

# Initial analysis of young people's housing priorities and aspirations

**April 2023**

*Fieldwork Dates 12/04 - 15/04*

## Executive Summary

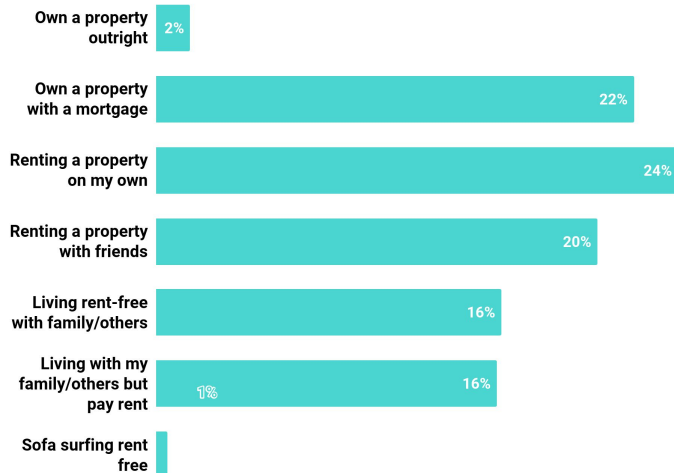
- | **Fewer than 25% of 18-35 year olds in England own their own home with 46% renting and 32% living with relatives.**
  - | On average, under 35s tend to report similar levels of concern about the availability of housing, but evidence from Stack's poll indicates that renters tend to be more concerned than those living with relatives.
- | **Most people who don't currently own a home want to own at some point in the future, but most are not actively looking to buy**
  - | Most under 35s who don't *want* to own a home report being discouraged by their ability to afford a house and a reluctance to take on the high levels of debt involved with purchasing a home, although a significant minority (18%) say the main reason they don't want to buy is to protect their freedom to move.
- | **Similar themes emerge at both the personal and national levels when respondents were asked about barriers to home ownership**
  - | At the personal level young people report difficulties saving for a deposit and high house prices while at the national level a lack of financial support from the Government and inflexible banking arrangements are blamed. Stack's poll shows that house building and the availability of houses are not seen as the key barriers to home owning by a significant share of respondents.
- | **Young people report considerable impacts of the current housing situation on their mental health**
  - | 54% of young women say that their ability to buy a home has had an impact on their mental health similarly more than half of those who rent on their own and people who live with relatives rent-free report an impact on mental health. Likely connected to this a majority (58%) of renters say they are concerned about the security of their tenancy.
- | **Committing to make housing more affordable for young people would make more than 60% of young people more likely to vote**
  - | This is consistent for both local and general elections and holds for voters of each main party.
- | **Almost half (48%) of young people think the Labour party would manage housing policy best, compared to the Conservatives (14%); the only group who support the Conservatives over Labour on this issue are Conservative voters**
  - | Around half of renters and those who live with family also support the Labour party over the Conservatives on this issue. Even Conservative voters are relatively unsupportive of the party on this issue with only 65% of respondents who say they would vote for the Conservatives saying they are best placed to handle housing compared to 82% of Labour voters supporting Labour.
- | **Either main party committing to improve home ownership prospects for young people would motivate a significant share of young voters**
  - | This issue has major cross-over appeal with 66% of Conservative voters indicating they would be more likely to vote Labour, were Labour to adopt a drive for more affordable housing for young people as a policy while 41% of Labour voters would be more likely to vote Conservatives if the Conservatives adopted this policy. Interestingly around a third of non-voters said that a change in housing policy would make them more likely to support either party.



# Renters are more concerned about the availability of homes than those living with family

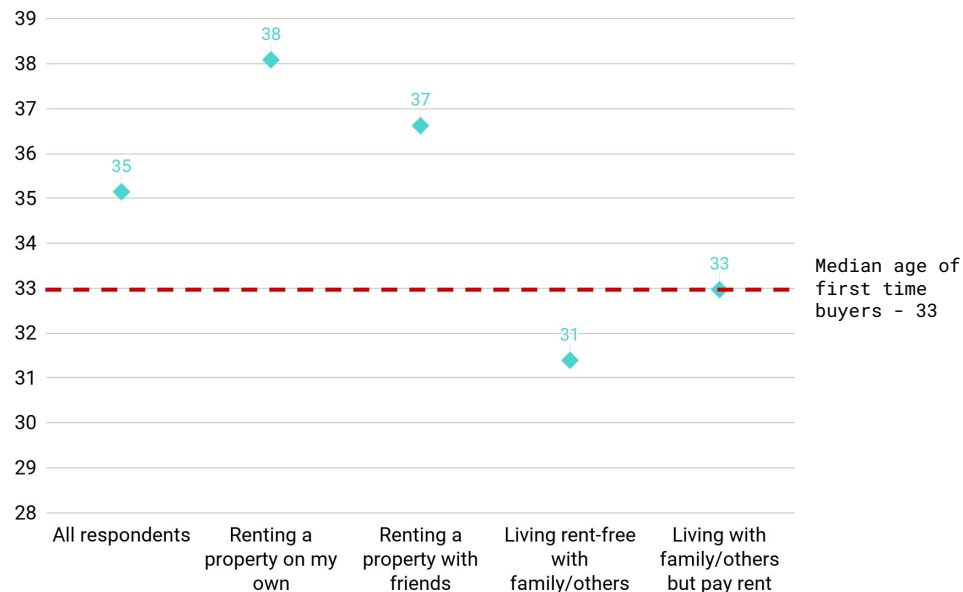
Fieldwork Dates 12/04 - 15/04, Sample 1,885 UK Nat Rep

