

## **Home Builders Federation poll on Home Buyers and the Environment**

**Fieldwork:** 10<sup>th</sup> December – 17<sup>th</sup> December 2019

**Interview method:** Online survey

**Population represented:** UK adults

**Sample size:** 2006

### **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, region, Social Grade, 2017 General Election vote and 2016 EU Referendum vote. Target proportions are derived from census data and election results.

*Note on VI/2019 Vote:* As this survey was carried out over the 2019 UK election, the future Vote Intention question originally asked how individuals were planning to vote, and then after polling day (12<sup>th</sup> December) how individuals voted if at all. No weighting adjustments are made according to 2019 results.

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

What best describes your current or previous employer?

		Gender			Age						Region											
		Total	Gender		Age						Region											
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
Private sector firm or company Nationalised industry or public corporation Other public sector employer Charity/voluntary sector Self-employed Have never worked Other (Please Specify)		46%	53%	41%	28%	47%	51%	50%	50%	52%	49%	54%	46%	48%	40%	45%	40%	49%	39%	37%	49%	
		7%	7%	8%	14%	9%	6%	6%	6%	6%	8%	7%	7%	4%	8%	6%	10%	11%	6%	6%	12%	8%
		22%	18%	26%	19%	17%	24%	21%	25%	27%	17%	20%	20%	26%	24%	20%	22%	26%	20%	32%	27%	25%
		4%	3%	5%	5%	5%	2%	4%	4%	3%	3%	4%	1%	3%	3%	6%	5%	4%	3%	4%	6%	7%
		11%	14%	9%	18%	8%	11%	12%	10%	11%	11%	10%	10%	14%	8%	13%	12%	12%	13%	12%	9%	9%
		6%	3%	7%	14%	10%	5%	4%	2%	1%	6%	6%	5%	4%	5%	9%	5%	4%	5%	5%	7%	2%
		3%	2%	4%	2%	5%	2%	3%	4%	3%	3%	4%	3%	2%	4%	5%	1%	4%	4%	2%	2%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

# What best describes your current or previous employer?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Private sector firm or company Nationalised industry or public corporation Other public sector employer Charity/voluntary sector Self-employed Have never worked Other (Please Specify)		46%	49%	44%	51%	47%	37%	57%	39%	49%	45%	55%	36%	51%	47%
		7%	6%	9%	7%	8%	7%	6%	11%	9%	5%	6%	11%	6%	8%
		22%	27%	17%	21%	24%	21%	19%	24%	25%	20%	20%	24%	23%	27%
		4%	4%	3%	4%	4%	5%	3%	4%	3%	5%	3%	4%	5%	6%
		11%	10%	13%	10%	12%	13%	11%	14%	10%	9%	11%	13%	12%	6%
		6%	3%	9%	4%	3%	13%	2%	7%	0%	11%	2%	8%	2%	7%
		3%	1%	5%	2%	2%	5%	2%	3%	2%	4%	2%	4%	2%	1%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

How well off would you say you feel?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
I am very comfortable financially		12%	14%	10%	14%	15%	12%	10%	10%	10%	18%	11%	8%	11%	11%	17%	9%	9%	9%	14%	7%	15%
	I am relatively comfortable financially	39%	45%	34%	34%	31%	31%	34%	46%	56%	38%	38%	48%	41%	36%	38%	39%	39%	34%	44%	49%	35%
	I do not have money for luxuries but can normally comfortably cover the essentials	35%	30%	39%	32%	37%	39%	40%	31%	29%	33%	35%	33%	35%	33%	30%	37%	43%	43%	31%	26%	41%
	I can only just afford my costs and often struggle to make ends meet	11%	9%	13%	16%	12%	13%	12%	11%	4%	9%	13%	8%	11%	15%	9%	14%	6%	12%	9%	16%	7%
	I cannot afford my costs and often have to go without essentials like food and heating	3%	2%	4%	4%	6%	4%	4%	1%	0%	3%	4%	4%	1%	5%	5%	1%	3%	2%	2%	2%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

# How well off would you say you feel?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
I am very comfortable financially I am relatively comfortable financially I do not have money for luxuries but can normally comfortably cover the essentials I can only just afford my costs and often struggle to make ends meet I cannot afford my costs and often have to go without essentials like food and heating		12%	14%	10%	11%	14%	10%	13%	14%	16%	6%	13%	13%	15%	5%
		39%	48%	30%	42%	42%	31%	49%	34%	39%	34%	49%	33%	41%	27%
		35%	29%	41%	35%	31%	40%	30%	36%	36%	41%	30%	36%	37%	52%
		11%	8%	14%	10%	11%	14%	6%	13%	10%	14%	7%	15%	5%	15%
		3%	1%	5%	2%	2%	6%	2%	4%	0%	5%	1%	4%	2%	1%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of the following best describes the area where you live?

			Gender		Age						Region											
											Yorkshire and the Humber											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Scotland	Wales	Northern Ireland	
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Urban/City Suburbs Large Town Small town/village Rural Don't Know		25%	23%	26%	40%	33%	27%	19%	23%	12%	59%	16%	14%	10%	20%	28%	19%	13%	25%	28%	17%	16%
		29%	28%	30%	23%	30%	32%	33%	29%	27%	26%	25%	23%	26%	24%	36%	37%	34%	38%	25%	27%	32%
		14%	15%	13%	13%	15%	14%	16%	11%	14%	9%	19%	16%	16%	13%	11%	12%	16%	16%	10%	10%	31%
		22%	23%	20%	13%	15%	16%	25%	25%	32%	2%	27%	30%	33%	32%	17%	21%	24%	17%	25%	28%	15%
		10%	10%	9%	9%	5%	10%	7%	12%	15%	1%	14%	17%	14%	11%	8%	8%	13%	4%	11%	17%	5%
		1%	0%	1%	2%	1%	1%	0%	0%	1%	3%	0%	0%	0%	0%	1%	2%	0%	0%	1%	1%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of the following best describes the area where you live?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
					I did not			Liberal I did not				Liberal The Brexit			
		Total	ABC1	C2DE	Leave	Remain	vote	Conservative	Labour	Democrat	vote	Conservative	Labour	Democrats	Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Urban/City Suburbs Large Town Small town/village Rural Don't Know		25%	24%	26%	20%	27%	29%	17%	32%	17%	26%	17%	33%	22%	29%
		29%	30%	28%	31%	30%	24%	31%	28%	33%	30%	31%	31%	30%	34%
		14%	14%	14%	13%	14%	17%	13%	16%	16%	12%	15%	13%	16%	7%
		22%	22%	21%	25%	20%	18%	25%	18%	23%	19%	25%	17%	22%	14%
		10%	10%	9%	11%	8%	10%	13%	6%	10%	11%	12%	6%	10%	16%
		1%	0%	2%	0%	0%	3%	0%	0%	0%	2%	1%	0%	1%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of these best describes your living situation/tenure?

			Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
		Owned outright	38%	46%	30%	24%	12%	12%	35%	56%	79%	30%	36%	48%	42%	41%	37%	36%	35%	35%	47%	41%	29%
		Owned with a mortgage or loan	26%	25%	27%	16%	31%	43%	38%	23%	8%	23%	24%	22%	29%	28%	27%	26%	33%	26%	31%	26%	24%
		Prefer not to say	2%	1%	3%	6%	3%	3%	1%	0%	0%	3%	1%	1%	2%	2%	1%	6%	0%	3%	2%	1%	0%
		Privately rented	14%	12%	16%	18%	25%	20%	10%	9%	4%	20%	18%	14%	10%	11%	12%	13%	10%	16%	7%	10%	27%
		Rent free	3%	2%	3%	6%	5%	3%	1%	1%	1%	4%	3%	1%	2%	2%	3%	1%	4%	4%	0%	1%	2%
		Rented from a housing association	8%	6%	10%	14%	9%	9%	9%	6%	4%	7%	10%	11%	9%	7%	9%	9%	7%	11%	3%	7%	3%
		Rented from the council	9%	7%	11%	16%	15%	10%	6%	5%	3%	13%	7%	3%	7%	9%	12%	8%	10%	5%	9%	13%	16%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



Which of these best describes your living situation/tenure?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	<b>Weighted</b>	<b>2006</b>	<b>1055</b>	<b>940</b>	<b>830</b>	<b>766</b>	<b>410</b>	<b>646</b>	<b>610</b>	<b>114</b>	<b>480</b>	<b>725</b>	<b>585</b>	<b>169</b>	<b>69</b>
Owned outright		38%	44%	31%	45%	40%	20%	54%	32%	41%	23%	52%	27%	40%	40%
Owned with a mortgage or loan		26%	32%	20%	26%	30%	19%	27%	28%	29%	23%	27%	27%	25%	21%
Prefer not to say		2%	1%	3%	1%	1%	5%	0%	1%	1%	6%	1%	2%	2%	2%
Privately rented		14%	12%	16%	10%	14%	22%	9%	15%	14%	21%	8%	18%	17%	9%
Rent free		3%	2%	3%	2%	2%	5%	1%	3%	2%	4%	2%	4%	0%	1%
Rented from a housing association		8%	5%	12%	7%	6%	14%	4%	11%	6%	13%	5%	11%	5%	14%
Rented from the council		9%	4%	15%	9%	6%	14%	5%	10%	8%	11%	6%	11%	12%	14%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of these best describes where you live?

			Gender		Age						Region												
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
	A new build house	20%	18%	23%	24%	23%	23%	18%	16%	18%	12%	16%	21%	30%	29%	16%	21%	19%	20%	27%	20%	25%	
	A new build flat/apartment	8%	8%	8%	14%	11%	9%	8%	4%	4%	18%	9%	4%	5%	5%	9%	9%	3%	7%	5%	6%	5%	
	A post-war house (1960s/1970s)	23%	28%	20%	13%	14%	22%	27%	31%	32%	14%	26%	21%	27%	21%	25%	25%	35%	23%	27%	27%	21%	
	An Edwardian house (1900s)	11%	12%	10%	6%	10%	10%	13%	13%	11%	12%	10%	8%	8%	10%	13%	12%	15%	12%	9%	9%	6%	
	A Victorian house (1800s)	6%	5%	7%	5%	4%	7%	7%	8%	8%	6%	7%	9%	4%	10%	6%	4%	5%	8%	6%	8%	0%	
	A flat conversion in a large house	5%	4%	5%	9%	6%	5%	4%	3%	2%	8%	5%	4%	1%	1%	4%	3%	2%	7%	2%	7%	18%	
	A flat in an older mansion block	6%	6%	5%	10%	8%	8%	5%	3%	2%	13%	5%	3%	5%	2%	4%	4%	4%	3%	10%	6%	2%	
	A flat in an older tower block	4%	3%	4%	7%	6%	3%	3%	1%	1%	5%	5%	4%	2%	2%	5%	2%	1%	3%	3%	1%	4%	
	Other	12%	12%	12%	4%	8%	8%	11%	19%	21%	8%	13%	22%	13%	15%	12%	11%	10%	12%	10%	10%	9%	
Don't Know	5%	4%	7%	9%	11%	6%	4%	2%	1%	6%	5%	2%	4%	5%	6%	9%	6%	5%	2%	7%	10%		

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of these best describes where you live?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		A new build house	20%	23%	18%	21%	20%	20%	23%	20%	21%	19%	22%	21%	23%	19%
		A new build flat/apartment	8%	8%	9%	6%	9%	10%	6%	10%	8%	8%	5%	12%	7%	9%
		A post-war house (1960s/1970s)	23%	24%	23%	27%	23%	18%	30%	20%	22%	20%	29%	20%	25%	13%
		An Edwardian house (1900s)	11%	11%	10%	12%	10%	9%	10%	11%	10%	11%	11%	11%	10%	16%
		A Victorian house (1800s)	6%	7%	6%	7%	6%	5%	6%	8%	7%	4%	7%	5%	6%	12%
		A flat conversion in a large house	5%	4%	6%	3%	5%	6%	2%	6%	5%	4%	2%	6%	5%	14%
		A flat in an older mansion block	6%	4%	7%	5%	6%	6%	3%	7%	8%	6%	3%	7%	10%	6%
		A flat in an older tower block	4%	3%	5%	3%	4%	5%	3%	4%	4%	3%	3%	3%	3%	4%
		Other	12%	13%	11%	13%	12%	11%	14%	10%	14%	12%	15%	9%	10%	5%
		Don't Know	5%	3%	7%	3%	5%	10%	2%	4%	1%	13%	3%	6%	1%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

What type of heating does your accomodation use?

			Gender		Age						Region												
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
	Gas	80%	80%	79%	67%	74%	84%	83%	83%	86%	74%	79%	77%	82%	89%	82%	83%	83%	87%	85%	79%	35%	
	Electricity	48%	44%	51%	63%	61%	60%	49%	36%	24%	57%	52%	39%	40%	45%	59%	44%	43%	46%	42%	46%	45%	
	Coal/Wood	6%	6%	5%	9%	5%	4%	5%	10%	4%	4%	2%	8%	6%	2%	8%	7%	5%	6%	9%	11%		
	Other (Please Specify)	4%	4%	3%	0%	2%	2%	3%	6%	8%	0%	4%	4%	4%	1%	3%	3%	3%	1%	5%	5%	32%	
	Don't Know	2%	1%	2%	7%	4%	1%	0%	0%	0%	3%	1%	2%	0%	0%	1%	4%	0%	2%	1%	3%	4%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

# What type of heating does your accomodation use?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Gas		80%	82%	78%	83%	81%	72%	83%	80%	79%	77%	83%	81%	76%	75%
Electricity		48%	43%	53%	42%	52%	52%	43%	54%	40%	49%	43%	56%	43%	44%
Coal/Wood		6%	4%	7%	7%	5%	4%	6%	5%	7%	4%	6%	4%	8%	22%
Other (Please Specify)		4%	5%	3%	4%	3%	4%	4%	2%	4%	4%	4%	2%	5%	3%
Don't Know		2%	2%	2%	1%	1%	5%	0%	2%	4%	4%	1%	2%	2%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

How much do you tend to spend on your monthly energy bill?

			Gender		Age						Region											
											Yorkshire and the Humber											North
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	East	West	Scotland	Wales
Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
Income	Over £200	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	0%	3%	1%	0%	
	£175 - £200	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%	2%	2%	0%	1%	1%	4%	1%	6%
	£150 - £175	3%	4%	2%	2%	2%	3%	3%	4%	3%	2%	2%	5%	2%	4%	2%	4%	3%	4%	2%	0%	
	£125 - £150	5%	5%	4%	3%	4%	6%	4%	5%	5%	5%	4%	3%	3%	5%	6%	7%	6%	7%	4%	1%	0%
	£100 - £125	13%	15%	11%	9%	8%	13%	17%	14%	15%	10%	17%	10%	12%	15%	15%	9%	9%	14%	18%	8%	9%
	£75 - £100	23%	25%	21%	14%	21%	24%	24%	22%	29%	21%	18%	27%	22%	22%	22%	26%	25%	26%	21%	22%	32%
	£50 - £75	24%	24%	23%	23%	26%	22%	23%	25%	23%	21%	22%	26%	28%	22%	26%	23%	23%	21%	18%	34%	27%
	£25 - £50	17%	14%	20%	18%	22%	17%	14%	18%	12%	24%	20%	15%	17%	13%	15%	10%	16%	13%	12%	24%	17%
	Under £25	4%	4%	4%	10%	4%	3%	4%	1%	3%	5%	4%	6%	4%	3%	3%	3%	3%	2%	5%	5%	8%
	N/A - Don't pay bills	3%	2%	4%	8%	6%	4%	2%	1%	1%	4%	2%	2%	2%	2%	3%	7%	3%	5%	6%	2%	2%
	Don't Know	6%	4%	8%	12%	4%	6%	6%	5%	6%	5%	9%	6%	6%	11%	4%	9%	8%	6%	5%	1%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

# How much do you tend to spend on your monthly energy bill?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	<b>Weighted</b>	<b>2006</b>	<b>1055</b>	<b>940</b>	<b>830</b>	<b>766</b>	<b>410</b>	<b>646</b>	<b>610</b>	<b>114</b>	<b>480</b>	<b>725</b>	<b>585</b>	<b>169</b>	<b>69</b>
Over £200		1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%	2%	2%
£175 - £200		1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%
£150 - £175		3%	3%	2%	3%	3%	2%	4%	4%	1%	1%	3%	3%	2%	1%
£125 - £150		5%	6%	4%	5%	5%	3%	5%	5%	9%	3%	6%	5%	3%	4%
£100 - £125		13%	16%	9%	15%	14%	7%	17%	12%	15%	9%	17%	11%	16%	12%
£75 - £100		23%	25%	20%	24%	24%	18%	26%	22%	21%	20%	27%	21%	22%	24%
£50 - £75		24%	22%	26%	24%	25%	21%	23%	25%	31%	22%	21%	24%	31%	33%
£25 - £50		17%	15%	19%	16%	15%	21%	14%	17%	10%	20%	14%	18%	13%	17%
Under £25		4%	2%	6%	3%	4%	6%	4%	5%	4%	4%	4%	4%	5%	4%
N/A - Don't pay bills		3%	2%	4%	1%	3%	9%	1%	3%	2%	8%	1%	4%	2%	0%
Don't Know		6%	6%	7%	6%	5%	10%	4%	4%	5%	13%	4%	7%	3%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which do you think are the most important issues facing the country at this time? Please tick up to three

