

British Public Survey

03/11/2014

Prepared on behalf of Spider PR



British Public Survey

Survation.

Methodology

Fieldwork Dates

24th October - 1st November 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

2,012

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

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 2,012 it is 95% certain that the 'true' value will fall within the range of 2.2% 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.

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 Briône and Damian Lyons Lowe.

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Table 1
Q18. As someone who rents out property, do you consider yourself to be an ethical landlord (e.g. do you put in a lot of effort into being fair with your tenants and thought into how being a landlord affects others and society at large)?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	313	165	148	60	156	97	112	64	45	28	32	33	9	20	44	62	10	159	75	55	24	47	24	50	28	16	23	25	23	44	7	22
Weighted Total	319	175	144	77	172	71	107	77	54	23	30	45	13	22	63	53	6	172	70	52	25	59	26	54	28	13	21	23	19	42	7	22
Always	230	130	100	42	125	63	85	45	43	17	20	34	10	13	50	33	4	128	48	40	14	33	23	41	21	10	15	19	17	29	4	13
	72.1%	74.2%	69.5%	54.7%	72.7%	89.4%	80.1%	58.3%	78.8%	76.8%	66.6%	74.6%	72.1%	58.7%	78.2%	62.2%	63.7%	74.1%	69.3%	76.8%	56.3%	56.8%	90.0%	75.9%	75.5%	77.1%	71.1%	82.8%	85.9%	68.8%	60.9%	56.7%
Mostly	73	37	36	30	39	5	15	30	11	5	6	10	4	9	13	16	*	35	19	7	11	20	3	12	7	3	2	3	3	10	3	9
	22.9%	21.3%	24.8%	39.1%	22.4%	6.4%	13.7%	39.1%	21.2%	23.2%	18.3%	22.7%	27.9%	41.3%	20.8%	30.7%	7.8%	20.3%	27.8%	14.4%	43.7%	34.4%	10.0%	22.3%	24.5%	22.9%	7.4%	12.9%	14.1%	23.2%	39.1%	38.8%
Sometimes	14	8	6	5	6	3	5	1	-	-	3	1	-	-	1	4	*	7	2	5	-	4	-	1	-	-	3	1	-	3	-	1
	4.3%	4.6%	4.0%	6.2%	3.5%	4.2%	4.9%	1.3%	-	-	10.5%	2.7%	-	-	1.0%	7.1%	5.6%	4.2%	2.9%	8.8%	-	7.1%	-	1.9%	-	-	15.0%	4.3%	-	8.0%	-	4.5%
Never	2	-	2	-	2	-	1	1	-	-	1	-	-	-	-	-	1	2	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	0.8%	-	1.7%	-	1.4%	-	1.3%	1.3%	-	-	4.6%	-	-	-	-	-	22.8%	1.4%	-	-	-	1.7%	-	-	-	-	6.6%	-	-	-	-	-
SIGMA	319	175	144	77	172	71	107	77	54	23	30	45	13	22	63	53	6	172	70	52	25	59	26	54	28	13	21	23	19	42	7	22
	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
Q19. As a landlord, what do you think you ought to do to be considered ethical?
Base : As a landlord, currently rent out a property that you own to tenants

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11												
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West		
Unweighted Total	313	165	148	60	156	97	112	64	45	28	32	33	9	20	44	62	10	159	75	55	24	47	24	50	28	16	23	25	23	44	7	22	
Weighted Total	319	175	144	77	172	71	107	77	54	23	30	45	13	22	63	53	6	172	70	52	25	59	26	54	28	13	21	23	19	42	7	22	
Reduce rent	29	19	10	9	13	7	10	4	8	2	4	4	-	4	6	5	1	11	10	7	1	3	1	9	4	1	4	-	2	4	-	-	
	9.2%	10.9%	7.0%	11.5%	7.7%	10.3%	9.7%	5.5%	14.8%	8.9%	11.7%	8.6%	-	20.6%	9.8%	10.3%	10.4%	6.4%	14.4%	13.1%	5.8%	4.5%	3.9%	17.6%	14.0%	4.9%	16.7%	-	10.3%	10.0%	-	-	
Be more understanding when it comes to damage/ breakages	118	65	53	33	55	31	34	31	26	11	9	16	1	17	22	22	2	65	32	14	7	24	6	22	13	8	6	10	5	15	-	4	
	36.9%	36.9%	36.9%	42.3%	31.7%	43.5%	31.7%	39.7%	47.5%	49.2%	30.0%	35.2%	9.7%	78.0%	35.0%	41.2%	26.3%	37.4%	45.8%	28.1%	26.5%	41.2%	22.2%	41.7%	47.3%	61.8%	29.2%	41.2%	24.7%	36.2%	-	19.5%	
Respond to tenant enquiries more quickly	176	93	83	27	102	46	67	35	29	8	10	18	2	10	25	23	1	98	39	29	9	23	11	32	18	10	15	13	11	29	3	7	
	55.0%	53.0%	57.4%	35.6%	59.4%	65.4%	62.8%	45.6%	54.4%	37.3%	33.6%	40.8%	13.1%	44.4%	40.2%	42.3%	18.9%	56.9%	55.5%	57.0%	36.5%	38.9%	41.5%	59.0%	63.8%	80.1%	68.8%	54.3%	56.1%	69.9%	52.3%	31.6%	
Give the house a makeover/do renovations	173	99	74	32	92	49	56	34	36	13	9	18	4	19	32	22	4	96	38	28	11	28	13	29	15	8	11	13	14	28	3	7	
	54.2%	56.5%	51.5%	41.2%	53.8%	69.8%	52.3%	44.3%	66.7%	59.0%	28.1%	39.7%	32.6%	85.8%	50.6%	41.1%	60.3%	55.7%	54.5%	53.6%	44.4%	47.9%	49.7%	53.2%	53.8%	61.9%	51.6%	57.1%	73.0%	67.8%	45.7%	33.0%	
Offer to pay for bills	15	10	5	7	7	1	4	5	2	2	-	2	2	1	4	2	-	10	3	2	1	2	-	5	-	1	2	2	-	3	-	-	
	4.5%	5.7%	3.2%	8.5%	4.0%	1.6%	3.8%	6.8%	3.5%	10.5%	-	5.1%	14.0%	5.8%	5.9%	3.4%	-	5.5%	4.0%	3.1%	2.3%	2.8%	-	9.1%	-	8.4%	7.4%	9.7%	-	7.2%	-	-	
Be more open to prospective tenants on low incomes	63	35	28	12	35	16	14	19	16	5	2	13	1	7	9	16	*	33	11	9	10	7	1	12	7	-	2	3	5	13	1	11	
	19.6%	19.8%	19.3%	15.2%	20.1%	23.1%	12.9%	24.0%	28.9%	22.1%	5.7%	28.6%	6.8%	32.0%	14.7%	29.6%	6.9%	19.3%	15.7%	16.8%	38.2%	11.2%	5.6%	22.9%	23.2%	-	7.4%	14.0%	24.4%	30.2%	15.2%	51.3%	
Provide alternative accommodation for them in the event of a home emergency	61	30	32	14	33	14	23	15	7	3	7	7	1	2	9	7	2	40	9	7	5	11	4	8	4	1	6	7	5	10	2	3	
	19.2%	17.0%	21.9%	18.2%	19.4%	19.8%	21.6%	18.9%	13.0%	11.1%	21.9%	15.2%	5.5%	10.5%	14.4%	13.3%	34.5%	23.1%	13.3%	13.7%	20.3%	18.9%	15.4%	14.9%	14.1%	8.4%	26.5%	29.4%	26.1%	24.4%	32.5%	14.8%	
Make homes more eco-friendly	98	55	43	15	52	32	40	11	21	6	7	9	4	4	18	11	1	55	19	14	10	17	8	11	9	3	10	7	8	12	3	8	
	30.7%	31.2%	30.1%	19.2%	30.1%	44.7%	37.3%	14.3%	38.2%	27.7%	23.8%	20.9%	32.1%	19.5%	27.7%	21.1%	21.1%	31.9%	27.3%	27.9%	38.0%	28.4%	31.4%	21.1%	32.8%	26.7%	45.1%	31.7%	42.5%	28.0%	45.7%	36.6%	
Buy properties which have stood empty for a while	23	15	9	5	15	4	10	5	4	1	1	2	1	-	3	2	-	12	6	5	-	4	3	5	5	-	1	1	-	4	-	-	
	7.3%	8.4%	6.0%	6.1%	8.4%	5.9%	9.8%	6.2%	6.7%	4.4%	4.8%	4.4%	10.0%	-	5.3%	3.8%	-	7.1%	8.5%	10.1%	-	7.1%	12.9%	8.6%	18.7%	-	4.7%	4.3%	-	9.6%	-	-	
Have home emergency cover that the tenant can call on 24/7	101	57	43	21	54	26	36	21	16	7	6	13	2	7	12	19	2	66	18	11	6	14	6	25	9	5	8	5	6	14	2	4	
	31.6%	32.7%	30.1%	27.4%	31.2%	37.0%	33.7%	26.8%	30.0%	29.6%	21.1%	28.8%	16.8%	33.2%	18.6%	35.3%	34.5%	38.1%	25.4%	21.9%	23.9%	23.9%	25.1%	47.3%	30.7%	40.9%	35.7%	22.7%	32.6%	32.9%	32.5%	16.1%	
Be flexible towards longstanding tenants if they are unable to pay rent due to extenuating circumstances	145	90	54	34	78	33	40	37	29	13	7	22	7	15	34	21	1	86	30	24	5	32	11	27	14	7	8	14	8	17	1	3	
	45.3%	51.6%	37.8%	44.1%	45.2%	47.2%	37.3%	48.4%	53.6%	59.4%	22.2%	48.9%	54.8%	67.7%	54.3%	39.6%	13.8%	49.9%	43.1%	46.2%	18.7%	53.9%	41.3%	50.7%	49.5%	53.4%	37.7%	58.9%	40.5%	41.1%	15.2%	11.7%	
Other	8	5	3	1	5	2	4	-	2	-	2	-	-	-	2	*	*	3	3	*	1	3	-	1	1	-	1	-	-	-	1	-	-
	2.4%	2.7%	2.1%	1.3%	3.0%	2.3%	3.9%	-	3.7%	-	6.9%	-	-	-	3.3%	0.5%	5.6%	2.0%	4.3%	0.7%	3.9%	5.3%	-	2.3%	3.5%	-	4.7%	-	-	3.2%	-	-	
None of the above	12	5	7	4	5	3	6	4	1	-	4	*	-	*	-	4	-	6	3	3	-	2	-	*	-	-	3	1	-	-	1	4	
	3.8%	3.1%	4.6%	5.5%	2.9%	4.2%	5.3%	5.2%	2.7%	-	11.6%	1.0%	-	0.8%	-	7.8%	-	3.6%	4.7%	5.1%	-	3.4%	-	0.9%	-	-	15.0%	4.3%	-	-	15.2%	20.1%	
SIGMA	1021	577	444	212	544	265	343	220	196	72	67	124	26	86	177	154	14	581	221	153	66	169	64	188	100	45	75	76	64	150	17	52	
	319.8%	329.6%	307.9%	276.1%	316.7%	374.8%	322.0%	285.7%	363.6%	319.3%	221.4%	277.2%	195.4%	398.2%	279.9%	289.0%	232.4%	337.0%	316.4%	297.1%	258.7%	287.4%	248.9%	349.3%	351.5%	346.4%	350.4%	327.5%	330.0%	360.6%	254.3%	234.7%	

