

Public Attitudes Housing Survey

14 November 2011

About the survey

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The Grainger Public Attitudes Survey was conducted by Brunswick Research between 7th and 9th October 2011. It examined respondents' views on the state of the housing market, their attitudes to renting and ways in which renting could be improved.

The survey of a representative sample of 2220 members of the general public was conducted online, with respondents recruited from a market research panel.

The initial sample of 2000 respondents included 847 renters, of whom 280 were private renters. An additional 220 private renters were also surveyed, to increase the total number of private renters to 500. The 220 additional renters were added to the initial sample of 2000 people, giving a total sample of 2220 respondents. To ensure the data remained representative of Britain as a whole, the total sample was weighted to reflect Britain's demographic profile.

BRUNSWICK

RESEARCH



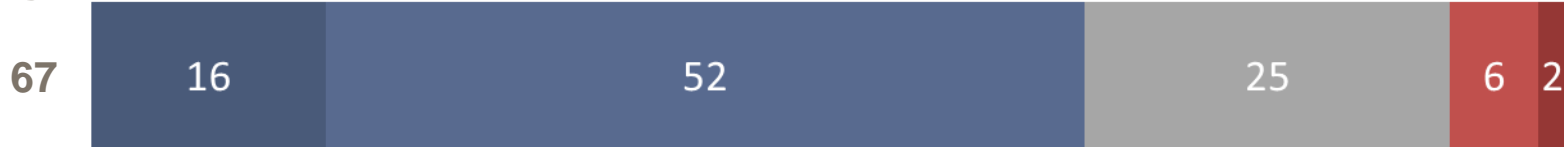
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PERCEIVED SIGNIFICANT SHIFT IN BEHAVIOUR

Increase in the number of renters is considered part of a long term trend, and signifies a fundamental change in the British housing market

Total agree

“Times have changed – long term renting is becoming an increasingly common choice for many people in Britain, just like it is in other European countries”



■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree; or Don't know ■ Tend to disagree ■ Strongly disagree

“In 15 years’ time, there will be more people in the UK renting their homes than there will be homeowners”

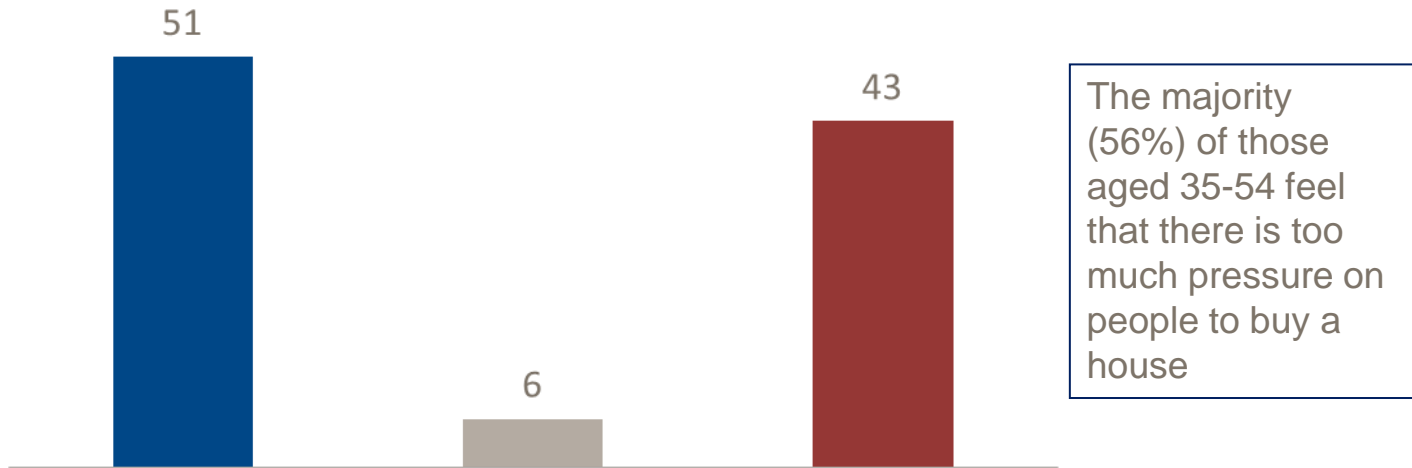


Q. To what extent do you agree with these statements? Base: All respondents, 2220



SIGNS THAT DEEP-SEATED ATTITUDES TO RENTING AND OWNING ARE ALSO BEGINNING TO CHANGE

Half the population believe that there is still too much pressure on people to buy a home



