

Joint RE / UKRPPG meeting

5 Nov 2018
CLA, London



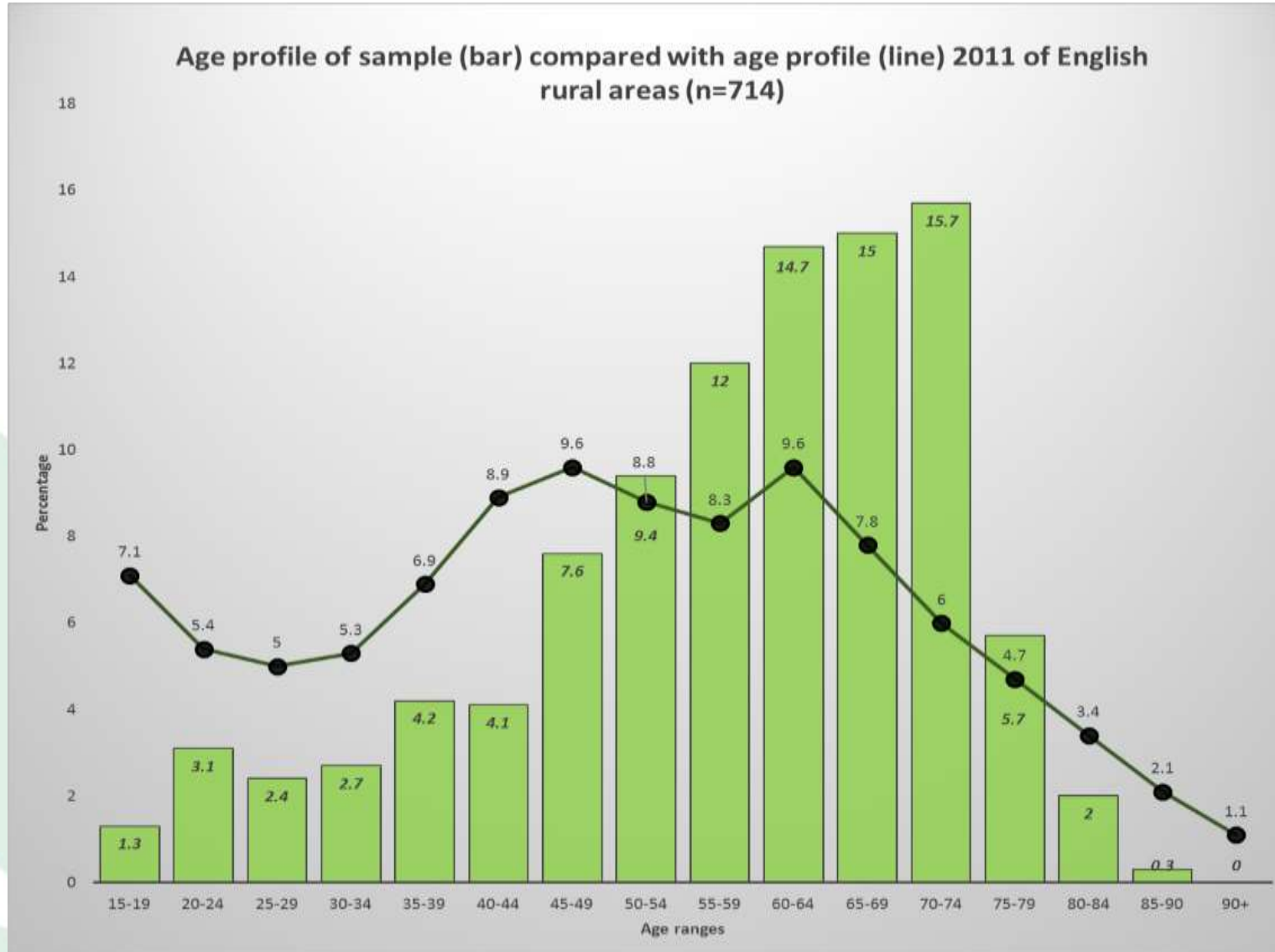
Rural Housing Survey

1st Draft of findings and discussion –
early glimpses provided by Matt Reed and Nick Lewis
For RE/UKRRPG meeting, 5 November

