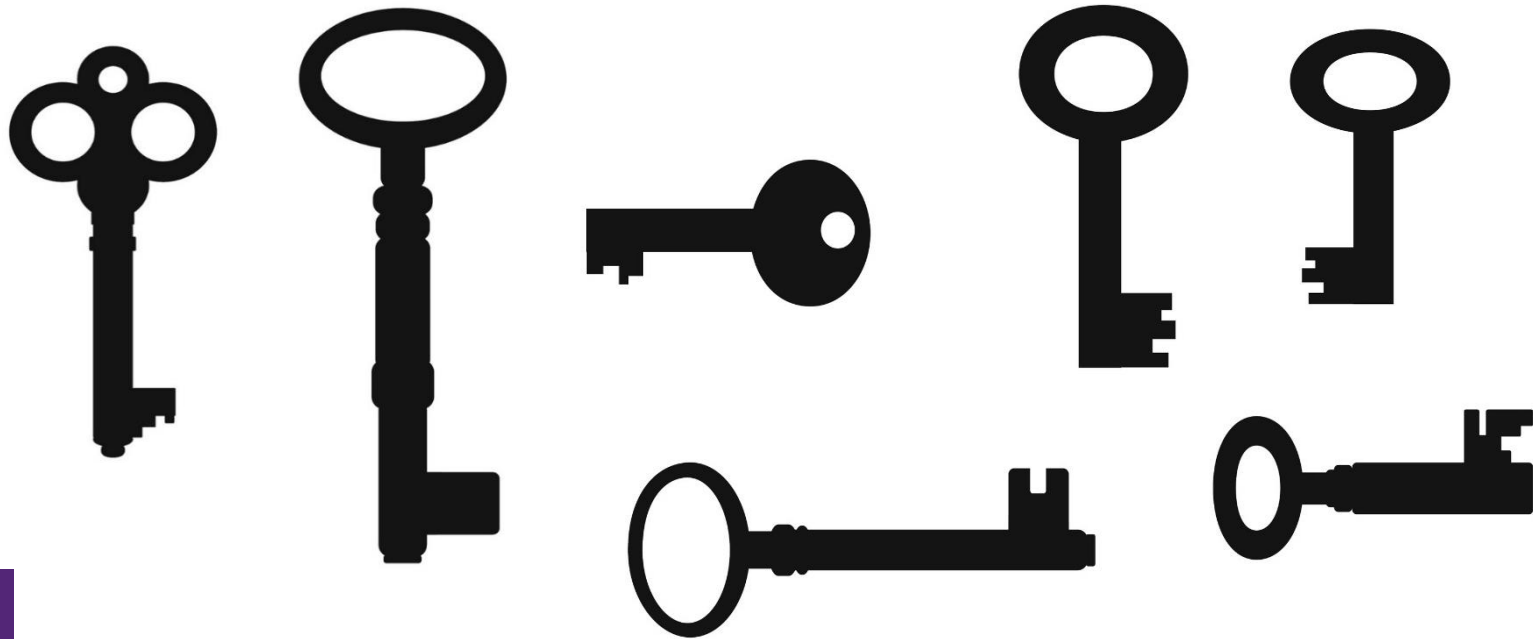


# #CIHHousing 2017





## Survey findings

**June 2017**



**Ipsos MORI**  
Social Research Institute

# Survey background & methodology

-  Ipsos MORI interviewed online a representative sample of **2,195** adults aged 16-75+, members of the Ipsos Interactive Services Panel in Great Britain.
-  Fieldwork was conducted between **9-13 June 2017**.
-  Data has been weighted to the known population profile.
-  Where percentages do not sum to 100, this is due to computer rounding, multiple responses or the exclusion of 'don't know' categories.

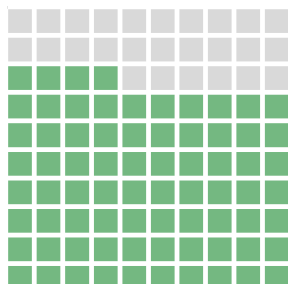
# As seen in past surveys, weaker sense of local housing crisis

Q1) TO WHAT EXTENT, IF AT ALL, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS...

A) ...THERE IS A  
HOUSING CRISIS IN  
BRITAIN?

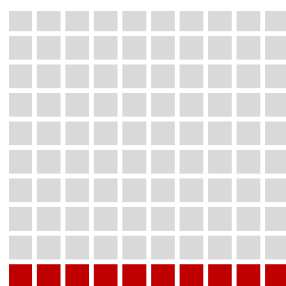
74%

AGREE



10%

DISAGREE

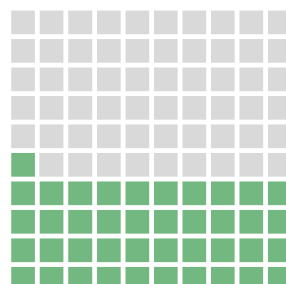


Agree : disagree

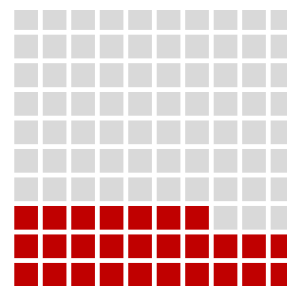
7.4 : 1

B) ...THERE IS A  
HOUSING CRISIS IN MY  
LOCAL AREA?

