



GROSVENOR

London Local Elections 2018: Homes for Voters

April 2018





GROSVENOR

In March 2018, London First and Grosvenor commissioned YouGov to survey Londoners and Councillors in London on their views about housing, particularly in relation to the local elections in May 2018. This presentation summarises the key highlights of the survey.

A representative sample of 1,043 Londoners (aged 18+) and 200 London Councillors were surveyed between 13th-2 April.



Summary



GROSVENOR

1. Ahead of the local elections in May, housing is a key election issue for Londoners and it's the number one issue for those who rent
2. 74% of Londoners and 90% of councillors agree there is a shortage of homes in London. With regard to a shortage in their local area, this falls to 57% for Londoners but stays roughly the same for councillors at 87%
3. 43% of Londoners would be more favourable towards a politician who supports building more homes in their local area, but only 29% of councillors believe they would receive more backing from voters if they supported more housebuilding in their local area
4. Over half of Londoners (57%) think there is a housing shortage in their local area and support new housing being built locally. 26% of Londoners think no new homes should be built in their local area
5. Most councillors (42%) cite a lack of public funding as the main challenge to building more homes in their local council area followed by a lack of land (20%)
6. Of those Londoners who oppose more homes being built in their local area, 38% said they'd be more supportive if more affordable housing was included



Housing influences how Londoners will vote

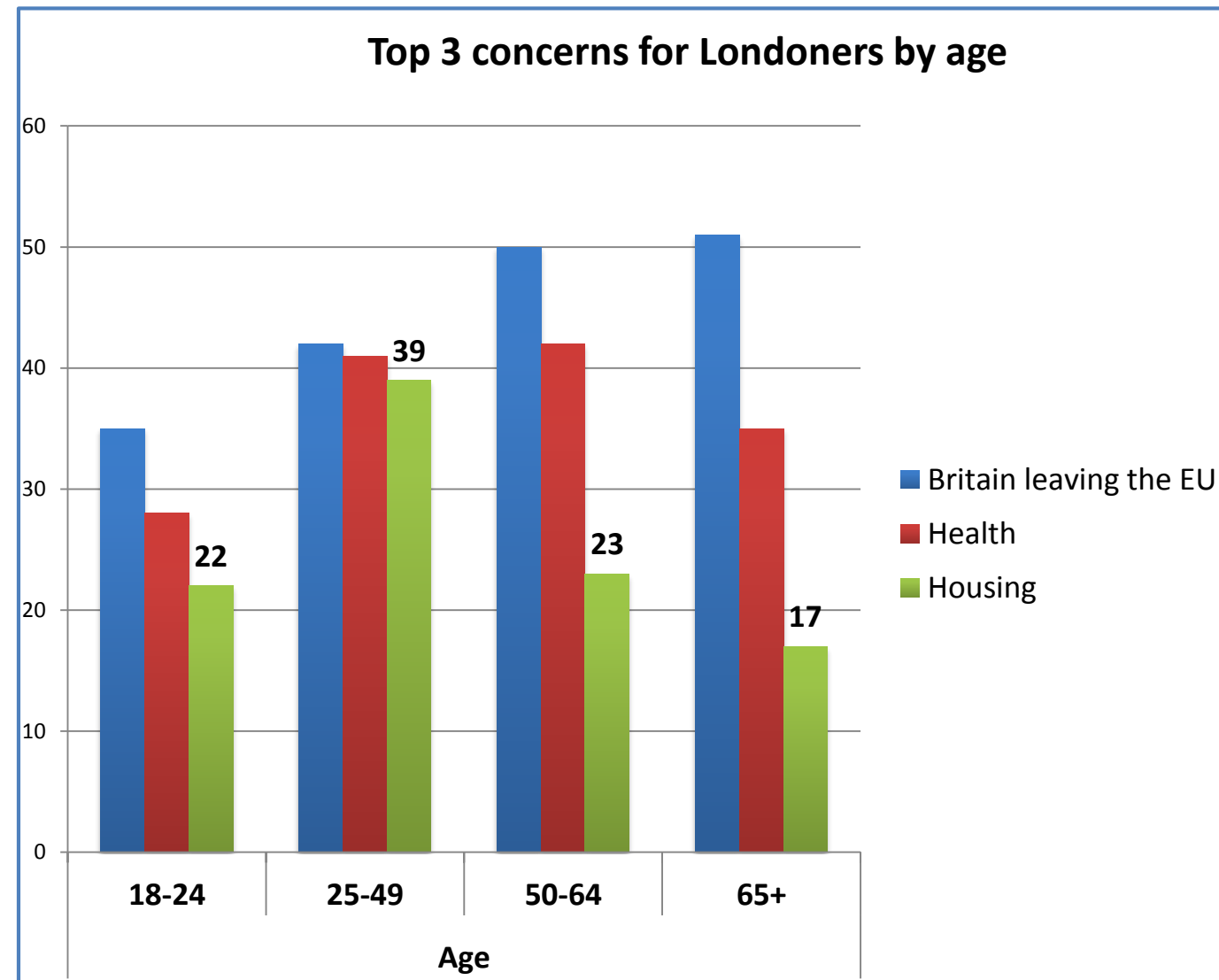
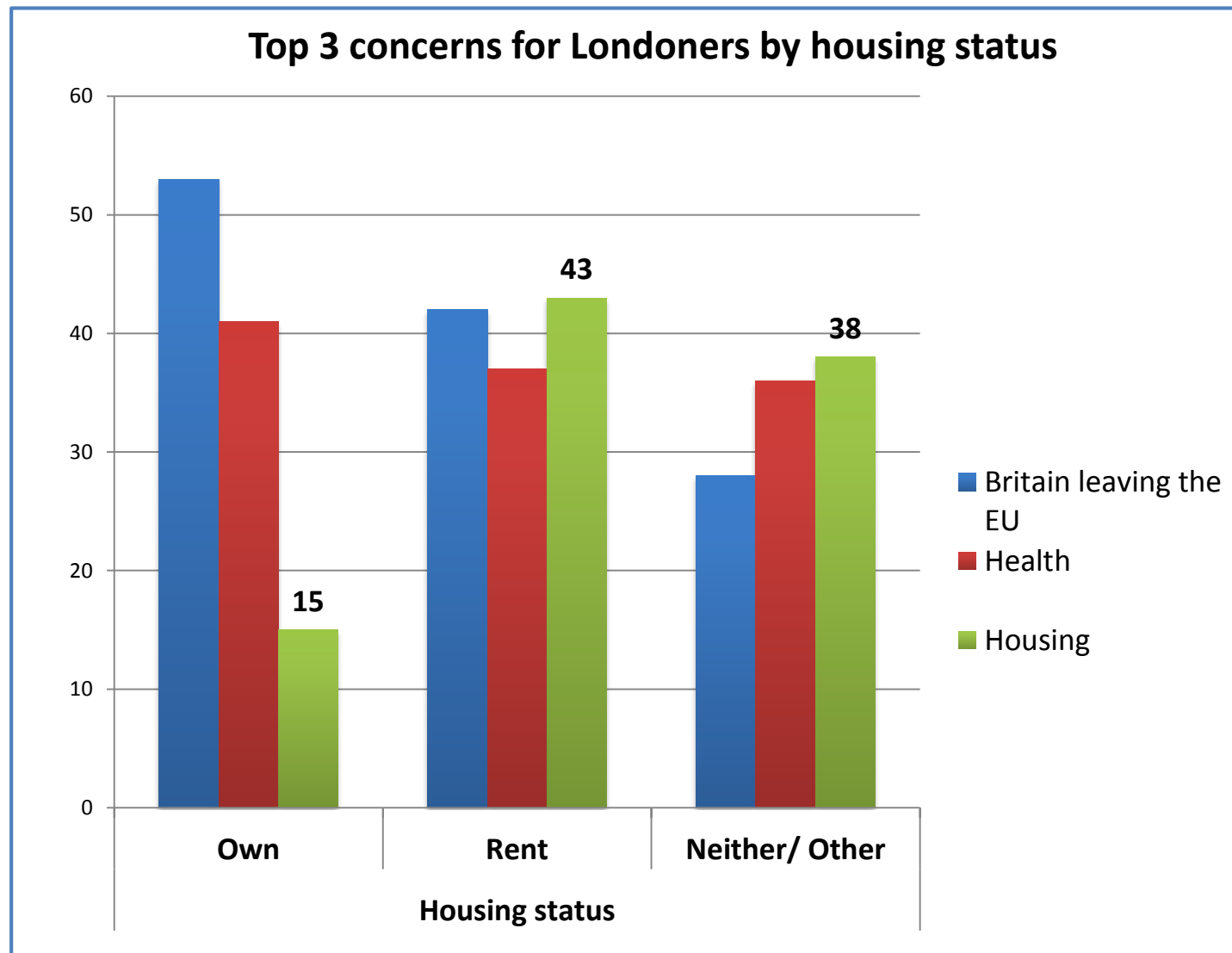