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yorkshire and the Humber										Northern Ireland	
											London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Scotland	Wales		
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Quality of the NHS	55%	52%	58%	45%	53%	50%	53%	53%	72%	45%	58%	63%	58%	60%	53%	57%	55%	55%	58%	49%	61%
	Britain leaving the EU	51%	54%	47%	32%	41%	49%	54%	61%	63%	49%	51%	55%	56%	52%	42%	54%	44%	50%	56%	47%	47%
	Levels of crime	23%	22%	25%	25%	23%	24%	21%	25%	23%	30%	24%	26%	22%	28%	25%	21%	25%	22%	15%	21%	11%
	State of the economy	23%	25%	22%	18%	23%	24%	25%	26%	22%	23%	22%	20%	25%	20%	23%	15%	21%	21%	37%	21%	32%
	Levels of immigration	22%	24%	20%	17%	18%	21%	26%	30%	21%	26%	22%	23%	23%	24%	19%	23%	26%	23%	16%	21%	10%
	The state of the environment/Climate change	20%	18%	22%	20%	16%	17%	20%	22%	24%	22%	26%	21%	19%	20%	16%	17%	15%	19%	23%	17%	16%
	Threat of terrorism	19%	18%	20%	19%	14%	20%	18%	23%	22%	18%	20%	16%	22%	17%	19%	25%	21%	22%	16%	11%	24%
	Availability of housing	15%	14%	16%	14%	19%	18%	14%	11%	13%	16%	19%	13%	15%	14%	15%	14%	15%	15%	13%	12%	11%
	Number of people on welfare	12%	10%	13%	13%	12%	13%	10%	10%	13%	10%	13%	12%	8%	15%	8%	11%	13%	18%	13%	14%	2%
	Level of taxation	6%	6%	7%	9%	10%	10%	5%	3%	3%	7%	5%	5%	4%	10%	7%	4%	8%	7%	9%	8%	7%
	Access to good pensions	6%	6%	7%	5%	8%	5%	7%	8%	5%	4%	6%	6%	4%	4%	9%	7%	11%	8%	7%	9%	7%
	Quality of and access to schools / universities	6%	5%	7%	12%	9%	5%	3%	3%	3%	9%	6%	4%	5%	6%	7%	8%	2%	5%	5%	1%	9%
	Quality / cost of public transport	6%	5%	6%	9%	9%	5%	5%	4%	3%	5%	7%	7%	6%	4%	7%	6%	6%	8%	3%	6%	0%
	State of Britain's Armed Forces	4%	5%	3%	5%	4%	4%	4%	4%	3%	3%	5%	5%	3%	2%	6%	4%	1%	4%	3%	7%	6%
	None of the above	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	2%	0%	0%	1%	0%	0%	4%
	Don't know	3%	3%	2%	4%	4%	3%	4%	1%	1%	3%	1%	3%	3%	3%	5%	4%	3%	1%	1%	6%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



Which do you think are the most important issues facing the country at this time? Please tick up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	Quality of the NHS	55%	57%	54%	55%	59%	50%	54%	60%	56%	51%	53%	63%	56%	42%
	Britain leaving the EU	51%	56%	45%	53%	58%	34%	57%	49%	60%	41%	55%	50%	60%	45%
	Levels of crime	23%	22%	25%	26%	19%	27%	26%	22%	16%	24%	26%	20%	19%	27%
	State of the economy	23%	26%	20%	20%	29%	19%	24%	23%	28%	21%	22%	24%	30%	14%
	Levels of immigration	22%	19%	25%	36%	10%	16%	32%	14%	9%	22%	34%	12%	6%	44%
	The state of the environment/Climate change	20%	24%	15%	15%	26%	20%	17%	23%	32%	18%	15%	25%	27%	19%
	Threat of terrorism	19%	18%	20%	25%	14%	17%	24%	13%	9%	21%	25%	12%	10%	27%
	Availability of housing	15%	14%	16%	13%	16%	17%	9%	23%	16%	14%	11%	21%	16%	8%
	Number of people on welfare	12%	13%	10%	12%	12%	10%	14%	12%	12%	9%	13%	13%	9%	12%
	Level of taxation	6%	6%	7%	6%	7%	7%	5%	7%	4%	7%	5%	8%	4%	8%
	Access to good pensions	6%	6%	7%	6%	7%	7%	6%	7%	7%	7%	7%	6%	9%	5%
	Quality of and access to schools / universities	6%	5%	7%	4%	7%	7%	3%	7%	9%	8%	4%	8%	3%	5%
	Quality / cost of public transport	6%	4%	7%	5%	5%	8%	5%	7%	10%	5%	4%	7%	6%	5%
	State of Britain's Armed Forces	4%	4%	4%	5%	4%	3%	5%	5%	2%	1%	5%	4%	3%	11%
	None of the above	1%	1%	1%	0%	1%	2%	1%	0%	1%	2%	0%	1%	1%	0%
Don't know	3%	2%	3%	0%	2%	8%	1%	1%	0%	8%	1%	2%	1%	0%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which do you think are the most important issues facing your family at this time? Please tick up to three

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yorkshire and the Humber											
											London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Scotland	Wales	Northern Ireland	
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Quality of the NHS	52%	50%	54%	38%	47%	46%	48%	58%	70%	42%	54%	55%	54%	60%	50%	57%	54%	53%	52%	50%	48%
	Britain leaving the EU	37%	39%	34%	25%	26%	38%	42%	45%	41%	37%	31%	35%	39%	37%	31%	44%	29%	40%	49%	27%	31%
	State of the economy	26%	28%	24%	16%	22%	29%	30%	26%	29%	30%	26%	20%	23%	18%	29%	23%	25%	21%	34%	26%	39%
	Levels of crime	19%	19%	20%	19%	17%	16%	17%	26%	21%	23%	19%	26%	16%	24%	18%	17%	22%	20%	12%	19%	12%
	The state of the environment/Climate change	15%	14%	17%	11%	15%	12%	14%	18%	20%	15%	20%	13%	19%	10%	13%	15%	10%	16%	22%	5%	12%
	Levels of immigration	14%	16%	13%	11%	13%	14%	13%	19%	17%	17%	12%	21%	15%	14%	14%	14%	15%	13%	9%	17%	6%
	Level of taxation	13%	13%	13%	18%	19%	13%	14%	8%	8%	13%	14%	11%	12%	19%	11%	11%	10%	11%	14%	19%	16%
	Availability of housing	13%	13%	12%	17%	17%	16%	10%	7%	10%	17%	16%	13%	12%	9%	14%	10%	8%	10%	11%	12%	16%
	Threat of terrorism	12%	11%	13%	12%	9%	13%	11%	13%	14%	12%	15%	5%	11%	15%	16%	10%	14%	15%	9%	8%	14%
	Access to good pensions	12%	9%	14%	10%	11%	6%	11%	17%	15%	9%	14%	10%	10%	14%	14%	12%	8%	13%	12%	12%	7%
	Quality / cost of public transport	10%	9%	11%	19%	13%	8%	8%	8%	7%	12%	11%	9%	10%	9%	11%	11%	4%	11%	8%	8%	20%
	Quality of and access to schools / universities	8%	7%	10%	9%	11%	13%	9%	2%	6%	9%	10%	8%	6%	9%	6%	8%	6%	13%	8%	6%	12%
	Number of people on welfare	8%	7%	9%	11%	10%	11%	6%	5%	6%	7%	7%	9%	10%	7%	7%	9%	12%	7%	11%	6%	7%
	State of Britain's Armed Forces	3%	4%	2%	4%	4%	4%	2%	3%	1%	3%	4%	3%	2%	4%	4%	4%	3%	2%	3%	2%	2%
	None of the above	4%	4%	4%	4%	4%	4%	6%	4%	3%	3%	4%	5%	6%	4%	4%	5%	1%	5%	3%	2%	2%
	Don't know	4%	4%	4%	6%	5%	4%	4%	2%	3%	3%	3%	4%	3%	4%	4%	4%	10%	3%	1%	6%	8%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which do you think are the most important issues facing your family at this time? Please tick up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
					I did not			Liberal			I did not			Liberal	
		Total	ABC1	C2DE	Leave	Remain	vote	Conservative	Labour	Democrat	vote	Conservative	Labour	Democrats	Party
Unweighted		2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted		2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Quality of the NHS Britain leaving the EU State of the economy Levels of crime The state of the environment/Climate change Levels of immigration Level of taxation Availability of housing Threat of terrorism Access to good pensions Quality / cost of public transport Quality of and access to schools / universities Number of people on welfare State of Britain's Armed Forces None of the above Don't know	52%	53%	50%	56%	53%	43%	54%	55%	50%	46%	54%	56%	49%	41%	
	37%	40%	33%	37%	45%	22%	41%	35%	48%	27%	38%	36%	49%	39%	
	26%	30%	21%	22%	31%	24%	25%	27%	33%	22%	23%	27%	34%	18%	
	19%	19%	20%	24%	17%	15%	23%	16%	18%	18%	25%	16%	14%	25%	
	15%	18%	11%	12%	20%	12%	13%	18%	26%	10%	13%	19%	19%	6%	
	14%	12%	17%	23%	7%	10%	22%	8%	10%	12%	23%	7%	6%	42%	
	13%	13%	13%	15%	11%	12%	15%	13%	6%	13%	14%	13%	13%	19%	
	13%	11%	15%	11%	12%	19%	9%	18%	12%	14%	10%	15%	14%	9%	
	12%	11%	14%	15%	11%	9%	16%	10%	9%	10%	16%	9%	9%	15%	
	12%	12%	11%	12%	11%	10%	13%	13%	8%	11%	12%	11%	10%	16%	
	10%	10%	11%	8%	12%	13%	8%	11%	11%	12%	8%	13%	6%	10%	
	8%	8%	9%	6%	9%	12%	5%	10%	14%	10%	6%	11%	8%	5%	
	8%	7%	10%	10%	7%	7%	7%	9%	6%	8%	8%	10%	6%	7%	
	3%	3%	3%	3%	4%	1%	4%	4%	3%	1%	4%	3%	5%	1%	
	4%	5%	3%	3%	3%	7%	3%	3%	1%	7%	4%	4%	4%	0%	
4%	3%	5%	2%	3%	10%	1%	2%	2%	11%	2%	3%	2%	0%		

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of the following environmental issues are you most worried about? You may select up to three

			Gender		Age						Region												
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38		
Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60		
Climate change		46%	47%	45%	45%	41%	47%	46%	48%	49%	50%	48%	48%	44%	44%	40%	45%	55%	46%	55%	32%	33%	
Plastics getting into the sea		40%	37%	42%	26%	35%	34%	43%	41%	54%	35%	44%	41%	46%	42%	31%	37%	36%	45%	41%	38%	29%	
Wildlife being killed off		30%	25%	35%	34%	29%	28%	34%	29%	26%	23%	35%	23%	29%	33%	32%	32%	29%	29%	34%	29%	34%	
Important global sites like the Amazon rainforest being destroyed		30%	31%	28%	26%	24%	24%	30%	36%	38%	25%	41%	36%	29%	25%	22%	30%	24%	29%	33%	27%	25%	
Pollution in the sea and rivers		27%	27%	27%	18%	22%	25%	23%	33%	38%	24%	28%	34%	32%	23%	24%	25%	36%	23%	27%	23%	34%	
Air pollution		25%	25%	25%	25%	30%	26%	24%	29%	20%	39%	22%	25%	23%	19%	24%	30%	21%	23%	22%	19%	29%	
Litter on the streets		17%	16%	18%	21%	20%	17%	16%	14%	15%	20%	15%	12%	17%	16%	19%	16%	18%	23%	15%	16%	9%	
Risk of flooding		16%	14%	17%	12%	17%	16%	13%	20%	15%	12%	14%	13%	9%	24%	21%	20%	11%	15%	15%	17%	22%	
Over-development in areas of natural beauty		14%	13%	15%	16%	15%	11%	11%	14%	18%	11%	15%	13%	13%	19%	17%	15%	12%	18%	13%	13%	10%	
Other (Please specify)		1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	
None of the above		5%	6%	4%	3%	4%	7%	5%	4%	3%	4%	5%	5%	7%	2%	6%	4%	2%	5%	3%	7%	1%	
Don't know		4%	4%	4%	4%	5%	6%	4%	2%	1%	4%	2%	2%	5%	9%	6%	2%	6%	1%	2%	6%	8%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of the following environmental issues are you most worried about? You may select up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	Climate change	46%	50%	41%	38%	56%	44%	43%	48%	58%	45%	40%	52%	53%	31%
	Plastics getting into the sea	40%	42%	37%	46%	38%	30%	46%	37%	44%	35%	43%	36%	48%	38%
	Wildlife being killed off	30%	27%	33%	32%	27%	30%	30%	29%	22%	31%	30%	29%	23%	37%
	Important global sites like the Amazon rainforest being destroyed	30%	32%	27%	29%	33%	26%	32%	31%	36%	23%	30%	31%	34%	32%
	Pollution in the sea and rivers	27%	27%	27%	29%	26%	25%	30%	27%	30%	23%	30%	25%	25%	30%
	Air pollution	25%	27%	24%	25%	27%	25%	23%	29%	26%	24%	22%	30%	30%	28%
	Litter on the streets	17%	16%	18%	19%	15%	17%	20%	17%	14%	16%	18%	17%	14%	21%
	Risk of flooding	16%	15%	16%	16%	17%	11%	16%	19%	21%	11%	17%	16%	15%	16%
	Over-development in areas of natural beauty	14%	14%	14%	18%	13%	10%	19%	12%	12%	12%	20%	11%	10%	21%
	Other (Please specify)	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%
	None of the above	5%	5%	4%	5%	3%	6%	4%	3%	1%	7%	5%	3%	2%	0%
	Don't know	4%	3%	5%	3%	2%	9%	2%	2%	0%	10%	2%	3%	2%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about environmental issues in your local community, which are you most concerned about? You may select up to three

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted		2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
Weighted		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Fly tipping Litter on the streets The habitats of local wildlife being destroyed Air pollution Over-development in local areas of natural beauty Pollution of rivers and waterways Risk of flooding Light pollution (from too many street lights) Other None of the above Don't know	36%	39%	34%	24%	27%	33%	41%	43%	46%	37%	44%	36%	37%	36%	32%	26%	44%	40%	40%	33%	14%	
	35%	34%	35%	33%	37%	34%	34%	33%	36%	42%	33%	24%	27%	36%	34%	30%	44%	43%	37%	33%	27%	
	32%	29%	35%	38%	30%	29%	30%	32%	36%	20%	34%	38%	35%	37%	29%	37%	33%	34%	35%	33%	33%	
	32%	33%	31%	30%	38%	32%	32%	34%	28%	51%	35%	23%	30%	25%	31%	35%	30%	29%	27%	17%	25%	
	30%	28%	32%	25%	23%	25%	33%	34%	38%	19%	44%	33%	34%	38%	27%	26%	24%	27%	30%	32%	13%	
	28%	29%	28%	22%	25%	28%	24%	32%	36%	26%	24%	37%	33%	28%	23%	30%	23%	32%	33%	18%	27%	
	20%	19%	22%	23%	19%	21%	20%	20%	20%	15%	18%	21%	17%	29%	24%	32%	13%	21%	18%	24%	10%	
	10%	9%	10%	19%	14%	8%	7%	5%	7%	14%	12%	13%	5%	6%	10%	9%	12%	7%	8%	7%	10%	
	1%	1%	0%	0%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	
	6%	6%	7%	3%	6%	10%	7%	6%	6%	3%	6%	6%	6%	10%	3%	7%	8%	4%	10%	6%	9%	10%
	5%	5%	5%	5%	6%	8%	5%	3%	2%	6%	3%	5%	5%	8%	8%	2%	6%	2%	2%	7%	18%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about environmental issues in your local community, which are you most concerned about? You may select up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	Fly tipping	36%	36%	36%	45%	32%	27%	47%	34%	32%	28%	45%	34%	32%	45%
	Litter on the streets	35%	36%	33%	35%	32%	39%	38%	32%	30%	36%	35%	34%	31%	48%
	The habitats of local wildlife being destroyed	32%	30%	35%	32%	34%	29%	32%	32%	35%	30%	32%	34%	34%	30%
	Air pollution	32%	34%	29%	29%	36%	31%	30%	36%	39%	27%	29%	36%	34%	25%
	Over-development in local areas of natural beauty	30%	31%	28%	35%	29%	23%	33%	28%	32%	26%	36%	28%	31%	18%
	Pollution of rivers and waterways	28%	29%	27%	28%	31%	22%	29%	30%	34%	21%	28%	28%	29%	30%
	Risk of flooding	20%	22%	19%	19%	23%	20%	20%	22%	26%	18%	21%	21%	23%	15%
	Light pollution (from too many street lights)	10%	10%	10%	8%	11%	10%	7%	12%	12%	9%	8%	13%	9%	10%
	Other	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	4%
	None of the above	6%	7%	5%	7%	6%	8%	6%	6%	4%	9%	7%	5%	5%	0%
	Don't know	5%	4%	6%	4%	3%	10%	3%	2%	2%	12%	3%	3%	3%	7%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of the following statements about the issue of climate change do you agree with most?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Climate change is the single most important issue at the moment Climate change is one of the most pressing issues of our time Climate change is a concern but other issues are more important at the moment Climate change is not that much of a concern Climate change is not a concern at all Don't know		16%	17%	15%	23%	18%	16%	15%	12%	14%	19%	17%	17%	16%	6%	17%	19%	12%	15%	18%	16%	9%
		45%	44%	46%	39%	42%	43%	42%	49%	53%	46%	51%	45%	43%	48%	39%	40%	48%	46%	44%	44%	40%
		26%	24%	27%	22%	25%	22%	28%	29%	27%	19%	23%	29%	28%	27%	28%	27%	27%	27%	27%	24%	30%
		4%	5%	4%	5%	5%	5%	6%	4%	2%	4%	3%	5%	5%	6%	4%	5%	2%	5%	3%	3%	8%
		3%	4%	1%	3%	2%	3%	3%	3%	2%	4%	3%	2%	1%	3%	0%	3%	3%	4%	2%	3%	1%
		6%	5%	7%	8%	8%	10%	7%	3%	2%	7%	4%	1%	7%	9%	12%	5%	7%	3%	5%	10%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



Which of the following statements about the issue of climate change do you agree with most?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Climate change is the single most important issue at the moment Climate change is one of the most pressing issues of our time Climate change is a concern but other issues are more important at the moment Climate change is not that much of a concern Climate change is not a concern at all Don't know		16%	17%	15%	12%	22%	15%	11%	21%	27%	14%	10%	22%	20%	16%
		45%	49%	41%	45%	48%	40%	46%	46%	50%	40%	45%	47%	53%	30%
		26%	24%	28%	30%	21%	25%	29%	23%	18%	27%	31%	21%	20%	33%
		4%	4%	5%	6%	3%	2%	7%	5%	2%	1%	6%	4%	1%	13%
		3%	2%	3%	4%	1%	3%	4%	1%	0%	3%	4%	1%	2%	5%
		6%	5%	8%	3%	5%	14%	4%	4%	3%	15%	4%	5%	4%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

The Government is committed to ensuring the UK hits a “Net Zero” emissions target by 2050.

