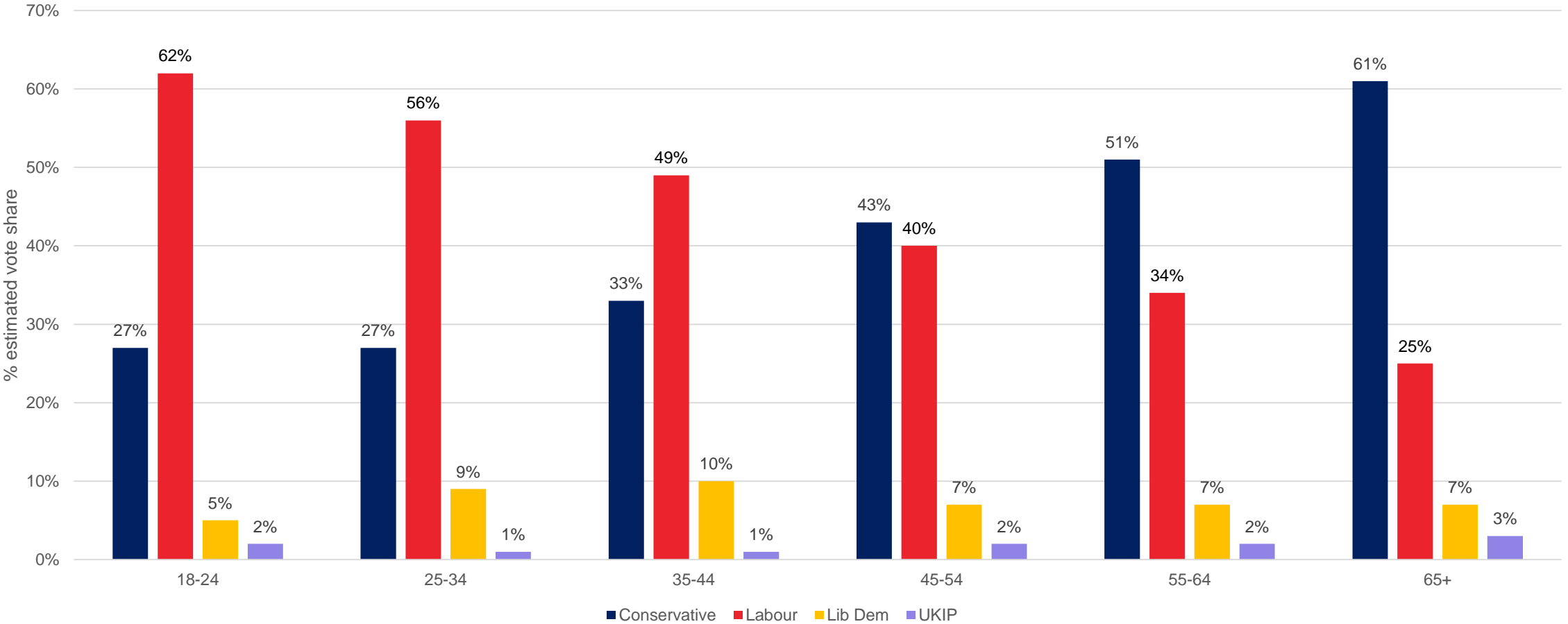


# **The rising electoral salience of young renters**

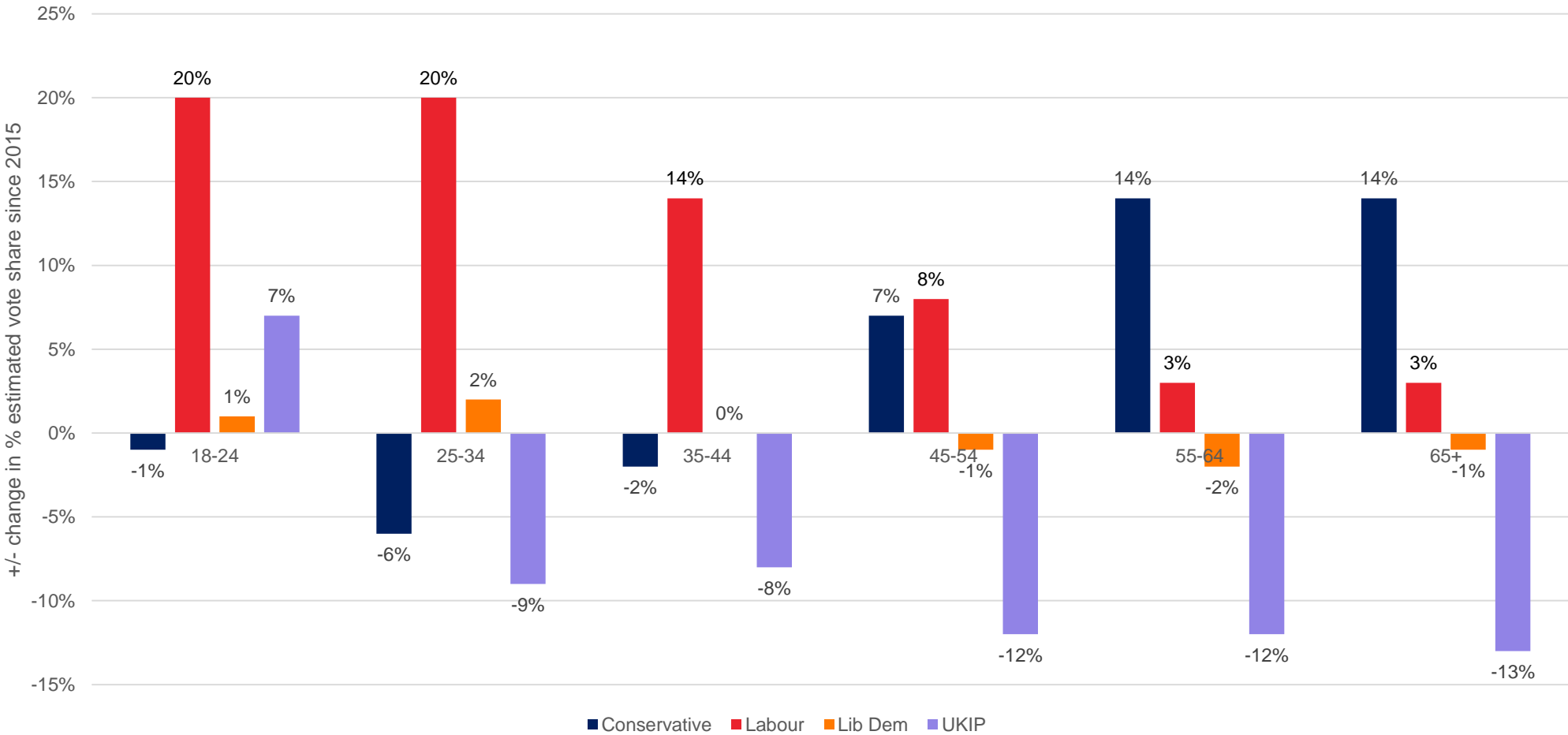
# At the 2017 General Election, voters under 44 favoured Labour over the Conservatives



