

# Consumer Survey Findings

The Shared Ownership Code

June - August 2024



# About

This document includes consumer findings from a consultation process facilitated by Social Finance, the secretariat for the Shared Ownership Council. The wider consultation engaged consumer and industry stakeholders with the objective of securing feedback which would be consolidated and used to help reiterate the draft Shared Ownership Code (originally released in June 2024), which sets out to improve the shared ownership experience.

As part of the consumer consultation, there was a quantitative survey completed by 1,707 past, current and prospective shared owner respondents who shared their feedback on shared ownership.

The primary goal of the survey was to give shared owners the ability to share their opinions on the draft Code. We therefore did not set out to collect responses from a representative sample of satisfied and dissatisfied shared owners.

We did also collect data on shared owners' experience of shared ownership. Although not representative this has enabled us to provide insights into the reasons behind good and bad experience, and which shared owners in general are having better or worse experiences of the product.

In that context 37% of shared owners and former shared owners said they were satisfied with the service provided by their landlord. This is lower than reported figures from the 2023-24 TSM results<sup>1</sup> which show 49.5% of shared owners were satisfied.

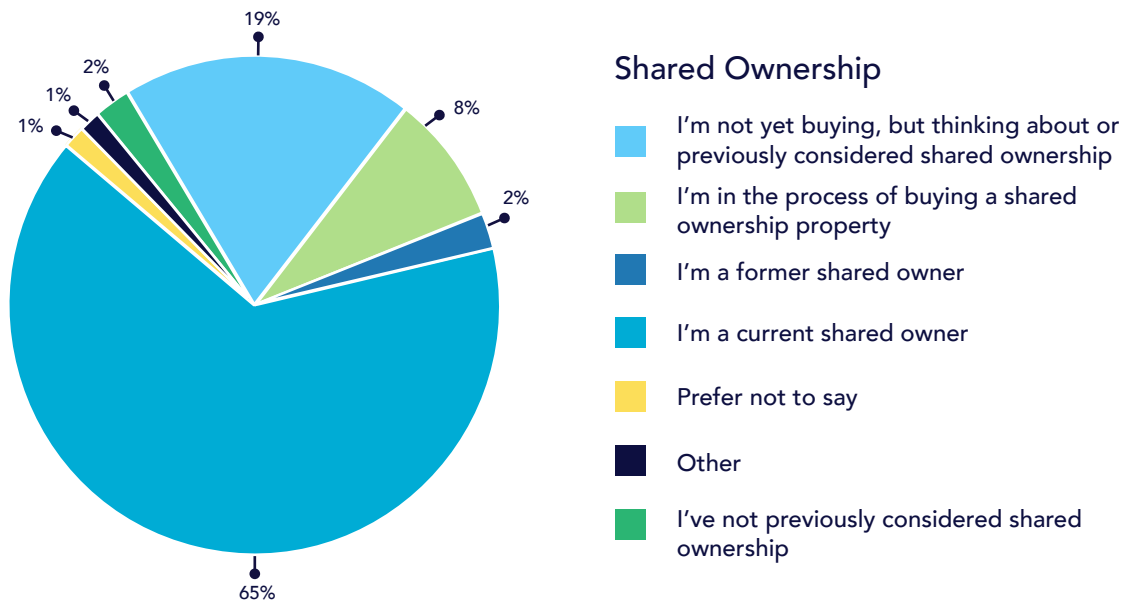
This consumer survey was run by Social Finance between June - August 2024, with the findings outlined throughout this document.

<sup>1</sup> [TSM Headline Report 2023/24](#)

# Key Survey Findings

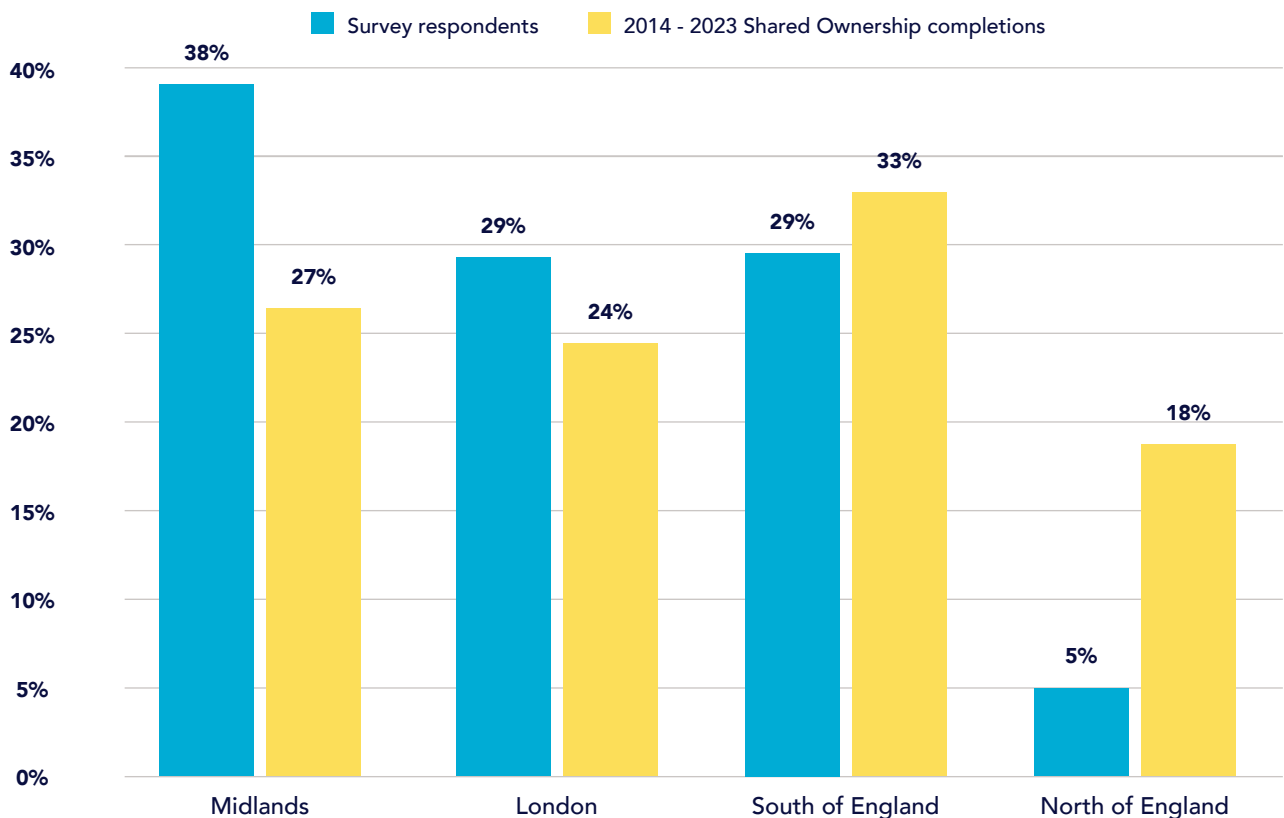
The Council had over 1,700 responses to the consumer consultation. Of those respondents, 65% were current or former shared owners.

