

# IPSOS Housing polling

June 2024



# Seven in ten think that there is a housing crisis in Britain

To what extent do you agree or disagree with each of the following statements...

**Agree**      **Neither**      **Disagree**

## There is a housing crisis in Britain



## There is a housing crisis in my local area

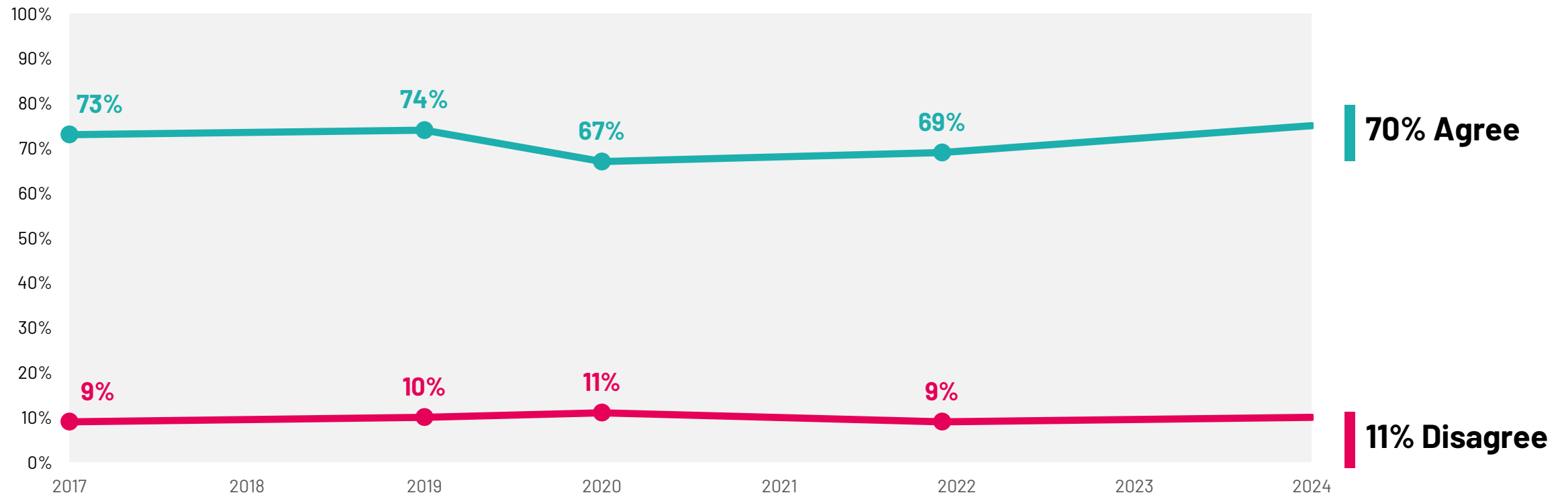


Base: 1,131 Online British adults aged 18+, 7-10 June 2024.

# 'There is a housing crisis in Britain': Trend

To what extent do you agree or disagree with each of the following statements...

