

YouGov / Shelter Survey Results

Sample Size: 1008 London Adults
Fieldwork: 18th - 21st November 2015

	Past vote 2015					Gender		Age				Social Grade		Region		Housing Tenure					
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Inner London	Outer London	Own (outright or mortgage)	Private rent	Local authority or housing association	Live with friends or family	Other	
Weighted Sample	1008	281	353	62	66	497	511	121	361	324	203	595	413	335	673	440	215	168	125	60	
Unweighted Sample	1008	299	367	79	74	463	545	147	259	318	284	724	284	337	671	534	196	122	109	47*	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In May next year, elections will be held for the post of London Mayor and for London's Assembly.

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?

0 – Certain NOT to vote	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	1	0	0	1	0	1	1	0	1	1	0	1	1	1	1	0	1	1	5	0
2	3	1	2	0	0	2	4	6	5	0	1	3	3	2	3	2	4	2	0	9
3	1	1	0	1	0	1	2	1	2	1	1	1	1	0	1	1	1	2	2	0
4	1	1	1	0	0	1	1	1	2	0	0	1	0	0	1	1	2	0	1	0
5	7	5	8	2	4	9	5	5	9	8	4	6	9	6	8	5	9	7	6	18
6	2	3	2	0	1	2	2	5	3	1	1	2	1	2	2	3	1	1	2	2
7	8	9	6	10	9	7	9	17	10	5	4	10	5	8	8	7	7	6	16	6
8	9	10	6	24	3	8	10	7	13	3	10	10	7	10	8	9	15	5	6	2
9	10	11	14	6	13	9	11	5	10	12	10	10	11	11	10	13	9	12	3	4
10 – Absolutely certain to vote	45	55	53	56	54	49	42	27	31	56	64	45	45	43	47	54	35	44	39	33
Don't know	13	4	9	1	17	13	14	25	15	12	4	10	17	16	12	5	16	20	20	26

If there were an election tomorrow for Mayor of London, how would you vote?

Zac Goldsmith – Conservative	24	61	7	18	26	28	20	11	21	26	37	27	20	22	26	34	21	14	15	12
Sadiq Kahn – Labour	26	6	56	12	2	25	27	27	22	31	27	27	25	30	24	26	26	34	26	9
Caroline Pidgeon – Liberal Democrat	3	0	0	30	3	4	2	2	2	3	4	2	3	2	3	2	5	3	1	1
Siân Berry – Green	3	0	4	3	2	4	3	2	5	3	1	3	4	4	3	3	6	0	3	8
Peter Whittle – UKIP	4	3	2	0	30	5	4	2	3	5	5	4	5	4	5	4	4	6	4	4
Some other candidate	2	0	2	4	7	2	2	0	2	2	2	2	2	1	2	2	1	3	0	9
Would not vote	5	2	1	2	0	4	6	12	6	4	1	3	7	4	5	3	7	5	7	5
Don't know	32	28	29	31	29	27	37	46	37	26	23	31	33	33	32	26	31	33	43	54

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if the final two candidates were Zac Goldsmith for the Conservatives and Sadiq Kahn for Labour, who would you prefer?

[Excluding those who picked Zac, Sadiq, would not vote, or don't know; n=439]

Zac Goldsmith – Conservative	18	39	6	28	38	20	16	5	18	17	30	20	14	18	17	24	15	12	12	20
Sadiq Kahn – Labour	22	8	39	29	7	25	19	14	25	21	23	25	17	25	20	18	27	25	17	23
Would not vote	19	4	11	10	33	16	21	27	14	24	14	13	26	19	19	17	16	34	16	9
Don't know	42	49	43	33	22	39	44	54	43	38	33	41	42	38	43	41	42	30	55	49

Mayoral Voting Intention: Rebased

[Rebased for those who picked Zac or Sadiq in either question with don't knows and would not votes excluded; n=764]

Zac Goldsmith – Conservative	47	89	11	54	87	51	43	29	46	46	58	49	45	42	50	57	42	30	38	51
Sadiq Kahn – Labour	53	11	89	46	13	49	57	71	54	54	42	51	55	58	50	43	58	70	62	49

Which of the following do you think are the most important issues facing London at this time? Please tick up to three.

