



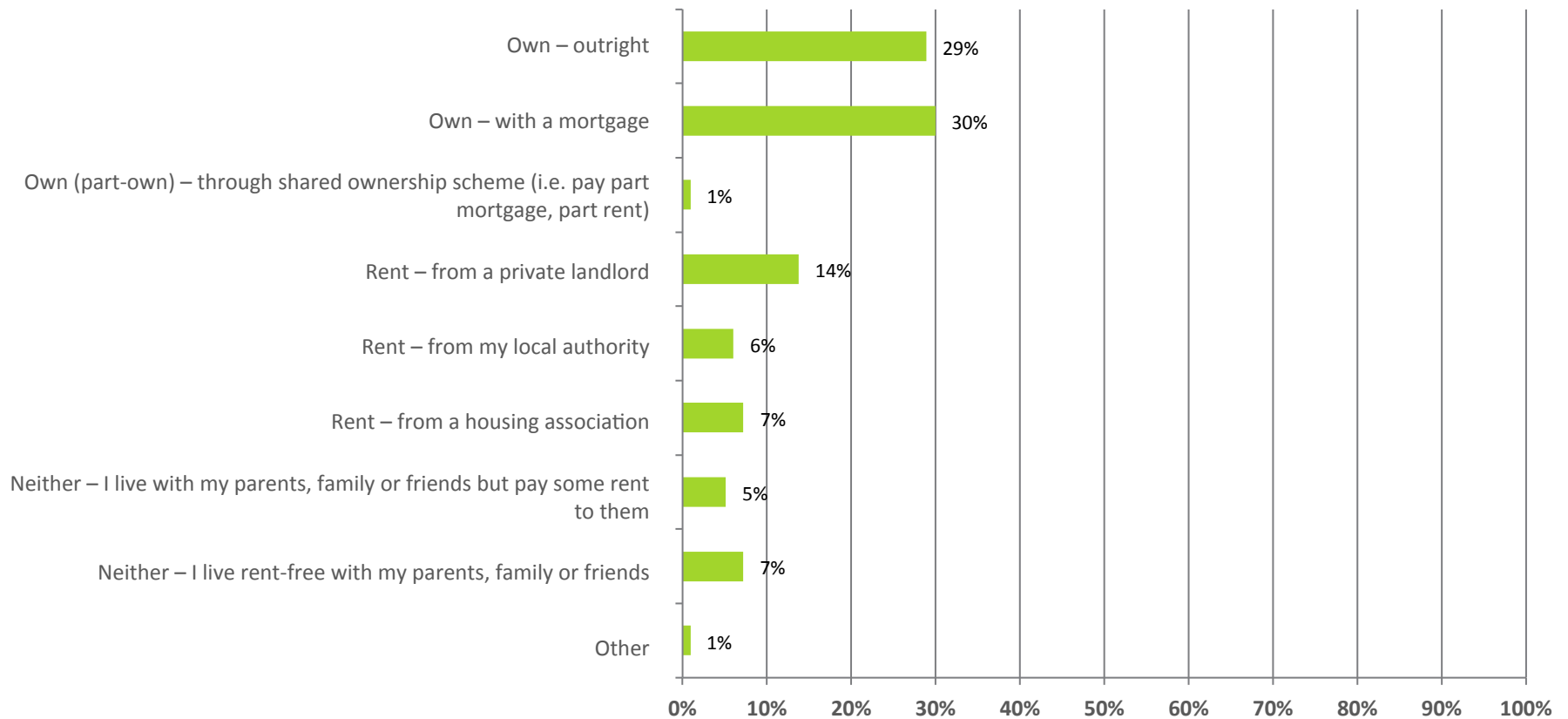
Damp Houses – All Adults

4th – 5th August 2016

Conducted by YouGov on behalf of Safeguard Europe

