

THE FUTURE OF HOME

Survey topline

Availability





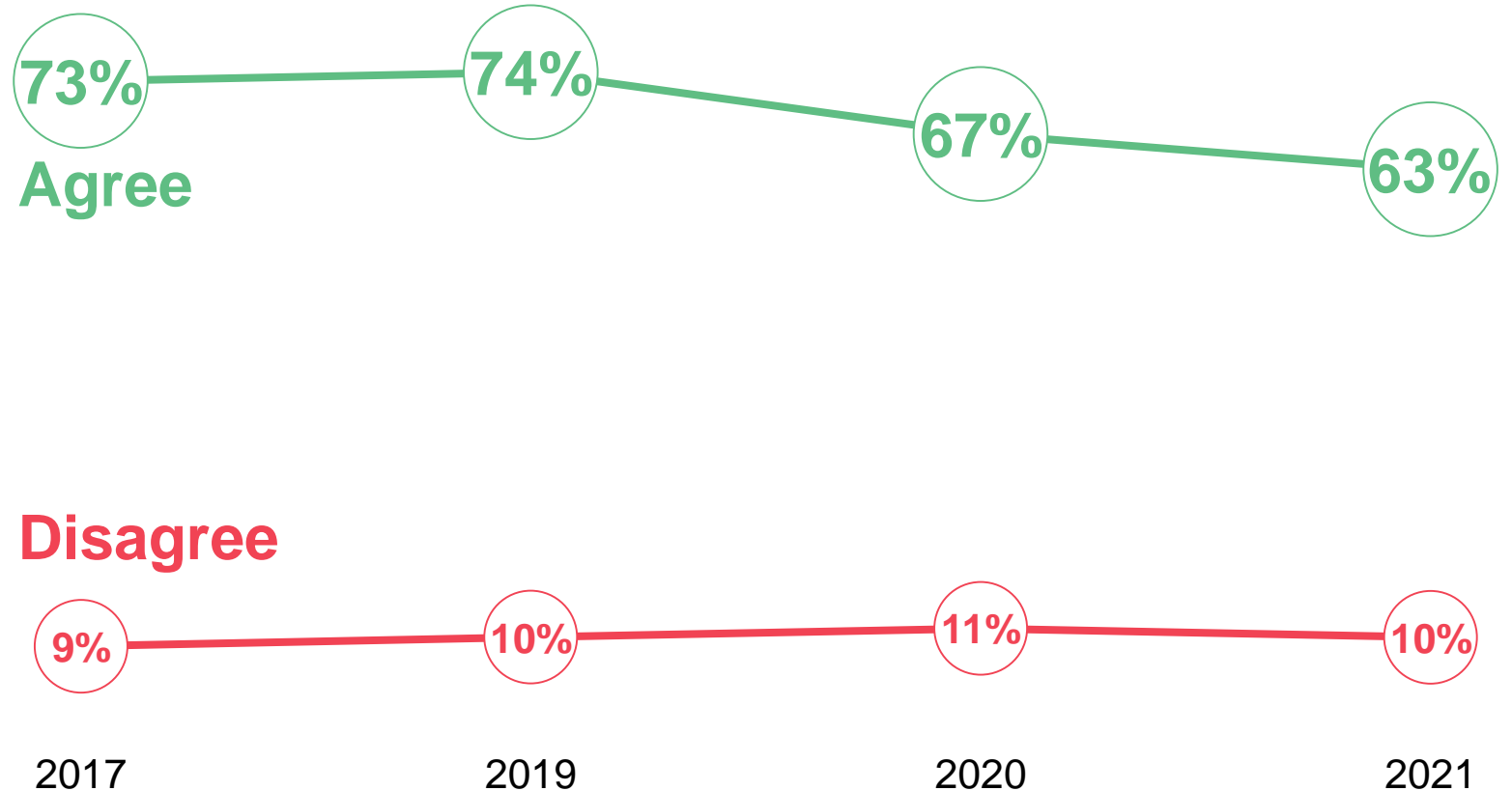
80% would rather own a property than rent one

Source: Ipsos MORI
2,985 adults aged 18-75 in the UK, interviewed online 25-28 June 2021

Yet feelings of a housing crisis are declining

To what extent do you agree or disagree with each of the following statements...?

“There is a housing crisis in Britain”



Base 2017-2020: c. 1,000 adults aged 16-75 in the UK

Base 2021: 2,985 adults aged 16-75 in the UK, interviewed online 25-28 June 2021

And fewer still think this is a local issue

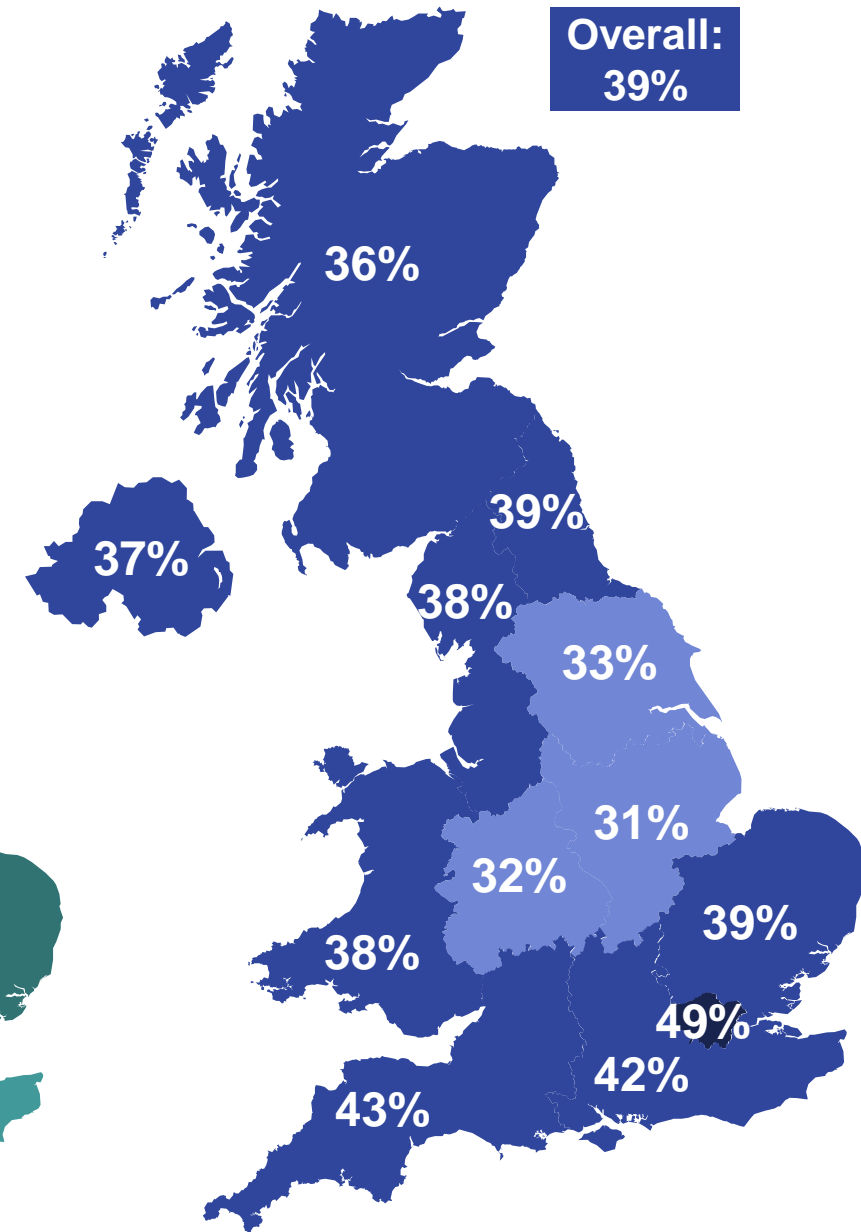
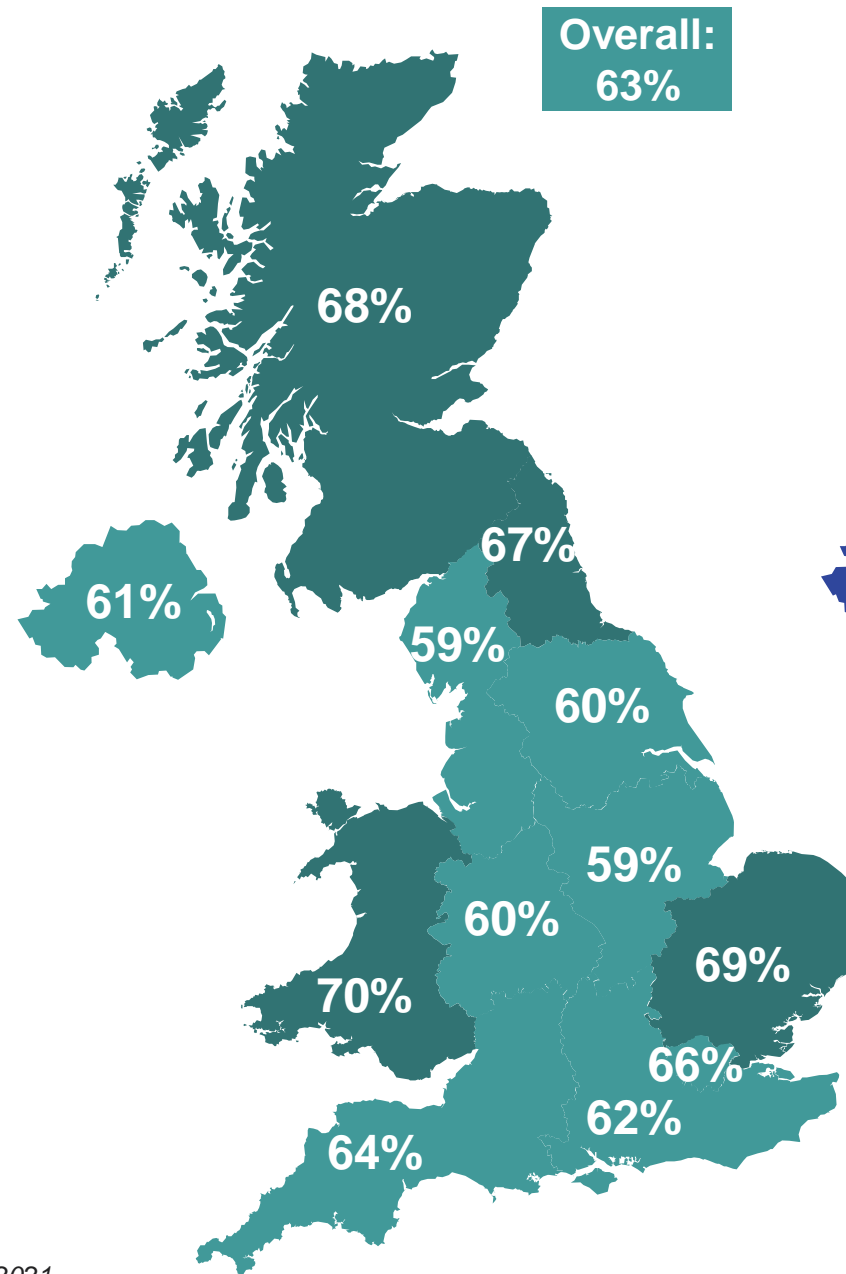
% agree 'There is a housing crisis...

