

IPSOS/Zoopla Housing priorities polling GE24

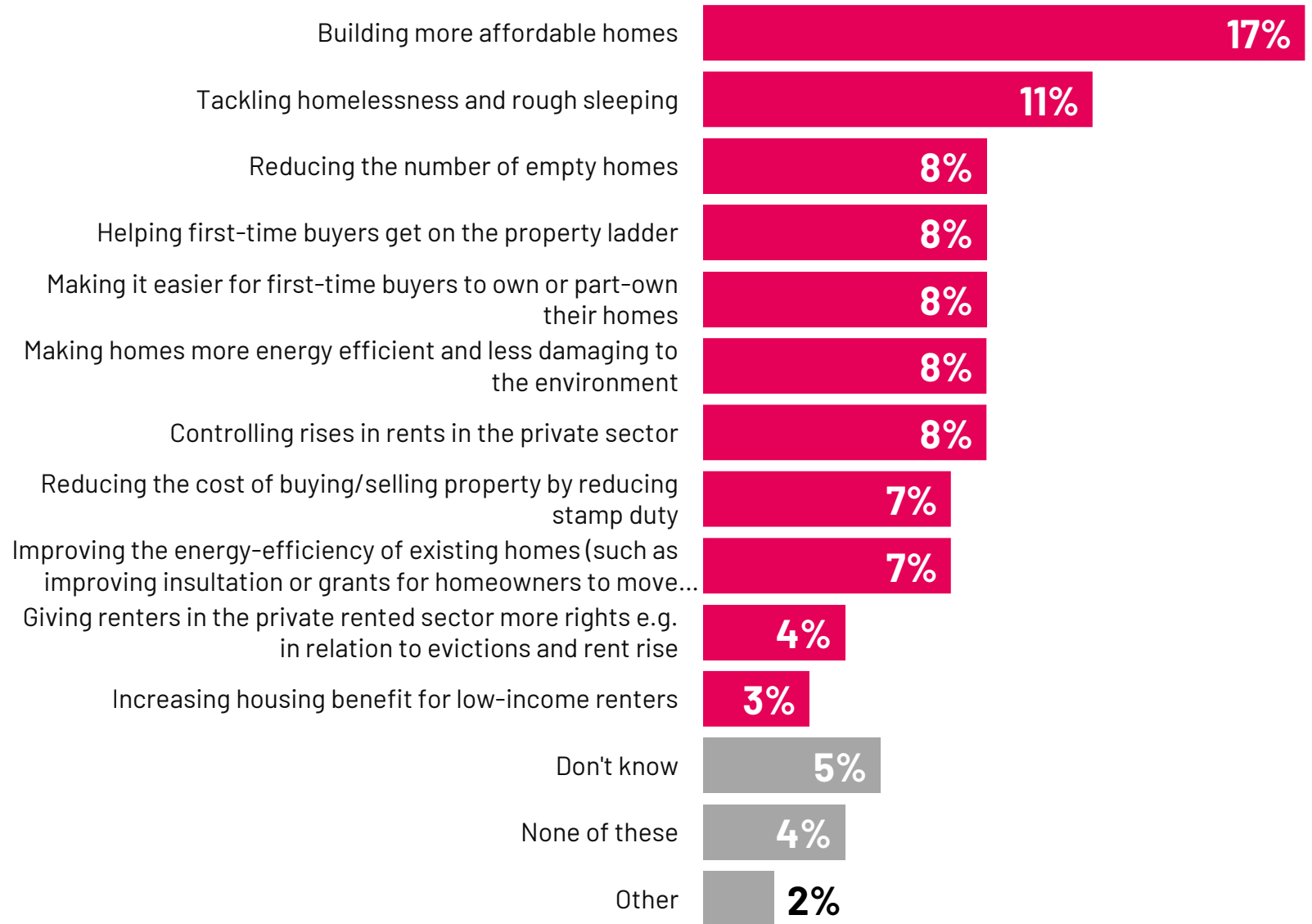
June 2024

zoopla



Building more affordable homes is selected most often as the highest housing priority.

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?

