QZ2A. This list shows a selection of issues associated with housing in Britain. Which one of these, if any, do you think should be the highest priority for the next Government to deal with?

All Adults aged 18+ in Great Britain

		Ge	nder				ige			Aggr	egated Age	Breaks		Gener	ations		Socia	grade			Rej	ion			Urban	/ Rural			Income	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial	Gen X	Baby Boomer	ARC1	CZDE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+ R
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)
Unweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297
Weighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255
Building more affordable homes	193 17%	106 19%	86 15%	17 14%	24 12%	34 18%	23 12%	43 24% EG	51 19%	41 13%	58 15%	94 21% J	24 16%	40 13%	37 14%	92 22% NO	103 16%	90 18%	55 20% T	28 9%	52 20% T	22 14%	10 18% *	26 26% TV*	163 17%	30 17%	35 16%	54 17%	44 15%	50 20%
Tackling homelessness and rough sleeping	126 11%	60 11%	65 11%	13 10%	17 9%	22 12%	23 12%	20 11%	32 12%	29 9%	45 12%	52 11%	15 10%	33 11%	29 11%	49 12%	68 11%	58 12%	33 12% v	44 15% V	22 9%	7 4%	7 12% +	13 13% v*	96 10%	30 17% Y	28 13%	36 12%	36 12%	18 7%
Reducing the number of empty homes	95 8%	42 8%	51 9%	5 4%	9 5%	16 8%	11 6%	22 12% DE	33 12% DE	14 4%	26 7%	55 12% JK	5 4%	21 7%	16 6%	53 13% MNO	54 8%	41 8%	21 8%	22 7%	35 13% v	5 3%	5 9% +	7 7% •	80 8%	16 9%	23 10%	36 11% d	22 7%	13 5%
Helping first-time buyers get on the property ladder	94 8%	41 7%	53 9%	19 16% EFGI	13 7%	12 6%	15 8%	17 9%	19 7%	32 10%	26 7%	36 8%	21 14% NOP	21 7%	19 7%	33 8%	55 9%	39 8%	18 7%	30 10%	18 7%	15 10%	7 12% +	6 6% +	79 8%	14 8%	15 7%	28 9%	17 6%	29 12% c
Making it easier for first-time buyers to own or part- own their homes	92 8%	42 8%	50 9%	14 12% F	21 11% F	8 4%	17 9%	15 8%	17 6%	35 11%	25 7%	32 7%	15 10%	28 9%	22 8%	28 7%	59 9%	33 7%	25 9%	31 10%	14 6%	13 8%	4 7% •	5 5% +	79 8%	13 7%	21 9%	26 8%	17 6%	22 9%
Making homes more energy efficient and less damaging to the environment	90 8%	45 8%	44 8%	9 8%	24 12%	11 6%	13 7%	13 7%	20 7%	33 11%	24 7%	33 7%	13 9%	30 10%	20 8%	28 7%	56 9%	35 7%	24 9%	24 8%	18 7%	15 9%	2 4% *	8 8% +	70 7%	20 11%	8 4%	24 7%	32 11% a	22 9%
Controlling rises in rents in the private sector	88 8%	39 7%	47 8%	11 9%	13 7%	16 8%	19 10% H	7 4%	22 8%	24 8%	35 9%	29 6%	12 8%	23 8%	25 9%	28 7%	40 6%	47 10%	18 7%	15 5%	29 11% T	14 9%	4 8% •	8 8% •	73 8%	14 8%	23 11%	24 8%	22 8%	16 6%
Improving the energy-efficiency of existing homes such as improving insultation or grants for homeowners to move from gas boilers to heat pumps)	80 7%	41 8%	38 7%	8 7%	13 6%	16 9%	13 7%	8 5%	22 8%	20 7%	29 8%	30 7%	8 5%	26 8%	18 7%	28 7%	43 7%	37 7%	19 7%	25 9%	14 5%	13 8%	4 7% *	5 5% *	64 7%	16 9%	14 6%	14 4%	28 10% b	21 8%
Reducing the cost of buying/selling property by reducing stamp duty	78 7%	42 8%	34 6%	11 9% HI	21 11% HI	12 7%	18 9% HI	6 3%	10 4%	32 10%	30 8% L	16 4%	14 10%	29 9% P	20 8% P	15 3%	52 8%	26 5%	13 5%	19 6%	18 7%	19 12% s	3 6% *	5 5% +	75 8% z	3 2%	9	18 6%	25 9%	22 8%
Giving renters in the private rented sector more rights e.g. in relation to evictions and rent rises	43 4%	14 2%	28 5%	4 3%	9 5%	5 3%	8 4%	4 2%	13 5%	13 4%	13 3%	17 4%	8	9	10 4%	16 4%	25 4%	17 4%	7 3%	19 6%	7 3%	5 3%	2 3% *	3 3% •	33 3%	9 5%	10 4%	17 5%	7 2%	6 3%
Increasing housing benefit for low-income renters	36 3%	15 3%	20 4%	6 5%	12 6% GI	5 3%	2 1%	7 4%	4 1%	18 6% KL	7 2%	11 2%	7 5%	16 5% 0	4 2%	9 2%	15 2%	21 4%	12 5%	8 3%	6 2%	3 2%	1 2% *	5 5% +	34 4%	2 1%	13 6%	7 2%	9	6 2%
Other	25 2%	18 3%	8 1%	-	4 2%	2 1%	4 2%	10 6% D	4 2%	4 1%	6 2%	15 3%	-	4 1%	9 3% M	12 3%	15 2%	11 2%	6 2%	4 1%	8 3%	4 3%	1 3% *	1 1% •	25 3%	-	3 1%	7 2%	7 2%	4 2%
None of these	44 4%	27 5%	17 3%	-	4 2%	11 6% D	12 7% D	7 4%	9	4 1%	24 6% J	16 4%	-	14 4% M	14 6% M	16 4% M	27 4%	17 3%	8 3%	14 5%	10 4%	9 6%	* 1% *	3 3% •	40 4%	3 2%	3 1%	12 4%	13 5%	16 6% a
Don't know	55 5%	22 4%	33 6%	4 3%	9 5%	15 8%	11 6%	3 2%	13 5%	13 4%	26 7%	16 4%	5 3%	16 5%	18 7%	16 4%	31 5%	24 5%	9 3%	14 5%	11 4%	12 7%	5 9% *	4 4%	46 5%	9 5%	14 7%	16 5%	11 4%	10 4%

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

1

14th - 17th June 2024 PUBLIC Housing - Zoopla

Adults aged 18+ in GB

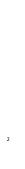
Q22A. This list shows a selection of issues associated with housing in Britain. Which one of these, if any, do you think should be the highest priority for the next Government to deal with?

All Adults aged 18+ in Great Britain

			∕arital Stati	us	(17 or	ildren HH under)	Educ	ation	Employm	ent status	Ge	neral Elec	tion 2019 Vo	te	Kererenc	lum 2016 ite			Ter	ure		
	Total	Married/ Living as Married	Single	Widowed/ Divorced/S eparated		No children present	Graduate	Non- graduate		Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc	Rent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	351
Weighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	364
Building more affordable homes	193 17%	118 17%	47 15%	28 20% •	63 16%	130 17%	59 16%	134 17%	116 16%	77 18%	59 16%	49 18%	23 29% K*	25 18%	83 19%	69 17%	60 16%	72 19%	32 17%	22 13%	131 18%	55 155
Tackling homelessness and rough sleeping	126 11%	64 9%	42 13%	20 14%	37 9%	89 12%	40 11%	86 11%	74 10%	52 12%	34 9%	34 12%	5 6%	24 18% км	49 11%	45 11%	40 11%	40 11%	26 14%	16 9%	80 11%	11
Reducing the number of empty homes	95 8%	56 8%	26 8%	14 9%	24 6%	72 10%	28 8%	68 9%	51 7%	45 10%	48 13% N	21 8%	5 6%	8 6%	34 8%	48 12%	31 8%	35 9%	12 7%	14 8%	66 9%	26 7%
Helping first-time buyers get on the property ladder	94 8%	61 9%	23 7%	10 7% *	34 9%	60 8%	28 8%	65 8%	59 8%	35 8%	30 8%	18 6%	7 9%	14 10%	28 6%	33 8%	31 9%	35 9%	11 6%	13 7%	66 9%	24 7%
Making it easier for first-time buyers to own or part- own their homes	92 8%	60 9%	24 8%	8 6%	38 10%	54 7%	26 7%	67 9%	54 8%	38 9%	31 9%	18 7%	8 10%	7 5%	35 8%	28 7%	28 8%	43 11% SUV	6 3%	14 8%	71 10% sv	19 5%
Making homes more energy efficient and less damaging to the environment	90 8%	63 9%	18 6%	9 6%	41 10%	50 7%	34 9%	56 7%	62 9%	29 7%	23 6%	35 13% KN	7 9% *	6 4%	50 11%	24 6%	45 12% RTV	26 7%	11 6%	9	71 10% RV	19
Controlling rises in rents in the private sector	88 8%	50 7%	24 8%	14 10%	29 7%	59 8%	31 8%	57 7%	52 7%	36 8%	24 7%	27 10%	8 10%	8 6%	35 8%	32 8%	18 5%	26 7%	15 8%	28 16% QRU	44 6%	43 125 QRL
Improving the energy-efficiency of existing homes (such as improving insultation or grants for homeowners to move from gas boilers to heat pumps)	80 7%	49 7%	16 5%	15 10%	29 8%	51 7%	28 8%	52 7%	54 8%	26 6%	24 7%	18 6%	2 3%	15 11%	26 6%	35 9%	28	33 9%	10 5%	8 5%	60 8%	18
Reducing the cost of buying/selling property by reducing stamp duty	78 7%	55 8% D	21 7% D	2 1%	30 8%	48 6%	30 8%	48 6%	57 8%	20 5%	26 7%	26 9%	2 2% •	9	27 6%	26 6%	27 7%	20 5%	14 7%	14 8%	47 6%	28 89
Giving renters in the private rented sector more rights e.g. in relation to evictions and rent rises	43 4%	20 3%	17 6%	5 4%	5 1%	38 5% E	18 5%	25 3%	24 3%	18 4%	15 4%	8 3%	6 8%	5 3%	23 5%	11 3%	7 2%	11 3%	7 4%	18 10% QRSUV	18 2%	25 79 QRS
Increasing housing benefit for low-income renters	36 3%	20 3%	13 4%	3 2%	17 4%	19 2%	14 4%	22 3%	19 3%	16 4%	7 2%	5 2%	3 3%	9 6% K	12 3%	14 4%	3 1%	5 1%	19 10% QRU	9 5% QRU	7 1%	28 89 QRI
Other	25 2%	12 2%	12 4%	2 1% •	5 1%	21 3%	7 2%	18 2%	19 3%	7 2%	9 2%	4 2%	:	3 2%	13 3%	7 2%	14 4% R	4 1%	4 2%	3 1%	19 3% R	7 29
None of these	44 4%	33 5%	9	2 1% •	23 6% F	21 3%	12 3%	32 4%	29 4%	15 3%	17 5%	5 2%	2 2% •	2 2%	13 3%	15 4%	14 4%	17 4%	5 2%	7 4%	31 4%	11 3%
Don't know	55 5%	22 3%	21 7% 8	12 8% 8*	16 4%	39 5%	11 3%	44 6%	34 5%	21 5%	14 4%	8 3%	2 2%	3 2%	16 4%	15 4%	18 5%	10 3%	16 9% RTUV	3 2%	28 4% R	19 59

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 (SN): A,B/c/D,E/F,G/H,I/,K/L/M/N,O/P,Q/R/S/T/L/V Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (SN): A,B/c/D,E/F,G/H,I/,K/L/M/N,O/P,Q/R/S/T/L/V Minimum Base: 30(**) Small Base: 100(*)



QZ2B. Here is the same list again. Which others, if any, do you think should be priorities for the next Government to deal with? All Adults aged 18+ in Great Britain

			nder				ige			Acer	egated Age E	Brooks		Genor	rations		Social	grade			Pos	zion			Urban	/ Rural			Income		
		Ge	naer			,	ge			Aggr	egated Age t	oreaks		Millennial	rations	Baby	Social	grade			Rej	gion			Urban	/ Kurai	UP TO	£20,000-	£35,000 -		
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	s	Gen X	Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	£19,999	£34,999	£54,999		Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	58
Weighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	57
Reducing the number of empty homes	345 30%	176 32%	168 29%	21 18%	50 26%	41 22%	67 35% DF	80 44% DEFI	87 32% D	71 23%	107 29%	167 37% JK	29 20%	76 25%	84 32% M	156 37% MN	185 29%	160 32%	83 31%	94 32%	82 32%	42 27%	15 27% *	29 30% •	276 29%	69 38% Y	79 36%	87 27%	89 30%	78 30%	13 23% *
Tackling homelessness and rough sleeping	341 30%	161 29%	177 31%	35 30%	39 20%	46 25%	63 33% E	72 39% EF	86 32% E	74 24%	109 29%	158 35% J	38 26%	67 22%	99 38% MN	138 33% N	217 34% R	124 25%	79 29%	75 25%	81 31%	55 35%	15 27% *	35 35% •	302 31% z	39 22%	62 28%	98 31%	90 31%	71 28%	20 35% *
Building more affordable homes	307 27%	136 25%	167 29%	39 33%	56 29%	43 23%	52 28%	44 24%	73 27%	95 30%	95 25%	118 26%	45 31%	86 28%	68 26%	108 25%	187 29%	120 24%	70 26%	95 32% v	78 30% v	26 16%	11 20% *	27 27% *	250 26%	57 32%	60 27%	79 25%	93 32%	60 24%	15 27% *
Controlling rises in rents in the private sector	292 26%	134 24%	154 27%	15 13%	51 26% D	44 24% D	41 22%	58 32% D	83 31% D	66 21%	86 23%	140 31% JK	23 16%	78 25% M	63 24%	128 30% M	175 27%	117 23%	70 26%	75 25%	70 27%	37 23%	8 14% *	32 32% w*	245 26%	47 26%	53 24%	99 31% d	75 26%	54 21%	11 19% *
Making it easier for first-time buyers to own or part- own their homes	284 25%	128 23%	152 26%	32 27%	54 28%	45 24%	41 22%	36 19%	78 29%	85 27%	85 23%	114 25%	39 27%	76 25%	56 21%	112 27%	164 26%	120 24%	68 25%	63 21%	81 31% TV	28 18%	17 30% +	28 29% *	235 25%	49 27%	42 19%	73 23%	89 31% a	63 25%	17 31% *
Helping first-time buyers get on the property ladder	280 25%	127 23%	150 26%	26 22%	54 28%	51 27%	41 22%	43 24%	66 25%	80 25%	91 24%	109 24%	29 20%	90 29%	60 23%	101 24%	171 27%	109 22%	71 26%	72 24%	71 27%	27 17%	14 26% +	24 25% +	242 25%	38 21%	48 22%	81 26%	84 29% d	50 20%	17 30% *
Making homes more energy efficient and less damaging to the environment	280 25%	133 24%	146 25%	24 20%	40 21%	41 22%	51 27%	59 33% DE	65 24%	64 20%	92 25%	124 27%	32 22%	64 21%	69 26%	115 27%	181 28% R	99 20%	59 22%	72 24%	72 28%	37 23%	15 27% *	25 25% *	233 24%	47 26%	53 24%	81 26%	79 27%	58 23%	9 16% *
Improving the energy-efficiency of existing homes (such as improving insultation or grants for homeowners to move from gas boilers to heat pumps)	276 24%	138 25%	137 24%	33 27%	46 24%	34 19%	48 26%	50 27%	64 24%	79 25%	83 22%	114 25%	45 31% N	62 20%	64 24%	106 25%	178 28% R	98 20%	61 23% W	74 25% w	70 27% W	39 25% W	5 9% +	27 27% W*	224 23%	52 29%	50 23%	77 24%	69 24%	72 28%	8 13% *
Reducing the cost of buying/selling property by reducing stamp duty	253 22%	122 22%	126 22%	29 24%	49 25%	39 21%	33 18%	34 19%	69 26%	78 25%	72 19%	103 23%	37 25%	70 23%	48 18%	99 23%	157 24%	96 19%	64 24%	62 21%	67 26% x	35 23%	12 23% +	13 13% +	214 22%	39 22%	40 18%	74 23%	72 25%	56 22%	12 21%
Giving renters in the private rented sector more rights e.g. in relation to evictions and rent rises	241 21%	122 22%	116 20%	18 15%	32 17%	43 23%	38 20%	34 19%	75 28% DE	50 16%	81 22%	110 24%	21 15%	63 21%	53 20%	103 24% M	150 23%	91 18%	55 21%	57 19%	64 24%	35 22%	7 13% •	23 23% *	209 22%	31 17%	36 16%	75 24%	71 24%	47 18%	12 21% *
Increasing housing benefit for low-income renters	174 15%	83 15%	91 16%	17 15%	42 22% FH	23 12%	32 17% н	16 9%	44 16%	59 19%	55 15%	60 13%	22 15%	59 19%	37 14%	56 13%	100 16%	74 15%	39 14%	48 16%	43 17%	26 16%	4 7% *	14 14% *	149 16%	25 14%	37 17%	64 20% cde	37 13%	32 13%	3 6% •
Other	6 1%	5 1%	-	-	2 1%	1	2 1%	-	2 1%	2	2 1%	2 1%	-	2 1%	2 1%	2 1%	4 1%	2 1%	1	-	3 1%	:	1 1% *	1 1% *	6 1%	-	1	3 1%	1	1 1%	
None of these	39 3%	23 4%	16 3%	1 1%	4 2%	9 5%	10 5%	4 2%	11 4%	6 2%	18 5%	15 3%	1 1%	12 4%	11 4%	15 4%	24 4%	15 3%	4 1%	12 4%	7 3%	10 6% s	-	6 6% s*	32 3%	8 4%	6 3%	12 4%	9 3%	12 5%	
Don't know	69 6%	33 6%	36 6%	4 3%	9 5%	22 12%	16 9%	4 2%	13 5%	13 4%	39 10% IL	17 4%	5 3%	21 7%	26 10% MP	17 4%	39 6%	30 6%	16 6%	14 5%	13 5%	14 9%	5 9% *	7 7%	59 6%	10 5%	16 7%	20 6%	12 4%	14 6%	7 12% c*

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.

