



London polling latest

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Ipsos MORI

21 November 2015

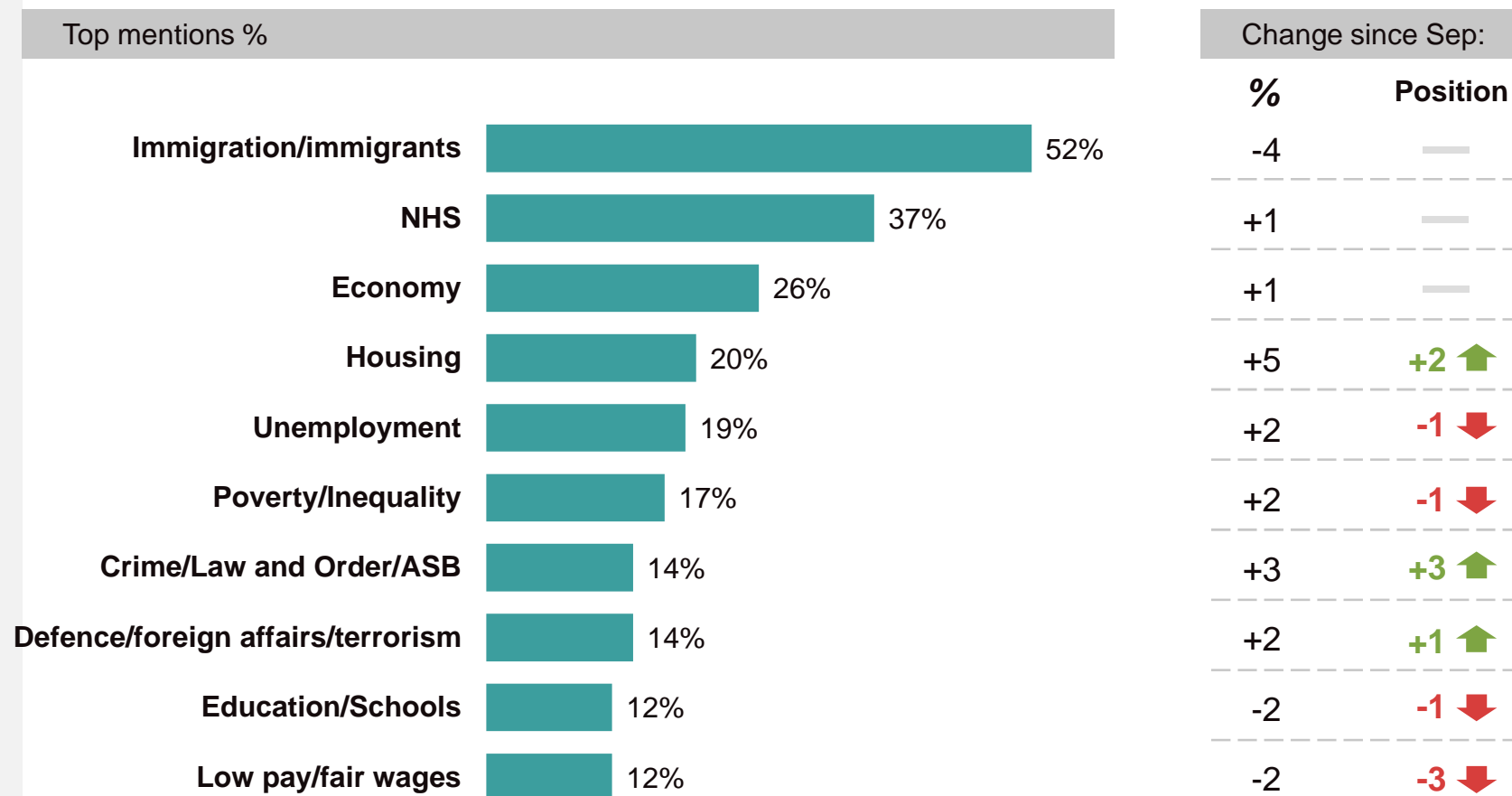


**The housing crisis and
public services in the capital
... key messages for
local government in London**

Issues facing Britain: October

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

3



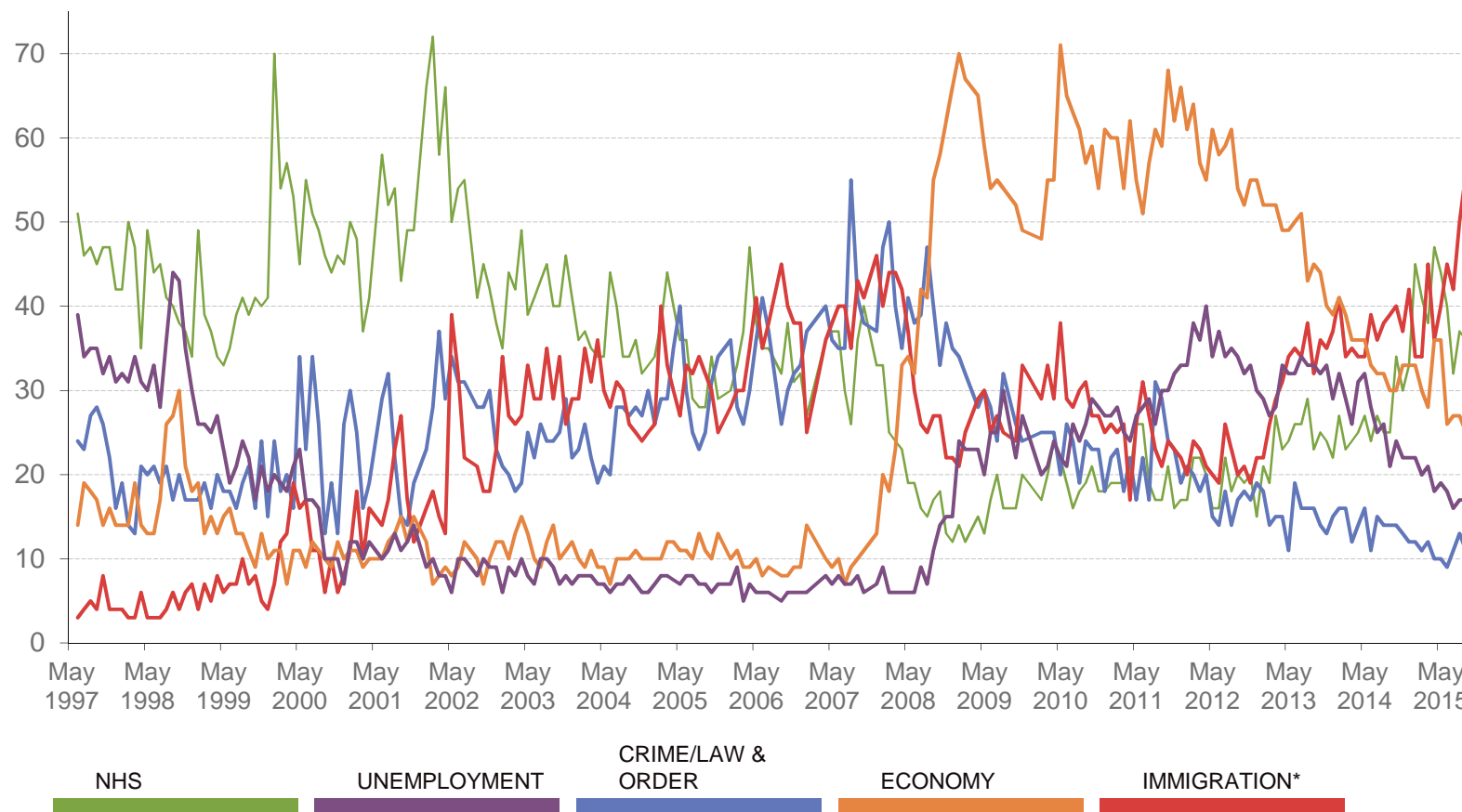
Base: 1,002 British adults 18+, 9– 19 October 2015

