%	193 41%	9 26%	29 38%	199 41%	90 44%	138 39%	73 47% k	137 37%	17 46%
Not very effective (2)	149 27%	74 27%	75 26%	8 14%	133 28% c	8 23%	18 25%	131 27%	47 23%	102 29%	25 16%	120 32% j	4 11%
Not at all effective (1)	47 8%	29 11%	18 6%	4 6%	38 8%	5 14%	5 6%	42 9%	14 7%	33 9%	12 8%	32 9%	3 8%
Don't know	78 14%	39 14%	39 14%	9 16%	60 13% d	9 26%	9 12%	68 14%	27 13%	51 14%	22 14%	52 14%	3 8%
I don't think that there is a need for more housing in London	3 1%	1 *	3 1%	* *	3 1%	* 1%	1 1%	3 1%	1 *	3 1%	* *	* *	3 8%
<b>NETS</b>													
Net: Effective	284 51%	131 48%	152 53%	37 64% de	234 50%	12 35%	42 56%	242 50%	115 57% i	168 47%	95 61% k	165 45%	24 65%
Net: Not effective	196 35%	103 38%	93 32%	12 20%	171 37% c	13 38% c	23 31%	173 36%	61 30%	135 38%	37 24%	152 41% j	7 20%
Mean score	2.6	2.6	2.7	2.9 d	2.6	2.4	2.8 g	2.6	2.7 i	2.5	2.8 k	2.5	2.9

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

## Topical Q1 2018

Q\_2. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?

The Government's 'Build to Rent' scheme (where housing is purpose-built for and held by the private rented sector for a minimum of 15 years)

Base: All respondents

Significance Level: 95%

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	.82	.86	.78	.85	.80	.96	.86	.81	.81	.82	.83	.79	.87
Standard error	.04	.05	.05	.09	.04	.18	.08	.04	.05	.05	.07	.05	.18

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

## Topical Q1 2018

**Q\_3. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Increasing the amount of social housing available

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective	(4) 185	170	15	3	27	40	29	23	38	11	14	14	171
	33%	34%	25%	15%	35%	34%	39%	35%	29%	32%	33%	29%	33%
Fairly effective	(3) 211	187	24	12	32	38	30	21	50	10	18	24	188
	38%	37%	42%	60%	41%	33%	40%	33%	37%	31%	44%	48%	37%
Not very effective	(2) 97	86	11	2	9	23	10	12	27	6	6	6	90
	17%	17%	18%	10%	12%	20%	14%	19%	20%	19%	15%	13%	18%
Not at all effective	(1) 30	27	3	3	5	5	-	3	10	2	1	5	25
	5%	5%	6%	13%	6%	5%	-	4%	8%	8%	3%	9%	5%
Don't know	35	30	5	*	4	10	3	5	8	3	2	*	35
	6%	6%	8%	1%	6%	8%	3%	8%	6%	9%	5%	*	7%
													k
I don't think that there is a need for more housing in London	3	3	1	-	-	*	3	*	-	*	-	-	3
	1%	1%	1%	-	-	*	3%	*	-	1%	-	-	1%
<b>NETS</b>													
Net: Effective	396	357	39	15	60	77	59	44	88	21	32	38	358
	71%	71%	67%	75%	76%	67%	79%	68%	66%	63%	76%	77%	70%
Net: Not effective	126	112	14	5	14	29	10	15	37	9	8	11	115
	23%	22%	24%	24%	18%	25%	14%	23%	28%	27%	18%	22%	23%

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

## Topical Q1 2018

**Q\_3. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Increasing the amount of social housing available

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	3.1	3.1	2.9	2.8	3.1	3.1	3.3	3.1	2.9	3.0	3.1	3.0	3.1
Standard deviation	.88	.88	.86	.89	.88	.90	.71	.88	.92	.97	.80	.90	.87
Standard error	.04	.05	.06	.20	.10	.10	.12	.10	.10	.12	.10	.11	.04

