

# SHARED OWNERSHIP POLL – SURVEY OF PRIVATE RENTERS, SEPTEMBER 2017

Methodology: ComRes interviewed 746 private renters in Great Britain aged 18+ online, between the 1<sup>st</sup> and 7<sup>th</sup> September 2017. Private renters were identified as those who say they ‘rent from someone else’ other than the Council or Housing Association at the tenure screening question. Data for GB adults were weighted to be demographically representative by age, gender and social grade, with further weighting applied to also be representative of private renters by region. ComRes is a member of the British Polling Council and abides by its rules.

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## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 1

**Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	746	347	399	138	217	155	123	54	59	355	278	113	182	257	120	187	106	384
Weighted base	539	251	288	101	169	107	92	36	34	271	199	69	139	192	87	120	89	304
NET: Heard of	464	221	243	79	154	92	75	33	31	233	167	64	126	163	72	104	78	264
	86%	88%	84%	78%	91%	86%	82%	93%	91%	86%	84%	92%	90%	85%	82%	86%	88%	87%
Heard of and know a lot about it	39	20	18	7	18	6	5	1	2	26	11	3	8	22	4	5	7	24
	7%	8%	6%	7%	11%	5%	5%	2%	5%	9%	5%	4%	6%	11%	5%	4%	8%	8%
Heard of and know a little about it	264	129	135	39	97	58	42	13	16	136	100	29	79	91	41	54	49	154
	49%	51%	47%	39%	57%	54%	45%	35%	48%	50%	50%	41%	57%	47%	47%	45%	55%	51%
Heard of but know nothing about it	161	71	90	32	39	28	29	20	13	71	57	33	39	51	27	45	22	87
	30%	28%	31%	31%	23%	26%	31%	56%	38%	26%	29%	47%	28%	26%	31%	37%	24%	29%
Never heard of it	75	30	45	23	15	15	17	2	3	38	32	5	13	29	16	16	11	39
	14%	12%	16%	22%	9%	14%	18%	7%	9%	14%	16%	8%	10%	15%	18%	14%	12%	13%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 2

**Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?**

**Base: All respondents**

	Region												Tenure								
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home-owners	Owned outright	Owned with mortgage	NET: Renters	Council Rent	HA Rent	Private rent	Rent free
Unweighted base	746	61	40	645	27	66	70	56	44	63	114	121	84	-	-	-	746	-	-	746	-
Weighted base	539	33	22	485	22	54	44	44	38	44	114	76	49	-	-	-	539	-	-	539	-
NET: Heard of	464	26	17	421	20	46	33	38	33	37	104	67	43	-	-	-	464	-	-	464	-
	86%	78%	79%	87%	92%	84%	77%	86%	87%	84%	91%	88%	88%	-	-	-	86%	-	-	86%	-
Heard of and know a lot about it	39	4	1	34	*	*	3	1	1	5	14	4	4	-	-	-	39	-	-	39	-
	7%	11%	5%	7%	2%	1%	7%	3%	4%	12%	12%	6%	7%	-	-	-	7%	-	-	7%	-
Heard of and know a little about it	264	10	9	245	9	28	18	23	20	20	61	41	24	-	-	-	264	-	-	264	-
	49%	31%	42%	51%	40%	52%	41%	54%	52%	47%	54%	54%	49%	-	-	-	49%	-	-	49%	-
Heard of but know nothing about it	161	12	7	142	11	17	13	13	12	11	29	22	15	-	-	-	161	-	-	161	-
	30%	37%	31%	29%	50%	31%	30%	30%	31%	25%	25%	28%	31%	-	-	-	30%	-	-	30%	-
Never heard of it	75	7	5	63	2	9	10	6	5	7	10	9	6	-	-	-	75	-	-	75	-
	14%	22%	21%	13%	8%	16%	23%	14%	13%	16%	9%	12%	12%	-	-	-	14%	-	-	14%	-

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 3

**Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?****Base: All respondents**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?					Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	746	636	50	363	223	110	255	356	135
Weighted base	539	464	39	264	161	75	191	251	97
NET: Heard of	464	464	39	264	161	-	177	219	68
	86%	100%	100%	100%	100%	-	93%	87%	70%
Heard of and know a lot about it	39	39	39	-	-	-	20	18	1
	7%	8%	100%	-	-	-	11%	7%	1%
Heard of and know a little about it	264	264	-	264	-	-	113	122	29
	49%	57%	-	100%	-	-	59%	49%	30%
Heard of but know nothing about it	161	161	-	-	161	-	44	79	38
	30%	35%	-	-	100%	-	23%	32%	39%
Never heard of it	75	-	-	-	-	75	14	32	30
	14%	-	-	-	-	100%	7%	13%	30%

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 4

**Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?**

**Base: All respondents excl DK**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	611	302	309	101	183	126	97	49	55	284	223	104	158	202	94	157	93	311
Weighted base	442	220	222	76	144	87	72	33	30	219	159	64	122	149	70	101	77	245
Yes	191 43%	99 45%	91 41%	35 46%	78 54%	43 50%	25 34%	8 23%	2 6%	113 52%	68 43%	10 15%	68 56%	68 45%	25 35%	30 30%	42 54%	114 47%
No	251 57%	120 55%	131 59%	41 54%	66 46%	43 50%	47 66%	26 77%	29 94%	106 48%	91 57%	54 85%	53 44%	82 55%	45 65%	71 70%	36 46%	131 53%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 5

**Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?**

**Base: All respondents excl DK**

	Region												Tenure								
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home-owners	Owned outright	Owned with mortgage	NET: Renters	Council Rent	HA Rent	Private rent	Rent free
Unweighted base	611	51	30	530	22	57	52	44	34	59	98	100	64	-	-	-	611	-	-	611	-
Weighted base	442	27	15	399	18	46	32	35	30	41	98	62	38	-	-	-	442	-	-	442	-
Yes	191	11	6	174	8	16	10	15	12	13	52	29	18	-	-	-	191	-	-	191	-
	43%	40%	40%	44%	45%	36%	31%	43%	39%	33%	53%	47%	48%	-	-	-	43%	-	-	43%	-
No	251	17	9	225	10	29	22	20	18	28	46	33	20	-	-	-	251	-	-	251	-
	57%	60%	60%	56%	55%	64%	69%	57%	61%	67%	47%	53%	52%	-	-	-	57%	-	-	57%	-

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 6

**Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?**

**Base: All respondents excl DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?					Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	611	545	49	322	174	66	255	356	-
Weighted base	442	397	38	236	123	45	191	251	-
Yes	191	177	20	113	44	14	100%	-	-
	43%	45%	53%	48%	36%	30%		-	-
No	251	219	18	122	79	32	-	251	-
	57%	55%	47%	52%	64%	70%	-	100%	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 7  
**Q.3 'Shared ownership' is where the buyer purchases a share of their home in partnership with an affordable housing provider. Like a normal home purchase, the buyer is responsible for day-to-day maintenance, can decorate the property, make improvements and hand the property down as inheritance. The buyer pays rent on the share of the property they did not purchase. Over time, the buyer can purchase the remaining share of the property, or sell their share and receive the value of their share (including any increase in value over time). Which of the following statements comes closest to your view?**  
**Base: All respondents excl. DK**

	Gender			Age						Social Grade				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	535	262	273	99	174	106	84	34	38	273	190	72	149	191	76	119	85	282
Weighted base	388	192	196	73	136	72	64	22	21	208	136	43	111	145	57	75	70	225
If the same property was available to rent or to buy through shared ownership, and both options cost the same each month I would choose to rent	84 22%	38 20%	45 23%	24 33%	25 18%	13 17%	9 14%	6 26%	7 35%	49 23%	22 16%	13 31%	27 24%	24 17%	10 18%	22 30%	13 19%	49 22%
If the same property was available to rent or to buy through shared ownership, and both options cost the same each month I would choose to buy through shared ownership	305 78%	153 80%	151 77%	49 67%	111 82%	60 83%	55 86%	16 74%	14 65%	160 77%	115 84%	30 69%	84 76%	121 83%	47 82%	53 70%	57 81%	176 78%



## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 8  
**Q.3 'Shared ownership' is where the buyer purchases a share of their home in partnership with an affordable housing provider. Like a normal home purchase, the buyer is responsible for day-to-day maintenance, can decorate the property, make improvements and hand the property down as inheritance. The buyer pays rent on the share of the property they did not purchase. Over time, the buyer can purchase the remaining share of the property, or sell their share and receive the value of their share (including any increase in value over time). Which of the following statements comes closest to your view?**  
**Base: All respondents excl. DK**

	Region													Tenure							
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home-owners	Owned out-right	Owned with mortgage	NET: Renters	Council Rent	HA Rent	Private rent	Rent free
Unweighted base	535	46	25	464	13	49	48	36	33	47	89	88	61	-	-	-	535	-	-	535	-
Weighted base	388	24	14	350	11	40	30	27	28	32	90	56	37	-	-	-	388	-	-	388	-
If the same property was available to rent or to buy through shared ownership, and both options cost the same each month I would choose to rent	84 22%	9 39%	4 31%	70 20%	4 33%	9 24%	9 28%	7 25%	2 9%	7 22%	14 15%	10 19%	8 22%	-	-	-	84 22%	-	-	84 22%	-
If the same property was available to rent or to buy through shared ownership, and both options cost the same each month I would choose to buy through shared ownership	305 78%	15 61%	10 69%	280 80%	7 67%	30 76%	22 72%	20 75%	25 91%	25 78%	77 85%	45 81%	29 78%	-	-	-	305 78%	-	-	305 78%	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 9  
**Q.3 'Shared ownership' is where the buyer purchases a share of their home in partnership with an affordable housing provider. Like a normal home purchase, the buyer is responsible for day-to-day maintenance, can decorate the property, make improvements and hand the property down as inheritance. The buyer pays rent on the share of the property they did not purchase. Over time, the buyer can purchase the remaining share of the property, or sell their share and receive the value of their share (including any increase in value over time). Which of the following statements comes closest to your view?**  
**Base: All respondents excl. DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?					Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	535	478	44	299	135	57	234	223	78
Weighted base	388	349	34	220	95	39	174	155	58
If the same property was available to rent or to buy through shared ownership, and both options cost the same each month I would choose to rent	84 22%	73 21%	13 39%	45 21%	14 15%	11 28%	26 15%	49 32%	8 14%
If the same property was available to rent or to buy through shared ownership, and both options cost the same each month I would choose to buy through shared ownership	305 78%	277 79%	21 61%	175 79%	81 85%	28 72%	148 85%	106 68%	50 86%

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 10

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Summary****Base: All respondents excl DK**

	Benefits		
	Financial security	Flexibility	Balancing financial security and flexibility overall
Unweighted base	535	538	510
Weighted base	390	387	371
Shared ownership of a property	276 71%	207 53%	264 71%
A fixed 3-year private rental tenancy	114 29%	180 47%	107 29%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 11

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Financial security**

**Base: All respondents excl DK**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	535	258	277	105	157	105	94	36	38	262	199	74	146	190	80	119	89	271
Weighted base	390	188	202	79	126	73	68	23	21	205	141	44	112	145	58	75	76	214
Shared ownership of a property	276 71%	135 72%	142 70%	44 56%	96 76%	55 75%	49 72%	17 75%	15 69%	140 68%	104 74%	32 72%	73 65%	112 77%	43 75%	48 64%	52 68%	156 73%
A fixed 3-year private rental tenancy	114 29%	54 28%	61 30%	35 44%	30 24%	18 25%	19 28%	6 25%	7 31%	65 32%	37 26%	12 28%	39 35%	34 23%	15 25%	27 36%	25 32%	58 27%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 12