This means that, overall, the UK will not contribute greenhouse gases into the atmosphere. From what you have seen and heard, do you think this is a good idea or a bad idea?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
A very good idea A good idea Neither good nor bad/Neutral A bad idea A very bad idea Don't Know		31%	35%	28%	27%	28%	29%	29%	34%	38%	36%	34%	34%	28%	30%	30%	32%	26%	28%	33%	25%	23%
		38%	35%	41%	43%	36%	35%	38%	37%	41%	30%	43%	38%	42%	38%	34%	41%	48%	39%	38%	41%	34%
		19%	18%	19%	19%	22%	21%	20%	18%	13%	20%	11%	17%	19%	21%	21%	17%	13%	22%	18%	20%	29%
		4%	4%	3%	4%	5%	4%	4%	2%	2%	2%	4%	3%	2%	1%	3%	3%	5%	7%	5%	4%	3%
		2%	3%	1%	2%	0%	2%	4%	2%	3%	3%	3%	1%	3%	2%	2%	1%	1%	1%	2%	4%	2%
		6%	5%	8%	5%	9%	11%	6%	6%	4%	9%	5%	6%	6%	7%	10%	6%	7%	3%	4%	5%	9%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

The Government is committed to ensuring the UK hits a “Net Zero” emissions target by 2050.

This means that, overall, the UK will not contribute greenhouse gases into the atmosphere. From what you have seen and heard, do you think this is a good idea or a bad idea?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	<b>Weighted</b>	<b>2006</b>	<b>1055</b>	<b>940</b>	<b>830</b>	<b>766</b>	<b>410</b>	<b>646</b>	<b>610</b>	<b>114</b>	<b>480</b>	<b>725</b>	<b>585</b>	<b>169</b>	<b>69</b>
A very good idea		31%	36%	26%	26%	38%	27%	27%	36%	44%	26%	27%	33%	43%	34%
A good idea		38%	37%	40%	43%	38%	30%	45%	38%	38%	31%	45%	39%	32%	34%
Neither good nor bad/Neutral		19%	16%	21%	20%	14%	24%	18%	14%	13%	27%	18%	16%	17%	16%
A bad idea		4%	3%	4%	4%	3%	4%	3%	4%	3%	3%	3%	3%	3%	7%
A very bad idea		2%	2%	2%	3%	1%	2%	2%	2%	0%	2%	2%	2%	1%	7%
Don't Know		6%	6%	8%	4%	6%	12%	5%	5%	2%	12%	5%	6%	3%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Meeting this “Net Zero” target by reducing greenhouse gas emissions will require significant action across the UK as a whole.

Which of the following areas do you think the Government should focus on above all? You may select up to three

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Cutting emissions from industry (factories etc) The Government should seek to cut emissions everywhere Cutting emissions from freight transport (haulage, freight trains, ships etc) Cutting emissions from individuals' cars, vans etc Cutting emissions from public transport Cutting emissions from heating people's homes None of the above Don't know		42%	41%	42%	37%	33%	41%	42%	46%	49%	39%	46%	40%	46%	41%	35%	45%	39%	46%	42%	44%	31%
		39%	41%	38%	29%	33%	37%	35%	46%	52%	37%	43%	48%	33%	44%	31%	37%	31%	41%	45%	35%	49%
		34%	35%	33%	30%	30%	30%	33%	33%	46%	30%	38%	33%	42%	33%	33%	38%	26%	33%	40%	31%	23%
		25%	25%	26%	24%	29%	27%	24%	25%	22%	32%	26%	22%	19%	15%	24%	26%	28%	29%	22%	32%	21%
		23%	24%	23%	25%	20%	22%	19%	28%	26%	25%	24%	17%	24%	23%	21%	24%	27%	23%	25%	26%	17%
		12%	12%	11%	14%	12%	15%	12%	12%	7%	14%	11%	11%	8%	7%	8%	12%	15%	11%	14%	12%	18%
		5%	6%	5%	6%	7%	8%	6%	3%	3%	6%	4%	4%	3%	6%	8%	6%	9%	4%	4%	9%	8%
		14%	12%	16%	17%	18%	15%	17%	10%	10%	12%	12%	17%	17%	20%	21%	11%	10%	15%	11%	11%	9%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Meeting this “Net Zero” target by reducing greenhouse gas emissions will require significant action across the UK as a whole.  
Which of the following areas do you think the Government should focus on above all? You may select up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	Cutting emissions from industry (factories etc)	42%	45%	39%	43%	43%	38%	46%	38%	42%	41%	44%	41%	42%	50%
	The Government should seek to cut emissions everywhere	39%	42%	36%	38%	44%	35%	39%	40%	45%	36%	40%	40%	47%	30%
	Cutting emissions from freight transport (haulage, freight trains, ships etc)	34%	35%	33%	37%	35%	28%	40%	36%	35%	27%	39%	34%	31%	33%
	Cutting emissions from individuals' cars, vans etc	25%	26%	25%	22%	31%	20%	22%	29%	42%	20%	24%	28%	33%	30%
	Cutting emissions from public transport	23%	22%	25%	25%	23%	21%	24%	26%	24%	19%	25%	23%	21%	27%
	Cutting emissions from heating people's homes	12%	12%	11%	11%	13%	10%	10%	13%	20%	9%	9%	15%	16%	16%
	None of the above	5%	6%	5%	6%	3%	9%	5%	5%	2%	7%	6%	4%	3%	11%
	Don't know	14%	11%	18%	13%	11%	22%	12%	13%	5%	23%	11%	13%	11%	5%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Are you considering renting or buying a new home for yourself in the next five years?**

			Gender		Age						Region											
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
		Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Yes – considering buying a new home in the next five years	23%	22%	23%	35%	35%	30%	16%	15%	9%	31%	19%	20%	23%	22%	32%	22%	14%	22%	23%	11%	14%
	Yes – considering renting a new home in the next five years	11%	8%	14%	27%	18%	13%	5%	4%	2%	11%	13%	9%	6%	11%	11%	13%	11%	13%	6%	13%	18%
	No	57%	62%	52%	30%	38%	42%	71%	72%	82%	45%	59%	66%	64%	60%	46%	55%	67%	54%	66%	62%	60%
	Don't Know	9%	8%	11%	8%	9%	16%	8%	10%	7%	13%	10%	6%	7%	7%	11%	11%	8%	11%	5%	14%	8%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Are you considering renting or buying a new home for yourself in the next five years?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Yes – considering buying a new home in the next five years Yes – considering renting a new home in the next five years No Don’t Know		23%	25%	20%	19%	27%	21%	19%	28%	29%	18%	20%	29%	23%	24%
		11%	9%	13%	7%	12%	17%	9%	13%	10%	11%	8%	12%	13%	18%
		57%	57%	57%	65%	53%	48%	65%	50%	52%	57%	65%	50%	55%	45%
		9%	9%	10%	8%	8%	15%	7%	9%	8%	14%	7%	9%	9%	12%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you were considering buying or renting a new home. Aside from the location and price of the home, which of the following things will you be looking for above all? You may select up to three

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	The number of bedrooms	14%	12%	16%	20%	25%	21%	9%	6%	6%	17%	14%	10%	14%	20%	15%	13%	9%	16%	9%	7%	14%
	A house that doesn't require much work (renovation, decoration etc)	12%	10%	14%	16%	15%	16%	7%	11%	7%	15%	10%	10%	11%	16%	12%	14%	8%	11%	11%	9%	6%
	How cheap the home will be to run (energy bills etc)	11%	9%	13%	22%	15%	13%	8%	8%	5%	10%	16%	11%	9%	12%	12%	12%	5%	13%	11%	8%	4%
	The size of the garden	9%	9%	10%	15%	16%	14%	6%	6%	3%	10%	10%	9%	9%	10%	16%	11%	7%	9%	5%	7%	5%
	The size of the kitchen	7%	6%	8%	10%	13%	10%	5%	4%	2%	7%	7%	6%	5%	6%	9%	5%	7%	10%	8%	8%	9%
	The type of heating the home uses (gas, electricity)	6%	6%	7%	10%	10%	7%	4%	5%	4%	7%	6%	11%	5%	8%	7%	5%	5%	7%	4%	3%	6%
	How attractive the house is outside	6%	6%	6%	15%	7%	8%	3%	4%	2%	8%	4%	6%	7%	4%	10%	7%	4%	7%	6%	2%	0%
	How "green" the home is (how much carbon it used in building it, and how much it uses generally)	6%	5%	6%	13%	8%	7%	3%	2%	2%	9%	5%	4%	6%	3%	10%	3%	7%	7%	2%	5%	5%
	Broadband speed / mobile phone reception	5%	5%	5%	13%	9%	4%	4%	3%	1%	7%	7%	3%	3%	5%	8%	6%	6%	5%	5%	4%	2%
	The number of bathrooms	5%	5%	6%	10%	11%	7%	3%	2%	1%	7%	4%	5%	4%	2%	9%	6%	4%	3%	5%	5%	12%
	The internal décor of the home	4%	4%	4%	12%	6%	4%	2%	1%	0%	10%	4%	2%	2%	0%	4%	7%	3%	3%	0%	1%	6%
	Don't know	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%	2%	0%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



You said you were considering buying or renting a new home. Aside from the location and price of the home, which of the following things will you be looking for above all? You may select up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	The number of bedrooms	14%	14%	14%	11%	15%	18%	10%	17%	14%	15%	12%	17%	17%	10%
	A house that doesn’t require much work (renovation, decoration etc)	12%	13%	10%	11%	13%	12%	10%	13%	13%	10%	9%	14%	11%	16%
	How cheap the home will be to run (energy bills etc)	11%	12%	11%	7%	13%	16%	7%	14%	14%	12%	7%	14%	12%	12%
	The size of the garden	9%	10%	9%	9%	10%	10%	9%	11%	12%	9%	9%	11%	13%	13%
	The size of the kitchen	7%	8%	6%	6%	8%	8%	6%	8%	7%	7%	7%	8%	8%	10%
	The type of heating the home uses (gas, electricity)	6%	7%	5%	5%	8%	7%	5%	8%	7%	5%	6%	9%	5%	9%
	How attractive the house is outside	6%	6%	6%	6%	7%	5%	6%	7%	6%	5%	6%	7%	7%	13%
	How “green” the home is (how much carbon it used in building it, and how much it uses generally)	6%	6%	5%	5%	7%	6%	4%	7%	11%	4%	3%	8%	7%	13%
	Broadband speed / mobile phone reception	5%	5%	6%	4%	6%	7%	5%	6%	7%	4%	5%	6%	5%	7%
	The number of bathrooms	5%	5%	6%	4%	7%	5%	5%	7%	5%	4%	6%	7%	3%	1%
	The internal décor of the home	4%	4%	4%	3%	4%	6%	3%	5%	3%	4%	4%	5%	1%	4%
	Don’t know	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%

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You said you were considering buying or renting a new home. Aside from the location and price of the home, which of the following things will you be looking for above all? You may select up to three  
Only those considering buying or renting

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	709	295	411	115	270	150	75	55	44	119	91	41	57	51	85	60	25	84	54	27	15
	Weighted	671	292	376	174	183	145	71	52	46	119	87	45	53	46	78	55	20	76	49	25	19
	The number of bedrooms	42%	40%	43%	32%	46%	49%	42%	30%	52%	41%	45%	35%	49%	61%	35%	39%	34%	46%	31%	29%	43%
	A house that doesn't require much work (renovation, decoration etc)	35%	32%	37%	26%	29%	38%	32%	59%	61%	35%	31%	34%	38%	49%	29%	40%	31%	33%	38%	37%	20%
	How cheap the home will be to run (energy bills etc)	34%	30%	36%	36%	28%	30%	38%	41%	42%	25%	50%	38%	29%	36%	27%	36%	20%	39%	38%	32%	12%
	The size of the garden	28%	29%	28%	24%	29%	32%	30%	33%	23%	23%	32%	33%	31%	31%	37%	32%	26%	26%	17%	30%	16%
	The size of the kitchen	21%	22%	21%	17%	24%	23%	23%	21%	18%	17%	21%	20%	17%	17%	21%	14%	27%	28%	27%	33%	27%
	The type of heating the home uses (gas, electricity)	19%	20%	18%	16%	18%	16%	19%	28%	35%	17%	19%	37%	16%	24%	17%	14%	21%	20%	15%	13%	17%
	How attractive the house is outside	18%	20%	17%	24%	14%	18%	14%	23%	18%	19%	14%	20%	24%	14%	22%	21%	17%	21%	22%	8%	0%
	How "green" the home is (how much carbon it used in building it, and how much it uses generally)	17%	17%	17%	20%	15%	17%	14%	13%	21%	21%	17%	14%	19%	9%	24%	8%	29%	20%	7%	21%	15%
	Broadband speed / mobile phone reception	16%	18%	15%	20%	18%	10%	18%	19%	8%	16%	22%	12%	12%	16%	19%	17%	24%	13%	18%	14%	8%
	The number of bathrooms	16%	17%	16%	16%	20%	16%	17%	11%	9%	17%	13%	17%	15%	6%	21%	18%	16%	10%	17%	21%	38%
	The internal décor of the home	12%	12%	12%	20%	11%	10%	9%	7%	2%	25%	13%	6%	8%	1%	8%	21%	13%	8%	2%	5%	19%
	Don't know	1%	1%	2%	2%	0%	2%	2%	2%	3%	1%	1%	3%	6%	0%	1%	0%	0%	0%	6%	0%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you were considering buying or renting a new home. Aside from the location and price of the home, which of the following things will you be looking for above all? You may select up to three**  
*Only those considering buying or renting*

		Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	709	420	287	237	354	118	189	271	69	96	215	255	75	33
	Weighted	671	358	311	222	295	154	178	253	45	139	205	238	61	29
The number of bedrooms A house that doesn't require much work (renovation, decoration etc) How cheap the home will be to run (energy bills etc) The size of the garden The size of the kitchen The type of heating the home uses (gas, electricity) How attractive the house is outside How "green" the home is (how much carbon it used in building it, and how much it uses generally) Broadband speed / mobile phone reception The number of bathrooms The internal décor of the home Don't know	42%	41%	42%	41%	39%	47%	37%	42%	36%	53%	43%	41%	47%	23%	
	35%	39%	31%	40%	33%	32%	37%	32%	32%	36%	31%	35%	31%	38%	
	34%	34%	32%	27%	34%	42%	27%	33%	35%	41%	24%	35%	33%	28%	
	28%	31%	26%	32%	26%	27%	31%	27%	29%	30%	31%	28%	36%	30%	
	21%	23%	19%	22%	21%	20%	23%	19%	19%	24%	26%	19%	22%	23%	
	19%	21%	16%	18%	20%	17%	19%	20%	17%	17%	21%	21%	14%	21%	
	18%	19%	18%	22%	19%	13%	23%	17%	16%	16%	22%	16%	19%	29%	
	17%	18%	16%	18%	17%	15%	16%	18%	28%	13%	12%	19%	19%	32%	
	16%	15%	18%	15%	15%	20%	19%	16%	18%	15%	19%	15%	15%	15%	
	16%	15%	17%	14%	18%	15%	17%	18%	11%	13%	20%	18%	10%	3%	
	12%	11%	13%	10%	11%	16%	10%	13%	7%	15%	13%	13%	3%	8%	
	1%	2%	1%	1%	2%	2%	1%	1%	1%	4%	1%	2%	0%	0%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

And thinking more specifically about the sorts of features you would like in a new home, which of the following would make you more likely to buy or rent the home? You may select any which apply

			Gender		Age						Region											
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yorkshire and the Humber										
												London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Triple glazed windows	14%	12%	16%	20%	18%	19%	12%	10%	8%	13%	15%	14%	13%	17%	16%	14%	7%	15%	13%	11%	15%	
Energy efficient appliances	14%	11%	16%	22%	18%	17%	7%	13%	7%	17%	13%	15%	14%	18%	13%	15%	7%	11%	14%	8%	7%	
A power shower	9%	7%	11%	17%	14%	12%	5%	7%	2%	8%	13%	7%	8%	7%	12%	7%	8%	6%	10%	9%	13%	
Walk in wardrobes	9%	7%	11%	17%	16%	11%	4%	4%	2%	10%	10%	6%	8%	12%	10%	8%	6%	9%	8%	6%	8%	
A heat pump for heating the home	7%	8%	5%	12%	8%	6%	6%	7%	4%	8%	7%	5%	6%	6%	6%	8%	5%	8%	8%	4%	6%	
A shed	6%	5%	7%	10%	10%	8%	3%	4%	1%	8%	5%	3%	6%	7%	6%	5%	4%	10%	3%	5%	5%	
A range cooker	5%	5%	6%	12%	9%	7%	4%	2%	1%	7%	7%	2%	3%	4%	9%	6%	1%	8%	5%	4%	3%	
A rainwater harvester	5%	4%	6%	9%	6%	6%	2%	5%	4%	5%	3%	5%	6%	6%	7%	8%	4%	7%	6%	2%	3%	
Fitted window shutters	5%	4%	6%	7%	8%	8%	3%	2%	2%	7%	4%	7%	3%	4%	6%	4%	2%	6%	5%	4%	2%	
A greenhouse	5%	3%	6%	13%	7%	4%	3%	4%	1%	4%	4%	7%	3%	4%	5%	5%	5%	6%	6%	7%	0%	
A composter	4%	3%	4%	6%	7%	5%	1%	3%	0%	4%	5%	1%	3%	4%	4%	4%	1%	4%	4%	4%	1%	
Heating for outside areas (like a patio)	3%	3%	3%	9%	6%	2%	2%	1%	0%	7%	2%	3%	2%	3%	4%	2%	1%	4%	2%	2%	2%	
None of the above	1%	1%	1%	1%	1%	3%	1%	1%	0%	2%	0%	2%	2%	1%	1%	3%	2%	0%	1%	0%	0%	
Don't know	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	2%	0%	3%	2%	2%	1%	0%	1%	1%	0%	0%	