## 'There is a housing crisis in Britain'

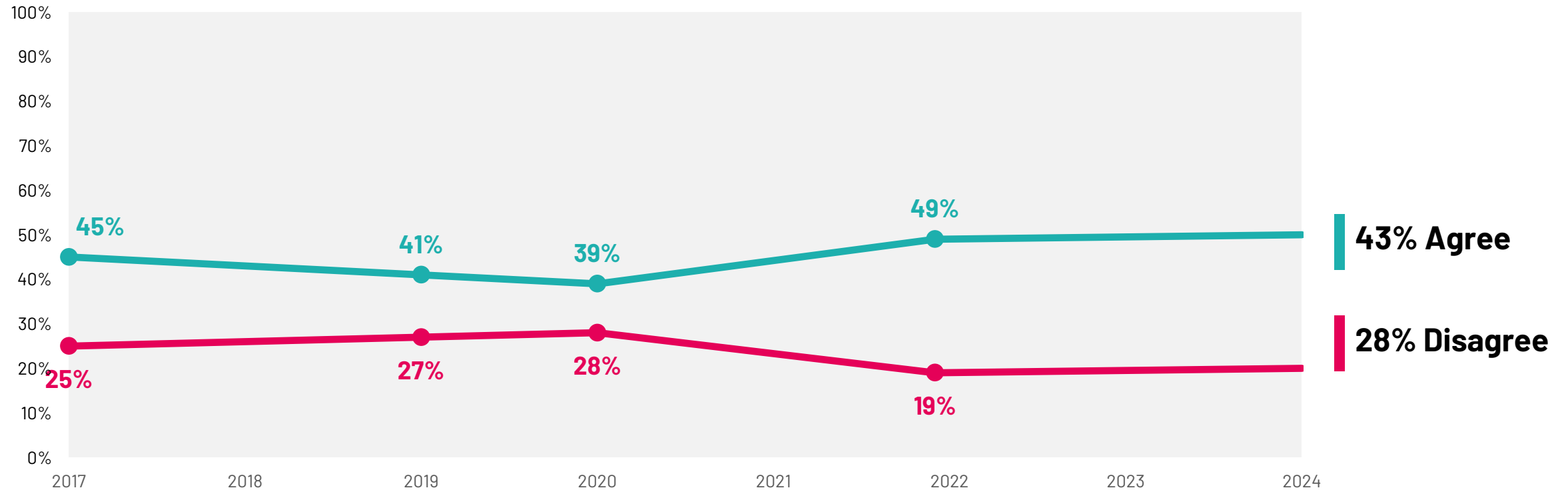


Base: 1,131 Online British adults aged 18+, 7-10 June 2024.  
c.1000 people asked each wave.

# 'There is a housing crisis in my local area': Trend

To what extent do you agree or disagree with each of the following statements...

## 'There is a housing crisis in my local area'

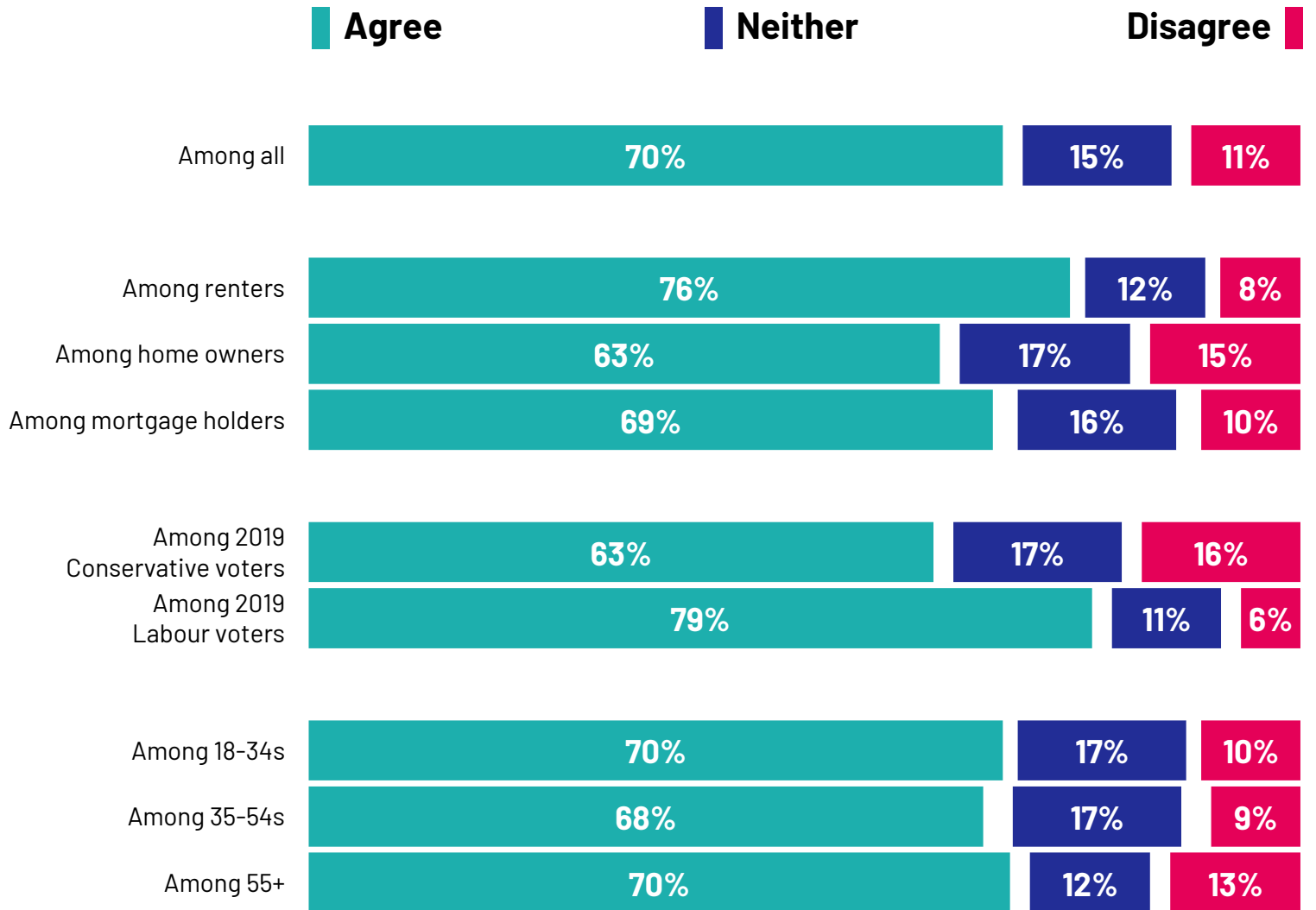


Base: 1,131 Online British adults aged 18+, 7-10 June 2024.  
c.1000 people asked each wave.

