

YouGov Survey Results

Fieldwork: 30th September - 1st October 2024																							
Fleidwork: 30th September - 1st October 2024	1			Vot	te in 2024 C	F I	EU Ref	2016	Ge	nder	1	Aç	16		Social	Grade		Country	,		Region in	Fnoland	
		Total	Con		Lib Dem	Reform UK					18-24			65+						North	Midlands		Rest of South
Weighter	d Sample	2148	387	552	198	232	757	800	1040	1108	226	887	531	504	1224	924	1858	103	187	509	352	260	737
Unweighted		2148	377		232	300	862	850	977	1171	123	859	558		1275	873	1849	114	185	538	372	193	746
onweighte.	a Gampio	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How easy or hard do you find it to afford your	27 - 28 Jun '23	30 Sep - 1 Oct	-																				
mortgage payments currently?																							
[Asked only to those currently have a mortgage; n=615]			i																1	1			
Very easy	14	18	22	18	19	19	21	18	22	14	24	15	24	19	20	13	17	19	27	21	12	7	19
Fairly easy	47	53	43	61	60	38	57	43	50	56	8	59	42	48	52	55	53	44	53	51	57	58	52
TOTAL EASY	61	71		79	79	57	78	61	72	70	32	74	66	67	72	68	70	63	80	72	69	65	71
Fairly difficult	26	19	29	12	18	28	16	25	19	19	23	18	21	13	20	17	19	26	12	17	26	27	16
Very difficult	9	5	1	6	2	10	4	7	4	5	0	4	7	0	4	7	5	5	4	7	3	4	4
TOTAL DIFFICULT	35	24	30	-	20	38	20	32	23	24	23	22	28	13	24	24	24	31	16	24	29	31	20
Don't know	4	6	5	3	2	5	3	7	5	6	45	3	6	20	5	8	6	6	4	4	2	4	9
NET	26	47	35	61	59	19	58	29	49	46	9	52	38	54	48	44	46	32	64	48	40	34	51
And how easy or hard do you expect to find it to afford your mortgage payments in a year's time? [Asked only to those currently have a mortgage; n=615] Very easy	8	11	18	11	9	10	13	9	14	8	l 7	10	14	14	12	9	l 10	12	21	14	6	2	12
Fairly easy	30	38	25	47	36	26	44	31	39	37	8	42	30	29	38	38	38	23	41	35	42	44	37
TOTAL EASY	38	49	43		45	36	57	40	53	45	15	52	44	43	50	47	48	35	62	49	48	46	49
Fairly difficult	26	23	28	18	27	28	22	25	20	27	23	25	20	18	23	24	23	26	23	24	21	26	22
Very difficult	21	8	10	7	3	19	5	13	7	8	0	8	9	2	8	7	8	9	1	8	10	12	7
TOTAL DIFFICULT	47	31	38	25	30	47	27	38	27	35	23	33	29	20	31	31	31	35	24	32	31	38	29
Don't know	9	14	12	11	13	8	12	14	14	14	45	14	15	9	14	15	14	26	13	12	17	8	15
N/A - I won't be paying a mortgage in a year's time	6	6	7	5	10	9	5	8	6	6	17	1	12	28	6	7	7	5	0	8	4	8	7
NET	-9	18	16	7	14	20	10	11	6	13	-22	11	5	9	9	9	9	0	10	12	4	18	7



