



# Capco: London-wide survey

## METHODOLOGY NOTE

ComRes interviewed 1,014 London adults online between 18th and 24th November 2015. Data were weighted to be representative of all adults in London aged 18+ by age, gender and area. ComRes is a member of the British Polling Council and abides by its rules.

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# Attitudes Towards Developments Survey

## ONLINE Fieldwork: 18th - 24th November 2015

Absolutes/col percents

Table 1

**Q1. Which of the following, if any, do you think London needs more of? Please select up to three**

**Base: All respondents**

|  | Gender |      | Age    |       |       |       |       |       | Social Grade |       |       |     | Region |     |     |     |         | Ethnicity |       | Working status |      |       |           |            |             |
|--|--------|------|--------|-------|-------|-------|-------|-------|--------------|-------|-------|-----|--------|-----|-----|-----|---------|-----------|-------|----------------|------|-------|-----------|------------|-------------|
|  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+          | 18-34 | 35-54 | 55+ | AB     | C1  | C2  | DE  | Central | East      | North | South          | West | White | Non-White | Work FT/PT | Not working |
| Unweighted base  | 1014   | 529  | 485    | 81    | 232   | 222   | 167   | 134   | 178          | 313   | 389   | 312 | 461    | 303 | 105 | 145 | 169     | 287       | 124   | 209            | 225  | 684   | 303       | 689        | 325         |
| Weighted base  | 1014   | 487  | 527    | 132   | 233   | 213   | 152   | 122   | 162          | 365   | 365   | 284 | 427    | 318 | 109 | 160 | 174     | 307       | 114   | 198            | 221  | 573   | 415       | 720        | 294         |
| Housing  | 727    | 350  | 376    | 84    | 169   | 158   | 100   | 99    | 117          | 252   | 258   | 216 | 303    | 237 | 80  | 107 | 133     | 219       | 79    | 151            | 144  | 416   | 292       | 531        | 196         |
|  | 72%    | 72%  | 71%    | 63%   | 72%   | 74%   | 66%   | 81%   | 72%          | 69%   | 71%   | 76% | 71%    | 75% | 73% | 67% | 76%     | 71%       | 69%   | 77%            | 65%  | 73%   | 70%       | 74%        | 67%         |
| Healthcare facilities<br>(e.g. GPs surgeries or hospitals)             | 492    | 223  | 269    | 46    | 99    | 107   | 70    | 72    | 97           | 145   | 177   | 169 | 213    | 165 | 50  | 64  | 79      | 159       | 47    | 94             | 112  | 279   | 201       | 343        | 148         |
|  | 48%    | 46%  | 51%    | 35%   | 42%   | 50%   | 46%   | 59%   | 60%          | 40%   | 49%   | 60% | 50%    | 52% | 46% | 40% | 45%     | 52%       | 42%   | 48%            | 50%  | 49%   | 48%       | 48%        | 50%         |
