

# Public Attitudes Towards Housing Growth

## Presentation Overview 2008 Update

- **Methodology: 2005 vs 2008**
- **Sample profile: 2005 vs 2008**
- **Main findings: 2005 vs 2008**
- **2008: Cambridgeshire Horizons, Northstowe, Guided Busway**

## Comparison of Methodologies

### 2005

- 750 telephone interviews
  - 175 - Cambridge City
  - 175 - South Cambs
  - 100 - East Cambs
  - 100 - Fenland
  - 200 - Hunts
- Quotas by District set on -
  - Age
  - Gender
  - Housing Tenure
- Random tel. number generation

### 2008

- 750 F2F interviews
  - + 100 Booster (In City/ S Cambs)
- Reweighted as 2005
- 153 longer, more in-depth ints
- Quotas defined by CACI set on -
  - Age
  - Gender
  - Housing Tenure



## Where & When We Interviewed

	City	S Cambs	E Cambs	Fens	Hunts
	%	%	%	%	%
Rural	-	95	72	19	66
Urban	100	5	28	81	34
<b><u>ACORN Type</u></b>					
Wealthy Achievers	9	52	51	39	47
Urban Prosperity	49	5	-	10	-
Comfortably Off	20	29	29	20	38
Moderate Means	3	5	10	20	4
Hard Pressed	19	10	10	10	11

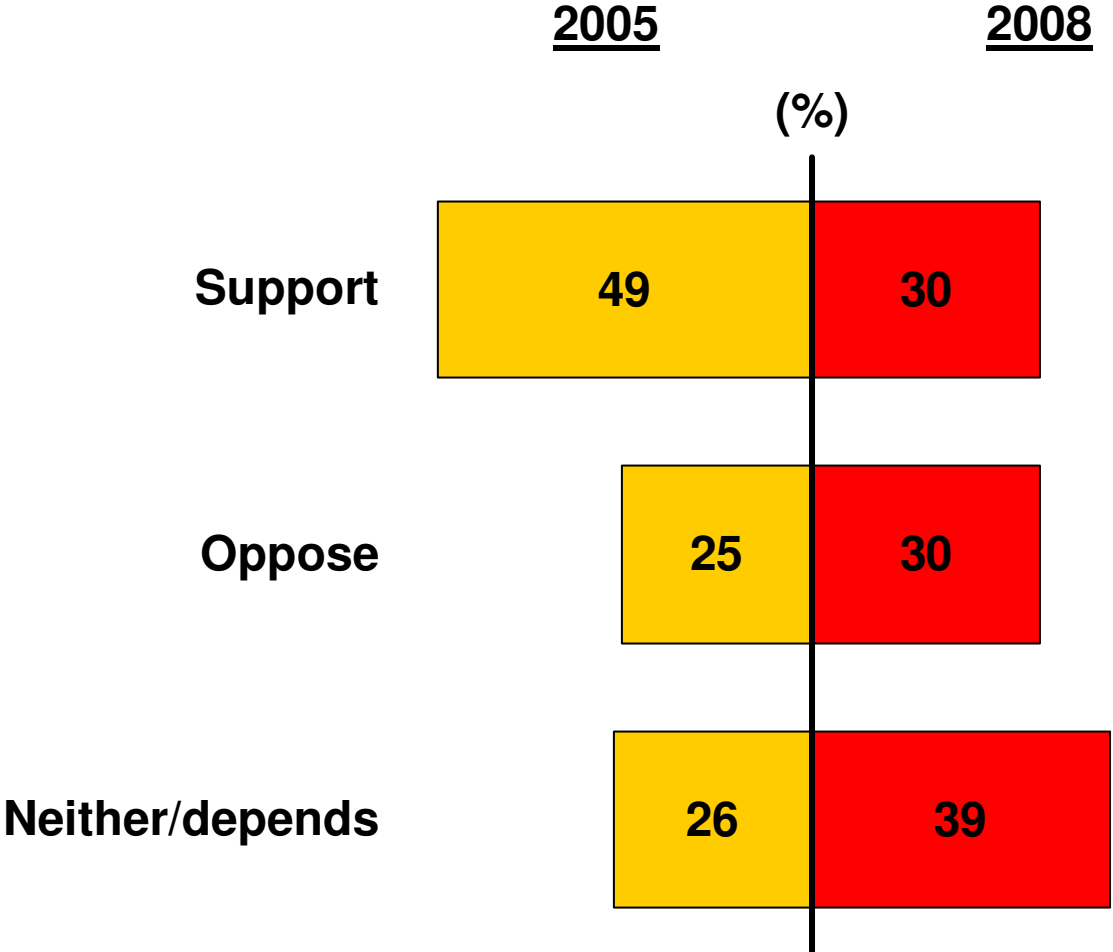
Fieldwork Dates: 16<sup>th</sup> April - 13<sup>th</sup> May 2008

## Sample Profile Comparison

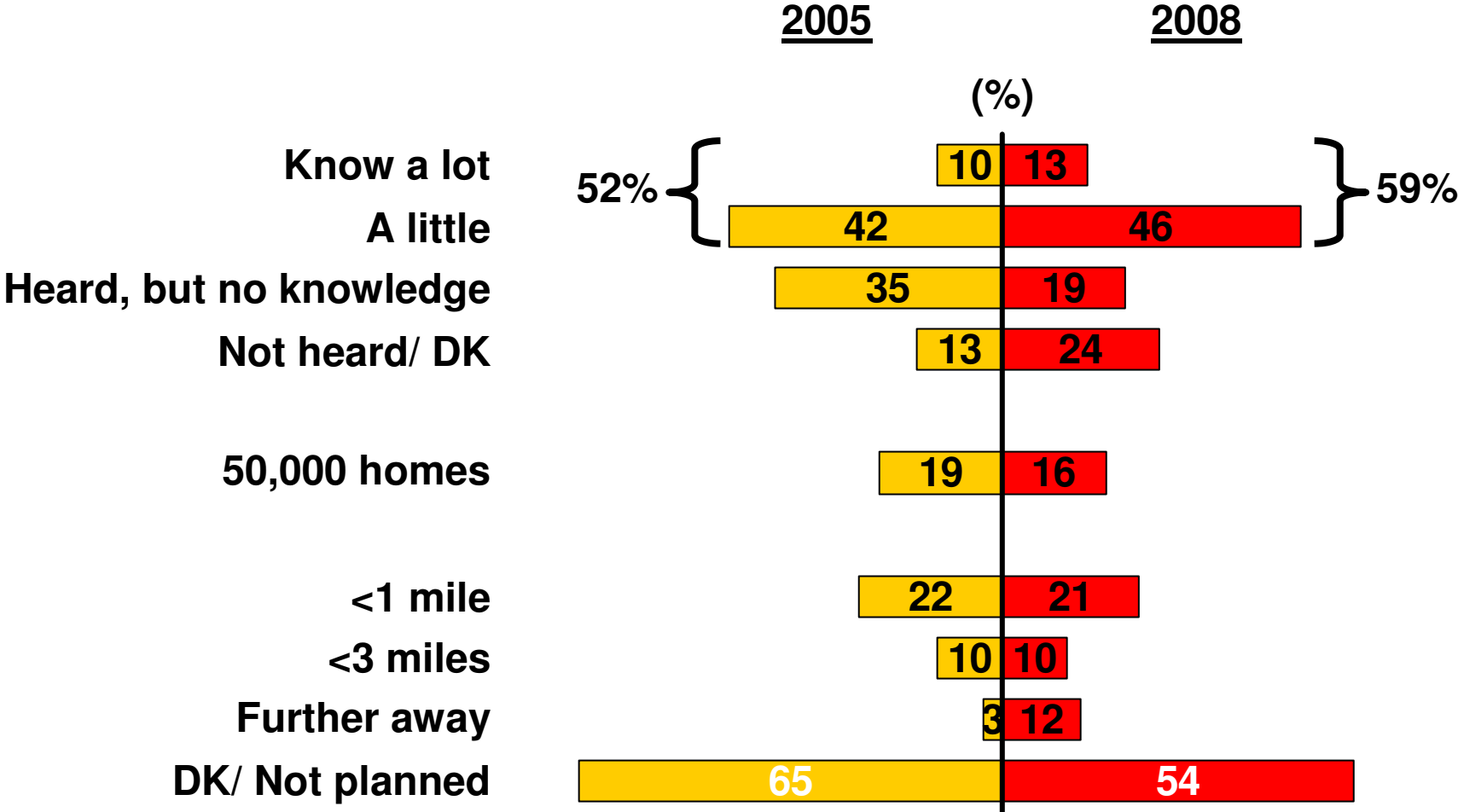
	2005	2008
	%	%
Male	48	48
Female	52	52
Under 30	17	18
30-44	32	30
45-59	26	26
60+	25	27
Owners	75	68
Renters	25	32

