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Local Opinion

Mount Offham
Offham
West Malling
Kent ME19 5PG
t: 01732 874 054 f: 0870 870 1451

e: info@localopinion.co.uk
w: www.localopinion.co.uk

PRESS RELEASE:

Just too many houses being built in Kent.

Nearly half (54%) of all Kent residents believe that there are just too many houses being built in their area. Nearly seven out of ten (69%), believe that there is a lack of affordable housing in their area as well.

These are the findings of Local Opinion, a Kent based Online Survey Panel.

Local Opinion Research Director, Rob Hancock said, "There is considerable pressure in Kent at the present and many Kent residents feel that house building is at excessive levels. Many of these properties that are being built are at the more expensive end of the market, creating pressures in terms of a lack of affordable housing. This in turn can have a knock on effect on the employment market, with key workers, nurses and teachers amongst others finding it hard to get on the housing ladder".

ENDS

Notes to editors:

Local Opinion is a independent online panel of 2,000 Kent residents who have been recruited to offer their opinions on a variety of topical issues. Local Opinion is run by Lake Market Research, a division of Lake Communications Limited. Local Opinion complies with the Market Research Society's Code of Conduct.

Please include the sample size when reporting results. Respondents are free to withdraw from the Local Opinion Panel at any time.

Fieldwork was undertaken between 18th April and 9th May 2008.

Base: A total of 902 Panel members took part in the survey using online, telephone and post.

Local Opinion press release contact information:

Name: Rob Hancock
Title: Research Director
Email: robh@lake-communications.com

Name: Julie Thompson
Title: Research Executive
Email: Juliet@lake-communications.com

Tel: 01732 874054
Fax: 0870 870 1451
Web: www.localopinion.co.uk