

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your current home  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	945 32%	458 32%	470 32%	140 28%	209 25%	206 26%	390 45% DEF	383 30%	143 33%	51 28%	577 30%	367 34%	532 30%	128 31%	349 34%	63 32%	127 31%	811 32%	697 35% TU	108 24%	105 26%	71 35%	168 30%	518 35% Y	233 29%	293 31%	253 30%
Fairly satisfied	1168 39%	585 40%	572 39%	200 41%	338 41%	305 38%	325 37%	510 40%	183 42% L	87 47% L	781 41% L	387 36%	672 38%	157 38%	411 40%	86 44%	144 35%	1018 40%	784 40%	181 40%	154 37%	78 38%	209 37%	579 39%	324 40%	380 41%	349 42%
Neither satisfied nor dissatisfied	472 16%	233 16%	230 16%	76 15% G	142 17% G	164 21% DG	91 10%	225 18% I	53 12%	31 17%	309 16% I	163 15%	299 17%	68 17%	148 14%	25 13%	72 18%	387 15%	275 14%	84 18% s	88 21% s	30 15%	95 17%	232 16%	122 15%	152 16%	141 17%
Fairly dissatisfied	283 9%	120 8%	154 10%	49 10% G	100 12% G	84 11% G	50 6%	113 9%	44 10%	12 6%	169 9%	114 10%	177 10%	39 10%	90 9%	16 8%	42 10%	239 9%	150 8%	66 14% s	43 10%	15 7%	62 11% x	115 8%	92 11% x	87 9%	68 8%
Very dissatisfied	95 3%	45 3%	44 3%	15 3%	31 4%	33 4% G	16 2%	32 3%	10 2%	2 1%	45 2% HIK	50 5% HIK	65 4%	16 4%	24 2%	6 3%	19 5%	74 3%	47 2%	19 4%	21 5% s	7 4%	26 5% x	34 2%	25 3%	20 2%	19 2%
Don't know	22 1%	13 1%	5 *	11 2% FG	7 1% G	4 *	- -	10 1%	3 1%	2 1%	15 1%	7 1%	17 1%	1 *	4 *	1 *	4 1%	12 *	12 1%	1 *	1 *	1 1%	5 1%	10 1%	6 1%	3 *	5 1%

Net: Satisfied	2113 71%	1043 72%	1042 71%	339 69%	546 66%	511 64%	716 82% DEF	894 70%	326 75%	139 75%	1358 72%	754 69%	1204 68%	285 70%	760 74% M	149 76% M	271 67%	1829 72%	1481 75% TU	289 63%	260 63%	149 74%	377 67%	1096 74% w	556 69%	673 72%	601 72%
Net: Dissatisfied	378 13%	165 11%	198 13%	64 13% G	130 16% G	117 15% G	67 8%	146 11%	55 13%	14 7%	214 11%	164 15% HIK	242 14%	55 13%	114 11%	22 11%	60 15%	313 12%	197 10%	85 19% s	64 16% s	22 11%	88 16% x	149 10%	117 15% x	107 11%	87 10%
Net Diff	1735 58%	878 60%	844 57%	276 56%	416 50%	395 50%	649 74%	748 59%	271 62%	125 68%	1144 60%	590 54%	962 55%	230 56%	646 63%	127 65%	211 52%	1516 60%	1284 65%	204 45%	196 47%	127 63%	289 51%	947 64%	440 55%	566 61%	514 62%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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Q1. How satisfied or dissatisfied are you with the following...? - Your relationship with your landlord(s)  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	862	361	480	136	299	256	171	329	127	47	503	359	499	119	296	67	150	706	-	463	396	57	225	372	209	216	254
Weighted base	875	402	452	133	305	255	181	347	117	46	509	365	524	132	299	52	115	753	-	458	413	54	229	377	214	215	256
Very satisfied	248 28%	108 27%	134 30%	26 20%	81 27%	66 26%	75 41% DEF	106 30%	36 31% *	10 22% *	151 30%	96 26%	138 26%	33 25% *	95 32%	15 28% *	26 22% *	222 29%	- *	134 29%	113 27%	13 25%	74 32%	93 25%	63 30%	53 25%	89 35% Z
Fairly satisfied	316 36%	161 40%	150 33%	50 38%	117 38%	88 34%	62 34%	141 41% L	39 34% *	18 40% *	199 39%	118 32%	187 36%	50 38% *	112 37%	17 33% *	50 44% *	264 35%	- *	175 38%	139 34%	19 35%	79 34%	135 36%	81 38%	89 42%	97 38%
Neither satisfied nor dissatisfied	214 25%	97 24%	113 25%	36 27% G	82 27% G	71 28% G	25 14%	73 21%	29 25% *	12 27% *	115 23%	99 27%	129 25%	32 24% *	69 23%	16 30% *	24 21% *	187 25%	- *	102 22%	111 27%	15 28%	48 21%	106 28%	52 24%	51 24%	51 20%
Fairly dissatisfied	44 5%	18 5%	24 5%	9 7%	12 4%	15 6%	9 5%	18 5%	6 5% *	1 2% *	25 5%	20 5%	32 6% *	5 4% *	11 4%	2 4% *	5 4% *	40 5%	- *	24 5%	20 5%	1 1%	14 6%	22 6%	7 3%	12 6%	12 5%
Very dissatisfied	37 4%	12 3%	21 5%	5 4%	10 3%	14 5%	8 5%	7 2%	3 3% *	4 9% HK*	15 3%	22 6% HK	28 5%	12 9% O*	6 2%	2 4% *	8 7% *	28 4%	- *	20 4%	17 4%	6 10%	14 6%	13 3%	7 3%	8 4%	4 2%
Don't know	15 2%	5 1%	9 2%	7 6% EF	3 1%	2 1%	2 1%	2 1%	3 3% *	- - *	5 1%	10 3%	8 2%	* * *	6 2%	* 1% *	3 3% *	12 2%	- *	3 1%	12 3% T	* *	1 *	10 3%	3 2%	2 1%	4 1%

Net: Satisfied	564 64%	269 67%	284 63%	76 57%	198 65%	153 60%	137 75% DEF	247 71% L	75 64% *	28 62% *	350 69% L	214 59%	326 62%	83 63% *	207 69%	32 61% *	76 66% *	486 65%	- *	309 67%	253 61%	32 60%	152 66%	228 60%	145 68%	142 66%	185 72%
Net: Dissatisfied	81 9%	31 8%	46 10%	14 10%	22 7%	28 11%	17 9%	25 7%	9 8% *	5 11% *	39 8%	42 11%	60 11% O	17 13% O*	17 6%	4 8% *	12 11% *	68 9%	- *	44 10%	37 9%	6 12%	28 12%	34 9%	14 6%	20 9%	16 6%
Net Diff	483 55%	239 59%	238 53%	62 47%	176 58%	125 49%	120 66%	222 64%	66 57%	23 50%	311 61%	172 47%	266 51%	66 50%	190 63%	27 53%	64 55%	418 56%	- *	265 58%	216 52%	26 48%	124 54%	193 51%	131 61%	122 57%	170 66%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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Q1. How satisfied or dissatisfied are you with the following...? - Your relationship with your tenant(s)  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	216	111	100	64	63	47	42	98	39	27	164	52	152	47	48	16	73	142	149	35	22	216	25	99	82	108	52
Weighted base	203	110	87	58	57	46	42	100	33	24	157	46	148	47	43	12	57	145	142	34	19	203	21	98	72	109	45
Very satisfied	72 35%	39 35% *	30 34% *	25 43% *	15 26% *	14 31% *	18 42% *	42 42% *	13 39% *	3 12% **	58 37% *	13 29% *	52 35%	16 34% *	14 33% *	5 44% **	19 34% *	52 36%	55 39%	8 24% **	6 29% **	72 35%	9 43% **	34 35% *	25 35% *	40 37% *	17 38% *
Fairly satisfied	54 27%	35 32% *	18 21% *	16 28% *	10 18% *	13 28% *	14 34% *	23 23% *	8 25% *	10 42% **	42 27% *	12 26% *	38 26%	11 23% *	14 33% *	2 14% **	15 26% *	39 27%	43 30%	7 21% **	3 14% **	54 27%	5 24% **	30 30% *	19 27% *	28 26% *	14 31% *
Neither satisfied nor dissatisfied	39 19%	15 14% *	24 27% B*	10 18% *	11 19% *	11 25% *	6 14% *	15 15% *	5 15% *	6 24% **	26 16% *	13 28% *	28 19%	10 22% *	10 22% *	1 5% **	11 19% *	27 18%	18 13%	13 37% **	6 29% **	39 19%	2 12% **	18 19% *	15 21% *	18 16% *	7 16% *
Fairly dissatisfied	14 7%	11 10% *	3 3% *	1 2% *	10 17% DG*	3 6% *	* 1% *	9 9% *	1 4% *	3 13% **	13 8% *	1 2% *	11 7%	3 5% *	1 1% *	3 25% **	3 6% *	11 7%	14 10%	- 3% **	1 3% **	14 7%	1 6% **	8 8% *	3 4% *	13 12% a*	* 1% *
Very dissatisfied	5 2%	2 2% *	2 2% *	3 5% *	1 2% *	1 1% *	- - *	2 2% *	- - *	1 2% **	2 2% *	3 6% *	4 3%	1 1% *	1 1% *	- - **	3 5% *	2 1%	3 2%	- 6% **	1 6% **	5 2%	- - **	2 2% *	2 3% *	2 2% *	1 1% *
Don't know	20 10%	8 7% *	12 13% *	2 3% *	10 17% D*	4 10% *	4 10% *	9 9% *	6 17% *	1 6% **	16 10% *	4 9% *	14 10%	7 15% *	4 9% *	1 12% **	5 9% *	14 10%	8 6%	6 18% **	4 19% **	20 10%	3 16% **	6 7% *	7 10% *	8 8% *	6 13% *

Net: Satisfied	125 62%	74 67% *	48 54% *	41 71% E*	25 44% *	27 59% *	32 76% E*	66 66% *	21 64% *	13 54% **	100 64% *	26 56% *	90 61%	27 57% *	29 66% *	7 58% **	34 60% *	92 63%	99 70%	16 46% **	8 43% **	125 62%	14 66% **	63 65% *	45 62% *	68 63% *	31 69% *
Net: Dissatisfied	19 9%	14 12% *	4 5% *	5 8% *	11 19% G*	3 7% *	* 1% *	11 11% *	1 4% *	4 16% **	16 10% *	3 7% *	15 10%	3 7% *	1 3% *	3 25% **	7 12% *	12 9%	17 12%	- 9% **	2 9% **	19 9%	1 6% **	10 10% *	5 7% *	15 13% *	1 2% *
Net Diff	106 52%	60 54%	43 50%	37 63%	14 25%	24 52%	32 75%	55 55%	20 60%	9 39%	84 54%	22 48%	75 51%	24 51%	27 63%	4 33%	27 48%	79 55%	82 58%	16 46%	7 35%	106 52%	13 60%	54 55%	39 55%	54 49%	30 66%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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Q1. How satisfied or dissatisfied are you with the following...? - Your physical health  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	501 17%	254 17%	241 16%	109 22% EF	126 15%	112 14%	154 18%	241 19% L	79 18%	30 16%	349 18% L	152 14%	307 17%	86 21% O	161 16%	33 17%	89 22% R	410 16%	367 19% U	73 16%	45 11%	51 25%	73 13%	239 16%	169 21% WX	184 20%	150 18%
Fairly satisfied	1128 38%	541 37%	567 38%	171 35%	322 39%	283 36%	352 40%	521 41% L	178 41% L	63 34%	763 40% L	365 33%	657 37%	134 33%	392 38%	79 40%	143 35%	975 38%	810 41% TU	145 32%	125 30%	79 39%	195 35%	572 38%	317 40%	363 39%	354 42%
Neither satisfied nor dissatisfied	623 21%	314 22%	301 20%	100 20%	171 21%	170 21%	183 21%	267 21%	94 22%	42 22%	403 21%	221 20%	371 21%	96 23%	220 21%	32 17%	85 21%	530 21%	376 19%	109 24%	100 24% S	39 19%	133 21% Y	318 21% Y	135 17%	198 21%	176 21%
Fairly dissatisfied	498 17%	242 17%	243 16%	75 15%	139 17%	154 19% G	130 15%	185 15%	67 15%	41 22% HK	293 15%	205 19% HK	283 16%	65 16%	179 17%	35 18%	65 16%	426 17%	304 15%	89 19%	87 21% S	19 9%	107 19%	245 16%	129 16%	151 16%	119 14%
Very dissatisfied	211 7%	89 6%	118 8%	26 5%	61 7%	71 9% D	53 6%	49 4%	16 4%	8 5%	73 4%	138 13% HIUK	127 7%	27 7%	68 7%	16 8%	23 6%	184 7%	94 5%	42 9% S	54 13% S	11 5%	51 9%	101 7%	48 6%	35 4%	31 4%
Don't know	23 1%	15 1%	6 *	10 2% G	8 1% G	6 1% G	- -	12 1%	2 *	1 1%	14 1%	9 1%	16 1%	1 *	6 1%	1 1%	2 *	16 1%	14 1%	- -	2 *	4 2%	6 1%	12 1%	4 *	4 *	4 1%

Net: Satisfied	1629 55%	794 55%	808 55%	280 57% F	447 54%	395 50%	506 58% F	762 60% JL	257 59% L	93 50%	1112 59% JL	516 47%	965 55%	220 54%	553 54%	111 57%	232 57%	1386 55%	1177 60% TU	218 48%	170 41%	130 64%	268 48%	812 55% W	486 61% WX	548 59%	504 60%
Net: Dissatisfied	709 24%	331 23%	361 24%	101 21%	200 24%	225 28% DG	184 21%	233 18%	84 19%	49 27% HK	367 19%	343 31% HIK	411 23%	92 23%	247 24%	52 26%	88 22%	609 24%	398 20%	131 29% S	141 34% S	30 15%	158 28% Y	346 23%	176 22%	186 20%	150 18%
Net Diff	920 31%	463 32%	447 30%	179 36%	248 30%	170 21%	323 37%	529 42%	173 40%	44 24%	746 39%	174 16%	554 31%	128 31%	306 30%	60 30%	144 35%	776 31%	779 40%	87 19%	30 7%	101 50%	111 20%	466 31%	310 39%	362 39%	354 42%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
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UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your mental health  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	686 23%	400 28% C	276 19%	78 16%	144 17%	158 20%	306 35% DEF	307 24%	88 20%	38 20%	433 23%	254 23%	407 23%	107 26%	239 23%	41 21%	113 28% R	568 22%	493 25% TU	90 20%	78 19%	57 28%	125 22%	370 25%	175 22%	210 22%	202 24%
Fairly satisfied	990 33%	440 30%	535 36% B	153 31%	281 34%	252 32%	304 35%	447 35% L	172 39% L	59 32%	677 36% L	313 29%	567 32%	141 34%	350 34%	73 37%	129 32%	849 33%	719 37% TU	128 28%	109 26%	65 32%	163 29%	486 33%	297 37% W	326 35%	311 37%
Neither satisfied nor dissatisfied	587 20%	267 18%	309 21%	111 23% G	168 20%	167 21% G	141 16%	258 20%	91 21%	48 26% L	397 21% L	190 17%	374 21% O	90 22%	179 17%	34 17%	77 19%	502 20%	367 19%	91 20%	96 23%	34 17%	106 19%	302 20%	146 18%	209 22%	161 19%
Fairly dissatisfied	450 15%	208 14%	230 16%	85 17% G	146 18% G	131 16% G	88 10%	176 14%	62 14%	28 15%	267 14%	183 17%	255 14%	51 12%	168 16%	27 14%	60 15%	387 15%	252 13%	105 23% S	72 17% S	25 12%	94 17%	209 14%	118 15%	133 14%	108 13%
Very dissatisfied	240 8%	119 8%	116 8%	52 11% G	74 9% G	82 10% G	31 4%	70 6%	20 4%	12 6%	102 5% HIUK	138 13% N	140 8% N	18 4%	79 8%	21 11% N	25 6%	212 8%	112 6%	45 10% S	56 13% S	17 8%	66 12% XY	104 7%	61 8%	50 5%	44 5%
Don't know	32 1%	20 1%	9 1%	10 2% G	12 1%	6 1%	4 *	16 1%	4 1%	1 1%	21 1%	11 1%	21 1%	4 1%	10 1%	1 *	3 1%	22 1%	21 1%	* *	3 1%	5 2%	10 2% Y	16 1%	4 *	7 1%	7 1%

Net: Satisfied	1677 56%	840 58%	811 55%	231 47%	425 52%	410 52%	610 70% DEF	754 59% L	259 59% L	96 52%	1110 59% L	567 52%	974 55%	248 61% M	589 57%	114 58%	241 59%	1417 56%	1212 62% TU	217 47%	187 45%	122 60%	288 51%	856 58% W	472 59% W	536 57%	513 62%
Net: Dissatisfied	689 23%	326 22%	346 23%	138 28% G	220 27% G	213 27% G	118 14%	247 19%	82 19%	40 21%	368 19% HIUK	321 29% N	394 22% N	68 17%	247 24% N	48 24% N	85 21%	599 24%	365 19%	150 33% S	127 31% S	42 21%	160 28% XY	313 21%	179 22%	184 20%	152 18%
Net Diff	987 33%	514 35%	466 32%	94 19%	205 25%	197 25%	492 56%	507 40%	177 41%	57 31%	742 39%	246 23%	579 33%	179 44%	342 33%	66 33%	156 38%	818 32%	847 43%	68 15%	60 14%	80 40%	128 23%	543 36%	293 37%	352 38%	361 43%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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Nationwide: Future of home survey  
UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your household income  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	460 15%	245 17%	208 14%	78 16% F	120 15% F	86 11%	176 20% EF	226 18% JKL	60 14%	20 11%	306 16%	154 14%	281 16%	75 18%	154 15%	25 13%	58 14%	398 16%	375 19% TU	40 9%	34 8%	48 24%	69 12% W	246 17% W	127 16%	173 19%	123 15%
Fairly satisfied	1120 38%	547 38%	556 38%	179 36%	290 35%	268 34%	383 44% DEF	496 39%	181 42% L	65 35%	743 39% L	377 35%	638 36%	139 34%	403 39%	79 40%	145 36%	966 38%	807 41% T	129 28%	150 36% T	66 33%	185 33%	589 40% W	302 38%	370 40%	338 41%
Neither satisfied nor dissatisfied	662 22%	318 22%	332 22%	107 22%	187 23%	183 23%	185 21%	266 21%	102 23%	47 25%	415 22%	247 23%	402 23%	102 25%	217 21%	43 22%	99 24%	551 22%	407 21%	112 24%	92 22%	50 25%	154 27% XY	317 21%	169 21%	205 22%	174 21%
Fairly dissatisfied	469 16%	206 14%	253 17%	79 16% G	143 17% G	158 20% G	89 10%	207 16%	60 14%	36 19%	303 16%	166 15%	284 16%	71 17%	152 15%	33 17%	64 16%	398 16%	238 12%	117 26% S	87 21% S	26 13%	88 16%	221 15%	127 16%	140 15%	133 16%
Very dissatisfied	234 8%	120 8%	108 7%	27 5% G	73 9% G	94 12% DG	41 5%	69 5%	27 6%	15 8%	111 6% HIK	123 11% HIK	131 7%	21 5%	87 9%	16 8%	36 9%	198 8%	113 6% S	61 13% S	48 12% S	12 6% G	64 11% X	91 6% G	64 8%	45 5%	58 7%
Don't know	40 1%	18 1%	18 1%	21 4% EFG	12 1% G	7 1% G	- - G	10 1%	7 2%	2 1%	19 1%	21 2% H	27 2%	2 *	12 1%	1 *	4 1%	30 1%	25 1% T	- - T	3 1%	1 *	6 1%	22 1%	12 2%	2 *	9 1%

Net: Satisfied	1580 53%	792 54%	764 52%	256 52% F	411 50%	354 45%	559 64% DEF	722 57% JL	241 55% L	85 46%	1048 55% JL	532 49%	918 52%	214 52%	557 54%	104 53%	203 50%	1364 54%	1182 60% TU	168 37%	183 44% T	114 56%	254 45%	836 56% W	429 54% W	543 58%	461 55%
Net: Dissatisfied	703 24%	326 22%	361 24%	105 21% G	215 26% G	252 32% DEG	130 15%	276 22%	87 20%	51 28%	414 22% HIK	289 27% HIK	415 24%	92 22%	239 23%	49 25%	100 25%	596 23%	351 18%	178 39% S	135 33% S	38 19%	151 27% X	313 21%	191 24%	185 20%	190 23%
Net Diff	877 29%	466 32%	403 27%	151 31%	195 24%	102 13%	429 49%	445 35%	154 35%	34 19%	634 33%	243 22%	503 29%	122 30%	318 31%	56 28%	103 25%	768 30%	831 42%	-10 -2%	48 12%	77 38%	103 18%	523 35%	238 30%	359 38%	271 32%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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Nationwide: Future of home survey  
UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your ability to get by financially  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background			Tenure				Residential landlord		Household composition			Homeworking status	
	Total (A)	Male (B)	Female (C)	Gen Z (D)	Millennial (E)	Gen X (F)	Baby Boomer (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	Urban net (M)	Urban London (N)	Suburban (O)	Rural (P)	Ethnic minorities (Q)	White (R)	Homeowner (S)	Private renter (T)	Social renter (U)	Is a landlord (V)	Living alone (W)	With other adults (X)	With family (Y)	Works at home (Z)	Does not work at home (a)			
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825			
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834			
Very satisfied	603 20%	325 22% C	269 18%	80 16%	140 17%	118 15%	265 30% DEF	288 23% IK	67 15%	32 17%	387 20% I	216 20%	364 21%	89 22%	205 20%	34 17%	79 19%	518 20%	474 24% TU	60 13%	53 13%	51 25%	107 19%	340 23% Y	138 17%	210 22%	163 20%			
Fairly satisfied	1167 39%	562 39%	587 40%	190 39%	315 38%	301 38%	361 41%	518 41% L	201 46% JKL	67 36%	786 41% L	381 35%	665 38%	150 37%	411 40%	91 47% MN	138 34%	1020 40% Q	807 41%	170 37%	152 37%	80 39%	202 36%	587 39%	329 41%	392 42%	346 41%			
Neither satisfied nor dissatisfied	586 20%	284 20%	292 20%	99 20%	186 22% G	156 20%	146 17%	230 18%	87 20%	44 24%	361 19%	225 21%	384 22% OP	103 25% OP	175 17%	28 14%	95 23%	479 19%	359 18%	92 20%	92 22%	35 17%	117 21%	294 20%	155 19%	173 18%	166 20%			
Fairly dissatisfied	407 14%	183 13%	216 15%	78 16% G	126 15% G	127 16% G	76 9%	181 14%	47 11%	32 17% I	260 14%	147 14%	219 12%	48 12%	162 16% M	27 14%	65 16%	339 13%	221 11%	88 19% S	74 18% S	27 14%	91 16% X	173 12%	112 14%	129 14%	109 13%			
Very dissatisfied	188 6%	86 6%	95 6%	25 5%	51 6% G	86 11% DEG	25 3%	45 4%	30 7% HK	10 5%	85 4% H	103 9% HK	107 6%	16 4%	65 6%	15 8%	27 7%	159 6%	85 4%	48 10% S	41 10% S	9 5%	41 7%	75 5%	57 7%	30 3%	44 5%			
Don't know	34 1%	14 1%	16 1%	18 4% EFG	8 1% G	7 1% G	1 *	11 1%	5 1%	1 1%	16 1%	17 2%	24 1%	3 1%	8 1%	1 1%	3 1%	24 1%	19 1%	1 *	1 *	1 *	6 1%	19 1%	9 1%	2 *	7 1%			

