

Populus – Shelter Housing policy testing



May 2014

Methodology

Populus interviewed 4,106 adults (18+) in Great Britain online between 16 and 22 May 2014. Results were weighted to be demographically representative of all British adults.

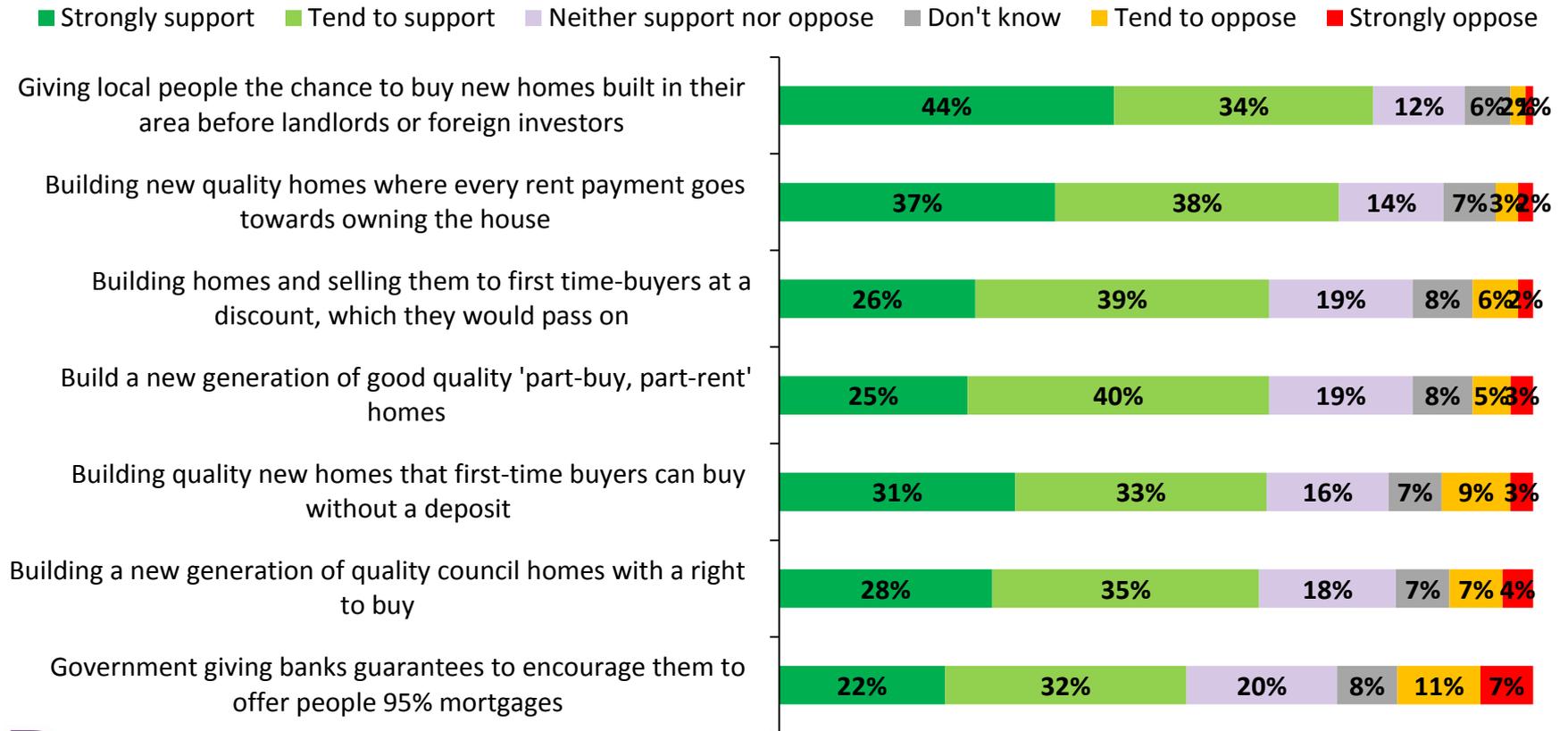
Where results do not sum to 100% this may be due to rounding, multiple choice categories or the exclusion of don't knows. Populus is a member of the British Polling Council and abides by its rules. For more information see www.populus.co.uk.

The research explored British adults attitudes towards seven housing policies, outlined below. For the purposes of reporting, each policy has been abbreviated (shown in bold).