YouGov Survey Results

Sample Size: 2148 Adults in GB													
Fieldwork: 30th September - 1st October 2024	i		1			House T	enure (1)				Ноп	sa Tan	ure (2)
	•	Total	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends			Neither
Weighte	d Sample	2148	659	595	31	308	110	123	128	144	1285	541	272
Unweighte	d Sample	2148	752	615	32	288	98	119	100	103	1399	505	203
		%	%	%	%	%	%	%	%	%	%	%	%
How easy or hard do you find it to afford your mortgage payments currently? [Asked only to those currently have a mortgage; n=615]	27 - 28 Jun '23	30 Sep - 1 Oct											
Very easy	14	18	0	18	0	0	0	0	0	0	18	0	0
Fairly easy		53	0	53	0	0	0	0	0	0	53	0	0
TOTAL EASY		71	0	71	0	0	0	0	0	0	71	0	0
Fairly difficult	26	19	0	19	0	0	0	0	0	0	19	0	0
Very difficult	9	5	0	5	0	0	0	0	0	0	5	0	0
TOTAL DIFFICULT	35	24	0	24	0	0	0	0	0	0	24	0	0
Don't know	4	6	0	6	0	0	0	0	0	0	6	0	0
NET	26	47	0	47	0	0	0	0	0	0	47	0	0
And how easy or hard do you expect to find it to afford your mortgage payments in a year's time? [Asked only to those currently have a mortgage; n=615] Very easy		11	0	11	0	0	0	0	0	0	11	0	0
Fairly easy		38	0	38	0	0	0	0	0	0	38	0	0
TOTAL EASY		49	0	49	0	0	0	0	0	0	49	0	0
Fairly difficult		23	0	23	0	0	0	0	0	0	23	0	0
Very difficult		8	0	8	0	0	0	0	0	0	8	0	0
TOTAL DIFFICULT		31	0	31	0	0	0	0	0	0	31	0	0
Don't know		14	0	14	0	0	0	0	0	0	14	0	0
N/A - I won't be paying a mortgage in a year's time		6 18	0	6 9	0	0	0 0	0	0	0	6 9	0	0
NET	-9	18	U	9	U	U	U	U	U	U	9	0	U



Fieldwork: 30th September - 1st October 2024	_																						
				Vot	te in 2024 G	E .	EU Ref	2016	Ge	nder		Ą	ge		Socia	Grade		Country	!		Region in	England	
		Total	Con	Lab	Lib Dem	Reform	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of
						UK											"						South
Weighted	Comple	2148	387	552	198	232	757	800	1040	1108	226	887	E24	504	1224	924	1858	103	187	509	352	260	737
Weighted Unweighted		2148	377		232	300	862	850	977	1171	123	859			1275		1849	114	185	538	372	193	746
Onweighted	Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		/0	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	/0	70	70
How easy or hard do you find it to afford your rent																							
payments currently?																							
[Asked only to those currently pay rent; n=505]																							
Very easy	6	13	19	13	5	10	14	15	18	10	6	13	12	21	12	14	13	20	13	19	15	6	12
Fairly easy	35	42	54	50	62	33	46	41	42	43	63	41	32	49	52	35	42	45	49	38	41	43	43
TOTAL EASY	41	55	73	63	67	43	60	56	60	53	69	54	44	70	64	49	55	65	62	57	56	49	55
Fairly difficult	40	28	20	26	28	34	28	27	27	29	19	30	38	16	25	30	29	27	21	30	27	34	26
Very difficult	15	11	4	8	5	19	11	13	7	14	0	13	14	9	8	14	11	6	14	10	14	11	11
TOTAL DIFFICULT	55	39	24	34	33	53	39	40	34	43	19	43	52	25	33	44	40	33	35	40	41	45	37
Don't know	5	5	2	3	0	3	2	4	5	5	12	3	5	6	3	7	5	2	3	3	2	5	8
NET	-14	16	49	29	34	-10	21	16	26	10	50	11	-8	45	31	5	15	32	27	17	15	4	18
And how easy or hard do you expect to find it to afford																							
your rent payments in a year's time?																							
[Asked only to those currently pay rent; n=505]	0	•	٠	_	•		1 40	•	۱ ۵۵	7	۱ -	•			l -	^	۱ ۵	40		1 40	44		7
Very easy	6 21	8 27	14 39	6 34	3 33	1 19	10 28	8 27	11 27	7 27	5 45	8 25	8 16	14 36	7 34	9 22	9 27	10 20	6 31	13 24	11 32	4 27	7 28
Fairly easy TOTAL EASY	27	35		40	36	20	38	35	38	34	50	33	24	50	41	31	36	30	37	37	43	31	35
Fairly difficult	31	25		27	29	31	29	25	28	23	18	25	35	16	25	25	25	25	22	24	25	30	23
Very difficult	20	17		11	13	33	14	23	13	20	1	17	26	20	12	21	18	16	16	19	18	18	16
TOTAL DIFFICULT	51	42		38	42	64	43	48	41	43	19	42	61	36	37	46	43	41	38	43	43	48	39
Don't know	18	18	11	19	20	15	17	15	18	19	27	20	14	12	16	21	18	14	21	16	12	18	23
N/A - I won't be paying rent in a year's time	4	4	2	3	2	1	3	2	2	5	5	5	2	2	6	2	3	15	3	4	2	4	3
NET	-24	-7	11	8	9	16	12	10	10	4	-9	5	21	4	9	4	7	11	1	8	13	12	0
Thinking about how much you spend on rent, has this																							
increased, decreased, or stayed the same in the last 12																							
months?																							
[Asked only to those currently pay rent; n=505]																							
Increased	63	66	67	62	64	77	69	70	68	64	41	66	78	66	64	67	65	59	76	66	68	75	59
Stayed about the same	33	28	31		34	22	27	26	28	28	42	29	18	29	31	26	28	28	22	29	32	20	32
Decreased	2	3	2	3	2	1	3	1	1	4	5	4	2	0	3	2	3	9	0	2	0	3	4
Don't know	2	4	0	1	0	0	1	3	3	4	12	2	2	5	2	5	4	3	1	4	0	3	6



