

7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q1. To what extent, if at all, do you agree or disagree with the following statements... - Summary

All Adults aged 18+ in Great Britain

	Q1. To what extent, if at all, do you agree or disagree with the following statements...	
	There is a housing crisis in Britain?	There is a housing crisis in my local area?
	(A)	(B)
Unweighted base	1131	1131
Weighted base	1131	1131
Strongly agree (2)	379 33% B	213 19%
Tend to agree (1)	408 36% B	270 24%
Neither agree nor disagree (0)	171 15%	235 21% A
Tend to disagree (-1)	83 7%	241 21% A
Strongly disagree (-2)	42 4%	75 7% A
Don't know	49 4%	97 9% A

Net: Agree	787 70% B	483 43%
Net: Disagree	125 11%	316 28% A

Mean	0.92 B	0.29
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nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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Housing Polling
All Adults aged 18+ in GB

Q1. To what extent, if at all, do you agree or disagree with the following statements... - There is a housing crisis in Britain?
All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Strongly agree (2)	379	179	195	36	60	62	73	79	68	96	134	148	44	100	101	134	211	167	91	91	85	58	13	41	336	42	77	92	116	69	24
	33%	33%	34%	31%	31%	33%	39% I	43% DEI	26%	31%	36%	33%	32%	31%	40% N	32%	33%	34%	34%	31%	33%	37%	24% *	42% *	34%	28%	37%	31%	38% d	28%	30% *
Tend to agree (1)	408	192	210	50	71	66	54	47	120	121	120	167	58	121	74	156	223	186	102	105	99	50	27	25	351	57	85	104	91	96	32
	36%	35%	37%	44% GH	36% H	35%	29%	26%	46% GH	39%	32%	37%	42% O	37%	29%	38% O	35%	38%	38% X	36%	38%	31%	49% VX*	26% *	36%	38%	40% c	36%	30%	39% c	41% *
Neither agree nor disagree (0)	171	84	84	17	36	33	29	24	30	54	62	55	24	55	40	52	102	69	42	16%	37	22	7	16	141	29	23	54	42	39	13
	15%	15%	15%	17%	19%	18%	16%	13%	11%	17%	17%	12%	17%	17%	16%	13%	16%	14%	16%	14%	14%	14%	12% *	17% *	14%	19%	11%	18% a	14%	16%	17% *
Tend to disagree (-1)	83	45	37	5	16	14	12	14	22	21	26	36	6	27	17	34	47	36	15	23	22	12	3	8	69	14	9	19	32	21	1
	7%	8%	6%	5%	8%	7%	7%	7%	8%	7%	7%	8%	4%	8%	7%	8%	7%	7%	6%	8%	8%	8%	5% *	8% *	7%	9%	4%	7%	10% ae	9%	2% *
Strongly disagree (-2)	42	24	18	5	6	5	4	10	12	10	9	23	6	8	7	21	30	12	5	14	5	13	2	2	40	2	4	11	10	10	7
	4%	4%	3%	4%	3%	2%	2%	6%	5%	3%	2%	5%	4%	3%	3%	5%	5%	2%	2%	5%	2%	8% SU	4% *	3% *	4%	1%	2%	4%	3%	4%	9% ac*
Don't know	49	22	26	1	7	7	14	8	11	8	22	19	1	15	16	17	30	18	12	12	12	4	3	5	41	8	14	13	12	8	1
	4%	4%	5%	1%	4%	4%	8% D	4%	4%	3%	6%	4%	1%	4%	6% M	4%	5%	4%	5%	4%	5%	3%	6% *	5% *	4%	5%	7%	4%	4%	3%	1% *

Net: Agree	787 70%	371 68%	405 71%	86 75%	131 67%	128 69%	126 68%	126 69%	189 71%	218 70%	254 68%	315 70%	102 74%	221 68%	174 69%	290 70%	434 68%	353 72%	193 72%	196 67%	184 71%	108 68%	40 73% *	66 68% *	687 70%	100 65%	162 77% b	197 67%	208 68%	165 68%	55 71% *
Net: Disagree	125 11%	70 13%	54 10%	10 9%	21 11%	19 10%	17 9%	24 13%	35 13%	31 10%	35 9%	59 13%	11 8%	35 11%	24 9%	55 13%	77 12%	48 10%	20 7%	37 13%	27 10%	25 16% s	5 10% *	10 10% *	109 11%	16 10%	13 6%	31 10%	41 14% a	31 13% a	9 11% *

Mean	0.92	0.87	0.97	0.95	0.87	0.93	1.04	0.98	0.83	0.90	0.98	0.89	0.94	0.89	1.03	0.88	0.88	0.98	1.02	0.84	0.95	0.83	0.88 *	1.02 *	0.93	0.85	1.13 bde	0.88	0.94	0.82	0.82 *
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M,N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q1. To what extent, if at all, do you agree or disagree with the following statements... - There is a housing crisis in Britain?

All Adults aged 18+ in Great Britain

	Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Strongly agree (2)	379 33%	228 33%	114 36%	37 31% *	109 32%	269 34%	122 33%	257 34%	226 32%	152 36%	92 26%	128 44% K	33 34% *	49 42% K	166 38% P	136 31%	119 33%	98 26%	73 38% RU	83 47% QRU	217 29% R	156 43% QRU	25 16%	302 51% W	113 27% Y	155 47% Y	75 27% a	174 42%
Tend to agree (1)	408 36%	239 34%	120 38%	49 41% *	118 34%	290 37%	134 36%	274 36%	254 36%	154 36%	133 37%	101 35%	33 34% *	41 35%	161 37%	151 34%	132 36%	142 38%	62 33%	59 34%	274 37%	121 33%	52 34%	200 34%	161 38%	111 34%	108 39%	142 35%
Neither agree nor disagree (0)	171 15%	117 17%	37 12%	16 14% *	64 19% F	106 13%	59 16%	112 15%	117 17%	53 12%	60 17%	31 11%	17 18% *	17 14%	52 12%	71 16%	59 16% T	64 17% T	31 16%	15 9%	122 17% T	46 12% T	30 20% X	41 7% Z	65 15% Z	26 8% Z	39 14% b	35 9%
Tend to disagree (-1)	83 7%	64 9% C	14 5%	4 4% *	29 9%	54 7%	27 7%	56 7%	54 8%	29 7%	33 9% L	13 5%	10 11% *	8 7%	24 6%	44 10% O	22 6% T	39 10% TUV	14 7%	7 4%	61 8% T	21 6% X	33 21% X	17 3% Z	52 12% Z	16 5% Z	36 13% b	25 6%
Strongly disagree (-2)	42 4%	24 3%	17 5%	1 1% *	11 3%	31 4%	10 3%	31 4%	22 3%	20 5%	26 7% LMN	5 2%	1 1% *	1 1%	13 3%	21 5%	13 3%	19 5%	8 4%	2 1%	32 4%	10 3%	12 8% X	18 3% Z	17 4%	16 5%	10 4%	19 5%
Don't know	49 4%	23 3%	15 5%	11 9% B*	11 3%	37 5%	16 4%	33 4%	29 4%	20 5%	15 4%	11 4%	3 3% *	1 1%	16 4%	17 4%	18 5%	16 4%	4 2%	8 5%	34 5%	12 3%	2 1%	11 2%	17 4%	7 2%	9 3%	15 4%

Net: Agree	787 70%	467 67%	234 74%	86 72% *	228 66%	559 71%	256 70%	531 70%	481 68%	306 72%	225 63%	229 79% K	66 68% *	90 77% K	327 76% P	287 65%	251 69%	240 63%	135 71%	141 81% QRSUV	490 66% RSU	276 76% RSU	77 50%	501 85% W	273 64%	266 80% Y	184 66%	316 77% a
Net: Disagree	125 11%	88 13% D	31 10%	6 5% *	40 12%	85 11%	37 10%	88 12%	77 11%	48 11%	59 16% LN	19 6%	11 11% *	9 8%	37 9%	65 15% O	35 10%	59 15% QWUV	21 11%	9 5%	93 13% T	31 8%	44 29% X	35 6%	69 16% Z	32 10% Z	46 17% b	44 11%

Mean	0.92	0.87	0.99	1.07 *	0.86	0.95	0.94	0.92	0.90	0.96	0.67	1.20 KM	0.92 *	1.11 K	1.07 P	0.80	0.94 RU	0.72	0.96 R	1.28 QRSUV	0.82 R	1.11 RSU	0.30	1.30 W	0.74	1.15 Y	0.75	1.08 a
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Q1. To what extent, if at all, do you agree or disagree with the following statements... - There is a housing crisis in my local area?
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		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Strongly agree (2)	213	101	108	21	42	40	39	41	30	62	79	72	24	72	53	63	111	102	51	42	49	41	8	22	194	19	48	53	63	37	11
	19%	18%	19%	18%	21%	21%	21%	23%	11%	20%	21%	16%	17%	22%	21%	15%	17%	21%	19%	15%	19%	26%	14%	22%	20%	13%	23%	18%	21%	15%	14%
Tend to agree (1)	270	128	137	37	42	53	33	39	65	79	86	104	41	81	52	96	146	124	50	64	75	40	17	24	228	41	58	63	76	62	11
	24%	23%	24%	32%	22%	29%	18%	21%	25%	26%	23%	23%	30%	25%	21%	23%	23%	25%	19%	22%	29%	25%	31%	24%	23%	27%	27%	22%	25%	25%	14%
Neither agree nor disagree (0)	235	119	113	26	47	37	41	33	52	72	77	85	32	73	51	79	134	101	56	71	49	31	11	18	204	31	41	74	52	49	19
	21%	22%	20%	22%	24%	20%	22%	18%	20%	23%	21%	19%	23%	22%	20%	19%	21%	21%	21%	24%	19%	19%	11%	18%	21%	20%	19%	25%	17%	20%	24%
Tend to disagree (-1)	241	116	122	20	35	36	43	34	72	55	80	106	24	59	54	104	147	94	76	63	50	22	12	18	201	40	38	58	68	60	17
	21%	21%	21%	17%	18%	19%	23%	18%	27%	18%	21%	24%	17%	18%	21%	25%	23%	19%	29%	21%	19%	14%	19%	19%	21%	26%	18%	20%	22%	24%	22%
Strongly disagree (-2)	75	44	31	4	11	7	11	18	25	15	18	42	6	14	17	39	50	26	8	23	15	13	4	14	66	9	6	17	22	18	12
	7%	8%	5%	3%	6%	4%	6%	10%	9%	5%	5%	9%	4%	4%	7%	9%	8%	5%	3%	8%	6%	8%	6%	14%	7%	6%	3%	6%	7%	7%	15%
Don't know	97	39	58	8	19	13	19	18	20	27	32	38	11	27	27	33	56	41	26	29	22	12	5	2	84	13	20	28	23	18	8
	9%	7%	10%	7%	10%	7%	10%	10%	7%	9%	9%	8%	8%	8%	11%	8%	9%	8%	10%	10%	8%	8%	9%	2%	9%	8%	9%	9%	7%	7%	11%

Net: Agree	483	228	245	58	84	93	72	80	95	142	165	175	66	153	105	159	257	226	101	107	124	81	25	45	422	61	106	116	139	99	22
	43%	42%	43%	50% I	43%	50% GI	39%	44%	36%	46%	44%	39%	47%	47% P	41%	38%	40%	46%	38%	37%	48% ST	51% ST	* *	46% *	43%	40%	50% be	40%	46% e	41%	28% *
Net: Disagree	316	160	153	24	46	43	54	51	97	70	98	148	30	73	71	143	197	119	84	85	65	35	15	32	267	49	44	75	90	78	29
	28%	29%	27%	21%	24%	23%	29%	28%	37% DEF	23%	26%	33% J	21%	22%	28%	35% MN	31% R	24%	31%	29%	25%	22%	27% *	33% *	27%	32%	21%	26%	30% a	32% a	37% a*

Mean	0.29	0.25	0.33	0.47 I*	0.39 I	0.48 I	0.27	0.32 I	0.02	0.42 L	0.38 L	0.14	0.42 P	0.46 P	0.31	0.11	0.20	0.41 Q	0.25	0.16	0.39	0.51 T	0.28 *	0.22 *	0.32	0.16	0.55 bde	0.29 e	0.32 e	0.18	-0.11 *
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Housing Polling

All Adults aged 18+ in GB

Q1. To what extent, if at all, do you agree or disagree with the following statements... - There is a housing crisis in my local area?

All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Strongly agree (2)	213 19%	128 18%	68 21%	17 14% *	78 23% F	135 17%	69 19%	144 19%	139 20%	74 17%	53 15%	72 25% KM	14 14% *	24 20%	82 19%	83 19%	62 17% R	42 11%	42 22% RU	60 34% QRSUV	104 14% R	102 28% QRSU	22 14%	164 28% W	53 13%	106 32% Y	48 17%	105 26% a
Tend to agree (1)	270 24%	165 24%	85 27%	20 17% *	76 22%	194 25%	98 27%	172 23%	176 25%	93 22%	75 21%	87 30% K	23 23% *	28 24%	126 29% P	84 19%	86 24%	84 22%	46 24%	48 28%	170 23%	94 26%	33 22%	167 28%	106 25%	73 22%	69 25%	100 24%
Neither agree nor disagree (0)	235 21%	142 20%	64 20%	29 24% *	81 24%	154 20%	85 23%	150 20%	153 22%	82 19%	61 17%	57 20%	24 24% *	37 31% KL	91 21%	86 20%	81 22%	81 21%	39 21%	26 15%	162 22%	66 18%	28 18%	106 18%	77 18%	52 16%	57 21%	64 16%
Tend to disagree (-1)	241 21%	164 24% C	50 16%	23 23% *	74 22%	167 21%	71 19%	170 22%	136 19%	104 24%	98 27% LN	48 17%	22 23% *	19 16%	81 19%	110 25%	75 21%	100 26% TV	40 21%	23 13%	175 24% TV	64 17%	53 34% X	87 15%	115 27% Z	61 18%	63 23%	88 22%
Strongly disagree (-2)	75 7%	50 7%	17 5%	9 7% *	16 5%	59 7%	21 6%	55 7%	42 6%	34 8%	36 10% L	9 3%	10 10% L*	5 4%	20 5%	39 9% O	21 6%	40 10% QTUV	10 5%	5 3%	60 8% TV	15 4%	10 7%	34 6%	39 9%	20 6%	26 9%	22 5%
Don't know	97 9%	46 7%	34 11% B	17 14% B*	17 5%	80 10% E	26 7%	71 9%	57 8%	40 9%	35 10%	15 5%	4 5% *	6 5%	31 7%	39 9%	36 10%	32 8%	12 6%	12 7%	68 9%	24 7%	8 5%	31 5%	35 8%	19 6%	14 5%	30 7%
Net: Agree	483 43% D	293 42% D	152 48% D	37 31% *	154 45%	328 42%	167 45%	316 41%	315 45%	167 39%	128 36%	160 55% KM	36 38% *	52 44%	208 48% P	166 38%	148 41%	126 33%	89 46% RU	108 62% QRSUV	274 37% R	196 54% QRSU	55 36%	331 56% W	159 38%	179 54% Y	117 42%	205 50%
Net: Disagree	316 28% C	214 31% C	67 21%	36 30% *	91 26%	226 29%	91 25%	225 30%	178 25%	138 32% I	135 38% LN	58 20%	32 33% LN*	24 20%	101 24%	148 34% O	96 27% T	139 37% QSTUV	51 27% TV	28 16%	236 32% QTV	79 22% T	63 41% X	120 20%	153 36% Z	81 25%	90 32%	111 27%
Mean	0.29	0.24	0.48 BD	0.09 *	0.39	0.25	0.36	0.26	0.36 J	0.18	0.03	0.60 KM	0.09 *	0.42 K*	0.42 P	0.16	0.29 RU	-0.03	0.39 RU	0.84 QRSUV	0.12 R	0.60 QRSU	0.02	0.61 W	0.05	0.58 Y	0.19	0.46 a

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ColumnProportions (5%)- A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q2. Generally speaking, do you think that the issue of housing has been discussed in Britain too much, too little or about the right amount over the last few months?

