



# Research and insights into housing demand

Based on consumer research  
undertaken by Behaviour &  
Attitudes

May 2021

# Summary – outlook for housing demand

## The research findings

- 15% plan to buy a home in the next two years but 33% would like to do be able to do so
- 31% think they will buy between 3-10 years time.
- 51% of 18-34 yr olds think it will be 3-10 years.
- The main reason for not purchasing is that people don't want to move away from family and friends (26%)
- 16% of respondents believe that they will not be able to borrow sufficient funds from a bank

## Our take-aways

- At population level, this represents substantial levels of frustrated demand for housing i.e. numbers planning to buy well in excess of expected housing build / transactions
- Short-term demand for housing double level of expectation of actually buying
- Aspiring buyers expect it will be a significant period before they can buy
- Supply of housing in right areas key challenge for the market and points to planning and housing density challenges
- Affordability and bank lending constraints remain significant barriers to home purchase aspirations – nearly one-third of renters see mortgage approval as a barrier

# Summary – views on Government measures to support housing affordability and supply

## The research findings

- 82% believe Government should introduce additional measures to improve the supply of affordable housing.
- Respondents would like to see an increase supply of affordable housing, affordable home purchase loans, increased supply of zoned land, reform of the existing mortgage rules, a fast-planning system and planning system reform.
- Younger age groups, singles, renters and those living in the family home would all like to see an increase in the supply of affordable housing.
- 56% are in favour of the shared equity scheme, with 33% expressing some interest in availing of such a scheme.
- Interest in a shared equity scheme is higher in some sub-groups such as those aged 18-34 yrs, renters, and those planning to move within 5 years, amongst others.

## Our take-aways

- Vast majority of the population want to see more policy measures to address housing availability
- A broad range of solutions are required to address affordability and supply
- Affordability remains the main consideration in home purchase decision
- Strong support for shared equity scheme to address housing affordability – 3 out of 4 expressing an opinion favoured the scheme
- Support for shared equity stronger amongst renters and those planning to buy within 5 years

# Summary – Impact of Covid on housing demand

## The research findings

- Covid 19 has resulted in an increased importance of having a garden/outdoor space (65%).
- Living close to decent facilities and amenities has become more important (46%)
- Two-thirds agreed that since COVID having extra space to use as a home office has become more important.
- Over 50% of younger age cohorts would consider moving to rural areas for housing and quality of life factors

## Our take-aways

- Covid has increased demand for policy makers to address broad range of quality of life issues
- Increased public investment in parks / amenities and other facilities more important
- Desire to move away from urban areas has significant implications for future of work and spatial planning issues – demand trends raising potential conflict with Ireland 2040 strategy
- Demand for extra space in homes likely to put further pressure on capacity of building industry at a time when building new homes and retrofit agenda are policy priorities



RESEARCH  
& INSIGHT

# Ibec

## Housing Survey

May 2021

Prepared by  
Ian McShane







# Introduction

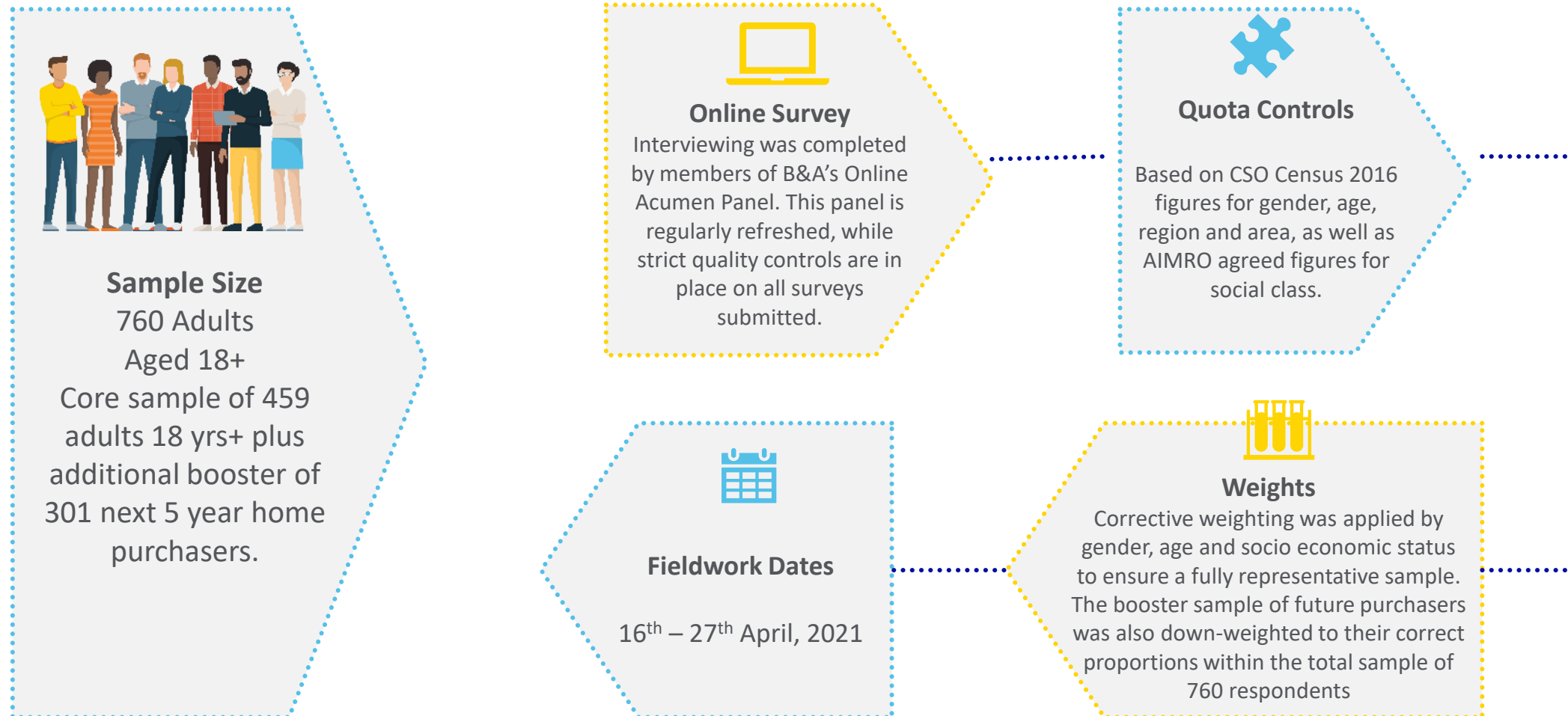


# Objectives

- Ibec identified a need for an independent survey of Irish Adults' views and opinions of the Irish Housing market.
- Covering a range of related topics, including:
  - ❖ **Likelihood and desire to purchase a home in the future**
  - ❖ **Home type preference**
  - ❖ **Barriers to home purchase**
  - ❖ **Home purchase decision factors**
  - ❖ **Housing affordability solution preferences**
  - ❖ **Attitudes towards shared equity scheme**
  - ❖ **Impact of Covid -19 on housing considerations**



- A national online sample of adults aged 18+ was surveyed, representative of the Irish population of 3.71m adults aged 18 years +







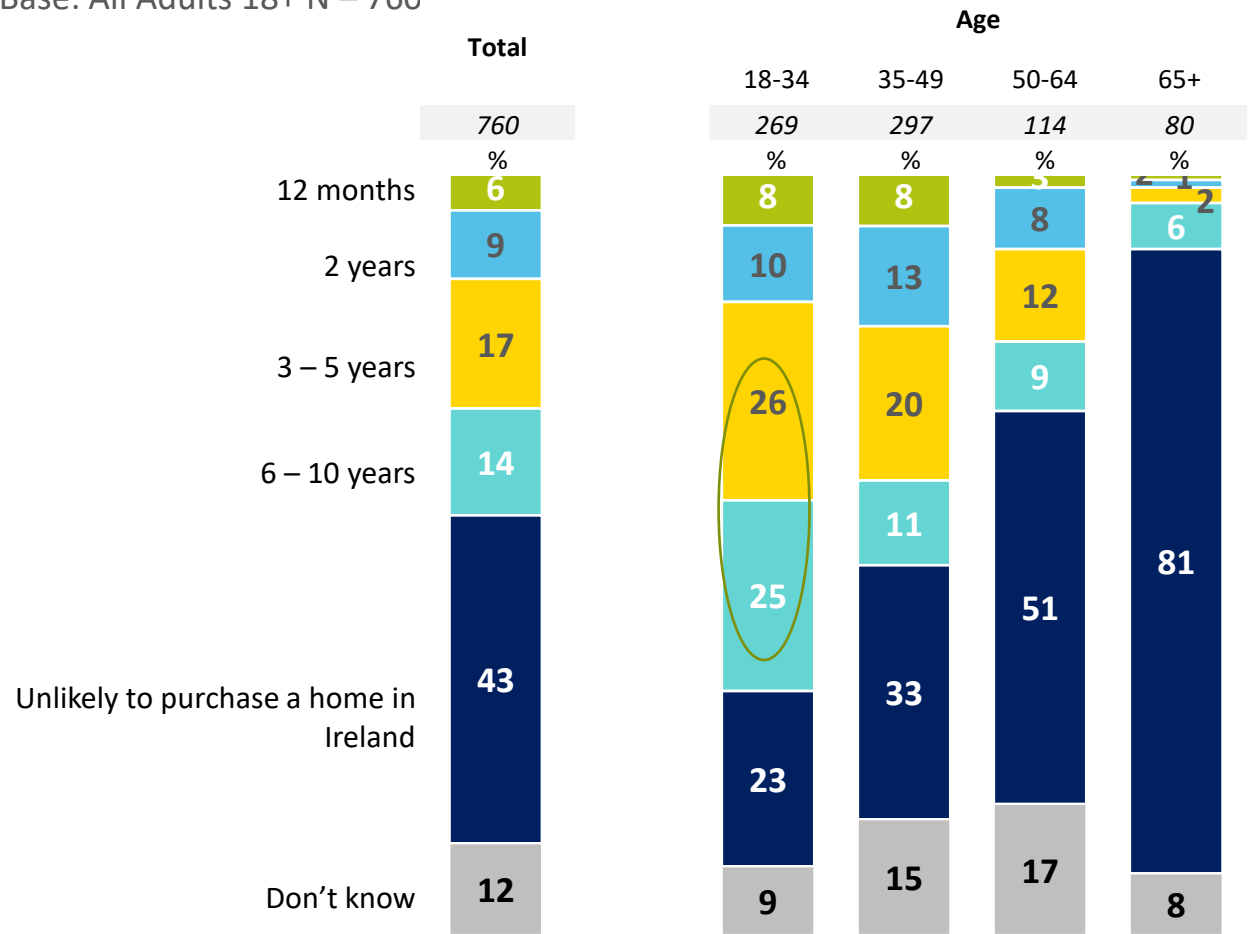
The findings



# Likelihood of purchasing a home in the future x Age

Base: All Adults 18+ N – 760

Statistically higher



The research reveals an estimated 15% of all adults who are intending to purchase a home within the next two years. Based on the total population of \*3.71m adults aged 18 years+, this equates to an estimated 550,000 individual purchasers. Note, these figures include both first time buyers and those intending to move to a different home over the next couple of years. 18-34 year olds (44%) and 35 to 49 year olds (41%) are most likely of all to purchase a home within the next five years.

\*Most recent Central Statistics Office (CSO) estimates

# Likelihood of purchasing a home in the future x Demographics



Base: All Adults 18+ N – 760

Statistically higher  
Statistically lower

	Total	Social class			Region					Area		Lifestage						
		ABC1	C2DE	F	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural	Single - 45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
	760	460	295	5	262	498	162	200	136	555	205	143	54	121	147	133	53	109
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
12 months	6	8	3	7	10	4	3	3	5	7	3	8	1	14	9	4	5	2
2 years	9	14	4	8	12	8	8	9	5	12	3	9	4	14	14	14	8	3
3 – 5 years	17	25	9	-	24	14	14	14	13	21	8	17	8	34	29	21	9	6
6 – 10 years	14	17	10	24	13	14	12	14	16	14	12	32	8	9	15	13	13	6
Unlikely to purchase a home in Ireland	43	29	56	61	33	47	51	43	47	33	62	25	60	21	29	27	47	72
Don't know	12	7	18	-	8	14	12	17	13	12	13	8	19	9	5	21	18	10

The demand for purchasing or moving home is greatest in the Dublin region, amongst those at pre-family and family pre-school lifestages, as well as within the white collar and professional working status ABC1 socio economic category.