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,I/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(*)

3

QZ2B. Here is the same list again. Which others, if any, do you think should be priorities for the next Government to deal with?

All Adults aged 18+ in Great Britain

			∕Iarital Stat	us	Pres of ch (17 or	ildren HH under)	Educ	ation	Employm	ent status	G	eneral Elect	tion 2019 Vo	te	Referenc	lum 2016 ite			Ter	nure		
	Total	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	358
Weighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	364
Reducing the number of empty homes	345 30%	201 29%	102 33%	42 29%	93 24%	252 34% E	101 28%	244 31%	201 29%	145 33%	107 30%	95 34%	32 41%	44 32%	142 32%	142 35%	101 28%	120 32%	69 37%	47 27%	220 30%	116 32%
Tackling homelessness and rough sleeping	341 30%	216 32%	87 28%	38 26% *	93 24%	248 33% E	112 31%	229 30%	204 29%	137 31%	108 30%	88 32%	28 35%	46 34%	139 31%	128 32%	116 32%	116 31%	48 26%	50 28%	232 31%	98 27%
Building more affordable homes	307 27%	186 27%	95 30% D	26 18%	92 24%	215 29%	115 31% H	192 25%	186 26%	121 28%	90 25%	96 35% KN	25 32%	31 23%	142 32% P	96 24%	98 27%	106 28%	47 25%	49 28%	204 28%	97 27%
Controlling rises in rents in the private sector	292 26%	177 26%	72 23%	42 29% *	83 21%	209 28% E	103 28%	188 24%	175 25%	117 27%	90 25%	72 26%	25 32% *	53 39% KL	119 27%	109 27%	80 22%	100 26%	42 22%	63 36% qsuv	179 24%	104 29% s
Making it easier for first-time buyers to own or part- own their homes	284 25%	170 25%	83 26%	31 22%	96 24%	189 25%	99 27%	185 24%	174 25%	110 25%	99 27%	70 25%	20 25%	36 26%	120 27%	97 24%	101 28%	94 25%	38 20%	41 23%	195 26%	79 22%
Helping first-time buyers get on the property ladder	280 25%	179 26%	75 24%	26 18%	87 22%	194 26%	104 29% H	176 23%	171 24%	109 25%	95 26%	73 26%	24 31%	32 23%	116 26%	98 25%	78 21%	105 28% U	50 27%	40 22%	183 25%	90 25%
Making homes more energy efficient and less damaging to the environment	280 25%	157 23%	75 24%	47 33% B*	80 21%	199 27%	107 29% н	172 22%	159 23%	120 28%	88 24%	65 23%	26 33% *	37 27%	109 25%	106 27%	83 23%	112 30% uv	40 21%	40 23%	195 26%	80 22%
Improving the energy-efficiency of existing homes (such as improving insultation or grants for homeowners to move from gas boilers to heat pumps)	276 24%	161 24%	79 25%	36 25%	82 21%	194 26%	110 30% H	166 21%	170 24%	105 24%	74 21%	76 27%	32 40% KN*	35 25%	116 26%	94 23%	92 25%	96 25%	45 24%	40 23%	187 25%	85 23%
Reducing the cost of buying/selling property by reducing stamp duty	253 22%	155 23%	65 21%	33 23%	86 22%	167 22%	89 24%	164 21%	160 23%	94 21%	89 25%	62 22%	21 27%	28 20%	109 25%	92 23%	95 26% sv	94 25% sv	25 13%	36 21%	189 26% sv	61 17%
Giving renters in the private rented sector more rights e.g. in relation to evictions and rent rises	241 21%	150 22%	59 19%	32 22%	74 19%	166 22%	91 25% H	150 19%	142 20%	99 23%	69 19%	84 30% K	16 21%	32 24%	112 25%	81 20%	65 18%	76 20%	36 19%	56 32% QRSUV	141 19%	92 25% s
Increasing housing benefit for low-income renters	174 15%	97 14%	51 16%	27 19%	59 15%	115 15%	63 17%	111 14%	103 15%	71 16%	30 8%	65 23% K	10 13%	20 15%	73 16%	46 11%	48 13%	45 12%	38 20% RU	37 21% RU	94 13%	74 20% QRU
Other	6 1%	3	2 1%	1 .	1	5 1%	4 1%	3	3	3 1%	2 1%	1	1 1% *	1 1%	4 1%	2 1%	1	1	-	2 1%	3 *	2
None of these	39 3%	25 4%	9	5 4%	20 5%	20 3%	10 3%	29 4%	20 3%	19 4%	15 4%	3 1%	2 3% •	3 2%	12 3%	13 3%	12 3%	16 4%	2 1%	7 4%	28 4%	10 3%
Don't know	69 6%	32 5%	23 7%	14 9%	22 6%	46 6%	13 4%	56 7% G	45 6%	23 5%	12 3%	13 5%	1 1%	8 6%	20 5%	16 4%	21 6%	14 4%	19 10% RU	8 5%	36 5%	27 8% T

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.

 $Column Proportions (SN): A, B/C/D, E/F, G/H,U/J,K/I,M/N,O/P,O/R/S/T/L/V \ Minimum Base: 30(**) Small Base: 100(*) \\ Column Means (SN): A, B/C/D, E/F, G/H,U/J,K/I,M/N,O/P,O/R/S/T/L/V \ Minimum Base: 30(**) Small Base: 100(*) \\$



Combined QZ2a and QZ2b All Adults aged 18+ in Great Britain

		Ge	nder				ge			Aggre	gated Age E	3reaks		Genera	ations		Social	grade			Reg	ion			Urban	/ Rural			Income		
														Millennial		Baby											UP TO	£20,000-	£35,000 -		_
	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)	s (N)	Gen X (O)	Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	£19,999 (a)	£34,999 (b)	£54,999 (c)	£55,000+	Re
														. ,																(-)	
Inweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	
Veighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	
uilding more affordable homes	500 44%	243 44%	252 44%	56 47%	80 41%	77 41%	75 40%	87 48%	124 46%	136 43%	152 41%	212 47%	69 47%	126 41%	105 40%	200 47%	290 45%	210 42%	125 47% v	123 41%	130 50% v	48 30%	21 38% *	53 53% v*	413 43%	87 48%	95 43%	134 42%	137 47%	110 43%	
ackling homelessness and rough sleeping	467 41%	221 40%	242 42%	48 40%	56 29%	68 37%	86 46% E	92 50% EF	118 44% E	103 33%	154 41%	210 46% J	52 36%	99 32%	128 49% MN	187 44% N	285 44% R	182 37%	112 42%	119 40%	104 40%	62 40%	22 40% +	48 48% +	398 41%	69 38%	89 41%	135 43%	126 43%	90 35%	
educing the number of empty homes	441 39%	218 39%	219 38%	26 22%	59 31%	56 30%	77 41% D	102 56% DEFG	119 44% DEF	85 27%	134 36%	222 49% JK	34 23%	98 32%	99 38% M	209 50% MNO	239 37%	201 41%	104 39%	116 39%	117 45% v	47 30%	20 36% +	36 37% +	356 37%	85 47% Y	102 47% de	123 39%	110 38%	91 36%	
ontrolling rises in rents in the private sector	380 33%	173 31%	201 35%	26 22%	64 33% D	60 32%	60 32%	64 35% D	105 39% D	90 29%	120 32%	169 37%	36 24%	101 33%	87 33%	156 37% M	216 34%	164 33%	88 33%	90 30%	99 38% w	50 32%	12 22% +	40 41% w*	318 33%	61 34%	76 35%	123 39% d	98 34%	70 27%	
laking it easier for first-time buyers to own or part- wn their homes	377 33%	170 31%	202 35%	46 38%	75 39%	52 28%	58 31%	51 28%	95 35%	121 39% к	110 30%	145 32%	54 37%	104 34%	79 30%	140 33%	224 35%	153 31%	93 34%	93 31%	95 36%	41 26%	20 37% *	33 34% +	314 33%	62 35%	63 28%	99 31%	106 37%	85 33%	
elping first-time buyers get on the property ladder	374 33%	168 31%	203 35%	45 38%	67 34%	62 34%	55 29%	60 33%	85 32%	112 36%	118 32%	145 32%	50 34%	111 36%	79 30%	134 32%	226 35%	148 30%	89 33%	102 34%	89 34%	43 27%	21 38% +	30 31% +	321 34%	53 29%	63 29%	109 34%	100 34%	80 31%	
laking homes more energy efficient and less amaging to the environment	370 32%	178 32%	190 33%	33 28%	64 33%	52 28%	64 34%	73 40% DF	84 31%	97 31%	116 31%	157 35%	45 31%	94 30%	89 34%	142 34%	237 37% R	133 27%	83 31%	95 32%	90 35%	51 33%	17 31%	32 33% +	303 32%	67 37%	61 28%	105 33%	112 38% a	79 31%	
nproving the energy-efficiency of existing homes uch as improving insultation or grants for omeowners to move from gas boilers to heat umps)	356 31%	179 32%	176 30%	41 34%	59 30%	51 27%	61 33%	58 32%	86 32%	99 32%	112 30%	145 32%	52 36%	88 29%	82 31%	134 32%	221 34% R	135 27%	80 30%	100 34% W	84 32% w	51 33% W	9 16% *	32 32% *	288	68 38%	64 29%	91 29%	97 33%	92 36% e	
educing the cost of buying/selling property by educing stamp duty	331 29%	164 30%	160 28%	40 34% н	69 36% н	51 27%	51 27%	40 22%	79 29%	110 35% L	102 27%	119 26%	51 35%	99 32%	68 26%	113 27%	209 32% R	122 25%	77 28%	81 27%	85 33% x	55 35% x	16 28% *	17 18%	289 30%	42 23%	49 22%	91 29%	98 34% a	77 30%	
ving renters in the private rented sector more this e.g. in relation to evictions and rent rises	284 25%	136 25%	144 25%	22 18%	41 21%	48 26%	46 24%	38 21%	89 33% DEH	63 20%	94 25%	127 28% J	30 20%	72 23%	63 24%	119 28%	175 27%	108 22%	63 23%	76 26%	71 27%	40 25%	9 16% +	26 26% +	243 25%	41 23%	45 21%	92 29%	78 27%	53 21%	
creasing housing benefit for low-income renters	210 18%	98 18%	111 19%	23 19%	54 28% FHI	28 15%	34 18%	23 12%	48 18%	77 25% KL	62 17%	71 16%	29 20%	75 24% OP	41 16%	65 15%	115 18%	95 19%	51 19%	57 19%	49 19%	29 19%	5 9% *	19 20% *	183 19%	27 15%	50 23% e	71 22% e	46 16%	39 15%	
ner	32 3%	23 4% c	8	-	6 3%	3 2%	6 3%	10 6% D	7 3%	6 2%	9 2%	17 4%	-	6 2%	11 4% M	14 3% M	19 3%	13 3%	7 3%	4 1%	11 4%	5 3%	2 4% *	2 2% *	32 3% z		4 2%	10 3%	8 3%	6 2%	
one of these	56 5%	33 6%	23 4%	1 1%	7 3%	15 8% D	12 7% D	7 4%	14 5%	8 2%	27 7% J	21 5%	1 1%	18 6% M	15 6% M	21 5%	32 5%	24 5%	8 3%	18 6%	12 5%	11 7%	* 1% *	6 6% +	46 5%	10 5%	7 3%	15 5%	14 5%	19 7%	
on't know	81 7%	37 7%	44 8%	6 5%	12 6%	23 13% DHI	19 10%	5 3%	16 6%	18 6%	43 11% IL	21 5%	8 5%	24 8%	29 11%	20 5%	45 7%	36 7%	19 7%	21 7%	15 6%	14 9%	5 9%	7 7%	68 7%	13 7%	20 9%	22 7%	14 5%	17 6%	

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.

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(*)

5

Combined QZ2a and QZ2b All Adults aged 18+ in Great Britain

		N.	Marital Statu	ıs	Pres of ch (17 or		Educ	ation	Employm	ent status	G	eneral Elec	tion 2019 Vo	te	Referenc	lum 2016 ite			Ter	iure		
	Total	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc	Rente
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)
Unweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	358
Weighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	364
Building more affordable homes	500 44%	303 44%	142 45%	55 38% *	155 40%	345 46%	173 48%	327 42%	302 43%	198 45%	148 41%	145 52% K	48 60% KN*	56 41%	226 51% P	165 41%	158 44%	177 47%	80 42%	72 41%	336 45%	151 42%
Tackling homelessness and rough sleeping	467 41%	280 41%	129 41%	58 40% *	129 33%	337 45% E	152 42%	315 41%	277 39%	189 43%	142 39%	122 44%	33 42%	70 51% K	188 42%	174 43%	156 43%	156 41%	74 40%	66 37%	312 42%	140 39%
Reducing the number of empty homes	441 39%	257 38%	128 41%	56 39%	117 30%	323 43% E	129 35%	312 40%	251 36%	189 43%	155 43%	116 42%	37 47%	51 38%	176 40%	190 47%	131 36%	154 41%	81 43%	61 35%	286 39%	142 39%
Controlling rises in rents in the private sector	380 33%	228 33%	96 31%	56 39% *	112 29%	268 36% E	134 37%	246 32%	226 32%	153 35%	114 32%	99 36%	33 41%	61 45% K	154 35%	141 35%	98 27%	126 33% U	57 30%	91 51% QRSUV	223 30%	147 40% qsu
Making it easier for first-time buyers to own or part- own their homes	377 33%	230 34%	107 34%	39 27%	134 34%	243 32%	125 34%	252 32%	228 32%	149 34%	129 36%	88 32%	28 35%	43 32%	154 35%	125 31%	129 35% s	137 36% sv	44 23%	55 31%	266 36% sv	98 27%
Helping first-time buyers get on the property ladder	374 33%	240 35%	98 31%	36 25%	121 31%	253 34%	132 36%	242 31%	230 33%	144 33%	125 35%	91 33%	31 40%	46 34%	144 32%	131 33%	109 30%	140 37% U	62 33%	53 30%	249 34%	114 31%
Making homes more energy efficient and less damaging to the environment	370 32%	221 32%	94 30%	56 39% •	121 31%	249 33%	141 39% H	228 29%	221 31%	149 34%	110 31%	101 36%	34 43%	42 31%	159 36%	130 32%	127 35%	139 37% sv	50 27%	49 28%	266 36% v	99 27%
Improving the energy-efficiency of existing homes (such as improving insultation or grants for homeowners to move from gas boilers to heat pumps)	356 31%	209 31%	96 31%	51 35%	111 28%	244 33%	138 38%	218 28%	224 32%	131 30%	97 27%	94 34%	34 43%	50 36%	142 32%	128 32%	119 33%	128 34%	55 29%	48 27%	248 33%	103 28%
				٠			н						K*									
Reducing the cost of buying/selling property by reducing stamp duty	331 29%	210 31%	86 28%	35 24% *	116 30%	215 29%	119 33%	212 27%	217 31%	114 26%	115 32%	87 31%	23 29% *	36 27%	136 31%	118 30%	122 34% sv	114 30% s	38 20%	50 29%	236 32% sv	89 24%
Giving renters in the private rented sector more rights e.g. in relation to evictions and rent rises	284 25%	170 25%	77 25%	37 26%	80 20%	204 27% E	109 30% H	175 23%	166 24%	117 27%	84 23%	92 33% K	23 29%	37 27%	134 30%	93 23%	73 20%	87 23%	43 23%	73 42% QRSUV	160 22%	116 32% QRSU
Increasing housing benefit for low-income renters	210 18%	117 17%	64 20%	30 21%	77 20%	134 18%	77 21%	133 17%	123 17%	87 20%	37 10%	70 25% K	13 17%	29 21% K	85 19%	60 15%	51 14%	50 13%	57 30% QRU	46 26% QRU	101 14%	102 28% QRU
Other	32 3%	15 2%	14 5%	3 2%	6 2%	26 3%	11 3%	21 3%	22 3%	10 2%	11 3%	5 2%	1 1%	4 3%	17 4%	9 2%	16 4%	6 2%	4 2%	4 2%	21 3% R	8 2%
None of these	56 5%	39 6%	12 4%	5 4%	28 7% F	28 4%	15 4%	40 5%	33 5%	23 5%	22 6%	6 2%	2 3% •	4 3%	17 4%	17 4%	16 4%	23 6%	6 3%	9 5%	39 5%	15 4%
Don't know	81 7%	36 5%	28 9%	17 12% 8*	25 6%	56 8%	17 5%	65 8% G	52 7%	29 7%	16 5%	14 5%	2 2%	8 6%	23 5%	19 5%	25 7%	17 4%	23 12% RTU	9 5%	42 6%	32 9% RT

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 (SN): $A,B/\zeta'|D,E/F,G/H,U/,K/I/M/N,O/P,O/R/S/T/U/V$ Missimum Base: 30(**) Small Base: 100(*) ColumnMeans (SN): $A,B/\zeta'|D,E/F,G/H,U/,K/I/M/N,O/P,O/R/S/T/U/V$ Missimum Base: 30(**) Small Base: 100(*)



14th - 17th June 2024 PUBLIC Housing - Zoopla

Housing - Zoopla Adults aged 18+ in GB

QZ3. To what extent do you agree or disagree with the following... - Summary All Adults aged 18+ in Great Britain

		QZ3. To	what extent	do vou agre	e or disagree	with the fo	llowing	
	We are not building enough new homes to keep up with what is needed (A)	House prices are currently too high (B)	Having a mortgage is riskler than it used to be (C)	There isn't much that British governme nts can do to encourage the building of new homes (D)	with	a property	It was harder/is harder for people my age to buy or rent a home to settle down in that it was for my parents' generation (G)	a lot of attention
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139
Strongly agree (2)	328 29% CDEH	492 43% ACDEGH	237 21% DEH	71 6%	149 13% DH	652 57% ABCDEGH	388 34% ACDEH	59 5%
Tend to agree (1)	371 33% DEFH	330 29% DEFH	396 35% BDEFGH	160 14%	272 24% DH	261 23% DH	338 30% DEFH	215 19% D
Neither agree nor disagree (0)	211 19% F	208 18% F	270 24% ABFG	259 23% ABFG	343 30% ABCDFG	134 12%	205 18% F	333 29% ABCDFG
Tend to disagree (-1)	113 10% BF	48 4%	131 11% BF	334 29% ABCEFG	236 21% ABCFG	30 3%	104 9% BF	317 28% ABCEFG
Strongly disagree (-2)	57 5% BF	14 1%	39 3% B	236 21% ABCEFGH	100 9% ABCFG	31 3% B	54 5% BF	142 12% ABCEFG
Don't know	59 5% EF	46 4% F	67 6% BEF	80 7% ABEFG	40 3%	30 3%	50 4% F	72 6% BEFG
Net: Agree	699 61% CDEH	822 72% ACDEGH	632 56% DEH	230 20%	421 37% DH	913 80% ABCDEGH	727 64% CDEH	274 24% D
Net: Disagree	169 15% BF	63 6%	170 15% BF	570 50% ABCEFGH	336 29% ABCFG	62 5%	157 14% BF	459 40% ABCEFG
Mean	0.74 CDEH	1.13 ACDEGH	0.62 DEH	-0.48	0.12 DH	1.33 ABCDEGH	0.83 CDEH	-0.25 D

