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Living Home Standard

2016 findings



Supported by



Introduction

An Ipsos MORI survey of nearly 2000 people in Britain revealed that 43% live in homes that fail to meet the Living Home Standard.

The Standard is made up of five dimensions – affordability, decent conditions, stability, space and neighbourhood. In order to pass each dimension, a home must meet certain essential attributes and a minimum number of tradeable ones.

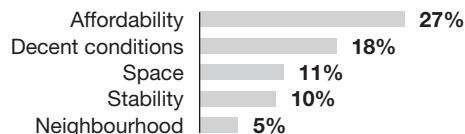
In this digest, we take a look at some of our key findings from the research, including how different regions fared and which groups are most affected.

Topline results

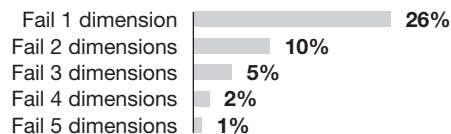
43%

of people in Britain live in homes that do not meet the Living Home Standard

REASON FOR FAILING:



NUMBER OF DIMENSIONS FAILED:



% who pass and fail each dimension:



Legend: % passing the dimension % failing the dimension

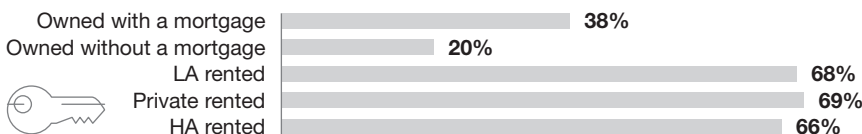
■ Affordability ■ Decent conditions ■ Space ■ Stability ■ Neighbourhood

Results based on 1,961 interviews conducted face-to-face in homes across Great Britain with adults aged 16+ between 19th August – 5th September 2016. Data are weighted to the profile of the population. References findings from the definition of the Living Home Standard. All research conducted by Ipsos MORI.

Who's most affected?

% WHO FAIL THE LIVING HOME STANDARD:

HOMEOWNERS FARE BETTER THAN RENTERS



1 in 4 private renters fail stability criteria

Private renters are more likely to fail on stability than any other tenure



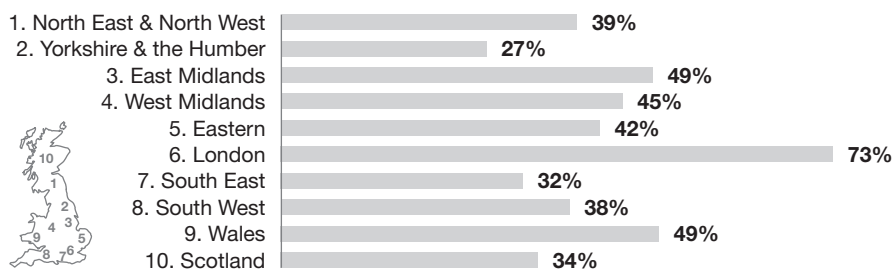
1 in 4 mortgage holders fail affordability criteria

Mortgage holders are less likely than renters to fail in all five dimensions

YOUNGER HOUSEHOLDS ARE MORE LIKELY TO FAIL



NATIONAL AND REGIONAL DIFFERENCES



OTHER KEY FINDINGS*

24%

can't meet rent/mortgage while also saving money for unexpected costs

23%

are worried the rent/mortgage may rise and become difficult to pay

20%

can't meet rent/mortgage without regularly missing out on social activities

18%

can't meet rent/mortgage without regularly cutting back on essentials like food/heating

13%

can't keep a pet in home/garden if wanted

11%

aren't free from outside noise which regularly disrupts sleep or daily activities

10%

can't reach workplace from home in one hour or less

10%

aren't free from mould or damp problems

9%

don't have enough control over how long can stay in the home

9%

can't make interior changes like decorating if wanted

Legend: ■ Affordability ■ Decent conditions ■ Space ■ Stability ■ Neighbourhood

*These cover both essential and tradeable attributes.

