

Demise of the NIMBY

Changing attitudes
to building new homes

February 2017

Headlines

This is an overview of the main findings of the housing module of the British Social Attitudes survey 2016, carried out by the National Centre for Social Research (NatCen). The questions from this module were asked in England only.

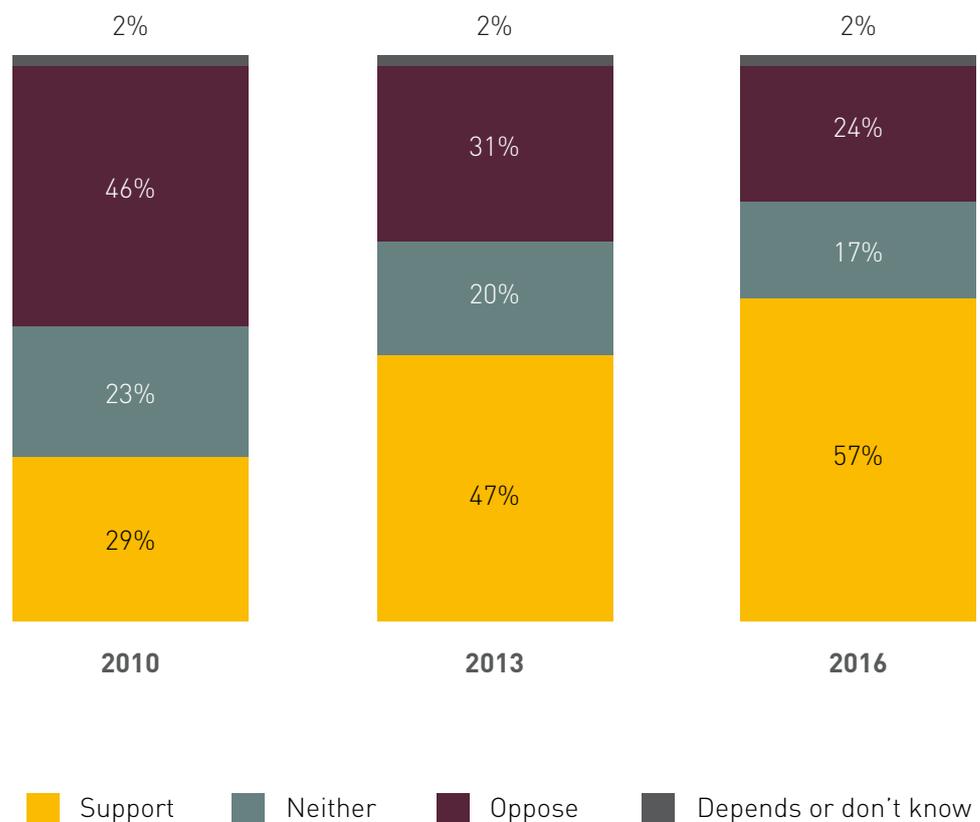
The National Housing Federation has found that support for building new homes has significantly increased across all demographics, and support is strongest for building homes that local people on average incomes can afford.

- **Overall support for homes being built in people's local area almost doubled between 2010 and 2016.** Over the same time, opposition dropped to almost half of 2010 levels. These figures illustrate the demise of the NIMBY – that is, people who say 'not in my back yard'.
- People care about the type of homes that are built in their local area, and **support is even higher for building homes that local people on average incomes can afford.** Almost 3 in 4 (73%) of the English population support affordable homes in their local area.
- **Homes from social landlords have most support,** with more than half (51%) saying these homes are most needed.
- **Homeowners and renters both support new affordable homes.** This ranges from 68% among homeowners to 81% among private renters and 83% among social renters.
- **People of all ages support building new affordable homes,** with support ranging from 70% among those aged 55 or above, up to 76% among 18 to 34 year olds.
- **Support for affordable homes is high amongst voters across the political spectrum.** The support for building affordable homes ranges from 64% among Conservative identifiers to 83% among Labour identifiers, with LibDem and UKIP identifiers lying in between.
- **The majority of people in both urban and rural areas support new affordable homes.** Almost two thirds of people living in rural areas are supportive (65%), rising to 82% in big cities.

