

## YouGov/ London First Survey Results

Sample Size: 1043 adults in London (18+)

Fieldwork: 13th - 19th March 2018

	Vote in 2017			2016 EU Ref		Gender		Age				Social Grade		Inner/ Outer		Housing status			
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	Own	Rent	Neither/ Other	
<b>Weighted Sample</b>	<b>1043</b>	<b>276</b>	<b>456</b>	<b>74</b>	<b>500</b>	<b>335</b>	<b>511</b>	<b>532</b>	<b>116</b>	<b>563</b>	<b>208</b>	<b>156</b>	<b>615</b>	<b>428</b>	<b>382</b>	<b>661</b>	<b>425</b>	<b>457</b>	<b>161</b>
<b>Unweighted Sample</b>	<b>1043</b>	<b>281</b>	<b>418</b>	<b>89</b>	<b>518</b>	<b>317</b>	<b>418</b>	<b>625</b>	<b>120</b>	<b>522</b>	<b>224</b>	<b>177</b>	<b>688</b>	<b>355</b>	<b>377</b>	<b>666</b>	<b>470</b>	<b>432</b>	<b>141</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following issues will be important to you in deciding how you vote at the next local election? Please tick up to three.

Britain leaving the EU	<b>44</b>	57	39	61	47	51	49	40	35	42	50	51	52	32	46	43	53	42	28
Health	<b>39</b>	24	54	43	48	30	31	46	28	41	42	35	41	36	38	39	41	37	36
Housing	<b>31</b>	16	44	26	36	26	33	29	22	39	23	17	28	35	32	30	15	43	38
The economy	<b>28</b>	37	26	34	32	29	34	23	28	29	27	28	32	23	28	28	36	23	23
Immigration & Asylum	<b>21</b>	45	9	7	9	44	21	21	11	15	27	42	19	25	15	25	27	19	12
Education	<b>16</b>	8	22	15	21	8	13	19	33	18	12	4	20	11	16	16	17	14	20
Crime	<b>15</b>	20	12	20	13	17	16	15	5	13	18	25	13	19	10	18	19	11	16
The environment	<b>14</b>	6	19	28	19	10	12	17	18	15	15	10	18	9	17	13	12	14	21
Defence and security	<b>12</b>	27	6	9	8	19	13	11	12	8	12	27	13	11	9	14	16	9	9
Pensions	<b>11</b>	16	9	10	10	14	10	12	4	6	17	27	10	12	11	11	11	12	9
Welfare benefits	<b>11</b>	6	15	7	8	15	11	12	11	11	13	12	7	18	12	11	8	15	9
Tax	<b>8</b>	9	8	6	8	7	9	6	9	9	6	5	10	5	7	8	8	7	8
Transport	<b>8</b>	5	8	10	10	4	8	7	12	9	5	4	7	8	7	8	6	6	17
Family life & childcare	<b>7</b>	4	9	3	7	5	4	9	6	9	4	0	6	8	7	6	5	7	9
None of these	<b>2</b>	2	1	2	1	2	2	3	4	2	3	1	1	4	3	2	2	3	2
Don't know	<b>4</b>	1	2	0	2	2	4	5	11	5	1	1	3	7	5	4	2	6	5

Thinking about the housing supply in London as a whole... Generally speaking, do you think there is or is not a housing shortage in London?

There is a housing shortage in London	<b>74</b>	71	83	69	76	75	73	75	67	75	73	75	73	75	76	73	70	80	66
There is not a housing shortage in London	<b>13</b>	19	7	20	12	17	14	12	14	11	17	14	14	12	11	14	19	8	11
Don't know	<b>13</b>	10	10	12	11	8	13	13	19	14	10	11	13	13	13	13	11	12	23

Thinking about the housing supply in your own local area... Do you think there is or is not a housing shortage in your local council area?

There is a housing shortage in my local area	<b>57</b>	48	65	56	59	60	57	57	48	62	58	47	54	62	64	53	47	68	50
There is not a housing shortage in my local area	<b>23</b>	33	17	31	22	28	24	23	24	19	27	34	24	22	19	26	33	14	26
Don't know	<b>20</b>	19	19	14	19	13	19	21	28	19	15	19	22	16	17	21	20	18	24

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	Vote in 2017			2016 EU Ref		Gender		Age				Social Grade		Inner/ Outer		Housing status			
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	Own	Rent	Neither/ Other	
<b>Weighted Sample</b>	<b>1043</b>	276	456	74	500	335	511	532	116	563	208	156	615	428	382	661	425	457	161
<b>Unweighted Sample</b>	<b>1043</b>	281	418	89	518	317	418	625	120	522	224	177	688	355	377	666	470	432	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Generally speaking, do you think there should or should not be more new homes built in your local area?**

There should be more new homes in my local area	<b>57</b>	47	66	56	61	53	61	53	52	63	54	45	56	59	63	54	45	68	59
There should not be more new homes in my local area	<b>26</b>	43	18	30	24	37	24	29	24	19	35	43	28	24	20	30	40	15	21
Don't know	<b>17</b>	11	15	14	15	11	15	18	24	18	11	13	16	18	17	16	15	17	20

**Which two or three, if any, of the following do you think would make you more supportive of building more homes in your local council area? Please tick up to three options.**

[To those who said there should not be more homes in their local area.