Which best describes your current living situation?



At what age do you think you will be able to own your own home?

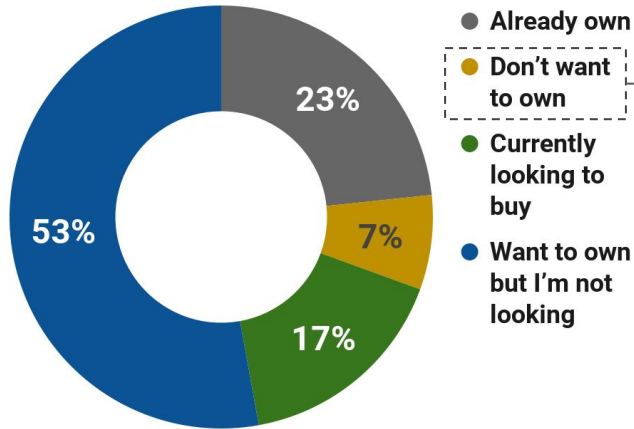
n = 1271



# Most young people want to be homeowners, and those that don't have been put off by affordability concerns

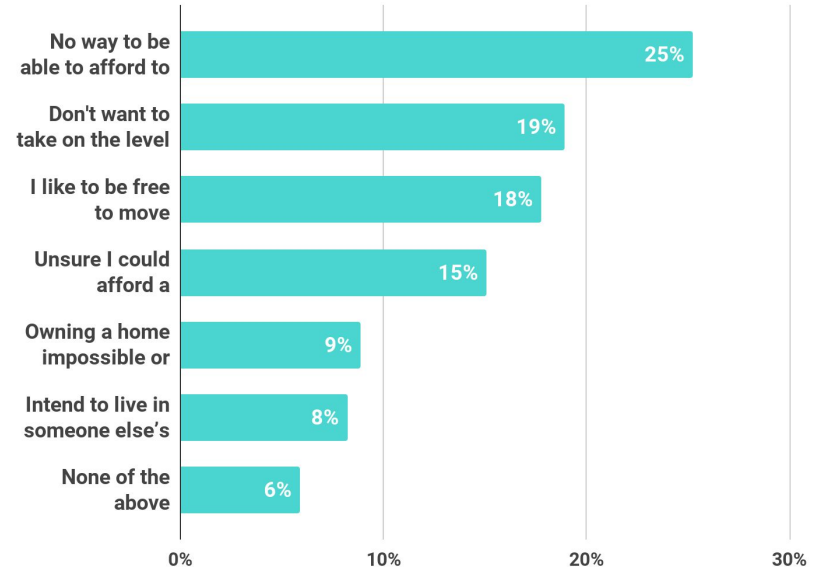
Which of the following best describes your future plans when it comes to housing?

n = 1885



What would you say are the main reasons why you do not want to own a property?

