

Shelter

Addressing Our Housing Shortage: Engaging the Silent Majority

March 2015

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Meeting Place
Communications

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Shelter



Shelter helps over four million people every year struggling with bad housing or homelessness – and we campaign to prevent it in the first place.

We're here so no one has to fight bad housing or homelessness on their own.

MPC has a proven track record of achieving successful planning promotions through inclusive programmes of community engagement, political liaison and campaign management. We have enjoyed sustained success in a variety of sectors across the UK.

As well as a range of formal and informal consultation methodologies, we use cutting edge techniques to identify and mobilise supporter groups.



Taylor Wimpey UK, part of Taylor Wimpey plc, is one of the largest residential developers in the UK, developing new homes and communities across the country.

Taylor Wimpey operates from 24 regional offices across England, Scotland and Wales and builds over 11,000 homes each year. Taylor Wimpey is a responsible homebuilder that is committed to health and safety, environmental sustainability, providing excellent customer service and engaging with local communities.



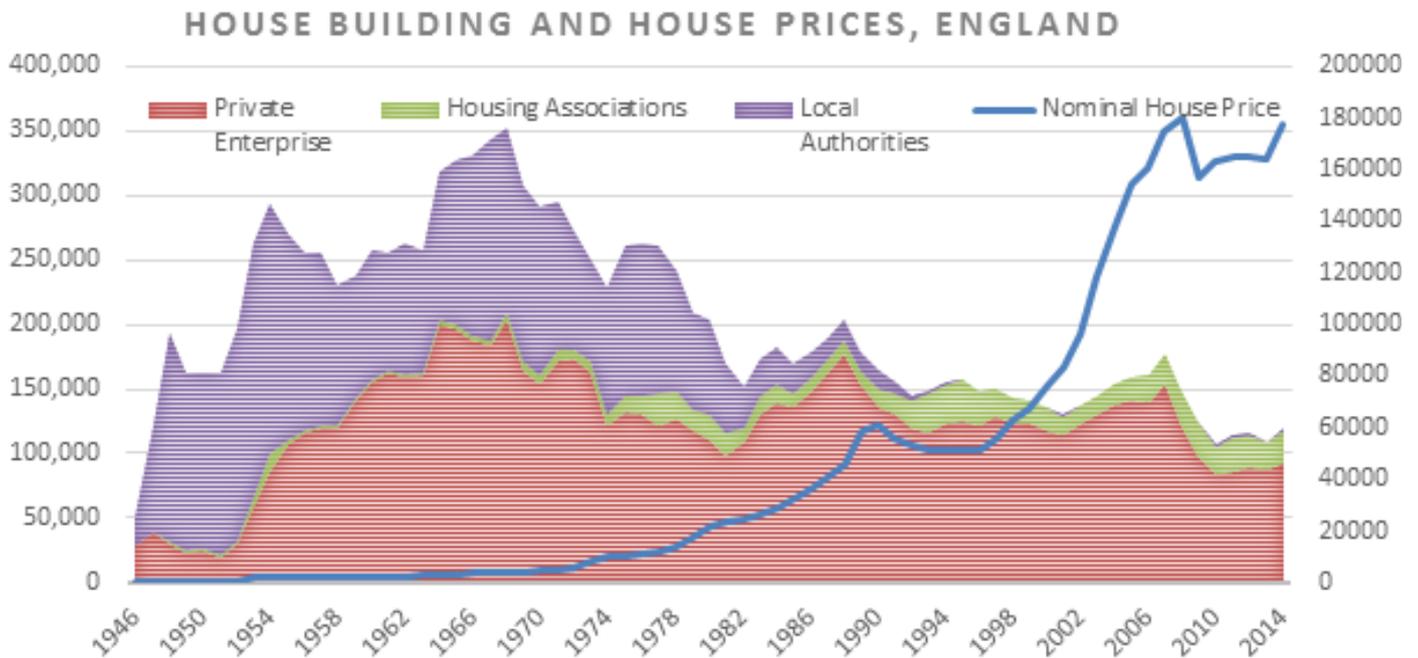
THAKEHAM

Thakeham strive to design and build homes which will always be an asset to their surroundings and the local community. Developing high quality new homes around Surrey, Sussex and Hampshire, we pride ourselves on building traditional-style developments where an idealised lifestyle can be enjoyed.

Our developments are places where people really want to live, surrounded by generous green space and open countryside. Community involvement forms an important part of our design process and we make sure we listen to those who know the area well when bringing forward new homes, as local knowledge is an important part of shaping schemes.

Introduction

In Britain we've failed to build the homes we need for a generation. The impact of this failure is evident in unaffordable house-prices and rents, a quarter of young adults still living with their parents and millions on waiting lists for social housing.



We can build the homes we need but it will take co-ordinated reform and investment from a government willing to make housing a central priority. The case to do so is growing stronger. The public now consistently rank housing as a bigger priority than education, crime and pensions.¹ All political parties are now taking housing more seriously, but none has yet captured public confidence that they have a plan to provide homes for the next generation.

Shelter and KPMG have set out a programme which would get England building the 250,000 homes per year we need by the end of the next Parliament.² The programme tackles many of the toughest challenges in housing supply: how to pay for affordable homes, how to increase competition and diversity in the house-building industry and how to align political incentives across a city region.

However there was a major barrier to house building that we did not address in detail in that programme: how local support for new homes can be mobilised.

This new research provides an invaluable tool to understand the scale of local opposition and the scale of support. It includes the 'silent majority' who want local homes or could be persuaded, but are not active in the planning process. If this silent majority can be given a voice, then the political calculus will shift – both locally and nationally – and the chance of necessary, bold action to build more homes will increase.

¹ YouGov, Tracker Surveys: Issues Facing Britain, 2014 and 2015. Housing has been above education, crime and pensions in all but 2 of the 25 waves in the last 12 months.

² Shelter and KPMG, Building the homes we need: a programme for the 2015 government, 2014

Summary

A weighted survey of 20,000 UK adults, carried out online by YouGov in February 2015, found:

On homes being built locally:

- The majority of people (69%) are positive or neutral on homes being built in their local area, indicating a large 'silent majority' who are not opposed to local housebuilding.
- Supporters of local housebuilding outnumber opponents by a ratio of 5:3 (48%: 29%), with only 11% strongly opposed.
- Although opponents are more commonly found in some sub-groups such as Telegraph readers, Conservative voters, or retired people, they still do not outnumber supporters in these groups.
- Londoners, those aged 25-34, and renters tend to be among those in England that are most supportive of homes being built near them, perhaps reflecting the extent to which these groups are affected by the shortage of housing.

Active support and opposition:

- Despite the majority being supportive or neutral, the level of active opposition runs at more than double the rate of active support (10% compared to 4%).
- This means that people whose standpoint on local housebuilding is oppositional are three times more likely to actively oppose than natural supporters are to actively support an application (21% compared to 7%).
- People on the highest incomes are more likely to have actively supported and opposed a local housing development. This shows that people with the highest incomes have a big voice in local housing debates, but are not always opposed.
- Both active opposition and support are more common among people living in rural areas, showing that housing is more hotly contested in these areas, and again goes against what might be expected.

Reasons for views on local housebuilding:

- The main reasons for opposing local housebuilding are pressure on local infrastructure and services, particularly roads, and the loss of green space. Loss of green space is more important to younger people, pressure on local infrastructure to older people.
- The main reasons for supporting local housebuilding are to help young people and families onto the housing ladder, and, to a slightly lesser extent, helping those on lower incomes and making local housing more affordable.

Factors that would make people more supportive of a local development:

- The most influential factors in increasing support for local housebuilding are assurances that local roads and local services would be sufficiently funded and improved.
- Local job creation and priority for local people in accessing the housing when complete are also effective ways of increasing local support, as are assurances over a good proportion of the homes being 'affordable'.

The table below summarises the sub-groups most likely to support and oppose local housebuilding, both in terms of standpoint, and whether they have been active. Whilst many results are as would be expected, others challenge the stereotype of who supports and opposes housebuilding – people on high incomes and in rural areas are more likely than others to have actively supported a local housing development as well as to have actively opposed.

Summary table – groups most likely to support and oppose

High scoring sub-groups					
Supports homes being built in local area	Renters and shared owners	Aged 25-34	London, Scotland	Reads Guardian, identifies most with Labour, Lib Dems or SNP	ACORN groups: City Sophisticates, Difficult Circumstances
Opposes homes being built in local area	Outright owners	Retired/ Older	South and East of England, rural areas	Reads Telegraph or Mail, identifies with UKIP	ACORN groups: Executive Wealth, Mature Money, Comfortable Seniors
Has actively supported a local housing development in the last three years	Social renters	Larger families	High incomes	25-34, Identifies Lib Dem, rural areas	ACORN groups: City Sophisticates, Struggling Estates
Has actively opposed a local housing development in the last three years	Outright owners	South East, rural	High incomes	Reads Telegraph, identifies with UKIP	ACORN groups: Lavish Lifestyles, Executive Wealth, Mature Money
Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics.					

Using this research

This is primarily a tool to help get the housing we so desperately need built. It provides detailed insight into the opinions and activity levels of a wide range of demographic groups, including the ACORN geodemographic classification. It also reveals the main reasons behind these opinions, and the factors that would motivate people to be more supportive of homes being built in their local area.

This information is critical for anyone involved in the process of communicating or consulting with local people about housing developments. Understanding who lives in the local area, what their responses to a new development are likely to be, and the steps that can be taken to ease their fears and increase support is key to getting homes built.

In addition to helping on the ground, this research will be of great interest to politicians, journalists and anyone looking for reliable insight on public opinion on local housebuilding, and the reasons behind it.

This research is based on a survey of just over 20,000 adults in the UK, which has been weighted to be representative of the whole public by standard demographics. The survey took place in February 2015, and was carried out online by YouGov. The survey results in this report have been verified by YouGov, but the commentary and interpretation of those results is by Shelter. The segmentation featured from pages 37 to 39, and the ACORN analysis is entirely produced by Shelter. Base sizes are shown on the charts and tables, these are normally unweighted bases, but may sometimes be weighted. Results have been tested for statistical significance at the 95% confidence level.

This was a short, simple survey, see the appendix for a copy of the questionnaire. It asked people to what extent they support homes being built in their local area, whether they have ever actively supported or opposed, the reasons for their views and what would make them more favourable towards a local development. The power of the survey lies in the very large sample size. This allows analysis by a wide range of sub-groups, with a greater level of certainty about the differences between them than regular sized surveys.

It also allows us to produce reliable results by ACORN group, and even most ACORN types³, allowing users of this geodemographic classification system to understand what attitudes to housebuilding are likely to be at a very local level.

The trend in attitudes towards local housebuilding can be found in the British Social Attitudes survey, and this shows that supporters have doubled in the last four years.

If any users have any queries about using it, or would like to discuss obtaining bespoke analysis from us, please use the contact details below. We would also like to hear about how you have used this research.

Contact for this research:
Liam_Reynolds@shelter.org.uk

³ This is the lowest level of the ACORN classification with 59 residential types. ACORN is a classification of residential neighbourhoods using multiple data sources, produced by CACI.

Support and opposition to local housebuilding

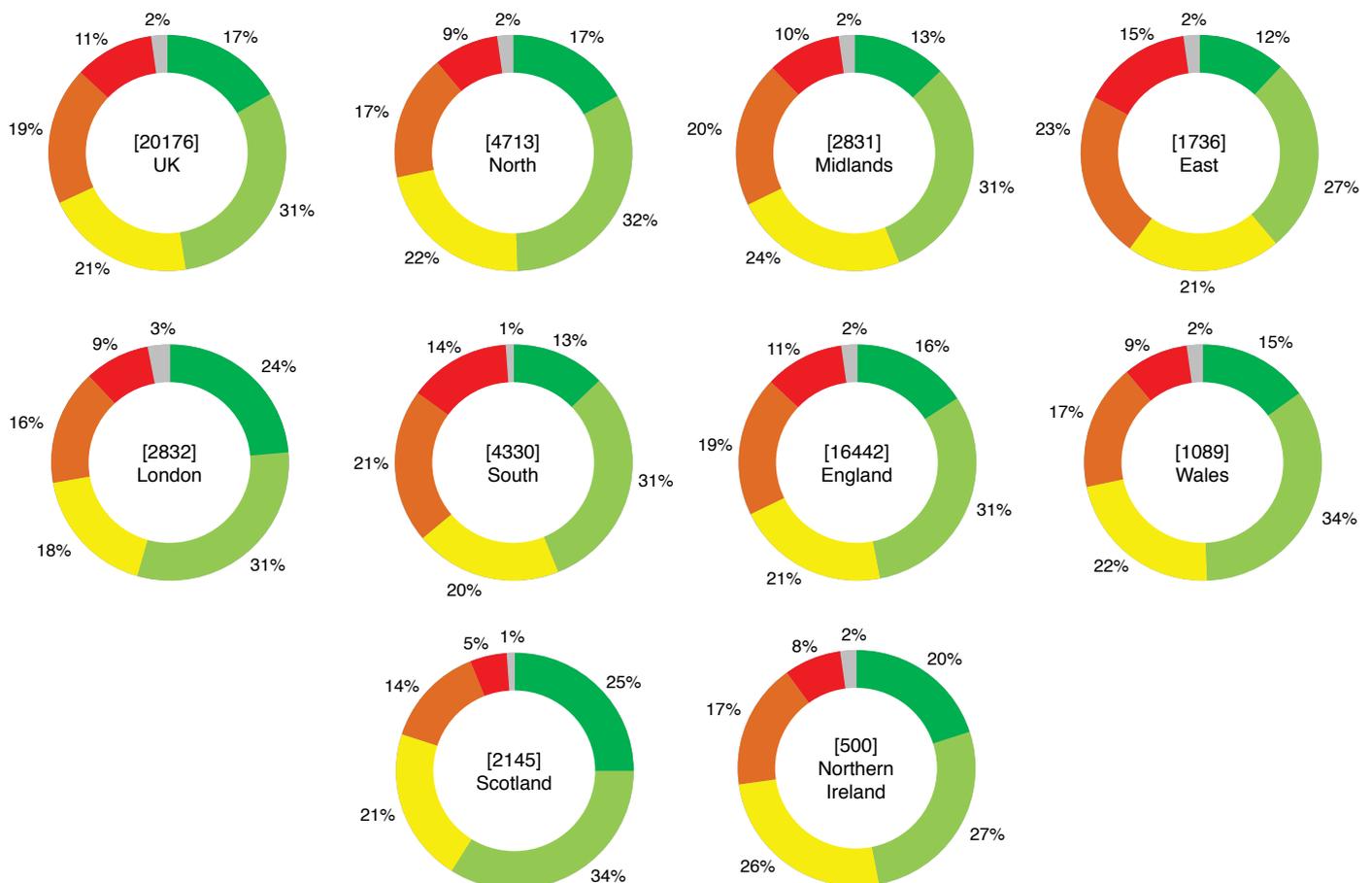
This section shows the results of the first survey question, asking about people's standpoint on homes being built in their local area. This question simply tests their general standpoint, which is distinct from the next section which looks at whether people are active in their support or opposition. People can have a positive standpoint on local housebuilding, but in practice they may have actively opposed and vice versa. This is not necessarily contradictory as people may support housebuilding locally in principle, but feel a particular development needs to be opposed.

