



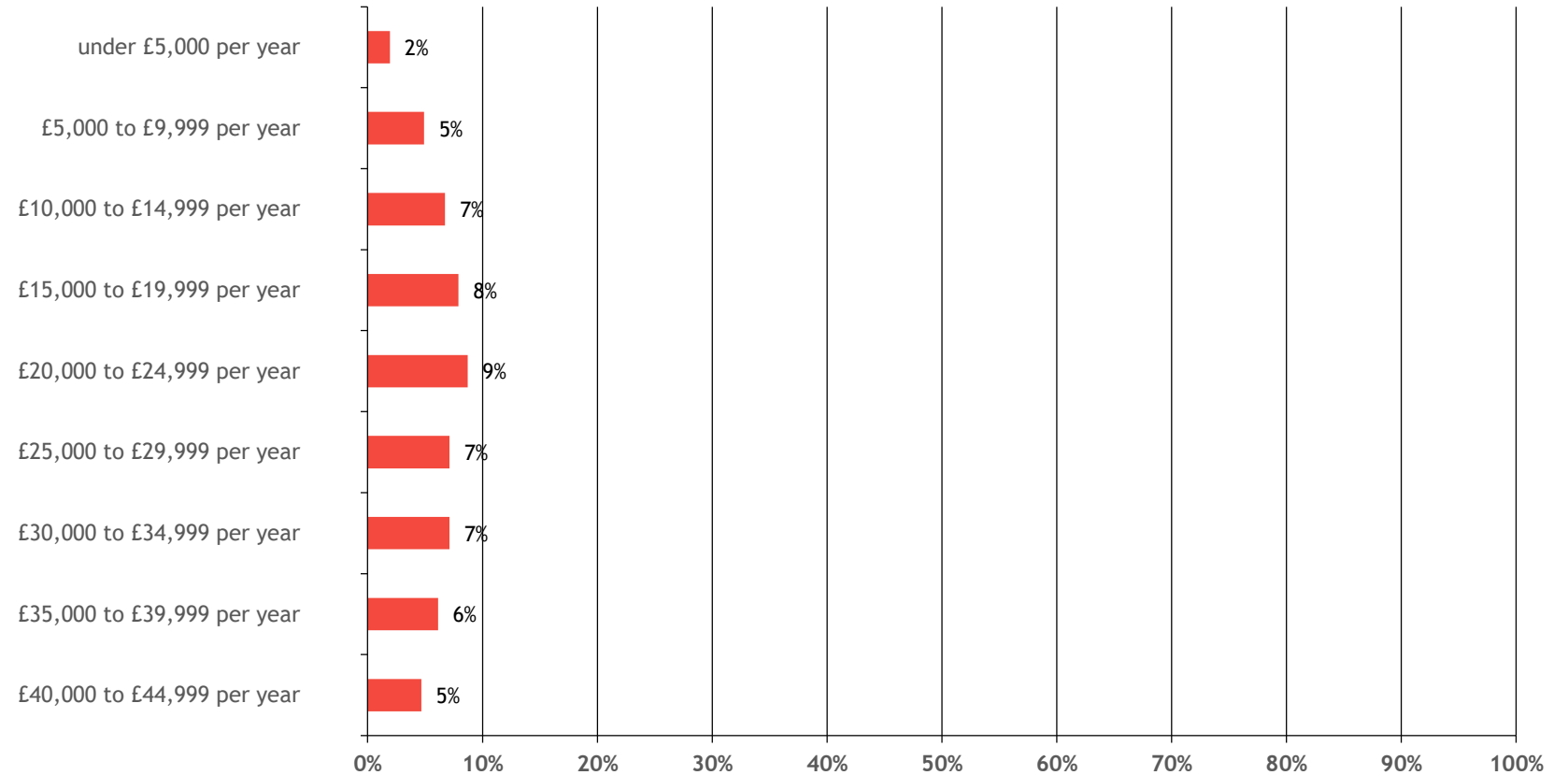
Attitudes to renting

Conducted by YouGov on behalf of Aviva
Fieldwork Dates: 25th - 26th June 2019



Attitudes to renting

profile_gross_household. Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

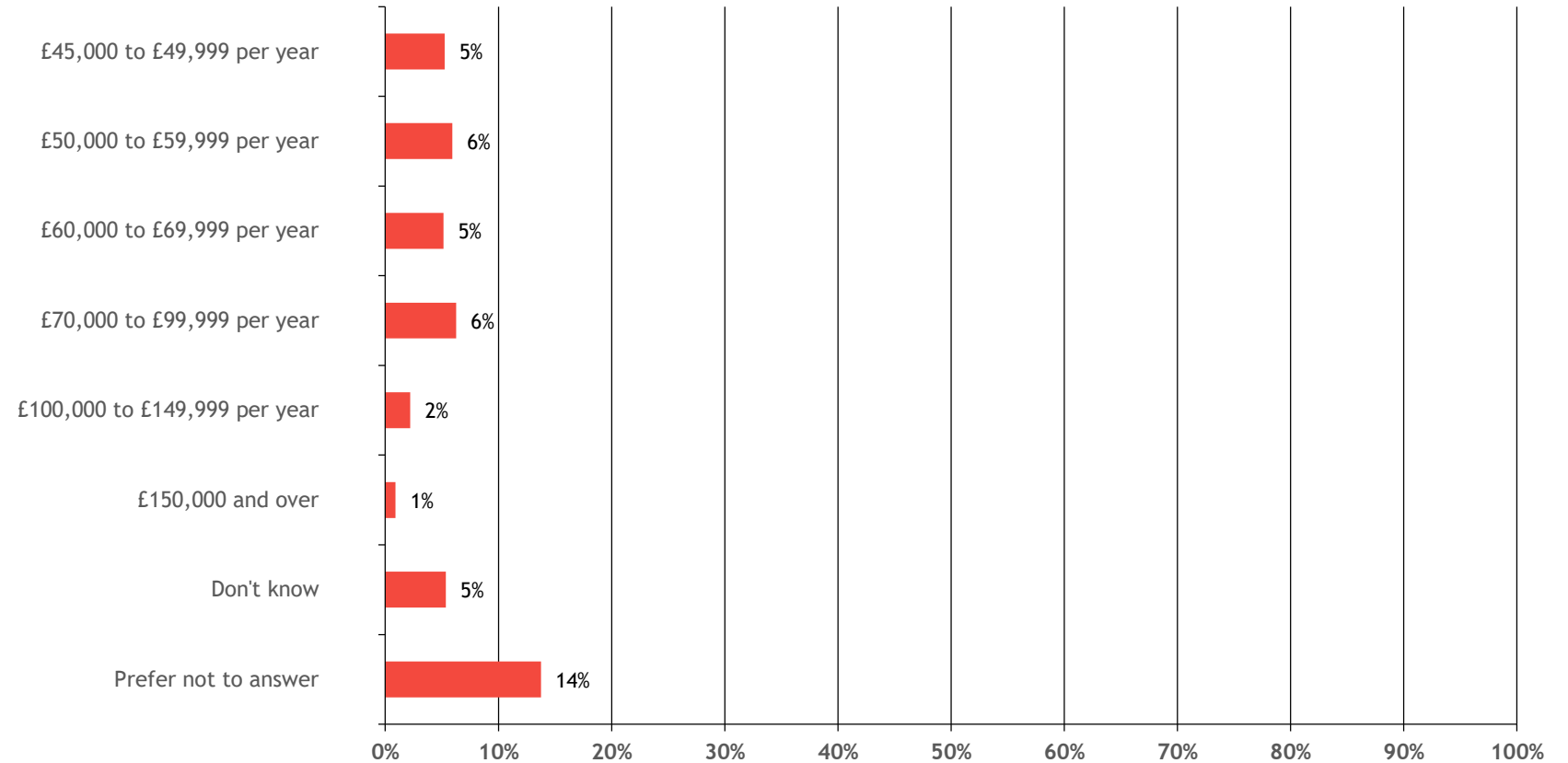


Unweighted base (2057)



Attitudes to renting

profile_gross_household. Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income? (continued 2)