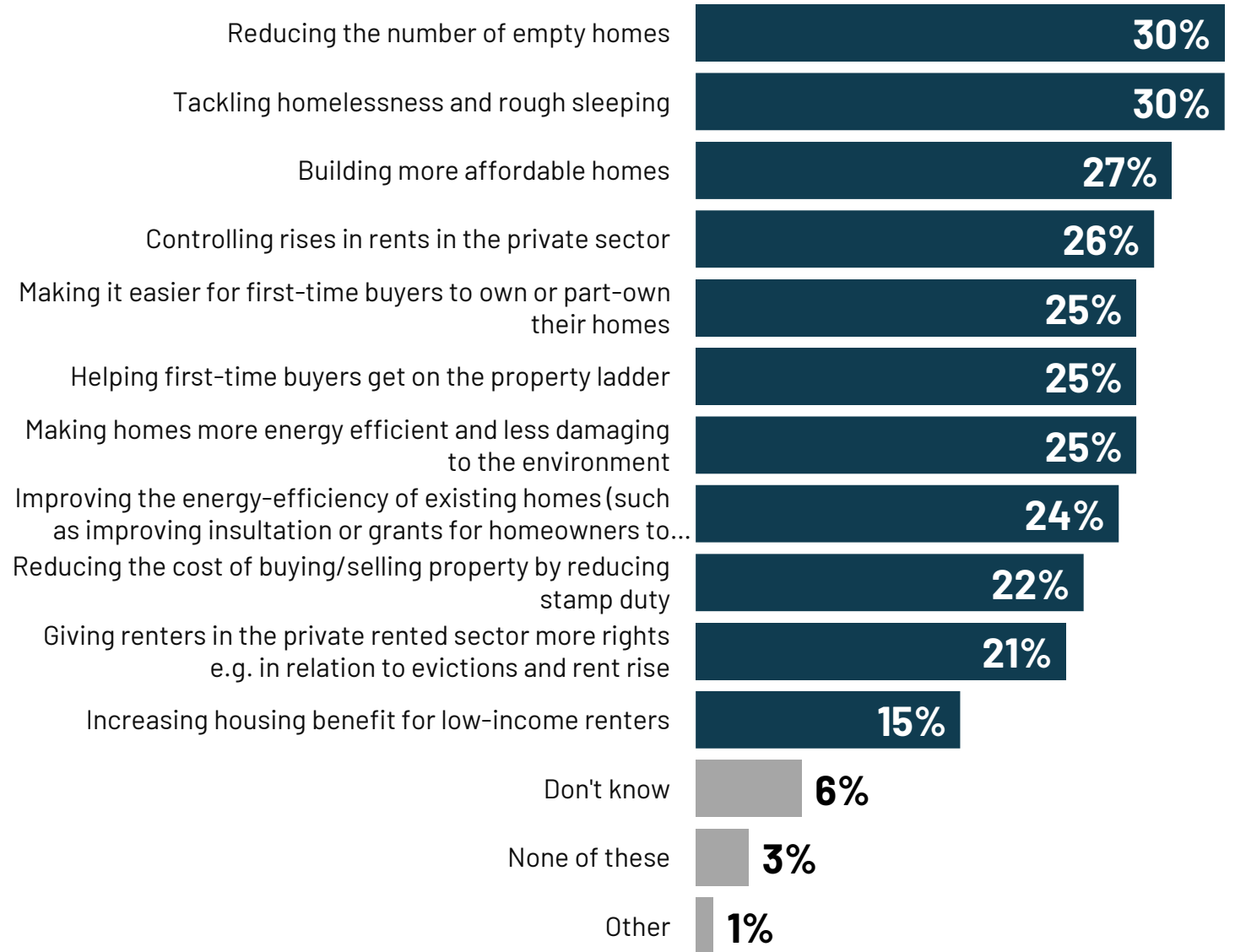


Source: Ipsos for Zoopla

Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 (online)

Reducing the number of empty homes and tackling homelessness are among other issues selected most frequently.

