



**What drives  
decision  
making when  
looking for a  
new home?**



In relative terms UK home ownership, the topic of the day besides the weather, is a new market but one that has grown and exerts significant influence over the country's economy. But it too is influenced by numerous factors, beyond government policy and planning.

"We know that changing immigration patterns, financial markets performance, transportation and human behaviour all have a part to play in the UK housing market in its broadest sense" says [Vanessa Hale](#), head of insights & residential research for Strutt & Parker.

"Back in 2014, we identified four unique cornerstones that influence the UK housing market: demographics, finance, lifestyle and location. What we realise today is that these four cornerstones, whilst vitally important, have been joined by four new major influences: technology, community, environment, and mobility. We have been monitoring these creeping trends over the past seven years" she says.

**" INDIVIDUALS SEEKING HOMES TODAY WILL ENSURE THAT BROADBAND AND MOBILE CONNECTIVITY ARE OF THE HIGHEST AND BEST QUALITY,"**



## Technology

Individuals seeking homes today will ensure that broadband and mobile connectivity are of the highest and best quality to ensure lifestyle choices around online banking, digital entertainment and social networking don't have disruption. In addition, in the past year, we have also seen the need to be able to work from home or indeed to teach our children. Access to connected technology has become essential for many.



## Community

People seek community, and they desire to have the perfect neighbourhood. But how do you find community? If you think of community as being defined as a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in common locations or settings, then community is more than location: it is the sense of belonging, a feeling, and this is typically associated with things like spaces for gathering such as places of worship, libraries, coffeehouses, green spaces, nurseries and schools.



## Environment

The rise of natural disasters over the past decade has elevated the awareness of the precariousness of the planet and while our housing choices may be limited, many are striving to find ways to be 'more green'; whether that is recycling above and beyond council provisions, installing ground source heat pumps, or seeking better insulated homes. Ultimately, these measures can also provide reduced running costs for a home.



## Mobility

Transportation is fundamental to the decisions we make around the places we live, most specifically concerning access to amenities, work or family and friends. What has changed is how we move from place to place beyond trains and automobiles: it is the increased preference towards mobility by foot (walking or running), jumping on two wheels with bicycles and the rise of electric scooters.



## Demographics

People being born and dying, alongside internal migration and immigration patterns, are vital to understanding the housing market. These factors, combined with our society's age breakdown, help determine the type and number of homes required and where they are needed.



## Finance

The ability for buyers to access credit to secure mortgages for their home purchases is fundamental to the market. Other financial factors that influence housing decisions include: pensions; the ability, desire or need to support children financially; and stagnant performance of wages alongside elevated house prices resulting in a lack of affordability.



## Lifestyle

Each generation behaves differently to those who came before or after. In addition, the prevalence of people remaining single, living longer, and having children shared between multiple homes due to separation or divorce puts greater pressure on housing stock.



## Location

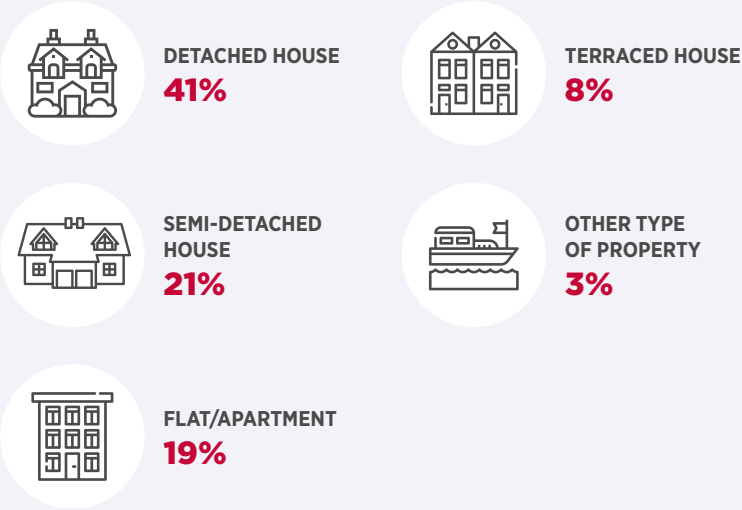
Including our choices between whether we live in towns, cities or rural environments, the location cornerstone incorporates housing type and design – being able to access the appropriate housing stock in a location of choice.

