

SEP - 23 SEP 2013  
INTERNAL USE ONLY - FINAL

28 Oct 2013

Table 1  
YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR BRITAIN"  
BASE: ALL ADULTS AGED 16+

	SEX		AGE										TENURE							ACORN						
	TOTAL (z)	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18+ (i)	16-34 (j)	35-54 (k)	55+ (l)	OWNED OUTRIGHT (m)	BOUGHT ON A MORTGAGE (n)	RENTED FROM THE LOCAL AUTHORITY / BELONGS TO A HOUSING ASSOCIATION (o)	RENTED FROM PRIVATE LANDLORD (p)	OTHER (q)	OWNER/OCCUPIER (r)	RENTERS (s)	WEALTHY ACHIEVERS (t)	URBAN PROSPERITY (u)	COMFORTABLY OFF (v)	MODERATE MEANS (w)	HARD PRESSED (x)	
UNWEIGHTED BASE	1970	1003	967	323	270	299	300	298	480	1930	593	599	778	640	570	390	359	11	1210	749	327	253	492	325	528	
WEIGHTED BASE	1970	956	1014	317	306	358	317	285	387	1878	623	675	671	493	794	285	335	335	14**	1286	670	368	249	528	303	466
	100%	49%	51%	16%	16%	18%	16%	14%	20%	95%	32%	34%	34%	25%	40%	17%	17%	1%**	65%	34%	19%	13%	27%	15%	24%	
STRONGLY AGREE	79	41	38	13	9	13	15	15	15	76	22	28	29	21	33	15	10	-	54	26	10	11	20	7	26	
	4%	4%	4%	4%	3%	4%	5%	5%	4%	4%	4%	4%	4%	4%	4%	5%	3%	-	4%	4%	3%	4%	4%	2%	5%w	
TEND TO AGREE	310	158	151	37	52	68	42	51	60	299	88	110	111	79	148	37	44	2	227	81	55	26	92	47	84	
	16%osu	17%	15%	12%	17%	19%c	13%	18%	15%	16%	14%	16%	17%	16%o	19%zops	11%	13%	12%	18%zos	12%	15%	10%	17%u	16%	18%u	
NEITHER AGREE NOR DISAGREE	438	205	233	80	81	75	72	45	86	423	161	147	131	105	169	78	84	1	274	163	73	64	112	76	100	
	22%gl	21%	23%	25%g	26%gl	21%	23%	16%	22%l	23%gl	26%zgl	22%	20%	21%	21%	23%	25%	10%	21%	24%	20%	26%	21%	25%	21%	
TEND TO DISAGREE	670	320	350	107	89	127	101	110	136	636	196	228	246	172	285	103	103	7	457	206	127	77	191	107	153	
	34%ss	33%	34%	34%	29%	36%	32%	39%cd	35%	34%	31%	34%	37%cd	35%	36%	31%	31%	47%	36%	31%	34%	31%	36%	35%	33%	
STRONGLY DISAGREE	444	221	223	69	71	74	82	62	87	424	140	156	148	108	153	92	88	4	261	179	99	70	107	56	97	
	23%nr	23%	22%	22%	23%	21%	26%	22%	22%	23%	22%	23%	22%	22%	19%	27%znr	26%nr	31%	20%	27%znr	27%w	28%vwx	20%	19%	21%	
DONT KNOW	28	10	19	13	4	2	5	1	4	20	16	7	6	7	6	9	6	-	14	15	4	1	6	10	7	
	1%	1%	2%	4%zeghi	1%	*	2%	*	1%	1%	3%zdil	1%	1%	2%	3%nr	2%	-	1%	2%	1%	1%	*	1%	3%zu	1%	
AGREE	389	200	189	50	61	80	58	66	74	375	111	138	140	100	181	53	54	2	281	107	65	37	112	54	109	
	20%os	21%	19%	16%	20%	22%	18%	23%c	19%	20%	18%	20%	21%	20%	23%ops	16%	16%	12%	22%zops	16%	18%	15%	21%	18%	23%zu	
DISAGREE	1114	541	573	176	160	201	183	172	222	1060	336	384	394	280	438	195	191	11	718	386	225	147	298	163	250	
	57%	57%	57%	55%	52%	56%	58%	60%	57%	56%	54%	57%	59%	57%	55%	58%	57%	78%	56%	58%	61%	59%	56%	54%	54%	
NET AGREE	-725	-341	-384	-126	-99	-121	-125	-106	-148	-685	-225	-246	-254	-180	-257	-142	-137	-9	-437	-279	-160	-110	-187	-109	-141	
	-37%	-36%	-38%	-40%	-32%	-34%	-39%	-37%	-38%	-36%	-36%	-36%	-38%	-37%	-32%	-42%	-41%	-66%	-34%	-42%	-44%	-44%	-35%	-36%	-30%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l - z/m/n/o/p/q/r/s - z/t/u/v/w/x  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Table 2  
YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR BRITAIN"  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	OCCUPATION									INCOME				CHIEF INCOME EARNER		SOCIAL GRADE				ETHNICITY	
		FULL- TIME (a)	PART- TIME (b)	SELF- EMPLO YED (c)	FT/ PT/ SELF EMPLOY ED (d)	NOT WORKI NG - HOUSE WIFE (e)	STILL IN EDUCA TION (f)	UNEMP LOYED (g)	RETIR ED (h)	OTHER (i)	UP TO 9499 (j)	9500 - 17499 (k)	17500 - 24999 (l)	25000 PLUS (m)	YES (n)	NO (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	WHITE (t)	BME (u)
UNWEIGHTED BASE	1970	605	207	62	874	111	187	136	551	111	220	272	135	495	1286	684	381	570	428	591	1693	270
WEIGHTED BASE	1970	751	239	79*	1070	101*	190	95	438	76*	166	239	146	607	1226	744	526	566	413	465	1831	132
100%		38%	12%	4%*	54%	5%*	10%	5%	22%	4%*	8%	12%	7%	31%	62%	38%	27%	29%	21%	24%	93%	7%
STRONGLY AGREE	79	32	8	3	43	5	9	3	16	3	5	11	6	23	46	34	18	26	23	13	72	8
4%		4%	3%	4%	4%	5%	5%	3%	4%	4%	3%	5%	4%	4%	4%	5%	3%	5%	6%	3%	4%	6%
TEND TO AGREE	310	133	36	14	182	15	23	8	72	10	28	37	10	113	208	102	106	84	58	62	289	19
16%g		18%g	15%	17%	17%g	15%	12%	8%	16%g	13%	17%l	15%l	7%	19%l	17%	14%	20%zr	15%	14%	13%	16%	14%
NEITHER AGREE NOR DISAGREE	438	171	50	12	233	30	50	22	88	15	35	47	30	135	279	160	106	118	101	113	403	36
22%		23%	21%	15%	22%	30%ch	26%	23%	20%	20%	21%	20%	20%	22%	23%	21%	20%	21%	24%	24%	22%	27%
TEND TO DISAGREE	670	246	93	31	370	23	59	29	159	30	52	89	48	209	421	248	174	206	146	144	628	40
34%e		33%	39%e	38%	35%e	23%	31%	31%	36%e	39%e	31%	37%	33%	34%	34%	33%	33%	36%	35%	31%	34%	30%
STRONGLY DISAGREE	444	167	47	19	233	23	40	30	100	18	44	53	51	126	261	183	122	124	81	117	416	27
23%		22%	20%	24%	22%	23%	21%	31%zb	23%	24%	27%	22%	35%zk	21%	21%	25%	23%	22%	20%	25%	23%	20%
DONT KNOW	28	2	5	1	8	4	9	3	4	-	2	2	1	1	11	17	1	8	5	14	24	3
1%adm		2%a	2%	1%a	4%ad	5%zad	3%ad	1%	-	-	1%am	1%	1%	1%	1%	2%an	*	1%	1%	3%zp	1%	2%
np						h																
AGREE	389	164	44	17	225	21	32	11	87	13	33	48	16	136	254	135	124	110	80	75	361	26
20%g		22%g	18%	21%	21%g	21%	17%	11%	20%g	17%	20%l	20%l	11%	22%l	21%	18%	23% <sup>s</sup>	19%	19%	16%	20%	20%
DISAGREE	1114	413	141	49	603	47	99	59	258	48	96	141	99	335	683	431	295	330	227	262	1044	67
57%e		55%	59%	62%	56%	46%	52%	62%e	59%e	63%e	58%	59%	68%zm	55%	56%	58%	56%	58%	55%	56%	57%	51%
NET AGREE	-725	-249	-97	-32	-378	-26	-67	-48	-171	-35	-64	-94	-84	-199	-429	-296	-172	-220	-146	-187	-683	-41
-37%		-33%	-40%	-41%	-35%	-26%	-36%	-51%	-39%	-46%	-38%	-39%	-57%	-33%	-35%	-40%	-33%	-39%	-35%	-40%	-37%	-31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/l/g/h/i - z/j/k/l/m - z/n/o - z/p/q/r/s - z/u  
Overlap formulae used. \* small base



