

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

	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region							Urban / Rural		UP TO £19,999		£20,000-£34,999		Income £35,000 - £54,999			
	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)	Millennial s (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	(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					
Building more affordable homes	193	106	86	17	24	34	23	43	51	41	58	94	24	40	37	92	103	90	55	28	52	22	10	26	163	30	35	54	44	50	9					
	17%	19%	15%	14%	12%	18%	12%	24%	19%	13%	15%	21%	16%	13%	14%	22%	16%	18%	20%	9%	20%	14%	18%	26%	17%	16%	17%	15%	15%	20%	17%					
Tackling homelessness and rough sleeping	126	60	65	13	17	22	23	20	32	29	45	52	15	33	29	49	68	58	33	44	22	7	7	13	96	30	28	36	36	18	7					
	11%	11%	11%	10%	9%	12%	12%	11%	12%	9%	12%	11%	10%	11%	11%	12%	11%	12%	12%	15%	9%	4%	12%	13%	10%	17%	13%	12%	12%	7%	13%					
Reducing the number of empty homes	95	42	51	5	9	16	11	22	33	14	26	55	5	21	16	53	54	41	21	22	35	5	5	7	80	16	23	36	22	13	2					
	8%	8%	9%	4%	5%	8%	6%	12%	12%	4%	7%	12%	4%	7%	6%	13%	8%	8%	8%	7%	13%	3%	9%	7%	8%	9%	10%	11%	7%	5%	4%					
Helping first-time buyers get on the property ladder	94	41	53	19	13	12	15	17	19	32	26	36	21	21	19	33	55	39	18	30	18	15	7	6	79	14	15	28	17	29	5					
	8%	7%	9%	16%	7%	6%	8%	9%	7%	10%	7%	8%	14%	7%	7%	8%	9%	8%	7%	10%	7%	10%	12%	6%	8%	8%	7%	9%	6%	12%	8%					
Making it easier for first-time buyers to own or part-own their homes	92	42	50	14	21	8	17	15	17	35	25	32	15	28	22	28	59	33	25	31	14	13	4	5	79	13	21	26	17	22	6					
	8%	8%	9%	12%	11%	4%	9%	8%	6%	11%	7%	7%	10%	9%	8%	7%	9%	7%	9%	10%	6%	8%	7%	5%	8%	7%	9%	8%	6%	9%	11%					
Making homes more energy efficient and less damaging to the environment	90	45	44	9	24	11	13	13	20	33	24	33	13	30	20	28	56	35	24	24	18	15	2	8	70	20	8	24	32	22	5					
	8%	8%	8%	8%	12%	6%	7%	7%	7%	11%	7%	7%	9%	10%	8%	7%	9%	7%	9%	8%	7%	9%	4%	8%	7%	11%	4%	7%	11%	9%	8%					
Controlling rises in rents in the private sector	88	39	47	11	13	16	19	7	22	24	35	29	12	23	25	28	40	47	18	15	29	14	4	8	73	14	23	24	22	16	3					
	8%	7%	8%	9%	7%	8%	10%	4%	8%	8%	9%	6%	8%	8%	9%	7%	6%	10%	7%	5%	11%	9%	8%	8%	8%	8%	11%	8%	8%	6%	5%					
Improving the energy-efficiency of existing homes (such as improving insulation or grants for homeowners to move from gas boilers to heat pumps)	80	41	38	8	13	16	13	8	22	20	29	30	8	26	18	28	43	37	19	25	14	13	4	5	64	16	14	14	28	21	4					
	7%	8%	7%	7%	6%	9%	7%	5%	8%	7%	8%	7%	5%	8%	7%	7%	7%	7%	7%	9%	5%	8%	7%	5%	7%	9%	6%	4%	10%	8%	6%					
Reducing the cost of buying/selling property by reducing stamp duty	78	42	34	11	21	12	18	6	10	32	30	16	14	29	20	15	52	26	13	19	18	19	3	5	75	3	9	18	25	22	4					
	7%	8%	6%	9%	11%	7%	9%	3%	4%	10%	8%	4%	10%	9%	8%	3%	8%	5%	5%	6%	7%	12%	6%	5%	8%	2%	4%	6%	9%	8%	7%					
Giving renters in the private rented sector more rights e.g. in relation to evictions and rent rises	43	14	28	4	9	5	8	4	13	13	13	17	8	9	10	16	25	17	7	19	7	5	2	3	33	9	10	17	7	6	3					
	4%	2%	5%	3%	5%	3%	4%	2%	5%	4%	3%	4%	6%	3%	4%	4%	4%	4%	3%	6%	3%	3%	3%	3%	3%	5%	4%	5%	2%	3%	5%					
Increasing housing benefit for low-income renters	36	15	20	6	12	5	2	7	4	18	7	11	7	16	4	9	15	21	12	8	6	3	1	5	34	2	13	7	9	6	1					
	3%	3%	4%	5%	6%	3%	1%	4%	1%	6%	2%	2%	5%	5%	2%	2%	2%	4%	5%	3%	2%	2%	2%	5%	4%	1%	6%	2%	3%	2%	2%					
Other	25	18	8	-	4	2	4	10	4	4	6	15	-	4	9	12	15	11	6	4	8	4	1	1	25	-	3	7	7	4	4					
	2%	3%	1%	-	2%	1%	2%	6%	2%	1%	2%	3%	-	1%	3%	3%	2%	2%	2%	1%	3%	3%	3%	1%	3%	-	1%	2%	2%	2%	7%					
None of these	44	27	17	-	4	11	12	7	9	4	24	16	-	14	14	16	27	17	8	14	10	9	*	3	40	3	3	12	13	16	-					
	4%	5%	3%	-	2%	4	6%	7%	4%	3%	6%	4%	-	4%	6%	4%	4%	3%	3%	5%	4%	6%	1%	3%	4%	2%	1%	4%	5%	6%	-					
Don't know	55	22	33	4	9	15	11	3	13	13	26	16	5	16	18	16	31	24	9	14	11	12	5	4	46	9	14	16	11	10	4					
	5%	4%	6%	3%	5%	8%	6%	2%	5%	4%	7%	4%	3%	5%	7%	4%	5%	5%	3%	5%	4%	7%	9%	4%	5%	5%	7%	5%	4%	4%	7%					

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

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

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

14th - 17th June 2024

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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

		Marital Status					Pres of children HH (17 or under)					Education		Employment status		General Election 2019 Vote					Referendum 2016 vote				Tenure				
		Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter						
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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	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 15%							
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% KM	49 11%	45 11%	40 11%	40 11%	26 14%	16 9%	80 11%	42 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% SUW	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% P	24 6%	45 12% RTV	26 7%	11 6%	9 5%	71 10% RV	19 5%							
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 12% QRU							
Improving the energy-efficiency of existing homes (such as improving insulation 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 8%	33 9%	10 5%	8 5%	60 8%	18 5%							
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 6%	27 6%	26 6%	27 7%	20 5%	14 7%	14 8%	47 6%	28 8%							
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 7% QRSU							
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 10% QRU	19 5% QRU	9 1%	7 8% QRU	28 8%							
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%	- 2% *	3 2%	13 3%	7 2%	14 4% R	4 1%	4 2%	3 1%	19 3% R	7 2%							
None of these	44 4%	33 5%	9 3%	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% B	12 8% B*	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% RTUV	16 9%	3 2%	28 4% R	19 5% T							

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ColumnProportions (5N): 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 (5N): 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

Q228. 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

	Gender			Age						Aggregated Age Breaks				Generations			Social grade		Region							Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000- £34,999 (b)	£35,000 - £54,999 (c)	£55,000+ (d)	Refused (e)	
Unweighted base	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% DERI	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% Y	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%	44 24%	41 22%	58 32% D	83 31% D	66 21%	86 23%	140 31%	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 23%	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% a	89 26% 1a	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 21%	38 25%	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 27%	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 insulation 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% J	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% H	32 17% H	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% cde	64 20%	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 4%	12 4%	11 4%	15 4%	24 4%	15 4%	4 3%	12 4%	7 3%	10 4% S	- -	6 6% S*	32 3%	8 4%	6 4%	12 4%	9 3%	12 5%	- -	
Don't know	69 6%	33 6%	36 6%	4 3%	9 5%	22 12% DEHI	16 9% H	4 2%	13 5%	13 4%	39 10% JL	17 4%	5 3%	21 7%	26 10% MP	17 4%	39 6%	30 6%	16 6%	14 5%	13 5%	14 9%	5 7% +	7 7% +	59 6%	10 5%	16 7%	20 6%	12 4%	14 6%	7 12% c*	

