

Public perceptions

Survey findings

April-May 2018



RETHINKING
SOCIAL
HOUSING



Chartered
Institute of
Housing



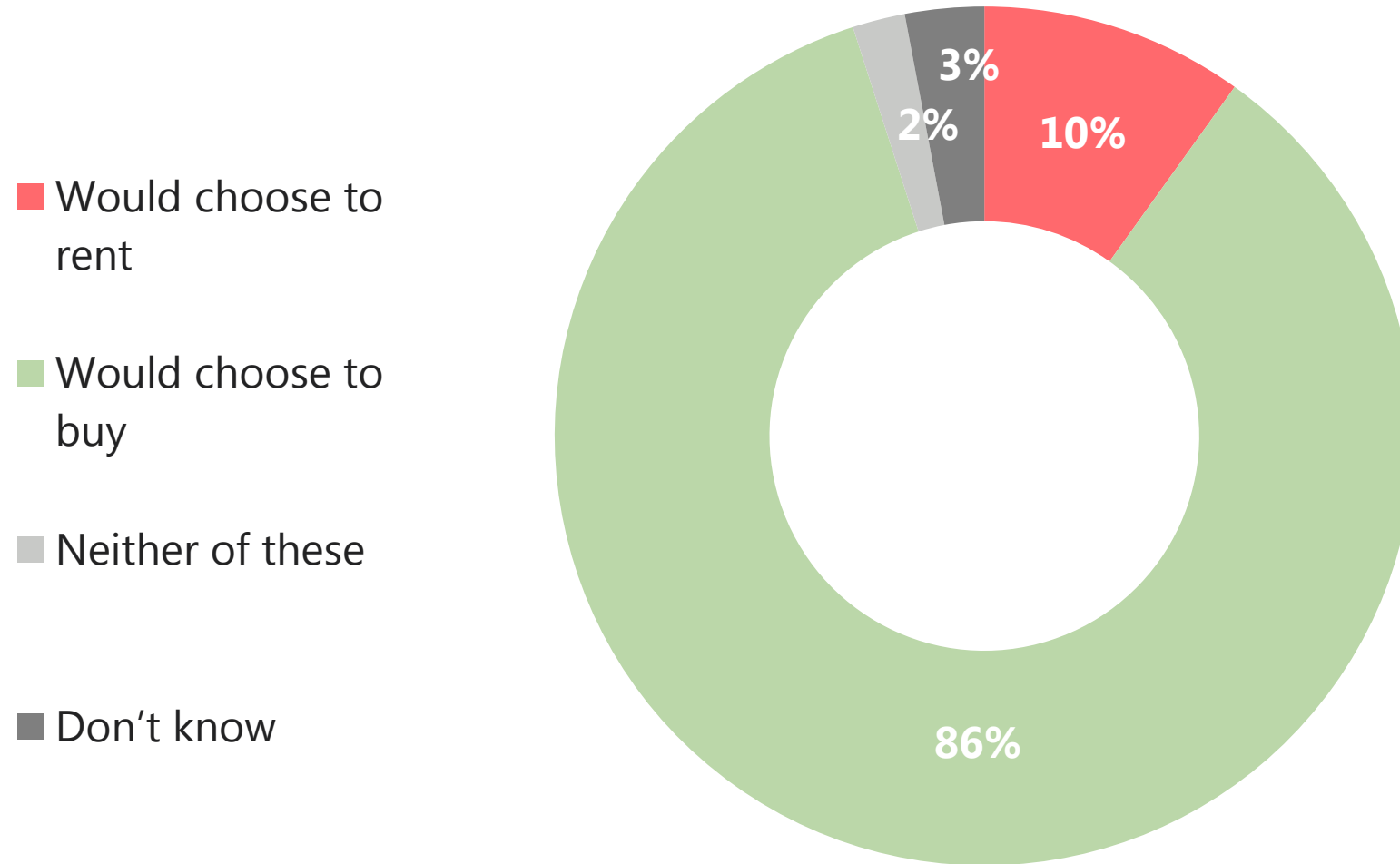
Ipsos MORI
Social Research Institute

Key findings

- Renting is *not* a tenure of choice
- Social renting is seen as better than private renting on affordability, worse on choice
- People's knowledge is wrong about many aspects of social housing
- By large margins they see social housing as a social good...
- ...but there is some negativity towards it and, for some, it is not a tenure they would consider

Tenure preference

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



Social renting v private renting

Q. As you may know there are two main ways that a household can rent their home, private-rented, when it is being rented from a private landlord, and social rented from a local council or housing association. Which of the two ways of renting would provide...?

And, overall, which would you say is the best form of renting?

...the most affordable housing?

...the most suitable housing for vulnerable people?

...prompt repairs when they are needed?