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

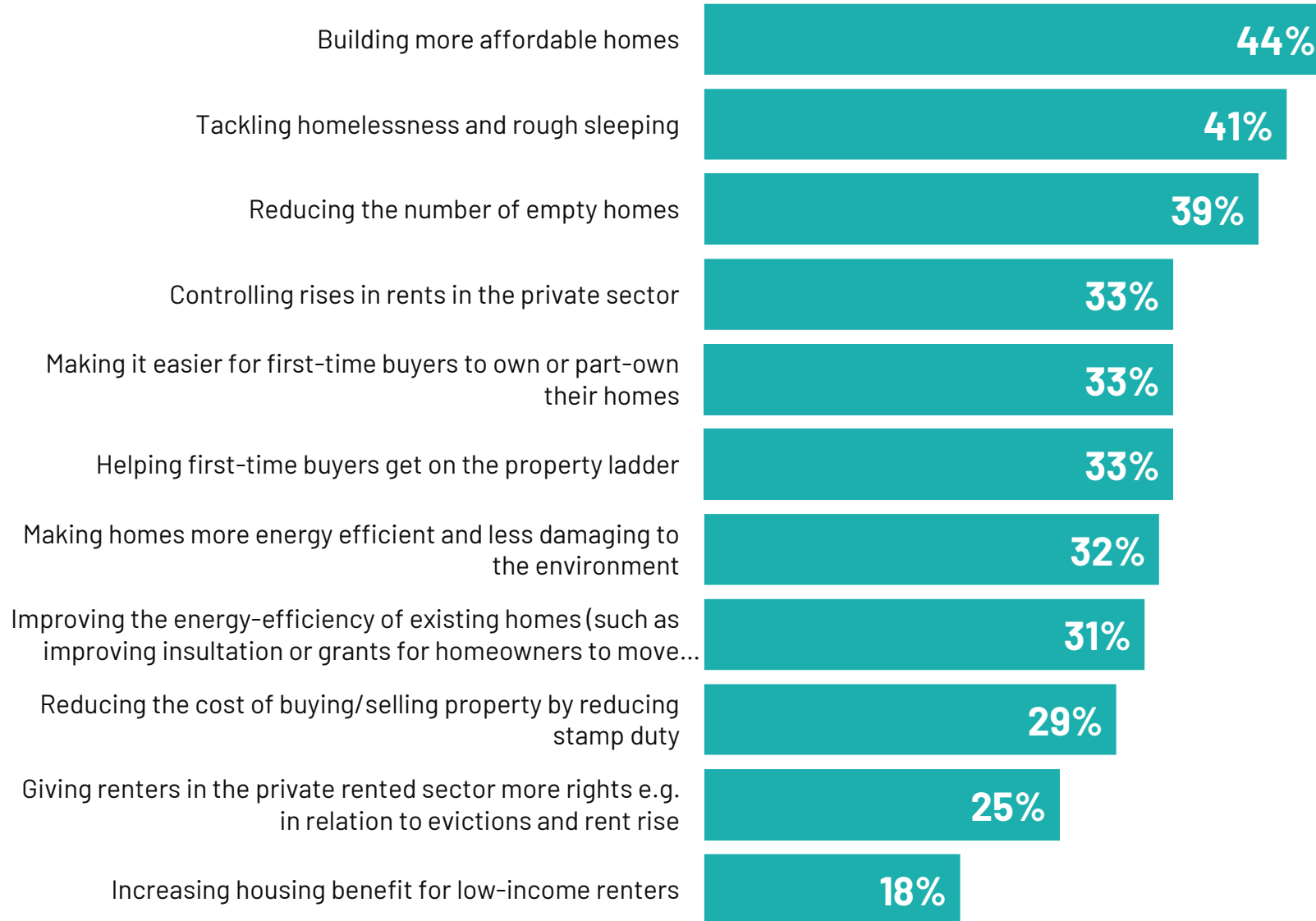


Source: Ipsos for Zoopla

Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 (online)

Building homes, tackling homelessness and reducing empty homes are selected most frequently as the highest priority/ among the highest priorities for the next Government.

