

# YouGov/ National Housing Federation Survey Results

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under  
Fieldwork: 19th - 26th August 2014

	Gender		Age			Social Grade		Region					
	Total	Male	Female	27-39	40-59	60+	ABC1	C2DE	North	Midlands	East	London	South
<b>Weighted Sample</b>	<b>1475</b>	637	838	577	830	68	1030	445	410	249	178	242	395
<b>Unweighted Sample</b>	<b>1475</b>	664	811	479	928	68	1074	401	403	255	177	220	420
	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think any of the mainstream political parties will effectively deal with the issue of housing?

Yes, I do	<b>20</b>	20	20	22	18	19	21	17	20	20	16	24	18
No, I don't	<b>80</b>	80	80	78	82	81	79	83	80	80	84	76	82

And which one of the following parties do you think will deal most effectively with the issue of housing?

[To those who said 'Yes' in previous question. N=284]

Conservative	<b>41</b>	46	38	36	44	49	47	26	31	52	37	37	50
Labour	<b>40</b>	38	42	42	39	33	37	49	51	34	45	49	24
Liberal Democrats	<b>6</b>	5	6	5	6	5	6	3	3	3	7	7	8
Other (please see Tab 1 for open-ended responses)	<b>1</b>	1	1	0	2	0	1	1	0	2	0	0	2
Don't know	<b>12</b>	9	14	16	9	12	9	20	15	9	11	7	17

Which one of the following statements comes closest to your view?

My child(ren) will definitely be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>3</b>	2	4	5	2	7	3	3	3	4	2	4	3
My child(ren) will probably be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>16</b>	17	16	17	16	19	18	12	18	15	17	18	14
My child(ren) will probably not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>51</b>	52	50	51	52	36	53	45	47	52	59	47	52
My child(ren) will definitely not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>18</b>	19	17	15	19	30	15	24	18	15	12	23	19
Don't know	<b>12</b>	11	12	13	11	9	10	16	14	13	10	8	12

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under  
Fieldwork: 19th - 26th August 2014

	Region GOR									Gross household income						
	Total	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year
<b>Weighted Sample</b>	<b>1475</b>	69	199	142	127	122	178	242	260	136	15	49	60	82	94	116
<b>Unweighted Sample</b>	<b>1475</b>	77	187	139	129	126	177	220	271	149	12	42	55	75	91	111
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Do you think any of the mainstream political parties will effectively deal with the issue of housing?

Yes, I do	<b>20</b>	20	22	16	20	21	16	24	19	16	40	24	22	18	13	25
No, I don't	<b>80</b>	80	78	84	80	79	84	76	81	84	60	76	78	82	87	75

### And which one of the following parties do you think will deal most effectively with the issue of housing?

[To those who said 'Yes' in previous question. N=284]

Conservative	<b>41</b>	28	31	35	53	51	37	37	46	57	43	7	27	24	31	28
Labour	<b>40</b>	61	56	34	29	39	45	49	26	18	57	85	33	64	60	46
Liberal Democrats	<b>6</b>	0	4	4	0	7	7	7	10	3	0	0	0	5	0	14
Other (please see Tab 1 for open-ended responses)	<b>1</b>	0	0	0	3	0	0	0	2	4	0	0	7	0	0	0
Don't know	<b>12</b>	11	9	27	14	4	11	7	16	18	0	8	33	7	9	12

### Which one of the following statements comes closest to your view?

My child(ren) will definitely be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>3</b>	2	5	0	5	3	2	4	3	2	14	6	5	5	1	5
My child(ren) will probably be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>16</b>	19	18	19	16	14	17	18	13	16	10	11	7	9	11	20
My child(ren) will probably not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>51</b>	51	45	49	58	46	59	47	51	55	32	41	37	43	47	46
My child(ren) will definitely not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>18</b>	10	19	20	9	21	12	23	19	20	19	26	33	32	26	17
Don't know	<b>12</b>	19	13	13	12	15	10	8	14	7	25	16	18	10	15	11

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under  
Fieldwork: 19th - 26th August 2014

