

Broadway Malyan / YouGov Survey Results

Sample Size: 4510 English Adults
Fieldwork: 1st - 7th April 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region lived								
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	
Weighted Sample	4510	x	x	x	x	1402	1121	930	2195	2315	536	1163	1533	1277	2618	1892	264	567	453	414	447	501	670	707	487
Unweighted Sample	4510	1363	1296	280	594	1451	1095	897	2195	2315	390	948	1718	1454	2816	1694	260	583	486	390	431	496	614	757	493
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which three or four, if any, of the following are the most important issues that will decide how you will vote in May? Please tick up to four.

The economy	54	74	46	63	44	67	46	55	62	46	49	53	54	56	59	47	51	52	54	54	54	55	55	53	55
Health	53	43	69	60	38	43	68	59	47	58	45	43	56	62	53	53	53	55	56	56	50	51	51	52	53
Immigration & Asylum	46	58	32	23	86	63	39	34	43	49	27	35	49	60	41	53	52	48	46	49	48	48	37	46	46
Tax	31	38	27	32	26	34	27	32	34	28	33	37	32	22	34	25	30	27	31	30	33	30	29	33	31
Welfare benefits	30	30	36	20	32	31	35	30	28	32	21	28	34	32	28	34	26	33	30	31	32	30	25	33	34
Europe	23	29	15	21	49	32	16	20	29	17	20	18	23	29	24	22	26	25	21	22	19	22	22	26	23
Education	22	17	30	28	11	16	26	25	20	25	35	27	20	15	24	20	21	22	25	20	20	24	24	24	18
Pensions	21	23	20	21	24	22	24	23	20	22	6	10	22	37	20	23	23	21	21	24	26	24	15	18	22
Housing	20	12	29	25	14	11	26	21	20	20	28	26	16	15	19	22	12	13	16	23	16	17	35	20	18
Crime	14	15	11	11	17	16	12	12	13	14	8	12	14	17	14	13	11	13	15	16	14	16	14	11	12
Family life & childcare	13	9	18	10	9	9	18	10	10	15	11	23	11	5	13	13	16	15	14	12	12	13	10	12	12
The environment	11	5	11	27	6	6	9	22	11	11	11	13	11	9	12	9	6	9	10	9	11	12	13	11	14
Transport	6	4	8	8	4	3	7	9	8	4	10	7	6	4	7	5	3	4	9	4	6	7	9	6	5
None of these	2	0	1	3	0	1	1	1	2	2	3	3	1	1	1	2	2	2	1	1	3	1	1	2	2
Don't know	3	1	1	0	0	2	1	2	2	4	8	4	2	1	2	4	6	3	3	2	2	2	4	2	3

Would you be more or less likely to vote for a party which prioritises house building in the next election?

[This question was only asked to respondents who chose Housing in the previous question; n=828]

Much more likely	29	28	36	32	18	19	36	35	36	23	34	21	28	39	31	27	33	36	27	24	22	31	34	25	27
A little more likely	37	43	33	46	29	47	31	37	37	38	35	40	41	30	41	33	28	32	30	48	49	43	34	34	38
TOTAL MORE LIKELY	66	71	69	78	47	66	67	72	73	61	69	61	69	69	72	60	61	68	57	72	71	74	68	59	65
A little less likely	3	2	2	3	2	1	2	3	2	3	3	5	1	0	4	1	5	3	1	5	1	0	2	3	3
Much less likely	2	1	2	0	4	1	2	2	1	3	2	2	4	0	1	3	0	3	3	1	0	2	3	2	2
TOTAL LESS LIKELY	5	3	4	3	6	2	4	5	3	6	5	7	5	0	5	4	5	6	4	6	1	2	5	5	5
No difference, I will make up my mind based on other issues	25	23	23	18	47	31	27	19	23	27	19	27	23	29	20	31	32	24	30	20	24	20	22	29	30
Don't know	4	3	4	1	0	2	3	4	1	6	7	5	3	1	3	5	2	3	9	1	4	3	4	6	1

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

How easy or difficult do you think each the following groups are finding homes to buy or rent in your local areas?