All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks				Generations				Social grade		Region							Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69		
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78		
Too much	144	85	58	15	23	30	21	19	34	39	52	53	20	45	26	52	88	56	24	41	35	28	5	11	129	14	17	37	49	34	7		
	13%	16% c	10%	13%	12%	16%	11%	11%	13%	12%	14%	12%	14%	14%	10%	13%	14%	11%	9%	14%	14%	18% s	10% *	11% *	13%	9%	8%	13%	16% a	14%	9% *		
Too little	500	251	238	54	88	77	70	90	121	143	147	211	65	145	98	193	274	226	130	114	110	75	23	47	440	60	98	127	144	93	38		
	44%	46%	42%	47%	45%	41%	37%	49% g	46%	46%	39%	47%	47%	45%	38%	47%	43%	46%	49% t	39%	42%	47%	42% *	48% *	45%	39%	47%	43%	47%	38%	48% *		
About the right amount	355	158	195	29	68	62	55	54	86	97	118	140	37	104	83	131	220	135	83	102	75	46	19	31	300	55	51	100	91	93	20		
	31%	29%	34%	25%	35%	33%	30%	29%	33%	31%	32%	31%	27%	32%	33%	32%	34% r	28%	31%	35%	29%	29%	33% *	32% *	31%	36%	24%	34% a	30%	38% a	26% *		
Don't know	132	52	79	16	16	17	40	20	23	33	57	43	17	31	47	37	62	71	31	35	39	11	8	9	108	24	45	30	21	24	13		
	12%	10%	14%	14%	8%	9%	21% EFHI	11%	9%	10%	15% L	10%	12%	10%	19% NP	9%	10%	14% Q	11%	12%	15% v	7%	15% *	9% *	11%	16%	21% bcd	10%	7%	10%	17% c*		

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q2. Generally speaking, do you think that the issue of housing has been discussed in Britain too much, too little or about the right amount over the last few months?

All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Too much	144 13%	107 15% C	28 9%	9 8% *	57 17% F	86 11%	48 13%	96 13%	97 14%	47 11%	58 16% L	27 9%	14 15% *	22 19% L	46 11%	69 16%	51 14%	59 16% TV	19 10%	14 8%	110 15% TV	33 9%	38 25% x	51 9%	65 15%	36 11%	48 17%	52 13%
Too little	500 44%	299 43%	155 49%	46 38% *	137 40%	363 46%	171 46%	329 43%	300 43%	200 47%	135 38%	163 56% KN	42 44% *	51 43%	211 49% P	175 40%	164 45%	144 38%	84 44%	101 58% QRSUV	307 42% R	185 51% RSU	35 23%	364 62% W	161 38%	189 57% Y	108 39%	219 53% a
About the right amount	355 31%	227 33%	86 27%	42 35% *	112 33%	243 31%	123 33%	232 30%	227 32%	128 30%	130 36% L	74 26%	34 35% *	37 31%	137 32%	148 34%	107 30%	137 36% TU	60 31%	47 27%	244 33%	106 29%	76 49% x	122 21%	160 38% z	75 22%	105 38% b	99 24%
Don't know	132 12%	62 9%	48 15% B	22 19% B*	36 11%	96 12%	27 7%	105 14% G	78 11%	54 13%	35 10%	25 9%	6 7% *	8 6%	38 9%	48 11%	40 11%	39 10%	28 15% T	12 7%	79 11%	41 11% T	5 3%	51 9% W	38 9%	33 10%	16 6%	40 10%

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q3A. Do you think the Conservative Government is doing a good job or bad job at improving housing in Britain or do you have no view either way?
All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very good job (2)	34	19	13	5	12	8	5	4	-	17	13	4	6	19	7	3	27	7	5	9	5	11	-	4	31	3	2	3	11	18	-
	3%	3%	2%	4%	6%	4%	3%	2%	-	5%	3%	1%	4%	6%	3%	1%	4%	1%	2%	3%	2%	7%	-	4%	3%	2%	1%	1%	3%	7%	-
Fairly good job (1)	120	61	57	17	31	23	12	10	26	48	35	37	21	48	15	36	78	42	22	30	30	21	8	8	103	17	13	26	34	46	1
	11%	11%	10%	15% GH	16% GH	12% H	6%	6%	10%	15% KL	9%	8%	15% O	15% OP	6%	9%	12%	9%	8%	10%	12%	13%	14% *	9%	10%	11%	6%	9% e	11% e	19% abce	1%
Neither good nor bad job (0)	300	141	157	33	44	42	34	52	94	78	76	146	38	72	50	140	164	136	75	81	63	42	13	26	249	51	59	94	73	44	30
	27%	26%	28%	28% G	23% GH	23% H	18%	29% G	36% EFG	25%	20%	33% JK	27%	22%	20%	34% NO	26%	28%	28%	28%	24%	26%	24% *	26% *	25%	34%	28% d	32% d	74% cd	18%	38% cd*
Fairly bad job (-1)	250	108	140	24	40	45	45	41	55	64	91	95	30	71	61	88	137	113	55	55	75	32	19	15	220	30	48	52	75	54	21
	22%	20%	25%	21%	21%	24%	24%	22%	21%	21%	24%	21%	22%	22%	24%	21%	21%	23%	20%	19%	29% STX	20%	33% TX*	15% *	22%	20%	23%	18%	25%	22%	27% *
Very bad job (-2)	338	186	146	25	55	57	65	64	72	80	122	136	32	95	88	123	185	153	86	87	69	44	14	38	305	33	67	91	89	70	22
	30%	34% c	26%	22%	28%	30%	35% D	35% D	27%	26%	33%	31%	23%	29%	35% M	30%	29%	31%	32%	30%	26%	28%	24% *	39% U*	31% z	22%	32%	31%	29%	29%	28% *
Don't know	89	32	56	11	14	11	25	11	17	24	37	28	12	20	33	23	51	37	24	29	18	9	3	6	71	18	21	27	23	13	5
	8%	6%	10% B	9%	7%	6%	14% FHI	6%	6%	8%	10%	6%	9%	6%	13% NP	6%	8%	8%	9%	10%	7%	5%	5% *	7% *	7%	12%	10%	9%	8%	5%	6% *

Net: Good job	154	80	70	22	43	31	17	15	26	65	48	41	26	67	22	39	105	49	27	39	35	33	8	12	134	20	15	30	44	64	1
	14%	15%	12%	19% GHI	22% GHI	17% GH	9%	8%	10%	21% KL	13%	9%	19% OP	21% OP	8%	9%	16% R	10%	10%	13%	14%	21% s	14% *	13% *	14%	13%	7%	10% e	15% ae	26% abce	1%
Net: Bad job	588	294	286	49	95	102	110	105	127	144	212	232	62	166	149	211	322	266	141	143	144	76	32	53	525	64	116	143	163	124	43
	52%	54%	50%	43%	49%	55%	59% D	57% D	48%	46%	57% J	52%	45%	51%	59% M	51%	50%	55%	53%	49%	55%	48%	58% *	54% *	54% z	42%	55%	49%	54%	51%	55% *

Mean	-0.71	-0.74	-0.68	-0.45 GH*	-0.53 GH	-0.68 G	-0.96	-0.87	-0.70 G	-0.50 KL	-0.81	-0.77	-0.49 OP	-0.58 O	-0.95	-0.75 O	-0.63 R	-0.81	-0.81	-0.69	-0.71	-0.51 s	-0.72 *	-0.82 *	-0.73	-0.55	-0.87	-0.75	-0.70	-0.48 ab	-0.87 *
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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q3A. Do you think the Conservative Government is doing a good job or bad job at improving housing in Britain or do you have no view either way?

All Adults aged 18+ in Great Britain

			Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)	
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400	
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410	
Very good job (2)	34 3%	25 4%	7 2%	2 2% *	25 7% F	9 1%	20 6% H	13 2%	30 4% J	4 1%	13 4%	6 2%	3 3% *	9 8% L	13 3%	16 4%	7 2%	14 4%	6 3%	7 4%	21 3%	13 4%	34 22% X	- -	29 7% Z	2 1%	29 10% b	1 *	
Fairly good job (1)	120 11%	85 12%	25 8%	10 8% *	61 18% F	59 7%	49 13% H	71 9%	81 12%	39 9%	62 17% LN	17 6%	12 13% L*	5 5%	38 9%	52 12%	32 9%	59 16% GSTUV	13 7%	15 9%	92 12% GSV	28 8%	120 78% X	- -	70 16% Z	20 6%	64 23% b	29 7%	
Neither good nor bad job (0)	300 27%	179 26%	80 25%	40 34% *	78 23% F	222 28%	78 21% H	222 29% G	171 24%	129 30%	138 39% LMN	40 14%	24 25% L*	28 24% L	86 20%	149 34% O	84 23%	115 30% U	48 25%	46 26%	199 27%	94 26%	- -	- -	120 28% Z	63 19%	57 21%	92 22%	
Fairly bad job (-1)	250 22%	162 23% D	72 23%	16 14% *	75 22% F	176 22%	82 22% H	169 22% G	169 24%	81 19%	71 20%	74 26%	22 23% *	25 21% L	115 27% P	86 20%	104 29% RTUV	73 19%	42 22%	28 16%	177 24% RT	70 19%	- -	250 43% W	79 19%	89 27% Y	52 19%	112 27% a	
Very bad job (-2)	338 30%	201 29%	100 32%	37 31% *	82 24% E	256 32% F	117 32% H	221 29%	206 29%	133 31%	47 13%	140 49% KM	32 33% K*	46 39% K	160 37% P	105 24%	112 31%	94 25% R	65 34% R	61 35% R	206 28%	125 34% RU	- -	338 57% W	93 22%	138 42% Y	62 22%	152 37% a	
Don't know	89 8%	42 6%	33 10% B	14 12% *	22 6% F	67 8%	23 6%	66 9%	46 7%	43 10%	27 8%	11 4%	2 2% *	3 3%	20 5%	32 7%	22 6%	24 6%	17 9%	18 10%	46 6%	35 10%	- -	- -	34 8%	19 5%	14 5%	24 6%	
Net: Good job	154 14%	111 16% C	31 10%	12 10% *	86 25% F	68 9%	69 19% H	84 11%	111 16% J	42 10%	75 21% L	23 8%	16 16% L*	15 12%	51 12%	68 15%	40 11%	73 19% GSTUV	19 10%	22 13%	113 15% Q	41 11%	154 100% X	- -	98 23% Z	22 7%	92 33% b	30 7%	
Net: Bad job	588 52%	363 52%	172 54%	53 45% *	157 46% E	432 55% F	199 54% H	390 51%	375 53%	214 50%	118 33%	214 74% KMN	54 56% K*	71 61% K	275 64% P	192 44%	216 60% RU	167 44%	107 56% R	88 51%	383 52% R	195 53% R	- -	588 100% W	171 40%	227 69% Y	115 41%	264 65% a	
Mean	-0.71	-0.65	-0.83	-0.73 *	-0.40 F	-0.85	-0.65	-0.74	-0.67	-0.78	-0.23 LMN	-1.17	-0.72 L*	-0.82 L*	-0.90	-0.52 O	-0.83	-0.49 GSTUV	-0.84	-0.77	-0.66 Q	-0.81	1.22 X	-1.57	-0.35 Z	-1.09	-0.21 b	-1.00	

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q3B. And compared to the current Government, do you think a Labour Government would do a better or worse job at improving housing in Britain, or would it make no difference?

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
A better job	411 36%	211 39%	193 34%	57 50% GHI	94 48% GHI	73 39% I	56 30% E	57 31% DE	73 28% DE	152 49% KL	129 35% J	130 29% JK	73 53% NOP	135 42% P	85 34% MNO	117 28% M	257 40% R	153 31% Q	111 41% T	88 30% SW	92 35% SW	61 38% SW	22 40% X*	37 39% W*	366 37% Y	45 29% Z	61 29% a	101 34% e	118 39% ae	115 47% abe	15 19% *
A worse job	203 18%	102 19%	101 18%	15 13%	18 9%	30 16%	33 18% E	44 24% DE	64 24% DE	32 10%	63 17% J	108 24% JK	18 13%	40 12%	42 17%	103 25% MNO	116 18% R	88 18% Q	45 17%	52 18%	51 20%	32 20%	14 24% X*	10 10% W*	173 18% Y	30 20% Z	34 16% a	66 22% d	52 17% ae	33 14% abe	18 23% *
It would make no difference	394 35%	192 35%	198 35%	25 22%	62 31%	63 34% D	68 37% D	68 37% D	107 41% D	87 28% J	132 35% J	175 39% J	29 21%	109 34% M	93 37% M	163 39% M	204 32% Q	190 39% Q	84 31%	119 41% SW	87 34%	51 32%	11 21% *	41 42% W*	335 34% Y	58 38% Z	81 39% a	105 36% e	107 35% ae	71 29% abe	30 38% *
Don't know	123 11%	42 8%	77 14% B	18 15% HI	22 11% HI	21 11% HI	28 15% HI	14 8%	20 8%	40 13% L	49 13% L	34 8%	19 14% P	40 12% P	34 13% P	30 7% P	66 10% Q	57 12% R	28 11%	33 11%	30 11%	15 9%	8 15% *	9 9% *	104 11% Y	19 13% Z	34 16% bc	23 8% e	26 9% ae	25 10% abe	15 19% bc*

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O,P,Q/R,S/T/U/V/W/X,Y/Z,a/b,c/d/e Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q38. And compared to the current Government, do you think a Labour Government would do a better or worse job at improving housing in Britain, or would it make no difference?

All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
A better job	411 36%	268 39% D	110 35%	32 27% *	153 45% F	257 33%	172 47% H	238 31%	289 41% J	122 28%	56 16%	201 69% KMN	46 48% K*	44 38% K	217 50% P	102 23%	142 39%	123 32%	69 36%	71 41%	264 36% R	140 38%	64 42%	286 49%	146 34%	134 40%	132 48% b	145 35%
A worse job	203 18%	138 20%	46 15%	19 16% *	56 16%	147 19%	45 12%	158 21% G	104 15%	100 23% I	135 38% LMN	14 5%	9 10% *	20 17% L	44 10%	132 30% O	53 15%	92 24% QTUV	35 19%	22 13%	145 20% Q	57 16%	56 36% X	69 12%	86 20%	59 18%	50 18%	79 19%
It would make no difference	394 35%	230 33%	113 36%	51 43% *	99 29%	295 37% E	118 32%	276 36%	236 34%	157 37%	145 41% L	54 19%	34 36% L*	46 39% L	135 31%	176 40% O	126 35%	138 36%	62 33%	59 34%	263 36%	122 33%	31 20%	190 32% w	160 38%	109 33%	82 29%	145 35%
Don't know	123 11%	59 8%	48 15% B	17 14% *	35 10%	88 11%	33 9%	90 12%	74 11%	49 12%	22 6%	21 7%	6 6% *	7 6%	36 8%	30 7%	41 11%	27 7%	24 13% R	22 12%	68 9% R	46 12% R	3 2%	43 7% w	32 8%	29 9%	14 5%	40 10% a

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - Summary
All Adults aged 18+ in Great Britain

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is?							
	The amount of affordable properties available to rent (A)	The amount of affordable properties available to buy (B)	The amount of social housing available i.e. homes to rent from a housing association or a local authority (C)	The condition of rented properties in the private sector (D)	The condition of rented properties in the social sector (E)	The amount of homeless people in Britain as a whole (F)	Building enough homes quickly enough to meet Britain's needs (G)
Unweighted base	1131	1131	1131	1131	1131	1131	1131
Weighted base	1131	1131	1131	1131	1131	1131	1131
Very serious problem (4)	451 40% BCDEG	414 37% DEG	403 36% DEG	321 28% DEG	332 29% CDEG	446 39% CDEG	336 30% CDEG
Fairly serious problem (3)	418 37% BCDEG	403 36% DEG	389 34% DEG	442 39% C	462 41% ABC	420 37% CDEG	431 38% CDEG
Not a very serious problem (2)	113 10% AF	172 15% AF	157 14% A	196 17% ACEF	162 14% A	138 12% AF	181 16% AF
Not a problem at all (1)	52 5% F	52 5% F	66 6% DEF	39 3% DEF	39 3% DEF	31 3% DEF	68 6% DEF
Don't know	97 9% BCDEG	90 8% DEG	116 10% B	133 12% ABF	136 12% ABF	96 9% BCDEG	115 10% B

Net: Serious problem	869 77% BCDEG	817 72% DG	792 70% DEG	763 67% DEG	794 70% DEG	866 77% BCDEG	767 68% CDEG
Net: Not a serious problem	165 15% AF	224 20% AF	223 20% AF	235 21% AEF	201 18% AF	169 15% AF	249 22% AEF

Mean	3.23 BCDEG	3.13 DG	3.11 DG	3.05 DEG	3.09 G	3.24 BCDEG	3.02 CDEG
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ance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G Minimum Base: 30(*) Small Base: 100(*)

7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of affordable properties available to rent