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



Source: Ipsos for Zoopla

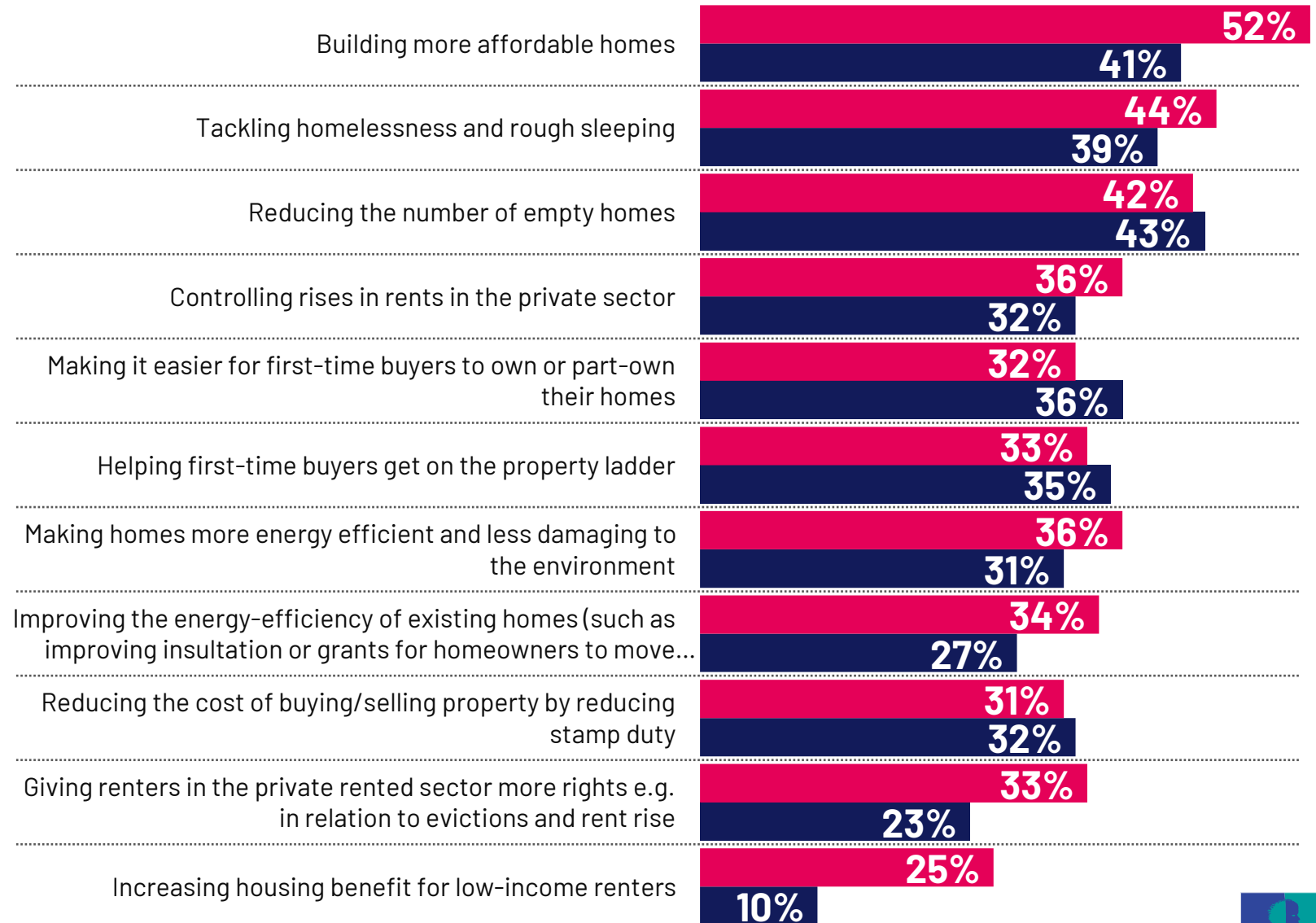
Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 (online)

Conservative and Labour voters have broadly similar priorities.

