Design Council Home of 2030– 29th to 30th January 2020

Methodology: Savanta ComRes interviewed 2,039 English adults online from the 29th to 30th January 2020. Data were weighted to be demographically representative of English adults by age, gender and region. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at **www.comresglobal.com**

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 1
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
Summary Table
Base: All respondents

		A home that is simple to fix and maintain without assistance	A home that is my current home, but with improvements	A home that looks attractive and has its own identity	A home that gets the basics right (e.g. noise, light, ventilation, temperature)	A home where I don't have to worry about everything working as it should	Having control over what digital technology can do in my home	A home where it is possible for me to work from home	More choice and freedom over housing options (e.g. rent, mortgage, community led etc.)	Having the opportunity to contribute to the design of my home	A home that's easy to adapt or extend
Unweighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
NET: Important		1821 89%	1266 62%	1547 76%	1894 93%	1845 90%	1425 70%	986 48%	1205 59%	1230 60%	1342 66%
Very important	(4)	925 45%	438 21%	530 26%	1160 57%	1075 53%	653 32%	439 22%	475 23%	423 21%	430 21%
Fairly important	(3)	896 44%	828 41%	1017 50%	734 36%	769 38%	772 38%	547 27%	730 36%	807 40%	912 45%
Not very important	(2)	119 6%	417 20%	358 18%	68 3%	97 5%	384 19%	416 20%	429 21%	533 26%	470 23%
Not important at all	(1)	23 1%	193 9%	60 3%	7 *	15 1%	124 6%	521 26%	216 11%	167 8%	129 6%
NET: Not important		141 7%	610 30%	418 20%	75 4%	112 5%	508 25%	938 46%	645 32%	700 34%	599 29%
Don't know		77 4%	163 8%	74 4%	71 3%	82 4%	106 5%	115 6%	189 9%	109 5%	98 5%
Mean		3.39	2.81	3.03	3.55	3.48	3.01	2.47	2.79	2.77	2.85
Standard deviation		0.65	0.91	0.76	0.58	0.63	0.89	1.12	0.96	0.89	0.84
Standard error		0.01	0.02	0.02	0.01	0.01	0.02	0.03	0.02	0.02	0.02

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 2
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that is simple to fix and maintain without assistance
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1821 89%	858 86%	963 92%A	197 85%	307 86%	296 89%	322 89%	270 93%CD	428 92%CD	504 86%	618 89%	698 92%IJ	502 90%	515 90%	374 89%	429 87%	274 92%Q	775 87%
Very important	(4)	925 45%	416 42%	509 49%A	76 33%	126 35%	157 47%CD	164 45%CD	153 52%CDf	249 54%CDeF	202 34%	320 46%I	402 53%IJ	254 46%	256 45%	194 46%	220 45%	120 40%	372 42%
Fairly important	(3)	896 44%	442 44%	454 44%	121 52%EfGH	181 51%EfGH	139 42%	159 44%	117 40%	179 38%	302 52%JK	298 43%	296 39%	248 45%	258 45%	180 43%	210 43%	154 52%q	403 45%
Not very important	(2)	119 6%	71 7%B	47 5%	12 5%	23 6%	24 7%h	25 7%	14 5%	21 4%	35 6%	49 7%K	34 5%	33 6%	37 7%	23 6%	25 5%	11 4%	67 8%P
Not important at all	(1)	23 1%	10 1%	12 1%	2 1%	9 3%EfG	1 *	3 1%	-	8 2%eG	12 2%J	3 1%	8 1%	5 1%	4 1%	4 1%	10 2%m	1 *	9 1%
NET: Not important		141 7%	81 8%B	60 6%	15 6%	32 9%G	25 8%	28 8%	14 5%	28 6%	46 8%k	53 8%	42 6%	37 7%	41 7%	28 7%	35 7%	12 4%	76 9%P
Don't know		77 4%	56 6%B	21 2%	20 8%dEFGH	17 5%H	11 3%	13 3%	8 3%	9 2%	36 6%JK	23 3%	18 2%	17 3%	16 3%	17 4%	28 6%LM	12 4%	38 4%
Mean		3.39	3.35	3.43A	3.28	3.25	3.41CD	3.38cD	3.49CDF	3.47CDf	3.26	3.39I	3.48IJ	3.39	3.38	3.40	3.38	3.37	3.34
Standard deviation		0.65	0.67	0.64	0.62	0.70	0.64	0.65	0.59	0.66	0.67	0.65	0.64	0.64	0.64	0.65	0.69	0.58	0.67
Standard error		0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 3
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important,
if at all, would each of the following factors be for you?
A home that is simple to fix and maintain without assistance
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
							Region							Do you have any children aged 18 or under? If so, how old are they?					
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1821 89%	89 90%	248 91%k	178 90%	191 90%	161 91%	207 91%k	270 86%	294 89%	183 88%	1294 89%	519 90%	467 91%	409 90%	207 92%	235 90%	202 90%	110 87%
Very important	(4)	925 45%	48 48%	114 42%	97 49%	99 47%	73 41%	111 49%m	147 47%	151 46%	84 40%	673 46%u	247 43%	220 43%	191 42%	105 47%u	104 40%	91 41%	56 44%
Fairly important	(3)	896 44%	41 41%	133 49%gK	81 41%	92 43%	88 50%gK	96 42%	123 39%	143 44%	98 47%k	621 43%	272 47%p	247 48%p	218 48%p	102 45%	131 50%P	110 49%p	54 43%
Not very important	(2)	119 6%	5 5%	13 5%	12 6%	13 6%	7 4%	13 6%	19 6%	19 6%	18 8%i	88 6%	30 5%	24 5%	25 5%	9 4%	12 5%	14 6%	9 8%
Not important at all	(1)	23 1%	1 1%	2 1%	4 2%	1 *	2 1%	3 1%	4 1%	5 1%	1 1%	15 1%	7 1%	7 1%	7 1%	3 1%	5 2%	3 2%	2 2%
NET: Not important		141 7%	6 6%	16 6%	16 8%	14 6%	9 5%	16 7%	23 7%	23 7%	19 9%	102 7%	36 6%	31 6%	31 7%	12 5%	17 7%	17 8%	12 9%
Don't know		77 4%	4 4%	8 3%	4 2%	9 4%	7 4%	4 2%	21 7%FGJl	12 4%	7 3%	53 4%	20 3%	16 3%	16 3%	6 3%	8 3%	5 2%	5 4%
Mean		3.39	3.43	3.37	3.40	3.41	3.37	3.42	3.41	3.39	3.32	3.40	3.37	3.37	3.35	3.42u	3.32	3.32	3.34
Standard deviation		0.65	0.65	0.62	0.70	0.63	0.62	0.66	0.67	0.67	0.66	0.65	0.64	0.64	0.66	0.63	0.66	0.66	0.71
Standard error		0.01	0.06	0.04	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.02	0.03	0.03	0.03	0.04	0.04	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 4
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important,
if at all, would each of the following factors be for you?
A home that is simple to fix and maintain without assistance
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disability (c)	Physical disability (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1821 89%	199 92%	98 93%	30 91%	89 91%	18 89%	1596 90%	8 41%	19 86%	1682 90%	87 91%	27 80%	15 82%	6 66%	1 30%	1 26%	2 40%
Very important	(4)	925 45%	112 52%f	57 55%f	15 45%	52 53%	10 48%	799 45%	5 24%	9 41%	868 46%	37 38%	12 37%	4 20%	2 29%	-	-	1 20%
Fairly important	(3)	896 44%	87 40%	41 39%	15 46%	36 37%	8 41%	796 45%	3 17%	10 45%	814 44%	51 53%i	14 43%	11 62%	3 38%	1 30%	1 26%	1 20%
Not very important	(2)	119 6%	11 5%	3 3%	1 2%	5 5%	2 11%	104 6%	3 13%	1 6%	108 6%	4 4%	2 7%	2 9%	-	2 47%	-	1 26%
Not important at all	(1)	23 1%	2 1%	2 2%	-	-	-	18 1%	1 7%	1 5%	16 1%	2 2%	2 6%	-	1 16%	-	1 27%	-
NET: Not important		141 7%	13 6%	5 5%	1 2%	5 5%	2 11%	122 7%	4 21%	2 11%	124 7%	6 6%	4 13%	2 9%	1 16%	2 47%	1 27%	1 26%
Don't know		77 4%	5 2%	2 2%	2 7%	5 5%a	-	64 4%	7 38%	1 3%	64 3%	3 3%	2 7%	2 9%	1 17%	1 23%	2 47%	2 34%
Mean		3.39	3.46	3.48	3.46	3.51	3.37	3.38	2.94	3.25	3.40	3.32	3.19	3.13	2.95	2.38	1.98	2.91
Standard deviation		0.65	0.64	0.67	0.55	0.59	0.70	0.65	1.08	0.81	0.64	0.65	0.85	0.56	1.15	0.62	1.35	0.98
Standard error		0.01	0.04	0.07	0.10	0.06	0.15	0.02	0.31	0.19	0.02	0.07	0.16	0.15	0.52	0.36	0.96	0.57

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 5
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that is my current home, but with improvements
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1266 62%	582 58%	684 66%A	113 49%	196 55%	219 66%CD	245 68%CD	182 62%Cd	311 67%CD	309 53%	464 67%I	493 65%I	343 62%	342 60%	267 64%	314 64%	195 65%	552 62%
Very important	(4)	438 21%	175 18%	263 25%A	31 14%	72 20%c	86 26%CdG	94 26%CdG	53 18%	102 22%C	103 18%	180 26%IK	155 20%	106 19%	119 21%	91 22%	122 25%L	52 17%	212 24%P
Fairly important	(3)	828 41%	407 41%	421 40%	82 35%	124 35%	133 40%	151 42%d	129 44%cD	209 45%CD	206 35%	284 41%I	338 45%I	237 43%	222 39%	177 42%	192 39%	143 48%Q	340 38%
Not very important	(2)	417 20%	217 22%	200 19%	54 23%	72 20%	66 20%	70 19%	65 22%	91 20%	125 21%	136 20%	156 21%	124 22%o	128 22%o	78 19%	87 18%	64 22%	171 19%
Not important at all	(1)	193 9%	103 10%	89 9%	32 14%EFgH	58 16%EFGH	20 6%	28 8%	25 8%	31 7%	90 15%JK	48 7%	55 7%	42 8%	61 11%l	39 9%	50 10%	18 6%	95 11%P
NET: Not important		610 30%	321 32%B	289 28%	85 37%EFH	130 36%EFH	86 26%	97 27%	90 31%	122 26%	215 37%JK	184 26%	212 28%	167 30%	190 33%no	117 28%	137 28%	82 28%	266 30%
Don't know		163 8%	93 9%B	70 7%	33 14%DEFGH	30 8%	27 8%	20 5%	21 7%	33 7%	63 11%JK	47 7%	54 7%	47 8%	40 7%	34 8%	42 8%	21 7%	70 8%
Mean		2.81	2.72	2.88A	2.57	2.64	2.93CDG	2.91CDg	2.77C	2.88CDg	2.62	2.92I	2.84I	2.80	2.75	2.83	2.86	2.83	2.82
Standard deviation		0.91	0.90	0.91	0.94	1.01	0.87	0.89	0.86	0.85	0.99	0.88	0.86	0.86	0.93	0.91	0.94	0.81	0.95
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by Savanta ComRes

Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 6
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that is my current home, but with improvements
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456*	225	260	224	126
NET: Important		1266 62%	68 69%L	181 67%ijL	134 68%ijL	136 64%L	103 59%	135 59%	197 63%l	181 55%	130 62%l	862 59%	400 69%P	360 70%Pt	328 72%PQt	148 66%p	190 73%PT	170 76%PQRT	91 73%P
Very important	(4)	438 21%	24 24%i	53 19%	45 23%	44 21%	28 16%	44 20%	84 27%fIjl	66 20%	51 24%i	284 20%	151 26%P	136 26%P	127 28%P	58 26%P	79 30%Pqr	62 28%P	42 33%Pq
Fairly important	(3)	828 41%	44 44%	129 47%KLm	89 45%kL	92 43%l	75 43%l	91 40%	114 36%	115 35%	80 38%	578 40%	248 43%	224 44%	202 44%	89 40%	111 43%	108 48%Pqrtw	50 39%
Not very important	(2)	417 20%	18 18%	52 19%	37 18%	35 17%	34 19%	56 25%Hk	55 18%	86 26%fgHK	45 21%	312 22%qRsu	101 18%	88 17%	80 17%	37 17%	42 16%	37 16%	23 18%
Not important at all	(1)	193 9%	5 5%	18 7%	14 7%	25 12%ef	14 8%	22 10%	33 10%	41 13%eFG	20 10%	152 10%QRSUVw	41 7%SUv	35 7%SUv	24 5%	23 10%qRSUV	12 4%	10 5%	6 5%
NET: Not important		610 30%	23 23%	70 26%	50 25%	60 28%	48 27%	78 34%EFG	88 28%	127 39%EFGHIK	65 31%	464 32%QRSUVw	141 25%su	122 24%u	104 23%	60 27%u	53 21%	47 21%	29 23%
Don't know		163 8%	8 8%	20 8%	14 7%	17 8%	25 14%FGhJLM	14 6%	29 9%	22 7%	13 6%	123 9%qSV	34 6%V	32 6%V	24 5%v	17 7%v	16 6%v	7 3%	5 4%
Mean		2.81	2.95jL	2.86L	2.90jL	2.79	2.77	2.74	2.87L	2.67	2.82l	2.75	2.94P	2.96P	3.00PQt	2.88p	3.06PQRT	3.02P	3.05P
Standard deviation		0.91	0.84	0.83	0.85	0.93	0.86	0.91	0.97	0.96	0.94	0.92	0.87	0.87	0.84	0.94	0.83	0.80	0.86
Standard error		0.02	0.09	0.05	0.06	0.07	0.07	0.06	0.06	0.05	0.07	0.02	0.04	0.04	0.04	0.07	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

Savanta:
ComRes

Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 7
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that is my current home, but with improvements
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1266 62%	148 68%f	75 71%f	23 71%	64 66%	11 55%	1090 61%	9 50%	18 84%	1164 62%	63 66%	20 59%	11 59%	5 56%	-	2 53%	1 26%
Very important	(4)	438 21%	56 26%	25 24%	10 32%	31 31%	3 16%	372 21%	3 14%	7 32%	402 22%	19 20%	11 34%	2 9%	2 29%	-	-	1 26%
Fairly important	(3)	828 41%	92 43%D	49 47%d	13 39%	34 34%	8 40%	718 40%	7 36%	11 52%	762 41%	44 46%	8 25%	9 50%	2 27%	-	2 53%	-
Not very important	(2)	417 20%	39 18%	18 17%	7 20%	14 14%	5 26%	377 21%	1 3%	1 3%	386 21%	15 15%	9 27%	4 21%	2 26%	2 47%	-	-
Not important at all	(1)	193 9%	15 7%	5 5%	-	9 9%	4 18%	178 10%b	-	-	181 10%	10 11%	1 2%	1 6%	-	-	-	-
NET: Not important		610 30%	53 25%	23 22%	7 20%	23 24%	9 45%	555 31%ab	1 3%	1 3%	567 30%	25 26%	10 29%	5 27%	2 26%	2 47%	-	-
Don't know		163 8%	15 7%	7 7%	3 9%	10 10%	-	136 8%	9 47%	3 13%	140 7%	8 8%	4 12%	2 14%	1 17%	2 53%	2 47%	4 74%
Mean		2.81	2.94F	2.97f	3.13	2.98	2.53	2.78	3.19	3.33	2.80	2.82	3.03	2.73	3.03	2.00	3.00	4.00
Standard deviation		0.91	0.87	0.81	0.76	0.97	0.99	0.92	0.56	0.56	0.91	0.91	0.90	0.76	0.88	-	0.00	-
Standard error		0.02	0.06	0.08	0.14	0.10	0.21	0.02	0.17	0.14	0.02	0.10	0.17	0.20	0.40	-	0.00	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 8
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that looks attractive and has its own identity
Base: All respondents

| | | Total | Gender | | Age | | | | | | 18-34 | 35-54 | 55+ | Social Grade | | | | Employment Sector | |
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	(i)	(j)	(k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1547 76%	723 73%	824 79%A	181 78%G	273 77%G	275 83%dFGH	269 74%g	199 68%	351 75%G	454 77%k	544 78%K	550 73%	438 79%mo	425 74%	321 77%	363 74%	230 77%	691 78%
Very important	(4)	530 26%	229 23%	301 29%A	69 30%GH	99 28%gH	109 33%fGH	94 26%h	62 21%	96 21%	168 29%K	203 29%K	158 21%	146 26%	145 25%	125 30%O	114 23%	76 25%	256 29%
Fairly important	(3)	1017 50%	494 50%	523 50%	112 48%	174 49%	166 50%	175 48%	137 47%	255 55%fG	286 49%	340 49%	391 52%	293 53%n	280 49%	196 47%	249 51%	154 52%	436 49%
Not very important	(2)	358 18%	186 19%	173 17%	28 12%	53 15%	45 13%	69 19%Ce	75 26%CDEFH	90 19%CE	80 14%	113 16%	165 22%IJ	84 15%	112 20%l	76 18%	86 17%	51 17%	139 16%
Not important at all	(1)	60 3%	36 4%b	24 2%	2 1%	10 3%	3 1%	13 4%cE	14 5%CE	16 4%cE	12 2%	17 2%	31 4%ij	16 3%	19 3%n	6 2%	17 4%n	6 2%	24 3%
NET: Not important		418 20%	222 22%b	196 19%	30 13%	63 18%	48 15%	82 23%CE	89 30%CDEFH	106 23%CdE	93 16%	130 19%	195 26%IJ	100 18%	132 23%L	83 20%	103 21%	57 19%	162 18%
Don't know		74 4%	51 5%B	23 2%	21 9%EFGH	20 6%eGH	9 3%	12 3%	4 2%	8 2%	41 7%JK	21 3%	13 2%	18 3%	15 3%	14 3%	26 5%M	11 4%	35 4%
Mean		3.03	2.97	3.08A	3.18FGH	3.08GH	3.18dFGH	3.00G	2.86	2.94	3.12K	3.08K	2.91	3.05	2.99	3.09mo	2.99	3.04	3.08
Standard deviation		0.76	0.77	0.74	0.68	0.76	0.70	0.78	0.81	0.74	0.73	0.75	0.77	0.74	0.78	0.75	0.76	0.73	0.75
Standard error		0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 9
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that looks attractive and has its own identity
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region						Do you have any children aged 18 or under? If so, how old are they?						
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1547 76%	73 73%	205 76%	154 77%	163 76%	129 73%	169 74%	241 77%	253 77%	161 77%	1078 74%	461 80%P	410 80%P	367 80%P	180 80%p	211 81%P	182 81%P	104 82%p
Very important	(4)	530 26%	25 25%	73 27%	42 21%	62 29%giJ	37 21%	47 20%	104 33%GIJM	90 27%j	50 24%	350 24%	177 31%P	156 30%P	137 30%P	73 32%P	79 30%P	70 31%P	41 33%P
Fairly important	(3)	1017 50%	48 49%	132 49%	112 56%hK	101 47%	91 52%k	122 54%K	137 44%	163 50%	111 53%K	728 50%	283 49%	254 49%	229 50%	107 48%	132 51%	111 50%	63 50%
Not very important	(2)	358 18%	20 21%	50 19%	35 18%	34 16%	38 21%k	48 21%K	45 14%	53 16%	35 17%	267 18%	90 16%	84 16%	72 16%	37 16%	42 16%	36 16%	17 14%
Not important at all	(1)	60 3%	4 4%	9 3%	6 3%	7 3%	3 2%	6 3%	8 2%	12 4%	5 2%	49 3%qrsu	10 2%	9 2%	7 2%	4 2%	2 1%	4 2%	2 1%
NET: Not important		418 20%	24 25%k	59 22%	41 21%	41 19%	41 23%k	54 24%k	53 17%	65 20%	40 19%	317 22%Qrsuw	100 17%	93 18%	79 17%	41 18%	44 17%	40 18%	19 15%
Don't know		74 4%	2 2%	7 3%	4 2%	9 4%	7 4%	5 2%	21 7%eFGJl	11 3%	8 4%	55 4%v	14 2%v	12 2%	10 2%v	4 2%	5 2%	2 1%	4 3%
Mean		3.03	2.96	3.02	2.98	3.07j	2.96	2.94	3.15EfGIJlm	3.04	3.02	2.99	3.12P	3.11P	3.12P	3.13P	3.13P	3.12P	3.17P
Standard deviation		0.76	0.80	0.77	0.72	0.78	0.72	0.73	0.77	0.78	0.73	0.76	0.73	0.73	0.72	0.74	0.71	0.74	0.71
Standard error		0.02	0.08	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.02	0.03	0.03	0.04	0.05	0.05	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 10
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that looks attractive and has its own identity
Base: All respondents

| | | Total | Q.6 Primary care giver | | | | | | | | Q.7 How often use technological devices | | | | | | | |
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1547 76%	162 75%	76 72%	27 83%	74 75%	16 78%	1357 76%	11 58%	18 80%	1426 76%	70 73%	26 77%	13 73%	6 72%	3 77%	1 26%	2 46%
Very important	(4)	530 26%	58 27%	24 23%	13 40%	24 25%	7 35%	460 26%	3 18%	9 39%	504 27%J	17 17%	5 16%	1 6%	2 29%	-	-	-
Fairly important	(3)	1017 50%	104 48%	51 49%	14 43%	49 50%	9 43%	896 50%	8 41%	9 41%	922 49%	53 56%	21 61%	12 67%	4 44%	3 77%	1 26%	2 46%
Not very important	(2)	358 18%	41 19%	23 22%	3 10%	17 17%	3 17%	314 18%	1 3%	2 7%	333 18%	17 18%	5 16%	1 7%	1 10%	-	1 27%	-
Not important at all	(1)	60 3%	4 2%	2 2%	-	1 1%	1 3%	56 3%	-	-	55 3%	4 5%	-	-	-	-	-	-
NET: Not important		418 20%	45 21%	25 24%	3 10%	18 18%	4 20%	370 21%	1 3%	2 7%	388 21%	21 22%	5 16%	1 7%	1 10%	-	1 27%	-
Don't know		74 4%	9 4%	4 4%	2 7%	6 7%	* 2%	55 3%	7 38%	3 13%	56 3%	5 5%	2 7%	4 20%	1 17%	1 23%	2 47%	3 54%
Mean		3.03	3.04	2.97	3.32	3.06	3.12	3.02	3.23	3.37	3.03	2.90	2.99	2.99	3.22	3.00	2.49	3.00
Standard deviation		0.76	0.74	0.75	0.67	0.70	0.82	0.76	0.56	0.65	0.76	0.75	0.59	0.42	0.70	0.00	0.68	0.00
Standard error		0.02	0.05	0.07	0.13	0.07	0.18	0.02	0.16	0.16	0.02	0.08	0.11	0.12	0.31	0.00	0.48	0.00

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 11
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that gets the basics right (e.g. noise, light, ventilation, temperature)
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1894 93%	900 90%	994 95%A	206 89%	321 90%	312 94%C	337 93%	273 93%c	445 96%CDf	527 90%	649 93%I	718 95%I	526 94%O	541 95%O	385 92%	442 90%	278 93%	822 93%
Very important	(4)	1160 57%	545 55%	614 59%a	140 60%D	175 49%	201 61%D	214 59%D	161 55%	269 58%D	315 54%	415 60%I	429 57%	317 57%	348 61%nO	230 55%	265 54%	160 54%	497 56%
Fairly important	(3)	734 36%	355 36%	380 36%	66 28%	146 41%Cef	111 33%	123 34%	112 38%C	177 38%C	212 36%	234 34%	289 38%j	209 38%	193 34%	155 37%	177 36%	119 40%	326 37%
Not very important	(2)	68 3%	42 4%B	26 2%	6 3%	17 5%H	9 3%	16 4%H	12 4%h	8 2%	23 4%	25 4%	20 3%	13 2%	17 3%	18 4%l	21 4%l	12 4%	29 3%
Not important at all	(1)	7 *	4 *	3 *	- -	1 *	1 *	- -	- -	5 1%fg	1 *	1 *	5 1%	3 1%	2 *	1 *	1 *	- -	1 *
NET: Not important		75 4%	46 5%B	29 3%	6 3%	18 5%h	10 3%	16 4%	12 4%	13 3%	24 4%	26 4%	24 3%	16 3%	19 3%	18 4%	22 4%	12 4%	30 3%
Don't know		71 3%	51 5%B	20 2%	20 9%dEFGH	16 5%H	10 3%	10 3%	8 3%	8 2%	36 6%JK	20 3%	15 2%	15 3%	12 2%	15 3%	29 6%LM	8 3%	36 4%
Mean		3.55	3.52	3.57	3.63Dg	3.46	3.59D	3.56D	3.52	3.55D	3.53	3.58	3.54	3.55	3.59o	3.52	3.52	3.51	3.55
Standard deviation		0.58	0.60	0.56	0.54	0.61	0.56	0.58	0.58	0.59	0.59	0.57	0.58	0.57	0.57	0.59	0.60	0.58	0.57
Standard error		0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 12
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that gets the basics right (e.g. noise, light, ventilation, temperature)
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1894 93%	92 92%	258 95%gk	179 90%	196 92%	165 94%	216 95%gk	286 91%	308 93%	194 93%	1352 93%	532 93%	477 93%	421 92%	209 93%	241 93%	208 93%	112 89%
Very important	(4)	1160 57%	49 49%	154 57%	117 59%	112 53%	98 55%	141 62%Eh	186 59%e	192 58%	112 54%	848 58%QRSUV	305 53%	272 53%	232 51%	128 57%u	131 50%	113 50%	66 53%
Fairly important	(3)	734 36%	43 43%gjK	104 38%	62 31%	83 39%	68 38%	76 33%	100 32%	117 35%	83 40%k	504 35%	228 40%p	205 40%p	188 41%P	81 36%	110 42%Pt	95 42%P	46 37%
Not very important	(2)	68 3%	4 4%	7 3%	13 7%fJkl	7 3%	6 3%	5 2%	9 3%	10 3%	7 3%	41 3%	27 5%p	22 4%	22 5%P	11 5%	12 5%	10 5%	10 8%Pqr
Not important at all	(1)	7 *	- -	- -	- -	2 1%k	- -	2 1%k	- -	1 *	1 1%	6 *	1 *	1 *	1 *	1 *	1 *	1 *	- -
NET: Not important		75 4%	4 4%	7 3%	13 7%fjkl	9 4%	6 3%	7 3%	9 3%	11 3%	8 4%	47 3%	28 5%	23 4%	24 5%p	11 5%	13 5%	11 5%	10 8%P
Don't know		71 3%	4 4%	6 2%	7 3%	9 4%	5 3%	4 2%	19 6%FJlm	11 3%	6 3%	51 4%	15 3%	14 3%	11 2%	4 2%	6 2%	5 2%	4 3%
Mean		3.55	3.47	3.55	3.54	3.49	3.54	3.59e	3.60ehm	3.56	3.50	3.57QRSUVw	3.49s	3.50	3.47	3.53	3.46	3.46	3.46
Standard deviation		0.58	0.58	0.55	0.62	0.62	0.56	0.59	0.55	0.57	0.60	0.57	0.60	0.59	0.61	0.61	0.61	0.60	0.64
Standard error		0.01	0.06	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.02	0.03	0.03	0.03	0.04	0.04	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 13
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that gets the basics right (e.g. noise, light, ventilation, temperature)
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1894 93%	205 95%	100 95%	28 85%	92 94%	20 96%	1659 93%	9 48%	21 97%	1755 94%j	85 89%	28 85%	15 85%	6 72%	1 22%	1 26%	2 46%
Very important	(4)	1160 57%	127 59%	63 60%	14 44%	62 63%	14 68%	1016 57%	5 24%	12 55%	1091 58%J	46 48%	12 35%	6 35%	2 29%	-	-	2 46%
Fairly important	(3)	734 36%	78 36%	37 35%	13 41%	30 31%	6 29%	643 36%	4 24%	9 42%	664 35%	40 41%	17 50%	9 50%	4 43%	1 22%	1 26%	-
Not very important	(2)	68 3%	4 2%	2 2%	2 6%	1 1%	1 4%	63 4%	2 8%	-	59 3%	5 5%	2 6%	-	1 11%	1 26%	-	-
Not important at all	(1)	7 *	1 1%	-	1 2%	1 1%	-	5 *	-	-	4 *	2 3%I	-	-	-	-	-	-
NET: Not important		75 4%	5 2%	2 2%	3 8%	2 2%	1 4%	68 4%	2 8%	-	64 3%	7 7%I	2 6%	-	1 11%	1 26%	-	-
Don't know		71 3%	7 3%	3 3%	2 7%	5 5%	-	55 3%	8 44%	1 3%	52 3%	4 4%	3 10%	3 15%	1 17%	2 53%	3 74%	3 54%
Mean		3.55	3.58	3.60	3.36	3.64	3.64	3.55	3.29	3.56	3.56J	3.39	3.32	3.41	3.22	2.46	3.00	4.00
Standard deviation		0.58	0.56	0.53	0.72	0.54	0.57	0.58	0.74	0.51	0.57	0.71	0.60	0.51	0.71	-	-	0.00
Standard error		0.01	0.04	0.05	0.14	0.06	0.12	0.01	0.22	0.12	0.01	0.07	0.11	0.14	0.32	-	-	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 14
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home where I don't have to worry about everything working as it should
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1845 90%	867 87%	977 94%A	200 86%	310 87%	298 90%	337 93%CD	266 91%	434 93%CDe	509 87%	635 92%I	700 92%I	505 91%	522 91%	378 90%	440 89%	266 89%	790 89%
Very important	(4)	1075 53%	473 48%	602 58%A	119 52%	161 45%	181 54%D	207 57%D	158 54%D	250 54%D	280 48%	387 56%I	408 54%I	292 52%	302 53%	219 52%	263 53%	152 51%	448 50%
Fairly important	(3)	769 38%	394 40%	375 36%	80 35%	149 42%	117 35%	131 36%	107 37%	184 40%	229 39%	248 36%	292 39%	214 38%	220 38%	159 38%	177 36%	114 38%	342 39%
Not very important	(2)	97 5%	60 6%B	37 4%	13 5%	21 6%	21 6%	14 4%	12 4%	17 4%	34 6%	34 5%	29 4%	30 5%	30 5%	17 4%	20 4%	20 7%	47 5%
Not important at all	(1)	15 1%	10 1%	5 *	- -	6 2%cE	- -	5 1%E	2 1%	3 1%	6 1%	5 1%	4 1%	3 1%	3 1%	6 1%	3 1%	1 *	9 1%
NET: Not important		112 5%	70 7%B	42 4%	13 5%	27 8%h	21 6%	19 5%	13 5%	20 4%	40 7%k	39 6%	33 4%	33 6%	33 6%	23 6%	23 5%	21 7%	56 6%
Don't know		82 4%	59 6%B	24 2%	19 8%EFH	18 5%FH	13 4%	7 2%	14 5%Fh	11 2%	38 6%JK	20 3%	25 3%	19 3%	17 3%	17 4%	29 6%lM	11 4%	42 5%
Mean		3.48	3.42	3.54A	3.50d	3.38	3.50D	3.51D	3.51D	3.50D	3.43	3.51I	3.51I	3.48	3.48	3.47	3.51	3.45	3.45
Standard deviation		0.63	0.66	0.59	0.61	0.68	0.62	0.64	0.61	0.60	0.66	0.63	0.60	0.63	0.63	0.65	0.61	0.64	0.65
Standard error		0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by Savanta ComRes

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 15
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home where I don't have to worry about everything working as it should
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1845 90%	92 92%	247 91%	185 93%hkM	187 88%	158 89%	215 94%HiKM	276 88%	304 92%hkm	181 87%	1318 91%	517 90%	462 90%	410 90%	203 91%	233 89%	204 91%	111 88%
Very important	(4)	1075 53%	45 45%	141 52%	104 52%	125 59%E	89 51%	118 52%	167 53%	180 54%	106 51%	779 54%s	289 50%	259 50%	222 49%	123 55%	127 49%	110 49%	58 46%
Fairly important	(3)	769 38%	47 47%HKm	106 39%H	81 41%H	62 29%	68 39%h	96 42%Hk	109 35%	124 38%H	75 36%	540 37%	228 40%	203 40%	188 41%	81 36%	106 41%	94 42%	53 42%
Not very important	(2)	97 5%	3 3%	12 4%	7 3%	16 7%gJL	10 6%j	5 2%	15 5%	11 3%	18 9%efGJL	58 4%	39 7%P	35 7%P	31 7%P	15 7%p	18 7%P	16 7%P	10 8%p
Not important at all	(1)	15 1%	1 1%	4 1%	3 1%	1 1%	1 1%	3 1%	1 *	1 *	- -	13 1%	2 *	2 *	2 1%	1 *	2 1%	1 1%	1 *
NET: Not important		112 5%	4 4%	15 6%	10 5%	17 8%jL	11 6%	8 4%	17 5%	12 4%	18 9%JL	71 5%	41 7%p	37 7%p	33 7%p	16 7%	20 8%p	17 8%	11 8%
Don't know		82 4%	4 4%	9 3%	4 2%	9 4%	8 4%	5 2%	22 7%fGJ	14 4%	9 4%	61 4%v	17 3%v	15 3%v	12 3%v	5 2%	7 3%	3 1%	5 4%
Mean		3.48	3.42	3.47	3.47	3.52	3.46	3.48	3.51	3.53	3.44	3.50qrSuvw	3.44	3.44	3.42	3.48	3.41	3.41	3.38
Standard deviation		0.63	0.60	0.65	0.64	0.67	0.63	0.61	0.62	0.58	0.66	0.62	0.64	0.64	0.65	0.64	0.66	0.65	0.66
Standard error		0.01	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.03	0.05	0.02	0.03	0.03	0.03	0.04	0.04	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 16
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home where I don't have to worry about everything working as it should
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver					Q.7 How often use technological devices							
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1845 90%	197 91%	94 89%	28 84%	90 92%	20 96%	1620 91%	9 47%	20 90%	1709 91%J	79 83%	29 87%	15 82%	7 83%	1 30%	1 26%	4 66%
Very important	(4)	1075 53%	120 55%	60 57%	14 44%	59 60%	11 54%	939 53%	5 24%	11 52%	1019 54%J	34 36%	13 39%	4 20%	4 45%	-	-	2 40%
Fairly important	(3)	769 38%	76 35%	34 32%	13 40%	31 32%	9 42%	680 38%	4 23%	8 38%	690 37%	45 47%i	16 48%	11 62%	3 37%	1 30%	1 26%	1 26%
Not very important	(2)	97 5%	12 5%D	7 7%d	3 9%	2 2%	1 4%	81 5%	3 15%	2 7%	84 4%	9 10%I	1 4%	2 9%	-	1 22%	-	-
Not important at all	(1)	15 1%	-	-	-	-	-	15 1%	-	-	10 1%	2 2%I	1 2%	-	-	1 26%	1 27%	-
NET: Not important		112 5%	12 5%D	7 7%d	3 9%	2 2%	1 4%	96 5%	3 15%	2 7%	94 5%	11 12%I	2 6%	2 9%	-	2 47%	1 27%	-
Don't know		82 4%	8 4%	4 4%	2 7%	6 6%	-	66 4%	7 38%	1 3%	67 4%	5 5%	2 7%	2 9%	1 17%	1 23%	2 47%	2 34%
Mean		3.48	3.52	3.52	3.37	3.62A	3.50	3.48	3.15	3.46	3.51J	3.22	3.34	3.13	3.55	2.05	1.98	3.61
Standard deviation		0.63	0.60	0.63	0.66	0.52	0.58	0.63	0.81	0.64	0.61	0.73	0.66	0.57	0.54	1.08	1.35	0.58
Standard error		0.01	0.04	0.06	0.13	0.05	0.12	0.02	0.23	0.15	0.01	0.08	0.12	0.15	0.24	0.62	0.96	0.33

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 17
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
Having control over what digital technology can do in my home
Base: All respondents

		Total	Gender		Age						18-34	35-54	55+	Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	(i)	(j)	(k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1425 70%	720 72%B	705 68%	169 73%h	261 73%gH	246 74%GH	251 69%	193 66%	306 66%	430 73%K	496 71%K	499 66%	398 71%o	398 70%	306 73%O	323 66%	204 69%	653 73%
Very important	(4)	653 32%	326 33%	327 31%	78 34%	107 30%	118 36%h	121 33%	93 32%	135 29%	186 32%	239 34%k	228 30%	170 31%	190 33%	152 36%lO	140 28%	83 28%	296 33%
Fairly important	(3)	772 38%	394 40%	378 36%	91 39%	153 43%fGh	128 39%	129 36%	99 34%	171 37%	244 42%K	257 37%	270 36%	228 41%	208 36%	153 37%	183 37%	121 41%	357 40%
Not very important	(2)	384 19%	168 17%	216 21%A	35 15%	63 18%	55 16%	72 20%	60 20%	100 21%ce	98 17%	127 18%	159 21%i	104 19%	107 19%	74 18%	99 20%	58 19%	147 17%
Not important at all	(1)	124 6%	50 5%	75 7%A	5 2%	11 3%	17 5%	22 6%Cd	27 9%CDE	42 9%CDE	16 3%	39 6%I	69 9%IJ	27 5%	43 7%ln	19 5%	35 7%	14 5%	45 5%
NET: Not important		508 25%	217 22%	291 28%A	40 17%	74 21%	71 22%	94 26%C	87 30%CDE	141 30%CDE	114 20%	166 24%i	228 30%IJ	131 23%	150 26%	93 22%	135 27%n	72 24%	192 22%
Don't know		106 5%	59 6%	47 4%	22 10%EFGH	20 6%	15 4%	18 5%	12 4%	19 4%	43 7%jK	32 5%	31 4%	29 5%	23 4%	19 5%	35 7%M	22 7%	44 5%
Mean		3.01	3.06B	2.96	3.15fGH	3.07gH	3.09GH	3.01h	2.92	2.89	3.10K	3.05K	2.91	3.02	3.00	3.10mO	2.94	2.99	3.07
Standard deviation		0.89	0.86	0.92	0.79	0.80	0.87	0.91	0.97	0.94	0.79	0.89	0.95	0.85	0.93	0.87	0.91	0.85	0.86
Standard error		0.02	0.03	0.03	0.06	0.04	0.05	0.05	0.06	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
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Absolutes/col percents