# 'There is a housing crisis in Britain' - by demographic groups

To what extent do you agree or disagree with each of the following statements...

'There is a housing crisis in Britain'

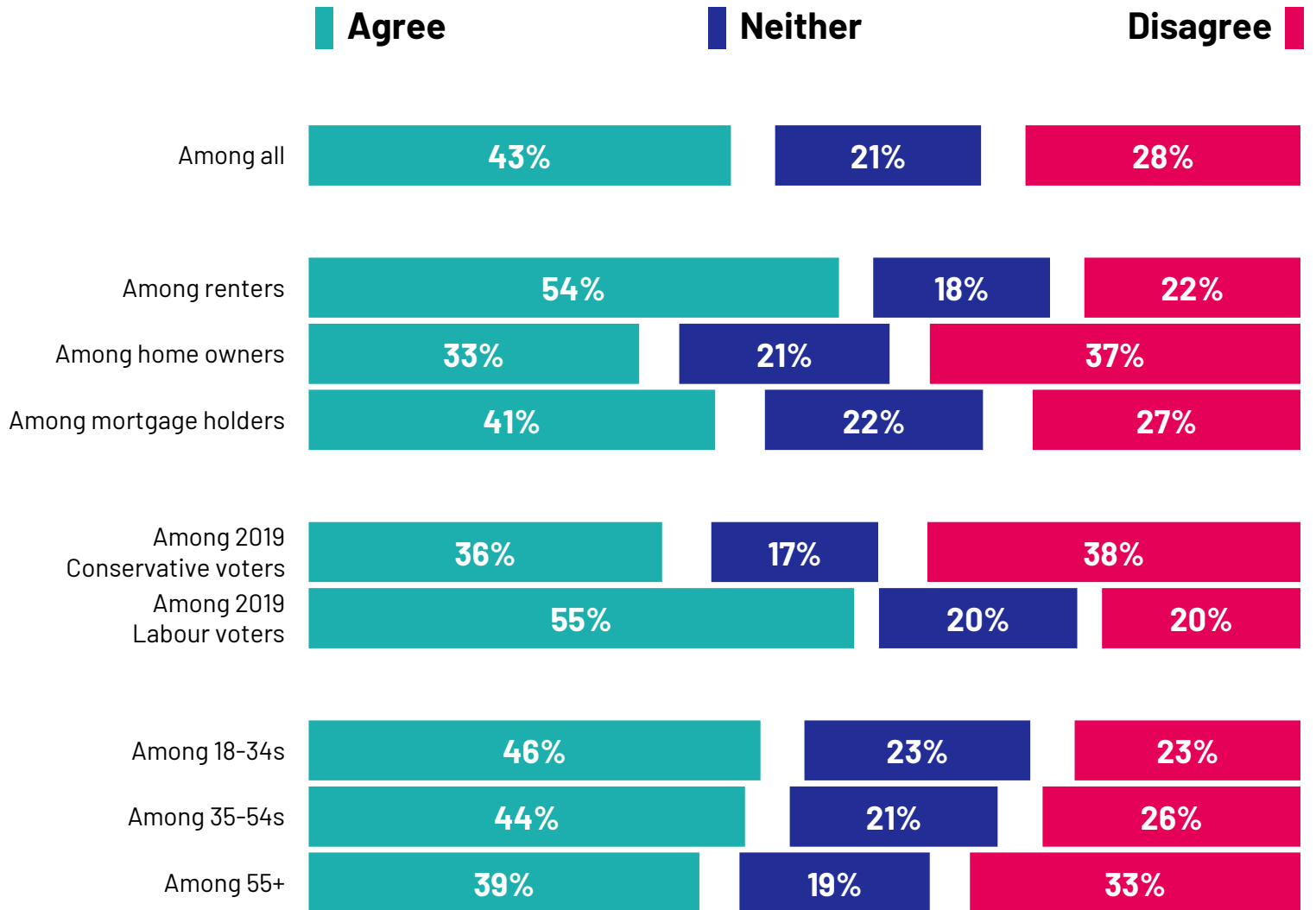


**Base: 1,131** Online British adults aged 18+, including (357) renters, (283) mortgage holders, (465) home owners, (334) 2019 Conservative voters, (296) 2019 Labour voters, (338) 18-34s, (399) 35-54s, (394) 55+, 7-10 June 2024.

