



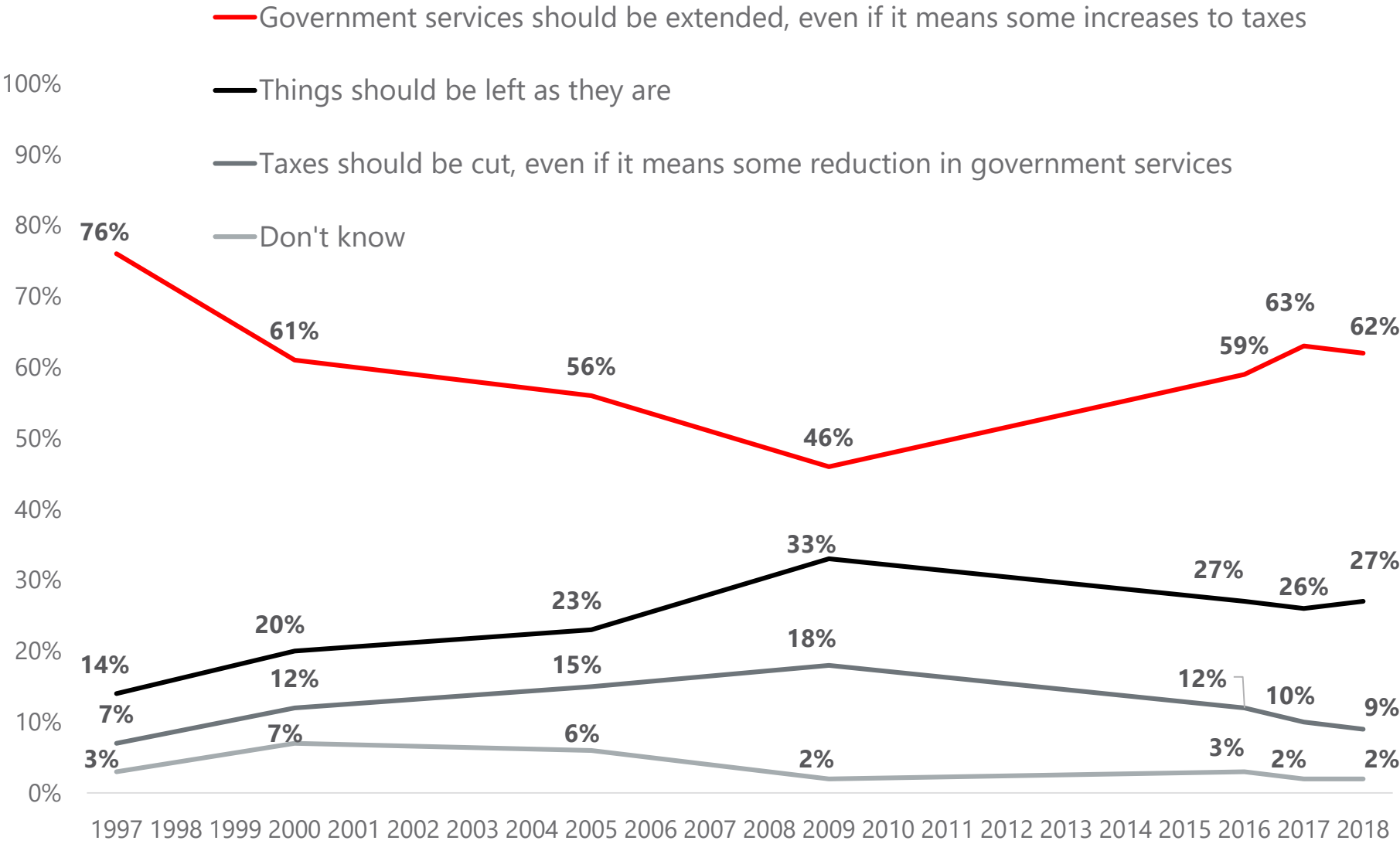
Londoners in 2018

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Public are ready to end Austerity

People have different views about whether its is more important to reduce taxes or keep up government spending. How about you? Which of these statements comes closest to your own view?