Table 18
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
Having control over what digital technology can do in my home
Base: All respondents

| | | Total | Region | | | | | | | | | Do you have any children aged 18 or under? If so, how old are they? | | | | | | | |
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1425 70%	71 71%	198 73%I	137 69%	152 71%i	111 63%	161 71%	216 69%	228 69%	151 72%i	989 68%	428 74%P	381 74%P	335 74%P	178 79%PqRsV	192 74%p	158 70%	94 74%
Very important	(4)	653 32%	34 34%I	89 33%I	64 33%I	74 35%I	40 23%	74 32%I	113 36%I	102 31%i	64 31%i	453 31%	198 34%	178 35%	154 34%	80 36%	84 32%	85 38%p	45 36%
Fairly important	(3)	772 38%	37 37%	109 40%k	72 36%	78 37%	71 41%	87 38%	104 33%	126 38%	87 42%k	536 37%	231 40%V	203 39%V	181 40%V	98 44%pV	108 42%V	73 33%	49 39%
Not very important	(2)	384 19%	19 19%	49 18%	40 20%	38 18%	46 26%fhJKm	37 16%	51 16%	68 21%	37 18%	280 19%t	103 18%t	94 18%T	84 18%	32 14%	48 19%	49 22%qrsT	21 17%
Not important at all	(1)	124 6%	7 7%	12 4%	15 8%	11 5%	8 5%	21 9%Fi	19 6%	20 6%	11 5%	102 7%QRSTU	21 4%	19 4%	19 4%	6 3%	8 3%	11 5%	6 5%
NET: Not important		508 25%	26 26%	61 22%	55 28%	49 23%	54 31%fK	59 26%	69 22%	89 27%	48 23%	382 26%QrT	125 22%T	114 22%T	103 23%t	38 17%	57 22%	60 27%QRST	27 22%
Don't know		106 5%	3 3%	13 5%	7 3%	13 6%	11 6%	8 4%	29 9%EFGJLm4%	13 4%	9 5%	79 5%v	22 4%	19 4%	17 4%	9 4%	11 4%	6 3%	5 4%
Mean		3.01	3.01	3.06I	2.97	3.07I	2.87	2.97	3.09I	2.98	3.02i	2.98	3.09P	3.09P	3.07p	3.17Pr	3.07	3.06	3.10
Standard deviation		0.89	0.91	0.84	0.93	0.88	0.84	0.95	0.91	0.89	0.85	0.91	0.83	0.84	0.84	0.78	0.81	0.90	0.86
Standard error		0.02	0.09	0.05	0.07	0.06	0.06	0.06	0.05	0.05	0.06	0.02	0.04	0.04	0.04	0.05	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 19
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
Having control over what digital technology can do in my home
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1425 70%	157 72%	79 75%	24 72%	72 73%	15 73%	1243 70%	6 30%	19 85%	1334 71%J	54 57%	17 51%	11 63%	4 45%	1 22%	1 26%	2 46%
Very important	(4)	653 32%	84 39%F	43 41%F	14 41%	43 44%	9 46%	552 31%	3 18%	14 62%	620 33%J	22 23%	7 19%	1 7%	2 29%	-	-	1 20%
Fairly important	(3)	772 38%	73 34%	36 34%	10 31%	29 29%	6 27%	692 39%	2 12%	5 23%	714 38%	33 34%	11 32%	10 56%	1 16%	1 22%	1 26%	1 26%
Not very important	(2)	384 19%	38 18%	19 18%	2 5%	15 16%	5 25%	340 19%	3 15%	3 12%	347 19%	25 26%i	10 29%	1 4%	2 21%	1 26%	-	-
Not important at all	(1)	124 6%	9 4%	3 3%	2 6%	4 4%	-	115 6%	1 6%	-	105 6%	11 11%I	3 8%	2 12%	1 17%	1 30%	1 27%	-
NET: Not important		508 25%	47 22%	22 21%	3 10%	19 19%	5 25%	455 26%	4 21%	3 12%	452 24%	35 37%I	12 36%	3 16%	3 38%	2 55%	1 27%	-
Don't know		106 5%	13 6%	4 4%	6 17%	7 7%	* 2%	83 5%	9 49%	1 3%	84 5%	6 7%	4 12%	4 21%	1 17%	1 23%	2 47%	3 54%
Mean		3.01	3.14F	3.18f	3.31	3.22	3.22	2.99	2.82	3.52	3.04J	2.73	2.72	2.73	2.69	1.90	1.98	3.44
Standard deviation		0.89	0.87	0.84	0.87	0.87	0.84	0.89	1.09	0.72	0.88	0.97	0.92	0.85	1.24	1.04	1.35	0.64
Standard error		0.02	0.06	0.08	0.17	0.09	0.18	0.02	0.34	0.17	0.02	0.10	0.18	0.24	0.55	0.60	0.96	0.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 20
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home where it is possible for me to work from home
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	Age 55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		986 48%	499 50%	487 47%	157 68%FGH	232 65%FGH	219 66%FGH	201 55%GH	95 33%H	81 17%	390 66%JK	420 60%K	176 23%	278 50%	290 51%o	195 47%	222 45%	169 57%	568 64%P
Very important (4)		439 22%	224 23%	215 21%	70 30%GH	101 29%GH	101 31%GH	90 25%GH	47 16%H	29 6%	171 29%K	192 28%K	76 10%	111 20%	148 26%LNo	75 18%	104 21%	64 21%	267 30%P
Fairly important (3)		547 27%	275 28%	272 26%	88 38%fGH	131 37%fGH	118 36%GH	110 30%GH	48 17%H	52 11%	219 37%K	228 33%K	100 13%	167 30%mO	142 25%	120 29%	118 24%	105 35%	300 34%
Not very important (2)		416 20%	207 21%	209 20%	37 16%	69 19%	77 23%cH	81 22%ch	74 25%CdH	79 17%	105 18%	158 23%i	153 20%	96 17%	132 23%L	87 21%	102 21%	81 27%Q	184 21%
Not important at all (1)		521 26%	225 23%	296 28%A	14 6%	30 9%	25 7%	58 16%CDE	111 38%CDEF	283 61%CDEFG	44 8%	83 12%I	395 52%IJ	161 29%M	127 22%	108 26%	126 26%	30 10%	97 11%
NET: Not important		938 46%	433 43%	505 48%A	50 22%	99 28%	101 30%C	139 38%CDE	186 63%CDEF	362 78%CDEFG	149 25%	240 35%I	548 72%IJ	257 46%	259 45%	194 46%	228 46%	111 37%q	281 32%
Don't know		115 6%	64 6%	51 5%	24 10%EGH	24 7%e	11 3%	23 6%e	11 4%	23 5%	47 8%JK	34 5%	34 4%	22 4%	23 4%	29 7%LM	42 9%LM	17 6%	40 4%
Mean		2.47	2.53B	2.41	3.03FGH	2.92FGH	2.92FGH	2.69GH	2.11H	1.61	2.96JK	2.80K	1.80	2.43	2.57lN	2.42	2.44	2.72	2.87P
Standard deviation		1.12	1.10	1.13	0.88	0.94	0.93	1.05	1.11	0.93	0.92	1.00	1.03	1.12	1.12	1.09	1.13	0.93	0.99
Standard error		0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.07	0.04	0.04	0.04	0.04	0.05	0.05	0.05	0.05	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Savanta:
ComRes

Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 21
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home where it is possible for me to work from home
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456*	225	260	224	126
NET: Important		986 48%	39 39%	123 45%	102 52%E	106 50%e	87 49%	102 45%	178 57%EFJL	147 44%	102 49%	594 41%	387 67%P	350 68%P	303 66%P	162 72%Pq	184 71%PS	147 66%P	79 63%P
Very important	(4)	439 22%	18 18%	46 17%	38 19%	42 20%	36 20%	50 22%	95 30%EFGHIJLM	71 21%	45 21%	275 19%	160 28%PS	144 28%PS	115 25%P	79 35%PQRSUV	66 25%P	55 24%p	35 28%P
Fairly important	(3)	547 27%	21 21%	77 28%	64 32%EJL	65 30%ejl	51 29%	52 23%	84 27%	76 23%	57 28%	319 22%	227 39%P	206 40%P	188 41%P	83 37%P	119 46%PQRsTwj1%P	92	44 35%P
Not very important	(2)	416 20%	25 25%HiK	66 24%HIK	46 23%HiK	31 14%	28 16%	54 24%HiK	49 15%	74 23%HiK	45 21%h	306 21%	105 18%	94 18%	88 19%	38 17%	48 18%	44 20%	28 22%
Not important at all	(1)	521 26%	29 29%K	70 26%K	42 21%	62 29%gK	51 29%gK	65 28%gK	57 18%	94 28%gK	52 25%k	464 32%QRSTUVW	58 10%u	48 9%	45 10%u	19 8%	19 7%	25 11%u	13 10%
NET: Not important		938 46%	54 54%hK	135 50%K	88 44%K	92 43%K	79 45%K	118 52%hK	106 34%	168 51%hK	97 46%K	770 53%QRSTUVW	163 28%	142 28%	133 29%u	57 25%	67 26%	69 31%	41 32%
Don't know		115 6%	7 7%	13 5%	8 4%	15 7%j	10 6%	7 3%	30 10%FGJLM	15 5%	9 5%	86 6%t	25 4%	22 4%	20 4%	6 3%	9 3%	8 3%	6 5%
Mean		2.47	2.30	2.38	2.52	2.44	2.43	2.40	2.76EFGHIJLM	2.39	2.48	2.30	2.89Ps	2.91Psv	2.85P	3.02PQRSV	2.92P	2.82P	2.84P
Standard deviation		1.12	1.11	1.07	1.05	1.14	1.14	1.13	1.12	1.13	1.11	1.14	0.94	0.93	0.93	0.94	0.87	0.95	0.97
Standard error		0.03	0.11	0.07	0.08	0.08	0.09	0.07	0.07	0.06	0.08	0.03	0.04	0.04	0.05	0.07	0.06	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 22
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important,
if at all, would each of the following factors be for you?
A home where it is possible for me to work from home
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		986 48%	116 53%	56 53%	23 70%	53 54%	11 52%	843 47%	9 50%	18 84%	927 50%J	25 26%	18 53%	7 38%	5 55%	1 22%	2 53%	1 26%
Very important	(4)	439 22%	53 25%b	20 19%	10 31%	32 33%AB	7 34%	372 21%	4 21%	10 46%	422 23%J	6 6%	7 22%	- -	2 29%	- -	- -	1 26%
Fairly important	(3)	547 27%	62 29%D	36 34%Df	13 40%	20 21%	4 18%	471 26%	5 29%	8 38%	505 27%	20 20%	10 31%	7 38%	2 26%	1 22%	2 53%	- -
Not very important	(2)	416 20%	38 18%	15 14%	3 8%	19 20%	5 23%	374 21%b	2 8%	2 9%	381 20%	22 23%	7 20%	3 17%	2 27%	1 26%	- -	- -
Not important at all	(1)	521 26%	53 24%	30 28%	5 14%	20 21%	5 26%	467 26%	- -	1 5%	462 25%	45 47%I	6 19%	6 36%	- -	1 30%	- -	1 20%
NET: Not important		938 46%	91 42%	45 42%	7 21%	39 40%	10 48%	842 47%	2 8%	3 13%	843 45%	67 70%I	13 39%	10 53%	2 27%	2 55%	- -	1 20%
Don't know		115 6%	10 5%	5 5%	3 8%	6 6%	- -	97 5%	8 42%	1 3%	100 5%	4 4%	3 8%	2 9%	1 17%	1 23%	2 47%	3 54%
Mean		2.47	2.56	2.46	2.95	2.70	2.60	2.44	3.22	3.29	2.50J	1.85	2.61	2.03	3.02	1.90	3.00	2.68
Standard deviation		1.12	1.13	1.12	1.02	1.17	1.22	1.12	0.71	0.84	1.12	0.96	1.08	0.93	0.89	1.04	0.00	1.93
Standard error		0.03	0.08	0.11	0.20	0.12	0.26	0.03	0.21	0.19	0.03	0.10	0.20	0.24	0.40	0.60	0.00	1.37

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 23
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
More choice and freedom over housing options (e.g. rent, mortgage, community led etc.)
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	Age 45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1205 59%	574 58%	631 60%	172 74%FGH	270 76%FGH	240 72%FGH	209 57%GH	140 48%H	174 37%	442 75%JK	449 65%K	315 42%	303 54%	335 59%	255 61%L	312 63%L	201 67%	570 64%
Very important (4)		475 23%	213 21%	263 25%a	66 29%gH	102 29%GH	106 32%FGH	87 24%H	61 21%H	54 12%	168 29%K	192 28%K	115 15%	115 21%	136 24%	105 25%	121 24%	76 25%	230 26%
Fairly important (3)		730 36%	361 36%	368 35%	106 46%FGH	168 47%FGH	134 40%fGH	122 34%gH	79 27%	120 26%	274 47%JK	256 37%K	199 26%	188 34%	199 35%	150 36%	192 39%	125 42%	340 38%
Not very important (2)		429 21%	225 23%b	203 19%	32 14%	40 11%	54 16%d	85 24%CDE	76 26%CDE	141 30%CDEF	72 12%	139 20%I	217 29%IJ	127 23%O	131 23%O	86 21%	85 17%	57 19%	172 19%
Not important at all (1)		216 11%	99 10%	118 11%	2 1%	14 4%C	13 4%c	37 10%CDE	49 17%CDEF	102 22%CDEFg	16 3%	50 7%I	150 20%IJ	79 14%mNO	62 11%o	39 9%	36 7%	15 5%	72 8%
NET: Not important		645 32%	324 33%	321 31%	34 15%	54 15%	67 20%	122 34%CDE	125 43%CDEF	242 52%CDEFG	89 15%	189 27%I	367 48%IJ	206 37%NO	193 34%O	125 30%o	120 24%	72 24%	245 28%
Don't know		189 9%	98 10%	91 9%	25 11%	31 9%	25 7%	32 9%	27 9%	49 11%	57 10%	56 8%	76 10%	48 9%	44 8%	38 9%	60 12%lM	25 8%	73 8%
Mean		2.79	2.77	2.82	3.15FGH	3.10FGH	3.09FGH	2.78GH	2.58H	2.30	3.12JK	2.93K	2.41	2.66	2.77l	2.84L	2.92LM	2.96	2.89
Standard deviation		0.96	0.93	0.98	0.70	0.78	0.83	0.96	1.04	0.98	0.75	0.91	1.01	0.99	0.96	0.95	0.89	0.84	0.92
Standard error		0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.06	0.05	0.03	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 24
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
More choice and freedom over housing options (e.g. rent, mortgage, community led etc.)
Base: All respondents

		Total	Region North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Do you have any children aged 18 or under? If so, how old are they? No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1205 59%	64 64%	154 57%	115 58%	125 59%	111 63%l	133 58%	199 63%L	181 55%	123 59%	771 53%	426 74%P	384 75%P	336 74%P	176 78%Pq	203 78%PqSv	160 72%P	90 72%P
Very important	(4)	475 23%	25 25%	53 19%	51 26%	48 22%	41 23%	48 21%	98 31%FHiJLM	73 22%	39 19%	297 21%	176 31%Ps	157 31%P	131 29%P	79 35%Pqrsv	79 30%P	59 26%p	40 32%P
Fairly important	(3)	730 36%	39 39%	101 37%	64 32%	77 36%	70 40%k	85 37%	101 32%	109 33%	84 40%k	474 33%	250 43%P	227 44%P	205 45%P	97 43%P	124 48%Pq	101 45%P	50 39%
Not very important	(2)	429 21%	23 23%	64 23%K	47 24%K	43 20%	32 18%	47 21%	51 16%	78 24%K	44 21%	344 24%QRSTUVW	83 4%	76 15%	66 14%	29 13%	33 13%	38 17%	18 15%
Not important at all	(1)	216 11%	5 5%	34 13%E	18 9%	24 11%e	16 9%	28 12%E	26 8%	43 13%Ek	22 11%e	189 13%QRSTUVw	27 5%Rt	20 4%	24 5%Rt	6 3%	9 4%	12 5%	8 7%t
NET: Not important		645 32%	28 28%	98 36%iK	65 33%k	67 31%k	48 27%	75 33%K	76 24%	121 37%IK	67 32%k	533 37%QRSTUVW	110 9%	96 19%	89 20%u	35 16%	43 17%	50 22%tu	27 21%
Don't know		189 9%	8 8%	19 7%	19 9%	22 10%	17 10%	20 9%	39 12%Fl	27 8%	19 9%	145 10%QRStUv	39 7%	34 7%	31 7%	13 6%	15 6%	14 6%	9 7%
Mean		2.79	2.92fl	2.68	2.82	2.78	2.85f	2.74	2.99FgHJLM	2.70	2.74	2.67	3.07Pv	3.09PsV	3.04P	3.18PQRSV	3.11Psv	2.99P	3.05P
Standard deviation		0.96	0.86	0.95	0.96	0.96	0.92	0.96	0.96	0.99	0.92	0.98	0.82	0.80	0.83	0.77	0.78	0.83	0.89
Standard error		0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.03	0.04	0.04	0.04	0.05	0.05	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 25
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
More choice and freedom over housing options (e.g. rent, mortgage, community led etc.)
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1205 59%	144 66%F	72 68%f	19 59%	67 69%	14 69%	1033 58%	10 54%	18 83%	1114 60%j	48 50%	22 65%	10 57%	7 83%	1 22%	1 26%	2 46%
Very important	(4)	475 23%	70 32%F	35 34%F	10 31%	35 36%	7 32%	394 22%	3 15%	9 44%	450 24%J	14 15%	5 16%	2 10%	2 29%	-	-	1 20%
Fairly important	(3)	730 36%	74 34%	36 34%	9 28%	32 33%	8 37%	639 36%	7 39%	9 39%	664 35%	33 35%	16 49%	8 47%	4 54%	1 22%	1 26%	1 26%
Not very important	(2)	429 21%	37 17%	18 17%	6 19%	13 14%	4 19%	389 22%	1 3%	2 10%	400 21%	22 22%	4 13%	2 13%	-	1 26%	-	-
Not important at all	(1)	216 11%	15 7%	8 7%	1 3%	7 7%	2 10%	201 11%a	-	-	193 10%	16 17%i	4 12%	2 12%	-	-	1 27%	-
NET: Not important		645 32%	52 24%	26 24%	7 22%	20 20%	6 29%	590 33%Ab	1 3%	2 10%	593 32%	38 39%	8 25%	4 24%	-	1 26%	1 27%	-
Don't know		189 9%	21 10%	8 8%	6 19%	10 11%	1 3%	159 9%	8 42%	2 8%	164 9%	10 11%	3 10%	3 18%	1 17%	2 53%	2 47%	3 54%
Mean		2.79	3.01F	3.02F	3.07	3.10	2.93	2.76	3.21	3.37	2.80J	2.54	2.77	2.68	3.35	2.46	1.98	3.44
Standard deviation		0.96	0.93	0.94	0.90	0.93	0.98	0.96	0.56	0.68	0.96	0.99	0.91	0.90	0.52	-	1.35	0.65
Standard error		0.02	0.07	0.10	0.18	0.10	0.21	0.02	0.17	0.16	0.02	0.11	0.17	0.24	0.23	-	0.96	0.46

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Savanta:
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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 26
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
Having the opportunity to contribute to the design of my home
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1230 60%	551 55%	680 65%A	153 66%fGH	247 70%FGH	227 68%FGH	208 57%h	158 54%	237 51%	400 68%jK	435 63%K	395 52%	337 60%	334 58%	274 65%MO	287 58%	192 64%	559 63%
Very important	(4)	423 21%	173 17%	250 24%A	53 23%GH	96 27%FGH	86 26%fGH	74 20%gh	43 15%	71 15%	149 25%K	160 23%K	114 15%	106 19%	108 19%	101 24%lM	108 22%	62 21%	199 22%
Fairly important	(3)	807 40%	378 38%	429 41%	100 43%h	151 42%h	141 42%h	135 37%	115 39%	166 36%	251 43%K	275 40%	281 37%	231 41%	226 39%	172 41%	179 36%	130 44%	361 41%
Not very important	(2)	533 26%	284 28%B	249 24%	45 19%	66 19%	73 22%	104 29%CDe	87 30%CDE	158 34%CDE	111 19%	177 25%I	245 32%IJ	147 26%	169 30%No	96 23%	121 25%	70 24%	213 24%
Not important at all	(1)	167 8%	93 9%b	73 7%	8 4%	21 6%	19 6%	32 9%C	33 11%CDE	54 12%CDE	29 5%	51 7%i	87 11%IJ	49 9%	43 7%	32 8%	42 9%	23 8%	60 7%
NET: Not important		700 34%	377 38%B	323 31%	53 23%	87 24%	92 28%	136 37%CDE	120 41%CDE	212 45%CDEF	140 24%	228 33%I	332 44%IJ	196 35%	212 37%N	128 31%	164 33%	93 31%	272 31%
Don't know		109 5%	68 7%B	41 4%	25 11%DEFGH	21 6%	13 4%	18 5%	14 5%	17 4%	47 8%JK	31 4%	31 4%	24 4%	26 5%	17 4%	42 8%LMN	13 4%	57 6%
Mean		2.77	2.68	2.85A	2.96FGH	2.97FGH	2.92FGH	2.73gH	2.60	2.57	2.96JK	2.82K	2.58	2.74	2.73	2.85lM	2.78	2.81	2.84
Standard deviation		0.89	0.89	0.88	0.80	0.86	0.86	0.90	0.89	0.90	0.83	0.89	0.89	0.88	0.87	0.89	0.92	0.87	0.87
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 27
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
Having the opportunity to contribute to the design of my home
Base: All respondents

		Total	Region North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456*	225	260	224	126
NET: Important		1230 60%	62 62%	164 61%m	135 68%iLM	139 65%lM	102 58%	137 60%	195 62%M	188 57%	109 52%	818 56%	408 71%P	368 72%Pv	325 71%Pv	168 75%Pv	199 76%PQRSVW	150 67%P	84 66%P
Very important	(4)	423 21%	19 19%	60 22%	44 22%	49 23%	29 17%	46 20%	82 26%ILM	60 18%	35 17%	270 19%	152 26%P	138 27%P	115 25%P	67 30%P	66 25%P	61 27%P	27 22%
Fairly important	(3)	807 40%	43 43%	105 39%	91 46%KM	90 42%	72 41%	91 40%	113 36%	128 39%	74 35%	548 38%	256 45%Pv	230 45%Pv	210 46%PV	101 45%p	133 51%PQRSV	89 40%	56 45%
Not very important	(2)	533 26%	25 25%	81 30%ghK	43 22%	47 22%	48 27%K	62 27%K	58 18%	98 30%ghK	72 34%eGHK	410 28%QRSTU	121 21%u	105 20%u	98 21%U	41 18%	45 17%	59 26%QRSTU	30 24%
Not important at all	(1)	167 8%	9 9%	17 6%	13 7%	16 7%	17 9%	22 10%	27 9%	28 9%	17 8%	141 10%QRSTUVw%	23 4%	21 4%	16 3%	9 4%	8 3%	7 3%	5 4%
NET: Not important		700 34%	34 34%	98 36%K	56 28%	62 29%	65 37%gK	85 37%ghK	85 27%	126 38%GHK	89 43%GHK	551 38%QRSTUVW	144 25%U	126 25%U	113 25%U	50 22%	53 20%	66 30%qRStU	36 28%u
Don't know		109 5%	4 4%	9 3%	7 4%	12 6%	10 5%	6 3%	34 11%EFGHiJLm	16 5%	10 5%	81 6%	23 4%	20 4%	17 4%	7 3%	8 3%	8 3%	7 5%
Mean		2.77	2.74	2.79	2.86iLM	2.86ilM	2.69	2.72	2.89IjLM	2.70	2.64	2.69	2.97P	2.98P	2.97P	3.04P	3.02P	2.94P	2.89P
Standard deviation		0.89	0.88	0.87	0.85	0.88	0.88	0.91	0.94	0.88	0.87	0.90	0.81	0.81	0.79	0.82	0.76	0.83	0.81
Standard error		0.02	0.09	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.06	0.02	0.04	0.04	0.04	0.06	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

Prepared by Savanta ComRes

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 28
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
Having the opportunity to contribute to the design of my home
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1230 60%	141 65%	71 68%	25 77%	66 68%	9 45%	1067 60%	7 37%	15 70%	1144 61%J	47 49%	22 65%	12 64%	4 45%	1 22%	1 26%	- -
Very important	(4)	423 21%	52 24%	25 24%	13 40%	24 24%	5 23%	360 20%	3 18%	8 37%	398 21%	14 14%	9 28%	- -	2 29%	- -	- -	- -
Fairly important	(3)	807 40%	89 41%	46 44%	12 37%	43 43%	5 22%	708 40%	4 19%	7 34%	746 40%	34 35%	12 37%	12 64%	1 17%	1 22%	1 26%	- -
Not very important	(2)	533 26%	41 19%	21 20%	2 6%	14 15%	6 31%	488 27%A	1 3%	3 15%	491 26%	31 32%	4 13%	3 16%	2 26%	1 26%	1 27%	- -
Not important at all	(1)	167 8%	22 10%b	7 6%	1 3%	9 9%	5 25%	141 8%	1 6%	2 11%	151 8%	10 10%	3 9%	1 5%	- -	- -	- -	2 46%
NET: Not important		700 34%	62 29%	28 27%	3 9%	23 24%	11 55%	630 35%ab	2 9%	6 27%	642 34%	40 42%	7 22%	4 20%	2 26%	1 26%	1 27%	2 46%
Don't know		109 5%	13 6%	6 6%	4 14%	9 9%	- -	85 5%	10 54%	1 3%	84 5%	9 9%i	4 13%	3 15%	2 28%	2 53%	2 47%	3 54%
Mean		2.77	2.84	2.90	3.32	2.91	2.42	2.76	3.06	2.99	2.78j	2.59	2.97	2.71	3.03	2.46	2.49	1.00
Standard deviation		0.89	0.93	0.86	0.77	0.90	1.12	0.88	1.05	1.03	0.89	0.88	0.96	0.58	0.96	-	0.68	0.00
Standard error		0.02	0.06	0.09	0.15	0.09	0.24	0.02	0.35	0.24	0.02	0.09	0.18	0.15	0.48	-	0.48	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Savanta ComRes

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 29
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that's easy to adapt or extend
Base: All respondents

| | | Total | Gender | | Age | | | | | | 18-34 | 35-54 | 55+ | Social Grade | | | | Employment Sector | |
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	(i)	(j)	(k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1342 66%	632 63%	710 68%A	171 74%FGH	258 73%FGH	241 73%FGH	226 62%	171 59%	275 59%	429 73%JK	467 67%K	446 59%	371 67%	356 62%	293 70%M	322 65%	214 72%	595 67%
Very important	(4)	430 21%	195 20%	235 23%	49 21%	84 24%H	95 28%cFGH	70 19%	55 19%	78 17%	133 23%K	164 24%K	133 18%	98 18%	110 19%	106 25%LM	116 24%L	61 20%	206 23%
Fairly important	(3)	912 45%	438 44%	475 45%	121 52%eFGH	174 49%Gh	147 44%	157 43%	117 40%	197 42%	296 50%JK	303 44%	313 41%	273 49%mO	246 43%	187 45%	206 42%	153 52%Q	389 44%
Not very important	(2)	470 23%	231 23%	239 23%	39 17%	55 16%	70 21%d	94 26%CD	88 30%CDE	124 27%CDe	94 16%	164 24%I	212 28%Ij	126 23%	156 27%lNO	87 21%	101 20%	56 19%	212 24%p
Not important at all	(1)	129 6%	69 7%	60 6%	3 1%	16 5%Ce	7 2%	29 8%CdE	21 7%CE	53 11%CDEg	19 3%	36 5%	74 10%IJ	37 7%	37 6%	20 5%	35 7%	11 4%	37 4%
NET: Not important		599 29%	300 30%	299 29%	42 18%	72 20%	76 23%	123 34%CDE	110 37%CDE	176 38%CDE	113 19%	200 29%I	286 38%IJ	162 29%	193 34%NO	108 26%	136 28%	67 23%	249 28%p
Don't know		98 5%	64 6%B	34 3%	19 8%eFgH	25 7%FgH	14 4%	13 4%	12 4%	14 3%	45 8%JK	27 4%	26 3%	24 4%	22 4%	18 4%	34 7%lMn	16 6%	44 5%
Mean		2.85	2.81	2.88	3.02FGH	2.99FGH	3.04FGH	2.76	2.73	2.66	3.00JK	2.89K	2.69	2.81	2.78	2.95LM	2.88m	2.94	2.90
Standard deviation		0.84	0.85	0.83	0.68	0.79	0.78	0.87	0.86	0.90	0.75	0.83	0.88	0.81	0.84	0.83	0.88	0.76	0.81
Standard error		0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 30
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that's easy to adapt or extend
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1342 66%	63 63%	184 68%L	139 70%L	149 70%L	122 69%L	149 65%	205 65%	197 60%	135 65%	899 62%	438 76%P	395 77%P	343 75%P	186 83%PQRSuVw	201 7%P	166 74%P	93 74%P
Very important	(4)	430 21%	18 18%	55 20%	46 23%m	56 26%jLM	35 20%	42 19%	82 26%JLM	62 19%	34 16%	273 19%	154 27%P	140 27%P	116 25%P	70 31%Pqs	68 26%P	59 27%P	36 29%P
Fairly important	(3)	912 45%	45 45%	130 48%k	93 47%k	92 43%	87 49%Kl	106 47%k	123 39%	135 41%	101 49%Kl	626 43%	285 49%P	255 50%P	228 50%P	116 52%P	133 51%P	106 47%	57 45%
Not very important	(2)	470 23%	32 32%fgHIK	59 22%	44 22%	42 20%	34 20%	56 24%	65 21%	83 25%	55 26%	373 26%QRSTUV	92 16%T	79 15%T	78 17%T	22 10%	40 15%T	41 18%T	25 20%T
Not important at all	(1)	129 6%	2 2%	14 5%	12 6%	13 6%	12 7%	17 7%e	18 6%	33 10%EFkM	8 4%	107 7%QRSTU	22 4%	19 4%	19 4%	7 3%	9 3%	12 5%	5 4%
NET: Not important		599 29%	34 34%	73 27%	55 28%	55 26%	46 26%	72 32%	83 26%	116 35%FgHIK	63 30%	480 33%QRSTUVw	114 20%T	98 19%T	97 21%rT	30 13%	49 19%T	53 24%RT	30 24%T
Don't know		98 5%	3 3%	14 5%g	4 2%	10 4%	8 5%	6 3%	26 8%eGJ	17 5%g	10 5%	71 5%	22 4%	21 4%	15 3%	9 4%	10 4%	6 3%	3 2%
Mean		2.85	2.81	2.87L	2.89L	2.94jL	2.86l	2.79	2.93jL	2.72	2.81	2.77	3.03Ps	3.05PS	3.00PV	3.15PQRSU	3.04P	2.98P	3.01P
Standard deviation		0.84	0.76	0.81	0.83	0.86	0.82	0.84	0.87	0.90	0.76	0.85	0.78	0.77	0.79	0.74	0.76	0.82	0.82
Standard error		0.02	0.08	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.02	0.03	0.04	0.04	0.05	0.05	0.06	0.08

Region — columns (e) to (m)
Do you have any children aged 18 or under? If so, how old are they? — columns (p) to (w)

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 31
Q.1 We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the home of 2030'. How important, if at all, would each of the following factors be for you?
A home that's easy to adapt or extend
Base: All respondents

| | | Total | Q.6 Primary care giver | | | | | | | | Q.7 How often use technological devices | | | | | | | |
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1342 66%	159 74%F	79 75%F	26 80%	73 75%	10 48%	1158 65%	8 42%	17 78%	1260 67%J	43 45%	18 52%	12 64%	7 83%	2 55%	1 26%	- -
Very important	(4)	430 21%	63 29%F	34 32%F	15 46%	28 28%	1 4%	358 20%	5 24%	5 22%	408 22%J	12 12%	6 18%	2 9%	2 29%	- -	- -	- -
Fairly important	(3)	912 45%	97 45%	45 43%	11 34%	46 47%	9 44%	800 45%	3 18%	12 56%	852 46%J	31 33%	12 35%	10 55%	4 54%	2 55%	1 26%	- -
Not very important	(2)	470 23%	41 19%	17 16%	5 14%	16 17%	8 37%	423 24%b	3 16%	3 15%	423 23%	32 33%I	9 28%	4 21%	- -	1 22%	- -	1 26%
Not important at all	(1)	129 6%	10 4%	5 5%	-	4 4%	3 15%	119 7%	-	-	107 6%	16 16%I	4 13%	1 6%	-	-	1 27%	-
NET: Not important		599 29%	51 23%	22 21%	5 14%	20 21%	11 52%	542 30%AB	3 16%	3 15%	530 28%	48 50%I	14 41%	5 27%	-	1 22%	1 27%	1 26%
Don't know		98 5%	7 3%	4 4%	2 6%	5 5%	-	81 5%	8 42%	2 8%	80 4%	6 6%	2 7%	2 9%	1 17%	1 23%	2 47%	4 74%
Mean		2.85	3.01F	3.07F	3.34	3.04	2.38	2.82	3.14	3.08	2.87J	2.43	2.61	2.75	3.35	2.72	1.98	2.00
Standard deviation		0.84	0.82	0.84	0.74	0.80	0.81	0.84	0.86	0.64	0.83	0.92	0.97	0.74	0.52	0.58	1.35	-
Standard error		0.02	0.06	0.08	0.14	0.08	0.17	0.02	0.26	0.15	0.02	0.10	0.18	0.19	0.23	0.33	0.96	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
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Table 32
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
Summary Table
Base: All respondents

