

YouGov / Cavendish Survey Results

Sample Size: 8609 adults in GB (16+)

Fieldwork: 16th - 24th October 2024

	Vote in 2024 GE					Vote in 2019 GE					EU Ref 2016		Gender		Age					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+	
Weighted Sample	8609	1498	2143	775	904	492	2759	1753	626	98	184	2927	3099	4176	4433	1112	3453	2074	1970	
Unweighted Sample	8609	1332	2410	948	1160	486	2904	1986	738	118	206	3388	3237	3925	4684	666	3456	2237	2250	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, how often, if at all, do you look for information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Very often	5	6	5	6	6	5	6	5	6	3	7	5	6	5	5	4	4	5	6
Fairly often	27	35	30	29	28	22	31	28	33	24	30	30	28	28	25	24	24	28	31
TOTAL OFTEN	32	41	35	35	34	27	37	33	39	27	37	35	34	33	30	28	28	33	37
Not very often	50	49	51	51	47	55	49	54	48	50	47	51	49	49	50	47	50	52	49
Never	17	9	13	14	17	15	13	13	11	19	15	13	17	16	18	20	20	15	13
TOTAL NOT OFTEN	67	58	64	65	64	70	62	67	59	69	62	64	66	65	68	67	70	67	62
Don't know	2	0	1	1	1	1	1	1	1	4	1	1	1	2	2	5	2	1	0

Which of the following, if any, are you personally MOST likely to use to get information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Word of mouth (friends / family / neighbours / local representatives)	23	23	23	25	25	27	24	23	23	19	24	24	23	23	24	29	21	23	25
Facebook	19	17	23	20	20	14	17	23	20	22	20	21	18	16	22	15	25	18	13
Local newspaper / magazine	17	23	18	20	17	16	21	16	20	18	20	18	20	18	16	9	14	19	23
Online community bulletins (e.g. Next Door)	8	12	8	8	9	8	11	7	9	7	7	9	9	7	9	4	6	9	11
Physical community board or leaflet	4	3	4	4	3	5	3	4	5	5	7	4	3	4	3	5	4	3	3
Instagram	2	1	2	1	1	2	1	2	0	1	1	1	1	2	1	5	2	0	0
TikTok	1	0	1	1	0	0	0	1	0	0	0	0	0	1	1	4	1	0	0
WhatsApp	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	2	1	1	1
Somewhere else [See Tab 1]	7	9	8	8	8	10	9	8	10	6	10	8	8	9	6	5	6	8	10
Not applicable – I do not look for or receive information on things happening in my local area	14	9	10	10	14	11	11	10	7	15	8	9	14	16	12	16	14	13	13
Don't know	4	2	4	3	4	6	3	4	4	7	3	3	4	5	4	6	5	4	2

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Fieldwork: 16th - 24th October 2024

Total	Generation					Age (2)							Social Grade (1)			
	Gen Z (1997 and later)	Millennial (1981-1996)	Gen X (1965-1980)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	16-24	25-34	35-44	45-54	55-64	65-74	75+	A	B	C1	C2
Weighted Sample 8609	1405	2271	2271	2447	214	1112	1225	1516	1436	1351	1413	557	1032	1379	2497	1791
Unweighted Sample 8609	946	2271	2374	2771	247	666	1196	1540	1489	1468	1620	630	1138	1577	2409	1556
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, how often, if at all, do you look for information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Very often	5	4	4	4	6	7	4	4	5	5	5	6	8	7	6	5	4
Fairly often	27	24	23	27	30	36	24	24	23	28	27	31	33	36	32	26	24
TOTAL OFTEN	32	28	27	31	36	43	28	28	28	33	32	37	41	43	38	31	28
Not very often	50	46	50	51	50	45	47	47	51	50	53	49	47	45	47	52	51
Never	17	22	20	16	13	12	20	22	20	16	15	14	11	12	14	15	19
TOTAL NOT OFTEN	67	68	70	67	63	57	67	69	71	66	68	63	58	57	61	67	70
Don't know	2	4	2	1	0	0	5	3	2	1	1	1	0	1	1	1	2