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very serious problem (4)	451 40%	203 37%	241 42%	43 37%	70 36%	60 32%	83 44% F	85 46% EF	111 42%	113 36%	143 38%	196 44%	51 37%	111 34%	108 43%	181 44% N	250 39%	201 41%	115 43%	109 37%	110 42%	64 40%	16 29% *	37 38% *	397 41%	54 35%	98 46%	121 41%	113 37%	91 37%	29 38% *
Fairly serious problem (3)	418 37%	205 38%	209 37%	40 35%	70 36%	79 42%	68 36%	60 33%	101 38%	110 35%	147 39%	161 36%	54 39%	120 37%	93 37%	151 37%	238 37%	180 37%	98 37%	111 38%	92 35%	51 32%	31 55% STUVX*	34 35% *	355 36%	63 41%	76 36%	102 35%	123 40%	89 37%	28 35% *
Not a very serious problem (2)	113 10%	67 12% C	44 8%	19 17% GHI	27 14% H	16 9%	15 8%	12 6%	23 9%	46 15% KL	31 8%	35 8%	20 14% P	40 12%	21 8%	32 8%	68 11%	45 9%	25 9%	34 11%	28 11%	14 9%	5 8% *	8 8% *	94 10%	19 12%	11 5%	32 11% a	31 10%	33 13% a	6 8% *
Not a problem at all (1)	52 5%	33 6% C	18 3%	3 3%	16 8% GI	11 6%	4 2%	11 6%	7 2%	20 6%	15 4%	17 4%	4 3%	24 7% P	10 4%	15 4%	32 5%	20 4%	4 2%	8 3%	11 4%	18 12% STUW	- - *	10 10% STW*	51 5% Z	2 1%	4 2%	9 3%	17 6%	19 8% ab	3 4% *
Don't know	97 9%	39 7%	58 10%	10 9%	12 6%	20 11%	17 9%	15 8%	22 8%	22 7%	37 10%	38 8%	10 7%	31 9%	22 9%	34 8%	55 9%	42 9%	25 9%	30 10%	19 7%	11 7%	4 7% *	8 8% *	82 8%	15 10%	23 11% d	29 10%	21 7%	12 5%	12 15% d*

Net: Serious problem	869 77%	408 75%	450 79%	83 72%	140 72%	139 75%	150 81%	145 79%	212 80%	223 72%	289 78%	357 80% J	105 75%	231 71%	202 79% N	332 80% N	488 76%	381 78%	213 80%	220 75%	202 78%	116 73%	47 84% *	71 74% *	752 77%	117 77%	174 82% d	223 76%	235 77%	180 74%	57 73% *
Net: Not a serious problem	165 15%	100 18% C	61 11%	22 19% G	44 22% GHI	27 15%	19 10%	23 12%	30 11%	66 21% KL	47 13%	52 12%	24 17%	64 20% OP	30 12%	47 11%	100 16%	65 13%	29 11%	42 14%	39 15%	33 21% S	5 8% *	17 18% *	144 15%	21 13%	14 7%	42 14% a	48 16% a	52 21% a	9 12% *

Mean	3.23	3.14	3.32 B	3.16 *	3.06	3.13	3.35 EF	3.31 E	3.31 E	3.10	3.24 J	3.31 J	3.18	3.08	3.30 N	3.31 N	3.20	3.26	3.33 V	3.22	3.25	3.09	3.22 *	3.11 *	3.23	3.23	3.42 bcd	3.26 d	3.17	3.09	3.25 *
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of affordable properties available to rent
All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure								Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)			
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400			
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410			
Very serious problem (4)	451 40%	262 38%	136 43%	53 45% *	125 36%	326 41%	154 42%	298 39%	257 37%	194 45% I	114 32%	150 52% KN	39 40% *	47 40%	185 43%	167 38%	125 35%	134 35%	93 49% QRU	90 52% QRU	259 35%	184 50% QRU	29 19%	335 57% W	143 34% Y	170 51% Y	98 35%	200 49% a			
Fairly serious problem (3)	418 37%	261 38%	113 36%	44 37% *	125 36%	293 37%	136 37%	282 37%	280 40% J	138 32%	143 40%	101 35%	37 38% *	47 40%	163 38%	171 39%	157 43% STV	144 38% SV	51 27%	56 32%	301 41% SV	107 29%	73 47% X	186 32%	168 40%	110 33%	101 36%	145 35%			
Not a very serious problem (2)	113 10%	81 12%	24 7%	8 7% *	42 12%	71 9%	45 12%	68 9%	75 11%	37 9%	46 13% L	17 6%	12 12% *	10 8%	36 8%	43 10%	31 8%	50 13% U	20 10%	12 7%	80 11%	32 9%	28 18% X	29 5%	57 13% Z	23 7%	46 16% b	32 8%			
Not a problem at all (1)	52 5%	34 5%	18 6%	1 1% *	22 6%	31 4%	12 3%	40 5%	39 6%	13 3%	26 7% LM	7 2%	1 1% *	5 5%	19 4%	23 5%	14 4%	19 5%	10 5%	9 5%	34 5%	18 5%	18 12% X	15 3%	22 5%	12 4%	17 6% b	10 2%			
Don't know	97 9%	57 8%	27 8%	13 11% *	30 9%	67 9%	22 6%	75 10% G	52 7%	45 10%	29 8%	14 5%	8 8% *	9 8%	28 7%	36 8%	35 10% T	32 8%	17 9%	6 4%	67 9% T	23 6% T	6 4%	24 4%	34 8%	17 5%	17 6%	23 6%			
Net: Serious problem	869 77%	523 75%	249 79%	97 82% *	250 73%	619 79%	290 79%	580 76%	536 76%	333 78%	257 72%	252 87% K	76 79% *	94 80%	348 81%	338 77%	282 78%	278 73%	144 76%	147 84% RU	560 76%	291 80%	102 66%	521 89% W	311 73%	281 85% Y	199 71%	345 84% a			
Net: Not a serious problem	165 15%	115 17% D	41 13%	9 7% *	64 19% F	101 13%	57 15%	108 14%	115 16%	50 12%	72 20% L	24 8%	13 14% *	15 13%	55 13%	67 15%	45 12%	69 18% U	29 15%	21 12%	114 15%	51 14%	46 30% X	44 7%	79 19% Z	34 10%	63 23% b	42 10%			
Mean	3.23	3.18	3.27	3.41 B*	3.13	3.27 E	3.24	3.22	3.16	3.34 I	3.05	3.43 KN	3.28 K*	3.24 *	3.28	3.19	3.20	3.13	3.31 R	3.36 RU	3.17	3.34 RU	2.77	3.49 W	3.11	3.39 Y	3.07	3.39 a			

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,Q/P,Q/R/S/T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of affordable properties available to buy

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very serious problem (4)	414	196	212	45	74	65	77	76	77	120	142	152	54	123	99	138	221	193	105	98	88	68	16	39	362	52	76	97	112	102	27
	37%	36%	37%	39%	38%	35%	41% I	41% I	29%	38%	38%	34%	39%	38%	39%	33%	34%	39%	39%	34%	34%	42%	29% *	40% *	37%	34%	36%	33%	37%	42%	34% *
Fairly serious problem (3)	403	194	204	37	60	69	63	57	118	97	132	174	44	107	88	165	241	162	87	111	105	41	25	34	339	64	81	116	105	71	30
	36%	36%	36%	32%	31%	37%	34%	31%	45% DEH	31%	35%	39% J	32%	33%	35%	40%	38%	33%	33%	38% V	40% V	26%	44% V*	35% *	35%	42%	39% d	39% d	35%	29%	38% *
Not a very serious problem (2)	172	87	81	14	34	30	25	20	49	48	55	69	19	52	37	64	104	68	41	45	38	26	12	11	151	21	25	48	44	44	11
	15%	16%	14%	12%	17%	16%	14%	11%	18%	15%	15%	15%	14%	16%	14%	16%	16%	14%	15%	15%	15%	16%	21% *	11% *	15%	14%	12%	16%	14%	18%	14% *
Not a problem at all (1)	52	27	24	7	11	7	7	17	4	18	14	20	7	16	10	19	28	24	10	17	9	12	-	4	49	4	8	11	17	12	5
	5%	5%	4%	6% I	6% I	4%	3%	9% GI	1%	6%	4%	5%	5%	5%	4%	5%	4%	5%	4%	6%	4%	8%	- *	4% *	5%	2%	4%	4%	6%	5%	6% *
Don't know	90	42	48	12	17	16	14	14	17	29	30	31	15	27	21	27	48	42	25	21	20	12	3	9	77	13	21	22	26	15	6
	8%	8%	8%	11%	8%	9%	8%	7%	6%	9%	8%	7%	11%	8%	8%	7%	7%	9%	9%	7%	8%	8%	5% *	9% *	8%	8%	10%	7%	9%	6%	8% *

Net: Serious problem	817 72%	391 71%	416 73%	82 71%	135 69%	134 71%	140 75%	132 72%	195 74%	216 70%	274 73%	327 73%	98 70%	230 71%	187 73%	303 73%	462 72%	354 73%	192 72%	209 72%	193 74%	109 68%	41 74% *	73 76% *	701 72%	116 76%	157 74%	213 73%	217 72%	172 71%	56 72% *
Net: Not a serious problem	224 20%	114 21%	105 18%	21 18%	45 23%	37 20%	32 17%	37 20%	52 20%	66 21%	69 19%	89 20%	26 19%	69 21%	47 18%	83 20%	133 21%	92 19%	50 19%	62 21%	47 18%	38 24%	12 21% *	15 15% *	200 20%	24 16%	33 16%	59 20%	60 20%	57 23%	16 20% *

Mean	3.13	3.11	3.16	3.17 *	3.10	3.12	3.23	3.13	3.08	3.13	3.17	3.10	3.16	3.13	3.18	3.10	3.10	3.17	3.19	3.07	3.13	3.12	3.08 *	3.23 *	3.13	3.17	3.18	3.10	3.13	3.14	3.09 *
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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of affordable properties available to buy

All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure								Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain (O)	Leave (P)	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)			
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400			
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410			
Very serious problem (4)	414 37%	247 36%	126 40%	40 34% *	124 36%	289 37%	137 37%	277 36%	268 38%	146 34%	99 28%	144 50% KMN	31 32% *	41 35%	182 42% P	135 31%	144 40% RU	114 30%	64 34%	82 47% RSUV	258 35% R	147 40% RS	38 24%	302 51% W	142 33%	158 47% Y	110 40%	171 42%			
Fairly serious problem (3)	403 36%	255 37%	106 33%	42 36% *	121 35%	282 36%	143 39%	260 34%	237 34%	166 39%	132 37%	99 34%	32 33% *	53 45%	156 36%	162 37%	117 32%	151 40% U	64 34%	63 36%	268 36%	128 35%	50 33%	195 33%	153 36%	113 34%	91 33%	145 35%			
Not a very serious problem (2)	172 15%	120 17%	39 12%	12 10% *	58 17%	114 15%	57 15%	116 15%	108 15%	64 15%	83 23% LN	26 9%	17 18% L*	13 11%	53 12%	89 20% O	53 15% T	72 19% TV	34 18% TV	11 7%	126 17% T	45 12% T	47 31% X	47 8%	86 20% Z	28 9%	49 18%	54 13%			
Not a problem at all (1)	52 5%	30 4%	18 6%	5 4% *	17 5%	36 5%	13 3%	40 5%	36 5%	17 4%	25 7% L	8 3%	3 3% *	7 6%	14 3%	28 6%	17 5% 5%	17 4%	11 6%	7 4%	34 5%	18 5%	14 9% X	19 3%	17 4%	19 6%	12 4%	23 6%			
Don't know	90 8%	43 6%	27 9%	20 17% BC*	24 7%	66 8%	19 5%	71 9% G	55 8%	35 8%	19 5% 5%	11 4%	13 13% KLN*	4 3%	27 6%	27 6%	30 8%	25 6%	18 9%	10 6%	54 7%	28 8%	5 3%	26 4%	27 6%	14 4%	16 6%	17 4%			
Net: Serious problem	817 72%	502 72%	232 73%	82 69% *	245 71%	571 73%	280 76%	537 70%	505 72%	312 73%	231 64%	243 84% KM	63 66% *	94 80% KM	338 78% P	297 67%	262 72%	265 70%	129 67%	145 84% QRSUV	527 71%	274 75% S	88 57%	497 84% W	295 70%	270 81% Y	201 72%	316 77%			
Net: Not a serious problem	224 20%	150 22%	57 18%	17 14% *	74 22%	150 19%	69 19%	155 20%	143 20%	81 19%	108 30% LN	34 12%	20 21% *	20 17%	66 15%	117 27% O	71 20% T	89 23% T	44 23% TV	19 11%	160 22% T	63 17% T	61 40% X	66 11%	102 24% Z	48 14%	61 22%	77 19%			
Mean	3.13	3.10	3.18	3.19 *	3.10	3.14	3.16	3.12	3.14	3.12	2.90	3.37 KMN	3.09 *	3.13 K*	3.25 P	2.98	3.17	3.02	3.05	3.35 RSUV	3.09 R	3.19 RS	2.75	3.38 W	3.06	3.28 Y	3.14	3.18			

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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of social housing available i.e. homes to rent from a housing association or a local authority

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very serious problem (4)	403 36%	184 34%	213 37%	29 25%	57 29%	54 29%	77 41% DEF	83 46% DEF	103 39% D	86 28%	131 35%	186 42% J	37 27%	94 29%	101 40% MN	171 41% MN	214 33%	189 39%	97 36%	96 33%	101 39%	57 36%	17 30% *	35 36% *	350 36%	53 34%	83 39%	115 39%	107 35%	74 30%	25 31% *
Fairly serious problem (3)	389 34%	189 35%	195 34%	44 38%	71 36%	63 34%	62 33%	57 31%	93 35%	114 37%	125 34%	149 33%	53 38%	109 33%	85 34%	142 34%	226 35%	164 34%	92 34%	104 36%	80 31%	58 36%	23 41% *	33 34% *	338 35%	51 34%	74 35%	92 31%	105 35%	93 38%	25 32% *
Not a very serious problem (2)	157 14%	86 16%	69 12%	26 23% GHI	37 19% GH	30 16% G	14 8%	18 10%	31 12%	63 20% KL	45 12%	49 11%	30 21% OP	59 18% OP	25 10%	43 10%	89 14%	69 14%	40 15%	41 14%	33 13%	21 13%	10 17% *	13 14% *	133 14%	25 16%	27 13%	42 14%	44 15%	35 14%	9 11% *
Not a problem at all (1)	66 6%	36 7%	29 5%	7 6%	14 7%	19 10% GI	6 3%	10 5%	10 4%	21 7%	25 7%	20 4%	9 6%	28 9% OP	10 4%	19 5%	46 7%	20 4%	11 4%	19 6%	16 6%	12 7%	1 2% *	7 8% *	61 6%	5 3%	6 3%	15 5%	20 7%	20 8% a	5 6% *
Don't know	116 10%	52 9%	63 11%	9 8%	17 9%	21 11%	26 14%	15 8%	27 10%	26 8%	47 13%	43 10%	10 7%	35 11%	33 13%	38 9%	70 11%	46 9%	27 10%	33 11%	31 12%	11 7%	6 10% *	9 9% *	97 10%	19 12%	22 10%	30 10%	28 9%	22 9%	15 19% cd*

Net: Serious problem	792 70%	373 68%	408 72%	72 63%	128 65%	117 63%	139 75% DF	140 77% DEF	195 74% F	200 64%	256 69%	335 75% J	90 65%	203 62%	186 73% N	313 76% MN	439 68%	353 72%	189 71%	199 68%	181 70%	115 73%	39 71% *	68 70% *	688 70%	104 68%	156 74%	207 70%	212 70%	167 68%	49 63% *
Net: Not a serious problem	223 20%	122 22%	98 17%	33 29% GHI	51 26% GHI	49 26% GHI	21 11%	27 15%	42 16%	85 27% KL	70 19%	69 15%	39 28% OP	87 27% OP	35 14%	62 15%	134 21%	89 18%	51 19%	60 21%	48 19%	32 20%	11 19% *	21 21% *	193 20%	30 20%	33 16%	57 19%	64 21%	55 23%	14 18% *