**Figure 1:** How would you categorise yourself with respect to shared ownership?



We had responses from across England. Response rates from shared owners were approximately in line with recent Shared Ownership completions, but we had fewer responses from the North of England.

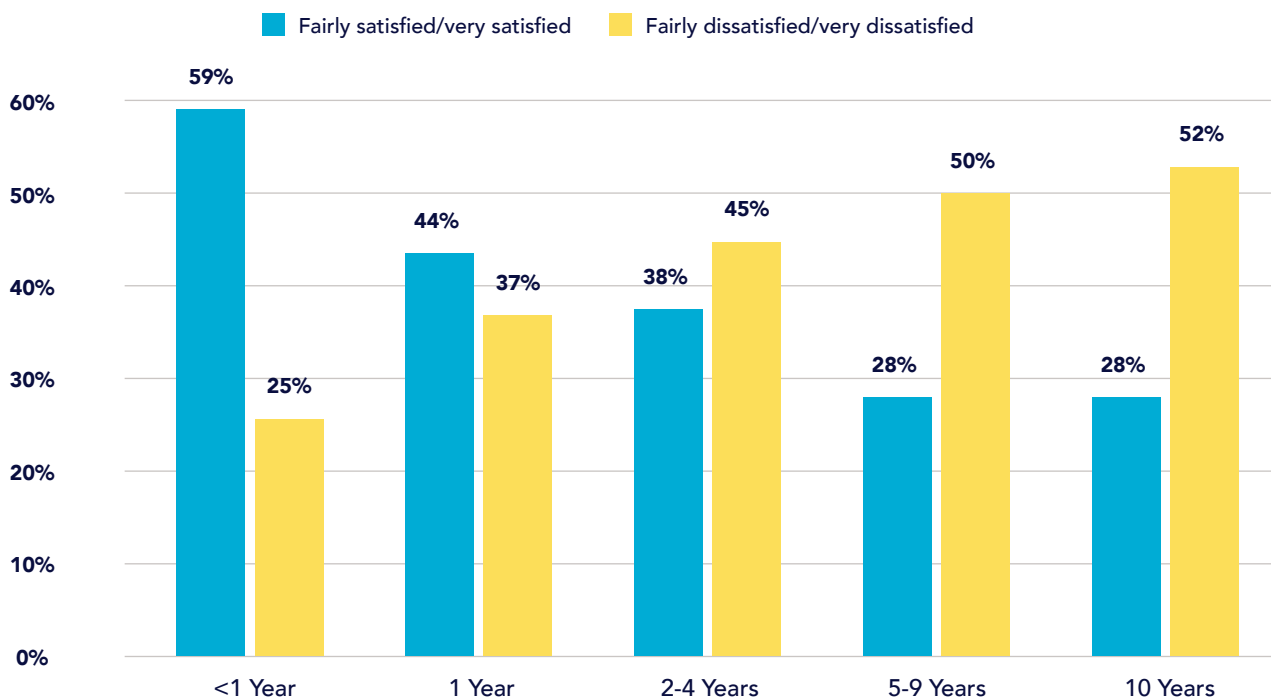
**Figure 2:** Distribution of survey respondents by region



Midlands contains East Midlands, West Midlands, East of England. South of England combines South East and South West. North of England combines North East, North West, Yorkshire and the Humber.