# 'There is a housing crisis in my local area' – by demographic group

To what extent do you agree or disagree with each of the following statements...

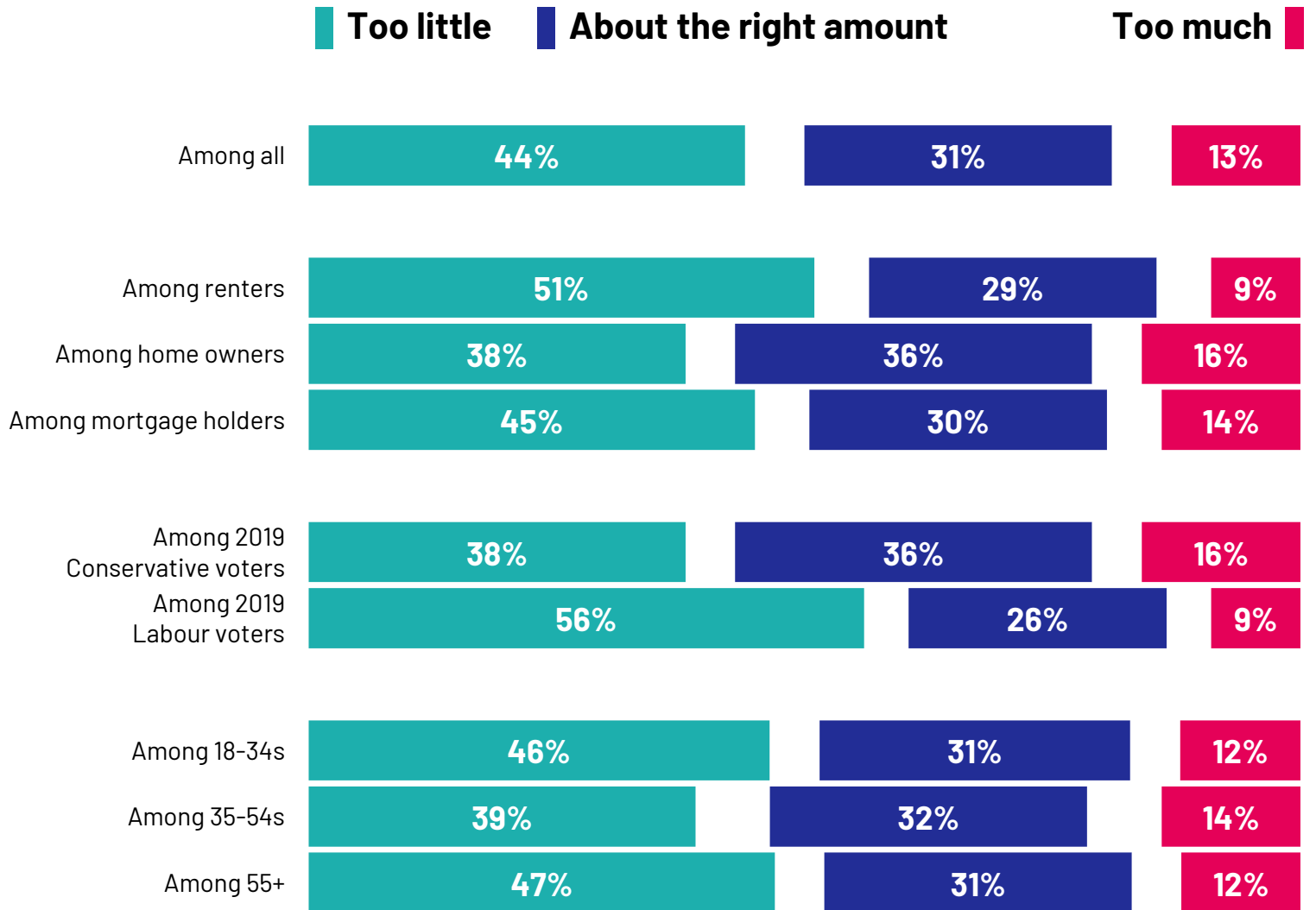
'There is a housing crisis in my local area'



**Base:** 1,131 Online British adults aged 18+, including (357) renters, (283) mortgage holders, (465) home owners, (334) 2019 Conservative voters, (296) 2019 Labour voters, (338) 18-34s, (399) 35-54s, (394) 55+, 7-10 June 2024.

