



London Assembly Mid-rise Housing Polling

November 2025

Methodology



This survey was carried out by YouGov for the GLA between 21st – 28th Nov 2025, with a response of 1,058 London residents aged 18+.



The figures have been weighted to be representative of all London adults.



Respondents completed the surveys online from an email link.



Data is analysed by gender, age, ethnicity, social grade, home ownership, disability, and inner/outer London. Where these are not mentioned there are no significant differences.



Summary

- From a list of building heights, Londoners are most likely to consider mid-rise housing to consist of **4 to 8 storeys** (17%), compared to only 7% knowing the technically correct definition of **5 to 9 storeys**. A quarter (24%) responded with “don’t know”.
- There is overall support for building new housing **in London** (68%). Slightly fewer, though still a majority, support this when asked about building in **their local area** (57%)
- When asked about the types of new housing they would like to see in London, Londoners are most likely to want the building of **mid-rise housing** (16%), and an equal proportion (16%) would most like **low-rise housing**.
- Londoners’ main priority when building mid-rise housing is **safety** (45%), followed by **access to local services** (37%).

Only 7% of Londoners **correctly identified** mid-rise housing to consist of buildings with 5 to 9 storeys, with the most commonly chosen height being 4 to 8 storeys (17%).

Which best describes the number of storeys in “mid-rise housing” (%)



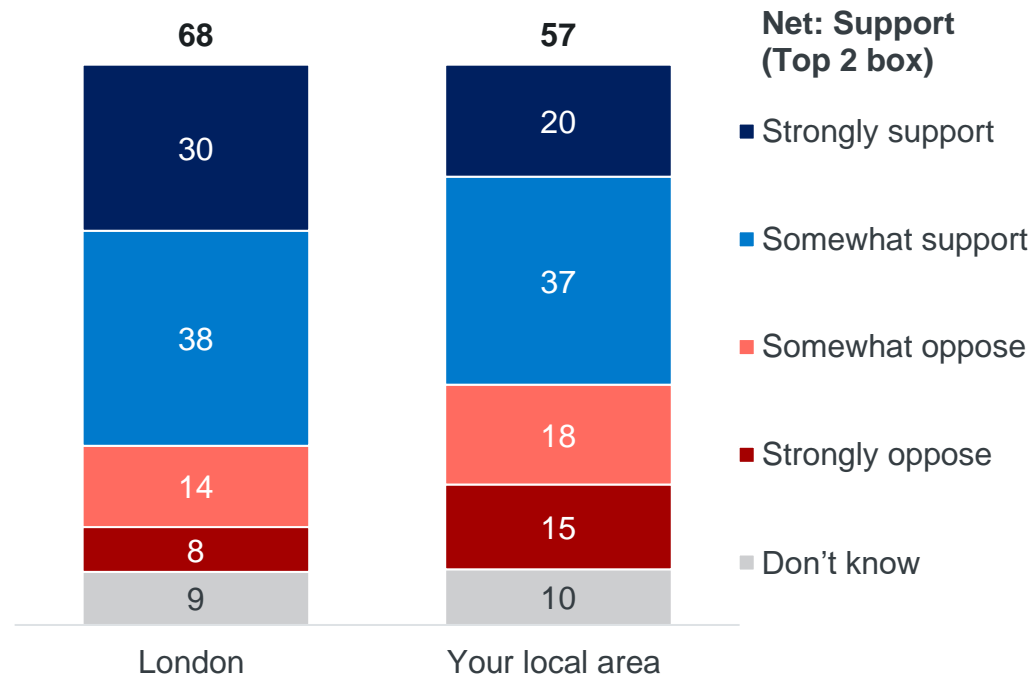
Demographics

Londoners aged **65 and over** are more likely to correctly describe mid-rise buildings as having 5 to 9 storeys compared to their counterparts.

Question: From what you know, which of the following building do you think best describes the number of storeys in “mid-rise housing” in London?
Base: All Londoners (1058)

Nearly seven in ten Londoners (68%) **support a large increase in the building of new housing in London**, compared to under six in ten (57%) supporting this for **their local area**.

Support for large amount of new housing built in... (%)



Demographics

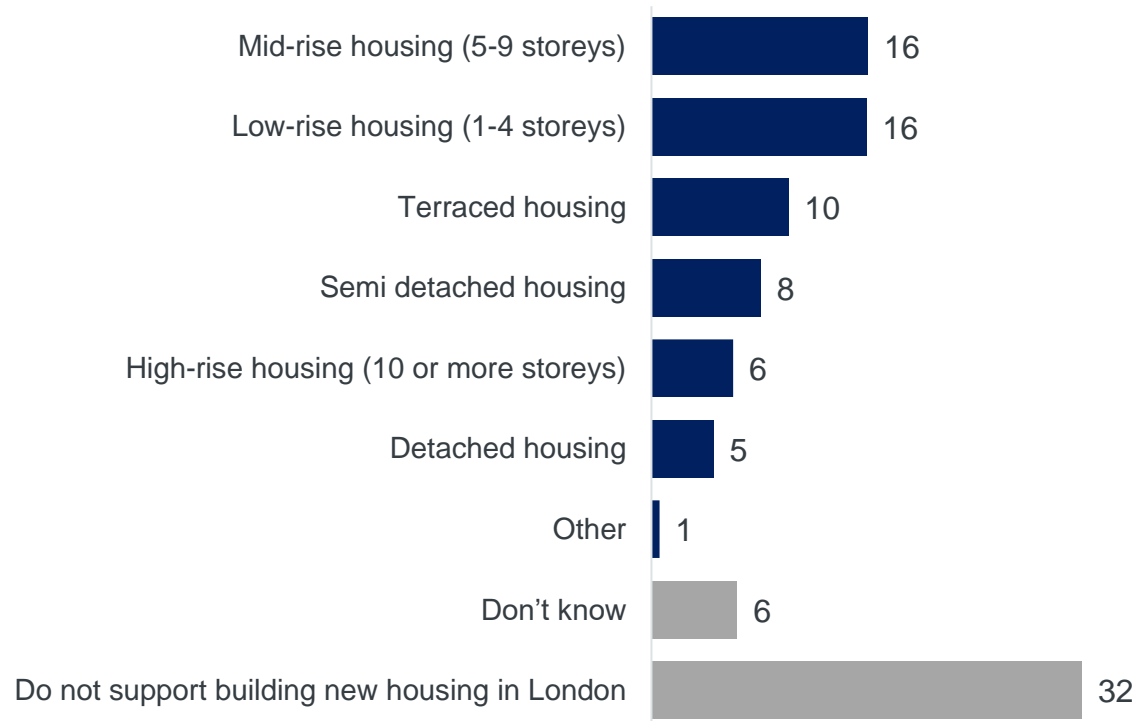
Men, ABC1 Londoners, Black Londoners, inner Londoners, private renters, and disabled Londoners are most likely to support a large increase in the building of new housing in **London**.