- Let young families put down roots by **giving local people the chance to buy new homes built in their area before landlords or foreign investors**
- Lower the cost of getting on the housing ladder through **building homes and selling them to first time-buyers at a discount**, which they would pass on when they come to sell
- The **government giving banks guarantees to encourage them to offer people 95% mortgages**
- Help local families onto the ladder by **building a new generation of quality council homes with a right to buy**
- Help first-time buyers avoid throwing dead money at expensive rents by **building new quality homes where every rent payment goes towards owning the house**
- Remove the need for high deposits by **building quality new homes that first-time buyers can buy without a deposit**
- **Build a new generation of good quality 'part-buy, part-rent' homes**. People would buy a stake in a home with a mortgage and pay an affordable rent on the remaining share. They would have the option to scale up their ownership share if their salary increases

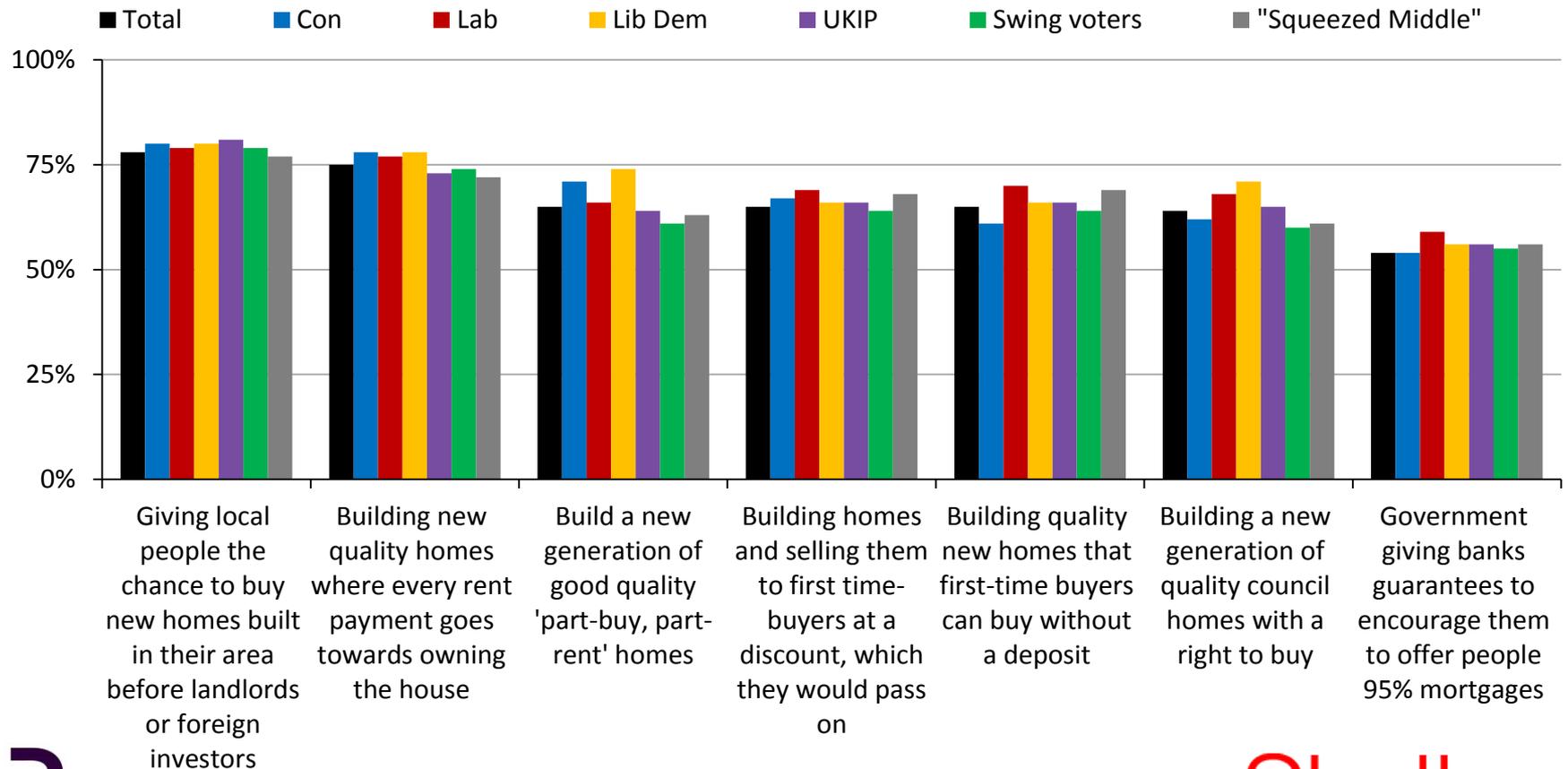
Support for policies

People are finding it increasingly difficult to afford a home of their own. If a political party proposed the following policies to help young people afford a home of their own, to what extent would you support or oppose each policy?



