

# NEMS market research

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Measuring and Understanding Public Opinion:

## Choice and Availability of Housing

July 2017



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This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

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# Choice and Availability of Housing

## SPEED READ

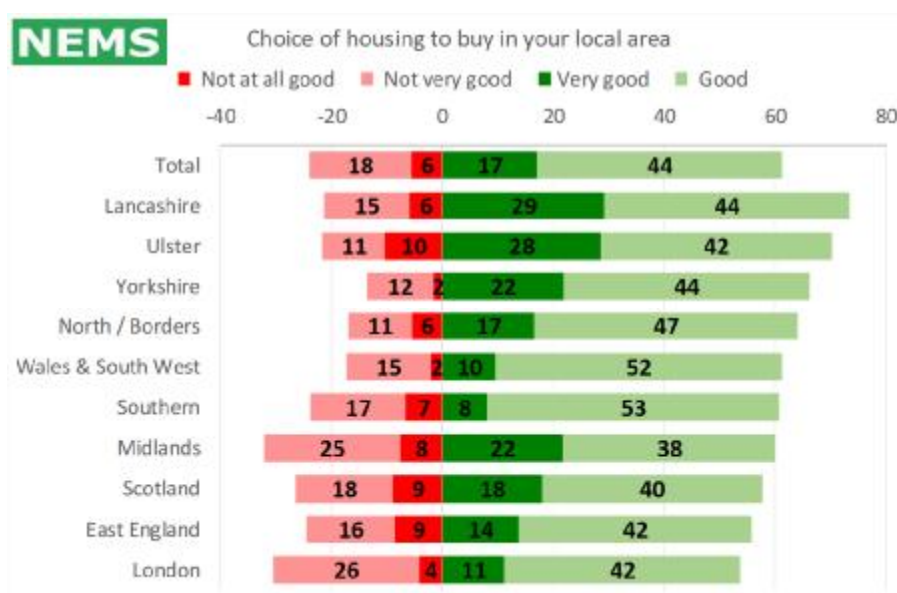
- *Choice* of housing to buy or rent is considered on balance to be good.
- In contrast *affordability* is the other way round with more people thinking that it is poor.
- Although the majority of the population think efforts should be made to improve affordability either to buy or rent, the idea of more houses being built to achieve these aims is less popular.
- 85% of the population are in favour of new housing developments providing a minimum number of Starter Homes as defined by the 2016 Housing and Planning Act.
- 22% of the population stated that either they or someone in their household would qualify for a Starter Home.

## Choice of housing to buy in your local area

Overall, according to our research 61% of the country's population believe that the choice of housing to buy in their local area is either good or very good. A quarter (24%) consider it to be poor or very poor.

However, within these headline statistics there are notable regional variations.

Respondents from Lancashire are most likely to consider the choice of housing to buy to be good or very good (66%), whereas just 53% of those from London were of the same opinion. The area of the country with the strongest belief that the choice of housing to buy was poor or very poor was in the Midlands (33%) compared to the lowest in Yorkshire at 14%.

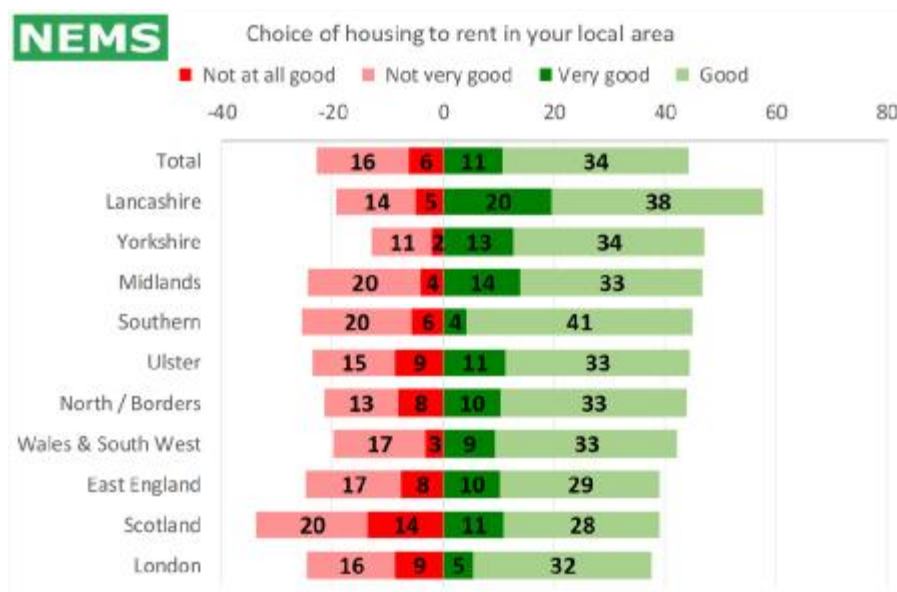


### Choice of housing to rent in your local area

A similar pattern was observed when we asked about people's perception of the choice of housing to rent in their local area; 45% felt it was good or very good with 22% stating it to be poor or very poor.

