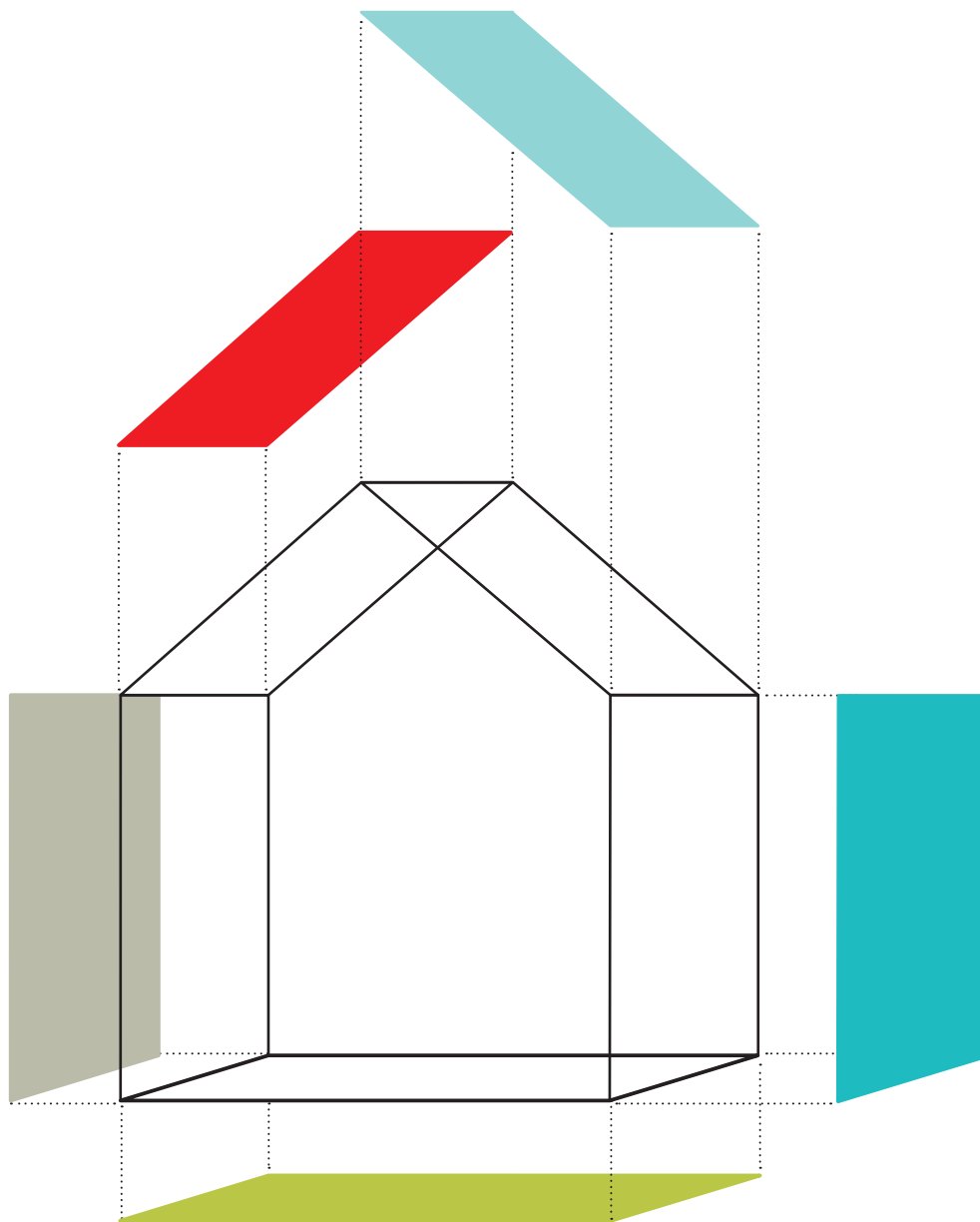




Registered charity number 263710 (England & Wales); SC002327  
(Scotland) Registered VAT number 626 5556. RH8435

# Living Home Standard

2016 findings



Shelter



Ipsos MORI

Supported by

British Gas

# Introduction

**An Ipsos MORI survey of nearly 2000 people in Britain revealed that 43% live in homes that fail to meet the Living Home Standard.**

The Standard is made up of five dimensions – affordability, decent conditions, stability, space and neighbourhood. In order to pass each dimension, a home must meet certain essential attributes and a minimum number of tradeable ones.

