

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			
	Total	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
Weighted Sample	1043	276	456	74	500	335	511	532	116	563	208	156	615	428	382	661	425	457	161
Unweighted Sample	1043	281	418	89	518	317	418	625	120	522	224	177	688	355	377	666	470	432	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	44	57	39	61	47	51	49	40	35	42	50	51	52	32	46	43	53	42	28
Health	39	24	54	43	48	30	31	46	28	41	42	35	41	36	38	39	41	37	36
Housing	31	16	44	26	36	26	33	29	22	39	23	17	28	35	32	30	15	43	38
The economy	28	37	26	34	32	29	34	23	28	29	27	28	32	23	28	28	36	23	23
Immigration & Asylum	21	45	9	7	9	44	21	21	11	15	27	42	19	25	15	25	27	19	12
Education	16	8	22	15	21	8	13	19	33	18	12	4	20	11	16	16	17	14	20
Crime	15	20	12	20	13	17	16	15	5	13	18	25	13	19	10	18	19	11	16
The environment	14	6	19	28	19	10	12	17	18	15	15	10	18	9	17	13	12	14	21
Defence and security	12	27	6	9	8	19	13	11	12	8	12	27	13	11	9	14	16	9	9
Pensions	11	16	9	10	10	14	10	12	4	6	17	27	10	12	11	11	11	12	9
Welfare benefits	11	6	15	7	8	15	11	12	11	11	13	12	7	18	12	11	8	15	9
Tax	8	9	8	6	8	7	9	6	9	9	6	5	10	5	7	8	8	7	8
Transport	8	5	8	10	10	4	8	7	12	9	5	4	7	8	7	8	6	6	17
Family life & childcare	7	4	9	3	7	5	4	9	6	9	4	0	6	8	7	6	5	7	9
None of these	2	2	1	2	1	2	2	3	4	2	3	1	1	4	3	2	2	3	2
Don't know	4	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	74	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	13	19	7	20	12	17	14	12	14	11	17	14	14	12	11	14	19	8	11
Don't know	13	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	57	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	23	33	17	31	22	28	24	23	24	19	27	34	24	22	19	26	33	14	26
Don't know	20	19	19	14	19	13	19	21	28	19	15	19	22	16	17	21	20	18	24

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

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	57	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	26	43	18	30	24	37	24	29	24	19	35	43	28	24	20	30	40	15	21
Don't know	17	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	38	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.)	36	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.)	35	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	19	16	30	15	21	20	15	23	9	24	19	15	25	10	18	20	22	17	10
Preference for first-time buyers	18	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)	12	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	8	6	7	18	10	6	10	7	27	4	12	2	9	6	12	6	6	7	20
Other	3	3	2	3	2	5	4	2	2	0	8	2	0	8	1	4	4	1	0
Don't know	3	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	27	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	41	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	38	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	29	16	34	11	28	29	29	29	34	34	23	11	26	33	32	27	11	39	34
Living in over-crowded conditions	22	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)	9	6	11	4	8	11	8	9	7	10	10	2	7	10	6	10	5	11	10
Eviction from their home	6	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	5	3	6	0	6	4	5	5	6	6	3	3	6	4	5	5	8	2	8
None of these	23	29	22	31	23	25	25	22	17	17	36	35	25	21	21	25	38	14	20
Don't know	3	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
TOTAL MORE FAVOURABLE	43	31	53	46	48	39	45	42	47	45	41	33	43	43	51	39	34	51	42
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
TOTAL LESS FAVOURABLE	15	24	9	21	13	21	15	14	12	10	22	22	15	15	10	18	24	7	15
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.