Overall support for homes being built in people's local area has almost doubled since 2010

The proportion of the English population opposing homes being built in their local area has almost halved since 2010, to less than a quarter (24%). **More than half of the population (57%) now support more homes being built in their area.** This shift has occurred across the population, regardless of age, housing tenure, income or political party identification, and the rest of this document explores those factors in more detail. These figures illustrate the demise of the NIMBY – that is, people who say 'not in my back yard'.

Would you support or oppose more homes being built in your local area?



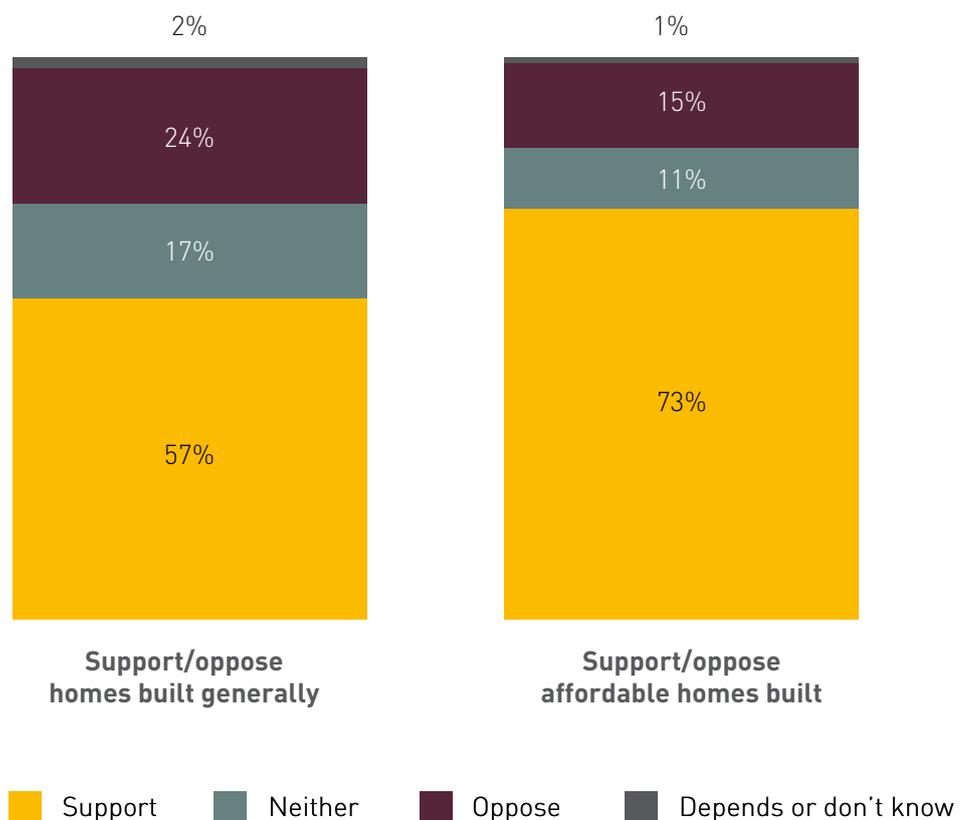
Source: NatCen's British Social Attitude survey 2010, 2013 and 2016

Base: England only

Support is higher for building homes that people on average incomes can afford

When it comes to building new homes, the public support some types of homes more than others. In fact, the **support for new homes being built in people's local area rises to almost 3 in 4 (73%) if these homes are affordable to people on average incomes**. Only 15% oppose the construction of affordable homes in their locality and 11% say that they neither support nor oppose it.