41%



27%



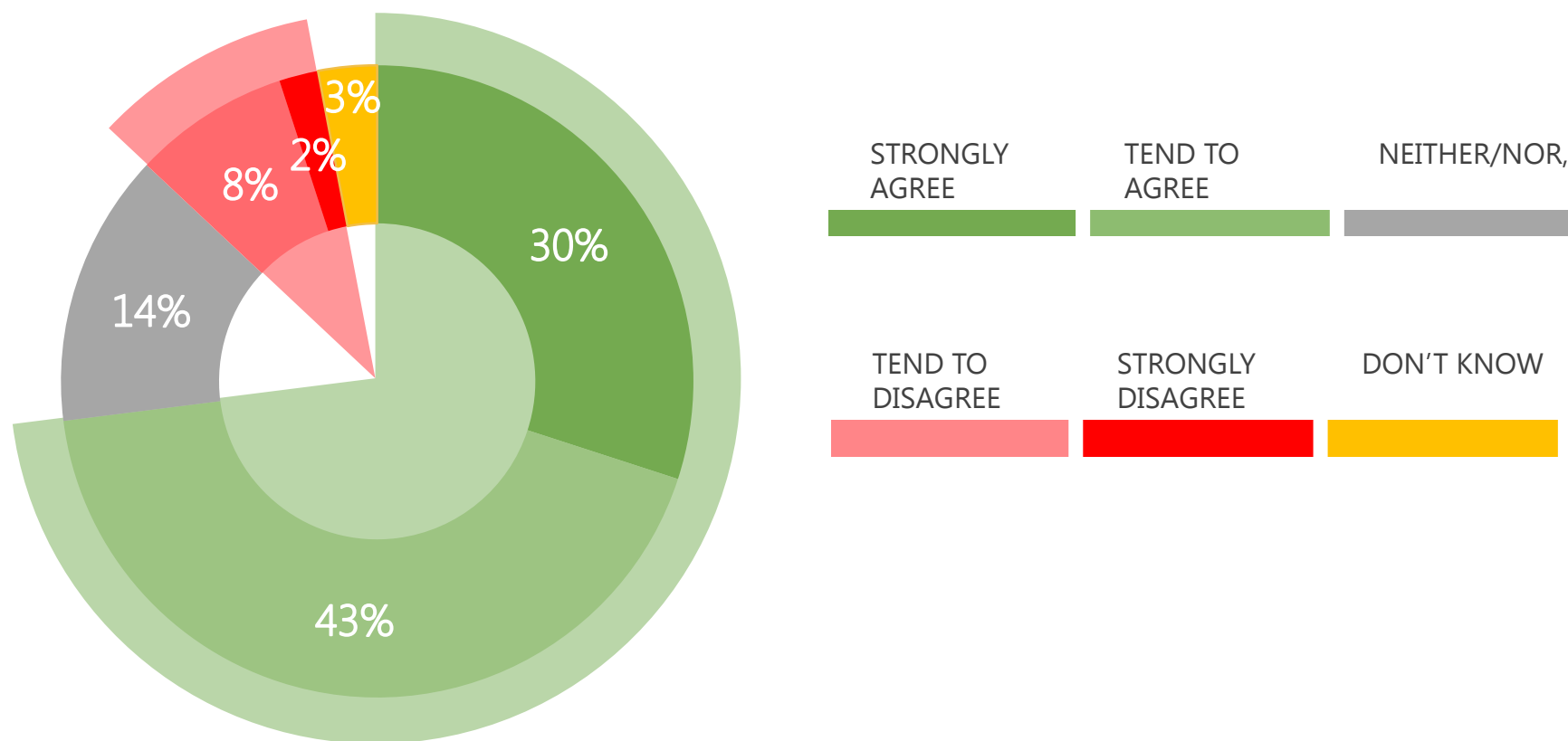
1.5 : 1

Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

# 73% recognise national housing crisis...

Q1) TO WHAT EXTENT, IF AT ALL, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS...

A) THERE IS A HOUSING CRISIS IN BRITAIN?

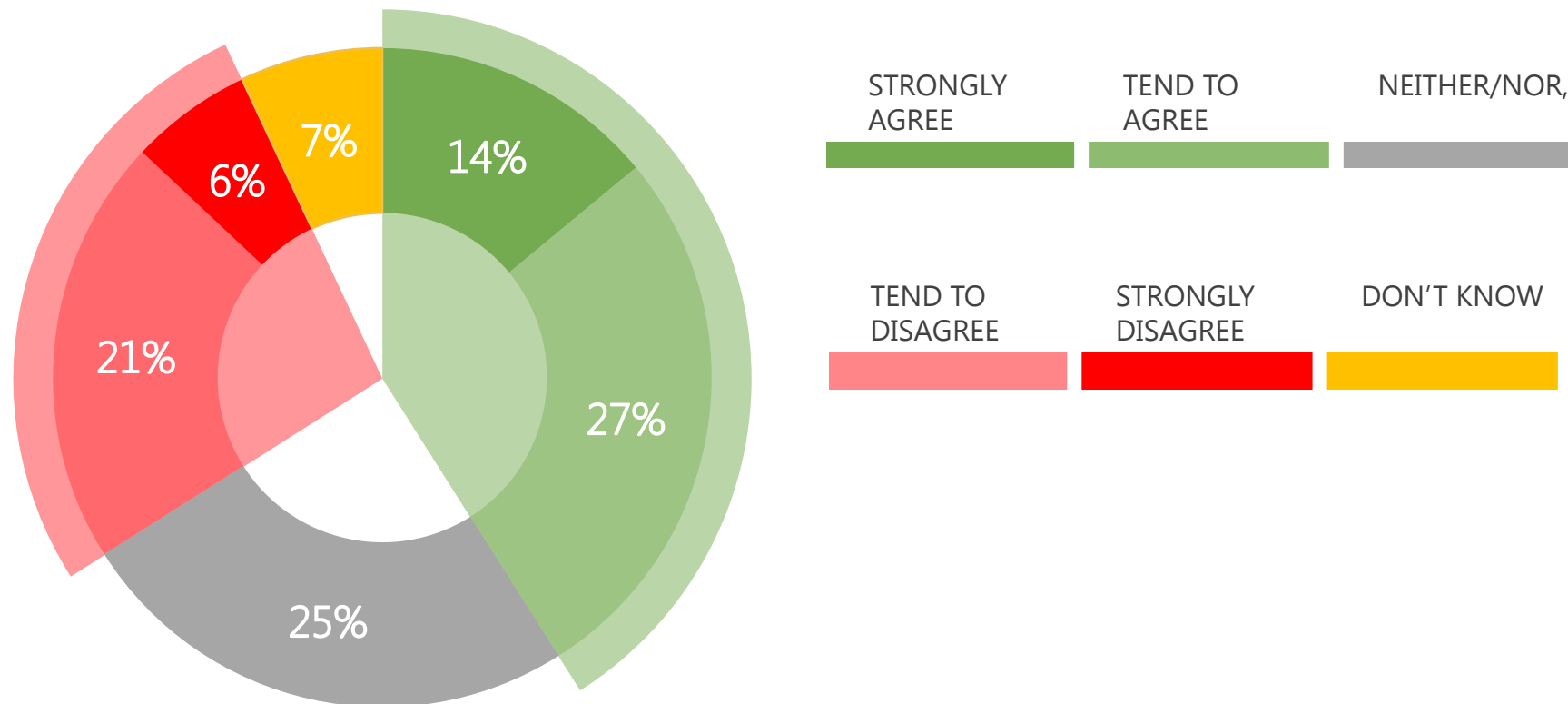


Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

## ...but only 41% locally

Q1) TO WHAT EXTENT, IF AT ALL, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS...

B) THERE IS A HOUSING CRISIS IN MY LOCAL AREA?



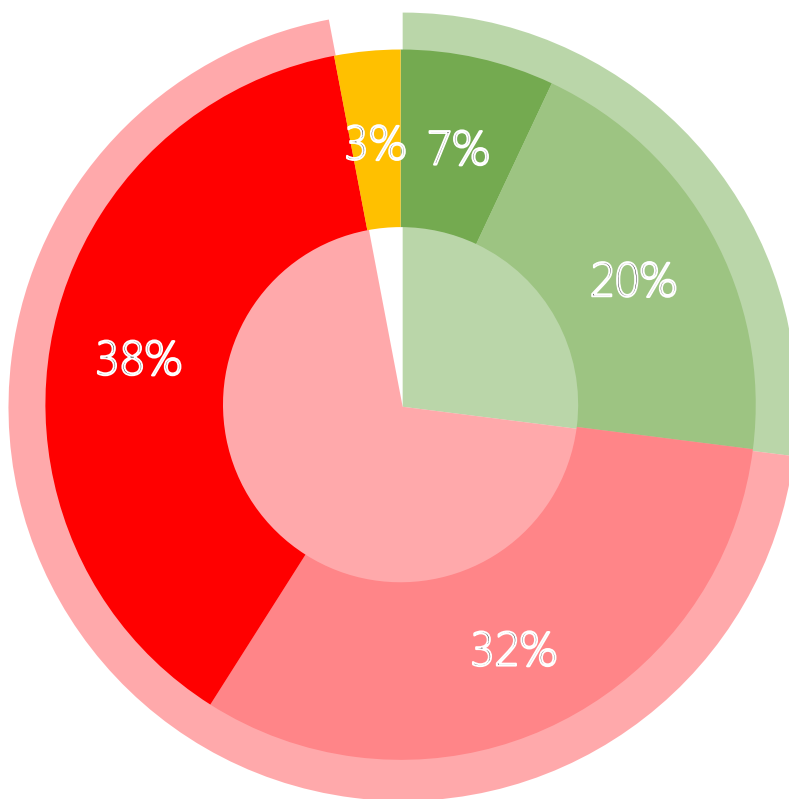
Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

