



London Councils 2015: Survey of Londoners

Summary report of findings

Background and methodology

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London Councils commissioned independent researchers Ipsos MORI to conduct a poll of Londoners, with a particular focus on housing (and Right to Buy), devolution and public services. Some questions asked in a similar poll in 2013 were included to look at how views of Londoners may have changed over time.



A telephone survey of 1,000 residents aged 18+ living in Greater London using Computer-Assisted Telephone Interviewing (CATI).



Fieldwork took place between 27 August and 7 September 2015.



Participants selected for interview at random using Random Digit Dialling, with quotas set by age, gender, work status, ethnicity and inner/outer London (with final data also weighted to these profiles, plus tenure).

Key findings

- **Housing is the number one 'top of mind' issue for Londoners**, with almost 9 in 10 agreeing there is currently a **housing crisis** in London.
- **Few believe that housing will become more affordable** in the next two years. 44% say they would consider leaving London if house prices and rents continue to rise.
- **Renters and young adults are particularly affected** by London's housing challenges: they are more likely to be stressed by housing costs, and more likely consider leaving London as a result. Most renters do not believe they will ever be able to afford to buy in London.
- Knowledge of the **Right to Buy** extension is limited, but support for the policy appears to be more conditional. Support in principle (44%) falls to one in four (26%) if the policy means less affordable housing being available in the capital. Support increases, however, if the money raised is seen to be used to tackle London's housing crisis (69%).
- Londoners are overwhelmingly **most likely to most trust their local council (61%) over other institutions** when it comes to making decisions locally. Londoners are supportive of the idea of **further devolution** of powers to the capital (62% support).
- Despite the current strain on **public services**, the majority of Londoners (57%) **do not believe that they have got worse in the last five years**. That said, more residents believe services have got worse over the last five years than better (39% vs. 23%).