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

14th - 17th June 2024

PUBLIC

Housing - Zoopla

Adults aged 18+ in GB

Q22b. 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

		Marital Status					Pres of children HH (17 or under)					Education		Employment status		General Election 2019 Vote					Referendum 2016 vote				Tenure				
		Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non-graduate (H)	Working (I)	Not working (J)	Conservative (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Occupier (U)	Renter (V)						
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% £	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% £	112 31%	229 30%	204 29%	137 31%	108 30%	88 32%	28 35% *	46 34%	139 32%	128 32%	116 31%	116 26%	48 28%	50 31%	232 27%	98 27%						
Building more affordable homes		307 27%	186 27%	95 30%	26 18% D *	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% £	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% QSUW	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 29% H	104 29% H	176 23%	171 24%	109 25%	95 26%	73 31% *	24 23% *	32 26%	116 25%	98 21%	78 28% U	105 27%	50 22%	40 25%	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% H	172 22%	159 23%	120 28%	88 24%	65 23%	26 33% *	37 27%	109 25%	106 27%	83 23% UV	112 30%	40 21%	40 23%	195 26%	80 22%						
Improving the energy-efficiency of existing homes (such as improving insulation 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% QSUW	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% RU	38 20% RU	37 21% RU	94 13% QU	74 20% QU						
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 3%	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 4% *	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 5% RU	8 5%	36 5%	27 8% T						

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ColumnProportions (5N): 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 (5N): 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																																
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Housing - Zoopla																																
Adults aged 18+ in GB																																
Combined Q22a and Q22b																																
All Adults aged 18+ in Great Britain																																
	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region							Urban / Rural		Income				
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennial s (N)	Gen X (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	UP TO £19,999 (a)	£20,000-£34,999 (b)	£35,000-£54,999 (c)	£55,000+ (d)	Refused (e)	
Unweighted base	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	
Building 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%	123 41%	130 50%	48 30%	21 38%	53 53%	413 43%	87 48%	95 43%	134 42%	137 47%	110 43%	25 43%	
Tackling homelessness and rough sleeping	467 41%	221 40%	242 42%	48 40%	56 29%	68 37%	86 32%	92 32%	118 39%	103 33%	154 41%	210 46%	52 36%	99 32%	128 49%	187 44%	285 44%	182 44%	112 42%	119 40%	104 40%	62 40%	22 40%	48 48%	398 41%	69 38%	89 41%	135 43%	126 43%	90 35%	27 48%	
Reducing the number of empty homes	441 39%	218 39%	219 38%	26 22%	59 31%	56 30%	77 41%	102 56%	119 44%	85 27%	134 36%	222 49%	34 23%	98 32%	99 38%	209 50%	239 37%	201 41%	104 39%	116 39%	117 45%	47 30%	20 36%	36 37%	356 37%	85 47%	102 47%	123 39%	110 38%	91 36%	15 27%	
Controlling rises in rents in the private sector	380 33%	173 31%	201 35%	26 22%	64 33%	60 32%	60 32%	64 35%	105 39%	90 29%	120 32%	169 37%	36 24%	101 33%	87 33%	156 37%	216 34%	164 33%	88 33%	90 30%	99 38%	50 32%	12 22%	40 41%	318 33%	61 34%	76 35%	123 39%	98 34%	70 27%	13 24%	
Making it easier for first-time buyers to own or part-own their homes	377 33%	170 31%	202 35%	46 38%	75 39%	52 28%	58 31%	51 28%	95 35%	121 39%	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%	24 42%	
Helping 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%	21 38%	
Making homes more energy efficient and less damaging to the environment	370 32%	178 32%	190 33%	33 28%	64 33%	52 28%	64 34%	73 40%	84 31%	97 31%	116 31%	157 35%	45 31%	94 30%	89 34%	142 34%	237 37%	133 27%	83 31%	95 32%	90 35%	51 33%	17 31%	32 33%	303 32%	67 37%	61 28%	105 33%	112 38%	79 31%	14 24%	
Improving the energy-efficiency of existing homes (such as improving insulation or grants for homeowners to move from gas boilers to heat pumps)	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%	135 27%	80 30%	100 34%	84 32%	51 33%	9 16%	32 32%	288 30%	68 38%	64 29%	91 29%	97 33%	92 36%	11 20%	
Reducing the cost of buying/selling property by reducing stamp duty	331 29%	164 30%	160 28%	40 34%	69 36%	51 27%	51 27%	40 22%	79 29%	110 35%	102 27%	119 26%	51 35%	99 32%	68 26%	113 27%	209 32%	122 25%	77 28%	81 27%	85 33%	55 35%	16 28%	17 18%	289 30%	42 23%	49 22%	91 29%	98 34%	77 30%	16 28%	
Giving renters in the private rented sector more rights 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%	63 20%	94 25%	127 28%	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%	15 26%	
Increasing housing benefit for low-income renters	210 18%	98 18%	111 19%	23 19%	54 28%	28 15%	34 18%	23 12%	48 18%	77 25%	62 17%	71 16%	29 20%	75 24%	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%	71 22%	46 16%	39 15%	4 8%	
Other	32 3%	23 4%	8 1%	- -	6 3%	3 2%	6 3%	10 6%	7 3%	6 2%	9 2%	17 4%	- -	6 2%	11 4%	14 3%	19 3%	13 3%	7 3%	4 1%	11 4%	5 3%	2 4%	2 2%	32 3%	- -	4 2%	10 3%	8 3%	6 2%	4 7%	
None of these	56 5%	33 6%	23 4%	1 1%	7 3%	15 8%	12 7%	7 4%	14 5%	8 2%	27 7%	21 5%	1 6%	18 5%	15 6%	21 5%	32 5%	24 3%	8 6%	18 5%	12 5%	11 7%	* 1%	6 5%	46 5%	10 3%	7 5%	15 5%	14 5%	19 7%	- -	
Don't know	81 7%	37 7%	44 8%	6 5%	12 6%	23 13%	19 10%	5 3%	16 6%	18 6%	43 11%	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%	8 14%	

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

14th - 17th June 2024

PUBLIC

Housing - Zoopla  
Adults aged 18+ in GB

Combined Q22a and Q22b  
All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
		Married/ Living as Married	Single (C)	Widowed/ Divorced/ S eparated (D)	At least one child present (E)	No children present (F)	Graduate (G)	Non- graduate (H)	Working (I)	Not working (J)	Conservati ve (K)	Labour (L)	Lib Dems (M)	Other (N)	Remain (O)	Leave (P)	Mortgage (Q)	Owner (R)	Social Renter (S)	Private Renter (T)	Owner/Oc cupier (U)	Renter (V)
		(A)		(B)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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% KM*	56 41%	226 51% P	185 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 45%	337 43% E	152 43%	315 39%	277 39%	189 43%	142 39%	122 42%	33 51% *	70 42% K	188 42%	174 43%	156 41%	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% I	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% QRUV	223 30%	147 40% QU
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 40% 33%	31 40% *	46 34%	144 32%	131 33%	109 37% U	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%	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 insulation 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% H	218 28%	224 32%	131 30%	97 27%	94 34%	34 43% K*	50 36%	142 32%	128 32%	119 33%	128 34%	55 29%	48 27%	248 33%	103 28%
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% QRUV	160 22% QRUV	116 32% QRUV
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% QRU	57 26% QRU	46 14% QRU	101 28% QRU	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% R
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% RTU	6 3%	9 5%	39 5%	15 4% RT
Don't know	81 7%	36 5%	28 9%	17 12% R*	25 6%	56 8%	17 5%	65 8%	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% RT	32 9% RT