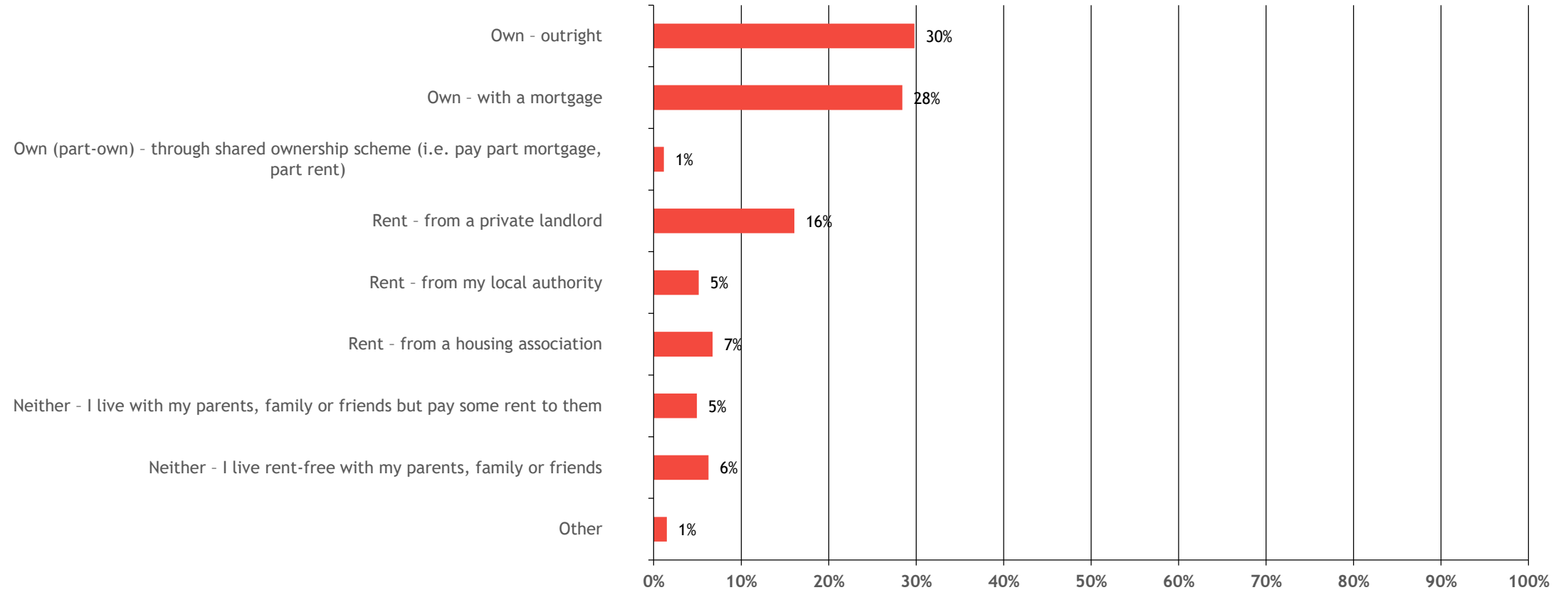


Unweighted base (2057)



Attitudes to renting

profile_house_tenure. Do you own or rent the home in which you live?



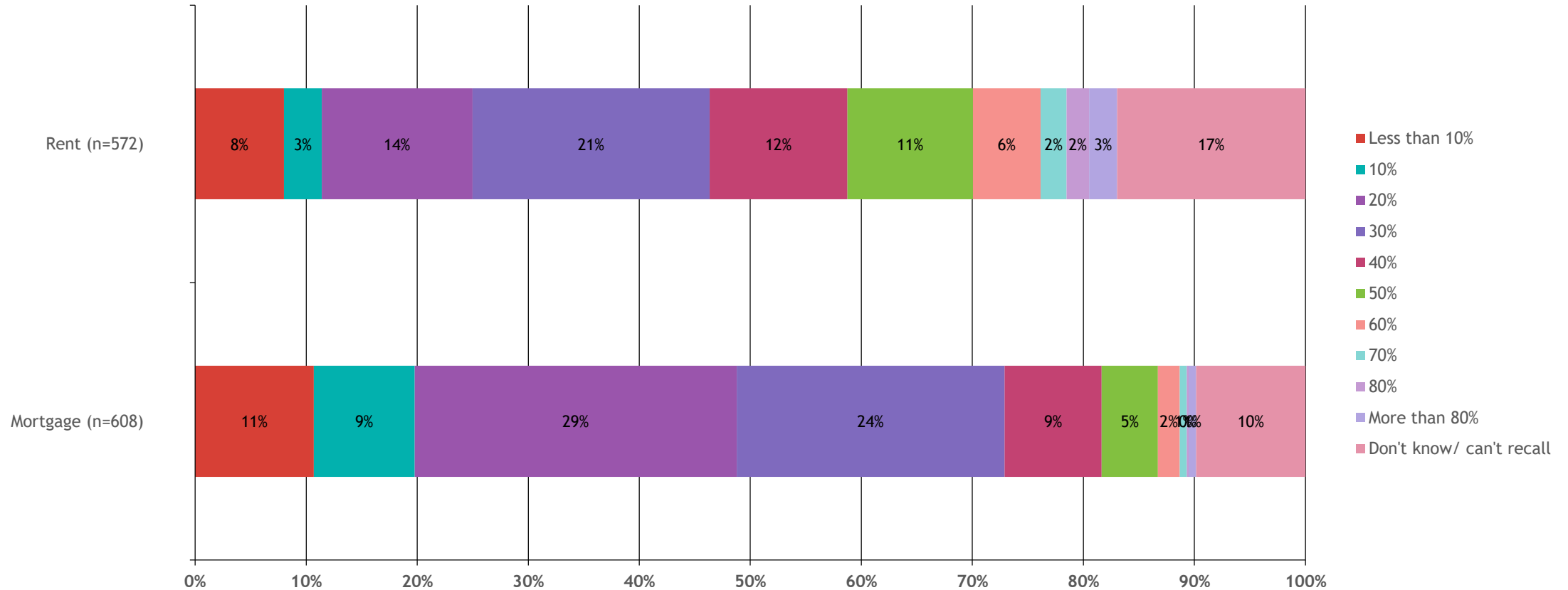
Unweighted base (2057)



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Attitudes to renting

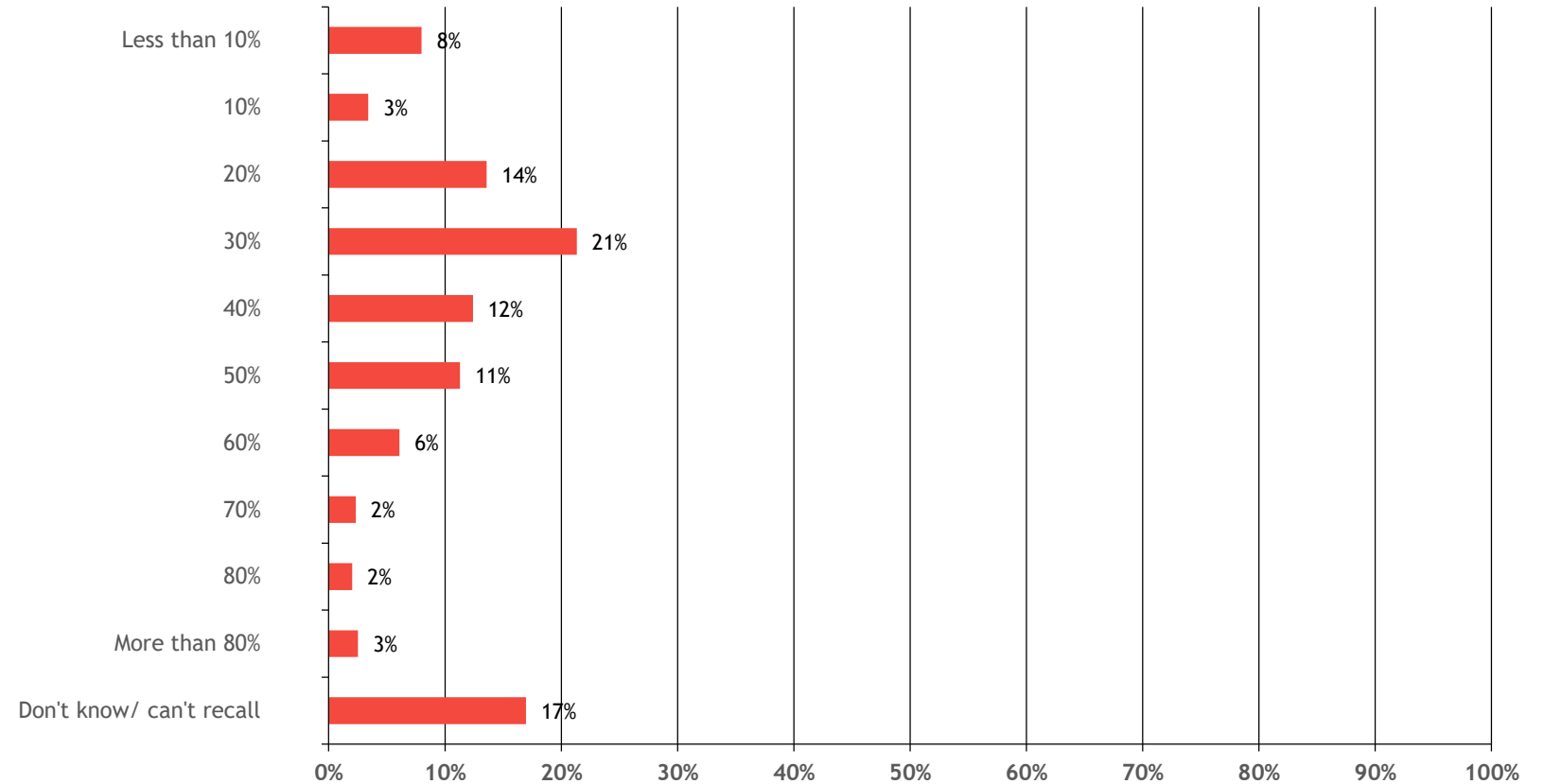
CAA_Q1a. For the following question, by 'monthly household income' we mean the combined income of all the people living in your house before tax and deductions (e.g. housemates, partner etc.) Approximately, what percentage of your monthly household income do you spend on the following? (Please select the option that best applies. If you are unsure, please give your best estimate)