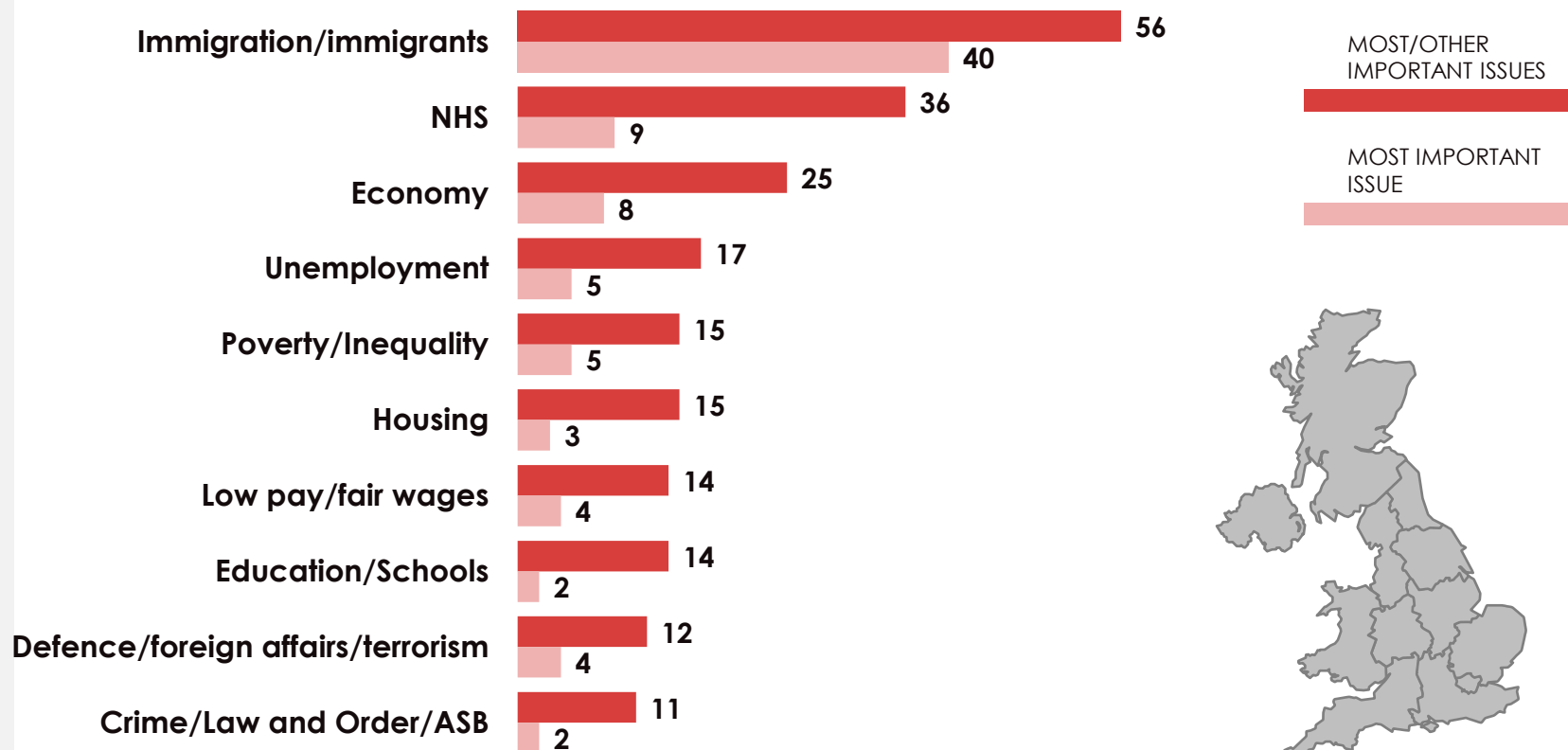


Nationally, Ipsos MORI's September Issues Index has Housing as the sixth most important issue facing Britain...

What do you see as the most/other important issues facing Britain today?

