

Ipsos MORI Political Monitor - January 2015

Table 1

(JAN15)Q18(a). To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in Britain.

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Strongly agree	448 44%	286 46%	356 44%	346 44%	327 44%	308 46%	25 43%	211 43%	237 46%	116 40%	163 46%	170 47%	49 40%	67 40%	82 45%	81 46%	69 46%	100 47%	49 49%	109 40%	108 38%	97 45%	134 57%	217 39%	231 51%	436 43%
Tend to agree	315 31%	191 31%	262 32%	252 32%	237 32%	208 31%	17 29%	153 31%	162 31%	89 31%	113 31%	113 31%	44 36%	45 27%	62 34%	50 29%	49 33%	63 30%	33 33%	87 32%	106 37%	69 32%	54 23%	192 35%	123 27%	333 33%
Tend to disagree	154 15%	96 16%	126 16%	121 16%	118 16%	105 16%	8 14%	83 17%	72 14%	55 19%	56 16%	44 12%	21 17%	34 20%	26 14%	30 17%	17 12%	26 12%	6 6%	54 20%	50 17%	32 15%	18 8%	104 19%	50 11%	153 15%
Strongly disagree	44 4%	20 3%	28 3%	27 3%	24 3%	20 3%	3 6%	24 5%	20 4%	12 4%	17 5%	15 4%	2 2%	10 6%	8 5%	8 5%	5 3%	10 5%	4 4%	11 4%	13 4%	9 4%	12 5%	23 4%	20 4%	45 4%
Don't know	49 5%	24 4%	36 4%	34 4%	32 4%	30 4%	5 8%	22 5%	27 5%	17 6%	10 3%	22 6%	6 5%	11 7%	3 2%	6 3%	10 6%	12 6%	8 8%	10 4%	10 3%	10 4%	19 8%	20 4%	29 6%	43 4%
Combinations - Summary net Agree	763 76%	477 77%	618 77%	598 77%	564 76%	516 77%	42 72%	364 74%	399 77%	205 71%	275 77%	283 78%	93 76%	112 67%	144 79%	131 75%	119 79%	164 77%	83 82%	196 72%	214 75%	166 77%	187 79%	409 74%	354 78%	769 76%
Disagree	198 20%	116 19%	154 19%	148 19%	142 19%	125 19%	12 20%	107 22%	92 18%	67 23%	73 20%	59 16%	23 19%	44 26%	34 19%	39 22%	23 15%	36 17%	10 10%	65 24%	63 22%	41 19%	30 13%	127 23%	71 16%	198 20%
Net agree	565 56%	361 59%	464 57%	450 58%	422 57%	391 58%	31 53%	257 52%	307 59%	138 48%	203 57%	224 62%	70 57%	68 41%	110 61%	93 53%	96 64%	128 60%	72 72%	131 48%	151 53%	125 58%	158 67%	282 51%	283 62%	571 57%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 2

(JAN15)Q18(a). To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in Britain.