Unweighted base: All GB adults who rent or have a mortgage/ part own a home

Attitudes to renting

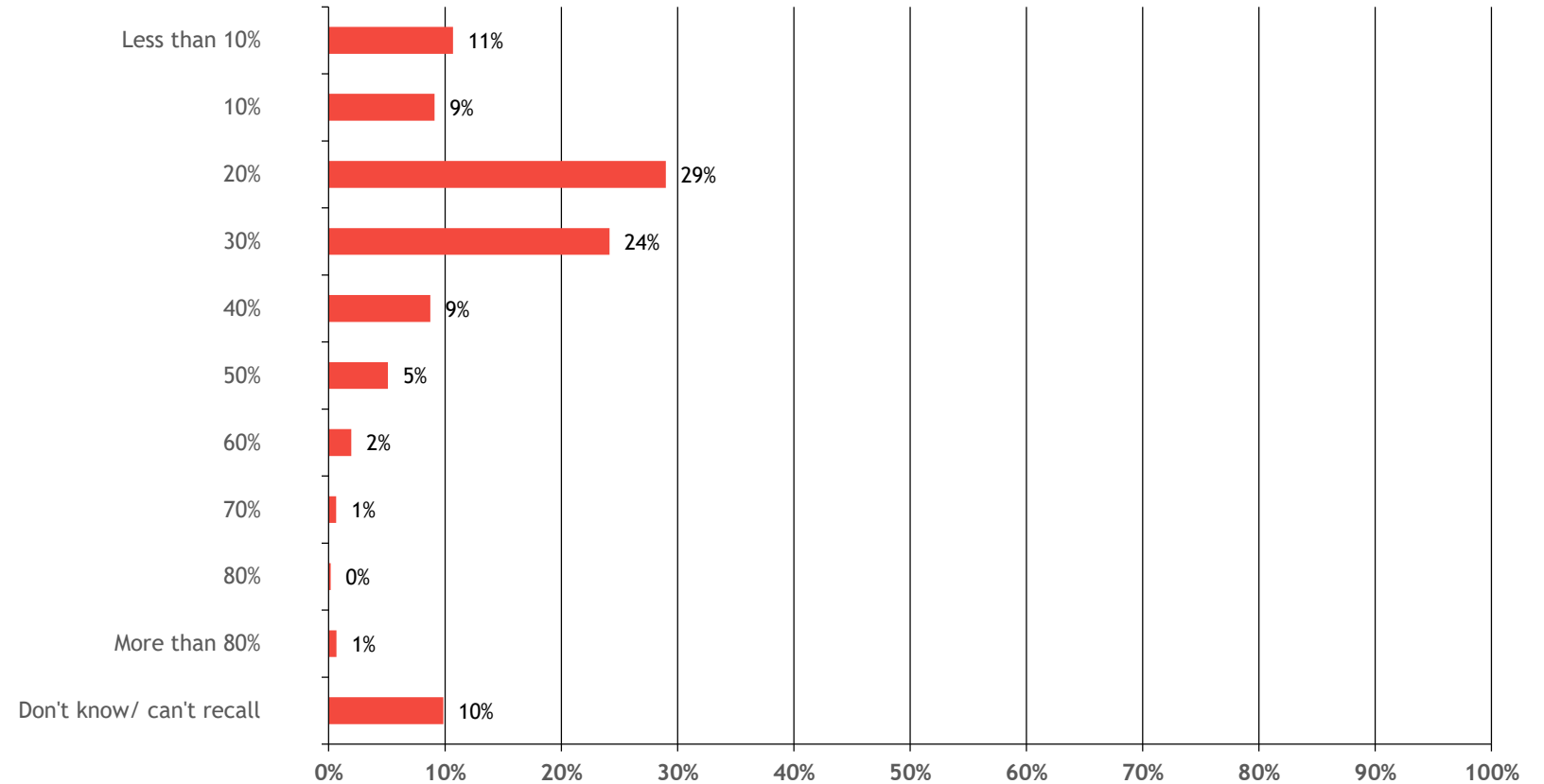
CAA_Q1_1. For the following question, by 'monthly household income' we mean the combined income of all the people living in your house before tax and deductions (e.g. housemates, partner etc.) Approximately, what percentage of your monthly household income do you spend on the following? (Please select the option that best applies. If you are unsure, please give your best estimate) - Rent



Unweighted base: All GB adults who rent or have a mortgage/ part own a home (572)

Attitudes to renting

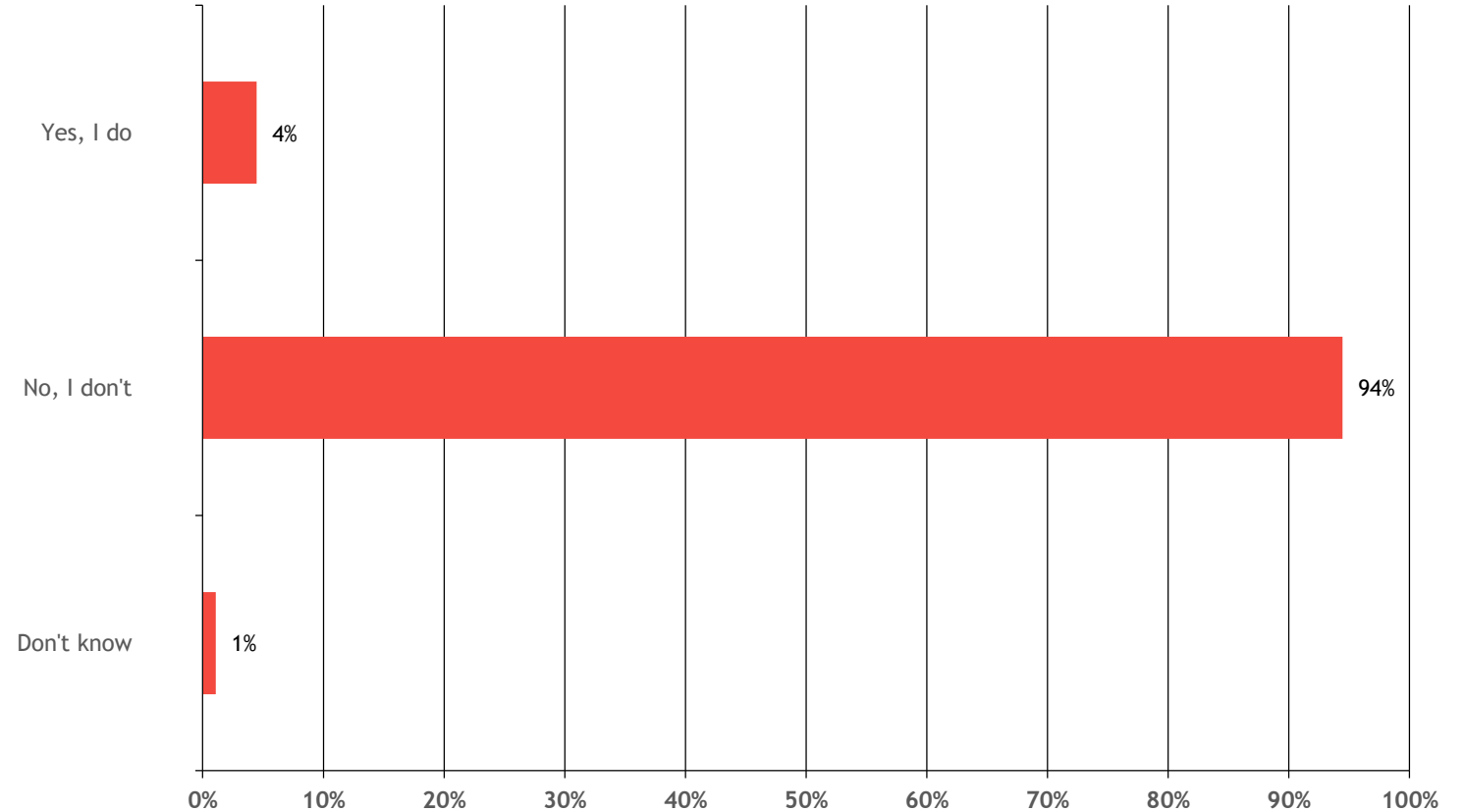
CAA_Q1_2. For the following question, by 'monthly household income' we mean the combined income of all the people living in your house before tax and deductions (e.g. housemates, partner etc.) Approximately, what percentage of your monthly household income do you spend on the following? (Please select the option that best applies. If you are unsure, please give your best estimate) - Mortgage



Unweighted base: All GB adults who rent or have a mortgage/ part own a home (608)