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Table 3
Q20. In your time as a landlord, which of the following bad tenant traits have you experienced?
Base : As a landlord, rent out a property that you own to tenants in pase or currently

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	518	265	253	112	239	167	161	104	78	54	57	55	17	44	76	113	29	224	119	117	58	84	38	85	41	25	39	44	37	58	15	47
Weighted Total	532	287	244	145	263	124	162	121	91	49	65	70	20	48	100	109	27	248	115	113	55	104	43	83	42	22	38	46	31	53	15	50
Paid rent late	199	114	85	50	106	43	61	53	29	13	27	18	8	18	45	33	5	100	41	40	18	41	16	33	14	6	17	17	18	22	7	8
	37.5%	39.7%	34.9%	34.1%	40.5%	35.1%	37.5%	43.4%	31.5%	27.0%	42.4%	26.1%	38.3%	38.4%	45.1%	30.6%	19.4%	40.3%	35.7%	35.6%	32.7%	39.4%	36.8%	40.1%	33.4%	27.3%	44.8%	36.7%	56.0%	40.9%	44.8%	15.7%
Made excuses for not paying rent	117	73	44	18	64	35	39	26	21	5	11	19	6	15	25	24	4	60	18	22	18	20	10	17	9	4	13	11	7	11	7	7
	22.0%	25.3%	18.1%	12.1%	24.5%	28.4%	23.9%	21.7%	23.4%	10.3%	16.9%	26.5%	31.5%	30.4%	25.2%	21.9%	15.4%	24.1%	15.5%	19.3%	31.8%	19.3%	23.8%	25.0%	20.5%	19.7%	33.6%	24.6%	23.8%	21.0%	44.3%	14.6%
Avoided paying rent at all	142	88	54	32	79	31	44	34	25	9	17	13	1	20	22	25	5	67	36	26	13	29	9	18	13	5	10	16	9	18	4	8
	26.7%	30.7%	22.0%	22.1%	30.0%	25.3%	27.1%	27.9%	27.1%	17.9%	25.7%	18.1%	4.6%	40.8%	22.3%	23.3%	17.3%	27.1%	31.1%	22.6%	24.3%	28.0%	21.7%	21.9%	31.2%	24.9%	26.2%	35.8%	29.7%	34.6%	25.2%	16.6%
Damaged contents in the property	168	95	73	35	88	45	45	43	33	10	11	22	4	27	32	36	3	73	46	36	14	35	10	25	12	6	11	18	12	16	6	16
	31.6%	33.1%	29.8%	24.2%	33.5%	36.2%	27.6%	35.7%	35.7%	20.2%	17.7%	31.0%	19.4%	56.1%	31.8%	33.3%	12.4%	29.3%	40.0%	31.4%	24.6%	33.4%	22.8%	30.3%	29.6%	25.9%	30.1%	39.1%	39.4%	30.6%	37.8%	31.4%
Damaged the property itself	152	86	66	26	88	38	45	40	25	10	13	25	3	13	26	29	7	74	31	34	13	28	10	22	13	3	13	18	11	14	6	13
	28.6%	29.9%	27.1%	17.8%	33.5%	30.9%	27.5%	33.3%	27.0%	20.9%	20.4%	36.1%	16.3%	27.2%	26.3%	26.2%	27.7%	30.0%	26.8%	30.2%	23.1%	27.4%	23.8%	26.0%	29.9%	15.0%	33.8%	38.3%	34.7%	27.0%	37.0%	26.9%
Vacated the property with little or no notice	104	62	42	15	59	31	35	14	29	6	10	11	7	9	17	18	5	53	19	23	8	8	5	18	10	3	14	9	7	8	4	12
	19.6%	21.6%	17.3%	10.1%	22.5%	24.7%	21.4%	11.5%	31.3%	12.3%	16.0%	15.7%	33.1%	18.9%	17.3%	17.0%	18.6%	21.4%	16.8%	20.7%	15.2%	7.5%	10.7%	21.9%	24.9%	13.8%	37.7%	20.6%	23.5%	15.6%	28.8%	24.1%
Upset the neighbours	107	60	46	24	56	26	31	30	16	7	14	13	3	6	21	21	5	59	18	21	9	20	9	13	10	3	9	17	10	7	2	6
	20.1%	21.0%	19.0%	16.8%	21.3%	21.1%	19.0%	25.1%	17.1%	13.8%	22.3%	18.8%	15.6%	12.8%	20.8%	19.3%	16.9%	23.7%	15.2%	18.8%	16.3%	19.1%	21.0%	16.0%	24.3%	13.8%	24.9%	37.2%	32.4%	13.2%	15.0%	11.0%
Illegally sublet a room/the entire property	44	26	19	12	25	7	12	21	1	3	3	7	1	4	5	10	*	21	11	6	6	15	4	6	5	2	3	4	1	4	-	*
	8.3%	9.0%	7.6%	8.5%	9.4%	5.9%	7.3%	17.3%	1.4%	5.6%	4.5%	9.6%	4.6%	8.6%	5.3%	8.8%	1.6%	8.7%	9.5%	5.6%	10.1%	14.8%	10.1%	7.0%	12.6%	9.2%	8.0%	7.9%	2.4%	7.4%	-	0.4%
Refused to move out	64	38	26	12	33	19	19	14	10	1	8	6	-	3	7	9	4	33	7	13	11	10	4	12	6	4	7	9	4	2	*	5
	12.1%	13.2%	10.7%	8.5%	12.6%	15.2%	11.5%	11.9%	11.1%	2.0%	12.2%	9.1%	-	5.5%	7.2%	8.3%	14.0%	13.4%	6.1%	11.7%	19.4%	9.5%	10.4%	14.0%	14.4%	18.5%	19.0%	20.6%	12.8%	3.6%	3.0%	10.4%
Used the property for criminal purposes	39	18	21	5	30	5	7	16	7	1	4	10	2	2	9	10	*	15	9	7	9	6	4	5	3	2	1	4	3	1	1	8
	7.4%	6.2%	8.8%	3.2%	11.4%	3.7%	4.5%	13.4%	8.1%	2.0%	6.3%	14.6%	9.5%	3.5%	9.4%	9.3%	1.6%	6.0%	7.7%	6.1%	15.4%	5.6%	9.1%	5.6%	7.1%	9.2%	2.7%	9.3%	9.6%	2.3%	6.6%	15.2%
Lied about references	72	41	31	14	38	20	19	24	9	7	3	15	11	5	13	22	1	34	15	6	17	17	5	9	4	1	9	6	5	3	2	11
	13.6%	14.2%	12.8%	9.5%	14.5%	16.5%	11.7%	20.1%	10.2%	13.8%	4.5%	20.9%	56.3%	10.9%	12.9%	20.6%	3.5%	13.8%	12.8%	5.7%	30.0%	16.6%	11.1%	10.3%	9.3%	4.6%	24.7%	13.4%	15.6%	6.4%	12.7%	22.4%
Refused you access to the property	41	22	19	13	23	6	7	15	8	2	7	9	-	2	8	8	4	21	6	8	6	15	2	4	1	-	4	7	3	1	-	3
	7.8%	7.8%	7.8%	8.7%	8.7%	4.8%	4.6%	12.4%	8.9%	4.1%	10.1%	12.9%	-	4.7%	8.1%	7.7%	14.4%	8.5%	5.6%	7.1%	10.6%	14.8%	3.8%	4.5%	2.4%	-	10.1%	16.3%	9.6%	1.9%	-	5.2%
None of the above	161	85	76	34	75	51	65	22	31	16	22	18	1	15	25	31	9	80	35	37	9	22	20	26	15	9	12	7	8	14	5	22
	30.2%	29.5%	31.1%	23.4%	28.6%	41.6%	39.9%	18.1%	34.0%	33.2%	33.3%	25.4%	3.6%	30.6%	25.4%	28.0%	32.7%	32.2%	30.4%	32.6%	16.2%	21.1%	46.2%	30.7%	35.4%	43.4%	30.9%	15.6%	25.0%	27.5%	35.5%	43.3%
SIGMA	1411	808	603	289	764	358	426	354	243	90	151	186	46	138	256	277	52	690	291	280	149	266	108	207	116	49	122	144	99	122	44	118
	265.4%	281.1%	247.0%	198.9%	290.9%	289.4%	263.7%	291.6%	266.8%	183.3%	232.3%	264.7%	232.8%	288.3%	257.2%	254.3%	195.3%	278.5%	253.0%	247.3%	269.5%	256.7%	251.2%	249.4%	275.1%	225.4%	326.3%	315.5%	314.3%	232.0%	290.6%	237.4%

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Prepared on behalf of Spider PR

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Table 4
Q21. In your time as a landlord, how did you come to own the rental property?
Base : As a landlord, rent out a property that you own to tenants in past or currently

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11												
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West		
Unweighted Total	518	265	253	112	239	167	161	104	78	54	57	55	17	44	76	113	29	224	119	117	58	84	38	85	41	25	39	44	37	58	15	47	
Weighted Total	532	287	244	145	263	124	162	121	91	49	65	70	20	48	100	109	27	248	115	113	55	104	43	83	42	22	38	46	31	53	15	50	
I inherited/was gifted the home	75	38	37	37	25	13	17	33	12	2	15	15	2	9	29	11	1	32	21	12	10	22	3	9	5	1	9	11	1	8	2	3	
	14.2%	13.4%	15.1%	25.7%	9.6%	10.5%	10.6%	27.3%	13.5%	5.1%	22.7%	21.2%	11.1%	18.9%	29.1%	10.5%	3.7%	13.1%	18.0%	10.6%	18.6%	21.6%	7.5%	10.4%	13.0%	6.3%	23.2%	24.8%	1.9%	16.1%	13.2%	6.5%	
It was the home I previously lived in and I now live elsewhere	239	136	103	64	133	42	67	60	45	26	31	29	10	22	51	47	14	115	56	47	20	56	21	35	20	6	12	14	18	19	4	29	
	44.9%	47.3%	42.0%	43.9%	50.6%	33.8%	41.5%	49.6%	49.2%	52.2%	47.2%	41.9%	50.6%	46.8%	51.3%	43.2%	51.1%	46.5%	48.4%	41.5%	37.0%	53.6%	47.9%	42.1%	47.5%	29.5%	32.0%	48.4%	31.5%	58.3%	36.4%	29.4%	57.8%
I purchased the home with the intention of renting it out	225	123	102	49	119	57	78	46	29	20	24	29	7	19	35	44	10	106	46	49	24	40	19	33	14	11	20	21	12	26	8	16	
	42.3%	42.8%	41.8%	33.4%	45.3%	46.4%	48.1%	38.1%	32.2%	40.6%	37.0%	41.8%	36.8%	39.9%	35.0%	40.8%	37.2%	42.8%	39.6%	43.5%	43.3%	39.1%	45.0%	40.0%	32.4%	51.8%	52.3%	46.2%	37.4%	49.2%	55.4%	32.8%	
Other	30	15	15	12	5	13	7	2	12	2	2	5	2	5	5	10	2	15	5	8	3	5	1	8	4	3	*	2	1	3	*	3	
	5.7%	5.3%	6.2%	7.9%	2.1%	10.8%	4.1%	2.0%	12.7%	4.1%	3.8%	6.8%	11.1%	9.9%	5.3%	9.1%	8.0%	6.0%	4.7%	6.6%	4.6%	5.0%	1.9%	9.8%	9.5%	12.4%	0.6%	4.0%	2.4%	5.7%	2.1%	6.7%	
SIGMA	569	312	257	161	283	125	169	142	98	50	72	78	22	55	120	113	27	268	128	116	57	124	44	85	43	22	41	49	31	57	15	52	
	107.0%	108.7%	105.1%	110.9%	107.5%	101.4%	104.3%	117.0%	107.6%	102.0%	110.7%	111.7%	109.5%	115.5%	120.7%	103.5%	100.0%	108.3%	110.7%	102.3%	103.4%	119.3%	102.3%	102.3%	102.4%	100.0%	108.0%	106.5%	100.0%	107.4%	100.0%	103.7%	