A wide range of demographics and sub-group comparisons are shown in this section and details of the source and base sizes are shown in the charts. The size of the sub-groups should be considered alongside the results when viewing this section, as they vary and some may only make up a fairly small proportion of the population.

Chart 1: To what extent would you support or oppose more homes being built in your local area? By geography.

To what extent would you support or oppose more homes being built in your local area?

■ Don't know
 ■ Strongly oppose
 ■ Tend to oppose
 ■ Neither support nor oppose
 ■ Tend to support
 ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The chart above shows that:

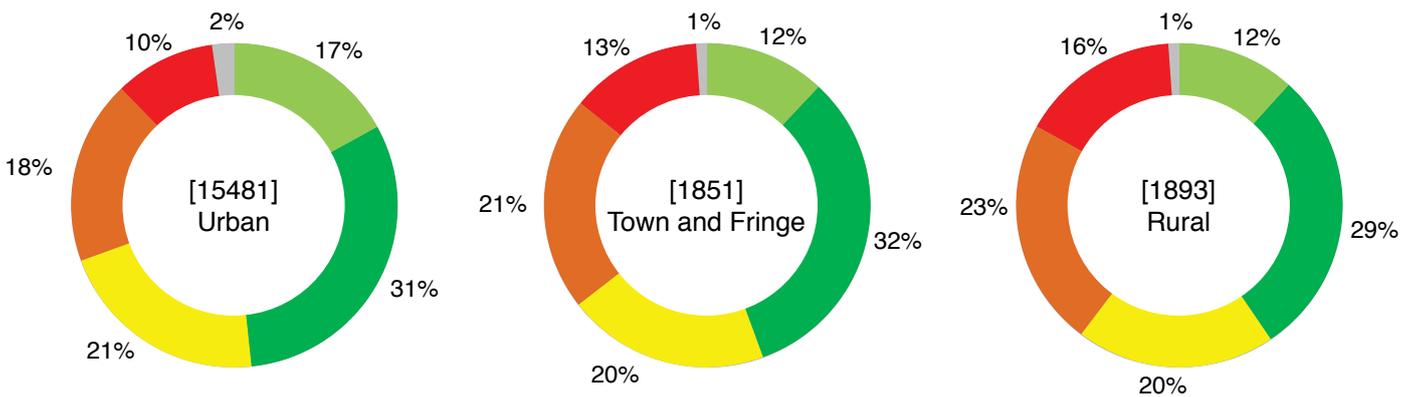
- In the UK as a whole, supporters of local housebuilding outnumber opponents by a ratio of 5:3 (48%: 29%).
- Over half (52%) are either neutral or tending to support homes being built in their local area, indicating a large ‘silent majority’ that whilst not strong supporters, are not naturally opposed.
- Only 11% strongly oppose more homes being built in their local area.
- The parts of the UK that are most supportive towards local housebuilding are Scotland (59% support) and London (55% support).
- Support is lowest, and opposition highest, in the South and East of England.

The chart below shows views on local housebuilding by the type of area people live in, according to the ONS area classification – Urban, Town/ Fringe or Rural. This shows that people living in urban areas are more supportive and less oppositional than those living in rural areas, with people in areas classified as town and fringe in between.

**Chart 2: To what extent would you support or oppose more homes being built in your local area?
By area type.**

To what extent would you support or oppose more homes being built in your local area?

■ Don't know ■ Strongly oppose ■ Tend to oppose
■ Neither support nor oppose ■ Tend to support ■ Strongly support



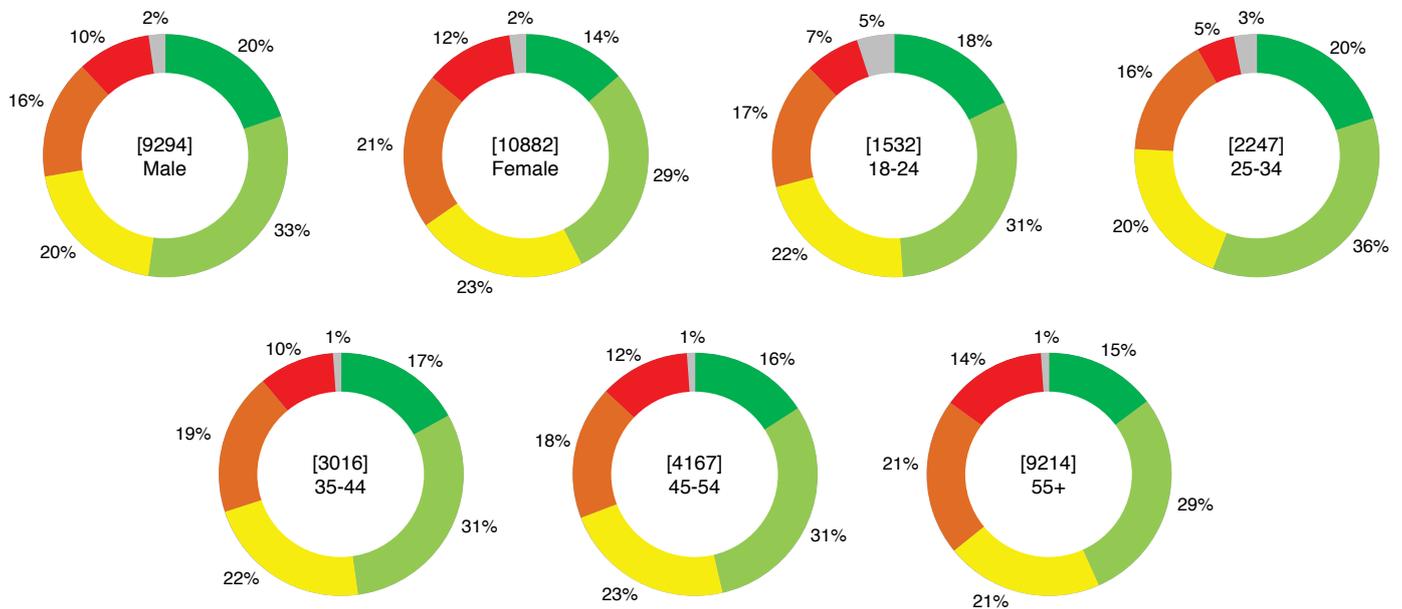
Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The chart below shows support and opposition for local housebuilding by sex and then by age.

**Chart 3: To what extent would you support or oppose more homes being built in your local area?
By sex and age.**

To what extent would you support or oppose more homes being built in your local area?

■ Don't know ■ Strongly oppose ■ Tend to oppose
■ Neither support nor oppose ■ Tend to support ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The chart shows that:

- Men are slightly more supportive and less oppositional to local housebuilding than women.
- The age group most likely to support homes being built locally are 25-34 year olds (56%).
- Supporters significantly outnumber opponents across all age groups.
- Although older people tend to be slightly less supportive and more oppositional than younger people, the differences are not large, and supporters outnumber opponents by 44% to 34% among people aged 55 and over.

The next chart shows the results by housing tenure. This shows that renters and shared owners are substantially more supportive and less oppositional to local housebuilding than owners and people in other types of housing arrangements.

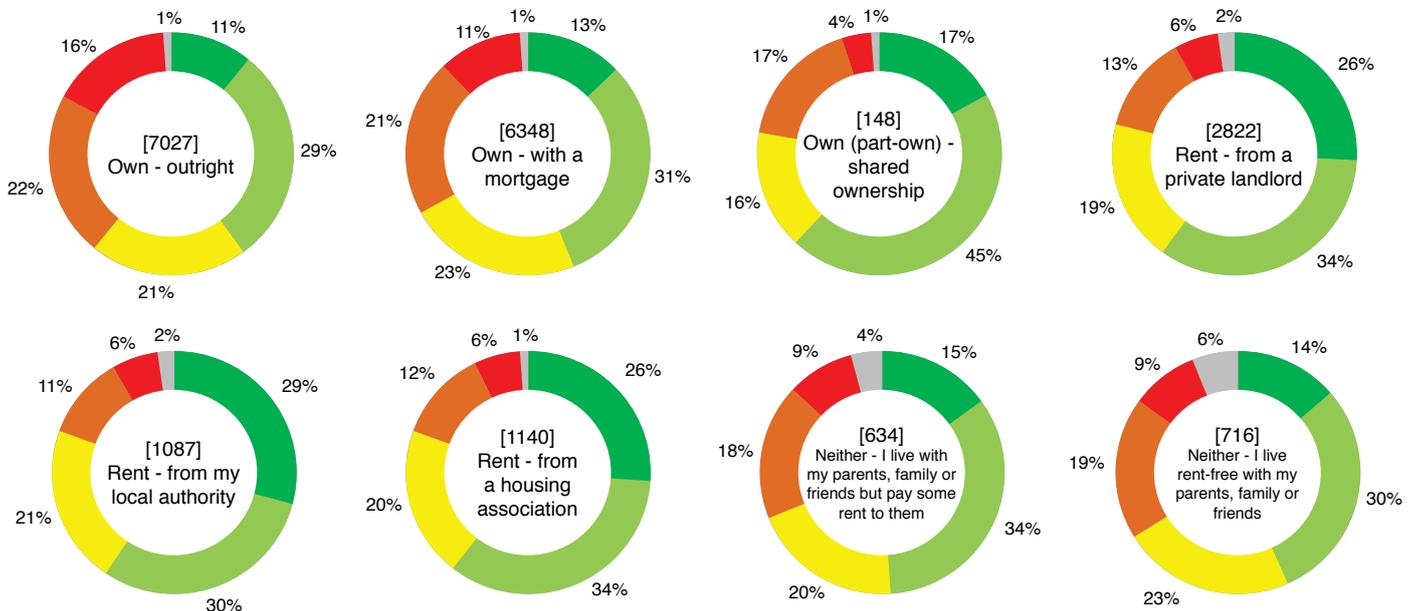
Outright owners are the most likely to oppose homes being built locally, but even among this group opponents do not outnumber supporters (40% support compared to 38% oppose).

There is very little difference in support and opposition for local housebuilding by social grade: 48% of ABC1s are supportive, 30% oppositional compared to 47% and 28% of C2DEs (not shown on charts).

**Chart 4: To what extent would you support or oppose more homes being built in your local area?
By housing tenure.**

To what extent would you support or oppose more homes being built in your local area? By housing tenure.

■ Don't know
 ■ Strongly oppose
 ■ Tend to oppose
 ■ Neither support nor oppose
 ■ Tend to support
 ■ Strongly support

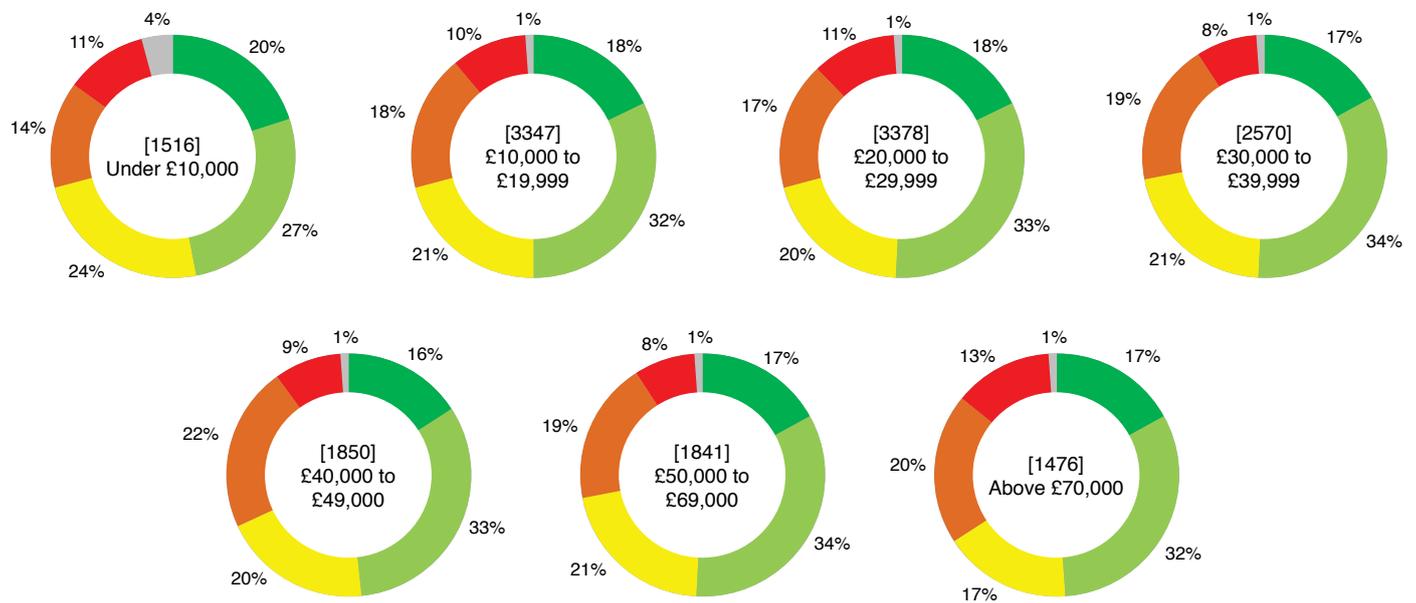


Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

Chart 5: To what extent would you support or oppose more homes being built in your local area? By Household income.

