



Coventry Partnership Household Survey 2007

Coventry SCS Theme Group Report – Housing

April 2008

FINAL Report



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Position Statement – Key Point Summary

- ◆ The majority of respondents were satisfied with the quality of their home (87%), of which 42% were *very satisfied*). This figure was slightly lower for those living in priority neighbourhoods (82%), most of whom were *fairly satisfied* (52%), as compared to the rest of the city (90%), most of whom were *very satisfied* (51%).
- ◆ These scores have remained broadly constant over the four years of the survey, and although there is evidence to suggest that priority neighbourhoods may be improving, there remains a gap in satisfaction with the quality of the home of 8% between priority neighbourhoods and the rest of the city.
- ◆ This difference is continued in an analysis by tenure: homeowners are most satisfied (93%), compared to respondents who rent their property (74%). Results show that within the renting category, respondents who privately rent are more satisfied (81%) than those who rent from Midland Heart (75%) or Whitefriars (73%).
- ◆ Satisfaction with the quality of housing also increases with age, a trend which is recognised nationally. Older respondents are more likely to own their own home and younger respondents are more likely to rent.
- ◆ About a quarter (24%) of all respondents said they are likely to move house in the next 4-5 years. This is broadly in line with average annual data on proportions moving house. There is no significant difference between moving intentions of priority neighbourhood and rest of city respondents. Around three quarters (76%) say it is not very or not at all likely they will want to move house in the next 4-5 years.
- ◆ The figure is however strongly dependent on age: the older the respondent, the less likely they are to want to move, while more than a quarter of those aged under 35 are looking to move in the next 4-5 years. BME respondents are also more likely to want to move in the next 4-5 years than white respondents (34% compared to 19%). However, this difference is likely to be a by-product of age, as there is a higher percentage of young BME respondents.
- ◆ The factors driving people's aspirations are also strongly associated with their age. The youngest respondents (16-24) said that they wanted to move so that they could be closer to a place of work or job opportunities, whereas those aged 25-44 – who might have a young family - wanted to move to a larger house.
- ◆ The main reason given generally for wanting to move is in order to move to a larger property, a finding which is borne out in the CURS Review. There is a shortage of such properties in Coventry, historically, and this may be one of the motivating factors for those people who are considering moving outside the city. Housing providers should address this specific issue. Moving to a 'more desirable location' was not a major factor driving locational choice (only 17% in priority neighbourhoods and 10% in the rest of city gave this as a factor for moving).
- ◆ Over a third (35%) of those wanting to move, wish to move outside of Coventry. Those in priority neighbourhoods wanting to move predominantly want to move within Coventry. Those wishing to move from the rest of Coventry are more likely to want to move away from the City altogether.
- ◆ Younger people aged 16-24 are the ones generally who are most likely (42%) to want to move outside Coventry. This may encompass students and recent residents who have a less established connection with the city. However in relation to the strategic ambition of Coventry to retain its younger skilled residents, this presents a policy pressure and suggests an important targeted policy response in order to stem the flow of younger and more affluent families from the city.

- ◆ Members of the theme group also suggested that questions on fuel poverty and possibly age of housing be included in future household surveys.