Which of the following, if any, are you personally MOST likely to use to get information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Word of mouth (friends / family / neighbours / local representatives)	23	27	21	23	25	23	29	21	20	24	22	25	26	26	24	23	24
Facebook	19	16	26	21	14	9	15	24	26	22	17	14	10	18	20	20	19
Local newspaper / magazine	17	10	14	17	22	25	9	13	15	16	19	22	25	20	19	17	16
Online community bulletins (e.g. Next Door)	8	4	6	8	11	10	4	5	7	8	10	12	10	9	8	8	7
Physical community board or leaflet	4	5	4	4	3	3	5	5	3	3	3	3	2	5	4	4	3
Instagram	2	5	2	0	0	0	5	3	2	0	0	0	0	2	2	1	2
TikTok	1	4	1	0	0	0	4	1	1	1	0	0	0	1	1	1	1
WhatsApp	1	1	2	1	1	2	2	1	2	1	1	1	2	2	1	1	1
Somewhere else [See Tab 1]	7	5	6	8	10	10	5	5	7	8	9	9	11	7	8	9	6
Not applicable – I do not look for or receive information on things happening in my local area	14	17	14	13	12	14	16	16	14	12	13	13	14	9	10	12	17
Don't know	4	7	5	4	3	3	6	6	5	4	4	2	1	3	3	3	5

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	Social Grade (2)				
Total	D	E	ABC1	C2DE	
Weighted Sample	8609	1056	838	4908	3685
Unweighted Sample	8609	1028	893	5124	3477
	%	%	%	%	%

In general, how often, if at all, do you look for information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Very often	5	3	5	6	4
Fairly often	27	19	22	30	22
TOTAL OFTEN	32	22	27	36	26
Not very often	50	50	47	49	50
Never	17	24	23	14	21
TOTAL NOT OFTEN	67	74	70	63	71
Don't know	2	3	3	1	2

Which of the following, if any, are you personally MOST likely to use to get information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Word of mouth (friends / family / neighbours / local representatives)	23	23	20	24	23
Facebook	19	20	17	19	19
Local newspaper / magazine	17	14	14	18	15
Online community bulletins (e.g. Next Door)	8	7	8	8	7
Physical community board or leaflet	4	3	3	4	3
Instagram	2	0	1	2	1
TikTok	1	2	0	1	1
WhatsApp	1	1	1	1	1
Somewhere else [See Tab 1]	7	5	7	8	6
Not applicable – I do not look for or receive information on things happening in my local area	14	19	19	11	18
Don't know	4	5	8	3	6

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Fieldwork: 16th - 24th October 2024

	Country			Region in England (1)				Region in England (2)									
Total	England	Wales	Scotland	North	Midlands	London	Rest of South	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	
Weighted Sample	8609	7438	422	749	2049	1421	1024	2944	352	970	728	713	708	845	1024	1249	851
Unweighted Sample	8609	7364	477	768	2098	1472	821	2973	384	970	744	734	738	855	821	1233	885
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, how often, if at all, do you look for information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Very often	5	5	6	6	4	5	5	5	4	4	4	4	6	5	5	5	5
Fairly often	27	27	28	26	25	25	28	28	27	26	23	23	26	28	28	28	29
TOTAL OFTEN	32	32	34	32	29	30	33	33	31	30	27	27	32	33	33	34	
Not very often	50	50	45	49	50	51	51	49	50	50	50	54	48	49	51	49	49
Never	17	17	18	19	19	17	14	16	16	19	22	17	17	17	14	16	16
TOTAL NOT OFTEN	67	67	63	68	69	68	65	65	66	69	72	71	65	66	65	65	
Don't know	2	2	3	0	1	2	3	1	2	1	1	1	3	2	3	2	