Source: Ipsos MORI Issues Index

Issues facing Britain: Long Term Trends

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

4



Base: Representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

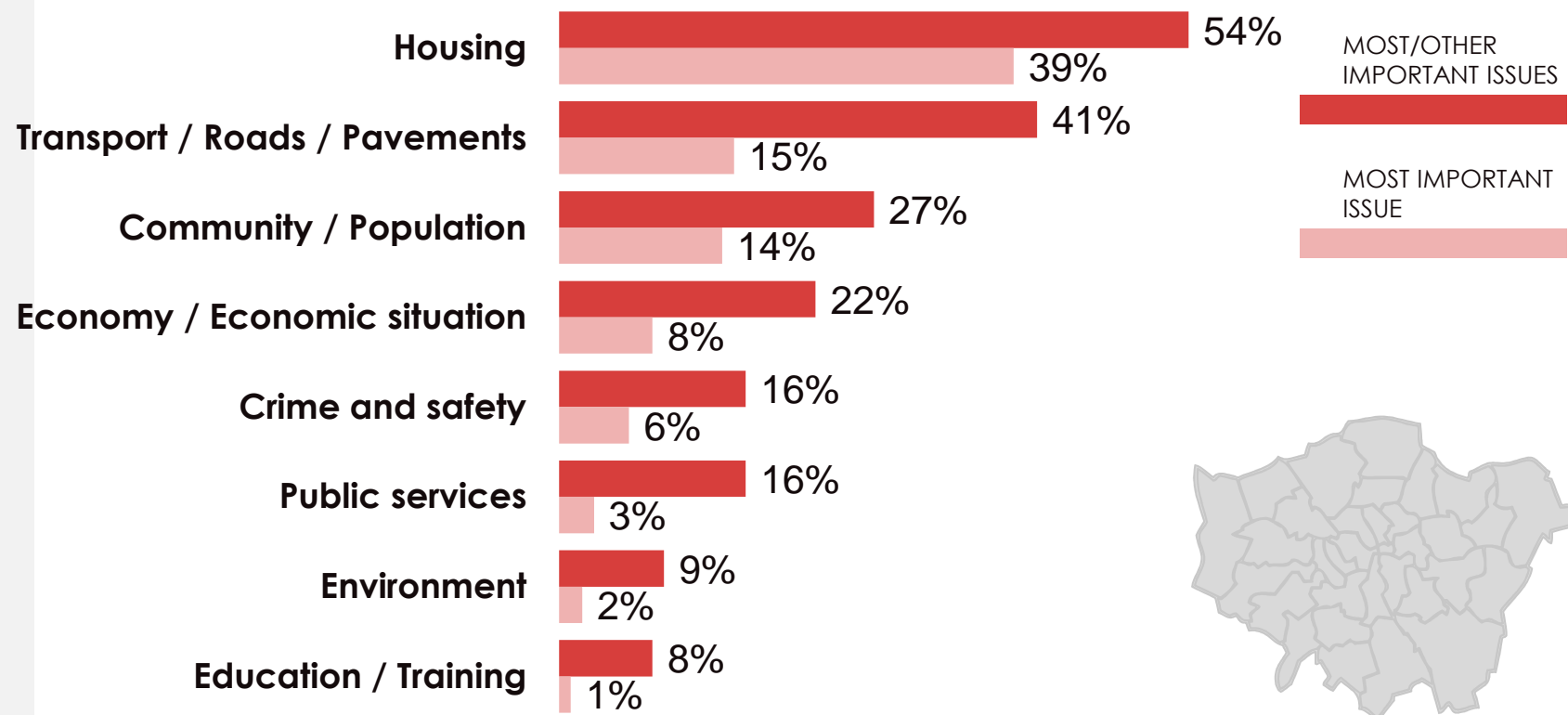
Source: Ipsos MORI Issues Index

But, Londoners see the big challenges differently

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

5

Top mentions %



Base: 1,000 adults in London 18+, 27 August – 7 September 2015

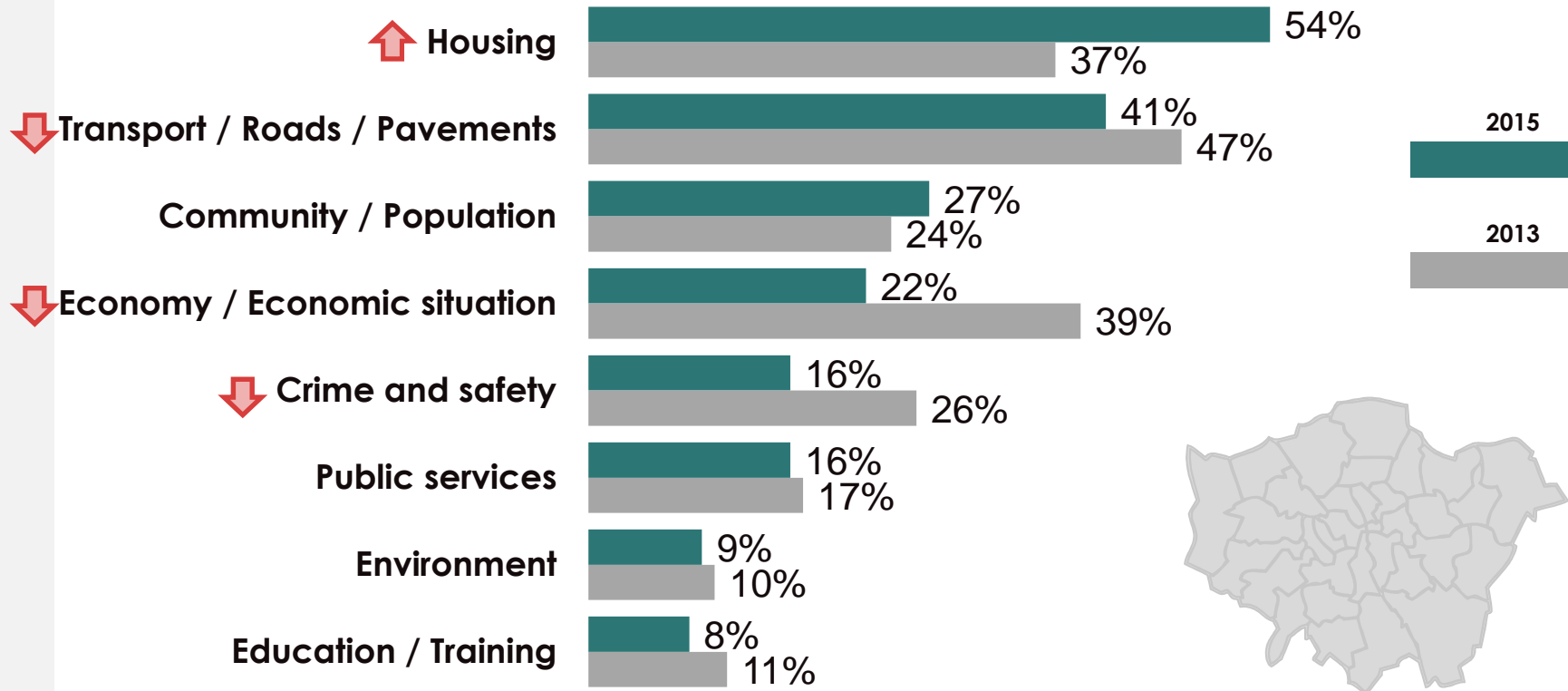
Source: Ipsos MORI / London Councils

In London, housing now a bigger issue than transport and the economy

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

6

Top mentions %



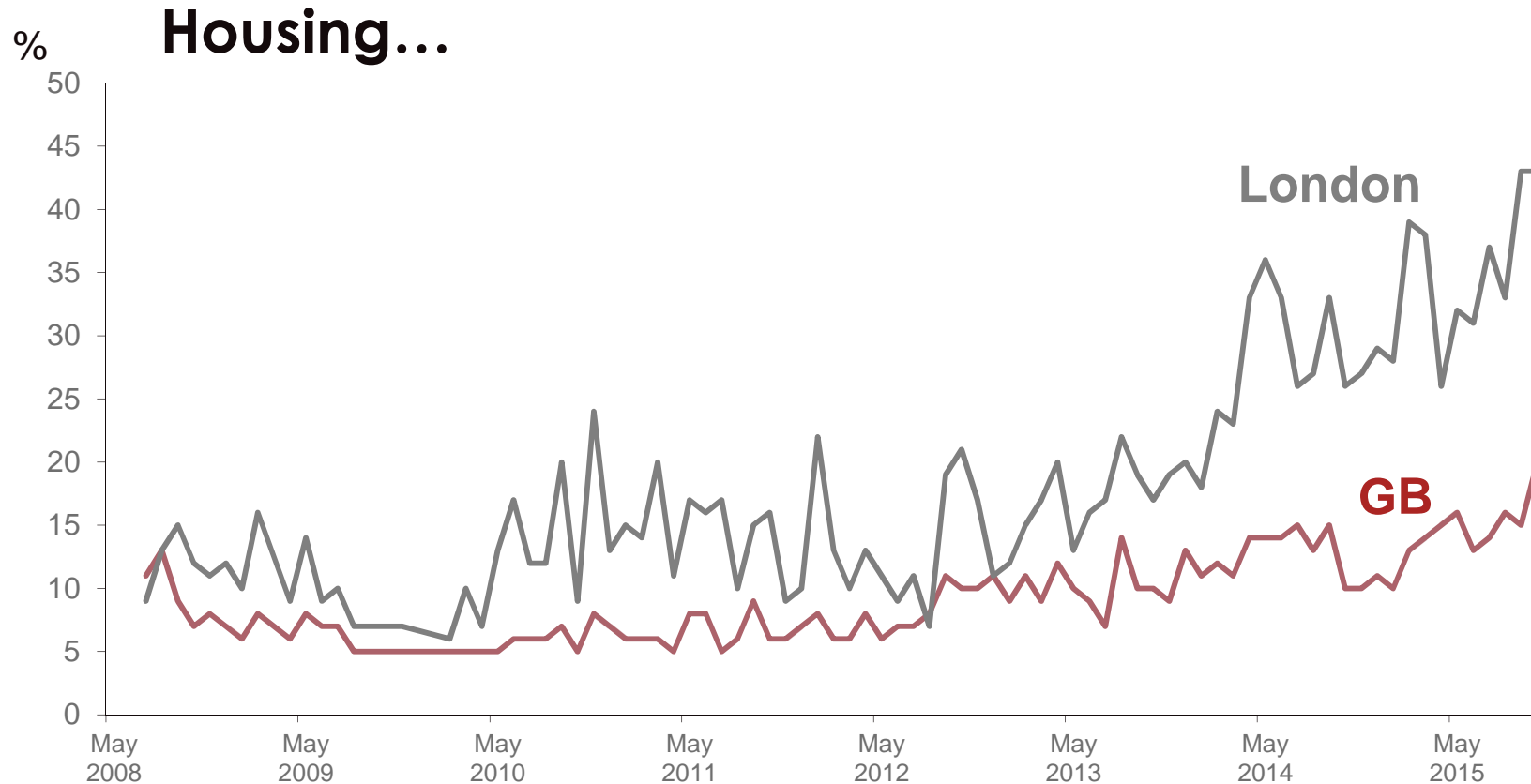
Base (2015): 1,000 adults in London 18+, 27 August – 7 September 2015/ Base (2013): 1,000 adults in London 18+, 18 – 29 October 2013. Red arrow denotes a significant increase/ decrease since 2013.