Mean	3.11	3.05	3.17	2.89 *	2.96	2.92	3.31 DEF	3.28 DEF	3.21 DEF	2.93	3.11 J	3.24 J	2.92	2.93	3.25 MN	3.24 MN	3.06	3.18	3.15	3.06	3.16	3.09	3.10 *	3.07 *	3.11	3.13	3.23 d	3.16	3.08	2.99	3.09 *
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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of social housing available i.e. homes to rent from a housing association or a local authority
All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure							Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)		
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400		
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410		
Very serious problem (4)	403	242	114	47	111	292	138	265	227	175	104	145	41	43	178	153	113	124	76	84	236	160	33	293	132	151	87	185		
	36%	35%	36%	39% *	32%	37%	37%	35%	32%	41%	29%	50% KN	42% K*	37%	41%	35%	31%	33%	40%	49% QRU	32%	44% QRU	22%	50% W	31%	45% Y	31%	45% a		
Fairly serious problem (3)	389	237	110	42	116	273	131	258	260	129	139	93	29	43	151	151	140	127	62	52	267	114	57	190	163	111	105	122		
	34%	34%	35%	35% *	34%	35%	36%	34%	37% J	30%	39%	32%	30% *	36%	35%	34%	39%	33%	32%	30%	36%	31%	37%	32%	38%	33%	38% b	30%		
Not a very serious problem (2)	157	105	41	11	59	98	49	108	105	52	50	28	13	18	45	65	45	64	27	19	109	47	34	48	70	34	45	46		
	14%	15%	13%	9% *	17% F	12%	13%	14%	15%	12%	14%	10%	13% *	15%	11%	15%	12%	17%	14%	11%	15%	13%	22% X	8%	17% Z	10%	16%	11%		
Not a problem at all (1)	66	45	19	3	28	38	22	44	44	22	30	9	6	7	21	28	28	22	9	7	50	16	22	21	22	16	21	21		
	6%	6%	6%	2% *	8% F	5%	6%	6%	6%	5%	8% L	3%	6% *	6%	5%	6%	8%	6%	6%	5%	4%	7%	5%	14% X	4%	5%	8%	5%		
Don't know	116	66	33	17	29	87	29	87	66	50	35	15	8	7	36	42	36	43	16	11	79	28	8	37	37	20	21	35		
	10%	10%	11%	14% *	8%	11%	8%	11%	9%	12%	10% L	5%	9% *	6%	8%	10%	10%	11%	9%	7%	11%	8%	5%	6%	9%	6%	7%	9%		
Net: Serious problem		792 70%	479 69%	224 71%	89 75% *	227 66%	565 72%	269 73%	523 69%	487 69%	304 71%	242 68%	238 82% K	70 72% *	86 73%	329 76% P	305 69%	253 70%	250 66%	138 72%	136 78% RU	503 68%	274 75% RU	90 59%	482 82% W	295 70%	262 79% Y	191 69%	307 75%	
Net: Not a serious problem		223 20%	150 22% D	59 19%	14 11% *	88 25% F	136 17%	71 19%	152 20%	149 21%	74 17%	80 22% L	36 13%	18 19% *	25 21% L	66 15%	93 21%	73 20%	86 23%	37 19%	26 15%	158 21%	63 17%	56 36% X	69 12%	92 22% Z	50 15%	66 24% b	67 16%	
Mean		3.11	3.08	3.13	3.29 B*	2.98	3.17 E	3.13	3.10	3.05	3.21 I	2.98	3.36 KN	3.19 *	3.10 *	3.23 P	3.08	3.04	3.05	3.17	3.31 QRU	3.04	3.24 QRU	2.69	3.37 W	3.04	3.27 Y	3.00	3.26 a	

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The condition of rented properties in the private sector

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very serious problem (4)	321 28%	149 27%	163 29%	24 21%	56 29%	49 26%	58 31%	55 30%	79 30%	80 26%	107 29%	133 30%	30 22%	90 28%	79 31%	122 30%	181 28%	140 29%	80 30%	74 25%	69 27%	58 36% TW	10 19% *	30 31% *	281 29%	40 26%	61 29%	88 30%	87 29%	67 27%	19 24% *
Fairly serious problem (3)	442 39%	211 39%	229 40%	46 40%	74 38%	73 39%	67 36%	68 37%	114 43%	120 39%	140 38%	182 41%	55 39%	125 38%	94 37%	169 41%	254 39%	188 39%	98 37%	119 41%	102 39%	52 33%	29 52% V+	42 43% *	388 40%	54 35%	83 39%	108 37%	129 43%	87 36%	35 45% *
Not a very serious problem (2)	196 17%	104 19%	89 16%	26 23%	44 22% G	29 15%	25 14%	32 17%	40 15%	70 23% KL	54 14%	72 16%	31 23% O	66 20% O	31 12%	67 16%	111 17%	85 17%	47 18%	53 18%	45 17%	26 16%	12 22% *	12 13% *	166 17%	29 19%	27 13%	57 19%	47 16%	56 23% ace	8 10% *
Not a problem at all (1)	39 3%	23 4%	15 3%	7 6%	5 3%	9 5%	8 4%	6 4%	4 2%	12 4%	16 4%	11 2%	7 5%	10 3%	12 5%	10 2%	21 3%	18 4%	5 2%	7 3%	10 4%	10 6% S	1 1% *	5 6% *	33 3%	6 4%	8 4%	11 4%	13 4%	6 2%	2 3% *
Don't know	133 12%	60 11%	73 13%	12 11%	16 8%	28 15%	28 15%	22 12%	27 10%	29 9%	55 15% J	49 11%	15 11%	35 11%	37 15%	45 11%	77 12%	56 11%	36 13%	39 13%	33 13%	13 8%	3 6% *	8 8% *	109 11%	24 16%	32 15%	30 10%	28 9%	28 12%	15 19% c*

Net: Serious problem	763 67%	360 66%	393 69%	70 61%	130 66%	122 65%	126 67%	123 67%	193 73% D	200 64%	247 66%	316 71%	85 61%	214 66%	173 68%	291 70%	434 68%	329 67%	178 67%	193 66%	171 66%	110 69%	40 71% *	71 74% *	670 68%	94 61%	144 68%	196 67%	216 71%	153 63%	54 68% *
Net: Not a serious problem	235 21%	127 23%	104 18%	33 29% GI	49 25%	37 20%	33 18%	38 21%	44 17%	82 26% KL	70 19%	82 18%	39 28% OP	75 23%	44 17%	77 19%	132 21%	103 21%	53 20%	60 21%	56 21%	36 23%	13 23% *	18 18% *	200 20%	35 23%	35 16%	68 23%	60 20%	62 25% ae	10 13% *

Mean	3.05	3.00	3.09	2.85 *	3.01	3.02	3.11 D	3.06	3.13 D	2.95	3.06	3.10 J	2.87	3.02	3.11 M	3.09 M	3.05	3.04	3.10	3.02	3.01	3.08	2.94 *	3.08 *	3.06	2.98	3.10	3.03	3.05	2.99	3.11 *
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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The condition of rented properties in the private sector

All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400	
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410	
Very serious problem (4)	321 28%	205 29%	78 25%	38 32% *	84 25%	237 30%	112 30%	209 27%	193 27%	128 30%	84 23%	111 38% K	34 36% K*	38 32%	148 34% P	113 26%	101 28%	96 25%	50 26%	67 38% QRSUV	197 27%	117 32% S	26 17%	234 40% W	101 24%	119 36% Y	75 27%	134 33%	
Fairly serious problem (3)	442 39%	266 38%	129 41%	47 40% *	133 39%	309 39%	144 39%	299 39%	266 38%	176 41%	152 42% M	112 39%	27 28% *	50 43% M	169 39%	177 40%	139 38%	155 41%	71 37%	69 40%	294 40%	140 38%	69 45%	226 38%	172 41%	126 38%	110 40%	158 39%	
Not a very serious problem (2)	196 17%	127 18%	53 17%	15 13% *	76 22% F	120 15%	68 19%	127 17%	139 20% J	57 13%	72 20% L	39 13%	21 22% *	16 14%	58 13%	80 18%	61 17%	72 19%	39 20%	23 13%	133 18%	62 17%	45 29% X	70 12%	96 23% Z	51 15%	59 21%	65 16%	
Not a problem at all (1)	39 3%	24 3%	13 4%	2 2% *	16 5%	24 3%	14 4%	26 3%	27 4%	12 3%	15 4% L	5 2%	4 4% *	5 4%	9 2%	23 5% O	15 4%	11 3%	10 5%	4 2%	26 3%	14 4%	9 6%	15 3%	15 4%	13 4%	11 4%	14 3%	
Don't know	133 12%	73 10%	44 14%	16 13% *	35 10%	98 12%	31 8%	102 13% G	78 11%	55 13%	35 10%	23 8%	10 10% *	8 7%	47 11%	47 11%	46 13% T	45 12%	21 11%	11 6%	91 12% T	32 9%	5 3%	43 7%	40 9%	24 7%	23 8%	40 10%	
Net: Serious problem	763 67%	471 68%	207 65%	85 72% *	217 63%	546 69%	255 69%	508 67%	459 65%	304 71%	236 66%	223 77% KM	61 64% *	89 75%	317 73% P	290 66%	240 66%	251 66%	122 64%	136 78% QRSUV	491 66%	257 71% S	95 62%	460 78% W	273 64%	244 74% Y	185 67%	292 71%	
Net: Not a serious problem	235 21%	151 22%	67 21%	18 15% *	91 27% F	144 18%	82 22%	153 20%	166 24% J	69 16%	87 24% L	43 15%	25 26% L*	21 18%	67 16%	104 24% O	76 21%	83 22%	48 25% TV	27 16%	159 21%	76 21% T	53 35% X	85 14%	111 26% Z	64 19%	70 25%	78 19%	
Mean	3.05	3.05	2.99	3.18 *	2.93	3.10 E	3.05	3.05	3.00	3.13 I	2.94	3.24 K	3.06 *	3.11 *	3.19 P	2.96	3.03	3.01	2.95	3.22 QRSUV	3.02	3.08 S	2.76	3.25 W	2.94	3.14 Y	2.98	3.11	

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ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N/O/P,Q/R/S,T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,Q/P,Q/R/S,T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The condition of rented properties in the social sector

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very serious problem (4)	332	149	176	22	50	57	68	59	76	72	125	134	29	88	92	122	179	153	85	81	72	50	12	32	292	39	61	98	87	65	20
	29%	27%	31%	19%	25%	31% D	36% DE	32% D	29%	23%	34% J	30%	21%	27%	36% MN	30%	28%	31%	32%	28%	28%	31%	22% +	33% +	30%	26%	29%	33%	29%	26%	26% +
Fairly serious problem (3)	462	222	236	47	86	67	70	72	121	132	137	193	57	129	96	180	260	202	109	121	108	58	23	43	395	67	101	108	132	95	26
	41%	41%	41%	41%	44%	36%	38%	39%	46%	43%	37%	43%	41%	40%	38%	44%	40%	41%	41%	42%	42%	36%	41% +	44% +	40%	44%	48% b	37%	43%	39%	33% +
Not a very serious problem (2)	162	86	76	29	25	25	20	24	39	54	46	62	33	45	26	59	103	59	36	47	41	18	12	8	137	25	17	58	38	38	10
	14%	16%	13%	26% EFGHI	13%	14%	11%	13%	15%	17%	12%	14%	24% NOP	14%	10%	14%	16%	12%	14%	16%	16%	11%	21% +	9% +	14%	16%	8%	20% ac	13%	16% a	13% +
Not a problem at all (1)	39	26	10	3	12	9	2	8	6	15	11	14	3	18	6	13	23	16	3	11	5	16	-	4	36	3	4	7	9	14	5
	3%	5% C	2%	3%	6% G	5%	1%	4%	2%	5%	3%	3%	2%	5%	2%	3%	4%	3%	1%	4%	2%	10% STUW	- +	4% +	4%	2%	2%	2%	3%	6% a	7% +
Don't know	136	64	71	14	25	28	26	21	23	38	54	43	17	46	34	39	78	58	34	32	34	18	8	9	118	18	27	23	37	32	17
	12%	12%	13%	12%	13%	15%	14%	11%	9%	12%	15%	10%	12%	14%	13%	10%	12%	12%	13%	11%	13%	12%	15% +	10% +	12%	12%	13%	8%	12%	13%	21% b*

Net: Serious problem	794 70%	371 68%	413 72%	69 60%	135 69%	124 67%	138 74% D	131 71%	197 75% D	204 66%	262 70%	327 73% J	86 62%	217 67%	188 74% M	303 73% M	439 68%	355 73%	194 73%	202 69%	180 69%	107 67%	36 64% +	75 78% +	687 70%	107 70%	163 77% de	206 70%	219 72%	160 65%	46 59% +
Net: Not a serious problem	201 18%	111 20% C	86 15%	32 28% GHI	36 19%	34 18%	22 12%	32 17%	44 17%	69 22% K	56 15%	76 17%	36 26% OP	62 19% O	32 12%	71 17%	126 20%	75 15%	40 15%	58 20%	46 18%	33 21%	12 21% +	12 13% +	173 18%	28 19%	21 10%	65 22% a	48 16%	52 21% a	16 20% +

Mean	3.09	3.03	3.16 B	2.87 *	3.01	3.09 D	3.27 DE	3.12 D	3.11 D	2.96	3.18 J	3.11 J	2.92	3.03	3.25 MNP	3.10 M	3.05	3.14	3.18	3.05	3.09	3.00	3.01 +	3.18 +	3.10	3.06	3.20 d	3.10	3.11	2.99	2.98 *
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J,K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The condition of rented properties in the social sector

All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure								Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain (O)	Leave (P)	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)			
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400			
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410			
Very serious problem (4)	332	214	80	38	99	232	119	213	195	136	84	113	38	39	154	113	102	102	56	66	203	122	26	226	106	125	82	148			
	29%	31%	25%	32% *	29%	29%	32%	28%	28%	32%	24%	39% K	39% K*	33%	36% P	26%	28%	27%	29%	38% QRU	27%	33%	17%	38% W	25%	38% Y	29%	36%			
Fairly serious problem (3)	462	268	145	50	130	332	146	316	282	181	149	117	33	48	172	178	143	159	79	73	302	153	73	240	181	128	109	164			
	41%	38%	46%	42% *	38%	42%	40%	41%	40%	42%	42%	40%	34% *	41%	40%	41%	39%	42%	42%	42%	41%	42%	48%	41%	43%	39%	39%	40%			
Not a very serious problem (2)	162	104	41	17	57	105	55	107	111	51	68	29	15	16	49	74	57	62	26	15	119	41	31	57	79	37	48	46			
	14%	15%	13%	14% *	17%	13%	15%	14%	16%	12%	19% L	10%	16% *	14%	11%	17%	16%	16% T	13%	9%	16% T	11%	20% X	10%	19% Z	11%	17% b	11%			
Not a problem at all (1)	39	25	12	2	17	22	13	26	26	13	18	6	3	2	10	23	8	16	10	5	24	15	14	12	13	13	17	12			
	3%	4%	4%	2% *	5%	3%	3%	3%	4%	3%	5%	2%	3% *	2%	2%	5% O	2%	4%	5%	3%	3%	4%	9% X	2%	3%	4%	6%	3%			
Don't know	136	85	39	12	40	96	36	100	89	47	39	25	8	12	46	52	53	39	19	15	92	34	9	53	46	29	23	40			
	12%	12%	12%	10% *	12%	12%	10%	13%	13%	11%	11%	9%	8% *	10%	11%	12%	15%	10%	10%	9%	12% R	9%	6%	9%	11%	9%	8%	10%			
Net: Serious problem		794 70%	481 69%	225 71%	88 74% *	230 67%	564 72%	265 72%	529 69%	477 68%	317 74%	234 65%	229 79% K	70 73% *	87 74%	327 76% P	291 66%	244 68%	261 69%	136 71%	139 80% QRU	505 68%	275 75% QU	100 65%	466 79% W	287 68%	253 76% Y	190 69%	312 76% a		
Net: Not a serious problem		201 18%	129 19%	53 17%	19 16% *	74 22% F	127 16%	68 18%	133 17%	137 19%	64 15%	86 24% L	35 12%	18 19% *	18 15%	59 14%	97 22% O	65 18%	79 21% T	36 19%	20 11%	143 19% T	56 15%	45 30% X	69 12%	92 22% Z	50 15%	65 23% b	58 14%		
Mean		3.09	3.10	3.05	3.16 *	3.03	3.12	3.11	3.08	3.05	3.15	2.94	3.27 K	3.19 K*	3.18 K*	3.22 P	2.98	3.10	3.02	3.06	3.26 RSUV	3.06	3.15 RS	2.77	3.27 W	3.00	3.20 Y	3.00	3.21 a		

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of homelessness in Britain as a whole