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor

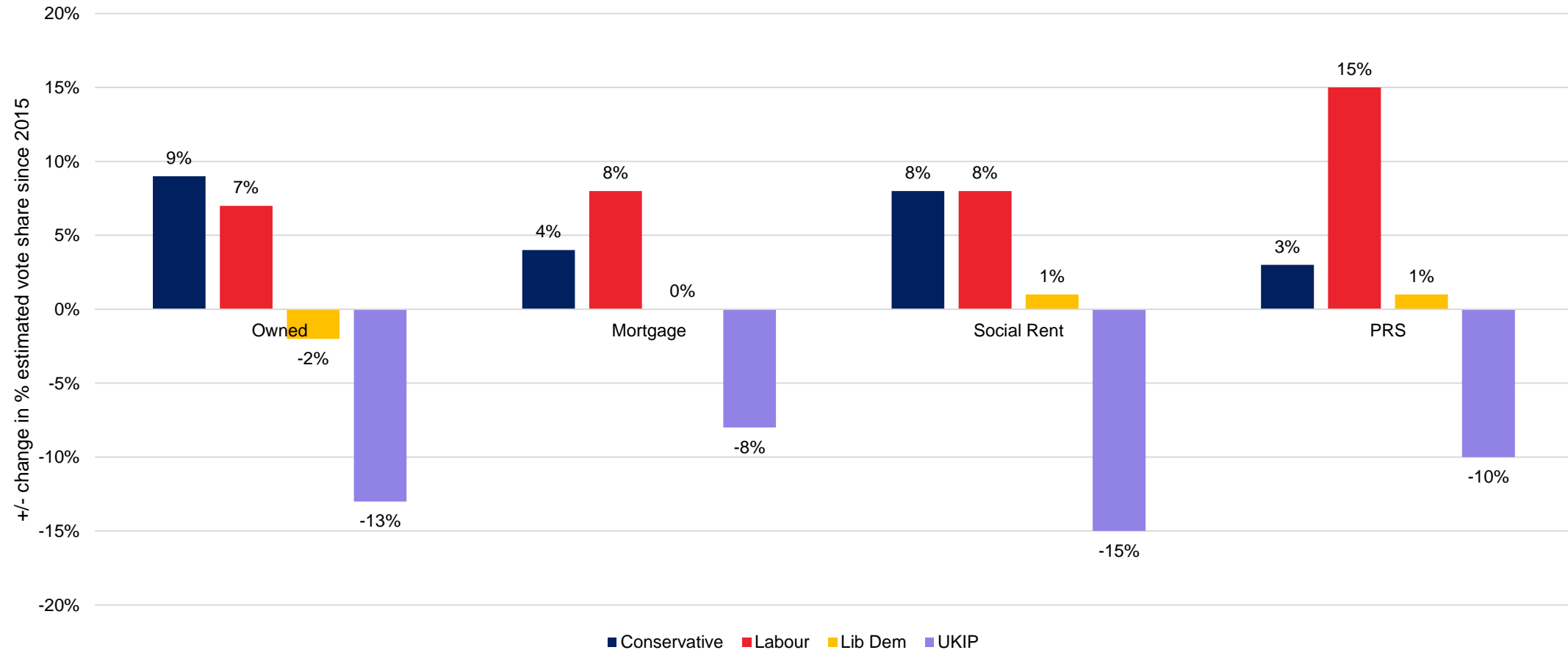
# With a notable swing to Labour across these age brackets