Damp Houses

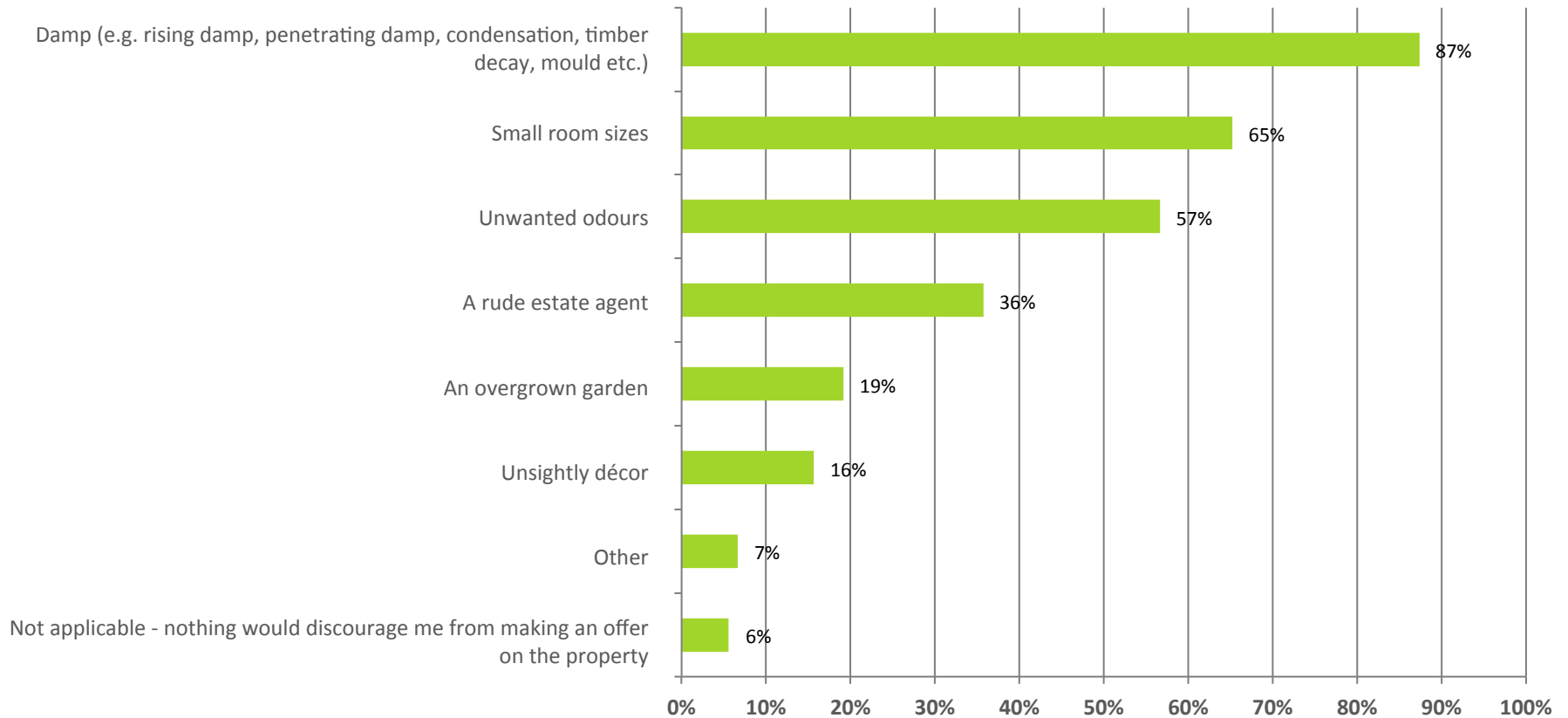
profile_house_tenure. House Tenure



Unweighted base: All GB adults (2030)

