

## YouGov Survey Results

Sample Size: 1817 GB Adults  
Fieldwork: 24th - 25th July 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>1817</b>	X	X	X	X	552	429	391	883	934	220	463	621	512	1036	781	233	591	389	447	158	
Unweighted Sample	1817	441	557	114	174	565	437	383	868	949	155	461	694	507	1236	581	236	610	389	424	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before taking this survey, had you heard of the government's 'Help to Buy' housing scheme?

Yes, I had	<b>75</b>	83	76	78	73	81	77	81	77	72	55	74	75	82	77	71	78	74	80	72	68
No, I hadn't	<b>25</b>	17	24	22	27	19	23	19	23	28	45	26	25	18	23	29	22	26	20	28	32

And how much, if anything, do you know about the 'Help to Buy' housing scheme?

A great deal	<b>3</b>	4	3	2	2	3	3	2	3	2	6	4	2	1	3	2	3	4	2	1	2
A fair amount	<b>23</b>	31	25	19	20	26	25	22	28	19	21	25	21	25	24	22	22	23	28	22	20
<b>TOTAL GREAT DEAL / FAIR AMOUNT</b>	<b>26</b>	<b>35</b>	<b>28</b>	<b>21</b>	<b>22</b>	<b>29</b>	<b>28</b>	<b>24</b>	<b>31</b>	<b>21</b>	<b>27</b>	<b>29</b>	<b>23</b>	<b>26</b>	<b>27</b>	<b>24</b>	<b>25</b>	<b>27</b>	<b>30</b>	<b>23</b>	<b>22</b>
Not a lot	<b>47</b>	50	47	52	50	50	48	54	45	50	31	42	52	54	49	46	47	46	49	49	44
Nothing at all	<b>24</b>	14	22	26	27	19	22	21	20	27	33	24	24	20	21	28	24	22	20	25	33
<b>TOTAL NOT A LOT / NOTHING AT ALL</b>	<b>71</b>	<b>64</b>	<b>69</b>	<b>78</b>	<b>77</b>	<b>69</b>	<b>70</b>	<b>75</b>	<b>65</b>	<b>77</b>	<b>64</b>	<b>66</b>	<b>76</b>	<b>74</b>	<b>70</b>	<b>74</b>	<b>71</b>	<b>68</b>	<b>69</b>	<b>74</b>	<b>77</b>
Don't know	<b>3</b>	1	2	0	0	1	3	1	4	2	8	5	2	1	3	3	3	5	1	2	1

## YouGov Survey Results

Sample Size: 1817 GB Adults  
Fieldwork: 24th - 25th July 2013

	Which ONE of the following BEST describes your home?								
Total	Owned outright	Owned with a mortgage or loan	Part-owned (shared ownership)*	Rented from the local authority	Rented from a housing association	Rented from a private landlord	Living rent free (including rent-free in a relative or friend's property)	Other*	
<b>Weighted Sample</b>	<b>1817</b>	551	623	25	102	125	251	94	46
Unweighted Sample	1817	571	672	23	87	102	239	87	36
	%	%	%	%	%	%	%	%	%

Before taking this survey, had you heard of the government's 'Help to Buy' housing scheme?

Yes, I had	<b>75</b>	80	76	89	75	69	69	66	43
No, I hadn't	<b>25</b>	20	24	11	25	31	31	34	57

And how much, if anything, do you know about the 'Help to Buy' housing scheme?

A great deal	<b>3</b>	2	2	14	3	2	3	8	1
A fair amount	<b>23</b>	25	24	26	28	23	14	28	18
<b>TOTAL GREAT DEAL / FAIR AMOUNT</b>	<b>26</b>	<b>27</b>	<b>26</b>	<b>40</b>	<b>31</b>	<b>25</b>	<b>17</b>	<b>36</b>	<b>19</b>
Not a lot	<b>47</b>	51	50	42	44	41	49	32	25
Nothing at all	<b>24</b>	20	21	19	21	33	32	29	27
<b>TOTAL NOT A LOT / NOTHING AT ALL</b>	<b>71</b>	<b>71</b>	<b>71</b>	<b>61</b>	<b>65</b>	<b>74</b>	<b>81</b>	<b>61</b>	<b>52</b>
Don't know	<b>3</b>	1	4	0	3	1	2	3	29