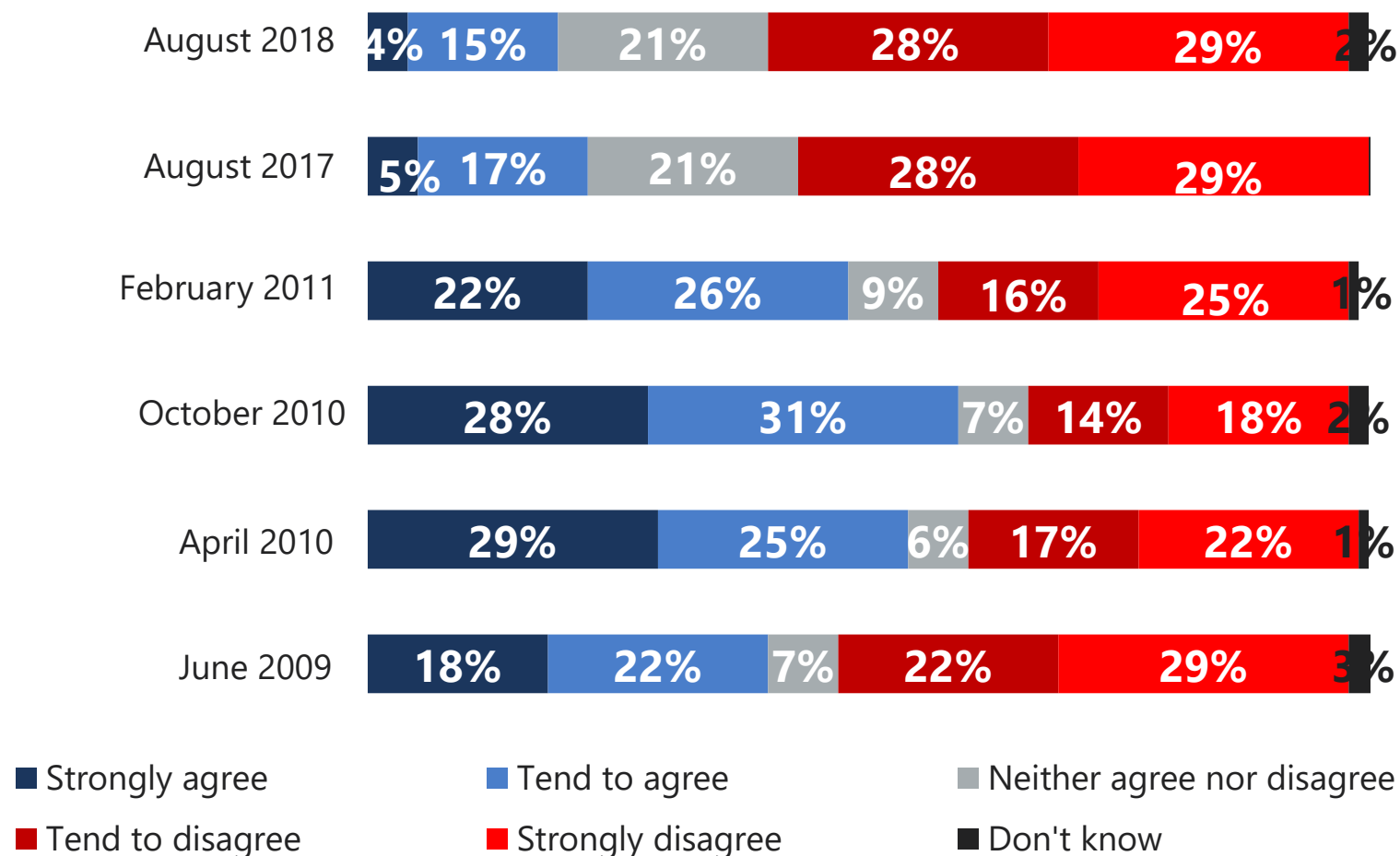


Base: c,1463 GB adults



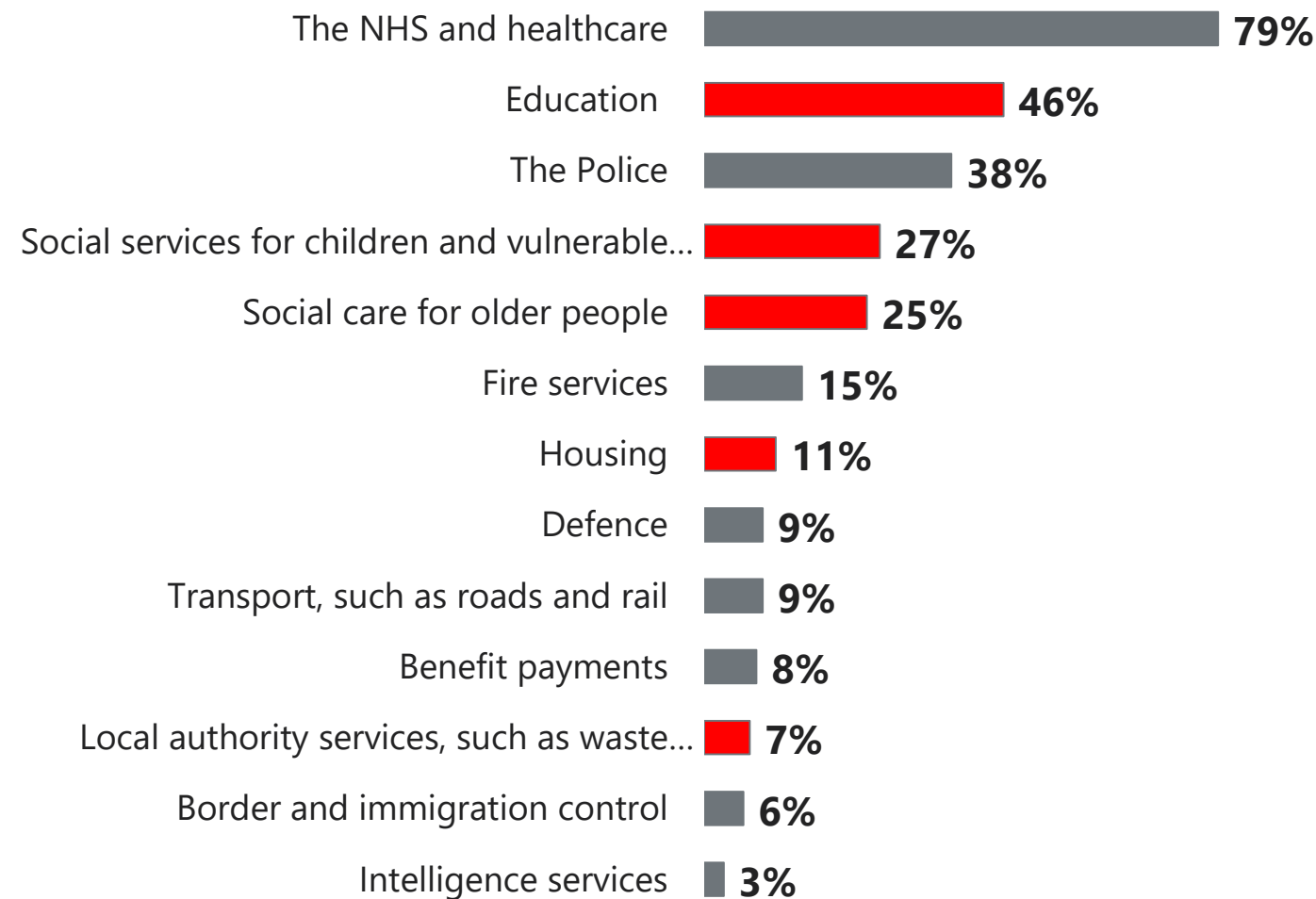
And the majority oppose cutting spending

There is a real need to cut spending on public services in order to pay off the very high national debt we now have...



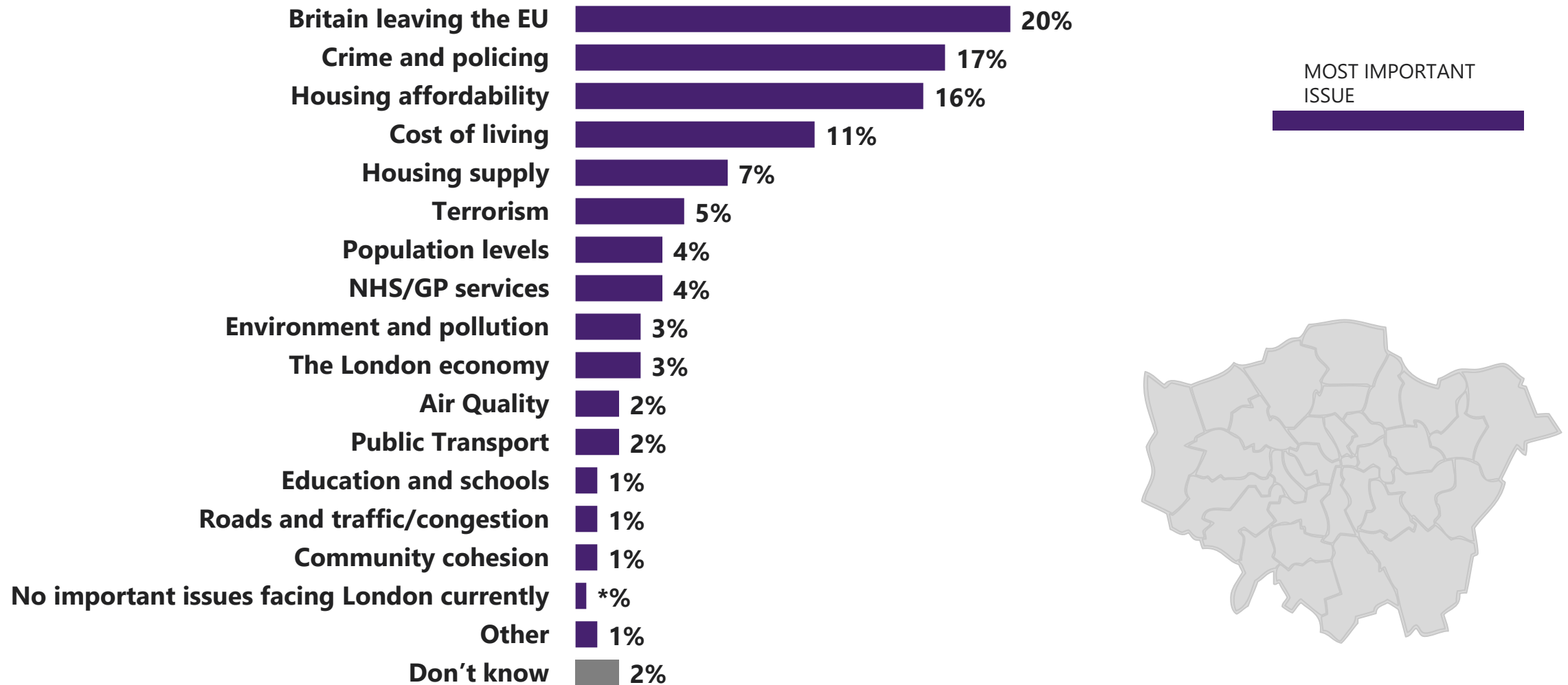
What should we protect from cuts?

Which two or three, if any, of the following main areas of public spending do you think should be protected from any cuts?