GROSVENOR

- Heading in to the local elections, the issues that will help determine how Londoners vote are Brexit (44%), the NHS (39%) and housing (31%)
- Brexit and health largely fall outside the scope of councils, so the main borough level concern of Londoners is housing
- This is particularly the case for London's renters with housing being the top issue that will determine how they vote
- 39% of 25-49 year olds say housing is a top three issue for them



Housing ranks high as a concern with renters and millennials, as well as with Generations X and Y

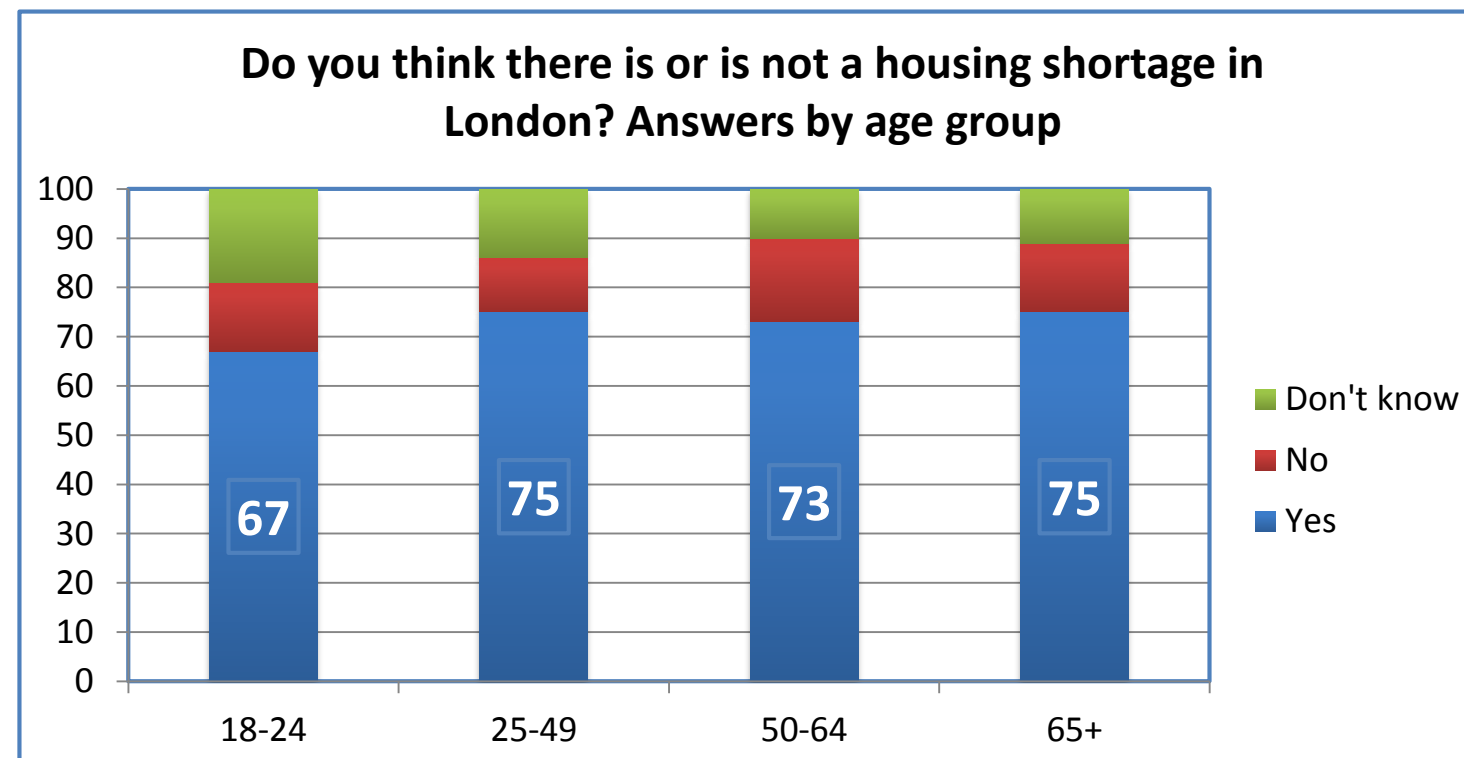


Most Londoners agree there's a housing shortage...



