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Shelter

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Shelter – Parents and the economic recovery

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October 2014

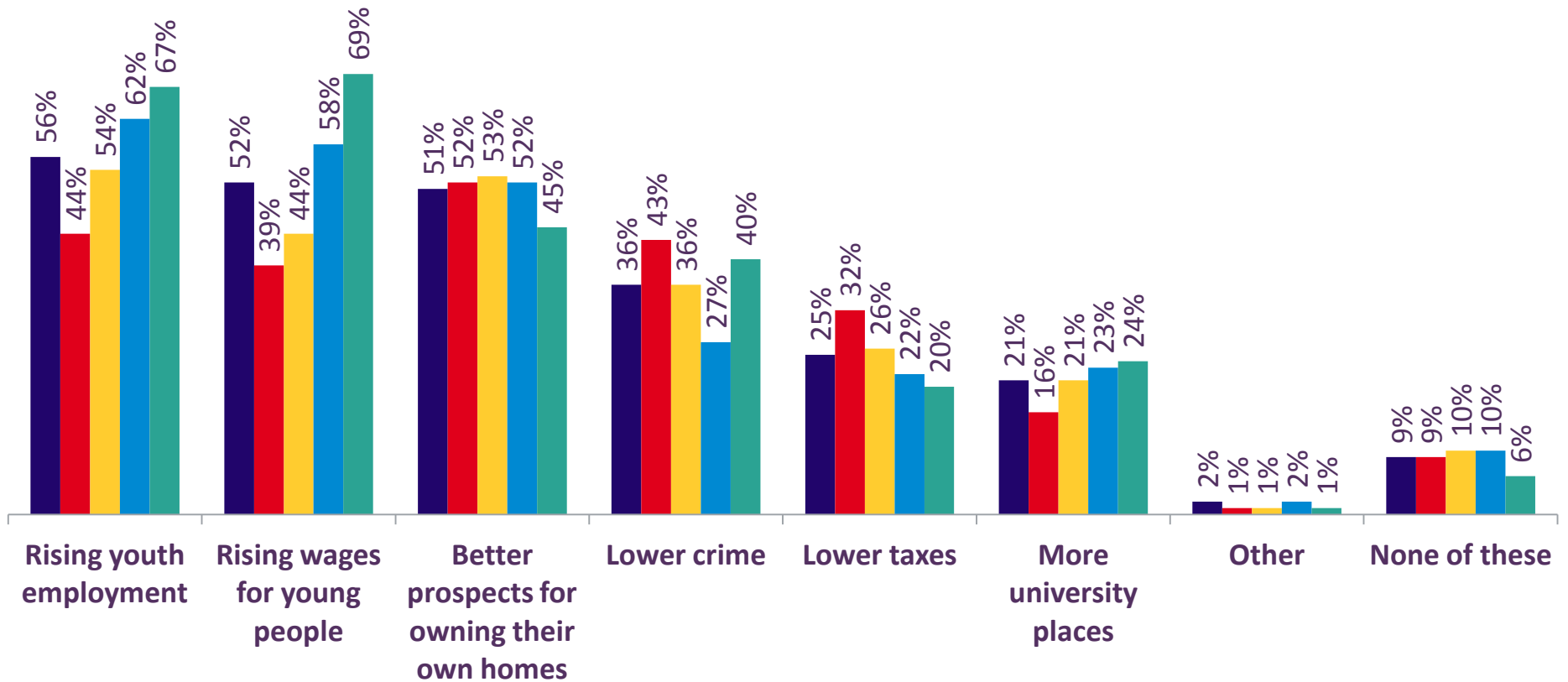
Methodology

- Populus interviewed 2,004 GB adults (18+) online between 24 and 26 October 2014. Results have been weighted to be demographically representative of all British adults.
- Of these 2,004 GB adults, 515 were parents of 0-18 year olds. This report focuses only on these parents.
- Populus conducted similar research in October 2013, and tracking data is shown where appropriate.
- Where results do not sum to 100% this may be due to rounding, multiple choice categories or the exclusion of don't knows. Populus is a member of the British Polling Council and abides by its rules. For more information see www.populus.co.uk.

Housing plays an important part in parents view of their children's future

Which three of the following would make you feel that the outlook for your children is improving?