Attitudes to renting

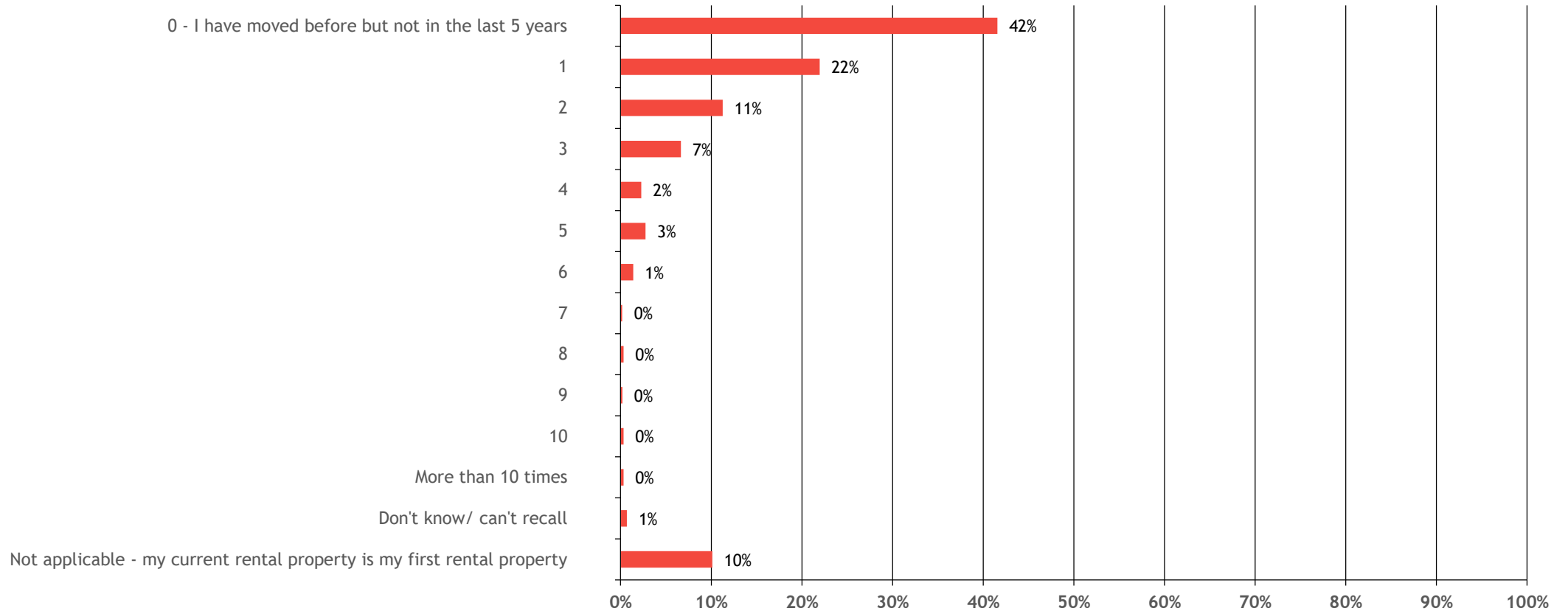
CAA_Q1b. You previously said that you are renting the home which you currently live in...Do you own any property elsewhere, in addition to the house you are currently renting?



Unweighted base: All GB adults who rent (572)

Attitudes to renting

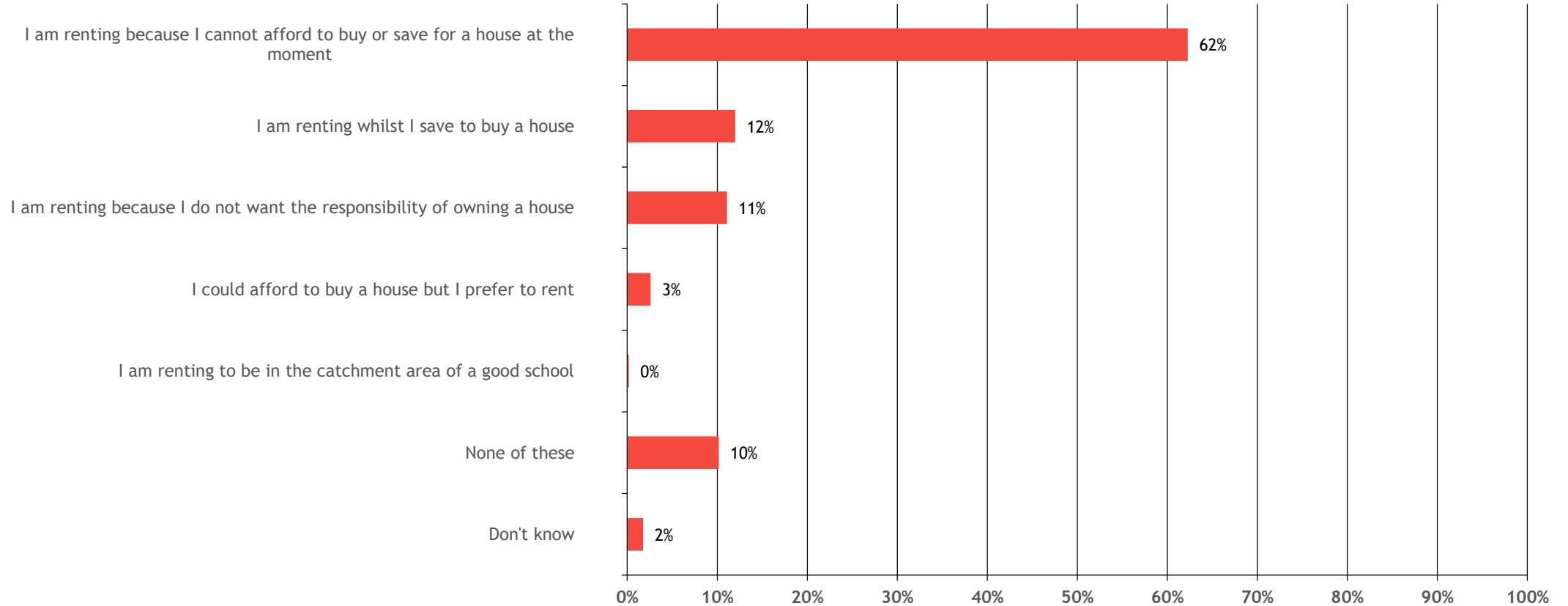
CAA_Q2. You previously said that you are renting the home which you currently live in...How many times, if at all, have you moved rental property in the last 5 years (i.e. since late June 2014)? (Please select the option that best applies. If your current rental property is your first rental property, please select the 'Not applicable' option)



Unweighted base: All GB adults who rent (572)

Attitudes to renting

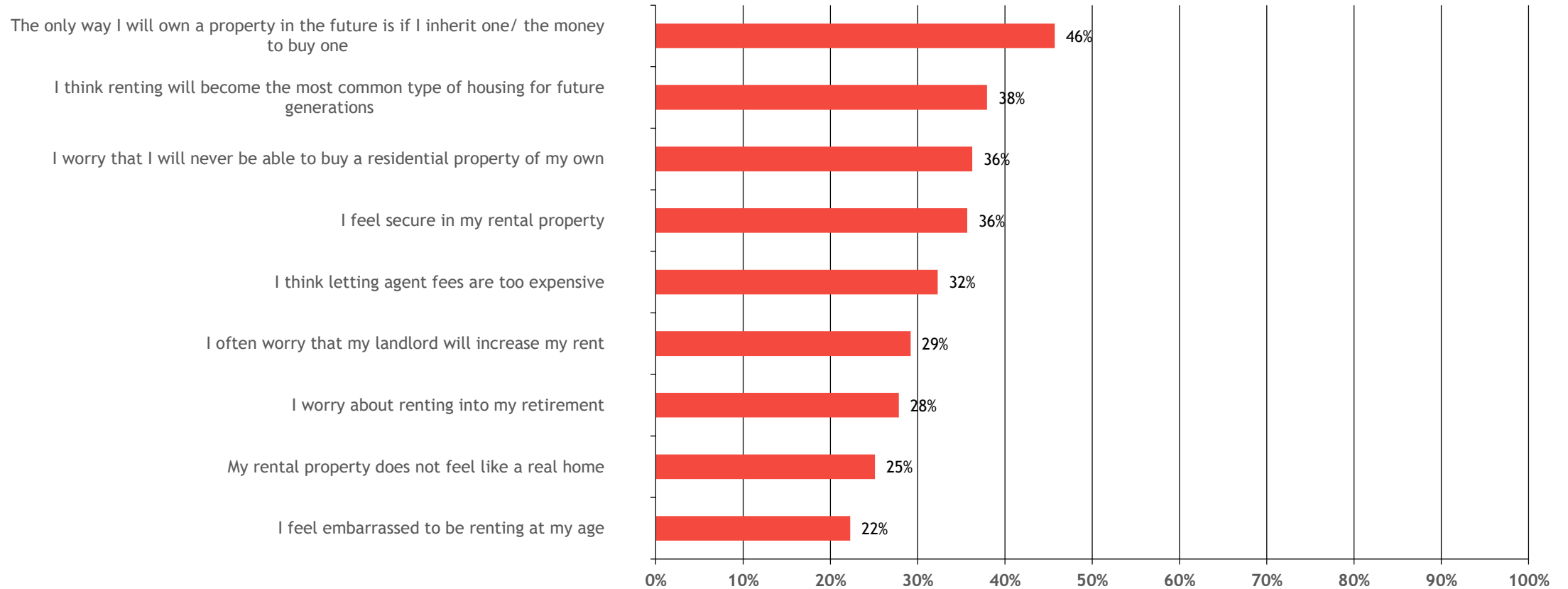
CAA_Q3a. Which ONE, if any, of the following statement BEST describes your current housing situation? (Please select the options that best applies)