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ColumnMeans (5N): 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

Q23. To what extent do you agree or disagree with the following... - Summary

All Adults aged 18+ in Great Britain

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	House prices are currently too high	Having a mortgage is riskier than it used to be	There isn't much that British governments can do to encourage the building of new homes	We are too obsessed with owning property in Britain	Given the choice I would rather own a property than rent one	It was harder/is harder for people my age to buy or rent a home to settle down in	The political parties pay a lot of attention to housing
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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% DH	149 13% DH	652 57% ABCEDEGH	388 34% ACDEH	59 5% D
Tend to agree (1)	371 33% DEH	330 29% DEH	396 35% DEFGH	160 14% DH	272 24% DH	261 23% DH	338 30% DEH	215 19% D
Neither agree nor disagree (0)	211 19% F	208 18% F	270 24% ABFG	259 23% ABFG	343 30% ABCEFG	134 12% DH	205 18% F	333 29% ABCEFG
Tend to disagree (-1)	113 10% BF	48 4% BF	131 11% BF	334 29% ABCEFG	236 21% ABCFG	30 3% BF	104 9% BF	317 28% ABCEFG
Strongly disagree (-2)	57 5% BF	14 1% BF	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% DH	30 3% DH	50 4% F	72 6% BEFG

Net: Agree	699 61% CDEH	822 72% ACDEGH	632 56% DEH	230 20% DH	421 37% ABCEDEGH	913 80% ABCEDEGH	727 64% CDEH	274 24% D
Net: Disagree	169 15% BF	63 6% BF	170 15% BF	570 50% ABCEFGH	336 29% ABCFG	62 5% DH	157 14% BF	459 40% ABCEFG

Mean	0.74 CDEH	1.13 ACDEGH	0.62 DEH	-0.48 DH	0.12 DH	1.33 ABCEDEGH	0.83 CDEH	-0.25 D
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cordance 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 Minimum Base: 30 (\*\*) Small Base: 100 (\*)

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

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

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income					
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	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	
Strongly 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% *	
Tend 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% *	
Neither 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% *	
Tend 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*	
Strongly 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% *	
Don't know	59 5%	30 5%	29 5%	6 5%	14 7% I	14 8% I	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 4%	10 6%	3 6% *	5 5% *	42 4%	17 9% Y	12 5%	15 5%	12 4%	14 6%	6 11% *	
Net: 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 45% *	
Net: Disagree	169 15%	62 11%	105 18% B	18 15%	27 14%	22 12%	40 21% F	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%	14 25% *	
Mean	0.74	0.84 c	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 T*	0.86 *	0.75	0.68	0.81	0.71	0.79	0.75	0.37	

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

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

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



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

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly agree (2)	328 29%	203 30%	84 27%	41 28% *	121 31%	207 28%	96 26%	232 30%	187 27%	141 32%	101 28%	88 32%	25 31% *	50 36%	136 31%	127 32%	85 23%	102 27%	66 35% QU	67 38% QRU	187 25%	132 36% QRU
Tend to agree (1)	371 33%	239 35%	87 28%	45 32% *	125 32%	246 33%	127 35%	244 31%	233 33%	138 32%	118 33%	100 36%	30 38% *	50 36%	150 34%	132 33%	127 35%	118 31%	62 33%	51 29%	246 33%	113 31%
Neither agree nor disagree (0)	211 19%	119 17%	63 20%	28 20% *	72 18%	139 19%	65 18%	145 19%	136 19%	75 17%	63 18%	49 18%	15 19% *	19 14%	80 18%	72 18%	75 21%	76 20%	29 15%	28 16%	150 20%	57 16%
Tend to disagree (-1)	113 10%	61 9%	38 12%	14 10% *	34 9%	79 11%	36 10%	77 10%	68 10%	45 10%	46 13% LN	19 7%	4 4% *	7 5%	39 9%	39 10%	34 9%	42 11%	15 8%	17 9%	76 10%	32 9%
Strongly disagree (-2)	57 5%	33 5%	17 5%	7 5% *	19 5%	37 5%	18 5%	38 5%	37 5%	20 5%	27 8% N	9 3%	3 4% *	2 1%	23 5%	20 5%	22 6%	18 5%	8 4%	4 2%	41 5%	12 3%
Don't know	59 5%	27 4%	24 8% B	8 5% *	19 5%	40 5%	21 6%	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%	17 5%
Net: Agree	699 61%	442 65% C	171 55%	86 60% *	246 63%	453 61%	224 61%	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%	246 67% QRU
Net: Disagree	169 15%	94 14%	54 17%	21 15% *	53 14%	116 15%	54 15%	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%	44 12%
Mean	0.74	0.79	0.64	0.73 *	0.79	0.72	0.72	0.75	0.70	0.80	0.62	0.91 K	0.91 *	1.09 K*	0.79	0.79	0.64	0.68	0.90 U	0.96 QRU	0.66	0.93 QRU

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V 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(\*)

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

Q23. To what extent do you agree or disagree with the following... - House prices are currently too high  
All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly agree (2)	492	219	268	49	97	84	93	67	101	146	178	168	69	142	125	156	257	235	120	121	120	64	22	44	419	73	100	149	121	102	21
	43%	40%	47%	41%	50% HI	45%	50% HI	37%	37%	47% L	48% L	37%	47% P	46% P	48% P	37%	40%	47% Q	44%	41%	46%	41%	40% *	44% *	44%	40%	45%	47%	41%	40%	37% *
Tend to agree (1)	330	164	164	38	42	47	50	66	86	81	97	152	43	73	69	145	190	140	80	74	75	51	15	34	288	42	57	89	96	68	20
	29%	30%	28%	32%	22%	25%	27%	36% E	32%	26%	26%	34%	29%	24%	26%	34% N	30%	28%	30%	25%	29%	33%	28% *	34% *	30%	23%	26%	28%	33%	27%	35% *
Neither agree nor disagree (0)	208	113	93	18	37	34	30	23	66	55	64	89	19	61	44	83	128	80	45	67	48	23	11	13	167	42	41	50	46	58	13
	18%	20%	16%	15%	19%	18%	16%	13%	24% H	18%	17%	20%	13%	20%	17%	20%	20%	16%	17%	23%	18%	15%	20% *	14% *	17%	23%	19%	16%	16%	23%	22% *
Tend to disagree (-1)	48	28	19	8	12	6	4	14	5	20	10	18	9	15	9	17	34	14	15	13	10	8	1	1	41	7	4	16	10	17	1
	4%	5%	3%	6% I	6%	3%	2%	7% GI	2%	6%	3%	4%	6%	5%	3%	4%	5%	3%	6%	5%	4%	5%	1% *	1% *	4%	4%	2%	5%	3%	7% a	3% *
Strongly disagree (-2)	14	10	5	2	1	*	6	4	1	3	6	5	2	1	6	5	3	11	4	5	*	1	3	1	13	1	4	2	7	1	-
	1%	2%	1%	2%	1%	* *	3%	2%	1%	1%	2%	1%	1%	* *	2%	1%	1%	2% Q	1%	2%	*	1%	6% U*	1% *	1%	1%	2%	1%	2%	* *	- *
Don't know	46	19	27	3	5	14	5	9	10	8	19	19	4	16	9	17	29	17	5	16	8	8	2	6	30	16	14	10	11	9	2
	4%	3%	5%	3%	3%	7%	2%	5%	4%	3%	5%	4%	3%	5%	3%	4%	5%	3%	2%	5%	3%	5%	4% *	6% *	3%	9% Y	6%	3%	4%	4%	3% *

Net: 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%	41 72% *
Net: Disagree	63 6%	38 7%	24 4%	10 8% I	13 7%	7 4%	10 5%	17 10% I	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 3% *

Mean	1.13	1.04	1.22 B	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	1.10 *
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