Net: Satisfied	1770 59%	887 61%	856 58%	270 55%	455 55%	419 53%	626 72% DEF	807 63% JL	268 61% L	99 53%	1173 62% JL	597 55%	1029 58%	239 58%	616 60%	126 64%	217 53%	1539 61% Q	1281 65% TU	230 50%	205 50%	130 64%	309 55%	927 62% W	467 58%	602 64%	509 61%
Net: Dissatisfied	595 20%	269 19%	311 21%	103 21% G	177 21% G	214 27% DEG	101 12%	226 18%	77 18%	42 23%	345 18%	250 23% HIK	326 18%	64 16%	227 22% MN	42 21%	92 23%	499 20%	306 16%	136 30% S	115 28% S	37 18%	133 24% X	248 17%	170 21% X	159 17%	153 18%
Net Diff	1176 39%	617 42%	544 37%	166 34%	278 34%	206 26%	526 60%	580 46%	191 44%	57 31%	828 44%	347 32%	703 40%	176 43%	389 38%	84 43%	125 31%	1040 41%	975 50%	94 20%	90 22%	94 46%	176 31%	679 46%	297 37%	443 47%	356 43%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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Nationwide: Future of home survey  
UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your ability to pay your rent or mortgage  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	999 33%	487 33%	502 34%	104 21%	240 29% D	243 31% D	412 47% DEF	452 35%	134 31%	57 31%	643 34%	356 33%	588 33%	127 31%	338 33%	72 37%	110 27% Q	879 35% Q	756 38% TU	106 23%	115 28%	61 30%	203 36% Y	533 36% Y	231 29%	313 34%	302 36%
Fairly satisfied	944 32%	448 31%	482 33%	162 33% G	311 38% G	264 33% G	207 24%	474 37% L	159 36% L	58 31% L	690 36% L	253 23%	583 33%	150 37% O	303 30%	58 30%	159 39% R	780 31%	581 30%	176 38% S	148 36% S	75 37%	153 27%	439 29%	302 38% WX	369 39% a	276 33%
Neither satisfied nor dissatisfied	592 20%	303 21%	274 19%	110 22% G	151 18%	184 23% EG	148 17%	215 17%	82 19%	46 25% HK	342 18%	250 23% HK	335 19%	84 21%	224 22%	34 17%	74 18%	504 20%	352 18%	105 23% S	92 22%	46 22%	116 21%	298 20%	157 20%	162 17%	159 19%
Fairly dissatisfied	197 7%	100 7%	93 6%	54 11% EG	59 7% G	59 7% G	25 3%	74 6%	26 6%	11 6%	111 6%	86 8%	106 6%	25 6%	74 7%	17 9%	31 8%	166 7% 7%	96 5%	56 12% SU	30 7%	10 5%	39 7%	85 6%	56 7%	52 6%	47 6%
Very dissatisfied	81 3%	37 3%	39 3%	16 3% G	28 3% G	28 3% G	9 1%	27 2%	10 2%	6 3%	43 2%	37 3%	54 3% N	5 1%	24 2%	3 1%	13 3%	66 3%	40 2%	15 3%	16 4%	3 1%	20 4%	32 2%	22 3%	23 2%	13 2%
Don't know	172 6%	79 5%	85 6%	45 9% EF	36 4% F	18 2%	73 8% EF	32 3%	27 6% HK	7 4%	66 3% H	106 10% HUK	97 6%	18 4%	62 6%	12 6%	19 5%	146 6%	140 7% TU	1 * T	11 3% T	8 4%	33 6% Y	100 7% Y	33 4%	16 2%	37 4% Z

Net: Satisfied	1943 65%	935 64%	984 67%	266 54%	550 67% D	507 64% D	619 71% DF	926 73% IUKL	292 67% L	115 62%	1333 70% JL	609 56%	1171 66%	277 68%	641 63%	131 67%	269 66%	1658 65%	1337 68% T	281 61%	263 64%	136 67%	357 63%	972 65%	533 67%	682 73%	579 69%
Net: Dissatisfied	278 9%	137 9%	132 9%	70 14% G	87 11% G	87 11% G	33 4%	101 8%	36 8%	18 10%	155 8% HK	123 11%	160 9%	30 7%	98 10%	19 10%	44 11%	232 9%	136 7%	71 16% S	46 11% S	13 7%	59 10%	117 8%	78 10%	75 8%	60 7%
Net Diff	1665 56%	797 55%	853 58%	196 40%	463 56%	420 53%	586 67%	825 65%	257 59%	97 52%	1179 62%	486 45%	1011 57%	247 60%	543 53%	111 57%	225 55%	1426 56%	1201 61%	210 46%	217 53%	123 61%	298 53%	855 57%	455 57%	607 65%	519 62%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)



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Q1. How satisfied or dissatisfied are you with the following...? - The amount of leisure time you have  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	780 26%	374 26%	390 26%	114 23% E	128 16%	153 19%	385 44% DEF	230 18%	94 21%	43 23%	367 19%	413 38% HIJK	453 26%	115 28% P	289 28% P	38 19%	91 22%	683 27%	542 28% T	98 21%	113 27%	45 22%	186 33% Y	437 29% Y	138 17%	198 21%	155 19%
Fairly satisfied	1101 37%	513 35%	574 39%	196 40%	294 36%	306 39%	304 35%	488 38% L	200 46% HKL	73 39%	760 40% L	341 31%	647 37%	150 37%	382 37%	73 37%	162 40%	935 37%	730 37%	189 41%	143 35%	87 43%	179 32%	546 37%	319 40% W	373 40%	339 41%
Neither satisfied nor dissatisfied	609 20%	331 23% C	260 18%	97 20% G	223 27% DFG	171 22% G	117 13%	292 23% L	80 18%	38 20%	409 22%	199 18%	344 19%	85 21%	206 20%	59 30% MNO	82 20%	510 20%	389 20%	96 21%	88 21%	41 20%	119 21%	291 20%	174 22%	209 22%	179 21%
Fairly dissatisfied	344 12%	160 11%	179 12%	54 11% G	132 16% DG	106 13% G	53 6%	194 15% IL	47 11% L	25 13% L	266 14% IL	79 7%	215 12%	45 11%	110 11%	19 10%	44 11%	295 12%	214 11%	58 13%	44 11%	15 7%	51 9%	156 10%	118 15% WX	120 13%	120 14%
Very dissatisfied	118 4%	54 4%	61 4%	21 4% G	35 4% G	50 6% G	12 1%	57 4%	13 3%	6 3%	76 4%	41 4%	82 5% O	11 3%	29 3%	6 3%	24 6%	93 4%	71 4%	16 3%	22 5%	12 6%	21 4%	41 3%	47 6% X	31 3%	36 4%
Don't know	33 1%	20 1%	10 1%	9 2% G	12 1% G	10 1% G	2 * G	14 1%	2 1%	1 1%	17 1%	16 1%	23 1%	3 1%	10 1%	1 *	3 1%	24 1%	20 1%	2 *	2 *	3 2%	9 2%	17 1%	4 1%	4 *	6 1%

Net: Satisfied	1881 63%	888 61%	964 65% B	310 63% E	423 51%	459 58% E	689 79% DEF	717 56%	294 67% HK	116 63%	1127 59% H	754 69% HK	1099 62%	265 65%	671 65% P	111 57%	253 62%	1617 64%	1272 65%	287 63%	256 62%	132 65%	365 65% Y	983 66% Y	457 57%	571 61%	494 59%
Net: Dissatisfied	462 15%	215 15%	241 16%	75 15% G	167 20% G	155 20% G	65 7%	251 20% IKL	60 14%	31 16%	342 18% IL	120 11%	298 17% O	56 14%	139 14%	25 13%	69 17%	389 15%	285 14%	74 16%	66 16%	26 13%	72 13%	197 13%	165 21% WX	151 16%	155 19%
Net Diff	1419 48%	673 46%	724 49%	235 48%	256 31%	304 38%	624 71%	466 37%	234 54%	85 46%	785 41%	634 58%	802 45%	209 51%	532 52%	85 44%	184 45%	1229 48%	987 50%	214 47%	190 46%	106 52%	293 52%	786 53%	292 37%	420 45%	338 41%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your family life  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	940 31%	449 31%	481 33%	146 30%	239 29%	212 27%	343 39% DEF	412 32%	134 31%	48 26%	594 31%	346 32%	541 31%	127 31%	333 33%	66 34%	128 31%	805 32%	658 34%	135 29%	121 29%	68 34%	117 21%	482 32% w	299 37% wx	295 32%	262 31%
Fairly satisfied	1150 39%	534 37%	600 41%	188 38%	329 40%	315 40%	318 36%	483 38%	185 42%	79 42%	747 39%	403 37%	669 38%	152 37%	392 38%	88 45%	149 37%	992 39%	767 39%	176 38%	151 37%	70 35%	183 32%	597 40% w	325 41% w	367 39%	336 40%
Neither satisfied nor dissatisfied	548 18%	296 20% c	237 16%	88 18%	158 19%	161 20%	141 16%	250 20%	72 17%	31 17%	353 19%	195 18%	337 19%	74 18%	182 18%	29 15%	74 18%	467 18%	335 17%	90 20%	86 21%	36 18%	157 28% xy	260 17% y	100 13%	174 19%	154 18%
Fairly dissatisfied	216 7%	102 7%	107 7%	42 9% g	62 7%	66 8% g	46 5%	83 7%	27 6%	19 10%	129 7%	87 8%	141 8% p	41 10% p	70 7% p	5 3%	38 9%	172 7%	123 6%	39 9%	40 10% s	21 10%	50 9%	107 7%	47 6%	71 8%	48 6%
Very dissatisfied	98 3%	55 4%	38 3%	17 3%	31 4% g	34 4% g	16 2%	34 3%	11 3%	8 4%	53 3%	45 4%	52 3%	9 2%	40 4%	6 3%	14 3%	81 3%	61 3%	15 3%	14 3%	6 3%	41 7% xy	27 2%	26 3%	22 2%	28 3%
Don't know	34 1%	17 1%	13 1%	10 2%	6 1%	9 1%	9 1%	13 1%	7 2%	1 1%	20 1%	13 1%	23 1%	6 1%	8 1%	3 1%	4 1%	24 1%	20 1%	3 1%	1 *	2 1%	16 3% xy	14 1%	3 *	6 1%	6 1%

Net: Satisfied	2090 70%	983 68%	1081 73% b	334 68%	569 69%	526 66%	661 76% DEF	895 70%	319 73%	127 68%	1341 71%	749 69%	1210 69%	279 68%	726 71%	154 78% MNO	276 68%	1797 71%	1426 73% u	311 68%	272 66%	139 68%	300 53%	1079 73% w	624 78% wx	662 71%	599 72%
Net: Dissatisfied	314 11%	157 11%	145 10%	59 12% g	93 11% g	99 12% g	63 7%	117 9%	38 9%	26 14% k	182 10%	132 12% h	193 11% p	51 12% p	110 11% p	11 6%	52 13%	253 10%	184 9%	55 12%	54 13%	27 13% xy	91 16% xy	134 9%	73 9%	93 10%	76 9%
Net Diff	1776 59%	826 57%	936 63%	275 56%	476 58%	427 54%	598 68%	778 61%	281 64%	100 54%	1159 61%	617 57%	1017 58%	228 56%	616 60%	143 73%	224 55%	1543 61%	1241 63%	256 56%	218 53%	112 55%	209 37%	945 64%	551 69%	569 61%	523 63%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your social life  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	429 14%	217 15%	206 14%	97 20% EF	100 12%	90 11%	142 16% EF	207 16% K	53 12%	19 10%	279 15%	151 14%	264 15%	66 16%	141 14%	24 12%	62 15%	365 14%	301 15%	60 13%	48 12%	43 21%	66 12%	220 15%	124 15%	159 17%	113 14%
Fairly satisfied	1019 34%	496 34%	503 34%	189 38% F	283 34%	234 29%	312 36% F	442 35%	181 42% HKL	60 32%	684 36% L	335 31%	585 33%	143 35%	364 35%	70 36%	133 33%	875 34%	708 36%	151 33%	125 30%	77 38%	164 29%	509 34% w	309 39% w	338 36%	304 36%
Neither satisfied nor dissatisfied	783 26%	392 27%	382 26%	107 22%	199 24%	236 30% DE	242 28% D	334 26%	103 24%	50 27%	488 26%	295 27%	470 27%	110 27%	262 26%	51 26%	118 29%	650 26%	517 26%	104 23%	113 27%	44 22%	167 30% Y	405 27% Y	176 22%	236 25%	218 26%
Fairly dissatisfied	486 16%	203 14%	269 18% B	60 12%	157 19% DG	144 18% D	125 14%	190 15%	71 16%	42 23% HK	303 16%	183 17%	296 17%	70 17%	157 15%	34 17%	54 13%	429 17%	294 15%	99 22% S	75 18%	23 11%	101 18%	240 16%	119 15%	145 15%	133 16%
Very dissatisfied	237 8%	127 9%	105 7%	27 6%	79 10% DG	82 10% DG	50 6%	88 7%	23 5%	13 7%	124 7% HIK	113 10% N	126 7% N	16 4%	95 9% N	16 8% N	34 8%	203 8%	125 6%	44 10% S	51 12% S	15 8%	58 10% x	99 7%	68 8%	54 6%	60 7%
Don't know	30 1%	17 1%	10 1%	11 2% G	7 1%	9 1%	3 *	13 1%	4 1%	1 1%	18 1%	12 1%	22 1%	5 1%	8 1%	1 *	6 1%	19 1%	19 1%	2 *	1 *	1 *	9 2%	15 1%	6 1%	4 *	6 1%

Net: Satisfied	1448 49%	713 49%	709 48%	286 58% EF	384 46% F	325 41%	454 52% F	649 51% L	235 54% JL	79 42%	962 51% JL	486 45%	849 48%	209 51%	505 49%	94 48%	195 48%	1240 49%	1009 51% U	210 46%	173 42%	120 59%	229 41%	729 49% w	432 54% wx	497 53%	417 50%
Net: Dissatisfied	724 24%	331 23%	374 25%	87 18% DG	236 29% DG	226 28% DG	175 20%	278 22%	94 21%	55 30% HIK	427 23% HIK	296 27% HIK	422 24%	85 21%	252 25%	50 26%	88 22%	632 25%	419 21%	143 31% S	125 30% S	38 19%	159 28% x	339 23%	187 23%	199 21%	193 23%
Net Diff	724 24%	383 26%	335 23%	199 40%	148 18%	99 12%	279 32%	371 29%	141 32%	23 13%	535 28%	189 17%	427 24%	124 30%	253 25%	44 22%	107 26%	608 24%	590 30%	68 15%	48 12%	82 40%	70 12%	390 26%	246 31%	299 32%	224 27%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q1. How satisfied or dissatisfied are you with the following...? - Your work life  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Very satisfied	468 16%	239 16%	219 15%	78 16%	105 13%	100 13%	184 21% EF	221 17% L	71 16%	25 13%	317 17%	150 14%	277 16%	62 15%	161 16%	30 15%	59 15%	406 16%	344 17% TU	58 13%	48 12%	38 19%	82 15%	236 16%	133 17%	162 17%	144 17%
Fairly satisfied	961 32%	476 33%	469 32%	164 33% G	317 38% FG	259 33% G	220 25% L	559 44% L	200 46% L	81 44% L	840 44% L	121 11%	576 33%	144 35%	323 31%	62 32%	139 34%	811 32%	655 33% U	174 38% U	99 24%	78 38%	141 25%	475 32% W	311 39% WX	434 46%	361 43%
Neither satisfied nor dissatisfied	748 25%	371 26%	368 25%	105 21%	190 23%	203 26%	250 29% DE	246 19%	94 22%	39 21%	379 20%	369 34% HIK	445 25%	108 26%	255 25%	47 24%	101 25%	634 25%	469 24%	105 23%	131 32% ST	45 22%	160 28% Y	376 25%	171 21%	189 20%	157 19%
Fairly dissatisfied	353 12%	154 11%	190 13%	83 17% G	106 13% G	109 14% G	56 6%	157 12%	49 11%	32 17% L	238 13%	115 11%	204 12%	35 8%	118 11%	31 16% N	49 12%	301 12%	225 11%	53 12%	48 12%	25 12%	67 12%	167 11%	94 12%	100 11%	118 14%
Very dissatisfied	192 6%	106 7%	80 5%	31 6% G	65 8% G	74 9% G	22 2%	78 6%	19 4%	8 4%	105 6%	87 8% IK	114 6%	21 5%	64 6%	13 7%	24 6%	166 7%	117 6%	33 7%	32 8%	14 7%	41 7%	87 6% Y	53 7%	49 5%	47 6%
Don't know	264 9%	108 7%	150 10% B	29 6%	42 5%	50 6%	143 16% DEF	12 1%	4 1%	1 1%	17 1%	247 23% HIK	147 8%	41 10%	105 10%	12 6%	34 8%	222 9%	155 8%	35 8%	54 13% ST	3 2%	74 13% Y	148 10% Y	38 5%	1 *	8 1% Z

Net: Satisfied	1428 48%	715 49%	688 47%	242 49%	422 51% F	359 45%	404 46%	781 61% L	270 62% L	106 57% L	1157 61% L	271 25%	853 48%	205 50%	484 47%	92 47%	198 49%	1217 48%	998 51% U	233 51% U	147 36%	116 57%	223 39%	711 48% W	444 55% WX	596 64%	505 61%
Net: Dissatisfied	545 18%	260 18%	270 18%	114 23% G	171 21% G	183 23% G	77 9%	235 18%	68 16%	39 21%	343 18%	202 19%	318 18% N	55 13%	182 18%	44 23% N	73 18%	467 18%	342 17%	86 19%	80 19%	39 19%	108 19%	254 17% Y	148 18%	150 16%	164 20%
Net Diff	883 30%	455 31%	419 28%	129 26%	251 30%	176 22%	327 37%	545 43%	202 46%	66 36%	814 43%	70 6%	534 30%	150 37%	302 29%	48 24%	125 31%	750 30%	657 33%	146 32%	67 16%	77 38%	115 20%	457 31%	296 37%	447 48%	340 41%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q2.To what extent do you agree or disagree with the following statements? - I don't believe I will ever be able to afford to buy a home  
All renters

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	862	361	480	136	299	256	171	329	127	47	503	359	499	119	296	67	150	706	-	463	396	57	225	372	209	216	254
Weighted base	875	402	452	133	305	255	181	347	117	46	509	365	524	132	299	52	115	753	-	458	413	54	229	377	214	215	256
Strongly agree	397 45%	165 41%	220 49%	35 27%	118 39% D	143 56% DE	102 56% DE	137 40%	48 41% *	16 36% *	202 40%	195 54% HIK	228 44%	55 42% *	145 48%	25 48% *	34 30% *	361 48% Q	- -	184 40%	211 51% T	14 26%	129 56% XY	163 43%	86 40%	65 30%	124 48% Z
Tend to agree	200 23%	107 27% C	90 20%	31 23%	80 26% G	60 24%	29 16%	89 26% L	31 26% *	17 37% L*	136 27% L	64 18%	121 23%	28 21% *	69 23%	10 20% *	29 25% *	172 23%	- -	109 24%	91 22%	11 20%	35 15%	91 24% W	53 25% W	64 30%	58 23%
Neither agree nor disagree	123 14%	66 17%	56 12%	26 19% G	52 17% G	28 11%	17 9%	64 19% L	17 14% *	6 12% *	87 17% L	37 10%	85 16% O	19 14% *	29 10%	9 17% *	26 23% R*	95 13%	- -	75 16%	49 12%	15 29%	28 12%	50 13%	40 19%	42 20%	36 14%
Tend to disagree	74 8%	24 6%	46 10%	28 21% EFG	29 10% F	9 4%	8 4%	33 9%	12 10% *	2 5% *	47 9%	27 7%	45 9%	17 13% *	26 9%	4 7% *	13 11% *	60 8%	- -	55 12% U	19 5%	5 9%	12 5%	37 10%	20 9%	25 12%	20 8%
Strongly disagree	44 5%	23 6%	19 4%	8 6%	18 6%	11 4%	6 3%	22 6%	6 5% *	3 7% *	31 6%	13 3%	31 6%	8 6% *	10 3%	3 6% *	11 10% R*	32 4%	- -	24 5%	20 5%	7 13%	9 4%	21 6%	11 5%	15 7%	16 6%
Don't know / Not applicable	36 4%	16 4%	20 4%	6 4%	8 3%	4 1%	19 10% EF	2 1%	3 3% *	1 3% *	7 1%	29 8% HK	14 3%	5 4% *	21 7% M	1 2% *	2 2% *	33 4%	- -	12 3%	24 6% T	1 2%	17 7% Y	15 4%	3 2%	4 2%	3 1%

Net: Agree	598 68%	272 68%	310 69%	66 50%	197 65% D	203 80% DE	131 72% D	226 65%	79 68% *	33 73% *	338 66%	260 71%	349 67%	83 63% *	214 72%	35 68% *	63 55% *	533 71% Q	- -	293 64%	301 73% T	25 46%	164 72%	254 67%	139 65%	129 60%	181 71% Z
Net: Disagree	118 13%	48 12%	66 15%	36 27% EFG	47 16% FG	20 8%	14 8%	54 16%	18 15% *	5 12% *	78 15%	40 11%	75 14%	25 19% *	35 12%	7 13% *	24 21% R*	92 12%	- -	79 17% U	39 9%	12 23%	21 9%	58 15%	31 15%	39 18%	36 14%
Net Diff	480 55%	224 56%	244 54%	30 23%	150 49%	183 72%	117 65%	171 49%	61 52%	28 61%	260 51%	220 60%	273 52%	58 44%	178 60%	28 54%	39 34%	440 58%	- -	215 47%	262 64%	13 24%	143 62%	196 52%	108 50%	90 42%	145 57%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

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PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q2.To what extent do you agree or disagree with the following statements? - Given the choice I would rather own a property than rent one  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Strongly agree	1784 60%	816 56%	943 64% B	240 49%	464 56% D	507 64% DE	573 66% DE	786 62%	269 62%	100 54%	1155 61%	629 58%	1041 59% N	221 54%	636 62% N	107 54%	239 59%	1531 60%	1322 67% TU	250 54% U	138 34%	116 57%	307 54%	907 61% W	498 62% W	539 58%	540 65% Z
Tend to agree	616 21%	320 22%	279 19%	121 25% FG	207 25% FG	141 18%	147 17%	292 23% L	80 18%	44 24%	416 22% IL	201 18%	355 20%	97 24%	222 22%	39 20%	84 21%	524 21%	384 20%	121 26% S	88 21%	41 20%	99 18%	311 21%	175 22%	245 26% a	149 18%
Neither agree nor disagree	283 9%	164 11% C	112 8%	64 13% G	77 9%	77 10%	65 7%	102 8%	45 10%	18 10%	166 9%	117 11%	192 11% O	55 14% OP	78 8%	13 7%	52 13% R	228 9%	124 6%	43 9% S	93 22% ST	21 10%	71 13% XY	130 9%	69 9%	79 8%	74 9%
Tend to disagree	116 4%	58 4%	55 4%	36 7% EFG	27 3%	23 3%	30 3%	39 3%	15 3%	12 7% HK	67 4%	49 5%	63 4%	15 4%	37 4%	16 8% MNO	11 3%	103 4%	48 2%	21 4% S	38 9% ST	13 7%	35 6% XY	54 4%	19 2%	32 3%	28 3%
Strongly disagree	85 3%	45 3%	40 3%	14 3%	19 2%	23 3%	29 3%	26 2%	11 3%	5 3%	42 2% HK	43 4% HK	52 3%	9 2%	19 2%	14 7% MNO	10 3%	74 3%	39 2%	12 3%	31 7% ST	7 4%	22 4%	39 3%	17 2%	21 2%	16 2%
Don't know / Not applicable	100 3%	51 4%	46 3%	16 3%	31 4%	24 3%	29 3%	28 2%	17 4%	6 3%	51 3%	49 5% HK	60 3%	13 3%	33 3%	7 4%	11 3%	81 3%	49 2%	12 3%	26 6% ST	5 2%	29 5% Y	47 3%	21 3%	18 2%	27 3%

Net: Agree	2400 80%	1135 78%	1222 83% B	361 74%	671 81% D	648 81% D	720 82% D	1079 85% IUKL	349 80%	143 77%	1571 83% L	830 76%	1396 79%	318 78%	858 84% MNP	146 74%	323 79%	2055 81%	1706 87% TU	371 81% U	226 55%	157 77%	406 72%	1217 82% w	674 84% w	785 84%	689 83%
Net: Disagree	201 7%	104 7%	95 6%	49 10% EF	46 6%	47 6%	59 7%	65 5%	26 6%	17 9% HK	108 6%	93 9% HK	115 7%	24 6%	56 5%	30 15% MNO	21 5%	177 7%	86 4%	33 7% S	68 17% ST	21 10%	57 10% XY	93 6%	37 5%	53 6%	44 5%
Net Diff	2199 74%	1031 71%	1127 76%	312 64%	625 76%	602 76%	661 76%	1014 80%	323 74%	126 68%	1462 77%	737 68%	1281 73%	294 72%	802 78%	116 59%	302 74%	1878 74%	1619 82%	338 74%	158 38%	136 67%	349 62%	1125 76%	637 80%	731 78%	646 77%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q2.To what extent do you agree or disagree with the following statements? - Given the choice I would prefer to rent from a social landlord (such as a Housing Association or local council) than from a private landlord (e.g. a company or individual)