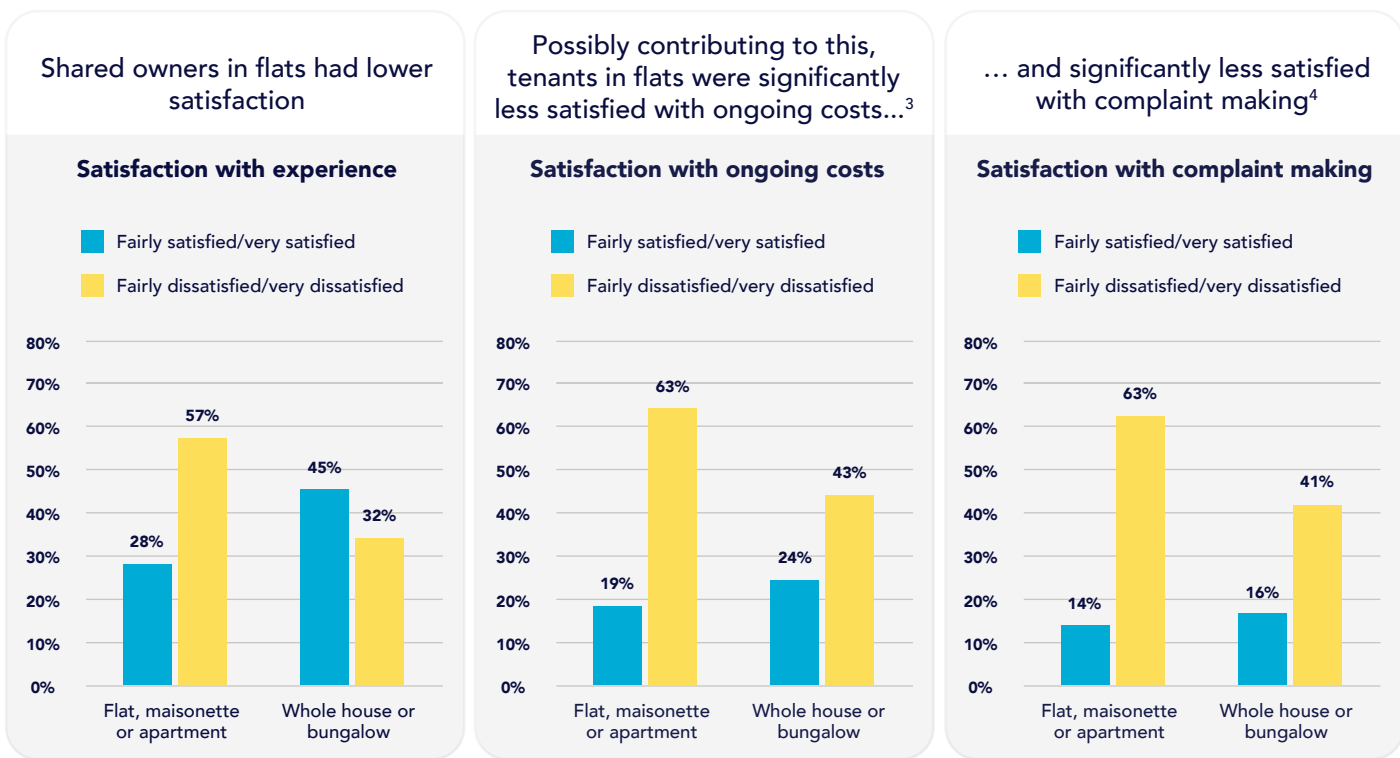
Satisfaction with Shared Ownership decreases over time<sup>2</sup>.

**Figure 3: Satisfaction with Shared Ownership over time**



Shared owners in flats were significantly less satisfied with shared ownership than shared owners in houses.

**Figure 4: Largest differences in satisfaction levels between shared owners in flats and shared owners in houses**



<sup>2</sup> TSM Headline report 2023/24

<sup>3</sup> According to the Tenant Satisfaction Measures published in November 2024, 52% of SRS tenants in London - and 65% in the rest of England - are satisfied with their repairs and maintenance

<sup>4</sup> According to the Tenant Satisfaction Measures published in November 2024, 32% of SRS tenants are satisfied with their landlords' complaints handling.

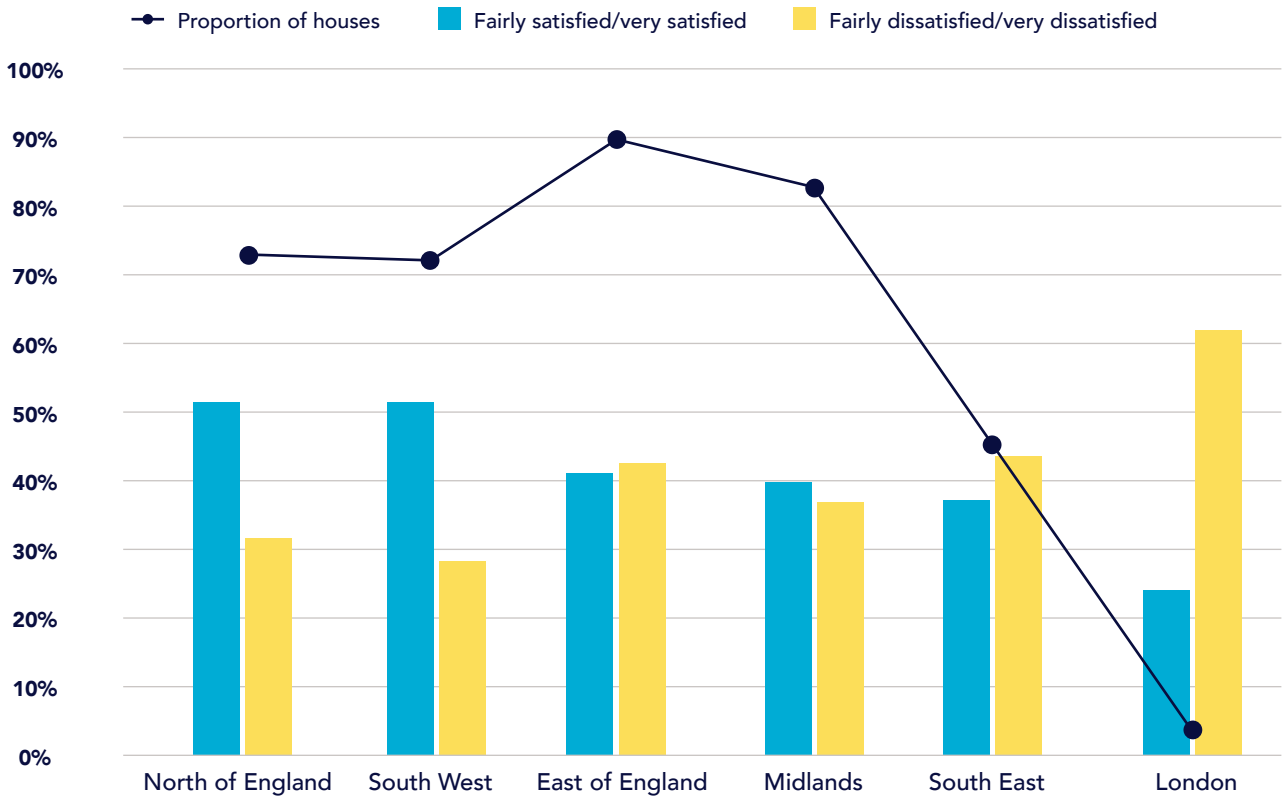
The rate of satisfaction in flats is higher outside of London but remains low.

