



Is renting really so bad?

Ben Page, Chief Executive, Ipsos MORI

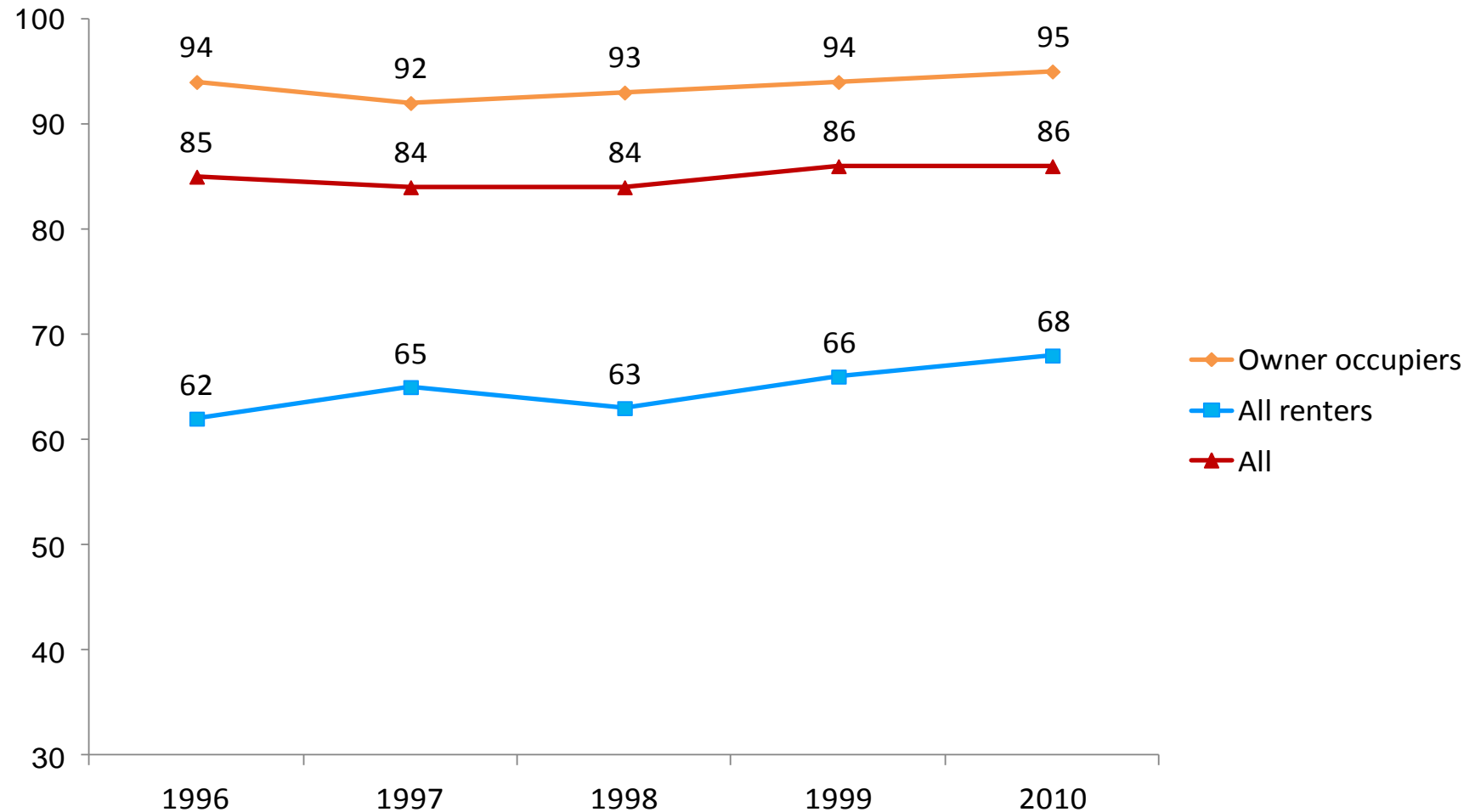
3 November 2011

Tenure: what do people want?

Ownership remains the popular ambition

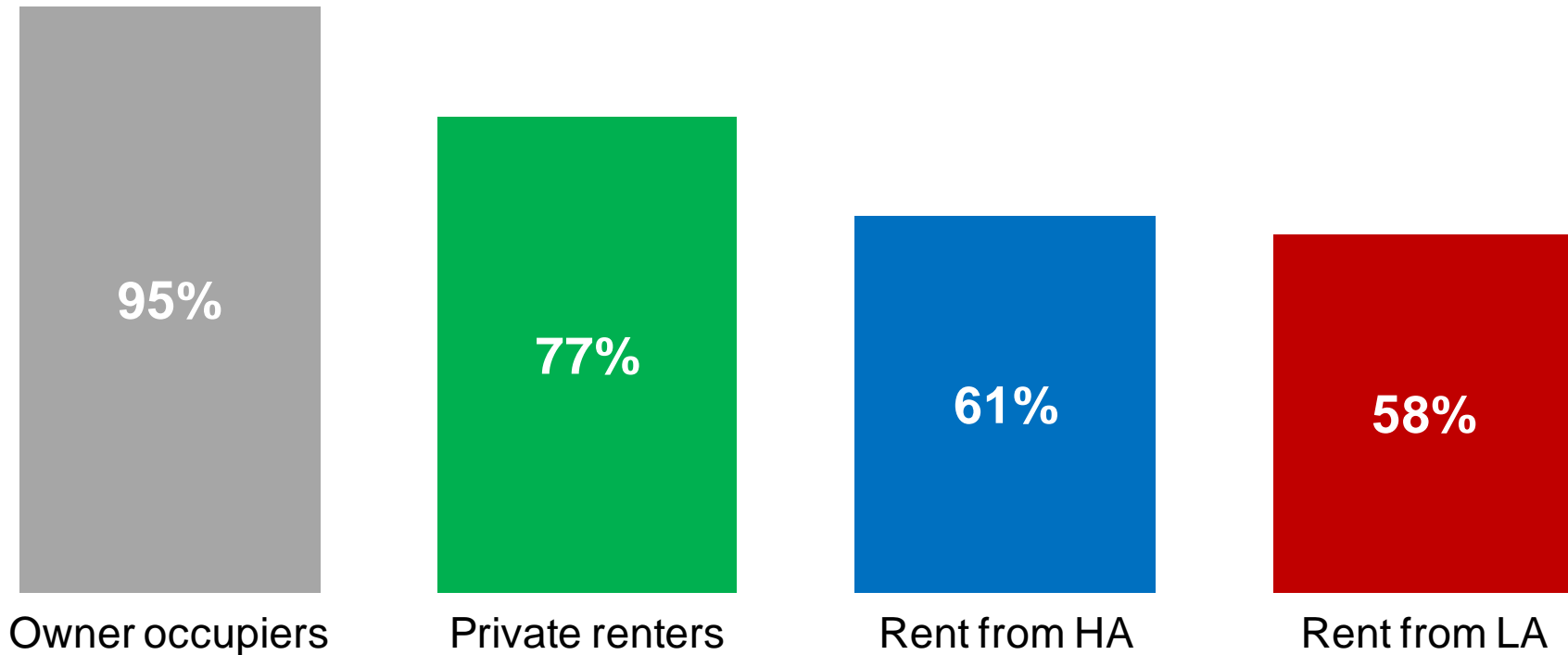
Q. If you had a free choice, would you choose to rent accommodation, or would you choose to buy?