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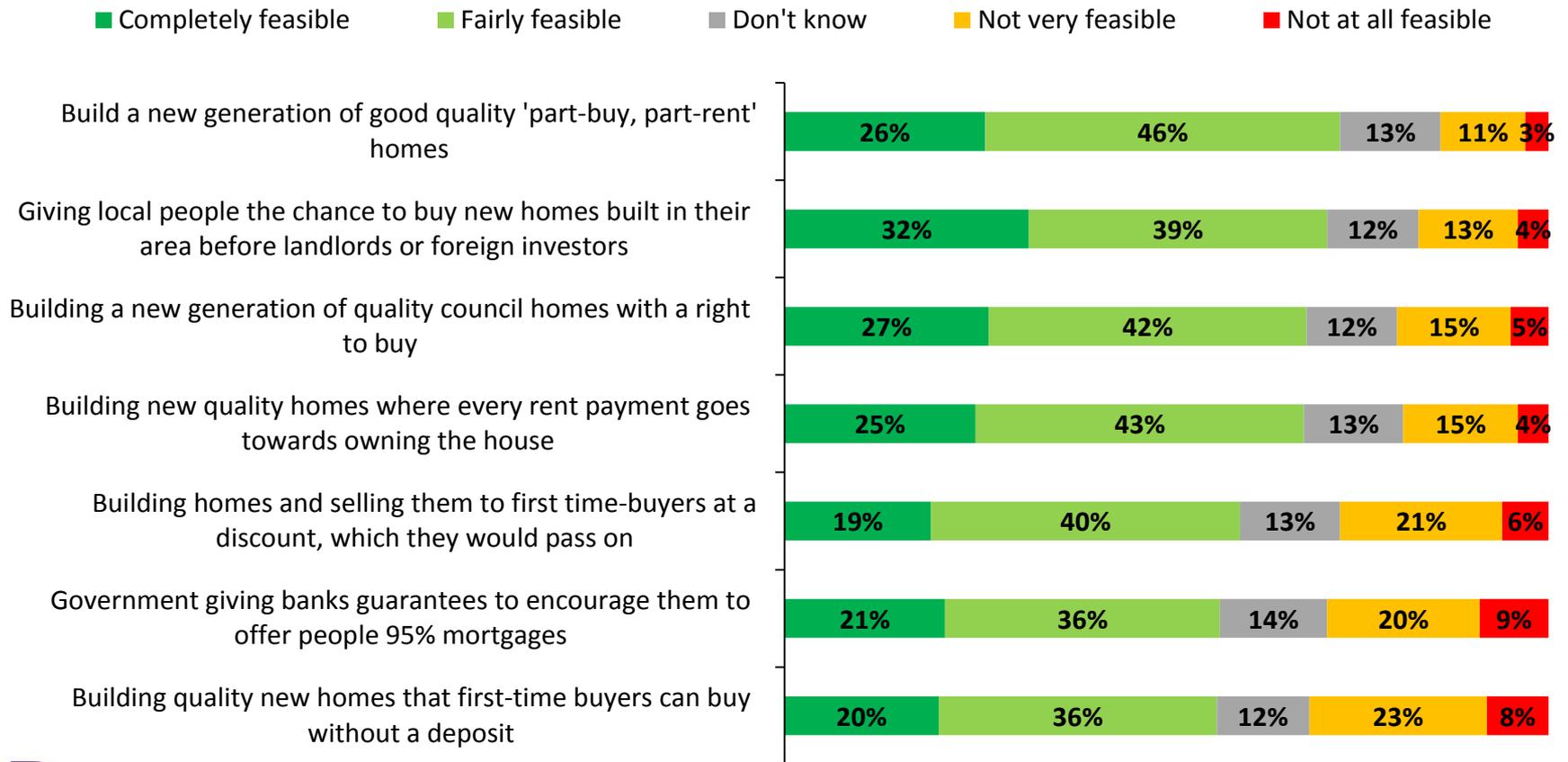
p4

Shelter

Base: All (4,106)