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Top mentions %



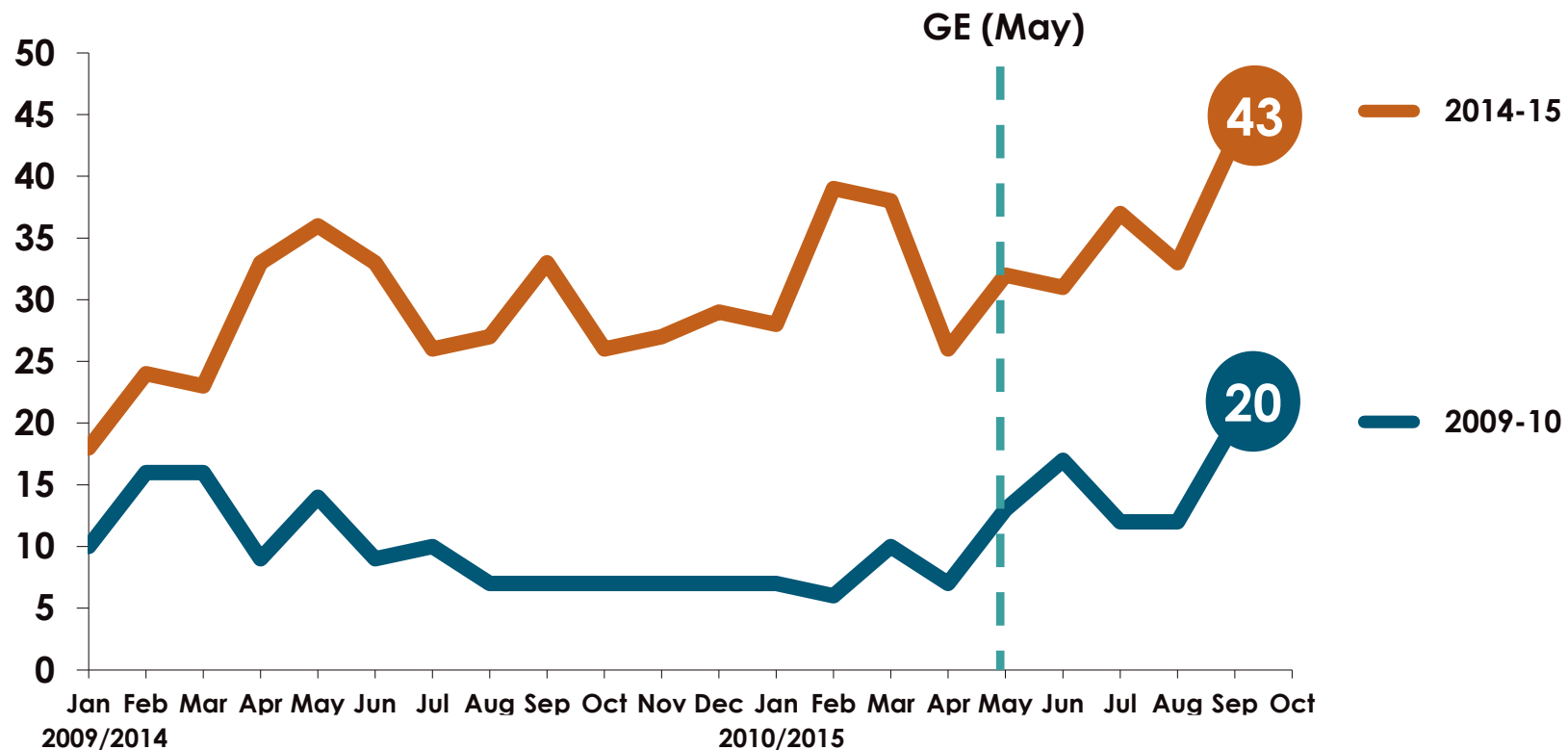
Source: Ipsos MORI Issues Index

The salience of housing as a national issue – more than twice as many in London see housing as an issue now compared with post-GE 2010

What do you see as the most/other important issues facing Britain today?

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% mentioning housing in London



Base: c1,000 GB adults per month, c100+ in London (where no measure 2009-10, previous month % continued)