% would choose to buy



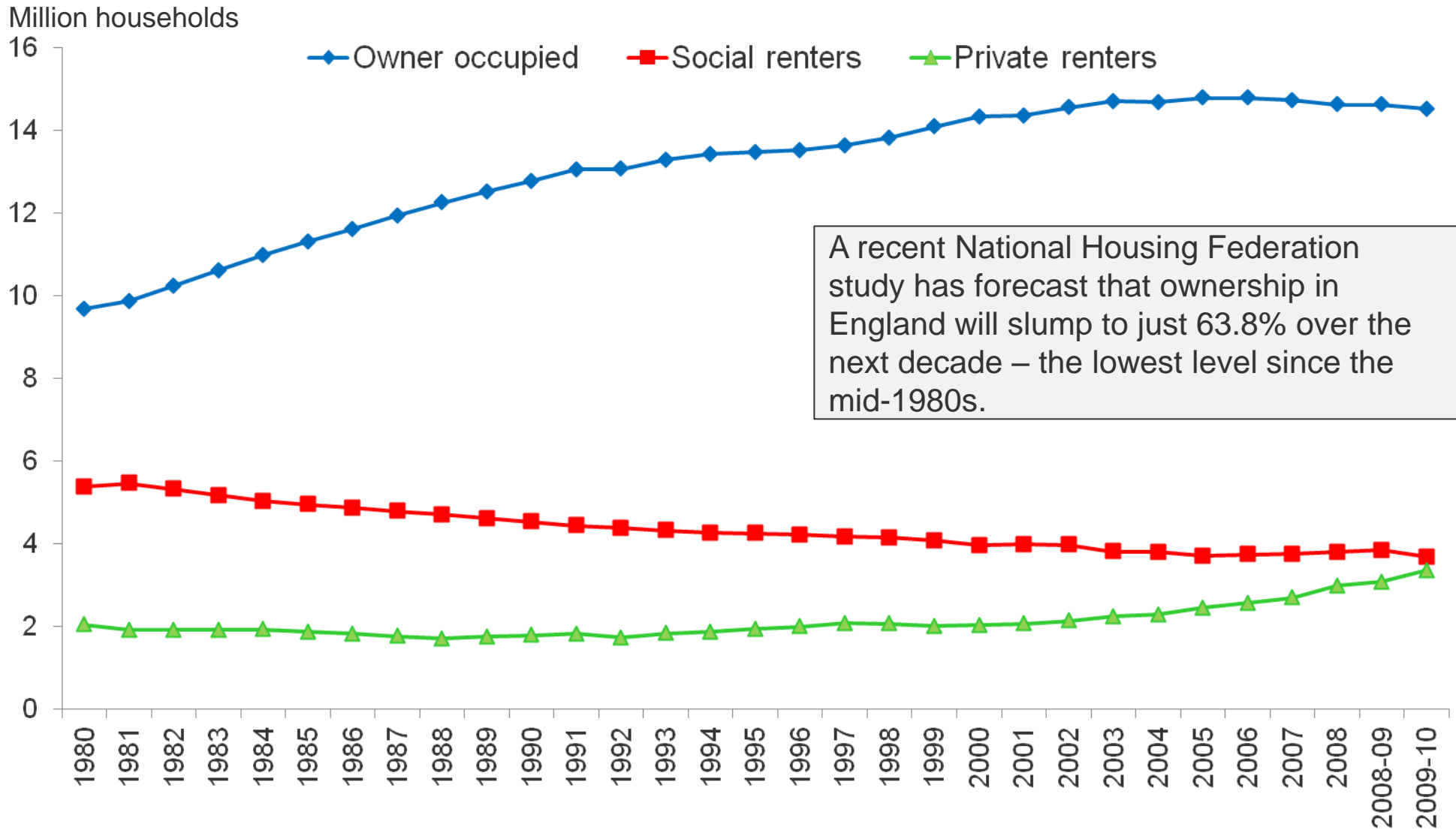
Aspiration strong across all tenure groups

% of each tenure group who would choose to buy rather than rent



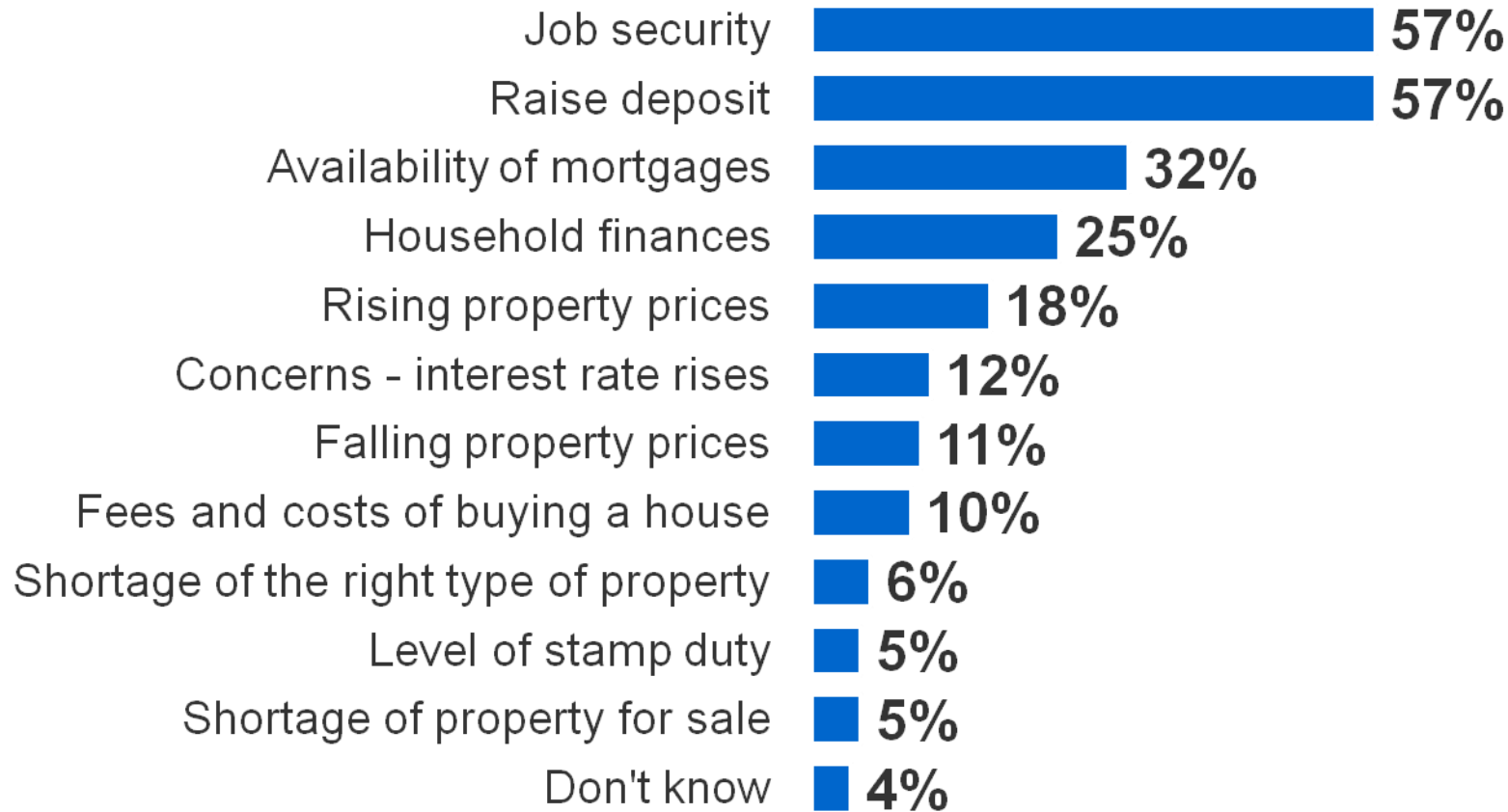
Source: British Social Attitudes Survey Base: 2,795 British adults, June-November 2010

Tenure trends suggest ambition frustrated



Priced-out but job security also key barrier to buying

Q. Which 2 or 3 of these, if any, do you think are the main barriers to people in general being able to buy a property?



Base: 987 (Apr), 1,986 (Oct) British adults 16+

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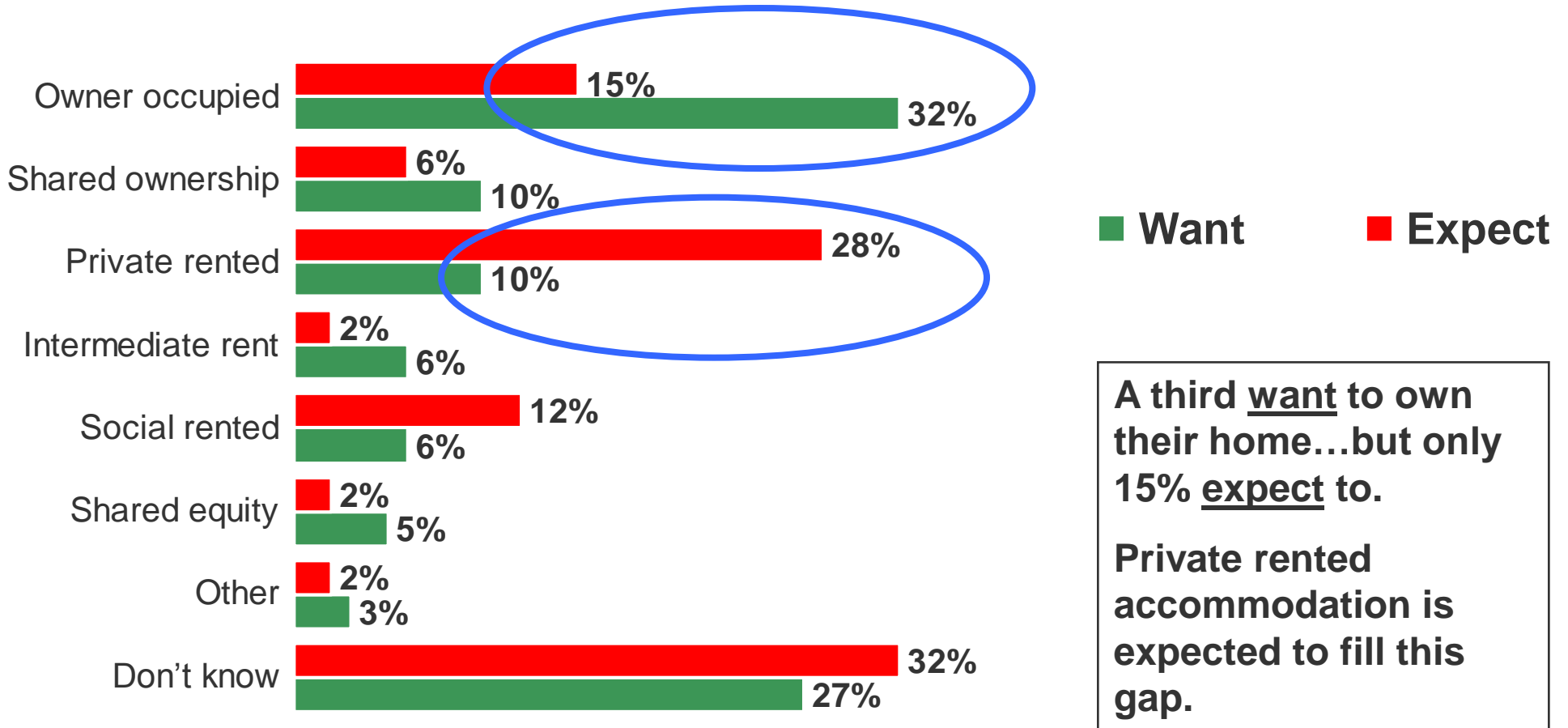
Source: Halifax/Ipsos MORI
Housing Market Confidence Tracker



Less the 'tenure of choice'?, more tenure of reality?