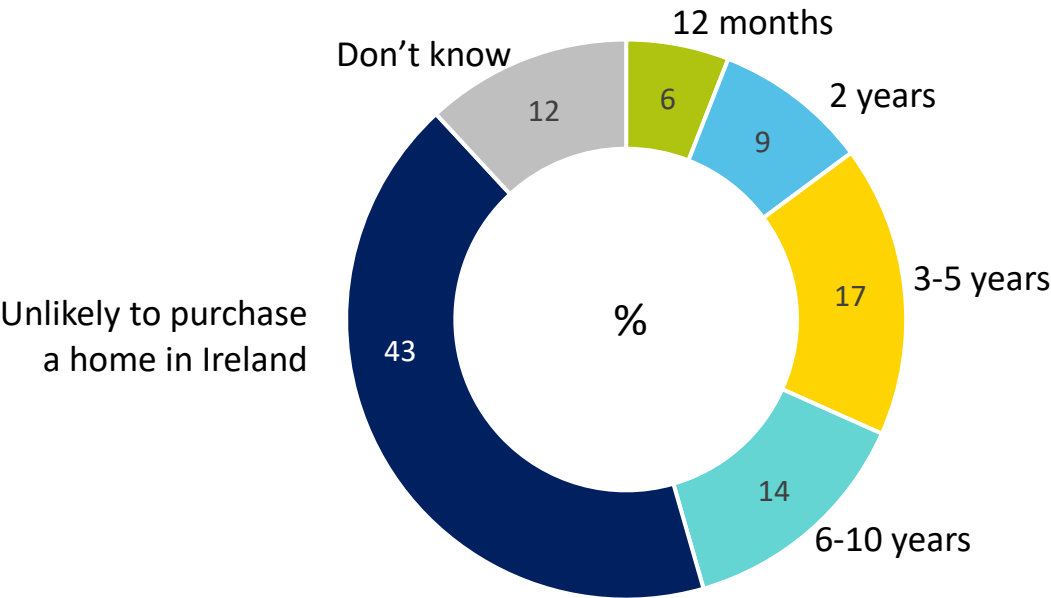


# Likelihood of purchasing in the future & Desire to purchase

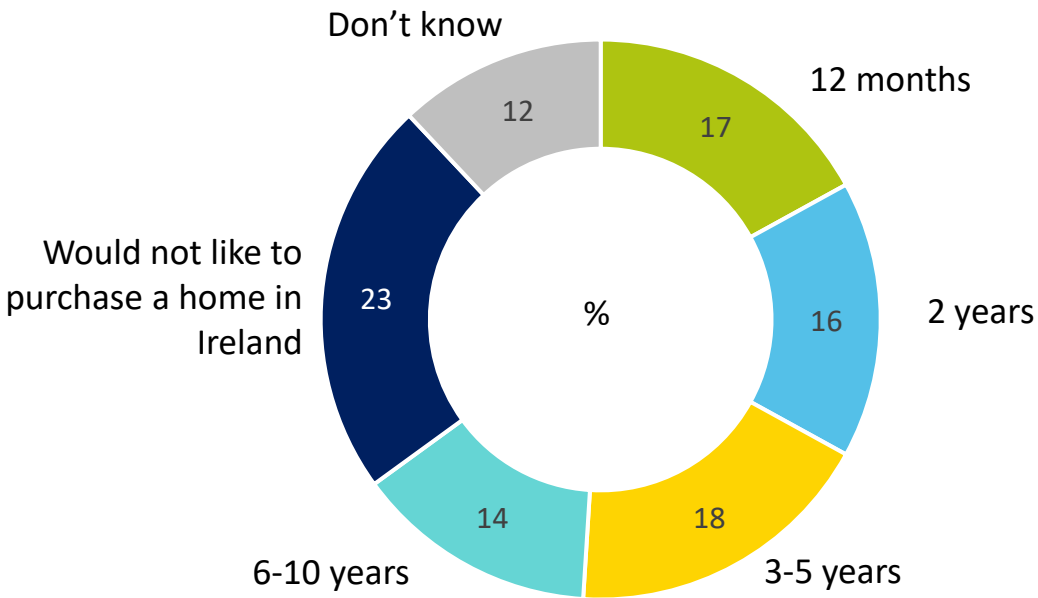


Base: All Adults 18+ N – 760

Likelihood of Purchasing Home over the next ....



Would like to Purchase Home over the next ...

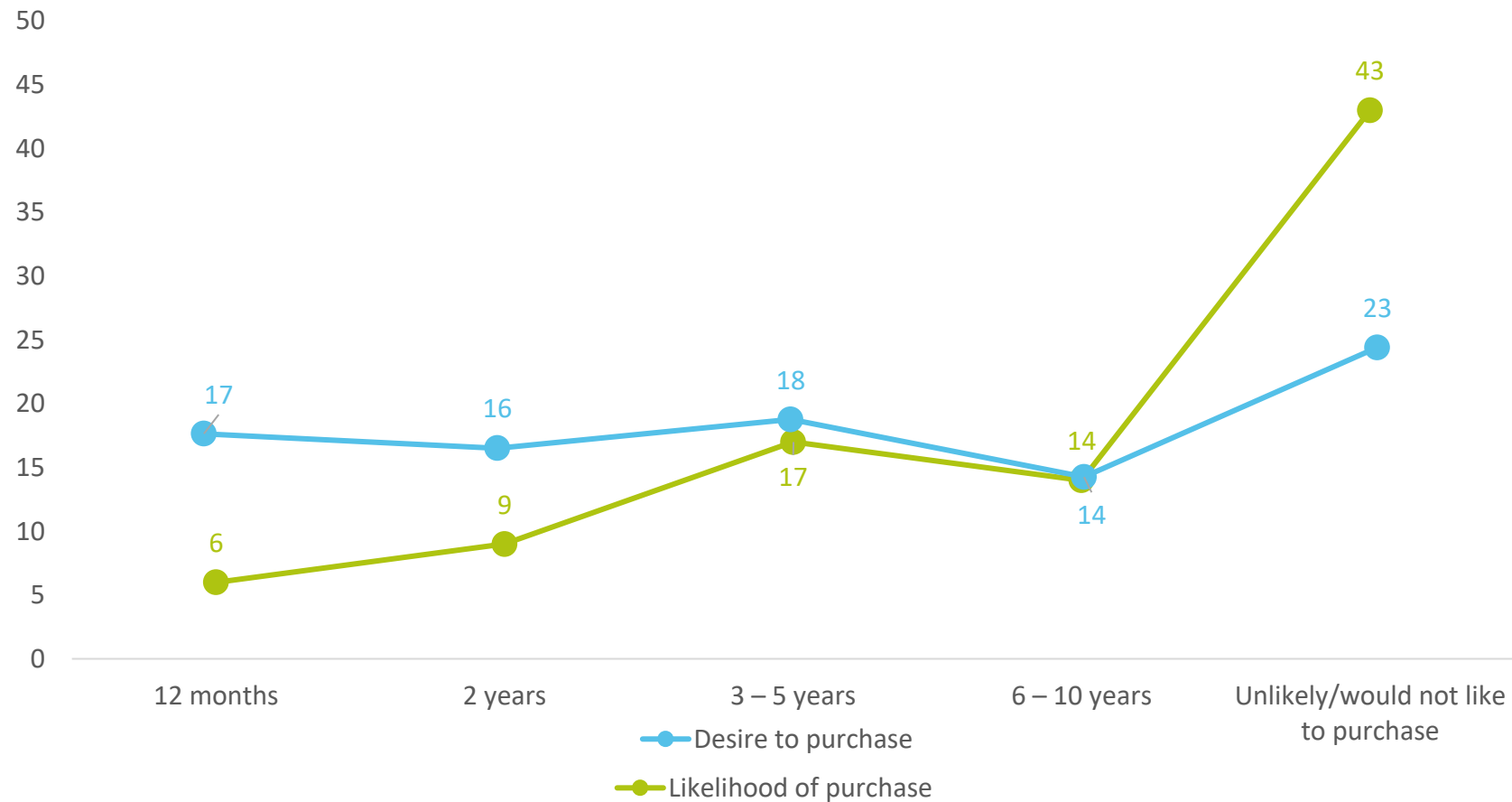


While 15% of adults are planning to purchase a home over the next two years, more than twice that amount (33%) would actually like to purchase a home over the same period – evidence of a significant pent-up demand for housing, clearly being frustrated by lack of supply and related factors.

# Likelihood of purchasing in the future & Desire to purchase



Base: All Adults 18+ N – 760



The gap between desired and perceived likelihood of home purchase does narrow for those considering purchasing 3-10 years from now, suggesting that there is at least some hope that constraints on home ownership will ease in the medium term.

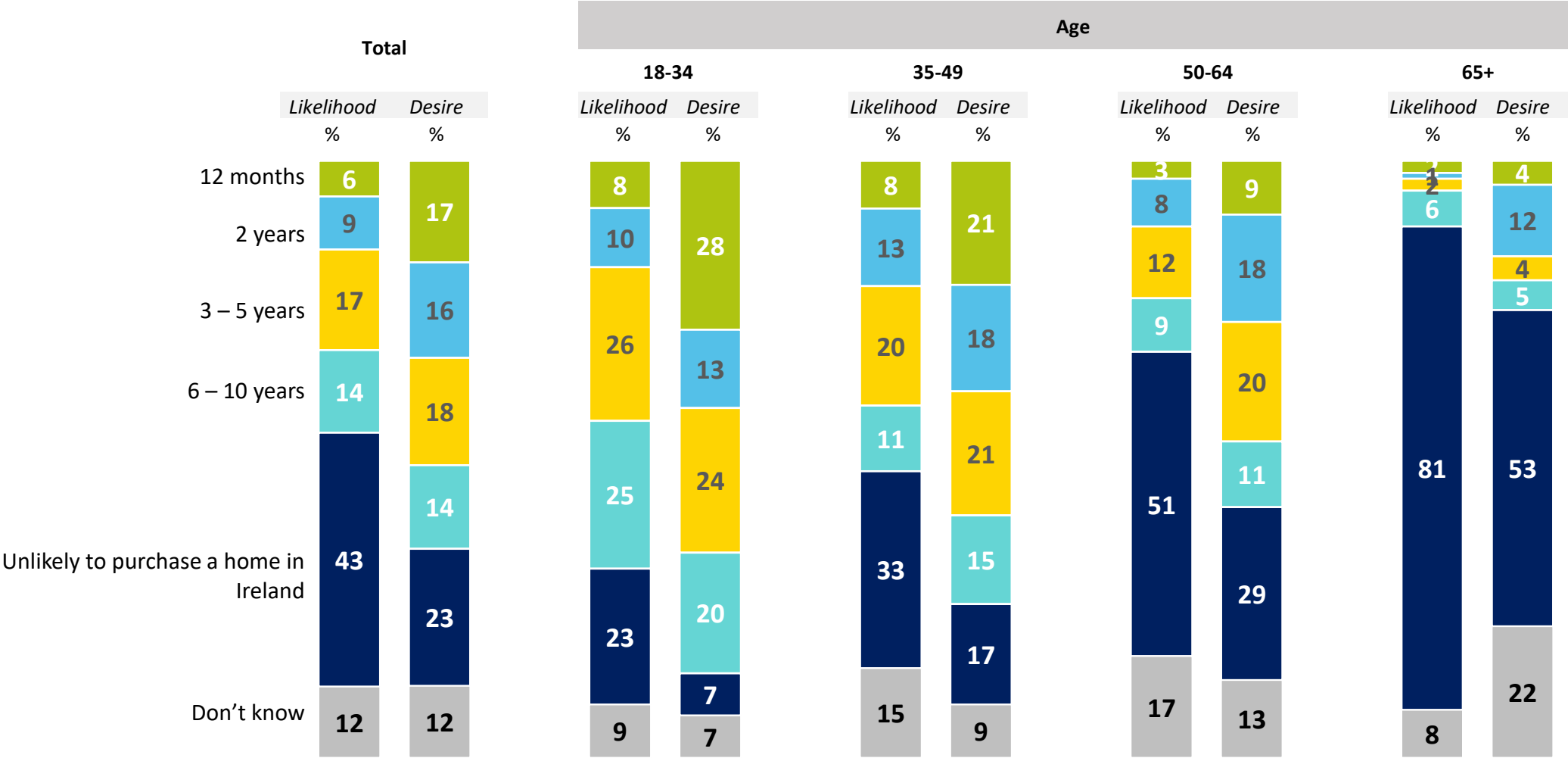


Q.2 And do you feel you are likely to purchase a home/a different home in Ireland over the next ..... Tick one option  
Q.3 Regardless of how likely it is to happen or not, would you like to purchase a home/a different home in the next ..... Tick one option

# Likelihood of purchasing in the future & Desire to purchase x Age



Base: All Adults 18+ N – 760



The younger the consumer, the greater the gap between their desire to purchase a home, and their perceived likelihood of being able to do so.