To what extent would you support or oppose more homes being built in your local area? By Household income.

■ Don't know ■ Strongly oppose ■ Tend to oppose
 ■ Neither support nor oppose ■ Tend to support ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The chart above, with results by income, shows:

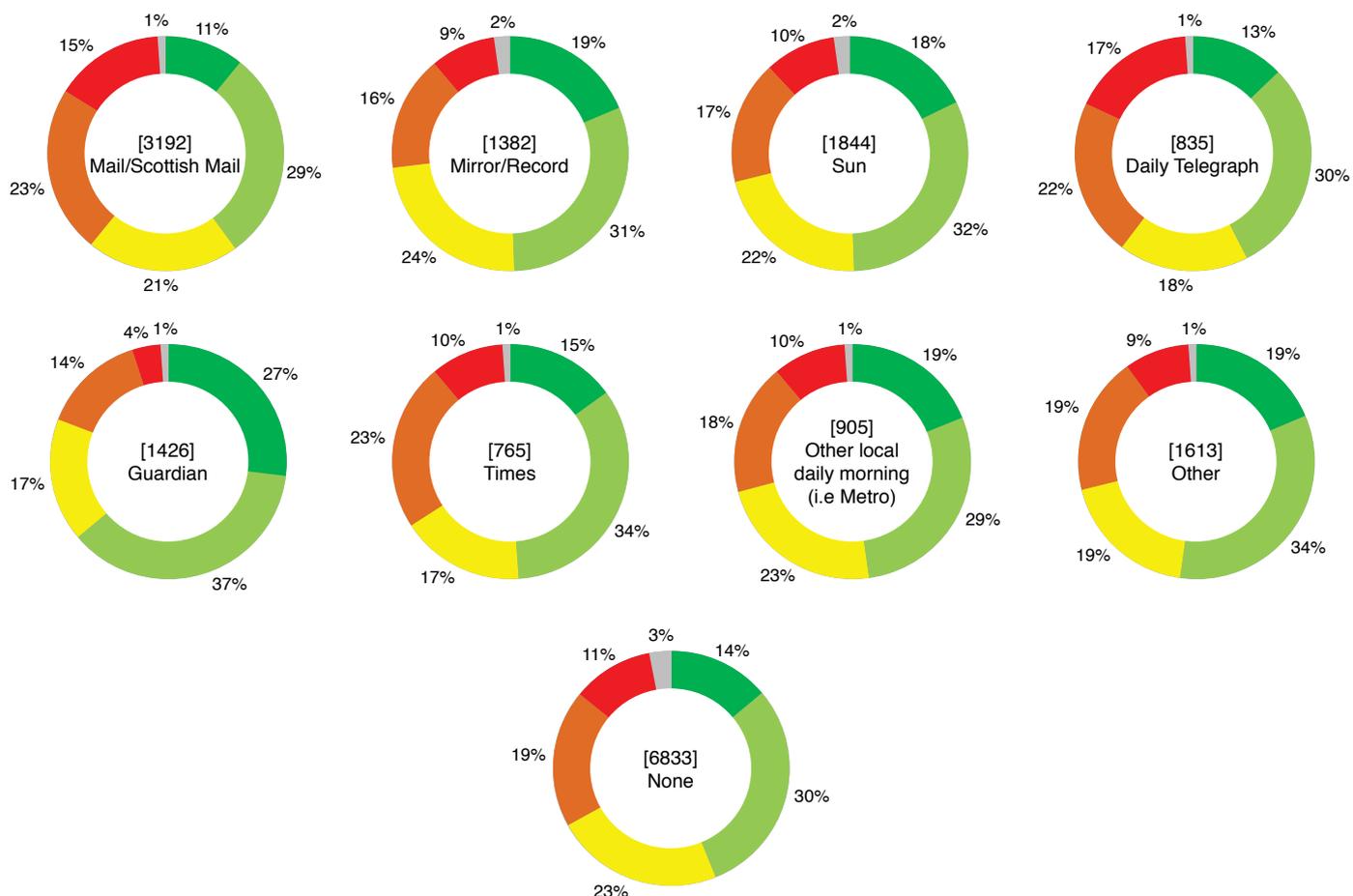
- A remarkably uniform level of support across income bands, with those on higher incomes just as likely to support local housebuilding as those on lower incomes.
- Higher levels of opposition are found in higher income groups than lower.
- Those on higher incomes are more likely to have an opinion, be that supportive or oppositional.

The chart below shows opinion on local housebuilding by newspaper readership. Options with a sample size of less than 500 were excluded, and this is based on what people read daily, including online versions.

**Chart 6: To what extent would you support or oppose more homes being built in your local area?
By newspaper read daily (including online version).**

To what extent would you support or oppose more homes being built in your local area? By Newspaper read daily (including online version).

■ Don't know ■ Strongly oppose ■ Tend to oppose
■ Neither support nor oppose ■ Tend to support ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The chart above shows:

- Opponents of local housebuilding do not outnumber supporters among the readership of any major newspaper - support is higher in all titles except Daily Mail and Daily Telegraph where although higher among those surveyed, the difference is not statistically significant.
- Guardian readers are most supportive towards local housebuilding, with over a quarter describing themselves as strong supporters.
- There is very little difference in opinion on local housebuilding between Sun and Mirror readers (Sun: 49% support, 27% oppose; Mirror 51% support, 24% oppose).

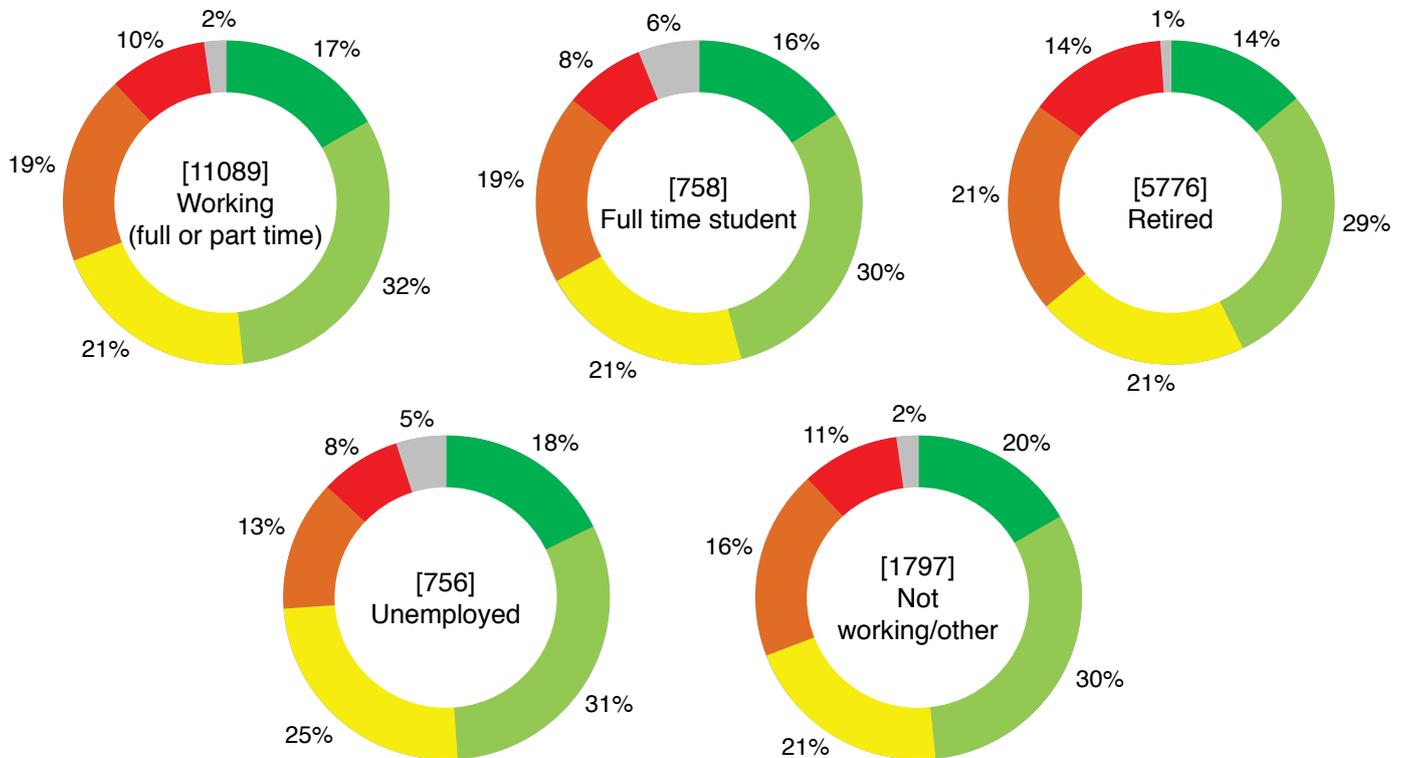
The chart that follows shows opinions by employment status. This shows that:

- Levels of support are fairly consistent across working status.
- There are greater differences in levels of opposition: It is higher among the retired than other groups, and slightly higher among those working than those not working.
- Supporters of local housebuilding still outnumber opponents by 43% to 35% among retired people.

**Chart 7: To what extent would you support or oppose more homes being built in your local area?
By working status.**

To what extent would you support or oppose more homes being built in your local area? By working status.

■ Don't know ■ Strongly oppose ■ Tend to oppose
■ Neither support nor oppose ■ Tend to support ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

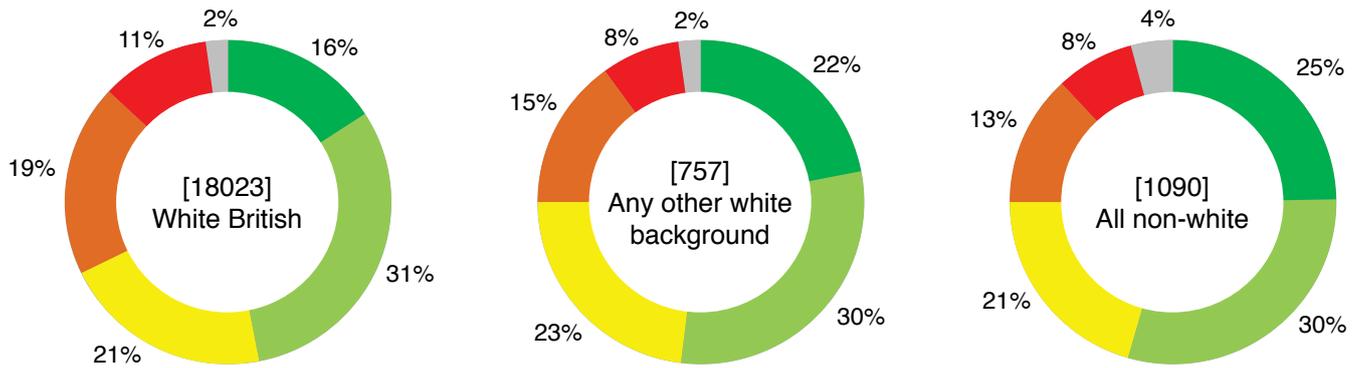
The chart below shows housebuilding views by ethnic group. The 'any other white' category will include people who identify as white and being of Irish or EU nationalities as well as other people from around the

world who identify as white. The chart shows that although differences are not large, support tends to be slightly higher, and opposition slightly lower, among those that identify as ethnic groups other than White British.

**Chart 8: To what extent would you support or oppose more homes being built in your local area?
By ethnic group.**

To what extent would you support or oppose more homes being built in your local area? By ethnic group.

■ Don't know ■ Strongly oppose ■ Tend to oppose ■ Neither support nor oppose ■ Tend to support ■ Strongly support

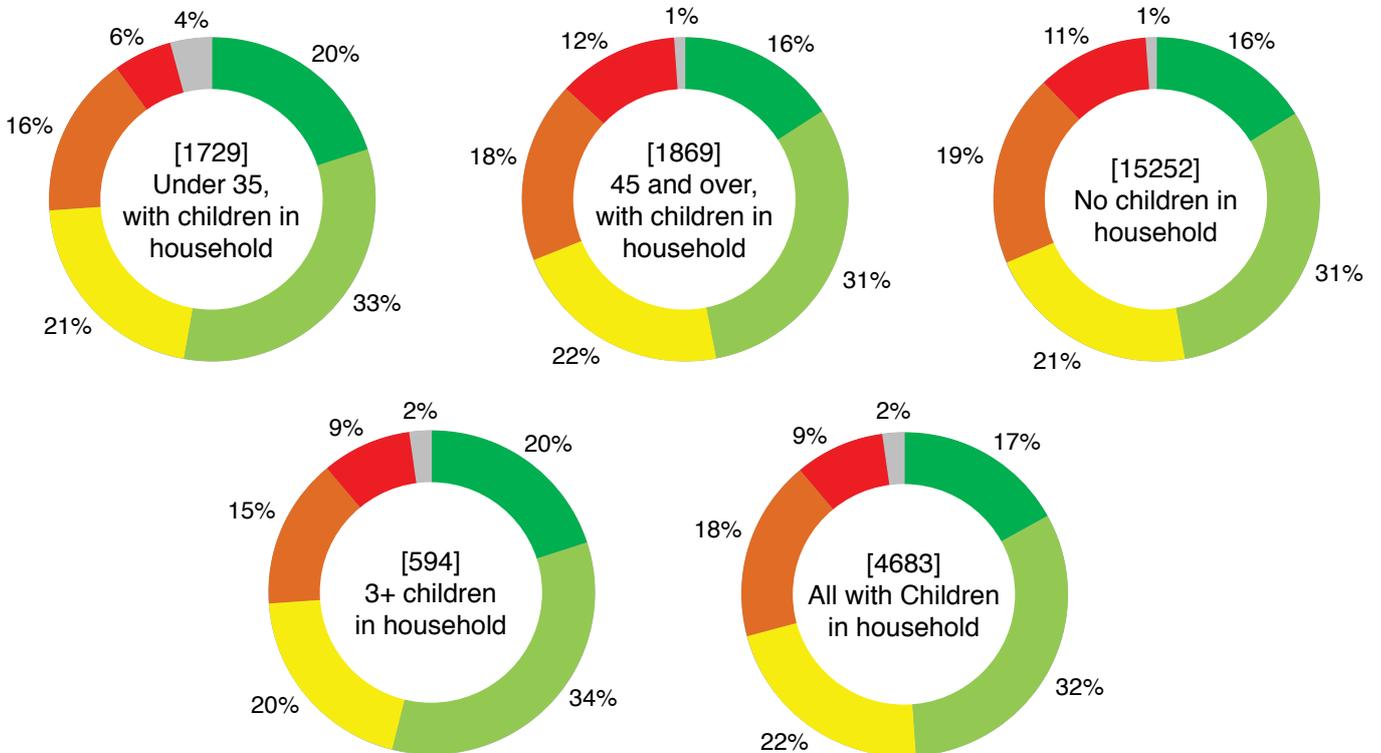


Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

**Chart 9: To what extent would you support or oppose more homes being built in your local area?
By family type.**

To what extent would you support or oppose more homes being built in your local area? By family type.