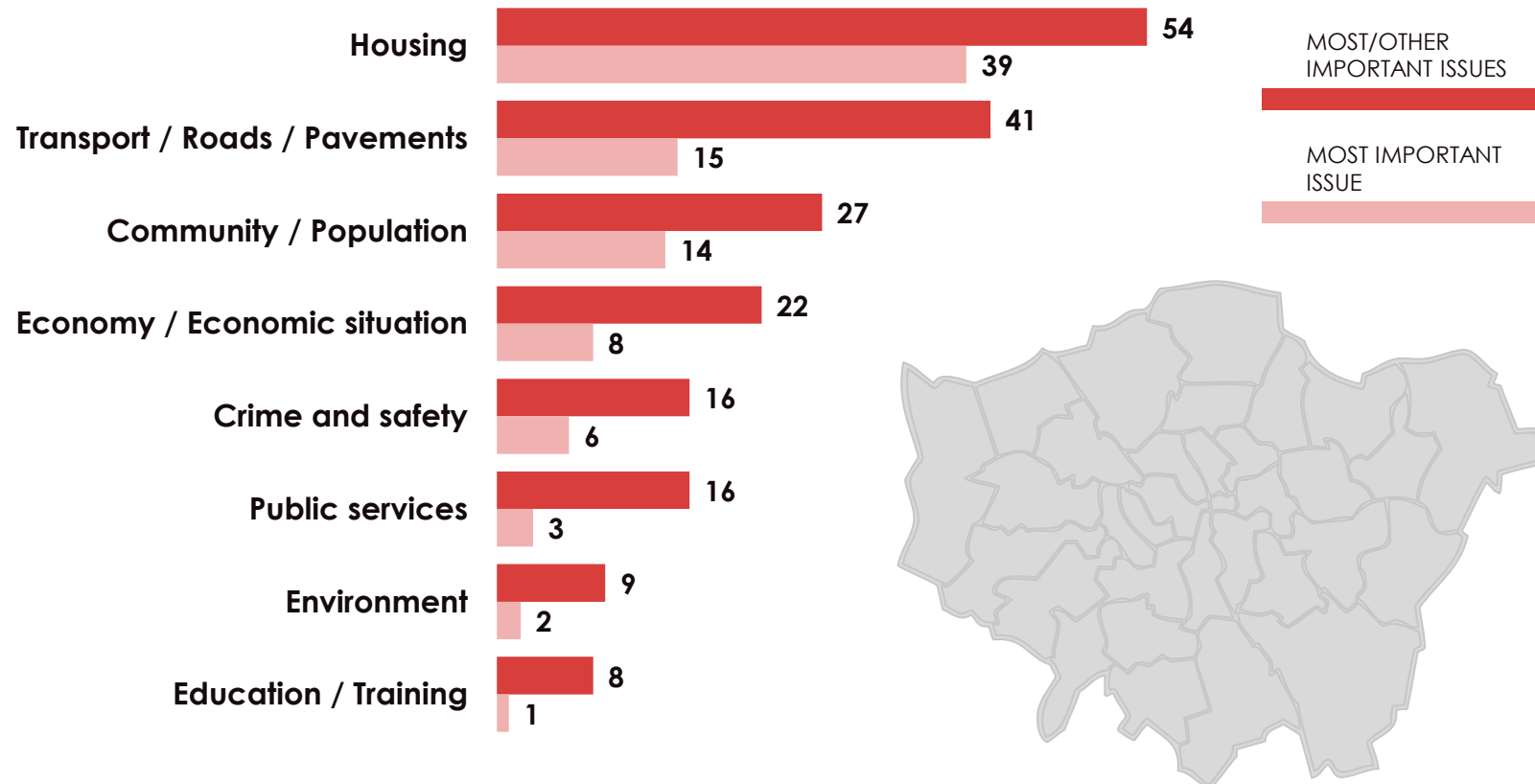
Source: Ipsos MORI Issues Index

Latest London Councils poll shows that in *London*, housing is overwhelmingly top of mind (*most* important for two in five)...

What do you see as the most/other important issues facing London today?