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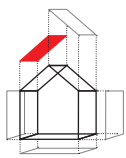
1 Affordability

73% PASS THE CRITERIA FOR AFFORDABILITY

27% FAIL THE CRITERIA FOR AFFORDABILITY



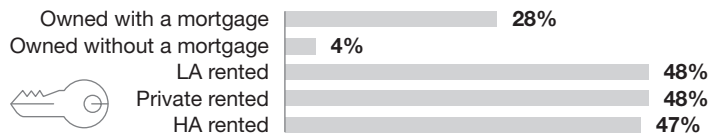
People are most likely to fail the Standard due to affordability. Worry that rent or mortgage payments would rise and become difficult to pay is the main reason households fail this dimension.



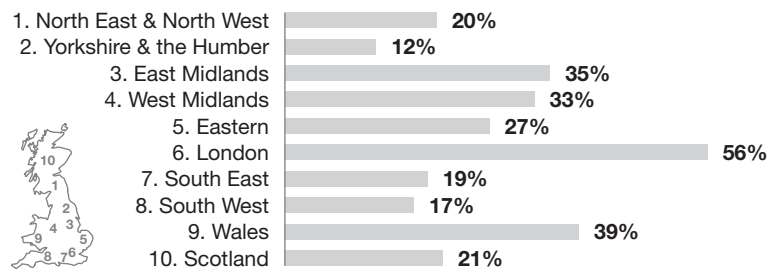
‘Aside from a home over their head, each person should be in a position to afford modest everyday experiences which add to their mental and physical wellbeing.’

% PEOPLE WHOSE HOMES FAIL CRITERIA FOR AFFORDABILITY BASED ON:

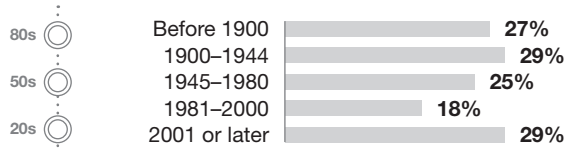
TENURE



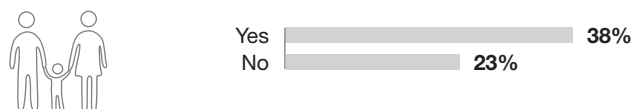
REGION



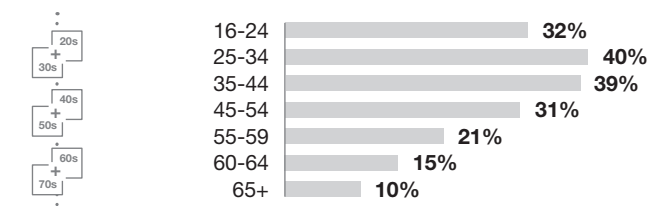
PROPERTY AGE



CHILDREN IN HOUSEHOLD



AGE OF HOUSEHOLDER



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2 Decent conditions

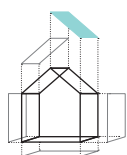
82% PASS THE CRITERIA FOR DECENT CONDITIONS



18% FAIL THE CRITERIA FOR DECENT CONDITIONS



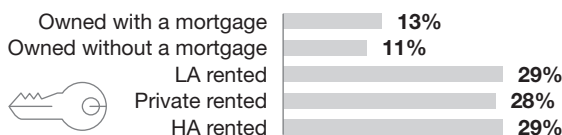
Renters are over twice as likely as homeowners to fail the criteria for decent conditions. 1 in 10 people live in homes with mould or damp problems that cause them to fail the Standard.