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Table 5
Q22. As a tenant, how would you rate your current landlord?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecide d	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humbersi de	North East	North West	
Unweighted Total	533	218	315	168	172	193	90	101	64	46	77	124	22	90	184	218	95	55	84	152	242	66	52	93	49	18	43	33	42	44	26	63
Weighted Total	529	253	276	229	180	120	79	117	89	41	79	126	36	71	201	202	92	84	76	141	229	79	53	91	55	15	34	30	41	45	20	64
Excellent	179	103	77	81	59	40	26	42	26	22	20	45	17	30	87	58	27	33	23	43	80	26	17	24	20	5	8	17	17	9	12	23
	33.9%	40.6%	27.8%	35.2%	33.0%	32.9%	33.4%	36.1%	29.1%	52.9%	24.7%	35.9%	46.0%	42.0%	43.3%	28.5%	29.0%	39.9%	30.7%	30.5%	34.9%	33.2%	33.0%	26.9%	35.6%	22.5%	56.7%	42.0%	19.0%	60.3%	36.0%	
Good	228	87	141	84	83	61	33	51	36	14	41	54	5	27	76	95	43	31	41	64	92	28	26	51	12	7	17	9	18	6	25	
	43.0%	34.3%	51.0%	36.5%	46.0%	50.8%	41.6%	43.8%	40.5%	33.2%	52.1%	42.9%	14.5%	37.7%	38.0%	46.9%	46.3%	37.1%	53.8%	45.2%	40.2%	35.6%	48.5%	56.0%	22.0%	47.8%	49.3%	30.2%	43.9%	62.7%	29.8%	39.1%
Neither good nor bad	75	50	25	39	25	11	16	8	16	5	13	10	11	9	22	28	19	14	10	23	29	19	5	8	17	-	4	2	3	1	2	14
	14.2%	19.8%	9.1%	17.2%	14.1%	8.9%	19.6%	6.8%	18.3%	11.8%	16.6%	8.3%	30.6%	12.2%	11.2%	14.0%	20.7%	16.3%	13.4%	16.1%	12.6%	24.5%	9.4%	8.7%	30.8%	-	12.8%	6.3%	6.8%	2.9%	9.9%	21.7%
Poor	42	14	28	20	13	9	4	15	8	1	5	14	3	6	14	21	3	6	2	10	24	5	5	7	6	1	5	2	3	6	-	2
	7.9%	5.4%	10.3%	8.9%	7.0%	7.3%	5.4%	13.3%	8.5%	2.1%	6.5%	11.4%	8.9%	8.1%	7.2%	10.4%	2.8%	6.7%	2.1%	7.4%	10.6%	6.7%	9.0%	7.2%	11.6%	6.0%	13.5%	6.8%	7.3%	12.5%	-	3.2%
Shocking	5	-	5	5	-	-	-	-	3	-	-	2	-	-	1	1	1	-	-	1	4	-	-	1	-	2	1	-	-	1	-	-
	1.0%	-	1.8%	2.2%	-	-	-	-	3.5%	-	-	1.5%	-	-	0.4%	0.3%	1.2%	-	-	0.8%	1.7%	-	-	1.2%	-	13.7%	1.9%	-	-	2.9%	-	-
SIGMA	529	253	276	229	180	120	79	117	89	41	79	126	36	71	201	202	92	84	76	141	229	79	53	91	55	15	34	30	41	45	20	64
	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 6
Q23. As a tenant, do you think your landlord should do more to help you?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11												
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West		
Unweighted Total	533	218	315	168	172	193	90	101	64	46	77	124	22	90	184	218	95	55	84	152	242	66	52	93	49	18	43	33	42	44	26	63	
Weighted Total	529	253	276	229	180	120	79	117	89	41	79	126	36	71	201	202	92	84	76	141	229	79	53	91	55	15	34	30	41	45	20	64	
Yes	294	133	161	137	106	51	37	75	44	15	36	84	23	40	125	104	48	45	27	88	134	57	22	49	41	6	25	14	13	24	5	35	
	55.5%	52.5%	58.2%	59.7%	58.8%	42.6%	46.5%	64.0%	49.7%	37.2%	45.2%	66.4%	64.3%	56.7%	62.3%	51.6%	52.6%	53.1%	35.5%	62.6%	58.5%	73.0%	41.7%	54.0%	73.7%	41.7%	71.4%	46.7%	31.6%	53.2%	27.8%	54.0%	
No	236	120	115	92	74	69	42	42	45	26	43	42	13	31	76	98	44	39	49	53	95	21	31	42	15	8	10	16	28	21	14	29	
	44.5%	47.5%	41.8%	40.3%	41.2%	57.4%	53.5%	36.0%	50.3%	62.8%	54.8%	33.6%	35.7%	43.3%	37.7%	48.4%	47.4%	46.9%	64.5%	37.4%	41.5%	27.0%	58.3%	46.0%	26.3%	58.3%	28.6%	64.5%	53.3%	68.4%	46.8%	72.2%	46.0%
SIGMA	529	253	276	229	180	120	79	117	89	41	79	126	36	71	201	202	92	84	76	141	229	79	53	91	55	15	34	30	41	45	20	64	
	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 7
Q24. In your time as a tenant, which of the following bad landlord traits have you ever experienced?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	1031	429	602	248	318	465	211	201	152	101	176	244	47	178	360	437	177	195	187	280	369	117	98	172	91	45	87	66	88	84	49	125
Weighted Total	1044	503	541	371	379	294	191	243	188	78	162	269	70	155	407	390	186	239	153	276	377	147	99	158	88	35	83	69	91	78	50	138
Overcharged rent or too regularly increased rent	92	44	49	37	46	10	15	32	16	6	18	25	11	23	49	28	11	23	18	21	31	18	11	16	14	3	6	1	7	2	8	5
Didn't put the deposit in the Deposit Protection scheme	106	57	49	56	38	12	24	12	17	6	14	28	13	13	69	20	14	34	25	8	39	15	8	19	7	3	7	11	6	5	9	14
Nosey (e.g. came into the house uninvited)	126	53	73	69	49	8	17	31	26	9	7	33	13	11	67	36	16	32	32	18	44	26	7	11	9	2	7	17	15	8	10	11
Refused to fix broken items	176	72	104	88	68	20	16	38	29	19	28	41	9	27	83	51	27	38	20	42	75	25	20	31	19	10	11	6	20	10	5	15
Tried to make you pay for items that were already damaged or broken when you moved in	108	40	68	64	35	9	22	18	16	5	14	27	11	22	58	33	10	24	24	26	35	15	9	20	5	2	12	14	6	4	12	8
Used low quality tradesman to carry out maintenance work/did it themselves as a quick fix	215	92	122	93	84	39	30	53	40	11	21	67	26	29	92	88	20	45	27	58	84	38	22	34	24	3	13	10	12	15	11	29
Tried to make you pay for maintenance work/used suppliers who charge extortionate amounts	107	51	56	57	39	10	20	26	14	2	16	40	4	12	70	25	7	23	20	18	46	14	14	16	3	1	10	16	5	6	8	9
Provided cheap/not fit for purpose furniture in furnished properties	118	35	83	72	38	7	14	21	28	4	14	27	21	6	59	32	15	35	24	26	33	30	7	9	15	3	8	14	6	5	2	16
Hard to get hold of when needed	239	116	123	130	78	31	29	54	40	22	22	69	13	39	139	58	29	55	49	48	87	38	23	45	19	9	19	16	24	13	12	15
Gives bad references for future lettings	16	8	8	8	8	0.1%	2	7	3	-	6	5	2	1	9	5	-	6	5	1	4	5	1	6	-	-	2	-	1	-	2	
Broke promises	144	69	74	67	54	23	12	37	29	20	15	43	9	17	61	48	23	39	21	29	56	24	12	18	13	5	13	5	20	11	4	18
Tried you evict you with less than 2 months' notice	54	27	27	25	26	3	1	16	6	1	5	20	8	12	25	24	1	7	7	7	33	16	1	18	1	-	2	-	2	4	-	9
Included hidden clauses in the tenancy agreement	49	28	21	29	15	4	2	12	5	3	6	14	2	13	25	17	5	7	5	10	27	11	3	14	1	1	8	-	3	3	1	3

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Table 7
Q24. In your time as a tenant, which of the following bad landlord traits have you ever experienced?
Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Weighted Total	1044	503	541	371	379	294	191	243	188	78	162	269	70	155	407	390	186	239	153	276	377	147	99	158	88	35	83	69	91	78	50	138	
Withheld important information before you signed the paperwork	47	18	29	31	13	3	6	22	3	4	7	16	4	13	30	10	5	16	11	7	13	15	5	10	2	-	6	2	*	2	2	2	
	4.5%	3.7%	5.3%	8.3%	3.4%	1.0%	3.4%	9.2%	1.8%	4.6%	4.3%	6.1%	5.2%	8.7%	7.5%	2.6%	2.6%	6.7%	7.0%	2.5%	3.6%	10.4%	5.0%	6.1%	2.5%	-	7.2%	2.6%	2.5%	0.1%	3.2%	3.7%	1.5%
None of the above	494	239	254	118	167	208	115	111	90	35	86	115	21	80	150	208	103	106	66	139	181	57	44	68	39	19	46	32	43	44	24	72	
	47.3%	47.6%	47.0%	31.8%	44.1%	70.8%	60.2%	45.7%	48.0%	44.4%	53.0%	42.8%	30.6%	51.6%	36.8%	53.3%	55.3%	44.6%	43.6%	50.5%	48.1%	39.1%	44.9%	43.0%	44.6%	55.9%	55.0%	46.9%	46.9%	56.9%	47.0%	52.6%	
SIGMA	2090	948	1142	944	758	388	328	489	362	146	277	572	166	319	988	683	284	490	354	458	788	350	187	334	171	62	167	147	169	134	107	229	
	200.1%	188.3%	211.0%	254.1%	199.8%	132.1%	171.5%	201.4%	192.1%	186.8%	170.4%	212.2%	238.1%	205.5%	242.8%	175.3%	152.8%	205.1%	232.2%	165.9%	209.0%	238.1%	189.5%	211.7%	194.1%	178.8%	200.2%	212.6%	186.0%	172.9%	213.5%	166.4%	