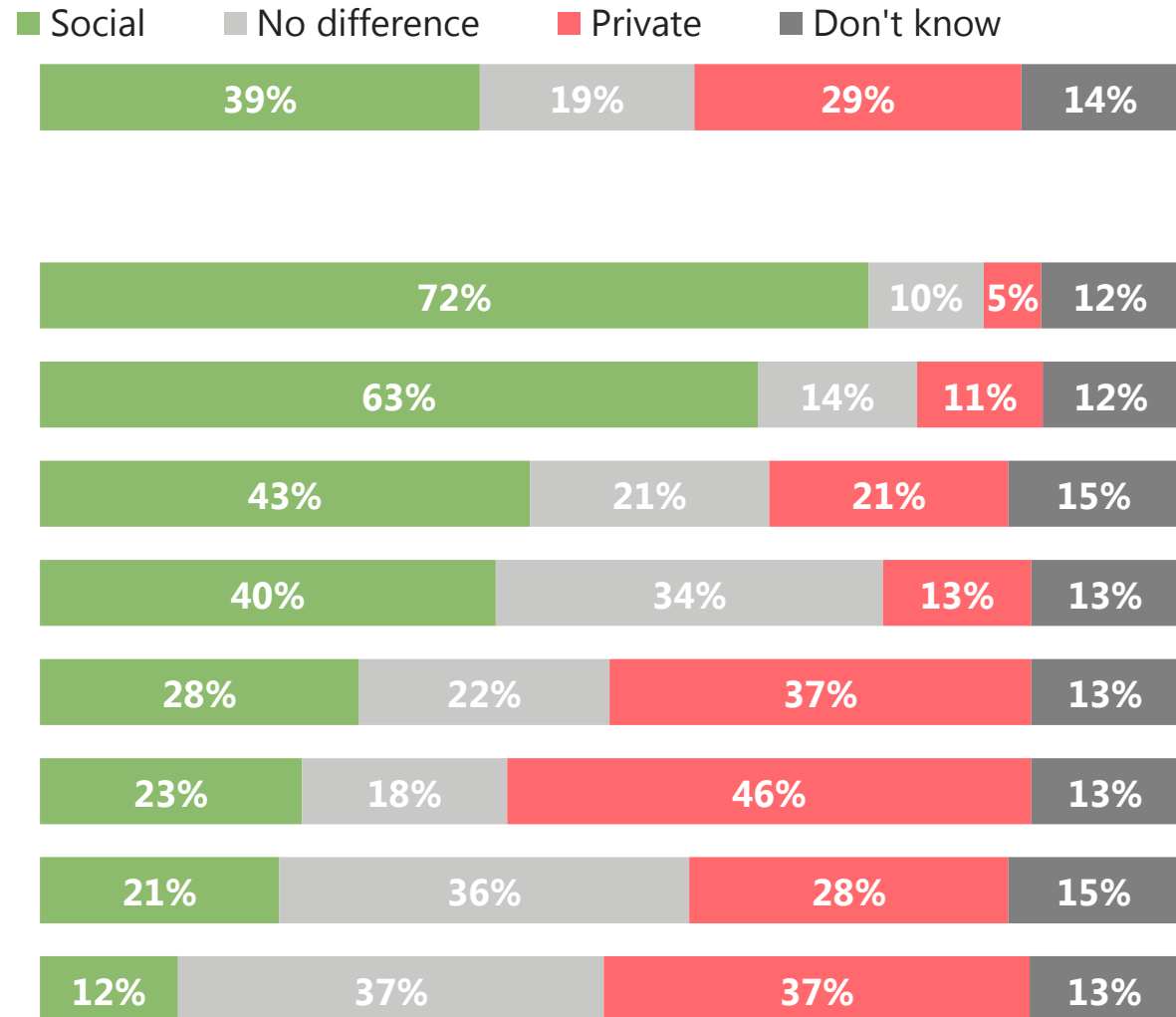
...an area with a sense of community?

...the best quality housing?

...the best choice of different types of housing?

...the best place in which to bring up a child?

...privacy and peace from neighbours?



Base: All adults (England) (1,656), 13 April-8 May 2018

Perception v reality: incidence

Q. Out of every 100 adults in England, about how many would you say live in social housing, that is housing rented out by local councils or housing associations?

■ Mean ■ Correct

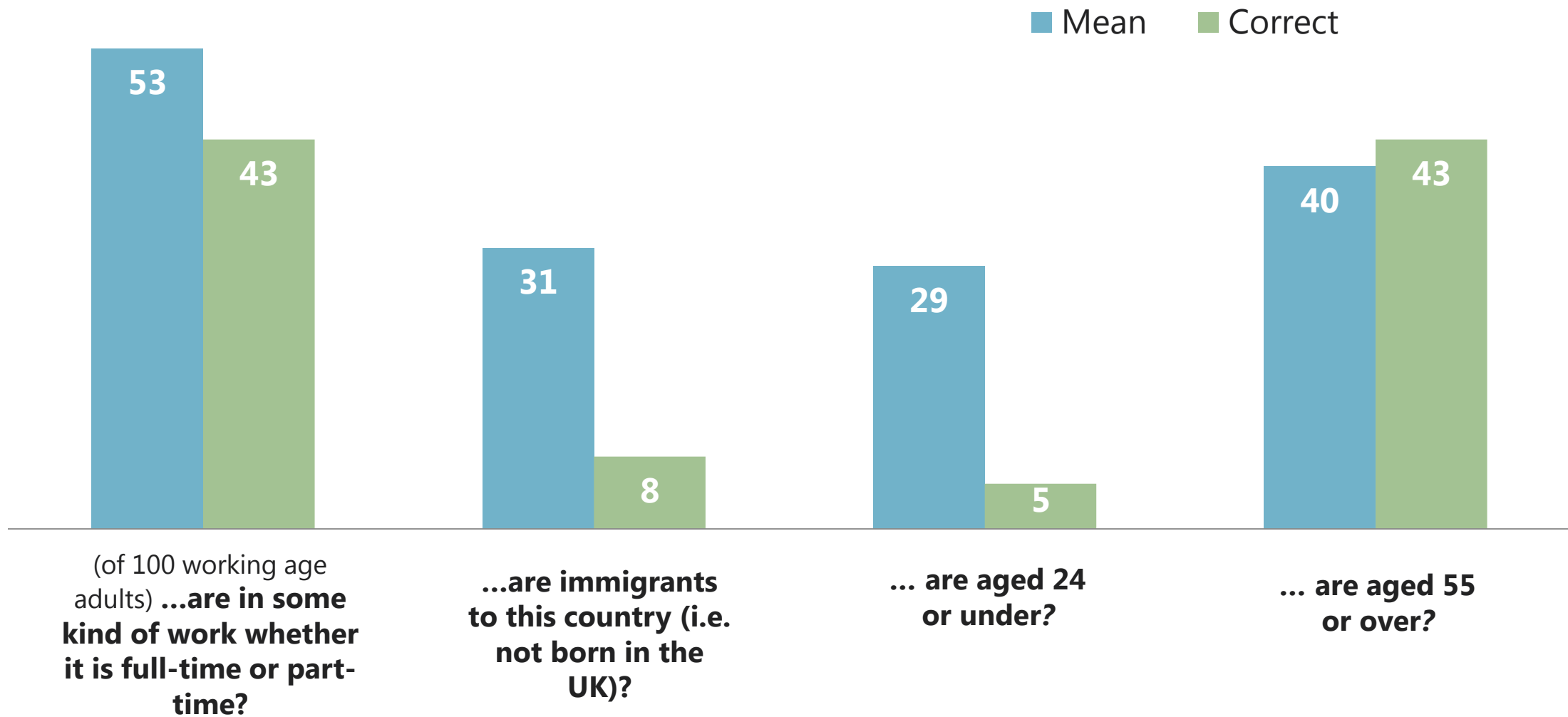


'Correct' data sourced by CIH from English Housing Survey

Base: All adults (England) (1,656), 13 April-8 May 2018

Perception v reality: profile

Q. Out of every 100 adults who live in social housing in England, (that is adults under the age of 65), about how many would you say...



