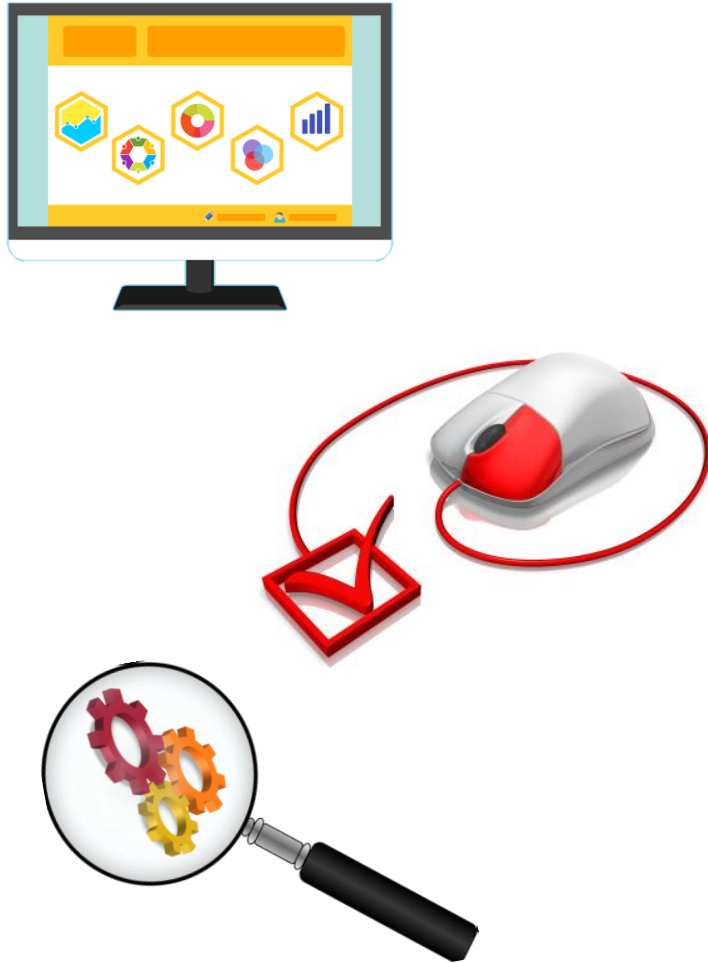


BPFI

Housing Survey

July 2023





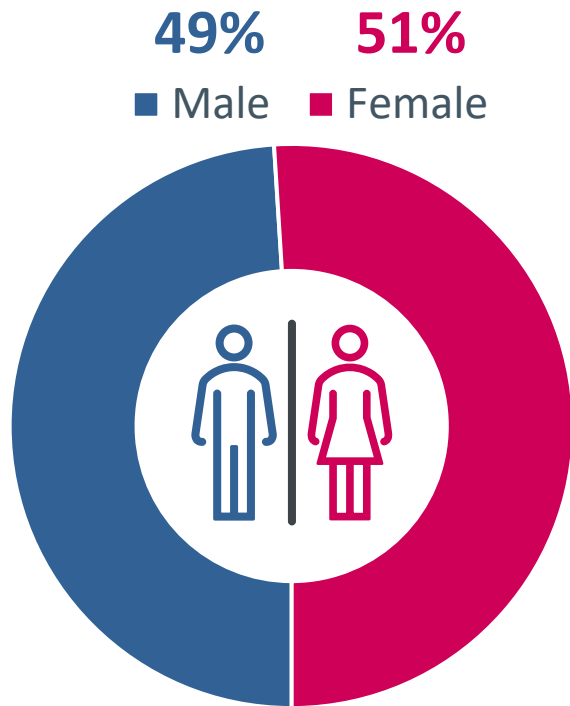
- A number of questions were placed on the Amárach Research **July 2023** omnibus. The **online omnibus** is a syndicated survey whereby clients can include questions within the survey.
- The questions were pre-agreed with the **Banking & Payments Federation Ireland**.
- A **total sample of 1,200** adults 18+ was achieved using a combination of quota controls and weighting to ensure the final sample is aligned with the national population in terms of gender, age, region and social grade.
- Survey fieldwork took place from the **18th to 20th July 2023**.

A note on reporting: percentages may not add up to 100% due to rounding.