Damp Houses

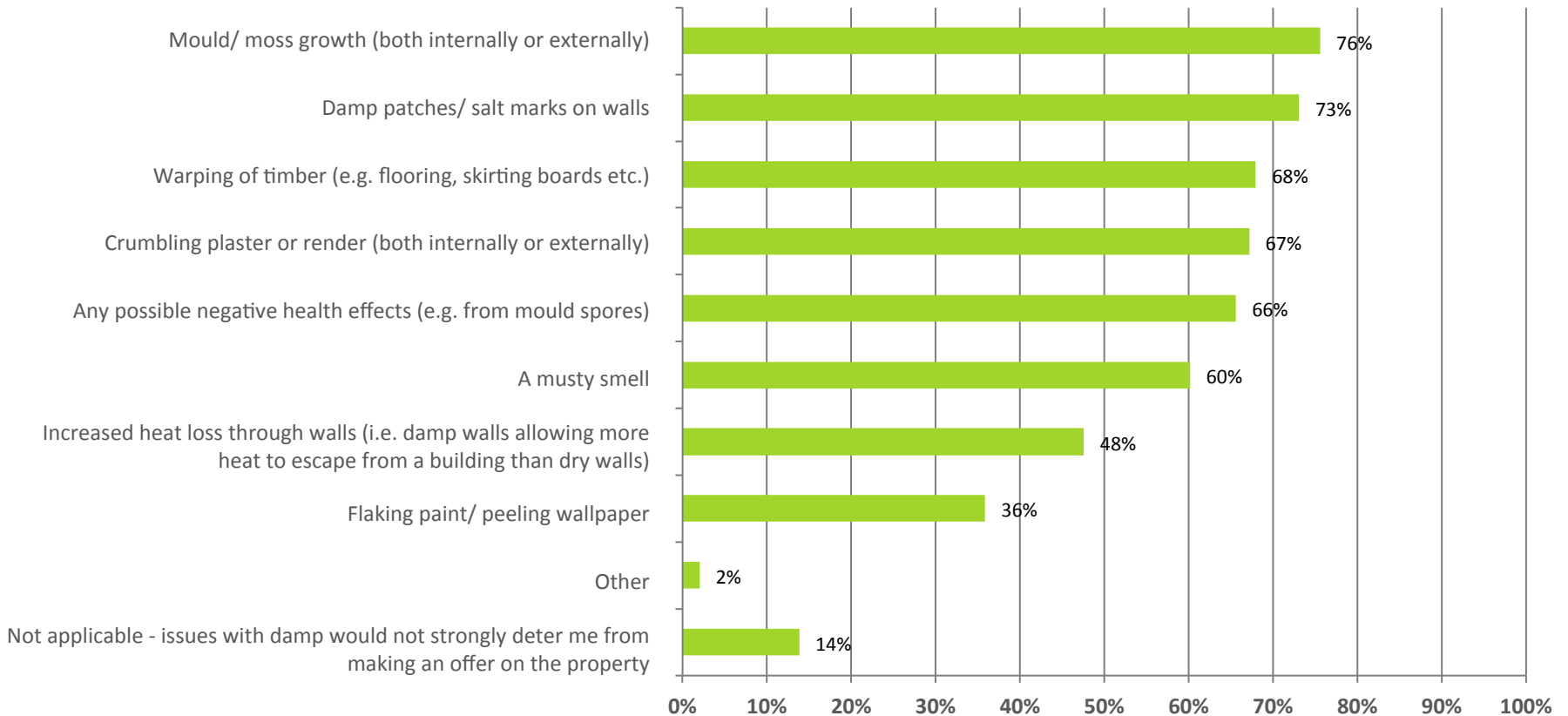
WSD_q1. For the following question, please imagine you were looking to buy a home, and were thinking about putting an offer on a property you have seen... Which, if any, of the following issues would discourage you from making an offer on the property? (Please select all that apply. If nothing would discourage you, please select the 'Not applicable' option)



Unweighted base: All GB adults (2030)