Source: Ipsos MORI / London Councils

A growing issue in London (and creeping up at national level too)

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

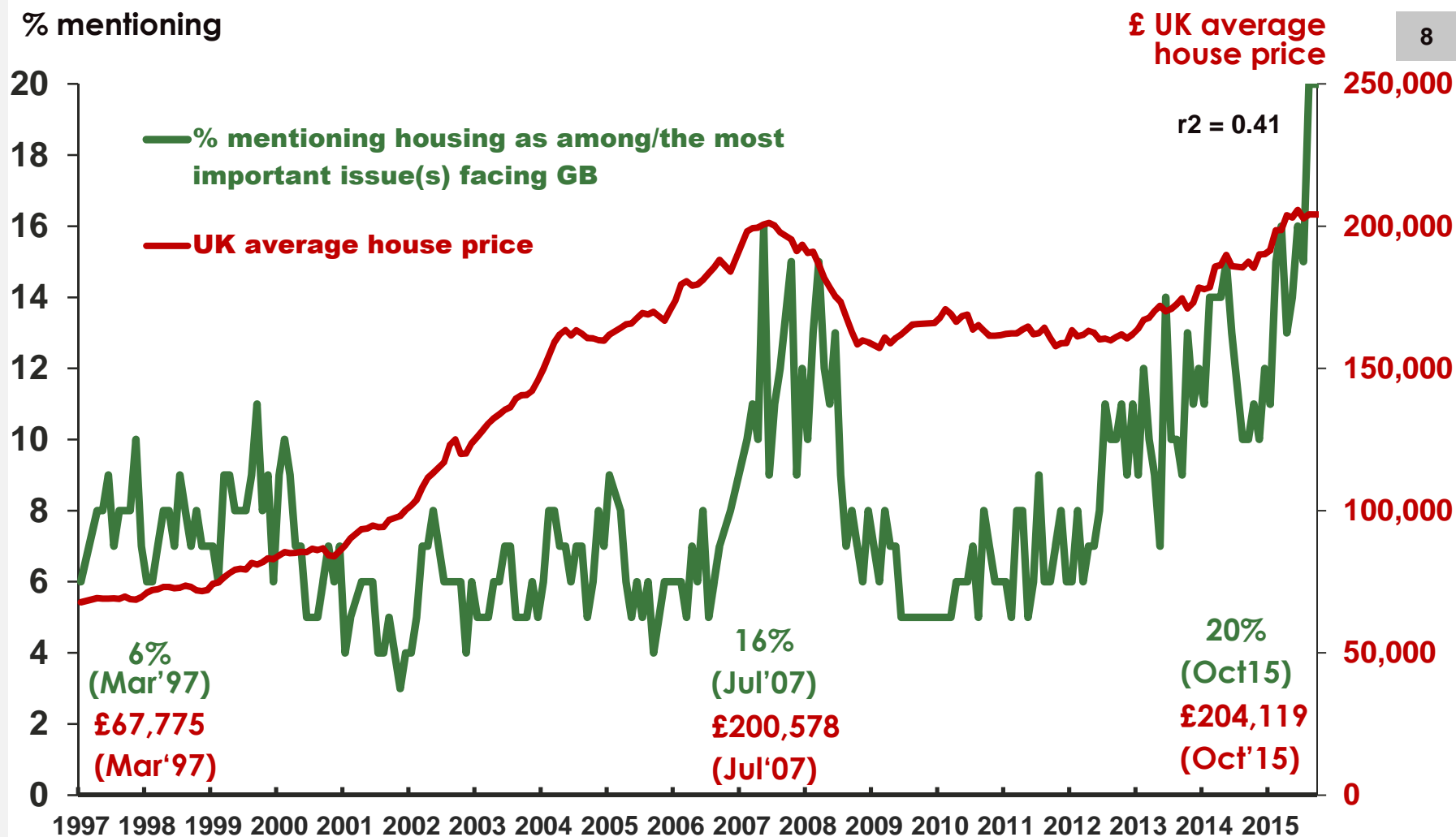
7



Base: c.1,000 British adults and c.150 adults from London age 18+ interviewed face-to-face in home each month since 2008

Source: Ipsos MORI Issues Index

A link between concern and house prices?



Base: c.1,000 British adults aged 18+ interviewed face-to-face in home

Sources: Ipsos MORI Issues Index/
Halifax House Price Index (All(Mon)NSA)

Has housing in London reached crisis point...?

News > London

London property prices hit a new record

Figures reveal property prices in the capital are on the rise once again following a dip in the run-up to the General Election

JONATHAN PRYNN | Monday 28 September 2015 | [comment](#)



The rising cost of renting in the capital has led to... with their properties



FINANCE > ECONOMICS

lealed: The £3bn cost of London's...
prehensive report on the... London's...
he capital and its... hit by



London house prices push out the people the city needs most



Michael Skapinker



Comments

There is no future for a city that cannot provide homes for the workers that keep it running

London's housing crisis in 13 property listings

Another...
s soon as 2017?

News > UK > Home News

London house prices are the most overvalued in the world, report says

UBS economists warn the inflated prices in the capital are a bubble at risk of bursting

Paul Gallagher | @PGWGallagher | Sunday 1 November 2015 | [comment](#)

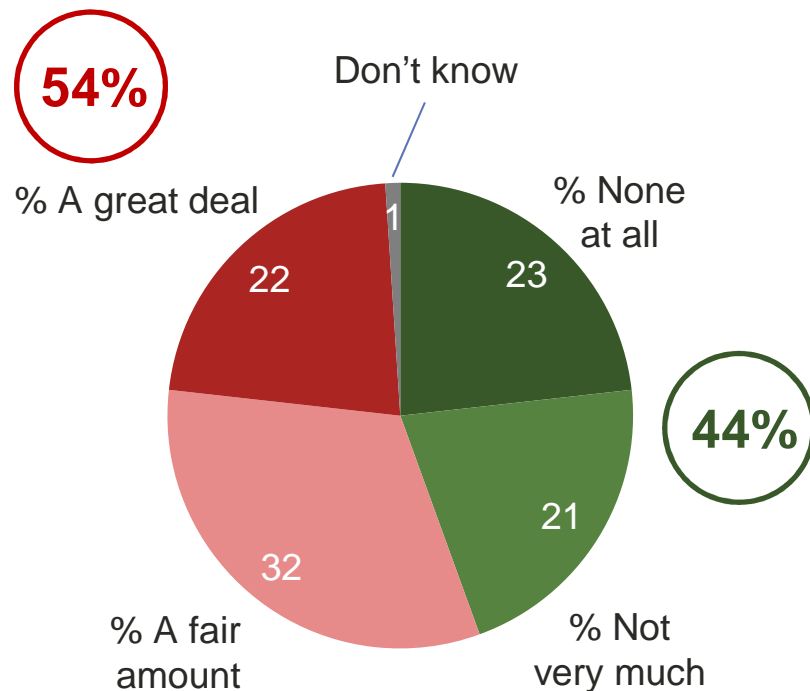


House prices in the capital have risen 40 per cent on average since 2013. Getty Images

Londoners are stressed about it!

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...

10



75%
of private renters
say housing costs
cause them a
great deal or fair
amount of stress

Base: 1,000 adults in London 18+, 27 August – 7 September 2015.

Source: Ipsos MORI / London Councils

Housing will be a key issue during next year's Mayoral race...

11

“It is the **single biggest thing** that Londoners need from their next Mayor: a solution to the **housing crisis**.”

Sadiq Khan



“If we don't deal with the **housing crisis** there is a chance London will become a miserable, **less dynamic** and **less successful** place.”

Zac Goldsmith

**Our latest London research
may provide some useful
pointers for the Mayoral
candidates...**

A risk of flight from the capital?

To what extent do you agree or disagree with the following statements about housing in London...?