...in Britain'

...in my local area'

Source: Ipsos MORI

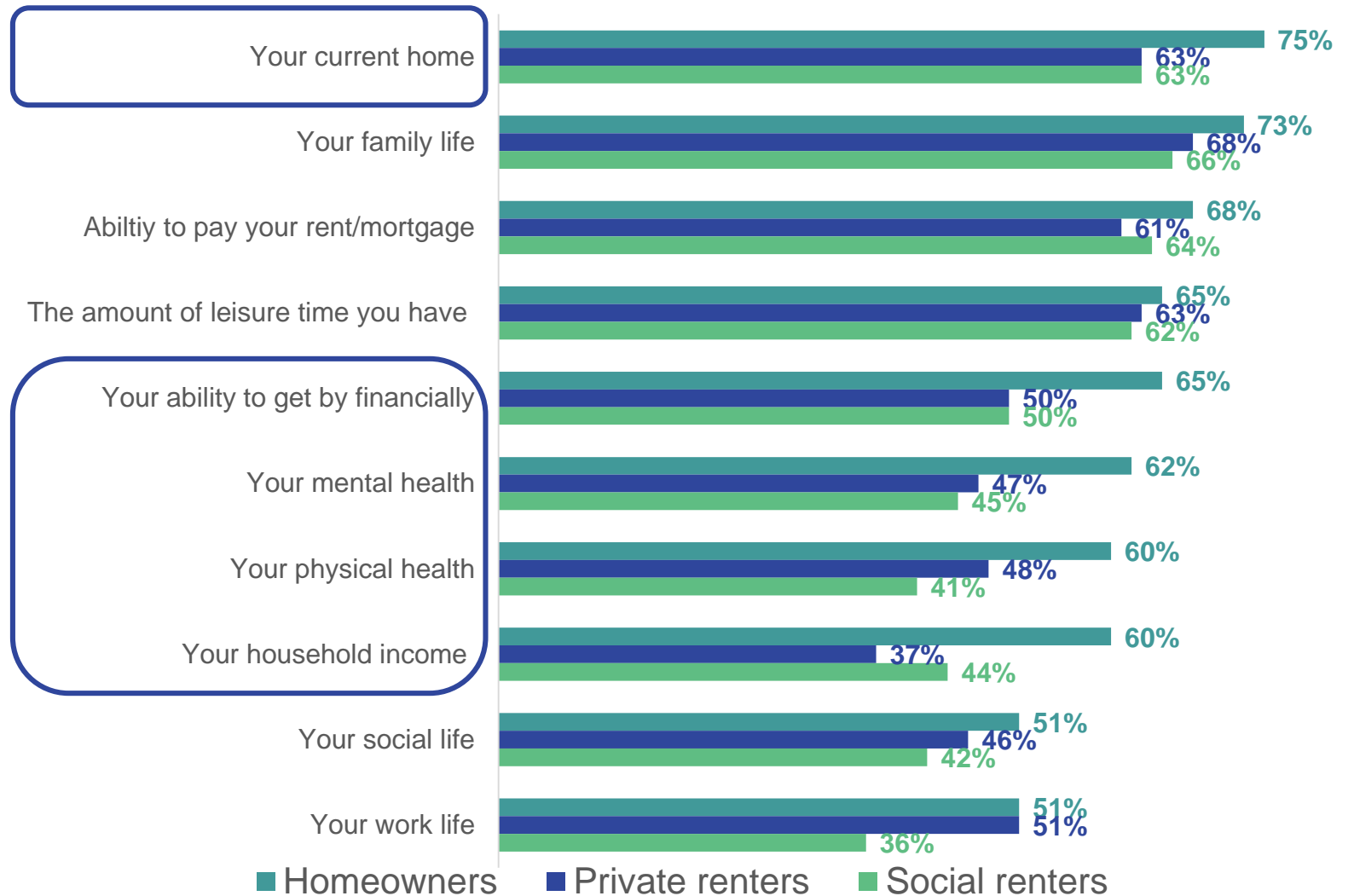
2,985 adults aged 18-75 in the UK, interviewed online 25-28 June 2021



Tenure has a big influence on life experience under Covid

How satisfied or dissatisfied are you with the following?

% satisfied

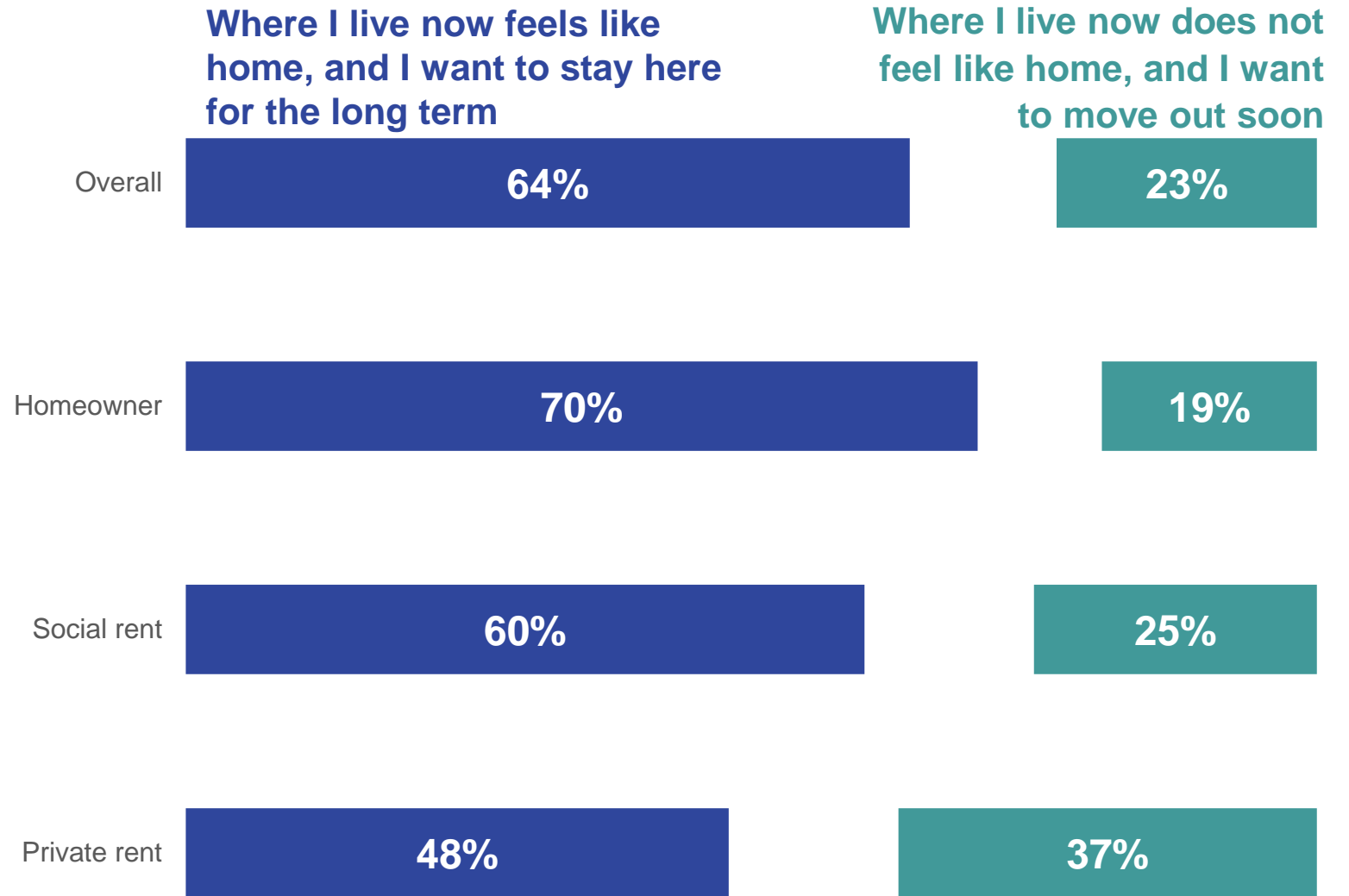


Source: Ipsos MORI

2,985 adults aged 18-75 in the UK, interviewed online 25-28 June 2021

It also speaks to how settled and happy people feel

Please read the following pair of statements and then select the one which comes closest to your view...



Source: Ipsos MORI
2,985 adults aged 18-75 in the UK, 25-28 June 2021

Barriers to downsizing: Most people think their own house is the right size...

“My home is about the right size for the number of people who live in it” - 57% agree overall

54%

Households
with more
people than
bedrooms

66%

Households
with as many
people as
bedrooms

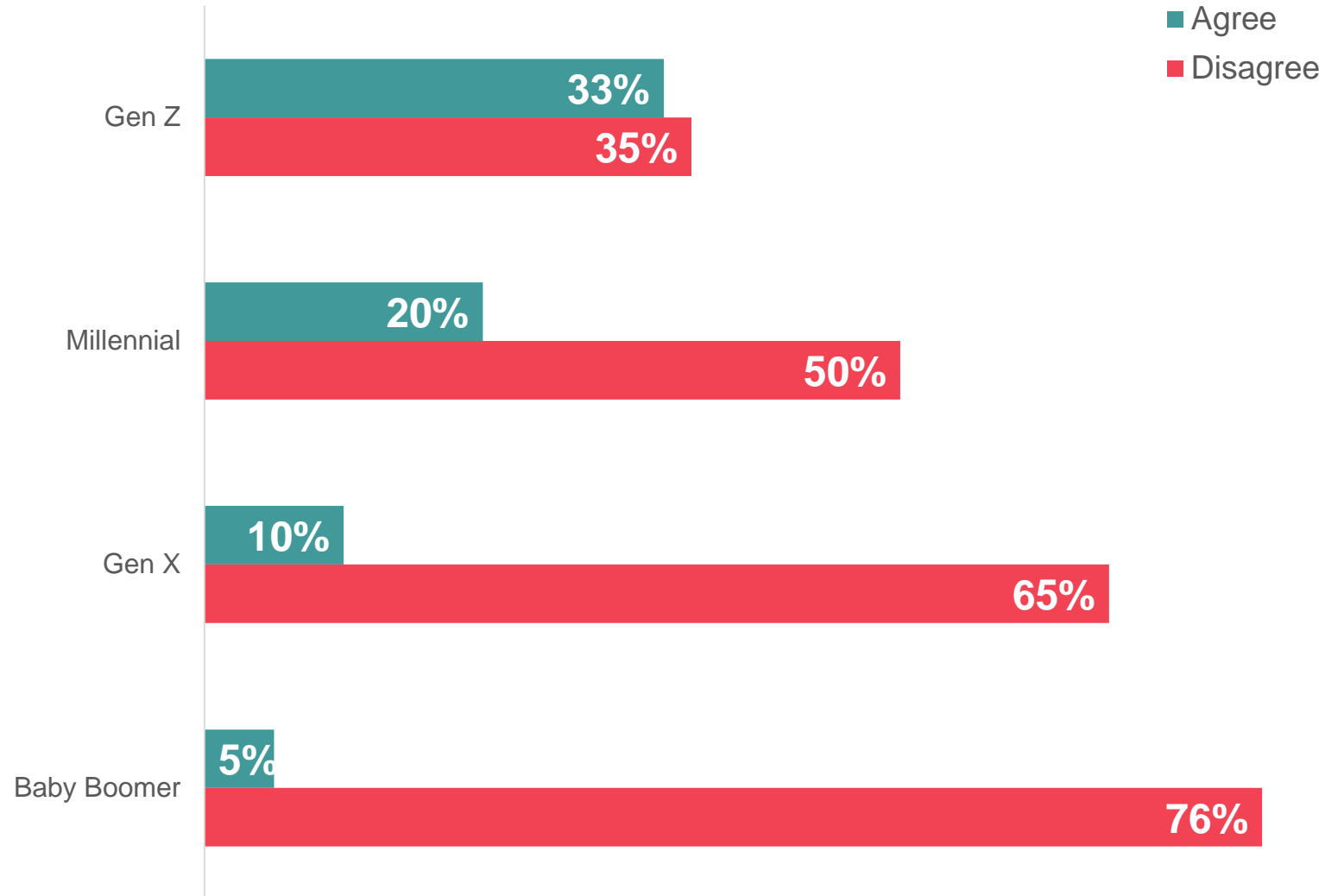
47%

Households
with more
bedrooms
than people

Source: Ipsos MORI
2,985 adults aged 18-75 in the UK, interviewed online 25-28 June 2021