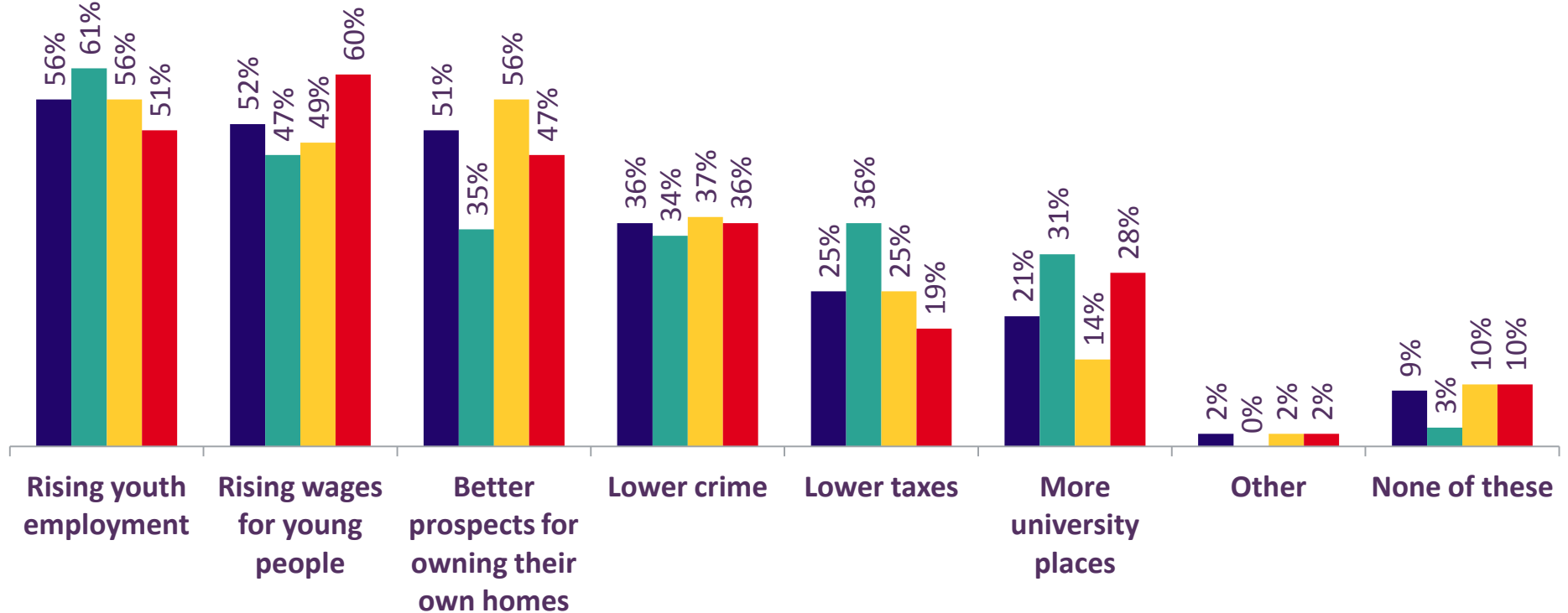
■ All parents of 0-18 year olds
 ■ Parents of under 5s
 ■ Parents of 5-10s
 ■ Parents of 11-15s
 ■ Parents 16-18s



Young people's housing prospects is a particular concern among parents not feeling the economic recovery

Which three of the following would make you feel that the outlook for your children is improving?