'Correct' data sourced by CIH from English Housing Survey

Base: All adults (England) (1,656), 13 April-8 May 2018

Perception v reality: housing benefit

Q. Out of every 100 households who live in social housing in England, about how many would you say receive housing benefit (that is money to help people with their housing costs if they are on a low income)?

■ Mean ■ Correct



'Correct' data sourced by CIH from English Housing Survey

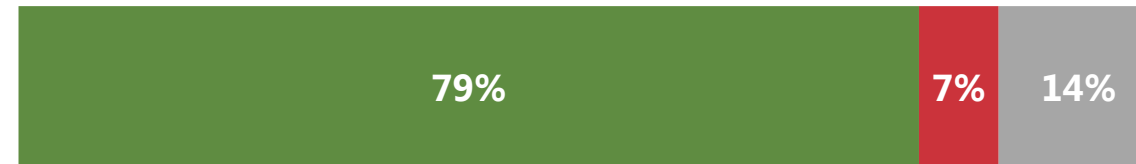
Base: All adults (England) (1,656), 13 April-8 May 2018

True or false?

Q. Here are some statements about housing that is rented from local councils or housing associations, sometimes called social housing. For each one I would like you to tell me whether you think it is true or false or whether you don't know.

■ True ■ False ■ Don't know

Social housing offers rents which are lower than rents in the private sector



TRUE

There are more people living in social housing than there were five years ago



FALSE

As well as homes, local councils and housing associations provide other services which help tenants e.g. help finding work



TRUE

Once someone becomes a tenant in social housing, they are a tenant for life



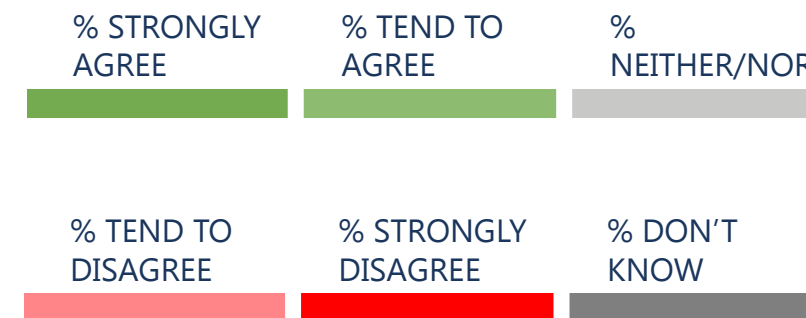
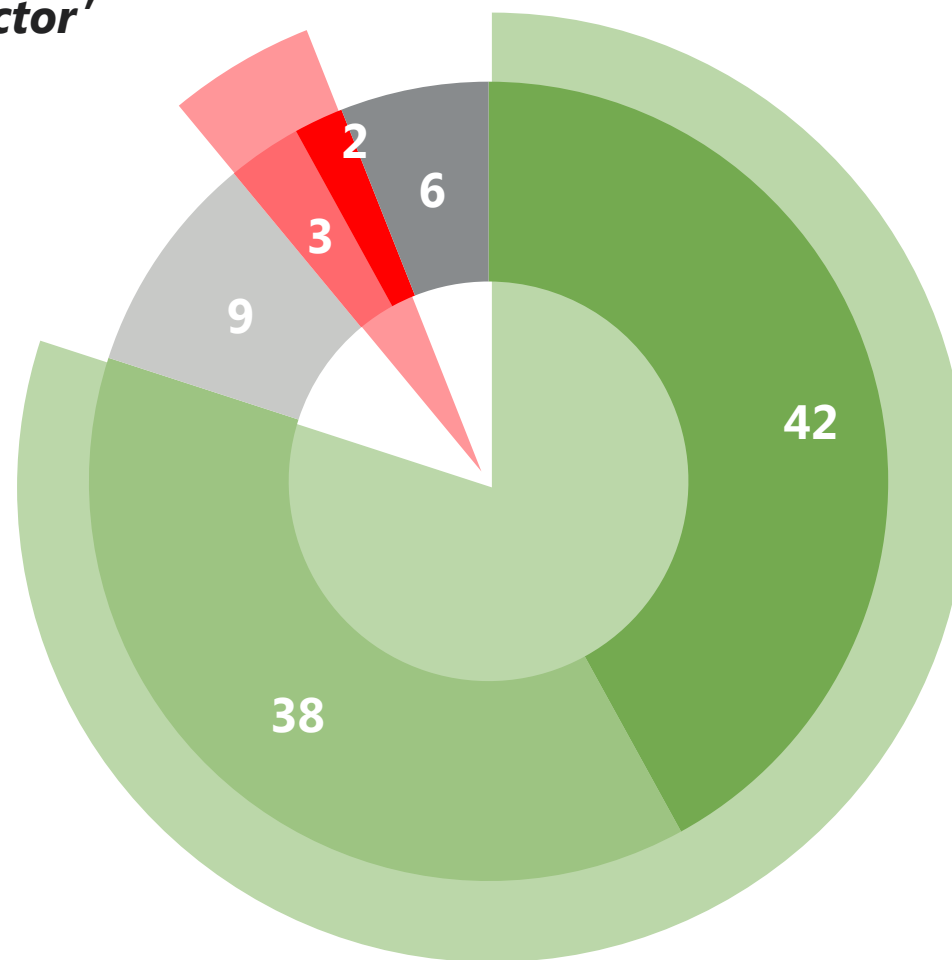
FALSE

Social housing: affordability

Q. Here are some things some people have said about housing that is rented from local councils or housing associations, sometimes called social housing. To what extent do you agree or disagree with...?