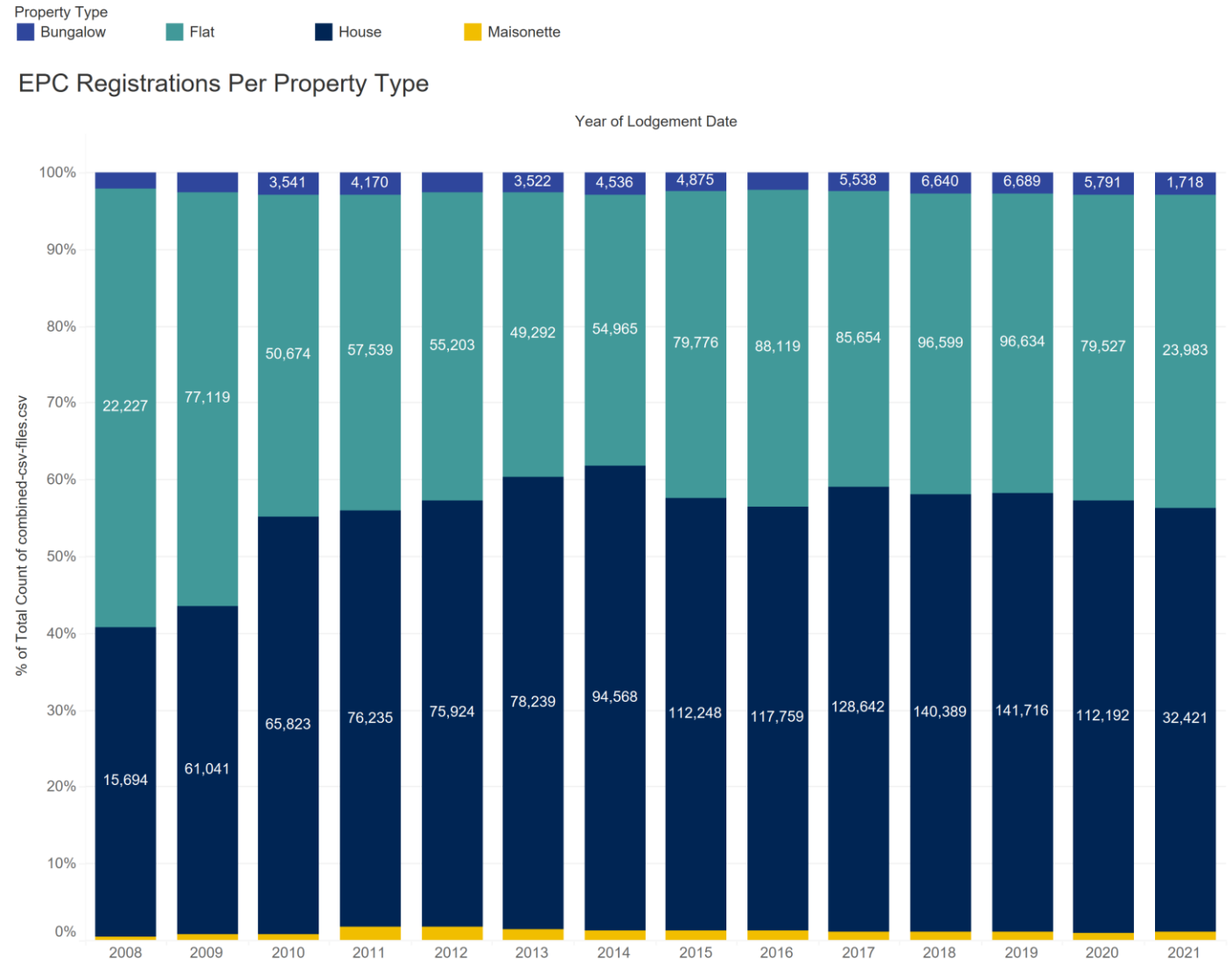
The youngest are keener on older people downsizing...

‘Older people in homes that are larger than they need **should sell their properties** so others who need them more can buy them’



The new dwelling mix has been weighted to houses since 2010

- Ratio of flats to houses has been constant since 2015.
- 2021 volume down sharply – administrative lags and reduction in supply?



Source: MHCLG EPC Open Data, June 2021

Affordability



**68% of renters
agree “I don’t
believe I will
ever be able to
afford a home”**

(65% in 2020)

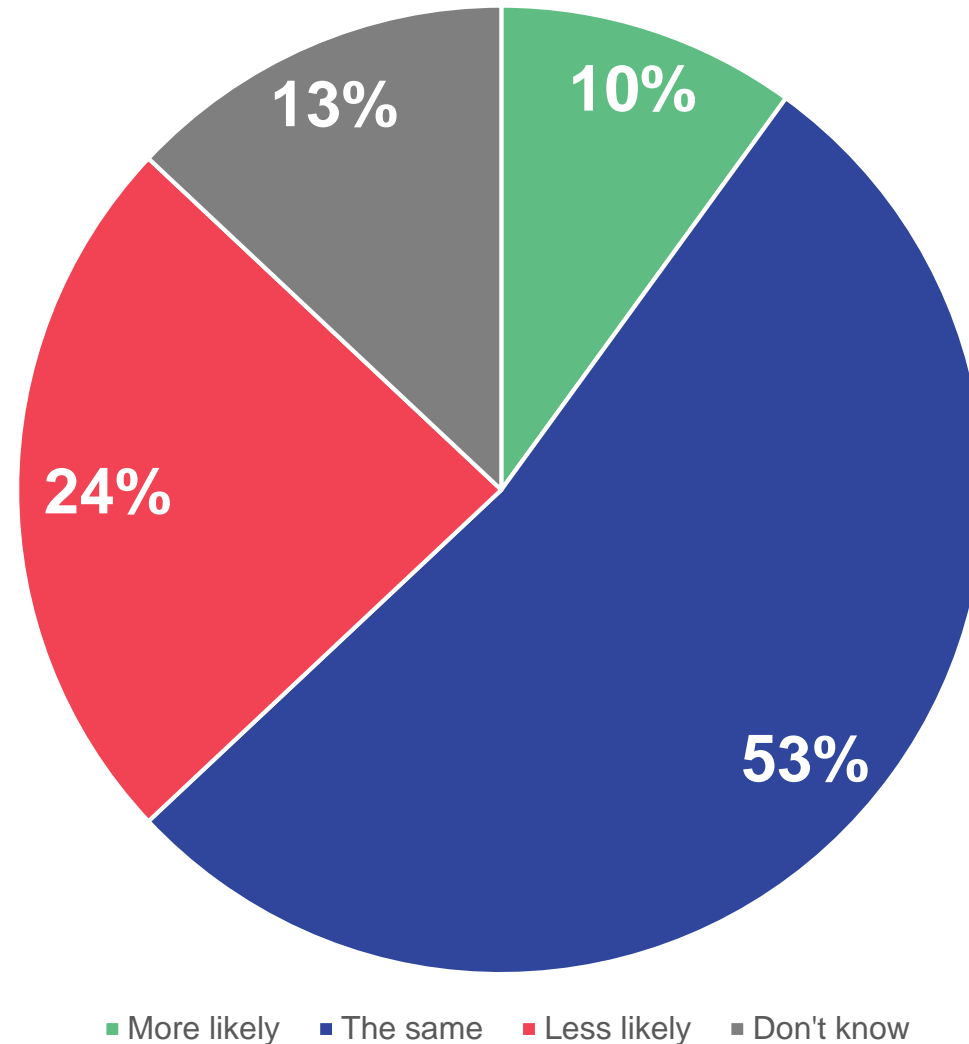


Base: 862 online UK adults who rent their current home aged 18-75, interviewed June 2021
2020: 420 British adults interviewed June 2020

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Post-Covid a quarter of renters are further from home-ownership

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?

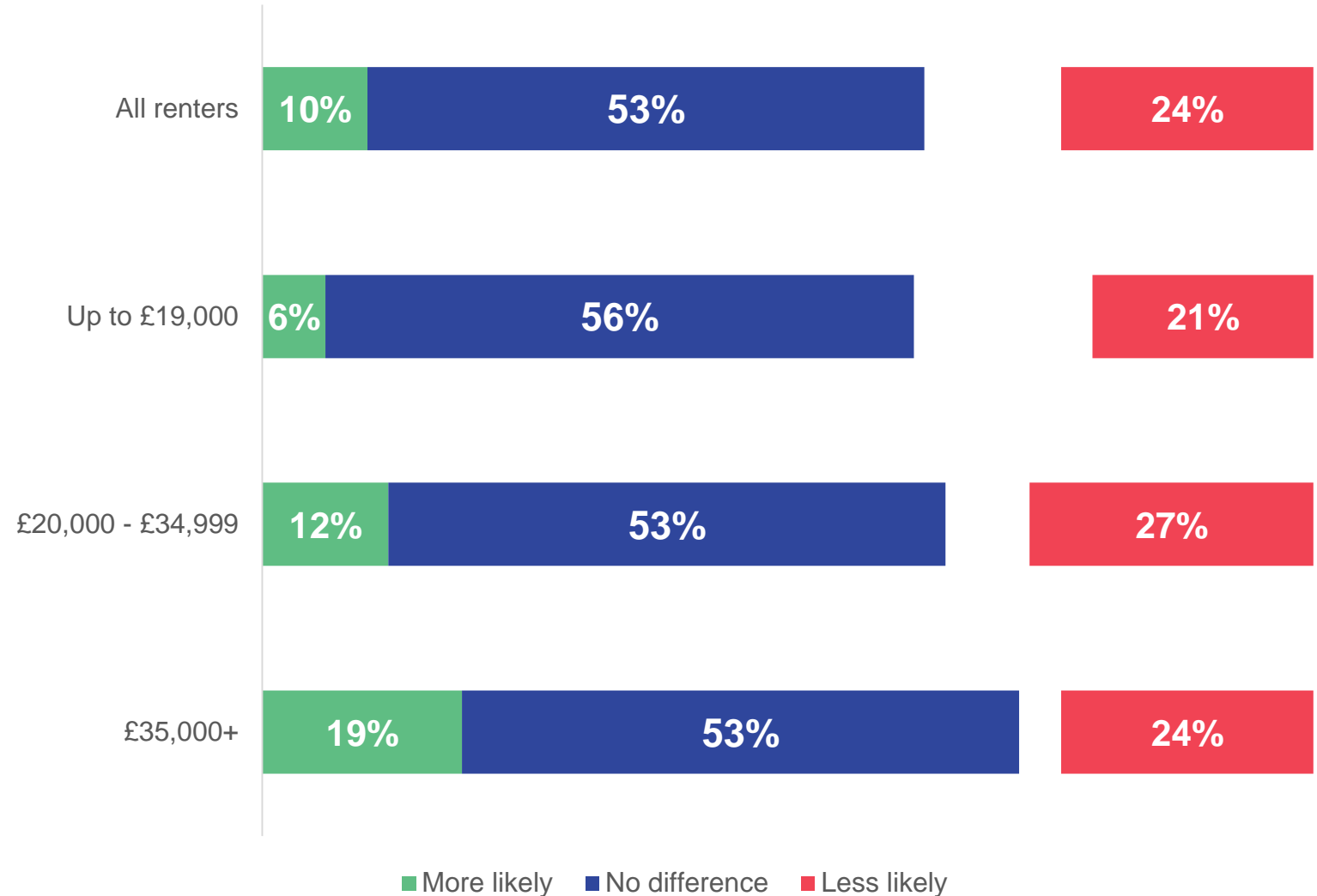


Source: Ipsos MORI

862 adults renting their home aged 18-75 in the UK, 25-28 June 2021

Even richer renters are affected

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?



Source: Ipsos MORI

862 adults renting their home aged 18-75 in the UK, 25-28 June 2021

While it has declined a bit, cost is the main barrier still

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

Top eight responses (trend data)

I can't afford the deposit and other upfront costs to buy my own home (e.g. stamp duty)

41%

46%

I can't afford the mortgage and other associated costs (e.g. service charges, insurance, etc.)

35%

40%

I can't afford my own home in the area I want to live

29%

31%

I can't afford/don't have to worry about maintenance of the property and its contents (e.g. repairing fixtures and fittings)

26%

31%

Saving money (to buy, for a deposit, for a mortgage)

18%

18%

I can only afford to live in a location I want to, by renting

14%

16%

I don't want to commit to buying a home

13%

14%

I wouldn't know where to start with buying a property

12%

12%

2021

2020

Source: Ipsos MORI

Base 2021: 862 people renting their home aged 18-75 in the UK, interviewed online 25-28 June 2021

Base 2020: 878 people renting their home aged 18-75 in the UK, interviewed online June 2019

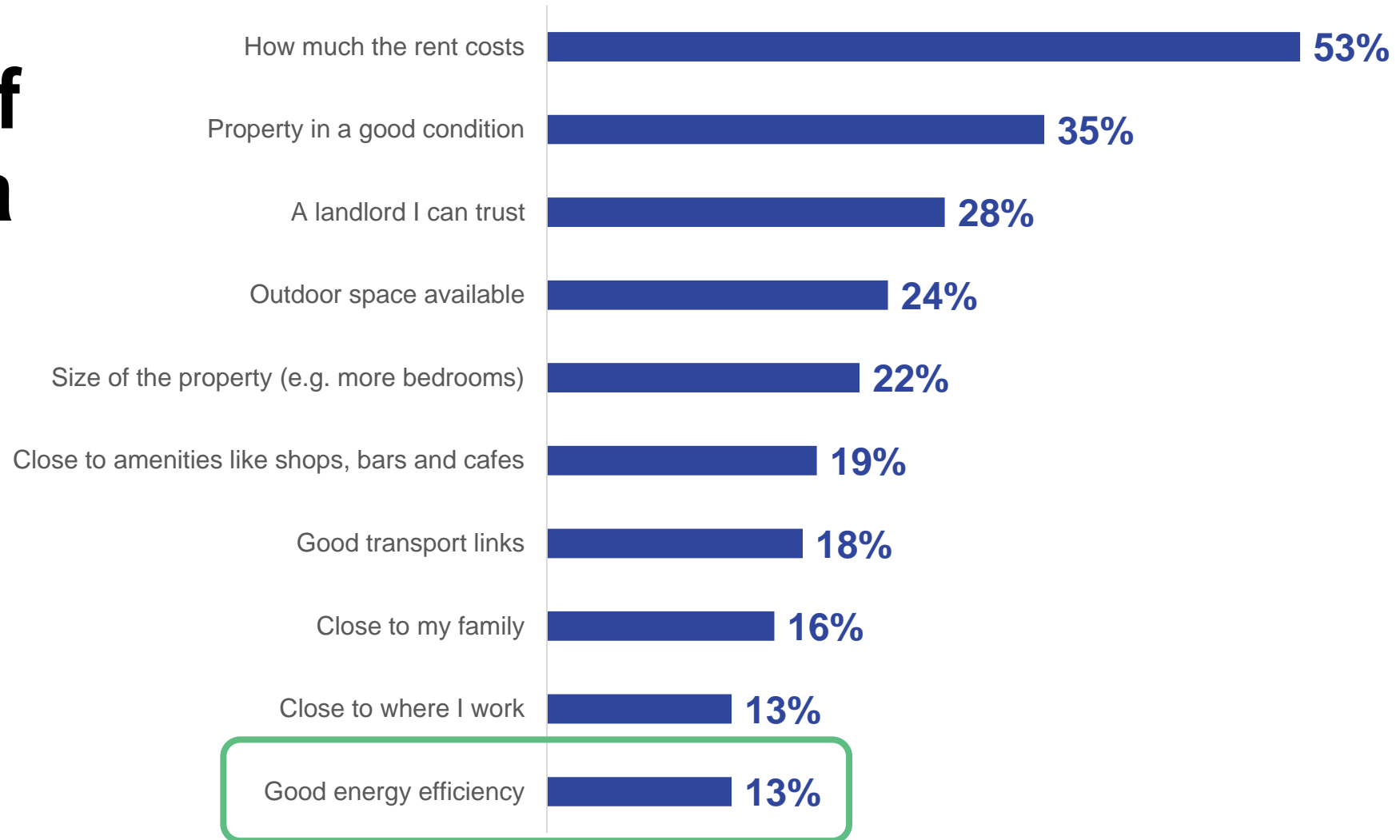
And it easily tops the list of priorities for a new rented home

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?