**Figure 5:** Satisfaction with experience of flats in London and flats outside of London



Shared owner satisfaction levels show big regional disparity.

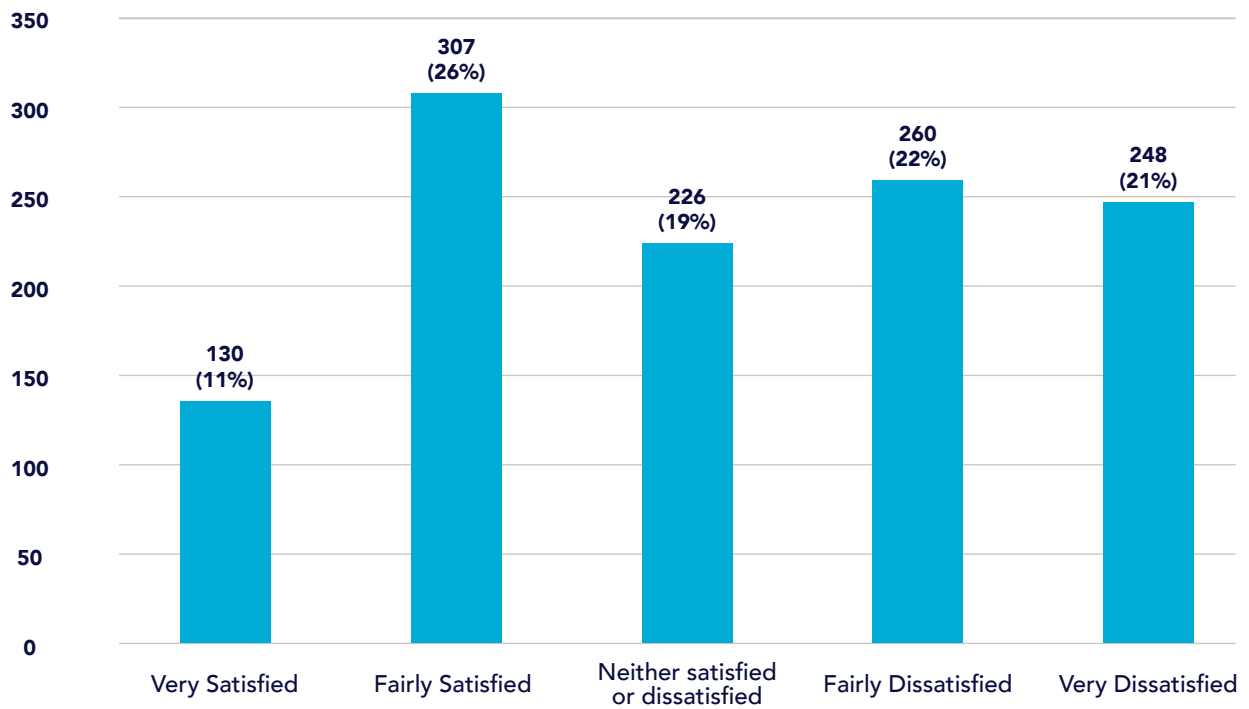
**Figure 6:** Satisfaction levels by region



North of England contains North-East, North-West, and Yorkshire and the Humber. Midlands contains East Midlands and West Midlands.

Of shared owners and previous shared owners that responded, 43% are dissatisfied with the service provided by their landlord<sup>5</sup>.

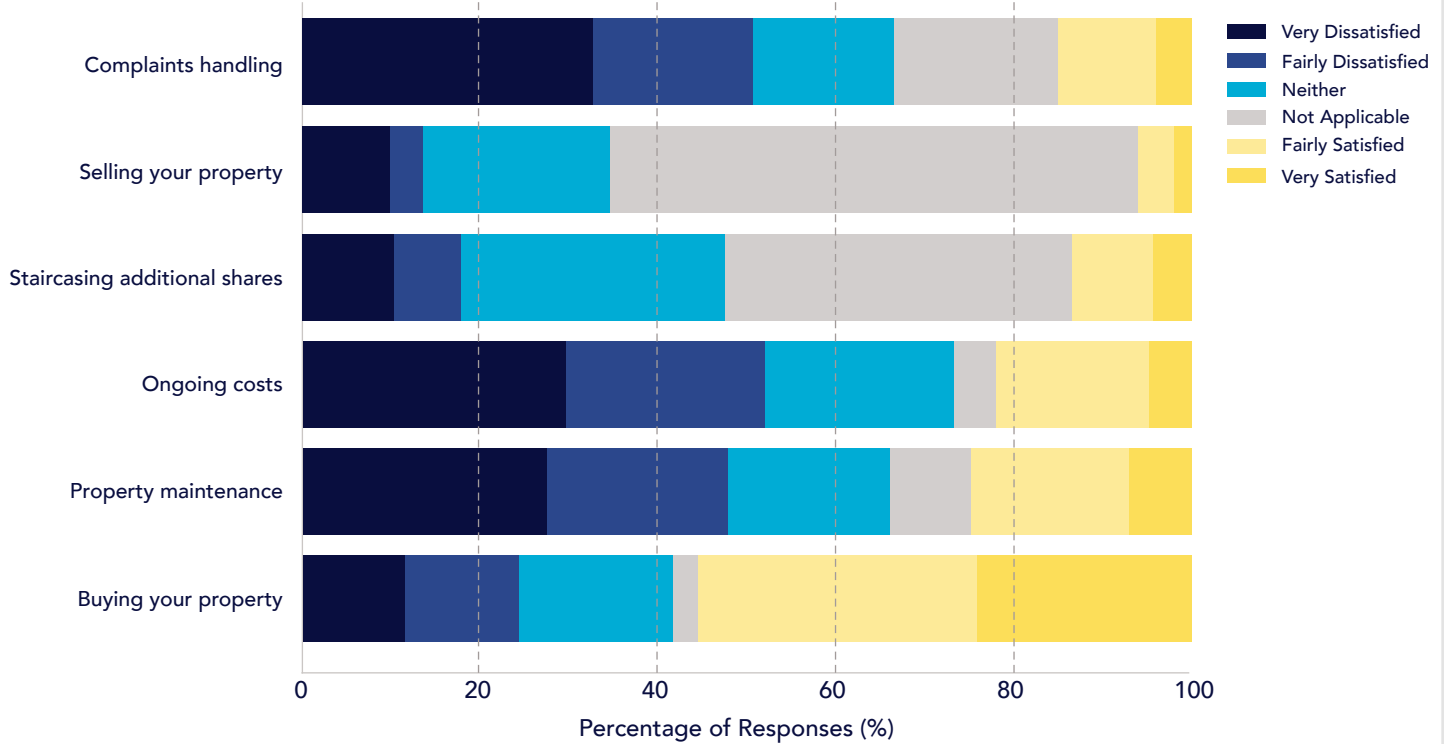
**Figure 7:** Overall satisfaction with the service provided by the landlord