Unweighted base: All GB adults who rent (572)

Attitudes to renting

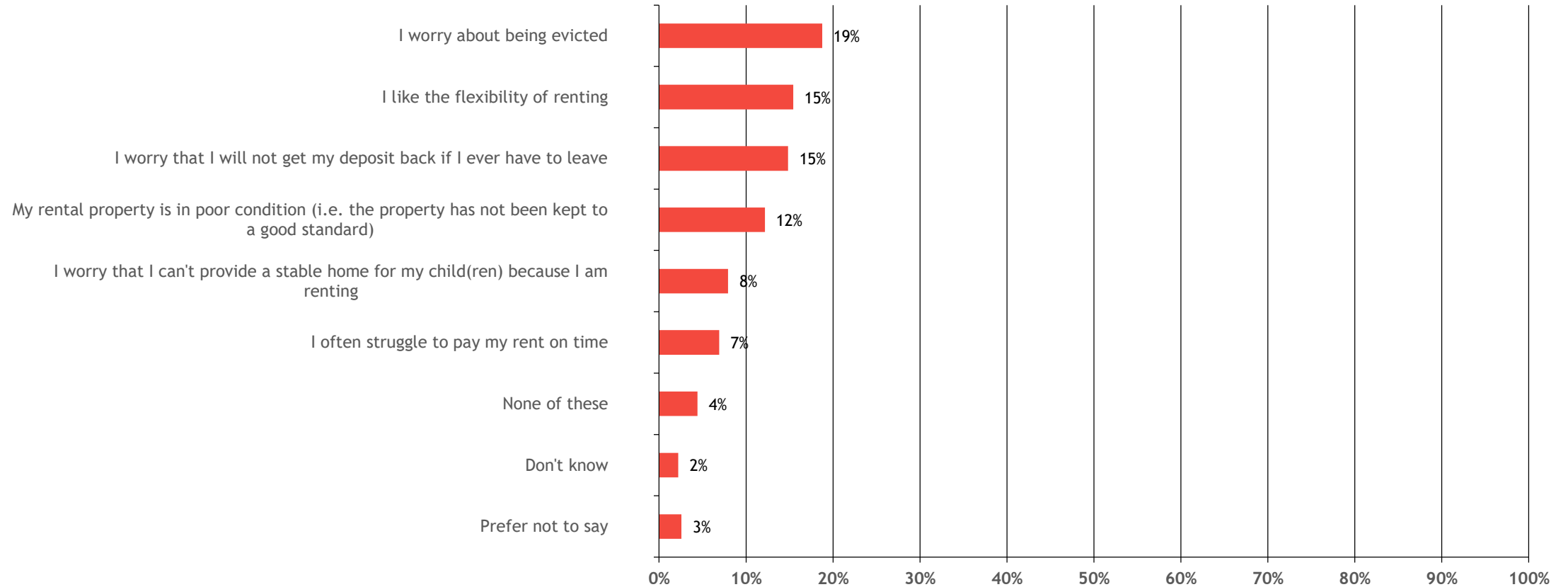
CAA_Q4. For the following question, please think about your experiences of renting...Which, if any, of the following statements do you agree with? (Please select all that apply)



Unweighted base: All GB adults who rent (572)

Attitudes to renting

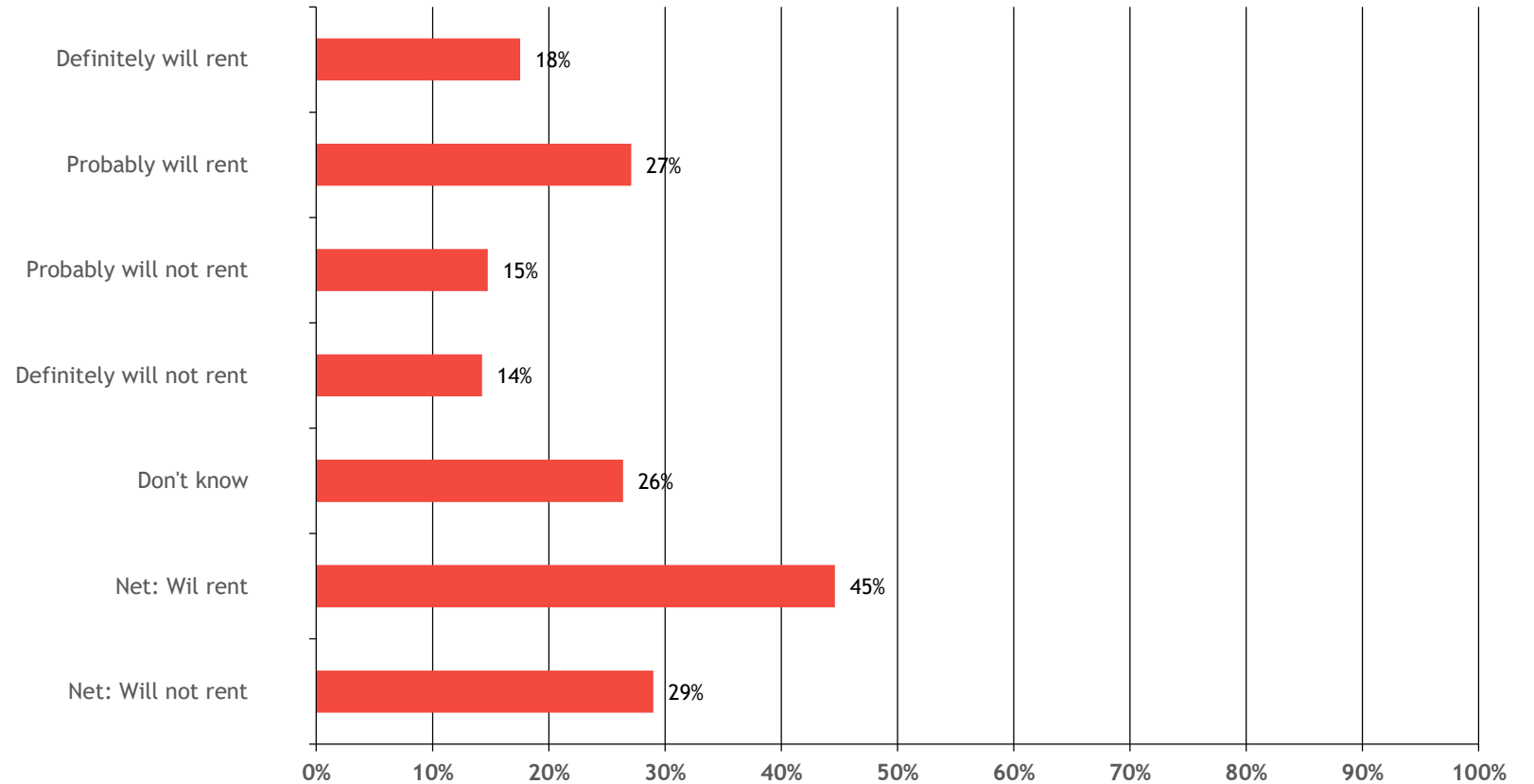
CAA_Q4. For the following question, please think about your experiences of renting...Which, if any, of the following statements do you agree with? (Please select all that apply) (continued 2)



Unweighted base: All GB adults who rent (572)