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Table 8
Q25. In your time as a tenant, which of the following good landlord traits have you ever experienced?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	1031	429	602	248	318	465	211	201	152	101	176	244	47	178	360	437	177	195	187	280	369	117	98	172	91	45	87	66	88	84	49	125
Weighted Total	1044	503	541	371	379	294	191	243	188	78	162	269	70	155	407	390	186	239	153	276	377	147	99	158	88	35	83	69	91	78	50	138
Quick to solve problems when they arise	339	166	174	110	124	105	62	84	66	40	51	80	27	54	144	128	55	86	55	73	125	40	29	46	32	14	20	25	40	30	21	38
	32.5%	33.0%	32.1%	29.7%	32.6%	35.9%	32.4%	34.7%	35.1%	50.6%	31.2%	29.9%	39.2%	34.7%	35.4%	32.8%	29.7%	36.1%	36.1%	26.4%	33.2%	27.2%	29.7%	29.3%	36.6%	40.4%	24.1%	36.9%	44.6%	38.0%	42.3%	27.5%
Didn't charge you for damage to the property or contents, even though you were at fault	67	34	33	29	22	16	11	21	13	11	5	11	5	11	31	20	13	13	21	13	20	17	3	11	8	2	2	6	10	4	*	1
	6.4%	6.7%	6.1%	7.7%	5.7%	5.6%	5.5%	8.8%	7.0%	13.4%	3.0%	4.0%	6.7%	7.3%	7.5%	5.2%	7.1%	5.3%	13.7%	4.8%	5.3%	11.2%	3.2%	7.2%	9.7%	4.6%	2.5%	8.2%	10.7%	5.6%	0.4%	0.9%
Agreed to renovate some or all of the building, at their own cost	144	89	55	42	63	39	30	49	23	11	32	37	7	27	41	72	25	34	24	35	51	25	19	21	12	4	5	6	14	4	9	21
	13.8%	17.6%	10.2%	11.3%	16.6%	13.2%	15.7%	20.2%	12.2%	13.4%	19.4%	13.7%	9.3%	17.2%	10.0%	18.5%	13.6%	14.2%	15.7%	12.7%	13.5%	17.2%	19.0%	13.6%	13.9%	10.8%	6.5%	8.9%	15.9%	4.7%	18.2%	15.6%
Were always friendly and courteous	445	222	222	151	158	136	82	104	76	47	69	112	27	54	205	146	68	96	70	145	134	61	44	55	48	18	22	34	43	21	24	73
	42.6%	44.2%	41.1%	40.6%	41.5%	46.4%	42.8%	42.9%	40.5%	60.2%	42.3%	41.5%	39.3%	35.0%	50.4%	37.5%	36.6%	40.0%	46.2%	52.5%	35.5%	41.8%	44.2%	34.9%	54.3%	50.6%	26.1%	48.9%	47.8%	27.4%	46.9%	52.7%
Didn't charge extra for reference checks at the point of move in	168	72	96	73	52	43	15	42	43	19	24	30	20	20	103	32	26	43	31	47	47	36	6	13	17	6	3	9	25	16	6	29
	16.1%	14.4%	17.7%	19.7%	13.7%	14.6%	7.9%	17.5%	23.0%	24.8%	14.7%	11.0%	28.4%	13.0%	25.2%	8.1%	14.0%	18.0%	20.6%	17.0%	12.4%	24.5%	5.7%	8.0%	19.5%	17.0%	3.6%	13.1%	28.1%	20.7%	12.2%	21.0%
Allowed you to remove clauses from the tenancy agreement that you didn't want	35	9	26	23	9	4	2	8	6	2	6	9	3	2	19	7	6	11	6	6	13	11	1	3	9	1	3	3	4	-	*	1
	3.4%	1.8%	4.9%	6.2%	2.4%	1.2%	1.3%	3.3%	3.1%	2.1%	3.9%	3.2%	4.0%	1.0%	4.7%	1.9%	3.3%	4.4%	3.9%	2.2%	3.4%	7.5%	0.6%	1.6%	9.8%	3.0%	3.6%	4.0%	4.6%	-	0.4%	1.1%
Kept rent at the same level throughout the tenancy	352	154	199	140	113	99	59	82	61	33	54	86	28	47	153	116	61	94	75	101	81	50	35	44	32	10	25	33	37	21	8	55
	33.7%	30.5%	36.7%	37.7%	29.9%	33.7%	30.7%	33.9%	32.6%	42.0%	33.5%	32.1%	40.1%	30.2%	37.6%	29.8%	33.0%	39.4%	49.5%	36.7%	21.6%	34.3%	35.2%	27.8%	36.5%	28.3%	30.1%	48.0%	40.3%	27.3%	15.3%	39.9%
Sought to improve the energy efficiency of the property	123	68	55	37	44	42	28	22	18	15	21	32	7	18	48	51	19	20	17	29	58	10	16	8	15	3	4	11	15	13	13	13
	11.8%	13.4%	10.2%	10.0%	11.6%	14.2%	14.7%	9.1%	9.5%	19.0%	13.1%	11.8%	10.0%	11.4%	11.9%	13.0%	10.4%	8.3%	10.9%	10.4%	15.3%	6.9%	16.0%	5.0%	17.1%	8.1%	4.4%	16.1%	16.0%	16.5%	26.4%	9.7%
Came around for tea (and were welcome to do so)	95	50	45	47	30	18	9	15	22	16	9	5	11	17	60	18	5	24	19	20	32	22	3	7	12	2	11	3	16	4	1	14
	9.1%	10.0%	8.3%	12.8%	7.9%	6.1%	4.5%	6.0%	11.7%	20.7%	5.7%	2.0%	15.9%	10.9%	14.7%	4.5%	2.8%	10.1%	12.2%	7.4%	8.5%	14.8%	3.2%	4.3%	13.4%	6.0%	12.7%	4.9%	17.8%	5.0%	2.6%	10.4%
Accepted you even though you were on DSS or couldn't provide a guarantor	101	57	44	44	43	14	2	26	8	25	4	30	2	13	29	39	22	11	6	28	57	13	7	8	14	8	7	1	22	9	6	6
	9.7%	11.3%	8.1%	11.8%	11.3%	4.8%	0.9%	10.6%	4.4%	31.7%	2.2%	11.2%	2.5%	8.5%	7.2%	10.0%	11.8%	4.4%	3.7%	10.0%	15.1%	8.6%	6.7%	5.2%	15.5%	24.3%	8.8%	1.7%	24.4%	11.3%	11.1%	4.2%
Allowed you to be flexible about the length of the tenancy based on your situation	187	76	111	73	85	30	25	70	22	23	28	55	7	17	89	65	29	50	37	43	56	28	10	23	7	9	10	20	32	7	2	35
	17.9%	15.1%	20.5%	19.5%	22.3%	10.2%	12.9%	28.7%	11.7%	29.3%	17.4%	20.3%	9.7%	10.9%	21.9%	16.8%	15.4%	21.0%	24.6%	15.7%	14.9%	18.7%	10.0%	14.8%	7.6%	25.3%	11.8%	29.5%	35.4%	9.4%	4.6%	25.5%

Survation.

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Table 8
Q25. In your time as a tenant, which of the following good landlord traits have you ever experienced?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Weighted Total	1044	503	541	371	379	294	191	243	188	78	162	269	70	155	407	390	186	239	153	276	377	147	99	158	88	35	83	69	91	78	50	138
Provided accommodation for you after the property was left uninhabitable due to an emergency	28	20	8	10	15	4	3	14	4	1	2	10	3	8	15	9	2	5	9	6	8	15	4	2	1	-	-	2	3	-	-	-
Made sure you fully read the moving in inventory	148	75	73	73	47	28	33	26	21	19	30	38	10	8	72	45	24	42	19	31	57	20	15	11	19	8	8	4	23	4	11	22
Always gave advance notice if a visit was needed	331	155	176	115	122	93	65	62	72	35	51	77	32	40	156	101	50	83	44	100	104	47	32	40	38	9	18	17	36	16	12	65
Agreed to decrease rent due to personal circumstances	54	26	27	35	17	2	9	7	7	13	17	8	-	1	32	14	5	11	9	13	20	7	6	12	2	-	2	2	14	4	1	3
Allowed you to pay rent late due to personal circumstances	181	63	118	80	82	19	13	45	13	16	11	64	8	19	88	57	30	16	28	58	80	20	8	15	20	5	19	18	14	12	12	37
None of the above	231	120	111	77	70	84	49	44	46	10	36	57	12	52	66	96	55	51	19	53	107	22	15	43	14	12	32	12	19	18	17	28
SIGMA	3030	1456	1575	1161	1094	776	497	721	522	335	450	741	208	407	1352	1016	497	688	490	802	1051	443	251	363	299	111	191	207	368	182	143	441
	290.2%	289.4%	290.9%	312.5%	288.4%	264.2%	259.9%	296.9%	277.2%	427.4%	276.9%	274.9%	298.7%	262.5%	332.2%	260.7%	267.0%	288.0%	321.1%	290.6%	278.7%	302.0%	254.3%	229.9%	340.2%	319.0%	229.4%	300.3%	405.2%	234.7%	285.4%	320.7%