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Financial security**

**Base: All respondents excl DK**

	Region												Tenure								
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber de	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home- owners	Owned out- right	Owned with mort- gage	NET: Rent- ers	Coun- cil Rent	HA Rent	Pri- vate rent	Rent free
Unweighted base	535	44	23	468	17	52	48	36	30	44	98	87	56	-	-	-	535	-	-	535	-
Weighted base	390	23	12	356	13	43	29	26	25	30	99	56	34	-	-	-	390	-	-	390	-
Shared ownership of a property	276	12	9	255	8	29	20	19	18	24	67	43	27	-	-	-	276	-	-	276	-
	71%	53%	75%	72%	59%	68%	67%	73%	73%	79%	68%	77%	79%	-	-	-	71%	-	-	71%	-
A fixed 3-year private rental tenancy	114	11	3	101	5	14	10	7	7	6	32	13	7	-	-	-	114	-	-	114	-
	29%	47%	25%	28%	41%	32%	33%	27%	27%	21%	32%	23%	21%	-	-	-	29%	-	-	29%	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 13

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Financial security**

**Base: All respondents excl DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?					Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	535	477	46	288	143	58	214	246	75
Weighted base	390	350	37	212	102	40	161	175	55
Shared ownership of a property	276 71%	249 71%	24 66%	156 73%	69 67%	27 69%	127 79%	108 61%	42 76%
A fixed 3-year private rental tenancy	114 29%	102 29%	12 34%	56 27%	33 33%	12 31%	34 21%	68 39%	13 24%

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 14

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Flexibility**

**Base: All respondents excl DK**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	538	259	279	108	158	106	89	38	39	266	195	77	142	190	80	126	77	280
Weighted base	387	188	199	80	124	71	67	24	22	203	138	46	108	144	57	79	62	222
Shared ownership of a property	207 53%	101 53%	106 53%	43 54%	66 53%	38 53%	33 50%	13 57%	14 64%	108 53%	71 51%	28 60%	62 57%	72 50%	38 66%	35 45%	30 48%	123 56%
A fixed 3-year private rental tenancy	180 47%	88 47%	93 47%	37 46%	58 47%	34 47%	34 50%	10 43%	8 36%	95 47%	67 49%	18 40%	46 43%	72 50%	19 34%	43 55%	32 52%	99 44%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 15

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Flexibility**

**Base: All respondents excl DK**

	Region													Tenure							
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home- owners	Owned out- right	Owned with mort- gage	NET: Rent- ers	Coun- cil Rent	HA Rent	Pri- vate rent	Rent free
Unweighted base	538	44	26	468	17	49	44	35	32	44	95	93	59	-	-	-	538	-	-	538	-
Weighted base	387	23	14	351	13	40	27	26	26	29	94	59	36	-	-	-	387	-	-	387	-
Shared ownership of a property	207	9	6	192	8	16	15	13	16	17	53	36	19	-	-	-	207	-	-	207	-
	53%	39%	42%	55%	58%	39%	55%	50%	59%	60%	56%	61%	53%	-	-	-	53%	-	-	53%	-
A fixed 3-year private rental tenancy	180	14	8	158	6	25	12	13	11	12	41	23	17	-	-	-	180	-	-	180	-
	47%	61%	58%	45%	42%	61%	45%	50%	41%	40%	44%	39%	47%	-	-	-	47%	-	-	47%	-



## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 16

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Flexibility**

**Base: All respondents excl DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?					Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	538	481	47	285	149	57	212	245	81
Weighted base	387	349	37	208	104	38	159	170	58
Shared ownership of a property	207 53%	183 52%	19 50%	112 54%	52 50%	24 63%	95 60%	81 48%	31 52%
A fixed 3-year private rental tenancy	180 47%	166 48%	19 50%	96 46%	51 50%	14 37%	64 40%	88 52%	28 48%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 17

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Balancing financial security and flexibility overall**

**Base: All respondents excl DK**

	Gender		Age							Social Grade				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	510	246	264	96	158	106	81	33	36	254	187	69	134	181	77	118	83	263
Weighted base	371	179	191	72	124	73	59	21	21	197	132	42	102	137	57	75	69	209
Shared ownership of a property	264 71%	125 70%	138 72%	48 67%	93 75%	52 71%	39 67%	16 74%	15 72%	141 72%	92 69%	31 73%	74 72%	103 75%	42 74%	45 60%	48 70%	150 72%
A fixed 3-year private rental tenancy	107 29%	54 30%	53 28%	24 33%	31 25%	21 29%	19 33%	6 26%	6 28%	55 28%	41 31%	11 27%	29 28%	34 25%	15 26%	30 40%	20 30%	59 28%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 18

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Balancing financial security and flexibility overall**

**Base: All respondents excl DK**

	Region												Tenure								
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home- owners	Owned out- right	Owned with mort- gage	NET: Rent- ers	Coun- cil Rent	HA Rent	Pri- vate rent	Rent free
Unweighted base	510	40	25	445	17	45	46	35	31	41	86	91	53	-	-	-	510	-	-	510	-
Weighted base	371	21	13	336	14	37	28	26	26	27	86	60	33	-	-	-	371	-	-	371	-
Shared ownership of a property	264	15	10	239	10	23	15	19	20	22	59	46	25	-	-	-	264	-	-	264	-
	71%	70%	72%	71%	71%	62%	53%	74%	77%	82%	69%	78%	75%	-	-	-	71%	-	-	71%	-
A fixed 3-year private rental tenancy	107	6	4	97	4	14	13	7	6	5	27	13	8	-	-	-	107	-	-	107	-
	29%	30%	28%	29%	29%	38%	47%	26%	23%	18%	31%	22%	25%	-	-	-	29%	-	-	29%	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 19