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Table 3  
YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR BRITAIN"  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	NUMBER IN HOUSEHOLD			CHILDREN IN HOUSEHOLD		CAR IN HOUSEHOLD		DAILY READERSHIP			MAIN SHOPPER		EDUCATION			
		1 (a)	2 (b)	3+ (c)	YES (d)	NO (e)	YES (f)	NO (g)	BROAD SHEET (h)	MID MAR- KET (i)	TAB- LOID (j)	YES (k)	NO (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)
UNWEIGHTED BASE	1970	408	661	898	595	1375	1260	710	186	202	311	1515	455	581	320	487	436
WEIGHTED BASE	1970	360	642	966	660	1310	1340	630	194	188	294	1497	473	619	323	554	343
	100%	18%	33%	49%	34%	66%	68%	32%	10%	10%	15%	76%	24%	31%	16%	28%	17%
STRONGLY AGREE	79	17	21	42	30	50	53	26	6	5	17	62	18	30	12	20	13
	4%	5%	3%	4%	4%	4%	4%	4%	3%	3%	6%	4%	4%	5%	4%	4%	4%
TEND TO AGREE	310	51	124	135	91	219	224	86	35	48	46	239	71	92	41	106	58
	16%	14%	19%	14%	14%	17%	17%	14%	18%	26%	16%	16%	15%	15%	13%	19%	17%
NEITHER AGREE NOR DISAGREE	438	87	131	219	156	282	283	156	40	47	61	337	101	132	80	108	91
	22%	24%	20%	23%	24%	22%	21%	25%	21%	25%	21%	23%	21%	21%	25%	19%	27%
TEND TO DISAGREE	670	134	223	314	220	450	457	213	64	57	105	503	167	199	120	192	105
	34%	37%	35%	32%	33%	34%	34%	34%	33%	30%	36%	34%	35%	32%	37%	35%	31%
STRONGLY DISAGREE	444	67	137	241	152	292	306	138	47	31	62	338	106	154	67	125	66
	23%	19%	21%	25%	23%	22%	23%	22%	24%	16%	21%	23%	22%	25%	21%	23%	19%
DONT KNOW	28	5	7	17	11	17	17	12	1	1	3	18	10	12	3	3	10
	1%	1%	1%	2%	2%	1%	1%	2%	*	1%	1%	1%	2%	2%	1%	1%	3%
AGREE	389	68	145	176	121	268	277	112	41	53	62	301	88	121	53	125	71
	20%	19%	22%	18%	18%	20%	21%	18%	21%	28%	21%	20%	19%	20%	17%	23%	21%
DISAGREE	1114	201	359	554	372	742	763	351	112	88	167	841	273	354	187	318	171
	57%	56%	56%	57%	56%	57%	57%	56%	58%	47%	57%	56%	58%	57%	58%	57%	50%
NET AGREE	-725	-133	-215	-378	-252	-473	-486	-239	-70	-35	-105	-540	-185	-232	-134	-192	-100
	-37%	-37%	-33%	-39%	-38%	-36%	-36%	-38%	-36%	-18%	-36%	-36%	-39%	-38%	-41%	-35%	-29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g - z/h/i/j - z/k/l - z/m/n/o/p  
Overlap formulae used.