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very serious problem (4)	446	207	232	43	70	79	70	74	111	113	148	184	51	124	98	172	236	210	120	97	94	77	22	36	390	55	90	118	115	86	36
	39%	38%	41%	37%	36%	42%	38%	40%	42%	36%	40%	41%	37%	38%	39%	42%	37%	43%	45% T	33%	36%	48% TU	40% *	37% *	40%	36%	43%	40%	38%	35%	46% *
Fairly serious problem (3)	420	201	215	36	81	70	74	61	98	117	144	159	47	128	98	147	231	189	84	130	100	41	25	40	353	67	79	99	130	87	25
	37%	37%	38%	32%	41%	37%	40%	33%	37%	38%	39%	35%	34%	39%	39%	36%	36%	39%	31%	44% SV	38% V	26%	45% V*	41% V*	36%	44%	37%	34%	43% b	36%	32% *
Not a very serious problem (2)	138	81	54	21	25	15	20	23	33	46	36	56	25	34	26	52	96	41	36	36	30	20	6	9	120	18	17	44	32	39	6
	12%	15% C	9%	18% F	13%	8%	11%	13%	13%	15%	10%	13%	18% NO	11%	10%	13%	15% R	8%	14%	12%	12%	12%	11% *	9% *	12% *	12%	8%	15% a	11%	16% a	8% *
Not a problem at all (1)	31	20	11	3	7	4	3	7	9	9	6	16	3	9	6	14	21	10	5	5	6	9	1	5	26	5	3	12	5	8	3
	3%	4%	2%	2%	3%	2%	2%	4%	3%	3%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	2%	6% T	1% *	5% *	3%	3%	1%	4%	2%	3%	4% *
Don't know	96	38	59	12	14	19	19	18	14	26	38	32	13	29	25	29	59	37	22	24	29	12	2	8	88	8	22	21	21	23	8
	9%	7%	10%	10%	7%	10%	10%	10%	5%	8%	10%	7%	9%	9%	10%	7%	9%	8%	8%	8%	11%	7%	3% *	8% *	9%	5%	11%	7%	7%	10%	11% *

Net: Serious problem	866 77%	408 75%	446 78%	79 69%	151 77%	148 79%	144 78%	134 74%	209 79%	230 74%	293 79%	343 77%	98 71%	253 78%	197 77%	318 77%	467 73%	399 82% Q	204 76%	226 77%	194 75%	118 74%	47 85% *	76 78% *	744 76%	122 80%	169 80% d	217 74%	245 81% d	173 71%	61 78% *
Net: Not a serious problem	169 15%	100 18% C	65 11%	24 21% F	31 16%	19 10%	23 12%	30 16%	42 16%	55 18% K	42 11%	72 16%	28 20%	43 13%	32 13%	66 16%	117 18% R	52 11%	41 15%	41 14%	37 14%	29 18%	7 12% *	14 14% *	146 15%	23 15%	20 9%	56 19% a	38 12%	47 19% ac	9 12% *

Mean	3.24	3.17	3.31 B	3.16 *	3.18	3.33	3.26	3.22	3.24	3.17	3.30	3.23	3.16	3.24	3.27	3.24	3.17	3.33 Q	3.30	3.19	3.22	3.26	3.27 *	3.19 *	3.24	3.19	3.36 bd	3.19	3.25	3.14	3.34 *
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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - The amount of homelessness in Britain as a whole

All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure								Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)			
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400			
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410			
Very serious problem (4)	446 39%	273 39%	124 39%	49 41% *	128 37%	318 40%	144 39%	302 40%	253 36%	193 45% I	113 32%	151 52% KM	37 38% *	55 47% K	201 46% P	158 36%	137 38%	137 36%	83 43%	80 46% RU	274 37%	163 45% RU	42 28%	313 53% W	147 35%	172 52% Y	114 41%	190 46%			
Fairly serious problem (3)	420 37%	249 36%	128 40%	43 37% *	125 37%	294 37%	146 40%	274 36%	275 39%	145 34%	137 38%	107 37%	39 40% *	37 32%	149 35%	169 38%	145 40%	136 36%	69 36%	65 37%	281 38%	134 37%	50 33%	211 36%	162 38%	114 34%	96 35%	154 38%			
Not a very serious problem (2)	138 12%	96 14%	30 10%	11 9% *	48 14%	89 11%	49 13%	88 12%	91 13%	46 11%	68 19% L	12 4%	10 10% L*	18 15% L	43 10%	61 14%	36 10%	65 17% GSTUV	18 9%	16 9%	101 14% Q	33 9%	40 26% X	27 5%	70 16% Z	27 8%	35 13%	39 9%			
Not a problem at all (1)	31 3%	23 3%	6 2%	3 2% *	11 3%	20 3%	8 2%	24 3%	21 3%	11 2%	12 3%	6 2%	3 3% *	2 1%	7 2%	17 4%	3 1%	16 4% QU	9 5% Q	3 2%	19 3% Q	12 3% Q	11 7% X	10 2%	15 4%	7 2%	14 5% b	6 1%			
Don't know	96 9%	54 8%	29 9%	13 11% *	31 9%	66 8%	21 6%	75 10% G	64 9%	33 8%	28 8%	13 5%	8 8% *	6 5%	32 7%	34 8%	41 11% V	25 7%	12 7%	10 6%	66 9% R	23 6%	9 6%	27 5%	30 7%	12 4%	18 7%	21 5%			
Net: Serious problem	866 77%	522 75%	252 79%	93 78% *	253 74%	612 78%	290 79%	575 75%	527 75%	338 79%	250 70%	258 89% KMN	76 79% *	93 79%	350 81% P	327 74%	282 78%	273 72%	152 79%	145 83% RU	555 75%	297 81% RU	93 60%	524 89% W	309 73%	286 86% Y	210 76%	344 84% a			
Net: Not a serious problem	169 15%	119 17% C	36 11%	14 11% *	59 17%	110 14%	57 15%	112 15%	112 16%	57 13%	80 22% L	18 6%	13 13% L*	19 16% L	50 12%	79 18% O	39 11%	81 21% QTUV	27 14%	19 11%	120 16% Q	46 12%	52 34% X	37 6%	85 20% Z	34 10%	50 18% b	45 11%			
Mean	3.24	3.20	3.29	3.31 *	3.18	3.26	3.23	3.24	3.19	3.32 I	3.06	3.46 KM	3.23 *	3.31 K*	3.36 P	3.15	3.30 RU	3.11	3.26	3.35 RU	3.20 R	3.31 R	2.86	3.47 W	3.12	3.41 Y	3.19	3.36 a			

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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - Building enough homes quickly enough to meet Britain's needs

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Very serious problem (4)	336	177	151	32	54	49	63	64	74	86	112	138	38	89	84	126	196	141	96	62	68	54	19	38	298	39	57	81	101	79	18
	30%	32%	27%	28%	28%	26%	34%	35%	28%	28%	30%	31%	28%	27%	33%	30%	30%	29%	36% TU	21%	26%	34% T	34% *	39% TU*	30%	25%	27%	28%	33%	32%	23% *
Fairly serious problem (3)	431	199	231	44	75	69	67	64	112	119	135	176	53	119	95	164	243	188	102	118	102	58	21	30	366	64	87	120	114	85	25
	38%	36%	41%	38%	38%	37%	36%	35%	43%	38%	36%	39%	38%	37%	37%	40%	38%	38%	38%	41%	39%	36%	38% *	31% *	37%	42%	41%	41%	37%	35%	32% *
Not a very serious problem (2)	181	94	84	21	35	30	27	29	39	56	57	68	27	54	37	63	101	80	37	55	47	16	10	18	154	27	28	52	47	40	13
	16%	17%	15%	19%	18%	16%	14%	16%	15%	18%	15%	15%	20%	17%	15%	15%	16%	16%	14%	19% V	18%	10%	17% *	19% *	16%	18%	13%	18%	16%	17%	16% *
Not a problem at all (1)	68	32	33	7	16	17	6	11	11	23	23	23	8	27	10	22	39	28	9	24	10	20	1	4	61	7	12	13	16	21	5
	6%	6%	6%	6%	8%	9% G	3%	6%	4%	7%	6%	5%	6%	8% O	4%	5%	6%	6%	4%	8% S	4%	12% SUW	2% *	4% *	6%	4%	6%	4%	5%	9%	7% *
Don't know	115	45	70	11	16	22	24	14	28	27	46	42	12	36	28	38	64	51	24	33	32	12	5	8	99	16	26	28	26	19	16
	10%	8%	12%	9%	8%	12%	13%	8%	11%	9%	12%	9%	9%	11%	11%	9%	10%	10%	9%	11%	12%	8%	9% *	8% *	10%	10%	12%	10%	8%	8%	21% bcd*

Net: Serious problem	767 68%	376 69%	382 67%	76 66%	129 66%	118 63%	130 70%	128 70%	186 70%	205 66%	248 66%	314 70%	91 66%	208 64%	178 70%	290 70%	439 68%	328 67%	197 74% T	181 62%	170 66%	111 70%	40 72% *	67 69% *	664 68%	103 68%	145 69%	201 68%	215 71% e	164 67%	43 56% *
Net: Not a serious problem	249 22%	125 23%	118 21%	28 25%	50 26%	47 25%	33 17%	41 22%	50 19%	79 25%	79 21%	91 20%	36 26%	81 25%	47 19%	85 21%	141 22%	108 22%	47 17%	78 27% S	57 22%	35 22%	10 19% *	22 23% *	215 22%	34 22%	41 19%	65 22%	64 21%	61 25%	18 23% *

Mean	3.02	3.04	3.00	2.97 *	2.93	2.91	3.15 EF	3.07	3.05	2.95	3.03	3.06	2.95	2.93	3.12 N	3.05	3.03	3.01	3.16 T	2.85	3.01	2.99	3.15 T*	3.13 T*	3.02	2.99	3.02	3.01	3.07	2.98	2.91 *
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q4. Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is? - Building enough homes quickly enough to meet Britain's needs

All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure								Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain (O)	Leave (P)	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)			
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400			
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410			
Very serious problem (4)	336 30%	207 30%	93 29%	36 30% *	103 30%	233 30%	133 36% H	203 27%	207 29%	129 30%	91 25%	114 39% K	29 30% *	39 33%	150 35% P	115 26%	106 29%	104 28%	60 31%	59 34%	210 28%	118 32%	36 23% W	234 40%	126 30%	119 36%	88 32%	137 34%			
Fairly serious problem (3)	431 38%	258 37%	124 39%	49 41% *	128 37%	303 38%	130 35%	301 39%	269 38%	162 38%	144 40%	125 43%	30 31% *	44 37%	176 41%	162 37%	147 41%	142 37%	60 31%	75 43% SV	289 39%	135 37% S	54 35%	235 40%	158 37%	121 36%	105 38%	157 38%			
Not a very serious problem (2)	181 16%	119 17%	46 14%	16 14% *	58 17%	123 16%	53 14%	128 17%	124 18%	58 14%	62 17% L	29 10%	21 22% L*	16 14%	53 12%	84 19% O	49 14%	71 19% U	39 21% T	21 12%	120 16%	60 16% T	33 22% X	63 11%	78 18%	48 15%	43 15%	66 16%			
Not a problem at all (1)	68 6%	42 6%	22 7%	3 3% *	23 7%	45 6%	21 6%	47 6%	40 6%	28 7%	33 9% L	6 2%	5 6% *	6 5%	15 4%	35 8% O	20 6%	28 7%	13 7%	7 4%	48 6%	20 5%	23 15% X	24 4%	27 6%	21 6%	25 9%	21 5%			
Don't know	115 10%	68 10%	32 10%	15 12% *	31 9%	83 11%	31 8%	83 11%	64 9%	51 12%	29 8%	15 5%	11 11% *	12 10%	37 9%	44 10%	40 11%	34 9%	19 10%	12 7%	74 10%	31 9%	8 5%	31 5%	36 8%	23 7%	17 6%	28 7%			
Net: Serious problem	767 68%	466 67%	217 69%	84 71% *	232 67%	536 68%	263 71%	504 66%	476 68%	291 68%	234 65%	238 82% KMN	59 61% *	83 70%	326 76% P	277 63%	253 70%	246 65%	119 63%	134 77% RSUV	499 67%	254 69% S	90 58%	470 80% W	283 67%	240 72%	193 69%	295 72%			
Net: Not a serious problem	249 22%	161 23%	68 21%	20 17% *	81 23%	168 21%	74 20%	175 23%	163 23%	86 20%	95 26% L	36 12%	27 28% L*	23 19%	68 16%	119 27% O	69 19%	98 26% TU	52 27% TV	28 16%	167 23%	80 22% T	56 36% X	88 15%	105 25%	70 21%	68 24%	87 21%			
Mean	3.02	3.01	3.01	3.12 *	3.00	3.03	3.11 H	2.97	3.01	3.04	2.89	3.26 KM	2.97 *	3.09	3.17 P	2.90	3.05	2.94	2.97	3.15 R	2.99	3.06	2.70	3.22 W	2.98	3.09	2.98	3.08			

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All Adults aged 18+ in GB

All Adults aged 18+ in Great Britain

Mean	0.34 SD	0.04	0.34 SD	0.02	0.98 ABCDFG	0.83 ABCDG	0.36 SD
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ColumnMeans (5%): A/B/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Government borrowing money to fund the building of more affordable housing for people to buy or rent?
All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income																																			
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused																															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)																															
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69																															
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78																															
Strongly support (2)	173	97	72	16	34	32	28	27	36	50	60	63	20	55	39	58	89	84	53	34	40	24	6	17	156	17	26	50	43	46	7																															
	15%	18% C	13%	14%	17%	17%	15%	15%	14%	16%	16%	14%	15%	17%	15%	14%	14%	17%	20% T	12%	15%	15%	10% *	17% *	16%	11%	12%	17%	14%	19%	9% *																															
Tend to support (1)	349	156	188	39	68	48	57	59	77	107	106	136	47	99	79	124	210	139	76	85	85	52	14	36	304	45	56	80	110	88	15																															
	31%	29%	33%	34%	35%	26%	31%	32%	29%	34%	28%	30%	34%	30%	31%	30%	33%	28%	28%	29%	33%	33%	26% *	37% *	31%	30%	26%	27%	36% abe	36% abe	19% *																															
Neither support nor oppose (0)	282	145	137	34	44	47	38	38	81	78	85	119	42	76	54	110	147	135	74	78	44	39	22	25	239	43	67	72	76	44	23																															
	25%	27%	24%	30%	23%	25%	20%	21%	31% GH	25%	23%	27%	30%	23%	21%	27%	23%	28%	28% U	27% U	17%	24%	40% UV*	26% *	24%	28%	32% d	24%	25%	18%	30% *																															
Tend to oppose (-1)	145	65	78	10	22	25	23	23	43	32	48	66	12	42	27	65	84	61	32	46	38	12	7	10	115	30	21	47	44	24	10																															
	13%	12%	14%	8%	11%	13%	12%	12%	16%	10%	13%	15%	8%	13%	11%	16% M	16% 13%	12%	12%	16% V	15%	8%	12% *	10% *	12%	20% Y	10%	16%	15%	10%	12% *																															
Strongly oppose (-2)	96	54	39	2	9	20	21	24	20	12	40	44	3	21	32	39	63	33	13	26	28	23	5	2	89	7	15	26	22	23	10																															
	9%	10%	7%	2%	5%	10% D	11% DE	13% DE	8%	4%	11% J	10% J	2%	7%	13% MN	10% M	10%	7%	5%	9%	11% SX	14% SX	9% *	2% *	9%	4%	7%	9%	10%	13% *																																
Don't know	86	30	55	13	19	16	19	13	7	32	34	20	15	32	23	17	49	37	20	23	25	9	2	8	76	10	26	20	9	18	13																															
	8%	5%	10% B	11% I	10% I	8% I	10% I	7%	3%	10% L	9% L	4%	11% P	10% P	9% P	4%	8%	8%	7%	8%	10%	6%	3% *	8% *	8%	7%	12% c	7%	3%	7% c	16% bc*																															
Net: Support	522 46%	253 46%	260 46%	56 48%	102 52%	80 43%	85 46%	86 47%	113 43%	157 51%	165 44%	199 45%	68 49%	154 47%	118 46%	182 44%	299 47%	222 46%	128 48%	119 41%	125 48%	76 48%	20 36% *	53 54% T*	459 47%	62 41%	82 39%	130 44% e	153 50% ae	134 55% abe	22 28% *																															
Net: Oppose	242 21%	119 22%	118 21%	12 11%	31 16%	44 24% D	44 24% D	47 26% DE	63 24% D	43 14%	88 24% J	110 25% J	15 11%	63 19% M	59 23% M	104 25% M	148 23%	94 19%	45 17%	73 25% SX	66 25% SX	35 22%	11 21% *	12 13% *	204 21%	37 24%	36 17%	72 25%	66 22%	47 19%	20 25% *																															
Mean	0.34	0.34	0.34	0.56 HI*	0.53 HI	0.28	0.29	0.25	0.26	0.55 KL	0.28	0.25	0.56 OP	0.43	0.28	0.24	0.30	0.40	0.50 T	0.20	0.30	0.29	0.17 *	0.61 TW*	0.36	0.25	0.31	0.30	0.37 e	0.49 e	-0.01 *																															

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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Government borrowing money to fund the building of more affordable housing for people to buy or rent?