Attitudes to renting

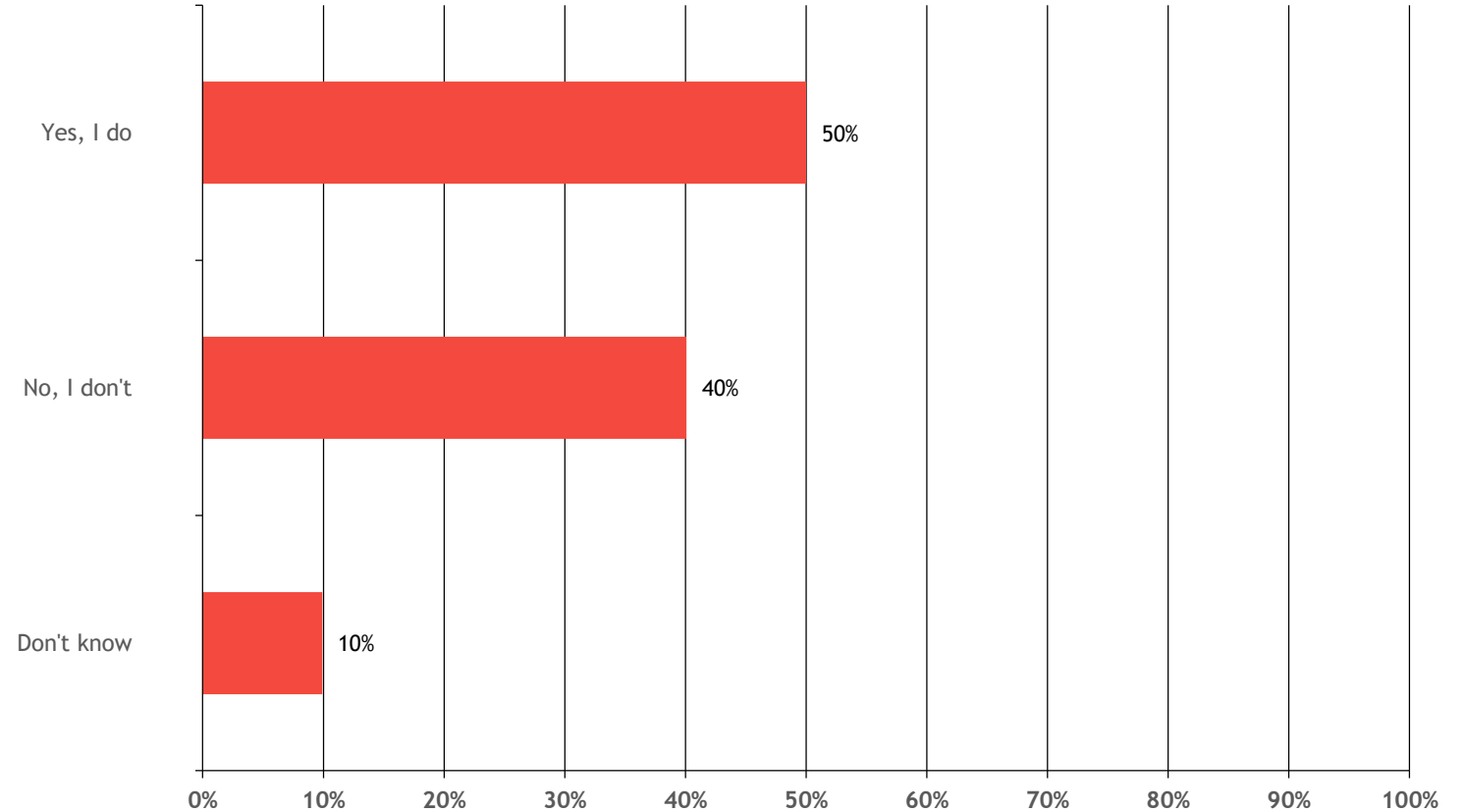
CAA_Q5. For the following question by, 'renting in retirement', we mean either renting your home as you go into retirement, or selling a property you own and choosing to rent in your retirement. Do you expect to be renting the home you live in during your retirement?



Unweighted base: All GB adults who rent and are not retired (478)

Attitudes to renting

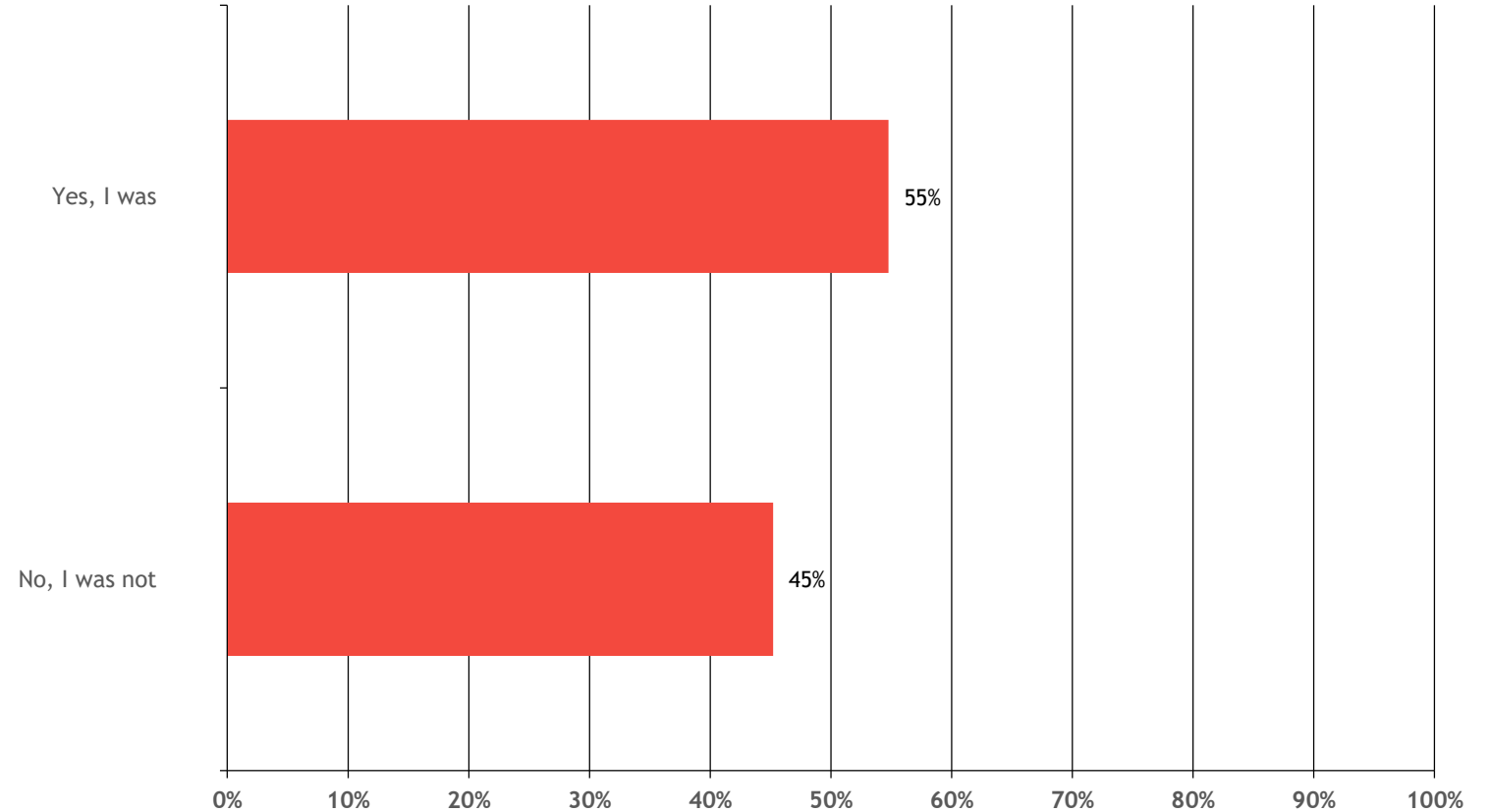
CAA_Q6. For the following question, by 'stigma', we mean the belief that people who rent are throwing away money and are less successful than homeowners. In general, do you think there is a stigma attached to renting?



Unweighted base: All GB adults who rent (572)

Attitudes to renting

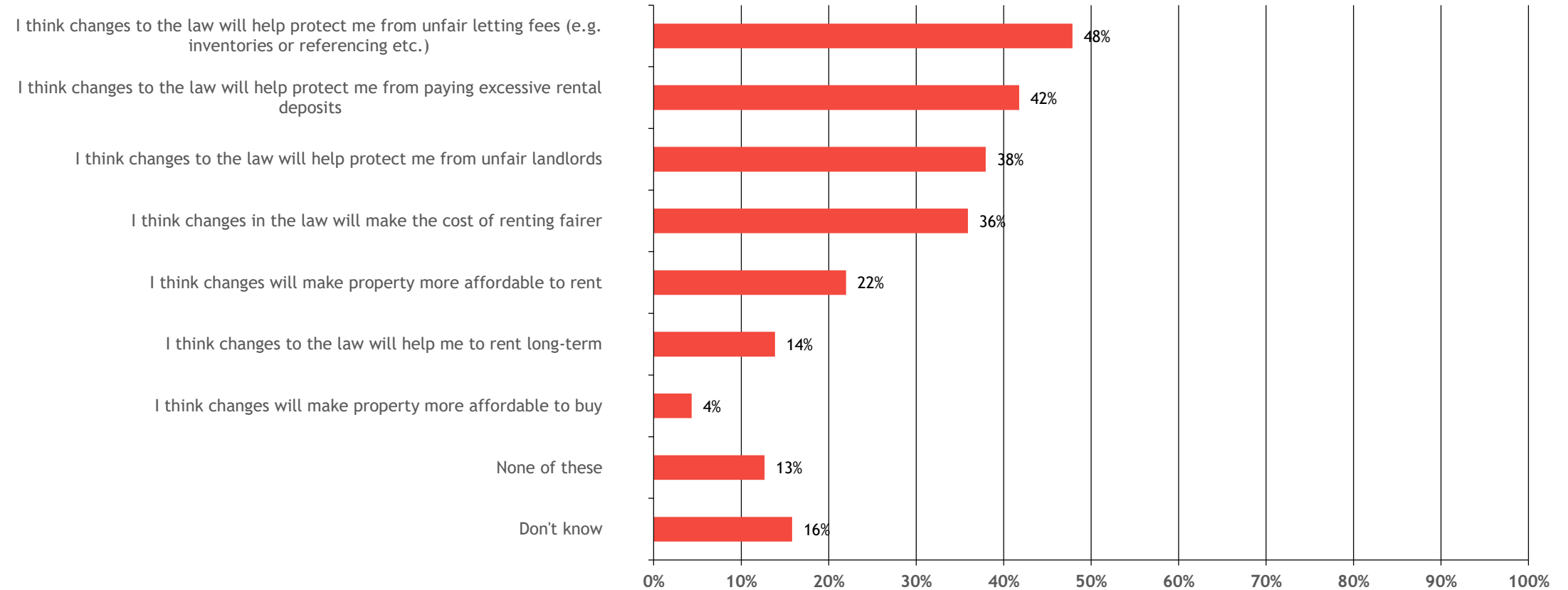
CAA_Q7. Moving on..The law around renting is changing this year, which puts in place regulations which landlords have to follow. Some of these changes include a cap on deposits and a ban on fees for referencing and inventories. Before taking this survey, were you aware that this law was changing?