Damp Houses

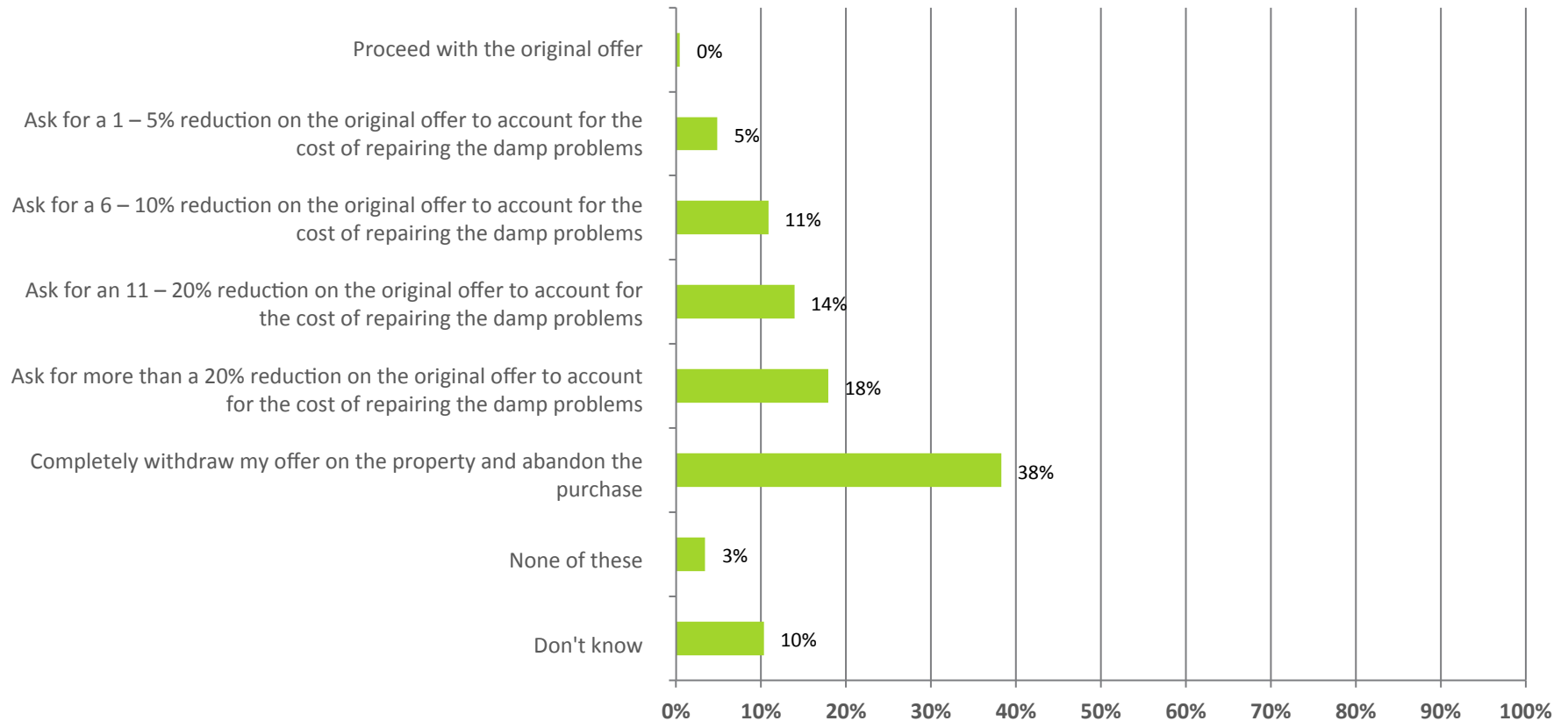
WSD_q2. Still imagining you were looking to buy a home, and were thinking about putting an offer on a property you have seen... Which, if any, of the following issues related with damp would strongly deter you from making an offer on the property? (Please select all that apply. If issues with damp would not strongly deter you, please select the 'Not applicable' option)



Unweighted base: All GB adults (2030)