**N.B. 96% White sample in 2008**

# House Building Plans

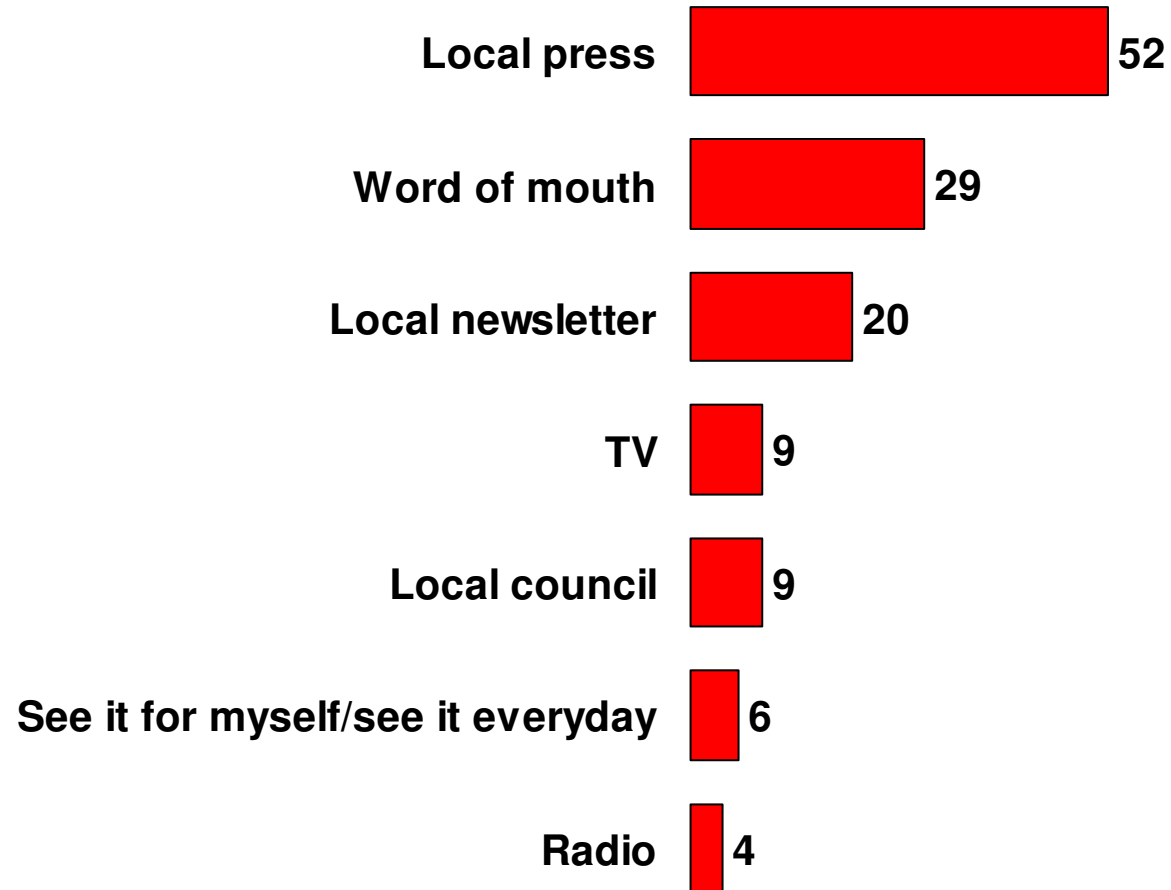


# Knowledge of House Building Plans

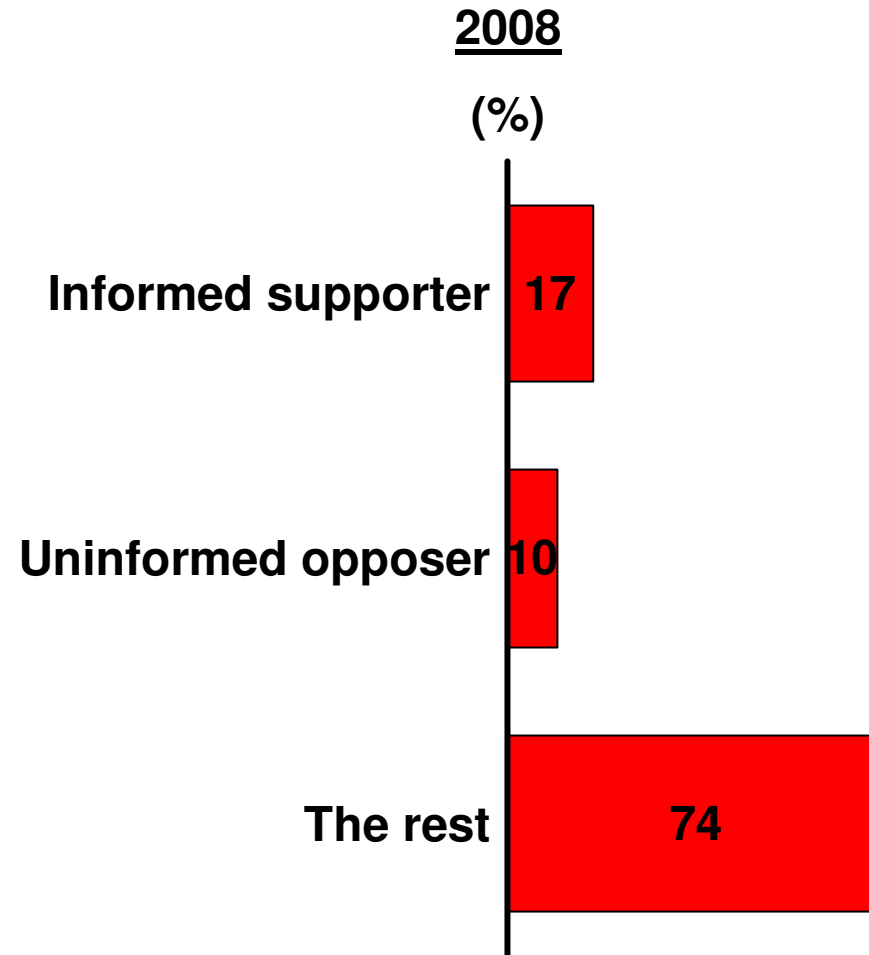


# Where heard of House Building Plans

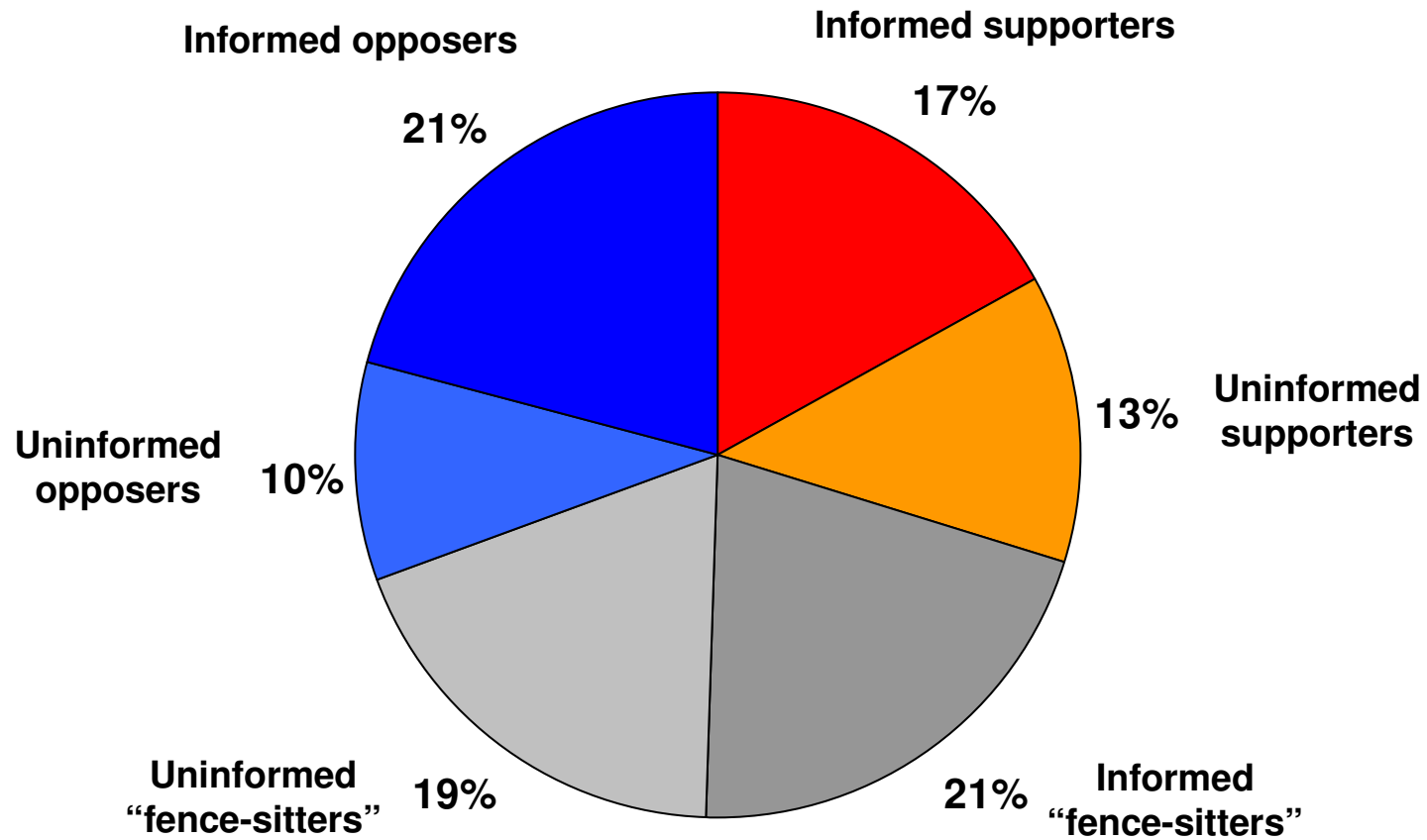
(%)