Q.2 And do you feel you are likely to purchase a home/a different home in Ireland over the next ..... Tick one option

Q.3 Regardless of how likely it is to happen or not, would you like to purchase a home/a different home in the next ..... Tick one option



# Desire to purchase a home/different home in the future x Demographics



Base: All Adults 18+ N – 760

Statistically higher

Statistically lower

	Total	Social class			Region					Area		Lifestage						
		ABC1	C2DE	F	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural	Single - 45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
	760	460	295	5	262	498	162	200	136	555	205	143	54	121	147	133	53	109
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
12 months	17	22	12	8	25	14	11	16	14	22	8	25	9	32	26	14	19	4
2 years	16	19	13	-	17	15	17	14	13	19	10	10	17	20	16	18	13	16
3 – 5 years	18	24	13	35	21	18	18	20	13	20	15	25	13	19	26	27	10	10
6 – 10 years	14	14	13	24	11	15	13	15	19	14	13	27	10	12	16	12	25	3
Would not like to purchase a home in Ireland	23	15	32	33	14	27	31	20	33	15	40	3	38	12	11	18	28	43
Don't know	12	6	17	-	13	11	11	15	7	10	15	10	13	4	4	11	4	24

Desired home ownership is again highest amongst ABC1s, urban dwellers, as well as young singles and pre/early family lifestage individuals.

# Desire to purchase a home/different home in the future x Home Status/Plans



Base: All Adults 18+ N – 760

Statistically higher

Statistically lower

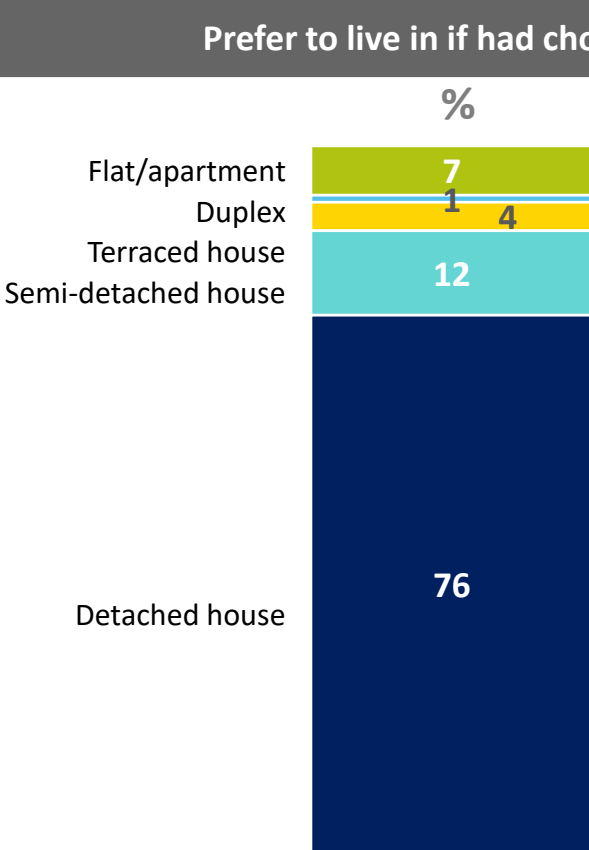
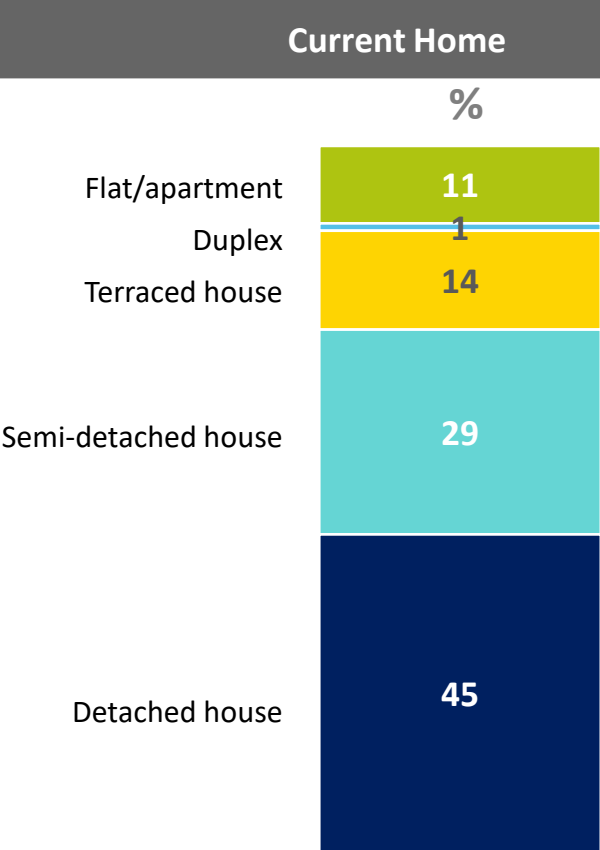
	Total	Home status				Home Type				Purchase Plans Summary		
		Own outright	Own with mortgage	Renting privately /local authority	In my family home	Flat/Apartment/Duplex	Terraced house	Semi-detached house	Detached house	Next 5 years	Next 6-10 years	Unlikely/DK
	760	168	239	247	106	136	114	226	284	450	513	247
	%	%	%	%	%	%	%	%	%	%	%	%
12 months	17	6	9	38	23	38	24	17	9	39	31	6
2 years	16	11	16	25	10	23	30	14	10	28	24	9
3 – 5 years	18	13	21	19	24	16	19	25	15	30	26	13
6 – 10 years	14	9	16	9	29	12	7	14	16	1	17	11
Would not like to purchase a home in Ireland	23	44	25	5	4	8	11	18	35	1	1	41
Don't know	12	17	13	4	10	3	9	12	15	1	1	20

The greatest immediate demand for housing is from within the cohort of people who are currently renting – particularly those living in apartments and duplexes.

# Current and preferred home type



Base: All Adults 18+ N – 760



While a majority of those currently living in apartments/duplexes are happy enough to remain living in these types of homes if they had the choice, the great majority of those currently in terraced or semi-detached housing would much rather live in a detached house.



Q.4 Which of the following best describes your current home?  
Q.5 And which of the following would you prefer to live in, if you had the choice?



# Current home type x Demographics & Home Status/Plans



Base: All Adults 18+ N – 760

Statistically higher  
Statistically lower

	Total	Age				Social class			Area		Lifestage							Home status				Purchase Plans Summary		
		18-34	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural	Single -45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester	Own outright	Own with mortg	Rent g privat ely/local autho rity	In my family home	Next 5 years	Next 6-10 years	Unlikely/DK
	760	269	297	114	80	460	295	5	555	205	143	54	121	147	133	53	109	168	239	247	106	450	513	247
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Flat/apartment	11	21	12	3	5	15	7	8	16	3	17	9	35	9	6	6	4	5	4	35	2	20	17	7
Duplex	1	3	1	-	-	2	1	-	2	0	1	-	6	-	0	2	-	-	1	3	1	1	2	0
Terraced house	14	16	12	17	9	15	13	-	19	3	15	17	17	12	14	12	11	9	13	21	14	19	16	12
Semi-detached house	29	30	37	16	29	32	26	26	40	8	26	21	28	42	37	17	27	25	33	26	34	31	35	24
Detached house	45	30	38	64	56	36	53	66	24	86	41	53	13	37	42	61	58	61	49	16	49	28	30	57

Of those planning to purchase a home in the next five years, 20% are currently living in a flat/apartment, 19% are living in a terraced house, with the balance split between semi-detached and detached houses.



# Preferred home type x Demographics & Home Status/Plans



Base: All Adults 18+ N – 760

Statistically higher  
Statistically lower

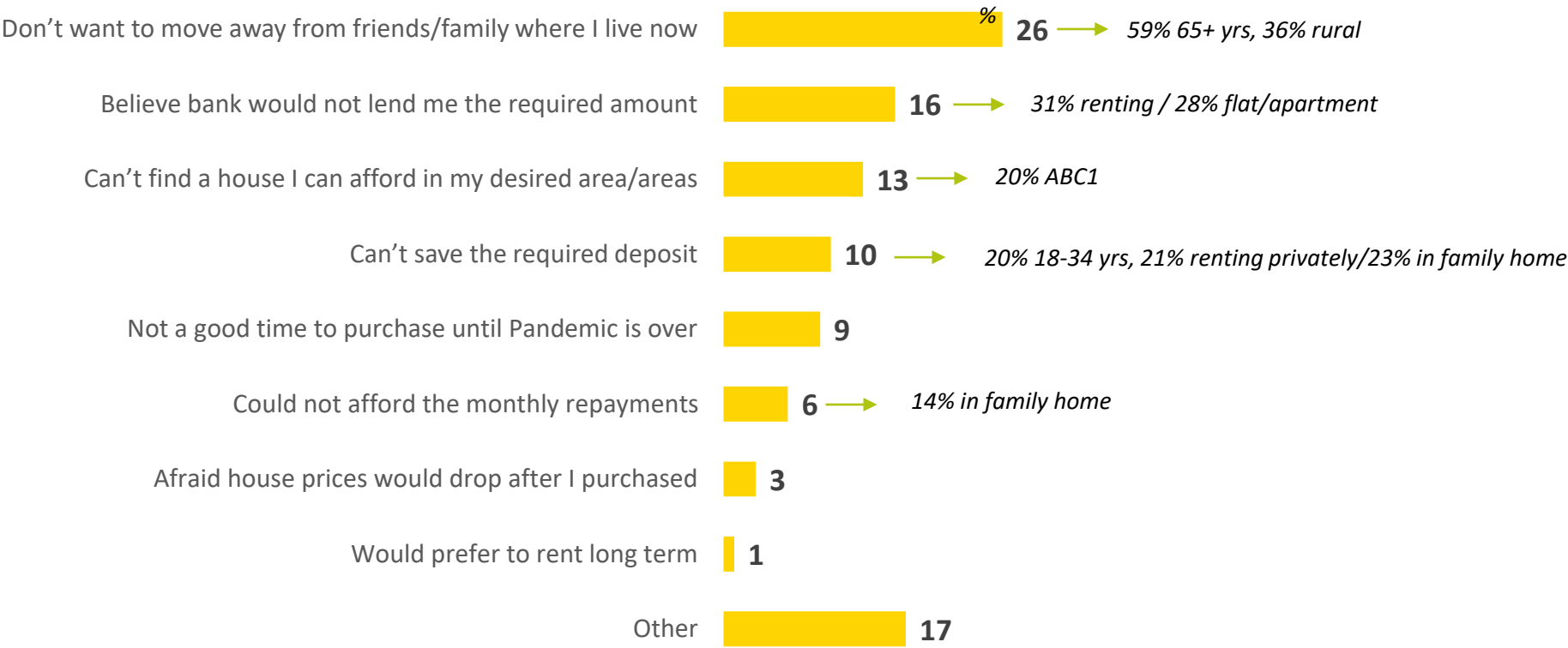
	Total	Age				Social class			Area		Lifestage								Home status				Home Type				Purchase Plans Summary		
		18-34	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural	Single -45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester	Own outright	Own with mortgage	Renting privately/local authority	In my family home	Flat/Apartment/Duplex	Terraced house	Semi-detached house	Detached house	Next 5 years	Next 6-10 years	Unlikely/DK	
	760	269	297	114	80	460	295	5	555	205	143	54	121	147	133	53	109	168	239	247	106	136	114	226	284	450	513	247	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Flat/apartment	7	11	3	6	9	7	7	-	8	5	10	11	8	3	5	4	7	7	2	9	13	15	13	4	5	6	7	7	
Duplex	1	1	1	1	-	1	1	-	1	0	0	1	3	-	1	1	-	-	1	2	1	3	1	-	0	2	1	0	
Terraced house	4	6	3	4	5	5	4	-	5	3	6	5	4	3	6	1	4	2	4	7	6	6	15	1	2	5	5	4	
Semi-detached house	12	13	13	7	16	15	10	-	17	3	15	16	14	11	14	7	10	10	11	19	9	23	23	19	2	17	15	10	
Detached house	76	69	81	83	71	73	79	100	69	89	69	67	71	83	75	88	79	81	82	64	72	53	47	76	91	70	72	79	

Around a quarter of those currently living in apartments and terraced homes would be perfectly happy to move to a semi-detached house, although a detached home is still their ultimate desire.