Number of participants & survey

- 887 completed responses
- Removing the 'urban/peri-urban (by postcode) – 714 respondents
- Self-selecting (they responded to an online survey)
- Tend to be older, and more women than men
- Tend to be financially secure, home owners
- See distinct generational differences in perspective
- Small overall sample, but mainly statistically robust findings

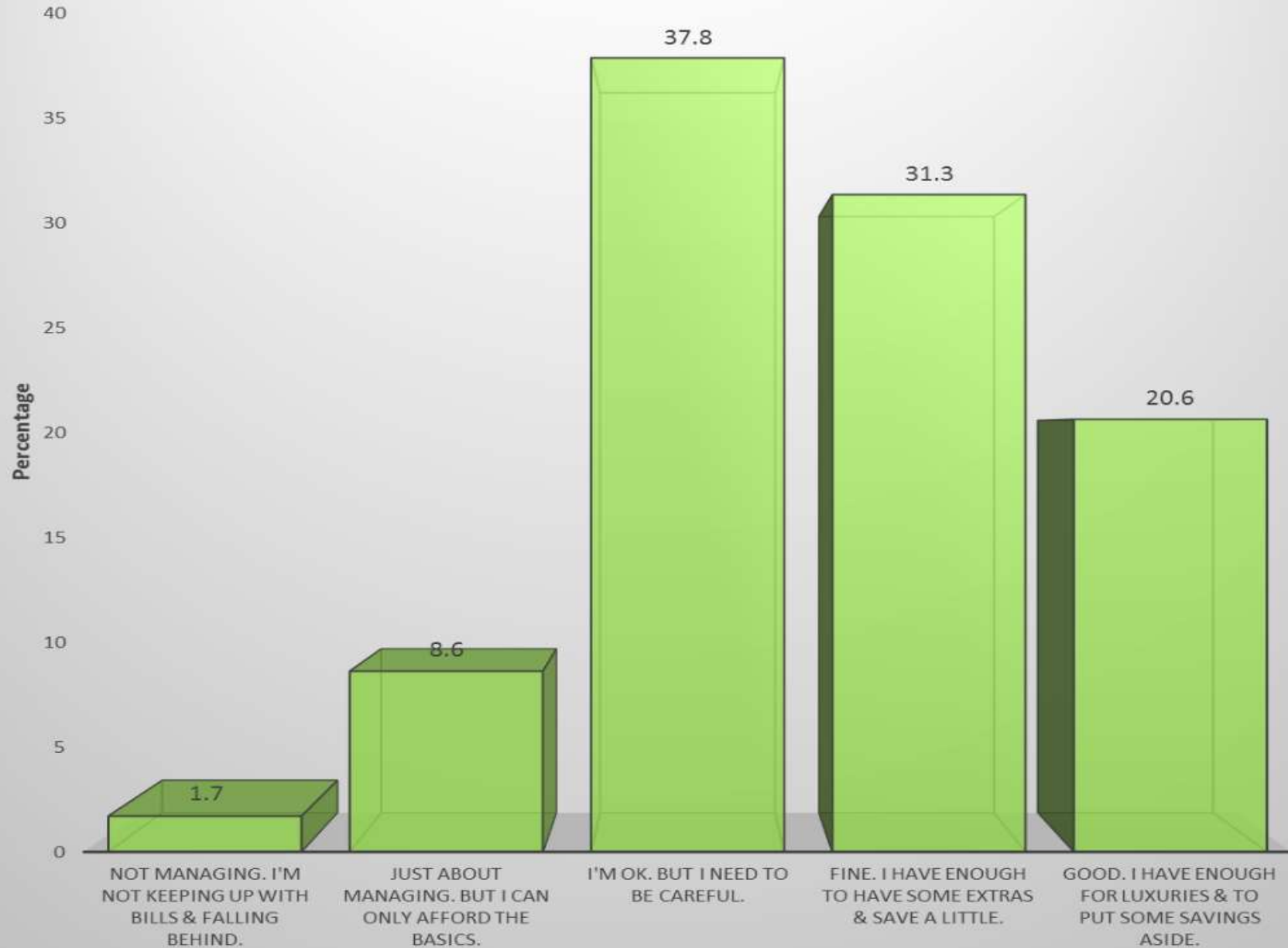
Age profile of respondents



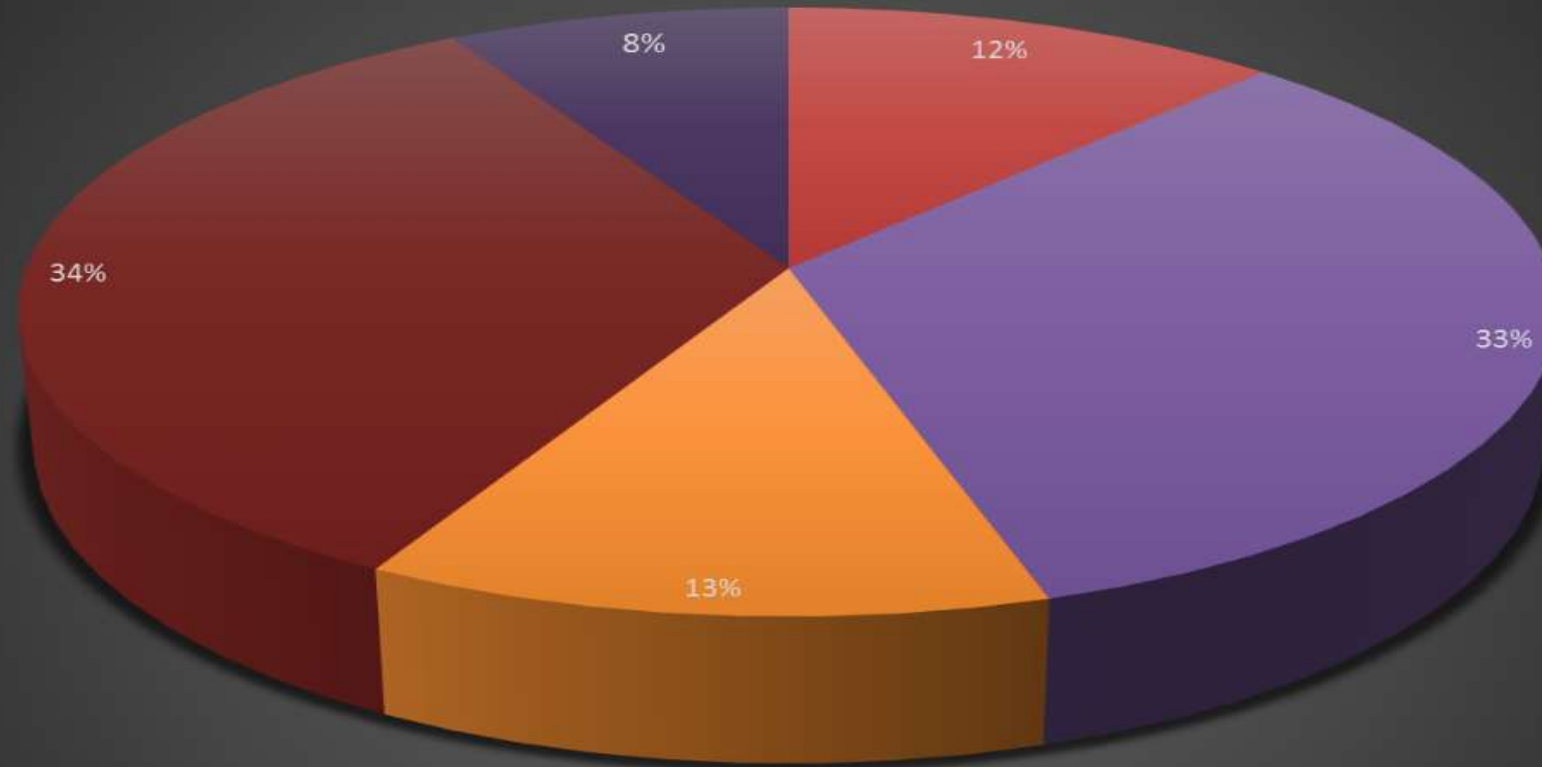
Housing situation

Which of these statements best describes your housing situation?	% of responses
I/we own our home outright	59