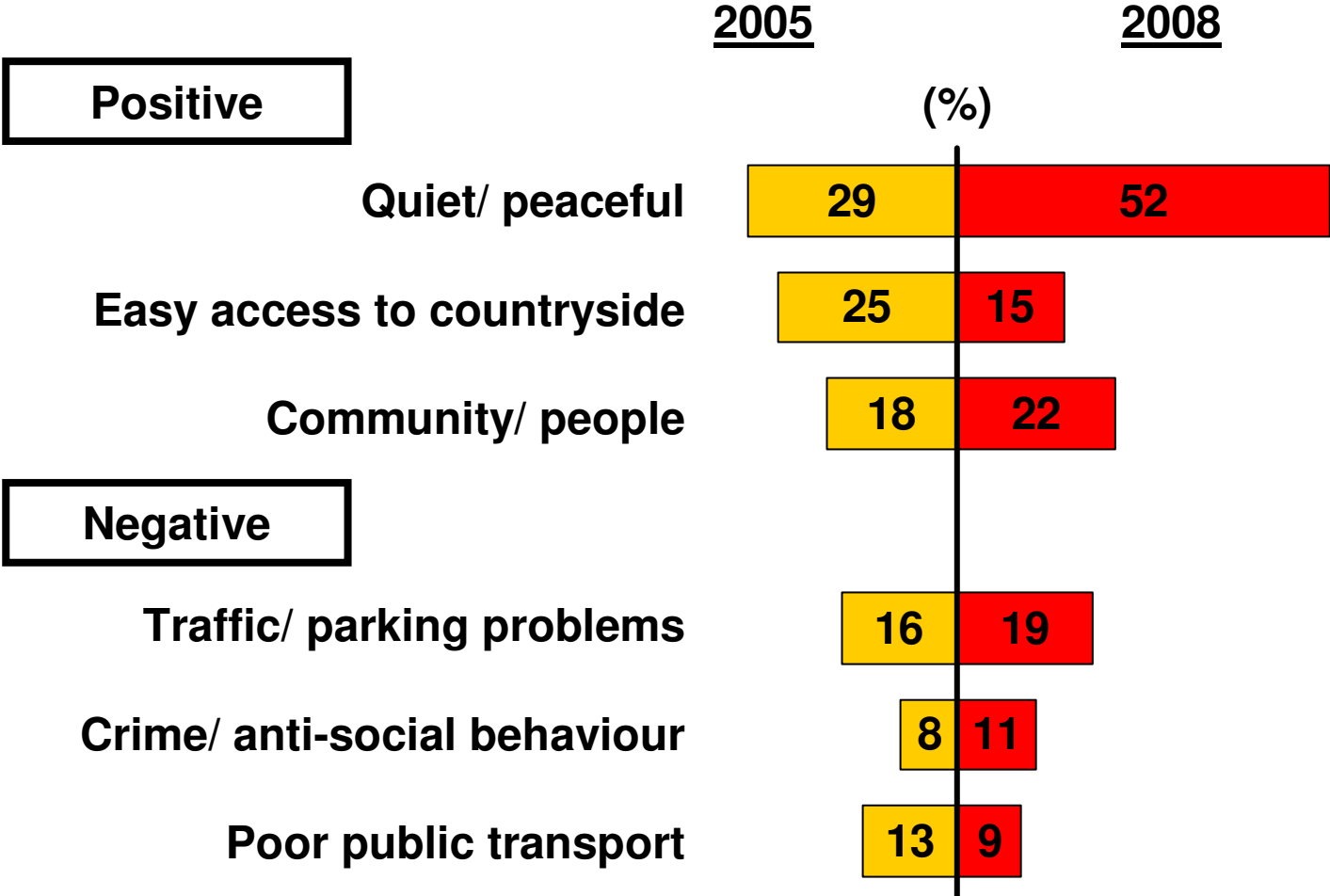
# Support & Knowledge Synthesis



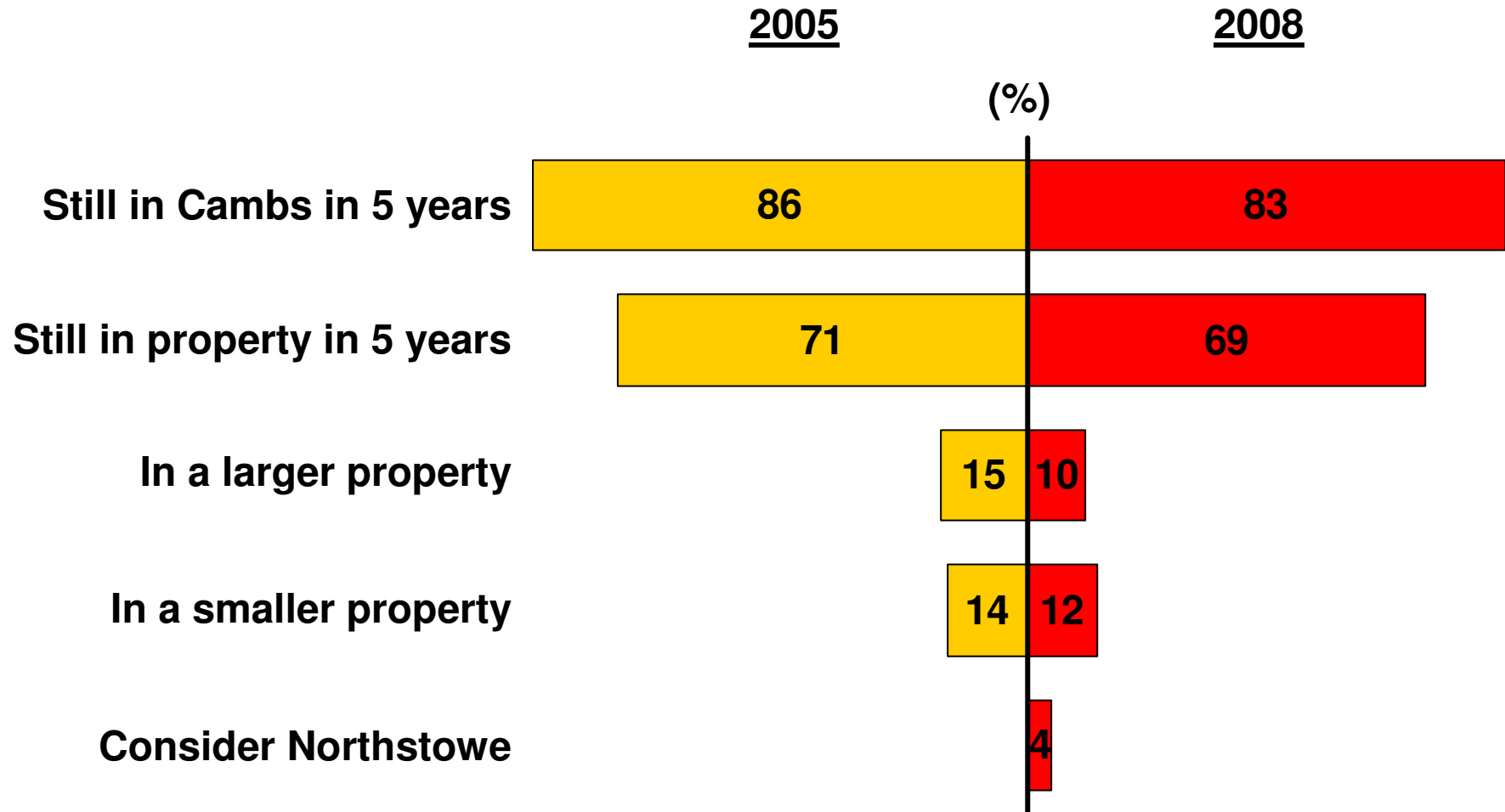
# Support & Knowledge Synthesis



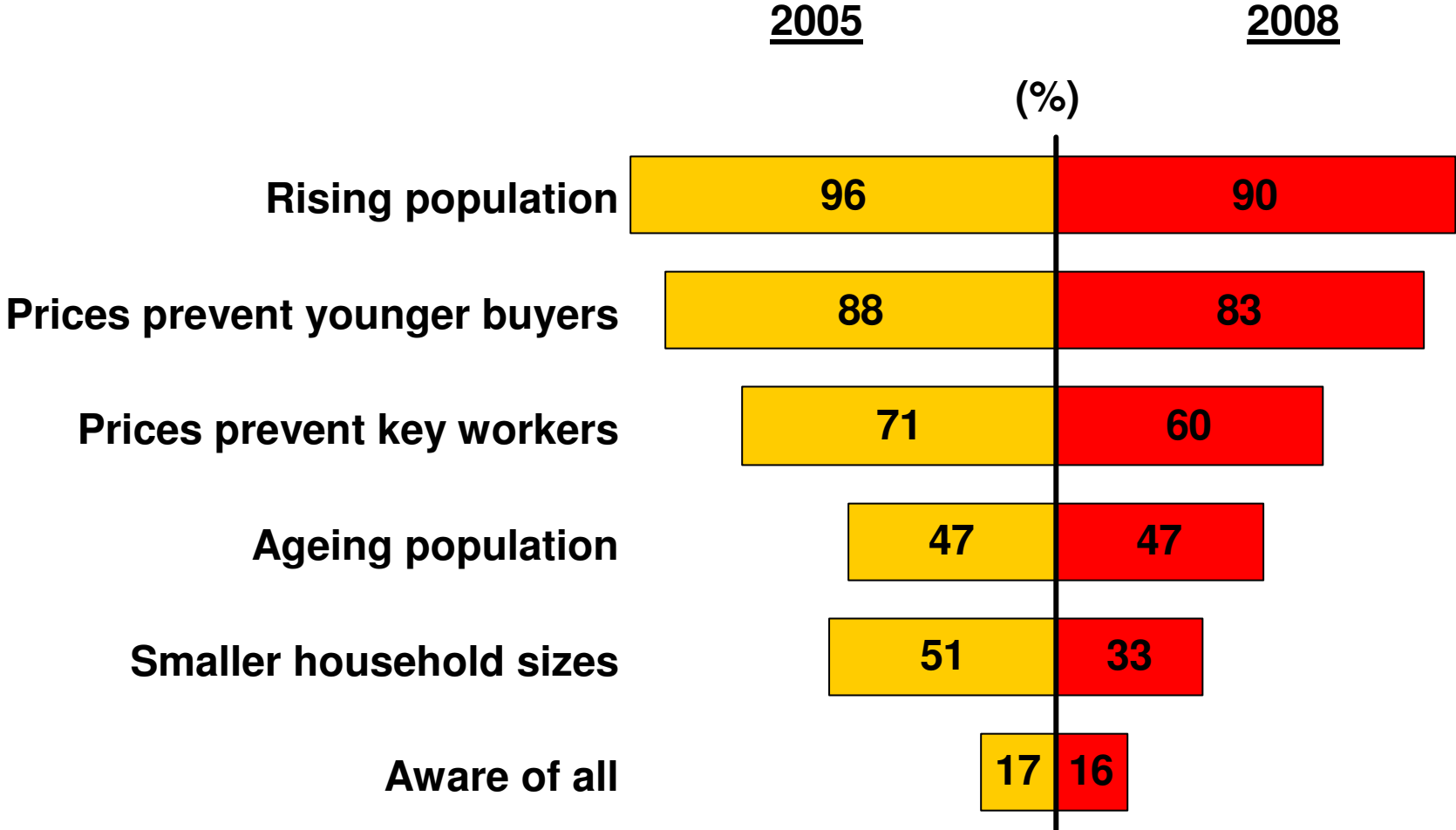
# Likes & Dislikes About Cambridgeshire



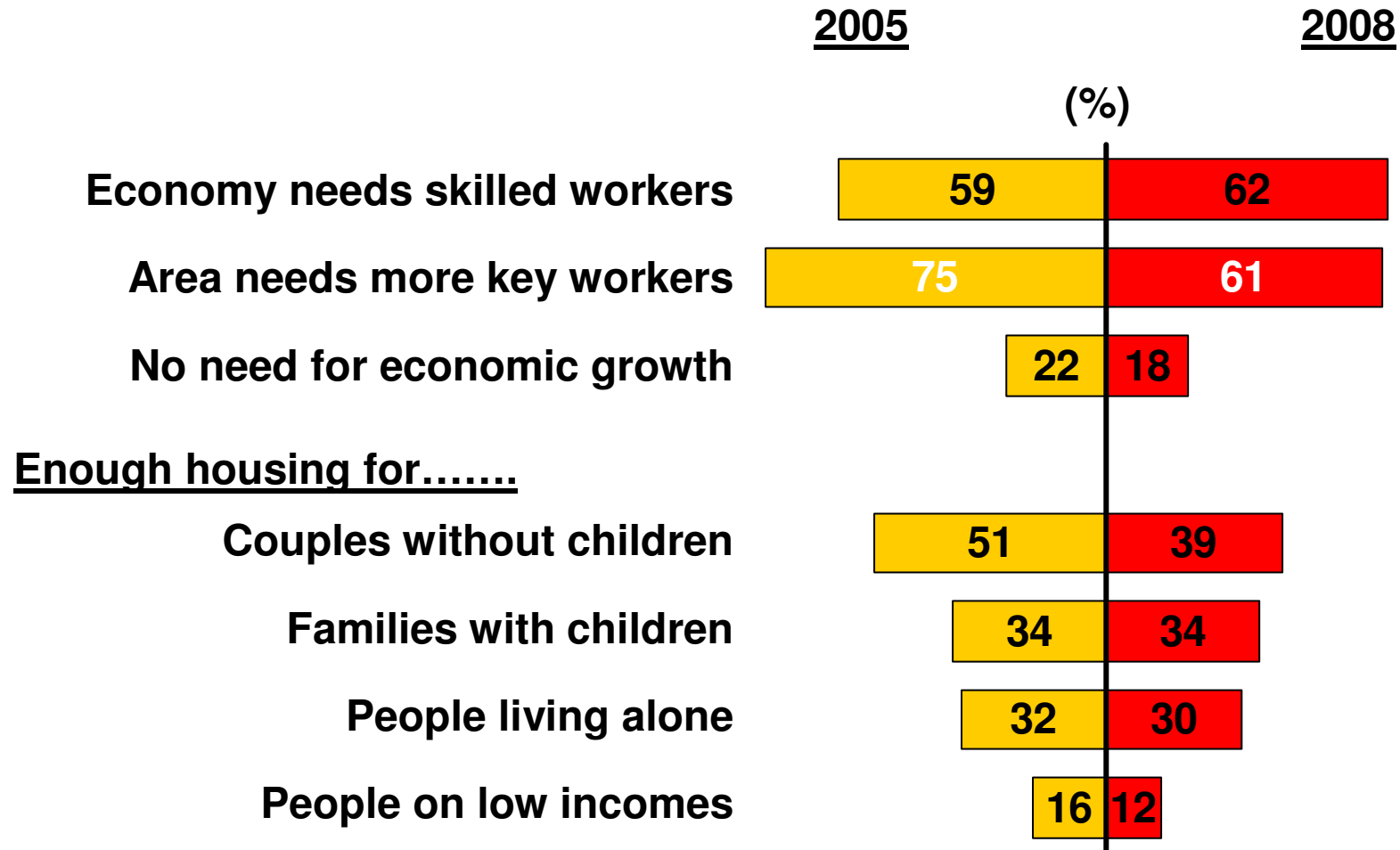
# Future Housing Requirements



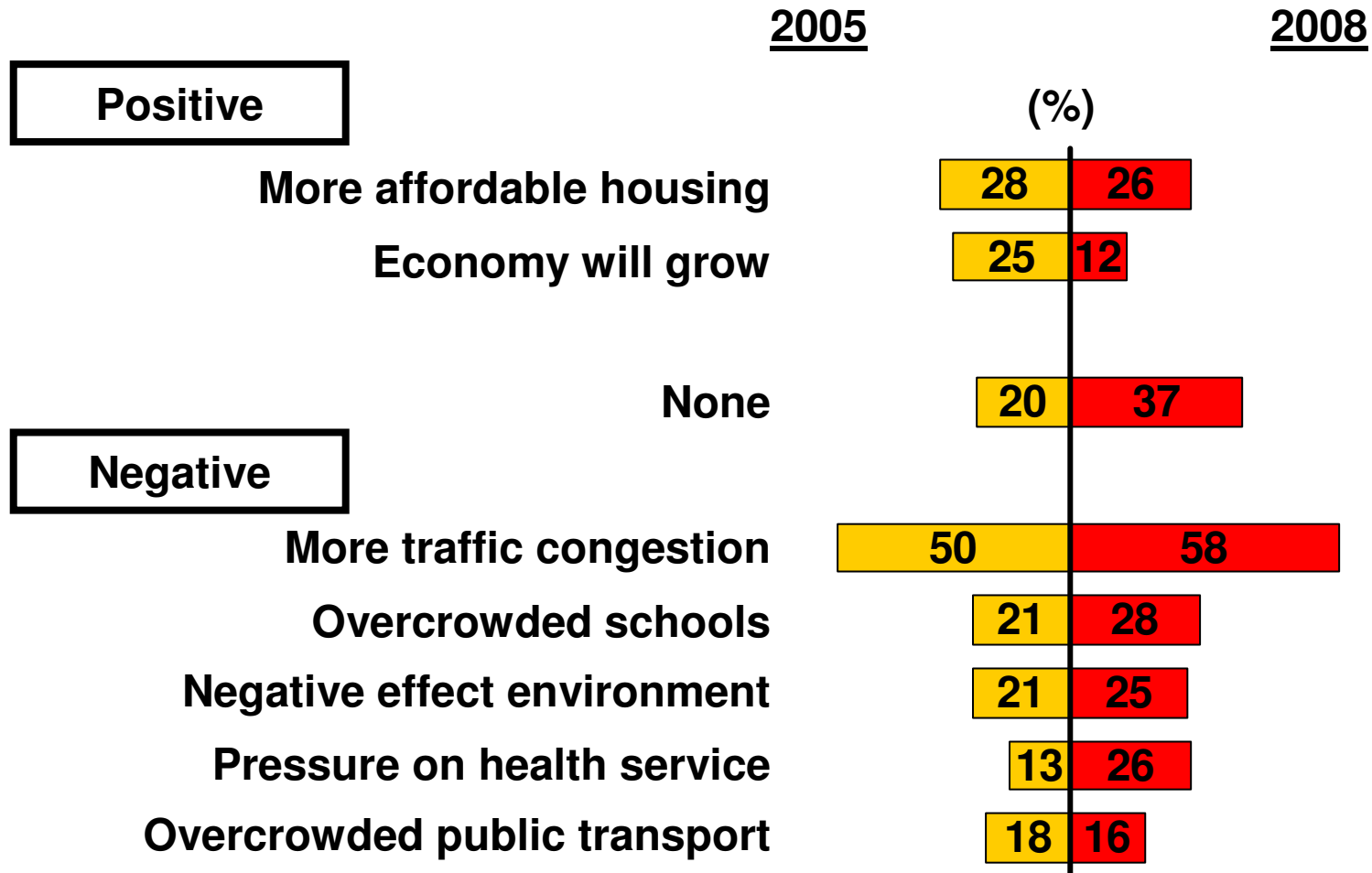
# Drivers of Housing Growth



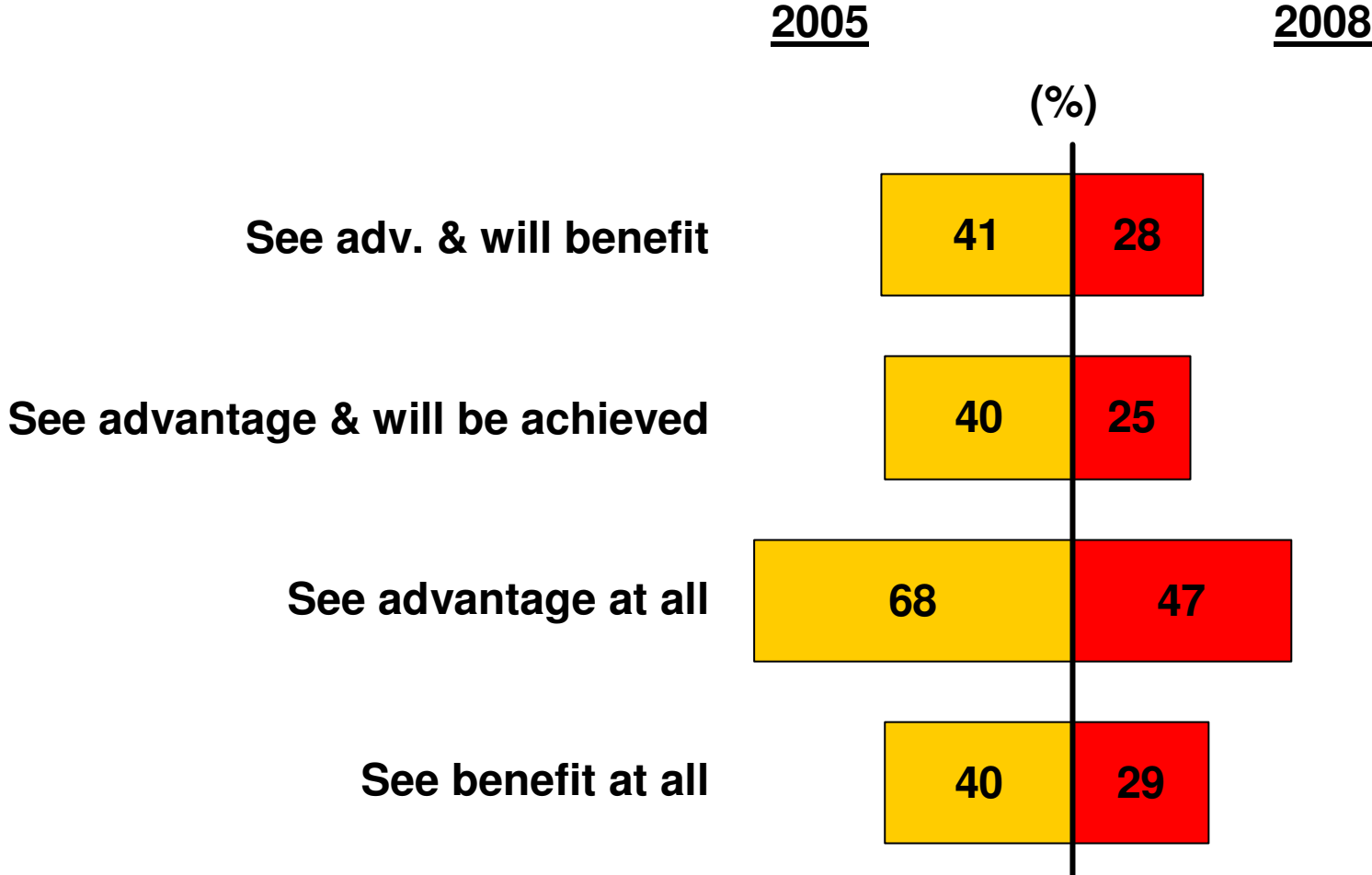