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Table 9
Q26. Which of the following items of sentimental value do you have?
Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote				SEG				Region11									
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Child's first painting	472	141	331	109	241	122	100	92	84	36	82	89	21	76	156	168	105	109	91	124	148	25	56	91	24	17	45	47	46	45	18	55
Love letters	354	108	246	130	125	99	83	57	67	22	63	72	30	57	136	131	72	80	78	102	94	35	28	76	43	19	22	35	20	30	8	31
Photographs	1458	639	820	351	511	596	407	275	261	105	305	277	78	271	474	635	265	315	240	403	501	150	153	228	130	72	115	108	129	129	62	172
Family recipes	364	112	253	122	107	135	89	56	53	21	72	71	17	67	137	142	51	83	83	99	99	28	41	62	32	24	23	23	33	28	16	53
Greeting cards	795	227	568	212	308	274	206	148	151	53	163	184	32	134	251	338	170	176	134	218	266	77	88	120	67	36	59	71	53	72	43	101
Souvenirs from holiday	787	317	470	226	265	296	207	129	150	59	171	154	39	137	275	323	153	429	141	203	234	86	88	114	81	44	71	73	54	58	34	79
Diaries	350	132	218	147	117	86	91	60	65	17	78	83	34	41	158	108	62	108	72	79	91	57	34	54	20	14	17	34	27	36	19	33
Ordinary seeming trinkets (pressed flowers, boring ornaments etc)	363	102	262	88	143	132	90	60	85	32	63	69	25	53	131	133	78	99	71	94	99	35	45	71	30	20	27	19	27	26	16	46
Souvenirs from childhood (teddy bears/blankets etc)	556	167	388	200	216	139	120	86	114	33	104	87	24	90	208	196	117	152	110	139	155	52	60	94	51	24	53	53	46	42	22	54
Significant ticket stubs	408	157	252	155	152	101	67	65	98	36	61	82	22	68	164	138	85	119	69	103	117	42	44	59	31	26	42	34	50	29	14	39
Antiques	317	173	145	72	106	140	95	55	62	27	74	43	27	84	106	155	46	98	46	83	90	35	30	60	37	16	19	17	30	22	12	34
Deceased relative's belongings or personal effects	753	282	471	142	284	328	190	138	147	56	142	131	42	129	234	324	143	157	129	220	247	56	94	130	64	40	48	54	73	66	36	88
Books	874	384	490	235	328	311	233	163	180	61	176	191	65	150	327	354	151	252	148	224	249	101	95	132	86	51	58	67	80	50	41	106
Clothing	551	213	338	244	189	117	119	96	93	36	97	134	32	72	257	169	82	137	96	139	179	78	52	75	45	36	50	57	35	36	31	54
Music record collection	637	324	314	129	238	270	158	125	131	48	114	138	34	133	213	294	98	148	96	168	225	62	65	109	62	38	58	49	50	45	25	71
Home videos	585	248	338	168	225	192	151	126	81	45	124	119	34	98	209	231	109	133	132	162	159	63	62	97	50	27	42	47	52	48	20	75
Medals/trophies/rosettes	509	230	279	150	160	199	136	92	106	25	129	97	35	87	194	190	103	158	94	113	144	53	55	89	46	26	35	42	42	13	62	
Autographs	293	108	184	104	107	81	80	75	43	13	70	82	18	43	126	109	46	71	52	76	94	32	25	60	10	26	17	26	15	26	9	47

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Table 9
Q26. Which of the following items of sentimental value do you have?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Children's first lock of hair/ tooth/ new born hand or footprints	512	143	369	115	249	148	109	114	99	42	87	121	12	72	189	188	109	131	85	146	150	44	50	94	35	18	44	55	51	44	15	58
	25.4%	14.6%	35.6%	19.8%	35.0%	20.5%	21.0%	27.5%	30.1%	30.9%	22.1%	26.2%	10.5%	19.9%	29.4%	21.4%	30.2%	31.2%	27.7%	26.0%	20.7%	19.4%	26.0%	29.7%	20.4%	18.3%	26.3%	33.9%	33.7%	27.0%	16.5%	22.6%
Relative or pets ashes	205	92	114	43	86	77	51	44	30	14	41	32	8	50	46	117	35	34	26	59	86	9	25	36	9	7	19	16	31	11	11	32
	10.2%	9.4%	11.0%	7.4%	12.1%	10.6%	9.8%	10.6%	8.9%	10.3%	10.5%	6.8%	6.8%	13.7%	7.2%	13.3%	9.8%	8.1%	8.4%	10.5%	11.9%	3.9%	13.0%	11.3%	5.0%	7.4%	11.2%	8.9%	20.7%	6.5%	11.7%	12.5%
School reports	771	313	458	212	305	254	188	152	150	60	153	157	40	137	275	307	143	202	133	188	247	71	92	118	63	28	63	70	74	64	37	89
	38.3%	32.1%	44.2%	36.6%	42.9%	35.1%	36.3%	36.6%	45.5%	44.0%	38.9%	34.1%	35.3%	37.8%	42.8%	35.1%	39.7%	48.2%	43.5%	33.6%	34.1%	31.4%	47.8%	37.5%	36.4%	28.4%	37.1%	42.9%	48.9%	39.5%	39.9%	34.5%
None of the above	175	127	48	65	53	57	38	30	17	7	27	43	5	45	29	83	41	9	29	53	85	17	15	32	4	8	25	15	5	15	9	29
	8.7%	13.1%	4.6%	11.3%	7.5%	7.9%	7.4%	7.3%	5.0%	5.3%	6.8%	9.4%	4.4%	12.4%	4.5%	9.5%	11.4%	2.0%	9.3%	9.5%	11.7%	7.5%	7.9%	10.2%	2.5%	7.8%	14.9%	9.3%	3.1%	9.0%	9.8%	11.2%
SIGMA	12090	4736	7354	3421	4513	4156	3009	2238	2266	846	2396	2457	673	2092	4297	4833	2264	2977	2156	3197	3760	1209	1299	1999	1023	618	951	1012	1024	961	510	1409
	600.9%	484.8%	710.5%	591.1%	635.4%	574.8%	580.9%	538.3%	686.0%	623.0%	610.1%	533.5%	589.4%	578.3%	667.9%	551.9%	630.0%	711.2%	702.8%	570.1%	518.0%	532.8%	673.7%	634.4%	591.0%	630.9%	563.1%	624.1%	677.3%	590.9%	554.5%	549.4%

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Table 10
Q27A. Please indicate whether your sentimentally valuable items are securely protected from Theft
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Yes, protected from this	984	495	489	291	336	357	262	215	164	54	195	220	76	191	334	426	165	219	134	288	343	118	92	155	104	48	72	71	62	74	47	129
	48.9%	50.7%	47.3%	50.4%	47.4%	49.3%	50.7%	51.7%	49.6%	39.7%	49.6%	47.7%	66.3%	52.9%	51.9%	48.7%	45.8%	52.3%	43.7%	51.4%	47.3%	52.2%	47.6%	49.3%	60.3%	49.2%	42.8%	43.9%	41.1%	45.5%	51.7%	50.4%
No, not protected from this	1028	482	546	287	374	366	256	201	166	82	198	241	38	170	310	450	195	200	173	273	382	109	101	160	69	50	96	91	89	44	127	
	51.1%	49.3%	52.7%	49.6%	52.6%	50.7%	49.3%	48.3%	50.4%	60.3%	50.4%	52.3%	33.7%	47.1%	48.1%	51.3%	54.2%	47.7%	56.3%	48.6%	52.7%	47.8%	52.4%	50.7%	39.7%	50.8%	57.2%	56.1%	58.9%	54.5%	48.3%	49.6%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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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Prepared on behalf of Spider PR

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Table 11
Q27B. Please indicate whether your sentimentally valuable items are securely protected from Water damage
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Yes, protected from this	763	388	376	271	254	239	209	162	105	39	155	177	45	147	257	330	131	172	108	215	269	118	72	115	68	39	58	59	56	65	34	72
	37.9%	39.7%	36.3%	46.9%	35.7%	33.0%	40.4%	39.0%	31.8%	28.4%	39.4%	38.4%	39.5%	40.7%	39.9%	37.7%	36.6%	41.0%	35.1%	38.4%	37.0%	52.2%	37.5%	36.6%	39.5%	39.7%	34.5%	36.4%	37.3%	39.8%	37.3%	28.2%
No, not protected from this	1249	589	659	308	457	484	309	253	225	97	238	284	69	214	387	545	228	247	199	345	457	109	120	200	105	59	111	103	95	98	58	184
	62.1%	60.3%	63.7%	53.1%	64.3%	67.0%	59.6%	61.0%	68.2%	71.6%	60.6%	61.6%	60.5%	59.3%	60.1%	62.3%	63.4%	59.0%	64.9%	61.6%	63.0%	47.8%	62.5%	63.4%	60.5%	60.3%	65.5%	63.6%	62.7%	60.2%	62.7%	71.8%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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 12
Q27C. Please indicate whether your sentimentally valuable items are securely protected from Fire damage
Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11										
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Yes, protected from this	946	497	449	280	309	357	285	191	154	51	202	200	67	186	298	423	176	211	149	253	332	107	87	163	93	49	80	70	63	71	46	109
	47.0%	50.9%	43.4%	48.5%	43.5%	49.3%	55.0%	45.9%	46.5%	37.6%	51.3%	43.4%	58.2%	51.3%	46.3%	48.3%	49.0%	50.5%	48.7%	45.2%	45.8%	47.2%	44.9%	51.6%	53.7%	50.3%	47.2%	43.2%	41.4%	43.7%	49.7%	42.5%
No, not protected from this	1066	480	586	298	401	366	233	225	177	85	191	261	48	176	345	452	183	207	157	307	394	120	106	152	80	49	89	92	89	92	46	147
	53.0%	49.1%	56.6%	51.5%	56.5%	50.7%	45.0%	54.1%	53.5%	62.4%	48.7%	56.6%	41.8%	48.7%	53.7%	51.7%	51.0%	49.5%	51.3%	54.8%	54.2%	52.8%	55.1%	48.4%	46.3%	49.7%	52.8%	56.8%	58.6%	56.3%	50.3%	57.5%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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 13
Q27D. Please indicate whether your sentimentally valuable items are securely protected from
Being accidentally thrown away
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Yes, protected from this	847	423	424	268	281	299	235	183	123	52	173	188	54	157	289	361	143	183	123	222	320	122	68	123	84	42	70	56	56	67	39	113
	42.1%	43.3%	41.0%	46.2%	39.5%	41.3%	45.3%	44.1%	37.3%	38.5%	44.0%	40.8%	47.6%	43.3%	44.8%	41.2%	39.7%	43.6%	40.0%	39.6%	44.0%	53.8%	35.4%	38.9%	48.4%	43.0%	41.5%	34.7%	36.8%	41.1%	42.8%	44.1%
No, not protected from this	1165	554	611	311	430	424	283	232	207	83	220	273	60	205	355	514	217	236	184	339	406	105	125	192	89	56	99	106	96	96	53	143
	57.9%	56.7%	59.0%	53.8%	60.5%	58.7%	54.7%	55.9%	62.7%	61.5%	56.0%	59.2%	52.4%	56.7%	55.2%	58.8%	60.3%	56.4%	60.0%	60.4%	56.0%	46.2%	64.6%	61.1%	51.6%	57.0%	58.5%	65.3%	63.2%	58.9%	57.2%	55.9%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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 14
Q27E. Please indicate whether your sentimentally valuable items are securely protected from Pet damage
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Yes, protected from this	862	440	422	258	284	320	241	195	139	49	170	203	62	162	283	402	130	197	127	227	311	108	80	139	87	47	65	66	58	64	38	103
	42.8%	45.1%	40.7%	44.6%	40.0%	44.2%	46.6%	46.8%	42.2%	36.0%	43.4%	44.0%	54.6%	44.9%	44.0%	45.9%	36.3%	47.1%	41.4%	40.4%	42.8%	47.4%	41.7%	44.1%	50.6%	47.6%	38.6%	40.7%	38.2%	39.4%	41.0%	40.0%
No, not protected from this	1150	537	614	321	426	403	277	221	191	87	222	258	52	199	360	474	229	221	180	334	415	119	112	176	86	51	104	96	93	99	54	154
	57.2%	54.9%	59.3%	55.4%	60.0%	55.8%	53.4%	53.2%	57.8%	64.0%	56.6%	56.0%	45.4%	55.1%	56.0%	54.1%	63.7%	52.9%	58.6%	59.6%	57.2%	52.6%	58.3%	55.9%	49.4%	52.4%	61.4%	59.3%	61.8%	60.6%	59.0%	60.0%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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 15
Q28. Which of the following items (excluding living beings) would be the first thing you rescue from a fire at your home?
Base : All Answering