 $ccordance\ with\ the\ requirements\ of\ the\ international\ quality\ standard\ for\ market\ research, ISO\ 20252\ and\ with\ the\ lpsos\ Terms\ and\ Conditions.$

CalumnProportions (SN): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

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

7

Q23. To what extent do you agree or disagree with the following... - We are not building enough new homes to keep up with what is needed All Adults aged 18+ in Great Britain

		6	ender			A	ge			Aggre	gated Age I	Breaks		Gene	ations		Social	grade			Regio	on			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+	Refus
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(I)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Inweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	58
Veighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	57
trongly agree (2)	328 29%	173 31%	152 26%	26 22%	58 30%	48 26%	61 33%	51 28%	83 31%	84 27%	109 29%	134 30%	33 23%	81 26%	85 32%	128 30%	163 25%	165 33% Q	81 30%	64 22%	87 33% T	45 28%	19 35% *	32 33%	278 29%	50 27%	74 33%	91 29%	80 27%	73 29%	11 19%
end to agree (1)	371 33%	178 32%	190 33%	42 35% G	57 29%	71 38% _G	41 22%	60 33% G	99 37% G	99 32%	113 30%	160 35%	48 33%	108 35% o	65 25%	150 36% o	233 36% R	139 28%	91 34%	103 35%	73 28%	54 35%	20 36% *	30 31%	322 34%	49 27%	59 27%	98 31%	117 40% a	83 32%	15 26% *
leither agree nor disagree (0)	211 19%	110 20%	99 17%	26 22%	38 20%	31 17%	35 19%	29 16%	52 19%	64 21%	66 18%	81 18%	31 21%	55 18%	49 19%	75 18%	118 18%	93 19%	41 15%	60 20%	51 20%	27 17%	10 17% *	21 21%	175 18%	36 20%	45 21%	64 20%	42 14%	49 19%	11 19%
end to disagree (-1)	113 10%	42 8%	68 12% B	13 11%	20 10%	10 6%	26 14% F	23 13% F	20 8%	33 10%	36 10%	43 10%	19 13%	24 8%	33 12%	38 9%	67 10%	46 9%	39 14% w	25 8%	23 9%	16 10%	2 3% *	8 8% *	91 9%	22 12%	24 11%	29 9%	25 8%	24 9%	11 20% c*
trongly disagree (-2)	57 5%	20 4%	37 6%	5 5%	7 4%	12 6%	14 7%	9 5%	9 3%	13 4%	25 7%	18 4%	8 5%	14 5%	17 6%	18 4%	28 4%	29 6%	7 3%	23 8% s	17 6%	5 3%	2 3% *	3 3% *	49 5%	7 4%	7 3%	18 6%	16 5%	13 5%	3 5%
on't know	59 5%	30 5%	29 5%	6 5%	14 7%	14 8%	10 5%	9 5%	6 2%	20 6%	24 6%	15 3%	6 4%	26 9% P	14 5%	13 3%	34 5%	26 5%	11 4%	22 7%	9	10 6%	3 6% *	5 5% *	42 4%	17 9% Y	12 5%	15 5%	12 4%	14 6%	6 11%
let: Agree	699 61%	351 63%	342 59%	68 57%	115 59%	119 64%	103 55%	112 61%	182 68% G	183 58%	222 59%	294 65%	82 56%	189 61%	150 57%	278 66%	396 62%	304 61%	172 64%	167 56%	161 61%	99 63%	39 71% •	63 63%	601 63%	99 55%	132 60%	190 60%	196 68% e	156 61%	25 455
let: Disagree	169 15%	62 11%	105 18% B	18 15%	27 14%	22 12%	40 21% FI	33 18%	29 11%	46 15%	62 17%	62 14%	26 18%	38 12%	49 19%	56 13%	95 15%	75 15%	46 17%	48 16%	40 15%	21 13%	3 6% *	11 11%	140 15%	29 16%	31 14%	48 15%	40 14%	36 14%	259
Mean .	0.74	0.84	0.64	0.63	0.77	0.78	0.62	0.70	0.86	0.71	0.70	0.80	0.58	0.77	0.68	0.81	0.72	0.78	0.77	0.58	0.76	0.79	1.03	0.86	0.75	0.68	0.81	0.71	0.79	0.75	0.3

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.

14th - 17th June 2024 PUBLIC Housing - Zoopla Adults aged 18+ in GB

Q23. To what extent do you agree or disagree with the following... - We are not building enough new homes to keep up with what is needed All Adults aged 18+ in Great Britain

Non-graduate (H) 495 775 232 30% 244 31% 145 19% 77 10% 38 5%		Not working (J) 411 436 141 32% 138 32% 75 17% 45 10%	Conservative (K) 327 359 101 28% 118 33% 63 18% 46 13%	Labour (L) 274 278 88 32% 100 36% 49 18% 19	Lib Dems (M) 100 79 25 31% . 30 38% . 15 19% 4	Other (N) 143 137 50 36% 50 36% 19 14%	Remain (O) 459 444 136 31% 150 34% 80 18%	Leave (P) 368 401 127 32% 132 33%	Mortgage (Q) 278 363 85 23% 127 35% 75 21%	Owner (R) 469 377 102 27% 118 31% 76 20%	Social Renter (5) 167 188 66 35% QU 62 33% 29 15%		Owner/Oc cupier (U) 747 740 187 25% 246 33% 150 20%	Renti (V/) 35/3 36/3 36/3 QRU 11: 319
graduate	(I) 728 703 187 27% 233 33% 136 19% 68 10%	working (J) 411 436 141 32% 138 32% 75 17% 45 10%	ve (k) 327 359 101 28% 118 33% 63 18% 46 13%	Labour (L) 274 278 88 32% 100 36% 49 18% 19	(M) 100 79 25 31% . 30 38% . 15 19%	(N) 143 137 50 36% 50 36% 19 14%	(0) 459 444 136 31% 150 34%	(P) 368 401 127 32% 132 33%	(Q) 278 363 85 23% 127 35% 75	(R) 469 377 102 27% 118 31%	(S) 167 188 66 35% QU 62 33%	(T) 191 176 67 38% QRU 51 29%	cupier (U) 747 740 187 25% 246 33%	(V) 356 366 133 369 QRI 113
495 775 232 30% 244 31% 145 19% 77 10%	728 703 187 27% 233 33% 136 19% 68 10%	411 436 141 32% 138 32% 75 17% 45 10%	327 359 101 28% 118 33% 63 18%	274 278 88 32% 100 36% 49 18%	100 79 25 31% 30 38% 15 19%	143 137 50 36% 50 36%	459 444 136 31% 150 34%	368 401 127 32% 132 33%	278 363 85 23% 127 35%	469 377 102 27% 118 31%	167 188 66 35% QU 62 33%	191 176 67 38% QRU 51 29%	747 740 187 25% 246 33%	356 366 QRI 11:
775 232 30% 244 31% 145 19% 77 10%	703 187 27% 233 33% 136 19% 68 10%	436 141 32% 138 32% 75 17% 45 10%	359 101 28% 118 33% 63 18%	278 88 32% 100 36% 49 18%	79 25 31% 30 38% 15 19%	137 50 36% 50 36%	136 31% 150 34%	401 127 32% 132 33%	363 85 23% 127 35%	377 102 27% 118 31%	188 66 35% QU 62 33%	176 67 38% QRU 51 29%	740 187 25% 246 33%	369 369 QRI 111
232 30% 244 31% 145 19% 77 10%	187 27% 233 33% 136 19% 68 10%	141 32% 138 32% 75 17%	101 28% 118 33% 63 18%	88 32% 100 36% 49 18%	25 31% * 30 38% * 15 19%	50 36% 50 36% 19 14%	136 31% 150 34%	127 32% 132 33%	85 23% 127 35%	102 27% 118 31%	66 35% QU 62 33%	67 38% QRU 51 29%	187 25% 246 33%	13: 369 QRI 11: 319
30% 244 31% 145 19% 77 10%	27% 233 33% 136 19% 68 10%	32% 138 32% 75 17% 45 10%	28% 118 33% 63 18% 46 13%	32% 100 36% 49 18%	31% * 30 38% * 15 19% *	36% 50 36% 19 14%	31% 150 34% 80	32% 132 33%	23% 127 35%	27% 118 31%	35% QU 62 33%	38% QRU 51 29%	25% 246 33%	36° QRI 11 31°
145 19% 77 10%	136 19% 68 10%	75 17% 45 10%	33% 63 18% 46 13%	36% 49 18%	38% * 15 19% *	36% 19 14%	34%	72	35% 75	31% 76	33%	29%	150	315
77 10%	19% 68 10%	17% 45 10%	18% 46 13%	18%	19%	14%								57
10%	10%	10%	13%		4									16
		20	LN	7%	4%	7 5%	39 9%	39 10%	34 9%	42 11%	15 8%	17 9%	76 10%	99
		5%	27 8% N	9 3%	3 4%	2 1%	23 5%	20 5%	22 6%	18 5%	8 4%	4 2%	41 5%	1
39 5%	42 6%	17 4%	3 1%	13 5% K	3 4% *	10 7% K	15 3%	11 3%	20 6%	20 5%	8 4%	10 6%	40 5%	1
476 61%	420 60%	279 64%	219 61%	189 68%	54 69%	99 73% K	286 65%	259 65%	212 58%	221 59%	128 68% U	118 67%	433 59%	24 67 QF
115 15%	105 15%	64 15%	74 21% LMN	28 10%	7 9% *	9 6%	62 14%	59 15%	56 15%	61 16%	23 12%	20 12%	117 16%	12
	61%	61% 60%	61% 60% 64% 115 105 64	61% 60% 64% 61% 115 105 64 74 15% 15% 15% 21%	476 420 279 219 189 61% 60% 64% 61% 68% 115 105 64 74 28 15% 15% 15% 21% 10%	476 420 279 219 189 54 61% 60% 64% 61% 68% 69% . 115 105 64 74 28 7 15% 15% 15% 21% 10% 9%	476 420 279 219 189 54 99 61% 60% 64% 61% 68% 69% 73% k 115 105 64 74 28 7 9 15% 15% 15% 21% 10% 9% 6%	476 420 279 219 189 54 99 286 61% 60% 64% 61% 68% 69% 73% 65% k 115 105 64 74 28 7 9 62 15% 15% 15% 21% 10% 9% 6% 14%	476 420 279 219 189 54 99 286 259 61% 60% 64% 61% 68% 69% 73% 65% 65% 115 105 64 74 28 7 9 62 59 15% 15% 15% 21% 10% 9% 6% 14% 15%	K	476 420 279 219 189 54 99 286 259 212 221 61% 60% 64% 61% 68% 69% 73% 65% 65% 58% 59% 115 105 64 74 28 7 9 62 59 56 61 15% 15% 15% 21% 10% 9% 6% 14% 15% 15% 15% 16%	476 420 279 219 189 54 99 286 259 212 221 128 61% 60% 64% 61% 68% 69% 73% 65% 65% 58% 59% 68% U 115 105 64 74 28 7 9 62 59 56 61 23 15% 15% 15% 15% 21% 10% 9% 6% 14% 15% 15% 15% 16% 12%	476 420 279 219 189 54 99 286 259 212 221 128 118 61% 60% 64% 61% 68% 69% 73% 65% 65% 58% 59% 68% 67% U 115 105 64 74 28 7 9 62 59 56 61 23 20 15% 15% 15% 15% 21% 10% 9% 6% 14% 15% 15% 15% 16 122 12%	476 420 279 219 189 54 99 286 259 212 221 128 118 433 61% 60% 64% 61% 68% 69% 73% 65% 65% 58% 59% 68% 67% 59% 115 105 64 74 28 7 9 62 59 56 61 23 20 117 15% 15% 15% 15% 21% 10% 9% 6% 14% 15% 15% 15% 16% 12% 12% 16%

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.

Column Proportions~(5%): A, B/C/D, E/F, G/H, I/J, K/L/M/N, O/P, Q/R/S/T/U/V~~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 Minimum Base: 30(**) Small Base: 100(*)

9

QZ3. To what extent do you agree or disagree with the following... - House prices are currently too high All Adults aged 18+ in Great Britain

		G	ender			A	ge			Aggre	egated Age I	Breaks		Gene	ations		Social	grade			Regio	on			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+	Refu
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(I)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Inweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	58
Veighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	57
trongly agree (2)	492 43%	219 40%	268 47%	49 41%	97 50% ні	84 45%	93 50% HI	67 37%	101 37%	146 47% L	178 48% L	168 37%	69 47% P	142 46% P	125 48% P	156 37%	257 40%	235 47% Q	120 44%	121 41%	120 46%	64 41%	22 40% *	44 44%	419 44%	73 40%	100 45%	149 47%	121 41%	102 40%	21 379 *
end to agree (1)	330 29%	164 30%	164 28%	38 32%	42 22%	47 25%	50 27%	66 36% E	86 32%	81 26%	97 26%	152 34%	43 29%	73 24%	69 26%	145 34% N	190 30%	140 28%	80 30%	74 25%	75 29%	51 33%	15 28% *	34 34%	288 30%	42 23%	57 26%	89 28%	96 33%	68 27%	20 359 *
leither agree nor disagree (0)	208 18%	113 20%	93 16%	18 15%	37 19%	34 18%	30 16%	23 13%	66 24% н	55 18%	64 17%	89 20%	19 13%	61 20%	44 17%	83 20%	128 20%	80 16%	45 17%	67 23%	48 18%	23 15%	11 20% *	13 14%	167 17%	42 23%	41 19%	50 16%	46 16%	58 23%	13 229
end to disagree (-1)	48 4%	28 5%	19 3%	8 6%	12 6%	6 3%	4 2%	14 7% GI	5 2%	20 6%	10 3%	18 4%	9 6%	15 5%	9 3%	17 4%	34 5%	14 3%	15 6%	13 5%	10 4%	8 5%	1 1% *	1 1% *	41 4%	7 4%	4 2%	16 5%	10 3%	17 7% a	3%
trongly disagree (-2)	14 1%	10 2%	5 1%	2 2%	1 1%	:	6 3%	4 2%	1 1%	3 1%	6 2%	5 1%	2 1%	1	6 2%	5 1%	3 1%	11 2% Q	4 1%	5 2%	:	1 1%	3 6% u*	1 1%	13 1%	1 1%	4 2%	2 1%	7 2%	1 *	:
on't know	46 4%	19 3%	27 5%	3 3%	5 3%	14 7%	5 2%	9 5%	10 4%	8 3%	19 5%	19 4%	4 3%	16 5%	9	17 4%	29 5%	17 3%	5 2%	16 5%	8	8 5%	2 4% *	6 6% •	30 3%	16 9% Y	14 6%	10 3%	11 4%	9	3%
let: Agree	822 72%	383 69%	432 75%	88 74%	139 72%	131 71%	144 77%	133 73%	187 69%	227 72%	275 74%	320 71%	112 77%	215 70%	194 74%	301 71%	447 70%	375 76%	200 74%	196 66%	195 75%	116 74%	38 68% *	78 78%	708 74% z	115 64%	157 71%	239 75% d	216 74%	169 66%	72
let: Disagree	63 6%	38 7%	24 4%	10 8%	13 7%	7 4%	10 5%	17 10%	6 2%	23 7%	16 4%	24 5%	11 7%	16 5%	15 6%	21 5%	38 6%	25 5%	19 7%	18 6%	10 4%	10 6%	4 7% •	2 2%	54 6%	8 5%	8 4%	18 6%	17 6%	18 7%	1 39
1ean	1.13	1.04	1.22	1.08	1.17	1.21	1.21	1.03	1.08	1.14	1.21	1.06	1.19	1.16	1.18	1.06	1.08	1.20	1.13	1.05	1.20	1.14	0.99	1.29	1.14	1.08	1.19	1.20	1.12	1.02	1.3

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.