Top ten responses

Source: Ipsos MORI

862 people renting their home aged 18-75 in the UK, 25-28 June 2021



Sustainability



Greening homes – a consumer blind spot

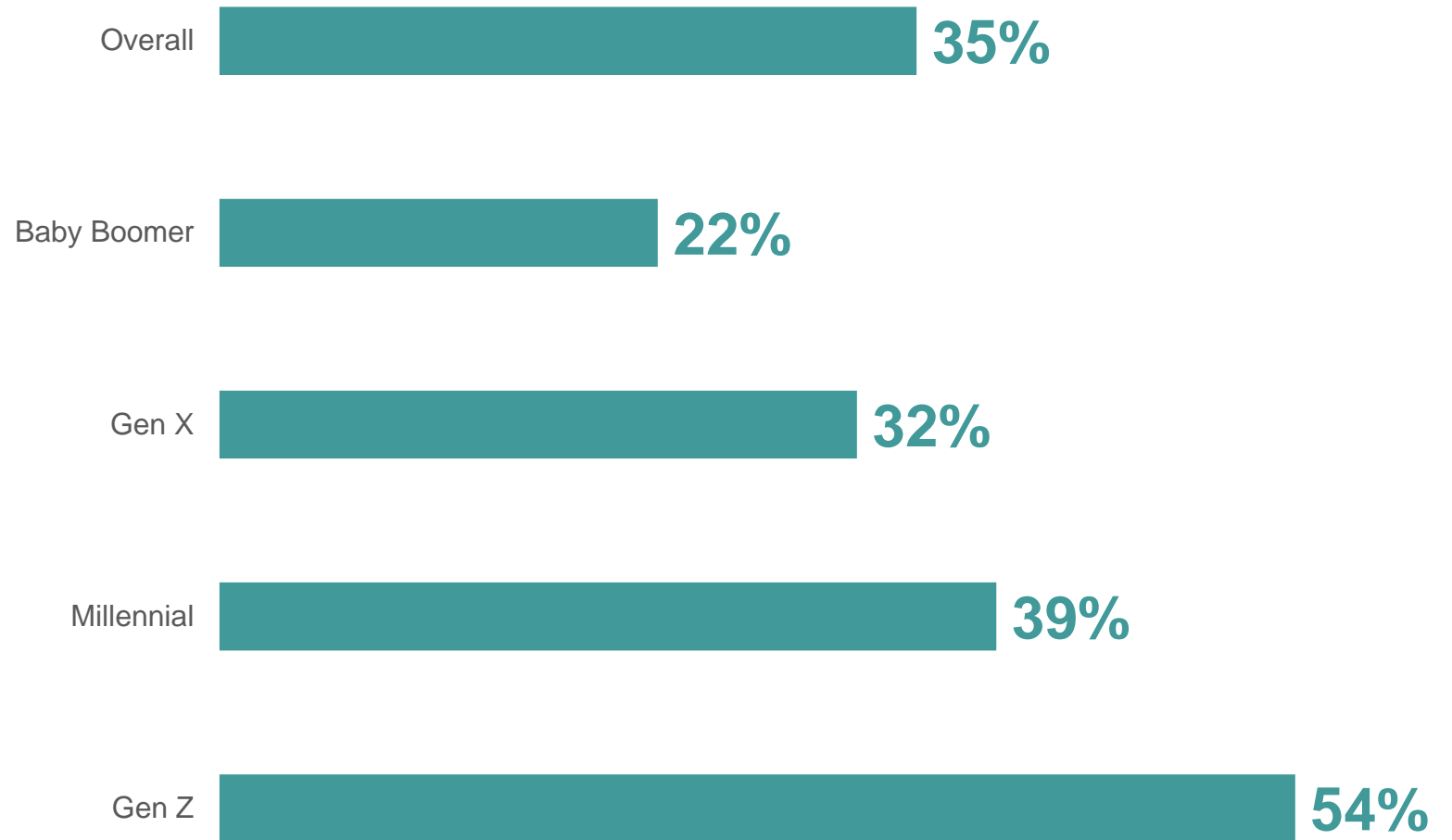
61% of homeowners are interested in making changes to their property...

...but just 38% are concerned about their household emissions

Younger people are more worried – but less likely to own homes

How concerned, if at all, are you about the carbon emissions of the property you live in at the moment?

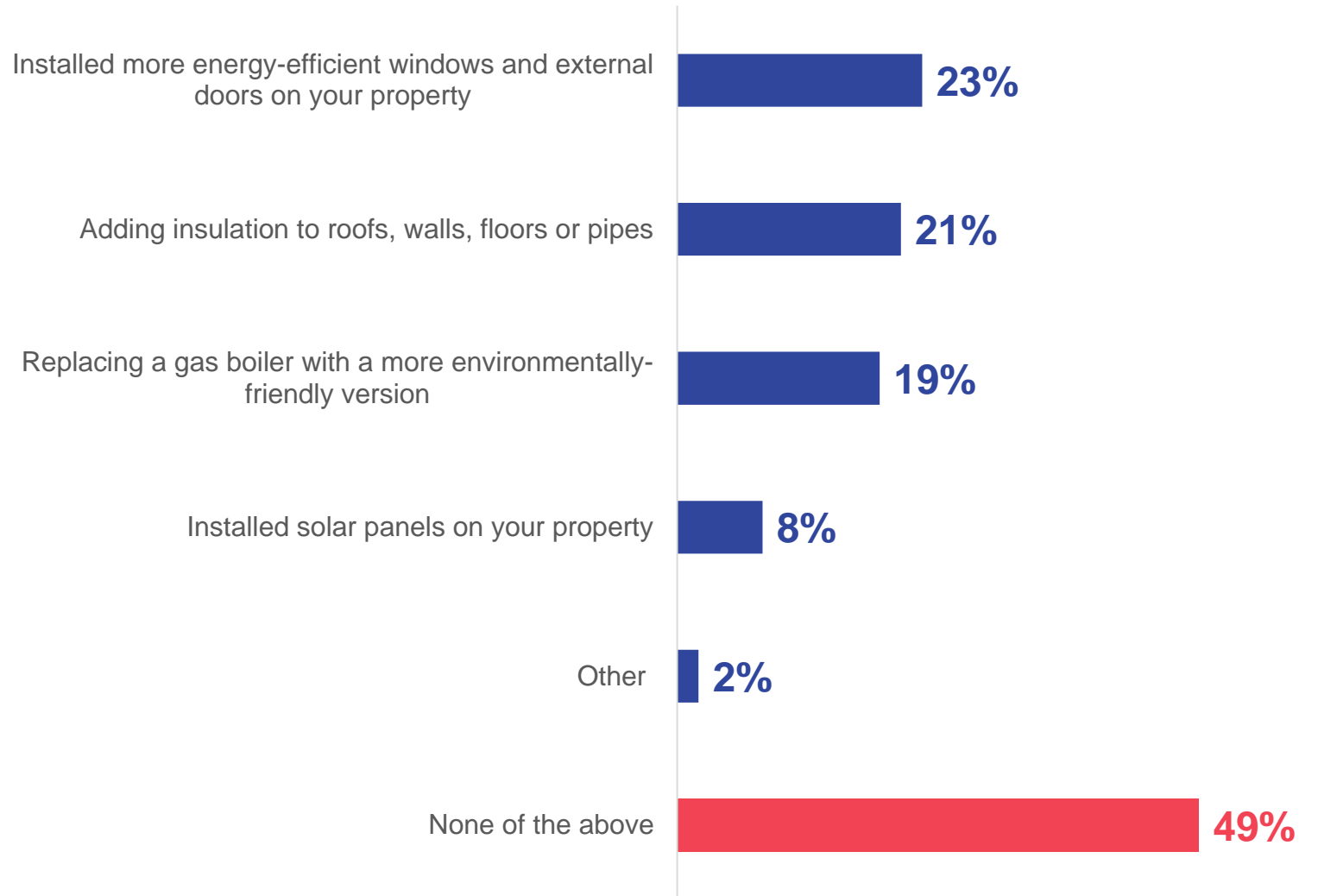
% very/fairly concerned



Source: Ipsos MORI
2,985 adults aged 18-75 in the UK, 25-28 June 2021

While half say they have made green improvements

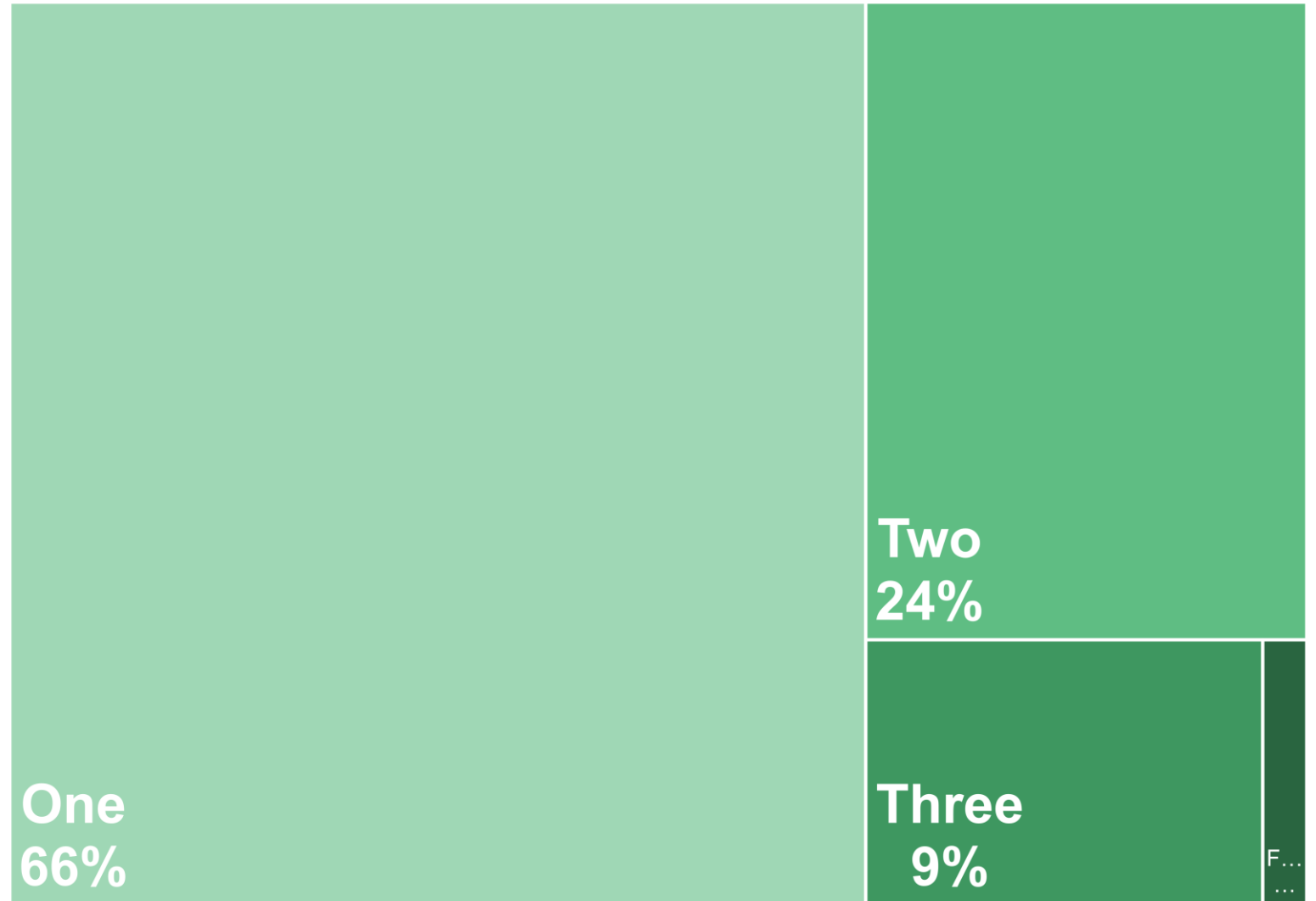
Over the past five years, have you made any of the following improvements to your property to reduce its carbon emissions?