13

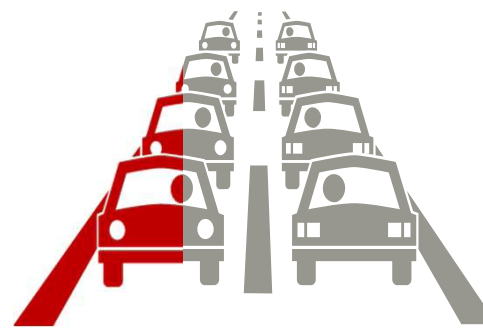
'I would consider leaving London if house prices and rents continue to rise'



... **44%**

(This rises to **64%** of private renters)

'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'



... **34%**

(This rises to **48%** of private renters)

Base: 1,000 adults in London 18+, 27 August – 7 September 2015

Source: Ipsos MORI / London Councils

...particularly alarming amongst young Londoners

London adults aged 18-34 are...

14

...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%)



Base: 1,000 adults in London 18+, 27 August – 7 September 2015

Source: Ipsos MORI / London Councils

At the same time, important not to raise expectations... are Londoners losing faith?

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:

15

■ % Disagree

■ % Agree

ALL LONDONERS: Housing in London will become more affordable over the next two years

82

9

RENTERS: I don't believe I will ever be able to afford to buy a home in London

20

72

Base: 1,000 adults in London 18+ / All those who do not own their own home (334), 27 August – 7 September 2015.

Source: Ipsos MORI / London Councils

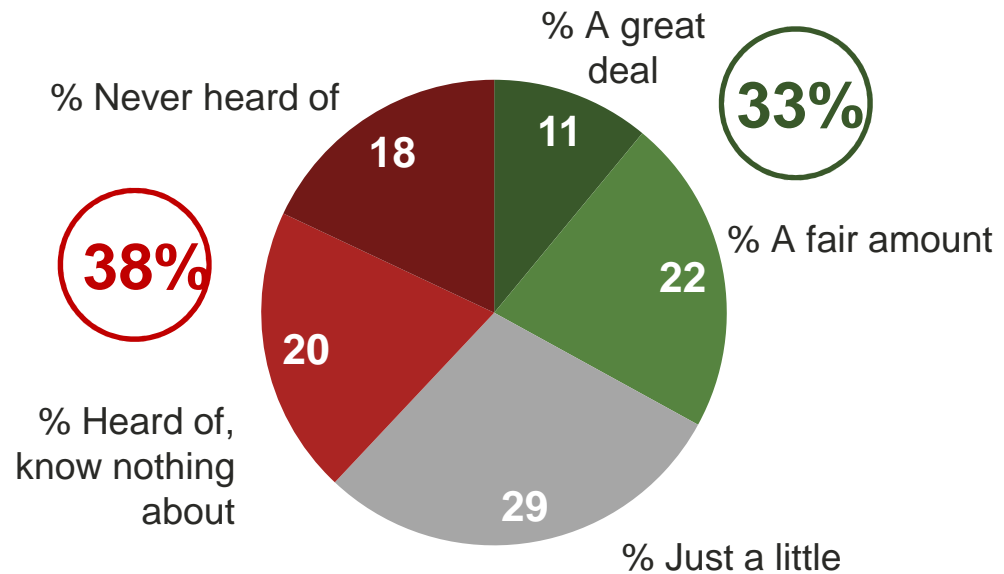


The new Housing Bill

and the London dynamic...?

16

Before today, how much, if anything, did you know about the Government proposal to extend the “Right to buy” scheme?



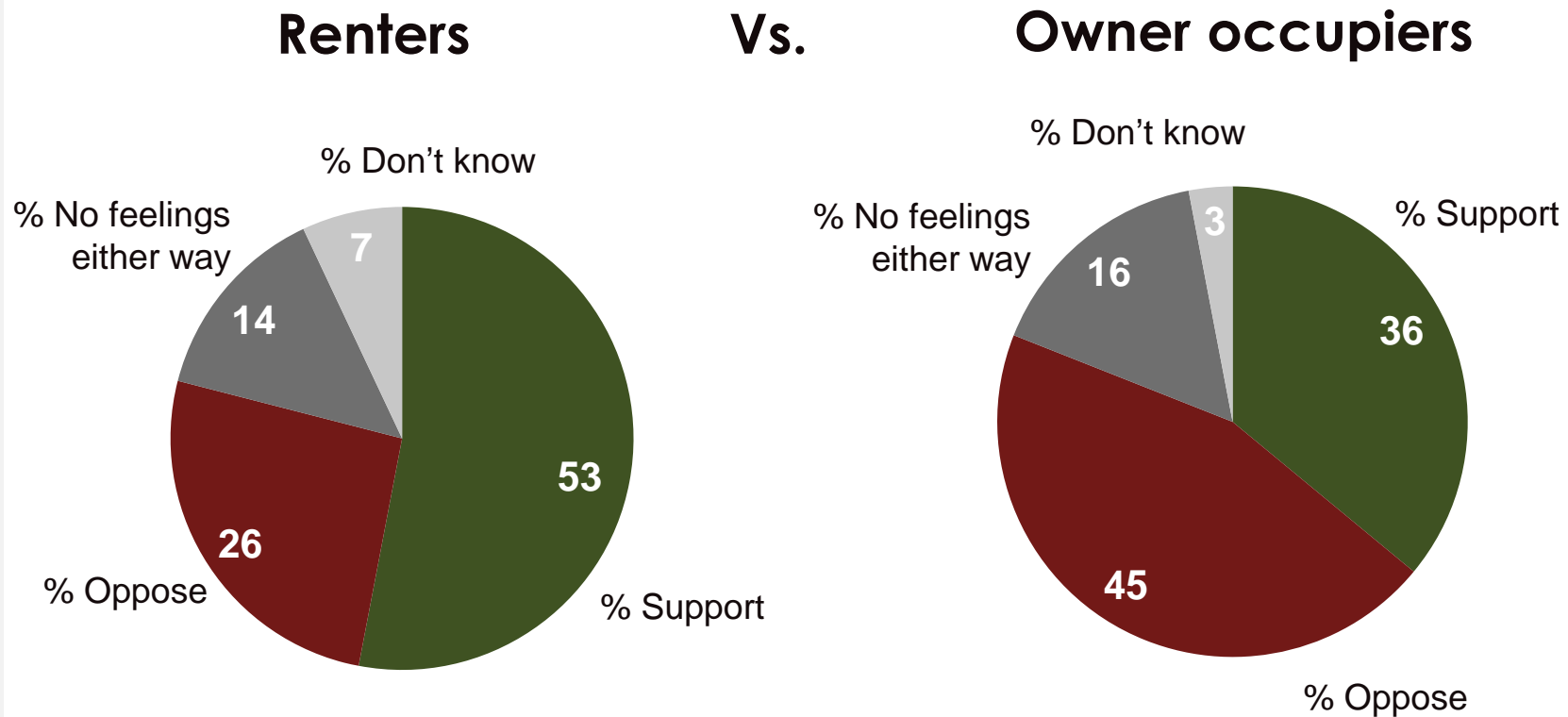
Base: 1,000 adults in London 18+, 27 August – 7 September 2015

Source: Ipsos MORI / London Councils

Tenure and support for RtB

To what extent do you support or oppose the policy of councils being required to sell off some of their housing in order to give housing association tenants the chance to own their own home?

17



Base: 508 adults in London 18+, 27 August – 7 September 2015

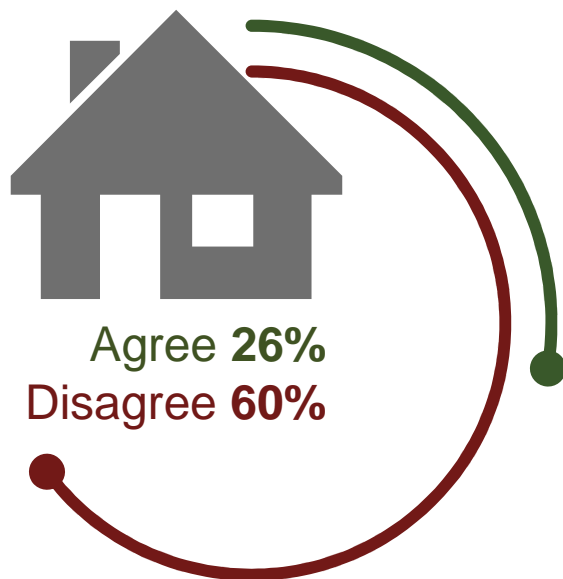
Source: Ipsos MORI / London Councils

But, support conditional – Londoners want assurances that funds generated will genuinely benefit capital

Please tell me to what extent you agree or disagree [with the following statements about possible implications of extending Right to Buy]...?