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Table 4  
YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR BRITAIN"  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	GOVERNMENT OFFICE REGION																			
		EAST MID- LANDS (a)	EAST- ERN (b)	LON- DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT- LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID- LANDS (j)	YORKS AND HUMBR (k)	ENGLA ND EXC. LONDO N (l)	GB EXC. LONDO N (m)	SOUTH ENG- LAND (n)	NORTH ENG- LAND (o)	MID- LANDS (p)	EAST- ERN (q)	LON- DON (r)	WALES (s)	SCOT- LAND (t)
UNWEIGHTED BASE	1970	170	143	265	76	226	201	233	175	118	166	197	1386	1705	408	499	336	143	265	118	201
WEIGHTED BASE	1970	147	189	253	86*	225	172	276	174	98*	176	173	1446	1717	450	485	322	189	253	98*	172
STRONGLY AGREE	79 4%	6 4%	9 5%	15 6%g	6 7%g	7 3%	10 6%g	5 2%	8 5%	3 3%	5 3%	5 3%	52 4%	64 4%	13 3%	18 4%	11 4%	9 5%	15 6%g	3 3%	10 6%g
TEND TO AGREE	310 16% <sub>n</sub>	26 18%	20 10%	37 14%	18 20%	32 14%	30 17%	36 13%	19 11%	20 21% <sub>bh</sub> nq	40 23% <sub>zb</sub> ghlmn q	33 19%	223 15% <sub>n</sub>	273 16% <sub>n</sub>	55 12%	83 17%	66 20% <sub>zb</sub> ghlmn q	20 10%	37 14%	20 21% <sub>bh</sub> nq	30 17%
NEITHER AGREE NOR DISAGREE	438 22% <sub>bj</sub> pq	30 21%	28 15%	61 24% <sub>j</sub>	17 19%	66 29% <sub>zb</sub> ijklm opqs	39 22%	76 27% <sub>bj</sub> kpq	50 29% <sub>bi</sub> jklmp qs	17 17%	26 15%	28 16%	321 22% <sub>bj</sub> pq	377 22% <sub>j</sub>	126 28% <sub>zb</sub> ijklm pqs	111 23% <sub>k</sub>	57 18%	28 15%	61 24% <sub>j</sub>	17 17%	39 22%
TEND TO DISAGREE	670 34%	45 31%	60 32%	77 30%	23 27%	72 32%	61 35%	98 36%	56 32%	40 41%	67 38%	72 42% <sub>zc</sub> dlor	492 34%	593 35%	154 34%	167 34%	112 35%	60 32%	77 30%	40 41%	61 35%
STRONGLY DISAGREE	444 23%	37 25%	70 37% <sub>zc</sub> defgh ijklm noprs t	59 23%	19 22%	46 20%	33 19%	59 22%	38 22%	15 16%	34 19%	34 20%	337 23%	385 22%	97 22%	99 20%	71 22%	70 37% <sub>zc</sub> defgh ijklm noprs t	59 23%	15 16%	33 19%
DON'T KNOW	28 1%	3 2%	3 1%	4 2%	4 5% <sub>zfg</sub> kimno t	2 1%	- -	2 1%	3 2%	3 3% <sub>ft</sub>	4 2%	1 1%	21 1%	24 1%	5 1%	7 2%	6 2%	3 1%	4 2%	3 3% <sub>ft</sub>	- -
AGREE	389 20% <sub>n</sub>	32 22%	29 15%	52 20%	24 27% <sub>gn</sub>	39 17%	40 23% <sub>gn</sub>	41 15%	27 16%	23 24% <sub>n</sub>	45 26% <sub>gh</sub> in	38 22%	275 19% <sub>n</sub>	337 20% <sub>n</sub>	68 15%	101 21% <sub>n</sub>	77 24% <sub>gl</sub> n	29 15%	52 20%	23 24% <sub>n</sub>	40 23% <sub>gn</sub>
DISAGREE	1114 57%	82 56%	130 69% <sub>za</sub> cdefg himno prt	136 54%	42 49%	118 52%	94 55%	158 57%	94 54%	55 56%	101 57%	106 61%	829 57%	978 57%	251 56%	266 55%	182 57%	130 69% <sub>za</sub> cdefg himno prt	136 54%	55 56%	94 55%
NET AGREE	-725 -37%	-49 -34%	-101 -53%	-84 -33%	-18 -21%	-79 -35%	-54 -32%	-117 -42%	-66 -38%	-32 -33%	-56 -32%	-68 -39%	-554 -38%	-641 -37%	-183 -41%	-165 -34%	-105 -33%	-101 -53%	-84 -33%	-32 -33%	-54 -32%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base

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Table 5  
**YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?**  
**"RISING HOUSE PRICES ARE A GOOD THING FOR BRITAIN"**  
**BASE: ALL ADULTS AGED 16+**