Source: Ipsos MORI
2,043 adult homeowners and landlords aged 18-75 in the UK, 25-28 June 2021

...the extent is usually limited

Number of green improvement options selected



Source: Ipsos MORI

1,012 adult homeowners and landlords who have made green improvements aged 18-75 in the UK, 25-28 June 2021

And some typed responses suggest confusion on what is green...

Over the past five years, have you made any of the following improvements to your property to reduce its carbon emissions? Verbatim responses

“Replacing a combi boiler for a condensing boiler”

“Added window film which has reduced need for heating”

“using LED lights”

“a new front door”

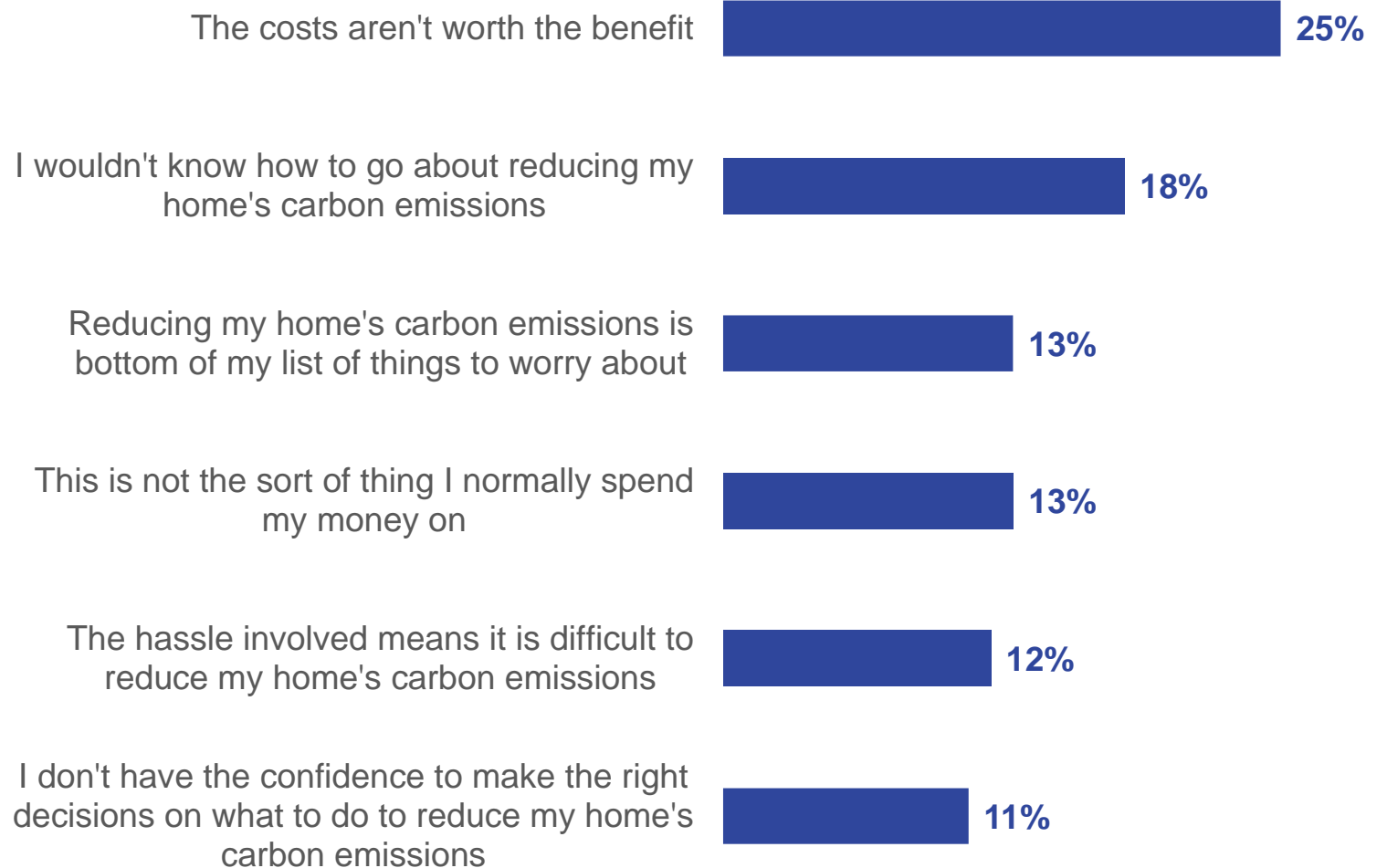
“a more efficient oil boiler”

“Installed a wood burning stove”

Cost and knowledge are the biggest barriers

Which of the following, if any, would you say are the main reasons you have not upgraded your property to reduce its carbon emissions?