# 27% very/fairly concerned about ability to pay

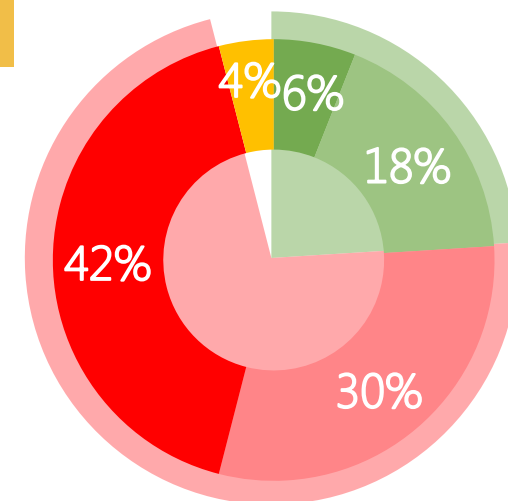
Q2. HOW CONCERNED, IF AT ALL, ARE YOU WITH THE FOLLOWING...

A) YOUR ABILITY TO PAY THE RENT/YOUR MORTGAGE REPAYMENTS AT THE MOMENT ?

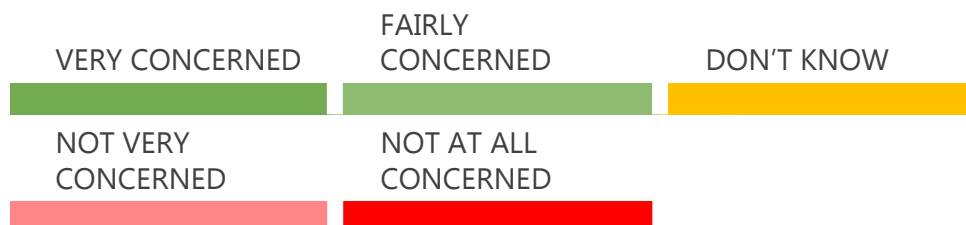
2017



2014



Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014



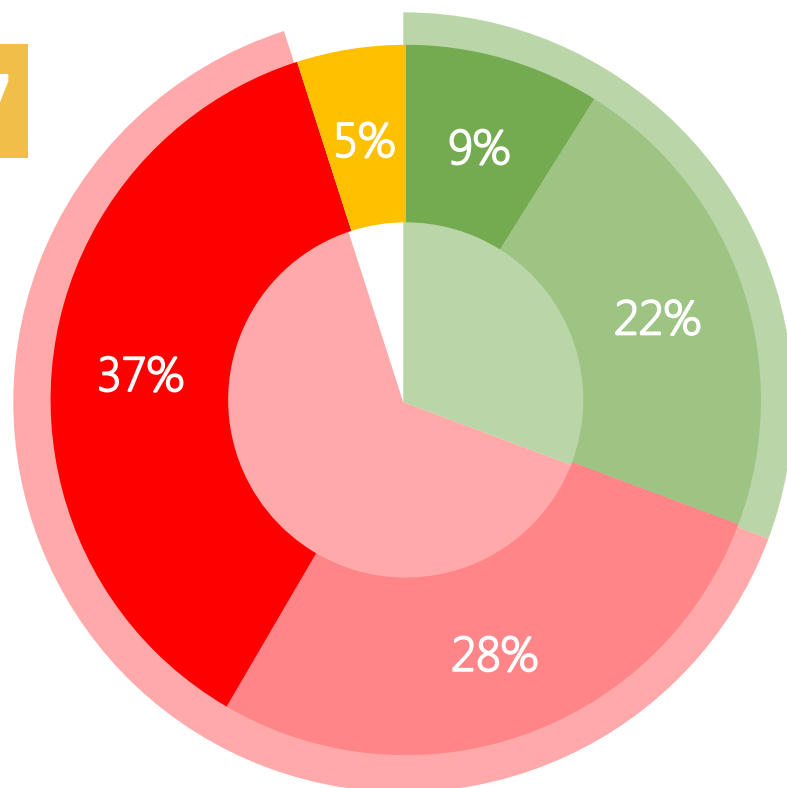
Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

# Slightly higher for 12 months' time

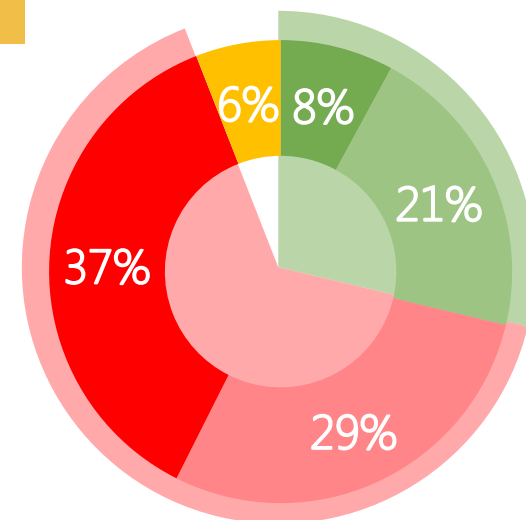
Q2. HOW CONCERNED, IF AT ALL, ARE YOU WITH THE FOLLOWING...