N=299]

More affordable housing	<b>38</b>	28	47	58	50	27	34	41	64	46	25	30	43	30	51	33	30	57	44
New or improved community facilities (e.g. schools, libraries, health facilities etc.)	<b>36</b>	37	37	58	37	38	33	38	19	33	41	42	38	31	27	39	42	19	39
New or improved physical infrastructure (e.g. transport, energy, roads etc.)	<b>35</b>	30	44	63	41	33	33	36	12	35	40	38	37	30	32	36	40	23	29
Homes being well-designed and of a high-quality	<b>19</b>	16	30	15	21	20	15	23	9	24	19	15	25	10	18	20	22	17	10
Preference for first-time buyers	<b>18</b>	16	25	13	23	13	15	20	27	24	12	11	22	11	13	20	14	23	24
Availability of a wide variety of housing (flats, houses)	<b>12</b>	13	20	2	16	9	12	12	18	14	8	12	14	10	20	9	10	16	14
More homes for rent that are managed by a professional landlord	<b>8</b>	6	7	18	10	6	10	7	27	4	12	2	9	6	12	6	6	7	20
Other	<b>3</b>	3	2	3	2	5	4	2	2	0	8	2	0	8	1	4	4	1	0
Don't know	<b>3</b>	0	1	0	1	0	5	1	11	2	1	1	1	5	1	3	1	2	9
Not applicable – I do not think we should build more homes in my local council area	<b>27</b>	38	11	14	18	39	28	27	11	21	34	37	21	38	27	28	29	28	20

**You previously said that there is a housing shortage in your local area. Which, if any, of the following best describe the problems that you/ your family or close friends have in relation to housing?**

[To those who said there is a housing shortage in their local area. N=579]

Being unable to find a suitable place to buy	<b>41</b>	36	46	35	48	35	42	40	26	48	35	26	49	30	42	40	41	42	36
Being unable to find a suitable place to rent	<b>38</b>	31	43	24	40	36	38	37	47	40	33	27	36	40	41	35	22	47	40
Struggling to keep up with rent payments	<b>29</b>	16	34	11	28	29	29	29	34	34	23	11	26	33	32	27	11	39	34
Living in over-crowded conditions	<b>22</b>	19	23	15	16	30	22	22	28	25	13	19	16	30	25	20	15	26	26
Sofa-surfing (going between family and friends homes to sleep)	<b>9</b>	6	11	4	8	11	8	9	7	10	10	2	7	10	6	10	5	11	10
Eviction from their home	<b>6</b>	5	6	5	5	6	4	8	5	7	5	3	4	9	3	8	3	7	9
Failing to keep up with mortgage payments	<b>5</b>	3	6	0	6	4	5	5	6	6	3	3	6	4	5	5	8	2	8
None of these	<b>23</b>	29	22	31	23	25	25	22	17	17	36	35	25	21	21	25	38	14	20
Don't know	<b>3</b>	8	1	7	3	2	2	3	6	2	1	8	2	4	3	3	2	3	3

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

Would you be more or less favourable towards a local politician if they supported building more homes in your local area, or would it make no difference?

Much more favourable	15	8	21	15	16	15	17	14	16	17	12	10	12	20	19	13	8	20	18
A little more favourable	28	23	32	31	32	24	28	28	31	28	29	23	31	23	32	26	26	31	24
<b>TOTAL MORE FAVOURABLE</b>	<b>43</b>	<b>31</b>	<b>53</b>	<b>46</b>	<b>48</b>	<b>39</b>	<b>45</b>	<b>42</b>	<b>47</b>	<b>45</b>	<b>41</b>	<b>33</b>	<b>43</b>	<b>43</b>	<b>51</b>	<b>39</b>	<b>34</b>	<b>51</b>	<b>42</b>
A little less favourable	8	10	6	10	8	7	7	8	12	6	7	10	9	6	6	9	10	5	11
Much less favourable	7	14	3	11	5	14	8	6	0	4	15	12	6	9	4	9	14	2	4
<b>TOTAL LESS FAVOURABLE</b>	<b>15</b>	<b>24</b>	<b>9</b>	<b>21</b>	<b>13</b>	<b>21</b>	<b>15</b>	<b>14</b>	<b>12</b>	<b>10</b>	<b>22</b>	<b>22</b>	<b>15</b>	<b>15</b>	<b>10</b>	<b>18</b>	<b>24</b>	<b>7</b>	<b>15</b>
No difference	29	39	24	23	26	32	27	30	21	25	33	40	29	27	23	32	33	26	25
Don't know	13	6	13	9	12	7	14	13	19	18	4	4	13	14	16	12	8	16	18

\*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.