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor

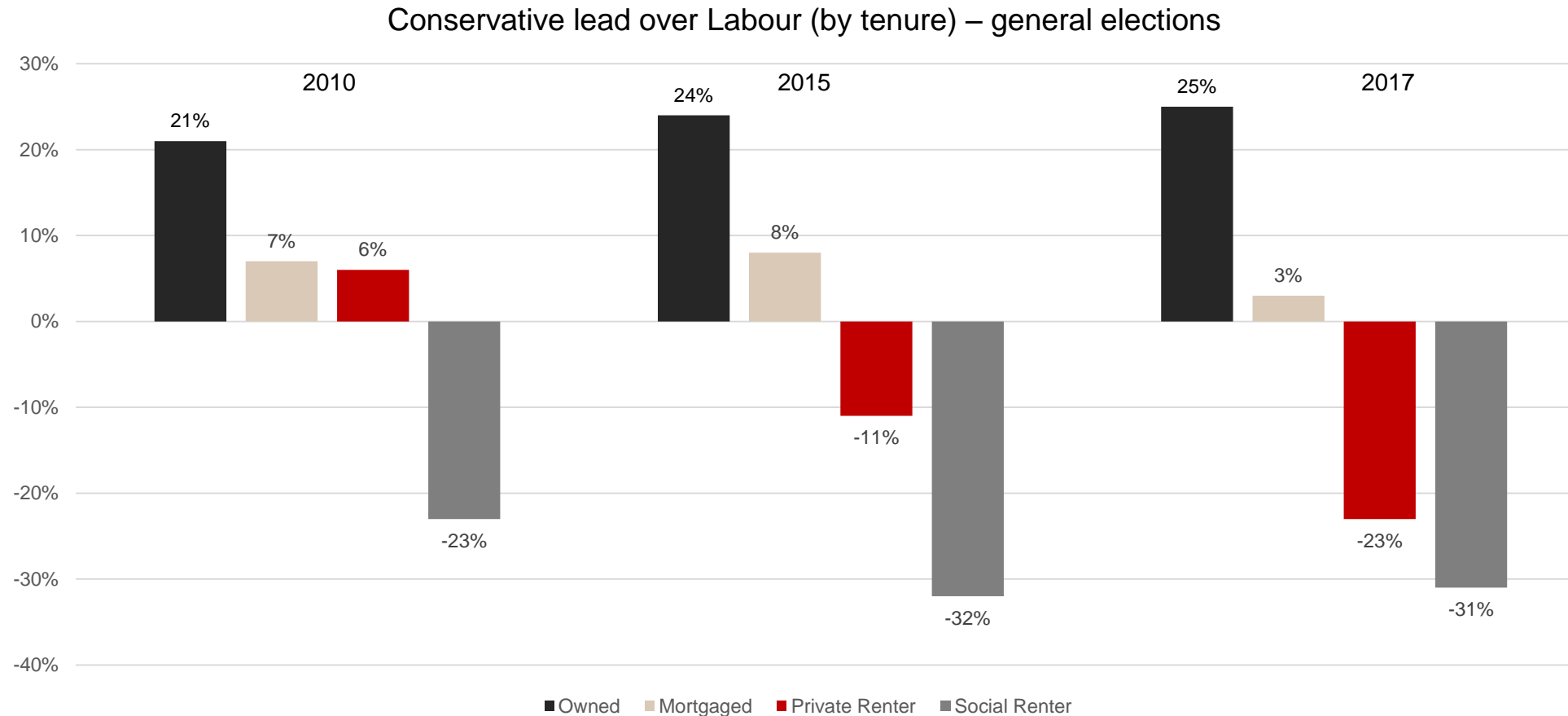
# A swing to Labour since 2015 was also particularly evident among private renters