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

Q23. To what extent do you agree or disagree with the following... - House prices are currently too high  
All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly agree (2)	492 43%	291 43%	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% K	203 46%	167 42%	148 41%	128 34%	97 51% RU	101 58% QRU	276 37% R	198 54% QRU
Tend to agree (1)	330 29%	199 29%	92 29%	39 27% *	106 27%	224 30%	117 32%	213 27%	199 28%	131 30%	118 33% N	82 49% 30%	25 31% *	30 22%	133 30%	115 29%	102 28%	133 35% SUV	43 23%	48 27%	235 32%	91 25%
Neither agree nor disagree (0)	208 18%	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	49 14%
Tend to disagree (-1)	48 4%	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	8 2%
Strongly disagree (-2)	14 1%	6 1%	4 1%	5 3% *	4 1%	10 1%	4 1%	11 1%	12 2%	3 1%	7 2%	3 1%	- - *	1 1%	2 *	9 2%	7 2%	4 1%	2 1%	1 1%	11 1%	4 1%
Don't know	46 4%	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%	14 4%
Net: Agree	822 72%	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%	289 79% QRU
Net: Disagree	63 6%	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	12 3%
Mean	1.13	1.11	1.19	1.09 *	1.17	1.11	1.12	1.14	1.11	1.16	0.93	1.25 K	1.25 K*	1.28 K*	1.19	1.05	1.02	1.02	1.25 RU	1.45 QRU	1.02	1.35 QRU

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

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V 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(\*)

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

Q23. 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

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly agree (2)	237	110	126	14	61	39	37	41	45	76	75	86	30	74	54	78	115	122	63	69	40	31	12	21	198	38	53	78	56	38	12
	21%	20%	22%	12%	32% DFGI	21%	19%	22% D	17%	24%	20%	19%	21%	24%	21%	18%	18%	25% Q	24% U	23% U	15%	19%	22% *	21% *	21%	21%	24% d	25% d	19%	15%	22% *
Tend to agree (1)	396	194	198	44	57	72	65	61	97	101	137	158	49	105	94	148	220	176	86	104	95	57	13	41	335	60	75	110	101	95	14
	35%	35%	34%	37%	29%	39%	34%	33%	36%	32%	37%	35%	34%	34%	36%	35%	34%	35%	32%	35%	36%	36%	23% *	42% w*	35%	33%	34%	35%	35%	37%	25% *
Neither agree nor disagree (0)	270	132	134	38	47	37	45	38	64	85	83	102	42	74	57	98	156	115	56	72	72	33	16	21	232	39	54	67	65	74	10
	24%	24%	23%	32% FH	24%	20%	24%	21%	24%	27%	22%	23%	28%	24%	22%	23%	24%	23%	21%	24%	28%	21%	30% *	22% *	24%	21%	24%	21%	22%	29%	18% *
Tend to disagree (-1)	131	59	70	13	14	19	26	22	38	26	45	60	13	27	35	55	90	41	38	19	36	19	6	12	110	20	20	32	42	28	8
	11%	11%	12%	11%	7%	10%	14%	12%	14%	8%	12%	13%	9%	9%	13%	13%	14% R	8%	14% T	6%	14%	12%	11% *	12% *	12%	11%	9%	10%	15%	11%	14% *
Strongly disagree (-2)	39	27	12	2	1	4	7	14	10	4	12	24	2	6	9	22	23	16	10	9	5	10	5	-	33	6	4	16	7	11	1
	3%	5% C	2%	2%	1%	2%	4%	8% EF	4%	1%	3%	5% J	2%	2%	3%	5%	4%	3%	4%	3%	2%	6% X	9% TUX*	- *	3%	3%	2%	5%	2%	4%	1%
Don't know	67	31	36	8	13	15	8	7	15	22	23	22	10	23	13	21	39	28	16	24	13	8	2	4	50	17	15	13	19	9	11
	6%	6%	6%	7%	7%	8%	4%	4%	5%	7%	6%	5%	7%	7%	5%	5%	6%	6%	6%	8%	5%	5%	4% *	4% *	5%	9%	7%	4%	7%	4%	19% abcd*

Net: 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 47% *
Net: 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% J	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 16% *

Mean	0.62	0.58	0.66	0.49	0.90 DGHl	0.72	0.54	0.53	0.51	0.75 L	0.63	0.52	0.67	0.76 P	0.60	0.51	0.52	0.74 Q	0.61	0.75 UW	0.52	0.53 *	0.40 *	0.74 *	0.61	0.64	0.74 d	0.66	0.58	0.49	0.65 **
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ColumnProportions (5%): A,B/C,D/E,F/G,H/I/J/K/L,M/N/O,P,Q/R,S,T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Q23. 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

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly 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%	103 28% QRU
Tend 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%	138 38%
Neither 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%	79 22%
Tend 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	21 6%
Strongly 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	2 *
Don'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%	21 6%
Net: 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%	241 66% QRU
Net: Disagree	170 15%	113 17% C	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	23 6%
Mean	0.62	0.60	0.68	0.57 *	0.70	0.57	0.53	0.66	0.62	0.61	0.37	0.78 KM	0.44 *	0.90 KM*	0.59	0.55	0.41	0.51	0.95 QRU	0.92 QRU	0.46	0.93 QRU

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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

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly agree (2)	71 6%	33 6%	36 6%	13 11% I	15 8% I	13 7%	9 5%	15 8% I	7 3%	28 9%	21 6%	22 5%	15 10% OP	22 7%	12 5%	21 5%	32 5%	38 8%	19 7%	14 5%	15 6%	17 11% T	2 3%	4 4% *	64 7%	6 3%	15 7%	19 6%	24 8%	12 5%	1 2% *
Tend to agree (1)	160 14%	86 16%	73 13%	25 21% HI	41 21% HI	24 13%	27 14% H	12 7%	31 12%	66 21% KL	51 14%	43 10%	29 20% P	57 18% P	34 13%	39 9%	86 13%	74 15%	40 15%	43 14%	32 12%	26 17%	6 12% *	12 12% *	141 15%	18 10%	27 12%	38 12%	45 15%	44 17%	5 9% *
Neither agree nor disagree (0)	259 23%	109 20%	145 25%	35 29% G	38 20% HI	44 24%	31 16% H	42 23%	69 26%	73 23%	75 20%	111 25%	42 29% O	66 21%	50 19%	101 24%	146 23%	113 23%	63 23% W	81 27% W	62 24% W	31 20%	5 9% *	17 17% *	219 23%	40 22%	52 24%	72 23%	61 21%	58 23%	16 28% *
Tend to disagree (-1)	334 29%	154 28%	179 31%	23 20%	47 24%	47 25%	54 29%	68 37% DEF	94 35% D	71 23%	102 27%	162 36% JK	30 20%	70 23%	83 31% MN	152 36% MN	190 30%	144 29%	68 25%	91 31%	92 35% SV	35 22%	24 43% SV*	25 25% *	273 29%	61 34%	70 32%	99 31%	85 29%	67 26%	13 23% *
Strongly disagree (-2)	236 21%	145 26% C	89 15%	16 14%	35 18%	42 23%	54 29% DE	36 20%	52 19%	51 16%	96 26% J	89 20%	22 15%	64 21%	66 25% M	84 20%	142 22%	94 19%	64 24% T	45 15%	49 19%	31 20%	13 23% *	34 35% TUV*	195 20%	41 23%	41 19%	67 21%	58 20%	60 24%	9 16% *
Don't know	80 7%	25 5%	54 9% B	7 6%	18 9%	16 8%	14 7%	9 5%	16 6%	25 8%	30 8%	25 6%	8 5%	30 10%	17 7%	25 6%	47 7%	33 7%	15 6%	24 8%	12 5%	17 11% U	5 9% *	7 7% *	66 7%	14 8%	15 7%	21 6%	18 5%	13 5%	12 21% abcd*

Net: Agree	230 20%	119 21%	109 19%	38 32% FGHI	55 29% HI	37 20%	35 19%	27 15%	38 14%	93 30% KL	72 19%	65 14%	44 30% OP	79 26% OP	46 18%	61 14%	118 18%	112 23%	59 22%	57 19%	47 18%	44 28%	8 15% *	16 16% *	206 21% Z	25 14%	42 19%	57 18%	69 24%	56 22%	6 11% *
Net: Disagree	570 50%	299 54% C	268 47%	40 33%	83 43%	89 48% D	108 57% DE	104 57% DE	146 54% DE	122 39%	198 53% J	250 55% J	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%	22 39% *

