

Generation Rent Poll

27/01/2015

Prepared on behalf of Generation Rent



Methodology

Fieldwork Dates

25th January 2015

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

1,014

Data Weighting

Data were weighted to the profile of all Great British 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 for 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 1,014 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.

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. Those who initially responded “No” are displayed as “Don't know” in the tables.

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

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Housing Poll
Prepared on behalf of Generation Rent

2 Feb 2015

Table 1
Q1. Thinking about the past year, which of the following statements most closely matches your experience?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							Tenure			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	626	173	146
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
I have experienced serious anxiety or depression in the past year	280	100	180	109	117	54	50	57	51	15	81	43	73	21	49	14	49	40	57	59	124	39	36	77	91	246	21	13	124	85	42
	27.6%	20.2%	34.6%	37.4%	32.6%	14.9%	18.8%	26.6%	30.0%	22.6%	37.5%	18.1%	30.3%	44.2%	28.0%	22.0%	25.8%	28.0%	28.5%	22.1%	30.6%	28.9%	21.8%	31.5%	28.0%	28.0%	24.0%	26.7%	21.3%	42.0%	30.4%
I have not experienced serious anxiety or depression in the past year	646	359	287	148	216	281	203	140	114	47	109	183	153	26	106	45	116	95	118	195	237	88	112	151	207	559	58	29	419	95	85
	63.7%	72.9%	55.0%	50.9%	60.4%	77.2%	75.7%	65.3%	66.5%	69.9%	50.4%	77.7%	63.8%	55.5%	60.4%	69.0%	60.8%	67.4%	59.4%	72.8%	58.6%	65.1%	66.9%	61.4%	63.7%	63.8%	66.5%	57.8%	72.2%	46.9%	62.5%
Prefer not to say	88	34	54	34	25	29	15	17	6	5	26	10	14	*	20	6	25	6	24	14	44	8	19	18	27	72	8	8	38	23	10
	8.7%	6.9%	10.4%	11.7%	7.0%	7.9%	5.5%	8.1%	3.5%	7.5%	12.0%	4.2%	5.9%	0.4%	11.6%	9.0%	13.4%	4.6%	12.1%	5.1%	10.8%	6.0%	11.3%	7.2%	8.4%	8.2%	9.5%	15.5%	6.5%	11.1%	7.1%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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. Are you struggling to buy a suitable home?
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					SEG				Region7							Tenure				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	626	173	146	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136	
Yes	184	56	128	94	74	16	28	34	28	8	69	23	49	11	26	13	46	25	36	51	72	39	27	38	60	164	12	8	34	56	69	
	18.1%	11.3%	24.5%	32.4%	20.5%	4.4%	10.3%	16.0%	16.5%	12.0%	31.6%	9.8%	20.3%	23.7%	14.7%	19.9%	24.2%	17.4%	17.9%	19.1%	17.9%	28.9%	16.1%	15.4%	18.4%	18.7%	14.1%	15.5%	5.9%	27.9%	50.2%	
No, but someone I know is	302	163	139	93	104	105	75	80	49	27	53	56	84	23	55	23	53	64	52	83	102	52	40	86	89	267	25	9	206	49	27	
	29.8%	33.1%	26.7%	31.8%	29.0%	28.8%	28.0%	37.3%	28.6%	39.2%	24.6%	23.7%	34.9%	47.9%	31.4%	35.9%	27.8%	45.5%	26.3%	30.9%	25.2%	38.9%	24.0%	34.9%	27.2%	30.5%	29.1%	17.9%	35.4%	24.3%	19.7%	
No, no one I know is struggling to buy a home	464	252	212	85	150	229	164	76	90	27	82	153	82	13	85	21	78	48	104	129	183	40	92	102	162	398	41	25	306	76	37	
	45.7%	51.1%	40.7%	29.1%	41.9%	62.8%	61.2%	35.2%	52.7%	39.0%	37.8%	65.1%	34.3%	28.5%	48.5%	32.5%	40.8%	33.9%	52.3%	48.1%	45.1%	29.5%	55.3%	41.6%	49.7%	45.4%	47.6%	48.9%	52.7%	37.8%	27.0%	
Don't know	64	22	42	20	31	14	1	25	4	7	13	3	25	-	9	8	14	4	7	5	48	4	8	20	15	48	8	9	34	20	4	
	6.4%	4.5%	8.1%	6.7%	8.5%	4.0%	0.5%	11.5%	2.2%	9.8%	6.0%	1.4%	10.6%	-	5.4%	11.7%	7.2%	3.1%	3.4%	2.0%	11.8%	2.7%	4.7%	8.1%	4.7%	5.4%	9.2%	17.6%	5.9%	10.1%	3.1%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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. Are you struggling to rent a suitable home?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7							Tenure					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	626	173	146	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136	