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor

# And this has been a trend across recent general elections – with PRS favouring Labour more and more



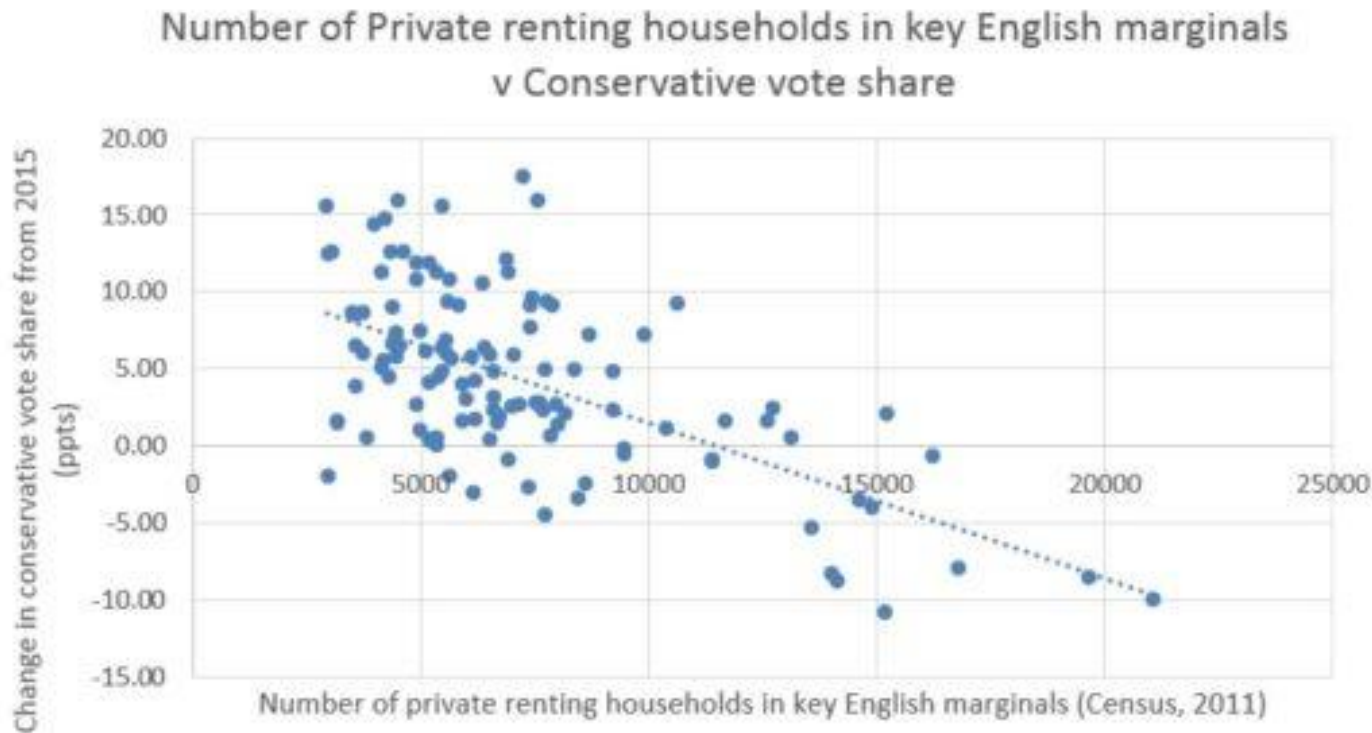
Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor

## Pollsters have argued that the fall in the Conservative vote was even more strongly correlated with the number of private renters in an area than age

*“New analysis of the BES data reveals that the bulk of the increase in turnout, along with the entirety of the swing from the Conservatives to Labour, was attributable to people who rent rather than own their home. The youthquake was in fact a rentquake”*

- Matt Singh, NumberCrunch Politics, 'The UK Youth Quake was All About Rent', Bloomberg, May 2018

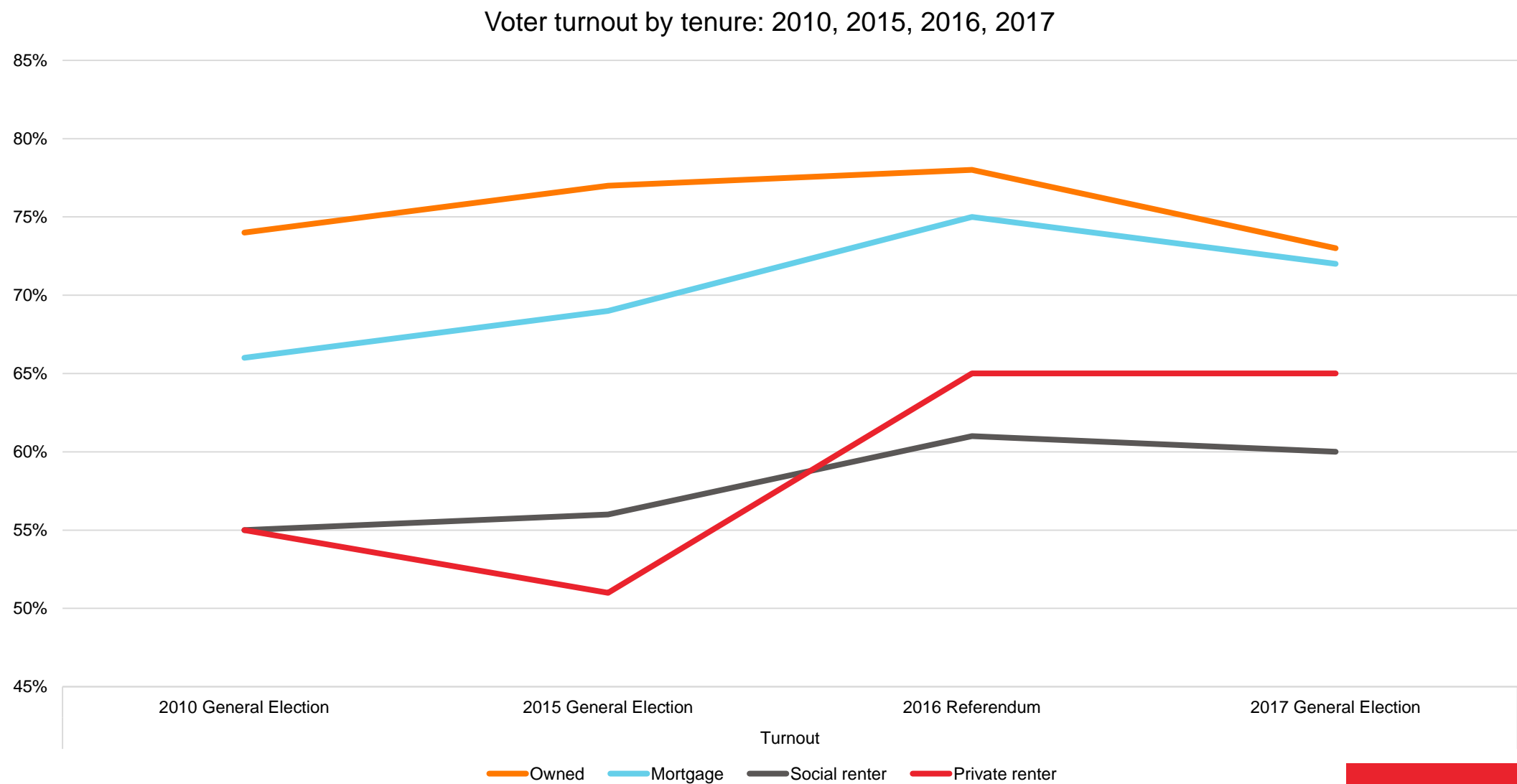


Bi variate correlation with change in Conservative vote share

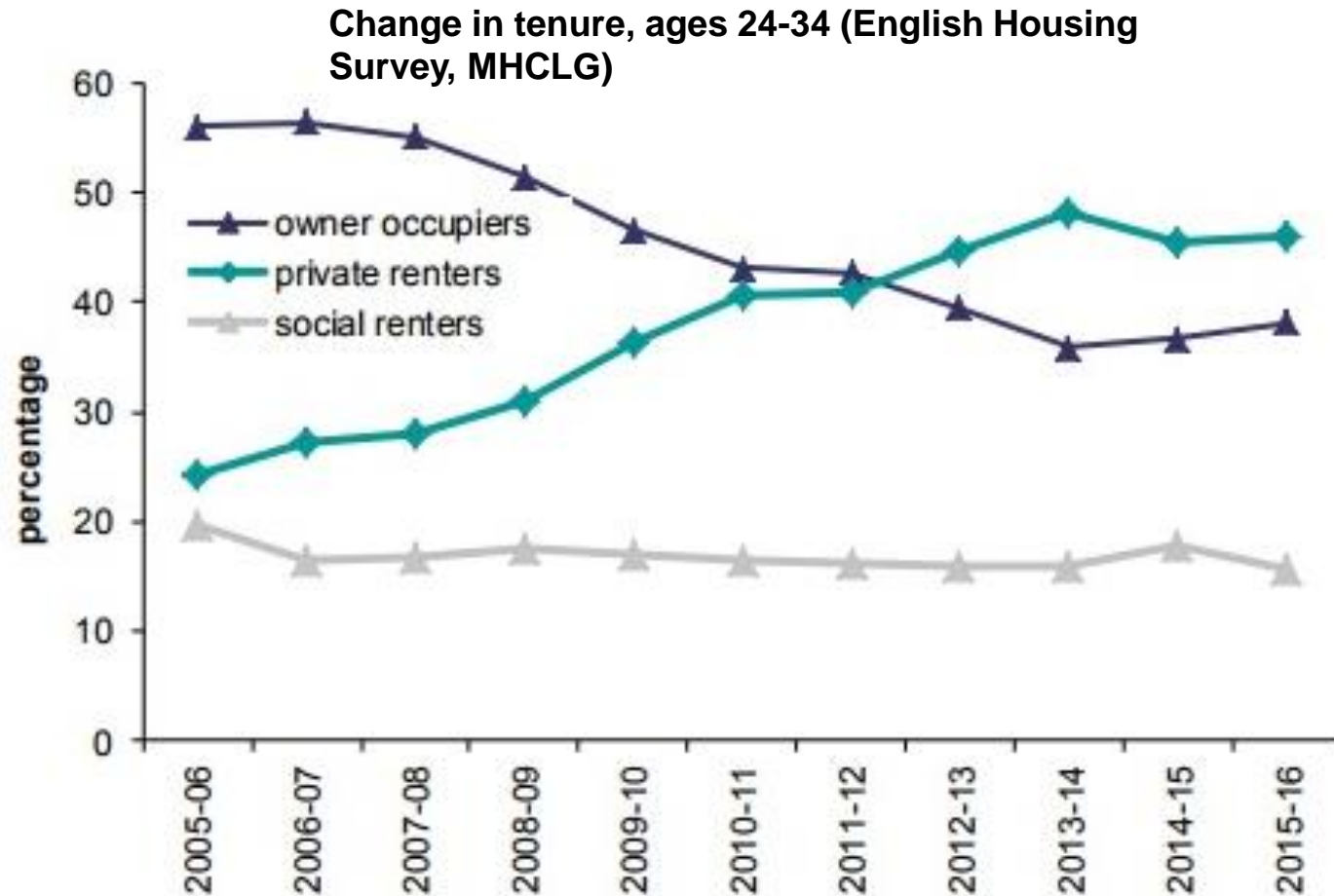


Shelter analysis of ONS, Census 2011, BBC.  
Covers 119 English marginals. Definition of  
marginals taken from YouGov