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnWgt Total
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Strongly agree	448	74	147	33	54	295	221	107	179	270	101	310	43	170	135	143	82	79	161	277	147	105	139	162	78	383	42	92	115	65	436
	44%	26%	54%	49%	61%	55%	41%	30%	40%	48%	30%	55%	36%	40%	38%	43%	46%	63%	53%	40%	44%	42%	45%	45%	60%	44%	47%	35%	56%	46%	43%
Tend to agree	315	120	72	21	18	137	185	141	142	172	119	152	47	133	112	109	64	23	87	221	109	87	97	109	27	277	23	99	55	44	333
	31%	42%	26%	30%	21%	26%	34%	40%	32%	31%	35%	27%	40%	31%	32%	33%	36%	18%	29%	32%	32%	35%	31%	30%	21%	32%	26%	37%	27%	31%	33%
Tend to disagree	154	61	38	13	8	68	91	73	86	68	79	66	18	81	68	53	22	11	33	120	54	37	44	57	20	131	17	48	21	28	153
	15%	21%	14%	19%	9%	13%	17%	21%	19%	12%	23%	12%	15%	19%	19%	16%	12%	9%	11%	18%	16%	15%	14%	16%	16%	15%	19%	18%	10%	20%	15%
Strongly disagree	44	19	5	-	5	13	27	19	25	19	20	22	6	23	18	18	5	2	8	36	10	7	18	16	1	38	3	16	6	1	45
	4%	7%	2%	-s	6%	2%	5%	5%	6%	3%	6%	4%	5%	5%	5%	5%	3%	2%	2%	5%	3%	3%	6%	4%	1%	4%	3%	6%	3%	1%	4%
Don't know	49	12	11	1	2	19	20	13	17	31	19	18	5	17	18	13	6	10	16	31	18	13	15	16	3	42	4	10	8	3	43
	5%	4%	4%	2%	3%	4%	4%	4%	4%	6%	5%	3%	5%	4%	5%	4%	4%	8%	5%	4%	5%	5%	5%	5%	2%	5%	5%	4%	4%	2%	4%
Combinations - Summary net																															
Agree	763	194	219	54	72	431	406	248	321	442	220	462	90	304	246	252	146	103	248	498	256	191	236	271	106	660	64	191	170	109	769
	76%	68%	80%	79%	82%	81%	75%	70%	71%	79%	65%	81%	76%	72%	70%	75%	81%	81%	81%	73%	76%	77%	76%	75%	81%	76%	73%	72%	83%	77%	76%
Disagree	198	80	43	13	13	81	118	93	111	87	99	88	24	104	86	70	27	14	40	157	63	44	62	73	21	169	20	63	27	29	198
	20%	28%	16%	19%	15%	15%	22%	26%	25%	15%	29%	15%	20%	25%	25%	21%	15%	11%	13%	23%	19%	18%	20%	20%	16%	19%	22%	24%	13%	21%	20%
Net agree	565	114	176	41	58	350	288	155	209	355	121	374	67	200	160	181	119	89	208	341	192	148	175	198	84	491	45	127	143	80	571
	56%	40%	64%	61%	67%	66%	53%	44%	47%	63%	36%	66%	56%	47%	46%	54%	67%	70%	68%	50%	57%	59%	56%	55%	65%	56%	51%	48%	70%	57%	57%

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Table 3

(JAN15)Q18(b). To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in my local area

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Strongly agree	229 23%	146 24%	174 22%	167 21%	167 23%	157 23%	13 22%	99 20%	130 25%	67 23%	87 24%	76 21%	19 15%	48 29%	34 19%	53 30%	40 27%	36 17%	18 18%	55 20%	52 18%	57 26%	66 28%	106 19%	123 27%	223 22%
Tend to agree	231 23%	134 22%	193 24%	186 24%	168 23%	148 22%	14 23%	113 23%	118 23%	65 22%	95 26%	71 20%	28 23%	37 22%	53 29%	41 24%	28 18%	43 20%	22 22%	51 19%	87 30%	38 18%	55 23%	137 25%	94 21%	240 24%
Tend to disagree	312 31%	193 31%	260 32%	252 32%	238 32%	217 32%	15 25%	166 34%	147 28%	88 30%	100 28%	124 34%	45 37%	43 25%	57 31%	43 24%	52 35%	72 34%	27 26%	104 38%	90 31%	64 29%	55 23%	193 35%	119 26%	310 31%
Strongly disagree	169 17%	104 17%	130 16%	127 16%	119 16%	105 16%	13 21%	88 18%	82 16%	56 19%	58 16%	56 15%	27 22%	28 17%	28 16%	29 17%	21 14%	35 17%	19 19%	46 17%	43 15%	44 20%	36 15%	90 16%	80 18%	168 17%
Don't know	68 7%	39 6%	50 6%	47 6%	45 6%	43 6%	4 8%	27 5%	41 8%	14 5%	18 5%	36 10%	3 3%	11 7%	9 5%	9 5%	10 6%	26 12%	15 15%	16 6%	15 5%	14 7%	23 10%	30 5%	38 8%	69 7%
Combinations - Summary net Agree	460 46%	280 45%	367 45%	353 45%	335 45%	305 45%	27 46%	212 43%	248 48%	132 45%	182 51%	147 40%	46 38%	85 51%	87 48%	94 54%	68 45%	79 37%	40 39%	105 39%	138 48%	95 44%	122 51%	243 44%	217 48%	463 46%
Disagree	482 48%	298 48%	390 48%	380 49%	357 48%	322 48%	28 47%	254 51%	228 44%	144 50%	158 44%	180 50%	73 60%	71 42%	85 47%	72 41%	73 49%	107 50%	46 46%	150 55%	133 47%	107 49%	91 39%	283 51%	199 44%	478 47%
Net agree	-22 -2%	-18 -3%	-23 -3%	-26 -3%	-22 -3%	-17 -3%	-1 -1%	-42 -8%	20 4%	-12 -4%	24 7%	-33 -9%	-26 -22%	14 9%	2 1%	22 12%	-5 -3%	-28 -13%	-6 -6%	-45 -17%	5 2%	-12 -5%	30 13%	-40 -7%	18 4%	-15 -1%

