

An aerial photograph of a suburban residential area. The houses are primarily red brick with red tiled roofs. There are green lawns, some trees, and a few cars parked on the streets. In the background, a larger green field, possibly a park or sports field, is visible. The image is overlaid with a diagonal blue and teal graphic element on the left side.

Housing in Britain: Crisis and concern

May 2022

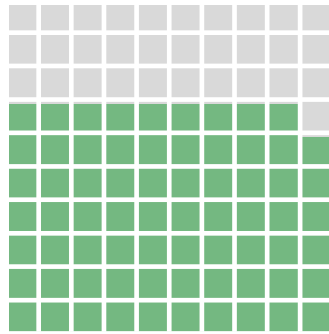
Seven in ten think there is a national housing crisis, just under half think there is a local one

Q1. To what extent do you agree or disagree with each of the following statements...?

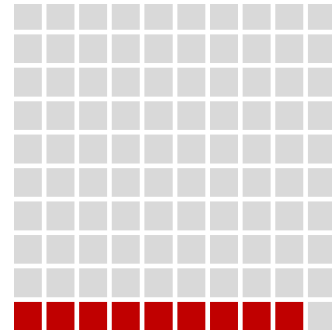
'There is a housing crisis in Britain'

69%

AGREE



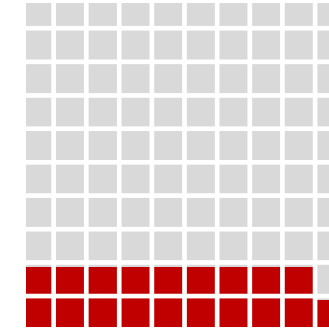
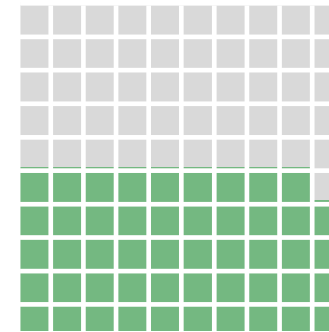
DISAGREE



9%

'There is a housing crisis in my local area'

49%



19%

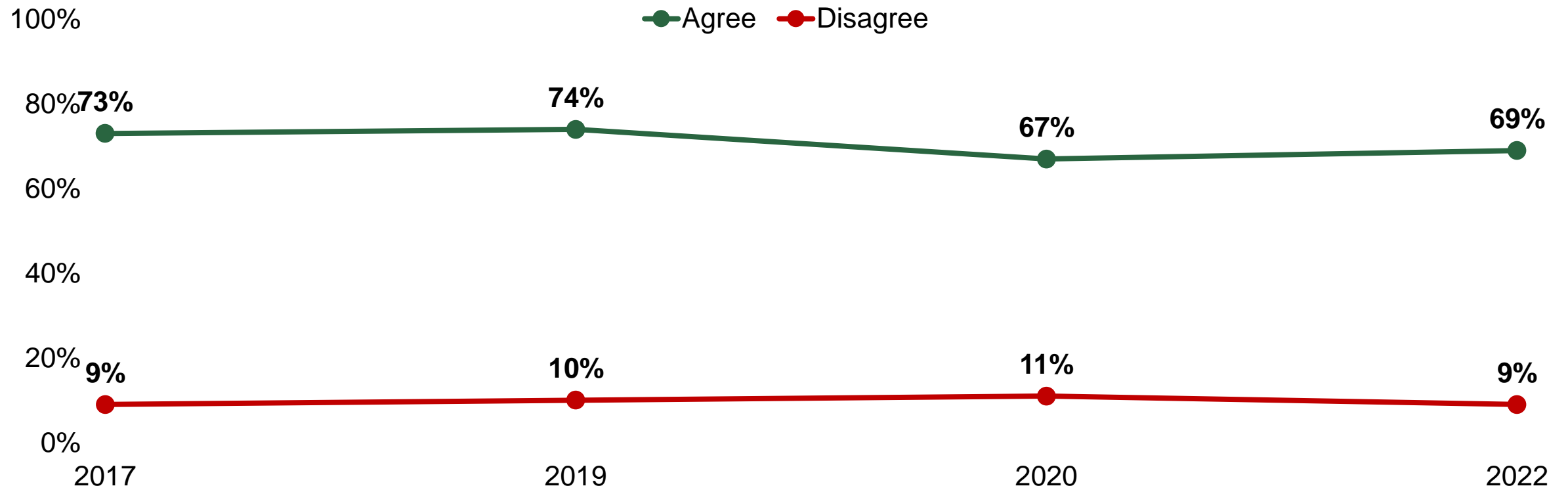
Source: Ipsos

Base: 2,161 GB adults aged 16-75, 6-10 May 2022

There has been a small increase in the proportion recognising a national housing crisis

Q1. To what extent do you agree or disagree with each of the following statements...?

'There is a housing crisis in Britain'



Source: Ipsos

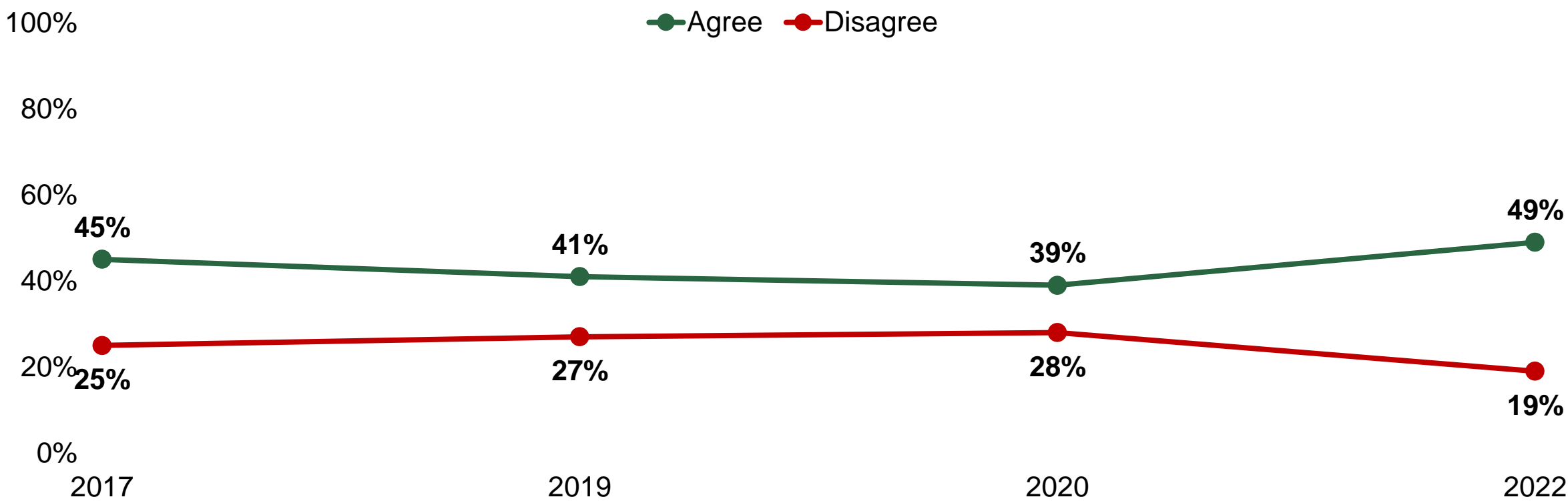
Base: 2,161 GB adults aged 16-75, 6-10 May 2022 Some previous measures UK, others GB



There has been a sharp increase in the sense of local crisis

Q1. To what extent do you agree or disagree with each of the following statements...?

‘There is a housing crisis in my local area’