<sup>5</sup> This is slightly more than in the recent [TSM Headline report 2023/24](#)

Shared owners were most dissatisfied with their landlord’s approach to complaints handling, ongoing costs and property maintenance.

**Figure 8:** Satisfaction with landlord’s approach to specific areas



*Ongoing costs here refer to service charges, estate charges and rent*

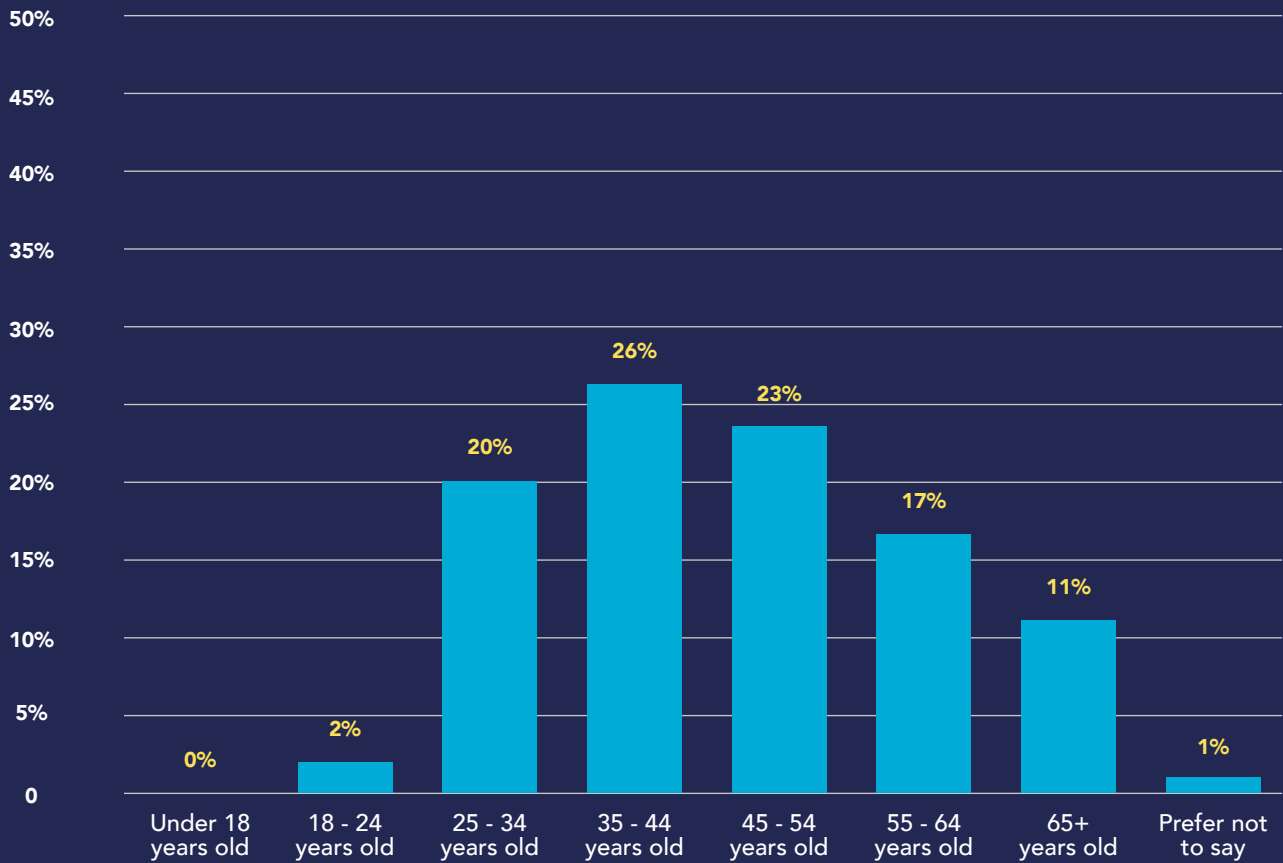
Nearly half of respondents are not likely to recommend shared ownership.

