

YouGov Survey Results

Sample Size: 1512 GB Adults
Fieldwork: 21st - 28th May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Aware of the 'undercroft'		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Yes	No	
Weighted Sample	1512	337	528	100	148	430	465	262	746	766	182	540	485	304	892	620	651	861
Unweighted Sample	1512	304	507	69	162	420	405	282	744	768	209	433	537	333	977	535	684	828
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The economy in general	52	61	55	57	34	55	50	65	53	51	43	50	56	55	56	47
Immigration	42	59	29	16	89	69	31	29	38	45	27	30	46	66	40	45
Health	34	27	45	32	23	29	43	37	29	40	25	31	36	44	33	37
Unemployment	30	20	40	23	20	18	38	31	30	30	38	34	30	18	29	32
Crime	25	33	21	17	38	31	23	24	23	28	28	26	24	26	25	25
Europe	24	38	12	34	54	40	15	16	27	21	24	22	20	34	28	17
Welfare benefits	22	20	25	21	21	21	22	26	22	22	19	17	30	18	19	25
Schools and education	18	16	24	21	9	13	20	22	14	22	18	21	19	11	19	17
Pensions	17	13	19	33	20	19	20	18	19	16	4	8	21	38	18	17
Housing	15	7	21	14	9	8	18	18	15	16	17	18	14	11	13	18
Transport	9	8	11	14	2	6	10	16	11	8	17	11	8	5	9	10
Same-sex marriage	9	7	10	11	11	10	8	11	10	9	16	9	7	8	9	9
Defence	6	6	5	3	9	8	6	5	7	4	7	4	6	7	6	5
Animal rights	3	2	2	1	7	3	3	2	1	4	3	2	3	3	3	3
Afghanistan	2	1	3	2	3	2	3	3	3	2	3	3	2	3	2	3
Other	2	1	1	2	1	1	1	4	2	1	3	2	2	0	2	1
None of these	5	1	2	1	0	1	4	3	5	4	6	8	3	1	4	6

Generally speaking, do you think that British membership of the European Union is a good thing or a bad thing or neither good nor bad?

Good thing	34	30	48	67	0	19	42	53	40	29	41	39	30	28	39	28
Bad thing	30	37	22	13	83	49	23	19	30	30	25	22	32	43	26	36
Neither good nor bad	25	29	23	13	15	26	25	22	22	27	20	22	29	25	25	24
Don't know	11	5	8	6	2	6	9	6	7	15	14	16	8	4	10	12

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

If there was a referendum tomorrow on whether Britain should or should not remain a member of the European Union and the question was as follows, how would you vote?

Do you think that the United Kingdom should remain a member of the European Union?

Yes	41	33	58	71	2	23	52	60	46	37	45	47	38	33	46	35
No	38	53	25	23	94	62	29	26	39	37	32	27	43	56	36	42
Would not vote	4	1	5	0	2	1	5	2	4	5	11	5	3	1	4	4
Don't know	16	13	12	6	2	14	14	11	11	21	12	20	17	10	14	19

People hold different views about how they would like to see the European Union develop. Which of these statements comes closest to your view?

A fully integrated Europe with all major decisions taken by a European Government	5	4	8	3	0	2	8	5	7	3	5	9	4	2	6	4
No European Government but a more integrated European Union than now, with a single currency and no frontier controls	8	6	11	20	1	3	10	10	11	5	8	10	7	7	7	9
The situation more or less as it is now	18	11	27	35	0	6	23	24	17	18	28	22	14	10	21	12
A less integrated Europe than now with the European Union amounting to little more than a free trade area	37	53	27	30	45	56	29	39	37	36	30	26	41	52	39	33
Complete British withdrawal from the European Union	17	19	14	5	52	26	16	12	19	16	12	13	21	23	14	22
Don't know	15	7	13	8	1	7	14	10	9	21	17	21	13	6	12	19