# Main reason unlikely to purchase a home/different home in next 12 months



Base: All Adults unlikely to buy in Next 12 months 18+ N – 599



The single greatest barrier to purchasing or moving home in the next 12 months is a reticence to move away from friends and family in people's current area. Other barriers of significance include a fear that the banks will not lend the required amount, an inability to purchase an affordable home in a desirable area, and difficulties in saving the required deposit.



# Main reason unlikely to purchase a home/different home in next 12 months x Home Status/Plans

Base: All Adults Not Buying in Next 12 months 18+ N – 599



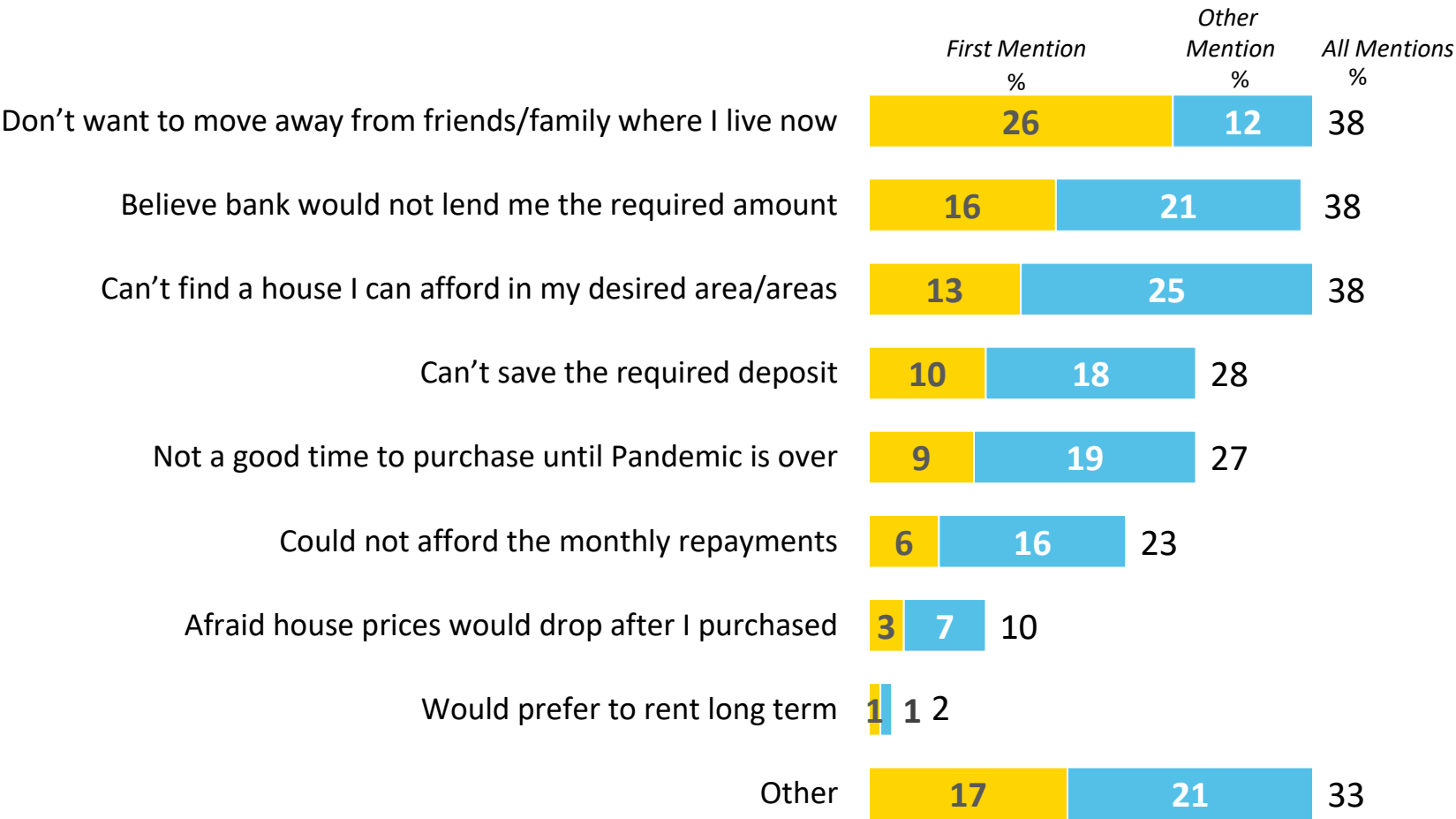
Statistically higher  
Statistically lower

	Total	Home status				Home Type				Purchase Plans Summary		
		Own outright	Own with mortgage	Renting privately /local authority	In my family home	Flat/Apartment/Duplex	Terraced house	Semi-detached house	Detached house	Next 5 years	Next 6-10 years	Unlikely/DK
	599	143	198	179	79	99	85	183	232	347	410	189
	%	%	%	%	%	%	%	%	%	%	%	%
Don't want to move away from friends/family where I live now	26	40	34	3	7	7	12	25	35	4	11	39
Believe bank would not lend me the required amount	16	14	9	31	16	28	24	18	10	20	18	15
Can't find a house I can afford in my desired area/areas	13	8	18	14	13	16	18	13	11	21	20	6
Can't save the required deposit	10	2	3	21	23	17	8	12	6	17	15	5
Not a good time to purchase until Pandemic is over	9	7	12	6	8	12	14	8	7	19	14	3
Could not afford the monthly repayments	6	3	3	11	14	5	9	8	5	5	7	6
Afraid house prices would drop after I purchased	3	3	3	2	1	2	4	3	3	6	5	0
Would prefer to rent long term	1	-	-	4	-	3	2	-	1	0	0	2
Other	17	22	19	7	17	9	10	13	24	9	10	23

As might be expected, potential home movers are significantly more likely than First Time Buyers to identify a reticence to move away from their current location as a barrier to purchase. In fact, by far the greatest barriers to purchase amongst those hoping to do so within the next five years are related to potential difficulties with the banks loaning them their required amounts, lack of affordable housing in the areas people want to live in, difficulties saving the required deposit, as well as a belief held by some that they are better off waiting until the Pandemic is over before taking the plunge.

# Reasons unlikely to purchase a home/different home in next 12 months- All Mentions

Base: All Adults Not Buying in Next 12 months 18+ N – 599



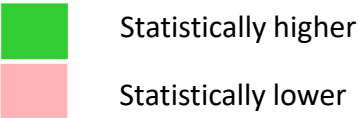
Q.6 Which one of the options below best describes why you are not likely to purchase a home/a different home in Ireland in the next 12 months?  
 Q.7 And for which other reasons are you not likely to purchase a home in the next 12 months.



# Reasons unlikely to purchase a home/different home in next 12 months- Any Mention x Home Status/Plans



Base: All Adults Not Buying in Next 12 months 18+ N – 599



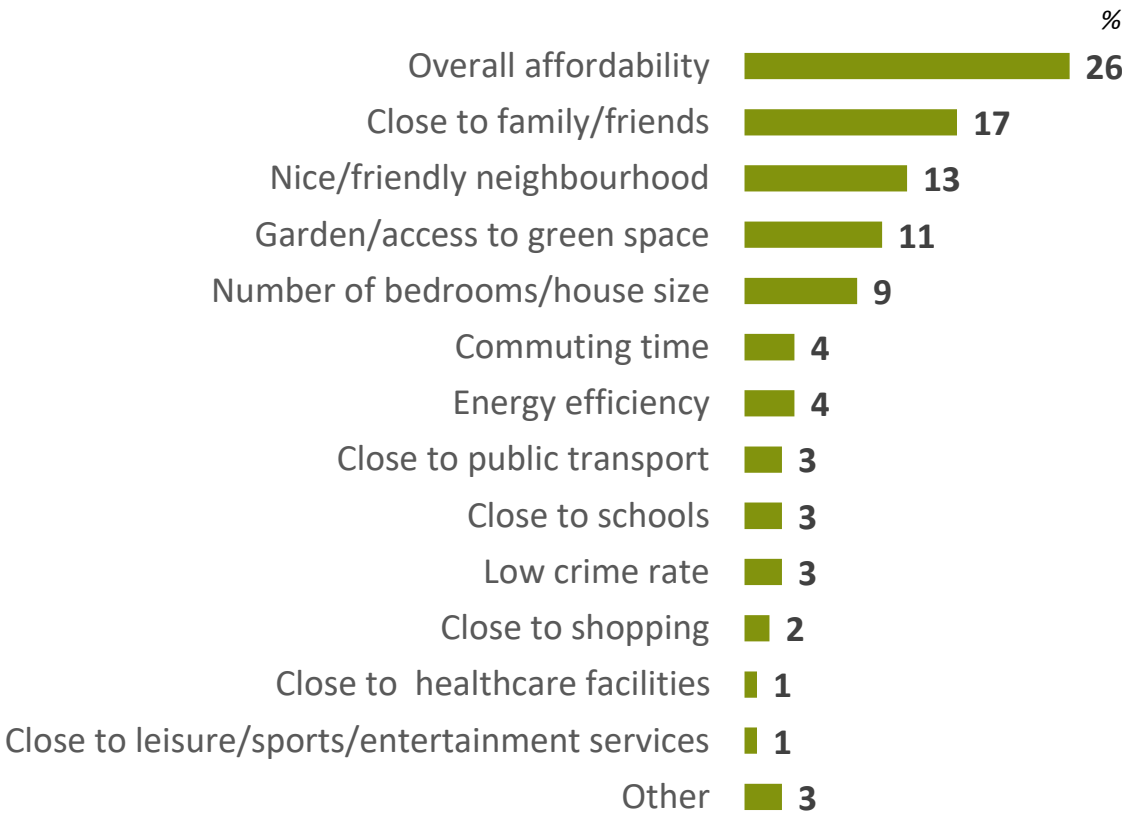
	Total	Home status				Home Type				Purchase Plans Summary		
		Own outright	Own with mortgage	Renting privately/local authority	In my family home	Flat/Apartment/Duplex	Terraced house	Semi-detached house	Detached house	Next 5 years	Next 6-10 years	Unlikely/DK
	599	143	198	179	79	99	85	183	232	347	410	189
	%	%	%	%	%	%	%	%	%	%	%	%
Believe bank would not lend me the required amount	38	26	26	63	50	50	47	42	29	47	44	32
Can't find a house I can afford in my desired area/areas	38	29	42	41	44	46	49	40	30	54	49	28
Don't want to move away from friends/family where I live now	38	61	43	5	18	9	22	40	48	13	21	53
Can't save the required deposit	28	7	16	57	56	47	26	29	22	33	36	20
Not a good time to purchase until Pandemic is over	27	25	36	20	23	30	29	30	23	41	37	18
Could not afford the monthly repayments	23	10	17	33	50	29	27	24	19	15	21	24
Afraid house prices would drop after I purchased	10	9	15	8	2	7	14	12	8	19	17	3
Would prefer to rent long term	2	-	-	8	-	5	7	-	1	1	1	3
Other (specify)	33	51	32	12	25	15	13	25	48	16	19	45

Q.6 Which one of the options below best describes why you are not likely to purchase a home/a different home in Ireland in the next 12 months?  
 Q.7 And for which other reasons are you not likely to purchase a home in the next 12 months.



