

# #RentPositive Report

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# Introducing #RentPositive



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In the UK, renting has often been considered second best; we're a country of aspiring homeowners. However, with stepping onto the first rung of the housing ladder perhaps more challenging than it has ever been before, renting has become the reality for many people, and for the long term.

But is this really so bad? There are benefits that come with renting a property instead of owning one. We should know, as a professional rent guarantor provider we've worked with thousands of tenants and over 1,900 lettings agents. And while we know plenty of people are renting because they have to, what about those who are renting because they choose to?

This report was commissioned to better understand public perceptions of renting and whether sentiment is changing. Here, we highlight the results of our national survey and the insights of those who have rented in the past or are renting now. It's important to say that our focus has been on renting positively. That's not to sugarcoat people's experiences, but there is plenty of information out there already that - quite rightly - explores the disadvantages of renting property. We hope to balance the conversation and shine a spotlight on the happy renters of the UK, to help challenge the idea that renting isn't only a back-up option, but often a lifestyle choice.

# #RentPositive: The results

We surveyed a cross section of renters across the UK\*, people who either rent now or have rented in the past, to understand whether we as a nation are becoming more #rentpositive. What did they tell us?



## The Headlines



**41%** said their attitude toward renting was more positive than it used to be



**88%** said renting fits modern lifestyles better than it used to



**30%** actively choose to rent because it suits their lifestyle



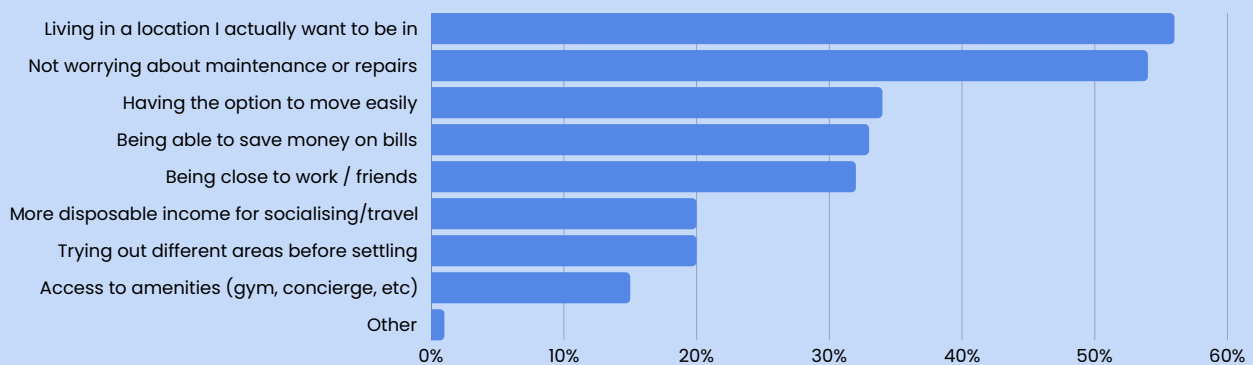
**43%** agree it works well for them at their current stage of life



# Renting: The benefits

We asked people to let us know the biggest benefits of being a renter. Over half said renting allowed them to live in a location they actually wanted to be in (56%), and nearly the same number enjoy the fact that they don't have to worry about maintenance or repairs (54%). A third think it's a benefit that they have the flexibility to move quickly (34%) and that they are saving money on household bills (33%).

## In your opinion, what are the biggest perks of renting?

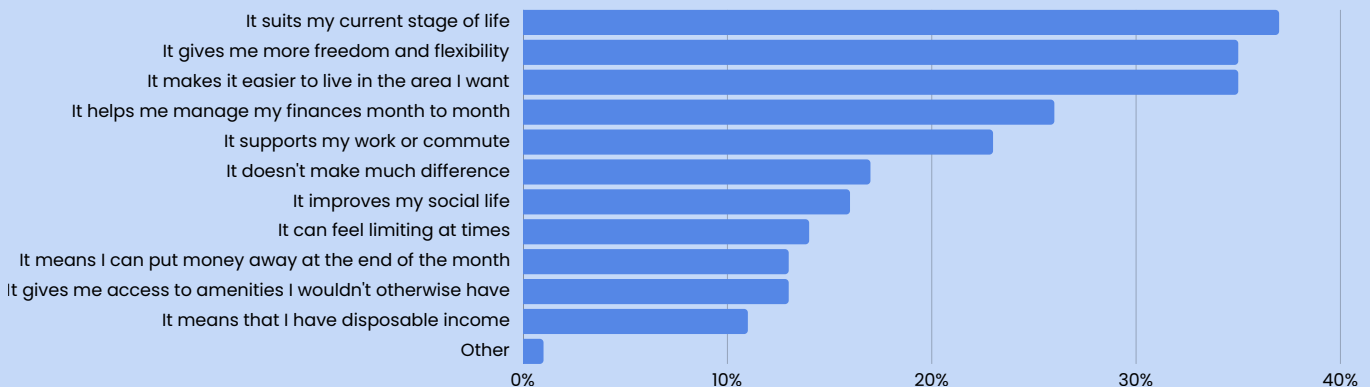


62% of people have rented a place they wouldn't be able to buy with a mortgage (with 32% agreeing that it's a key benefit of renting).