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	April 17-19	May 21-28	Con		Lab		Lib Dem		UKIP		Male		Female		ABC1		C2DE	
Do you think that Boris Johnson is doing well or badly as Mayor of London?																		
Very well	19	15	35	10	12	14	29	9	11	17	14	19	15	12	20	16	14	
Fairly well	45	50	58	45	57	58	60	45	53	47	53	45	49	52	52	51	48	
TOTAL WELL	64	65	93	55	69	72	89	54	64	64	67	64	64	64	72	67	62	
Fairly badly	15	14	3	20	16	13	4	20	19	16	13	13	15	15	13	14	14	
Very badly	12	8	1	16	3	4	1	16	6	10	7	7	7	10	10	8	9	
TOTAL BADLY	27	22	4	36	19	17	5	36	25	26	20	20	22	25	23	22	23	
Don't know	9	12	3	10	12	11	6	11	11	11	14	15	14	12	6	10	14	

	April 17-19	May 21-28	Con		Lab		Lib Dem		UKIP		Male		Female		ABC1		C2DE	
Thinking about Boris Johnson, which of the following qualities do you think he has? (Please tick all that apply)																		
Charismatic	55	59	80	51	63	72	76	52	67	61	57	61	55	59	65	64	53	
Sticks to what he believes in	28	33	49	29	36	34	47	27	32	32	33	29	32	30	39	34	31	
A natural leader	25	24	40	18	15	33	39	18	20	24	24	23	19	23	34	25	22	
In touch with the concerns of ordinary people	20	21	38	16	20	24	35	16	15	20	22	19	19	23	24	20	23	
Strong	22	17	34	10	17	20	31	10	15	17	18	18	16	17	20	20	13	
Decisive	18	17	36	12	16	15	30	11	16	19	16	17	17	17	19	19	15	
Good in a crisis	15	15	28	11	15	21	26	11	14	18	13	15	14	14	19	16	15	
Honest	14	15	29	9	23	17	26	10	16	16	15	15	16	14	15	17	13	
None of these	15	14	3	21	6	9	5	20	15	14	14	9	12	18	14	12	17	
Don't know	9	8	2	5	4	5	4	6	5	7	10	9	11	7	5	6	11	

The recent census showed that the ethnic makeup of the London was 45% White British, 15% from another White background with the remaining 40% made up of people from other ethnicities.

Generally speaking would you say this was a...?

Good thing	39	27	52	62	11	24	50	47	41	37	48	47	37	23	44	32
Bad thing	37	52	26	15	76	57	29	27	35	39	30	26	37	60	33	43
Don't know	24	22	22	23	13	20	22	26	23	24	22	26	26	17	23	25

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

It has been suggested that, within London, the Mayor should be given complete control over property taxes, including council tax, stamp duty and business rates, as well as the ability to levy new taxes such as a tourist tax.

Do you support or oppose the Mayor of London having tax raising powers?

Strongly support	6	9	5	6	9	8	6	5	7	5	6	7	5	6	7	5
Tend to support	26	38	21	35	23	35	22	26	30	22	23	27	24	29	30	20
TOTAL SUPPORT	32	47	26	41	32	43	28	31	37	27	29	34	29	35	37	25
Tend to oppose	30	29	32	43	25	28	30	35	27	32	30	31	26	31	28	32
Strongly oppose	20	14	25	8	31	17	25	18	22	18	14	14	28	22	18	22
TOTAL OPPOSE	50	43	57	51	56	45	55	53	49	50	44	45	54	53	46	54
Don't know	19	10	16	8	12	13	17	16	13	24	27	21	16	13	17	20

If you had to guess, what do you think will happen to the average price of a house in London over the next 12 months?

It will rise a lot	20	19	23	16	26	18	21	19	20	19	24	22	18	17	20	19
It will rise a little	57	66	55	64	56	63	55	66	58	56	47	51	61	67	61	52
TOTAL RISE	77	85	78	80	82	81	76	85	78	75	71	73	79	84	81	71
It will stay the same as it is now	11	10	11	9	10	9	12	8	10	12	14	11	11	9	9	13
It will fall a little	3	2	3	11	3	4	3	1	3	4	5	3	3	4	4	3
It will fall a lot	1	0	1	0	0	0	1	1	1	1	2	2	0	0	1	1
TOTAL FALL	4	2	4	11	3	4	4	2	4	5	7	5	3	4	5	4
Don't know	8	3	6	1	5	6	7	4	7	9	9	11	8	2	5	12

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

And what do you think will happen to the average price of a house in London over the next 5 years?