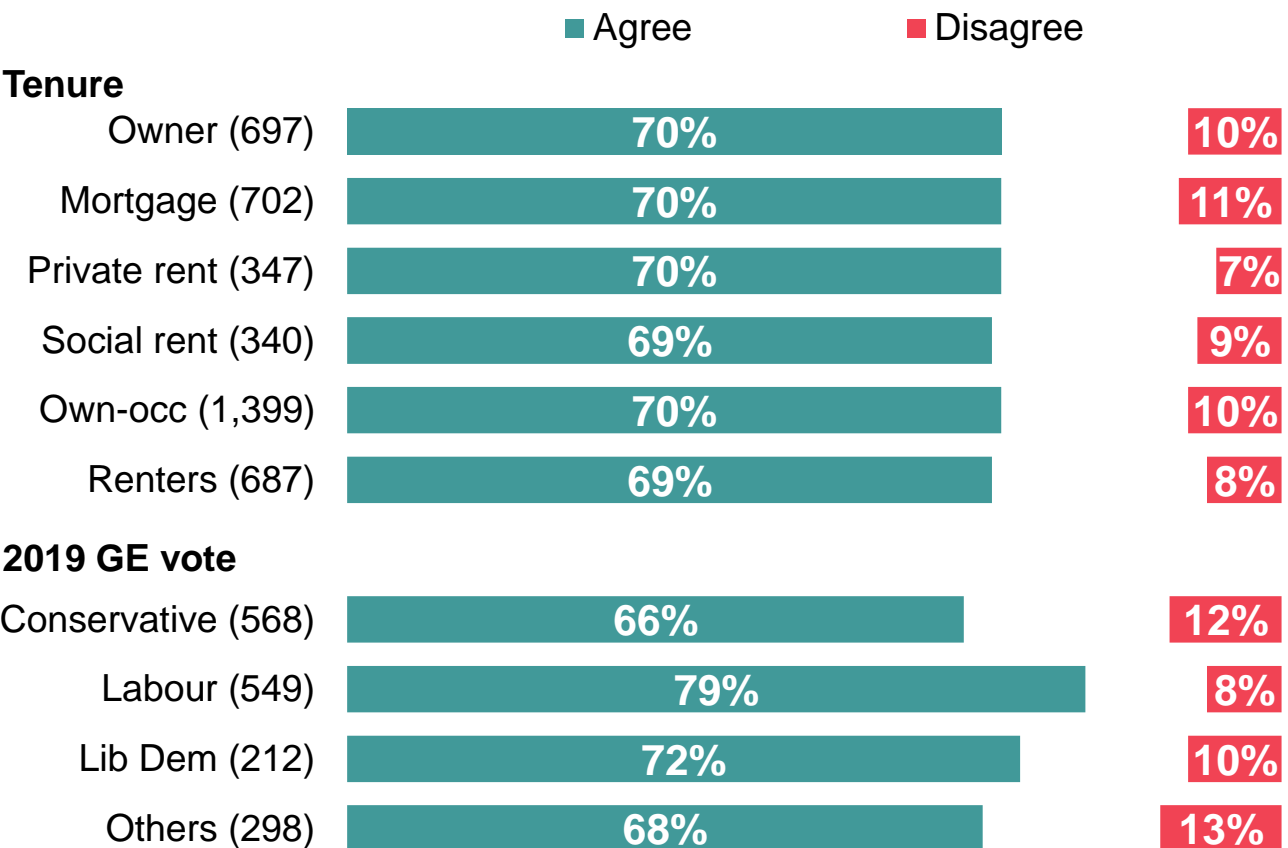
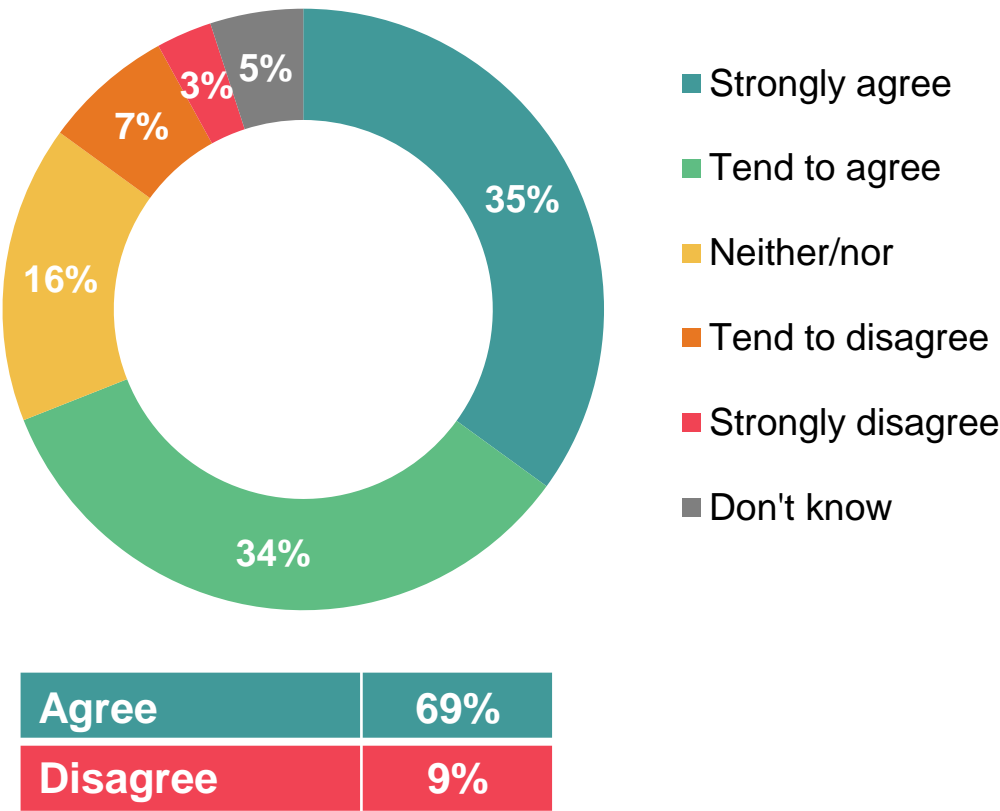
Source: Ipsos
Base: 2,161 GB adults aged 16-75, 6-10 May 2022 Some previous measures UK, others GB



National crisis felt as strongly among owner-occupier as renters

Q1. To what extent do you agree or disagree with each of the following statements...?

‘There is a housing crisis in Britain’

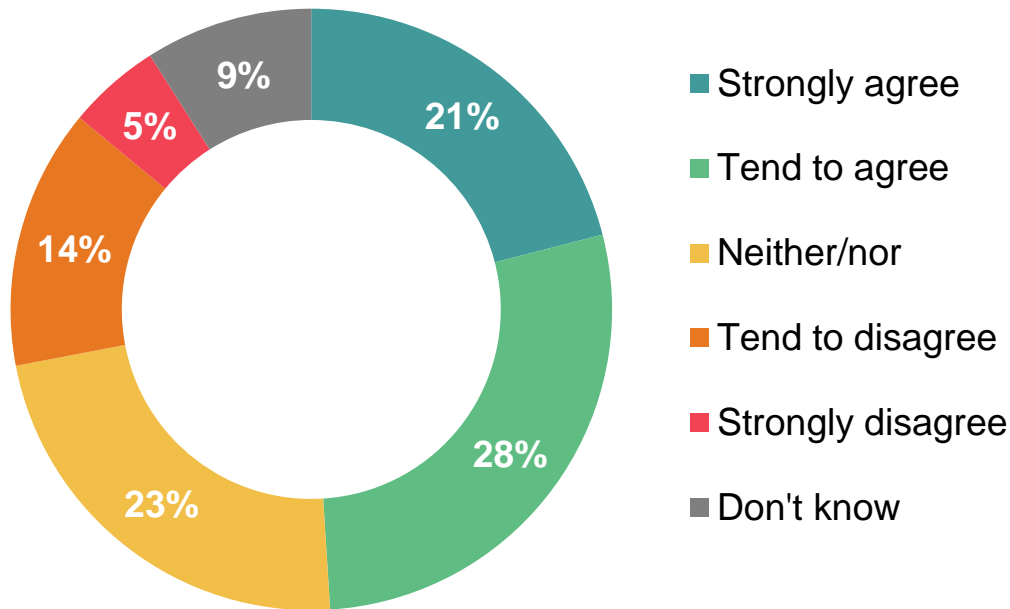


Source: Ipsos
Base: 2,161 GB adults aged 16-75, 6-10 May 2022

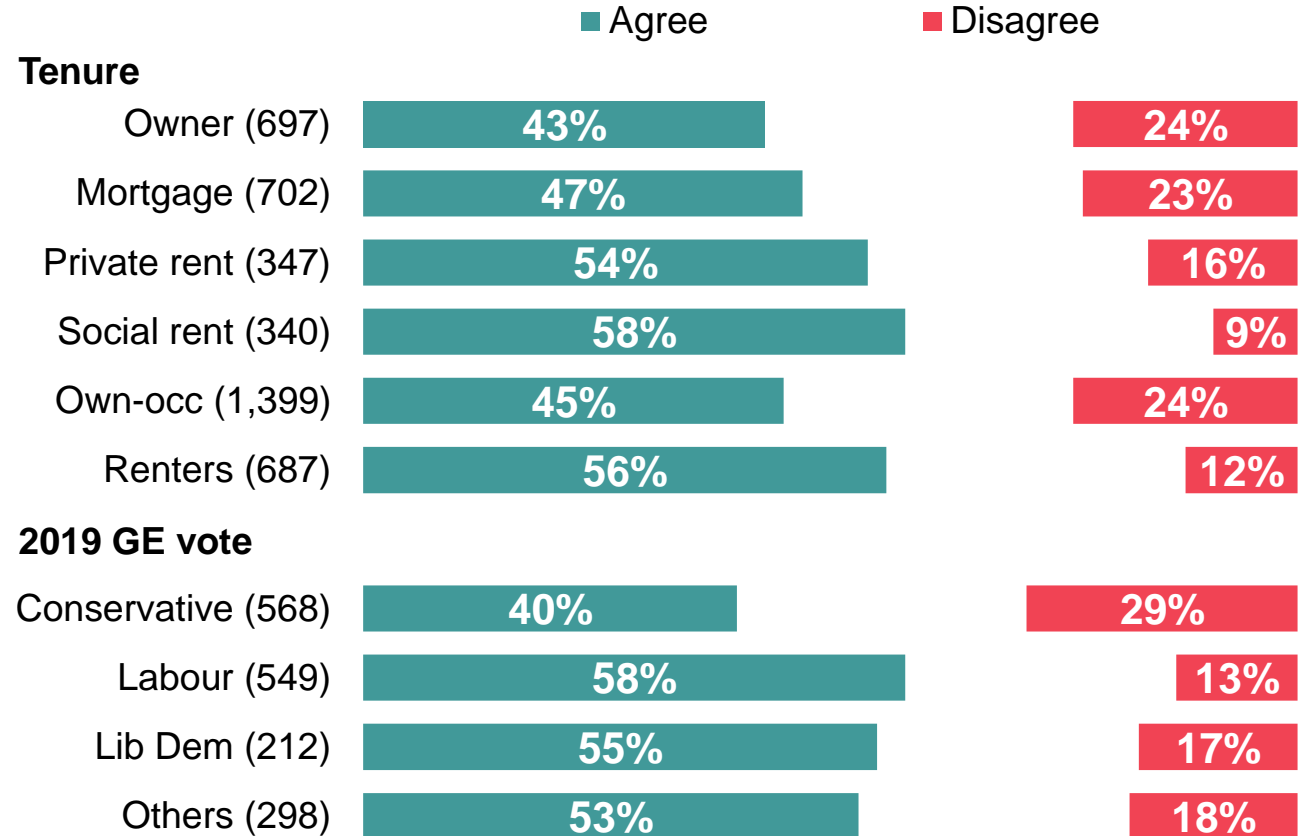
There is a wider difference in opinion in terms of local crisis

Q1. To what extent do you agree or disagree with each of the following statements...?