B) YOUR ABILITY TO PAY THE RENT/YOUR MORTGAGE REPAYMENTS IN 12 MONTHS TIME

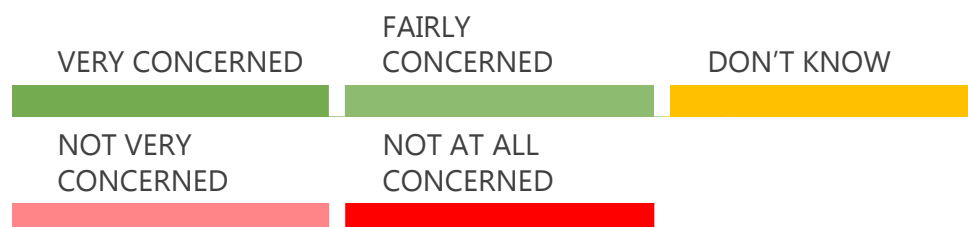
2017



2014



Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014

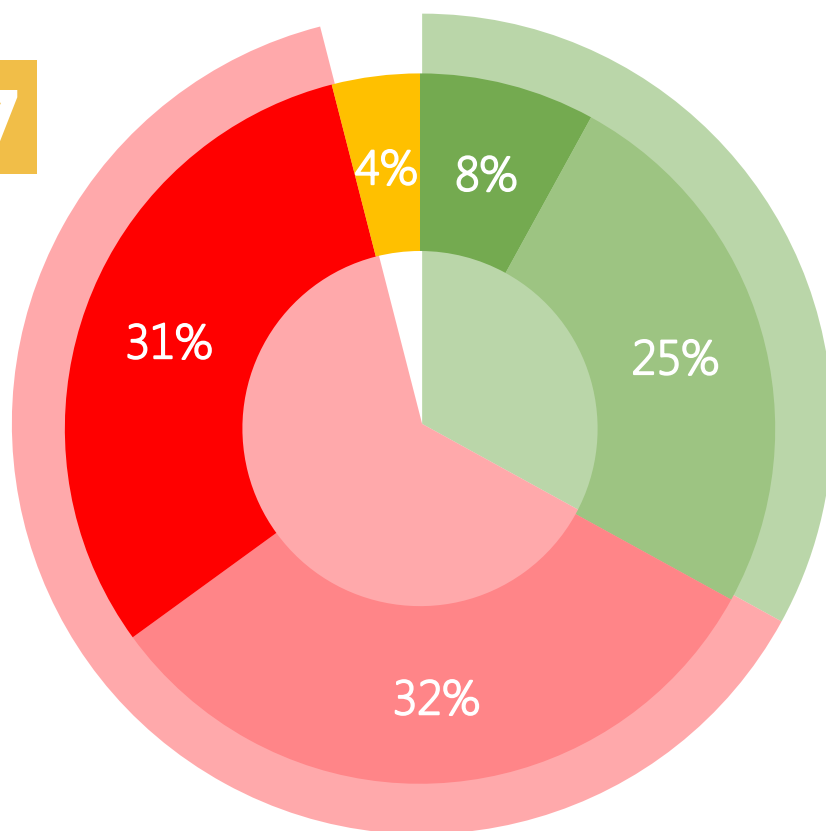


Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

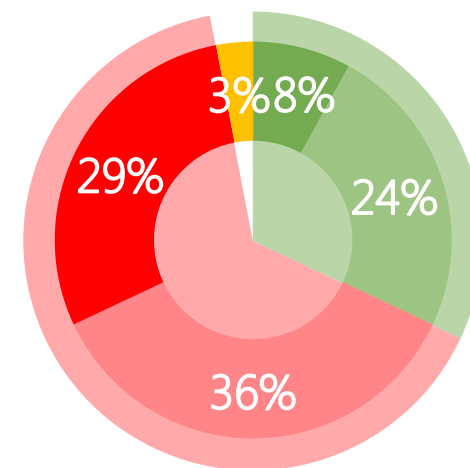
# A third report great deal/fair amount of stress

Q3. TO WHAT EXTENT, IF AT ALL, DO YOU FEEL THAT CONCERNS ABOUT THE COST OF YOUR HOUSING CAUSE YOU STRESS? DO THEY CAUSE YOU...

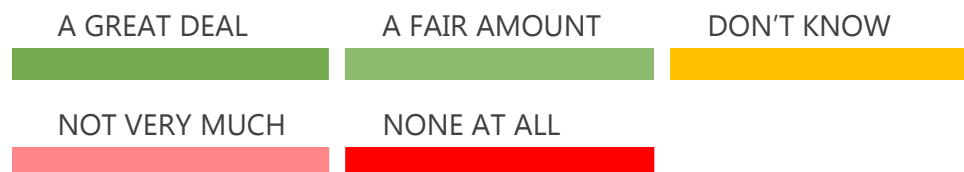
2017



2014



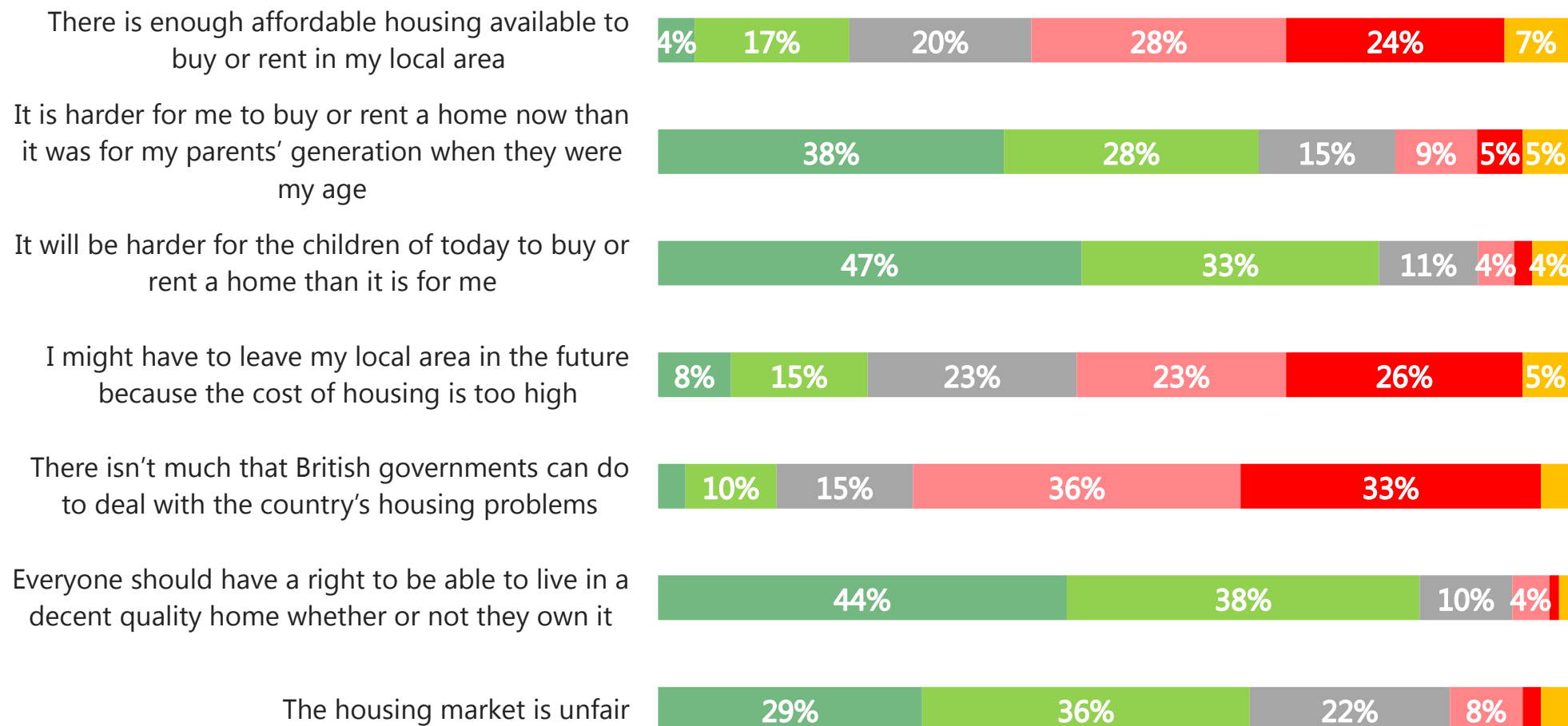
Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014



Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017



## Q4. TO WHAT EXTENT, IF AT ALL, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT HOUSING IN BRITAIN?...

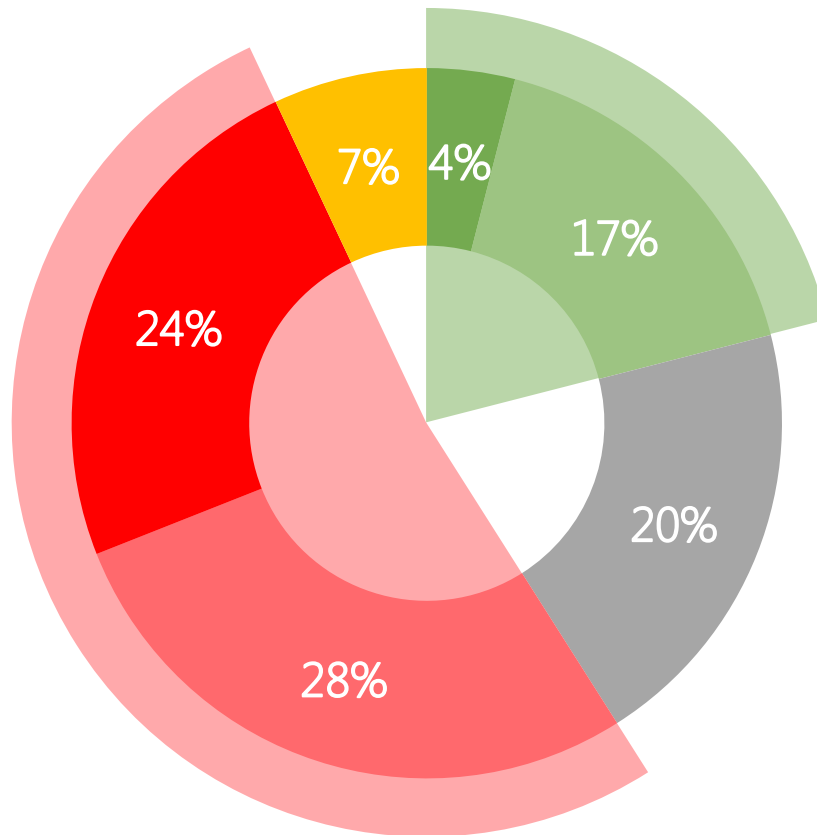


■ Strongly agree 
 ■ Tend to agree 
 ■ Neither/Nor 
 ■ Tend to disagree 
 ■ Strongly disagree 
 ■ Don't know

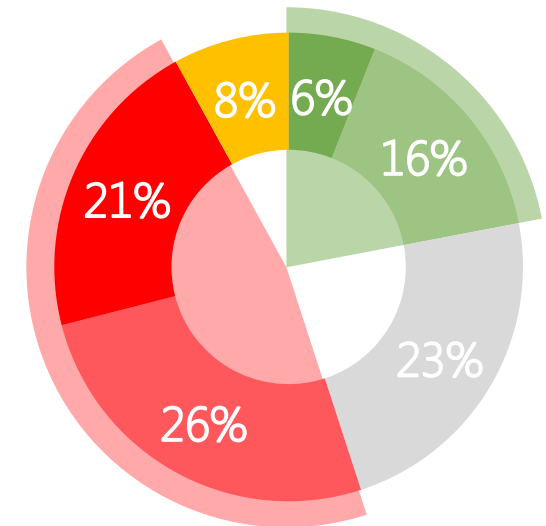
# Majority think insufficient affordable housing

A) THERE IS ENOUGH AFFORDABLE HOUSING AVAILABLE TO BUY OR RENT IN MY LOCAL AREA

2017



2014



Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014

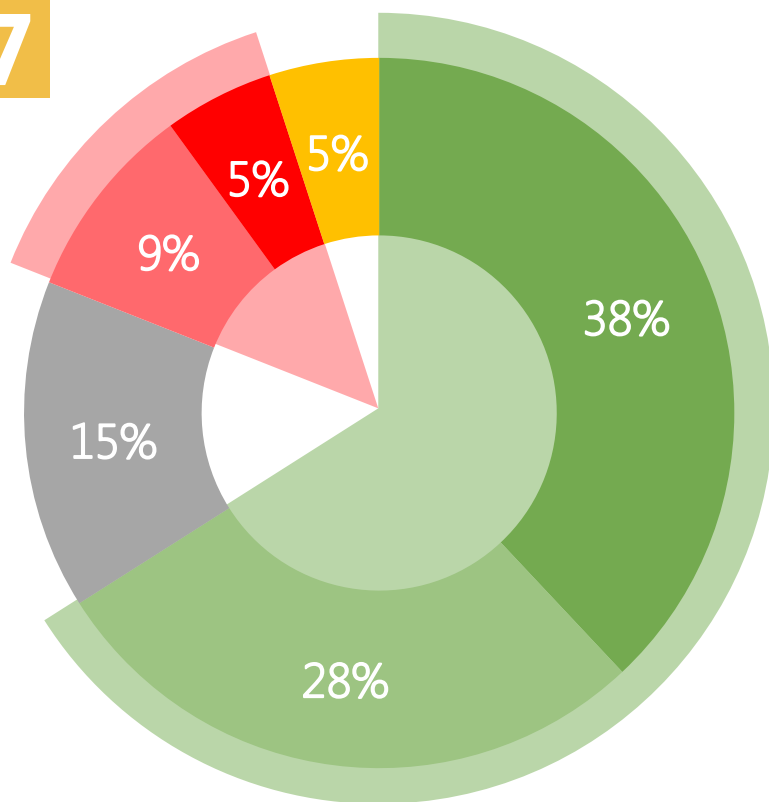


Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

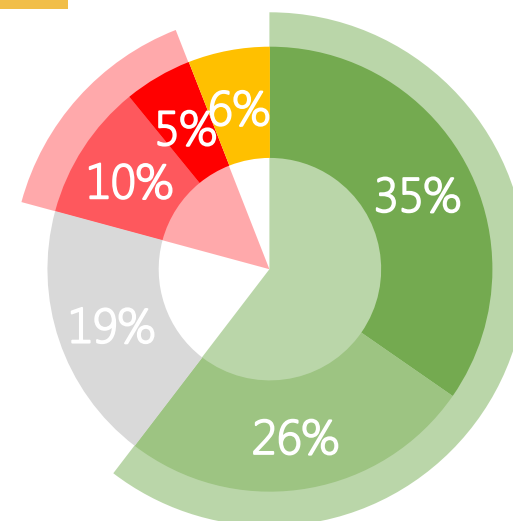
# Clear sense that has got harder to buy/rent...