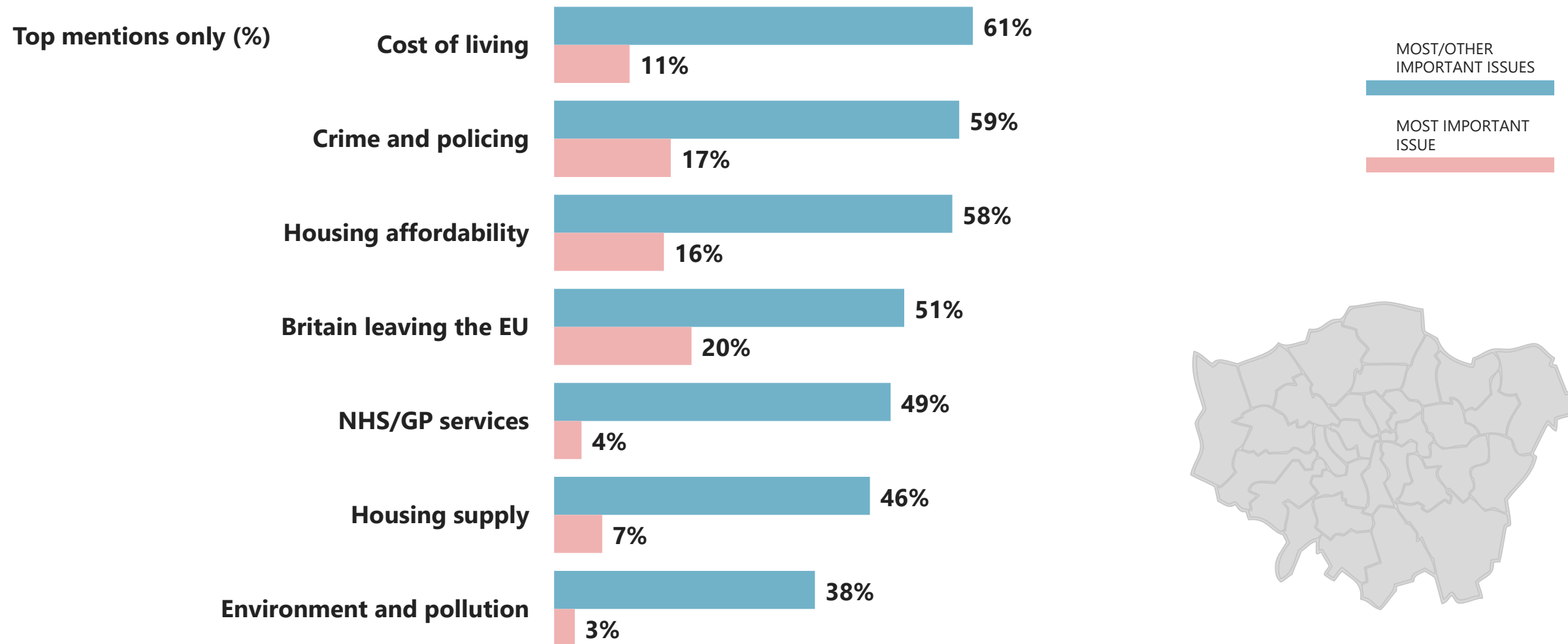
What are Londoners' *most* important concerns in 2018? Brexit, crime and housing...

Q *What would you say is the most important issue facing London? And what do you see as other important issues facing London today?*



But overall, Brexit is less important than crime and housing

Q *What would you say is the most important issue facing London? / And what do you see as other important issues facing London today?*



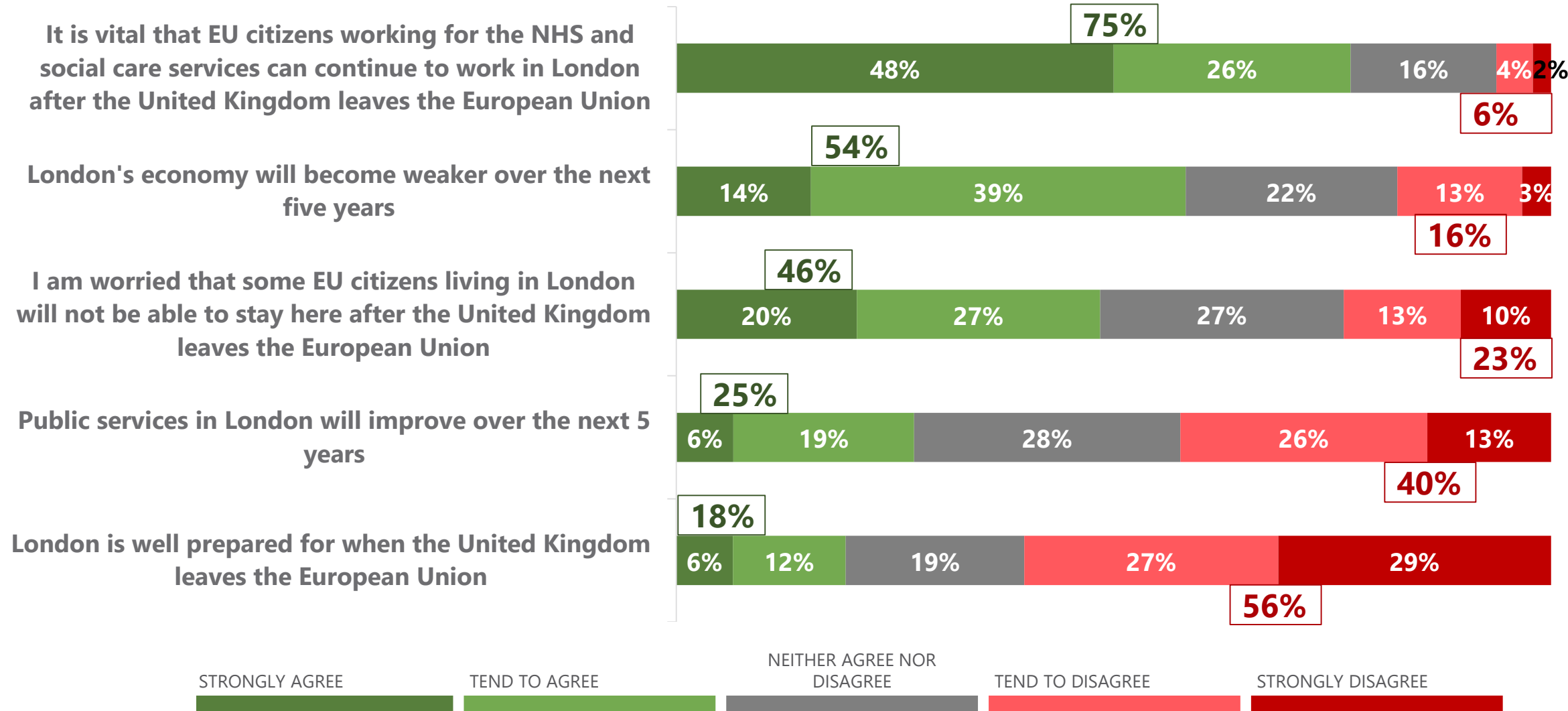


56%

***disagree** that London is well prepared for when the United Kingdom leaves the European Union*

Anxiety about impact of Brexit on economy and services, especially NHS/social care

Q To what extent do you agree or disagree with each of the following statements?



Inner Londoners more worried about impact of Brexit, especially EU citizens' rights

Q *To what extent do you agree or disagree with each of the following statements?*

It is vital that EU citizens working for the NHS and social care services can continue to work in London after the United Kingdom leaves the European Union



London's economy will become weaker over the next five years



I am worried that some EU citizens living in London will not be able to stay here after the United Kingdom leaves the European Union



