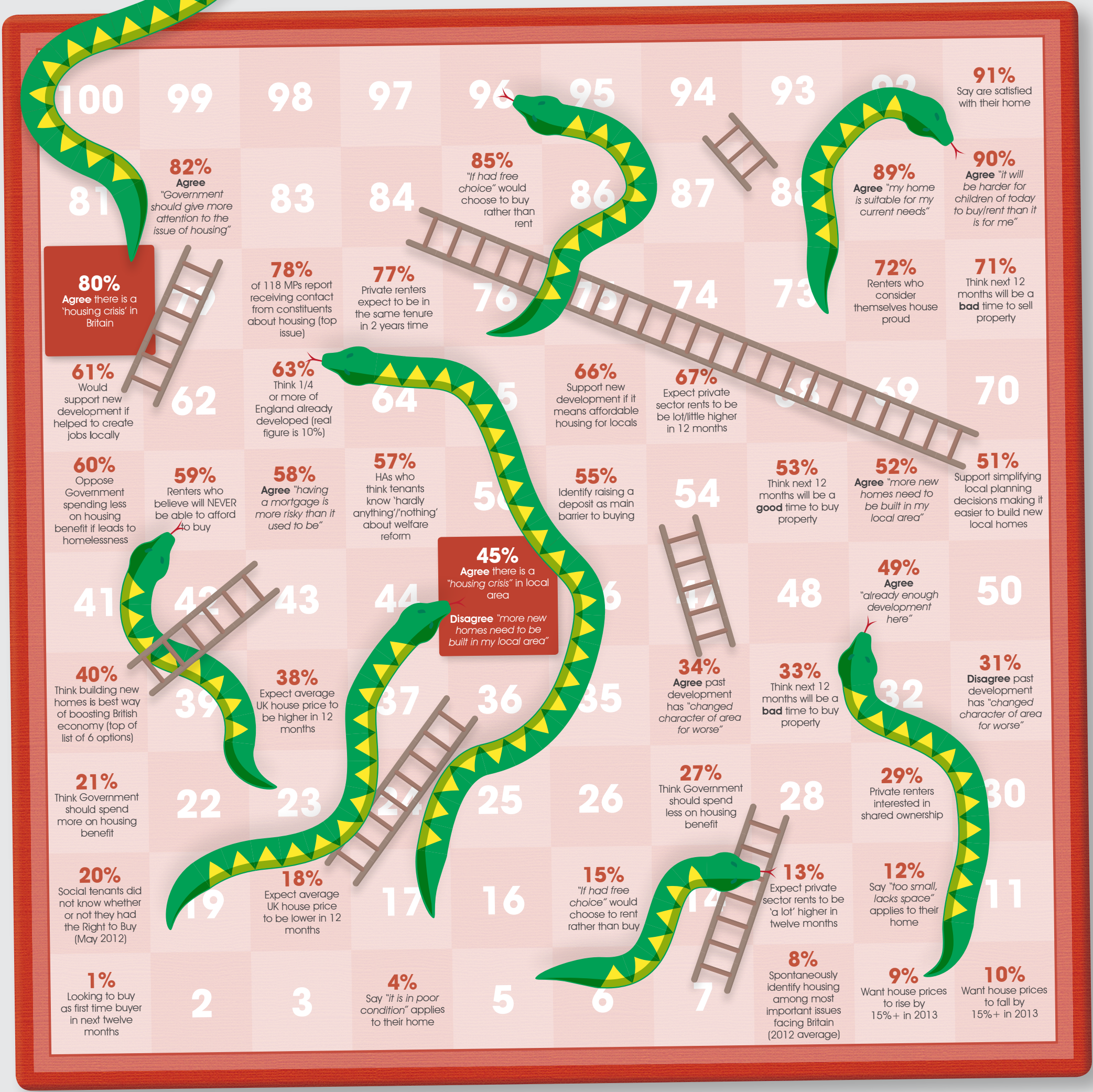


# PROPERTY SNAKES & LADDERS

Eighty percent of the public think that there is a “housing crisis” in Britain. Using the well known board game, our graphic illustrates a selection of key findings relating to the crisis from Ipsos MORI polling for a range of clients. Our commentary on the findings follows below.



Our graphic illustrates the challenges and opportunities public opinion presents to those tackling the housing crisis. For example, compare the **80%** and **45%** squares. The public senses a national crisis but less so a local one. Indeed, the overwhelming majority are content with their homes (see squares **89%** and **91%**), and many don't see supply as an issue. See square **45%** again where this percentage disagree that more new homes need to be built locally. Further compare this with **49%** and **63%**; nearly half the public think there has already been over-development locally and most over-estimate how much of the country is already built upon. The crisis may be more about future prospects to meet aspirations (see **90%** and **85%** squares) and worries about 'Generation Rent'. But compare the **9%** and **10%** squares. Almost the same proportion want sharp house price rises as want falls in 2013, highlighting a crisis affecting different people differently. Finally, the **82%** and **40%** squares show that housing is a priority for Government attention, so too is building homes over other infrastructure projects. But these, and the sense of crisis, sit far above the **8%** square. Of course, our graphic only touches the surface of a crisis which plays out differently by age, area and tenure. We will, for example, learn more this year from our evaluations of the impact of welfare reforms on the private and social rented sectors. And we know that many local authorities and housing associations are also collecting evidence to shape their response to the crisis. Locally as well as nationally, it will be important to understand and incorporate public sentiment to help find the best solutions. Leaving too much to market forces and hoping that nimbyism won't prevail is unlikely to be enough to take us beyond crisis talk.