B) IT IS HARDER FOR ME TO BUY OR RENT A HOME NOW THAN IT WAS FOR MY PARENTS' GENERATION WHEN THEY WERE MY AGE

2017



2014



Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014

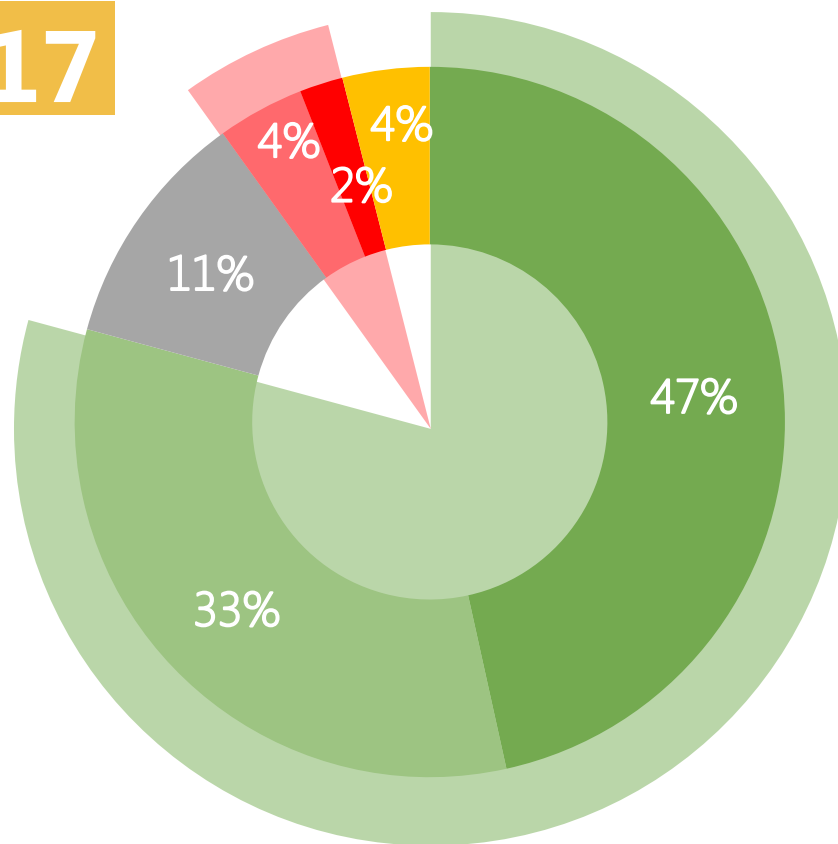


Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

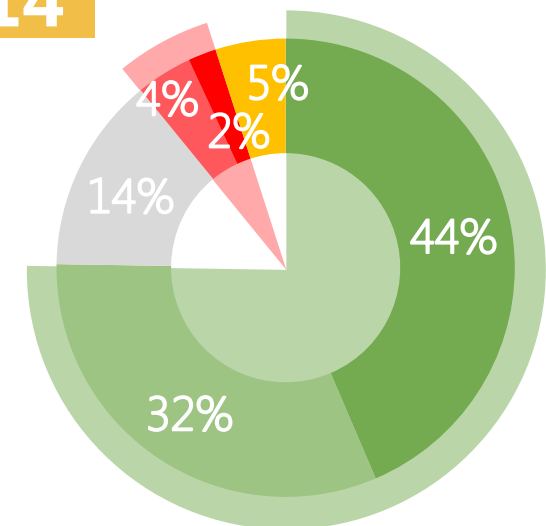
## ...and harder still for younger generation

C) IT WILL BE HARDER FOR THE CHILDREN OF TODAY TO BUY OR RENT A HOME THAN IT IS FOR ME

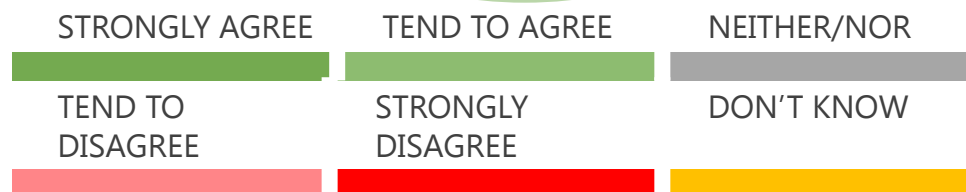
2017



2014



Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014

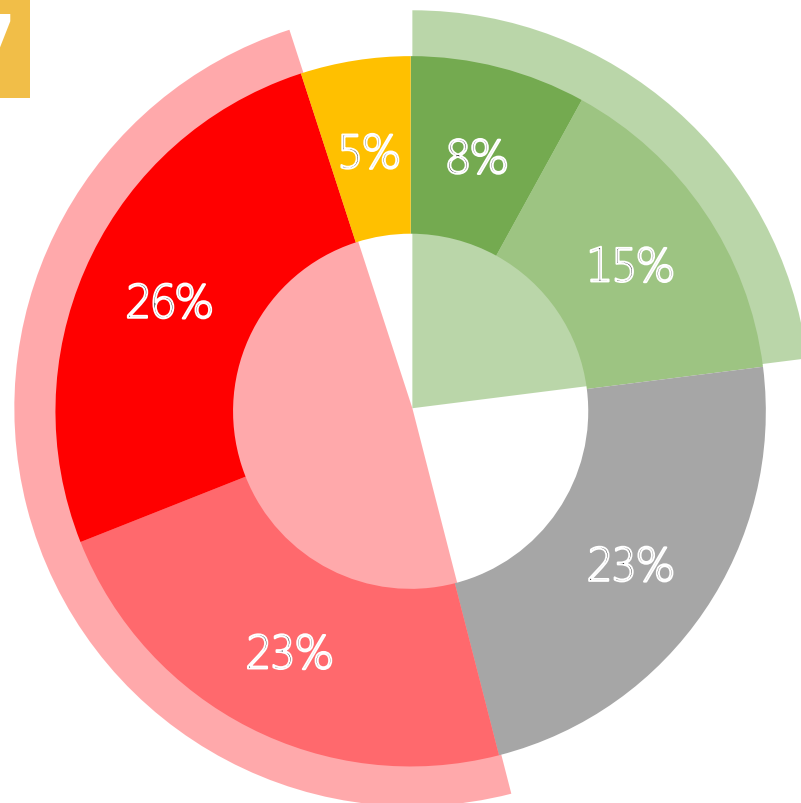


Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

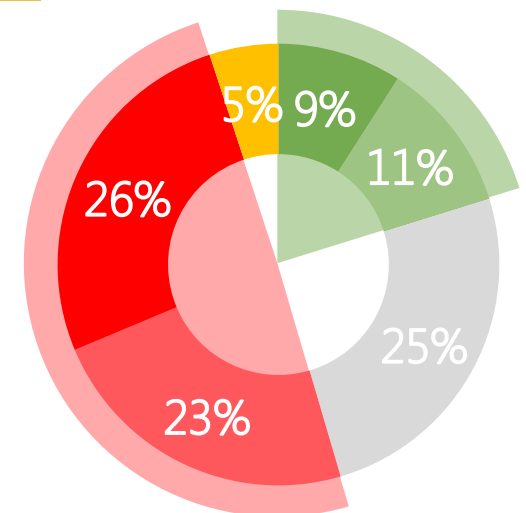
# 23% think housing costs might force them to move away