	TOTAL (z)	STANDARD REGION												AREA				
		NORTH (a)	MID- LANDS (b)	SOUTH (c)	LON- DON (d)	ENGLAND EXC. LONDON (e)	GB EXC. LONDON (f)	SOUTH ENG- LAND (g)	NORTH ENG- LAND (h)	MID- LANDS (i)	EAST ANGLIA (j)	LON- DON (k)	WALES (l)	SCOT- LAND (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METRO POL ITAN (q)
<b>UNWEIGHTED BASE</b>	<b>1970</b>	686	498	521	265	1386	1705	521	485	288	92	265	118	201	443	430	595	502
<b>WEIGHTED BASE</b>	<b>1970</b>	639	477	601	253	1446	1717	601	467	285	94*	253	98*	172	480	422	622	445
	<b>100%</b>	32%	24%	30%	13%	73%	87%	30%	24%	14%	5%*	13%	5%*	9%	24%	21%	32%	23%
STRONGLY AGREE	<b>79</b>	25	19	19	15	52	64	19	16	13	4	15	3	10	12	9	26	32
	4% <sup>o</sup>	4%	4%	3%	6%	4%	4%	3%	3%	5%	4%	6%	3%	6%	3%	2%	4%	7% <sup>z</sup> <sup>n</sup> <sup>o</sup> <sup>p</sup>
TEND TO AGREE	<b>310</b>	109	95	69	37	223	273	69	79	54	21	37	20	30	70	72	99	68
	16% <sup>cg</sup>	17% <sup>cg</sup>	20% <sup>z</sup> <sup>o</sup> <sup>e</sup> <sup>f</sup>	11%	14%	15% <sup>cg</sup>	16% <sup>cg</sup>	11%	17% <sup>cg</sup>	19% <sup>cg</sup>	22% <sup>cg</sup>	14%	21% <sup>cg</sup>	17%	15%	17%	16%	15%
NEITHER AGREE NOR DISAGREE	<b>438</b>	149	83	145	61	321	377	145	110	52	15	61	17	39	93	91	141	114
	22% <sup>b</sup>	23% <sup>b</sup>	17%	24% <sup>b</sup>	24%	22% <sup>b</sup>	22% <sup>b</sup>	24% <sup>b</sup>	24% <sup>b</sup>	18%	15%	24%	17%	22%	19%	21%	23%	26% <sup>n</sup>
TEND TO DISAGREE	<b>670</b>	220	169	204	77	492	593	204	159	99	30	77	40	61	170	155	208	136
	34%	34%	35%	34%	30%	34%	35%	34%	34%	35%	32%	30%	41%	35%	35%	37%	33%	31%
STRONGLY DISAGREE	<b>444</b>	127	101	157	59	337	385	157	94	62	24	59	15	33	122	92	143	86
	23%	20%	21%	26% <sup>z</sup> <sup>a</sup> <sup>f</sup> <sup>h</sup>	23%	23% <sup>a</sup>	22%	26% <sup>z</sup> <sup>a</sup> <sup>f</sup> <sup>h</sup>	20%	22%	25%	23%	16%	19%	25%	22%	23%	19%
DONT KNOW	<b>28</b>	9	10	6	4	21	24	6	9	5	2	4	3	-	13	3	5	8
	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	3% <sup>m</sup>	-	3% <sup>p</sup>	1%	1%	2%
AGREE	<b>389</b>	135	114	88	52	275	337	88	95	67	24	52	23	40	82	81	125	101
	20% <sup>cg</sup>	21% <sup>cg</sup>	24% <sup>z</sup> <sup>o</sup> <sup>e</sup> <sup>f</sup>	15%	20%	19% <sup>cg</sup>	20% <sup>cg</sup>	15%	20% <sup>cg</sup>	23% <sup>cg</sup>	26% <sup>cg</sup>	20%	24% <sup>cg</sup>	23% <sup>cg</sup>	17%	19%	20%	23%
DISAGREE	<b>1114</b>	347	270	361	136	829	978	361	253	161	53	136	55	94	292	248	352	223
	57% <sup>q</sup>	54%	57%	60%	54%	57%	57%	60%	54%	57%	57%	54%	56%	55%	61% <sup>q</sup>	59% <sup>q</sup>	57%	50%
NET AGREE	<b>-725</b>	-212	-155	-273	-84	-554	-641	-273	-158	-95	-29	-84	-32	-54	-210	-167	-227	-122
	-37%	-33%	-33%	-45%	-33%	-38%	-37%	-45%	-34%	-33%	-31%	-33%	-33%	-32%	-44%	-39%	-36%	-27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p/q  
 Overlap formulae used. \* small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 6  
YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR BRITAIN"  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	ITV STATION RECEIVED										TENURE LIFESTAGE - Q2					
		SCOTLAND (a)	TYNE TEES (b)	GRANADA (c)	YORKSHIRE (d)	CENTRAL (e)	HTV WEST (f)	ANGLIA (g)	LONDON CARLTON (h)	MERIDIAN (i)	TWC/WEST CO-UNTRY (j)	ANY (A TO G) (k)	FTB (A+B) (l)	OWNER-OCCUPIER UP-SIZER (C) (m)	PRS UP-SIZER (C) (n)	OWNER-OCCUPIER DOWN-SIZER (D) (o)	PRS DOWN-SIZER (D) (p)
UNWEIGHTED BASE	1970	201	86	226	256	251	189	106	348	186	88	410	238	33	20	36	7
WEIGHTED BASE	1970	172	94*	223	225	256	162	139*	359	210	96*	427	261	42**	18**	34**	6**
	100%	9%	5%*	11%	11%	13%	8%	7%*	18%	11%	5%*	22%	13%	2%**	1%**	2%**	***
STRONGLY AGREE	79	10	6	7	6	10	6	9	17	5	5	23	12	3	-	2	-
	4%	6%	6%	3%	3%	4%	4%	6%	5%	3%	5%	5%	5%	7%	-	5%	-
TEND TO AGREE	310	30	18	33	48	48	28	23	46	22	9	61	29	11	3	11	*
	16%	18%	19%	15%	21%zhij	19%i	17%	17%	13%	11%	10%	14%	11%	25%	17%	31%	5%
NEITHER AGREE NOR DISAGREE	438	39	19	64	34	46	37	29	78	54	24	82	58	8	4	2	2
	22%cd	22%	21%	29%zde	15%	18%	23%	21%	22%	26%cd	25%	19%	22%	19%	25%	5%	33%
TEND TO DISAGREE	670	61	24	71	90	92	61	26	125	79	33	147	94	17	4	10	2
	34%g	35%g	25%	32%g	40%bg	36%g	38%g	19%	35%g	37%g	35%g	34%	36%	42%	24%	29%	33%
STRONGLY DISAGREE	444	33	22	46	47	53	26	50	87	47	22	103	58	3	5	10	2
	23%f	19%	23%	21%	21%	21%	16%	36%zacd	24%f	23%	23%	24%	22%	7%	31%	30%	28%
DONT KNOW	28	-	5	2	*	6	3	2	5	2	2	11	10	-	1	-	-
	1%	-	5%zacdh	1%	*	2%	2%	1%	1%	1%	3%	2%	4%z	-	3%	-	-
AGREE	389	40	24	40	54	58	34	32	63	27	14	84	41	14	3	12	*
	20%i	23%i	26%i	18%	24%i	23%i	21%	23%i	18%	13%	15%	20%	16%	32%	17%	36%	5%
DISAGREE	1114	94	45	117	137	145	87	76	213	126	56	250	153	21	10	20	4
	57%	54%	49%	52%	61%	57%	54%	55%	59%	60%	58%	59%	58%	49%	55%	59%	61%
NET AGREE	-725	-54	-22	-77	-82	-86	-52	-44	-149	-98	-42	-166	-112	-7	-7	-8	-3
	-37%	-31%	-23%	-34%	-37%	-34%	-32%	-32%	-42%	-47%	-43%	-39%	-43%	-17%	-37%	-23%	-56%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/l/g/h/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Ipsos MORI