All renters

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	862	361	480	136	299	256	171	329	127	47	503	359	499	119	296	67	150	706	-	463	396	57	225	372	209	216	254
Weighted base	875	402	452	133	305	255	181	347	117	46	509	365	524	132	299	52	115	753	-	458	413	54	229	377	214	215	256
Strongly agree	284 32%	126 31%	152 34%	20 15%	66 22%	99 39% DE	99 55% DEF	93 27%	34 29% *	10 21% *	137 27%	147 40% HK	171 33%	58 44% M*	98 33%	15 29% *	43 37% *	240 32%	- *	80 17%	204 49% T	15 27%	100 44% XY	108 29%	62 29%	48 22%	74 29%
Tend to agree	208 24%	100 25%	100 22%	36 27%	77 25%	63 25%	32 18%	86 25%	29 25% *	15 33% *	130 26%	78 21%	128 25%	28 21% *	67 22%	12 24% *	33 28% *	173 23%	- *	94 21%	111 27%	20 37%	44 19%	92 24%	56 26%	52 24%	67 26%
Neither agree nor disagree	193 22%	95 24%	95 21%	37 28%	72 24%	51 20%	33 18%	91 26%	23 20% *	10 21% *	123 24%	70 19%	121 23%	30 22% *	65 22%	7 13% *	27 23% *	166 22%	- *	136 30% U	56 14%	15 27%	45 19%	94 25%	43 20%	56 26%	61 24%
Tend to disagree	89 10%	39 10%	45 10%	20 15% FG	44 14% FG	16 6%	9 5%	35 10%	16 13% *	4 9% *	55 11%	34 9%	61 12% O	12 9% *	17 6%	11 12% O*	5 5% *	84 11% Q	- *	67 15% U	21 5%	2 3%	19 8%	38 10%	24 11%	23 10%	28 11%
Strongly disagree	67 8%	33 8%	34 8%	9 7%	35 12% G	17 7%	5 3%	30 9%	9 8% *	6 13% *	45 9%	22 6%	25 5%	2 1% *	37 12% MN	5 10% N*	6 5% *	59 8%	- *	60 13% U	7 2%	3 5%	12 5%	29 8%	21 10%	26 12%	17 6%
Don't know / Not applicable	34 4%	9 2%	25 6% B	11 8% G	11 4%	10 4%	2 1%	12 4%	7 6% *	1 2% *	20 4%	14 4%	17 3%	3 2% *	15 5%	1 3% *	3 3% *	31 4%	- *	21 5%	13 3%	- *	9 4%	16 4%	7 3%	9 4%	9 4%

Net: Agree	492 56%	226 56%	252 56%	56 42%	143 47%	162 63% DE	131 72% DE	179 52%	63 54% *	25 55% *	267 52%	225 62% HK	299 57%	86 65% *	165 55%	28 53% *	76 65% *	413 55%	- *	174 38%	316 76% T	35 65%	145 63% X	201 53%	118 55%	101 47%	141 55%
Net: Disagree	156 18%	72 18%	80 18%	29 22% FG	79 26% FG	32 13%	14 8%	65 19%	25 21% *	10 23% *	100 20%	56 15%	86 16%	14 11% *	54 18%	16 31% MNO*	10 9% *	143 19% Q	- *	128 28% U	28 7%	4 8%	31 14%	67 18%	46 21%	49 23%	45 18%
Net Diff	336 38%	154 38%	173 38%	27 20%	63 21%	129 51%	116 64%	114 33%	38 33%	15 32%	167 33%	169 46%	213 41%	72 54%	111 37%	11 22%	65 56%	270 36%	- *	46 10%	288 70%	30 57%	114 50%	134 35%	72 34%	52 24%	96 37%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q2.To what extent do you agree or disagree with the following statements? - My experience during the COVID-19 pandemic has made owning my own home more important to me than it was before

All renters

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	862	361	480	136	299	256	171	329	127	47	503	359	499	119	296	67	150	706	-	463	396	57	225	372	209	216	254
Weighted base	875	402	452	133	305	255	181	347	117	46	509	365	524	132	299	52	115	753	-	458	413	54	229	377	214	215	256
Strongly agree	146 17%	62 15%	79 18%	28 21% G	66 22% G	40 16% G	11 6%	86 25% L	20 17% L*	7 15% *	113 22% L	33 9%	90 17%	28 21% *	46 15%	10 19% *	32 28% R*	114 15%	- -	88 19%	58 14%	23 43%	22 10%	54 14%	56 26% WX	58 27%	47 19%
Tend to agree	140 16%	66 16%	71 16%	40 30% FG	66 21% FG	25 10%	10 5%	78 22% L	17 15% *	5 11% *	100 20% L	40 11%	94 18%	31 23% O*	41 14%	5 10% *	26 22% *	112 15%	- -	105 23% U	34 8%	9 17%	25 11%	71 19% W	35 17%	51 24%	46 18%
Neither agree nor disagree	280 32%	123 31%	146 32%	40 30%	87 29%	96 38% E	56 31%	101 29%	44 38% *	21 46% H*	165 32%	114 31%	162 31%	36 27% *	104 35%	14 26% *	32 28% *	247 33%	- -	154 34%	126 30%	11 20%	71 31%	122 32%	71 33%	65 30%	84 33%
Tend to disagree	97 11%	46 11%	50 11%	11 8%	31 10%	30 12%	25 14%	32 9%	13 12% *	7 16% *	53 10%	44 12%	58 11%	16 12% *	31 10%	8 16% *	8 7% *	89 12%	- -	48 10%	50 12%	2 4%	27 12%	47 12%	18 8%	21 10%	30 12%
Strongly disagree	106 12%	60 15%	45 10%	3 2%	29 9% D	31 12% D	43 24% DEF	29 8%	7 6% *	5 11% *	41 8%	66 18% HIK	55 10% N	3 2% *	42 14% N	9 17% N*	9 8% *	96 13%	- -	21 5%	83 20% T	4 8%	49 22% XY	31 8%	23 11%	16 7%	23 9%
Don't know / Not applicable	105 12%	44 11%	60 13%	11 8%	27 9%	32 12%	35 20% DE	22 6%	14 12% K*	1 2% *	38 7%	68 19% HIK	64 12%	19 14% *	36 12%	6 11% *	9 8% *	96 13%	- -	43 9%	63 15% T	5 9%	34 15% Y	53 14% Y	11 5%	4 2%	26 10% Z
Net: Agree	286 33%	128 32%	151 33%	68 51% FG	132 43% FG	65 26% G	21 12%	163 47% IUKL	38 32% L*	12 26% *	213 42% IUL	73 20%	185 35%	59 44% MO*	86 29%	15 29% *	58 50% R*	225 30%	- -	193 42% U	92 22%	32 59%	48 21%	125 33% W	92 43% WX	109 51% a	93 36%
Net: Disagree	204 23%	107 26%	95 21%	14 11%	59 19% D	61 24% D	69 38% DEF	61 18%	21 18% *	12 27% *	94 18%	110 30% HIK	113 22% N	18 14% *	73 24% N	18 34% N*	17 15% *	186 25% Q	- -	69 15%	133 32% T	6 11%	77 33% XY	78 21%	40 19%	36 17%	53 21%
Net Diff	82 9%	22 5%	55 12%	54 40%	72 24%	4 2%	-48 -26%	102 29%	17 14%	-1 -1%	118 23%	-36 -10%	71 14%	40 31%	13 4%	-2 -5%	41 35%	39 5%	- -	124 27%	-40 -10%	26 48%	-29 -13%	47 12%	51 24%	72 34%	41 16%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)



20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q2.To what extent do you agree or disagree with the following statements? - There is a housing crisis in my local area  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Strongly agree	434 15%	231 16% C	188 13%	80 16% G	141 17% G	123 15% G	90 10%	213 17% UK	52 12%	17 9%	282 15% J	152 14%	275 16%	79 19% MOP	136 13%	24 12%	67 16%	363 14%	218 11%	100 22% S	93 23% S	41 20%	83 15%	186 12%	139 17% X	162 17% a	103 12%
Tend to agree	729 24%	336 23%	381 26%	116 24%	211 26%	185 23%	217 25%	313 25%	92 21%	63 34% HIKL	468 25%	261 24%	457 26% O	119 29% O	219 21%	53 27%	97 24%	626 25%	431 22%	126 27% S	136 33% S	46 23%	136 24%	381 26% Y	169 21%	247 26%	193 23%
Neither agree nor disagree	744 25%	378 26%	352 24%	135 28%	196 24%	198 25%	214 25%	328 26% J	117 27% J	32 17%	477 25% J	267 25%	429 24%	88 22%	270 26%	45 23%	114 28%	623 25%	504 26%	109 24%	93 22%	57 28%	127 22%	382 26%	207 26%	228 24%	215 26%
Tend to disagree	465 16%	235 16%	225 15%	87 18%	130 16%	109 14%	138 16%	200 16%	84 19% L	41 22% HL	325 17% HL	140 13%	246 14%	54 13%	182 18% M	36 18%	51 12%	407 16%	376 19% TU	47 10%	30 7%	32 16%	92 16%	214 14%	142 18%	151 16%	154 18%
Strongly disagree	187 6%	88 6%	97 7%	17 4%	47 6%	50 6%	72 8% D	82 6%	24 5%	10 5%	115 6%	71 7%	91 5%	17 4%	84 8% MN	11 6%	20 5%	165 7%	147 7% TU	20 4%	13 3%	7 3%	26 5%	100 7%	55 7%	57 6%	54 6%
Don't know / Not applicable	427 14%	186 13%	233 16% B	54 11%	100 12%	129 16% DE	142 16% DE	139 11%	68 15% HK	22 12%	229 12%	198 18% HK	265 15%	51 12%	135 13%	27 14%	57 14%	356 14%	288 15%	57 12%	49 12%	21 10%	100 18% Y	225 15% Y	88 11%	90 10%	115 14% Z

Net: Agree	1163 39%	567 39%	569 39%	196 40%	352 43% G	308 39%	307 35%	527 41% I	144 33%	79 43% I	750 40% I	413 38%	732 42% O	199 49% MO	354 35%	77 39%	164 40%	989 39%	650 33%	226 49% S	229 56% S	86 43%	219 39%	567 38%	308 39%	409 44% a	295 35%
Net: Disagree	651 22%	323 22%	321 22%	105 21%	177 21%	160 20%	210 24%	281 22%	108 25% L	51 28% L	440 23% L	211 19%	337 19%	71 17%	267 26% MN	47 24%	71 17%	572 23% Q	523 27% TU	67 15%	42 10%	39 19%	119 21%	314 21%	197 25%	208 22%	208 25%
Net Diff	512 17%	244 17%	247 17%	91 19%	175 21%	149 19%	96 11%	246 19%	36 8%	28 15%	310 16%	202 19%	394 22%	128 31%	87 9%	30 15%	93 23%	417 16%	127 6%	160 35%	187 45%	47 23%	101 18%	253 17%	112 14%	201 21%	87 10%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q2.To what extent do you agree or disagree with the following statements? - There is a housing crisis in Britain/the United Kingdom  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Strongly agree	847 28%	417 29%	405 27%	143 29%	251 30%	214 27%	239 27%	365 29% IK	99 23%	47 25%	511 27% I	337 31% IK	530 30% O	132 32% O	262 26%	55 28%	122 30%	718 28%	462 24%	171 37% S	170 41% S	59 29%	174 31%	409 27%	220 27%	276 29% a	205 25%
Tend to agree	1048 35%	474 33%	558 38% B	177 36%	268 32%	260 33%	344 39% EF	429 34%	172 39% H	75 40%	675 36% H	373 34%	606 34%	137 33%	367 36%	75 38%	120 30%	915 36% Q	721 37%	153 33%	140 34%	60 30%	195 35%	557 37% Y	257 32%	316 34%	312 37%
Neither agree nor disagree	540 18%	274 19%	257 17%	92 19%	150 18%	151 19%	147 17%	233 18%	88 20%	30 16%	351 19%	189 17%	303 17%	76 18%	199 19%	38 19%	88 22%	446 18%	383 19% U	71 15%	53 13%	37 18%	92 16%	251 17%	171 21% WX	175 19%	148 18%
Tend to disagree	209 7%	128 9% C	80 5%	32 6%	75 9% G	54 7%	48 5%	113 9% L	27 6%	12 6%	151 8% L	57 5%	124 7%	32 8%	75 7%	10 5%	29 7%	179 7%	170 9% TU	18 4%	13 3%	32 16%	37 7%	98 7%	64 8%	91 10% a	54 6%
Strongly disagree	95 3%	57 4%	37 3%	9 2%	21 3%	29 4%	37 4% D	42 3%	11 3%	9 5%	63 3%	33 3%	52 3%	15 4%	40 4%	3 2%	18 4%	77 3%	71 4%	7 2%	12 3%	5 2%	15 3%	49 3%	25 3%	28 3%	30 4%
Don't know / Not applicable	245 8%	104 7%	139 9%	38 8%	61 7%	88 11% EG	59 7%	92 7%	40 9%	13 7%	145 8%	101 9%	148 8% N	19 5%	82 8%	15 8%	30 7%	205 8%	159 8%	38 8%	26 6%	9 5%	50 9%	124 8%	63 8%	49 5%	85 10% Z

Net: Agree	1895 63%	891 61%	963 65%	320 65%	518 63%	473 59%	583 67% F	794 62%	271 62%	121 65%	1186 67% F	710 65%	1136 64%	269 66%	629 61%	130 66%	242 60%	1633 64%	1183 60%	325 71% S	309 75% S	119 59%	370 65%	966 65% Y	477 60%	592 63%	517 62%
Net: Disagree	304 10%	185 13% C	117 8%	40 8%	96 12%	83 10%	84 10%	155 12% L	38 9%	21 11%	214 11% L	90 8%	175 10%	47 11%	115 11%	13 7%	46 11%	255 10%	240 12% TU	25 5%	25 6%	37 18%	52 9%	147 10%	89 11%	119 13%	84 10%
Net Diff	1592 53%	706 49%	846 57%	280 57%	422 51%	390 49%	499 57%	638 50%	233 53%	100 54%	972 51%	620 57%	961 55%	222 54%	514 50%	117 59%	196 48%	1378 54%	943 48%	300 65%	285 69%	82 40%	317 56%	819 55%	388 48%	472 51%	434 52%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q3. Overall, has Covid-19 made it more or less likely you will be able to buy your own home in the future, or will it make no difference?  
All renters

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	862	361	480	136	299	256	171	329	127	47	503	359	499	119	296	67	150	706	-	463	396	57	225	372	209	216	254
Weighted base	875	402	452	133	305	255	181	347	117	46	509	365	524	132	299	52	115	753	-	458	413	54	229	377	214	215	256
Much more likely	33 4%	14 3%	18 4%	8 6% G	17 5% G	8 3% G	- -	17 5%	6 5%	* *	23 4%	10 3%	22 4%	4 3%	11 4%	* 1% *	11 10% R*	22 3%	- -	26 6% U	7 2%	3 6%	4 2%	7 2%	19 9% WX	14 7%	8 3%
A little more likely	58 7%	30 8%	27 6%	16 12% FG	32 10% FG	5 2%	6 3%	40 12% L	6 5%	1 3% *	48 9% L	11 3%	41 8%	14 10% *	13 4%	4 7% *	14 12% R*	43 6%	- -	35 8%	24 6%	10 19%	6 3%	24 6%	27 12% WX	26 12%	17 7%
No difference	460 53%	232 58% C	218 48%	55 41%	158 52%	136 53% D	111 61% D	183 53%	51 44% *	21 46% *	255 50%	204 56% I	272 52%	62 47% *	168 56% P	20 38% *	45 39% *	413 55% Q	- -	232 51%	224 54%	15 28%	144 63% Y	206 55% Y	86 40%	101 47%	132 52%
A little less likely	87 10%	38 10%	47 10%	27 20% EFG	27 9%	25 10%	8 4%	42 12% L	13 11% *	7 16% *	63 12% L	24 7%	61 12%	21 16% O*	21 7%	5 10% *	23 20% R*	63 8%	- -	56 12%	31 8%	12 22%	12 5%	43 11% W	24 11%	35 16%	28 11%
Much less likely	122 14%	40 10%	77 17% B	14 11%	41 13%	47 18%	20 11%	41 12%	22 19% *	11 25% H*	75 15% H	47 13%	71 14%	14 11% *	39 13%	12 23% *	13 11% *	109 15%	- -	67 15%	55 13%	9 17%	24 10%	52 14%	36 17%	25 12%	46 18%
Don't know / Not applicable	114 13%	47 12%	65 14%	12 9%	31 10%	35 14%	36 20% DE	24 7%	18 16% HK*	4 10% *	46 9% H	68 19% HK	56 11%	16 12% *	47 16%	11 21% M*	9 8% *	103 14%	- -	43 9%	71 17% T	4 7%	39 17%	46 12%	22 10%	14 6%	27 10%

Net: More likely	91 10%	44 11%	45 10%	24 18% FG	48 16% FG	13 5%	6 3%	57 16% JL	12 10% *	2 4% *	71 14% L	21 6%	63 12%	18 14% *	24 8%	4 8% *	25 22% R*	65 9%	- -	61 13% U	31 7%	13 25%	10 4%	31 8%	45 21% WX	40 19% a	24 9%
Net: Less likely	209 24%	79 20%	124 27% B	41 31% G	68 22%	72 28% G	28 16%	84 24%	35 30% L*	19 41% HL*	138 27% L	72 20%	132 25%	36 27% *	59 20%	17 33% O*	36 31% *	172 23%	- -	123 27%	87 21%	21 39%	36 16%	95 25% W	60 28% W	60 28%	73 29%
Net Diff	-118 -13%	-34 -8%	-79 -17%	-17 -13%	-20 -7%	-58 -23%	-22 -12%	-27 -8%	-23 -20%	-17 -37%	-67 -13%	-51 -14%	-69 -13%	-18 -13%	-35 -12%	-13 -26%	-11 -9%	-107 -14%	- -	-62 -13%	-56 -14%	-8 -14%	-26 -11%	-64 -17%	-15 -7%	-20 -9%	-49 -19%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q4. People have different views about the property they live in. Please read the following pair of statements and then select the one which comes closest to your view

All adults aged 16-75 in the UK

		Gender			Generation				Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition				Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)		
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825		
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834		
Where I live now feels like home, and I want to stay here for the long term	1910 64%	938 64%	951 64%	263 54%	475 58%	506 64% DE	665 76% DEF	798 63%	292 67%	115 62%	1205 64%	705 65%	1078 61%	251 61%	693 68% M	138 70% M	245 60%	1649 65%	1376 70% TU	219 48%	247 60% T	110 54%	336 59%	984 66% W	515 64%	591 63%	533 64%		
Where I live now does not feel like home, and I want to move out soon	679 23%	308 21%	347 24%	164 33% FG	248 30% FG	167 21% G	100 11%	327 26% IL	89 20%	43 23%	459 24% IL	220 20%	435 25% O	108 26% O	204 20%	40 20%	103 25%	569 22%	370 19%	169 37% SU	104 25% S	76 38%	119 21%	302 20%	214 27% WX	256 27% a	183 22%		
No opinion	396 13%	208 14%	177 12%	64 13%	102 12%	122 15%	108 12%	150 12%	56 13%	27 15%	232 12%	164 15% H	250 14%	51 12%	128 12%	19 9%	58 14%	322 13%	219 11%	71 15% S	62 15%	16 8%	110 19% XY	201 14% Y	72 9%	89 10%	118 14% Z		

Net: Agree	1910 64%	938 64%	951 64%	263 54%	475 58%	506 64% DE	665 76% DEF	798 63%	292 67%	115 62%	1205 64%	705 65%	1078 61%	251 61%	693 68% M	138 70% M	245 60%	1649 65%	1376 70% TU	219 48%	247 60% T	110 54%	336 59%	984 66% w	515 64%	591 63%	533 64%
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q5. Which of the following, if any, describes why you are currently renting, instead of buying, a property?  
All renters

	Gender			Generation				Employment status					Urban/rural			Ethnic background			Tenure		Residential landlord	Household composition			Homeworking status Does not		
	Total (A)	Male (B)	Female (C)	Gen Z (D)	Millennial (E)	Gen X (F)	Baby Boomer (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	Urban net (M)	Urban London (N)	Suburban (O)	Rural (P)	Ethnic minorities (Q)	White (R)	Homeowner (S)	Private renter (T)	Social renter (U)	Is a landlord (V)	Living alone (W)	With other adults (X)	With family (Y)	Works at home (Z)	Does not work at home (a)
Unweighted base	862	361	480	136	299	256	171	329	127	47	503	359	499	119	296	67	150	706	-	463	396	57	225	372	209	216	254
Weighted base	875	402	452	133	305	255	181	347	117	46	509	365	524	132	299	52	115	753	-	458	413	54	229	377	214	215	256
I can't afford the deposit and other upfront costs to buy my own home (e.g. stamp duty)	358 41%	134 33%	213 47%	33 25%	128 42%	124 48%	73 40%	138 40%	53 46%	17 43%	209 41%	149 41%	215 41%	50 38%	120 40%	22 43%	45 39%	311 41%	-	190 41%	168 41%	11 21%	97 42%	160 42%	70 33%	82 38%	110 43%
I can't afford the mortgage and other associated costs (e.g. service charges, insurance, etc.)	303 35%	127 32%	166 37%	25 19%	103 34%	100 39%	75 41%	104 30%	35 30%	20 43%	159 31%	144 39%	170 32%	48 37%	115 38%	17 34%	32 27%	269 36%	-	139 30%	162 39%	14 26%	90 39%	129 34%	64 30%	61 29%	81 32%
I can't afford my own home in the area I want to live	255 29%	99 25%	144 32%	33 24%	77 25%	87 34%	58 32%	93 27%	32 27%	13 28%	137 27%	118 32%	155 30%	50 38%	86 29%	14 26%	32 28%	220 29%	-	139 30%	115 28%	13 23%	78 34%	107 28%	53 25%	60 28%	67 26%
I can't afford/don't have to worry about maintenance of the property and its contents (e.g. repairing fixtures and fittings)	227 26%	83 21%	135 30%	29 22%	67 22%	68 26%	64 35%	76 22%	22 19%	13 29%	112 22%	116 32%	124 24%	29 22%	87 29%	15 30%	19 17%	207 27%	-	95 21%	130 31%	6 12%	76 33%	95 25%	39 18%	45 21%	58 23%
Saving money (to buy, for a deposit, for a mortgage)	160 18%	66 16%	88 20%	30 22%	91 30%	101 11%	27 7%	12 9%	22 19%	7 16%	125 24%	35 10%	102 20%	26 20%	51 17%	6 12%	23 20%	134 18%	-	114 25%	47 11%	12 22%	30 13%	78 21%	47 22%	57 30%	57 22%
I can only afford to live in a location I want to, by rentine	124 14%	53 13%	66 15%	16 12%	53 17%	32 12%	23 13%	51 15%	17 14%	8 18%	76 15%	48 13%	71 14%	25 19%	41 14%	12 23%	15 13%	106 14%	-	76 17%	48 12%	9 17%	34 15%	50 13%	31 14%	41 19%	32 12%
I don't want to commit to buying a home	111 13%	53 13%	58 13%	12 9%	31 10%	27 11%	42 23%	38 11%	11 9%	8 17%	57 11%	55 15%	63 12%	16 12%	39 13%	9 18%	8 7%	102 14%	-	38 8%	73 18%	4 8%	35 15%	54 14%	18 9%	23 11%	27 11%
I wouldn't know where to start with buying a property	108 12%	45 11%	61 14%	25 19%	48 16%	25 10%	10 5%	51 13%	15 10%	5 14%	71 10%	38 14%	76 19%	19 14%	27 9%	6 12%	13 11%	96 13%	-	60 13%	49 12%	9 17%	20 9%	50 13%	26 12%	25 12%	38 15%
I only need/want to live here temporarily	77 9%	29 7%	43 9%	31 24%	24 8%	13 5%	10 5%	27 8%	10 9%	1 3%	38 7%	39 11%	48 9%	7 5%	28 9%	2 3%	13 11%	64 9%	-	52 11%	26 6%	4 8%	22 9%	44 12%	9 4%	23 11%	14 6%
I like the flexibility of being able to move when I want to	80 9%	40 10%	39 9%	10 8%	35 12%	20 8%	14 8%	37 11%	9 8%	7 14%	52 10%	28 8%	52 10%	17 13%	23 8%	5 10%	12 10%	67 9%	-	48 10%	32 8%	8 14%	16 7%	34 9%	29 14%	23 11%	28 11%
I can afford to live in a better location by renting	59 7%	27 7%	30 7%	11 9%	18 6%	19 7%	11 6%	24 7%	7 6%	4 8%	34 7%	25 7%	47 9%	20 15%	10 3%	3 5%	16 14%	42 6%	-	40 9%	19 5%	3 6%	15 6%	29 8%	12 5%	17 8%	16 6%
I can afford a better-quality property by rentine	59 7%	28 7%	28 6%	11 8%	30 10%	12 5%	6 3%	28 8%	5 4%	7 15%	40 8%	19 5%	36 7%	13 10%	19 6%	4 7%	7 6%	51 7%	-	33 7%	26 6%	3 6%	9 4%	29 8%	18 9%	24 11%	12 5%
I like to live in different areas	40 5%	17 4%	21 5%	7 5%	19 6%	9 3%	6 3%	22 6%	5 4%	3 6%	30 6%	10 3%	26 5%	12 9%	13 4%	1 1%	6 5%	34 5%	-	27 6%	11 3%	5 9%	7 3%	18 5%	13 6%	18 8%	12 5%
I can afford a bigger property by rentine	42 5%	20 5%	20 5%	6 5%	16 5%	14 5%	5 3%	17 5%	8 7%	3 7%	29 6%	13 4%	27 5%	12 9%	9 3%	5 9%	10 9%	32 4%	-	22 5%	17 4%	2 4%	6 3%	14 4%	18 9%	17 8%	10 4%
I don't have the time to think about buying a property	46 5%	29 7%	17 4%	17 13%	26 8%	1 1%	1 7%	25 7%	11 9%	2 5%	38 7%	7 2%	26 5%	12 9%	17 6%	3 5%	3 2%	43 6%	-	27 6%	18 4%	5 10%	5 2%	34 9%	6 3%	24 11%	11 4%
Looking to buy / I am currently buying a property	30 3%	11 3%	17 4%	2 1%	20 13%	6 2%	2 1%	19 6%	4 3%	2 4%	25 5%	5 1%	17 3%	4 3%	10 6%	3 3%	4 3%	26 4%	-	26 6%	4 1%	2 2%	5 4%	14 4%	10 4%	15 7%	8 3%
Another reason	85 10%	45 11%	39 9%	7 5%	6 6%	32 12%	27 15%	27 8%	11 9%	3 6%	40 8%	45 12%	45 9%	14 10%	36 12%	4 9%	10 9%	74 10%	-	42 9%	44 11%	2 3%	29 13%	37 10%	18 8%	12 6%	25 10%
Don't know	46 5%	29 7%	15 3%	10 8%	13 4%	13 5%	9 5%	12 3%	10 9%	2 5%	24 5%	21 6%	25 5%	4 3%	16 5%	5 7%	8 5%	36 5%	-	19 4%	27 6%	2 3%	12 5%	23 6%	9 4%	5 2%	11 4%