Q. What type of accommodation do you ideally WANT to move into next?

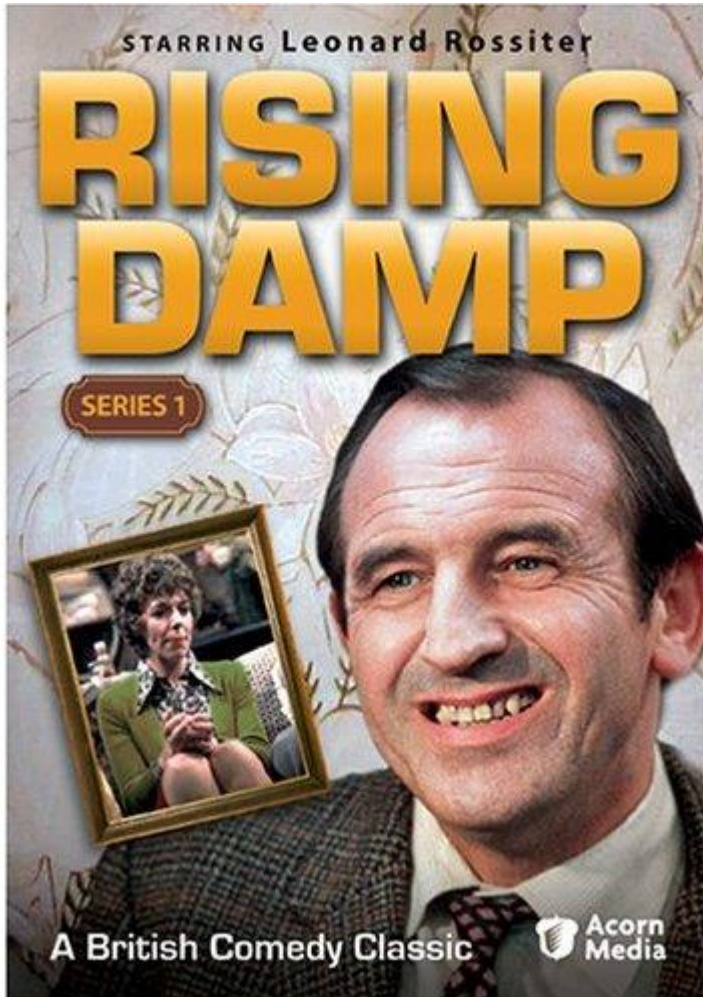
Q. And what type of accommodation do you EXPECT to move into next?



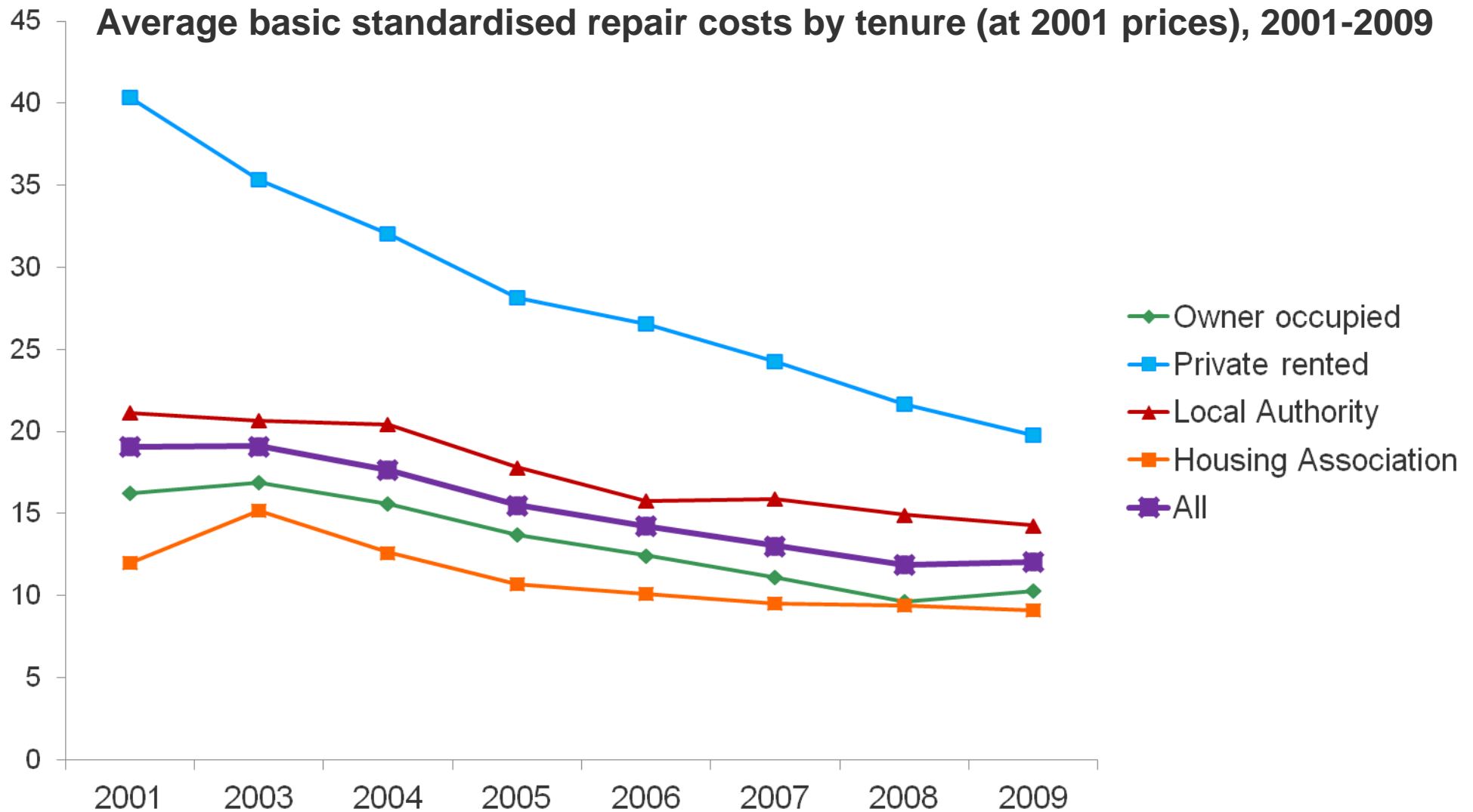
Base: All potential consumers who intend/want to move (2,281)

Is renting really so bad?

