



Report on Local Attitudes and Perception to Affordable Housing Provision

In support of Application 21/00922/OUT



FERNHILL ESTATES

1. Introduction

Fernhill Estates has commissioned YouGov, the world leading research and data business, to analyse local attitudes in respect of affordable housing provision.

As a responsible developer, in commissioning this survey, Fernhill Estates was seeking to confirm the public appetite for, and goodwill towards, schemes such as the one we are seeking to deliver. We were aware of such support anecdotally, not least from members of the public who have taken the time to write to the Council to offer their support for our plans, but wanted to examine public sentiment more closely and more scientifically.

The results of the work undertaken by YouGov demonstrate, objectively and independently, that there is a significant public appetite for schemes such as the one currently before you for consideration. It is very clear from the survey results that the local public at large **supports overwhelmingly** exactly this type of development.

This document sets out the basis on which the survey was undertaken, the questions that were asked and the results that came back.

It is hoped that this report will assist the Council in their decision making.

2. About YouGov



YouGov is an internationally respected research, data and analytics group.

Their ground-breaking syndicated data solutions include the daily brand perception tracker, YouGov BrandIndex, and the media planning and segmentation tool, YouGov Profiles.

Their market-leading YouGov Realtime service provides a solution for reaching nationally representative and specialist samples whilst their Custom Research division offers a wide range of quantitative and qualitative research, tailored by sector specialist teams to meet the most specific requirements.

As the pioneer of online market research, YouGov has a strong record for data accuracy and innovation. A study by the Pew Research Center concluded that YouGov “consistently outperforms competitors on accuracy” as a vendor of choice.

They are the market research pioneer of Multi-level Regression with Post-stratification (“MRP”) for accurate predictions at a granular level.

YouGov data is regularly referenced by the press worldwide and is the most quoted market research source in the UK.

With a proprietary panel of over 11 million registered members globally and operations in the UK, Americas, Mainland Europe, Middle East, India and Asia Pacific, YouGov has one of the world’s largest research networks whilst also being a founder member of the British Polling Council.

YouGov is universally respected and trusted by governments, media outlets and significant businesses worldwide, including:



HM Government



The logo for BBC News, featuring the company name in white text on a red square background.

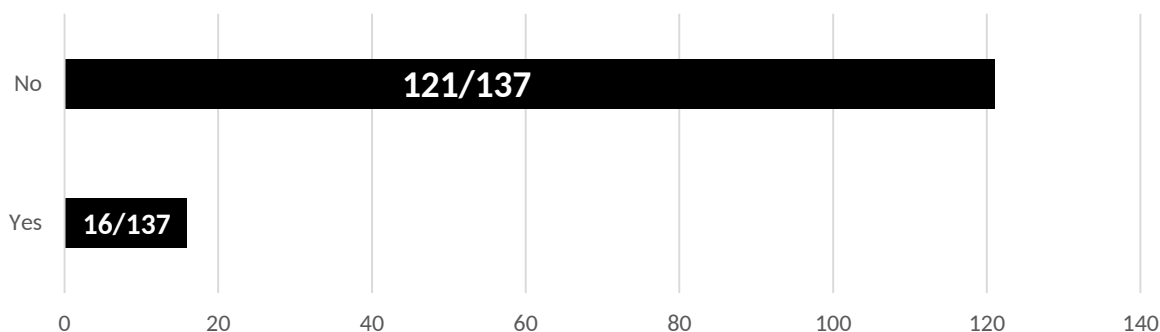
3. Results

88%

of respondents say that in their area...

the supply of affordable housing in their area is not sufficient.

Do you feel there is a sufficient supply of affordable housing in your area?



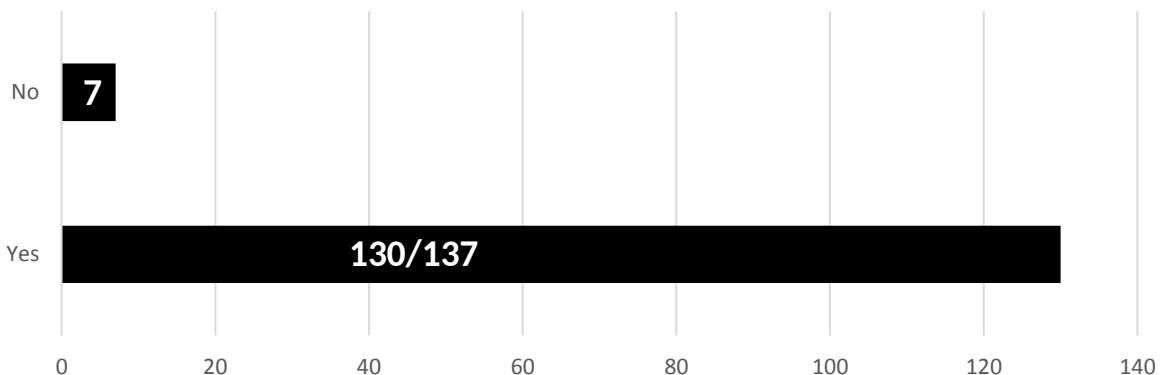
3. Results

95%

of respondents say that in their view...

