Better Statistics, Better policy: Using Property Data in Official Statistics

How do advertised private rent prices differ across small areas in Great Britain?

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Understanding the rental market for policy

- Increasing importance of the UK rental market is recognised by the public, politicians and housing experts

- Combined with increasing devolution of policy-making powers, there is a need for high quality statistics and analysis on the price and number of rental properties at a local level

- Statistics are needed to help housing policymakers make decisions on provision of rented accommodation, local housing allowance benefits and the regulation of the private rented sector in the devolved administrations

Currently:

We report changes in house prices at both the national and subnational level, down to the MSOA level

We also report changes in private rent prices at the national & regional level

There is an increasing demand for statistics on rent prices at the small area level, which, until now, we haven't been able to produce

Using extracts of big data from Zoopla

Data

- Zoopla data from WhenFresh used to produce statistics on the number and price of private residential rental listings

- Data relate to the 7 Census test areas

- Applied the method to a full GB Zoopla dataset supplied by the Urban Big Data Centre

- Carried out coverage & quality analysis

Example of what raw data could look like:

	POST.CODE	LISTING.ID	DATE.FIRST.LISTED	DATE.LAST.LISTED	PROPERTY.TYPE	BEDROOMS	WEEKLY.RENT	COUNCIL.TAX.BAND	UPRN	LOCAL.AUTHORITY.CODE
1	BA10 0AA	24027979	2010-11-02	2010-11-15		2	126		51986440	E07000189
2	BA10 0AA	32659307	2014-04-11		TERRACED	2	138		51986440	E07000189
3	BA10 0AF	35088016	2014-11-07		TERRACED	3	190		51768972	E07000189
4	BA10 0AF	29690606	2013-07-11	2013-11-16	TERRACED	3	173	C	51768978	E07000189
5	BA10 0AF	40889671	2016-07-01	2016-09-20	DETACHED	5	369	E	51768985	E07000189
6	BA10 0AF	40889198	2016-07-01		TERRACED	5	369	E	51768985	E07000189
7	BA10 0AF	38751639	2015-11-25	2016-04-26	DETACHED	4	300	E	51768959	E07000189
8	BA10 0AF	35741067	2015-01-24	2015-08-14	TERRACED	3	190		51768972	E07000189
9	BA10 0AF	33695686	2016-01-05	2016-02-24		3	196		51768977	E07000189
10	BA10 0AF	33695686	2014-07-02	2014-07-26		3	190		51768977	E07000189
11	BA10 0AF	36127893	2015-03-06		TERRACED	3	190		51768972	E07000189
12	BA10 0AH	24736453	2010-07-15	2010-08-22		3	126	B	1207852	E07000189
13	BA10 0AH	26628948	2009-12-05	2009-12-06		3	138	B	1207852	E07000189
14	BA10 0AH	23500915	2011-02-07	2011-02-19		3	126	B	1207852	E07000189
15	BA10 0AH	26628948	2012-10-19	2012-10-24		3	138	B	1207852	E07000189
16	BA10 0AJ	39150538	2016-01-12	2016-03-11	TERRACED	3	173	C	1207875	E07000189
17	BA10 0AJ	39145955	2016-01-12		TERRACED	3	173	C	1207875	E07000189
18	BA10 0AL	21566163	2011-11-15			1	109	A	1207886	E07000189
19	BA10 0AN	13895736	2011-05-27	2011-10-25	FLAT	1	86	D	1207895	E07000189
20	BA10 0AN	4419580	2010-04-16	2010-05-26	FLAT	1	104	D	1207895	E07000189
21	BA10 0AN	39299351	2016-01-26	2016-02-26	FLAT	1	121	D	1207895	E07000189