Support and opposition for homes being built in local area generally and if they are affordable to people on average incomes

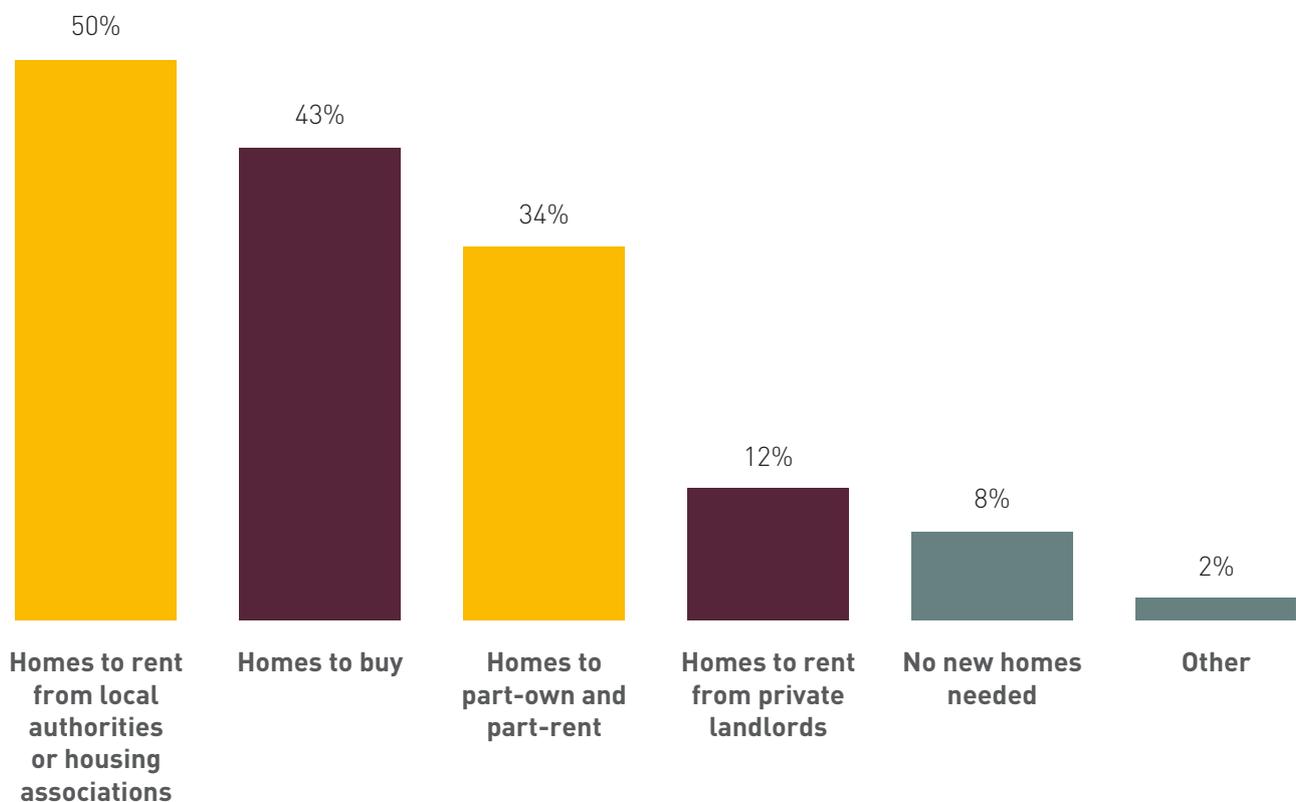


Source: NatCen's British Social Attitude survey 2016
Base: England only

Homes to rent from social landlords have most support

When asked about what types of homes¹ people think are most needed if homes were to be built in their local area, half the population (50%) mentions homes for rent from a social landlord (a housing association or local council). 43% said that if new homes were to be built in their local area that they should be homes to buy, 34% said that they should be homes to part-own and part-rent and 12% said that these should be homes to rent from a private landlord. Only 8% said that no new homes were needed.