		Gross household income										
		£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
<b>Weighted Sample</b>	<b>1475</b>	111	87	92	99	111	97	132	58	35	38	199
<b>Unweighted Sample</b>	<b>1475</b>	108	88	96	99	116	101	143	64	38	37	199
		%	%	%	%	%	%	%	%	%	%	%

**Do you think any of the mainstream political parties will effectively deal with the issue of housing?**

Yes, I do	<b>20</b>	19	22	17	16	19	14	17	28	31	18	19
No, I don't	<b>80</b>	81	78	83	84	81	86	83	72	69	82	81

**And which one of the following parties do you think will deal most effectively with the issue of housing?**

[To those who said 'Yes' in previous question. N=284]

Conservative	<b>41</b>	34	39	35	63	63	61	36	52	52	39	50
Labour	<b>40</b>	47	37	57	15	17	31	38	37	40	61	24
Liberal Democrats	<b>6</b>	5	9	0	6	0	0	11	11	0	0	9
Other (please see Tab 1 for open-ended responses)	<b>1</b>	0	0	0	0	0	0	0	0	0	0	4
Don't know	<b>12</b>	14	15	8	16	20	8	15	0	8	0	14

**Which one of the following statements comes closest to your view?**

My child(ren) will definitely be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>3</b>	6	2	2	3	1	2	4	3	7	0	1
My child(ren) will probably be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>16</b>	20	16	16	22	19	20	15	23	43	20	12
My child(ren) will probably not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>51</b>	47	54	54	57	55	56	63	55	36	41	51
My child(ren) will definitely not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>18</b>	16	16	18	13	15	13	9	13	11	19	19
Don't know	<b>12</b>	10	11	10	6	10	9	9	7	4	20	17

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under  
Fieldwork: 19th - 26th August 2014

	Marital status							Household size - number of children									
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	0	1	2	3	4	5	6 or more	Don't know	Prefer not to say
<b>Weighted Sample</b>	<b>1475</b>	1077	208	36	64	12	72	5	0	475	784	175	27	10	4	0	0
<b>Unweighted Sample</b>	<b>1475</b>	1100	195	38	63	10	63	6	0	463	796	175	28	9	4	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Do you think any of the mainstream political parties will effectively deal with the issue of housing?

Yes, I do	<b>20</b>	20	18	13	25	17	14	31	0	22	19	16	26	10	73	0	0
No, I don't	<b>80</b>	80	82	87	75	83	86	69	0	78	81	84	74	90	27	0	0

### And which one of the following parties do you think will deal most effectively with the issue of housing?

[To those who said 'Yes' in previous question. N=284]

Conservative	<b>41</b>	45	31	24	27	55	26	0	0	41	45	26	21	0	25	0	0
Labour	<b>40</b>	34	59	62	54	45	52	100	0	40	36	55	50	100	75	0	0
Liberal Democrats	<b>6</b>	5	5	14	9	0	13	0	0	9	4	3	0	0	0	0	0
Other (please see Tab 1 for open-ended responses)	<b>1</b>	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0
Don't know	<b>12</b>	14	5	0	10	0	10	0	0	10	13	16	29	0	0	0	0

### Which one of the following statements comes closest to your view?

My child(ren) will definitely be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>3</b>	3	1	0	0	11	10	0	0	3	3	5	6	14	0	0	0
My child(ren) will probably be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>16</b>	16	18	14	21	16	15	0	0	18	16	13	20	9	0	0	0
My child(ren) will probably not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>51</b>	52	48	44	44	43	43	86	0	48	53	50	48	49	49	0	0
My child(ren) will definitely not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>18</b>	17	21	31	24	16	20	14	0	19	17	19	19	0	24	0	0
Don't know	<b>12</b>	12	12	11	10	15	12	0	0	13	11	13	8	28	27	0	0

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under  
Fieldwork: 19th - 26th August 2014

		Which one of the following best describes your current living situation?				
		Owner occupier – with mortgage	Owner occupier – owned outright	Social tenant – housing association	Social tenant – local authority	Private tenant
<b>Weighted Sample</b>	<b>1475</b>	930	173	106	68	163
<b>Unweighted Sample</b>	<b>1475</b>	950	183	95	61	155
		%	%	%	%	%