		Factors									
		A home that has spaces and facilities that I can share with my neighbours	A home that makes it easier for me to make more sustainable living choices (e.g. cycle storage, ...)	Having regular contact with my neighbours	A home with plenty of convenient travel options so that I can get around easily	A home which is suitable for multiple generations of my family to live in	A home that has quality private or shared gardens	A home that is affordable to run (e.g. rent, mortgage , utilities), so I can still live a comfortable life	A home that is environmentally friendly and is part of the solution to climate change	A home that is innovative and different to what people have seen before	A home that is in a neighbourhood that has all the amenities that a community of all different ages may need
Unweighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
NET: Important		517 25%	1556 76%	923 45%	1702 83%	988 48%	1648 81%	1904 93%	1605 79%	664 33%	1632 80%
Very important	(4)	153 8%	635 31%	235 12%	792 39%	321 16%	809 40%	1397 69%	693 34%	197 10%	633 31%
Fairly important	(3)	364 18%	921 45%	688 34%	910 45%	667 33%	839 41%	507 25%	912 45%	467 23%	999 49%
Not very important	(2)	707 35%	317 16%	689 34%	208 10%	558 27%	207 10%	50 2%	268 13%	818 40%	247 12%
Not important at all	(1)	707 35%	80 4%	332 16%	45 2%	399 20%	96 5%	18 1%	73 4%	446 22%	70 3%
NET: Not important		1413 69%	397 19%	1020 50%	253 12%	957 47%	303 15%	68 3%	341 17%	1265 62%	317 16%
Don't know		109 5%	86 4%	96 5%	84 4%	94 5%	88 4%	67 3%	93 5%	111 5%	90 4%
Mean		1.98	3.08	2.43	3.25	2.47	3.21	3.67	3.14	2.21	3.13
Standard deviation		0.93	0.80	0.91	0.73	1.00	0.82	0.57	0.79	0.91	0.76
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 33
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that has spaces and facilities that I can share with my neighbours
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		517 25%	247 25%	270 26%	75 33%FGH	122 34%FGH	103 31%FGH	70 19%	54 18%	92 20%	198 34%JK	174 25%K	146 19%	156 28%mn	131 23%	96 23%	134 27%	100 34%	253 28%
Very important	(4)	153 8%	79 8%	74 7%	23 10%fgH	42 12%FGH	33 10%fGH	21 6%	16 5%	18 4%	65 11%jK	54 8%K	34 4%	43 8%	38 7%	33 8%	38 8%	31 10%	85 10%
Fairly important	(3)	364 18%	168 17%	195 19%	52 22%FGh	80 23%FGH	71 21%FGh	49 14%	38 13%	74 16%	132 23%JK	120 17%	112 15%	112 20%mN	92 16%	64 15%	96 19%	69 23%	168 19%
Not very important	(2)	707 35%	364 37%b	343 33%	64 28%	96 27%	104 31%	140 39%CDe	112 38%CDe	190 41%CDE	161 27%	243 35%I	302 40%Ij	188 34%	201 35%	158 38%	160 32%	87 29%	291 33%
Not important at all	(1)	707 35%	316 32%	391 38%A	67 29%	111 31%	105 32%	138 38%Cde	115 39%CDe	170 37%c	178 30%	244 35%i	285 38%I	188 34%	215 38%	139 33%	165 34%	98 33%	292 33%
NET: Not important		1413 69%	680 68%	734 70%	132 57%	207 58%	209 63%	278 77%CDE	227 78%CDE	360 77%CDE	339 58%	487 70%I	587 78%IJ	376 67%	416 73%lO	297 71%	325 66%	185 62%	583 66%
Don't know		109 5%	69 7%B	40 4%	25 11%eFGH	26 7%fgH	19 6%H	14 4%	12 4%	13 3%	50 9%JK	34 5%	25 3%	25 5%	25 4%	25 6%	33 7%	13 4%	52 6%
Mean		1.98	2.01	1.95	2.15FGH	2.16FGH	2.10FGH	1.87	1.84	1.87	2.16JK	1.98K	1.86	2.02m	1.92	1.98	2.02	2.12	2.06
Standard deviation		0.93	0.93	0.94	1.01	1.03	0.99	0.87	0.86	0.83	1.02	0.94	0.84	0.95	0.92	0.92	0.95	1.01	0.98
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 34
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that has spaces and facilities that I can share with my neighbours
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		517 25%	27 27%M	77 28%lM	50 25%M	57 27%M	46 26%M	54 24%M	105 33%gJLM	70 21%m	31 15%	327 23%	185 32%P	167 32%P	149 33%P	79 35%P	94 36%P	71 32%P	35 28%
Very important	(4)	153 8%	8 8%m	24 9%jM	11 6%	23 11%giJLM	9 5%	10 5%	43 14%GIJLM	18 5%	7 3%	90 6%	60 11%PS	52 10%P	41 9%P	31 14%PqRSuv	23 9%	18 8%	12 9%
Fairly important	(3)	364 18%	19 19%m	52 19%M	39 20%M	34 16%	37 21%M	43 19%M	62 20%M	52 16%	24 12%	237 16%	125 22%P	114 22%P	108 24%PQ	48 21%p	70 27%PQRstw	53 24%P	24 19%
Not very important	(2)	707 35%	42 42%HIK	93 34%	73 37%	64 30%	53 30%	93 41%HIK	96 31%	115 35%	78 37%	529 37%QRSTU	172 30%	156 30%t	139 31%	58 26%	76 29%	77 34%t	43 34%
Not important at all	(1)	707 35%	26 26%	87 32%	70 35%k	79 37%eK	67 38%eK	74 33%	84 27%	128 39%EfK	92 44%EFgJK	520 36%	186 32%	165 32%	144 32%	77 34%	80 31%	67 30%	40 32%
NET: Not important		1413 69%	68 69%k	180 66%K	143 72%K	143 67%K	120 68%K	168 74%fK	180 57%	242 74%fK	170 81%EFGHIjKL	1050 72%QRSTUV	359 62%	321 62%	284 60%	136 60%	157 60%	143 64%	84 66%
Don't know		109 5%	4 4%	15 5%	5 3%	14 6%gj	10 6%	6 3%	29 9%GJlM	17 5%	8 4%	73 5%	31 5%	27 5%	23 5%	10 5%	10 4%	10 4%	7 6%
Mean		1.98	2.09LM	2.06LM	1.96M	2.01M	1.93M	1.95M	2.22fGHIJLM	1.87m	1.73	1.93	2.11P	2.11P	2.11P	2.15P	2.15P	2.10P	2.05
Standard deviation		0.93	0.90	0.96	0.89	1.01	0.92	0.85	1.03	0.89	0.80	0.90	1.00	1.00	0.98	1.07	0.98	0.94	0.97
Standard error		0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.02	0.04	0.05	0.05	0.08	0.06	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 35
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that has spaces and facilities that I can share with my neighbours
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		517 25%	61 28%	31 30%	17 53%	29 29%	3 13%	437 25%	7 38%	12 57%	459 25%	26 27%	21 63%	4 23%	5 55%	- -	1 26%	1 26%
Very important	(4)	153 8%	22 10%f	9 8%	8 25%	10 11%	1 7%	121 7%	4 24%	6 28%	140 7%	4 4%	6 18%	- -	2 29%	- -	1 26%	- -
Fairly important	(3)	364 18%	39 18%	23 21%	9 27%	18 19%	1 7%	316 18%	3 14%	6 29%	319 17%	22 23%	15 45%	4 23%	2 26%	- -	- -	1 26%
Not very important	(2)	707 35%	83 38%	40 38%	4 13%	34 35%	11 52%	615 35%	2 11%	6 27%	659 35%	34 35%	6 18%	3 17%	1 17%	2 51%	1 27%	- -
Not important at all	(1)	707 35%	61 28%	29 28%	7 22%	28 29%	6 30%	643 36%A	2 9%	2 8%	665 36%	31 32%	2 6%	6 36%	- -	1 26%	- -	1 20%
NET: Not important		1413 69%	144 66%	69 66%	12 36%	62 64%	17 82%	1258 71%	4 19%	8 35%	1324 71%	65 68%	8 24%	9 52%	1 17%	3 77%	1 27%	1 20%
Don't know		109 5%	12 6%	5 4%	4 12%	7 7%	1 5%	87 5%	8 43%	2 9%	87 5%	5 5%	4 13%	4 25%	2 28%	1 23%	2 47%	3 54%
Mean		1.98	2.11F	2.11	2.63	2.12	1.89	1.95	2.92	2.83	1.96	1.99	2.85	1.83	3.17	1.67	2.98	2.13
Standard deviation		0.93	0.95	0.93	1.17	0.98	0.83	0.92	1.15	0.98	0.93	0.88	0.84	0.90	0.85	0.60	1.35	1.29
Standard error		0.02	0.07	0.09	0.22	0.10	0.18	0.02	0.35	0.23	0.02	0.09	0.16	0.25	0.43	0.35	0.96	0.91

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 36
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that makes it easier for me to make more sustainable living choices (e.g. cycle storage, space to grow vegetables, monitoring my energy usage or helping me recycle my rubbish)
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1556 76%	737 74%	819 78%A	178 77%	261 73%	261 79%	279 77%	228 78%	349 75%	440 75%	540 78%	577 76%	430 77%	444 78%	322 77%	361 73%	233 78%	670 75%
Very important	(4)	635 31%	282 28%	353 34%A	71 31%	94 27%	116 35%Dh	125 35%Dh	95 32%	134 29%	165 28%	242 35%Ik	228 30%	164 29%	183 32%	132 32%	156 32%	76 26%	287 32%P
Fairly important	(3)	921 45%	455 46%	465 45%	108 47%	167 47%	145 44%	153 42%	133 46%	215 46%	274 47%	298 43%	348 46%	266 48%o	261 46%	189 45%	205 42%	157 53%Q	383 43%
Not very important	(2)	317 16%	165 17%	152 15%	23 10%	59 16%C	44 13%	62 17%C	46 16%	84 18%Ce	81 14%	106 15%	129 17%	86 16%	88 15%	64 15%	79 16%	49 16%	135 15%
Not important at all	(1)	80 4%	36 4%	44 4%	7 3%	13 4%	11 3%	15 4%	12 4%	22 5%	20 3%	26 4%	34 4%	20 4%	20 3%	16 4%	23 5%	6 2%	39 4%p
NET: Not important		397 19%	201 20%	196 19%	30 13%	71 20%C	55 17%	77 21%C	58 20%c	105 23%CE	101 17%	132 19%	163 22%i	107 19%	108 19%	80 19%	102 21%	54 18%	174 20%
Don't know		86 4%	58 6%B	28 3%	23 10%EFGH	23 6%FGH	16 5%Fh	7 2%	7 2%	11 2%	46 8%JK	23 3%	18 2%	20 4%	20 4%	17 4%	29 6%m	10 3%	44 5%
Mean		3.08	3.05	3.11a	3.16dH	3.03	3.16dH	3.09	3.09	3.01	3.08	3.12k	3.04	3.07	3.10	3.09	3.07	3.06	3.09
Standard deviation		0.80	0.79	0.81	0.75	0.78	0.79	0.83	0.81	0.82	0.77	0.81	0.82	0.78	0.79	0.80	0.84	0.72	0.82
Standard error		0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
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Table 37
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that makes it easier for me to make more sustainable living choices (e.g. cycle storage, space to grow vegetables, monitoring my energy usage or helping me recycle my rubbish)
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1556 76%	80 80%	197 73%	150 75%	162 76%	138 78%	186 82%FKl	233 74%	248 75%	162 78%	1085 75%	462 80%P	418 81%Ps	360 79%p	189 84%Pqsu	205 79%	177 79%	100 79%
Very important	(4)	635 31%	31 31%	80 30%	52 26%	74 35%g	51 29%	70 31%	103 33%	103 31%	71 34%	437 30%	193 33%	170 33%	150 33%	77 34%	78 30%	78 35%	48 38%p
Fairly important	(3)	921 45%	49 49%	117 43%	97 49%	88 41%	87 49%	115 51%hK	131 42%	145 44%	91 44%	648 45%	269 47%	247 48%q	209 46%	112 50%	127 49%	99 44%	52 41%
Not very important	(2)	317 16%	14 14%	52 19%J	36 18%j	33 15%	26 15%	27 12%	44 14%	54 16%	31 15%	242 17%QRT	74 13%	63 12%	64 14%r	23 10%	36 14%	34 15%	17 13%
Not important at all	(1)	80 4%	2 2%	12 4%	7 3%	11 5%	4 2%	7 3%	15 5%	13 4%	8 4%	65 4%qrs	15 3%	14 3%	12 3%	6 3%	7 3%	7 3%	4 3%
NET: Not important		397 19%	16 16%	64 24%J	43 22%	44 20%	30 17%	35 15%	58 19%	68 21%	39 19%	307 21%QRST	89 15%	77 15%	76 17%	29 13%	43 17%	40 18%	20 16%
Don't know		86 4%	3 3%	10 4%	6 3%	8 4%	8 5%	7 3%	23 7%fgJm	14 4%	7 3%	59 4%	24 4%	20 4%	20 4%	7 3%	12 5%	6 3%	6 4%
Mean		3.08	3.13	3.02	3.01	3.09	3.10	3.13	3.10	3.07	3.12	3.05	3.16P	3.16P	3.14P	3.19P	3.11	3.14	3.20p
Standard deviation		0.80	0.74	0.83	0.78	0.85	0.74	0.75	0.83	0.82	0.81	0.82	0.75	0.75	0.76	0.73	0.75	0.79	0.79
Standard error		0.02	0.07	0.05	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.02	0.03	0.03	0.04	0.05	0.05	0.06	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 38
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that makes it easier for me to make more sustainable living choices (e.g. cycle storage, space to grow vegetables, monitoring my energy usage or helping me recycle my rubbish)
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver								Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1556 76%	157 73%	82 78%	25 77%	67 68%	16 80%	1375 77%	9 48%	15 67%	1448 77%	72 75%	19 57%	9 49%	6 72%	1 26%	1 26%	- -
Very important	(4)	635 31%	78 36%	38 36%	14 43%	43 44%A	9 44%	544 31%	6 30%	8 36%	597 32%	24 25%	10 30%	- -	2 29%	- -	1 26%	- -
Fairly important	(3)	921 45%	79 37%D	44 42%D	11 34%	24 24%	7 36%	831 47%A	3 18%	7 31%	850 45%	48 50%	9 27%	9 49%	4 43%	1 26%	- -	- -
Not very important	(2)	317 16%	38 18%	14 13%	4 12%	20 21%	4 20%	273 15%	2 8%	4 19%	282 15%	18 19%	8 25%	2 13%	1 11%	2 51%	1 27%	2 46%
Not important at all	(1)	80 4%	13 6%f	8 7%f	-	6 6%	-	65 4%	1 6%	-	73 4%	2 3%	2 5%	1 8%	-	-	-	1 20%
NET: Not important		397 19%	52 24%	21 20%	4 12%	26 27%	4 20%	339 19%	3 14%	4 19%	356 19%	20 21%	10 30%	4 22%	1 11%	2 51%	1 27%	4 66%
Don't know		86 4%	8 4%	2 2%	3 11%	5 5%	-	68 4%	7 38%	3 14%	67 4%	4 4%	4 13%	5 29%	1 17%	1 23%	2 47%	2 34%
Mean		3.08	3.06	3.09	3.34	3.12	3.23	3.08	3.16	3.20	3.09	3.01	2.95	2.58	3.22	2.33	2.98	1.70
Standard deviation		0.80	0.90	0.89	0.72	0.96	0.78	0.79	1.03	0.80	0.80	0.75	0.94	0.72	0.71	0.60	1.35	0.54
Standard error		0.02	0.06	0.09	0.14	0.10	0.17	0.02	0.30	0.19	0.02	0.08	0.18	0.21	0.32	0.35	0.96	0.31

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
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Table 39
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
Having regular contact with my neighbours
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		923 45%	417 42%	505 48%A	86 37%	132 37%	145 44%dF	129 35%	140 48%CDF	291 63%CDEFG	218 37%	274 39%	431 57%IJ	289 52%MN	229 40%	175 42%	230 47%M	118 39%	367 41%
Very important	(4)	235 12%	96 10%	139 13%A	33 14%dF	33 9%	33 10%f	22 6%	33 11%F	81 17%DEFG	66 11%J	54 8%	114 15%iJ	69 12%	60 11%	50 12%	55 11%	35 12%	93 10%
Fairly important	(3)	688 34%	322 32%	366 35%	53 23%	98 28%	112 34%C	107 30%	107 37%CDf	210 45%CDEFG	151 26%	219 32%I	318 42%IJ	220 39%MN	169 29%	125 30%	175 36%Mn	82 28%	275 31%
Not very important	(2)	689 34%	360 36%B	328 31%	82 36%H	122 34%H	116 35%H	151 42%deGH	98 34%H	119 26%	205 35%K	267 38%K	217 29%	166 30%	202 35%l	157 38%L	164 33%	118 40%	307 35%
Not important at all	(1)	332 16%	159 16%	172 17%	36 16%h	76 21%eH	51 15%H	73 20%H	48 16%H	48 10%	112 19%K	124 18%K	96 13%	76 14%	110 19%L	70 17%	76 16%	45 15%	165 19%
NET: Not important		1020 50%	520 52%b	501 48%	118 51%H	198 56%H	167 50%H	224 62%CEGH	146 50%H	167 36%	316 54%K	391 56%K	313 41%	242 43%	311 54%Lo	227 54%L	240 49%	163 55%	472 53%
Don't know		96 5%	59 6%B	37 4%	27 12%EFGH	26 7%FGH	20 6%fGH	10 3%	6 2%	7 2%	53 9%JK	30 4%K	13 2%	26 5%	31 5%	16 4%	22 4%	17 6%	49 6%
Mean		2.43	2.38	2.47A	2.41F	2.27	2.41dF	2.22	2.44DF	2.71CDEFG	2.32	2.31	2.60IJ	2.53MN	2.33	2.39	2.44m	2.38	2.35
Standard deviation		0.91	0.88	0.93	0.96	0.93	0.88	0.84	0.90	0.88	0.94	0.87	0.90	0.89	0.92	0.91	0.90	0.90	0.92
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by Savanta ComRes

Savanta:
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Home of 2030 Survey
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Table 40
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
Having regular contact with my neighbours
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
						Region							Do you have any children aged 18 or under? If so, how old are they?						
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		923 45%	47 47%	120 44%	100 51%Il	101 47%	70 40%	102 45%	150 48%i	141 43%	92 44%	657 45%	259 45%	229 45%	204 45%	110 49%r	126 48%v	92 41%	61 48%
Very important	(4)	235 12%	9 9%	34 12%m	23 11%	26 12%	17 9%	24 10%	48 15%iM	40 12%m	15 7%	169 12%	64 11%	55 11%	47 10%	33 15%qRsU	24 9%	21 9%	21 16%qrSUV
Fairly important	(3)	688 34%	38 38%	86 32%	78 39%il	75 35%	53 30%	78 34%	102 32%	101 31%	77 37%	487 34%	194 34%	174 34%	157 35%	78 35%	102 39%QRSv	71 32%	40 32%
Not very important	(2)	689 34%	42 42%ghKm	95 35%	63 32%	67 31%	61 35%	80 35%	94 30%	120 37%k	66 32%	499 34%	189 33%	174 34%T	153 34%	65 29%	79 30%	95 42%PQRSTUW	37 29%
Not important at all	(1)	332 16%	8 8%	45 17%E	29 15%	35 17%E	35 20%E	37 16%E	49 16%e	53 16%E	41 19%E	231 16%	100 17%v	88 17%v	80 17%V	40 18%	46 18%	31 14%	22 17%
NET: Not important		1020 50%	50 50%	140 52%	92 46%	102 48%	96 54%k	117 51%	143 45%	174 53%k	107 51%	729 50%	289 50%	262 51%	233 51%	104 47%	125 48%	126 56%QrstUw	59 47%
Don't know		96 5%	2 2%	11 4%	6 3%	10 5%	11 6%	9 4%	22 7%g	15 5%	10 5%	64 4%	27 5%v	23 5%v	18 4%	10 4%	10 4%	6 3%	6 5%
Mean		2.43	2.50i	2.42	2.49i	2.45	2.31	2.41	2.51Im	2.40	2.33	2.43	2.41	2.40	2.39	2.48	2.41	2.38	2.50
Standard deviation		0.91	0.78	0.92	0.89	0.93	0.92	0.89	0.96	0.91	0.89	0.91	0.92	0.91	0.91	0.96	0.90	0.84	0.99
Standard error		0.02	0.08	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.06	0.02	0.04	0.04	0.04	0.07	0.06	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 41
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
Having regular contact with my neighbours
Base: All respondents

| | | Total | Q.6 Primary care giver | | | | | | | | Q.7 How often use technological devices | | | | | | | |
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		923 45%	92 43%	45 43%	22 66%	40 40%	7 34%	811 46%	8 41%	12 54%	837 45%	48 50%	23 68%	6 35%	5 62%	- -	1 26%	2 46%
Very important	(4)	235 12%	28 13%	13 12%	8 25%	14 14%	2 9%	196 11%	3 17%	7 34%	209 11%	15 16%	6 19%	1 6%	2 29%	- -	1 26%	- -
Fairly important	(3)	688 34%	64 30%	33 31%	14 41%	26 26%	5 25%	615 35%	4 24%	4 21%	629 34%	32 34%	17 50%	5 28%	3 33%	- -	- -	2 46%
Not very important	(2)	689 34%	75 34%	40 38%	3 10%	31 32%	7 35%	606 34%	3 14%	5 24%	647 35%	27 28%	8 23%	1 4%	2 21%	3 77%	1 27%	1 20%
Not important at all	(1)	332 16%	37 17%	18 17%	3 8%	17 17%	6 31%	292 16%	1 6%	2 9%	310 17%	16 17%	1 2%	4 24%	- -	- -	- -	- -
NET: Not important		1020 50%	111 51%	58 55%	6 19%	48 49%	14 66%	898 50%	4 21%	7 33%	958 51%	43 45%	8 25%	5 28%	2 21%	3 77%	1 27%	1 20%
Don't know		96 5%	13 6%B	2 2%	5 15%	10 10%AB	- -	73 4%	7 38%	3 13%	75 4%	5 6%	2 7%	7 37%	1 17%	1 23%	2 47%	2 34%
Mean		2.43	2.41	2.39	2.98	2.42	2.13	2.42	2.84	2.91	2.41	2.52	2.92	2.27	3.09	2.00	2.98	2.70
Standard deviation		0.91	0.94	0.92	0.91	0.97	0.97	0.90	0.99	1.06	0.91	0.98	0.73	1.13	0.83	0.00	1.35	0.54
Standard error		0.02	0.06	0.09	0.18	0.10	0.21	0.02	0.29	0.26	0.02	0.10	0.14	0.34	0.37	0.00	0.96	0.31

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 42
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home with plenty of convenient travel options so that I can get around easily
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1702 83%	806 81%	896 86%A	185 80%	276 78%	269 81%	300 83%	251 86%D	421 90%CDEFg	461 79%	569 82%	671 89%IJ	475 85%o	484 85%	345 83%	398 81%	248 83%	731 82%
Very important	(4)	792 39%	336 34%	455 44%A	86 37%	122 34%	114 34%	122 34%	126 43%DEF	221 48%CDEF	208 35%	236 34%	348 46%IJ	234 42%NO	242 42%NO	143 34%	173 35%	96 32%	328 37%
Fairly important	(3)	910 45%	470 47%B	440 42%	99 43%	155 43%	155 47%	178 49%h	124 43%	199 43%	253 43%	333 48%K	324 43%	240 43%	242 42%	202 48%m	225 46%	152 51%	403 45%
Not very important	(2)	208 10%	101 10%	107 10%	20 8%	47 13%gH	39 12%H	48 13%cGH	24 8%	30 7%	67 11%K	87 13%K	55 7%	54 10%	55 10%	47 11%	52 11%	36 12%	88 10%
Not important at all	(1)	45 2%	25 3%	19 2%	3 1%	12 3%	5 1%	6 2%	11 4%	9 2%	15 3%	11 2%	19 3%	9 2%	13 2%	11 3%	12 2%	2 1%	23 3%p
NET: Not important		253 12%	127 13%	126 12%	23 10%	59 17%CH	43 13%H	54 15%H	35 12%	39 8%	81 14%K	98 14%K	74 10%	63 11%	68 12%	58 14%	64 13%	39 13%	111 12%
Don't know		84 4%	63 6%B	21 2%	23 10%deFGH	20 6%FGH	19 6%FGH	9 2%	7 2%	6 1%	44 7%JK	28 4%K	13 2%	19 3%	20 4%	14 3%	30 6%lmn	12 4%	46 5%
Mean		3.25	3.20	3.30A	3.29df	3.15	3.21	3.18	3.28Df	3.38DEFg	3.21	3.19	3.34IJ	3.30No	3.29No	3.18	3.21	3.19	3.23
Standard deviation		0.73	0.73	0.73	0.70	0.79	0.71	0.72	0.77	0.69	0.76	0.72	0.73	0.72	0.74	0.74	0.74	0.68	0.74
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 43
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home with plenty of convenient travel options so that I can get around easily
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1702 83%	81 82%	227 84%i	166 84%	181 85%I	135 76%	192 84%I	272 87%Im	280 85%I	166 80%	1228 85%QSv	464 81%	418 81%	366 80%	182 81%	218 84%s	179 80%	100 79%
Very important	(4)	792 39%	32 33%	100 37%	77 39%	88 41%	63 36%	82 36%	157 50%EFGhIJLM	120 36%	71 34%	598 41%QRSUV	189 33%	165 32%	145 32%	82 37%r	81 31%	66 29%	42 34%
Fairly important	(3)	910 45%	49 49%K	127 47%K	88 45%k	93 44%	72 41%	110 49%K	115 37%	160 49%K	95 46%k	630 43%	275 48%p	253 49%Pq	221 49%p	100 45%	137 53%PqsT	113 51%p	57 45%
Not very important	(2)	208 10%	12 12%K	28 10%K	22 11%K	19 9%k	26 15%hK	22 10%K	14 5%	34 10%K	31 15%hK	131 9%	77 13%P	66 13%P	62 14%Pu	30 13%p	29 11%	31 14%P	17 13%
Not important at all	(1)	45 2%	2 2%	8 3%	4 2%	5 2%	4 2%	6 3%	5 2%	6 2%	4 2%	35 2%	10 2%	10 2%	6 1%	6 3%	4 2%	3 2%	1 1%
NET: Not important		253 12%	14 14%K	36 13%K	26 13%K	24 11%k	30 17%K	28 12%K	19 6%	41 12%K	35 17%K	166 11%	87 15%P	76 15%p	69 15%p	36 16%p	33 13%	35 16%	18 14%
Don't know		84 4%	4 4%	8 3%	7 3%	8 4%	12 7%fL	7 3%	23 7%FgJLm	9 3%	7 3%	56 4%	25 4%	20 4%	21 5%	6 3%	10 4%	10 4%	8 6%
Mean		3.25	3.17	3.21	3.25	3.29	3.18	3.21	3.45EFGHIJLM	3.23	3.16	3.28QRStUV	3.17	3.16	3.16	3.18	3.17	3.13	3.19
Standard deviation		0.73	0.73	0.75	0.74	0.73	0.78	0.74	0.67	0.71	0.75	0.74	0.73	0.72	0.71	0.77	0.69	0.71	0.72
Standard error		0.02	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.02	0.03	0.03	0.04	0.05	0.04	0.05	0.07

Region header spans columns (e) through (m). "Do you have any children aged 18 or under? If so, how old are they?" header spans columns (p) through (w).

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
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Table 44
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home with plenty of convenient travel options so that I can get around easily
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
								Q.6 Primary care giver						Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1702 83%	185 85%	93 89%	27 82%	81 83%	18 87%	1494 84%	8 41%	16 71%	1578 84%	77 80%	25 75%	11 60%	6 72%	1 30%	1 26%	2 46%
Very important	(4)	792 39%	88 40%	39 37%	13 41%	48 49%Ab	8 41%	692 39%	6 30%	6 29%	738 39%	34 35%	11 33%	3 19%	4 45%	-	1 26%	1 20%
Fairly important	(3)	910 45%	97 45%D	54 51%Da	14 41%	33 34%	10 46%	802 45%	2 11%	9 42%	840 45%	43 45%	14 42%	8 42%	2 27%	1 30%	-	1 26%
Not very important	(2)	208 10%	17 8%	7 7%	2 6%	7 7%	3 13%	185 10%	1 8%	4 20%	187 10%	15 15%	3 8%	1 4%	1 10%	1 26%	1 27%	-
Not important at all	(1)	45 2%	7 3%	3 3%	-	3 3%	-	38 2%	-	-	41 2%	1 1%	1 2%	1 5%	-	1 22%	-	1 20%
NET: Not important		253 12%	24 11%	11 10%	2 6%	10 10%	3 13%	223 13%	1 8%	4 20%	228 12%	15 16%	3 10%	2 9%	1 10%	2 47%	1 27%	1 20%
Don't know		84 4%	8 4%B	1 1%	4 12%	7 7%aB	-	64 4%	10 51%	2 9%	64 3%	4 4%	5 14%	6 31%	1 17%	1 23%	2 47%	2 34%
Mean		3.25	3.28	3.24	3.40	3.37	3.28	3.25	3.46	3.09	3.26	3.19	3.25	3.08	3.43	2.10	2.98	2.70
Standard deviation		0.73	0.75	0.72	0.62	0.78	0.69	0.73	0.79	0.75	0.73	0.72	0.73	0.80	0.76	1.04	1.35	1.41
Standard error		0.02	0.05	0.07	0.12	0.08	0.15	0.02	0.25	0.18	0.02	0.07	0.14	0.23	0.34	0.60	0.96	0.82

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 45
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home which is suitable for multiple generations of my family to live in
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Age 18-34 (i)	Age 35-54 (j)	Age 55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		988 48%	486 49%	502 48%	141 61%FGH	209 59%FGH	212 64%FGH	165 45%GH	106 36%	155 33%	350 60%jK	377 54%K	261 34%	260 47%	249 44%	224 53%LM	255 52%M	178 60%q	473 53%
Very important	(4)	321 16%	158 16%	163 16%	39 17%gH	78 22%GH	80 24%cFGH	63 17%GH	31 11%H	30 6%	117 20%K	143 21%K	61 8%	80 14%	78 14%	77 18%m	86 17%	59 20%	171 19%
Fairly important	(3)	667 33%	327 33%	339 33%	102 44%FGH	130 37%FGH	133 40%FGH	102 28%	75 26%	124 27%	233 40%JK	234 34%K	199 26%	180 32%	171 30%	147 35%m	170 34%	118 40%q	302 34%
Not very important	(2)	558 27%	265 27%	293 28%	50 22%	90 25%	65 20%	106 29%cE	92 31%CdE	155 33%CDE	140 24%	171 25%	247 33%IJ	162 29%O	159 28%o	127 30%O	111 22%	69 23%	231 26%
Not important at all	(1)	399 20%	181 18%	218 21%	16 7%	32 9%	39 12%	83 23%CDE	87 30%CDEf	143 31%CDEF	48 8%	122 18%I	229 30%IJ	115 21%N	140 25%NO	52 12%	92 19%N	38 13%	143 16%
NET: Not important		957 47%	446 45%	511 49%a	67 29%	122 34%	104 31%	189 52%CDE	179 61%CDEF	297 64%CDEF	188 32%	293 42%I	476 63%IJ	277 50%NO	299 52%NO	178 43%	203 41%	107 36%	375 42%p
Don't know		94 5%	64 6%B	30 3%	24 10%EFGH	25 7%FGH	15 5%	9 2%	8 3%	14 3%	49 8%JK	24 3%	21 3%	21 4%	24 4%	16 4%	34 7%Lmn	13 4%	41 5%
Mean		2.47	2.50	2.44	2.79FGH	2.77FGH	2.80FGH	2.41GH	2.18	2.09	2.78JK	2.59K	2.13	2.42	2.34	2.62LM	2.54lM	2.70	2.59
Standard deviation		1.00	0.99	1.00	0.84	0.92	0.95	1.04	0.99	0.92	0.89	1.02	0.95	0.99	1.01	0.94	1.01	0.95	0.99
Standard error		0.02	0.03	0.03	0.06	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by Savanta ComRes

Savanta:
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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 46
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home which is suitable for multiple generations of my family to live in
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
						Region								Do you have any children aged 18 or under? If so, how old are they?					
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		988 48%	50 51%	120 44%	100 51%	103 48%	86 49%	116 51%	163 52%f	155 47%	94 45%	576 40%	404 70%P	370 72%PQ	328 72%P	156 69%P	196 75%PQrst	171 76%PQrs	89 71%P
Very important	(4)	321 16%	22 23%IJM	48 18%ijm	29 15%	39 18%ijm	20 11%	27 12%	58 18%IJm	54 16%	24 12%	166 11%	153 27%P	142 28%Ps	114 25%P	79 35%PQRSUVw	70 7%P	59 26%P	33 26%P
Fairly important	(3)	667 33%	28 28%	72 27%	71 36%F	65 30%	67 38%F	88 39%eFhl	105 33%f	102 31%	70 33%	410 28%	251 44%PT	228 44%PT	214 47%PQrT	77 34%p	127 49%PQrT	113 50%PQRT	56 45%Pt
Not very important	(2)	558 27%	27 27%	92 34%ijKl	57 29%	59 27%	44 25%	61 27%	70 22%	87 26%	62 30%k	445 31%QRSTUVW	110 19%	94 18%	86 19%	45 20%	46 18%	37 17%	21 17%
Not important at all	(1)	399 20%	19 19%	45 16%	35 18%	39 18%	38 21%	43 19%	63 20%	74 22%f	44 21%	361 25%QRSTUVW	39 %SU	32 6%U	24 5%U	18 8%U	8 3%	12 5%	10 8%U
NET: Not important		957 47%	46 46%	137 51%k	92 46%	98 46%	81 46%	104 46%	133 42%	161 49%	105 50%k	806 56%QRSTUVW	148 26%U	127 25%u	110 24%u	62 28%U	54 21%	49 22%	31 25%
Don't know		94 5%	4 4%	14 5%	6 3%	12 6%	9 5%	8 4%	19 6%	14 4%	9 4%	69 5%v	22 4%V	18 3%v	17 4%V	6 3%	10 4%	4 2%	6 4%
Mean		2.47	2.56	2.48	2.49	2.51	2.41	2.45	2.53	2.43	2.37	2.28	2.94P	2.97Pq	2.95P	2.99P	3.03PQS	2.99P	2.92P
Standard deviation		1.00	1.06	0.99	0.96	1.01	0.96	0.95	1.03	1.03	0.96	0.98	0.87	0.86	0.82	0.95	0.77	0.81	0.89
Standard error		0.02	0.11	0.06	0.07	0.07	0.07	0.06	0.06	0.06	0.07	0.03	0.04	0.04	0.04	0.07	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 47
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home which is suitable for multiple generations of my family to live in
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		988	122	64	25	54	10	839	9	17	911	39	22	7	5	-	2	1
		48%	56%F	60%F	76%	55%	49%	47%	49%	78%	49%	40%	66%	41%	56%	-	53%	26%
Very important	(4)	321	55	29	14	28	5	251	7	8	304	8	4	-	2	-	2	-
		16%	25%F	28%F	42%	29%	23%	14%	37%	36%	16%J	8%	13%	-	29%	-	53%	-
Fairly important	(3)	667	67	34	11	26	5	588	2	9	607	31	18	7	2	-	-	1
		33%	31%	33%	34%	27%	27%	33%	12%	42%	32%	32%	53%	41%	27%	-	-	26%
Not very important	(2)	558	57	25	3	24	10	496	1	3	519	24	7	4	1	3	-	1
		27%	26%	24%	11%	25%	46%	28%	8%	14%	28%	25%	20%	21%	16%	77%	-	20%
Not important at all	(1)	399	27	14	-	13	1	372	-	-	365	29	3	2	-	-	-	1
		20%	13%	14%	-	13%	4%	21%Ab	-	-	19%	30%I	8%	13%	-	-	-	20%
NET: Not important		957	85	39	3	37	11	868	1	3	883	52	9	6	1	3	-	2
		47%	39%	37%	11%	38%	51%	49%AB	8%	14%	47%	55%	27%	34%	16%	77%	-	40%
Don't know		94	10	2	4	7	-	74	8	2	76	5	2	4	2	1	2	2
		5%	5%	2%	13%	7%	-	4%	43%	9%	4%	5%	7%	25%	28%	23%	47%	34%
Mean		2.47	2.72F	2.76F	3.36	2.76	2.67	2.42	3.52	3.24	2.47J	2.20	2.76	2.37	3.17	2.00	4.00	2.09
Standard deviation		1.00	1.00	1.02	0.70	1.05	0.89	0.99	0.76	0.72	1.00	0.98	0.80	0.80	0.85	0.00	0.00	0.98
Standard error		0.02	0.07	0.10	0.14	0.11	0.19	0.02	0.23	0.17	0.02	0.10	0.15	0.22	0.42	0.00	0.00	0.57

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 48
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that has quality private or shared gardens
Base: All respondents