Yes	162	50	112	75	65	23	18	30	31	7	54	12	37	17	36	12	31	23	29	37	74	34	17	40	55	147	7	9	23	59	59	
	16.0%	10.1%	21.5%	25.7%	18.0%	6.3%	6.9%	14.1%	18.0%	10.6%	25.0%	5.0%	15.2%	35.5%	20.4%	17.7%	16.4%	16.2%	14.6%	13.7%	18.2%	25.5%	10.3%	16.3%	16.9%	16.7%	8.0%	17.0%	3.9%	29.3%	43.2%	
No, but someone I know is	260	125	134	81	95	84	49	69	40	28	61	31	89	10	52	21	44	43	48	54	115	42	47	73	59	221	21	17	152	61	35	
	25.6%	25.4%	25.8%	27.9%	26.5%	22.9%	18.3%	32.0%	23.3%	41.2%	28.0%	13.2%	37.1%	22.1%	29.8%	32.8%	23.3%	30.7%	23.9%	20.0%	28.3%	30.9%	28.0%	29.6%	18.3%	25.3%	24.0%	34.4%	26.2%	29.9%	25.6%	
No, no one I know is struggling to rent a home	533	284	249	116	174	244	196	91	96	28	88	189	96	18	84	28	93	73	104	165	191	53	95	121	186	457	52	25	370	79	40	
	52.6%	57.7%	47.8%	39.7%	48.6%	66.9%	73.0%	42.1%	56.2%	41.6%	40.4%	80.4%	39.9%	38.9%	47.8%	42.8%	48.8%	51.8%	52.4%	61.6%	47.0%	39.3%	56.9%	49.1%	57.2%	52.1%	60.2%	48.6%	63.7%	38.9%	29.4%	
Don't know	59	33	26	20	25	14	5	26	4	4	14	3	19	2	4	4	22	2	18	13	26	6	8	12	25	52	7	-	36	4	2	
	5.8%	6.7%	4.9%	6.7%	6.9%	4.0%	1.8%	11.9%	2.6%	6.6%	6.5%	1.4%	7.8%	3.5%	2.0%	6.7%	11.5%	1.2%	9.0%	4.7%	6.5%	4.3%	4.8%	4.9%	7.7%	5.9%	7.9%	-	6.2%	1.8%	1.8%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 4
Q4. Combined answers to questions 2 and 3
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							Tenure			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	626	173	146
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
Struggling to rent or buy	244	73	170	112	101	30	34	44	41	11	82	26	53	18	48	19	57	35	42	61	106	50	32	54	82	218	16	9	40	84	88
	24.0%	14.9%	32.7%	38.5%	28.2%	8.3%	12.5%	20.6%	24.1%	16.2%	37.9%	10.9%	22.0%	38.9%	27.1%	29.2%	30.0%	25.0%	21.1%	22.6%	26.0%	36.9%	19.4%	22.1%	25.2%	24.9%	18.7%	18.2%	7.0%	41.7%	64.7%
Struggling to rent and buy	102	32	70	57	37	8	12	20	18	4	41	9	32	10	14	5	20	12	23	27	40	24	12	24	33	92	3	7	17	31	39
	10.1%	6.6%	13.4%	19.5%	10.4%	2.3%	4.7%	9.4%	10.4%	6.4%	18.7%	3.9%	13.5%	20.3%	8.0%	8.4%	10.6%	8.6%	11.4%	10.1%	10.0%	17.6%	7.0%	9.6%	10.1%	10.5%	3.4%	14.3%	2.9%	15.5%	28.7%
Know someone struggling to rent or struggling to buy	408	196	212	122	153	133	92	102	65	33	90	67	117	25	81	30	74	76	70	101	160	67	62	109	114	353	33	22	246	83	54
	40.2%	39.8%	40.6%	41.9%	42.6%	36.5%	34.4%	47.2%	37.9%	49.3%	41.7%	28.4%	48.7%	51.8%	46.0%	45.4%	39.1%	53.9%	35.4%	37.7%	39.4%	49.6%	37.1%	44.2%	35.1%	40.2%	37.7%	44.1%	42.3%	40.8%	39.4%
Know someone struggling to rent and someone struggling to buy	154	92	62	52	46	56	32	48	24	21	24	20	56	9	27	15	23	32	30	35	57	27	25	50	34	136	13	4	112	27	8
	15.2%	18.7%	11.9%	17.9%	12.9%	15.2%	11.9%	22.1%	13.9%	31.1%	11.0%	8.4%	23.3%	18.1%	15.2%	23.3%	12.0%	22.4%	14.8%	13.2%	14.1%	20.2%	14.9%	20.3%	10.3%	15.5%	15.4%	8.3%	19.3%	13.4%	5.9%
Struggling to rent, struggling to buy, know someone struggling to rent or know someone struggling to buy	573	249	323	201	216	155	113	135	90	42	145	84	161	35	108	42	111	94	105	141	233	101	84	148	164	498	44	31	273	141	112
	56.5%	50.7%	62.0%	69.1%	60.5%	42.5%	42.2%	62.6%	52.4%	61.3%	66.8%	35.6%	67.1%	74.9%	61.1%	64.1%	58.0%	66.3%	52.8%	52.6%	57.4%	75.2%	50.3%	60.2%	50.3%	56.8%	50.2%	61.5%	46.9%	69.9%	82.1%
Remaining respondents	441	243	198	90	142	210	155	81	81	26	72	151	79	12	68	23	80	48	94	127	173	33	83	98	162	379	43	19	308	61	24
	43.5%	49.3%	38.0%	30.9%	39.5%	57.5%	57.8%	37.4%	47.6%	38.7%	33.2%	64.4%	32.9%	25.1%	38.9%	35.9%	42.0%	33.7%	47.2%	47.4%	42.6%	24.8%	49.7%	39.8%	49.7%	43.2%	49.8%	38.5%	53.1%	30.1%	17.9%
SIGMA	1922	886	1035	635	695	592	438	429	319	138	454	356	498	108	345	134	365	297	363	493	769	302	298	483	589	1676	152	93	996	428	326
	189.5%	179.9%	198.5%	217.8%	194.1%	162.4%	163.5%	199.4%	186.3%	203.0%	209.3%	151.7%	207.4%	229.1%	196.3%	206.2%	191.7%	209.9%	182.8%	183.6%	189.5%	224.3%	178.4%	196.2%	180.8%	191.2%	175.1%	184.8%	171.5%	211.4%	238.7%



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Table 5
Q5. Which party has the best policies to help people who are struggling to buy a home?
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					SEG				Region7							Tenure			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)
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Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
Labour	213	118	94	78	79	56	29	111	26	5	36	25	156	5	12	6	6	39	44	54	75	37	40	65	45	188	15	9	122	39	29
	21.0%	24.0%	18.1%	26.7%	22.1%	15.3%	10.9%	51.5%	15.1%	7.2%	16.7%	10.6%	65.0%	10.4%	6.8%	8.7%	3.2%	27.9%	22.2%	20.1%	18.5%	27.8%	24.0%	26.4%	13.7%	21.5%	17.4%	18.6%	21.0%	19.1%	20.9%
Conservative	184	103	81	41	56	87	121	6	25	6	22	124	5	3	30	5	16	27	44	61	51	25	31	40	70	167	10	7	151	10	13
	18.1%	20.9%	15.5%	13.9%	15.7%	23.9%	45.3%	2.9%	14.6%	8.2%	10.0%	52.6%	2.3%	5.6%	16.8%	8.4%	8.3%	19.2%	22.2%	22.7%	12.7%	18.6%	18.7%	16.2%	21.6%	19.0%	12.0%	13.0%	26.0%	5.0%	9.7%
Liberal Democrat	39	15	23	14	14	11	3	3	27	2	3	4	5	20	-	2	7	16	8	8	7	5	9	5	16	35	3	*	23	5	9
	3.8%	3.1%	4.5%	4.8%	3.9%	2.9%	1.0%	1.6%	15.8%	3.0%	1.3%	1.7%	2.2%	43.0%	-	3.2%	3.6%	11.4%	4.0%	2.9%	1.6%	4.0%	5.5%	2.1%	4.8%	4.0%	3.3%	0.6%	3.9%	2.5%	6.4%
UKIP	70	42	28	13	25	32	23	12	13	11	11	4	-	3	59	*	2	2	8	16	45	6	22	14	24	66	2	2	37	25	7
	6.9%	8.6%	5.3%	4.6%	7.1%	8.7%	8.4%	5.4%	7.3%	16.7%	5.0%	1.8%	-	5.8%	33.7%	0.3%	0.9%	1.4%	3.9%	5.8%	11.1%	4.8%	13.2%	5.5%	7.4%	7.6%	2.4%	3.7%	6.3%	12.4%	5.4%
Green	24	15	10	11	11	2	4	1	10	3	6	3	4	-	6	10	1	7	4	10	4	6	4	2	10	22	2	*	10	4	7
	2.4%	3.0%	1.8%	3.7%	3.2%	0.6%	1.6%	0.6%	5.9%	3.7%	2.8%	1.4%	1.6%	-	3.6%	15.3%	0.4%	4.7%	1.9%	3.8%	1.0%	4.5%	2.6%	0.8%	3.1%	2.6%	2.1%	0.6%	1.7%	2.1%	5.3%
Another party	11	7	4	1	1	9	-	*	-	7	3	*	-	-	*	10	*	*	4	1	6	-	-	*	1	2	8	1	6	4	1
	1.1%	1.4%	0.8%	0.3%	0.4%	2.4%	-	0.2%	-	10.8%	1.3%	0.1%	-	-	0.2%	15.4%	0.1%	0.1%	2.0%	0.3%	1.5%	-	-	0.1%	0.4%	0.2%	9.4%	2.4%	1.0%	1.9%	0.5%
Don't know	473	192	282	134	171	169	88	81	70	34	136	74	69	17	68	32	159	50	87	119	218	54	60	120	159	396	46	31	232	115	71
	46.7%	38.9%	54.0%	45.9%	47.7%	46.3%	32.8%	37.9%	41.1%	50.4%	62.9%	31.7%	28.9%	35.2%	38.9%	48.7%	83.5%	35.3%	43.8%	44.2%	53.7%	40.4%	36.0%	48.9%	48.9%	45.2%	53.4%	61.1%	40.0%	57.0%	51.8%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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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Housing Poll
Prepared on behalf of Generation Rent

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Table 6
Q6. Which party has the best policies to help people who are struggling to rent a home?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							Tenure			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	626	173	146
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
Labour	215	128	86	81	79	55	27	110	29	6	38	20	147	5	14	6	21	39	51	48	76	42	37	69	44	191	11	13	118	41	38
	21.2%	26.0%	16.6%	27.6%	22.0%	15.2%	9.9%	51.0%	17.2%	9.0%	17.6%	8.7%	61.1%	11.0%	7.8%	9.5%	11.1%	27.9%	25.6%	18.1%	18.7%	30.9%	22.2%	27.9%	13.4%	21.8%	12.7%	25.5%	20.2%	20.4%	28.1%
Conservative	138	89	50	34	44	60	89	6	22	5	16	93	6	2	22	4	9	21	26	54	38	13	24	30	58	125	8	5	113	11	8
	13.7%	18.0%	9.5%	11.8%	12.4%	16.4%	33.4%	2.7%	12.9%	6.9%	7.4%	39.8%	2.6%	3.9%	12.7%	6.5%	4.9%	14.6%	13.1%	20.2%	9.3%	9.6%	14.5%	12.3%	17.7%	14.3%	9.5%	10.4%	19.4%	5.2%	6.1%
Liberal Democrat	40	19	20	18	10	11	6	5	20	1	7	6	4	22	2	1	4	14	10	10	5	9	2	7	16	34	3	2	26	*	11
	3.9%	3.9%	3.9%	6.2%	2.9%	3.1%	2.1%	2.4%	11.5%	2.0%	3.1%	2.6%	1.5%	46.5%	1.4%	1.6%	2.3%	9.7%	5.2%	3.9%	1.3%	6.7%	1.4%	3.0%	4.9%	3.9%	3.9%	3.6%	4.5%	0.1%	8.2%
UKIP	65	39	26	6	27	32	25	12	10	9	8	3	-	-	58	2	1	2	9	10	44	9	22	11	20	62	2	1	34	23	5
	6.4%	7.9%	5.0%	2.2%	7.5%	8.7%	9.3%	5.4%	5.7%	13.7%	3.7%	1.5%	-	-	33.1%	2.4%	0.6%	1.4%	4.3%	3.8%	10.9%	6.8%	12.9%	4.3%	6.2%	7.0%	2.4%	2.9%	5.9%	11.4%	3.7%
Green	37	13	24	17	17	3	4	7	11	3	11	7	6	2	6	13	1	9	5	14	9	5	6	8	11	30	6	*	13	7	6
	3.6%	2.6%	4.6%	5.8%	4.6%	0.9%	1.3%	3.4%	6.3%	4.5%	4.9%	2.9%	2.6%	3.7%	3.7%	20.0%	0.5%	6.5%	2.6%	5.1%	2.2%	4.0%	3.6%	3.4%	3.3%	3.5%	7.0%	0.6%	2.3%	3.6%	4.3%
Another party	11	7	4	1	1	9	*	-	-	7	2	-	-	-	*	10	*	1	4	*	6	-	-	-	1	1	9	1	6	4	-
	1.1%	1.4%	0.8%	0.2%	0.4%	2.4%	0.1%	-	-	10.8%	1.2%	-	-	-	0.2%	15.5%	0.1%	0.6%	1.8%	0.1%	1.5%	-	-	-	0.4%	0.2%	10.2%	1.2%	1.1%	1.9%	-
Don't know	509	197	311	135	180	194	118	75	79	36	135	105	77	17	72	29	153	56	94	131	228	57	76	121	177	433	47	28	270	116	68
	50.2%	40.1%	59.7%	46.2%	50.2%	53.3%	43.9%	35.1%	46.4%	53.0%	62.1%	44.6%	32.3%	34.9%	41.1%	44.6%	80.4%	39.3%	47.4%	48.8%	56.2%	42.0%	45.4%	49.2%	54.2%	49.4%	54.4%	55.8%	46.5%	57.3%	49.7%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
Q7. To what extent do you agree or disagree with the following statements.
"The government's housing policy has helped private renters in recent years and is on track to solve the housing crisis in the future".
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7							Tenure				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	626	173	146
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
Strongly agree	59	37	22	43	10	6	12	20	4	8	14	13	16	6	9	3	11	17	25	9	8	19	7	6	20	52	5	2	32	11	6
	5.8%	7.5%	4.2%	14.7%	2.8%	1.5%	4.4%	9.2%	2.6%	11.3%	6.7%	5.5%	6.7%	13.2%	4.9%	4.7%	5.7%	12.2%	12.4%	3.2%	2.0%	14.4%	4.2%	2.2%	6.2%	5.9%	5.6%	3.2%	5.5%	5.2%	4.6%
Agree	161	97	64	58	56	47	75	27	14	8	34	73	30	8	15	4	20	21	39	56	46	20	22	33	72	147	12	3	108	7	20
	15.9%	19.8%	12.3%	20.0%	15.6%	12.9%	27.9%	12.5%	8.4%	12.3%	15.7%	31.2%	12.4%	16.7%	8.6%	6.9%	10.7%	14.9%	19.6%	20.7%	11.3%	14.9%	13.3%	13.2%	22.2%	16.8%	13.3%	5.5%	18.6%	3.6%	14.4%
Neither agree nor disagree	275	128	147	71	92	112	94	35	39	15	70	90	66	7	41	12	51	22	48	82	124	26	50	45	97	219	34	23	156	61	39
	27.1%	25.9%	28.3%	24.4%	25.6%	30.8%	35.2%	16.1%	22.9%	21.4%	32.2%	38.4%	27.6%	14.2%	23.1%	17.7%	26.7%	15.3%	24.0%	30.7%	30.5%	19.4%	29.8%	18.5%	29.7%	24.9%	38.6%	45.5%	26.9%	30.3%	28.4%
Disagree	183	87	96	38	79	66	40	42	38	14	41	27	39	17	43	19	30	33	33	39	78	30	30	43	57	160	16	8	103	41	25
	18.1%	17.7%	18.5%	12.9%	22.2%	18.2%	14.8%	19.6%	22.3%	20.6%	18.7%	11.3%	16.3%	35.2%	24.4%	28.6%	15.5%	23.3%	16.8%	14.5%	19.3%	22.0%	18.2%	17.5%	17.5%	18.3%	18.1%	14.9%	17.7%	20.1%	18.6%
Strongly disagree	192	97	95	38	79	75	23	73	45	17	27	2	72	7	42	18	42	30	27	45	89	21	31	71	44	168	12	13	106	47	30
	19.0%	19.7%	18.2%	13.0%	22.2%	20.6%	8.7%	33.9%	26.5%	24.6%	12.3%	0.8%	30.0%	15.5%	24.1%	27.5%	21.9%	21.3%	13.8%	16.9%	22.0%	15.9%	18.7%	28.7%	13.6%	19.1%	13.3%	25.7%	18.2%	23.4%	21.7%
Don't know	143	46	97	44	42	58	24	19	30	7	31	30	17	2	26	10	37	18	27	38	61	18	27	49	35	131	10	3	76	35	17
	14.1%	9.4%	18.6%	15.0%	11.6%	15.9%	9.1%	8.8%	17.4%	9.8%	14.5%	12.7%	7.0%	5.2%	14.9%	14.7%	19.6%	13.1%	13.4%	14.0%	15.0%	13.5%	15.9%	19.8%	10.8%	14.9%	11.1%	5.3%	13.1%	17.5%	12.3%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 8
Q8. If a party made housing one of its top three priorities for the next parliament, would this make you more or less likely to vote for them at the upcoming General Election, or would it not affect your vote?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7							Tenure				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent (Social)	Rent (private)	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	626	173	146
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
Much more likely	84	31	52	53	14	16	14	21	17	3	26	12	32	12	13	7	4	17	17	22	28	23	18	17	20	77	6	1	29	26	17