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			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Triple glazed windows Energy efficient appliances A power shower Walk in wardrobes A heat pump for heating the home A shed A range cooker A rainwater harvester Fitted window shutters A greenhouse A composter Heating for outside areas (like a patio) None of the above Don't know		14%	16%	12%	12%	16%	14%	13%	17%	17%	10%	12%	18%	15%	13%
		14%	15%	12%	11%	15%	15%	11%	15%	17%	13%	10%	17%	15%	19%
		9%	10%	8%	6%	10%	13%	7%	10%	8%	9%	7%	11%	8%	5%
		9%	10%	7%	6%	11%	10%	6%	13%	10%	6%	7%	13%	9%	8%
		7%	7%	6%	5%	7%	9%	6%	7%	12%	6%	7%	7%	8%	7%
		6%	6%	6%	4%	7%	7%	3%	10%	5%	5%	4%	9%	4%	8%
		5%	5%	6%	5%	6%	6%	4%	8%	6%	4%	5%	7%	6%	7%
		5%	6%	5%	5%	6%	4%	6%	6%	8%	4%	5%	7%	5%	8%
		5%	6%	4%	4%	6%	5%	5%	6%	6%	3%	4%	5%	7%	7%
		5%	4%	6%	5%	5%	4%	4%	7%	4%	3%	4%	7%	2%	7%
		4%	3%	4%	3%	4%	4%	3%	5%	3%	2%	3%	5%	2%	5%
		3%	3%	3%	2%	3%	5%	2%	4%	5%	3%	3%	4%	2%	6%
		1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	3%
		1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	2%

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And thinking more specifically about the sorts of features you would like in a new home, which of the following would make you more likely to buy or rent the home? You may select any which apply

Only those considering buying or renting

Only those considering buying or renting				Gender		Age					Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	709	295	411	115	270	150	75	55	44	119	91	41	57	51	85	60	25	84	54	27	15	
Weighted	671	292	376	174	183	145	71	52	46	119	87	45	53	46	78	55	20	76	49	25	19	
Triple glazed windows		42%	40%	43%	32%	33%	44%	57%	53%	69%	31%	46%	49%	44%	52%	38%	41%	29%	44%	46%	45%	47%
Energy efficient appliances		41%	38%	42%	36%	33%	40%	34%	70%	68%	41%	41%	51%	48%	54%	30%	43%	29%	32%	50%	33%	23%
A power shower		27%	23%	29%	27%	27%	28%	24%	37%	17%	20%	40%	25%	29%	21%	27%	21%	31%	18%	33%	37%	40%
Walk in wardrobes		26%	22%	30%	28%	31%	25%	21%	24%	22%	23%	31%	22%	28%	36%	23%	25%	24%	27%	29%	24%	27%
A heat pump for heating the home		20%	28%	15%	20%	15%	13%	27%	38%	37%	20%	22%	16%	22%	18%	14%	23%	20%	25%	28%	15%	18%
A shed		18%	18%	18%	15%	19%	20%	16%	23%	9%	19%	14%	12%	19%	23%	13%	15%	18%	29%	12%	19%	16%
A range cooker		16%	16%	16%	19%	16%	17%	18%	11%	6%	16%	20%	8%	9%	12%	22%	17%	3%	22%	17%	15%	8%
A rainwater harvester		16%	15%	17%	15%	12%	15%	12%	28%	33%	12%	10%	16%	19%	19%	15%	25%	15%	19%	22%	9%	10%
Fitted window shutters		15%	14%	15%	12%	15%	18%	15%	12%	16%	16%	13%	24%	12%	12%	15%	12%	9%	17%	17%	15%	6%
A greenhouse		14%	12%	17%	20%	13%	9%	14%	22%	8%	10%	13%	23%	11%	11%	12%	15%	19%	17%	21%	29%	0%
A composter		11%	10%	12%	10%	13%	13%	6%	18%	4%	10%	15%	5%	10%	13%	9%	12%	5%	12%	13%	17%	4%
Heating for outside areas (like a patio)		10%	10%	9%	14%	11%	5%	8%	7%	4%	16%	5%	10%	6%	9%	9%	7%	4%	13%	6%	10%	6%
None of the above		4%	4%	4%	2%	2%	7%	5%	3%	3%	5%	1%	8%	5%	3%	3%	8%	6%	0%	3%	0%	0%
Don't know		4%	3%	4%	2%	4%	4%	2%	4%	7%	3%	5%	0%	9%	6%	5%	2%	0%	2%	4%	0%	0%

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And thinking more specifically about the sorts of features you would like in a new home, which of the following would make you more likely to buy or rent the home? You may select any which apply  
Only those considering buying or renting

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
			Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	709	420	287	237	354	118	189	271	69	96	215	255	75	33	
	Weighted	671	358	311	222	295	154	178	253	45	139	205	238	61	29	
Triple glazed windows		42%	46%	37%	45%	42%	37%	47%	42%	43%	35%	44%	44%	42%	31%	
Energy efficient appliances		41%	44%	36%	43%	39%	41%	39%	36%	43%	45%	36%	41%	43%	44%	
A power shower		27%	30%	24%	24%	25%	34%	27%	25%	21%	32%	24%	28%	21%	11%	
Walk in wardrobes		26%	30%	23%	22%	29%	27%	23%	31%	26%	21%	25%	32%	25%	18%	
A heat pump for heating the home		20%	21%	19%	20%	18%	25%	22%	17%	31%	20%	23%	17%	23%	16%	
A shed		18%	18%	17%	16%	19%	18%	12%	23%	12%	18%	14%	23%	12%	19%	
A range cooker		16%	16%	17%	17%	15%	17%	16%	19%	14%	14%	18%	16%	15%	16%	
A rainwater harvester		16%	17%	14%	18%	17%	11%	20%	15%	21%	12%	19%	17%	13%	19%	
Fitted window shutters		15%	17%	12%	15%	16%	12%	17%	15%	16%	11%	16%	13%	20%	16%	
A greenhouse		14%	12%	17%	19%	14%	10%	15%	17%	11%	9%	13%	17%	6%	16%	
A composter		11%	10%	12%	11%	11%	10%	12%	13%	7%	8%	10%	12%	7%	12%	
Heating for outside areas (like a patio)		10%	10%	9%	9%	9%	12%	7%	10%	13%	12%	10%	9%	6%	13%	
None of the above		4%	3%	4%	5%	2%	6%	5%	1%	2%	8%	4%	1%	3%	7%	
Don't know		4%	4%	3%	3%	3%	5%	5%	2%	3%	6%	4%	3%	1%	4%	

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Thinking about how you would pay for a new home, which of the following comes closest to your likely plans?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
I would get the biggest mortgage possible to buy the most expensive house I can afford I would get a mortgage that I know I can pay that will comfortably leave me with a lot of disposable income I would get a mortgage that I know I can pay very easily to leave me with a lot of disposable income I would buy a house outright without need for a mortgage I am never intending to buy a new home Don't know		5%	5%	5%	9%	8%	7%	3%	0%	1%	8%	4%	3%	6%	2%	7%	6%	2%	4%	3%	2%	2%
		27%	23%	30%	47%	42%	39%	21%	12%	6%	30%	28%	21%	21%	27%	26%	29%	25%	28%	27%	28%	28%
		15%	14%	15%	18%	21%	19%	15%	10%	6%	16%	10%	14%	14%	14%	17%	12%	13%	16%	18%	15%	20%
		18%	23%	14%	8%	5%	7%	17%	32%	36%	16%	21%	25%	24%	15%	16%	16%	19%	16%	18%	12%	10%
		26%	26%	26%	6%	14%	16%	31%	37%	47%	18%	29%	29%	27%	31%	24%	30%	28%	25%	25%	31%	25%
		10%	9%	10%	12%	11%	12%	12%	9%	5%	13%	9%	8%	8%	10%	10%	7%	13%	11%	8%	10%	16%

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Thinking about how you would pay for a new home, which of the following comes closest to your likely plans?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
I would get the biggest mortgage possible to buy the most expensive house I can afford I would get a mortgage that I know I can pay that will comfortably leave me with a lot of disposable income I would get a mortgage that I know I can pay very easily to leave me with a lot of disposable income I would buy a house outright without need for a mortgage I am never intending to buy a new home Don't know		5%	4%	5%	4%	6%	5%	4%	6%	6%	3%	5%	7%	5%	5%
		27%	27%	26%	23%	29%	29%	23%	33%	29%	23%	24%	34%	30%	29%
		15%	15%	15%	14%	14%	17%	12%	16%	13%	15%	12%	16%	17%	13%
		18%	23%	13%	21%	19%	11%	26%	13%	26%	12%	26%	12%	17%	19%
		26%	23%	29%	30%	24%	22%	28%	25%	20%	25%	28%	22%	24%	22%
		10%	8%	12%	8%	8%	17%	6%	6%	6%	21%	6%	8%	7%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Would you be willing to pay more for a new home if you knew that it was a “zero carbon” home and was made using sustainable materials and gave off few greenhouse gas emissions?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
I would be willing to pay more for this I would not be willing to pay more for this Don't Know																						
		37%	38%	36%	47%	38%	36%	32%	33%	35%	39%	37%	37%	34%	41%	37%	34%	26%	35%	42%	31%	36%
		36%	38%	34%	33%	35%	38%	37%	39%	35%	36%	34%	32%	45%	33%	31%	38%	48%	38%	36%	36%	26%
		27%	25%	30%	21%	26%	26%	32%	28%	30%	25%	29%	30%	21%	26%	32%	28%	25%	27%	22%	34%	38%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Would you be willing to pay more for a new home if you knew that it was a “zero carbon” home and was made using sustainable materials and gave off few greenhouse gas emissions?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
I would be willing to pay more for this I would not be willing to pay more for this Don't Know		37%	39%	34%	33%	45%	30%	35%	45%	46%	25%	34%	44%	45%	33%
		36%	36%	36%	42%	31%	35%	42%	31%	33%	35%	42%	30%	35%	52%
		27%	25%	30%	26%	25%	35%	23%	24%	21%	40%	24%	26%	20%	14%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you would be willing to pay more for a house if it was "eco-friendly". How much more would you be willing to pay to buy such a house?

		Gender			Age						Region											
		Total									Yorkshire and the Humber											
											South London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Scotland	Wales	Northern Ireland	
Unweighted		2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
Weighted		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Less than £1,000		4%	3%	5%	9%	3%	5%	4%	3%	1%	3%	6%	1%	6%	5%	5%	3%	2%	4%	5%	2%	0%
£1,000 - £5,000		8%	8%	9%	13%	9%	8%	6%	6%	8%	10%	6%	8%	8%	9%	9%	8%	6%	7%	8%	12%	18%
£5,000 - £10,000		10%	11%	9%	10%	10%	11%	7%	7%	12%	10%	12%	12%	6%	12%	8%	8%	7%	10%	12%	8%	7%
£10,000 - £20,000		6%	8%	4%	3%	5%	6%	4%	8%	7%	6%	4%	7%	3%	10%	4%	5%	3%	7%	7%	5%	4%
£20,000 - £30,000		3%	3%	3%	6%	4%	2%	2%	2%	2%	4%	2%	2%	4%	3%	3%	3%	3%	4%	2%	3%	2%
£30,000 - £50,000		1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	4%	0%	3%	1%	0%	1%	2%	0%	0%
More than £50,000		1%	2%	1%	1%	2%	1%	2%	1%	0%	2%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	0%
Don't Know		3%	2%	4%	2%	3%	2%	5%	6%	4%	2%	4%	4%	3%	1%	3%	4%	4%	3%	5%	1%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you would be willing to pay more for a house if it was "eco-friendly". How much more would you be willing to pay to buy such a house?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
					I did not			Liberal I did not				Liberal The Brexit			
		Total	ABC1	C2DE	Leave	Remain	vote	Conservative	Labour	Democrat	vote	Conservative	Labour	Democrats	Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Less than £1,000		4%	3%	5%	3%	4%	4%	3%	5%	5%	4%	3%	5%	5%	5%
£1,000 - £5,000		8%	7%	10%	8%	8%	9%	7%	11%	9%	6%	8%	11%	10%	9%
£5,000 - £10,000		10%	10%	10%	9%	12%	6%	11%	12%	11%	5%	10%	12%	12%	9%
£10,000 - £20,000		6%	9%	2%	5%	8%	2%	7%	5%	11%	3%	6%	5%	10%	3%
£20,000 - £30,000		3%	3%	3%	2%	4%	2%	2%	4%	3%	3%	2%	5%	2%	2%
£30,000 - £50,000		1%	2%	1%	1%	2%	0%	1%	2%	2%	0%	1%	2%	2%	1%
More than £50,000		1%	2%	1%	1%	2%	1%	1%	2%	3%	0%	1%	1%	3%	3%
Don't Know		3%	4%	3%	2%	3%	5%	3%	4%	3%	4%	3%	4%	2%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you would be willing to pay more for a house if it was "eco-friendly". How much more would you be willing to pay to buy such a house?**

*Only those willing to pay more*

Only those willing to pay more				Gender		Age						Region										
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	752	359	390	86	196	133	110	95	132	106	105	54	65	60	69	61	27	84	74	32	15
	Weighted	734	368	362	130	131	124	108	92	148	110	102	59	62	57	67	54	21	79	71	31	21
	Less than £1,000	11%	7%	14%	20%	8%	14%	11%	8%	3%	7%	16%	3%	16%	11%	15%	10%	7%	12%	12%	8%	0%
	£1,000 - £5,000	23%	21%	25%	28%	25%	23%	20%	18%	23%	25%	16%	22%	22%	23%	24%	23%	23%	20%	19%	38%	51%
	£5,000 - £10,000	27%	29%	24%	21%	27%	31%	23%	22%	34%	25%	33%	32%	17%	29%	20%	24%	26%	28%	30%	25%	21%
	£10,000 - £20,000	15%	20%	11%	7%	13%	16%	13%	23%	20%	16%	12%	19%	9%	24%	10%	16%	12%	19%	17%	15%	11%
	£20,000 - £30,000	8%	8%	8%	13%	10%	6%	6%	7%	6%	10%	6%	6%	11%	7%	8%	10%	11%	11%	4%	9%	5%
	£30,000 - £50,000	4%	4%	4%	5%	6%	2%	3%	4%	3%	4%	2%	4%	11%	1%	9%	4%	0%	1%	4%	0%	0%
	More than £50,000	3%	4%	2%	2%	4%	3%	8%	2%	1%	6%	4%	2%	3%	3%	5%	2%	4%	1%	3%	2%	0%
	Don't Know	9%	6%	13%	4%	7%	5%	15%	17%	10%	6%	11%	11%	9%	2%	9%	12%	17%	8%	11%	3%	12%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you would be willing to pay more for a house if it was "eco-friendly". How much more would you be willing to pay to buy such a house?**

*Only those willing to pay more*

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	752	466	282	269	389	94	219	284	81	85	236	264	96	26
	Weighted	734	412	317	270	341	123	226	276	52	120	247	258	76	23
Less than £1,000		11%	8%	14%	11%	10%	14%	9%	12%	10%	15%	8%	12%	11%	16%
£1,000 - £5,000		23%	19%	28%	26%	19%	29%	20%	24%	19%	24%	24%	24%	21%	26%
£5,000 - £10,000		27%	25%	29%	28%	28%	20%	30%	27%	23%	21%	29%	26%	27%	28%
£10,000 - £20,000		15%	22%	6%	16%	17%	8%	21%	12%	24%	10%	19%	11%	22%	9%
£20,000 - £30,000		8%	7%	9%	6%	10%	8%	5%	9%	7%	11%	7%	10%	3%	6%
£30,000 - £50,000		4%	4%	3%	3%	5%	2%	4%	4%	5%	1%	3%	5%	6%	2%
More than £50,000		3%	4%	2%	3%	4%	2%	3%	4%	6%	2%	2%	3%	6%	8%
Don't Know		9%	9%	8%	7%	8%	17%	8%	8%	8%	16%	8%	8%	4%	5%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you were considering buying or renting a new home for yourself. Which of the following statements do you agree with most?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
I would only buy or rent a home that was eco-friendly and was carbon zero I would buy an eco-friendly home if I could find one I liked which was within budget I would consider an eco-friendly home but other issues like the number of bathrooms and bedrooms are more important Whether a home is eco-friendly or not is irrelevant to me Don't know		5%	4%	6%	11%	8%	6%	4%	1%	0%	8%	3%	3%	4%	3%	10%	5%	4%	4%	3%	3%	3%
		16%	14%	18%	30%	25%	22%	10%	9%	5%	19%	17%	11%	11%	15%	21%	17%	10%	17%	17%	16%	14%
		8%	8%	8%	14%	14%	9%	3%	6%	4%	11%	7%	11%	10%	8%	6%	5%	8%	9%	5%	2%	11%
		3%	3%	3%	4%	4%	4%	3%	2%	1%	2%	3%	1%	5%	5%	2%	4%	1%	3%	3%	3%	1%
		2%	1%	2%	3%	4%	2%	2%	1%	1%	2%	1%	3%	0%	2%	3%	3%	2%	1%	1%	1%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