Fieldwork: 24th - 25th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1817</b>	X	X	X	X	552	429	391	883	934	220	463	621	512	1036	781	233	591	389	447	158
Unweighted Sample	1817	441	557	114	174	565	437	383	868	949	155	461	694	507	1236	581	236	610	389	424	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The 'Help to buy' is a government-backed initiative to help those looking to upsize and also first-time buyers, to purchase a property with just a 5% deposit. The government will guarantee a proportion of the loan to encourage the banks to lend. Foreign buyers with no history of property owning in the UK, buyers of second homes and buy-to-let landlords will be excluded.

The first phase of the scheme, equity loans, was launched four months ago and provides equity loans for buyers of new homes. From January 2014, it will be extended to help buyers of existing homes.

Which one of the following best reflects your view about the 'Help to Buy' scheme?

The scheme is good as it allows people who would otherwise not be able to get onto the housing ladder to own their own home

The scheme is bad as it allows people that may not be financially responsible to borrow money they may not be able to pay back

Neither

Don't know

49	63	47	58	37	54	44	52	44	54	51	52	48	48	51	47	46	51	50	52	42
24	17	29	21	33	22	30	24	28	21	16	21	27	27	23	26	29	22	23	25	30
13	12	12	15	15	13	13	15	14	12	15	15	12	12	13	13	15	14	14	11	10
13	8	12	7	14	11	13	10	14	13	18	12	13	13	13	14	11	14	13	12	19

Thinking about if you were looking to buy a house...

From what you know about the scheme, how likely or unlikely would you be to consider using the 'Help to Buy' scheme to obtain a mortgage for a new-build house?

Very likely	9	12	9	15	6	10	8	10	9	10	11	12	8	7	10	9	12	10	6	10	9
Fairly likely	23	24	24	19	25	21	20	25	24	21	35	26	18	20	24	21	16	22	25	24	24
<b>TOTAL LIKELY</b>	<b>32</b>	<b>36</b>	<b>33</b>	<b>34</b>	<b>31</b>	<b>31</b>	<b>28</b>	<b>35</b>	<b>33</b>	<b>31</b>	<b>46</b>	<b>38</b>	<b>26</b>	<b>27</b>	<b>34</b>	<b>30</b>	<b>28</b>	<b>32</b>	<b>31</b>	<b>34</b>	<b>33</b>
Fairly unlikely	18	18	18	21	16	16	17	23	17	18	25	18	17	14	20	15	25	15	19	17	11
Very unlikely	37	36	36	35	46	41	41	31	37	37	10	29	42	49	34	41	35	39	34	36	39
<b>TOTAL UNLIKELY</b>	<b>55</b>	<b>54</b>	<b>54</b>	<b>56</b>	<b>62</b>	<b>57</b>	<b>58</b>	<b>54</b>	<b>54</b>	<b>55</b>	<b>35</b>	<b>47</b>	<b>59</b>	<b>63</b>	<b>54</b>	<b>56</b>	<b>60</b>	<b>54</b>	<b>53</b>	<b>53</b>	<b>50</b>
Don't know	14	10	13	10	7	12	14	11	14	14	19	15	14	11	13	15	12	14	16	12	17

Fieldwork: 24th - 25th July 2013

		Which ONE of the following BEST describes your home?							
Total	Owned outright	Owned with a mortgage or loan	Part-owned (shared ownership)*	Rented from the local authority	Rented from a housing association	Rented from a private landlord	Living rent free (including rent-free in a relative or friend's property)	Other*	
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	%	%	%	%	%	%	%	%	%

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The first phase of the scheme, equity loans, was launched four months ago and provides equity loans for buyers of new homes. From January 2014, it will be extended to help buyers of existing homes.

Which one of the following best reflects your view about the 'Help to Buy' scheme?

