

# YouGov / New Homes Marketing Board Survey Results

Sample Size: 2035

Fieldwork: 18th - 19th February 2010

Total	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2035	1017	1018	128	350	315	384	858	1121	914	474	291	188	336	455	102	189
<b>Base: All GB adults</b> 2035	977	1058	244	359	332	387	712	1119	916	501	334	195	260	466	102	177

## Thinking about owning/ buying a property...

### Which ONE of the following BEST applies to you?

I own a property/ properties (with or without a mortgage) and do not plan to buy anymore	53%	52%	55%	7%	34%	55%	64%	73%	60%	45%	56%	54%	54%	41%	56%	58%	53%
I own a property/ properties (with or without a mortgage) and plan to buy another	11%	12%	10%	5%	15%	14%	13%	7%	14%	6%	10%	8%	16%	16%	11%	6%	7%
I do not own property but plan to buy one/ some	14%	15%	13%	59%	25%	9%	2%	1%	11%	17%	12%	13%	13%	20%	10%	18%	18%
I do not own property and do not plan to buy any	21%	20%	21%	27%	21%	19%	21%	19%	13%	30%	21%	24%	17%	20%	21%	17%	20%
Don't know	2%	2%	2%	2%	4%	3%	1%	0%	1%	2%	2%	1%	1%	3%	2%	1%	2%

## Thinking about the current economic climate and the impact this has had on the housing market...

### Which ONE of the following BEST applies to you?

	Unweighted Base		439	217	222	79	148	77	61	74	267	172	87	60	47	108	84	18	35
<b>Base: All GB adults who plan to buy property</b>	492	256	237	157	145	75	56	59	284	208	106	72	55	94	97	24	44		
The current economic climate has caused me to put my plans to buy a house/ another property on hold	43%	38%	49%	26%	51%	53%	57%	47%	46%	40%	33%	41%	63%	42%	45%	50%	44%		
The current economic climate has not affected my plans to purchase property at all	45%	49%	40%	58%	41%	33%	33%	45%	44%	45%	53%	40%	34%	42%	45%	37%	55%		
The current economic climate has made things easier for me to proceed with my property purchasing plans	9%	11%	6%	13%	7%	9%	4%	7%	8%	9%	7%	16%	4%	12%	9%	2%	1%		
Don't know	3%	1%	5%	4%	1%	5%	7%	1%	2%	5%	6%	3%	-	3%	2%	11%	-		

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Sample Size: 2035

Fieldwork: 18th - 19th February 2010

Total	Work status						Marital status					Children per household			
	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base 2035	979	260	88	460	60	188	1100	231	193	52	429	1386	288	214	99
<b>Base: All GB adults 2035</b>	999	259	138	387	62	190	1013	240	185	51	518	1343	304	238	103

## Thinking about owning/ buying a property...

### Which ONE of the following BEST applies to you?

I own a property/ properties (with or without a mortgage) and do not plan to buy anymore	53%	54%	60%	4%	73%	15%	47%	70%	45%	50%	69%	23%	55%	50%	54%	42%
I own a property/ properties (with or without a mortgage) and plan to buy another	11%	14%	12%	1%	6%	5%	9%	12%	17%	10%	7%	6%	8%	15%	16%	14%
I do not own property but plan to buy one/ some	14%	15%	10%	53%	1%	22%	6%	4%	16%	4%	-	37%	14%	15%	9%	16%
I do not own property and do not plan to buy any	21%	14%	17%	40%	20%	52%	36%	13%	21%	36%	24%	30%	22%	17%	19%	22%
Don't know	2%	2%	1%	3%	0%	6%	2%	1%	1%	0%	-	4%	1%	4%	1%	6%