	Total		Gender			Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11										
			Male	Female		18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humbers de	North East	North West
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243		
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256		
Consumer electronics (smart phone, tablet, camera, games sys)	119	63	57	53	38	28	31	15	24	5	30	23	3	28	39	47	31	32	17	33	38	16	20	12	6	4	16	8	7	13	5	12		
	5.9%	6.4%	5.5%	9.2%	5.4%	3.9%	5.9%	3.7%	7.4%	3.7%	7.5%	5.0%	3.0%	7.6%	6.0%	5.4%	8.6%	7.6%	5.6%	5.9%	5.2%	7.2%	10.5%	3.7%	3.7%	4.0%	9.6%	4.9%	4.4%	8.3%	5.3%	4.5%		
Something containing my digital photos and documents (PC, ia)	187	87	101	69	65	53	46	48	25	11	32	42	9	33	82	64	34	45	23	49	70	15	17	34	18	10	22	10	12	14	16	19		
	9.3%	8.9%	9.7%	11.9%	9.2%	7.3%	8.8%	11.6%	7.6%	8.3%	8.2%	9.2%	7.9%	9.1%	12.7%	7.4%	9.3%	10.8%	7.4%	8.8%	9.7%	6.6%	8.9%	10.7%	10.6%	10.6%	13.3%	5.9%	7.6%	8.5%	17.1%	7.5%		
Items of sentimental (but little or no financial) value	159	56	104	57	64	39	24	29	24	16	19	39	7	26	35	69	44	29	19	49	62	14	17	24	9	12	9	18	19	18	8	10		
	7.9%	5.7%	10.0%	9.9%	9.0%	5.3%	4.6%	7.0%	7.1%	11.9%	4.9%	8.5%	6.5%	7.1%	5.4%	7.9%	12.3%	7.0%	6.2%	8.7%	8.6%	6.3%	8.9%	7.6%	5.0%	11.8%	5.1%	10.9%	12.4%	11.3%	8.9%	4.1%		
Important financial/legal documents (passport, insurance pol)	549	283	266	101	163	285	159	100	117	39	121	109	48	106	190	249	94	120	91	143	195	81	34	93	65	23	41	43	43	48	18	57		
	27.3%	29.0%	25.7%	17.4%	23.0%	39.5%	30.7%	24.0%	35.3%	28.8%	30.8%	23.6%	41.8%	29.4%	29.5%	28.4%	26.1%	28.7%	29.8%	25.6%	26.8%	35.7%	17.5%	29.4%	37.7%	23.7%	24.0%	26.8%	28.6%	29.8%	20.0%	22.2%		
Valuable family heirlooms	69	40	29	19	34	16	20	24	7	*	16	19	5	9	24	24	20	13	6	22	29	5	7	9	6	12	1	6	1	4	4	16		
	3.4%	4.1%	2.8%	3.3%	4.8%	2.3%	3.8%	5.7%	2.2%	0.2%	4.0%	4.2%	4.2%	2.5%	3.8%	2.7%	5.4%	3.0%	1.8%	3.9%	4.0%	2.1%	3.4%	2.7%	3.3%	12.0%	0.4%	3.5%	0.9%	2.7%	4.0%	6.2%		
Artwork or antiques	20	16	4	8	5	8	8	4	5	*	9	4	*	7	4	14	3	10	*	8	2	3	4	4	1	1	2	-	2	-	3	1		
	1.0%	1.7%	0.4%	1.3%	0.6%	1.1%	1.5%	1.0%	1.5%	0.1%	2.3%	0.8%	0.3%	2.0%	0.6%	1.6%	0.7%	2.3%	0.1%	1.5%	0.3%	1.5%	1.9%	1.3%	0.4%	0.6%	1.1%	-	1.3%	-	3.6%	0.3%		
Photo albums	203	64	139	53	103	47	54	35	26	19	42	44	7	37	60	90	37	40	36	56	70	15	21	34	10	10	18	24	14	20	6	25		
	10.1%	6.5%	13.4%	9.1%	14.5%	6.5%	10.5%	8.5%	7.7%	13.9%	10.7%	9.6%	6.3%	10.3%	9.3%	10.3%	10.3%	9.7%	11.7%	10.0%	9.7%	6.6%	10.9%	10.9%	6.0%	10.2%	10.8%	15.1%	9.5%	12.4%	6.1%	9.9%		
Wallet or purse	269	147	122	47	88	133	78	65	39	17	51	58	13	45	78	139	29	59	44	85	81	27	39	54	21	6	25	20	21	20	7	27		
	13.4%	15.0%	11.8%	8.2%	12.4%	18.4%	15.1%	15.5%	11.9%	12.4%	12.9%	12.6%	11.7%	12.5%	12.2%	15.9%	8.2%	14.1%	14.2%	15.1%	11.2%	11.9%	20.3%	17.1%	12.3%	6.3%	15.0%	12.3%	13.9%	12.3%	7.3%	10.5%		
Cash hidden in the house	141	99	41	64	42	35	30	37	18	15	15	37	11	38	54	58	17	17	28	38	58	21	18	8	15	8	6	10	16	11	5	23		
	7.0%	10.2%	4.0%	11.1%	5.9%	4.8%	5.7%	8.9%	5.6%	11.2%	3.9%	7.9%	9.6%	10.4%	8.4%	6.6%	4.8%	4.0%	9.3%	6.8%	7.9%	9.2%	9.2%	2.7%	8.7%	8.2%	3.6%	5.9%	10.9%	6.7%	5.3%	8.9%		
Jewellery box	59	10	49	14	27	18	16	20	9	2	13	23	2	6	12	31	11	16	11	14	17	6	4	15	3	1	6	1	4	2	2	14		
	2.9%	1.0%	4.7%	2.4%	3.8%	2.5%	3.1%	4.8%	2.9%	1.8%	3.4%	5.0%	2.2%	1.6%	1.9%	3.6%	3.0%	3.9%	3.7%	2.5%	2.4%	2.5%	1.9%	4.8%	1.5%	0.7%	3.5%	0.7%	2.8%	1.1%	1.8%	5.6%		
Diary	19	12	7	14	4	1	9	5	1	2	5	6	*	3	4	9	6	5	4	7	3	5	*	2	4	-	-	4	1	*	2	1		
	1.0%	1.3%	0.7%	2.4%	0.6%	0.2%	1.7%	1.2%	0.2%	1.7%	1.4%	1.2%	0.2%	0.7%	0.7%	1.0%	1.7%	1.2%	1.2%	1.3%	0.5%	2.3%	0.2%	0.5%	2.3%	-	-	2.7%	0.4%	0.3%	1.9%	0.3%		
Other	217	100	117	80	77	59	44	33	35	8	40	56	7	25	61	81	35	33	28	56	100	18	12	27	14	12	23	18	11	17	51			
	10.8%	10.2%	11.3%	13.9%	10.9%	8.1%	8.6%	8.0%	10.7%	5.8%	10.1%	12.2%	6.4%	6.8%	9.5%	9.3%	9.7%	7.8%	9.1%	10.0%	13.8%	8.1%	6.5%	8.6%	8.4%	12.0%	13.6%	11.3%	7.4%	6.7%	18.6%	20.0%		
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256		
	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 16
Q29. Which of the following do you consider more important?
Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11										
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Physical items (material possessions that you own)	762	371	391	160	296	305	220	178	135	56	155	184	36	157	225	386	126	170	105	253	234	102	72	111	77	34	56	43	64	74	26	99
	37.9%	38.0%	37.8%	27.7%	41.7%	42.2%	42.5%	42.8%	40.9%	41.0%	39.5%	39.9%	31.8%	43.5%	35.0%	44.1%	35.0%	40.7%	34.2%	45.1%	32.3%	45.1%	37.1%	35.3%	44.4%	34.7%	33.2%	26.4%	42.2%	45.4%	27.9%	38.6%
Digital items (files / digital photos / software that you own)	175	106	68	89	56	30	29	46	20	9	19	46	21	45	63	60	33	37	27	40	70	23	10	24	15	6	29	21	10	17	6	12
	8.7%	10.9%	6.6%	15.3%	7.9%	4.1%	5.6%	11.0%	6.0%	6.5%	4.7%	10.0%	18.0%	12.6%	9.8%	6.8%	9.3%	8.8%	8.8%	7.2%	9.7%	10.2%	5.1%	7.8%	8.6%	6.1%	17.0%	12.8%	6.9%	10.4%	6.0%	4.7%
The two are equally important	1075	499	576	329	358	388	269	192	175	71	219	231	57	159	355	430	200	211	175	268	421	101	111	180	81	58	84	99	77	72	61	146
	53.4%	51.1%	55.6%	56.9%	50.4%	53.6%	51.9%	46.2%	53.1%	52.4%	55.8%	50.2%	50.1%	43.9%	55.2%	49.1%	55.8%	50.5%	57.0%	47.7%	58.0%	44.7%	57.8%	57.0%	47.0%	59.2%	49.8%	60.8%	50.9%	44.1%	66.1%	56.8%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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 17
Q30. Are your digital assets (e.g. photos, music, photos and documents etc) adequately backed up (e.g. stored on external hard drives, CDs/DVDs or within the Cloud)?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Yes	1229	588	641	379	434	416	325	231	212	99	257	269	73	198	429	516	213	288	199	346	395	143	106	209	99	54	92	113	107	92	58	147
	61.1%	60.1%	61.9%	65.5%	61.0%	57.5%	62.7%	55.7%	64.1%	73.1%	65.5%	58.4%	63.9%	54.7%	66.6%	59.0%	59.1%	68.7%	65.0%	61.8%	54.5%	63.0%	54.9%	66.4%	56.9%	55.6%	54.8%	69.9%	70.8%	56.6%	63.6%	57.2%
No	486	244	241	124	184	177	115	132	66	21	84	126	26	101	161	208	82	90	83	137	176	64	56	67	45	23	43	31	28	43	19	63
	24.1%	25.0%	23.3%	21.5%	25.9%	24.5%	22.1%	31.6%	19.9%	15.4%	21.5%	27.4%	22.6%	28.0%	24.9%	23.8%	22.8%	21.6%	27.0%	24.4%	24.2%	28.3%	29.0%	21.4%	25.8%	23.2%	25.7%	19.3%	18.7%	26.2%	21.2%	24.5%
I don't have any digital assets	298	145	153	75	93	130	78	53	53	16	51	65	15	63	54	151	65	41	25	78	155	20	31	39	30	21	33	18	16	28	14	47
	14.8%	14.8%	14.8%	13.0%	13.0%	18.0%	15.1%	12.7%	16.1%	11.5%	13.0%	14.2%	13.5%	17.3%	8.4%	17.3%	18.1%	9.7%	8.0%	13.8%	21.3%	8.7%	16.1%	12.3%	17.2%	21.2%	19.6%	10.8%	10.5%	17.1%	15.2%	18.2%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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 18
Q31. Have you ever discovered that one of your items was unexpectedly valuable?
Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11										
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Yes	306	166	140	128	102	76	71	90	31	27	57	90	28	50	131	140	24	76	56	52	122	55	18	43	27	10	14	28	37	13	18	39
	15.2%	17.0%	13.5%	22.1%	14.3%	10.5%	13.7%	21.7%	9.2%	20.2%	14.5%	19.5%	24.9%	13.7%	20.4%	15.9%	6.8%	18.1%	18.3%	9.2%	16.8%	24.2%	9.5%	13.6%	15.9%	10.5%	8.3%	17.3%	24.3%	8.1%	19.5%	15.3%
No	1706	811	895	451	609	647	447	326	300	108	336	371	86	312	512	736	335	343	251	509	604	172	175	272	146	88	155	134	114	150	74	217
	84.8%	83.0%	86.5%	77.9%	85.7%	89.5%	86.3%	78.3%	90.8%	79.8%	85.5%	80.5%	75.1%	86.3%	79.6%	84.1%	93.2%	81.9%	81.7%	90.8%	83.2%	75.8%	90.5%	86.4%	84.1%	89.5%	91.7%	82.7%	75.7%	91.9%	80.5%	84.7%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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 19
Q32. On the whole, do you think you're becoming more or less likely to claim on your home insurance policy?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11													
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West			
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243		
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256		
More likely		152	75	77	76	56	20	28	67	15	6	19	60	15	19	84	53	14	41	32	32	47	33	7	13	6	6	10	35	16	10	3	9	
		7.6%	7.7%	7.4%	13.1%	7.9%	2.8%	5.4%	16.1%	4.6%	4.5%	4.8%	13.0%	13.2%	5.3%	13.1%	6.1%	3.9%	9.7%	10.3%	5.7%	6.5%	14.7%	3.7%	4.0%	3.2%	5.9%	5.9%	21.7%	10.6%	6.4%	3.6%	3.4%	
Less likely		351	170	181	95	141	115	100	67	44	29	95	88	18	50	119	172	36	70	54	86	140	41	34	51	29	25	27	25	15	22	14	67	
		17.4%	17.4%	17.5%	16.5%	19.8%	15.9%	19.3%	16.0%	13.2%	21.3%	24.2%	19.1%	16.1%	13.8%	18.4%	19.6%	10.0%	16.8%	17.7%	15.3%	19.3%	18.1%	17.8%	16.1%	16.7%	25.4%	15.8%	17.7%	15.4%	10.1%	13.8%	15.4%	26.3%
No change		1205	578	626	243	411	550	360	235	230	77	256	239	64	242	329	562	245	281	187	382	354	100	131	219	114	50	99	89	96	104	59	136	
		59.9%	59.2%	60.5%	42.1%	57.9%	76.1%	69.5%	56.5%	69.5%	56.9%	65.3%	51.8%	55.8%	67.0%	51.1%	64.1%	68.3%	67.2%	60.9%	68.1%	48.8%	44.0%	67.9%	69.5%	65.6%	51.3%	58.7%	54.8%	63.3%	63.8%	64.1%	53.1%	
I have no home insurance policy		304	154	151	164	102	38	30	47	42	24	22	74	17	51	111	89	64	26	34	61	184	52	20	33	25	17	33	13	24	26	16	44	
		15.1%	15.7%	14.6%	28.4%	14.4%	5.3%	5.7%	11.4%	12.6%	17.3%	5.7%	16.0%	14.8%	14.0%	17.3%	10.2%	17.8%	6.2%	11.0%	10.8%	25.3%	23.1%	10.5%	10.4%	14.4%	17.4%	19.6%	8.1%	16.0%	16.0%	16.9%	17.2%	
SIGMA		2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256	
		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 20
Q33. Why do you think you are growing more likely to make a claim?
Base : More likely to make a claim