		Total	Gender		Age										Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1648 81%	770 77%	877 84%A	170 73%	273 77%	281 85%CD	299 82%Cd	235 80%c	390 84%CD	443 76%	580 83%I	625 82%I	461 83%o	455 80%	348 83%o	384 78%	244 82%	712 80%
Very important	(4)	809 40%	341 34%	468 45%A	69 30%	114 32%	141 43%CD	168 46%CD	121 41%CD	195 42%CD	183 31%	309 45%I	316 42%I	213 38%	220 39%	183 44%l	193 39%	104 35%	368 41%p
Fairly important	(3)	839 41%	430 43%b	409 39%	101 44%f	159 45%F	139 42%	131 36%	114 39%	195 42%f	260 44%j	270 39%	309 41%	248 45%o	234 41%	165 39%	191 39%	140 47%Q	343 39%
Not very important	(2)	207 10%	107 11%	100 10%	29 13%	44 12%ef	26 8%	30 8%	34 12%	44 9%	73 12%J	56 8%	78 10%	51 9%	68 12%N	32 8%	56 11%n	33 11%	86 10%
Not important at all	(1)	96 5%	56 6%b	39 4%	8 3%	16 5%	12 4%	21 6%	18 6%	22 5%	24 4%	32 5%	39 5%	21 4%	32 6%	19 5%	24 5%	11 4%	47 5%
NET: Not important		303 15%	164 16%b	139 13%	37 16%	60 17%e	38 11%	51 14%	51 18%E	66 14%	97 17%j	89 13%	117 15%	72 13%	100 17%LN	51 12%	80 16%n	43 15%	133 15%
Don't know		88 4%	62 6%B	26 3%	25 11%dEFGH	22 6%GH	13 4%	13 3%	6 2%	9 2%	47 8%JK	26 4%k	16 2%	24 4%	17 3%	19 5%	28 6%M	10 3%	44 5%
Mean		3.21	3.13	3.29A	3.12	3.11	3.29CD	3.27cD	3.18	3.24D	3.12	3.28I	3.21I	3.22	3.16	3.28M	3.19	3.17	3.22
Standard deviation		0.82	0.84	0.80	0.78	0.81	0.77	0.85	0.87	0.81	0.80	0.81	0.84	0.78	0.85	0.81	0.84	0.77	0.84
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 49
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that has quality private or shared gardens
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
															Region				Do you have any children aged 18 or under? If so, how old are they?
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1648 81%	71 71%	225 83%EK	158 80%	172 81%e	147 84%EK	195 86%EK	236 75%	269 81%Ek	174 83%EK	1153 80%	485 84%P	434 84%P	393 86%PQ	186 83%	230 88%PQRt	192 86%P	108 86%
Very important	(4)	809 40%	29 29%	118 44%E	71 36%	86 40%e	81 46%Egk	95 42%E	117 37%	126 38%	85 41%e	561 39%	245 43%	222 43%	198 43%p	97 43%	104 40%	105 47%Pu	57 46%
Fairly important	(3)	839 41%	42 42%	107 40%	87 44%	86 40%	67 38%	100 44%	119 38%	142 43%	89 43%	592 41%	240 42%	213 41%	195 43%	89 40%	126 48%PQRSTV	88 39%	51 40%
Not very important	(2)	207 10%	21 21%FGHIJK LM	26 10%	19 10%	18 9%	13 7%	18 8%	39 12%i	36 11%	19 9%	166 11%QRSUW	42 7%u	39 8%U	29 6%	18 8%	13 5%	18 8%	5 4%
Not important at all	(1)	96 5%	4 4%	10 4%	16 8%fL	11 5%	8 4%	9 4%	19 6%	11 3%	9 4%	69 5%	26 4%	22 4%	18 4%	13 6%	10 4%	8 4%	7 5%
NET: Not important		303 15%	25 25%FHIJLM	36 13%	34 17%	29 14%	20 11%	27 12%	57 18%iJ	47 14%	28 13%	235 16%QRSUvw	68 12%su	62 12%u	47 10%	30 14%u	24 9%	26 12%	12 10%
Don't know		88 4%	3 3%	10 4%	6 3%	12 6%j	9 5%	6 2%	21 7%gJ	15 4%	7 3%	62 4%	22 4%	18 4%	15 3%	8 3%	7 3%	6 3%	6 5%
Mean		3.21	2.99	3.28EGk	3.11	3.23E	3.31EGK	3.27Egk	3.14	3.22E	3.24E	3.19	3.27P	3.28P	3.30P	3.25	3.28	3.32P	3.32
Standard deviation		0.82	0.84	0.79	0.88	0.83	0.80	0.78	0.88	0.78	0.80	0.83	0.80	0.79	0.77	0.84	0.74	0.78	0.80
Standard error		0.02	0.08	0.05	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.02	0.03	0.04	0.04	0.06	0.05	0.05	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 50
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that has quality private or shared gardens
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
								Q.6 Primary care giver						Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1648 81%	188 87%F	96 91%daF	29 89%	82 83%	17 84%	1432 80%	9 49%	19 87%	1525 82%	74 77%	25 75%	13 71%	6 72%	1 30%	1 26%	2 46%
Very important	(4)	809 40%	107 49%F	55 52%F	14 44%	52 53%	13 65%	687 39%	7 37%	9 39%	764 41%J	27 28%	12 35%	3 18%	2 29%	- -	1 26%	- -
Fairly important	(3)	839 41%	81 37%d	41 39%	15 45%	29 30%	4 19%	745 42%	2 12%	10 47%	761 41%	48 50%i	13 40%	10 53%	4 43%	1 30%	- -	2 46%
Not very important	(2)	207 10%	19 9%b	5 5%	- -	11 11%	3 16%	185 10%b	1 8%	2 11%	188 10%	13 14%	4 11%	1 4%	- -	1 22%	1 27%	- -
Not important at all	(1)	96 5%	5 2%	3 3%	1 2%	2 2%	- -	91 5%a	- -	- -	91 5%	4 4%	1 2%	- -	- -	1 26%	- -	- -
NET: Not important		303 15%	24 11%	8 8%	1 2%	13 13%	3 16%	276 15%aB	1 8%	2 11%	278 15%	17 18%	4 13%	1 4%	- -	2 47%	1 27%	- -
Don't know		88 4%	5 2%	1 1%	3 9%	4 4%	- -	74 4%	8 43%	1 3%	67 4%	5 5%	4 13%	4 25%	2 28%	1 23%	2 47%	3 54%
Mean		3.21	3.37F	3.43F	3.44	3.40	3.50	3.19	3.52	3.29	3.22j	3.07	3.24	3.19	3.40	2.05	2.98	3.00
Standard deviation		0.82	0.74	0.71	0.62	0.77	0.77	0.83	0.76	0.67	0.83	0.78	0.75	0.54	0.54	1.08	1.35	0.00
Standard error		0.02	0.05	0.07	0.12	0.08	0.16	0.02	0.23	0.15	0.02	0.08	0.14	0.15	0.27	0.62	0.96	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 51
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is affordable to run (e.g. rent, mortgage , utilities), so I can still live a comfortable life
Base: All respondents

		Total	Gender		Age						18-34	35-54	55+	Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	(i)	(j)	(k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1904 93%	901 90%	1003 96%A	196 85%	316 89%	314 95%CD	354 98%CDEG	277 95%CD	447 96%CD	512 87%	668 96%I	723 95%I	515 92%	539 94%	394 94%	455 93%	280 94%	819 92%
Very important	(4)	1397 69%	628 63%	769 74%A	133 58%	223 63%	229 69%C	268 74%CD	214 73%CD	330 71%CD	356 61%	497 72%I	544 72%I	367 66%	405 71%l	294 70%	331 67%	194 65%	593 67%
Fairly important	(3)	507 25%	273 27%B	234 22%	63 27%	93 26%	85 25%	87 24%	63 22%	116 25%	156 27%	171 25%	180 24%	148 27%	134 23%	100 24%	124 25%	86 29%	226 25%
Not very important	(2)	50 2%	33 3%B	16 2%	8 3%F	20 6%EFGH	5 1%	2 1%	6 2%	8 2%	28 5%JK	7 1%	14 2%	19 3%	11 2%	10 2%	10 2%	8 3%	23 3%
Not important at all	(1)	18 1%	9 1%	9 1%	8 3%DEFH	1 *	1 *	1 *	4 1%df	3 1%	8 1%J	2 *	7 1%	6 1%	6 1%	1 *	4 1%	- -	13 1%p
NET: Not important		68 3%	43 4%B	25 2%	16 7%EFH	21 6%EFH	6 2%	3 1%	10 4%F	11 2%f	37 6%JK	9 1%	22 3%j	26 5%	17 3%	11 3%	14 3%	8 3%	36 4%
Don't know		67 3%	52 5%B	15 1%	20 8%EFGH	18 5%FGH	12 4%fh	5 1%	5 2%	8 2%	37 6%JK	17 2%	13 2%	16 3%	15 3%	13 3%	23 5%	9 3%	33 4%
Mean		3.67	3.61	3.72A	3.52	3.60	3.69CD	3.74CD	3.69Cd	3.69CD	3.57	3.72I	3.69I	3.62	3.69l	3.69l	3.67	3.64	3.64
Standard deviation		0.57	0.61	0.54	0.74	0.61	0.52	0.47	0.59	0.54	0.66	0.49	0.56	0.62	0.57	0.53	0.56	0.54	0.62
Standard error		0.01	0.02	0.02	0.05	0.03	0.03	0.02	0.03	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.03	0.03	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
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Table 52
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is affordable to run (e.g. rent, mortgage , utilities), so I can still live a comfortable life
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1904 93%	89 89%	255 94%	189 95%e	201 94%	167 94%	214 94%	288 91%	309 94%	193 93%	1352 93%	543 94%	486 95%	431 95%	208 93%	244 94%	218 97%PQRSTU	120 95%
Very important	(4)	1397 69%	58 59%	185 68%	139 70%e	139 65%	113 64%	165 72%Ehi	215 68%e	241 73%EhI	143 69%	999 69%	390 68%	348 68%	311 68%	147 65%	178 68%	159 71%	87 69%
Fairly important	(3)	507 25%	30 30%jL	70 26%	50 25%	63 29%jL	53 30%jkL	49 22%	73 23%	68 21%	50 24%	353 24%	153 27%	137 27%	120 26%	61 27%	67 26%	60 27%	33 27%
Not very important	(2)	50 2%	3 3%	7 2%	4 2%	5 2%	3 2%	6 2%	7 2%	10 3%	6 3%	36 3%	12 2%	12 2%	10 2%	8 3%	8 3%	4 2%	1 1%
Not important at all	(1)	18 1%	4 4%FgHIL	1 *	2 1%	- -	- -	3 1%	5 1%hl	1 *	2 1%	15 1%s	2 *S	2 *s	1 *	2 1%s	1 *	- -	- -
NET: Not important		68 3%	7 8%fgHIl	8 3%	6 3%	5 2%	3 2%	9 4%	11 4%	11 3%	9 4%	52 4%w	14 3%	14 3%	11 2%	10 4%qsvw	8 3%	4 2%	1 1%
Don't know		67 3%	3 3%	8 3%	4 2%	7 3%	7 4%	5 2%	16 5%g	10 3%	7 3%	46 3%v	18 3%V	14 3%V	14 3%V	7 3%	8 3%	2 1%	5 4%V
Mean		3.67	3.49	3.67E	3.67E	3.65E	3.65E	3.69E	3.67E	3.72E	3.65e	3.66	3.67	3.66	3.68	3.62	3.67	3.70	3.71
Standard deviation		0.57	0.76	0.55	0.57	0.52	0.51	0.59	0.60	0.53	0.60	0.58	0.54	0.55	0.52	0.61	0.55	0.49	0.47
Standard error		0.01	0.08	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.02	0.02	0.03	0.03	0.04	0.04	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 53
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is affordable to run (e.g. rent, mortgage , utilities), so I can still live a comfortable life
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver							Q.7 How often use technological devices					
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1904 93%	198 91%	101 96%A	24 74%	88 90%	19 92%	1676 94%	10 54%	20 91%	1771 95%J	85 89%	27 81%	10 55%	7 83%	1 30%	2 53%	1 20%
Very important	(4)	1397 69%	149 69%	74 70%	18 56%	74 76%a	14 68%	1231 69%	6 30%	11 52%	1317 70%J	54 56%	17 51%	5 25%	2 29%	- -	1 26%	1 20%
Fairly important	(3)	507 25%	48 22%D	27 25%D	6 18%	14 14%	5 24%	445 25%	5 24%	9 39%	454 24%	32 33%i	10 29%	5 30%	4 54%	1 30%	1 27%	- -
Not very important	(2)	50 2%	8 3%	2 2%	3 8%	3 3%	2 8%	40 2%	1 8%	1 6%	35 2%	5 5%I	3 9%	5 27%	- -	1 22%	- -	1 26%
Not important at all	(1)	18 1%	4 2%	1 1%	1 2%	2 2%	- -	14 1%	- -	- -	13 1%	2 2%i	- -	- -	- -	1 26%	- -	1 20%
NET: Not important		68 3%	11 5%f	3 3%	3 10%	5 5%	2 8%	53 3%	1 8%	1 6%	48 3%	7 8%I	3 9%	5 27%	- -	2 47%	- -	2 46%
Don't know		67 3%	8 3%b	1 1%	5 16%	5 5%	- -	52 3%	7 38%	1 3%	51 3%	3 3%	3 10%	3 18%	1 17%	1 23%	2 47%	2 34%
Mean		3.67	3.64	3.67	3.51	3.72	3.60	3.67	3.36	3.47	3.69J	3.47	3.47	2.98	3.35	2.05	3.49	2.31
Standard deviation		0.57	0.65	0.57	0.79	0.64	0.65	0.56	0.72	0.63	0.54	0.72	0.68	0.83	0.52	1.08	0.68	1.41
Standard error		0.01	0.04	0.06	0.16	0.07	0.14	0.01	0.21	0.14	0.01	0.07	0.13	0.22	0.23	0.62	0.48	0.82

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 54
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is environmentally friendly and is part of the solution to climate change
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Pri- vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1605 79%	738 74%	867 83%A	182 79%	262 74%	256 77%	288 79%d	232 79%	384 83%De	445 76%	544 78%	616 81%I	453 81%O	452 79%	328 78%	372 75%	245 82%Q	673 76%
Very important	(4)	693 34%	297 30%	395 38%A	77 33%	107 30%	120 36%	126 35%	98 33%	166 36%	184 31%	246 35%	264 35%	187 34%	195 34%	142 34%	168 34%	79 27%	296 33%P
Fairly important	(3)	912 45%	440 44%	472 45%	105 45%	156 44%	136 41%	162 45%	134 46%	218 47%	261 44%	298 43%	353 47%	266 48%O	257 45%	186 44%	203 41%	166 56%Q	377 42%
Not very important	(2)	268 13%	151 15%B	117 11%	23 10%	55 15%c	44 13%	49 13%	34 12%	63 14%	78 13%	93 13%	97 13%	71 13%	75 13%	54 13%	69 14%	34 11%	130 15%
Not important at all	(1)	73 4%	47 5%B	27 3%	4 2%	12 3%	16 5%h	13 4%	17 6%CH	12 2%	17 3%	29 4%	28 4%	15 3%	21 4%	17 4%	20 4%	8 3%	40 4%
NET: Not important		341 17%	197 20%B	144 14%	27 12%	67 19%C	60 18%c	62 17%	51 17%c	74 16%	94 16%	122 18%	125 17%	86 15%	96 17%	71 17%	89 18%	42 14%	170 19%p
Don't know		93 5%	61 6%B	32 3%	22 10%EFGH	26 7%FGH	16 5%H	13 4%h	9 3%	7 1%	48 8%JK	29 4%K	16 2%	18 3%	24 4%	20 5%	32 6%L	11 4%	46 5%
Mean		3.14	3.06	3.22A	3.22d	3.08	3.14	3.15	3.11	3.17	3.14	3.14	3.15	3.16	3.14	3.14	3.13	3.10	3.10
Standard deviation		0.79	0.82	0.75	0.72	0.80	0.84	0.79	0.83	0.76	0.77	0.81	0.79	0.75	0.79	0.80	0.82	0.71	0.83
Standard error		0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 55
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is environmentally friendly and is part of the solution to climate change
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		1605 79%	76 77%	209 77%	149 75%	173 81%	138 78%	187 82%g	251 80%	260 79%	162 78%	1142 79%	452 79%	408 79%	360 79%	175 78%	209 80%	181 81%	98 78%
Very important	(4)	693 34%	34 34%	91 34%	65 33%	70 33%	52 30%	77 34%	122 39%i	110 33%	72 34%	494 34%	195 34%	174 34%	147 32%	83 37%	85 33%	69 31%	50 40%sv
Fairly important	(3)	912 45%	43 43%	117 43%	84 42%	103 48%	86 48%	109 48%	129 41%	150 45%	90 43%	648 45%	257 45%	234 46%t	213 47%qW	92 41%	123 47%tw	112 50%qrtW	48 38%
Not very important	(2)	268 13%	16 16%k	38 14%k	38 19%HJKL	25 12%	23 13%	25 11%	29 9%	40 12%	35 17%jK	191 13%	77 13%	67 13%	61 13%	31 14%	37 14%	27 12%	17 14%
Not important at all	(1)	73 4%	2 2%	14 5%	4 2%	5 2%	8 4%	9 4%	15 5%	13 4%	4 2%	54 4%	19 3%	17 3%	14 3%	9 4%	5 2%	9 4%	5 4%
NET: Not important		341 17%	19 19%	51 19%	42 21%hK	30 14%	30 17%	34 15%	44 14%	53 16%	39 19%	245 17%	96 17%	84 16%	75 16%	41 18%	43 16%	35 16%	22 18%
Don't know		93 5%	4 5%	11 4%	8 4%	11 5%	8 5%	7 3%	20 6%j	17 5%	7 3%	63 4%	27 5%	22 4%	21 5%	9 4%	9 4%	7 3%	6 4%
Mean		3.14	3.13	3.10	3.10	3.18	3.09	3.15	3.21	3.14	3.14	3.14	3.15	3.15	3.13	3.15	3.15	3.11	3.19
Standard deviation		0.79	0.78	0.84	0.78	0.73	0.79	0.78	0.82	0.79	0.77	0.79	0.78	0.78	0.77	0.83	0.74	0.77	0.84
Standard error		0.02	0.08	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.06	0.02	0.03	0.04	0.04	0.06	0.05	0.05	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 56
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is environmentally friendly and is part of the solution to climate change
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
								Q.6 Primary care giver			Q.7 How often use technological devices							
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1605 79%	170 78%	86 82%	25 75%	78 80%	15 72%	1408 79%	9 46%	18 83%	1484 79%	75 78%	26 76%	8 46%	7 83%	1 30%	2 53%	1 26%
Very important	(4)	693 34%	87 40%f	43 41%	15 46%	43 43%	10 48%	594 33%	3 17%	8 38%	648 35%	29 30%	7 21%	4 24%	4 45%	-	1 26%	-
Fairly important	(3)	912 45%	83 38%	43 41%	9 29%	36 36%	5 24%	814 46%A	5 29%	10 44%	836 45%	47 48%	19 56%	4 22%	3 37%	1 30%	1 27%	1 26%
Not very important	(2)	268 13%	29 13%	11 10%	4 12%	10 11%	5 23%	235 13%	2 9%	2 9%	242 13%	16 17%	4 11%	4 22%	-	2 47%	-	-
Not important at all	(1)	73 4%	11 5%	6 6%	1 4%	5 5%	1 5%	61 3%	1 6%	-	69 4%	2 2%	1 4%	-	-	-	-	1 20%
NET: Not important		341 17%	40 18%	17 16%	5 16%	15 15%	6 28%	296 17%	3 16%	2 9%	311 17%	18 19%	5 15%	4 22%	-	2 47%	-	1 20%
Don't know		93 5%	7 3%	2 2%	3 9%	5 5%	-	77 4%	7 38%	2 9%	75 4%	3 3%	3 8%	6 32%	1 17%	1 23%	2 47%	3 54%
Mean		3.14	3.17	3.20	3.29	3.24	3.15	3.14	2.93	3.32	3.15	3.09	3.02	3.03	3.55	2.38	3.49	2.13
Standard deviation		0.79	0.86	0.85	0.87	0.85	0.97	0.78	0.95	0.66	0.79	0.75	0.73	0.86	0.54	0.62	0.68	1.29
Standard error		0.02	0.06	0.08	0.16	0.09	0.21	0.02	0.28	0.16	0.02	0.08	0.14	0.25	0.24	0.36	0.48	0.91

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 57
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is innovative and different to what people have seen before
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		664 33%	347 35%B	316 30%	101 44%FGH	159 45%FGH	139 42%FGH	102 28%H	66 22%	97 21%	260 44%JK	241 35%K	163 21%	192 34%M	161 28%	153 36%M	158 32%	110 37%	333 37%
Very important	(4)	197 10%	102 10%	95 9%	30 13%GH	47 13%FGH	45 14%FGH	31 8%h	21 7%	24 5%	77 13%K	76 11%K	44 6%	44 8%	54 9%	50 12%L	50 10%	33 11%	107 12%
Fairly important	(3)	467 23%	246 25%b	222 21%	71 31%FGH	112 32%FGH	94 28%FGH	71 20%	45 15%	73 16%	183 31%JK	165 24%K	119 16%	148 27%M	108 19%	103 25%M	108 22%	77 26%	226 25%
Not very important	(2)	818 40%	390 39%	428 41%	76 33%	115 32%	118 36%	166 46%CDE	131 45%CDE	212 46%CDE	191 33%	284 41%I	343 45%I	209 38%	241 42%	166 40%	201 41%	116 39%	338 38%
Not important at all	(1)	446 22%	188 19%	258 25%A	33 14%	53 15%	53 16%	81 22%CDE	84 29%CDEf	143 31%CDEF	86 15%	134 19%I	227 30%IJ	137 25%No	137 24%N	75 18%	98 20%	57 19%	164 19%
NET: Not important		1265 62%	578 58%	686 66%A	109 47%	168 47%	171 52%	247 68%CDE	215 74%CDE	355 76%CDEF	277 47%	418 60%I	570 75%IJ	346 62%	379 66%No	241 58%	299 61%	173 58%	503 57%
Don't know		111 5%	70 7%B	40 4%	22 9%FGH	28 8%FGH	21 6%H	14 4%	11 4%	14 3%	50 9%JK	35 5%	25 3%	19 3%	32 6%	25 6%l	35 7%L	15 5%	52 6%
Mean		2.21	2.28B	2.15	2.46FGH	2.47FGH	2.42FGH	2.15GH	2.01	1.95	2.47JK	2.28K	1.97	2.18	2.14	2.32LM	2.24	2.31	2.33
Standard deviation		0.91	0.91	0.91	0.92	0.93	0.94	0.88	0.87	0.83	0.93	0.92	0.84	0.91	0.91	0.92	0.91	0.92	0.93
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 58
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is innovative and different to what people have seen before
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
						Region									Do you have any children aged 18 or under? If so, how old are they?				
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Important		664 33%	35 35%Lm	90 33%LM	59 30%	87 41%GiJLM	57 32%lm	68 30%	138 44%FGIJLM	81 24%	50 24%	424 29%	235 41%P	215 42%P	186 41%P	101 45%P	121 46%PQRSVw	86 38%P	47 37%p
Very important	(4)	197 10%	10 10%m	33 12%GiJlM	11 6%	29 14%GiJLM	13 7%	15 6%	52 16%GiJLM	25 8%	9 5%	119 8%	76 13%P	67 13%P	58 13%P	36 16%P	36 14%P	26 12%	18 14%P
Fairly important	(3)	467 23%	25 25%l	56 21%	48 24%L	58 27%Lm	44 25%L	53 23%l	86 27%fLm	56 17%	41 19%	305 21%	159 28%P	148 29%P	128 28%P	65 29%P	85 33%PQrSw	60 27%p	29 23%
Not very important	(2)	818 40%	41 42%	103 38%	86 43%HK	71 33%	67 38%	97 43%HK	104 33%	156 47%FHIK	92 44%HK	594 41%t	220 38%t	197 38%t	178 39%	76 34%	93 36%	99 44%QRSTU	53 42%
Not important at all	(1)	446 22%	17 17%	67 25%K	42 21%	44 20%	42 24%k	54 24%K	52 17%	74 22%k	55 26%eK	359 25%QRSTUVW	87 15%	78 15%	67 15%	37 16%	33 13%	33 15%	16 13%
NET: Not important		1265 62%	58 58%	170 63%hK	128 65%HK	115 54%	109 62%K	152 67%HK	156 50%	230 70%EfHiK	147 71%EfHiK	953 66%QRSTUvW	307 53%U	274 54%U	244 50%	113 48%	126 59%qRStU	132	69 55%
Don't know		111 5%	7 7%	11 4%	11 6%	12 6%	11 6%	8 4%	21 7%	19 6%	11 5%	74 5%	32 6%RV	25 5%v	25 5%V	11 5%	13 5%	6 3%	10 8%V
Mean		2.21	2.31LM	2.21M	2.15	2.36GiJLM	2.17	2.13	2.47FGIJLM	2.10	2.02	2.13	2.41P	2.42P	2.41P	2.47P	2.50PqrSv	2.36P	2.42P
Standard deviation		0.91	0.90	0.97	0.84	0.98	0.89	0.86	0.98	0.85	0.82	0.90	0.92	0.91	0.91	0.97	0.90	0.88	0.91
Standard error		0.02	0.09	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.06	0.02	0.04	0.04	0.05	0.07	0.06	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 59
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is innovative and different to what people have seen before
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		664 33%	80 37%	42 40%	18 55%	41 42%	3 14%	561 31%	8 41%	15 69%	615 33%	25 26%	14 40%	4 24%	3 39%	1 22%	1 26%	1 26%
Very important	(4)	197 10%	22 10%	9 9%	8 23%	13 13%	-	161 9%	6 30%	8 37%	184 10%	7 7%	3 8%	-	2 29%	-	1 26%	-
Fairly important	(3)	467 23%	58 27%	33 31%f	10 32%	28 28%	3 14%	400 22%	2 11%	7 32%	431 23%	18 19%	11 33%	4 24%	1 10%	1 22%	-	1 26%
Not very important	(2)	818 40%	85 39%	41 39%	3 9%	35 36%	13 63%	724 41%	4 21%	5 24%	753 40%	39 40%	13 38%	6 35%	4 44%	2 55%	1 27%	1 20%
Not important at all	(1)	446 22%	39 18%	19 18%	5 15%	15 15%	4 21%	407 23%	-	1 5%	412 22%	26 28%	4 12%	3 17%	-	-	-	1 20%
NET: Not important		1265 62%	124 57%	60 57%	8 24%	51 52%	17 84%	1131 63%a	4 21%	6 28%	1165 62%	65 68%	16 49%	9 52%	4 44%	2 55%	1 27%	2 40%
Don't know		111 5%	13 6%	4 3%	7 21%	7 7%	* 2%	90 5%	7 38%	1 3%	91 5%	6 6%	3 10%	4 25%	1 17%	1 23%	2 47%	2 34%
Mean		2.21	2.31f	2.31	2.79	2.42	1.92	2.19	3.15	3.04	2.22	2.06	2.41	2.09	2.82	2.28	2.98	2.09
Standard deviation		0.91	0.90	0.88	1.09	0.93	0.61	0.91	0.93	0.92	0.92	0.89	0.83	0.76	0.99	0.58	1.35	0.98
Standard error		0.02	0.06	0.09	0.22	0.10	0.13	0.02	0.27	0.21	0.02	0.09	0.16	0.21	0.44	0.33	0.96	0.57

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 60
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is in a neighbourhood that has all the amenities that a community of all different ages may need
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Important		1632	766	866	163	270	269	280	237	413	433	549	650	460	454	327	390	235	693
		80%	77%	83%A	70%	76%	81%C	77%c	81%C	89%CDEFG	74%	79%I	86%IJ	83%n	79%	78%	79%	79%	78%
Very important	(4)	633	278	355	55	98	107	102	93	177	154	209	271	177	183	126	147	83	269
		31%	28%	34%A	24%	28%	32%c	28%	32%c	38%CDeFg	26%	30%	36%IJ	32%	32%	30%	30%	28%	30%
Fairly important	(3)	999	488	511	108	172	163	178	143	236	280	341	379	283	271	201	244	151	424
		49%	49%	49%	47%	48%	49%	49%	49%	51%	48%	49%	50%	51%	47%	48%	49%	51%	48%
Not very important	(2)	247	135	112	31	52	33	59	36	36	83	92	72	61	75	60	51	34	122
		12%	14%b	11%	13%H	15%eH	10%	16%EH	12%H	8%	14%K	13%K	9%	11%	13%	14%o	10%	12%	14%
Not important at all	(1)	70	35	34	12	9	13	15	9	11	21	28	21	16	17	14	22	14	31
		3%	4%	3%	5%h	3%	4%	4%	3%	2%	4%	4%	3%	3%	3%	3%	5%	5%	3%
NET: Not important		317	170	146	43	61	46	74	45	47	104	120	93	77	92	74	74	48	153
		16%	17%b	14%	19%H	17%H	14%	20%EH	16%H	10%	18%K	17%K	12%	14%	16%	18%	15%	16%	17%
Don't know		90	60	30	25	24	16	9	10	5	50	25	16	20	25	17	28	15	43
		4%	6%B	3%	11%EFGH	7%FgH	5%fH	2%	4%H	1%	8%JK	4%k	2%	4%	4%	4%	6%	5%	5%
Mean		3.13	3.08	3.17A	3.00	3.09	3.15cf	3.04	3.14c	3.26CDeFG	3.05	3.09	3.21IJ	3.16	3.13	3.09	3.11	3.08	3.10
Standard deviation		0.76	0.77	0.75	0.81	0.75	0.76	0.79	0.76	0.71	0.77	0.78	0.73	0.73	0.76	0.77	0.78	0.78	0.77
Standard error		0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 61
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is in a neighbourhood that has all the amenities that a community of all different ages may need
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456*	225	260	224	126
NET: Important		1632 80%	82 82%	223 82%m	162 82%	178 83%iM	134 76%	184 81%	248 79%	266 81%	156 75%	1164 80%w	459 80%w	418 81%QW	365 80%W	183 82%w	219 84%QSW	186 83%W	92 73%
Very important	(4)	633 31%	31 31%	80 30%	63 32%	68 32%	47 26%	65 29%	115 36%Ij	103 31%	61 29%	450 31%	176 31%	161 31%	137 30%	75 33%	78 30%	73 33%	35 28%
Fairly important	(3)	999 49%	51 51%	143 53%K	99 50%	109 51%k	87 49%	118 52%K	134 43%	163 49%k	95 46%	714 49%	282 49%	257 50%	229 50%	109 48%	140 54%qrs	113 51%	57 46%
Not very important	(2)	247 12%	12 12%	26 9%	27 13%	21 10%	23 13%	25 11%	30 10%	46 14%k	38 18%FHJK	175 12%	70 12%r	58 11%	56 12%	25 11%	27 10%	22 10%	19 15%
Not important at all	(1)	70 3%	3 3%	11 4%	3 2%	6 3%	9 5%g	8 4%	14 5%g	8 2%	8 4%	49 3%	21 4%u	17 3%u	16 3%U	7 3%	5 2%	9 4%u	8 6%sU
NET: Not important		317 16%	14 15%	37 14%	30 15%	26 12%	32 18%	33 14%	44 14%	54 16%	46 22%FgHjK	224 15%	91 16%Ru	75 15%	72 16%U	32 14%	32 12%	31 14%	27 22%pqrsUV
Don't know		90 4%	3 3%	11 4%	6 3%	10 5%	10 6%	11 5%	22 7%gL	10 3%	7 3%	61 4%	25 4%	21 4%	18 4%	9 4%	9 4%	6 3%	6 5%
Mean		3.13	3.14	3.12	3.16	3.18im	3.03	3.11	3.19im	3.13	3.04	3.13	3.12w	3.14qw	3.11w	3.16w	3.16w	3.15w	3.00
Standard deviation		0.76	0.73	0.75	0.71	0.72	0.80	0.74	0.81	0.74	0.80	0.76	0.77	0.75	0.76	0.76	0.69	0.77	0.85
Standard error		0.02	0.07	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.06	0.02	0.03	0.03	0.04	0.05	0.05	0.05	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 62
Q.2 Still thinking about your expectations and visions of 'the home of 2030', how important, if at all, would each of the following factors be for you?
A home that is in a neighbourhood that has all the amenities that a community of all different ages may need
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver								Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Important		1632 80%	177 82%	92 88%Af	26 79%	80 82%	14 68%	1431 80%	8 42%	16 74%	1515 81%	72 75%	27 80%	10 57%	5 56%	1 30%	1 26%	1 20%
Very important	(4)	633 31%	68 31%	33 32%	9 26%	38 38%a	4 20%	551 31%	7 36%	7 33%	593 32%	23 24%	11 32%	1 6%	2 29%	- -	1 26%	1 20%
Fairly important	(3)	999 49%	109 50%d	59 56%d	17 53%	42 43%	10 48%	880 49%	1 7%	9 41%	922 49%	49 51%	16 47%	9 50%	2 27%	1 30%	- -	- -
Not very important	(2)	247 12%	22 10%	8 8%	2 8%	7 7%	6 28%	218 12%	1 7%	5 23%	225 12%	13 13%	2 6%	1 6%	1 16%	2 47%	1 27%	1 26%
Not important at all	(1)	70 3%	8 4%	3 3%	-	5 5%	1 4%	60 3%	1 7%	-	59 3%	7 7%I	1 2%	2 13%	-	-	-	1 20%
NET: Not important		317 16%	30 14%	11 10%	2 8%	11 12%	7 32%	278 16%	3 15%	5 23%	284 15%	20 21%	3 8%	3 19%	1 16%	2 47%	1 27%	2 46%
Don't know		90 4%	10 4%b	2 2%	4 13%	7 7%b	-	72 4%	8 43%	1 3%	71 4%	4 4%	4 13%	4 25%	2 28%	1 23%	2 47%	2 34%
Mean		3.13	3.14	3.19	3.22	3.24	2.84	3.12	3.24	3.11	3.14J	2.96	3.26	2.66	3.17	2.38	2.98	2.31
Standard deviation		0.76	0.76	0.69	0.60	0.80	0.80	0.76	1.15	0.77	0.75	0.84	0.68	0.89	0.85	0.62	1.35	1.41
Standard error		0.02	0.05	0.07	0.12	0.08	0.17	0.02	0.35	0.18	0.02	0.09	0.13	0.25	0.42	0.36	0.96	0.82

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 63
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
Summary Table
Base: All respondents

		Statements								
		My current home does not get the basics right (e.g. noise, light, ventilation, temperature)	I am able to live comfortably once I have paid for all of the costs associated with my home (e.g. rent/mortgage, utilities etc.)	I feel like home life is becoming increasingly complicated and stressful (e.g. bills, appliances, housing repairs, etc.)	The current design and structure means I can adapt my home to the changing needs of my life and/ or family	I am not comfortable with the increasing role of digital technologies in homes	New homes seem to look the same everywhere and don't have a lot of character	My home isn't set up for me to work from home	I didn't have an opportunity to contribute to the design of my home	My current home has private or shared gardens
Unweighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039
NET: Agree		796 39%	1320 65%	1090 53%	907 44%	897 44%	1614 79%	857 42%	1505 74%	1643 81%
Strongly agree	(4)	226 11%	411 20%	343 17%	162 8%	274 13%	725 36%	330 16%	988 48%	1217 60%
Somewhat agree	(3)	569 28%	909 45%	747 37%	745 37%	623 31%	889 44%	526 26%	517 25%	426 21%
Somewhat disagree	(2)	697 34%	389 19%	558 27%	567 28%	596 29%	254 12%	561 28%	276 14%	81 4%
Strongly disagree	(1)	441 22%	225 11%	266 13%	351 17%	363 18%	55 3%	362 18%	149 7%	237 12%
NET: Disagree		1138 56%	614 30%	825 40%	917 45%	959 47%	309 15%	923 45%	425 21%	317 16%
Don't know		106 5%	105 5%	124 6%	215 11%	183 9%	116 6%	260 13%	109 5%	79 4%
Mean		2.30	2.78	2.61	2.39	2.43	3.19	2.46	3.21	3.34
Standard deviation		0.95	0.91	0.94	0.90	0.97	0.77	1.01	0.96	1.02
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 64
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My current home does not get the basics right (e.g. noise, light, ventilation, temperature)
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Age 18-34 (i)	Age 35-54 (j)	Age 55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		796 39%	370 37%	425 41%	95 41%H	156 44%H	158 48%GH	166 46%gH	112 38%H	108 23%	251 43%K	324 47%K	220 29%	185 33%	230 40%L	167 40%L	213 43%L	128 43%	366 41%
Strongly agree	(4)	226 11%	100 10%	126 12%	32 14%H	43 12%H	48 14%H	47 13%H	32 11%H	24 5%	75 13%K	95 14%K	56 7%	49 9%	57 10%	52 13%l	68 14%Lm	32 11%	107 12%
Somewhat agree	(3)	569 28%	270 27%	299 29%	62 27%H	113 32%H	110 33%H	119 33%H	80 27%H	84 18%	176 30%K	229 33%K	164 22%	136 24%	173 30%L	115 27%	145 29%l	96 32%	260 29%
Somewhat disagree	(2)	697 34%	351 35%	346 33%	70 30%	103 29%	101 30%	111 31%	102 35%	210 45%CDEFG	173 29%	212 31%	311 41%IJ	204 37%	191 33%	140 34%	162 33%	95 32%	282 32%
Strongly disagree	(1)	441 22%	209 21%	232 22%	44 19%	66 19%	55 17%	73 20%	65 22%e	137 30%CDEFG	111 19%	128 18%	203 27%IJ	141 25%O	131 23%O	89 21%o	80 16%	58 19%	186 21%
NET: Disagree		1138 56%	560 56%	578 55%	115 50%	169 47%	156 47%	184 51%	167 57%DE	347 75%CDEFG	284 48%	340 49%	514 68%IJ	345 62%mNO	322 56%O	229 55%o	242 49%	153 51%	467 53%
Don't know		106 5%	66 7%B	40 4%	22 9%eFGH	30 8%FgH	18 5%H	12 3%	13 5%h	10 2%	52 9%JK	30 4%	24 3%	27 5%	20 3%	22 5%	37 8%lM	17 6%	55 6%
Mean		2.30	2.28	2.32	2.39H	2.41H	2.48GH	2.40H	2.28H	1.99	2.40K	2.44K	2.10	2.17	2.28l	2.33L	2.44LMn	2.36	2.35
Standard deviation		0.95	0.93	0.97	0.99	0.96	0.95	0.96	0.95	0.84	0.97	0.96	0.89	0.93	0.94	0.97	0.95	0.93	0.96
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 65
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My current home does not get the basics right (e.g. noise, light, ventilation, temperature)
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
																			Region ... Do you have any children aged 18 or under? If so, how old are they?
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		796 39%	42 43%	116 43%	69 35%	94 44%gj	71 40%	80 35%	125 40%	124 38%	76 36%	514 35%	276 48%P	244 47%P	220 48%P	113 50%P	124 48%P	111 50%P	56 44%p
Strongly agree	(4)	226 11%	14 14%	30 11%	21 11%	26 12%	21 12%	20 9%	39 12%	36 11%	19 9%	141 10%	82 14%P	74 14%P	65 14%P	39 17%P	36 14%p	30 13%	16 12%
Somewhat agree	(3)	569 28%	29 29%	86 32%g	47 24%	68 32%g	50 28%	59 26%	86 27%	88 27%	56 27%	374 26%	193 34%P	171 33%P	155 34%P	74 33%P	89 34%P	81 36%P	40 32%
Somewhat disagree	(2)	697 34%	42 42%HIK	90 33%	78 39%HIk	62 29%	50 28%	91 40%HIK	97 31%	112 34%	75 36%	531 37%QRSTV	165 29%	149 29%	131 29%	57 25%	86 33%qrSTV	58 26%	40 32%
Strongly disagree	(1)	441 22%	11 11%	54 20%E	41 21%E	49 23%E	44 25%E	48 21%E	69 22%E	78 24%E	47 22%E	333 23%QRSU	103 18%u	93 18%U	79 17%	44 20%u	38 15%	42 19%	23 18%
NET: Disagree		1138 56%	52 53%	144 53%	119 60%	111 52%	94 53%	139 61%fhk	166 53%	190 58%	122 59%	863 60%QRSTUVw	267 47%	243 47%	210 46%	101 45%	124 48%	100 45%	63 50%
Don't know		106 5%	5 5%	11 4%	11 5%	8 4%	11 6%	9 4%	24 8%fj	16 5%	11 5%	72 5%	32 6%	27 5%	25 6%	11 5%	12 5%	12 6%	7 6%
Mean		2.30	2.48gJlM	2.35	2.26	2.35	2.29	2.24	2.32	2.26	2.24	2.23	2.47P	2.46P	2.48P	2.50P	2.49P	2.47P	2.41p
Standard deviation		0.95	0.88	0.94	0.93	0.98	1.00	0.90	0.98	0.96	0.93	0.93	0.97	0.97	0.96	1.02	0.92	0.97	0.95
Standard error		0.02	0.09	0.06	0.07	0.07	0.08	0.06	0.06	0.05	0.07	0.02	0.04	0.05	0.05	0.07	0.06	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
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Table 66
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My current home does not get the basics right (e.g. noise, light, ventilation, temperature)
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
								Q.6 Primary care giver					Q.7 How often use technological devices					
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		796 39%	115 53%F	57 54%F	21 64%	56 57%	10 47%	659 37%	8 40%	14 63%	743 40%J	25 26%	17 50%	2 9%	5 62%	1 26%	1 26%	1 26%
Strongly agree	(4)	226 11%	48 22%F	26 24%F	10 32%	26 27%	3 14%	166 9%	4 21%	8 37%	214 11%J	4 4%	5 15%	-	2 29%	-	1 26%	-
Somewhat agree	(3)	569 28%	67 31%	31 30%	11 32%	29 30%	7 33%	493 28%	4 19%	6 26%	530 28%	21 22%	12 35%	2 9%	3 34%	1 26%	-	1 26%
Somewhat disagree	(2)	697 34%	62 28%	32 31%	4 13%	22 23%	8 39%	629 35%a	2 13%	4 18%	642 34%	35 36%	7 20%	7 36%	2 27%	2 51%	1 27%	2 40%
Strongly disagree	(1)	441 22%	32 15%	15 14%	5 14%	14 14%	3 14%	406 23%AB	2 9%	1 5%	401 21%	31 32%I	6 19%	3 18%	-	-	-	-
NET: Disagree		1138 56%	94 43%	47 45%	9 27%	36 37%	11 53%	1035 58%AB	4 22%	5 23%	1042 56%	65 68%I	13 39%	10 54%	2 27%	2 51%	1 27%	2 40%
Don't know		106 5%	7 3%b	1 1%	3 9%	6 6%b	-	88 5%b	7 38%	3 14%	84 5%	5 6%	4 11%	7 37%	1 11%	1 23%	2 47%	2 34%
Mean		2.30	2.63F	2.65F	2.89	2.74	2.47	2.25	2.84	3.10	2.31J	1.99	2.52	1.85	3.02	2.33	2.98	2.39
Standard deviation		0.95	1.00	1.01	1.07	1.04	0.92	0.93	1.09	0.95	0.95	0.88	1.02	0.66	0.85	0.60	1.35	0.58
Standard error		0.02	0.07	0.10	0.20	0.11	0.20	0.02	0.33	0.24	0.02	0.09	0.19	0.20	0.38	0.35	0.96	0.33