There is too much pressure put on people to buy a house - people should be careful not to rush into buying a home too quickly

Don't know/can't answer

People should try to get on the housing ladder as quickly as possible - owning a home is something everyone should aspire to

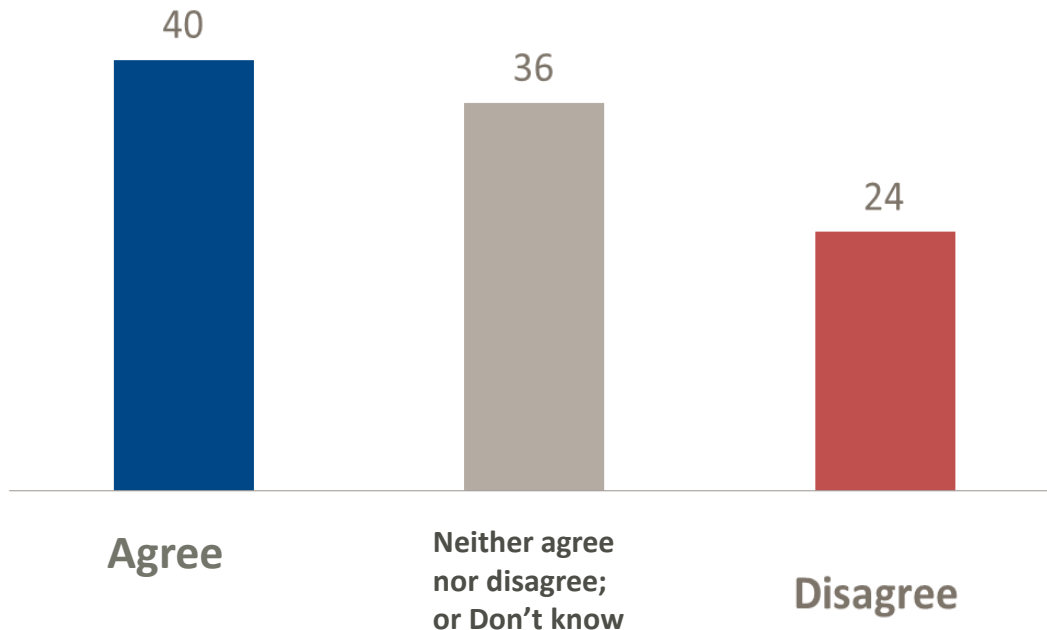
Q. Which of these statements comes closest to your view? Base: All respondents, 2220



RENTING IS WIDELY SEEN AS A RUNG ON THE PROPERTY LADDER

Young people in particular now consider renting as a step towards home ownership. For many, it is seen as the only way they can move out from their parents' homes

“Moving into a rented home is an important first step on the housing ladder”



- Half (48%) of 18-34 year olds see renting as an important first step

Q. To what extent do you agree with these statements? Base: All respondents, 2220



ASPIRATIONS DO NOT MATCH THE REALITY

Owning a home is overwhelmingly considered to be something to aspire to, but only a third believe opportunities for first time buyers are set to improve in the near future

Total agree

“Owning your own home is always something to aspire to”