# Most important factor in choosing type of home would ideally like to live in

Base: All Adults 18+ N – 760

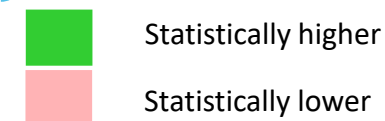


Based upon all adults 18 years+, we see that overall affordability, proximity to family/friends, a nice/friendly neighbourhood, access to garden/green space, and the number of bedrooms/house size are people’s top priorities in choosing the type of home they would ideally like to live in.

# Most important factor in choosing type of home would ideally like to live in x Demographics & Home Status



Base: All Adults 18+ N – 760



	Total	Age				Social class			Area		Lifestage							Home status				Home Type			
		18-34	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural	Single - 45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester	Own outright	Own with mortgage	Renting privately/local authority	In my family home	Flat/Apartment/Duplex	Terraced house	Semi-detached house	Detached house
	760	269	297	114	80	460	295	5	555	205	143	54	121	147	133	53	109	168	239	247	106	136	114	226	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Overall affordability	26	34	31	23	11	25	27	39	25	28	40	20	32	27	27	27	16	16	22	34	46	32	29	21	27
Close to family/friends	17	12	13	16	30	14	19	26	15	21	9	20	10	11	15	19	26	25	18	7	12	9	12	19	19
Nice/friendly neighbourhood	13	15	14	8	15	13	13	-	16	8	12	13	19	19	10	12	10	10	13	14	17	14	18	19	7
Garden/access to green space	11	7	9	15	14	7	14	-	11	11	8	22	5	12	9	13	9	13	11	11	3	4	4	13	13
Number of bedrooms/house size	9	10	11	10	5	13	5	-	11	6	12	8	9	9	11	10	6	7	12	10	7	11	16	9	7
Commuting time	4	9	3	2	-	6	2	-	5	1	9	-	11	3	5	2	1	1	4	5	8	8	5	5	2
Energy efficiency	4	1	2	9	7	5	3	-	3	6	0	5	-	2	3	5	9	8	3	1	1	4	5	0	6
Close to public transport	3	2	1	4	6	2	4	-	4	2	1	5	4	1	1	1	6	5	2	3	1	1	3	5	3
Close to schools	3	2	6	1	-	4	2	-	4	1	2	-	1	7	8	-	-	0	5	4	-	4	2	3	2
Low crime rate	3	2	3	3	3	4	2	-	3	3	3	2	2	3	3	4	2	4	3	3	1	4	4	2	3
Close to shopping	2	1	1	2	5	1	3	-	2	2	0	2	1	-	2	-	5	5	1	1	0	3	1	1	3
Close to healthcare facilities	1	0	0	1	3	0	2	-	0	3	-	0	1	0	1	3	2	3	0	1	-	1	-	0	2
Close to leisure/sports/entertainment services	1	2	1	1	-	1	2	-	1	1	1	-	4	1	1	-	1	0	1	2	1	1	-	2	1
Other	3	3	4	7	-	4	3	35	2	7	2	1	2	3	4	6	5	3	5	3	2	3	2	3	4

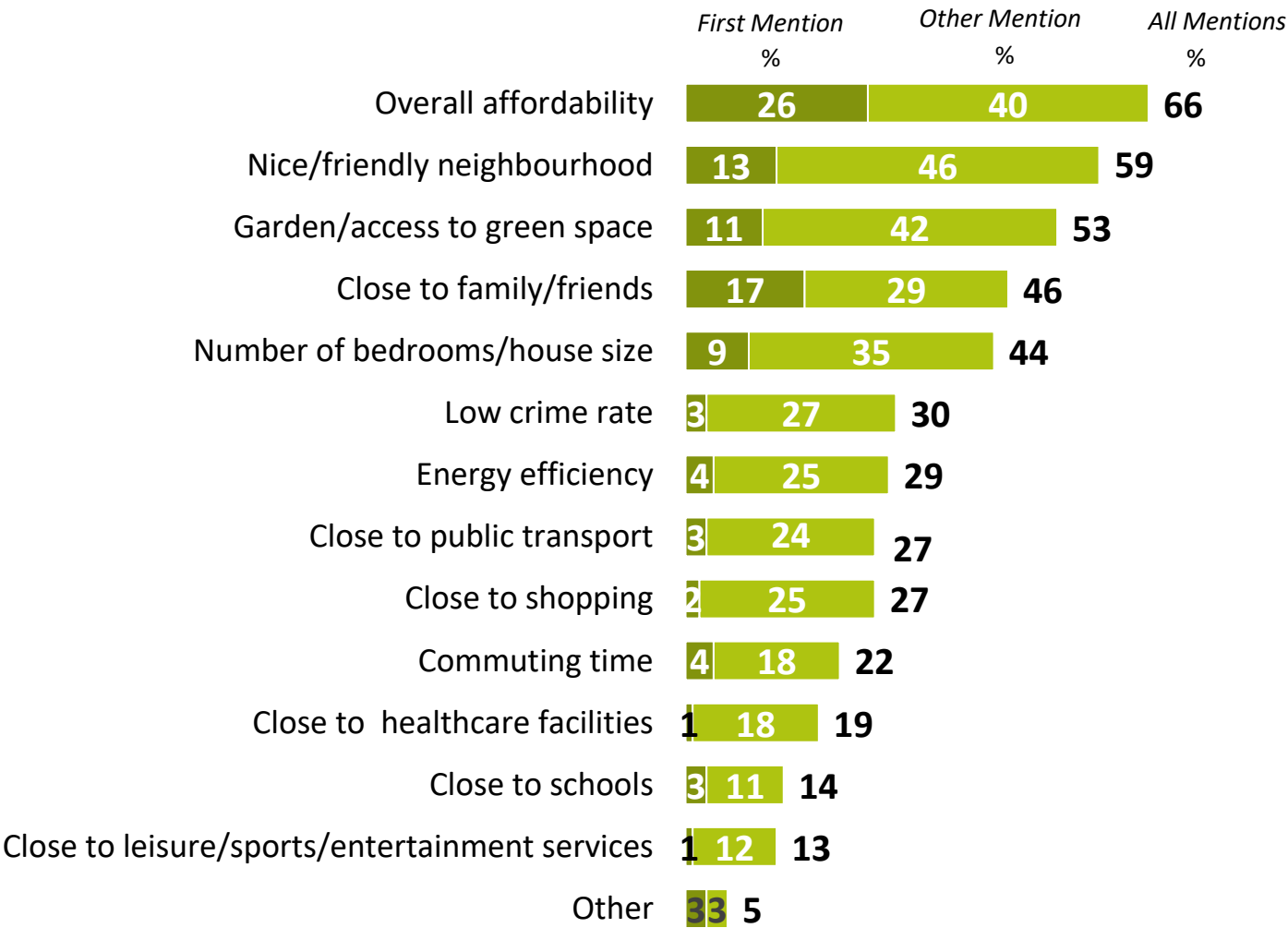
Home living priorities do vary somewhat across the different demographic groupings. For example, overall affordability is significantly more important to younger individuals than it is to older people. Conversely, proximity to family/friends is actually the top consideration amongst empty nesters (aged 65 years+). Meanwhile, people with young children are more concerned than the average individual about proximity to schools.



# Factors of importance when choosing type of home would ideally like to live in - Any Mention



Base: All Adults 18+ N – 760



# Factors of importance when choosing type of home would ideally like to live in - Any Mention x Demographics

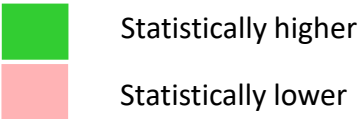
Base: All Adults 18+ N – 760

Statistically higher  
Statistically lower

	Total	Age				Social class			Area		Lifestage						
		18-34	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural	Single - 45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
	760	269	297	114	80	460	295	5	555	205	143	54	121	147	133	53	109
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Overall affordability	66	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Close to public transport	27	31	15	28	38	25	28	35	31	18	36	48	31	7	19	20	27
Commuting time	22	41	24	11	5	32	13	34	26	15	43	5	44	24	27	13	7
Close to shopping	27	16	17	36	47	19	34	7	24	32	19	37	18	7	19	22	48
Close to family/friends	46	46	42	38	62	41	51	58	45	47	46	52	44	42	39	39	52
Close to schools	14	15	28	3	0	17	11	-	18	6	6	-	10	37	34	20	-
Close to healthcare facilities	19	11	8	24	45	13	25	-	18	22	10	20	8	5	9	15	45
Close to leisure/sports/entertainment services	13	17	14	9	9	16	10	-	14	10	18	12	17	14	15	14	6
Energy efficiency	29	16	22	44	43	27	32	26	25	37	17	34	17	20	24	47	41
Low crime rate	30	28	31	32	30	30	31	31	31	29	32	32	27	30	24	24	35
Nice/friendly neighbourhood	59	62	58	51	64	58	59	61	62	53	64	65	60	66	49	54	55
Number of bedrooms/house size	44	45	51	47	27	51	38	39	43	45	43	26	39	61	52	58	36
Garden/access to green space	53	43	56	57	57	50	56	15	53	52	46	62	43	58	47	64	54
Other	5	4	6	8	2	4	5	35	3	9	4	6	2	5	6	6	5

# Factors of importance when choosing type of home would ideally like to live in - Any Mention x Home Status/Plans

Base: All Adults 18+ N – 760

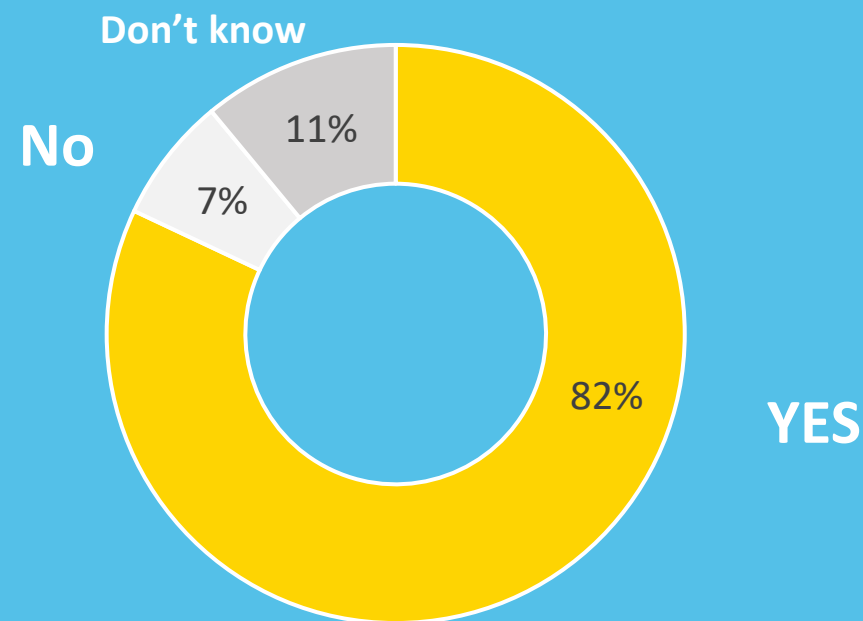


	Total	Home status				Home Type				Purchase Plans Summary		
		Own outright	Own with mortgage	Renting privately/local authority	In my family home	Flat/Apartment/Duplex	Terraced house	Semi-detached house	Detached house	Next 5 years	Next 6-10 years	Unlikely/DK
	760	168	239	247	106	136	114	226	284	450	513	247
	%	%	%	%	%	%	%	%	%	%	%	%
Overall affordability	66	45	71	80	82	72	68	61	68	69	68	64
Close to public transport	27	33	15	31	32	39	31	29	21	28	29	25
Commuting time	22	10	24	27	38	32	26	24	17	35	33	14
Close to shopping	27	41	20	20	20	28	24	23	30	22	24	29
Close to family/friends	46	55	43	33	56	32	51	49	46	43	44	48
Close to schools	14	4	19	21	10	23	15	17	9	21	20	9
Close to healthcare facilities	19	35	11	14	11	9	24	15	23	11	12	25
Close to leisure/sports/entertainment services	13	9	16	13	15	18	16	11	11	15	13	13
Energy efficiency	29	36	29	27	15	18	26	23	37	25	25	32
Low crime rate	30	32	28	28	34	29	25	35	29	29	29	31
Nice/friendly neighbourhood	59	55	60	57	69	58	59	68	53	54	57	60
Number of bedrooms/house size	44	34	57	41	43	41	45	44	45	45	43	44
Garden/access to green space	53	55	54	55	41	44	45	58	55	45	47	58
Other	5	6	6	4	3	4	3	5	6	3	4	6

Q.8 Please select the one factor that would be the most important to you in choosing the type of home you would ideally like to live in?