If new homes were to be built in your local area, which, if any, of these types of homes do you think are most needed? (multiple answers possible)



Source: British Social Attitudes survey 2016

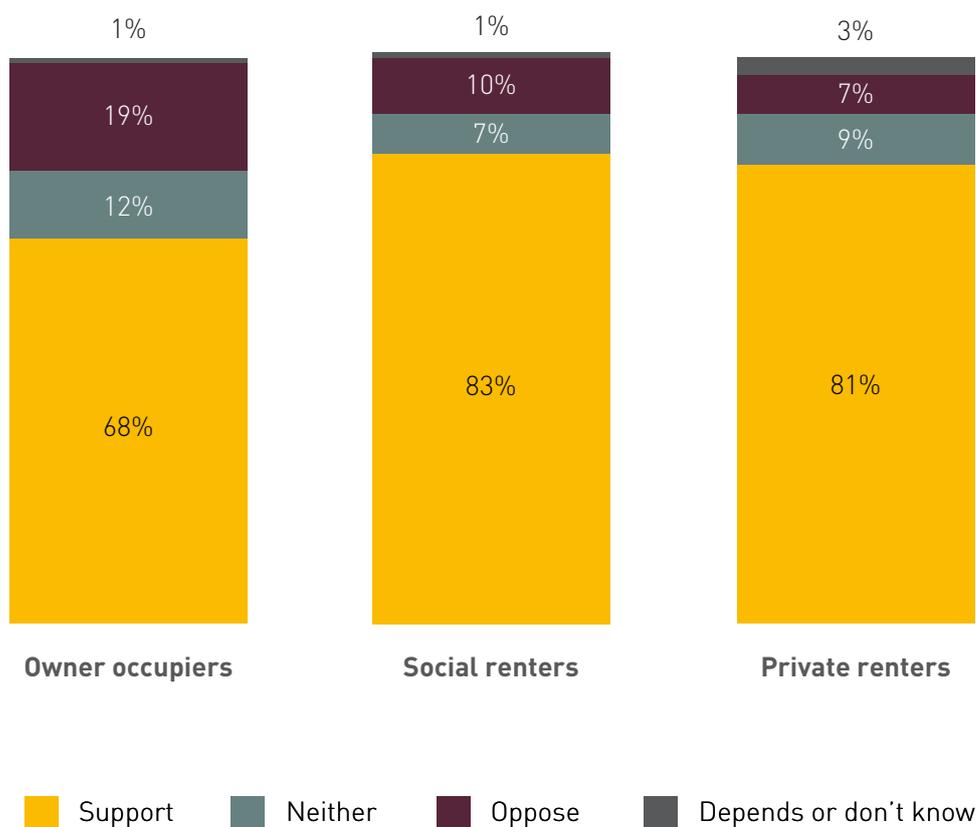
Base: England only

¹ This question allowed for multiple answers, so the percentages do not add up to 100%.

Homeowners and renters both support new affordable homes

Support for new affordable homes is high across all social and economic groups. Owner occupiers have traditionally been more strongly opposed to new homes being built in their locality, but now over two thirds (68%) support affordable homes. Renters show even greater support, with 83% of social renters and 81% of private renters saying that they support homes being built in their area if they are affordable to people on average incomes.

Would you support or oppose more homes being built in your local area, if they were affordable to people on average incomes in your local area?

