

Life Moves: Sustainability



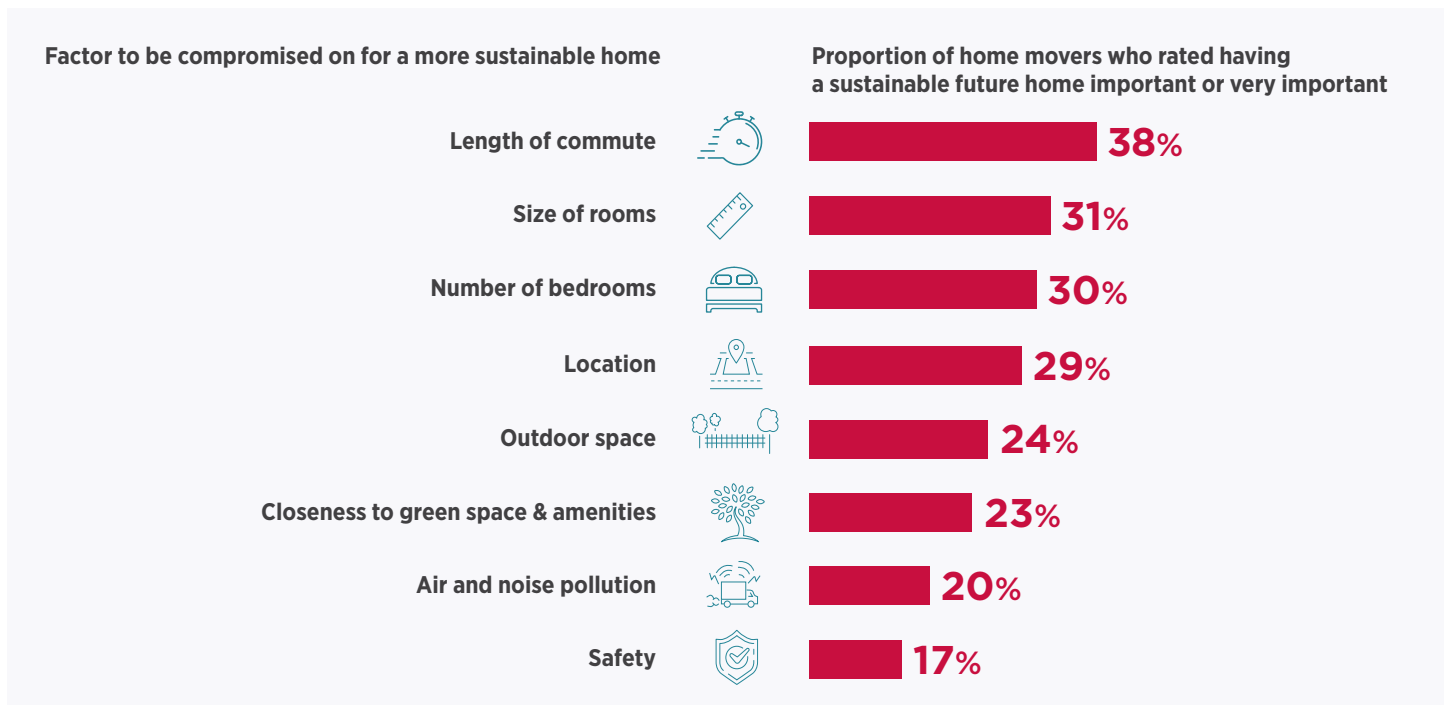
After 10 years of carrying out our *Housing Futures Survey* we have collated sustainability and the environmental trends that we have seen over the last decade. From how improved energy efficiency has changed as a motivation to move to the proportion of people who will not move into a home without an electric vehicle charging point, here are our sustainability headlines.

Headlines

Longer commute for greener living

The rising cost of fuel, together with the climate crisis, has bought the sustainability of the home into even sharper focus 67% of home movers said that it was either important or very important to them to have a future home that is already sustainable and environmentally friendly. This, paired with the continuation of hybrid working, has made the commute the most negotiable aspect when it comes to housing requirements for those seeking sustainability; 38% acknowledged that it was the first thing they are willing to compromise on.

The 67% who said that the sustainability of their new home was important to them reported that size of rooms (31%) and then the number of bedrooms (30%) in their new primary are the second and third most likely factors to be compromised in return of a more sustainable home. Conversely, safety and pollution are the two least likely to be factors to be conceded, with only 17% and 20%, respectively, willing to compromise on them.



Green space for mental health

Over half of people surveyed who are looking for a new primary home with outside space say they think it will benefit their mental health. Of these people, over 80% were looking for either a small or large private garden.