## Thinking about the current economic climate and the impact this has had on the housing market...

### Which ONE of the following BEST applies to you?

	Unweighted Base 439	274	48	43	31	14	29	175	71	28	4	157	262	80	53	31
<b>Base: All GB adults who plan to buy property 492</b>	293	55	74	24	17	29	160	78	25	3	222	295	90	60	31	
The current economic climate has caused me to put my plans to buy a house/ another property on hold	43%	45%	48%	29%	51%	39%	55%	49%	41%	69%	46%	38%	39%	51%	54%	44%
The current economic climate has not affected my plans to purchase property at all	45%	43%	44%	60%	43%	20%	36%	42%	41%	22%	54%	50%	49%	38%	31%	40%
The current economic climate has made things easier for me to proceed with my property purchasing plans	9%	10%	2%	7%	3%	28%	3%	7%	11%	2%	-	10%	9%	5%	13%	8%
Don't know	3%	1%	6%	5%	4%	13%	6%	2%	7%	7%	-	2%	2%	6%	2%	7%

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2035	1017	1018	128	350	315	384	858	1121	914	474	291	188	336	455	102	189
<b>Base: All GB adults 2035</b>	<b>977</b>	<b>1058</b>	<b>244</b>	<b>359</b>	<b>332</b>	<b>387</b>	<b>712</b>	<b>1119</b>	<b>916</b>	<b>501</b>	<b>334</b>	<b>195</b>	<b>260</b>	<b>466</b>	<b>102</b>	<b>177</b>

You mentioned that the current economic climate has caused you to put your plans to buy a house/ another property on hold...

Which ONE of the following has been the MAIN reason for you to put your plans to buy a house/ another property on hold?

	Unweighted Base																
	205	93	112	22	73	40	34	36	133	72	35	28	27	47	41	10	17
<b>Base: All GB adults who plan to buy property but have put their plans on hold</b>	<b>214</b>	<b>98</b>	<b>116</b>	<b>41</b>	<b>74</b>	<b>40</b>	<b>32</b>	<b>28</b>	<b>131</b>	<b>83</b>	<b>35</b>	<b>30</b>	<b>35</b>	<b>40</b>	<b>44</b>	<b>12</b>	<b>19</b>
Difficulty of obtaining a suitable mortgage	26%	30%	23%	27%	33%	22%	27%	11%	26%	26%	27%	22%	18%	18%	36%	6%	50%
Saving for a deposit has become increasingly challenging with bills and daily expenses rising	44%	38%	49%	60%	47%	55%	25%	20%	39%	52%	38%	52%	40%	54%	36%	68%	36%
Lack of confidence in the market	23%	24%	23%	5%	20%	15%	44%	48%	27%	17%	26%	23%	22%	25%	25%	26%	14%
Other	6%	8%	5%	8%	-	8%	4%	21%	7%	5%	9%	3%	21%	3%	2%	-	-

Do you think you will still be able to buy a house in the near future?

	Unweighted Base																
	439	217	222	79	148	77	61	74	267	172	87	60	47	108	84	18	35
<b>Base: All GB adults who plan to buy property</b>	<b>492</b>	<b>256</b>	<b>237</b>	<b>157</b>	<b>145</b>	<b>75</b>	<b>56</b>	<b>59</b>	<b>284</b>	<b>208</b>	<b>106</b>	<b>72</b>	<b>55</b>	<b>94</b>	<b>97</b>	<b>24</b>	<b>44</b>
Yes, I do	57%	62%	53%	55%	57%	60%	57%	62%	59%	55%	68%	42%	63%	59%	50%	64%	61%
No, I don't	26%	27%	24%	36%	27%	23%	8%	17%	23%	30%	20%	43%	16%	27%	23%	21%	32%
Don't know	17%	11%	23%	9%	16%	17%	34%	21%	18%	15%	12%	15%	22%	15%	27%	14%	7%

How will the delay in your property purchase affect your living arrangements? (Please select the option that BEST applies to you)