■ Don't know ■ Strongly oppose ■ Tend to oppose
■ Neither support nor oppose ■ Tend to support ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176. Families are adults with children in the household.

The chart above, on family type, shows that:

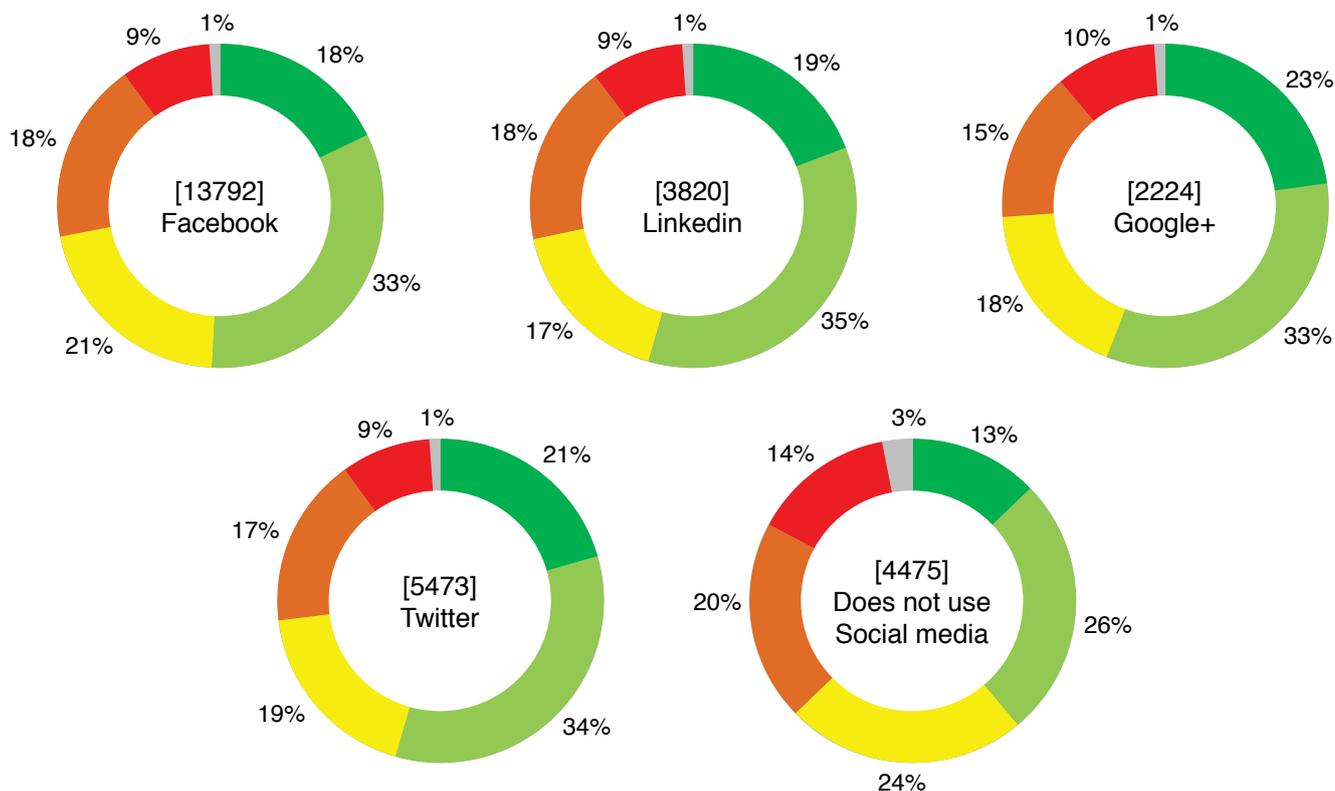
- There is very little difference in opinion on local housebuilding between people living in a household with children and those not.
- Adults with three or more children in their household are slightly more supportive of homes being built in their local area than smaller families.
- People over 44 and living in a household with children are more likely to oppose than younger people with children although levels of support are at national average among this group.

The next chart shows the results by monthly users of the most popular social media.

**Chart 10: To what extent would you support or oppose more homes being built in your local area?
By social media used monthly or more.**

To what extent would you support or oppose more homes being built in your local area? By Social media used monthly or more.

■ Don't know ■ Strongly oppose ■ Tend to oppose
■ Neither support nor oppose ■ Tend to support ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The chart above, shows:

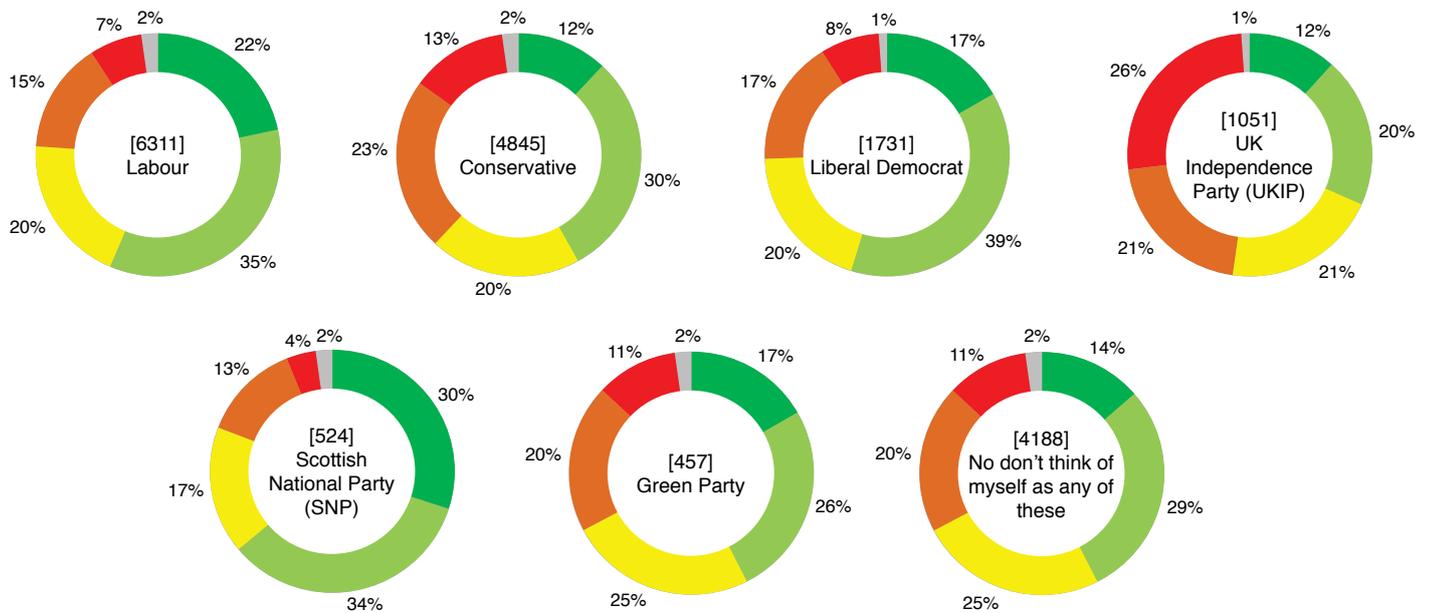
- Facebook users broadly reflect national average in their views on local housebuilding.
- Users of Google+ and Twitter are slightly more supportive than average.
- People not using social media regularly have a markedly less supportive and more oppositional profile, suggesting this may be a good channel to engage with supporters.

The following chart shows the results by political party affiliation. These should be treated as indicative because the sub-groups are not weighted.

**Chart 11: To what extent would you support or oppose more homes being built in your local area?
By political party identified with.**

To what extent would you support or oppose more homes being built in your local area? By political party identified with.

■ Don't know
 ■ Strongly oppose
 ■ Tend to oppose
 ■ Neither support nor oppose
 ■ Tend to support
 ■ Strongly support



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

Active support and opposition

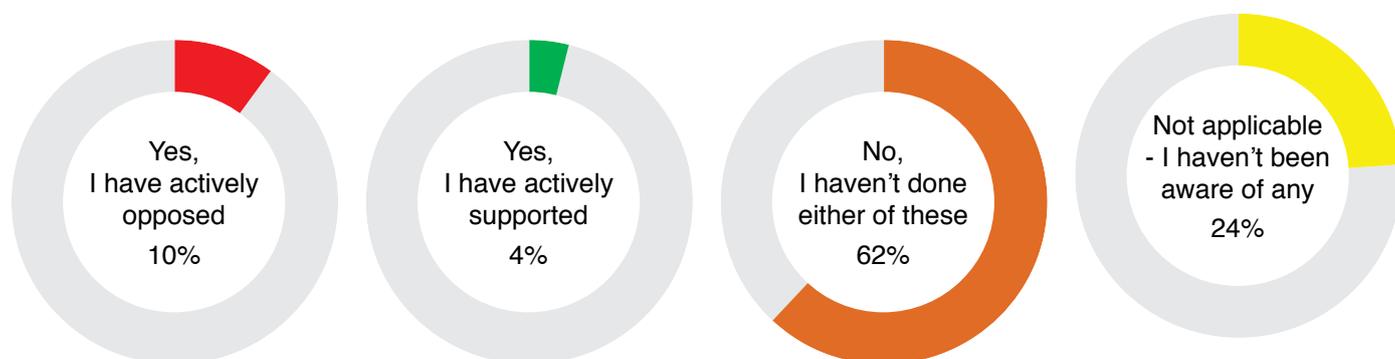
This section presents the results of the question on whether or not people had actively supported or opposed a housing development in their local area in the last three years (Q2). We explained to respondents that ‘by “actively support or oppose”, ‘we mean engaging in a cause by doing things like signing an online petition, attending a protest meeting, or writing to the council etc’.

They were also given an option to select if they had not had the opportunity to support or oppose any local housing developments.

The chart below shows the headline results to this question, for the whole UK sample.

Chart 12: Have you actively supported or opposed ANY housing developments in your local area in the last three years?

Have you actively supported or opposed ANY housing developments in your local area in the last three years?



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The chart above shows:

- Actively opposing or supporting a local development is not particularly common – 86% of people have not done either in the last three years.
- The level of active opposition runs at more than double the rate of active support, despite the previous results showing more of the public support local housebuilding than oppose it.
- A very small proportion (0.4%, not shown on chart) had both supported and opposed a local development in the last three years.

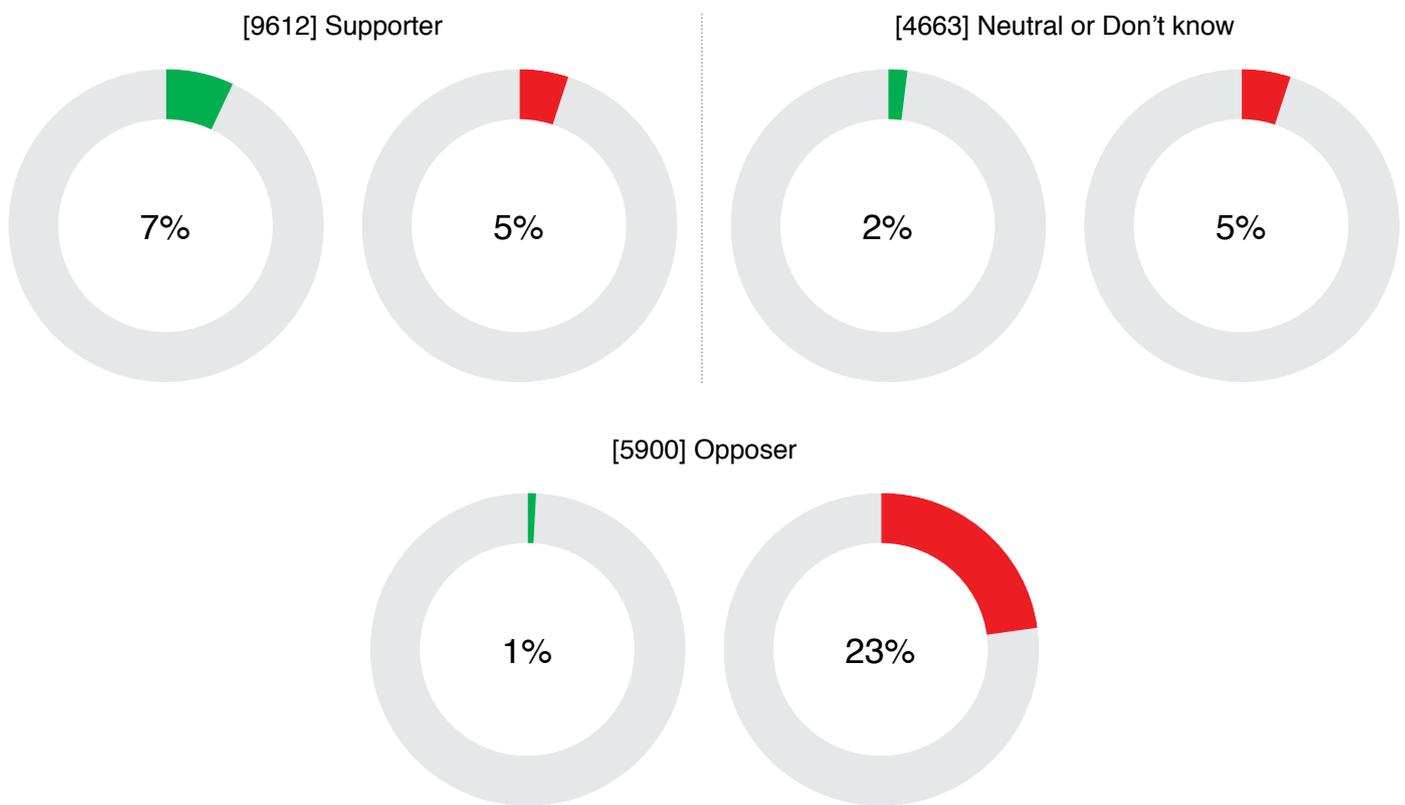
The following chart shows levels of active support and opposition among those who said they support, oppose or are neutral towards local housebuilding, in the general standpoint on local homes being built question, which was analysed in the previous section. The chart neatly encapsulates the challenge:

- People with an oppositional standpoint on local housebuilding are far more likely to actively oppose (23%) that people who support it are to be active in their support (7%). In other words, opponents are more than three times more likely to be active than supporters.
- Even among people who say they support local housebuilding, actively opposing a local housebuilding development is almost as common as actively supporting one (5% actively oppose compared to 7% actively support).