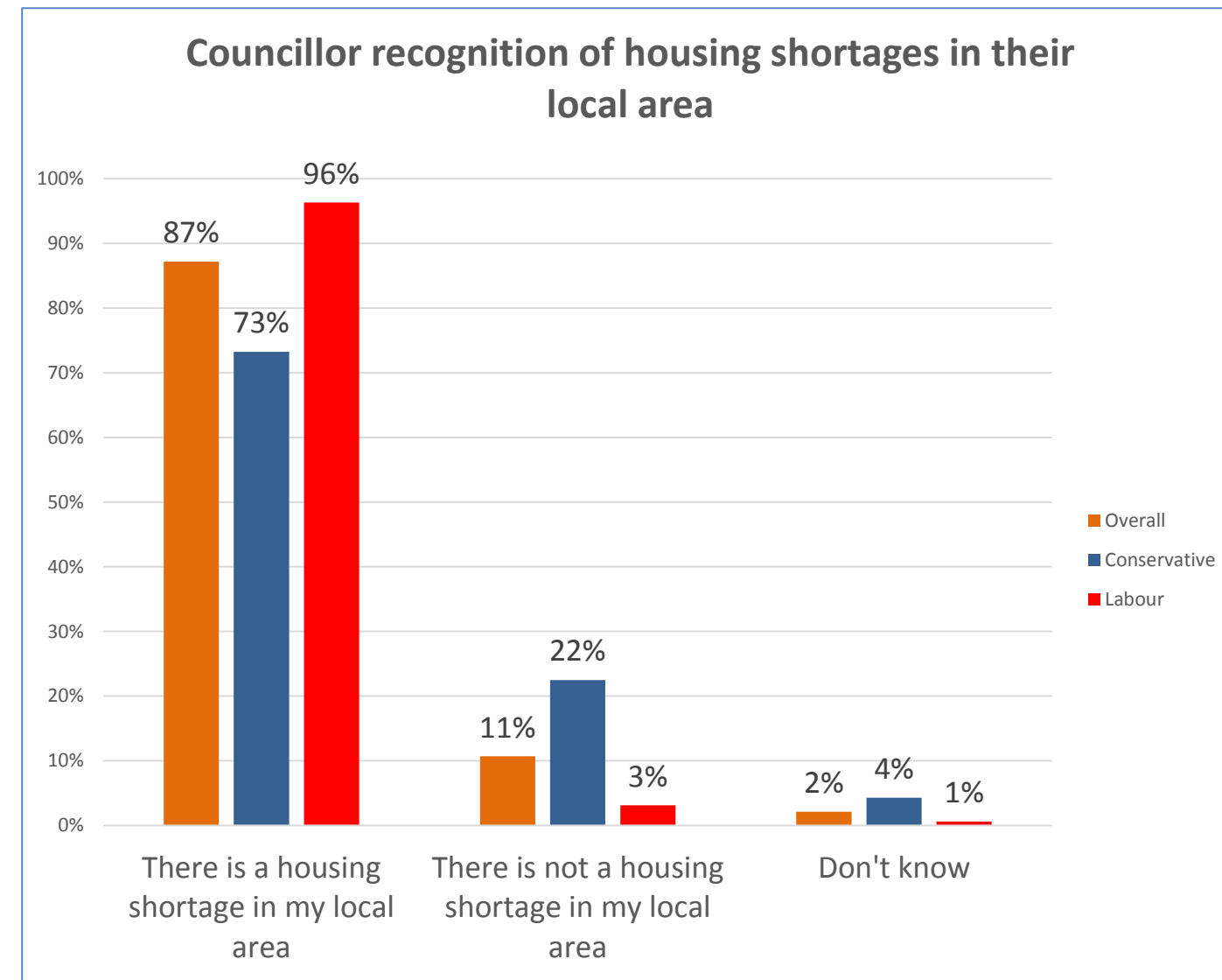
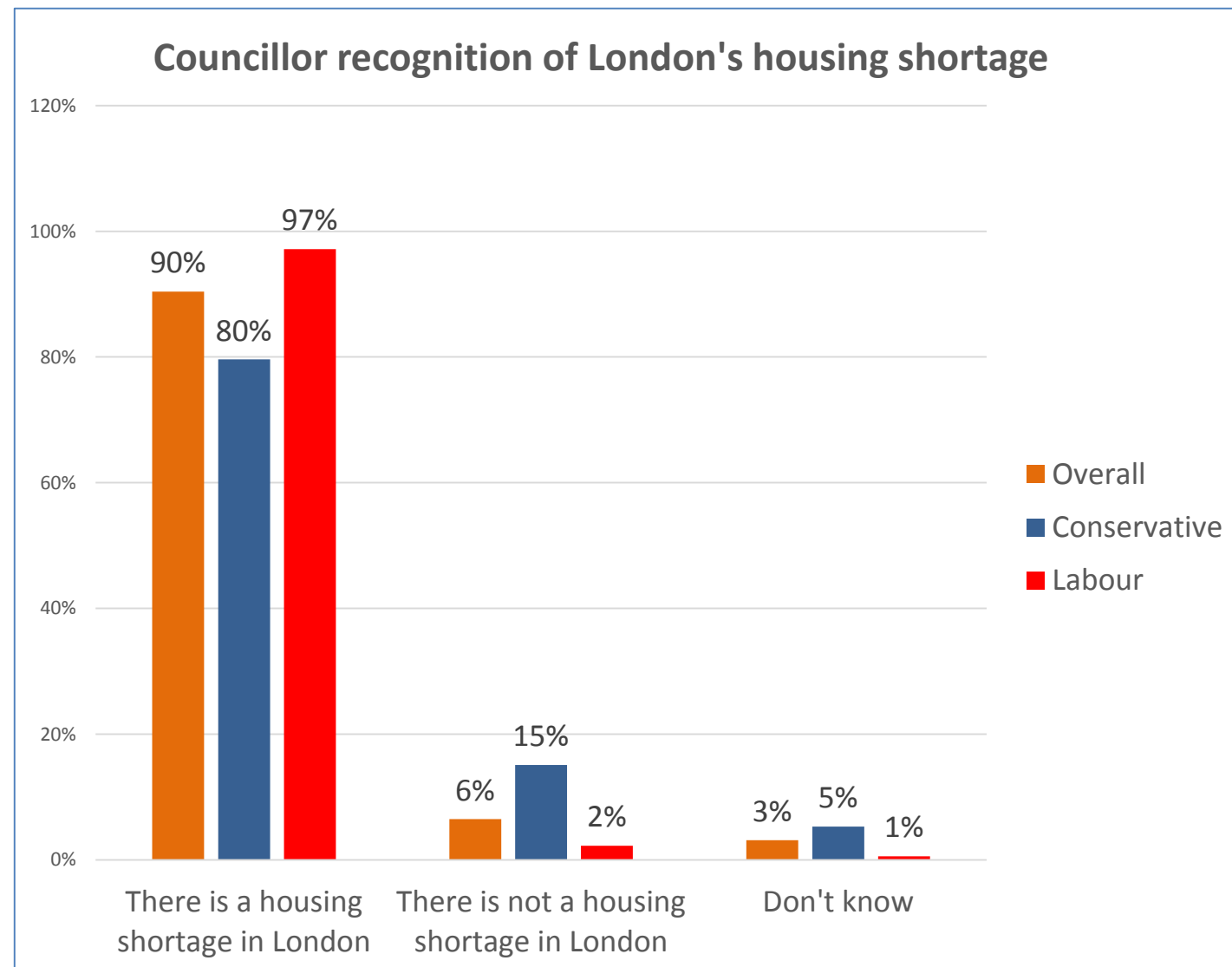
GROSVENOR