**Q.4 Which of the following, if any, do you think is better for each of the benefits below?**

**Balancing financial security and flexibility overall**

**Base: All respondents excl DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?					Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	510	458	46	283	129	52	209	229	72
Weighted base	371	336	37	208	91	35	157	160	53
Shared ownership of a property	264 71%	239 71%	21 58%	156 75%	62 68%	25 71%	132 84%	94 58%	38 72%
A fixed 3-year private rental tenancy	107 29%	97 29%	15 42%	52 25%	29 32%	10 29%	26 16%	67 42%	15 28%

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 20

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Summary****Base: All respondents excl DK**

	Factors		
	Financial security	Personal security	Wealth
Unweighted base	543	561	525
Weighted base	393	406	382
Shared ownership of a property	305 78%	304 75%	318 83%
A fixed 3-year private rental tenancy	88 22%	102 25%	64 17%

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 21

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Financial security**

**Base: All respondents excl DK**

	Gender		Age							Social Grade				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	543	250	293	98	167	115	90	37	36	265	205	73	142	183	85	133	87	277
Weighted base	393	183	210	74	130	79	66	24	19	204	145	43	108	138	62	84	71	220
Shared ownership of a property	305 78%	139 76%	165 79%	57 77%	103 79%	63 80%	52 79%	16 66%	13 67%	160 78%	116 80%	29 66%	87 81%	111 80%	46 74%	60 72%	51 73%	176 80%
A fixed 3-year private rental tenancy	88 22%	44 24%	44 21%	17 23%	27 21%	16 20%	14 21%	8 34%	6 33%	44 22%	29 20%	15 34%	21 19%	28 20%	16 26%	23 28%	19 27%	44 20%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 22

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

#### **Financial security**

**Base: All respondents excl DK**

	Region													Tenure							
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home-owners	Owned out-right	Owned with mortgage	NET: Renters	Council Rent	HA Rent	Private rent	Rent free
Unweighted base	543	46	24	473	18	55	48	37	30	46	88	93	58	-	-	-	543	-	-	543	-
Weighted base	393	24	13	355	15	45	29	27	26	30	87	59	37	-	-	-	393	-	-	393	-
Shared ownership of a property	305	18	10	277	12	29	19	21	23	24	72	47	30	-	-	-	305	-	-	305	-
	78%	75%	75%	78%	78%	65%	66%	76%	86%	77%	83%	80%	83%	-	-	-	78%	-	-	78%	-
A fixed 3-year private rental tenancy	88	6	3	79	3	16	10	6	4	7	15	12	6	-	-	-	88	-	-	88	-
	22%	25%	25%	22%	22%	35%	34%	24%	14%	23%	17%	20%	17%	-	-	-	22%	-	-	22%	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 23

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Financial security**

**Base: All respondents excl DK**

	Total	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?				Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
		NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	543	482	43	291	148	61	217	247	79
Weighted base	393	352	35	212	105	41	163	172	57
Shared ownership of a property	305 78%	275 78%	23 67%	166 78%	86 82%	30 73%	137 84%	119 69%	49 85%
A fixed 3-year private rental tenancy	88 22%	77 22%	12 33%	46 22%	19 18%	11 27%	26 16%	54 31%	9 15%



**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 24

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Personal security**

**Base: All respondents excl DK**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	561	264	297	105	168	119	92	37	40	273	211	77	144	194	88	135	92	291
Weighted base	406	192	214	79	131	83	68	23	22	210	151	46	111	148	62	85	75	229
Shared ownership of a property	304 75%	147 76%	158 74%	56 71%	102 78%	65 78%	52 78%	15 63%	14 65%	157 75%	118 78%	29 64%	90 81%	115 78%	46 74%	53 62%	58 78%	168 74%
A fixed 3-year private rental tenancy	102 25%	45 24%	57 26%	23 29%	29 22%	18 22%	15 22%	9 37%	8 35%	52 25%	33 22%	17 36%	21 19%	32 22%	16 26%	32 38%	17 22%	60 26%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 25

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Personal security**

**Base: All respondents excl DK**

	Region												Tenure								
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home-owners	Owned out-right	Owned with mortgage	NET: Renters	Council Rent	HA Rent	Private rent	Rent free
Unweighted base	561	48	27	486	16	54	48	39	32	46	97	96	58	-	-	-	561	-	-	561	-
Weighted base	406	25	14	367	13	45	30	28	28	30	95	61	36	-	-	-	406	-	-	406	-
Shared ownership of a property	304	17	10	277	11	32	18	21	23	23	75	47	28	-	-	-	304	-	-	304	-
	75%	67%	70%	76%	83%	70%	62%	74%	83%	76%	79%	76%	78%	-	-	-	75%	-	-	75%	-
A fixed 3-year private rental tenancy	102	8	4	89	2	14	11	7	5	7	20	15	8	-	-	-	102	-	-	102	-
	25%	33%	30%	24%	17%	30%	38%	26%	17%	24%	21%	24%	22%	-	-	-	25%	-	-	25%	-

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 26

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Personal security**

**Base: All respondents excl DK**

	Total	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?				Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
		NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	561	494	41	304	149	67	220	254	87
Weighted base	406	361	32	223	106	45	164	177	64
Shared ownership of a property	304 75%	275 76%	25 77%	174 78%	77 73%	29 64%	140 85%	118 66%	46 72%
A fixed 3-year private rental tenancy	102 25%	85 24%	8 23%	49 22%	29 27%	16 36%	24 15%	60 34%	18 28%

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 27

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Wealth****Base: All respondents excl DK**