There is a housing crisis in my local area'



Agree	49%
Disagree	19%



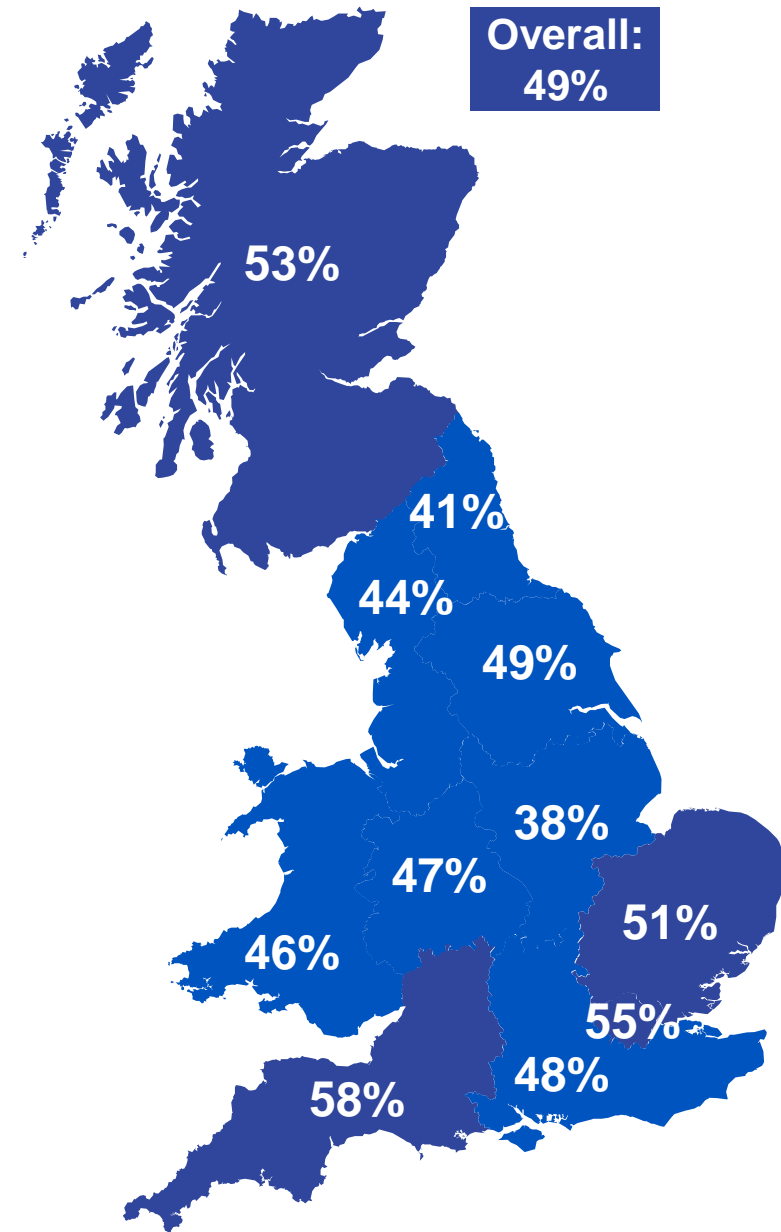
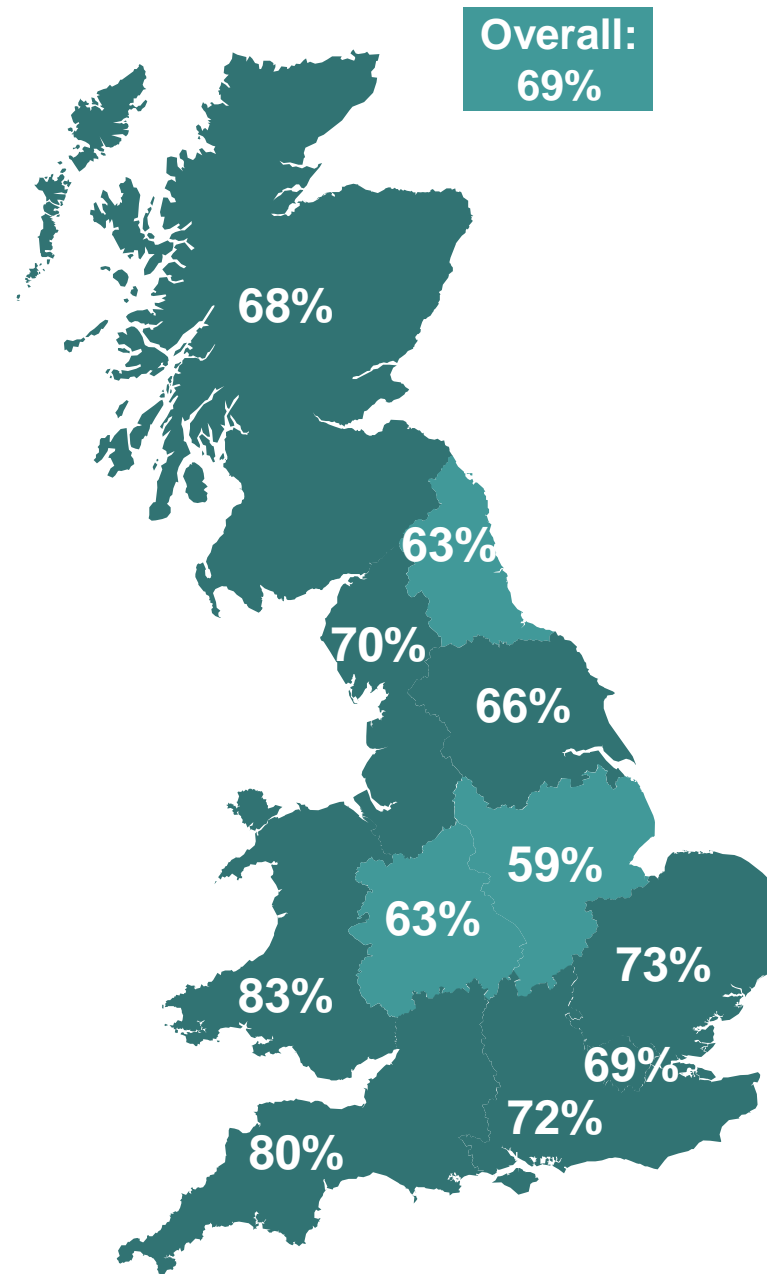
Everywhere in Britain, people are more likely to perceive a national crisis than a local one

'There is a housing crisis...

...in **Britain**'

...in **my local area**'

% agree



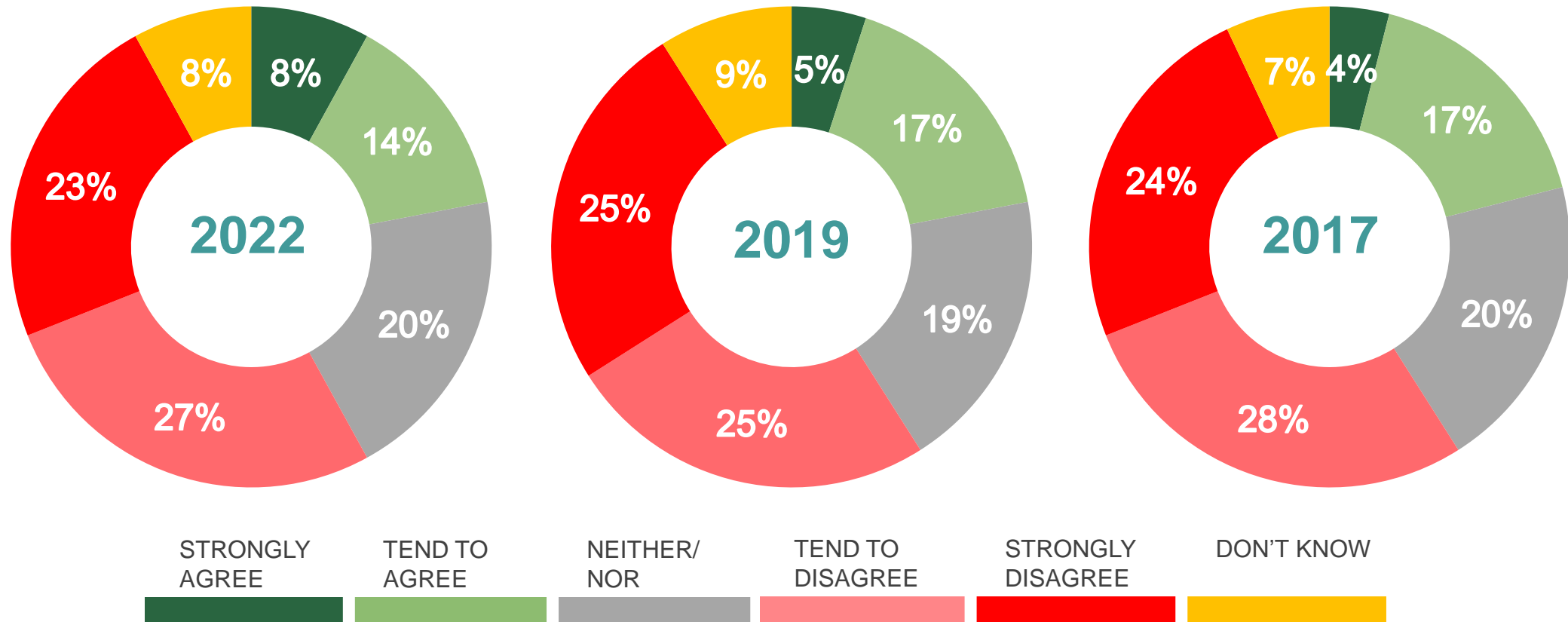
Source: Ipsos

Base: 2,161 GB adults aged 16-75, 6-10 May 2022

People continue to doubt there is sufficient affordable housing

Q2a). To what extent do you agree or disagree with each of the following statements...?