The scheme is good as it allows people who would otherwise not be able to get onto the housing ladder to own their own home	<b>49</b>	49	51	42	40	48	53	59	16
The scheme is bad as it allows people that may not be financially responsible to borrow money they may not be able to pay back	<b>24</b>	26	24	37	30	21	19	23	21
Neither	<b>13</b>	12	12	16	13	20	13	11	23
Don't know	<b>13</b>	13	12	5	17	11	15	8	40

Thinking about if you were looking to buy a house...

From what you know about the scheme, how likely or unlikely would you be to consider using the 'Help to Buy' scheme to obtain a mortgage for a new-build house?

Very likely	<b>9</b>	9	5	25	6	16	14	12	11
Fairly likely	<b>23</b>	22	23	8	15	22	24	39	15
<b>TOTAL LIKELY</b>	<b>32</b>	<b>31</b>	<b>28</b>	<b>33</b>	<b>21</b>	<b>38</b>	<b>38</b>	<b>51</b>	<b>26</b>
Fairly unlikely	<b>18</b>	15	21	29	16	14	15	24	4
Very unlikely	<b>37</b>	43	37	31	51	34	30	15	23
<b>TOTAL UNLIKELY</b>	<b>55</b>	<b>58</b>	<b>58</b>	<b>60</b>	<b>67</b>	<b>48</b>	<b>45</b>	<b>39</b>	<b>27</b>
Don't know	<b>14</b>	11	14	7	12	14	16	11	48

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about if you were looking to buy a house...  
From what you know about the scheme, how likely or unlikely would you be to consider using the 'Help to Buy' scheme to buy a house that is already on the market (i.e. a house that isn't a new-build)?

Very likely	10	11	10	12	10	8	8	13	9	11	13	15	8	6	11	8	9	12	7	12	4
Fairly likely	23	23	24	23	24	22	21	24	22	24	33	25	20	20	24	21	21	22	23	25	22
<b>TOTAL LIKELY</b>	<b>33</b>	<b>34</b>	<b>34</b>	<b>35</b>	<b>34</b>	<b>30</b>	<b>29</b>	<b>37</b>	<b>31</b>	<b>35</b>	<b>46</b>	<b>40</b>	<b>28</b>	<b>26</b>	<b>35</b>	<b>29</b>	<b>30</b>	<b>34</b>	<b>30</b>	<b>37</b>	<b>26</b>
Fairly unlikely	18	18	19	26	16	16	17	22	20	16	20	20	18	16	19	16	20	17	21	15	20
Very unlikely	33	35	34	28	37	39	38	28	33	33	13	23	39	44	30	37	33	35	29	35	35
<b>TOTAL UNLIKELY</b>	<b>51</b>	<b>53</b>	<b>53</b>	<b>54</b>	<b>53</b>	<b>55</b>	<b>55</b>	<b>50</b>	<b>53</b>	<b>49</b>	<b>33</b>	<b>43</b>	<b>57</b>	<b>60</b>	<b>49</b>	<b>53</b>	<b>53</b>	<b>52</b>	<b>50</b>	<b>50</b>	<b>55</b>
Don't know	16	13	14	12	12	15	16	12	16	16	21	17	16	13	15	17	17	14	20	14	20

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

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		Which ONE of the following BEST describes your home?							
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	%	%	%	%	%	%	%	%	%

Thinking about if you were looking to buy a house...  
From what you know about the scheme, how likely or unlikely would you be to consider using the 'Help to Buy' scheme to buy a house that is already on the market (i.e. a house that isn't a new-build)?

Very likely	<b>10</b>	9	7	0	3	14	20	13	8
Fairly likely	<b>23</b>	22	23	29	13	26	21	43	17
<b>TOTAL LIKELY</b>	<b>33</b>	<b>31</b>	<b>30</b>	<b>29</b>	<b>16</b>	<b>40</b>	<b>41</b>	<b>56</b>	<b>25</b>
Fairly unlikely	<b>18</b>	16	21	33	21	16	15	20	12
Very unlikely	<b>33</b>	39	34	31	49	30	27	11	14
<b>TOTAL UNLIKELY</b>	<b>51</b>	<b>55</b>	<b>55</b>	<b>64</b>	<b>70</b>	<b>46</b>	<b>42</b>	<b>31</b>	<b>26</b>
Don't know	<b>16</b>	15	16	7	14	14	18	13	48

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*