Table 7  
YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR BRITAIN"  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	PRIVATE RENTERS			OWNER-OCCUPIERS			UNWTD TOTAL
		16-34 (a)	35-44 (b)	55+ (c)	16-34 (d)	35-44 (e)	55+ (f)	
UNWEIGHTED BASE	1970	232	93	15	219	389	229	1970
WEIGHTED BASE	1970	204	98*	16**	285	486	224	1970
	100%	10%	5%*	1%**	14%	25%	11%	100%
STRONGLY AGREE	79	6	3	2	8	22	11	82
	4%	3%	3%	10%	3%	5%	5%	4%
TEND TO AGREE	310	23	14	1	53	85	44	298
	16%	11%	15%	9%	19%	18%	20%	15%
NEITHER AGREE NOR DISAGREE	438	63	15	2	69	111	38	446
	22%	31%zb	15%	10%	24%	23%	17%	23%
TEND TO DISAGREE	670	64	35	3	93	167	88	670
	34%	31%	35%	16%	32%	34%	39%	34%
STRONGLY DISAGREE	444	44	31	7	57	95	43	442
	23%	22%	32%z	47%	20%	20%	19%	22%
DON'T KNOW	28	5	-	1	6	5	-	32
	1%	2%	-	8%	2%	1%	-	2%
AGREE	389	29	17	3	61	108	55	380
	20%a	14%	17%	19%	21%	22%	25%	19%
DISAGREE	1114	108	66	10	149	262	131	1112
	57%	53%	67%a	63%	52%	54%	59%	56%
NET AGREE	-725	-79	-49	-7	-89	-155	-76	-732
	-37%	-39%	-50%	-44%	-31%	-32%	-34%	-37%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 8  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	SEX		AGE										TENURE						ACORN						
	TOTAL (z)	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18+ (i)	16-34 (j)	35-54 (k)	55+ (l)	OWNED OUTRIGHT (m)	BOUGHT ON A MORTGAGE (n)	RENTED FROM THE LOCAL AUTHORITY /BELONGS TO A HOUSING ASSOCIATION (o)	RENTED FROM PRIVATE LANDLORD (p)	OTHER (q)	OWNER/OCCUPIER (r)	RENTERS (s)	WEALTHY ACHIEVERS (t)	URBAN PROSPERITY (u)	COMFORTABLY OFF (v)	MODERATE MEANS (w)	HARD PRESSED (x)
UNWEIGHTED BASE	1970	1003	967	323	270	299	300	298	480	1930	593	599	778	640	570	390	359	11	1210	749	327	253	492	325	528
WEIGHTED BASE	1970	956	1014	317	306	358	317	285	387	1878	623	675	671	493	794	335	335	14**	1286	670	368	249	528	303	466
	100%	49%	51%	16%	16%	18%	16%	14%	20%	95%	32%	34%	34%	25%	40%	17%	17%	1%**	65%	34%	19%	13%	27%	15%	24%
STRONGLY AGREE	202	112	90	8	37	34	41	44	38	199	45	75	81	69	103	13	15	1	172	28	61	14	68	24	26
	10% sux	12% cjo	9% p	2% j	12% c	10% c	13% c	15% z	10% c	11% c	7% c	11% c	12% z	14% z	13% z	4% o	5% p	10% r	13% z	4% s	17% z	14% w	13% u	8% w	6% x
TEND TO AGREE	378	179	199	14	44	91	79	77	75	375	57	169	152	126	224	10	18	-	350	28	86	52	100	58	74
	19% psx	19% djo	20% o	4% j	14% c	25% z	25% z	27% z	19% c	20% c	9% c	25% z	23% z	26% z	28% z	3% o	5% p	-	27% z	4% s	23% x	21% u	19% v	19% w	16% x
NEITHER AGREE NOR DISAGREE	554	262	292	75	66	81	91	85	157	532	141	172	242	175	198	112	69	1	372	181	88	69	135	99	147
	28% mnrt	27% dejp	29% o	24% i	22% k	23% l	29% m	30% n	41% z	28% de	23% f	25% g	36% z	35% zn	25% pr	33% zn	21% ps	6% q	29% np	27% p	24% t	28% u	26% v	33% tv	32% t
TEND TO DISAGREE	354	174	179	79	59	67	48	43	57	331	138	116	100	65	135	62	89	4	199	151	59	39	104	48	94
	18% h	18% imr	18% l	25% z	19% f	19% g	15% h	15% i	15% j	18% l	17% m	17% n	15% o	13% p	17% q	18% m	27% z	26% m	16% m	22% z	16% mno	16% r	20% z	16% t	20% v
STRONGLY DISAGREE	463	222	241	134	97	85	57	34	57	427	231	142	91	50	133	131	142	8	182	273	68	75	121	66	121
	24% mnrt	23% fghl	24% ghij	42% z	32% z	24% z	18% ghl	12% h	15% i	23% f	37% z	21% ghl	14% h	10% p	17% mr	39% z	42% z	58% rs	14% m	41% z	19% r	30% z	23% tw	22% t	26% t
DONT KNOW	19	6	13	8	4	*	1	3	3	14	12	2	6	8	2	7	3	-	9	10	6	*	*	8	4
	1% knv	1% r	1% s	3% z	1% e	*	*	1% h	1% i	1% j	2% z	*	1% k	2% nr	*	2% zn	1% r	-	1% n	1% n	2% v	*	*	3% z	1% v
AGREE	580	291	289	21	81	125	120	120	113	574	102	245	233	196	327	23	33	1	523	55	147	66	168	81	100
	29% sx	30% cjo	29% p	7% j	26% c	35% z	38% z	42% z	29% c	31% c	16% c	36% z	35% z	40% z	41% z	7% o	10% p	10% q	41% z	8% s	40% z	26% u	32% x	27% y	21% z
DISAGREE	817	397	420	213	156	152	105	77	114	758	369	257	191	115	267	193	231	12	382	423	128	114	225	114	215
	41% mnrt	42% fghl	41% ghij	67% z	51% z	42% z	33% fghl	27% g	30% h	40% f	59% z	38% f	28% ghl	23% p	34% mr	58% z	69% z	84% rs	30% m	63% z	35% t	46% t	43% t	38% t	46% ztv
NET AGREE	-237	-106	-131	-192	-75	-27	15	43	-2	-184	-267	-12	42	81	60	-170	-198	-10	141	-368	19	-48	-57	-32	-115
	-12%	-11%	-13%	-60%	-25%	-8%	5% hk	15% e	-10%	-43%	-2%	6% ehk	16% nr	8%	-51%	-59%	-74%	11% n	-55%	5%	-19%	-11%	-11%	-25%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l - z/m/n/o/p/q/r/s - z/t/u/v/w/x  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