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



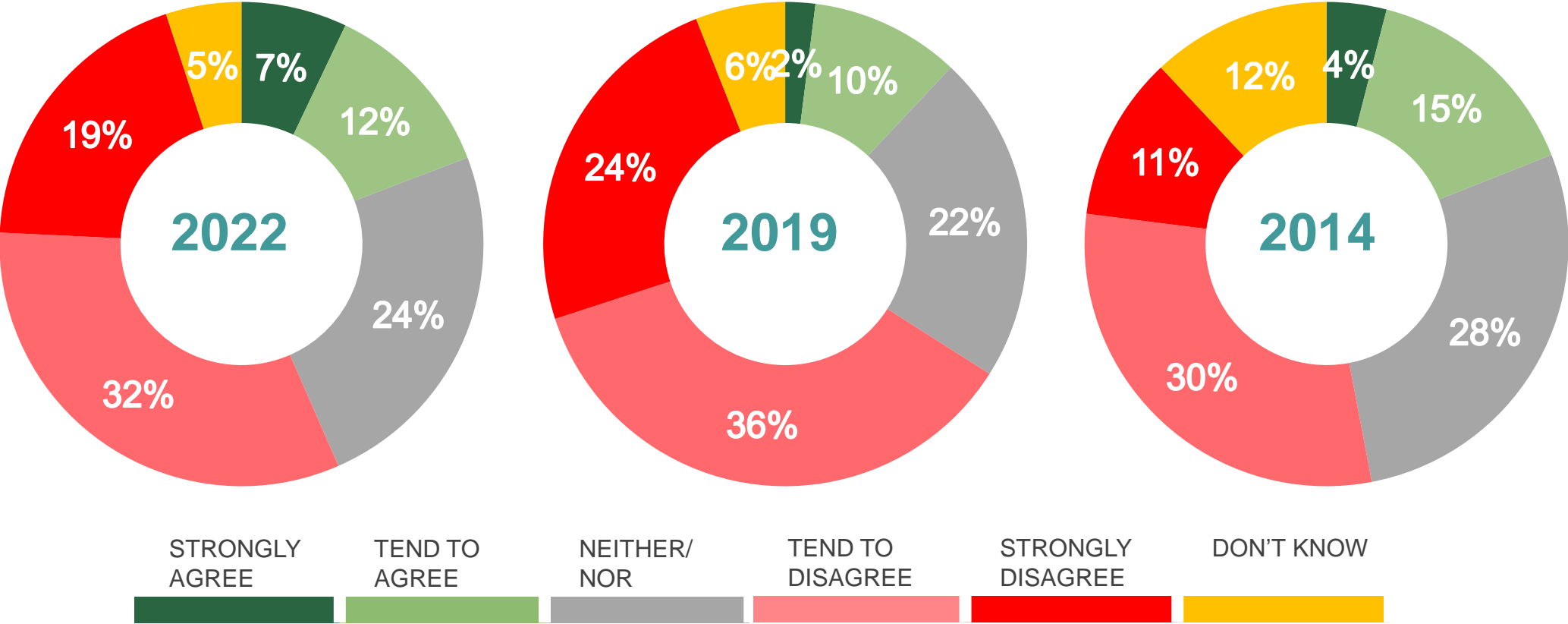
Source: Ipsos

Base: 2,161 GB adults aged 16-75, 6-10 May 2022

Most people continue to disagree that housing gets a lot of political attention

Q2b). To what extent do you agree or disagree with each of the following statements...?

‘The political parties pay a lot of attention to housing problems’

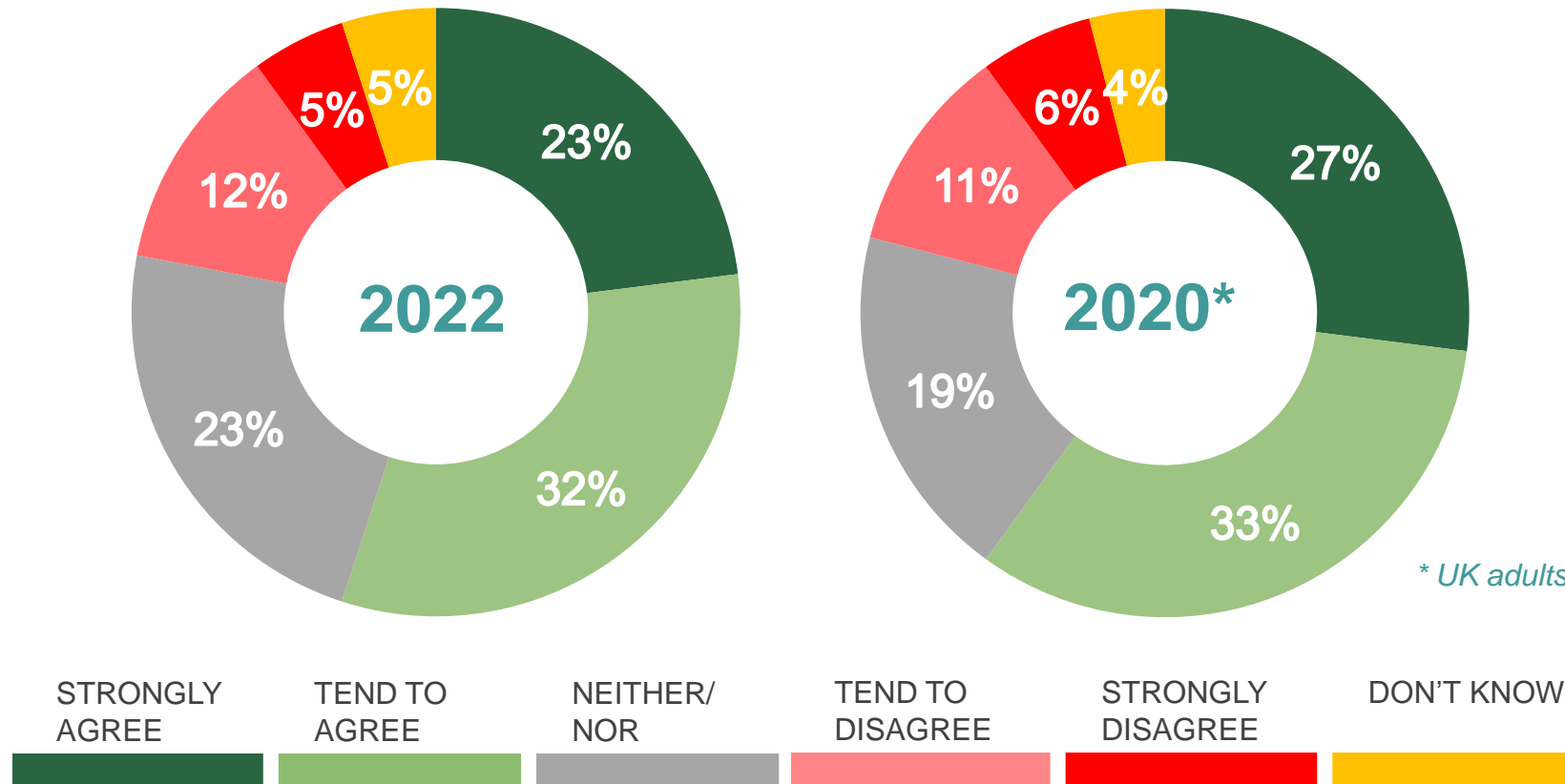


Source: Ipsos
Base: 2,161 GB adults aged 16-75, 6-10 May 2022

A majority continue to consider increasing housing supply as a precondition of solving problems

Q2c). To what extent do you agree or disagree with each of the following statements...?