QZ3. To what extent do you agree or disagree with the following... - House prices are currently too high All Adults aged 18+ in Great Britain

Married/ Living as Married (B) 691 683		Widowed/	(17 or At least one child present (E)	No children present (F)	Graduate (G)	Non- graduate (H)	Working (I)	Not working (J)	Conservati ve (K)	Labour	Lib Dems	Other	vo Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc	Ren
Living as Married (B) 691 683	Single (C) 314	Divorced/ Separated (D)	one child present (E)	children present (F)	(G)	graduate	_	working	ve						Mortgage	Owner				Pon
691 683 291	314					(H)	(1)	(1)	(K)	(1)	(0.0)									IVEII
683		134	424	715	644				1,	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(1
291	313				644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	3
		144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	3
	141 45%	60 42% *	178 46%	314 42%	149 41%	343 44%	305 43%	187 43%	126 35%	135 49% K	36 46% *	71 52% к	203 46%	167 42%	148 41%	128 34%	97 51% RU	101 58% QRU	276 37% R	1: 54
199 29%	92 29%	39 27% •	106 27%	224 30%	117 32%	213 27%	199 28%	131 30%	118 33% N	82 30%	25 31% *	30 22%	133 30%	115 29%	102 28%	133 35% suv	43 23%	48 27%	235 32%	2!
131 19%	51 16%	27 18%	71 18%	137 18%	67 18%	142 18%	127 18%	81 19%	73 20%	42 15%	10 13%	27 20%	79 18%	79 20%	71 20% T	79 21% TV	32 17%	18 10%	150 20% TV	1
34 5%	11 3%	4 3% •	16 4%	33 4%	14 4%	34 4%	33 5%	15 4%	28 8% LN	8 3%	4 5%	1 1%	17 4%	20 5%	24 6% TV	15 4%	6 3%	2 1%	39 5% TV	2
6 1%	4 1%	5 3%	4 1%	10 1%	4 1%	11 1%	12 2%	3 1%	7 2%	3 1%	-	1	2 *	9 2%	7 2%	4 1%	2 1%	1 1%	11 1%	
22 3%	14 5%	10 7% *	15 4%	31 4%	14 4%	32 4%	28 4%	18 4%	7 2%	7 2%	4 5%	6 5%	10 2%	11 3%	12 3%	18 5%	7 4%	6 4%	30 4%	
490 72%	233 74%	99 69% *	285 73%	538 72%	266 73%	556 72%	504 72%	318 73%	244 68%	217 78% K	61 78% *	101 73%	336 76%	281 70%	250 69%	261 69%	140 74%	149 85% QRSUV	511 69%	7
40 6%	14 5%	8 6% *	20 5%	43 6%	18 5%	45 6%	45 6%	18 4%	35 10% LN	11 4%	4 5% *	3 2%	19 4%	29 7%	30 8% TV	19 5%	9 5%	3 2%	50 7% RTV	3
	131 19% 34 5% 6 1% 22 3%	131 51 16% 16% 11 16% 11 16% 11 16% 11 16% 11 17 17 17 17 17 17 17 17 17 17 17 17	131 51 27 19% 16% 18% 34 11 4 5% 3% 3% 6 4 5 11% 19% 3% 22 14 10 33% 5% 7% 490 233 99 72% 74% 69% 40 14 8	131 51 27 71 19% 16% 18% 18% 34 11 4 16 5% 3% 3% 4% 6 4 5 4 11% 19% 3% 1% 22 14 10 15 3% 5% 7% 4% 490 233 99 285 72% 74% 69% 73% 40 14 8 20	131 51 27 71 137 19% 16% 18% 18% 18% 18% 18% 3% 4% 4% 4% 6 4 4 10 11% 19% 19% 19% 19% 19% 19% 19% 19% 19%	131 51 27 71 137 67 18% 18% 18% 18% 18% 18% 18% 18% 44% 4% 4% 4% 4% 4% 4% 4% 4% 4% 18% 18% 18% 18% 19% 19% 19% 19% 19% 19% 19% 19% 19% 19	131	131	131	131 51 27 71 137 67 142 127 81 73	131 51 27 71 137 67 142 127 81 73 42 19% 16% 18% 18% 18% 18% 18% 18% 18% 19% 20% 15% 34	131 51 27 71 137 67 142 127 81 73 42 10	131 51 27 71 137 67 142 127 81 73 42 10 27	131 51 27 71 137 67 142 127 81 73 42 10 27 79 19%	131 51 27 71 137 67 142 127 81 73 42 10 27 79 79 79 79 79 79 79	131 51 27 71 137 67 142 127 81 73 42 10 27 79 79 71	131	131	N	N

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.

Column Proportions~(5%): A, B/C/D, E/F, G/H, I/J, K/L/M/N, O/P, Q/R/S/T/U/V~~Minimum~Base:~30(**)~Small~Base:~100(*)

QZ3. To what extent do you agree or disagree with the following... - Having a mortgage is riskier than it used to be All Adults aged 18+ in Great Britain

		G	ender			A	ge			Aggre	egated Age I	Breaks		Gene	rations		Social	grade			Regio	on			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+	Refus
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Inweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	58
Veighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	57
trongly agree (2)	237 21%	110 20%	126 22%	14 12%	61 32% DFGI	39 21%	37 19%	41 22% D	45 17%	76 24%	75 20%	86 19%	30 21%	74 24%	54 21%	78 18%	115 18%	122 25% Q	63 24% U	69 23% U	40 15%	31 19%	12 22% *	21 21%	198 21%	38 21%	53 24% d	78 25% d	56 19%	38 15%	12 22%
end to agree (1)	396 35%	194 35%	198 34%	44 37%	57 29%	72 39%	65 34%	61 33%	97 36%	101 32%	137 37%	158 35%	49 34%	105 34%	94 36%	148 35%	220 34%	176 35%	86 32%	104 35%	95 36%	57 36%	13 23% *	41 42% w*	335 35%	60 33%	75 34%	110 35%	101 35%	95 37%	14 25%
leither agree nor disagree (0)	270 24%	132 24%	134 23%	38 32% FH	47 24%	37 20%	45 24%	38 21%	64 24%	85 27%	83 22%	102 23%	42 28%	74 24%	57 22%	98 23%	156 24%	115 23%	56 21%	72 24%	72 28%	33 21%	16 30% *	21 22% *	232 24%	39 21%	54 24%	67 21%	65 22%	74 29%	10 18%
end to disagree (-1)	131 11%	59 11%	70 12%	13 11%	14 7%	19 10%	26 14%	22 12%	38 14%	26 8%	45 12%	60 13%	13 9%	27 9%	35 13%	55 13%	90 14% R	41 8%	38 14% T	19 6%	36 14% T	19 12%	6 11% *	12 12% *	110 12%	20 11%	20 9%	32 10%	42 15%	28 11%	8 149 *
trongly disagree (-2)	39 3%	27 5% c	12 2%	2 2%	1 1%	4 2%	7 4%	14 8% EF	10 4%	4 1%	12 3%	24 5% J	2 2%	6 2%	9 3%	22 5%	23 4%	16 3%	10 4%	9 3%	5 2%	10 6% x	5 9% TUX*	:	33 3%	6 3%	4 2%	16 5%	7 2%	11 4%	1 1% *
on't know	67 6%	31 6%	36 6%	8 7%	13 7%	15 8%	8 4%	7 4%	15 5%	22 7%	23 6%	22 5%	10 7%	23 7%	13 5%	21 5%	39 6%	28 6%	16 6%	24 8%	13 5%	8 5%	2 4% *	4 4% •	50 5%	17 9%	15 7%	13 4%	19 7%	9 4%	11 19% abcd
let: Agree	632 56%	304 55%	323 56%	58 49%	118 61% D	111 60%	101 54%	102 56%	142 53%	176 56%	212 57%	244 54%	79 54%	180 58%	148 56%	225 53%	334 52%	298 60% Q	150 56%	173 58%	135 52%	88 56%	25 46% *	62 63% *	534 56%	99 55%	128 58%	188 59%	157 54%	133 52%	27 479
let: Disagree	170 15%	86 15%	82 14%	15 13%	15 8%	23 12%	33 18% E	36 20% E	48 18% E	30 10%	56 15%	84 19%	15 11%	32 11%	44 17%	78 18% N	113 18% R	57 11%	48 18% T	28 9%	41 16%	29 19% T	11 21% T*	12 12%	143 15%	26 15%	24 11%	48 15%	49 17%	39 15%	9 169
lean	0.62	0.58	0.66	0.49	0.90	0.72	0.54	0.53	0.51	0.75	0.63	0.52	0.67	0.76	0.60	0.51	0.52	0.74	0.61	0.75	0.52	0.53	0.40	0.74	0.61	0.64	0.74	0.66	0.58	0.49	0.6

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.

QZ3. To what extent do you agree or disagree with the following... - Having a mortgage is riskier than it used to be All Adults aged 18+ in Great Britain

		_				nildren HH					_				Referend				_			
		N	Marital Stat	us	(17 or	under)	Educ	ation	Employm	ent status	G	eneral Elect	tion 2019 Vo	te	vo	te			Ter	ure		
	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	Ren
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(\
Inweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	35
Veighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	36
trongly agree (2)	237 21%	143 21%	68 22%	26 18%	91 23%	146 19%	64 17%	173 22%	147 21%	90 21%	62 17%	69 25%	12 15%	37 27% K	92 21%	79 20%	59 16%	64 17%	56 30% QRU	48 27% QRU	124 17%	10 28 QF
end to agree (1)	396 35%	237 35%	109 35%	50 35%	136 35%	260 35%	124 34%	271 35%	246 35%	150 34%	117 33%	101 36%	26 33% *	55 40%	157 35%	146 36%	124 34%	128 34%	70 37%	68 39%	252 34%	13
leither agree nor disagree (0)	270 24%	152 22%	83 26%	36 25%	92 24%	178 24%	87 24%	183 24%	172 24%	98 23%	83 23%	69 25%	21 26%	24 17%	99 22%	96 24%	91 25%	94 25%	40 22%	38 22%	185 25%	7
end to disagree (-1)	131 11%	89 13% c	22 7%	20 14%	39 10%	92 12%	48 13%	83 11%	77 11%	54 12%	67 19% LN	21 7%	14 18% LN*	8 6%	66 15%	46 11%	53 15% STV	49 13% STV	10 6%	11 6%	102 14% STV	2
trongly disagree (-2)	39 3%	25 4%	11 4%	3 2%	11 3%	28 4%	13 4%	26 3%	25 4%	14 3%	21 6%	6 2%	2 2% *	4 3%	11 2%	23 6%	23 6% STV	14 4% TV	1 1%	:	37 5% STV	
ron't know	67 6%	38 6%	20 6%	10 7%	23 6%	44 6%	28 8%	39 5%	37 5%	30 7%	8 2%	12 4%	4 6%	9 6%	18 4%	11 3%	13 4%	27 7% U	10 5%	11 6%	41 6%	6
let: Agree	632 56%	380 56%	177 57%	76 53%	226 58%	406 54%	188 52%	444 57%	392 56%	240 55%	179 50%	170 61% K	38 48% *	93 68% KM	249 56%	225 56%	183 50%	192 51%	126 67% QRU	116 66% QRU	376 51%	6
let: Disagree	170 15%	113 17%	33 11%	23 16%	50 13%	120 16%	61 17%	108 14%	102 15%	67 15%	89 25% LN	27 10%	16 20% LN*	12 9%	77 17%	69 17%	76 21% STV	63 17% STV	12 6%	11 6%	139 19% STV	:

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.

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

Q23. To what extent do you agree or disagree with the following... - There isn't much that British governments can do to encourage the building of new homes All Adults aged 18+ in Great Britain

Control Cont			Ge	ender			A	ge			Aggre	egated Age I	Breaks		Gener	ations		Social	grade			Regio	n			Urban	/ Rural			Income		
Investigithed base 1139		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X		ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural				£55,000+	Refu
Peighted base 1139 552 576 119 194 186 188 183 269 313 374 452 146 309 262 422 642 497 269 297 261 157 55 99 958 181 220 317 291 1000 1000 1000 1000 1000 1000 1000		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)			(L)	(M)	(N)	(0)	(P)			(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)			(c)	(d)	(4
trongly agree (2) 71	Inweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	5
end to agree (1) 160 86 73 25 41 24 27 12 31 66 51 43 29 57 34 39 86 74 40 43 32 26 6 12 141 18 27 38 45 15% 11% 11 11 11 11 11 11 11 11 11 11 11 1	Veighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	5
14% 16% 13% 21% 21% 13% 14% 7% 12% 21% 14% 10% 20% 18% 13% 9% 13% 15% 15% 15% 14% 12% 12% 12% 15% 15% 15% 15% either agree nor disagree (0) 259 109 145 35 38 44 31 42 69 73 75 111 42 66 50 101 146 113 63 81 62 31 5 17 219 40 52 72 61 23% 20% 25% 29% 20% 24% 16% 23% 26% 23% 20% 25% 29% 21% 19% 24% 23% 23% 23% 23% 23% 23% 27% 24% 20% 9% 17% 23% 22% 24% 23% 21% end to disagree (-1) 334 154 179 23 47 47 54 68 94 71 102 162 30 70 83 152 190 144 68 91 92 35 24 25 273 61 70 99 85 29% 28% 31% 20% 25% 29% 37% 35% 23% 27% 24% 20% 37% 35% 23% 23% 31% 36% 30% 29% 25% 31% 35% 22% 43% 25% 29% 34% 32% 31% 29% 29% 37% 35% 29% 27% 36% 20% 23% 31% 36% 30% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 34% 32% 31% 29% 35% 31% 36% 30% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 35% 31% 29% 35% 31% 36% 30% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 35% 31% 35% 25% 29% 34% 32% 31% 29% 31% 36% 30% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 31% 35% 25% 29% 34% 32% 31% 29% 31% 35% 25% 29% 34% 32% 31% 29% 31% 36% 30% 29% 25% 31% 35% 25% 29% 34% 32% 31% 35% 25% 29% 34% 32% 31% 29% 31% 36% 30% 29% 25% 31% 35% 25% 29% 34% 32% 31% 35% 25% 29% 34% 32% 31% 36% 30% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 31% 35% 35% 35% 35% 35% 35% 35% 35% 35% 35	trongly agree (2)				11%					7 3%				10%									11%		4 4% •						12 5%	2
23% 20% 25% 29% 20% 24% 16% 23% 26% 23% 20% 25% 29% 20% 24% 16% 23% 26% 23% 20% 25% 29% 21% 19% 24% 23% 23% 23% 23% 27% 24% 20% 9% 17% 23% 22% 24% 23% 21% end to disagree (-1) 334 154 179 23 47 47 54 68 94 71 102 162 30 70 83 152 190 144 68 91 92 35 24 25 273 61 70 99 85 29% 28% 31% 20% 24% 25% 29% 37% 35% 23% 27% 36% 20% 23% 31% 36% 30% 29% 25% 31% 35% 22% 43% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 29% 34% 32% 31% 29% 29% 25% 31% 35% 25% 25% 25% 25% 25% 25% 25% 25% 25% 2	end to agree (1)				21%	21%					21%																				44 17%	9
29% 28% 31% 20% 24% 25% 29% 37% 35% 23% 27% 36% 20% 23% 31% 36% 30% 29% 25% 31% 35% 22% 43% 25% 29% 34% 32% 31% 29% MMN MMN MMN SV SV SV" *	leither agree nor disagree (0)				29%									29%						23%	27%	24%									58 23%	2
	end to disagree (-1)								37%	35%			36%			31%	36%					35%		43%							67 26%	1
	Strongly disagree (-2)	236 21%		89 15%	16 14%	35 18%	42 23%		36 20%	52 19%	51 16%	96 26% J	89 20%	22 15%	64 21%		84 20%	142 22%	94 19%		45 15%		31 20%	13 23% *		195 20%	41 23%	41 19%	67 21%	58 20%	60 24%	1
Don't know 80 25 54 7 18 16 14 9 16 25 30 25 8 30 17 25 47 33 15 24 12 17 5 7 66 14 15 21 18 7% 5% 9% 6% 9% 8% 7% 5% 6% 8% 8% 6% 5% 10% 7% 6% 7% 7% 6% 8% 5% 11% 9% 7% 7% 8% 7% 7% 6% 6% 8% 11% 9% 7% 7% 8% 7% 7% 6% 6% 10% 7% 7% 6% 10% 7% 7% 6% 10% 7% 7% 10% 10% 7% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Don't know																						11%		7 7% •						13 5%	2 al
	et: Agree	230 20%	119 21%	109 19%	38 32%	55 29%	37 20%	35 19%	27 15%	38 14%	93 30%	72 19%	65 14%	44 30%	79 26%	46 18%	61 14%	118 18%	112 23%	59 22%	57 19%	47 18%	44 28%	8 15%	16 16%	206 21%	25 14%	42 19%	57 18%	69 24%	56 22%	
	Net: Disagree	570 50%	299 54%	268 47%	40	83 43%	89 48%	108 57% DE	104 57% DE	146 54% DE	122	198 53%	250 55%	52 36%	134 43%	148 57% MN	236 56% MN	332 52%	238 48%	132 49%	136 46%	140 54%	65 42%	37 66% STV*	60 60% TV*	468 49%	102 57%	111 50%	167 53%	143 49%	127 50%	

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.

14th - 17th June 2024 PUBLIC Housing - Zoopla Adults aged 18+ in GB

Q23. To what extent do you agree or disagree with the following... - There isn't much that British governments can do to encourage the building of new homes All Adults aged 18+ in Great Britain