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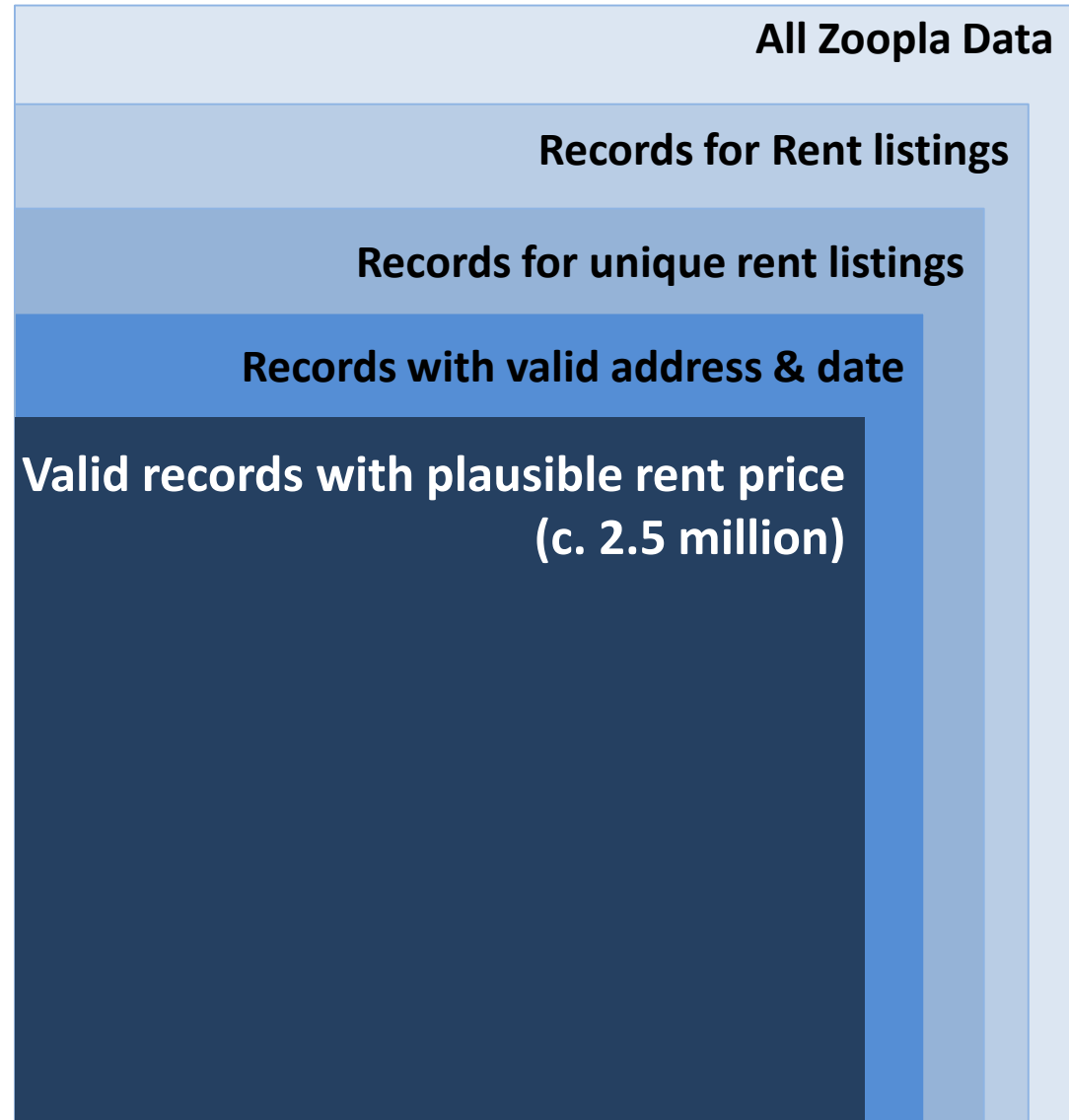
- Carried out coverage & quality analysis

Project aimed to produce prototype small area advertised rent price statistics including:

1. key statistics broken down to local authority & MSOA (Middle layer Super Output Area) level for 2010 to 2016