The image and reality has changed

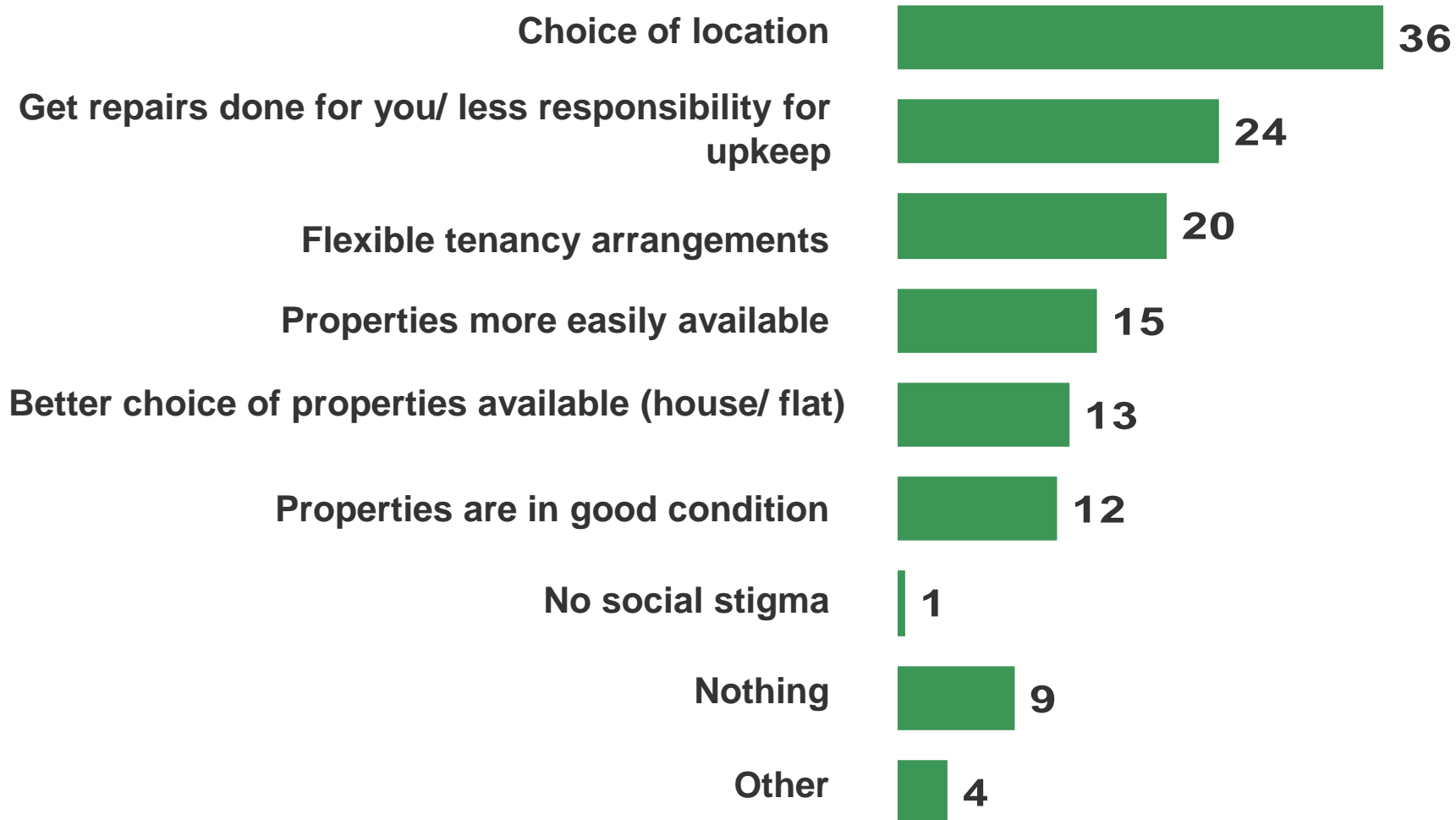


...quality of the PRS has traditionally been a concern, although signs of improvement



For private renters, choice, having repairs done and flexible tenancy arrangements are key benefits

Q. What, if anything, do you consider to be the best things about living in private rented accommodation?



Positive experiences and perceptions

I was so desperate...I
needed to find
something within two
weeks...

Female, private tenant,
London

It's more flexible than
owning, easier to move
somewhere else.

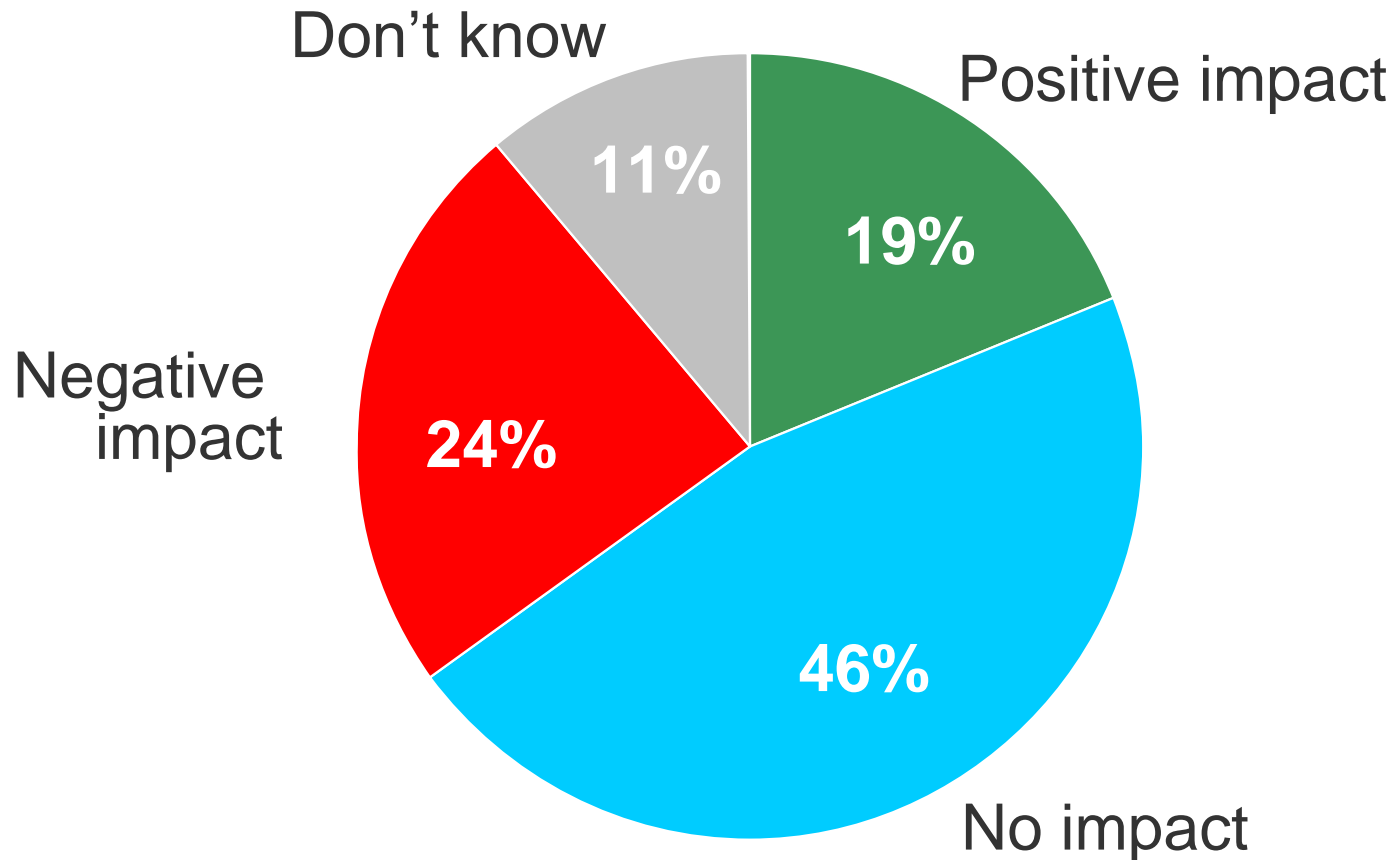
Male, private tenant, London

I'm not likely to be
losing a load of
money that I would
lose if I'd bought.

Male, private tenant,
London

Public are largely neutral on the impact of Buy to Let

Q Overall, would you say Buy to Let has a positive or negative impact, or no impact, on the area where you live?