Top six responses

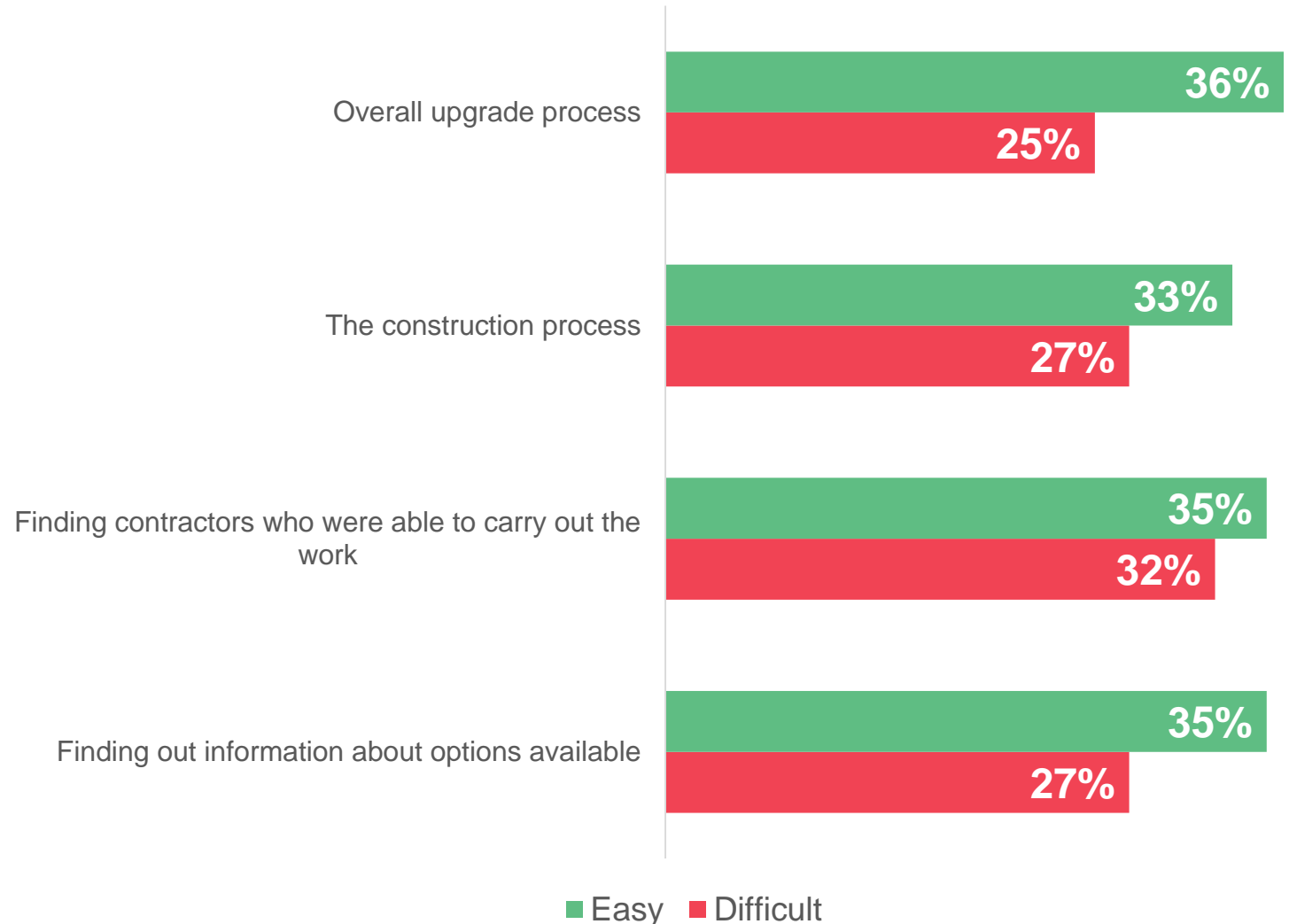


Source: Ipsos MORI

1,031 adults who have not made significant green improvements to their home aged 18-75 in the UK, 25-28 June 2021

A more nuanced story on physical barriers

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?



Source: Ipsos MORI

1,012 adult homeowners and landlords who have made green improvements aged 18-75 in the UK, 25-28 June 2021

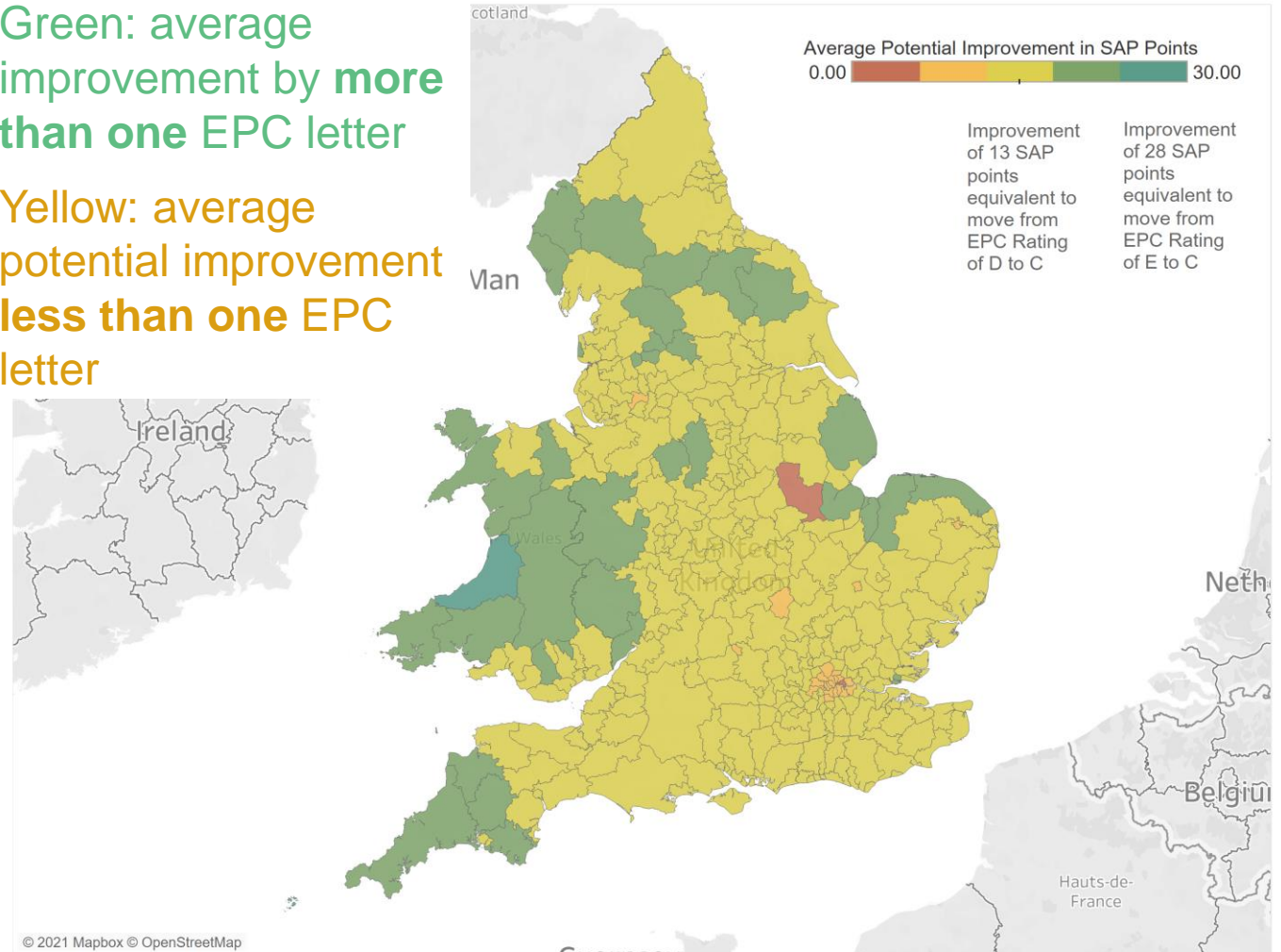
EPC data outlines the geographical scale of the greening challenge...

Average potential EPC score improvement for filed certificates, England and Wales 2008-2021

Average Potential Energy Improvement

Green: average improvement by **more than one EPC letter**

Yellow: average potential improvement **less than one EPC letter**



Source: MHCLG EPC Open Data, June 2021
Survey base: 2,043 adult homeowners and landlords aged 18-75 in the UK, 25-28 June 2021

...and the key parts of the time challenge

EPC certificate data shows **most pre-1990 homes achieve less than an EPC C grade**

A large proportion of 1900-1966 homes are at grade D

EPC by Construction Age Band (4)

Current Energy Rating	Construction Age Band (group)											
	Pre-1900	1900-1929	1930-1949	1950-1966	1967-1975	1976-1982	1983-1990	1991-1995	1996-2002	2003-2006	2007 - 2012	2012 onwards
A	342	212	467	2,684	1,747	989	1,048	305	400	614	1,353	23,617
B	9,788	9,444	11,550	48,321	43,440	34,897	43,426	19,014	49,398	141,262	148,065	1,621,397
C	223,858	372,459	439,835	921,769	686,196	483,933	536,974	295,958	516,398	547,328	302,199	439,224
D	842,167	1,399,777	1,305,564	1,541,975	1,062,706	484,774	559,287	333,103	329,427	81,510	37,840	87,116
E	689,527	832,590	605,722	560,247	371,882	121,139	106,975	59,629	36,156	12,443	6,194	21,663
F	289,707	208,071	131,143	130,649	77,492	20,052	15,752	5,983	4,552	1,146	661	4,423
G	113,382	68,552	35,869	32,335	14,757	3,506	1,656	485	292	77	116	1,007

Source: MHCLG EPC Open Data, June 2021

In conclusion...

1

The pandemic has done little to change attitudes towards home ownership

The impact of tenure on Covid life experiences has been marked.

Availability issues of new supply and downsizing continue.

2

Covid has widened the affordability gap, moving some renters further from buying a home.

Overall cost issues have declined since 2020, but it remains the primary driving factor for private rental choice.

3

High interest in sustainability but homeowners worry about cost and tend to think they are doing enough already.

The UK has particular geographical and historic challenges to overcome

**Mike
Clemence**

Michael.clemence@ipsos.com
@mwclemence