

June 2019

HOUSING 2019



Chartered
Institute of
Housing



Ipsos MORI

National and local housing crisis?

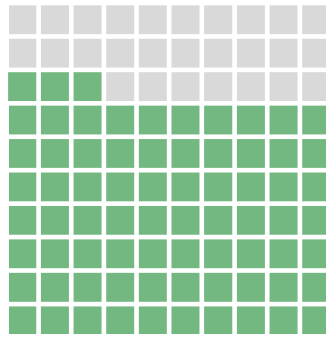
To what extent, if at all, do you agree or disagree with the following statements...

There is a housing crisis in Britain?

AGREE



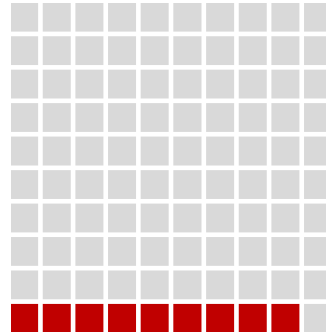
73%



DISAGREE

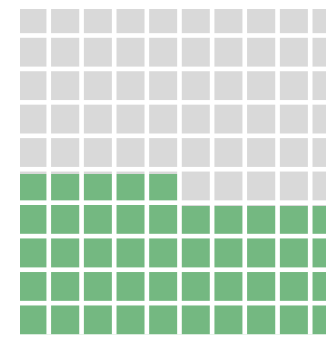


9%

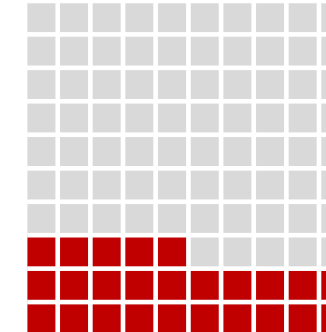


There is a housing crisis in my local area?

45%



25%



Ipsos MORI

Source: Ipsos MORI / CIH

Base: 2,181 GB adults 16-75, 14-18 June 2019

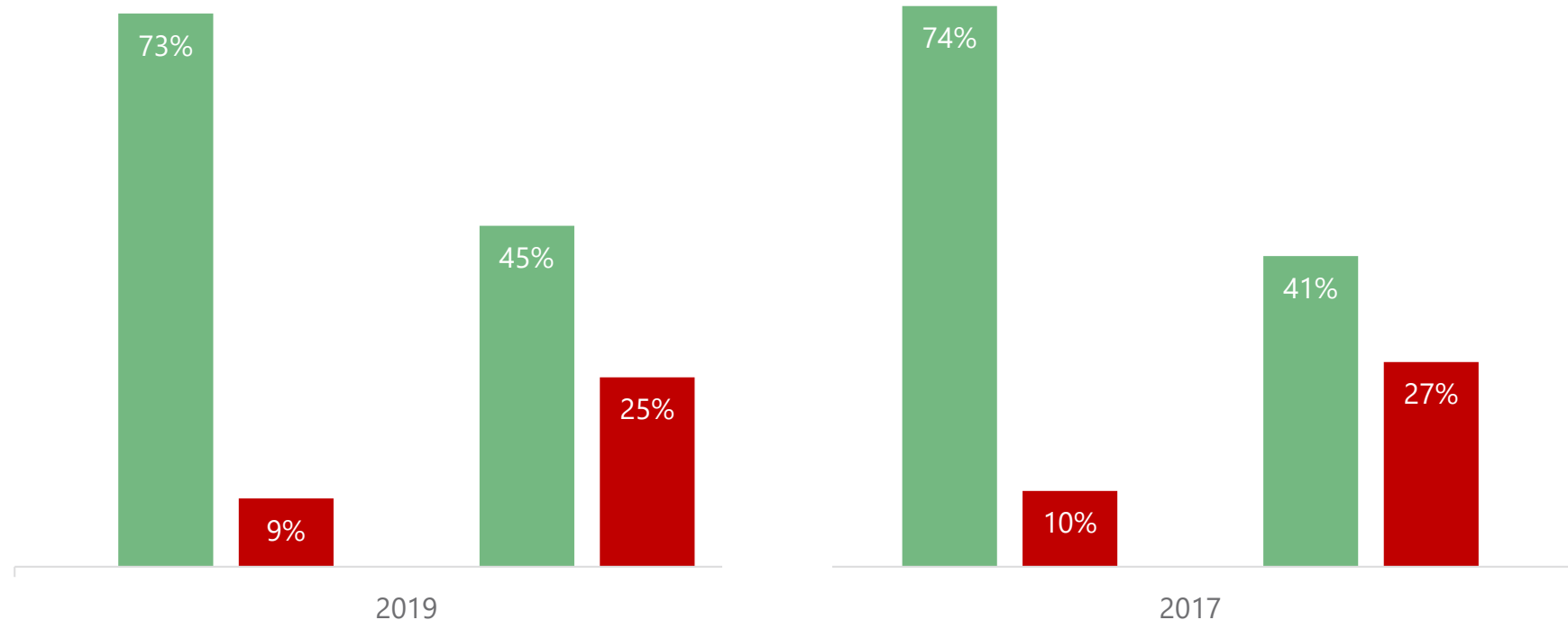
National crisis – trends

To what extent, if at all, do you agree or disagree... there is a housing crisis in Britain?

AGREE



DISAGREE



Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019

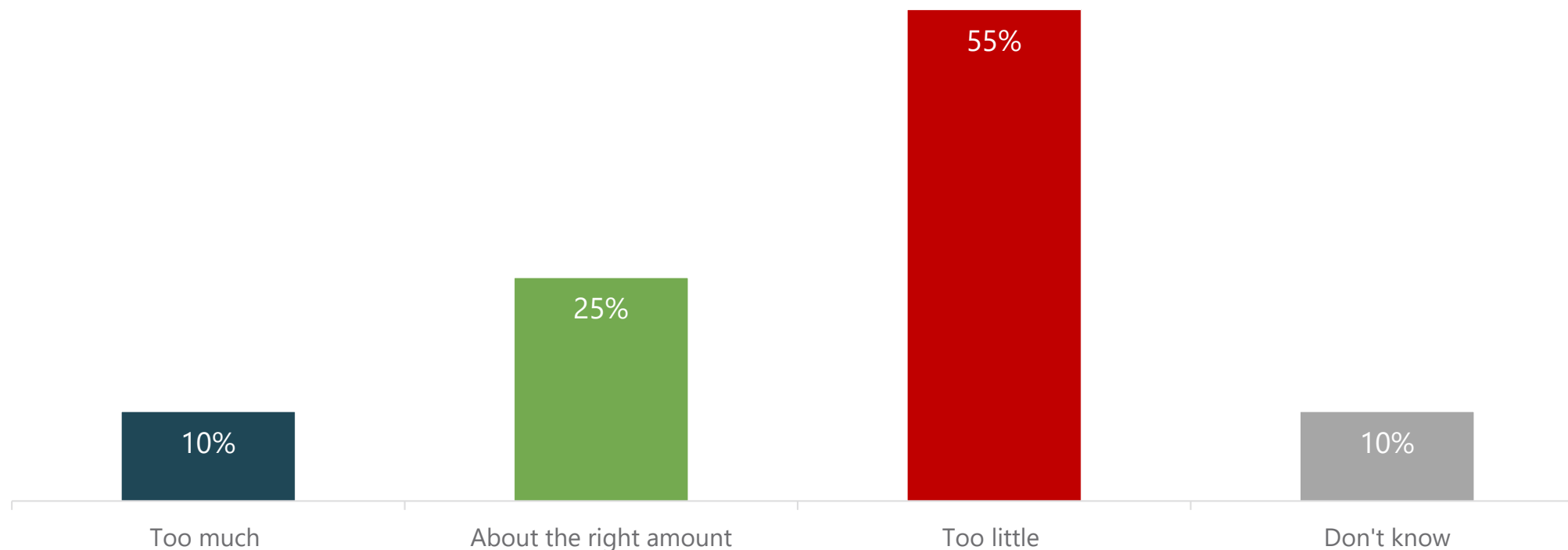
Source: Ipsos MORI / CIH
Base: 2,195 GB adults, 9-13 June 2017



Ipsos MORI

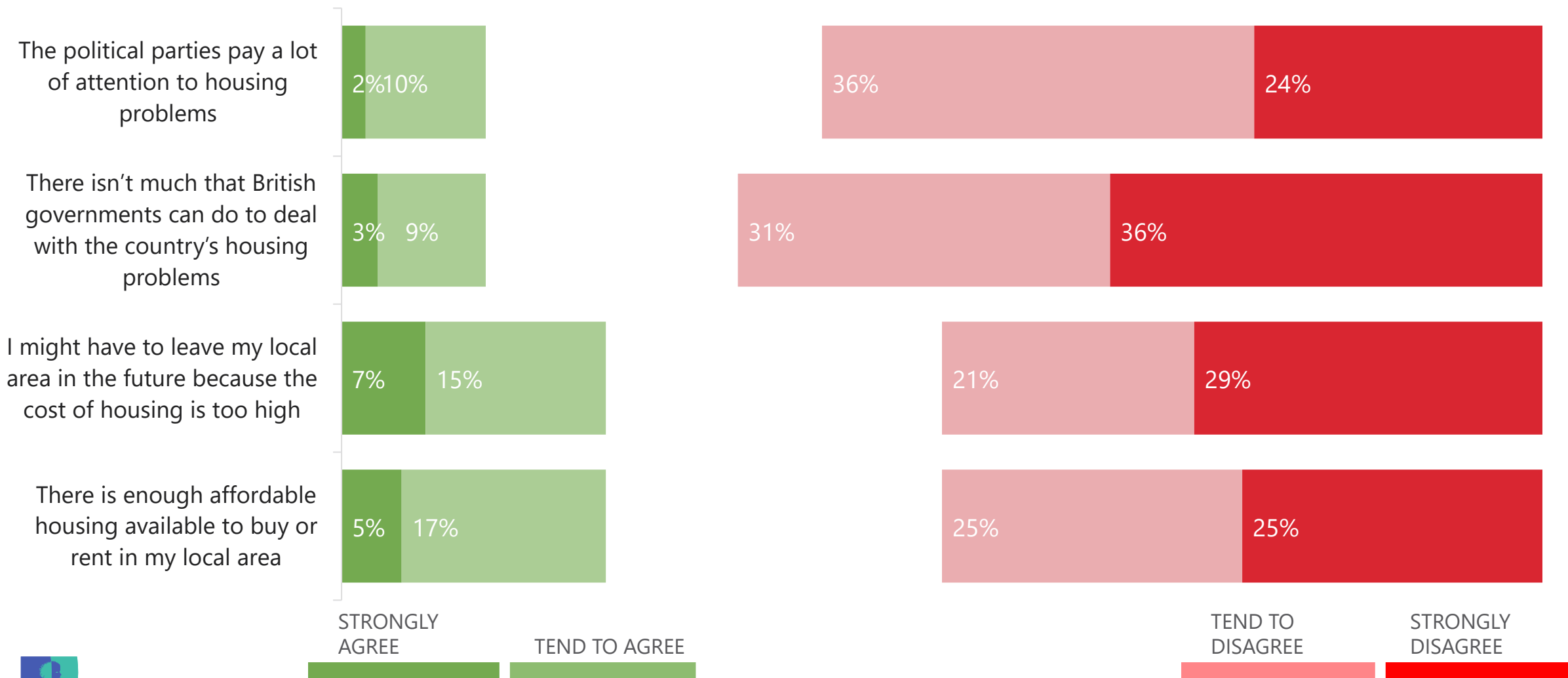
Coverage of housing

Generally speaking, do you think that the issue of housing has been discussed in Britain too much, too little or about the right amount over the last few years?



Housing – attitudes

To what extent, if at all, do you agree or disagree with the following statements about housing in Britain?



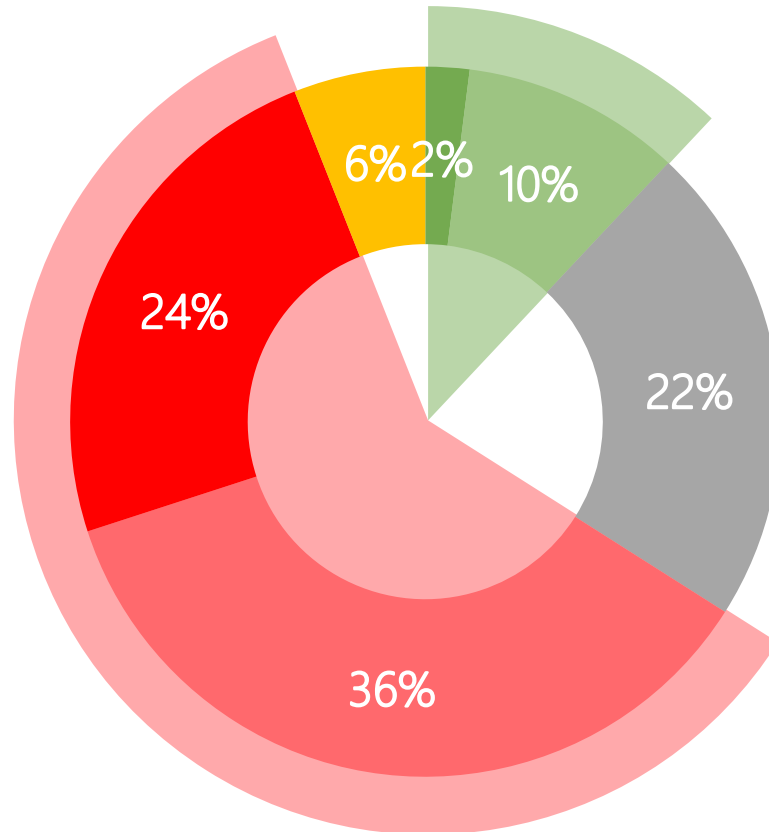
Ipsos MORI

Source: Ipsos MORI / CIH Base: 2,181 GB adults 16-75, 14-18 June 2019

Political attention

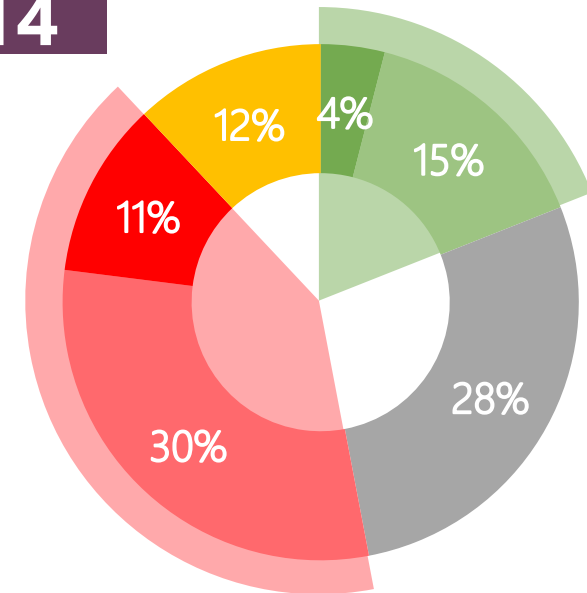
"The political parties pay a lot of attention to housing"

2019

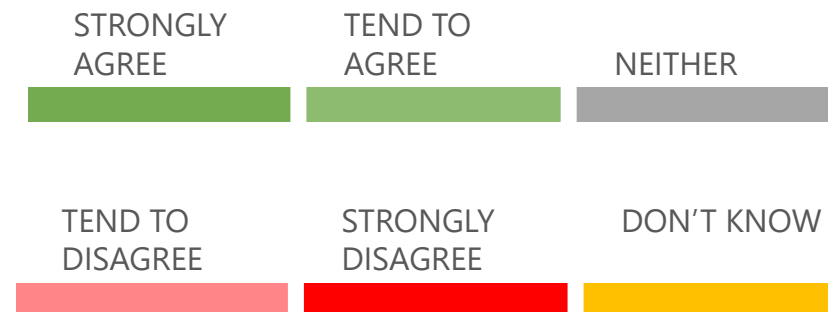


Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019

2014



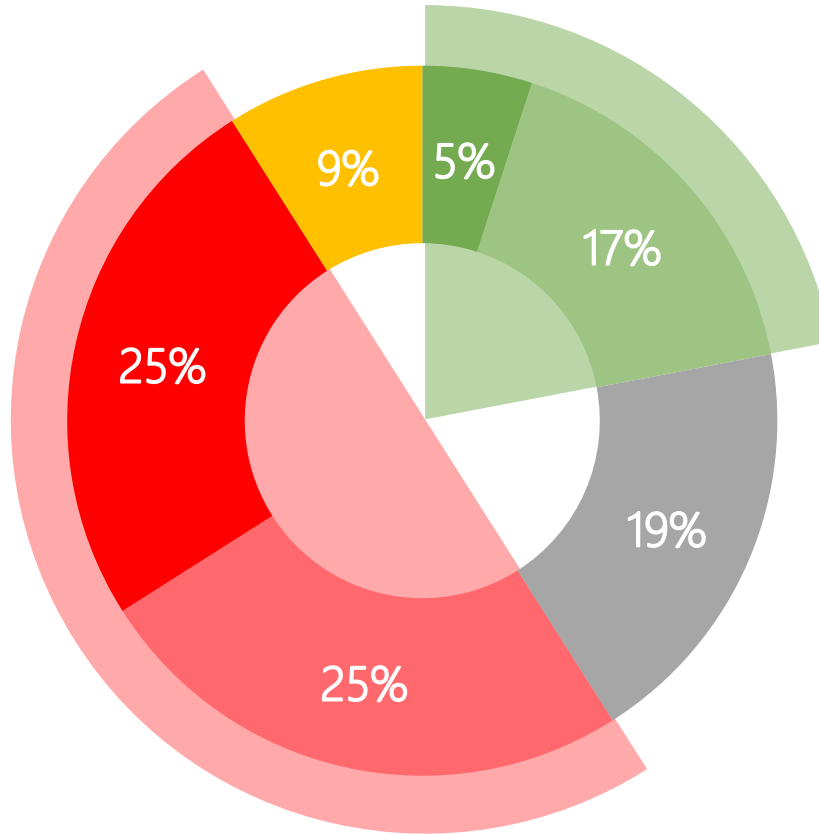
Source: Ipsos MORI / CIH
Base: 2,000 GB adults, 30 May -4 June 2014



Availability of affordable housing

"There is enough affordable housing available to buy or rent in my local area"

2019

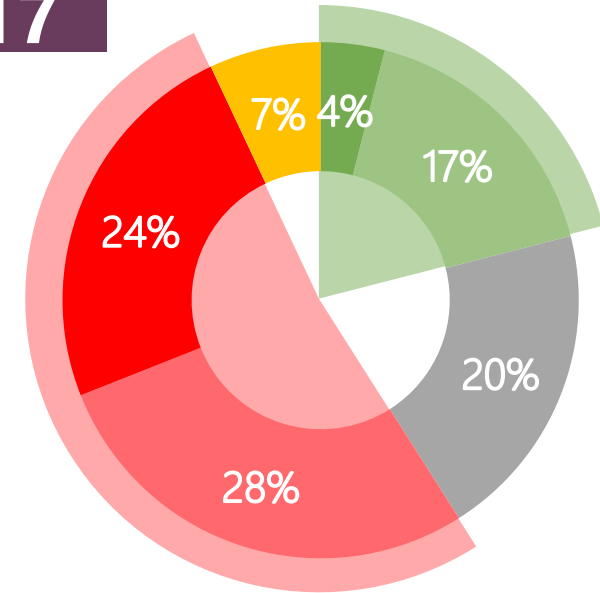


Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019



Ipsos MORI

2017



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

STRONGLY
AGREE

TEND TO
AGREE

NEITHER

TEND TO
DISAGREE

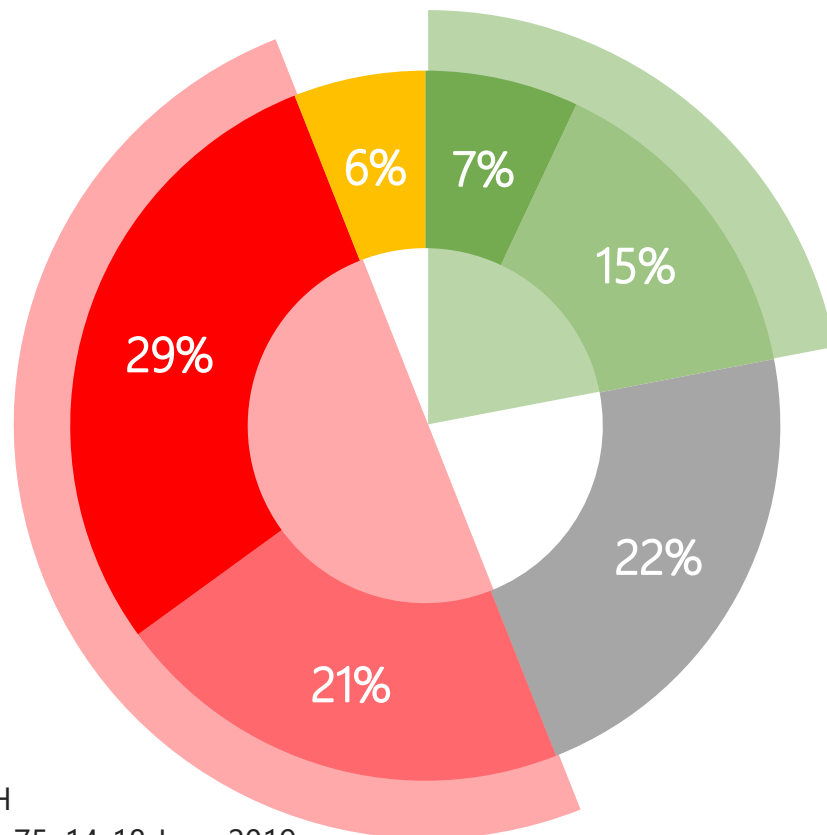
STRONGLY
DISAGREE

DON'T KNOW

Housing costs forcing departure

"I might have to leave my local area in the future because the cost of housing is too high"

2019

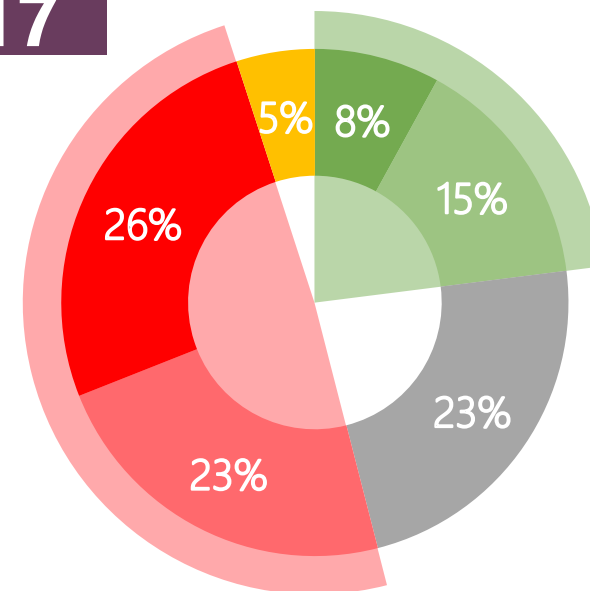


Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019



Ipsos MORI

2017



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

STRONGLY
AGREE

TEND TO
AGREE

NEITHER

TEND TO
DISAGREE

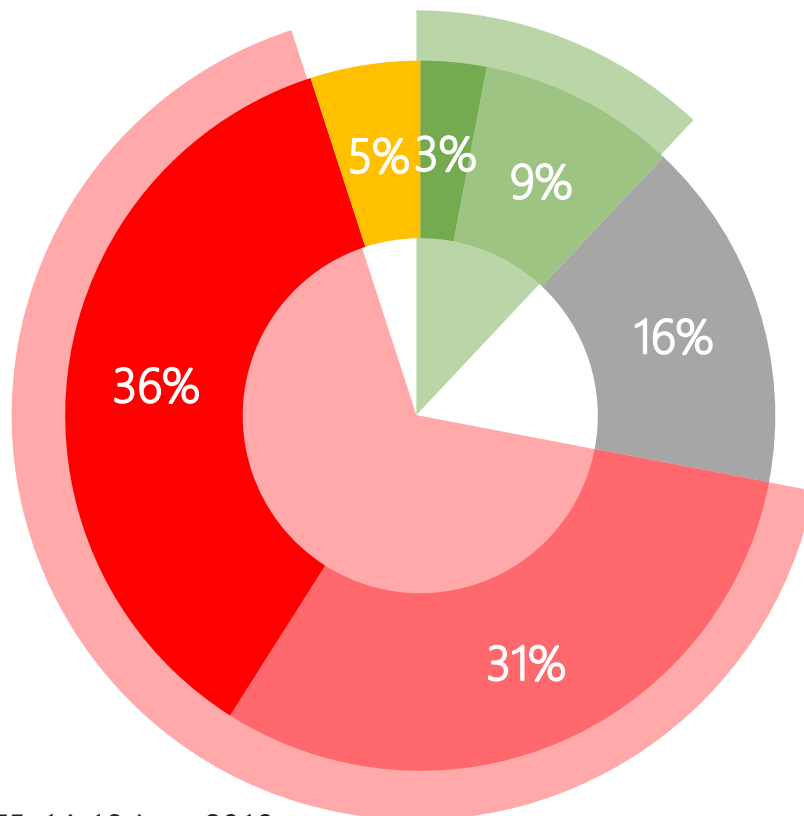
STRONGLY
DISAGREE

DON'T KNOW

Government efficacy?

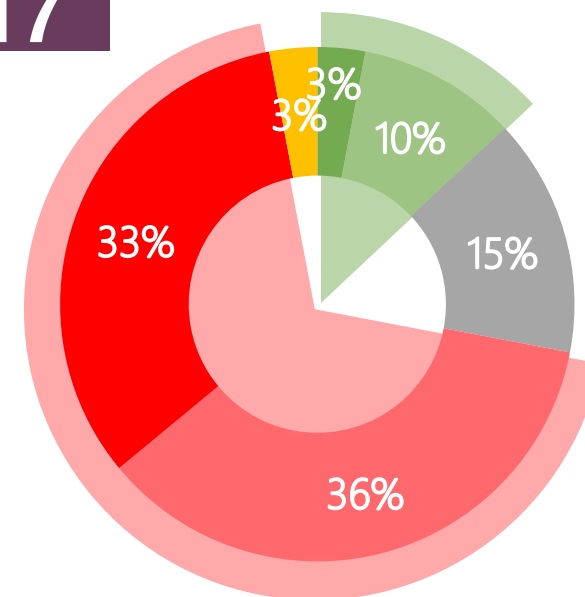
"There isn't much that British governments can do to deal with the country's housing problems"

2019



Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019

2017



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

STRONGLY
AGREE

TEND TO
AGREE

NEITHER

TEND TO
DISAGREE

STRONGLY
DISAGREE

DON'T KNOW

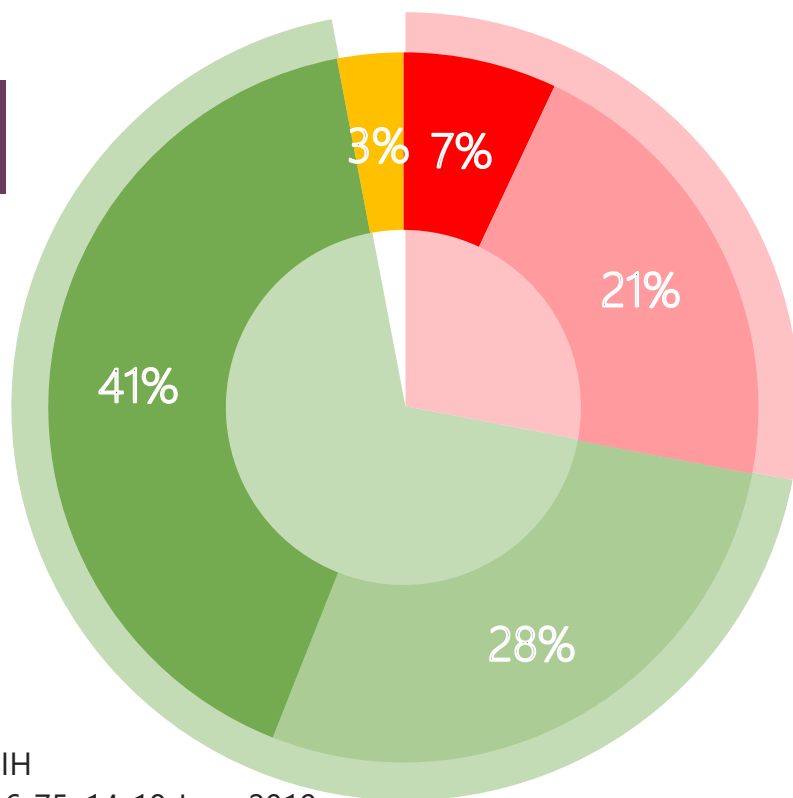


PERSONAL IMPACTS

Concern about ability to pay – now

How concerned, if at all, are you with your ability to pay the rent/your mortgage repayments at the moment ?

2019

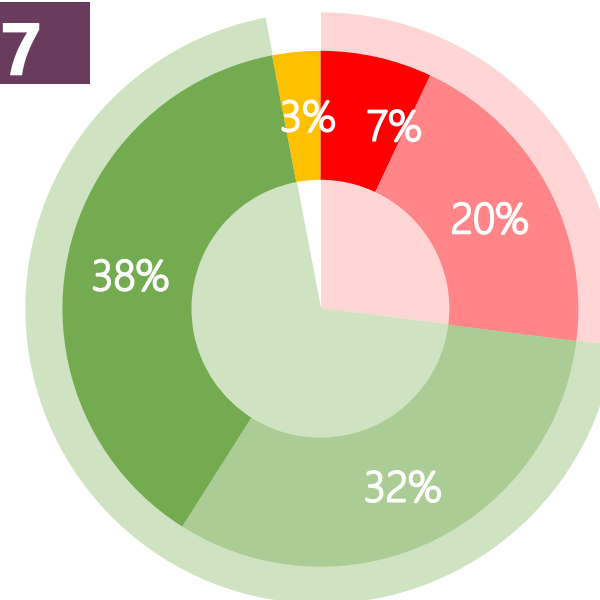


Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019



Ipsos MORI

2017



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

NOT AT ALL
CONCERNED

NOT VERY
CONCERNED

DON'T KNOW

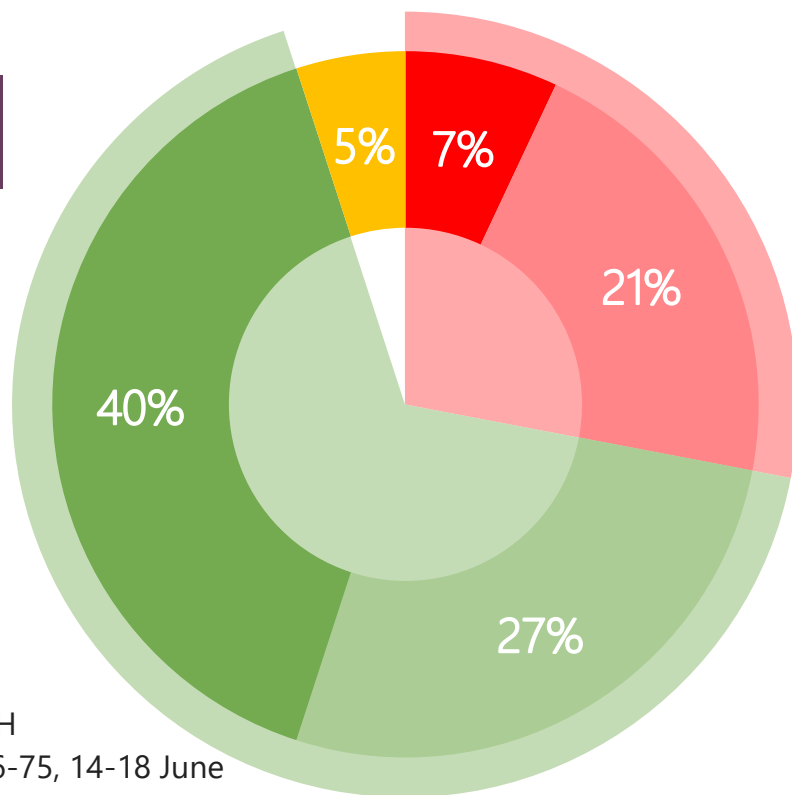
FAIRLY
CONCERNED

VERY CONCERNED

Concern about ability to pay – 12 months' time

How concerned, if at all, are you your ability to pay the rent/your mortgage repayments in 12 months' time?

2019

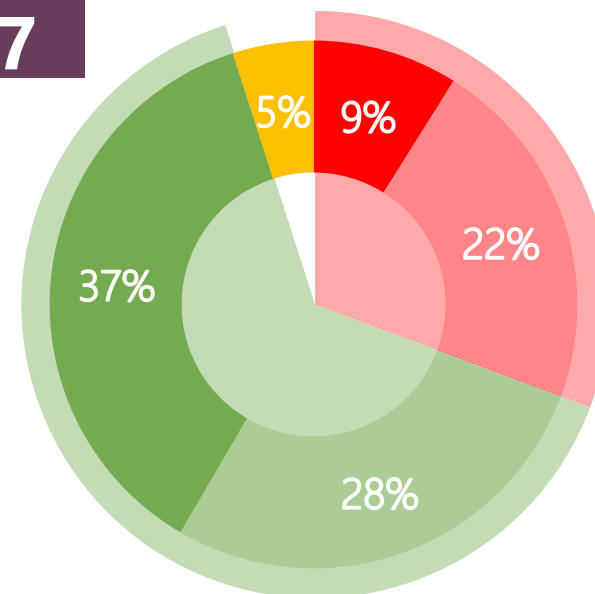


Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019



Ipsos MORI

2017



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

NOT AT ALL
CONCERNED

NOT VERY
CONCERNED

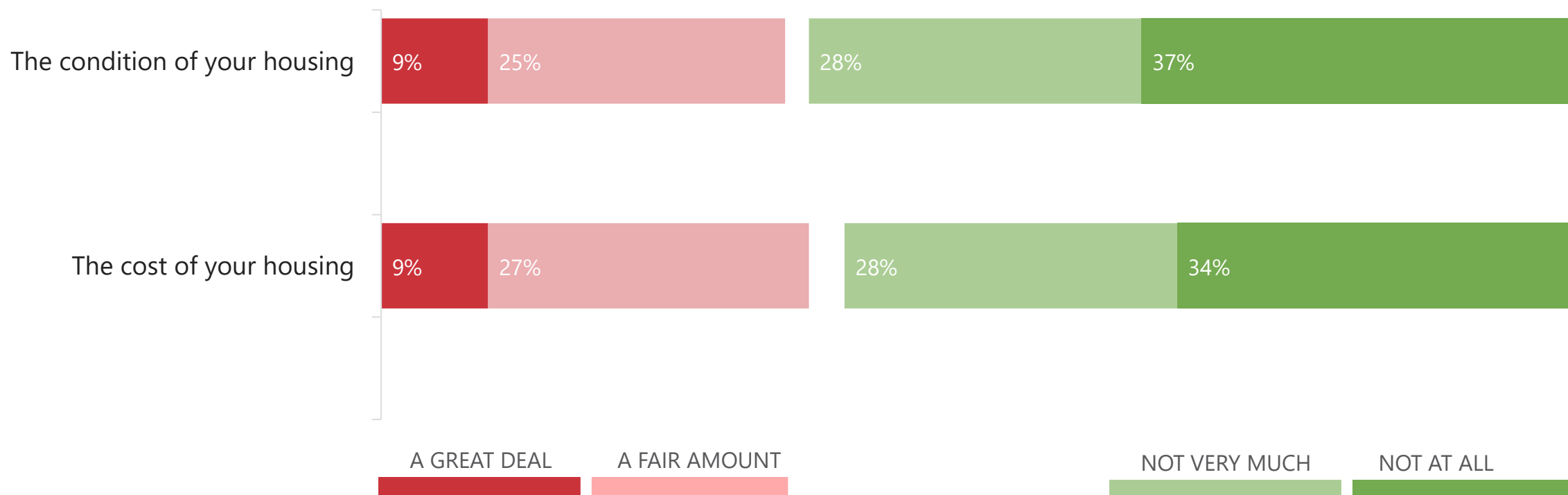
DON'T KNOW

FAIRLY
CONCERNED

VERY CONCERNED

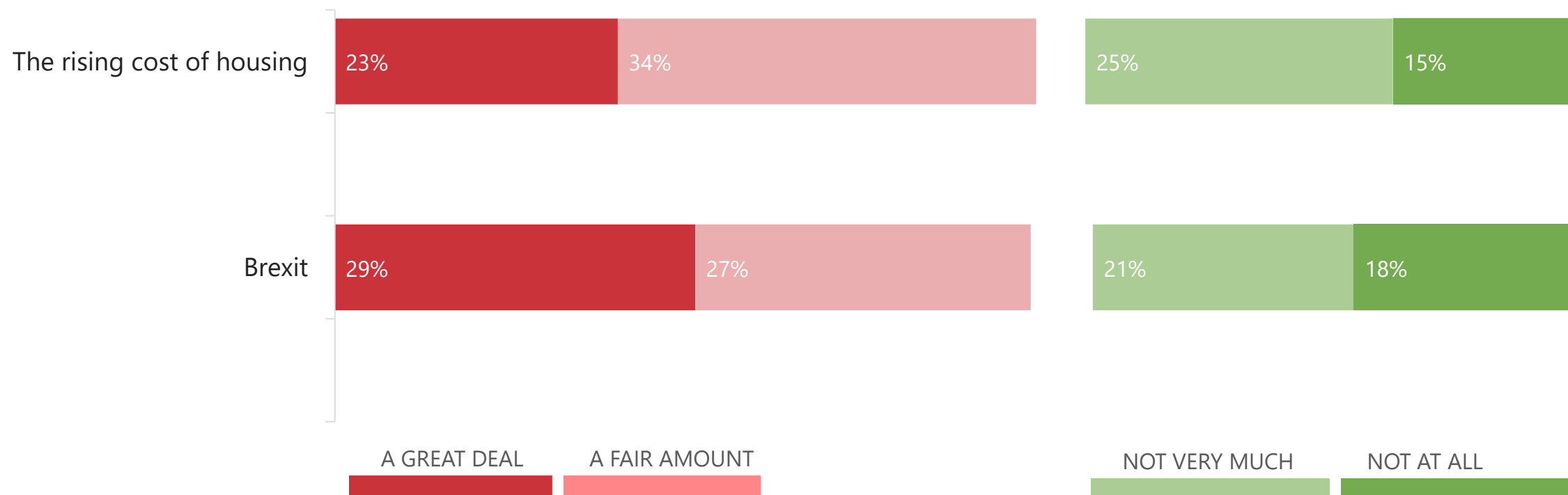
Impact of housing on mental health

To what extent, if at all, do you feel that concerns about....affect your mental health - that is, your stress levels, worries or anxiety?



Concern about personal impact

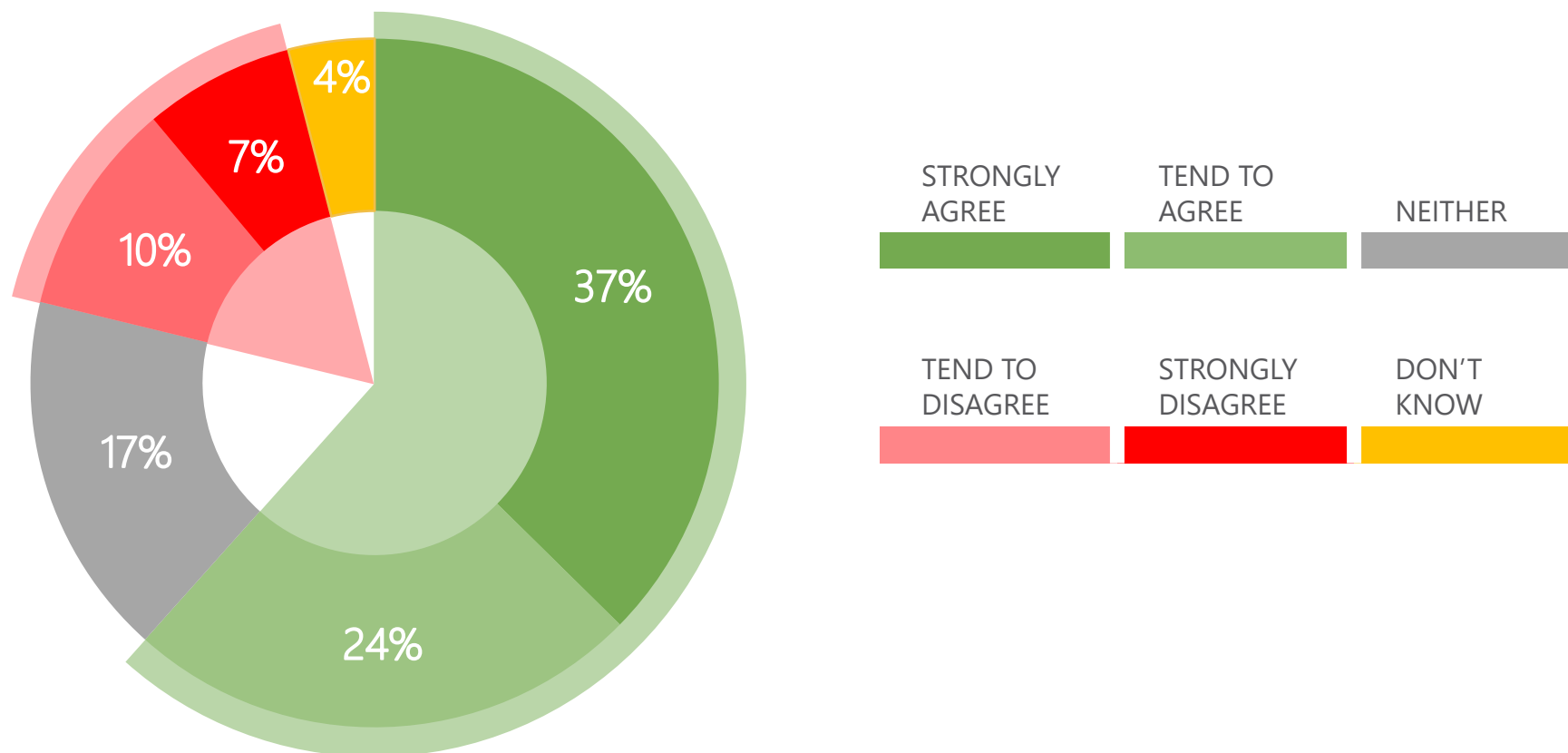
To what extent, if at all, are you concerned about the impact of.... on you personally over the next five years or so?



Home ownership – expectations

To what extent, if at all, do you agree or disagree that:

"I don't believe I will ever be able to afford to buy a home on a mortgage or outright"



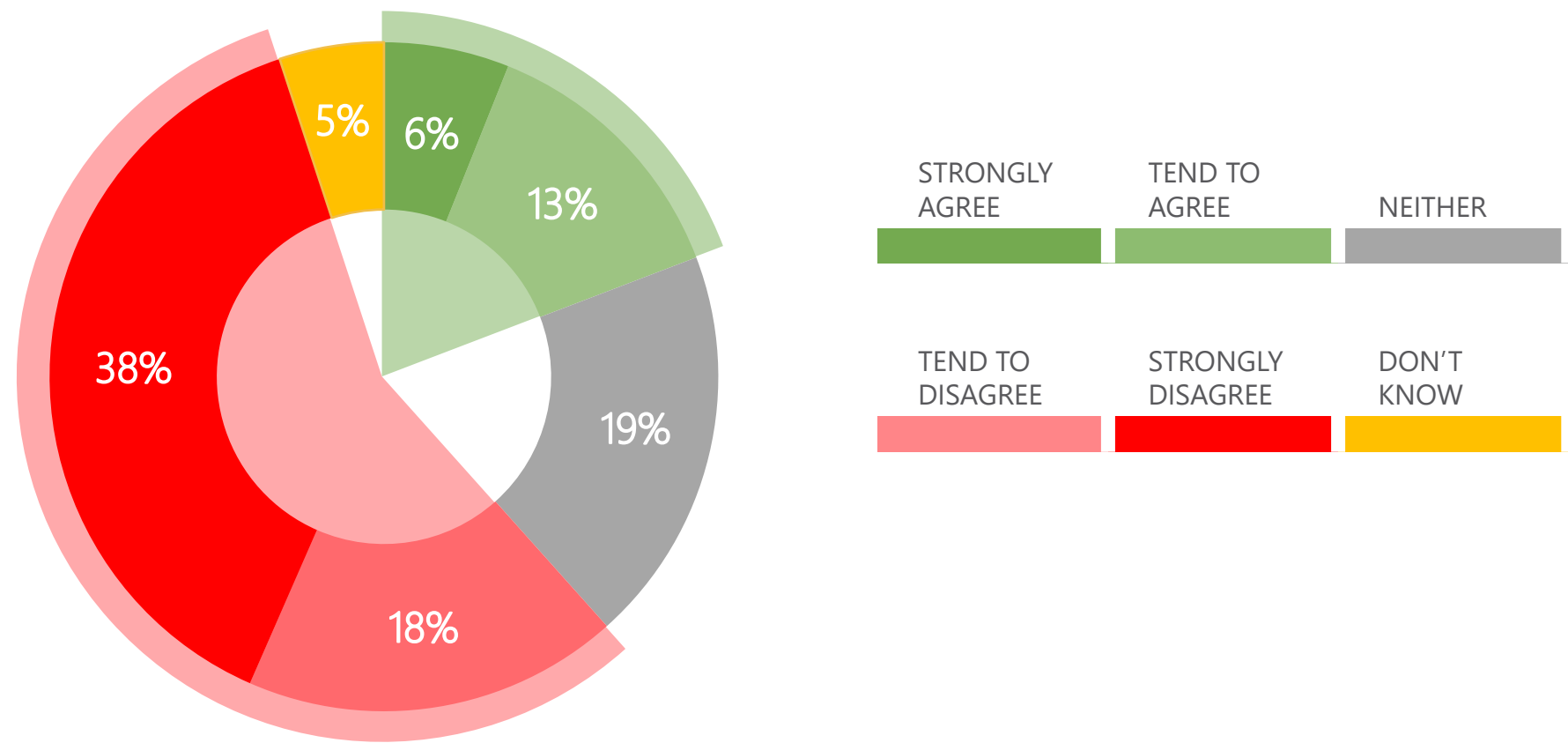
Ipsos MORI

Source: Ipsos MORI / CIH

Base: 992 GB adults 16-75 who do not currently pay a mortgage/own outright (living in rented accommodation or with parents/friends but not contributing), 14-18 June 2019

Rent affordability – expectations

To what extent, if at all, do you agree or disagree that:
“I don’t believe I would ever be able to afford to rent a home”





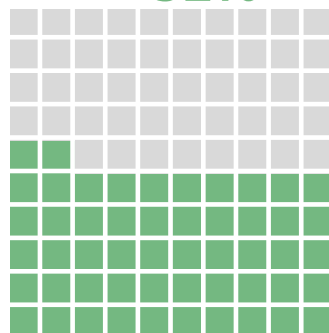
BUILDING AND FUNDING

Support for new homes and social housing

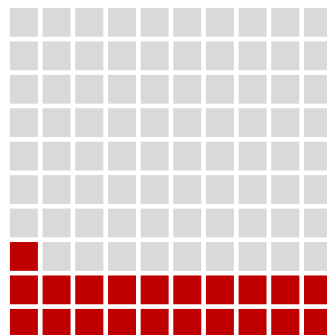
To what extent would you support or oppose...

More homes being built in your local area?

52%



21%



SUPPORT

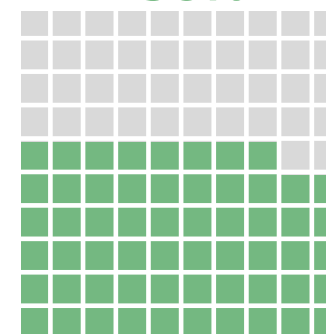


OPPOSE

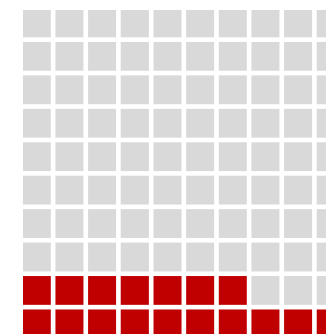


More social housing* being built in your local area?