### Do you think any of the mainstream political parties will effectively deal with the issue of housing?

Yes, I do	<b>20</b>	20	25	16	19	16
No, I don't	<b>80</b>	80	75	84	81	84

### And which one of the following parties do you think will deal most effectively with the issue of housing?

[To those who said 'Yes' in previous question. N=284]

Conservative	<b>41</b>	49	39	9	5	32
Labour	<b>40</b>	31	46	79	79	49
Liberal Democrats	<b>6</b>	6	7	0	0	4
Other (please see Tab 1 for open-ended responses)	<b>1</b>	1	0	0	0	0
Don't know	<b>12</b>	13	8	13	16	16

### Which one of the following statements comes closest to your view?

My child(ren) will definitely be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>3</b>	3	6	5	3	3
My child(ren) will probably be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>16</b>	18	18	18	9	9
My child(ren) will probably not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>51</b>	56	51	35	36	39
My child(ren) will definitely not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>18</b>	14	18	29	37	28
Don't know	<b>12</b>	10	8	13	15	21

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under  
Fieldwork: 19th - 26th August 2014

		Which one of the following best describes your current living situation?		
		Living with parents/family/friends and paying rent	Living with parents/family/friends rent-free	Other
<b>Weighted Sample</b>	<b>1475</b>	9	9	18
<b>Unweighted Sample</b>	<b>1475</b>	8	7	16
		%	%	%

Do you think any of the mainstream political parties will effectively deal with the issue of housing?

Yes, I do	<b>20</b>	38	33	13
No, I don't	<b>80</b>	62	67	87

And which one of the following parties do you think will deal most effectively with the issue of housing?

[To those who said 'Yes' in previous question. N=284]

Conservative	<b>41</b>	23	41	0
Labour	<b>40</b>	77	59	0
Liberal Democrats	<b>6</b>	0	0	58
Other (please see Tab 1 for open-ended responses)	<b>1</b>	0	0	0
Don't know	<b>12</b>	0	0	42

Which one of the following statements comes closest to your view?

My child(ren) will definitely be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>3</b>	15	0	0
My child(ren) will probably be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>16</b>	15	19	14
My child(ren) will probably not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>51</b>	56	70	34
My child(ren) will definitely not be able to afford to buy their own home in future without me/us providing money towards housing costs	<b>18</b>	0	0	27
Don't know	<b>12</b>	15	11	24

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under  
Fieldwork: 19th - 26th August 2014

	Gender		Age			Social Grade		Region					
	Total	Male	Female	27-39	40-59	60+	ABC1	C2DE	North	Midlands	East	London	South
<b>Weighted Sample</b>	<b>1475</b>	<b>637</b>	<b>838</b>	<b>577</b>	<b>830</b>	<b>68</b>	<b>1030</b>	<b>445</b>	<b>410</b>	<b>249</b>	<b>178</b>	<b>242</b>	<b>395</b>
<b>Unweighted Sample</b>	<b>1475</b>	<b>664</b>	<b>811</b>	<b>479</b>	<b>928</b>	<b>68</b>	<b>1074</b>	<b>401</b>	<b>403</b>	<b>255</b>	<b>177</b>	<b>220</b>	<b>420</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements comes closest to your view?  
(Please tick one option per row)

I am currently saving/ investing money specifically for my child(ren)'s to buy their own home in the future

Yes, this does apply to me	<b>25</b>	25	25	27	24	27	27	21	23	26	23	30	25
No, this does not apply to me	<b>75</b>	75	75	73	76	73	73	79	77	74	77	70	75

I am currently receiving money from my parent(s) specifically to help me with my current housing costs

Yes, this does apply to me	<b>6</b>	6	7	11	4	0	6	7	5	7	7	9	5
No, this does not apply to me	<b>94</b>	94	93	89	96	100	94	93	95	93	93	91	95

How worried, if at all, are you about the following? (Please tick one option per row)

