

# YouGov Survey Results

Sample Size: 1623 GB Adults  
Fieldwork: 23rd - 24th September 2020

	Vote In 2019 GE				2016 EU Ref		Gender		Age					Social Grade		Region					Tenure	
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	Own	Rent		
Weighted Sample	1623	550	403	146	602	643	789	834	177	677	391	378	925	698	195	545	352	391	140	967	441	
Unweighted Sample	1623	572	432	161	701	659	718	905	123	710	398	392	940	683	181	548	352	391	151	1012	439	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

How important do you think the following are when determining whether a property developer should be able to build new homes in your area?

## Affordability

Very important	61	59	72	54	62	64	58	64	55	56	65	70	59	64	59	61	63	63	60	59	70
Fairly important	28	33	22	37	29	28	30	26	32	30	28	22	30	25	24	29	27	29	30	32	20
<b>TOTAL IMPORTANT</b>	<b>89</b>	<b>92</b>	<b>94</b>	<b>91</b>	<b>91</b>	<b>92</b>	<b>88</b>	<b>90</b>	<b>87</b>	<b>86</b>	<b>93</b>	<b>92</b>	<b>89</b>	<b>89</b>	<b>83</b>	<b>90</b>	<b>90</b>	<b>92</b>	<b>90</b>	<b>91</b>	<b>90</b>
Not very important	3	4	2	4	3	3	4	3	1	5	2	3	4	2	5	4	2	3	4	4	4
Not at all important	1	2	0	1	1	2	1	1	1	1	0	2	1	1	1	1	1	1	1	2	0
<b>TOTAL NOT IMPORTANT</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>6</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>
Don't know	6	2	3	4	4	3	7	5	11	8	5	2	5	8	10	6	7	5	4	4	7

## Local residents being able to have a say

Very important	55	62	58	50	56	63	50	60	34	50	63	68	54	58	52	59	53	55	53	60	53
Fairly important	32	29	30	40	33	29	33	30	39	34	30	26	33	29	30	29	33	34	33	30	33
<b>TOTAL IMPORTANT</b>	<b>87</b>	<b>91</b>	<b>88</b>	<b>90</b>	<b>89</b>	<b>92</b>	<b>83</b>	<b>90</b>	<b>73</b>	<b>84</b>	<b>93</b>	<b>94</b>	<b>87</b>	<b>87</b>	<b>82</b>	<b>88</b>	<b>86</b>	<b>89</b>	<b>86</b>	<b>90</b>	<b>86</b>
Not very important	6	5	6	7	6	4	9	3	14	7	3	3	7	5	5	6	5	5	9	5	6
Not at all important	1	1	2	0	1	1	2	1	2	2	1	1	1	2	2	1	1	1	1	1	2
<b>TOTAL NOT IMPORTANT</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>11</b>	<b>4</b>	<b>16</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>8</b>
Don't know	6	3	4	3	4	3	7	5	11	8	3	2	6	6	10	4	8	5	5	4	7

## Height

Very important	29	33	30	22	29	34	25	33	13	27	35	35	30	28	40	32	23	28	25	33	26
Fairly important	38	38	40	47	40	37	35	40	35	36	42	37	38	37	33	37	39	39	39	39	38
<b>TOTAL IMPORTANT</b>	<b>67</b>	<b>71</b>	<b>70</b>	<b>69</b>	<b>69</b>	<b>71</b>	<b>60</b>	<b>73</b>	<b>48</b>	<b>63</b>	<b>77</b>	<b>72</b>	<b>68</b>	<b>65</b>	<b>73</b>	<b>69</b>	<b>62</b>	<b>67</b>	<b>64</b>	<b>72</b>	<b>64</b>
Not very important	19	18	18	20	19	17	23	15	32	19	13	18	18	19	12	18	20	19	23	18	18
Not at all important	4	3	4	5	4	4	6	2	7	5	2	2	4	4	2	4	5	3	5	3	5
<b>TOTAL NOT IMPORTANT</b>	<b>23</b>	<b>21</b>	<b>22</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>29</b>	<b>17</b>	<b>39</b>	<b>24</b>	<b>15</b>	<b>20</b>	<b>22</b>	<b>23</b>	<b>14</b>	<b>22</b>	<b>25</b>	<b>22</b>	<b>28</b>	<b>21</b>	<b>23</b>
Don't know	10	7	7	7	8	8	11	10	13	13	8	7	9	12	13	8	13	10	9	7	13