Unweighted base: All GB adults who rent (572)

Attitudes to renting

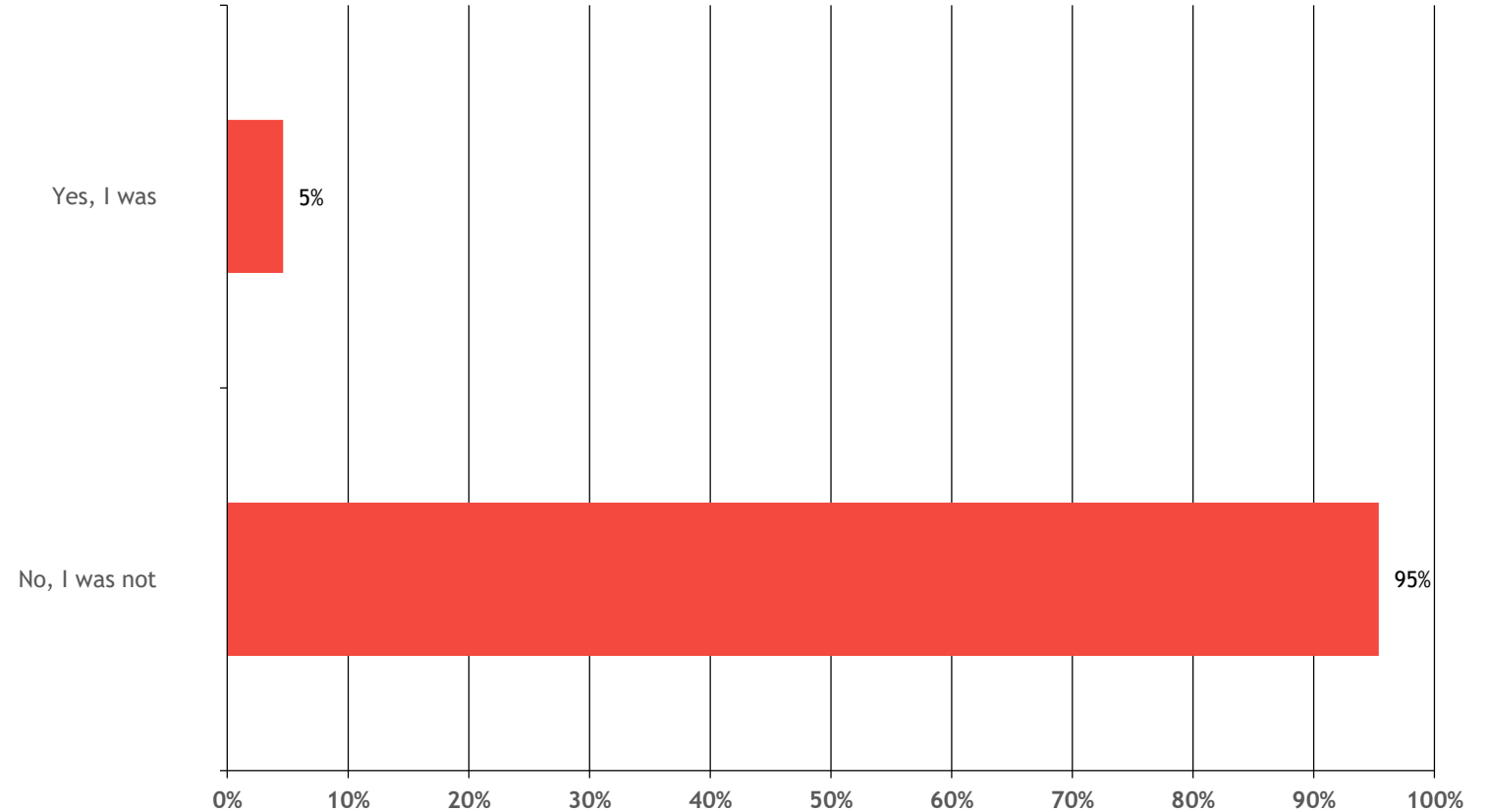
CAA_Q8. As a reminder, changes in the law this year will mean that there will be a cap on deposits and a ban on fees for referencing and inventories. Thinking about these changes, which, if any, of the following statements do you agree with? (Please select all that apply)



Unweighted base: All GB adults who rent (572)

Attitudes to renting

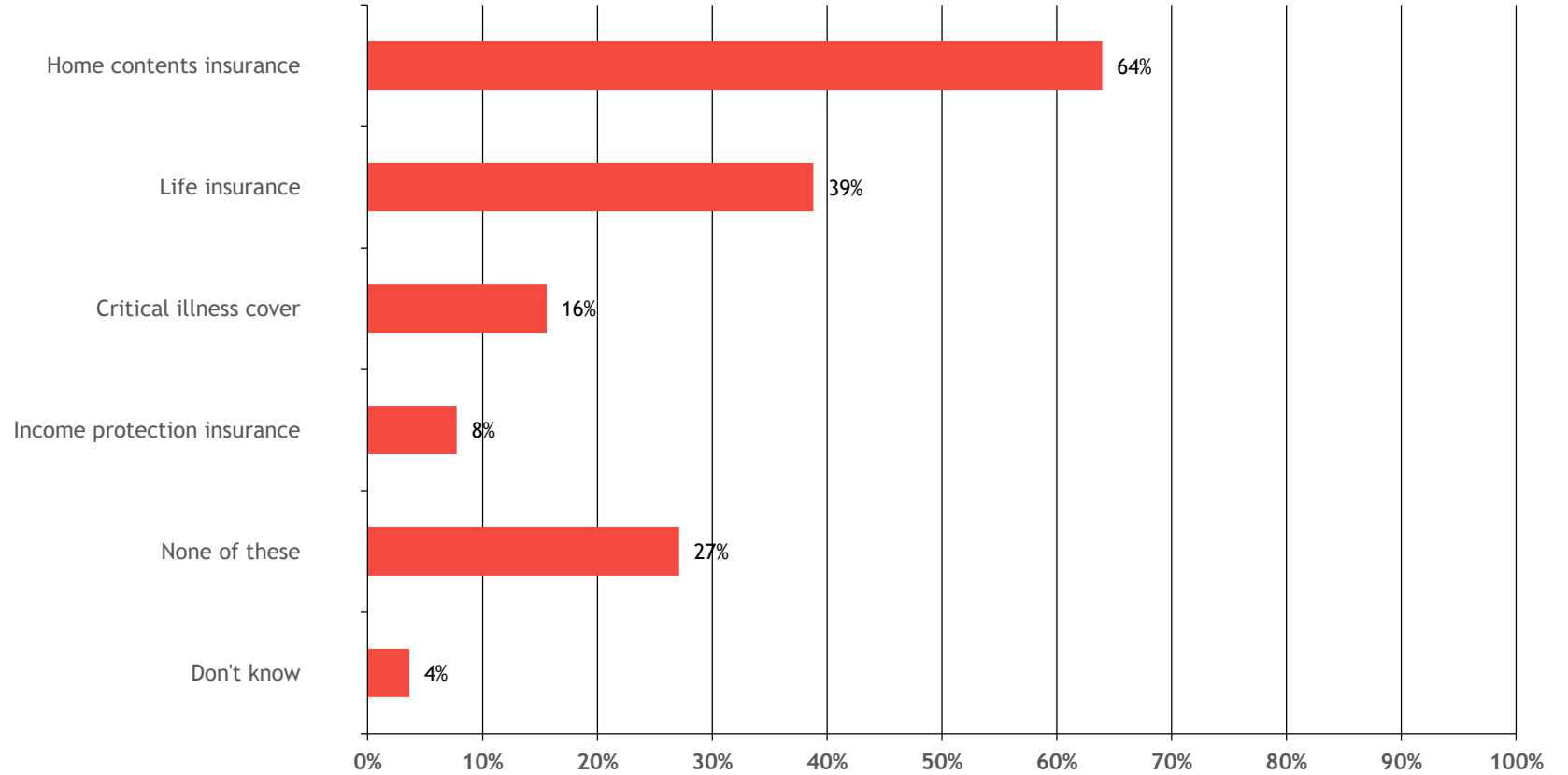
CAA_Q11. Aviva currently offers free life insurance to parents with children aged 4 or under...Before taking this survey, were you aware that Aviva offered this?