When asked how renting impacts day-to-day life, freedom, flexibility, location and financial management were all key themes. Over a third said renting gives them more freedom and flexibility (35%) and that it enables them to live in an area they want (35%). 26% said it helps them manage their finances.

19% of those aged 60+ said renting gave them disposable income, while 31% of 18-29 year olds said renting supports their commute.

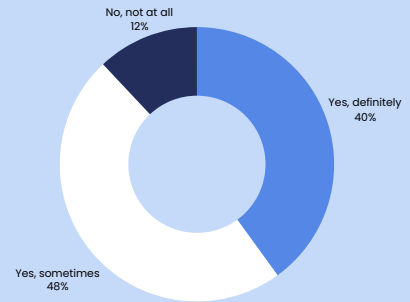
## How does renting impact your lifestyle day-to-day?



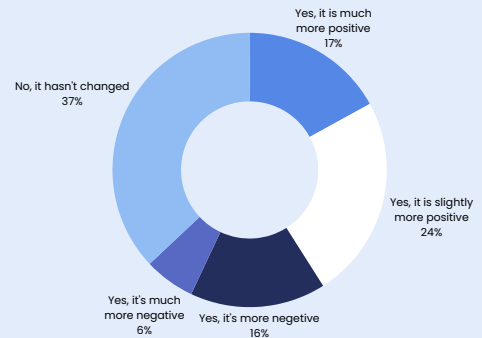
# Changing perceptions



88% of people felt that renting fits modern lifestyles better than it used to, a huge change in perception (40% said definitely, 48% said sometimes). Only 12% felt it did not.

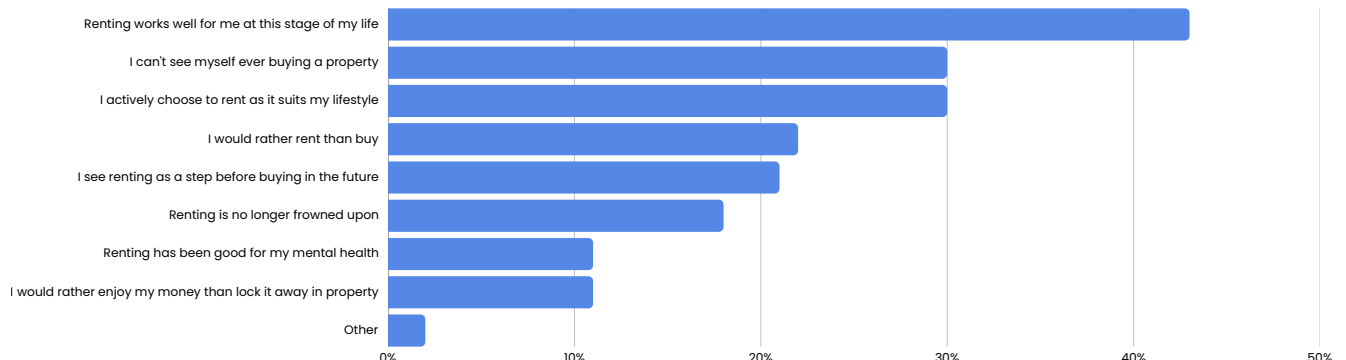


We asked people if their attitudes towards renting had changed in the past few years. 41% of people said that their attitude was more positive (17% much more, and 24% slightly more) with just 22% of those surveyed saying their attitude was more negative. Tellingly, 54% of those aged 18-29 felt more positive about renting, suggesting a generational shift in sentiment – not just circumstances – as the housing market evolves.



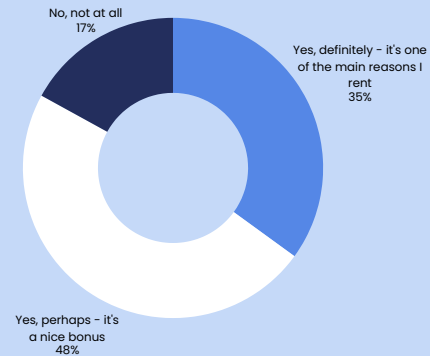
In addition, 43% of those surveyed said renting works well at their current stage of life, and 30% said they actively choose to rent because it suits their lifestyle. 30% agreed they couldn't see themselves ever buying a property. Interestingly, and bucking the notion that renting is preferred by young people, 29% of those surveyed aged 60+ said they would rather rent than buy, versus 21% of 18-29 year olds.