18

I support it if it means
some of the funds
generated may be spent
outside London



I support it only if all of the
funds generated are spent on
tackling London's housing
crisis



Base: 1,000 adults in London 18+, 27 August – 7 September 2015

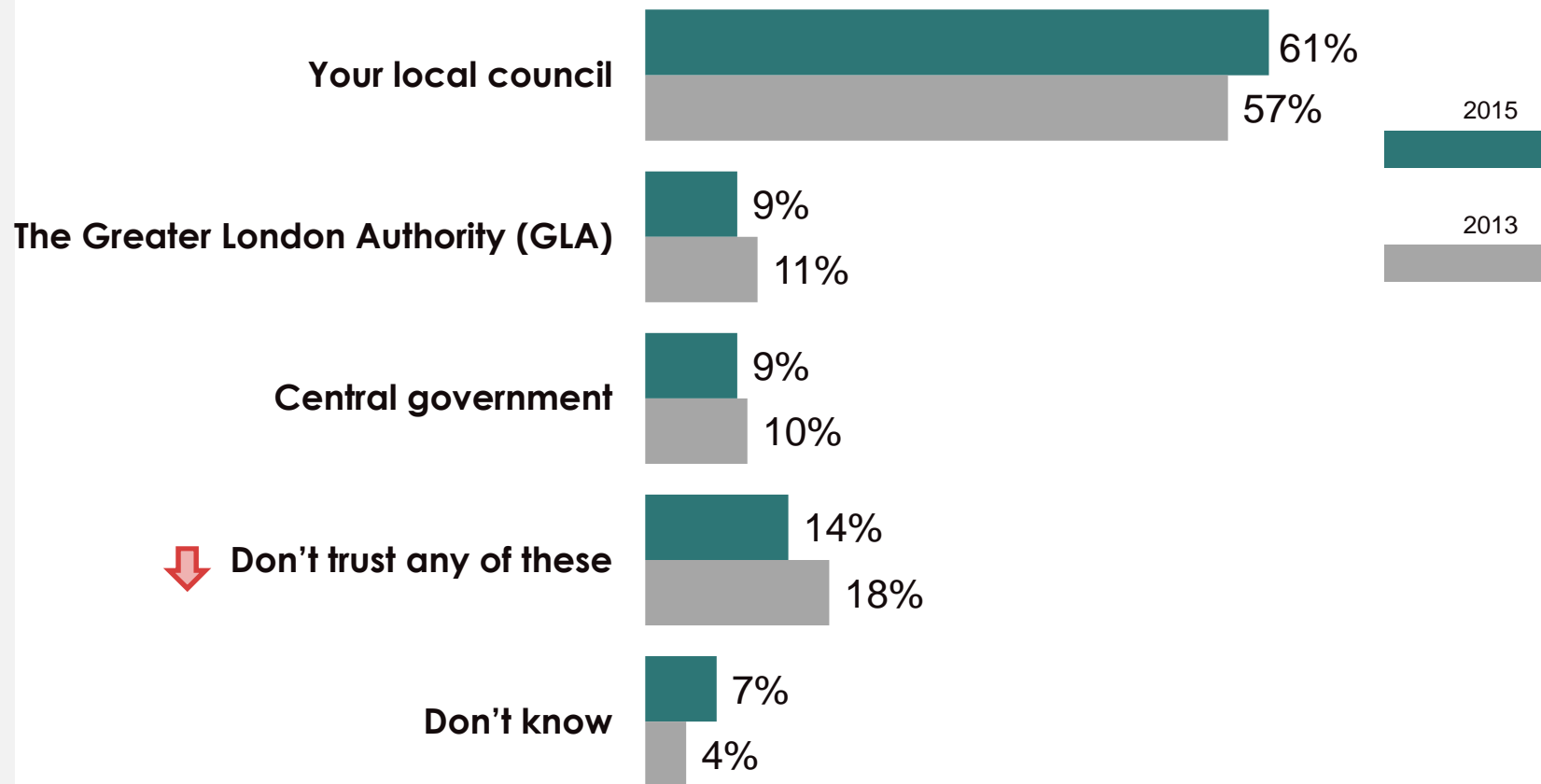
Source: Ipsos MORI / London Councils

**It's sombre reading,
but there is some cause
for optimism...**

Londoners still trust you more than Central Government to make the important decisions locally

Who do you trust most to make decisions about how services are provided in your local area?

20



Base (2015): 1,000 adults in London 18+, 27 August – 7 September 2015 / Base (2013): 1,000 adults in London 18+, 18 – 29 October 2013. Red arrow denotes a significant increase/decrease since 2013.

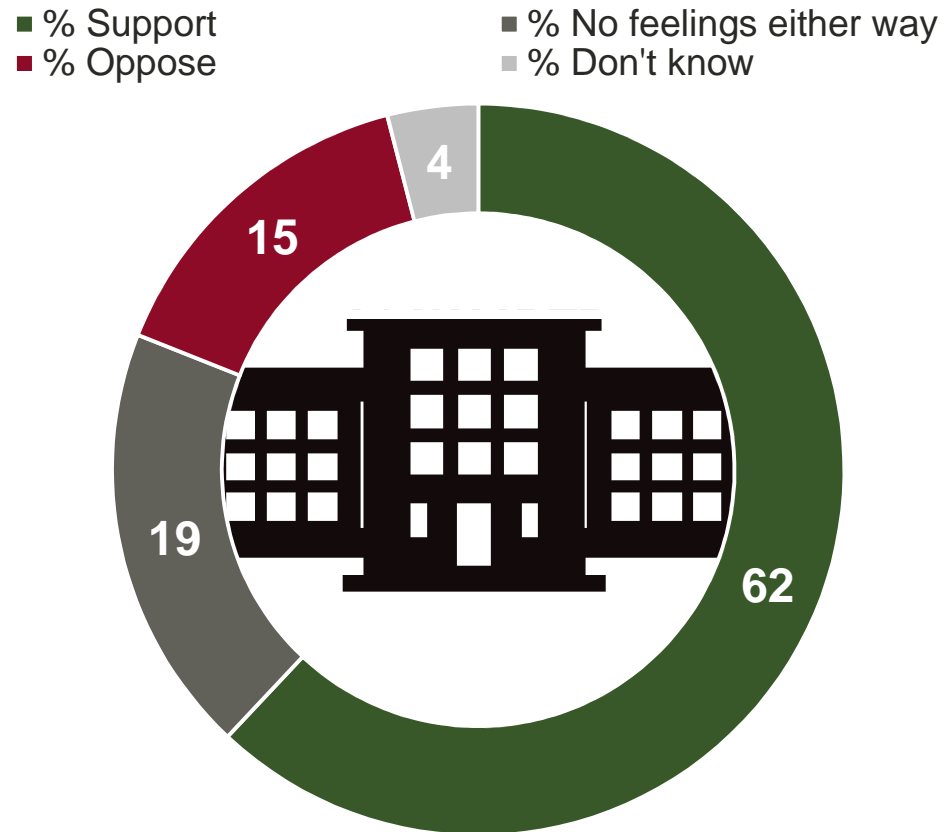
Source: Ipsos MORI / London Councils

No surprise then that a majority of Londoners support transferring more powers to the capital

To what extent, if at all, do you support or oppose transferring more powers to London?

21

“There has been growing debate about devolution, that is to say transferring more powers over budgets and services from central government to cities and counties in England. By services, I mean for example housing, skills and training, support to help people back into work and health. In London, this would mean transferring more powers to London local government – that is the London Mayor and the London Boroughs...”



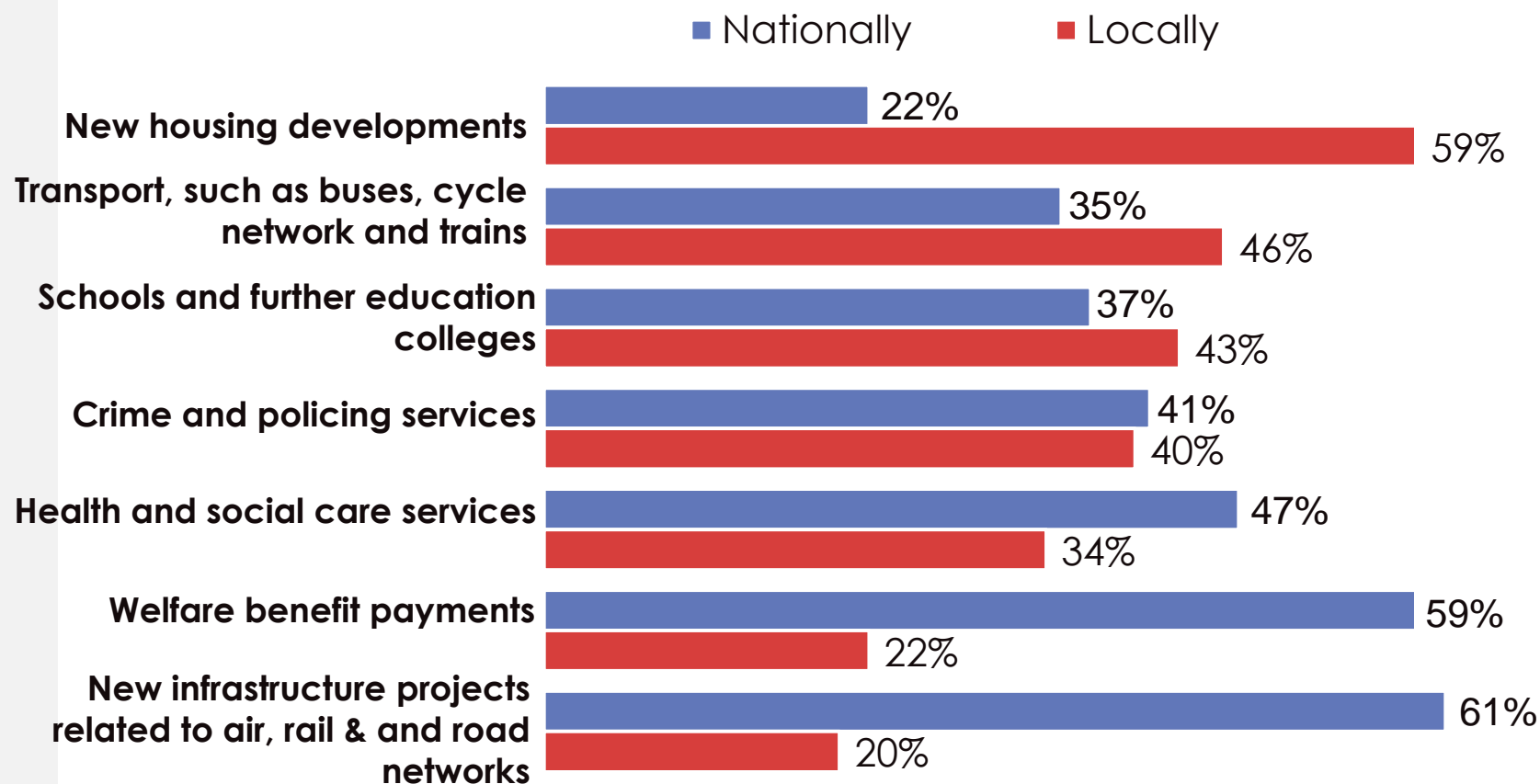
Base: 1,000 adults in London 18+, 27 August – 7 September 2015.