Unweighted base: All GB adults who rent or have a mortgage/ part own (1180)

Attitudes to renting

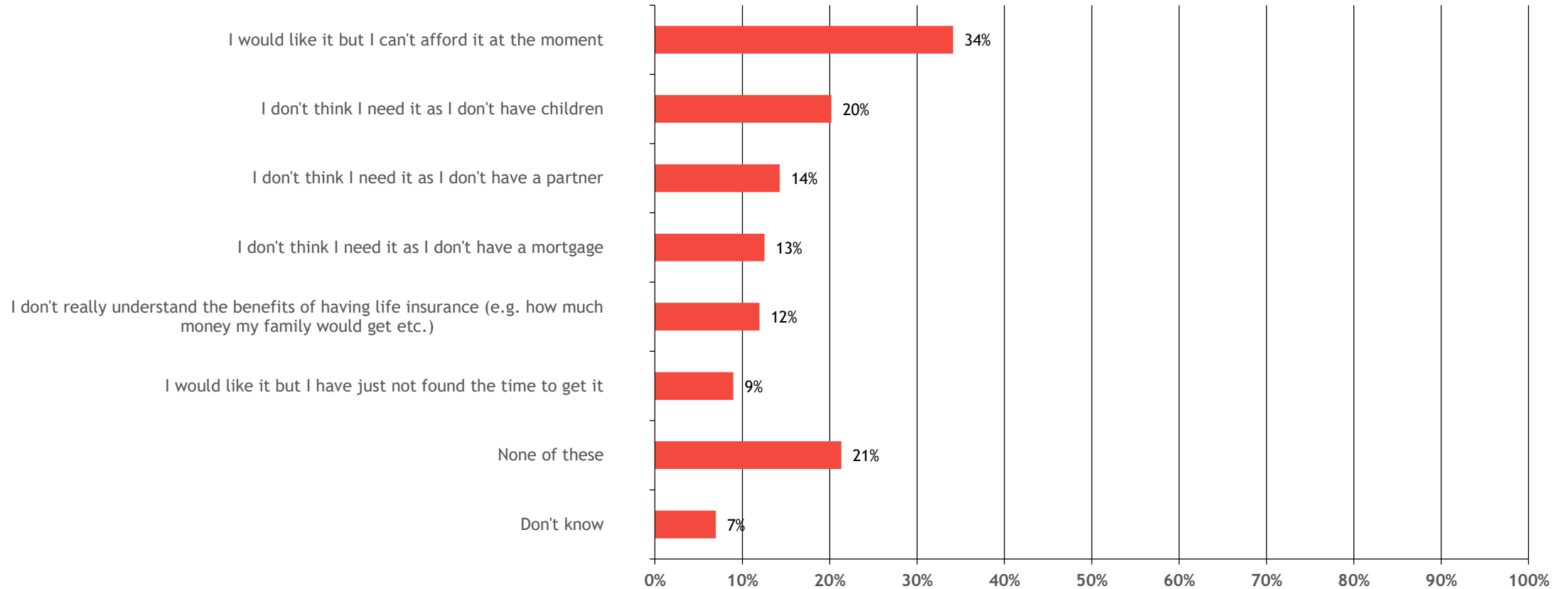
CAA_Q9. Which, if any, of the following products do you have? (Please select all that apply)



Unweighted base: All GB adults who rent or have a mortgage/ part own (1180)

Attitudes to renting

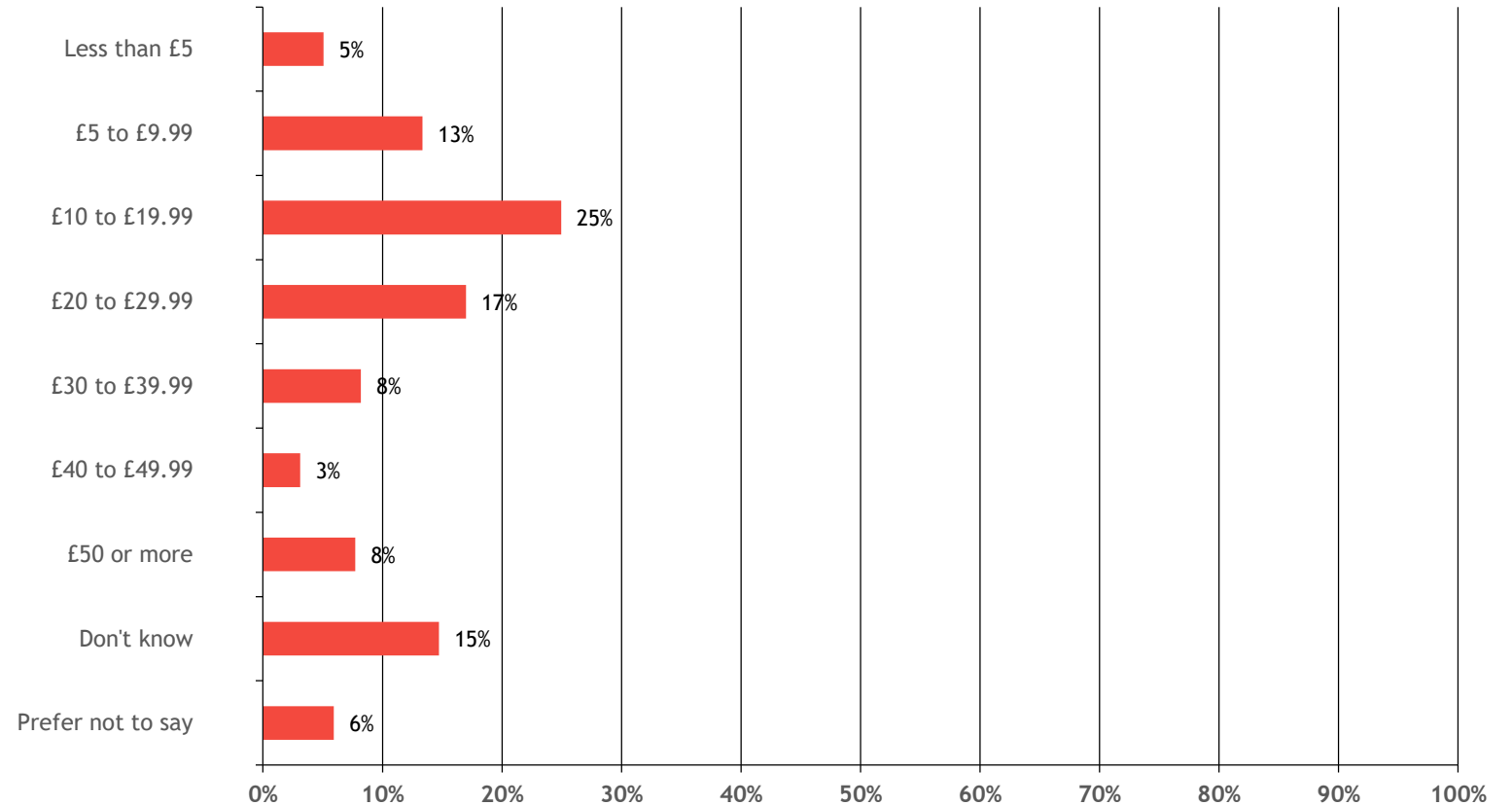
CAA_Q10a. You previously said that you do not have life insurance...Which, if any, of the following are reasons for this? (Please select all that apply)



Unweighted base: All GB adults who rent or have a mortgage/ part own and don't have life insurance (715)

Attitudes to renting

CAA_Q12. You previously said that you have life insurance...How much is your monthly life insurance premium (i.e. the amount you pay each month as part of your policy)? (Please select the option that best applies)



Unweighted base: All GB adults who rent or have a mortgage/ part own and have life insurance (465)

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You can access best practice guidelines, a simple-to-follow process and get the support of a YouGov researcher—via our chat service—for confident execution and fast results.

Watch this video to see just how easy it is to use: <https://collaborate.yougov.com/>

CRUNCH

Crunch is YouGov's online data visualisation tool which helps clients to interpret and present compelling data - simply. With Crunch you get:

Live reporting: Watch survey results appear in real time with live reporting, meaning you can start piecing your story together or collating insights straight away if you have a tight deadline

Easy-to-share results: Share your findings with colleagues and other stakeholders and use the tool as a data library available across your organisation

Personalised data: Create your own bespoke tables and filter by what you need instead of sifting through reams of static data points

Crunch allows you to have much more control over how you can manipulate the data. This short video (c.2-3 minutes) explains how you can use Crunch to do your own analysis, giving you total control of your data: <https://youtu.be/WspUq481Kps>