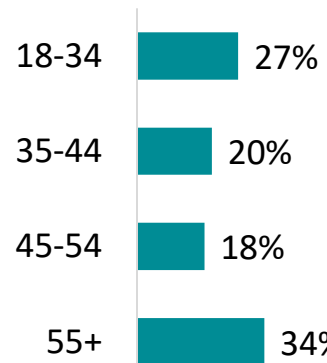


Sample Profile – nationally representative of ROI 18+

Gender



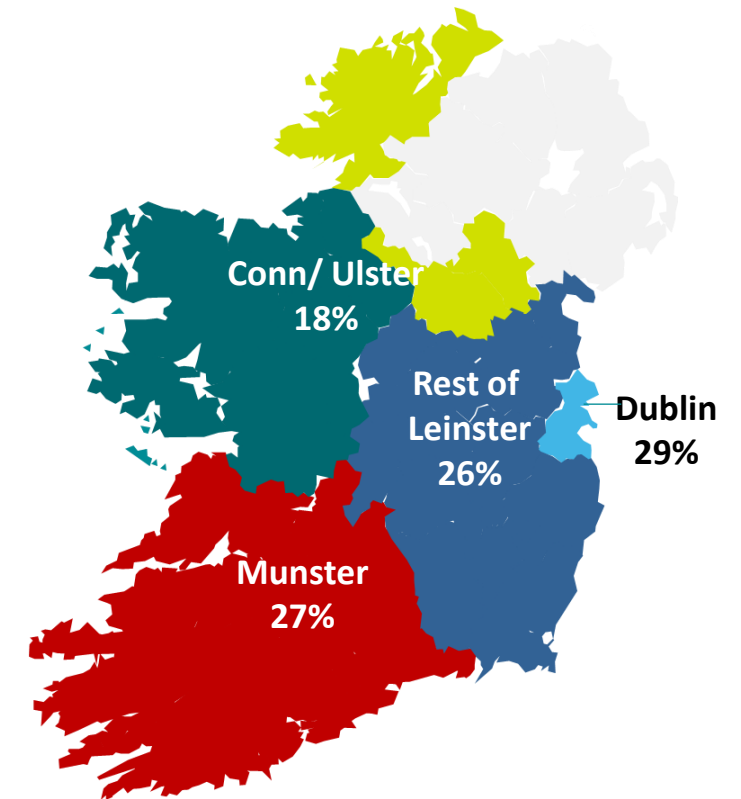
Age



Social class



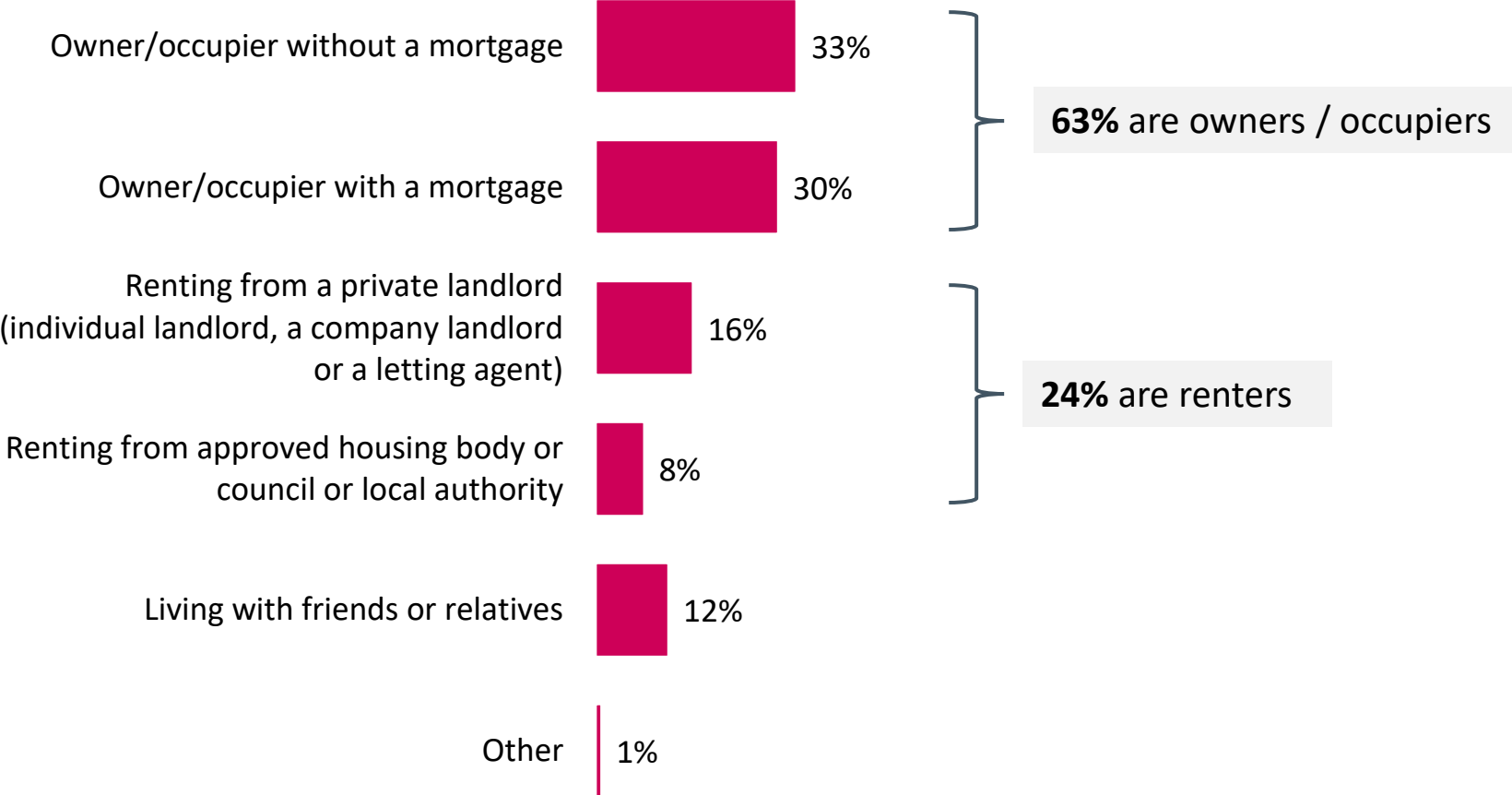
Region



Nearly two-thirds (63%) of the adult population are homeowners, and one-quarter (24%) are renters. A smaller proportion (12%) are currently living with friends or relatives.



BASE : All respondents – 1,200)



The current housing situation varies significantly by age. Those aged 35+ are more likely to be homeowners/occupiers, whilst under 35s are more likely to be renting from a private landlord or living with friends and family.

