



Ministry of Housing,
Communities &
Local Government

Public attitudes to house building

Findings from the 2018 British Social Attitudes Survey

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Introduction and main findings

The British Social Attitudes survey

1. The British Social Attitudes survey measures the extent to which the attitudes, values and beliefs of the British public change over time. The survey has been run annually by the National Centre for Social Research (NatCen) since 1983 (apart from in 1988 and 1992 when its core funding was used to fund the British Election Study series). A variety of funders, including government departments, grant-giving bodies, other foundations and universities support the survey, enabling it to cover a wide range of social, economic, political and moral issues. Questions are designed to be relevant to policy debates but also to be repeated at regular intervals.
2. The survey uses a robust methodology that is replicated each year meaning changes in attitudes can be reliably compared between years, although observed changes may not always be significant. The fieldwork for the survey involves computer-assisted interviews carried out face-to-face with respondents aged 18 or over living in households in Great Britain. The fieldwork in 2018 took place between July and November.
3. The survey is designed to yield a representative survey of adults (aged 18+) in Great Britain. While the British Social Attitudes survey covers England, Scotland and Wales, this report presents data for England only.
4. This report provides findings relating to public attitudes to house building and social housing as measured by the British Social Attitudes survey 2018. The analysis for this report has been carried out by the Ministry of Housing, Communities & Local Government (MHCLG). The findings provide evidence about changing attitudes to new house building across England since 2010, attitudes towards new build homes, as well as preferences for owning and renting. New questions were asked about actively opposing new house building, public attitudes towards newly built homes, and public awareness of local councils' power in relation to new house building (developer contributions). It is not possible to directly attribute change in attitudes to government policy given the broad range of factors which might shape attitudes. However, the findings give context and are helpful in terms of monitoring changing public attitudes over the time.

Housing modules

5. In 2010, the Department for Communities and Local Government (now MHCLG) funded NatCen to include a large set of questions (known as a module) relating to housing in the 2010 British Social Attitudes survey to examine attitudes

towards housing among people living in England¹. Shorter modules were commissioned in 2013, 2014 and 2017 to obtain new information, and for some themes establish trends, on key areas of interest to the department². In 2018, the department funded a much larger housing module with new questions as outlined above. Findings from this module are reported in this report.

6. Some questions, such as the support or opposition to more homes being built in the local area, were asked in all five surveys and so trends can be compared across this period. Although the number of households responding to the survey changes across years (the survey involved 3,000 households in 2010, 1,000 households in 2013 and approximately 2,500 households in 2014, 2017 and 2018), robust sampling methods and weighting of the data ensures that each survey is representative of adults (aged 18+) in England and the five years of results are therefore comparable³.
7. Although the methodology allows for reliable comparisons between years, it is not possible to say when changes in attitudes occurred; for example, whether there has been a gradual change or a rapid change. However, the data does suggest that the reduction in opposition to house building identified between 2010 and 2013 has been maintained in 2014, 2017 and 2018, thus may be part of a longer term trend in changed attitudes to house building.

Main findings

In 2018, the majority of people were supportive of more homes being built in their local area. Support for homes being built increased between 2010 and 2014 and has remained stable ever since.

- In 2018, 57% of people said they supported more homes being built in the local area, whilst 23% said they opposed. Levels of support and opposition remained the same as in 2017 and 2014.
- Support for more homes being built in the local area increased from 2010 (28%) and 2013 (47%), whilst opposition decreased from 46% in 2010 and 31% in 2013.

¹Public attitudes to housing in England: Report based on findings of British Social Attitudes survey (2010) <https://www.gov.uk/government/publications/public-attitudes-to-housing-in-england-results-from-the-british-social-attitudes-survey>.

²Public attitudes to new house building: findings from the 2013 British Social Attitudes survey <https://www.gov.uk/government/publications/british-social-attitudes-survey-2013-attitudes-to-new-house-building>

Public attitudes to new house building: findings from the 2014 British Social Attitudes survey <https://www.gov.uk/government/publications/british-social-attitudes-survey-2014-attitudes-to-new-house-building>

Public attitudes to house building: findings from the 2017 British Social Attitudes Survey <https://www.gov.uk/government/publications/public-attitudes-to-house-building-findings-from-the-british-social-attitudes-survey-2017>

³ The weighting process ensures that the profile of respondents matches that of the population through three stages of weighting. These are selection weights, non-response model and calibration weighting.

Whilst overall support and opposition to more homes being built remains the same as in 2017, attitudes have become more polarised.

- The proportion of people who strongly support homes being built in the local area increased from 14% in 2017 to 18% in 2018, whilst the proportion of people strongly opposing more homes being built in the local area increased from 5% in 2017 to 6% in 2018.

Some groups, such as owners, older people, and those living in rural areas, are more likely to oppose homes being built in the local area than others.

- Opposition for more homes being built in the local area was higher for owner occupiers (28%) than for private renters (15%) and social renters (13%).
- Opposition to homes being built was higher for those aged 46-55 (27%), 56-65 (22%) and 66 and over (26%), than for those aged 18-25 (14%).
- Those living in country villages and small cities or towns were more likely to oppose more homes being built in the local area (28% and 24% respectively), than those living in big cities (18%).

For people who aren't supportive of more homes being built in the local area, building more or improving existing medical facilities would likely increase support for more homes being built.

- In 2018, the percentage of people reporting that 'more medical facilities built or existing ones improved' would increase their support for more homes being built in the local area was 37%, an increase from 30% in 2017.
- Other popular factors which people say might increase their support for new homes being built were 'transport links improved' at 29% and 'more employment opportunities created' at 27%. These were amongst the group of most frequently selected advantages in 2017.

People who are aware of developer contributions, that is the council having the power to make building companies provide affordable homes and funding for local service provision, are no more likely to support more homes being built in the local area than those who are not aware.

- Over half (57%) of people were aware of developer contributions to making new homes available for rent or sale at reduced cost, and fewer people (38%) were aware of developer contributions to support local services, such as schools or hospitals.
- There were no differences in the proportion of people who would support (or oppose) new homes being built in the local area according to whether or not they were aware of developer contributions.

Renters and younger people are more likely to consider buying a new build home than home owners and older people.

- Renters were more likely to consider buying a new build home (47% of private renters and 42% of social renters) than owners (35%).
- Younger people were more likely to consider buying a new build home than older people. Around half of those aged 18-25 and 26-35 (50% and 48% respectively) reported that they would consider buying a new build home, compared to around a third of those aged 46 and over (33% of 46-55 year olds, 29% of 56-65 year olds, and 32% of those aged 66 and over).

A higher proportion of people think that new build homes are well designed and well built than poorly designed and badly built. Those who feel favourably towards the design and build of new build homes are more likely to support more homes being built in their local area.

- 46% of people thought new build homes are well designed and 36% of people thought new build homes are well built, compared to 23% who felt new build homes are poorly designed and 30% who felt new build homes are badly built.
- People who felt new build homes are well designed were more likely to support more homes being built in the local area (61%), than those who felt new build homes are poorly designed (53%).
- People who felt new build homes are well built were more likely to support more homes being built in the local area (65%), than those who felt new build homes are badly built (53%).

Most people think new build homes are more expensive to buy than older homes, but the majority of people do think new build homes are cheaper to heat than older homes.

- Over half (55%) of people felt that new build homes are more expensive to buy than older homes, compared to 14% who felt they are cheaper to buy.
- Two thirds (67%) of people thought that new build homes are cheaper to heat than older homes are, compared to 13% who thought that new build homes are more expensive to heat.

As in previous years, given a free choice, the vast majority of people in 2018 would choose to buy accommodation rather than rent. Amongst renters, private renters are more likely to aspire to buy than social renters.

- Overall the majority of respondents would choose to buy a home (87%) rather than rent (12%). This remained broadly the same as in 2010 (86% would choose to buy and 14% would choose to rent) and 2017 (88% would choose to buy and 11% would choose to rent).
- While all renters would choose to buy rather than rent, private renters were more likely to choose to buy (79%) compared to social renters (62%).

Those living in London and those with lower incomes are less likely to aspire to buy than others.

- Amongst people living in London, 75% would choose to buy compared to 89% of those living in the rest of England.
- People earning less than £1,411 per month were less likely to choose to buy (77%), than those earning £1,411- £2,560 per month (87%), £2,561- £4,350 per month (90%) and those earning £4,351 or more per month (96%).

Further queries

8. If you have any queries about this report, would like any further information or have suggestions for analyses you would like to see included in future reports, please contact ehs@communities.gov.uk.
9. The responsible analysts for this report are Kate Eastall and Tajkia Uddin, Housing and Planning Analysis Division, MHCLG. Contact via ehs@communities.gov.uk.

Chapter 1

Attitudes towards building new homes

1.1 This chapter reports on public attitudes towards building new homes including support and opposition to more homes being built locally, awareness of developer contributions and advantages to influence support for more homes being built. This chapter will also report on active opposition to new home building, including actions taken to actively oppose the building of new homes. Where possible, comparisons are made to previous years' surveys.

Support and opposition to more homes being built

1.2 This section reports findings on support and opposition to more homes being built, and how this varies by tenure, area type, region, age, household type, income and employment status⁴.

1.3 All respondents were asked:

Would you support or oppose more homes being built in your local area?

Response categories were:

- Support strongly
- Support
- Neither support nor oppose
- Oppose
- Oppose strongly
- (Don't know)

1.4 In 2018, 57% of people said they supported more homes being built in the local area, whilst 23% said they opposed and 17% said they neither supported nor opposed.

1.5 Support for more homes being built has increased from 2010 (28%) and 2013 (47%), and opposition has decreased from 47% in 2010 and 31% in 2013. However overall support and opposition for more homes being built in the local area remains the same as in 2017, when support was at 55% and

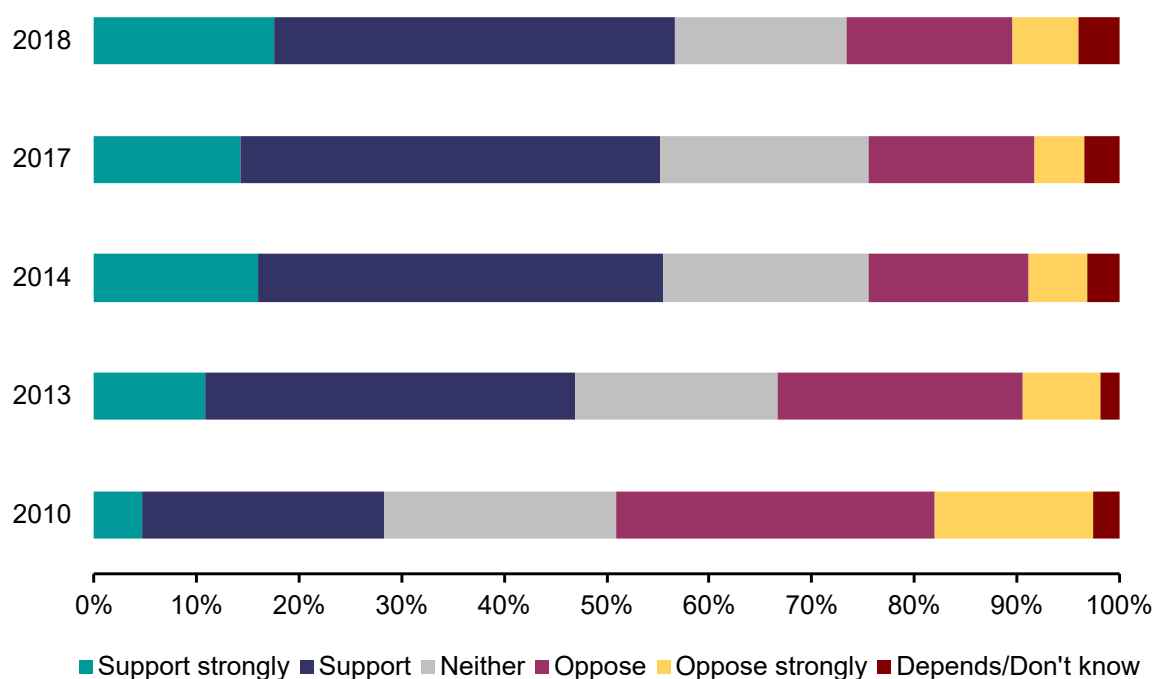
⁴ Throughout this report, results are reported for different demographics, even though the profiles overlap across different demographics.

opposition at 21%, and 2014, when support was at 56% and opposition at 21%.

1.6 Net opposition, that is the percentage of those saying they are opposed to homes being built net of those who are supportive, remains at -34%, the same as in 2017.

1.7 However, attitudes to homes being built have become more polarised since 2017, with the proportion of people who strongly support homes being built increasing, from 14% to 18%, and the proportion of people strongly opposing also increasing, from 5% to 6%, Figure 1.1.

Figure 1.1: Support and opposition to more homes being built in the local area, 2010, 2013, 2014, 2017 and 2018



Base: all respondents

Note: underlying data are presented in Annex Table 1.1

Source: British Social Attitudes Survey

Tenure

1.8 Home ownership is the most prevalent tenure in England, with 14.8 million (64%) households owning their own home. The private rented sector accounts for 4.5 million (19%) households, and the social rented sector 4 million (17%) households⁵.

⁵ English Housing Survey, 2017-18 Headline report, Annex Table 1.1

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- 1.9 Overall support for homes being built in the local area was highest for renters, with the majority of both social and private renters being supportive (70%). Amongst owner occupiers, half (50%) were supportive of homes being built in the local area.
- 1.10 Conversely, opposition was highest for owner occupiers at 28%, compared to 15% of private renters and 13% of social renters, Annex Table 1.2.

Area

- 1.11 Amongst those living in country villages, around half (48%) were supportive of homes being built in the local area. This was lower than for people living in big cities (63%), the suburbs or outskirts of big cities (57%) and small cities or towns (57%).
- 1.12 Those living in country villages were more likely to oppose new homes being built in the local area (28%) than those living in big cities (18%) and the suburbs or outskirts of a big city (21%). Overall opposition was also higher for those living in small cities or towns (24%) than those living in big cities, Annex Table 1.3.

Region

- 1.13 People in London were very likely to support homes being built in the local area (65%), more so than people in the South East (55%), West Midlands (55%), South West (54%), East Midlands (54%) and East (49%). Support for homes being built was also high in the northern regions, at 60% in Yorkshire and the Humberside, 58% in the North East and 58% in the North West.
- 1.14 Opposition to homes being built in the local area was 30% in the East, higher than in Yorkshire and the Humberside (21%), West Midlands (21%), North West (21%) and London (18%). People in the East Midlands were also more likely to oppose more homes being built in the local area than those in London, 27% compared to 18%, Annex Table 1.4.

Age

- 1.15 Support for more homes being built was greater amongst younger age groups. For example, support was higher amongst those aged 18-25 (64%) than those aged 66 and over (53%).
- 1.16 Similarly, opposition to homes being built was lower amongst those aged 18-25 (14%) than those aged 46 and over. Opposition was at 27% for those aged 46-55, 22% for those aged 56-65 and 26% for those aged 66 and over, Annex Table 1.5.

Household type

- 1.17 Support for more homes being built was higher amongst people who were lone males (63%) than lone females (52%) and people in two adult households (54%). Households where children were present didn't have different levels of support for more homes being built compared to households without children.
- 1.18 Opposition to new homes being built was higher amongst people living in two adult and children (25%), two adult (24%) and lone female households (24%), than amongst people who were lone males (17%), Annex Table 1.6.

Income

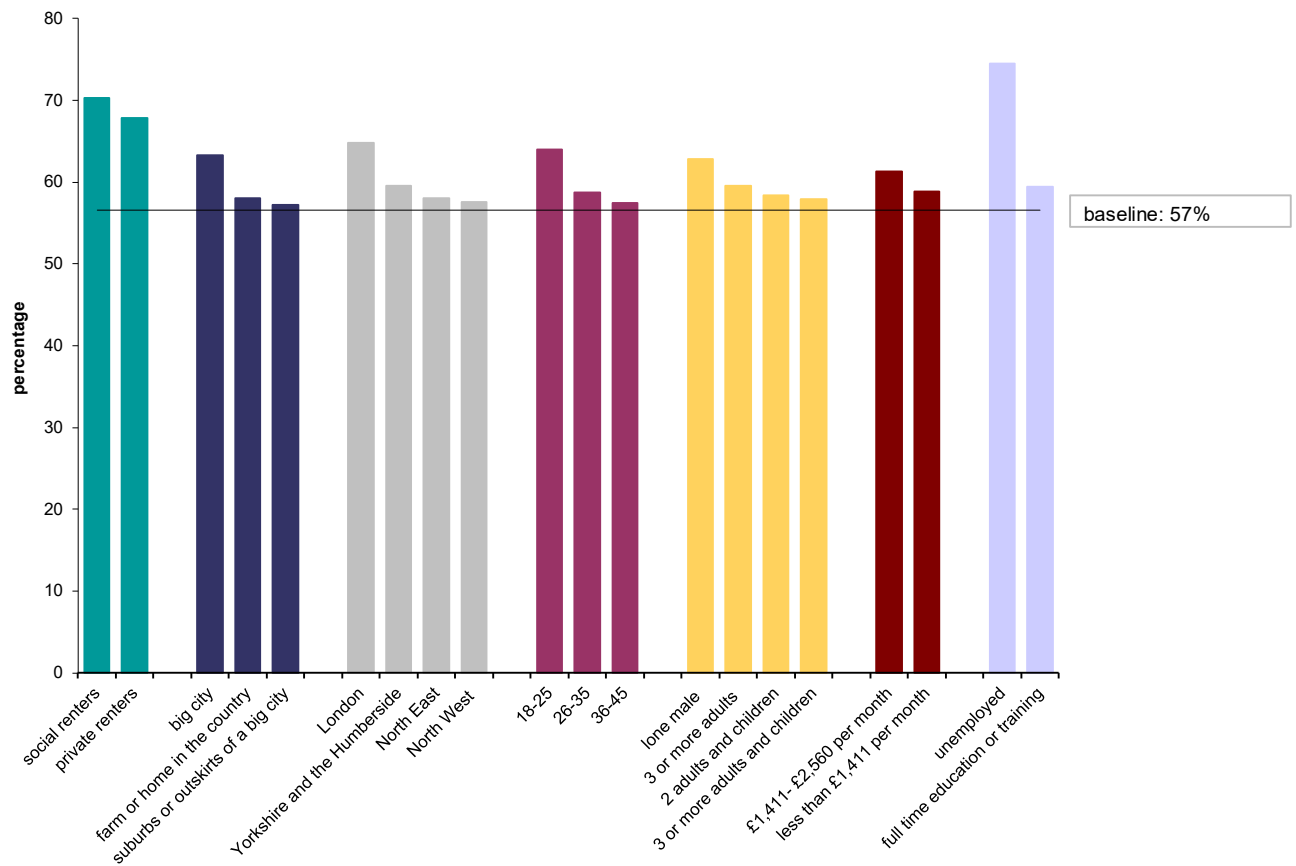
- 1.19 There was no difference in overall support or opposition to homes being built between people of different household income groups, Annex Table 1.7.