‘Unless we build a lot more homes in Britain, we will never solve the country’s housing problems’



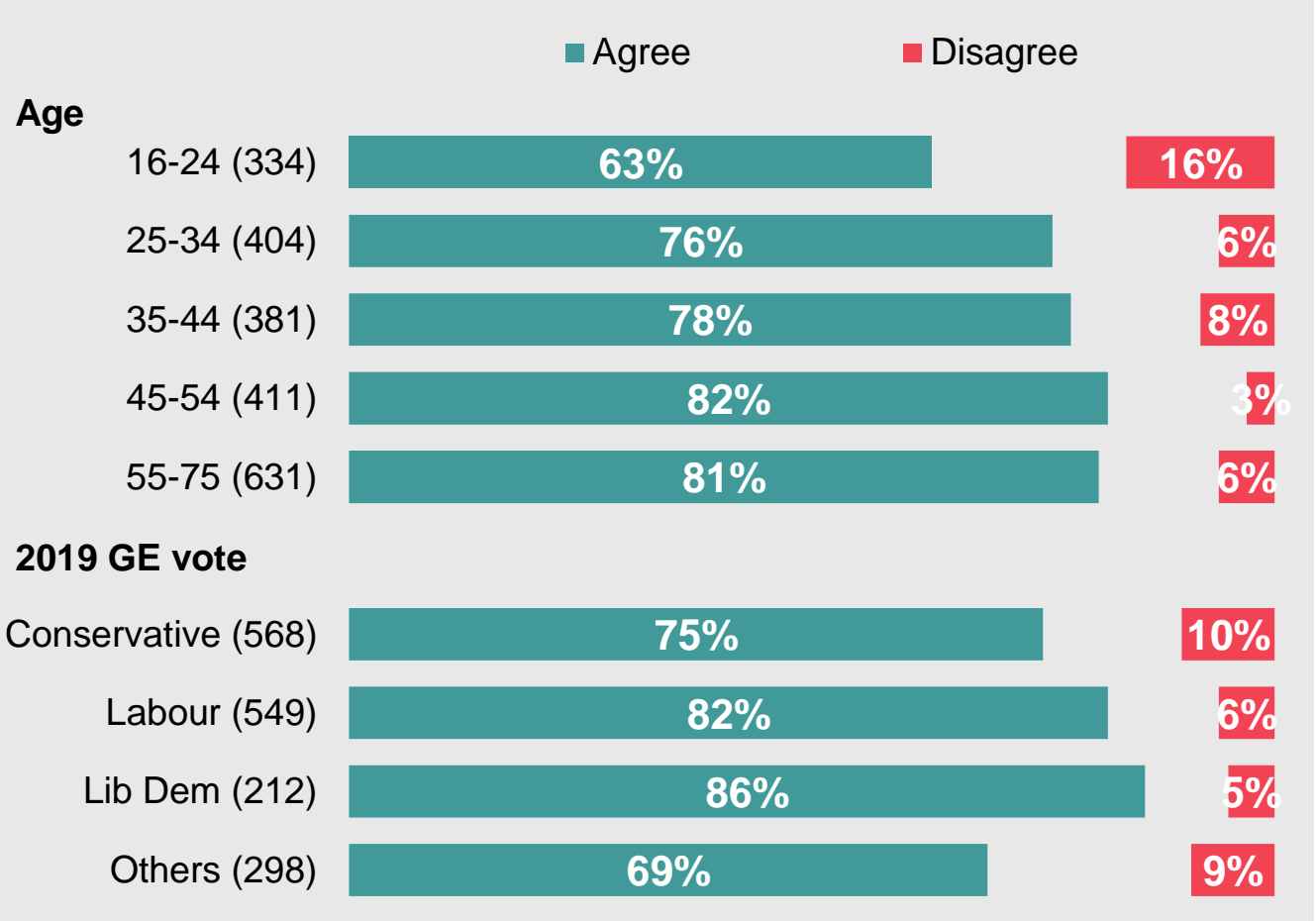
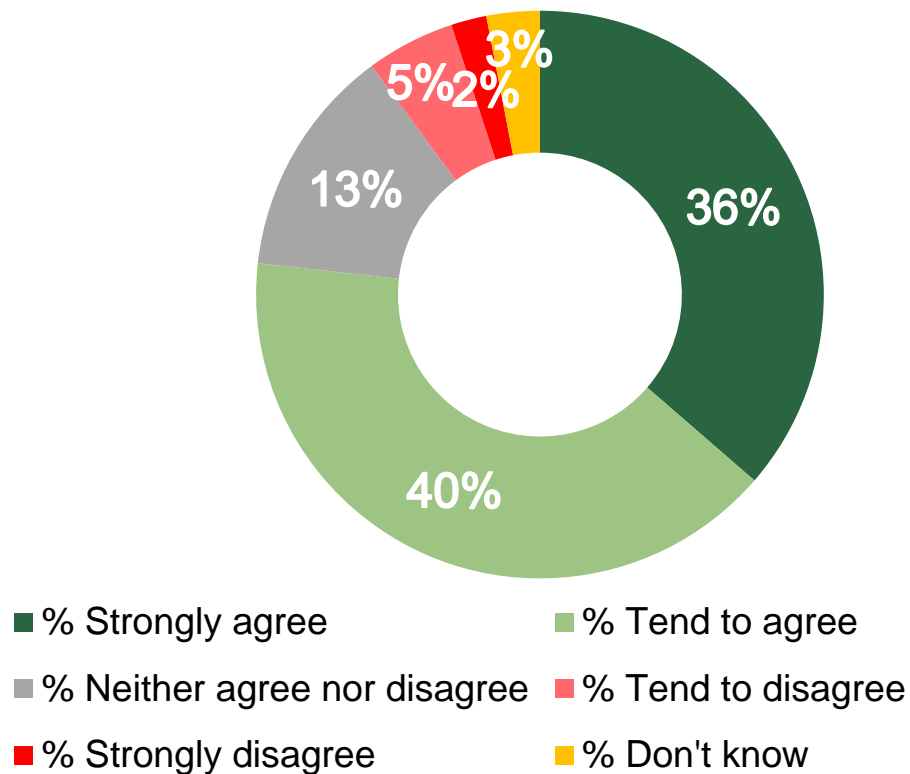
Source: Ipsos

Base: 2,161 GB adults aged 16-75, 6-10 May 2022

Most think young people will struggle to get the right kind of housing

Q2d). To what extent do you agree or disagree with each of the following statements...?

‘Even if today’s young people work hard and get good jobs, they will have a hard time getting the right kind of housing’



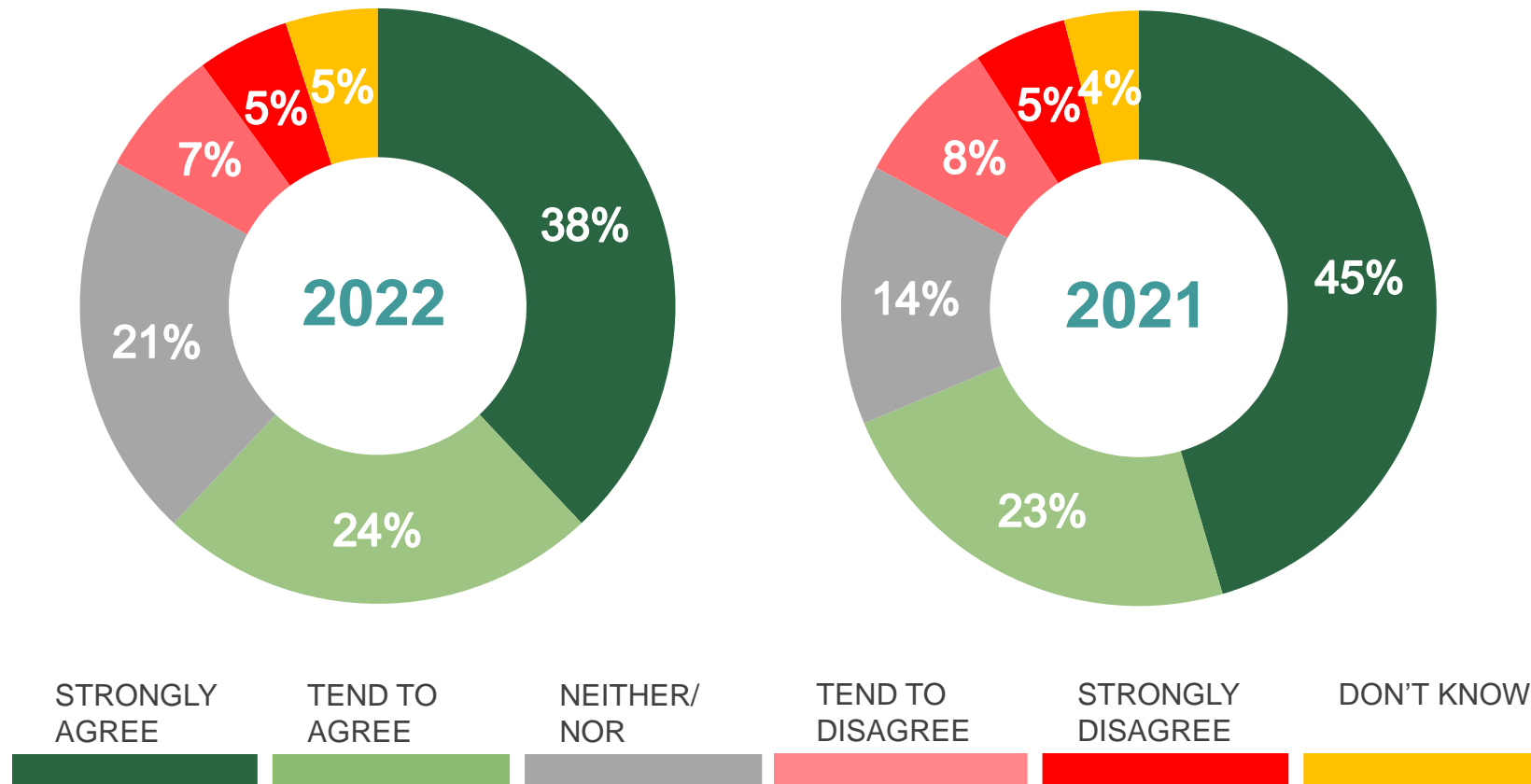
Source: Ipsos
Base: 2,161 GB adults aged 16-75, 6-10 May 2022



Most renters remain gloomy about their prospects for buying

Q2e). To what extent do you agree or disagree with each of the following statements...?