58% of respondents from Lancashire thought the rental choice was good or very good whereas only 37% of Londoners were of the same opinion.

34% of Scottish respondents felt the choice of housing to rent in their area was either poor or very poor compared to the other end of the scale in Yorkshire where just 13% of respondents thought it was poor or very poor.

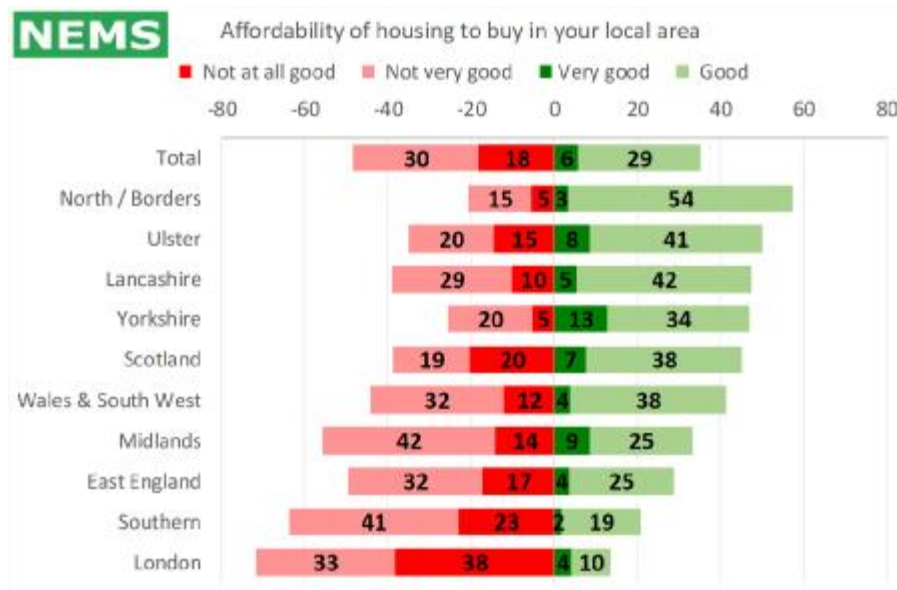


### Affordability of housing to buy in your local area

Across the country, more people consider the affordability of housing in their local area to be poor (48%) compared to the number who think it is good (35%).

This situation is most extreme in London where the 71% of respondents rated affordability as poor compared to 14% who rated it as good.

The North / Borders was the area of the country where affordability was the most in positive territory with 57% rating as good compared to 20% rating it as poor.



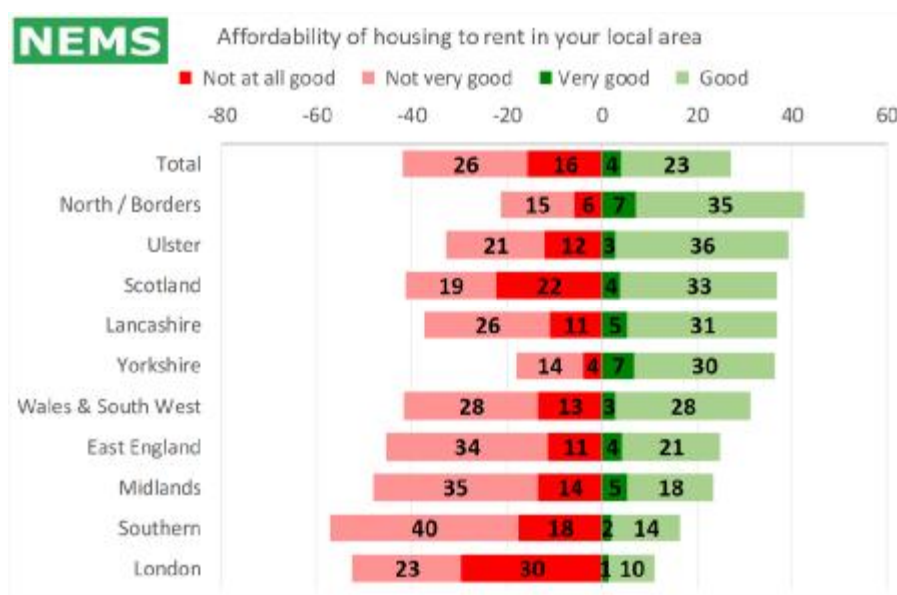
### Affordability of housing to rent in your local area

Across the country, just 27% of the population consider the affordability of housing to rent to be good or very good. 42% consider it to be poor or very poor.

As before, London is the least affordable – only 11% of these respondents rate the affordability as good or very good whereas 53% think it is poor or very poor.

Again, the North / Borders was the area of the country where affordability of rental properties was the highest with 42% rating as good or very good compared to 21% rating it as poor or very poor.