Which of the following, if any, are you personally MOST likely to use to get information on developments happening in your local area? (e.g. a new housing development, changes to public transport or high street development)

Word of mouth (friends / family / neighbours / local representatives)	23	23	27	27	25	23	21	22	27	24	24	22	24	21	21	23	22
Facebook	19	19	21	22	21	21	10	19	23	20	21	22	19	19	10	21	18
Local newspaper / magazine	17	17	11	15	16	17	15	19	17	16	16	18	16	19	15	18	21
Online community bulletins (e.g. Next Door)	8	8	8	5	6	7	13	8	4	7	6	6	8	9	13	8	8
Physical community board or leaflet	4	4	1	4	3	3	8	3	3	2	4	3	2	3	8	4	3
Instagram	2	1	2	2	2	1	3	1	1	2	1	2	1	1	3	1	1
TikTok	1	1	2	1	1	1	1	1	2	1	1	0	1	1	1	1	0
WhatsApp	1	1	0	1	1	1	2	1	1	2	1	1	2	1	2	1	1
Somewhere else [See Tab 1]	7	8	8	6	6	7	8	9	6	5	6	7	7	8	8	9	9
Not applicable – I do not look for or receive information on things happening in my local area	14	14	16	14	14	14	14	13	12	15	15	15	14	14	14	12	13
Don't know	4	4	4	3	5	5	5	4	4	6	5	4	6	4	5	3	5

Imagine an application is being made to build more housing in your local area. From the following, which ONE thing would be the MOST important concern to you?

Impact on local public services (e.g. health services or schools)	25	32	25	28	32	24	31	24	27	25	22	27	29	22	27	14	22	27	31
Impact on local traffic and roads	16	20	16	17	19	9	20	16	17	13	12	16	19	17	16	11	17	17	17
Whether or not the number and types of homes meet local housing need	12	7	15	13	7	16	8	16	14	10	11	15	8	13	11	15	12	11	12
Impact on the local environment	9	8	9	10	7	15	8	10	10	3	15	10	8	8	10	12	9	8	8
Whether the land being developed is Green Belt or brownfield	9	12	7	10	12	8	12	7	11	14	11	9	12	8	10	6	7	11	13
Proximity to my property/home	6	7	6	5	6	2	7	6	5	5	6	5	7	6	6	4	7	7	4
The design and quality of the homes built	6	4	6	5	3	9	4	6	6	4	9	6	4	7	5	11	7	3	3
Whether or not it generates new jobs in the area	2	1	3	2	2	0	1	3	1	2	1	2	2	3	2	4	3	1	1
Something else [See Tab 2]	2	2	2	2	4	2	3	2	1	8	3	2	3	2	2	1	3	2	2
Not applicable – I would not have any concerns	7	4	6	6	4	8	4	5	5	7	8	5	5	8	6	11	7	6	6
Don't know	6	2	5	3	3	6	3	6	3	10	3	5	4	6	6	9	7	5	3

Imagine a planning application is being brought forward in your local area, which included contributions to local community infrastructure.

Which ONE of the following, if any, would you MOST like to see prioritised in your local area?

New health centres (e.g. GPs, dentists)	22	29	21	23	28	16	29	18	24	17	23	21	28	20	24	11	19	26	29
Improvements to local roads or public transport	21	26	19	23	23	15	25	17	24	27	20	21	23	23	19	19	18	22	25
More affordable/social housing	15	8	18	16	9	21	10	20	15	13	13	16	10	15	15	24	15	13	13
New shops and leisure	7	7	8	6	8	5	7	8	5	6	6	7	6	7	8	9	9	6	5
New community facilities	6	5	8	7	5	7	5	8	7	6	5	8	5	6	6	7	8	5	4
New green spaces	6	5	6	5	5	9	4	6	5	7	8	5	5	5	6	6	7	6	3
Renewable energy generation	5	4	7	6	2	11	4	7	8	2	11	7	3	6	4	6	6	5	4
New schools	2	3	3	2	2	1	2	3	2	2	1	2	2	2	2	2	3	2	1
Something else [See Tab 3]	2	2	2	2	3	3	2	2	1	3	4	2	2	2	2	2	2	2	2
Not applicable – I do not think my local area needs new development	8	8	5	6	10	6	9	5	5	8	6	5	9	8	7	7	7	7	10
Don't know	7	4	5	4	4	6	4	6	4	9	4	5	6	6	7	8	8	6	5

Imagine an application is being made to build more housing in your local area. From the following, which ONE thing would be the MOST important concern to you?