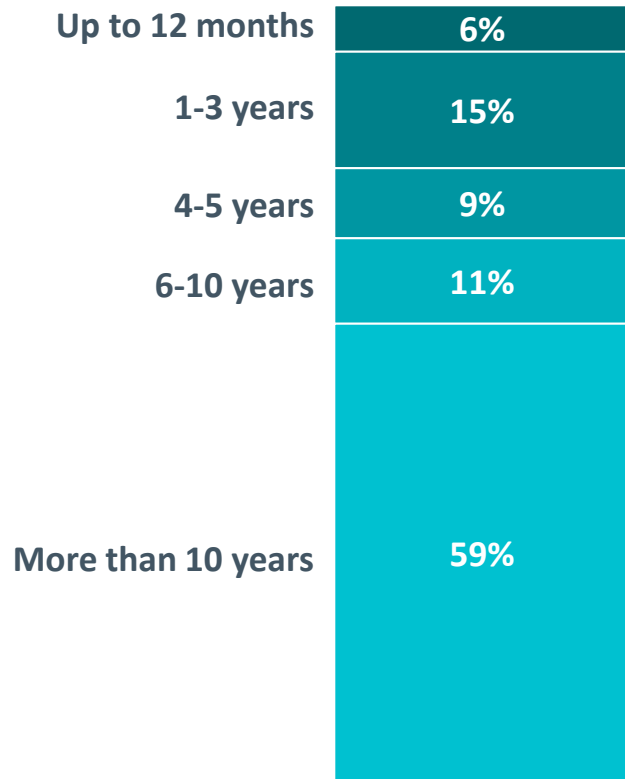


	TOTAL	GENDER		AGE				CLASS		REGION			
		Male	Female	18-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	1200	588	612	330	245	216	409	610	590	349	318	323	210
Owner/ occupier without a mortgage	33%	38%	29%	6%	11%	21%	75%	24%	43%	35%	34%	34%	29%
Owner/ occupier with a mortgage	30%	27%	33%	22%	47%	52%	14%	38%	22%	25%	37%	30%	26%
Renting from a private landlord (can refer to an individual landlord, a company landlord or a letting agent)	16%	16%	16%	29%	23%	11%	3%	20%	12%	19%	12%	12%	22%
Renting from approved housing body or council or local authority	8%	7%	10%	8%	11%	12%	6%	5%	12%	9%	9%	10%	5%
Living with friends or relatives	12%	12%	11%	33%	7%	4%	1%	12%	11%	10%	8%	13%	17%
Other	1%	1%	1%	2%	1%	1%	*	1%	1%	2%	*	1%	1%
Summary codes:													
Owner/occupier	63%	65%	61%	28%	58%	73%	89%	62%	64%	60%	71%	64%	55%
Renter	24%	22%	26%	37%	34%	22%	9%	25%	23%	28%	20%	22%	27%



Six in 10 Irish adults (59%) have lived at their current address for more than 10 years, 70% of all owner/occupiers.

(Base: All respondents – 1,200)

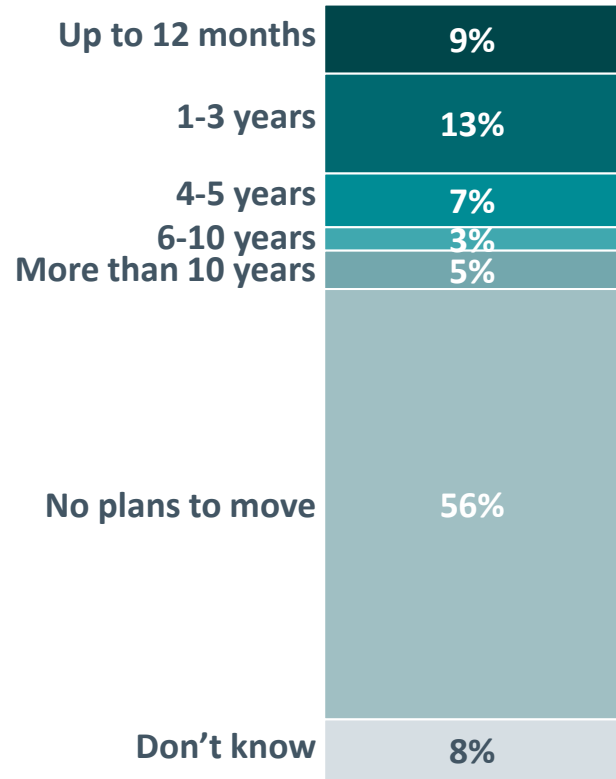


	GENDER		AGE				CLASS		REGION			CURRENT HOUSING SITUATION			
	TOTAL	Male	Female	18-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Owner/occupier	Not owner occupier
N=	1200	588	612	330	245	216	409	610	590	349	318	323	210	758	442
Up to 12 months	6%	6%	5%	12%	5%	2%	2%	8%	3%	4%	4%	9%	6%	2%	12%
1-3 years	15%	16%	14%	27%	21%	10%	4%	20%	10%	16%	17%	10%	17%	10%	23%
4-5 years	9%	9%	9%	13%	14%	7%	4%	10%	8%	10%	9%	8%	9%	7%	12%
6-10 years	11%	10%	13%	11%	22%	11%	5%	14%	8%	11%	11%	12%	10%	10%	13%
More than 10 years	59%	59%	60%	37%	37%	70%	86%	48%	71%	59%	60%	61%	57%	70%	41%



Most adults (56%) have no plans to move from their current home, 36% do plan to move at some stage and 8% are not sure. Nearly three-quarters of owner occupiers (72%) have no plans to move, whereas 59% of all non-owner occupiers plan to live in their current home for up to five years before moving.

(Base: All respondents = 1,200)