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Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a Minimum Base: 30 (\*\*) Small Base: 100 (\*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a Minimum Base: 30 (\*\*) Small Base: 100 (\*)

Q6. To what extent do you agree or disagree with the following statements? - Older people in homes that are larger than they need should be required to sell their properties so others who need them more can buy them  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Strongly agree	138 5%	99 7% C	37 3%	56 11% EFG	51 6% FG	23 3% G	9 1%	88 7% IUKL	10 2%	4 2%	102 5% IL	36 3%	107 6% OP	28 7% OP	27 3%	4 2%	31 8% R	108 4%	99 5%	19 4%	14 3%	21 10%	10 2%	49 3%	72 9% WX	80 9% a	19 2%
Tend to agree	319 11%	162 11%	156 11%	108 22% EFG	118 14% FG	59 7% G	34 4%	161 13% L	49 11%	15 8%	225 12% L	94 9%	206 12% O	56 14% O	89 9%	25 13%	61 15% R	256 10%	200 10%	64 14% S	43 10%	34 17%	28 5%	140 9% W	122 15% WX	144 15% a	71 8%
Neither agree nor disagree	660 22%	338 23%	308 21%	133 27% FG	209 25% G	167 21%	151 17%	284 22%	99 23%	39 21%	422 22%	238 22%	388 22%	107 26%	234 23%	38 19%	114 28% R	539 21%	357 18%	120 26% S	121 29% S	52 25%	115 20%	322 22%	189 24%	211 23%	178 21%
Tend to disagree	658 22%	274 19%	369 25% B	99 20%	180 22%	187 23%	192 22%	255 20%	109 25%	42 23%	406 21%	253 23%	395 22%	75 18%	220 21%	43 22%	75 18%	578 23%	452 23%	91 20%	96 23%	33 16%	129 23%	345 23%	165 21%	189 20%	193 23%
Strongly disagree	1103 37%	526 36%	555 38%	74 15% D	234 28% D	327 41% DE	468 54% DEF	436 34%	163 37%	80 43% H	679 36% H	424 39% H	596 34%	129 31%	429 42% MN	79 40%	105 26%	983 39% Q	799 41% TU	150 33%	125 30%	58 28%	260 46% XY	569 38% Y	233 29%	295 31%	340 41% Z
Don't know / Not applicable	107 4%	54 4%	50 3%	22 4%	34 4%	32 4% G	19 2%	50 4% I	7 2%	5 3%	63 3% I	44 4% I	72 4%	14 3%	26 3%	8 4%	22 5% R	76 3%	58 3%	15 3%	14 3%	6 3%	22 4%	62 4%	19 2%	17 2%	34 4% Z

Net: Agree	457 15%	261 18% C	193 13%	163 33% EFG	168 20% FG	82 10% G	44 5%	249 20% IUKL	59 13%	19 10%	327 17% IUL	130 12%	313 18% O	84 21% O	116 11%	29 15%	92 23% R	364 14%	298 15%	83 18%	57 14%	55 27%	38 7%	190 13% W	194 24% WX	223 24% a	89 11%
Net: Disagree	1761 59%	800 55% B	924 63% B	173 35% D	414 50% D	514 65% DE	660 76% DEF	691 54% HK	272 62% HK	122 66% HK	1085 57% H	677 62% HK	990 56% N	204 50% MN	649 63% MN	121 62% N	179 44% Q	1562 61% Q	1251 64% TU	241 52%	221 53%	91 45%	389 69% XY	914 61% Y	398 50%	484 52%	532 64% Z
Net Diff	-1304 -44%	-539 -37%	-731 -50%	-10 -2%	-245 -30%	-432 -54%	-617 -71%	-442 -35%	-213 -49%	-103 -55%	-758 -40%	-546 -50%	-678 -38%	-120 -29%	-534 -52%	-93 -47%	-88 -22%	-1198 -47%	-953 -48%	-158 -34%	-164 -40%	-36 -18%	-350 -62%	-724 -49%	-204 -26%	-261 -28%	-443 -53%

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Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q6. To what extent do you agree or disagree with the following statements? - My experience of the COVID-19 pandemic means I feel closer to my local community now than I did before  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Strongly agree	195 7%	109 8%	82 6%	67 14% EFG	65 8% FG	41 5% G	22 2% H	114 9% IKL	20 5%	11 6%	145 8% IL	49 5%	124 7%	49 12% MOP	59 6%	12 6%	34 8%	159 6%	140 7% U	27 6%	16 4%	32 16%	18 3%	71 5%	87 11% WX	111 12% a	31 4%
Tend to agree	691 23%	338 23%	343 23%	124 25%	211 26%	171 22%	185 21%	309 24%	105 24%	49 26%	463 24%	228 21%	416 24% P	103 25% P	243 24% P	32 16%	115 28% R	572 23%	474 24%	99 21%	85 21%	59 29%	107 19%	319 21%	227 28% WX	279 30% a	170 20%
Neither agree nor disagree	1133 38%	520 36%	591 40% B	154 31%	244 30%	309 39% DE	426 49% DEF	450 35%	184 42% HIK	59 32%	692 37%	441 41% HU	667 38%	136 33%	385 38%	81 41%	149 37%	971 38%	747 38%	178 39%	158 38%	66 32%	221 39% Y	610 41% Y	256 32%	294 31%	334 40% Z
Tend to disagree	549 18%	254 17%	287 19%	87 18%	177 21% G	150 19%	134 15%	222 17%	86 20%	38 20%	345 18%	203 19%	307 17%	60 15%	201 20%	41 21%	51 12%	491 19% Q	362 18%	91 20%	78 19%	29 14%	113 20%	276 19%	139 17%	156 17%	165 20%
Strongly disagree	339 11%	193 13% C	137 9%	42 8%	95 11%	105 13% D	97 11% D	144 11% I	31 7%	28 15% I	202 11% I	136 13% I	196 11%	53 13%	117 11%	25 13%	46 11%	289 11%	203 10%	51 11%	67 16% S	12 6%	89 16% XY	169 11%	73 9%	86 9%	104 12%
Don't know / Not applicable	79 3%	39 3%	37 2%	17 3% G	33 4% G	19 2%	10 1%	35 3%	11 3%	1 1%	48 3%	32 3%	52 3%	8 2%	21 2%	6 3%	12 3%	59 2%	38 2%	13 3%	9 2%	5 2%	18 3%	43 3%	18 2%	9 1%	30 4% Z

Net: Agree	885 30%	448 31%	425 29%	190 39% FG	276 33% FG	212 27%	206 24%	424 33% L	125 29%	60 32%	609 32% L	277 25%	540 31% P	152 37% MOP	301 29%	44 22%	149 37% R	731 29%	614 31% U	126 27%	101 24%	92 45%	125 22%	390 26%	314 39% WX	390 42% a	201 24%
Net: Disagree	887 30%	447 31%	423 29%	129 26%	272 33% DG	256 32% G	231 26%	366 29%	117 27%	65 35%	548 29%	339 31%	503 29%	113 28%	318 31%	66 34%	97 24%	780 31% Q	565 29%	142 31%	145 35% S	41 20%	202 36% XY	445 30%	212 26%	243 26%	268 32% Z
Net Diff	-2 *	1 *	2 *	61 13%	4 1%	-43 -5%	-25 -3%	58 5%	8 2%	-5 -3%	61 3%	-63 -6%	37 2%	38 9%	-17 -2%	-22 -11%	52 13%	-48 -2%	49 2%	-17 -4%	-44 -11%	51 25%	-77 -14%	-55 -4%	102 13%	147 16%	-67 -8%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q6. To what extent do you agree or disagree with the following statements? - I would like to live in a household with multiple generations of my family (e.g. children, parents and grandparents living together at the same address)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord		Household composition			Homeworking status	
	Total (A)	Male (B)	Female (C)	Gen Z (D)	Millennial (E)	Gen X (F)	Baby Boomer (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	Urban net (M)	Urban London (N)	Suburban (O)	Rural (P)	Ethnic minorities (Q)	White (R)	Homeowner (S)	Private renter (T)	Social renter (U)	Is a landlord (V)	Living alone (W)	With other adults (X)	With family (Y)	Works at home (Z)	Does not work at home (a)	
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825	
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834	
Strongly agree	211 7%	126 9% C	81 5%	66 14% EFG	69 8% G	48 6% G	27 3%	127 10% IUKL	24 6%	7 4%	158 8% IUL	53 5%	149 8% O	59 15% MOP	49 5%	12 6%	68 17% R	140 6%	147 7%	25 5%	25 6%	45 22%	15 3%	79 5% W	98 12% WX	104 11% a	45 5%	
Tend to agree	401 13%	224 15% C	173 12%	96 20% FG	127 15% G	94 12%	85 10%	207 16% IL	44 10%	37 20% IL	288 15% IL	113 10%	267 15% O	85 21% MOP	114 11%	20 10%	93 23% R	306 12%	272 14%	65 14%	43 10%	37 18%	45 8%	187 13% W	149 19% WX	174 19% a	100 12%	
Neither agree nor disagree	697 23%	338 23%	350 24%	115 24%	187 23%	183 23%	213 24%	266 21%	111 25%	47 25%	424 22%	273 25% H	409 23%	97 24%	246 24%	43 22%	99 24%	589 23%	453 23%	97 21%	104 25%	45 22%	116 21%	381 26% WY	169 21%	201 22%	185 22%	
Tend to disagree	728 24%	312 21%	400 27% B	116 24%	202 24%	189 24%	222 25%	298 23%	127 29% HIK	37 20%	462 24%	266 24%	393 22%	81 20%	279 27% MN	56 28% N	59 15%	664 26% Q	477 24%	122 27%	103 25%	39 19%	134 24%	363 24%	199 25%	196 21%	225 27% z	
Strongly disagree	837 28%	397 27%	422 29%	78 16%	213 26% D	245 31% DE	300 34% DE	330 26%	116 27%	56 30%	501 26%	336 31% HK	466 26% N	73 18%	313 30% MN	59 30% N	69 17%	756 30% Q	552 28%	138 30%	120 29%	30 15%	220 39% XY	421 28% Y	167 21%	241 26%	244 29%	
Don't know / Not applicable	111 4%	58 4%	48 3%	19 4%	28 3%	36 5%	27 3%	47 4%	14 3%	2 1%	63 3%	48 4% J	79 4% O	15 4%	26 2%	7 3%	17 4%	86 3%	64 3%	11 2%	18 4%	7 3%	35 6% XY	57 4%	19 2%	19 2%	34 4% z	

Net: Agree	612 20%	349 24% C	254 17%	162 33% EFG	195 24% FG	142 18% G	112 13%	333 26% IKL	68 16%	44 24% IL	446 24% IL	166 15%	416 24% OP	144 35% MOP	163 16%	33 17%	161 40% R	447 18%	419 21%	90 20%	68 17%	82 40%	60 11%	267 18% W	247 31% WX	278 30% a	145 17%
Net: Disagree	1565 52%	709 49%	822 56% B	194 40%	415 50% D	435 55% D	522 60% DE	628 49%	243 56% HK	93 50%	964 51%	602 55% HK	859 49% N	154 38%	592 58% MN	114 58% MN	129 32%	1419 56% Q	1029 52%	260 57%	223 54%	69 34%	353 63% XY	784 53% Y	366 46%	437 47%	469 56% z
Net Diff	-953 -32%	-359 -25%	-568 -39%	-32 -6%	-219 -27%	-293 -37%	-410 -47%	-295 -23%	-174 -40%	-49 -26%	-518 -27%	-435 -40%	-443 -25%	-10 -2%	-429 -42%	-81 -41%	32 8%	-973 -38%	-610 -31%	-171 -37%	-155 -37%	13 6%	-294 -52%	-517 -35%	-120 -15%	-159 -17%	-324 -39%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)



20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q7: 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?  
All adults aged 16-75 in the UK

	Gender			Generation				Employment status					Urban/rural				Ethnic background				Residential landlord		Household composition			Homeworking status	
	Total (A)	Male (B)	Female (C)	Gen Z (D)	Millennial (E)	Gen X (F)	Baby Boomer (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	Urban net (M)	Urban London (N)	Suburban (O)	Rural (P)	Ethnic minorities (Q)	White (R)	Homeowner (S)	Private renter (T)	Social renter (U)	Is a landlord (V)	Living alone (W)	With other adults (X)	With family (Y)	Works at home (Z)	Does not work at home (a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
A private garden	1592	668	901	152	404	461	576	630	255	92	978	614	903	202	576	113	176	1405	1106	212	220	78	258	839	434	429	478
	53%	46%	31%	22%	49%	58%	66%	49%	59%	50%	52%	56%	51%	49%	56%	57%	43%	55%	56%	46%	53%	38%	46%	56%	54%	46%	57%
		a		d	de	def		hk		h	hk				mn		q		t				w	w			z
Physically secure (i.e. locks on doors and windows, burglar alarm etc)	938	441	480	134	237	283	284	411	134	43	588	350	567	115	323	48	121	808	629	148	131	45	181	508	215	277	269
	31%	30%	33%	27%	29%	36%	33%	32%	31%	23%	31%	32%	32%	28%	31%	24%	30%	32%	32%	32%	32%	22%	32%	34%	27%	30%	32%
					de		j				j	j	p										y				
Free from hygiene issues (pets, damp etc)	862	366	478	133	268	230	231	341	138	59	538	324	500	125	299	63	113	743	538	162	126	44	166	435	226	253	256
	29%	25%	32%	27%	32%	29%	26%	27%	32%	32%	28%	30%	28%	30%	29%	32%	28%	29%	27%	35%	31%	22%	29%	29%	28%	27%	31%
		a		g															s								
Off-street parking (front drive or garage)	865	391	459	85	219	257	304	371	131	56	558	307	437	84	353	75	67	790	658	99	80	54	131	481	222	229	288
	29%	27%	31%	17%	27%	32%	35%	29%	30%	30%	29%	28%	25%	21%	34%	38%	17%	31%	33%	21%	19%	26%	23%	32%	28%	25%	35%
		a			d	de									mn	mn		q	tu				wy				z
Energy efficient (e.g. good insulation, energy efficient boiler etc)	746	369	363	78	181	209	278	295	124	38	457	289	440	107	247	60	106	635	495	119	106	38	157	370	177	233	200
	25%	25%	25%	16%	22%	26%	32%	23%	28%	21%	24%	27%	25%	26%	24%	30%	26%	23%	25%	26%	26%	19%	28%	25%	22%	24%	24%
				d	d	def			k													y					
Efficient central heating	639	307	328	68	130	183	258	250	92	45	388	251	383	87	218	38	94	542	438	93	84	39	145	320	147	176	195
	21%	21%	22%	14%	16%	23%	30%	20%	21%	24%	20%	23%	22%	21%	21%	19%	23%	21%	22%	20%	20%	19%	26%	22%	18%	19%	23%
					de	def			def													y					z
A fast/reliable internet connection	517	296	207	121	148	116	122	228	81	36	344	173	293	59	182	42	75	434	249	89	57	21	100	266	119	192	139
	17%	20%	14%	27%	18%	15%	14%	18%	18%	19%	18%	16%	17%	14%	18%	21%	18%	17%	20%	20%	14%	15%	18%	18%	15%	21%	17%
		c		efg															u								
Good storage space for utility items (e.g. vacuum cleaners, ironing boards)	381	148	230	69	117	108	87	160	58	22	240	141	225	53	135	21	64	311	210	77	74	28	72	154	137	117	110
	13%	10%	14%	14%	10%	13%	13%	12%	13%	12%	13%	13%	13%	13%	13%	11%	16%	12%	11%	17%	18%	14%	13%	10%	17%	12%	13%
		a	a		e						i								s	s				x			
Space for a event(s) to stay overnight	302	149	148	11%	62	72	112	140	36	26	203	99	169	40	108	25	49	253	221	43	22	23	80	139	72	102	88
	10%	10%	10%	11%	8%	9%	13%	11%	8%	14%	11%	9%	10%	10%	11%	13%	12%	10%	11%	9%	5%	11%	80	139	72	102	88
				k			ef				j								u				xy				
A private space in the house to work (e.g. a study or dedicated room)	279	165	109	69	94	64	52	142	27	27	196	82	170	35	91	18	56	218	177	62	21	39	34	148	85	136	56
	9%	11%	7%	14%	11%	8%	6%	15%	6%	15%	10%	8%	10%	8%	9%	9%	14%	9%	13%	5%	19%	6%	10%	11%	15%	7%	
		c		fg	fg		il	il		il	il						r		u	su			w	w	a		
A private space in the house to be alone (e.g. to make private phone calls)	231	124	102	77	70	38	45	102	38	12	152	79	151	37	68	12	31	196	168	30	26	20	29	119	66	79	65
	8%	9%	7%	16%	8%	5%	5%	8%	9%	6%	8%	7%	9%	9%	7%	6%	8%	8%	9%	7%	6%	10%	5%	8%	8%	8%	8%
				efg	fg																						
Good storage space for outdoor items (e.g. bicycles)	164	97	64	42	54	42	26	88	15	17	121	43	99	22	52	13	32	129	111	25	18	18	19	77	59	70	47
	5%	7%	4%	8%	7%	5%	3%	7%	3%	9%	6%	4%	6%	5%	5%	6%	8%	5%	6%	5%	4%	9%	3%	5%	7%	7%	6%
		c		fg	g			k		il	il						r						w				
A balcony or terrace	127	75	49	29	43	32	23	72	16	11	99	29	99	37	27	1	39	88	74	23	24	21	24	64	36	58	36
	4%	5%	3%	6%	5%	4%	3%	6%	4%	6%	5%	3%	6%	9%	3%	1%	10%	3%	4%	5%	6%	11%	4%	4%	5%	6%	4%
		c		g			l	l		l	l		op	op	moq		r										
Space for someone outside the household (e.g. a grandparent or carer) to live	96	50	42	26	37	15	19	51	14	8	73	24	68	15	26	2	21	73	71	12	9	15	9	33	52	45	22
	3%	3%	3%	5%	4%	2%	2%	4%	3%	4%	4%	2%	4%	4%	3%	1%	5%	3%	4%	3%	2%	7%	2%	3%	7%	5%	3%
				fg	fg			l			l						r						wx		a		
Adapted for my reduced mobility	100	55	43	21	24	29	26	30	4	3	38	62	53	10	39	8	9	91	56	7	32	5	23	45	27	25	10
	4%	4%	3%	4%	3%	4%	3%	2%	1%	2%	2%	6%	5%	3%	2%	4%	2%	4%	3%	2%	8%	3%	4%	3%	3%	3%	1%
											hux								st								
Communal facilities (e.g. a gym, workspace or shared outdoor space)	91	56	33	37	39	10	5	55	10	*	65	26	62	21	26	3	19	71	56	19	11	15	4	39	44	48	16
	3%	4%	2%	8%	5%	1%	1%	4%	2%	*	3%	2%	4%	5%	3%	1%	5%	3%	3%	4%	3%	7%	1%	3%	6%	5%	2%
		c		fg	fg		jkl			j			op									w	wx		a		
Adapted for my specific health needs	92	43	46	25	20	28	18	36	10	5	52	41	58	14	27	7	17	76	51	10	27	9	18	40	29	37	8
	3%	3%	3%	5%	2%	4%	3%	3%	2%	3%	3%	4%	3%	3%	4%	4%	3%	3%	4%	2%	6%	4%	3%	3%	4%	4%	1%
				fg															st						a		
Other (please specify)	33	21	10	-	7	16	9	16	3	2	20	13	15	2	16	1	2	31	18	5	8	1	14	15	2	9	9
	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	2%	*	3%	1%	*	1%	1%
					d																	xy					
Don't know	120	73	41	32	45	29	14	49	18	5	73	47	72	12	42	7	11	96	46	18	24	4	32	60	26	21	36
	4%	5%	3%	7%	5%	4%	2%	4%	4%	3%	4%	4%	4%	3%	4%	3%	4%	4%	2%	4%	6%	2%	6%	4%	3%	2%	4%
		c		fg	g	g														s		y					z

Overlap formulae used  
ColumnsProportions (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a Minimum Base: 30 (\*\*) Small Base: 100 (\*)  
ColumnsMeans (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a Minimum Base: 30 (\*\*) Small Base: 100 (\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Good storage space for utility items (e.g. vacuum cleaners, ironing boards)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	339 11%	152 10%	182 12%	64 13% G	127 15% G	95 12% G	53 6%	166 13% L	51 12%	21 11%	238 13% L	101 9%	236 13% OP	71 17% MOP	90 9%	13 7%	82 20% R	251 10%	190 10%	65 14% S	62 15% S	37 18%	51 9%	131 9%	138 17% WX	126 14%	106 13%
Become a little more important to me	656 22%	315 22%	330 22%	159 32% EFG	212 26% FG	160 20% G	124 14%	315 25% L	98 22%	42 22%	455 24% L	201 18%	400 23%	115 28% MO	212 21%	44 22%	115 28% R	537 21%	409 21%	123 27% SU	80 19%	54 27%	98 17%	307 21%	203 25% WX	270 29% a	162 19%
No change in this	1797 60%	864 59%	899 61%	213 43%	420 51% D	504 63% DE	660 76% DEF	694 54%	269 62% HK	114 61%	1076 57% H	720 66% HK	1000 57% N	197 48%	668 65% MN	128 65% MN	181 45%	1598 63% Q	1246 63% T	233 51%	251 61% T	81 40%	374 66% Y	964 65% Y	402 50%	467 50%	521 62% z
Become a little less important to me	83 3%	53 4% C	25 2%	33 7% FG	36 4% FG	6 1%	8 1%	41 3% I	5 1%	5 3%	51 3% I	32 3%	55 3%	12 3%	22 2%	6 3%	11 3%	71 3%	55 3%	13 3%	9 2%	17 8%	10 2%	38 3%	28 4%	40 4% a	9 1%
Become a lot less important to me	37 1%	19 1%	16 1%	10 2%	10 1%	9 1%	8 1%	26 2% L	4 1%	- - -	30 2%	7 1%	23 1%	5 1%	12 1%	2 1%	11 3% R	26 1%	25 1%	10 2% U	1 * -	10 5%	7 1%	8 1%	18 2% x	18 2%	10 1%
Don't know / Not applicable	74 2%	50 3% C	23 2%	12 2%	20 2%	22 3%	21 2%	32 3%	11 2%	4 2%	46 2%	28 3%	49 3%	10 2%	22 2%	3 2%	6 2%	58 2%	39 2%	14 3%	10 2%	5 2%	24 4% Y	39 3%	11 1%	13 1%	26 3% z