Public services in London will improve over the next five years



London is well prepared for when the United Kingdom leaves the European Union



INNER LONDON

OUTER LONDON



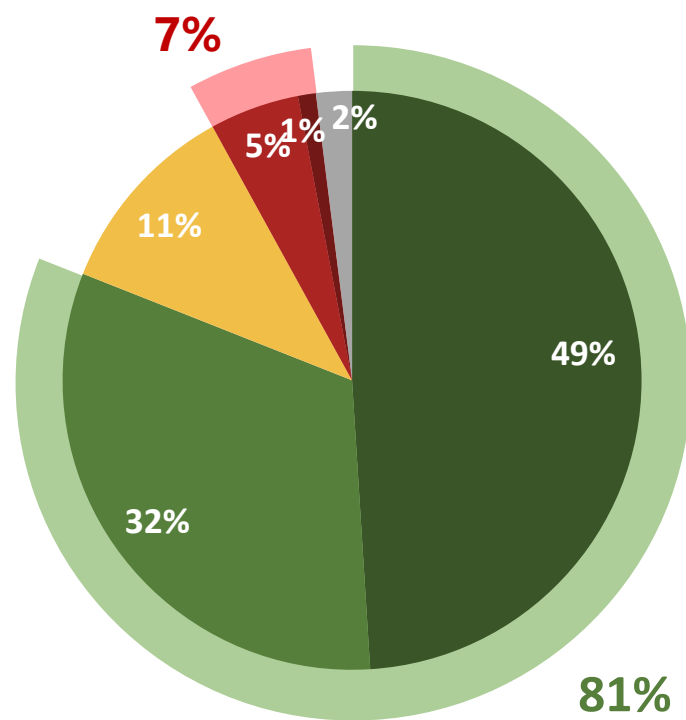
81%

*agree that there is
currently a housing
crisis in London*



Universal agreement that housing in London is in crisis

Q Please tell me to what extent you agree or disagree with the following statement: 'There is currently a housing crisis in London'



By age (Net agree)



By tenure



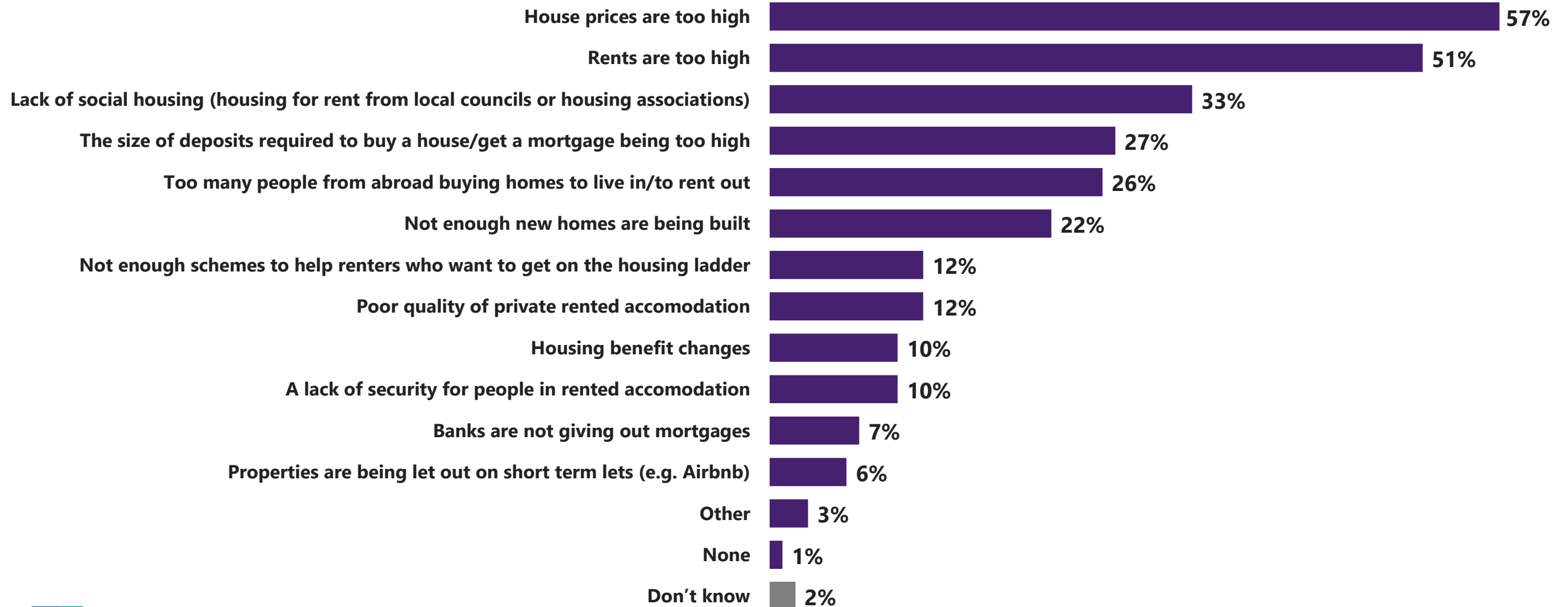
By Inner/Outer London



High house/rent prices, and lack of social housing, seen as most important problems...

Q

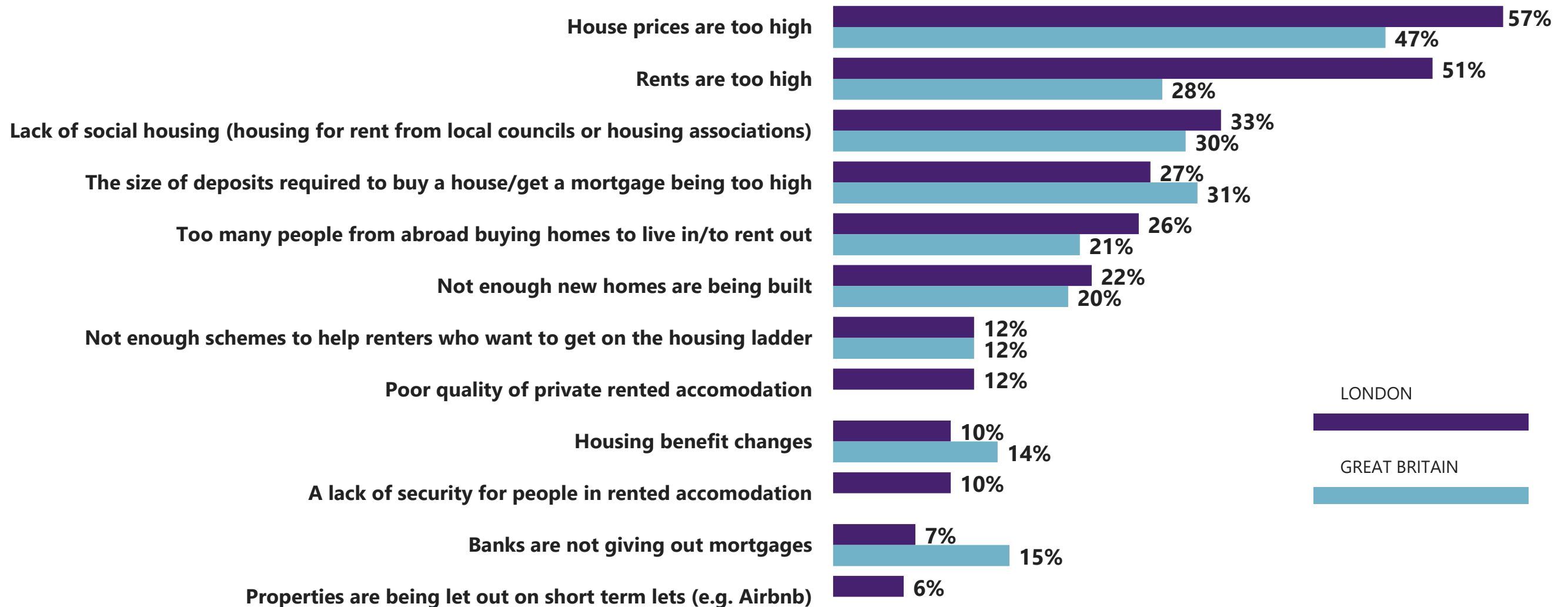
Which, if any, of the following do you see as the 3 most important problems facing the housing market in London today?