Mean	-0.48	-0.56	-0.41	-0.04 FGHI	-0.27 GHI	-0.48	-0.68	-0.57	-0.61	-0.18 KL	-0.58	-0.59	-0.11 OP	-0.35 OP	-0.64	-0.60	-0.54	-0.39	-0.47	-0.40 WX	-0.51	-0.25 WX*	-0.78 *	-0.80 *	-0.44 Z	-0.68	-0.46	-0.54	-0.40	-0.49	-0.54 *
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ColumnMeans (5%): A,B/C,D/E,F/G,H/I,J/K,L,M,N/O,P,Q/R,S,T/U,V/W,X,Y/Z,a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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 Status			Pres of children HH (17 or under)			Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly agree (2)	71 6%	43 6%	22 7%	6 4% *	39 10% F	32 4%	21 6%	50 6%	50 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 7%
Tend to agree (1)	160 14%	105 15%	35 11%	20 14% *	75 19% F	85 11%	53 15%	106 14%	112 16% J	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	57 16%
Neither agree nor disagree (0)	259 23%	145 21%	79 25%	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%	81 22%
Tend to disagree (-1)	334 29%	204 30%	82 26%	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%	99 27%
Strongly disagree (-2)	236 21%	140 20%	70 22%	26 18% *	80 21%	156 21%	92 25% H	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%	74 20%
Don't know	80 7%	45 7%	25 8%	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%	26 7%
Net: Agree	230 20%	148 22%	56 18%	26 18% *	114 29% F	116 16%	75 20%	156 20%	162 23% J	69 16%	81 23%	61 22%	14 18% *	24 17%	73 16%	92 23%	79 22%	61 16%	36 19%	47 27% RU	140 19% R	83 23% R
Net: Disagree	570 50%	344 50%	152 49%	74 52% *	174 44%	397 53% E	202 56% H	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%	174 48%
Mean	-0.48	-0.46	-0.50	-0.51 *	-0.27 F	-0.58	-0.58	-0.43	-0.43	-0.56	-0.40 N	-0.51	-0.55 *	-0.70 *	-0.64	-0.42 O	-0.42	-0.59	-0.50	-0.32 R	-0.51 R	-0.41

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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 too obsessed with owning property in Britain  
All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly agree (2)	149	77	72	13	31	17	30	28	30	44	47	58	18	38	40	53	71	78	35	37	24	35	7	11	121	28	31	46	32	32	8
	13%	14%	13%	11%	16%	9%	16%	15%	11%	14%	13%	13%	12%	12%	15%	13%	11%	16%	13%	13%	9%	22% STU	13% *	11% *	13%	16%	14%	15%	11%	13%	14% *
Tend to agree (1)	272	144	125	33	45	39	50	48	56	78	89	105	37	69	69	98	169	102	58	76	75	35	7	22	236	35	54	72	73	65	7
	24%	26%	22%	28%	23%	21%	27%	26%	21%	25%	24%	23%	25%	22%	26%	23%	26%	21%	21%	25%	29% W	23%	12% *	22% *	25%	20%	25%	23%	25%	25%	12% *
Neither agree nor disagree (0)	343	157	179	39	47	70	41	52	94	86	111	146	47	90	68	138	188	155	73	94	82	40	19	35	282	61	70	93	87	73	19
	30%	28%	31%	32%	24%	38% EG	22%	29%	35% EG	27%	30%	32%	32%	29%	26%	33%	29%	31%	27%	32%	31%	26%	34% *	35% *	29%	34%	32%	29%	30%	29%	34% *
Tend to disagree (-1)	236	106	130	23	40	29	45	35	63	63	74	99	30	54	59	93	133	103	66	59	46	29	14	21	198	38	38	70	58	53	17
	21%	19%	23%	19%	21%	16%	24%	19%	24%	20%	20%	22%	21%	17%	23%	22%	21%	21%	25%	20%	18%	19%	25% *	21% *	21%	21%	17%	22%	20%	21%	31% *
Strongly disagree (-2)	100	56	43	8	21	21	16	16	19	29	37	35	8	39	19	33	63	37	33	19	25	10	7	7	87	12	19	28	32	21	1
	9%	10%	8%	7%	11%	11%	8%	9%	7%	9%	10%	8%	6%	13% M	7%	8%	10%	7%	12%	7%	9%	6%	12% *	7% *	9%	7%	8%	9%	11%	8%	2% *
Don't know	40	14	26	4	10	10	6	3	6	14	16	10	6	19	8	7	18	22	4	12	10	7	2	4	33	6	9	7	8	11	4
	3%	3%	4%	4%	5%	6%	3%	2%	2%	4%	4%	2%	4%	6% P	3%	2%	3%	4%	2%	4%	4%	5%	4% *	4% *	3%	3%	4%	2%	3%	4%	7% *

Net: Agree	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%	15 26% *
Net: Disagree	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% TUV	78 26%	71 27%	39 25%	20 37% *	28 28% *	285 30%	50 28%	56 26%	98 31%	90 31%	74 29%	18 32% *

Mean	0.12	0.15	0.10	0.17	0.14	0.01	0.19	0.20	0.06	0.15	0.10	0.12	0.18	0.05	0.20	0.11	0.08	0.17	-0.01	0.18	0.11	0.38 SW*	-0.12 *	0.08 *	0.11	0.16	0.19	0.13	0.06	0.14	0.07 *
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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L,M/N/O,P,Q/R,S,T/U/V/W,X,Y/Z,a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*)



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 too obsessed with owning property in Britain  
All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote			Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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		
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 21% QRU		
Tend to agree (1)	272 24%	166 24%	72 23%	34 23% *	103 26%	168 23%	104 29% H	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 24%		
Neither agree nor disagree (0)	343 30%	213 31%	79 25%	51 36% *	118 30%	225 30%	91 25% G	252 33%	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 29%		
Tend 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 17%		
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 5%		
Don'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%	11 3%		
Net: 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%	164 45% QRU		
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%		
Mean	0.12	0.10	0.07	0.35 B*	0.23	0.06	0.19	0.09	0.13	0.12	0.02	0.28 K	0.03 *	* *	0.07	0.04	-0.02	* QRU	0.39 QRU	0.41 QRU	-0.01	0.40 QRU		

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

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

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

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

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly agree (2)	652	328	321	46	84	106	120	123	173	129	226	296	56	150	169	278	389	263	155	176	149	77	42	54	543	109	115	201	151	150	35
	57%	59%	56%	38%	43%	57%	64%	67%	64%	41%	61%	66%	38%	49%	64%	66%	61%	53%	57%	59%	57%	49%	75%	54%	57%	61%	52%	64%	52%	59%	61%
Tend to agree (1)	261	113	143	33	53	46	32	38	58	86	79	96	38	85	48	90	147	114	68	63	56	42	9	24	220	41	50	56	79	58	18
	23%	21%	25%	28%	27%	25%	21%	28%	22%	28%	21%	21%	26%	28%	18%	21%	23%	23%	25%	21%	21%	27%	16%	24%	23%	23%	23%	18%	27%	23%	32%
Neither agree nor disagree (0)	134	74	57	26	38	22	18	10	20	64	39	30	33	50	24	27	71	62	28	34	39	17	2	15	123	10	27	26	44	36	1
	12%	13%	10%	22%	20%	12%	9%	6%	7%	21%	11%	7%	23%	16%	9%	6%	11%	13%	10%	11%	15%	11%	3%	15%	13%	6%	12%	8%	15%	14%	2%
Tend to disagree (-1)	30	12	18	10	8	3	3	1	6	18	6	7	10	10	4	6	11	20	10	6	6	6	-	2	27	3	8	9	8	5	1
	3%	2%	3%	8%	4%	1%	2%	*	2%	6%	2%	2%	7%	3%	2%	1%	2%	4%	4%	2%	2%	4%	-	2%	3%	2%	4%	3%	3%	2%	2%
Strongly disagree (-2)	31	9	23	3	7	1	10	4	7	10	11	11	9	2	10	11	8	23	9	7	6	5	-	5	26	5	12	14	4	2	-
	3%	2%	4%	3%	4%	1%	5%	2%	3%	3%	3%	2%	6%	1%	4%	3%	1%	5%	3%	3%	2%	3%	-	5%	3%	3%	5%	5%	1%	1%	-
Don't know	30	16	15	1	5	8	5	7	4	6	13	11	1	11	8	10	16	15	-	12	6	10	3	-	19	11	9	10	6	4	2
	3%	3%	3%	1%	3%	4%	3%	4%	2%	2%	3%	3%	1%	4%	3%	2%	2%	3%	-	4%	2%	6%	5%	-	2%	6%	4%	3%	2%	1%	3%