	Unweighted Base																
	439	217	222	79	148	77	61	74	267	172	87	60	47	108	84	18	35
<b>Base: All GB adults who plan to buy property</b>	<b>492</b>	<b>256</b>	<b>237</b>	<b>157</b>	<b>145</b>	<b>75</b>	<b>56</b>	<b>59</b>	<b>284</b>	<b>208</b>	<b>106</b>	<b>72</b>	<b>55</b>	<b>94</b>	<b>97</b>	<b>24</b>	<b>44</b>
I will have to stay at my parent's home	15%	16%	15%	30%	18%	3%	-	2%	12%	21%	16%	12%	7%	14%	11%	34%	33%
I will have to continue renting at my current residence	24%	25%	23%	29%	37%	17%	8%	5%	25%	23%	22%	25%	23%	27%	27%	38%	11%
I will have to move into a less desirable but more affordable rented house	10%	9%	12%	15%	8%	11%	7%	2%	6%	15%	10%	11%	11%	6%	12%	4%	16%
It will not affect my living arrangements	44%	48%	41%	19%	34%	63%	74%	83%	52%	33%	41%	49%	48%	50%	45%	20%	40%
Other	2%	1%	4%	1%	1%	4%	5%	6%	3%	2%	2%	2%	4%	2%	3%	3%	-
Don't know	4%	2%	6%	6%	2%	2%	5%	2%	2%	6%	9%	1%	8%	2%	2%	-	-

Total	Work status						Marital status					Children per household			
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Unweighted Base 2035	979	260	88	460	60	188	1100	231	193	52	429	1386	288	214	99
Base: All GB adults 2035	999	259	138	387	62	190	1013	240	185	51	518	1343	304	238	103

You mentioned that the current economic climate has caused you to put your plans to buy a house/ another property on hold...

Which ONE of the following has been the MAIN reason for you to put your plans to buy a house/ another property on hold?

	Unweighted Base 205	124	26	14	15	8	18	91	30	18	2	63	112	42	32	14
Base: All GB adults who plan to buy property but have put their plans on hold 214	131	26	21	12	7	16	78	32	17	2	84	116	46	32	14	
Difficulty of obtaining a suitable mortgage	26%	34%	23%	10%	-	21%	10%	24%	30%	15%	-	28%	22%	31%	34%	33%
Saving for a deposit has become increasingly challenging with bills and daily expenses rising	44%	41%	48%	59%	18%	63%	56%	35%	51%	24%	-	55%	45%	46%	40%	42%
Lack of confidence in the market	23%	21%	25%	16%	56%	9%	31%	31%	19%	49%	100%	11%	25%	15%	26%	25%
Other	6%	4%	4%	16%	26%	7%	3%	9%	-	12%	-	6%	8%	8%	-	-

Do you think you will still be able to buy a house in the near future?

	Unweighted Base 439	274	48	43	31	14	29	175	71	28	4	157	262	80	53	31
Base: All GB adults who plan to buy property 492	293	55	74	24	17	29	160	78	25	3	222	295	90	60	31	
Yes, I do	57%	61%	48%	55%	65%	40%	46%	61%	55%	54%	73%	56%	57%	61%	55%	58%
No, I don't	26%	23%	31%	35%	16%	46%	22%	17%	27%	25%	-	32%	27%	18%	33%	23%
Don't know	17%	16%	21%	10%	19%	14%	32%	21%	18%	21%	27%	12%	16%	21%	12%	19%

How will the delay in your property purchase affect your living arrangements? (Please select the option that BEST applies to you)

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I will have to stay at my parent's home	15%	13%	18%	33%	-	5%	5%	5%	9%	-	-	27%	15%	18%	17%	5%
I will have to continue renting at my current residence	24%	27%	15%	26%	1%	22%	31%	14%	28%	24%	-	31%	26%	22%	16%	32%
I will have to move into a less desirable but more affordable rented house	10%	10%	16%	14%	-	-	2%	8%	14%	6%	-	11%	8%	11%	10%	27%
It will not affect my living arrangements	44%	45%	40%	21%	95%	61%	56%	66%	41%	52%	100%	27%	45%	43%	50%	33%
Other	2%	3%	4%	-	4%	-	3%	5%	-	7%	-	1%	1%	5%	4%	-
Don't know	4%	3%	7%	6%	-	13%	4%	2%	8%	11%	-	3%	5%	1%	3%	2%

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On a scale of 1 to 5 with 1 being 'Extremely frustrated' and 5 being 'Not frustrated at all' how would you rate your current frustration with the property market?

