

Headline Findings

- Housing is seen as the most important challenge facing London today; more than half of Londoners (56%) rank this in their top two or three challenges.
- Looking more specifically at the term ‘affordable’ housing, Londoners are most likely to say that they would consider a two-bedroom house priced at £301,001 or less as affordable (80% say so). As for renting, the plurality of adults in London (42%) say that between £401 and £800 is an affordable price for the same sized house.
- When considering who to vote for to be Mayor of London, the majority of Londoners do not consider demographics important in their decision.
- The majority of adults in London do not know which campaign promise is associated to each of the candidates in the upcoming Mayoral election, of the promises tested.

Findings in Detail

Q. What would you say are the two or three most important challenges facing London today?

	%
Housing	56%
Immigration	38%
Security against terrorism	26%
Healthcare	23%
Crime / policing	22%
Homelessness	21%
Roads / congestion	19%
London’s economy	17%
Public transport	16%
Air pollution	15%
Education and schools	14%
Rubbish / bin collection	3%
Culture and arts	1%

Don't know	2%
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Base: Adults living in London (n=2,062)

- The majority of adults living in London (56%) say that housing is one of most important challenges facing London today.
 - Londoners living in rented properties are more likely to cite housing as an important challenge compared to those living in owned property (65% vs 48%).
- Immigration is the second most cited challenge facing the capital (38%).
 - This is more of a concern for older Londoners aged 55+ compared to those aged 18 – 34 (47% vs 31%).

Q. When considering who to vote for to be Mayor of London how important to you is the candidate's....

	Gender	Sexuality	Race	Age	Social Class
NET: Important	13%	15%	18%	26%	30%
Very important	5%	7%	7%	6%	8%
Fairly important	7%	8%	11%	20%	21%
Not very important	29%	26%	28%	38%	33%
Not at all important	56%	56%	52%	35%	34%
NET: Not important	86%	82%	80%	73%	68%
Don't know	1%	3%	2%	2%	2%

Base: Adults living in London (n=2,062)

- Of the demographics tested, the majority of Londoners say that they are not important when considering who to vote for to be Mayor of London.
- Of all demographics tested, Londoners are most likely to cite a candidates' social class as important when considering who to vote for in the election; three in ten say so (30%).
- Older adults living in London (55+) are less likely than their younger counterparts (18 – 34 year olds) to find a candidate's demographics important when deciding who to vote for in the Mayoral election.

Q. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price for buying a two-bedroom home in London?

	%
Less than £100,000	16%
£100,001-£200,000	35%
£200,001 - £300,000	30%
£300,001-£400,000	8%
£400,001-£500,000	3%
£500,001-£600,000	1%
£600,001-£700,000	1%
£700001 or more	-
Net: < £300001	80%
Net: £300001 - £600000	13%
Net: > £600001	1%
Average mean*	£208,000

Base: Adults living in London (n=2,062)

- When asked their opinion of what is an 'affordable' price for buying a two bedroom home in London, four in five adults living in London (80%) cite a price of £300,001 or less.
- The indicative average* price considered 'affordable' for buying a two-bedroom house by adults living in London is £208,000.
 - Londoners living in rental properties are more likely to cite a lower price as affordable than those in owned properties; the average 'affordable' buying price for those renting in London is £177,000 compared to £237,000 for those who own their properties.

* Mean taking mid points

Q. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price (per calendar month) for renting a two-bedroom home in London?

	%
Less than £200 pcm	7%
£201–400 pcm	17%
£401–£600 pcm	21%
£601–£800 pcm	21%
£801–£1000 pcm	17%
£1,001–£1,200 pcm	8%
£1,201–£1,400 pcm	3%
£1,401–£1,600 pcm	2%
More than £1,600 pcm	0%
Net: < £401	24%
Net: £401 – £800	42%
Net: £801 – £1000	17%
Net: £1001 – £1400	11%
Net: > £1401	2%
Average mean	£646

Base: Adults living in London (n=2,062)

- The plurality of adults living in London (42%) say they think that between £401 and £800 per calendar month is an affordable price for renting a two-bedroom home in London.
- The indicative average price considered 'affordable' for renting a two-bedroom house in London by Londoners is £646 per month.
- Londoners who are currently renting a property are more likely to cite a lower price than those who own a property; the average 'affordable' price for renting a two-bed

is £599 compared to £694 for property-owners. The average is even lower for those in social rented homes (£471).

Q. As far as you are aware which candidate for Mayor of London has promised to:

	Freeze bus and Tube fares for four years	Build 50,000 homes a year	Lower fares for outer London and fewer travel zones	Halve Tube fares before 7.30am	Local referendums on big development schemes
Labour candidate, Sadiq Khan	29%	22%	16%	13%	9%
Conservative candidate, Zac Goldsmith	9%	19%	8%	7%	11%
Liberal Democrat candidate, Caroline Pidgeon	3%	3%	5%	8%	3%
UKIP candidate, Peter Whittle	2%	1%	2%	2%	3%
Green candidate, Sian Berry	2%	2%	4%	3%	3%
Don't know	55%	52%	65%	68%	70%

Base: Adults living in London (n=2,062)

- For all of the campaign promises tested, the majority of adults living in London (52% and above) say that they 'don't know' which candidate the statements belong to.
- Three in ten Londoners (29%) correctly identified freezing bus and Tube fares for four years as a campaign promise of Sadiq Khan.
- Whilst one in five (19%) correctly associated the promise of 50,000 homes a year with Zac Goldsmith, a larger proportion (22%) thought that it was a promise of Sadiq Khan.
- In fact, for all of the campaign promises tested, the largest proportion of adults living in London associated each statement with Sadiq Khan.



- Women are more likely than their male counterparts to say they don't know which candidate promised what, of all the statements tested. This is something we often find in survey research.

METHODOLOGY: ComRes interviewed 2,062 adults living in London online from 16th to 22nd March 2016. Data were weighted to be representative of all adults living in London aged 18+. ComRes is a member of the British Polling Council and abides by its rules.