Local people

Very easy	3	4	3	3	3	4	2	2	3	3	2	4	3	2	3	3	6	3	2	4	2	4	2	3	1
Fairly easy	18	27	13	21	16	23	14	17	18	19	24	19	17	18	21	15	23	24	22	22	25	16	10	14	18
TOTAL EASY	21	31	16	24	19	27	16	19	21	22	26	23	20	20	24	18	29	27	24	26	27	20	12	17	19
Neither easy nor difficult	19	23	17	16	19	21	19	15	19	20	18	20	20	18	19	19	20	22	21	26	21	17	14	20	16
Fairly difficult	29	26	32	35	28	29	31	32	29	29	24	26	29	33	30	27	25	27	29	24	32	31	29	28	33
Very difficult	22	12	27	19	30	15	26	27	22	21	12	23	23	22	19	25	16	13	15	15	12	21	38	27	24
TOTAL DIFFICULT	51	38	59	54	58	44	57	59	51	50	36	49	52	55	49	52	41	40	44	39	44	52	67	55	57
Don't know	9	8	7	6	5	9	7	7	9	9	20	8	8	7	8	10	10	11	11	10	8	10	7	8	7

First time buyers

Very easy	2	2	2	2	1	2	1	1	1	2	1	2	2	1	1	2	2	2	1	1	1	4	1	2	1
Fairly easy	9	13	8	9	8	11	9	7	9	9	6	11	9	8	10	8	12	13	10	13	10	7	7	6	9
TOTAL EASY	11	15	10	11	9	13	10	8	10	11	7	13	11	9	11	10	14	15	11	14	11	11	8	8	10
Neither easy nor difficult	12	15	10	12	11	14	11	9	13	11	8	13	13	12	12	12	15	15	15	14	14	10	6	11	11
Fairly difficult	29	33	27	36	27	32	26	31	28	31	29	26	31	30	31	27	30	33	30	31	35	30	23	27	29
Very difficult	39	29	47	36	48	31	45	46	40	38	36	40	38	42	38	40	30	26	35	32	30	41	57	47	41
TOTAL DIFFICULT	68	62	74	72	75	63	71	77	68	69	65	66	69	72	69	67	60	59	65	63	65	71	80	74	70
Don't know	9	8	7	6	5	8	7	6	9	9	19	7	7	7	7	11	11	10	9	9	10	9	7	7	9

Thinking more generally about housing, do you think the number of new homes built should be increased, decreased or kept about the same?

The number of new homes built should be increased significantly	41	36	53	47	34	34	54	43	49	34	32	38	40	49	42	40	44	39	41	39	36	39	55	37	39
The number of new homes built should be increased by a small amount	26	29	24	29	29	28	20	29	24	27	27	25	26	26	26	25	26	24	28	26	25	27	18	29	28
TOTAL INCREASED	67	65	77	76	63	62	74	72	73	61	59	63	66	75	68	65	70	63	69	65	61	66	73	66	67
The number of new homes built should be kept about the same	17	23	12	13	20	22	13	14	15	19	17	19	18	15	18	17	12	22	16	21	23	19	12	17	15
The number of new homes built should be decreased by a small amount	4	4	4	3	4	5	3	3	2	6	5	4	4	3	4	4	5	3	2	5	5	4	3	5	5
The number of new homes built should be decreased significantly	4	4	2	3	9	6	1	3	3	5	2	4	5	4	4	5	3	3	4	2	4	5	2	5	8
TOTAL DECREASED	8	8	6	6	13	11	4	6	5	11	7	8	9	7	8	9	8	6	6	7	9	9	5	10	13
Don't know	8	4	6	6	3	5	8	6	6	9	17	10	7	3	6	10	10	9	9	6	7	6	9	7	5

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

Green belt land means areas of countryside around some towns and cities, which are currently protected from most building to stop urban sprawl.

Brownfield land means land that has previously been built upon, such as derelict buildings and former industrial land.

Greenfield land is land that has not previously been built upon, such as agricultural land outside the greenbelt.

To what extent would you support or oppose new homes being built on each of the following?

Green belt land

Strongly support	5	5	6	8	5	4	7	6	7	4	6	7	5	4	5	6	6	3	3	5	4	5	10	5	6
Tend to support	12	11	15	13	10	10	14	13	13	10	11	13	11	11	12	11	10	14	11	9	10	10	17	10	12
TOTAL SUPPORT	17	16	21	21	15	14	21	19	20	14	17	20	16	15	17	17	16	17	14	14	14	15	27	15	18
Neither support nor oppose	12	8	14	11	9	9	13	10	13	10	12	11	13	9	10	13	12	12	10	14	12	10	12	10	11
Tend to oppose	25	29	24	28	20	26	26	25	25	25	27	24	24	27	27	23	21	25	27	26	29	26	21	24	26
Strongly oppose	42	45	36	37	53	48	35	44	38	45	34	38	42	48	43	40	43	41	43	41	43	45	34	47	41
TOTAL OPPOSE	67	74	60	65	73	74	61	69	63	70	61	62	66	75	70	63	64	66	70	67	72	71	55	71	67
Don't know	5	2	4	3	2	3	5	3	4	6	11	7	4	1	3	7	7	4	6	5	2	4	6	5	4