Damp Houses

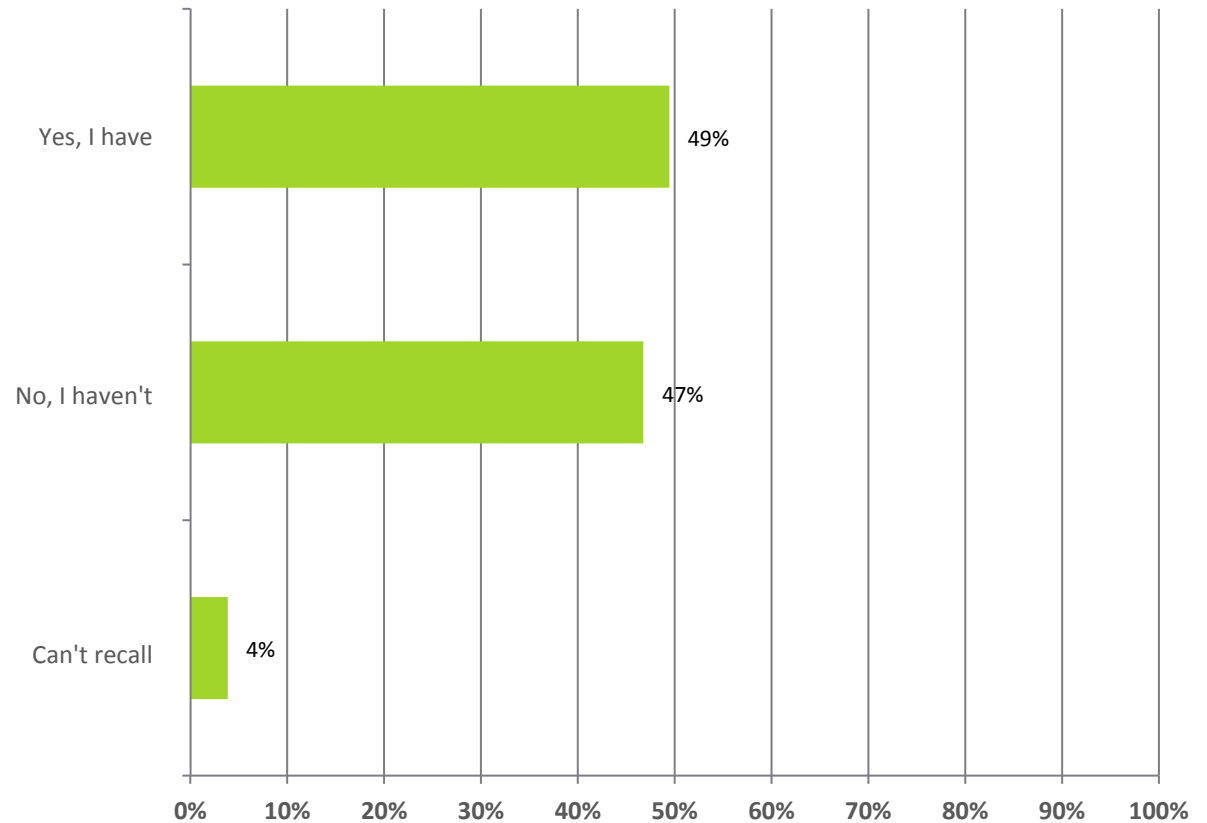
WSD_q3. Just to remind you, by 'damp', we mean problems such as mould growth, damp patches on walls, rising damp, rain penetration, condensation etc. Please now imagine that you were thinking about putting an offer on a property you have seen, and you discovered that it suffered from damp ... Which ONE, if any, of the following would you be most likely to do as a result?



Unweighted base: All GB adults (2030)

Damp Houses

WSD_q4. As a reminder, by 'damp', we mean problems such as mould growth, damp patches on walls, rising damp, rain penetration, condensation etc. Have you ever experienced damp problems in a property that you have lived in (i.e. including your current property)?