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Savanta ComRes

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 67
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I am able to live comfortably once I have paid for all of the costs associated with my home (e.g. rent/mortgage, utilities etc.)
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Age 18-34 (i)	Age 35-54 (j)	Age 55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1320 65%	665 67%b	655 63%	145 63%DF	189 53%	184 56%	183 51%	216 74%CDEF	403 87%CDEFG	334 57%	368 53%	619 82%IJ	421 76%MNO	362 63%O	273 65%O	265 54%	185 62%	536 60%
Strongly agree	(4)	411 20%	217 22%b	194 19%	37 16%	44 13%	59 18%d	53 14%	73 25%CDEF	144 31%CDEFg	81 14%	112 16%	218 29%IJ	145 26%MNO	112 20%O	84 20%O	70 14%	40 13%	170 19%P
Somewhat agree	(3)	909 45%	448 45%	461 44%	108 47%eF	144 41%	125 38%	131 36%	142 49%DEF	259 56%CDEFg	252 43%J	256 37%	401 53%IJ	275 49%mO	250 44%	189 45%o	195 40%	145 49%Q	366 41%
Somewhat disagree	(2)	389 19%	177 18%	212 20%	43 19%H	75 21%GH	83 25%GH	112 31%CDeGH	39 13%H	38 8%	118 20%K	195 28%IK	76 10%	73 13%	122 21%L	83 20%L	111 22%L	61 21%	199 22%
Strongly disagree	(1)	225 11%	89 9%	136 13%A	13 6%	63 18%CGH	50 15%CgH	52 14%CgH	29 10%H	18 4%	76 13%K	102 15%K	47 6%	35 6%	60 11%L	42 10%L	88 18%LMN	35 12%	100 11%
NET: Disagree		614 30%	266 27%	348 33%A	56 24%H	138 39%CGH	132 40%CGH	164 45%CdGH	67 23%H	56 12%	194 33%K	296 43%IK	123 16%	108 19%	182 32%L	125 30%L	199 40%LMN	97 32%	299 34%
Don't know		105 5%	65 7%B	41 4%	30 13%dEFGH	29 8%eFGH	15 5%H	15 4%H	9 3%	7 1%	59 10%JK	30 4%K	16 2%	28 5%	27 5%	21 5%	28 6%	16 5%	53 6%
Mean		2.78	2.85B	2.71	2.84DEF	2.52	2.61	2.53	2.92DEF	3.15CDEFG	2.64	2.57	3.06IJ	3.01MNO	2.76O	2.79O	2.53	2.67	2.73
Standard deviation		0.91	0.89	0.93	0.80	0.96	0.96	0.92	0.89	0.73	0.91	0.94	0.80	0.82	0.90	0.89	0.97	0.87	0.92
Standard error		0.02	0.03	0.03	0.06	0.05	0.06	0.05	0.05	0.03	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by Savanta ComRes

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 68
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I am able to live comfortably once I have paid for all of the costs associated with my home (e.g. rent/mortgage, utilities etc.)
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
							Region							Do you have any children aged 18 or under? If so, how old are they?						
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456*	225	260	224	126
NET: Agree		1320 65%	60 60%	185 68%	125 63%	142 67%	107 61%	162 71%egIkLm	201 64%	205 62%	132 63%	1000 69%QRSTUVW	313 54%	279 54%	248 54%v	130 58%	144 55%	112 50%	62 49%
Strongly agree	(4)	411 20%	18 18%	56 21%	39 20%	43 20%	40 23%lm	59 26%LM	72 23%LM	54 16%	31 15%	313 22%QRSuV	95 16%	81 16%	74 16%	41 18%	41 16%	30 13%	24 19%v
Somewhat agree	(3)	909 45%	42 42%	129 48%i	86 43%	99 46%	67 38%	103 45%	129 41%	152 46%	101 48%i	687 47%QRSTUVW	219 38%W	198 39%w	174 38%W	89 40%w	103 39%w	82 37%	38 30%
Somewhat disagree	(2)	389 19%	27 27%FJkl	48 18%	42 21%j	43 20%	37 21%	34 15%	57 18%	61 19%	39 19%	231 16%	154 27%PT	140 27%PT	128 28%PT	48 21%p	71 27%Pt	71 32%PqrT	37 30%Pt
Strongly disagree	(1)	225 11%	7 7%	29 11%	21 11%	18 9%	22 13%	22 10%	30 9%	50 15%eHjK	26 12%	141 10%	82 14%P	76 15%P	62 14%P	39 17%P	35 13%	38 17%Ps	17 13%
NET: Disagree		614 30%	35 35%j	76 28%	64 32%j	62 29%	59 33%j	56 24%	87 28%	111 34%J	65 31%	372 26%	236 41%P	216 42%P	189 42%P	87 39%P	106 41%P	109 49%PQRSTU	54 43%P
Don't know		105 5%	5 5%	9 3%	9 5%	10 5%	10 6%	10 4%	27 8%FhjL	13 4%	11 5%	78 5%V	26 4%RV	19 4%V	19 4%V	8 4%	10 4%v	4 2%	10 8%qRSV
Mean		2.78	2.74	2.81l	2.75	2.82l	2.75	2.92gLM	2.84Lm	2.66	2.70	2.85QRSTUVW	2.59V	2.57V	2.59V	2.61	2.60v	2.47	2.60
Standard deviation		0.91	0.85	0.90	0.91	0.87	0.97	0.91	0.92	0.94	0.89	0.89	0.94	0.94	0.93	0.99	0.92	0.93	0.98
Standard error		0.02	0.09	0.06	0.07	0.06	0.07	0.06	0.05	0.05	0.06	0.02	0.04	0.04	0.05	0.07	0.06	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

Prepared by Savanta ComRes

Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 69
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I am able to live comfortably once I have paid for all of the costs associated with my home (e.g. rent/mortgage, utilities etc.)
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa- bility (c)	Physical disa- bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver							Q.7 How often use technological devices					
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1320 65%	119 55%	62 59%	20 61%	54 55%	9 45%	1178 66%A	7 38%	16 71%	1204 64%	72 75%I	22 65%	10 54%	7 79%	1 30%	2 53%	2 46%
Strongly agree	(4)	411 20%	39 18%	16 16%	10 31%	18 18%	3 14%	362 20%	2 12%	8 37%	384 21%j	12 12%	8 25%	2 12%	2 29%	- -	1 26%	1 20%
Somewhat agree	(3)	909 45%	80 37%	45 43%a	10 30%	36 37%	7 32%	816 46%A	5 26%	7 34%	820 44%	60 62%I	14 41%	8 42%	4 50%	1 30%	1 27%	1 26%
Somewhat disagree	(2)	389 19%	54 25%F	25 24%	6 18%	21 22%	6 29%	330 19%	2 12%	3 14%	367 20%j	12 12%	6 18%	2 10%	1 10%	2 47%	- -	- -
Strongly disagree	(1)	225 11%	29 14%	12 12%	3 10%	14 15%	4 21%	193 11%	2 9%	1 3%	213 11%	8 8%	2 6%	2 11%	- -	- -	- -	- -
NET: Disagree		614 30%	83 38%F	38 36%	9 27%	36 36%	10 50%	523 29%	4 21%	4 17%	580 31%J	19 20%	8 24%	4 21%	1 10%	2 47%	- -	- -
Don't know		105 5%	15 7%	6 6%	4 12%	8 8%	1 5%	80 5%	8 41%	3 12%	86 5%	5 5%	4 11%	4 25%	1 11%	1 23%	2 47%	3 54%
Mean		2.78	2.64	2.66	2.93	2.64	2.40	2.79A	2.70	3.19	2.77	2.83	2.95	2.72	3.21	2.38	3.49	3.44
Standard deviation		0.91	0.96	0.90	1.01	0.98	1.01	0.90	1.00	0.85	0.92	0.76	0.87	0.94	0.67	0.62	0.68	0.64
Standard error		0.02	0.07	0.09	0.19	0.10	0.23	0.02	0.32	0.21	0.02	0.08	0.16	0.26	0.30	0.36	0.48	0.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 70
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I feel like home life is becoming increasingly complicated and stressful (e.g. bills, appliances, housing repairs, etc.)
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Age 18-34 (i)	Age 35-54 (j)	Age 55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1090 53%	471 47%	619 59%A	138 60%GH	229 64%fGH	209 63%GH	207 57%GH	137 47%H	170 37%	367 63%K	416 60%K	307 41%	272 49%	303 53%	216 52%	299 61%LMN	181 61%	510 57%
Strongly agree	(4)	343 17%	139 14%	204 20%A	37 16%H	82 23%cGH	67 20%GH	79 22%GH	39 13%H	38 8%	119 20%K	146 21%K	78 10%	77 14%	85 15%	72 17%	110 22%LMn	62 21%	156 18%
Somewhat agree	(3)	747 37%	332 33%	415 40%A	101 44%fGH	147 41%GH	142 43%fGH	128 35%H	97 33%	132 28%	248 42%K	270 39%K	229 30%	195 35%	218 38%	144 34%	189 38%	119 40%	354 40%
Somewhat disagree	(2)	558 27%	301 30%B	257 25%	45 19%	64 18%	67 20%	98 27%cDE	104 36%CDEF	180 39%CDEF	109 19%	165 24%I	285 38%IJ	178 32%O	157 27%o	114 27%o	109 22%	68 23%	225 25%
Strongly disagree	(1)	266 13%	152 15%B	114 11%	17 7%	26 7%	34 10%	44 12%cD	45 15%CDe	100 22%CDEFG	43 7%	78 11%I	145 19%IJ	75 13%	79 14%	56 13%	56 11%	29 10%	98 11%
NET: Disagree		825 40%	453 46%B	372 36%	61 26%	90 25%	101 31%	142 39%CDE	149 51%CDEF	281 60%CDEFG	152 26%	243 35%I	430 57%IJ	253 45%O	237 41%O	170 41%O	165 34%	97 32%	323 36%
Don't know		124 6%	71 7%b	52 5%	32 14%EFGH	36 10%FGH	22 7%GH	13 4%	6 2%	14 3%	68 12%JK	35 5%K	21 3%	31 6%	32 6%	33 8%	28 6%	21 7%	55 6%
Mean		2.61	2.50	2.72A	2.80GH	2.89FGH	2.78GH	2.69GH	2.46H	2.24	2.86JK	2.73K	2.32	2.52	2.57	2.60	2.76LMN	2.77	2.68
Standard deviation		0.94	0.94	0.92	0.84	0.88	0.91	0.96	0.92	0.89	0.87	0.94	0.91	0.91	0.92	0.95	0.95	0.91	0.91
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
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Table 71
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I feel like home life is becoming increasingly complicated and stressful (e.g. bills, appliances, housing repairs, etc.)
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
							Region						Do you have any children aged 18 or under? If so, how old are they?						
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1090 53%	50 50%	132 49%	108 54%	110 52%	95 54%	121 53%	174 55%	186 57%f	114 55%	693 48%	391 68%P	349 68%P	310 68%P	153 68%P	183 70%P	152 68%P	80 64%P
Strongly agree	(4)	343 17%	16 16%	45 17%	30 15%	36 17%	31 17%	27 12%	63 20%Jm	66 20%Jm	29 14%	200 14%	141 24%P	125 24%P	109 24%P	64 29%Pr	64 25%P	55 25%P	29 23%P
Somewhat agree	(3)	747 37%	35 35%	87 32%	78 39%	74 35%	64 36%	94 41%F	111 35%	120 36%	85 41%f	493 34%	251 44%P	224 44%P	201 44%P	89 40%	118 45%P	97 43%P	51 41%
Somewhat disagree	(2)	558 27%	31 31%k	101 37%GHIjKL M	53 27%	57 27%	42 24%	67 29%k	71 23%	82 25%	54 26%	448 31%QRSTUV W	106 8%	95 19%	83 18%	38 17%	41 16%	46 20%	27 21%
Strongly disagree	(1)	266 13%	13 13%	27 10%	25 13%	32 15%	25 14%	26 11%	45 14%	40 12%	32 15%	221 15%QRSTUVW%	44 8%	43 8%	37 8%	19 9%	21 8%	20 9%	7 6%
NET: Disagree		825 40%	44 45%	128 47%iKL	78 39%	89 42%	68 38%	93 41%	115 37%	123 37%	86 41%	668 46%QRSTUV W	150 26%	138 27%	120 26%	57 25%	62 24%	65 29%	34 27%
Don't know		124 6%	5 5%	11 4%	13 6%	14 7%	14 8%	14 6%	25 8%fm	20 6%	8 4%	89 6%v	33 6%V	27 5%V	26 6%V	14 6%	16 6%v	6 3%	12 10%qrsV
Mean		2.61	2.56	2.58	2.61	2.57	2.62	2.57	2.67	2.69	2.55	2.49	2.90P	2.88P	2.89P	2.94P	2.92P	2.86P	2.90P
Standard deviation		0.94	0.93	0.90	0.91	0.97	0.96	0.87	0.99	0.95	0.93	0.93	0.88	0.89	0.88	0.92	0.88	0.90	0.85
Standard error		0.02	0.09	0.06	0.07	0.07	0.08	0.06	0.06	0.05	0.07	0.02	0.04	0.04	0.04	0.07	0.06	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

Prepared by Savanta ComRes

Savanta: ComRes

Home of 2030 Survey
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Absolutes/col percents

Table 72
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I feel like home life is becoming increasingly complicated and stressful (e.g. bills, appliances, housing repairs, etc.)
Base: All respondents

	Total	Q.6 Primary care giver								Q.7 How often use technological devices							
		Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base	2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base	2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree	1090 53%	136 63%F	67 64%F	22 68%	63 65%	12 60%	928 52%	10 52%	17 78%	1013 54%J	41 43%	21 62%	5 28%	7 89%	-	1 26%	2 46%
Strongly agree (4)	343 17%	53 24%F	24 22%f	7 20%	28 29%	5 26%	280 16%	3 15%	7 34%	316 17%	15 15%	8 24%	1 6%	2 29%	-	1 26%	-
Somewhat agree (3)	747 37%	83 38%	44 41%	16 48%	35 36%	7 33%	648 36%	7 38%	10 44%	697 37%j	27 28%	13 38%	4 22%	5 61%	-	-	2 46%
Somewhat disagree (2)	558 27%	52 24%d	29 27%	4 12%	18 18%	6 28%	503 28%	1 7%	2 10%	506 27%	38 40%I	6 18%	5 28%	-	2 51%	1 27%	-
Strongly disagree (1)	266 13%	19 9%	6 6%	3 8%	11 11%	1 4%	247 14%AB	-	-	245 13%	12 13%	3 10%	4 20%	-	1 26%	-	1 20%
NET: Disagree	825 40%	71 33%	35 33%	7 20%	29 30%	7 33%	750 42%Ab	1 7%	2 10%	751 40%	51 53%I	9 28%	9 47%	-	3 77%	1 27%	1 20%
Don't know	124 6%	10 5%	3 3%	4 12%	5 5%	2 8%	103 6%	8 40%	3 12%	106 6%	4 4%	3 10%	4 25%	1 11%	1 23%	2 47%	2 34%
Mean	2.61	2.82F	2.83F	2.92	2.87	2.88	2.57	3.12	3.27	2.61	2.47	2.84	2.19	3.32	1.67	2.98	2.40
Standard deviation	0.94	0.92	0.86	0.86	0.99	0.90	0.93	0.63	0.67	0.93	0.92	0.96	0.96	0.50	0.60	1.35	1.09
Standard error	0.02	0.06	0.09	0.17	0.10	0.20	0.02	0.19	0.16	0.02	0.09	0.18	0.27	0.22	0.35	0.96	0.63

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 73
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
The current design and structure means I can adapt my home to the changing needs of my life and/or family
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		907 44%	442 44%	465 45%	104 45%	144 40%	156 47%	159 44%	135 46%	208 45%	248 42%	315 45%	344 45%	267 48%o	247 43%	188 45%	205 42%	143 48%	413 46%
Strongly agree	(4)	162 8%	76 8%	86 8%	25 11%	28 8%	26 8%	30 8%	19 7%	35 7%	52 9%	56 8%	54 7%	44 8%	42 7%	36 9%	40 8%	28 9%	73 8%
Somewhat agree	(3)	745 37%	367 37%	378 36%	80 34%	116 33%	130 39%	129 36%	116 40%d	173 37%	196 33%	259 37%	290 38%i	223 40%O	206 36%	152 36%	164 33%	115 39%	339 38%
Somewhat disagree	(2)	567 28%	281 28%	285 27%	51 22%	97 27%	81 24%	108 30%c	73 25%	157 34%CdEG	148 25%	188 27%	230 30%i	161 29%	152 27%	122 29%	132 27%	75 25%	237 27%
Strongly disagree	(1)	351 17%	157 16%	194 19%	32 14%	63 18%	60 18%	72 20%cH	57 19%h	67 14%	95 16%	132 19%	124 16%	69 12%	111 19%L	69 17%l	101 20%L	52 17%	137 15%
NET: Disagree		917 45%	438 44%	479 46%	83 36%	160 45%C	141 42%	180 50%Ce	130 44%c	224 48%C	243 41%	320 46%	354 47%i	231 41%	263 46%	191 46%	233 47%l	127 43%	374 42%
Don't know		215 11%	116 12%	99 9%	45 19%EFGH	51 14%FgH	35 11%fh	24 7%	27 9%	33 7%	95 16%JK	59 8%	60 8%	59 11%	62 11%	39 9%	55 11%	28 9%	102 11%
Mean		2.39	2.41	2.38	2.52df	2.36	2.41	2.35	2.37	2.41	2.42	2.38	2.39	2.49MO	2.35	2.41	2.33	2.44	2.44
Standard deviation		0.90	0.88	0.91	0.92	0.91	0.91	0.91	0.90	0.85	0.92	0.91	0.87	0.84	0.91	0.89	0.93	0.92	0.88
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 74
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
The current design and structure means I can adapt my home to the changing needs of my life and/or family
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		907 44%	49 49%l	114 42%	90 45%	104 49%L	78 44%	111 49%L	140 45%	127 38%	94 45%	612 42%	290 50%P	254 49%P	235 51%P	109 48%	135 52%P	115 51%P	61 49%
Strongly agree	(4)	162 8%	10 10%	27 10%	12 6%	22 10%m	11 6%	19 8%	26 8%	23 7%	12 6%	104 7%	57 10%p	51 10%p	48 11%P	25 11%p	31 12%P	23 10%	9 7%
Somewhat agree	(3)	745 37%	39 39%	87 32%	77 39%l	82 38%	67 38%	91 40%fL	115 37%	103 31%	83 40%l	508 35%	233 40%P	202 39%	186 41%P	83 37%	104 40%	92 41%p	52 41%
Somewhat disagree	(2)	567 28%	28 28%	101 37%GHJKl	50 25%	56 26%	54 30%JK	49 21%	65 21%	98 30%JK	68 33%JK	430 30%QRSTu	133 23%	124 24%	107 23%	49 22%	63 24%	59 26%	31 25%
Strongly disagree	(1)	351 17%	19 19%	35 13%	37 19%	34 16%	28 16%	46 20%F	57 18%	64 19%f	32 15%	251 17%	98 17%	89 17%	77 17%	42 19%	42 16%	34 15%	20 16%
NET: Disagree		917 45%	46 46%	136 50%hjK	86 44%	90 42%	81 46%	94 41%	122 39%	161 49%jK	100 48%k	680 47%QRStu	231 40%	213 41%	184 40%	91 40%	105 40%	93 41%	51 40%
Don't know		215 11%	5 5%	21 8%	22 11%e	20 9%	17 10%	23 10%	52 16%EFHIJM	42 13%EfM	14 7%	158 11%	54 9%s	47 9%	37 8%	25 11%	21 8%	16 7%	14 11%
Mean		2.39	2.42	2.42	2.37	2.48L	2.38	2.41	2.42	2.30	2.38	2.36	2.48P	2.46P	2.49P	2.46	2.52P	2.50P	2.45
Standard deviation		0.90	0.92	0.86	0.89	0.91	0.85	0.94	0.93	0.90	0.83	0.88	0.92	0.92	0.92	0.96	0.93	0.89	0.88
Standard error		0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.02	0.04	0.04	0.05	0.07	0.06	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 75
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
The current design and structure means I can adapt my home to the changing needs of my life and/or family
Base: All respondents

				Q.6 Primary care giver							Q.7 How often use technological devices							
	Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base	2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base	2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree	907 44%	99 46%	50 48%	18 56%	41 42%	9 43%	787 44%	7 35%	15 67%	818 44%	48 50%	22 65%	9 51%	7 79%	-	2 53%	1 26%
Strongly agree (4)	162 8%	23 11%	9 8%	10 30%	12 13%	1 4%	132 7%	2 8%	6 27%	150 8%	5 5%	4 12%	-	2 29%	-	1 26%	-
Somewhat agree (3)	745 37%	76 35%	42 40%	9 26%	29 30%	8 39%	655 37%	5 26%	9 39%	668 36%	43 45%i	18 54%	9 51%	4 50%	-	1 27%	1 26%
Somewhat disagree (2)	567 28%	57 26%	33 31%	4 11%	23 24%	5 24%	505 28%	3 17%	2 7%	531 28%	24 25%	5 15%	3 16%	2 21%	2 47%	-	-
Strongly disagree (1)	351 17%	40 19%	17 16%	6 18%	24 24%a	3 16%	307 17%	1 6%	2 10%	331 18%	17 17%	1 4%	1 6%	-	-	-	1 20%
NET: Disagree	917 45%	97 45%	50 47%	10 30%	47 48%	8 40%	812 46%	4 23%	4 18%	862 46%	41 42%	6 19%	4 22%	2 21%	2 47%	-	1 20%
Don't know	215 11%	20 9%B	5 5%	5 14%	10 10%	3 17%	183 10%b	8 42%	3 15%	190 10%	8 8%	5 16%	5 27%	-	2 53%	2 47%	3 54%
Mean	2.39	2.42	2.42	2.78	2.34	2.38	2.38	2.64	2.99	2.38	2.41	2.88	2.62	3.08	2.00	3.49	2.12
Standard deviation	0.90	0.94	0.87	1.16	1.03	0.87	0.89	0.91	0.98	0.90	0.85	0.70	0.66	0.75	-	0.68	1.29
Standard error	0.02	0.07	0.09	0.23	0.11	0.21	0.02	0.27	0.24	0.02	0.09	0.14	0.18	0.30	-	0.48	0.91

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 76
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I am not comfortable with the increasing role of digital technologies in homes
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		897 44%	396 40%	500 48%A	84 36%	139 39%	138 42%	158 43%	138 47%CD	240 51%CDEF	223 38%	296 43%	378 50%IJ	242 44%	251 44%	179 43%	224 45%	136 46%	363 41%
Strongly agree	(4)	274 13%	114 11%	160 15%A	23 10%	49 14%	36 11%	50 14%	54 18%CEH	61 13%	73 12%	86 12%	115 15%	63 11%	79 14%	57 14%	75 15%l	36 12%	122 14%
Somewhat agree	(3)	623 31%	283 28%	340 33%A	61 26%	90 25%	102 31%	107 30%	84 29%	179 38%CDEFG	151 26%	209 30%	263 35%Ij	179 32%	173 30%	122 29%	149 30%	100 34%q	241 27%
Somewhat disagree	(2)	596 29%	301 30%	295 28%	70 30%	104 29%	95 29%	109 30%	77 26%	140 30%	174 30%	205 29%	217 29%	176 32%n	164 29%	111 27%	145 30%	81 27%	253 29%
Strongly disagree	(1)	363 18%	209 21%B	155 15%	45 19%H	69 20%H	63 19%H	71 20%H	59 20%H	57 12%	114 19%k	134 19%K	115 15%	98 18%	100 17%	96 23%LMO	69 14%	49 17%	194 22%p
NET: Disagree		959 47%	510 51%B	449 43%	115 50%h	173 49%h	158 48%	180 50%H	136 46%	196 42%	288 49%k	338 49%k	332 44%	274 49%o	264 46%	207 49%o	214 44%	130 44%	448 50%p
Don't know		183 9%	90 9%	93 9%	32 14%FGH	43 12%FGH	35 11%fgH	25 7%	19 6%	29 6%	75 13%JK	60 9%k	48 6%	41 7%	56 10%	32 8%	54 11%l	32 11%	78 9%
Mean		2.43	2.33	2.53A	2.31	2.38	2.38	2.40	2.49c	2.56CDEF	2.35	2.39	2.53IJ	2.40	2.45	2.36	2.52lN	2.46	2.36
Standard deviation		0.97	0.97	0.96	0.95	1.00	0.95	0.98	1.04	0.89	0.98	0.97	0.95	0.93	0.97	1.01	0.95	0.94	1.01
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 77
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I am not comfortable with the increasing role of digital technologies in homes
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
										Region					Do you have any children aged 18 or under? If so, how old are they?					
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		897 44%	35 35%	118 43%	93 47%e	88 41%	88 50%Eh	103 45%	134 43%	144 44%	94 45%	647 45%	243 42%	222 43%	189 41%	100 45%	114 44%	91 41%	48 38%
Strongly agree	(4)	274 13%	6 6%	32 12%	27 14%e	24 11%	21 12%	41 18%EfH	47 15%E	50 15%E	26 13%	202 14%	70 12%	63 12%	57 12%	31 14%	31 12%	23 10%	16 13%
Somewhat agree	(3)	623 31%	29 29%	86 32%	66 33%	64 30%	67 38%JKL	62 27%	87 28%	94 29%	68 32%	444 31%	173 30%	159 31%	132 29%	69 31%	83 32%	68 30%	32 25%
Somewhat disagree	(2)	596 29%	35 35%Km	92 34%Km	57 29%	64 30%	47 27%	73 32%k	78 25%	95 29%	54 26%	417 29%	176 31%t	154 30%t	140 31%u	58 26%	70 27%	77 35%prTU	45 36%tu
Strongly disagree	(1)	363 18%	20 20%	48 18%	33 17%	42 20%i	22 13%	31 14%	63 20%ij	54 16%	50 24%IJL	258 18%	103 18%	94 18%	83 18%	47 21%	50 19%	40 18%	17 13%
NET: Disagree		959 47%	55 55%Ikl	140 52%I	90 46%	106 50%I	69 39%	105 46%	141 45%	150 45%	103 50%i	675 47%	279 48%	248 48%	223 49%	104 46%	120 46%	117 52%	62 49%
Don't know		183 9%	9 9%	13 5%	15 8%	19 9%f	19 11%Fm	20 9%	40 13%FgM	36 11%FM	11 5%	128 9%	53 9%	45 9%	44 10%v	20 9%	26 10%	15 7%	16 13%V
Mean		2.43	2.24	2.39	2.47e	2.36	2.55Ehm	2.54Ehm	2.43	2.48E	2.36	2.45	2.40	2.41	2.39	2.41	2.41	2.36	2.43
Standard deviation		0.97	0.88	0.93	0.95	0.95	0.90	0.97	1.02	0.98	1.00	0.97	0.95	0.96	0.96	1.00	0.97	0.92	0.92
Standard error		0.02	0.09	0.06	0.07	0.07	0.07	0.07	0.06	0.05	0.07	0.03	0.04	0.05	0.05	0.07	0.07	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 78
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I am not comfortable with the increasing role of digital technologies in homes
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disability (c)	Physical disability (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
								Q.6 Primary care giver						Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		897 44%	93 43%	50 47%	16 49%	47 48%	5 26%	783 44%	8 42%	12 57%	793 42%	65 67%I	23 70%	6 35%	6 74%	1 26%	1 26%	1 20%
Strongly agree	(4)	274 13%	37 17%	18 17%	7 21%	24 24%A	1 4%	228 13%	3 16%	6 26%	232 12%	25 26%I	8 25%	3 16%	4 45%	- -	1 26%	1 20%
Somewhat agree	(3)	623 31%	56 26%	31 30%	9 28%	23 24%	4 21%	555 31%	5 26%	7 30%	562 30%	40 41%I	15 44%	3 19%	2 28%	1 26%	- -	- -
Somewhat disagree	(2)	596 29%	68 31%	29 28%	9 28%	27 28%	10 48%	520 29%	2 12%	5 25%	567 30%J	15 16%	3 9%	5 26%	2 26%	1 22%	1 27%	1 26%
Strongly disagree	(1)	363 18%	36 17%	20 19%	2 5%	15 15%	3 16%	324 18%	2 13%	1 6%	349 19%j	11 11%	2 6%	1 8%	-	-	-	-
NET: Disagree		959 47%	104 48%	49 47%	11 34%	42 43%	13 63%	844 47%	5 24%	7 31%	916 49%J	26 27%	5 15%	6 35%	2 26%	1 22%	1 27%	1 26%
Don't know		183 9%	19 9%	6 6%	6 17%	9 9%	2 11%	155 9%	6 34%	3 12%	161 9%	5 5%	5 16%	6 31%	-	2 53%	2 47%	3 54%
Mean		2.43	2.48	2.48	2.78	2.63a	2.16	2.42	2.68	2.88	2.40	2.86I	3.06	2.61	3.19	2.54	2.98	2.88
Standard deviation		0.97	1.00	1.02	0.92	1.05	0.79	0.96	1.08	0.94	0.96	0.96	0.83	1.01	0.88	-	1.35	1.29
Standard error		0.02	0.07	0.10	0.18	0.11	0.18	0.02	0.31	0.23	0.02	0.10	0.16	0.29	0.36	-	0.96	0.91

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Savanta ComRes

Savanta:
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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 79
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
New homes seem to look the same everywhere and don't have a lot of character
Base: All respondents