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

Labour voters 2019

Conservative voters 2019

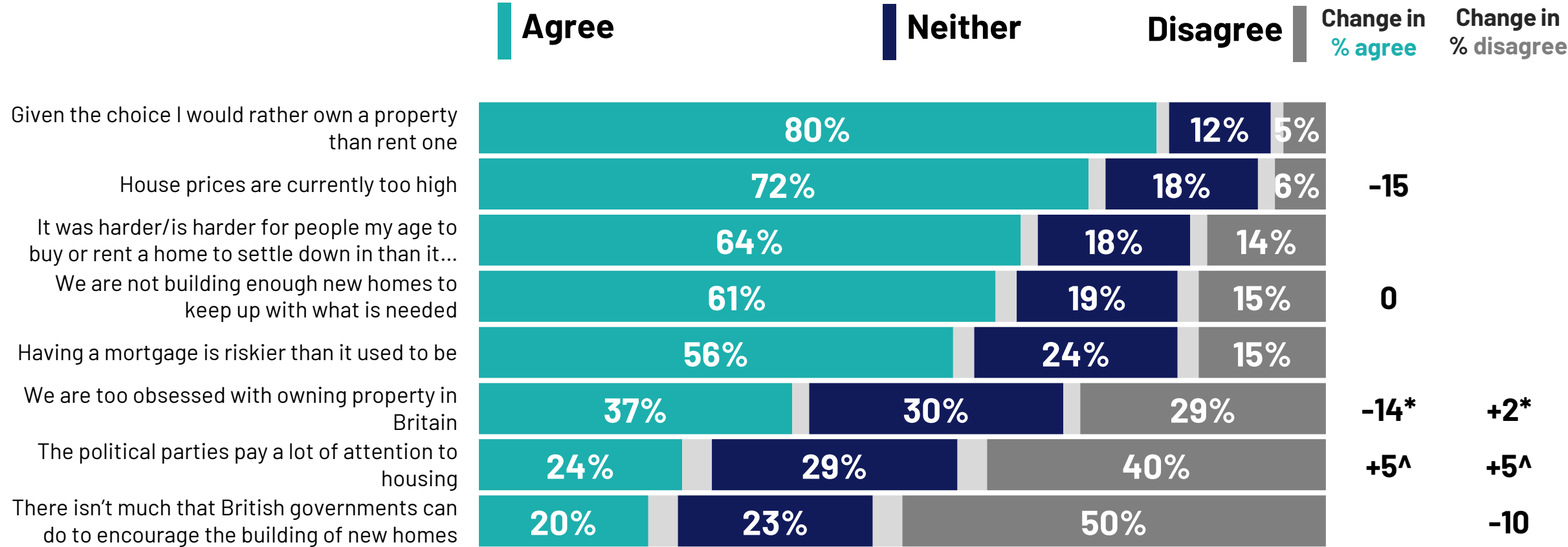


Base: 1,139 GB adults aged 18+, 14 – 17 June 2024, including (327) Conservative voters 2019 (274) Labour voters 2019

Eight in ten would rather own than rent, two-thirds agree that it's harder to buy or rent than before, half disagree that there isn't much British governments can do to encourage the building of new homes.

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

Trends = 2014 unless denoted * (see footnote)



Source: Ipsos for Zoopla
 Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 (online)

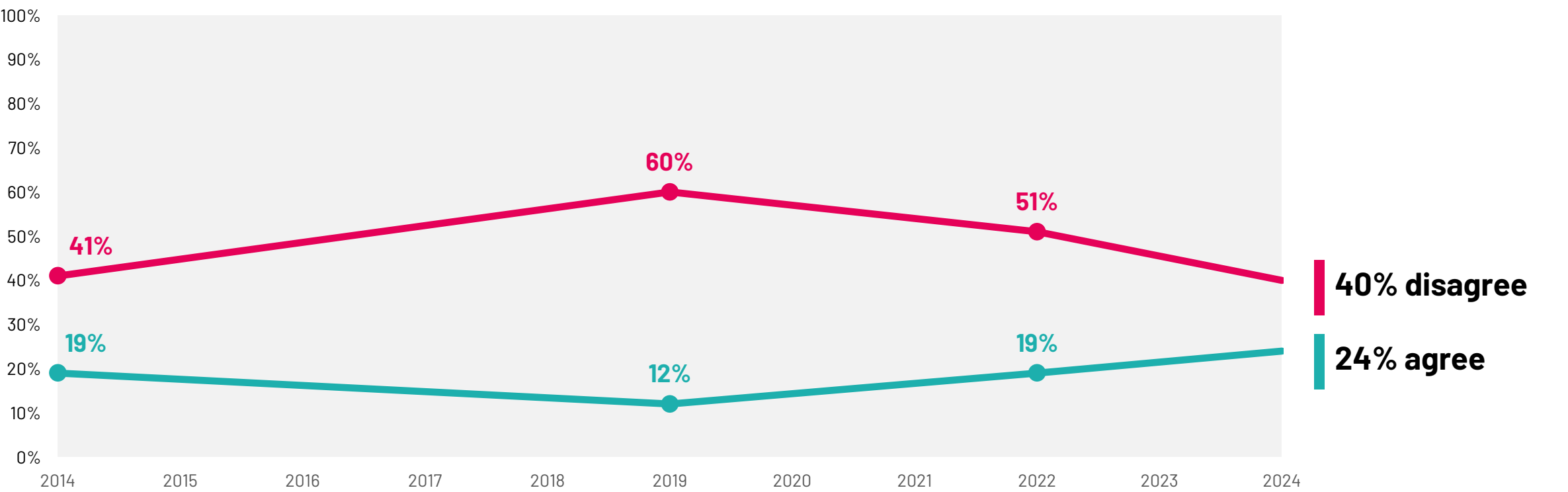
2014: Ipsos/JLL, 1,009 GB adults 16-75 (online), 10-13 October 2014
 * 2018: Ipsos/CIH, 2,002 GB adults 15+ (in-home)), 10-21 June 2016
 ^ 2022: Ipsos, 2,161 GB adults 16-75 (online), 6-10 May 2022