## Which of the below statements best describe your view of renting?



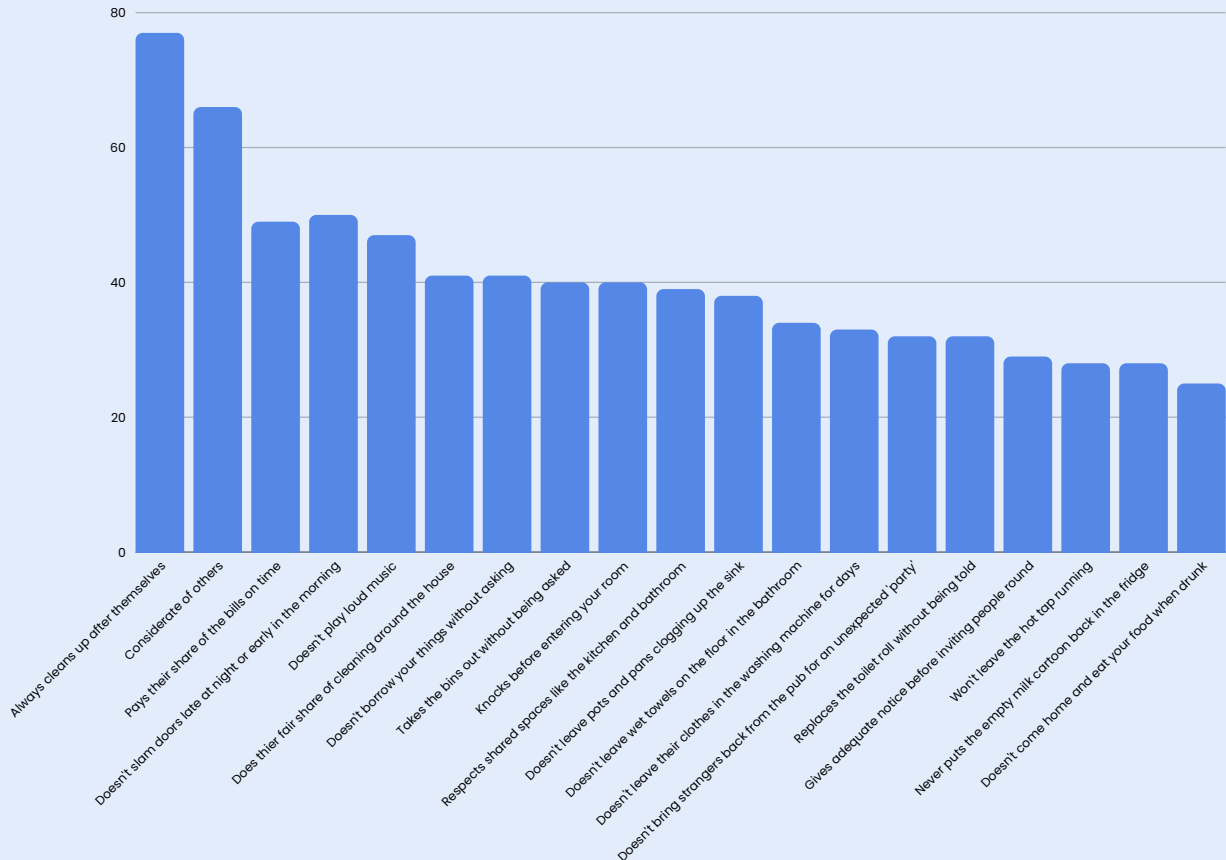
# Flexibility is a key draw

An impressive 83% agreed that renting offers more flexibility than buying, with 35% of that number confirming it is one of their key reasons for renting.



When asked what matters most when it comes to renting a property, not surprisingly 77% said the cost. 67% said location and 45% said the quality of the property was most important.

## Which of the below traits do you think make a perfect housemate?





In 2018, RentGuarantor launched with a clear purpose: to support people who deserved access to rental homes but were being turned away, not for financial reasons but because they didn't fit the system. We set out to provide an alternative, a support mechanism that helped tenants secure a place to live, while giving landlords and letting agents confidence to say yes.



RentGuarantor supports residents who deserve access to rental homes that cannot provide a suitable UK guarantor to satisfy the needs of their tenancy, and landlords and agents looking for robust, risk-managed guarantee solutions that will enable them to operate confidently in a changing market. RentGuarantor has worked with more than 1,900 lettings agents since it was established and has unlocked tenancies for thousands of tenants.

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🌐 [www.rentguarantor.com](http://www.rentguarantor.com)

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*\*This research of 2,006 Britons was commissioned by RentGuarantor and conducted by Perspective Global during March 2026.*