Q.9 And please select 3 or 4 other factors that would also be important to you in your choice of your ideal home.







***82% agree the Government should introduce additional measures to improve the supply of affordable housing***



Q.10 Do you think that the Government should introduce additional measures to improve the supply of affordable housing?

# Most effective Government initiatives in addressing housing affordability (Ranked 1 - 6)

Base: All Adults 18+ N – 760

1	2	3	4	5	6
					
Increase the supply of affordable housing	Affordable home purchasing loans	Increased supply of zoned and serviced land to reduce the cost of housing	Reform the existing mortgage lending rules	Fastrack the housing planning process	Reform the existing planning rules
4.67	3.90	3.37	3.20	3.05	2.81

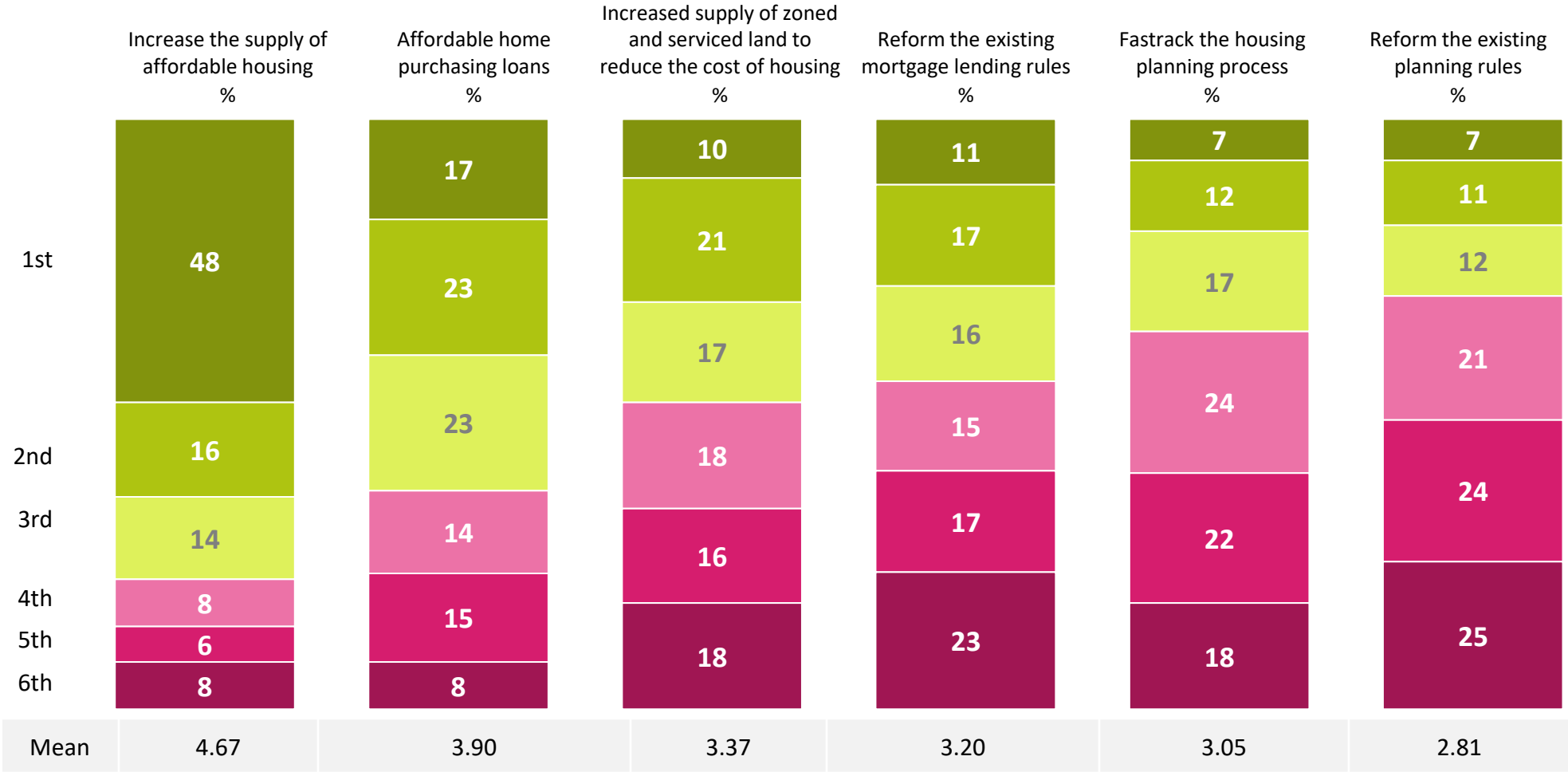
An increase in the supply of affordable housing is by far the most effective perceived solution to addressing issues around housing affordability.



# Most effective Government initiatives in addressing housing affordability



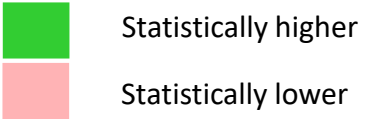
Base: All Adults 18+ N - 760



There is also considerable support for Government action around affordable home purchasing loans, increased supply of suitable land to reduce the cost of housing and a reform of the existing mortgage lending rules.

# Most effective Government initiatives in addressing housing affordability x Demographics & Home Status

Base: All Adults 18+ N - 760



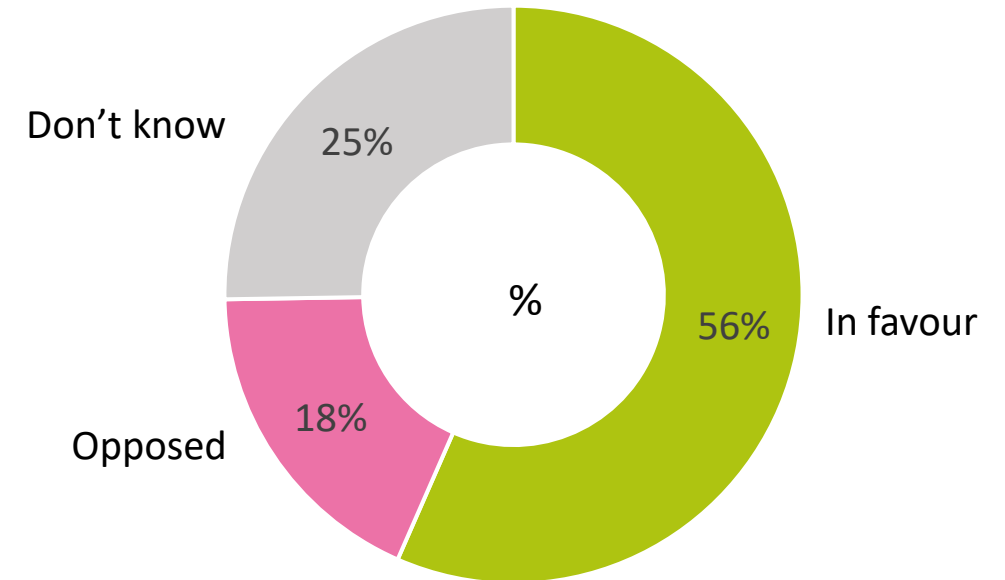
	Total	Age				Social class			Lifestage							Home status			
		18-34	35-49	50-64	65+	ABC1	C2DE	F	Single - 45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester	Own outright	Own with mortgage	Renting privately/local authority	In my family home
	760	269	297	114	80	460	295	5	143	54	121	147	133	53	109	168	239	247	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Increase the supply of affordable housing	48	57	43	46	42	51	44	67	63	48	53	37	44	41	46	41	38	58	67
Affordable home purchasing loans	17	14	19	20	15	16	19	7	16	22	14	21	18	13	16	17	21	17	10
Reform the existing mortgage lending rules	11	14	15	11	3	13	10	-	8	2	13	23	13	12	10	7	17	10	11
Increased supply of zoned and serviced land to reduce the cost of housing	10	6	7	9	21	6	13	26	3	12	10	6	11	7	15	16	7	7	4
Fastrack the housing planning process	7	5	8	8	9	8	7	-	2	9	8	6	9	15	5	10	9	4	3
Reform the existing planning rules	7	4	9	5	10	7	7	-	8	7	2	6	5	12	8	9	8	5	5

Individuals with young children are most likely of all to seek a reform of existing mortgage lending rules, with the over 65's over-indexing on a desire for increased supply of serviced land to reduce the cost of housing.

# Attitudes towards shared equity scheme

Base: All Adults 18+ N - 760

- A small majority of Irish adults (56%) are in favour of the introduction of the proposed shared equity scheme as a means of making the cost of homes more affordable.
- There were no demographic skews in terms of those in favour of the shared equity scheme.
- Those living in the family home over-indexed however on 'Don't knows' at a significant level (38%).