Chart 13: Active support and opposition, by standpoint on local housebuilding.

Active support and opposition, by standpoint on local housebuilding

■ % actively supported ■ % actively opposed



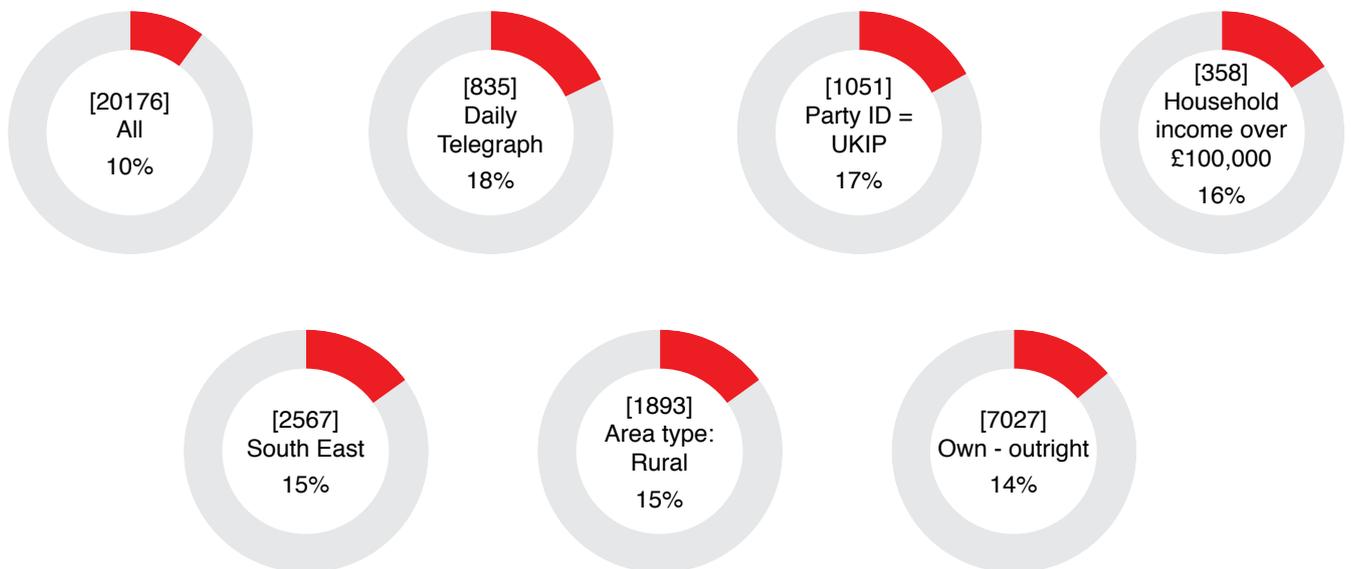
Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The following chart focuses on people who have actively opposed a local housing development, and shows the sub-groups where this is most common.

Chart 14: Active opposition to a local housing development – selected high scoring subgroups

Active opposition to a local housing development - selected high scoring sub-groups

■ Yes, I have actively opposed a housing development in the last three years



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

Other groups that were slightly, but still statistically significantly more likely to have actively opposed housing included those identifying with the conservative party (13%), retired people (13%) and those that are aged 55 and over (13%).

People reading the Guardian were just as likely as average to have actively opposed a housing development locally, despite the very supportive profile of their readership seen in the previous section.

Groups with levels of active opposition that were significantly lower than average included:

- People that are currently unemployed (5%)
- Renters (social and private) (5%)
- People living in Scotland (6%)
- People aged under 34 (7%)
- Londoners (8%)
- Readers of the Sun or Mirror (8%)

The following chart examines sub-groups with the highest levels of active support for a local housing development. The chart shows that the sub-groups most likely to actively support a local housing development included those with three or more children in their household and those living in council owned rented homes.

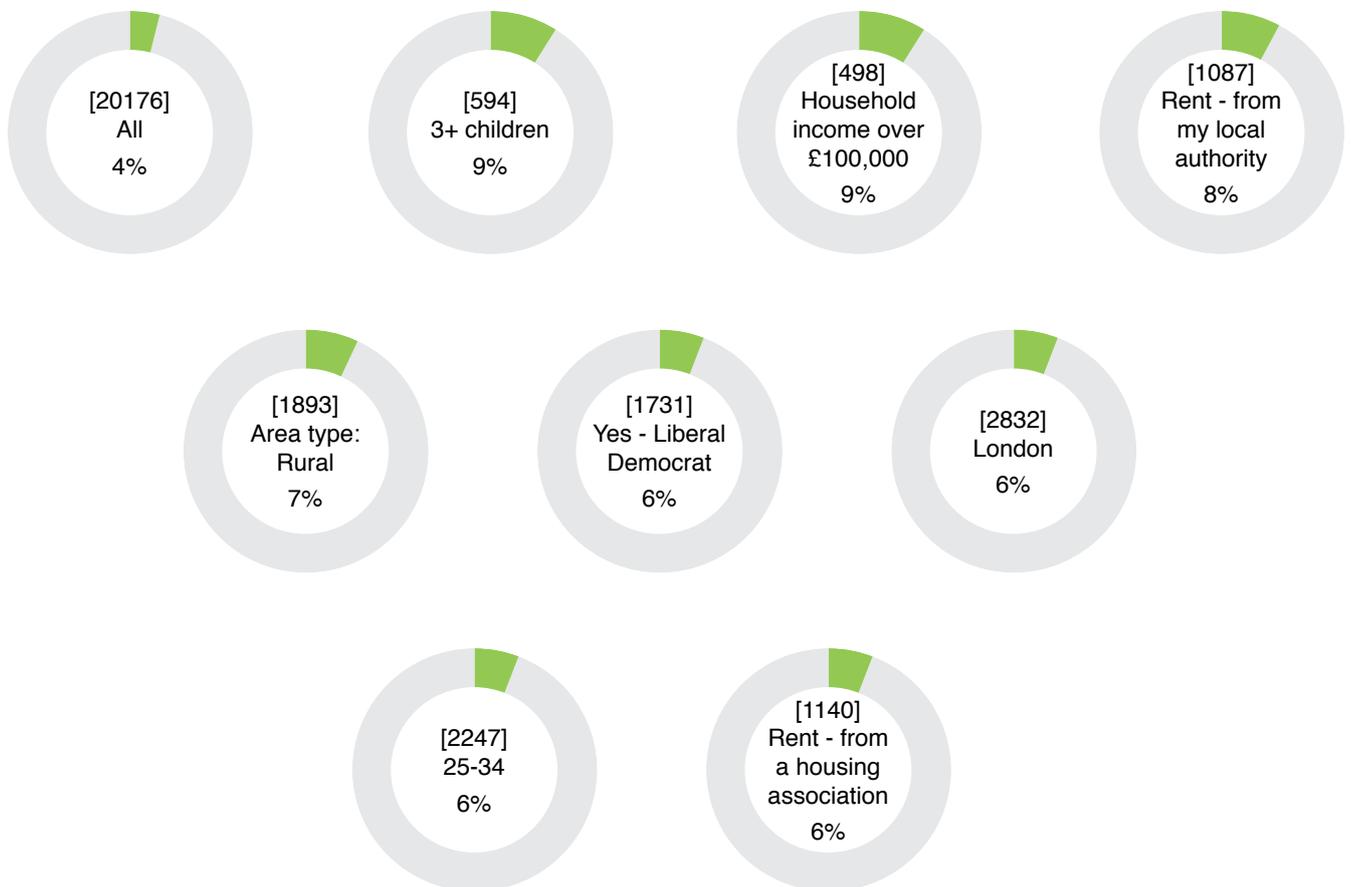
However, those with the very highest household incomes over index on active support as well as active opposition as we saw in the previous chart. This suggests that people with very high incomes have a considerable voice in local housebuilding decisions, both in support and opposition.

Perhaps even more surprising, people living in rural areas are more likely than average to have actively supported a local housing development (at 7%), and they are more likely to have done so than their urban dwelling counterparts, who we saw earlier had a much more supportive standpoint. This could be explained by new housing tending to be more contentious in rural areas, generating higher levels of both active support and opposition.

Chart 15: Active support for a local housing development – selected high scoring subgroups

Active support for a local housing development - selected high scoring subgroups

■ Yes, I have actively supported a housing development in the last three years



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

Support and opposition – sub regional analysis

The table below presents a small selection of results at the sub-regional level, which is possible for larger areas, due to the large total sample size. The mean score in column two below is based on where answers to ‘To what extent would you support or oppose more homes being

built in your local area?’ fell, with 4 being the highest possible mean (meaning 100% agreed strongly) and 0 being the lowest (all opposed strongly). The UK average mean score was 2.2.

Chart 16: Standpoint and activity on local housebuilding – sub-regional analysis

	Sample size	Support for homes being built in local area: mean score, high = support, low = oppose (0-4)	% actively opposed a local housing development in the last three years	% actively supported a local housing development in the last three years
Inner London	911	2.6	8%	6%
Outer London	1551	2.2	8%	6%
Merseyside	424	2.5	11%	3%
West Midlands Met Council	831	2.3	4%	6%
Greater Manchester	820	2.3	6%	3%
Devon & Cornwall	593	2.1	14%	5%
Kent	645	2.0	13%	5%
Essex	567	1.8	16%	2%
UK total	20176	2.2	10%	4%

Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics.

The table above reveals a number of interesting indicative differences, even just on this small selection of areas:

- People in Inner London seem more supportive than those in Outer London, yet levels of active support and opposition are similar in both areas.
- People in Merseyside seem to have a more supportive view on local housebuilding than many other areas, yet the level of active opposition seems much higher than active support.
- Essex appears to be an area where support for local housebuilding is relatively low, and the likelihood of active opposition high.
- The West Midlands Metropolitan County area seems to be one of the few parts of the country where the proportion of people who have actively opposed a development does not outnumber those who have supported one. Greater Manchester also has a relatively low level of active opposition.

Reasons for opposing local housebuilding

The following section shows the results of questions on the motivating factors behind opposition to local housebuilding (Q3). This reveals the reasons behind where people stand on housebuilding (Q1). It does not explain the reasons for active opposition, which may be very local in their nature. The options given were based on previous research, and respondents had the option

of selecting 'other' or not answering. The options people chose are sometimes slightly abbreviated on the charts that follow, please see appendix for full questionnaire.

The chart below shows the headline results on reasons for opposition, for the whole UK sample.

Chart 17: Reasons for opposing local housebuilding

You previously said that you would oppose more homes being built in your local area...Which, if any, of the following are reasons for this? (Please select all that apply)



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: All opposing, 6191, UK.

The chart above shows that:

- Concerns over the impact on local roads and services account for most opposition to local housebuilding, and the loss of green space is the other major reason behind opposition.
- Concern over the way new housing would look is fairly commonly cited as a reason for opposition, but this is some way less the reasons above.
- Relatively few opponents perceived there to be a lack of demand for new housing in their area. The more stereotypically 'NIMBY' motivations, such as concerns over the 'wrong type of person' moving in, and the value of their own home dropping, were also low in the list of reasons for opposing local homes.

There is not a great deal of difference in reasons for opposing homes being built locally by high-level geography. Concern over losing green space is the top reason for opposition in the North of England (70%), and in Scotland (66%), while the impact on roads is top in the rest of the UK.