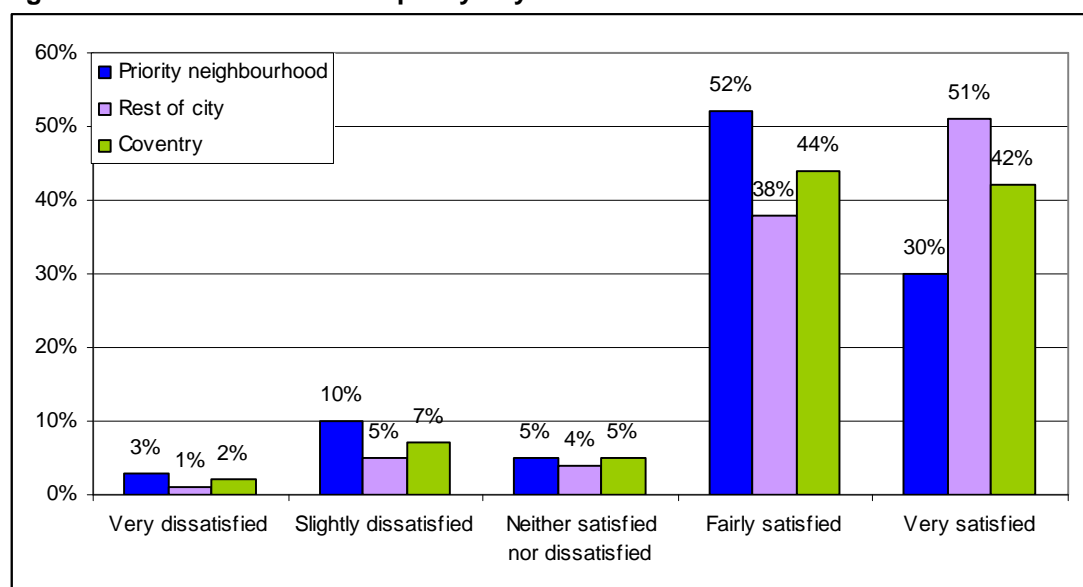
Summary of evidence on key issues

1. Satisfaction with Housing

Satisfaction with the quality of your home

The majority of respondents (87%) are satisfied with the quality of their home, and less than a tenth of respondents (9%) are dissatisfied. Satisfaction is slightly lower in priority neighbourhoods than it is across the rest of the city (82% and 90% respectively). In terms of breakdown by satisfaction, the majority of respondents living in priority neighbourhoods are **fairly** satisfied with the quality of their home, whereas in the rest of the city most of the respondents are **very** satisfied.

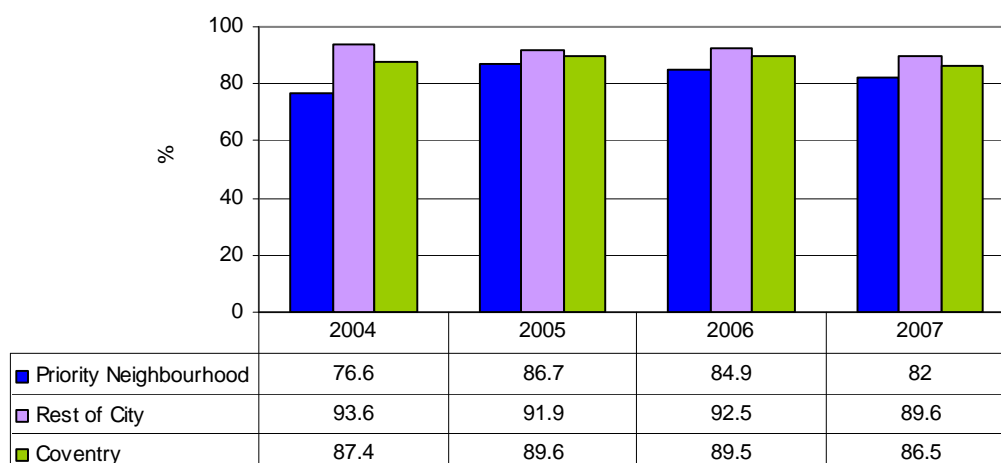
Figure 1. Satisfaction with the quality of your home