Source: Ipsos MORI / London Councils

... especially on housing

For each of the following services, do you think decisions should be taken nationally for England as a whole or locally by local bodies such as councils or other local service providers?

22



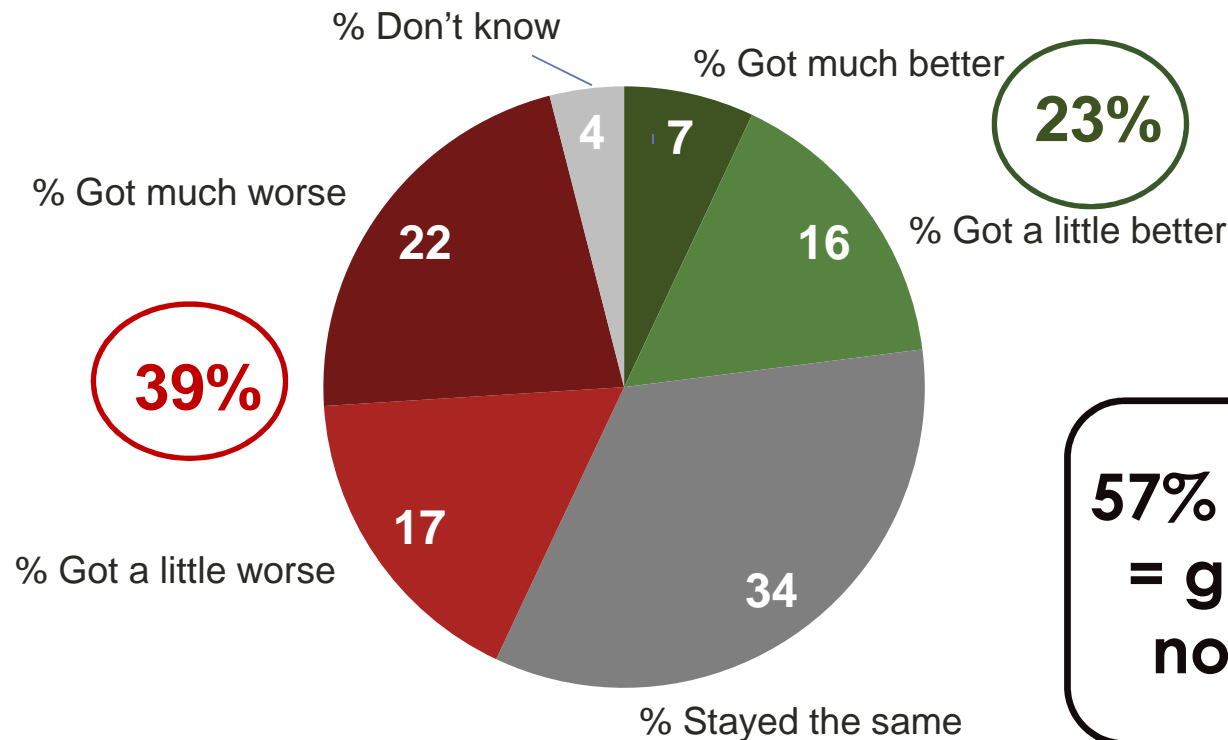
Base: All adults aged 16-75 in London (532), 18 – 29 September 2015

Source: Ipsos MORI/ NLGN/ PWC

Despite incredibly tough fiscal context, in London councils have risen to the challenge

Thinking about local services overall, do you think the quality of public services has got better or worse in the last five years or has it stayed the same?

23



Base: 1,000 adults in London 18+, 27 August – 7 September 2015

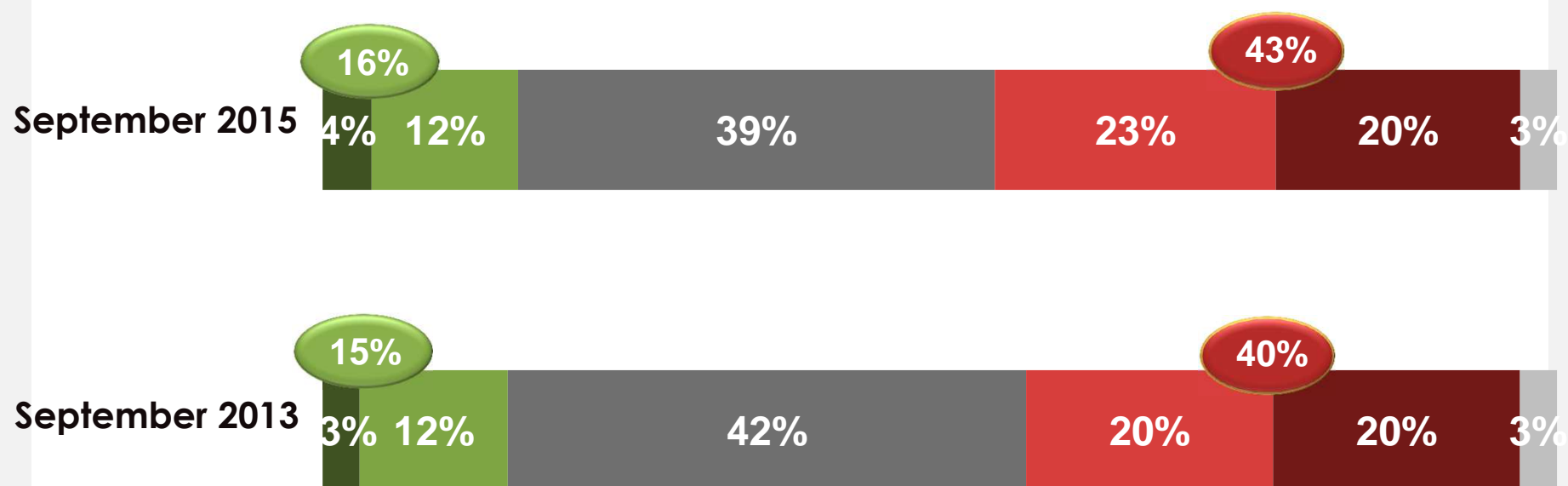
Source: Ipsos MORI / London Councils

And nationally we see no change from two years ago

Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years or has it stayed the same?

