

Housing Strategy – supporting quantitative insights

Methodology

Surveys have been conducted on the following dates:

- 19th – 22nd December 2016, with a response of 1,000 London adults
- 21st–24th August 2017, with a response of 1,051 London adults

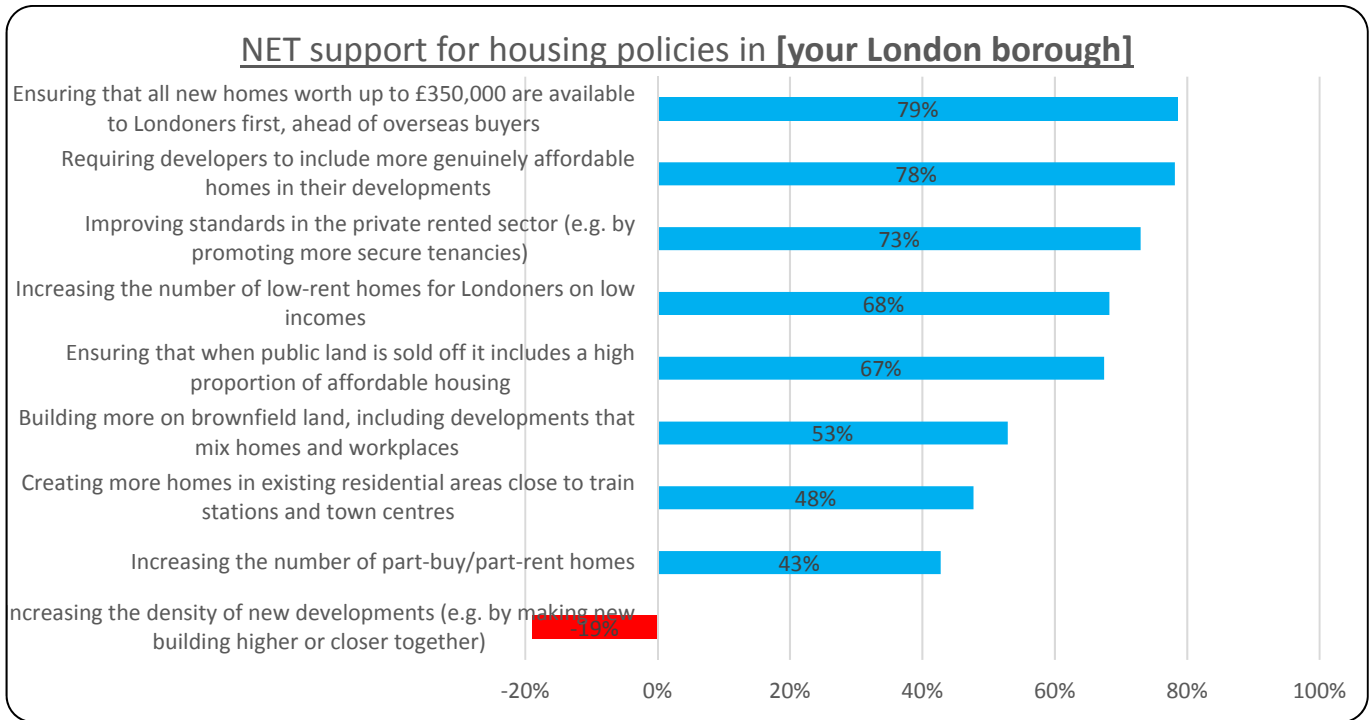
The figures have been weighted to be representative of all Londoners aged 18+. Respondents completed the surveys online from an email link. YouGov Profiles data is based on the respondents to this survey and a database of over 250,000 UK adult panellists, with 40,000 in London.