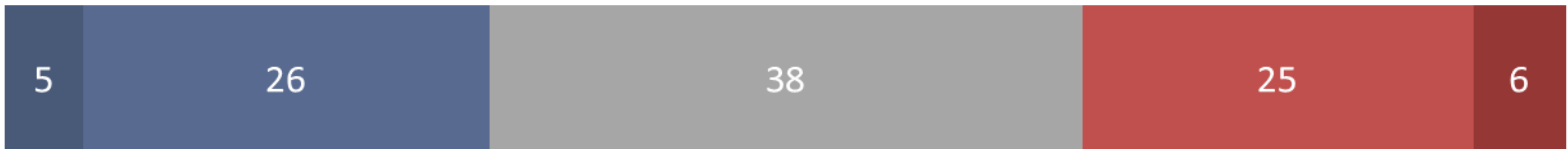
74



■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree; or Don't know ■ Tend to disagree ■ Strongly disagree

“Opportunities for first time home buyers will improve over the next few years”

31



Q. To what extent do you agree with these statements? Base: All respondents, 2220

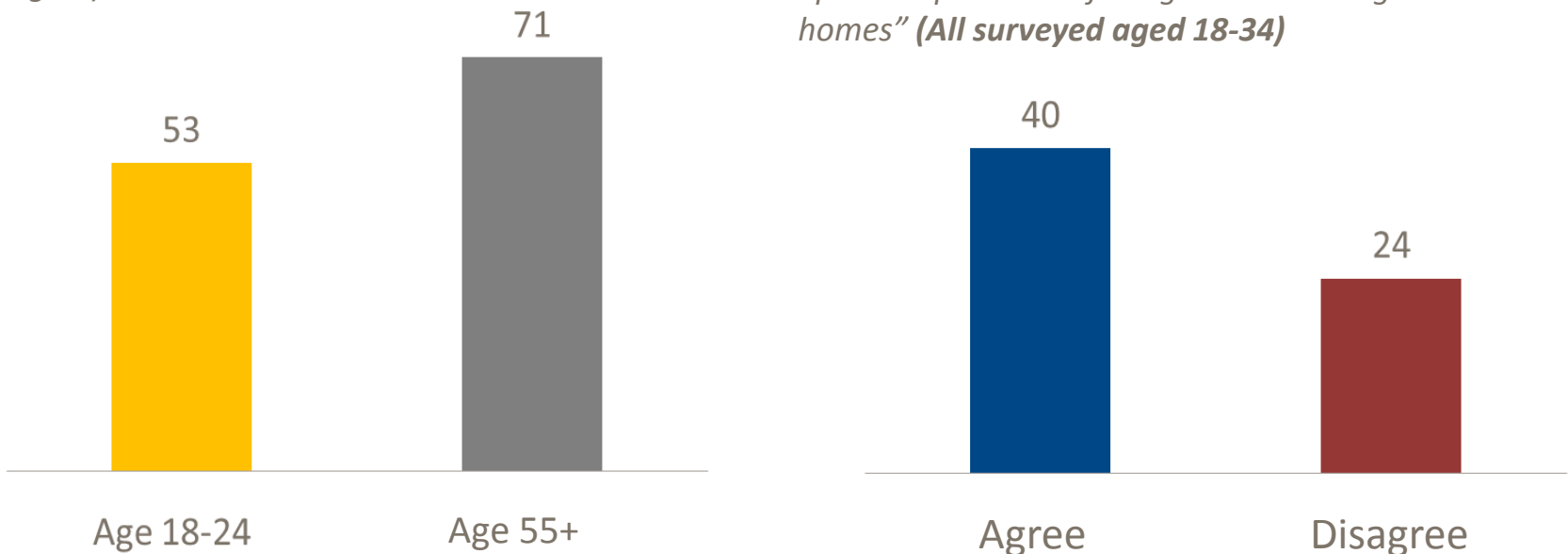


THESE ISSUES DIVIDE THE GENERATIONS

Older people are significantly more likely than younger to say renting is just as important today as it was quarter of a century ago; many younger people blame older generations for the number of struggling first-time buyers

“Owning your own home is just as important today as it was 25 years ago” (All those who agree)

“Young people struggling to get onto the property ladder are right to blame older generations for pushing up house prices and failing to build enough new homes” (All surveyed aged 18-34)



Q. To what extent do you agree with these statements? Base: 18-24, 152; 55+, 854; 18-24, 152



Kurt Mueller
kmueller@graingerplc.co.uk
+44 (0) 207 795 4700