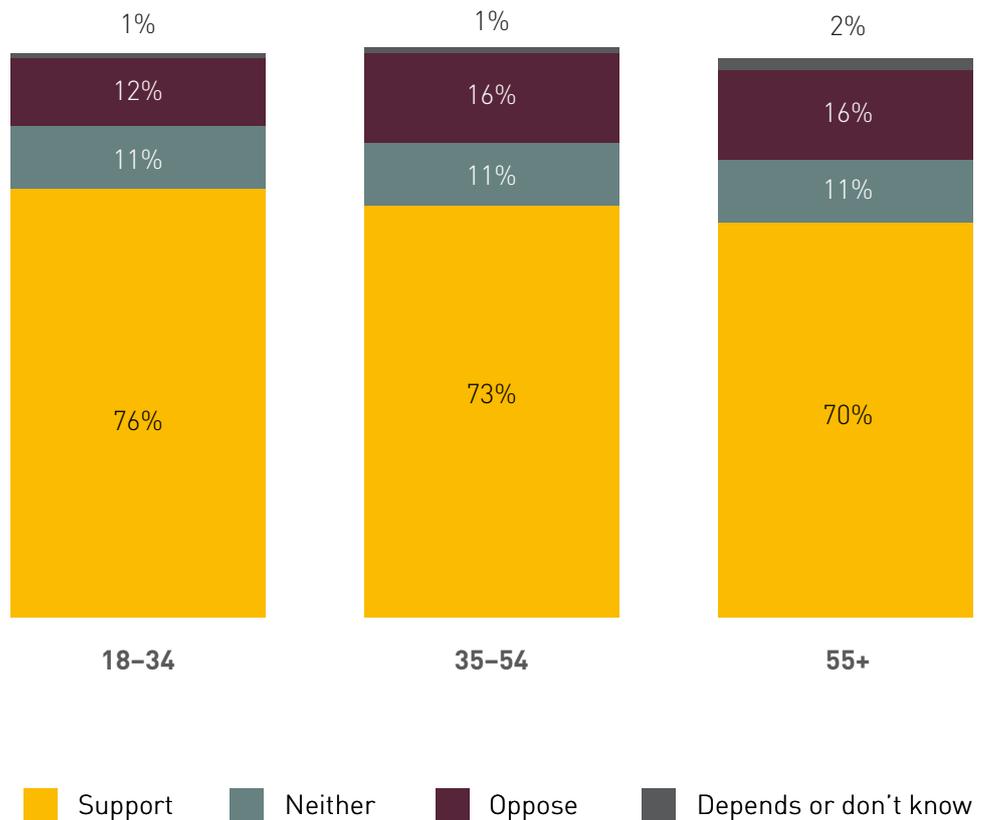


Source: NatCen's British Social Attitude survey 2016
Base: England only

People of all ages support building new affordable homes

Support for new affordable homes is high across all age groups. 76% of those aged between 18 and 34 said that they support new homes being built in their local area if they are affordable to people on average incomes. 73% of those aged between 35 and 54 and 70% of those aged 55 or above agreed to the same statement.

Would you support or oppose more homes being built in your local area, if they were affordable to people on average incomes in your local area?