**affordable housing should
be everywhere, not just
towns and cities**

Do you think affordable housing provision should be everywhere (including more rural areas) or only in towns and cities?



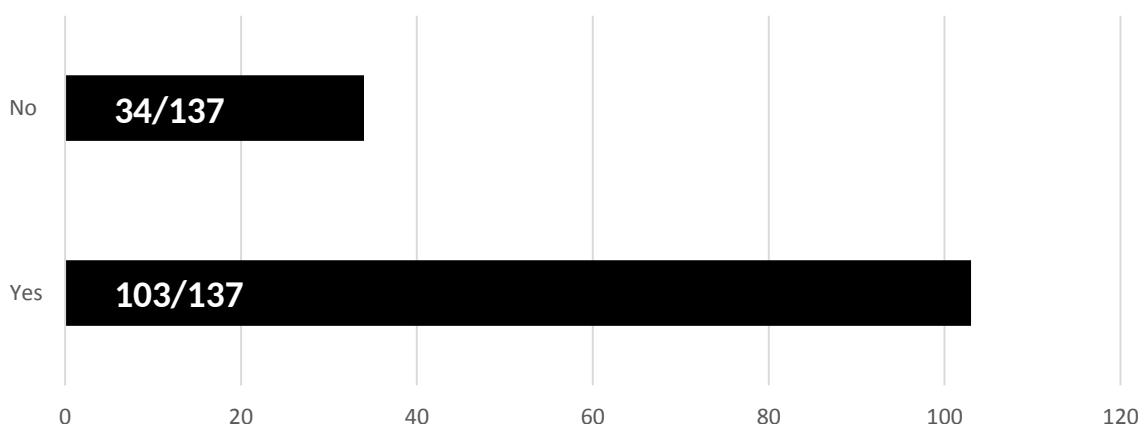
3. Results

75%

of respondents say that in the next 6 months ...






they would purchase a house if they could afford one

Would you buy a house within the next 6 months, if you could afford one?



4. Survey Sample

In order to create an accurate picture of the attitudes and perceptions amongst relevant audiences, YouGov applied the following criteria when undertaking their research.

	<p>AGE All respondents were aged between 18 and 75.</p>
	<p>GENDER There was a 50/50 gender split amongst the respondents.</p>
	<p>LOCATION Respondents were drawn from people living in and around the Cherwell district. There was an equal split between those living in towns and urban areas, and those living in rural areas.</p>
	<p>RESIDENTIAL STATUS All respondents either:</p> <ul style="list-style-type: none">• Lived in private rented housing• Rented from the local authority/housing association• Lived with family• Lived with friends
	<p>INCOME All respondents earned less than £100,000 per annum.</p>

A total of 137 respondents participated in the survey, in line with YouGov's absolute focus on quality, rather than quantity.

5. Methodology

How does YouGov conduct Public Opinion research?

YouGov conducts its public opinion surveys online using something called Active Sampling for the overwhelming majority of its commercial work, including all nationally and regionally representative research. The emphasis is always on the quality of the sample, rather than the quantity of respondents.

When using Active Sampling, restrictions are put in place to ensure that only the people contacted are allowed to participate. This means that all the respondents who complete YouGov surveys will have been selected by YouGov, from their panel of registered users, and only those who are selected from this panel are allowed to take part in the survey.

Who takes part in Public Opinion research?

Over the last eighteen years, YouGov has carefully recruited a panel of over 1 million British adults to take part in their surveys. When a new panel member is recruited, a host of socio-demographic information is recorded. For nationally representative samples, YouGov draws a sub-sample of the panel that is representative of British adults in terms of age, gender, social class and education, and invites this sub-sample to complete a survey.

How is the data analysed?

Once the survey is complete, the final data are then statistically weighted to the national profile of all adults aged 18+ (including people without internet access). All reputable research agencies weight data as a fine-tuning measure and at YouGov they weight by age, gender, social class, region and level of education.

Active Sampling ensures that the right people are invited in the right proportions. In combination with their statistical weighting, this ensures that their results are representative of the country as a whole. Not just those with internet access, but everyone.

How accurate are YouGov's results?

YouGov has a strong and unrivalled history of accurately predicting actual outcomes across a wide range of different subjects, including national and regional elections, political party leadership contests and even the results of ITV talent show The X Factor.

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