**Figure 9:** Likelihood of recommending shared ownership to a friend or colleague

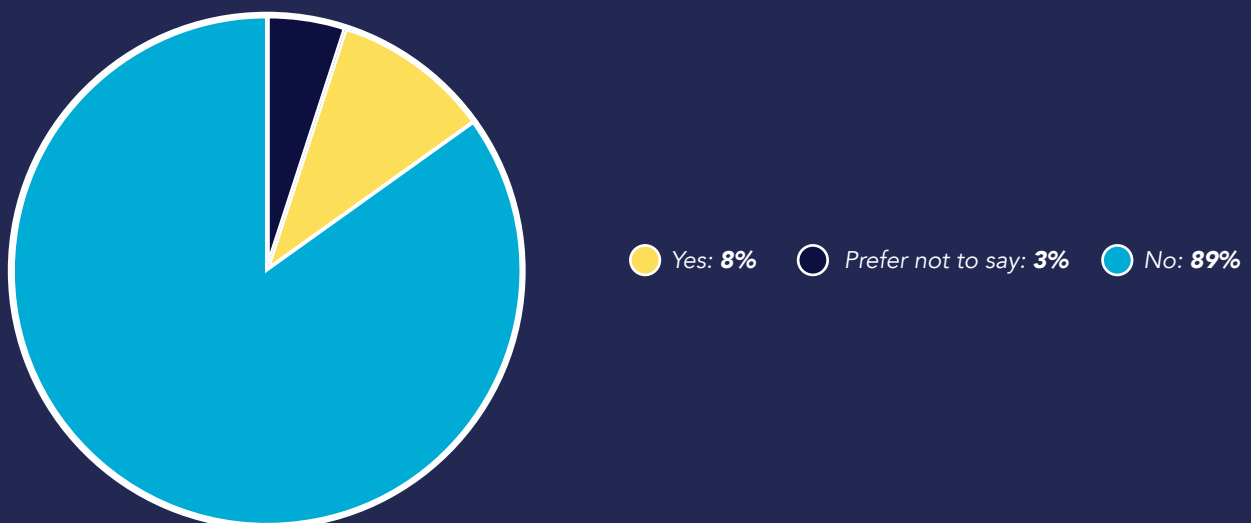


# Further information about respondents

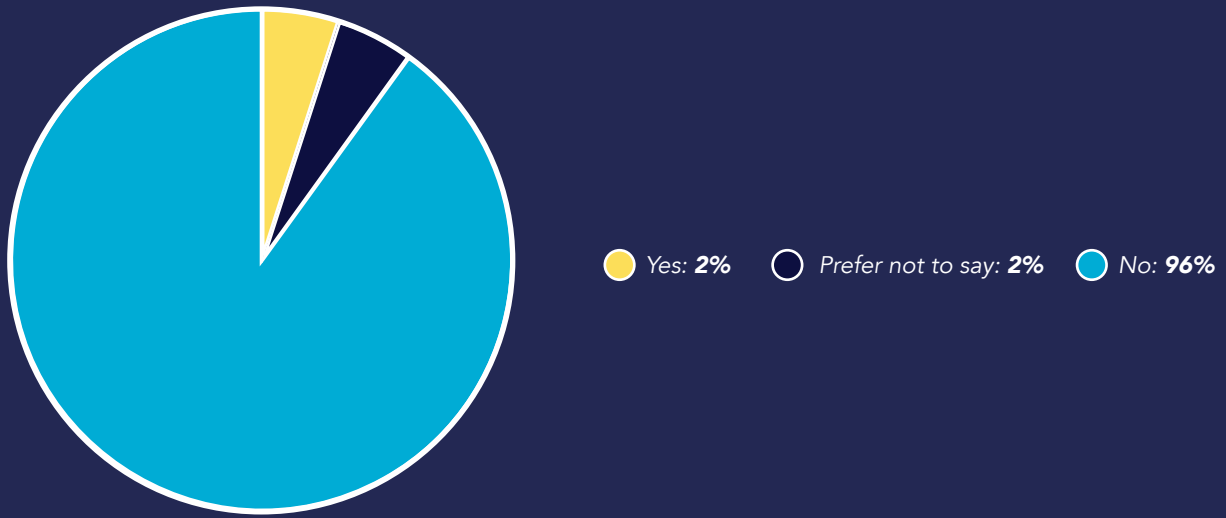
What is your current age range?



Do you have any disabilities or long-term health conditions that may have affected your experience or understanding of the shared ownership process?