2. breakdown of the statistics by further variables, e.g. property type

3. comparisons with official LA level rent price statistics & with House Price Statistics for Small Areas
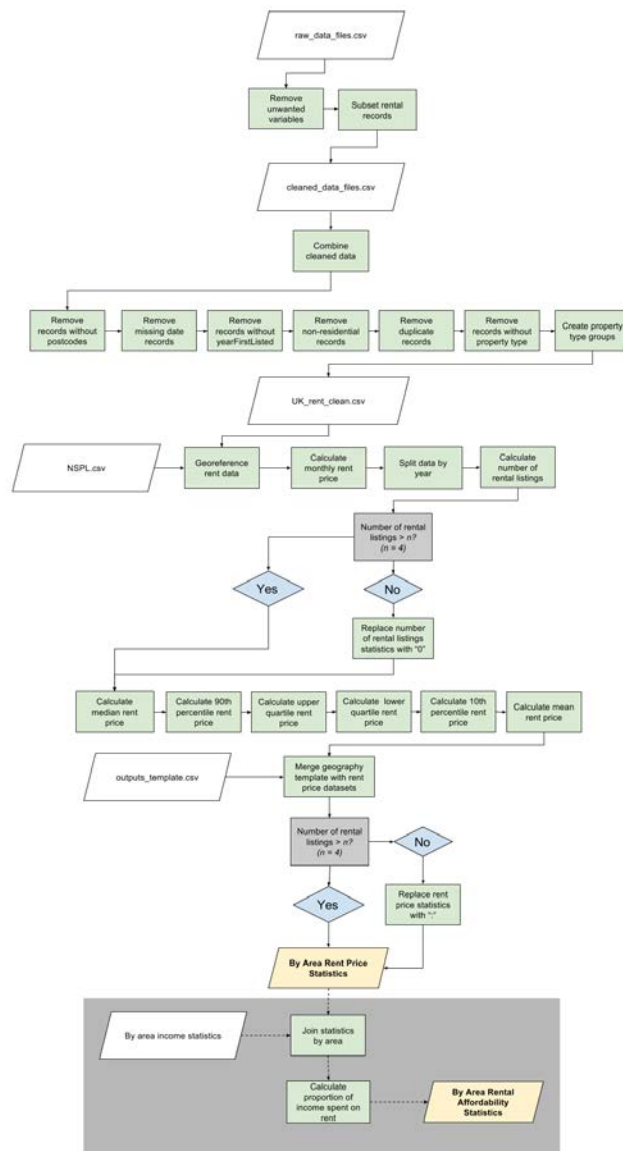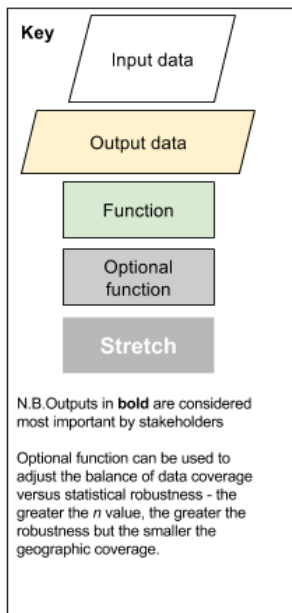
Understanding the Zoopla data

Zoopla Data

- Are any records missing rent price information?

- Are there any implausible rent prices?

- Are any records missing postcode information?

- Are there any duplicates?