| Transport improvements<br>(e.g. cycle lanes, roads, new tube stations) | 477    | 243  | 234    | 64    | 100   | 107   | 70    | 53    | 83           | 165   | 177   | 135 | 212    | 149 | 53  | 63  | 86      | 152       | 42    | 97             | 100  | 261   | 196       | 352        | 125         |
|  | 47%    | 50%  | 44%    | 49%   | 43%   | 50%   | 46%   | 43%   | 51%          | 45%   | 48%   | 48% | 50%    | 47% | 49% | 39% | 49%     | 49%       | 37%   | 49%            | 45%  | 46%   | 47%       | 49%        | 43%         |
| Schools  | 289    | 143  | 145    | 25    | 59    | 77    | 33    | 42    | 52           | 84    | 110   | 94  | 126    | 100 | 25  | 37  | 46      | 78        | 37    | 64             | 65   | 163   | 122       | 206        | 82          |
|  | 28%    | 29%  | 28%    | 19%   | 25%   | 36%   | 22%   | 35%   | 32%          | 23%   | 30%   | 33% | 30%    | 31% | 23% | 23% | 26%     | 25%       | 32%   | 32%            | 30%  | 28%   | 29%       | 29%        | 28%         |
| Green spaces and parks   | 273    | 127  | 146    | 50    | 66    | 52    | 45    | 20    | 40           | 116   | 97    | 60  | 114    | 85  | 25  | 49  | 59      | 80        | 38    | 46             | 49   | 155   | 108       | 211        | 61          |
|  | 27%    | 26%  | 28%    | 38%   | 28%   | 24%   | 29%   | 17%   | 24%          | 32%   | 27%   | 21% | 27%    | 27% | 23% | 30% | 34%     | 26%       | 33%   | 23%            | 22%  | 27%   | 26%       | 29%        | 21%         |
| Leisure facilities<br>(e.g. sports centres, cinemas or theatres)       | 136    | 67   | 69     | 28    | 35    | 32    | 23    | 12    | 6            | 63    | 54    | 18  | 64     | 43  | 16  | 14  | 29      | 35        | 19    | 30             | 21   | 66    | 66        | 110        | 25          |
|  | 13%    | 14%  | 13%    | 22%   | 15%   | 15%   | 15%   | 10%   | 4%           | 17%   | 15%   | 6%  | 15%    | 13% | 14% | 9%  | 17%     | 11%       | 17%   | 15%            | 10%  | 12%   | 16%       | 15%        | 9%          |
| Shopping areas   | 39     | 17   | 22     | 14    | 12    | 5     | 5     | 2     | 2            | 25    | 10    | 4   | 20     | 4   | 6   | 10  | 11      | 9         | 4     | 4              | 11   | 15    | 24        | 21         | 18          |
|  | 4%     | 4%   | 4%     | 10%   | 5%    | 2%    | 3%    | 1%    | 1%           | 7%    | 3%    | 1%  | 5%     | 1%  | 5%  | 6%  | 6%      | 3%        | 3%    | 2%             | 5%   | 3%    | 6%        | 3%         | 6%          |
| None of the above  | 31     | 16   | 15     | 1     | 12    | 3     | 9     | 3     | 4            | 13    | 12    | 7   | 9      | 7   | 1   | 14  | 2       | 9         | 3     | 3              | 15   | 13    | 16        | 17         | 14          |
|  | 3%     | 3%   | 3%     | 1%    | 5%    | 1%    | 6%    | 2%    | 2%           | 3%    | 3%    | 2%  | 2%     | 2%  | 1%  | 9%  | 1%      | 3%        | 3%    | 2%             | 7%   | 2%    | 4%        | 2%         | 5%          |