It will rise a lot	40	40	45	38	45	37	44	42	42	38	47	43	36	36	42	37
It will rise a little	43	52	41	47	44	51	40	49	42	44	27	36	49	56	44	42
TOTAL RISE	83	92	86	85	89	88	84	91	84	82	74	79	85	92	86	79
It will stay the same as it is now	5	5	4	12	2	4	6	2	5	5	8	6	4	2	5	5
It will fall a little	3	2	3	2	0	3	3	1	4	3	6	3	2	3	4	2
It will fall a lot	1	0	1	0	3	1	1	2	1	1	4	1	0	1	0	2
TOTAL FALL	4	2	4	2	3	4	4	3	5	4	10	4	2	4	4	4
Don't know	8	1	6	1	6	5	7	5	6	10	9	10	9	3	6	12

What do you think will happen to the average price of a house IN YOUR AREA over the next 12 months?

It will rise a lot	20	25	23	20	20	18	23	22	21	20	20	22	20	18	22	19
It will rise a little	54	58	56	56	58	59	55	60	56	53	44	50	57	64	57	51
TOTAL RISE	74	83	79	76	78	77	78	82	77	73	64	72	77	82	79	70
It will stay the same as it is now	13	13	12	17	10	14	12	11	13	13	14	14	12	11	11	15
It will fall a little	2	2	1	2	3	3	2	1	2	3	5	1	3	3	2	2
It will fall a lot	1	0	1	0	2	0	0	1	1	1	3	1	0	1	1	2
TOTAL FALL	3	2	2	2	5	3	2	2	3	4	8	2	3	4	3	4
Don't know	9	2	6	5	7	5	7	6	8	10	14	11	7	3	7	12

And what do you think will happen to the average price of a house IN YOUR AREA over the next 5 years?

It will rise a lot	33	34	38	32	32	31	36	35	35	31	28	36	31	33	33	33
It will rise a little	47	55	45	46	51	54	44	52	47	47	39	41	52	54	50	42
TOTAL RISE	80	89	83	78	83	85	80	87	82	78	67	77	83	87	83	75
It will stay the same as it is now	7	7	7	11	4	5	8	4	7	7	12	9	4	4	6	8
It will fall a little	3	2	2	7	1	3	3	1	3	2	4	3	2	3	3	2
It will fall a lot	1	0	1	1	4	1	1	1	1	2	3	1	1	1	1	3
TOTAL FALL	4	2	3	8	5	4	4	2	4	4	7	4	3	4	4	5
Don't know	10	2	7	4	7	6	9	6	7	12	14	11	9	6	7	13

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

Generally speaking, in which two or three London Boroughs do you think the average house price will rise the most over the next 5 years? (Please select up to three.)