Only a quarter think the political parties pay a lot of attention to housing, but this is an increase since 2019.

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

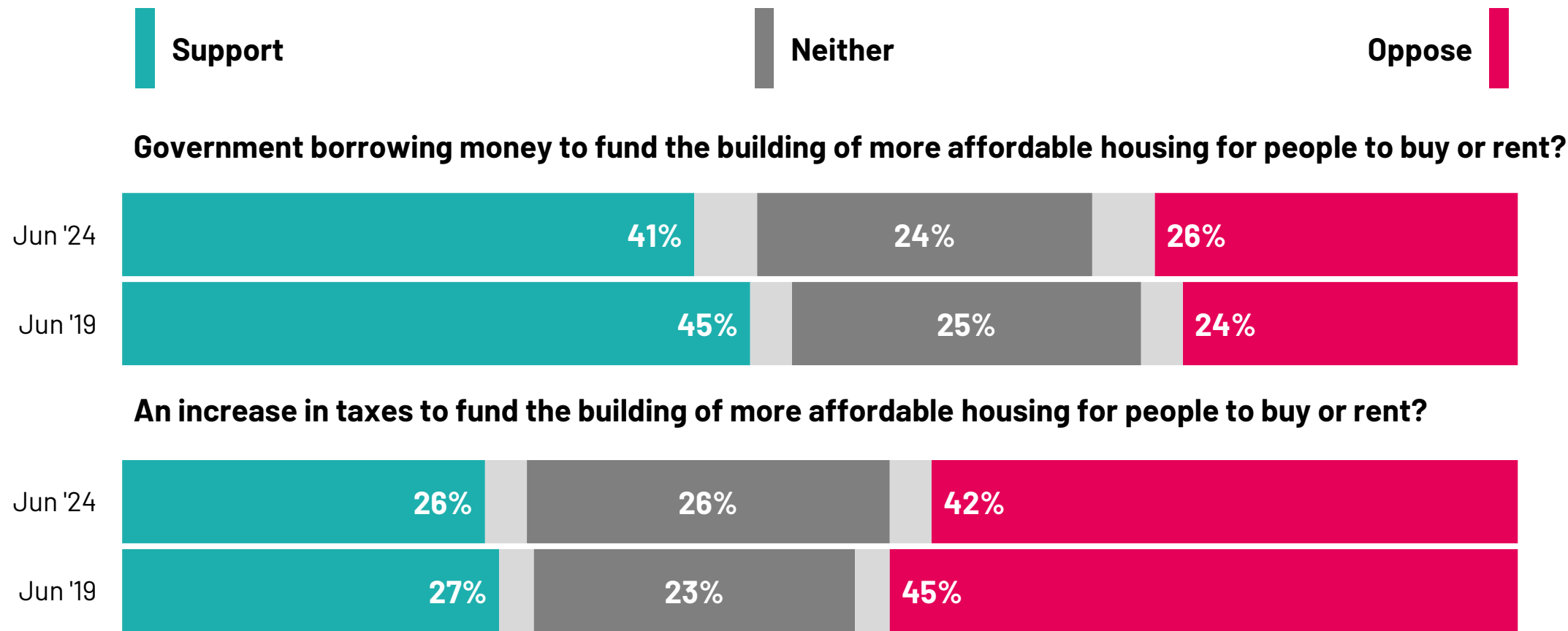
‘The political parties pay a lot of attention to housing’



Source: Ipsos for Zoopla (2024)
Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 (online), other measures c.1,000+ GB adults

Two in five people support the Government borrowing money to fund the building of more affordable housing – yet a similar proportion oppose an increase in taxes for the same purpose.