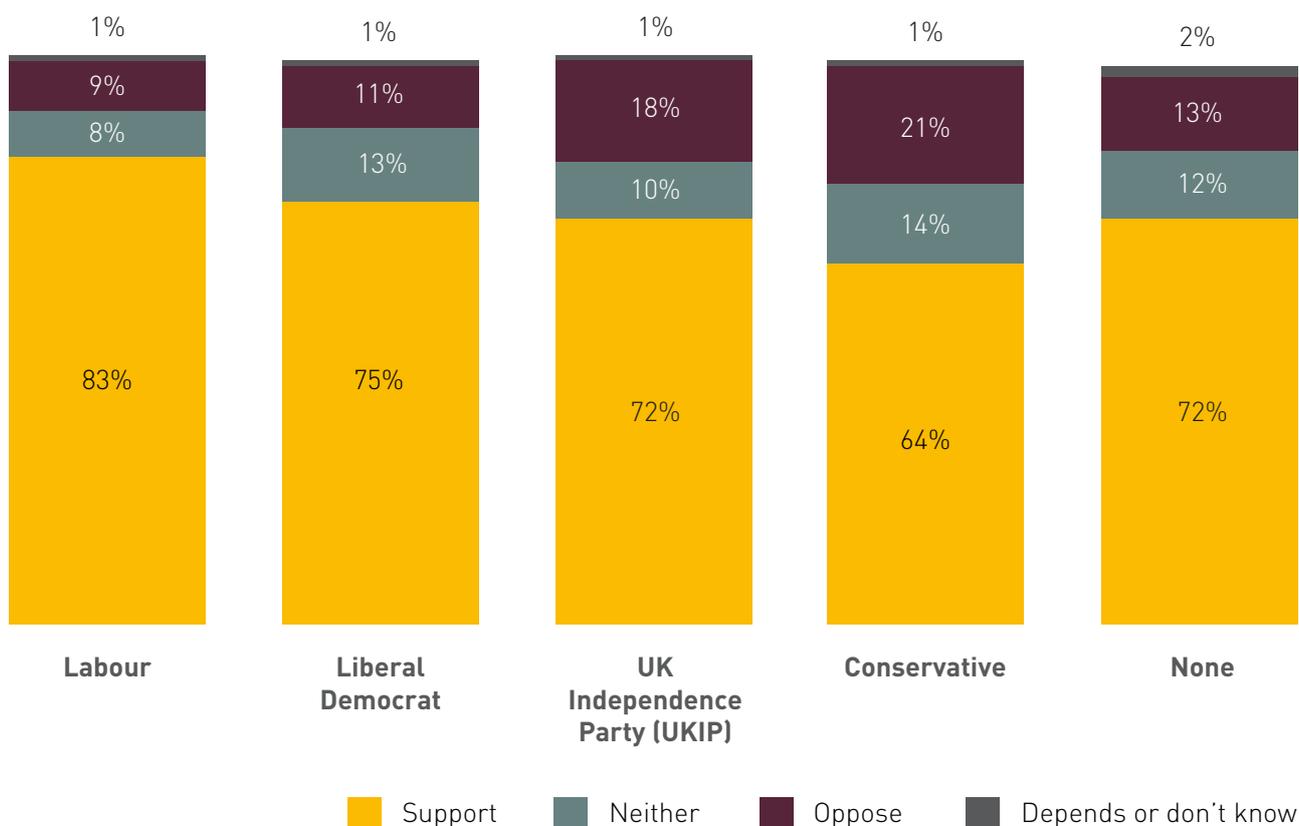


Source: NatCen's British Social Attitude survey 2016
Base: England only

Support for affordable homes is high amongst voters across the political spectrum

64% of people in England who identify with the Conservative party support homes being built in their local area if they are affordable to people on average incomes. This compares to 83% of all who identify with Labour, 75% of all those who identify with the Liberal Democrats and 72% of those who identify with UKIP.

Would you support or oppose more homes being built in your local area, if they were affordable to people on average incomes in your local area?