All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Strongly support (2)	173 15%	109 16%	47 15%	17 14% *	60 17%	113 14%	65 18%	107 14%	110 16%	63 15%	41 12%	66 23% KN	17 18% *	15 13%	80 18% P	54 12%	56 15%	49 13%	24 13%	41 24% QRSUV	105 14%	65 18% S	24 16%	121 21%	53 13%	69 21% Y	53 19%	72 17%
Tend to support (1)	349 31%	224 32%	90 28%	35 29% *	116 34%	233 30%	127 35%	221 29%	230 33%	118 28%	105 29%	111 38% K	27 28% *	40 34%	157 36% P	123 28%	111 31%	122 32%	56 30%	56 32%	233 31%	112 31%	52 34%	204 35%	153 36% Z	90 27%	96 34%	132 32%
Neither support nor oppose (0)	282 25%	163 24%	92 29%	26 22% *	80 23%	202 26%	71 19%	211 28% G	166 24%	116 27%	86 24%	66 23%	23 24% *	31 26%	99 23%	111 25%	83 23%	96 25%	62 33% QTU	39 22%	179 24%	101 28% T	32 21%	121 21%	108 25%	82 25%	61 22%	89 22%
Tend to oppose (-1)	145 13%	102 15% C	21 7%	23 19% C*	44 13%	101 13%	58 16% H	87 11%	89 13%	56 13%	66 18% L	19 7%	15 15% L*	18 15% L	50 12%	77 17% O	52 14%	55 14%	19 10%	17 10%	107 14%	36 10%	24 15% X	53 9%	66 16% Z	28 9%	35 13%	48 12%
Strongly oppose (-2)	96 9%	56 8%	30 9%	10 9% *	22 6%	74 9%	22 6%	75 10% G	60 9%	36 8%	49 14% L	8 3%	8 8% L*	9 8%	19 4%	56 13% O	34 9%	36 10%	15 8%	9 5%	70 9%	23 6%	19 12%	54 9%	28 7%	42 13% Y	23 8%	43 10%
Don't know	86 8%	41 6%	37 12% B	8 6% *	21 6%	65 8%	25 7%	61 8%	48 7%	38 9%	11 3%	20 7%	6 6% *	5 4%	26 6%	19 4%	27 7%	21 5%	14 7%	13 7%	47 6%	26 7%	3 2%	35 6% W	17 4%	21 6%	10 3%	27 7%
Net: Support	522 46%	333 48%	137 43%	52 44% *	176 51% F	346 44%	193 52% H	329 43%	340 48%	181 42%	146 41%	176 61% KMN	44 46% *	55 47%	237 55% P	177 40%	167 46%	171 45%	81 42%	97 56% RSUV	338 46%	178 49% S	77 50%	326 55%	206 49%	159 48%	149 54%	203 50%
Net: Oppose	242 21%	158 23% C	51 16%	33 28% C*	67 19%	175 22%	80 22%	162 21%	149 21%	92 22%	115 32% L	27 9%	22 23% L*	27 23% L	69 16% O	133 30% O	86 24% TV	91 24% TV	34 18%	26 15%	176 24% TV	60 16%	42 27% X	106 18%	94 22%	70 21%	59 21%	91 22%
Mean	0.34	0.35	0.37	0.23 *	0.46	0.29	0.46 H	0.28	0.37	0.30	0.07	0.77 KMN	0.35 *	0.31 *	0.56 P	0.10	0.31	0.26	0.32	0.64 QRSUV	0.28	0.47 RSU	0.26	0.52 W	0.34	0.37	0.45	0.37

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - An increase in taxes to fund the building of more affordable housing for people to buy or rent?

All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks				Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69	
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78	
Strongly support (2)	142	77	59	22	31	19	18	27	24	53	37	51	26	43	27	45	82	59	48	26	24	23	6	15	132	10	19	36	44	34	8	
	13%	14%	10%	19% FGI	16%	10%	10%	15%	9%	17% K	10%	11%	19% OP	13%	11%	11%	13%	12%	18% TU	9%	9%	14%	10% *	16% *	13% Z	6%	9%	12%	14%	14%	11% *	
Tend to support (1)	270	133	134	22	48	49	37	42	72	70	86	114	29	84	54	103	162	108	51	64	77	38	14	24	233	37	61	63	82	58	5	
	24%	24%	23%	19%	24%	26%	20%	23%	27%	22%	23%	25%	21%	26%	21%	25%	25%	22%	19%	22%	30% S	24%	26% *	25% *	24%	24%	29% e	21% e	27% e	24% e	7% *	
Neither support nor oppose (0)	268	124	142	32	51	45	42	36	62	83	87	97	39	79	57	93	142	126	66	79	48	40	14	21	225	43	52	62	74	58	22	
	24%	23%	25%	28%	26%	24%	22%	20%	23%	27%	23%	22%	28%	24%	23%	22%	22%	26%	25%	27% U	18%	25%	26% *	22% *	23%	28%	25%	21%	24%	24%	28% *	
Tend to oppose (-1)	227	110	116	23	34	27	38	32	74	57	65	106	27	51	48	101	126	101	67	55	51	24	14	17	192	36	32	74	58	46	17	
	20%	20%	20%	20%	17%	14%	20%	17%	28% EFH	18%	17%	24%	20%	16%	19%	24% N	20%	21%	25% V	19%	20%	15%	24% *	17% *	13% *	20%	23%	15%	25% a	19%	19%	22% *
Strongly oppose (-2)	141	75	63	4	14	31	33	34	26	17	64	60	4	38	45	54	84	58	21	45	34	24	6	11	126	15	22	39	33	31	16	
	12%	14%	11%	3%	7%	17% DE	18% DEI	18% DEI	10% D	6%	17% J	13% J	3%	12% M	18% M	13% M	13%	12%	8%	15% S	13%	15% S	11% *	11% *	13%	10%	11%	13%	11%	13%	21% *	
Don't know	83	28	56	13	19	16	18	12	7	31	33	19	13	30	23	17	47	36	14	22	26	10	2	9	71	12	25	20	13	16	10	
	7%	5%	10% B	11% I	10% I	8% I	9% I	6%	3%	10% L	9% L	4%	10% P	9% P	9% P	4%	7%	7%	5%	8%	10%	6%	3% *	9% *	7%	8%	12% c	7% a	4%	6%	12% c*	
Net: Support	411	210	192	44	79	68	56	70	96	122	124	165	55	127	81	148	244	167	99	90	101	61	20	40	365	47	80	99	126	93	14	
	36%	38%	34%	38%	40%	36%	30%	38%	36%	39%	33%	37%	40%	39%	32%	36%	38%	34%	37%	31%	39%	38%	36% *	41% *	37%	31%	38% e	34% e	41% e	38% e	18% *	
Net: Oppose	368	185	179	27	47	58	71	66	100	74	129	166	32	88	93	156	210	159	88	100	85	48	20	27	318	51	54	113	91	77	33	
	33%	34%	31%	23%	24%	31%	38% DE	36% DE	38% DE	24%	35% J	37% J	23%	27%	37% MN	38% MN	33%	33%	33%	34%	33%	30%	35% *	28% *	32%	33%	26%	39% a	30%	32%	42% a*	
Mean	0.04	0.05	0.02	0.34 FGHI*	0.28 FGHI	-0.01	-0.18	-0.01	-0.03	0.30 KL	-0.09	-0.02	0.36 OP	0.15 O	-0.13	-0.04	0.06	0.02	0.15 T	-0.11	0.02	0.08	0.01 *	0.20 *	0.06	-0.07	0.12 e	-0.06	0.16 e	0.08 e	-0.39 *	

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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - An increase in taxes to fund the building of more affordable housing for people to buy or rent?

All Adults aged 18+ in Great Britain

	Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Strongly support (2)	142 13%	87 13%	40 13%	14 12% *	53 16%	88 11%	56 15%	86 11%	93 13%	49 11%	25 7%	61 21% K	18 19% K*	18 15% K	75 17% P	38 9%	47 13%	35 9%	28 15%	30 17% R	83 11% RU	58 16% RU	22 14%	101 17%	55 13%	47 14%	47 17%	51 12%
Tend to support (1)	270 24%	163 23%	79 25%	28 24% *	75 22%	195 25%	111 30% H	159 21%	166 24%	104 24%	83 23%	84 29% *	19 20% *	33 28%	113 26%	105 24%	73 20%	102 27% U	37 19%	53 30% QSV	175 24%	90 25% S	39 26%	160 27%	116 27%	77 23%	84 30% b	93 23%
Neither support nor oppose (0)	268 24%	167 24%	73 23%	28 23% *	92 27%	176 22%	85 23%	183 24%	167 24%	101 23%	79 22%	62 22% LM	28 16% *	21 21%	107 25%	95 22%	93 26%	81 21%	49 25%	41 24%	174 24%	90 25%	35 23%	112 19%	83 20%	68 20%	49 17%	97 24%
Tend to oppose (-1)	227 20%	155 22% C	50 16%	22 19% *	59 17%	169 21%	62 17%	165 22%	142 20%	85 20%	101 28% LM	45 16%	15 16% *	24 21%	74 17%	107 24% O	72 20%	95 25% TV	35 18%	23 13%	167 23% TV	58 16%	28 19%	104 18%	109 26% Z	61 18%	51 18%	79 19%
Strongly oppose (-2)	141 12%	87 13%	38 12%	16 13% *	43 12%	98 12%	35 10%	106 14% G	86 12%	55 13%	63 18% L	19 7%	10 10% *	15 13%	36 8%	77 17% O	56 15% T	46 12% T	27 14% TV	9 5%	102 14% T	37 10% T	26 17%	81 14%	41 10%	61 18% Y	38 14%	64 16%
Don't know	83 7%	35 5%	37 12% B	11 9% *	21 6%	62 8%	19 5%	64 8%	48 7%	35 8%	7 2%	17 6% K	6 6% K*	6 5%	26 6%	18 4%	20 6%	19 5%	15 8%	17 10% U	39 5%	33 9% U	4 2%	30 5%	21 5%	19 6%	9 3%	26 6%
Net: Support	411 36%	250 36%	119 37%	42 36% *	129 37%	283 36%	167 45% H	244 32%	259 37%	153 36%	108 30%	145 50% K	37 39% *	51 43% K	188 44% P	143 33%	120 33%	138 36%	65 34%	83 48% QRSUV	258 35% S	148 41% S	61 40%	261 44%	171 40%	124 37%	132 47% b	144 35%
Net: Oppose	368 33%	242 35% C	88 28%	38 32% *	102 30%	267 34%	98 26% G	271 36% G	228 32%	140 33%	165 46% LMN	64 22% *	25 26% L	39 33% L	111 26% O	184 42% O	128 35% TV	141 37% TV	62 32% TV	33 19% TV	269 36% TV	95 26% T	54 35%	185 32%	150 35%	122 37%	88 32%	144 35%
Mean	0.04	0.01	0.12	0.02 *	0.12	0.01	0.26 H	-0.07	0.06	0.02	-0.27	0.45 KN	0.23 K*	0.13 K*	0.28 P	-0.19	-0.05	-0.04	0.02	0.45 QRSUV	-0.04	0.22 QRSU	0.02	0.17	0.08	-0.04	0.20 b	-0.03

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Government borrowing money to fund improvements of existing homes (such as improving insulation or grants for homeowners to move from gas boilers to heat pumps)
All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Strongly support (2)	159	85	70	12	30	27	25	35	30	42	51	66	15	49	39	56	92	67	43	38	25	32	7	15	145	14	21	47	46	37	9
	14%	16%	12%	11%	15%	14%	13%	19% i	11%	14%	14%	15%	11%	15%	15%	14%	14%	14%	16% u	13%	10%	20% u	12% *	15% *	15%	9%	10%	16%	15%	15%	12% *
Tend to support (1)	354	173	178	40	68	51	66	53	76	108	118	129	48	103	81	123	199	155	86	90	97	36	17	29	302	52	57	85	104	93	15
	31%	32%	31%	34%	35%	28%	36%	29%	29%	35%	32%	29%	35%	32%	32%	30%	31%	32%	32%	31%	37% v	23%	31% *	30% *	31%	34%	27%	29%	34% e	38% ae	20% *
Neither support nor oppose (0)	280	129	149	32	44	56	37	41	70	76	93	111	37	83	54	106	150	130	68	69	54	49	14	27	240	41	62	73	79	47	21
	25%	24%	26%	28%	23%	30% g	20%	23%	26%	25%	25%	25%	27%	26%	21%	26%	23%	27%	25%	24%	21%	31% u	26% *	28% *	27% *	24%	27%	29% d	25%	26%	19%
Tend to oppose (-1)	155	86	69	13	22	24	24	22	50	35	48	71	15	39	34	67	90	65	36	47	30	15	8	17	129	26	31	47	39	32	7
	14%	16%	12%	11%	11%	13%	13%	12%	19%	11%	13%	16%	11%	12%	13%	16%	14%	13%	14%	16%	12%	10%	15% *	17% *	13%	17%	15%	16%	13%	13%	9% *
Strongly oppose (-2)	85	42	39	5	9	13	12	17	27	15	25	45	8	18	19	40	56	29	13	23	23	15	7	4	76	9	14	23	22	17	9
	8%	8%	7%	5%	5%	7%	7%	9%	10%	5%	7%	10% j	6%	6%	7%	10%	9%	6%	5%	8%	9%	9%	13% s*	5% *	8%	6%	6%	8%	7%	7%	11% *
Don't know	98	32	65	13	22	16	22	15	11	34	38	25	16	33	27	22	56	41	22	26	31	12	2	6	87	11	27	19	15	19	18
	9%	6%	11% b	11% i	11% i	9% i	12% i	8%	4%	11% l	10% l	6%	12% p	10% p	11% p	5%	9%	8%	8%	9%	12%	7%	3% *	6% *	9%	7%	13% bc	6%	5%	8%	23% bcd*
Net: Support	514	258	248	52	99	78	91	88	106	150	169	194	63	152	119	179	291	223	129	127	122	68	24	43	447	66	78	132	149	129	25
	45%	47%	43%	45%	50%	42%	49%	48%	40%	48%	45%	43%	46%	47%	47%	43%	45%	46%	48%	44%	47%	43%	43% *	45% *	46%	43%	37%	45%	49% ae	53% ae	31% *
Net: Oppose	240	128	108	18	32	37	36	39	77	50	74	116	23	57	53	107	146	94	49	70	53	30	16	21	205	35	45	70	61	49	16
	21%	23%	19%	16%	16%	20%	20%	21%	29% de	16%	20%	26% j	16%	18%	21%	26% mn	23%	19%	18%	24%	21%	19%	28% *	22% *	21%	23%	21%	24%	20%	20%	20% *
Mean	0.34	0.34	0.34	0.39 *	0.50 i	0.32	0.41 i	0.40	0.13	0.46 l	0.36	0.24	0.39	0.43 p	0.38	0.23	0.31	0.37	0.45	0.27	0.31	0.37	0.15 *	0.35 *	0.35	0.26	0.22	0.31	0.39	0.45	0.15 *