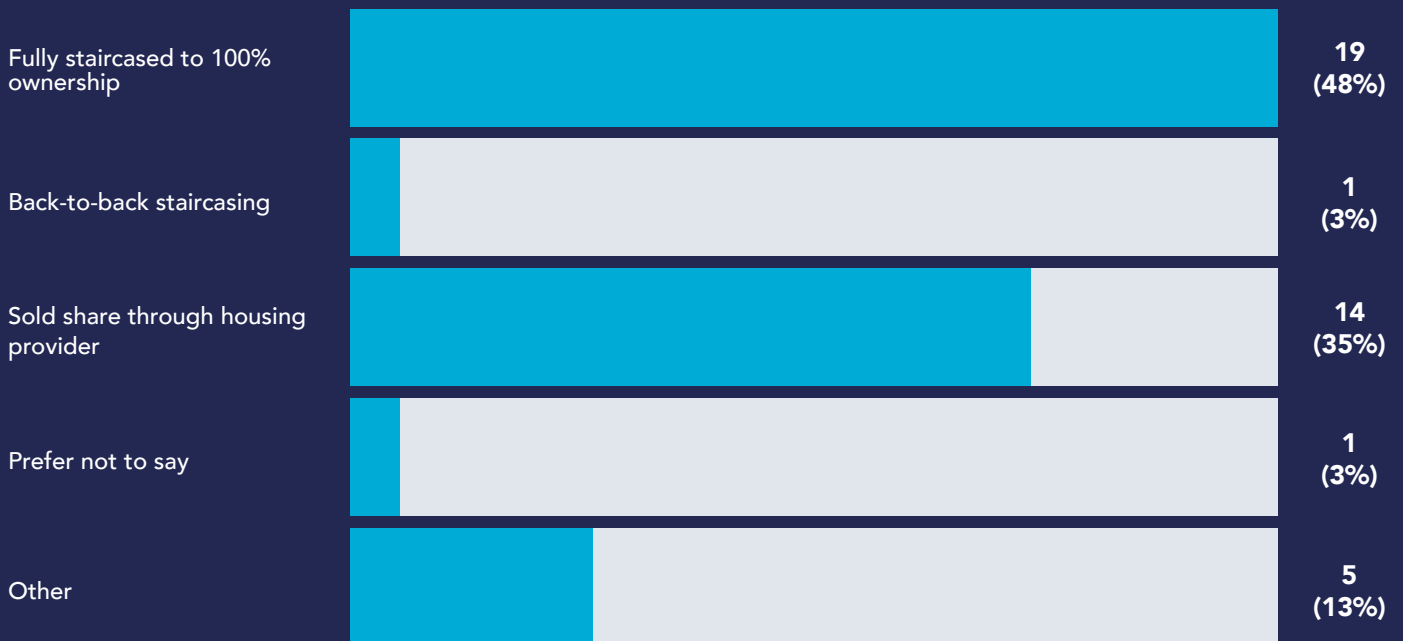


Do you require any special accommodations to assist with understanding complex information or making decisions?



If you are a former shared owner, how did you exit?

*Back-to-back staircasing is defined as: Selling 100% of your home. In order to do this, you would purchase the remaining shares in your home and then immediately sell the 100% ownership to your buyer. The transactions happen simultaneously so the money for the staircasing purchase comes from your buyer. This is known as “back-to-back” staircasing.*



Did you buy your current shared ownership property alone or with someone else?



Alone

**761**

**65%**



With someone else

**383**

**33%**



Prefer not to say

**27**

**2%**

In what year did you become a shared owner? (if you do not wish to say, put 0)

1980 - 1984	2 (0%)
1985 - 1989	6 (1%)
1990 - 1994	17 (2%)
1995 - 1999	25 (2%)
2000 - 2004	27 (2%)
2005 - 2009	60 (5%)
2010 - 2014	116 (10%)
2015 - 2019	234 (21%)
2020 - 2024	620 (56%)

Please note below that these are a detailed view of 2020 - 2024

2020	54
2021	111
2022	152
2023	164
2024	139

Did you buy your property from an estate agent?

Yes

**280**

**24%**

No

**869**

**74%**

Prefer not to say

**22**

**2%**

## If you have bought a shared ownership property, who was/is the provider of the property?

We asked survey respondents the name of their housing provider. The visualisation below shows the volume of responses across the largest 20 shared ownership providers. The number of survey responses relating to each of those housing providers was driven primarily by how actively the housing providers themselves helped us distribute the survey.

Provider A	366	Provider J	17	Provider S	7
Provider B	71	Provider K	16	Provider T	6
Provider C	56	Provider L	16	Provider U	5
Provider D	51	Provider M	14	Provider V	5
Provider E	48	Provider N	12	Provider W	4
Provider F	34	Provider O	12	Provider X	2
Provider G	28	Provider P	9		
Provider H	26	Provider Q	7	Prefer not to say	35
Provider I	20	Provider R	7	Other	297

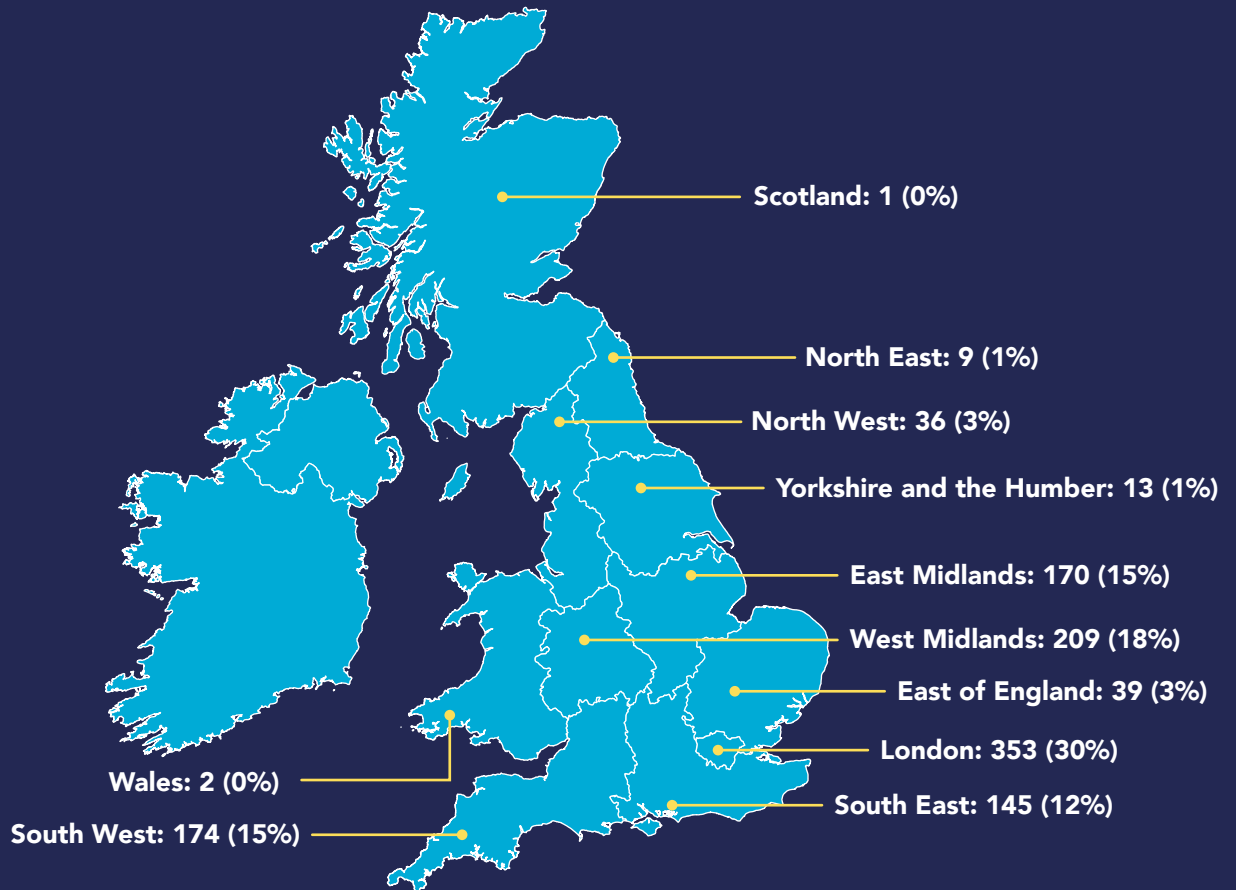
## What percentage share did you purchase? (please input a number between 0 and 100)