Employment status

- 1.20 Support for more homes being built in the local area was high amongst the unemployed, with 74% being supportive. This was higher than amongst those in work or waiting to take up work (57%), retired (52%) and 'other'⁶ (56%).
- 1.21 Similarly, opposition to more homes being built was low amongst the unemployed (12%), Annex Table 1.8.

⁶ See glossary. 'other' includes those who don't classify themselves as in work or waiting to take up work, in full-time education or training, unemployed or retired. This could for example include the long term ill.

Figure 1.2: Groups with above baseline support for more homes being built in the local area, 2018



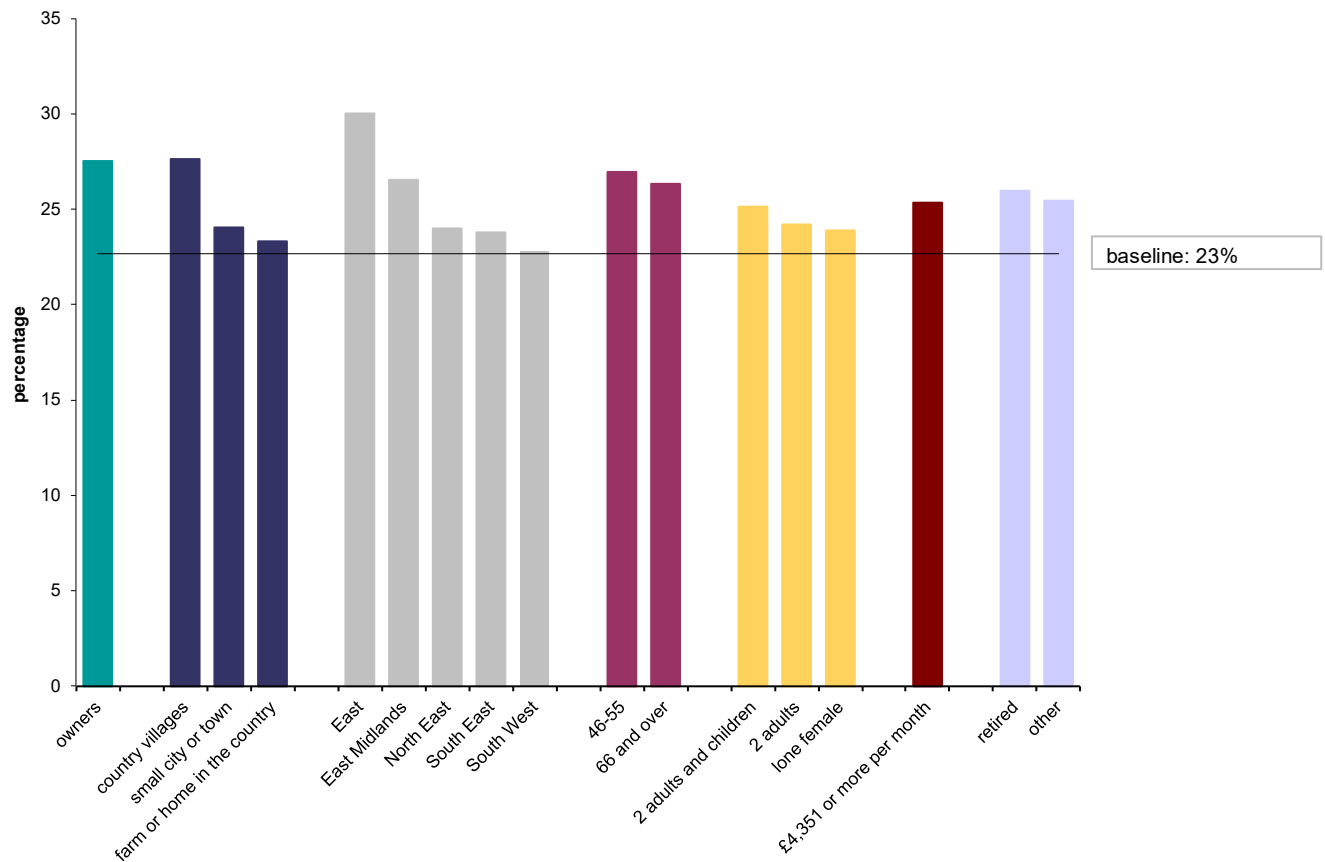
Base: all respondents

Notes:

- 1) the baseline is the proportion of all people who reported they would oppose more homes being built in the local area
- 2) the figure shows the groups with a higher percentage of people who would support more homes being built than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 1.1 to 1.8

Source: British Social Attitudes Survey 2018

Figure 1.3: Groups with above baseline opposition to more homes being built in the local area, 2018



Base: all respondents

Notes:

- 1) the baseline is the proportion of all people who reported they would oppose more homes being built in the local area
- 2) the figure shows the groups with a higher percentage of people who would oppose more homes being built than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 1.1 to 1.8

Source: British Social Attitudes Survey 2018

Possible advantages which might increase support for more homes being built in the local area

1.22 Respondents who reported they would ‘oppose strongly’, ‘oppose’ or ‘neither support nor oppose’ more homes being built in the local area were asked:

Sometimes when new homes are built there are advantages to local residents. From the list provided which, if any, of these advantages would make you support homes being built in your local area? You can choose up to three.

Response options were:

-
- More employment opportunities created
 - Transport links improved
 - More green spaces/parks created or existing ones improved
 - More schools built or improved
 - More affordable homes to rent (from local authority or housing association)
 - More homes for low cost home ownership/shared ownership
 - Homes of a higher quality design
 - More shops or supermarkets built or existing ones improved
 - More medical facilities built or existing ones improved
 - Library built or existing one improved
 - More leisure facilities built or existing ones improved
 - Financial incentives to existing residents were provided
 - Other
 - None of these

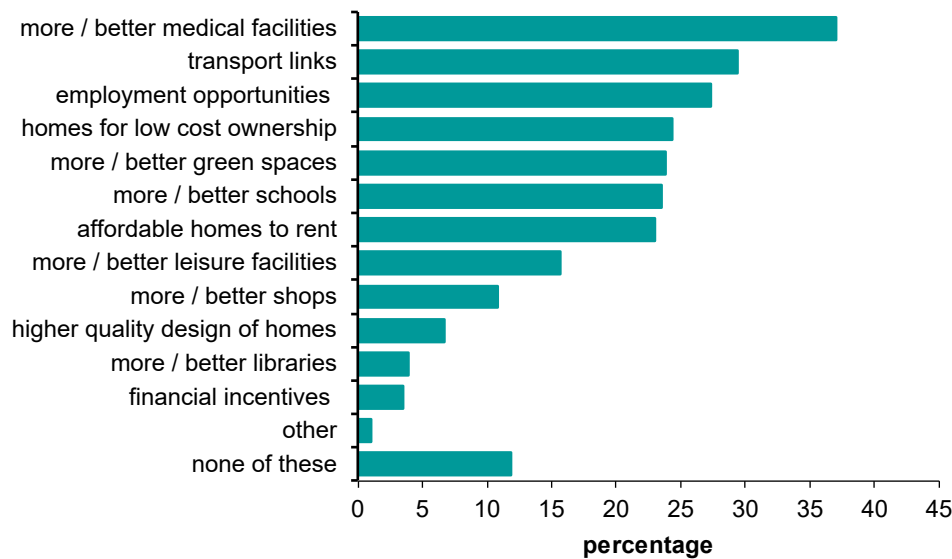
1.23 People who were not supportive of more homes being built in the local area⁷ most commonly reported that 'more medical facilities built or existing ones improved' would increase their support. The proportion of people saying this increased from 30% in 2017 to 37% in 2018. In 2013, 11% of people selected this advantage. There were no other changes between 2017 and 2018.

1.24 'Transport links improved' at 29% and 'more employment opportunities created' at 27% were the other two most commonly reported advantages that would increase support for homes being built in the local area.

1.25 'Financial incentives to existing residents', 'library built or existing ones improved' and 'homes of a higher quality design' remain the least commonly reported advantages, at 3%, 4% and 7% respectively, Figure 1.4.

⁷ Those who were not supportive of more homes being built in the local area are those who reported they would 'oppose strongly', 'oppose' or 'neither oppose nor support' more homes being built in the local area.

Figure 1.4: Possible advantages which might increase support for more homes being built in the local area, 2018



Base: respondents who reported they would ‘oppose strongly’, ‘oppose’ or ‘neither support nor oppose’ more homes being built in the local area

Notes:

1) respondents could choose up to three responses

2) underlying data are presented in Annex Table 1.9

Source: British Social Attitudes Survey 2018

Developer contributions

1.26 Section 106 of the 1990 Town and Country Planning Act provides Local Planning Authorities, or local councils, with the right to negotiate obligatory contributions from developers, in this case companies building new homes, to mitigate any impacts of the development⁸. These are referred to as ‘developer contributions’.

1.27 Respondents were asked about their awareness of developer contributions, in particular contributions relating to affordable homes and funding for local public service provision, both in general and in their local area. These questions were included for the first time in 2018, so no comparisons over time can be made. Awareness of developer contributions in relation to support and opposition to new homes being built is also explored.

1.28 All respondents were asked:

When new homes are built, the local council has the power to ask the company building the homes to make a certain number of the new homes

⁸ See <https://www.gov.uk/guidance/planning-obligations> for more about planning obligations and developer contributions

available for rent or sale at a reduced cost. Were you aware that local councils had the power to ask companies building new homes to do this?

Respondents who responded 'yes' above were asked:

In your area, are you aware of any occasions where the local council has asked a company building new homes to make a certain number of the homes available at a reduced cost?

All respondents were asked:

When new homes are built, the local council has the power to ask the company building the homes to provide money to support local public services, such as schools or hospitals. Were you aware that local councils have the power to ask companies building new homes to do this?

Respondents who responded 'yes' above were asked:

In your area, are you aware of any occasions where the local council has asked the company building new homes to give money to support local public services, such as schools and hospitals?

Response options for each question were:

- Yes
- No
- Don't know

- 1.29 Over half (57%) of people were aware of developer contributions regarding making a certain number of new homes available for rent or sale at reduced cost, Annex Table 1.10.
- 1.30 Of those people who were aware of this developer contribution, 56% were aware of occasions in their local area when their local council had asked developers to make new homes available for rent or sale at reduced cost, Annex Table 1.11. This equates to 32% of all people being aware of the council asking for this developer contribution in their local area.
- 1.31 Fewer people (38%) were aware of developer contributions regarding providing money to support local services, such as schools or hospitals, Annex Table 1.12.
- 1.32 Of those people who were aware of this developer contribution, 48% were aware of occasions in their local area when the local council had asked developers to give money to support local public services, Annex Table 1.13⁹.

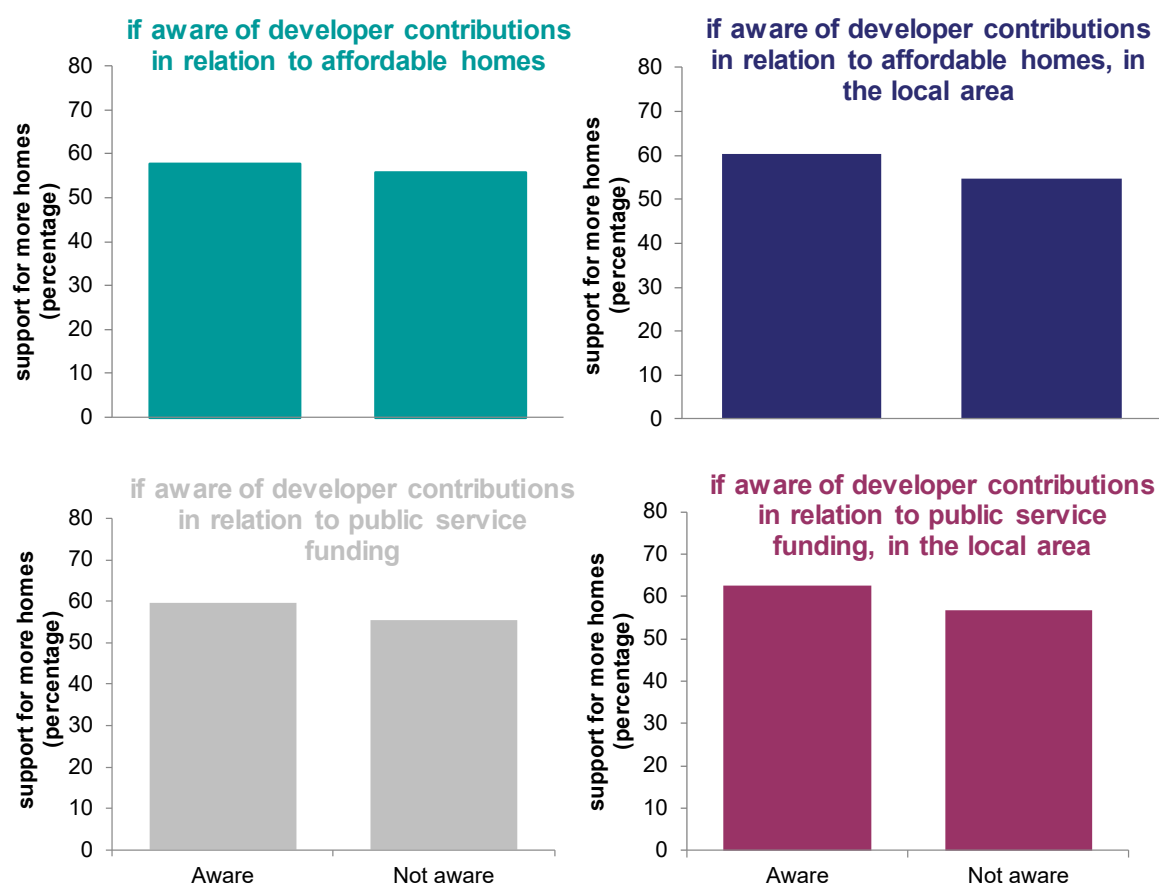
⁹ See Annex Tables 1.14 to 1.17 for how awareness of developer contributions varies by a series of demographic and economic characteristics

This equates to 18% of all people being aware of the council asking for this developers' contribution in their local area

Support for more homes being built in the local area

1.33 When looking at support and opposition for more homes being built in relation to awareness of developer contributions, there were no differences in the proportion of people who would support (or oppose) new homes being built in the local area according to whether or not they were aware of developer contributions, Figure 1.5.

Figure 1.5: Support for more homes being built in the local area, by awareness of developer contributions, 2018



Base: all respondents (green and grey); respondents aware of developer contributions in relation to affordable homes (blue); respondents aware of developer contributions in relation to public service funding (pink)

Note: underlying data are presented in Annex Tables 1.18 to 1.21

Source: British Social Attitudes Survey 2018

Active opposition to new home building

1.34 This section reports on the likelihood of actively opposing new homes being built in the local area, and how this varies by tenure, area type, region, age,

household type, income and employment status. Comparisons are made to findings from the 2014 survey.

Respondents were asked:

How likely is it that you would actively oppose the building of a housing development in your local area? By actively oppose we mean, for example, submitting a formal objection, writing to your local councillor or attending a planning meeting to object.

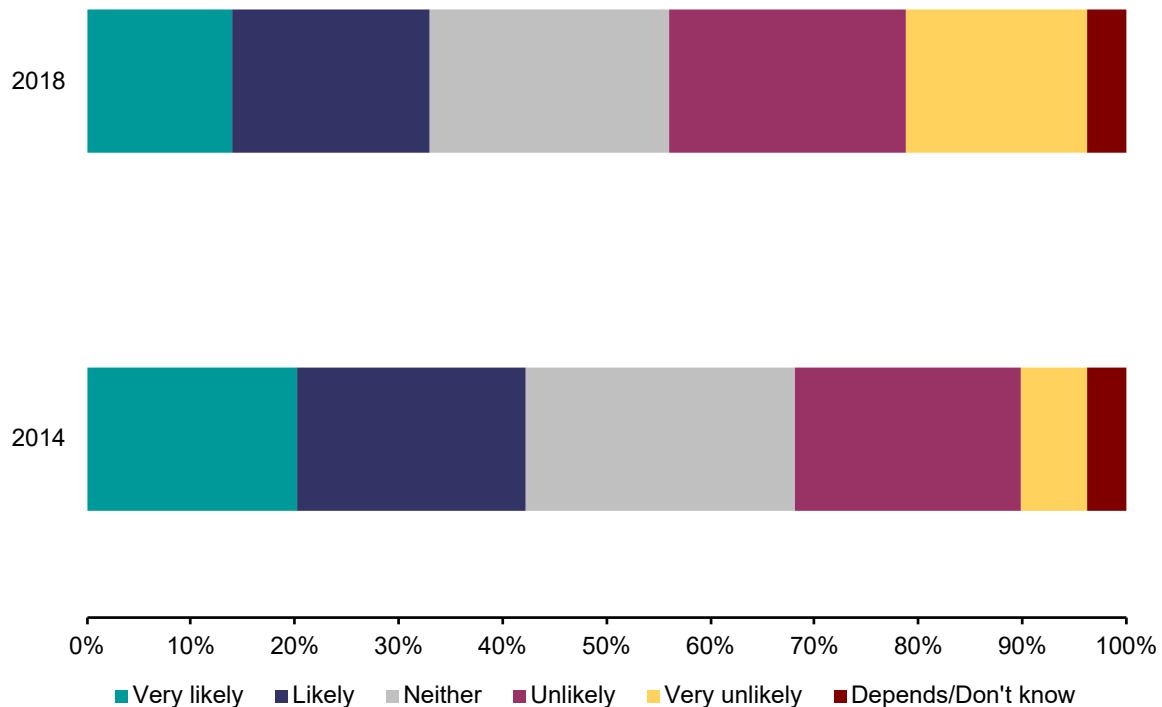
Response categories were:

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- (Don't know)

- 1.35 In 2018, this question was asked of all respondents, but for consistency and to allow comparison to the '2014 Public attitudes to house building' report, the following results are only for those who were not supportive of more homes being built in the local area¹⁰.
- 1.36 The likelihood of people actively opposing new housing developments has decreased. In 2018, among those who were not supportive of new homes being built in their local area, a third (33%) said they would actively oppose such a development. In 2014, 42% said this. Meanwhile, the proportion of people reporting that they would be unlikely to actively oppose a new housing development has increased, Figure 1.6.