# Attitudes towards shared equity scheme

Base: All Adults 18+ N - 760



Statistically higher

Statistically lower

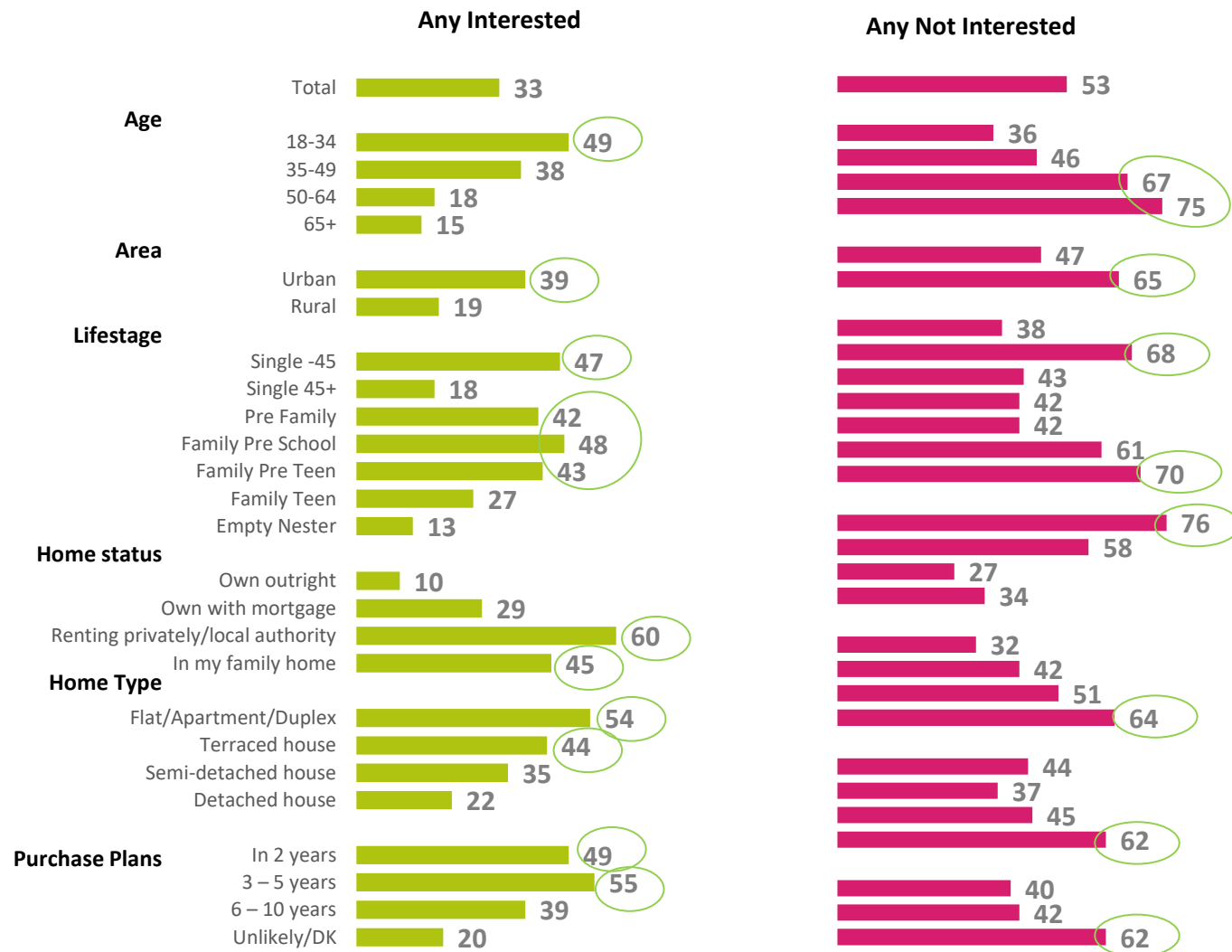
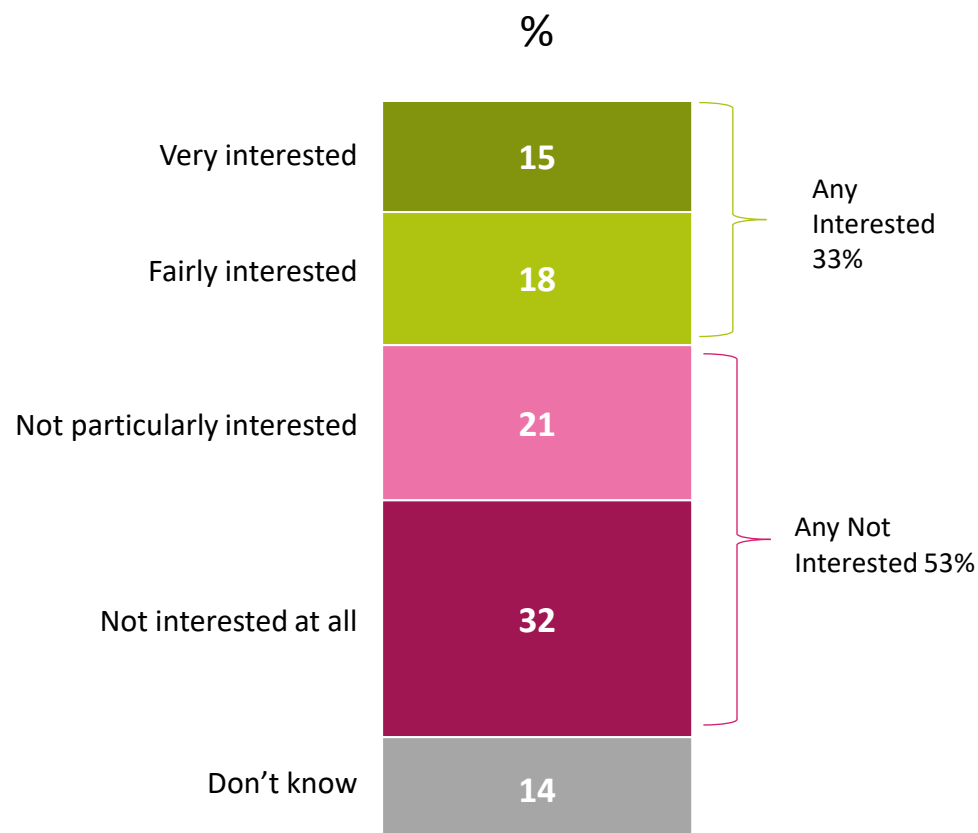
	Total	Lifestage							Home Status			
		Single - 45	Single 45+	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester	Own outright	Own with mortgage	Renting privately /local authority	In my family home
	760	143	54	121	147	133	53	109	168	239	247	106
	%	%	%	%	%	%	%	%	%	%	%	%
In favour of	56	50	60	42	62	63	51	59	56	60	57	45
Opposed to	18	19	17	25	23	18	17	14	18	21	16	17
Don't know	25	31	22	33	15	19	33	27	26	19	27	38

# Interest in availing of the shared equity scheme in the future

Base: All Adults 18+ N - 760



○ Statistically higher



Around half of those planning to purchase a home within the next five years would be interested in availing of such a shared equity scheme, and this is particularly so for younger purchasers in urban areas who are either currently renting or living in their family home.



Q.13 How interested would you be in availing of such a Shared Equity Scheme at some stage in the future?

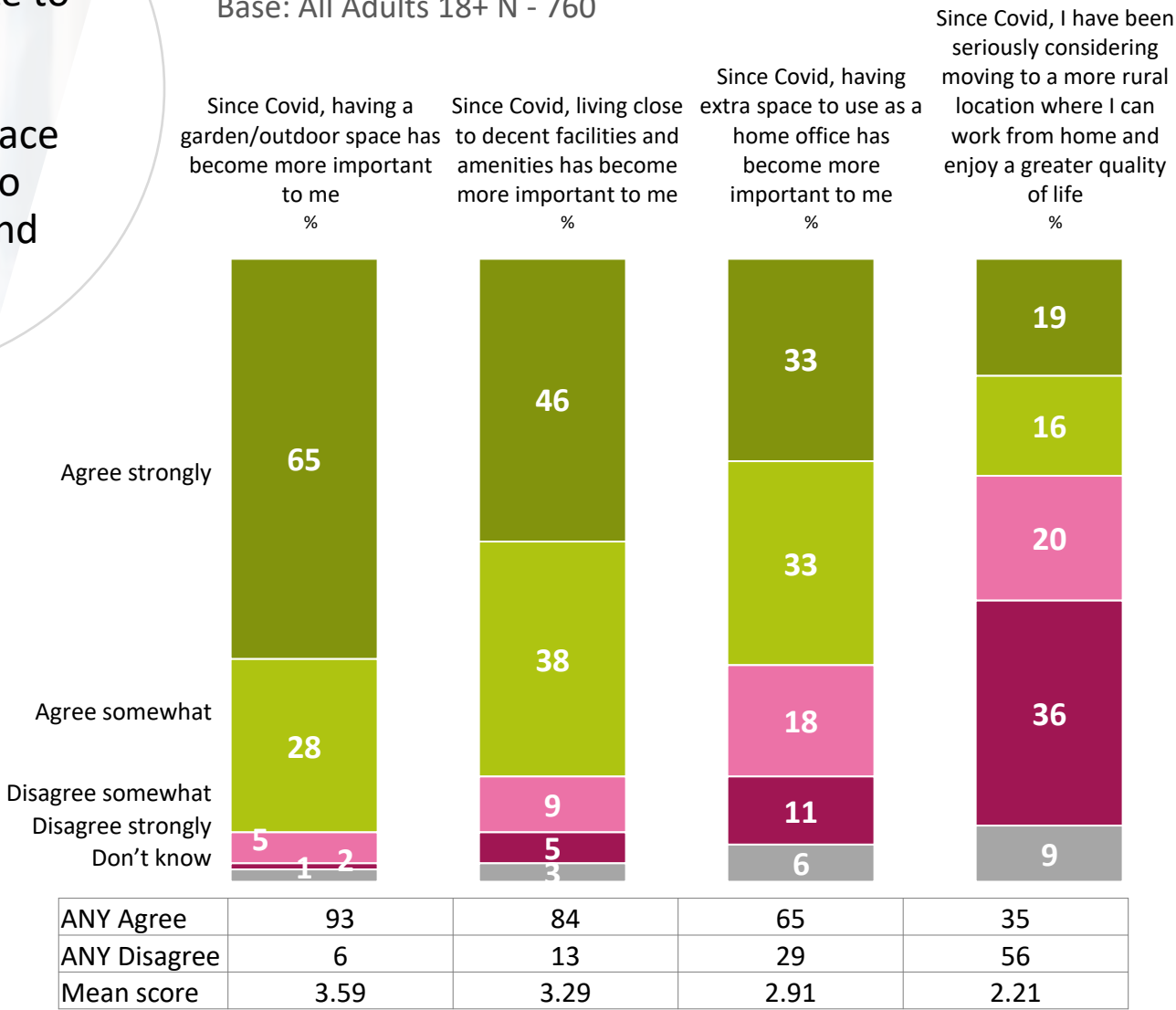




The greatest impact of Covid 19 in relation to housing needs relate to the increased importance of a garden/outdoor space and living close to decent facilities and amenities.

# Impact of Covid 19 on Housing Considerations

Base: All Adults 18+ N - 760



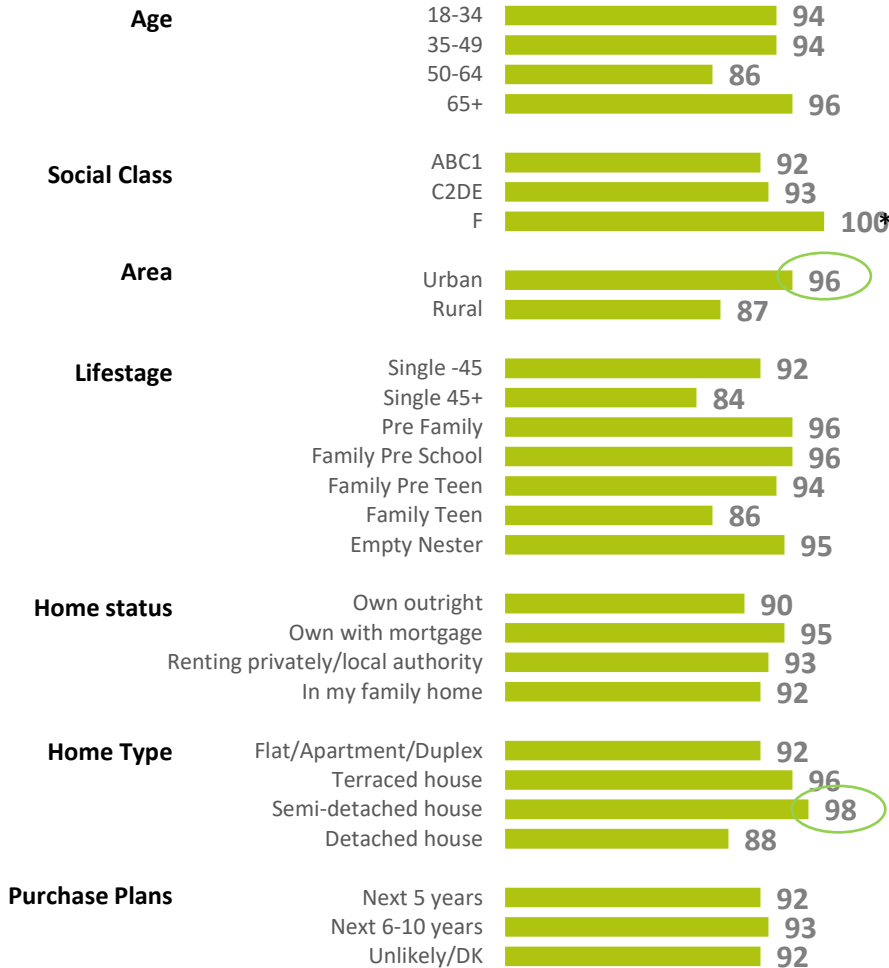
Q.16 To what extent do you agree or disagree with the following statements related to the COVID 19 Pandemic?