- 74% of Londoners think there's a housing shortage, with little variation across voting intention, age, income level, housing status or location
- Renters (80%) are more likely to think there's a shortage than home owners (70%)
- 76% of inner Londoners and 74% of outer Londoners agree there's a housing shortage
- It's not an issue confined to lower income earners either, with 73% of wealthier respondents in grades ABC1 agreeing that London has too few homes



... and councillors agree there is a housing shortage in London as a whole, as well as in their local area

- Around 90% of councillors believe there is a housing shortage in London as well as in their local area

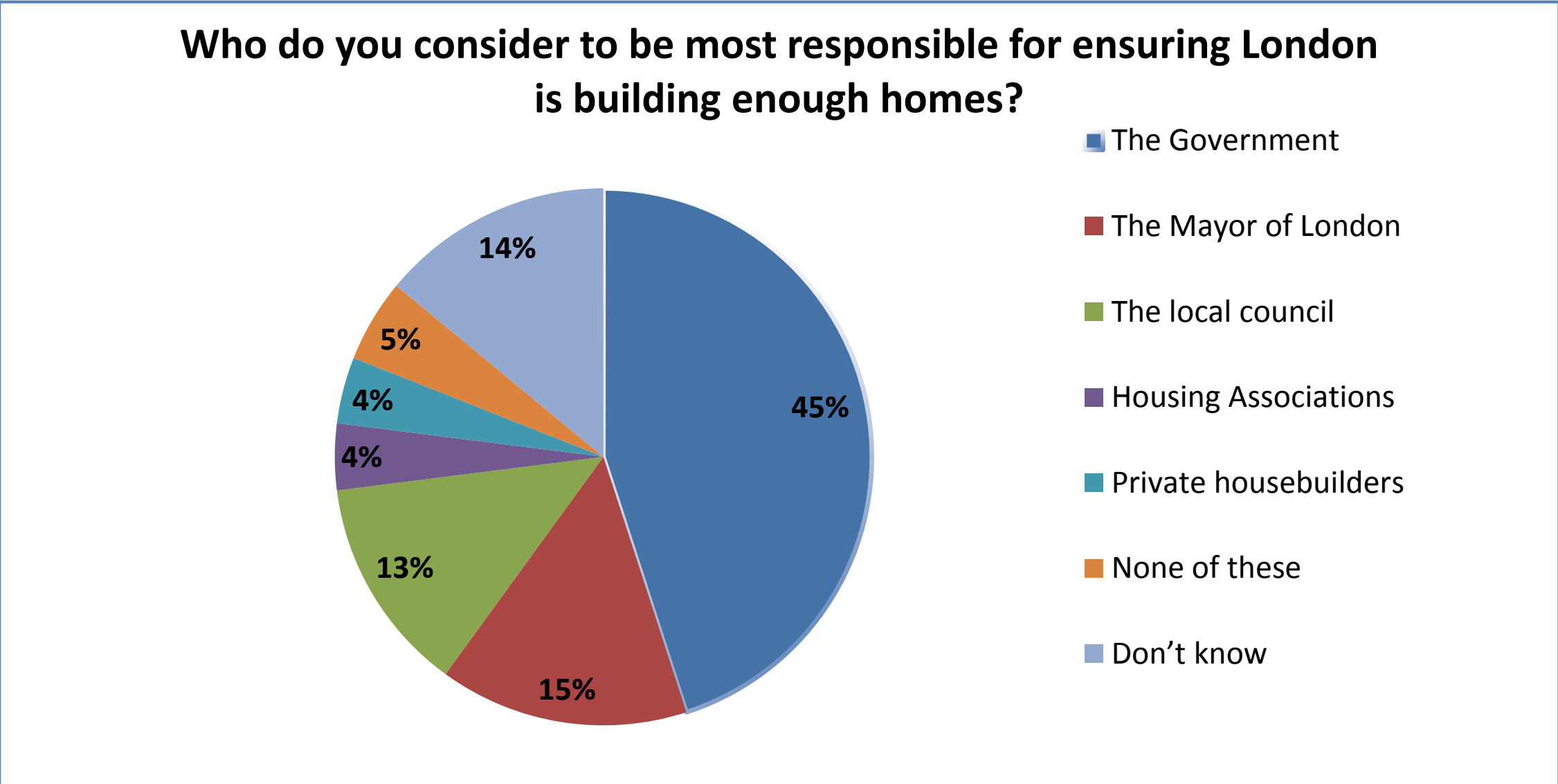


Who is most responsible for ensuring enough homes are built?