¹⁰ Those who were not supportive of more homes being built in the local area are those who reported they would 'oppose strongly', 'oppose' or 'neither oppose nor support' more homes being built in the local area.

Figure 1.6: Likelihood of actively opposing new homes being built in the local area, 2014 and 2018



Base: respondents who reported they would ‘oppose strongly’, ‘oppose’ or ‘neither support nor oppose’ more homes being built in the local area

Note: underlying data are presented in Annex Table 1.22

Source: British Social Attitudes Survey

Tenure

1.37 Owner occupiers are not only most likely to oppose more homes being built, but are also more likely than renters to actively oppose the building of a housing development in their local area. Amongst owner occupiers who would not support more homes being built, 36% were likely to actively oppose, compared to 25% of social renters and 22% of private renters.

1.38 Over half of private renters (53%) were unlikely to actively oppose the building of a housing development, compared to 45% of social renters and 37% of owner occupiers, Annex Table 1.23.

Area

1.39 People living in country villages were most likely to say they would actively oppose the building of a housing development in the local area, with 46% saying they would be likely to.

-
- 1.40 Almost half (47%) of people living in small cities or towns were unlikely to actively oppose the building of a housing development, a higher proportion than those living in the outskirts of a big city (38%) and a country village (28%), Annex Table 1.24.

Region

- 1.41 The South East had a relatively high proportion of people who were likely to actively oppose the building of a housing development in the local area (42%), greater than in the South West (25%) and the West Midlands (24%).
- 1.42 In the West Midlands and the South West around half of people said they were unlikely to actively oppose the building of a housing development (51% and 48% respectively), greater proportions than in Yorkshire and the Humber (32%) and London (30%), Annex Table 1.25.

Age

- 1.43 Young people were less likely to say that they would actively oppose new homes being built in their local area. Amongst people aged 18-25 who did not support new homes being built in the local area, just 7% were likely to actively oppose the building of a new housing development in their local area, a lower proportion than amongst the other age groups.
- 1.44 Those aged 46-55 and 66 and over were more likely to actively oppose than the younger age groups (41% and 45% respectively), compared to 26% of 36-45 year olds, 27% of 26-35 year olds and 7% of 18-25 year olds.
- 1.45 Around half of people aged 45 and younger were unlikely to actively oppose the building of a new housing development, 50% for those aged 18-25, 47% for those aged 26-35 and 48% for those aged 36-45, greater proportions than those aged 55-65 (30%), Annex Table 1.26.

Household type

- 1.46 For those living in a two adult household, 38% were likely to actively oppose the building of a new housing development, a higher proportion than for those living in lone adult and children households (22%).
- 1.47 Lone females were more unlikely to actively oppose the building of a new housing development (49%), than those living in two adult households (36%), Annex Table 1.27.

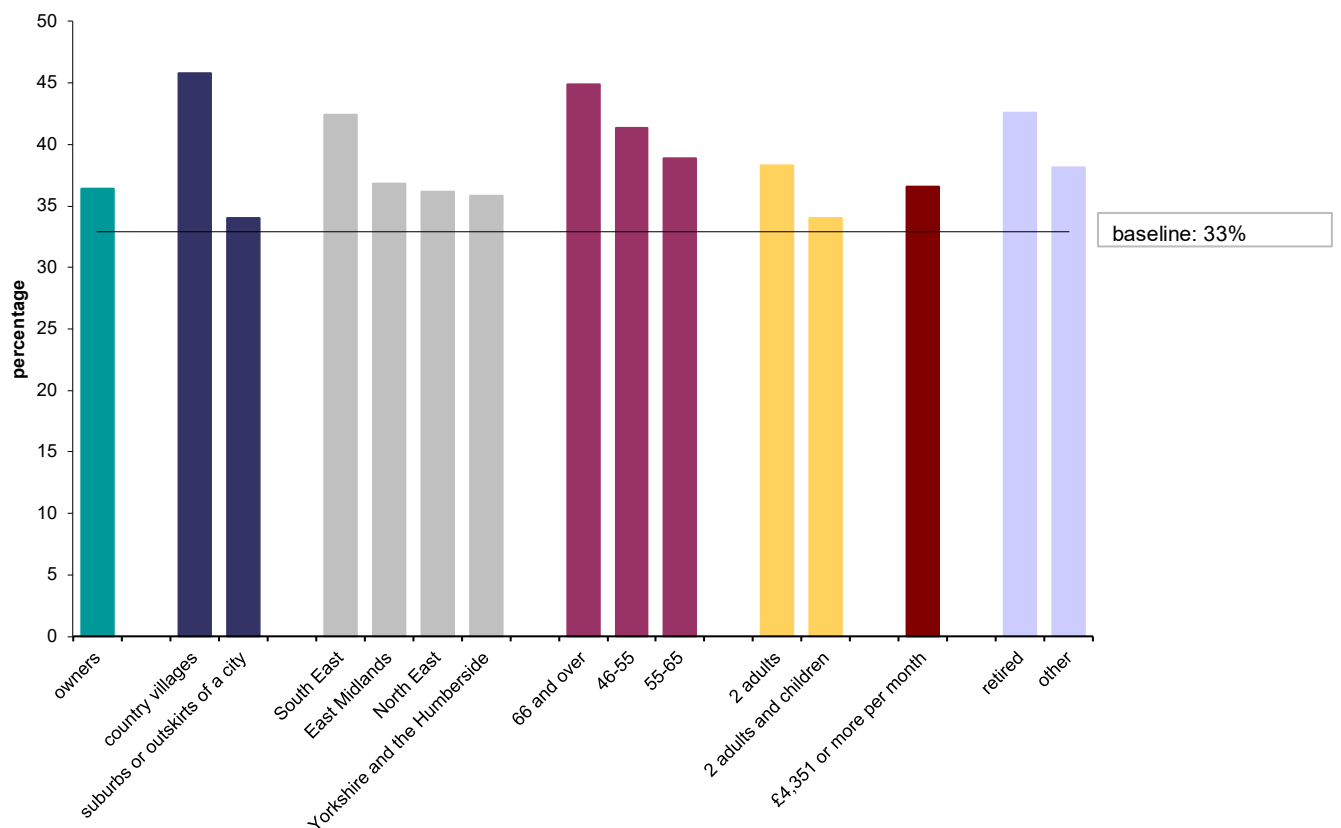
Income

- 1.48 There were no significant differences in the proportion of people likely or unlikely to actively oppose the building of a new housing development across income groups, Annex Table 1.28.

Employment status

- 1.49 People who were retired were more likely to actively oppose the building of a housing development (43%), than those in work or waiting to take up work (30%), those in full-time education or training (21%) and those who were unemployed (20%).
- 1.50 Retired people were more likely to actively oppose (43%), than unlikely to actively oppose (33%) the building of a housing development.
- 1.51 Those in work or waiting to take up work were more unlikely to actively oppose (44%) than those who were retired (33%), Annex Table 1.29.

Figure 1.7: Groups with above baseline likelihood of actively opposing the building of a new housing development in the local area, 2018



Base: respondents who would 'oppose strongly', 'oppose' or 'neither support nor oppose' more homes being built in the local area

Notes:

- 1) baseline is the proportion of respondents who would actively oppose new homes being built in the local area
- 2) the figure shows the groups with a higher percentage of people who would be likely to actively oppose the building of a housing development than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 1.22 to 1.29

Source: British Social Attitudes Survey 2018

Actions undertaken and those likely to take to actively oppose house building

1.52 Respondents who reported that they were ‘likely’ or ‘very likely’ to actively oppose the building of a housing development in the local area were asked:

What action(s) are you likely to take to actively oppose the building of a housing development in your local area?

Response options were:

- Submitting a formal objection to a planning proposal
- Writing to your local councillor
- Attending a planning meeting to object
- Signing a petition
- Joining an action group
- Other action

And

Which actions, if any, have you actually taken to actively oppose the building of a housing development in the local area where you currently live?

Response options were:

- Submitted a formal objection to a planning proposal
- Written to your local councillor
- Attended a planning meeting to object
- Signed a petition
- Joined an action group
- Other action
- No action

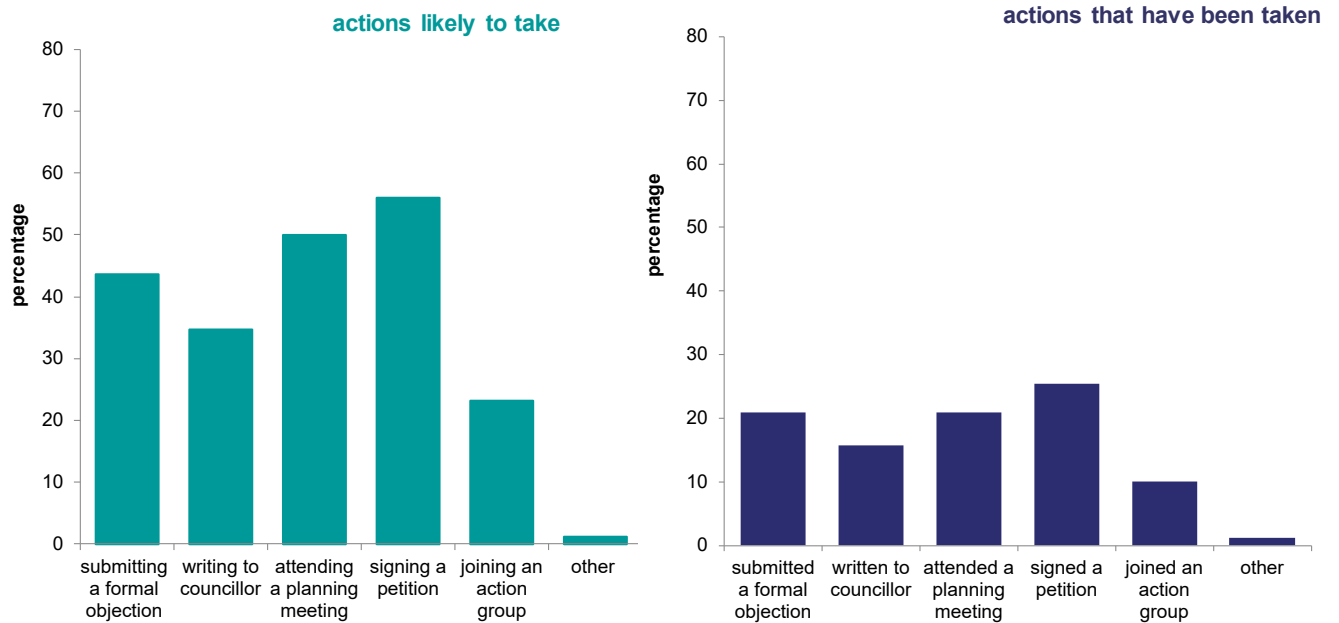
1.53 Over half (56%) of people reported they were likely to sign a petition, and half (50%) reported they were likely to attend a planning meeting to object. Submitting a formal objection to a planning proposal was another popular response (44%), Annex Table 1.30.

1.54 When asked if any actions had been taken to actively oppose the building of a housing development, 54% of people who reported they were likely to actively oppose had taken an action (either one of the actions listed to respondents or an ‘other’ action), and 45% had taken no action.

1.55 A quarter (25%) of people had signed a petition to actively oppose, and similar proportions had attended a planning meeting to object, and or submitted a formal objection to a planning proposal (21%). Of the remaining

options, 16% had written to a local councillor, 10% had joined an action group and 1% had taken an action other than the ones listed, Figure 1.8 and Annex Table 1.31.

Figure 1.8: Actions likely to take and actions taken to actively oppose the building of a housing development in the local area, 2018



Base: respondents 'likely' or 'very likely' to actively oppose new homes being built in the local area

Notes:

- 1) totals add to more than 100% as respondents could select more than one answer
- 2) underlying data are presented in Annex Tables 1.30 and 1.31

Source: British Social Attitudes Survey 2018

Chapter 2

Attitudes towards new build homes

2.1 This chapter explores the public's attitudes to new build homes. Attitudes towards buying a new build home and demographic characteristics of those most likely to consider buying a new build home will be reported, broken down by tenure, area, region, age, household type, income and employment status. Attitudes towards the design and build of, and cost of buying and heating new build homes will also be reported, broken down by the same characteristics. These questions were included for the first time in 2018, so no comparisons over time can be made.

Likelihood of considering buying a new build home

2.2 All respondents were asked:

If you wanted to buy a home to live in, how likely or unlikely would you be to consider buying a brand new building, one which has had no previous occupants?

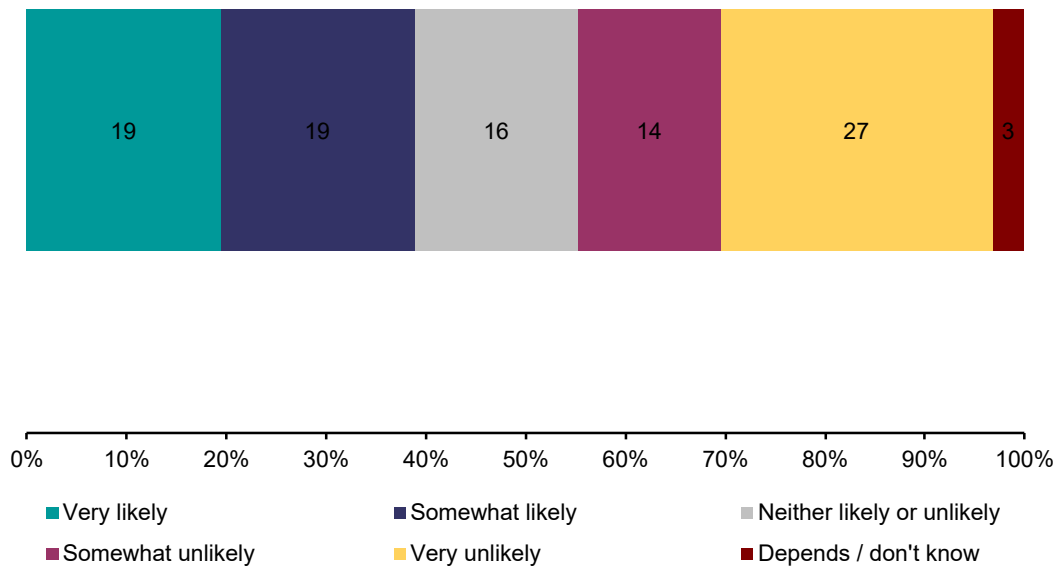
Response categories were:

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- (Don't know)

2.3 Overall, 39% of people reported that they were likely to consider buying a new build home; 42% said that they were unlikely to consider buying a new build home.

2.4 More people reported that they were very unlikely to consider buying a new build home (27%) than very likely (19%), somewhat likely (19%), neither likely nor unlikely (16%) and somewhat unlikely (14%), Figure 2.1 and Annex Table 2.1.

Figure 2.1: Likelihood of considering buying a new build home, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.1

Source: British Social Attitudes Survey 2018

Tenure

- 2.5 Renters were more likely to consider buying a new build home than were unlikely to; 47% of private renters and 42% of social renters reported being likely to buy a new build home. Conversely, 31% of private renters and 37% of social renters reported being unlikely to buy a new build home.
- 2.6 On the other hand, owner occupiers were more unlikely (46%) than likely (35%) to consider buying a new build home, Annex Table 2.2.

Area

- 2.7 Those living in urban areas were more likely to consider buying a new build home than those living in more rural areas. Amongst people living in big cities, 42% were likely to consider buying a new build home, while 40% of those living in a small city or town and 39% of those in the suburbs or outskirts of a big city were likely to buy a new build home. This was compared to 32% amongst those living in country villages and 23% amongst those living in a farm or home in the country.
- 2.8 Those living in country villages and farms or homes in the country were more unlikely (53% and 52% respectively) to consider buying a new build home

than likely to. A smaller proportion of people living in big cities (31%), the suburbs or outskirts of a big city (41%) and a small city or town (41%) reported being unlikely to consider buying a new build home, Annex Table 2.3.

Region

2.9 There were no significant differences between regions in the likelihood of considering buying a new build home, although amongst people in London a higher proportion reported being likely to consider buying a new build home (42%) than unlikely to (33%). Those living in the East Midlands were more unlikely to consider buying a new build home (46%) than likely to (35%), Annex Table 2.4.

Age

2.10 Younger people were most likely to consider buying a new build home. Around half of those aged 18-25 and 26-35 (50% and 48% respectively) reported being likely to consider buying a new build home. People in these age groups were more likely to consider buying a new build home than unlikely; 25% of those aged 18-25 and 33% of those aged 26-35 reported being unlikely to consider buying a new build home.

2.11 Lower proportions of those aged 46 and over reported being likely to consider buying a new build home; 33% of those aged 46-55, 29% of those aged 56-65 and 32% of those aged 66 and over.

2.12 Older people were most unlikely to consider buying a new build home. Those aged 46 and over were more unlikely to consider buying a new build home than likely to. Of those aged 46-55, 46% were unlikely to consider buying a new build home, this was 51% of those aged 56-65 and 50% of those aged 66 and over, Annex Table 2.5.