	Unweighted Base 439	217	222	79	148	77	61	74	267	172	87	60	47	108	84	18	35
	<b>Base: All GB adults who plan to buy property 492</b>	<b>256</b>	<b>237</b>	<b>157</b>	<b>145</b>	<b>75</b>	<b>56</b>	<b>59</b>	<b>284</b>	<b>208</b>	<b>106</b>	<b>72</b>	<b>55</b>	<b>94</b>	<b>97</b>	<b>24</b>	<b>44</b>
1 – Extremely frustrated	15%	14%	15%	7%	17%	27%	13%	14%	17%	11%	9%	11%	17%	25%	16%	7%	8%
2	19%	21%	16%	15%	28%	14%	14%	18%	20%	17%	16%	16%	20%	10%	28%	25%	24%
3	27%	24%	30%	29%	28%	28%	28%	17%	27%	27%	30%	27%	26%	25%	24%	24%	31%
4	20%	24%	16%	29%	17%	12%	19%	18%	15%	27%	23%	23%	22%	18%	17%	30%	14%
5 – Not frustrated at all	15%	14%	15%	11%	6%	19%	23%	34%	17%	12%	14%	10%	12%	21%	13%	7%	23%
Don't know	5%	2%	7%	9%	4%	1%	4%	-	4%	5%	8%	14%	3%	1%	1%	6%	-

When the market picks up again will you then contemplate buying a new home/ moving to a new home?

	Unweighted Base 439	217	222	79	148	77	61	74	267	172	87	60	47	108	84	18	35
	<b>Base: All GB adults who plan to buy property 492</b>	<b>256</b>	<b>237</b>	<b>157</b>	<b>145</b>	<b>75</b>	<b>56</b>	<b>59</b>	<b>284</b>	<b>208</b>	<b>106</b>	<b>72</b>	<b>55</b>	<b>94</b>	<b>97</b>	<b>24</b>	<b>44</b>
Yes, I will	59%	60%	59%	60%	57%	64%	65%	52%	64%	53%	59%	50%	59%	54%	66%	56%	75%
No, I won't	15%	20%	8%	17%	15%	7%	16%	16%	13%	16%	17%	24%	10%	18%	5%	3%	17%
Don't know	26%	20%	32%	23%	28%	29%	19%	32%	22%	31%	24%	26%	31%	28%	28%	41%	8%

Which ONE of the following statements do you believe to be MOST accurate?

Owning your own home is a sensible SHORT TERM investment	1%	0%	1%	-	2%	1%	-	1%	0%	1%	1%	1%	-	0%	1%	-	1%
Owning your own home is a sensible MEDIUM TERM investment	5%	6%	5%	8%	8%	5%	4%	3%	6%	4%	6%	5%	3%	6%	5%	7%	3%
Owning your own home is a sensible LONG TERM investment	84%	82%	85%	84%	78%	80%	83%	88%	87%	80%	84%	82%	83%	84%	84%	85%	85%
Owning your own home is NOT a sensible investment	5%	7%	4%	1%	5%	6%	8%	4%	5%	6%	5%	6%	7%	4%	5%	3%	6%
Don't know	5%	5%	6%	6%	7%	8%	4%	4%	2%	9%	4%	6%	6%	6%	6%	4%	6%

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On a scale of 1 to 5 with 1 being 'Extremely frustrated' and 5 being 'Not frustrated at all' how would you rate your current frustration with the property market?

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1 – Extremely frustrated 15%	17%	13%	9%	15%	7%	14%	17%	11%	24%	-	13%	14%	15%	14%	14%	
2 19%	21%	15%	15%	23%	3%	24%	18%	13%	11%	62%	22%	17%	21%	21%	28%	
3 27%	26%	30%	37%	16%	20%	18%	24%	34%	27%	20%	27%	24%	28%	35%	35%	
4 20%	19%	16%	22%	21%	53%	25%	18%	27%	17%	-	20%	22%	22%	12%	8%	
5 – Not frustrated at all 15%	15%	15%	13%	26%	-	20%	21%	8%	20%	19%	11%	16%	11%	18%	12%	
Don't know 5%	4%	10%	5%	-	17%	-	2%	7%	-	-	7%	6%	4%	-	2%	

When the market picks up again will you then contemplate buying a new home/ moving to a new home?