Rising rent levels and the impact for the next generation

Very worried	<b>28</b>	26	30	26	29	36	24	38	28	24	24	36	28
Fairly worried	<b>44</b>	44	44	45	43	47	45	42	44	44	47	40	45
<b>TOTAL WORRIED</b>	<b>72</b>	<b>70</b>	<b>74</b>	<b>71</b>	<b>72</b>	<b>83</b>	<b>69</b>	<b>80</b>	<b>72</b>	<b>68</b>	<b>71</b>	<b>76</b>	<b>73</b>
Not very worried	<b>20</b>	22	18	20	21	11	23	13	21	22	21	16	20
Not at all worried	<b>5</b>	6	4	5	5	3	6	2	3	5	5	6	5
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>28</b>	<b>22</b>	<b>25</b>	<b>26</b>	<b>14</b>	<b>29</b>	<b>15</b>	<b>24</b>	<b>27</b>	<b>26</b>	<b>22</b>	<b>25</b>
Don't know	<b>3</b>	2	4	4	3	2	2	5	4	4	3	2	2

Rising house prices and the impact for the next generation

Very worried	<b>34</b>	33	34	30	35	43	31	41	35	29	33	38	33
Fairly worried	<b>47</b>	47	47	49	46	42	49	42	47	52	45	43	48
<b>TOTAL WORRIED</b>	<b>81</b>	<b>80</b>	<b>81</b>	<b>79</b>	<b>81</b>	<b>85</b>	<b>80</b>	<b>83</b>	<b>82</b>	<b>81</b>	<b>78</b>	<b>81</b>	<b>81</b>
Not very worried	<b>14</b>	15	14	15	14	12	16	11	14	14	17	13	15
Not at all worried	<b>2</b>	3	2	2	2	1	3	1	2	2	1	5	2
<b>TOTAL NOT WORRIED</b>	<b>16</b>	<b>18</b>	<b>16</b>	<b>17</b>	<b>16</b>	<b>13</b>	<b>19</b>	<b>12</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>18</b>	<b>17</b>
Don't know	<b>3</b>	2	3	4	2	2	2	5	3	4	4	1	3

	Region GOR									Gross household income						
	Total	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year
<b>Weighted Sample</b>	<b>1475</b>	69	199	142	127	122	178	242	260	136	15	49	60	82	94	116
<b>Unweighted Sample</b>	<b>1475</b>	77	187	139	129	126	177	220	271	149	12	42	55	75	91	111
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following statements comes closest to your view?  
(Please tick one option per row)**

**I am currently saving/ investing money specifically for my child(ren)'s to buy their own home in the future**

Yes, this does apply to me	<b>25</b>	18	25	23	25	27	23	30	24	26	17	21	18	17	17	27
No, this does not apply to me	<b>75</b>	82	75	77	75	73	77	70	76	74	83	79	82	83	83	73

**I am currently receiving money from my parent(s) specifically to help me with my current housing costs**

Yes, this does apply to me	<b>6</b>	2	4	6	4	11	7	9	5	6	23	11	3	8	9	9
No, this does not apply to me	<b>94</b>	98	96	94	96	89	93	91	95	94	77	89	97	92	91	91

**How worried, if at all, are you about the following? (Please tick one option per row)**

**Rising rent levels and the impact for the next generation**

Very worried	<b>28</b>	22	32	25	22	26	24	36	28	29	36	60	39	43	33	29
Fairly worried	<b>44</b>	40	45	44	44	44	47	40	45	45	38	28	48	45	51	43
<b>TOTAL WORRIED</b>	<b>72</b>	<b>62</b>	<b>77</b>	<b>69</b>	<b>66</b>	<b>70</b>	<b>71</b>	<b>76</b>	<b>73</b>	<b>74</b>	<b>74</b>	<b>88</b>	<b>87</b>	<b>88</b>	<b>84</b>	<b>72</b>
Not very worried	<b>20</b>	27	18	21	25	19	21	16	20	20	0	10	8	7	8	19
Not at all worried	<b>5</b>	5	1	6	7	4	5	6	5	4	0	0	0	2	2	5
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>32</b>	<b>19</b>	<b>27</b>	<b>32</b>	<b>23</b>	<b>26</b>	<b>22</b>	<b>25</b>	<b>24</b>	<b>0</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>24</b>
Don't know	<b>3</b>	6	4	3	2	7	3	2	3	2	26	2	6	3	6	4

**Rising house prices and the impact for the next generation**

Very worried	<b>34</b>	22	37	37	27	31	33	38	31	37	33	60	38	43	31	37
Fairly worried	<b>47</b>	46	47	47	52	52	45	43	49	44	32	30	44	44	53	46
<b>TOTAL WORRIED</b>	<b>81</b>	<b>68</b>	<b>84</b>	<b>84</b>	<b>79</b>	<b>83</b>	<b>78</b>	<b>81</b>	<b>80</b>	<b>81</b>	<b>65</b>	<b>90</b>	<b>82</b>	<b>87</b>	<b>84</b>	<b>83</b>
Not very worried	<b>14</b>	22	11	14	17	11	17	13	14	16	10	10	10	8	7	13
Not at all worried	<b>2</b>	3	1	2	3	1	1	5	3	2	0	0	0	2	2	1
<b>TOTAL NOT WORRIED</b>	<b>16</b>	<b>25</b>	<b>12</b>	<b>16</b>	<b>20</b>	<b>12</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>14</b>
Don't know	<b>3</b>	6	4	1	2	5	4	1	3	2	26	0	8	4	6	3



	Gross household income											
	Total	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
<b>Weighted Sample</b>	<b>1475</b>	111	87	92	99	111	97	132	58	35	38	199
<b>Unweighted Sample</b>	<b>1475</b>	108	88	96	99	116	101	143	64	38	37	199
	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following statements comes closest to your view?  
(Please tick one option per row)**

**I am currently saving/ investing money specifically for my child(ren)'s to buy their own home in the future**

Yes, this does apply to me	<b>25</b>	32	21	22	30	27	22	29	38	49	7	26
No, this does not apply to me	<b>75</b>	68	79	78	70	73	78	71	62	51	93	74

**I am currently receiving money from my parent(s) specifically to help me with my current housing costs**

Yes, this does apply to me	<b>6</b>	11	0	5	8	6	5	4	6	3	4	5
No, this does not apply to me	<b>94</b>	89	100	95	92	94	95	96	94	97	96	95

**How worried, if at all, are you about the following? (Please tick one option per row)**

**Rising rent levels and the impact for the next generation**

Very worried	<b>28</b>	25	34	30	25	20	17	18	7	11	29	35
Fairly worried	<b>44</b>	45	42	37	51	49	42	50	47	33	43	39
<b>TOTAL WORRIED</b>	<b>72</b>	<b>70</b>	<b>76</b>	<b>67</b>	<b>76</b>	<b>69</b>	<b>59</b>	<b>68</b>	<b>54</b>	<b>44</b>	<b>72</b>	<b>74</b>
Not very worried	<b>20</b>	25	17	22	19	25	34	26	30	32	26	17
Not at all worried	<b>5</b>	5	3	6	2	5	7	4	15	22	2	5
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>30</b>	<b>20</b>	<b>28</b>	<b>21</b>	<b>30</b>	<b>41</b>	<b>30</b>	<b>45</b>	<b>54</b>	<b>28</b>	<b>22</b>
Don't know	<b>3</b>	0	4	5	4	1	0	2	2	2	0	5

**Rising house prices and the impact for the next generation**

Very worried	<b>34</b>	34	42	41	29	24	24	26	19	22	38	38
Fairly worried	<b>47</b>	50	46	37	51	58	50	59	52	38	38	39
<b>TOTAL WORRIED</b>	<b>81</b>	<b>84</b>	<b>88</b>	<b>78</b>	<b>80</b>	<b>82</b>	<b>74</b>	<b>85</b>	<b>71</b>	<b>60</b>	<b>76</b>	<b>77</b>
Not very worried	<b>14</b>	14	7	15	14	16	21	14	23	24	22	17
Not at all worried	<b>2</b>	1	2	4	2	1	3	2	7	13	2	3
<b>TOTAL NOT WORRIED</b>	<b>16</b>	<b>15</b>	<b>9</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>24</b>	<b>16</b>	<b>30</b>	<b>37</b>	<b>24</b>	<b>20</b>
Don't know	<b>3</b>	0	4	3	4	1	1	0	0	2	0	4