Marital State d/ as ed Single (C) 314 313 22 7% 35 11% 79 35 25%	Widowed/Divorced/Divorced/Separated (D) 134 144 6 4% . 20 14% .	At least one child	No children present (F) 715 748 32 4%	Graduate (G) 644 364 21 6%	Non- graduate (H) 495 775 50 6%	Working (I) 728 703	Not working (J) 411	Conservative (K) 327		Lib Dems (M) 100	Other (N) 143	Remain (O) 459	Leave (P) 368	Mortgage (Q) 278	Owner (R) 469	Social Renter (S)	Private Renter (T)	Owner/Oc cupier (U) 747	(V) 358
(C) 314 313 22 7% 35 11%	(D) 134 144 6 4% * 20 14%	(E) 424 391 39 10% F	(F) 715 748 32 4%	(G) 644 364	(H) 495 775	(I) 728 703	(J) 411	(K) 327	(L) 274	(M) 100	(N) 143	(O) 459	(P) 368	(Q) 278	(R) 469	(S)	(T)	(U)	(V)
314 313 22 7% 35 11%	134 144 6 4% *	391 39 10% F	715 748 32 4%	644 364 21	495 775 50	728 703	411	327	274	100	143	459	368	278	469				
313 22 7% 35 11%	144 6 4% • 20 14%	391 39 10% F	748 32 4%	364	775 50	703										167	191	747	35
22 7% 35 11%	6 4% • 20 14%	39 10% F	32 4%	21	50		436	359	278	79	137								
7% 35 11%	4% * 20 14%	10% F 75	4%			50					13,	444	401	363	377	188	176	740	36
79	14%		85			7%	21 5%	21 6%	21 7%	5 6% *	11 8%	26 6%	27 7%	21 6%	19 5%	8 4%	18 10% RU	40 5%	26 79
		F	11%	53 15%	106 14%	112 16%	47 11%	60 17%	40 14%	10 12%	13 10%	47 11%	65 16%	58 16%	42 11%	27 15%	29 17%	100 14% R	5 16
. 2370	35 24% *	78 20%	181 24%	66 18%	192 25% G	150 21%	109 25%	91 25%	55 20%	15 19%	23 17%	86 19%	94 24%	89 24%	84 22%	47 25%	34 19%	172 23%	8: 22
	48 33% *	93 24%	241 32% E	111 30%	223 29%	201 29%	133 31%	115 32%	81 29%	33 42% N*	33 24%	161 36%	115 29%	108 30%	118 31%	51 27%	49 28%	227 31%	9 27
	26 18%	80 21%	156 21%	92 25% н	144 19%	145 21%	91 21%	64 18%	68 24%	14 18%	44 32% KM	105 24%	84 21%	68 19%	83 22%	39 21%	35 20%	151 20%	7
	9 6% *	25 6%	55 7%	21 6%	59 8%	47 7%	33 8%	9 2%	13 5%	3 4% *	12 9% K	18 4%	16 4%	20 5%	30 8%	15 8%	11 6%	50 7%	7
56	76	114	116	75	156	167	69	81	61	14	74	73	92	79	61	36	47	140	
	18%	29% F	16%	20%	20%	23%	16%	23%	22%	18%	17%	16%	23%	22%	16%	19%	27% RU	19% R	2
	74 52% *	174 44%	397 53% E	202 56% н	368 47%	345 49%	225 52%	179 50%	149 54%	47 60%	78 57%	267 60% P	199 50%	176 48%	202 53%	90 48%	83 47%	378 51%	4
3 6	25 8% 3 56 6 18% 4 152	6 26% 33% ° 10 70 26 6 22% 18% ° 125 9 8% 6% ° 13 56 26 1 18% ° 14 152 74	24% 24% 24% 24% 24% 24% 24% 25 38 25 9 25 88% 6% 6% 3 3 56 26 114 6 18% 29% 6 1 152 74 174	6 26% 33% 24% 24% E 0 70 26 80 156 6 22% 18% 21% 21% 25 9 25 55 6 8% 6% 6% 7% 8 16 18% 29% 16% 1 152 74 174 397 6 49% 52% 44% 53%	6 26% 33% 24% 32% 30% E	6 26% 33% 24% 32% 30% 29% ε 0 70 26 80 156 92 144 6 22% 18% 21% 21% 25% 19% 1 19% 1 1 1 1 1 1 1 1 1 1 1 1 1 1	6 26% 33% 24% 32% 30% 29% 29% 29% 50 50 50 50 50 50 50 50 50 50 50 50 50	6 26% 33% 24% 32% 30% 29% 29% 31% 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 30% 2 9% 29% 31% 32% 32% E	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 29% 31% 32% 29% 31% 32% 29% 31% 32% 29% 31% 32% 29% 31% 32% 29% 31% 32% 29% 31% 32% 29% 31% 32% 29% 31% 32% 32% 31% 32% 32% 31% 32% 32% 31% 32% 32% 31% 32% 32% 31% 32% 32% 31% 32% 31% 32% 32% 31% 32% 31% 32% 32% 31% 32% 32% 31% 32% 32% 31% 32% 32% 32% 31% 32% 32% 32% 31% 32% 32% 32% 31% 32% 32% 32% 31% 32% 32% 32% 32% 32% 32% 32% 32% 32% 32	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 42% N* 2 70 26 80 156 92 144 145 91 64 68 14 6 22% 18% 21% 21% 25% 19% 21% 21% 18% 24% 18% 2 5 9 25 55 21 59 47 33 9 13 3 8 8% 6% 6% 6% 7% 6% 8% 7% 8% 2% 5% 4% 2 8 18% 29% 16% 20% 20% 23% 16% 23% 22% 18% 2 18% 29% 16% 20% 20% 22% 16% 23% 22% 18% 3 16 18% 29% 16% 20% 20% 22% 16% 23% 22% 18% 3 18 152 74 174 397 202 368 345 225 179 149 47 6 49% 52% 44% 53% 56% 47% 49% 52% 50% 54% 60%	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 42% 24% 10 70 26 80 156 92 144 145 91 64 68 14 44 18% 32% 18% 21% 21% 21% 18% 24% 18% 32% 18 8% 6% 6% 6% 7% 66% 88 7% 88 2% 55% 44% 99% 18 8% 2 1 16% 20% 20% 20% 23% 16% 23% 22% 18% 2 1 17% 18% 24% 18% 12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 42% 24% 36% N° 10 70 26 80 156 92 144 145 91 64 68 14 44 105 66 22% 18% 21% 21% 25% 19% 21% 21% 18% 24% 18% 32% 24% 18% 17% 16% 18% 18% 29% 16% 20% 20% 23% 16% 23% 22% 18% 17% 16% 16% 25% 25% 24% 25% 25% 25% 25% 25% 25% 25% 26% 60% 57% 60%	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 42% 24% 36% 29% 31% 32% 29% 42% 24% 36% 29% 31% 32% 29% 42% 24% 36% 29% 31% 32% 29% 42% 24% 36% 29% 31% 31% 32% 29% 42% 36% 24% 36% 24% 21% 36% 32% 32% 36% 32% 36% 32% 36% 32% 36% 32% 36% 32% 36% 32% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 42% 24% 36% 29% 30% 10 70 26 80 156 92 144 145 91 64 68 14 44 105 84 68 6 22% 18% 21% 21% 25% 19% 21% 21% 18% 24% 18% 32% 24% 24% 21% 19% 1 25 9 25 55 21 59 47 33 9 13 3 12 18 16 20 88 8% 6% 6% 6% 7% 6% 8% 7% 8% 2% 5% 4% 9% 4% 4% 5% 2 8 18% 29% 16% 20% 20% 23% 16% 23% 22% 18% 17% 16% 23% 22% 18 18% 17% 16% 23% 22% 18 18% 17% 16% 23% 22% 14 152 74 174 397 202 368 345 225 179 149 47 78 267 199 176 6 49% 52% 50% 54% 60% 57% 60% 50% 48%	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 42% 24% 36% 29% 30% 31% 32% 29% 42% 24% 36% 29% 30% 31% 31% 32% 29% 42% 24% 36% 29% 30% 31% 31% 32% 29% 42% 24% 36% 29% 30% 31% 31% 32% 29% 42% 24% 36% 29% 30% 31% 30% 31% 32% 32% 32% 32% 32% 32% 32% 32% 32% 32	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 42% 24% 36% 29% 30% 31% 27% 27% 10 70 26 80 156 92 144 145 91 64 68 14 44 105 84 68 83 39 6 22% 18% 21% 21% 25% 19% 21% 21% 18% 24% 18% 24% 24% 21% 19% 22% 21% 18% 25% 19% 21% 15% 50% 50% 48% 53% 48% 53% 48% 53% 48% 53% 48% 52% 50% 54% 60% 57% 60% 50% 48% 53% 48%	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 29% 31% 32% 29% 42% 24% 36% 29% 30% 31% 27% 28% 20% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 28% 30% 30% 31% 27% 30% 30% 31% 27% 30% 30% 31% 27% 30% 30% 31% 27% 30% 30% 31% 27% 30% 30% 31% 27% 30% 30% 31% 30% 31% 30% 32% 24% 21% 30% 32% 24% 21% 30% 30% 31% 30% 30% 31% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30% 30% 31% 30%	6 26% 33% 24% 32% 30% 29% 29% 31% 32% 29% 29% 31% 32% 29% 42% 24% 36% 29% 30% 31% 27% 28% 31% 30 70 26 80 156 92 144 145 91 64 68 14 44 105 84 68 83 39 35 151 65 22% 12% 21% 25% 19% 21% 21% 18% 24% 18% 24% 24% 21% 19% 22% 21% 20% 20% 20% 20% 20% 20% 20% 25% 66% 66% 67% 66% 67% 78 86 28% 78 88% 67% 78 88% 27% 55% 48% 89% 48% 53% 48% 47% 51% 66% 57% 60% 57% 60% 50% 48% 53% 48% 47% 51% 60% 57% 60% 57% 60% 50% 48% 53% 48% 47% 51%

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.

Column Proportions~(5%): A, B/C/D, E/F, G/H, I/J, K/L/M/N, O/P, Q/R/S/T/U/V~~Minimum~Base:~30(**)~Small~Base:~100(*)

QZ3. To what extent do you agree or disagree with the following... - We are too obsessed with owning property in Britain All Adults aged 18+ in Great Britain

| | Ge | ender | | | A | ge | | | Aggre | egated Age I | Breaks | | Gener | ations

 | | Social | grade | | | Regio | on |
 | | 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 | | | £35,000 -
£54,999 | £55,000+ | Refu
 |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (1) | (J) | (K) | (L) | (M) | (N) | (0)

 | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (w)
 | (x) | (Y) | (Z) | (a) | (b) | (c) | (d) | (е
 |
| 1139 | 555 | 573 | 154 | 204 | 191 | 196 | 187 | 207 | 358 | 387 | 394 | 176 | 328 | 277

 | 358 | 689 | 450 | 270 | 303 | 260 | 154 | 57
 | 95 | 962 | 177 | 203 | 291 | 290 | 297 | 5
 |
| 1139 | 552 | 576 | 119 | 194 | 186 | 188 | 183 | 269 | 313 | 374 | 452 | 146 | 309 | 262

 | 422 | 642 | 497 | 269 | 297 | 261 | 157 | 55
 | 99 | 958 | 181 | 220 | 317 | 291 | 255 | 5
 |
| 149
13% | 77
14% | 72
13% | 13
11% | 31
16% | 17
9% | 30
16% | 28
15% | 30
11% | 44
14% | 47
13% | 58
13% | 18
12% | 38
12% | 40
15%

 | 53
13% | 71
11% | 78
16% | 35
13% | 37
13% | 24
9% | 35
22%
stu | 7
13%
 | 11
11% | 121
13% | 28
16% | 31
14% | 46
15% | 32
11% | 32
13% | 14
 |
| 272
24% | 144
26% | 125
22% | 33
28% | 45
23% | 39
21% | 50
27% | 48
26% | 56
21% | 78
25% | 89
24% | 105
23% | 37
25% | 69
22% | 69
26%

 | 98
23% | 169
26% | 102
21% | 58
21% | 76
25% | 75
29%
w | 35
23% | 7
12%
*
 | 22
22%
* | 236
25% | 35
20% | 54
25% | 72
23% | 73
25% | 65
25% | 13
 |
| 343
30% | 157
28% | 179
31% | 39
32% | 47
24% | 70
38%
EG | 41
22% | 52
29% | 94
35%
EG | 86
27% | 111
30% | 146
32% | 47
32% | 90
29% | 68
26%

 | 138
33% | 188
29% | 155
31% | 73
27% | 94
32% | 82
31% | 40
26% | 19
34%
*
 | 35
35% | 282
29% | 61
34% | 70
32% | 93
29% | 87
30% | 73
29% | 34
 |
| 236
21% | 106
19% | 130
23% | 23
19% | 40
21% | 29
16% | 45
24% | 35
19% | 63
24% | 63
20% | 74
20% | 99
22% | 30
21% | 54
17% | 59
23%

 | 93
22% | 133
21% | 103
21% | 66
25% | 59
20% | 46
18% | 29
19% | 14
25%
•
 | 21
21%
* | 198
21% | 38
21% | 38
17% | 70
22% | 58
20% | 53
21% | 3
 |
| 100
9% | 56
10% | 43
8% | 8
7% | 21
11% | 21
11% | 16
8% | 16
9% | 19
7% | 29
9% | 37
10% | 35
8% | 8
6% | 39
13%
M | 19
7%

 | 33
8% | 63
10% | 37
7% | 33
12% | 19
7% | 25
9% | 10
6% | 7
12%
*
 | 7
7% | 87
9% | 12
7% | 19
8% | 28
9% | 32
11% | 21
8% | :
 |
| 40
3% | 14
3% | 26
4% | 4
4% | 10
5% | 10
6% | 6
3% | 3
2% | 6
2% | 14
4% | 16
4% | 10
2% | 6
4% | 19
6%
P | 8
3%

 | 7
2% | 18
3% | 22
4% | 4
2% | 12
4% | 10
4% | 7
5% | 2
4%
*
 | 4
4%
• | 33
3% | 6
3% | 9 | 7
2% | 8
3% | 11
4% |
 |
| | | | | | | | | | | | | | Р |

 | | | | | | | | ·
 | . | | | | | | |
 |
| 421
37% | 220
40% | 198
34% | 46
38% | 76
39% | 55
30% | 81
43%
F | 76
42% | 87
32% | 122
39% | 136
36% | 163
36% | 55
38% | 107
35% | 108
41%

 | 151
36% | 240
37% | 180
36% | 93
35% | 113
38% | 99
38% | 70
45%
w | 14
25%
*
 | 32
33%
* | 357
37% | 63
35% | 85
39% | 118
37% | 105
36% | 97
38% |
 |
| 336
29% | 161
29% | 174
30% | 31
26% | 61
31% | 50
27% | 60
32% | 51
28% | 82
31% | 92
29% | 111
30% | 133
30% | 39
26% | 93
30% | 78
30%

 | 126
30% | 196
31% | 140
28% | 99
37% | 78
26% | 71
27% | 39
25% | 20
37%
 | 28
28% | 285
30% | 50
28% | 56
26% | 98
31% | 90
31% | 74
29% |
 |
| | (A) 1139 1139 149 13% 272 24% 343 30% 236 21% 100 9% 40 3% | (A) (B) 1139 555 1139 555 1139 552 149 77 13% 14% 272 144 24% 26% 343 157 30% 28% 236 106 21% 19% 100 56 9% 10% 40 14 3% 3% 421 220 37% 40% 336 161 | (A) (B) (C) 1139 555 573 1139 555 576 149 77 72 13% 14% 13% 272 144 125 24% 26% 22% 343 157 179 30% 28% 31% 236 106 130 21% 19% 23% 100 56 43 9% 10% 8% 40 14 26 3% 3% 4% 421 220 198 37% 40% 34% | (A) (B) (C) (D) 1139 555 573 154 1139 552 576 119 149 77 72 13 13% 14% 13% 11% 272 144 125 33 24% 26% 22% 28% 343 157 179 39 30% 28% 31% 32% 236 106 130 23 21% 19% 23% 19% 100 56 43 8 9% 10% 8% 7% 40 14 26 4 3% 3% 4% 4% 421 220 198 46 37% 40% 34% 38% | (A) (B) (C) (D) (E) 1139 555 573 154 204 1139 552 576 119 194 149 77 72 13 31 13% 14% 13% 11% 16% 272 144 125 33 45 24% 26% 22% 28% 23% 343 157 179 39 47 30% 28% 31% 32% 24% 236 106 130 23 40 21% 19% 23% 19% 21% 100 56 43 8 21 9% 10% 8% 7% 11% 40 14 26 4 10 3% 3% 4% 4% 5% | (A) (B) (C) (D) (E) (F) 1139 555 573 154 204 191 1139 552 576 119 194 186 149 77 72 13 31 17 13% 14% 13% 11% 16% 9% 272 144 125 33 45 39 24% 26% 22% 28% 23% 21% 343 157 179 39 47 70 30% 28% 31% 32% 24% 38% 236 106 130 23 40 29 21% 19% 23% 19% 21% 16% 100 56 43 8 21 21 9% 10% 8% 7% 11% 11% 40 14 26 4 10 10 3% 3% | (A) (B) (C) (D) (E) (F) (G) 1139 555 573 154 204 191 196 1139 552 576 119 194 186 188 149 77 72 13 31 17 30 13% 14% 13% 11% 16% 9% 16% 272 144 125 33 45 39 50 24% 26% 22% 28% 23% 21% 27% 343 157 179 39 47 70 41 38% 22% 236 106 130 23 40 29 45 21% 16% 24% 100 56 43 8 21 21 16 24% 9% 10% 8% 7% 11% 11% 8% 40 14 26 4 10 | (A) (B) (C) (D) (E) (F) (G) (H) 1139 555 573 154 204 191 196 187 1139 552 576 119 194 186 188 183 149 77 72 13 31 17 30 28 13% 14% 13% 11% 16% 9% 16% 15% 272 144 125 33 45 39 50 48 24% 26% 22% 28% 23% 21% 27% 26% 343 157 179 39 47 70 41 52 30% 28% 31% 32% 24% 38% 22% 29% 66 236 106 130 23 40 29 45 35 21% 19% 23% 19% 21% 16% 24% 19% 100 56 43 8 21 21 16 16 9% 10% 8% 7% 11% 11% 8% 9% 40 14 26 4 10 10 6 3 3% 3% 3% 4% 4% 5% 6% 33% 2% 421 220 198 46 76 55 81 76 37% 40% 34% 38% 39% 30% 43% 42% F | (A) (B) (C) (D) (E) (F) (G) (H) (I) 1139 555 573 154 204 191 196 187 207 1139 552 576 119 194 186 188 183 269 149 77 72 13 31 17 30 28 30 13% 14% 13% 11% 16% 9% 16% 15% 11% 272 144 125 33 45 39 50 48 56 24% 26% 22% 28% 23% 21% 27% 26% 21% 343 157 179 39 47 70 41 52 94 30% 28% 31% 32% 24% 38% 22% 29% 35% EG 236 106 130 23 40 29 45 35 63 21% 19% 23% 19% 21% 16% 24% 19% 24% 100 56 43 8 21 21 16 16 19 9% 10% 8% 7% 11% 11% 11% 8% 9% 7% 40 14 26 4 10 10 6 3 6 37% 40% 34% 38% 39% 30% 43% 22% 29% 421 220 198 46 76 55 81 76 87 37% 40% 34% 38% 39% 30% 43% 42% 32% 421 220 198 46 76 55 81 76 87 37% 40% 34% 38% 39% 30% 43% 42% 32% 336 161 174 31 61 50 60 51 82 | (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) 1139 555 573 154 204 191 196 187 207 358 1139 552 576 119 194 186 188 183 269 313 149 77 72 13 31 17 30 28 30 44 13% 14% 13% 11% 16% 9% 16% 15% 11% 14% 272 144 125 33 45 39 50 48 56 78 24% 26% 22% 28% 23% 21% 27% 26% 21% 25% 343 157 179 39 47 70 41 52 94 86 30% 28% 31% 32% 24% 38% 22% 29% 35% 27% 26% | (A) (8) (C) (D) (E) (F) (G) (H) (I) (I) (X) 1139 555 573 154 204 191 196 187 207 358 387 1139 552 576 119 194 186 188 183 269 313 374 149 77 72 13 31 17 30 28 30 44 47 13% 14% 13% 11% 16% 9% 16% 15% 11% 14% 13% 272 144 125 33 45 39 50 48 56 78 89 24% 26% 22% 28% 23% 21% 27% 26% 21% 25% 24% 30% 28% 31% 32% 24% 38% 22% 29% 35% 63 63 74 219 19% 23% 19% 21% 16% 24% 19% 24% 20% 20% 100 56 43 8 21 21 16 16 19 29 37 9% 10% 8% 7% 11% 11% 11% 8% 9% 7% 9% 10% 40 14 26 4 10 10 6 3 6 14 16 37% 40% 34% 34% 38% 39% 30% 43% 42% 32% 39% 36% 78 421 220 198 46 76 55 81 76 87 122 136 336 161 174 31 61 50 60 51 82 92 111 | (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) 1139 555 573 154 204 191 196 187 207 358 387 394 1139 552 576 119 194 186 188 183 269 313 374 452 149 77 72 13 31 17 30 28 30 44 47 58 13% 14% 13% 11% 16% 9% 16% 15% 11% 14% 13% 13% 272 144 125 33 45 39 50 48 56 78 89 105 24% 26% 22% 28% 23% 21% 27% 26% 21% 25% 24% 23% 30% 28% 31% 32% 24% 38% 22% < | (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) 1139 555 573 154 204 191 196 187 207 358 387 394 176 1139 552 576 119 194 186 188 183 269 313 374 452 146 149 77 72 13 31 17 30 28 30 44 47 58 18 13% 12% 272 144 125 33 45 39 50 48 56 78 89 105 37 24% 26% 22% 28% 23% 21% 27% 26% 21% 25% 24% 23% 25% 343 157 179 39 47 70 41 52 94 86 111 146 47< | (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) <td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (I) (M) (N) (O) 1139 555 573 154 204 191 196 187 207 358 387 394 176 328 277 1139 552 576 119 194 186 188 183 269 313 374 452 146 309 262 149 77 72 13 31 17 30 28 30 44 47 58 18 38 40 13% 14% 13% 11% 16% 9% 16% 15% 11% 14% 13% 12% 12% 15% 272 144 125 33 45 39 50 48 56 78 89 105 37 69 69 24% 26% 22% 28% 2</td> <td> Total Man Woman 18.42 25.34 35.44 45.54 55.64 65.77 18.34 35.54 55.5 55.77 15.4 20.4 19.1 19.6 18.7 20.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 45.2 14.6 30.9 26.2 42.2 42.2 42.2 42.2 42.2 43.4 43.7 43.2 43.4 43.7 43.2 43.4 43.7 43.2 43.4 43.7 43.4 43.7 43.4 43.7 43.4 43.7 43.4 43.8 43.8 40.7 53.1 43.8 43.8 40.7 43.8</td> <td> Total Man Woman 13-24 25-34 35-44 45-54 55-64 65+ 18-34 35-54 55- 66 2 Millennials Gen X Boomer ARC1 </td> <td> Total Man Woman 18-24 25-34 35-46 65- 18-34 35-54 55-64 65- 18-34 35-54 55-64 65- 18-34 35-54 55-64 65- 18-34 35-54 55-64 65- 18-34 35-54 55-54 66- 18-34 35-54 55-54 66- 18-34 35-54 55- 66- 18-34 35-54 55- 66- 18-34 35-54 55-54 65- 18-34 35-54 55-54 66- 18-34 35-54 55-54 66- 18-34 35-54 55-54 66- 18-34 35-5</td> <td> Total Man Woman 18-24 25-34 35-44 45-54 55-64 65- 18-34 35-54 55- 66-12 Millernius Gen X Boome Act C2DE North </td> <td> Total Man Woman 18-24 25-34 35-44 45-54 55-4 65+ 18-34 35-54 55+ Gen Z Millemials Gen X Boomer ABC1 CDG North Widelands CA CD CD CD CD CD CD CD</td> <td> Note Note </td> <td> No. No.</td> <td> No. No.</td> <td> Name</td> <td> Name Name </td> <td> Martin M</td> <td> Transport Man</td> <td> Total Man</td> <td> Total Main Normal 18-24 25-34 25-4</td> <td> Total Main Normal 18-24 25-36 25-46 45-4</td> | (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (I) (M) (N) (O) 1139 555 573 154 204 191 196 187 207 358 387 394 176 328 277 1139 552 576 119 194 186 188 183 269 313 374 452 146 309 262 149 77 72 13 31 17 30 28 30 44 47 58 18 38 40 13% 14% 13% 11% 16% 9% 16% 15% 11% 14% 13% 12% 12% 15% 272 144 125 33 45 39 50 48 56 78 89 105 37 69 69 24% 26% 22% 28% 2 | Total Man Woman 18.42 25.34 35.44 45.54 55.64 65.77 18.34 35.54 55.5 55.77 15.4 20.4 19.1 19.6 18.7 20.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 17.6 32.8 27.7 35.8 38.7 39.4 45.2 14.6 30.9 26.2 42.2 42.2 42.2 42.2 42.2 43.4 43.7 43.2 43.4 43.7 43.2 43.4 43.7 43.2 43.4 43.7 43.4 43.7 43.4 43.7 43.4 43.7 43.4 43.8 43.8 40.7 53.1 43.8 43.8 40.7 43.8 | Total Man Woman 13-24 25-34 35-44 45-54 55-64 65+ 18-34 35-54 55- 66 2 Millennials Gen X Boomer ARC1 | Total Man Woman 18-24 25-34 35-46 65- 18-34 35-54 55-64 65- 18-34 35-54 55-64 65- 18-34 35-54 55-64 65- 18-34 35-54 55-64 65- 18-34 35-54 55-54 66- 18-34 35-54 55-54 66- 18-34 35-54 55- 66- 18-34 35-54 55- 66- 18-34 35-54 55-54 65- 18-34 35-54 55-54 66- 18-34 35-54 55-54 66- 18-34 35-54 55-54 66- 18-34 35-5 | Total Man Woman 18-24 25-34 35-44 45-54 55-64 65- 18-34 35-54 55- 66-12 Millernius Gen X Boome Act C2DE North | Total Man Woman 18-24 25-34 35-44 45-54 55-4 65+ 18-34 35-54 55+ Gen Z Millemials Gen X Boomer ABC1 CDG North Widelands CA CD CD CD CD CD CD CD | Note Note | No. No. | No. No. | Name | Name Name | Martin M | Transport Man | Total Man | Total Main Normal 18-24 25-34 25-4 | Total Main Normal 18-24 25-36 25-46 45-4 |