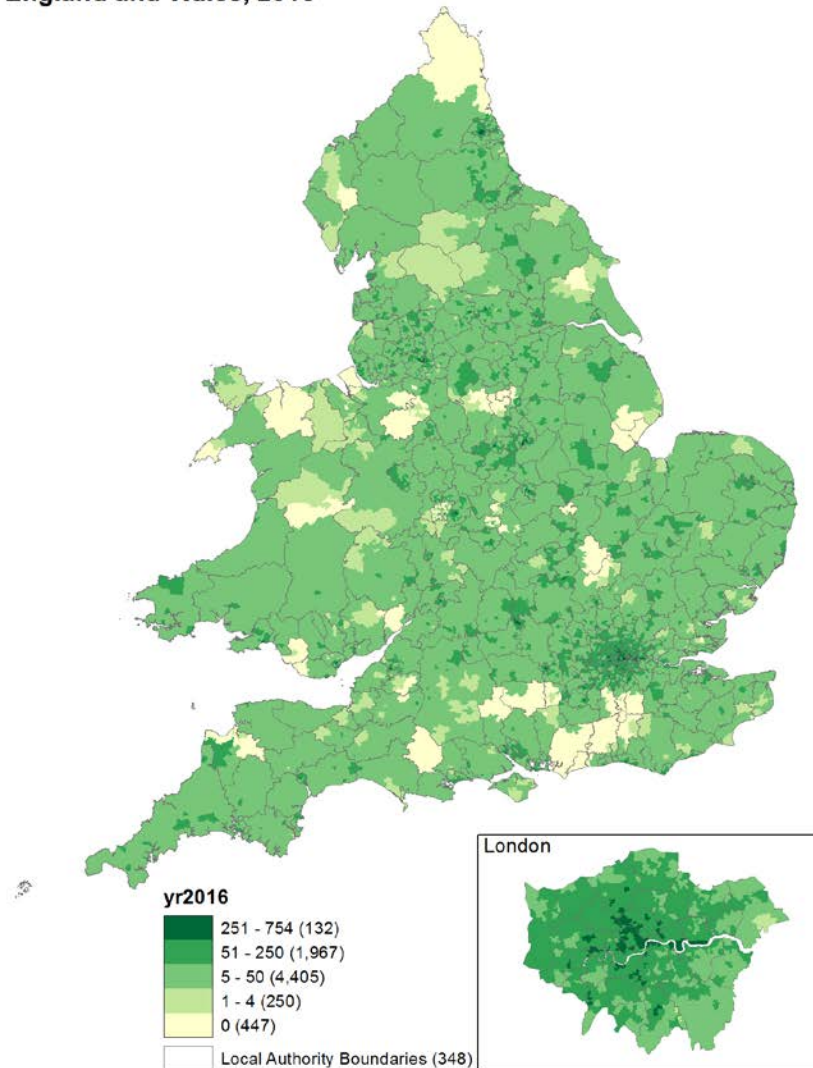- Are any records missing date information and do any have implausible date ranges?

All Zoopla Data

Records for Rent listings

Records for unique rent listings

Records with valid address & date

Valid records with plausible rent price (c. 2.5 million)

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Producing the statistics

How do advertised private rent prices differ across small areas in Great Britain?
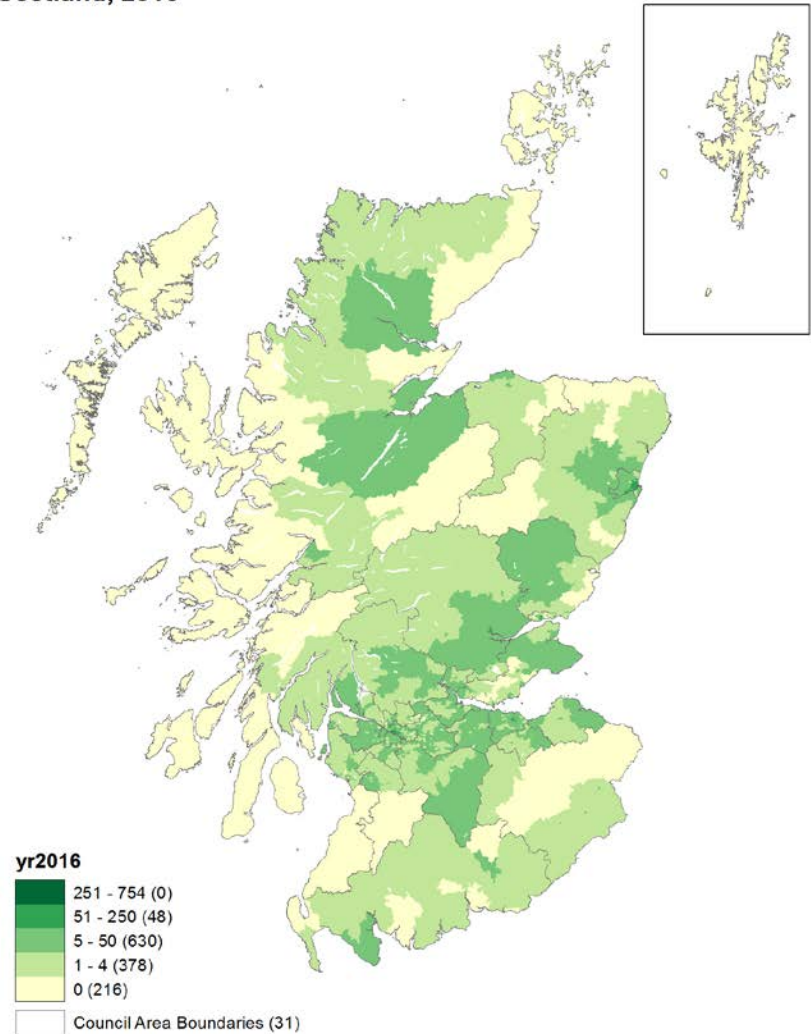
Understanding the coverage & quality