'Social housing is important because it helps people on lower incomes get housing which wouldn't be affordable in the private rented sector'

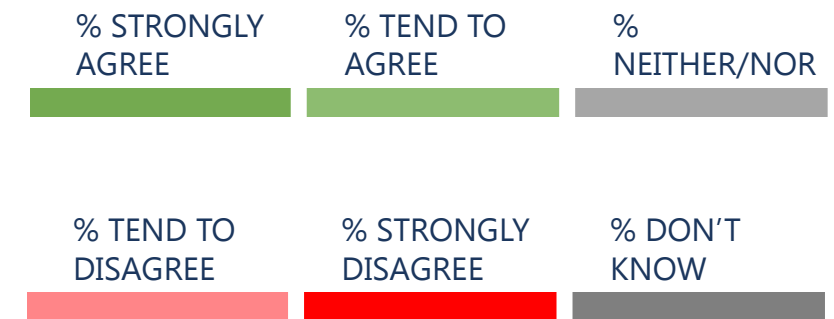
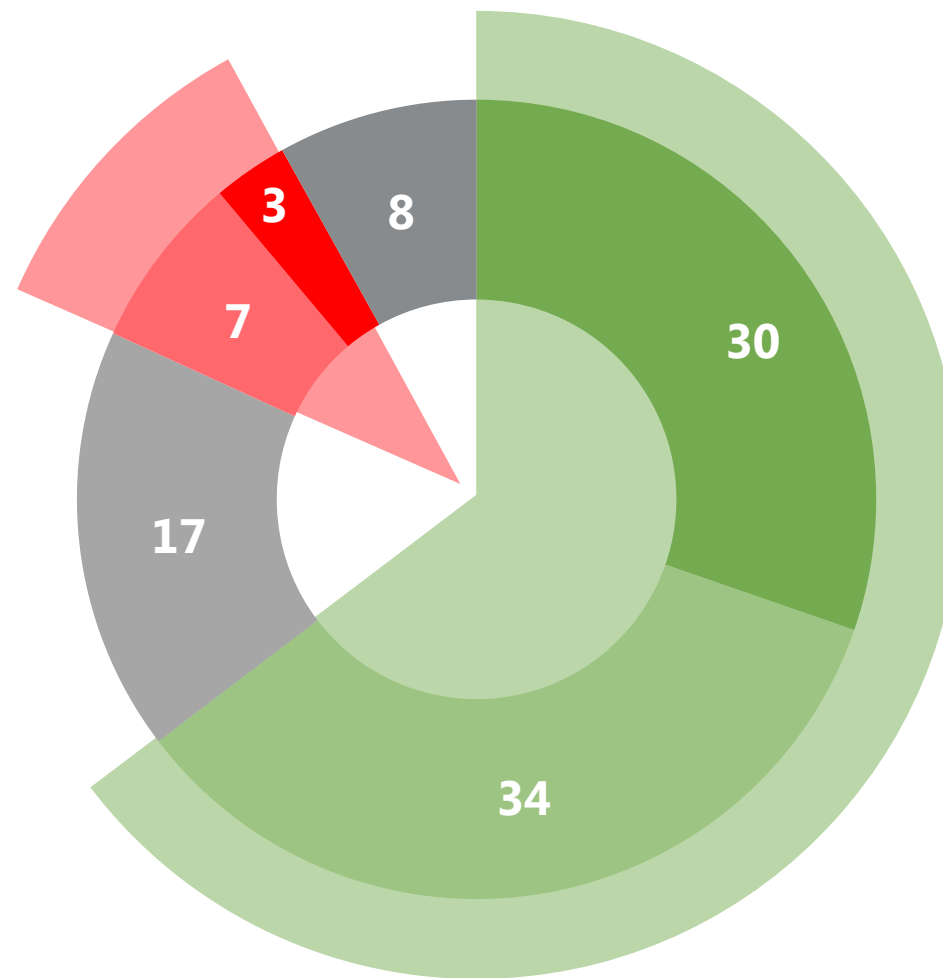
Agree	80%
Disagree	5%



Social housing: tenants

Q. ...'The negative view of the people that live in social housing is unfair'

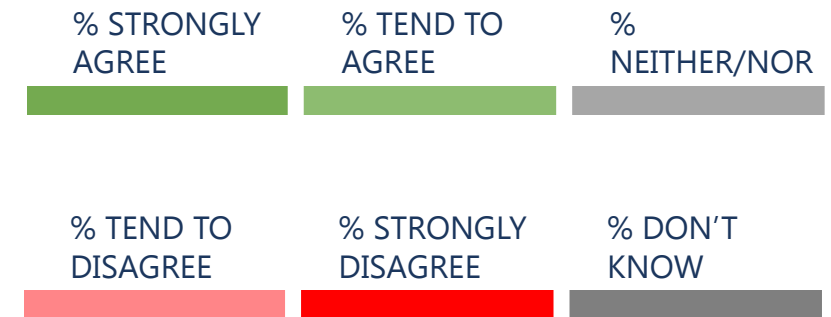
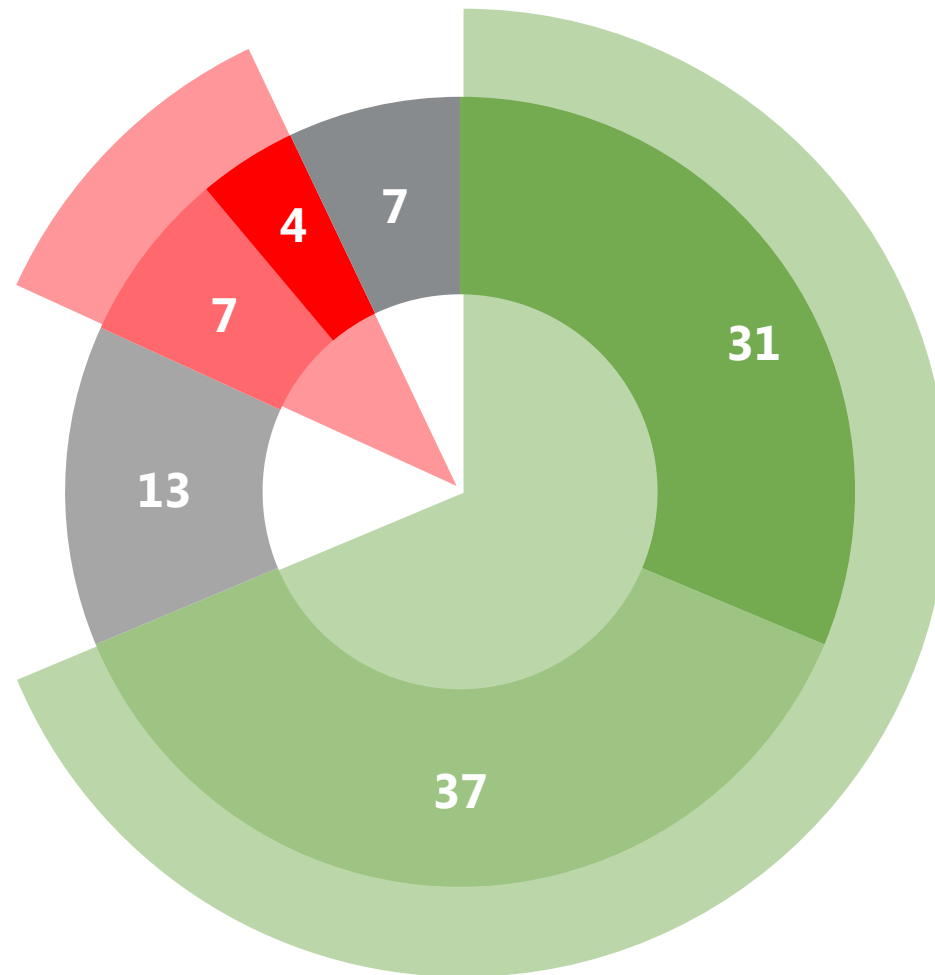
Agree	65%
Disagree	10%



Social housing: tackling poverty

Q. ...'Social housing plays an important role in tackling poverty in Britain'

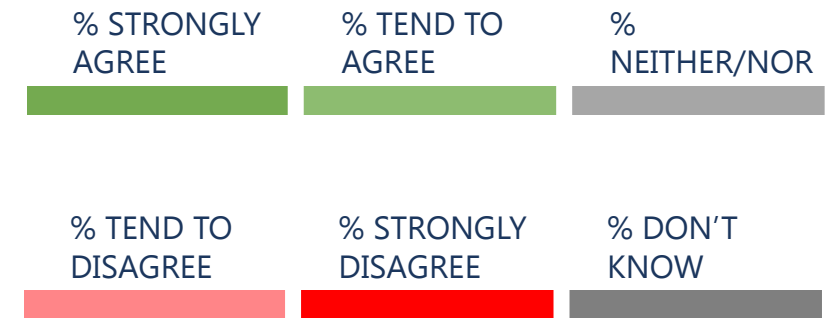
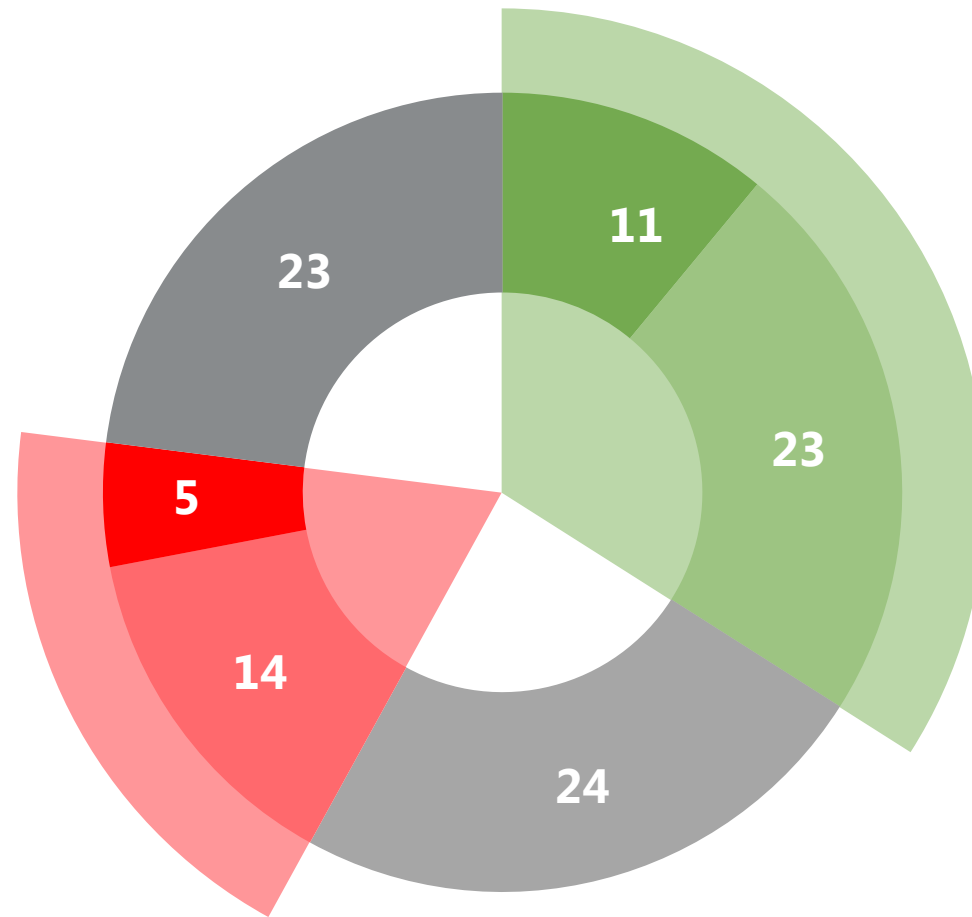
Agree	68%
Disagree	11%