Impact on local public services (e.g. health services or schools)	25	14	22	27	30	30	14	18	24	27	26	31	32	26	25	27	25
Impact on local traffic and roads	16	11	17	18	17	18	11	15	18	18	18	17	16	19	17	17	17
Whether or not the number and types of homes meet local housing need	12	15	12	11	12	10	15	15	10	10	11	12	12	12	12	12	11
Impact on the local environment	9	12	9	9	8	10	12	10	9	8	8	8	9	10	10	10	7
Whether the land being developed is Green Belt or brownfield	9	6	6	9	13	11	6	6	6	9	12	13	12	10	10	8	10
Proximity to my property/home	6	5	6	7	5	6	4	5	7	7	8	4	5	7	6	6	6
The design and quality of the homes built	6	11	7	4	3	3	11	10	6	5	3	3	3	6	7	6	5
Whether or not it generates new jobs in the area	2	4	3	2	1	2	4	3	3	2	1	1	2	3	2	2	3
Something else [See Tab 2]	2	2	3	2	2	2	1	3	3	2	2	2	2	2	2	2	3
Not applicable – I would not have any concerns	7	11	7	6	6	8	11	9	6	6	6	5	6	3	5	6	8
Don't know	6	9	7	5	4	2	9	7	8	6	4	4	2	4	4	5	6

Imagine a planning application is being brought forward in your local area, which included contributions to local community infrastructure.

Which ONE of the following, if any, would you MOST like to see prioritised in your local area?

New health centres (e.g. GPs, dentists)	22	11	18	25	28	28	11	16	19	24	28	29	29	20	21	22	24
Improvements to local roads or public transport	21	18	18	21	24	25	19	17	18	21	22	25	26	24	25	22	18
More affordable/social housing	15	24	15	12	12	11	24	19	14	11	13	13	11	14	12	15	15
New shops and leisure	7	9	9	7	5	5	9	10	8	8	5	5	5	7	7	8	7
New community facilities	6	7	9	6	4	6	7	8	8	6	4	4	5	7	8	6	5
New green spaces	6	6	7	6	4	1	6	7	7	6	5	3	3	6	7	5	6
Renewable energy generation	5	6	5	6	4	4	6	5	6	6	5	4	3	7	6	5	4
New schools	2	1	3	3	1	2	2	2	3	3	2	1	2	4	3	2	2
Something else [See Tab 3]	2	2	2	2	2	1	2	2	2	2	2	2	1	2	2	2	2
Not applicable – I do not think my local area needs new development	8	7	6	7	9	14	7	8	6	6	8	9	11	6	6	6	8
Don't know	7	8	8	6	5	4	8	9	8	6	6	5	4	4	4	6	8

Imagine an application is being made to build more housing in your local area. From the following, which ONE thing would be the MOST important concern to you?

Impact on local public services (e.g. health services or schools)	25	19	21	26	22
Impact on local traffic and roads	16	15	10	18	15
Whether or not the number and types of homes meet local housing need	12	14	14	12	12
Impact on the local environment	9	9	8	10	8
Whether the land being developed is Green Belt or brownfield	9	8	9	9	9
Proximity to my property/home	6	5	5	6	6
The design and quality of the homes built	6	5	4	6	5
Whether or not it generates new jobs in the area	2	3	1	2	3
Something else [See Tab 2]	2	2	4	2	3
Not applicable – I would not have any concerns	7	11	13	5	10
Don't know	6	8	12	4	8

Imagine a planning application is being brought forward in your local area, which included contributions to local community infrastructure.

Which ONE of the following, if any, would you MOST like to see prioritised in your local area?

New health centres (e.g. GPs, dentists)	22	23	21	21	23
Improvements to local roads or public transport	21	16	17	23	17
More affordable/social housing	15	17	16	14	16
New shops and leisure	7	7	6	7	7
New community facilities	6	6	5	7	5
New green spaces	6	5	5	6	5
Renewable energy generation	5	5	3	6	4
New schools	2	2	1	3	2
Something else [See Tab 3]	2	1	2	2	2
Not applicable – I do not think my local area needs new development	8	10	12	6	10
Don't know	7	7	12	5	9

Imagine an application is being made to build more housing in your local area. From the following, which ONE thing would be the MOST important concern to you?

Impact on local public services (e.g. health services or schools)	25	25	24	25	22	24	18	28	21	22	24	26	23	29	18	29	28
Impact on local traffic and roads	16	17	18	11	17	15	12	19	17	17	16	16	14	19	12	21	17
Whether or not the number and types of homes meet local housing need	12	12	11	15	12	10	17	11	12	13	11	9	10	10	17	11	12
Impact on the local environment	9	9	9	7	8	11	9	9	8	8	8	13	8	9	9	9	11
Whether the land being developed is Green Belt or brownfield	9	9	9	7	10	11	6	9	8	11	10	11	11	10	6	8	10
Proximity to my property/home	6	6	5	8	5	7	6	5	7	5	6	6	7	6	6	5	6
The design and quality of the homes built	6	6	3	6	6	4	11	5	8	5	5	4	5	6	11	5	4
Whether or not it generates new jobs in the area	2	2	3	4	3	2	3	1	3	2	2	2	2	1	3	2	1
Something else [See Tab 2]	2	2	2	3	2	3	3	2	3	2	1	2	3	2	3	2	2
Not applicable – I would not have any concerns	7	7	7	9	8	8	9	5	7	7	9	6	9	6	9	5	5
Don't know	6	6	8	5	8	6	6	5	7	8	7	5	7	4	6	5	5

Imagine a planning application is being brought forward in your local area, which included contributions to local community infrastructure.

Which ONE of the following, if any, would you MOST like to see prioritised in your local area?

New health centres (e.g. GPs, dentists)	22	22	21	17	20	20	15	28	23	19	20	24	16	30	15	27	26
Improvements to local roads or public transport	21	20	23	22	21	22	15	21	16	23	22	25	20	20	15	23	18
More affordable/social housing	15	15	10	16	13	13	24	14	11	13	15	13	13	14	24	14	15
New shops and leisure	7	7	6	9	8	7	7	7	10	8	7	6	8	7	7	6	7
New community facilities	6	6	7	9	6	6	8	5	8	6	5	5	6	4	8	5	5
New green spaces	6	6	5	5	6	6	7	5	5	6	6	5	7	5	7	4	6
Renewable energy generation	5	5	6	6	5	5	5	5	7	5	4	5	5	4	5	6	6
New schools	2	2	2	3	3	2	2	2	3	3	2	2	2	2	2	3	2
Something else [See Tab 3]	2	2	1	2	2	1	2	2	2	2	2	1	2	2	2	2	2
Not applicable – I do not think my local area needs new development	8	8	9	5	8	9	10	7	6	7	10	7	11	7	10	6	7
Don't know	7	7	11	6	8	8	6	5	9	8	8	7	9	6	6	4	6

Imagine a planning application is being brought forward in your local area, which ONE of the following actions, if any, would you be MOST likely to take during the planning process? If you are unlikely to get involved with new development projects in your local area, please say so.

