

# YouGov / Copper Consultancy Survey Results

Sample Size: 1596 GB Adults  
Fieldwork: 4th - 5th November 2018

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1596	547	523	97	627	681	772	824	179	674	378	365	910	686	214	517	342	385	139
Unweighted Sample	1596	559	509	106	704	643	691	905	141	663	394	398	966	630	149	552	367	386	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In general, to what extent do you support or oppose the building of more housing in your local area?**

Strongly support	17	10	23	12	21	14	19	15	14	19	16	16	15	19	22	14	16	17	22
Tend to support	38	38	41	42	41	36	41	36	38	35	41	41	40	35	32	38	39	40	44
<b>TOTAL SUPPORT</b>	<b>55</b>	<b>48</b>	<b>64</b>	<b>54</b>	<b>62</b>	<b>50</b>	<b>60</b>	<b>51</b>	<b>52</b>	<b>54</b>	<b>57</b>	<b>57</b>	<b>55</b>	<b>54</b>	<b>54</b>	<b>52</b>	<b>55</b>	<b>57</b>	<b>66</b>
Tend to oppose	20	26	16	28	19	23	18	21	20	19	18	23	22	17	14	23	18	21	18
Strongly oppose	12	19	9	10	8	19	11	13	5	10	14	17	13	11	11	15	14	10	3
<b>TOTAL OPPOSE</b>	<b>32</b>	<b>45</b>	<b>25</b>	<b>38</b>	<b>27</b>	<b>42</b>	<b>29</b>	<b>34</b>	<b>25</b>	<b>29</b>	<b>32</b>	<b>40</b>	<b>35</b>	<b>28</b>	<b>25</b>	<b>38</b>	<b>32</b>	<b>31</b>	<b>21</b>
Don't know	13	6	12	8	12	8	12	14	23	17	11	4	10	17	21	11	12	13	12

**To what extent would you support or oppose the building of a new housing development on green space close to your home?**

Strongly support	6	4	7	6	6	6	8	5	3	8	6	4	6	7	10	5	5	6	9
Tend to support	21	18	25	19	24	20	22	20	26	18	22	23	22	20	19	20	25	19	27
<b>TOTAL SUPPORT</b>	<b>27</b>	<b>22</b>	<b>32</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>30</b>	<b>25</b>	<b>29</b>	<b>26</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>27</b>	<b>29</b>	<b>25</b>	<b>30</b>	<b>25</b>	<b>36</b>
Tend to oppose	27	29	27	28	29	25	26	27	26	28	24	26	26	27	18	27	26	28	36
Strongly oppose	32	43	26	34	28	41	32	32	19	28	38	39	35	27	30	37	34	30	15
<b>TOTAL OPPOSE</b>	<b>59</b>	<b>72</b>	<b>53</b>	<b>62</b>	<b>57</b>	<b>66</b>	<b>58</b>	<b>59</b>	<b>45</b>	<b>56</b>	<b>62</b>	<b>65</b>	<b>61</b>	<b>54</b>	<b>48</b>	<b>64</b>	<b>60</b>	<b>58</b>	<b>51</b>
Don't know	14	6	15	12	12	8	12	16	25	18	10	6	11	19	23	11	11	17	14

**Which, if any, of the following would make you more supportive of building new housing in your local area? Please tick all that apply.**

If it protected green space	52	54	57	59	59	52	48	56	49	47	57	58	55	48	50	53	52	52	53
If it provided affordable homes	52	43	65	46	58	48	52	52	57	47	51	61	52	53	49	50	53	55	55
If it had accompanying infrastructure, e.g. transport and services	48	53	51	56	56	46	51	45	41	42	53	57	55	38	46	49	48	46	46
If the design was in keeping with the area	35	38	37	41	41	32	34	35	28	29	39	44	37	31	30	36	38	31	37
If it had a mixture of uses including retail and leisure	22	19	27	19	26	21	22	22	31	19	19	27	25	18	21	22	23	21	29
If I had the opportunity to help influence the planning of it	11	10	14	19	12	11	13	10	15	8	15	12	13	9	9	12	12	11	15
None of the above	10	15	8	8	6	15	11	9	4	10	11	12	10	10	8	12	10	11	5
Don't know	8	5	8	5	7	5	8	9	14	13	4	2	6	12	12	8	8	9	7

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<b>Weighted Sample</b>	<b>1596</b>	<b>547</b>	<b>523</b>	<b>97</b>	<b>627</b>	<b>681</b>	<b>772</b>	<b>824</b>	<b>179</b>	<b>674</b>	<b>378</b>	<b>365</b>	<b>910</b>	<b>686</b>	<b>214</b>	<b>517</b>	<b>342</b>	<b>385</b>	<b>139</b>
<b>Unweighted Sample</b>	<b>1596</b>	<b>559</b>	<b>509</b>	<b>106</b>	<b>704</b>	<b>643</b>	<b>691</b>	<b>905</b>	<b>141</b>	<b>663</b>	<b>394</b>	<b>398</b>	<b>966</b>	<b>630</b>	<b>149</b>	<b>552</b>	<b>367</b>	<b>386</b>	<b>142</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about ways to tackle the housing crisis in the UK, which of the following would you prefer if you had to pick one?**

Smaller scale urban development, on brownfield land (land that has previously been built upon, such as former industrial land) where possible, as part of an existing community	<b>70</b>	74	71	85	76	70	70	70	68	62	75	80	72	67	57	71	71	71	79
A brand new community, built in the countryside with its own facilities and infrastructure	<b>12</b>	12	12	5	9	13	13	10	11	15	9	9	13	10	21	12	9	10	7
Neither	<b>5</b>	7	6	1	4	8	6	5	2	5	7	6	6	5	4	7	7	5	2
Don't know	<b>13</b>	7	11	10	11	9	11	14	19	19	9	4	10	17	17	9	14	15	12

**Which, if any, of the following do you think are the main benefits of building new housing in your local area? Please tick all that apply.**

Allowing local people to afford to stay in the local community	<b>41</b>	37	46	43	47	38	39	44	37	39	44	46	41	41	40	37	45	43	45
It can provide more affordable housing	<b>40</b>	31	51	42	47	35	39	41	43	40	40	39	41	39	43	38	39	42	39
It can bring about better infrastructure, such as transport, hospitals and schools	<b>29</b>	28	33	34	36	25	32	26	35	27	27	33	30	28	28	28	31	28	37
It can open up new economic opportunities	<b>18</b>	17	20	21	24	14	21	15	23	20	17	14	20	16	15	18	15	20	23
It brings people into the area with new skills, expertise and experiences	<b>17</b>	12	22	16	21	13	18	15	21	17	18	14	19	14	9	15	20	18	23
It introduces new people to my area who can support local services	<b>15</b>	12	15	13	17	14	17	14	23	12	17	16	17	13	11	12	17	16	32
Making my local area more attractive and appealing	<b>15</b>	12	17	11	17	12	18	12	18	16	16	11	16	14	15	12	16	16	22
Not applicable – I don't think there are any benefits to building new housing	<b>16</b>	23	11	14	12	22	16	16	5	14	19	21	16	16	15	20	13	14	10
None of the above	<b>6</b>	11	4	6	4	10	6	6	0	4	10	11	6	7	2	8	9	6	4
Don't know	<b>11</b>	5	12	7	9	8	9	12	19	15	5	4	8	14	16	8	11	12	11