



Home Types Survey

Summary

There is majority support for 'brownfield' development.

- *Just under two-thirds, 64%, of British adults say they either strongly or tend to support the building of new homes locally on brownfield land, while 14% oppose this.*

Design matters in people's support for building on brownfield land.

- *More than three times as many respondents are prepared to support building new homes on brownfield land near where they live for the most popular type of housing compared to the least popular type (75% vs 23%).*

Unpopular types can sharply decrease support for building new homes – reducing this by 64% - while popular ones can increase support for building new homes – by as much as 17%.

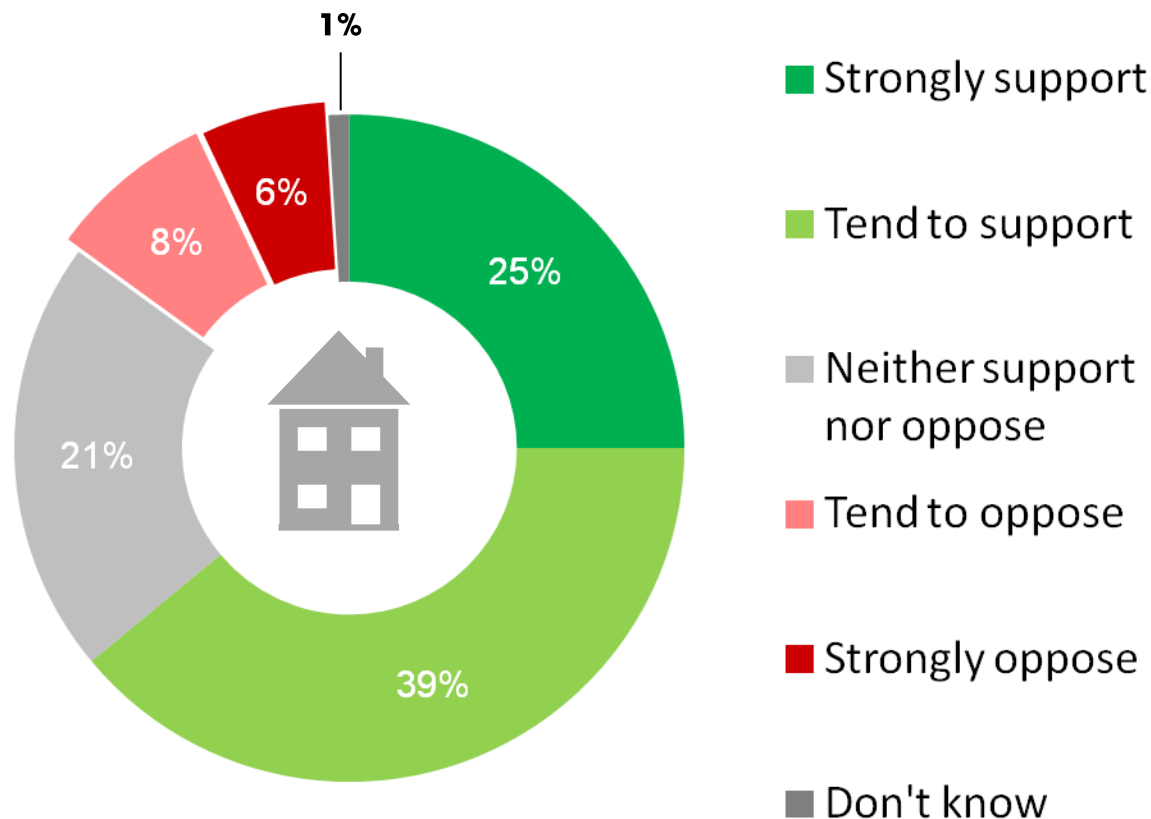
- *Among the 64% who support building "in principle", 61% do not support the building of the least popular house type.*
- *Among the 14% who oppose building in principle, 51% are prepared to support the building of the most popular house type.*

The most popular housing would appear to be the most conventional in form, style and building materials.