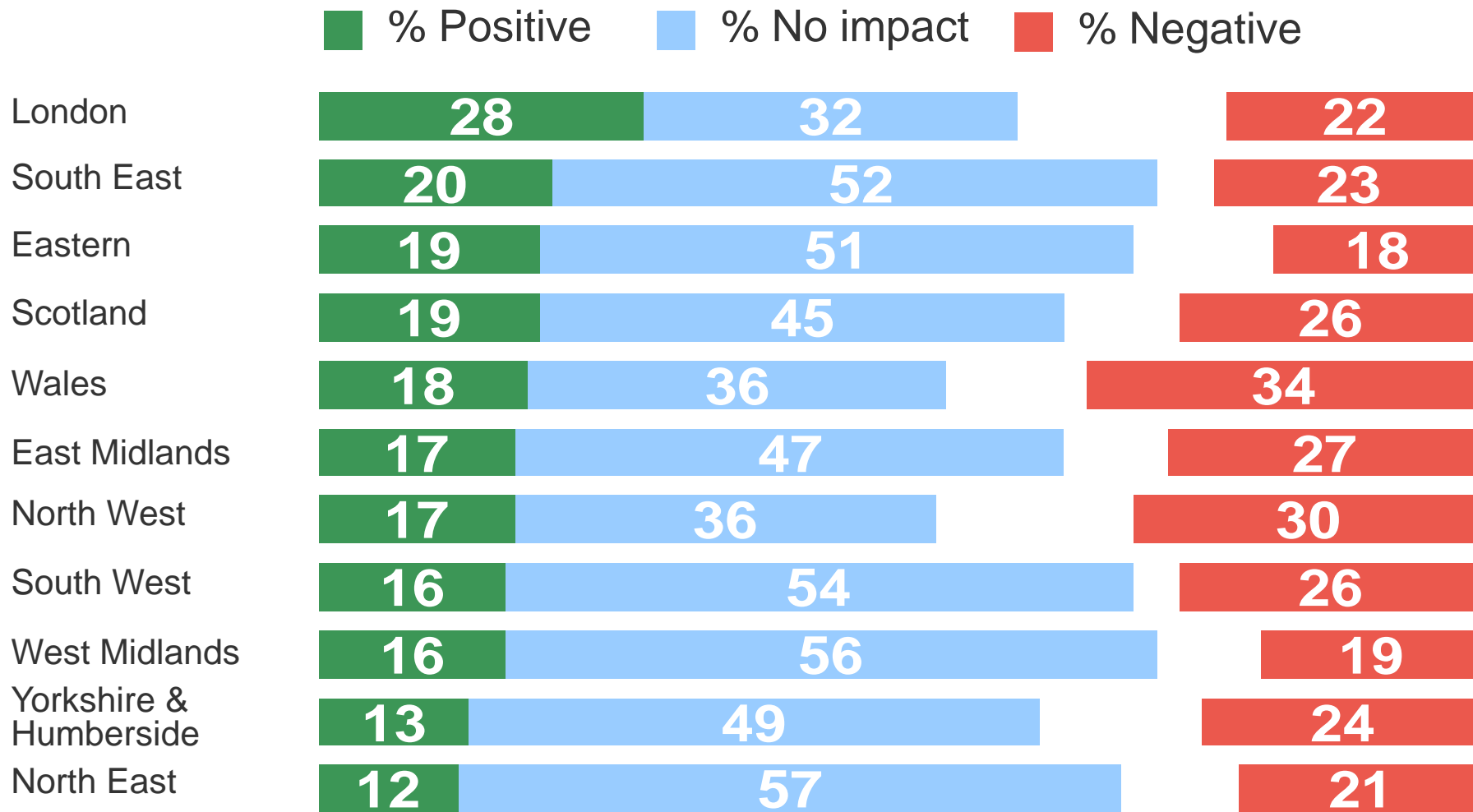


Source: Ipsos MORI, Public Affairs Monitor

Base: 2,001 interviews with GB adults 16+ between 12 -17 July 2007

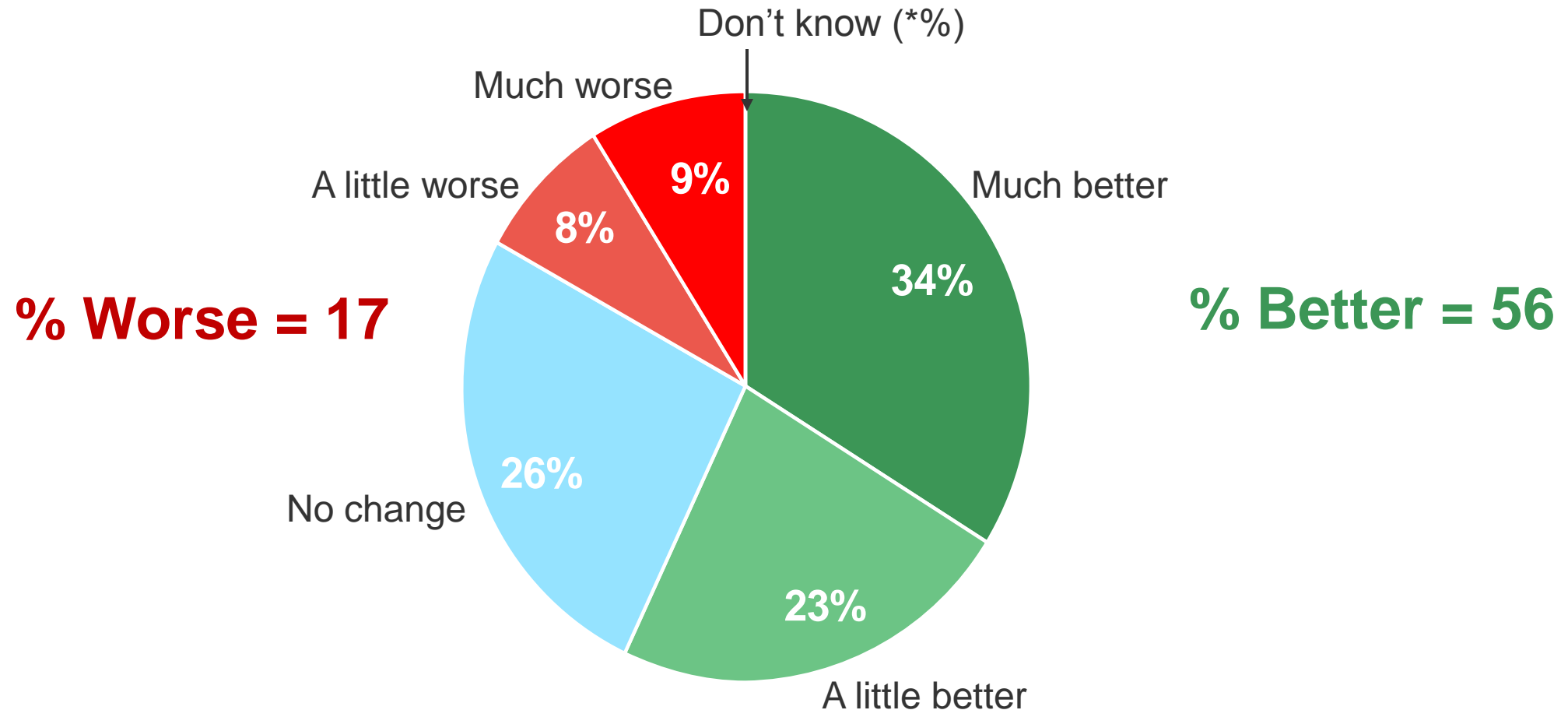
But is seen as having a more positive impact in London

Q Overall, would you say Buy to Let has a positive or negative impact, or no impact, on the area where you live?



Some evidence that accredited PRS can have a positive impact on wellbeing

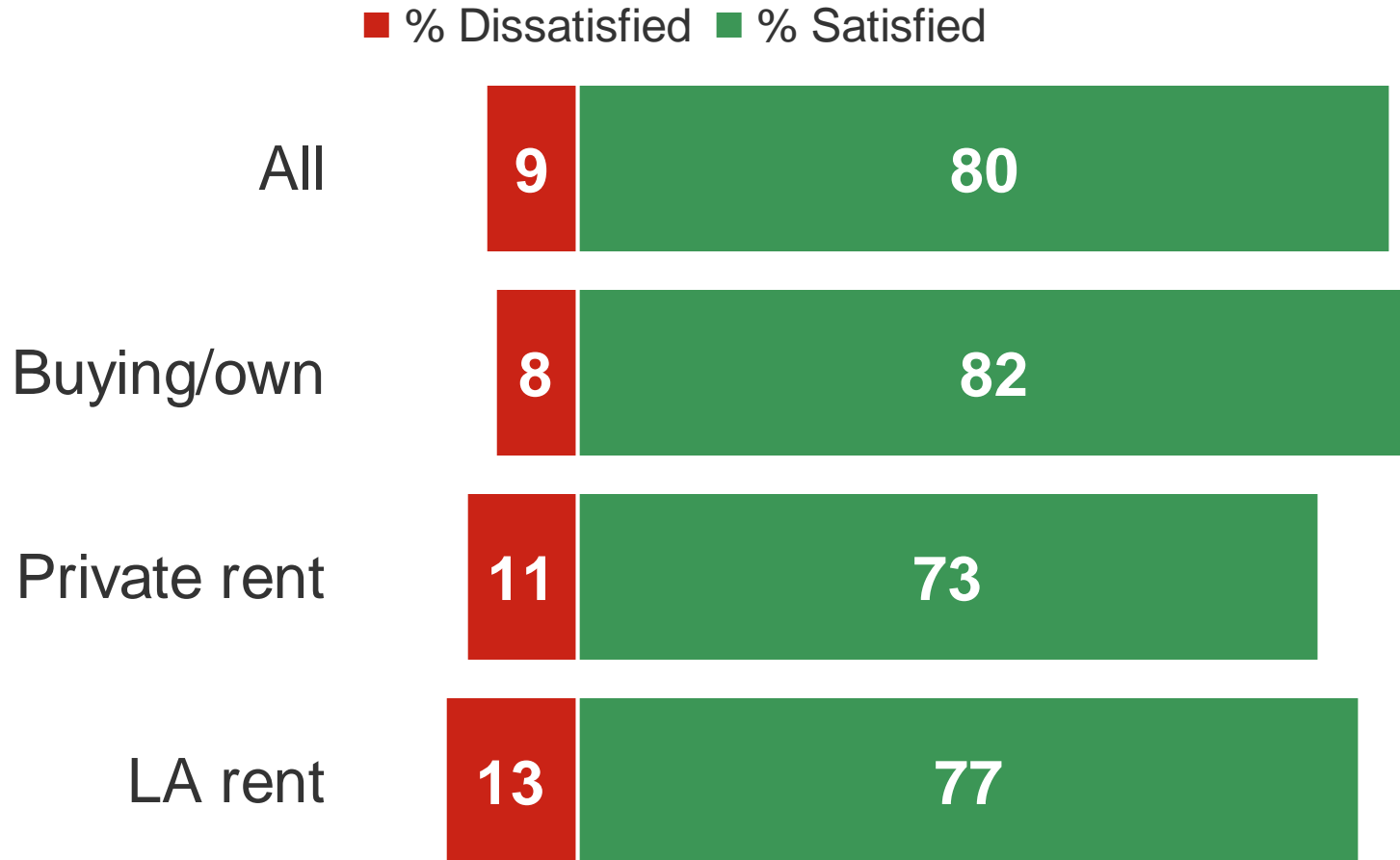
Q. And thinking about the property you most recently rented through the Private Renting Scheme, would you say your quality of life became better or worse or did not change after moving into that property?



