

Findings from a survey of the public conducted on behalf of the Northern Housing Consortium



May 2011

Methodology

ComRes interviewed 4,015 GB adults online between 4th and 8th May 2011. Data were weighted to be representative demographically of all GB adults. ComRes is a member of the British Polling Council and abides by its rules (www.britishpollingcouncil.org).

Guidelines for the public use of survey results

ComRes is a member of the British Polling Council and abides by its rules (www.britishpollingcouncil.org). This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain, must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Results

Q1. In principal, how likely or otherwise would you be to support each of the following?

	All British adults (likely to support)	Adults from the north only (likely to support)
A new development of private housing in your area	42%	46%
A new development of affordable housing in your area	57%	58%
Bringing homes that are currently unoccupied back into use in your area	82%	81%

- Overall, levels of support for each of the three different types of housing development tested are similar among adults living in the north of England and people from other regions.
- Developments that bring homes that are currently unoccupied back into use are most likely to receive support, while new developments of private housing split the population (46% of adults from the north of England are likely to support such a development, compared to 45% who answer 'unlikely').
- Interestingly, those living in the north of England from social groups C1 and C2 are more likely to say that they would support a new development of private housing in their area than those from AB or DE. Moreover, adults from the north of England in social group AB are slightly less likely than northerners from other social groups to say that they would support a development of affordable housing in their area.

Q2. Councils that bring unoccupied homes back into use or that allow new housing developments to be built in their area now receive extra funding from central government. In principle, how would this additional funding for your local council affect your level of support for each of the following, if at all?

	All British adults (more likely to support)	Adults from the north only (more likely to support)
A new development of private housing in your area	29%	31%
A new development of affordable housing in your area	44%	45%
Bringing homes that are currently unoccupied back into use in your area	59%	60%

- Again, British adults living in the north of England respond similarly to those from other regions.
- Overall, extra funding from central government for councils is most likely to have an impact on the public's level of support for developments bringing homes that are currently unoccupied back into use in their area.

- Younger generations in the north of England are more likely than older people to say that they would be more likely to support a new development of private housing in their area if their council were to receive additional funding. 42% of 18-24 year olds say that this would be the case, compared to 26% of people aged 65 or over who say the same.

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