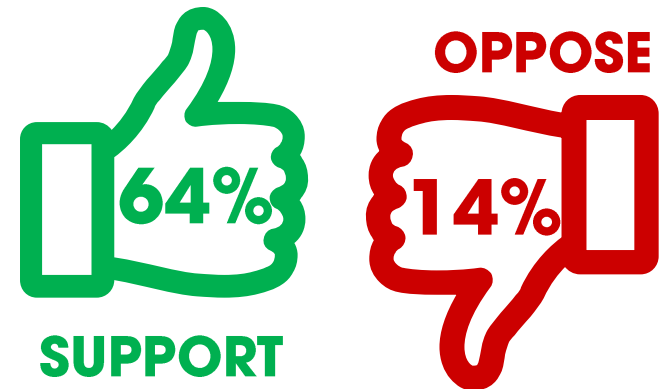
Those living in London, and renters, are more favourable towards the less traditional-looking developments. These are, by contrast, less likely to attract support among older age groups and owner-occupiers. But preference for more conventional form and style is evident in all regions and demographics.

These findings are consistent with previous research which shows that people attach priority to design, and that it can influence levels of support for new development.

Q1 Thinking about your local area, that is around 15-20 minutes' walk from where you live, in principle, do you support or oppose the building of new homes in the future on 'brownfield land' – i.e. land that has been built on previously?



Total support/ oppose



**Base: 1,000 adults aged 15+ in Great Britain.
Fieldwork dates 15-31 May 2015**

Source: Ipsos MORI / Create Streets

Q2 I am now going to show you five different types of new housing... to what extent would you support or oppose the building of new homes similar to the photo in your local area on brownfield land?



73%
12%

Type A (Derwenthorpe)



23%
61%

Type B (South London)



75%
12%

Type C (Poundbury)



51%
31%

Type D(Bude)



34%
46%

Type E (East London)

Key: Strongly/ tend to support
Strongly/ tend to oppose

NB - Respondents asked to review initial screen of all five images for a minute before rating each image individually (and order randomised for each respondent) - see methodology note.

Base: 1,000 adults aged 15+ in Great Britain. Fieldwork dates 15-31 May 2015

Source: Ipsos MORI / Create Streets



Among Q1 supporters



85%
7%

Type A (Derwenthorpe)



26%
61%

Type B (South London)



86%
7%

Type C (Poundbury)



62%
25%

Type D(Bude)



39%
44%

Type E (East London)

Key: **Strongly/ tend to support**
Strongly/ tend to oppose

Base: 642 Q1 supporters among adults
aged 15+ in Great Britain. Fieldwork dates
15-31 May 2015

Source: Ipsos MORI / Create Streets



Among Q1 opponents



43%
40%

Type A (Derwenthorpe)



9%
81%

Type B (South London)



51%
34%

Type C (Poundbury)



20%
67%

Type D(Bude)



15%
71%

Type E (East London)

Key: **Strongly/ tend to support**
Strongly/ tend to oppose

Base: 131 Q1 opponents among adults
aged 15+ in Great Britain. Fieldwork dates
15-31 May 2015

Source: Ipsos MORI / Create Streets

Methodology

Ipsos MORI interviewed 1,000 adults aged 15+ across Britain, face-to-face, in-home between 15-31 May 2015. Data is weighted to the known population profile.

Brownfield land was defined as “land that has been built on previously”, local area as “around 15-20 minutes’ walk from where you live”.

Respondents were shown “five different types of new housing” and asked to spend a minute looking at them as a group.

They were then asked by Ipsos MORI interviewers to “imagine that each one contains 10 new units, or homes, for people to live in. Based on the designs that you can see, I am going to ask you whether, in principle, you would support or oppose the building of 10 such new homes in your local area on brownfield land – that is land that has been built on previously.”

The order of the images shown individually was randomised. Respondents were presented the types of housing as images – these were not labelled, nor described in any way.

Images were sourced by Create Streets with the intention of minimising variation in weather conditions, street furniture, trees and landscape, parked cars and building elevations/aspects (although we cannot rule out these factors having had some impact on responses).

Three of the five types were from the Government’s Starter Homes design exemplars (these were the three most popular types).



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