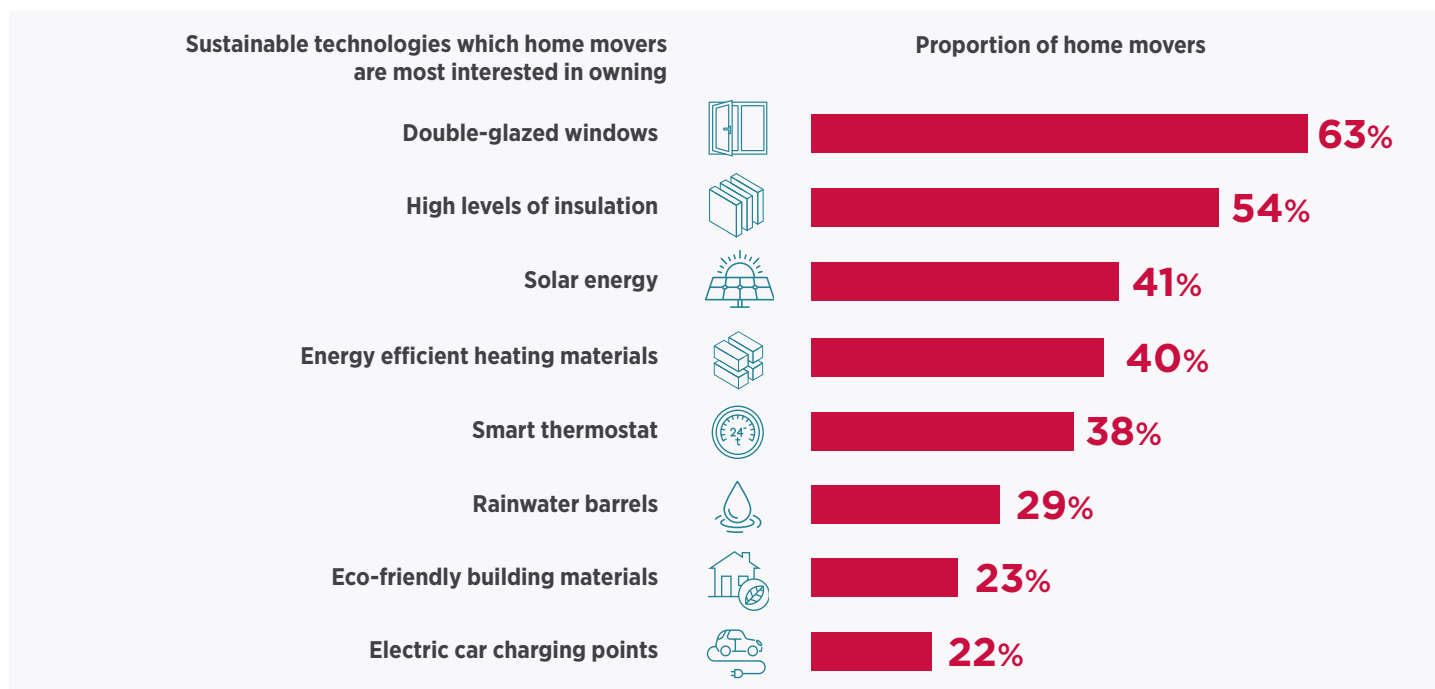
Those who want private outdoor space to help improve their mental health also reported that green space & parks were their top priority for outdoor exercise space, with walking paths a close second favourite. Health has also climbed steeply up the ranks as an ever more important motivation to move; from eleventh in 2012 to fifth this year.

Rising costs of energy drives motivation to move

For over three-quarters of home movers, reducing running costs and having a more energy efficient home is an important motivation to move. This has increased from 70% of home movers surveyed last year and has almost doubled from 41% when we asked this question for the first time in 2012.

However, fewer people are confident in how to make their home more energy efficient with only two in seven people now certain they know how to make their home 'greener' – down from one in three in 2021.

Below are the sustainable technologies that home movers are most interested in to help make their future homes more efficient and more cost effective to run.

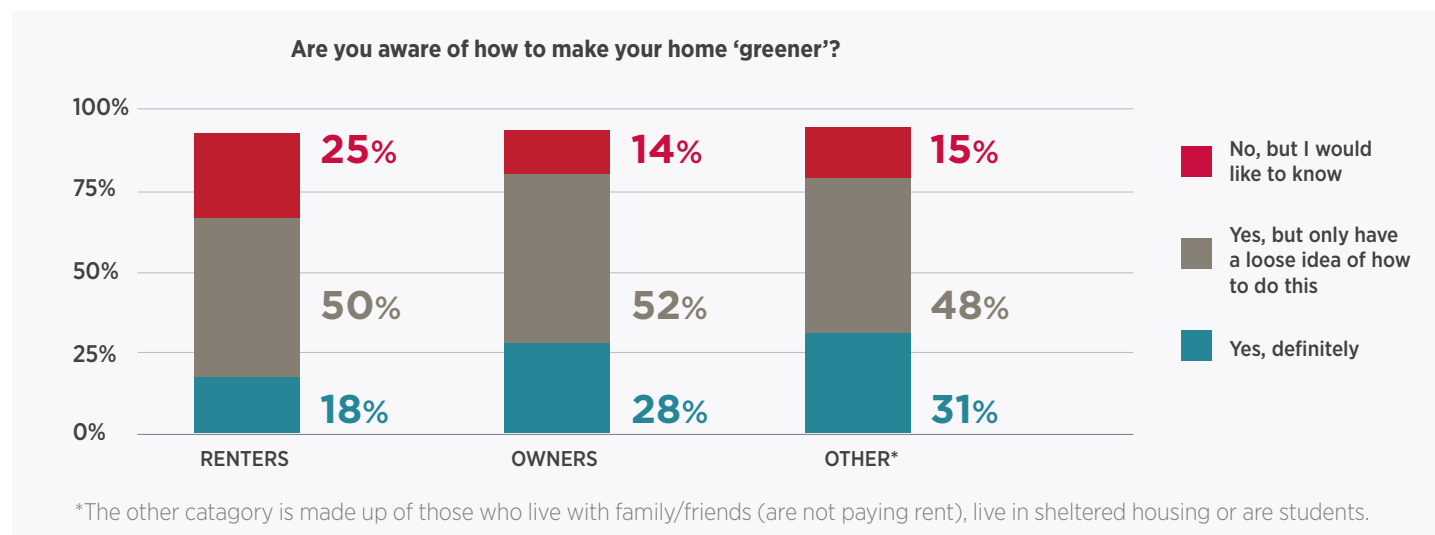


Who wants to 'greenify' their home?

Across buyers and renters, an average of 94% said they either have some knowledge on how to make their home greener, or would like to know but currently don't. It is not just homeowners who are keen to make where they live more sustainable, but renters too.

One in four renters are unaware how to make their homes greener

compared to one in seven across all other tenures. Perhaps this is down to renters being more restricted on how they can modify their homes, or that they're unsure what the options are when they don't own where they live. This drive for renters to want to make their homes more energy efficient is likely to be propelled by the dual pressures of rent increases and hikes in energy prices.



Lower stamp duty on green homes?

Of the home movers that we surveyed, 69% said that 'lower household running costs' would be the greatest incentive to move to a more sustainable home. The day to day running costs of a home are, to a large extent, dependent on a combination of green technology, insulation and sustainable living practices. This is also something that can only be achieved after an investment has already been made, either by the housebuilder or owner, which is likely to be recouped through the home's value.