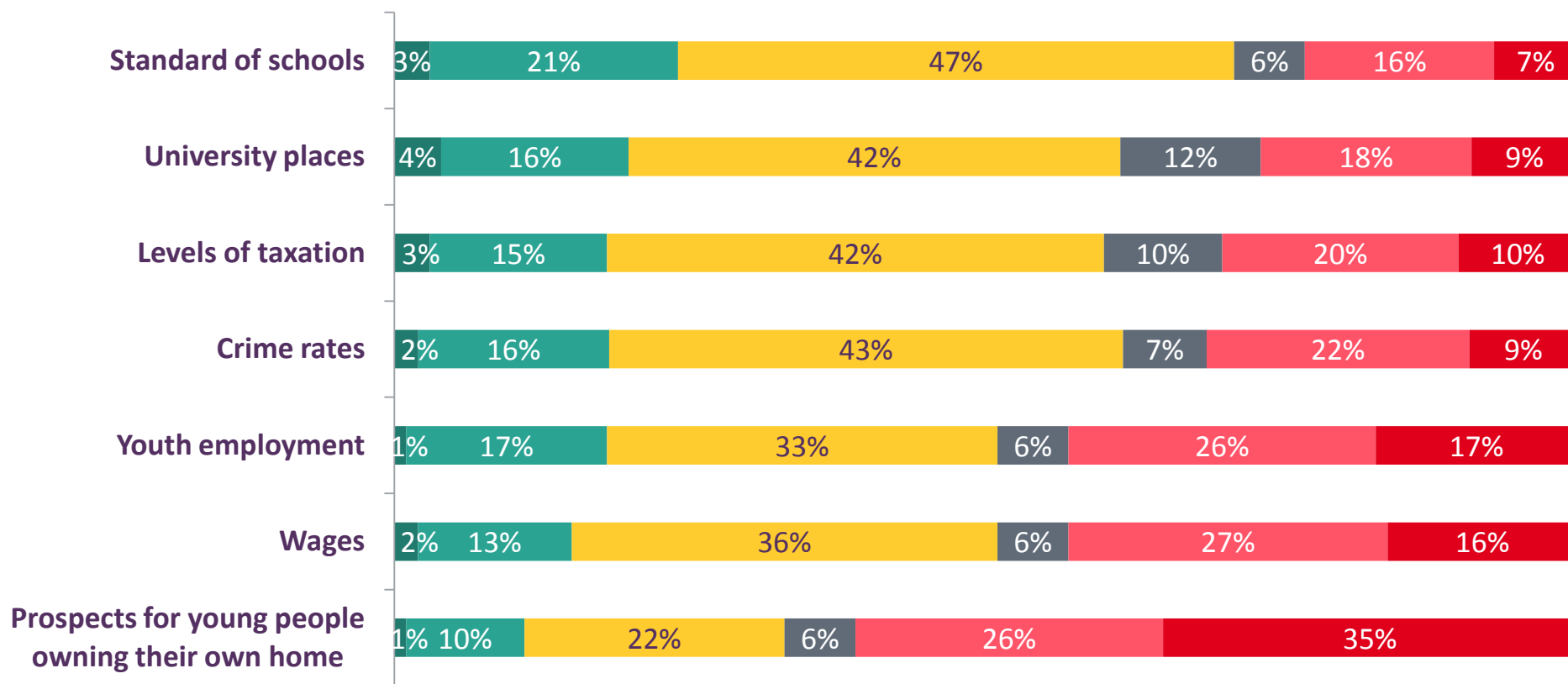
- All parents of 0-18 year olds
- Parents that believe there is an economic recovery in their area and have felt it personally
- Parents that believe there probably is an economic recovery in their area have not felt this personally
- Parents that believe there is no economic recovery in their area



Few think home ownership prospects have improved

Do you think the following issues have improved or worsened for young people in the last few years?

■ Improved significantly
 ■ Improved slightly
 ■ No real change
 ■ Don't know
 ■ Worsened slightly
 ■ Worsened significantly



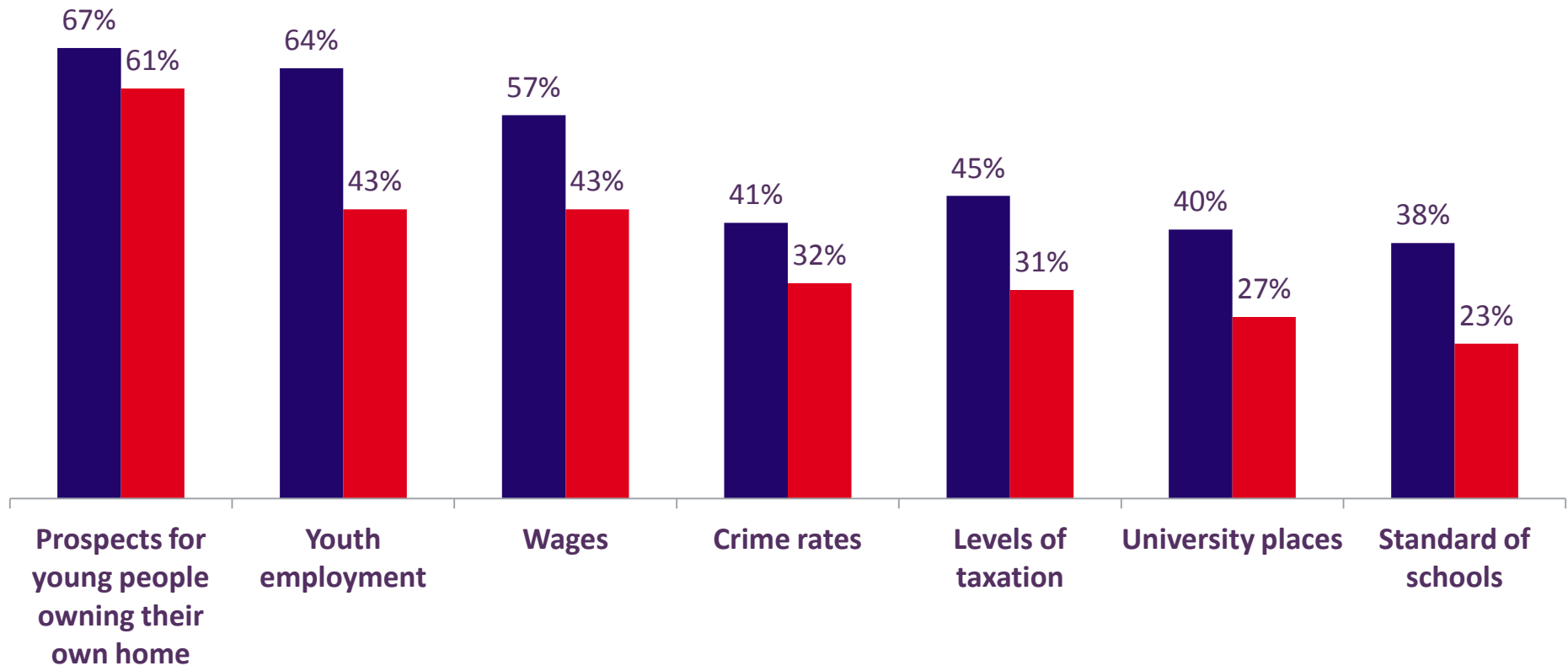
More than any other issue, parents think home ownership prospects have worsened in recent years