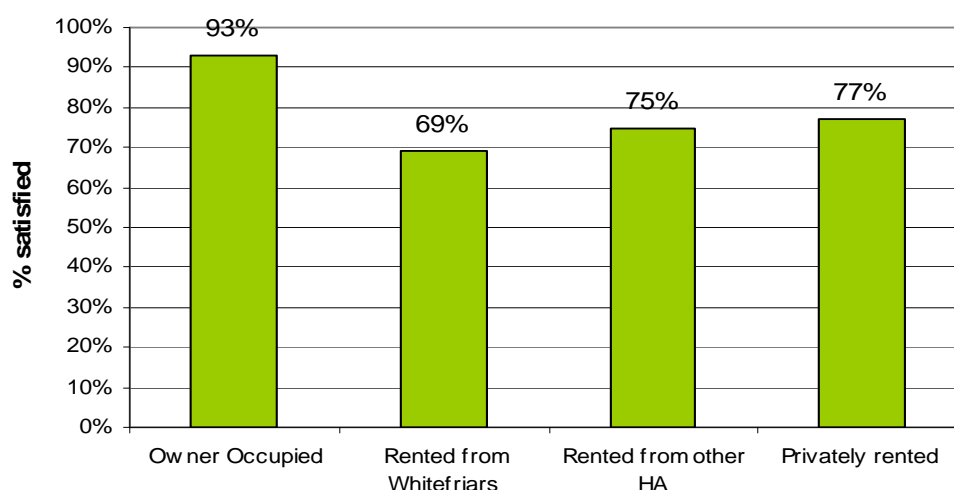
There is also a positive correlation with age and the satisfaction with the quality of the home. Satisfaction increases with age from 82% of 16-24 year olds satisfied with the quality of their home to 95% of 80+ year olds. These results are in line with national findings, and are not surprising considering that younger respondents are more likely to rent accommodation and older respondents are more likely to be owner occupiers.

Of those surveyed, white respondents (88%) appear to be the most satisfied with the quality of their home, compared to 86% of Asian respondents and 73% of Black respondents.

The graph of long term trends below shows that although there is still a gap in satisfaction with the quality of the home between respondents living in priority neighbourhoods and the rest of the city, this gap has actually narrowed over time from 17% in 2004 to 8% in 2007. The narrowing of the gap is a result of satisfaction increasing in priority neighbourhoods (peaking in 2005 and now settling at 82%), and of satisfaction decreasing in the rest of the city from a peak in 2004 of 94%.

Figure 3. Satisfaction with the quality of your home

There is a significant difference in satisfaction with the quality of the home by tenure. Respondents living in owner occupied properties are the most satisfied (93%), compared to those who rent properties (74%). Of those respondents who rent, the least satisfied are those who rent from Whitefriars (69% in this survey, and 75% in a separate survey commissioned by Whitefriars). Nationally, the Survey of English Housing also supports this view. This difference in satisfaction by tenure may explain why satisfaction is lower in priority neighbourhoods compared to the rest of the city.

Figure 2. Satisfaction with the quality of your home by tenure

Satisfaction with landlord services

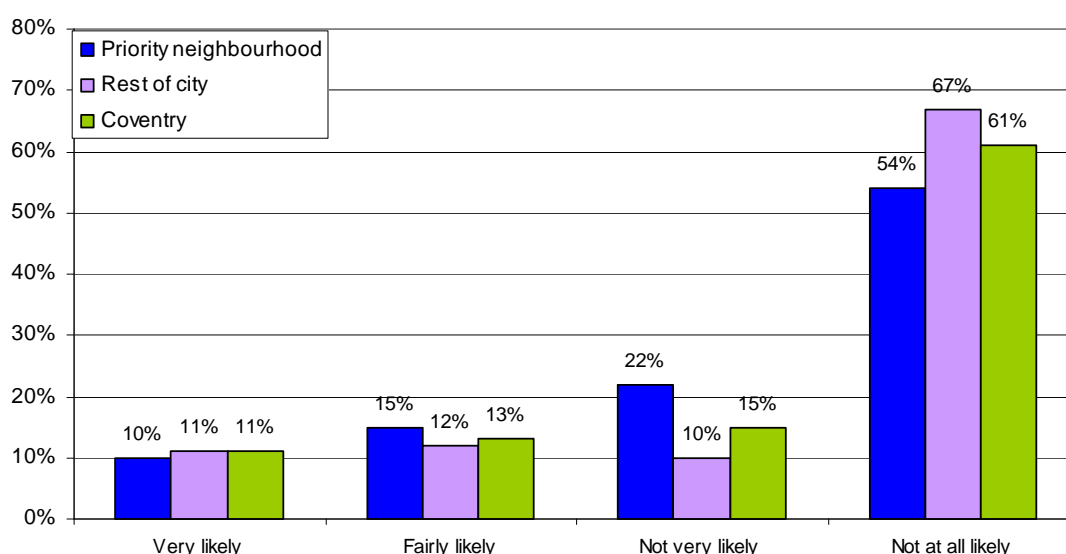
Respondents who rent accommodation either from a housing association or a private landlord were asked how satisfied they were with the service provided by their landlord. Overall 78% of respondents said they were satisfied, ranging from 75% in priority neighbourhoods to 82% in the rest of the city.

