

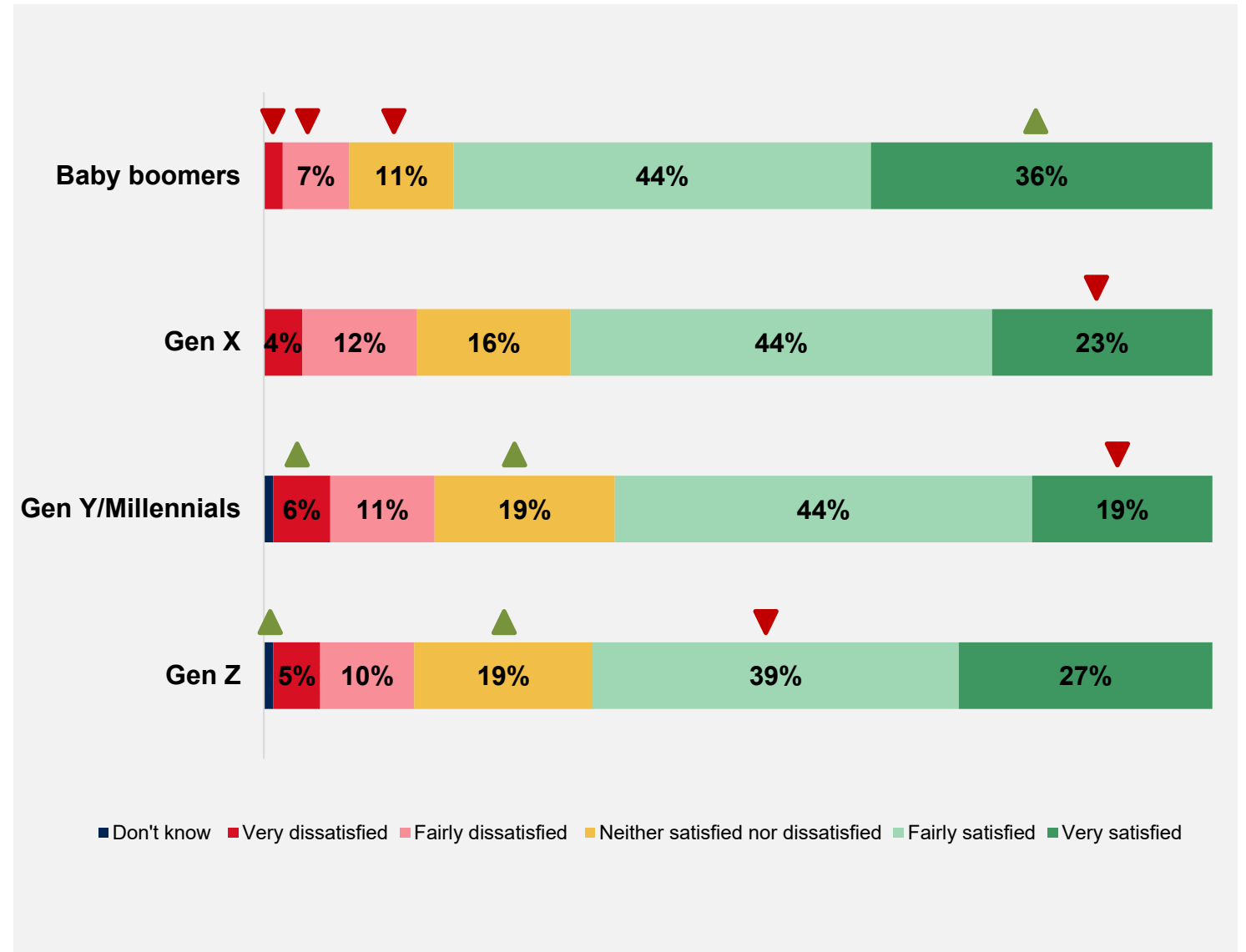
Generational attitudes to housing in times of COVID-19

June 2020



Satisfaction with current home by generation: Baby Boomers most happy, Gen Y least so

Q. How satisfied or dissatisfied are you with your current home?

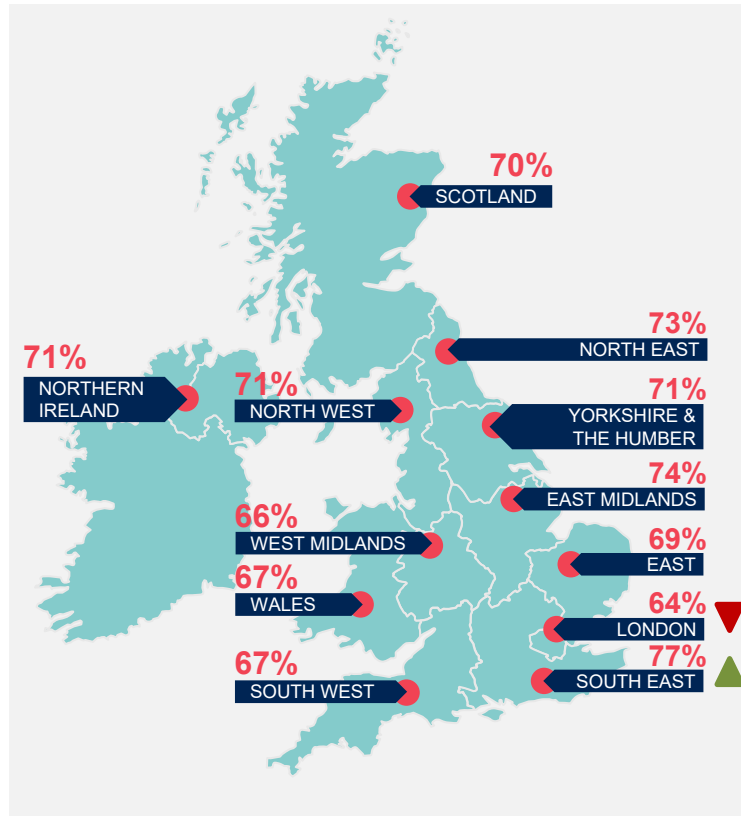


Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

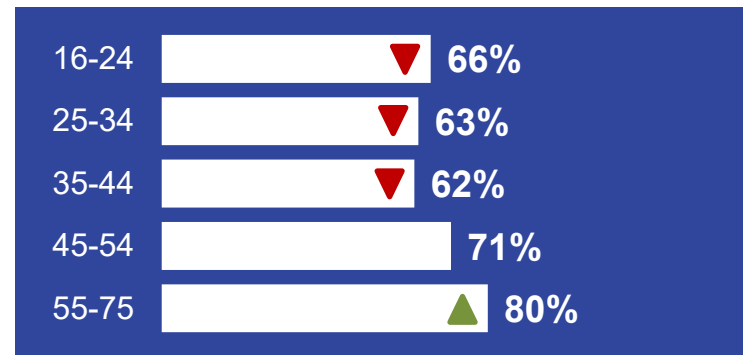
Variation in satisfaction with current home between key groups

Q. How satisfied or dissatisfied are you with your current home? % FAIRLY/ VERY SATISFIED

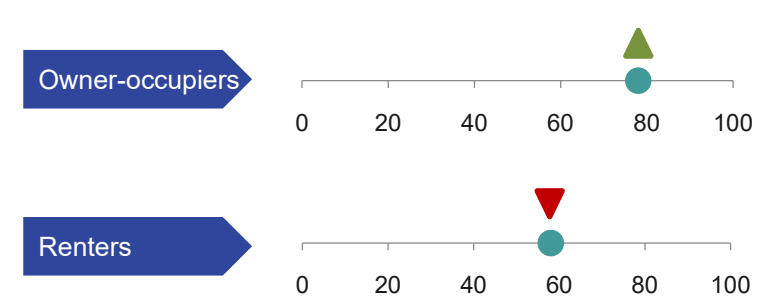
Region



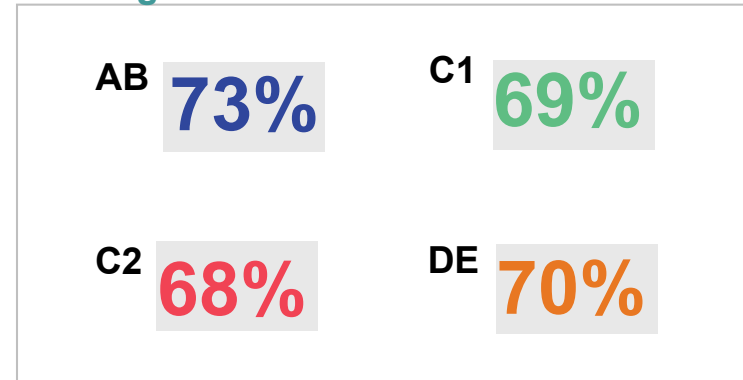
Age



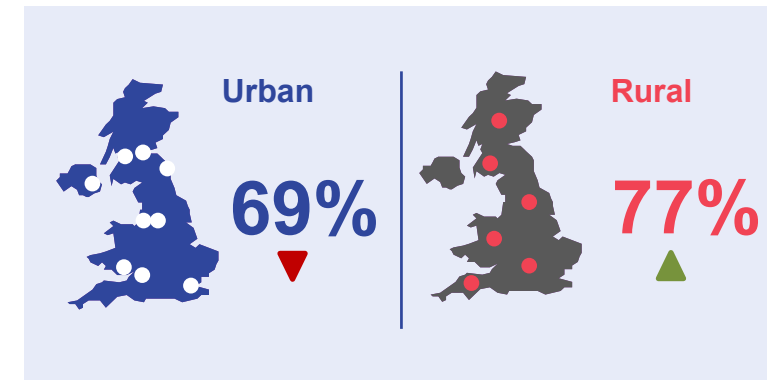
Owner-occupiers vs. Renters (%)



Social grade



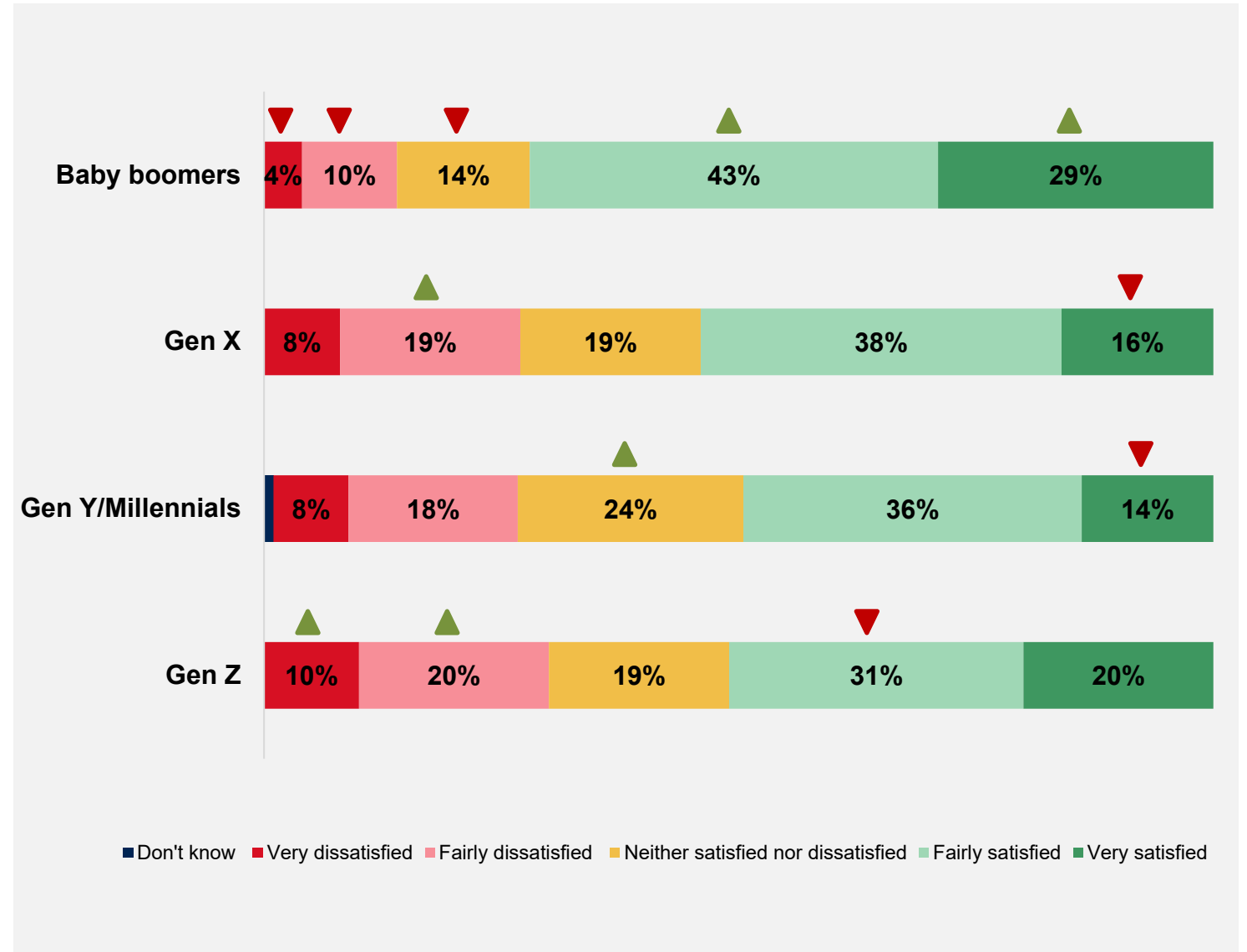
Urban vs. rural



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK. Fieldwork dates: 19-23 June 2020

Baby Boomers similarly positive about their mental health currently

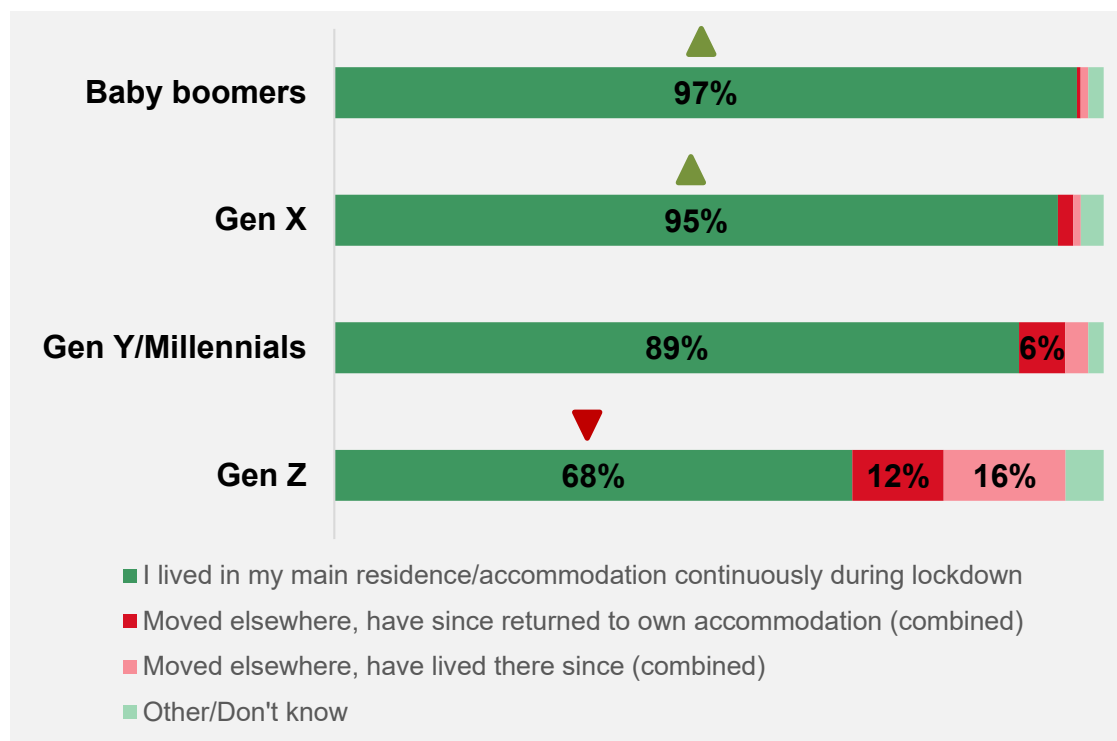
Q. How satisfied or dissatisfied are you with your mental health?



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

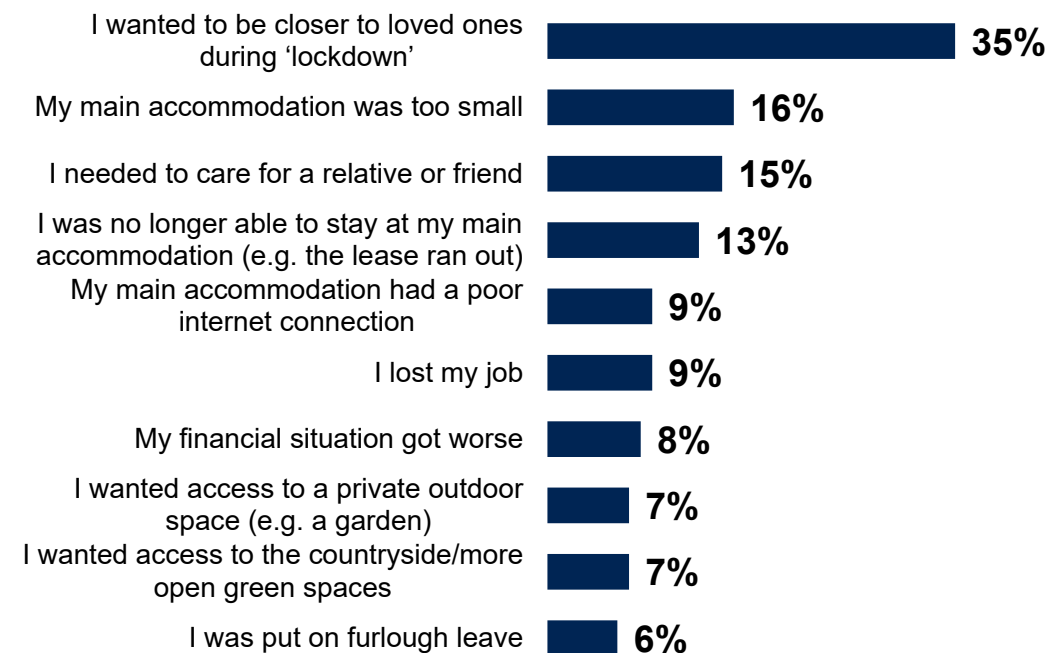
The story of lockdown life: three in ten Gen Z moved before or during lockdown...

Q. Which of the following best describes where you spent most time during the COVID-19 'lockdown' period (between Monday 23 March and Sunday 10 May) this year?



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

Q. You said that you moved out of your previous accommodation after lockdown started on 23 March 2020; what were the main reasons why you did that? (TOP 10 MENTIONS)



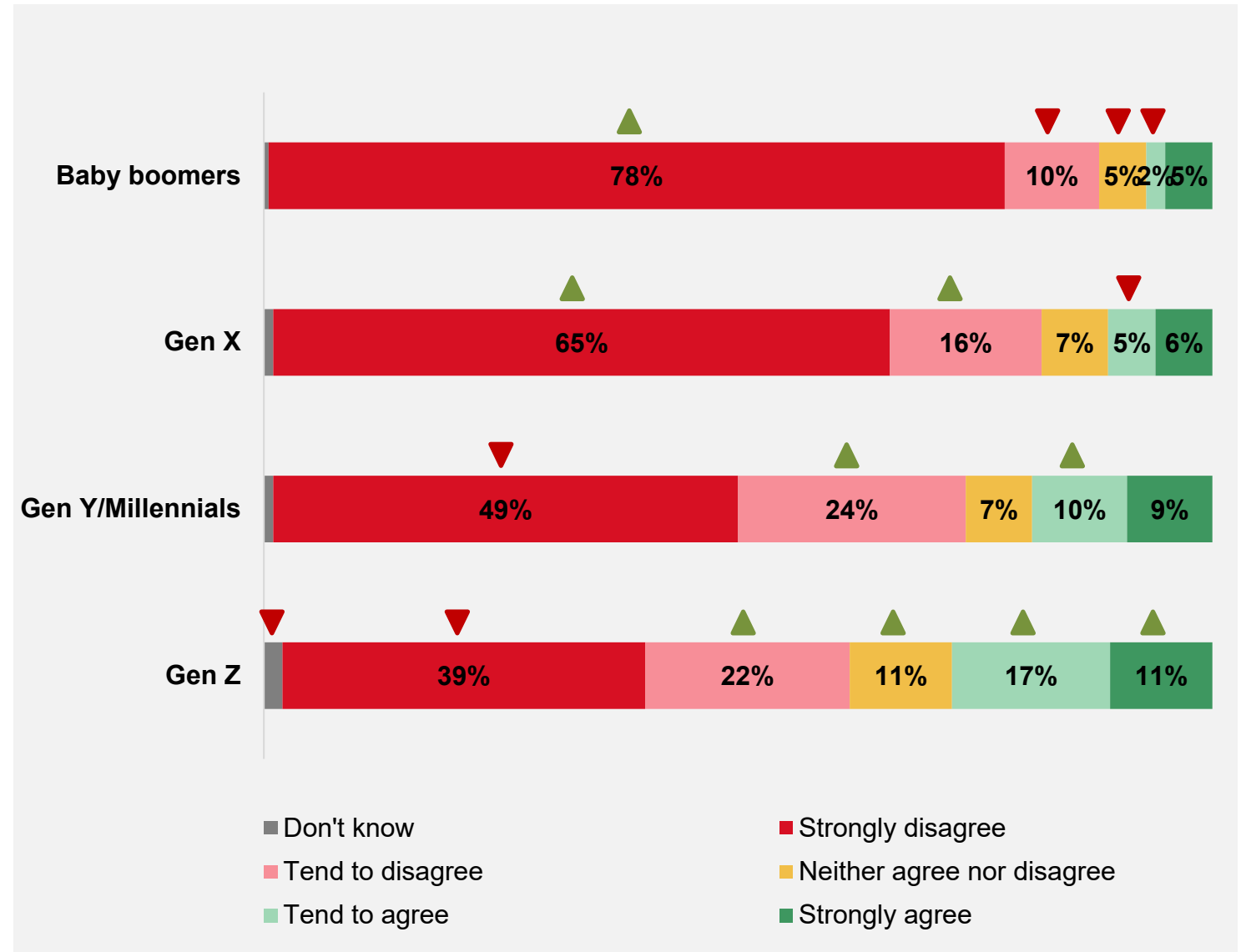
Source: Ipsos MORI (252 UK adults 16-75 who moved home since March 2020, fieldwork dates 19-23 June 2020)

▲ = significantly higher than the total
 ▼ = significantly lower than the total

Gen Z most likely to feel lockdown home was inadequate for their needs...

Q. Still thinking about the property where you spent most time during the COVID-19 'lockdown' period (between Monday 23 March and Sunday 10 May) this year, to what extent do you agree or disagree with the following statement?

“The property I lived in during lockdown was unsuitable for my needs during that time”



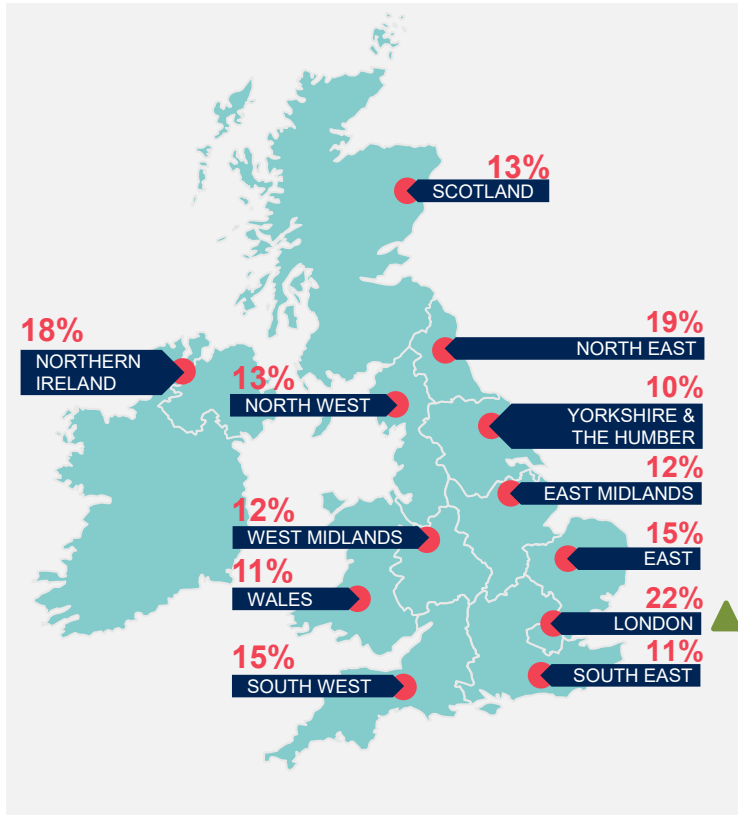
Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

Housing unsuitability index – younger people and Londoners most likely to say COVID-19 housing inadequate

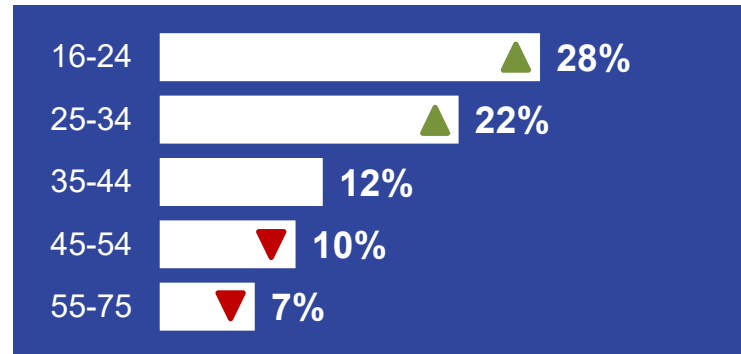
Q. Still thinking about the property where you spent most time during the COVID-19 ‘lockdown’ period... to what extent do you agree or disagree with the following statement? “The property I lived in during lockdown was unsuitable for my needs during that time”

% TEND TO/STRONGLY AGREE

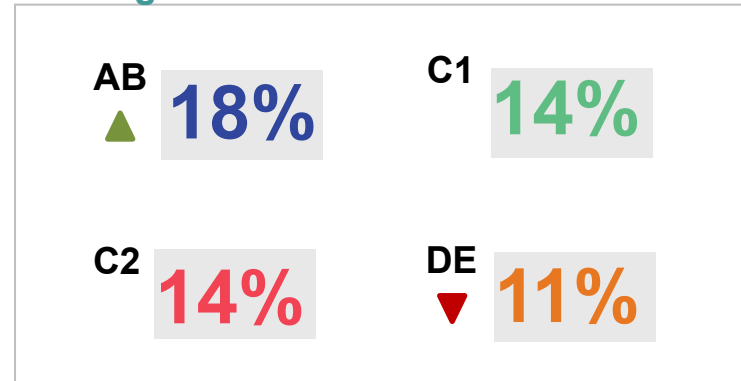
Region



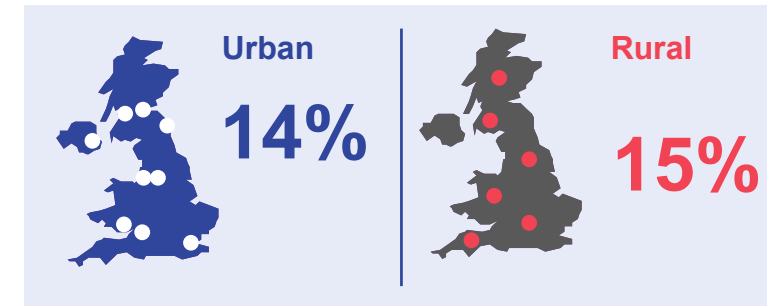
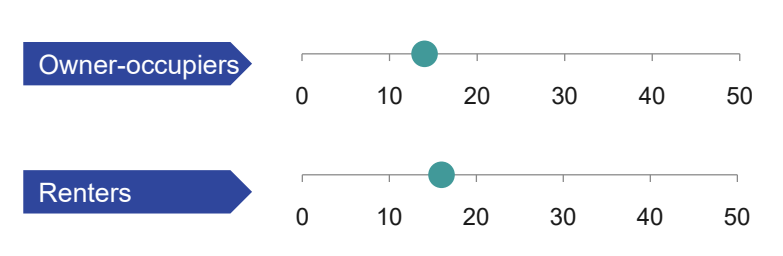
Age



Social grade



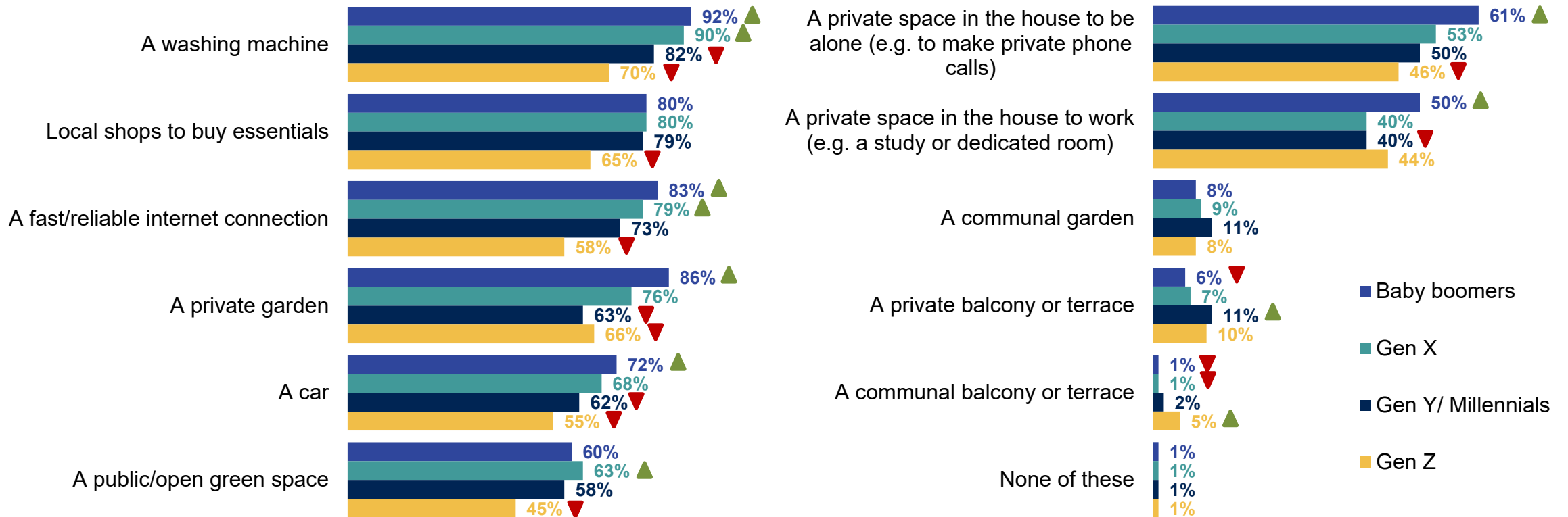
Owner-occupiers vs. Renters (%)



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK. Fieldwork dates: 19-23 June 2020

Baby Boomers most likely to have access to a range of facilities during lockdown

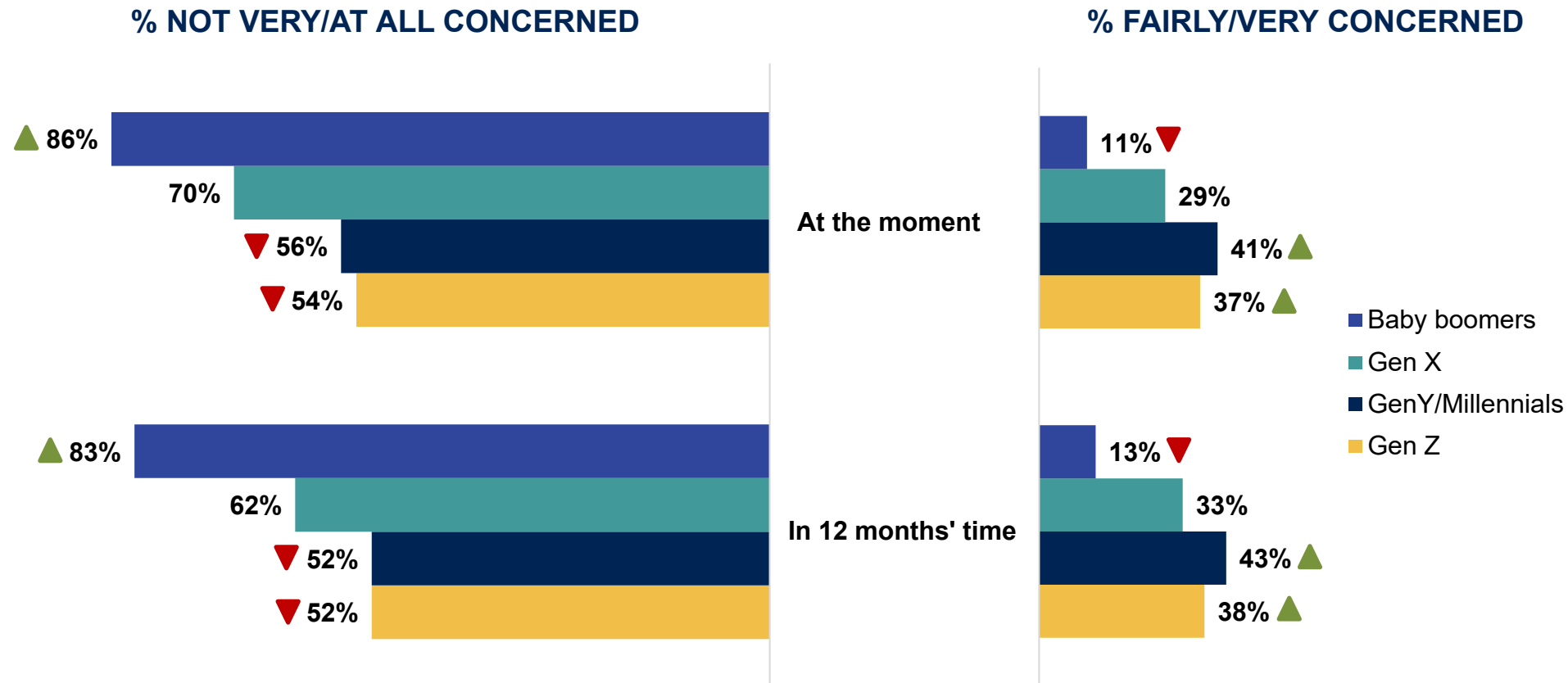
Q. And still thinking about the home you lived in during the 'lockdown' period between Monday 23 March and Sunday 10 May this year, which of the following, if any, did you have access to in or near your home?



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

Greater concern among younger generations about housing cost affordability now and in the future

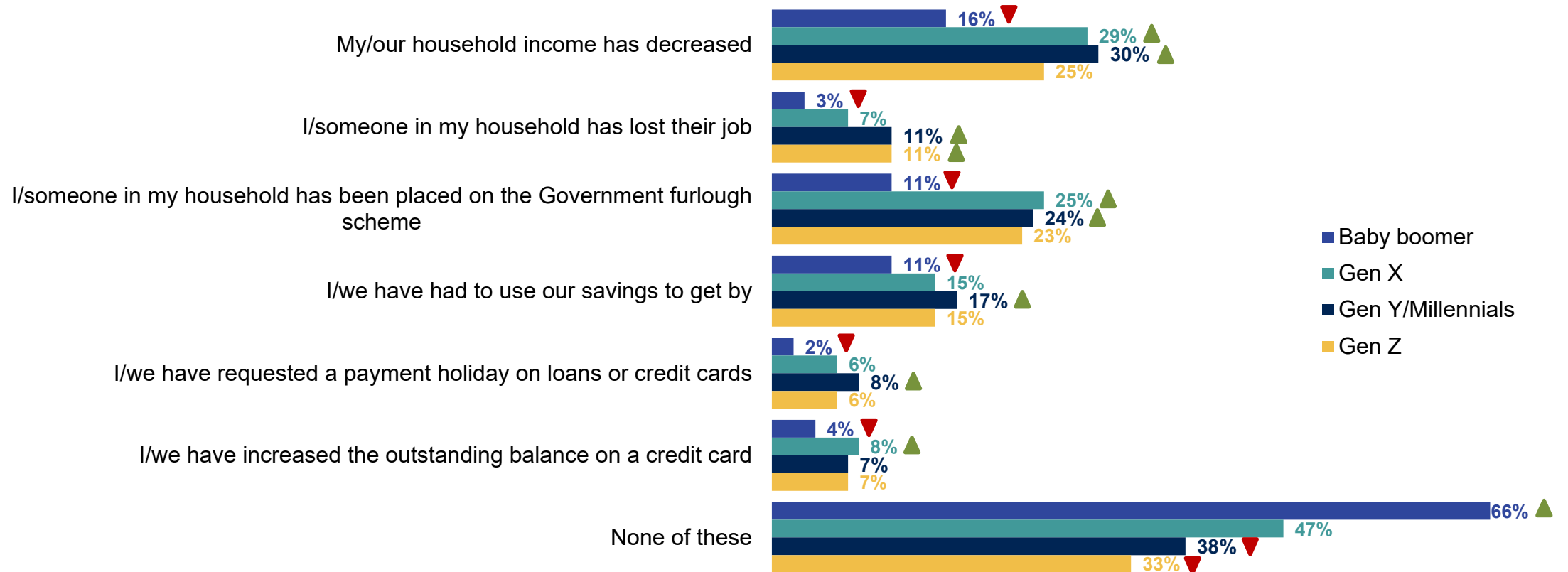
Q. How concerned, if at all, are you with the following... Your ability to pay the rent/ your mortgage repayments at the moment/ in 12 months' time?



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

COVID-19 financial impacts: younger generations hardest hit

Q. Since the start of the 'lockdown' period on Monday 23 March this year, which, if any, of the following have you experienced?
(SHOWING MENTIONS OF 5% OR MORE ON AVERAGE)

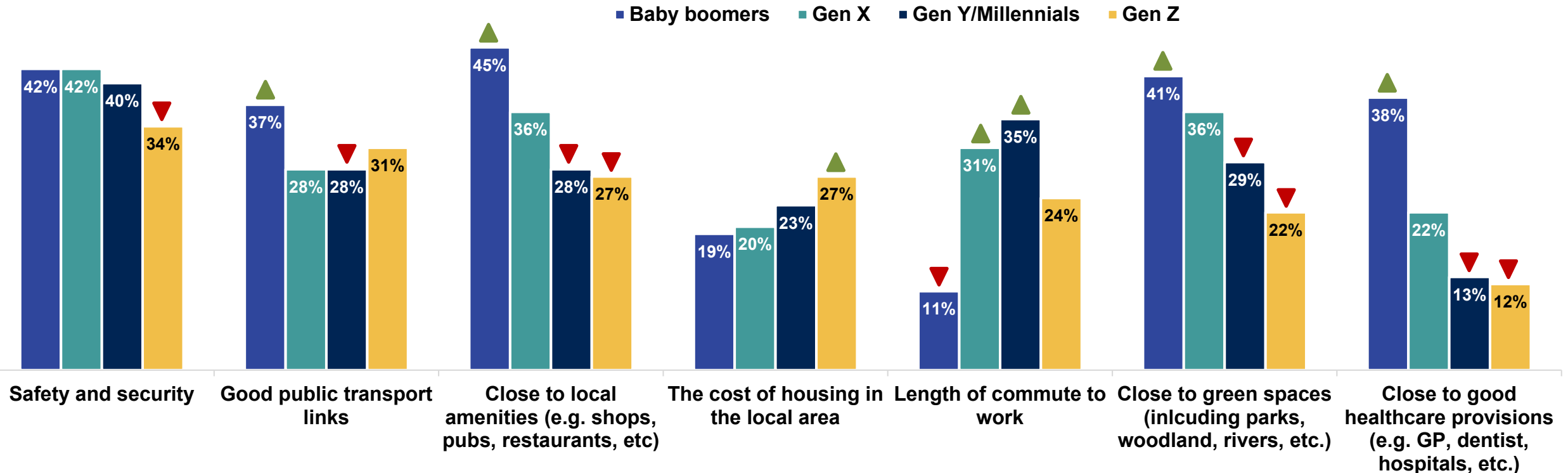


Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

▲ = significantly higher than the total
▼ = significantly lower than the total

Safety paramount across generations, but younger generations more sensitive to cost and commuting time...

Q. Which two or three of the following, if any, are most important to you personally in thinking about what makes a good local area to live? When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

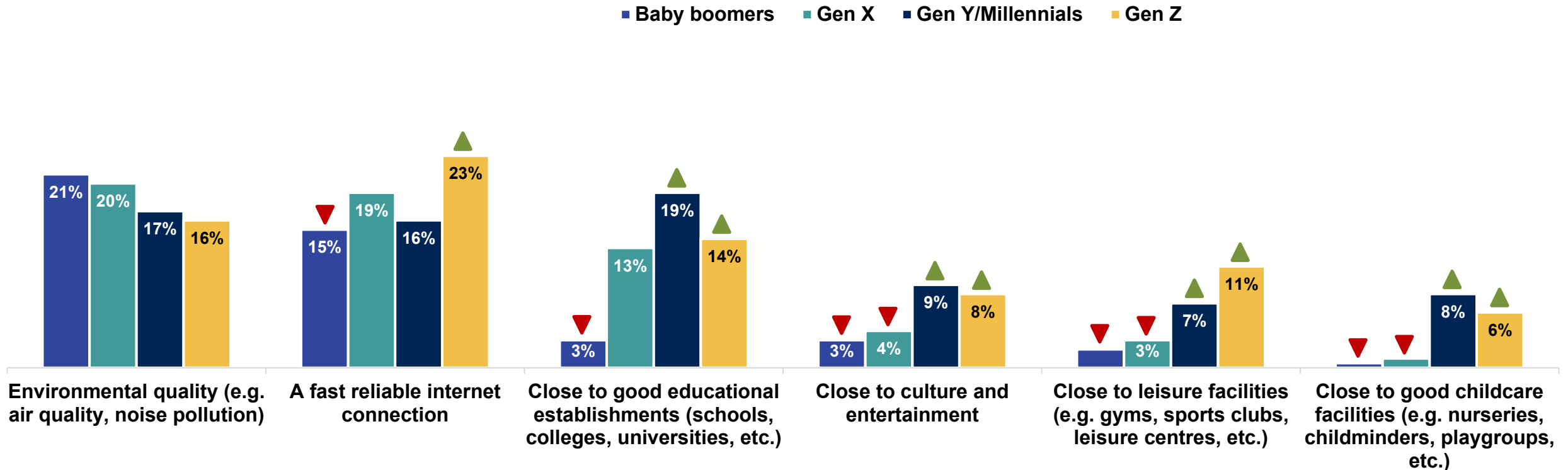


Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

▲ = significantly higher than the total
▼ = significantly lower than the total

...as well as internet connection, schools and culture/leisure

Q. Which two or three of the following, if any, are most important to you personally in thinking about what makes a good local area to live? When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.



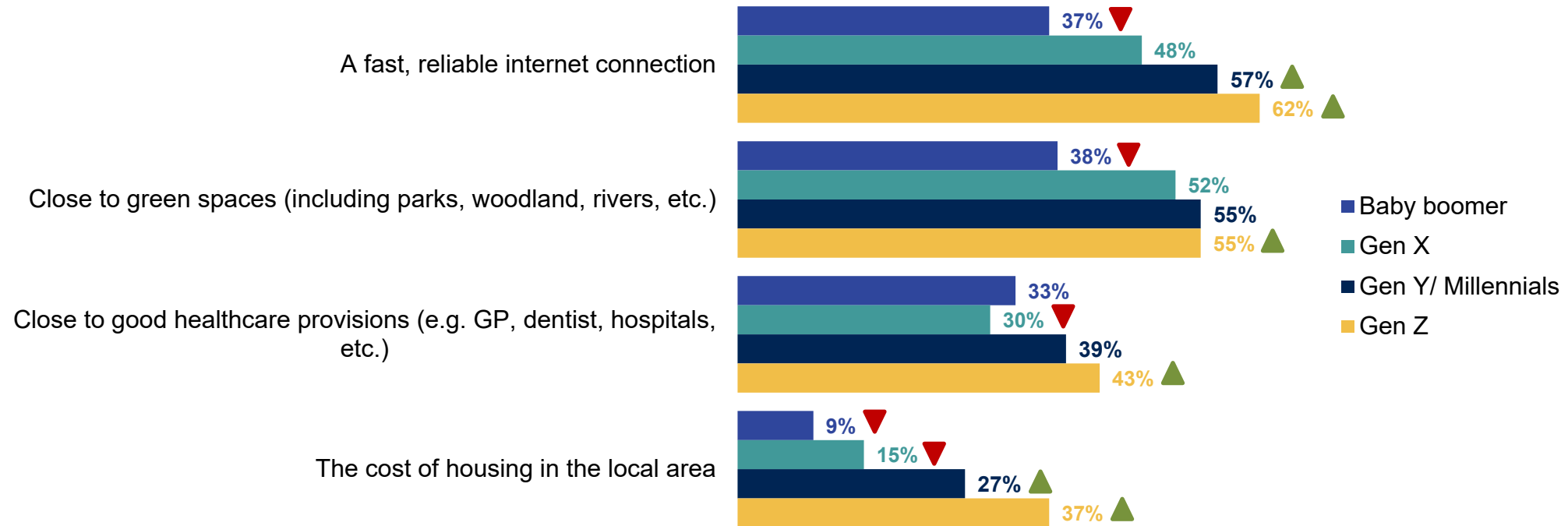
Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

▲ = significantly higher than the total
▼ = significantly lower than the total

Gen Z most likely to say all things have become more important to them during lockdown (but especially internet connection)

Q. Still thinking about your local area, would you say each of the following have become more or less important to you personally now compared to before the 'lockdown', or has there been no change in this?

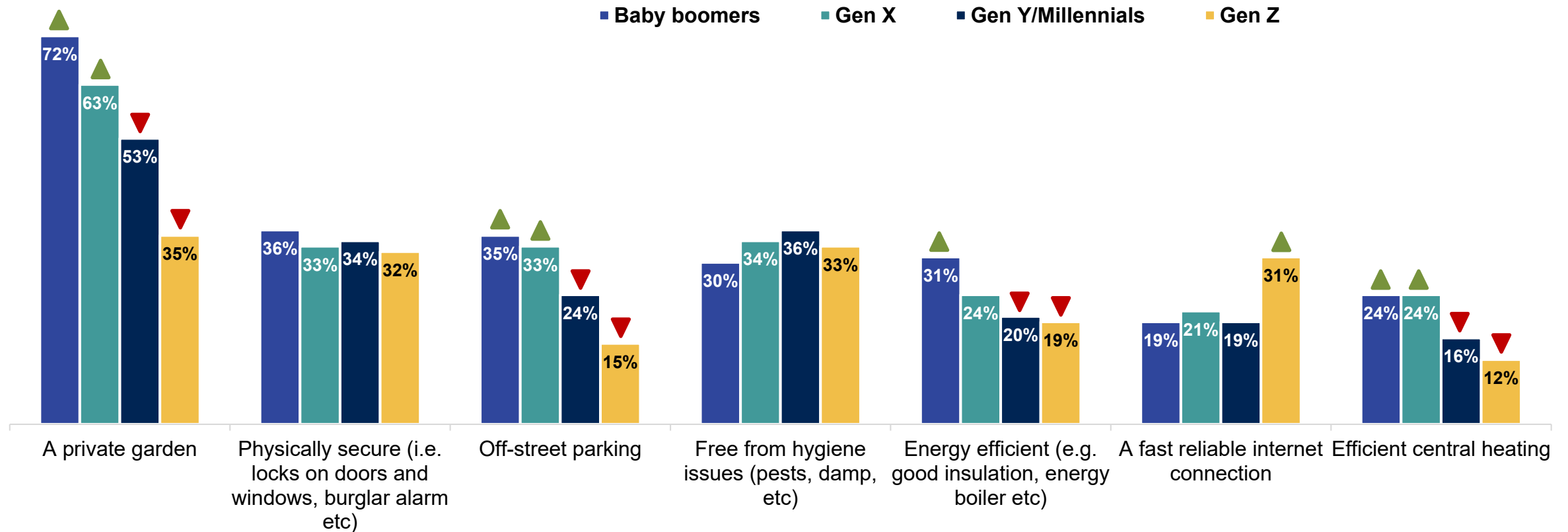
% A LOT/LITTLE MORE IMPORTANT TO ME (SHOWING SELECTED ATTRIBUTES)



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

Garden important for majority of all generations except Gen Z...

Q. Which two or three of the following, if any, are most important to you personally in thinking about what makes a good home to live?



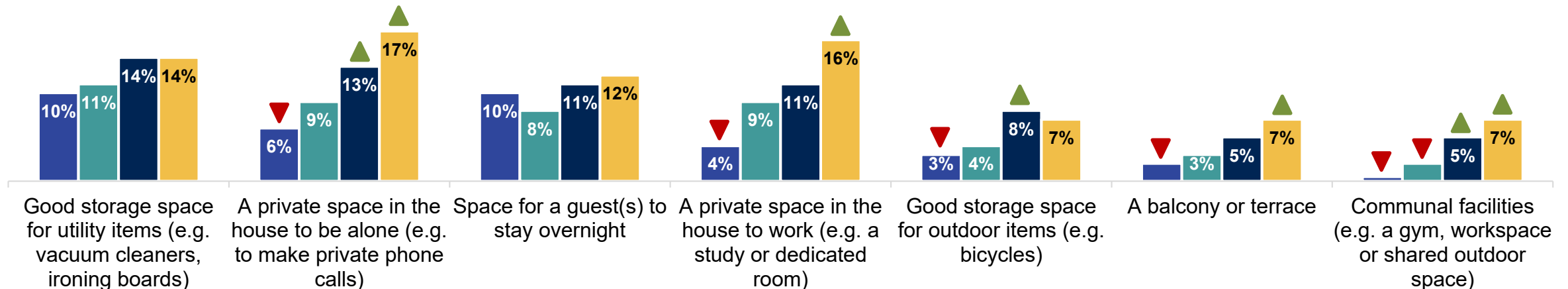
Base: 2482 adults aged 16-75 in the UK; 668 Baby boomers (born between 1944 and 1964), 652 Gen X (born between 1965 – 1979), 576 Gen Y/Millennials (born between 1980 and 1994) and 586 Gen Z (born between 1995 and 2015)

▲ = significantly higher than the total
▼ = significantly lower than the total

...who rate space for work/privacy as more important than other generations do

Q. Which two or three of the following, if any, are most important to you personally in thinking about what makes a good home to live?

■ Baby boomers ■ Gen X ■ Gen Y/Millennials ■ Gen Z



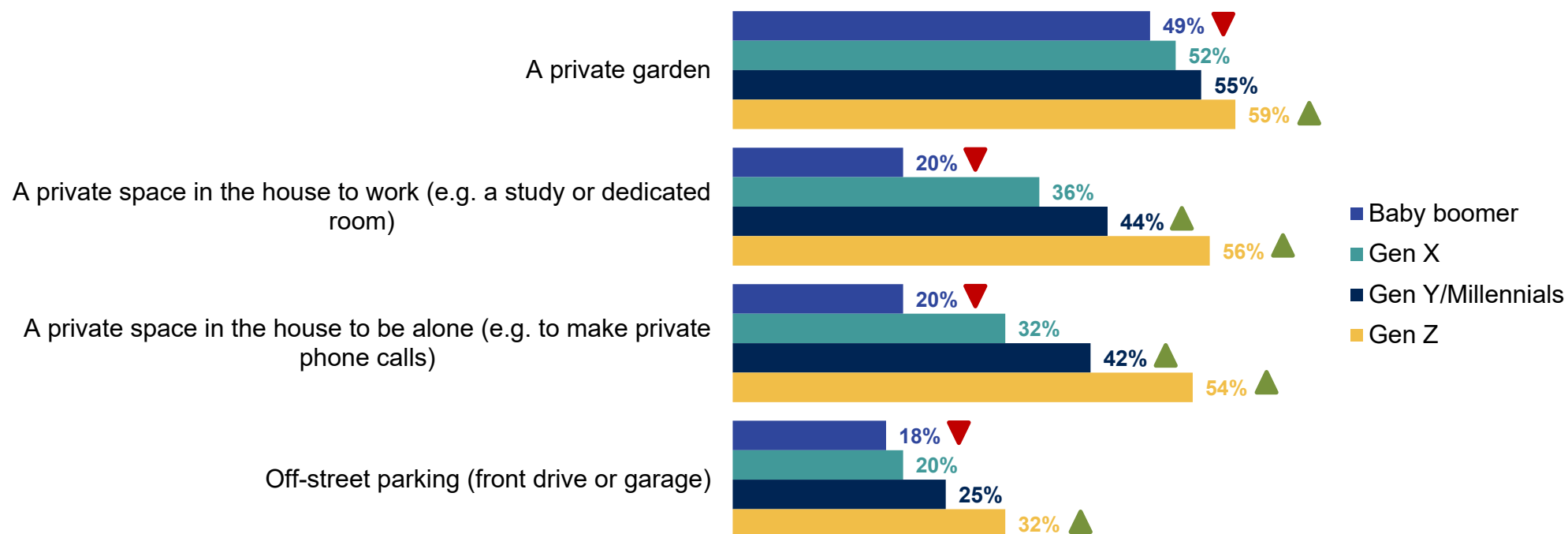
Base: 2482 adults aged 16-75 in the UK; 668 Baby boomers (born between 1944 and 1964), 652 Gen X (born between 1965 – 1979), 576 Gen Y/Millennials (born between 1980 and 1994) and 586 Gen Z (born between 1995 and 2015)

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Like local area, Gen Z typically most likely to say all things have become more important to them during lockdown

Q. Still thinking about your local area, would you say each of the following have become more or less important to you personally now compared to before the 'lockdown', or has there been no change in this?

% A LOT/LITTLE MORE IMPORTANT TO ME (SHOWING SELECTED ATTRIBUTES)



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

Q. We are now going to show you pairs of statements which describe two potential homes – Home A and Home B. For each pair of statements, please select which home – Home A or Home B – you would be more likely to choose to live in.

31%

Home A: Closer to the city or town centre



Home B: Further away from the city or town centre

49%

Source: Ipsos MORI. Base: 2,482 UK adults 16-75. Fieldwork dates 19-23 June 2020

Those who prefer to live closer to the city or town centre (Home A) are easily swayed...



Home B: Further away from the city or town centre...

...but has a garden/private outdoor space

65% **25%**

...but in a house, which is bigger in size

60% **29%**

...but more energy efficient with cheaper fuel bills

57% **30%**

...but less expensive

50% **34%**

...but the nearest park or public outdoor space is nearby

45% **38%**

...but with communal facilities such as a gym, workspace or shared outdoor space

34% **52%**

Home A: Closer to the city or town centre

...but does not have a garden/private outdoor space

...but in a flat, which is smaller in size

...but less energy efficient with more expensive fuel bills

...but more expensive

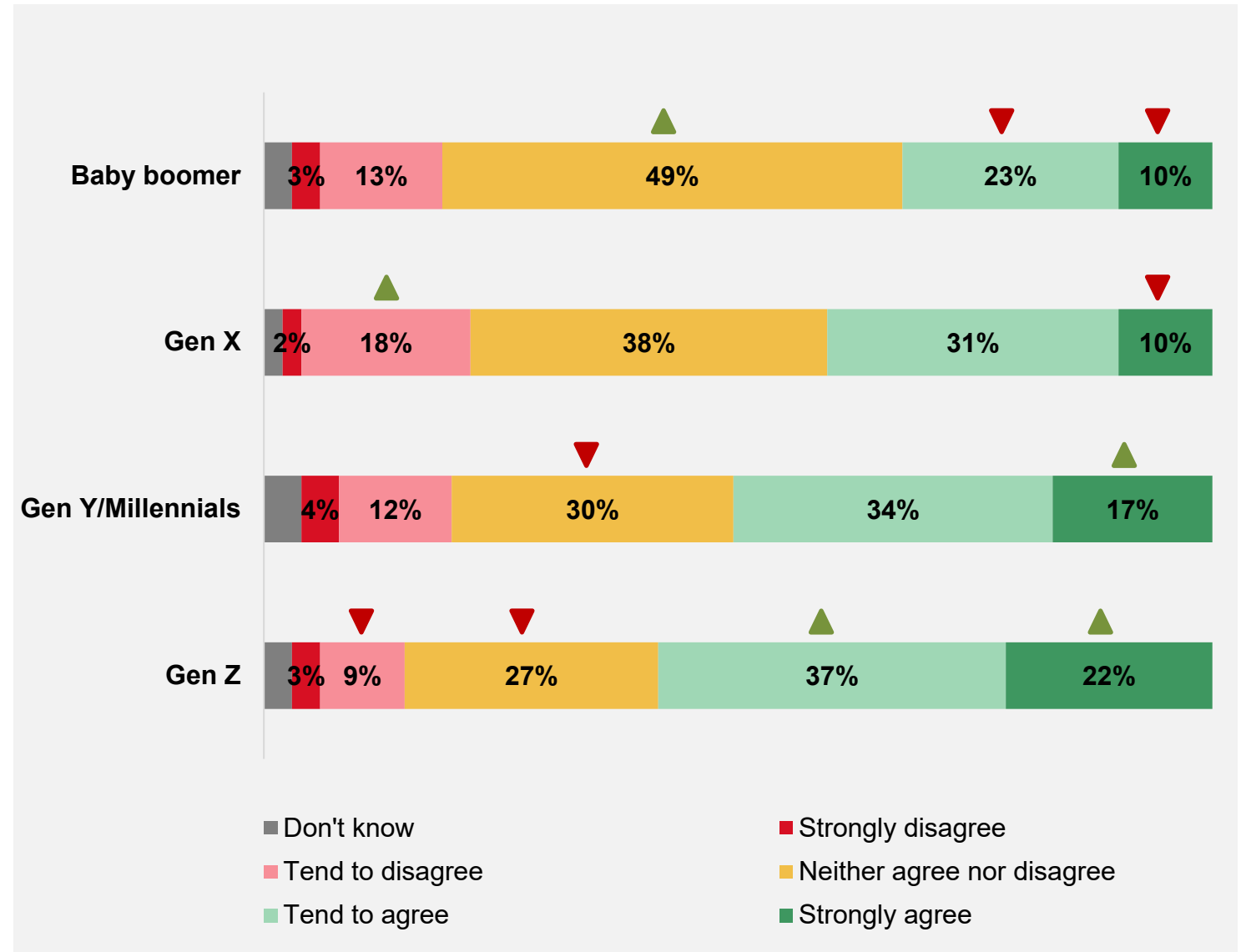
...but the nearest park or public outdoor space is far away

...but with no communal facilities such as a gym, workspace or shared outdoor space

Source: Ipsos MORI. Base: 770 adults aged 16-75 in the UK who said they prefer to live closer to the city or town centre (Home A). Fieldwork dates: 19-23 June 2020

Younger generations more interested in quality of homes over quality of community spirit...

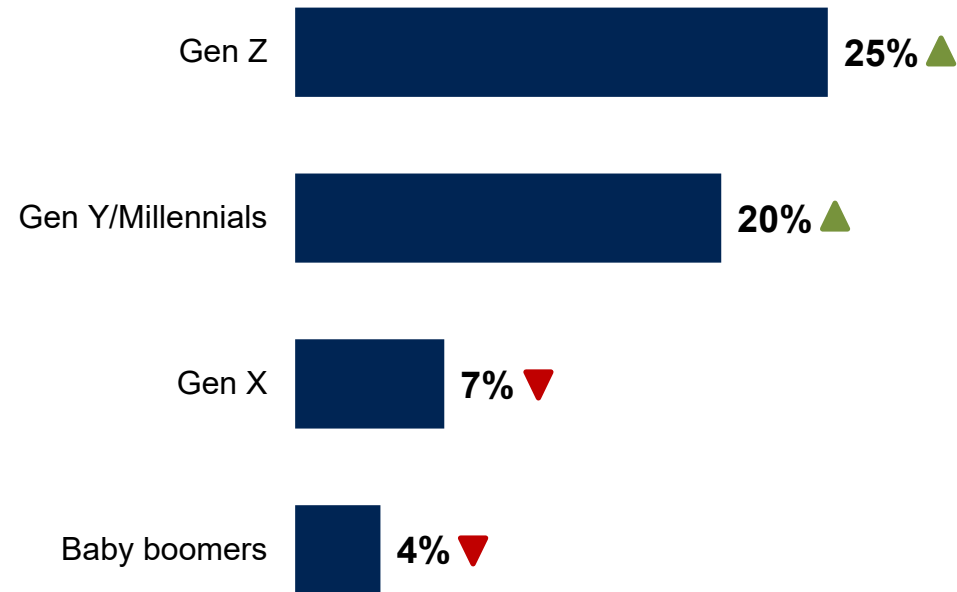
Q. To what extent do you agree or disagree with each of the following statement? I would prioritise living in a good quality home over living in an area with a good community spirit



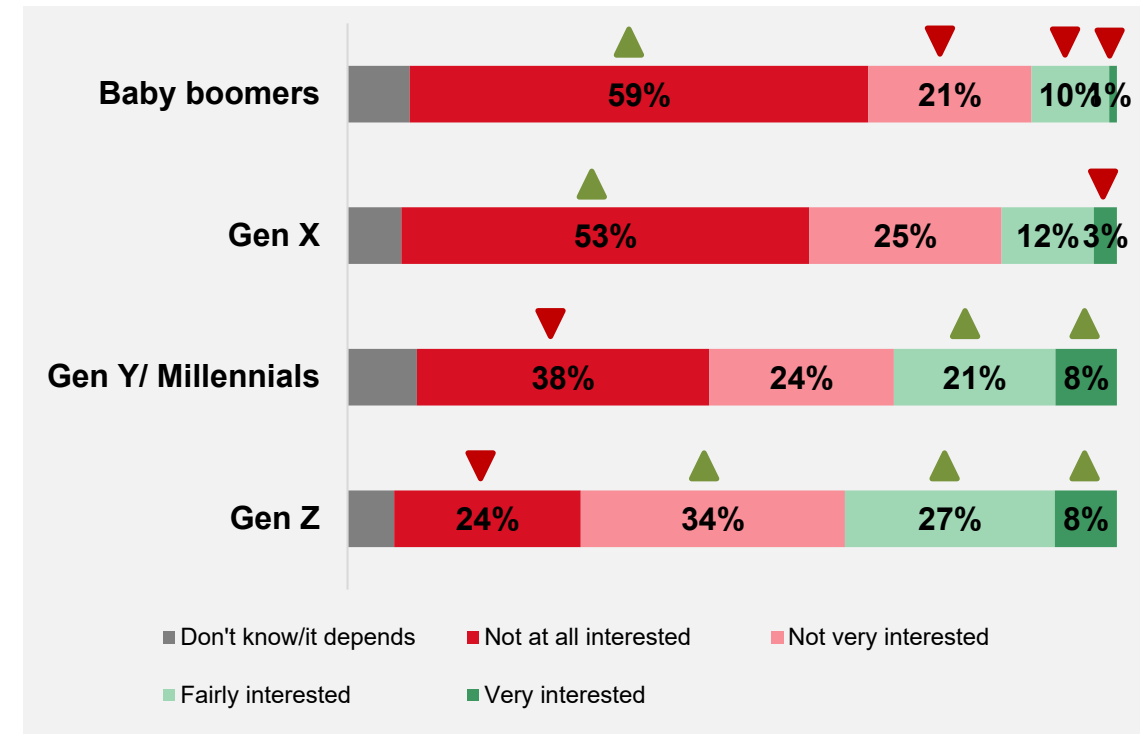
Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

...which may be reflected in lukewarm interest in living in a cohousing community

Q. Before today, how much, if anything, would you say you knew about 'cohousing'?

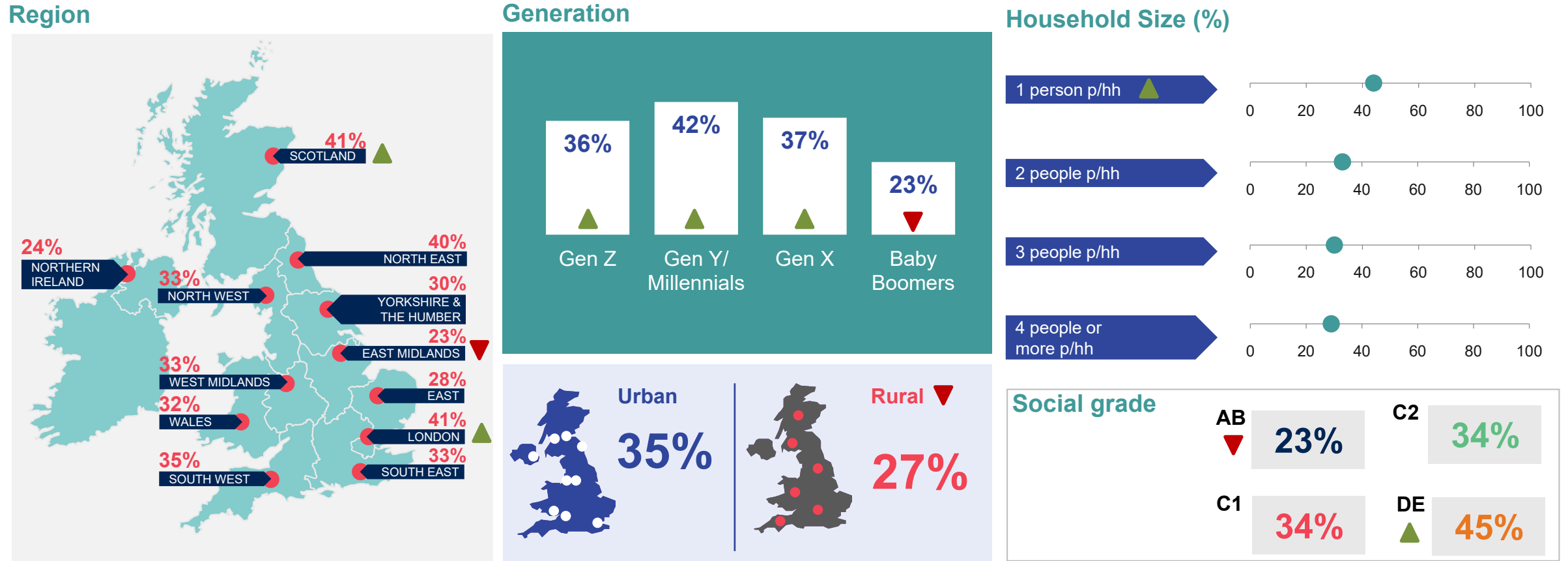


Q. In principle, how interested, if at all, would you be in living in a cohousing community?



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK; 668 Baby boomers (ages 55-75), 652 Gen X (ages 40-54), 576 Gen Y/Millennials (ages 25-39) and 586 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

Proportion of people renting by key demographic groups



Source: Ipsos MORI. Base: 2,482 adults aged 16-75 in the UK. Fieldwork dates: 19-23 June 2020

▲ = significantly higher than the total
▼ = significantly lower than the total

For most renters, up front costs and mortgage are the key barriers to buying...

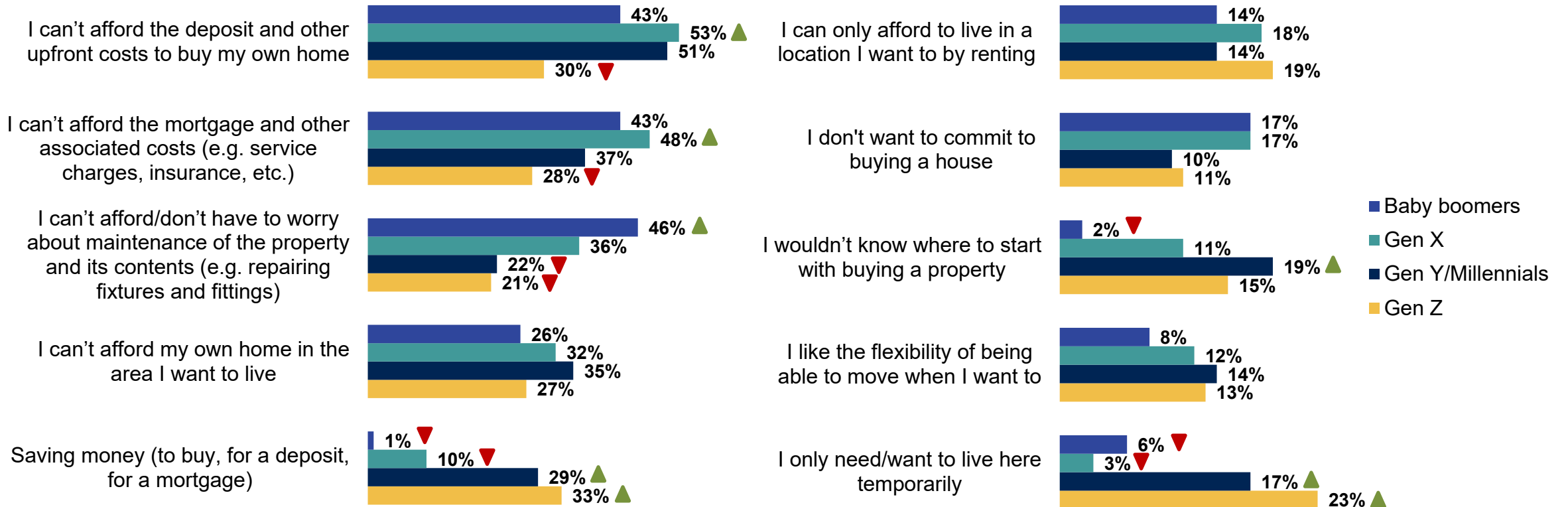
Q. Which of the following, if any, describes why you are currently renting, instead of buying, a property?



Source: Ipsos MORI. Base: 878 renters aged 16-75 in the UK. Fieldwork dates: 19-23 June 2020

...but this varies by generation – Gen Z most likely to say they are saving, or just renting temporarily

Q. Which of the following, if any, describes why you are currently renting, instead of buying, a property? (TOP 10 MENTIONS)

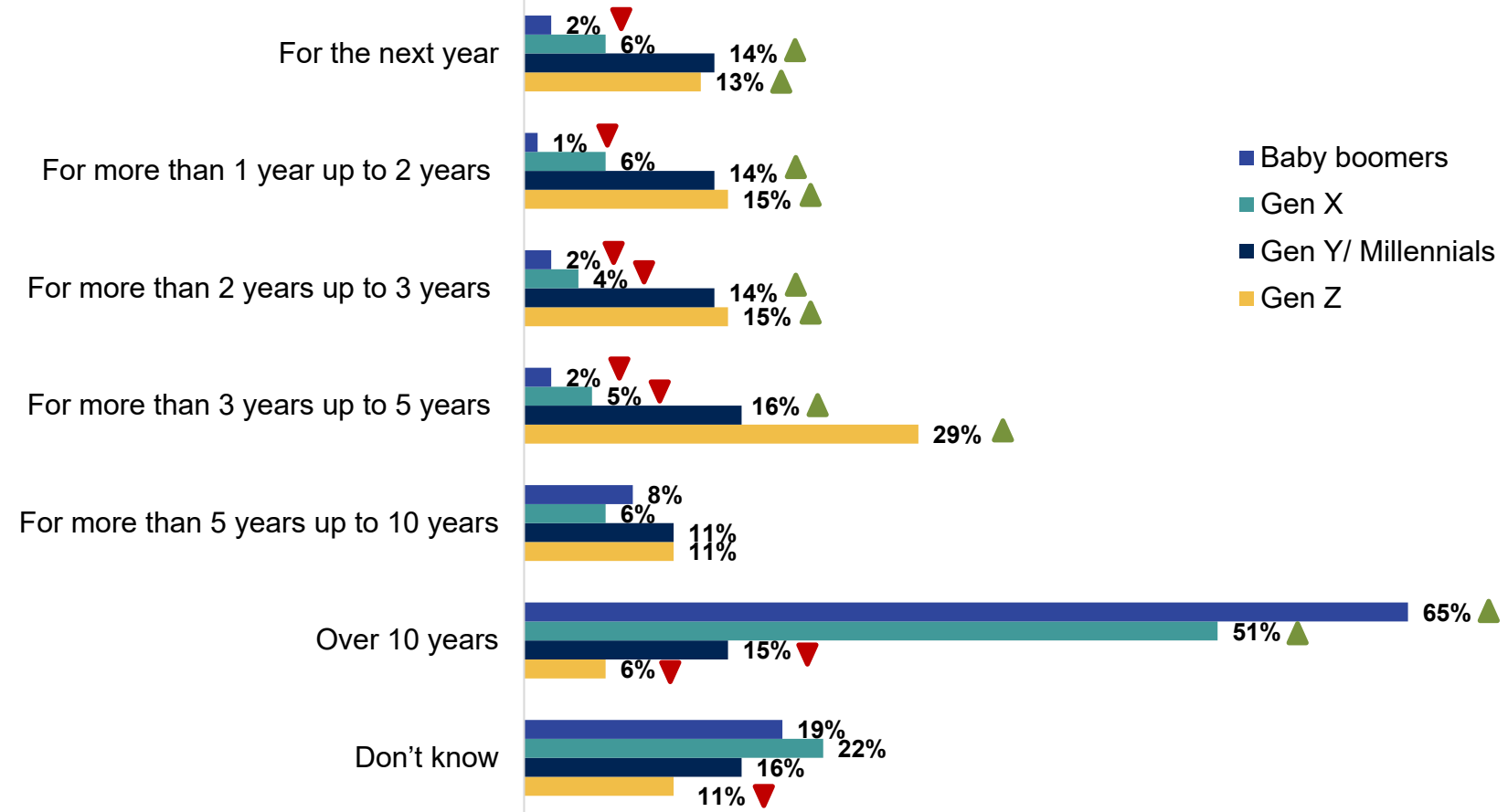


Source: Ipsos MORI. Base: 878 renters aged 16-75 in the UK; 215 Baby boomers (ages 55-75), 259 Gen X (ages 40-54), 249 Gen Y/Millennials (ages 25-39) and 155 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

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▼ = significantly lower than the total

Older generations more likely to think they will be renting for a long time

Q. Thinking about the future, approximately for how long do you expect to rent?



Source: Ipsos MORI. Base: 878 renters aged 16-75 in the UK; 215 Baby boomers (ages 55-75), 259 Gen X (ages 40-54), 249 Gen Y/Millennials (ages 25-39) and 155 Gen Z (ages 16-24). Fieldwork dates: 19-23 June 2020

▲ = significantly higher than the total
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FOR MORE INFORMATION

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