

## YouGov/ Shelter Survey Results

Sample Size: 2067

Fieldwork: 10th - 13th December

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which three, if any, of the following would make you more supportive of more homes being built in your local area? (Please tick up to three answers)

	Unweighted Base	2067	977	1090	191	318	292	324	942	1210	857	513	330	197	232	492	100	203
	Base: All GB adults	2067	992	1075	248	368	351	377	723	1137	930	508	339	198	265	473	103	180
If priority was given to local people	34%	33%	35%	26%	28%	31%	37%	40%	31%	38%	36%	34%	34%	23%	35%	44%	42%	
If they will be accompanied by the necessary infrastructure (e.g. roads and utilities)	38%	44%	33%	27%	39%	36%	40%	42%	43%	32%	36%	36%	37%	37%	43%	33%	38%	
If they will be accompanied by more community facilities (e.g. a leisure centre)	20%	21%	19%	26%	22%	25%	23%	13%	20%	20%	19%	20%	18%	20%	18%	19%	31%	
If the quality of services like GP surgeries, hospitals and schools would not suffer	38%	36%	40%	35%	39%	38%	33%	42%	38%	39%	33%	40%	44%	39%	39%	44%	39%	
If they were well designed and in keeping with the local area	29%	30%	29%	28%	26%	30%	27%	32%	34%	24%	31%	30%	24%	34%	28%	23%	29%	
If care was taken to minimise damage to the environment	23%	22%	24%	26%	19%	19%	26%	24%	25%	20%	21%	28%	19%	21%	25%	31%	13%	
If a proportion would be affordable/ social homes	26%	27%	26%	27%	26%	25%	24%	28%	23%	30%	30%	26%	29%	26%	21%	19%	33%	
If I knew the value of my home would not suffer	28%	26%	30%	26%	29%	26%	28%	29%	31%	25%	33%	27%	29%	24%	28%	20%	25%	
None of these	12%	12%	12%	14%	14%	13%	11%	10%	11%	14%	11%	11%	15%	15%	13%	12%	6%	

## YouGov/ Shelter Survey Results

Sample Size: 2067

Fieldwork: 10th - 13th December

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which three, if any, of the following would make you more supportive of more homes being built in your local area? (Please tick up to three answers)

	Unweighted Base	2067	959	264	1223	84	563	51	146	1107	233	186	80	450	11
<b>Base: All GB adults</b>		2067	1049	260	1309	99	433	63	163	1027	251	178	69	532	10
If priority was given to local people		34%	34%	34%	34%	20%	38%	27%	40%	35%	36%	40%	46%	28%	62%
If they will be accompanied by the necessary infrastructure (e.g. roads and utilities)		38%	39%	37%	39%	30%	44%	35%	25%	42%	34%	34%	38%	34%	82%
If they will be accompanied by more community facilities (e.g. a leisure centre)		20%	23%	17%	22%	23%	14%	24%	22%	18%	22%	21%	13%	25%	8%
If the quality of services like GP surgeries, hospitals and schools would not suffer		38%	37%	39%	37%	42%	44%	26%	36%	40%	35%	46%	38%	34%	27%
If they were well designed and in keeping with the local area		29%	30%	26%	29%	25%	34%	24%	23%	29%	27%	26%	34%	31%	23%
If care was taken to minimise damage to the environment		23%	23%	20%	22%	26%	24%	18%	24%	22%	22%	23%	29%	23%	13%
If a proportion would be affordable/ social homes		26%	25%	28%	26%	29%	28%	33%	23%	26%	26%	29%	29%	27%	34%
If I knew the value of my home would not suffer		28%	29%	33%	30%	25%	29%	14%	21%	32%	27%	23%	28%	23%	32%
None of these		12%	11%	13%	11%	16%	9%	23%	22%	11%	12%	11%	11%	14%	5%

## YouGov/ Shelter Survey Results

Sample Size: 2067

Fieldwork: 10th - 13th December

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which three, if any, of the following would make you more supportive of more homes being built in your local area? (Please tick up to three answers)

Unweighted Base	2067	1510	262	177	73	512	45
<b>Base: All GB adults</b>	2067	1419	317	195	94	606	42
If priority was given to local people	34%	34%	34%	36%	32%	34%	28%
If they will be accompanied by the necessary infrastructure (e.g. roads and utilities)	38%	39%	35%	36%	38%	36%	45%
If they will be accompanied by more community facilities (e.g. a leisure centre)	20%	19%	19%	30%	21%	22%	14%
If the quality of services like GP surgeries, hospitals and schools would not suffer	38%	38%	37%	40%	38%	38%	48%
If they were well designed and in keeping with the local area	29%	32%	27%	23%	19%	24%	18%
If care was taken to minimise damage to the environment	23%	25%	18%	16%	19%	18%	13%
If a proportion would be affordable/ social homes	26%	27%	25%	28%	15%	24%	21%
If I knew the value of my home would not suffer	28%	28%	30%	24%	33%	28%	21%
None of these	12%	10%	15%	13%	23%	16%	15%

## YouGov/ Shelter Survey Results

Sample Size: 2067

Fieldwork: 10th - 13th December

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which three, if any, of the following would make you more supportive of more homes being built in your local area? (Please tick up to three answers)

Unweighted Base	2067	103	239	171	160	170	197	232
Base: All GB adults	2067	108	232	169	156	183	198	265
If priority was given to local people	34%	38%	33%	37%	30%	37%	34%	23%
If they will be accompanied by the necessary infrastructure (e.g. roads and utilities)	38%	34%	38%	36%	39%	34%	37%	37%
If they will be accompanied by more community facilities (e.g. a leisure centre)	20%	19%	19%	20%	16%	23%	18%	20%
If the quality of services like GP surgeries, hospitals and schools would not suffer	38%	31%	32%	37%	41%	39%	44%	39%
If they were well designed and in keeping with the local area	29%	39%	30%	27%	30%	30%	24%	34%
If care was taken to minimise damage to the environment	23%	17%	20%	25%	26%	30%	19%	21%
If a proportion would be affordable/ social homes	26%	36%	27%	30%	24%	28%	29%	26%
If I knew the value of my home would not suffer	28%	30%	37%	30%	32%	24%	29%	24%
None of these	12%	8%	12%	13%	12%	10%	15%	15%

## YouGov/ Shelter Survey Results

Sample Size: 2067

Fieldwork: 10th - 13th December

Total	Government Region			
Base	South East	South West	Wales	Scotland

Which three, if any, of the following would make you more supportive of more homes being built in your local area? (Please tick up to three answers)

Unweighted Base	2067	309	183	100	203
Base: All GB adults	2067	305	168	103	180
If priority was given to local people	34%	29%	45%	44%	42%
If they will be accompanied by the necessary infrastructure (e.g. roads and utilities)	38%	45%	40%	33%	38%
If they will be accompanied by more community facilities (e.g. a leisure centre)	20%	19%	16%	19%	31%
If the quality of services like GP surgeries, hospitals and schools would not suffer	38%	43%	32%	44%	39%
If they were well designed and in keeping with the local area	29%	27%	31%	23%	29%
If care was taken to minimise damage to the environment	23%	26%	23%	31%	13%
If a proportion would be affordable/ social homes	26%	21%	22%	19%	33%
If I knew the value of my home would not suffer	28%	29%	27%	20%	25%
None of these	12%	12%	14%	12%	6%