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.

QZ3. To what extent do you agree or disagree with the following... - We are too obsessed with owning property in Britain All Adults aged 18+ in Great Britain

					Pres of ch										Referend							
		N	Marital Stat	us	(17 or	under)	Educ	ation	Employm	ent status	G	eneral Elect	ion 2019 Vo	te	VO	te			Ter	ure		
	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	Rent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Inweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	35
Veighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	364
strongly agree (2)	149 13%	80 12%	44 14%	25 18%	57 14%	93 12%	49 14%	100 13%	91 13%	58 13%	39 11%	50 18% K	8 10% *	17 12%	64 14%	45 11%	35 10%	31 8%	36 19% QRU	41 23% QRU	66 9%	77 219 QRU
end to agree (1)	272 24%	166 24%	72 23%	34 23% *	103 26%	168 23%	104 29% н	167 22%	181 26%	90 21%	87 24%	66 24%	19 25% *	28 20%	99 22%	97 24%	90 25%	88 23%	48 25%	40 22%	178 24%	87 249
leither agree nor disagree (0)	343 30%	213 31%	79 25%	51 36%	118 30%	225 30%	91 25%	252 33% G	197 28%	145 33%	108 30%	81 29%	25 32% *	43 31%	128 29%	117 29%	107 29%	119 31%	57 30%	50 28%	225 30%	107 299
end to disagree (-1)	236 21%	144 21%	68 22%	25 17%	76 19%	160 21%	73 20%	163 21%	144 20%	93 21%	87 24%	59 21%	15 20% *	26 19%	97 22%	95 24%	76 21%	91 24% sv	27 15%	35 20%	167 23%	62 175
strongly disagree (-2)	100 9%	59 9%	35 11% D	5 4% *	26 7%	74 10%	32 9%	68 9%	67 10%	33 8%	36 10%	15 6%	9 11% *	18 13% L	50 11%	39 10%	46 13% TV	30 8%	11 6%	8 5%	77 10% RTV	19
on't know	40 3%	21 3%	14 5%	4 3%	12 3%	28 4%	15 4%	25 3%	23 3%	17 4%	2 1%	6 2%	2 3% *	5 4% K	6 1%	8 2%	10 3%	17 5%	8 5%	3 2%	27 4%	1:
let: Agree	421 37%	245 36%	116 37%	59 41%	160 41%	261 35%	154 42% H	267 34%	272 39%	148 34%	126 35%	117 42%	27 35% *	45 33%	163 37%	142 36%	125 34%	120 32%	84 44% RU	81 46% QRU	245 33%	16 45 QR
Net: Disagree	336 29%	203 30%	103 33% D	30 21% *	102 26%	234 31%	105 29%	231 30%	211 30%	125 29%	123 34%	74 27%	24 31% *	44 32%	146 33%	133 33%	122 34% sv	121 32% sv	39 21%	43 24%	243 33% sv	82 22

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.

Column Proportions~(5%): A, B/C/D, E/F, G/H, I/J, K/L/M/N, O/P, Q/R/S/T/U/V~~Minimum~Base:~30(**)~Small~Base:~100(*)

Q23. To what extent do you agree or disagree with the following... - Given the choice I would rather own a property than rent one All Adults aged 18+ in Great Britain

(A)	Man Woma (B) (C) 555 573 552 576 328 321	C) (D	(E) 204	35-44 (F)	45-54 (G)	55-64 (H)	65+		gated Age E				ations		Social	grade			Reg				Urban				Income		
(A) (A) Inweighted base 1139 5 Veighted base 1139 5 Irongly agree (2) 652 3	(B) (C) 555 573 552 576 328 321	C) (D	(E) 204	(F)	(G)			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+	+ Re
weighted base 1139 5 eighted base 1139 5 ongly agree (2) 652 3	555 573 552 576 328 321	73 15	204				(1)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	T NE
eighted base 1139 ! rongly agree (2) 652 :	552 576 328 321					187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	
rongly agree (2) 652 3	328 321	76 11	194																										
				186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	
	59% 56%		84 6 43%	106 57% DE	120 64% DE	123 67% DE	173 64% DE	129 41%	226 61%	296 66%	56 38%	150 49%	169 64% MN	278 66% MN	389 61% R	263 53%	155 57%	176 59%	149 57%	77 49%	42 75% stuvx*	54 54%	543 57%	109 61%	115 52%	201 64% ac	151 52%	150 59%	
	113 143 21% 25%			46 25%	32 17%	38 21%	58 22%	86 28%	79 21%	96 21%	38 26%	85 28% o	48 18%	90 21%	147 23%	114 23%	68 25%	63 21%	56 21%	42 27%	9 16% *	24 24% *	220 23%	41 23%	50 23%	56 18%	79 27% b	58 23%	
	74 57 13% 10%		6 20%	22 12%	18 9%	10 6%	20 7%	64 21% KL	39 11%	30 7%	33 23% OP	50 16% OP	24 9%	27 6%	71 11%	62 13%	28 10%	34 11%	39 15% w	17 11%	2 3% *	15 15% w*	123 13% z	10 6%	27 12%	26 8%	44 15% be	36 14% be	
	12 18 2% 3%		4%	3 1%	3 2%	1	6 2%	18 6% KL	6 2%	7 2%	10 7% OP	10 3%	4 2%	6 1%	11 2%	20 4% Q	10 4%	6 2%	6 2%	6 4%	-	2 2% *	27 3%	3 2%	8 4%	9 3%	8 3%	5 2%	
	9 23 2% 4%		7 4%	1 1%	10 5% F	4 2%	7 3%	10 3%	11 3%	11 2%	9 6% N	2 1%	10 4% N	11 3%	8	23 5% Q	9	7 3%	6 2%	5 3%	:	5 5% *	26 3%	5 3%	12 5% cd	14 5% d	4 1%	2 1%	
	16 15 3% 3%		5 3%	8 4%	5 3%	7 4%	4 2%	6 2%	13 3%	11 3%	1 1%	11 4%	8 3%	10 2%	16 2%	15 3%	-	12 4% s	6 2% s	10 6% sx	3 5% sx*	:	19 2%	11 6% Y	9	10 3%	6 2%	4 1%	

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.

Q23. To what extent do you agree or disagree with the following... - Given the choice I would rather own a property than rent one All Adults aged 18+ in Great Britain

						nildren HH									Referend							
		N	Marital Stati	us	(17 or	under)	Educ	ation	Employm	ent status	G	eneral Elect	tion 2019 Vo	te	vo	te			Ter	ure		
	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	Ren
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(\
nweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	35
/eighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	36
trongly agree (2)	652 57%	401 59%	172 55%	78 54%	196 50%	456 61% E	219 60%	433 56%	391 56%	261 60%	268 75% LMN	137 49%	41 52% *	83 61%	268 60%	261 65%	240 66% STV	259 69% STV	63 33%	71 40%	499 67% STV	13 37
end to agree (1)	261 23%	173 25%	61 19%	28 19%	97 25%	164 22%	86 24%	175 23%	169 24%	92 21%	62 17%	77 28% K	19 25% *	28 20%	111 25%	75 19%	81 22%	74 20%	48 26%	54 31% RU	154 21%	10 28 R
either agree nor disagree (0)	134 12%	68 10%	44 14%	22 15%	66 17% F	68 9%	41 11%	93 12%	92 13%	41 10%	19 5%	47 17% K	11 14% K*	13 9%	37 8%	38 10%	30 8%	26 7%	40 21% QRU	30 17% QRU	56 8%	1! Q
end to disagree (-1)	30 3%	13 2%	12 4%	5 4%	13 3%	17 2%	6 2%	24 3%	19 3%	12 3%	4 1%	5 2%	6 8% KL*	4 3%	11 3%	9 2%	3 1%	4 1%	16 8% QRU	7 4% U	8 1%	6
trongly disagree (-2)	31 3%	14 2%	12 4%	6 4%	8 2%	23 3%	6 2%	26 3%	15 2%	17 4%	3 1%	9	:	9 7% K	12 3%	10 2%	5 1%	4 1%	12 6% QRU	10 6% QRU	9 1%	
on't know	30 3%	13 2%	12 4%	6 4%	11 3%	19 3%	7 2%	24 3%	17 2%	13 3%	4 1%	3 1%	1 2% *	*	4 1%	8 2%	5 1%	10 3%	9 5% Q	4 2%	14 2%	
et: Agree	913 80%	575 84% CD	233 75%	106 73%	294 75%	620 83% E	305 84% н	608 79%	560 80%	353 81%	330 92% LMN	213 77%	60 76% *	111 81%	379 85%	336 84%	320 88% STV	333 88% stv	111 59%	125 71% sv	653 88% STV	
et: Disagree	62 5%	27 4%	24 8%	11 7%	21 5%	41 5%	12 3%	50 6% G	34 5%	28 6%	7 2%	14 5%	7 8% K*	13 9% K	23 5%	19 5%	8 2%	9 2%	27 15% QRU	17 10% QRU	17 2%	1

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.

Column Proportions~(5%): A, B/C/D, E/F, G/H, I/J, K/L/M/N, O/P, Q/R/S/T/U/V~~Minimum~Base:~30(**)~Small~Base:~100(*)

Q23. To what extent do you agree or disagree with the following... - It was harder/is harder for people my age to buy or rent a home to settle down in that it was for my parents' generation All Adults aged 18+ in Great Britain