## Design

Very important	38	39	39	36	41	40	34	41	22	34	44	45	39	36	42	39	34	36	40	41	35
Fairly important	41	42	42	46	41	42	41	41	46	40	41	39	42	39	40	41	41	40	42	41	39
<b>TOTAL IMPORTANT</b>	<b>79</b>	<b>81</b>	<b>81</b>	<b>82</b>	<b>82</b>	<b>82</b>	<b>75</b>	<b>82</b>	<b>68</b>	<b>74</b>	<b>85</b>	<b>84</b>	<b>81</b>	<b>75</b>	<b>82</b>	<b>80</b>	<b>75</b>	<b>76</b>	<b>82</b>	<b>82</b>	<b>74</b>
Not very important	11	11	12	11	12	11	14	9	14	13	8	9	10	13	6	11	12	14	10	10	15
Not at all important	3	2	3	2	2	3	3	2	4	3	2	3	2	3	1	4	2	3	4	2	4
<b>TOTAL NOT IMPORTANT</b>	<b>14</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>17</b>	<b>11</b>	<b>18</b>	<b>16</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>16</b>	<b>7</b>	<b>15</b>	<b>14</b>	<b>17</b>	<b>14</b>	<b>12</b>	<b>19</b>
Don't know	8	5	4	6	5	5	8	7	14	9	5	4	7	9	11	5	11	7	5	6	7

## Housing quality

Very important	70	70	80	72	75	72	65	74	56	70	73	73	71	67	71	69	67	70	71	72	70
Fairly important	22	25	15	20	19	23	25	20	27	20	23	23	22	23	16	24	23	22	23	23	21
<b>TOTAL IMPORTANT</b>	<b>92</b>	<b>95</b>	<b>95</b>	<b>92</b>	<b>94</b>	<b>95</b>	<b>90</b>	<b>94</b>	<b>83</b>	<b>90</b>	<b>96</b>	<b>96</b>	<b>93</b>	<b>90</b>	<b>87</b>	<b>93</b>	<b>90</b>	<b>92</b>	<b>94</b>	<b>95</b>	<b>91</b>
Not very important	2	1	1	4	1	1	3	1	5	2	1	1	2	2	2	2	1	1	2	1	2
Not at all important	1	0	1	0	0	1	1	0	0	1	1	1	0	1	0	0	1	1	1	1	1
<b>TOTAL NOT IMPORTANT</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
Don't know	6	3	3	5	4	3	6	5	12	7	3	2	5	7	11	4	8	5	2	4	6

## How quickly the developer can deliver

Very important	14	16	12	12	13	17	14	13	8	10	16	20	11	17	15	13	13	16	13	13	17
Fairly important	39	43	41	36	37	41	42	37	39	36	42	43	40	38	37	38	40	40	40	40	40
<b>TOTAL IMPORTANT</b>	<b>53</b>	<b>59</b>	<b>53</b>	<b>48</b>	<b>50</b>	<b>58</b>	<b>56</b>	<b>50</b>	<b>47</b>	<b>46</b>	<b>58</b>	<b>63</b>	<b>51</b>	<b>55</b>	<b>52</b>	<b>51</b>	<b>53</b>	<b>56</b>	<b>53</b>	<b>53</b>	<b>57</b>
Not very important	30	30	33	38	35	28	28	33	30	34	29	26	33	27	30	34	30	29	23	33	28
Not at all important	8	6	8	9	9	7	9	7	8	9	8	6	9	7	5	9	7	7	13	8	7
<b>TOTAL NOT IMPORTANT</b>	<b>38</b>	<b>36</b>	<b>41</b>	<b>47</b>	<b>44</b>	<b>35</b>	<b>37</b>	<b>40</b>	<b>38</b>	<b>43</b>	<b>37</b>	<b>32</b>	<b>42</b>	<b>34</b>	<b>35</b>	<b>43</b>	<b>37</b>	<b>36</b>	<b>36</b>	<b>41</b>	<b>35</b>
Don't know	9	5	6	5	6	6	8	10	15	12	5	4	7	10	13	6	10	8	11	6	8