Building affordable homes

Support for housing policies in your borough

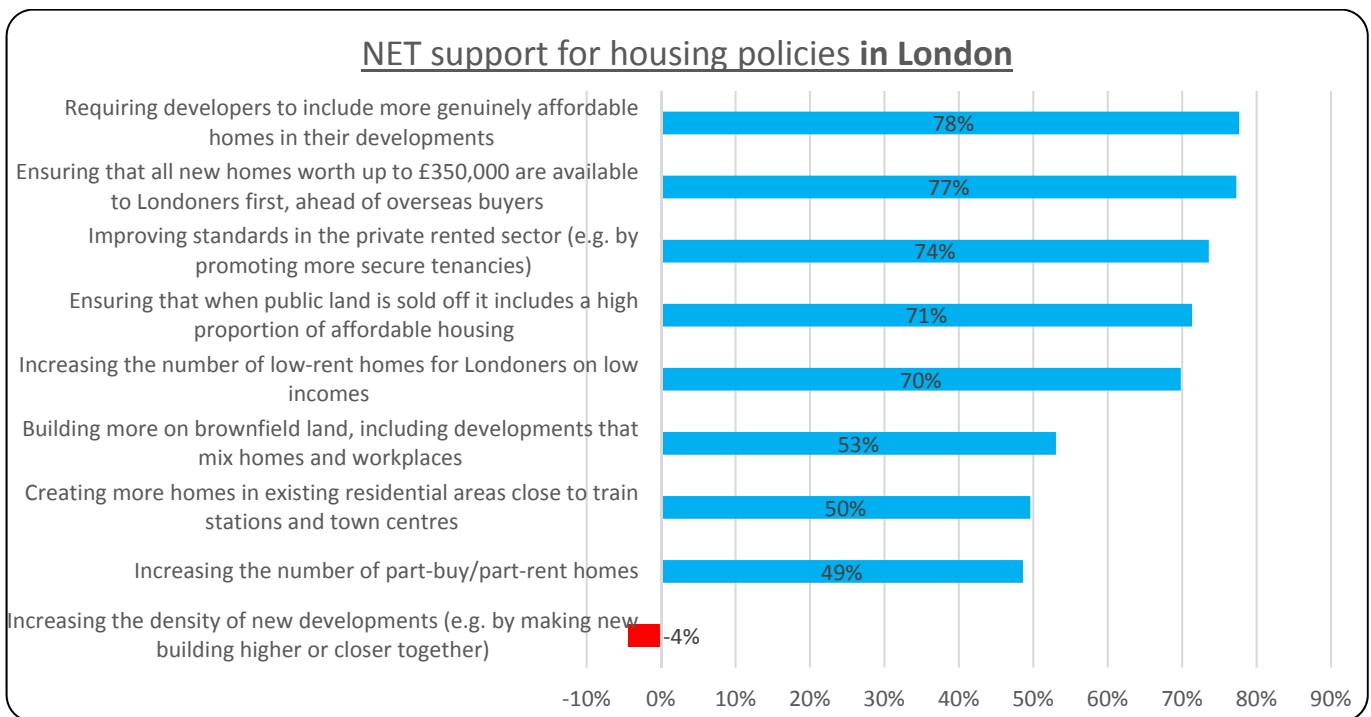
All policies, bar increasing housing density, are supported in the respondent's borough. The highest level of support is for ensuring that all new homes worth up to £350,000 are available to Londoners first and requiring developers to include more genuinely affordable homes in their developments. The first dibs policy is supported very strongly by those aged 65+.

There is generally more support for these measures from renters than home owners – a notable exception is increasing the density of new developments which even renters are still unlikely to support.



Support for housing policies in London

Very similar level of support and order for policies across London. The biggest difference is less concern about increasing the density of new developments, which participants have less of a problem with in London than in their borough.

