

YouGov Survey Results

Sample Size: 1115 London adults
Fieldwork: 17th - 19th June 2014

	Westminster VI				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	
Weighted Sample	1115	x	x	x	x	328	340	188	550	565	134	399	358	224	640	475
Unweighted Sample	1115	292	362	80	114	329	291	237	586	529	87	331	406	291	734	381
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	28	24	28	32	40	26	27	32	28	28	23	31	32	18	27	29
It will rise a little	47	56	45	39	37	51	45	50	49	44	47	41	46	58	48	44
TOTAL RISE	75	80	73	71	77	77	72	82	77	72	70	72	78	76	75	73
It will stay the same as it is now	11	8	13	15	14	11	13	6	11	11	8	14	9	12	13	9
It will fall a little	6	7	6	5	6	7	6	7	5	7	0	5	8	8	6	5
It will fall a lot	1	0	1	0	0	1	0	0	1	1	0	1	1	0	1	0
TOTAL FALL	7	7	7	5	6	8	6	7	6	8	0	6	9	8	7	5
Don't know	8	6	8	9	3	4	8	5	7	9	23	8	5	3	5	11

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	53	55	50	61	53	56	53	59	55	52	44	58	53	51	57	48
House price rises in London are unsustainable - people can't afford to pay so much money and sooner or later prices will crash	34	33	40	32	30	35	37	31	34	34	24	30	38	40	33	35
Neither	5	6	4	5	7	2	4	2	6	3	12	4	4	3	4	5
Don't know	8	5	6	3	10	6	6	8	5	11	20	8	5	7	6	11

*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.

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		House Tenure								
Total	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other	
Weighted Sample	1115	217	295	31	221	113	94	51	66	26
Unweighted Sample	1115	284	325	29	226	74	77	36	44	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	28	21	25	36	38	35	27	9	25	43
It will rise a little	47	56	49	41	42	48	36	66	34	17
TOTAL RISE	75	77	74	77	80	83	63	75	59	60
It will stay the same as it is now	11	12	11	9	10	8	21	9	16	0
It will fall a little	6	7	9	8	4	7	4	0	2	4
It will fall a lot	1	1	0	0	1	0	1	0	0	3
TOTAL FALL	7	8	9	8	5	7	5	0	2	7
Don't know	8	4	6	7	5	3	10	16	24	32

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	53	56	56	56	57	52	51	49	29	46
House price rises in London are unsustainable - people can't afford to pay so much money and sooner or later prices will crash	34	35	33	25	33	39	40	25	38	19
Neither	5	4	4	0	5	1	4	0	15	14
Don't know	8	5	7	19	5	8	5	26	18	21

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