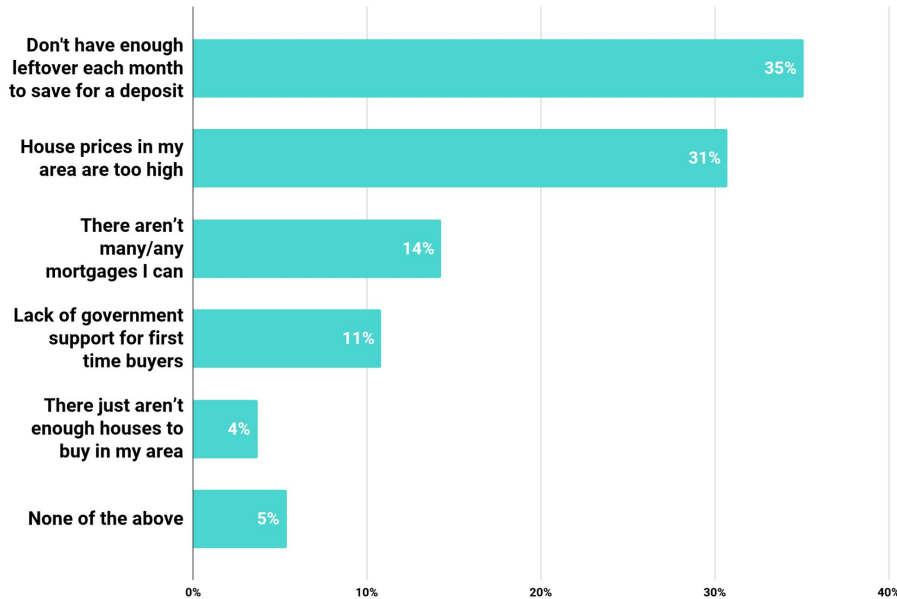
n = 136



# Financial woes and house prices are seen as the key barriers to home ownership

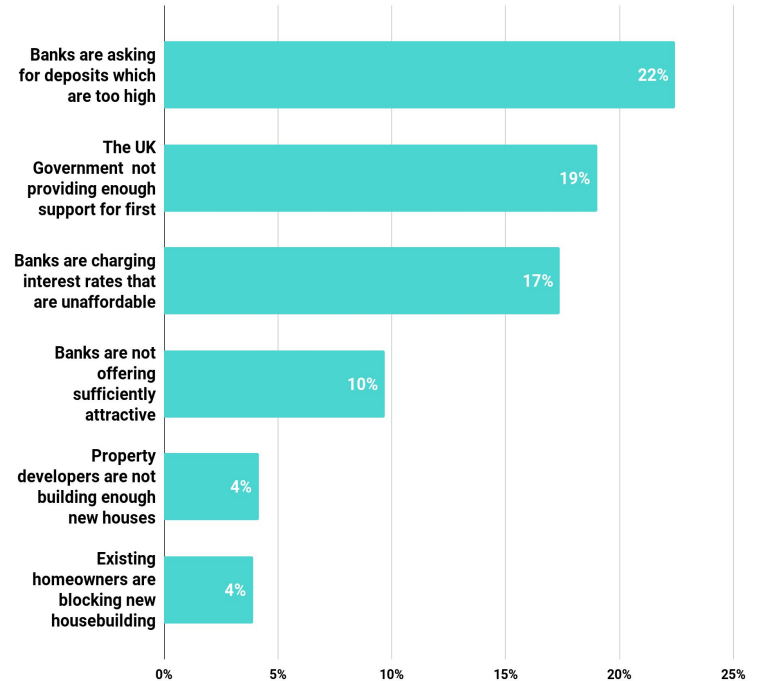
What would you say are the main current barriers preventing you from buying a property?

n = 1389



Which of the following would you say are the main barrier to home ownership in England?

n = 1389

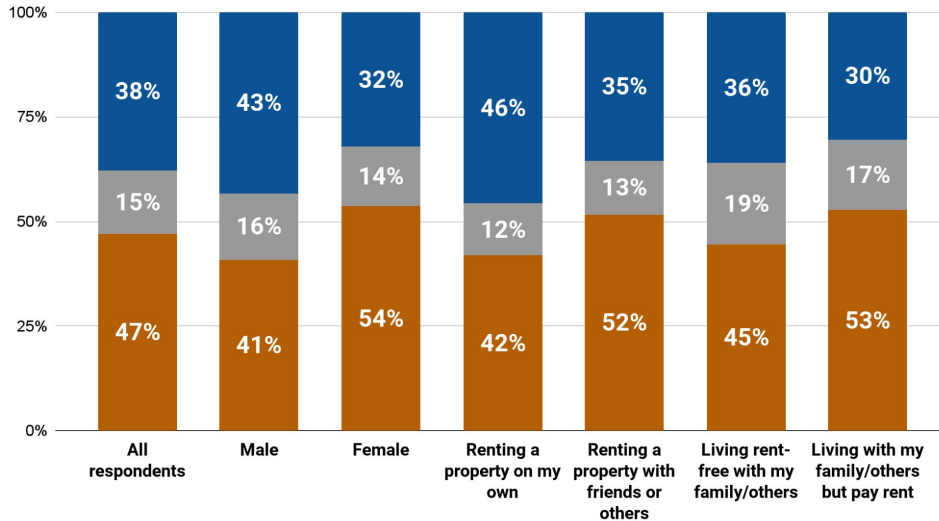


# Trying to get on the housing ladder is affecting the mental health of more than half of young women

Whether (or when) I'm able to buy a home...