18% of Yorkshire residents believe that the affordability of housing to rent is poor or very poor (the lowest in the country).



### Should efforts be made to improve the affordability of housing to buy in your local area

Overall two thirds of the population think that there should be an attempt at making housing more affordable in their local area. This increased to 82% among those living in Wales and the South West.

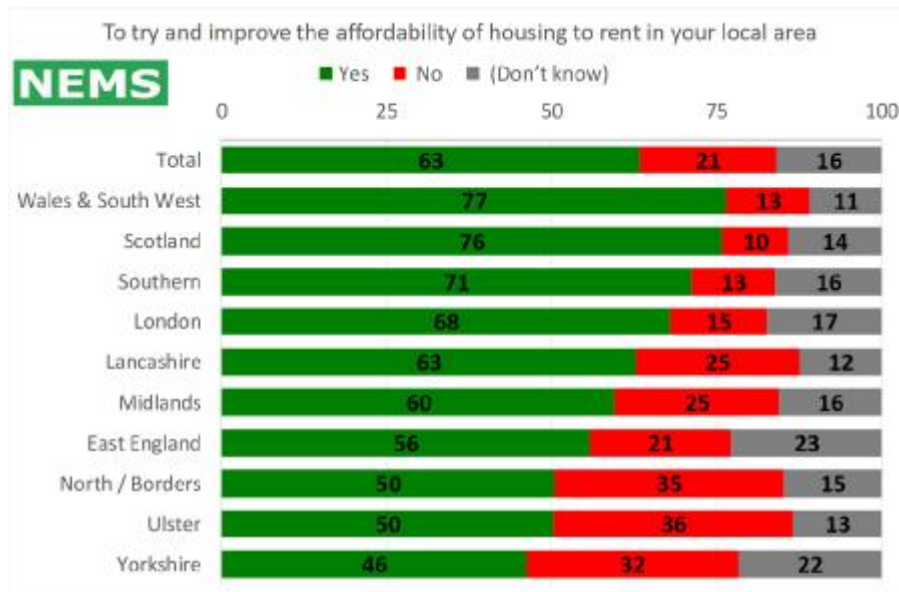
The North / Borders was the region with the fewest number of people in support of such a move but even here 50% of the sample thought more should be done to improve the affordability of homes to buy.



### Should efforts be made to improve the affordability of housing to rent in your local area

There was less conviction in people's minds with regard to initiatives to help improve the affordability of housing to rent, nevertheless 63% of the population were in favour of efforts being made.

Again, Wales and the South West respondents were most in favour (77%) but this time it was the Yorkshire subsample who were least in favour (46%).



### Support for building more homes to improve affordability to buy

Although 67% of the population would support efforts to improve the affordability of homes to buy only 51% of the population would be in favour of this extending to the building of more homes, i.e. a 14% gap.

This apparent NIMBYism ranged from 28% in the Midlands, i.e. the difference between those in favour of efforts to improve the affordability of housing to buy, minus the proportion of respondents in favour of new homes being built to improve the affordability. In Ulster the figures was a net minus 2%, i.e. more respondents were in favour of new houses being built than efforts being made to improve affordability.

Scotland was the region most in favour of new homes being built in order to improve the affordability to buy (69%), the Midlands was the region least in favour (35%).





### Support for building more homes to improve affordability to rent

A reluctance to see new homes being built with the aim of improving the rental affordability was exhibited with 50% of population in favour of more homes being built compared to the 63% who would support efforts to improve rental affordability.

As before, the gap between support for efforts to improve rental affordability and support for new homes to be built to achieve this varied across the country. Nationally the gap was 13% but this ranged from the Midlands with a gap of 22% to Ulster which once again was more in favour of new homes being built to improve rental affordability (55%) than efforts in general being made to improve affordability (50%)

Scotland was the region most in favour of new homes being built in order to improve the affordability to rent (68%), the Yorkshire was the region least in favour (36%).



### The 2016 Housing & Planning Act

The respondents were given a brief resume of the 2016 Housing & Planning Act <sup>1</sup>, i.e. where it is proposed that on new developments a minimum number of Starter Homes are provided.

85% of the UK population believe this to be a good idea, increasing to 91% among those living in Lancashire, however even the lowest area (Midlands) achieved a level of support of 79%.