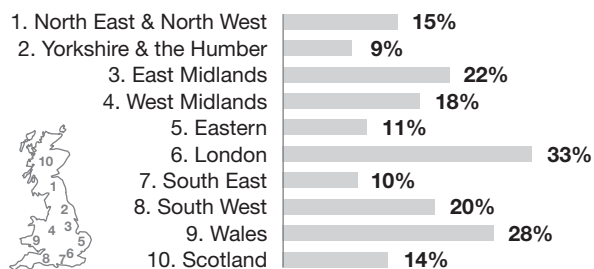
'It's an embarrassment. I can't see the mould but the smell of it is so strong that I know this is what's affecting my children's health.'

% PEOPLE WHOSE HOMES FAIL CRITERIA FOR DECENT CONDITIONS BASED ON:

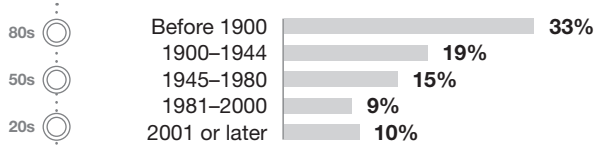
TENURE



REGION



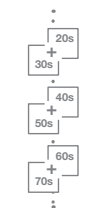
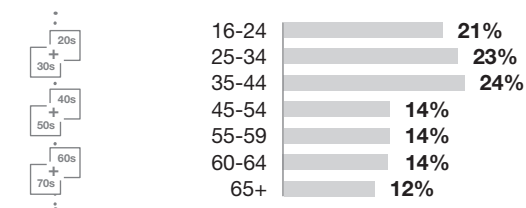
PROPERTY AGE



CHILDREN IN HOUSEHOLD



AGE OF HOUSEHOLDER



3 Space

89% PASS THE CRITERIA FOR SPACE

11% FAIL THE CRITERIA FOR SPACE



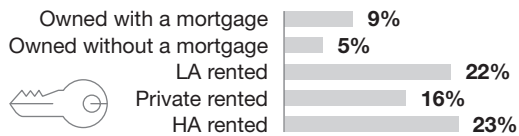
A lack of space is a particular problem in London, where 1 in 4 people fail this dimension. Across Britain, we also saw over 1 in 5 social renters fail to meet the criteria for space.



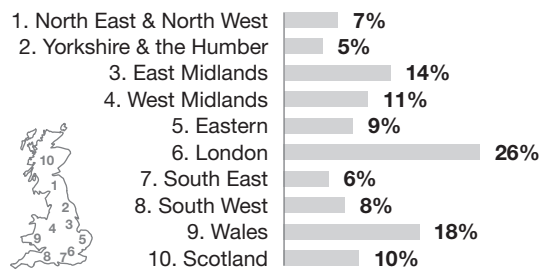
'Home means peace of mind, away from everything, on my own, away from problems of noise, away from work and confusions.'

% PEOPLE WHOSE HOMES FAIL CRITERIA FOR SPACE BASED ON:

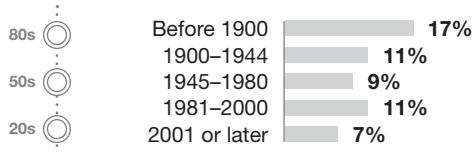
TENURE



REGION



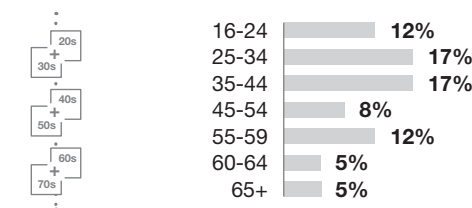
PROPERTY AGE



CHILDREN IN HOUSEHOLD



AGE OF HOUSEHOLDER



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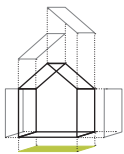
4 Stability

90% PASS THE CRITERIA FOR STABILITY

10% FAIL THE CRITERIA FOR STABILITY



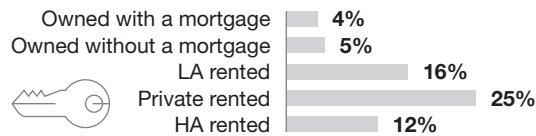
1 in 4 private renters do not meet the stability dimension of the standard, with the majority failing because they feel that they don't have enough control over how long they can stay in their home.