# IDEAL HOME

The pandemic has put private outdoor space and extra room at the top of the list desirable features. Our research reveals what people are looking for:

## NEW PRIMARY HOME

### Type of housing



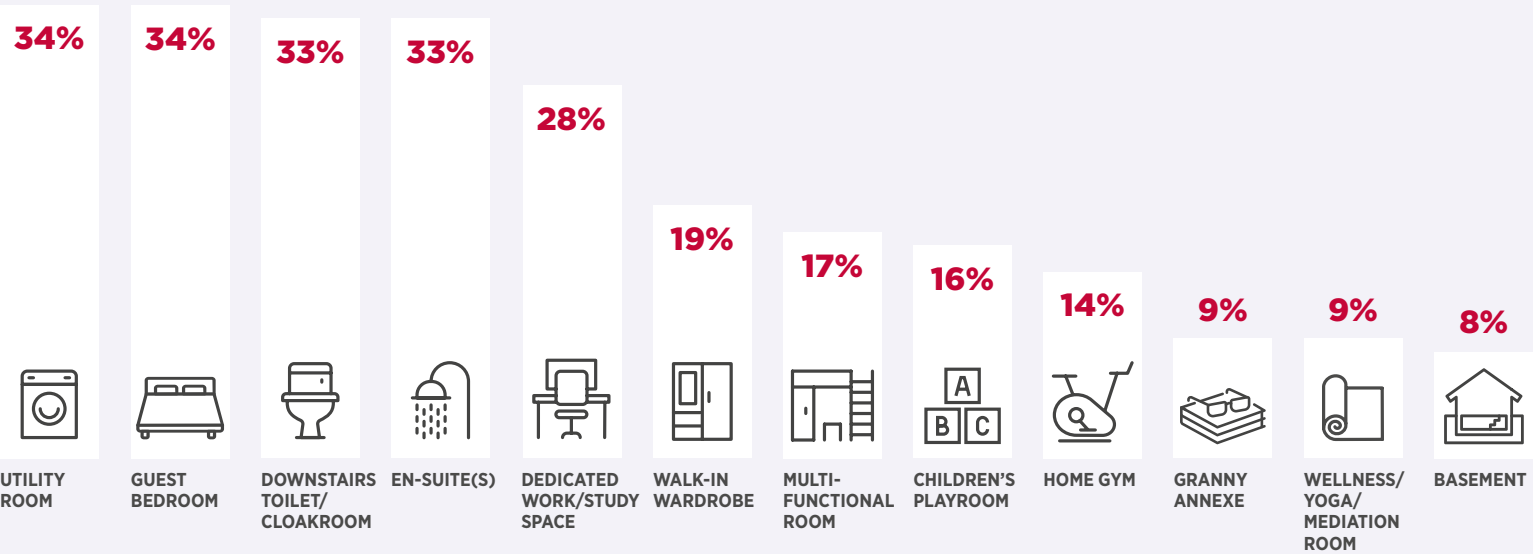
## NEW PRIMARY HOME

### Number of bedrooms



## NEW PRIMARY HOME

### Top extra rooms



## NEW PRIMARY HOME

### Outdoor space

Small private garden	38%	Beachfront/seaside	11%
Large private garden/family size garden	36%	Roof terrace	10%
Balcony	19%	Communal garden	9%
Conservatory/orangery	16%	Paddocks/fields	8%
Courtyard/terrace	14%	Farmland	7%
Woodland	13%	Lakeside/loch	7%
		Riverside/canal	7%