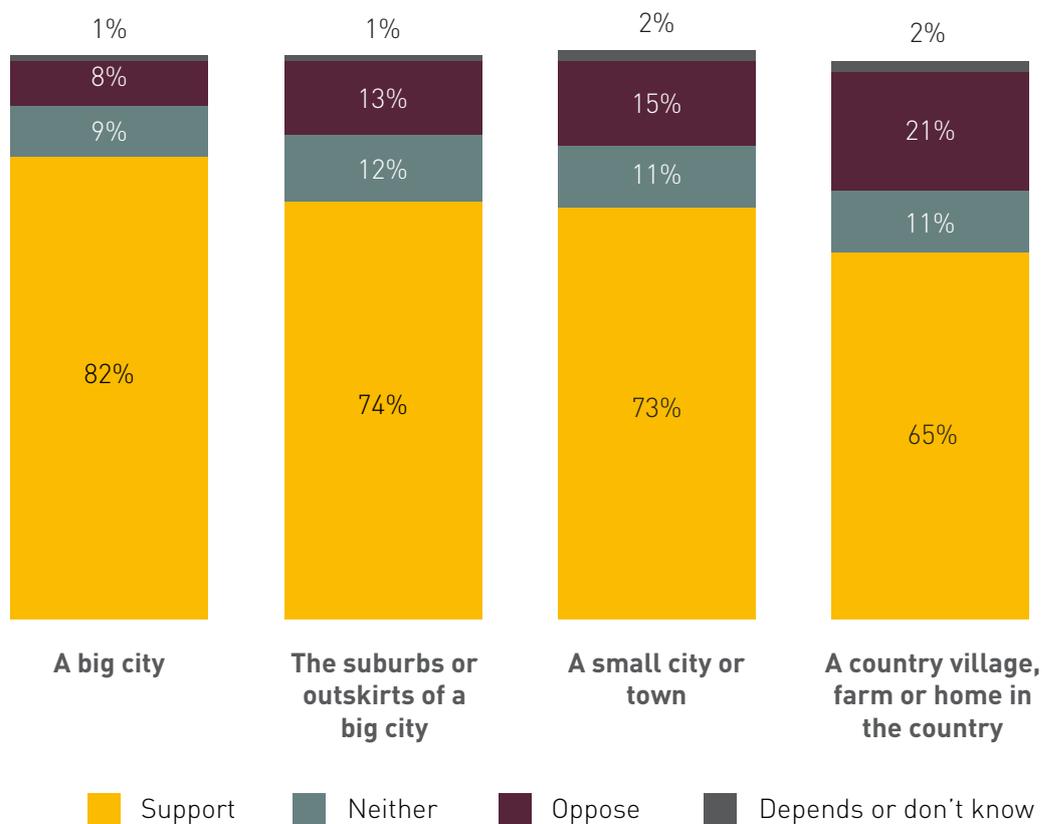


Source: NatCen's British Social Attitude survey 2016
Base: England only

The majority of people in both urban and rural areas support new affordable homes

82% of all people in England who say they live in a big city and 74% living in a suburb or the outskirts of a big city support affordable homes being built in their area. **But there is also a majority of supporters in towns and rural areas.** 73% of those living in a small city or town, and even 65% of those living in a country village, farm or home in the country support the construction of homes that people on average incomes in their area can afford.

Would you support or oppose more homes being built in your local area, if they were affordable to people on average incomes in your local area?