...and affordability is a key factor compared with the rest of Great Britain

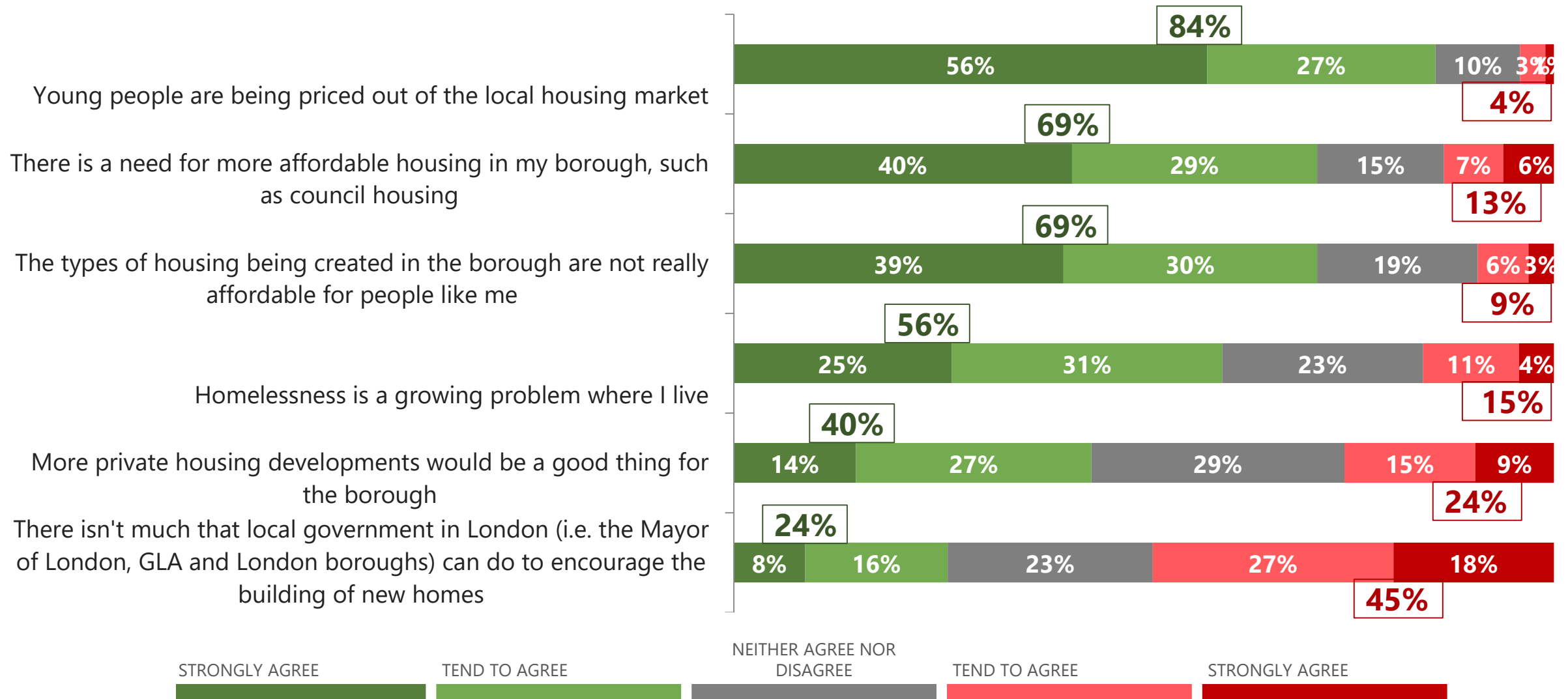
Q

Which, if any, of the following do you see as the 3 most important problems facing the housing market in London today?



Londoners clear on need for more housing, and many see role for you to help

Q *And to what extent do you agree or disagree with each of the following statements?*



Londoners generally supportive of homes to buy and rent socially being built nearby...

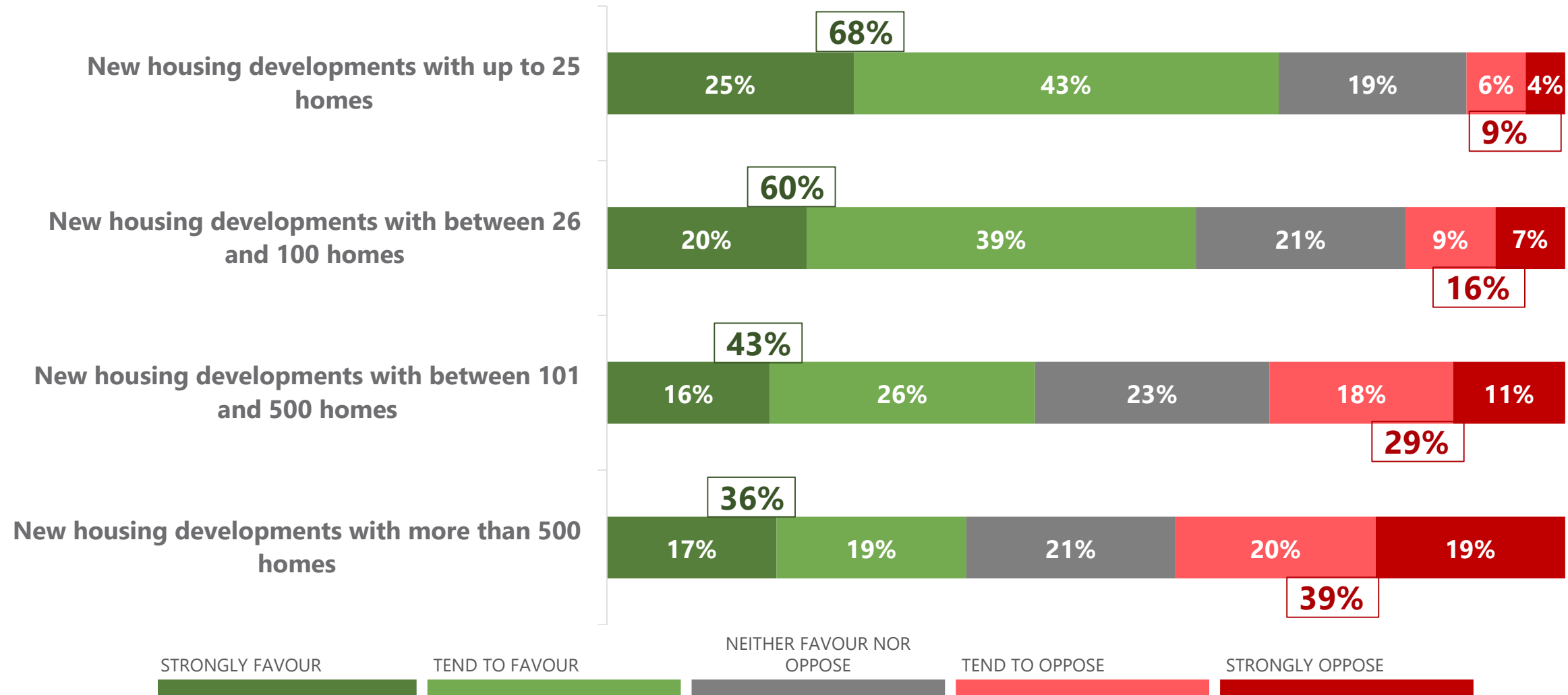
Q *Would you support or oppose more of the following types of homes being built near your home?*



...however, support for new housing developments falls as size of development rises