# Since Covid, having a garden/outdoor space has become more important to me x Demographics & Home Status/Plans

Base: All Adults 18+ N - 760



○ Statistically higher



\*Caution: very low sample size

The increased importance of garden/outdoor space has been most acute amongst those living in urban areas.



Since Covid, living close to decent facilities and amenities has become more important to me x Demographics & Home Status/Plans

B&A

Base: All Adults 18+ N - 760



\*Caution: very low sample size

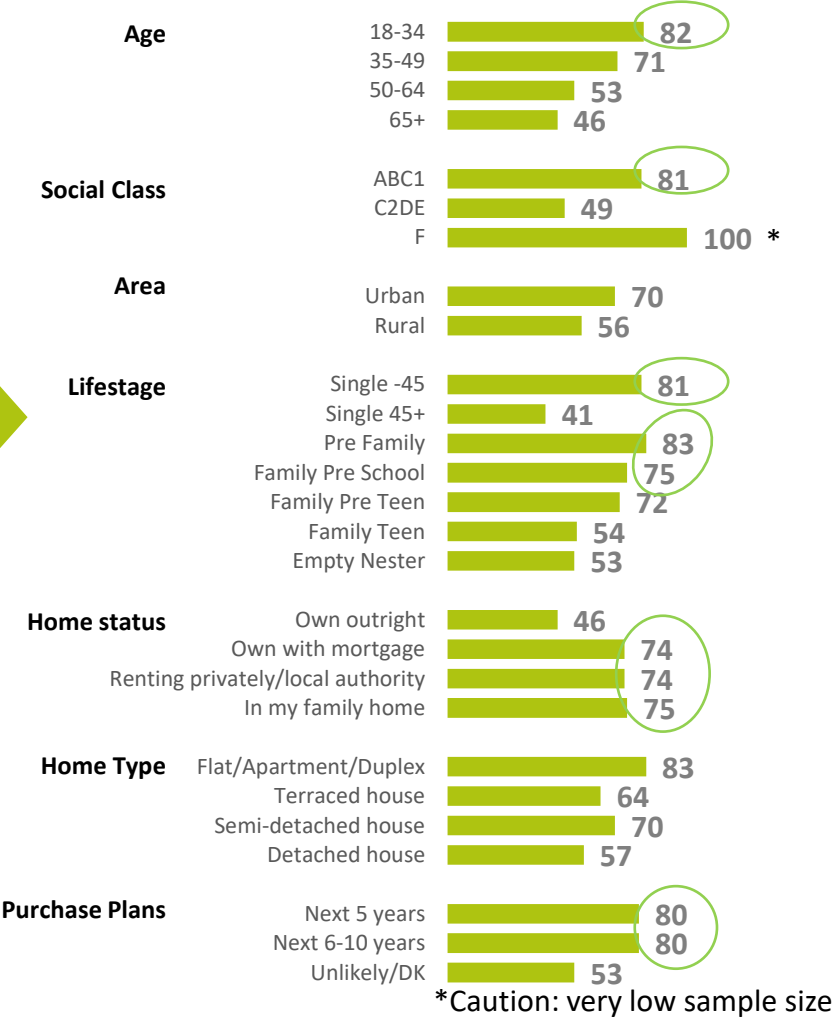
Living close to decent facilities and amenities has increased most significantly as a need since Covid amongst those living in apartments/duplexes and, interestingly, older single household dwellers and those at a pre-family lifestage.

# Since Covid, having extra space to use as a home office has become more important to me x Demographics & Home Status/Plans



Base: All Adults 18+ N - 760

○ Statistically higher



A large majority of people planning to purchase a home in the next 5 to 10 years also report that having extra space to use as a home office has become more important to them since the onset of the Pandemic.



# Since Covid, I have been seriously considering moving to a more rural location where I can work from home and enjoy a greater quality of life x

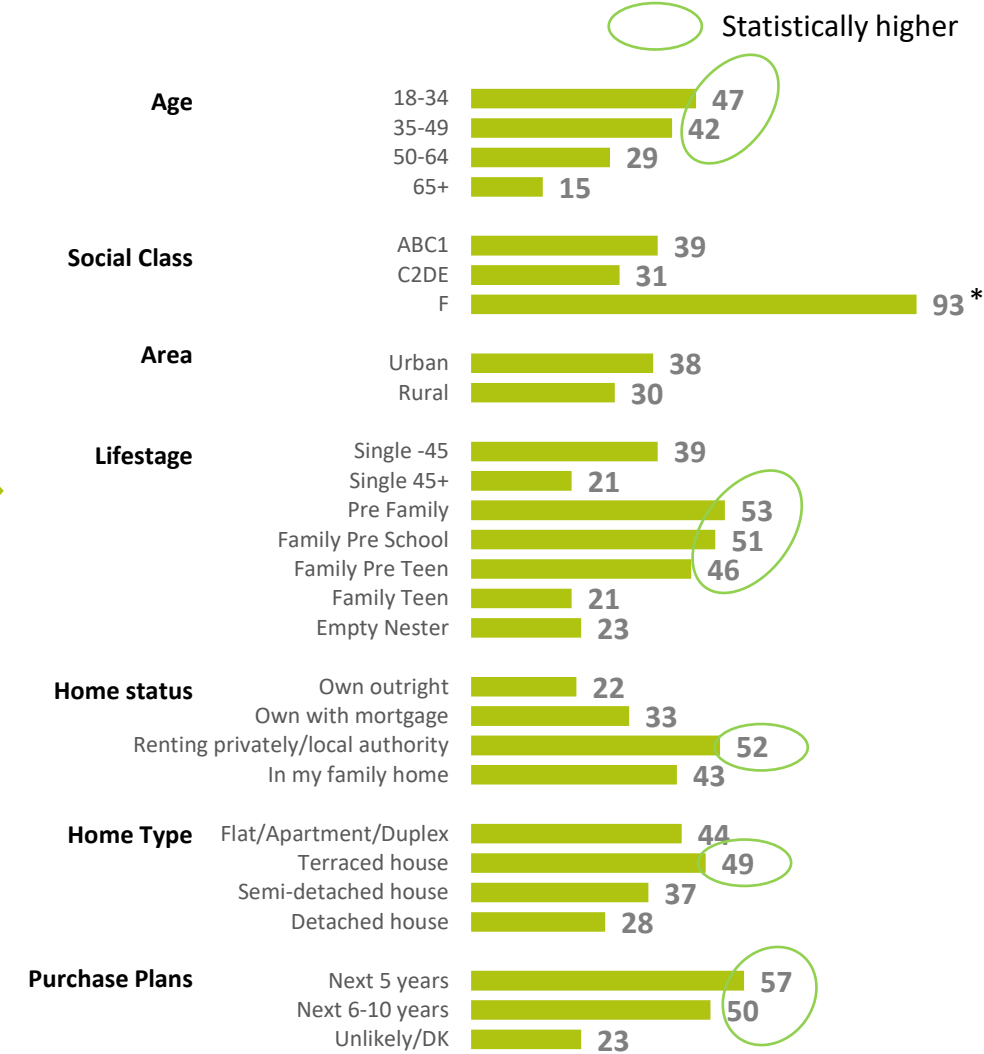


## Demographics & Home Status/Plans

Base: All Adults 18+ N - 760



**35%**  
Seriously  
considering  
moving to a rural  
location



\*Caution: very low sample size

While just 35% of all adults agree that they have begun to seriously consider moving to a rural location since Covid, the desire to escape urban living is in or around 50% for those at pre-family or young kids lifestages.





# Key findings

## Future Home Purchasing Patterns



The research reveals an estimated 15% of all adults who are intending to purchase a home within the next two years – equating to an estimated 550,000 individual purchasers. Note, these figures include both first time buyers and those intending to move to a different home over the next couple of years. 18-34 year olds (44%) and 35 to 49 year olds (41%) are most likely of all to purchase a home within the next five years.

The demand for purchasing or moving home is greatest in the Dublin region, amongst those at pre-family and family pre-school lifestages, as well as within the white collar and professional working status ABC1 socio economic category.

While 15% of adults are planning to purchase a home over the next two years, more than twice that amount (33%) would actually like to purchase a home over the same period – evidence of a significant pent-up demand for housing, clearly being frustrated by lack of supply and related factors.

The gap between desired and perceived likelihood of home purchase does narrow for those considering purchasing 3-10 years from now, suggesting that there is at least some hope that constraints on home ownership will ease in the medium term.

The younger the consumer, the greater the gap between their desire to purchase a home, and their perceived likelihood of being able to do so.

Desired home ownership is again highest amongst ABC1s, urban dwellers, as well as young singles and pre/early family lifestage individuals.

The greatest immediate demand for housing is from within the cohort of people who are currently renting – particularly those living in apartments and duplexes.

While a majority of those currently living in apartments/duplexes are happy enough to remain living in these types of homes if they had the choice, the great majority of those currently in terraced or semi-detached housing would much rather live in a detached house.

Of those planning to purchase a home in the next five years, 20% are currently living in a flat/apartment, 19% are living in a terraced house, with the balance split between semi-detached and detached houses.

Around a quarter of those currently living in apartments and terraced homes would be perfectly happy to move to a semi-detached house, although a detached home is still their ultimate desire.

## Triggers & Barriers to Home Purchase



The single greatest barrier to purchasing or moving home in the next 12 months is a reticence to move away from friends and family in people's current area. Other barriers of significance include a fear that the banks will not lend the required amount, an inability to purchase an affordable home in a desirable area, and difficulties in saving the required deposit.

As might be expected, potential home movers are significantly more likely than First Time Buyers to identify a reticence to move away from their current location as a barrier to purchase. In fact, by far the greatest barriers to purchase amongst those hoping to do so within the next five years are related to potential difficulties with the banks loaning them their required amounts, lack of affordable housing in the areas people want to live in, difficulties saving the required deposit, as well as a belief held by some that they are better off waiting until the Pandemic is over before taking the plunge.

Based upon all adults 18 years+, we see that overall affordability, proximity to family/friends, a nice/friendly neighbourhood, access to garden/green space, and the number of bedrooms/house size are people's top priorities in choosing the type of home they would ideally like to live in.

Home living priorities do vary somewhat across the different demographic groupings. For example, overall affordability is significantly more important to younger individuals than it is to older people. Conversely, proximity to family/friends is actually the top consideration amongst empty nesters (aged 65 years+). Meanwhile, people with young children are more concerned than the average individual about proximity to schools.

## Attitudes to Government Initiatives



82% agree the Government should introduce additional measures to improve the supply of affordable housing.

An increase in the supply of affordable housing is by far the most effective perceived solution to addressing issues around housing affordability.

There is also considerable support for Government action around affordable home purchasing loans, increased supply of suitable land to reduce the cost of housing and a reform of the existing mortgage lending rules.

Individuals with young children are most likely of all to seek a reform of existing mortgage lending rules, with the over 65's over-indexing on a desire for increased supply of serviced land to reduce the cost of housing.

A small majority of Irish adults (56%) are in favour of the introduction of the proposed shared equity scheme as a means of making the cost of homes more affordable.

There were no demographic skews in terms of those in favour of the shared equity scheme. Those living in the family home over-indexed however on 'Don't knows' at a significant level (38%).

Around half of those planning to purchase a home within the next five years would be interested in availing of such a shared equity scheme, and this is particularly so for younger purchasers in urban areas who are either currently renting or living in their family home.



## Impact of Covid on Housing Considerations



The greatest impact of Covid 19 in relation to housing needs relate to the increased importance of a garden/outdoor space and living close to decent facilities and amenities.

The increased importance of garden/outdoor space has been most acute amongst those living in urban areas.

Living close to decent facilities and amenities has increased most significantly as a need since Covid amongst those living in apartments/duplexes and, interestingly, older single household dwellers and those at a pre-family lifestage.

A large majority of people planning to purchase a home in the next 5 to 10 years also report that having extra space to use as a home office has become more important to them since the onset of the Pandemic.

While just 35% of all adults agree that they have begun to seriously consider moving to a rural location since Covid, the desire to escape urban living is in or around 50% for those at pre-family or young kids lifestages.



# Thank you.



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## Delve Deeper