Net: More important	994 33%	467 32%	512 35%	223 45% FG	339 41% FG	256 32% G	177 20%	481 38% L	148 34% L	63 34%	692 37% L	302 28%	636 36% O	186 45% MOP	302 29%	56 29%	197 49% R	787 31%	599 31%	188 41% S	142 34%	91 45%	149 26%	438 29%	341 43% WX	397 42% a	268 32%
Net: Less important	120 4%	72 5% C	41 3%	43 9% FG	46 6% FG	15 2%	15 2%	67 5% IK	9 2%	5 3%	81 4% I	39 4%	77 4%	17 4%	34 3%	8 4%	22 5%	97 4%	80 4%	23 5%	9 2%	26 13%	17 3%	47 3%	46 6% WX	59 6% a	19 2%
Net Diff	875 29%	395 27%	471 32%	179 37%	293 35%	241 30%	162 19%	414 33%	140 32%	58 31%	612 32%	263 24%	559 32%	169 41%	268 26%	48 24%	175 43%	690 27%	519 26%	165 36%	133 32%	65 32%	132 23%	392 26%	295 37%	338 36%	249 30%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Good storage space for outdoor items (e.g. bicycles)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	321 11%	153 10%	161 11%	77 16% G	106 13% G	93 12% G	44 5%	143 11%	47 11%	24 13%	214 11%	107 10%	230 13% OP	62 15% OP	83	8	78 19% R	236 9%	173 9%	70 15% S	52 13% S	36 18%	39 7%	124 8%	143 18% WX	116 12%	87 10%
Become a little more important to me	610 20%	302 21%	293 20%	151 31% FG	214 26% FG	141 18% G	103 12%	322 25% IKL	87 20% L	38 21%	448 24% L	162 15%	369 21%	102 25%	200 20%	40 21%	101 25% R	503 20%	408 21%	108 24% U	67 16% T	56 27%	79 14%	268 18%	226 28% WX	254 27% a	169 20%
No change in this	1712 57%	824 57%	860 58%	203 41%	418 51% D	478 60% DE	612 70% DEF	671 53%	267 61% HK	103 55%	1041 55% H	671 62% HK	954 54% N	182 44%	634 62% MN	124 63% MN	168 41%	1531 60% Q	1177 60% T	224 49%	240 58% T	87 43%	344 61% Y	933 63% Y	369 46%	468 50%	499 60% z
Become a little less important to me	91 3%	47 3%	43 3%	26 5% FG	27 3%	14 2%	24 3%	45 4%	11 2%	11 6% L	67 4%	24 2%	50 3%	19 5% M	34 3%	6 3%	18 5%	73 3%	61 3%	17 4%	8 2%	12 6%	14 2%	46 3%	28 4%	46 5% a	18 2%
Become a lot less important to me	50 2%	33 2% C	17 1%	12 2%	15 2%	11 1%	11 1%	17 1%	4 1%	2 1%	22 1%	28 3% K	28 2%	11 3%	18 2%	3 1%	12 3%	38 1%	31 2%	7 1%	6 1%	9 4%	7 1%	20 1%	16 2%	13 1%	9 1%
Don't know / Not applicable	202 7%	95 7%	102 7%	21 4%	45 5%	57 7%	79 9% DE	76 6%	21 5%	8 4%	104 5%	98 9% HIJK	132 7%	33 8%	55 5%	14 7%	29 7%	161 6%	114 6%	32 7%	40 10% S	4 2%	83 15% XY	97 7% Y	19 2%	39 4%	53 6%

Net: More important	931 31%	454 31%	454 31%	229 47% EFG	321 39% FG	235 29% G	147 17%	465 37% L	134 31% L	63 34% L	662 35% L	269 25%	599 34% OP	164 40% MOP	284 28%	48 25%	179 44% R	739 29%	581 30%	178 39% SU	119 29%	92 45%	117 21%	391 26% w	369 46% wx	370 40% a	256 31%
Net: Less important	141 5%	80 6%	59 4%	38 8% FG	42 5%	26 3%	35 4%	62 5%	14 3%	13 7%	89 5%	52 5%	79 4%	31 7% M	53 5%	9 5%	30 7% R	110 4%	92 5%	24 5%	14 3%	21 10%	21 4%	66 4%	44 6%	59 6% a	27 3%
Net Diff	790 26%	374 26%	395 27%	191 39%	279 34%	209 26%	112 13%	403 32%	120 27%	50 27%	573 30%	217 20%	520 30%	133 33%	231 22%	39 20%	149 37%	628 25%	489 25%	154 34%	105 26%	71 35%	97 17%	326 22%	324 41%	311 33%	229 27%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Space for a guest(s) to stay overnight

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	286 10%	140 10%	142 10%	77 16% FG	94 11% G	67 8% G	49 6%	143 11% L	39 9%	17 9%	198 10%	88 8%	207 12% O	70 17% MOP	65 6%	14 7%	78 19% R	202 8%	164 8%	62 14% S	41 10%	42 21%	40 7%	112 8%	111 14% WX	120 13% a	70 8%
Become a little more important to me	503 17%	242 17%	246 17%	132 27% EFG	169 20% FG	113 14% G	90 10%	260 20% IKL	63 14%	29 16%	352 19%	151 14%	317 18%	84 20% P	161 16%	25 13%	94 23% R	406 16%	320 16%	95 21% S	63 15%	52 26%	85 15%	235 16%	158 20% WX	212 23% a	122 15%
No change in this	1678 56%	800 55%	847 57%	187 38% D	426 52% D	469 59% DE	595 68% DEF	670 53%	263 60% HK	103 56%	1036 55% H	642 59% HK	946 54% N	188 46%	603 59% MN	129 66% MN	168 41% Q	1499 59% Q	1149 59% T	229 50%	229 56%	71 35%	330 58% Y	909 61% Y	378 47%	451 48%	510 61% Z
Become a little less important to me	223 7%	107 7%	115 8%	52 11% G	60 7%	59 7%	52 6%	96 8%	33 8%	14 8%	143 8%	79 7%	122 7%	32 8%	88 9%	13 6%	36 9%	182 7%	157 8%	25 5%	28 7%	21 10%	27 5%	107 7%	73 9% W	83 9% a	49 6%
Become a lot less important to me	91 3%	52 4%	39 3%	21 4%	24 3%	25 3%	21 2%	41 3%	12 3%	8 5%	62 3%	29 3%	52 3%	9 2%	32 3%	7 4%	13 3%	79 3%	59 3%	16 3%	15 4%	8 4%	15 3%	36 2%	35 4% X	27 3%	32 4%
Don't know / Not applicable	203 7%	114 8%	86 6%	22 4%	52 6%	63 8% D	67 8%	64 5%	27 6%	14 7%	105 6%	98 9% HK	119 7%	28 7%	76 7%	8 4%	18 4%	174 7%	115 6%	32 7%	37 9% S	9 4%	68 12% XY	88 6%	45 6%	43 5%	52 6%

Net: More important	790 26%	382 26%	388 26%	209 43% EFG	263 32% FG	180 23% G	138 16%	403 32% IKL	102 23%	46 25%	550 29% IL	239 22%	524 30% OP	154 38% MOP	226 22%	39 20%	172 42% R	608 24%	483 25%	157 34% SU	104 25%	94 46%	124 22%	348 23%	270 34% WX	332 35% a	191 23%
Net: Less important	314 11%	158 11%	153 10%	73 15% EFG	84 10%	84 11%	73 8%	137 11%	45 10%	23 12%	205 11%	109 10%	174 10%	40 10%	120 12%	20 10%	49 12%	260 10%	216 11%	40 9%	43 10%	29 14%	42 7%	142 10%	108 13% WX	110 12%	81 10%
Net Diff	476 16%	223 15%	235 16%	136 28%	179 22%	96 12%	65 7%	266 21%	57 13%	23 12%	345 18%	130 12%	350 20%	113 28%	107 10%	19 10%	123 30%	348 14%	267 14%	117 26%	61 15%	65 32%	83 15%	205 14%	162 20%	222 24%	110 13%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W,X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Space for someone outside the household (e.g. a grandparent or carer) to live

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	201 7%	92 6%	104 7%	76 16% EFG	63 8% G	40 5% G	22 2%	112 9% IL	23 5%	13 7%	148 8% IL	53 5%	122 7%	34 8%	65 6%	13 7%	52 13% R	145 6%	130 7%	30 7%	30 7%	29 14%	15 3%	66 4%	95 12% WX	91 10% a	46 5%
Become a little more important to me	383 13%	197 14%	173 12%	115 23% EFG	134 16% FG	72 9%	62 7%	195 15% L	50 12%	25 13%	270 14% L	113 10%	250 14% P	74 18% MOP	117 11%	16 8%	89 22% R	291 11%	254 13%	72 16% U	40 10%	50 25%	48 8%	180 12% W	142 18% WX	175 19% a	80 10%
No change in this	1631 55%	797 55%	808 55%	211 43%	455 55% D	462 58% D	504 58% D	669 53%	259 59% HK	101 54%	1029 54%	603 55%	960 54%	217 53%	545 53%	127 65% MNO	188 46%	1432 56% Q	1070 54%	247 54%	228 55%	89 44%	299 53%	846 57%	419 52%	482 52%	477 57% z
Become a little less important to me	130 4%	76 5% C	50 3%	39 8% EFG	36 4%	33 4%	21 2%	64 5%	23 5%	6 3%	93 5%	37 3%	74 4%	20 5%	48 5%	7 4%	18 4%	110 4%	80 4%	25 5%	14 3%	14 7%	24 4%	48 3%	52 6% X	46 5%	42 5%
Become a lot less important to me	84 3%	43 3%	41 3%	15 3%	31 4%	20 3%	18 2%	31 2%	14 3%	9 5%	54 3%	29 3%	45 3%	8 2%	31 3%	8 4%	10 2%	73 3%	52 3%	17 4%	12 3%	6 3%	15 3%	33 2%	31 4% X	28 3%	24 3%
Don't know / Not applicable	556 19%	249 17%	299 20%	34 7%	107 13% D	168 21% DE	247 28% DEF	203 16%	67 15%	32 17%	302 16%	254 23% HIK	311 18%	57 14%	219 21% MNP	26 13%	50 12%	489 19% Q	379 19% T	67 15%	89 22% T	15 7%	165 29% XY	315 21% Y	61 8%	114 12%	165 20% Z

Net: More important	584 20%	289 20%	278 19%	191 39% EFG	197 24% FG	112 14% G	84 10%	307 24% IKL	74 17%	38 20%	418 22% IL	166 15%	373 21%	108 26% MOP	182 18%	29 15%	141 35% R	436 17%	384 20%	103 22%	70 17%	80 39%	62 11%	246 17% W	237 30% WX	266 28% a	126 15%
Net: Less important	214 7%	119 8%	91 6%	54 11% FG	67 8% G	53 7%	39 4%	95 7%	37 9%	15 8%	147 8%	67 6%	119 7%	28 7%	79 8%	15 8%	27 7%	183 7%	132 7%	42 9%	26 6%	20 10%	39 7%	81 5%	83 10% WX	73 8%	66 8%
Net Diff	370 12%	170 12%	187 13%	137 28%	130 16%	59 7%	45 5%	212 17%	36 8%	22 12%	271 14%	99 9%	253 14%	80 20%	103 10%	14 7%	114 28%	252 10%	252 13%	61 13%	44 11%	60 30%	24 4%	165 11%	154 19%	193 21%	60 7%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Efficient central heating  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background			Tenure			Residential landlord			Household composition			Homeworking status	
	Total (A)	Male (B)	Female (C)	Gen Z (D)	Millennial (E)	Gen X (F)	Baby Boomer (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	Urban net (M)	Urban London (N)	Suburban (O)	Rural (P)	Ethnic minorities (Q)	White (R)	Homeowner (S)	Private renter (T)	Social renter (U)	Is a landlord (V)	Living alone (W)	With other adults (X)	With family (Y)	Works at home (Z)	Does not work at home (a)			
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825			
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834			
Become a lot more important to me	549 18%	237 16%	300 20% B	98 20% G	154 19%	167 21% G	130 15%	252 20% L	89 20%	33 18%	374 20% L	175 16%	355 20% OP	97 24% OP	169 16%	25 13%	126 31% R	420 17%	335 17%	110 24% SU	72 17%	47 23%	88 16%	242 23% WX	188 22% a	210 18%				
Become a little more important to me	689 23%	347 24%	332 23%	153 31% FG	212 26% FG	164 21%	159 18%	326 26% IL	89 20%	48 26%	463 24% IL	226 21%	412 23%	95 23%	232 23%	44 23%	97 24%	581 23%	472 24% U	113 25%	78 19%	50 25%	105 19%	352 24% W	188 24% a	256 21%				
No change in this	1581 53%	775 53%	778 53%	178 36%	399 48% D	438 55% DE	566 65% DEF	617 48%	237 54%	97 52%	951 50%	631 58% HK	890 50%	186 45%	576 56% MN	116 59% MN	149 37%	1417 56% Q	1052 54% T	214 47%	244 59% T	79 39%	335 59% Y	834 56% Y	359 45%	468 56% z				
Become a little less important to me	72 2%	38 3%	31 2%	37 8% EFG	25 3% FG	4 1%	5 1%	33 3%	9 2%	1 1%	44 2%	27 3%	45 3%	14 3%	20 2%	7 4%	18 5% R	53 2%	52 3%	5 1%	10 2%	15 7%	12 2%	26 2%	29 4% X	34 4% a	8 1%			
Become a lot less important to me	25 1%	16 1%	10 1%	6 1% G	16 2% FG	3 *	* *	15 1%	1 *	1 1%	17 1%	8 1%	15 1%	7 2%	8 1%	2 1%	6 1%	20 1%	21 1%	3 1%	1 *	6 3%	3 1%	3 *	19 2% WX	10 1%	7 1%			
Don't know / Not applicable	69 2%	41 3%	25 2%	18 4% G	19 2%	19 2%	13 2%	31 2%	12 3%	5 3%	47 3%	22 2%	46 3%	11 3%	22 2%	2 1%	11 3%	49 2%	34 2%	15 3%	9 2%	6 3%	22 4% X	31 2%	17 2%	16 2%	22 3%			
Net: More important	1237 41%	584 40%	632 43%	251 51% EFG	366 44% G	331 42% G	289 33%	578 45% L	178 41%	81 44%	837 44% L	400 37%	766 43% P	193 47% OP	401 39%	69 35%	223 55% R	1001 39%	806 41%	222 49% SU	150 36%	97 48%	193 34%	594 40% W	376 47% WX	466 50% a	327 39%			
Net: Less important	97 3%	54 4%	40 3%	43 9% EFG	41 5% FG	7 1%	5 1%	48 4%	10 2%	3 1%	61 3%	36 3%	60 3%	20 5%	27 3%	9 5%	24 6% R	73 3%	73 4%	7 2%	10 3%	20 10%	15 3%	29 2%	48 6% WX	44 5% a	16 2%			
Net Diff	1140 38%	530 36%	592 40%	208 42%	325 39%	324 41%	284 32%	530 42%	167 38%	78 42%	775 41%	365 34%	706 40%	173 42%	374 36%	60 31%	199 49%	929 37%	733 37%	215 47%	139 34%	77 38%	178 32%	565 38%	329 41%	423 45%	311 37%			

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Energy efficient (e.g. good insulation, energy efficient boiler etc)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	511 17%	228 16%	273 18%	86 18%	164 20% G	147 18% G	114 13%	251 20% L	68 16%	29 15%	348 18% L	163 15%	324 18%	81 20%	160 16%	27 14%	111 27% R	394 16%	312 16%	103 22% SU	67 16%	42 21%	85 15%	219 15%	180 23% WX	192 20%	144 17%
Become a little more important to me	760 25%	372 26%	376 25%	165 34% EFG	220 27% G	185 23%	191 22%	336 26%	105 24%	50 27%	490 26%	270 25%	467 26%	113 28%	248 24%	45 23%	111 27%	643 25%	496 25%	125 27%	103 25%	45 22%	128 23%	377 25%	211 26%	267 29% a	199 24%
No change in this	1565 52%	763 53%	773 52%	197 40%	390 47% D	433 54% DE	546 62% DEF	611 48%	245 56% HK	97 53%	953 50% H	612 56% HK	870 49%	191 47%	583 57% MN	112 57% N	155 38%	1395 55% Q	1065 54% T	202 44%	233 56% T	96 47%	317 56% Y	843 57% Y	356 44%	409 44%	462 55% z
Become a little less important to me	56 2%	37 3% C	19 1%	24 5% EFG	21 2% FG	7 1%	4 1%	36 3% L	9 2%	3 2%	48 3% L	8 1%	35 2%	10 3%	14 1%	6 3%	15 4% R	39 2%	37 2%	10 2%	2 *	11 5%	3 1%	13 1%	28 3% WX	37 4% a	10 1%
Become a lot less important to me	25 1%	13 1%	11 1%	9 2% F	8 1%	3 *	5 1%	13 1%	* *	2 1%	15 1%	10 1%	18 1%	6 1%	5 *	2 1%	4 1%	21 1%	20 1%	3 1%	2 1%	4 2%	8 1% x	6 *	11 1% x	14 2% a	* *
Don't know / Not applicable	68 2%	40 3%	25 2%	10 2%	23 3%	21 3%	14 2%	28 2%	9 2%	4 2%	42 2%	26 2%	50 3% o	8 2%	15 1%	4 2%	10 3%	50 2%	35 2%	15 3%	7 2%	5 3%	23 4% xy	30 2%	15 2%	16 2%	19 2%

Net: More important	1271 43%	600 41%	648 44%	251 51% FG	384 46% G	332 42% G	305 35%	587 46% IL	173 40%	78 42%	839 44% IL	432 40%	791 45% OP	194 47% OP	408 40%	72 37%	222 55% R	1037 41%	808 41%	228 50% SU	169 41%	87 43%	213 38%	596 40%	392 49% WX	459 49% a	342 41%
Net: Less important	81 3%	51 3% C	29 2%	33 7% EFG	29 3% FG	10 1%	9 1%	48 4% L	9 2%	5 3%	62 3% L	19 2%	53 3%	16 4% O	19 2%	9 4% O	19 5% R	59 2%	57 3%	13 3%	4 1%	14 7%	12 2%	19 1%	38 5% WX	51 5% a	11 1%
Net Diff	1190 40%	549 38%	619 42%	218 44%	355 43%	322 40%	296 34%	539 42%	164 38%	73 40%	776 41%	414 38%	738 42%	177 43%	389 38%	63 32%	204 50%	978 38%	751 38%	215 47%	165 40%	73 36%	201 36%	577 39%	353 44%	408 44%	332 40%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Free from hygiene issues (pests, damp etc)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	563 19%	231 16%	320 22% B	120 24% G	169 20% G	164 21% G	110 13%	239 19%	98 22%	30 16%	367 19%	196 18%	373 21% O	86 21% O	160 16%	30 15%	130 32% R	422 17%	321 16%	111 24% S	102 25% S	42 21%	84 15%	253 17%	201 25% WX	187 20%	163 20%
Become a little more important to me	614 21%	313 22%	291 20%	150 30% EFG	193 23% FG	129 16%	141 16%	277 22% I	69 16%	44 24% I	390 21% I	224 21%	373 21%	97 24%	202 20%	39 20%	95 23%	515 20%	406 21%	103 22%	73 18%	50 24%	93 16%	300 20%	188 24% W	240 26% a	133 16%
No change in this	1598 54%	787 54%	781 53%	167 34%	401 49% D	455 57% DE	575 66% DEF	652 51%	240 55%	107 58%	999 53%	599 55%	878 50%	196 48%	604 59% MN	116 59% MN	150 37%	1435 56% Q	1103 56% T	202 44%	221 53% T	79 39%	341 57% Y	844 57% Y	353 44%	437 47%	481 58% z
Become a little less important to me	77 3%	47 3%	29 2%	31 6% FG	35 4% FG	7 1%	3 * *	46 4% JL	15 3% JL	* * *	61 3% JL	16 1%	53 3%	13 3%	21 2%	3 2%	12 3%	64 3%	54 3%	16 3%	5 1%	22 11%	9 2%	25 2%	31 4% WX	47 5% a	12 1%
Become a lot less important to me	22 1%	17 1% C	5 * *	6 1%	2 * *	6 1%	7 1%	12 1%	* * *	1 1%	13 1%	8 1%	12 1%	5 1%	5 1%	5 2% MO	7 2% R	15 1%	13 1%	6 1%	2 * *	6 3%	2 * *	10 1%	9 1%	7 1%	6 1%
Don't know / Not applicable	112 4%	60 4%	49 3%	16 3%	25 3%	34 4%	36 4%	49 4%	14 3%	3 1%	65 3%	46 4%	74 4%	12 3%	34 3%	3 1%	11 3%	90 4%	67 3%	21 5%	10 2%	5 2%	35 6% XY	56 4%	18 2%	18 2%	38 5% z

Net: More important	1177 39%	544 37%	611 41%	270 55% EFG	362 44% FG	293 37% G	252 29%	516 40%	167 38%	74 40%	757 40%	420 39%	746 42% O	183 45% OP	361 35%	69 35%	226 56% R	937 37%	727 37%	214 47% S	175 42%	91 45%	177 31%	553 37% W	389 49% WX	427 46% a	296 36%
Net: Less important	99 3%	63 4% C	35 2%	37 8% EFG	37 5% FG	13 2%	11 1%	58 5% JL	15 3%	2 1%	75 4% JL	24 2%	65 4%	18 4%	26 3%	8 4%	19 5%	78 3%	67 3%	22 5% U	7 2%	28 14%	11 2%	35 2%	40 5% WX	53 6% a	18 2%
Net Diff	1078 36%	481 33%	576 39%	232 47%	325 39%	280 35%	241 28%	458 36%	152 35%	72 39%	682 36%	395 36%	682 39%	165 40%	335 33%	61 31%	206 51%	859 34%	661 34%	192 42%	168 41%	63 31%	166 29%	518 35%	349 44%	373 40%	278 33%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)



Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - A private garden

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	897 30%	340 23%	537 36% B	127 26%	294 36% DG	253 32% DG	223 26%	386 30%	147 34%	56 30%	589 31%	308 28%	527 30%	127 31%	314 31%	56 28%	145 36% R	740 29%	582 30%	143 31%	125 30%	56 28%	122 22%	434 29% W	293 37% WX	324 35% a	235 28%
Become a little more important to me	650 22%	330 23%	312 21%	160 33% EFG	175 21%	145 18%	170 19%	292 23%	99 23%	38 21%	430 23%	221 20%	396 22%	87 21%	215 21%	40 20%	97 24%	547 22%	447 23% U	107 23% U	69 17%	62 30%	102 18%	327 22%	191 24% W	225 24%	175 21%
No change in this	1197 40%	624 43% C	550 37%	130 27%	279 34% D	344 43% DE	445 51% DEF	484 38%	159 36%	75 41%	718 38%	479 44% HIK	684 39%	145 36%	427 42%	86 44%	127 31%	1062 42% Q	806 41% T	156 34%	181 44% T	55 27%	269 48% Y	645 43% Y	249 31%	306 33%	359 43% Z
Become a little less important to me	96 3%	63 4% C	32 2%	44 9% EFG	34 4% FG	12 2%	5 1%	42 3%	18 4%	6 3%	66 3%	30 3%	58 3%	23 6% MO	29 3%	9 4%	15 4%	80 3%	60 3%	22 5% U	6 1%	17 9%	14 3%	30 2%	43 5% WX	38 4%	27 3%
Become a lot less important to me	32 1%	21 1%	10 1%	12 2% FG	12 1% F	3 *	5 1%	17 1%	2 *	4 2%	22 1%	9 1%	20 1%	8 2%	11 1%	2 1%	8 2%	24 1%	17 1%	5 1%	7 2%	8 4%	7 1%	6 *	8 1%	15 2%	7 1%
Don't know / Not applicable	113 4%	76 5% C	34 2%	17 4%	32 4%	38 5%	25 3%	54 4%	11 3%	6 3%	71 4%	42 4%	79 4%	20 5%	29 3%	5 2%	15 4%	88 3%	53 3%	25 5% S	25 6% S	5 2%	50 9% XY	45 3%	16 2%	27 3%	31 4%

Net: More important	1547 52%	670 46%	849 58% B	287 59% FG	469 57% FG	398 50%	393 45%	678 53%	246 56% L	94 51%	1019 54% L	529 49%	923 52%	214 52%	529 52%	95 48%	242 60% R	1287 51%	1029 52%	250 55%	195 47%	118 58%	224 40%	761 51% W	484 60% WX	549 59% a	411 49%
Net: Less important	128 4%	84 6% C	42 3%	56 11% EFG	46 6% FG	15 2%	11 1%	59 5%	20 5%	10 5%	89 5%	39 4%	78 4%	30 7% MO	40 4%	10 5%	22 6%	104 4%	77 4%	27 6%	13 3%	25 12%	22 4%	36 2%	52 6% X	53 6%	34 4%
Net Diff	1419 48%	587 40%	807 55%	232 47%	422 51%	383 48%	382 44%	620 49%	226 52%	84 45%	930 49%	490 45%	845 48%	184 45%	489 48%	85 43%	220 54%	1182 47%	952 48%	223 49%	182 44%	93 46%	202 36%	724 49%	432 54%	495 53%	377 45%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - A balcony or terrace