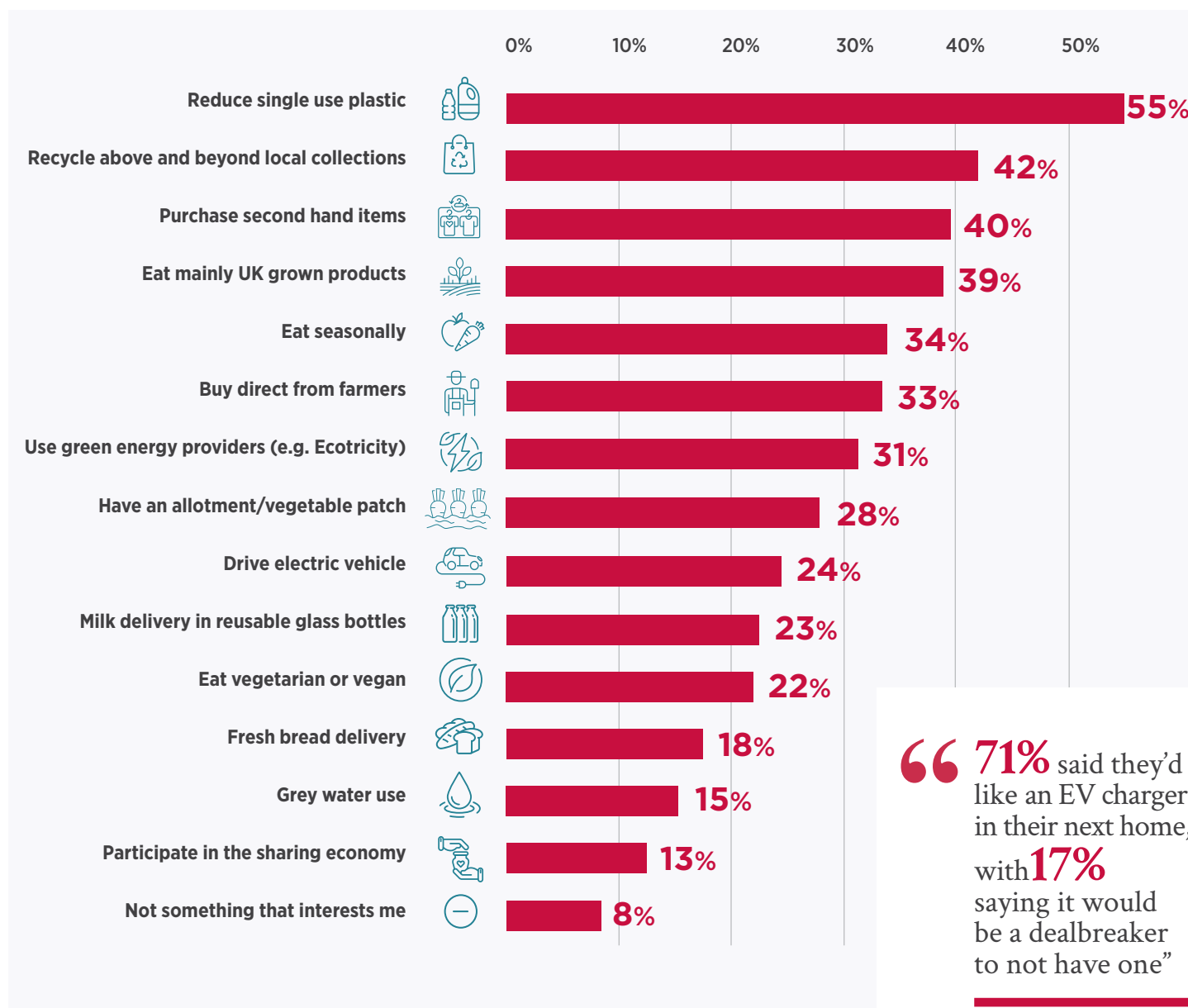
The two most popular incentives, which could be implemented across the housing market at a whole, are government grants to allow households to carry out green improvements and lower stamp duty on 'greener homes'. The former of these two incentives already exists;

there are a few different grant schemes with most heavily targeted towards lower income homes. The most recent and wide reaching will be the [ECO+ scheme](#) – although it is currently under consultation. It is likely that it will be accessible to anyone with a council tax band of A to D or higher in England, A to C in Wales or A to E in Scotland.

The latter, lower stamp duty on greener homes, would be an exciting new incentive that could be determined by EPC rating and give home owners a financial motivation to improve the EPC rating of their home. It must be caveated that this would require the government to add more consistency to the EPC grading system and remove the time-lag in updating the EPC database.

Sustainable living choices

Below are the sustainable living choices that home movers either already do, or would be interested to doing.



















Running costs and efficiency

Reduced running costs and improved energy efficiency for a new primary home are important motivations to move for 77% of people looking for a new home in the next five years.

This motivation to move is one of 16 that Strutt & Parker have been asking about for the 10 years that we have been carrying out our *Housing Futures Survey*. It started as a high priority, sitting fifth highest in 2012, however by 2017 it had fallen away to eighth. Since 2017

it climbed the ranks to become the third most important motivation for moving by 2020. It remained there last year and this year, with only 'access to amenities' and 'privacy' most important out of our 16 motivators to move. Below you can see where our 16 all-time motivations to move ranked alongside each other in our 2022 survey, as well as how far they have climbed, or fallen since we first carried out the survey in 2012.

Motivations to move and change over the last decade

2022 RANK		MOTIVATION TO MOVE	CHANGE IN RANK FROM 2012
1		Access to shops/amenities	↑ 2
2		Privacy	↓ 1
3		Reducing running costs/ Improved energy efficiency	↑ 2
4		Personal finances	↑ 6
5		Health	↑ 6
6		Access to public transport	↑ 2
7		Better broadband, internet & WiFi connectivity	↓ 3
8		Lifestyle change	↓ 6
9		Close to family/friends	↓ 2
10		Close to work	↑ 2
11		Financial support for children/relatives	↑ 4
12		Career change	↑ 1
13		Better Schools	↑ 1
14		Smaller home	↓ 5
15		Political environment	↑ 1
16		Smaller plot	↓ 10

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If you would like to read previous editions of the annual *Housing Futures Survey* results visit:
www.struttandparker.com/housingfutures

Research methodology

The online annual *Housing Futures Survey* was conducted from 6th December to the 13th December 2022. The sample of 2,009 respondents are a balanced general UK population sample conducted by Atomik Research. All were planning to move home within the next 5 years. Due to rounding and the ability to select multiple answers not all figures may add up to 100%.

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If you would like to see more details from our survey please see our *Life Move: 10 Years On* executive summary, [here](#).