## **YouGov Survey Results**



Sample Size: 1209 London adults (aged 18+)

Fieldwork: 7th - 9th April 2014

		V	oting/	Intentio	on	20	010 Vc	te	Ge	ender		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	1209	Х	Х	Χ	Х	347	363	201	596	613	145	433	388	243	706	503
<b>Unweighted Sample</b>	1209	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?

same?		_									_			_		
Increased a lot	36	44	33	30	32	41	32	42	39	32	28	40	32	38	40	30
Increased a little	44	44	49	45	51	47	49	44	41	48	38	37	49	54	48	40
TOTAL INCREASED	80	88	82	75	83	88	81	86	80	80	66	77	81	92	88	70
Stayed about the same	9	6	10	11	12	6	9	5	8	9	8	10	10	3	6	11
Decreased a little	1	1	0	0	3	1	1	0	1	1	3	1	0	0	1	0
Decreased a lot	1	0	1	2	0	0	1	0	0	1	0	2	0	0	0	2
TOTAL DECREASED	2	1	1	2	3	1	2	0	1	2	3	3	0	0	1	2
Don't know	10	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?		_				_		-			Ξ.			_		
A very good thing	8	15	6	1	9	12	8	5	7	9	8	6	9	11	10	5
A fairly good thing	32	42	27	34	40	45	31	24	30	34	22	26	36	42	37	24
TOTAL GOOD THING	40	67	22	25	40	<b>57</b>	20	20	27	42	20	22	AE.	<b>F</b> 2	47	20

29 24

41

10 21 17

A fairly bad thing 23

A very bad thing 16

TOTAL BAD THING 39 29 50

Don't know **20** | 15 17 23

25

12 9 21

19 25

37 28 46

15 16 14

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16 19

23 20

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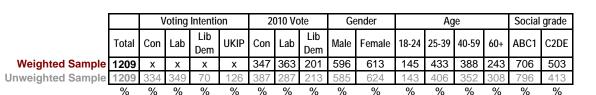
28

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

Fieldwork: 7th - 9th April 2014





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

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

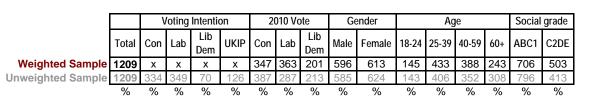
## Thinking about the longer term rises in house prices in London, which of the following best reflects your view?

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	56	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	32	24	39	39	36	28	36	34	32	32	30	28	34	37	31	34
Neither	3	3	3	0	2	4	2	2	4	3	1	3	5	3	3	4
Don't know	9	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

Please tick up to three																
Rich people from overseas buying top-end London property as an investment	49	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	40	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	34	42	31	38	30	39	34	38	33	36	39	35	32	35	40	26
General immigration from overseas	27	29	18	19	63	37	22	21	26	27	19	18	32	38	27	26
People buying second homes and leaving them empty	18	16	22	7	27	17	23	19	19	18	19	17	20	17	16	21
Planning laws not allowing enough housing to be built	17	17	19	27	8	13	21	24	20	13	15	16	18	16	18	15
Government policies to stimulate the housing market	15	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	10	14	10	9	6	11	11	13	10	11	8	11	9	12	12	7
General improvement in economic conditions	9	13	6	18	6	10	9	11	11	6	10	8	11	7	9	8
Something else	2	3	1	3	1	3	1	3	2	2	1	3	2	1	2	2
Don't know	11	5	11	5	7	7	7	7	10	12	19	13	7	9	5	19

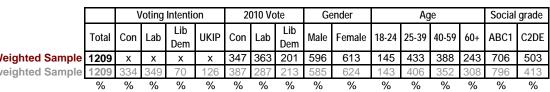
Fieldwork: 7th - 9th April 2014





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	58	45	70	71	63	45	67	77	60	56	49	50	65	67	59	57
Oppose	21	36	12	19	19	35	14	15	23	19	20	26	17	19	25	15
Don't know	21	19	18	10	17	20	19	7	18	25	31	25	18	15	16	28
Extra taxes on second homes		•				•			•					•		
Support	59	54	65	71	70	54	65	75	60	58	45	52	67	68	63	54
Oppose	25	35	21	24	18	33	24	15	27	24	32	30	21	19	26	24
Don't know	15	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	20	37	40	44	49	37	40	49	38	38	27	35	42	43	40	35
Oppose	36	45	34		35	41	34	34	40	31	38	38	38	27	39	31
Don't know	26	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	20	10	20	15	10	22	25	17	22	31	34	20	20	31	21	34
property		_				_			_					_		
Support	60	60	65	52	79	64	64	72	59	62	39	50	70	76	62	58
Oppose	20	25	17	32	8	19	18	17	23	17	26	28	15	11	21	18
Don't know	20	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	51	49	53	55	45	45	59	52	56	46	48	53	49	51	54	47
Oppose		35	22	28	39	36	20	29	25	29	20	21	31	32	30	22
Don't know		16	25	17	16		20	19	20	25	31	26	19	17	17	31
Allowing the building of more skyscrapers and high-rise									1		1					
buildings so more housing can fit in the same space																
Support	33	39	31	32	30	36	30	34	37	28	41	39	27	25	35	29
Oppose	43	42	42	50	53	48	47	49	40	46	25	34	53	55	47	38
Don't know	24	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						1										
buy-to-let	55	47	64	68	65	50	63	71	52	58	40	49	61	67	56	55
Support			18	22	65 24	33		20	31	56 19	_	49 28	-	17		
Oppose Double to some	25	36					20		-		35		22		26	23
Don't know	20	16	18	9	11	17	17	9	17	23	25	22	17	16	18	22

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Unweighted Sample	1209	334	349	70	126	387	287	213	585	624	143	406	352	308	796	413
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Encouraging London councils to build more social housing																
Support Oppose Don't know	66	57	72	75	69	57	78	78	68	65	53	59	75	75	67	65
Oppose	15	27	10	15	17	26	9	11	14	16	15	20	13	11	18	11
Don't know	18	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	65	60	68	75	77	61	71	77	65	64	47	59	72	75	67	61
Oppose Don't know	17	25	15	16	9	24	16	10	18	16	23	20	14	14	20	13
Don't know	18	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	17	13	22	28	18	14	16	21	19	15	18	18	19	11	16	18
Oppose	63	73	57	60	70	74	65	66	66	61	53	60	65	73	70	55
Don't know	20	15	22	11	12	12	19	14	15	24	30	21	16	17	14	28