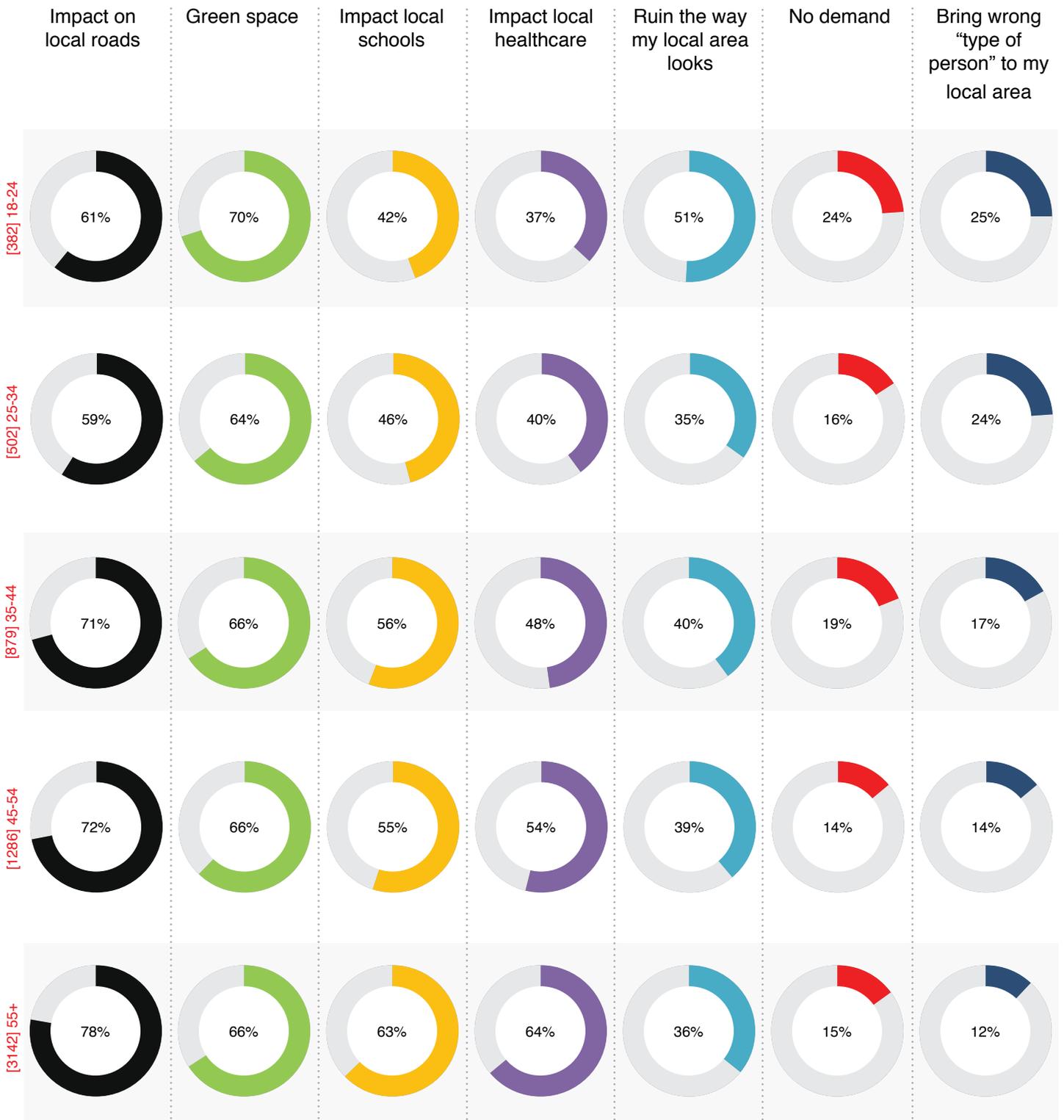
The reason for opposing that varies the most by geography is a perceived lack of demand for new homes, which is a factor for more than 20% of opponents in the Midlands, North of England, Wales and Scotland, but only stands at 8% in the East of England and 11% in London.

A perception that new housing would 'bring the wrong type of person' to the local area was cited significantly more by Londoners than others (24%).

The chart below shows the top seven reasons for opposition, by age group.

Chart 18: Reasons for opposing local housebuilding, by age group

You previously said that you would oppose more homes being built in your local area... Which, if any, of the following are reasons for this? By age.



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: All opposing, 6191.

The chart above shows that there are differences in the reasons for opposing local housebuilding by age:

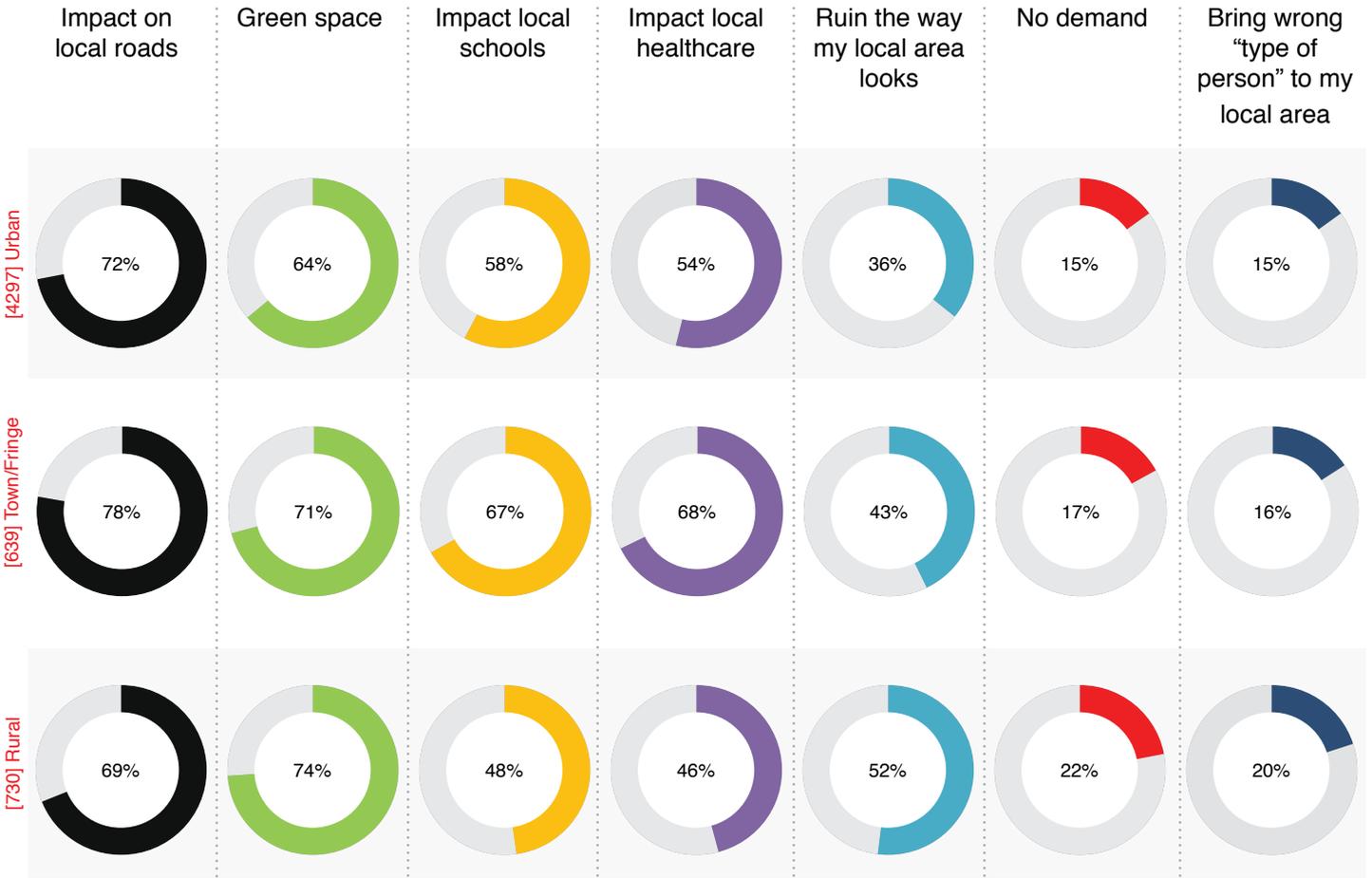
- Concern over green space is the top reason among people aged under 35 (66%), whereas those that are older are most likely to cite the impact on local roads.
- Impact on local schools and healthcare is a greater driver of opposition among older people than younger people.
- Concern over the wrong 'type of person' coming to the area as a result of new housing was cited more by younger than older people.

The chart below shows that there are some differences in reasons for opposition by area type. Impacts on local schools and hospitals are a bigger factor in urban and town areas, whereas concern over the way the area looks is much greater in rural areas.

Although loss of green space is less of a factor in urban areas it is still a very important reason for opposition there, perhaps due to the desire to protect what may be perceived as a small amount of urban green space.

Chart 19: Reasons for opposing local housebuilding, by area type

You previously said that you would oppose more homes being built in your local area... Which, if any, of the following are reasons for this? By area type.

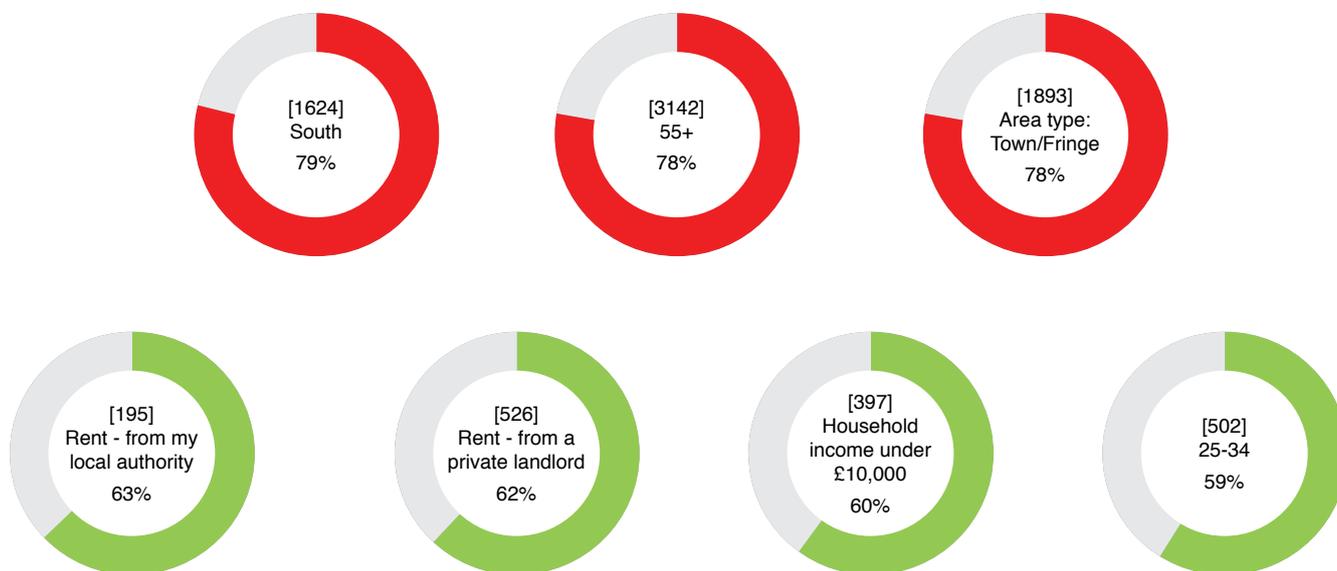


Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: All opposing, 6191.

The chart below shows selected sub groups that are particularly likely and unlikely to cite impact on local roads as the reason for their opposition to homes being built in their local area.

Chart 20: Impact on local roads as reason for opposing local housebuilding – selected high and low scoring sub groups (UK average = 72%)

It would impact on local roads (e.g. more traffic, extend journey times etc.) Selected high and low scoring sub groups (UK average = 72%)



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online. weighted and representative of all UK adults (aged 18+) by standard demographics. Base: All giving impact on local roads as reason for opposing local housebuilding, 4

The chart above shows that impact on local roads, the most commonly cited reason overall for opposing local housebuilding, is most likely to drive opposition in the South of England (excluding London) and among older people. It is also a big issue in Town/ Urban fringe areas,

more so that it is in urban and rural areas. Concerns over local roads are less of a factor behind opposition from renters, 25-34 year olds and those on the lowest incomes.

Reasons for supporting local housebuilding

The next chart examines reasons for supporting local housebuilding, among people who had previously stated they supported more homes being built in their local area. This is based on answers to Q4 in the survey.

Chart 21: Reasons for supporting local housebuilding, UK

You previously said that you would support more homes being built in your local area...which, if any, of the following are reasons for this? (Please select all that apply)



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: All supporting, 9382.

The chart above shows that the drivers of support for local housebuilding fall into three main groups, in descending order of importance:

- Most significantly, Improving affordability locally, enabling young people and families to get on the housing ladder
- Boosting the local economy and jobs market

■ Funding and improving the area

The top reason for support is to help young people and families in general. Specifically helping those on lower incomes to do this is less commonly cited, but still very popular, and the second most cited reason for support.

The chart below examines reasons for support by age.

Chart 22: Reasons for supporting local housebuilding, by age

You previously said that you would support more homes being built in your local area...Which, if any, of the following are reasons for this? By age.



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: All supporting, 9382.

Other results on how the reasons for supporting local housebuilding differ include:

- Reasons concerned with the local economy and jobs market are more commonly cited by men (47% and 35% respectively), than women (32% and 29% respectively), and are also more of a driver of support in the North of England (42%, 37%), Scotland (48%, 42%) and Wales (44%, 37%).
- Supporting local housebuilding because it would 'make housing more affordable in the local area' was most commonly cited by 25-34 year olds (54%), those living in London (52%) and the South (51%), and was the top reason for support among private renters (63%).
- Reasons for support do not differ greatly between those who identify with the Labour Party and those who identify as Conservative, with the only marked difference being greater support for helping people and families on lower incomes among Labour identifiers (59% compared to 46%).
- There is also little difference in reasons for support by area, although boosting the local economy appears to play best in rural areas.

Factors that influence support for local housebuilding

The next charts look at the results to the question asking the whole sample what would make them support a housing development more (Q5). Everyone was asked this question, regardless of their standpoint on homes being built locally.

Chart 23: Please imagine there is a proposal for a new housing development in your local area in the future... Which, if any, of the following would make you more likely to support the proposal?

Please imagine there is a proposal for a new housing development in your local area in the future...Which, if any, of the following would make you more likely to support the proposal?



