

YouGov Survey Results

Sample Size: 1872 GB Adults
Fieldwork: 19th - 20th June 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Housing	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Social housing*	Not social housing**	
Weighted Sample 1872	X	X	X	X	566	461	415	910	962	227	477	640	528	1067	805	240	608	401	461	163	203	1380	
Unweighted Sample 1872	430	558	132	247	571	475	416	889	983	131	413	749	579	1274	598	285	630	334	434	189	166	1450	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 31 - Feb 1
June 19-20

Which of the following issues will be important to you in deciding how you vote at the next election? Please tick up to three or four

The economy in general	56	57	66	58	69	47	61	58	67	60	54	52	51	63	58	60	53	48	59	58	59	57	40	62
Immigration	42	45	60	32	22	80	66	35	28	45	45	36	32	50	53	42	49	47	45	45	46	36	48	44
Health	36	38	32	47	41	27	32	46	45	30	46	33	30	39	46	37	40	36	39	37	38	42	33	40
Welfare benefits	28	29	31	32	27	29	29	32	26	25	32	26	28	29	30	25	33	21	31	29	28	34	42	27
Unemployment	28	27	24	36	24	21	17	36	27	28	27	44	29	27	19	25	31	29	21	33	31	26	25	26
Schools and education	22	25	20	31	33	9	18	24	33	23	27	41	25	27	15	26	24	28	29	22	21	25	21	24
Pensions	28	23	22	21	22	25	27	24	23	21	24	2	15	18	44	22	24	15	25	19	27	24	14	25
Europe	27	21	28	13	18	51	33	15	18	25	17	12	16	22	29	22	20	22	23	21	19	18	13	22
Crime	19	17	21	18	11	17	21	17	13	17	17	14	18	19	17	16	20	22	15	15	20	18	20	16
Housing	9	12	6	18	14	6	6	14	15	10	14	20	13	10	9	10	14	22	10	11	9	15	24	10
Defence	7	8	12	6	6	12	12	8	8	10	7	10	6	8	11	8	9	7	9	7	8	13	7	8
Same-sex marriage	7	8	5	7	10	16	8	4	9	9	7	17	7	5	8	9	6	9	10	6	6	7	7	7
Transport	7	5	4	6	9	1	3	6	7	6	4	6	7	4	5	7	3	11	5	5	4	2	3	6
Afghanistan	3	3	4	2	2	5	5	2	3	3	4	6	3	2	4	4	2	3	3	5	2	5	2	3
Animal rights	4	3	2	3	4	2	2	3	4	2	4	2	4	3	2	3	2	3	3	3	3	1	2	3
None of these	1	2	1	2	1	0	1	2	1	2	2	1	4	1	1	2	1	2	1	2	3	3	3	1
Don't know	4	3	1	1	2	0	2	2	2	3	3	8	6	2	1	4	3	2	4	3	4	3	5	3

Which one or two, if any, of the following groups do you think would be most effective at dealing with the housing sector? (Please tick up to two options)

Housing associations	39	39	41	45	45	38	41	43	39	40	31	30	41	50	39	40	41	39	40	38	43	50	38
Local councils	39	37	48	42	32	32	49	37	35	42	31	37	41	42	38	40	41	39	39	38	39	37	39
Government	21	27	20	36	15	26	19	22	25	17	29	21	20	19	25	16	29	20	22	18	23	14	22
Housing charities	18	15	19	22	26	19	19	24	14	22	12	15	20	21	16	21	19	16	21	20	16	14	19
Private landlords	8	12	6	7	10	10	3	8	10	6	16	8	6	7	8	7	12	9	8	4	6	2	8
Estate agents	5	3	6	3	5	3	6	3	7	3	13	5	4	2	4	6	6	5	2	5	8	5	3
None of these	7	7	4	6	10	8	5	6	8	6	5	7	8	7	7	6	6	7	6	8	7	5	7
Don't know	16	12	15	6	9	15	14	14	13	18	23	22	14	8	15	16	13	15	16	18	12	16	15

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	Con	Lab	Lib Dem	UKIP	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Social housing*	Not social housing**	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine you were the country's Minister for Housing...

Please say, in your own words, what your top priority would be in order to improve the housing sector?

[Verbatim list on sheet "Q4"]

Which, if any, of the following do you think are causing the MOST pressure on the amount of affordable housing that is available in Britain?