D) I MIGHT HAVE TO LEAVE MY LOCAL AREA IN THE FUTURE BECAUSE THE COST OF HOUSING IS TOO HIGH

2017



2014



Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014

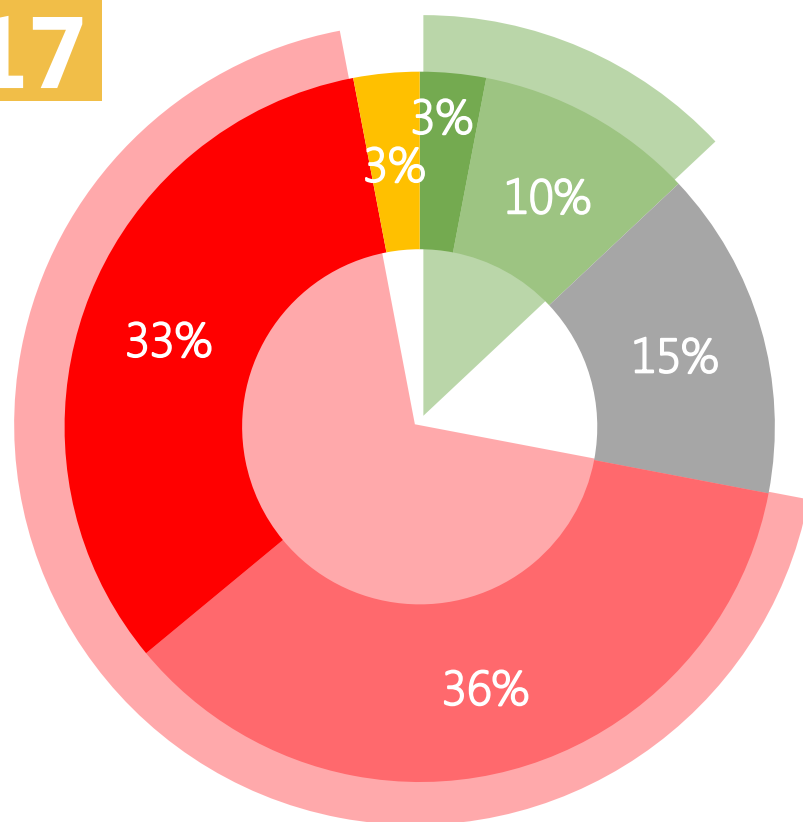


Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

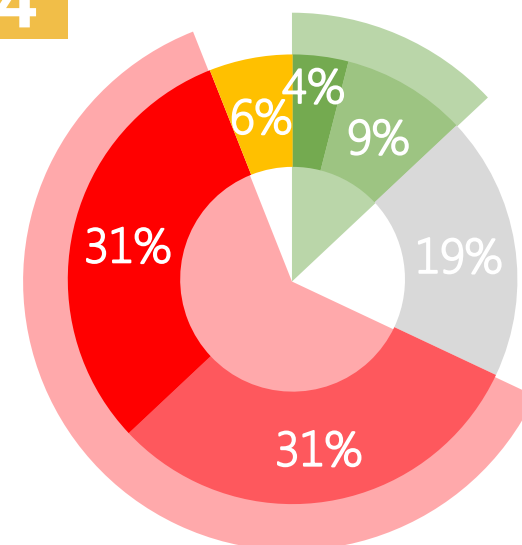
# Strong conviction that Government can do something