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Table 4

(JAN15)Q18(b). To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in my local area

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnWgt Total
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Strongly agree	229	35	76	14	24	151	109	49	99	130	48	167	22	96	58	64	49	53	102	122	65	41	52	112	62	197	24	39	65	26	223
	23%	12%	28%	21%	27%	28%	20%	14%	22%	23%	14%	29%	18%	23%	17%	19%	28%	42%	33%	18%	19%	17%	17%	31%	48%	23%	27%	15%	32%	18%	22%
Tend to agree	231	61	62	21	25	134	133	82	109	122	64	138	32	101	77	70	51	29	80	146	68	57	76	87	36	207	11	50	40	39	240
	23%	21%	23%	31%	29%	25%	24%	23%	24%	22%	19%	24%	27%	24%	22%	21%	29%	23%	26%	21%	20%	23%	24%	24%	28%	24%	12%	19%	20%	28%	24%
Tend to disagree	312	105	81	28	25	155	179	133	144	169	135	146	36	131	129	106	52	21	73	235	120	90	96	96	19	273	31	92	58	54	310
	31%	37%	30%	41%	29%	29%	33%	38%	32%	30%	40%	26%	30%	31%	37%	31%	29%	17%	24%	34%	36%	36%	31%	27%	15%	31%	35%	35%	28%	39%	31%
Strongly disagree	169	61	42	3	10	67	85	63	81	89	70	81	25	79	71	69	14	14	28	140	62	47	64	43	3	137	15	56	34	15	168
	17%	21%	15%	4%	11%	13%	16%	18%	18%	16%	21%	14%	21%	19%	20%	21%	8%	11%	9%	20%	19%	19%	21%	12%	2%	16%	17%	21%	17%	11%	17%
Don't know	68	24	12	2	3	24	36	26	17	51	20	36	6	18	14	27	12	10	22	41	22	14	24	22	9	58	8	28	8	6	69
	7%	9%	5%	3%	4%	5%	7%	7%	4%	9%	6%	6%	5%	4%	4%	8%	7%	8%	7%	6%	6%	6%	8%	6%	7%	9%	11%	4%	4%	4%	7%
Combinations - Summary net																															
Agree	460	96	138	35	49	285	242	131	208	252	112	305	54	197	135	134	101	82	182	269	133	98	128	200	98	404	35	88	105	65	463
	46%	34%	51%	52%	56%	54%	45%	37%	46%	45%	33%	54%	45%	46%	39%	40%	56%	65%	60%	39%	39%	39%	41%	55%	76%	46%	39%	33%	51%	46%	46%
Disagree	482	165	123	31	35	222	265	196	225	257	205	227	60	210	201	174	66	35	100	375	183	137	161	138	22	410	46	148	92	70	478
	48%	58%	45%	45%	40%	42%	49%	55%	50%	46%	61%	40%	50%	49%	57%	52%	37%	27%	33%	55%	54%	55%	51%	38%	17%	47%	52%	56%	45%	49%	47%
Net agree	-22	-70	15	5	14	63	-23	-65	-17	-5	-93	77	-6	-13	-66	-41	35	47	82	-106	-50	-39	-33	62	76	-6	-12	-59	13	-4	-15
	-2%	-24%	6%	7%	17%	12%	-4%	-18%	-4%	-1%	-28%	14%	-5%	-3%	-19%	-12%	19%	37%	27%	-16%	-15%	-16%	-11%	17%	59%	-1%	-13%	-22%	6%	-3%	-1%