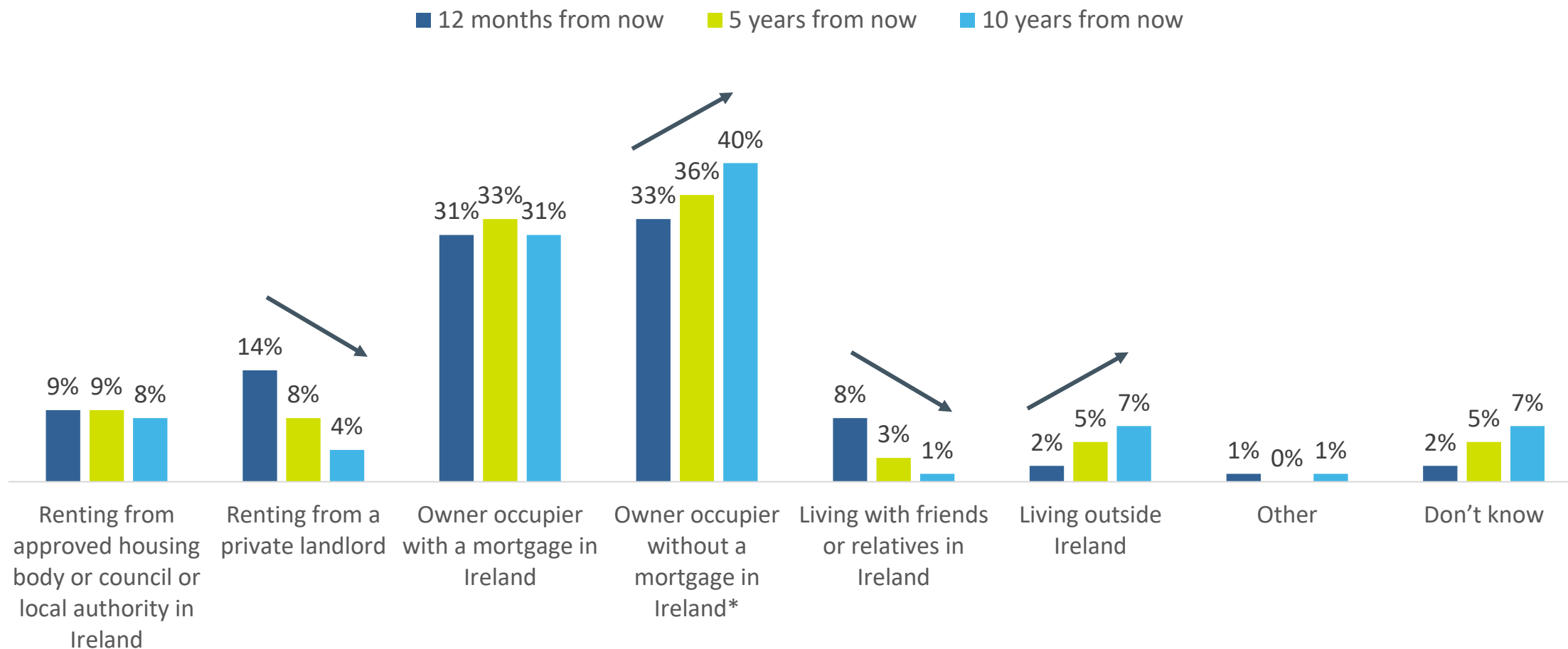


	GENDER			AGE				CLASS		REGION				CURRENT HOUSING SITUATION	
	TOTAL	Male	Female	18-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Owner/occupier	Not owner occupier
N=	1200	588	612	330	245	216	409	610	590	349	318	323	210	758	442
Up to 12 months	9%	6%	11%	21%	8%	3%	1%	11%	6%	11%	5%	7%	12%	2%	21%
1-3 years	13%	14%	12%	29%	13%	7%	2%	16%	9%	15%	11%	13%	12%	5%	26%
4-5 years	7%	8%	6%	16%	5%	4%	2%	8%	6%	4%	6%	9%	10%	4%	12%
6-10 years	3%	4%	2%	4%	3%	5%	2%	4%	2%	2%	4%	4%	3%	4%	2%
More than 10 years	5%	6%	3%	4%	4%	8%	4%	5%	5%	3%	5%	4%	7%	6%	2%
No plans to move	56%	53%	58%	17%	54%	65%	83%	49%	62%	57%	60%	57%	45%	72%	27%
Don't know	8%	9%	8%	8%	12%	8%	6%	6%	10%	8%	9%	6%	12%	7%	11%



The proportion who expect to be renting from a private landlord or living with friends/family in Ireland reduces over time. The proportion who expect to be homeowners with a mortgage stays the same, whereas the proportion who expect to be homeowners *without* a mortgage increases as they look ahead to the next 5/10 years.

