

YouGov / UNISON Survey Results

Sample Size: 509

Fieldwork: 13th - 15th January 2010

All Adults in West Midlands

Total	Gender		Age					Social Grade		Which ONE of the following BEST describes your accommodation arrangements?							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Own outright	Buying with a mortgage/ loan	Renting from a private landlord	Renting from local authority or housing association	Living in sheltered accommodation	Living with parents/ other relative/ friend and paying rent	Living rent-free	Other
509	253	256	54	89	92	87	187	328	179	145	211	47	45	1	40	16	4

Which ONE of the following BEST describes your accommodation arrangements?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Own outright	Buying with a mortgage/ loan	Renting from a private landlord	Renting from local authority or housing association	Living in sheltered accommodation	Living with parents/ other relative/ friend and paying rent	Living rent-free	Other
Own outright	28%	30%	27%	-	1%	7%	24%	63%	33%	21%	100%	-	-	-	-	-	-	-
Buying with a mortgage/ loan	41%	42%	41%	4%	51%	72%	57%	26%	45%	35%	-	100%	-	-	-	-	-	-
Renting from a private landlord	9%	9%	9%	22%	19%	8%	3%	4%	7%	13%	-	-	100%	-	-	-	-	-
Renting from local authority or housing association	9%	8%	10%	6%	8%	9%	15%	7%	5%	15%	-	-	-	100%	-	-	-	-
Living in sheltered accommodation	0%	0%	-	2%	-	-	-	-	-	1%	-	-	-	-	100%	-	-	-
Living with parents/ other relative/ friend and paying rent	8%	9%	7%	46%	13%	3%	-	-	5%	12%	-	-	-	-	-	100%	-	-
Living rent-free (including rent-free in relative/ friend's property)	3%	2%	4%	17%	6%	2%	-	-	3%	3%	-	-	-	-	-	-	100%	-
Other	1%	0%	1%	4%	2%	-	-	-	1%	1%	-	-	-	-	-	-	-	100%

Approximately what proportion of your net total household income (i.e. income after tax deductions) is required to cover your housing costs each month (after housing benefit - if you receive it)? (Please give your BEST estimate. If you share a home, please tell us the proportion of the total household income required for mortgage or rent, i.e. including your spouse's/ partner's/ flatmate(s)'s income)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Own outright	Buying with a mortgage/ loan	Renting from a private landlord	Renting from local authority or housing association	Living in sheltered accommodation	Living with parents/ other relative/ friend and paying rent	Living rent-free	Other
Nothing	14%	14%	14%	15%	3%	3%	13%	26%	16%	12%	41%	-	6%	7%	-	18%	-	25%
Up to 10 per cent	10%	12%	8%	9%	6%	7%	11%	13%	9%	11%	12%	10%	4%	13%	-	13%	-	-
More than 10 up to 30 per cent	22%	26%	19%	17%	24%	25%	31%	18%	25%	17%	18%	28%	23%	13%	-	28%	-	-
More than 30 up to 50 per cent	18%	22%	14%	7%	30%	29%	15%	12%	19%	16%	7%	26%	34%	22%	100%	5%	-	-
More than 50 up to 70 per cent	11%	9%	13%	4%	10%	17%	10%	11%	10%	13%	8%	15%	17%	9%	-	3%	-	-
More than 70 up to 90 per cent	5%	3%	7%	2%	8%	8%	6%	3%	5%	4%	1%	9%	6%	2%	-	3%	-	25%
More than 90 per cent	1%	2%	1%	-	1%	1%	2%	2%	1%	3%	1%	2%	-	4%	-	-	-	-
Don't know/ prefer not to say	13%	9%	16%	28%	11%	8%	10%	13%	10%	18%	12%	10%	9%	16%	-	30%	-	50%
Not applicable – housing benefit covers all of my housing costs	2%	0%	3%	2%	1%	-	1%	3%	1%	2%	1%	-	-	13%	-	3%	-	-
Not Applicable - I live rent free	3%	2%	4%	17%	6%	2%	-	-	3%	3%	-	-	-	-	-	-	100%	-

Total	Gender		Age					Social Grade		Which ONE of the following BEST describes your accommodation arrangements?								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Own outright	Buying with a mortgage/ loan	Renting from a private landlord	Renting from local authority or housing association	Living in sheltered accommodation	Living with parents/ other relative/ friend and paying rent	Living rent-free	Other	
All Adults in West Midlands	509	253	256	54	89	92	87	187	328	179	145	211	47	45	1	40	16	4

Which ONE, if any, of the following statements BEST fits with your feelings towards your current housing costs?

