

London – Mid Market Factsheet



Key fact: The mid-market in London consists of 2,628 companies and employs 1,520,686 people.

The average mid-market company in London has 579 employees and has been operating for 33 years. Over half of the mid-market companies in London believe that their business is highly dependent on a robust national economy and over a third say that finding sufficient funds to take advantage of business opportunities is a challenge.

Information on Growth:

% revenue growth	London	Midmarket UK	vs UK
Pre crisis growth (2007-2008)	6.16%	6.04%	+1.3%
Post crisis growth (2010-2011)	6.11%	5.81%	+5.2%
Anticipated 2012 growth	4.47%	5.46%	-18.1%

What do they invest?

% of revenues	London	Midmarket UK	vs UK
Marketing and advertising	6.59%	5.87%	+12.3%
R&D spend	6.21%	5.25%	+18.3%

Other key facts

	London	Midmarket UK	vs UK
Employee growth in last 5 years	7.25%	5.26%	+37.8%
% of international revenues	55.0%	48.3%	+13.9%
% of suppliers from local area	36.94%	40.5%	+8.8%

What they think

	London	vs UK ave
We are an innovative company	51.5%	+4.1%
We can access an affordable workforce	62.1%	-4.2%
We can access affordable funding	51.8%	-7.5%
We are confident in the prospects for the local economy	45.7%	+21.0%
Being out of the Euro helps my business's growth prospects	47.0%	+9.2%
The media have got it right on what's happening in the economy	53.2%	+13.4%
Our company is critical to the local economy	50.0%	+7.9%
Higher inflation rates are making it difficult to manage costs	49.4%	+1.4%
We are a pillar of the local community	46.6%	-13.2%

Top 5 Challenges

	London	UK Ave
Finding talent with the right skill set in the local area	33.4%	34.2%
Attracting top managerial talent	37.2%	28.1%
Competing against international companies for talent	31.8%	26.2%
Retaining talented employees	37.8%	32.2%
Attracting employees with the right set of skills	46.2%	37.0%

Figures compiled from Millward Brown survey data, Eurostat, BvD Amadeus database and ONS Labour Market Survey, 2012