

# Rent Controls Survey

23/12/2014

Prepared on behalf of Generation Rent



# Methodology

## Fieldwork Dates

18<sup>th</sup> – 19<sup>th</sup> December 2014

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All residents aged 18+ in Great Britain.

## Sample Size

1009

## Data Weighting

Data were weighted to the profile of all adults in Great Britain aged 18+. Data were weighted by age, sex, region, past vote and SEG. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,009 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the list of parties prompted in a randomising order.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Brióne and Damian Lyons Lowe.

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**Table 1**  
**Q1. Which of these best describes the accommodation you live in?**  
**Base : All Respondents**

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						Housing Tenure			Length of Housing Tenure					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Own / mortgage	Rent (Social)	Rent (Private)	Under 1 year	1-5 years	5-10 years	Over 10 years		
Unweighted Total	1009	453	556	200	373	436	285	207	159	103	234	223	64	184	160	234	205	256	314	80	159	277	337	79	57	665	155	118	57	213	179	560	
Weighted Total	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531	
Own / mortgage	598	313	285	73	240	285	224	151	106	36	173	130	38	103	97	162	93	137	205	57	110	147	195	46	29	598	-	-	24	85	111	377	
	59.2%	63.8%	54.9%	25.1%	67.3%	78.7%	80.2%	67.2%	59.8%	49.3%	78.6%	53.3%	49.3%	66.9%	54.8%	78.9%	64.9%	51.9%	51.8%	44.0%	68.4%	61.7%	61.8%	54.4%	60.3%	100.0%	-	-	31.3%	38.0%	62.6%	71.1%	
Rent from council	97	57	40	44	31	22	14	13	31	6	10	43	16	14	5	1	4	43	49	25	13	13	16	25	4	-	97	-	19	25	15	39	
	9.7%	11.7%	7.7%	15.3%	8.6%	6.1%	5.1%	5.7%	17.7%	8.7%	4.4%	17.6%	21.1%	9.1%	2.8%	0.4%	3.0%	16.3%	12.5%	19.4%	8.3%	5.5%	5.2%	29.9%	7.3%	-	52.9%	-	25.0%	11.1%	8.4%	7.3%	
Rent from private landlord	122	40	82	74	35	13	16	22	20	9	19	24	15	14	15	19	22	33	47	16	8	43	40	4	10	-	-	122	19	70	22	10	
	12.0%	8.2%	15.7%	25.4%	9.9%	3.5%	5.6%	9.8%	11.2%	11.9%	8.7%	9.7%	19.3%	9.0%	8.7%	9.5%	15.5%	12.4%	11.9%	12.1%	5.2%	17.9%	12.8%	5.1%	19.8%	-	-	100.0%	25.4%	31.3%	12.5%	1.8%	
Tied accommodation (accommodation provided by your employer)	10	1	9	8	2	-	-	-	-	1	-	1	-	-	9	-	1	8	1	-	8	-	2	-	-	-	-	-	-	1	8	1	-
	1.0%	0.2%	1.7%	2.9%	0.4%	-	-	-	-	1.4%	-	0.2%	-	-	5.3%	-	0.4%	3.2%	0.3%	-	5.2%	-	0.5%	-	-	-	-	-	0.8%	3.7%	0.6%	-	
Rent from housing association	87	35	52	22	27	38	11	31	9	9	7	32	3	11	23	4	7	12	64	9	8	28	33	5	1	-	87	-	10	24	24	29	
	8.6%	7.1%	10.0%	7.4%	7.5%	10.6%	4.1%	13.6%	4.9%	12.8%	3.0%	13.2%	4.1%	6.9%	13.1%	2.2%	4.6%	4.6%	16.1%	7.1%	4.7%	11.7%	10.4%	6.4%	3.0%	-	47.1%	-	12.9%	10.5%	13.7%	5.5%	
Live with parents / family	92	43	49	69	21	1	14	7	10	12	11	14	4	12	26	17	16	31	28	22	13	7	28	4	4	-	-	-	4	10	3	75	
	9.1%	8.8%	9.4%	23.8%	6.0%	0.4%	5.0%	3.3%	5.6%	16.0%	5.1%	5.9%	5.8%	7.6%	14.9%	8.2%	11.4%	11.7%	7.0%	16.9%	7.8%	3.1%	8.9%	4.2%	7.4%	-	-	-	4.7%	4.6%	1.5%	14.2%	
Other	3	1	3	-	1	3	*	1	1	-	-	*	*	1	1	2	*	*	1	1	1	*	1	-	1	-	-	-	-	2	1	*	
	0.3%	0.1%	0.5%	-	0.2%	0.7%	0.1%	0.3%	0.8%	-	0.2%	0.1%	0.5%	0.5%	0.4%	0.8%	0.2%	0.1%	0.3%	0.6%	0.4%	0.1%	0.2%	-	2.1%	-	-	-	-	0.7%	0.8%	0.1%	
Prefer not to say	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*
	*	-	0.1%	-	-	0.1%	-	-	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	-	0.1%	-	-	-	-	-	-	-	-	-	0.1%
SIGMA	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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**Table 2**  
**Q2. How long have you lived at your current address?**  
**Base : All Respondents**

