

# Life Moves: 10 Years On



## Executive Summary

Life Moves: 10 Years On represents a decade of Strutt & Parker's *Housing Futures Survey* series focusing on emerging housing trends and the changing priorities of home movers. Our survey of over 2,000 people from across the UK provides insight into what consumers really want from their next home and how they would like to live in the future. This document aims to summarise the hot off the press trends and analyses where they are deviating from historical patterns, with a full report to follow later in 2023.

From the most desired locations, to why people are moving and how they are working our survey looks at every facet of those looking to move within the next five years. Are tenure preferences changing? What are people's dream home accessories and features? And what will movers sacrifice in order to have a more sustainable home?

Sustainability and energy efficiency are key topics in this year's survey, having grown from an occasional question in our first survey ten years ago. Over this decade, reduced running costs and improved energy efficiency has grown as an important motivation to move for circa 40% of participants, for the first few years, to 70% in the last two years. Where we would assume that over the last year the war in Ukraine and related fuel crisis would have bought this matter into sharper focus. Interestingly the same proportion of home movers as 2021 (67%) said that it was important to them to have a future home that is already environmentally friendly & sustainable. To dig deeper into these statistics, we have released a separate sustainability document that covers this topic in more detail.

## Headlines

### Village locations most in demand

Our top area last year (coastal) has been pipped to the top spot by villages this year, with 17% of home movers selecting a village as their desired location. But the desire for coastal hasn't disappeared, along with villages both were selected as the two most aspirational locations; the most highly desired by those who do not currently live that location.

The suburbs have seen the biggest climb in popularity growing to over 13% of movers' preferred area, from fewer than 8% of respondents last year. This is likely to be a prolonged effect of the pandemic with people open to a longer commute given the ability to work from home some of the time.



### Mental health driving moves

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

Those who want private green space to help improve their mental health also reported that green space/parks were their top priority for outdoor and exercise space available near their new primary home, with walking paths coming a close second.

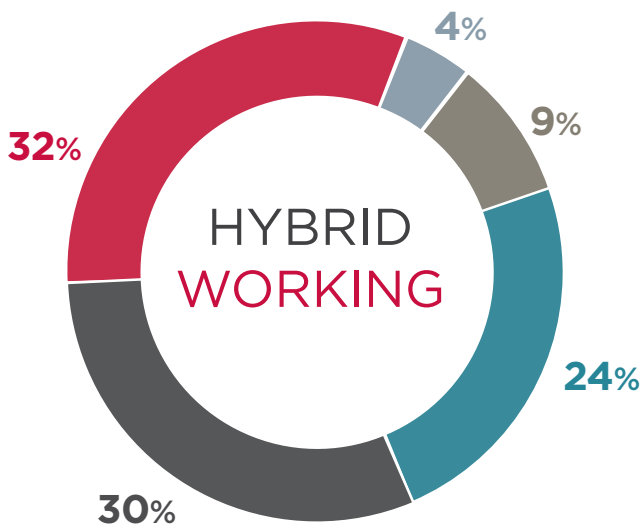


## Hybrid working continues to influence the home

2021 was the full first year of hybrid working and it has become a large part of the British – and global – economy; our 2021 survey showed that 30% of people were planning to work from home 3 days or more over the coming year. This has increased to 32% for 2022.