Control Cont	(K) (L) 8 387 394 3 374 452 3 137 99 % 179 22% L 1 133 130 8 36% 29% J	(M) (N) 176 328 146 309 65 147 45% 48% OP OP 43 78	(O) 277 262 85 32% P 97	Boomer ABC1 (P) (Q) 358 689 422 642 91 215	(R) 450 497	(s) 270 269 87	(T) 303 297	(U) 260 261	(V) 154	(W) 57	(X) 95	(Y) 962	(z)	£19,999 (a) 203	£34,999 (b) 291	£54,999 (c) 290	297	Refu (e
Control Cont	(K) (L) 8 387 394 3 374 452 3 137 99 % 179 22% L 1 133 130 8 36% 29% J	(M) (N) 176 328 146 309 65 147 45% 48% OP OP 43 78	(O) 277 262 85 32% P 97	(P) (Q) 358 689 422 642 91 215	(R) 450 497	(s) 270 269 87	(T) 303 297	(U) 260 261	(V) 154	(W) 57	(X) 95	(Y) 962	(z)	(a) 203	(b) 291	(c) 290	(d) 297	(6
weighted base 1139 555 573 154 204 191 196 187 207 358 387 394 176 328 277 358 689 450 270 303 260 154 57 95 962 177 203 291 290 297 261 159 552 576 119 194 186 188 183 269 313 374 452 146 309 262 422 642 497 269 297 261 157 55 99 958 181 220 317 291 255 2576 348 34% 34% 34% 34% 34% 34% 34% 34% 34% 34%	8 387 394 3 374 452 3 137 99 % 37% 22% L 6 133 130 % 36% 29%	176 328 146 309 65 147 45% 48% 0P 0P	277 262 85 32% P	358 689 422 642 91 215	450 497	270 269 87	303	260	154	57	95	962	177					
Fighted base 1139 S52 S76 119 194 186 188 183 269 313 374 452 146 309 262 422 642 497 269 297 261 157 55 99 958 181 220 317 291 255 257 261 338 348 348 348 348 348 528 398 358 228 498 378 228 458 498 378 228 458 398 318 358 218 318 328 398 318 318 318 328 398 318 318 318 318 318 318 318 318 318 31	3 374 452 3 137 99 % 37% 22% L 6 133 130 % 36% 29%	146 309 65 147 45% 48% OP OP 43 78	262 85 32% P	422 642 91 215	497 174	269 87	297	261										
Ongly agree (2) 388 190 195 53 100 72 65 38 60 153 137 99 65 147 85 91 215 174 87 101 96 50 22 33 332 57 69 114 116 74 1	3 137 99 % 37% 22% L i 133 130 % 36% 29%	65 147 45% 48% OP OP	85 32% P	91 215	174	87			157	55	99	958	181	220	217	201		
34% 34% 34% 44% 52% 39% 35% 21% 22% 49% 37% 22% 49% 1 c 29% 38% 32% 32% 32% 32% 33% 35% 31% 31% 31% 31% 36% 40% 29% 29% 21% 38% 35% 31% 31% 31% 31% 31% 31% 31% 31% 31% 31	% 37% 22% L 5 133 130 % 36% 29% J	45% 48% OP OP 43 78	32% P 97				101	00					101	220	31/	291	255	
30% 28% 32% 30% 20% 34% 37% 28% 29% 24% 36% 29% 29% 25% 37% 28% 29% 29% 25% 37% 28% 29% 30% 33% 26% 31% 30% 17% 35% 31% 23% 30% 26% 27% 35% 28% 29% 29% 25% 37% 25% 44 92 119 87 42 59 48 28 12 17 169 37 50 58 39 50 18% 19% 17% 16% 18% 14% 16% 21% 22% 17% 15% 21% 15% 17% 15% 17% 18% 20% 100 disagree(-1) 104 45 56 6 8 11 12 32 35 14 23 67 7 16 17 64 64 40 30 27 22 13 6 7 85 18 12 34 34 15 9% 8% 10% 55% 46% 66% 17% 13% 48 66% 15% 55% 55% 66% 15% 50% 60% 11% 99% 88% 10% 75% 99% 10% 55% 11% 12% 66% 66% 17% 15% 17% 15% 17% 10% 10% 88% 11% 99% 88% 80% 10% 75% 99% 10% 55% 11% 12% 66% 66% 17% 15% 15% 50% 50% 66% 15% 50% 50% 66% 15% 50% 50% 66% 15% 50% 50% 66% 15% 50% 50% 66% 15% 50% 50% 66% 15% 50% 50% 66% 15% 50% 50% 66% 15% 50% 50% 66% 10% 66% 66% 11% 11% 12% 66% 66% 11% 11% 11% 11% 11% 11% 11% 11	% 36% 29% J					32%												:
end to disagree (-1) 18% 19% 17% 16% 18% 14% 16% 21% 22% 17% 15% 21% 17% 15% 17% 15% 17% 15% 17% 16% 22% 19% 17% 16% 20% 18% 18% 22% 17% 18% 20% 23% 18% 13% 20% end to disagree (-1) 104 45 56 6 8 11 12 32 35 14 23 67 7 16 17 64 64 40 30 27 22 13 6 7 85 18 12 34 34 15 9% 8% 10% 5% 4% 6% 6% 6% 066 066 066 066 066 066 066 0	55 97					33%					35%							
9% 8% 10% 5% 4% 6% 6% 17% 13% 4% 6% 6% 15% 5% 5% 6% 15% 10% 8% 11% 9% 8% 8% 10% 7% 9% 10% 5% 11% 12% 6% ed strongly disagree (-2) 54 38 15 4 7 3 4 15 21 11 7 36 4 10 6 34 34 20 14 15 7 13 2 3 43 11 7 20 10 16 5% 7% 3% 3% 3% 4% 2% 8% 8% 8% 4% 2% 8% 3% 3% 3% 2% 8% 5% 4% 5% 5% 5% 3% 8% 4% 3% 4% 6% 3% 6% 6% 3% 6% 6% 8% 6% 6% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	% 15% 21% K			22% 19%														:
5% 7% 3% 3% 4% 2% 2% 8% 8% 4% 2% 8% 3% 3% 3% 2% 8% 5% 4% 5% 5% 3% 8% 4% 6% 3% 6% 3% 6% 6% 1K	6% 15%			15% 10%												12%		
Posit From FO 32 39 1 5 13 7 0 15 7 10 24 2 13 13 13 27 0 19 5 6 4 5 24 15 15 9 13 10	6 2% 8%		6 2%	8% 5%					8%		3 3% *							
4% 4% 5% 1% 3% 6% 4% 5% 6% 2% 5% 5% 2% 4% 5% 5% 5% 4% 5% 3% 6% 2% 4% 8% 5% 4% 9% 7% 2% 5% 4% 5% 4% 5% 5% 5% 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	19 24 6 5% 5%	2 13 2% 4%	13 5%	21 23 5% 4%	27 5%	9	18 6%	6 2%	6 4%	4 8% •	5 5% *	34 4%	16 9% Y	16 7% b	8 2%	13 5%	10 4%	
		108 225 74% 73%	183 70% P	211 403 50% 63%	324 65%	174 65%	179 60%	178 68%	97 62%	31 56%	68 68% *	628 66% z	99 55%	135 61%	197 62%	195 67%	163 64%	
64% 62% 65% 74% 72% 72% 49% 52% 73% 72% 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 55% 61% 62% 67% 64%	20 103	11 26	22	00 00	50	44	42	20	25		0	129	30	10	54	44	21	
64% 65% 74% 72% 72% 49% 52% 73% 72% 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 66% 55% 61% 62% 67% 64% HI		7% 8%	9%	23% 15% MNO	12%	16%	14%	11%	16%	14%	10%	13%	16%	9%	17% a	15%	12%	
	% 729 L	102 23%	6 51% 74% 73% P P 102 11 26 23% 7% 8%	6 51% 74% 73% 70% P P P P P P P P P P P P P P P P P P P	6 51% 74% 73% 70% 50% 63% P P P P 102 11 26 23 98 98 23% 7% 8% 9% 23% 15%	6 51% 74% 73% 70% 50% 63% 65% P P P P P P P P P P P P P P P P P P P	6 51% 74% 73% 70% 50% 63% 65% 65% P P P P 100 100 110 2 11 26 23 98 98 59 44 123% 7% 8% 9% 23% 15% 12% 16%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% P P P P 102 11 26 23 98 98 59 44 42 23% 7% 8% 9% 23% 15% 12% 16% 14%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% P P P P P 1	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% P P P P 1 102 11 26 23 98 98 59 44 42 29 25 23% 7% 8% 9% 23% 15% 12% 16% 14% 11% 16%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% * 102 11 26 23 98 98 59 44 42 29 25 8 23% 7% 8% 9% 23% 15% 12% 16% 14% 11% 16% 14%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% P P P P 102 11 26 23 98 98 59 44 42 29 25 8 9 23% 7% 8% 9% 23% 15% 12% 16% 14% 11% 16% 14% 10%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 7 P P P P S S S S S S S S S S S S S S S	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 55% 7 P P P P P P P P P P P P P P P P P P	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 55% 61% 102 11 26 23 98 98 59 44 42 29 25 8 9 128 30 19 23% 7% 8% 9% 22% 15% 12% 16% 14% 11% 16% 14% 10% 13% 16% 9%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 55% 61% 62% 102 11 26 23 98 98 59 44 42 29 25 8 9 128 30 19 54 23% 7% 8% 9% 23% 15% 12% 16% 14% 11% 16% 14% 10% 13% 16% 9% 17%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 55% 61% 62% 67% P P P P 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 55% 61% 62% 67% 102 11 26 23 98 98 59 44 42 29 25 8 9 128 30 19 54 44 23% 7% 8% 9% 23% 15% 12% 16% 14% 11% 16% 14% 10% 13% 16% 9% 17% 15%	6 51% 74% 73% 70% 50% 63% 65% 65% 60% 68% 62% 56% 68% 66% 55% 61% 62% 67% 64% 102 11 26 23 98 98 59 44 42 29 25 8 9 128 30 19 54 44 31 23% 7% 8% 9% 23% 15% 12% 16% 14% 11% 16% 14% 10% 13% 16% 9% 17% 15% 12%
72% 72% 49% 52% 73% 729 ні ні ні 16 46 56 25 30	3 1.04	1 0.44	4 0.44 1.11 1.13							4 0.44 1.11 1.13 0.96 0.42 0.78 0.89 0.78 0.79 0.93 0.73	4 0.44 1.11 1.13 0.96 0.42 0.78 0.89 0.78 0.79 0.93 0.73 0.83	4 0.44 1.11 1.13 0.96 0.42 0.78 0.89 0.78 0.79 0.93 0.73 0.83 0.95	4 0.44 1.11 1.13 0.96 0.42 0.78 0.89 0.78 0.79 0.93 0.73 0.83 0.95 0.85	4 0.44 1.11 1.13 0.96 0.42 0.78 0.89 0.78 0.79 0.93 0.73 0.83 0.95 0.85 0.70			4 0.44 1.11 1.13 0.96 0.42 0.78 0.89 0.78 0.79 0.93 0.73 0.83 0.95 0.85 0.70 0.87 0.77 0.92	

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.

14th - 17th June 2024 PUBLIC Housing - Zoopla

Adults aged 18+ in GB

Q23. To what extent do you agree or disagree with the following... - It was harder/is harder for people my age to buy or rent a home to settle down in that it was for my parents' generation All Adults aged 18+ in Great Britain

		,	Marital Stat	us	Pres of ch (17 or	ildren HH under)	Educ	ation	Employm	ent status	G	eneral Elect	ion 2019 Vot	te	Referend vo				Ten	ure		
	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	Rent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Inweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	358
Veighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	364
itrongly agree (2)	388	215	133	41	142	246	125	264	262	127	96	112	26	52	152	126	127	89	66	91	215	15
	34%	31%	42%	28%	36%	33%	34%	34%	37%	29%	27%	40%	33%	38%	34%	31%	35%	24%	35%	51%	29%	43
			BD						1			К		к			RU		R	QRSUV	R	RSI
end to agree (1)	338	198	93	47	132	206	104	234	224	114	107	79	26	42	136	121	121	102	56	56	223	11
	30%	29%	30%	33%	34%	28%	29%	30%	32%	26%	30%	29%	33%	31%	31%	30%	33%	27%	30%	32%	30%	31
																					R	
leither agree nor disagree (0)	205	128	45	32	65	141	70	135	120	86	75	38	14	22	82	67	51	89	39	21	140	6
	18%	19%	14%	22%	17%	19%	19%	17%	17%	20%	21%	14%	18%	16%	18%	17%	14%	24%	21%	12%	19%	17
				•														QTUV			Q	T
end to disagree (-1)	104	76	18	10	25	79	36	67	47	57	50	21	9	10	39	43	32	54	9	3	87	1
	9%	11%	6%	7%	6%	11%	10%	9%	7%	13%	14%	7%	11%	8%	9%	11%	9%	14%	5%	2%	12%	3
		С		•		E				- 1	L		•				TV	STUV			STV	
itrongly disagree (-2)	54	34	11	8	11	43	17	37	30	23	23	14	2	4	18	29	23	20	7	-	43	7
	5%	5%	4%	5%	3%	6%	5%	5%	4%	5%	6%	5%	3%	3%	4%	7%	6%	5%	4%	-	6%	2
				•													TV	TV	Т		TV	T
Oon't know	50	31	12	6	16	33	12	37	21	29	8	14	2	6	16	13	10	23	10	5	32	1
	4%	5%	4%	4%	4%	4%	3%	5%	3%	7%	2%	5%	3%	4%	4%	3%	3%	6%	5%	3%	4%	4
										'								U				
let: Agree																						
vet: Agree	727 64%	413 61%	226 72%	88 61%	274 70%	453 60%	229 63%	498 64%	486 69%	241 55%	203 57%	192 69%	52 66%	94 69%	289 65%	247 62%	247 68%	191 51%	123 65%	147 83%	438 59%	74
	0475	0170	BD		F	0070	0370	0470	1	3370	3770	К	*	K	0370	02/0	RU	3170	R	QRSUV	R	RS
Vet: Disagree	157	111	29	18	36	122	53	104	77	80	73	35	11	15	58	73	55	74	16	3	130	1
ict. Diagree	14%	16%	9%	12%	9%	16%	15%	13%	11%	18%	20%	13%	14%	11%	13%	18%	15%	20%	9%	2%	18%	5
		c				E				1	LN						TV	STV	TV		STV	1
lean	0.83	0.74	1.06	0.75	0.99	0.75	0.81	0.84	0.94	0.65	0.58	0.96	0.84	0.97	0.85	0.70	0.83	0.52	0.93	1.37	0.68	1.

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.

Column Proportions~(5%): A, B/C/D, E/F, G/H, I/J, K/L/M/N, O/P, Q/R/S/T/U/V~~Minimum~Base:~30(**)~Small~Base:~100(*)

QZ3. To what extent do you agree or disagree with the following... - The political parties pay a lot of attention to housing All Adults aged 18+ in Great Britain

Compagned Lange Compagned			Ge	ender			А	ge			Aggre	egated Age I	Breaks		Gener	ations		Social	grade			Re	gion			Urban	/ Rural			Income		
Composition of the composition		Total	Mon	Maman	10.24	25.24	25.44	45 54	FF 64	65.	10.24	35.54		Con 7	Millonnials	Con V		APC1	Cabe	North	Midlands	Courth	London	Wales	Contland	Urban	Bural				£55,000+	+ Refi
weighted base 1139 555 573 154 204 191 196 187 207 358 387 394 176 328 277 358 689 450 270 303 260 154 57 95 962 177 203 291 290 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1																															(d)	r Kei
reighted base 1139 552 576 119 194 186 188 183 269 313 374 452 146 309 262 422 642 497 269 297 261 157 55 99 958 181 220 317 291 27 rongly agree (2) 59 37 22 5 25 9 9 9 88 22 30 18 11 14 21 16 8 33 266 16 19 6 15 2 1 51 8 12 16 11 57 55 99 958 181 20 317 291 27 100 20 20 20 20 20 20 20 20 20 20 20 20 2	nweighted hase			1-7						.,																					297	
Trongly agree (2) 59 37 22 5 59 9 8 2 50 50 100 100 11 11 14 21 16 8 33 26 16 19 6 15 20 18 11 14 21 16 8 33 26 16 19 6 15 20 100 100 11 11 11 14 21 16 18 17 185 30 40 40 40 40 40 40 40 40 40	megned sase	1133	333	3,3	154	204	131	130	10,	20,	330	307	334	170	320	2,,	330	003	430	270	303	200	154	3,	33	302		203	231	250	257	
End to agree (1) 215 107 106 31 45 34 38 28 39 75 72 67 37 64 49 65 129 86 35 54 58 17 185 30 43 50 47 19% 19% 18% 26% 28% 18% 20% 15% 15% 15% 129% 19% 15% 25% 21% 19% 15% 25% 21% 19% 15% 29% 29% 27% 31% 29% 29% 27% 31% 29% 29% 31% 37% 26% 24% 17% 26% 28% 34% 30% 29% 39% 29% 31% 20% 29% 31% 20% 29% 31% 30% 28% 35% 22% 33% 26% 22% 36% 31% 29% 29% 27% 31% 29% 29% 27% 31% 29% 29% 29% 31% 37% 26% 24% 17% 26% 28% 34% 30% 29% 29% 31% 29% 29% 27% 31% 29% 29% 27% 31% 29% 29% 31% 37% 26% 24% 17% 26% 28% 34% 30% 29% 29% 31% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20	eighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	
19% 19% 18% 26% 23% 18% 20% 15% 15% 24% 19% 15% 25% 21% 19% 15% 20% 17% 13% 18% 21% 28% 14% 17% 19% 17% 20% 16% 16% 22% 23% 23% 24% 26% 24% 24% 26% 24% 24% 26% 24% 26% 24% 24% 26% 24% 26% 24% 26% 24% 24% 26% 24% 26% 24% 24% 26% 24% 26% 24% 24% 26% 24% 24% 26% 24% 24% 26% 24% 24% 26% 24% 24% 26% 24% 24% 26% 24% 24% 26% 24% 24% 26% 24% 24% 24% 26% 24% 24% 26% 24% 24% 24% 24% 26% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24	rongly agree (2)					13%	9 5%	9 5% I	-		10%				7%								9%		_						19 7%	
29% 30% 28% 35% 22% 33% 26% 22% 36% 27% 30% 31% 29% 29% 21% 31% 29% 29% 21% 31% 29% 29% 31% 37% 26% 24% 17% 26% 28% 34% 30% 29% 31% 27% 31% 29% 29% 31% 37% 26% 24% 17% 26% 28% 34% 30% 29% 31% 27% 26% 28% 34% 30% 29% 31% 27% 26% 28% 34% 30% 29% 31% 27% 26% 28% 34% 20% 29% 21% 23% 23% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 34% 20% 26% 28% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 29% 25% 25% 33% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	end to agree (1)				26%																		28%								67 26% bc	1
28% 26% 29% 21% 23% 23% 25% 40% 31% 22% 24% 34% 22% 24% 26% 34% 28% 28% 31% 22% 32% 17% 33% 38% 28% 25% 25% 33% 29% 25% 32% 32% 17% 33% 38% 28% 25% 25% 33% 29% 25% 32% 32% 32% 32% 32% 32% 32% 32% 32% 32	Neither agree nor disagree (0)				35%					36%											37%										73 29%	2
	end to disagree (-1)								40%				34%				34%			31%		32%		33%	38%				33%		54 21%	1
12% 13% 12% 9% 14% 12% 14% 11% 13% 12% 13% 12% 11% 12% 14% 12% 11% 15% 14% 8% 14% 18% 17% 9% 13% 12% 16% 12% 14% 1	strongly disagree (-2)	142 12%	71 13%	71 12%	11 9%	28 14%	23 12%	27 14%	20 11%	34 13%	39 12%	50 13%	54 12%	15 11%	38 12%	36 14%	53 12%	69 11%	73 15%	14%	22 8%	36 14%	18%	17%	9 9% *	120 13%	22 12%	35 16%	37 12%	42 14%	25 10%	
	Don't know																							15%	-						16 6%	ā
	let: Agree	274 24%	144 26%	128 22%	36 30%	70 36% FHI	43 23%	48 25%	36 20%	41 15%	106 34% KL	90 24% L	78 17%	50 34%	86 28% P	65 25% P	73 17%	162 25%	113 23%	51 19%	73 25%	62 24%	59 38% stuwx	10 18% *	19 19%	236 25%	38 21%	55 25%	67 21%	57 20%	86 34% bce	
24% 26% 22% 30% 36% 23% 25% 20% 15% 34% 24% 17% 34% 28% 25% 17% 25% 23% 19% 25% 24% 38% 18% 19% 25% 21% 25% 21% 20% 3	Net: Disagree	459 40%	215 39%	240 42%	36 30%	73 38%	66 35%	75 40%	93 51% DEF	117 43%	109 35%	140 38%	210 46%	47 32%	111 36%	105 40%	196 46% MN	247 38%	212 43%	121 45%	88 30%	120 46%	55 35%	28 50%	47 47%	392 41%	67 37%	89 40%	141 44%	126 43%	79 31%	

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.