(BASE : All respondents – 1,200)



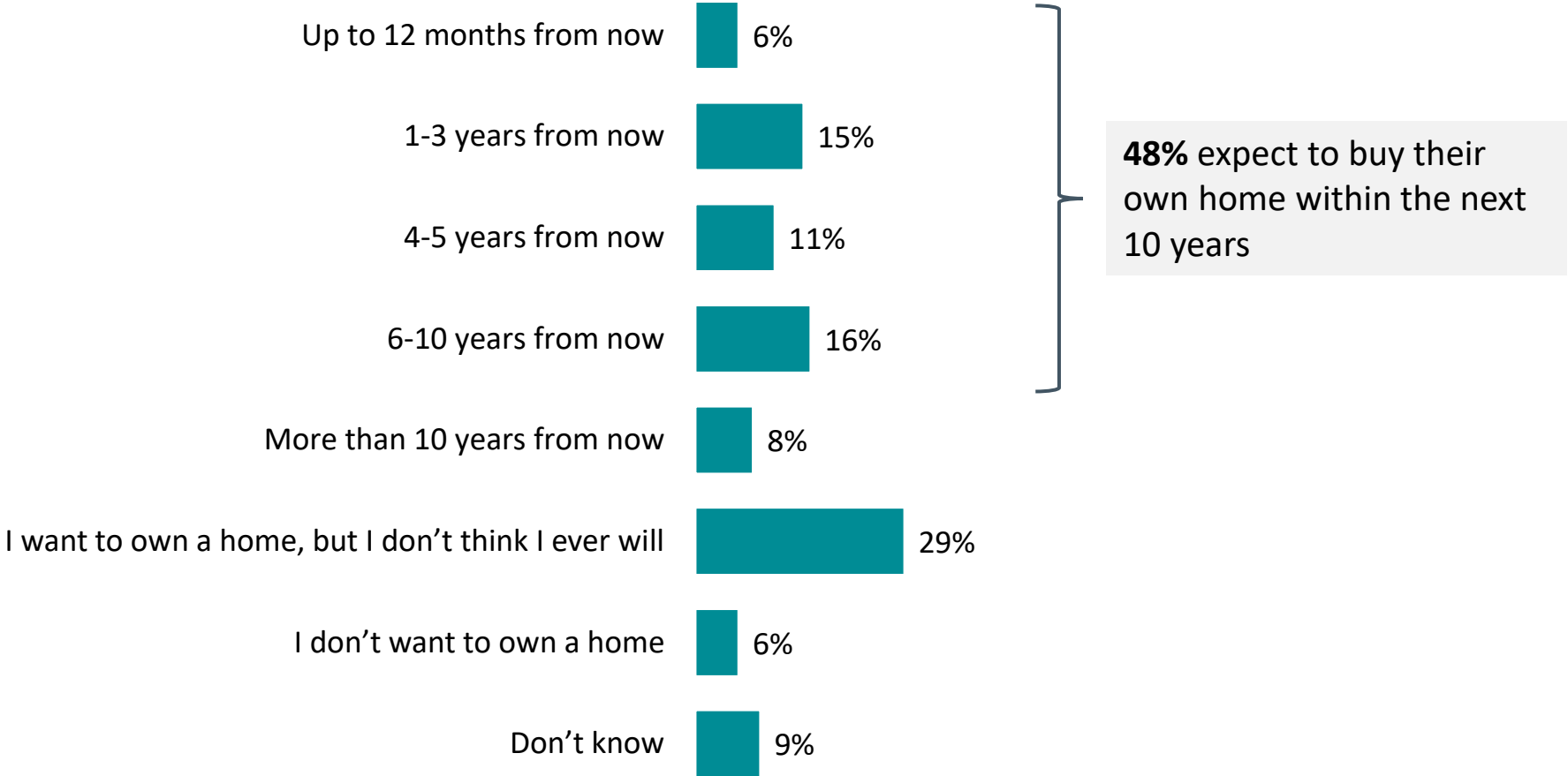
*Amongst owner occupiers with a mortgage, 17% expect to own without a mortgage five years from now, increasing to 31% in ten years from now.

Q4. Which of these, if any, best describes the housing situation you expect to live in....?

Nearly half of all non-homeowners (48%) believe it will be up to 10 years before they buy their own home. Nearly three in 10 (29%) want to own a home but don't think they ever will.



BASE : Not owner/occupier –442)





Under 35s are more optimistic about buying a home within the next 10 years (63%). A significant proportion of non-homeowners aged 35-44 and 45+ want to own a home but don't think they ever will (40% and 50% respectively).