## Attitudes Towards Developments Survey

### ONLINE Fieldwork: 18th - 24th November 2015

Absolutes/col percents

Table 2

**Q2. Which of the following statements comes closest to your view on how best to meet the need for more housing in London?****Base: All respondents**

|  | Gender     |            | Age        |           |           |           |           |           | Social Grade |            |            |            | Region     |            |           |           |           | Ethnicity  |           | Working status |           |            |            |            |             |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|--------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|-----------|----------------|-----------|------------|------------|------------|-------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+          | 18-34      | 35-54      | 55+        | AB         | C1         | C2        | DE        | Central   | East       | North     | South          | West      | White      | Non-White  | Work FT/PT | Not working |
| Unweighted base  | 1014       | 529        | 485        | 81        | 232       | 222       | 167       | 134       | 178          | 313        | 389        | 312        | 461        | 303        | 105       | 145       | 169       | 287        | 124       | 209            | 225       | 684        | 303        | 689        | 325         |
| Weighted base  | 1014       | 487        | 527        | 132       | 233       | 213       | 152       | 122       | 162          | 365        | 365        | 284        | 427        | 318        | 109       | 160       | 174       | 307        | 114       | 198            | 221       | 573        | 415        | 720        | 294         |
| London should expand outward by building on new land on the outskirts, including in the suburbs and on green belt land               | 335<br>33% | 163<br>33% | 172<br>33% | 49<br>37% | 80<br>34% | 83<br>39% | 55<br>36% | 34<br>28% | 33<br>20%    | 129<br>35% | 138<br>38% | 67<br>24%  | 151<br>35% | 101<br>32% | 45<br>41% | 38<br>24% | 67<br>39% | 105<br>34% | 30<br>26% | 58<br>29%      | 75<br>34% | 147<br>26% | 176<br>42% | 258<br>36% | 76<br>26%   |
| London should expand by building on sites within London, including building tall buildings to increase the density of the population | 363<br>36% | 196<br>40% | 166<br>32% | 43<br>33% | 91<br>39% | 73<br>34% | 47<br>31% | 50<br>41% | 59<br>37%    | 134<br>37% | 120<br>33% | 110<br>39% | 161<br>38% | 117<br>37% | 36<br>33% | 49<br>30% | 67<br>39% | 100<br>32% | 46<br>40% | 75<br>38%      | 75<br>34% | 229<br>40% | 125<br>30% | 268<br>37% | 95<br>32%   |
| I do not think London should expand  | 204<br>20% | 93<br>19%  | 111<br>21% | 22<br>17% | 31<br>13% | 38<br>18% | 30<br>20% | 32<br>26% | 52<br>32%    | 53<br>14%  | 68<br>19%  | 84<br>30%  | 82<br>19%  | 67<br>21%  | 19<br>17% | 37<br>23% | 25<br>14% | 64<br>21%  | 27<br>24% | 46<br>23%      | 43<br>19% | 139<br>24% | 59<br>14%  | 130<br>18% | 75<br>25%   |
| Don't know   | 112<br>11% | 35<br>7%   | 77<br>15%  | 18<br>13% | 32<br>14% | 19<br>9%  | 21<br>14% | 6<br>5%   | 17<br>11%    | 49<br>14%  | 40<br>11%  | 23<br>8%   | 33<br>8%   | 33<br>10%  | 9<br>9%   | 37<br>23% | 15<br>9%  | 38<br>12%  | 11<br>10% | 19<br>10%      | 29<br>13% | 57<br>10%  | 55<br>13%  | 64<br>9%   | 48<br>16%   |

