



HOUSING THE
POWERHOUSE

PRESS RELEASE: IMMEDIATE

Major opinion survey uncovers housing attitudes in Greater Manchester

Following Local Government Secretary Sajid Javid labelling the shortage of homes an 'inter-generational betrayal', a major opinion survey by leading pollster Ipsos MORI finds that young people in Greater Manchester fear that their housing aspirations are out of reach.

The original piece of research was commissioned by the Housing the Powerhouse Group to dig into attitudes towards housing amongst Greater Manchester residents. The aim of the survey was to understand the types of properties people live in, their housing aspirations and their means for climbing the housing ladder.

Key findings from the research include:

- Respondents to the survey recognise that there is a housing crisis;
 - 83% agree that it will be harder for young people to get the home they want;
 - 52% know someone who is struggling to get on the housing ladder;
 - 60% agree that unless we build more homes we will never resolve the housing crisis;
 - 52% agree that more homes are needed in their local area to meet demand.
- Home ownership remains an aspiration for people overall and for young people in particular, with 84% of 25-34-year olds agreeing that owning a home is important to them.
- The vast majority of GM residents responding to the survey aspire ultimately to own a home in a suburb (80%) and agree that it is important to them to have a home with a private garden (84%) and a private garage or driveway (68%).
- The overwhelming majority of GM residents surveyed want to live in the suburbs rather than in the City Centre, with 8% wanting to live in an apartment in the City. Young people aged 18-24 are most likely to want to live in the City (22%), showing that demand for city is much stronger in younger age groups.

- Responses to the survey indicate a broad desire to move away from renting and towards home ownership, but that this may be blocked by affordability issues. One third of respondents are looking to move home in the next five years, with this figure the highest in Manchester, Salford and Oldham. However, 30% of aspiring movers are not confident of being able to buy a home, a figure that rises to 44% amongst 18-24-year olds.
- There is net support for Green Belt release where this will result in additional investment to develop wider infrastructure and services in communities.

James Stevens of the Homes Builders Federation, speaking on behalf of the Housing the Powerhouse campaign said:

“The poll confirms that home ownership is an important, cross-generational aspiration, but in particular for young people in Greater Manchester. Moreover, like generations before them, younger people dream of owning a traditional home in the suburbs. Yet at the same time, there is widespread pessimism about their prospects of owning a home.

“The challenge for authors of the GMSF is to deliver enough land, in the right places, to build the homes that will allow young people in Greater Manchester to achieve their housing aspirations.”

The survey results also show net support amongst Greater Manchester residents for Green Belt release where it results in better infrastructure and services for the community. This suggests that public reaction to the GMSF will be warmer where people understand the link between delivering new housing and getting better roads, schools and other services. Investment in new housing delivers money for local infrastructure through various channels, including private planning contribution such as Section 106, government funding to support housing growth and additional local authority revenues through Council Tax and New Homes Bonus.

ENDS

Notes to Editor

- Ipsos MORI North surveyed 2000 adults (aged 18+) in the 10 local authority areas of Greater Manchester between 26 May and 4 June 2017
- Local resident spokespersons from across GM can be provided for interview or comment on request.
- For images and further background, please contact Lexington Communications on 0161 711 0300 or email rob.loughenbury@lexcomm.co.uk.

For the full data please visit:

<http://www.housingthepowerhouse.com/downloads/Housing%20the%20Powerhouse%20-%20IPSOS%20Mori%20Opinion%20Poll%20Data%20Tables.pdf>

For further information regarding the data tables/or mechanics of the opinion poll, please contact: Matthew Bristow, Ipsos MORI on 0161 826 9421 or matthew.bristow@ipsos.com.

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Housing the Powerhouse

Housing the Powerhouse (HtP) is a campaign group that pulls together leading house builders, developers and promoters in Greater Manchester, along with the GM Chamber of Commerce and the Home Builders Federation. HtP supports the GMSF and thinks that the Draft GMSF is a positive step in the right direction. The campaign also thinks it could be more ambitious and an even better tool for unlocking economic and social growth and wellbeing.

More information can be found here: www.housingthepowerhouse.com.