Q

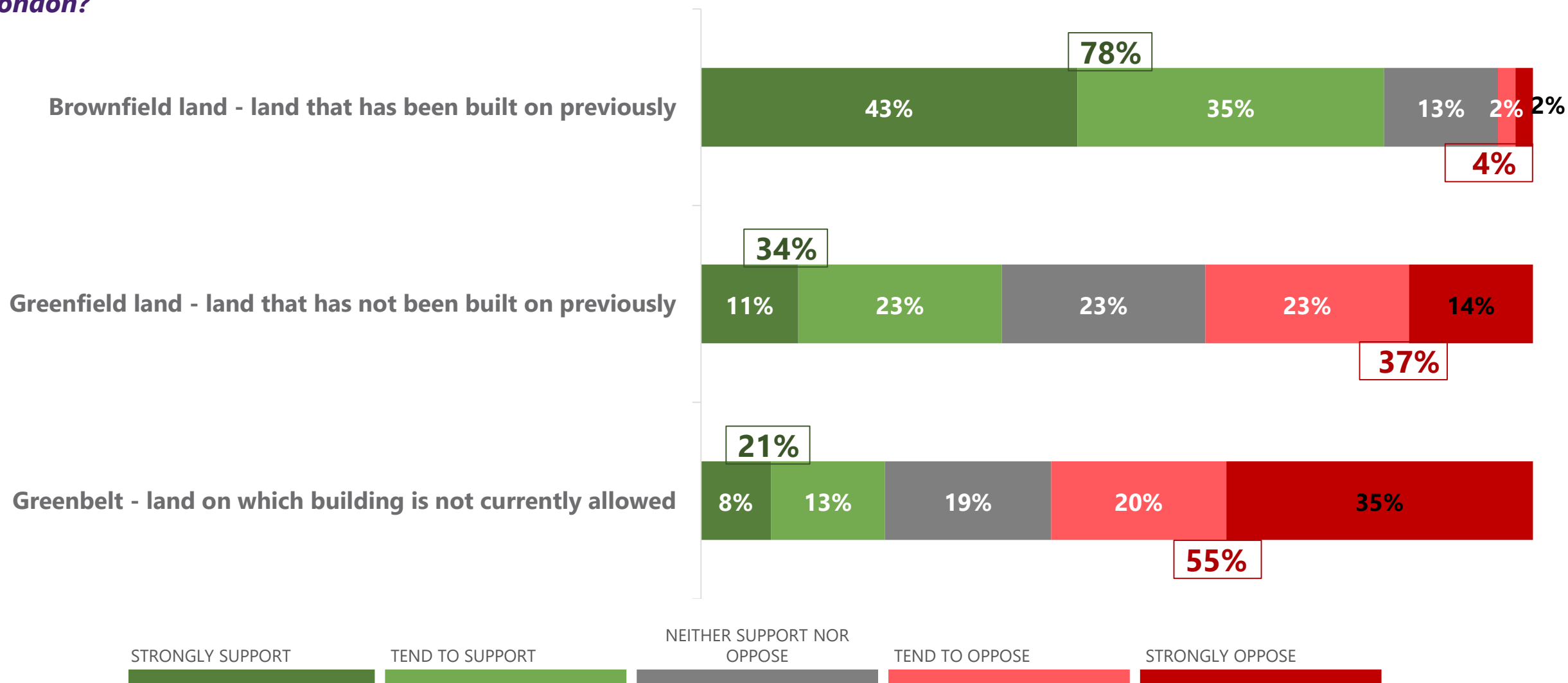
If it meant more affordable housing to buy or rent for you and your children in the future (if applicable), to what extent would you be in favour of, or opposed to, the following in your local area?



Majority of Londoners are opposed to building on green belt land...

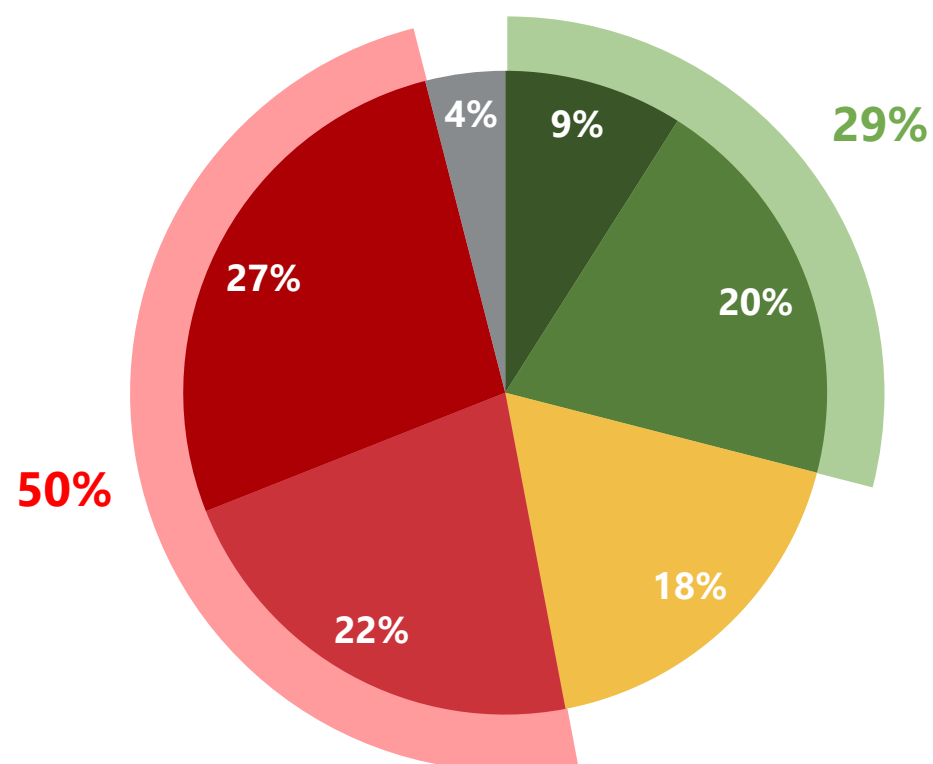


In principle, do you support or oppose the building of new homes in the future on the following types of land in Greater London?



...and very limited support for review of green belt land that *could* be built on

Q 'Green belt' land refers to land on which building is not currently allowed in order to protect and increase access to countryside between urban areas. To what extent would you support or oppose a review by a relevant authority to identify greenbelt land that could be reclassified and then used for new housing?



Base: All participants (1,000) : Fieldwork dates: 26 October – 5 November 2018.