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	110	47	63	46	34	30	28	38	9	8	19	42	11	15	50	41	17	28	23	27	32	20	9	16	4	4	8	17	10	9	3	8
Weighted Total	152	75	77	76	56	20	28	67	15	6	19	60	15	19	84	53	14	41	32	32	47	33	7	13	6	6	10	35	16	10	3	9
I have a higher number of valuable items	45	22	22	18	21	6	11	16	11	-	10	17	8	4	31	9	5	17	7	14	6	11	3	5	5	3	4	5	1	3	1	3
Items these days are easier to break or are more likely to be removed from the home	45	19	27	21	14	10	7	19	2	2	7	19	2	5	30	8	6	6	15	12	12	9	2	3	-	-	5	13	*	6	*	4
It's easier and sometimes more cost effective to claim for an entirely new item than try to mend a broken one	36	14	23	14	15	7	11	12	4	1	8	13	4	6	21	12	3	14	7	8	7	7	*	4	1	-	2	8	5	2	2	4
I have more separate policies in place than I used to (e.g mobile phone insurance, laptop)	22	18	5	8	13	2	4	13	-	1	-	3	1	5	6	15	1	5	2	5	11	2	1	*	-	2	2	2	10	1	-	-
I have children who have items covered by my home insurance (e.g mobile phones, laptops)	40	26	14	14	26	1	4	31	3	-	5	13	3	10	20	14	7	11	8	5	15	13	1	1	-	-	5	10	5	-	1	15.9%
I have grandchildren who are likely to cause damage	23	17	6	16	6	1	3	14	-	-	3	6	3	10	17	6	*	7	7	5	3	14	2	1	-	-	*	1	*	2	2	2
I have a lot of matching pairs and sets, I cannot afford to replace the whole set if one item damaged/gets lost	33	13	20	23	10	*	9	11	-	*	6	14	-	2	21	10	2	6	13	6	9	6	1	-	1	-	3	17	*	2	2	1
I have less money now to replace items lost or damaged	46	20	27	12	24	10	9	19	4	3	9	12	2	4	15	26	5	11	6	6	23	4	4	4	-	*	4	13	11	2	1	3
Other	2	*	2	-	*	2	1	-	-	-	1	-	-	*	-	2	*	-	1	-	1	*	*	1	-	-	*	-	-	-	-	-
SIGMA	293	148	145	126	128	99	59	135	24	6	48	97	22	47	159	102	29	78	68	61	87	66	13	19	6	6	21	63	38	21	9	19
	192.7%	197.0%	188.5%	166.7%	227.4%	194.0%	210.1%	202.0%	158.5%	105.2%	250.4%	161.8%	145.1%	247.7%	189.4%	193.0%	206.6%	191.1%	213.6%	188.7%	183.0%	198.1%	186.9%	147.9%	109.3%	100.0%	213.2%	180.0%	235.7%	207.6%	261.4%	215.1%

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Table 21
Q34. Why do you think you are growing less likely to make a claim?
Base : Less likely to make a claim

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	345	139	206	64	105	176	102	63	41	31	84	81	16	61	101	184	45	73	58	89	125	37	31	47	30	24	28	27	24	30	21	45
Weighted Total	351	170	181	95	141	115	100	67	44	29	95	88	18	50	119	172	36	70	54	86	140	41	34	51	29	25	27	25	15	22	14	67
I take better care of my things	177	105	72	48	72	57	41	24	28	19	40	37	10	31	63	74	21	23	34	39	81	17	11	31	22	12	6	12	7	14	8	38
I prefer to fix or make do and mend	92	45	47	29	38	25	19	18	16	4	25	22	5	20	42	36	10	17	16	24	34	6	10	22	13	5	7	7	3	5	1	12
I'm more knowledgeable about how claims affect my premium	99	45	54	31	38	30	34	25	9	7	27	26	10	20	39	52	7	32	14	14	40	12	12	15	8	6	10	4	5	7	3	18
I no longer have a home insurance policy	26	14	11	18	4	4	0.3%	7	2	1	4	8	-	11	18	7	*	4	1	5	15	3	1	10	*	2	-	2	-	3	-	4
I now have less valuable things	69	44	25	24	26	18	22	6	2	3	22	16	2	13	25	33	6	8	15	16	30	5	3	22	4	2	5	7	3	6	*	13
It has become more difficult to make a claim	50	31	19	24	11	15	15	13	4	1	12	15	1	16	18	27	3	10	6	9	25	10	4	13	4	1	5	*	2	1	3	7
I've become less sure of what I can claim for	37	24	13	18	12	7	6	12	2	3	4	11	-	15	23	13	*	7	6	7	17	5	1	13	4	3	1	2	2	1	2	4
Other	10	5	5	-	3	8	3	2	2	1	4	1	1	1	4	6	*	3	1	2	4	4	1	*	1	-	2	*	-	1	-	1
SIGMA	560	314	246	193	204	163	140	107	65	39	138	135	30	127	233	250	49	104	93	117	246	62	42	128	55	30	36	34	21	38	17	96
	159.7%	185.1%	135.8%	202.4%	145.1%	142.1%	139.8%	161.1%	148.8%	134.9%	144.9%	153.8%	164.5%	255.8%	196.4%	145.1%	137.4%	148.1%	170.9%	136.3%	175.3%	150.7%	122.2%	251.5%	190.3%	122.3%	134.3%	137.9%	139.0%	169.4%	123.2%	142.3%

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Table 22
Q35. Overall, do you think the number of valuable of items in your home is increasing, or decreasing?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Increasing	592	325	267	239	208	145	134	147	92	39	104	163	38	87	253	229	72	160	114	156	162	94	47	99	36	24	34	61	57	29	26	78
	29.4%	33.2%	25.8%	41.2%	29.3%	20.1%	25.8%	35.3%	27.7%	28.4%	26.6%	35.4%	33.0%	24.1%	39.4%	26.1%	20.2%	38.2%	37.2%	27.8%	22.3%	41.5%	24.2%	31.3%	20.9%	24.3%	19.9%	37.7%	37.7%	17.6%	28.8%	30.2%
Decreasing	287	155	132	73	90	124	88	57	38	24	58	71	13	62	88	154	27	45	31	77	133	26	30	43	18	18	25	26	20	28	9	42
	14.2%	15.9%	12.7%	12.7%	12.6%	17.1%	17.0%	13.8%	11.4%	17.5%	14.7%	15.4%	11.2%	17.2%	13.7%	17.6%	7.6%	10.7%	10.1%	13.8%	18.3%	11.6%	15.5%	13.5%	10.4%	17.9%	14.5%	16.1%	13.5%	17.5%	10.0%	16.6%
Staying the same	1133	497	636	267	413	454	296	212	201	73	231	227	64	212	302	493	260	214	162	327	431	106	116	174	119	57	111	75	74	106	56	136
	56.3%	50.9%	61.4%	46.1%	58.1%	62.8%	57.2%	50.9%	60.8%	54.1%	58.7%	49.3%	55.8%	58.7%	46.9%	56.3%	72.2%	51.0%	52.7%	58.4%	59.4%	46.9%	60.3%	55.2%	68.6%	57.7%	65.6%	46.3%	48.9%	64.9%	61.2%	53.2%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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.