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7th - 10th June 2024

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Housing Polling

All Adults aged 18+ in GB

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	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Strongly support (2)	159 14%	106 15%	40 13%	13 11% *	59 17%	100 13%	63 17%	96 13%	103 15%	56 13%	43 12%	52 18%	17 18% *	15 13%	72 17%	58 13%	48 13%	45 12%	35 18%	30 18%	93 13%	66 18% RU	27 18%	99 17%	53 13%	64 19% Y	53 19%	62 15%
Tend to support (1)	354 31%	226 32%	88 28%	40 34% *	114 33%	240 31%	134 36% H	220 29%	235 33%	119 28%	101 28%	116 40% K	32 34% *	36 30%	153 35%	127 29%	128 35% S	112 30%	48 25%	63 36% SV	240 32%	111 30% S	63 41%	214 36%	148 35%	103 31%	116 42%	139 34%
Neither support nor oppose (0)	280 25%	162 23%	88 28%	30 25% *	80 23%	201 25%	75 20%	205 27% G	171 24%	109 25%	90 25%	60 21%	25 26% *	32 28%	92 21%	110 25%	88 24%	93 25%	54 28%	37 21%	181 24%	92 25%	27 17%	110 19%	107 25%	64 19%	44 16%	79 19%
Tend to oppose (-1)	155 14%	103 15%	40 13%	12 10% *	47 14%	108 14%	48 13%	107 14%	85 12%	70 16%	71 20% LM	32 11%	7 7% *	16 13%	59 14%	74 17%	46 13%	60 16%	24 12%	23 13%	106 14%	46 13%	19 12%	68 12%	65 15%	45 14%	32 11%	58 14%
Strongly oppose (-2)	85 8%	53 8%	23 7%	9 8% *	17 5%	68 9%	23 6%	62 8%	50 7%	35 8%	35 10% L	11 4%	10 10% L*	12 10% L	23 5%	45 10% O	21 6%	45 12% QTUV	14 7%	5 3%	66 9% QT	19 5%	14 9%	51 9%	29 7%	33 10%	22 8%	45 11%
Don't know	98 9%	46 7%	36 11% B	15 12% *	26 8%	71 9%	25 7%	72 9%	58 8%	39 9%	19 5%	17 6%	5 5% *	6 5%	32 7%	26 6%	31 9%	23 6%	16 8%	15 9%	54 7%	31 9%	4 3%	47 8% W	21 5%	23 7%	12 4%	27 7%
Net: Support	514 45%	331 48%	129 41%	53 45% *	173 50% F	340 43%	197 53% H	317 42%	338 48% J	175 41%	143 40%	169 58% KN	49 51% *	51 44%	225 52% P	184 42%	176 49%	158 42%	83 44%	93 53% R	334 45% R	176 48%	90 59%	313 53%	201 47%	167 50%	169 61% b	201 49%
Net: Oppose	240 21%	155 22%	64 20%	21 18% *	64 19%	175 22%	71 19%	169 22%	135 19%	105 24%	106 29% LM	43 15%	17 17% *	28 24%	83 19%	119 27% O	67 19%	105 28% QTUV	37 20%	28 16%	172 23% Q	65 18%	33 21%	119 20%	94 22%	78 24%	53 19%	103 25%
Mean	0.34	0.35	0.29	0.35 *	0.48 F	0.27	0.48 H	0.26	0.40	0.24	0.14	0.61 KN	0.44 *	0.24 *	0.48 P	0.19	0.41 RU	0.15	0.39	0.57 RU	0.28 R	0.47 RU	0.47	0.45	0.33	0.39	0.56 b	0.30

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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - An increase in taxes to fund the improvement of existing homes (such as improving insulation or grants for homeowners to move from gas boilers to heat pumps)

All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		UP TO £19,999		£20,000-£34,999	Income £35,000 - £54,999		£55,000+	Refused
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	(a)	(b)	(c)	(d)	(e)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)							
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69		
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78		
Strongly support (2)	113	70	41	15	28	17	17	20	16	43	35	36	17	41	22	32	62	51	33	27	22	18	5	8	102	11	17	32	30	28	6		
	10%	13% C	7%	13% I	14%	9%	9%	11%	6%	14% L	9%	8%	12%	13%	9%	8%	10%	10%	13%	9%	8%	11%	9% *	8% *	10%	7%	8%	11%	10%	12%	8% *		
Tend to support (1)	286	138	143	29	40	53	43	45	75	69	96	120	36	79	64	108	183	103	64	60	72	38	17	35	243	43	49	72	89	70	7		
	25%	25%	25%	25%	21%	29%	23%	25%	29%	22%	26%	27%	26%	24%	25%	26%	29% R	21%	24%	21%	28%	24%	30% *	36% ST*	25%	28%	23% e	24% e	29% e	29% e	9% *		
Neither support nor oppose (0)	283	127	152	34	64	47	37	41	61	98	84	101	44	94	48	98	143	140	73	79	53	41	17	21	242	41	64	63	78	52	26		
	25%	23%	27%	29%	33% GHI	25%	20%	22%	23%	32% KL	22%	23%	32% O	29% O	19%	24%	22%	29% Q	27%	27%	20%	26%	31% *	21% *	25%	27%	30% bd	22%	26%	21%	34% *		
Tend to oppose (-1)	229	111	118	18	32	26	43	33	77	50	69	110	21	49	56	103	129	100	59	62	47	34	8	19	199	30	34	69	61	49	15		
	20%	20%	21%	16%	16%	14%	23% F	18%	29% DEFH	16%	19%	25% J	15%	15%	22% N	25% MN	20%	21%	22%	21%	18%	22%	14% *	19% *	20%	20%	16%	24%	20%	20%	20% *		
Strongly oppose (-2)	131	70	59	7	13	25	28	31	28	20	53	59	8	31	39	54	76	56	21	43	34	19	7	8	113	18	21	42	31	27	11		
	12%	13%	10%	6%	7%	14% E	15% DE	17% DE	11%	6%	14% J	13% J	6%	9%	15% MN	13% M	12%	11%	8%	15% S	13%	12%	13% *	9% *	12%	12%	10%	14%	10%	11%	14% *		
Don't know	88	30	57	12	20	18	18	14	7	31	36	21	13	32	24	18	49	39	16	21	33	9	2	6	79	9	26	16	15	18	13		
	8%	6%	10% B	10% I	10% I	9% I	10% I	8% I	3%	10% L	10% L	5%	9% P	10% P	10% P	4%	8%	8%	6%	7%	13% S	6%	3% *	6% *	8%	6%	12% bc	5%	5%	7%	16% bc*		

Net: Support	399 35%	208 38%	183 32%	45 39%	68 35%	71 38%	60 32%	64 35%	92 35%	112 36%	131 35%	156 35%	53 38%	120 37%	86 34%	140 34%	245 38% R	154 32%	98 37%	87 30%	94 36%	56 35%	22 39% *	43 45% T*	345 35%	54 36%	65 31% e	103 35% e	119 39% e	98 40% e	13 17% *
Net: Oppose	361 32%	182 33%	177 31%	25 22%	44 23%	51 28%	71 38% DEF	64 35% DE	105 40% DEF	70 22%	122 33% J	169 38% J	29 21%	79 24%	96 38% MN	157 38% MN	205 32%	156 32%	80 30%	104 36%	81 31%	53 33%	15 27% *	27 28% *	313 32%	48 31%	55 26%	111 38% a	92 30%	76 31%	26 33% *

Mean	0.02	0.05	-0.02	0.27 GHI*	0.22 GHI	0.07	-0.13	-0.06	-0.10	0.23 KL	-0.03	-0.08	0.26 OP	0.18 OP	-0.11	-0.10	0.04	-0.01	0.12 T	-0.12	*	0.01	0.08 *	0.17 *	0.02	*	0.03	-0.07	0.09	0.10	-0.26 *
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ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L,M/N/O/P,Q,R,S/T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K,L,M,N/O/P,Q,R,S,T/U/V/W,X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - An increase in taxes to fund the improvement of existing homes (such as improving insulation or grants for homeowners to move from gas boilers to heat pumps)

All Adults aged 18+ in Great Britain

	Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Strongly support (2)	113 10%	71 10%	37 12% D	5 5% *	44 13%	69 9%	45 12%	68 9%	77 11%	36 8%	24 7%	48 17% K	10 10% *	11 9%	58 13% P	29 7%	41 11%	26 7%	26 14% R	20 11%	67 9% R	46 13% R	19 12%	78 13%	40 9%	45 13%	42 15%	42 10%
Tend to support (1)	286 25%	189 27%	68 21%	29 25% *	90 26%	196 25%	122 33% H	164 22%	179 25%	107 25%	77 22%	91 31% K	30 31% *	43 36% K	139 32% P	97 22%	81 22%	105 28%	39 20%	56 32% QSV	186 25%	95 26% S	43 28%	171 29%	123 29% Z	72 22%	87 31%	100 24%
Neither support nor oppose (0)	283 25%	167 24%	81 26%	36 30% *	100 29%	183 23%	91 25%	192 25%	179 25%	104 24%	98 27%	64 22%	29 30% *	25 21%	101 23%	108 25%	95 26%	81 21%	58 31% R	42 24%	176 24%	100 27%	46 30% X	110 19%	104 25%	73 22%	59 21%	88 22%
Tend to oppose (-1)	229 20%	146 21%	65 21% *	19 16% *	46 13% E	183 23% E	58 16%	171 22% G	131 19%	98 23%	93 26% LN	47 16%	16 17% *	18 15%	66 15%	119 27% O	70 19%	97 25% STUV	33 17%	27 16%	167 23% V	60 16%	27 17%	114 19%	100 24%	70 21%	48 17%	91 22%
Strongly oppose (-2)	131 12%	81 12%	34 11%	17 14% *	39 11% *	93 12%	34 9%	97 13%	82 12%	49 12%	53 15% L	22 8%	7 8% *	15 13%	36 8% O	69 16% O	49 13% TV	52 14% TV	19 10%	10 6%	101 14% TV	29 8%	17 11%	76 13%	39 9%	52 16% Y	32 11%	68 17%
Don't know	88 8%	43 6%	32 10% B	13 11% *	24 7%	64 8%	18 5%	70 9% G	55 8%	33 8%	12 3%	17 6%	4 4% *	6 5%	31 7%	18 4%	27 7%	18 5%	15 8%	19 11% RU	45 6%	34 9% R	2 2%	39 7% W	19 4%	21 6%	10 4%	21 5%
Net: Support	399 35%	259 37%	105 33%	35 29% *	134 39%	265 34%	167 45% H	232 30%	256 36%	143 33%	101 28%	139 48% K	40 41% K*	53 45% K	197 46% P	126 29%	122 34%	131 34%	65 34%	76 44% U	252 34%	141 39%	61 40%	249 42%	162 38%	116 35%	130 47% b	142 35%
Net: Oppose	361 32%	227 33%	99 31%	35 30% *	85 25%	276 35% E	92 25%	268 35% G	213 30%	147 34%	146 41% LMN	70 24%	24 24% *	33 28%	102 24%	188 43% O	119 33% TV	149 39% STV	52 27%	37 22%	268 36% STV	89 24%	44 29%	191 32%	139 33%	121 37%	79 28%	159 39% a
Mean	0.02	0.03	0.03	-0.11 *	0.17 F	-0.05	0.24 H	-0.09	0.06	-0.04	-0.21	0.35 K	0.20 K*	0.14 K*	0.29 P	-0.24	-0.01	-0.12	0.12 R	0.31 QRU	-0.07	0.21 QRU	0.12	0.11	0.06	-0.04	0.23 b	-0.11

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Introducing rent controls in England so that rents in the private sector do not rise by more than the national inflation rate

All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks				Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	981	477	491	121	179	157	178	187	159	300	335	346	142	288	242	309	542	439	269	296	256	160	-	-	858	123	200	258	245	220	58	
Weighted base	978	469	497	108	169	152	159	165	226	277	311	390	126	274	219	359	559	419	267	292	260	159	-	-	858	120	180	264	257	211	66	
Strongly support (2)	332 34%	146 31%	179 36%	26 24%	68 40% D	48 31%	58 36% D	55 33%	78 35%	94 34%	105 34%	133 34%	35 28%	98 36%	80 37%	118 33%	178 32%	154 37%	97 36%	96 33%	91 35%	48 30%	- -	- -	296 35%	36 30% *	63 35%	83 31%	93 36%	70 33%	23 35% *	
Tend to support (1)	361 37%	164 35%	195 39%	41 38%	48 29%	55 36%	61 38%	57 35%	98 43% E	90 32%	116 37%	155 40%	45 35%	88 32%	79 36%	149 41% N	215 38%	145 35%	99 37%	108 37%	97 37%	56 35%	- -	- -	310 36%	50 42% *	71 39%	112 42% d	91 35%	68 32%	19 29% *	
Neither support nor oppose (0)	149 15%	92 20% C	56 11%	25 23% G	31 18% I	29 19% I	19 12%	23 14%	23 10%	56 20% L	48 15%	46 12%	30 24% O	49 18% P	28 13%	41 12%	81 15%	68 16%	45 17%	44 15%	35 13%	26 16%	- -	- -	132 15%	17 14% *	22 12%	43 16%	39 15%	38 18%	6 10% *	
Tend to oppose (-1)	45 5%	21 5%	22 5%	4 3%	7 4%	10 7%	7 4%	6 4%	11 5%	11 4%	17 5%	17 4%	4 3%	13 5%	12 6%	16 4%	26 5%	18 4%	9 3%	18 6%	11 4%	7 4%	- -	- -	38 4%	7 6% *	6 3%	6 2%	13 5%	13 6% b	7 11% ab*	
Strongly oppose (-2)	38 4%	23 5%	13 3%	1 1%	3 2%	4 3%	5 3%	13 8% DE	13 6%	4 1%	9 3%	25 7% J	1 1%	7 3%	8 3%	23 6% M	27 5%	11 3%	7 3%	7 3%	10 4%	13 8% ST	- -	- -	34 4%	4 4% *	2 1%	12 4%	12 5%	11 5% a	2 2% *	
Don't know	53 5%	22 5%	30 6%	11 10% I	12 7% I	6 4%	10 6% I	10 6%	4 2%	23 8% L	16 5%	14 4%	11 9% P	18 7%	12 5%	12 3%	31 6%	22 5%	9 3%	19 7%	16 6%	9 6%	- -	- -	47 5%	6 5% *	16 9% bc	10 4%	9 3%	10 5%	8 13% bc*	
Net: Support	693 71%	310 66%	374 75% B	67 62%	116 69%	102 67%	119 75% D	112 68%	176 78% D	184 66%	221 71%	288 74%	80 64%	186 68%	159 73%	266 74% M	393 70%	299 71%	197 74%	203 70%	188 72%	104 66%	- -	- -	607 71%	86 71% *	134 74%	194 74%	184 72%	138 66%	42 64% *	
Net: Oppose	83 8%	45 10%	35 7%	4 4%	10 6%	15 10%	11 7%	19 12% D	24 10%	14 5%	26 8%	43 11% J	4 4%	20 7%	20 9%	39 11% M	54 10%	29 7%	16 6%	25 9%	21 8%	20 13% S	- -	- -	72 8%	11 9% *	8 5%	17 6%	24 9%	24 12% a	9 14% a*	
Mean	0.98	0.87	1.09 B	0.91 *	1.09	0.90	1.07	0.87	0.98	1.02	0.99	0.94	0.96	1.01	1.03	0.93	0.93	1.04	1.05 V	0.98	1.01	0.80	-	-	0.98	0.93 *	1.13 d	0.98	0.97	0.86	0.95	

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7th - 10th June 2024

PUBLIC

Housing Polling

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	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)
Unweighted base	981	578	300	103	320	661	452	529	627	354	298	262	94	79	363	367	239	405	155	156	644	311	157	499	371	288	271	345
Weighted base	978	593	277	108	293	685	306	672	606	373	316	253	87	74	353	396	309	326	163	155	635	317	134	504	354	291	238	353
Strongly support (2)	332 34%	202 34%	96 35%	34 32% *	88 30%	244 36%	114 37%	218 32%	203 34%	129 35%	90 28%	118 47% K	29 34% *	25 34% *	133 38%	136 34%	103 33%	88 27%	54 33%	80 52% QRSUV	191 30%	135 42% QRSU	34 25%	225 45% W	103 29%	129 44% Y	84 35%	146 41%
Tend to support (1)	361 37%	213 36%	98 35%	49 46% *	103 35%	258 38%	104 34%	256 38%	227 37%	134 36%	129 41%	83 33%	29 33% *	26 35% *	125 35%	157 40%	114 37% T	143 44% TV	59 37%	39 25%	257 40% TV	98 31%	60 45% X	175 35%	147 41%	97 34%	82 35%	133 38%
Neither support nor oppose (0)	149 15%	94 16%	47 17%	9 8% *	57 19% F	93 14%	47 15%	102 15%	98 16%	52 14%	42 13%	33 13%	20 23% *	15 20% *	60 17%	47 12%	49 16%	44 13%	29 18%	23 15%	93 15%	52 16%	18 14%	54 11%	54 15%	30 10%	35 15%	39 11%
Tend to oppose (-1)	45 5%	33 6%	9 3%	3 3% *	16 5%	29 4%	14 5%	31 5%	32 5%	13 3%	23 7% L	7 3%	4 4% *	3 4% *	14 4%	23 6%	15 5%	17 5%	9 5%	4 2%	32 5%	12 4%	7 5%	19 4%	24 7%	14 5%	14 6%	11 3%
Strongly oppose (-2)	38 4%	27 5%	6 2%	5 5% *	13 5%	25 4%	14 5%	24 4%	20 3%	18 5%	25 8% L	5 2%	2 2% *	3 4% *	10 3%	24 6%	12 4%	20 6% TV	4 2%	2 1%	32 5% V	6 2%	15 11% X	13 3%	16 5%	10 3%	11 5%	12 4%
Don't know	53 5%	25 4%	21 8%	7 7% *	16 6%	37 5%	12 4%	41 6%	26 4%	27 7%	7 2%	8 3%	4 4% *	3 4% *	12 4%	9 2%	16 5%	14 4%	8 5%	7 5%	30 5%	15 5%	- - W	18 4% W	11 3%	11 4%	11 4%	11 3%
Net: Support	693 71%	415 70%	194 70%	84 78% *	191 65%	502 73% E	218 71%	474 71%	430 71%	263 70%	219 69%	201 79% KM	59 67% *	51 69% *	257 73%	293 74%	217 70%	231 71%	114 70%	119 77%	448 71%	233 73%	94 70%	400 79% W	250 71%	227 78%	166 70%	279 79% a
Net: Oppose	83 8%	60 10% C	15 5%	8 7% *	29 10%	54 8%	28 9%	55 8%	52 9%	31 8%	48 15% LM	12 5%	5 6% *	5 7% *	24 7%	47 12% O	27 9%	37 11% TV	13 8%	5 3%	64 10% TV	18 6%	22 16% X	32 6%	40 11%	23 8%	25 11%	23 7%
Mean	0.98	0.93	1.05	1.04 *	0.86	1.03 E	0.99	0.97	0.97	0.99	0.76	1.23 KMN	0.97 *	0.95 *	1.05	0.93	0.96	0.84	0.98	1.30 QRSUV	0.90	1.14 RSU	0.68	1.19 W	0.86	1.15 Y	0.94	1.14 a