To what extent do you support or oppose the following...

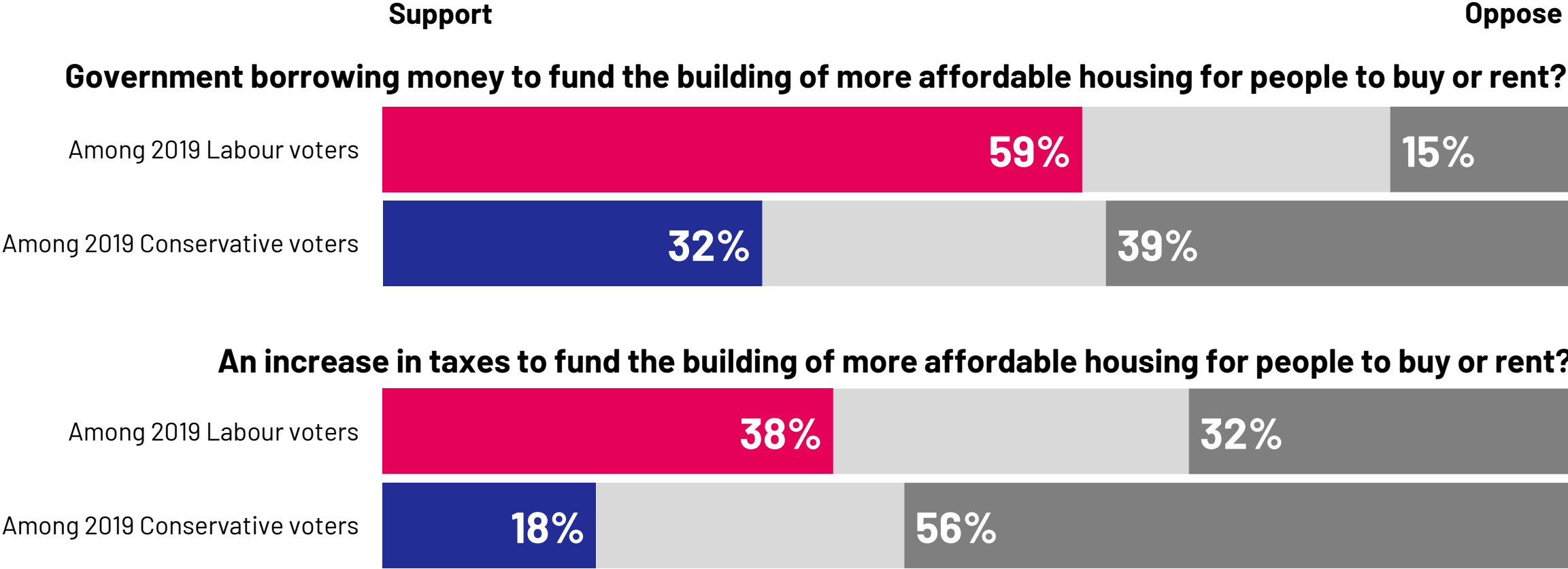


Source: Ipsos for Zoopla (2024),
Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 (online), other measures c.1,000 GB adults



Over half of 2019 Labour voters support the Government borrowing money and increasing taxes, to fund the building of more affordable homes.