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

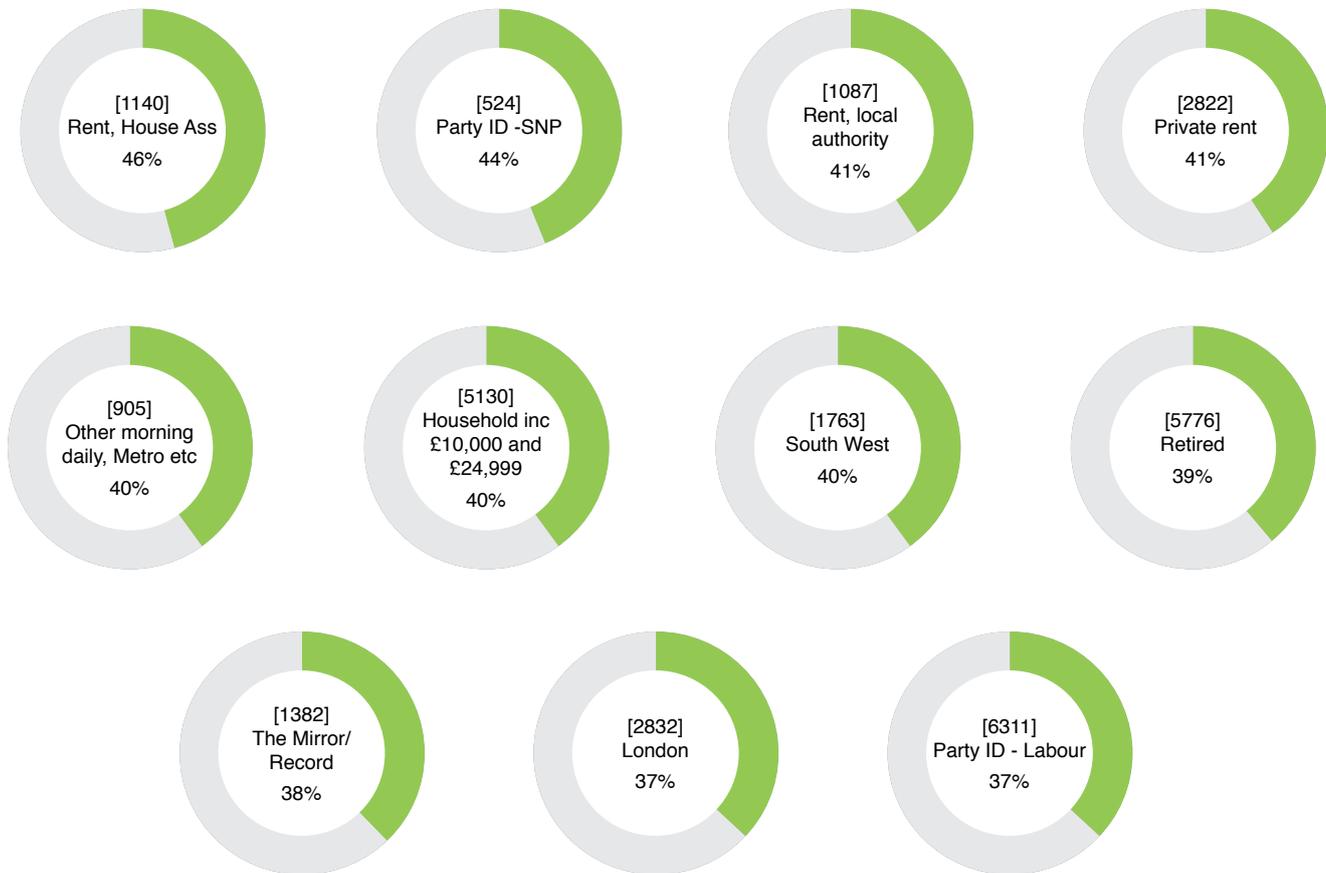
The chart above shows that many factors can influence large proportions of people to be more supportive of a local housing development:

- Tying in with the major reasons for opposition, if local roads and services were to be improved alongside the new housing, support would increase.
- Although putting money into community facilities was not one of the main drivers of support for supporters of local housebuilding, it is an important factor that can boost support among the wider population.
- A high proportion of 'Affordable housing' would increase the chances of support for many, but social rented homes and developments with a mix of housing tenures are not as effective at increasing support.
- 'Social rent' appears to divide opinion: 16% would support a housing development if it had a high proportion, but a similar proportion (14%) would support more if it had a low proportion.
- Ensuring that jobs are created for local people and prioritising them for the housing itself once complete, both appear to be effective ways of increasing support for a local development.
- Actual involvement in the design is only considered important by a small proportion (12%), but this is more popular among high income and other more active groups.
- Quality design, and the new homes being in keeping with the local area are important ways of increasing support, but not as key as improving local services and roads.

The charts below take a selection of the influencing factors above (mainly those not covered earlier in the report) and examine the sub groups most likely to say they would make them support a local development more. The first one shows people who said they would support a local housing development more if local people were given priority for the homes, once complete.

Chart 24: Sub groups particularly likely to say that they would support a local housing development more if...‘local people were given priority for buying/ renting the properties’ (UK average = 34%)

I would support a local housing development more if...local people were given priority for buying/ renting the properties (UK average = 34%)



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176.

The chart above shows that giving priority to local people is particularly likely to influence renters to support a local housing development.

This is also important to increasing support for housebuilding among people in London and the South West, retired people and those identifying with Labour or the SNP rather than other political parties.

Giving priority to local people was least likely to influence students (26%), 18-24 (29%) year olds but also those on very high incomes (over £150,000; 25%) and those with a mortgage already (28%).

The chart below examines the sub groups most likely to agree that the properties being 'in keeping with the local area' would influence them to support a local housing development more. It shows that if a local housing

development was seen to be designed in keeping with properties already in the area, support would grow from many of the groups most closely associated with opposing local housebuilding.

Chart 25: Sub groups particularly likely to say that they would support a local housing development more if... 'The properties were in keeping with my local area' (UK average = 33%)

I would support a local housing development more if... Properties in keeping with local area, selected high-scoring sub-groups (UK average = 33%)



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176.

Opinion and activity on local housebuilding – segmenting the public

This section shows the results of a basic segmentation which combines people’s standpoint on homes being built in their local area with their activity.

The analysis in this section is based on the YouGov survey, but is entirely the work of Shelter. The groups are described in the grid below:

Segment name	Segment Specification
1. Active supporter/ potential active strong supporter	They strongly support or tend to support more homes being built in their local area and have actively supported a development in the last three years. Or, strongly support local housebuilding, but haven't had the opportunity to support or oppose a development in their local area.
2. Inactive strong supporter	Strongly support local housebuilding but have not actively supported any developments in the last three years despite having had the opportunity to do so.
3. Potential active supporter	Tends to support local housebuilding, but hasn't had the opportunity to support or oppose a development in their local area.
4. Inactive supporter	Tends to agree with local housebuilding, but has not actively supported it despite having had chance to.
5. Inactive Neutral	Neither agrees nor disagrees with principle of local building, or answered Don't Know. Has not actively supported or opposed or not had a chance to.
6. Active neutral	Neither agrees nor disagrees with homes being built locally, or answered 'don't know' AND has actively supported or opposed a local housing development. Also, those that tend to agree with housebuilding, yet have actively opposed and not supported a planning app, and conversely those that tend to disagree but have actively supported. This is the hardest group to define and will be analysed further in future editions.
7. Inactive opposer	Tends to disagree with local housebuilding, but has not actively opposed it, despite having had chance to.
8. Potential active opposer	Tends to disagree with local housebuilding in principle, but has not had a chance to oppose anything in their local area.
9. Inactive strong opposer	Disagrees strongly with local housebuilding but has not actively opposed despite having opportunity to do so.
10. Active opposer/ potential active strong opposer	Have actively opposed a local housing development in the last three years and disagree with local housebuilding. Also people who strongly oppose local housebuilding, but haven't had the opportunity to support or oppose a development in their local area.

The chart below shows the respective sizes of each segment.

Chart 26: Attitude and activity segmentation – size of segments

Attitude/ activity on local housebuilding - size of segments



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176 Base: All classifiable - 19,690, UK.

Reflecting the earlier results, the chart above shows that the largest groups are inactive and either slightly supportive of local housebuilding or neutral.

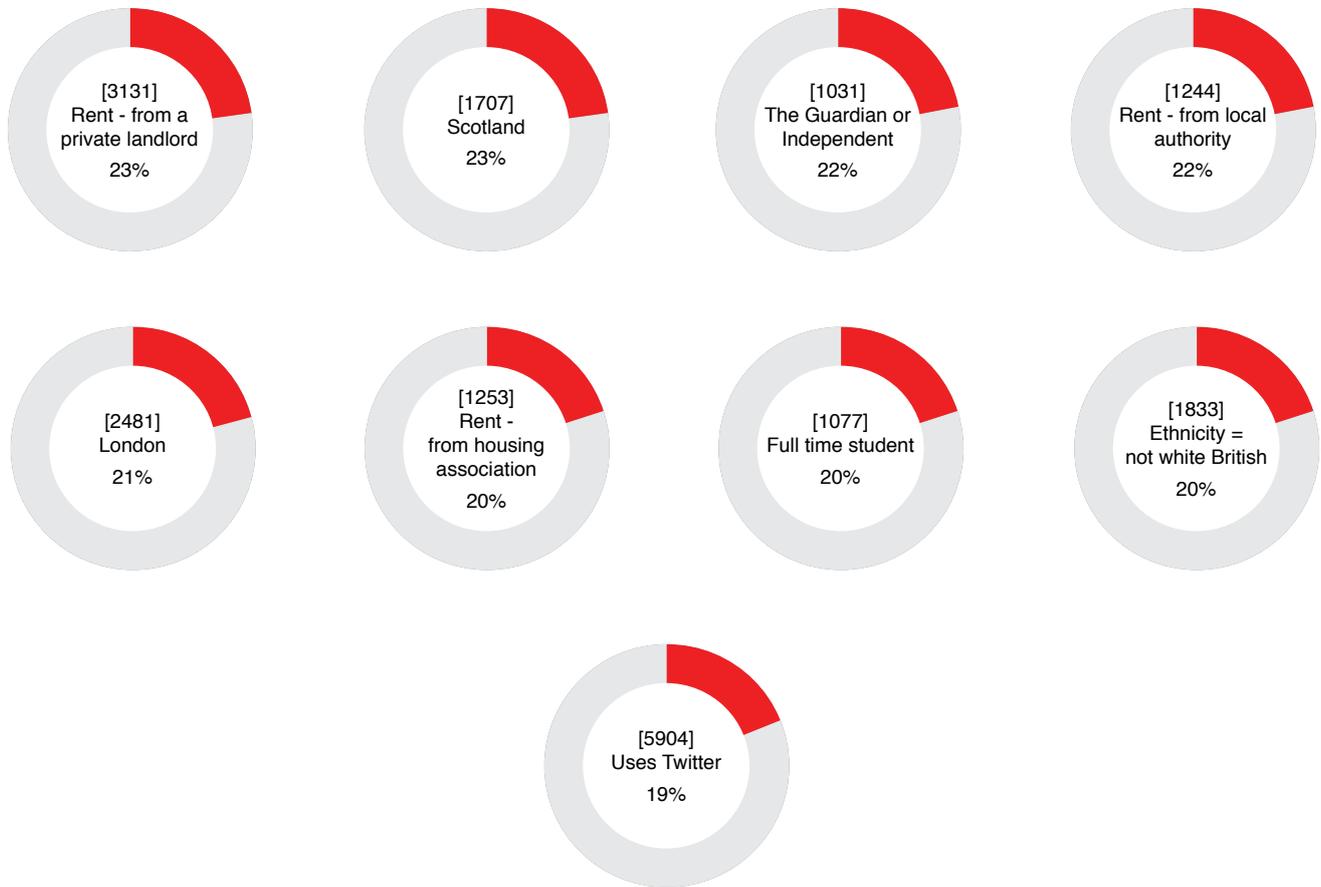
This report has already examined strong and active supporters and opposers in detail, so the next few charts focus on the make-up of the second two

segments – inactive strong supporters and potentially active supporters. These are important groups because they have the most potential to actively support a local development, but have not done so. As these groups are fairly similar, and to make results more reliable, the analysis below combines the two groups together.

Chart 27: Attitude and activity segmentation – Focus on potential active supports (segments 2 & 3)

Focus on inactive and potentially active supporters of local housebuilding - selected high scoring sub-groups (UK average = 16%)

■ % in segments 2 or 3



Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online, weighted and representative of all UK adults (aged 18+) by standard demographics. Base: 20,176 Base: all classifiable (19690, UK)

ACORN Results

This section examines the survey results by ACORN group. This is a geo-demographic segmentation by CACI, which is widely used in the public and private sector. To get the most out of this section, visit the CACI website to find out more about the ACORN groups. Purchasing a license from CACI allows users to access unlimited local level ACORN data.

The ACORN groups are broadly in descending order of wealth/ income/ education. The groups vary widely in size, therefore the sample sizes in a few groups are rather low, and all ACORN results, aside from very large differences in groups with larger samples, should be treated as indicative.

The grid below gives a summary of the results, by ACORN group.

Chart 28: Standpoint on local housebuilding and whether actively supported or opposed, by ACORN group

	Survey sample size	% strongly support	Total % support	% Strongly oppose	Total % oppose	% actively supported in last three years	% actively opposed in the last three years
Lavish lifestyles	172	11%	45%	13%	41%	4%	21%
Executive Wealth	2501	8%	37%	15%	40%	3%	16%
Mature Money	2076	9%	37%	15%	40%	3%	15%
City Sophisticates	808	27%	61%	7%	19%	7%	8%
Career Climbers	1332	20%	49%	9%	30%	6%	11%
Countryside Communities	1379	11%	39%	16%	38%	5%	10%
Successful Suburbs	1300	12%	44%	13%	34%	4%	12%
Steady Neighbourhoods	1736	12%	42%	11%	31%	2%	9%
Comfortable Seniors	580	10%	38%	17%	38%	2%	10%
Starting Out	956	19%	51%	8%	26%	5%	9%
Student Life	433	26%	59%	7%	19%	3%	7%
Modest Means	1412	17%	52%	8%	25%	3%	8%
Striving Families	1319	18%	49%	10%	28%	4%	10%
Poorer Pensioners	864	20%	55%	6%	22%	4%	6%
Young Hardship	1050	24%	58%	7%	20%	5%	5%
Struggling Estates	1068	27%	59%	8%	18%	7%	6%
Difficult Circumstances	724	28%	63%	4%	12%	5%	6%

Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online. Weighted and are representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The grid above shows that:

- Support for housebuilding locally is highest in three distinct parts of the ACORN classification – among City sophisticates, Student Life, and also the bottom two groups, Young hardship and Struggling Estates.
- Opponents do not statistically significantly outnumber supporters in any group, even the most oppositional.
- Opposition to local housebuilding is highest in the top three groups, with older and more rural groups further down also showing high levels.
- The top three ACORN groups account for a large proportion of active opposition.
- Active support is fairly flat across the ACORN groups – it is barely any higher among the bottom groups who are much more supportive of housebuilding than the top groups.
- City sophisticates are most likely to actively support a local housebuilding development, but this group are in fact still more likely to actively oppose.