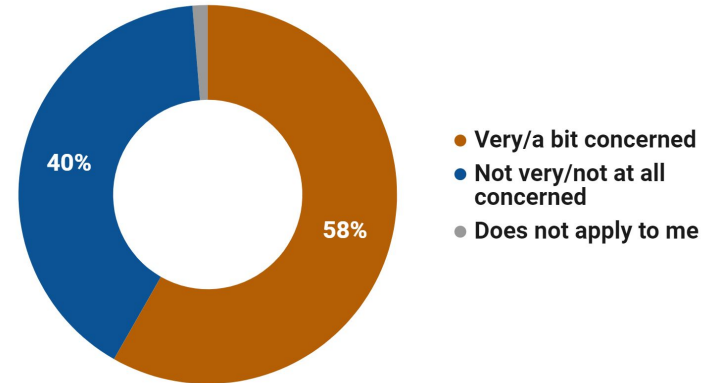
n = 1445

■ is NOT affecting my mental health ■ Don't know ■ is affecting my mental health



How concerned are you, if at all, about tenancy security?

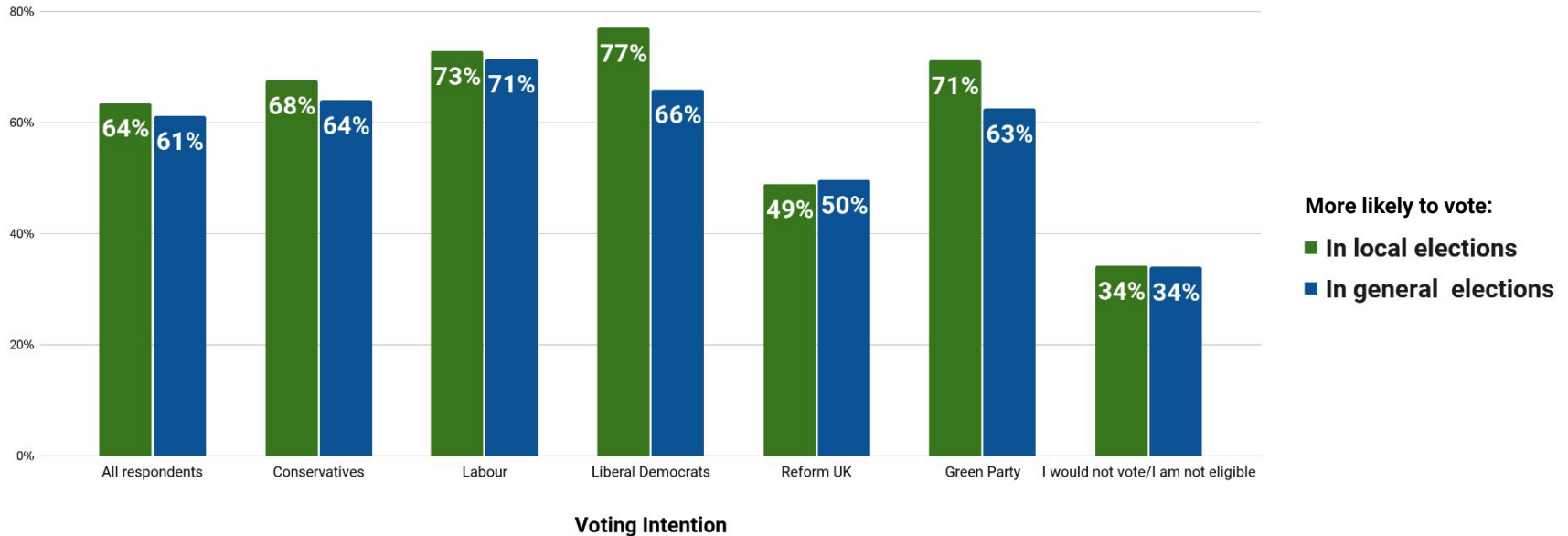
n = 827



# Affordable homes for young people is a 'turnout issue' at both local and national elections



Do you think you would be more or less likely to vote, if one or more parties committed to help make housing more affordable to young people and enable them to achieve home ownership?

n = 1445



# Labour are far more trusted on housing policy

Which political party do you think would be best for managing housing policy?

	Base		
All respondents	1,885	49%	13%
Renting a property on my own	449	51%	17%
Renting a property with friends or others	379	51%	12%
Living rent-free with my family, relative(s) or others	297	48%	9%
Living with my family, relative(s) or others but pay some rent to them	293	47%	9%
Intending to vote Labour	861	82%	3%
Intending to vote Conservative	253	12%	65%



# Better housing policy for the young has significant cross-over appeal especially for Labour

Would you be more or less likely to vote for the... party at the next General Election if it committed to help make housing more affordable to young people and enable them to achieve home ownership? n = 1885