### What % share?

0-9%	0
10-19%	5
20-29%	395
30-39%	234
40-49%	242
50-59%	184
60-69%	37
70-79%	43
80-89%	3
90-99%	0

## What location did you first purchase in?

Prefer not to say: 20 (2%)



## What property type did you buy?



Flat, maisonette  
or apartment

**515**

**44%**



Whole house or  
bungalow

**638**

**54%**



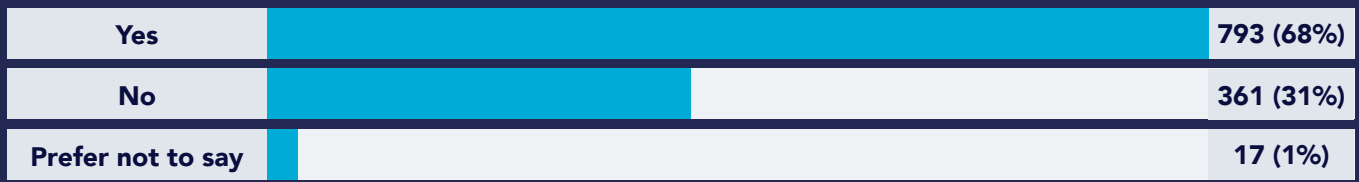
Prefer not  
to say

**18**

**2%**

### Is/was your property a new build at the time of purchase?

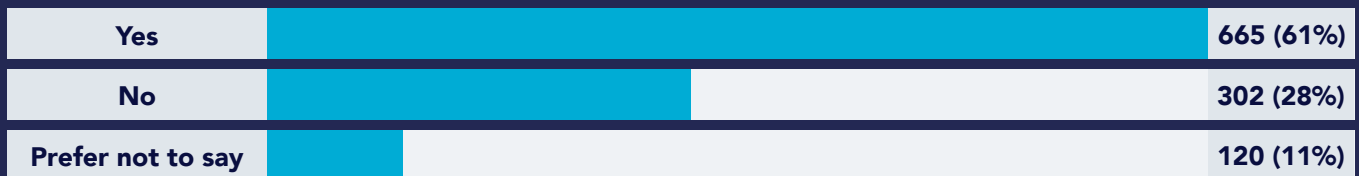
New build is defined as a recently constructed home that has not previously been lived in and has not changed ownership from the developer.



### Have you bought further shares in your home since?



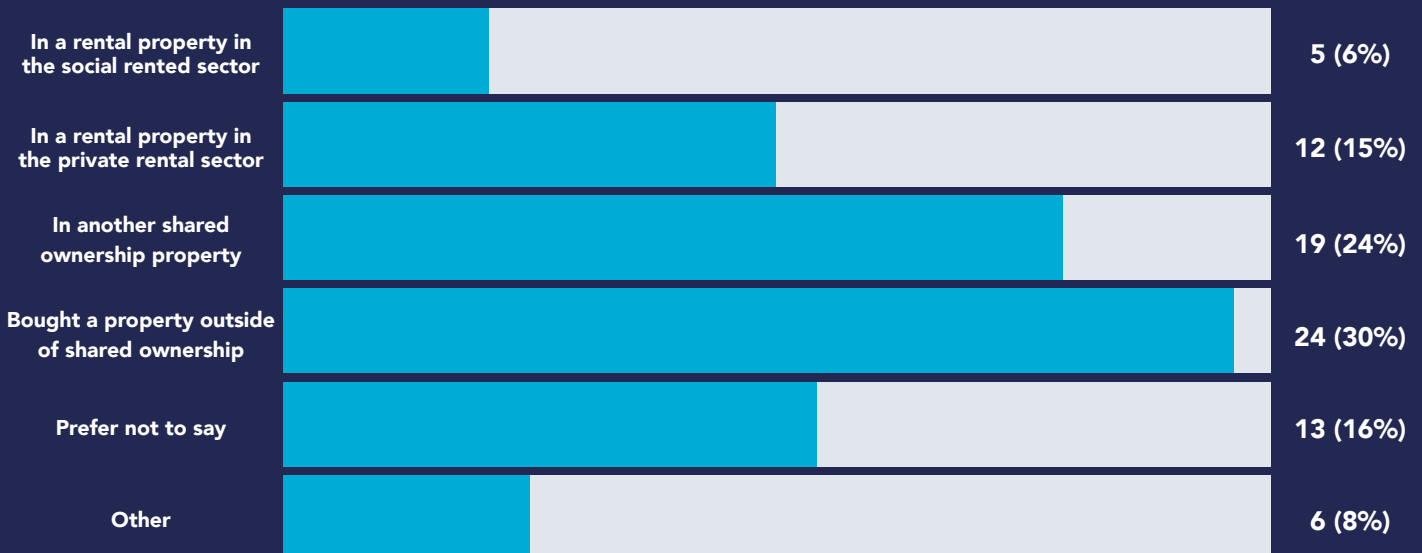
### If no, would you have liked to, or are you intending to?



### Have you moved since your initial purchase?



### If you have moved since your initial purchase, which option best describes your current housing arrangement?





Shared  
Ownership  
Council

