

## YouGov / London First Survey Results

Sample Size: 1200 London Adults  
Fieldwork: 8th - 13th August 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		London region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Central	North	South	East	West	
<b>Weighted Sample</b>	<b>1200</b>	x	x	x	x	341	347	196	592	608	147	430	384	239	656	544	222	171	237	361	209
<b>Unweighted Sample</b>	<b>1200</b>	331	406	81	105	368	302	234	587	613	102	366	437	295	756	444	229	184	241	333	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### 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>76</b>	76	84	78	76	76	85	79	76	76	56	74	80	86	79	72	73	78	79	74	77
There is not a housing shortage in London	<b>12</b>	15	8	15	17	14	7	11	13	11	14	12	13	10	12	12	13	11	12	12	12
Don't know	<b>12</b>	9	8	8	7	9	8	11	11	13	30	14	7	4	9	16	14	11	10	13	11

### 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>58</b>	50	67	66	60	50	66	59	56	60	41	58	60	64	59	56	58	58	59	58	55
There is not a housing shortage in my local area	<b>25</b>	33	20	24	28	31	23	22	29	20	36	23	22	24	24	26	26	22	23	24	27
Don't know	<b>18</b>	17	13	10	11	19	12	19	15	20	23	19	18	12	18	18	16	20	18	18	18

### Do you think there should or should not be more housing developments in your local area?

There should be more housing developments in my local area	<b>53</b>	43	66	64	44	40	62	56	56	49	53	56	47	55	52	54	61	56	48	51	49
There should not be more housing developments in my local area	<b>30</b>	42	23	22	51	44	24	25	29	32	21	27	37	31	32	28	23	24	36	35	30
Don't know	<b>17</b>	15	11	13	5	16	14	19	14	20	26	17	16	13	16	18	16	20	17	14	21

### If a local politician were to back more house-building in your local area would it make you regard them:

More positively	<b>41</b>	36	51	47	30	31	49	43	42	39	41	45	37	37	41	40	49	47	38	36	36
More negatively	<b>17</b>	24	11	11	35	26	12	20	17	18	10	15	21	19	18	16	12	15	17	19	20
It wouldn't change what I think of them	<b>32</b>	34	33	35	30	36	32	30	33	32	32	28	33	40	33	32	33	29	33	33	33
Don't know	<b>10</b>	6	5	7	4	7	7	6	8	12	18	11	9	4	8	11	6	8	11	11	11