Men, those aged 18 to 34, Black Londoners, inner Londoners, and private renters are most likely to support a large increase in the building new housing in their **local area**.

Question: In principle, would you support or oppose a large increase in the amount of new housing being built in...?
Base: All Londoners (1058)

Londoners are most likely to support **building mid** (16%) and **low-rise housing** (16%) in London.

What building type they want to see built in London (% rebased on all Londoners)



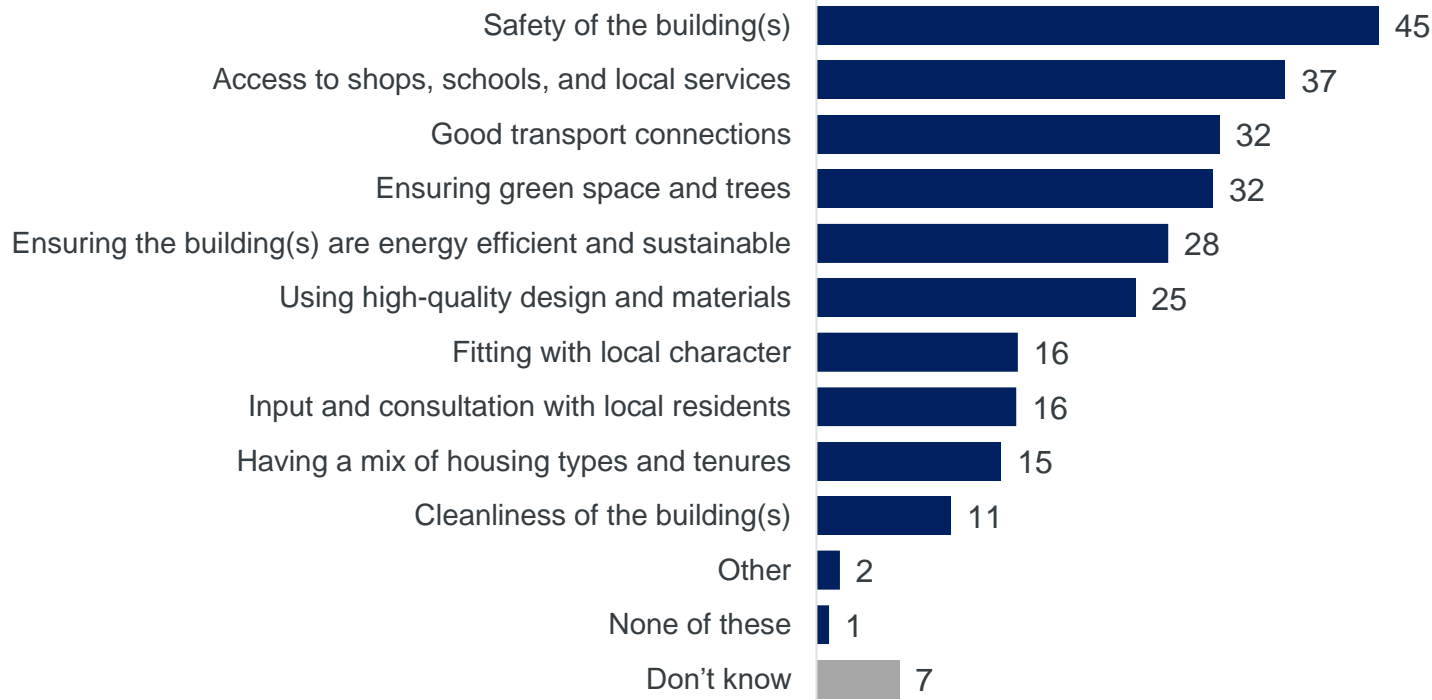
Demographics

Men, ABC1s, inner Londoners and private renters are most likely to support building mid-rise housing.

Question: You previously said you support a large increase of new housing being built in London. Which if any, of the following would you most like to see built? **Base:** All Londoners – Rebased (1058)

When building mid-rise housing, Londoners are most likely to include important factors to include **safety** (45%), followed by **access to services** (37%), **transport connections** (32%) and **green spaces** (32%).

What factors are important when building mid-rise housing (% up to 3 choices)



Demographics

Safety is most likely to be seen as important by **women** and those aged **35 to 49**.

Question: Aside from cost, which of the following factors, if any, do you think are most important when building mid-rise housing in London? Please select up to three. **Base:** All Londoners (1058)



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