

YouGov F&T Marketing Questions (London Renters)

GB Sample: 8th - 22nd June 2016

Total	Gender		Age			Social Grade		Local Education Authority					Working Status		Marital Status				
	Male	Female	18-34	35-44	45+	ABC1	C2DE	Central	North	South	East	West	Working full time	Working part time	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

For the following question, by "rent controls", we mean a cap whereby landlords can only increase rent prices by a certain amount for both in-contract and new tenants, and establishing longer tenancies.

In general, which ONE of the following comes CLOSEST to your view?

Base: All private tenants living in London with a personal income of 25k+

I think there SHOULD be rent controls for all privately rented properties

I think there SHOULD NOT be rent controls for all privately rented properties

Don't know

721	347	374	451	164	106	678	43	254	96	90	189	92	690	31	124	215	29	4	349
83%	75%	89%	84%	81%	80%	82%	84%	80%	88%	83%	82%	84%	82%	84%	77%	86%	83%	75%	82%
12%	18%	6%	11%	13%	11%	12%	9%	13%	3%	11%	14%	12%	12%	10%	18%	9%	10%	-	11%
6%	7%	5%	5%	5%	8%	6%	7%	6%	9%	6%	4%	4%	6%	6%	5%	5%	7%	25%	6%

In general, how much do you like or dislike your current landlord?

Base: All private tenants living in London with a personal income of 25k+

Like a lot

Like a little

Neither like nor dislike

Dislike a little

Dislike a lot

Don't know

Net: Like

Net: Dislike

721	347	374	451	164	106	678	43	254	96	90	189	92	690	31	124	215	29	4	349
35%	37%	32%	31%	37%	47%	34%	47%	35%	30%	44%	33%	34%	34%	55%	48%	33%	45%	50%	30%
23%	25%	21%	26%	22%	12%	23%	16%	22%	35%	20%	21%	20%	23%	10%	23%	19%	21%	-	26%
26%	23%	29%	25%	29%	27%	27%	19%	28%	21%	23%	25%	30%	26%	29%	22%	29%	24%	25%	26%
8%	7%	9%	9%	8%	8%	8%	14%	4%	10%	9%	13%	9%	9%	3%	6%	10%	10%	-	8%
5%	5%	5%	6%	4%	3%	5%	5%	6%	1%	2%	6%	7%	5%	3%	2%	5%	-	25%	6%
3%	2%	3%	3%	1%	2%	3%	-	5%	2%	1%	1%	1%	3%	-	1%	4%	-	-	3%
58%	62%	54%	57%	59%	59%	57%	63%	56%	66%	64%	55%	53%	57%	65%	70%	52%	66%	50%	56%
13%	13%	14%	15%	12%	11%	13%	19%	10%	11%	11%	19%	15%	14%	6%	7%	15%	10%	25%	15%

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Which, if any, of the following problems have you EVER experienced as a tenant, whilst living in a rented property? (Please select all that apply)

Base: All private tenants living in London with a personal income of 25k+

	721	347	374	451	164	106	678	43	254	96	90	189	92	690	31	124	215	29	4	349
Damp/ mould issues	58%	52%	64%	65%	51%	39%	58%	51%	59%	61%	52%	58%	57%	58%	52%	52%	64%	41%	75%	58%
Broken white goods (e.g. fridge, freezer, washing machine, etc.)	51%	52%	51%	52%	55%	42%	51%	60%	51%	54%	50%	52%	50%	52%	42%	48%	56%	52%	50%	50%
Heating issues	44%	41%	46%	44%	45%	42%	43%	51%	43%	41%	46%	44%	46%	44%	48%	42%	43%	38%	25%	46%
Water issues	38%	35%	41%	41%	35%	29%	38%	30%	42%	32%	32%	41%	30%	37%	52%	37%	40%	38%	25%	37%
Broken furniture/ fittings	35%	32%	37%	41%	29%	14%	35%	30%	37%	42%	19%	38%	30%	35%	29%	27%	37%	21%	-	37%
Issues with electrical fittings (e.g. plug sockets, light switches, etc.)	34%	33%	36%	35%	29%	37%	34%	42%	36%	33%	28%	35%	35%	34%	29%	30%	36%	41%	75%	34%
Issues with my landlord over my/ our deposits	28%	28%	27%	32%	25%	15%	28%	23%	30%	29%	23%	30%	21%	28%	26%	22%	28%	21%	-	30%
Issues with my landlord over my/ our rent payments	12%	12%	12%	14%	9%	8%	12%	19%	14%	9%	6%	14%	11%	12%	16%	6%	13%	7%	-	14%
None of these	11%	15%	8%	7%	13%	25%	11%	9%	11%	14%	10%	12%	9%	11%	10%	15%	9%	17%	25%	10%
Don't know	1%	1%	2%	1%	2%	-	1%	-	1%	1%	1%	1%	2%	1%	3%	2%	1%	-	-	1%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