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Table 5

(JAN15)Q10. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in Britain (Q18a)							UnWgt Total
		Strongly agree (a)	Tend to agree (b)	Tend to disagree (c)	Strongly disagree (d)	Don't know (e)	Agree (f)	Disagree (g)	
(x)									Total
Unweighted Total	1010	436	333	153	45	43	769	198	1010
Weighted Total	1010	448	315	154	44*	49*	763	198	1010
Healthcare/ NHS/ hospitals	469 46%	215 48%	148 47%	75 48%	15 33% s	16 34% s	363 48%	89 45%	503 50%
Managing the economy/ economic situation	334 33% e	137 30% e	121 39% xae f	60 39% e	11 24% s	5 11% s	258 34% ae	71 36% e	338 33%
Asylum and immigration	273 27% e	135 30% e	80 26%	38 25%	14 32% se	5 11% s	215 28% e	52 26%	270 27%
Education/ schools	199 20%	78 17%	73 23%	36 23%	6 13% s	7 14% s	151 20%	41 21%	214 21%
Unemployment	90 9% b	49 11% b	19 6%	13 9%	4 9% s	6 12% s	68 9% b	17 9%	79 8%
Europe/ EU	90 9%	44 10%	22 7%	22 14% xbe	2 3% s	- - s	66 9%	24 12% e	86 9%
Taxation	84 8%	38 8%	20 6%	20 13% b	5 10% s	2 4% s	57 8%	24 12% xb	84 8%
Benefits	80 8%	38 9%	21 7%	10 6%	6 13% s	5 10% s	60 8%	15 8%	80 8%
Housing	52 5% g	31 7% g	16 5%	4 2%	- - s	2 4% s	46 6% xg	4 2%	53 5%
Foreign policy/foreign affairs	51 5%	19 4%	16 5%	9 6%	3 7% s	4 9% s	35 5%	12 6%	53 5%
Pensions	48 5%	23 5%	15 5%	4 2%	4 10% sc	1 3% s	38 5%	8 4% c	55 5%
Protecting the natural environment/ climate change	41 4%	19 4%	15 5%	6 4%	* 1% s	* 1% s	34 4%	7 4%	50 5%
Poverty / low wages / inequality	37 4%	25 5% x	8 2%	4 2%	1 2% s	1 1% s	32 4% b	4 2%	39 4%
Care for older and disabled people	35 4%	14 3%	12 4%	5 3%	4 8% s	1 2% s	26 3%	8 4%	40 4%
Defence	34 3% a	8 2%	16 5% af	6 4%	2 5% s	2 5% s	24 3% a	8 4%	39 4%
Public services generally	31 3% a	7 2%	14 4% af	6 4%	2 4% s	2 4% s	21 3% a	8 4%	34 3%
Public transport/ roads	30 3%	15 3%	10 3%	5 3%	- - s	- - s	25 3%	5 3%	35 3%
Crime and anti-social behaviour/ law and order	26 3%	7 1%	13 4% a	5 3%	* 1% s	1 2% s	19 3% a	6 3%	27 3%
Terrorism	23 2%	8 2%	5 2%	9 6% xabf	- - s	1 2% s	13 2%	9 4% f	23 2%
Constitution/Devolution	22 2%	7 2%	7 2%	6 4%	3 6% s	* 1% s	14 2%	8 4%	25 2%
Energy / gas / oil production / policy / prices	16 2%	6 1%	5 2%	2 1%	2 5% s	1 2% s	11 1%	4 2%	16 2%
Issues affecting children / families	14 1%	8 2%	5 2%	- -	- - s	- - s	14 2%	- -	11 1%
Government / MPs / politicians / political parties	13 1%	4 1%	5 2%	2 2%	* 1% s	- - s	10 1%	3 1%	15 1%