I am happy with my current housing costs	36%	39%	32%	37%	37%	35%	29%	38%	40%	27%	46%	29%	36%	27%	-	40%	38%	75%
I don't really think about my housing costs, they are just one part of my outgoings	37%	38%	35%	33%	38%	39%	45%	32%	36%	38%	29%	46%	32%	33%	100%	33%	13%	25%
I worry about my housing costs because they are so high in relation to my income	20%	18%	22%	7%	19%	23%	22%	22%	18%	25%	15%	24%	30%	27%	-	8%	6%	-
None of these	8%	5%	11%	22%	6%	3%	5%	9%	6%	10%	10%	1%	2%	13%	-	20%	44%	-

Are you on a waiting list for social rented housing? (This could be a list run by a local authority, housing association or a common 'Register' that is run jointly)

Yes, I am	3%	2%	3%	7%	4%	2%	-	2%	2%	4%	1%	-	6%	11%	-	5%	6%	25%
No, I am not	97%	98%	97%	93%	96%	98%	100%	98%	98%	96%	99%	100%	94%	89%	100%	95%	94%	75%

At general elections, political parties set out what they consider to be the priority issues facing the country and what they intend to do to tackle these issues. To what extent do you agree or disagree with the following statement?

'Affordable housing should be one of the priority issues that political parties address as part of the forthcoming general election campaign'

Strongly agree	29%	28%	30%	26%	25%	28%	23%	34%	29%	27%	29%	23%	28%	51%	-	30%	38%	50%
Agree	50%	47%	53%	50%	58%	41%	52%	49%	49%	53%	50%	51%	53%	44%	100%	45%	50%	50%
Disagree	12%	17%	7%	9%	10%	15%	14%	11%	12%	12%	13%	14%	17%	-	-	10%	-	-
Strongly disagree	3%	3%	2%	6%	1%	4%	3%	1%	3%	2%	1%	4%	-	-	-	5%	6%	-
Don't know/ no opinion	7%	6%	9%	9%	6%	11%	8%	5%	8%	6%	7%	9%	2%	4%	-	10%	6%	-

Total	Gender		Age					Social Grade		Which ONE of the following BEST describes your accommodation arrangements?								
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Own outright	Buying with a mortgage/ loan	Renting from a private landlord	Renting from local authority or housing association	Living in sheltered accommodation	Living with parents/ other relative/ friend and paying rent	Living rent-free	Other
All Adults in West Midlands	509	253	256	54	89	92	87	187	328	179	145	211	47	45	1	40	16	4

Would you be more or less inclined to back a party at the next general election if it promised to deliver more affordable homes (either for rent or low cost home ownership), or would it make no difference?

More inclined	30%	31%	29%	46%	28%	34%	23%	28%	31%	28%	26%	24%	45%	38%	-	43%	44%	75%
It would make no difference to my vote	55%	56%	54%	30%	56%	55%	57%	61%	55%	55%	64%	62%	45%	38%	-	38%	25%	25%
Less inclined	5%	7%	3%	4%	1%	3%	11%	5%	5%	5%	5%	7%	-	4%	-	3%	6%	-
Don't know	7%	4%	10%	7%	12%	5%	7%	5%	7%	7%	5%	7%	4%	11%	-	10%	19%	-
Not applicable - I will not vote	3%	2%	4%	13%	2%	2%	1%	1%	2%	4%	1%	0%	6%	9%	100%	8%	6%	-

To what extent do you agree or disagree with the following statement?