Fieldwork: 30th September - 1st October 2024	-												
	L				1	House T	enure (1)	1			Hou	se Tenu	ıre (2)
		Total	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Own	Rent	Neither
Weighted		2148	659	595	31	308	110	123	128	144		541	272
Unweighted	Sample	2148	752	615	32	288	98	119	100	103		505	203
		%	%	%	%	%	%	%	%	%	%	%	%
How easy or hard do you find it to afford your rent payments currently?													
[Asked only to those currently pay rent; n=505] Very easy	6	13	0	0	0	12	16	14	0	0	0	13	0
Fairly easy	35	42	0	0	0	44	39	43	0	0	0	42	0
TOTAL EASY	41	55	0	0	0	56	55	57	0	0	0	55	0
Fairly difficult	40	28	0	0	0	27	26	32	0	0	0	28	0
Very difficult	15	11	0	0	0	14	8	7	0	0	0	11	0
TOTAL DIFFICULT	55	39	0	0	0	41	34	39	0	0	0	39	0
Don't know	5	5	0	0	0	3	11	4	0	0	0	5	0
NET	-14	16	0	0	0	15	21	18	0	0	0	16	0
And how easy or hard do you expect to find it to afford your rent payments in a year's time? [Asked only to those currently pay rent; n=505]							_				ء ا		
Very easy	6	8	0	0	0	8	7 22	12 30	0	0 0	0	8 27	0 0
Fairly easy TOTAL EASY	21 27	27 35	0	0	<i>0</i>	28 36	29	30 42	<i>0</i>	0	0	35	0
Fairly difficult	31	25	0	0	0	26	24	22	0	0	0	25	0
Very difficult	20	23 17	0	0	0	18	17	15	0	0	0	17	0
TOTAL DIFFICULT	51	42	0	0	0	44	41	37	0	0	0	42	0
Don't know	18	18	0	0	0	14	29	20	0	0	0	18	0
N/A - I won't be paying rent in a year's time	4	4	0	0	0	6	1	1	0	0	0	4	0
NET	-24	-7	0	0	0	12	-5	2	0	0	0	7	0
Thinking about how much you spend on rent, has this increased, decreased, or stayed the same in the last 12 months? [Asked only to those currently pay rent; n=505]	62			0		50	70	70				00	0
Increased	63	66	0	0	0	58	78	76	0	0	0	66	0
Stayed about the same	33	28	0	0	0	37	12	20	0	0	0	28	0
Decreased	2	3	0	0	0	4	1	1	0	0	0	3	0
Don't know	2	4	0	0	0	1	9	4	0	0	0	4	0



Fieldwork: 30th September - 1st October 2024

J24																						
			Vot	te in 2024 C	SE.	EU Ref	2016	Ge	ender		Ag	е		Social	Grade		Country	1		Region in	England	
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2148	387	552	198	232	757	800	1040	1108	226	887	531	504	1224	924	1858	103	187	509	352	260	737
Unweighted Sample	2148	377	585	232	300	862	850	977	1171	123	859	558	607	1275	873	1849	114	185	538	372	193	746
-																						0.1

How much did you used to pay per month in rent before it was increased? Please enter a figure to the nearest pound below.

[Asked only to those who said their rent had increased in the last 12 months; n=332]

And how much do you now pay in rent? Please enter a figure to the nearest pound below.

[Asked only to those who said their rent had increased in the last 12 months; n=332]

Percentage change between the amount respondents originally paid in rent and the amount they paid in rent following their landlord raising it.