# Perceived Housing Need



# Perceived Advantages/ Disadvantages of Housing Growth



# Combination of Advantages & Benefits of Housing Growth

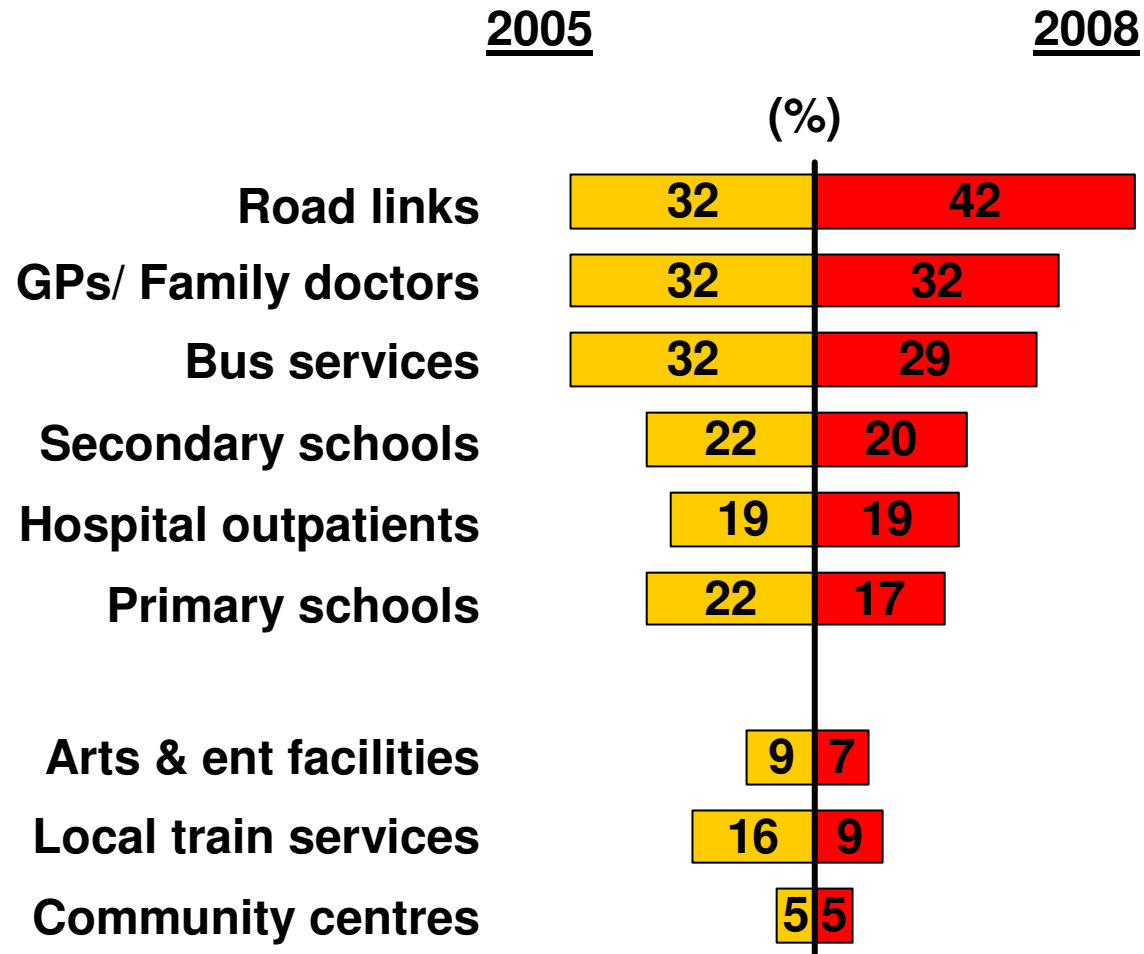


## Infrastructure Needs for Housing Growth

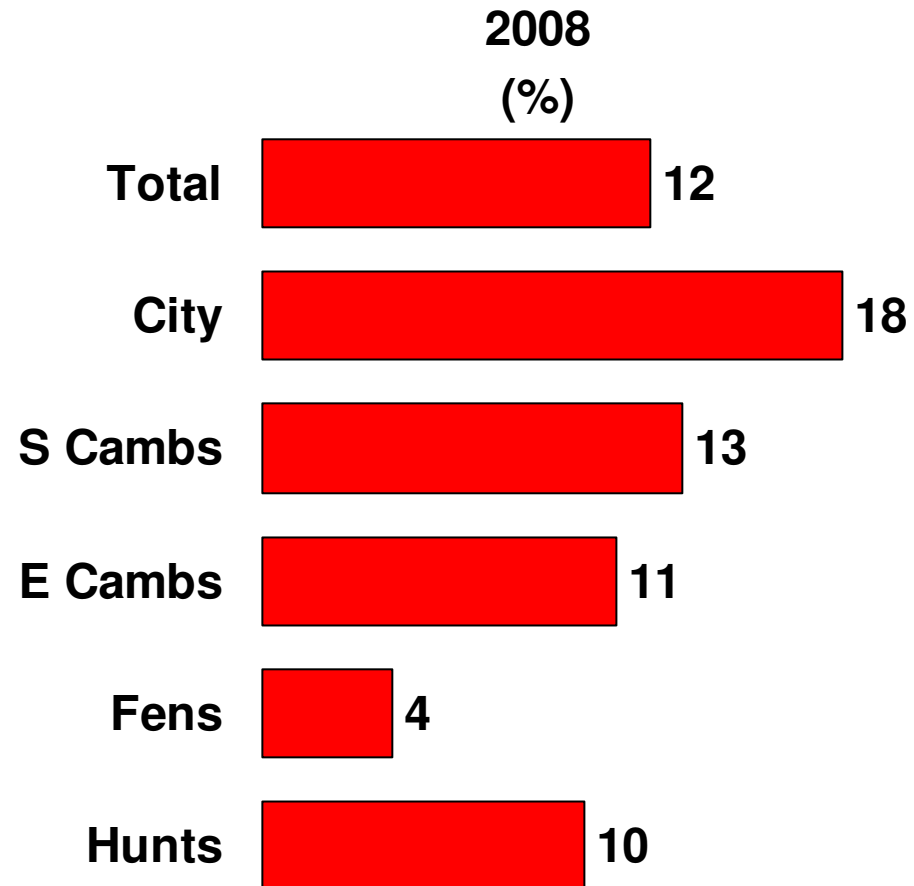
	<u>2005</u>	<u>2008</u>			<u>2005</u>	<u>2008</u>	
Fire services	7.25	7.83	↑	Childcare for under 5s	5.94	6.47	↑