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	240 8%	110 8%	126 9%	65 13% FG	94 11% FG	44 6%	36 4%	127 10% L	35 8%	21 12% L	183 10% L	57 5%	166 9% OP	64 16% MOP	64 6%	9 5%	64 16% R	174 7%	146 7%	49 11% S	28 7%	38 19%	31 5%	102 7%	90 11% WX	119 13% a	55 7%
Become a little more important to me	374 13%	195 13%	172 12%	108 22% EFG	129 16% FG	44 10% G	36 7%	194 15% L	50 11%	20 11%	263 14% L	111 10%	256 15% OP	86 21% MOP	100 10%	17 9%	73 18% R	292 12%	219 11%	80 17% S	52 13%	43 21%	62 11%	182 12%	108 14%	164 18% a	84 10%
No change in this	1567 52%	756 52%	779 53%	217 44%	399 48%	458 58% DE	493 56% DE	645 51%	238 55%	101 54%	984 52%	583 53%	900 51% N	181 44%	554 54% N	113 58% N	173 43%	1384 54% Q	1024 52%	235 51%	233 56%	79 39%	293 52%	806 54%	404 51%	444 47%	474 57% z
Become a little less important to me	116 4%	63 4%	52 4%	35 7% FG	35 4%	26 3%	21 2%	43 3%	11 3%	7 4%	61 3%	55 5% K	71 4%	19 5%	35 3%	10 5%	25 6% R	90 4%	75 4%	17 4%	12 3%	12 6%	21 4%	44 3%	47 6% X	41 4% a	20 2%
Become a lot less important to me	109 4%	59 4%	46 3%	31 6% FG	31 4%	25 3%	22 2%	52 4%	21 5%	7 4%	80 4%	29 3%	63 4%	14 3%	39 4%	7 4%	18 4%	91 4%	77 4%	21 5%	9 2%	14 7%	17 3%	38 3%	46 6% WX	44 5%	35 4%
Don't know / Not applicable	580 19%	272 19%	300 20%	34 7%	138 17% D	165 21% D	243 28% DEF	214 17%	81 19%	30 16%	325 17% HK	255 23% HK	307 17% N	46 11%	234 23% MN	39 20% N	54 13%	511 20% Q	424 22% T	55 12%	79 19% T	16 8%	141 25% Y	315 21% Y	104 13%	124 13%	167 20% z

Net: More important	614 21%	304 21%	298 20%	174 35% EFG	223 27% FG	122 15% G	95 11%	320 25% IL	85 19%	41 22% L	446 24% IL	168 15%	423 24% OP	150 37% MOP	164 16%	27 14%	137 34% R	466 18%	365 19%	129 28% SU	80 19%	81 40%	93 16%	284 19%	199 25% WX	283 30% a	139 17%
Net: Less important	225 8%	121 8%	98 7%	66 14% EFG	66 8% G	51 6%	42 5%	95 7%	32 7%	14 7%	141 7%	84 8%	134 8%	33 8%	74 7%	17 9%	43 11% R	180 7%	152 8%	39 8%	22 5%	27 13%	38 7%	82 6%	93 12% WX	85 9%	54 7%
Net Diff	389 13%	183 13%	201 14%	107 22%	157 19%	71 9%	53 6%	226 18%	52 12%	27 15%	305 16%	84 8%	288 16%	117 29%	90 9%	10 5%	94 23%	286 11%	213 11%	91 20%	58 14%	55 27%	55 10%	201 14%	106 13%	198 21%	84 10%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Off-street parking (front drive or garage)  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	423 14%	200 14%	218 15%	91 19% FG	131 16% G	110 14%	90 10%	199 16% L	74 17% L	25 14%	298 16% L	124 11%	268 15%	75 18% OP	132 13%	22 11%	84 21% R	332 13%	272 14%	74 16%	56 14%	39 19%	51 9%	191 13% W	158 20% WX	165 18% a	115 14%
Become a little more important to me	496 17%	255 18%	228 15%	119 24% FG	165 20% G	130 16% G	81 9%	251 20% L	70 16%	27 15%	348 18% L	148 14%	301 17% P	75 18% P	174 17% P	21 10%	95 23% R	399 16%	331 17%	80 17%	57 14%	58 28%	63 11%	233 16% W	172 21% WX	195 21% a	138 16%
No change in this	1710 57%	799 55%	881 60% B	206 42%	425 51% D	468 59% DE	611 70% DEF	679 53%	252 58%	112 61%	1044 55%	666 61% HK	970 55%	198 48%	608 59% N	132 67% MN	173 42%	1522 60% Q	1187 60% T	223 49%	233 56% T	80 39%	336 62% Y	919 62% Y	393 49%	467 50%	500 60% z
Become a little less important to me	88 3%	54 4% C	33 2%	35 7% EFG	31 4% FG	10 1%	12 1%	50 4% L	12 3%	5 3%	67 4% L	21 2%	55 3%	19 5%	28 3%	6 3%	20 5% R	67 3%	57 3%	11 2%	11 3%	13 6%	16 3%	28 2%	36 4% x	42 5%	24 3%
Become a lot less important to me	54 2%	31 2%	22 2%	18 4% EFG	12 2%	12 1%	12 1%	16 1%	7 2%	4 2%	27 1%	28 3% H	33 2%	9 2%	17 2%	5 2%	11 3%	42 2%	29 1%	19 4% SU	5 1%	9 4%	9 2%	27 2%	12 2% x	23 2% a	3 *
Don't know / Not applicable	214 7%	115 8%	93 6%	21 4%	61 7%	65 8%	67 8% D	80 6%	21 5%	11 6%	112 6% HIK	102 9%	136 8%	33 8%	67 7%	11 6%	24 6%	179 7%	90 5%	52 11% S	51 12% S	5 2%	90 16% XY	89 6%	31 4%	43 5%	55 7%

Net: More important	918 31%	455 31%	445 30%	210 43% EFG	296 36% FG	240 30% G	172 20%	450 35% L	143 33% L	52 28%	646 34% L	272 25%	569 32% P	150 37% OP	306 30% P	42 22%	179 44% R	730 29%	602 31%	154 34%	113 27%	97 48%	114 20%	424 29% w	329 41% wx	360 38% a	252 30%
Net: Less important	143 5%	85 6% C	55 4%	54 11% EFG	43 5% FG	22 3%	24 3%	65 5%	19 4%	9 5%	94 5%	49 4%	88 5%	28 7%	44 4%	10 5%	31 8% R	109 4%	86 4%	30 6%	16 4%	22 11%	25 4%	55 4%	48 6% x	66 7% a	27 3%
Net Diff	775 26%	369 25%	390 26%	157 32%	253 31%	218 27%	148 17%	385 30%	124 28%	43 23%	552 29%	223 21%	481 27%	122 30%	262 26%	32 16%	148 36%	622 24%	517 26%	125 27%	97 24%	75 37%	90 16%	369 25%	282 35%	294 31%	226 27%

Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - A private space in the house to work (e.g. a study or dedicated room)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	491 16%	224 15%	258 17%	127 26% FG	170 21% FG	127 16% G	67 8%	267 21% IKL	53 12%	30 16%	350 18% IL	142 13%	323 18% O	79 19% O	144	24 12%	113 28% R	371 15%	315 16% U	96 21% SU	47 11%	38 19%	50 9%	250 17% W	176 22% WX	258 28% a	77 9%
Become a little more important to me	705 24%	346 24%	342 23%	168 34% FG	241 29% FG	164 21% G	132 15%	369 29% L	103 24% L	53 28% L	525 28% IL	180 17%	425 24%	118 29% MO	229	51 26%	108 27%	592 23%	499 25% U	101 22%	73 18%	66 33%	93 16%	318 21% W	249 31% WX	316 34% a	187 22%
No change in this	1416 47%	700 48%	690 47%	140 29%	328 40% D	412 52% DE	536 61% DEF	523 41%	230 53% HK	89 48%	842 44% H	574 53% HK	803 46% N	165 40%	514 50% MN	100 51% N	145 36%	1257 49% Q	923 47%	195 43%	234 57% ST	69 34%	299 53% Y	772 52% Y	287 36%	289 31%	480 58% z
Become a little less important to me	95 3%	55 4%	39 3%	29 6% FG	28 3%	22 3%	16 2%	49 4%	9 2%	5 3%	63 3%	32 3%	53 3%	11 3%	36 4%	6 3%	15 4%	80 3%	59 3%	23 5% U	7 2%	15 7%	16 3%	40 3%	34 4%	44 5% a	16 2%
Become a lot less important to me	37 1%	23 2%	15 1%	8 2%	9 1%	9 1%	11 1%	14 1%	9 2%	- - -	23 1%	14 1%	25 1%	10 2%	12 1%	* *	7 2%	31 1%	28 1%	6 1%	3 1%	6 3%	7 1%	12 1%	16 2% x	10 1%	11 1%
Don't know / Not applicable	241 8%	106 7%	132 9%	18 4%	49 6%	61 8%	111 13% DEF D	52 4%	32 7% HK	9 5%	93 5%	148 14% HIJK	135 8%	25 6%	91 9%	15 8%	18 4%	210 8% Q	141 7%	37 8%	50 12% S	9 4%	99 17% XY	96 6%	38 5%	18 2%	63 8% z

Net: More important	1196 40%	570 39%	600 41%	295 60% EFG	411 50% FG	291 37% G	199 23%	636 50% IKL	156 36% L	83 45% L	875 46% IL	321 30%	748 42% O	197 48% MOP	373 36%	75 38%	221 54% R	963 38%	814 41% U	197 43% U	120 29%	104 51%	143 25%	568 38% W	426 53% WX	574 61% a	263 32%
Net: Less important	132 4%	78 5%	54 4%	37 8% EFG	37 4%	31 4%	27 3%	63 5%	18 4%	5 3%	86 5%	46 4%	78 4%	21 5%	48 5%	7 3%	22 5%	111 4%	87 4%	30 6% U	10 2%	21 10%	23 4%	52 3%	50 6% x	54 6% a	27 3%
Net Diff	1064 36%	493 34%	546 37%	258 53%	374 45%	260 33%	173 20%	573 45%	137 31%	78 42%	789 42%	275 25%	671 38%	176 43%	325 32%	68 35%	199 49%	852 34%	727 37%	167 36%	110 27%	83 41%	120 21%	516 35%	376 47%	519 56%	236 28%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - A private space in the house to be alone (e.g. to make private phone calls)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	382 13%	173 12%	199 13%	105 21% EFG	125 15% G	108 14% G	44 5%	193 15% JL	60 14%	16 9%	268 14% JL	114 10%	257 15% OP	68 17% OP	109 11%	16 8%	89 22% R	288 11%	235 12%	70 15%	52 12%	38 19%	34 6%	176 12% W	152 19% WX	157 17% a	96 11%
Become a little more important to me	624 21%	317 22%	297 20%	164 33% FG	236 29% FG	130 16% G	93 11%	314 25% L	88 20%	37 20%	440 23% L	184 17%	361 20%	84 21%	224 22%	39 20%	96 24%	522 21%	424 22% U	99 22%	68 16%	64 31%	73 13%	311 21% W	211 26% WX	249 27% a	170 20%
No change in this	1653 55%	795 55%	826 56%	159 32%	388 47% D	480 60% DE	626 72% DEF	641 50%	249 57% H	111 60% H	1000 53% H	653 60% HK	950 54%	205 50%	576 56%	127 65% MNO	179 44%	1461 58% Q	1100 56%	239 52%	244 59%	70 35%	355 59% Y	873 59% Y	354 44%	431 46%	493 59% z
Become a little less important to me	101 3%	51 4%	50 3%	30 6% FG	34 4%	18 2%	19 2%	57 4% L	14 3%	4 2%	76 4% L	25 2%	63 4%	18 4%	32 3%	6 3%	21 5%	76 3%	67 3%	16 3%	10 2%	14 7%	15 3%	40 3%	39 5% X	50 5% a	24 3%
Become a lot less important to me	47 2%	24 2%	21 1%	13 3%	13 2%	10 1%	11 1%	23 2%	3 1%	5 3% I	31 2%	16 1%	22 1%	9 2%	22 2%	3 1%	11 3%	36 1%	31 2%	11 2%	4 1%	9 4%	6 1%	15 1%	21 3% X	22 2%	8 1%
Don't know / Not applicable	179 6%	92 6%	82 6%	19 4%	30 4%	50 6% E	80 9% DEF	46 4%	23 5%	12 6%	81 4%	98 9% HIK	111 6%	24 6%	63 6%	5 3%	12 3%	157 6% Q	107 5%	23 5%	36 9% S	7 4%	81 14% XY	73 5% Y	23 3%	27 3%	43 5% z

Net: More important	1006 34%	491 34%	496 34%	269 55% EFG	361 44% FG	238 30% G	137 16%	507 40% IJKL	148 34% L	53 29%	708 37% JL	298 27%	618 35%	153 37%	333 32%	56 28%	185 45% R	810 32%	659 34%	170 37% U	119 29%	102 50%	107 19%	487 33% W	364 45% WX	406 43% a	266 32%
Net: Less important	148 5%	76 5%	71 5%	43 9% FG	46 6%	27 3%	30 3%	80 6% L	17 4%	10 5%	107 6% L	40 4%	85 5%	27 7%	54 5%	9 4%	32 8% R	112 4%	98 5%	27 6%	14 3%	23 11%	21 4%	55 4%	60 7% WX	72 8% a	32 4%
Net Diff	858 29%	415 29%	425 29%	226 46%	315 38%	211 27%	107 12%	427 34%	130 30%	44 23%	601 32%	258 24%	532 30%	126 31%	279 27%	47 24%	153 38%	698 27%	561 29%	143 31%	105 26%	79 39%	86 15%	433 29%	304 38%	334 36%	233 28%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - A fast/reliable internet connection  
All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	831 28%	366 25%	452 31% B	172 35% FG	258 31% G	231 29% G	169 19%	395 31% L	132 30% L	56 30%	583 31% L	248 23%	526 30% O	129 31% O	258 25%	47 24%	166 41% R	651 26%	530 27%	158 35% SU	96 23%	69 34%	123 22%	388 26% WX	281 35% WX	348 37% a	212 25%
Become a little more important to me	774 26%	367 25%	392 27%	143 29%	222 27%	187 24%	222 25%	351 28%	99 23%	45 24%	494 26%	279 26%	452 26%	109 27%	268 26%	54 27%	102 25%	669 26%	529 27%	116 25%	98 24%	51 25%	127 23%	389 26%	216 27%	246 26%	219 26%
No change in this	1226 41%	626 43% C	575 39%	123 25%	288 35% D	346 43% DE	469 54% DEF	448 35%	194 44% HK	76 41%	718 38% H	508 47% HK	676 38%	145 35%	464 45% MN	86 44%	114 28%	1100 43% Q	814 41% T	158 34%	207 50% ST	59 29%	275 44% Y	658 44% Y	252 31%	275 29%	376 45% Z
Become a little less important to me	77 3%	46 3%	31 2%	32 7% FG	33 4% FG	7 1%	4 1%	41 3% I	4 1%	5 3%	50 3% I	26 2%	51 3%	11 3%	19 2%	7 3%	14 4%	61 2%	53 3%	7 2%	7 2%	16 8%	13 2%	25 2% X	31 4% X	43 5% a	8 1%
Become a lot less important to me	20 1%	11 1%	8 1%	8 2% EG	4 * EG	4 1%	3 *	11 1%	2 1%	1 *	13 1%	6 1%	13 1%	3 1%	6 1%	1 1%	5 1%	15 1%	14 1%	4 1%	- -	3 2%	2 * X	7 * X	7 1%	8 1%	5 1%
Don't know / Not applicable	58 2%	37 3% C	18 1%	12 2% G	20 2% G	20 3% G	7 1%	29 2%	5 1%	3 2%	37 2%	21 2%	45 3% O	12 3% O	12 1%	1 1%	5 1%	45 2%	25 1%	15 3% S	5 1%	4 2%	24 4% XY	21 1%	14 2%	15 2%	15 2%

Net: More important	1605 54%	733 50%	844 57% B	315 64% FG	480 58% FG	419 53% G	390 45%	745 58% L	231 53%	101 54%	1077 57% L	528 48%	978 55%	238 58% O	525 51%	101 52%	268 66% R	1320 52%	1059 54% U	274 60% U	194 47%	120 59%	251 44%	777 52% W	497 62% WX	594 64% a	430 52%
Net: Less important	96 3%	57 4%	38 3%	40 8% EFG	37 4% FG	11 1%	8 1%	52 4% I	6 1%	5 3%	64 3% I	32 3%	64 4%	14 3%	24 2%	8 4%	19 5%	76 3%	67 3%	11 2%	7 2%	20 10%	15 3%	32 2% X	38 5% X	51 5% a	13 2%
Net Diff	1508 51%	676 47%	806 55%	275 56%	443 54%	408 51%	383 44%	693 54%	225 51%	95 51%	1013 53%	495 45%	914 52%	224 55%	501 49%	94 48%	248 61%	1244 49%	992 50%	262 57%	187 45%	101 50%	235 42%	746 50% X	459 57% X	543 58% a	417 50%

*Overlap formulae used*  
*ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)*  
*ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)*

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Physically secure (i.e. locks on doors and windows, burglar alarm etc)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	551 18%	216 15%	323 22% B	115 23% G	167 20% G	147 19% G	122 14%	241 19%	93 21%	30 16%	364 19%	187 17%	374 21% OP	94 23% OP	151 15%	26 13%	118 29% R	425 17%	317 16%	103 23% S	97 23% S	59 29%	94 17%	249 17%	182 23% WX	190 20%	160 19%
Become a little more important to me	664 22%	334 23%	318 22%	148 30% FG	210 25% FG	160 20%	146 17%	293 23%	89 20%	51 27%	433 23%	231 21%	416 24% P	100 24%	216 21%	33 17%	96 24%	562 22%	448 23%	114 25%	77 19%	50 25%	101 18%	330 22%	206 26% W	245 26% a	160 19%
No change in this	1602 54%	804 55%	770 52%	172 35%	388 47% D	453 57% DE	589 77% DEF	656 51%	231 53%	96 52%	983 52%	619 57% HK	866 49%	188 46%	611 60% MN	125 64% MN	159 39%	1428 56% Q	1109 56% T	207 45%	226 55% T	73 36%	340 60% Y	855 57% Y	343 43%	429 46%	482 58% z
Become a little less important to me	77 3%	41 3%	35 2%	30 6% EFG	26 3% G	12 2%	8 1%	43 3% L	10 2%	4 2%	57 3%	20 2%	40 2%	11 3%	27 3%	10 5% M	17 4% R	58 2%	39 2%	19 4% SU	3 1%	9 4%	10 2%	19 1%	36 4% WX	44 5% a	9 1%
Become a lot less important to me	24 1%	18 1% C	6 *	10 2% FG	9 1% G	4 *	1 *	12 1%	3 1%	2 1%	18 1%	6 1%	17 1%	7 2%	7 1%	1 *	6 2%	18 1%	19 1%	4 1%	2 *	7 4%	2 *	4 *	17 2% WX	11 1%	7 1%
Don't know / Not applicable	67 2%	40 3%	23 2%	16 3% G	24 3% G	19 2% G	8 1%	28 2%	10 2%	3 2%	41 2%	26 2%	50 3% O	11 3%	14 1%	2 1%	10 2%	49 2%	34 2%	12 3%	8 2%	4 2%	17 3%	31 2%	17 2%	16 2%	16 2%

Net: More important	1215 41%	550 38%	641 43% B	263 54% EFG	377 46% FG	307 39% G	267 31%	534 42%	182 42%	80 43%	797 42%	418 38%	790 45% OP	193 47% OP	366 36%	59 30%	214 53% R	987 39%	764 39%	217 47% S	174 42%	109 54%	195 35%	579 39%	388 48% WX	435 46% a	320 38%
Net: Less important	101 3%	59 4%	41 3%	39 8% EFG	36 4% FG	16 2%	10 1%	56 4% L	13 3%	6 3%	75 4%	26 2%	57 3%	18 4%	33 3%	10 5%	24 6% R	76 3%	58 3%	23 5% U	5 1%	16 8%	12 2%	23 2%	53 7% WX	55 6% a	16 2%
Net Diff	1114 37%	491 34%	600 41%	224 46%	341 41%	291 37%	258 29%	479 38%	169 39%	74 40%	723 38%	392 36%	733 42%	175 43%	333 32%	49 25%	190 47%	911 36%	707 36%	194 42%	169 41%	93 46%	184 33%	556 37%	335 42%	380 41%	303 36%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Communal facilities (e.g. a gym, workspace or shared outdoor space)

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	204 7%	119 8% C	83 6%	68 14% FG	81 10% FG	40 5% G	14 2%	110 9% L	30 7%	11 6%	150 8% L	53 5%	144 8% O	45 11% OP	51 5%	9 4%	57 14% R	143 6%	131 7%	31 7%	29 7%	33 16%	21 4%	78 5%	93 12% WX	88 9%	59 7%
Become a little more important to me	334 11%	171 12%	155 11%	129 26% EFG	121 15% FG	52 6% G	33 4%	178 14% IL	39 9%	25 14% L	243 13% IL	91 8%	208 12% MOP	72 18% MOP	107 10%	18 9%	68 17% R	261 10%	206 10%	64 14%	42 10%	38 19%	41 7%	146 10%	120 15% WX	154 17% a	74 9%
No change in this	1536 51%	744 51%	758 51%	195 40%	431 52% D	453 57% D	457 52% D	644 51%	238 54%	96 52%	978 52%	558 51%	899 51% N	182 51% N	530 52% N	108 55% N	190 47% Q	1337 53%	1007 51%	225 49%	222 54%	80 39%	286 51%	785 53%	405 51%	448 48%	452 54% z
Become a little less important to me	141 5%	79 5%	60 4%	32 6%	41 5%	33 4%	35 4%	68 5%	17 4%	7 4%	91 5%	50 5%	88 5%	21 5%	38 4%	15 8% O	24 6%	116 5%	99 5% U	25 6% U	8 2%	16 8%	18 3%	71 5%	45 6%	53 6%	34 4%
Become a lot less important to me	141 5%	77 5%	62 4%	32 7%	33 4%	31 4%	44 5%	68 5%	19 4%	9 5%	96 5%	45 4%	79 4%	15 4%	53 5%	8 4%	19 5%	118 5%	93 5%	28 6%	16 4%	20 10%	20 4%	68 5%	49 6%	55 6%	36 4%
Don't know / Not applicable	629 21%	264 18%	357 24% B	34 7%	119 14% D	187 23% DE	290 33% DEF	206 16%	94 22% HK	37 20%	338 18% H	292 27% HK	345 20%	74 18%	246 24% MN	39 20%	49 12%	565 22% Q	429 22%	86 19%	96 23%	17 8%	179 32% XY	340 23% Y	88 11%	136 15%	179 21% z

Net: More important	537 18%	289 20% C	238 16%	197 40% EFG	201 24% FG	92 12% G	47 5%	288 23% IKL	69 16%	36 19%	393 21% IL	144 13%	352 20% OP	117 29% MOP	159 15%	27 14%	125 31% R	404 16%	337 17%	95 21%	71 17%	71 35%	62 11%	224 15% W	214 27% WX	243 26% a	134 16%
Net: Less important	282 9%	156 11%	122 8%	64 13% EF	74 9%	64 8%	79 9%	136 11%	36 8%	16 9%	187 10%	95 9%	167 9%	36 9%	91 9%	23 12%	43 11%	234 9%	192 10% U	53 12% U	24 6%	36 18%	38 7%	139 9%	94 12% W	109 12% a	70 8%
Net Diff	256 9%	134 9%	116 8%	133 27%	127 15%	27 3%	-32 -4%	153 12%	33 8%	20 11%	206 11%	50 5%	185 10%	81 20%	67 7%	3 2%	82 20%	170 7%	145 7%	42 9%	46 11%	35 17%	24 4%	85 6%	120 15%	134 14%	64 8%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)



Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Adapted for my specific health needs

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	230 8%	110 8%	113 8%	58 12% FG	70 9% G	60 7% G	42 5%	99 8%	27 6%	13 7%	139 7%	91 8%	149 8%	46 11% O	68 7%	13 7%	61 15% R	167 7%	142 7%	38 8%	38 9%	26 13%	37 6%	79 5%	99 12% WX	96 10% a	40 5%
Become a little more important to me	372 12%	199 14%	167 11%	130 26% EFG	108 13% FG	72 9%	63 7%	186 15% L	50 11%	21 11%	257 14% L	116 11%	244 14% P	68 17% OP	120 12% P	9 4%	76 19% R	292 12%	233 12%	63 14%	51 12%	59 29%	55 10%	170 11%	130 16% WX	168 18% a	80 10%
No change in this	1551 52%	742 51%	779 53%	208 42%	419 51% D	433 54% D	492 56% D	642 50%	242 55%	93 50%	978 52%	574 53%	881 50%	189 46%	550 54% N	120 61% MN	170 42%	1370 54% Q	1038 53%	216 47%	223 54%	64 31%	304 55% Y	812 55% Y	380 47%	424 45%	484 58% z
Become a little less important to me	88 3%	65 5% C	23 2%	32 6% FG	35 4% FG	17 2% G	5 1%	60 5% IKL	5 1%	2 1%	68 4% IL	20 2%	58 3%	22 5% MO	21 2%	9 5% O	15 4%	72 3%	56 3%	16 4%	7 2%	15 8%	10 2%	28 2%	39 5% WX	47 5% a	18 2%
Become a lot less important to me	42 1%	26 2%	16 1%	13 3% FG	15 2%	7 1%	8 1%	22 2%	3 1%	4 2%	29 2%	13 1%	23 1%	6 1%	15 1%	5 2%	4 1%	38 2%	29 1%	11 2%	2 1%	7 4%	5 1%	19 1%	16 2%	15 2%	14 2%
Don't know / Not applicable	701 23%	311 21%	377 26% B	49 10%	179 22% D	208 26% D	266 30% DE	266 21%	109 25%	51 28%	426 22% H	276 25% H	408 23%	79 19%	252 25%	42 21%	81 20%	601 24%	466 24%	116 25%	90 22%	32 16%	155 27% Y	379 25% Y	137 17%	187 20%	198 24%