You said you were considering buying or renting a new home for yourself. Which of the following statements do you agree with most?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
I would only buy or rent a home that was eco-friendly and was carbon zero I would buy an eco-friendly home if I could find one I liked which was within budget I would consider an eco-friendly home but other issues like the number of bathrooms and bedrooms are more important Whether a home is eco-friendly or not is irrelevant to me Don't know		5%	4%	6%	3%	7%	4%	4%	8%	3%	2%	4%	7%	5%	8%
		16%	18%	14%	12%	19%	18%	11%	21%	25%	12%	12%	21%	17%	24%
		8%	8%	8%	7%	9%	9%	6%	10%	8%	7%	7%	9%	13%	8%
		3%	3%	3%	3%	3%	4%	4%	2%	1%	4%	4%	2%	0%	3%
		2%	2%	2%	1%	2%	3%	2%	1%	3%	3%	2%	1%	1%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you were considering buying or renting a new home for yourself. Which of the following statements do you agree with most?**

*Only those considering buying or renting*

			Gender		Age						Region												
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South	South	East of	East	West	Yorkshire	North	North	Scotland	Wales	Northern
													East	West	England	Midlands	Midlands	and the					
	Unweighted	709	295	411	115	270	150	75	55	44	119	91	41	57	51	85	60	25	84	54	27	15	
	Weighted	671	292	376	174	183	145	71	52	46	119	87	45	53	46	78	55	20	76	49	25	19	
I would only buy or rent a home that was eco-friendly and was carbon zero I would buy an eco-friendly home if I could find one I liked which was within budget I would consider an eco-friendly home but other issues like the number of bathrooms and bedrooms are more important  Whether a home is eco-friendly or not is irrelevant to me  Don't know		14%	13%	15%	18%	14%	13%	18%	4%	2%	19%	9%	10%	12%	9%	23%	15%	17%	12%	11%	11%	10%	
		48%	46%	50%	48%	46%	52%	48%	48%	46%	46%	54%	37%	36%	45%	50%	49%	40%	51%	57%	66%	43%	
		24%	27%	21%	23%	26%	21%	14%	32%	34%	25%	23%	39%	34%	25%	15%	14%	33%	26%	18%	8%	35%	
		9%	9%	9%	6%	7%	10%	12%	13%	11%	5%	11%	5%	17%	15%	5%	13%	4%	9%	9%	10%	3%	
		5%	5%	6%	5%	7%	4%	8%	3%	6%	5%	3%	9%	1%	6%	8%	9%	7%	2%	5%	4%	10%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you were considering buying or renting a new home for yourself. Which of the following statements do you agree with most?**

*Only those considering buying or renting*

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	709	420	287	237	354	118	189	271	69	96	215	255	75	33
	Weighted	671	358	311	222	295	154	178	253	45	139	205	238	61	29
I would only buy or rent a home that was eco-friendly and was carbon zero I would buy an eco-friendly home if I could find one I liked which was within budget I would consider an eco-friendly home but other issues like the number of bathrooms and bedrooms are more important Whether a home is eco-friendly or not is irrelevant to me Don't know															
	14%	11%	18%	12%	17%	10%	15%	19%	8%	7%	15%	18%	14%	19%	
	48%	53%	43%	47%	49%	48%	42%	50%	62%	43%	41%	51%	47%	56%	
	24%	23%	25%	25%	22%	25%	22%	25%	20%	26%	24%	22%	36%	18%	
	9%	8%	10%	11%	7%	10%	15%	4%	3%	13%	13%	6%	1%	7%	
	5%	6%	5%	5%	4%	8%	7%	2%	7%	11%	8%	3%	3%	0%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you were considering buying or renting a new home. Would you consider buying or renting a new build home?

			Gender		Age					Region												
										Yorkshire and the Humber												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Scotland	Wales	Northern Ireland	
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Yes - I am actively considering a specific new build home Yes - I would consider a new build home No Don't Know		8%	8%	7%	16%	14%	11%	3%	2%	1%	11%	6%	2%	6%	7%	12%	9%	4%	6%	7%	7%	12%
		19%	15%	22%	36%	29%	23%	12%	12%	7%	23%	19%	21%	15%	19%	22%	16%	9%	22%	19%	17%	12%
		4%	5%	4%	6%	6%	6%	3%	3%	2%	4%	5%	5%	4%	4%	5%	5%	8%	4%	1%	1%	5%
		3%	2%	3%	4%	4%	3%	2%	1%	1%	4%	1%	1%	4%	4%	3%	4%	4%	2%	2%	0%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you were considering buying or renting a new home. Would you consider buying or renting a new build home?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Yes - I am actively considering a specific new build home Yes - I would consider a new build home No Don't Know		8%	8%	7%	6%	10%	5%	7%	11%	9%	3%	7%	10%	9%	11%
		19%	20%	18%	14%	23%	21%	14%	25%	24%	16%	15%	26%	16%	22%
		4%	4%	5%	4%	3%	7%	4%	4%	3%	5%	4%	2%	11%	9%
		3%	3%	3%	2%	2%	4%	2%	2%	3%	5%	2%	2%	1%	1%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you were considering buying or renting a new home. Would you consider buying or renting a new build home?**

*Only those considering buying or renting*

Only those considering buying or renting		Region																			
		Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
Unweighted	709	295	411	115	270	150	75	55	44	119	91	41	57	51	85	60	25	84	54	27	15
Weighted	671	292	376	174	183	145	71	52	46	119	87	45	53	46	78	55	20	76	49	25	19
Yes - I am actively considering a specific new build home	23%	26%	20%	25%	27%	26%	16%	11%	8%	27%	19%	8%	22%	20%	28%	26%	15%	19%	24%	27%	37%
Yes - I would consider a new build home	57%	52%	61%	58%	54%	53%	58%	65%	63%	54%	61%	73%	53%	57%	52%	47%	37%	63%	66%	68%	38%
No	13%	16%	10%	10%	11%	13%	16%	18%	17%	11%	16%	17%	12%	13%	12%	16%	31%	12%	3%	3%	16%
Don't Know	8%	6%	9%	7%	8%	8%	10%	6%	12%	8%	4%	3%	13%	11%	7%	12%	18%	6%	7%	2%	10%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you were considering buying or renting a new home. Would you consider buying or renting a new build home?**

*Only those considering buying or renting*

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	709	420	287	237	354	118	189	271	69	96	215	255	75	33
	Weighted	671	358	311	222	295	154	178	253	45	139	205	238	61	29
Yes - I am actively considering a specific new build home		23%	24%	21%	23%	27%	13%	26%	26%	23%	9%	24%	25%	24%	26%
Yes - I would consider a new build home		57%	58%	56%	54%	59%	57%	52%	59%	61%	57%	53%	63%	44%	51%
No		13%	10%	15%	14%	9%	18%	16%	9%	8%	17%	15%	6%	29%	21%
Don't Know		8%	7%	8%	9%	5%	12%	6%	5%	7%	17%	8%	6%	2%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

When assessing applicants' ability to make mortgage repayments, which of the following aspects of an applicant's financial status do you think should be considered by a prospective mortgage lender?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Overall current debts Council Tax bills for the new home The likely energy bills for the new home Number or children or dependents The living costs for the area the new home is in (shopping, entertainment etc) The cost of insuring a new home Monthly travel expenses to work from the new home Renovation / decoration costs Likely costs of mobile, broadband etc in the new home Don't know		51%	51%	52%	33%	37%	46%	52%	63%	71%	44%	56%	61%	55%	57%	44%	52%	47%	48%	56%	52%	40%
		34%	33%	35%	27%	32%	30%	37%	38%	39%	30%	38%	35%	40%	42%	25%	35%	32%	33%	44%	33%	13%
		29%	30%	29%	20%	26%	23%	34%	32%	38%	22%	32%	33%	30%	36%	24%	25%	28%	31%	38%	27%	27%
		27%	26%	29%	22%	23%	27%	28%	28%	34%	23%	33%	34%	26%	32%	21%	33%	29%	26%	28%	19%	21%
		24%	23%	24%	21%	27%	22%	27%	23%	23%	26%	25%	18%	30%	30%	22%	27%	16%	20%	23%	19%	24%
		21%	20%	22%	25%	22%	20%	20%	19%	21%	21%	20%	23%	17%	25%	16%	23%	23%	24%	28%	18%	13%
		19%	21%	18%	14%	18%	18%	21%	22%	22%	18%	20%	20%	23%	22%	18%	16%	15%	17%	24%	16%	21%
		18%	19%	17%	22%	18%	18%	16%	20%	17%	22%	17%	13%	16%	23%	14%	26%	10%	18%	17%	22%	19%
		12%	12%	12%	15%	16%	12%	12%	11%	7%	9%	13%	10%	9%	13%	12%	11%	16%	18%	14%	6%	5%
		19%	19%	19%	19%	17%	22%	22%	19%	16%	22%	15%	18%	18%	19%	21%	19%	21%	17%	22%	17%	13%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



When assessing applicants' ability to make mortgage repayments, which of the following aspects of an applicant's financial status do you think should be considered by a prospective mortgage lender?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	<b>Weighted</b>	<b>2006</b>	<b>1055</b>	<b>940</b>	<b>830</b>	<b>766</b>	<b>410</b>	<b>646</b>	<b>610</b>	<b>114</b>	<b>480</b>	<b>725</b>	<b>585</b>	<b>169</b>	<b>69</b>
Overall current debts		51%	58%	44%	58%	50%	40%	62%	47%	54%	42%	61%	46%	56%	53%
Council Tax bills for the new home		34%	38%	30%	37%	34%	30%	38%	33%	38%	30%	38%	33%	32%	39%
The likely energy bills for the new home		29%	32%	27%	33%	31%	20%	33%	28%	36%	23%	33%	28%	32%	42%
Number or children or dependents		27%	30%	24%	30%	27%	24%	31%	27%	29%	24%	31%	27%	26%	27%
The living costs for the area the new home is in (shopping, entertainment etc)		24%	25%	23%	24%	24%	23%	25%	24%	20%	23%	24%	24%	23%	28%
The cost of insuring a new home		21%	22%	20%	21%	23%	18%	20%	23%	25%	20%	22%	22%	21%	22%
Monthly travel expenses to work from the new home		19%	22%	16%	21%	21%	12%	22%	21%	24%	12%	23%	19%	21%	25%
Renovation / decoration costs		18%	18%	18%	20%	18%	16%	18%	21%	20%	14%	18%	20%	20%	21%
Likely costs of mobile, broadband etc in the new home		12%	13%	11%	13%	12%	10%	11%	15%	11%	9%	12%	14%	11%	12%
Don't know		19%	16%	22%	16%	16%	30%	14%	14%	13%	33%	13%	18%	16%	9%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you would consider buying or renting a new build home. Which of the following reasons best explains why? You may select up to three

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
They're more energy efficient I just would not rule them out They're generally easier to run I think they're more attractive They're generally better laid out There are simply more new builds in the area I'd like to live They're generally brighter Don't know Other (Please specify)	11%	10%	12%	17%	15%	16%	6%	9%	5%	16%	11%	11%	11%	10%	12%	11%	5%	11%	10%	4%	6%	
	9%	7%	10%	17%	13%	11%	5%	5%	3%	12%	9%	9%	4%	10%	9%	6%	4%	8%	9%	12%	3%	
	8%	7%	9%	14%	13%	9%	5%	6%	4%	6%	7%	12%	9%	6%	10%	5%	5%	12%	7%	9%	3%	
	8%	6%	9%	21%	10%	11%	3%	2%	1%	10%	8%	8%	7%	7%	9%	9%	2%	8%	6%	4%	5%	
	7%	6%	8%	13%	12%	10%	5%	3%	2%	10%	7%	4%	4%	7%	9%	8%	3%	8%	11%	5%	6%	
	6%	5%	7%	13%	11%	8%	2%	1%	1%	6%	6%	3%	5%	8%	10%	3%	7%	7%	7%	3%	6%	
	5%	5%	6%	10%	10%	7%	3%	4%	0%	8%	4%	3%	4%	4%	8%	5%	3%	5%	7%	5%	7%	
	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	
	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	2%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said you would consider buying or renting a new build home. Which of the following reasons best explains why? You may select up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		They're more energy efficient	11%	12%	10%	8%	14%	11%	8%	15%	13%	8%	8%	15%	10%	14%
		I just would not rule them out	9%	10%	8%	7%	10%	9%	6%	11%	12%	8%	7%	12%	8%	9%
		They're generally easier to run	8%	9%	7%	6%	11%	7%	7%	11%	13%	4%	7%	12%	8%	12%
		I think they're more attractive	8%	8%	7%	6%	9%	9%	6%	11%	6%	6%	6%	12%	4%	10%
		They're generally better laid out	7%	7%	8%	6%	9%	7%	6%	10%	8%	5%	6%	9%	6%	13%
		There are simply more new builds in the area I'd like to live	6%	6%	6%	6%	7%	5%	5%	9%	4%	4%	5%	9%	5%	2%
		They're generally brighter	5%	6%	5%	4%	7%	6%	4%	8%	7%	4%	4%	7%	6%	4%
		Don't know	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%
Other (Please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%		

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you would consider buying or renting a new build home. Which of the following reasons best explains why? You may select up to three**

*Only those considering New Builds*

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	574	233	338	98	223	121	55	44	33	98	74	33	44	41	68	43	14	73	48	25	13
		533	227	303	145	149	115	52	40	33	96	69	37	39	35	62	39	11	62	44	23	14
They're more energy efficient I just would not rule them out They're generally easier to run I think they're more attractive They're generally better laid out There are simply more new builds in the area I'd like to live They're generally brighter Don't know Other (Please specify)	41%	43%	40%	32%	35%	48%	39%	62%	66%	46%	44%	49%	52%	41%	36%	46%	39%	37%	38%	18%	24%	
	32%	31%	33%	33%	31%	34%	30%	32%	36%	35%	37%	38%	19%	40%	26%	26%	33%	29%	34%	53%	13%	
	30%	30%	30%	27%	29%	26%	32%	41%	48%	18%	29%	53%	40%	24%	28%	20%	39%	43%	28%	37%	14%	
	29%	28%	29%	41%	24%	33%	21%	17%	7%	28%	31%	33%	34%	27%	27%	37%	17%	28%	22%	19%	22%	
	27%	28%	27%	26%	27%	29%	30%	24%	28%	28%	26%	18%	18%	26%	26%	32%	21%	30%	42%	22%	27%	
	23%	20%	25%	26%	26%	24%	16%	10%	14%	17%	25%	14%	23%	31%	28%	13%	57%	23%	26%	15%	23%	
	20%	21%	20%	19%	24%	20%	17%	27%	5%	23%	17%	13%	19%	15%	23%	20%	22%	18%	25%	20%	31%	
	2%	2%	2%	1%	3%	0%	3%	2%	0%	3%	1%	0%	5%	2%	1%	2%	0%	0%	4%	0%	0%	
	1%	1%	1%	0%	0%	0%	6%	2%	3%	2%	0%	0%	0%	0%	3%	2%	0%	0%	0%	4%	4%	7%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said you would consider buying or renting a new build home. Which of the following reasons best explains why? You may select up to three**

*Only those considering New Builds*

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
			Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats
	Unweighted	574	348	224	183	306	85	149	232	58	66	168	223	57	26
	Weighted	533	293	237	171	254	108	139	217	38	92	157	210	42	23
They're more energy efficient I just would not rule them out They're generally easier to run I think they're more attractive They're generally better laid out There are simply more new builds in the area I'd like to They're generally brighter Don't know Other (Please specify)		41%	43%	40%	39%	42%	44%	37%	42%	40%	41%	39%	41%	41%	43%
		32%	34%	30%	35%	30%	33%	30%	31%	37%	40%	32%	34%	33%	27%
		30%	33%	26%	30%	32%	26%	32%	31%	39%	22%	31%	32%	33%	37%
		29%	28%	29%	30%	26%	33%	28%	32%	18%	32%	29%	34%	17%	30%
		27%	25%	30%	28%	28%	26%	27%	29%	24%	27%	28%	26%	23%	38%
		23%	22%	23%	27%	21%	20%	25%	26%	13%	21%	24%	25%	20%	6%
		20%	22%	19%	19%	21%	22%	17%	22%	21%	20%	18%	19%	25%	13%
		2%	1%	2%	1%	2%	2%	2%	1%	1%	3%	2%	2%	0%	2%
		1%	2%	0%	1%	1%	1%	2%	0%	0%	1%	2%	0%	0%	5%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said that you would consider moving to a New Build home. Which of the following, if any, would you consider important when deciding between different home builders? Select any which apply

			Gender		Age					Region													
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
Their reputation for quality work		14%	11%	17%	21%	21%	16%	10%	10%	7%	17%	15%	12%	13%	16%	18%	10%	7%	12%	16%	9%	7%	
How attractive their homes are		10%	9%	11%	17%	15%	15%	5%	6%	4%	13%	11%	8%	9%	11%	9%	10%	4%	11%	14%	6%	0%	
How seriously they take the environment		9%	8%	11%	20%	14%	11%	5%	4%	4%	14%	9%	6%	7%	9%	12%	8%	5%	9%	9%	9%	7%	
Their customer service		9%	7%	11%	23%	11%	11%	6%	6%	3%	11%	7%	9%	8%	10%	10%	9%	5%	10%	12%	12%	6%	
Whether they do a lot of work in the area		6%	5%	6%	10%	11%	7%	3%	4%	1%	6%	6%	7%	3%	5%	8%	8%	2%	5%	5%	3%	12%	
Whether they're known to be a good employer		5%	5%	6%	12%	9%	6%	3%	2%	1%	9%	3%	3%	5%	6%	6%	7%	1%	5%	6%	3%	1%	
Other (Please Specify)		0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	
Don't know		1%	1%	1%	0%	2%	2%	0%	1%	0%	0%	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	0%	
None of the above		1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	4%	
I would not consider different home builders differently		0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said that you would consider moving to a New Build home. Which of the following, if any, would you consider important when deciding between different home builders? Select any which apply