## Attitudes Towards Developments Survey

### ONLINE Fieldwork: 18th - 24th November 2015

Absolutes/col percents

Table 3

**Q3. Before now, had you ever heard of the planned redevelopment of the Earls Court area?****Base: All respondents**

|  | Gender     |            |            | Age       |            |            |            |            |            | Social Grade |            |            |            | Region     |           |            |            |            | Ethnicity |            | Working status |            |            |            |             |
|--|------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|----------------|------------|------------|------------|-------------|
|  | Total      | Male       | Female     | 18-24     | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | 18-34        | 35-54      | 55+        | AB         | C1         | C2        | DE         | Central    | East       | North     | South      | West           | White      | Non-White  | Work FT/PT | Not working |
| Unweighted base                                | 1014       | 529        | 485        | 81        | 232        | 222        | 167        | 134        | 178        | 313          | 389        | 312        | 461        | 303        | 105       | 145        | 169        | 287        | 124       | 209        | 225            | 684        | 303        | 689        | 325         |
| Weighted base                                  | 1014       | 487        | 527        | 132       | 233        | 213        | 152        | 122        | 162        | 365          | 365        | 284        | 427        | 318        | 109       | 160        | 174        | 307        | 114       | 198        | 221            | 573        | 415        | 720        | 294         |
| Heard of and know a lot about                  | 45<br>4%   | 26<br>5%   | 18<br>3%   | 6<br>5%   | 17<br>7%   | 12<br>6%   | 4<br>3%    | 4<br>3%    | 2<br>1%    | 23<br>6%     | 16<br>4%   | 5<br>2%    | 27<br>6%   | 9<br>3%    | 9<br>8%   | 1<br>*     | 15<br>9%   | 8<br>3%    | 5<br>5%   | 6<br>3%    | 10<br>5%       | 20<br>3%   | 24<br>6%   | 42<br>6%   | 3<br>1%     |
| Heard of and know a little about               | 220<br>22% | 124<br>26% | 95<br>18%  | 31<br>23% | 52<br>22%  | 55<br>26%  | 28<br>18%  | 14<br>11%  | 39<br>24%  | 83<br>23%    | 83<br>23%  | 53<br>19%  | 114<br>27% | 63<br>20%  | 21<br>20% | 22<br>13%  | 37<br>21%  | 61<br>20%  | 22<br>19% | 49<br>25%  | 51<br>23%      | 130<br>23% | 86<br>21%  | 183<br>25% | 37<br>13%   |
| Heard of but know nothing about                | 238<br>23% | 125<br>26% | 113<br>21% | 17<br>13% | 55<br>23%  | 38<br>18%  | 46<br>30%  | 42<br>35%  | 40<br>25%  | 71<br>20%    | 84<br>23%  | 82<br>29%  | 104<br>24% | 69<br>22%  | 26<br>24% | 39<br>24%  | 41<br>24%  | 80<br>26%  | 25<br>22% | 40<br>20%  | 51<br>23%      | 140<br>24% | 87<br>21%  | 168<br>23% | 70<br>24%   |
| Never heard of                                 | 512<br>50% | 211<br>43% | 301<br>57% | 78<br>59% | 109<br>47% | 107<br>50% | 74<br>49%  | 62<br>51%  | 80<br>50%  | 188<br>51%   | 182<br>50% | 143<br>50% | 183<br>43% | 177<br>56% | 53<br>49% | 99<br>62%  | 81<br>46%  | 157<br>51% | 61<br>54% | 103<br>52% | 109<br>49%     | 283<br>49% | 217<br>52% | 327<br>45% | 184<br>63%  |
| NET: Any awareness                             | 502<br>50% | 276<br>57% | 227<br>43% | 54<br>41% | 124<br>53% | 106<br>50% | 78<br>51%  | 60<br>49%  | 81<br>50%  | 178<br>49%   | 183<br>50% | 141<br>50% | 244<br>57% | 141<br>44% | 56<br>51% | 61<br>38%  | 94<br>54%  | 150<br>49% | 52<br>46% | 95<br>48%  | 112<br>51%     | 290<br>51% | 197<br>48% | 393<br>55% | 110<br>37%  |
| NET: Know a little/ a lot                      | 264<br>26% | 151<br>31% | 114<br>22% | 37<br>28% | 69<br>30%  | 67<br>32%  | 32<br>21%  | 18<br>14%  | 41<br>25%  | 106<br>29%   | 99<br>27%  | 59<br>21%  | 141<br>33% | 71<br>22%  | 30<br>27% | 22<br>14%  | 52<br>30%  | 70<br>23%  | 27<br>24% | 54<br>27%  | 61<br>28%      | 150<br>26% | 110<br>27% | 225<br>31% | 40<br>14%   |
| NET: Never heard of/ Don't know anything about | 750<br>74% | 336<br>69% | 414<br>78% | 95<br>72% | 164<br>70% | 146<br>68% | 120<br>79% | 104<br>86% | 121<br>75% | 259<br>71%   | 266<br>73% | 225<br>79% | 286<br>67% | 246<br>78% | 79<br>73% | 138<br>86% | 122<br>70% | 238<br>77% | 86<br>76% | 143<br>73% | 160<br>72%     | 422<br>74% | 304<br>73% | 496<br>69% | 254<br>86%  |