GROSVENOR

- While Londoners consider housing a top issue going in to the local elections, only 13% consider their council as being most responsible for delivering housing
- 45% of Londoners think government is most responsible, with just 4% seeing developers as responsible



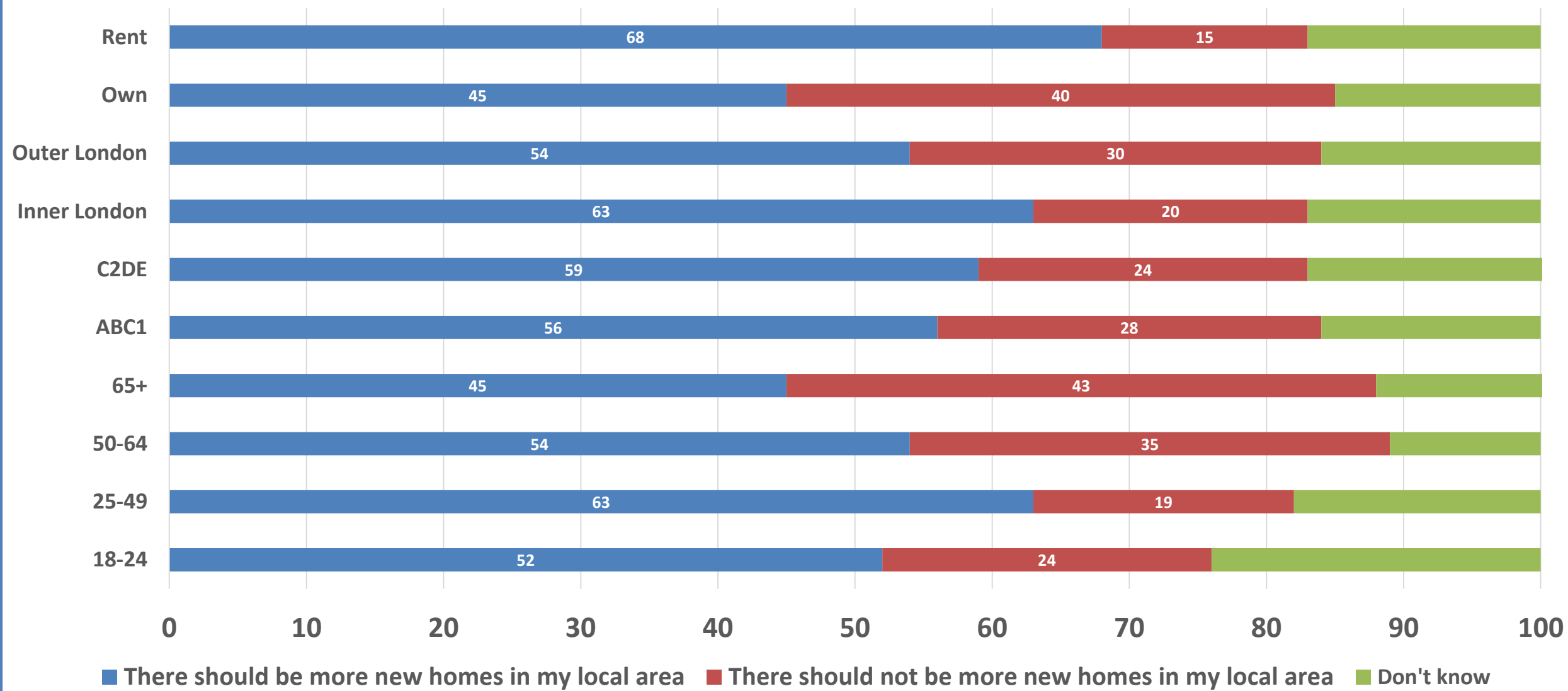
Local housing shortages and support more for housebuilding



- Over half Londoners (57%) think there is a housing shortage in their local area and support new housing being built locally
- 23% of Londoners don't believe their local area has a shortage of homes and 26% wouldn't support more housebuilding in their local area
- 68% of renters believe there is a housing shortage locally and support more housing being built in their local area
- 63% of inner Londoners and 25-49 year olds support new homes being built locally
- The lowest support for new homes being built locally is from the 65+ and home owning categories; around 40% said there should be no more new homes built in their local area