# Private renters also turned out to vote in record numbers



# The underlying dynamic: home ownership is collapsing and private renting is soaring



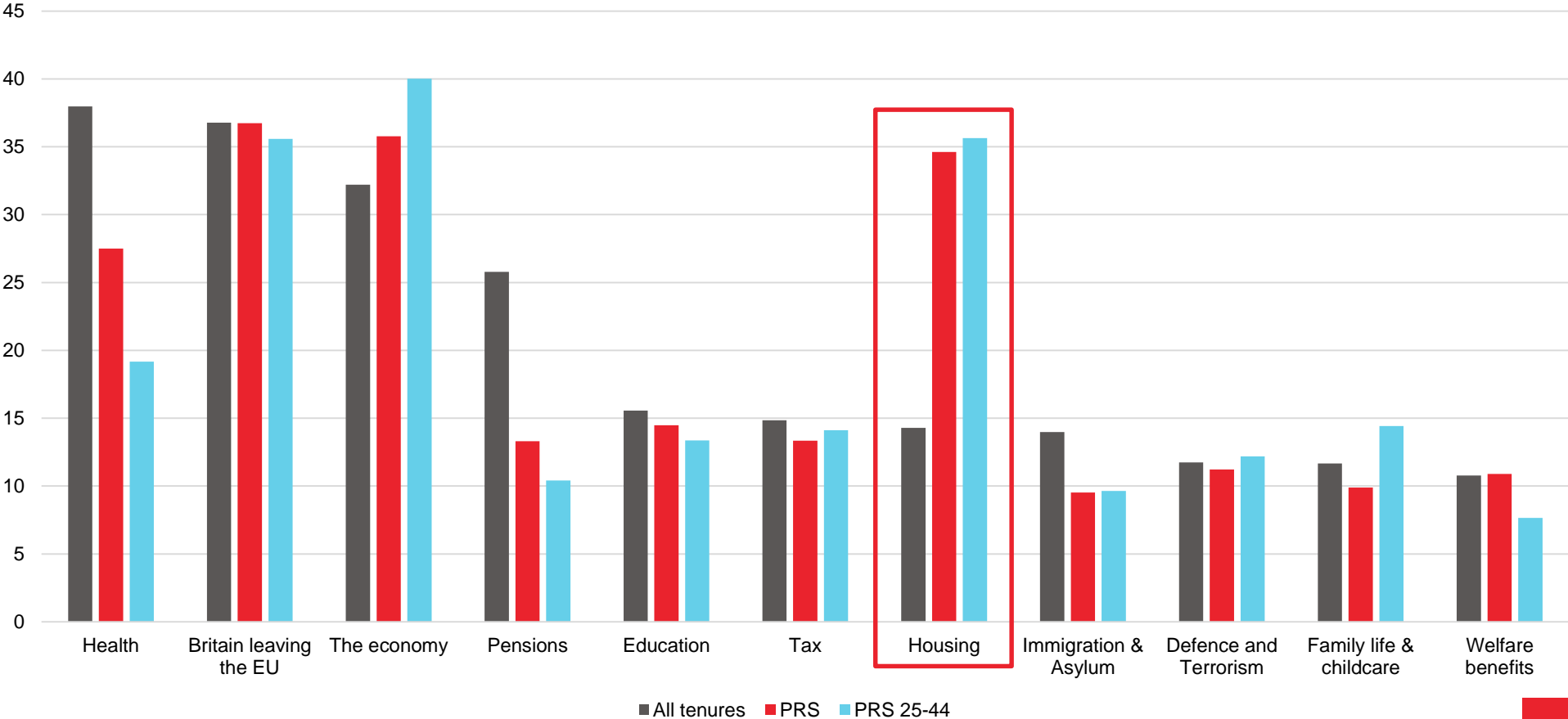
More and more voters under 40 are stuck privately renting, often facing:

- High rents;
- Short term tenancies;
- Poor conditions.