Household type

2.13 Those living in two adult and children households were more likely to consider buying a new build home (44%) than lone male (34%) and two adult (35%) households. However, even amongst those living in two adult and children households, and amongst each household type, people were no more likely to consider buying a new build home than unlikely to.

2.14 Those living in lone female (47%), lone male (46%) and two adult households (44%) were more unlikely to consider buying a new build home than likely to, Annex Table 2.6.

Income

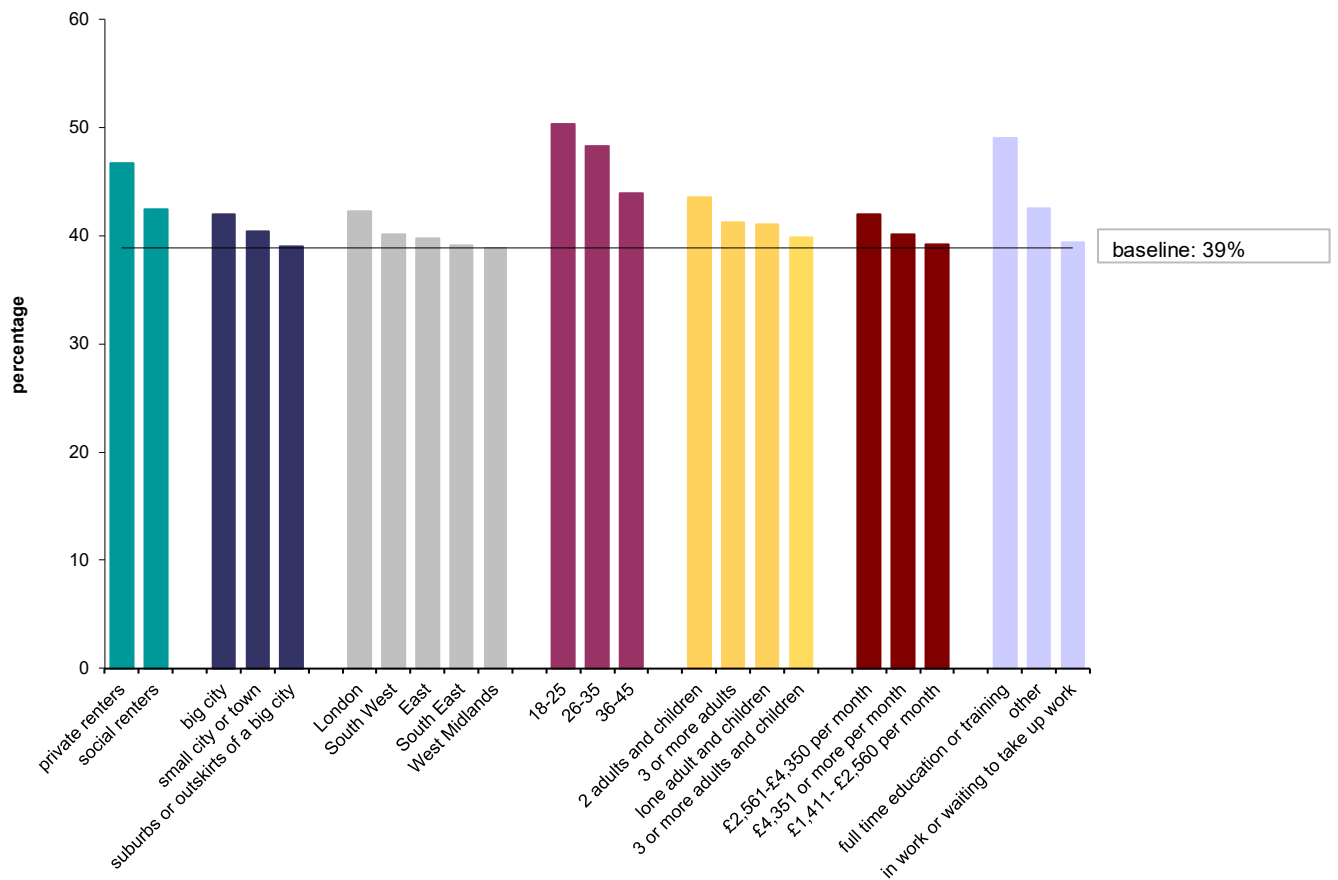
2.15 There were no significant differences across income groups in the likelihood or unlikelihood of considering to buy a new build, Annex Table 2.7.

Employment status

2.16 People in full-time education or training (49%), in work or waiting to take up work (39%) or 'other' (43%) were more likely to consider buying a new build home than the retired (34%). Furthermore, amongst those in full-time education or training, a higher proportion were more likely to consider buying a new build home than unlikely to (24%).

2.17 Retired people were more unlikely to consider buying a new build home (48%) than likely to (34%). Those who were retired, in work or waiting to take up work (43%) and 'other' (38%) were more unlikely to consider buying a new build home than the unemployed (22%), Annex Table 2.8.

Figure 2.2: Groups more likely to consider buying a new build home, 2018



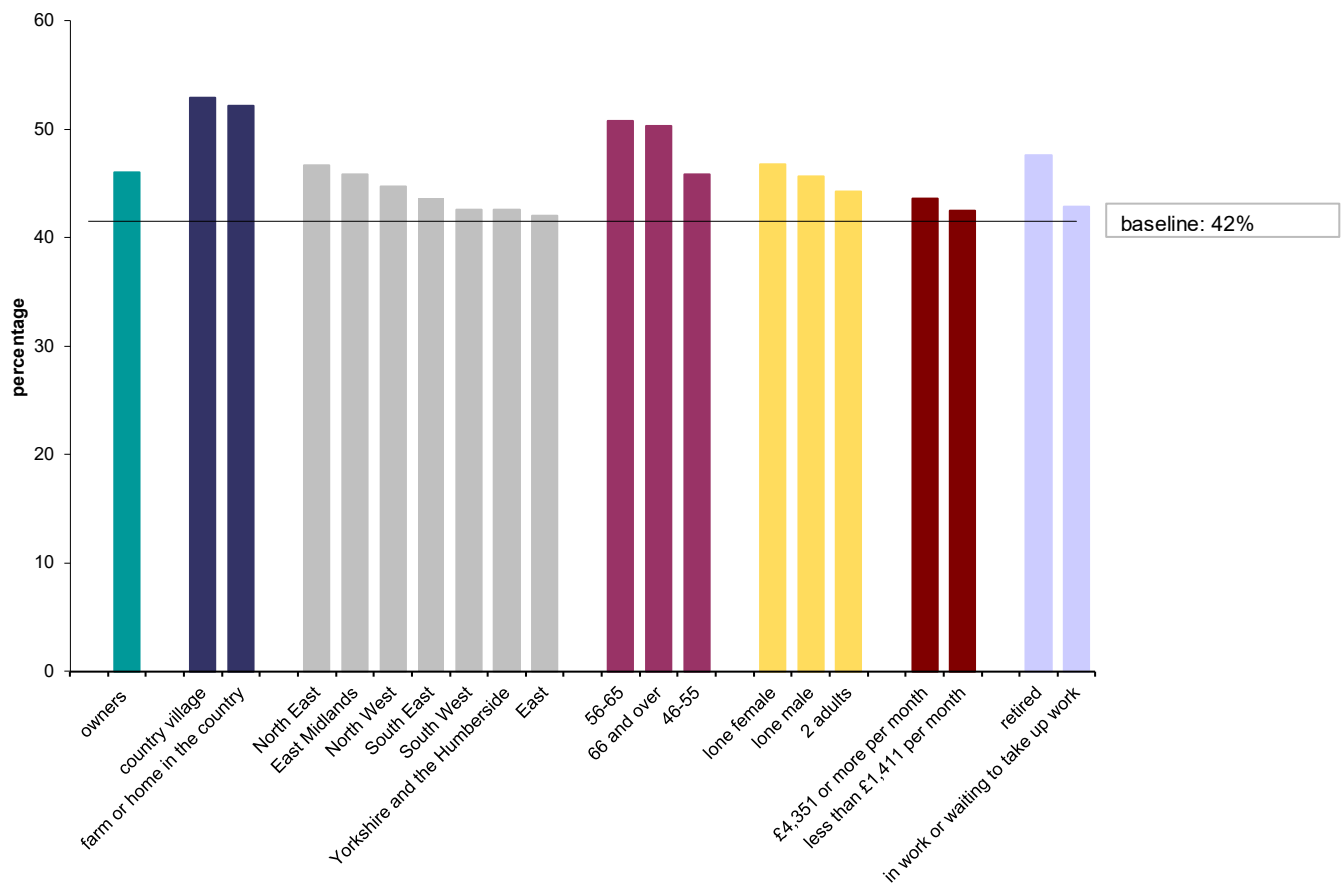
Base: all respondents

Notes:

- 1) the baseline is the proportion of all respondents who reported they would be likely to consider buying a new build
- 2) the figure shows the groups with a higher percentage of people who would be likely to consider buying a new build home than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) the underlying data are presented in Annex Tables 2.1 to 2.8

Source: British Social Attitudes Survey 2018

Figure 2.3: Groups less likely to consider buying a new build home, 2018



Base: all respondents

Notes:

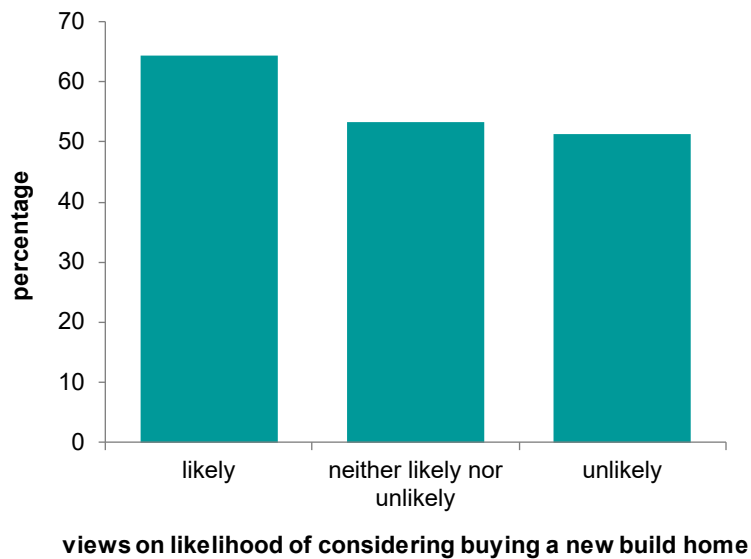
- 1) the baseline is the proportion of all respondents who reported they would be unlikely to consider buying a new build
- 2) the figure shows the groups with a higher percentage of people who would be unlikely to consider buying a new build home than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 2.1 to 2.8

Source: British Social Attitudes Survey 2018

Support for more homes being built in the local area

- 2.18 People who were likely to consider buying a new build home were more likely to support more homes being built in the local area (64%), than people who were unlikely to consider buying a new build home (51%).
- 2.19 People who were unlikely to consider buying a new build home were more likely to oppose more homes being built in the local area (27%), than those who were likely to consider buying a new build home (18%), Figure 2.4 and Annex Table 2.9

Figure 2.4: Support for more homes being built in the local area, by likelihood of considering buying a new build home, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.9

Source: British Social Attitudes Survey, 2018

2.20 The demographic and economic characteristics of those who were more likely to oppose more homes being built in the local area are similar to those who were more unlikely to consider buying a new build home, for example owners, those living in rural areas, those in the older age groups and the retired, Figure 1.2 and Figure 2.2.

Design of newly built homes

2.21 All respondents were asked:

Thinking about homes that are brand new buildings, to what extent do you feel these homes tend to be well designed or poorly designed, in terms of their external appearance?

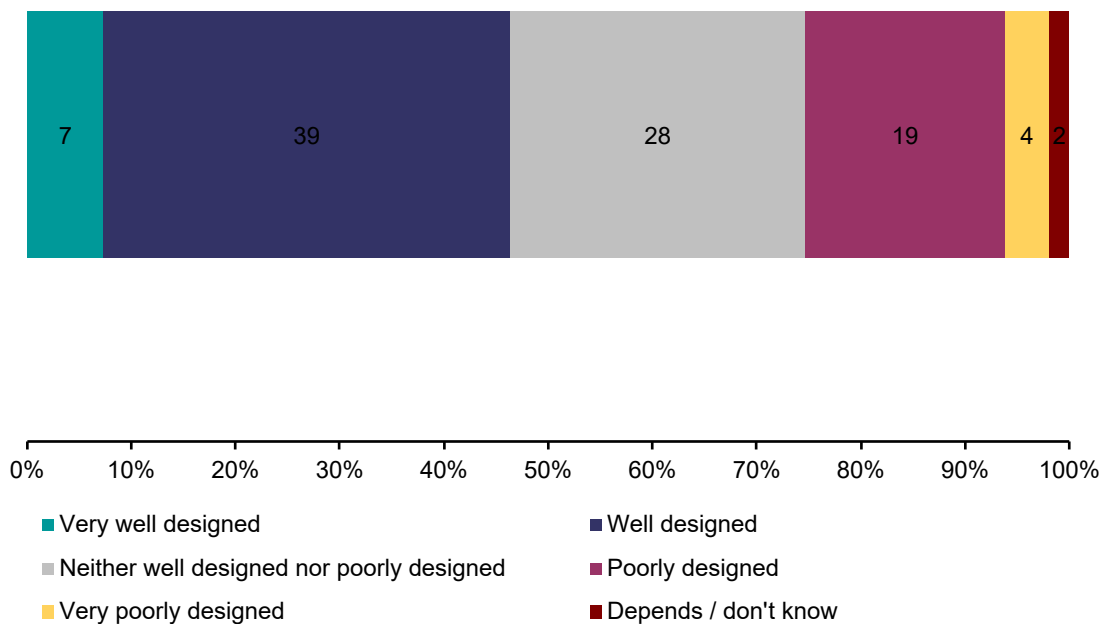
Response categories were:

- Very well designed
- Well designed
- Neither well designed nor poorly designed
- Poorly designed
- Very poorly designed
- (Don't know)

2.22 Overall, a higher proportion of people thought that new build homes are well designed (46%), rather than poorly designed (23%), and neither well designed nor poorly designed (28%).

2.23 Small proportions of people thought these homes were ‘very well designed’ (7%) and ‘very poorly designed’ (4%), Figure 2.5 and Annex Table 2.10.

Figure 2.5: Extent to which new build homes are well designed, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.10

Source: British Social Attitudes Survey 2018

Tenure

2.24 Renters were more likely to think new build homes are well designed than owner occupiers were. Over half of social renters (54%) and 50% of private renters thought homes that are new build homes are well designed, compared to 43% of owner occupiers.

2.25 Similarly, owner occupiers were more likely to think new build homes are poorly designed (25%) than private renters were (19%). For social renters, 21% felt new build homes are poorly designed, Annex Table 2.11.

Area

2.26 Around half of people living in the outskirts of big cities (49%) and small cities or towns (49%) felt new build homes are well designed, a higher proportion

than those living in big cities (42%), country villages (41%) and farms or homes in the country (34%).

- 2.27 Those living in country villages were more likely to think new build homes are poorly designed (28%), than those living in small cities or towns (21%), Annex Table 2.12.

Region

- 2.28 There were no significant differences between regions in the proportions of people who thought new build homes are well or poorly designed, Annex Table 2.13.

Age

- 2.29 Younger people were more likely to think that new build homes are well designed than older respondents. Over half of those aged 18-25 (57%) and 26-35 (58%) and around half aged 36-45 (51%) felt that new build homes are well designed, compared to 40% of those aged 46-55, 38% of those aged 56-65 and 38% of those aged 66 and over.
- 2.30 Similarly, older people were more likely to feel that new build homes are poorly designed than younger respondents. Amongst those aged 56-65 and 66 and over, 30% and 27% felt new build homes are poorly designed, compared to 16% of those aged 18-25 and 18% of those aged 26-35, Annex Table 2.14.

Household type

- 2.31 Amongst households with children, over half of people felt that new build homes are well designed. This was 52% for people living in three or more adult and children households, 52% for those in two adult and children households, and 55% for those in lone adult and children households. Lower proportions of people in one person households felt that new build homes are well designed- 40% of lone males and 38% of lone females.
- 2.32 People who were lone males, lone females, and those in two adult households were more likely to think new build homes were poorly designed (26%, 25% and 26% respectively) than those in lone adult and children households (15%), Annex Table 2.15.