Number of advertised rental properties for all dwellings by MSOA, England and Wales, 2016

Number of advertised rental properties for all dwellings by ITZ, Scotland, 2016

London

yr2016
- 251 - 754 (132)
- 51 - 250 (1,967)
- 5 - 50 (4,405)
- 1 - 4 (250)
- 0 (447)

Local Authority Boundaries (348)

yr2016
- 251 - 754 (0)
- 51 - 250 (48)
- 5 - 50 (630)
- 1 - 4 (378)
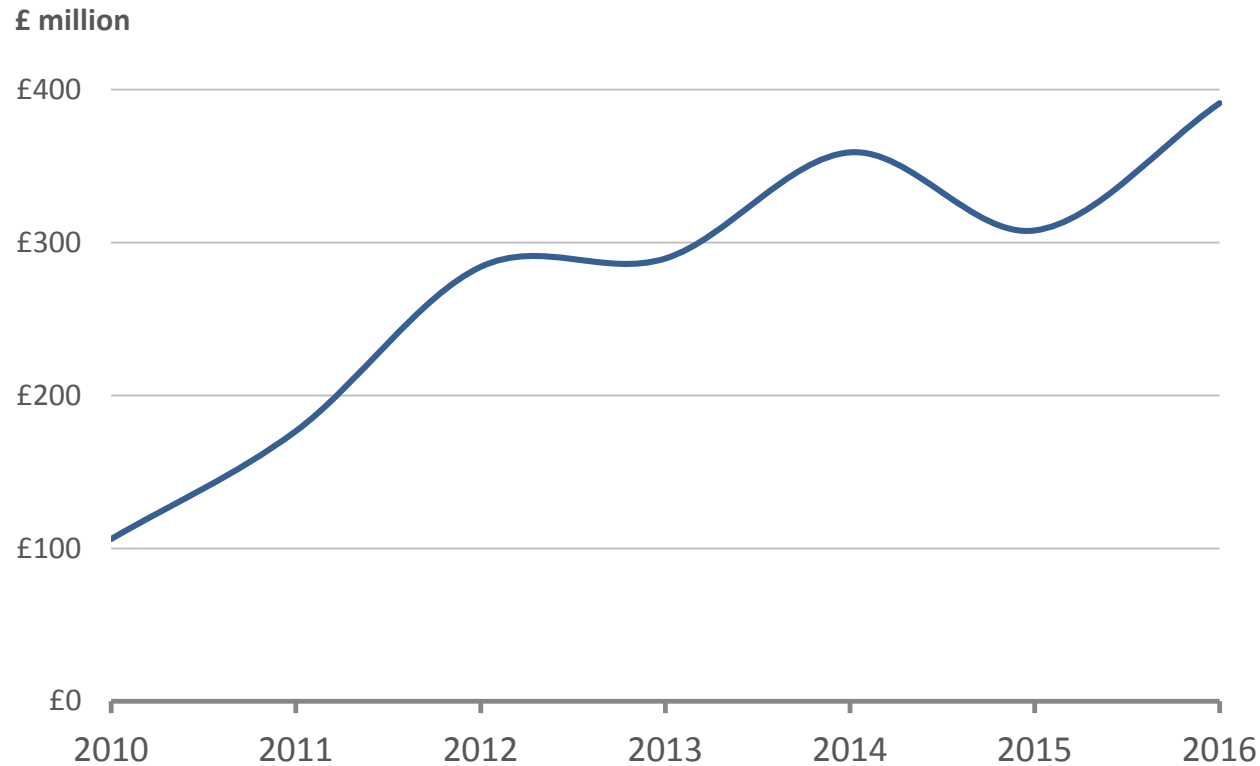- 0 (216)