Net: More important	602 20%	309 21%	280 19%	188 38% EFG	178 22% FG	132 17% G	104 12%	284 22%	77 18%	34 19%	396 21%	206 19%	393 22% OP	114 28% MOP	188 18% P	21 11%	137 34% R	459 18%	375 19%	100 22%	90 22%	85 42%	92 16%	249 17%	229 29% WX	263 28% a	120 14%
Net: Less important	130 4%	91 6% C	39 3%	45 9% FG	50 6% FG	23 3%	12 1%	82 6% IKL	8 2%	6 3%	97 5% IL	33 3%	81 5%	28 7% O	35 3%	14 7% O	19 5%	110 4%	85 4%	27 6% U	10 2%	23 11%	15 3%	47 3%	54 7% WX	61 7% a	32 4%
Net Diff	472 16%	218 15%	241 16%	144 29%	128 16%	108 14%	92 11%	202 16%	69 16%	28 15%	299 16%	173 16%	312 18%	87 21%	153 15%	8 4%	118 29%	349 14%	291 15%	74 16%	80 19%	62 31%	77 14%	202 14%	175 22%	202 22%	88 11%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q8. Still thinking about your current home, would you say each of the following have become more or less important to you now compared to before Covid-19, or has there been no change in this? - Adapted for my reduced mobility

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
Become a lot more important to me	200 7%	115 8% C	83 6%	44 9% G	68 8% G	61 8% G	26 3%	100 8% JK	22 5%	5 3%	127 7% J	72 7%	132 8%	35 9%	57 6%	10 5%	52 13% R	144 6%	118 6%	34 7%	31 8%	31 15%	27 5%	77 5%	85 11% WX	79 8% a	41 5%
Become a little more important to me	320 11%	156 11%	153 10%	91 19% EFG	91 11% F	59 7%	79 9%	144 11%	40 9%	18 10%	202 11%	118 11%	216 12% OP	77 19% MOP	94 9%	10 5%	58 14% R	257 10%	205 10%	51 11%	47 11%	33 16%	51 9%	153 10%	101 13%	135 14% a	59 7%
No change in this	1417 47%	691 48%	697 47%	228 46%	380 46%	391 49%	418 48%	579 45%	219 50%	95 51%	893 47%	524 48%	814 46%	169 41%	492 48%	111 57% MNO	160 39%	1247 49% Q	917 47%	221 48%	207 50%	79 39%	249 44%	732 49%	371 46%	419 45%	411 49%
Become a little less important to me	102 3%	62 4% C	39 3%	36 7% FG	37 5% FG	18 2%	10 1%	62 5% L	14 3%	6 3%	82 4% L	19 2%	52 3%	15 4%	43 4%	7 4%	17 4%	85 3%	68 3%	16 3%	13 3%	16 8%	17 3%	33 2%	44 5% X	46 5%	36 4%
Become a lot less important to me	57 2%	36 2%	21 1%	14 3% F	24 3% FG	7 1%	11 1%	31 2% I	2 *	4 2%	37 2% I	20 2%	30 2%	10 3%	20 2%	6 3%	11 3%	46 2%	38 2%	13 3%	3 1%	11 6%	7 1%	22 1%	24 3% X	24 3%	13 2%
Don't know / Not applicable	891 30%	394 27%	483 33% B	77 16%	224 27% D	260 33% DE	329 38% DE	358 28%	140 32%	57 31%	555 29%	336 31%	520 29%	103 25%	318 31%	53 27%	108 26%	762 30%	618 31%	125 27%	111 27%	32 16%	212 38% XY	469 32% Y	176 22%	232 25%	274 33% Z

Net: More important	519 17%	271 19%	236 16%	136 28% EFG	159 19% FG	120 15%	105 12%	244 19% IK	62 14%	23 13%	329 17%	190 17%	348 20% OP	112 27% MOP	152 15%	20 10%	110 27% R	401 16%	324 16%	84 18%	79 19%	64 32%	79 14%	231 16%	186 23% WX	214 23% a	101 12%
Net: Less important	158 5%	98 7% C	60 4%	50 10% FG	62 7% FG	25 3%	21 2%	93 7% IKL	16 4%	10 6%	119 6% IL	39 4%	82 5%	25 6%	63 6%	13 7%	28 7%	131 5%	106 5%	29 6%	16 4%	28 14%	25 4%	55 4%	68 8% WX	70 7%	49 6%
Net Diff	361 12%	173 12%	176 12%	85 17%	98 12%	95 12%	83 10%	151 12%	46 10%	13 7%	210 11%	151 14%	266 15%	87 21%	88 9%	7 3%	83 20%	270 11%	218 11%	55 12%	63 15%	37 18%	54 10%	175 12%	118 15%	144 15%	52 6%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q9. Assuming that you were looking to move into new rented accommodation in the next few months, which of the following factors, if any, would be important in your decision about which property to rent?

All renters

	Gender			Generation				Employment status					Urban/rural				Ethnic background		Tenure		Residential landlord		Household composition			Homeworking status Does not work at home	
	Total (A)	Male (B)	Female (C)	Gen Z (D)	Millennial (E)	Gen X (F)	Baby Boomer (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	Urban net (M)	Urban London (N)	Suburban (O)	Rural (P)	Ethnic minorities (Q)	White (R)	Homeowner (S)	Private renter (T)	Social renter (U)	Is a landlord (V)	Living alone (W)	With other adults (X)	With family (Y)	Works at home (Z)	(a)
Unweighted base	862	361	480	136	299	256	171	329	127	47	503	359	499	119	296	67	150	706	-	463	396	57	225	372	209	216	254
Weighted base	875	402	452	133	305	255	181	347	117	46	509	365	524	132	299	52	115	753	-	458	413	54	229	377	214	215	256
How much the rent costs	463	198	254	59	164	135	106	188	50	28	266	197	268	63	163	32	47	413	-	262	200	12	140	200	92	103	144
	53%	49%	56%	44%	54%	53%	58%	54%	43%	60%	52%	54%	51%	47%	54%	61%	41%	55%	-	57%	49%	23%	61%	53%	43%	48%	56%
Property in good condition	307	124	173	43	96	95	74	115	41	16	172	135	191	47	100	16	47	258	-	157	149	10	77	134	76	68	89
	35%	31%	38%	32%	31%	37%	41%	33%	35%	34%	34%	37%	36%	35%	34%	30%	41%	34%	-	34%	36%	19%	34%	36%	35%	32%	35%
A landlord I can trust	249	110	134	31	72	76	69	94	37	14	144	104	150	33	82	16	36	212	-	132	116	7	81	99	53	50	75
	28%	27%	30%	24%	24%	30%	38%	27%	32%	30%	28%	29%	29%	25%	27%	32%	31%	28%	-	29%	28%	13%	35%	26%	25%	23%	29%
Outdoor space available	212	75	131	26	78	62	46	87	28	12	127	85	111	30	86	15	19	192	-	107	105	13	54	89	55	57	61
	24%	19%	29%	19%	25%	24%	26%	25%	24%	25%	25%	23%	21%	23%	29%	28%	17%	26%	-	23%	25%	24%	24%	24%	26%	26%	24%
Size of the property (e.g. more bedrooms)	190	72	115	21	87	60	21	77	20	8	105	85	117	20	65	8	28	161	-	103	85	11	32	71	69	47	51
	22%	18%	26%	16%	29%	24%	12%	22%	17%	17%	21%	23%	22%	15%	22%	15%	25%	21%	-	22%	21%	20%	14%	19%	32%	22%	20%
Close to amenities like shops, bars and cafes	163	71	90	30	45	37	51	57	18	8	83	80	108	40	48	7	19	143	-	82	79	6	42	73	41	34	39
	19%	18%	20%	23%	15%	15%	28%	17%	15%	17%	16%	22%	21%	31%	16%	14%	17%	19%	-	18%	19%	11%	18%	19%	19%	16%	15%
Good transport links	155	70	79	23	55	43	34	57	23	9	89	66	108	45	40	6	38	115	-	83	72	10	39	63	44	38	45
	18%	18%	18%	17%	18%	17%	19%	16%	19%	19%	17%	18%	21%	34%	13%	12%	33%	15%	-	18%	17%	18%	17%	17%	21%	18%	18%
Close to my family	144	58	83	23	55	34	33	41	18	9	69	76	81	18	54	9	10	134	-	61	81	14	34	54	46	40	29
	16%	14%	18%	17%	18%	13%	18%	12%	16%	20%	13%	21%	15%	13%	18%	9%	18%	11%	-	13%	20%	26%	15%	14%	22%	18%	11%
Good energy efficiency	114	60	52	15	42	35	22	53	17	5	75	39	70	14	40	4	19	95	-	60	54	13	23	53	31	34	37
	13%	15%	12%	11%	14%	14%	12%	15%	14%	11%	15%	11%	13%	10%	13%	9%	17%	13%	-	13%	13%	24%	10%	14%	15%	16%	14%
Close to where I work	110	55	53	23	42	32	12	59	20	10	89	20	64	14	37	9	16	93	-	64	45	6	25	58	20	20	60
	13%	14%	12%	18%	14%	13%	7%	17%	17%	23%	18%	6%	12%	11%	12%	17%	14%	12%	-	14%	11%	11%	11%	15%	10%	9%	24%
The people I live with	52	22	27	13	18	14	8	18	2	-	20	32	28	8	19	5	7	45	-	25	27	4	5	30	15	11	8
	6%	5%	6%	10%	6%	5%	4%	5%	2%	-	4%	9%	5%	6%	6%	10%	6%	6%	-	5%	7%	7%	2%	8%	7%	5%	3%
A private space in the house to work (e.g. a study or dedicated room)	48	22	25	12	26	9	1	34	5	2	42	7	24	6	20	4	10	39	-	38	10	7	6	26	14	30	10
	6%	6%	6%	9%	9%	4%	1%	10%	5%	5%	8%	2%	5%	4%	7%	9%	8%	5%	-	8%	2%	13%	3%	7%	7%	14%	4%
Ability to redecorate the property	48	27	21	9	21	13	6	26	8	1	35	13	20	5	22	5	6	41	-	27	21	4	11	17	17	16	15
	5%	7%	5%	7%	7%	5%	3%	8%	7%	3%	7%	3%	4%	4%	7%	10%	5%	5%	-	6%	5%	8%	5%	4%	8%	8%	6%
Close to my friends	46	26	17	11	9	17	8	17	9	1	27	19	35	15	7	4	10	35	-	24	22	6	21	11	10	13	13
	5%	7%	4%	8%	3%	7%	4%	5%	8%	1%	5%	5%	7%	12%	2%	8%	8%	5%	-	5%	5%	11%	9%	3%	5%	6%	5%
Style of the property (e.g. architecture, period property)	19	14	6	8	4	6	1	8	3	-	11	8	14	4	5	-	4	15	-	10	9	4	4	5	10	6	5
	2%	3%	1%	6%	1%	2%	1%	2%	3%	-	2%	3%	3%	3%	2%	-	3%	2%	-	2%	2%	7%	2%	1%	5%	3%	2%
Other	18	10	6	3	6	6	3	7	1	1	9	9	7	1	11	-	1	17	-	9	9	-	5	11	2	4	6
	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	4%	-	1%	2%	-	2%	2%	-	2%	3%	1%	2%	2%
None of the above	47	24	12	4	13	19	10	16	8	2	26	21	27	4	17	3	4	42	-	14	33	3	16	25	4	8	15
	5%	8%	3%	3%	4%	8%	5%	5%	7%	5%	5%	6%	5%	3%	6%	3%	3%	6%	-	3%	8%	5%	7%	7%	2%	4%	6%

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Overlap formula used

ColumnProportions (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0 Minimum Base: 30(\*\*) Small Base: 100(\*\*)

ColumnMeans (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0 Minimum Base: 30(\*\*) Small Base: 100(\*\*)

Q10. Which of the following statements, if any, best describes the size of your current home?

All adults aged 16-75 in the UK

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status Does not	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834
My home is much bigger than it needs to be, for the number of people who live in it	139 5%	74 5%	63 4%	20 4%	31 4%	34 4%	55 6% E	69 5% L	19 4%	13 7% L	102 5% L	37 3%	83 5%	17 4%	50 5%	6 3%	31 8% R	106 4%	111 6% T	11 2%	14 3%	12 6%	40 7% xy	63 4%	31 4%	53 6%	45 5%
My home is a bit bigger than it needs to be, for the number of people who live in it	426 14%	207 14%	216 15%	57 12%	81 10%	91 11%	197 23% DEF	167 13%	67 15%	30 16%	265 14%	161 15%	231 13%	61 15%	164 16%	31 16%	52 13%	373 15%	334 17% TU	40 9%	41 10%	37 18%	99 18% Y	227 15% Y	83 10%	151 16% a	103 12%
My home is about the right size for the number of people who live in it	1694 57%	840 58%	832 56%	271 55%	440 53%	477 60% E	505 58%	725 57%	250 57%	109 59%	1084 57%	610 56%	1002 57% N	210 51%	581 57%	111 56%	210 52%	1472 58% Q	1159 59%	250 55%	224 54%	91 45%	310 55%	879 59%	435 54%	501 54%	506 61% z
My home is a bit smaller than it needs to be, for the number of people who live in it	462 15%	193 13%	251 17% B	84 17% G	161 20% G	129 16% G	88 10%	206 16%	59 14%	23 13%	289 15%	173 16%	278 16%	78 19%	158 15%	26 13%	71 17%	383 15%	255 13%	106 23% S	75 18% S	39 19%	55 10%	219 15% W	167 21% WX	158 17%	120 14%
My home is much smaller than it needs to be, for the number of people who live in it	157 5%	78 5%	74 5%	25 5% G	70 9% G	45 6% G	17 2%	69 5%	20 5%	7 4%	96 5%	61 6%	101 6%	32 8% O	41 4%	15 8% O	32 8% R	123 5%	67 3%	34 7% S	45 11% S	17 9%	29 5% X	44 3%	67 8% WX	55 6% a	30 4%
Don't know	107 4%	62 4% C	39 3%	34 7% FG	42 5% FG	19 2%	13 1%	37 3%	21 5%	2 1%	60 3%	47 4%	67 4%	12 3%	33 3%	7 4%	10 3%	84 3%	38 2%	18 4% S	14 3%	6 3%	32 6% Y	56 4%	18 2%	16 2%	31 4% z

Net: Bigger	565 19%	281 19%	280 19%	76 16%	111 14%	125 16%	252 29% DEF	237 19%	86 20%	44 24%	367 19%	198 18%	314 18%	77 19%	214 21%	37 19%	83 20%	479 19%	444 23% TU	51 11%	55 13%	50 24%	139 25% xy	290 20% Y	114 14%	205 22%	148 18%
Net: Smaller	619 21%	271 19%	325 22% B	109 22% G	231 28% FG	174 22% G	104 12%	275 22%	79 18%	31 16%	385 20%	234 22%	379 22%	110 27% MO	199 19%	41 21%	103 25% R	506 20%	323 16%	140 31% S	121 29% S	56 28%	83 15%	263 18%	234 29% WX	214 23% a	150 18%
Net Diff	-54 -2%	10 1%	-46 -3%	-33 -7%	-120 -15%	-49 -6%	147 17%	-38 -3%	7 2%	13 7%	-18 -1%	-37 -3%	-65 -4%	-33 -8%	15 1%	-4 -2%	-20 -5%	-27 -1%	122 6%	-89 -19%	-66 -16%	-7 -3%	56 10%	27 2%	-120 -15%	-9 -1%	-2 *

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q11. And how interested, if at all, are you in making changes to your property to reduce its carbon emissions?  
All homeowners and landlords

		Gender		Generation				Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2043	1006	1003	305	523	556	659	932	325	147	1404	639	1166	241	712	165	338	1685	1976	35	22	216	318	1055	592	763	560
Weighted base	2026	1007	985	325	492	520	688	908	311	134	1353	673	1194	261	695	137	285	1721	1965	34	19	203	310	1061	579	721	563
Very interested	391	220	163	84	127	97	83	219	50	22	291	100	256	79	110	26	81	307	368	15	6	51	46	159	168	187	94
	19%	22% C	17%	26% FG	26% FG	19% G	12%	24% IKL	16%	16%	22% IL	15%	21% O	30% MOP	16%	19%	28% R	18%	19%	45% **	29% **	25%	15%	15%	29% WX	26% a	17%
Fairly interested	849	397	437	149	192	234	274	400	129	49	577	272	458	94	332	59	116	728	835	8	5	80	113	471	232	315	235
	42%	39%	44% B	46%	39%	45%	40%	44%	41%	36%	43%	40%	38%	36%	48% MN	43%	41%	42%	43%	24% **	25% **	40%	36%	44% W	40%	44%	42%
Not very interested	395	205	187	53	91	87	165	151	65	34	250	145	245	35	126	24	38	353	386	5	3	35	67	212	106	119	114
	20%	20%	19%	16%	18%	17%	24% DEF	17%	21%	25% H	18% H	22% H	21% N	14%	18%	18%	13%	21% Q	20%	16% **	18% **	17%	22%	20%	18%	17%	20%
Not interested at all	191	105	82	11	32	56	92	75	35	17	126	65	106	28	69	17	19	171	183	4	3	20	44	103	35	57	64
	9%	10%	8%	3%	7%	11% DE	13% DE	8%	11%	13%	9%	10%	9%	11%	10%	12%	7%	10%	9%	11% **	14% **	10%	14% Y	10% Y	6%	8%	11%
Don't know	199	81	115	29	51	46	74	63	33	12	108	91	129	25	59	12	32	162	193	1	3	17	40	116	38	43	55
	10%	8%	12% B	9%	10%	9%	11%	7%	10%	9%	8%	14% HK	11%	10%	8%	9%	11%	9%	10%	4% **	15% **	8%	13% Y	11% Y	7%	6%	10% Z
Net: Very/fairly interested	1240	616	600	233	319	332	357	619	179	71	868	372	714	173	442	84	197	1036	1203	24	10	131	159	629	400	502	330
	61%	61%	61%	72% FG	65% G	64% G	52%	68% IUKL	57%	53%	64% IUL	55%	60%	66% M	64%	62%	69% R	60%	61%	69% **	54% **	65%	51%	59% W	69% WX	70% a	59%
Net: Not very/at all interested	586	310	269	64	123	143	257	226	100	51	377	210	351	63	194	41	56	524	569	9	6	54	111	316	141	176	178
	29%	31%	27%	20%	25%	27% D	37% DEF	25%	32% H	38% HK	28% H	31% H	29%	24%	28%	30%	20%	30% Q	29%	27% **	32% **	27%	36% Y	30% Y	24%	24%	32% Z
Net Diff	654	306	331	169	196	189	100	393	79	20	492	162	363	109	248	44	140	512	635	15	4	77	49	314	259	326	152
	32%	30%	34%	52%	40%	36%	14%	43%	25%	15%	36%	24%	30%	42%	36%	32%	49%	30%	32%	43%	22%	38%	16%	30%	45%	45%	27%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q12. How concerned, if at all, are you about the carbon emissions of the property you live in at the moment?  
All adults aged 16-75 in the UK

		Gender			Generation				Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	
Unweighted base	2985	1408	1521	473	844	833	835	1280	461	198	1939	1046	1706	379	1034	245	500	2447	1976	463	396	216	569	1466	813	984	825	
Weighted base	2985	1454	1475	491	825	796	874	1274	437	185	1896	1089	1763	409	1026	196	406	2541	1965	458	413	203	564	1488	801	936	834	
Very concerned	250	156	88	72	84	55	39	153	26	11	190	60	190	63	50	10	64	185	184	32	24	53	36	85	113	127	60	
	8%	11% C	6%	15% EFG	10% FG	7%	4%	12% IJKL	6%	6%	10% IL	6%	11% OP	15% MOP	5%	5%	16% R	7%	9%	7%	6%	26%	6%	6%	14% WX	14% a	7%	
Fairly concerned	781	384	383	193	237	202	149	391	106	48	545	236	474	109	260	46	135	638	555	102	91	54	92	385	262	308	199	
	26%	26%	26%	39% EFG	29% G	25% G	17%	31% IKL	24%	26%	29% IL	22%	27%	27%	25%	24%	33% R	25%	28% TU	22%	22%	27%	16%	26% W	33% WX	33% a	24%	
Not very concerned	1149	535	593	137	298	306	408	450	178	82	710	439	630	121	431	88	112	1030	781	172	151	71	223	616	261	334	334	
	38%	37%	40%	28%	36% D	38% D	47% DEF	35%	41%	44% H	37% H	40% H	36% N	30%	42% MN	45% MN	28%	41% Q	40%	37%	37%	35%	39% Y	41% Y	33%	36%	40%	
Not concerned at all	480	276	197	28	113	143	196	190	72	32	294	187	268	72	179	33	48	427	275	97	91	18	144	230	90	112	160	
	16%	19% C	13%	6%	14% D	18% DE	22% DEF	15%	16%	17%	16%	17%	15%	17%	17%	17%	12%	17% Q	14%	21% S	22% S	9%	26% XY	15% Y	11%	12%	19% Z	
Don't know	324	102	214	60	93	90	82	91	54	12	157	167	201	45	105	18	47	261	170	56	56	7	70	172	74	55	80	
	11%	7%	15% B	12%	11%	11%	9%	7%	12% HK	6%	8% H	15% HIJ	11%	11%	10%	9%	11%	10%	9%	12% S	14% S	4%	12%	12%	9%	6%	10% Z	
Net: Very/fairly concerned	1032	540	471	265	322	257	188	544	132	59	735	296	665	171	310	57	199	823	739	134	115	107	128	470	376	435	259	
	35%	37% C	32%	54% EFG	39% FG	32% G	22%	43% IJKL	30%	32%	39% IL	27%	38% OP	42% OP	30%	29%	49% R	32%	38% TU	29%	28%	53%	23%	32% W	47% WX	46% a	31%	
Net: Not very/at all concerned	1629	811	790	166	411	449	604	639	250	114	1003	626	898	193	610	122	160	1457	1056	269	242	89	367	846	351	446	495	
	55%	56%	54%	34%	50% D	56% DE	69% DEF	50%	57% H	62% HK	53% H	57% HK	51%	47%	59% MN	62% MN	39%	57% Q	54%	59%	59%	44%	65% XY	57% Y	44%	48%	59% Z	
Net Diff	-598	-271	-318	99	-90	-192	-416	-95	-118	-55	-268	-329	-233	-22	-299	-65	39	-634	-317	-135	-127	18	-239	-377	25	-11	-236	
	-20%	-19%	-22%	20%	-11%	-24%	-48%	-7%	-27%	-30%	-14%	-30%	-13%	-5%	-29%	-33%	10%	-25%	-16%	-29%	-31%	9%	-42%	-25%	3%	-1%	-28%	

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ColumnMeans (5%): A,B/C,D/E,F/G,H/I/J/K,L,M/N/O/P,Q,R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

20-079993-02 - 18 June - 21 June 2021  
PUBLIC  
Nationwide: Future of home survey  
UK public aged 16-75

Q13. Over the past five years, have you made any of the following improvements to your property to improve its energy efficiency?  
All homeowners and landlords

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2043	1006	1003	305	523	556	659	932	325	147	1404	639	1166	241	712	165	338	1685	1976	35	22	216	318	1055	592	763	560
Weighted base	2026	1007	985	325	492	520	688	908	311	134	1353	673	1194	261	695	137	285	1721	1965	34	19	203	310	1061	579	721	563
Adding insulation to roofs, walls, floors or pipes	427 21%	226 22%	195 20%	73 22%	113 23%	100 19%	141 20%	189 21%	75 24%	26 19%	290 21%	137 20%	237 20%	55 21%	150 22%	40 29% M	75 26% R	351 20%	414 21%	10 30% **	2 10% **	36 18%	37 12%	227 21% W	148 25% W	156 22%	120 21%
Replacing a gas boiler with a more environmentally friendly alternative, such as an air source heat pump or biomass boiler	388 19%	214 21%	171 17%	78 24% G	95 19%	99 19%	115 17%	210 23% L	57 18%	23 17%	291 21% L	98 14%	250 21% P	52 20%	122 18%	16 11%	79 28% R	307 18%	372 19%	13 38% **	3 17% **	55 27%	34 11%	188 18% W	146 25% WX	179 25% a	97 17%
Installed solar panels on your property	161 8%	98 10% C	62 6%	46 14% EFG	38 8%	31 6%	47 7%	76 8%	23 7%	16 12%	115 8%	46 7%	110 9% O	28 11% O	40 6%	10 8%	30 10%	131 8%	154 8%	4 12% **	1 7% **	26 13%	20 6%	70 7%	67 11% WX	74 10% a	37 6%
Installed more energy-efficient windows and external doors on your property (for instance, double glazing)	465 23%	225 22%	233 24%	94 29% F	113 23%	96 19%	162 23%	202 22%	79 25%	23 17%	304 23%	161 24%	272 23%	58 22%	156 22%	37 27%	70 25%	390 23%	458 23%	3 8% **	4 21% **	54 27%	47 15%	248 23% W	144 25% W	193 27% a	103 18%
Other, please specify	40 2%	16 2%	24 2%	- - -	7 1%	17 3% D	15 2% D	10 1%	5 2%	5 4% HK	20 2%	19 3% H	17 1%	3 1%	16 2%	7 5% M	5 2%	33 2%	40 2%	- - **	- - **	2 1%	3 1%	25 2%	10 2%	11 2%	8 1%
None of the above	999 49%	469 47%	509 52% B	111 34%	231 47% D	277 53% D	381 55% DE	414 46%	145 47%	69 52%	629 46%	371 55% HIK	579 48%	117 45%	353 51%	68 49%	105 37%	882 51% Q	977 50%	6 19% **	10 54% **	65 32%	207 67% XY	551 52% Y	219 38%	291 40%	294 52% Z