Places of worship	7.02	7.44	↑	Main line train services	6.10	6.28	↑
GPs/family doctors	6.78	7.40	↑	Sports and leisure facilities	6.12	6.21	↑
Primary schools	7.05	7.28	↑	Dentists	4.77	6.01	↑
Further education colleges	6.78	7.15	↑	<hr/>			
Hospital outpatient services	6.23	7.14	↑	Road links	5.91	5.95	↑
Hospital A& E services	6.33	7.11	↑	Arts and entertainment facilities	5.45	5.70	↑
Parks and open spaces	6.74	7.06	↑	Local train services	5.42	5.68	↑
Secondary schools	6.69	6.98	↑	Community centres	5.05	5.49	↑
				Bus services	4.88	5.11	↑

Current area rating out of 10

### 3 Services Most Need Improving to Achieve Housing Growth



# Awareness of Cambridgeshire Horizons



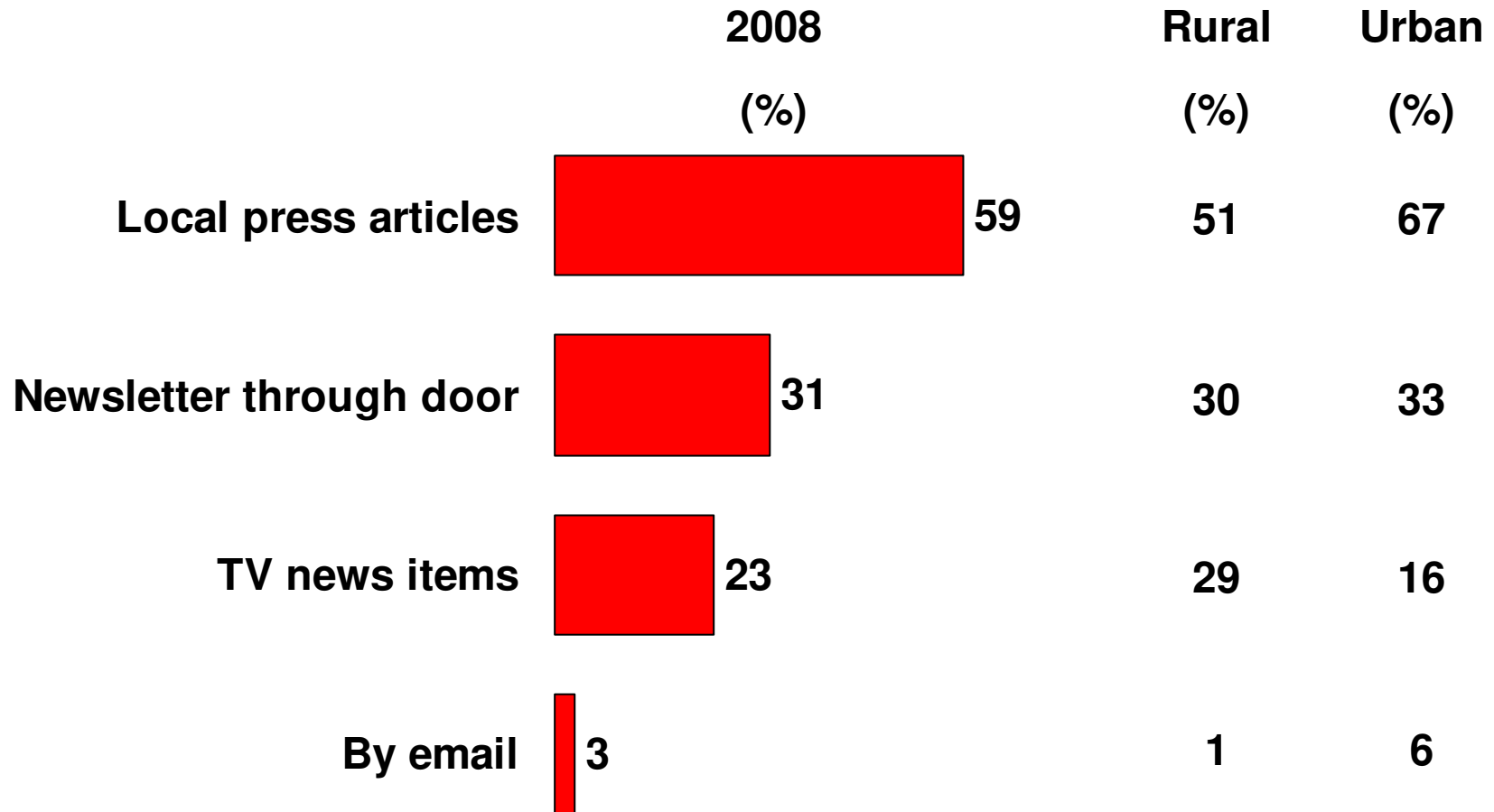
# Cambridgeshire Horizons Comms Priorities