British Public Survey
Prepared on behalf of Spider PR

4 Nov 2014

Table 23
Q36. Which home insurance claims do you think people would have made 25 years ago, but are now less likely to?
Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11										
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Record, tape and CD players	658	321	337	176	264	218	166	114	126	43	117	111	52	147	223	308	93	153	92	197	216	61	80	117	66	34	48	43	53	50	28	74
TV	334	152	183	89	145	100	86	94	44	18	63	87	14	68	120	163	40	65	54	93	123	35	31	68	18	14	27	25	24	22	13	56
VCR/DVD player	637	312	325	177	283	176	166	134	99	26	117	141	46	125	238	271	81	142	86	178	230	62	69	100	37	36	52	45	41	50	31	108
Computer	234	120	115	82	91	62	49	62	26	12	45	49	15	49	98	96	33	49	43	41	102	31	26	42	10	20	23	18	22	11	7	26
Camcorder	377	190	188	111	152	114	86	69	74	36	62	56	25	90	143	160	59	93	60	101	124	35	51	57	33	22	26	15	42	27	12	53
Typewriter	835	400	435	220	299	316	224	144	174	49	168	156	58	158	290	364	138	191	140	237	267	76	107	146	79	35	56	59	51	62	49	110
Wedding china/silverware	459	194	265	130	175	154	116	101	71	28	88	83	28	71	175	196	65	115	88	111	145	47	51	71	41	18	41	34	48	37	12	54
Household appliances	362	156	205	92	126	143	76	78	47	46	54	84	14	81	115	171	57	53	64	76	168	28	36	66	26	29	21	24	29	30	14	57
Kitchen gadgets	338	158	180	103	110	125	83	80	57	31	50	54	33	67	110	168	45	77	51	69	141	37	35	69	25	9	27	19	42	28	7	38
Furniture	324	161	163	90	112	122	104	62	31	29	61	60	11	78	106	163	47	45	41	82	156	31	31	63	35	12	24	24	30	23	8	40
Clothes	352	161	191	103	101	149	97	71	44	25	61	67	16	79	119	166	50	62	58	87	145	44	33	71	35	12	24	38	23	24	7	41
Curtains/rugs	378	146	232	116	119	144	99	70	60	30	71	65	22	77	129	166	65	74	69	105	130	29	42	64	37	16	29	37	34	38	8	42
Antique furniture	278	121	157	102	96	80	68	67	27	17	50	75	6	46	107	111	41	47	53	58	119	21	34	40	24	14	21	33	15	17	16	39
Watches/Jewellery	299	127	172	83	107	109	73	67	32	22	53	70	12	53	101	142	43	49	41	49	160	30	28	47	31	11	30	21	26	21	12	36
Pagers	562	282	280	169	199	194	144	107	112	38	92	104	46	117	207	240	89	149	82	161	170	68	68	104	56	28	34	31	35	42	23	70
None of the above	432	214	218	123	131	178	101	92	75	22	75	114	21	73	102	181	101	79	56	133	164	57	31	56	26	25	51	43	27	39	20	53
SIGMA	6859	3215	3644	1966	2511	2382	1739	1412	1099	473	1228	1377	418	1379	2381	3066	1046	1443	1077	1778	2561	692	755	1183	578	335	537	509	541	521	266	897
	340.9%	329.1%	352.0%	339.7%	353.5%	329.5%	335.7%	339.7%	332.6%	348.2%	312.7%	298.9%	365.8%	381.4%	370.1%	350.2%	291.1%	344.6%	350.9%	317.1%	352.8%	304.7%	391.3%	375.4%	334.0%	342.7%	317.9%	313.9%	358.2%	320.2%	289.5%	349.8%

British Public Survey
Prepared on behalf of Spider PR

4 Nov 2014

Table 24
Q37. Typically, how often do you pay for the replacement of a broken or faulty electronic item such as a phone, laptop, tablet, camera or TV?
Base : All Answering

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote			SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
Once a year or more	291	154	137	165	93	32	46	83	23	18	44	90	18	57	129	93	48	55	58	68	110	49	29	42	12	6	34	35	13	18	8	44
	14.4%	15.8%	13.2%	28.5%	13.1%	4.5%	8.8%	19.8%	6.9%	13.0%	11.2%	19.5%	15.3%	15.8%	20.1%	10.7%	13.5%	13.1%	18.9%	12.1%	15.1%	21.4%	15.1%	13.4%	6.8%	6.1%	19.9%	21.6%	8.3%	10.9%	8.4%	17.1%
Every two years or so	528	244	285	165	231	132	135	125	94	41	103	129	40	91	189	224	90	146	81	136	165	57	40	68	41	38	41	34	51	46	21	88
	26.3%	24.9%	27.5%	28.5%	32.5%	18.2%	26.2%	30.1%	28.3%	30.1%	26.1%	28.1%	34.9%	25.3%	29.4%	25.6%	25.0%	34.9%	26.4%	24.2%	22.8%	25.0%	20.8%	21.7%	23.8%	39.2%	24.5%	21.1%	33.9%	28.3%	23.2%	34.3%
Every five years or so	741	365	376	137	265	339	204	132	156	58	152	153	38	154	221	352	139	154	106	219	262	60	92	135	75	34	55	53	50	62	39	82
	36.8%	37.3%	36.4%	23.7%	37.3%	46.9%	39.4%	31.7%	47.2%	42.6%	38.8%	33.1%	33.4%	42.5%	34.3%	40.2%	38.8%	36.7%	34.6%	39.1%	36.1%	26.3%	47.5%	43.0%	43.1%	34.3%	32.6%	32.6%	33.3%	37.8%	42.2%	32.1%
Every ten years or so	233	109	124	47	60	127	84	34	38	12	47	45	9	38	64	111	47	34	31	74	94	29	13	33	26	9	22	18	24	27	16	12
	11.6%	11.1%	12.0%	8.1%	8.4%	17.5%	16.2%	8.2%	11.6%	8.5%	11.9%	9.8%	7.9%	10.4%	9.9%	12.7%	13.2%	8.1%	10.0%	13.2%	13.0%	12.7%	6.9%	10.4%	15.2%	8.9%	12.9%	11.2%	15.6%	16.9%	17.9%	4.8%
More than every ten years	219	106	113	64	61	93	49	42	20	8	47	43	10	22	40	95	34	30	31	64	94	33	19	36	19	11	17	22	13	10	8	30
	10.9%	10.8%	10.9%	11.1%	8.6%	12.9%	9.4%	10.1%	6.0%	5.7%	11.9%	9.4%	8.4%	6.0%	6.2%	10.8%	9.5%	7.2%	10.0%	11.4%	13.0%	14.6%	9.7%	11.6%	11.1%	11.4%	10.1%	13.5%	8.9%	6.0%	8.4%	11.8%
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256
	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.

	Page	Table	Title	Base Description	Base
	4	1	Q18. As someone who rents out property, do you consider yourself to be an ethical landlord (e.g. do you put in a lot of effort into being fair with your tenants and thought into how being a landlord affects others and society at large)?	Base : All Answering	313
	5	2	Q19. As a landlord, what do you think you ought to do to be considered ethical?	Base : As a landlord, currently rent out a property that you own to tenants	313
	6	3	Q20. In your time as a landlord, which of the following bad tenant traits have you experienced?	Base : As a landlord, rent out a property that you own to tenants in past or currently	518
	7	4	Q21. In your time as a landlord, how did you come to own the rental property?	Base : As a landlord, rent out a property that you own to tenants in past or currently	518
	8	5	Q22. As a tenant, how would you rate your current landlord?	Base : All Answering	533
	9	6	Q23. As a tenant, do you think your landlord should do more to help you?	Base : All Answering	533
	10	7	Q24. In your time as a tenant, which of the following bad landlord traits have you ever experienced?	Base : All Answering	1031
	11	7	Q24. In your time as a tenant, which of the following bad landlord traits have you ever experienced?	Base : All Answering	1044
	12	8	Q25. In your time as a tenant, which of the following good landlord traits have you ever experienced?	Base : All Answering	1031
	13	8	Q25. In your time as a tenant, which of the following good landlord traits have you ever experienced?	Base : All Answering	1044
	14	9	Q26. Which of the following items of sentimental value do you have?	Base : All Answering	2012
	15	9	Q26. Which of the following items of sentimental value do you have?	Base : All Answering	2012
	16	10	Q27A. Please indicate whether your sentimentally valuable items are securely protected from Theft	Base : All Answering	2012
	17	11	Q27B. Please indicate whether your sentimentally valuable items are securely protected from Water damage	Base : All Answering	2012
	18	12	Q27C. Please indicate whether your sentimentally valuable items are securely protected from Fire damage	Base : All Answering	2012
	19	13	Q27D. Please indicate whether your sentimentally valuable items are securely protected from Being accidentally thrown away	Base : All Answering	2012
	20	14	Q27E. Please indicate whether your sentimentally valuable items are securely protected from Pet damage	Base : All Answering	2012

	Page	Table	Title	Base Description	Base
	21	15	Q28. Which of the following items (excluding living beings) would be the first thing you rescue from a fire at your home?	Base : All Answering	2012
	22	16	Q29. Which of the following do you consider more important?	Base : All Answering	2012
	23	17	Q30. Are your digital assets (e.g. photos, music, photos and documents etc.) adequately backed up (e.g. stored on external hard drives, CDs/DVDs or within the Cloud)?	Base : All Answering	2012
	24	18	Q31. Have you ever discovered that one of your items was unexpectedly valuable?	Base : All Answering	2012
	25	19	Q32. On the whole, do you think you're becoming more or less likely to claim on your home insurance policy?	Base : All Answering	2012
	26	20	Q33. Why do you think you are growing more likely to make a claim?	Base : More likely to make a claim	110
	27	21	Q34. Why do you think you are growing less likely to make a claim?	Base : Less likely to make a claim	345
	28	22	Q35. Overall, do you think the number of valuable items in your home is increasing, or decreasing?	Base : All Answering	2012
	29	23	Q36. Which home insurance claims do you think people would have made 25 years ago, but are now less likely to?	Base : All Answering	2012
	30	24	Q37. Typically, how often do you pay for the replacement of a broken or faulty electronic item such as a phone, laptop, tablet, camera or TV?	Base : All Answering	2012