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Unweighted Sample	1623	572	432	161	701	659	716	905	123	710	398	392	940	653	181	548	352	391	151	1012	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How sustainable/carbon-neutral the development is**

Very important	42	32	58	44	51	34	38	45	50	39	40	45	43	40	50	43	38	40	41	42	40
Fairly important	37	45	28	40	37	41	35	38	30	35	39	40	39	34	26	39	40	37	35	39	37
<b>TOTAL IMPORTANT</b>	<b>79</b>	<b>77</b>	<b>86</b>	<b>84</b>	<b>88</b>	<b>75</b>	<b>73</b>	<b>83</b>	<b>80</b>	<b>74</b>	<b>79</b>	<b>85</b>	<b>82</b>	<b>74</b>	<b>76</b>	<b>82</b>	<b>78</b>	<b>77</b>	<b>76</b>	<b>81</b>	<b>77</b>
Not very important	9	11	6	8	6	11	12	6	5	11	11	6	9	10	9	9	7	11	11	8	10
Not at all important	5	8	2	2	2	8	7	2	2	5	6	5	3	6	3	5	6	4	6	5	4
<b>TOTAL NOT IMPORTANT</b>	<b>14</b>	<b>19</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>19</b>	<b>19</b>	<b>8</b>	<b>7</b>	<b>16</b>	<b>17</b>	<b>11</b>	<b>12</b>	<b>16</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>15</b>	<b>17</b>	<b>13</b>	<b>14</b>
Don't know	8	4	5	4	5	6	7	9	13	10	6	4	6	10	11	5	9	8	7	6	9

**Whether new homes are accompanied by extra infrastructure (e.g. schools, healthcare services, transport capacity)**

Very important	60	67	64	70	67	62	58	62	49	57	61	69	64	55	61	62	58	58	62	68	48
Fairly important	28	27	27	23	25	29	29	27	32	27	31	23	27	29	25	29	26	29	28	23	38
<b>TOTAL IMPORTANT</b>	<b>88</b>	<b>94</b>	<b>91</b>	<b>93</b>	<b>92</b>	<b>91</b>	<b>87</b>	<b>89</b>	<b>81</b>	<b>84</b>	<b>92</b>	<b>92</b>	<b>91</b>	<b>84</b>	<b>86</b>	<b>91</b>	<b>84</b>	<b>87</b>	<b>90</b>	<b>91</b>	<b>86</b>
Not very important	4	2	3	3	3	3	5	4	8	5	2	3	3	6	3	3	5	6	5	4	4
Not at all important	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	3	1	2
<b>TOTAL NOT IMPORTANT</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>6</b>
Don't know	7	4	5	4	5	5	8	6	11	9	5	3	5	9	11	5	10	7	3	4	8

**Whether it will reduce or add to green spaces**

Very important	55	54	63	52	60	54	48	61	49	54	56	57	59	49	60	59	48	52	53	59	49
Fairly important	30	33	28	36	31	31	32	28	29	27	33	33	29	32	21	28	34	35	28	30	32
<b>TOTAL IMPORTANT</b>	<b>85</b>	<b>87</b>	<b>91</b>	<b>88</b>	<b>91</b>	<b>85</b>	<b>80</b>	<b>89</b>	<b>78</b>	<b>81</b>	<b>89</b>	<b>90</b>	<b>88</b>	<b>81</b>	<b>81</b>	<b>87</b>	<b>82</b>	<b>87</b>	<b>81</b>	<b>89</b>	<b>81</b>
Not very important	5	5	2	5	3	5	8	2	5	6	4	4	4	5	7	5	4	3	7	4	5
Not at all important	3	3	2	2	1	4	4	2	0	3	2	2	2	4	2	3	3	2	3	2	4
<b>TOTAL NOT IMPORTANT</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>9</b>	<b>12</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>9</b>
Don't know	8	4	5	5	5	5	9	7	17	10	5	3	6	10	10	6	11	7	9	4	10