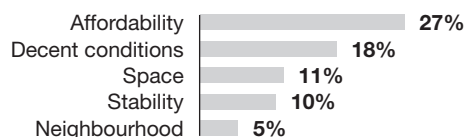
In this digest, we take a look at some of our key findings from the research, including how different regions fared and which groups are most affected.

# Topline results

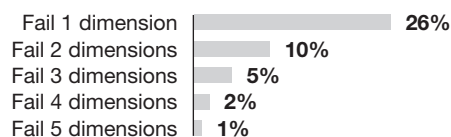
**43%**

of people in Britain live in homes that do not meet the Living Home Standard

## REASON FOR FAILING:



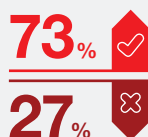
## NUMBER OF DIMENSIONS FAILED:



## % who pass and fail each dimension:

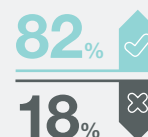
### 1 Affordability

Affordability was rated by the public as among the most important aspects of an acceptable home, but saw the largest number of people fall short of the Standard.



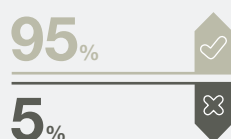
### 2 Decent conditions

Words like 'safe', 'warm' and 'secure' are among the first that come to mind when we asked the public what makes a home.



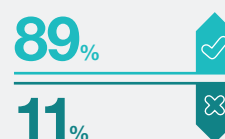
### 5 Neighbourhood

Living in an area where they felt safe and secure was particularly important to the public. They also wanted to be close enough to work, family and friends, and the services they need.



### 3 Space

Adequate space was felt to be crucial for wellbeing, especially mental and social wellbeing.



### 4 Stability

Discussions around stability often referenced the extent to which people felt able to make the place they lived in a 'home.'



**Legend:**  % passing the dimension  % failing the dimension

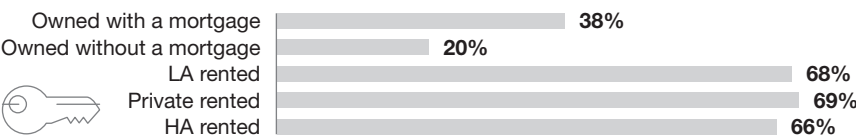
 Affordability  Decent conditions  Space  Stability  Neighbourhood

Results based on 1,961 interviews conducted face-to-face in homes across Great Britain with adults aged 16+ between 19th August – 5th September 2016. Data are weighted to the profile of the population. References findings from the definition of the Living Home Standard. All research conducted by Ipsos MORI.

# Who's most affected?

## % WHO FAIL THE LIVING HOME STANDARD:

### HOMEOWNERS FARE BETTER THAN RENTERS



**1 in 4 private renters fail stability criteria**

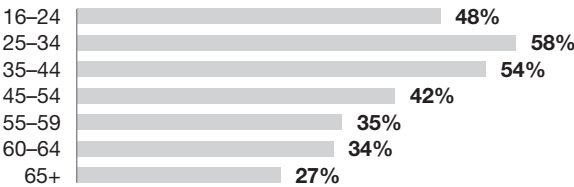
Private renters are more likely to fail on stability than any other tenure



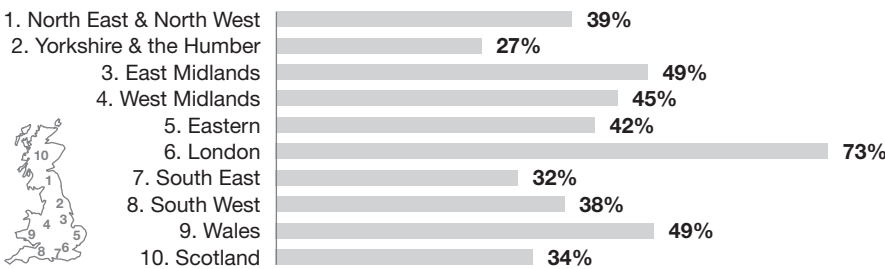
**1 in 4 mortgage holders fail affordability criteria**