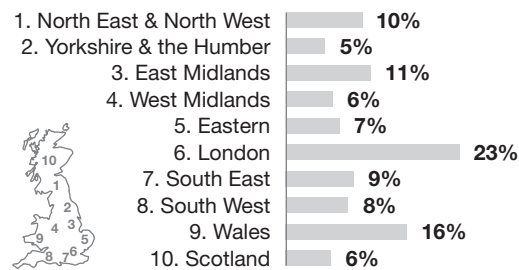
'I don't feel safe because at some point someone can turn around and take that away.'

% PEOPLE WHOSE HOMES FAIL CRITERIA FOR STABILITY BASED ON:

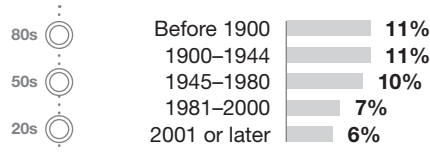
TENURE



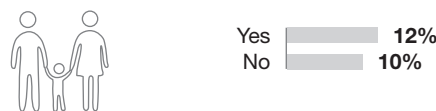
REGION



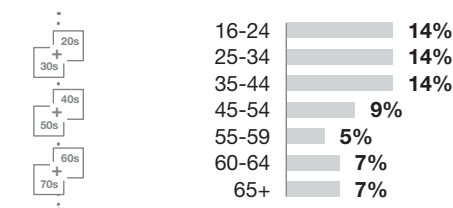
PROPERTY AGE



CHILDREN IN HOUSEHOLD



AGE OF HOUSEHOLDER



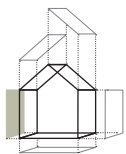
Results based on 1,961 interviews conducted face-to-face in homes across Great Britain with adults aged 16+ between 19th August – 5th September 2016. Data are weighted to the profile of the population. Research conducted by Ipsos MORI. Quotes from qualitative research by Ipsos MORI.

5 Neighbourhood

95% PASS THE CRITERIA FOR NEIGHBOURHOOD 

5% FAIL THE CRITERIA FOR NEIGHBOURHOOD 

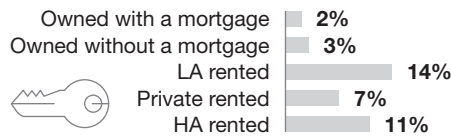
The public felt that feeling reasonably safe and secure in the local neighbourhood is the most important attribute in this dimension, and one that over 95% of people say they meet.



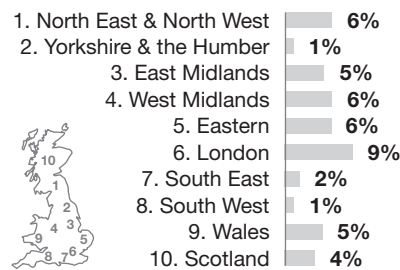
'When I first had my house with my kids, it was near my parents. I deliberately wanted them near so they could help, but now I'm older and they are older so I don't need to rely on them.'

% PEOPLE WHOSE HOMES FAIL CRITERIA FOR NEIGHBOURHOOD BASED ON:

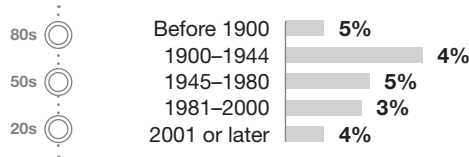
TENURE



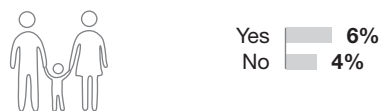
REGION



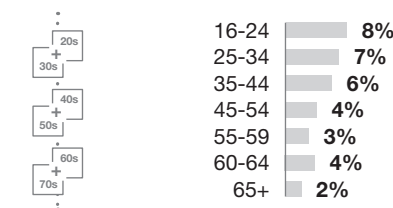
PROPERTY AGE



CHILDREN IN HOUSEHOLD



AGE OF HOUSEHOLDER

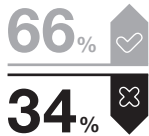


National differences

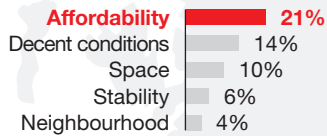
% of people passing and failing the Living Home Standard across Britain:

Scotland

OVERALL

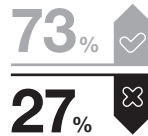


WHERE HOMES FAILED

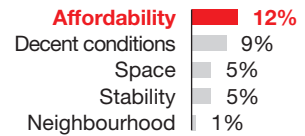


Yorkshire & the Humber

OVERALL

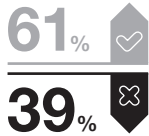


WHERE HOMES FAILED

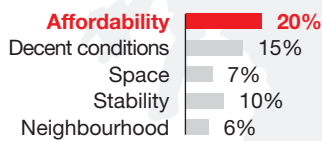


North East & North West

OVERALL

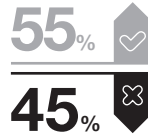


WHERE HOMES FAILED

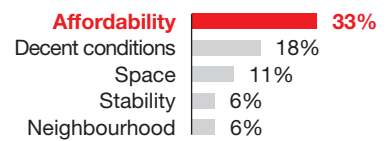


West Midlands

OVERALL

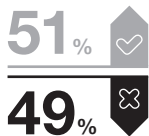


WHERE HOMES FAILED

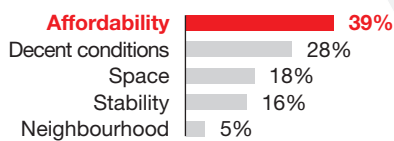


Wales

OVERALL

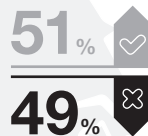


WHERE HOMES FAILED

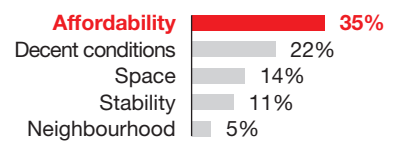


East Midlands

OVERALL

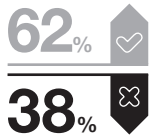


WHERE HOMES FAILED

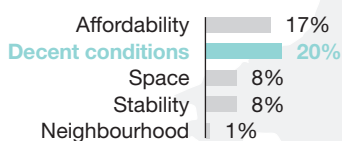


South West

OVERALL

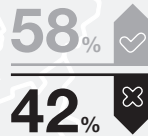


WHERE HOMES FAILED

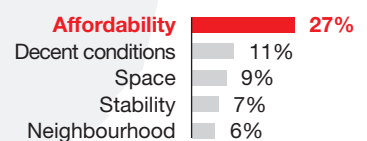


Eastern

OVERALL

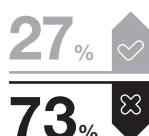


WHERE HOMES FAILED

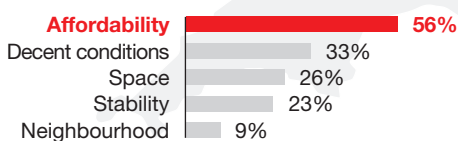


London

OVERALL

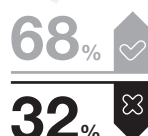


WHERE HOMES FAILED

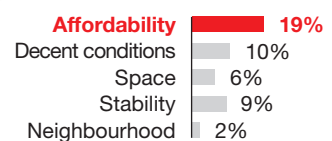


South East

OVERALL



WHERE HOMES FAILED



Legend: % passing the dimension % failing the dimension

■ Affordability ■ Decent conditions ■ Space ■ Stability ■ Neighbourhood

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