Net: Agree	913 80%	442 80%	463 81%	79 66%	137 70%	153 82%	152 81%	161 88%	232 86%	216 69%	305 82%	393 87%	93 64%	236 76%	217 83%	368 87%	536 83%	377 76%	223 83%	239 80%	205 78%	119 76%	51 92%	77 78%	762 80%	151 84%	165 75%	257 81%	230 79%	208 82%	53 93%
Net: Disagree	62 5%	21 4%	40 7%	13 11%	15 8%	4 2%	13 7%	5 3%	13 5%	27 9%	16 4%	18 4%	18 13%	12 4%	14 5%	17 4%	19 3%	43 9%	19 7%	13 4%	12 5%	10 7%	- 7%	7 7%	53 6%	8 5%	20 9%	23 7%	11 4%	6 2%	1 2%

Mean	1.33	1.38	1.29	0.92	1.05	1.43 DE	1.37 DE	1.57 DE	1.45 DE	1.00	1.40 J	1.50 J	0.84	1.25 M	1.42 M	1.50 MN	1.43 R	1.19	1.30	1.38	1.31	1.23 +	1.76 STUVX*	1.21 +	1.30	1.46	1.18	1.37	1.28	1.40 a	1.57 a*
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ColumnProportions (5%): A,B/C,D/E,F/G,H/I/J/K/L,M/N/O,P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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

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

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

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly 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	134 37%
Tend 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%	102 28% RU
Neither 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%	71 19% QRU
Tend 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%	22 6% QRU
Strongly 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 3%	* 7% K	9 7% K	12 3%	10 2%	5 1%	4 1%	12 6% QRU	10 6% QRU	9 1%	22 6% QRU
Don'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%	13 4%
Net: Agree	913 80%	575 84% CD	233 75%	106 73% *	294 75%	620 83% E	305 84% H	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	236 65%
Net: 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%	44 12% QRU
Mean	1.33	1.39 C	1.23	1.21 *	1.21	1.39 E	1.41 H	1.29	1.32	1.35	1.66 LMN	1.20	1.21 *	1.26	1.39	1.44	1.52 STV	1.57 STV	0.75	0.98	1.55 STV	0.86

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V 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(\*)

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

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income									
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)					
Unweighted base	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					
Strongly agree (2)	388 34%	190 34%	195 34%	53 44% HI	100 52% FGHI	72 39% HI	65 35% HI	38 21%	60 22%	153 49% KL	137 37% L	99 22%	65 45% OP	147 48% OP	85 32% P	91 22%	215 33%	174 35%	87 32%	101 34%	96 37%	50 32%	22 39% *	33 33% *	332 35%	57 31%	69 31%	114 36%	116 40% d	74 29%	15 27% *					
Tend to agree (1)	338 30%	154 28%	182 32%	36 30%	39 20%	63 34% E	70 37% E	51 28%	79 29%	75 24%	133 36% J	130 29%	43 29%	78 25%	97 37% NP	120 28%	188 29%	150 30%	88 33% W	78 26%	82 31%	47 30%	9 17% *	35 35% W*	296 31%	42 23%	66 30%	83 26%	79 27%	89 35%	21 37% *					
Neither agree nor disagree (0)	205 18%	104 19%	100 17%	20 16%	34 18%	25 14%	29 16%	38 21%	59 22%	54 17%	55 15%	97 21% K	25 17%	45 15%	44 17%	92 22% N	119 19%	87 17%	42 16%	59 20%	48 18%	28 18%	12 22% *	17 17% *	169 18%	37 20%	50 23% c	58 18%	39 13%	50 20%	8 15% *					
Tend to disagree (-1)	104 9%	45 8%	56 10%	6 5%	8 4%	11 6%	12 6%	32 17% DEFG	35 13% DEF	14 4%	23 6%	67 15% JK	7 5%	16 5%	17 6%	64 15% MNO	64 15% MNO	40 8%	30 11%	27 9%	22 8%	13 8%	6 10% *	7 7% *	85 9%	18 10%	12 5%	34 11%	34 12% ad	15 6%	8 15% *					
Strongly disagree (-2)	54 5%	38 7% c	15 3%	4 3%	7 4%	3 2%	4 2%	15 8% FG	21 8% FG	11 4%	7 2%	36 8% JK	4 3%	10 3%	6 2%	34 8% MNO	34 5%	20 4%	14 5%	15 5%	7 3%	13 8% U	2 4% *	3 3% *	43 4%	11 6%	7 3%	20 6%	10 3%	16 6%	1 2% *					
Don't know	50 4%	22 4%	28 5%	1 1%	6 3%	12 6% D	7 4%	9 5%	15 6%	7 2%	19 5%	24 5%	2 2%	13 4%	13 5%	21 5%	23 4%	27 5%	9 3%	18 6%	6 2%	6 4%	4 8% *	5 5% *	34 4%	16 9% Y	16 7% b	8 2%	13 5%	10 4%	2 4% *					
Net: Agree	727 64%	344 62%	377 65%	89 74% HI	139 72% HI	135 72% HI	135 72% HI	89 49%	139 52%	228 73% L	270 72% L	229 51%	108 74% P	225 73% P	183 70% P	211 50%	403 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%	37 65% *					
Net: Disagree	157 14%	83 15%	70 12%	10 8%	15 8%	14 7%	16 9%	46 25% DEFG	56 21% DEFG	25 8%	30 8%	102 23% JK	11 7%	26 8%	23 9%	98 23% MNO	98 15%	59 12%	44 16%	42 14%	29 11%	25 16%	8 14% *	9 10% *	128 13%	30 16%	19 9%	54 17% a	44 15%	31 12%	10 17% *					
Mean	0.83	0.78	0.89	1.08 HI	1.15 HI	1.09 HI	0.99 HI	0.39	0.48	1.13 L	1.04 L	0.44	1.11 P	1.13 P	0.96 P	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	0.78	0.75 *					

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

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PUBLIC  
Housing - Zoopla  
Adults aged 18+ in GB