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Their reputation for quality work How attractive their homes are How seriously they take the environment Their customer service Whether they do a lot of work in the area Whether they're known to be a good employer Other (Please Specify) Don't know None of the above I would not consider different home builders differently		14%	16%	11%	11%	18%	12%	11%	18%	20%	9%	11%	19%	12%	20%
		10%	11%	9%	9%	11%	10%	8%	12%	16%	9%	8%	14%	12%	9%
		9%	10%	9%	7%	12%	9%	7%	13%	12%	6%	8%	14%	5%	9%
		9%	9%	9%	7%	12%	9%	8%	13%	13%	6%	7%	12%	9%	15%
		6%	6%	6%	5%	7%	6%	5%	9%	7%	3%	5%	8%	3%	11%
		5%	5%	6%	5%	6%	6%	5%	6%	4%	4%	5%	7%	3%	6%
		0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	0%	0%
		1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%
		0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said that you would consider moving to a New Build home. Which of the following, if any, would you consider important when deciding between different home builders? Select any which apply

Only those considering New Builds

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	574	233	338	98	223	121	55	44	33	98	74	33	44	41	68	43	14	73	48	25	13
	Weighted	533	227	303	145	149	115	52	40	33	96	69	37	39	35	62	39	11	62	44	23	14
	Their reputation for quality work	52%	46%	56%	41%	48%	47%	65%	72%	85%	50%	60%	51%	60%	63%	51%	42%	50%	43%	63%	38%	30%
	How attractive their homes are	38%	39%	38%	33%	36%	44%	33%	45%	49%	38%	45%	35%	43%	43%	26%	42%	34%	39%	53%	25%	0%
	How seriously they take the environment	35%	33%	37%	39%	33%	34%	32%	31%	46%	42%	36%	27%	33%	35%	34%	32%	42%	32%	35%	37%	30%
	Their customer service	35%	32%	37%	43%	24%	34%	36%	42%	33%	31%	28%	38%	37%	40%	28%	38%	39%	34%	45%	50%	25%
	Whether they do a lot of work in the area	22%	23%	21%	19%	25%	22%	20%	28%	15%	18%	22%	32%	15%	21%	24%	31%	13%	19%	20%	13%	50%
	Whether they're known to be a good employer	20%	20%	19%	23%	21%	18%	17%	17%	15%	26%	14%	13%	22%	24%	17%	29%	10%	20%	24%	12%	4%
	Other (Please Specify)	1%	1%	1%	0%	0%	2%	2%	5%	3%	2%	0%	0%	3%	0%	2%	0%	0%	2%	2%	0%	4%
	Don't know	3%	3%	4%	1%	6%	5%	0%	5%	2%	1%	4%	4%	7%	5%	7%	1%	5%	3%	1%	5%	0%
	None of the above	2%	4%	1%	1%	2%	4%	1%	2%	3%	3%	2%	0%	0%	4%	0%	3%	0%	4%	1%	0%	17%
	I would not consider different home builders differently	1%	1%	2%	1%	2%	1%	0%	2%	0%	2%	2%	1%	2%	0%	0%	0%	0%	0%	2%	5%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



**You said that you would consider moving to a New Build home. Which of the following, if any, would you consider important when deciding between different home builders? Select any which apply**  
*Only those considering New Builds*

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	574	348	224	183	306	85	149	232	58	66	168	223	57	26
	Weighted	533	293	237	171	254	108	139	217	38	92	157	210	42	23
Their reputation for quality work		52%	57%	44%	54%	53%	45%	52%	50%	59%	49%	52%	53%	48%	61%
How attractive their homes are		38%	39%	36%	44%	34%	37%	38%	35%	49%	45%	39%	38%	50%	26%
How seriously they take the environment		35%	36%	35%	34%	37%	32%	34%	37%	35%	33%	35%	40%	22%	29%
Their customer service		35%	34%	36%	35%	35%	35%	36%	36%	38%	30%	31%	34%	37%	46%
Whether they do a lot of work in the area		22%	20%	24%	24%	20%	22%	23%	25%	21%	15%	23%	22%	12%	35%
Whether they're known to be a good employer		20%	17%	23%	22%	18%	22%	23%	18%	11%	23%	21%	20%	14%	19%
Other (Please Specify)		1%	2%	1%	0%	3%	0%	1%	1%	0%	1%	2%	1%	0%	0%
Don't know		3%	2%	5%	5%	1%	6%	4%	2%	2%	7%	5%	2%	0%	0%
None of the above		2%	2%	2%	2%	1%	6%	2%	1%	0%	6%	3%	1%	0%	0%
I would not consider different home builders differently		1%	2%	1%	0%	2%	1%	0%	1%	4%	1%	0%	1%	4%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

How important would the energy efficiency of a home be in deciding if you should move into it?

			Gender		Age						Region											
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
It would be one of the most important factors affecting my decision It would be an important factor, but other factors are more important It would be a bonus, but would not really affect my decision It would be irrelevant to my decision Don't know	17%		17%	17%	15%	13%	17%	17%	17%	22%	16%	15%	15%	18%	21%	18%	16%	15%	16%	20%	18%	21%
	43%		43%	44%	42%	42%	44%	40%	44%	46%	39%	51%	46%	41%	43%	40%	43%	47%	45%	40%	45%	37%
	25%		26%	24%	22%	25%	19%	26%	31%	25%	25%	22%	25%	28%	25%	23%	25%	23%	25%	28%	24%	22%
	6%		5%	6%	5%	8%	8%	9%	3%	4%	8%	5%	5%	5%	7%	6%	7%	7%	5%	7%	5%	5%
	9%		9%	9%	16%	12%	12%	7%	6%	3%	12%	7%	9%	9%	5%	12%	10%	7%	9%	6%	8%	15%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

# How important would the energy efficiency of a home be in deciding if you should move into it?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
It would be one of the most important factors affecting my decision It would be an important factor, but other factors are more important It would be a bonus, but would not really affect my decision It would be irrelevant to my decision Don't Know		17%	18%	15%	16%	21%	12%	17%	21%	23%	12%	16%	20%	19%	20%
		43%	45%	41%	43%	44%	42%	45%	43%	50%	40%	44%	45%	45%	48%
		25%	26%	23%	27%	23%	23%	26%	24%	17%	24%	27%	23%	26%	24%
		6%	5%	7%	7%	5%	6%	7%	5%	4%	7%	7%	4%	6%	3%
		9%	6%	13%	6%	7%	17%	5%	7%	6%	18%	6%	9%	4%	5%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said that energy efficiency would be important in deciding whether you would move into a property. Which of the following reasons best explains why?

			Gender		Age					Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	I want to help the environment	24%	23%	24%	26%	24%	29%	22%	21%	21%	26%	28%	19%	21%	23%	25%	24%	24%	21%	23%	27%	17%
	I want to buy a house with low ongoing bills	34%	35%	33%	29%	30%	30%	32%	36%	44%	27%	36%	35%	35%	34%	31%	34%	34%	38%	34%	34%	41%
	Other (Please Specify)	1%	0%	1%	0%	1%	0%	1%	1%	2%	0%	1%	3%	1%	0%	0%	0%	1%	0%	1%	1%	0%
	Don't know	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	1%	4%	1%	6%	2%	1%	3%	2%	2%	1%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said that energy efficiency would be important in deciding whether you would move into a property. Which of the following reasons best explains why?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
I want to help the environment I want to buy a house with low ongoing bills Other (Please Specify) Don't know		24%	24%	23%	22%	27%	20%	20%	31%	30%	17%	21%	31%	23%	11%
		34%	36%	31%	34%	36%	30%	39%	30%	40%	31%	37%	31%	39%	58%
		1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%
		2%	1%	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%	2%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said that energy efficiency would be important in deciding whether you would move into a property. Which of the following reasons best explains why?

Only those who say energy efficiency would be important

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1225	558	663	104	279	218	195	174	255	157	184	85	107	94	109	101	54	144	106	63	21
	Weighted	1210	588	618	159	188	210	197	170	285	156	180	98	105	89	105	94	50	135	101	62	35
	I want to help the environment	39%	39%	40%	45%	44%	47%	39%	35%	31%	47%	43%	31%	36%	37%	42%	41%	39%	35%	39%	43%	30%
	I want to buy a house with low ongoing bills	56%	58%	55%	50%	54%	49%	56%	60%	64%	48%	54%	58%	61%	54%	53%	59%	55%	63%	57%	54%	70%
	Other (Please Specify)	1%	1%	2%	0%	1%	0%	1%	1%	3%	1%	2%	5%	2%	0%	1%	0%	1%	0%	2%	2%	0%
	Don't know	3%	3%	3%	4%	1%	4%	4%	4%	2%	4%	1%	6%	1%	9%	4%	1%	5%	3%	3%	2%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said that energy efficiency would be important in deciding whether you would move into a property. Which of the following reasons best explains why?**

*Only those who say energy efficiency would be important*

		Total	Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
			ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	1225	746	473	476	576	173	396	403	122	175	425	391	132	48
	<b>Weighted</b>	<b>1210</b>	<b>668</b>	<b>535</b>	<b>490</b>	<b>499</b>	<b>221</b>	<b>401</b>	<b>389</b>	<b>83</b>	<b>246</b>	<b>440</b>	<b>376</b>	<b>108</b>	<b>47</b>
I want to help the		39%	38%	41%	37%	42%	38%	33%	49%	41%	34%	35%	49%	36%	15%
I want to buy a house with low ongoing bills		56%	57%	55%	58%	55%	55%	63%	47%	55%	60%	60%	48%	61%	85%
Other (Please Specify)		1%	2%	0%	2%	1%	1%	2%	0%	2%	2%	2%	1%	1%	0%
Don't know		3%	2%	4%	3%	2%	5%	3%	4%	2%	4%	3%	2%	2%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

When you moved into your existing home, were you aware of the energy efficiency of the house / flat before you moved in?

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Yes		28%	28%	27%	35%	30%	33%	24%	22%	24%	25%	32%	30%	30%	34%	28%	25%	32%	23%	28%	26%	21%
No		54%	56%	52%	35%	49%	48%	60%	65%	62%	54%	51%	53%	53%	49%	51%	56%	53%	56%	55%	53%	67%
Don't Know		12%	11%	14%	20%	14%	14%	11%	10%	8%	13%	12%	14%	12%	16%	15%	8%	4%	13%	12%	14%	11%
N/A		6%	5%	7%	10%	7%	5%	5%	3%	7%	8%	5%	3%	5%	1%	6%	12%	11%	8%	5%	7%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



When you moved into your existing home, were you aware of the energy efficiency of the house / flat before you moved in?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Yes		28%	31%	24%	29%	30%	21%	32%	30%	24%	21%	29%	29%	30%	39%
No		54%	55%	52%	55%	54%	50%	54%	53%	66%	49%	55%	53%	54%	51%
Don't Know		12%	9%	16%	9%	11%	22%	9%	11%	9%	21%	11%	11%	11%	6%
N/A		6%	5%	8%	6%	6%	7%	5%	6%	1%	9%	6%	6%	5%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

From what you have seen and heard, and from your own experience, how do you think new homes compare to "second hand" homes in terms of energy efficiency?

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	New Homes tend to be much more energy efficient	34%	37%	31%	31%	30%	29%	34%	36%	42%	35%	31%	37%	28%	40%	34%	31%	37%	34%	38%	27%	41%
	New Homes tend to be slightly more energy efficient	33%	35%	32%	33%	28%	35%	34%	34%	36%	31%	35%	37%	39%	31%	32%	35%	30%	34%	33%	33%	26%
	New Homes and 'Second hand' homes are about the same	10%	9%	10%	14%	15%	11%	8%	8%	4%	9%	9%	13%	11%	6%	9%	11%	5%	10%	9%	12%	10%
	Second Hand homes tend to be slightly more energy efficient	2%	2%	2%	1%	2%	3%	4%	1%	1%	1%	3%	1%	2%	3%	1%	1%	5%	1%	2%	2%	3%
	Second Hand homes tend to be much more energy efficient	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	0%	1%	1%	0%	2%	3%	1%	2%	3%	1%
	Don't know	19%	15%	23%	20%	22%	20%	20%	20%	16%	22%	20%	12%	19%	19%	24%	20%	19%	18%	15%	23%	19%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

From what you have seen and heard, and from your own experience, how do you think new homes compare to "second hand" homes in terms of energy efficiency?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
New Homes tend to be much more energy efficient New Homes tend to be slightly more energy efficient New Homes and ‘Second hand’ homes are about the same Second Hand homes tend to be slightly more energy efficient Second Hand homes tend to be much more energy efficient Don’t know		34%	36%	32%	37%	35%	27%	40%	35%	38%	25%	39%	34%	36%	34%
		33%	38%	29%	34%	36%	28%	35%	34%	43%	27%	35%	32%	45%	34%
		10%	8%	12%	9%	9%	11%	8%	11%	6%	10%	8%	11%	8%	11%
		2%	1%	3%	2%	1%	2%	2%	2%	1%	2%	3%	1%	0%	3%
		1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	3%
		19%	16%	23%	16%	18%	29%	14%	17%	10%	34%	14%	21%	9%	15%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

And thinking more generally, from what you have seen and heard, and from your own experience, how you think new homes compare to “second hand” homes in terms of running costs?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
New Homes tend to be much more expensive to run	10%		8%	11%	22%	16%	10%	5%	5%	4%	11%	8%	6%	7%	10%	14%	8%	9%	13%	10%	7%	14%
	17%		16%	17%	32%	18%	22%	11%	7%	11%	22%	17%	13%	10%	13%	15%	20%	21%	15%	13%	21%	24%
	19%		19%	20%	17%	21%	18%	22%	20%	17%	15%	20%	23%	25%	18%	20%	18%	17%	18%	18%	21%	18%
	23%		27%	20%	8%	15%	20%	29%	32%	34%	17%	27%	31%	26%	25%	20%	18%	17%	29%	27%	23%	7%
	9%		11%	8%	2%	6%	10%	7%	15%	15%	9%	10%	11%	9%	10%	4%	11%	14%	7%	15%	5%	16%
	22%		19%	24%	20%	24%	20%	25%	20%	19%	25%	18%	16%	23%	24%	26%	24%	22%	19%	18%	23%	22%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

And thinking more generally, from what you have seen and heard, and from your own experience, how you think new homes compare to “second hand” homes in terms of running costs?

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
New Homes tend to be much more expensive to run		10%	8%	12%	8%	11%	10%	7%	14%	8%	9%	7%	15%	8%	17%
New Homes tend to be slightly more expensive to run		17%	15%	18%	17%	17%	16%	15%	23%	20%	11%	16%	21%	17%	18%
New Homes and ‘Second hand’ homes are about the same		19%	18%	20%	22%	16%	19%	23%	15%	14%	20%	23%	14%	23%	22%
Second Hand homes tend to be slightly more expensive to run		23%	28%	18%	25%	24%	18%	29%	19%	29%	19%	28%	20%	24%	16%
Second Hand homes tend to be much more expensive to run		9%	12%	7%	10%	11%	5%	11%	9%	13%	7%	11%	8%	11%	8%
Don’t know		22%	19%	25%	18%	20%	31%	16%	20%	15%	34%	16%	21%	17%	18%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Triple glazing

			Gender		Age						Region											
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know	35%	34%	36%	25%	25%	35%	41%	37%	44%	33%	35%	37%	36%	36%	33%	35%	33%	34%	43%	36%	26%	
	39%	40%	37%	36%	40%	34%	38%	43%	40%	34%	39%	44%	44%	40%	31%	40%	42%	47%	33%	35%	34%	
	18%	17%	19%	22%	23%	22%	15%	16%	12%	22%	18%	16%	13%	17%	22%	18%	15%	13%	20%	18%	35%	
	3%	3%	3%	10%	5%	2%	1%	2%	1%	3%	4%	2%	5%	4%	5%	3%	2%	2%	1%	4%	0%	
	1%	1%	1%	2%	1%	2%	1%	1%	0%	2%	1%	0%	1%	0%	1%	2%	3%	1%	1%	1%	0%	
	4%	4%	4%	5%	6%	5%	3%	2%	2%	6%	3%	1%	2%	2%	8%	3%	5%	3%	2%	6%	6%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Triple glazing

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	35%	35%	35%	39%	35%	29%	39%	36%	37%	28%	36%	36%	39%	47%
		Positively	39%	41%	36%	40%	38%	36%	43%	36%	40%	36%	44%	37%	41%	32%
		Neutral/Neither Positively nor Negatively	18%	17%	19%	14%	20%	24%	14%	19%	14%	25%	14%	19%	14%	16%
		Negatively	3%	2%	4%	3%	3%	3%	2%	5%	5%	2%	3%	4%	4%	1%
		Very Negatively	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
		Don't Know	4%	3%	5%	3%	3%	7%	2%	4%	2%	8%	3%	3%	1%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Solar panels

			Gender		Age						Region											
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
Unweighted		2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
Weighted		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Very Positively	29%	29%	29%	29%	24%	29%	32%	27%	30%	32%	30%	31%	27%	30%	26%	28%	26%	26%	28%	28%	33%
	Positively	35%	34%	36%	32%	36%	33%	35%	37%	37%	29%	34%	37%	38%	38%	33%	37%	36%	40%	38%	37%	21%
	Neutral/Neither Positively nor Negatively	24%	25%	23%	23%	27%	26%	21%	25%	22%	25%	24%	22%	23%	20%	26%	23%	22%	23%	24%	29%	35%
	Negatively	5%	6%	5%	7%	5%	3%	6%	6%	4%	7%	6%	5%	7%	2%	4%	5%	6%	6%	4%	1%	6%
	Very Negatively	3%	3%	2%	4%	2%	3%	1%	4%	3%	3%	2%	3%	4%	2%	4%	2%	5%	3%	3%	2%	0%
	Don't Know	4%	3%	5%	5%	5%	5%	5%	1%	3%	5%	4%	2%	2%	7%	7%	6%	5%	3%	3%	3%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Solar panels

