

## YouGov / National Housing Federation Survey Results

Sample Size: 8077 GB Adults  
Fieldwork: 31st March - 8th April 2015

		Westminster VI				2010 Vote			Gender		Age				Social Grade			
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	8077	x	x	x	x	2355	1995	1553	3917	4160	961	2043	2762	2310	2262	2342	1696	1777
Unweighted Sample	8077	2322	2265	510	968	2415	1964	1587	3923	4154	666	1762	3071	2578	2883	2207	1332	1655
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the government were going to do something to make homes more affordable, which of the following do you think the most useful action would be? Please pick up to three.

Give more money to housing associations and councils to build more affordable homes	<b>46</b>	39	56	56	41	39	55	54	45	47	33	36	50	56	46	45	44	48
Give financial assistance to first time buyers	<b>39</b>	44	39	34	34	39	38	35	37	40	52	41	33	37	39	41	38	35
Get banks to increase access to mortgages	<b>32</b>	37	32	26	33	36	31	30	31	33	30	32	30	35	34	34	32	27
Make it more expensive to buy second homes	<b>26</b>	24	27	34	28	26	27	34	28	25	13	24	27	32	26	27	27	24
Support developers to build more homes	<b>24</b>	30	22	30	21	28	22	24	28	19	25	24	22	25	28	25	21	19
Give more money to shared ownership schemes	<b>17</b>	19	18	24	15	18	18	20	17	18	7	14	20	22	19	18	15	16
Give housing association tenants a 30% discount on the market value to buy their home	<b>16</b>	15	19	11	17	14	18	14	15	17	17	15	16	16	13	15	17	20
None of these	<b>5</b>	5	3	3	6	5	3	4	5	4	4	6	5	3	5	4	4	5
Don't know	<b>8</b>	5	7	5	5	6	7	6	7	9	17	10	7	4	5	7	10	12

A housing association is a non-profit organization that rents houses and flats to people on low incomes.

Generally speaking, do you think that all those living in housing associations should or should not have a right to buy their home at a government funded discount of 30%?

Should	<b>35</b>	35	38	29	36	35	36	31	36	34	38	35	34	34	30	35	36	40
Should not	<b>45</b>	48	44	51	50	48	46	51	46	44	31	41	48	50	52	45	43	38
Don't know	<b>20</b>	17	18	20	15	17	19	18	18	22	31	23	18	15	18	20	21	22

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		Region							Housing Tenure						
	Total	North	Midlands	East	London	South	Wales	Scotland	Own outright	Own with mortgage	Rent privately	Local authority	Housing association	Live with family/friends	Other
Weighted Sample	8077	1987	1325	775	1034	1850	404	703	2316	2440	1275	489	545	800	213
Unweighted Sample	8077	2046	1304	813	945	1922	347	700	2609	2532	1165	435	508	632	196
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the government were going to do something to make homes more affordable, which of the following do you think the most useful action would be? Please pick up to three.

Give more money to housing associations and councils to build more affordable homes	<b>46</b>	43	42	46	48	46	47	56	50	42	43	59	61	35	40
Give financial assistance to first time buyers	<b>39</b>	41	41	38	36	37	37	38	36	34	48	37	32	50	35
Get banks to increase access to mortgages	<b>32</b>	35	36	33	26	29	35	32	35	37	31	20	19	31	25
Make it more expensive to buy second homes	<b>26</b>	25	25	27	24	32	22	23	32	25	24	26	25	20	19
Support developers to build more homes	<b>24</b>	23	22	23	31	21	26	23	25	24	24	21	18	25	22
Give more money to shared ownership schemes	<b>17</b>	14	15	19	21	20	16	20	20	18	14	14	19	11	28
Give housing association tenants a 30% discount on the market value to buy their home	<b>16</b>	16	17	16	19	13	18	15	13	10	17	26	42	16	15
None of these	<b>5</b>	4	5	6	5	5	3	3	5	5	4	4	3	2	4
Don't know	<b>8</b>	10	7	7	9	7	7	7	4	7	9	12	9	15	18

A housing association is a non-profit organization that rents houses and flats to people on low incomes.

Generally speaking, do you think that all those living in housing associations should or should not have a right to buy their home at a government funded discount of 30%?

Should	<b>35</b>	36	37	33	38	32	34	34	29	30	38	50	61	36	35
Should not	<b>45</b>	42	44	48	41	48	43	50	54	51	41	34	24	33	30
Don't know	<b>20</b>	22	19	19	21	19	22	16	17	20	21	17	15	30	34

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

And do you think if housing association tenants were to receive a government funded discount of 30% to buy their home, this would or would not be a good use of taxpayer money?

It would be a good use of taxpayer money	<b>27</b>	28	31	23	27	27	28	24	30	25	31	28	25	27	25	27	27	30
It would not be a good use of taxpayer money	<b>52</b>	56	50	59	58	56	51	57	53	51	37	47	56	58	59	53	50	43
Don't know	<b>21</b>	16	20	18	15	17	20	18	18	24	33	25	19	15	16	20	23	26

Currently people who live in social housing owned by their local council have a right to buy their council home at a discount.

Do you think it is fair or unfair that social housing tenants get a discount to buy their home whilst those who rent privately are unable to buy their home at a discount?

Fair	<b>25</b>	25	30	22	23	24	28	21	27	23	28	25	26	23	24	24	26	28
Unfair	<b>60</b>	65	55	65	66	65	57	65	59	61	48	58	60	66	65	62	58	53
Don't know	<b>15</b>	10	15	14	11	12	15	14	14	16	25	17	14	11	12	15	17	19

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

And do you think if housing association tenants were to receive a government funded discount of 30% to buy their home, this would or would not be a good use of taxpayer money?

It would be a good use of taxpayer money	<b>27</b>	28	28	26	31	24	25	28	23	22	29	40	47	31	26
It would not be a good use of taxpayer money	<b>52</b>	50	50	54	47	56	53	54	62	60	48	34	28	37	35
Don't know	<b>21</b>	23	21	20	23	20	22	18	15	19	23	26	25	32	39

Currently people who live in social housing owned by their local council have a right to buy their council home at a discount.

Do you think it is fair or unfair that social housing tenants get a discount to buy their home whilst those who rent privately are unable to buy their home at a discount?

Fair	<b>25</b>	26	27	23	29	21	23	26	21	22	22	49	39	27	23
Unfair	<b>60</b>	56	59	62	54	65	64	61	67	65	63	31	39	50	50
Don't know	<b>15</b>	17	14	15	17	14	13	13	12	13	15	20	22	23	27