Mortgage holders are less likely than renters to fail in all five dimensions

### YOUNGER HOUSEHOLDS ARE MORE LIKELY TO FAIL



### NATIONAL AND REGIONAL DIFFERENCES



### OTHER KEY FINDINGS\*

**24%**

can't meet rent/mortgage while also saving money for unexpected costs

**23%**

are worried the rent/mortgage may rise and become difficult to pay

**20%**

can't meet rent/mortgage without regularly missing out on social activities

**18%**

can't meet rent/mortgage without regularly cutting back on essentials like food/heating

**13%**

can't keep a pet in home/garden if wanted

**11%**

aren't free from outside noise which regularly disrupts sleep or daily activities

**10%**

can't reach workplace from home in one hour or less

**10%**

aren't free from mould or damp problems

**9%**

don't have enough control over how long can stay in the home

**9%**

can't make interior changes like decorating if wanted

**Legend:** ■ Affordability ■ Decent conditions ■ Space ■ Stability ■ Neighbourhood

\*These cover both essential and tradeable attributes.

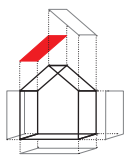
Results based on 1,961 interviews conducted face-to-face in homes across Great Britain with adults aged 16+ between 19th August – 5th September 2016. Data are weighted to the profile of the population. Research conducted by Ipsos MORI.

# 1 Affordability

**73%** PASS THE CRITERIA FOR AFFORDABILITY

**27%** FAIL THE CRITERIA FOR AFFORDABILITY

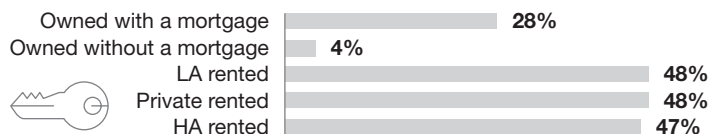
People are most likely to fail the Standard due to affordability. Worry that rent or mortgage payments would rise and become difficult to pay is the main reason households fail this dimension.



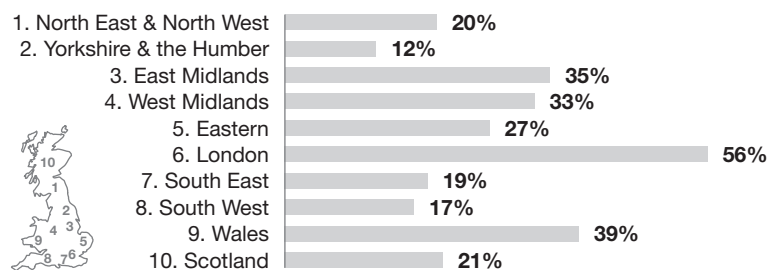
‘Aside from a home over their head, each person should be in a position to afford modest everyday experiences which add to their mental and physical wellbeing.’

## % PEOPLE WHOSE HOMES FAIL CRITERIA FOR AFFORDABILITY BASED ON:

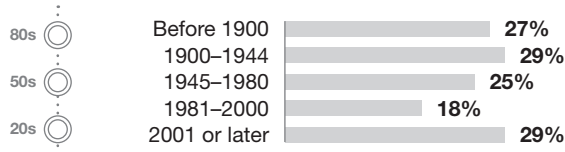
### TENURE



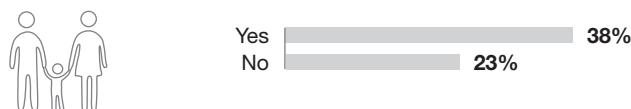
### REGION



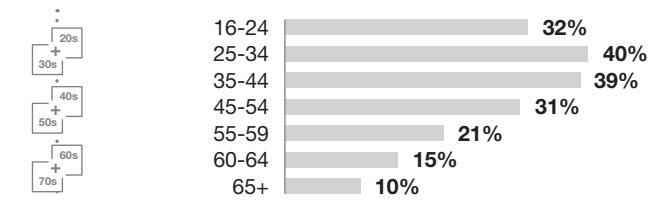
### PROPERTY AGE



### CHILDREN IN HOUSEHOLD



### AGE OF HOUSEHOLDER

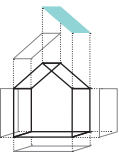


# 2 Decent conditions

**82%** PASS THE CRITERIA FOR DECENT CONDITIONS

**18%** FAIL THE CRITERIA FOR DECENT CONDITIONS

Renters are over twice as likely as homeowners to fail the criteria for decent conditions. 1 in 10 people live in homes with mould or damp problems that cause them to fail the Standard.