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	Very Positively	29%	29%	29%	29%	29%	28%	28%	30%	38%	25%	27%	30%	36%	37%
	Positively	35%	35%	35%	37%	36%	31%	36%	37%	34%	32%	37%	38%	31%	26%
	Neutral/Neither Positively nor Negatively	24%	24%	23%	23%	24%	26%	24%	22%	18%	28%	23%	22%	26%	23%
	Negatively	5%	6%	5%	5%	6%	5%	7%	5%	4%	4%	7%	4%	5%	4%
	Very Negatively	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%	3%	3%	1%	7%
	Don't Know	4%	3%	5%	3%	3%	8%	2%	3%	2%	9%	3%	4%	2%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

A heat pump in place of a gas boiler

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Very Positively	16%	18%	14%	18%	12%	13%	15%	19%	19%	18%	13%	18%	16%	16%	18%	15%	22%	14%	18%	11%	11%
	Positively	28%	31%	26%	30%	27%	23%	26%	31%	32%	26%	25%	30%	31%	28%	28%	26%	21%	30%	30%	31%	37%
	Neutral/Neither Positively nor Negatively	34%	33%	35%	30%	37%	40%	36%	32%	29%	33%	35%	36%	36%	32%	27%	35%	37%	35%	32%	34%	41%
	Negatively	6%	6%	6%	6%	8%	6%	7%	4%	4%	6%	7%	5%	6%	7%	6%	6%	5%	8%	3%	2%	1%
	Very Negatively	3%	3%	3%	5%	2%	3%	3%	2%	3%	3%	2%	2%	3%	1%	3%	3%	4%	3%	7%	5%	1%
	Don't Know	13%	9%	17%	12%	13%	16%	12%	11%	14%	13%	18%	8%	9%	16%	18%	14%	10%	11%	10%	16%	9%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

A heat pump in place of a gas boiler

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	16%	17%	15%	16%	19%	12%	18%	18%	26%	10%	15%	20%	23%	15%
		Positively	28%	31%	25%	29%	30%	24%	30%	30%	28%	23%	30%	29%	26%	26%
		Neutral/Neither Positively nor Negatively	34%	31%	37%	33%	33%	36%	31%	31%	36%	39%	33%	31%	32%	40%
		Negatively	6%	6%	5%	7%	5%	5%	7%	6%	4%	4%	7%	5%	5%	6%
		Very Negatively	3%	3%	3%	4%	2%	3%	3%	3%	0%	4%	3%	2%	4%	5%
		Don't Know	13%	12%	14%	12%	11%	19%	11%	12%	7%	20%	11%	12%	10%	8%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Water saving measures

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know	25%	24%	28%	25%	23%	24%	27%	25%	28%	27%	30%	24%	22%	30%	24%	32%	27%	25%	18%	20%	19%	
	45%	45%	44%	34%	39%	44%	45%	50%	54%	39%	42%	49%	52%	45%	41%	42%	46%	46%	49%	46%	45%	
	22%	24%	20%	28%	27%	24%	20%	20%	14%	26%	19%	24%	22%	19%	22%	19%	18%	22%	23%	24%	23%	
	2%	2%	3%	4%	4%	2%	3%	1%	0%	2%	3%	1%	1%	3%	5%	2%	1%	3%	1%	1%	7%	
	1%	2%	1%	3%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	4%	0%	3%	3%	0%	
	4%	3%	5%	6%	6%	5%	4%	3%	3%	5%	4%	1%	2%	2%	8%	4%	4%	4%	6%	6%	6%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Water saving measures

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Very Positively		25%	25%	25%	23%	28%	25%	24%	29%	25%	23%	24%	29%	28%	30%
Positively		45%	48%	41%	49%	45%	36%	52%	42%	48%	37%	49%	41%	46%	46%
Neutral/Neither Positively nor Negatively		22%	20%	24%	21%	20%	27%	20%	21%	20%	27%	19%	22%	18%	18%
Negatively		2%	2%	3%	3%	2%	3%	1%	3%	3%	3%	2%	3%	4%	1%
Very Negatively		1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	2%	4%
Don't Know		4%	4%	5%	4%	4%	7%	3%	3%	3%	8%	4%	3%	2%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Electric vehicle charging points

			Gender		Age						Region												
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know		18%	18%	18%	22%	16%	17%	19%	16%	19%		23%	19%	16%	18%	16%	15%	15%	17%	20%	16%	21%	18%
		35%	36%	34%	28%	34%	37%	33%	35%	39%		30%	36%	32%	34%	36%	32%	38%	34%	39%	39%	34%	32%
		33%	33%	33%	30%	33%	33%	36%	37%	30%		33%	30%	40%	36%	32%	35%	33%	37%	28%	32%	28%	41%
		7%	7%	6%	12%	8%	3%	5%	6%	5%		7%	7%	7%	8%	7%	7%	6%	2%	7%	5%	9%	0%
		2%	2%	2%	1%	2%	3%	2%	2%	2%		2%	2%	2%	1%	4%	4%	1%	2%	2%	5%	1%	0%
		6%	4%	7%	6%	7%	6%	5%	4%	5%		6%	5%	3%	4%	4%	9%	7%	8%	3%	5%	7%	9%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?  
Electric vehicle charging points

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	18%	18%	18%	17%	22%	14%	19%	22%	19%	13%	18%	23%	21%	15%
		Positively	35%	36%	33%	33%	38%	31%	38%	35%	44%	30%	39%	33%	40%	25%
		Neutral/Neither Positively nor Negatively	33%	33%	33%	36%	29%	33%	32%	30%	27%	37%	31%	32%	30%	39%
		Negatively	7%	6%	7%	7%	5%	9%	6%	6%	5%	8%	6%	6%	6%	16%
		Very Negatively	2%	2%	3%	3%	2%	2%	2%	3%	1%	1%	3%	2%	1%	2%
		Don't Know	6%	5%	6%	4%	4%	11%	3%	4%	4%	12%	4%	4%	3%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Electric oven / hob

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Very Positively	15%	12%	18%	22%	16%	15%	15%	11%	12%	18%	13%	15%	11%	16%	18%	14%	14%	18%	12%	15%	16%
	Positively	35%	36%	34%	40%	36%	34%	35%	30%	33%	35%	33%	34%	32%	35%	29%	39%	37%	38%	39%	33%	34%
	Neutral/Neither Positively nor Negatively	36%	39%	33%	23%	30%	36%	38%	46%	39%	32%	38%	42%	45%	32%	36%	33%	37%	32%	34%	36%	31%
	Negatively	8%	8%	7%	7%	8%	7%	4%	9%	10%	7%	12%	7%	9%	9%	6%	6%	4%	8%	8%	5%	9%
	Very Negatively	3%	2%	3%	3%	2%	1%	3%	3%	2%	2%	2%	1%	1%	6%	4%	0%	2%	3%	3%	4%	0%
	Don't Know	4%	4%	5%	4%	8%	5%	4%	1%	3%	7%	2%	1%	3%	4%	7%	7%	7%	2%	4%	7%	9%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Electric oven / hob

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	15%	14%	16%	15%	16%	14%	14%	19%	18%	12%	14%	20%	14%	12%
		Positively	35%	36%	34%	35%	35%	32%	36%	34%	31%	33%	36%	34%	36%	43%
		Neutral/Neither Positively nor Negatively	36%	36%	35%	36%	35%	36%	37%	32%	37%	37%	37%	32%	36%	32%
		Negatively	8%	7%	8%	7%	8%	8%	7%	9%	9%	7%	8%	8%	9%	7%
		Very Negatively	3%	2%	3%	3%	2%	2%	3%	3%	2%	1%	3%	2%	3%	4%
		Don't Know	4%	4%	5%	4%	4%	8%	2%	3%	3%	10%	3%	3%	2%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Wildflower meadow on the development

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Very Negatively Don't Know	18%	16%	19%	18%	17%	16%	21%	20%	16%	18%	23%	15%	19%	20%	18%	14%	20%	16%	14%	17%	23%	
	34%	33%	35%	26%	31%	31%	35%	36%	41%	30%	31%	44%	33%	36%	31%	39%	25%	32%	40%	36%	29%	
	34%	37%	31%	34%	35%	37%	33%	33%	33%	38%	29%	31%	38%	32%	32%	34%	36%	38%	33%	31%	39%	
	4%	5%	4%	10%	5%	4%	3%	3%	3%	4%	5%	5%	5%	3%	7%	2%	3%	5%	4%	5%	3%	
	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	0%	1%	2%	1%	1%	4%	3%	4%	1%	0%	
	8%	6%	9%	10%	10%	11%	6%	7%	6%	8%	10%	5%	4%	6%	12%	10%	12%	6%	5%	10%	6%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?  
Wildflower meadow on the development

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	18%	18%	18%	18%	20%	15%	15%	21%	21%	15%	15%	21%	24%	21%
		Positively	34%	37%	31%	38%	35%	22%	39%	34%	44%	23%	39%	32%	38%	42%
		Neutral/Neither Positively nor Negatively	34%	33%	36%	32%	32%	42%	36%	30%	27%	41%	33%	32%	31%	30%
		Negatively	4%	4%	5%	4%	5%	5%	4%	5%	4%	4%	5%	5%	4%	1%
		Very Negatively	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	0%	0%
		Don't Know	8%	7%	9%	6%	7%	14%	4%	7%	3%	16%	5%	7%	4%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?  
Pond or other form of sustainable drainage on the development

		Gender			Age						Region										
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know	14%	13%	15%	22%	16%	12%	14%	11%	10%	19%	16%	11%	11%	13%	15%	11%	17%	12%	14%	12%	7%
	33%	33%	32%	32%	36%	33%	31%	32%	31%	30%	34%	32%	33%	32%	32%	37%	28%	32%	29%	34%	42%
	35%	38%	32%	31%	33%	36%	34%	38%	39%	34%	30%	44%	41%	35%	33%	37%	29%	32%	39%	37%	38%
	7%	6%	8%	6%	6%	5%	10%	8%	8%	7%	7%	7%	9%	5%	7%	5%	9%	10%	7%	7%	5%
	3%	4%	3%	4%	1%	3%	3%	3%	4%	3%	4%	3%	2%	5%	2%	2%	1%	5%	3%	5%	0%
	8%	6%	10%	6%	8%	11%	9%	7%	7%	7%	8%	3%	5%	10%	11%	9%	16%	8%	7%	7%	8%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?  
Pond or other form of sustainable drainage on the development

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	14%	13%	15%	14%	14%	14%	13%	17%	14%	10%	13%	17%	13%	15%
		Positively	33%	33%	32%	31%	35%	31%	32%	35%	38%	27%	32%	36%	43%	31%
		Neutral/Neither Positively nor Negatively	35%	36%	34%	35%	36%	35%	37%	31%	36%	40%	36%	31%	34%	38%
		Negatively	7%	8%	6%	8%	7%	5%	9%	6%	9%	5%	9%	5%	5%	9%
		Very Negatively	3%	3%	3%	4%	2%	2%	3%	5%	1%	2%	3%	5%	1%	0%
		Don't Know	8%	7%	9%	7%	6%	13%	5%	6%	3%	15%	6%	6%	4%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Composters

		Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know	15%	14%	17%	17%	16%	14%	17%	17%	13%	15%	17%	11%	15%	16%	16%	14%	17%	17%	12%	15%	30%
	37%	36%	38%	36%	37%	37%	34%	35%	41%	36%	37%	43%	35%	39%	34%	42%	31%	36%	38%	38%	27%
	35%	37%	32%	32%	34%	36%	32%	38%	35%	39%	31%	34%	41%	31%	33%	33%	31%	32%	40%	30%	36%
	5%	5%	4%	7%	5%	3%	7%	3%	2%	3%	5%	6%	4%	6%	4%	4%	3%	7%	3%	7%	2%
	1%	2%	1%	2%	1%	2%	1%	2%	0%	3%	1%	1%	1%	2%	1%	1%	2%	2%	1%	0%	0%
	7%	6%	8%	6%	7%	8%	9%	5%	8%	5%	9%	5%	4%	8%	13%	6%	16%	6%	5%	10%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?  
Composters

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	15%	14%	17%	14%	18%	13%	14%	19%	17%	12%	13%	18%	17%	18%
		Positively	37%	39%	35%	38%	39%	30%	40%	40%	40%	28%	39%	40%	38%	37%
		Neutral/Neither Positively nor Negatively	35%	36%	33%	34%	33%	39%	36%	28%	35%	40%	36%	29%	35%	38%
		Negatively	5%	4%	5%	5%	4%	4%	5%	5%	4%	4%	5%	5%	5%	3%
		Very Negatively	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
		Don't Know	7%	6%	8%	7%	5%	12%	4%	6%	4%	15%	5%	6%	5%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Bat boxes in the gardens

			Gender		Age						Region											
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales
Unweighted		2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
Weighted		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know	13%	12%	14%	14%	14%	11%	13%	14%	12%	12%	15%	10%	18%	12%	13%	16%	15%	12%	11%	11%	7%	
	25%	24%	26%	31%	29%	27%	23%	21%	21%	23%	26%	28%	24%	34%	22%	25%	19%	24%	25%	24%	27%	
	37%	40%	34%	33%	35%	38%	38%	41%	37%	40%	37%	44%	39%	25%	32%	34%	45%	35%	38%	36%	42%	
	9%	10%	9%	7%	9%	8%	9%	10%	12%	9%	9%	8%	10%	11%	11%	8%	2%	15%	7%	7%	8%	
	6%	7%	6%	6%	3%	5%	8%	7%	9%	7%	4%	5%	5%	6%	5%	6%	11%	6%	12%	10%	4%	
	9%	7%	11%	8%	10%	11%	10%	7%	9%	10%	10%	4%	4%	11%	17%	10%	8%	8%	7%	12%	11%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Bat boxes in the gardens

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73	
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69	
		Very Positively	13%	13%	14%	13%	14%	10%	12%	17%	14%	8%	12%	17%	11%	14%
		Positively	25%	25%	25%	26%	26%	22%	24%	28%	30%	20%	25%	27%	30%	34%
		Neutral/Neither Positively nor Negatively	37%	37%	37%	35%	36%	42%	37%	33%	39%	43%	37%	37%	41%	25%
		Negatively	9%	11%	8%	11%	10%	6%	12%	9%	8%	6%	11%	8%	6%	12%
		Very Negatively	6%	7%	5%	8%	6%	5%	8%	6%	5%	5%	8%	5%	5%	9%
		Don't Know	9%	8%	11%	8%	7%	15%	6%	6%	5%	18%	7%	7%	6%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?

Community heating plant

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know		11%	12%	11%	18%	9%	11%	10%	12%	10%	17%	12%	9%	9%	12%	11%	8%	12%	9%	10%	12%	17%
		25%	26%	24%	25%	29%	27%	24%	20%	24%	25%	26%	22%	21%	27%	24%	29%	21%	27%	28%	23%	22%
		39%	39%	39%	31%	43%	39%	39%	40%	40%	39%	37%	41%	43%	35%	35%	41%	32%	41%	38%	39%	44%
		8%	9%	7%	10%	6%	7%	7%	9%	10%	8%	8%	14%	13%	5%	4%	5%	13%	8%	8%	6%	5%
		4%	5%	3%	3%	2%	4%	4%	8%	4%	4%	4%	5%	3%	7%	5%	2%	6%	4%	4%	5%	0%
		13%	8%	17%	13%	12%	12%	16%	11%	12%	9%	14%	8%	10%	15%	21%	14%	16%	10%	12%	14%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the things that a home you were thinking about buying or renting might have, how positively or negatively would you consider the following?  
Community heating plant

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Very Positively Positively Neutral/Neither Positively nor Negatively Negatively Very Negatively Don't Know		11%	12%	11%	10%	13%	10%	11%	14%	14%	8%	10%	15%	10%	20%
		25%	26%	24%	25%	29%	19%	27%	28%	28%	20%	26%	27%	30%	15%
		39%	38%	39%	38%	37%	45%	39%	34%	38%	44%	37%	36%	42%	44%
		8%	8%	9%	10%	7%	5%	9%	8%	7%	6%	10%	7%	7%	13%
		4%	4%	3%	6%	2%	3%	6%	4%	2%	2%	7%	2%	1%	2%
		13%	12%	14%	11%	11%	17%	9%	12%	10%	20%	10%	13%	10%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Looking at the following, which of those things have you either had in your existing or former homes, or are aware that family or friends have had in their homes? Select any which apply

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Electric oven / hob	51%	50%	51%	34%	39%	46%	50%	60%	69%	43%	52%	57%	58%	53%	43%	55%	47%	51%	55%	42%	51%
	Solar panels	25%	25%	26%	22%	23%	25%	24%	28%	29%	18%	29%	26%	27%	26%	24%	29%	33%	23%	26%	26%	23%
	Water saving measures	23%	24%	23%	22%	19%	19%	24%	26%	30%	19%	28%	21%	22%	35%	26%	27%	20%	29%	9%	22%	16%
	Composters	23%	25%	22%	19%	19%	21%	22%	30%	27%	20%	25%	31%	24%	30%	22%	23%	15%	23%	21%	22%	11%
	Triple glazing	17%	17%	17%	20%	17%	19%	16%	13%	16%	21%	16%	15%	13%	22%	17%	17%	16%	18%	18%	14%	6%
	Electric vehicle charging points	12%	11%	12%	21%	12%	12%	9%	7%	11%	13%	11%	8%	7%	8%	14%	11%	19%	13%	15%	9%	15%
	Pond or other form of sustainable drainage on the development	11%	10%	11%	14%	11%	10%	6%	10%	12%	9%	10%	17%	11%	11%	14%	9%	8%	11%	6%	8%	12%
	Wildflower meadow on the development	8%	7%	9%	10%	9%	9%	5%	6%	9%	8%	11%	9%	11%	8%	5%	9%	7%	7%	5%	5%	8%
	A heat pump in place of a gas boiler	8%	9%	6%	12%	10%	6%	7%	5%	7%	9%	6%	9%	8%	8%	5%	6%	6%	8%	8%	8%	15%
	Community heating plant	6%	6%	5%	12%	7%	7%	6%	2%	2%	12%	2%	2%	1%	4%	8%	7%	5%	5%	6%	6%	14%
	Bat boxes in the gardens	5%	5%	6%	7%	7%	5%	4%	4%	5%	5%	4%	6%	4%	5%	4%	6%	6%	6%	6%	9%	3%
	None of the above	20%	19%	20%	15%	24%	21%	23%	19%	16%	22%	19%	18%	19%	18%	20%	18%	19%	20%	22%	20%	17%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Looking at the following, which of those things have you either had in your existing or former homes, or are aware that family or friends have had in their homes? Select any which apply

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
					I did not			Liberal				I did not			
		Total	ABC1	C2DE	Leave	Remain	vote	Conservative	Labour	Democrat	vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	Electric oven / hob	51%	55%	45%	55%	50%	42%	58%	45%	51%	47%	57%	45%	56%	55%
	Solar panels	25%	27%	24%	26%	27%	22%	27%	24%	29%	23%	27%	25%	29%	20%
	Water saving measures	23%	24%	23%	25%	25%	17%	26%	25%	23%	18%	28%	24%	22%	25%
	Composters	23%	25%	21%	23%	24%	21%	25%	24%	31%	18%	24%	23%	25%	28%
	Triple glazing	17%	17%	17%	18%	16%	16%	16%	19%	22%	16%	17%	18%	21%	20%
	Electric vehicle charging points	12%	11%	12%	10%	14%	9%	11%	13%	16%	10%	11%	13%	14%	15%
	Pond or other form of sustainable drainage on the development	11%	10%	10%	11%	11%	8%	11%	11%	15%	8%	11%	10%	14%	17%
	Wildflower meadow on the development	8%	7%	9%	10%	7%	7%	9%	8%	12%	5%	10%	6%	10%	18%
	A heat pump in place of a gas boiler	8%	8%	7%	8%	8%	6%	10%	8%	9%	5%	9%	7%	8%	12%
	Community heating plant	6%	5%	7%	5%	7%	4%	5%	8%	7%	4%	4%	8%	4%	12%
	Bat boxes in the gardens	5%	5%	6%	6%	4%	6%	5%	7%	6%	4%	4%	7%	4%	10%
	None of the above	20%	18%	21%	17%	18%	28%	15%	18%	15%	31%	15%	19%	13%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of the following statements do you agree with most?