			Gender		Age									Social Grade				Employment Sector	
		Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1614 79%	755 76%	859 82%A	156 67%	258 73%	261 79%Cd	308 85%CDE	239 82%CD	393 84%CDE	413 70%	568 82%I	632 83%I	432 78%	445 78%	334 80%	403 82%	231 77%	680 77%
Strongly agree	(4)	725 36%	335 34%	390 37%a	66 29%	110 31%	124 37%c	157 43%CDH	120 41%CDH	148 32%	176 30%	281 40%Ik	268 35%i	163 29%	207 36%L	163 39%L	192 39%L	105 35%	320 36%
Somewhat agree	(3)	889 44%	420 42%	469 45%	89 39%	148 42%	137 41%	151 42%	119 41%	245 53%CDEFG	237 40%	288 41%	364 48%IJ	270 48%MNo	237 42%	171 41%	211 43%	126 42%	360 41%
Somewhat disagree	(2)	254 12%	146 15%B	108 10%	42 18%EFH	53 15%Fh	38 11%	31 8%	42 14%F	49 11%	94 16%JK	68 10%	91 12%	87 16%nO	73 13%o	49 12%	45 9%	44 15%	119 13%
Strongly disagree	(1)	55 3%	23 2%	32 3%	13 6%FGH	12 3%g	12 4%G	7 2%	3 1%	9 2%	25 4%K	19 3%	11 2%	8 1%	22 4%L	11 3%	14 3%	5 2%	30 3%
NET: Disagree		309 15%	169 17%B	141 13%	55 24%EFGH	64 18%FH	50 15%f	38 10%	44 15%f	58 13%	119 20%JK	87 13%	103 14%	95 17%O	94 17%O	61 15%	59 12%	48 16%	150 17%
Don't know		116 6%	73 7%B	43 4%	21 9%fGH	33 9%FGH	21 6%gH	17 5%	9 3%	14 3%	54 9%JK	39 6%K	23 3%	29 5%	32 6%	24 6%	31 6%	19 6%	58 7%
Mean		3.19	3.15	3.22a	2.99	3.11	3.20C	3.32CDeH	3.26CD	3.18C	3.06	3.27I	3.21I	3.11	3.17	3.23L	3.26Lm	3.19	3.17
Standard deviation		0.77	0.77	0.76	0.87	0.80	0.80	0.72	0.74	0.70	0.83	0.76	0.71	0.72	0.81	0.78	0.76	0.75	0.80
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.04	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 80
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
New homes seem to look the same everywhere and don't have a lot of character
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1614 79%	80 81%	214 79%	156 79%	173 81%k	139 79%	184 81%k	233 74%	270 82%K	164 79%	1151 79%	453 79%	404 79%	360 79%w	177 79%	201 77%	172 77%	92 73%
Strongly agree	(4)	725 36%	39 39%K	97 36%k	74 37%k	78 37%k	75 43%KM	84 37%K	89 28%	123 37%K	66 32%	514 35%	205 36%	184 36%	165 36%	87 39%	91 35%	82 36%	41 33%
Somewhat agree	(3)	889 44%	41 41%	117 43%	82 41%	95 45%	64 36%	100 44%	144 46%i	147 45%i	99 47%I	637 44%	247 43%	220 43%	195 43%	90 40%	110 42%	91 40%	50 40%
Somewhat disagree	(2)	254 12%	16 16%	39 14%	29 14%	25 12%	18 10%	28 12%	38 12%	36 11%	25 12%	180 12%	71 12%	65 13%	58 13%	23 10%	35 13%	35 16%q	21 17%
Strongly disagree	(1)	55 3%	2 2%	6 2%	4 2%	3 2%	8 4%	6 3%	10 3%	10 3%	7 3%	34 2%	21 4%	20 4%p	15 3%	12 6%P	10 4%	9 4%	5 4%
NET: Disagree		309 15%	18 18%	45 17%	33 16%	28 13%	26 15%	34 15%	48 15%	46 14%	32 15%	214 15%	93 16%	84 16%	73 16%	36 16%	45 17%	43 19%ps	26 21%
Don't know		116 6%	1 2%	12 5%	10 5%	12 5%	11 6%e	10 4%	33 11%EFGhJLm%	14 6%e	12 6%e	84 6%	30 5%	26 5%	23 5%	12 5%	14 6%	8 4%	8 6%
Mean		3.19	3.20	3.18	3.20	3.23	3.25k	3.20	3.11	3.21	3.14	3.19	3.17	3.16	3.18	3.18	3.15	3.14	3.09
Standard deviation		0.77	0.77	0.77	0.77	0.73	0.83	0.77	0.76	0.77	0.76	0.76	0.80	0.80	0.79	0.85	0.81	0.83	0.84
Standard error		0.02	0.08	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.06	0.02	0.04	0.04	0.04	0.06	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 81
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
New homes seem to look the same everywhere and don't have a lot of character
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver								Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1614 79%	173 80%	89 84%	25 76%	76 78%	17 82%	1414 79%	7 37%	20 90%	1490 80%	80 83%	23 70%	11 60%	6 74%	-	1 26%	2 46%
Strongly agree	(4)	725 36%	85 39%	43 41%	16 47%	42 43%	6 31%	628 35%	3 18%	9 40%	675 36%	31 33%	10 29%	4 20%	2 29%	-	1 26%	1 20%
Somewhat agree	(3)	889 44%	88 41%	46 43%	9 28%	34 35%	11 51%	786 44%	4 19%	11 50%	814 44%	49 51%	14 41%	7 40%	4 45%	-	-	1 26%
Somewhat disagree	(2)	254 12%	25 12%	11 11%	4 11%	9 10%	3 14%	223 12%	5 28%	1 3%	232 12%	12 12%	3 10%	3 15%	2 26%	2 47%	-	-
Strongly disagree	(1)	55 3%	7 3%B	1 1%	-	6 7%AB	1 4%	48 3%	-	-	53 3%	1 1%	-	-	-	-	1 27%	-
NET: Disagree		309 15%	33 15%	12 12%	4 11%	16 16%	4 18%	271 15%	5 28%	1 3%	286 15%	12 13%	3 10%	3 15%	2 26%	2 47%	1 27%	-
Don't know		116 6%	11 5%	4 4%	4 13%	6 6%	-	97 5%	7 35%	1 6%	95 5%	4 4%	7 20%	4 25%	-	2 53%	2 47%	3 54%
Mean		3.19	3.22	3.30	3.41	3.21	3.09	3.18	2.86	3.39	3.19	3.20	3.23	3.07	3.02	2.00	2.47	3.44
Standard deviation		0.77	0.79	0.70	0.72	0.90	0.79	0.77	0.87	0.57	0.77	0.68	0.67	0.71	0.79	-	2.03	0.64
Standard error		0.02	0.05	0.07	0.14	0.09	0.17	0.02	0.25	0.13	0.02	0.07	0.13	0.20	0.32	-	1.44	0.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 82
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My home isn't set up for me to work from home
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Age 18-34 (i)	Age 35-54 (j)	Age 55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		857 42%	418 42%	438 42%	121 52%FGH	172 49%fGH	149 45%GH	153 42%gH	103 35%	158 34%	294 50%JK	302 43%K	261 34%	210 38%	221 39%	202 48%LM	224 46%LM	157 53%Q	385 43%
Strongly agree	(4)	330 16%	161 16%	169 16%	43 19%e	65 18%E	40 12%	63 17%e	52 18%e	68 15%	108 18%j	102 15%	120 16%	72 13%	88 15%	84 20%Lm	86 18%l	54 18%	142 16%
Somewhat agree	(3)	526 26%	257 26%	269 26%	78 34%FGH	107 30%GH	110 33%FGH	90 25%Gh	51 17%	90 19%	186 32%K	200 29%K	141 19%	138 25%	134 23%	117 28%m	138 28%	103 35%Q	243 27%
Somewhat disagree	(2)	561 28%	268 27%	293 28%	52 23%	81 23%	95 29%	102 28%	96 33%CD	134 29%d	133 23%	197 28%I	230 30%I	170 31%nO	171 30%O	107 26%	112 23%	68 23%	258 29%p
Strongly disagree	(1)	362 18%	183 18%	179 17%	24 10%	55 15%	58 18%C	70 19%C	67 23%CD	87 19%C	79 13%	128 18%I	154 20%I	112 20%No	119 21%NO	54 13%	77 16%	46 15%	173 20%
NET: Disagree		923 45%	451 45%	472 45%	76 33%	136 38%	153 46%Cd	172 47%CD	163 56%CDEFH	222 48%CD	213 36%	325 47%I	385 51%I	282 51%NO	290 51%NO	161 38%	190 39%	114 38%	432 49%P
Don't know		260 13%	127 13%	133 13%	34 15%eg	47 13%e	29 9%	38 11%	27 9%	86 18%dEFG	80 14%J	67 10%	112 15%J	65 12%	60 11%	56 13%	79 16%lM	27 9%	71 8%
Mean		2.46	2.46	2.47	2.71EFGH	2.59efGH	2.43	2.45	2.33	2.37	2.64JK	2.44	2.35	2.34	2.37	2.64LM	2.56LM	2.61Q	2.43
Standard deviation		1.01	1.02	1.01	0.94	1.01	0.95	1.03	1.06	1.03	0.99	0.99	1.04	0.99	1.02	1.00	1.02	0.99	1.01
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 83
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My home isn't set up for me to work from home
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456*	225	260	224	126
NET: Agree		857 42%	51 51%JKLm	122 45%j	86 43%	97 45%j	88 50%JKLM	83 37%	120 38%	128 39%	82 39%	567 39%	280 49%P	255 50%P	215 47%P	116 52%P	131 50%P	102 45%p	58 46%
Strongly agree	(4)	330 16%	24 24%FGjklm	37 14%	27 14%	35 16%	38 22%Fgj	34 15%	49 16%	53 16%	32 16%	227 16%	100 17%S	92 18%S	71 16%	46 21%ps	41 16%	37 16%	19 15%
Somewhat agree	(3)	526 26%	27 27%	85 31%JKLm	59 30%jkl	62 29%jl	50 28%	49 21%	71 23%	74 23%	49 24%	340 23%	180 31%P	163 32%P	144 32%P	70 31%P	90 34%P	65 29%p	39 31%p
Somewhat disagree	(2)	561 28%	23 23%	75 28%	56 28%	46 21%	46 26%	76 33%eH	86 27%	93 28%h	60 29%h	420 29%QrT	139 24%	124 24%	120 26%Qrt	47 21%	68 26%	63 28%t	31 24%
Strongly disagree	(1)	362 18%	15 15%	41 15%	38 19%i	40 19%i	21 12%	44 19%i	60 19%I	57 17%	45 22%fI	264 18%	98 17%	87 17%	71 16%	41 18%	37 14%	39 17%	20 16%
NET: Disagree		923 45%	38 38%	116 43%	94 48%i	86 40%	67 38%	119 52%EFHI	147 47%i	150 46%	105 51%eHI	684 47%QRsTu	236 41%	211 41%	192 42%	87 39%	105 40%	102 45%	50 40%
Don't know		260 13%	11 11%	33 12%	18 9%	31 14%	21 12%	25 11%	48 15%g	52 16%Gm	22 10%	199 14%QRuv	58 10%r	47 9%	49 11%	22 10%	24 9%	20 9%	17 14%
Mean		2.46	2.67gJklM	2.49	2.41	2.50	2.68fGJKLM	2.36	2.41	2.45	2.37	2.42	2.55P	2.56P	2.53p	2.60P	2.58p	2.49	2.53
Standard deviation		1.01	1.06	0.95	0.99	1.04	0.99	1.00	1.03	1.02	1.03	1.02	1.01	1.01	0.98	1.05	0.96	1.00	0.99
Standard error		0.02	0.11	0.07	0.07	0.08	0.08	0.07	0.06	0.06	0.08	0.03	0.05	0.05	0.05	0.08	0.06	0.07	0.10

Header group: Region — columns (e) through (m); Do you have any children aged 18 or under? If so, how old are they? — columns (p) through (w).

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
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Table 84
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My home isn't set up for me to work from home
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disability (c)	Physical disability (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver					Q.7 How often use technological devices							
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		857 42%	101 47%	48 46%	20 62%	49 50%	8 39%	737 41%	8 40%	11 52%	785 42%	43 45%	16 47%	5 27%	6 73%	-	1 26%	1 20%
Strongly agree	(4)	330 16%	41 19%	17 17%	9 26%	24 25%a	2 8%	281 16%	2 12%	7 32%	296 16%	23 24%I	6 19%	1 4%	2 29%	-	1 26%	1 20%
Somewhat agree	(3)	526 26%	60 28%	31 29%	12 35%	25 25%	6 31%	456 26%	5 28%	4 20%	489 26%	20 21%	9 28%	4 23%	4 44%	-	-	-
Somewhat disagree	(2)	561 28%	47 22%	26 24%	3 9%	19 20%	5 26%	508 28%A	1 6%	6 25%	522 28%	24 24%	7 21%	6 33%	-	2 47%	-	1 26%
Strongly disagree	(1)	362 18%	39 18%	16 15%	3 10%	19 19%	5 23%	318 18%	3 17%	1 6%	340 18%	16 17%	3 8%	2 11%	-	-	-	1 20%
NET: Disagree		923 45%	86 40%	41 39%	6 20%	38 39%	10 50%	825 46%a	4 23%	7 32%	861 46%	40 41%	10 29%	8 44%	-	2 47%	-	2 46%
Don't know		260 13%	30 14%	16 15%	6 18%	11 11%	2 11%	219 12%	7 37%	4 16%	224 12%	13 14%	8 24%	5 29%	2 27%	2 53%	3 74%	2 34%
Mean		2.46	2.55	2.56	2.96	2.62	2.27	2.45	2.56	2.94	2.45	2.61	2.76	2.27	3.39	2.00	4.00	2.30
Standard deviation		1.01	1.05	1.00	0.99	1.11	0.98	1.01	1.13	1.02	1.01	1.10	0.96	0.82	0.54	-	-	1.41
Standard error		0.02	0.08	0.11	0.20	0.12	0.23	0.03	0.34	0.25	0.02	0.12	0.20	0.24	0.27	-	-	0.82

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 85
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I didn't have an opportunity to contribute to the design of my home
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1505 74%	741 74%	764 73%	150 65%	250 70%	247 75%C	279 77%Cd	224 77%Cd	355 76%Cd	400 68%	526 76%I	579 76%I	397 71%	428 75%	310 74%	370 75%	220 74%	639 72%
Strongly agree	(4)	988 48%	489 49%	499 48%	90 39%	164 46%	151 46%	197 54%CDEH	166 57%CDEH	219 47%c	254 43%	349 50%I	385 51%I	246 44%	287 50%l	216 52%L	239 49%	129 43%	423 48%
Somewhat agree	(3)	517 25%	252 25%	266 25%	60 26%	86 24%	96 29%fG	81 22%	58 20%	135 29%FG	146 25%	177 26%	194 26%	151 27%	141 25%	95 23%	130 26%	92 31%Q	215 24%
Somewhat disagree	(2)	276 14%	135 14%	141 13%	35 15%	58 16%F	44 13%	37 10%	37 13%	66 14%f	93 16%J	80 12%	103 14%	85 15%	84 15%	49 12%	59 12%	44 15%	127 14%
Strongly disagree	(1)	149 7%	54 5%	95 9%A	18 8%	19 5%	25 7%	34 9%dh	24 8%	29 6%	38 6%	58 8%	53 7%	46 8%m	32 6%	38 9%M	33 7%	20 7%	69 8%
NET: Disagree		425 21%	190 19%	235 23%a	53 23%	77 22%	68 21%	70 19%	61 21%	95 20%	130 22%	139 20%	156 21%	131 24%o	116 20%	86 21%	92 19%	65 22%	195 22%
Don't know		109 5%	66 7%B	44 4%	29 12%dEFGH	28 8%FGH	16 5%	14 4%	7 3%	16 3%	56 10%JK	30 4%	23 3%	28 5%	28 5%	22 5%	31 6%	13 4%	54 6%
Mean		3.21	3.26B	3.17	3.09	3.21	3.18	3.27c	3.28c	3.21	3.16	3.23	3.24	3.13	3.25L	3.23	3.25l	3.15	3.19
Standard deviation		0.96	0.91	1.00	0.99	0.93	0.95	0.99	0.99	0.92	0.96	0.97	0.95	0.98	0.92	1.00	0.93	0.93	0.98
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Savanta:
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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 86
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I didn't have an opportunity to contribute to the design of my home
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1505 74%	76 76%	207 76%k	151 76%	149 70%	129 73%	168 74%	218 69%	248 75%	160 77%k	1074 74%	422 73%	379 74%	336 74%	164 73%	193 74%	162 72%	90 71%
Strongly agree	(4)	988 48%	52 52%	122 45%	92 47%	93 44%	93 53%h	112 49%	144 46%	173 52%fh	107 51%	719 50%u	263 46%	232 45%	205 45%	105 47%	111 43%	100 44%	56 45%
Somewhat agree	(3)	517 25%	24 24%	84 31%IkL	59 30%il	56 26%	36 20%	57 25%	74 23%	75 23%	53 26%	356 25%	159 28%	147 29%p	131 29%p	59 26%	82 31%Pq	62 28%	34 27%
Somewhat disagree	(2)	276 14%	12 12%	38 14%	28 14%	31 14%	27 16%	39 17%L	40 13%	37 11%	24 11%	198 14%	74 13%	68 13%	59 13%	29 13%	36 14%	31 14%	16 13%
Strongly disagree	(1)	149 7%	8 8%	16 6%	11 6%	24 11%FGIJ	9 5%	10 4%	28 9%J	27 8%j	16 7%	97 7%	52 9%	46 9%	40 9%	22 10%	20 8%	23 10%p	13 10%
NET: Disagree		425 21%	19 19%	54 20%	39 20%	55 26%l	36 21%	49 22%	68 22%	63 19%	40 19%	296 20%	126 22%	113 22%	100 22%	51 23%	57 22%	54 24%	29 23%
Don't know		109 5%	5 5%	10 4%	8 4%	9 4%	12 7%	11 5%	28 9%FGHjm	19 6%	9 4%	80 6%	27 5%	22 4%	20 4%	10 4%	11 4%	8 4%	7 6%
Mean		3.21	3.26	3.20	3.22	3.07	3.29H	3.24h	3.17	3.27H	3.26h	3.24rv	3.16	3.15	3.15	3.15	3.14	3.10	3.12
Standard deviation		0.96	0.97	0.91	0.91	1.04	0.93	0.91	1.01	0.98	0.95	0.95	0.98	0.98	0.98	1.01	0.95	1.01	1.01
Standard error		0.02	0.10	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.03	0.04	0.05	0.05	0.07	0.06	0.07	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Absolutes/col percents

Table 87
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
I didn't have an opportunity to contribute to the design of my home
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
								Q.6 Primary care giver						Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1505 74%	169 78%	82 78%	26 80%	79 81%	15 73%	1313 74%	8 45%	15 70%	1396 75%	70 73%	21 62%	8 42%	6 67%	1 30%	1 26%	2 46%
Strongly agree	(4)	988 48%	121 56%F	56 53%	12 37%	64 65%Ab	10 49%	857 48%	3 15%	7 34%	927 50%	40 42%	13 38%	2 10%	2 29%	1 30%	1 26%	1 20%
Somewhat agree	(3)	517 25%	48 22%D	26 24%d	14 43%	15 15%	5 24%	456 26%	6 30%	8 36%	469 25%	30 31%	8 24%	6 32%	3 38%	-	-	1 26%
Somewhat disagree	(2)	276 14%	20 9%	11 11%	-	7 7%	3 13%	252 14%a	3 15%	2 7%	249 13%	14 14%	5 14%	6 33%	1 16%	1 22%	1 27%	-
Strongly disagree	(1)	149 7%	12 6%	5 5%	1 4%	4 4%	3 14%	134 8%	1 4%	1 6%	136 7%	7 7%	4 11%	-	-	1 26%	-	1 20%
NET: Disagree		425 21%	33 15%	17 16%	1 4%	12 12%	6 27%	386 22%A	4 19%	3 13%	384 21%	21 22%	8 25%	6 33%	1 16%	2 47%	1 27%	1 20%
Don't know		109 5%	16 7%	7 6%	5 15%	7 8%	-	83 5%	7 37%	4 17%	90 5%	5 5%	4 13%	4 25%	1 17%	1 23%	2 47%	2 34%
Mean		3.21	3.38F	3.35	3.34	3.53A	3.08	3.20	2.88	3.18	3.23	3.13	3.02	2.70	3.15	2.44	2.98	2.70
Standard deviation		0.96	0.90	0.89	0.74	0.84	1.11	0.96	0.88	0.89	0.96	0.95	1.07	0.72	0.78	1.66	1.35	1.41
Standard error		0.02	0.06	0.09	0.15	0.09	0.24	0.02	0.25	0.22	0.02	0.10	0.21	0.20	0.35	0.96	0.96	0.82

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 88
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My current home has private or shared gardens
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1643 81%	772 78%	871 84%A	163 70%	247 70%	264 79%CD	298 82%CD	256 88%CDEf	416 89%CDEF	410 70%	561 81%I	672 89%IJ	463 83%O	466 82%O	338 81%	376 76%	236 79%	679 76%
Strongly agree	(4)	1217 60%	545 55%	672 64%A	97 42%	149 42%	192 58%CD	237 65%CDe	213 73%CDEF	329 71%CDE	246 42%	429 62%I	542 72%IJ	338 61%o	348 61%o	259 62%o	272 55%	149 50%	490 55%
Somewhat agree	(3)	426 21%	227 23%B	199 19%	66 28%FGH	98 28%eFGH	72 22%G	60 17%	43 15%	87 19%	164 28%JK	132 19%	130 17%	125 22%	118 21%	79 19%	104 21%	88 29%Q	189 21%
Somewhat disagree	(2)	81 4%	49 5%B	32 3%	12 5%H	28 8%EFGH	12 4%	12 3%	8 3%	8 2%	40 7%JK	24 4%	16 2%	21 4%	21 4%	14 3%	24 5%	13 4%	47 5%
Strongly disagree	(1)	237 12%	123 12%	113 11%	32 14%GH	54 15%GH	43 13%gH	48 13%GH	23 8%	36 8%	86 15%K	92 13%K	59 8%	51 9%	67 12%	49 12%	70 14%L	37 12%	123 14%
NET: Disagree		317 16%	172 17%B	145 14%	44 19%GH	82 23%eFGH	56 17%GH	61 17%GH	31 11%	44 10%	125 21%JK	116 17%K	76 10%	72 13%	88 15%	63 15%	94 19%L	49 17%	170 19%
Don't know		79 4%	52 5%B	27 3%	25 11%EFGH	27 7%EFGH	12 4%FH	4 1%	5 2%	5 1%	52 9%JK	17 2%	10 1%	21 4%	17 3%	17 4%	23 5%	12 4%	39 4%
Mean		3.34	3.26	3.41A	3.10	3.04	3.29cD	3.36CD	3.55CDEF	3.54CDEF	3.07	3.33I	3.54IJ	3.40O	3.35	3.37o	3.23	3.22	3.23
Standard deviation		1.02	1.04	0.99	1.07	1.09	1.05	1.05	0.89	0.87	1.08	1.05	0.88	0.94	1.01	1.02	1.08	1.02	1.08
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Table 89
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My current home has private or shared gardens
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1643 81%	73 73%	229 85%EGK	151 76%	178 83%EgK	147 83%eK	188 83%eK	229 73%	275 84%EGK	173 83%eK	1172 81%	463 81%	417 81%	375 82%q	179 80%	212 82%	190 85%qr	103 82%
Strongly agree	(4)	1217 60%	49 49%	169 62%EgK	107 54%	128 60%eK	120 68%EGK	150 66%EGK	148 47%	214 65%EGK	133 64%EgK	896 62%QRTU	317 55%	286 56%	261 57%qu	119 53%	138 53%	140 62%QRStU	71 57%
Somewhat agree	(3)	426 21%	24 24%i	60 22%	44 22%	50 24%ij	27 15%	38 17%	81 26%IJL	62 19%	40 19%	276 19%	147 26%P	131 25%P	114 25%P	60 27%P	74 29%Psv	50 22%	32 25%
Somewhat disagree	(2)	81 4%	10 10%FHJKLM	10 4%	13 7%hjLm	5 2%	9 5%	7 3%	12 4%	9 3%	5 3%	59 4%	19 3%	17 3%	16 3%	7 3%	11 4%	9 4%	5 4%
Strongly disagree	(1)	237 12%	14 14%I	25 9%	28 14%I	24 11%	11 6%	23 10%	52 16%FIJL	36 11%	23 11%	163 11%	71 12%	64 12%	51 11%	29 13%	29 11%	23 10%	13 11%
NET: Disagree		317 16%	24 24%FHIJLM	35 13%	41 21%FhIJLm	30 14%	21 12%	30 13%	64 20%FhIJLm	45 14%	28 14%	222 15%	90 16%	81 16%	67 15%	36 16%	40 15%	32 14%	18 14%
Don't know		79 4%	2 2%	7 2%	6 3%	6 3%	9 5%	10 4%	22 7%FgHLm	9 3%	7 3%	55 4%V	22 4%rsV	17 3%V	14 3%V	10 4%V	8 3%v	2 1%	5 4%v
Mean		3.34	3.11	3.41EGK	3.20	3.36eK	3.52EGK	3.45EGK	3.11	3.42EGK	3.41EgK	3.37	3.28	3.28	3.32q	3.25	3.27	3.38qr	3.33
Standard deviation		1.02	1.09	0.95	1.08	0.99	0.88	0.97	1.12	0.99	0.99	1.01	1.02	1.02	0.99	1.03	0.99	0.97	0.98
Standard error		0.02	0.11	0.06	0.08	0.07	0.07	0.06	0.07	0.05	0.07	0.03	0.04	0.05	0.05	0.07	0.06	0.07	0.09

Region spans columns (e) through (m). **Do you have any children aged 18 or under? If so, how old are they?** spans columns (p) through (w).

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Table 90
Q.3 To what extent, if at all, do you agree or disagree with each of the following statements?
My current home has private or shared gardens
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disability (c)	Physical disability (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver							Q.7 How often use technological devices					
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1643	186	95	28	82	17	1432	9	16	1519	76	25	12	7	1	1	2
		81%	86%f	90%F	86%	84%	83%	80%	48%	72%	81%	79%	73%	65%	89%	30%	26%	40%
Strongly agree	(4)	1217	138	70	19	60	14	1062	3	13	1144	47	13	5	4	1	1	2
		60%	64%	67%	56%	62%	69%	60%	17%	60%	61%J	49%	38%	27%	45%	30%	26%	40%
Somewhat agree	(3)	426	48	24	10	22	3	370	6	3	375	29	12	7	4	-	-	-
		21%	22%	23%	29%	22%	13%	21%	30%	12%	20%	30%I	35%	38%	44%	-	-	-
Somewhat disagree	(2)	81	6	3	-	3	1	70	2	2	69	3	2	2	-	2	1	1
		4%	3%	2%	-	3%	6%	4%	12%	11%	4%	4%	6%	12%	-	47%	27%	26%
Strongly disagree	(1)	237	17	7	1	7	2	218	1	-	217	13	5	1	-	-	-	1
		12%	8%	6%	2%	7%	12%	12%ab	6%	-	12%	14%	14%	5%	-	-	-	20%
NET: Disagree		317	23	9	1	10	4	289	3	2	286	16	7	3	-	2	1	2
		16%	10%	9%	2%	10%	17%	16%Ab	18%	11%	15%	17%	20%	17%	-	47%	27%	46%
Don't know		79	8	1	4	6	-	61	6	4	65	3	2	3	1	1	2	1
		4%	4%b	1%	12%	6%B	-	3%	34%	17%	3%	3%	7%	18%	11%	23%	47%	14%
Mean		3.34	3.47f	3.52f	3.59	3.48	3.40	3.32	2.89	3.58	3.36	3.19	3.04	3.07	3.51	2.77	2.98	2.70
Standard deviation		1.02	0.89	0.84	0.64	0.88	1.05	1.03	0.94	0.74	1.01	1.04	1.05	0.86	0.54	1.24	1.35	1.43
Standard error		0.02	0.06	0.08	0.12	0.09	0.22	0.02	0.27	0.19	0.02	0.11	0.20	0.23	0.24	0.72	0.96	0.72

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 91
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
Summary Table
Base: All respondents

		I share some spaces and facilities with my neighbours (e.g. storage, gardens, laundry)	I think the design and set-up of my current home prevents me from making sustainable choices as much as I would like (e.g. cycle, ...)	My current neighbourhood has all the amenities that a community of all different ages may need	I don't feel like I have much choice and freedom over housing options (e.g. rent, mortgage, community led etc.)	I have different generations of my family living in my home (including grandparents)	When it comes to climate change, I think a lot of homes are part of the problem	I am able to change and fix most things in my current home without needing to call out a specialist or to get permission	I think my current home as it is will meet my needs in 2030	I don't often have much contact with people in my neighbourhood	I have all the convenient travel options that I need to get around
Unweighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
NET: Agree		416 20%	836 41%	1258 62%	980 48%	380 19%	1182 58%	1077 53%	984 48%	1114 55%	1540 76%
Strongly agree	(4)	131 6%	230 11%	299 15%	355 17%	106 5%	284 14%	252 12%	259 13%	340 17%	499 24%
Somewhat agree	(3)	284 14%	606 30%	959 47%	624 31%	273 13%	898 44%	826 40%	726 36%	774 38%	1041 51%
Somewhat disagree	(2)	267 13%	706 35%	428 21%	520 25%	278 14%	366 18%	539 26%	460 23%	596 29%	256 13%
Strongly disagree	(1)	1275 63%	307 15%	199 10%	308 15%	1296 64%	126 6%	296 14%	325 16%	245 12%	146 7%
NET: Disagree		1542 76%	1014 50%	627 31%	827 41%	1575 77%	492 24%	835 41%	785 39%	841 41%	402 20%
Don't know		82 4%	189 9%	155 8%	232 11%	85 4%	365 18%	127 6%	269 13%	84 4%	96 5%
Mean		1.63	2.41	2.72	2.57	1.59	2.80	2.54	2.52	2.62	2.97
Standard deviation		0.96	0.91	0.85	0.99	0.92	0.81	0.91	0.95	0.91	0.83
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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Table 92
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I share some spaces and facilities with my neighbours (e.g. storage, gardens, laundry)
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		416 20%	219 22%	197 19%	64 28%fGH	103 29%eFGH	73 22%GH	76 21%GH	41 14%	58 13%	167 28%JK	149 21%K	100 13%	124 22%	115 20%	76 18%	101 20%	93 31%Q	201 23%
Strongly agree	(4)	131 6%	67 7%	64 6%	23 10%eH	26 7%H	18 6%	30 8%H	19 6%H	15 3%	49 8%K	48 7%K	34 4%	30 5%	40 7%	22 5%	39 8%	31 10%Q	57 6%
Somewhat agree	(3)	284 14%	151 15%	133 13%	41 18%GH	77 22%FGH	55 16%GH	46 13%G	23 8%	43 9%	118 20%JK	101 15%K	66 9%	95 17%mno	74 13%	54 13%	61 12%	63 21%q	144 16%
Somewhat disagree	(2)	267 13%	156 16%B	111 11%	25 11%	54 15%	43 13%	44 12%	31 11%	69 15%	79 13%	88 13%	100 13%	74 13%	72 13%	55 13%	66 13%	38 13%	122 14%
Strongly disagree	(1)	1275 63%	568 57%	708 68%A	116 50%	175 49%	198 60%CD	236 65%CD	213 73%CDEF	336 72%CDEF	291 50%	434 63%I	550 73%IJ	338 61%	366 64%	272 65%	299 61%	158 53%	517 58%
NET: Disagree		1542 76%	723 73%	818 78%A	141 61%	229 64%	242 73%CD	280 77%CD	245 84%CDEF	405 87%CDEF	370 63%	522 75%I	650 86%IJ	413 74%	438 77%	327 78%	365 74%	196 66%	640 72%p
Don't know		82 4%	54 5%B	28 3%	26 11%dEFGH	24 7%FGH	17 5%FgH	6 2%h	6 2%H	2 *	50 9%JK	23 3%K	8 1%	20 4%	19 3%	15 4%	27 6%	8 3%	48 5%p
Mean		1.63	1.70B	1.56	1.86eFGH	1.86EFGH	1.66GH	1.63GH	1.46	1.43	1.86JK	1.65K	1.44	1.66	1.62	1.57	1.66	1.88Q	1.69
Standard deviation		0.96	0.98	0.94	1.10	1.03	0.96	1.00	0.90	0.79	1.05	0.98	0.83	0.95	0.97	0.92	1.00	1.08	0.98
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.04	0.05	0.07	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 93
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I share some spaces and facilities with my neighbours (e.g. storage, gardens, laundry)
Base: All respondents

	Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region						Do you have any children aged 18 or under? If so, how old are they?				
Unweighted base	2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base	2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree	416 20%	25 25%fI	45 16%	42 21%I	43 20%i	23 13%	41 18%	91 29%FgHIJLM	70 21%I	36 17%	275 19%	135 23%P	126 25%P	108 24%P	57 25%P	66 26%P	56 25%P	24 19%
Strongly agree (4)	131 6%	11 11%fIlM	15 6%m	16 8%iM	12 6%m	6 4%	16 7%M	32 10%fhIlM	19 6%m	4 2%	90 6%	40 7%w	37 7%	34 7%W	16 7%	18 7%	18 8%w	4 3%
Somewhat agree (3)	284 14%	14 14%	29 11%	26 13%	31 15%	17 9%	25 11%	59 19%FIJ	51 16%i	31 15%	185 13%	95 17%P	89 17%P	74 16%p	41 18%P	48 18%P	39 17%p	20 16%
Somewhat disagree (2)	267 13%	14 14%	40 15%j	28 14%	27 13%	21 12%	22 10%	56 18%iJLM	38 12%	21 10%	174 12%	92 16%PrT	77 15%t	79 17%PRT	26 12%	50 19%PRT	33 15%	22 17%
Strongly disagree (1)	1275 63%	57 58%k	178 66%K	123 62%K	135 63%K	123 70%eK	158 69%eK	146 46%	210 64%K	144 69%eK	943 65%QRSUv	327 57%U	294 57%U	255 56%u	133 59%u	135 52%	131 58%	76 60%
NET: Disagree	1542 76%	71 71%	218 81%eK	152 77%K	162 76%K	144 82%eK	179 79%K	202 64%	249 75%K	165 79%K	1117 77%qRtu	419 73%	371 72%	334 73%	159 71%	185 71%	164 73%	98 78%
Don't know	82 4%	3 3%	8 3%	5 2%	8 4%	10 5%	7 3%	22 7%FGjL	11 3%	8 4%	58 4%V	21 4%v	17 3%v	14 3%v	8 4%	9 3%	4 2%	4 3%
Mean	1.63	1.78fIjM	1.55	1.66Im	1.61i	1.44	1.54	1.92FGHIJLM	1.62Im	1.48	1.58	1.72P	1.74P	1.74P	1.72p	1.80Pw	1.74P	1.61
Standard deviation	0.96	1.08	0.91	1.00	0.95	0.82	0.95	1.06	0.96	0.83	0.95	0.99	1.00	0.99	1.01	0.99	1.01	0.88
Standard error	0.02	0.11	0.06	0.07	0.07	0.06	0.06	0.06	0.05	0.06	0.03	0.04	0.05	0.05	0.07	0.06	0.07	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
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Table 94
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I share some spaces and facilities with my neighbours (e.g. storage, gardens, laundry)
Base: All respondents

			Q.6 Primary care giver							Q.7 How often use technological devices							
	Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base	2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base	2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree	416	58	29	16	27	5	341	6	10	373	21	12	3	4	1	1	-
	20%	27%F	28%F	50%	27%	26%	19%	33%	48%	20%	22%	37%	17%	50%	22%	26%	-
Strongly agree (4)	131	18	9	5	12	-	106	3	5	119	3	5	1	2	-	1	-
	6%	8%	9%	14%	12%	-	6%	15%	22%	6%	3%	15%	7%	29%	-	26%	-
Somewhat agree (3)	284	40	20	12	15	5	235	3	6	254	19	7	2	2	1	-	-
	14%	19%F	19%	36%	15%	26%	13%	18%	26%	14%	19%	22%	10%	21%	22%	-	-
Somewhat disagree (2)	267	31	15	3	13	5	229	4	2	243	14	4	3	1	-	1	-
	13%	14%	14%	11%	13%	24%	13%	19%	11%	13%	14%	13%	18%	16%	-	27%	-
Strongly disagree (1)	1275	118	57	9	53	10	1148	4	6	1188	61	13	7	1	2	-	2
	63%	54%	54%	27%	54%	50%	64%AB	19%	27%	64%	64%	39%	40%	17%	55%	-	40%
NET: Disagree	1542	149	72	12	66	15	1377	7	8	1431	75	18	11	3	2	1	2
	76%	69%	69%	38%	67%	74%	77%Ab	38%	38%	77%	78%	52%	58%	33%	55%	27%	40%
Don't know	82	9	4	4	5	-	63	6	3	66	-	4	4	1	1	2	3
	4%	4%	4%	12%	5%	-	4%	29%	15%	4%j	-	11%	25%	17%	23%	47%	60%
Mean	1.63	1.80F	1.81F	2.42	1.84	1.76	1.59	2.40	2.50	1.61	1.61	2.14	1.78	2.75	1.57	2.98	1.00
Standard deviation	0.96	1.04	1.05	1.11	1.11	0.86	0.94	1.14	1.21	0.96	0.89	1.17	1.03	1.23	1.15	1.35	0.00
Standard error	0.02	0.07	0.10	0.21	0.11	0.18	0.02	0.32	0.29	0.02	0.09	0.22	0.29	0.55	0.66	0.96	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 95
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I think the design and set-up of my current home prevents me from making sustainable choices as much as I would like (e.g. cycle,
space to grow vegetables, monitoring my energy usage or helping me recycle my rubbish, etc.)
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		836 41%	395 40%	442 42%	123 53%FGH	175 49%GH	166 50%fGH	157 43%GH	97 33%H	119 26%	298 51%K	323 46%K	216 28%	218 39%	235 41%	164 39%	219 44%	139 47%	400 45%
Strongly agree	(4)	230 11%	108 11%	122 12%	35 15%GH	54 15%GH	52 16%GH	41 11%H	26 9%H	21 5%	89 15%K	94 14%K	47 6%	60 11%	63 11%	41 10%	66 13%n	42 14%	113 13%
Somewhat agree	(3)	606 30%	286 29%	320 31%	88 38%GH	121 34%GH	114 34%GH	115 32%GH	71 24%	97 21%	209 36%K	229 33%K	168 22%	158 28%	172 30%	123 29%	153 31%	97 33%	287 32%
Somewhat disagree	(2)	706 35%	356 36%	350 34%	52 23%	103 29%	90 27%	131 36%CdE	122 42%CDE	208 45%CDEF	155 26%	221 32%i	330 44%IJ	205 37%	194 34%	151 36%	157 32%	94 32%	281 32%
Strongly disagree	(1)	307 15%	142 14%	166 16%	26 11%	31 9%	36 11%	53 14%D	52 18%cDE	111 24%CDEFG	57 10%	89 13%	162 21%IJ	90 16%o	91 16%o	69 16%o	58 12%	33 11%	125 14%
NET: Disagree		1014 50%	498 50%	516 49%	78 34%	134 38%	126 38%	183 51%CDE	174 60%CDEF	319 68%CDEFG	212 36%	309 45%I	493 65%IJ	294 53%O	284 50%o	220 53%O	215 44%	127 43%	405 46%
Don't know		189 9%	103 10%	86 8%	31 13%FGH	46 13%FGH	39 12%FgH	23 6%	22 7%	28 6%	77 13%JK	62 9%k	50 7%	44 8%	52 9%	35 8%	58 12%Ln	32 11%	83 9%
Mean		2.41	2.40	2.42	2.66FGH	2.64FGH	2.62FGH	2.43GH	2.26H	2.07	2.65JK	2.52K	2.14	2.37	2.40	2.35	2.52LmN	2.55	2.48
Standard deviation		0.91	0.90	0.92	0.91	0.88	0.92	0.89	0.88	0.82	0.90	0.91	0.84	0.90	0.91	0.90	0.91	0.90	0.92
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Table 96
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I think the design and set-up of my current home prevents me from making sustainable choices as much as I would like (e.g. cycle,
space to grow vegetables, monitoring my energy usage or helping me recycle my rubbish, etc.)
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		836 41%	43 43%j	112 41%j	83 42%j	91 42%J	76 43%J	74 33%	136 43%J	139 42%J	83 40%	532 37%	300 52%PW	270 53%PW	231 51%Pw	128 57%PqrsvW	133 51%P	109 49%P	54 43%
Strongly agree	(4)	230 11%	17 17%FJl	23 8%	22 11%j	28 13%J	24 14%J	13 6%	44 14%FJ	34 10%j	25 12%J	137 9%	93 16%Pvw	85 17%PV	70 15%P	47 21%PQRSVW	42 5%P	28 13%	14 11%
Somewhat agree	(3)	606 30%	26 26%	89 33%	62 31%	63 29%	52 30%	61 27%	92 29%	105 32%	57 27%	396 27%	207 36%P	185 36%P	161 35%P	81 36%P	90 35%P	80 36%P	40 32%
Somewhat disagree	(2)	706 35%	34 34%	93 34%	77 39%L	72 34%	63 36%	95 42%fhKL	101 32%	100 30%	72 34%	534 37%QRSTuv	166 29%t	145 28%	139 30%rt	55 25%	79 30%	68 31%	47 37%QRsT
Strongly disagree	(1)	307 15%	9 9%	41 15%	23 12%	35 16%e	23 13%	40 18%Eg	41 13%	58 18%Eg	38 18%Eg	254 17%QRSTUVW	51 9%u	47 9%u	37 8%	21 9%	18 7%	24 11%	11 9%
NET: Disagree		1014 50%	42 43%	134 49%	100 51%	107 50%	86 49%	135 59%EFghIKL	142 45%	158 48%	109 53%	788 54%QRSTUVw	218 38%	192 37%	176 39%	76 34%	97 37%	92 41%	58 46%QrsT
Don't know		189 9%	15 15%ghjm	26 10%	15 7%	16 8%	15 8%	18 8%	36 12%	32 10%	16 8%	130 9%	58 10%	52 10%	49 11%	20 9%	30 12%	23 10%	14 11%
Mean		2.41	2.60fJlm	2.38j	2.45J	2.42J	2.48J	2.23	2.50J	2.39J	2.37	2.31	2.66Pvw	2.67PVw	2.65Pvw	2.75PqrVW	2.68Pvw	2.56P	2.51P
Standard deviation		0.91	0.92	0.87	0.86	0.94	0.91	0.83	0.93	0.93	0.95	0.90	0.89	0.89	0.87	0.93	0.86	0.88	0.83
Standard error		0.02	0.10	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.07	0.02	0.04	0.04	0.04	0.07	0.06	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Table 97
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I think the design and set-up of my current home prevents me from making sustainable choices as much as I would like (e.g. cycle, space to grow vegetables, monitoring my energy usage or helping me recycle my rubbish, etc.)
Base: All respondents