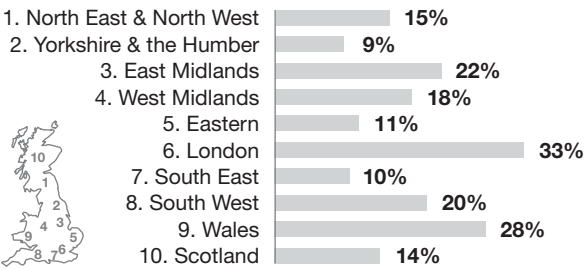
‘It’s an embarrassment. I can’t see the mould but the smell of it is so strong that I know this is what’s affecting my children’s health.’

## % PEOPLE WHOSE HOMES FAIL CRITERIA FOR DECENT CONDITIONS BASED ON:

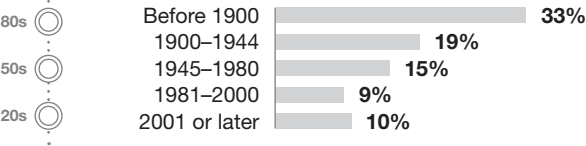
### TENURE



### REGION



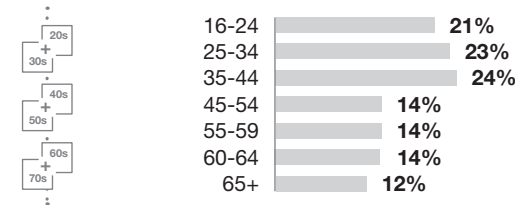
### PROPERTY AGE



### CHILDREN IN HOUSEHOLD



### AGE OF HOUSEHOLDER



# 3 Space

89%

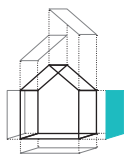
PASS THE CRITERIA FOR SPACE

11%

FAIL THE CRITERIA FOR SPACE



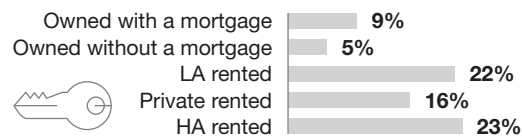
A lack of space is a particular problem in London, where 1 in 4 people fail this dimension. Across Britain, we also saw over 1 in 5 social renters fail to meet the criteria for space.



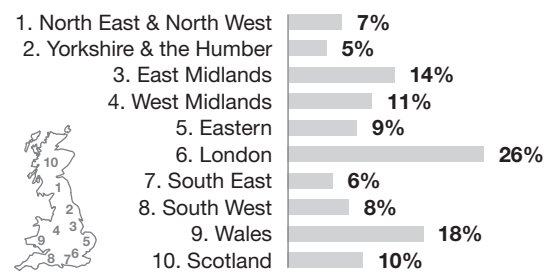
'Home means peace of mind, away from everything, on my own, away from problems of noise, away from work and confusions.'