Do you think the following issues have improved or worsened for young people in the last few years?

[% saying 'worsened slightly' or 'worsened significantly']

■ 2013

■ 2014



While pessimism has dropped significantly for other key issues, it remains high for housing

Do you think the following issues have improved or worsened for young people in the last few years?

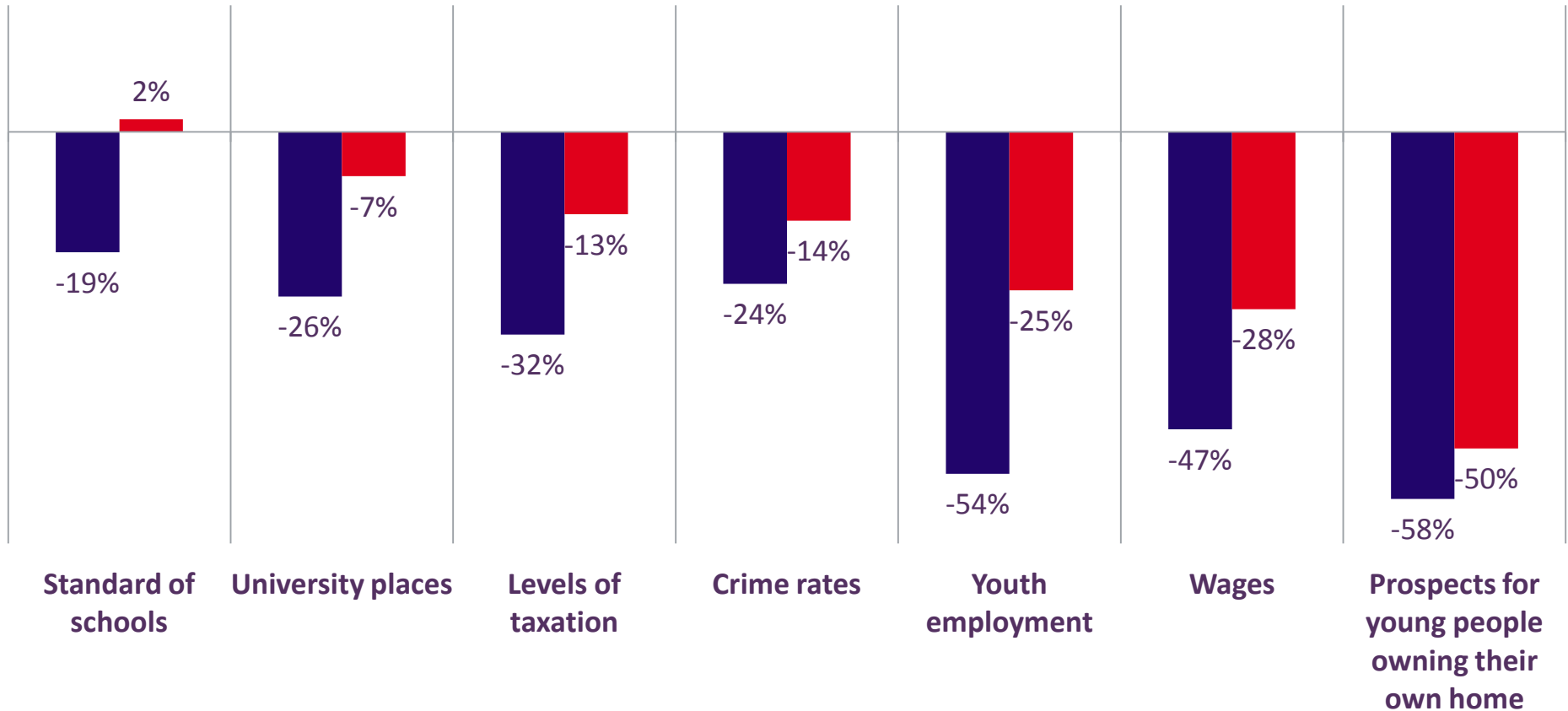
[NET: Improved-Worsened]