Social housing: allocation

Q. ... 'The way social housing is allocated to people is generally unfair'

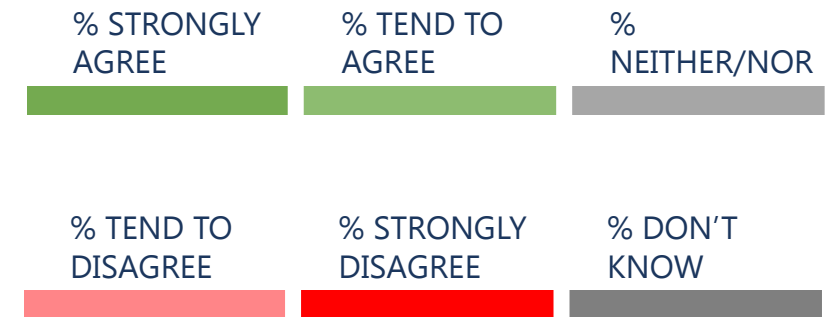
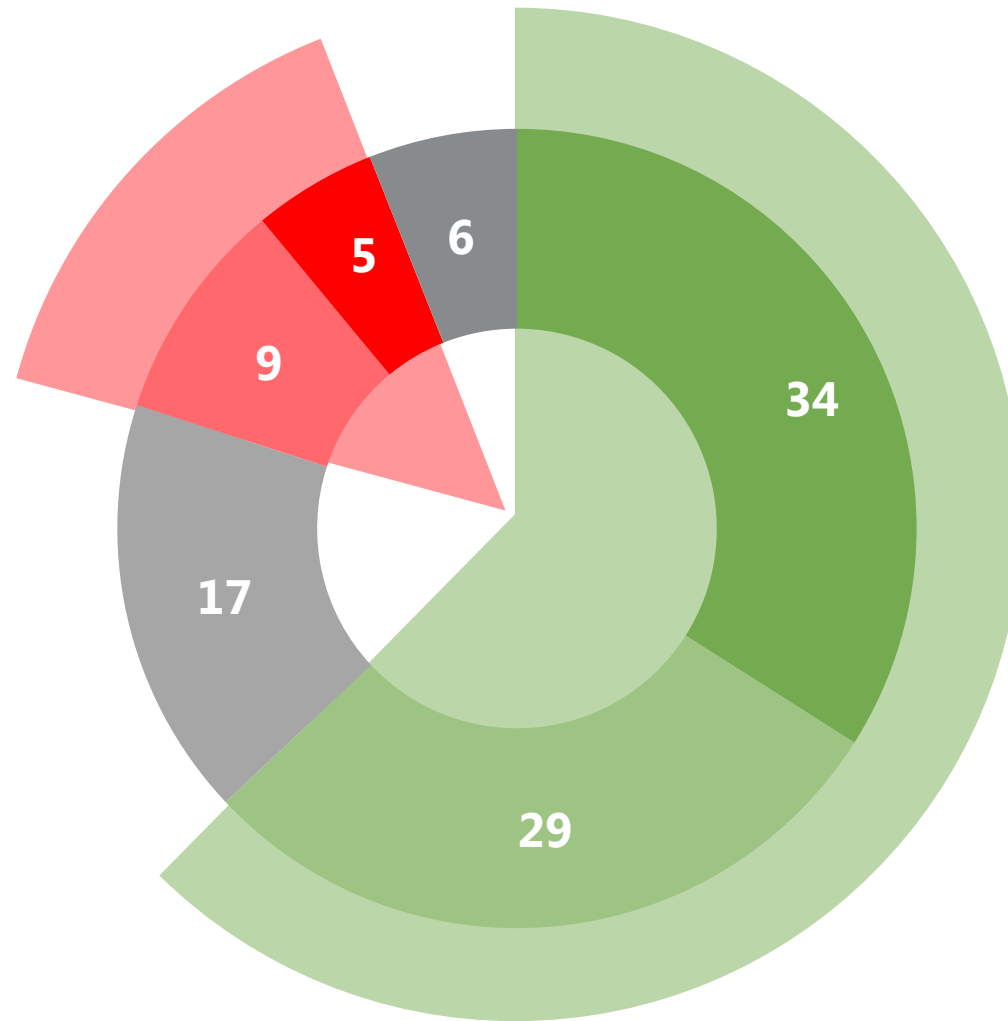
Agree	34%
Disagree	19%



Social housing: local building

Q. ...'I support more social housing being built in my local area'

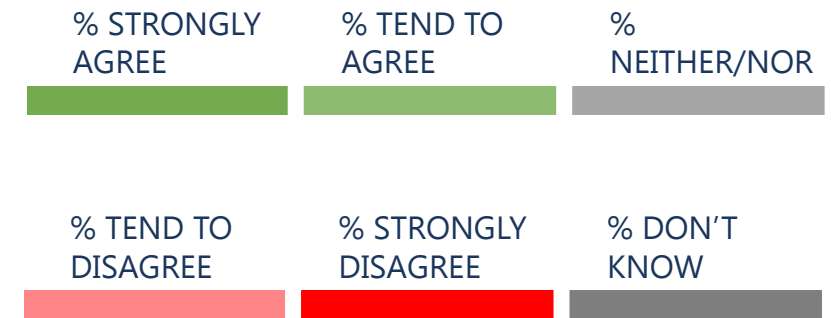
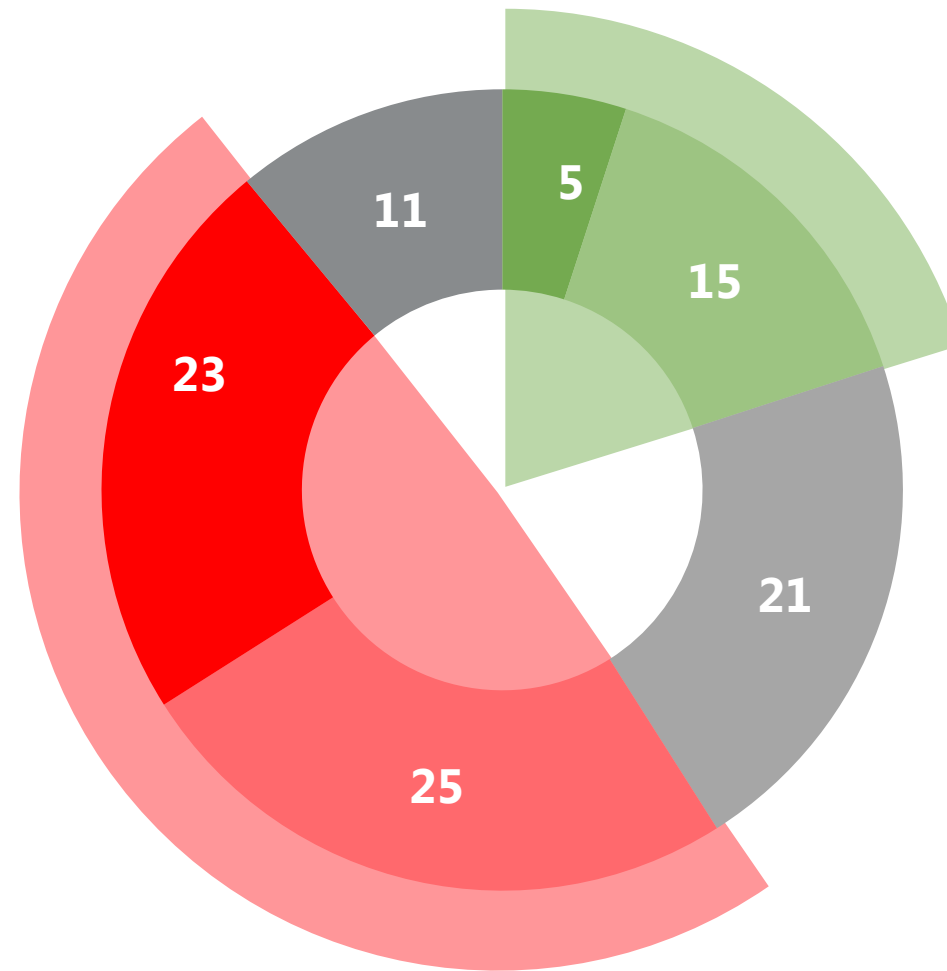
Agree	63%
Disagree	14%