Net: Yes	995 49%	526 52% C	456 46%	214 66% EFG	256 52% FG	231 44%	295 43%	486 53% L	161 52% L	61 45% L	707 52% L	288 43%	600 50%	141 54%	331 48%	64 47%	174 61% R	813 47%	956 49%	28 81% **	9 46% **	136 67%	100 32%	491 46% W	352 61% WX	421 58% a	262 47%
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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q14. Thinking about the process of upgrading your home to improve its carbon emissions, how easy or difficult would you say you found each of the following stages? - Finding out information about the options and support available to you  
All homeowners/landlords who have made significant green improvements to their properties

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1012	519	480	199	266	253	294	479	175	75	729	283	584	131	343	85	209	795	975	24	10	141	109	493	360	434	264
Weighted base	1027	538	476	214	262	244	307	494	166	64	724	302	615	144	342	69	179	840	988	28	9	138	103	510	360	430	269
Very easy	112 11%	71 13% C	39 8%	24 11%	38 15% F	20 8%	30 10%	67 14% L	15 9%	7 11% *	89 12%	23 7%	90 15% OP	28 19% OP	18 5%	3 5% *	17 9%	95 11%	106 11%	6 21% **	* 3% **	19 14%	11 11% *	50 10%	46 13%	68 16% a	21 8%
Fairly easy	250 24%	144 27%	103 22%	55 26%	57 22%	56 23%	82 27%	125 25%	47 28%	10 15% *	181 25%	69 23%	141 23%	28 20%	89 26%	20 28% *	36 20%	214 25%	248 25%	1 4% **	1 14% **	25 18%	24 23% *	144 28% y	69 19%	95 22%	77 29%
Neither easy nor difficult	308 30%	157 29%	145 31%	50 24%	85 32%	81 33%	91 30%	142 29%	48 29%	24 37% *	215 30%	93 31%	179 29% P	32 22%	119 35% NP	9 13% *	59 33%	242 29%	296 30%	8 30% **	3 38% **	49 35%	35 34% *	159 31%	97 27%	113 26%	97 36% z
Fairly difficult	194 19%	91 17%	103 22%	46 22%	44 17%	49 20%	55 18%	88 18%	26 15%	19 29% IK*	133 18%	61 20%	115 19%	38 26% M	65 19%	14 21% *	36 20%	157 19%	183 19%	7 24% **	4 43% **	24 17%	15 15% *	81 16%	89 25% x	95 22% a	33 12%
Very difficult	87 8%	50 9%	35 7%	25 12% G	22 8%	22 9%	18 6%	50 10%	10 6%	3 5% *	63 9%	23 8%	54 9%	15 11%	21 6%	12 17% MO*	22 12%	64 8%	80 8%	5 19% **	- - **	15 11%	8 8% *	34 7%	35 10%	39 9%	22 8%
Don't know	77 7%	25 5%	51 11% B	13 6%	15 6%	16 7%	32 10%	21 4%	20 12% HK	2 3% *	43 6% H	34 11% HK	37 6%	3 2%	29 8% N	11 16% MN*	9 5%	67 8%	76 8%	* 2% **	* 2% **	6 4%	10 9% *	42 8%	24 7%	20 5%	20 7%

Net: Easy	362 35%	215 40% C	142 30%	79 37%	95 36%	76 31%	112 36%	192 39% L	62 37%	17 26% *	271 37%	91 30%	232 38%	56 39%	108 31%	23 33% *	52 29%	309 37%	353 36%	7 25% **	2 17% **	44 32%	35 34% *	194 38%	114 32%	163 38%	98 36%
Net: Difficult	281 27%	141 26%	137 29%	71 33% G	67 25%	71 29%	72 23%	139 28%	35 21%	22 34% *	196 27%	84 28%	168 27% MO	53 37% MO	86 25%	26 38% *	58 33%	221 26%	263 27%	12 44% **	4 43% **	39 29%	23 23% *	115 23%	124 35% wx	134 31% a	55 21%
Net Diff	81 8%	74 14%	4 1%	8 4%	28 11%	5 2%	40 13%	53 11%	26 16%	-5 -8%	74 10%	7 2%	63 10%	3 2%	22 6%	-4 -5%	-6 -3%	88 10%	91 9%	-5 -19%	-2 -26%	5 3%	12 11%	79 15%	-10 -3%	29 7%	43 16%

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Overlap formulae used  
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)



Q14. Thinking about the process of upgrading your home to improve its carbon emissions, how easy or difficult would you say you found each of the following stages? - Finding contractors who were able to carry out the work

All homeowners/landlords who have made significant green improvements to their properties

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1012	519	480	199	266	253	294	479	175	75	729	283	584	131	343	85	209	795	975	24	10	141	109	493	360	434	264
Weighted base	1027	538	476	214	262	244	307	494	166	64	724	302	615	144	342	69	179	840	988	28	9	138	103	510	360	430	269
Very easy	111 11%	69 13% C	39 8%	23 11%	28 11%	27 11%	33 11%	53 11%	20 12%	9 14% *	82 11%	29 10%	69 11%	20 14%	39 11%	3 5% *	19 10%	93 11%	110 11%	- - **	1 14% **	14 10%	13 13% *	48 9%	42 12%	58 14%	22 8%
Fairly easy	252 24%	131 24%	118 25%	67 32% F	69 26%	44 18%	72 23%	122 25%	50 30%	14 22% *	186 26%	65 22%	155 25%	35 24%	79 23%	17 25% *	32 18%	218 26%	240 24%	12 43% **	- - **	38 28%	20 19% *	124 24%	97 27%	107 25%	75 28%
Neither easy nor difficult	255 25%	138 26%	114 24%	51 24%	64 24%	69 28%	73 24%	126 26%	34 20%	20 31% *	180 25%	76 25%	159 26%	30 21%	83 24%	13 19% *	44 25%	208 25%	247 25%	6 23% **	2 21% **	36 26%	27 26% *	128 25%	85 24%	102 24%	71 27%
Fairly difficult	221 21%	118 22%	100 21%	48 23%	53 20%	56 23%	63 20%	121 24%	30 18%	14 22% *	165 23%	55 18%	126 21%	39 27%	80 23%	14 20% *	48 27%	169 20%	209 21%	5 19% **	5 56% **	29 21%	16 16% *	122 24%	73 20%	99 23%	56 21%
Very difficult	104 10%	55 10%	47 10%	13 6%	34 13% D	30 12% D	28 9%	47 9%	19 12%	5 8% *	71 10%	33 11%	66 11%	14 10%	28 8%	10 14% *	29 16% R	75 9%	99 10%	4 13% **	1 9% **	17 13%	14 14% *	37 7%	44 12% X	41 10%	27 10%
Don't know	84 8%	28 5%	56 12% B	11 5%	15 6%	18 7%	39 13% DE	25 5%	14 8%	2 4% *	41 6%	43 14% HIK	40 6%	6 4%	33 10%	12 17% MN*	8 4%	76 9%	83 8%	* 2% **	- - **	4 3%	13 13% Y*	51 10% Y	19 5%	22 5%	18 7%

Net: Easy	363 35%	200 37%	158 33%	91 42% F	96 37%	71 29%	104 34%	176 36%	69 42% L	23 36% *	268 37%	95 31%	224 36%	55 38%	118 35%	20 29% *	51 28%	311 37%	350 35%	12 43% **	1 14% **	52 37%	33 32% *	172 34%	140 39%	166 39%	96 36%
Net: Difficult	325 32%	173 32%	148 31%	61 29%	87 33%	86 35%	91 30%	168 34%	49 30%	19 30% *	236 33%	89 29%	192 31%	53 37%	108 32%	24 35% *	77 43% R	244 29%	308 31%	9 32% **	6 65% **	47 34%	30 31% *	159 31%	117 32%	140 33%	83 31%
Net Diff	38 4%	27 5%	10 2%	30 14%	10 4%	-14 -6%	13 4%	8 2%	20 12%	4 7%	32 4%	6 2%	32 5%	2 1%	10 3%	-4 -6%	-26 -14%	67 8%	42 4%	3 11%	-5 -51%	5 4%	3 3%	13 2%	23 6%	26 6%	14 5%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q14. Thinking about the process of upgrading your home to improve its carbon emissions, how easy or difficult would you say you found each of the following stages? - The construction process to install the upgrades  
All homeowners/landlords who have made significant green improvements to their properties

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1012	519	480	199	266	253	294	479	175	75	729	283	584	131	343	85	209	795	975	24	10	141	109	493	360	434	264
Weighted base	1027	538	476	214	262	244	307	494	166	64	724	302	615	144	342	69	179	840	988	28	9	138	103	510	360	430	269
Very easy	131 13%	78 14%	49 10%	35 16%	35 13%	29 12%	32 10%	69 14%	25 15%	6 10% *	101 14%	31 10%	91 15%	29 20% OP	37 11%	4 5% *	18 10%	114 14%	126 13%	4 15% **	1 14% **	19 14%	13 13% *	52 10%	54 15%	70 16%	28 10%
Fairly easy	208 20%	117 22%	88 18%	46 21%	60 23%	39 16%	63 21%	104 21%	32 19%	17 26% *	153 21%	55 18%	126 21%	22 15%	69 20%	13 18% *	30 17%	176 21%	202 20%	5 19% **	1 7% **	25 18%	24 23% *	110 22%	67 19%	87 20%	63 23%
Neither easy nor difficult	306 30%	150 28%	153 32%	70 33%	77 29%	75 31%	85 28%	141 29%	54 33%	21 33% *	216 30%	90 30%	180 29%	43 30%	106 31%	20 29% *	57 32%	246 29%	289 29%	12 42% **	3 35% **	43 31%	25 25% *	160 31%	105 29%	125 29%	85 32%
Fairly difficult	190 19%	112 21%	77 16%	36 17%	45 17%	50 21%	59 19%	95 19%	25 15%	14 21% *	133 18%	57 19%	115 19%	29 20%	63 18%	13 18% *	38 21%	150 18%	186 19%	3 9% **	2 24% **	20 14%	16 16% *	95 19%	73 20%	84 19%	43 16%
Very difficult	91 9%	44 8%	45 10%	13 6%	23 9%	28 11%	27 9%	47 10%	14 8%	4 7% *	65 9%	26 9%	56 9%	13 9%	27 8%	9 13% *	23 13%	67 8%	88 9%	4 13% **	- - **	19 14%	12 12% *	39 8%	35 10%	36 8%	25 9%
Don't know	100 10%	36 7%	63 13% B	14 7%	22 8%	23 9%	41 13% D	38 8%	16 10%	3 4% *	57 8%	44 14% HUK	48 8%	9 6%	41 12%	12 17% MN*	13 7%	87 10%	98 10%	* 2% **	2 19% **	12 9%	12 12% *	55 11%	27 7%	28 7%	24 9%
Net: Easy	339 33%	195 36% C	137 29%	81 38%	95 36%	68 28%	95 31%	173 35%	57 35%	23 35% *	253 35%	86 28%	217 35%	51 35%	106 31%	16 23% *	48 27%	289 34%	328 33%	9 34% **	2 21% **	44 32%	37 36% *	162 32%	121 34%	157 37%	91 34%
Net: Difficult	282 27%	156 29%	122 26%	50 23%	68 26%	78 32%	86 28%	142 29%	39 23%	18 28% *	198 27%	83 28%	171 28%	42 29%	90 26%	22 31% *	62 34% R	217 26%	273 28%	6 22% **	2 24% **	38 28%	29 28% *	134 26%	108 30%	120 28%	69 26%
Net Diff	57 6%	39 7%	14 3%	31 15%	27 10%	-9 -4%	9 3%	32 6%	19 11%	5 8%	55 8%	2 1%	46 8%	9 6%	17 5%	-5 -8%	-14 -8%	72 9%	55 6%	3 11%	* -3%	6 4%	9 8%	29 6%	13 4%	37 9%	22 8%

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Overlap formulae used  
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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q14. Thinking about the process of upgrading your home to improve its carbon emissions, how easy or difficult would you say you found each of the following stages? - And overall, how easy or difficult would you say you found the entire upgrade process?

All homeowners/landlords who have made significant green improvements to their properties

		Gender			Generation			Employment status					Urban/rural				Ethnic background		Tenure			Residential landlord	Household composition			Homeworking status	
	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	Urban net	Urban London	Suburban	Rural	Ethnic minorities	White	Homeowner	Private renter	Social renter	Is a landlord	Living alone	With other adults	With family	Works at home	Does not work at home
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1012	519	480	199	266	253	294	479	175	75	729	283	584	131	343	85	209	795	975	24	10	141	109	493	360	434	264
Weighted base	1027	538	476	214	262	244	307	494	166	64	724	302	615	144	342	69	179	840	988	28	9	138	103	510	360	430	269
Very easy	106 10%	63 12%	39 8%	22 10%	31 12%	24 10%	28 9%	62 13%	15 9%	4 6% *	81 11%	25 8%	73 12%	23 16% P	30 9%	3 4% *	16 9%	89 11%	99 10%	6 20% **	1 14% **	15 11%	11 11% *	42 8%	43 12%	60 14% a	19 7%
Fairly easy	267 26%	149 28%	115 24%	62 29%	70 27%	49 20%	86 28%	122 25%	54 32%	15 24% *	191 26%	76 25%	162 26%	35 24%	87 25%	18 26% *	37 21%	230 27%	258 26%	6 22% **	1 17% **	36 26%	22 21% *	143 28%	93 26%	117 27%	70 26%
Neither easy nor difficult	309 30%	162 30%	142 30%	61 28%	85 33%	77 32%	85 28%	147 30%	43 26%	28 44% HIK*	218 30%	90 30%	170 28%	30 21%	117 34% N	21 30% *	51 29%	252 30%	297 30%	8 29% **	3 37% **	47 34%	28 27% *	160 31%	101 28%	111 26%	98 36% z
Fairly difficult	169 16%	89 17%	79 17%	38 18%	41 16%	45 19%	45 15%	88 18%	21 13%	11 17% *	119 16%	50 16%	119 19% O	31 22% O	41 12%	9 13% *	36 20%	132 16%	166 17%	3 9% **	1 6% **	21 15%	20 20% *	75 15%	69 19%	79 18%	36 13%
Very difficult	92 9%	45 8%	45 9%	20 9%	20 7%	26 11%	26 8%	47 10%	17 10%	4 6% *	68 9%	24 8%	51 8%	18 12%	31 9%	10 14% *	27 15% R	64 8%	86 9%	5 17% **	1 7% **	14 10%	9 9% *	33 7%	41 11% x	39 9%	26 10%
Don't know	85 8%	30 6%	54 11% B	11 5%	14 6%	22 9%	37 12% DE	28 6%	16 10%	3 4% *	47 6%	38 13% HK	41 7%	8 5%	35 10%	9 13% *	12 7%	72 9%	83 8%	* 2% **	2 19% **	5 4%	13 12% Y*	56 11% Y	14 4%	25 6%	20 7%

Net: Easy	372 36%	212 39%	154 32%	84 39%	101 39%	73 30%	113 37%	184 37%	68 41%	19 30% *	272 37%	101 33%	235 38%	58 40%	117 34%	21 30% *	53 30%	319 38%	356 36%	12 43% **	3 31% **	50 37%	33 32% *	185 36%	136 38%	176 41%	89 33%
Net: Difficult	261 25%	134 25%	124 26%	58 27%	61 23%	71 29%	71 23%	135 27%	38 23%	15 23% *	187 26%	74 24%	170 28%	49 34% O	72 21%	19 27% *	63 35% R	196 23%	252 25%	7 26% **	1 13% **	35 25%	30 29% *	108 21%	109 30% x	118 27%	62 23%
Net Diff	111 11%	78 15%	30 6%	27 13%	41 16%	2 1%	42 14%	49 10%	30 18%	4 7%	84 12%	27 9%	65 11%	9 7%	44 13%	2 3%	-9 -5%	123 15%	105 11%	5 16%	2 18%	15 11%	3 3%	77 15%	27 8%	59 14%	27 10%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R,S/T/U,V,W/X/Y,Z/a Minimum Base: 30(\*\*) Small Base: 100(\*)

Q15. Which of the following, if any, would you say are the main reasons you have not upgraded your property to reduce it s carbon emissions?  
All homeowners/landlords who have not made significant green improvements to their properties

	Gender			Generation				Employment status						Urban/rural			Ethnic background			Tenure		Residentia l landlord	Household composition			Homeworking status	
	Total (B)	Male (C)	Female (D)	Gen Z (E)	Millennial (F)	Gen X (G)	Baby Boomer (H)	Full-time (I)	Part-time (J)	Self- Employed (K)	ANY WORKING (L)	ANY NOT WORKING (M)	Urban net (N)	Urban London (O)	Suburban (P)	Rural (Q)	Ethnic minorities (R)	White (S)	Homeown er (T)	Private renter (U)	Social renter (V)	Is a landlord (W)	Living alone (X)	With other adults (Y)	With family (Z)	Works at home (a)	Does not work at home (b)
Unweighted base	1031	487	523	106	257	303	365	453	150	72	675	356	582	110	369	80	129	890	1001	11	12	75	209	562	232	329	296
Weighted base	999	469	509	111	231	277	381	414	145	69	629	371	579	117	353	68	105	882	977	6	10	65	207	551	219	291	294
The costs aren't worth the benefit	250 25%	150 32% c	95 19%	16 15% a	44 19%	65 23%	125 33% def	102 25%	30 20%	21 14%	153 24%	97 26%	130 22%	27 23%	98 28%	22 16%	16 26%	233 25%	249 9%	1 3%	* 22%	14 26%	53 28%	152 19%	42 26%	75 24%	71
I wouldn't know how to go about reducing my home's carbon emissions	176 18%	63 13%	109 21%	25 22% b	35 15%	60 22% g	56 15%	77 18%	36 25% l	11 15%	123 20%	53 14%	100 17%	19 17%	63 18%	13 19%	18 18%	156 18%	174 18%	1 9%	2 14%	10 16%	40 19%	86 16%	46 21%	57 19%	61
This is not the sort of thing I normally spend my money on	132 13%	64 14%	68 13%	12 11% a	31 14%	41 15%	47 12%	55 13%	21 14%	10 14%	86 14%	46 12%	79 14%	18 15%	49 14%	4 5%	8 7%	125 14%	131 13%	* 7%	1 9%	7 11%	27 13%	80 15%	22 10%	42 15%	35
Reducing my home's carbon emissions is bottom of my list of things to worry about	128 13%	75 16% c	50 10%	4 4% a	18 8%	45 16%	60 16% def	48 12%	19 13%	7 10%	74 12%	53 14%	83 11%	33 11%	39 6%	6 11%	11 13%	116 13%	127 14%	1 - **	- 12% **	8 15%	31 13%	70 11%	24 10%	29 15%	44
The hassle involved means it is difficult to reduce my home's carbon emissions	118 12%	64 14%	48 9%	12 11% a	27 12%	22 8%	58 15% f	51 12%	13 9%	6 9%	71 11%	48 13%	64 11%	11 10%	45 13%	10 14%	11 10%	107 12%	118 12%	- - **	1 6% **	6 10%	22 11%	78 14%y	16 7%	34 12%	34
I don't have the confidence to make the right decisions on what to do to reduce my home's carbon emissions	109 11%	42 9%	63 12%	15 14% a	21 9%	33 12%	40 10%	47 11%	21 15% j	2 3% a	71 11% j	38 10%	54 9%	13 11%	46 13%	9 13%	9 8%	100 11%	106 11%	- - **	2 14% **	7 10%	23 11%	61 11%	23 10%	30 10%	37
Improvements to reduce my home's carbon emissions aren't a priority for someone like me	69 7%	32 7%	37 7%	3 3% a	11 5%	18 7%	37 10%	23 5%	10 7%	3 5%	36 6%	33 9%	37 6%	5 5%	29 8%	3 4%	8 7%	59 7%	67 7%	2 27% **	1 6% **	6 10%	15 7%	38 7%	15 7%	9 3%	25
I'm not interested in thinking or learning more about reducing my home's carbon emissions	48 5%	25 5%	23 4%	5 4% a	8 4%	13 5%	22 2%	22 10%	10 7%	3 4%	35 1%	14 4%	33 4%	11 7% d*	13 2%	2 2%	4 5%	44 3%	47 3%	1 - **	1 14% **	6 5%	9 3%	34 2%	6 6%	17 3%	16
None of my friends and family are doing this	34 3%	24 5% c	10 2%	9 8% d*	8 4%	8 3%	8 2%	15 4%	5 3%	- a	19 3%	14 4%	25 4%	8 7% d*	8 2%	1 2%	1 5%	28 3%	32 3%	- - **	2 14% **	3 5%	6 3%	13 2%	13 6% x	7 2%	11
I get anxious thinking about how to reduce my home's carbon emissions	29 3%	19 4%	9 2%	9 8% d*	8 3%	5 2%	7 2%	18 4%	5 4%	- a	24 4%	5 1%	20 3%	3 3% d*	9 3%	- 4%	4 5%	24 3%	27 3%	- 5% **	1 5% **	3 5%	6 3%	14 3%	8 4%	14 5%	7
The values I live by mean reducing carbon emissions doesn't bother me	26 3%	19 4% c	6 1%	2 1% a	2 1%	7 2%	15 4% e	12 3%	3 2%	1 1%	16 3%	10 3%	16 3%	6 5%	9 2%	1 2%	1 1%	25 3%	25 3%	- - **	- 2% **	1 5%	10 2%	10 2%	3 1%	5 2%	11
None of the above	355 36%	155 33%	193 38%	36 33% a	99 43%	95 34%	125 33%	144 35%	42 29%	28 41% a	215 34%	141 38%	216 37%	44 37%	114 32%	26 38%	47 44%	301 34%	345 35%	2 29%	5 51%	22 33%	76 37%	190 34%	80 37%	105 36%	90

Net: Motivation	458 46%	238 51% c	210 41%	45 40% a	89 38%	128 46%	197 52% e	190 46%	66 42% a	29 45% a	285 47%	173 43%	251 49%	49 48%	174 37% a	32 47%	39 47%	416 46%	449 50%	3 28% **	3 51% **	33 47%	97 48%	263 42%	92 43%	125 50%	147
Net: Ability	283 28%	119 25%	158 31%	34 31% a	62 27%	93 34% g	94 25%	123 30%	50 35% l	19 27% a	193 31%	90 24%	161 28%	35 30%	105 30%	16 24%	23 22%	258 29%	279 29%	1 15% **	2 23% **	16 25%	61 30%	153 28%	64 29%	93 32%	86
Net: Prossessine	48 5%	25 5%	23 4%	5 4% a	8 4%	13 5%	22 6%	22 5%	10 7%	3 4% a	35 6%	14 4%	33 6%	11 9%	13 4%	2 4%	4 5%	44 5%	47 12%	1 8% **	1 9% **	6 10%	9 4%	34 6%	6 3%	17 6%	16
Net: Physical	118 12%	64 14%	48 9%	12 11% a	27 12%	22 8%	58 15% f	51 12%	13 9%	6 9%	71 11%	48 13%	64 11%	11 10%	45 13%	10 14%	11 10%	107 12%	118 12%	- - **	1 6% **	6 10%	22 11%	78 14% y	16 7%	34 12%	34
Net: Social	59 6%	43 9%	16 3%	10 9% c	10 4%	15 6%	23 6%	26 6%	8 6%	1 6% a	35 6%	24 6%	40 7%	14 12% d*	16 5%	2 6%	6 6%	53 6%	57 6%	- - **	2 14% **	5 7%	16 8%	23 4%	16 7%	11 4%	23

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnsProportions (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a Minimum Base: 30/11 Small Base: 100/1

ColumnsMeans (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a Minimum Base: 30/11 Small Base: 100/1