Respondents living in privately rented accommodation appeared to be more satisfied with the service provided by their landlord (81%), than those renting in the social housing sector (average 74%). These results contradict anecdotal evidence from previous work with community groups, which highlighted issues with private landlords in Coventry.

2. Housing Aspirations and Moving House

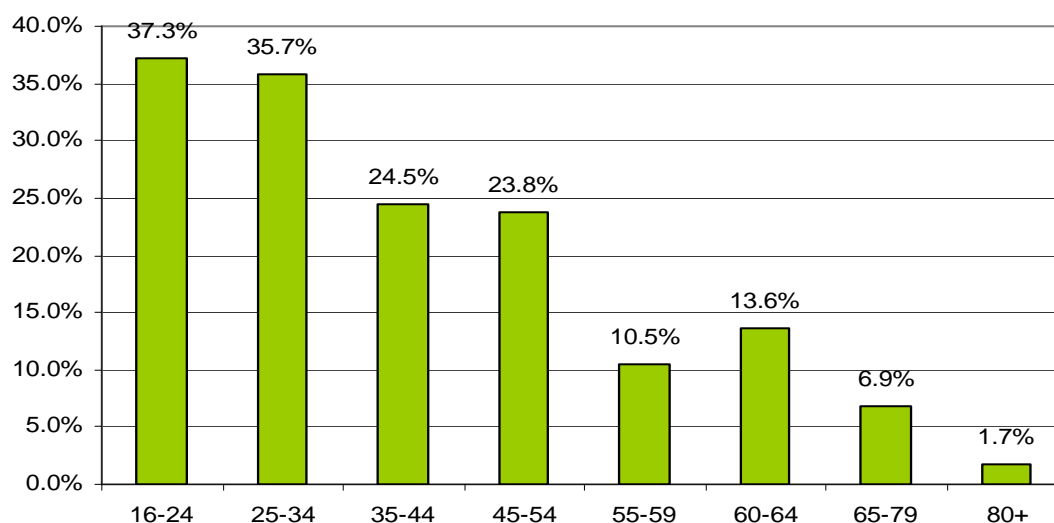
A batch of new questions was introduced in the 2007 survey looking at housing location aspirations and people's reasons for wanting to move. These are relevant to the City's Growth Strategy. Residents surveyed were asked to say how likely it was that they would move house in the next 4-5 years. Just under a quarter of all respondents (24%) said it was very or fairly likely that they would move house in the next 4-5 years. There were no significant differences in those who were very/fairly likely to move in priority neighbourhoods and in the rest of the city (25% and 23% respectively). Around three quarters (76%) of all respondents said it was not very likely or not at all likely they would want to move house in the next 4-5 years, a finding supported by a recent study commissioned by Whitefriars, which found that 76% of tenants wanted to remain as Whitefriars tenants for as long as possible.

Figure 4. Likelihood of moving house in the next 4-5 years



However there is a strong correlation between those wanting to move house in the next 4-5 years and age. The survey results show that the percentage of respondents in the older age groups are less likely to want to move house when compared to respondents in the younger age groups (For example just 7% of respondents in the 65-79 age group said they would be very or fairly likely to move house in the next 4-5 years compared to 37% of 16-24 year olds).

Figure 5. Very/Fairly likely that you will want to move house in the next 4-5 years by age



There is also a variation in the percentage of respondents wanting to move house in the next 4 -5 years by ethnicity. Of those surveyed, Black respondents are the most likely to want to move house in the next 4-5 years (41%), followed by 27% of Asian respondents and 22% of White respondents. The frequencies are too low to report the percentages for the Mixed and Chinese Ethnic Groups, or to report differences by ethnic groups living in different parts of the city.