E) THERE ISN'T MUCH THAT BRITISH GOVERNMENTS CAN DO TO DEAL WITH THE COUNTRY'S HOUSING PROBLEMS

2017



2014



Source: Ipsos MORI / CIH, 2,011 GB adults,  
30 May – 4 June 2014

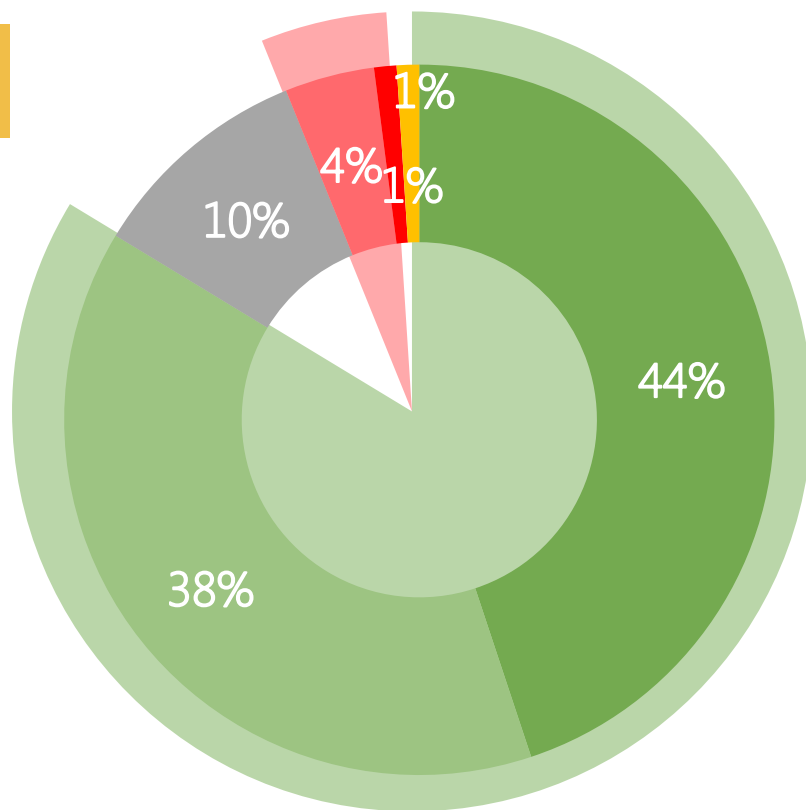


Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

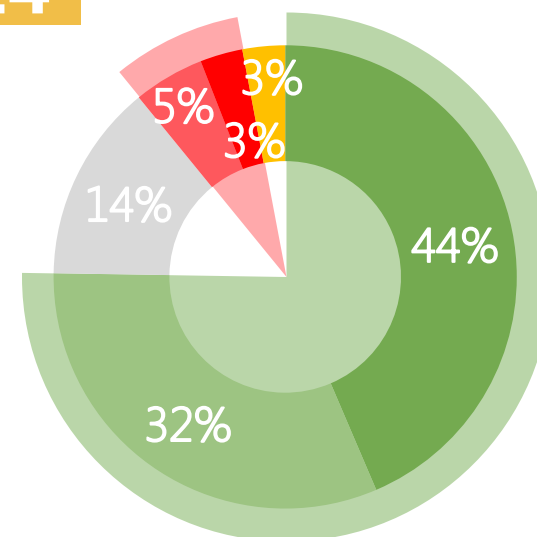
# Decent quality home seen as a right

F) EVERYONE SHOULD HAVE A RIGHT TO BE ABLE TO LIVE IN A DECENT QUALITY HOME WHETHER OR NOT THEY OWN IT

2017



2014



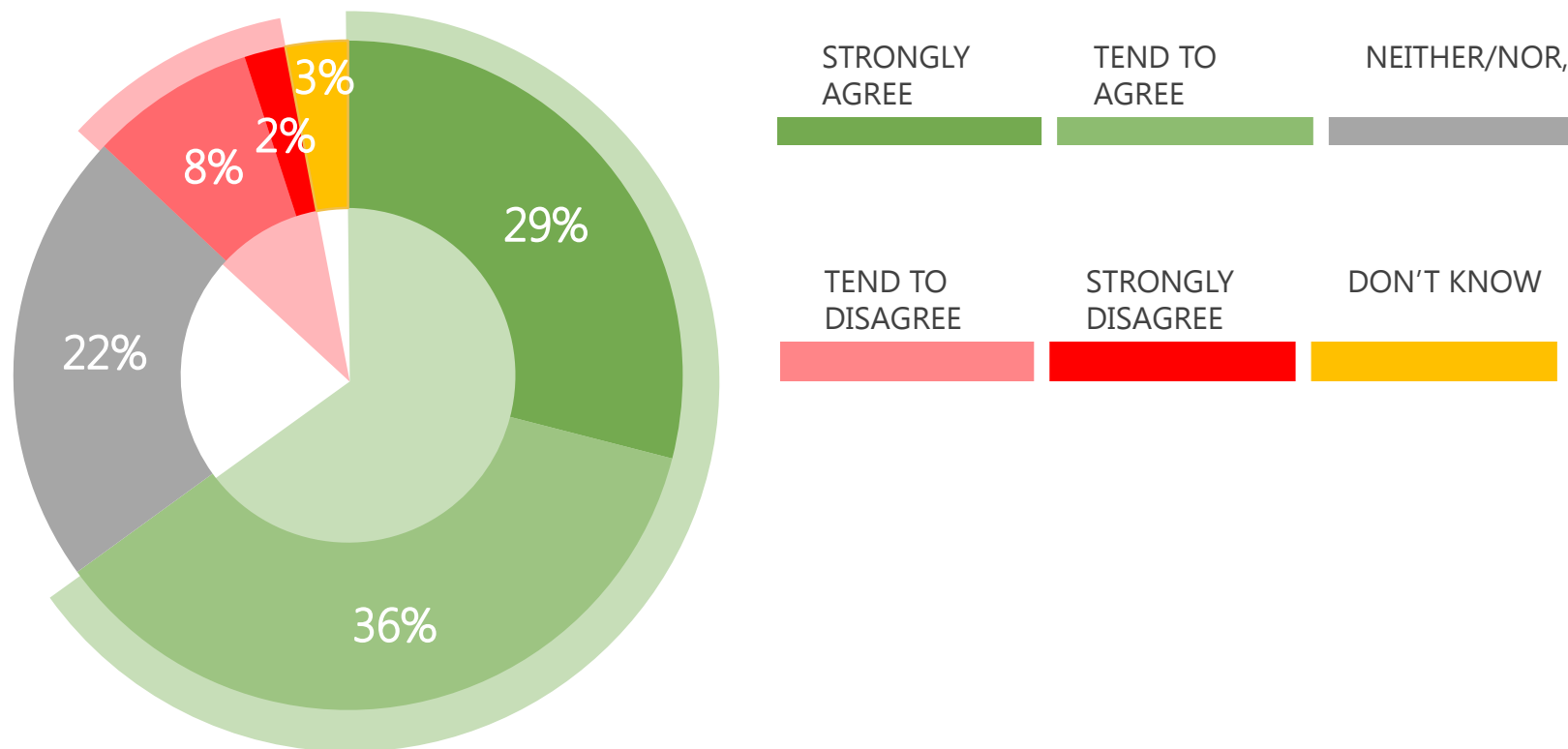
Source: Ipsos MORI / CIH, 2,011 GB adults, 30 May – 4 June 2014



Source: Ipsos MORI / CIH, 2,195 GB adults, 9-13 June 2017

# Only 10% *disagree* housing market is “unfair”

## G) THE HOUSING MARKET IS UNFAIR



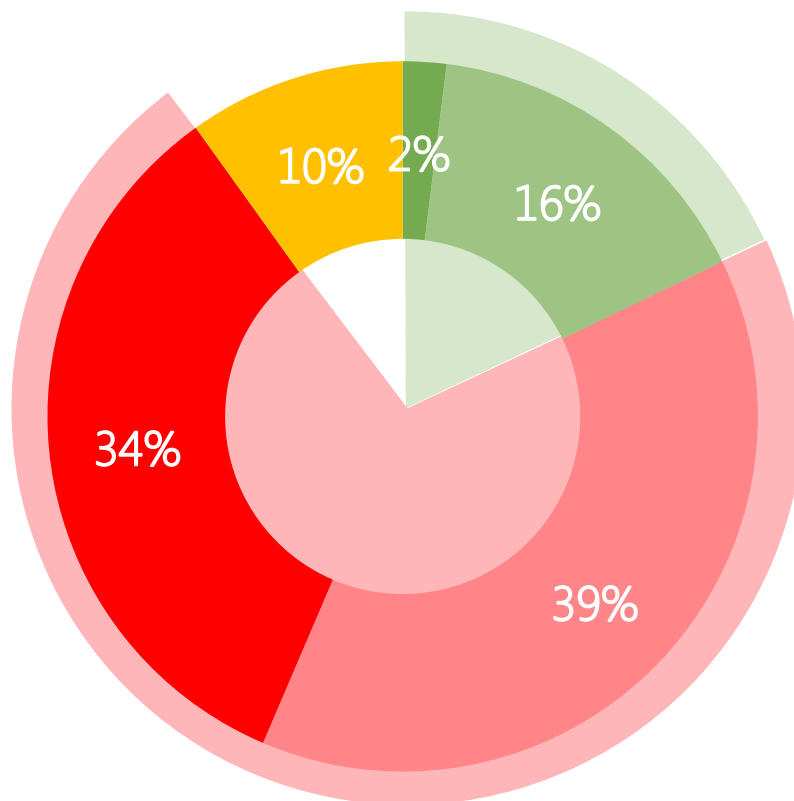
Source: Ipsos MORI / CIH, 2,195 GB adults, 9-13 June 2017



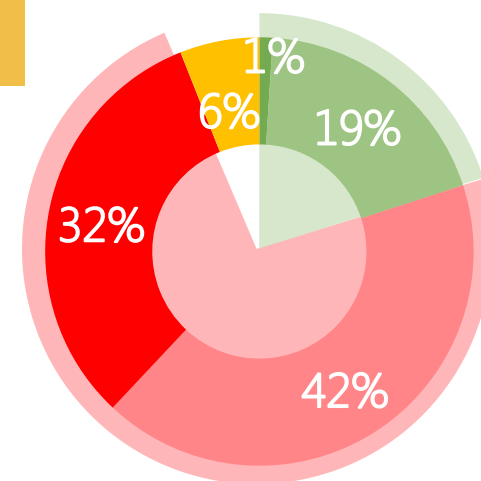
# Continued low confidence in Government delivering

Q5. HOW CONFIDENT, IF AT ALL, ARE YOU THAT THE GOVERNMENT HAS THE RIGHT POLICIES TO DEAL WITH THE COUNTRY'S HOUSING PROBLEMS?

2017



2013



Source: Ipsos MORI / JRRT, 985 GB adults, 5-23 April 2013

VERY CONFIDENT

FAIRLY CONFIDENT

NOT VERY  
CONFIDENT

NOT AT ALL  
CONFIDENT

DON'T KNOW

Source: Ipsos MORI / CIH, 2,195  
GB adults, 9-13 June 2017

**Find out more...**

[www.ipsos-mori.com](http://www.ipsos-mori.com)

**#CIHHousing2017**



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