Feasibility

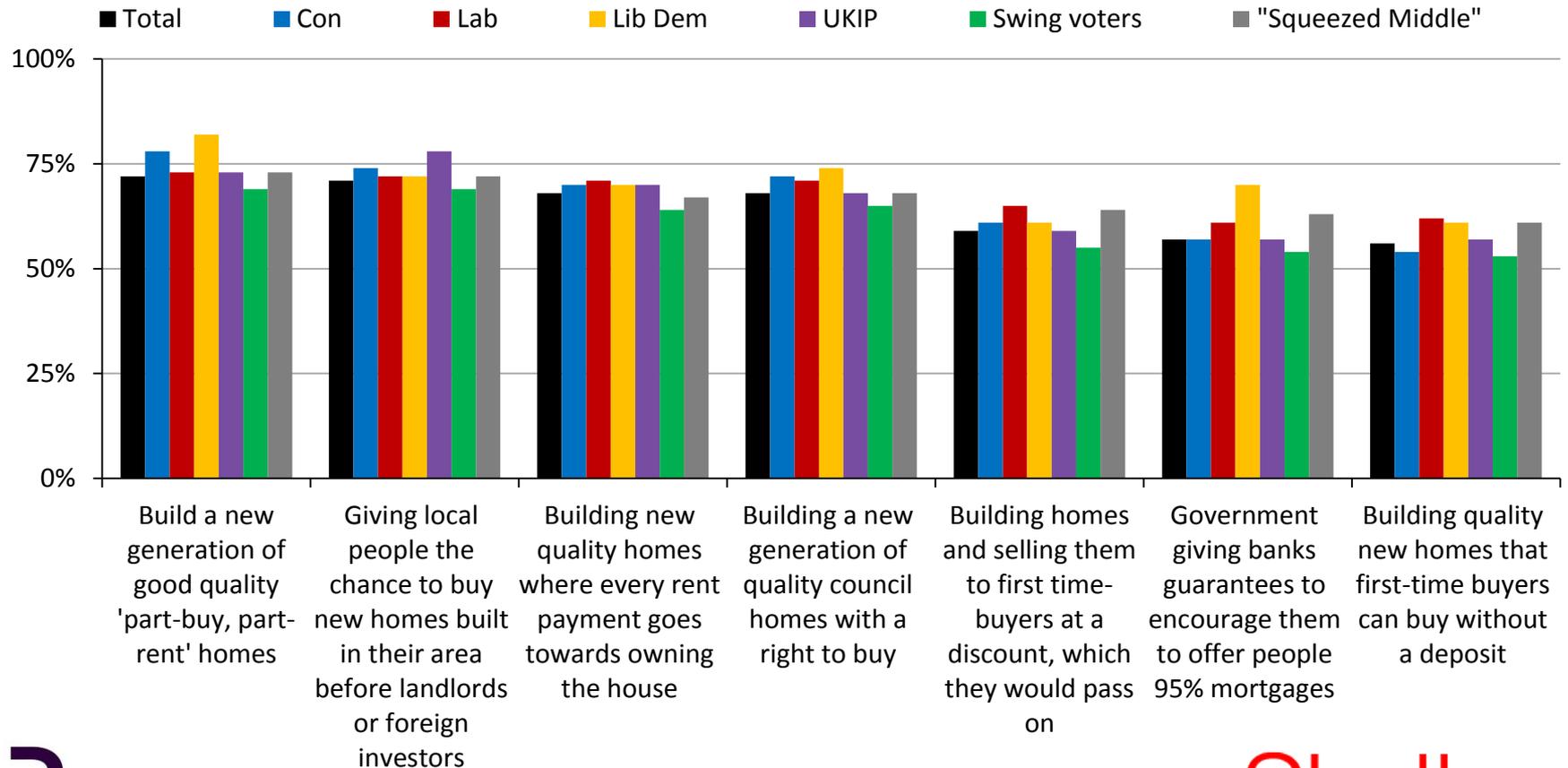
Thinking about the same policies, how feasible to you think each of them are in practice?