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Top mentions %



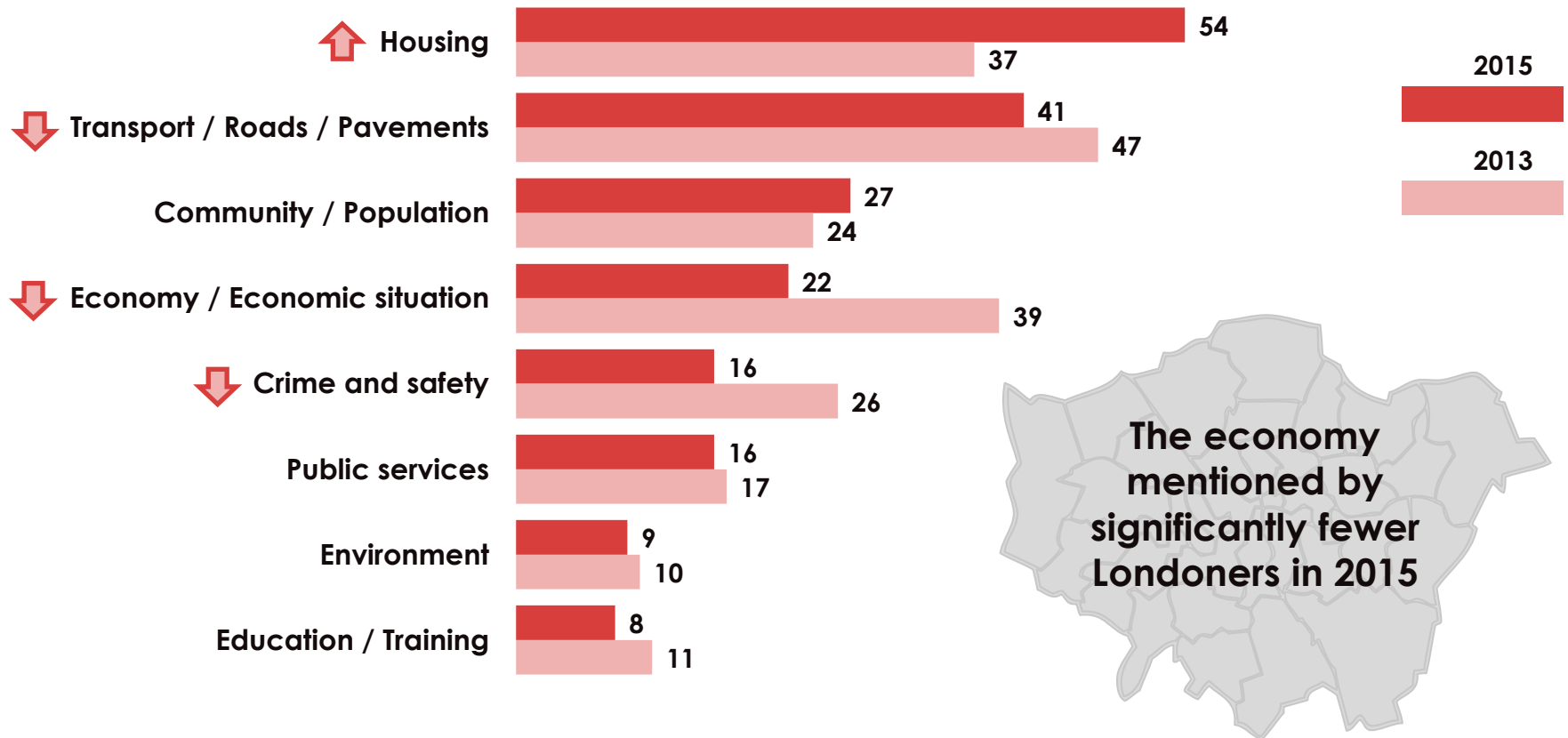
Source: Ipsos MORI / London Councils

...overtaking transport, roads and pavements as the most important issue for Londoners since 2013

What do you see as the most/other important issues facing London today?

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Top mentions %



Source: Ipsos MORI / London Councils

Londoners overwhelmingly agree that there is currently a housing crisis in the capital

Please tell me to what extent you agree or disagree with the following statement: 'There is currently a housing crisis in London'?

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88%

Agree

4%

Neither/nor

6%

Disagree

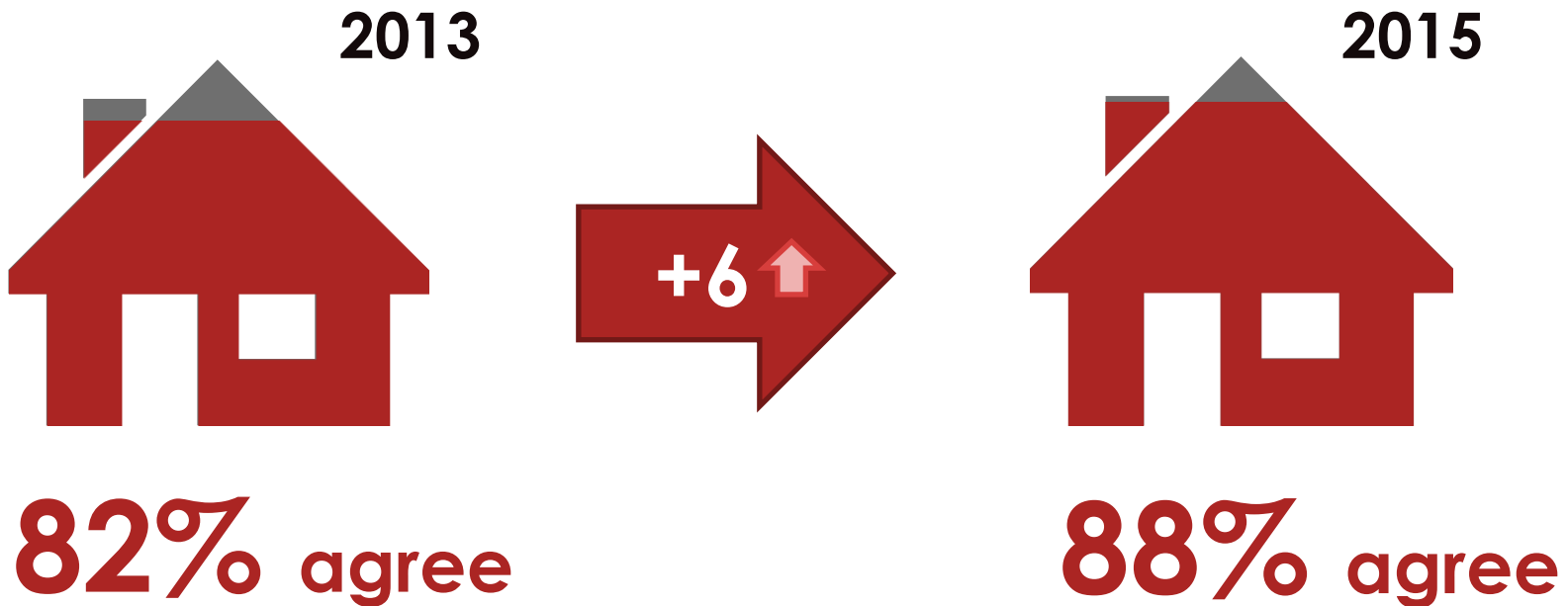


Source: Ipsos MORI / London Councils

... a trend which is growing, and a sentiment shared across different demographic groups

Please tell me to what extent you agree or disagree with the following statement: 'There is currently a housing crisis in London'?