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

## Topical Q1 2018

**Q\_3. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Increasing the amount of social housing available

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
		Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective (4)	185 33%	93 34%	92 32%	29 50% d	138 29%	18 50% d	28 38%	157 32%	65 32%	120 34%	63 41% k	107 29%	15 40%
Fairly effective (3)	211 38%	100 37%	111 39%	21 36% e	188 40% e	2 6%	35 47% g	176 36%	86 42%	125 35%	57 37%	142 38%	13 34%
Not very effective (2)	97 17%	46 17%	50 17%	5 9%	85 18% c	6 17%	6 8%	90 19% f	28 14%	68 19%	17 11%	76 21% j	3 9%
Not at all effective (1)	30 5%	16 6%	14 5%	1 1%	26 6%	3 10% c	* 1%	29 6% f	9 4%	21 6%	11 7%	19 5%	1 2%
Don't know	35 6%	17 6%	18 6%	1 3%	28 6%	6 16% cd	4 6%	31 6%	16 8%	19 5%	7 4%	25 7%	3 8%
I don't think that there is a need for more housing in London	3 1%	1 *	3 1%	* *	3 1%	* 1%	1 1%	3 1%	1 *	3 1%	* *	* *	3 8%
<b>NETS</b>													
Net: Effective	396 71%	193 71%	203 71%	51 87% de	326 70%	19 56%	63 85% g	333 68%	151 74%	246 69%	120 78% k	249 67%	27 74%
Net: Not effective	126 23%	62 23%	64 22%	6 11%	111 24% c	9 27% c	7 9%	120 25% f	37 18%	89 25%	28 18%	95 26%	4 11%

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

## Topical Q1 2018

**Q\_3. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Increasing the amount of social housing available

Base: All respondents

Significance Level: 95%

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	3.1	3.1	3.1	3.4	3.0	3.2	3.3	3.0	3.1	3.0	3.2	3.0	3.3
Standard deviation	.88	.89	.86	.72	.87	1.14	.66	.90	.82	.90	.90	.87	.75
Standard error	.04	.05	.06	.08	.04	.20	.06	.05	.05	.05	.07	.05	.15

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

## Topical Q1 2018

**Q\_4. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Allowing new housing to be built on poor quality, disused or derelict green belt land

Base: All respondents

	Total	BUSINESS SIZE		INDUSTRY								MANUFACTURING/SERVICES	
		0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective	(4)	131	17	3	20	29	19	19	25	5	10	10	120
		23%	30%	14%	26%	25%	26%	30%	19%	15%	25%	21%	24%
Fairly effective	(3)	245	21	8	36	47	32	24	65	18	15	20	225
		44%	35%	38%	46%	40%	43%	37%	49%	56%	36%	41%	44%
Not very effective	(2)	90	11	3	12	19	10	13	18	5	10	8	82
		16%	19%	15%	16%	16%	14%	20%	13%	16%	24%	16%	16%
Not at all effective	(1)	44	3	6	8	8	3	2	11	2	4	10	34
		8%	5%	28%	10%	7%	3%	4%	8%	7%	9%	20%	7%
Don't know		48	6	1	1	14	8	6	14	2	3	1	47
		9%	10%	5%	2%	12%	10%	9%	10%	5%	7%	2%	9%
I don't think that there is a need for more housing in London		3	1	-	-	*	3	*	-	*	-	-	3
		1%	1%	-	-	*	3%	*	-	1%	-	-	1%
<b>NETS</b>													
Net: Effective		376	38	10	57	75	52	43	90	23	26	30	345
		67%	65%	52%	73%	65%	69%	67%	68%	70%	61%	62%	67%

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

## Topical Q1 2018

**Q\_4. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**Allowing new housing to be built on poor quality, disused or derelict green belt land**

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Not effective	134	120	14	9	20	27	13	15	29	8	14	18	116
	24%	24%	23%	43%	26%	23%	17%	24%	22%	23%	32%	36%	23%
Mean score	2.9	2.9	3.0	2.4	2.9	2.9	3.1	3.0	2.9	2.8	2.8	2.6	2.9
Standard deviation	.88	.88	.88	1.09	.91	.89	.79	.86	.85	.79	.95	1.05	.85
Standard error	.04	.05	.07	.26	.10	.10	.14	.10	.09	.10	.12	.13	.04

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



## Topical Q1 2018

**Q\_4. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Allowing new housing to be built on poor quality, disused or derelict green belt land