Social housing: discouraging

Q. ...'Social housing discourages those who rent in this way from improving their personal situation'

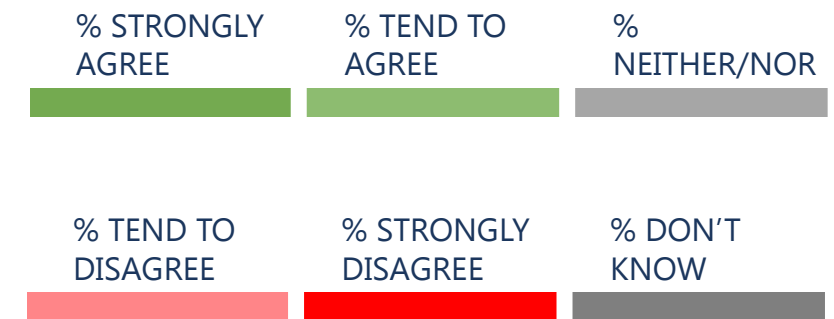
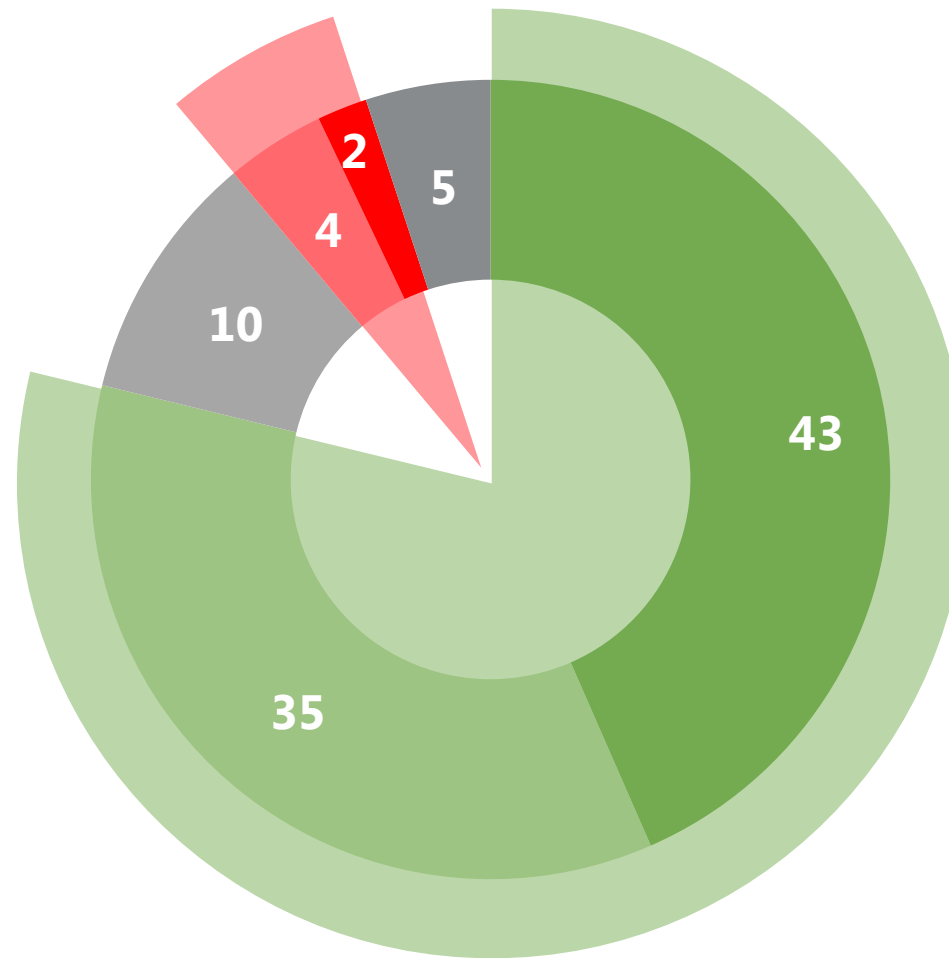
Agree	20%
Disagree	49%



Social housing: availability

Q. ...'Social housing should be available to people who cannot afford the cost of renting privately, as well as to the most vulnerable'