'I don't believe I will ever be able to afford to buy a home' (Renters only)

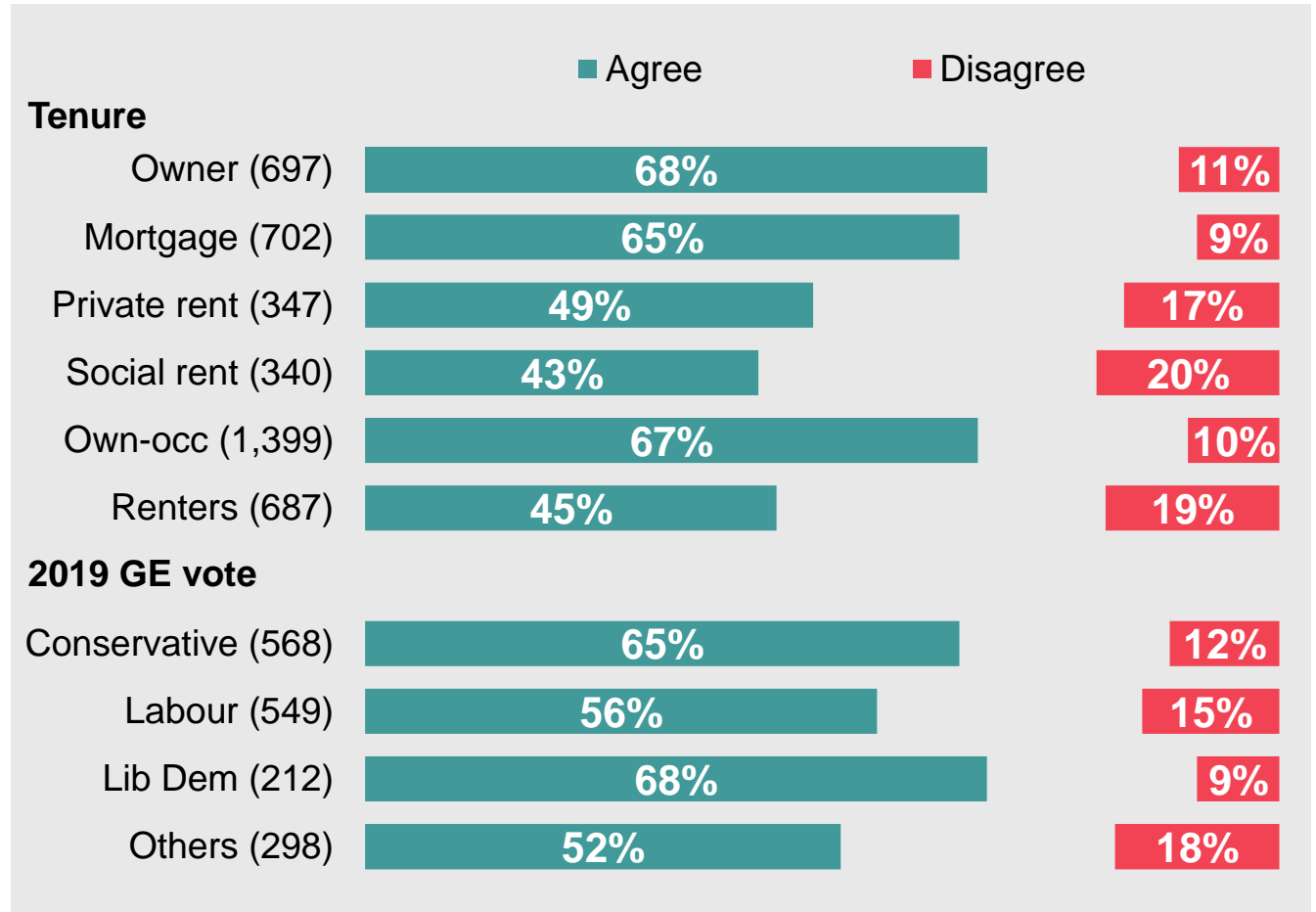
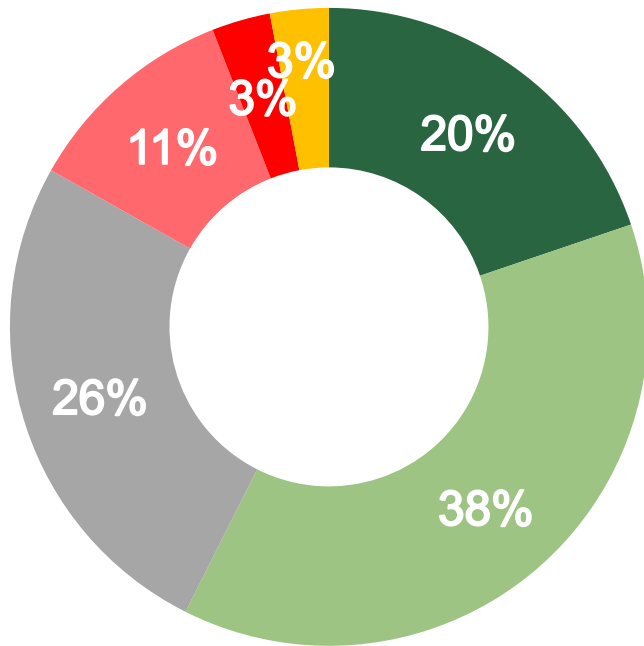


Source: Ipsos
Base: 687 GB renters aged 16-75, 6-10 May 2022

Six in ten people think that getting on the property ladder is important

Q2f). To what extent do you agree or disagree with each of the following statements...?

‘Getting on the property ladder is one of the most important ways of getting on in life’

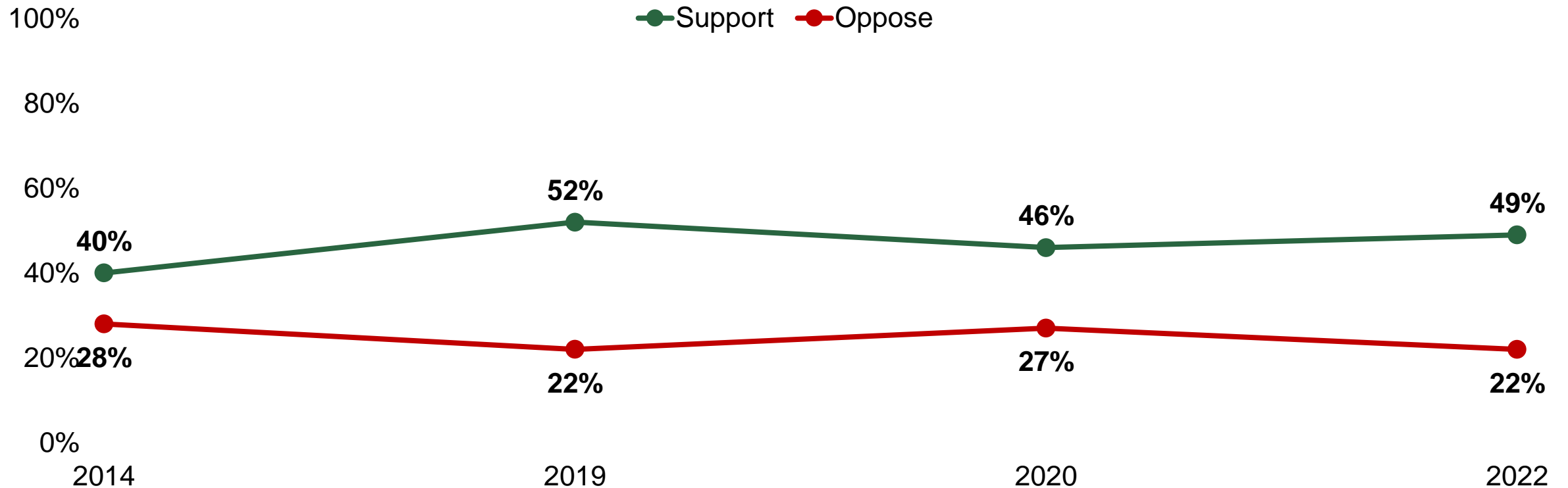


Source: Ipsos

Base: 2,161 GB adults aged 16-75, 6-10 May 2022

Having risen during 2019-20, opposition to local home building has cooled. A plurality say they support more building