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						Housing Tenure			Length of Housing Tenure					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Own / mortgage	Rent (Social)	Rent (Private)	Under 1 year	1-5 years	5-10 years	Over 10 years		
Unweighted Total	1009	453	556	200	373	436	285	207	159	103	234	223	64	184	160	234	205	256	314	80	159	277	337	79	57	665	155	118	57	213	179	560	
Weighted Total	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531	
Under 1 year	76	40	36	58	12	5	9	11	13	1	13	32	6	4	14	17	16	31	13	10	5	14	23	21	2	24	29	19	76	-	-	-	
	7.5%	8.1%	7.0%	20.1%	3.4%	1.5%	3.4%	5.1%	7.1%	0.8%	5.7%	13.0%	8.1%	2.9%	8.1%	8.1%	11.0%	11.6%	3.2%	7.6%	3.3%	5.8%	7.3%	25.4%	4.3%	4.0%	15.6%	15.8%	100.0%	-	-	-	
1-5 years	225	93	132	117	66	42	42	47	39	19	39	33	31	35	47	48	33	62	82	32	34	61	64	14	13	85	48	70	-	225	-	-	
	22.3%	18.9%	25.4%	40.2%	18.5%	11.6%	15.0%	21.0%	21.9%	26.0%	17.9%	13.3%	41.0%	22.7%	26.4%	23.5%	22.9%	23.3%	20.7%	24.3%	21.2%	25.7%	20.2%	16.6%	25.8%	14.3%	26.3%	57.9%	-	100.0%	-	-	
5-10 years	178	87	90	49	79	49	54	34	36	8	39	48	12	27	28	55	24	39	59	21	32	47	55	13	7	111	39	22	-	-	178	-	
	17.6%	17.8%	17.4%	17.0%	22.2%	13.6%	19.4%	15.1%	20.1%	10.7%	17.7%	19.6%	15.1%	17.6%	15.9%	26.9%	16.7%	14.9%	14.9%	16.3%	19.7%	19.8%	17.6%	15.1%	14.9%	18.6%	21.2%	18.3%	-	-	100.0%	-	
Over 10 years	531	270	261	66	199	266	173	132	91	46	129	132	27	88	88	85	71	132	243	67	90	116	173	36	27	377	68	10	-	-	-	531	
	52.6%	55.2%	50.2%	22.7%	55.9%	73.3%	62.2%	58.8%	51.0%	62.5%	58.6%	54.1%	35.8%	56.8%	49.6%	41.5%	49.4%	50.1%	61.3%	51.7%	55.8%	48.8%	54.9%	43.0%	54.9%	63.1%	36.9%	7.9%	-	-	-	100.0%	
SIGMA	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 3**  
**Q3. The voter registration system has changed this year. Are you registered to vote at your current address?**  
**Base : All Respondents**

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						Housing Tenure			Length of Housing Tenure				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Own / mortgage	Rent (Social)	Rent (Private)	Under 1 year	1-5 years	5-10 years	Over 10 years	
Unweighted Total	1009	453	556	200	373	436	285	207	159	103	234	223	64	184	160	234	205	256	314	80	159	277	337	79	57	665	155	118	57	213	179	560
Weighted Total	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531
Yes	912	462	450	225	334	353	270	215	168	72	209	230	68	147	147	186	128	248	350	108	149	218	286	81	39	571	172	91	51	199	162	500
	90.4%	94.2%	86.8%	77.6%	93.7%	97.3%	96.8%	96.2%	94.3%	98.3%	95.0%	94.3%	88.2%	95.4%	83.3%	90.2%	89.8%	93.9%	88.3%	83.3%	92.4%	91.7%	90.8%	96.3%	79.8%	95.5%	93.1%	75.3%	67.3%	88.5%	91.2%	94.2%
No	41	10	31	28	10	3	6	3	5	*	7	5	9	1	6	10	6	8	16	5	3	9	12	2	9	13	3	20	13	15	7	5
	4.0%	2.0%	5.9%	9.5%	2.8%	0.8%	2.0%	1.5%	3.0%	0.6%	3.1%	2.1%	11.2%	0.5%	3.6%	5.0%	4.4%	3.2%	3.9%	3.9%	1.7%	3.8%	3.9%	2.3%	19.4%	2.1%	1.8%	16.1%	17.7%	6.5%	4.2%	0.9%
Don't know	57	18	38	37	12	7	3	5	5	1	4	9	1	6	23	10	8	8	31	17	9	11	17	1	*	14	9	11	11	11	8	26
	5.6%	3.8%	7.4%	12.9%	3.5%	1.9%	1.2%	2.3%	2.7%	1.2%	1.9%	3.6%	0.7%	4.2%	13.2%	4.9%	5.8%	2.9%	7.7%	12.8%	5.9%	4.5%	5.3%	1.3%	0.8%	2.3%	5.0%	8.6%	14.9%	5.0%	4.6%	4.9%
SIGMA	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Survation.