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly agree (2)	388 34%	215 31%	133 42% BD	41 28% *	142 36%	246 33%	125 34%	264 34%	262 37% J	127 29%	96 27%	112 40% K	26 33% *	52 38% K	152 34%	126 31%	127 35% RU	89 24%	66 35% R	91 51% QRSUV	215 29% R	157 43% RSU
Tend to agree (1)	338 30%	198 29%	93 30%	47 22% *	132 34%	206 28%	104 29%	234 30%	224 32%	114 26%	107 30%	79 29%	26 33% *	42 31%	136 31%	121 30%	121 33%	102 27%	56 30%	56 32%	223 30% R	112 31%
Neither agree nor disagree (0)	205 18%	128 19%	45 14%	32 22% *	65 17%	141 19%	70 19%	135 17%	120 17%	86 20%	75 21%	38 14%	14 18% *	22 16%	82 18%	67 17%	51 14%	89 24% QTUV	39 21%	21 12%	140 19% Q	61 17% T
Tend to disagree (-1)	104 9%	76 11% C	18 6%	10 7% *	25 6%	79 11% E	36 10%	67 9%	47 7%	57 13% I	50 14% L	21 7%	9 11% *	10 8%	39 9%	43 11%	32 9% TV	54 14% STUV	9 5%	3 2%	87 12% STV	12 3%
Strongly disagree (-2)	54 5%	34 5%	11 4%	8 5% *	11 3%	43 6%	17 5%	37 5%	30 4%	23 5%	23 6%	14 5%	2 3% *	4 3%	18 4%	29 7%	23 6% TV	20 5% TV	7 4% T	- - -	43 6% TV	7 2% T
Don't know	50 4%	31 5%	12 4%	6 4% *	16 4%	33 4%	12 3%	37 5%	21 3%	29 7% I	8 2%	14 5%	2 3% *	6 4%	16 4%	13 3%	10 3%	23 6% U	10 5%	5 3%	32 4%	15 4%
Net: Agree	727 64%	413 61%	226 72% BD	88 61% *	274 70% F	453 60%	229 63%	498 64%	486 69% J	241 55%	203 57%	192 69% K	52 66% *	94 69% K	289 65%	247 62%	247 68% RU	191 51%	123 65% R	147 83% QRSUV	438 59% R	269 74% RSU
Net: Disagree	157 14%	111 16% C	29 9%	18 12% *	36 9%	122 16% E	53 15%	104 13%	77 11%	80 18% I	73 20% LN	35 13%	11 14% *	15 11%	58 13%	73 18%	55 15% TV	74 20% STV	16 9% TV	3 2%	130 18% STV	19 5% T
Mean	0.83	0.74	1.06 BD	0.75 *	0.99 F	0.75	0.81	0.84	0.94 J	0.65	0.58	0.96 K	0.84 *	0.97 K*	0.85	0.70	0.83 RU	0.52	0.93 RU	1.37 QRSUV	0.68 R	1.15 QRSU

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V 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(\*)

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

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

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly agree (2)	59	37	22	5	25	9	9	8	2	30	18	11	14	21	16	8	33	26	16	19	6	15	2	1	51	8	12	16	11	19	1
	5%	7%	4%	4%	13%	5%	5%	5%	1%	10%	5%	2%	9%	7%	6%	2%	5%	5%	6%	6%	2%	9%	3%	1%	5%	4%	5%	5%	4%	7%	2%
Tend to agree (1)	215	107	106	31	45	34	38	28	39	75	72	67	37	64	49	65	129	86	35	54	56	45	8	17	185	30	43	50	47	67	7
	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%	26%	13%
Neither agree nor disagree (0)	333	167	162	41	42	61	50	41	98	84	111	139	43	89	71	132	188	146	83	109	69	37	10	26	273	61	65	91	90	73	14
	29%	30%	28%	35%	22%	33%	26%	22%	36%	27%	30%	31%	29%	29%	27%	31%	29%	29%	31%	37%	26%	24%	17%	26%	28%	34%	30%	29%	31%	29%	25%
Tend to disagree (-1)	317	144	169	25	45	43	48	73	82	70	91	156	32	73	69	143	177	140	83	65	85	27	18	38	271	46	54	103	84	54	21
	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%	21%	37%
Strongly disagree (-2)	142	71	71	11	28	23	27	20	34	39	50	54	15	38	36	53	69	73	38	22	36	28	9	9	120	22	35	37	42	25	3
	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%	10%	6%
Don't know	72	26	46	6	9	16	16	12	13	15	32	25	6	23	21	22	46	27	14	27	11	6	8	8	58	15	11	19	18	16	10
	6%	5%	8%	5%	5%	9%	9%	7%	5%	5%	9%	6%	4%	8%	8%	5%	7%	5%	5%	9%	4%	4%	15%	8%	6%	8%	5%	6%	6%	6%	17%
																							SUV*								abcd*

Net: Agree	274	144	128	36	70	43	48	36	41	106	90	78	50	86	65	73	162	113	51	73	62	59	10	19	236	38	55	67	57	86	8
	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%	34%	15%
Net: Disagree	459	215	240	36	73	66	75	93	117	109	140	210	47	111	105	196	247	212	121	88	120	55	28	47	392	67	89	141	126	79	24
	40%	39%	42%	30%	38%	35%	40%	51%	43%	35%	38%	46%	32%	36%	40%	46%	38%	43%	45%	30%	46%	35%	50%	47%	41%	37%	40%	44%	43%	31%	43%
																							T*	T*							

Mean	-0.25	-0.20	-0.30	-0.04	-0.03	-0.22	-0.26	-0.40	-0.42	-0.04	-0.24	-0.41	0.01	-0.15	-0.25	-0.42	-0.20	-0.31	-0.36	-0.07	-0.35	-0.06	-0.55	-0.40	-0.25	-0.26	-0.27	-0.32	-0.36	*	-0.40
				HI	HI					L			P	P						SUWX		SUW*	*	*					abc	*	

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

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

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

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

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

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly agree (2)	59 5%	33 5%	19 6%	6 4%	37 9%	22 3%	28 8%	31 4%	47 7%	12 3%	8 2%	23 8%	5 7%	11 8%	32 7%	10 3%	17 5%	17 5%	13 7%	10 6%	34 5%	23 6%
Tend to agree (1)	215 19%	121 18%	71 23%	23 16%	91 23%	124 17%	85 23%	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%	71 20%
Neither 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%	73 26%	28 35%	35 26%	129 29%	132 33%	115 32%	125 33%	35 19%	49 28%	240 32%	85 23%
Tend to disagree (-1)	317 28%	190 28%	88 28%	39 27%	90 23%	227 30%	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%	106 29%
Strongly disagree (-2)	142 12%	94 14%	33 10%	15 11%	47 12%	95 13%	32 9%	110 14%	78 11%	64 15%	36 10%	30 11%	10 13%	18 13%	47 11%	59 15%	39 11%	33 9%	36 19%	28 16%	72 10%	63 17%
Don'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%	15 3%	17 4%	20 6%	33 9%	7 4%	9 5%	53 7%	16 4%
Net: Agree	274 24%	155 23%	90 29%	29 20%	128 33%	146 20%	113 31%	161 21%	193 27%	81 19%	71 20%	91 33%	19 24%	32 23%	115 26%	81 20%	83 23%	89 23%	53 28%	41 23%	171 23%	94 26%
Net: 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 47%	170 47%
Mean	-0.25	-0.30	-0.15	-0.26 *	-0.05 F	-0.36	-0.07 H	-0.34	-0.17 J	-0.39	-0.30	-0.07 K	-0.21 *	-0.29 *	-0.20	-0.36	-0.25	-0.17	-0.35	-0.32	-0.21	-0.33

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V 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(\*)

	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?	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% B	69 6%
Tend to support (1)	345 30% B	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 41% B	292 26%
Net: Oppose	295 26%	479 42% A

Mean	0.18 B	-0.31
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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

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly support (2)	118	73	45	16	34	18	21	9	20	50	39	29	21	45	24	28	64	54	32	21	27	25	6	8	108	11	25	31	28	32	3
	10%	13% C	8%	13% H	18% HI	10%	11%	5%	8%	16% L	10%	6%	14% P	15% P	9%	7%	10%	11%	12%	7%	10%	16% T	11% *	8% *	11%	6%	11%	10%	10%	12%	6% *
Tend to support (1)	345	172	169	41	71	54	55	45	79	112	109	124	52	99	77	116	184	161	83	70	92	49	22	28	301	44	66	91	99	82	6
	30%	31%	29%	35%	36% H	29%	29%	25%	29%	36% L	29%	27%	36%	32%	29%	28%	29%	32%	31%	24%	35% T	31%	40% T*	29% *	31%	24%	30% e	29% e	34% e	32% e	10% *
Neither support nor oppose (0)	277	128	144	36	43	34	42	48	73	79	77	121	42	63	61	111	151	125	54	90	68	32	10	22	234	42	52	73	71	64	16
	24%	23%	25%	30% F	22%	18%	23%	26%	27%	25%	20%	27%	29%	20%	23%	26%	24%	25%	20%	30% S	26%	20%	17% *	22% *	24%	23%	24%	23%	71	25%	16% *
Tend to oppose (-1)	192	81	108	13	25	35	34	33	52	37	70	85	13	53	48	77	116	76	56	48	34	27	8	18	154	37	37	65	42	40	8
	17%	15%	19%	11%	13%	19%	18%	18%	19%	12%	19% J	19% J	9%	17% M	18% M	18% M	18%	15%	21%	16%	13%	17%	14% *	18% *	16%	21%	17%	21%	14%	16%	14% *
Strongly oppose (-2)	103	59	44	7	9	14	19	30	25	16	33	55	10	14	29	51	65	38	17	39	23	12	6	6	80	23	18	27	30	23	5
	9%	11%	8%	5%	5%	7%	10%	16% DEF	9%	5%	9%	12% J	7%	4%	11% N	12% N	10%	8%	6%	13% S	9%	7%	11% *	6% *	8%	13%	8%	9%	10%	9%	10% *
Don't know	105	39	65	7	12	30	17	18	21	19	47	39	8	36	23	38	62	43	27	28	18	12	4	17	81	23	22	30	21	14	18
	9%	7%	11% B	6%	6%	16% DEI	9%	10%	8%	6%	13% J	9%	6%	12%	9%	9%	10%	9%	10%	9%	7%	8%	6% *	17% U*	8%	13%	10%	9%	7%	5%	32% abcd*