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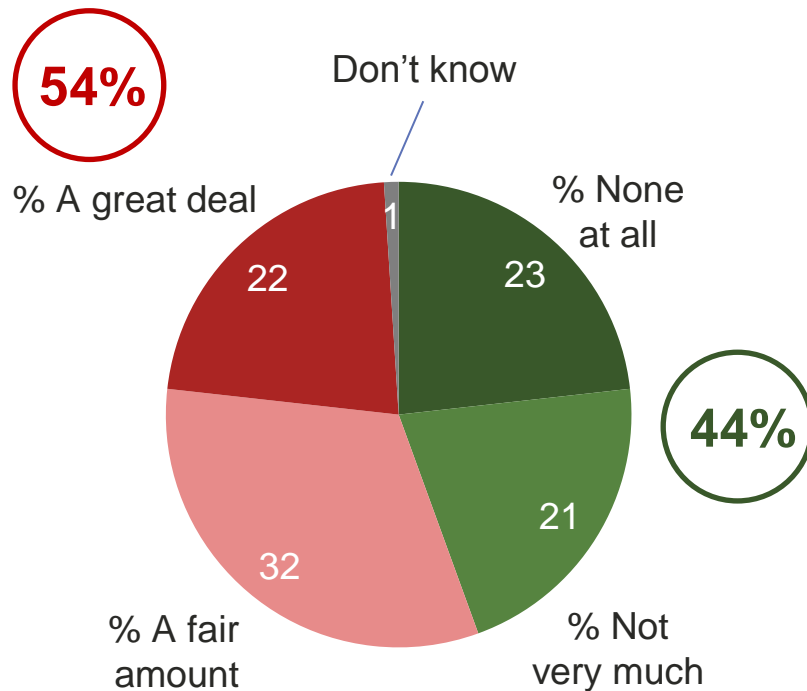
This increase mirrors the increasing salience of housing as an issue for Londoners from Ipsos MORI's national Issues Index, rising from **17%** in October 2013 to **43%** in September 2015

Source: Ipsos MORI / London Councils

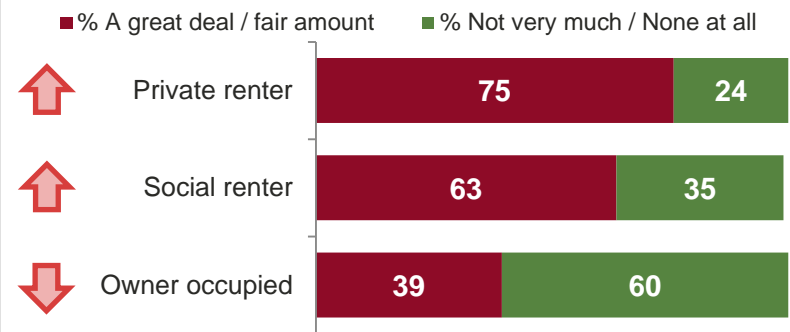
More than half of Londoners say housing costs cause them a fair amount or a great deal of stress – renters in particular

To what extent, if at all, do you personally feel that concerns about the cost of your housing cause you stress these days? Do they cause you...

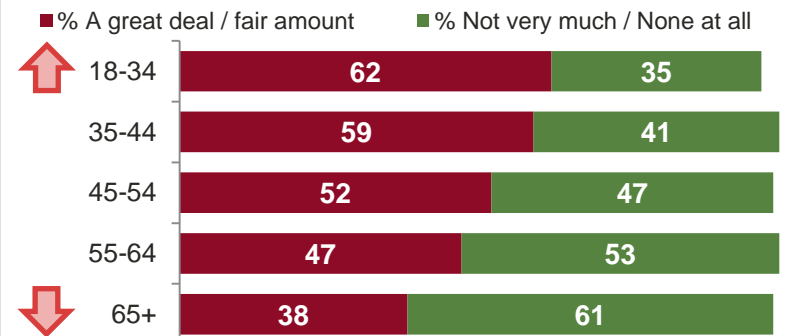
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By tenure