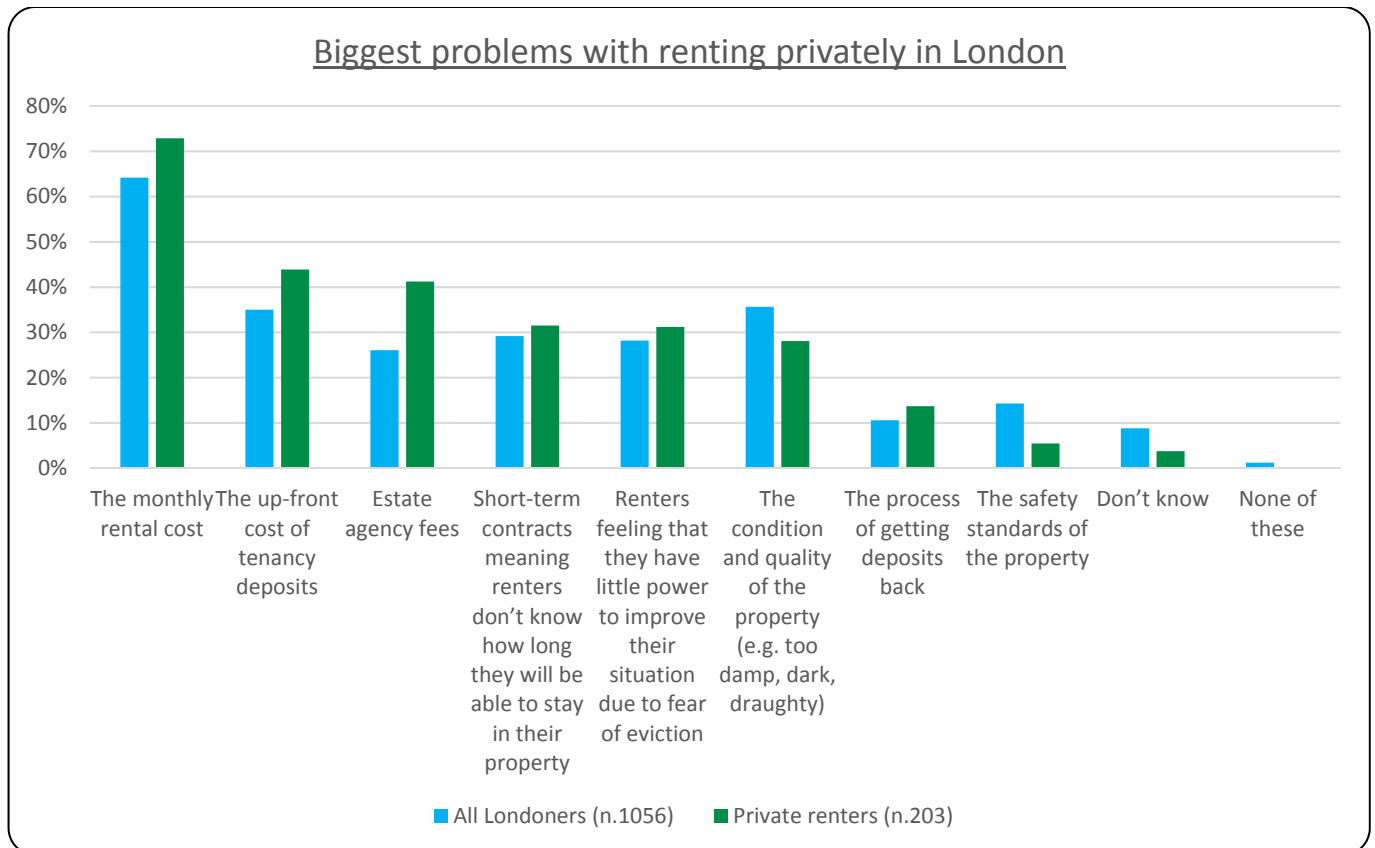


When asked which proposals Londoners would **most** like to see ensuring that all new homes worth up to £350,000 are available to Londoners first was the most popular, followed by more low rent homes for low income Londoners, then requiring developers to include more genuinely affordable homes.

Private renters and leaseholders

Problems with private renting

After the high monthly cost (64%), the condition and quality of the property (e.g. too damp, dark, draughty) and the up-front cost of tenancy deposits are seen as the biggest problems by Londoners. When asking just private renters, the cost of renting is seen as more of a problem (73%), as is the upfront cost of tenancy deposits (44%) and estate agency fees (41%).