Net: Support	463	245	214	57	105	72	76	54	99	162	148	153	73	144	102	144	248	215	115	91	119	74	28	36	408	55	91	122	127	114	9
	41%	44% C	37%	48% H	54% FGHI	39%	40%	30%	37%	52% KL	40%	34%	50% OP	47% P	39%	34%	39%	43%	43% T	31%	45% T	47% T	51% T*	36% *	43% Z	30%	41% e	38% e	44% e	45% e	16% *
Net: Oppose	295	140	152	19	34	49	53	63	76	53	102	139	23	66	77	128	181	114	73	88	57	39	14	24	234	61	55	92	72	63	13
	26%	25%	26%	16%	18%	26%	28% DE	34% DE	28% DE	17%	27% J	31% J	16%	21%	29% M	30% MN	28%	23%	27%	30%	22%	25%	25% *	24% *	24% Y	34% Y	25%	29%	25%	25%	23% *

Mean	0.18	0.23	0.12	0.42 HI	0.53 FGHI	0.18 H	0.14 H	-0.18	0.07	0.49 KL	0.16	-0.03	0.45 OP	0.40 OP	0.08	-0.02	0.11	0.26	0.24 T	-0.06	0.27 T	0.34 T*	0.28 *	0.16 *	0.23 Z	-0.12	0.22	0.11	0.20	0.25	-0.16 **
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ColumnProportions (5%): A,B/C,D/E,F/G,H/I,J/K,L,M/N/O,P,Q/R,S,T/U/V/W/X,Y/Z,a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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

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 Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly support (2)	118 10%	68 10%	36 12%	14 9% *	60 15% F	59 8%	49 14% H	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% QRU
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%	119 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%	93 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	49 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 3%	5 6% *	8 6%	25 6%	57 14% O	44 12% STV	34 9%	10 5%	9 5%	78 10% V	19 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	30 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%	174 48% QRU
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% O	110 30% TV	107 29% TV	39 21%	29 16%	218 29% STV	68 19%
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 KM	0.20 K*	0.47 K*	0.37 P	-0.06	0.01	0.11	0.37 QRU	0.48 QRU	0.06	0.43 QRU

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ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J,K/L/M/N,O/P,Q/R/S/T/U/V 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(\*)

14th - 17th June 2024

PUBLIC

Housing - Zoopla

Adults aged 18+ in GB

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

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	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
Strongly support (2)	69	48	22	16	17	7	15	7	7	34	22	14	19	21	16	13	29	41	21	7	17	15	2	7	63	7	17	19	16	17	*
	6%	9%	4%	14% FHI	9% I	4%	8% I	4%	3%	11% KL	6%	3%	13% OP	7% P	6%	3%	4%	8% Q	8% T	2%	6% T	10% T	4% *	7% *	7%	4%	8%	6%	6%	7%	1% *
Tend to support (1)	223	120	101	28	48	42	32	28	45	76	74	73	35	73	46	69	138	85	52	50	52	37	11	21	193	30	30	56	63	69	5
	20%	22%	18%	24%	25%	23%	17%	15%	17%	24% L	20%	16%	24% P	24% P	18%	16%	22%	17%	19%	17%	20%	24%	21% *	21% *	20%	17%	14%	18%	22%	27% abe	9% *
Neither support nor oppose (0)	296	130	160	30	50	42	39	52	82	81	81	134	36	77	55	128	153	142	66	81	74	34	16	24	244	52	72	88	72	51	13
	26%	24%	28%	26%	26%	22%	21%	29%	30%	26%	22%	30% K	24%	25%	21%	30% O	24%	29%	24%	27%	28%	22%	29%	25%	25%	29%	33% d	28%	25%	20%	20%
Tend to oppose (-1)	270	114	152	27	33	41	43	51	75	60	84	126	34	57	66	113	158	112	58	82	68	26	13	23	232	38	58	76	49	13	
	24%	21%	26%	23%	17%	22%	23%	28% E	28% E	19%	22%	28% J	23%	18%	25%	27% N	25%	23%	22%	28% V	26%	17%	23% *	24% *	24%	21%	26%	24%	26%	19%	23% *
Strongly oppose (-2)	208	111	97	11	33	29	46	41	49	44	75	90	15	50	59	85	114	95	58	62	38	30	8	12	170	39	27	61	52	55	13
	18%	20%	17%	9%	17%	16%	24% D	22% D	18% D	14%	20%	20%	10%	16%	22% M	20% M	18%	19%	22%	21%	15%	19%	15%	12% *	18%	22%	12%	19%	18%	22% a	22% *
Don'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	
	6%	5%	7%	5%	6%	14% DEHI	7% H	2%	4%	6%	11% L	3%	5%	10% P	8%	3%	8%	5%	5%	5%	5%	9%	8% *	12% STU*	6%	8%	7%	5%	4%	5%	22% abcd*

Net: Support	292 26%	167 30% C	123 21%	45 37% GHI	65 34% HI	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	5 9%
Net: 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% J	216 48% J	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%	25 45% *

Mean	-0.31	-0.23	-0.38	0.10 FGHI	-0.10 GHI	-0.28	-0.41	-0.51	-0.44	-0.02 KL	-0.35	-0.47	0.06 OP	-0.15 OP	-0.43	-0.46	-0.32	-0.29	-0.31	-0.51	-0.24 T	-0.13 T*	-0.24 *	-0.15 T*	-0.28	-0.44	-0.24 e	-0.35	-0.30	-0.23 e	-0.74 *
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ColumnMeans (5%): A,B/C,D/E,F/G,H/I,J/K,L,M,N/O,P,Q/R,S,T/U,V/W,X,Y/Z,a/b/c/d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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

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

	Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure					
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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
Strongly 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%	42 12% QRU
Tend 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%	86 24% Q
Neither 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	102 28% QT
Tend to oppose (-1)	270 24%	179 26%	61 19%	31 21% *	82 21%	188 25%	79 22%	192 25%	150 21%	120 28% I	110 28% L	45 16%	16 20% *	30 22%	100 22%	115 29%	105 29% SV	92 24%	31 16%	40 22%	197 27% SV	70 19%
Strongly 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% O	100 27% RSTUV	58 15%	23 12%	17 10%	158 21% RSTV	40 11%
Don'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% K*	11 8% K	27 6% P	10 3%	27 7%	17 4%	15 8%	9 5%	43 6% R	25 7%
Net: 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	128 35% QRU
Net: Oppose	479 42%	299 44%	119 38%	61 42% *	146 37%	332 44%	132 36%	347 45% G	288 41%	191 44%	202 56% LMN	88 32%	24 31% *	53 39%	170 38%	210 52% O	204 56% RSTUV	150 40% SV	54 29%	56 32%	355 48% RSTV	110 30%
Mean	-0.31	-0.32	-0.23	-0.41 *	-0.15 F	-0.38	-0.05 H	-0.42	-0.26	-0.37	-0.62	0.01 K	-0.05 K*	-0.17 K*	-0.17 P	-0.53	-0.71	-0.25 QU	-0.01 QRU	0.14 QRU	-0.47 Q	0.06 QRU

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