By age group



Source: Ipsos MORI / London Councils

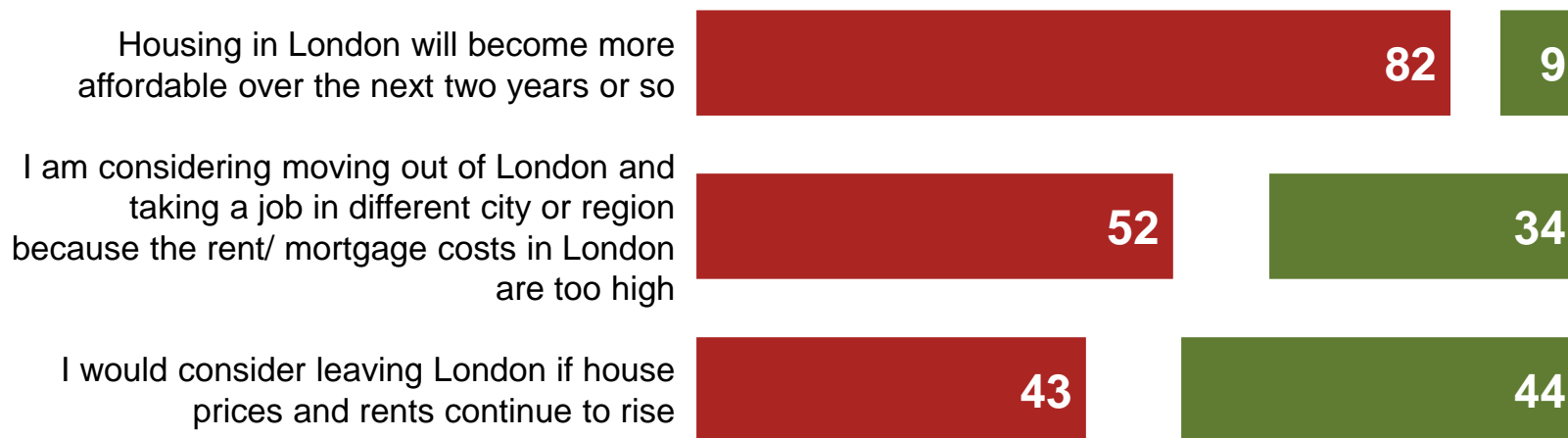
Londoners are pessimistic about the future of housing in London (both in general and for their own prospects)

I am now going to read out some statements about housing in London. Please tell me to what extent you agree or disagree with each of them:

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■ % Disagree

■ % Agree



All those who do not own their home (n=334):



Source: Ipsos MORI / London Councils

Many Londoners would, or are, considering leaving London because of high housing costs

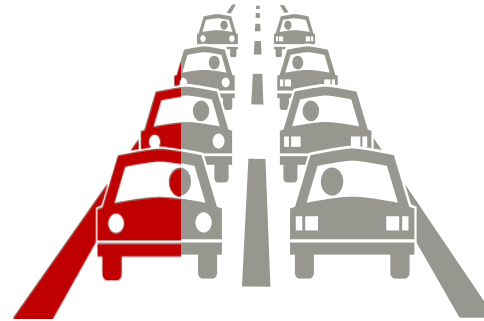
[To what extent do you agree or disagree that] 'I would consider leaving London if house prices and rents continue to rise' / 'I am considering moving out of London and taking a job in different city or region because the rent/ mortgage costs in London are too high'?

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... **44%** say they **would consider** leaving London if house prices and rents continue to rise.

This rises to **64% of private renters.**



...**34%** say they **are considering** moving out of London and **taking a job elsewhere** because of high housing costs

This rises to **48% of private renters.**

Source: Ipsos MORI / London Councils

Younger adults (compared to Londoners overall) in particular appear to be suffering from the effects of the housing crisis

London adults aged 18-34 are...

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...more likely to be
renting
(57% vs. 48%)

...more likely to be
stressed by housing
costs
(62% vs. 54%)

...more likely to be
considering leaving
London to work
because housing costs
are too high
(46% vs. 34%)



Source: Ipsos MORI / London Councils