By inner/outer London

Inner London 32%

Outer London 27%

By tenure

Owner occupied 27%

Social rent 30%

Private rent 34%

By children in household

Yes 34%

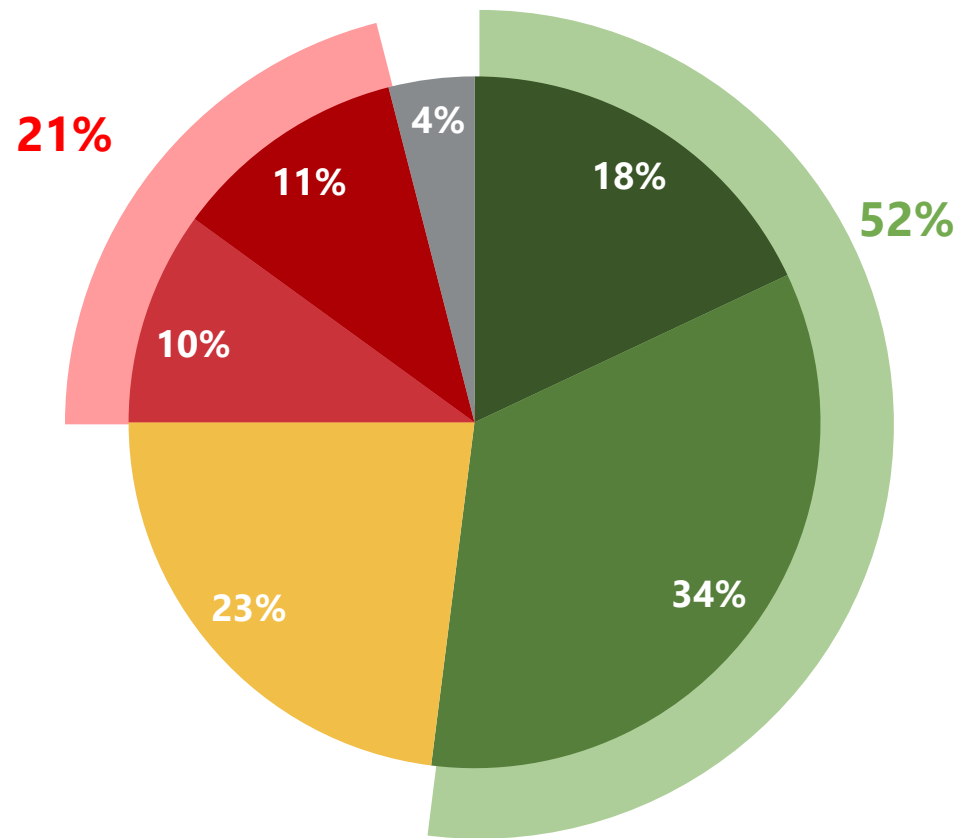
No 27%

Source: Ipsos MORI

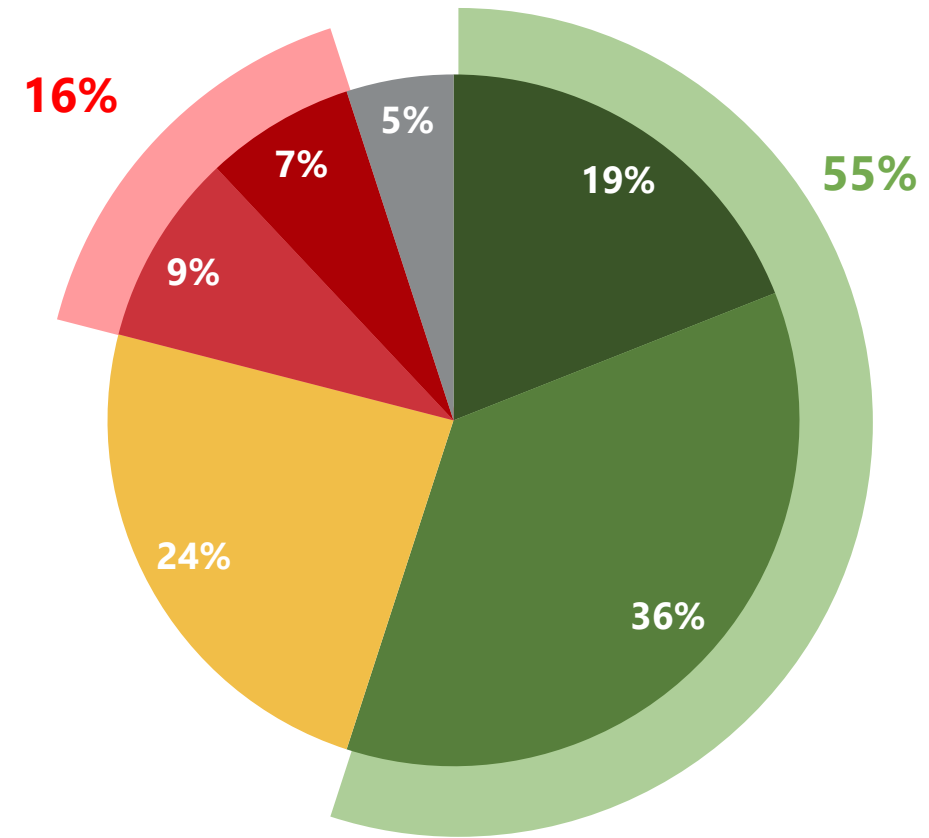


Support in London for Right to Buy

Q To what extent do you support or oppose the current 'Right to Buy' scheme?



Q To what extent would you support or oppose the 'Right to Buy' scheme if all the money from the scheme would be spent by the same borough in which it was raised?



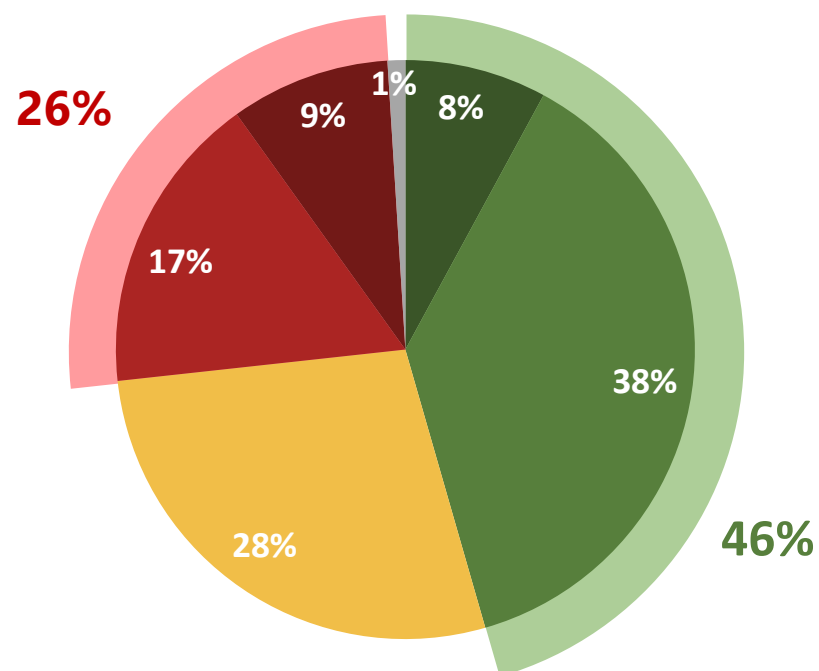


How are councils performing?

Almost half of Londoners are satisfied with their local council



Overall, how satisfied or dissatisfied are you with the way your local council runs things?



By age (Net satisfied)

18-34	50%
34-55	41%
55+	46%

By Inner/Outer London

Inner London	49%
Outer London	44%

By tenure

Owner occupied	48%
Social rent	44%
Private rent	44%



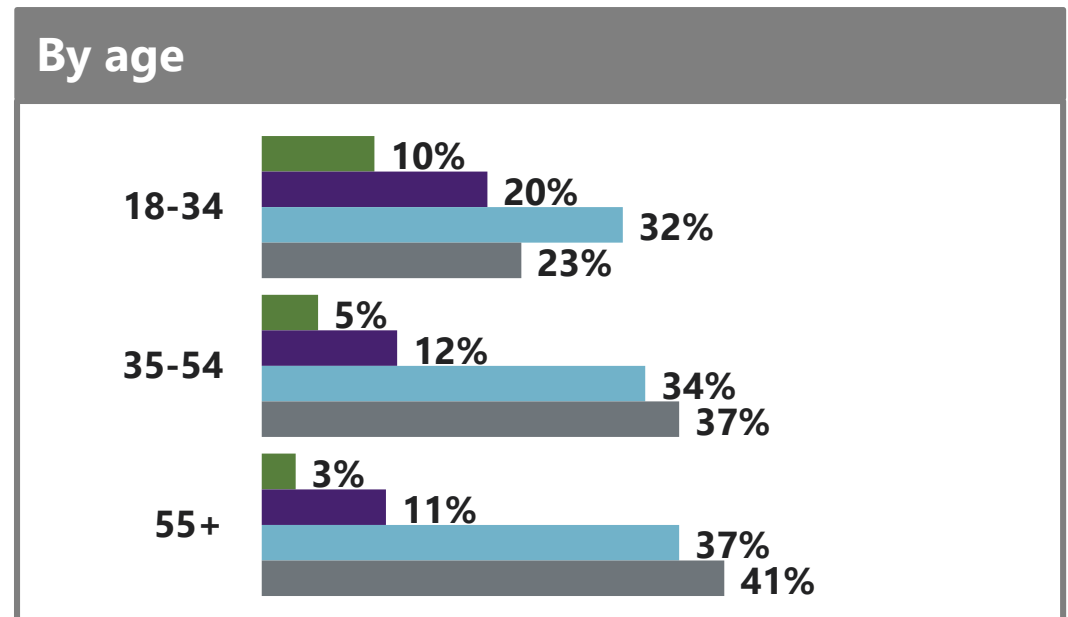
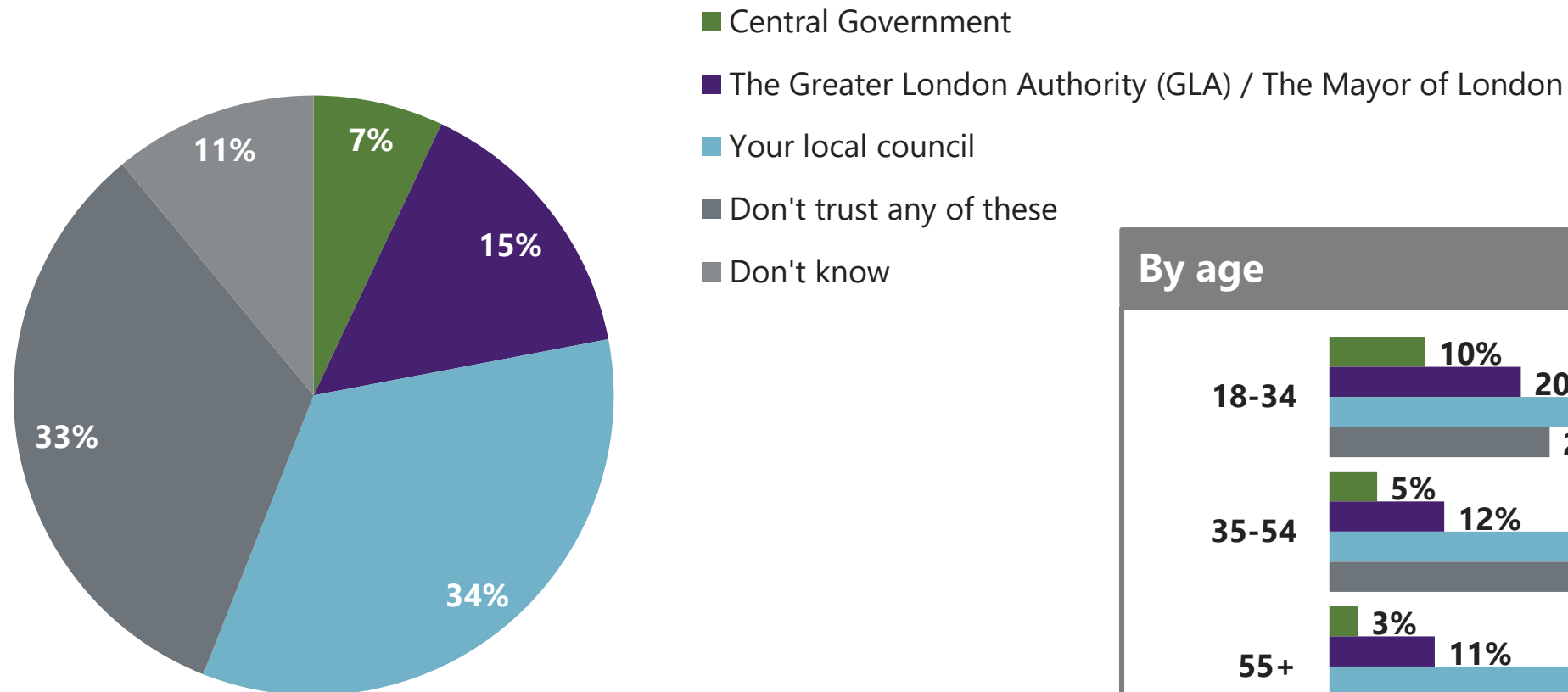
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Source: Ipsos MORI