Feasibility

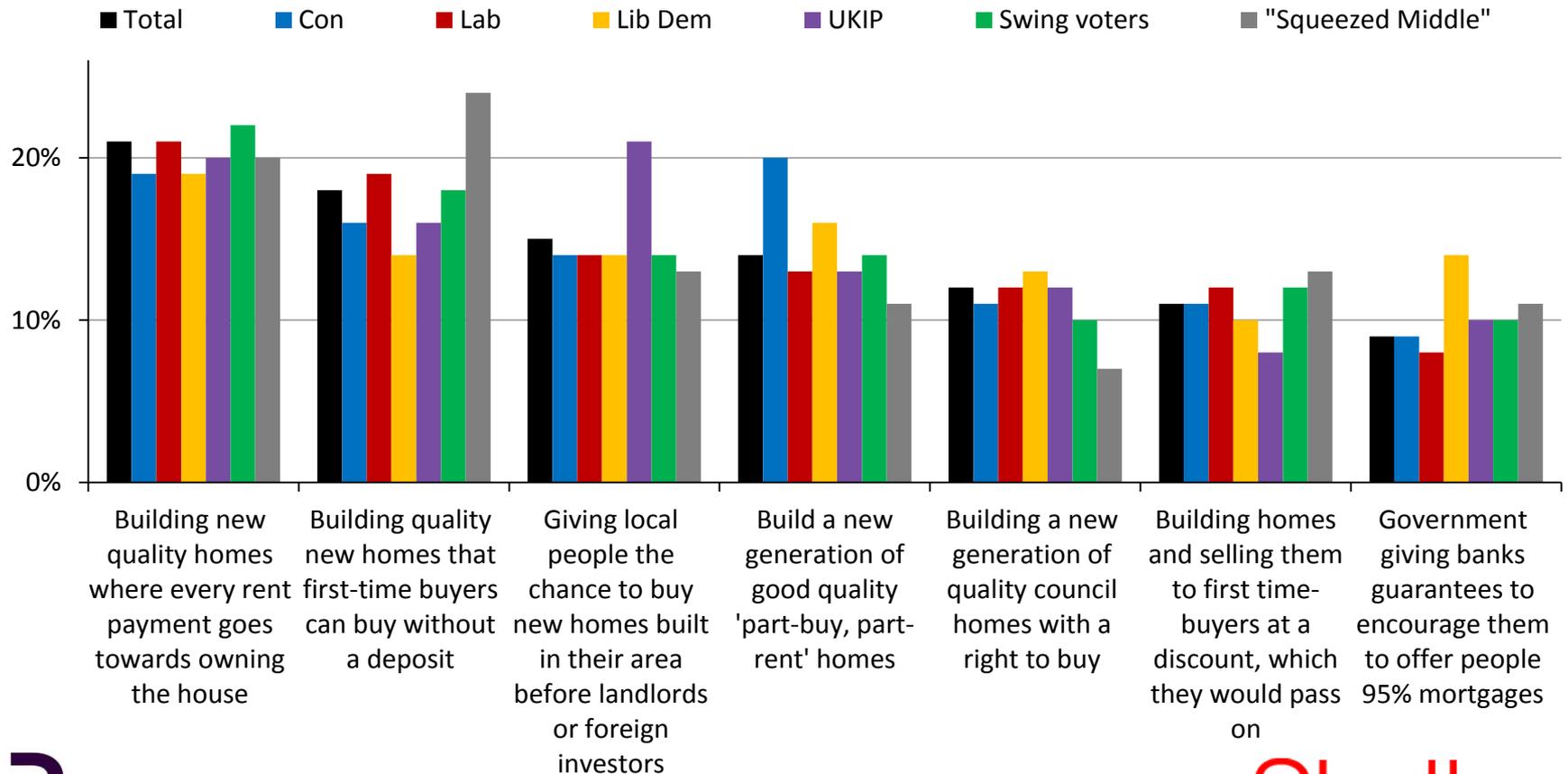
Thinking about the same policies, how feasible to you think each of them are in practice?

[% Completely feasible + Fairly feasible]



Best policy overall

Which of these policies do you think would be best for young people trying to get on the housing ladder?



p7

Shelter

Base: All (4,106)

Support for policies if more homes built in local areas

Which of these policies do you think would be best for young people trying to get on the housing ladder? Would you support or oppose this policy if it meant more homes being built in your area?



Overall...

Top 3 most popular policies

Total				
	Support	Feasibility	Best overall	Support if it meant more homes being built in local area
1. Building new quality homes where every rent payment goes towards owning the house	75%	68%	21%	86%
2. Giving local people the chance to buy new homes built in their area before landlords or foreign investors	78%	71%	15%	83%
3. Build a new generation of good quality 'part-buy, part-rent' homes	65%	72%	14%	82%



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