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
When I think about the cost of buying a home, I focus overwhelmingly on the price of buying the home and any major renovation costs. When I think about the cost of buying a home, I focus more broadly on things like energy bills, running costs etc Don't know		53%	56%	50%	55%	48%	53%	51%	58%	53%	59%	49%	51%	55%	57%	54%	57%	53%	48%	55%	44%	44%
		30%	30%	31%	30%	34%	28%	30%	27%	32%	25%	37%	32%	28%	28%	29%	21%	31%	34%	29%	39%	35%
		17%	15%	19%	16%	18%	19%	19%	14%	15%	16%	14%	17%	16%	15%	17%	21%	16%	18%	16%	17%	21%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which of the following statements do you agree with most?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
When I think about the cost of buying a home, I focus overwhelmingly on the price of buying the home and any major renovation costs. When I think about the cost of buying a home, I focus more broadly on things like energy bills, running costs etc Don't know		53%	58%	47%	53%	58%	44%	57%	54%	55%	46%	56%	54%	60%	57%
		30%	28%	33%	32%	29%	29%	30%	33%	34%	27%	31%	30%	30%	34%
		17%	13%	21%	15%	13%	27%	14%	13%	10%	27%	13%	15%	10%	9%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

You said that you thought more broadly about the cost of buying a home. Which of the following things would make you more likely to buy a home? The home had got:

				Gender		Age					Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
	Triple glazing	17%	16%	18%	13%	14%	12%	19%	18%	23%	10%	23%	20%	17%	19%	13%	14%	16%	19%	20%	19%	10%
	Solar panels	15%	14%	15%	11%	12%	12%	15%	16%	20%	10%	19%	17%	13%	14%	11%	12%	10%	15%	17%	17%	25%
	Water saving measures	14%	14%	13%	10%	10%	11%	16%	14%	20%	11%	20%	17%	17%	11%	11%	9%	13%	16%	13%	22%	8%
	Electric oven / hob	9%	7%	11%	9%	11%	9%	10%	6%	9%	6%	13%	9%	11%	9%	9%	5%	4%	11%	8%	10%	13%
	Heat pump	8%	9%	7%	3%	7%	9%	10%	9%	11%	5%	12%	12%	7%	10%	6%	4%	9%	10%	9%	7%	8%
	Electric vehicle charging points	6%	6%	6%	6%	4%	6%	7%	5%	8%	6%	7%	3%	6%	8%	3%	6%	3%	9%	6%	12%	2%
	Composter	6%	5%	7%	7%	6%	5%	6%	6%	5%	5%	9%	6%	8%	7%	4%	3%	1%	5%	6%	5%	2%
	None of the above	2%	2%	2%	1%	3%	1%	2%	1%	2%	1%	3%	2%	2%	2%	0%	0%	2%	5%	1%	1%	0%
	Don't know	2%	1%	2%	1%	2%	1%	2%	3%	2%	2%	1%	3%	3%	1%	4%	2%	3%	0%	1%	2%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



You said that you thought more broadly about the cost of buying a home. Which of the following things would make you more likely to buy a home? The home had got:

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Triple glazing		17%	17%	17%	20%	16%	12%	18%	18%	23%	13%	19%	16%	17%	18%
Solar panels		15%	14%	15%	16%	14%	13%	15%	14%	18%	13%	16%	14%	15%	12%
Water saving measures		14%	14%	14%	17%	13%	12%	14%	16%	14%	11%	17%	14%	9%	13%
Electric oven / hob		9%	9%	9%	8%	10%	11%	10%	9%	12%	9%	10%	10%	11%	6%
Heat pump		8%	9%	7%	9%	9%	6%	10%	8%	14%	5%	9%	9%	8%	7%
Electric vehicle charging points		6%	6%	6%	7%	7%	5%	6%	8%	9%	5%	6%	8%	5%	9%
Composter		6%	6%	6%	7%	5%	5%	6%	5%	10%	4%	6%	5%	7%	4%
None of the above		2%	2%	2%	2%	1%	3%	2%	1%	1%	3%	1%	1%	1%	3%
Don't know		2%	1%	3%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said that you thought more broadly about the cost of buying a home. Which of the following things would make you more likely to buy a home? The home had got:**

*Only those who say they think more broadly about costs*

		Costs																				
		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	614	271	337	55	166	94	102	79	118	67	96	47	51	41	56	39	29	83	52	40	13
	Weighted	608	289	314	83	116	95	102	77	135	69	100	51	51	39	53	34	25	77	49	39	21
	Triple glazing	56%	54%	57%	43%	41%	45%	64%	65%	72%	41%	62%	61%	60%	67%	46%	66%	50%	56%	69%	48%	27%
	Solar panels	48%	48%	48%	38%	35%	44%	50%	57%	62%	40%	51%	53%	47%	51%	38%	55%	31%	45%	59%	44%	72%
	Water saving measures	46%	49%	44%	34%	30%	40%	53%	52%	64%	43%	54%	52%	58%	40%	36%	41%	41%	45%	44%	55%	23%
	Electric oven / hob	30%	23%	36%	29%	33%	32%	32%	23%	29%	25%	34%	28%	37%	31%	31%	24%	14%	33%	28%	25%	39%
	Heat pump	28%	32%	24%	11%	20%	32%	33%	32%	35%	22%	32%	36%	26%	37%	20%	21%	28%	29%	30%	19%	23%
	Electric vehicle charging points	21%	21%	21%	20%	13%	22%	25%	20%	25%	25%	20%	10%	20%	28%	12%	28%	10%	27%	21%	30%	7%
	Composter	19%	17%	21%	24%	18%	18%	20%	23%	14%	22%	25%	19%	28%	25%	14%	12%	5%	16%	20%	13%	6%
	None of the above	6%	5%	6%	5%	9%	4%	5%	5%	6%	4%	7%	6%	7%	8%	1%	0%	7%	13%	5%	4%	0%
	Don't know	6%	5%	7%	3%	5%	5%	6%	11%	7%	6%	4%	8%	9%	5%	12%	9%	10%	1%	5%	5%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**You said that you thought more broadly about the cost of buying a home. Which of the following things would make you more likely to buy a home? The home had got:**

*Only those who say they think more broadly about costs*

		Social Grade			EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	614	333	278	260	263	91	195	202	59	87	220	186	61	26
	Weighted	608	298	306	270	221	118	191	203	39	127	222	178	51	23
Triple glazing		56%	59%	52%	61%	56%	43%	59%	54%	66%	47%	61%	54%	55%	53%
Solar panels		48%	50%	46%	50%	48%	44%	52%	43%	53%	48%	52%	45%	49%	34%
Water saving measures		46%	50%	42%	51%	44%	41%	48%	49%	41%	42%	54%	47%	31%	39%
Electric oven / hob		30%	32%	27%	24%	34%	37%	33%	26%	34%	34%	32%	33%	37%	17%
Heat pump		28%	32%	22%	28%	31%	20%	33%	25%	40%	20%	31%	28%	25%	20%
Electric vehicle charging points		21%	23%	19%	21%	23%	16%	21%	23%	26%	18%	19%	26%	18%	27%
Composter		19%	20%	18%	21%	16%	18%	20%	15%	28%	16%	19%	17%	24%	11%
None of the above		6%	6%	6%	5%	5%	10%	6%	3%	3%	13%	5%	3%	4%	9%
Don't know		6%	4%	8%	8%	4%	6%	5%	5%	6%	9%	4%	5%	6%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking very broadly about how the Government can reduce greenhouse gas emissions and improve energy efficiency, which of the following sorts of policy options do you think the Government should pursue?

			Gender		Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
The Government should provide loans to individuals and businesses to pay for energy efficiency schemes that they then pay back over many years, etc The Government should raise taxes on the most polluting sectors like manufacturing to pay for energy efficiency schemes The Government should raise taxes generally – on businesses and individuals - to pay for energy efficiency schemes Don't know		32%	31%	32%	39%	27%	29%	33%	32%	32%	31%	28%	29%	30%	28%	32%	34%	37%	32%	31%	45%	38%
		33%	34%	33%	28%	34%	32%	33%	35%	37%	34%	40%	34%	40%	34%	24%	34%	26%	28%	35%	20%	49%
		13%	15%	11%	13%	15%	14%	9%	11%	13%	12%	13%	15%	6%	12%	13%	11%	9%	18%	16%	15%	2%
		22%	20%	25%	20%	24%	26%	25%	22%	18%	24%	19%	22%	23%	27%	30%	21%	28%	22%	19%	20%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking very broadly about how the Government can reduce greenhouse gas emissions and improve energy efficiency, which of the following sorts of policy options do you think the Government should pursue?

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
The Government should provide loans to individuals and businesses to pay for energy efficiency schemes that they then pay back over many years, etc The Government should raise taxes on the most polluting sectors like manufacturing to pay for energy efficiency schemes The Government should raise taxes generally – on businesses and individuals - to pay for energy efficiency schemes Don't know		32%	31%	33%	34%	32%	26%	35%	33%	30%	26%	33%	31%	33%	44%
		33%	36%	31%	32%	35%	33%	34%	34%	36%	31%	34%	34%	37%	29%
		13%	13%	12%	13%	16%	6%	12%	17%	21%	5%	12%	15%	17%	15%
		22%	20%	25%	20%	18%	35%	19%	17%	13%	38%	20%	20%	13%	12%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking specifically about how the Government could increase energy efficiency in homes and reduce greenhouse gas emissions, which of the following do you think would be best?

You may select any which apply

		Gender			Age						Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38
	Weighted	2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60
Government loans to help people make their homes more efficient which they could pay back over time when they had benefited from lower bills  Requiring mortgage lenders to provide higher mortgages for more energy efficient homes where monthly bills would be lower and people would therefore have more money to pay for their mortgage  Providing a tax break to home builders to increase incentives to build energy efficient homes  Encouraging people to change their boilers to become more environmentally friendly  Impose additional taxes on the least efficient homes  Require all new homes to be fitted with solar panels  Other (Please Specify)  Don't know	40%	39%	41%	33%	31%	36%	40%	51%	47%	36%	42%	40%	43%	43%	36%	45%	31%	40%	47%	35%	28%	
	16%	15%	17%	21%	19%	15%	11%	14%	16%	18%	18%	16%	12%	19%	15%	19%	12%	14%	20%	11%	8%	
	34%	36%	31%	27%	25%	30%	38%	43%	39%	32%	32%	35%	33%	38%	23%	33%	27%	38%	44%	37%	31%	
	35%	35%	36%	28%	25%	29%	35%	42%	49%	32%	35%	38%	41%	41%	33%	35%	39%	32%	40%	33%	19%	
	9%	10%	9%	14%	12%	9%	8%	8%	6%	10%	11%	9%	7%	9%	8%	5%	9%	11%	11%	11%	15%	
	39%	39%	40%	33%	33%	32%	40%	39%	53%	29%	43%	47%	48%	47%	34%	36%	39%	33%	44%	38%	40%	
	1%	2%	1%	1%	1%	1%	3%	2%	1%	3%	0%	2%	2%	1%	0%	0%	3%	2%	2%	1%	0%	
	16%	16%	17%	15%	20%	20%	17%	13%	14%	21%	16%	13%	17%	13%	23%	19%	19%	14%	7%	14%	16%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking specifically about how the Government could increase energy efficiency in homes and reduce greenhouse gas emissions, which of the following do you think would be best?  
You may select any which apply

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
Government loans to help people make their homes more efficient which they could pay back over time when they had benefited from lower bills Requiring mortgage lenders to provide higher mortgages for more energy efficient homes where monthly bills would be lower and people would therefore have more money to pay for their mortgage Providing a tax break to home builders to increase incentives to build energy efficient homes Encouraging people to change their boilers to become more environmentally friendly Impose additional taxes on the least efficient homes Require all new homes to be fitted with solar panels Other (Please Specify) Don't know	40%	42%	36%	44%	41%	30%	42%	40%	49%	33%	41%	42%	43%	37%	
	16%	19%	13%	16%	17%	13%	16%	20%	18%	11%	15%	19%	13%	13%	
	34%	36%	30%	37%	34%	26%	39%	31%	41%	27%	37%	30%	40%	50%	
	35%	40%	30%	38%	39%	23%	42%	34%	39%	26%	40%	34%	41%	41%	
	9%	10%	9%	8%	10%	10%	9%	11%	12%	8%	9%	12%	14%	5%	
	39%	41%	36%	41%	41%	32%	41%	41%	43%	33%	40%	42%	42%	35%	
	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%	0%	
	16%	14%	19%	14%	13%	27%	13%	13%	10%	29%	14%	15%	8%	7%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about how local councils might improve the local environment, which of the following do you think would be best? Select up to three

			Gender		Age						Region												
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	Weighted	2006	909	1089	178	488	345	340	282	373	267	276	139	183	145	187	168	89	238	175	101	38	
		2006	979	1019	280	342	342	342	280	420	282	272	160	180	140	180	160	80	222	170	100	60	
Harsher fines for people caught fly-tipping Reducing council tax bills for people that eg recycle more Councils should insist all new homes built in their area are “carbon neutral”, even if this means costs are higher Councils should spend more of their budgets on improving the energy efficiency of council owned housing Provide composters to all households to reduce food waste going to landfill Adding a small amount to council tax to pay to plant trees and improve green spaces Other (Please Specify) Don't Know	52%	54%	51%	31%	36%	43%	59%	64%	75%	42%	56%	59%	58%	54%	49%	47%	58%	55%	60%	46%	50%		
	50%	49%	50%	49%	49%	51%	49%	49%	50%	46%	46%	44%	50%	51%	46%	51%	58%	59%	46%	54%	56%		
	29%	31%	27%	30%	23%	25%	25%	31%	37%	31%	31%	34%	25%	31%	22%	34%	22%	30%	33%	16%	24%		
	28%	26%	30%	24%	24%	23%	26%	34%	34%	26%	29%	28%	27%	32%	23%	28%	27%	25%	36%	27%	22%		
	21%	15%	26%	19%	21%	19%	18%	26%	21%	18%	32%	15%	21%	28%	17%	23%	19%	18%	18%	16%	11%		
	20%	21%	18%	26%	21%	19%	17%	16%	20%	23%	18%	29%	13%	19%	22%	19%	16%	16%	23%	17%	16%		
	1%	1%	0%	0%	1%	0%	1%	2%	1%	2%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%		
	10%	10%	11%	12%	14%	14%	10%	7%	6%	13%	10%	6%	14%	8%	14%	10%	9%	9%	8%	9%	16%		

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote



Thinking about how local councils might improve the local environment, which of the following do you think would be best? Select up to three

			Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	2006	1158	837	808	880	318	644	632	169	340	710	604	201	73
	Weighted	2006	1055	940	830	766	410	646	610	114	480	725	585	169	69
	Harsher fines for people caught fly-tipping	52%	56%	48%	62%	48%	41%	65%	43%	57%	46%	65%	42%	57%	54%
	Reducing council tax bills for people that eg recycle more	50%	48%	51%	52%	48%	47%	50%	52%	40%	49%	52%	50%	46%	61%
	Councils should insist all new homes built in their area are “carbon neutral”, even if this means costs are higher	29%	33%	24%	29%	33%	20%	29%	32%	34%	23%	28%	32%	34%	32%
	Councils should spend more of their budgets on improving the energy efficiency of council owned housing	28%	29%	27%	31%	26%	24%	28%	26%	29%	28%	27%	28%	28%	42%
	Provide composters to all households to reduce food waste going to landfill	21%	21%	21%	20%	21%	23%	20%	21%	20%	21%	20%	22%	18%	14%
	Adding a small amount to council tax to pay to plant trees and improve green spaces	20%	20%	19%	18%	24%	15%	19%	23%	34%	12%	18%	22%	27%	16%
	Other (Please Specify)	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
	Don't Know	10%	9%	12%	7%	9%	19%	7%	8%	6%	20%	7%	10%	5%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote