

Housing

Poll

28/04/2015

Prepared on behalf of Generation Rent



GENERATION RENT

The national voice of private renters

Methodology

Fieldwork Dates

22nd – 23rd April 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

1,205

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 1,205 it is 95% certain that the 'true' value will fall within the range of 2.8% 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.

For further information please contact.

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

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1							Tenure		
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent Private	Rent Social
Unweighted Total	1205	581	624	366	401	438	309	283	79	174	91	159	327	237	174	93	279	270	274	331	330	111	199	313	449	1072	84	49	760	186	163	
Weighted Total	1205	585	620	347	425	433	302	281	91	173	92	156	307	247	196	81	279	239	210	371	385	139	199	275	429	1041	109	55	771	173	169	
Own / mortgage	771	373	398	130	281	360	243	160	56	115	50	100	245	168	142	53	115	199	150	237	185	78	121	178	290	666	70	34	771	-	-	
	64.0%	63.7%	64.2%	37.4%	66.1%	83.3%	80.4%	57.0%	62.2%	66.3%	55.1%	63.7%	79.8%	68.2%	72.3%	65.7%	41.0%	83.1%	71.7%	63.8%	48.1%	56.0%	60.7%	64.9%	67.6%	64.0%	64.1%	62.9%	100.0%	-	-	
Rent from council	85	40	45	33	35	16	11	25	3	15	7	12	19	22	5	4	25	2	8	24	51	16	13	13	21	63	12	10	-	-	85	
	7.0%	6.9%	7.2%	9.5%	8.3%	3.8%	3.8%	8.9%	3.6%	8.8%	7.3%	7.7%	6.1%	9.1%	2.6%	4.8%	9.1%	0.7%	3.9%	6.4%	13.2%	11.3%	6.6%	4.8%	4.8%	6.0%	11.3%	17.8%	-	-	49.9%	
Rent from private landlord	173	78	95	88	63	22	23	51	18	18	17	21	19	26	32	11	67	23	29	61	60	25	27	43	64	160	6	7	-	173	-	
	14.4%	13.3%	15.4%	25.3%	14.9%	5.1%	7.6%	18.2%	20.2%	10.7%	18.7%	13.6%	6.2%	10.5%	16.2%	14.2%	23.8%	9.5%	13.9%	16.4%	15.7%	18.3%	13.8%	15.6%	15.0%	15.4%	5.3%	13.3%	-	100.0%	-	
Rent from housing association	85	36	49	28	31	26	13	22	6	9	10	13	10	18	9	12	22	2	8	15	60	6	15	23	28	72	10	3	-	-	85	
	7.0%	6.2%	7.8%	8.1%	7.2%	6.0%	4.2%	7.7%	6.5%	5.4%	10.8%	8.2%	3.4%	7.4%	4.7%	14.9%	8.0%	1.0%	3.7%	4.1%	15.5%	4.7%	7.5%	8.4%	6.4%	6.9%	9.3%	4.7%	-	-	50.1%	
Tied accommodation (accommodation provided by your employer)	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	
	*	*	-	-	-	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	
Live with parents / family	78	47	31	64	14	1	7	21	7	13	6	9	12	11	7	-	42	9	13	34	22	11	19	14	25	68	10	1	-	-	-	
	6.5%	8.0%	5.0%	18.4%	3.2%	*	2.5%	7.3%	7.5%	7.4%	6.5%	6.1%	4.0%	4.3%	3.4%	-	15.1%	4.0%	6.1%	9.1%	5.7%	7.6%	9.4%	5.0%	5.7%	6.5%	8.7%	1.2%	-	-	-	
Other	8	6	2	1	2	6	4	1	-	1	2	-	1	1	1	-	4	4	1	1	2	1	2	2	1	7	1	-	-	-	-	
	0.7%	1.0%	*	*	*	1.3%	1.3%	*	-	0.5%	1.7%	-	*	0.5%	0.7%	-	1.3%	1.5%	0.6%	*	0.6%	0.9%	0.8%	0.8%	*	0.6%	1.3%	-	-	-	-	
Prefer not to say	5	5	*	4	-	1	-	2	-	2	-	1	-	-	-	*	5	-	*	-	5	2	2	1	*	5	-	-	-	-	-	
	*	0.8%	*	1.1%	-	*	-	0.6%	-	0.9%	-	0.6%	-	-	-	*	1.6%	-	*	-	1.2%	1.1%	1.2%	*	*	*	-	-	-	-	-	
SIGMA	1205	585	620	347	425	433	302	281	91	173	92	156	307	247	196	81	279	239	210	371	385	139	199	275	429	1041	109	55	771	173	169	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Table 2
Q2. Normal weightings
Q2. If you the had the choice, in which of the following types of accommodation would you prefer to live in five years' time?
Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Tenure			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent Private	Rent Social	
Unweighted Total	1205	581	624	366	401	438	309	283	79	174	91	159	327	237	174	93	279	270	274	331	330	111	199	313	449	1072	84	49	760	186	163
Weighted Total	1205	585	620	347	425	433	302	281	91	173	92	156	307	247	196	81	279	239	210	371	385	139	199	275	429	1041	109	55	771	173	169
Accommodation I own (with mortgage)	930	438	493	231	330	370	268	210	72	133	63	110	269	188	162	63	189	223	169	307	232	92	152	212	347	803	86	42	722	94	58
	77.2%	74.8%	79.5%	66.4%	77.6%	85.4%	88.7%	74.7%	79.5%	76.8%	68.5%	70.8%	87.5%	76.0%	82.4%	78.1%	67.7%	93.1%	80.4%	82.8%	60.1%	66.3%	76.3%	77.0%	81.1%	77.1%	78.2%	76.8%	93.7%	54.5%	34.4%
Accommodation I rent from a council / housing association	144	76	67	58	47	39	23	40	9	23	18	19	25	41	16	8	41	5	16	35	87	29	22	31	38	120	17	6	22	14	95
	11.9%	13.0%	10.9%	16.7%	11.0%	9.0%	7.5%	14.4%	9.4%	13.1%	19.4%	12.3%	8.1%	16.5%	8.0%	10.3%	14.6%	2.1%	7.7%	9.5%	22.6%	20.9%	11.1%	11.3%	8.9%	11.6%	15.7%	10.9%	2.9%	8.3%	56.1%
Accommodation I rent from a private landlord	66	32	34	36	23	7	8	20	6	9	7	8	8	13	9	3	25	7	13	16	30	7	14	12	25	58	4	4	5	48	6
	5.5%	5.5%	5.5%	10.4%	5.4%	1.6%	2.8%	7.3%	6.7%	5.2%	7.2%	5.3%	2.7%	5.4%	4.7%	4.3%	9.0%	3.0%	6.0%	4.4%	7.8%	5.1%	7.1%	4.5%	5.8%	5.6%	3.6%	7.2%	0.6%	27.8%	3.8%
Dont know	65	39	26	22	25	17	3	10	4	9	4	18	5	5	9	6	24	4	12	12	37	11	11	20	18	60	3	3	21	16	10
	5.4%	6.7%	4.2%	6.5%	6.0%	4.0%	1.0%	3.7%	4.3%	4.9%	4.9%	11.7%	1.7%	2.1%	4.8%	7.3%	8.7%	1.7%	5.8%	3.2%	9.6%	7.7%	5.5%	7.2%	4.2%	5.7%	2.4%	5.2%	2.8%	9.5%	5.7%
SIGMA	1205	585	620	347	425	433	302	281	91	173	92	156	307	247	196	81	279	239	210	371	385	139	199	275	429	1041	109	55	771	173	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 3
Q3. Normal weightings
Q3. How likely do you think it is that you will live in your preferred type of accommodation in the next five years?
Base: Gave two different answers to first two questions

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Tenure		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent Private	Rent Social
Unweighted Total	271	128	143	167	75	29	42	70	24	40	22	36	40	40	32	23	119	37	53	100	81	34	46	65	99	244	17	10	21	119	60
Weighted Total	266	131	135	158	81	27	39	71	26	38	21	34	37	45	36	20	111	34	41	105	85	45	43	54	93	234	19	12	27	109	65
Very likely	30	20	10	21	8	1	7	6	3	4	2	2	9	3	1	1	13	9	3	11	7	3	8	4	13	28	-	1	3	15	2
	11.2%	15.5%	7.1%	13.1%	9.9%	4.0%	18.6%	8.8%	12.6%	9.4%	9.8%	7.0%	22.9%	6.9%	2.8%	4.9%	11.5%	27.3%	6.6%	10.3%	8.2%	7.2%	19.6%	7.3%	13.7%	12.1%	-	12.5%	11.7%	14.0%	3.7%
Quite likely	71	36	34	53	15	3	12	28	9	5	6	7	5	13	16	3	29	10	8	36	17	19	8	18	19	64	4	3	12	23	16
	26.6%	27.8%	25.3%	33.4%	18.5%	10.7%	30.7%	39.0%	33.6%	12.6%	29.5%	20.9%	14.2%	28.5%	44.4%	15.7%	26.0%	28.6%	18.2%	34.3%	20.2%	43.6%	19.1%	32.9%	20.2%	27.4%	18.9%	22.6%	43.9%	21.3%	24.0%
Quite unlikely	56	30	25	35	15	6	8	11	4	10	6	8	6	11	3	7	26	7	11	21	16	10	8	14	16	47	7	1	6	24	9
	20.9%	23.1%	18.8%	22.0%	18.4%	21.9%	20.2%	15.6%	17.2%	25.7%	30.3%	24.6%	15.0%	24.5%	8.5%	33.4%	23.8%	21.0%	26.8%	20.4%	18.6%	22.8%	18.1%	25.8%	16.7%	20.2%	35.5%	11.1%	20.3%	22.0%	14.5%
Very unlikely	95	33	62	45	34	16	8	22	9	20	6	15	15	15	14	8	38	7	16	32	39	11	14	17	40	82	6	6	5	41	35
	35.7%	25.0%	46.1%	28.2%	42.0%	60.7%	20.0%	30.6%	32.9%	52.3%	30.3%	42.3%	40.1%	33.0%	39.4%	42.4%	34.2%	19.9%	39.2%	30.8%	46.2%	24.5%	33.3%	31.2%	43.0%	35.0%	32.8%	53.9%	17.4%	37.6%	54.3%
Dont know	15	11	4	5	9	1	4	4	1	-	-	2	3	3	2	1	5	1	4	4	6	1	4	2	6	13	2	-	2	6	2
	5.6%	8.7%	2.7%	3.3%	11.2%	2.7%	10.5%	6.0%	3.6%	-	-	5.2%	7.8%	7.1%	4.8%	3.6%	4.4%	3.2%	9.2%	4.2%	6.8%	1.9%	9.9%	2.8%	6.4%	5.4%	12.7%	-	6.7%	5.2%	3.4%
SIGMA	266	131	135	158	81	27	39	71	26	38	21	34	37	45	36	20	111	34	41	105	85	45	43	54	93	234	19	12	27	109	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 4
Q4. Normal weightings
Q4. How likely do you think it is that you would vote for a different party at the next General Election after the one on May 7th and at other elections in the future?
Base: All voters who chose a party

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Tenure			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Own	Rent Private	Rent Social	
Unweighted Total	936	483	453	269	301	366	309	283	79	174	91	0	295	206	148	81	175	227	210	265	234	83	148	239	358	828	69	39	616	137	115
Weighted Total	938	487	451	253	321	363	302	281	91	173	92	0	280	212	167	71	176	198	163	304	273	104	147	208	343	802	92	43	624	128	121
Very likely	66	36	30	34	24	9	11	28	6	18	4	-	9	18	16	5	17	13	11	26	17	18	7	13	23	60	4	2	49	10	6
	7.1%	7.3%	6.7%	13.3%	7.3%	2.5%	3.5%	9.9%	6.6%	10.2%	4.2%	-	3.1%	8.4%	9.6%	7.2%	9.4%	6.3%	7.1%	8.4%	6.1%	17.1%	4.5%	6.2%	6.7%	7.5%	4.4%	3.9%	7.8%	7.9%	5.1%
Quite likely	164	83	81	69	52	43	45	47	16	41	15	-	34	35	37	13	35	42	35	48	40	12	23	42	64	141	17	6	92	28	31
	17.5%	17.0%	18.0%	27.3%	16.1%	11.8%	14.8%	16.7%	18.0%	23.8%	15.9%	-	12.3%	16.3%	21.9%	17.8%	20.0%	21.1%	21.3%	15.7%	14.5%	11.6%	15.9%	20.3%	18.6%	17.6%	18.1%	13.3%	14.8%	22.2%	25.8%
Quite unlikely	207	103	104	57	71	78	70	61	23	31	21	-	63	42	25	19	49	42	35	70	60	25	33	39	74	170	22	14	135	27	25
	22.0%	21.1%	23.1%	22.5%	22.2%	21.6%	23.3%	21.6%	25.6%	18.0%	23.5%	-	22.4%	20.1%	15.0%	26.5%	28.0%	21.1%	21.4%	22.9%	22.1%	23.7%	22.7%	18.6%	21.5%	21.2%	24.2%	32.1%	21.7%	20.9%	20.6%
Very unlikely	251	152	99	28	87	136	93	83	13	35	27	-	101	72	27	22	26	51	33	82	86	20	41	59	86	206	32	13	177	30	34
	26.8%	31.3%	21.9%	11.1%	27.2%	37.3%	30.6%	29.6%	14.6%	20.5%	29.3%	-	36.0%	34.1%	15.9%	30.4%	14.9%	25.6%	20.0%	27.1%	31.3%	19.2%	27.9%	28.4%	25.0%	25.7%	35.1%	29.4%	28.3%	23.3%	28.3%
Dont know	250	113	137	65	88	97	84	62	32	47	25	-	73	45	63	13	49	51	49	79	71	30	43	55	97	224	17	9	171	33	25
	26.7%	23.3%	30.3%	25.7%	27.2%	26.8%	27.8%	22.1%	35.1%	27.5%	27.1%	-	26.2%	21.0%	37.6%	18.1%	27.7%	25.9%	30.2%	25.9%	26.0%	28.4%	29.1%	26.5%	28.2%	27.9%	18.2%	21.3%	27.3%	25.6%	20.2%
SIGMA	938	487	451	253	321	363	302	281	91	173	92	-	280	212	167	71	176	198	163	304	273	104	147	208	343	802	92	43	624	128	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%