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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Making social housing available to people who cannot afford the cost of renting privately, not just the most vulnerable

All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Strongly support (2)	308 27%	152 28%	150 26%	24 21%	53 27%	49 26%	55 30%	62 34% D	65 25%	77 25%	104 28%	127 28%	31 22%	86 27%	77 30%	114 28%	167 26%	141 29%	84 31%	69 24%	69 26%	44 28%	11 20% *	31 32% *	276 28%	31 21%	64 30%	80 27%	86 28%	59 24%	19 25% *
Tend to support (1)	426 38%	198 36%	226 40%	46 40%	67 34%	64 34%	76 41%	58 32%	114 43% H	113 36%	141 38%	172 39%	54 39%	112 35%	96 38%	163 40%	231 36%	195 40%	98 37%	115 39%	95 37%	52 33%	33 59% STUVX*	33 34% *	355 36%	70 46% Y	84 40%	112 38%	116 38%	88 36%	25 32% *
Neither support nor oppose (0)	218 19%	117 21%	99 17%	22 19%	46 23% G	38 21%	26 14%	35 19%	50 19%	68 22%	64 17%	86 19%	27 19%	73 22% O	37 15%	81 20%	130 20%	88 18%	60 22% W	57 19%	43 17%	33 21%	4 8% *	21 21% *	188 19%	30 20%	31 15%	62 21%	62 20%	52 21%	11 14% *
Tend to oppose (-1)	72 6%	31 6%	39 7%	11 9%	8 4%	18 9%	9 5%	8 5%	19 7%	19 6%	26 7%	27 6%	13 9%	20 6%	13 5%	26 6%	56 9% R	17 3%	13 5%	21 7%	19 7%	10 7%	3 6% *	5 5% *	63 6%	10 6%	7 3%	16 5%	21 7%	18 7%	11 14% ab*
Strongly oppose (-2)	41 4%	24 4%	14 2%	2 2%	6 3%	10 5%	5 3%	9 5%	8 3%	8 3%	15 4%	18 4%	3 2%	13 4%	11 4%	15 4%	25 4%	17 3%	3 1%	8 3%	11 4%	12 7% ST	3 6% *	4 4% *	38 4%	3 2%	4 2%	11 4%	13 4%	11 4%	3 4% *
Don't know	66 6%	24 4%	42 7%	10 8%	16 8% I	7 4%	15 8% I	9 5%	8 3%	26 8% L	23 6%	17 4%	11 8% P	21 6%	20 8% P	14 3%	35 5%	31 6%	9 3%	22 8%	22 9% S	7 5%	1 2% *	4 4% *	57 6%	8 5%	20 10% c	14 5%	7 2%	16 7% c	8 11% c*
Net: Support	734 65%	351 64%	376 66%	70 61%	120 61%	113 61%	131 71%	121 66%	179 68%	190 61%	245 66%	299 67%	84 61%	198 61%	173 68%	278 67%	398 62%	336 69% Q	182 68%	184 63%	164 63%	97 61%	44 79% TV*	64 66% *	632 65%	102 67%	148 70% d	191 65%	202 67%	147 60%	45 57% *
Net: Oppose	114 10%	55 10%	53 9%	13 11%	14 7%	28 15% EG	14 7%	18 10%	27 10%	27 9%	42 11%	45 10%	16 12%	33 10%	23 9%	41 10%	80 12% R	33 7%	17 6%	29 10%	30 12%	22 14% S	7 12% *	9 9% *	101 10%	13 8%	11 5%	27 9%	33 11% a	29 12% a	14 18% a*
Mean	0.83	0.81	0.87	0.75 *	0.84	0.69	0.98 F	0.89	0.81	0.81	0.83	0.85	0.75	0.78	0.92	0.84	0.76	0.93 Q	0.95 V	0.80	0.80	0.70	0.83 *	0.88 *	0.84	0.81	1.04 cde	0.84	0.81	0.73	0.67 *

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ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K,L,M,N/O/P,Q,R,S/T/U/V/W,X,Y/Z,a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Making social housing available to people who cannot afford the cost of renting privately, not just the most vulnerable

All Adults aged 18+ in Great Britain

	Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Strongly support (2)	308 27%	188 27%	90 29%	29 25% *	89 26%	219 28%	109 30%	199 26%	189 27%	119 28%	83 23%	108 38% K	29 31% *	35 30%	139 32%	116 26%	90 25%	76 20%	67 35% QRU	70 40% QRU	167 23%	137 38% QRU	28 18%	220 37% W	91 22%	131 39% Y	75 27%	145 35% a
Tend to support (1)	426 38%	254 37%	116 37%	56 47% *	129 38%	297 38%	135 37%	291 38%	259 37%	167 39%	141 39%	111 38%	29 30% *	42 36%	171 40%	163 37%	141 39%	151 40%	66 35%	59 34%	291 39%	126 34%	60 39%	218 37%	193 45% Z	106 32%	114 41%	147 36%
Neither support nor oppose (0)	218 19%	145 21%	53 17%	20 17% *	69 20%	149 19%	68 19%	150 20%	147 21%	71 17%	74 21% L	35 12%	25 26% L* L	27 23% L	71 16%	89 20%	74 20%	83 22%	34 18%	25 14%	157 21%	59 16%	36 23% X	76 13%	82 19%	49 15%	50 18%	57 14%
Tend to oppose (-1)	72 6%	48 7%	22 7%	3 2% *	23 7%	49 6%	31 8%	41 5%	47 7%	26 6%	27 7%	17 6%	7 7% *	7 6%	26 6%	29 7%	26 7%	30 8%	8 4%	8 5%	55 7%	16 4%	11 7%	37 6%	30 7%	21 6%	18 6%	27 7%
Strongly oppose (-2)	41 4%	28 4%	13 4%	1 1% *	18 5%	23 3%	13 4%	28 4%	28 4%	14 3%	22 6% L	5 2%	2 2% *	2 2%	7 2% O	24 5% O	12 3%	20 5%	5 3%	4 2%	32 4%	9 3%	15 10% X	17 3%	13 3%	16 5%	13 5%	16 4%
Don't know	66 6%	32 5%	23 7%	10 9% *	15 4%	51 6%	12 3%	54 7% G	33 5%	32 8%	11 3%	12 4%	3 3% *	4 3%	18 4%	18 4%	20 5%	19 5%	11 6%	7 4%	38 5%	18 5%	3 2%	21 4%	15 4%	10 3%	9 3%	17 4%

Net: Support	734 65%	442 64%	206 65%	85 72% *	218 64%	515 65%	244 66%	490 64%	448 64%	286 67%	224 63%	219 76% KM	59 61% *	77 66%	310 72% P	279 64%	231 64%	227 60%	133 70% R	130 74% QRU	458 62%	263 72% QRU	88 57%	438 74% W	284 67%	237 71%	188 68%	292 71%
Net: Oppose	114 10%	75 11% D	34 11% D	4 3% *	41 12%	72 9%	44 12%	69 9%	75 11%	39 9%	49 14% L	22 8%	9 9% *	10 8%	33 8%	53 12%	37 10%	50 13% SV	13 7%	12 7%	87 12% V	25 7%	26 17% X	54 9%	43 10%	36 11%	30 11%	43 11%

Mean	0.83	0.80	0.85	1.01 *	0.75	0.87	0.83	0.83	0.80	0.89	0.68	1.08 K	0.83 *	0.88 *	0.99 P	0.75	0.80	0.65	1.01 RU	1.10 QRU	0.72 R	1.05 QRU	0.50	1.03 W	0.78	0.98 Y	0.82	0.96
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7th - 10th June 2024
PUBLIC
Housing Polling
All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Building a set of new towns including new housing, transport, schools, hospitals etc.
All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Strongly support (2)	151	92	56	16	30	29	30	28	18	46	59	46	18	51	42	40	90	61	37	33	30	27	3	22	136	15	23	39	37	44	8
	13%	17% C	10%	14%	15% I	16% I	16% I	15% I	7%	15%	16% L	10%	13%	16% P	17% P	10%	14%	13%	14%	11%	11%	17% W	4% *	23% TUW*	14%	10%	11%	13%	12%	18% a	10% *
Tend to support (1)	379	185	190	43	56	64	60	58	97	99	124	156	49	105	82	144	210	169	98	95	86	58	13	28	325	53	62	94	119	87	16
	33%	34%	33%	37%	29%	34%	32%	32%	37%	32%	33%	35%	35%	32%	32%	35%	33%	35%	37%	32%	33%	37%	24% *	29% *	33%	35%	29%	32%	39% ae	36% e	21% *
Neither support nor oppose (0)	282	146	134	25	57	47	31	49	73	82	78	123	36	82	50	115	165	117	60	81	67	31	18	27	245	38	49	83	74	56	20
	25%	27%	23%	22%	29% G	25%	17%	27% G	28% G	26%	21%	27%	26%	25%	20%	28% O	26%	24%	22%	28%	26%	19%	32% *	28% *	25%	25%	23%	28%	24%	23%	25% *
Tend to oppose (-1)	134	44	87	18	18	17	23	18	40	36	40	58	21	31	27	56	74	60	35	38	26	16	9	10	110	24	24	38	38	22	12
	12%	8%	15% B	16%	9%	9%	12%	10%	15%	11%	11%	13%	15%	10%	10%	13%	11%	12%	13%	13%	10%	10%	15% *	11% *	11%	16%	11%	13%	12%	9%	15% *
Strongly oppose (-2)	88	49	39	-	9	16	24	17	23	9	40	40	1	19	30	38	49	39	16	21	25	13	9	4	74	14	14	23	25	17	10
	8%	9%	7%	-	5% D	8% D	13% DE	9% D	9% D	3%	11% J	9% J	1%	6% M	12% MN	9% M	8%	8%	6%	7%	10%	8%	16% SX*	4% *	8%	9%	6%	8%	8%	7%	12% *
Don't know	96	31	64	13	26	13	19	13	12	39	32	25	15	37	23	22	55	41	21	25	26	13	5	6	88	8	39	16	11	17	14
	9%	6%	11% B	11% I	13% HI	7%	10%	7%	5%	13% L	9%	6%	11% P	11% P	9%	5%	9%	8%	8%	9%	10%	8%	8% *	6% *	9%	5%	19% bcd	6%	3%	7%	17% bcd*

Net: Support	530	277	246	59	86	94	90	86	116	145	183	202	67	156	124	183	300	230	135	127	116	86	16	50	461	69	85	134	156	131	24
	47%	51% C	43%	51%	44%	50%	48%	47%	44%	47%	49%	45%	48%	48%	49%	44%	47%	47%	50% W	44%	45%	54% W	28% *	52% W*	47%	45%	40%	45% e	51% ae	54% ae	30% *
Net: Oppose	222	93	126	18	27	33	47	35	63	45	80	98	22	51	57	93	123	99	51	59	51	30	17	14	184	38	38	61	63	39	21
	20%	17%	22%	16%	14%	18%	25% E	19%	24% E	14%	21% J	22% J	16%	16%	22%	23% N	19%	20%	19%	20%	20%	19%	31% X*	14% *	19%	25%	18%	21%	21%	16%	27% *

Mean	0.36	0.44 C	0.27	0.55 I*	0.48 I	0.43	0.29	0.36	0.19	0.51 L	0.36	0.26	0.50 P	0.48 P	0.34	0.24	0.37	0.34	0.42 W	0.30 W	0.30 W	0.48 W	-0.16 *	0.61 TW*	0.38	0.22	0.33	0.32	0.36	0.52 e	0.01 *
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7th - 10th June 2024

PUBLIC

Housing Polling

All Adults aged 18+ in GB

Q5. To what extent do you support or oppose the following... - Building a set of new towns including new housing, transport, schools, hospitals etc.

All Adults aged 18+ in Great Britain

			Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)	Good job (W)	Bad job (X)	Happy (Y)	Unhappy (Z)	Likely (a)	Unlikely (b)	
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400	
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410	
Strongly support (2)	151	96	41	14	65	86	62	89	105	47	43	53	15	17	70	47	45	40	30	37	84	66	27	99	57	56	61	58	
	13%	14%	13%	12%	19%	11%	17%	12%	15%	11%	12%	18%	15%	14%	16%	11%	12%	10%	16%	21%	11%	18%	18%	17%	13%	17%	22%	14%	
Tend to support (1)	379	235	100	43	109	270	131	248	233	146	108	112	37	33	151	145	116	132	63	64	248	127	56	217	160	104	115	124	
	33%	34%	32%	36%	32%	34%	36%	32%	33%	34%	30%	39%	38%	28%	35%	33%	32%	35%	33%	37%	33%	35%	37%	37%	38%	31%	41%	30%	
Neither support nor oppose (0)	282	179	78	25	80	203	90	193	179	103	94	63	20	34	104	110	89	95	47	41	184	88	33	124	102	66	54	96	
	25%	26%	25%	21%	23%	26%	24%	25%	26%	24%	26%	22%	21%	29%	24%	25%	25%	25%	25%	24%	25%	24%	21%	21%	24%	20%	20%	23%	
Tend to oppose (-1)	134	86	34	14	41	93	44	90	80	54	52	33	14	14	52	60	42	59	20	12	101	32	16	68	49	46	25	58	
	12%	12%	11%	11%	12%	12%	12%	12%	11%	13%	14%	12%	14%	12%	12%	14%	12%	16%	11%	7%	14%	9%	11%	12%	12%	14%	9%	14%	
Strongly oppose (-2)	88	58	22	8	20	68	19	70	52	36	45	6	7	12	29	48	43	30	10	5	73	15	17	37	33	34	14	44	
	8%	8%	7%	7%	6%	9%	5%	9%	7%	8%	13%	2%	8%	10%	7%	11%	12%	8%	5%	3%	10%	4%	11%	6%	8%	10%	5%	11%	
Don't know	96	41	41	15	28	68	23	74	55	42	16	21	3	8	26	29	27	23	21	16	50	37	4	43	23	27	9	30	
	9%	6%	13%	12%	8%	9%	6%	10%	8%	10%	4%	7%	3%	6%	6%	6%	7%	6%	11%	9%	7%	10%	3%	7%	6%	8%	3%	7%	
Net: Support	530	331	141	58	174	356	193	337	337	193	152	165	52	50	221	192	161	171	92	101	332	193	84	316	217	159	176	182	
	47%	48%	45%	48%	51%	45%	52%	44%	48%	45%	42%	57%	54%	43%	51%	44%	44%	45%	48%	58%	45%	53%	54%	54%	51%	48%	63%	45%	
Net: Oppose	222	144	56	22	61	161	63	159	132	90	97	40	21	26	81	108	85	90	30	17	175	47	33	105	82	80	39	102	
	20%	21%	18%	18%	18%	20%	17%	21%	19%	21%	27%	14%	22%	22%	19%	25%	24%	24%	16%	10%	24%	13%	22%	18%	19%	24%	14%	25%	
Mean	0.36	0.34	0.38	0.40	0.50	0.29	0.50	0.29	0.40	0.29	0.16	0.64	0.41	0.26	0.44	0.20	0.23	0.25	0.48	0.73	0.24	0.60	0.41	0.50	0.40	0.33	0.68	0.25	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V,W/X,Y/Z,a/b Minimum Base: 30(**) Small Base: 100(*)