Income

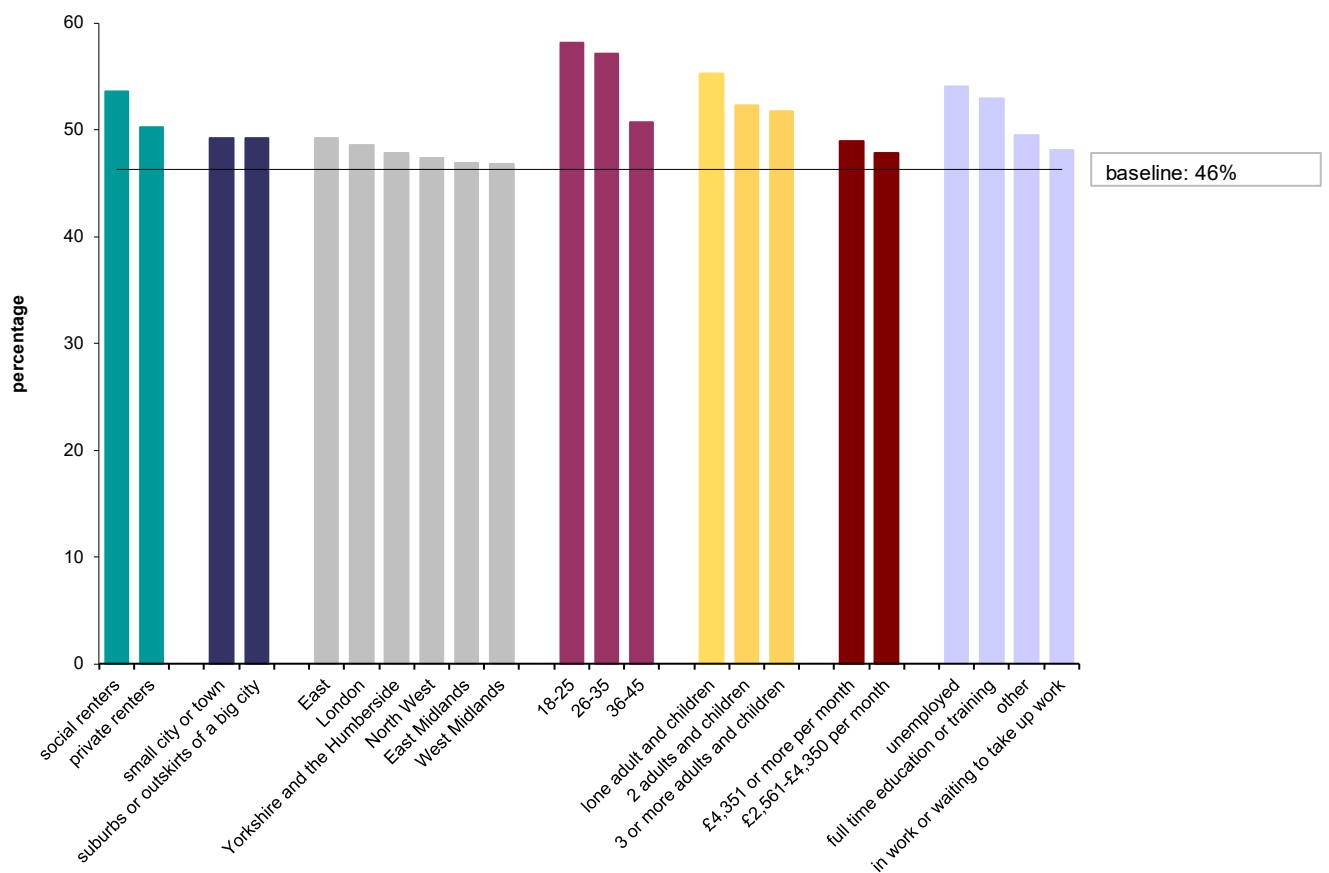
- 2.33 There were no significant differences between income groups in proportions of people thinking that new build homes are well or poorly designed, Annex Table 2.16.

Employment status

2.34 Those who were retired were least likely to think new build homes are well designed (37%). There were no other differences between those in full-time education or training, in work or waiting to take up work, the unemployed or other in the proportions thinking that new build homes are well designed.

2.35 There were no significant differences between different employment statuses in the proportions of people thinking that new build homes are poorly designed, Annex Table 2.17.

Figure 2.6: Groups who were more likely than the baseline proportion to feel new build homes are well designed, 2018



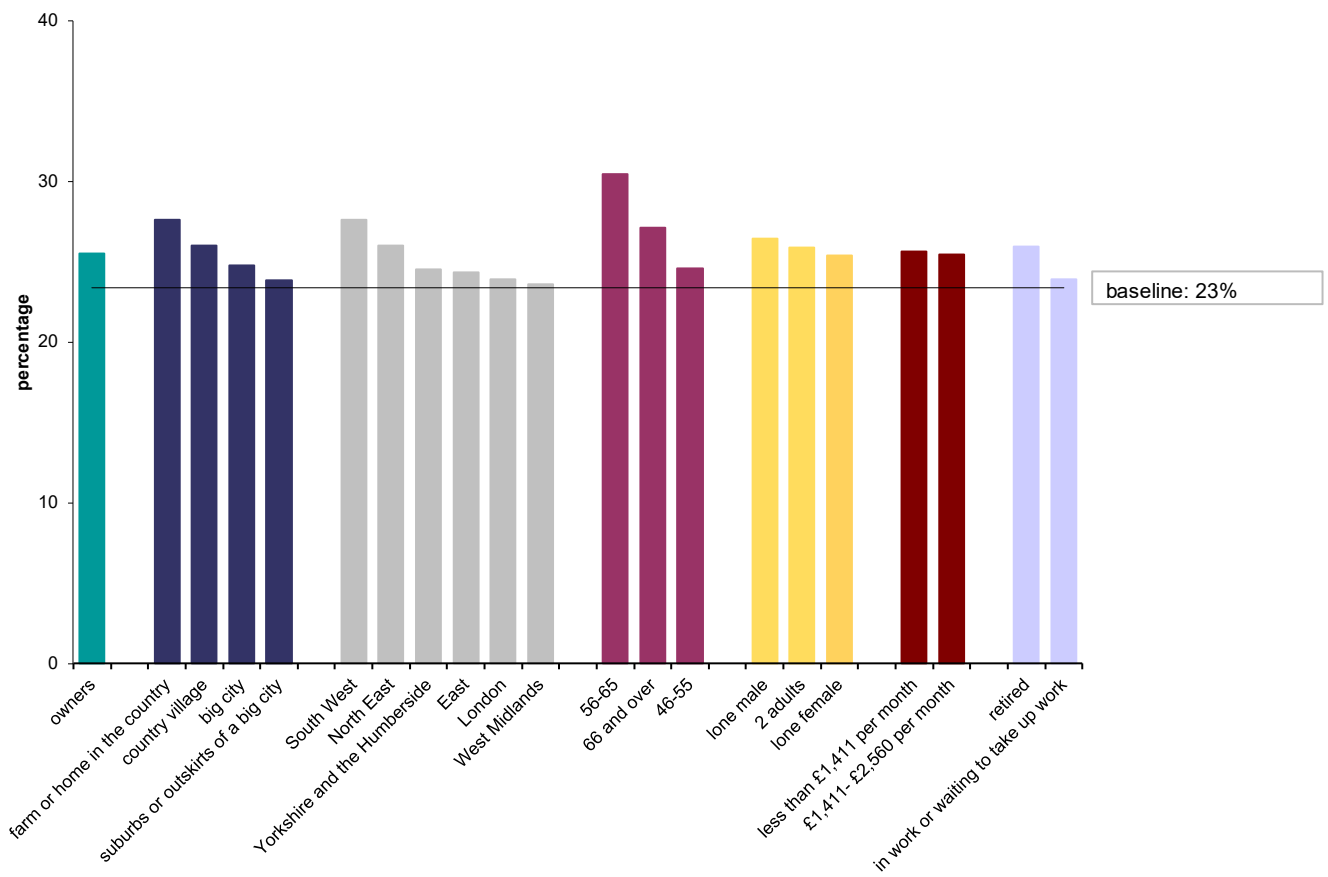
Base: all respondents

Notes:

- 1) the baseline is the proportion of all respondents who reported they felt new build homes are well designed
- 2) the figure shows the groups with a higher percentage of people who felt new build homes are well designed than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 2.10 to 2.17

Source: British Attitudes Survey 2018

Figure 2.7: Groups who were more likely than the baseline proportion to feel new build homes are poorly designed, 2018



Base: all respondents

Notes:

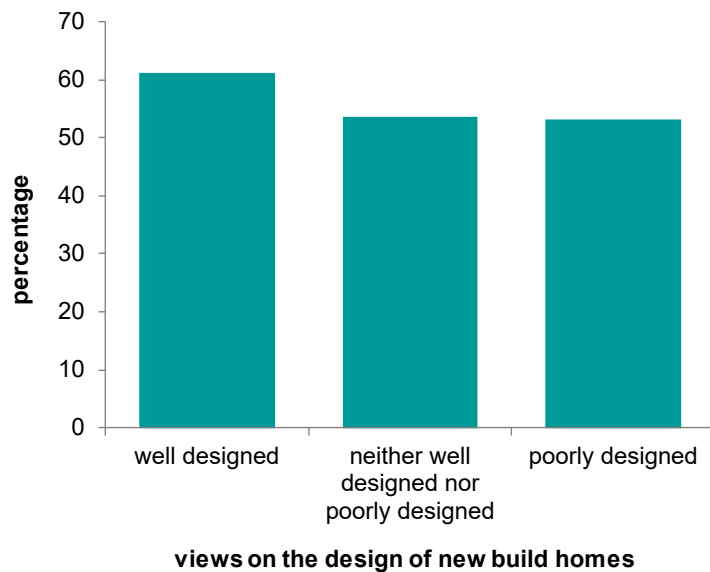
- 1) the baseline is the proportion of all respondents who reported they felt new build homes are poorly designed
- 2) the figure shows the groups with a higher percentage of people who felt new build homes are poorly designed than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic.
- 3) underlying data are presented in Annex Tables 2.10 to 2.17

Source: British Social Attitudes Survey

Support for more homes being built in the local area

- 2.36 People who felt new build homes are well designed were more likely to support more homes being built in the local area (61%), than those who felt new build homes are poorly designed (53%).
- 2.37 People who felt new build homes are poorly designed were more likely to oppose new build homes being built in the local area (28%), than those who felt new build homes are well designed (19%), Figure 2.8 and Annex Table 2.18.

Figure 2.8: Support for more homes being built in the local area, by attitudes towards the design of new build homes, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.18

Source: British Social Attitudes Survey 2018

2.38 Some of the demographic and economic characteristics of those who were more likely to oppose more homes being built in the local area are similar to those who were more likely to feel new build homes are poorly designed, for example, owners, those living in rural areas, those in the older age groups and the retired, Figure 1.2 and Figure 2.7.

Perceived quality of newly built homes

2.39 All respondents were asked:

Still thinking about homes that are brand new buildings, to what extent do you feel these homes tend to be well built or badly built these days?

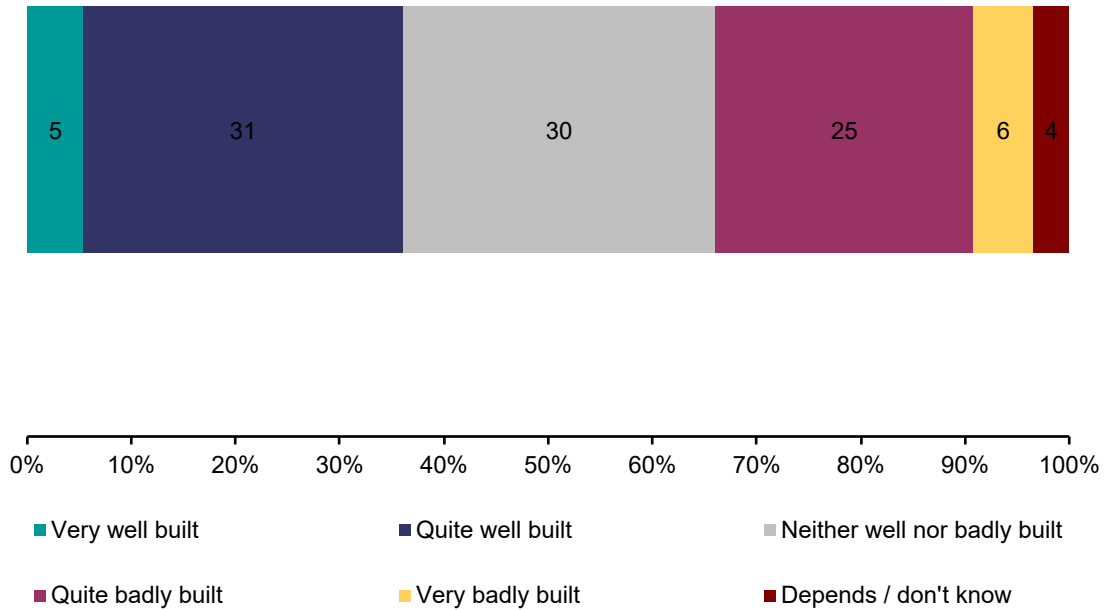
Response categories were:

- Very well built
- Quite well built
- Neither well nor badly built
- Quite badly built
- Very badly built
- (Don't know)

2.40 Overall, a higher proportion of people felt that new build homes are well built (36%), than badly built (30%) or neither well built or badly built (30%).

2.41 Higher proportions of people felt new build homes are 'quite well built' (31%) than 'very well built' (5%), and are 'quite badly built' (25%) than 'very badly built' (6%), Figure 2.9 and Annex Table 2.19.

Figure 2.9: Extent to which new build homes are well built, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.19

Source: British Social Attitudes Survey 2018

Tenure

2.42 Social renters were more likely to feel that new build homes are well built (47%) than private renters (38%) and owner occupiers (33%).

2.43 There were no significant differences between tenures in the proportion of people feeling that new build homes are badly built, Annex Table 2.20.

Area

2.44 There were no significant differences between area types in the proportion of people feeling that new build homes are well or badly built, Annex Table 2.21.

Region

2.45 There were no significant differences between regions in the proportions of people feeling that new build homes are well built.

-
- 2.46 People in London were less likely to feel that new build homes are badly built (23%) than those in the South West (36%), East (35%), West Midlands (34%) and Yorkshire and the Humber (32%), Annex Table 2.22.

Age

- 2.47 Almost half (48%) of those aged 18-25 felt that new build homes are well built, a higher proportion than those aged 36-45 (36%), 46-55 (29%), 56-65 (34%) and 66 and over (34%).
- 2.48 Similarly, those aged 18-25 were least likely to feel that new build homes are badly built, at 20%. For those aged 36-45 and 46-55, this was 34%, Annex Table 2.23.

Household type

- 2.49 There were no significant differences between respondents living in different household types in terms of thinking that new build homes are well or badly built, Annex Table 2.24.

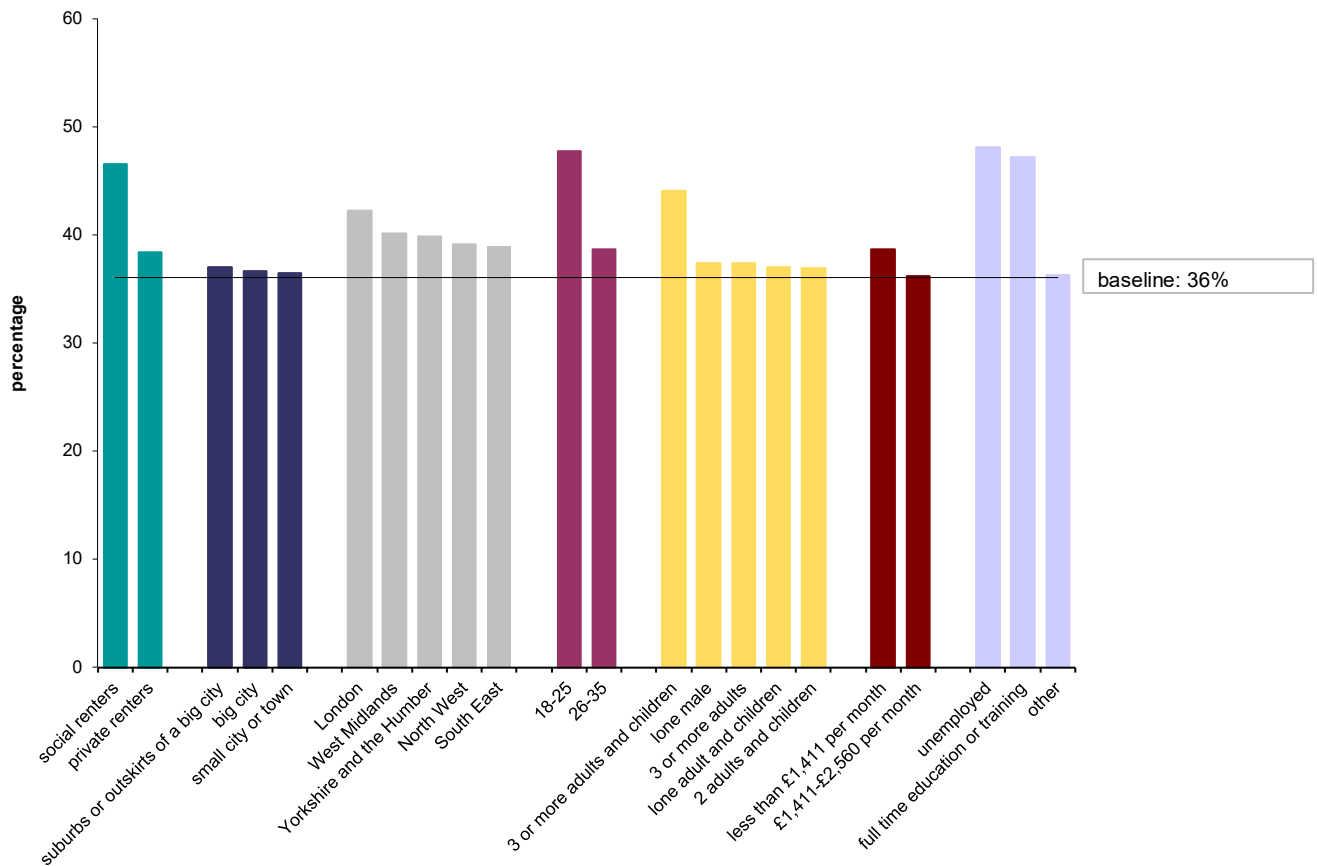
Income

- 2.50 There were no significant differences between different income groups in the proportions of people thinking that new build homes are well or badly built, Annex Table 2.25.

Employment status

- 2.51 Almost half of people in full-time education or training (47%) and who were unemployed (48%) felt that new build homes are well built. The unemployed were more likely to feel that new build homes are well built than those in work (35%) or retired (33%).
- 2.52 There were no significant differences between different employment statuses in the proportions of people thinking that new build homes are badly built, Annex Table 2.26.