The table below shows the top four reasons for supporting local housebuilding, by ACORN group.

Chart 29: Top 4 reasons for support, by ACORN group

	Sample size	Support: top reason	Support: 2nd reason	Support: 3rd reason	Support: 4th reason
Lavish lifestyles	75	Would help young people and families onto the housing ladder	Would make housing more affordable in my area	Would generally improve the local area	Would boost my local economy
Executive Wealth	935	Would help young people and families onto the housing ladder	It would help people and families on lower incomes to get on the housing ladder	Would boost my local economy	Would make housing more affordable in my area
Mature Money	767	Would help young people and families onto the housing ladder	It would help people and families on lower incomes to get on the housing ladder	Would make housing more affordable in my area	Would boost my local economy
City Sophisticates	479	Would help young people and families onto the housing ladder	Would make housing more affordable in my area	Help people and families on lower incomes to get on the housing ladder	Would boost my local economy
Career Climbers	647	Would help young people and families onto the housing ladder	Would make housing more affordable in my area	Help people and families on lower incomes to get on the housing ladder	Would boost my local economy
Countryside Communities	536	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	It would boost my local economy	Would make housing more affordable in my area
Successful Suburbs	536	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	It would boost my local economy	Would make housing more affordable in my area
Steady Neighbourhoods	752	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	It would make housing more affordable in my area	Would boost my local economy
Comfortable Seniors	201	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	Would make housing more affordable in my area	Would boost my local economy
Starting Out	469	Would help young people and families onto the housing ladder	Would make housing more affordable in my area	Help people and families on lower incomes to get on the housing ladder	Would boost my local economy

	Sample size	Support: top reason	Support: 2nd reason	Support: 3rd reason	Support: 4th reason
Student Life	262	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	It would make housing more affordable in my area	It would boost my local economy
Modest Means	704	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	Would make housing more affordable in my area	It would boost my local economy
Striving Families	640	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	Would make housing more affordable in my area	It would bring more jobs to the area
Poorer Pensioners	475	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	It would boost my local economy	It would bring more jobs to the area
Young Hardship	609	Would help young people and families onto the housing ladder	Help people and families on lower incomes to get on the housing ladder	Would make housing more affordable in my area	It would boost my local economy
Struggling Estates	603	Help people and families on lower incomes to get on the housing ladder	Would help young people and families onto the housing ladder	Would make housing more affordable in my area	It would boost my local economy
Difficult Circumstances	457	Help people and families on lower incomes to get on the housing ladder	Would help young people and families onto the housing ladder	Would make housing more affordable in my area	It would bring more jobs to the area

Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online. Weighted and are representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

Chart 30: Top 4 reasons for opposition, by ACORN group

Sample size		Opposition: top reason	Opposition: 2nd reason	Opposition: 3rd reason	Opposition: 4th reason
Lavish lifestyles	67	It would impact on local roads	Take up green space	Impact on local schools and education facilities	It would ruin the way my local area looks
Executive Wealth	1007	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
Mature Money	820	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
City Sophisticates	166	It would impact on local roads	Take up green space	Impact on local schools and education facilities	It would ruin the way my local area looks
Career Climbers	397	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
Countryside Communities	536	Take up green space	It would impact on local roads	Impact on local healthcare	Impact on local schools and education facilities
Successful Suburbs	457	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
Steady Neighbourhoods	561	It would impact on local roads	Impact on local schools and education facilities	Take up green space	Impact on local healthcare
Comfortable Seniors	230	It would impact on local roads	Take up green space	Impact on local healthcare	Impact on local schools and education facilities
Starting Out	269	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
Student Life	82	Take up green space	It would impact on local roads	Impact on local schools and education facilities	Impact on local healthcare
Modest Means	379	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
Striving Families	373	Take up green space	It would impact on local roads	Impact on local schools and education facilities	Impact on local healthcare
Poorer Pensioners	193	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
Young Hardship	221	It would impact on local roads	Take up green space	Impact on local healthcare	Impact on local schools and education facilities
Struggling Estates	207	It would impact on local roads	Take up green space	Impact on local schools and education facilities	Impact on local healthcare
Difficult Circumstances	96	Take up green space	It would impact on local roads	Impact on local healthcare	Impact on local schools and education facilities

Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online. Weighted and are representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

Chart 31: Top 5 factors that would make me more likely to support a local housing development, by ACORN group.

	Sample size	Influencing factor: Top	Influencing factor: 2nd	Influencing factor: 3rd	Influencing factor: 4th	Influencing factor: 5th
Lavish lifestyles	172	If local roads and infrastructure improved	If local services increased / improved	Properties in keeping with my local area	Was environmentally friendly /sustainable	Properties had high quality design
Executive Wealth	2501	If local roads and infrastructure improved	If local services increased / improved	If also putting money into community facilities	Properties in keeping with my local area	Properties had high quality design
Mature Money	2076	If local roads and infrastructure improved	If local services increased / improved	If also putting money into community facilities	Properties in keeping with my local area	Was environmentally friendly /sustainable
City Sophisticates	808	If also putting money into community facilities	If local roads and infrastructure improved	Properties in keeping with my local area	High proportion were affordable	Properties had high quality design
Career Climbers	1332	If local roads and infrastructure improved	If also putting money into community facilities	If local services increased / improved	Properties in keeping with my local area	Was environmentally friendly /sustainable
Countryside Communities	1379	If local roads and infrastructure improved	Properties in keeping with my local area	If also putting money into community facilities	Local people given priority to buy/ rent	If local services increased / improved
Successful Suburbs	1300	If local roads and infrastructure improved	If local services increased / improved	If also putting money into community facilities	Properties in keeping with my local area	Provided jobs for local people
Steady Neighbourhoods	1736	If local roads and infrastructure improved	If local services increased / improved	If also putting money into community facilities	Provided jobs for local people	High proportion were affordable
Comfortable Seniors	580	If local roads and infrastructure improved	If local services increased / improved	If also putting money into community facilities	Provided jobs for local people	High proportion were affordable
Starting Out	956	If local roads and infrastructure improved	If also putting money into community facilities	If local services increased / improved	High proportion were affordable	Was environmentally friendly /sustainable
Student Life	433	High proportion were affordable	If local roads and infrastructure improved	If also putting money into community facilities	Was environmentally friendly /sustainable	If local services increased / improved
Modest Means	1412	If local roads and infrastructure improved	If local services increased / improved	Provided jobs for local people	If also putting money into community facilities	High proportion were affordable
Striving Families	1319	If local roads and infrastructure improved	If also putting money into community facilities	If local services increased / improved	Provided jobs for local people	Local people given priority to buy/ rent

	Sample size	Influencing factor: Top	Influencing factor: 2nd	Influencing factor: 3rd	Influencing factor: 4th	Influencing factor: 5th
Poorer Pensioners	864	If local roads and infrastructure improved	Local people given priority to buy/ rent	Provided jobs for local people	If also putting money into community facilities	If local services increased / improved
Young Hardship	1050	Provided jobs for local people	High proportion were affordable	If local roads and infrastructure improved	If also putting money into community facilities	Local people given priority to buy/ rent
Struggling Estates	1068	High proportion were affordable	Local people given priority to buy/ rent	Provided jobs for local people	If local roads and infrastructure improved	If also putting money into community facilities
Difficult Circumstances	724	Local people given priority to buy/ rent	If local roads and infrastructure improved	Provided jobs for local people	If also putting money into community facilities	High proportion were for social rent
Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online. Weighted and are representative of all UK adults (aged 18+) by standard demographics. Base: 20,176						

The table below shows the results of the segmentation combining standpoint and activity level on local housebuilding, by ACORN group. It is preceded by a reminder on the names/ definitions of the segments:

Active supporter/ potential active supporter	Inactive strong supporter	Potential active supporter	Inactive supporter	Inactive neutral	Active neutral	Inactive opposer	Potential active opposer	Inactive strong opposer	Active opposer / potential active opposer
Seg 1	Seg 2	Seg 3	Seg 4	Seg 5	Seg 6	Seg 7	Seg 8	Seg 9	Seg 10

Chart 32: Local housebuilding segmentation, by ACORN group.

	Sam- ple size	Seg 1	Seg 2	Seg 3	Seg 4	Seg 5	Seg 6	Seg 7	Seg 8	Seg 9	Seg 10
All classifiable	19690	8%	10%	7%	22%	22%	3%	12%	3%	5%	9%
Lavish lifestyles	155	6%	7%	2%	23%	14%	8%	19%	3%	5%	14%
Executive Wealth	2193	4%	5%	5%	21%	20%	5%	16%	4%	5%	15%
Mature Money	1806	4%	6%	5%	20%	21%	4%	15%	4%	7%	13%
City Sophisticates	689	14%	14%	9%	21%	19%	4%	8%	3%	4%	4%
Career Climbers	1286	10%	12%	6%	20%	19%	3%	14%	2%	3%	10%
Countryside Communities	1214	6%	6%	7%	19%	21%	3%	12%	7%	7%	12%
Successful Suburbs	1217	6%	7%	6%	23%	21%	4%	14%	3%	6%	11%
Steady Neighbourhoods	1833	5%	7%	6%	22%	26%	3%	14%	3%	5%	9%
Comfortable Seniors	560	4%	7%	6%	19%	23%	2%	14%	4%	7%	13%
Starting Out	1015	10%	12%	6%	21%	21%	4%	13%	3%	4%	7%
Student Life	481	9%	16%	10%	21%	22%	3%	9%	3%	4%	4%
Modest Means	1502	8%	10%	8%	24%	23%	2%	10%	4%	3%	8%
Striving Families	1545	9%	10%	6%	22%	22%	4%	11%	4%	4%	9%
Poorer Pensioners	867	12%	10%	10%	23%	22%	2%	11%	2%	3%	6%
Young Hardship	1152	10%	14%	8%	24%	21%	2%	9%	3%	3%	5%
Struggling Estates	1161	14%	15%	7%	22%	23%	2%	6%	3%	4%	4%
Difficult Circumstances	872	14%	16%	8%	23%	24%	2%	5%	1%	3%	3%

Source: YouGov Plc, fieldwork 30th January - 18th February 2015, carried out online. Weighted and are representative of all UK adults (aged 18+) by standard demographics. Base: 20,176

The table above shows that Active Supporters appear to be most commonly found among City Sophisticates and in the lower groups Struggling Estates and Difficult Circumstances. Being strongly supportive of local housebuilding, but not active, seems most common among Student Life and the bottom two groups again.

With the exception of City Sophisticates, active opposition seems much more common at the upper end of the ACORN classification than the lower end.

Appendix A – Survey questionnaire

Q1. To what extent would you support or oppose more homes being built in your local area?

- Base: All UK Adults
- Strongly support
- Tend to support
- Neither support nor oppose
- Tend to oppose
- Strongly oppose
- Don't know

Q2. For the following question, by “actively support or oppose”, we mean engaging in a cause by doing things like signing an online petition, attending a protest meeting, or writing to the council etc. Have you actively supported or opposed ANY housing developments in your local area in the last three years (i.e. since January 2012)? (Please select all that apply. If you haven't been aware of any housing developments in your local area you that you actively could support or oppose in the last three years, please select the “Not applicable” option)

- Base: All UK Adults online
- Yes, I have actively opposed a housing development in the last three years
- Yes, I have actively supported a housing development in the last three years
- No, I haven't done either of these
- Not applicable - I haven't been aware of any housing developments near me that I could actively support or oppose in the last three years

Q3. You previously said that you would oppose more homes being built in your local area... Which, if any, of the following are reasons for this? (Please select all that apply)

- Base: All UK Adults who would oppose homes being built in their local area
- It would impact negatively on local schools and education facilities (e.g. additional competition for places, strain on resources etc.)
- It would impact on local roads (e.g. more traffic, extend journey times etc.)
- It would impact on local healthcare (e.g. strain on resources)
- It could bring the wrong “type of person” to my local area
- It would ruin the way my local area looks
- It would take up green space
- There is no demand for new homes in my area
- It might mean the value of my home would decrease
- Other
- Don't know

Q4. You previously said that you would support more homes being built in your local area... Which, if any, of the following are reasons for this? (Please select all that apply)

- Base: All UK Adults who would support homes being built in their local area
- It would bring more jobs to the area
- It would help young people and families onto the housing ladder
- It would boost my local economy
- It would make housing more affordable in my area
- It would help people and families on lower incomes to get on the housing ladder
- It would generally improve the local area
- It could create more open spaces (e.g. between housing areas)
- It would bring in funds to improve local services and facilities
- Other
- Don't know

Q5. Please imagine there is a proposal for a new housing development in your local area in the future... Which, if any, of the following would make you more likely to support the proposal? (Please select all that apply. If nothing would make you more likely to support this, please select the "Not applicable" option)

- Base: All UK Adults
- If local services increased in number/ improved (i.e. schools, hospitals etc.)
- If a high proportion of the new properties were affordable
- If a high proportion of the new properties were for social rent (i.e. were part of social housing schemes)
- If a low proportion were for social rent (i.e. were part of social housing schemes)
- If local people were given priority for buying/ renting the properties
- If the properties had high quality design
- If the properties was in keeping with my local area
- If the development was environmentally friendly and sustainable
- If local roads and infrastructure improved
- If it was be a mixture of housing tenures (i.e. a combination of rented and owned)
- If the developers were also putting money into community facilities
- If it provided jobs and apprenticeships for local people
- If local people were involved in the housing design (i.e. external and internal)
- None of these
- Don't know

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