Visit a website to find out more / give feedback	22	24	26	28	21	27	24	25	33	19	33	28	22	23	22	13	24	26	21
Attend a community consultation event to find out more / give feedback	8	11	8	11	10	8	12	8	10	12	9	10	10	8	9	2	5	11	14
Give feedback via a survey on social media	8	8	8	8	8	8	7	9	8	6	7	8	7	6	9	11	9	6	6
Write to your council to comment on proposals	6	9	5	7	6	6	7	6	9	2	7	7	6	6	5	3	4	7	8
Write to your councillor/MP	3	4	3	3	4	3	4	4	3	3	1	3	4	4	3	4	2	3	4
Write to your local paper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Some other way [See Tab 4]	1	2	1	1	1	1	2	1	1	1	1	1	1	1	1	0	1	2	2
Not applicable - I would not get involved with new development projects in my local area	41	35	39	35	40	37	37	37	30	42	35	34	40	42	41	51	44	35	38
Don't know	10	7	8	7	9	9	7	9	7	15	7	8	9	10	10	15	10	9	7

Imagine a planning application is being brought forward in your local area, which ONE of the following actions, if any, would you be MOST likely to take during the planning process? If you are unlikely to get involved with new development projects in your local area, please say so.

Visit a website to find out more / give feedback	22	13	24	26	24	17	13	21	24	25	27	22	19	28	28	24	19
Attend a community consultation event to find out more / give feedback	8	2	5	10	13	15	2	3	5	10	11	13	15	9	9	9	8
Give feedback via a survey on social media	8	10	10	7	6	4	11	9	10	7	7	6	5	10	10	8	6
Write to your council to comment on proposals	6	3	4	6	8	8	3	3	4	6	7	8	7	9	7	5	5
Write to your councillor/MP	3	4	2	3	4	5	4	3	2	2	4	4	5	4	3	3	3
Write to your local paper	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Some other way [See Tab 4]	1	0	1	2	2	1	0	1	1	2	1	2	2	1	1	1	1
Not applicable - I would not get involved with new development projects in my local area	41	52	45	37	36	45	51	48	43	37	35	36	41	33	33	41	45
Don't know	10	15	10	10	8	6	15	11	10	10	8	8	5	6	8	9	12

Imagine a planning application is being brought forward in your local area, which ONE of the following actions, if any, would you be MOST likely to take during the planning process? If you are unlikely to get involved with new development projects in your local area, please say so.

Visit a website to find out more / give feedback	22	16	16	26	17
Attend a community consultation event to find out more / give feedback	8	6	9	9	7
Give feedback via a survey on social media	8	7	6	9	6
Write to your council to comment on proposals	6	3	5	7	4
Write to your councillor/MP	3	3	3	3	3
Write to your local paper	0	0	0	0	0
Some other way [See Tab 4]	1	1	2	1	1
Not applicable - I would not get involved with new development projects in my local area	41	53	44	37	47
Don't know	10	12	15	8	13

Imagine a planning application is being brought forward in your local area, which ONE of the following actions, if any, would you be MOST likely to take during the planning process? If you are unlikely to get involved with new development projects in your local area, please say so.

Visit a website to find out more / give feedback	22	22	21	23	20	21	25	24	21	19	20	22	21	25	25	23	23
Attend a community consultation event to find out more / give feedback	8	8	9	9	8	7	7	9	8	8	9	8	7	10	7	8	9
Give feedback via a survey on social media	8	8	9	9	8	8	8	7	9	9	7	8	8	7	8	8	7
Write to your council to comment on proposals	6	6	4	4	4	5	5	7	5	5	4	4	6	6	5	8	8
Write to your councillor/MP	3	3	3	2	3	4	5	2	4	3	3	4	4	2	5	3	2
Write to your local paper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Some other way [See Tab 4]	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	2
Not applicable - I would not get involved with new development projects in my local area	41	41	41	42	45	43	38	40	42	45	45	45	41	41	38	39	39
Don't know	10	10	12	10	10	10	11	9	10	11	10	10	10	8	11	10	10