Public support for new homes locally

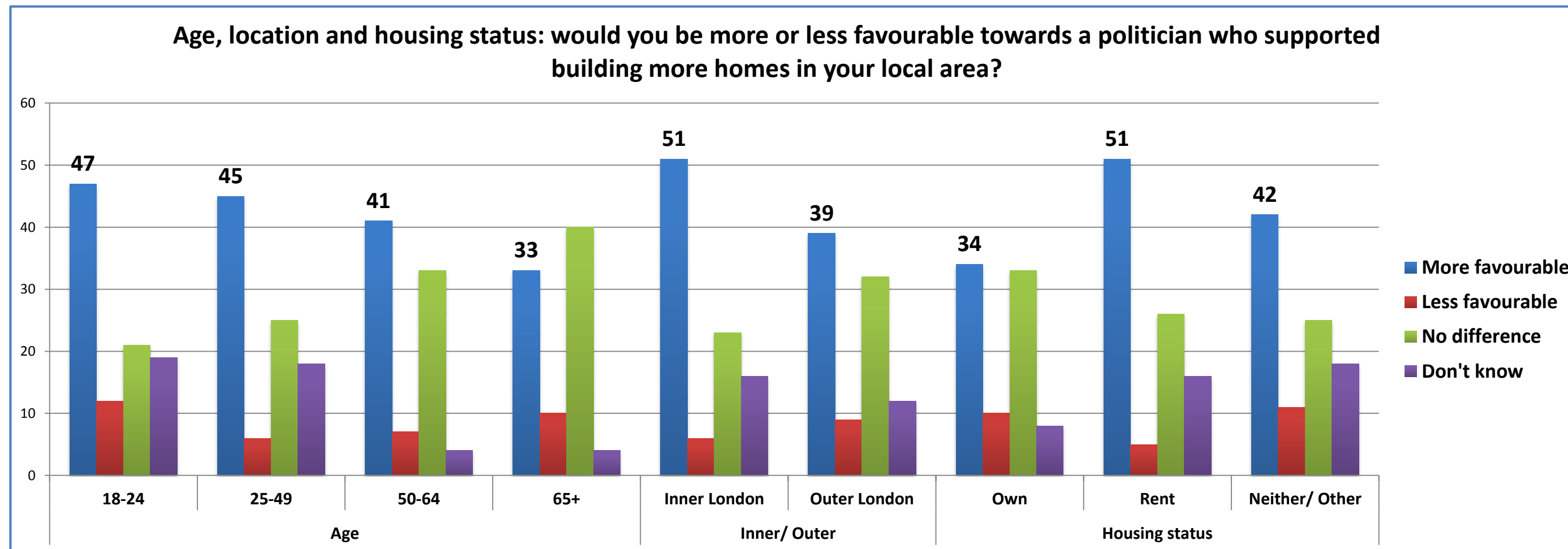


Votes to be won for building more homes



GROSVENOR

- 43% of Londoners would feel more favourable towards a local politician who supported building more homes in their area with only 15% less favourable
- This favorability rises to 51% among inner Londoners and renters, and to 45%+ among the under 50s

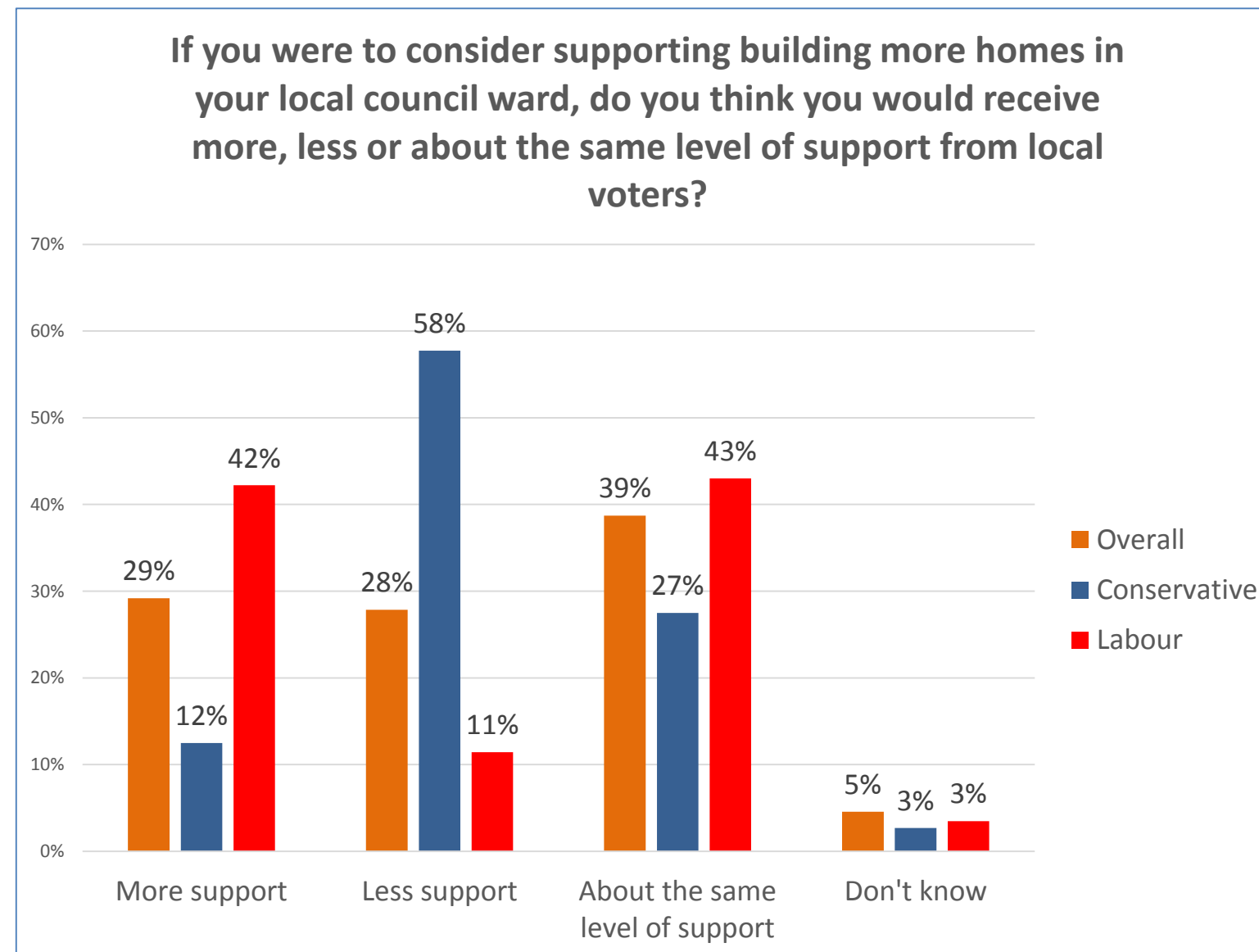


Councillor's underestimate the support for building more homes in their local area