■ 2013

■ 2014

Improved

Worsened

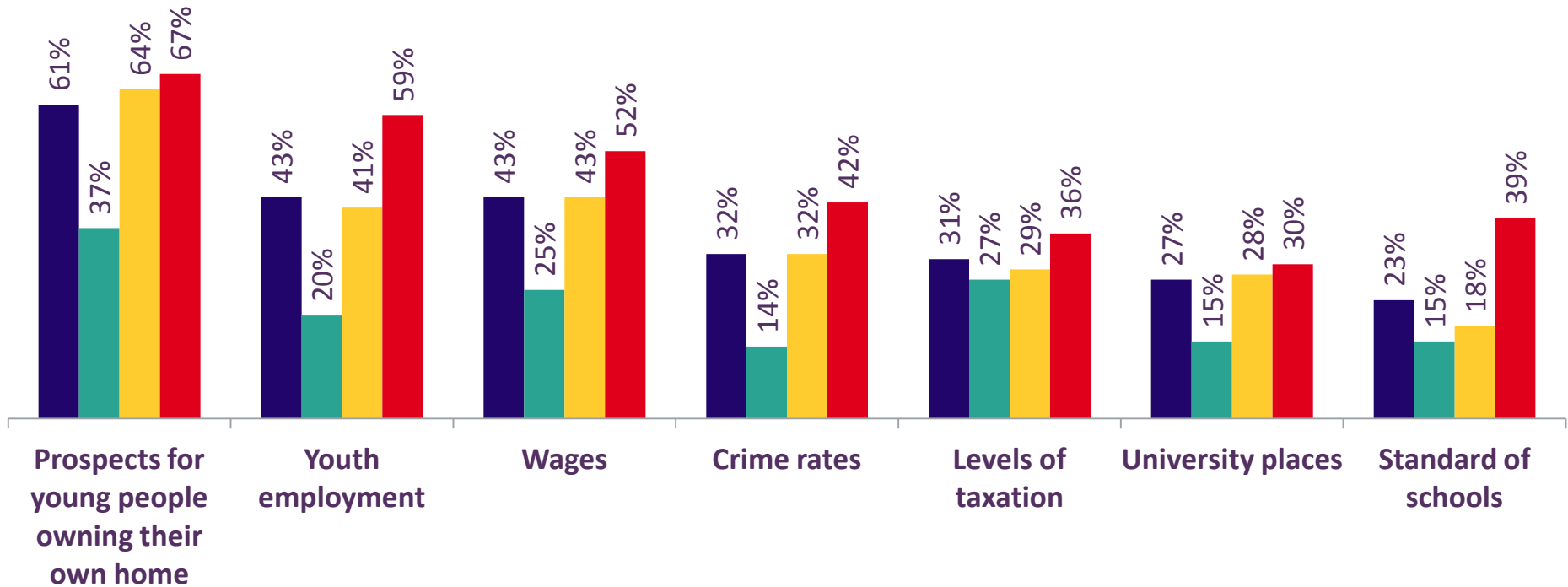


Anxiety about housing especially high among those not feeling the recovery

Do you think the following issues have improved or worsened for young people in the last few years?

[% saying 'worsened slightly' or 'worsened significantly']

- All parents of 0-18 year olds
- Parents that believe there is an economic recovery in their area and have felt it personally
- Parents that believe there probably is an economic recovery in their area have not felt this personally
- Parents that believe there is no economic recovery in their area



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