# Private renters, particularly young private renters, are especially motivated by housing

And which of the following do you think are the most important issues facing you and your family at this time? Please tick up to three  
(YouGov, April 2017)



## Breaking it down – the key issue for young renters and their families is affordability

Thinking specifically about housing, which of these issues are most important to you/your family ? (Please select up to two.)

	All tenures	All private renters	Young private renters (25-44)
Affordability of home ownership	52%	49%	58%
Affordability of rents in the private rented sector	23%	55%	50%
The supply of social/ council housing	20%	12%	6%
Homelessness	10%	5%	2%
Condition and quality of homes in the private rented sector	8%	17%	17%
Short term contracts causing a lack of stability in the private rented sector	4%	11%	9%

Source: YouGov, April 2017

## Though when it comes to other priorities for government they also think about issues affecting others

When it comes to housing, which of these areas do you think the government should prioritise? (pick up to two)

	All	All PRS	PRS 25-44
Affordability of home ownership	22%	26%	35%
Increasing the supply of affordable homes	32%	34%	34%
Affordability of private rents	18%	26%	29%
Homelessness	31%	31%	26%
Ensuring homes are in good condition	11%	13%	15%
Increasing the supply of social housing	27%	17%	10%
Improving the quality of new homes	7%	8%	9%
Length of tenancies in the private rental sector	3%	4%	4%
Other (specify)	1%	0%	0%
Don't know	13%	8%	8%

Kantar, Feb 2018

**What solutions are people looking for?**

# Passing important legislation for renters that already has cross-party support

Already some legislation is being considered by Parliament that would be hugely beneficial to renters if passed now. It's vital that these pieces of legislation become law as soon as possible. In practice this means:

1. Passing the Fitness for Human Habitation Private Members Bill – which has cross-party support as demonstrated by its second reading in the House of Commons. This would support the 2.5 - 3 million people currently living in homes with **Category 1 hazards**.
2. Passing the Tenants Fee Bill – including with an amendment to prevent the abuse of the potential default fees loophole.

For more information on these Bills please see our [briefing on the Fitness for Human Habitation Bill](#) and our [briefing on the Tenants Fee Bill](#).



# Increasing stability and security in the private rented sector

Renters want stability. They don't want to be moving home every 6-12 months, with the associated costs and stress. Increased stability and security is, therefore, one of the key ways to improve renting now. This means:

1. Increasing the standard length of tenancies to provide security to tenants that they won't have to move every 6-12 months.
2. Ensuring rent rises are linked with inflation, preventing rent hikes that either force tenants to move or mean that ever more of their salary is eaten up by maintaining tenancy.

Our polling – seen here – demonstrates that renters in the private sector would welcome steps like this.

**I would like to live in my private rented home for as long as I want to, as long as I pay my rent on time and fulfil my other tenancy obligations**

	All PRS	PRS 25-44
Net: Agree	78%	75%
Net: Disagree	5%	6%

[YouGov survey of 3978 private renters in England, online, weighted, 18+. Missing %s are don't knows and neutrals]

**Knowing that I can stay in my home for as long as I need to would improve my experience of private renting**

	All PRS	PRS 25-44
Net: Agree	76%	75%
Net: Disagree	3%	4%

[YouGov survey of 3978 private renters in England, online, weighted, 18+. Missing %s are don't knows and neutrals]

# Introducing a new model of development to provide more affordable homes in the long term

To solve our housing crisis, relieve the pressure on the private rented sector and ensure that everyone can access a safe and affordable home, we have to build more homes, and particularly more affordable homes.

On its own though the private development market that supplies most of our homes currently simply cannot do this. We need an additional model of development, one based on the civic model that we used to use to build Garden Cities and New Towns. To enable this the government must:

1. Reform compulsory purchase legislation to help drive down land prices, which are currently excessive;
2. Create powerful new development corporations that can assemble and masterplan sites;
3. Unleash a new wave of public housebuilding - with a particular focus on homes built under a 'Fair Rent Model' that includes a route to ownership.

For more information on Shelter's vision for a new model of development see our [New Civic Housebuilding report](#).

## Fair Rent Homes

- Genuinely affordable rents linked to local lower incomes
- Increased saving potential achieved through lower housing costs
- Path to ownership over the long-term
- Stable tenancies offering 10 years' security of tenure
- Allocated to households unable to afford local market options
- Supported by government grant
- A vehicle for pioneering a new generation of land value capture

Shelter