## % PEOPLE WHOSE HOMES FAIL CRITERIA FOR SPACE BASED ON:

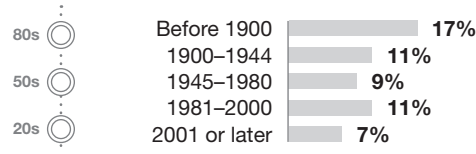
### TENURE



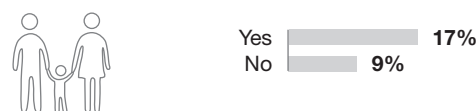
### REGION



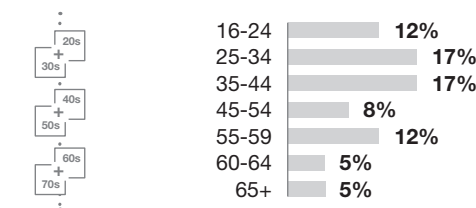
### PROPERTY AGE



### CHILDREN IN HOUSEHOLD



### AGE OF HOUSEHOLDER



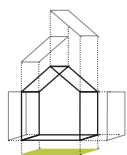


# 4 Stability

**90%** PASS THE CRITERIA FOR STABILITY

**10%** FAIL THE CRITERIA FOR STABILITY

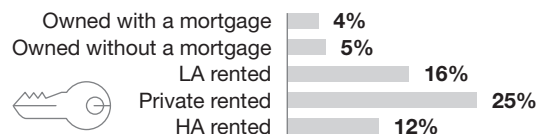
**1 in 4 private renters do not meet the stability dimension of the standard, with the majority failing because they feel that they don't have enough control over how long they can stay in their home.**



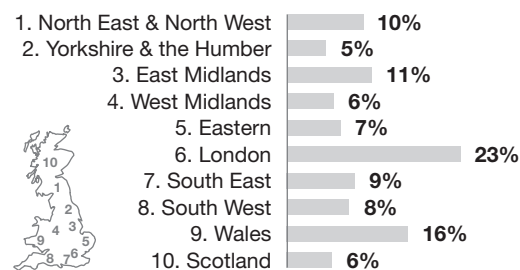
**'I don't feel safe because at some point someone can turn around and take that away.'**

## % PEOPLE WHOSE HOMES FAIL CRITERIA FOR STABILITY BASED ON:

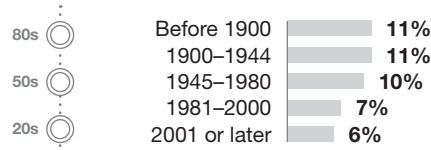
### TENURE



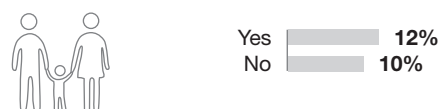
### REGION



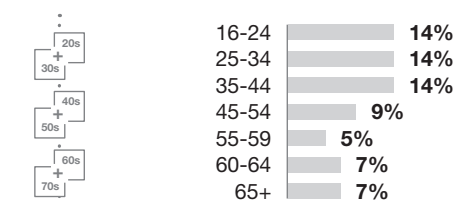
### PROPERTY AGE



### CHILDREN IN HOUSEHOLD



### AGE OF HOUSEHOLDER



Results based on 1,961 interviews conducted face-to-face in homes across Great Britain with adults aged 16+ between 19th August – 5th September 2016. Data are weighted to the profile of the population. Research conducted by Ipsos MORI. Quotes from qualitative research by Ipsos MORI.

# 5 Neighbourhood

95%

PASS THE CRITERIA  
FOR NEIGHBOURHOOD

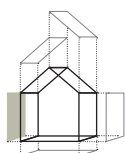


5%

FAIL THE CRITERIA  
FOR NEIGHBOURHOOD



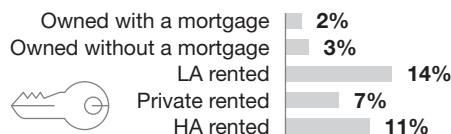
The public felt that feeling reasonably safe and secure in the local neighbourhood is the most important attribute in this dimension, and one that over 95% of people say they meet.



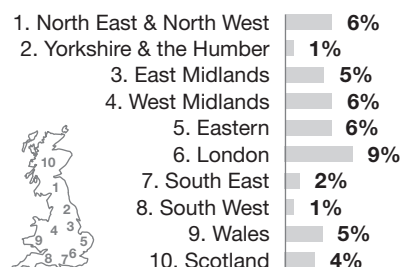
'When I first had my house with my kids, it was near my parents. I deliberately wanted them near so they could help, but now I'm older and they are older so I don't need to rely on them.'