Please select up to three.

More people migrating into Britain, than leaving	44	57	34	21	73	61	37	31	40	47	32	35	46	54	40	49	47	43	45	45	38	47	44
Lack of social housing available	39	25	49	48	40	29	51	47	35	43	24	28	43	51	35	45	38	34	39	42	49	52	40
Economic downturn meaning less people can afford to buy	37	37	41	45	34	37	39	41	35	40	34	36	40	36	40	34	35	37	37	40	38	21	40
Lack of Government investment in building new homes	30	24	42	37	23	22	38	31	35	26	30	24	30	37	29	32	35	25	30	34	33	36	29
People owning second or third homes	17	13	17	19	21	15	16	22	20	15	13	18	17	20	19	15	17	19	19	15	16	19	17
An inflexible private rented housing sector that doesn't meet people's needs	16	13	19	29	12	11	18	25	17	15	23	17	15	14	17	15	21	15	18	14	19	10	16
Family separations and divorce	16	18	12	17	25	21	13	15	14	18	5	11	18	22	16	15	10	18	17	14	18	8	18
People living longer	14	20	10	18	9	17	11	15	15	13	18	13	13	15	16	12	16	15	12	16	11	10	14
Under occupation of homes	11	18	10	12	6	13	11	11	10	12	8	10	14	10	14	8	12	12	11	11	10	8	12
Restrictive planning restrictions on building new homes	8	11	7	11	4	10	6	7	10	6	14	9	6	7	8	8	11	10	9	6	3	6	8
Other	4	5	2	5	3	4	2	6	4	3	4	6	3	2	5	2	4	4	3	5	2	1	4
Not applicable - I do not think there are any pressures on the amount of affordable housing available	1	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1	0	1	0	1	0	0	1
Don't know	6	3	5	3	3	4	6	4	6	7	16	10	5	1	6	7	3	6	8	7	8	11	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following would you MOST support the Government doing to ensure there is enough affordable housing available to meet demand? Please select up to three.

Reducing overall net migration so that there are less people coming into the UK than leaving.	40	56	29	24	73	59	34	30	37	44	20	27	46	54	37	44	34	44	41	40	35	45	40
Building more council houses and housing association homes	36	26	49	38	34	27	51	37	38	35	18	26	41	48	32	42	34	32	35	37	55	52	35
Requiring banks and building societies to lend more money or requiring lower deposits for mortgages	28	28	31	33	24	29	29	31	27	29	31	25	27	31	27	29	26	26	29	30	27	10	29
Setting rent controls in the private rented sector	24	18	32	24	18	19	32	28	21	27	16	22	27	26	25	23	28	22	25	24	24	33	24
Providing financial support for low cost home ownership schemes	23	22	25	29	23	23	26	26	24	23	20	21	21	29	24	22	25	21	21	28	22	17	23
Council and housing association tenants to be moved out of social housing once their earnings rise above a set amount	21	35	13	20	23	29	15	18	19	22	18	21	21	21	24	16	21	25	19	19	14	6	23
Council and housing association tenants to be moved out of their homes if the dwellings are too large	19	30	12	19	17	26	12	19	18	19	16	21	23	13	20	17	21	22	16	16	18	12	20
Reforming the private rented sector by introducing tighter regulation of landlords and longer tenancies	17	11	23	21	20	13	20	22	19	16	11	19	18	18	19	15	19	14	23	16	17	21	17
Setting national targets higher to ensure that there are enough new homes being built	12	9	15	18	9	9	14	14	14	10	19	9	10	14	12	11	13	9	14	11	18	14	11
Making planning laws less restrictive for those wanting to build new homes	8	10	8	17	7	7	6	7	11	6	15	11	7	6	10	6	16	7	8	8	2	6	8
Other	3	3	1	2	3	2	1	5	2	3	4	3	3	2	2	3	2	3	2	3	1	1	3
Not applicable - I do not think the Government should do anything on this issue	1	0	0	2	1	0	1	1	1	1	2	2	1	1	1	1	0	2	1	1	2	4	1
Don't know	7	3	6	5	3	5	6	6	6	8	18	11	6	1	7	8	6	7	8	8	8	8	7

* Social housing: Rented from local authority OR Belongs to housing association

** Not social housing: anyone who owns leasehold/freehold outright OR Buying leasehold/freehold on a mortgage OR Rented from private landlord