# Over two in five think housing has been discussed too little over the last few years, including half of renters

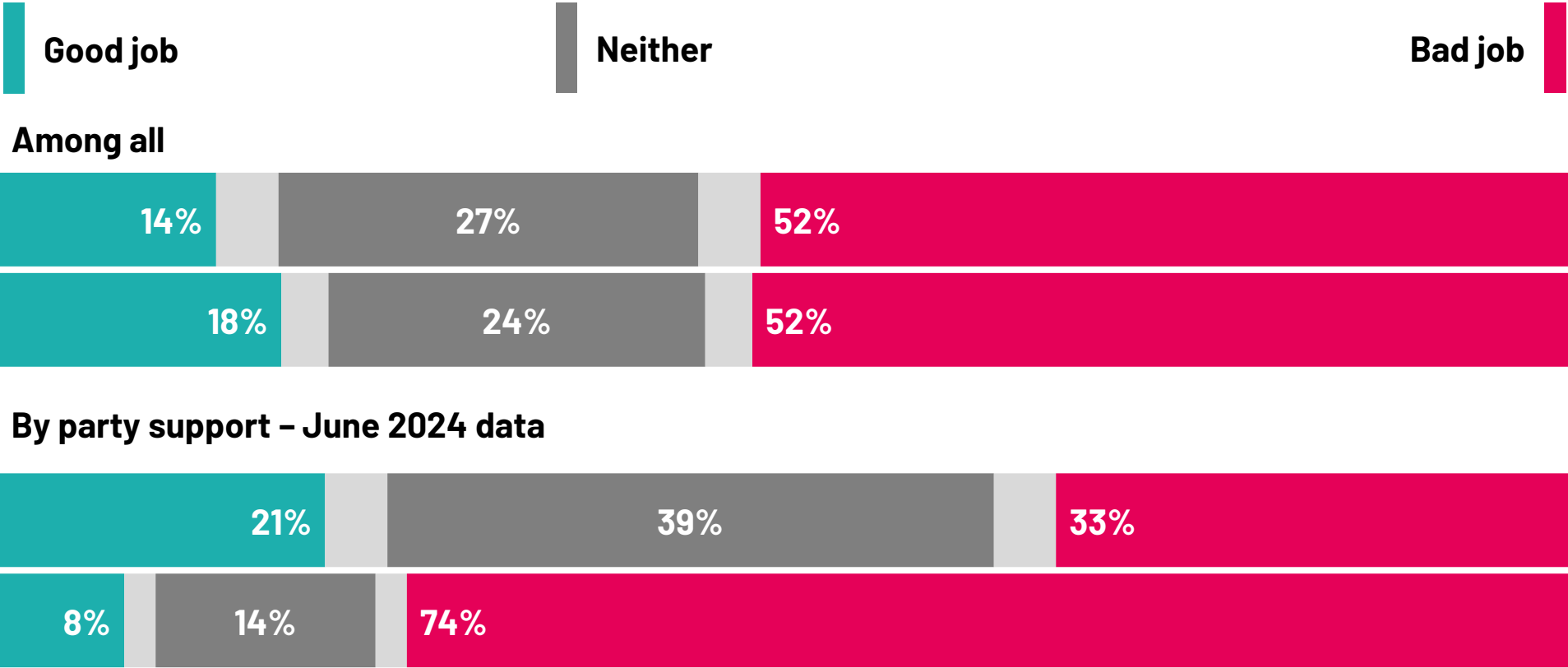
Generally speaking, do you think that the issue of housing has been discussed in Britain too much, too little or about the right amount over the last few years



**Base: 1,131** Online British adults aged 18+, including (357) renters, (283) mortgage holders, (465) home owners, (334) 2019 Conservative voters, (296) 2019 Labour voters, (338) 18-34s, (399) 35-54s, (394) 55+, 7-10 June 2024.

# Half of Britons think the Conservative Government is doing a bad job at improving housing in Britain

Do you think the Conservative Government is doing a good job or bad job at improving housing in Britain or do you have no view either way?



