

# YouGov Survey Results

Sample Size: 1209 London adults (aged 18+)  
Fieldwork: 7th - 9th April 2014

	Voting Intention				2010 Vote			Gender		Age				Social grade		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1209</b>	x	x	x	x	347	363	201	596	613	145	433	388	243	706	503
<b>Unweighted Sample</b>	<b>1209</b>	334	349	70	126	387	287	213	585	624	143	406	352	308	796	413
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the price of property in your local area has increased or decreased in the last year, or stayed about the same?

Increased a lot	<b>36</b>	44	33	30	32	41	32	42	39	32	28	40	32	38	40	30
Increased a little	<b>44</b>	44	49	45	51	47	49	44	41	48	38	37	49	54	48	40
<b>TOTAL INCREASED</b>	<b>80</b>	<b>88</b>	<b>82</b>	<b>75</b>	<b>83</b>	<b>88</b>	<b>81</b>	<b>86</b>	<b>80</b>	<b>80</b>	<b>66</b>	<b>77</b>	<b>81</b>	<b>92</b>	<b>88</b>	<b>70</b>
Stayed about the same	<b>9</b>	6	10	11	12	6	9	5	8	9	8	10	10	3	6	11
Decreased a little	<b>1</b>	1	0	0	3	1	1	0	1	1	3	1	0	0	1	0
Decreased a lot	<b>1</b>	0	1	2	0	0	1	0	0	1	0	2	0	0	0	2
<b>TOTAL DECREASED</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>
Don't know	<b>10</b>	5	6	12	2	5	7	9	11	9	23	10	8	5	5	17

And do you think this is a good or a bad thing?

A very good thing	<b>8</b>	15	6	1	9	12	8	5	7	9	8	6	9	11	10	5
A fairly good thing	<b>32</b>	42	27	34	40	45	31	24	30	34	22	26	36	42	37	24
<b>TOTAL GOOD THING</b>	<b>40</b>	<b>57</b>	<b>33</b>	<b>35</b>	<b>49</b>	<b>57</b>	<b>39</b>	<b>29</b>	<b>37</b>	<b>43</b>	<b>30</b>	<b>32</b>	<b>45</b>	<b>53</b>	<b>47</b>	<b>29</b>
A fairly bad thing	<b>23</b>	19	29	24	25	19	25	31	24	22	23	25	22	22	22	25
A very bad thing	<b>16</b>	10	21	17	12	9	21	16	19	14	19	22	12	12	16	18
<b>TOTAL BAD THING</b>	<b>39</b>	<b>29</b>	<b>50</b>	<b>41</b>	<b>37</b>	<b>28</b>	<b>46</b>	<b>47</b>	<b>43</b>	<b>36</b>	<b>42</b>	<b>47</b>	<b>34</b>	<b>34</b>	<b>38</b>	<b>43</b>
Don't know	<b>20</b>	15	17	23	15	16	14	23	20	21	28	21	21	14	15	28

Do you think the price of your current home has increased or decreased in the last year, or stayed about the same?

[To those who own their house outright/through mortgage/shared ownership. N=658]

Increased a lot	<b>28</b>	36	23	29	28	32	22	31	34	24	35	31	28	26	32	21
Increased a little	<b>56</b>	53	56	52	63	55	60	57	53	57	37	46	56	65	55	57
<b>TOTAL INCREASED</b>	<b>84</b>	<b>89</b>	<b>79</b>	<b>81</b>	<b>91</b>	<b>87</b>	<b>82</b>	<b>88</b>	<b>87</b>	<b>81</b>	<b>72</b>	<b>77</b>	<b>84</b>	<b>91</b>	<b>87</b>	<b>78</b>
Stayed about the same	<b>9</b>	7	9	10	9	9	9	7	10	8	10	13	10	4	9	10
Decreased a little	<b>1</b>	1	0	1	0	0	0	5	1	1	0	1	1	1	1	1
Decreased a lot	<b>0</b>	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0
<b>TOTAL DECREASED</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Don't know	<b>6</b>	3	11	8	0	4	9	1	2	9	17	9	5	4	3	12

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

**And do you think this is a good or a bad thing?**

[To those who own their house outright/through mortgage/shared ownership. N=658]

A very good thing	<b>22</b>	29	15	10	28	27	19	15	22	22	22	27	19	23	24	18
A fairly good thing	<b>51</b>	52	49	64	49	51	50	63	51	51	41	48	51	55	53	46
<b>TOTAL GOOD THING</b>	<b>73</b>	<b>81</b>	<b>64</b>	<b>74</b>	<b>77</b>	<b>78</b>	<b>69</b>	<b>78</b>	<b>73</b>	<b>73</b>	<b>63</b>	<b>75</b>	<b>70</b>	<b>78</b>	<b>77</b>	<b>64</b>
A fairly bad thing	<b>12</b>	7	19	9	11	8	17	13	14	10	3	7	15	13	11	14
A very bad thing	<b>3</b>	2	3	5	2	2	3	4	6	1	10	5	3	2	2	5
<b>TOTAL BAD THING</b>	<b>15</b>	<b>9</b>	<b>22</b>	<b>14</b>	<b>13</b>	<b>10</b>	<b>20</b>	<b>17</b>	<b>20</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>18</b>	<b>15</b>	<b>13</b>	<b>19</b>
Don't know	<b>12</b>	10	14	12	10	13	12	4	6	16	24	13	12	8	10	16