I/we are paying off a mortgage	24.5
I/we rent our home	11.5
I/we are sharing a house with family/friends	3.2
I/we are renting a room in a shared house	0.3
Other	1.4

How would you describe your finances? (n=714)



Your perspective on housing developments in your area



■ I'm not aware of any developments in my area

■ Developments threaten the rural character of where I live

■ Development is inevitable

■ Some developments where I live are needed

■ Development is welcome and will bring benefits

Perspective on housing developments

Your perspective on housing developments	Age range of respondent				Total
	15-34	35-54	55-74	>74	
I'm not aware of any developments in my area	11.9%	14.4%	10.5%	15.8%	12%
Developments threaten the rural character of where I live	40.3%	33.9%	32%	31.6%	33.2%
Development is inevitable	13.4%	11.1%	12.7%	15.8%	12.6%
Some developments where I live are needed	22.4%	32.8%	36.3%	33.3%	33.9%
Development is welcome and will bring benefits	11.9%	7.8%	8.5%	3.5%	8.3%

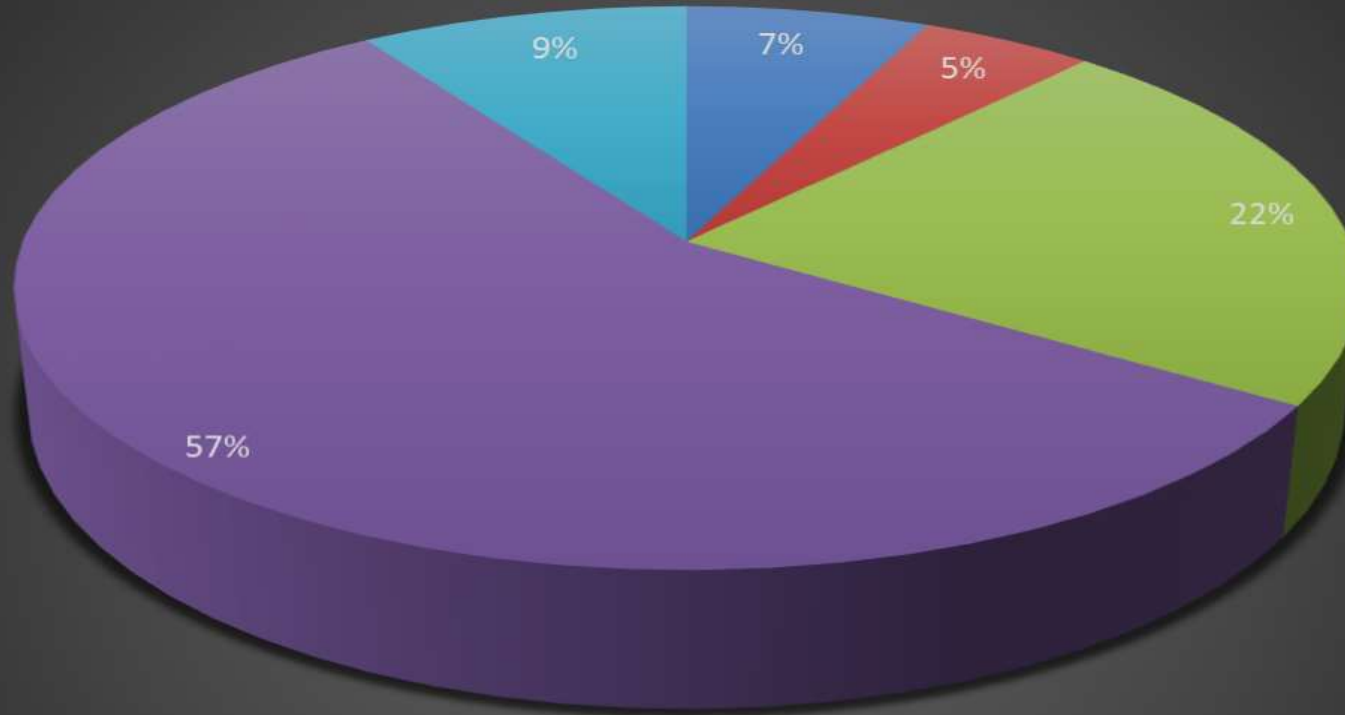
Most important feature that new housing developments should be designed to address, in your community	% of responses
Affordable housing	38%
Housing for local people	35%
Housing for young families	16%
Social housing	7%
Housing for older people	5%