	Marital status							Household size - number of children									
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	0	1	2	3	4	5	6 or more	Don't know	Prefer not to say
<b>Weighted Sample</b>	<b>1475</b>	1077	208	36	64	12	72	5	0	475	784	175	27	10	4	0	0
<b>Unweighted Sample</b>	<b>1475</b>	1100	195	38	63	10	63	6	0	463	796	175	28	9	4	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following statements comes closest to your view?  
(Please tick one option per row)**

**I am currently saving/ investing money specifically for my child(ren)'s to buy their own home in the future**

Yes, this does apply to me	<b>25</b>	25	26	21	22	22	26	15	0	24	27	19	21	44	0	0	0
No, this does not apply to me	<b>75</b>	75	74	79	78	78	74	85	0	76	73	81	79	56	100	0	0

**I am currently receiving money from my parent(s) specifically to help me with my current housing costs**

Yes, this does apply to me	<b>6</b>	6	9	0	6	0	9	16	0	8	5	8	9	14	0	0	0
No, this does not apply to me	<b>94</b>	94	91	100	94	100	91	84	0	92	95	92	91	86	100	0	0

**How worried, if at all, are you about the following? (Please tick one option per row)**

**Rising rent levels and the impact for the next generation**

Very worried	<b>28</b>	26	34	25	42	40	38	30	0	30	28	30	21	10	0	0	0
Fairly worried	<b>44</b>	44	40	54	45	39	49	15	0	41	44	49	57	47	54	0	0
<b>TOTAL WORRIED</b>	<b>72</b>	<b>70</b>	<b>74</b>	<b>79</b>	<b>87</b>	<b>79</b>	<b>87</b>	<b>45</b>	<b>0</b>	<b>71</b>	<b>72</b>	<b>79</b>	<b>78</b>	<b>57</b>	<b>54</b>	<b>0</b>	<b>0</b>
Not very worried	<b>20</b>	22	18	15	10	10	6	56	0	19	21	15	20	29	0	0	0
Not at all worried	<b>5</b>	5	4	3	1	11	3	0	0	5	4	3	3	14	18	0	0
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>27</b>	<b>22</b>	<b>18</b>	<b>11</b>	<b>21</b>	<b>9</b>	<b>56</b>	<b>0</b>	<b>24</b>	<b>25</b>	<b>18</b>	<b>23</b>	<b>43</b>	<b>18</b>	<b>0</b>	<b>0</b>
Don't know	<b>3</b>	3	4	3	1	0	4	0	0	5	2	3	0	0	27	0	0

**Rising house prices and the impact for the next generation**

Very worried	<b>34</b>	33	39	22	39	38	36	29	0	33	34	36	27	19	0	0	0
Fairly worried	<b>47</b>	48	41	68	44	52	49	39	0	43	48	49	55	38	73	0	0
<b>TOTAL WORRIED</b>	<b>81</b>	<b>81</b>	<b>80</b>	<b>90</b>	<b>83</b>	<b>90</b>	<b>85</b>	<b>68</b>	<b>0</b>	<b>76</b>	<b>82</b>	<b>85</b>	<b>82</b>	<b>57</b>	<b>73</b>	<b>0</b>	<b>0</b>
Not very worried	<b>14</b>	15	15	10	15	0	9	33	0	16	14	11	15	29	0	0	0
Not at all worried	<b>2</b>	2	1	0	1	11	3	0	0	3	2	1	0	14	0	0	0
<b>TOTAL NOT WORRIED</b>	<b>16</b>	<b>17</b>	<b>16</b>	<b>10</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>33</b>	<b>0</b>	<b>19</b>	<b>16</b>	<b>12</b>	<b>15</b>	<b>43</b>	<b>0</b>	<b>0</b>	<b>0</b>
Don't know	<b>3</b>	3	4	0	1	0	4	0	0	4	2	3	3	0	27	0	0

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

Which one of the following best describes your current living situation?						
Total	Owner occupier – with mortgage	Owner occupier – owned outright	Social tenant – housing association	Social tenant – local authority	Private tenant	
<b>Weighted Sample</b> 1475	930	173	106	68	163	
<b>Unweighted Sample</b> 1475	950	183	95	61	155	
	%	%	%	%	%	%

Which of the following statements comes closest to your view?