Council Area Boundaries (31)

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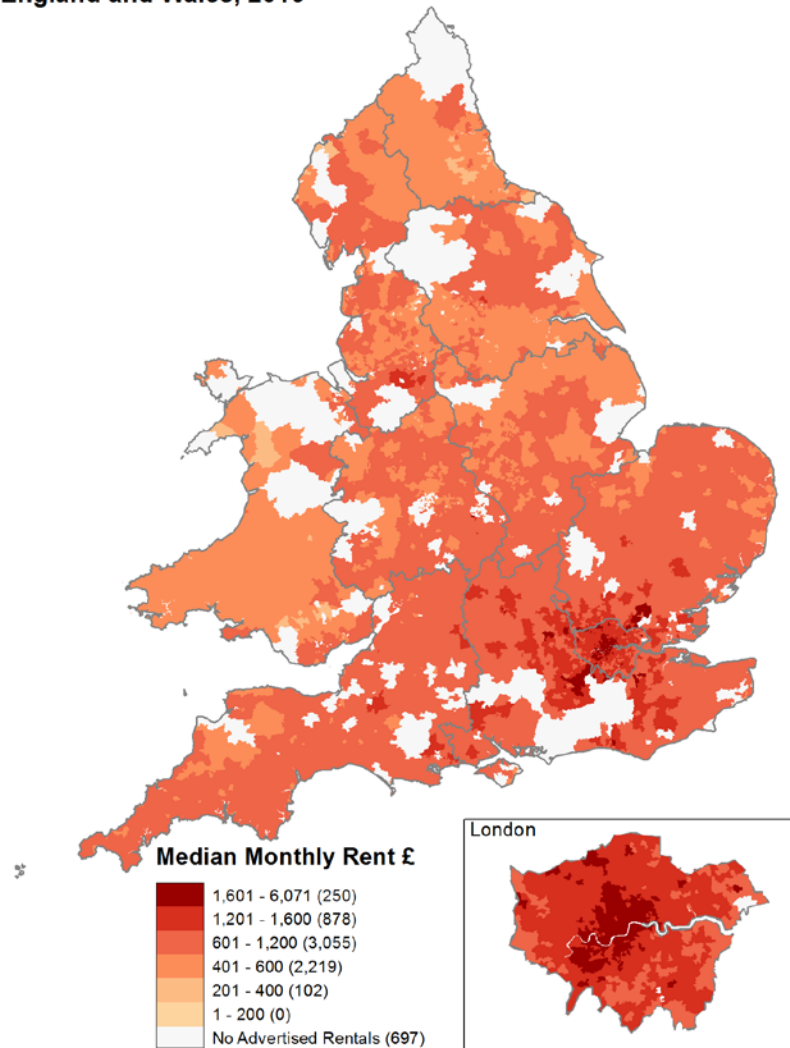
Understanding the coverage & quality