Brownfield land

Strongly support	58	62	59	68	57	61	56	65	64	52	56	54	56	66	63	52	50	54	61	58	56	61	57	61	62
Tend to support	25	26	24	21	28	25	27	23	21	29	21	26	26	23	24	26	29	28	23	27	28	24	24	23	21
TOTAL SUPPORT	83	88	83	89	85	86	83	88	85	81	77	80	82	89	87	78	79	82	84	85	84	85	81	84	83
Neither support nor oppose	9	7	10	7	7	8	9	7	9	9	9	10	10	7	7	12	10	11	9	8	8	7	10	8	10
Tend to oppose	2	2	2	1	3	2	2	2	1	2	2	1	2	2	2	2	3	2	1	2	2	1	2	2	3
Strongly oppose	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	2	2	0	1	1
TOTAL OPPOSE	3	3	3	2	5	3	3	3	2	3	3	2	3	3	3	3	4	2	2	2	4	3	2	3	4
Don't know	5	2	4	2	3	3	5	3	4	6	11	7	3	1	3	7	7	4	5	6	3	5	7	4	3

Greenfield land

Strongly support	8	8	9	7	8	7	9	6	10	6	8	9	6	7	7	8	8	7	8	8	5	8	11	7	7
Tend to support	19	20	22	19	16	20	22	19	20	18	15	21	19	20	20	18	20	18	19	18	20	20	25	17	15
TOTAL SUPPORT	27	28	31	26	24	27	31	25	30	24	23	30	25	27	27	26	28	25	27	26	25	28	36	24	22
Neither support nor oppose	19	16	21	20	17	16	21	19	20	19	20	21	21	15	18	21	16	21	19	20	21	16	19	18	20
Tend to oppose	23	25	22	28	22	24	22	25	24	23	30	22	22	24	25	22	27	24	24	18	24	25	20	24	26
Strongly oppose	25	28	19	23	35	30	20	27	22	28	14	19	29	31	26	24	21	25	24	30	27	26	17	29	30
TOTAL OPPOSE	48	53	41	51	57	54	42	52	46	51	44	41	51	55	51	46	48	49	48	48	51	51	37	53	56
Don't know	6	3	6	3	3	3	6	4	4	7	12	8	4	2	4	8	8	6	6	6	4	5	8	5	4

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

Which, if any, of the following parties do you think has the best policies for delivering new house building in Britain as a whole?

Conservative	21	58	1	5	10	46	5	8	24	18	17	19	18	27	23	17	14	18	20	24	21	23	19	23	21
Labour	21	1	60	7	7	3	53	16	23	18	14	18	23	23	19	23	32	24	26	19	22	14	23	15	18
Liberal Democrats	4	1	1	32	2	1	1	12	5	2	5	4	4	3	4	3	2	2	3	4	1	4	5	5	5
UKIP	3	1	1	1	22	3	1	3	4	2	3	4	3	2	3	3	4	3	4	2	3	5	3	2	3
Greens	4	1	4	4	3	1	3	8	4	4	6	5	4	2	4	4	3	3	2	4	4	4	5	4	5
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of them	20	17	12	20	30	21	15	22	21	18	14	15	22	23	20	18	19	20	17	15	20	20	19	23	21
Don't know	28	22	21	31	25	23	22	32	19	37	40	34	27	20	26	31	25	30	28	32	29	30	25	28	26

And which, if any, of the following parties do you think has the best policies for delivering new house building in your local area?

Conservative	18	48	2	6	8	39	5	8	21	14	14	17	15	22	20	14	10	13	15	21	19	21	18	22	16
Labour	19	2	56	5	7	4	52	12	22	17	13	17	22	21	17	23	35	26	26	18	19	12	24	11	13
Liberal Democrats	4	3	2	25	1	2	1	11	4	4	5	3	4	4	5	3	2	3	4	4	2	3	4	5	8
UKIP	2	1	0	1	17	3	1	2	4	1	3	4	2	2	2	2	2	2	1	2	2	3	3	3	4
Greens	2	1	2	3	2	1	1	5	3	2	2	3	3	1	2	2	2	1	1	3	4	2	2	3	3
Other	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
None of them	22	17	13	25	34	23	16	26	23	21	15	18	23	27	22	21	23	22	18	18	22	22	20	24	23
Don't know	32	28	24	37	30	28	24	36	24	41	48	38	31	23	32	33	27	33	34	35	32	36	29	32	33