YouGov / Home Group survey results

Modular Housing

GB Sample: 20176 GB adults

Fieldwork dates: 20th - 21st March 2018

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

As a reminder, by "modular housing", we mean a new method of building homes where, instead of constructing a building "on-site", homes are built in a facility and then transported to the building site, where construction is completed.

Please imagine that you were looking to move into a new home...

How likely, if at all, do you think you would be to choose to live in a modular house? (Please select the option that best applies)

Unweighted base	2076	976	1100	195	315	361	354	851	1227	849
Base: All GB adults	2076	1008	1068	233	319	366	338	820	1183	893
Very likely	5%	5%	5%	3%	6%	4%	4%	6%	4%	7%
Fairly likely	21%	23%	20%	22%	25%	21%	22%	20%	23%	19%
Not very likely	29%	28%	30%	30%	25%	30%	29%	30%	30%	28%
Not at all likely	23%	23%	23%	15%	20%	18%	21%	29%	25%	21%
Don't know	21%	21%	22%	30%	25%	26%	24%	15%	19%	24%
Net: Likely	26%	28%	25%	25%	31%	25%	26%	26%	27%	26%
Net: Not likely	52%	51%	53%	45%	45%	49%	51%	59%	54%	50%

As a reminder, even if you were not aware of modular housing before taking this survey, we are still interested in your opinion based on the description provided previously...

By "durable", we mean homes that are long-lasting, able to withstand wear and tear etc.

Would you say modular homes are more or less durable than conventionally built houses, or about as durable?

Unweighted base	2076	976	1100	195	315	361	354	851	1227	849
Base: All GB adults	2076	1008	1068	233	319	366	338	820	1183	893
Modular homes are more durable than conventionally built homes	5%	5%	5%	5%	4%	6%	6%	4%	4%	6%
Modular homes are about as durable as conventionally built homes	28%	31%	26%	23%	24%	24%	29%	34%	29%	28%
Modular homes are less durable than conventionally built homes	41%	40%	41%	47%	44%	39%	39%	39%	42%	39%
Don't know	26%	24%	28%	25%	29%	32%	26%	22%	25%	27%

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