**Thinking about the longer term rises in house prices in London, which of the following best reflects your view?**

House prices in London will probably keep on rising - so long as there is limited housing and lots of demand prices will keep on increasing	<b>56</b>	66	50	59	59	62	57	62	56	56	51	59	55	56	63	47
House price rises in London are unsustainable - people can't afford to pay so much money and sooner or later prices will crash	<b>32</b>	24	39	39	36	28	36	34	32	32	30	28	34	37	31	34
Neither	<b>3</b>	3	3	0	2	4	2	2	4	3	1	3	5	3	3	4
Don't know	<b>9</b>	6	8	2	3	6	5	3	8	9	18	11	6	4	4	15

**Which of the following do you think are the biggest reasons for the increases in house prices in London in recent years?**

Please tick up to three

Rich people from overseas buying top-end London property as an investment	<b>49</b>	47	52	38	47	50	53	50	49	49	34	43	55	58	55	40
People buying property in London as buy-to-let investment	<b>40</b>	35	44	52	41	39	45	52	39	40	32	40	43	40	43	35
Increasing numbers of people wanting to move to a city with limited space	<b>34</b>	42	31	38	30	39	34	38	33	36	39	35	32	35	40	26
General immigration from overseas	<b>27</b>	29	18	19	63	37	22	21	26	27	19	18	32	38	27	26
People buying second homes and leaving them empty	<b>18</b>	16	22	7	27	17	23	19	19	18	19	17	20	17	16	21
Planning laws not allowing enough housing to be built	<b>17</b>	17	19	27	8	13	21	24	20	13	15	16	18	16	18	15
Government policies to stimulate the housing market	<b>15</b>	14	16	27	15	13	17	17	17	14	16	15	18	13	17	13
More households due to people marrying later, living longer and divorcing more	<b>10</b>	14	10	9	6	11	11	13	10	11	8	11	9	12	12	7
General improvement in economic conditions	<b>9</b>	13	6	18	6	10	9	11	11	6	10	8	11	7	9	8
Something else	<b>2</b>	3	1	3	1	3	1	3	2	2	1	3	2	1	2	2
Don't know	<b>11</b>	5	11	5	7	7	7	7	10	12	19	13	7	9	5	19

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Would you support or oppose the following?

**A new annual tax of 1% of the value of homes worth more than £2 million (sometimes called a mansion tax)**

Support	<b>58</b>	45	70	71	63	45	67	77	60	56	49	50	65	67	59	57
Oppose	<b>21</b>	36	12	19	19	35	14	15	23	19	20	26	17	19	25	15
Don't know	<b>21</b>	19	18	10	17	20	19	7	18	25	31	25	18	15	16	28

**Extra taxes on second homes**

Support	<b>59</b>	54	65	71	70	54	65	75	60	58	45	52	67	68	63	54
Oppose	<b>25</b>	35	21	24	18	33	24	15	27	24	32	30	21	19	26	24
Don't know	<b>15</b>	11	14	5	11	13	10	10	13	18	23	18	12	13	11	21

**Making it more difficult for people to buy property as buy-to-let**

Support	<b>38</b>	37	40	44	49	37	40	49	38	38	27	35	42	43	40	35
Oppose	<b>36</b>	45	34	41	35	41	34	34	40	31	38	38	38	27	39	31
Don't know	<b>26</b>	18	26	15	16	22	25	17	22	31	34	26	20	31	21	34

**Making it more difficult for foreign investors to buy London property**

Support	<b>60</b>	60	65	52	79	64	64	72	59	62	39	50	70	76	62	58
Oppose	<b>20</b>	25	17	32	8	19	18	17	23	17	26	28	15	11	21	18
Don't know	<b>20</b>	15	18	17	13	17	18	11	18	21	35	22	15	12	16	24

**Relaxing planning laws to make it easier for new housing to be built**

Support	<b>51</b>	49	53	55	45	45	59	52	56	46	48	53	49	51	54	47
Oppose	<b>27</b>	35	22	28	39	36	20	29	25	29	20	21	31	32	30	22
Don't know	<b>23</b>	16	25	17	16	19	20	19	20	25	31	26	19	17	17	31

**Allowing the building of more skyscrapers and high-rise buildings so more housing can fit in the same space**

Support	<b>33</b>	39	31	32	30	36	30	34	37	28	41	39	27	25	35	29
Oppose	<b>43</b>	42	42	50	53	48	47	49	40	46	25	34	53	55	47	38
Don't know	<b>24</b>	19	26	18	17	17	23	18	23	25	34	27	21	20	18	33

**Introducing rent controls so it is less profitable for people to buy-to-let**

Support	<b>55</b>	47	64	68	65	50	63	71	52	58	40	49	61	67	56	55
Oppose	<b>25</b>	36	18	22	24	33	20	20	31	19	35	28	22	17	26	23
Don't know	<b>20</b>	16	18	9	11	17	17	9	17	23	25	22	17	16	18	22

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

**Encouraging London councils to build more social housing**

Support	<b>66</b>	57	72	75	69	57	78	78	68	65	53	59	75	75	67	65
Oppose	<b>15</b>	27	10	15	17	26	9	11	14	16	15	20	13	11	18	11
Don't know	<b>18</b>	17	18	11	14	17	13	11	18	19	32	22	13	13	15	23

**Adding new council tax bands for homes worth more than £1 million**

Support	<b>65</b>	60	68	75	77	61	71	77	65	64	47	59	72	75	67	61
Oppose	<b>17</b>	25	15	16	9	24	16	10	18	16	23	20	14	14	20	13
Don't know	<b>18</b>	15	18	9	14	15	13	13	17	20	31	22	14	12	13	26

**Taxing any profit people make on the sale of their main home**

Support	<b>17</b>	13	22	28	18	14	16	21	19	15	18	18	19	11	16	18
Oppose	<b>63</b>	73	57	60	70	74	65	66	66	61	53	60	65	73	70	55
Don't know	<b>20</b>	15	22	11	12	12	19	14	15	24	30	21	16	17	14	28