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
		Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective	(4) 131	66	65	18	105	7	24	106	38	92	48	73	10
	23%	24%	23%	32%	22%	20%	32%	22%	19%	26%	31%	20%	26%
							g			h	k		
Fairly effective	(3) 245	125	120	20	212	14	27	218	97	148	65	168	12
	44%	46%	42%	34%	45%	39%	36%	45%	47%	42%	42%	46%	31%
					c								
Not very effective	(2) 90	48	42	9	77	4	14	76	35	56	20	63	7
	16%	17%	15%	16%	16%	12%	18%	16%	17%	16%	13%	17%	20%
Not at all effective	(1) 44	14	30	5	35	4	5	39	13	30	6	35	3
	8%	5%	10%	8%	8%	12%	6%	8%	7%	9%	4%	9%	8%
			a									j	
Don't know	48	21	27	6	37	6	5	43	21	27	16	30	2
	9%	8%	9%	10%	8%	16%	6%	9%	10%	8%	10%	8%	7%
I don't think that there is a need for more housing in London	3	1	3	*	3	*	1	3	1	3	*	*	3
	1%	*	1%	*	1%	1%	1%	1%	*	1%	*	*	8%
<b>NETS</b>													
Net: Effective	376	191	185	38	317	21	51	324	135	241	113	241	21
	67%	70%	64%	66%	68%	59%	68%	67%	66%	67%	73%	65%	57%
Net: Not effective	134	61	73	14	112	8	18	116	48	86	26	98	10
	24%	22%	25%	24%	24%	23%	25%	24%	24%	24%	17%	26%	28%
												j	
Mean score	2.9	3.0	2.9	3.0	2.9	2.8	3.0	2.9	2.9	2.9	3.1	2.8	2.9
											k		
Standard deviation	.88	.82	.93	.95	.86	.97	.91	.87	.82	.91	.81	.88	.98
Standard error	.04	.05	.06	.10	.04	.17	.08	.04	.05	.05	.06	.05	.20

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

## Topical Q1 2018

**Q\_5. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Relaxing planning laws on new developments

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective	(4) 91 16%	80 16%	11 19%	4 21%	21 27%	20 17%	11 15%	10 16%	16 12%	5 15%	3 8%	14 29%	77 15%
Fairly effective	(3) 200 36%	181 36%	20 34%	8 41%	30 38%	43 37%	16 22%	29 46%	47 35%	11 33%	16 37%	17 35%	183 36%
Not very effective	(2) 158 28%	142 28%	15 26%	5 25%	13 16%	25 22%	31 41%	13 20%	48 36%	10 30%	13 31%	9 18%	149 29%
Not at all effective	(1) 60 11%	53 10%	7 12%	3 13%	11 14%	14 12%	6 8%	5 8%	10 8%	4 13%	6 15%	9 18%	51 10%
Don't know	49 9%	44 9%	5 8%	* 1%	3 4%	14 12%	8 10%	6 10%	12 9%	2 7%	4 8%	* *	49 10%
I don't think that there is a need for more housing in London	3 1%	3 1%	1 1%	- -	- -	* *	3 3%	* *	- -	* 1%	- -	- -	3 1%
<b>NETS</b>													
Net: Effective	291 52%	261 52%	31 52%	12 61%	51 66%	63 55%	27 37%	40 62%	63 47%	16 48%	19 46%	31 64%	260 51%

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

## Topical Q1 2018

Q\_5. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?

### Relaxing planning laws on new developments

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Not effective	217	195	22	8	24	39	37	18	58	14	19	18	200
	39%	39%	38%	38%	31%	34%	50%	28%	44%	44%	46%	36%	39%
Mean score	2.6	2.6	2.7	2.7	2.8	2.7	2.5	2.8	2.6	2.5	2.4	2.8	2.6
Standard deviation	.91	.90	.96	.97	1.01	.94	.89	.85	.83	.95	.87	1.07	.89
Standard error	.04	.05	.07	.22	.11	.10	.16	.10	.09	.12	.11	.14	.04

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

## Topical Q1 2018

**Q\_5. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Relaxing planning laws on new developments

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
		Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28	
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very effective	(4)	91	45	46	16	70	5	17	74	36	55	27	54	9
		16%	17%	16%	28%	15%	15%	22%	15%	18%	15%	18%	15%	25%
				d										
Fairly effective	(3)	200	94	106	23	172	6	28	172	67	134	60	132	8
		36%	34%	37%	39%	37%	16%	38%	35%	33%	38%	39%	36%	22%
				e	e									
Not very effective	(2)	158	86	71	7	143	7	15	143	57	100	38	110	10
		28%	31%	25%	13%	31%	20%	20%	29%	28%	28%	24%	30%	26%
				c	f									
Not at all effective	(1)	60	25	35	9	43	8	9	50	21	39	20	37	3
		11%	9%	12%	16%	9%	22%	13%	10%	10%	11%	13%	10%	8%
				d	d									
Don't know		49	22	27	3	38	9	5	44	23	26	10	35	4
		9%	8%	9%	4%	8%	25%	7%	9%	11%	7%	6%	10%	11%
				cd										
I don't think that there is a need for more housing in London		3	1	3	*	3	*	1	3	1	3	*	*	3
		1%	*	1%	*	1%	1%	1%	1%	*	1%	*	*	8%
<b>NETS</b>														
Net: Effective		291	139	152	39	242	11	45	247	102	189	88	186	18
		52%	51%	53%	67%	52%	31%	60%	51%	50%	53%	56%	50%	48%
				e	de									
Net: Not effective		217	111	106	17	186	15	24	193	78	139	58	147	13
		39%	41%	37%	29%	40%	43%	33%	40%	38%	39%	37%	40%	34%
				c										