(Please tick one option per row)

I am currently saving/ investing money specifically for my child(ren)'s to buy their own home in the future

Yes, this does apply to me	<b>25</b>	25	34	26	15	22
No, this does not apply to me	<b>75</b>	75	66	74	85	78

I am currently receiving money from my parent(s) specifically to help me with my current housing costs

Yes, this does apply to me	<b>6</b>	5	6	10	6	9
No, this does not apply to me	<b>94</b>	95	94	90	94	91

How worried, if at all, are you about the following? (Please tick one option per row)

Rising rent levels and the impact for the next generation

Very worried	<b>28</b>	22	23	58	40	45
Fairly worried	<b>44</b>	45	51	31	47	39
<b>TOTAL WORRIED</b>	<b>72</b>	<b>67</b>	<b>74</b>	<b>89</b>	<b>87</b>	<b>84</b>
Not very worried	<b>20</b>	25	18	5	9	9
Not at all worried	<b>5</b>	5	8	2	2	1
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>7</b>	<b>11</b>	<b>10</b>
Don't know	<b>3</b>	3	1	5	1	5

Rising house prices and the impact for the next generation

Very worried	<b>34</b>	30	32	49	42	45
Fairly worried	<b>47</b>	50	51	36	39	39
<b>TOTAL WORRIED</b>	<b>81</b>	<b>80</b>	<b>83</b>	<b>85</b>	<b>81</b>	<b>84</b>
Not very worried	<b>14</b>	16	11	6	14	12
Not at all worried	<b>2</b>	2	5	2	2	1
<b>TOTAL WORRIED</b>	<b>16</b>	<b>18</b>	<b>16</b>	<b>8</b>	<b>16</b>	<b>13</b>
Don't know	<b>3</b>	2	1	7	3	4

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

Which one of the following best describes your current living situation?				
	Total	Living with parents/family/friends and paying rent	Living with parents/family/friends rent-free	Other
<b>Weighted Sample</b>	<b>1475</b>	9	9	18
<b>Unweighted Sample</b>	<b>1475</b>	8	7	16
	%	%	%	%

Which of the following statements comes closest to your view?

(Please tick one option per row)

I am currently saving/ investing money specifically for my child(ren)'s to buy their own home in the future

Yes, this does apply to me	25	47	24	7
No, this does not apply to me	75	53	76	93

I am currently receiving money from my parent(s) specifically to help me with my current housing costs

Yes, this does apply to me	6	43	0	21
No, this does not apply to me	94	57	100	79

How worried, if at all, are you about the following? (Please tick one option per row)

Rising rent levels and the impact for the next generation

Very worried	28	48	34	17
Fairly worried	44	13	66	43
<b>TOTAL WORRIED</b>	<b>72</b>	<b>61</b>	<b>100</b>	<b>60</b>
Not very worried	20	9	0	14
Not at all worried	5	15	0	0
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>24</b>	<b>0</b>	<b>14</b>
Don't know	3	15	0	27

Rising house prices and the impact for the next generation

Very worried	34	34	57	17
Fairly worried	47	28	43	48
<b>TOTAL WORRIED</b>	<b>81</b>	<b>62</b>	<b>100</b>	<b>65</b>
Not very worried	14	24	0	9
Not at all worried	2	0	0	0
<b>TOTAL WORRIED</b>	<b>16</b>	<b>24</b>	<b>0</b>	<b>9</b>
Don't know	3	15	0	27

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

	Gender		Age			Social Grade		Region					
	Total	Male	Female	27-39	40-59	60+	ABC1	C2DE	North	Midlands	East	London	South
<b>Weighted Sample</b>	<b>1475</b>	637	838	577	830	68	1030	445	410	249	178	242	395
<b>Unweighted Sample</b>	<b>1475</b>	664	811	479	928	68	1074	401	403	255	177	220	420
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about housing for your children's generation... Which ONE of the following MOST closely matches your view?