Kensington and Chelsea	44	50	44	43	53	52	43	46	45	44	39	32	53	57	46	43
Westminster	35	42	35	34	42	40	35	36	38	33	29	25	43	45	36	33
City of London	29	28	33	18	37	29	32	26	26	31	35	28	28	26	27	32
Richmond upon Thames	20	22	16	16	30	25	17	21	17	22	13	12	24	29	18	21
Hammersmith and Fulham	10	14	11	9	8	11	10	8	10	10	5	9	13	10	10	11
Kingston upon Thames	10	8	8	12	12	13	10	9	10	9	4	7	13	14	10	9
Islington	8	9	11	1	7	7	10	8	7	9	8	10	6	8	8	8
Wandsworth	7	4	8	7	8	6	6	11	7	6	4	7	6	7	8	5
Camden	7	6	8	5	6	6	7	4	6	7	6	9	6	4	7	7
Greenwich	6	7	7	4	3	6	7	6	6	6	6	5	6	7	6	6
Tower Hamlets	5	5	5	6	8	5	4	7	4	6	5	7	4	3	4	6
Hackney	4	4	5	6	1	3	5	7	4	5	5	5	4	2	5	4
Southwark	4	3	5	10	5	3	6	4	4	5	4	6	3	2	5	3
Harrow	3	2	2	10	5	1	4	1	4	2	6	4	2	1	3	2
Lambeth	3	3	4	3	1	2	4	4	3	3	2	5	2	1	4	1
Newham	3	2	2	4	2	2	3	5	2	3	1	3	4	1	3	2
Lewisham	2	4	2	1	1	3	2	3	3	2	1	3	2	2	2	2
Redbridge	2	2	3	1	3	2	2	2	3	1	3	3	2	1	2	3
Ealing	2	1	3	0	1	1	1	1	2	2	0	3	1	3	2	2
Croydon	2	2	2	4	2	1	2	2	2	2	2	2	2	1	2	2
Barnet	2	3	3	0	4	3	3	2	3	2	4	3	2	3	3	2
Barking and Dagenham	2	2	1	2	4	1	1	1	2	1	3	2	1	0	2	1
Bromley	2	2	2	1	2	3	2	1	2	2	3	2	1	3	2	2
Bexley	2	1	3	0	3	1	3	2	2	2	2	2	1	2	1	3
Enfield	1	0	1	0	1	1	0	0	1	1	1	1	1	0	1	0
Hillingdon	1	1	0	0	1	1	1	0	1	1	0	1	1	0	0	1
Havering	1	1	1	4	2	1	2	0	1	1	1	2	0	2	2	1
Haringey	1	0	1	0	1	1	1	1	1	0	1	1	1	1	1	1
Hounslow	1	0	2	2	0	1	2	0	1	1	1	1	1	1	1	1
Waltham Forest	1	2	2	0	2	2	1	0	1	1	1	1	2	1	1	1
Sutton	1	1	2	1	1	1	2	0	1	1	1	1	1	2	1	1
Merton	1	1	0	1	0	1	0	1	1	1	1	1	1	1	1	0
Brent	1	0	1	0	1	0	1	1	1	1	0	1	0	0	1	0
Don't know	18	15	15	21	8	14	15	22	17	19	20	22	15	14	17	19
None of the above - I do not believe house prices will rise in any London boroughs	1	0	1	1	1	1	0	1	1	0	0	1	1	1	0	1

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

At present, the 'undercroft' area of London's Southbank Centre is currently used by graffiti artists, skateboarders and BMX riders...

Before today, were you aware of the 'undercroft' area at London's Southbank Centre?

Yes, I was	43	38	45	70	34	37	46	63	44	42	48	44	40	44	49	34	100	0
No, I was not	57	62	55	30	66	63	54	37	56	58	52	56	60	56	51	66	0	100

London's Southbank Centre has recently announced a £120 million development including new space for performances, exhibitions, retail and socialising. As part of this development, the Southbank Centre is planning on using the 'undercroft' site for more shops and restaurants at ground level with skaters offered an alternative space near Hungerford Bridge. However, opponents of the plan say the area is one of the best unplanned skate parks in Europe and attracts thousands of visitors each year.

To what extent do you support or oppose using the 'undercroft' area of the South Bank for shops and restaurants as part of this development?

Strongly support	12	14	12	16	9	12	13	8	16	8	16	15	9	9	14	9	17	8
Tend to support	27	31	28	39	29	29	30	25	31	23	20	27	26	35	28	26	26	28
TOTAL SUPPORT	39	45	40	55	38	41	43	33	47	31	36	42	35	44	42	35	43	36
Tend to oppose	18	17	22	14	19	15	21	23	15	22	23	17	18	18	21	15	24	15
Strongly oppose	14	8	13	18	18	9	12	21	11	16	20	14	14	10	12	16	22	8
TOTAL OPPOSE	32	25	35	32	37	24	33	44	26	38	43	31	32	28	33	31	46	23
Don't know	29	31	25	12	25	34	23	22	26	31	21	28	33	29	26	34	12	42