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Yes, I will 59%	63%	50%	55%	62%	33%	66%	62%	52%	61%	100%	59%	58%	74%	41%	63%	
No, I won't 15%	11%	21%	19%	7%	43%	12%	15%	20%	11%	-	13%	15%	6%	21%	20%	
Don't know 26%	26%	29%	26%	31%	24%	22%	23%	29%	28%	-	28%	27%	20%	38%	17%	

Which ONE of the following statements do you believe to be MOST accurate?

Owning your own home is a sensible SHORT TERM investment	1%	1%	1%	-	0%	-	-	0%	1%	1%	-	1%	1%	0%	0%	1%
Owning your own home is a sensible MEDIUM TERM investment	5%	6%	5%	5%	3%	6%	4%	4%	8%	3%	3%	7%	4%	6%	10%	3%
Owning your own home is a sensible LONG TERM investment	84%	84%	83%	83%	88%	71%	76%	86%	82%	82%	86%	79%	85%	83%	79%	75%
Owning your own home is NOT a sensible investment	5%	5%	5%	1%	5%	8%	10%	5%	4%	7%	8%	4%	5%	5%	6%	7%
Don't know	5%	4%	7%	10%	3%	16%	10%	4%	4%	7%	4%	9%	5%	6%	5%	14%

Total	Gender		Age					Social Grade		Region						
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**If home purchase is not currently an achievable option for you, would you be happy to rent a home indefinitely?**

Yes, I would	34%	35%	33%	28%	28%	36%	39%	35%	29%	40%	36%	32%	34%	32%	33%	31%	35%
No, I would not	55%	53%	56%	63%	60%	51%	49%	53%	59%	49%	52%	55%	55%	54%	57%	53%	56%
Don't know	12%	12%	11%	8%	12%	13%	12%	12%	12%	11%	11%	13%	10%	14%	10%	16%	9%

**Generally, do you think the chances of buying a home now are better, worse or unchanged than one year ago (i.e. February 2009)?**

Better	22%	25%	19%	30%	21%	19%	26%	19%	22%	22%	22%	23%	18%	24%	22%	14%	24%
Unchanged	36%	35%	36%	42%	39%	37%	26%	36%	37%	34%	36%	37%	36%	31%	36%	34%	38%
Worse	35%	33%	37%	15%	29%	38%	44%	39%	36%	35%	34%	35%	42%	34%	34%	42%	32%
Don't know	7%	7%	8%	13%	11%	6%	4%	6%	6%	9%	8%	6%	3%	10%	7%	10%	6%

All figures, unless otherwise stated, are from YouGov Plc.

Total	Work status						Marital status					Children per household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2
Unweighted Base 2035	979	260	88	460	60	188	1100	231	193	52	429	1386	288	214	99
Base: All GB adults 2035	999	259	138	387	62	190	1013	240	185	51	518	1343	304	238	103

**If home purchase is not currently an achievable option for you, would you be happy to rent a home indefinitely?**

Yes, I would	34%	31%	29%	32%	37%	58%	45%	32%	38%	50%	27%	32%	33%	34%	34%	49%
No, I would not	55%	58%	60%	59%	52%	30%	41%	56%	51%	41%	56%	57%	56%	52%	55%	37%
Don't know	12%	11%	12%	9%	12%	12%	14%	12%	11%	9%	17%	11%	11%	14%	11%	15%

**Generally, do you think the chances of buying a home now are better, worse or unchanged than one year ago (i.e. February 2009)?**

Better	22%	24%	19%	33%	21%	10%	13%	23%	18%	16%	26%	24%	22%	21%	23%	20%
Unchanged	36%	35%	35%	38%	35%	33%	38%	34%	41%	29%	35%	40%	36%	33%	32%	39%
Worse	35%	34%	39%	14%	39%	45%	42%	38%	33%	48%	35%	27%	34%	37%	40%	33%
Don't know	7%	7%	7%	16%	5%	12%	7%	6%	8%	7%	4%	10%	7%	9%	4%	8%

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