More attention and investment should be given to affordable housing	<b>76</b>	76	76	74	77	83	75	78	81	73	74	75	74
Everything that can be reasonably expected to be done in relation to affordable housing is currently being done	<b>11</b>	12	10	13	10	13	12	7	7	12	13	13	12
Don't know	<b>13</b>	12	14	14	14	3	13	15	12	16	13	12	14

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

	Region GOR									Gross household income						
	Total	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year
<b>Weighted Sample</b>	<b>1475</b>	69	199	142	127	122	178	242	260	136	15	49	60	82	94	116
<b>Unweighted Sample</b>	<b>1475</b>	77	187	139	129	126	177	220	271	149	12	42	55	75	91	111
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about housing for your children's generation... Which ONE of the following MOST closely matches your view?

More attention and investment should be given to affordable housing	<b>76</b>	73	82	82	70	76	74	75	75	72	94	71	86	79	83	82
Everything that can be reasonably expected to be done in relation to affordable housing is currently being done	<b>11</b>	5	7	9	15	8	13	13	11	14	6	7	2	7	3	9
Don't know	<b>13</b>	22	10	9	16	15	13	12	13	14	0	22	13	14	14	9

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

	Gross household income										
Total	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
<b>Weighted Sample</b> 1475	111	87	92	99	111	97	132	58	35	38	199
<b>Unweighted Sample</b> 1475	108	88	96	99	116	101	143	64	38	37	199
	%	%	%	%	%	%	%	%	%	%	%

**Thinking about housing for your children's generation... Which ONE of the following MOST closely matches your view?**

More attention and investment should be given to affordable housing	<b>76</b>	68	82	77	72	80	72	78	70	58	81	70
Everything that can be reasonably expected to be done in relation to affordable housing is currently being done	<b>11</b>	20	8	7	15	11	13	11	15	18	7	14
Don't know	<b>13</b>	12	10	16	13	8	16	11	15	25	11	16

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

	Marital status							Household size - number of children									
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	0	1	2	3	4	5	6 or more	Don't know	Prefer not to say
<b>Weighted Sample</b>	<b>1475</b>	1077	208	36	64	12	72	5	0	475	784	175	27	10	4	0	0
<b>Unweighted Sample</b>	<b>1475</b>	1100	195	38	63	10	63	6	0	463	796	175	28	9	4	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about housing for your children's generation... Which ONE of the following MOST closely matches your view?

More attention and investment should be given to affordable housing	<b>76</b>	74	83	80	81	84	72	83	0	76	75	82	76	80	54	0	0
Everything that can be reasonably expected to be done in relation to affordable housing is currently being done	<b>11</b>	12	6	8	9	8	11	0	0	11	11	9	9	0	0	0	0
Don't know	<b>13</b>	14	11	12	11	7	17	17	0	13	14	10	15	20	46	0	0

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Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

Which one of the following best describes your current living situation?						
Total	Owner occupier – with mortgage	Owner occupier – owned outright	Social tenant – housing association	Social tenant – local authority	Private tenant	
<b>Weighted Sample</b> 1475	930	173	106	68	163	
<b>Unweighted Sample</b> 1475	950	183	95	61	155	
	%	%	%	%	%	%

Thinking about housing for your children's generation... Which ONE of the following MOST closely matches your view?

More attention and investment should be given to affordable housing	<b>76</b>	73	72	82	87	85
Everything that can be reasonably expected to be done in relation to affordable housing is currently being done	<b>11</b>	12	13	7	6	7
Don't know	<b>13</b>	14	15	11	7	8

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Sample Size: 1475 English parents (aged 27+) with children aged 18 and under

Fieldwork: 19th - 26th August 2014

Which one of the following best describes your current living situation?			
Total	Living with parents/family/friends and paying rent	Living with parents/family/friends rent-free	Other
<b>Weighted Sample</b> 1475	9	9	18
<b>Unweighted Sample</b> 1475	8	7	16
	%	%	%

Thinking about housing for your children's generation... Which ONE of the following MOST closely matches your view?

More attention and investment should be given to affordable housing	<b>76</b>	78	89	73
Everything that can be reasonably expected to be done in relation to affordable housing is currently being done	<b>11</b>	9	11	5
Don't know	<b>13</b>	13	0	22

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*