Housing	61	52	74	70	61	59	63	40	61	68	62	60	63	63	60	56	71	69	54	52
Immigration	43	60	35	23	95	41	44	24	32	47	66	40	46	39	45	47	34	50	39	28
Crime	26	30	26	21	39	30	23	29	23	25	33	27	25	25	27	28	20	34	30	4
Transport	26	28	30	41	12	30	23	26	30	27	18	32	17	32	23	28	32	14	25	31
Health	21	19	24	37	13	20	22	20	14	28	23	21	21	20	22	25	20	20	14	17
The economy in general	18	17	16	27	10	20	15	14	16	22	16	16	20	16	19	19	18	17	17	16
Schools and education	14	15	15	27	5	14	15	10	17	14	14	16	12	11	16	19	13	7	12	12
Welfare benefits	13	13	14	3	15	12	14	9	11	16	15	12	14	11	14	15	11	18	6	9
Defence	12	16	11	8	11	8	15	19	7	11	18	10	15	11	12	14	7	16	11	7
Unemployment	12	9	14	8	4	9	15	27	13	8	9	13	11	11	13	8	13	11	19	28
Europe	7	8	3	6	20	5	9	4	7	8	8	6	8	6	7	7	8	7	4	8
Pensions	2	3	2	1	4	3	2	0	1	2	6	1	4	3	2	3	1	2	1	5
Other	2	2	3	0	0	1	3	3	4	1	1	2	3	3	2	3	5	0	0	0
None of these	1	0	1	0	0	1	0	2	1	0	0	0	2	1	1	0	0	0	3	4
Don't know	4	2	2	2	0	4	4	14	5	2	1	3	5	3	5	2	2	7	8	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following issues will be most important to you when deciding how you will vote at the next Mayoral election?

Please tick up to three.

Housing	44	30	59	64	36	44	43	36	46	47	40	45	41	50	41	36	59	56	34	28
Immigration	33	46	20	22	89	33	33	16	24	38	48	30	37	29	35	38	23	34	36	18
Transport	27	31	32	43	10	31	22	29	27	28	22	32	19	30	25	30	31	16	22	23
Crime	24	31	23	15	32	25	23	20	18	26	35	23	26	23	25	25	18	35	22	12
Health	24	17	31	27	18	22	26	21	18	30	28	20	30	25	24	25	17	32	23	23
The economy in general	17	23	15	22	8	20	13	20	15	19	16	18	16	15	18	21	17	10	13	10
Schools and education	13	12	14	20	11	12	13	9	15	12	9	14	10	11	13	16	11	9	9	10
Welfare benefits	12	10	16	5	13	11	13	6	11	15	12	9	15	12	11	10	11	21	11	3
Unemployment	11	8	15	4	5	11	11	13	16	9	5	13	8	13	10	7	13	18	12	11
Defence	8	12	8	8	6	5	11	6	6	7	16	8	8	5	10	11	10	7	3	2
Europe	7	9	2	6	27	7	6	3	8	6	8	6	7	5	7	6	7	5	8	13
Pensions	6	8	4	5	9	7	5	0	4	4	15	4	9	6	6	6	5	5	5	13
Other	1	1	2	0	0	1	2	2	1	1	2	1	1	2	1	2	1	0	1	0
None of these	2	2	1	4	0	2	2	1	1	3	3	2	2	1	2	2	0	2	1	7
Don't know	10	6	7	2	0	7	12	30	10	6	2	7	14	8	10	5	10	9	19	22

Generally speaking, do you think there should be more or less housing in London or do you think the current amount is about right?

More housing	63	54	71	73	61	64	63	64	62	64	65	61	66	68	61	60	70	73	59	44
Less housing	7	9	7	6	5	7	8	4	9	7	9	8	7	4	9	9	7	4	3	17
The current amount is about right	18	28	12	20	33	20	16	10	17	20	21	19	17	16	19	23	15	12	20	5
Don't know	11	8	11	1	2	10	13	21	13	9	6	12	11	12	11	8	8	11	19	33

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the Mayor of London was going to do something to make homes more affordable which, if any, of the following do you think would be most effective?

Give more money to housing associations and local authorities to build social homes	23	14	29	24	27	21	25	7	16	30	35	23	24	25	22	24	16	38	17	13
Build low rent homes that give people the opportunity to save	21	18	23	20	16	22	20	22	17	22	24	18	25	21	21	17	28	27	17	9
Provide discounts on market prices first time buyers	11	14	8	22	5	10	12	12	17	5	9	13	8	10	11	10	18	3	11	17
Make it more expensive to purchase second homes	8	12	7	13	22	8	8	2	10	10	8	8	8	7	9	12	7	2	7	8
Allow developers to build more homes	7	10	6	6	3	10	4	14	8	6	3	9	4	7	7	8	9	0	7	10
Increase the number of part buy part rent homes	6	10	4	1	10	5	6	2	5	7	6	5	6	4	6	5	5	8	1	10
Encourage banks to increase access to mortgages	5	5	5	2	2	4	6	1	9	2	3	5	4	5	5	4	7	3	8	4
Other	3	3	3	3	6	4	3	0	3	4	4	3	3	3	4	6	1	1	2	1
None of these	2	4	1	5	3	3	2	2	3	2	1	2	3	2	3	3	2	0	4	2
Don't know	14	9	14	5	6	13	15	38	12	11	7	13	15	16	13	11	8	17	25	26

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*