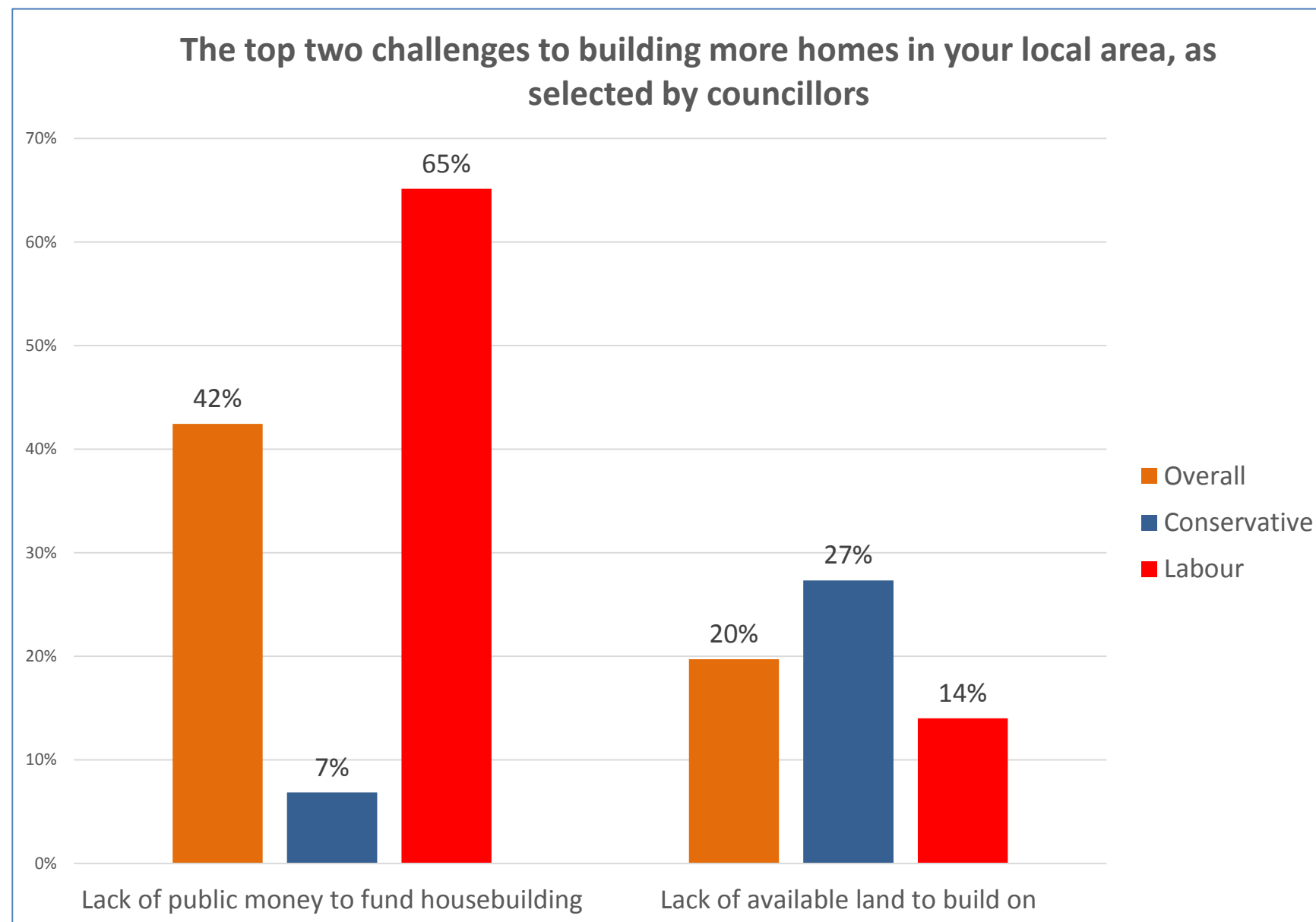
GROSVENOR

- 28% of councillors believe they would receive less support from voters if they were to support more housebuilding in their local area, yet 43% of Londoners say they would think more favourably towards a local politician who backed building more homes in their local area



Councillors perception of the challenges to building more homes in their local area

- 44% of councillors believe a lack of public money is the main challenge to building more homes followed by 20% saying a lack of available land