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Table 9  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	OCCUPATION									INCOME				CHIEF INCOME EARNER		SOCIAL GRADE				ETHNICITY	
		FULL- TIME (a)	PART- TIME (b)	SELF- EMPLO YED (c)	FT/ PT/ SELF EMPLO YED (d)	NOT WORKI NG - HOUSE WIFE (e)	STILL IN EDUCA TION (f)	UNEMP LOYED (g)	RETIR ED (h)	OTHER (i)	UP TO 9499 (j)	9500 - 17499 (k)	17500 - 24999 (l)	25000 PLUS (m)	YES (n)	NO (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	WHITE (t)	BME (u)
UNWEIGHTED BASE	1970	605	207	62	874	111	187	136	551	111	220	272	135	495	1286	684	381	570	428	591	1693	270
WEIGHTED BASE	1970	751	239	79*	1070	101*	190	95	438	76*	166	239	146	607	1226	744	526	566	413	465	1831	132
100%		38%	12%	4%*	54%	5%*	10%	5%	22%	4%*	8%	12%	7%	31%	62%	38%	27%	29%	21%	24%	93%	7%
STRONGLY AGREE	202	98	34	3	135	5	5	4	47	5	6	12	11	98	121	81	82	66	35	18	195	6
	10%fg	13%zcg	14%cef	3%	13%zce	5%	3%	5%	11%fg	6%	4%	5%	8%	16%zj	10%	11%	16%zr	12%ss	9%ss	4%	11%u	5%
TEND TO AGREE	378	172	42	31	244	24	7	9	90	5	17	42	20	176	258	121	148	103	69	58	355	21
	19%fg	23%zfg	17%fi	39%zab	23%zbc	24%fdg	4%	9%	21%fgh	6%	10%	18%j	14%	29%zj	21%zo	16%	28%zq	18%ss	17%	12%	19%	16%
NEITHER AGREE NOR DISAGREE	554	172	80	14	266	16	57	22	166	27	55	78	40	129	367	187	124	170	126	134	519	35
	28%ad	23%	33%ac	17%	25%	16%	30%e	24%	38%zad	36%ac	33%am	33%am	27%	21%	30%z	25%	23%	30%p	31%p	29%	28%	27%
TEND TO DISAGREE	354	137	36	17	189	22	42	17	66	17	33	42	36	97	214	140	74	97	85	98	322	31
	18%hp	18%	15%	21%	18%	22%	22%	18%	15%	23%	20%	18%	25%am	16%	17%	19%	14%	17%	21%p	21%zpd	18%	23%z
STRONGLY DISAGREE	463	172	46	14	232	32	75	40	63	22	53	64	39	108	259	204	94	127	96	147	425	36
	24%hm	23%h	19%	18%	22%h	31%bd	39%zab	42%zab	14%	28%h	32%zm	27%am	27%am	18%	21%	27%zn	18%	22%	23%	32%zpd	23%	27%
DONT KNOW	19	1	1	1	3	2	4	3	6	1	1	1	-	-	7	12	4	4	1	10	15	3
	1%adm	*	1%	2%a	*	2%ad	2%ad	3%ad	1%ad	1%a	1%am	*	-	-	1%	2%	1%	1%	*	2%zr	1%	3%zt
AGREE	580	270	76	33	380	29	12	13	137	9	23	54	31	273	379	201	231	169	104	76	550	27
	29%fg	36%zfg	32%fg	42%zfg	35%zfg	28%fdg	6%	14%	31%fg	12%	14%	23%j	21%	45%zj	31%	27%	44%zq	30%ss	25%ss	16%	30%u	20%
DISAGREE	817	308	82	31	422	54	117	57	129	39	86	106	76	204	473	344	168	224	181	244	747	67
	41%bh	41%h	34%	39%	39%h	53%zab	62%zab	60%zab	30%	51%bd	52%zm	44%am	52%zm	34%	39%	46%zn	32%	40%p	44%p	53%zpd	41%	50%zt
NET AGREE	-237	-38	-7	3	-42	-25	-105	-44	8	-30	-63	-52	-45	69	-95	-143	63	-55	-77	-168	-197	-40
	-12%	-5%	-3%	3%	-4%	-25%	-55%	-46%	2%b	-39%	-38%	-22%	-30%	11%jk	-8%	-19%	12%q	-10%	-19%	-36%	-11%	-30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l/m - z/n/o - z/p/q/r/s - z/t/u  
Overlap formulae used. \* small base

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Table 10  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	NUMBER IN HOUSEHOLD			CHILDREN IN HOUSEHOLD		CAR IN HOUSEHOLD		DAILY READERSHIP			MAIN SHOPPER		EDUCATION			
		1 (a)	2 (b)	3+ (c)	YES (d)	NO (e)	YES (f)	NO (g)	BROAD SHEET (h)	MID MAR- KET (i)	TAB- LOID (j)	YES (k)	NO (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)
UNWEIGHTED BASE	1970	408	661	898	595	1375	1260	710	186	202	311	1515	455	581	320	487	436
WEIGHTED BASE	1970	360	642	966	660	1310	1340	630	194	188	294	1497	473	619	323	554	343
STRONGLY AGREE	202	30	79	92	59	143	168	34	33	25	28	162	39	56	34	77	24
TEND TO AGREE	378	57	150	171	129	249	293	85	42	49	44	308	70	91	40	168	53
NEITHER AGREE NOR DISAGREE	554	137	174	243	154	400	359	195	58	51	85	431	123	165	91	137	119
TEND TO DISAGREE	354	66	107	180	117	237	223	131	28	28	49	265	89	119	56	90	65
STRONGLY DISAGREE	463	68	125	270	191	272	289	174	30	35	86	317	146	179	99	80	75
DONT KNOW	19	2	7	10	10	9	8	11	2	1	2	13	6	9	2	2	7
AGREE	580	87	229	263	187	392	461	119	75	74	72	471	109	147	75	245	77
DISAGREE	817	134	233	450	308	509	512	305	58	63	134	582	235	298	155	170	140
NET AGREE	-237	-47	-3	-187	-121	-116	-51	-187	17	11	-62	-112	-126	-151	-80	75	-62
	-12%	-13%	-1%	-19%	-18%	-9%	-4%	-30%	9%	6%	-21%	-7%	-27%	-24%	-25%	14%p	-18%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g - z/h/i/j - z/k/l - z/m/n/o/p  
Overlap formulae used.

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Table 11  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	GOVERNMENT OFFICE REGION																			
		EAST MID- LANDS (a)	EAST- ERN (b)	LON- DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT- LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID- LANDS (j)	YORKS AND HUMBR (k)	ENGLA ND EXC. LONDO N (l)	GB EXC. LONDO N (m)	SOUTH ENG- LAND (n)	NORTH ENG- LAND (o)	MID- LANDS (p)	EAST- ERN (q)	LON- DON (r)	WALES (s)	SCOT- LAND (t)
UNWEIGHTED BASE	1970	170	143	265	76	226	201	233	175	118	166	197	1386	1705	408	499	336	143	265	118	201
WEIGHTED BASE	1970	147	189	253	86*	225	172	276	174	98*	176	173	1446	1717	450	485	322	189	253	98*	172
	100%	7%	10%	13%	4%*	11%	9%	14%	9%	5%*	9%	9%	73%	87%	23%	25%	16%	10%	13%	5%*	9%
STRONGLY AGREE	202	18	18	30	12	22	28	16	19	19%zbe	4%	10%	9%j	10%ej	10%	9%e	8%j	10%	12%j	19%zb	13%ej
	10%ej	12%ej	10%	12%j	14%ej	6%	13%ej	10%	9%	ghijklm nopq				l						eghjk lmnop q	
TEND TO AGREE	378	22	38	39	20	35	32	62	29	17	44	38	290	339	91	94	66	38	39	17	32
	19%	15%	20%	16%	23%	18%	22%	17%	18%	25%ac er	22%	20%	20%	20%	19%	21%a	20%	16%	18%	18%	
NEITHER AGREE NOR DISAGREE	554	39	55	59	18	73	53	79	53	29	49	47	412	495	132	138	87	55	59	29	53
	28%	26%	29%	23%	21%	32%	31%	29%	31%	30%	28%	27%	29%	29%	29%	28%	27%	29%	23%	30%	31%
TEND TO DISAGREE	354	27	23	59	14	53	27	43	20	13	39	36	254	295	63	102	66	23	59	13	27
	18%hm n	19%	12%	23%zb hmnq	16%	23%zb himnq	16%	16%	12%	14%	22%bh nq	21%h	18%hn	17%	14%	21%bh lmnq	21%hn	12%	23%zb hmnq	14%	16%
STRONGLY DISAGREE	463	38	52	61	18	51	38	63	54	19	35	35	345	402	117	104	73	52	61	19	38
	24%	26%	27%	24%	21%	23%	22%	23%	31%zj klmo	20%	20%	20%	24%	23%	26%	21%	23%	27%	24%	20%	22%
DONT KNOW	19	2	4	5	4	-	*	1	1	-	2	-	14	15	3	4	4	4	5	-	*
	1%	2%	2%	2%	4%zef gklmn ot	-	*	*	1%	-	1%	-	1%	1%	1%	1%	1%	2%	2%	-	*
AGREE	580	40	56	69	32	49	54	90	45	36	52	56	420	511	135	137	92	56	69	36	54
	29%e	27%	30%	27%	37%e	22%	31%e	33%e	26%	37%e	30%	32%e	29%e	30%e	30%e	28%e	29%	30%	27%	37%e	31%e
DISAGREE	817	66	75	120	32	104	65	106	74	33	73	71	599	697	180	206	139	75	120	33	65
	41%	45%	39%	48%is	37%	46%is	38%	38%	43%	33%	42%	41%	41%	41%	40%	43%	43%	39%	48%is	33%	38%
NET AGREE	-237	-26	-18	-51	*	-55	-11	-16	-29	4	-21	-15	-179	-186	-44	-69	-47	-18	-51	4	-11
	-12%	-18%	-10%	-20%	1%	-24%	-6%	-6%	-16%	4%	-12%	-8%	-12%	-11%	-10%	-14%	-15%	-10%	-20%	4%	-6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base