	Priority		
	1 <sup>st</sup> (%)	1 <sup>st</sup> / 2 <sup>nd</sup> (%)	1 <sup>st</sup> / 2 <sup>nd</sup> / 3 <sup>rd</sup> (%)
Affordable housing schemes	39	51	61
New road plans	14	37	50
Maintaining green spaces	18	37	48
New public transport plans	5	16	35
Quality standards	4	12	27
Sustainability	7	18	26
New sports facilities	1	6	12
Arts & cultural provision	1	3	5

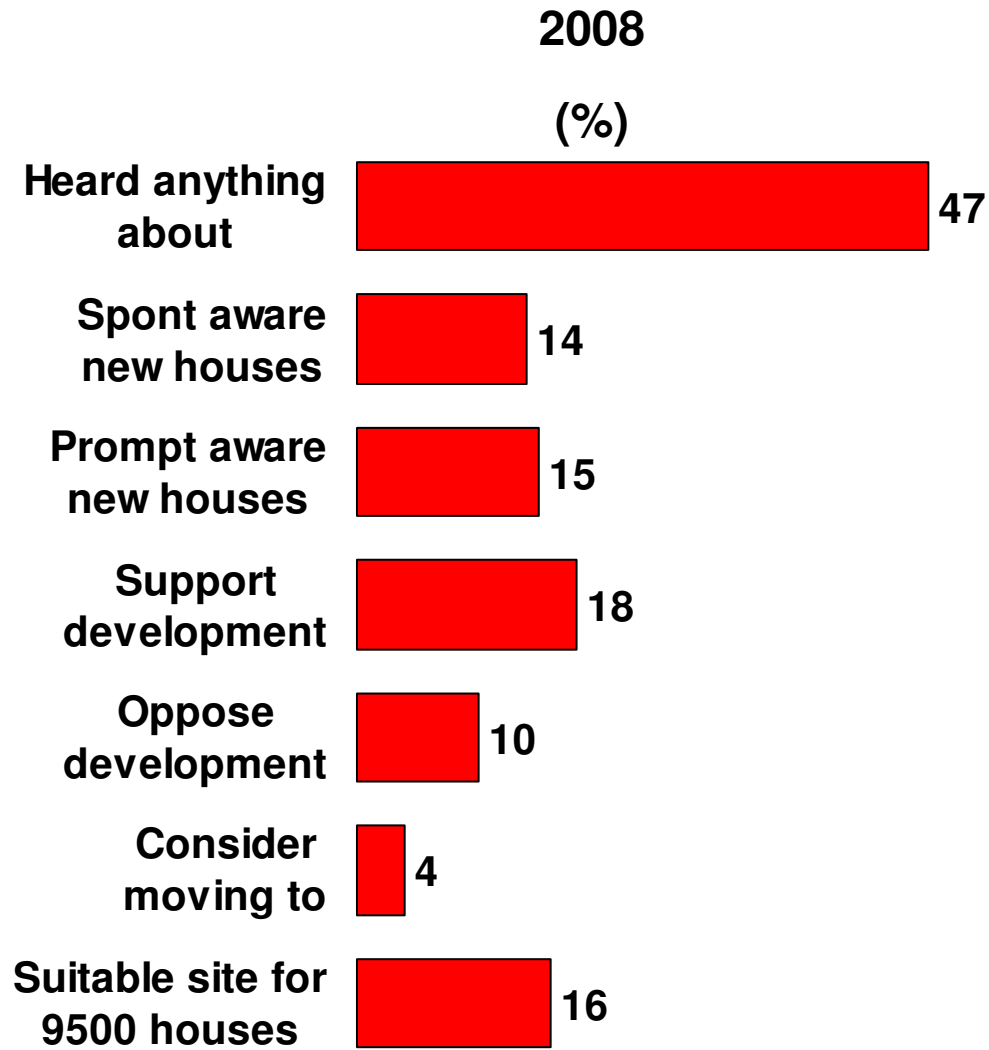
## Cambridgeshire Horizons Comms Priorities (2)

	Wealthy (%)	Urban prosp (%)	Comfort (%)	Mod'rte means (%)	Hard pressed (%)
Affordable housing schemes	45	60	82	49	65
New road plans	55	53	45	48	46
Maintaining green spaces	55	50	38	61	41
New public transport plans	26	33	48	38	35