24

■ Got much better ■ Got a little better ■ Stayed the same ■ Got a little worse ■ Got much worse ■ Don't know



Base: 1,006 British adults 18+, 11 – 13 September 2015

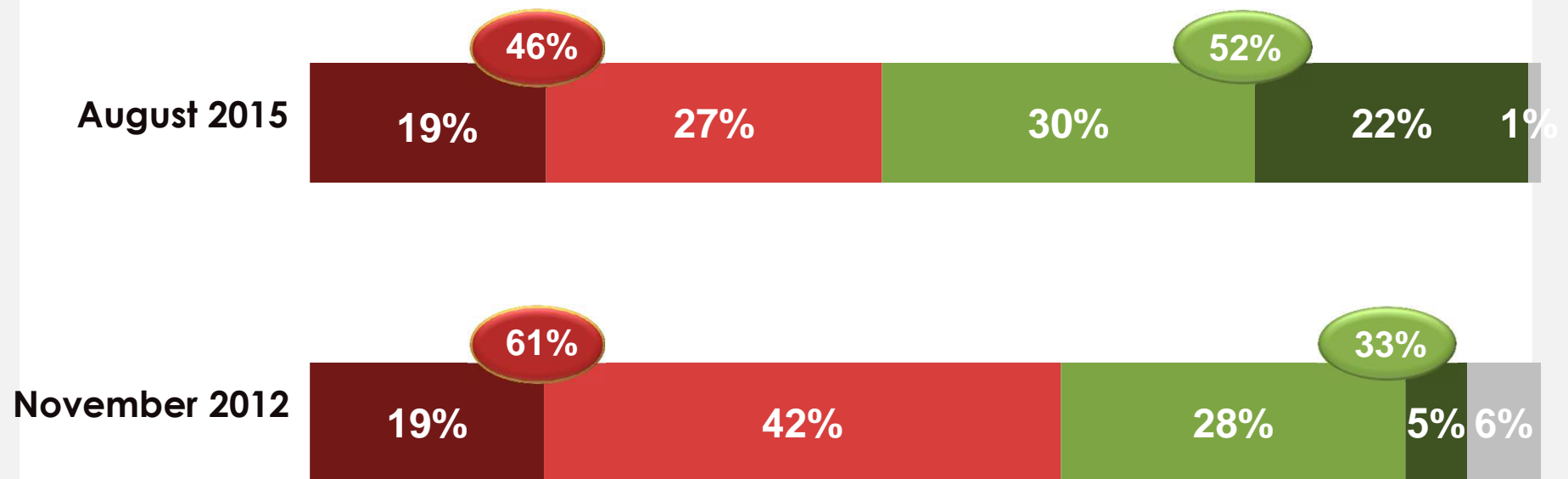
Source: Ipsos MORI/ 2013 BBC Bailout Anniversary poll

... and national concern about future effects of cuts has decreased significantly

And how concerned, if at all, are you about the effects of the cuts on you and your family over the next 12 months?

25

■ Very concerned ■ Fairly concerned ■ Not very concerned ■ Not at all concerned ■ Don't know



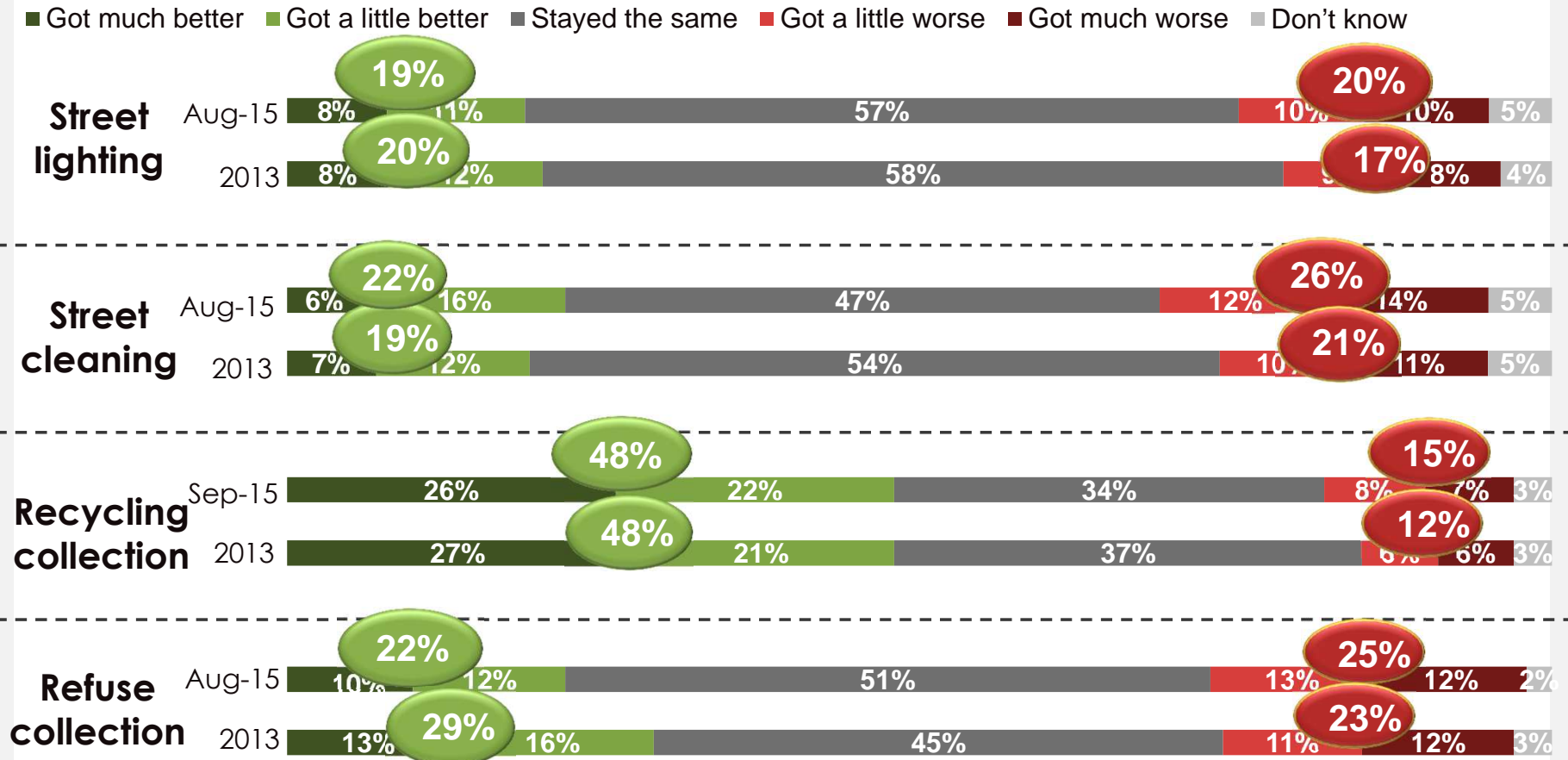
Base: 1,001 British adults 18+, 8 – 11 August 2015

Source: Ipsos MORI

No big shifts in views of local street scene services – slight increases in people saying they’ve got worse

Do you think [each service] has got better or worse over the last five years, or has it stayed the same? Is that much or a little better/ worse?

26



Base: c.1,000 British adults 18+, 8 – 11 August 2015 and 11 – 13 September 2015

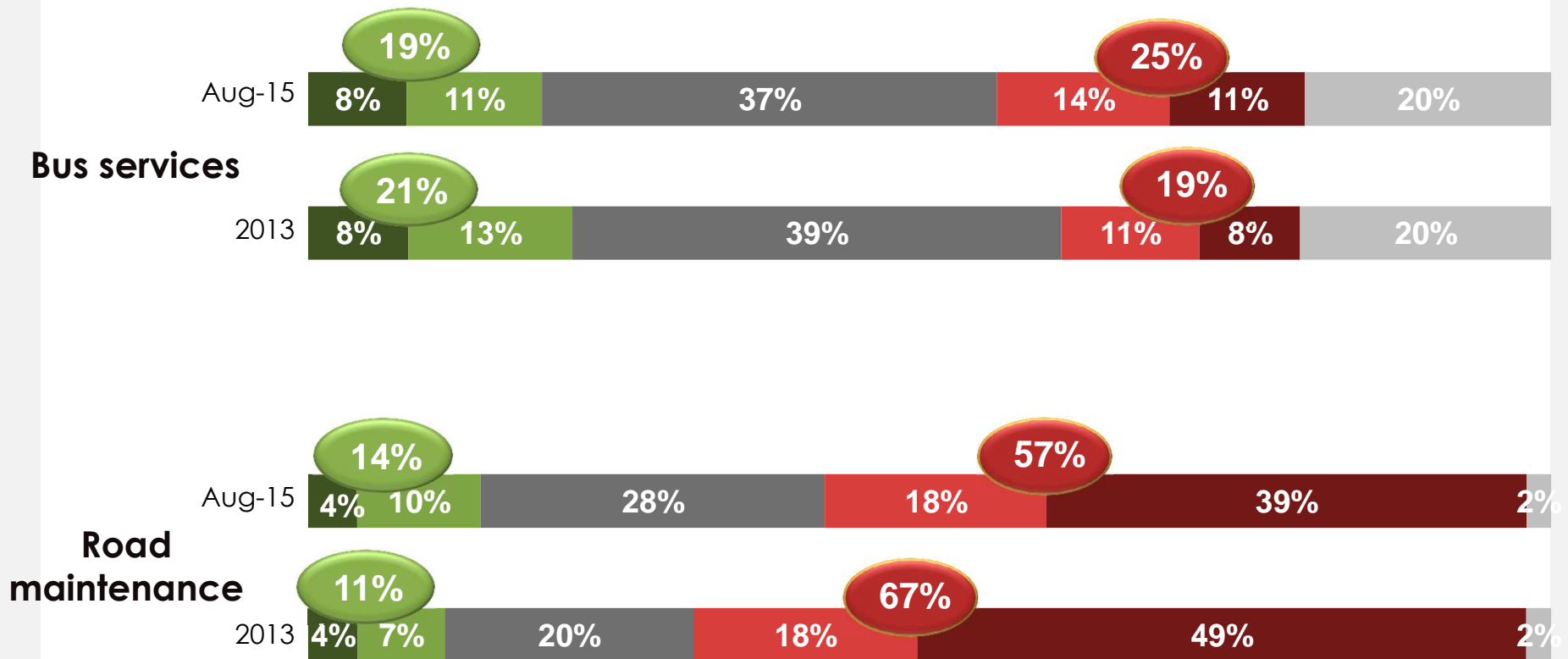
Source: Ipsos MORI/ 2013 BBC Bailout Anniversary poll

Concern about road maintenance remains, and creeping up for buses, though less acute in London

Do you think [each service] has got better or worse over the last five years, or has it stayed the same? Is that much or a little better/ worse?