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Table 12  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	STANDARD REGION											AREA					
		NORTH (a)	MID- LANDS (b)	SOUTH (c)	LON- DON (d)	ENGLAND EXC. LONDON (e)	GB EXC. LONDON (f)	SOUTH ENG- LAND (g)	NORTH ENG- LAND (h)	MID- LANDS (i)	EAST ANGLIA (j)	LON- DON (k)	WALES (l)	SCOT- LAND (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METRO POL ITAN (q)
UNWEIGHTED BASE	1970	686	498	521	265	1386	1705	521	485	288	92	265	118	201	443	430	595	502
WEIGHTED BASE	1970	639	477	601	253	1446	1717	601	467	285	94*	253	98*	172	480	422	622	445
STRONGLY AGREE	202 10%eh	58 9%	54 11%i	60 10%	30 12%	131 9%	172 10%e	60 10%	35 8%	22 8%	13 14%	30 12%	19 19%zabc efghi	22 13%ah	50 10%	43 10%	65 10%	44 10%
TEND TO AGREE	378 19%	122 19%	96 20%	121 20%	39 16%	290 20%	339 20%	121 20%	90 19%	60 21%	18 19%	39 16%	17 18%	32 18%	103 21%	81 19%	120 19%	74 17%
NEITHER AGREE NOR DISAGREE	554 28%	189 30%	131 27%	175 29%	59 23%	412 29%	495 29%	175 29%	136 28%	80 22%	21 23%	59 30%	29 31%	53 31%	131 27%	119 28%	188 30%	117 26%
TEND TO DISAGREE	354 18%cfg	129 20%cfg	89 19%cg	77 13%	59 23%zcfg	254 18%cg	295 17%cg	77 13%	102 22%zcef g	52 18%	23 24%cg	59 23%zcfg	13 14%	27 16%	76 16%	80 19%	99 16%	98 22%znp
STRONGLY DISAGREE	463 24%	137 21%	103 22%	163 27%zaf	61 24%	345 24%	402 23%	163 27%zaf	99 21%	67 24%	16 17%	61 24%	19 20%	38 22%	114 24%	97 23%	147 24%	105 24%
DONT KNOW	19 1%	4 1%	6 1%	5 1%	5 2%	14 1%	15 1%	5 1%	4 1%	3 1%	3 3%	5 2%	- -	* *	7 2%	3 1%	2 *	7 1%
AGREE	580 29%	179 28%	150 31%	182 30%	69 27%	420 29%	511 30%	182 30%	126 27%	82 29%	31 33%	69 27%	36 37%	54 31%	152 32%	124 29%	185 30%	118 26%
DISAGREE	817 41%	266 42%	191 40%	240 40%	120 48%l	599 41%	697 41%	240 40%	201 43%	119 42%	39 42%	120 48%l	33 33%	65 38%	190 40%	176 42%	247 40%	204 46%
NET AGREE	-237 -12%	-86 -14%	-42 -9%	-58 -10%	-51 -20%	-179 -12%	-186 -11%	-58 -10%	-75 -16%	-37 -13%	-8 -9%	-51 -20%	4 4%	-11 -6%	-38 -8%	-52 -12%	-62 -10%	-86 -19%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p/q  
Overlap formulae used. \* small base