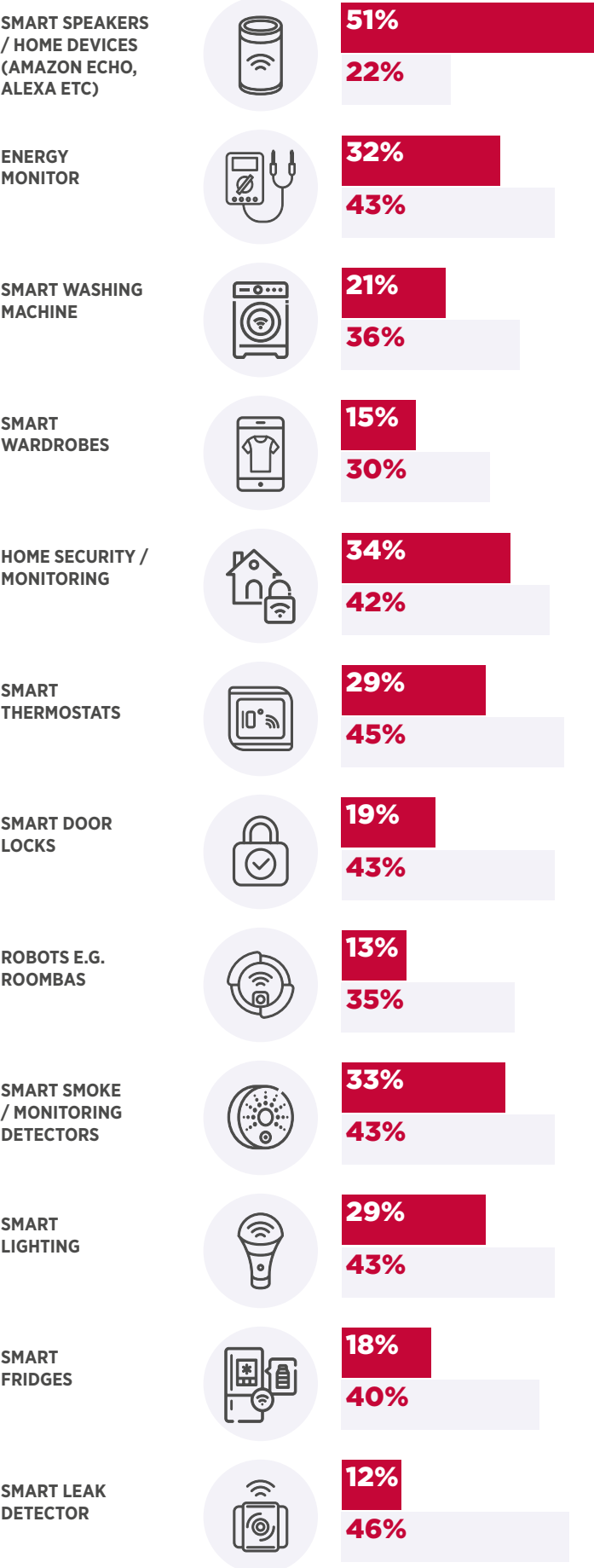


# SUSTAINABLE LIVING

Energy saving measures are seen as the key sustainability features. Our research shows that there is a growing uptake and interest in the use of smart technology at home.

## Smart technology

WHICH DO YOU EITHER OWN OR DON'T CURRENTLY OWN BUT ARE INTERESTED IN?



KEY:  I HAVE THIS  I DON'T HAVE THIS BUT I AM INTERESTED



## NEW PRIMARY HOME Top sustainable features

Double-glazed windows	57%
High levels of insulation	47%
Smart thermostat	39%
Solar energy	38%
Energy efficient heating materials	34%
Rainwater barrels	33%
Eco-friendly building materials	25%
Electric car charging points	22%
Wind energy	17%
Heat pumps (i.e. air, ground-source)	16%
Natural antimicrobial materials	15%
Low-VOC painted rooms	13%
Geothermal energy	12%
None of these	6%