## Attitudes Towards Developments Survey

### ONLINE Fieldwork: 18th - 24th November 2015

Absolutes/col percents

Table 4

**Q4. The Earls Court area is currently being redeveloped. The new development will include new homes, offices, shops, parks and open spaces. To what extent would you say you are favourable or unfavourable towards the redevelopment of the Earls Court area?**

**Base: All respondents**

|                     | Gender |      |        | Age   |       |       |       |       |      | Social Grade |       |      |      | Region |      |      |         |      | Ethnicity |       | Working status |       |           |            |             |      |
|---------------------|--------|------|--------|-------|-------|-------|-------|-------|------|--------------|-------|------|------|--------|------|------|---------|------|-----------|-------|----------------|-------|-----------|------------|-------------|------|
|                     | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | 18-34        | 35-54 | 55+  | AB   | C1     | C2   | DE   | Central | East | North     | South | West           | White | Non-White | Work FT/PT | Not working |      |
| Unweighted base     | 1014   | 529  | 485    | 81    | 232   | 222   | 167   | 134   | 178  | 313          | 389   | 312  | 461  | 303    | 105  | 145  | 169     | 287  | 124       | 209   | 225            | 684   | 303       | 689        | 325         |      |
| Weighted base       | 1014   | 487  | 527    | 132   | 233   | 213   | 152   | 122   | 162  | 365          | 365   | 284  | 427  | 318    | 109  | 160  | 174     | 307  | 114       | 198   | 221            | 573   | 415       | 720        | 294         |      |
| NET: Favourable     | 712    | 356  | 356    | 93    | 169   | 147   | 100   | 86    | 118  | 262          | 246   | 203  | 326  | 214    | 83   | 89   | 133     | 202  | 80        | 149   | 148            | 402   | 294       | 537        | 175         |      |
|                     | 70%    | 73%  | 68%    | 70%   | 73%   | 69%   | 66%   | 70%   | 73%  | 72%          | 67%   | 72%  | 76%  | 67%    | 76%  | 55%  | 76%     | 66%  | 70%       | 75%   | 67%            | 70%   | 71%       | 75%        | 59%         |      |
| Very favourable     | (4)    | 246  | 140    | 106   | 20    | 63    | 52    | 29    | 32   | 51           | 83    | 80   | 83   | 125    | 69   | 27   | 25      | 50   | 62        | 26    | 59             | 49    | 125       | 116        | 184         | 63   |
|                     |        | 24%  | 29%    | 20%   | 15%   | 27%   | 24%   | 19%   | 26%  | 32%          | 23%   | 22%  | 29%  | 29%    | 22%  | 25%  | 16%     | 28%  | 20%       | 23%   | 30%            | 22%   | 22%       | 28%        | 26%         | 21%  |
| Fairly favourable   | (3)    | 466  | 216    | 250   | 73    | 106   | 95    | 71    | 54   | 67           | 179   | 166  | 120  | 201    | 145  | 56   | 64      | 83   | 140       | 53    | 90             | 99    | 277       | 178        | 354         | 112  |
|                     |        | 46%  | 44%    | 47%   | 55%   | 46%   | 45%   | 47%   | 44%  | 41%          | 49%   | 46%  | 42%  | 47%    | 46%  | 51%  | 40%     | 48%  | 46%       | 47%   | 46%            | 45%   | 48%       | 43%        | 49%         | 38%  |
| Fairly unfavourable | (2)    | 62   | 35     | 27    | 14    | 11    | 14    | 8     | 6    | 11           | 24    | 22   | 16   | 23     | 25   | 6    | 8       | 13   | 20        | 9     | 9              | 12    | 40        | 21         | 43          | 19   |