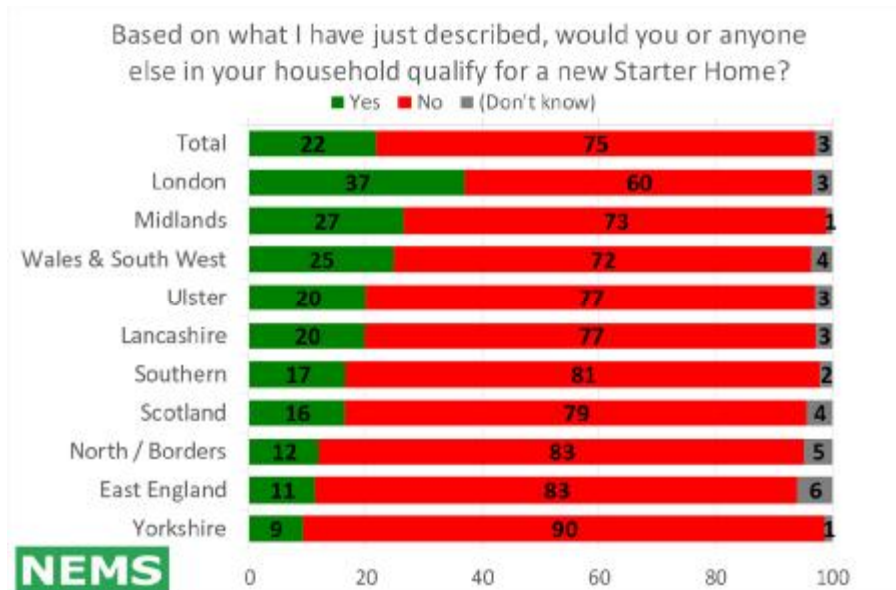


<sup>1</sup> <http://www.legislation.gov.uk/ukpga/2016/22/contents/enacted>

### Starter Home eligibility

More than a fifth of population (22%) would either themselves or someone else in their household qualify for a new Starter Home.

Those from London were the most likely to qualify where nearly one in four respondents (37%) believed they or someone in their household would satisfy the eligibility criteria for a Starter Home, this was 10% higher than the next highest region (Midlands). By contrast just 9% of Yorkshire respondents believed they or someone in their household would be eligible.



# Omnibus Data Tabulations Choice & Availability of Housing

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE	Own or buying home	Rent (private or council)											
<b>Mean score: [Very good = 4, Good = 3, Not very good = 2, Not at all good = 1]</b>																						
<b>Q01 I'm now going to ask you a series of questions concerning housing either to rent or buy and although you may think that you don't have much knowledge about this I'd still value your opinions. How would you describe : [PR]</b>																						
<b><i>The choice of housing to buy in your local area?</i></b>																						
Very good	17.0%	170	19.1%	92	15.1%	78	13.9%	45	14.4%	50	22.8%	75	15.8%	78	15.7%	39	20.6%	54	18.9%	145	10.2%	20
Good	44.2%	442	42.0%	202	46.3%	240	43.8%	143	49.3%	171	39.3%	128	49.2%	243	41.3%	101	37.5%	97	43.3%	331	50.4%	99
Not very good	18.3%	183	19.0%	91	17.7%	92	20.3%	66	19.5%	68	15.2%	50	16.8%	83	25.8%	63	14.2%	37	17.8%	136	18.3%	36
Not at all good	5.7%	57	6.2%	30	5.1%	27	5.6%	18	5.3%	18	6.2%	20	5.8%	29	8.1%	20	3.0%	8	6.2%	48	3.2%	6
(Don't know)	14.8%	148	13.7%	66	15.7%	82	16.4%	54	11.6%	40	16.5%	54	12.4%	61	9.1%	22	24.7%	64	13.7%	105	17.9%	35
Mean:		2.85		2.86		2.85		2.79		2.82		2.94		2.86		2.71		3.01		2.87		2.82
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173
<b><i>The choice of housing to rent in your local area?</i></b>																						
Very good	10.6%	106	11.9%	58	9.4%	49	8.6%	28	9.6%	33	13.7%	45	9.4%	46	9.9%	24	13.7%	36	11.1%	85	10.0%	20
Good	33.6%	336	35.4%	170	31.9%	165	32.8%	107	36.5%	126	31.2%	102	36.9%	182	30.7%	75	30.1%	78	32.7%	250	41.5%	81
Not very good	16.5%	165	13.4%	64	19.4%	101	15.0%	49	16.6%	58	17.8%	58	16.8%	83	18.4%	45	14.1%	37	14.9%	114	21.0%	41
Not at all good	6.4%	64	6.8%	33	6.0%	31	5.9%	19	5.7%	20	7.6%	25	5.3%	26	9.5%	23	5.5%	14	6.4%	49	5.4%	11
(Don't know)	32.9%	329	32.5%	157	33.3%	173	37.5%	123	31.6%	110	29.7%	97	31.7%	157	31.6%	78	36.5%	95	34.9%	267	22.2%	43
Mean:		2.72		2.78		2.67		2.71		2.73		2.73		2.74		2.60		2.82		2.74		2.72
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173
<b><i>The affordability of housing to buy in your local area?</i></b>																						
Very good	5.8%	58	6.2%	30	5.4%	28	6.3%	21	4.3%	15	6.9%	23	5.0%	25	6.8%	17	6.4%	17	5.6%	43	7.3%	14
Good	29.3%	293	29.9%	144	28.7%	149	28.9%	94	32.6%	113	26.1%	85	28.3%	140	28.1%	69	32.3%	84	31.0%	237	24.1%	47
Not very good	30.3%	303	29.1%	140	31.5%	163	30.7%	100	35.7%	124	24.3%	79	31.7%	157	37.9%	93	20.5%	53	30.4%	232	30.6%	60
Not at all good	18.1%	181	21.1%	102	15.3%	79	14.3%	47	17.8%	62	22.2%	73	20.9%	103	19.7%	48	11.3%	29	18.9%	144	15.3%	30
(Don't know)	16.5%	165	13.8%	66	19.0%	99	19.8%	65	9.6%	33	20.6%	67	14.1%	70	7.6%	19	29.5%	77	14.1%	108	22.7%	44
Mean:		2.27		2.25		2.30		2.34		2.26		2.22		2.20		2.24		2.48		2.27		2.30
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