[Respondents who had not had their rent increased in the last 12 months, or had it increased for reasons other than their landlord raising their rent were excluded from this calculation; n=277]

0.00% - 4.99%	17	14	40	6	17	6	8	17	16	13	25	13	10	22	17	12	14	23	12	11	8	20	15
5.00% - 9.99%	35	32	34	31	15	48	38	33	36	29	46	28	39	33	27	35	30	25	54	33	22	24	34
10.00% - 14.99%	23	26	10	30	28	22	25	24	20	31	21	30	27	18	33	22	27	20	22	28	34	29	23
15.00% - 19.99%	7	10	8	10	14	8	11	10	8	11	9	8	14	10	9	11	11	0	5	13	17	2	13
20.00% - 24.99%	7	9	5	16	21	6	13	6	9	8	0	10	6	9	6	11	9	18	0	7	8	12	10
25.00% - 29.99%	6	3	0	2	0	5	0	5	4	2	0	4	1	3	1	4	3	0	4	1	5	6	3
30.00% - 34.99%	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
35.00% - 39.99%	0	2	3	2	4	0	1	3	2	2	0	2	3	2	2	2	2	9	0	3	0	3	1
40.00% - 44.99%	1	1	0	2	0	4	0	1	1	1	0	2	0	0	1	1	1	0	0	1	4	0	0
45.00% - 49.99%	0	1	0	1	0	0	1	0	1	0	0	2	0	0	2	0	1	0	0	1	0	3	0
50.00% - 54.99%	2	1	0	2	0	2	0	0	1	1	0	1	0	1	0	1	0	4	3	0	3	0	0
55.00% - 59.99%	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60.00% - 64.99%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65.00% - 69.99%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70.00% - 74.99%	0	1	0	0	0	0	2	0	0	1	0	1	0	0	1	0	1	0	0	0	0	3	0
75.00% - 79.99%	0	0	0	0	0	0	0	1	0	1	0	0	0	2	0	1	0	0	0	1	0	0	0
80.00% - 84.99%	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1
85.00% - 89.99%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90.00% - 94.99%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
95.00% - 99.99%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	13	13	8	14	14	12	14	12	12	13	8	14	12	12	13	13	13	14	10	13	15	14	12
MEDIAN	9	10	6	10	12	9	10	10	9	10	7	10	10	9	10	10	10	10	9	10	13	10	10



Fieldwork: 30th September - 1st October 2024

UZ- 4												
					House T	enure (1)				Hou	se Ten	ure (2)
	Total	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	tamily or triends	rent-free with my	()wn	Rent	Neither
Weighted Sample	2148	659	595	31	308	110	123	128	144	1285	541	272
Unweighted Sample	2148	752	615	32	288	98	119	100	103	1399	505	203
•	%	0/2	%	%	%	0/2	0/_	%	0/_	0/2	0/2	0/_

How much did you used to pay per month in rent before it was increased? Please enter a figure to the nearest pound below.

[Asked only to those who said their rent had increased in the last 12 months; n=332]

And how much do you now pay in rent? Please enter a figure to the nearest pound below.

[Asked only to those who said their rent had increased in the last 12 months; n=332]

Percentage change between the amount respondents originally paid in rent and the amount they paid in rent following their landlord raising it.

[Respondents who had not had their rent increased in the last 12 months, or had it increased for reasons other than their landlord raising their rent were excluded from this calculation; n=277]