	Gender			Age							Social Grade				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	525	253	272	103	164	109	88	31	30	267	197	61	142	186	86	111	85	274
Weighted base	382	184	198	78	129	77	63	19	16	207	140	35	111	140	61	69	72	216
Shared ownership of a property	318 83%	151 82%	167 84%	61 79%	110 85%	65 84%	53 84%	16 86%	13 80%	171 83%	118 84%	29 83%	94 85%	118 84%	52 85%	53 78%	57 79%	184 85%
A fixed 3-year private rental tenancy	64 17%	33 18%	31 16%	17 21%	19 15%	12 16%	10 16%	3 14%	3 20%	35 17%	22 16%	6 17%	17 15%	22 16%	9 15%	15 22%	15 21%	32 15%

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 28

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

#### **Wealth**

**Base: All respondents excl DK**

	Region												Tenure								
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home- owners	Owned out- right	Owned with mort- gage	NET: Rent- ers	Coun- cil Rent	HA Rent	Pri- vate rent	Rent free
Unweighted base	525	43	20	462	18	51	44	37	31	41	91	91	58	-	-	-	525	-	-	525	-
Weighted base	382	22	10	349	14	41	27	28	27	27	92	58	36	-	-	-	382	-	-	382	-
Shared ownership of a property	318	19	9	290	13	29	19	25	22	21	79	51	32	-	-	-	318	-	-	318	-
	83%	86%	91%	83%	97%	72%	71%	88%	81%	76%	86%	87%	88%	-	-	-	83%	-	-	83%	-
A fixed 3-year private rental tenancy	64	3	1	60	*	12	8	3	5	7	13	7	4	-	-	-	64	-	-	64	-
	17%	14%	9%	17%	3%	28%	29%	12%	19%	24%	14%	13%	12%	-	-	-	17%	-	-	17%	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 29

**Q.5 For each of the following types of housing, please select which you think is most likely to deliver each factor in the long-term for you and your family.**

**Wealth****Base: All respondents excl DK**

	Total	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?				Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?			
		NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	525	462	43	280	139	63	218	230	77
Weighted base	382	340	34	205	101	42	165	162	55
Shared ownership of a property	318 83%	287 84%	26 74%	171 84%	90 89%	31 75%	141 86%	132 81%	45 82%
A fixed 3-year private rental tenancy	64 17%	53 16%	9 26%	33 16%	11 11%	11 25%	24 14%	30 19%	10 18%

**Shared Ownership Survey - Private Renters**  
**ONLINE Fieldwork: 1st-7th September 2017**

Absolutes/col percents

Table 30

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Summary****Base: All respondents excl. DK**

	Statements		
	The Government should be doing more to encourage shared ownership properties in my area	The Government should invest in housing developments specifically designed for shared ownership	The Government should prioritise shared ownership properties in all new housing developments
Unweighted base	559	576	549
Weighted base	399	412	395
NET: Agree	316 79%	319 77%	274 70%
Agree strongly (4)	116 29%	117 28%	89 23%
Tend to agree (3)	200 50%	202 49%	185 47%
Tend to disagree (2)	59 15%	63 15%	92 23%
Disagree strongly (1)	25 6%	30 7%	29 7%
NET: Disagree	84 21%	93 23%	120 30%
Mean	3.02	2.98	2.85
Standard deviation	0.83	0.86	0.85
Standard error	0.04	0.04	0.04

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 31

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**  
**The Government should be doing more to encourage shared ownership properties in my area**  
**Base: All respondents excl. DK**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	559	269	290	94	174	115	88	39	49	268	203	88	142	190	89	138	87	291
Weighted base	399	193	206	70	133	78	65	26	28	203	143	54	108	142	62	88	71	225
NET: Agree	316 79%	155 80%	161 78%	53 76%	104 78%	64 83%	55 84%	18 71%	22 78%	157 77%	119 83%	40 74%	81 75%	116 82%	48 78%	71 80%	53 75%	180 80%
Agree strongly	(4) 116 29%	55 28%	61 29%	11 16%	39 29%	31 40%	21 32%	9 34%	5 19%	50 24%	52 36%	14 26%	32 29%	47 33%	17 28%	20 22%	25 36%	67 30%
Tend to agree	(3) 200 50%	100 52%	100 49%	42 60%	65 49%	33 42%	34 53%	9 37%	16 59%	107 53%	67 47%	26 48%	49 45%	69 49%	31 50%	51 58%	28 39%	113 50%
Tend to disagree	(2) 59 15%	25 13%	34 16%	9 12%	21 16%	11 14%	9 14%	4 17%	4 15%	30 15%	20 14%	8 16%	18 16%	19 14%	9 14%	13 14%	12 16%	33 15%
Disagree strongly	(1) 25 6%	13 7%	11 6%	8 12%	8 6%	2 3%	1 1%	3 13%	2 7%	16 8%	3 2%	5 10%	10 9%	6 4%	4 7%	5 5%	6 8%	12 5%
NET: Disagree	84 21%	38 20%	45 22%	17 24%	29 22%	14 17%	10 16%	8 29%	6 22%	46 23%	24 17%	14 26%	27 25%	26 18%	13 22%	17 20%	17 25%	45 20%
Mean	3.02	3.02	3.02	2.80	3.01	3.20	3.14	2.92	2.90	2.94	3.17	2.91	2.95	3.11	2.99	2.98	3.03	3.04
Standard deviation	0.83	0.83	0.83	0.85	0.83	0.80	0.71	1.02	0.80	0.84	0.76	0.91	0.90	0.80	0.85	0.76	0.93	0.81
Standard error	0.04	0.05	0.05	0.09	0.06	0.07	0.08	0.16	0.11	0.05	0.05	0.10	0.08	0.06	0.09	0.07	0.10	0.05



## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 32

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**

**The Government should be doing more to encourage shared ownership properties in my area**

**Base: All respondents excl. DK**

	Region													Tenure							
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home-owners	Owned outright	Owned with mortgage	NET: Renters	Council Rent	HA Rent	Private rent	Rent free
Unweighted base	559	44	30	485	18	46	49	43	30	48	89	96	66	-	-	-	559	-	-	559	-
Weighted base	399	23	16	360	16	37	30	32	27	32	89	60	38	-	-	-	399	-	-	399	-
NET: Agree	316	18	10	287	12	30	21	27	23	26	71	50	28	-	-	-	316	-	-	316	-
	79%	79%	64%	80%	77%	80%	69%	82%	86%	83%	80%	83%	74%	-	-	-	79%	-	-	79%	-
Agree strongly	(4) 116	7	6	104	5	12	8	5	8	10	30	16	10	-	-	-	116	-	-	116	-
	29%	28%	35%	29%	32%	33%	28%	16%	30%	30%	33%	26%	26%	-	-	-	29%	-	-	29%	-
Tend to agree	(3) 200	12	5	184	7	17	12	21	15	17	42	34	18	-	-	-	200	-	-	200	-
	50%	50%	29%	51%	45%	47%	41%	65%	56%	53%	47%	57%	48%	-	-	-	50%	-	-	50%	-
Tend to disagree	(2) 59	3	4	52	2	5	6	5	4	4	11	8	6	-	-	-	59	-	-	59	-
	15%	13%	26%	14%	16%	14%	20%	16%	14%	12%	13%	14%	15%	-	-	-	15%	-	-	15%	-
Disagree strongly	(1) 25	2	2	21	1	2	3	1	-	2	6	2	4	-	-	-	25	-	-	25	-
	6%	8%	10%	6%	7%	6%	11%	2%	-	5%	7%	3%	11%	-	-	-	6%	-	-	6%	-
NET: Disagree	84	5	6	73	4	7	9	6	4	6	17	10	10	-	-	-	84	-	-	84	-
	21%	21%	36%	20%	23%	20%	31%	18%	14%	17%	20%	17%	26%	-	-	-	21%	-	-	21%	-
Mean	3.02	2.99	2.89	3.03	3.03	3.07	2.86	2.97	3.16	3.07	3.07	3.06	2.88	-	-	-	3.02	-	-	3.02	-
Standard deviation	0.83	0.88	1.03	0.82	0.90	0.86	0.97	0.64	0.65	0.80	0.86	0.74	0.93	-	-	-	0.83	-	-	0.83	-
Standard error	0.04	0.13	0.19	0.04	0.21	0.13	0.14	0.10	0.12	0.12	0.09	0.08	0.11	-	-	-	0.04	-	-	0.04	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 33

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**  
**The Government should be doing more to encourage shared ownership properties in my area**  
**Base: All respondents excl. DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?						Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?		
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	559	501	45	310	146	58	225	247	87
Weighted base	399	362	35	222	104	38	169	168	62
NET: Agree	316 79%	286 79%	28 79%	175 79%	83 80%	29 78%	157 92%	105 63%	54 87%
Agree strongly	(4) 116 29%	108 30%	13 37%	65 29%	29 28%	8 21%	71 42%	29 17%	16 25%
Tend to agree	(3) 200 50%	179 49%	15 42%	110 50%	54 52%	21 57%	86 51%	76 45%	39 62%
Tend to disagree	(2) 59 15%	53 15%	1 4%	37 17%	15 14%	6 16%	10 6%	42 25%	7 12%
Disagree strongly	(1) 25 6%	22 6%	6 17%	10 4%	6 6%	3 7%	3 2%	21 13%	1 1%
NET: Disagree	84 21%	75 21%	8 21%	47 21%	21 20%	8 22%	13 8%	63 37%	8 13%
Mean	3.02	3.03	2.98	3.04	3.02	2.91	3.32	2.67	3.11
Standard deviation	0.83	0.83	1.07	0.80	0.82	0.80	0.67	0.91	0.63
Standard error	0.04	0.04	0.16	0.05	0.07	0.11	0.04	0.06	0.07

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 34

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**

**The Government should invest in housing developments specifically designed for shared ownership**

**Base: All respondents excl. DK**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	576	281	295	101	176	117	92	40	50	277	209	90	146	203	96	131	86	299
Weighted base	412	201	211	74	135	79	69	26	29	209	148	55	111	150	68	83	69	232
NET: Agree	319	157	162	52	103	66	57	18	23	155	123	40	80	121	52	67	47	185
	77%	78%	77%	70%	76%	84%	82%	68%	78%	74%	83%	73%	72%	80%	76%	80%	68%	80%
Agree strongly	(4) 117	54	63	15	38	30	17	8	7	54	48	15	31	48	16	22	25	70
	28%	27%	30%	21%	28%	39%	25%	30%	25%	26%	32%	28%	28%	32%	24%	26%	35%	30%
Tend to agree	(3) 202	103	99	37	65	36	39	10	15	102	75	25	49	72	36	45	23	115
	49%	51%	47%	50%	48%	45%	57%	37%	53%	49%	51%	46%	44%	48%	53%	54%	33%	50%
Tend to disagree	(2) 63	27	36	12	21	9	11	6	4	34	20	9	18	23	10	12	14	32
	15%	13%	17%	17%	16%	12%	15%	21%	14%	16%	14%	17%	16%	16%	15%	15%	21%	14%
Disagree strongly	(1) 30	17	13	10	11	3	2	3	2	20	5	5	14	7	6	4	8	15
	7%	9%	6%	13%	8%	4%	3%	11%	8%	10%	3%	9%	12%	4%	9%	5%	11%	6%
NET: Disagree	93	44	49	22	32	12	12	8	6	54	25	15	31	30	16	16	22	46
	23%	22%	23%	30%	24%	16%	18%	32%	22%	26%	17%	27%	28%	20%	24%	20%	32%	20%
Mean	2.98	2.96	3.00	2.78	2.97	3.19	3.05	2.87	2.95	2.90	3.12	2.92	2.88	3.08	2.92	3.01	2.93	3.04
Standard deviation	0.86	0.87	0.85	0.93	0.87	0.79	0.72	0.99	0.86	0.89	0.76	0.91	0.96	0.80	0.86	0.79	1.00	0.83
Standard error	0.04	0.05	0.05	0.09	0.07	0.07	0.07	0.16	0.12	0.05	0.05	0.10	0.08	0.06	0.09	0.07	0.11	0.05