# Omnibus Data Tabulations Choice & Availability of Housing

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE	Own or buying home	Rent (private or council)											
<b>The affordability of housing to rent in your local area?</b>																						
Very good	4.0%	40	4.6%	22	3.5%	18	3.2%	10	2.8%	10	6.2%	20	3.4%	17	4.7%	12	4.7%	12	4.0%	31	4.8%	9
Good	23.2%	231	24.0%	116	22.3%	116	24.1%	79	23.7%	82	21.6%	71	23.5%	116	19.6%	48	25.7%	67	23.9%	182	22.9%	45
Not very good	26.2%	262	26.7%	129	25.7%	133	25.2%	82	30.2%	105	22.9%	75	27.4%	136	31.6%	77	18.8%	49	24.6%	188	33.6%	66
Not at all good	15.6%	156	17.8%	86	13.7%	71	13.3%	43	13.2%	46	20.6%	67	15.7%	78	18.5%	45	12.8%	33	16.0%	122	14.1%	28
(Don't know)	31.0%	310	26.9%	130	34.8%	180	34.3%	112	30.1%	104	28.7%	94	30.0%	148	25.6%	63	38.0%	99	31.5%	241	24.5%	48
Mean:		2.23		2.21		2.24		2.26		2.23		2.19		2.21		2.14		2.36		2.23		2.25
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

**Q02 Would you welcome moves: [PR]**

<b>To try and improve the affordability of housing to buy in your local area</b>																						
Yes	66.5%	665	67.3%	325	65.8%	341	68.9%	225	72.2%	250	58.3%	190	71.6%	355	74.5%	183	49.3%	128	67.1%	513	69.2%	135
No	22.1%	221	21.7%	105	22.4%	116	18.9%	62	18.7%	65	28.8%	94	19.2%	95	18.2%	45	31.1%	81	23.3%	178	18.0%	35
(Don't know)	11.4%	114	10.9%	53	11.8%	61	12.3%	40	9.2%	32	12.9%	42	9.1%	45	7.3%	18	19.6%	51	9.5%	73	12.8%	25
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

<b>To try and improve the affordability of housing to rent in your local area</b>																						
Yes	63.3%	633	65.3%	315	61.5%	318	64.3%	210	68.4%	237	56.9%	186	66.1%	327	72.2%	177	49.5%	128	62.5%	478	71.2%	139
No	20.7%	207	20.5%	99	20.9%	108	16.6%	54	16.6%	57	29.2%	95	19.1%	95	15.6%	38	28.5%	74	22.1%	169	16.1%	31
(Don't know)	16.0%	160	14.2%	69	17.7%	91	19.1%	62	15.0%	52	13.9%	46	14.7%	73	12.2%	30	22.1%	57	15.5%	118	12.8%	25
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

<b>To build more homes in your local area in order to improve affordability to buy</b>																						
Yes	51.1%	511	53.0%	255	49.3%	255	51.1%	167	52.6%	182	49.4%	161	51.0%	253	58.4%	143	44.3%	115	49.9%	381	60.2%	118
No	37.4%	374	35.0%	169	39.6%	205	34.6%	113	38.0%	132	39.5%	129	38.5%	191	33.8%	83	38.6%	100	39.6%	303	28.2%	55
(Don't know)	11.5%	115	12.0%	58	11.1%	58	14.3%	47	9.3%	32	11.2%	36	10.5%	52	7.8%	19	17.1%	44	10.5%	80	11.6%	23
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

<b>To build more homes in your local area in order to improve affordability to rent</b>																						
Yes	50.2%	502	53.3%	257	47.4%	246	51.2%	167	50.5%	175	48.9%	160	50.8%	252	56.1%	138	43.6%	113	48.2%	368	61.6%	121
No	35.6%	356	33.0%	159	38.1%	197	30.3%	99	37.4%	130	39.0%	127	35.5%	176	35.0%	86	36.4%	95	38.0%	291	26.1%	51
(Don't know)	14.2%	142	13.8%	66	14.5%	75	18.4%	60	12.1%	42	12.1%	40	13.7%	68	9.0%	22	19.9%	52	13.8%	105	12.2%	24
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

# Omnibus Data Tabulations Choice & Availability of Housing

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE	Own or buying home	Rent (private or council)
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The 2016 Housing & Planning Act now proposes that on new developments a minimum number of Starter Homes are provided. A Starter Home is defined as a new home made available for people aged 23-40 who are first-time buyers and have never owned a home. These homes have to be sold at a discount of 20% of their market value and outside London always less than £250,000. They cannot be sublet or rented and the purchaser will have to have a minimum of 5-8 years' occupation. Further sales would be at a discount forever.