## % PEOPLE WHOSE HOMES FAIL CRITERIA FOR NEIGHBOURHOOD BASED ON:

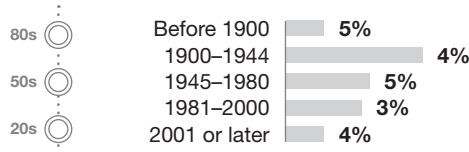
### TENURE



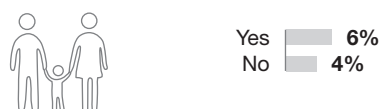
### REGION



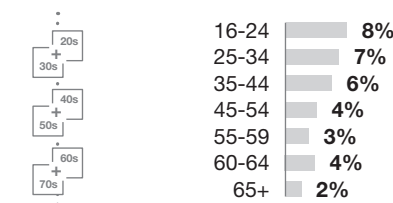
### PROPERTY AGE



### CHILDREN IN HOUSEHOLD



### AGE OF HOUSEHOLDER

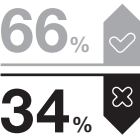


# National differences

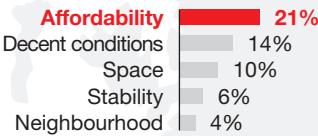
% of people passing and failing the Living Home Standard across Britain:

## Scotland

### OVERALL

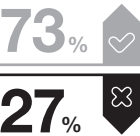


### WHERE HOMES FAILED

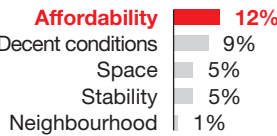


## Yorkshire & the Humber

### OVERALL

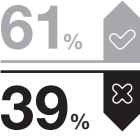


### WHERE HOMES FAILED

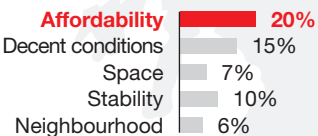


## North East & North West

### OVERALL

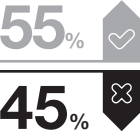


### WHERE HOMES FAILED

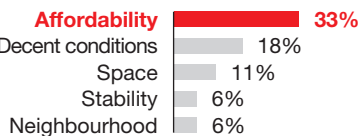


## West Midlands

### OVERALL

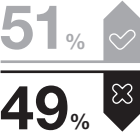


### WHERE HOMES FAILED

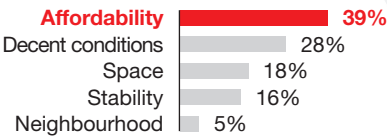


## Wales

### OVERALL

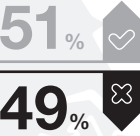


### WHERE HOMES FAILED

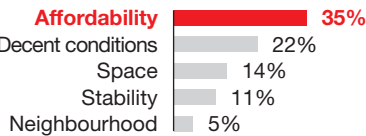


## East Midlands

### OVERALL

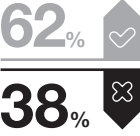


### WHERE HOMES FAILED

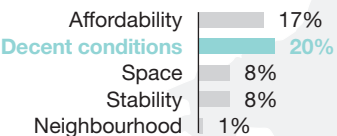


## South West

### OVERALL

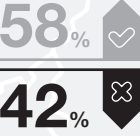


### WHERE HOMES FAILED

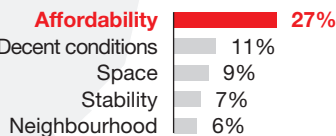


## Eastern

### OVERALL

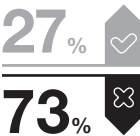


### WHERE HOMES FAILED

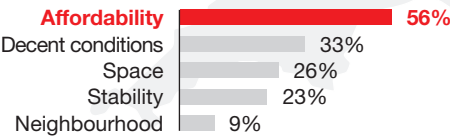


## London

### OVERALL

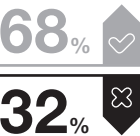


### WHERE HOMES FAILED

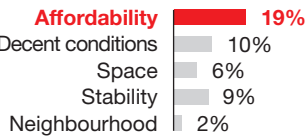


## South East

### OVERALL



### WHERE HOMES FAILED



Legend: % passing the dimension % failing the dimension  
 Affordability Decent conditions Space Stability Neighbourhood

Results based on 1,961 interviews conducted face-to-face in homes across Great Britain with adults aged 16+ between 19th August – 5th September 2016. Data are weighted to the profile of the population. Research conducted by Ipsos MORI.