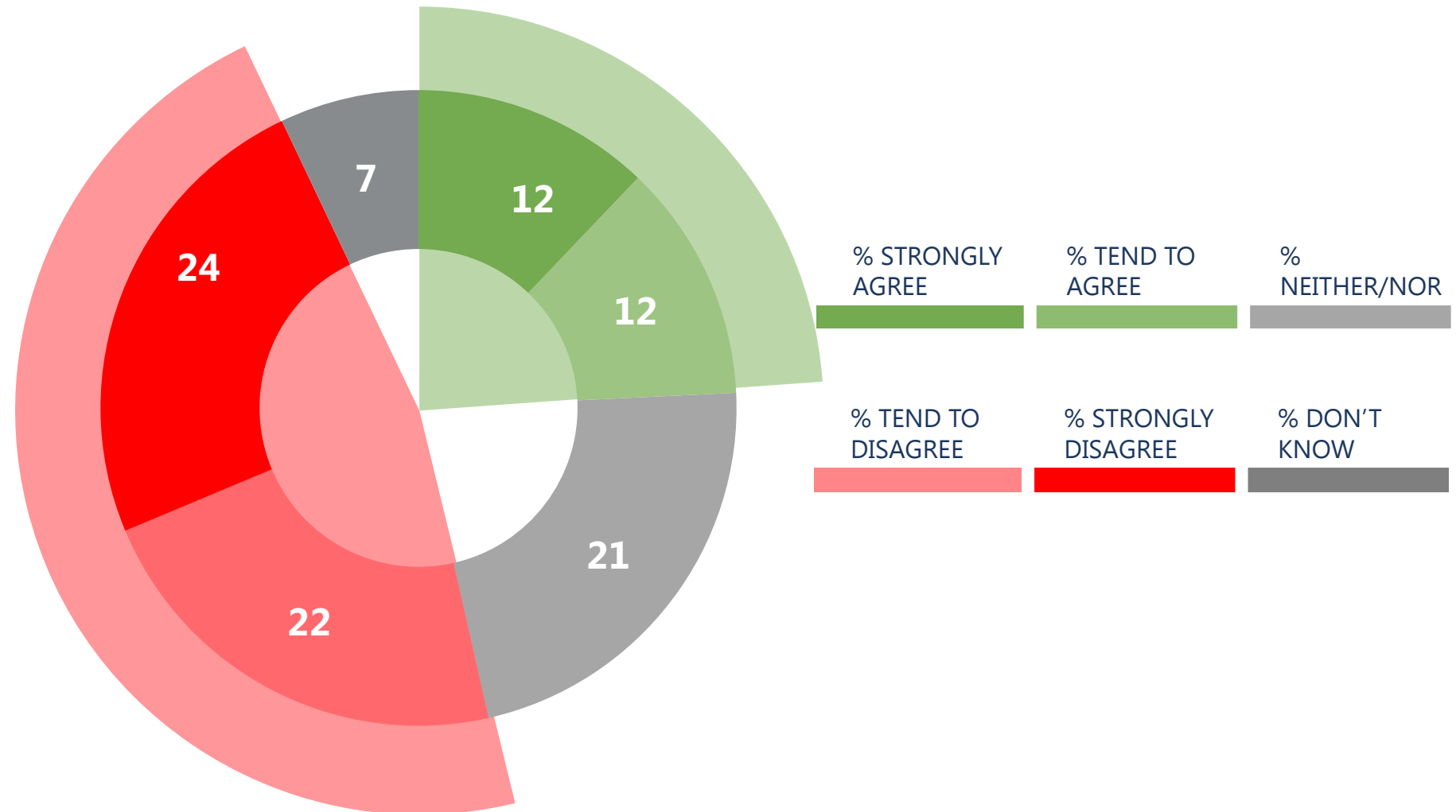
Agree	78%
Disagree	6%



Social housing: appeal

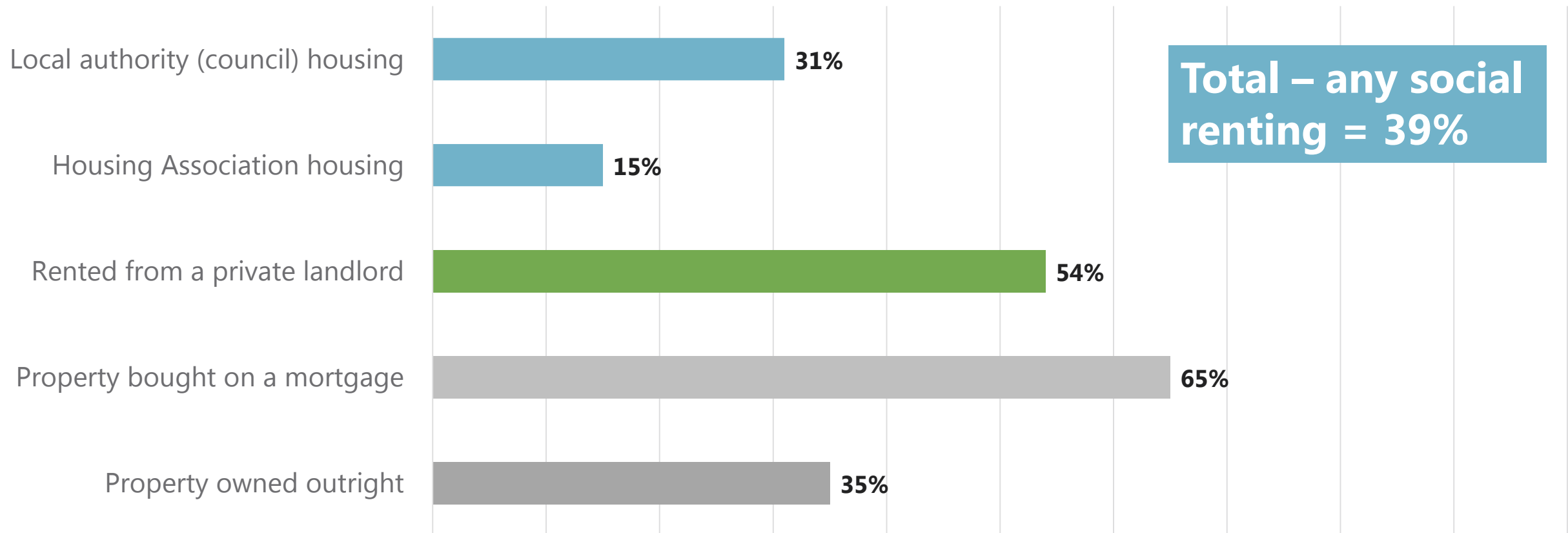
Q. ... 'I would never consider living in social housing'

Agree	24%
Disagree	46%



Social housing: experience

Q. Can I just check, which of these have you personally EVER lived in?



Technical details: Ipsos MORI interviewed a representative sample of 1,656 adults aged 16+ across England, face-to-face, in-home between 13 April and 8 May 2018. Data has been weighted.

'Correct' figures sourced by CIH from the English Housing Survey.

Further information:

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