When asked what the Mayor should do next to improve private renting in London, the most popular option is to support councils to crack down on criminal landlords and agents locally. 22% of Londoners say this is the number one thing to do next. This is followed by “calling on the Government to review the financial support available for low and middle income renters” and “persuading the Government to introduce landlord licensing and registration schemes”

Least urgent is launching an online database of criminal landlords and agents, just 9% of Londoners say this is the number one thing to do next.

Private renters are most likely to prioritise calling on the Government to review the financial support available for low and middle income renters, but equally likely to de-prioritise the online database.

Homelessness and rough sleeping

Increasing homelessness

62% of Londoners think that homelessness is increasing, and just 2% think it is reducing. C2DE Londoners are more likely to think homelessness is increasing, as are females. 18-24 year olds are more likely to think that levels are decreasing.

Reconnecting homeless people

70% of Londoners support the Home Office returning EU migrants who are sleeping rough to their country of origin. Although all main demographic groups follow this pattern, support for reconnection comes particularly from older white British Londoners, who are slightly more male than female. Only white and black African Londoners do not support this policy when split by ethnic group.

Charitable activities

More people say they give to people begging on the street than give to a homelessness charity (27% to 22% respectively). Generally, younger Londoners give money to people begging on the street, whilst older Londoners donate money to charity. Females are more likely to partake in any of these charitable activities (66%) than males (58%).

Money given to rough sleepers

Half of Londoners (48%) think that rough sleepers who beg use the money for alcohol, tobacco or drugs. This is a view held particularly by older Londoners. Of those who give money to rough sleepers, 42% think that rough sleepers use the money for a hostel bed, whilst 23% were still happy to give money even though they think the recipient will use it for alcohol, tobacco or drugs. It was commonly thought that people only gave money to rough sleepers if they thought they would use the money for a hostel, but this polling shows this is not always the case.

Responsibility for dealing with homelessness

When asked to name the top 3 organisations responsible for dealing with rough sleeping in London, 35% said that national government is primarily responsible, followed by Local Authorities (30%). 11% said the GLA were primarily responsible. The implication is that national and local government are seen as primarily responsible, and for a smaller number of people charities are seen as responsible. The GLA was chosen by many respondents as the 2nd and 3rd most responsible organisation.

First point of contact for people at risk of sleeping rough

Londoners would be most likely to signpost someone at risk of sleeping rough to local authorities for help (38%), followed by charities (19%) and the Citizen's Advice Bureau (17%). 13% of Londoners wouldn't know where to direct someone at risk of sleeping rough, and 2% would direct them to the Mayor of London's organisation.

Knowledge of hostel policy

The policy on rough sleeping is that the majority of hostels are paid for by the resident, but this cost can be covered by housing benefit for those eligible. There are a limited number of night shelters that are free. 49% of Londoners say that they 'don't know' the policy regarding hostels and rough sleepers in London. 21% think that hostel charges are never free at the point of access, 17% think that hostel charges are

generally covered by benefits, and fewer still (14%) think that hostels are free to all but migrants who are sleeping rough.

Defining begging and sleeping rough

There is no clear consensus on Londoner's opinions of whether people who are begging are homeless or not.

- Around a third of Londoners think that all/most people begging are homeless (30%),
- third think that half of people begging are homeless (30%)
- a fifth (19%) think that very few or none are homeless, and
- the remaining 19% don't know.

StreetLink app awareness and interest

16% of Londoners have heard of the StreetLink app, and 3% have used it. In comparison, 26% of Londoners have used the NHS Choices app, and 43% have used Trainline. Those who have used and/or heard of the app tend to be younger and C2DE but this is not a significant difference (due to the small sample). 59% said they would be interested in using the app if they saw a rough sleeper. Females are more interested than males, and there is little difference between social grades.

StreetLink method of use

There is a slight preference towards using an app to access StreetLink (58% very or fairly convenient, compared to 52% very or fairly convenient for email or phone). This preference does vary by demographic – young ABC1 Londoners prefer the app, whilst in general males find using email or phone less convenient, and those 50+ find email or phone more convenient.