	Total	Q.6 Primary care giver								Q.7 How often use technological devices							
		Yes (any) (a)	Elderly (b)	Learning disability (c)	Physical disability (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base	2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base	2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree	836 41%	102 47%f	48 46%	21 65%	53 54%a	6 30%	712 40%	7 39%	15 68%	780 42%J	29 31%	17 50%	3 19%	4 50%	1 22%	1 26%	1 20%
Strongly agree (4)	230 11%	33 15%f	14 13%	10 29%	20 21%a	3 13%	189 11%	3 15%	6 26%	214 11%	7 7%	6 17%	-	2 29%	-	1 26%	-
Somewhat agree (3)	606 30%	69 32%	34 32%	12 35%	32 33%	3 17%	524 29%	5 24%	9 42%	566 30%	22 23%	11 33%	3 19%	2 21%	1 22%	-	1 20%
Somewhat disagree (2)	706 35%	66 30%D	38 36%D	3 10%	23 23%	8 36%	631 35%	6 31%	4 18%	638 34%	44 45%I	11 33%	7 38%	3 33%	2 55%	1 27%	1 26%
Strongly disagree (1)	307 15%	32 15%b	11 10%	4 14%	16 16%	6 29%	275 15%	-	-	285 15%	18 18%	2 5%	3 16%	-	-	-	-
NET: Disagree	1014 50%	98 45%	49 46%	8 24%	38 39%	14 65%	906 51%	6 31%	4 18%	923 49%	61 64%I	12 37%	10 55%	3 33%	2 55%	1 27%	1 26%
Don't know	189 9%	17 8%	9 8%	4 12%	7 7%	1 5%	164 9%	6 29%	3 14%	168 9%	5 6%	4 13%	5 26%	1 17%	1 23%	2 47%	3 54%
Mean	2.41	2.51f	2.53	2.91	2.63	2.15	2.39	2.77	3.09	2.42J	2.21	2.72	2.03	2.95	2.28	2.98	2.44
Standard deviation	0.91	0.95	0.88	1.05	1.02	1.03	0.90	0.80	0.73	0.91	0.84	0.85	0.72	0.93	0.58	1.35	0.64
Standard error	0.02	0.07	0.09	0.20	0.11	0.23	0.02	0.22	0.18	0.02	0.09	0.16	0.20	0.42	0.33	0.96	0.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 98
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
My current neighbourhood has all the amenities that a community of all different ages may need
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	Age 55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	Social Grade C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1258 62%	608 61%	650 62%	138 60%	225 63%	197 59%	228 63%	181 62%	289 62%	363 62%	425 61%	470 62%	360 65%o	354 62%	253 61%	290 59%	185 62%	556 63%
Strongly agree	(4)	299 15%	149 15%	150 14%	35 15%	51 14%	53 16%	53 15%	39 13%	69 15%	85 15%	105 15%	108 14%	79 14%	96 17%	61 14%	64 13%	31 10%	144 16%P
Somewhat agree	(3)	959 47%	459 46%	500 48%	103 45%	175 49%	144 43%	175 48%	142 49%	219 47%	278 47%	320 46%	362 48%	281 50%m	259 45%	193 46%	227 46%	154 52%	412 46%
Somewhat disagree	(2)	428 21%	217 22%	211 20%	39 17%	64 18%	73 22%	82 22%	59 20%	111 24%cd	103 18%	154 22%i	170 22%I	122 22%	114 20%	85 20%	106 22%	54 18%	186 21%
Strongly disagree	(1)	199 10%	86 9%	113 11%	21 9%	32 9%	29 9%	34 9%	31 11%	53 11%	53 9%	63 9%	83 11%	43 8%	60 10%	45 11%	51 10%	29 10%	75 8%
NET: Disagree		627 31%	302 30%	324 31%	60 26%	96 27%	102 31%	115 32%	90 31%	164 35%CD	156 27%	217 31%i	254 33%I	165 30%	173 30%	130 31%	158 32%	83 28%	261 29%
Don't know		155 8%	86 9%	69 7%	34 15%dFGH	34 10%FH	33 10%FH	19 5%h	21 7%H	13 3%	67 11%JK	53 8%K	35 5%	32 6%	44 8%	35 8%	44 9%l	30 10%	71 8%
Mean		2.72	2.74	2.70	2.77	2.76	2.74	2.72	2.70	2.67	2.76	2.73	2.68	2.75	2.74	2.70	2.68	2.70	2.77
Standard deviation		0.85	0.84	0.87	0.86	0.84	0.86	0.84	0.85	0.87	0.85	0.85	0.86	0.81	0.88	0.87	0.86	0.81	0.85
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by Savanta ComRes

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Table 99
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
My current neighbourhood has all the amenities that a community of all different ages may need
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1258 62%	62 62%	170 63%M	114 57%	137 64%iM	98 55%	145 64%M	211 67%GIM	213 64%iM	109 52%	877 60%	371 64%	340 66%PQw	303 66%PqW	141 63%	191 73%PQRSTvW	149 66%w	73 58%
Strongly agree	(4)	299 15%	8 9%	42 15%i	31 15%	30 14%	17 10%	27 12%	66 21%EhIJlm	49 15%	29 14%	207 14%	88 15%	78 15%	75 17%	38 17%	48 19%pqr	32 14%	17 14%
Somewhat agree	(3)	959 47%	53 53%gM	128 47%m	83 42%	107 50%M	81 46%	117 52%gM	145 46%	164 50%gM	80 39%	670 46%	283 49%	262 51%pQt	227 50%	103 46%	143 55%PQSTw	116 52%	56 45%
Somewhat disagree	(2)	428 21%	21 21%k	55 20%K	50 25%hK	38 18%	46 26%hK	51 22%K	43 14%	68 21%K	56 27%HK	310 21%	116 20%u	101 20%u	90 20%u	43 19%	43 17%	48 21%	27 21%
Strongly disagree	(1)	199 10%	10 10%	19 7%	20 10%	28 13%FK	20 11%	20 9%	23 7%	29 9%	31 15%FjKL	147 10%U	52 9%U	43 8%U	36 8%U	26 12%RsU	12 5%	18 8%u	14 11%U
NET: Disagree		627 31%	31 31%K	74 27%k	70 35%fK	66 31%K	65 37%FKl	71 31%K	66 21%	97 29%K	87 42%eFHJKL	457 32%U	168 29%U	145 28%U	126 28%U	70 31%U	56 21%	66 29%U	41 32%U
Don't know		155 8%	7 7%	27 10%hJ	14 7%	11 5%	13 8%	11 5%	38 12%gHJLM	20 6%	12 6%	116 8%v	37 6%	30 6%	27 6%	14 6%	14 5%	9 4%	12 9%sV
Mean		2.72	2.65	2.79IM	2.68	2.69	2.58	2.70m	2.92EfGHIJLM	2.75IM	2.55	2.70	2.76	2.77	2.80pQw	2.72	2.92PQRSTVW	2.76	2.67
Standard deviation		0.85	0.80	0.82	0.88	0.89	0.83	0.81	0.85	0.83	0.93	0.86	0.84	0.82	0.83	0.90	0.75	0.81	0.88
Standard error		0.02	0.08	0.05	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.02	0.04	0.04	0.04	0.06	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

Prepared by Savanta ComRes

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 100
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
My current neighbourhood has all the amenities that a community of all different ages may need
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1258 62%	119 55%	63 59%	21 65%	56 57%	7 33%	1117 63%A	6 34%	15 68%	1166 62%	57 60%	19 57%	9 50%	4 45%	2 55%	1 26%	-
Strongly agree	(4)	299 15%	30 14%	11 10%	7 20%	17 17%	6 28%	263 15%	3 18%	2 11%	284 15%j	8 8%	2 5%	1 6%	2 29%	-	1 26%	-
Somewhat agree	(3)	959 47%	89 41%	52 49%A	15 44%	39 40%	1 5%	855 48%a	3 16%	12 57%	881 47%	49 52%	17 52%	8 43%	1 16%	2 55%	-	-
Somewhat disagree	(2)	428 21%	55 25%d	30 28%f	1 2%	19 19%	10 46%	366 21%	4 19%	4 17%	386 21%	25 26%	9 27%	4 20%	2 27%	1 22%	-	1 26%
Strongly disagree	(1)	199 10%	27 13%B	6 6%	5 16%	19 19%AB	2 11%	169 9%	1 6%	1 7%	184 10%	10 11%	1 4%	1 6%	-	-	1 27%	1 20%
NET: Disagree		627 31%	82 38%F	36 34%	6 18%	38 38%	12 58%	535 30%	5 25%	5 24%	570 30%	36 37%	10 30%	5 26%	2 27%	1 22%	1 27%	2 46%
Don't know		155 8%	16 7%	7 7%	6 17%	5 5%	2 9%	130 7%	8 41%	2 8%	135 7%	3 3%	4 13%	4 25%	2 28%	1 23%	2 47%	3 54%
Mean		2.72	2.61	2.68	2.83	2.57	2.54	2.73a	2.78	2.78	2.73	2.59	2.66	2.66	3.03	2.72	2.47	1.56
Standard deviation		0.85	0.90	0.75	1.03	1.01	1.08	0.85	1.05	0.77	0.86	0.80	0.66	0.77	0.96	0.58	2.03	0.64
Standard error		0.02	0.06	0.08	0.21	0.10	0.24	0.02	0.32	0.18	0.02	0.08	0.13	0.21	0.48	0.33	1.44	0.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 101
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I don't feel like I have much choice and freedom over housing options (e.g. rent, mortgage, community led etc.)
Base: All respondents

		Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
			Gender						**Age**						**Social Grade**			**Employment Sector**	Pri-vate
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		980 48%	466 47%	514 49%	147 64%FGH	214 60%fGH	187 56%GH	193 53%GH	105 36%H	133 29%	361 62%JK	380 55%K	238 31%	230 41%	278 49%L	190 45%	281 57%LMN	173 58%	466 52%
Strongly agree	(4)	355 17%	166 17%	189 18%	55 24%GH	78 22%GH	74 22%GH	74 20%GH	36 12%h	38 8%	134 23%K	148 21%K	73 10%	70 13%	108 19%L	67 16%	111 22%LN	58 19%	164 18%
Somewhat agree	(3)	624 31%	300 30%	325 31%	92 40%GH	136 38%GH	113 34%GH	119 33%GH	69 24%	95 21%	227 39%jK	232 33%K	165 22%	160 29%	170 30%	123 30%	171 35%l	115 39%	302 34%
Somewhat disagree	(2)	520 25%	265 27%	254 24%	35 15%	67 19%	76 23%C	92 25%CD	96 33%CDEF	153 33%CDEF	102 17%	168 24%I	250 33%IJ	139 25%o	166 29%O	115 27%O	100 20%	68 23%	227 26%
Strongly disagree	(1)	308 15%	147 15%	161 15%	9 4%	33 9%C	27 8%c	44 12%C	64 22%CDEF	131 28%CDEFg	42 7%	71 10%i	195 26%IJ	115 21%MO	72 13%	72 17%MO	49 10%	27 9%	109 12%
NET: Disagree		827 41%	412 41%	415 40%	44 19%	100 28%C	103 31%C	135 37%CD	160 55%CDEF	284 61%CDEFg	144 25%	239 34%I	445 59%IJ	254 46%O	238 42%O	187 45%O	149 30%	95 32%	335 38%p
Don't know		232 11%	118 12%	114 11%	41 18%dFGH	41 12%	41 12%	34 9%	27 9%	48 10%	82 14%K	75 11%	75 10%	73 13%m	55 10%	41 10%	63 13%	30 10%	87 10%
Mean		2.57	2.55	2.58	3.01DEFGH	2.82fGH	2.81GH	2.68GH	2.29H	2.09	2.90JK	2.74K	2.17	2.38	2.61Ln	2.49	2.80LMN	2.76	2.65
Standard deviation		0.99	0.98	1.00	0.81	0.93	0.93	0.97	0.98	0.95	0.89	0.95	0.96	1.00	0.97	0.99	0.95	0.91	0.95
Standard error		0.02	0.03	0.03	0.06	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.05	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 102
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I don't feel like I have much choice and freedom over housing options (e.g. rent, mortgage, community led etc.)
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
												Region				Do you have any children aged 18 or under? If so, how old are they?			
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		980 48%	57 57%FhjM	122 45%m	95 48%M	100 47%M	86 49%M	107 47%M	168 53%fM	169 51%M	76 37%	628 43%	347 60%Pv	314 61%PV	272 60%P	144 64%Pv	168 64%PqSV	125 56%P	70 56%P
Strongly agree	(4)	355 17%	18 18%	36 13%	42 21%FM	37 18%	31 18%	42 18%	62 20%fm	59 18%	28 13%	234 16%	118 21%P	102 20%p	91 20%p	53 23%Pr	52 20%	40 18%	27 22%
Somewhat agree	(3)	624 31%	39 39%GhjM	86 32%m	53 27%	63 29%	55 31%	65 29%	106 34%M	109 33%M	49 23%	393 27%	229 40%P	212 41%PQ	181 40%P	91 41%P	116 45%PqSvw	84 38%P	43 34%
Somewhat disagree	(2)	520 25%	23 23%	76 28%K	52 26%	58 27%k	47 27%	53 23%	63 20%	76 23%	71 34%egJKL	392 27%QRStU	123 21%	110 21%	94 21%	48 21%	51 20%	57 25%rSu	28 22%
Strongly disagree	(1)	308 15%	10 10%	46 17%	26 13%	37 17%e	22 13%	43 19%EiKl	38 12%	45 14%	40 19%EiKl	257 18%QRSTUVW%	50 8%	43 8%	42 9%u	18 8%	18 7%	19 9%	10 8%
NET: Disagree		827 41%	33 33%	122 45%EKl	78 39%	95 44%eKl	70 39%	96 42%K	102 32%	121 37%	112 54%EfGhIJKL	648 45%QRSTUV;0%W	173 30%	153 30%	136 30%	65 29%	70 27%	76 34%u	38 30%
Don't know		232 11%	10 10%	28 10%	25 13%	18 9%	21 12%	24 11%	45 14%h	40 12%	21 10%	174 12%rT	55 10%	47 9%	47 10%	16 7%	23 9%	23 10%	18 14%qrT
Mean		2.57	2.73FhM	2.46	2.64fM	2.52m	2.61M	2.52m	2.71FHjM	2.63fM	2.34	2.47	2.80P	2.80P	2.78P	2.86P	2.85Pv	2.73P	2.81P
Standard deviation		0.99	0.91	0.96	1.01	1.01	0.96	1.04	0.98	0.98	0.98	1.01	0.90	0.89	0.91	0.89	0.85	0.89	0.93
Standard error		0.02	0.09	0.06	0.08	0.07	0.08	0.07	0.06	0.05	0.07	0.03	0.04	0.04	0.05	0.06	0.06	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 103
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I don't feel like I have much choice and freedom over housing options (e.g. rent, mortgage, community led etc.)
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
								Q.6 Primary care giver						Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		980	124	57	21	65	10	835	5	16	917	35	14	7	4	1	1	1
		48%	57%F	54%	64%	66%Ab	48%	47%	27%	71%	49%J	36%	42%	40%	45%	22%	26%	20%
Strongly agree	(4)	355	51	21	9	32	5	295	3	6	332	14	5	1	2	-	1	-
		17%	24%F	20%	28%	33%AB	26%	17%	15%	29%	18%	15%	15%	7%	29%	-	26%	-
Somewhat agree	(3)	624	73	36	12	33	5	540	2	9	585	21	9	6	1	1	-	1
		31%	34%	34%	36%	34%	23%	30%	13%	42%	31%j	22%	28%	33%	16%	22%	-	20%
Somewhat disagree	(2)	520	32	14	5	11	5	477	6	4	479	31	4	3	1	1	-	1
		25%	15%	13%	14%	12%	24%	27%AB	31%	20%	26%	32%	11%	18%	10%	26%	-	26%
Strongly disagree	(1)	308	32	16	1	16	4	276	-	-	274	23	8	3	-	-	-	-
		15%	15%	16%	2%	16%	19%	15%	-	-	15%	23%I	25%	16%	-	-	-	-
NET: Disagree		827	64	30	5	27	9	753	6	4	753	53	12	6	1	1	-	1
		41%	30%	29%	16%	28%	42%	42%AB	31%	20%	40%	55%I	37%	34%	10%	26%	-	26%
Don't know		232	28	18	6	6	2	194	8	2	201	8	7	5	4	2	3	3
		11%	13%D	17%Df	20%	6%	9%	11%	41%	9%	11%	8%	21%	26%	45%	53%	74%	54%
Mean		2.57	2.76F	2.71	3.12	2.88	2.61	2.54	2.72	3.10	2.58J	2.30	2.40	2.41	3.33	2.46	4.00	2.44
Standard deviation		0.99	1.03	1.04	0.80	1.08	1.13	0.98	0.88	0.75	0.98	1.03	1.14	0.97	0.87	-	-	0.64
Standard error		0.02	0.07	0.11	0.16	0.11	0.25	0.02	0.27	0.18	0.02	0.11	0.23	0.27	0.50	-	-	0.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 104
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I have different generations of my family living in my home (including grandparents)
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Age 18-34 (i)	Age 35-54 (j)	Age 55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		380 19%	209 21%B	171 16%	66 29%FGH	98 28%FGH	90 27%FGH	65 18%GH	32 11%H	29 6%	164 28%JK	155 22%K	61 8%	111 20%M	87 15%	81 19%m	101 21%M	77 26%	192 22%
Strongly agree	(4)	106 5%	56 6%	51 5%	21 9%fGH	24 7%GH	27 8%fGH	17 5%H	8 3%	10 2%	44 8%K	44 6%K	18 2%	32 6%	23 4%	19 4%	32 7%m	18 6%	52 6%
Somewhat agree	(3)	273 13%	153 15%B	120 12%	46 20%fGH	74 21%FGH	63 19%FGH	48 13%gH	25 8%H	19 4%	120 20%jK	110 16%K	43 6%	79 14%	63 11%	62 15%m	69 14%	59 20%	140 16%
Somewhat disagree	(2)	278 14%	139 14%	139 13%	45 19%dfGH	48 14%H	63 19%dFGH	48 13%H	34 12%	40 9%	93 16%K	111 16%K	74 10%	76 14%	77 13%	61 15%	65 13%	44 15%	132 15%
Strongly disagree	(1)	1296 64%	597 60%	700 67%A	96 42%	181 51%C	164 49%c	242 67%CDE	220 75%CDEF	393 84%CDEFG	278 47%	406 58%I	613 81%IJ	350 63%	390 68%lnO	260 62%	296 60%	168 56%	520 59%
NET: Disagree		1575 77%	736 74%	839 80%A	141 61%	230 65%	227 69%c	290 80%CDE	254 87%CDEF	433 93%CDEFG	371 63%	517 74%I	687 91%IJ	426 76%	467 82%LnO	321 77%	361 73%	211 71%	652 73%
Don't know		85 4%	51 5%B	33 3%	24 10%EFGH	28 8%eFGH	14 4%H	8 2%	6 2%	4 1%	52 9%JK	23 3%K	10 1%	20 4%	18 3%	16 4%	30 6%lM	10 3%	44 5%
Mean		1.59	1.65B	1.53	1.96FGH	1.82FGH	1.85FGH	1.55GH	1.37H	1.23	1.87JK	1.69K	1.29	1.62M	1.49	1.60m	1.65M	1.75	1.67
Standard deviation		0.92	0.95	0.89	1.04	1.02	1.02	0.90	0.76	0.62	1.03	0.97	0.68	0.94	0.86	0.91	0.97	0.99	0.96
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.04	0.03	0.05	0.04	0.02	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 105
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I have different generations of my family living in my home (including grandparents)
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		380 19%	18 18%	43 16%	43 22%lM	45 21%lM	27 15%	44 19%m	84 27%eFIJLM	49 15%	27 13%	195 13%	181 32%P	156 30%P	150 33%Pr	68 30%P	86 33%P	67 30%P	34 27%P
Strongly agree	(4)	106 5%	5 5%	6 2%	11 5%f	14 7%F	9 5%	14 6%F	26 8%FL	12 4%	9 4%	53 4%	53 9%PR	43 8%P	41 9%P	24 11%P	24 9%P	16 7%P	12 10%P
Somewhat agree	(3)	273 13%	13 13%	38 14%m	32 16%M	31 15%m	18 10%	30 13%	58 18%ILM	36 11%	18 8%	141 10%	128 22%P	113 22%P	108 24%Pw	43 19%P	62 24%P	51 23%P	22 17%P
Somewhat disagree	(2)	278 14%	20 20%ghJL	41 15%	24 12%	26 12%	33 18%ghJl	23 10%	44 14%	40 12%	28 13%	145 10%	130 23%P	120 23%P	110 24%Pq	45 20%P	71 27%PQrT	64 29%PQRsT	34 27%P
Strongly disagree	(1)	1296 64%	59 59%	179 66%K	126 64%K	135 63%K	107 61%	152 67%K	166 53%	228 69%eiK	146 70%eiK	1050 72%QRSTUVW	242 42%SU	221 43%SU	181 40%	102 45%U	96 37%	92 41%	53 42%
NET: Disagree		1575 77%	79 79%K	220 81%K	150 75%K	161 75%K	140 79%K	175 77%K	209 67%	268 81%K	173 83%ghK	1195 82%QRSTUVW	371 65%	342 66%Qs	291 64%	147 65%	167 64%	156 69%qS	86 69%
Don't know		85 4%	2 2%	8 3%	6 3%	7 3%	10 5%	9 4%	21 7%fg	13 4%	8 4%	61 4%V	22 4%RV	16 3%V	15 3%V	10 4%V	7 3%	1 1%	6 5%V
Mean		1.59	1.64	1.51	1.63lm	1.63lm	1.57	1.57	1.81FghIJLM	1.47	1.45	1.42	1.99Pr	1.95P	2.02PR	1.95P	2.06PR	1.96P	1.94P
Standard deviation		0.92	0.91	0.82	0.95	0.98	0.89	0.95	1.04	0.84	0.84	0.82	1.03	1.01	1.02	1.07	1.00	0.96	1.01
Standard error		0.02	0.09	0.05	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.02	0.04	0.05	0.05	0.07	0.07	0.07	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 106
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I have different generations of my family living in my home (including grandparents)
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disability (c)	Physical disability (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver							Q.7 How often use technological devices					
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		380 19%	57 26%F	35 33%daF	16 48%	21 22%	5 23%	305 17%	5 27%	12 57%	344 18%	15 16%	12 37%	3 16%	4 45%	1 22%	1 26%	-
Strongly agree	(4)	106 5%	26 12%F	14 13%F	6 18%	13 13%	3 14%	74 4%	2 8%	5 22%	95 5%	3 3%	5 14%	-	2 29%	-	1 26%	-
Somewhat agree	(3)	273 13%	31 14%D	21 20%DAf	10 30%	8 8%	2 9%	232 13%	4 19%	7 34%	248 13%	12 13%	7 22%	3 16%	1 16%	1 22%	-	-
Somewhat disagree	(2)	278 14%	21 10%	8 7%	4 13%	10 10%	1 6%	248 14%b	5 28%	4 18%	252 13%	15 16%	5 15%	2 12%	1 10%	-	1 27%	1 26%
Strongly disagree	(1)	1296 64%	129 59%	60 57%	10 30%	61 62%	14 66%	1162 65%b	2 10%	4 17%	1205 64%	64 66%	14 42%	9 47%	1 17%	2 55%	-	2 40%
NET: Disagree		1575 77%	150 69%	67 64%	14 43%	71 72%	15 72%	1410 79%AB	7 39%	8 35%	1457 78%	79 82%	19 57%	11 59%	2 27%	2 55%	1 27%	4 66%
Don't know		85 4%	10 5%	3 3%	3 9%	6 6%	1 5%	66 4%	6 34%	2 9%	69 4%	2 2%	2 7%	4 25%	2 28%	1 23%	2 47%	2 34%
Mean		1.59	1.78F	1.89F	2.40	1.71	1.70	1.54	2.39	2.67	1.57	1.51	2.10	1.59	2.79	1.57	2.98	1.39
Standard deviation		0.92	1.11	1.16	1.16	1.12	1.17	0.88	0.94	1.07	0.92	0.83	1.15	0.86	1.31	1.15	1.35	0.58
Standard error		0.02	0.08	0.12	0.22	0.12	0.26	0.02	0.27	0.25	0.02	0.08	0.21	0.24	0.65	0.66	0.96	0.33

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 107
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
When it comes to climate change, I think a lot of homes are part of the problem
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1182 58%	564 57%	618 59%	140 61%	196 55%	196 59%	198 55%	177 61%	275 59%	337 57%	394 57%	452 60%	322 58%	329 58%	248 59%	283 58%	176 59%	515 58%
Strongly agree	(4)	284 14%	141 14%	143 14%	38 17%h	46 13%	50 15%	44 12%	53 18%dFH	53 11%	84 14%	94 14%	106 14%	81 14%	65 11%	55 13%	83 17%M	37 12%	133 15%
Somewhat agree	(3)	898 44%	422 42%	476 46%	102 44%	151 42%	147 44%	153 42%	124 42%	222 48%	253 43%	300 43%	345 46%	241 43%	264 46%o	193 46%	200 41%	139 47%	382 43%
Somewhat disagree	(2)	366 18%	198 20%B	167 16%	33 14%	72 20%	60 18%	79 22%CGH	45 15%	77 16%	105 18%	139 20%k	122 16%	104 19%	103 18%	78 19%	81 16%	50 17%	165 19%
Strongly disagree	(1)	126 6%	81 8%B	45 4%	12 5%	25 7%	19 6%	25 7%	15 5%	30 6%	37 6%	44 6%	45 6%	37 7%	34 6%	27 7%	28 6%	11 4%	67 8%P
NET: Disagree		492 24%	279 28%B	213 20%	45 20%	97 27%cg	79 24%	104 29%CGh	60 20%	107 23%	142 24%	184 26%k	166 22%	140 25%	137 24%	105 25%	109 22%	62 21%	232 26%p
Don't know		365 18%	153 15%	212 20%A	46 20%	62 17%	56 17%	61 17%	56 19%	84 18%	108 18%	117 17%	140 18%	95 17%	106 19%	65 16%	100 20%n	60 20%	141 16%
Mean		2.80	2.74	2.86A	2.90dF	2.74	2.82	2.72	2.91DFH	2.78	2.80	2.77	2.83	2.79	2.77	2.78	2.86	2.85	2.78
Standard deviation		0.81	0.85	0.76	0.80	0.82	0.81	0.81	0.81	0.78	0.82	0.81	0.79	0.82	0.78	0.80	0.83	0.73	0.84
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 108
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
When it comes to climate change, I think a lot of homes are part of the problem
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region						Do you have any children aged 18 or under? If so, how old are they?					
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1182 58%	56 57%	168 62%l	117 59%	127 59%	96 55%	145 64%iL	178 57%	178 54%	117 56%	833 57%	342 60%	304 59%	271 60%	135 60%	157 60%	130 58%	67 53%
Strongly agree	(4)	284 14%	14 14%	28 10%	28 14%	35 17%f	24 14%	31 14%	48 15%	47 14%	28 13%	195 13%	86 15%	80 16%	65 14%	43 19%PQrsvW	42 .6%	28 12%	13 10%
Somewhat agree	(3)	898 44%	43 43%	140 52%hIKLm	88 45%	91 43%	72 41%	114 50%iKL	129 41%	131 40%	90 43%	638 44%	257 45%	224 44%	206 45%	92 41%	115 44%	102 45%	55 43%
Somewhat disagree	(2)	366 18%	18 18%	47 17%	34 17%	36 17%	33 19%	40 18%	56 18%	58 17%	43 21%	253 17%	108 19%	99 19%	84 19%	44 20%	50 19%	44 20%	26 21%
Strongly disagree	(1)	126 6%	6 6%	17 6%j	11 5%	15 7%J	18 10%gJK	7 3%	13 4%	25 8%Jk	13 6%j	96 7%	30 5%	28 5%	22 5%	16 7%	13 5%	10 4%	6 5%
NET: Disagree		492 24%	24 24%	64 24%	45 23%	52 24%	52 29%jk	47 21%	69 22%	83 25%	57 27%	349 24%	138 24%	127 25%	106 23%	60 27%	63 24%	54 24%	32 26%
Don't know		365 18%	19 19%	39 14%	37 18%	35 17%	28 16%	36 16%	68 21%F	69 21%F	34 16%	268 18%t	94 16%	83 16%	78 17%	30 13%	40 15%	40 18%	27 21%t
Mean		2.80	2.80	2.77	2.83	2.82	2.69	2.88I	2.86i	2.77	2.76	2.79	2.83	2.82	2.83	2.83	2.84	2.80	2.74
Standard deviation		0.81	0.81	0.76	0.79	0.85	0.89	0.70	0.79	0.86	0.81	0.81	0.79	0.80	0.78	0.87	0.80	0.76	0.76
Standard error		0.02	0.09	0.05	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.02	0.04	0.04	0.04	0.06	0.06	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 109
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
When it comes to climate change, I think a lot of homes are part of the problem
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1182 58%	138 64%f	70 67%f	24 73%	63 64%	12 57%	1022 57%	9 46%	14 62%	1092 58%	54 56%	21 63%	7 41%	5 56%	2 47%	1 26%	- -
Strongly agree	(4)	284 14%	48 22%F	22 20%F	10 32%	30 31%Ab	4 18%	227 13%	3 15%	7 31%	264 14%	11 11%	6 18%	- -	2 29%	- -	1 26%	- -
Somewhat agree	(3)	898 44%	91 42%D	49 46%d	13 41%	33 34%	8 39%	795 45%	6 31%	7 31%	828 44%	43 45%	15 46%	7 41%	2 27%	2 47%	- -	- -
Somewhat disagree	(2)	366 18%	33 15%	16 15%	5 16%	12 12%	3 16%	325 18%	4 21%	4 18%	334 18%	19 20%	4 13%	5 25%	1 10%	- -	1 27%	1 26%
Strongly disagree	(1)	126 6%	8 4%	4 4%	1 2%	6 6%	1 5%	116 6%	- -	2 10%	115 6%	9 10%	1 3%	1 4%	- -	- -	- -	- -
NET: Disagree		492 24%	41 19%	20 19%	6 18%	18 18%	4 21%	441 25%a	4 21%	6 28%	449 24%	29 30%	5 16%	5 30%	1 10%	- -	1 27%	1 26%
Don't know		365 18%	38 17%	16 15%	3 9%	17 18%	5 22%	319 18%	6 34%	2 10%	329 18%	13 14%	7 21%	5 29%	3 34%	2 53%	2 47%	4 74%
Mean		2.80	2.99F	2.98F	3.13	3.08	2.91	2.77	2.91	2.92	2.81	2.67	2.99	2.53	3.28	3.00	2.98	2.00
Standard deviation		0.81	0.80	0.77	0.79	0.91	0.85	0.80	0.76	1.02	0.81	0.85	0.74	0.63	0.79	-	1.35	-
Standard error		0.02	0.06	0.08	0.15	0.10	0.21	0.02	0.22	0.25	0.02	0.09	0.15	0.18	0.40	-	0.96	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 110
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I am able to change and fix most things in my current home without needing to call out a specialist or to get permission
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	Age 55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	Social Grade C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Pri-vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1077 53%	567 57%B	511 49%	123 53%	184 52%	179 54%	194 54%	146 50%	251 54%	307 52%	373 54%	398 52%	279 50%	271 47%	273 65%LMO	254 52%	154 52%	487 55%
Strongly agree	(4)	252 12%	145 15%B	107 10%	28 12%	45 13%	47 14%	43 12%	40 14%	50 11%	72 12%	89 13%	90 12%	67 12%	64 11%	59 14%	61 12%	30 10%	126 14%p
Somewhat agree	(3)	826 40%	422 42%	404 39%	95 41%	139 39%	132 40%	152 42%	106 36%	201 43%g	235 40%	283 41%	308 41%	212 38%	207 36%	213 51%LMO	193 39%	125 42%	361 41%
Somewhat disagree	(2)	539 26%	243 24%	296 28%A	45 20%	71 20%	90 27%cD	97 27%cD	85 29%CD	151 32%CDf	116 20%	188 27%I	235 31%I	166 30%N	166 29%N	77 18%	130 26%N	87 29%q	211 24%
Strongly disagree	(1)	296 14%	111 11%	185 18%A	29 13%	62 18%EH	39 12%	59 16%H	54 19%cEH	52 11%	91 16%	98 14%	106 14%	77 14%n	104 18%lN	43 10%	72 15%n	41 14%	128 14%
NET: Disagree		835 41%	353 35%	481 46%A	74 32%	133 37%	129 39%	156 43%C	139 47%CDE	203 44%Cd	207 35%	286 41%I	342 45%I	243 44%N	270 47%No	120 29%	202 41%N	128 43%	339 38%
Don't know		127 6%	76 8%B	51 5%	34 15%EFGH	39 11%FGH	24 7%FGH	12 3%	7 3%	11 2%	73 12%JK	36 5%K	19 2%	34 6%	31 5%	26 6%	36 7%	15 5%	62 7%
Mean		2.54	2.65B	2.44	2.62	2.52	2.60g	2.51	2.46	2.55	2.56	2.55	2.52	2.52	2.43	2.74LMO	2.53m	2.51	2.59
Standard deviation		0.91	0.88	0.91	0.90	0.96	0.89	0.91	0.95	0.84	0.94	0.90	0.88	0.90	0.93	0.85	0.91	0.87	0.93
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 111
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I am able to change and fix most things in my current home without needing to call out a specialist or to get permission
Base: All respondents

		Total	Region North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Do you have any children aged 18 or under? If so, how old are they? No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1077 53%	52 53%	144 53%	96 48%	131 61%GJKL	98 55%	116 51%	159 51%	165 50%	116 55%	746 51%	323 56%p	291 57%p	261 57%P	129 57%	146 56%	129 58%	74 59%
Strongly agree	(4)	252 12%	14 14%	28 10%	22 11%	30 14%	18 10%	31 13%	46 15%	38 12%	24 11%	170 12%	78 14%	72 14%	60 13%	33 15%	33 13%	31 14%	21 16%
Somewhat agree	(3)	826 40%	38 38%	117 43%	74 37%	100 47%gjKl	80 45%k	85 37%	114 36%	127 38%	92 44%k	576 40%	245 43%	219 43%	201 44%	95 42%	113 43%	98 44%	53 42%
Somewhat disagree	(2)	539 26%	27 27%	81 30%Hi	60 30%Hi	44 20%	38 21%	67 30%Hi	80 26%	86 26%	56 27%	393 27%t	143 25%	125 24%	119 26%	48 21%	76 29%qRTv	52 23%	33 26%
Strongly disagree	(1)	296 14%	14 14%	33 12%	30 15%	30 14%	27 16%	33 15%	41 13%	57 17%	29 14%	218 15%Uw	76 13%sU	70 14%sU	54 12%u	37 17%qsUw	24 9%	34 15%SUw	11 9%
NET: Disagree		835 41%	41 41%	114 42%	90 46%H	73 34%	65 37%	101 44%H	122 39%	143 43%H	85 41%	611 42%	219 38%	195 38%	172 38%	85 38%	100 39%	86 38%	44 35%
Don't know		127 6%	6 6%	13 5%	12 6%	10 4%	13 8%	11 5%	33 11%FgHJlM	22 7%	8 4%	93 6%	33 6%	28 5%	23 5%	11 5%	14 5%	9 4%	8 7%
Mean		2.54	2.56	2.54	2.47	2.64gl	2.54	2.52	2.58	2.47	2.55	2.51	2.60p	2.60p	2.62p	2.58	2.63p	2.58	2.71P
Standard deviation		0.91	0.93	0.85	0.90	0.91	0.90	0.92	0.93	0.93	0.88	0.91	0.90	0.91	0.87	0.95	0.84	0.92	0.87
Standard error		0.02	0.09	0.06	0.07	0.06	0.07	0.06	0.06	0.05	0.06	0.02	0.04	0.04	0.04	0.07	0.05	0.07	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
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Table 112
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I am able to change and fix most things in my current home without needing to call out a specialist or to get permission
Base: All respondents

| | | Total | Q.6 Primary care giver | | | | | | | | Q.7 How often use technological devices | | | | | | | |
			Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1077 53%	126 58%	68 64%aF	24 75%	56 57%	8 41%	928 52%	9 48%	14 64%	989 53%	55 57%	17 51%	7 38%	6 72%	1 22%	1 26%	1 26%
Strongly agree	(4)	252 12%	33 15%	15 14%	11 33%	16 16%	2 9%	206 12%	4 22%	8 38%	231 12%	14 14%	3 8%	1 6%	2 29%	-	1 26%	-
Somewhat agree	(3)	826 40%	93 43%	53 50%Af	14 41%	40 41%	7 32%	722 41%	5 26%	6 26%	759 41%	41 43%	14 43%	6 32%	4 43%	1 22%	-	1 26%
Somewhat disagree	(2)	539 26%	45 21%	20 19%	3 8%	17 17%	8 38%	489 27%Ab	3 14%	2 11%	496 27%	26 27%	10 28%	4 25%	-	2 55%	1 27%	-
Strongly disagree	(1)	296 14%	33 15%	15 15%	1 2%	18 18%	2 10%	259 15%	-	4 17%	277 15%	13 14%	2 7%	2 13%	-	-	-	1 20%
NET: Disagree		835 41%	78 36%	35 33%	3 10%	35 35%	10 48%	748 42%	3 14%	6 28%	773 41%	39 40%	12 36%	7 38%	-	2 55%	1 27%	1 20%
Don't know		127 6%	12 6%B	2 2%	5 15%	7 8%b	2 11%	106 6%	7 38%	2 8%	108 6%	3 3%	4 13%	4 25%	2 28%	1 23%	2 47%	3 54%
Mean		2.54	2.62	2.65	3.25	2.60	2.45	2.52	3.13	2.91	2.54	2.59	2.60	2.40	3.40	2.28	2.98	2.12
Standard deviation		0.91	0.95	0.91	0.74	1.00	0.85	0.90	0.79	1.16	0.91	0.91	0.79	0.89	0.54	0.58	1.35	1.29
Standard error		0.02	0.07	0.09	0.15	0.10	0.19	0.02	0.24	0.27	0.02	0.09	0.15	0.25	0.27	0.33	0.96	0.91