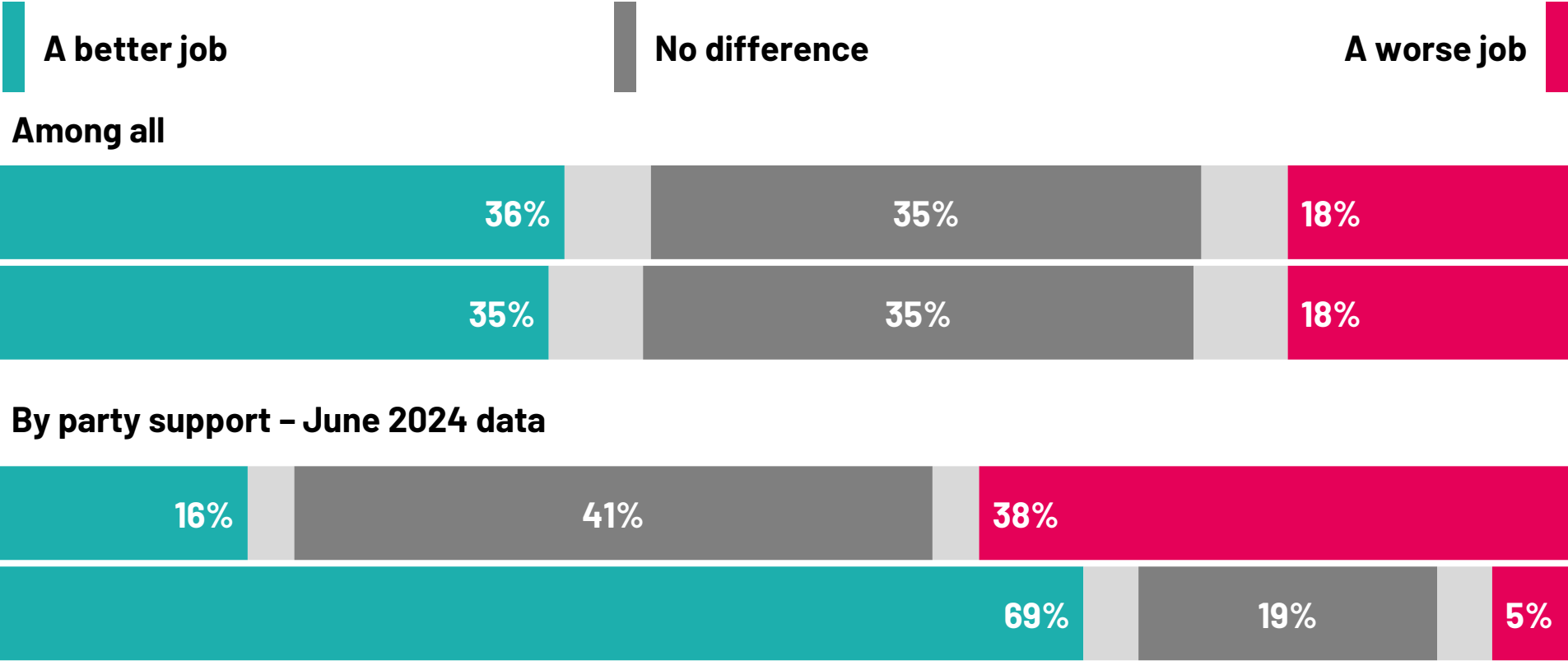
Base: 1,131 Online British adults aged 18+, 7-10 June 2024, including (334) 2019 Conservative voters and (296) 2019 Labour voters





# The public are split on whether they think a Labour Government would do a better job than the current Government at improving housing, or whether it would make no difference

And compared to the current Government, do you think a Labour Government would do a better or worse job at improving housing in Britain, or would it make no difference?