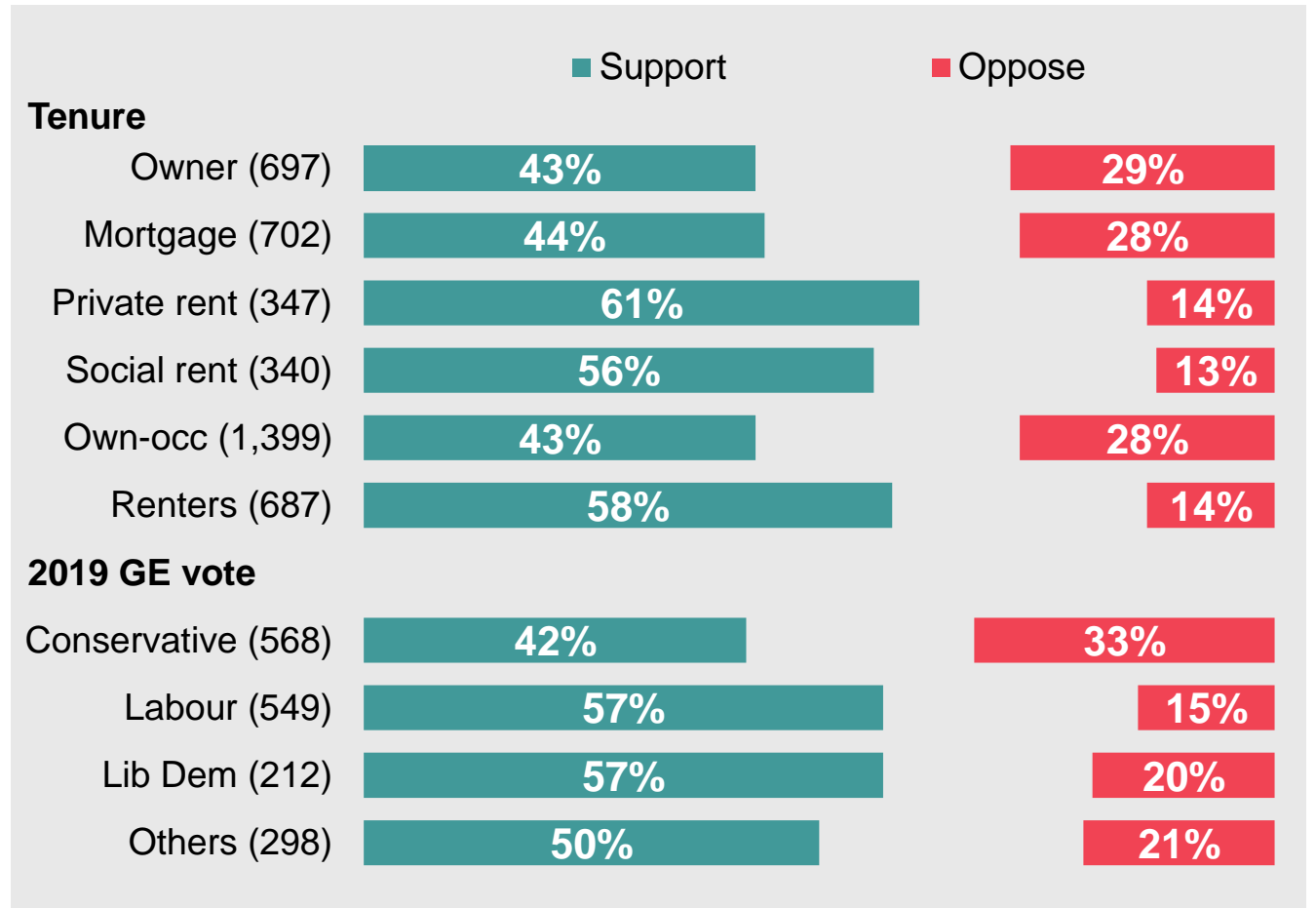
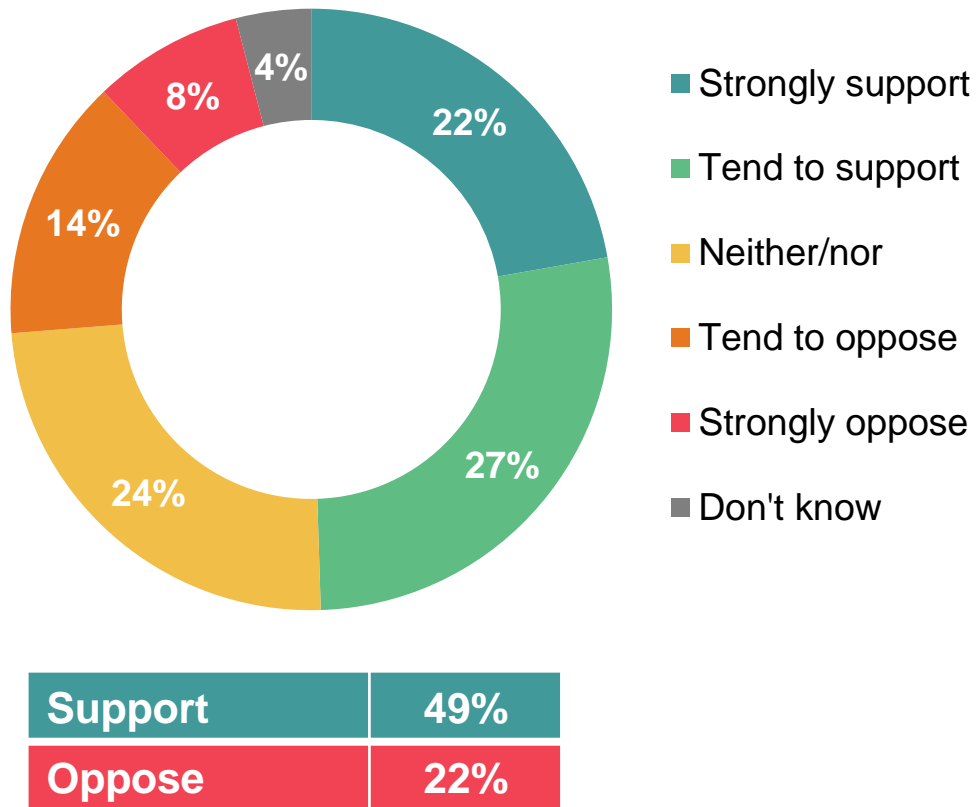
Q3. To what extent would you support or oppose more homes being built in your local area?



Source: Ipsos
Base: 2,161 GB adults aged 16-75, 6-10 May 2022

Levels of support are lower, relatively speaking, among owner-occupiers and Conservative voters

Q3. To what extent would you support or oppose more homes being built in your local area?



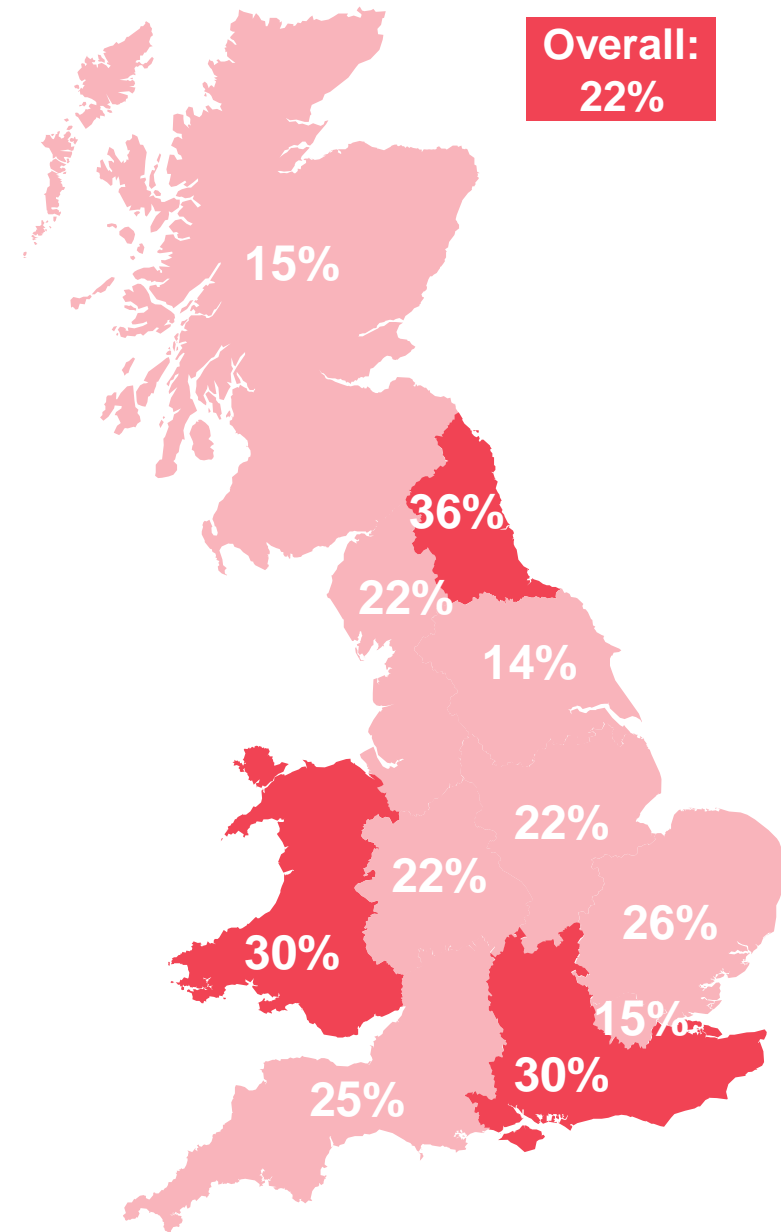
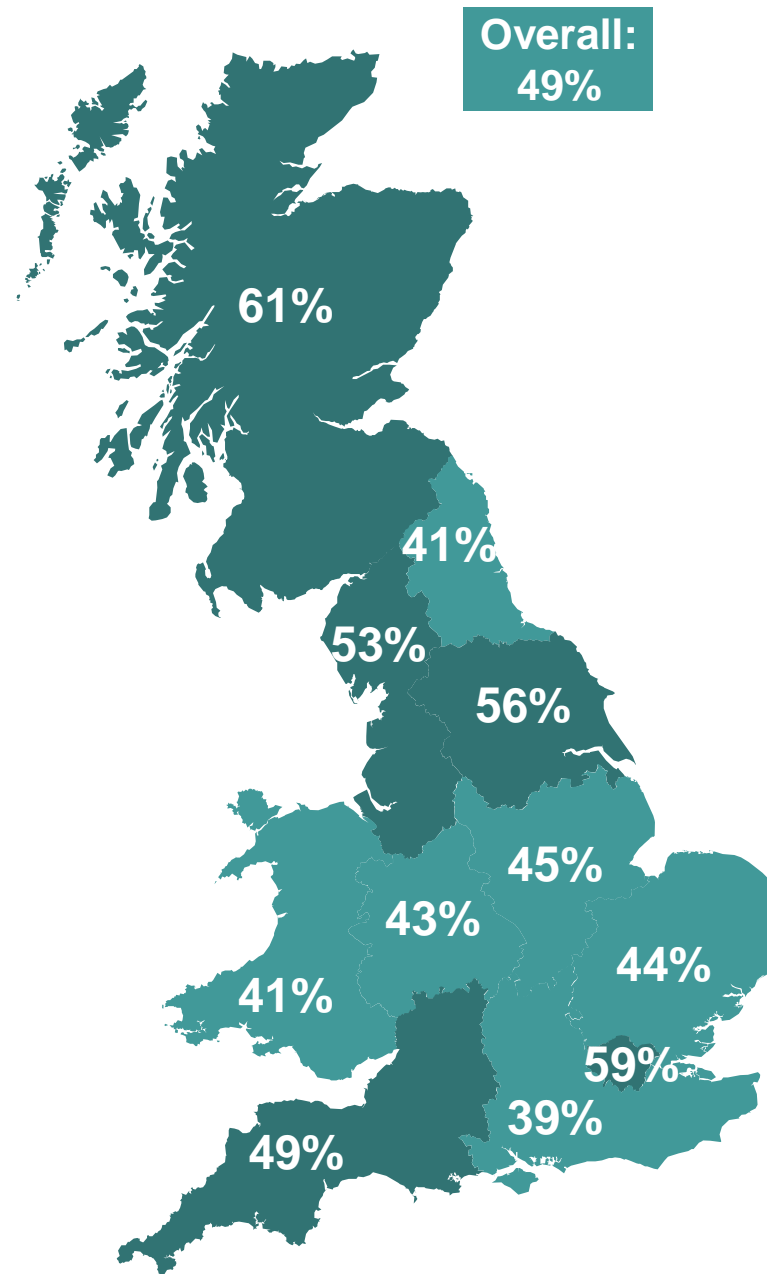
Source: Ipsos