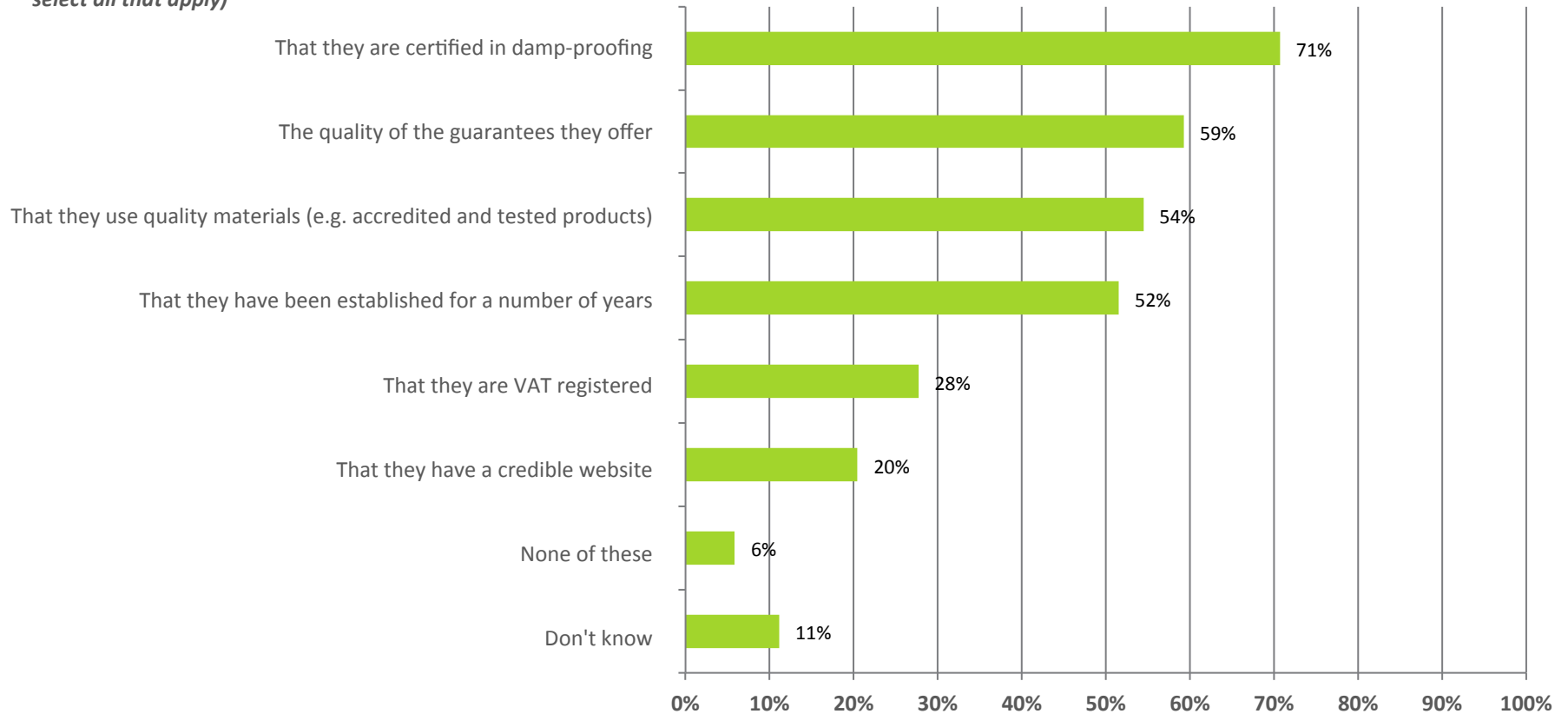


Unweighted base: All GB adults (2030)

Damp Houses

WSD_q5. For the following question, by 'contractor', we mean a person or firm that provides materials or labour to perform a service/ do a job. If you have never asked a contractor to fix a damp problem in your property, please imagine you were going to do so.

When choosing a contractor to fix a damp problem(s) in your property, which, if any, of the following factors would you consider to be important? (Please select all that apply)



Unweighted base: All GB adults (2030)

Custom research at YouGov

The charts in this presentation show your "topline" findings but did you know that we are able to do **so much more for you?**

YouGov has **expert specialised research teams** who know **your industry** and **audiences** inside-out.

Our **sector specialists** (Consumer, Digital, Media and Technology, Financial Services, Public Services) combine research expertise with in-depth knowledge to help you identify and analyse your markets, as well as offer **actionable insight** on how to best achieve your business/organisation objectives

For more information, contact the Custom Research team on customresearch@yougov.com or call +44 20 7012 6000