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

## Topical Q1 2018

**Q\_5. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Relaxing planning laws on new developments

Base: All respondents

Significance Level: 95%

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	2.6	2.6	2.6	2.8	2.6	2.3	2.8	2.6	2.7	2.6	2.7	2.6	2.8
Standard deviation	.91	.89	.93	1.04	.87	1.13	.98	.90	.93	.90	.94	.89	1.01
Standard error	.04	.05	.06	.11	.04	.20	.08	.05	.06	.05	.07	.05	.21

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

## Topical Q1 2018

**Q\_6. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**Encouraging shared ownership (where you buy a stake in the property and pay rent on the remaining share)**

Base: All respondents

		BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
		0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services	
Total		a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498	
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very effective	(4) 51	40	11	3	11	10	3	7	10	4	3	9	42	
	9%	8%	19%	14%	14%	8%	5%	12%	7%	12%	8%	18%	8%	
			a											
Fairly effective	(3) 288	266	22	10	42	50	39	31	73	18	25	22	266	
	51%	53%	37%	50%	53%	43%	53%	49%	55%	53%	60%	44%	52%	
		b									e			
Not very effective	(2) 144	128	16	4	15	38	21	12	35	7	11	11	133	
	26%	26%	27%	21%	20%	33%	28%	19%	26%	20%	25%	22%	26%	
						dg								
Not at all effective	(1) 32	29	3	2	6	6	6	5	5	1	1	6	26	
	6%	6%	5%	9%	8%	5%	8%	8%	4%	4%	3%	13%	5%	
Don't know	43	36	7	1	4	12	3	8	11	3	2	1	41	
	8%	7%	11%	5%	5%	10%	3%	12%	8%	10%	4%	2%	8%	
I don't think that there is a need for more housing in London	3	3	1	-	-	*	3	*	-	*	-	-	3	
	1%	1%	1%	-	-	*	3%	*	-	1%	-	-	1%	
<b>NETS</b>														
Net: Effective	339	307	33	13	52	60	43	39	82	21	29	31	309	
	60%	61%	56%	64%	67%	52%	57%	61%	62%	65%	68%	62%	60%	
					e						e			

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

## Topical Q1 2018

**Q\_6. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**Encouraging shared ownership (where you buy a stake in the property and pay rent on the remaining share)**

Base: All respondents

	BUSINESS SIZE		INDUSTRY									MANUFACTURING/SERVICES	
	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services	
Total	a	b	*c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Not effective	176	157	18	6	22	44	27	17	40	8	12	17	158
	31%	31%	32%	31%	28%	38%	36%	27%	30%	24%	28%	35%	31%
Mean score	2.7	2.7	2.8	2.7	2.8	2.6	2.6	2.7	2.7	2.8	2.8	2.7	2.7
Standard deviation	.73	.72	.84	.86	.81	.73	.72	.81	.67	.71	.65	.93	.71
Standard error	.03	.04	.06	.20	.09	.08	.12	.10	.07	.09	.08	.12	.03

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

## Topical Q1 2018

**Q\_6. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**Encouraging shared ownership (where you buy a stake in the property and pay rent on the remaining share)**