Q23. To what extent do you agree or disagree with the following... - The political parties pay a lot of attention to housing All Adults aged 18+ in Great Britain

			Aarital Stat	us.		nildren HH under)	Educ	ation	Employm	ent status		eneral Flec	tion 2019 Vo	to	Referend				Ter	nure		
			nantai Stat				Luuc	ation	Linpioyii	ent status		leneral Liec	11011 2019 40	te	•	te .			161	iuie		
	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	Rent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(I)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V
Inweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	35
Veighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	36
trongly agree (2)	59 5%	33 5%	19 6%	6 4%	37 9% F	22 3%	28 8% H	31 4%	47 7%	12 3%	8 2%	23 8% K	5 7%	11 8% K	32 7% P	10 3%	17 5%	17 5%	13 7%	10 6%	34 5%	6
end to agree (1)	215 19%	121 18%	71 23%	23 16%	91 23% F	124 17%	85 23% H	130 17%	146 21%	69 16%	64 18%	68 24%	13 17%	21 15%	83 19%	70 18%	66 18%	71 19%	40 21%	31 18%	137 19%	7
leither agree nor disagree (0)	333 29%	203 30%	85 27%	46 32%	107 27%	227 30%	96 26%	238 31%	195 28%	138 32%	130 36% L	73 26%	28 35%	35 26%	129 29%	132 33%	115 32% s	125 33% sv	35 19%	49 28%	240 32% sv	23
rend to disagree (-1)	317 28%	190 28%	88 28%	39 27%	90 23%	227 30% E	100 27%	217 28%	194 28%	123 28%	113 31%	73 26%	19 24% *	42 31%	137 31%	112 28%	107 29%	98 26%	57 30%	49 28%	204 28%	25
trongly disagree (-2)	142 12%	94 14%	33 10%	15 11%	47 12%	95 13%	32 9%	110 14% G	78 11%	64 15%	36 10%	30 11%	10 13%	18 13%	47 11%	59 15%	39 11%	33 9%	36 19% QRU	28 16% R	72 10%	1
oor't know	72 6%	41 6%	16 5%	15 10%	19 5%	53 7%	23 6%	49 6%	43 6%	30 7%	9 3%	11 4%	3 4%	10 7% к	15 3%	17 4%	20 6%	33 9% v	7 4%	9 5%	53 7%	1
let: Agree	274 24%	155 23%	90 29%	29 20% *	128 33% F	146 20%	113 31% H	161 21%	193 27%	81 19%	71 20%	91 33% K	19 24%	32 23%	115 26%	81 20%	83 23%	89 23%	53 28%	41 23%	171 23%	9
let: Disagree	459 40%	284 42%	121 39%	54 38%	137 35%	322 43%	132 36%	327 42%	272 39%	187 43%	149 41%	103 37%	30 37%	60 44%	184 42%	171 43%	146 40%	131 35%	93 49%	77 44%	276 37%	1

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.

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

14th - 17th June 2024

PUBLIC

Housing - Zoopla

Adults aged 18+ in GB

QZ4. To what extent do you support or oppose the following... - Summary

All Adults aged 18+ in Great Britain

	do you s	what extent support or use the wing
	Government nt borrowing money to fund the building oil more affordable housing for people to buy or rent?	An increase in taxes to fund the building of more affordable housing for people to buy or rent?
	(A)	(B)
Unweighted base	1139	1139
Weighted base	1139	1139
Strongly support (2)	118 10% 8	69 6%
Tend to support (1)	345 30% 8	223 20%
Neither support nor oppose (0)	277 24%	296 26%
Tend to oppose (-1)	192 17%	270 24% A
Strongly oppose (-2)	103 9%	208 18% A
Don't know	105 9% B	72 6%

Net: Support	463	292
	41%	26%
	В.	
Net: Oppose	295	479
	26%	42%
		A

Mean	0.18	-0.31
	В	

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

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

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

QZ4. 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

		Ge	nder		Age						Aggregated Age Breaks Generations							grade	Social grade Region									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+	Refus	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
nweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	58	
/eighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	57	
crongly support (2)	118 10%	73 13% c	45 8%	16 13% H	34 18% HI	18 10%	21 11%	9 5%	20 8%	50 16% L	39 10%	29 6%	21 14% P	45 15% P	24 9%	28 7%	64 10%	54 11%	32 12%	21 7%	27 10%	25 16% T	6 11% *	8 8% •	108 11%	11 6%	25 11%	31 10%	28 10%	32 12%	3 6%	
end to support (1)	345 30%	172 31%	169 29%	41 35%	71 36% н	54 29%	55 29%	45 25%	79 29%	112 36% L	109 29%	124 27%	52 36%	99 32%	77 29%	116 28%	184 29%	161 32%	83 31%	70 24%	92 35% T	49 31%	22 40% T*	28 29% *	301 31%	44 24%	66 30% e	91 29% e	99 34% e	82 32% e	6 109	
either support nor oppose (0)	277 24%	128 23%	144 25%	36 30% F	43 22%	34 18%	42 23%	48 26%	73 27%	79 25%	77 20%	121 27%	42 29%	63 20%	61 23%	111 26%	151 24%	125 25%	54 20%	90 30% s	68 26%	32 20%	10 17% *	22 22% *	234 24%	42 23%	52 24%	73 23%	71 24%	64 25%	16 299	
end to oppose (-1)	192 17%	81 15%	108 19%	13 11%	25 13%	35 19%	34 18%	33 18%	52 19%	37 12%	70 19%	85 19%	13 9%	53 17% M	48 18% M	77 18% M	116 18%	76 15%	56 21% U	48 16%	34 13%	27 17%	8 14% *	18 18% *	154 16%	37 21%	37 17%	65 21%	42 14%	40 16%	8 149 *	
trongly oppose (-2)	103 9%	59 11%	44 8%	7 5%	9 5%	14 7%	19 10%	30 16% DEF	25 9%	16 5%	33 9%	55 12% J	10 7%	14 4%	29 11% N	51 12% N	65 10%	38 8%	17 6%	39 13% s	23 9%	12 7%	6 11% *	6 6% *	80 8%	23 13%	18 8%	27 9%	30 10%	23 9%	5 10%	
on't know	105 9%	39 7%	65 11% B	7 6%	12 6%	30 16% DEI	17 9%	18 10%	21 8%	19 6%	47 13%	39 9%	8 6%	36 12%	23 9%	38 9%	62 10%	43 9%	27 10%	28 9%	18 7%	12 8%	4 6% *	17 17% u*	81 8%	23 13%	22 10%	30 9%	21 7%	14 5%	18 32% abcd	
et: Support	463 41%	245 44% c	214 37%	57 48% н	105 54% FGHI	72 39%	76 40%	54 30%	99 37%	162 52% KL	148 40%	153 34%	73 50% OP	144 47% P	102 39%	144 34%	248 39%	215 43%	115 43% T	91 31%	119 45% T	74 47% T	28 51% T*	36 36% *	408 43% z	55 30%	91 41% e	122 38% e	127 44% e	114 45% e	9	
et: Oppose	295 26%	140 25%	152 26%	19 16%	34 18%	49 26%	53 28%	63 34%	76 28%	53 17%	102 27%	139 31%	23 16%	66 21%	77 29%	128 30%	181 28%	114 23%	73 27%	88 30%	57 22%	39 25%	14 25%	24 24%	234 24%	61 34%	55 25%	92 29%	72 25%	63 25%	13 23	

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.

14th - 17th June 2024 PUBLIC Housing - Zoopla

Adults aged 18+ in GB

Q24. 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 Stat	116	Pres of ch (17 or		Educ	ation	Employm	ent status	6	oneral Flect	ion 2019 Vo	to	Referend				Ton	ure		
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter		Owner/Oc	Ren
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V
Unweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	35
Weighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	36
Strongly support (2)	118 10%	68 10%	36 12%	14 9% *	60 15% F	59 8%	49 14% н	69 9%	76 11%	42 10%	16 5%	45 16% K	8 11% *	28 21% K	58 13% P	29 7%	27 7%	31 8%	29 16% QRU	25 14% QU	58 8%	55 15 QR
Tend to support (1)	345 30%	215 31%	94 30%	36 25% *	128 33%	217 29%	110 30%	235 30%	225 32%	120 28%	97 27%	119 43% KN	23 29% *	38 28%	153 34%	113 28%	103 28%	117 31%	53 28%	66 37%	219 30%	11 33
Neither support nor oppose (0)	277 24%	163 24%	75 24%	38 27%	75 19%	202 27% E	89 24%	188 24%	166 24%	110 25%	94 26%	55 20%	19 24% *	25 18%	100 22%	101 25%	78 21%	97 26%	49 26%	44 25%	175 24%	9: 25
Tend to oppose (-1)	192 17%	119 17%	46 15%	27 19%	60 15%	132 18%	59 16%	132 17%	118 17%	73 17%	80 22% L	31 11%	16 21% *	22 16%	70 16%	78 19%	66 18%	74 20% TV	29 15%	20 11%	140 19% T	13
Strongly oppose (-2)	103 9%	58 9%	30 10%	15 11%	27 7%	77 10%	29 8%	74 10%	61 9%	43 10%	61 17% LMN	9	5 6% *	8 6%	25 6%	57 14% 0	44 12% STV	34 9%	10 5%	9 5%	78 10% v	5
Don't know	105 9%	60 9%	32 10%	13 9% *	42 11%	62 8%	28 8%	77 10%	57 8%	48 11%	11 3%	18 7%	8 10% K*	16 12% K	38 9%	23 6%	45 12% R	25 7%	17 9%	13 7%	70 10% R	8
Net: Support	463 41%	283 41%	130 42%	50 35%	187 48% F	276 37%	159 44%	304 39%	301 43%	162 37%	114 32%	164 59% KM	31 40%	66 48% K	211 48% P	142 35%	130 36%	147 39%	83 44%	91 52% QRU	277 37%	4
Net: Oppose	295 26%	177 26%	75 24%	43 30% *	87 22%	208 28%	88 24%	207 27%	179 25%	116 27%	140 39% LN	40 15%	21 26% L*	30 22%	95 21%	135 34% 0	110 30% TV	107 29% TV	39 21%	29 16%	218 29% STV	1
Mean	0.18	0.19	0.22	0.04	0.38 F	0.07	0.27	0.13	0.21	0.12	-0.20	0.62	0.20 K*	0.47 K*	0.37	-0.06	0.01	0.11	0.37 ORU	0.48 QRU	0.06	0.

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.

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

QZ4. 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

Control Cont			Ge	nder			,	lge			Aggre	egated Age E	Breaks		Gener	ations		Social	l grade			Reg	ion			Urban	/ Rural			Income		
Control of the propertical of		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X		ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural				£55.000+	Refus
Velighted base 21 139 552 576 119 194 186 188 183 269 313 374 452 146 309 262 422 642 487 269 297 261 157 55 99 558 181 220 317 291 255 torongly support (2) 69 88 22 16 17 7 7 15 7 7 15 7 7 7 15 7 7 15 8 4 22 14 19 21 156 13 29 41 21 7 17 15 15 2 7 8 8 8 8 6 8 6 18 8 183 269 8 184 22 14 19 21 156 13 29 41 21 7 17 17 18 22 8 8 8 6 8 183 269 8 184 22 14 19 21 156 13 29 41 21 7 17 17 18 22 8 8 8 8 6 8 183 269 8 184 22 14 19 21 156 13 29 41 21 7 17 17 18 2 2 8 8 8 8 6 8 183 269 8 184 22 14 19 21 156 13 29 41 21 7 17 17 18 2 2 7 6 8 181 8 183 269 8 184 22 14 19 21 159 8 184 220 14 19 21 156 15 12 18 18 18 18 18 18 18 18 18 18 18 18 18			(B)	(C)					(H)												(T)		(V)		(X)	(Y)						(e)
Strongly support (2) 69 48 22 16 17 7 15 7 34 22 14 19 21 16 17 7 34 22 14 19 21 16 37 38 38 48 88 88 88 88 88 88 88	Inweighted base	1139	555	573	154	204	191	196	187	207	358	387	394	176	328	277	358	689	450	270	303	260	154	57	95	962	177	203	291	290	297	58
Find to support (1) 223 120 101 228 48 42 238 248 248 258 248 258 278 188 248 248 258 278 278 288 288 288 288 28	Veighted base	1139	552	576	119	194	186	188	183	269	313	374	452	146	309	262	422	642	497	269	297	261	157	55	99	958	181	220	317	291	255	57
Eighter support nor oppose (0) 296 130 160 30 30 42 39 52 82 81 81 81 81 81 81 81 81 8	trongly support (2)		9%		14%				'	7 3%	11%			13%					8%	8%		6%		4%	7%		'					1%
26% 24% 28% 26% 26% 22% 21% 29% 30% 26% 22% 30% 24% 25% 21% 30% 24% 25% 21% 30% 24% 25% 21% 29% 24% 27% 28% 22% 29% 25% 25% 25% 29% 33% 28% 25% 20% 20% 24% 21% 25% 27% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	end to support (1)																														27%	5 9% •
24% 21% 26% 23% 17% 22% 28% 28% 19% 22% 28% 28% 18% 25% 27% 25% 23% 22% 28% 26% 17% 23% 24% 24% 24% 26% 19% 25% 27% 25% 23% 22% 28% 22% 28% 26% 17% 23% 24% 24% 24% 26% 24% 26% 19% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	leither support nor oppose (0)																30%															13 239 *
18% 20% 17% 9% 17% 16% 24% 22% 18% 14% 20% 20% 10% 16% 22% 20% 18% 19% 22% 21% 15% 19% 15% 12% 18% 22% 12% 19% 18% 22% a lon't know 72 29 43 6 12 25 14 4 11 18 39 15 8 30 20 15 50 23 14 16 12 14 5 12 58 15 16 17 13 13	end to oppose (-1)																				28%											239
	trongly oppose (-2)							24%	22%	18%						22%	20%															13 22
0% 5% 7% 5% 6% 14% 7% 2% 4% 6% 11% 3% 5% 10% 8% 5% 5% 5% 5% 5% 9% 8% 12% 6% 8% 7% 5% 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	on't know	72 6%	29 5%	43 7%	6 5%	12 6%	14%	7%	4 2%	11 4%	18 6%	39 11% L	15 3%	8 5%	30 10% P	20 8%	15 3%	50 8%	23 5%	14 5%	16 5%	12 5%	14 9%	5 8% *	12%	58 6%	15 8%	16 7%	17 5%	13 4%	13 5%	13 225 abcd
	let: Support	292 26%	167 30% c	123 21%	45 37% GHI	65 34% ні	48 26%	47 25%	35 19%	52 19%	110 35% KL	95 26%	87 19%	54 37% OP	94 30% P	63 24%	82 19%	167 26%	125 25%	73 27%	57 19%	68 26%	52 33% T	14 25% *	27 27%	255 27%	37 20%	47 21%	75 24% e	79 27% e	86 34% abe	
26% 30% 21% 37% 34% 26% 25% 19% 19% 35% 26% 19% 37% 30% 24% 19% 26% 25% 27% 19% 26% 33% 25% 27% 27% 20% 21% 24% 27% 34%	let: Oppose	479 42%	225 41%	249 43%	38 32%	66 34%	70 38%	88 47% DE	92 50% DEF	124 46% DE	105 33%	158 42%	216 48%	49 33%	107 35%	125 48% MN	198 47% MN	272 42%	207 42%	116 43%	144 48% V	106 41%	56 36%	21 38%	35 35%	402 42%	77 43%	85 39%	137 43%	127 44%	104 41%	

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.

Q24. 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

		_				nildren HH					_				Referendum 2016 vote Tenure								
		N	Marital Stat	us	(17 or	under)	Educ	ation	Employm	ent status	G	eneral Elect	tion 2019 Vo	te	vo	te			Ter	nure			
	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	Ren	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(1	
Inweighted base	1139	691	314	134	424	715	644	495	728	411	327	274	100	143	459	368	278	469	167	191	747	3	
Veighted base	1139	683	313	144	391	748	364	775	703	436	359	278	79	137	444	401	363	377	188	176	740	3	
trongly support (2)	69 6%	35 5%	27 9%	7 5%	29 7%	41 5%	36 10% H	34 4%	49 7%	20 5%	11 3%	30 11% K	5 7%	10 8%	33 7%	18 5%	6 2%	19 5% QU	17 9% QU	25 14% QRU	26 3%	4 12 QF	
end to support (1)	223 20%	145 21%	56 18%	22 15%	100 26% F	123 16%	96 26% H	127 16%	153 22%	70 16%	53 15%	74 27% K	18 23% *	34 25% K	104 23% P	60 15%	53 15%	78 21% u	40 21%	46 26% QU	132 18%	24	
leither support nor oppose (0)	296 26%	167 25%	83 27%	45 31%	80 20%	216 29% E	78 21%	217 28% G	173 25%	123 28%	89 25%	71 26%	26 33% *	29 21%	110 25%	103 26%	73 20%	113 30% QU	62 33% Q	40 22%	185 25% Q	2:	
end to oppose (-1)	270 24%	179 26%	61 19%	31 21%	82 21%	188 25%	79 22%	192 25%	150 21%	120 28%	110 31% L	45 16%	16 20% *	30 22%	100 22%	115 29%	105 29% sv	92 24%	31 16%	40 22%	197 27% sv	1	
trongly oppose (-2)	208 18%	120 18%	58 19%	30 21%	64 16%	144 19%	53 15%	155 20% G	138 20%	71 16%	92 26% LM	43 16%	8 10% *	23 17%	70 16%	95 24% 0	100 27% RSTUV	58 15%	23 12%	17 10%	158 21% RSTV	1	
on't know	72 6%	37 5%	27 8%	9 6%	36 9% F	37 5%	22 6%	50 6%	41 6%	31 7%	5 1%	14 5% K	5 6% κ*	11 8% K	27 6% P	10 3%	27 7%	17 4%	15 8%	9 5%	43 6% R		
let: Support	292 26%	179 26%	84 27%	29 20%	129 33% F	163 22%	132 36% H	161 21%	202 29% J	90 21%	63 18%	105 38% K	24 30% K*	44 32% K	136 31% P	78 19%	60 16%	97 26% QU	57 30% QU	71 40% QRU	157 21% Q	3	
let: Oppose	479 42%	299 44%	119 38%	61 42%	146 37%	332 44%	132 36%	347 45%	288 41%	191 44%	202 56% LMN	88 32%	24 31%	53 39%	170 38%	210 52%	204 56%	150 40% sv	54 29%	56 32%	355 48%	3	

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.

Column Proportions~(5%): A, B/C/D, E/F, G/H, I/J, K/L/M/N, O/P, Q/R/S/T/U/V~~Minimum~Base:~30(**)~Small~Base:~100(*)