58%



17%



* 'that is, homes that are rented from local councils or housing associations'



Ipsos MORI

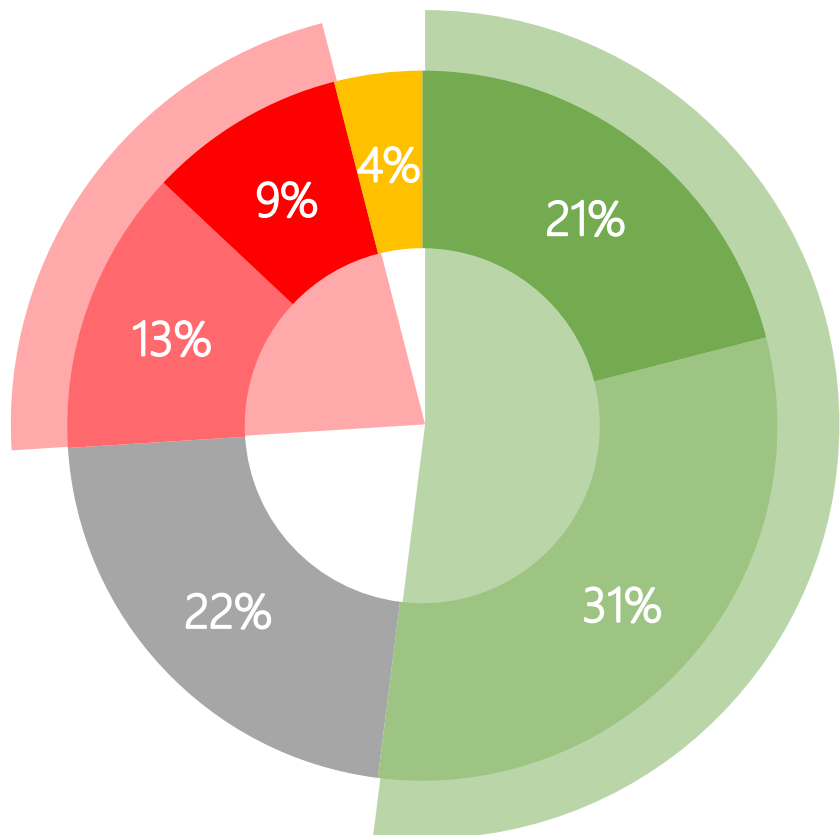
Source: Ipsos MORI / CIH

Base: split sample - 1,090/1,091 GB adults 16-75, 14-18 June 2019

Support for new homes in local area

To what extent would you support or oppose more homes being built in your local area?

2019

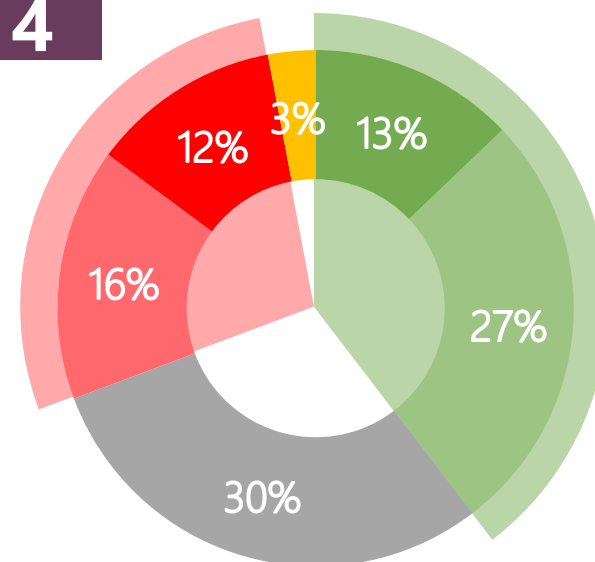


Source: Ipsos MORI / CIH
Base: 1,090 GB adults 16-75, 14-18 June 2019



Ipsos MORI

2014



Source: Ipsos MORI / CIH
Base: 2,000 GB adults, 30 May -4 June 2014

STRONGLY
SUPPORT

TEND TO
SUPPORT

NEITHER

TEND TO
OPPOSE

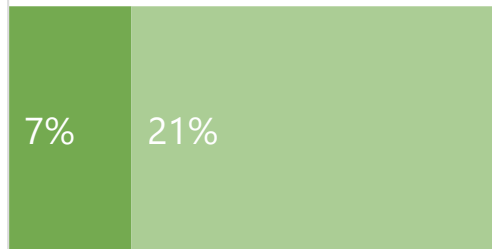
STRONGLY
OPPOSE

DON'T KNOW

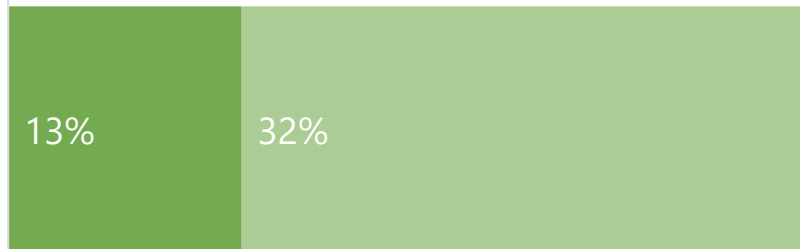
Funding affordable housing development

To what extent do you support or oppose the following...

An increase in taxes to fund the building of more affordable housing for people to buy or rent

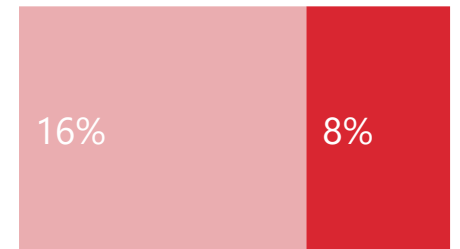
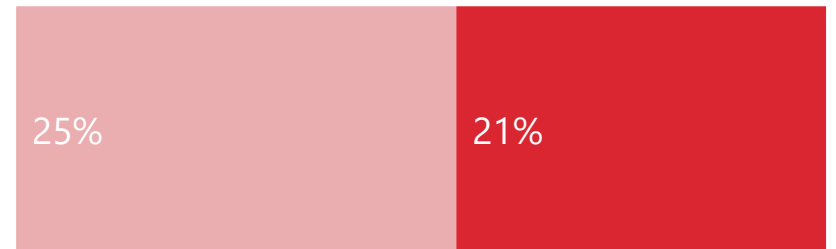


Government borrowing money to fund the building of more affordable housing for people to buy or rent



STRONGLY
AGREE

TEND TO AGREE



TEND TO
DISAGREE

STRONGLY
DISAGREE



Ipsos MORI

Source: Ipsos MORI / CIH

Base: 2,181 GB adults 16-75, 14-18 June 2019

An aerial photograph of a large terraced housing estate, likely in the UK. The houses are light-colored with brown roofs, arranged in long, parallel rows. A white rectangular box with the text 'SOCIAL HOUSING' is overlaid on the left side of the image. The background shows more residential areas and greenery.

SOCIAL HOUSING

Social housing – attitudes

To what extent, if at all, do you agree or disagree with the following statements?

Social housing should be available to people who cannot afford the cost of renting privately, not just the most vulnerable

29%

44%

6%

2%

Social housing plays an important role in tackling poverty in Britain

24%

44%

7%

3%

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

30%

46%

5%

2%

STRONGLY
AGREE

TEND TO AGREE

TEND TO
DISAGREE

STRONGLY
DISAGREE



Ipsos MORI

Source: Ipsos MORI / CIH
Base: 2,181 GB adults 16-75, 14-18 June 2019

HOUSING 2019



For more information

Steve Mee
*Senior Communications
Manager*
steve.mee@cih.org



Ipsos MORI

For more information

Ben Marshall
Research Director
ben.marshall@ipsos.com

Jennifer Gisborne
Senior Research Executive
Jennifer.gisborne@ipsos.com