The main reason for wanting to move house is to move to a larger property (31%), this is slightly more of a priority in the rest of the city than it is in the priority neighbourhoods (32% and 28% respectively). Moving to a property that is more suited to needs, that is in more of a desirable location, and that is more modern is an issue for more priority neighbourhood respondents than for rest of the city respondents. Meanwhile, in the rest of the city more respondents said that being closer to family/friends, changing the tenure and downsizing were reasons to move.

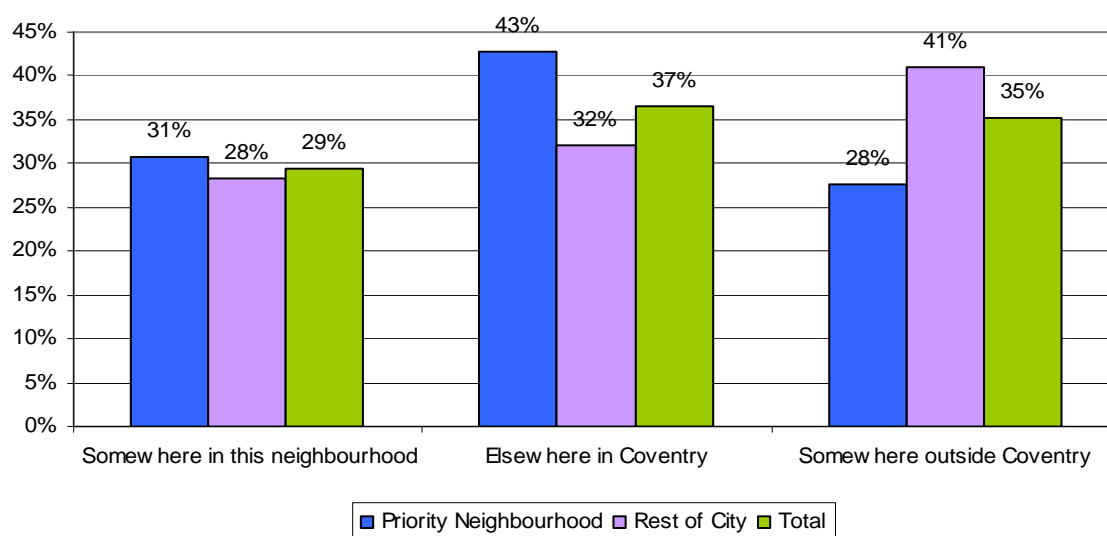
Figure 6. Reasons for wanting to move house

Reasons for wanting to move	Priority neighbourhood	Rest of city	Total
To move to a larger property	28%	32%	31%
Other	21%	23%	22%
To be nearer place of work or job opportunities	15%	15%	15%
To move to a property more suited to my needs	15%	12%	13%
To move to a more desirable location	17%	10%	13%
To move away from an unsatisfactory situation	13%	10%	12%
To move to a more modern property	16%	7%	11%
To be nearer family or friends	8%	10%	9%
To change the type of tenure (renting, owning etc)	2%	8%	6%
To move to a smaller property	2%	6%	4%
To be nearer to shops and local facilities	5%	0%	2%
To be nearer to my preference for schools	2%	1%	1%
Total	100%	100%	100%

Reasons for moving also vary by age, with respondents aged 16-24 more likely to move house in the next 4-5 years to be nearer to a place of work or job opportunities. However respondents aged 25-44, who may have young families, cite a larger property as the main reason for moving.

When asked where they would like to move to, most respondents (37%) say somewhere else in Coventry, 35% say somewhere outside of Coventry and 29% say somewhere within their neighbourhood.

The graph below shows that respondents living in the priority neighbourhoods are most likely to want to move within Coventry (43%), whereas respondents living in the rest of the city are most likely to want to move outside Coventry (41%).

Figure 7. Where would you like to move to?

Of those surveyed, respondents aged 16-24 are most likely to want to move outside of Coventry when they move house (42%), this is probably to be able to access job opportunities. By contrast respondents aged 25-34 are happier to move within Coventry (39%). An area for further work might be to look at the reasons why people want to move outside Coventry.



**M-E-L Research
Limited
8 Holt Court
Aston Science Park
Birmingham
B7 4AX**

tel: 0121 604 4664
fax: 0121 604 6776

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