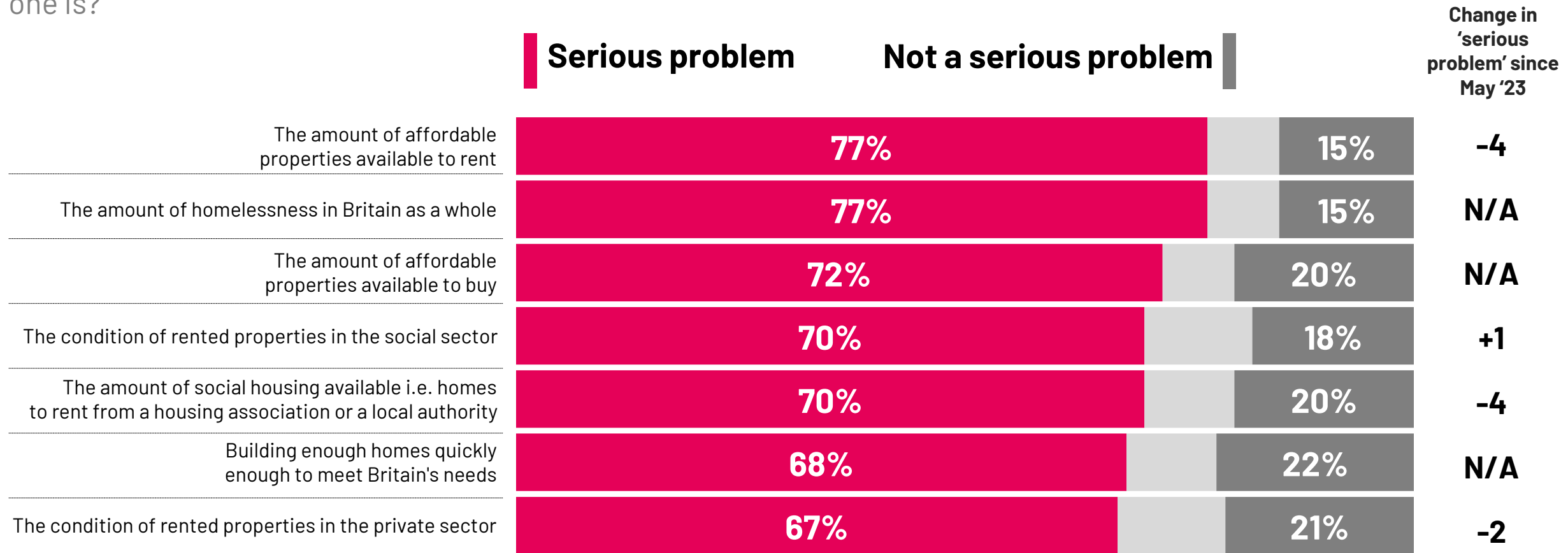


Base: 1,131 Online British adults aged 18+, 7-10 June 2024, including (334) 2019 Conservative voters and (296) 2019 Labour voters



# Three quarters think that the amount of affordable properties available to rent, and the amount of homelessness in Britain as a whole are a serious problem

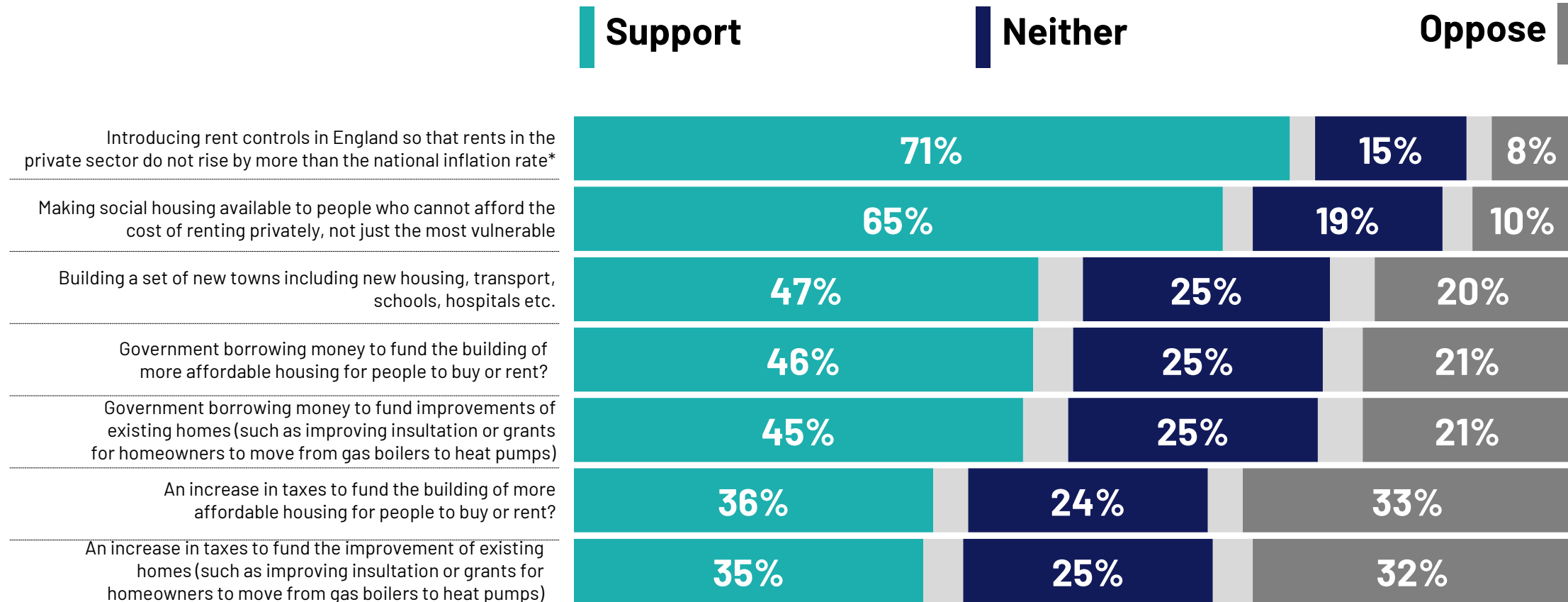
Below is a list of housing issues facing Britain today. Please indicate how serious a problem, if at all, you think each one is?



Base: 1,131 Online British adults aged 18+, 7-10 June 2024.