I would move out of London and the surrounding areas in order to buy a property to live in

Base: All private tenants living in London with a personal income of 25k+

	721	347	374	451	164	106	678	43	254	96	90	189	92	690	31	124	215	29	4	349
Strongly agree	25%	25%	26%	27%	23%	21%	26%	23%	24%	22%	26%	25%	33%	25%	29%	30%	30%	28%	25%	21%
Tend to agree	32%	31%	32%	33%	28%	30%	31%	44%	30%	35%	33%	31%	32%	32%	29%	31%	32%	31%	-	32%
Tend to disagree	23%	26%	21%	22%	26%	23%	24%	16%	26%	20%	21%	22%	23%	23%	19%	20%	23%	7%	50%	26%
Strongly disagree	15%	15%	15%	13%	16%	19%	15%	12%	16%	18%	14%	15%	8%	15%	10%	16%	11%	28%	25%	15%
Don't know	5%	3%	6%	4%	7%	8%	5%	5%	4%	5%	6%	6%	5%	5%	13%	2%	5%	7%	-	6%
Net: Agree	57%	56%	58%	61%	51%	51%	56%	67%	54%	57%	59%	57%	64%	57%	58%	61%	61%	59%	25%	53%
Net: Disagree	38%	41%	35%	35%	42%	42%	39%	28%	42%	38%	36%	38%	30%	38%	29%	36%	33%	34%	75%	41%

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To own a property to live in, I would need to buy with someone else (e.g. a partner, friend, sibling, etc.)

Base: All private tenants living in London with a personal income of 25k+	721	347	374	451	164	106	678	43	254	96	90	189	92	690	31	124	215	29	4	349
Strongly agree	52%	48%	56%	59%	46%	34%	52%	47%	48%	54%	54%	52%	60%	52%	48%	60%	67%	34%	25%	42%
Tend to agree	30%	33%	28%	27%	35%	35%	30%	35%	35%	31%	29%	26%	28%	30%	35%	27%	25%	21%	75%	35%
Tend to disagree	10%	10%	9%	9%	10%	15%	10%	12%	12%	10%	8%	10%	7%	10%	6%	6%	4%	24%	-	13%
Strongly disagree	5%	5%	5%	4%	7%	10%	5%	7%	4%	4%	6%	8%	4%	5%	10%	6%	3%	21%	-	5%
Don't know	3%	3%	2%	2%	2%	6%	3%	-	2%	-	3%	4%	1%	3%	-	2%	1%	-	-	4%
Net: Agree	82%	81%	84%	86%	81%	69%	82%	81%	82%	85%	83%	78%	88%	82%	84%	86%	92%	55%	100%	77%
Net: Disagree	15%	16%	15%	12%	16%	25%	15%	19%	15%	15%	13%	18%	11%	15%	16%	12%	7%	45%	-	19%

I'm proactively saving money specifically to buy a property to live in

Base: All private tenants living in London with a personal income of 25k+	721	347	374	451	164	106	678	43	254	96	90	189	92	690	31	124	215	29	4	349
Strongly agree	31%	31%	31%	37%	26%	15%	32%	21%	27%	30%	26%	33%	45%	32%	16%	39%	38%	7%	25%	26%
Tend to agree	28%	27%	29%	30%	24%	23%	28%	26%	28%	29%	33%	26%	21%	28%	16%	21%	27%	28%	25%	30%
Tend to disagree	22%	22%	22%	19%	26%	29%	22%	26%	27%	22%	18%	21%	15%	21%	39%	19%	20%	21%	25%	24%
Strongly disagree	18%	18%	18%	14%	20%	33%	18%	26%	16%	19%	22%	19%	18%	18%	29%	20%	13%	45%	25%	18%
Don't know	1%	2%	1%	1%	4%	-	1%	2%	2%	-	1%	2%	1%	1%	-	2%	1%	-	-	2%
Net: Agree	59%	58%	59%	67%	50%	38%	59%	47%	56%	59%	59%	59%	65%	60%	32%	60%	66%	34%	50%	56%
Net: Disagree	40%	40%	40%	32%	46%	62%	39%	51%	43%	41%	40%	39%	34%	39%	68%	39%	33%	66%	50%	42%

Which ONE of the following would you MOST prefer to do?

Base: All private tenants living in London with a personal income of 25k+	721	347	374	451	164	106	678	43	254	96	90	189	92	690	31	124	215	29	4	349
Rent a property in London to live in	44%	47%	41%	45%	46%	40%	45%	40%	52%	48%	32%	43%	34%	44%	45%	35%	42%	34%	25%	50%
Own a property outside of London to live in	45%	44%	47%	45%	44%	50%	45%	51%	38%	43%	57%	48%	52%	46%	35%	54%	49%	55%	50%	39%
Don't know	11%	9%	12%	11%	10%	10%	11%	9%	11%	9%	11%	9%	14%	10%	19%	11%	9%	10%	25%	11%