Figure 2.10: Groups who were more likely than the baseline proportion to feel that new build homes are well built, 2018



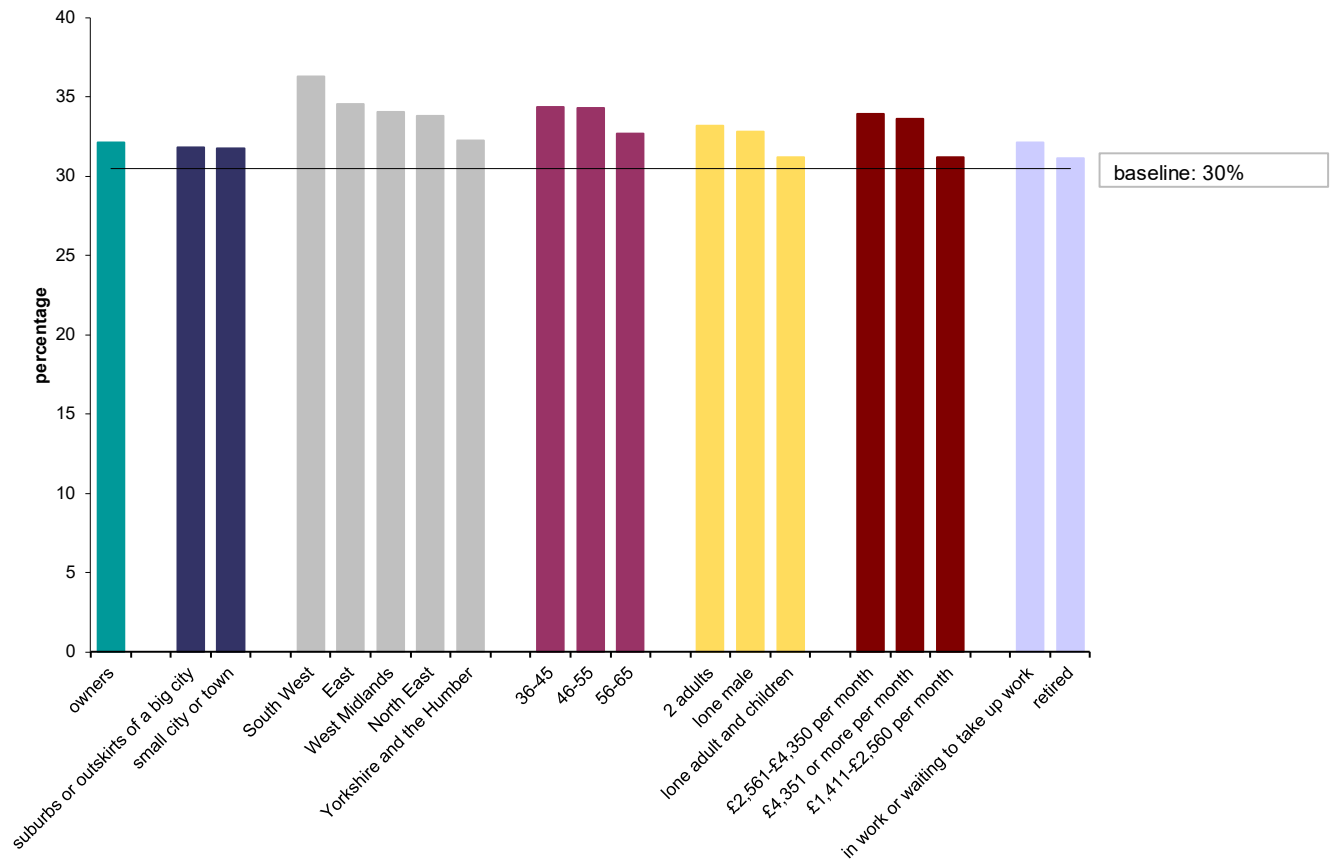
Base: all respondents

Notes

- 1) the baseline is the proportion of all respondents who reported they felt new build homes are well built
- 2) the figure shows the groups with a higher percentage of people who felt new build homes are well built than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 2.19 to 2.26

Source: British Social Attitudes Survey 2018

Figure 2.11: Groups who were more likely than the baseline proportion to feel that new build homes are badly built, 2018



Base: all respondents

Notes:

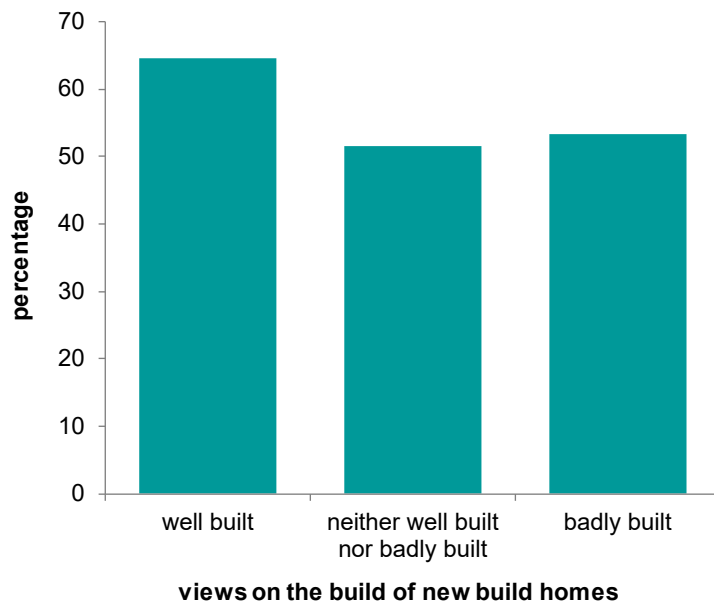
- 1) the baseline is the proportion of all respondents who reported they felt new build homes are badly built
- 2) the figure shows the groups with a higher percentage of people who felt new build homes are badly built than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 2.19 to 2.26

Source: British Social Attitudes Survey

Support for more homes being built in the local area

- 2.53 People who felt new build homes are well built were more likely to support more homes being built in the local area (65%), than those who felt new build homes are badly built (53%).
- 2.54 People who felt new build homes are badly built were more likely to oppose new build homes being built in the local area (28%), than those who felt new build homes are well built (15%), Figure 2.12 and Annex Table 2.27.

Figure 2.12: Support for more homes being built in the local area, by perceptions of the quality of new build homes, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.27

Source: British Social Attitudes Survey 2018

Cost of buying newly built homes

2.55 All respondents were asked:

Still thinking about homes that are brand new buildings, to what extent do you feel that these homes tend to be cheaper or more expensive to buy than older homes in your local area?

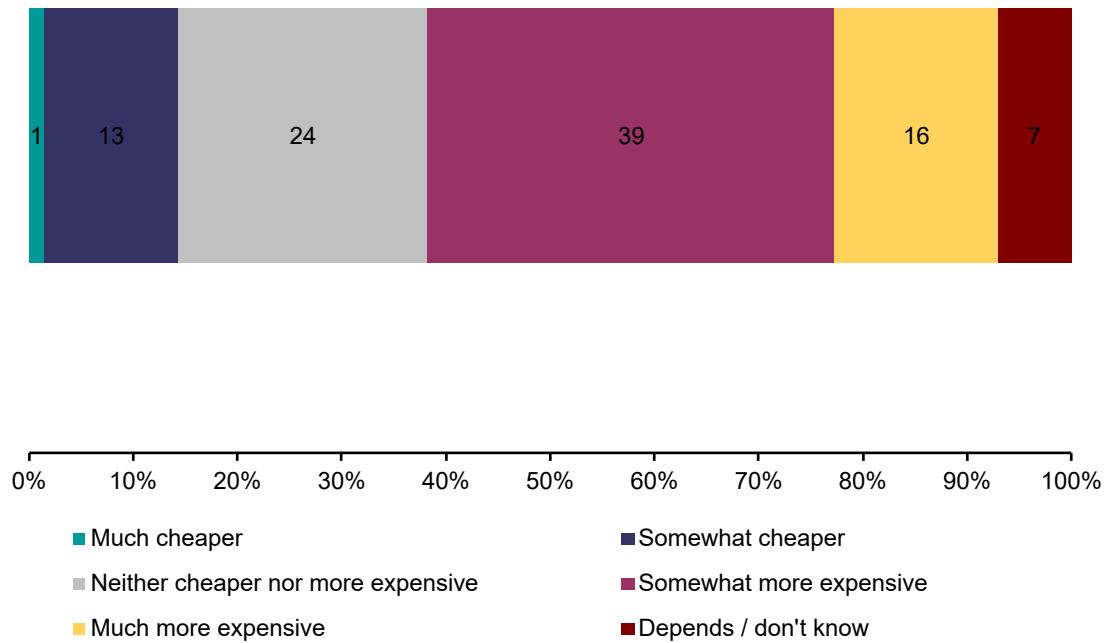
Response categories were:

- Much cheaper
- Somewhat cheaper
- Neither cheaper nor more expensive
- Somewhat more expensive
- Much more expensive
- (Don't know)

2.56 Over half (55%) of people felt that new build homes are more expensive to buy than older homes, compared to 14% who felt they are cheaper, and 24% who felt they are neither cheaper nor more expensive.

2.57 Higher proportions felt that new builds are 'somewhat more expensive' (39%) than 'much more expensive' (16%) and 'somewhat cheaper' (13%) than 'much cheaper' (1%) to buy, Figure 2.13 and Annex Table 2.28.

Figure 2.13: Are new build homes cheaper or more expensive to buy than older homes in the local area? 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.28

Source: British Social Attitudes Survey 2018

Tenure

2.58 Almost two thirds (65%) of social renters felt that new homes in their local area are more expensive to buy than older homes, a higher proportion than 53% of owner occupiers and 51% of private renters.

2.59 Owner occupiers and private renters were more likely than social renters to feel that new build homes are cheaper than older homes to buy, at 15% and 17% compared to 9%, Annex Table 2.29.

Area

2.60 Those living in urban areas were most likely to feel that new build homes in the local area are more expensive to buy; 60% of those in big cities, 55% of those in the suburbs or outskirts of a big city and 55% of those in a small city or town felt this way. Less than half (36%) of people living on a farm or a home in the country felt that new build homes in the local area are more expensive to buy than older homes.

-
- 2.61 There were no significant differences between different area types in the proportions of people feeling that new build homes are cheaper to buy, Annex Table 2.30.

Region

- 2.62 Those living in London were more likely to think that new build homes are more expensive to buy (63%), than those living in the South West (43%), Yorkshire and the Humberside (52%), the East Midlands (52%) and the South East (52%).
- 2.63 Although there wasn't a clear geographical pattern in respondents feeling that new build homes are cheaper to buy, people in the South West and Yorkshire and the Humberside were more likely to feel that new build homes are cheaper to buy (22% and 18%), than respondents in the North West (11%), Annex Table 2.31.

Age

- 2.64 Greater proportions of people aged 36-45, 46-55 and 56-65 felt new build homes were more expensive (57%, 58% and 59%), than amongst those aged 66 and over (48%).
- 2.65 Those aged 26-35 were more likely to think new builds are cheaper to buy (17%) than those aged 56-65 (10%), Annex Table 2.32.

Household type

- 2.66 Higher proportions of people in lone adult and children and two adult and children households felt that new builds are more expensive to buy, at 62% and 59%, than lone female households (49%).
- 2.67 There were no significant differences between household types in the proportions of people feeling that new build homes are cheaper to buy, Annex Table 2.33.

Income

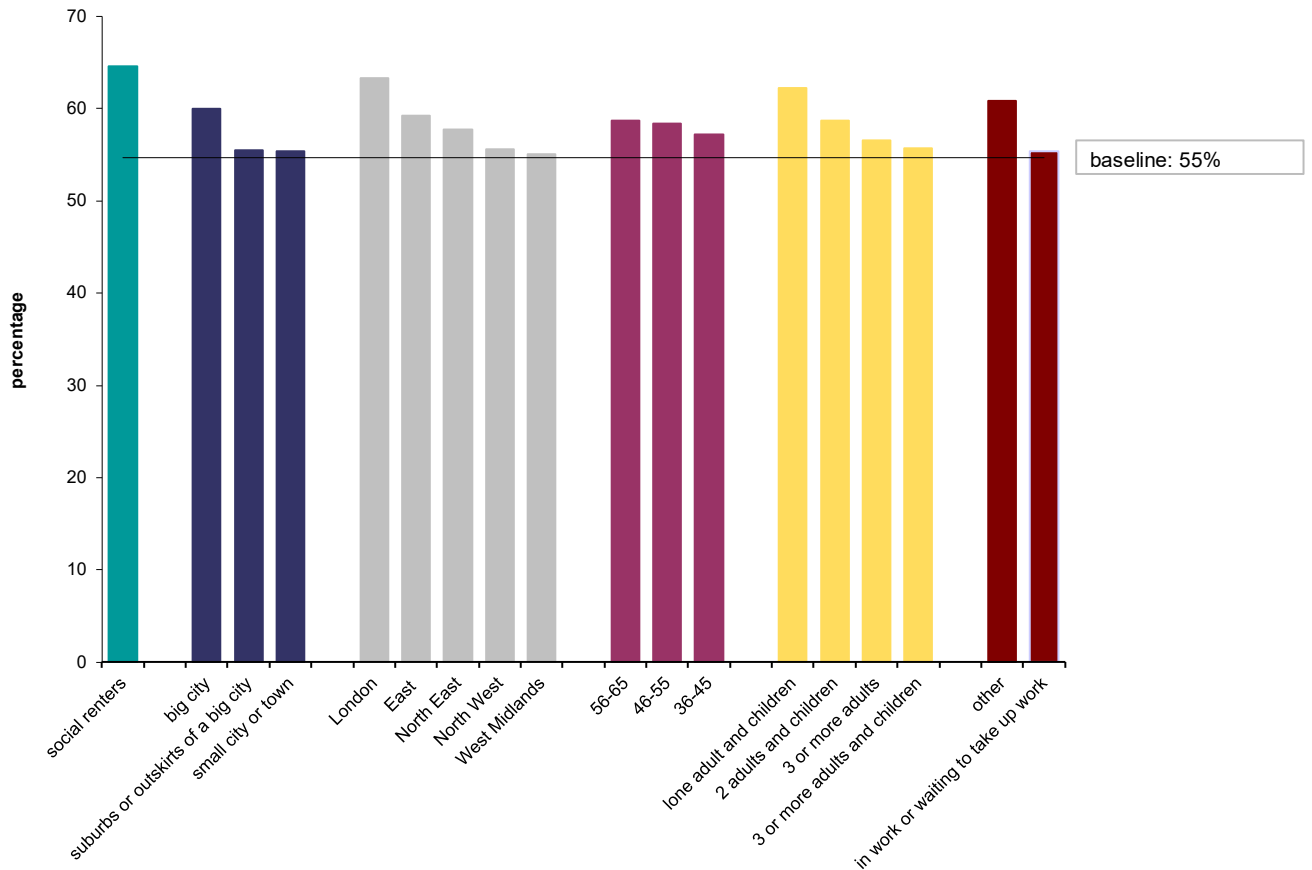
- 2.68 There were no significant differences between income groups in the proportions of those feeling that new build homes are cheaper or more expensive to buy, Annex Table 2.34.

Employment status

- 2.69 Those classified as 'other' were more likely to feel that new build homes are more expensive to buy (61%), than those who are retired (52%).

2.70 There were no significant differences between employment statuses in the proportions of people feeling that new build homes are cheaper to buy, Annex Table 2.35.

Figure 2.14: Groups who were more likely than the baseline proportion to feel new build homes are more expensive to buy than older homes, 2018



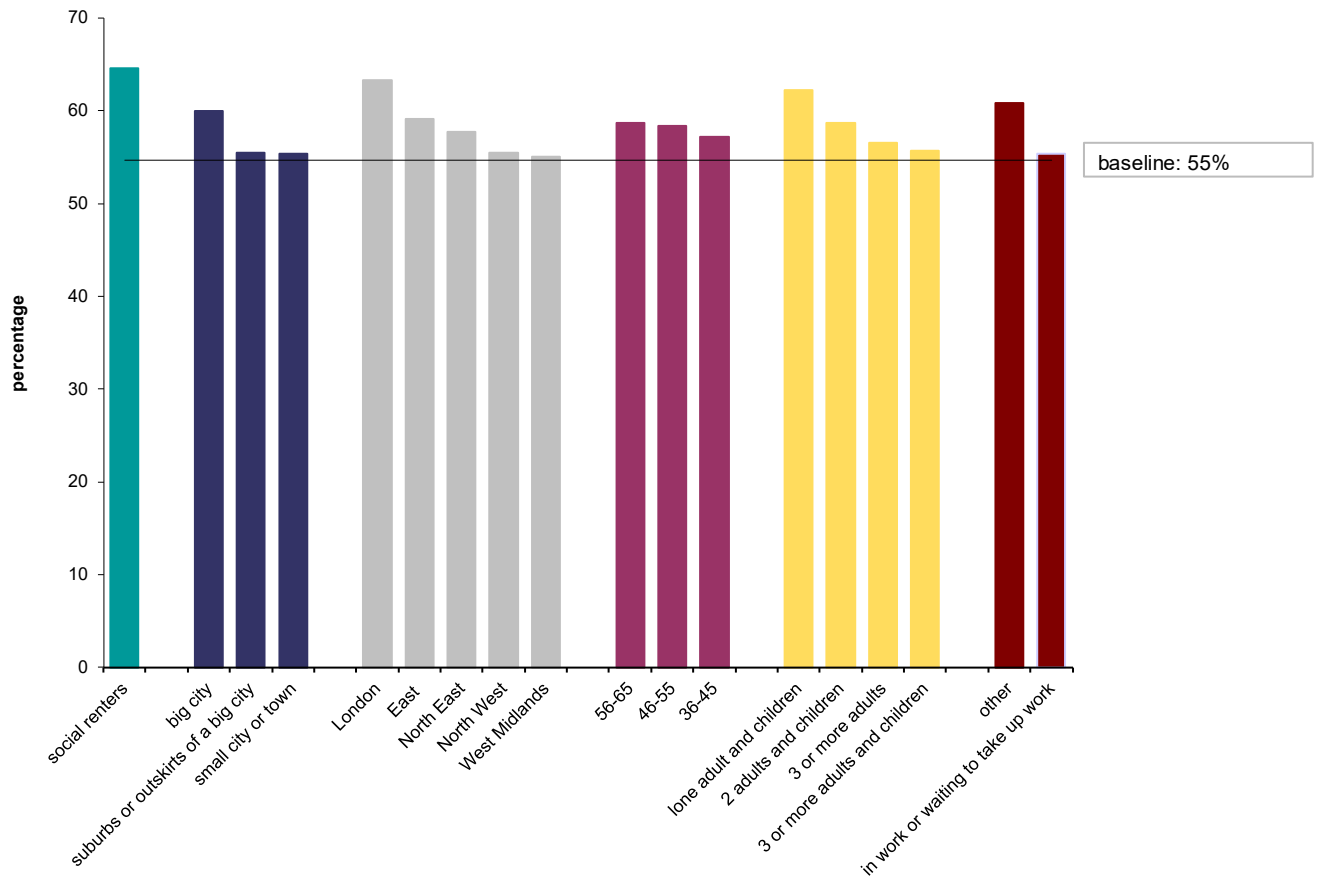
Base: all respondents

Notes:

- 1) the baseline is the proportion of all respondents who reported they felt new build homes are more expensive to buy than older homes
- 2) the figure shows the groups with a higher percentage of people who felt new build homes are more expensive to buy than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 2.28 to 2.35

Source: British Social Attitudes Survey

Figure 2.15: Groups who were more likely than the baseline proportion to feel new build homes are cheaper to buy than older homes, 2018



Base: all respondents

Notes:

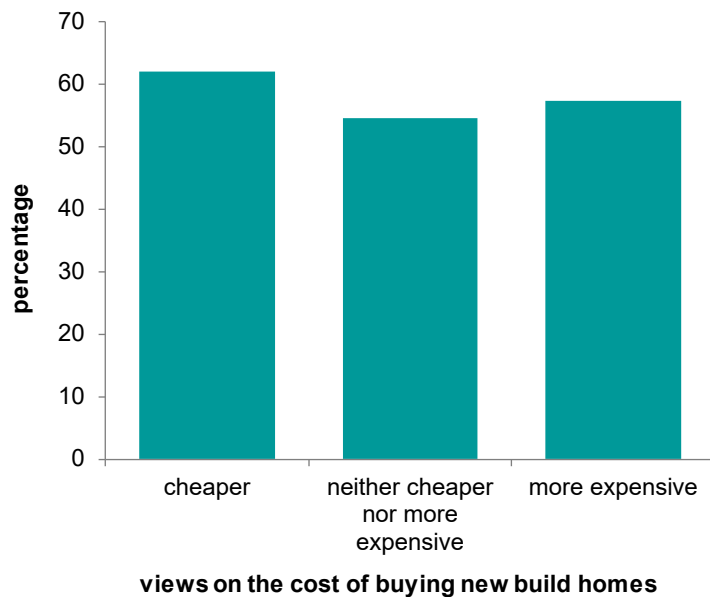
- 1) the baseline is the proportion of all respondents who reported they felt new build homes are cheaper to buy than older homes
- 2) the figure shows the groups with a higher percentage of people who felt new build homes are cheaper to buy than the baseline percentage, whereas the text reports on the statistically significant differences between groups in each demographic
- 3) underlying data are presented in Annex Tables 2.28 to 2.35

Source: British Social Attitudes Survey

Support for more homes being built in the local area

2.71 When looking at support and opposition for more homes being built in relation to attitudes towards the cost of buying new build homes, there were no differences in the proportion of people who would support (or oppose) new homes being built in the local area according to whether they felt new build homes are cheaper or more expensive to buy than older homes in the local area, Figure 2.16 and Annex Table 2.36.

Figure 2.16: Support for more homes being built in the local area, by cost of buying new build homes, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.36

Source: British Social Attitudes Survey 2018

Cost of heating newly built homes

2.72 All respondents were asked:

Still thinking about homes that are brand new buildings, to what extent do you think that the cost of heating these homes is generally cheaper or more expensive than homes that are older?

Response categories were:

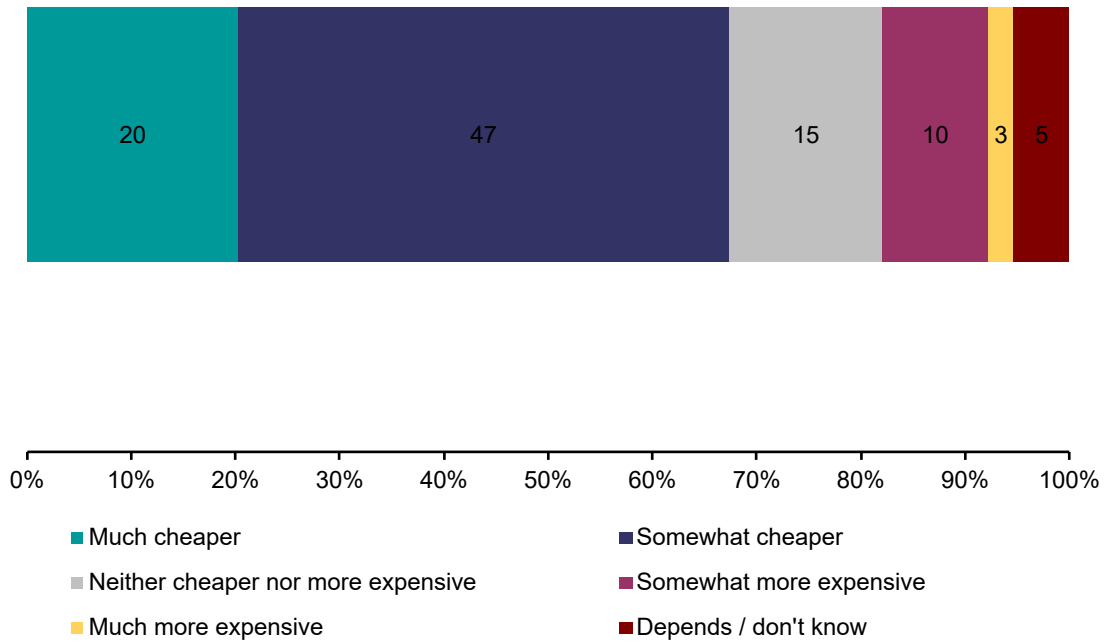
- Much cheaper
- Somewhat cheaper
- Neither cheaper nor more expensive
- Somewhat more expensive
- Much more expensive
- (Don't know)

2.73 Two thirds (67%) of people thought that new build homes are cheaper to heat than older homes are. This is a higher proportion than those who thought that new build homes are more expensive to heat (13%) and neither cheaper nor more expensive to heat (15%).

2.74 Higher proportions of people thought that new build homes are 'somewhat cheaper' (47%) to heat than 'much cheaper' (20%) to heat and 'somewhat

more expensive' (10%) than much more expensive (3%), Figure 2.17 and Annex Table 2.37.

Figure 2.17: Extent to which new build homes are cheaper to heat than older homes, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.37

Source: British Social Attitudes Survey 2018

Tenure

2.75 Owner occupiers were most likely to think that it is cheaper to heat new build homes than older homes, with 73% thinking this. Social renters were least likely to think that new build homes are cheaper to heat (49%). For private renters, this was 64%.

2.76 A quarter (25%) of social renters thought that new build homes are more expensive to heat, a higher proportion than private renters (16%) and owner occupiers (8%), Annex Table 2.38.

Area

2.77 Less than half (45%) of people living in big cities thought that new build homes are cheaper to heat than older homes. This was a lower proportion

than in all other area types, that all had similarly high proportions of people thinking that new build home homes are cheaper to heat (70-77%).

- 2.78 Similarly, those living in big cities were most likely to think that new build homes are more expensive to heat, with 29% reporting this, Annex Table 2.39.

Region

- 2.79 Those in the North East and South West were more likely to think that new build homes are cheaper to heat than older homes (80% and 78% respectively) than those living in Yorkshire and the Humberside (67%), the East (66%), North West (61%) and London (47%). With less than half of people in London thinking that new build homes are cheaper to heat, this is the lowest proportion across all regions.
- 2.80 People in London were most likely to think that new build homes are more expensive to heat than older homes, with 30% reporting this. Alongside London, those in the East and North West had higher proportions feeling that new build homes are more expensive to heat (15% and 13%) than those in the South East (6%) and North East (5%), Annex Table 2.40.

Age

- 2.81 Around three quarters (76%) of people aged 56-65 thought that heating new build homes is cheaper than heating older homes, a higher proportion than those aged 46-55 (71%), 66 and over (68%), 36-45 (67%), 26-35 (65%) and 18-25 (54%). Those aged 18-25 were least likely to think new build homes are cheaper to heat.
- 2.82 Similarly, those aged 18-25 were more likely to think that new build homes are more expensive to heat (19%), than all those in age groups 36 and over (10-11%), Annex Table 2.41.

Household type

- 2.83 Those living in two adult households were more likely to think that new build homes are cheaper than older homes to heat (73%), than those living in three or more adult households (64%), lone female (63%), three or more adult and children (58%) and lone adult and children (55%) households. Those living in lone male and two adult and children households were also more likely to think that new build homes are cheaper to heat (69% and 68%), than those in lone adult and children households.
- 2.84 People in lone adult and children households were more likely to think that heating new build homes is more expensive (27%), than those in two adult and children households (12%), three or more adult households (12%), lone female (12%), lone male (10%) and two adult households (10%). Those living

in three or more adult households were also more likely to think that heating new build homes is more expensive (12%), than lone male and two adult households, Annex Table 2.42.

Income

- 2.85 Those with higher household incomes were more likely to think that new build homes are cheaper to heat than older homes. Amongst those with a household income of £4,351 or more per month, 81% thought that new build homes are cheaper to heat, compared to 73% of those with a household income of £2,561- £4,350 per month, 70% of those with a household income of £1,411- £2,560 per month and 57% of those with a household income of less than £1,411 per month.
- 2.86 Those with lower household incomes were more likely to think that new build homes are more expensive to heat than older homes. Amongst those with a household income of less than £1,411 per month, 19% thought that new build homes are more expensive to heat, compared to 12% of those with a household income of £1,411- £2,560, 11% of those with a household income of £2,561- £4,350 per month and 5% of those with a household income £4,351 or more, Annex Table 2.43.

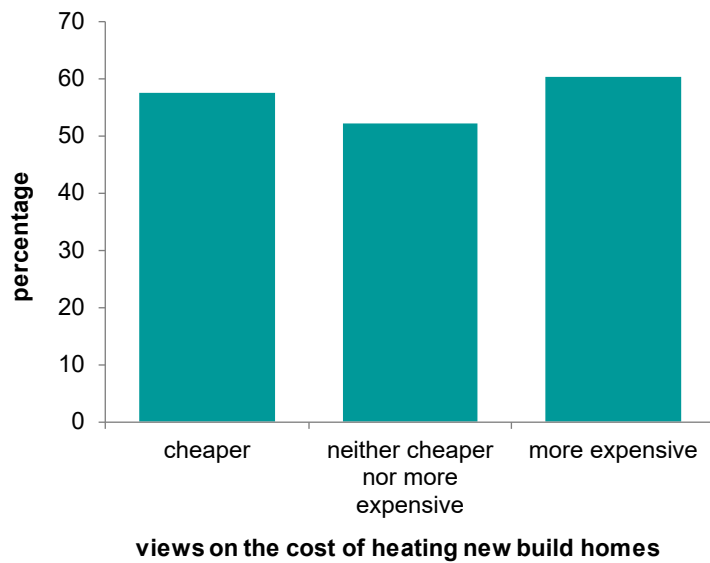
Employment status

- 2.87 Those who were in work or waiting to take up work or retired were more likely to think that new build homes are cheaper to heat (71% and 70% respectively), than those who were unemployed (54%), 'other' (54%) and in full-time education or training (51%).
- 2.88 Those in full-time education or training (23%), the unemployed (21%) and 'other' (19%) were more likely to think that new build homes are cheaper to heat than the retired (10%), Annex Table 2.44.

Support for more homes being built in the local area

- 2.89 When looking at support and opposition for more homes being built in relation to attitudes towards the cost of heating new build homes, there were no differences in the proportion of people who would support (or oppose) new homes being built in the local area according to whether they felt new build homes are cheaper or more expensive to heat than older homes, Figure 2.18 and Annex Table 2.45.

Figure 2.18: Support for more homes being built in the local area, by cost of heating new build homes, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 2.45

Source: British Social Attitudes Survey 2018

Chapter 3

Preferences for buying or renting

3.1 This chapter will report on respondents' preferences for buying or renting accommodation if they were given a free choice, and how this varies by tenure, region, age, household type and income. Comparisons are made to findings from 2010 and 2017.

3.2 Respondents were asked:

If you had a free choice would you choose to rent accommodation, or would you choose to buy?

Response categories were:

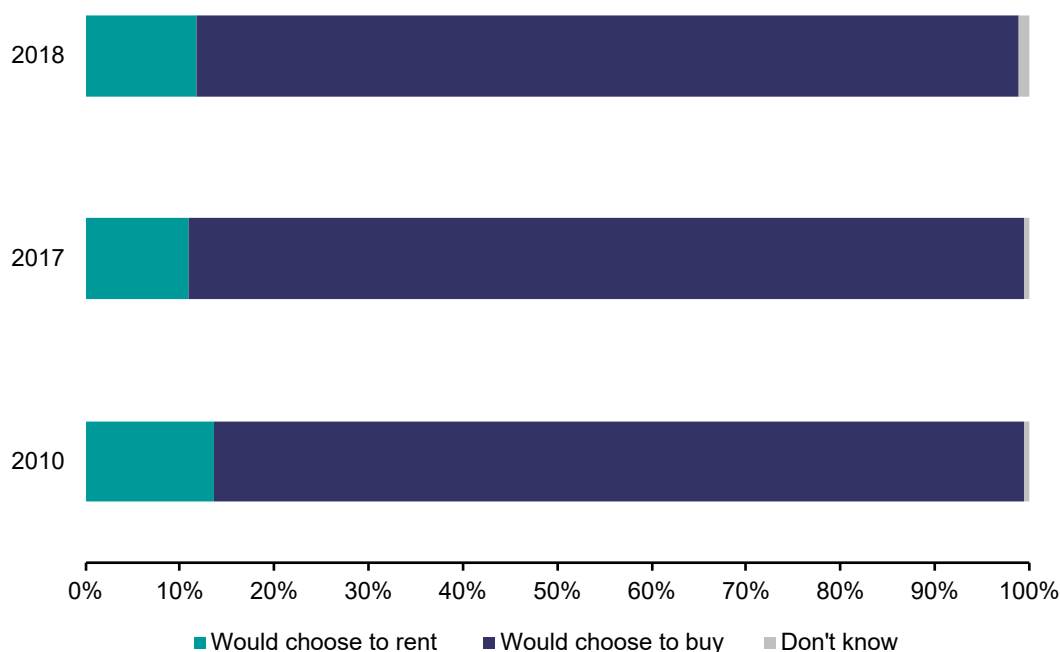
- Would choose to rent
- Would choose to buy
- (Don't know)

3.3 Overall the vast majority of respondents aspire to buy (87%) rather than rent (12%). This remained broadly the same as in 2010 (86% would choose to buy and 14% would choose to rent) and 2017 (88% would choose to buy and 11% would choose to rent), Figure 3.1 and Annex Table 3.1.

3.4 Aspirations to buy have remained broadly stable over the last 30 years. In 1996, 84% said they would choose to buy and 15% said they would choose to rent¹¹.

¹¹ Questions on preferences for renting or buying have been included in the BSA since 1985. The specific question asked and its routing changed slightly in 1991, so data can't be directly compared on this question prior to this. However, the results have shown since 1985 that the vast majority of the population have a preference of buying rather than renting.

Figure 3.1: Preferences for renting or buying, 2010, 2017 and 2018



Base: all respondents

Note: underlying data are presented in Annex Table 3.1

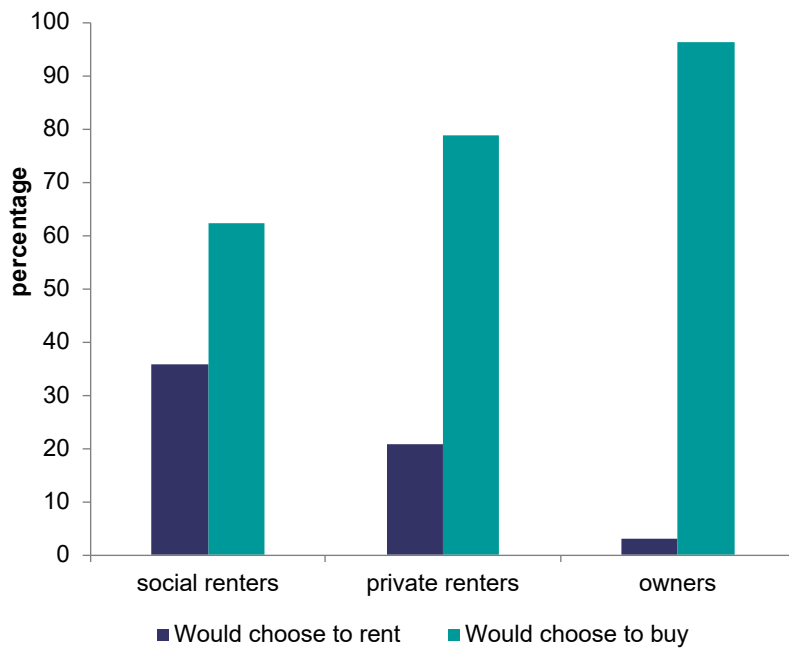
Source: British Social Attitudes Survey

Tenure

- 3.5 Renters were more likely to say that they would choose to buy than rent. Private renters were more likely to choose to buy (79%) than social renters (62%), while social renters were more likely to choose to rent (36%) than private renters (21%), Figure 3.2 and Annex Table 3.2 ¹². There was no difference between housing association and local authority renters in terms of aspiration to buy.
- 3.6 Amongst owner occupiers, although the vast majority reported they would buy (96%), a small proportion (3%) reported they would choose to rent accommodation if they had a free choice.

¹² The English Housing Survey (EHS) asks all social and private renters whether they expect to buy a home at some point in the future. The latest data (2017-18) show that 58% of private renters and 25% of social renters expect to buy a home at some point in the future. Comparing EHS findings with the aspiration findings in this report shows that the aspiration to buy is consistently higher than the expectation to buy, especially for social renters.