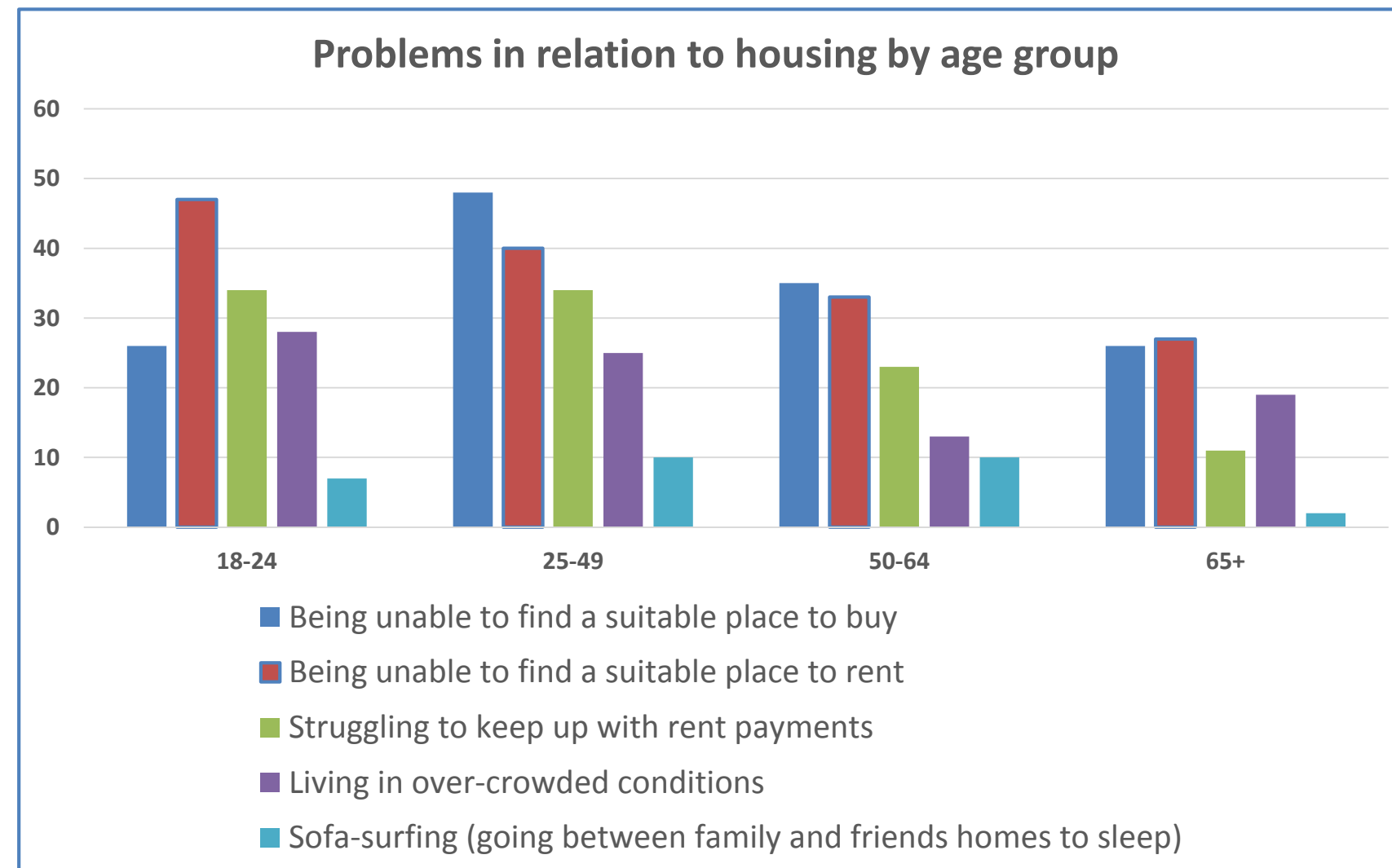


How the housing shortage affects Londoners



GROSVENOR

- Of those who agree there's a housing shortage in their local area, when asked how it was affecting them or their family 41% said an inability to find a suitable place to buy
- For the under 25s, the top three impacts of a housing shortage are being unable to find a suitable rental property (47%), struggling to pay their rent (34%) and having to live in over-crowded conditions (28%)

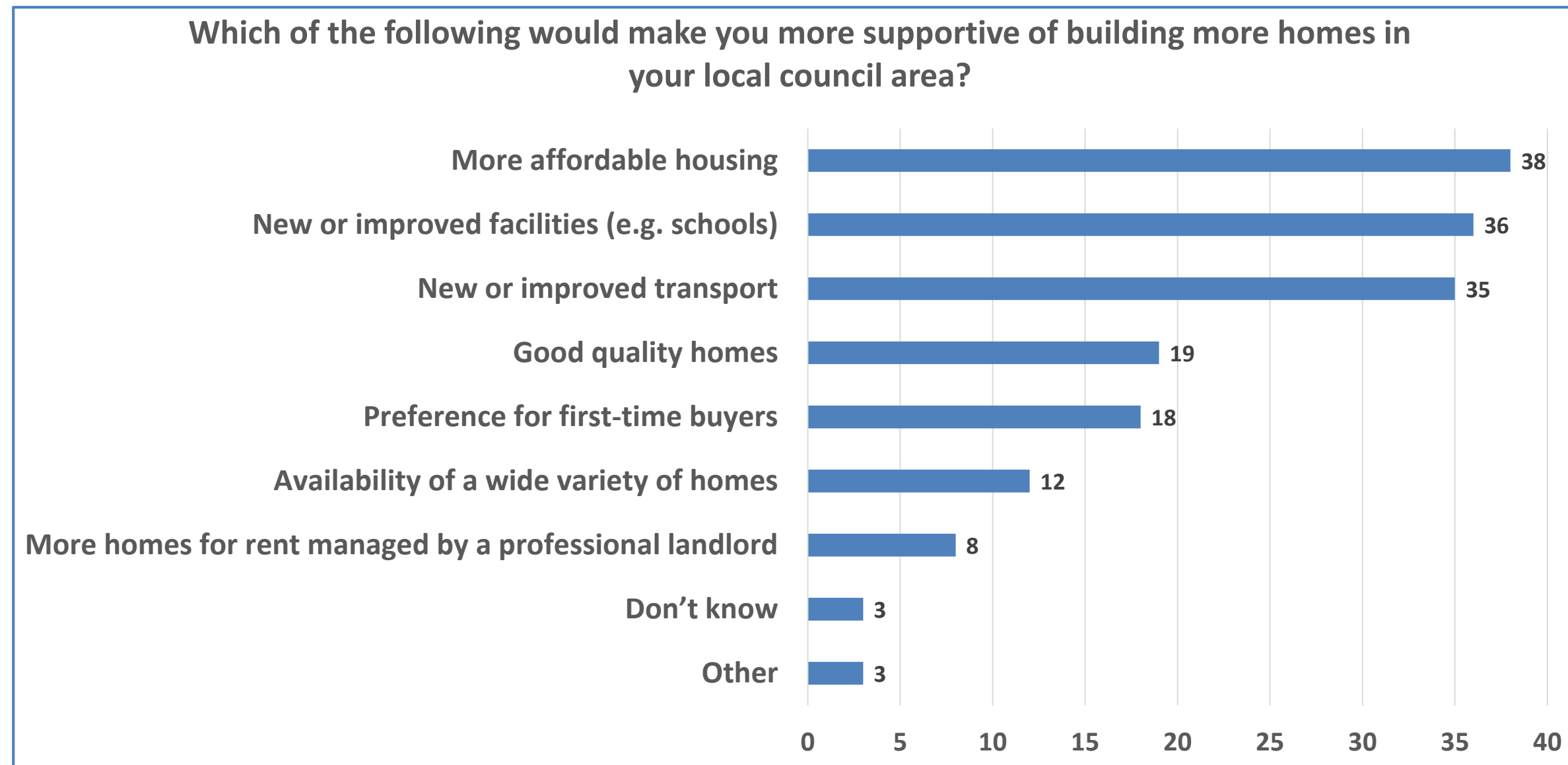


More affordable housing, community facilities and transport might help to get more homes built



GROSVENOR

- Among the 26% of Londoners who don't support more homes being built in their local area, more affordable housing is cited as the key driver to winning over their support for new homes followed by improved facilities and new or improved transport





GROSVENOR

London First is a membership organisation, with the mission to make London the best place in the world for business. We're focused on keeping our capital working for the whole of the UK. We've galvanised the business community to bring pragmatic solutions to London's challenges over the years. Now, we are working on solutions to what our business leaders see as the top priorities for our capital: talent, housing and transport.

Grosvenor Britain & Ireland creates and manages high quality neighbourhoods that are great places to live, work and visit. Our diverse property development, management and investment portfolio includes Grosvenor's London estate of Mayfair and Belgravia. Our other developments are elsewhere in London, Oxford, Cambridge, Edinburgh and Southampton. As at 31 December 2017, Grosvenor Britain & Ireland had £5.2bn of assets under management. We are part of Grosvenor Group, one of the world's largest privately-owned property businesses, which is active in more than 60 cities around the world.