Base: 270 respondents, November 2009

Private renters least happy with own area

Q. How satisfied or dissatisfied are you with your local area as a place to live?



Source : Ipsos MORI

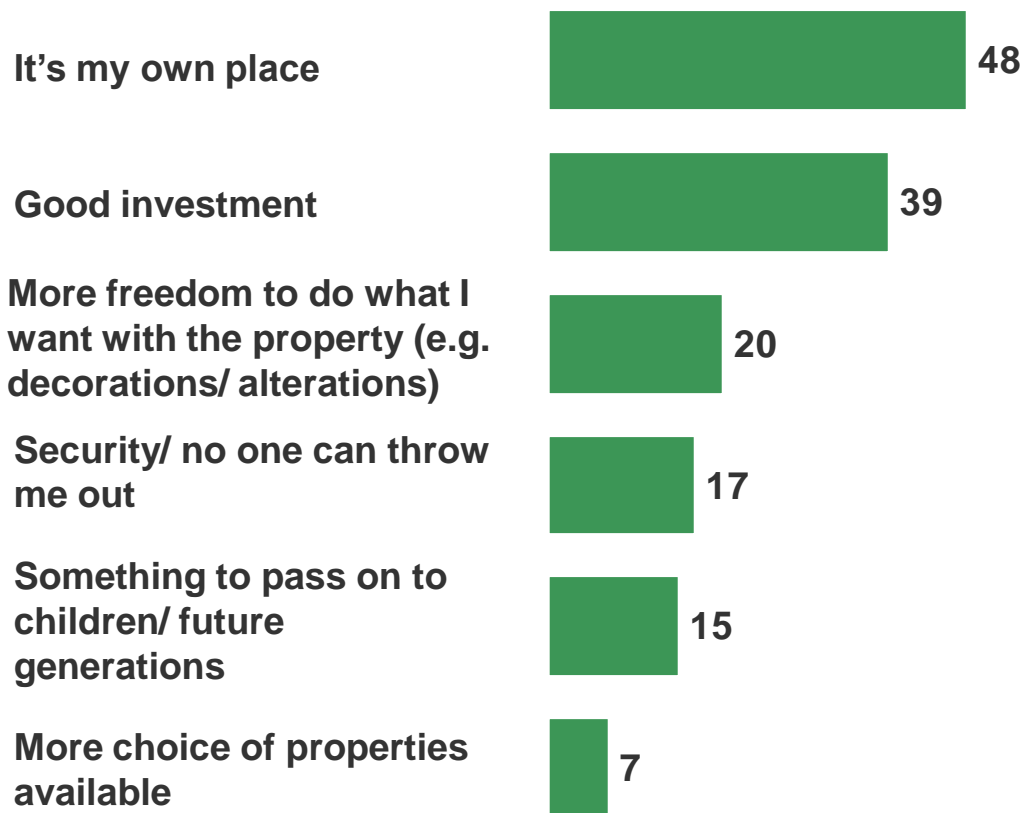
Base: 874 English adults aged 15+, 7-13 October 2011

To adapt and thrive, the sector needs to modernise...?

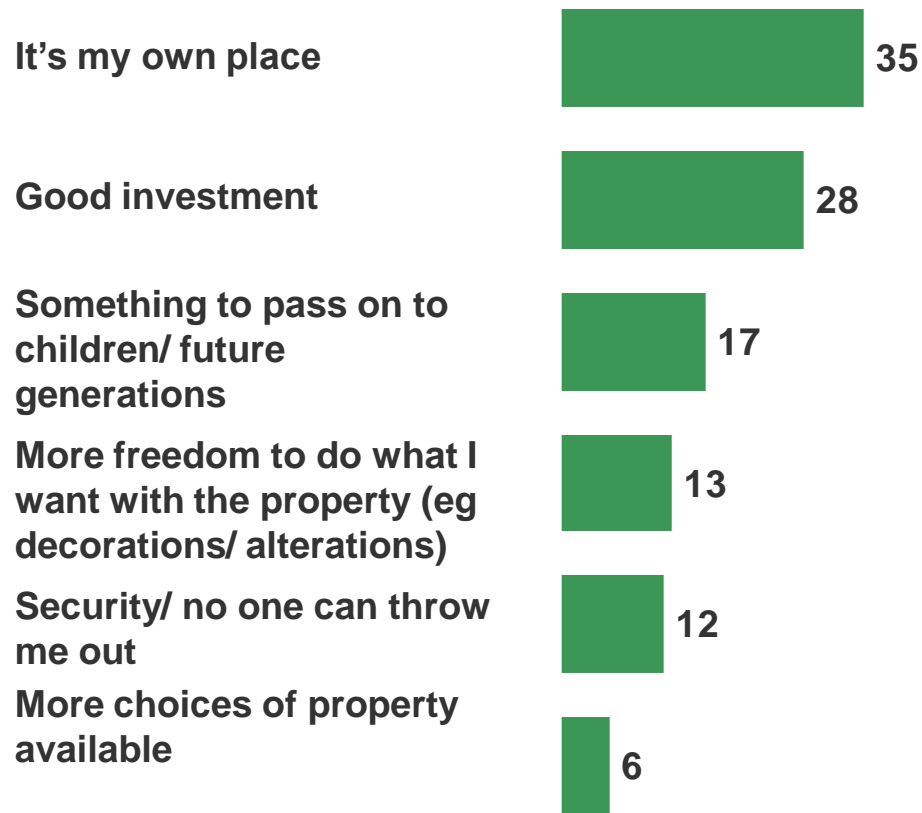
...by offering consumers more control, freedom, security

Q. What do you consider to be the advantages of...owning or part owning a home of your own rather than the council or a housing association/ private landlord?