Base: All respondents

	Total	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES		
		Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective	(4) 51 9%	20 7%	31 11%	14 25% d	32 7%	5 14%	17 22% g	34 7%	23 11%	28 8%	23 15% k	23 6%	5 14%
Fairly effective	(3) 288 51%	145 53%	144 50%	29 50% e	252 54% e	7 19%	27 37%	261 54% f	104 51%	184 52%	69 45%	202 55% j	17 47%
Not very effective	(2) 144 26%	76 28%	68 24%	8 15%	124 26% c	12 33% c	21 28%	123 25%	49 24%	94 26%	44 28%	96 26%	4 9%
Not at all effective	(1) 32 6%	12 4%	20 7%	4 7%	23 5%	6 16% d	4 5%	28 6%	7 4%	25 7%	9 6%	18 5%	4 11%
Don't know	43 8%	20 7%	23 8%	2 4%	34 7%	6 17% cd	5 7%	37 8%	20 10%	23 6%	10 6%	29 8%	4 11%
I don't think that there is a need for more housing in London	3 1%	1 *	3 1%	* *	3 1%	* 1%	1 1%	3 1%	1 *	3 1%	* *	* *	3 8%
<b>NETS</b>													
Net: Effective	339 60%	165 60%	174 61%	43 74% de	284 61% e	12 33%	44 59%	295 61%	127 62%	213 60%	92 59%	225 61%	23 61%
Net: Not effective	176 31%	88 32%	88 31%	12 21%	146 31% c	17 49% cd	25 33%	151 31%	57 28%	119 33%	53 34%	115 31%	8 21%

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



## Topical Q1 2018

**Q\_6. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

**Encouraging shared ownership (where you buy a stake in the property and pay rent on the remaining share)**

Base: All respondents

	LOCATION		EXPECTED CHANGES IN WORKFORCE SIZE			PAST RECRUITMENT		CAPACITY		EXPECTED PRICES			
	Total	Inner London	Outer London	Increase	Stay the same	Fall	Tried to recruit	Did not try to recruit	Full capacity	Below capacity	Rise	Stay the same	Fall
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	561	303	258	95	427	39	145	416	249	312	176	357	28
Weighted Total	561	274	287	58	468	35	75	486	204	357	155	369	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	2.7	2.7	2.7	3.0	2.7	2.4	2.8	2.7	2.8	2.7	2.7	2.7	2.8
Standard deviation	.73	.69	.77	.83	.69	1.00	.87	.71	.71	.74	.80	.68	.90
Standard error	.03	.04	.05	.09	.03	.18	.07	.04	.05	.04	.06	.04	.19

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

## Topical Q1 2018

**Q\_7. How effective, if at all, do you think each of the following measures would be in helping to address London's housing needs?**

### Stamp duty tax relief for first-time buyers

Base: All respondents

	BUSINESS SIZE			INDUSTRY								MANUFACTURING/SERVICES	
	Total	0-9	10+	Agriculture, forestry & fishing / production	Construction / property	Motor trades / wholesale / retail / transport & storage / accommodation & food services	Information & communication	Finance & insurance / business administration and support	Professional, scientific & technical	Public administration and defence / education / health	Arts, entertainment, recreation and other services	Manufacturing	Services
Significance Level: 95%	a	b	*c	d	e	f	g	h	i	j	k	l	
Unweighted Total	561	371	190	20	87	96	37	81	99	69	72	63	498
Weighted Total	561	503	58	20	78	116	75	64	133	33	42	49	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very effective (4)	144	126	18	4	21	32	17	16	34	10	9	15	129
	26%	25%	30%	21%	27%	28%	23%	25%	25%	32%	22%	31%	25%
Fairly effective (3)	190	173	17	7	22	37	29	26	40	11	18	15	175
	34%	34%	29%	36%	28%	32%	39%	41%	30%	33%	43%	30%	34%
Not very effective (2)	130	117	13	4	20	33	16	11	33	4	9	10	120
	23%	23%	22%	20%	25%	28%	21%	18%	24%	13%	22%	21%	23%
Not at all effective (1)	57	52	5	4	11	2	5	6	20	5	4	8	50
	10%	10%	9%	22%	14%	2%	7%	10%	15%	14%	10%	15%	10%
Don't know	36	32	5	*	4	12	5	4	7	2	1	2	35
	6%	6%	8%	1%	6%	10%	7%	7%	6%	6%	3%	4%	7%
I don't think that there is a need for more housing in London	3	3	1	-	-	*	3	*	-	*	-	-	3
	1%	1%	1%	-	-	*	3%	*	-	1%	-	-	1%
<b>NETS</b>													
Net: Effective	334	299	35	12	43	70	46	42	73	21	28	30	304
	60%	60%	60%	57%	55%	60%	61%	65%	55%	65%	65%	61%	59%
Net: Not effective	187	169	18	8	30	35	21	18	52	9	13	18	170
	33%	34%	31%	42%	39%	30%	28%	28%	39%	28%	32%	36%	33%

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