Total value of advertised private rental prices
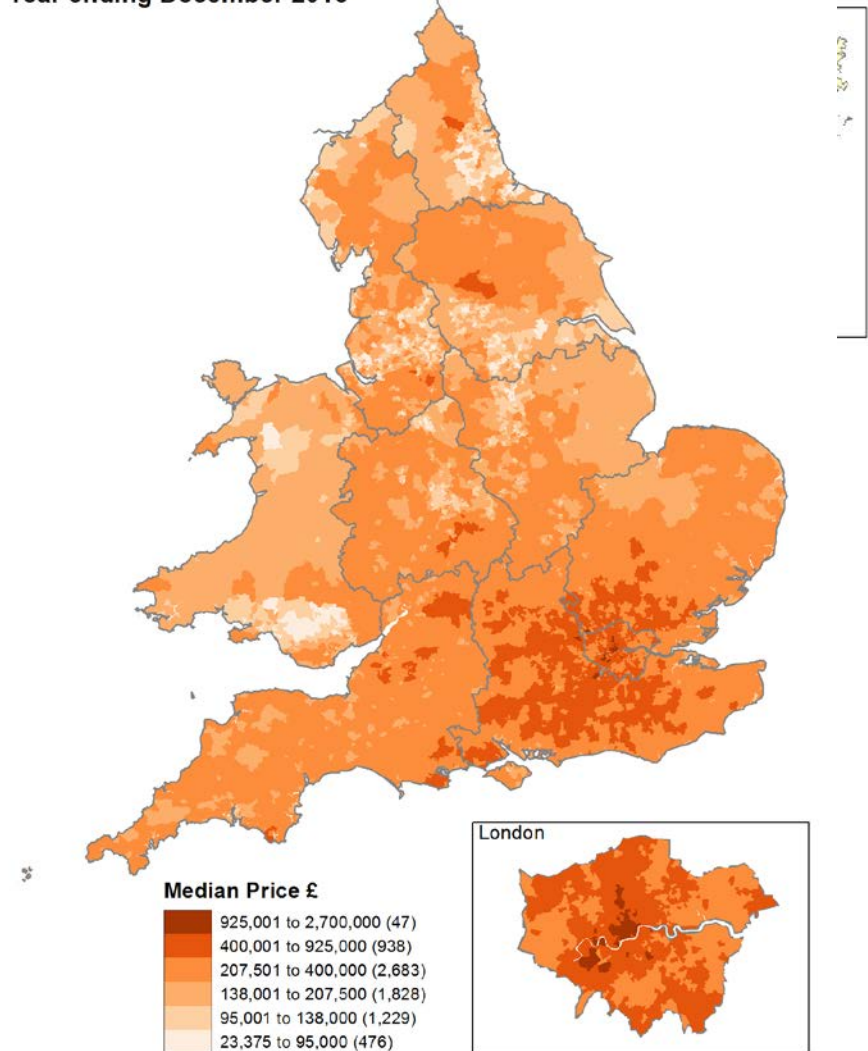**Great Britain, 2010 to 2016**

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Understanding the coverage & quality

Median monthly advertised rent for all dwellings, by MSOA, England and Wales, 2016

Median price paid for all dwellings by MSOA, England and Wales Year ending December 2016

Median Monthly Rent £
- 1,601 - 6,071 (250)
- 1,201 - 1,600 (878)
- 601 - 1,200 (3,055)
- 401 - 600 (2,219)
- 201 - 400 (102)
- 1 - 200 (0)
- No Advertised Rentals (697)

London

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Median Price £
- 925,001 to 2,700,000 (47)
- 400,001 to 925,000 (938)
- 207,501 to 400,000 (2,683)
- 138,001 to 207,500 (1,828)
- 95,001 to 138,000 (1,229)
- 23,375 to 95,000 (476)

London

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Next Steps

- Investigate coverage gaps in more detail

- Calculate a rental affordability metric

- Publish a research report describing the data and the findings

- Seek lots of feedback (feedback to better.info@ons.gov.uk)

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