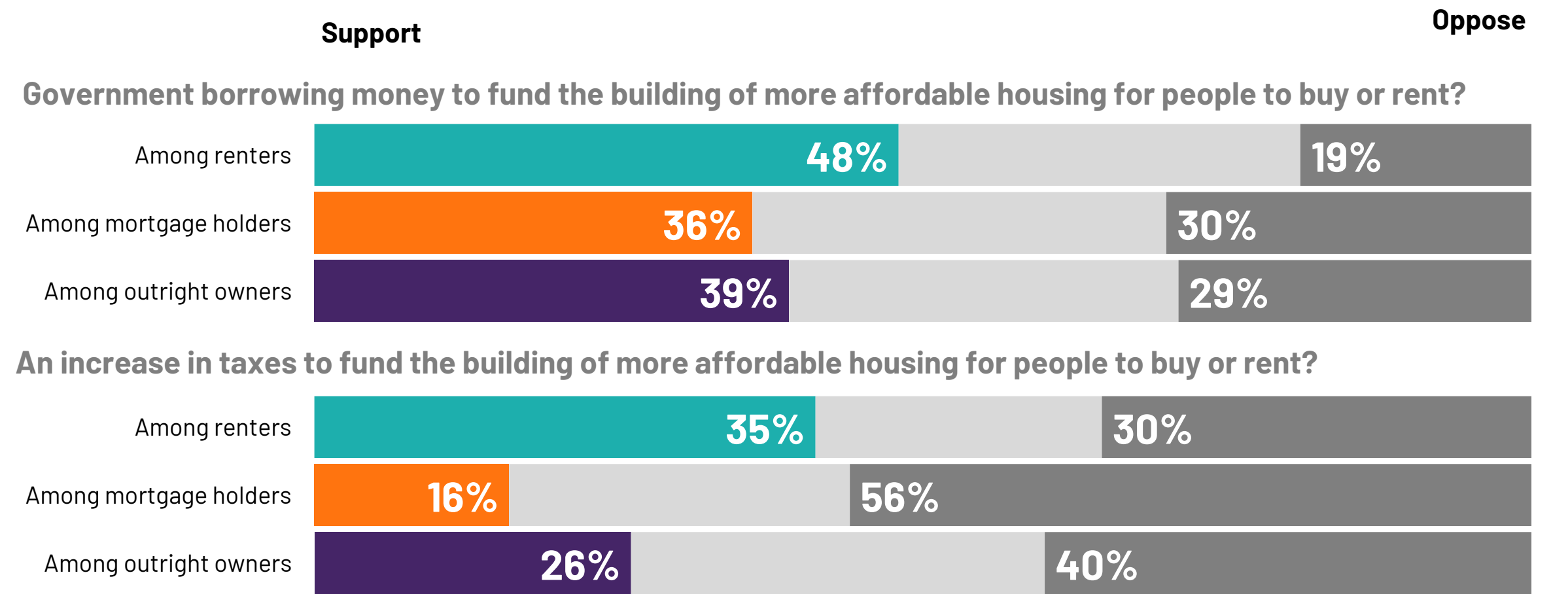
To what extent do you support or oppose the following...



Source: Ipsos for Zoopla (2024)
Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 including 327 Conservative and 274 Labour voters 2019

Almost half of renters support the Government borrowing money to fund the building of more affordable housing.

To what extent do you support or oppose the following...



Source: Ipsos for Zoopla (2024)
Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 including 358 renters 278 mortgagors and 469 own home outright

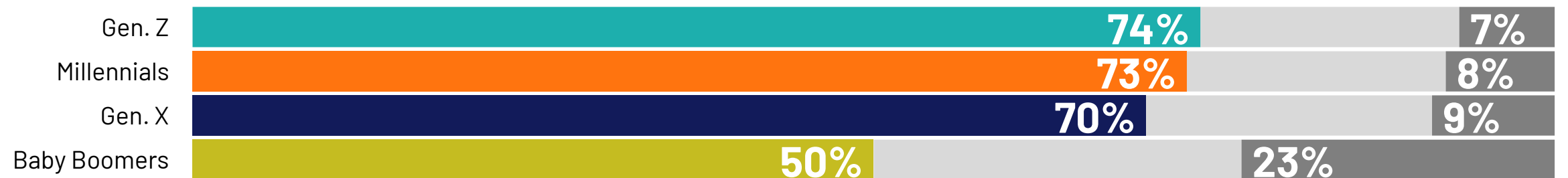


The different generations have more in common attitudinally than not with Baby Boomers relatively less likely to think housing has been harder for them than their parents' generation.

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 than it was for my parent's generation



Source: Ipsos for Zoopla (2024)

Base: 1,139 GB adults aged 18+, 14 – 17 June 2024 including 176 Gen. Z, 328 Millennials, 277 Gen. X, 358 Baby Boomers

IPSOS

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Ipsos/Zoopla

Housing priorities polling

For more information

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