

Housing Poll for the Evening Standard

Topline Results

Fieldwork: 12th – 14th January 2013

Technical Details

Ipsos MORI interviewed a representative sample of 1,015 adults aged 18+ across Great Britain. Interviews were conducted by telephone 12th – 14th January 2013. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent.

Housing

Q11 To what extent do you agree or disagree with the following statements about the housing situation?

Base: 1,015 British adults 18+

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Agree	Dis-agree
	%	%	%	%	%	%	%
There is a housing crisis in Britain	44	36	15	3	3	80	18
There is a housing crisis in my local area	22	23	32	17	7	45	49

Q12 And to what extent do you agree or disagree with the following statements about housing in Britain?

Base: 1,015 British adults 18+

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Agree	Dis-agree
	%	%	%	%	%	%	%
There is enough affordable housing available to buy or rent in my local area	11	25	26	33	6	36	59
It is harder for me to buy or rent a home now than it was for my parents generation when they were my age	59	18	10	8	5	77	18
It will be harder for the children of today to buy or rent a home than it is for me	72	18	6	2	2	90	8
More new homes need to be built in my local area	27	25	24	21	3	52	45
I might have to leave my local area in the future because the cost of housing is too high	15	9	23	49	3	24	72
Government should give more attention to the issue of housing	49	33	12	3	3	82	15