Figure 3.2: Preferences for renting or buying, by tenure, 2018



Base: all respondents

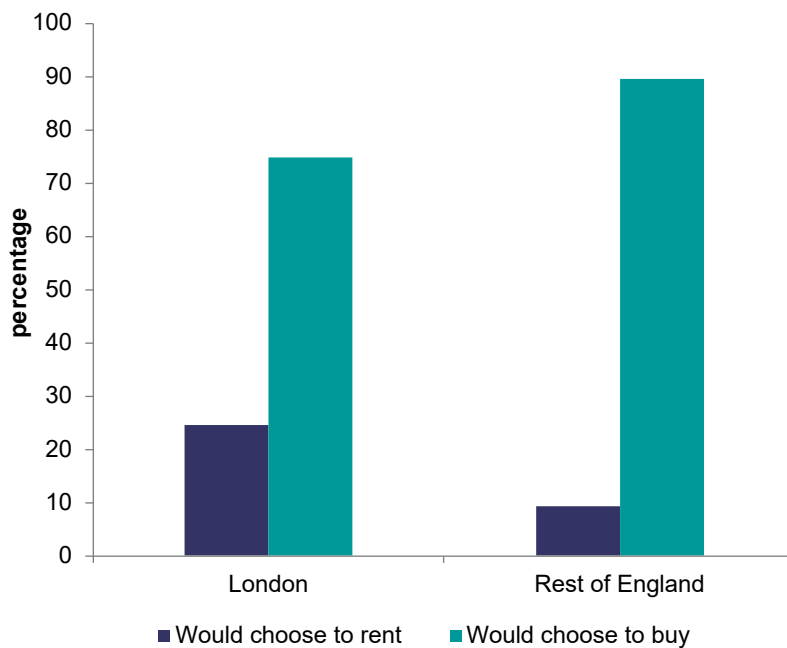
Note: underlying data are presented in Annex Table 3.2

Source: British Social Attitudes Survey 2018

Region

3.7 Overall, respondents living in London were more likely to choose to rent (25%) than those in the rest of England (9%) and less likely to choose to buy (75%) than those in the rest of England (89%), Figure 3.3 and Annex Table 3.3.

Figure 3.3: Preferences for renting or buying, London compared to the rest of England, 2018



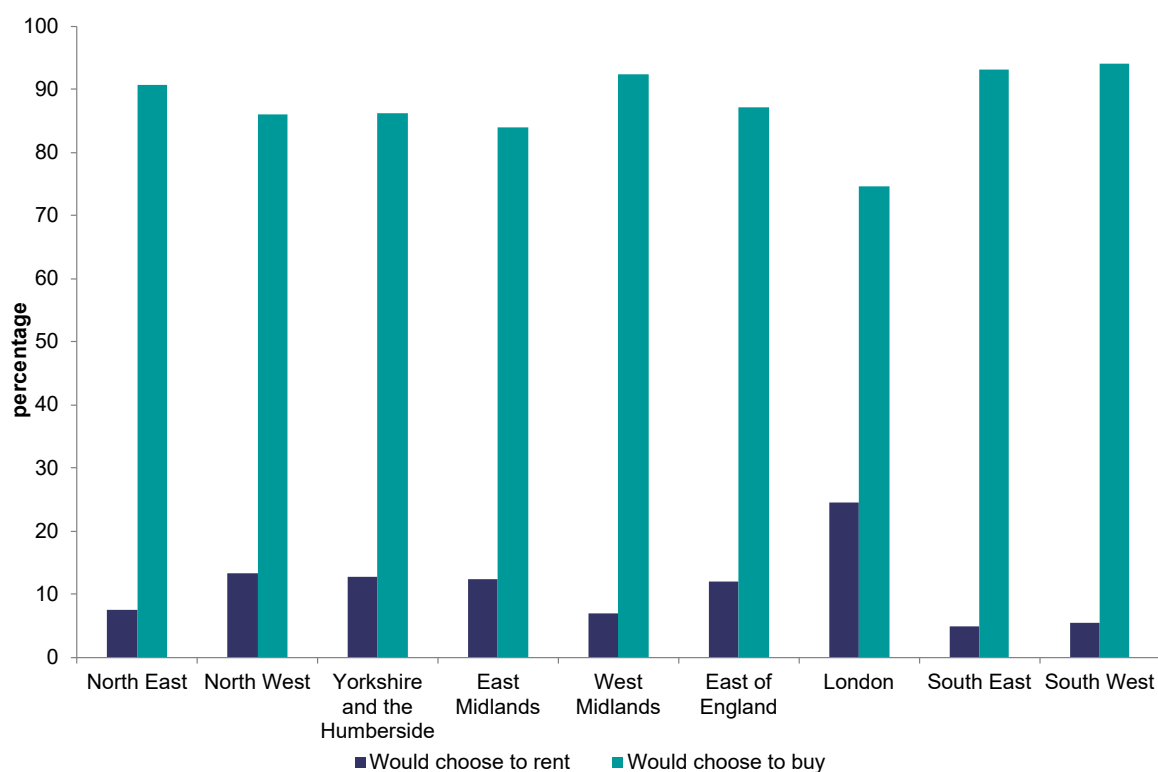
Base: all respondents

Note: underlying data are presented in Annex Table 3.3

Source: British Social Attitudes Survey 2018

- 3.8 There were also some differences between the other regions. Respondents living in the North West, Yorkshire and the Humberside and the East Midlands were more likely to choose to rent (13%, 13% and 12% respectively) than those living in the South East and South West of England (both 5%). Those living in the East of England were also more likely to choose to rent (12%) than those living in the South East and South West of England.
- 3.9 Respondents living in the South East and South West of England were more likely to choose to buy (93% and 94% respectively) than those living in London (75%), the East Midlands (84%), Yorkshire and the Humberside (86%), North West (86%) and East of England (87%). Those living in the West Midlands were more likely to choose to buy (92%) than those living in London, the East Midlands, and the North West of England, Figure 3.4 and Annex Table 3.4.

Figure 3.4: Preferences for renting or buying, by region, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 3.4

Source: British Social Attitudes Survey 2018

Age

3.10 The tenure composition of households varies across different age groups. Older people are generally more likely to be owner occupiers than renters while younger people are more likely to be renters. In England, amongst those aged 65 or over, 79% are owner occupiers, 16% are social renters and 6% are private renters¹³. In comparison, of those aged 16-24, 12% are owner occupiers, 20% are social renters and 68% are private renters^{14 15}.

3.11 People aged 36-45 years old were more likely to say they would choose to buy (91%) than 18-25 year olds (83%), 26-35 year olds (85%) and those aged 66 and over (85%). Those who were aged 46-55 were also more likely to choose to buy (90%) than those aged 66 and over, Figure 3.5 and Annex Table 3.5.

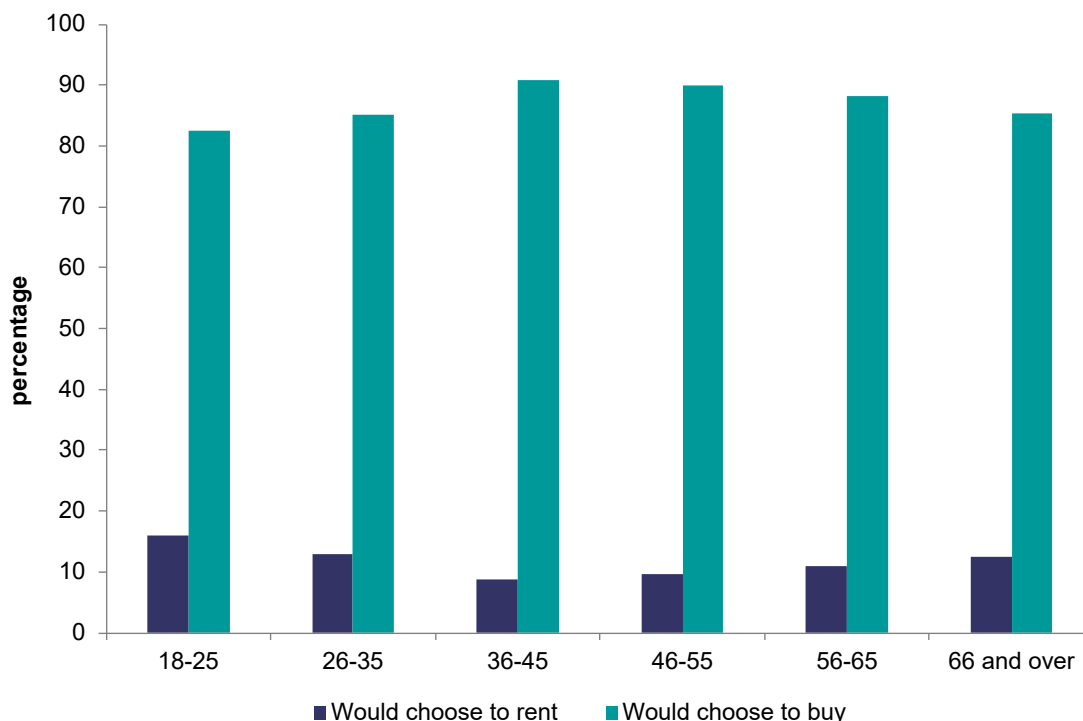
¹³ Percentages don't sum to 100 due to rounding.

¹⁴ [English Housing Survey, 2017-18 Headline report, Annex Table 1.3.](#)

¹⁵ The English Housing Survey uses slightly different age categories to the British Social Attitudes Survey, please see Annex Table 1.3 of the Headline report for more information.

3.12 There were no significant differences between the age groups in terms of how likely they would be to rent accommodation.

Figure 3.5: Preferences for renting or buying, by age, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 3.5

Source: British Social Attitudes Survey 2018

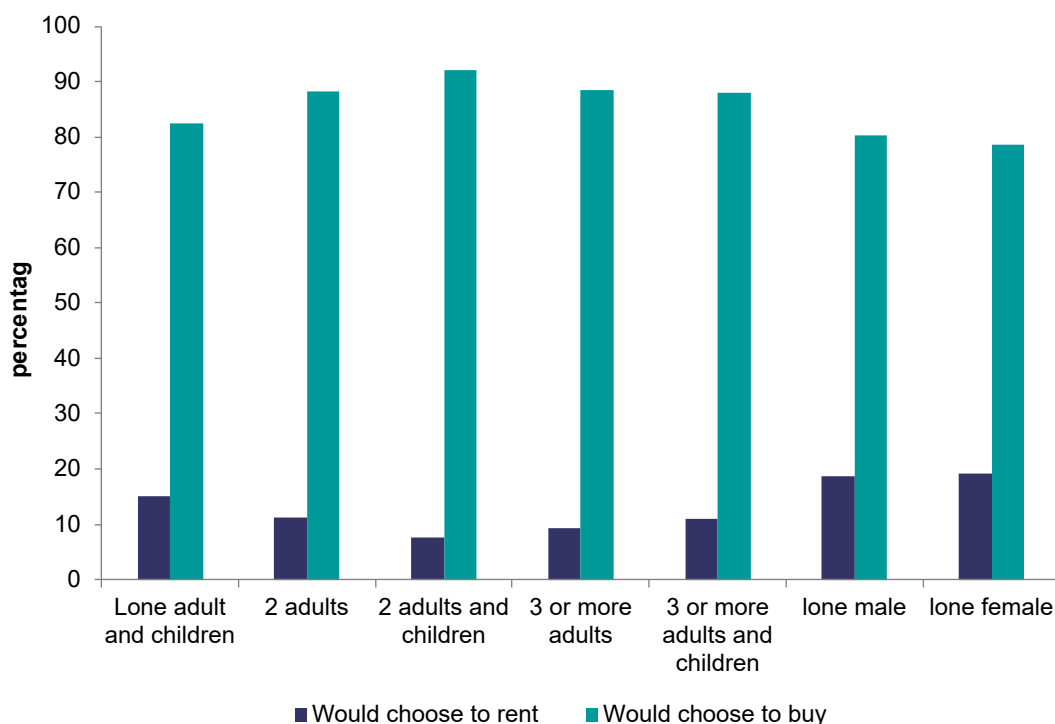
Household type

3.13 Respondents in lone person households were more likely to choose to rent than households with multiple adults and households with children, while households with multiple adults and households with children were more likely to choose to buy.

3.14 Respondents in lone female and lone male households were more likely to choose to rent (both 19%) compared to those in two adult and children (8%), three or more adult (9%) and two adult households (11%).

3.15 Respondents living in two adult and children households were more likely to choose to buy (92%) than lone females (79%), lone males (80%) and those in lone adult and children households (82%) Respondents living in two adult and three or more adult households were also more likely to choose to buy (88% and 89% respectively) compared to those in lone female and lone male households, Figure 3.6 and Annex Table 3.6.

Figure 3.6: Preferences for renting or buying, by household type, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 3.6

Source: British Social Attitudes Survey 2018

Income

3.16 A greater proportion of owner occupiers are in the two highest income quintiles (49%), compared with 35% of private renters and 10% of social renters. On the other hand, social renters and private renters are more likely to be in the two lowest income quintiles (72% and 41% respectively, compared with 31% of owner occupiers)¹⁶. These differences may partly explain some of the findings below.

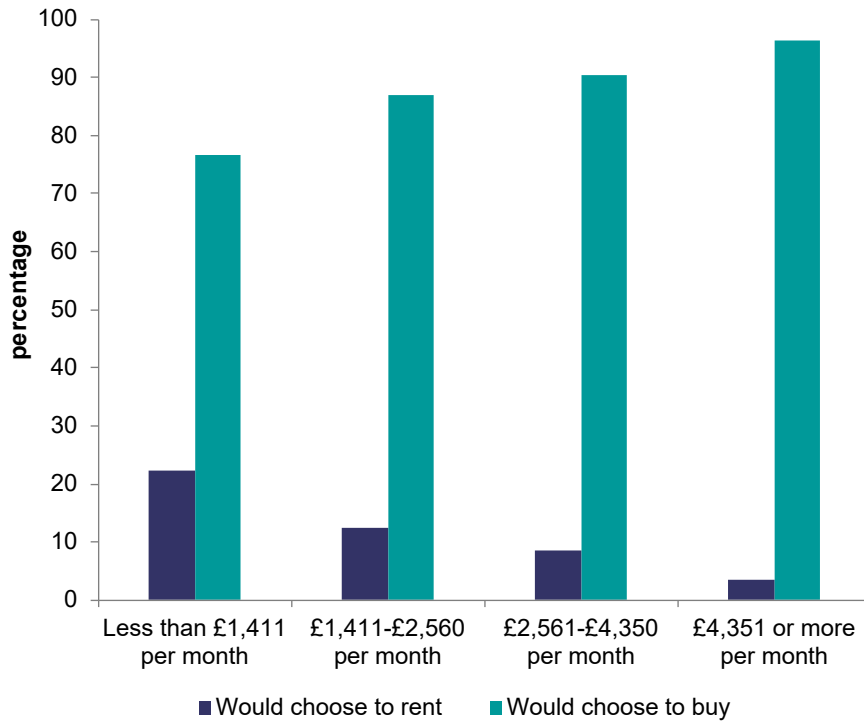
3.17 Respondents in the highest income group who were earning £4,351 or more a month were more likely to choose to buy (96%) than all the other income groups. Those in the lowest income group earning less than £1,411 a month were less likely to choose to buy (77%) compared to those earning £2,561-£4,350 a month (90%) and those earning £4,351 or more per month (96%). There was no significant difference in buying preferences between those earning £1,411- £2,560 per month and £2,561- £4,350 per month.

3.18 Respondents earning less than £1,411 a month were more likely to choose to rent (22%) than all the other income groups, while those earning £4,351 or

¹⁶ English Housing Survey, 2017-18 Headline report, Annex Table 1.3.

more per month were the least likely to choose to rent (4%), Figure 3.7 and Annex Table 3.7.

Figure 3.7: Preferences for renting or buying, by household income, 2018



Base: all respondents

Note: underlying data are presented in Annex Table 3.7

Source: British Social Attitudes Survey 2018

Technical notes and glossary

Technical notes

1. The fieldwork for the survey involves computer-assisted interviews, carried out face-to-face by one of NatCen Social Research's regular panel of interviewers. Sensitive questions are asked using a self-completion questionnaire. All the questions analysed for this report were asked as part of the face-to-face interview.
2. In 2018, the British Social Attitudes survey sample was split into four equally-sized parts (each part still being nationally representative in its own right). Each part was asked a different version of the questionnaire (version A, B, C, D). Depending on the number of versions in which it was included, each 'module' of questions was thus asked either of the full sample (3,879 respondents) or of a random quarter, half or three quarters of the sample. The housing module in this report was included in three versions of the survey, so was asked of three quarters of the whole sample (a total of 2510 respondents).
3. The question on household income which was used to calculate the household income bandings used in this report, was asked in two of the three questionnaire versions that the housing module was asked. This means the variations in attitudes by income analysed in this report are based on a smaller sample size than the rest of the analysis.
4. Some respondents did not answer particular questions asked in the face-to-face questionnaire. These refusals are not included in the analysis.
5. The reliability of the results of sample surveys, including the British Social Attitudes Survey, is positively related to the unweighted sample size. Results based on small sample sizes should therefore be treated as indicative only because inference about the national picture cannot be drawn. To alert readers to those results, percentages based on a row or column total with unweighted total sample size of less than 30 are italicised. To safeguard against data disclosure, the cell contents of cells where the cell count is less than 5 are replaced with a "u".
6. Where comparative statements have been made in the text, these have been significance tested to a 95% confidence level. This means we are 95% confident that the statements we are making are true.

Glossary

Household income: income bandings are designed to be representative of those that exist in Britain and are taken from the Family Resources Survey¹⁷.

Tenure: In this report, households are typically grouped into three broad categories known as tenures: owner occupiers, social renters and private renters. The tenure defines the conditions under which the home is occupied, whether it is owned or rented, and if rented, who the landlord is and on what financial and legal terms the let is agreed.

- **owner occupiers:** households in accommodation which they either own outright, are buying with a mortgage or as part of a shared ownership scheme.
- **social renters:** this category includes households renting from Local Authorities (including Arms' Length Management Organisations (ALMOs) and Housing Action Trusts) and Housing Associations, Local Housing Companies, co-operatives, charitable trusts and new town development corporations.
- **private renters:** this sector covers all other tenants, renting from a property company, an individual or private landlord, employer of a household member, a relative or friend of a household member, or another organisation.

¹⁷ See: <http://research.dwp.gov.uk/asd/frs>

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Ministry of Housing, Communities and Local Government
Fry Building
2 Marsham Street
London
SW1P 4DF
Telephone: 030 3444 0000
Email: ehs@communities.gov.uk

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