Private renters on owning

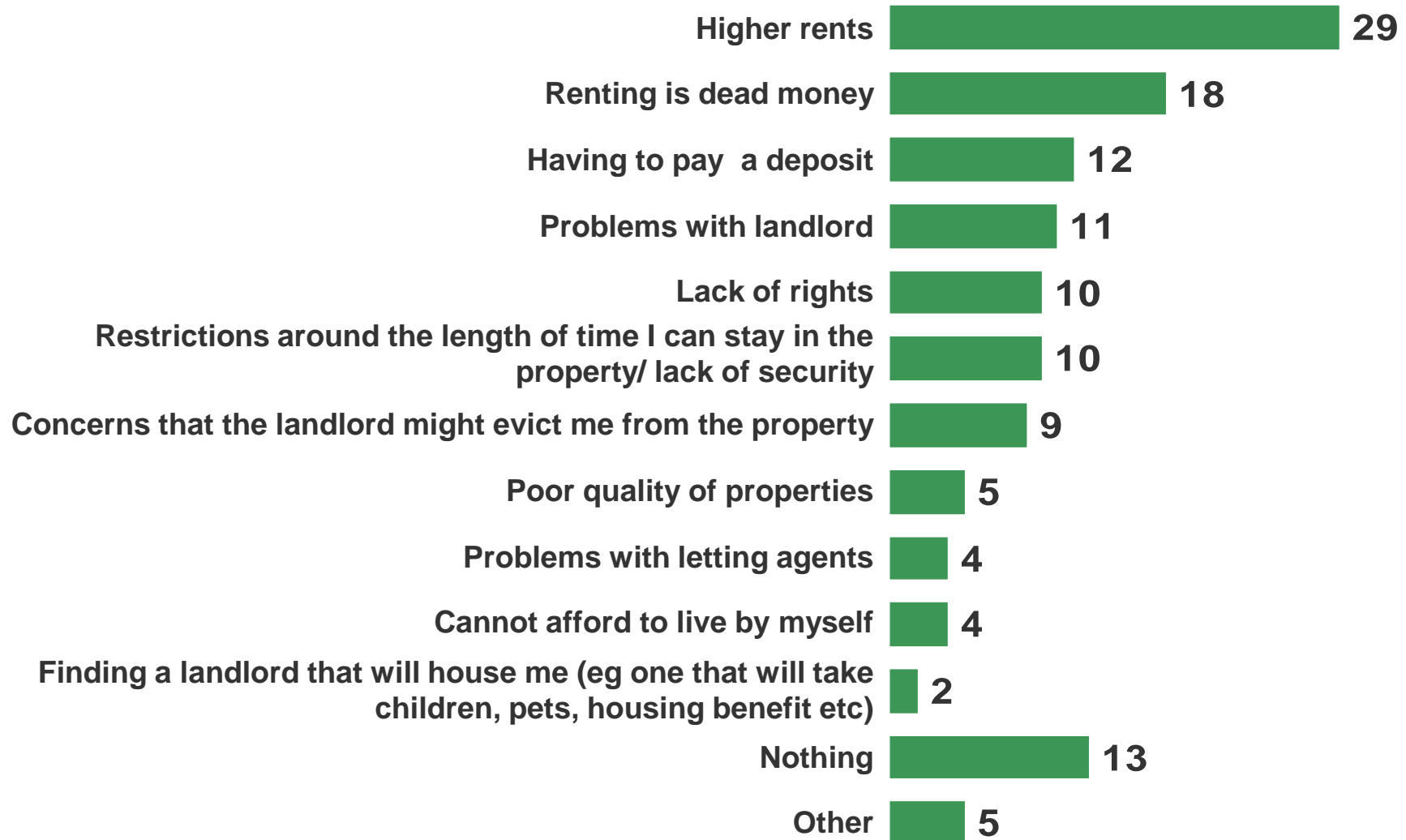


Social renters on owning



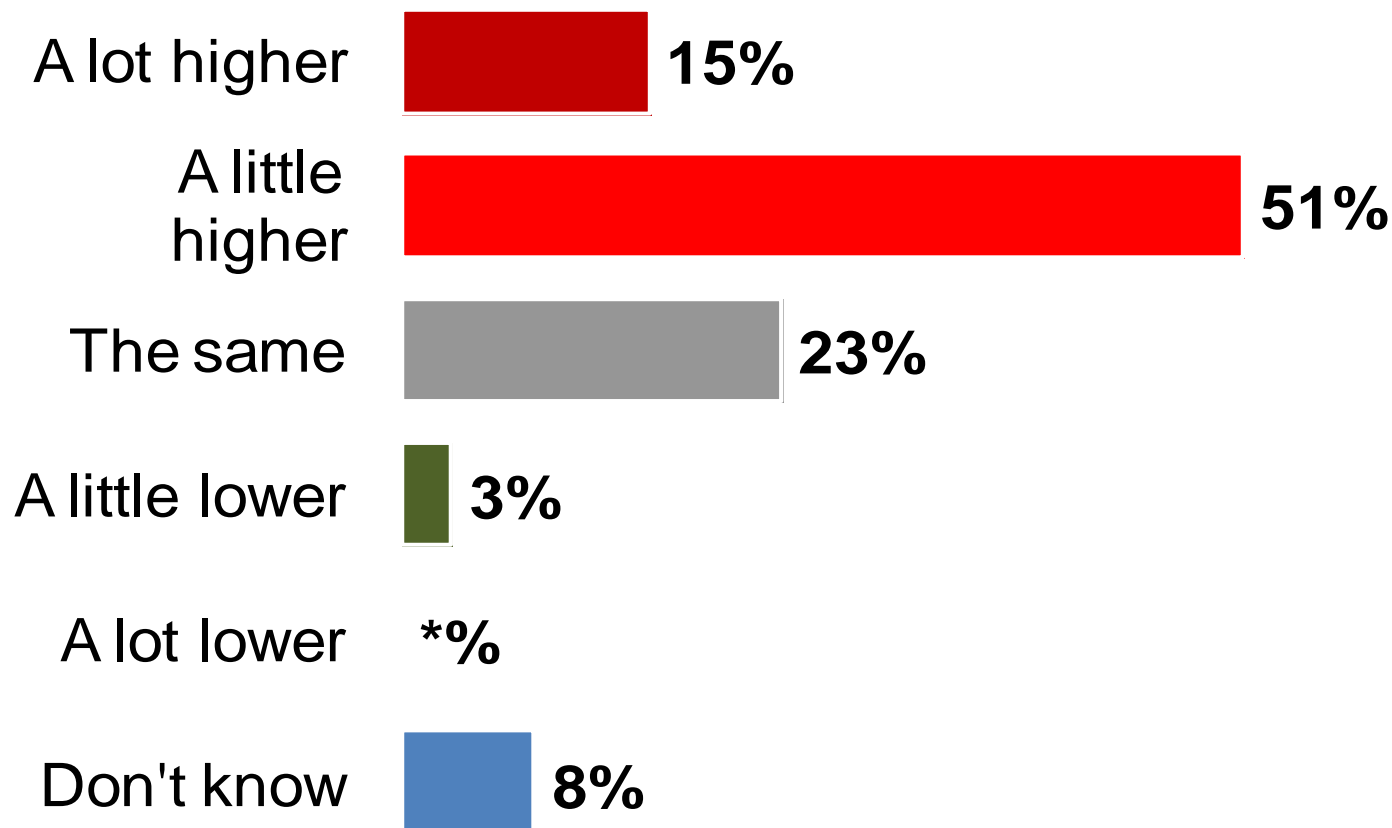
...by addressing key issues such as affordability, problematic landlords & security

Q. And what, if anything, do you consider to be the worst things about living in private rented accommodation?



Affordability: strong expectation that rents will go up

Q. Do you think that private rents will be higher, lower, or will they be the same in 12 months time?



Base: 1,986 British adults 16+, 7-13
October 2011

Ipsos MORI

Source: Halifax/Ipsos MORI
Housing Market Confidence Tracker



Advice/support important

Q. Which if any of these types of housing advice would you find useful?



Beyond the ‘hierarchy of tenures’ What about intermediate options?

Opportunity to exploit appetite for some 'intermediate'

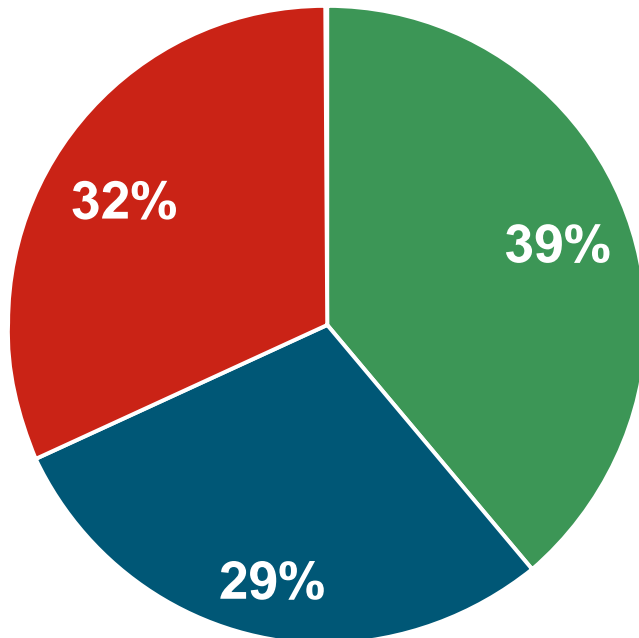
Q. Would you consider buying a part share in a home...?

■ % Yes

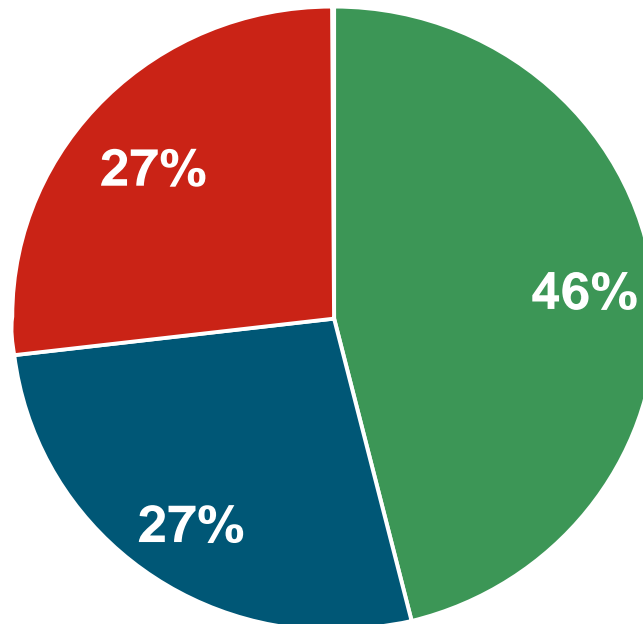
■ % Don't Know

■ % No

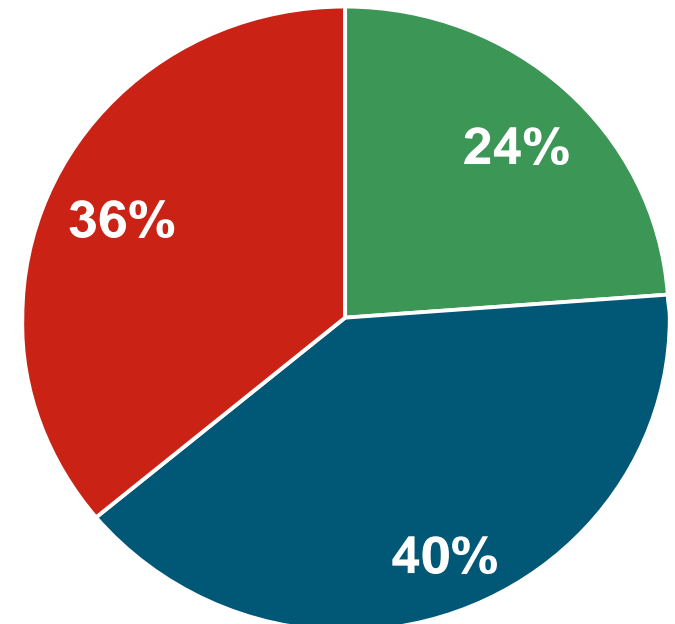
„whilst a government-backed scheme helped you buy the remaining share (shared ownership)?