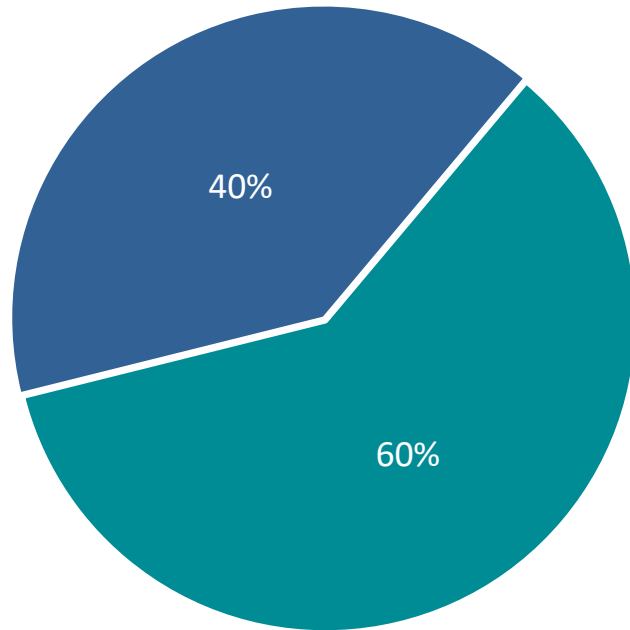
	TOTAL	GENDER		AGE			CLASS		REGION			
		Male	Female	18-34	35-44	45+*	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
Not owner/ occupier N=	442	206	236	238	102	102	232	210	140	92	116	94
Up to 12 months from now	6%	5%	6%	5%	8%	4%	9%	2%	9%	5%	2%	6%
1-3 years from now	15%	14%	16%	19%	17%	2%	18%	12%	13%	14%	17%	16%
4-5 years from now	11%	9%	13%	16%	8%	2%	15%	7%	9%	11%	11%	15%
6-10 years from now	16%	19%	13%	23%	13%	3%	19%	13%	19%	15%	16%	13%
More than 10 years from now	8%	10%	5%	11%	2%	5%	7%	8%	4%	8%	13%	7%
I want to own a home, but I don't think I ever will	29%	28%	30%	16%	40%	50%	21%	39%	33%	33%	25%	27%
I don't want to own a home	6%	4%	8%	3%	5%	15%	3%	9%	5%	8%	6%	5%
Don't know	9%	11%	8%	6%	7%	19%	9%	10%	9%	7%	10%	10%

*45-54 and 55+ age groups merged due to low base sizes
 Q5. How long do you think it will be before you buy your own home?



For three in five homeowners (60%), this is the first home they have owned either on their own or with someone else.

(BASE : Owner/occupier – 758)



■ Yes - first home ■ No - not first home

	GENDER		AGE				CLASS		REGION				
	TOTAL	Male	Female	18-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
Owner/ Occupier N=	758	382	376	92	143	158	365	377	380	209	225	207	116
Yes – first home	60%	56%	64%	86%	83%	64%	42%	63%	57%	57%	58%	61%	67%
No – not first home	40%	44%	36%	14%	17%	36%	58%	37%	43%	43%	42%	39%	33%



- Nearly two-thirds of the adult population are homeowners (63%), and one-quarter are renters (24%). A smaller proportion are currently living with friends or relatives (12%).
 - Older age groups are more likely to be homeowners/occupiers, whilst under 35s are more likely to be renting from a private landlord or living with friends and family.
- Six in 10 Irish adults (59%) have lived at their current address for more than 10 years, rising to 70% of all owners/occupiers.
- Over half (56%) of the adult population have no plans to move from their current home, rising to 72% of all owners/occupiers.
 - The majority of non-homeowners (59%) plan to live in their current home for up to five years before moving.
- When looking ahead to the next 12 months/ 5 years/ 10 years, some people expect to see changes in their housing situation.
 - The proportion who expect to be renting from a private landlord or living with friends/family in Ireland reduces over time.
 - The proportion who expect to be homeowners without a mortgage or to live outside Ireland increases over time.
 - Interestingly, the proportion who expect to be homeowners with a mortgage remains more or less the same.
- Nearly half (48%) of all non-homeowners believe it will be up to 10 years before they buy their own home. Almost three in 10 (29%) want to own a home but don't think they ever will.
 - Under 35s are more optimistic about buying a home within the next 10 years (63%).
 - A significant proportion of non-homeowners aged 35-44 and 45+ want to own a home but don't think they ever will (40% and 50% respectively).
- For three in five homeowners (60%), this is the first home they have owned either on their own or with someone else.



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