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 113
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I think my current home as it is will meet my needs in 2030
Base: All respondents

		Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
			Gender					**Age**							**Social Grade**			**Employment Sector**	Pri-
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		984	498	487	89	139	150	181	156	271	227	331	427	295	262	205	222	151	409
		48%	50%	47%	38%	39%	45%	50%CD	53%CDe	58%CDEF	39%	48%I	56%IJ	53%MO	46%	49%	45%	51%	46%
Strongly agree	(4)	259	128	131	24	42	34	47	40	72	66	81	112	81	61	58	59	39	107
		13%	13%	13%	11%	12%	10%	13%	14%	15%E	11%	12%	15%ij	14%m	11%	14%	12%	13%	12%
Somewhat agree	(3)	726	370	356	64	97	116	134	116	199	161	250	315	214	201	147	163	112	303
		36%	37%	34%	28%	27%	35%D	37%CD	40%CD	43%CDEf	27%	36%I	42%IJ	39%o	35%	35%	33%	38%	34%
Somewhat disagree	(2)	460	224	236	43	69	78	94	67	110	112	172	177	117	138	96	109	56	206
		23%	23%	23%	18%	19%	24%	26%cd	23%	24%	19%	25%I	23%i	21%	24%	23%	22%	19%	23%
Strongly disagree	(1)	325	140	185	58	97	60	49	33	28	155	108	62	73	103	65	85	55	150
		16%	14%	18%A	25%eFGH	27%EFGH	18%GH	13%H	11%H	6%	26%JK	16%K	8%	13%	18%L	15%	17%l	18%	17%
NET: Disagree		785	365	421	101	166	138	142	100	138	267	280	238	190	241	160	195	111	356
		39%	37%	40%a	44%GH	47%fGH	42%gH	39%H	34%	30%	46%jK	40%K	31%	34%	42%L	38%	40%l	37%	40%
Don't know		269	134	136	42	50	44	40	36	57	92	84	93	72	69	53	76	35	123
		13%	13%	13%	18%Fgh	14%	13%	11%	12%	12%	16%jk	12%	12%	13%	12%	13%	15%	12%	14%
Mean		2.52	2.56b	2.48	2.29	2.27	2.43d	2.55CD	2.63CDE	2.77CDEFG	2.28	2.50I	2.72IJ	2.63MO	2.44	2.54	2.47	2.51	2.48
Standard deviation		0.95	0.93	0.97	1.04	1.06	0.95	0.92	0.90	0.82	1.05	0.93	0.85	0.93	0.95	0.96	0.97	0.98	0.96
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 114
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I think my current home as it is will meet my needs in 2030
Base: All respondents

		Total	Region									Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		984 48%	56 57%Ikl	135 50%i	102 52%I	101 47%	71 40%	115 51%I	145 46%	153 47%	106 51%i	721 50%qrt	257 45%	232 45%	208 46%	95 42%	116 44%	111 50%qr	55 43%
Strongly agree	(4)	259 13%	13 13%	34 13%	19 10%	21 10%	18 10%	36 16%gh	43 14%	50 15%gh	24 11%	191 13%	67 12%	60 12%	50 11%	29 13%	29 11%	27 12%	14 11%
Somewhat agree	(3)	726 36%	43 43%IkL	100 37%	83 42%IKL	81 38%	53 30%	79 35%	102 32%	103 31%	82 39%il	529 37%t	189 33%	172 33%	158 35%	66 30%	87 33%	84 38%qt	40 32%
Somewhat disagree	(2)	460 23%	21 21%	70 26%k	41 21%	50 23%	39 22%	49 21%	61 19%	74 23%	55 26%k	313 22%	145 25%pT	125 24%T	126 28%PQRT	44 20%	71 27%pT	61 27%pt	38 30%PT
Strongly disagree	(1)	325 16%	17 17%	32 12%	36 18%f	28 13%	36 21%Fh	36 16%	52 17%	58 17%f	31 15%	223 15%	101 18%SV	93 18%SV	69 15%	58 26%PQRSUVW	43 7%	29 13%	16 13%
NET: Disagree		785 39%	37 38%	102 38%	77 39%	78 36%	75 43%	84 37%	114 36%	132 40%	86 41%	536 37%	247 43%P	219 43%P	195 43%P	103 46%P	114 44%P	90 40%	54 43%
Don't know		269 13%	6 6%	34 13%e	19 10%	35 16%EgM	30 17%EGM	28 12%e	56 18%EGjM	44 13%Em	17 8%	193 13%	72 12%	64 12%	53 12%	27 12%	30 12%	23 10%	17 14%
Mean		2.52	2.57	2.58I	2.48	2.52	2.36	2.58I	2.52	2.51	2.52	2.55qrT	2.44t	2.44t	2.47t	2.33	2.44	2.54qrT	2.49
Standard deviation		0.95	0.95	0.90	0.93	0.89	0.99	0.99	1.00	1.01	0.91	0.95	0.96	0.96	0.92	1.05	0.94	0.90	0.90
Standard error		0.02	0.10	0.06	0.07	0.07	0.08	0.07	0.06	0.06	0.07	0.03	0.04	0.05	0.05	0.08	0.06	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 115
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I think my current home as it is will meet my needs in 2030
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa-bility (c)	Physical disa-bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver								Q.7 How often use technological devices				
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		984 48%	104 48%	55 52%	22 68%	42 43%	11 54%	863 48%	4 19%	13 61%	895 48%	55 57%i	17 50%	10 54%	5 62%	- -	1 26%	1 20%
Strongly agree	(4)	259 13%	29 13%	11 10%	7 23%	21 21%AB	3 14%	221 12%	2 12%	7 33%	235 13%	12 13%	3 8%	4 20%	2 29%	- -	1 26%	1 20%
Somewhat agree	(3)	726 36%	75 35%D	44 42%Da	15 45%	21 22%	8 40%	643 36%	1 7%	6 28%	660 35%	43 44%i	14 42%	6 34%	3 33%	- -	- -	- -
Somewhat disagree	(2)	460 23%	44 20%	27 26%da	2 5%	16 16%	5 24%	406 23%	6 31%	4 21%	429 23%	18 19%	8 24%	2 9%	1 10%	1 22%	1 27%	1 26%
Strongly disagree	(1)	325 16%	38 17%B	12 11%	4 13%	21 22%B	4 18%	285 16%	1 3%	2 10%	312 17%j	9 9%	3 8%	1 6%	- -	1 26%	- -	- -
NET: Disagree		785 39%	82 38%	39 38%	6 18%	38 38%	9 42%	690 39%	6 34%	7 31%	740 40%J	27 28%	11 32%	3 15%	1 10%	2 47%	1 27%	1 26%
Don't know		269 13%	31 14%	11 10%	4 13%	18 18%b	1 4%	228 13%	9 47%	2 9%	235 13%	14 15%	6 18%	6 31%	2 28%	2 53%	2 47%	3 54%
Mean		2.52	2.51	2.57	2.90	2.52	2.52	2.51	2.54	2.91	2.50	2.72I	2.61	2.98	3.26	1.46	2.98	2.88
Standard deviation		0.95	0.98	0.86	0.98	1.15	0.98	0.95	0.95	1.04	0.96	0.85	0.82	0.92	0.76	-	1.35	1.29
Standard error		0.02	0.07	0.09	0.19	0.13	0.21	0.02	0.30	0.25	0.02	0.09	0.16	0.27	0.38	-	0.96	0.91

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Absolutes/col percents

Table 116
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I don't often have much contact with people in my neighbourhood
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1114 55%	568 57%B	546 52%	142 61%gH	227 64%EGH	180 54%H	219 60%gH	155 53%H	191 41%	369 63%jK	399 58%K	346 46%	296 53%	330 58%N	213 51%	276 56%	180 60%	519 58%
Strongly agree	(4)	340 17%	177 18%	163 16%	51 22%H	72 20%H	57 17%H	75 21%H	51 17%H	33 7%	124 21%K	133 19%K	84 11%	78 14%	116 20%LN	63 15%	84 17%	64 22%	164 19%
Somewhat agree	(3)	774 38%	391 39%	383 37%	91 39%	154 43%gH	123 37%	144 40%h	104 35%	158 34%	245 42%K	267 38%	262 35%	218 39%	214 37%	149 36%	192 39%	115 39%	355 40%
Somewhat disagree	(2)	596 29%	284 29%	311 30%	49 21%	77 22%	106 32%CD	96 27%	96 33%CDf	171 37%CDF	125 21%	202 29%I	268 35%IJ	168 30%	163 28%	132 32%	133 27%	73 24%	239 27%
Strongly disagree	(1)	245 12%	87 9%	158 15%A	17 7%	26 7%	28 9%	38 11%	35 12%d	100 22%CDEFG	43 7%	66 10%	135 18%IJ	73 13%	59 10%	59 14%m	54 11%	33 11%	84 9%
NET: Disagree		841 41%	372 37%	469 45%A	66 28%	103 29%	134 40%CD	135 37%CD	132 45%CDF	271 58%CDEFG	169 29%	269 39%I	403 53%IJ	240 43%	222 39%	191 46%MO	187 38%	106 36%	323 36%
Don't know		84 4%	56 6%B	28 3%	23 10%EFGH	26 7%FGH	17 5%fgH	9 2%H	6 2%h	3 1%	49 8%JK	26 4%K	9 1%	20 4%	20 3%	15 3%	30 6%lmn	13 4%	47 5%
Mean		2.62	2.70B	2.54	2.85EGH	2.83EGH	2.67H	2.72gH	2.60H	2.27	2.84JK	2.70K	2.39	2.56	2.70LN	2.54	2.66n	2.74	2.71
Standard deviation		0.91	0.88	0.94	0.89	0.86	0.88	0.92	0.92	0.88	0.87	0.90	0.91	0.90	0.92	0.93	0.91	0.94	0.89
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 117
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I don't often have much contact with people in my neighbourhood
Base: All respondents

		Total	Region										Do you have any children aged 18 or under? If so, how old are they?							
			North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1114 55%	61 61%jm	138 51%	114 57%	124 58%m	96 54%	115 51%	180 57%m	184 56%	102 49%	788 54%	321 56%	290 56%	248 55%	136 60%	141 54%	119 53%	65 52%
Strongly agree	(4)	340 17%	19 19%m	38 14%	32 16%	38 18%m	31 18%	38 17%	64 20%fM	56 17%	24 12%	250 17%	89 15%	76 15%	68 15%	42 19%RU	34 13%	30 13%	19 15%
Somewhat agree	(3)	774 38%	41 42%	101 37%	81 41%	86 40%	65 37%	77 34%	116 37%	128 39%	78 37%	538 37%	233 40%	214 42%p	180 40%	93 42%	107 41%	89 40%	46 37%
Somewhat disagree	(2)	596 29%	26 26%	90 33%h	54 27%	52 24%	52 30%	76 33%H	90 29%	91 28%	65 31%	413 28%	176 31%T	155 30%T	149 33%pQrT	54 24%	89 34%prT	81 36%PQRT	40 32%
Strongly disagree	(1)	245 12%	10 10%	33 12%K	25 13%K	29 14%K	20 11%k	29 13%K	21 7%	42 13%K	36 17%eK	190 13%QrSuv	55 10%	51 10%	42 9%	27 12%	23 9%	19 8%	13 10%
NET: Disagree		841 41%	36 36%	123 45%K	79 40%	81 38%	73 41%	105 46%hK	111 35%	133 40%	100 48%eHKl	602 42%	231 40%	206 40%	191 42%	81 36%	112 43%t	100 45%t	53 42%
Don't know		84 4%	3 3%	10 4%	6 3%	8 4%	8 4%	7 3%	24 8%fGJLM	12 4%	6 3%	60 4%	23 4%	18 4%	16 4%	8 3%	7 3%	6 3%	8 6%sv
Mean		2.62	2.73M	2.55	2.63m	2.65M	2.63m	2.56	2.77FJlM	2.62M	2.45	2.61	2.64	2.63	2.63	2.69	2.60	2.59	2.61
Standard deviation		0.91	0.90	0.89	0.91	0.94	0.92	0.93	0.87	0.93	0.92	0.93	0.87	0.86	0.86	0.93	0.83	0.83	0.88
Standard error		0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.02	0.04	0.04	0.04	0.06	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
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Absolutes/col percents

Table 118
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I don't often have much contact with people in my neighbourhood
Base: All respondents

		Total	Yes (any) (a)	Elderly (b)	Learning disa- bility (c)	Physical disa- bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
						Q.6 Primary care giver							Q.7 How often use technological devices					
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1114 55%	125 58%	61 58%	24 73%	61 62%	8 38%	969 54%	4 22%	16 75%	1023 55%	57 59%	17 50%	8 46%	5 56%	1 30%	1 26%	2 46%
Strongly agree	(4)	340 17%	40 19%	21 20%	10 30%	19 20%	2 8%	291 16%	2 10%	7 30%	315 17%	12 12%	7 20%	3 14%	3 39%	- -	1 26%	- -
Somewhat agree	(3)	774 38%	85 39%	40 38%	14 43%	41 42%	6 31%	677 38%	2 11%	10 45%	708 38%	45 47%i	10 30%	6 32%	1 16%	1 30%	- -	2 46%
Somewhat disagree	(2)	596 29%	56 26%	26 25%	5 16%	21 22%	8 40%	526 30%	8 43%	5 22%	553 30%	23 24%	9 27%	5 29%	2 27%	2 47%	1 27%	- -
Strongly disagree	(1)	245 12%	27 13%	14 14%	1 2%	12 13%	5 22%	218 12%	- -	- -	226 12%	15 16%	4 11%	- -	- -	- -	- -	- -
NET: Disagree		841 41%	84 39%	40 38%	6 18%	34 34%	13 62%	744 42%	8 43%	5 22%	779 42%	38 40%	13 38%	5 29%	2 27%	2 47%	1 27%	- -
Don't know		84 4%	8 4%	4 4%	3 9%	4 4%	- -	69 4%	7 35%	1 3%	68 4%	1 1%	4 12%	4 25%	1 17%	1 23%	2 47%	3 54%
Mean		2.62	2.66	2.66	3.11	2.72	2.24	2.61	2.49	3.08	2.62	2.56	2.67	2.80	3.15	2.38	2.98	3.00
Standard deviation		0.91	0.94	0.96	0.78	0.94	0.90	0.91	0.79	0.75	0.91	0.91	0.98	0.76	0.96	0.62	1.35	0.00
Standard error		0.02	0.06	0.10	0.15	0.10	0.19	0.02	0.23	0.17	0.02	0.09	0.19	0.21	0.43	0.36	0.96	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 119
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I have all the convenient travel options that I need to get around
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	Age 45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Pri- vate (q)
Unweighted base		2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base		2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Agree		1540 76%	754 76%	787 75%	172 74%	260 73%	249 75%	272 75%	225 77%	363 78%	432 74%	521 75%	588 78%	427 77%	428 75%	314 75%	372 76%	230 77%	654 74%
Strongly agree	(4)	499 24%	235 24%	264 25%	59 25%	75 21%	78 23%	88 24%	89 30%DefH	111 24%	134 23%	165 24%	200 26%	126 23%	174 30%LNO	90 22%	110 22%	79 26%	224 25%
Somewhat agree	(3)	1041 51%	519 52%	523 50%	113 49%	185 52%	172 52%	184 51%	136 47%	251 54%G	298 51%	356 51%	387 51%	301 54%M	254 44%	224 54%M	263 53%M	152 51%	430 48%
Somewhat disagree	(2)	256 13%	125 13%	132 13%	18 8%	47 13%c	41 12%	51 14%C	36 12%	63 13%C	65 11%	92 13%	99 13%	61 11%	84 15%l	54 13%	57 12%	33 11%	125 14%
Strongly disagree	(1)	146 7%	58 6%	88 8%A	15 6%	23 6%	23 7%	29 8%	21 7%	35 7%	38 6%	52 7%	56 7%	44 8%	36 6%	32 8%	34 7%	21 7%	61 7%
NET: Disagree		402 20%	183 18%	220 21%	33 14%	70 20%	64 19%	81 22%C	57 20%	98 21%C	103 18%	144 21%	155 20%	105 19%	120 21%	86 21%	91 19%	54 18%	186 21%
Don't know		96 5%	60 6%B	37 4%	27 12%dEFGH	25 7%FGH	19 6%fH	10 3%h	10 3%H	5 1%	52 9%JK	29 4%K	15 2%	25 5%	24 4%	18 4%	29 6%	14 5%	49 5%
Mean		2.97	2.99	2.96	3.05	2.94	2.97	2.94	3.04	2.95	2.99	2.95	2.99	2.96	3.03n	2.93	2.97	3.02	2.97
Standard deviation		0.83	0.79	0.86	0.82	0.81	0.82	0.85	0.86	0.82	0.81	0.84	0.84	0.83	0.86	0.82	0.81	0.83	0.84
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 120
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I have all the convenient travel options that I need to get around
Base: All respondents

		Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
						Region								Do you have any children aged 18 or under? If so, how old are they?						
Unweighted base		2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base		2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
NET: Agree		1540 76%	74 75%	220 81%hIJM	150 75%	157 74%	123 70%	159 70%	258 82%gHIJM	257 78%IJM	141 68%	1090 75%	439 76%	394 77%	353 78%	171 76%	202 78%	175 78%	93 74%
Strongly agree	(4)	499 24%	22 23%	68 25%M	48 24%m	47 22%	39 22%	45 20%	126 40%EFGHIJ LM	70 21% LM	35 17%	362 25%	134 23%	121 24%	111 24%	53 24%	65 25%	56 25%	29 23%
Somewhat agree	(3)	1041 51%	52 52%k	152 56%K	102 51%k	111 52%K	85 48%	115 50%k	133 42%	187 57%iK	106 51%k	728 50%	305 53%	273 53%	243 53%	117 52%	137 53%	119 53%	64 51%
Somewhat disagree	(2)	256 13%	15 15%K	31 11%	28 14%K	30 14%K	23 13%k	38 17%fKl	23 7%	38 11%k	31 15%K	192 13%	63 11%	57 11%	51 11%	22 10%	34 13%	25 11%	13 11%
Strongly disagree	(1)	146 7%	6 6%	10 4%	11 6%	18 8%FK	19 11%FgK	23 10%FK	9 3%	21 6%K	30 14%EFGhKL	101 7%	45 8%U	40 8%U	33 7%U	21 10%U	13 5%	18 8%u	11 9%
NET: Disagree		402 20%	21 21%K	40 15%	39 20%K	48 23%FK	41 23%FK	61 27%FgKL	32 10%	59 18%K	61 29%FGKL	293 20%	108 19%	97 19%	83 18%	44 19%	46 18%	43 19%	24 19%
Don't know		96 5%	4 4%	11 4%	10 5%	8 4%	12 7%	7 3%	24 8%fhJlM	13 4%	6 3%	67 5%	27 5%v	23 4%v	19 4%	10 5%	12 5%	6 3%	9 7%V
Mean		2.97	2.96M	3.07HIJM	2.99jM	2.91M	2.87	2.82	3.29EFGHI JLM	2.97JM	2.72	2.98	2.97	2.97	2.99	2.95	3.03	2.98	2.95
Standard deviation		0.83	0.80	0.72	0.80	0.85	0.90	0.87	0.74	0.78	0.92	0.83	0.83	0.83	0.82	0.87	0.78	0.84	0.86
Standard error		0.02	0.08	0.05	0.06	0.06	0.07	0.06	0.04	0.04	0.07	0.02	0.04	0.04	0.04	0.06	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
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Table 121
Q.4 And to what extent, if at all, do you agree or disagree with each of the following statements?
I have all the convenient travel options that I need to get around
Base: All respondents

		Total	Q.6 Primary care giver								Q.7 How often use technological devices							
			Yes (any) (a)	Elderly (b)	Learning disa- bility (c)	Physical disa- bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base		2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base		2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Agree		1540 76%	168 77%	83 79%	28 85%	75 77%	15 73%	1350 76%	6 32%	17 77%	1429 76%	72 75%	25 74%	9 50%	3 39%	2 51%	1 26%	-
Strongly agree	(4)	499 24%	56 26%	29 27%	9 29%	23 24%	8 37%	436 24%	1 6%	6 27%	470 25%j	16 17%	8 24%	1 6%	2 29%	-	1 26%	-
Somewhat agree	(3)	1041 51%	112 52%	55 52%	18 56%	52 53%	7 36%	913 51%	5 26%	11 49%	958 51%	56 58%	17 49%	8 44%	1 10%	2 51%	-	-
Somewhat disagree	(2)	256 13%	23 10%	13 12%	1 3%	7 7%	4 19%	229 13%	3 17%	1 6%	226 12%	18 19%i	1 4%	5 27%	3 33%	1 26%	1 27%	1 26%
Strongly disagree	(1)	146 7%	14 6%	6 5%	-	8 8%	1 5%	128 7%	3 17%	1 3%	137 7%	4 5%	4 11%	-	-	-	-	1 20%
NET: Disagree		402 20%	37 17%	18 17%	1 3%	15 16%	5 24%	357 20%	6 34%	2 10%	363 19%	22 23%	5 15%	5 27%	3 33%	1 26%	1 27%	2 46%
Don't know		96 5%	12 6%	3 3%	4 12%	8 8%	1 3%	75 4%	6 34%	3 14%	79 4%	2 2%	4 11%	4 23%	2 28%	1 23%	2 47%	3 54%
Mean		2.97	3.02	3.05	3.29	3.00	3.09	2.97	2.31	3.16	2.98	2.89	2.97	2.73	2.94	2.67	2.98	1.56
Standard deviation		0.83	0.81	0.80	0.54	0.84	0.89	0.83	0.99	0.74	0.83	0.73	0.93	0.62	1.01	0.60	1.35	0.64
Standard error		0.02	0.06	0.08	0.10	0.09	0.20	0.02	0.29	0.18	0.02	0.07	0.18	0.17	0.51	0.35	0.96	0.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 122
Q.6 Excluding any children you may have, are you a primary care giver to any of the following people?
Base: All respondents

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Age 18-34 (i)	Age 35-54 (j)	Age 55+ (k)	Social Grade AB (l)	Social Grade C1 (m)	Social Grade C2 (n)	Social Grade DE (o)	Employment Sector Public (p)	Employment Sector Private (q)
Unweighted base	2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base	2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
NET: Yes	217 11%	99 10%	118 11%	18 8%	36 10%	30 9%	58 16%CDEH	36 12%h	39 8%	54 9%	88 13%i	75 10%	55 10%	46 8%	42 10%	74 15%LMN	24 8%	111 12%p
An elderly friend/ family member	105 5%	42 4%	63 6%a	6 3%	14 4%	13 4%	33 9%CDEH	22 7%CdeH	18 4%	20 3%	45 7%I	39 5%	31 6%M	15 3%	26 6%M	34 7%M	12 4%	54 6%
A friend/ family member with a physical disability	98 5%	49 5%	49 5%	13 6%	20 6%	12 4%	22 6%	14 5%	17 4%	33 6%	34 5%	31 4%	25 4%	26 5%	18 4%	29 6%	13 4%	47 5%
A friend/ family member with a learning disability	33 2%	20 2%	13 1%	6 3%H	7 2%h	10 3%FH	3 1%	4 1%	2 1%	13 2%k	13 2%	7 1%	13 2%mn	6 1%	4 1%	9 2%	6 2%	21 2%
Other	21 1%	9 1%	12 1%	1 *	5 1%	2 1%	5 1%	3 1%	6 1%	5 1%	7 1%	9 1%	2 *	7 1%	4 1%	9 2%L	-	11 1%p
Don't know	19 1%	16 2%B	2 *	6 2%FGH	6 2%fGH	5 2%GH	2 *	-	-	12 2%K	7 1%K	-	4 1%	3 1%	6 1%	6 1%	1 *	12 1%
Not applicable - I am not a primary care giver to anyone (excluding children)	1782 87%	866 87%	916 88%	203 88%	306 86%	290 87%	301 83%	256 88%	426 91%DeFg	510 87%	590 85%	682 90%iJ	490 88%O	521 91%lnO	365 87%o	406 83%	269 90%Q	755 85%
Prefer not to say	22 1%	15 2%b	6 1%	5 2%GH	7 2%GH	7 2%GH	2 1%	-	1 *	12 2%K	9 1%K	1 *	9 2%M	1 *	5 1%M	7 1%M	4 1%	10 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Table 123
Q.6 Excluding any children you may have, are you a primary care giver to any of the following people?
Base: All respondents

	Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
				Region									Do you have any children aged 18 or under? If so, how old are they?					
Unweighted base	2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base	2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456*	225	260	224	126
NET: Yes	217 11%	9 9%	29 11%	16 8%	21 10%	20 11%	30 13%g	31 10%	39 12%	23 11%	147 10%	69 12%	60 12%	57 12%	21 9%	28 11%	27 12%	17 13%
An elderly friend/ family member	105 5%	3 3%	16 6%	7 3%	12 6%	13 7%	12 5%	14 5%	19 6%	9 5%	73 5%	32 6%t	30 6%Tu	26 6%u	8 3%	10 4%	20 9%PQRSTUw%	6
A friend/ family member with a physical disability	98 5%	7 7%	13 5%	6 3%	10 5%	11 6%	14 6%	12 4%	12 4%	12 6%	63 4%	35 6%	31 6%	26 6%	13 6%	16 6%	10 4%	7 6%
A friend/ family member with a learning disability	33 2%	1 1%	4 1%	3 1%	7 3%M	2 1%	3 1%	5 2%	8 2%m	1 *	11 1%	22 4%P	18 3%P	18 4%P	8 4%P	11 4%P	6 3%P	6 5%P
Other	21 1%	- -	3 1%	1 *	- -	1 *	4 2%h	3 1%	5 2%h	4 2%H	17 1%	4 1%r	2 *	4 1%r	- -	1 1%	1 *	2 2%t
Don't know	19 1%	1 1%	1 *	- -	3 1%	2 1%	1 *	9 3%FGJLM	2 1%	- -	6 *	11 2%P	9 2%P	8 2%P	3 1%	3 1%	5 2%P	5 4%PqSU
Not applicable - I am not a primary care giver to anyone (excluding children)	1782 87%	89 90%	239 88%	182 92%JKl	189 89%	152 86%	194 85%	267 85%	285 86%	184 88%	1287 89%QRSVw	487 85%	436 85%	385 84%	196 87%	225 87%	187 83%	104 82%
Prefer not to say	22 1%	- -	2 1%	1 1%	1 *	2 1%	3 2%	7 2%h	4 1%	1 1%	10 1%	9 1%	9 2%p	6 1%	4 2%p	4 2%	5 2%p	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Absolutes/col percents

Table 124
Q.6 Excluding any children you may have, are you a primary care giver to any of the following people?
Base: All respondents

	Total	Q.6 Primary care giver								Q.7 How often use technological devices							
		Yes (any) (a)	Elderly (b)	Learning disability (c)	Physical disability (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base	2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base	2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
NET: Yes	217 / 11%	217 / 100%F	105 / 100%F	33 / 100%	98 / 100%	21 / 100%	- / -	- / -	- / -	188 / 10%	12 / 12%	11 / 32%	4 / 20%	1 / 16%	- / -	- / -	1 / 20%
An elderly friend/ family member	105 / 5%	105 / 49%DF	105 / 100%DAF	9 / 28%	20 / 20%	1 / 5%	- / -	- / -	- / -	95 / 5%	4 / 4%	4 / 12%	- / -	1 / 16%	- / -	- / -	1 / 20%
A friend/ family member with a physical disability	98 / 5%	98 / 45%BF	20 / 19%F	15 / 46%	98 / 100%AB	2 / 7%	- / -	- / -	- / -	84 / 4%	6 / 7%	6 / 16%	2 / 11%	- / -	- / -	- / -	- / -
A friend/ family member with a learning disability	33 / 2%	33 / 15%BF	9 / 9%F	33 / 100%	15 / 15%	- / -	- / -	- / -	- / -	25 / 1%	2 / 3%	3 / 8%	3 / 15%	- / -	- / -	- / -	- / -
Other	21 / 1%	21 / 10%DBF	1 / 1%F	- / -	2 / 2%	21 / 100%	- / -	- / -	- / -	19 / 1%	- / -	1 / 4%	- / -	- / -	- / -	- / -	- / -
Don't know	19 / 1%	- / -	- / -	- / -	- / -	- / -	- / -	19 / 100%	- / -	13 / 1%	1 / 1%	1 / 3%	1 / 4%	1 / 11%	- / -	1 / 26%	1 / 14%
Not applicable - I am not a primary care giver to anyone (excluding children)	1782 / 87%	- / -	- / -	- / -	- / -	- / -	1782 / 100%AB	- / -	- / -	1656 / 89%	80 / 83%	20 / 61%	14 / 76%	4 / 44%	3 / 100%	3 / 74%	2 / 40%
Prefer not to say	22 / 1%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	22 / 100%	14 / 1%	3 / 3%I	1 / 4%	- / -	2 / 29%	- / -	- / -	1 / 26%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 125
Q.7 In an average week, how often, if at all, do you use technological devices for any reason? (e.g. your phone, laptop, computer etc.)
Base: All respondents

		Gender					Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	987	1052	200	340	312	387	303	497	540	699	800	541	549	452	497	273	838
Weighted base	2039	996	1043	231	355	332	363	292	465	587	694	758	557	572	418	492	298	888
Multiple times a day	1870 92%	900 90%	970 93%A	211 91%	330 93%h	308 93%h	343 95%GH	264 90%	415 89%	540 92%	651 94%K	679 90%	507 91%	530 93%O	395 94%lO	438 89%	269 90%	821 92%
6 to 7 times a week	96 5%	53 5%	44 4%	7 3%	12 4%	7 2%	11 3%	22 7%CDEF	37 8%CDEF	19 3%	18 3%	59 8%IJ	30 5%	25 4%	15 4%	26 5%	17 6%	31 4%
4 to 5 times a week	34 2%	19 2%	15 1%	3 1%	4 1%	10 3%	7 2%	3 1%	6 1%	7 1%	17 2%	10 1%	10 2%	7 1%	3 1%	14 3%mN	6 2%	16 2%
2 to 3 times a week	18 1%	10 1%	8 1%	4 2%F	5 2%F	3 1%f	- -	1 *	5 1%f	9 2%j	3 *	6 1%	6 1%	4 1%	2 1%	6 1%	3 1%	12 1%
Once a week	8 *	6 1%	2 *	6 2%DEFGH	1 *	- -	- -	- -	1 *	7 1%JK	- -	1 *	1 *	4 1%	- -	4 1%n	2 1%	1 *
Less often than once a week	3 *	3 *	1 *	1 1%	- -	- -	1 *	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	2 *
Never	4 *	3 *	1 *	- -	2 1%h	1 *	1 *	- -	- -	2 *k	2 *	- -	- -	- -	1 *	4 1%lm	- -	2 *
Don't know	5 *	3 *	2 *	- -	- -	3 1%dfH	- -	2 1%h	- -	- -	3 *	2 *	2 *	1 *	1 *	1 *	- -	3 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 126
Q.7 In an average week, how often, if at all, do you use technological devices for any reason? (e.g. your phone, laptop, computer etc.)
Base: All respondents

	Total	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
						Region								**Do you have any children aged 18 or under? If so, how old are they?**				
Unweighted base	2039	103	248	193	211	178	241	309	358	198	1481	546	484	434	212	245	209	118
Weighted base	2039	100*	271	198	213	176	228	314	330	208	1450	575	514	456	225	260	224	126
Multiple times a day	1870 92%	92 92%	249 92%	185 93%	201 94%L	159 90%	213 94%l	285 91%	292 89%	195 93%l	1321 91%	537 93%	481 93%	424 93%	215 96%P	242 93%	210 94%	115 91%
6 to 7 times a week	96 5%	5 5%	12 4%	9 4%	7 4%	9 5%	8 4%	13 4%	27 8%fHJKM	5 3%	78 5%QRstV	18 3%	15 3%	15 3%v	6 3%	9 4%	4 2%	6 5%v
4 to 5 times a week	34 2%	1 1%	5 2%	2 1%	2 1%	1 1%	5 2%	8 3%	4 1%	4 2%	21 1%	13 2%	12 2%	11 2%	3 1%	7 3%	7 3%	2 1%
2 to 3 times a week	18 1%	- -	2 1%	2 1%	2 1%	3 1%	1 1%	3 1%	4 1%	2 1%	14 1%	4 1%R	2 *	4 1%r	- -	1 *	1 1%	2 1%
Once a week	8 *	- -	1 1%	- -	- -	2 1%	- -	2 1%	1 *	1 1%	8 1%q	- -	- -	- -	- -	- -	- -	- -
Less often than once a week	3 *	2 2%FghjLm	- -	- -	- -	1 *	- -	1 *	- -	- -	3 *	1 *	1 *	- -	1 *	- -	- -	- -
Never	4 *	- -	- -	1 1%	1 *	2 1%fjKL	- -	- -	- -	- -	3 *	1 *	1 *	1 *	- -	1 *	1 1%	- -
Don't know	5 *	- -	1 *	- -	- -	- -	- -	2 1%	1 *	1 1%	2 *	2 *	2 *	1 *	1 *	- -	1 *	1 1%

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Proportions/Means: Columns Tested (5%, 10% risk level) - e/f/g/h/i/j/k/l/m - p/q/r/s/t/u/v/w
Overlap formulae used. * small base

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Home of 2030 Survey
ONLINE Fieldwork: 29th to 30th January 2020

Table 127
Q.7 In an average week, how often, if at all, do you use technological devices for any reason? (e.g. your phone, laptop, computer etc.)
Base: All respondents

	Total	Q.6 Primary care giver								Q.7 How often use technological devices							
		Yes (any) (a)	Elderly (b)	Learning disa- bility (c)	Physical disa- bility (d)	Other (e)	Not a primary care giver (f)	Don't know (g)	Prefer not to say (h)	Multiple times a day (i)	6 to 7 times a week (j)	4 to 5 times a week (k)	2 to 3 times a week (l)	Once a week (m)	Less often than once a week (n)	Never (o)	Don't know (p)
Unweighted base	2039	220	104	30	99	22	1781	18	20	1874	99	31	16	6	4	4	5
Weighted base	2039	217	105*	33**	98*	21**	1782	19**	22**	1870	96*	34**	18**	8**	3**	4**	5**
Multiple times a day	1870 92%	188 87%	95 90%	25 76%	84 86%	19 94%	1656 93%A	13 68%	14 63%	1870 100%J	- -	- -	- -	- -	- -	- -	- -
6 to 7 times a week	96 5%	12 5%	4 4%	2 7%	6 6%	- -	80 4%	1 7%	3 15%	- -	96 100%I	- -	- -	- -	- -	- -	- -
4 to 5 times a week	34 2%	11 5%F	4 4%F	3 8%	6 6%	1 6%	20 1%	1 6%	1 5%	- -	- -	34 100%	- -	- -	- -	- -	- -
2 to 3 times a week	18 1%	4 2%	- -	3 8%	2 2%	- -	14 1%	1 4%	- -	- -	- -	- -	18 100%	- -	- -	- -	- -
Once a week	8 *	1 1%	1 1%F	- -	- -	- -	4 *	1 5%	2 11%	- -	- -	- -	- -	8 100%	- -	- -	- -
Less often than once a week	3 *	- -	- -	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	- -	3 100%	- -	- -
Never	4 *	- -	- -	- -	- -	- -	3 *	1 6%	- -	- -	- -	- -	- -	- -	- -	4 100%	- -
Don't know	5 *	1 *	1 1%F	- -	- -	- -	2 *	1 4%	1 6%	- -	- -	- -	- -	- -	- -	- -	5 100%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h - i/j/k/l/m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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