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Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g

* small base

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Table 5

(JAN15)Q10. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in Britain (Q18a)							UnWgt Total
		Strongly agree (a)	Tend to agree (b)	Tend to disagree (c)	Strongly disagree (d)	Don't know (e)	Agree (f)	Disagree (g)	
Weighted Total	1010	448	315	154	44*	49*	763	198	1010
Standards of living	11	7	3	1	-	-	10	1	14
	1%	2%	1%	1%	-s	-s	1%	1%	1%
MPs expenses	10	7	3	-	-	-	10	-	10
	1%	2%	1%	-	-s	-s	1%	-	1%
National security / safety	9	4	4	2	-	-	7	2	9
	1%	1%	1%	1%	-s	-s	1%	1%	1%
Openness / honesty / transparency	9	3	3	2	-	-	7	2	11
	1%	1%	1%	1%	-s	-s	1%	1%	1%
Race relations	7	3	3	-	*	1	6	*	9
	1%	1%	1%	-	1% s	2% s	1%	*	1%
Trade unions/ strikes	5	3	1	1	-	-	4	1	5
	*	1%	*	*	-s	-s	1%	*	*
Animal welfare	4	1	1	-	-	2	2	-	3
	*	*	*	-	-s	3% sxafg	*	-	*
Other	55	21	19	8	4	3	40	12	58
	5%	5%	6%	5%	10% s	7% s	5%	6%	6%
Don't know	105	43	29	9	10	14	72	20	99
	10%	10%	9%	6%	23% sxabcfg	28% sxabcfg	9%	10% c	10%
Not stated	1	-	1	-	-	-	1	-	1
	*	-	*	-	-s	-s	*	-	*

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g

* small base

Ipsos MORI Political Monitor - January 2015

Table 6

(JAN15)Q18(b). To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in my local area

Base : All

	Total (Weighted)	To what extent do you agree or disagree with the following statements about the housing situation? There is a housing crisis in Britain (Q18a)							UnWgt Total
		Strongly agree (a)	Tend to agree (b)	Tend to disagree (c)	Strongly disagree (d)	Don't know (e)	Agree (f)	Disagree (g)	
	(x)								Total
Unweighted Total	1010	436	333	153	45	43	769	198	1010
Weighted Total	1010	448	315	154	44*	49*	763	198	1010
Strongly agree	229	204	16	3	2	4	221	5	223
	23% bcdeg	46% xbcddeg	5%	2%	4% s	8% s	29% xbcddeg	2%	22%
Tend to agree	231	121	94	14	1	2	214	14	240
	23% cdeg	27% xcdeg	30% xcdeg	9%	2% s	5% s	28% xcdeg	7%	24%
Tend to disagree	312	69	138	84	5	16	207	89	310
	31% adf	15%	44% xadf	55% xabdeg	11% s	32% sad	27% ad	45% xadf	31%
Strongly disagree	169	38	40	48	35	8	78	84	168
	17% abf	8%	13%	31% xabf	81% sxabcdeg	16% s	10%	42% xabcdeg	17%
Don't know	68	17	26	5	1	19	43	6	69
	7% afg	4%	8% afg	3%	3% s	38% sxabcdeg	6% a	3%	7%
Combinations - Summary net									
Agree	460	325	110	17	2	6	435	19	463
	46% bcdeg	72% xbcddeg	35% cdeg	11%	5% s	13% s	57% xbcddeg	10%	46%
Disagree	482	107	178	133	40	24	285	173	478
	48% af	24%	57% xaf	86% xabef	91% sxabef	49% sa	37% a	87% xabef	47%
Net agree	-22	218	-68	-116	-38	-18	150	-154	-15
	-2%	49% xbcddeg	-22%	-75%	-86% s	-36% s	20% xbcddeg	-78%	-1%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g

* small base