|                     |        | 6%   | 7%     | 5%    | 10%   | 5%    | 6%    | 5%    | 5%   | 7%           | 7%    | 6%   | 6%   | 5%     | 8%   | 5%   | 5%      | 7%   | 7%        | 8%    | 4%             | 5%    | 7%        | 5%         | 6%          | 7%   |
| Very unfavourable   | (1)    | 24   | 15     | 9     | -     | 3     | 7     | 5     | 3    | 6            | 3     | 12   | 9    | 8      | 10   | 3    | 4       | 5    | 9         | 2     | 3              | 5     | 17        | 6          | 16          | 8    |
|                     |        | 2%   | 3%     | 2%    | -     | 1%    | 3%    | 4%    | 2%   | 4%           | 1%    | 3%   | 3%   | 2%     | 3%   | 2%   | 2%      | 3%   | 3%        | 2%    | 1%             | 2%    | 3%        | 1%         | 2%          | 3%   |
| NET: Unfavourable   |        | 86   | 49     | 37    | 14    | 13    | 21    | 13    | 9    | 17           | 27    | 34   | 25   | 30     | 35   | 8    | 12      | 18   | 29        | 11    | 11             | 17    | 57        | 27         | 58          | 28   |
|                     |        | 8%   | 10%    | 7%    | 10%   | 6%    | 10%   | 9%    | 7%   | 10%          | 7%    | 9%   | 9%   | 7%     | 11%  | 8%   | 8%      | 10%  | 9%        | 10%   | 6%             | 8%    | 10%       | 7%         | 8%          | 9%   |
| Don't know          |        | 216  | 82     | 134   | 25    | 51    | 46    | 39    | 27   | 28           | 76    | 85   | 55   | 71     | 69   | 18   | 59      | 24   | 76        | 23    | 37             | 56    | 113       | 93         | 124         | 92   |
|                     |        | 21%  | 17%    | 25%   | 19%   | 22%   | 21%   | 26%   | 22%  | 17%          | 21%   | 23%  | 19%  | 17%    | 22%  | 16%  | 37%     | 14%  | 25%       | 20%   | 19%            | 25%   | 20%       | 23%        | 17%         | 31%  |
| Mean                |        | 3.17 | 3.19   | 3.15  | 3.06  | 3.26  | 3.14  | 3.09  | 3.22 | 3.21         | 3.18  | 3.12 | 3.21 | 3.24   | 3.10 | 3.18 | 3.09    | 3.17 | 3.11      | 3.15  | 3.28           | 3.16  | 3.11      | 3.26       | 3.18        | 3.13 |
| Standard deviation  |        | 0.69 | 0.74   | 0.64  | 0.56  | 0.63  | 0.73  | 0.71  | 0.70 | 0.77         | 0.61  | 0.72 | 0.74 | 0.67   | 0.73 | 0.67 | 0.70    | 0.72 | 0.71      | 0.68  | 0.64           | 0.69  | 0.71      | 0.66       | 0.67        | 0.75 |
| Standard error      |        | 0.02 | 0.03   | 0.03  | 0.07  | 0.05  | 0.05  | 0.06  | 0.07 | 0.06         | 0.04  | 0.04 | 0.05 | 0.03   | 0.05 | 0.07 | 0.07    | 0.06 | 0.05      | 0.07  | 0.05           | 0.03  | 0.04      | 0.03       | 0.05        |      |

|  | Page | Table | Title  | Base Description      | Base |
|--|------|-------|--|-----------------------|------|
|  | 1    | 1     | Q1. Which of the following, if any, do you think London needs more of? Please select up to three   | Base: All respondents | 1014 |
|  | 2    | 2     | Q2. Which of the following statements comes closest to your view on how best to meet the need for more housing in London?  | Base: All respondents | 1014 |
|  | 3    | 3     | Q3. Before now, had you ever heard of the planned redevelopment of the Earls Court area?   | Base: All respondents | 1014 |
|  | 4    | 4     | Q4. The Earls Court area is currently being redeveloped. The new development will include new homes, offices, shops, parks and open spaces. To what extent would you say you are favourable or unfavourable towards the redevelopment of the Earls Court area? | Base: All respondents | 1014 |