**Q03 Do you think that this would be a good idea?**

Yes	85.0%	850	86.1%	415	84.0%	435	85.3%	279	87.9%	305	81.6%	267	85.3%	422	92.6%	227	77.2%	200	87.0%	665	80.8%	158
No	7.3%	73	7.5%	36	7.1%	37	5.8%	19	6.9%	24	9.3%	30	6.5%	32	3.8%	9	12.2%	32	6.2%	47	11.0%	22
(Don't know)	7.7%	77	6.3%	31	8.9%	46	8.9%	29	5.2%	18	9.1%	30	8.2%	41	3.6%	9	10.6%	27	6.7%	52	8.2%	16
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

**Q04 Based on what I have just described, would you or anyone else in your household qualify for a new Starter Home**

Yes	21.7%	217	19.2%	93	24.1%	125	33.0%	108	20.0%	69	12.3%	40	23.6%	117	22.8%	56	17.1%	44	19.4%	148	29.3%	57
No	75.3%	753	78.2%	377	72.5%	376	63.7%	208	77.9%	270	84.0%	275	74.2%	367	73.4%	180	79.1%	205	78.9%	603	65.9%	129
(Don't know)	3.0%	30	2.6%	12	3.4%	18	3.4%	11	2.0%	7	3.7%	12	2.2%	11	3.9%	9	3.8%	10	1.7%	13	4.8%	9
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

**SEX Sex of respondent**

Male	48.2%	482	100.0%	482	0.0%	0	49.5%	162	49.7%	172	45.3%	148	48.6%	241	59.0%	145	37.2%	97	51.0%	390	41.4%	81
Female	51.8%	518	0.0%	0	100.0%	518	50.5%	165	50.3%	174	54.7%	179	51.4%	254	41.0%	101	62.8%	163	49.0%	375	58.6%	115
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.1%	151	15.8%	76	14.5%	75	46.3%	151	0.0%	0	0.0%	0	14.7%	73	15.2%	37	15.8%	41	15.0%	115	11.8%	23
25 to 34	17.5%	175	17.8%	86	17.3%	90	53.7%	175	0.0%	0	0.0%	0	19.3%	96	18.1%	44	13.6%	35	16.0%	123	22.6%	44
35 to 44	18.4%	184	18.7%	90	18.0%	93	0.0%	0	53.0%	184	0.0%	0	20.6%	102	21.7%	53	11.0%	29	17.3%	132	24.0%	47
45 to 54	16.3%	163	17.0%	82	15.6%	81	0.0%	0	47.0%	163	0.0%	0	17.1%	85	17.1%	42	13.9%	36	17.2%	132	12.9%	25
55 to 64	13.1%	131	13.7%	66	12.5%	65	0.0%	0	0.0%	0	40.0%	131	14.1%	70	15.0%	37	9.4%	24	14.6%	112	8.5%	17
65 +	19.6%	196	17.0%	82	22.0%	114	0.0%	0	0.0%	0	60.0%	196	14.2%	70	13.0%	32	36.3%	94	19.9%	152	20.2%	40
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173

# Omnibus Data Tabulations Choice & Availability of Housing

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE	Own or buying home	Rent (private or council)											
<b>SEG Socio-economic group</b>																						
A	2.8%	28	3.6%	17	2.2%	11	2.7%	9	3.2%	11	2.6%	9	5.7%	28	0.0%	0	0.0%	0	3.4%	26	1.2%	2
B	17.5%	175	18.0%	87	17.1%	88	18.6%	61	19.0%	66	14.7%	48	35.4%	175	0.0%	0	0.0%	0	21.1%	161	6.7%	13
C1	29.2%	292	28.4%	137	29.9%	155	30.2%	99	31.7%	110	25.4%	83	58.9%	292	0.0%	0	0.0%	0	30.7%	235	22.2%	43
C2	24.5%	245	30.0%	145	19.4%	101	25.0%	82	27.4%	95	21.0%	69	0.0%	0	100.0%	245	0.0%	0	24.9%	190	24.1%	47
D	11.8%	118	8.9%	43	14.5%	75	10.1%	33	14.6%	51	10.5%	34	0.0%	0	0.0%	0	45.4%	118	9.2%	70	21.3%	42
E	14.2%	142	11.2%	54	17.0%	88	13.3%	43	4.1%	14	25.7%	84	0.0%	0	0.0%	0	54.6%	142	10.7%	82	24.5%	48
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000		482		518		327		347		327		495		245		260		764		196	
Sample:	1000		500		500		196		404		400		550		211		239		796		173	