The best solution to the present problems with housing	% of responses
Prioritising housing for local people	32.1
Encourage small, local house building companies	17.2
Building more houses	14.0
Setting rent controls on private rental properties	11.1
Charging higher council tax for second homes	10.2
Giving younger people a lump sum for a mortgage deposit	7.0
There is no housing problem	3.8
Providing 'linked' mortgages for families	2.7
Making private landlords pay more in tax	2.0

The best solution to the present problems with housing	% of responses
Prioritising housing for local people	32
Encourage small, local house building companies	17
Building more houses	14
Setting rent controls on private rental properties	11
Charging higher council tax for second homes	10
Giving younger people a lump sum for a mortgage deposit	7
There is no housing problem	4
Providing 'linked' mortgages for families	3
Making private landlords pay more in tax	2

The best solution to the present problems with housing	Age range of respondent				Total
	15-34	35-54	55-74	>74	
Prioritising housing for local people	25.4%	31.1%	33.9%	29.8%	32.1%
Encourage small, local house building companies	13.4%	17.8%	15.9%	29.8%	17.2%
Building more houses	9%	11.7%	15.1%	19.3%	14%
Setting rent controls on private rental properties	11.9%	13.3%	11.2%	1.8%	11.1%
Charging higher council tax for second homes	7.5%	10.6%	10.5%	10.5%	10.2%
Giving younger people a lump sum for a mortgage deposit	23.9%	6.7%	4.9%	3.5%	7%
There is no housing problem	4.5%	2.8%	4.4%	1.8%	3.8%
Providing 'linked' mortgages for families	1.5%	4.4%	2.2%	1.8%	2.7%
Making private landlords pay more in tax	3%	1.7%	2%	1.8%	2%

Generation gap - which of the following statements do you most agree with?



- There is no generation gap, younger AND older people have the same opportunities.
- There is a generation gap, YOUNGER people have more opportunities.
- There is a generation gap, OLDER people have more opportunities.
- Talking about generations is not a helpful way to talk about opportunities
- I have not heard about this discussion.

Recent discussions have focused on a 'generation gap', which of the following statements do you most agree with?	Age range of respondent				Total
	15-34	35-54	55-74	>74	
There is no generation gap, younger AND older people have the same opportunities.	6%	5%	8%	5.3%	6.9%
There is a generation gap, YOUNGER people have more opportunities.	9%	4.4%	4.4%	5.3%	4.9%
There is a generation gap, OLDER people have more opportunities.	46.3%	23.9%	19.3%	12.3%	22.4%
Talking about generations is not a helpful way to talk about opportunities	28.4%	57.2%	59.5%	66.7%	56.6%
I have not heard about this discussion.	10.4%	9.4%	8.8%	10.5%	9.2%

Next steps

- Report in draft/incomplete, analysis ongoing
- BBC Countryfile interest – aiming to complete headline points by end November for a short report
- Rich material - coding to analyse discourses
- Fuller analysis by early January