'Local authorities should be allowed to build more social housing for affordable rent, even if this were at the expense of other plans'

Strongly agree	14%	17%	11%	9%	10%	14%	16%	16%	13%	15%	15%	9%	11%	33%	100%	13%	13%	25%
Agree	34%	34%	34%	31%	25%	29%	33%	41%	35%	31%	35%	29%	40%	42%	-	33%	38%	50%
Disagree	31%	33%	29%	35%	36%	30%	31%	27%	30%	33%	32%	36%	30%	9%	-	28%	25%	25%
Strongly disagree	5%	5%	5%	7%	6%	5%	5%	5%	6%	4%	6%	7%	-	-	-	8%	13%	-
Don't know/ no opinion	16%	11%	21%	17%	24%	21%	15%	11%	16%	17%	12%	18%	19%	16%	-	20%	13%	-

It has been estimated that there are 62,000 privately owned empty properties in the West Midlands.

It has been proposed that the local authorities should be empowered to purchase some of these and let them for affordable rents.

Do you think that this would be a good or bad idea?

Good idea	66%	60%	72%	61%	69%	75%	60%	66%	67%	65%	67%	61%	81%	80%	-	58%	69%	100%
Neither good nor bad	14%	16%	11%	15%	13%	12%	16%	13%	13%	16%	16%	15%	9%	11%	-	18%	-	-
Bad idea	16%	20%	12%	17%	13%	12%	18%	17%	18%	12%	14%	20%	9%	4%	100%	13%	25%	-
Don't know/ no opinion	4%	4%	5%	7%	4%	1%	6%	4%	3%	6%	3%	4%	2%	4%	-	13%	6%	-

Total	Gender		Age					Social Grade		Which ONE of the following BEST describes your accommodation arrangements?								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Own outright	Buying with a mortgage/ loan	Renting from a private landlord	Renting from local authority or housing association	Living in sheltered accommodation	Living with parents/ other relative/ friend and paying rent	Living rent-free	Other	
All Adults in West Midlands	509	253	256	54	89	92	87	187	328	179	145	211	47	45	1	40	16	4

Ecotowns are new towns built in the countryside, based on their green credentials, with a minimum of 5000 homes.

Some argue that ecotowns can help address the affordable housing shortage and be better for the environment, as they are zero carbon developments and self-sustainable, and are likely to have lower fuel costs. Others say they lead to an increase in the levels of traffic and congestion, and they involve building on green field sites (previously undeveloped land in a rural area).

To what extent do you agree or disagree that the government should look to build more ecotowns comprised of affordable homes?

Strongly agree	9%	11%	7%	15%	6%	12%	2%	10%	9%	10%	8%	8%	6%	13%	100%	18%	-	-
Agree	27%	24%	31%	39%	27%	25%	26%	26%	25%	32%	22%	26%	38%	33%	-	35%	25%	25%
Disagree	31%	32%	31%	20%	31%	35%	34%	31%	34%	26%	34%	31%	32%	33%	-	18%	44%	-
Strongly disagree	18%	22%	14%	17%	15%	14%	20%	21%	17%	20%	23%	19%	15%	4%	-	13%	19%	50%
Don't know/ no opinion	15%	12%	17%	9%	21%	14%	17%	12%	16%	12%	14%	16%	9%	16%	-	18%	13%	25%

To what extent do you agree or disagree with the following statement?

'I would like to see more ecotowns in the West Midlands region'

Strongly agree	8%	8%	7%	7%	7%	10%	5%	9%	7%	9%	8%	6%	9%	11%	-	15%	-	-
Agree	27%	26%	29%	46%	26%	27%	23%	24%	26%	30%	19%	27%	32%	33%	-	43%	31%	25%
Disagree	32%	34%	30%	19%	33%	39%	36%	31%	35%	27%	37%	33%	32%	29%	100%	18%	31%	-
Strongly disagree	18%	20%	16%	20%	11%	15%	17%	22%	17%	20%	22%	19%	15%	4%	-	10%	31%	50%
Don't know/ no opinion	15%	12%	18%	7%	24%	9%	20%	14%	15%	15%	15%	14%	13%	22%	-	15%	6%	25%

All figures, unless otherwise stated, are from YouGov Plc.