# Seven in ten support introducing rent controls in England so that rents in the private sector do not raise by more than the national inflation rate

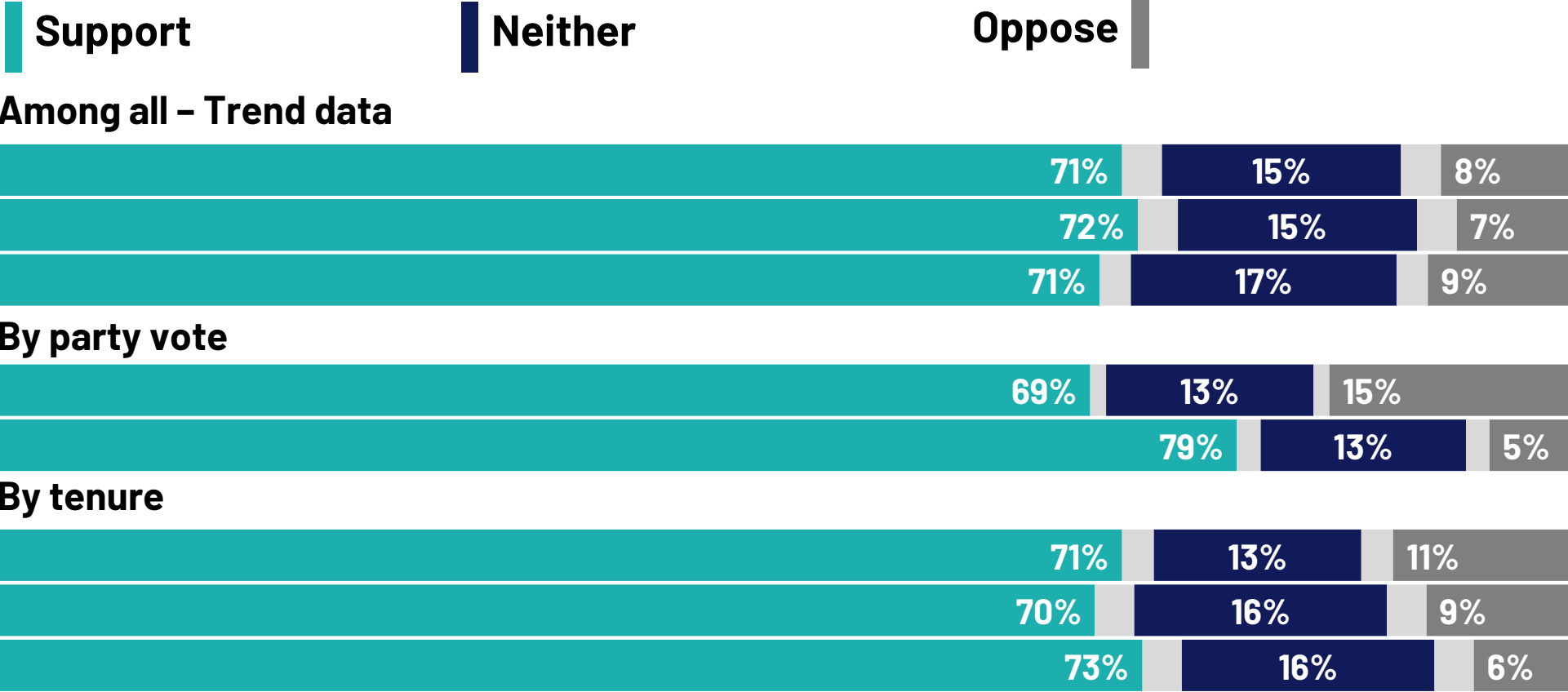
To what extent do you support or oppose the following...



Base: 1,131 Online British adults aged 18+, 7-10 June 2024. \*981 adults in England

# Almost four in five 2019 Labour voters support introducing rent controls in England so that rents in the private sector do not rise by more than the national inflation rate

To what extent do you support or oppose the following... **Introducing rent controls in England so that rents in the private sector do not rise by more than the national inflation rate**



Base: 981 Online adults living in England aged 18+, 7-10 June 2024, including (298) 2019 Conservative voters, (262) 2019 Labour voters, (311) renters, (239) mortgage holders, and (405) homeowners



# IPSOS

**June 2024**

**Ipsos – Housing Polling**

## For more information

**Ben Marshall**

Research Director  
[ben.marshall@ipsos.com](mailto:ben.marshall@ipsos.com)

**Jordana Moser**

Research Director  
[Jordana.moser@ipsos.com](mailto:Jordana.moser@ipsos.com)

**Ben Roff**

Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

**Irene Garcia**

Graduate Research Executive  
[Irene.garcia@ipsos.com](mailto:Irene.garcia@ipsos.com)