	8.3%	6.3%	10.1%	18.3%	4.0%	4.4%	5.2%	9.6%	10.1%	5.1%	12.1%	5.3%	13.4%	24.8%	7.1%	10.8%	2.3%	11.8%	8.7%	8.0%	7.0%	17.0%	10.6%	6.8%	6.0%	8.8%	6.6%	1.7%	5.0%	13.0%	12.7%
Somewhat more likely	301	133	167	119	132	49	63	74	50	12	74	56	86	12	45	12	79	51	54	90	106	54	46	81	90	271	10	19	135	72	63
	29.7%	27.1%	32.1%	40.9%	36.9%	13.5%	23.7%	34.5%	29.3%	18.2%	33.9%	23.8%	35.8%	26.3%	25.4%	18.6%	41.6%	36.3%	27.1%	33.5%	26.0%	40.3%	27.5%	32.8%	27.8%	31.0%	11.9%	37.5%	23.3%	35.7%	46.2%
Somewhat less likely	88	40	48	30	21	36	39	8	12	6	20	43	10	3	8	3	18	11	7	24	45	3	13	14	43	73	13	2	60	12	8
	8.6%	8.1%	9.2%	10.3%	5.9%	10.0%	14.5%	3.7%	6.9%	9.0%	9.3%	18.3%	4.0%	6.6%	4.7%	4.3%	9.4%	7.6%	3.6%	9.1%	11.2%	2.3%	8.1%	5.6%	13.1%	8.3%	15.0%	3.3%	10.3%	6.0%	6.0%
Much less likely	38	20	18	13	7	18	11	5	1	2	14	4	5	1	9	1	7	7	15	3	12	8	3	10	14	35	1	2	22	5	1
	3.7%	4.0%	3.4%	4.5%	1.9%	4.9%	4.2%	2.2%	0.3%	2.5%	6.5%	1.8%	2.1%	2.5%	5.4%	0.9%	3.5%	5.2%	7.4%	1.3%	3.0%	6.1%	1.7%	4.1%	4.3%	4.0%	0.8%	3.7%	3.7%	2.4%	0.5%
Would not affect my vote	504	268	236	76	184	245	140	108	91	44	83	119	107	19	101	43	82	55	106	129	214	46	87	125	159	420	57	27	335	87	47
	49.7%	54.5%	45.2%	25.9%	51.4%	67.2%	52.5%	50.0%	53.4%	65.3%	38.3%	50.8%	44.6%	39.7%	57.5%	65.3%	43.1%	39.2%	53.3%	48.1%	52.8%	34.3%	52.1%	50.8%	48.8%	47.9%	65.7%	53.8%	57.7%	43.0%	34.6%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	581	202	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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. Thinking about the past year, which of the following statements most closely matches your experience?	Base : All Respondents	1014
	5	2	Q2. Are you struggling to buy a suitable home?	Base : All Respondents	1014
	6	3	Q3. Are you struggling to rent a suitable home?	Base : All Respondents	1014
	7	4	Q4. Combined answers to questions 2 and 3	Base : All Respondents	1014
	8	5	Q5. Which party has the best policies to help people who are struggling to buy a home?	Base : All Respondents	1014
	9	6	Q6. Which party has the best policies to help people who are struggling to rent a home?	Base : All Respondents	1014
	10	7	Q7. To what extent do you agree or disagree with the following statements. "The government's housing policy has helped private renters in recent years and is on track to solve the housing crisis in the future".	Base : All Respondents	1014
	11	8	Q8. If a party made housing one of its top three priorities for the next parliament, would this make you more or less likely to vote for them at the upcoming General Election, or would it not affect your vote?	Base : All Respondents	1014