# How Like To Hear From CH About These Plans



# Northstowe (1)

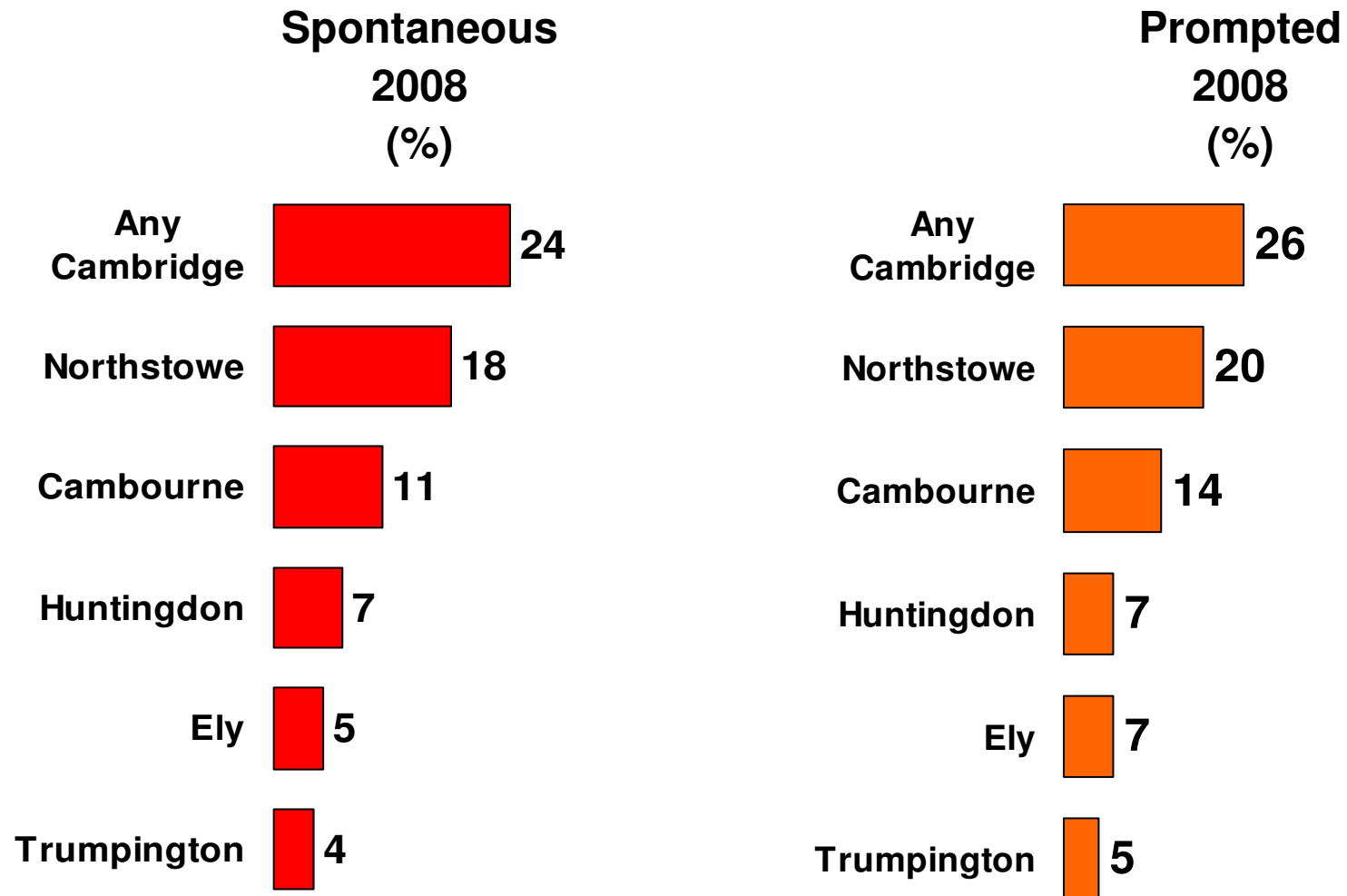


**N.B. Awareness increases with age (36% - 56%)**

## Northstowe (2)

	<b>City</b>	<b>S Cambs</b>	<b>E Cambs</b>	<b>Fens</b>	<b>Hunts</b>
	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>
<b>Heard anything about</b>	<b>59</b>	<b>76</b>	<b>43</b>	<b>5</b>	<b>32</b>
<b>Spont aware new houses</b>	<b>8</b>	<b>39</b>	<b>3</b>	<b>-</b>	<b>9</b>
<b>Prompt aware new houses</b>	<b>10</b>	<b>41</b>	<b>4</b>	<b>-</b>	<b>10</b>
<b>Support development</b>	<b>21</b>	<b>30</b>	<b>6</b>	<b>-</b>	<b>18</b>
<b>Oppose development</b>	<b>6</b>	<b>21</b>	<b>6</b>	<b>6</b>	<b>9</b>
<b>Consider moving there</b>	<b>-</b>	<b>12</b>	<b>11</b>	<b>-</b>	<b>6</b>
<b>Suitable site for 9500 houses</b>	<b>13</b>	<b>21</b>	<b>17</b>	<b>-</b>	<b>21</b>

# Where New Houses Are Being Built (1)



## Where New Houses Are Being Built (2)

	City	S Cambs	E Cambs	Fens	Hunts
	(%)	(%)	(%)	(%)	(%)
Any Cambridge	<b>42</b>	34	16	9	20
Northstowe	16	<b>46</b>	7	2	16
Cambourne	7	<b>29</b>	5	2	16
Huntingdon	2	-	-	7	<b>23</b>
Ely	2	7	<b>18</b>	5	5
Trumpington	7	11	1	-	3

## Cambridge Guided Busway

	<b>Total</b>	<b>City</b>	<b>S Cambs</b>	<b>E Cambs</b>	<b>Fens</b>	<b>Hunts</b>
	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>
<b>Heard anything about</b>	<b>63</b>	<b>79</b>	<b>82</b>	<b>44</b>	<b>28</b>	<b>55</b>
<b>Will relieve road pressure</b>	<b>24</b>	<b>27</b>	<b>27</b>	<b>22</b>	<b>6</b>	<b>29</b>
<b>Won't relieve road pressure</b>	<b>29</b>	<b>30</b>	<b>42</b>	<b>17</b>	<b>22</b>	<b>24</b>
<b>Would consider using</b>	<b>23</b>	<b>27</b>	<b>30</b>	<b>11</b>	<b>-</b>	<b>29</b>
<b>Wouldn't consider using</b>	<b>30</b>	<b>30</b>	<b>42</b>	<b>22</b>	<b>28</b>	<b>24</b>
<b>Good alternative A14</b>	<b>30</b>	<b>36</b>	<b>36</b>	<b>22</b>	<b>-</b>	<b>38</b>
<b>Not good alternative A14</b>	<b>19</b>	<b>24</b>	<b>24</b>	<b>11</b>	<b>22</b>	<b>12</b>

## Knowledge & Support: Key Attitudinal Differences (1)

	Informed supporter (%)	Uninformed opposer (%)	Rest (%)
Rising population	93	94	88
Prices prevent younger buyers	<b>92</b>	85	81
Prices prevent key workers	<b>68</b>	65	58
Ageing population	52	51	45
Smaller household sizes	36	<b>49</b>	31

## Knowledge & Support: Key Attitudinal Differences (2)

	Informed supporter	Uninformed opposer	Rest
	(%)	(%)	(%)
Economy needs skilled workers	<b>73</b>	53	60
Area needs more key workers	<b>71</b>	56	59
No need for economic growth	22	26	17
<b><u>Enough housing for.....</u></b>			
Couples without children	34	<b>53</b>	38
Families with children	29	<b>43</b>	34
People living alone	29	<b>39</b>	29
People on low incomes	12	14	12

## ACORN Type: Key Summary (1)

	<b>Wealthy</b>	<b>Urban prosp</b>	<b>Comf</b>	<b>Moderate</b>	<b>Hard pressed</b>
	(%)	(%)	(%)	(%)	(%)
<b>Support housing growth</b>	<b>29</b>	<b>35</b>	<b>22</b>	<b>30</b>	<b>44</b>
<b>Informed supporter</b>	<b>16</b>	<b>22</b>	<b>12</b>	<b>15</b>	<b>26</b>
<b>Advantage &amp; benefit</b>	<b>28</b>	<b>37</b>	<b>24</b>	<b>19</b>	<b>32</b>
<b>Aware all 5 growth drivers</b>	<b>12</b>	<b>13</b>	<b>19</b>	<b>11</b>	<b>26</b>
<b>Know about housing plans</b>	<b>63</b>	<b>52</b>	<b>56</b>	<b>44</b>	<b>63</b>
<b>Road links need improving</b>	<b>39</b>	<b>45</b>	<b>45</b>	<b>42</b>	<b>40</b>
<b>Mean rating of road links</b>	<b>6.16</b>	<b>5.33</b>	<b>5.80</b>	<b>6.13</b>	<b>6.15</b>

## ACORN Type: Key Summary (2)

	Wealthy	Urban prosp	Comf	Moderate	Hard pressed
	(%)	(%)	(%)	(%)	(%)
<b>Aware Cambs Horizons</b>	<b>10</b>	<b>17</b>	<b>12</b>	<b>5</b>	<b>16</b>
<b><u>Should tell me about ....</u></b>					
... affordable housing schemes	48	60	82	49	65
... new road plans	55	53	45	48	46
... maintaining green spaces	55	50	38	61	41
<b><u>By ....</u></b>					
... local press	58	67	54	75	51
... mailing through door	31	48	29	9	32

## Location: Key Summary (1)

	<b>City</b>	<b>S Cambs</b>	<b>E Cambs</b>	<b>Fens</b>	<b>Hunts</b>
	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>
<b>Support housing growth</b>	<b>34</b>	<b>23</b>	<b>22</b>	<b>36</b>	<b>32</b>
<b>Informed supporter</b>	<b>21</b>	<b>16</b>	<b>12</b>	<b>16</b>	<b>17</b>
<b>Advantage &amp; benefit</b>	<b>28</b>	<b>26</b>	<b>29</b>	<b>26</b>	<b>30</b>
<b>Aware all 5 growth drivers</b>	<b>20</b>	<b>9</b>	<b>11</b>	<b>20</b>	<b>19</b>
<b>Know about housing plans</b>	<b>53</b>	<b>73</b>	<b>60</b>	<b>38</b>	<b>59</b>
<b>Road links need improving</b>	<b>44</b>	<b>52</b>	<b>32</b>	<b>34</b>	<b>41</b>
<b>Mean rating of road links</b>	<b>5.83</b>	<b>5.98</b>	<b>6.09</b>	<b>6.18</b>	<b>5.82</b>

## Location: Key Summary (2)

	<b>City</b>	<b>S Cambs</b>	<b>E Cambs</b>	<b>Fens</b>	<b>Hunts</b>
	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>
<b>Aware Cambs Horizons</b>	<b>18</b>	<b>13</b>	<b>11</b>	<b>4</b>	<b>10</b>
<b><u>Should tell me about ....</u></b>					
... affordable housing schemes	<b>65</b>	<b>47</b>	<b>47</b>	<b>79</b>	<b>70</b>
... new road plans	<b>44</b>	<b>33</b>	<b>68</b>	<b>37</b>	<b>70</b>
... maintaining green spaces	<b>37</b>	<b>61</b>	<b>31</b>	<b>58</b>	<b>51</b>
<b><u>By ....</u></b>					
... local press	<b>69</b>	<b>52</b>	<b>63</b>	<b>63</b>	<b>50</b>
... mailing through door	<b>33</b>	<b>34</b>	<b>21</b>	<b>21</b>	<b>38</b>