...with the assistance of a government-backed repayable low-interest or no-interest loan (shared equity)?

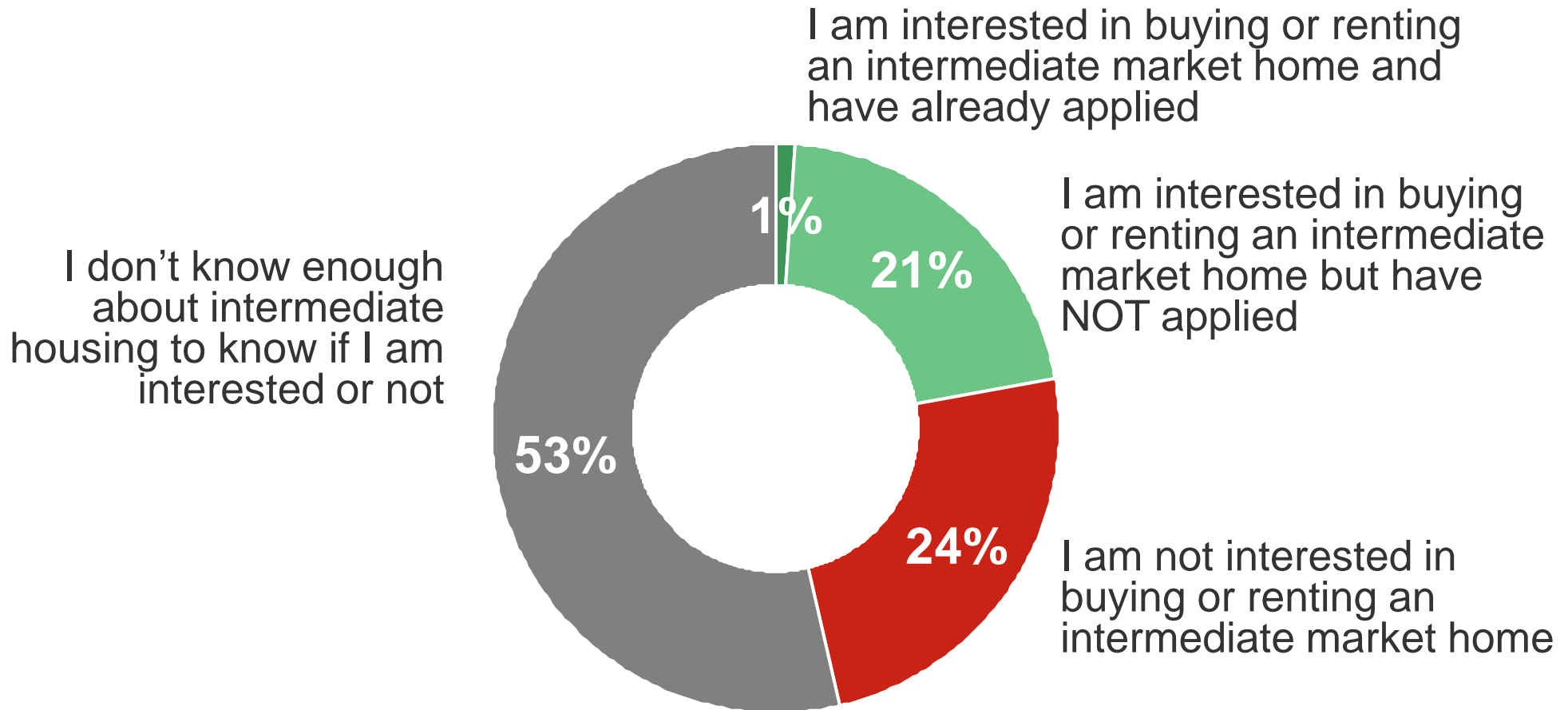


...with financial help from a private developer shared ownership or shared equity product?



But awareness and knowledge are major barriers

Q. Which of the following, if any, best describes your attitude towards intermediate market housing?

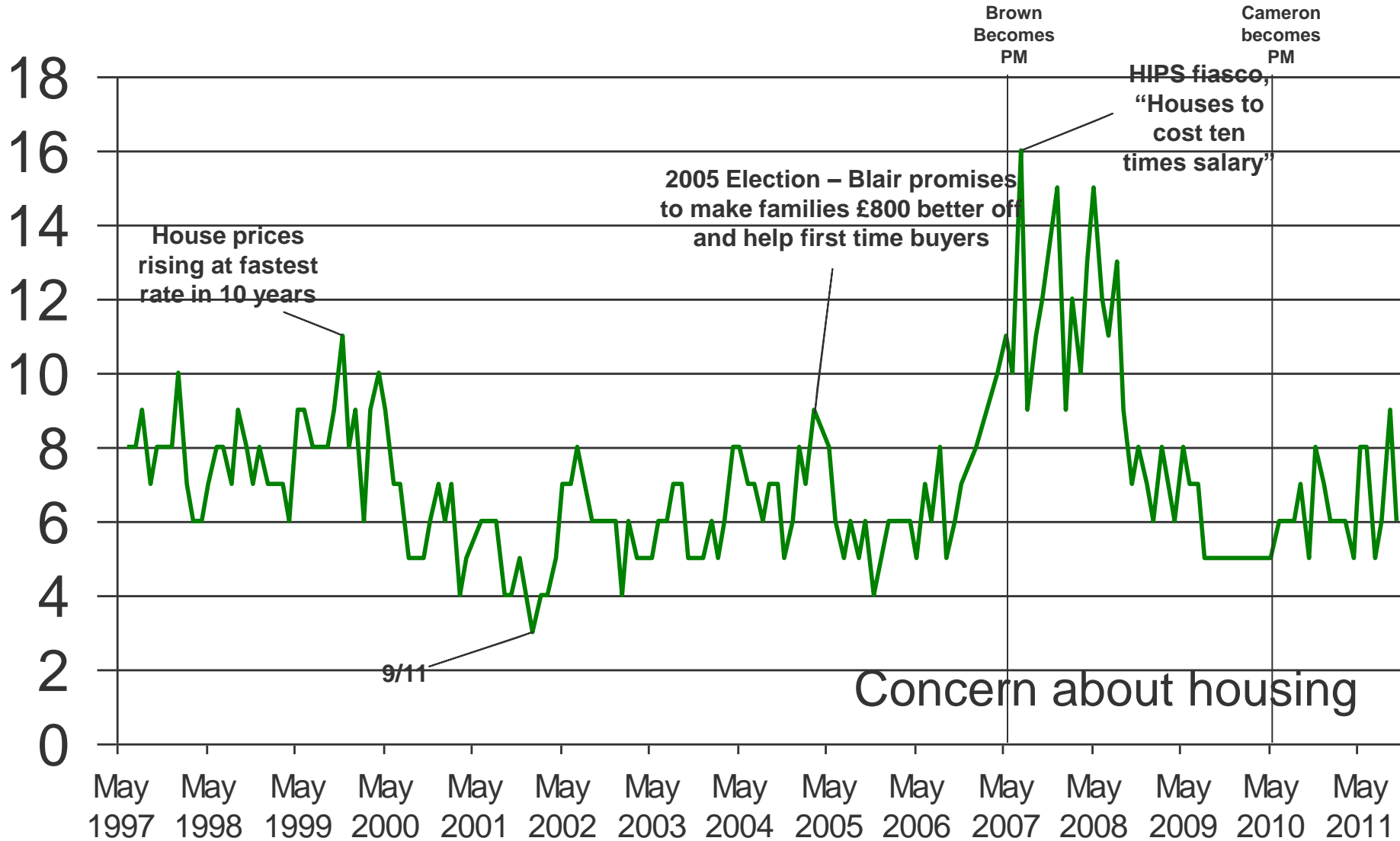


Base: All potential consumers (3,365)

Some of the challenges facing the sector

Lowest house building since records began, but....

Q. What do you see as the most/other important issues facing Britain today?



Supply, supply, supply

Q. To what extent do you agree or disagree with the following statements?

% Disagree

% Agree

There is a lack of affordable housing for local young people

8

83

There is a lack of affordable housing for older people who need to move into smaller houses

14

63

There is a general shortage of all types of housing in Essex

34

37

Many more houses are needed for people who already live and work in Essex

34

37

More houses are needed for people who will move to Essex in the future

42

28

There are enough local jobs to support a growing population

50

25

We need to build many more houses each year than we have in the recent past

59

18

Public position on development is often conditional

Q. How strongly do you agree or disagree that...



Source: Ipsos MORI/ High Peak Borough Council

Base: 816 High Peak residents, 18+, Feb-Apr 1999

Summary: public opinion

- **Aspiration to own remains strong**
- **Private renting has some attractions**
 - Is picking up the slack, offering flexibility
 - Isn't the 'residual' tenure any more - mainstream
- **But needs to offer more control, freedom, security**
- **There are lots of issues here:**
 - Where will supply come from? Can the public be won over?
 - Is the PRS becoming unaffordable?
 - Have intermediate options been pushed enough?
 - Is there the money/political will to reform? Follow or lead aspirations?



ben.page@ipsos.com