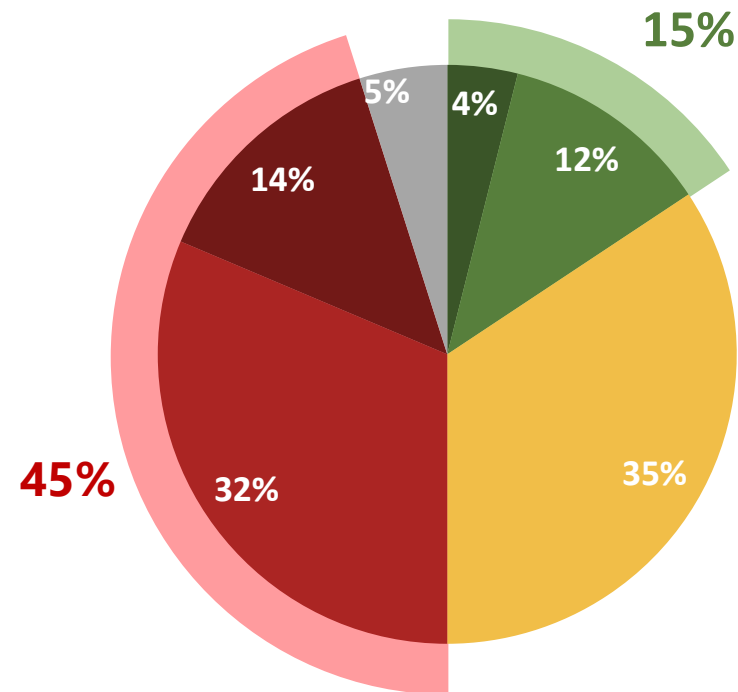
Local councils the most trusted body to make decisions on local services, but some scepticism of *all* decision-making bodies

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



Londoners more likely to think services in decline, but younger people less negative

Q 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?



Net better/worse:
-30

By age ('Net' better/worse)

18-34	-7	
34-55	-37	
55+	-48	

By tenure

Owner occupied	-36	
Social rent	-27	
Private rent	-22	

By support of new powers for London

Support	-21	
Oppose	-52	

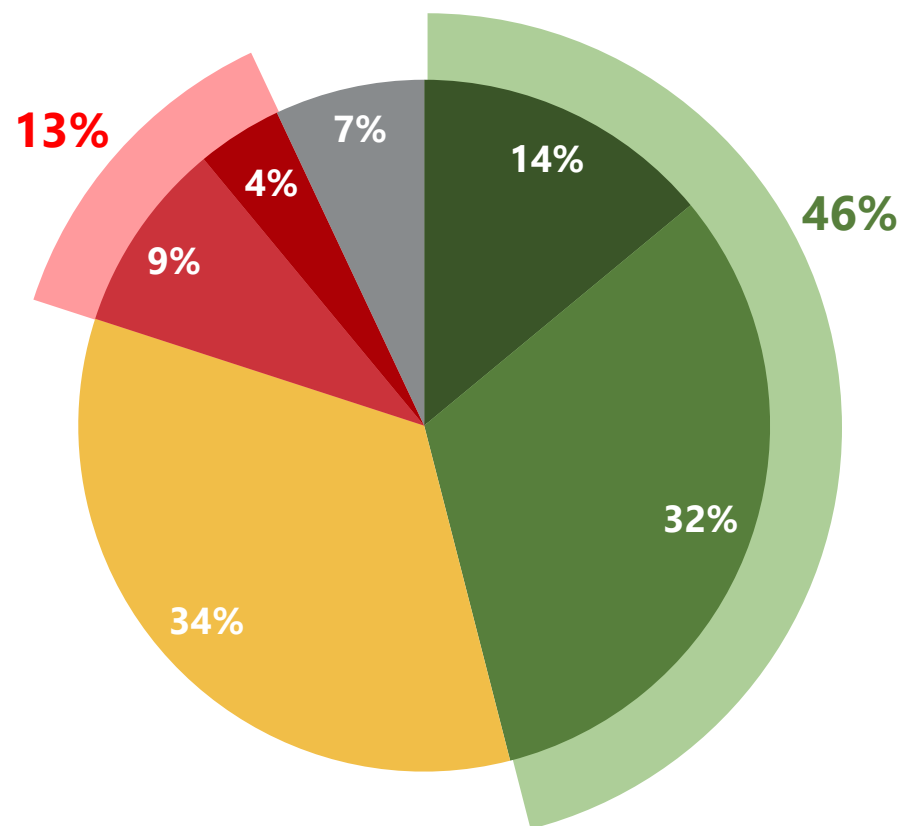




There has been growing debate about devolution (transferring more powers over budgets and services from central government to cities and counties in England). Examples of these services include housing, skills and training, support to help people back into work and health. In London, this would mean transferring more powers to London local government – that is the London Mayor and the London Boroughs....

Londoners broadly in favour of London devolution

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



By age (Net support)

18-34	47%
34-55	46%
55+	45%

By tenure

Owner occupied	47%
Social rent	40%
Private rent	50%

By inner/outer London

Inner London	50%
Outer London	43%

By satisfaction with local council

Satisfied	57%
Dissatisfied	40%



Some final thoughts....

- Housing, housing, housing
- More change is coming
- London is resilient
- Our institutions are more responsive and flexible than the media suggest...
- What you say and do has huge impact
- Expect the unexpected
- Over to you!

Thank you



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