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	41.8%	418	52.5%	253	31.8%	165	46.6%	152	61.0%	211	16.6%	54	46.8%	232	58.3%	143	16.5%	43	45.5%	348	29.0%	57
Part-time	16.8%	168	8.8%	42	24.2%	125	13.9%	45	20.7%	72	15.4%	50	18.8%	93	18.5%	45	11.3%	29	18.8%	143	11.3%	22
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	10.5%	105	9.4%	45	11.5%	59	15.7%	51	11.6%	40	4.0%	13	9.5%	47	5.9%	15	16.5%	43	7.5%	57	19.5%	38
Not working (retired / invalid)	30.4%	304	29.0%	140	31.6%	164	21.8%	71	6.6%	23	64.1%	209	24.2%	120	16.7%	41	55.1%	143	28.3%	216	39.4%	77
(Refused)	0.7%	7	0.3%	2	1.0%	5	2.0%	6	0.1%	0	0.0%	0	0.7%	3	0.6%	1	0.7%	2	0.0%	0	0.9%	2
Weighted base:	1000		482		518		327		347		327		495		245		260		764		196	
Sample:	1000		500		500		196		404		400		550		211		239		796		173	

**ADU How many adults aged 16 years or older, including yourself, live in your household ?**

One	31.0%	310	32.0%	154	30.1%	156	22.8%	74	26.6%	92	43.9%	143	25.1%	124	22.6%	55	50.3%	131	27.3%	209	47.7%	93
Two	48.2%	482	48.4%	233	48.0%	249	53.1%	173	45.3%	157	46.4%	152	52.3%	259	53.3%	131	35.6%	92	51.4%	393	39.5%	77
Three	12.4%	124	12.4%	60	12.4%	64	13.9%	46	17.1%	59	5.8%	19	14.7%	73	14.4%	35	6.1%	16	14.2%	109	5.9%	12
Four	5.3%	53	5.6%	27	5.1%	27	5.1%	17	8.3%	29	2.5%	8	5.5%	27	7.7%	19	2.8%	7	5.8%	44	3.9%	8
Five	0.9%	9	0.8%	4	1.0%	5	1.1%	4	0.8%	3	0.8%	2	0.3%	2	0.8%	2	1.9%	5	1.1%	8	0.4%	1
Six or more	0.6%	6	0.3%	2	0.8%	4	1.0%	3	0.8%	3	0.0%	0	0.6%	3	0.7%	2	0.6%	2	0.1%	1	2.6%	5
(Refused)	1.6%	16	0.5%	2	2.6%	13	3.0%	10	1.1%	4	0.6%	2	1.5%	7	0.6%	1	2.6%	7	0.1%	1	0.0%	0
Weighted base:	1000		482		518		327		347		327		495		245		260		764		196	
Sample:	1000		500		500		196		404		400		550		211		239		796		173	