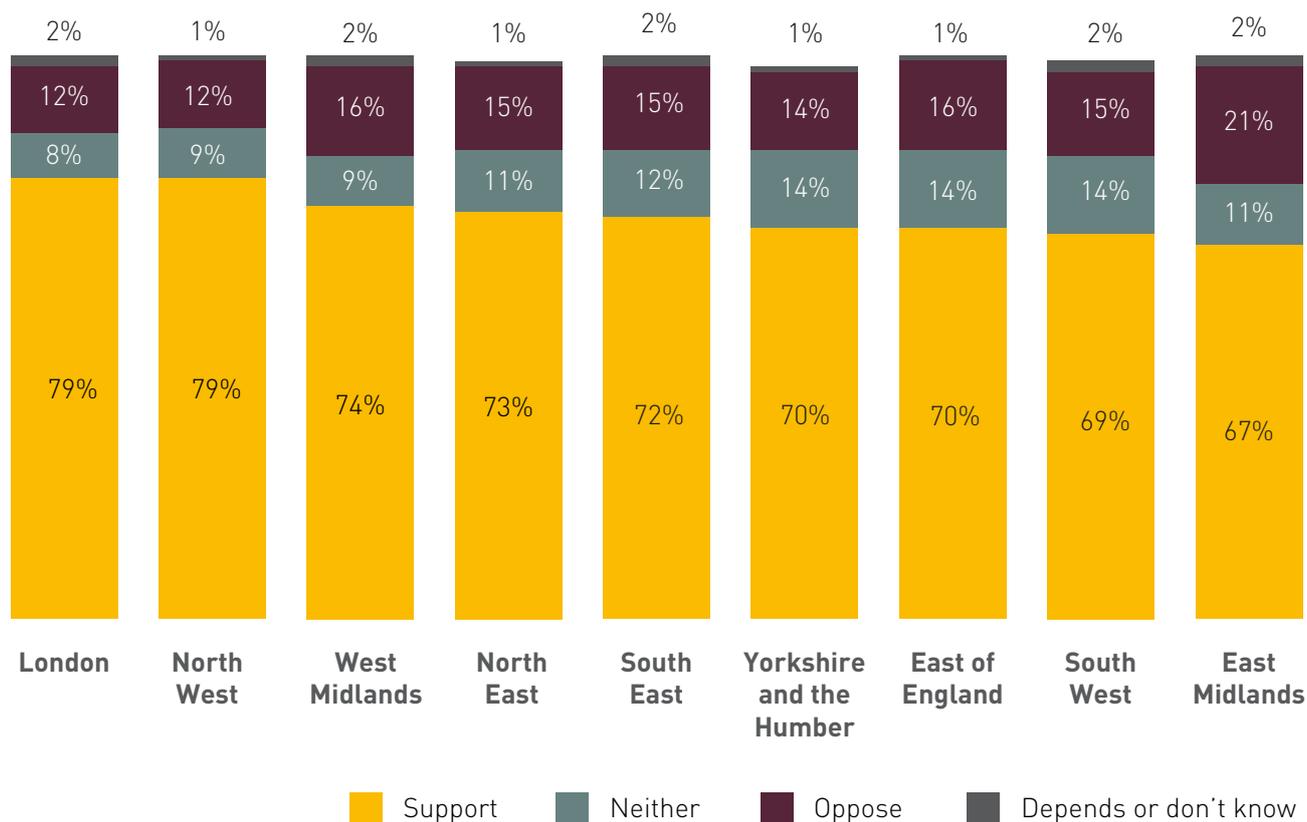


Source: NatCen's British Social Attitude survey 2016
Base: England only

Support for affordable homes is high across all nine English regions

At least 2 in 3 of the public in every region say that they support more homes being built in their local area if they are affordable to those on average incomes. The proportions range from 67% in the East Midlands to 79% in London.

Would you support or oppose more homes being built in your local area, if they were affordable to people on average incomes in your local area?



Source: NatCen's British Social Attitude survey 2016

Base: England only

Note on the methodology

The British Social Attitudes survey is conducted by the National Centre for Social Research (NatCen). British Social Attitudes 2016 was carried out between July and November 2016. The questions on housing were asked in England only, where 2,525 people took part in the survey. The sample was selected using a simple random probability method, designed to yield a representative sample of people aged 18+, living in Britain. Participants were interviewed face to face, in their homes, by interviewers. The data has been weighted to take account of differing probabilities of selection for interview and differing levels of non-response by different types of people. More details of the sampling and weighting procedures used on the British Social Attitudes survey can be found in the Technical details section of the British Social Attitudes 33rd report, based on British Social Attitudes 2015 survey data, which can be downloaded here:

<http://www.bsa.natcen.ac.uk/downloads/bsa-33-downloads.aspx>

Demise of the NIMBY: changing attitudes to building new homes

**NATIONAL
HOUSING
FEDERATION**

Housing associations are united by a single purpose – to ensure everyone in the country can live in a quality home that they can afford. Our ambition is to deliver a great place to live for everyone.

We're going to build more homes in more places, and we're working towards delivering 120,000 homes a year. We'll have an offer for everyone, with affordable and market homes for rent and sale.

This document explores new research, which shows that support for building new homes has almost doubled between 2010 and 2016, and that this support is high across all demographics. It has also revealed that support is strongest for building homes that local people on average incomes can afford.

You can find out more about housing associations' ambition, and how we are already working towards delivering it, at www.housing.org.uk/ambition