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**Table 4**  
**Q4. Would you support or oppose proposals for the government to introduce a "rent control" system in the UK?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						Housing Tenure			Length of Housing Tenure			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecide d	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Own / mortgage	Rent (Social)	Rent (Private )	Under 1 year	1-5 years	5-10 years	Over 10 years
Unweighted Total	1009	453	556	200	373	436	285	207	159	103	234	223	64	184	160	234	205	256	314	80	159	277	337	79	57	665	155	118	57	213	179	560
Weighted Total	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531
Strongly support	300	150	150	105	98	97	65	76	67	25	49	80	25	54	50	61	48	68	123	53	56	83	76	13	15	154	67	59	25	93	60	122
	29.7%	30.6%	29.0%	36.2%	27.6%	26.6%	23.4%	34.0%	37.5%	34.3%	22.1%	32.9%	32.1%	34.6%	28.1%	29.7%	33.4%	25.8%	31.1%	40.5%	34.9%	34.8%	24.2%	16.0%	31.5%	25.8%	36.3%	48.7%	32.5%	41.6%	34.0%	22.9%
Somewhat support	296	129	166	92	89	114	87	67	50	12	72	88	29	35	42	52	44	91	108	31	43	68	99	33	15	178	69	34	39	54	51	151
	29.3%	26.4%	32.1%	31.7%	25.0%	31.6%	31.1%	29.8%	28.0%	17.1%	32.6%	35.9%	38.0%	22.9%	23.6%	25.4%	30.8%	34.5%	27.3%	24.0%	26.7%	28.5%	31.3%	39.1%	30.8%	29.8%	37.5%	28.0%	51.9%	24.2%	28.9%	28.4%
Neither support nor oppose	244	130	114	52	102	90	61	57	36	28	53	49	15	36	52	49	26	72	97	15	30	53	92	27	10	154	30	18	9	43	40	152
	24.1%	26.5%	21.9%	17.8%	28.5%	24.9%	22.0%	25.5%	20.2%	38.9%	24.1%	20.0%	20.1%	23.4%	29.6%	23.6%	18.1%	27.2%	24.5%	11.3%	18.4%	22.5%	29.2%	32.3%	20.8%	25.8%	16.0%	14.6%	11.4%	19.0%	22.7%	28.6%
Somewhat oppose	46	27	19	7	15	23	27	5	7	2	19	6	4	12	3	19	5	6	16	10	9	7	15	1	3	36	4	2	*	15	5	25
	4.5%	5.5%	3.6%	2.5%	4.2%	6.5%	9.8%	2.3%	4.2%	3.2%	8.8%	2.3%	5.7%	7.5%	1.6%	9.2%	3.6%	2.3%	3.9%	7.8%	5.4%	3.1%	4.7%	1.3%	6.5%	6.1%	2.0%	1.5%	0.4%	6.8%	2.7%	4.8%
Strongly oppose	23	16	7	2	8	13	12	1	6	1	12	3	1	5	1	11	4	6	2	2	6	3	8	1	1	22	*	-	1	3	5	14
	2.3%	3.3%	1.3%	0.8%	2.3%	3.5%	4.1%	0.6%	3.5%	1.9%	5.6%	1.2%	0.9%	3.0%	0.7%	5.5%	2.5%	2.5%	0.5%	1.7%	4.0%	1.2%	2.7%	1.7%	1.3%	3.8%	0.1%	-	1.4%	1.3%	2.6%	2.7%
Don't know	101	38	63	32	44	25	27	18	12	3	15	19	2	13	29	14	16	21	50	19	17	24	25	8	4	52	15	9	2	16	16	67
	10.0%	7.7%	12.1%	11.0%	12.3%	7.0%	9.5%	7.8%	6.6%	4.5%	6.7%	7.7%	3.0%	8.6%	16.4%	6.6%	11.5%	7.8%	12.7%	14.7%	10.7%	10.0%	8.0%	9.6%	9.1%	8.8%	8.0%	7.3%	2.4%	7.0%	9.1%	12.6%
SIGMA	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49	598	184	122	76	225	178	531
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



	Page	Table	Title	Base Description	Base
	4	1	Q1. Which of these best describes the accommodation you live in?	Base : All Respondents	1009
	5	2	Q2. How long have you lived at your current address?	Base : All Respondents	1009
	6	3	Q3. The voter registration system has changed this year. Are you registered to vote at your current address?	Base : All Respondents	1009
	7	4	Q4. Would you support or oppose proposals for the government in introduce a "rent control" system in the UK?	Base : All Respondents	1009