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0.00% - 4.99%	17	14	0	0	0	15	17	11	0	0	0	14	0
5.00% - 9.99%	35	32	0	0	0	30	34	34	0	0	0	32	0
10.00% - 14.99%	23	26	0	0	0	23	29	30	0	0	0	26	0
15.00% - 19.99%	7	10	0	0	0	10	8	12	0	0	0	10	0
20.00% - 24.99%	7	9	0	0	0	10	6	8	0	0	0	9	0
25.00% - 29.99%	6	3	0	0	0	4	2	1	0	0	0	3	0
30.00% - 34.99%	1	0	0	0	0	0	0	0	0	0	0	0	0
35.00% - 39.99%	0	2	0	0	0	2	2	1	0	0	0	2	0
40.00% - 44.99%	1	1	0	0	0	2	0	0	0	0	0	1	0
45.00% - 49.99%	0	1	0	0	0	2	0	0	0	0	0	1	0
50.00% - 54.99%	2	1	0	0	0	0	2	1	0	0	0	1	0
55.00% - 59.99%	1	0	0	0	0	0	0	0	0	0	0	0	0
60.00% - 64.99%	0	0	0	0	0	0	0	0	0	0	0	0	0
65.00% - 69.99%	0	0	0	0	0	0	0	0	0	0	0	0	0
70.00% - 74.99%	0	1	0	0	0	1	0	0	0	0	0	1	0
75.00% - 79.99%	0	0	0	0	0	0	0	1	0	0	0	0	0
80.00% - 84.99%	0	0	0	0	0	0	1	0	0	0	0	0	0
85.00% - 89.99%	0	0	0	0	0	0	0	0	0	0	0	0	0
90.00% - 94.99%	0	0	0	0	0	0	0	0	0	0	0	0	0
95.00% - 99.99%	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	13	13				14	12	12				13	
MEDIAN	9	10				10	9	10				10	



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			Vot	te in 2024 G	E	EU Ref	2016	Ge	ender		Ag	je		Social	Grade		Country			Region in	England	
	Total	Con		Lib Dem	Reform UK											,				Midlands		Rest of South
Weighted Sam			552		232	757	800	1040		226	887			1224		1858	103	187	509	352	260	737
Unweighted Sam			585	232	300	862	850	977	1171	123	859	558				1849	114	185	538	372	193	746
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And for which of the following reasons, if any, has the amount you spend on rent increased? Please tick all that apply. [Asked only to those who said their rent had increased in the last 12 months; n=332] Landlord has increased the rent There has been a change in the circumstances of myself / people in my household meaning I have to pay more of the rent I have moved to a property with higher rent Other Don't know 2	86 3 10 3 3	88 4 9 3 3	85 5 7 3 4	74 0 20 6 0	90 3 2 7 0	87 4 8 3 2	91 2 5 2 3	85 2 9 3	87 4 10 3 2	49 13 46 7 0	85 2 11 4 3	98 4 1 0	86 4 4 3 4 6	80 3 16 5 2	90 4 4 2	84 4 11 3 3	100 0 0 0	98 2 0 0 2	84 3 12 2 6	85 7 2 7 3	80 3 14 3 3	86 3 12 3 0
Do you think banks and mortgage lenders provide too much, too little, or about the right level of support regarding mortgage repayments? Too much 2 Too little 46 About the right level 25 Don't know 28	2 30 23 45	1 29 34 37	2 36 20 42	1 29 29 40	2 32 25 42	1 32 27 40	2 32 25 41	3 30 26 41	1 30 20 49	3 25 11 60	2 31 24 42	2 32 25 42	1 29 24 47	2 31 26 41	2 29 19 51	2 31 22 45	0 23 26 50	6 26 24 44	2 30 25 44	2 32 22 44	4 34 14 49	1 30 24 45

^{*}Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.



Fieldwork: 30th September - 1st October 2024												
					House T	enure (1)				Hou	se Teni	ure (2)
	Total	Own – outright	mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority		Neither – I live with my parents, family or friends but pay some rent to them				Neither
Weighted Sample	2148	659	595	31	308	110	123	128	144	1285		272
Unweighted Sample		752	615	32	288	98	119	100	103		505	203
And for which of the following reasons, if any, has the amount you spend on rent increased? Please tick all that apply. [Asked only to those who said their rent had increased in the last 12 months; n=332] Landlord has increased the rent There has been a change in the circumstances of myself / people in my household meaning I have to pay more of the rent I have moved to a property with higher rent Other Don't know 2	% 86 3 10 3 3	% 0 0 0 0	% 0 0 0 0	% 0 0 0 0	% 85 2 16 1	% 89 5 2 0 8	% 86 5 3 10 2	% 0 0 0 0	% 0 0 0 0	% 0 0 0 0	% 86 3 10 3 3	0 0 0 0 0
Do you think banks and mortgage lenders provide too much, too little, or about the right level of support regarding mortgage repayments? Too much 2 Too little 46 About the right level 25 Don't know 28	2 30 23 45	2 28 28 43	1 37 33 29	0 52 15 32	3 26 14 57	3 17 8 71	0 28 10 62	3 30 16 50	6 29 11 53	1 33 30 36	2 25 12 61	5 29 14 52

^{*}Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.