

LONDON & PARTNERS FDI BAROMETER KEY FINDINGS

Over 90%
of overseas companies in the
capital are consistently satisfied
with their London location

8/10
businesses see
Olympic benefit
for London

Over 70% of
businesses agree
proximity to customers is a
key asset for London

More than half of business
surveyed expect to
increase staff
numbers
over the next year

London's role as
global financial hub
is key factor to the
capital's attractiveness

$\frac{3}{4}$ of businesses
interviewed see
long-term potential
of 2012 legacy
for London

Majority of respondents
confident in
economic growth
of London-based businesses



FDI Barometer had a base of 272 respondents, representing c.105,000 employees in London.