27

■ Got much better ■ Got a little better ■ Stayed the same ■ Got a little worse ■ Got much worse ■ Don't know



Base: 1,001 British adults 18+, 8 – 11 August 2015

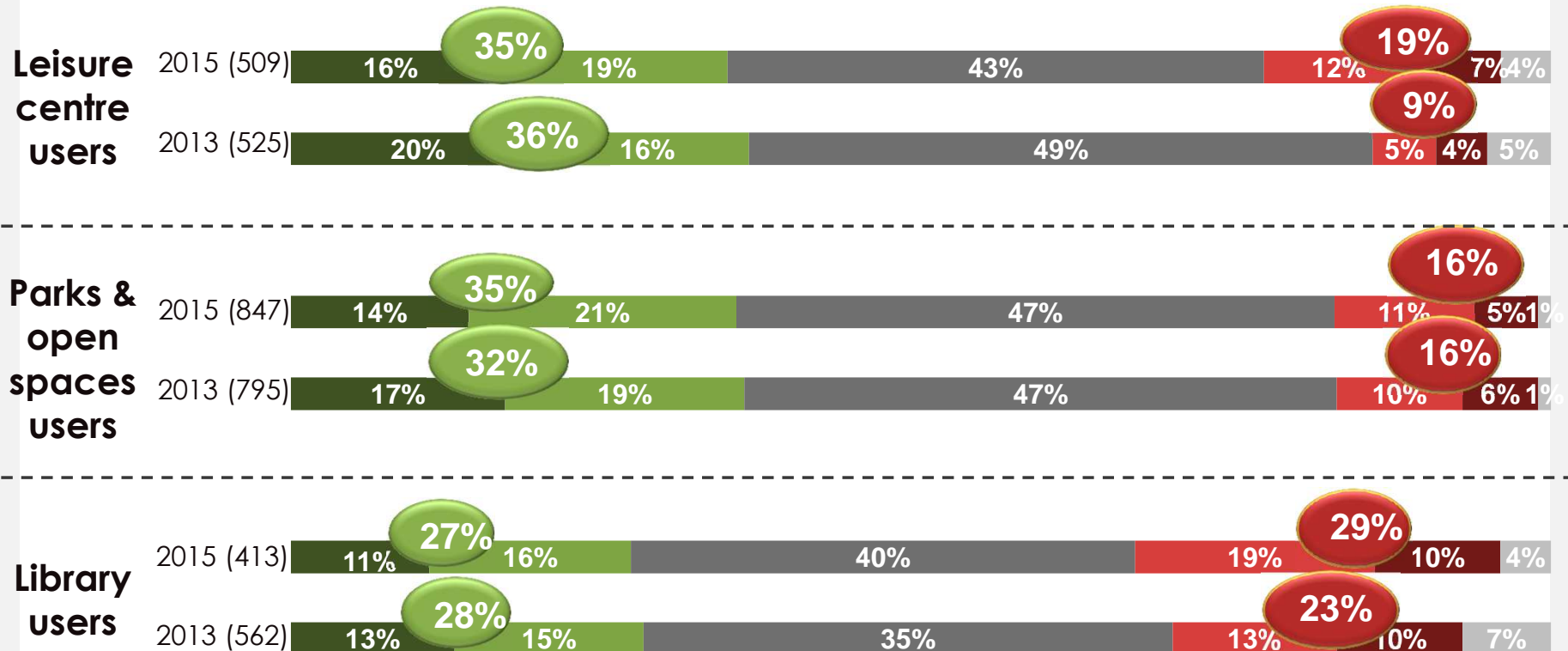
Source: Ipsos MORI/ 2013 BBC Bailout Anniversary poll

Users on the whole tend to be more positive about services – but is dissatisfaction creeping up?

Do you think [each service] has got better or worse in the last five years, or has it stayed the same? Is that much or a little better/ worse? USERS ONLY

28

■ Got much better ■ Got a little better ■ Stayed the same ■ Got a little worse ■ Got much worse ■ Don't know



Base: All whose household benefits from named service, 8 – 11 August 2015 and 11 – 13 September 2015

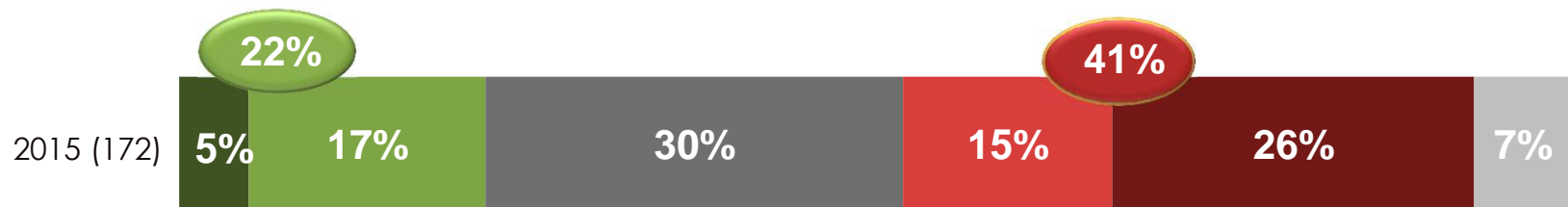
Source: Ipsos MORI/ 2013 BBC Bailout Anniversary poll

... and what does the data (*indicatively*) suggest about services for older people?

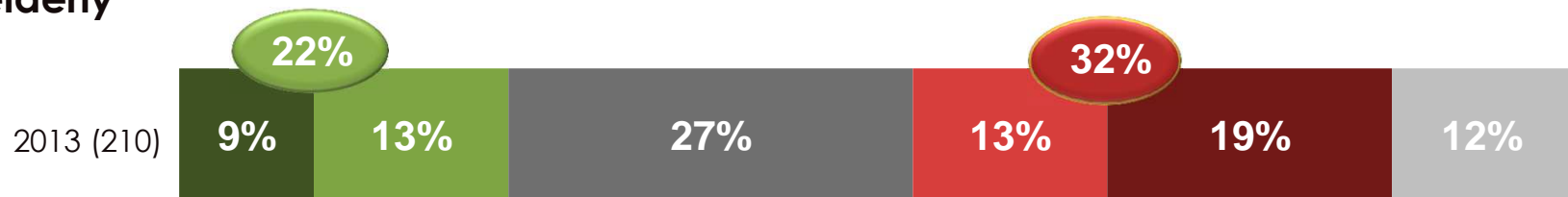
Do you think [each service] has got better or worse in the last five years, or has it stayed the same? Is that much or a little better/ worse? USERS ONLY

29

■ Got much better ■ Got a little better ■ Stayed the same ■ Got a little worse ■ Got much worse ■ Don't know



USERS of care for the elderly



Base: All whose household benefits from named service, 11 – 13 September 2015

Source: Ipsos MORI/ 2013 BBC Bailout Anniversary poll

One last cautionary note... perils of perception!

30

What proportion of the Government's planned cuts to public spending do you think have been carried out so far?

November 2012



August 2015



Base: 1,001 British adults by telephone 18+, 8 – 11 August 2015/ 1,009 British Adults online 16-75, 9 – 11 November 2012

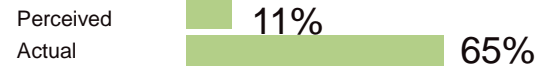
Source: Ipsos MORI

(... look at housing)

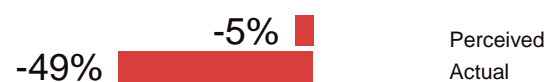
I would now like you to think about public spending on different services over the last five years. For each of the following, please tell me by what percent you think spending has increased or decreased in real terms over the last five years?

31

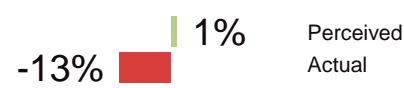
Foreign aid [Foreign economic aid]



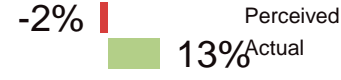
Housing [housing development: local authority and other social housing]



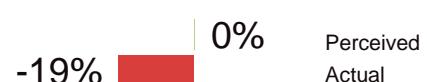
Education [all education services from pre-primary to tertiary and others]



Pensions and old age benefits [pensions and old age personal social services]



Transport [national and local roads, local public transport, railway and other transport]



Other benefits [all social protection not including old age benefits and pensions]



Health services / NHS [includes medical services and research and central and other health services]



Defence [includes military, civil, R&D and other defence and foreign military aid]



Policing [includes immigration and citizenship and other police services]



-54%

+44%

+14%

-15%

+19%

-4%

-7%

+6%

+11%

Gap

Base: 1,001 British adults 18+, 8 – 11 August 2015

Source: Ipsos MORI



Thanks for listening
ANY QUESTIONS?

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