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 35

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**

**The Government should invest in housing developments specifically designed for shared ownership**

**Base: All respondents excl. DK**

	Region													Tenure							
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Home-owners	Owned out-right	Owned with mortgage	NET: Renters	Council Rent	HA Rent	Private rent	Rent free
Unweighted base	576	41	31	504	19	50	48	42	33	49	98	97	68	-	-	-	576	-	-	576	-
Weighted base	412	21	17	374	15	42	28	32	28	33	97	60	40	-	-	-	412	-	-	412	-
NET: Agree	319	17	12	290	11	31	20	22	23	25	75	51	31	-	-	-	319	-	-	319	-
	77%	80%	72%	77%	74%	75%	70%	69%	81%	77%	78%	86%	77%	-	-	-	77%	-	-	77%	-
Agree strongly	(4) 117	5	3	108	5	11	9	6	7	9	32	16	12	-	-	-	117	-	-	117	-
	28%	26%	17%	29%	33%	27%	33%	20%	24%	28%	33%	27%	30%	-	-	-	28%	-	-	28%	-
Tend to agree	(3) 202	12	9	181	6	20	11	15	16	16	44	35	19	-	-	-	202	-	-	202	-
	49%	55%	54%	48%	40%	48%	38%	49%	56%	49%	45%	58%	47%	-	-	-	49%	-	-	49%	-
Tend to disagree	(2) 63	2	3	58	3	6	4	9	5	5	14	6	5	-	-	-	63	-	-	63	-
	15%	9%	21%	15%	19%	15%	15%	29%	19%	15%	14%	10%	12%	-	-	-	15%	-	-	15%	-
Disagree strongly	(1) 30	2	1	27	1	4	4	1	-	2	8	3	4	-	-	-	30	-	-	30	-
	7%	10%	8%	7%	7%	10%	14%	2%	-	8%	8%	4%	11%	-	-	-	7%	-	-	7%	-
NET: Disagree	93	4	5	84	4	10	8	10	5	7	22	8	9	-	-	-	93	-	-	93	-
	23%	20%	28%	23%	26%	25%	30%	31%	19%	23%	22%	14%	23%	-	-	-	23%	-	-	23%	-
Mean	2.98	2.96	2.82	2.99	3.00	2.93	2.89	2.88	3.05	2.98	3.02	3.09	2.97	-	-	-	2.98	-	-	2.98	-
Standard deviation	0.86	0.90	0.83	0.86	0.93	0.91	1.03	0.75	0.67	0.87	0.90	0.74	0.93	-	-	-	0.86	-	-	0.86	-
Standard error	0.04	0.14	0.15	0.04	0.21	0.13	0.15	0.12	0.12	0.12	0.09	0.07	0.11	-	-	-	0.04	-	-	0.04	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 36

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**  
**The Government should invest in housing developments specifically designed for shared ownership**  
**Base: All respondents excl. DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?						Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?		
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	576	512	46	313	153	64	226	263	87
Weighted base	412	370	36	224	110	42	169	181	62
NET: Agree	319 77%	288 78%	26 74%	173 77%	89 81%	31 73%	151 89%	116 64%	52 83%
Agree strongly	(4) 117 28%	111 30%	18 50%	66 29%	27 25%	5 13%	72 42%	32 18%	13 21%
Tend to agree	(3) 202 49%	177 48%	8 23%	107 48%	62 56%	25 60%	79 47%	84 47%	39 63%
Tend to disagree	(2) 63 15%	54 15%	3 8%	37 17%	14 13%	9 20%	13 8%	42 23%	8 13%
Disagree strongly	(1) 30 7%	27 7%	7 19%	14 6%	6 6%	3 7%	5 3%	23 13%	2 3%
NET: Disagree	93 23%	82 22%	10 26%	52 23%	21 19%	12 27%	19 11%	65 36%	10 17%
Mean	2.98	3.01	3.05	3.00	3.00	2.78	3.28	2.69	3.01
Standard deviation	0.86	0.86	1.17	0.85	0.79	0.76	0.74	0.91	0.69
Standard error	0.04	0.04	0.17	0.05	0.06	0.10	0.05	0.06	0.07

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 37

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**

**The Government should prioritise shared ownership properties in all new housing developments**

**Base: All respondents excl. DK**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	549	272	277	99	162	112	89	40	47	261	201	87	141	198	84	126	88	284
Weighted base	395	195	199	75	125	76	66	26	27	200	142	53	108	147	60	79	72	221
NET: Agree	274 70%	133 68%	141 71%	45 60%	85 68%	57 75%	47 72%	19 74%	21 78%	129 65%	105 74%	40 76%	72 66%	106 72%	40 67%	56 71%	51 71%	155 70%
Agree strongly	(4) 23%	89 46 24%	43 43 22%	9 11%	25 20%	24 31%	18 27%	7 28%	7 27%	33 17%	41 29%	15 28%	19 18%	36 24%	16 26%	19 24%	20 28%	47 21%
Tend to agree	(3) 47%	185 87 45%	98 98 49%	36 48%	60 48%	34 44%	30 45%	12 46%	14 51%	96 48%	64 45%	25 48%	52 48%	71 48%	24 41%	37 47%	31 43%	108 49%
Tend to disagree	(2) 23%	92 46 23%	46 46 23%	22 30%	30 24%	15 19%	17 25%	4 15%	4 14%	53 26%	31 22%	8 14%	27 25%	34 23%	12 21%	18 23%	17 24%	49 22%
Disagree strongly	(1) 7%	29 16 8%	12 12 6%	8 10%	10 8%	4 6%	2 3%	3 11%	2 8%	18 9%	6 4%	5 10%	10 9%	7 5%	7 12%	5 6%	4 5%	17 8%
NET: Disagree	120 30%	62 32%	58 29%	30 40%	40 32%	19 25%	19 28%	7 26%	6 22%	70 35%	37 26%	13 24%	37 34%	40 28%	20 33%	23 29%	21 29%	67 30%
Mean	2.85	2.83	2.86	2.61	2.80	3.01	2.96	2.91	2.98	2.73	2.99	2.94	2.75	2.92	2.81	2.88	2.94	2.83
Standard deviation	0.85	0.88	0.82	0.83	0.85	0.86	0.80	0.95	0.87	0.85	0.83	0.90	0.85	0.81	0.97	0.84	0.86	0.85
Standard error	0.04	0.05	0.05	0.08	0.07	0.08	0.08	0.15	0.13	0.05	0.06	0.10	0.07	0.06	0.11	0.08	0.09	0.05