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Table 13  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	ITV STATION RECEIVED										TENURE LIFESTAGE - Q2					
		SCOT- LAND (a)	TYNE TEES (b)	GRA- NADA (c)	YORK- SHIRE (d)	CEN- TRAL (e)	HTV WEST (f)	ANGLIA (g)	LON- DON CAR- LTON (h)	MER- IDIAN (i)	TWC/ WEST CO- UNTRY (j)	ANY (A TO G) (k)	FTB (A+B) (l)	OWNER- OCCUPIE R UP- SIZER (C) (m)	PRS UP- SIZER (C) (n)	OWNER- OCCUPIE R DOWN- SIZER (D) (o)	PRS DOWN- SIZER (D) (p)
UNWEIGHTED BASE	1970	201	86	226	256	251	189	106	348	186	88	410	238	33	20	36	7
WEIGHTED BASE	1970	172	94*	223	225	256	162	139*	359	210	96*	427	261	42**	18**	34**	6**
	100%	9%	5%*	11%	11%	13%	8%	7%*	18%	11%	5%*	22%	13%	2%**	1%**	2%**	***
STRONGLY AGREE	202	23	13	14	28	14	24	20	36	18	10	41	9	11	-	8	-
	10% <sup>cel</sup>	13% <sup>ce</sup>	14% <sup>e</sup>	6%	13% <sup>ce</sup>	5%	15% <sup>ce</sup>	15% <sup>ce</sup>	10%	9%	11%	10% <sup>l</sup>	3%	27%	-	24%	-
TEND TO AGREE	378	32	21	34	45	58	28	20	72	49	17	28	7	6	1	9	-
	19% <sup>kl</sup>	18%	22%	15%	20%	23%	17%	15%	20%	23%	18%	7% <sup>l</sup>	3%	15%	5%	26%	-
NEITHER AGREE NOR DISAGREE	554	53	22	71	56	74	53	38	92	60	26	83	57	4	3	5	2
	28% <sup>k</sup>	31%	23%	32%	25%	29%	33%	27%	26%	29%	28%	19%	22%	10%	17%	16%	37%
TEND TO DISAGREE	354	27	15	53	46	52	21	19	67	38	10	100	66	10	6	5	*
	18%	16%	16%	24% <sup>z</sup> <sup>fj</sup>	21%	21%	13%	13%	19%	18%	11%	23% <sup>z</sup>	25% <sup>z</sup>	23%	33%	16%	5%
STRONGLY DISAGREE	463	38	20	51	48	55	35	39	85	44	30	167	115	11	7	7	3
	24%	22%	21%	23%	21%	22%	21%	28%	24%	21%	32%	39% <sup>z</sup>	44% <sup>z</sup>	25%	42%	19%	57%
DONT KNOW	19	*	4	-	1	3	1	2	7	-	1	8	7	-	1	-	-
	1%	*	4% <sup>z</sup> <sup>aci</sup>	-	1%	1%	*	1%	2%	-	1%	2%	3%	-	3%	-	-
AGREE	580	54	34	48	74	71	52	41	108	67	28	70	16	17	1	17	-
	29% <sup>ckl</sup>	31% <sup>c</sup>	36% <sup>c</sup>	22%	33% <sup>c</sup>	28%	32% <sup>c</sup>	29%	30% <sup>c</sup>	32% <sup>c</sup>	29%	16% <sup>l</sup>	6%	42%	5%	49%	-
DISAGREE	817	65	35	104	95	108	56	58	152	82	41	266	181	20	13	12	4
	41%	37%	37%	46% <sup>f</sup>	42%	42%	35%	42%	42%	39%	43%	62% <sup>z</sup>	69% <sup>z</sup> <sup>zk</sup>	48%	75%	35%	63%
NET AGREE	-237	-10	-1	-56	-21	-36	-4	-17	-44	-15	-13	-197	-166	-3	-12	5	-4
	-12%	-6%	-1%	-25%	-9%	-14%	-2%	-12%	-12%	-7%	-14%	-46%	-64%	-7%	-71%	15%	-63%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/l/g/h/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 14  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	TOTAL (z)	PRIVATE RENTERS			OWNER-OCCUPIERS			UNWTD TOTAL
		16-34 (a)	35-44 (b)	55+ (c)	16-34 (d)	35-44 (e)	55+ (f)	
UNWEIGHTED BASE	1970	232	93	15	219	389	229	1970
WEIGHTED BASE	1970	204	98*	16**	285	486	224	1970
	100%	10%	5%*	1%**	14%	25%	11%	100%
STRONGLY AGREE	202	5	6	4	33	67	38	189
	10%a	2%	6%	24%	12%	14%z	17%z	10%
TEND TO AGREE	378	11	4	2	46	161	71	343
	19%ab	5%	4%	13%	16%	33%zd	32%zd	17%
NEITHER AGREE NOR DISAGREE	554	45	14	3	65	131	64	592
	28%b	22%	14%	17%	23%	27%	29%	30%
TEND TO DISAGREE	354	58	25	2	51	76	29	365
	18%	28%z	26%	11%	18%	16%	13%	19%
STRONGLY DISAGREE	463	83	49	5	85	48	18	459
	24%ef	41%z	50%z	34%	30%ef	10%	8%	23%
DONT KNOW	19	3	-	-	3	1	3	22
	1%	1%	-	-	1%	*	1%	1%
AGREE	580	16	10	6	80	229	109	532
	29%ab	8%	10%	37%	28%	47%zd	49%zd	27%
DISAGREE	817	141	74	7	136	125	47	824
	41%ef	69%z	76%z	46%	48%ef	26%	21%	42%
NET AGREE	-237	-125	-64	-1	-57	104	62	-292
	-12%	-61%	-65%	-9%	-20%	21%d	28%d	-15%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 15  
YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
"RISING HOUSE PRICES ARE A GOOD THING FOR ME PERSONALLY "  
BASE: ALL ADULTS AGED 16+

	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT					ENT? "RISING HOUSE PRICES ARE A GOOD THING FOR			BRITAIN"	
	TOTAL (z)	STRONGLY AGREE (a)	TEND TO AGREE (b)	NEITHER AGREE NOR DISAGREE (c)	TEND TO DISAGREE (d)	STRONGLY DISAGREE (e)	DON'T KNOW (f)	AGREE (g)	DISAGREE (h)	NET AGREE (i)
UNWEIGHTED BASE	1970	82	298	446	670	442	32	380	1112	-732
WEIGHTED BASE	1970	79*	310	438	670	444	28**	389	1114	-725**
	100%	4%*	16%	22%	34%	23%	1%**	20%	57%	-37%**
STRONGLY AGREE	202	38	49	31	45	39	-	87	83	3
	10%cdh	48%zbcdegh	16%zcdeh	7%	7%	9%	-	22%zbcdeh	7%	*
TEND TO AGREE	378	12	113	79	139	33	2	125	172	-47
	19%eh	15%	37%zacdegh	18%e	21%eh	7%	7%	32%zacdeh	15%e	6%
NEITHER AGREE NOR DISAGREE	554	11	65	220	185	68	5	76	253	-177
	28%abegh	13%	21%	50%zabdegh	28%aegh	15%	18%	20%	23%e	24%
TEND TO DISAGREE	354	10	49	50	201	40	3	59	241	-181
	18%ce	13%	16%e	12%	30%zabcegh	9%	11%	15%e	22%zceg	25%
STRONGLY DISAGREE	463	9	32	55	98	264	4	41	363	-322
	24%abcdg	11%	10%	13%	15%	59%zabcdgh	15%	11%	33%zabcdg	44%
DON'T KNOW	19	-	1	2	2	-	14	1	2	-1
	1%dh	-	*	1%	*	-	48%	*	*	*
AGREE	580	50	162	111	183	72	2	212	255	-43
	29%eh	63%zdeh	52%zdeh	25%e	27%eh	16%	7%	54%zdeh	23%e	6%
DISAGREE	817	19	81	106	299	305	8	100	603	-503
	41%abcg	24%	26%	24%	45%abcg	69%zabcdgh	27%	26%	54%zabcdg	69%
NET AGREE	-237	31	81	5	-116	-233	-6	111	-348	460
	-12%	39%bcg	26%c	1%	-17%	-52%	-20%	29%c	-31%	-63%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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	Page	Table	Title	Base	Base
●	1	1	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	2	2	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	3	3	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	4	4	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	5	5	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970



	Page	Table	Title	Base	Base
●	6	6	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	7	7	YR10 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	8	8	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	9	9	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	10	10	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970

	Page	Table	Title	Base	Base
●	11	11	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	12	12	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	13	13	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	14	14	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970
●	15	15	YR11 - TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? /	BASE: ALL ADULTS AGED 16+	1970