# Omnibus Data Tabulations Choice & Availability of Housing

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE	Own or buying home	Rent (private or council)											
<b>CHI How many children live in your household, aged 15 years and under ?</b>																						
None	77.6%	776	79.3%	382	76.0%	394	71.9%	235	64.8%	225	96.9%	317	73.6%	364	73.2%	180	89.5%	232	78.4%	599	82.0%	160
One	8.5%	85	8.8%	42	8.2%	43	9.1%	30	14.5%	50	1.6%	5	9.7%	48	10.8%	27	4.1%	11	8.6%	66	7.6%	15
Two	8.3%	83	8.0%	38	8.5%	44	10.1%	33	13.9%	48	0.6%	2	10.9%	54	9.9%	24	1.8%	5	10.1%	77	2.4%	5
Three	3.0%	30	2.7%	13	3.4%	18	4.7%	15	4.3%	15	0.0%	0	3.6%	18	3.7%	9	1.4%	4	1.9%	14	6.5%	13
Four	0.5%	5	0.2%	1	0.7%	4	0.7%	2	0.7%	2	0.0%	0	0.2%	1	1.5%	4	0.0%	0	0.5%	4	0.7%	1
Five	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0
Six or more	0.2%	2	0.5%	2	0.0%	0	0.5%	2	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	2	0.1%	1	0.9%	2
(Refused)	1.7%	17	0.5%	2	2.8%	14	3.0%	10	1.1%	4	1.0%	3	1.7%	8	0.6%	1	2.6%	7	0.3%	2	0.0%	0
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173
<b>HLD Size of household</b>																						
One	28.9%	289	30.5%	147	27.3%	141	21.0%	68	22.4%	78	43.5%	142	22.3%	110	20.6%	51	49.2%	128	25.3%	193	44.6%	87
Two	35.7%	357	36.4%	175	35.1%	182	36.6%	120	25.8%	90	45.3%	148	37.5%	186	36.3%	89	31.8%	82	38.2%	292	30.2%	59
Three	12.9%	129	12.4%	60	13.3%	69	13.5%	44	18.6%	64	6.3%	20	14.3%	71	15.8%	39	7.5%	19	14.1%	107	8.7%	17
Four	14.5%	145	14.4%	69	14.5%	75	18.1%	59	22.4%	78	2.4%	8	17.6%	87	18.2%	45	4.9%	13	17.2%	132	5.3%	10
Five or more	6.4%	64	5.8%	28	6.9%	36	7.8%	25	9.6%	33	1.6%	5	6.6%	33	8.5%	21	4.1%	11	5.0%	38	11.1%	22
(Refused)	1.7%	17	0.5%	2	2.8%	14	3.0%	10	1.1%	4	1.0%	3	1.7%	8	0.6%	1	2.6%	7	0.3%	2	0.0%	0
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173
<b>TEN What is the tenure on this property ? [PR]</b>																						
Own home outright	58.6%	586	63.6%	306	54.0%	280	57.9%	189	45.8%	159	72.8%	238	62.7%	310	57.6%	141	51.8%	134	76.7%	586	0.0%	0
Buying home	17.8%	178	17.3%	83	18.4%	95	14.7%	48	30.3%	105	7.8%	25	22.6%	112	19.9%	49	6.9%	18	23.3%	178	0.0%	0
Rent - Council	11.1%	111	9.0%	43	13.1%	68	12.6%	41	10.5%	36	10.3%	34	6.3%	31	10.9%	27	20.5%	53	0.0%	0	56.9%	111
Rent - Private	8.4%	84	7.8%	38	9.0%	47	8.0%	26	10.3%	36	6.9%	23	5.6%	28	8.3%	20	14.1%	36	0.0%	0	43.1%	84
Rent free occupancy	0.9%	9	1.2%	6	0.7%	4	0.5%	2	1.3%	4	1.1%	4	0.4%	2	0.9%	2	2.1%	5	0.0%	0	0.0%	0
(Don't know)	0.9%	9	0.0%	0	1.7%	9	2.7%	9	0.0%	0	0.0%	0	0.1%	0	0.6%	2	2.7%	7	0.0%	0	0.0%	0
(Refused)	2.2%	22	1.1%	5	3.2%	16	3.6%	12	1.8%	6	1.1%	4	2.5%	12	1.7%	4	2.0%	5	0.0%	0	0.0%	0
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173



# Omnibus Data Tabulations Choice & Availability of Housing

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE	Own or buying home	Rent (private or council)											
<b>IS2 ISBA region</b>																						
Ulster	2.8%	28	2.9%	14	2.6%	14	2.2%	7	1.8%	6	4.3%	14	2.4%	12	2.7%	7	3.5%	9	3.2%	24	1.1%	2
Scotland	8.4%	84	10.1%	49	6.8%	35	6.3%	21	7.5%	26	11.3%	37	5.6%	28	8.4%	21	13.5%	35	8.0%	61	11.1%	22
North / Borders	6.5%	65	6.6%	32	6.3%	33	7.6%	25	2.8%	10	9.2%	30	5.3%	26	5.0%	12	10.1%	26	6.6%	50	5.9%	11
Lancashire	11.8%	118	12.3%	59	11.3%	58	15.3%	50	10.1%	35	10.0%	33	12.2%	61	11.4%	28	11.2%	29	12.3%	94	9.5%	19
Yorkshire	10.0%	100	9.0%	43	10.9%	57	8.0%	26	8.0%	28	14.0%	46	8.0%	40	8.3%	20	15.2%	40	9.7%	74	12.0%	23
Wales & South West	11.1%	111	9.0%	43	13.0%	67	14.0%	46	10.4%	36	8.8%	29	10.0%	49	13.6%	33	10.8%	28	11.7%	90	10.4%	20
Midlands	14.4%	144	12.4%	60	16.3%	85	13.1%	43	19.7%	68	10.2%	34	13.0%	64	16.7%	41	15.1%	39	14.5%	111	11.5%	23
East England	7.7%	77	8.0%	38	7.5%	39	6.2%	20	5.2%	18	12.0%	39	7.0%	35	7.9%	19	9.0%	23	7.1%	54	10.3%	20
London	18.4%	184	19.6%	95	17.3%	90	19.0%	62	24.0%	83	12.0%	39	25.9%	128	16.1%	40	6.5%	17	18.1%	138	18.2%	36
Southern	9.0%	90	10.1%	49	7.9%	41	8.2%	27	10.5%	37	8.1%	27	10.6%	53	9.9%	24	5.0%	13	8.9%	68	10.1%	20
Weighted base:		1000		482		518		327		347		327		495		245		260		764		196
Sample:		1000		500		500		196		404		400		550		211		239		796		173