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 38

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**

**The Government should prioritise shared ownership properties in all new housing developments**

**Base: All respondents excl. DK**

	Region												Tenure								
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber London	West Midlands	East Midlands	Eastern	South East	South West	NET: Home- owners	Owned out- right	Owned with mort- gage	NET: Rent- ers	Coun- cil Rent	HA Rent	Pri- vate rent	Rent free	
Unweighted base	549	42	29	478	18	44	47	36	31	46	95	96	65	-	-	-	549	-	-	549	-
Weighted base	395	22	16	357	15	36	28	27	27	31	94	60	38	-	-	-	395	-	-	395	-
NET: Agree	274	16	11	248	10	23	16	18	22	21	65	47	26	-	-	-	274	-	-	274	-
	70%	69%	68%	70%	67%	65%	57%	66%	80%	67%	69%	79%	67%	-	-	-	70%	-	-	70%	-
Agree strongly	(4) 89	4	2	83	5	10	7	8	5	7	20	14	7	-	-	-	89	-	-	89	-
	23%	18%	12%	23%	33%	27%	25%	29%	18%	22%	21%	24%	19%	-	-	-	23%	-	-	23%	-
Tend to agree	(3) 185	11	9	165	5	14	9	10	17	14	45	33	18	-	-	-	185	-	-	185	-
	47%	51%	56%	46%	34%	38%	32%	37%	62%	45%	48%	56%	48%	-	-	-	47%	-	-	47%	-
Tend to disagree	(2) 92	5	3	83	3	9	8	8	5	8	24	11	8	-	-	-	92	-	-	92	-
	23%	22%	20%	23%	22%	26%	29%	29%	17%	26%	25%	18%	21%	-	-	-	23%	-	-	23%	-
Disagree strongly	(1) 29	2	2	25	2	3	4	2	1	2	6	2	5	-	-	-	29	-	-	29	-
	7%	8%	12%	7%	11%	8%	14%	6%	2%	7%	6%	3%	12%	-	-	-	7%	-	-	7%	-
NET: Disagree	120	7	5	109	5	12	12	9	5	10	29	12	13	-	-	-	120	-	-	120	-
	30%	31%	32%	30%	33%	35%	43%	34%	20%	33%	31%	21%	33%	-	-	-	30%	-	-	30%	-
Mean	2.85	2.79	2.68	2.86	2.89	2.84	2.69	2.90	2.96	2.82	2.84	3.00	2.74	-	-	-	2.85	-	-	2.85	-
Standard deviation	0.85	0.85	0.87	0.85	1.02	0.94	1.02	0.91	0.68	0.87	0.83	0.73	0.92	-	-	-	0.85	-	-	0.85	-
Standard error	0.04	0.13	0.16	0.04	0.24	0.14	0.15	0.15	0.12	0.13	0.08	0.07	0.11	-	-	-	0.04	-	-	0.04	-

## Shared Ownership Survey - Private Renters

### ONLINE Fieldwork: 1st-7th September 2017

Absolutes/col percents

Table 39

**Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**

**The Government should prioritise shared ownership properties in all new housing developments**

**Base: All respondents excl. DK**

	Q.1 Before today had you ever heard of 'shared ownership' as a way to buy a home?						Q.2 Is the concept of 'shared ownership' as a way to buy a home something you would be interested in learning more about?		
	Total	NET: Heard of	Heard of and know a lot about it	Heard of and know a little about it	Heard of but know nothing about it	Never heard of it	Yes	No	Don't know
Unweighted base	549	490	47	294	149	59	218	251	80
Weighted base	395	354	37	210	107	41	164	172	59
NET: Agree	274	249	27	150	71	26	132	97	46
	70%	70%	74%	72%	66%	64%	80%	56%	78%
Agree strongly	(4) 89	83	14	49	20	6	51	28	10
	23%	24%	39%	23%	19%	14%	31%	16%	18%
Tend to agree	(3) 185	165	13	101	51	20	81	69	35
	47%	47%	35%	48%	47%	49%	49%	40%	60%
Tend to disagree	(2) 92	79	3	46	30	13	29	51	12
	23%	22%	8%	22%	28%	31%	17%	30%	20%
Disagree strongly	(1) 29	27	7	13	6	2	4	24	1
	7%	7%	18%	6%	6%	5%	2%	14%	2%
NET: Disagree	120	106	10	60	36	15	33	75	13
	30%	30%	26%	28%	34%	36%	20%	44%	22%
Mean	2.85	2.86	2.94	2.88	2.79	2.72	3.09	2.59	2.94
Standard deviation	0.85	0.86	1.11	0.84	0.82	0.78	0.76	0.92	0.68
Standard error	0.04	0.04	0.16	0.05	0.07	0.10	0.05	0.06	0.08