Base: 2,161 adults aged 18-75 in the UK, 6-10 May 2022

Support is relatively low and opposition high in the North East and South East of England, and in Wales

Q3. To what extent would you support or oppose more homes being built in your local area?

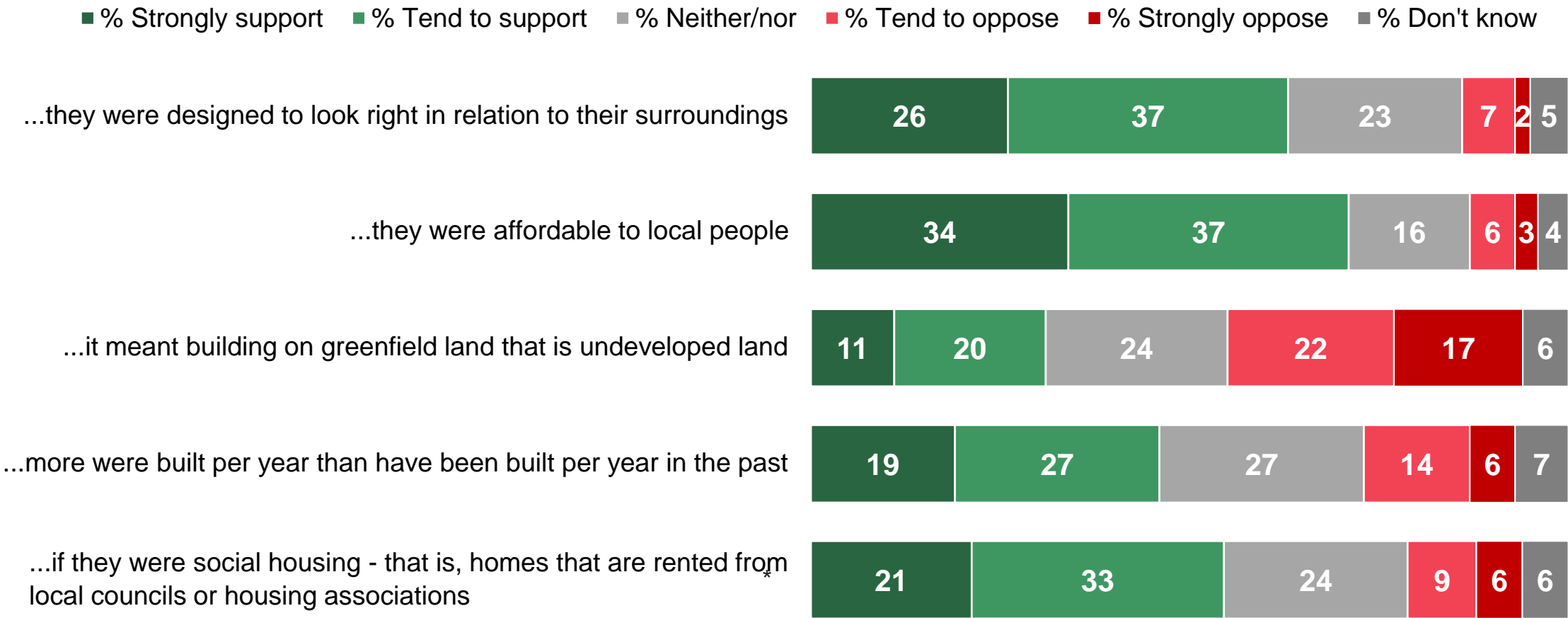
% support
% oppose



Source: Ipsos
Base: 2,161 GB adults aged 16-75, 6-10 May 2022

In principle, support would increase if homes were affordable and designs were appropriate. It would fall if building was on greenfield

Q4. Here are some of the possible options for building new homes. Again, in principle, to what extent would you support or oppose new homes being built in your local area if...



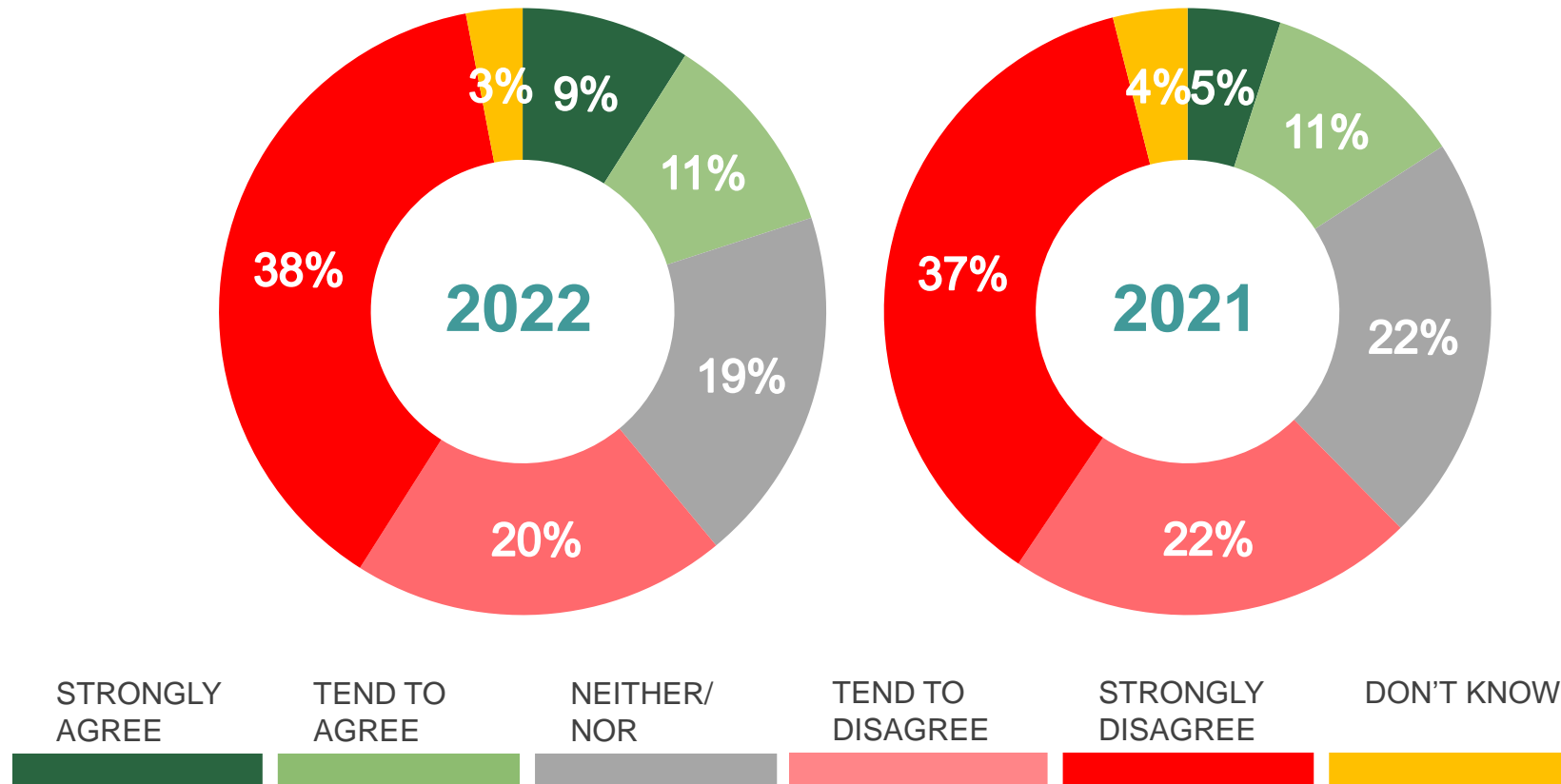
Source: Ipsos
Base: 2,161 GB adults aged 16-75, 6-10 May 2022



People remain resistant to the idea of requiring down-sizing

Q5. To what extent do you agree or disagree with each of the following statement?

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



Source: Ipsos

Base: 2,161 GB adults aged 16-75, 6-10 May 2022

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