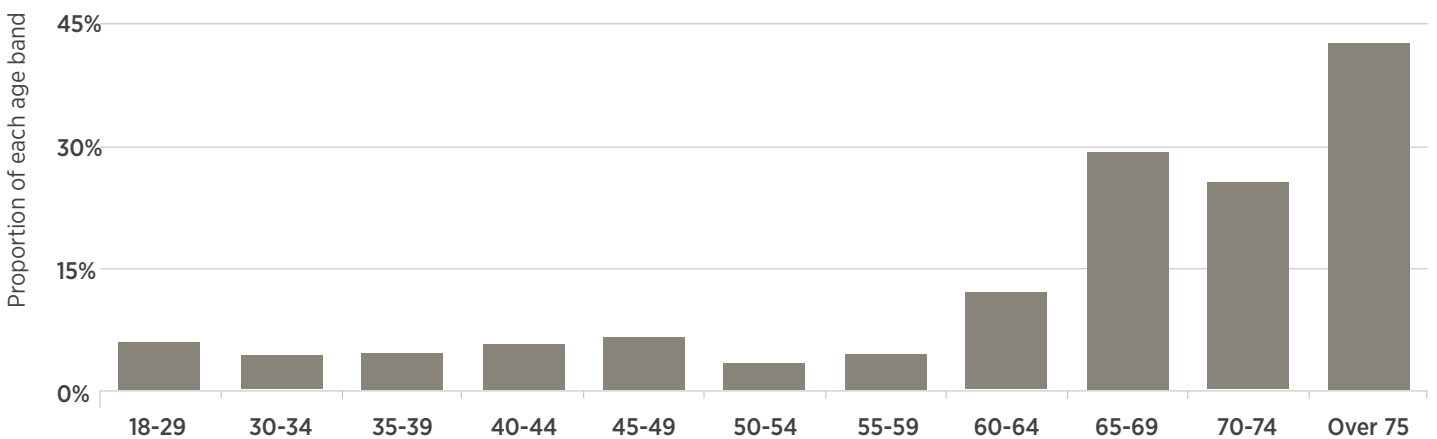
Of the 44% who do not work from home at all, 30% are in professions where they are not physically able to work from home (construction, teaching, etc). Only one in 10 of those who don't work from home said they were in a profession where it is possible to work from home or adopt a hybrid working pattern, but their employer does not allow them to.

**“42%** of people said that they are now willing to travel further to get to work than before the pandemic, however half of these were only on the condition that that they can work from home some of the time.”



- I work 3+ days a week from home
- My profession requires I be at my place of work
- I work 1 or 2 days a week from home
- I could work from home but have personally decided not to
- My profession means I could physically work from home but my job does not allow it

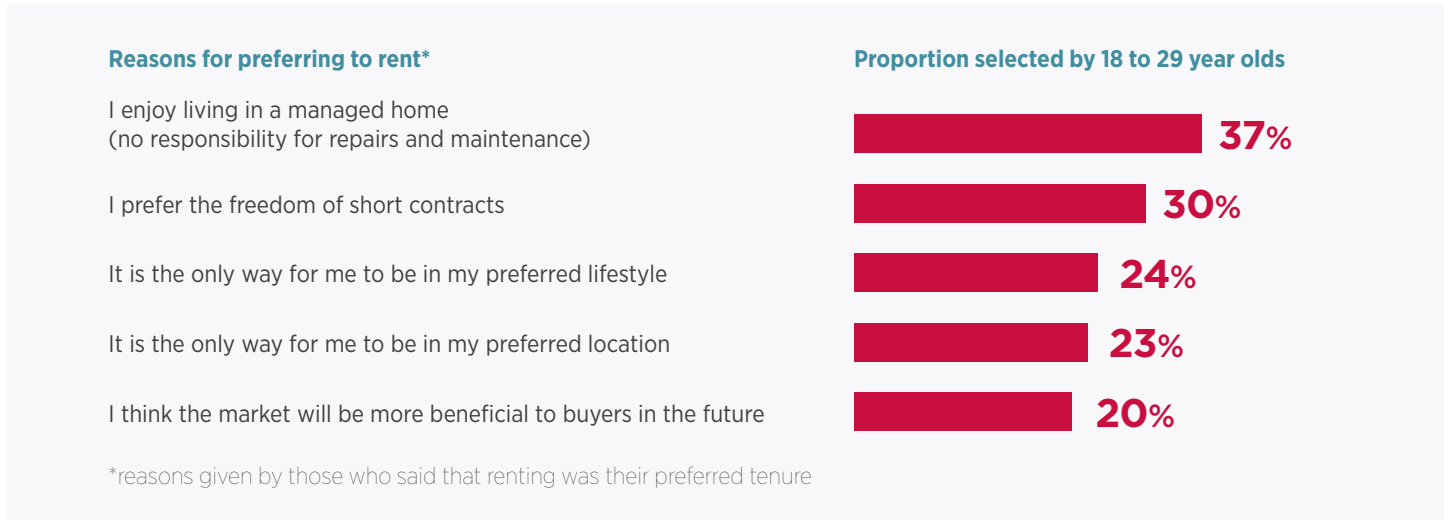
Age breakdown of those who could work from home but have personally decided not to



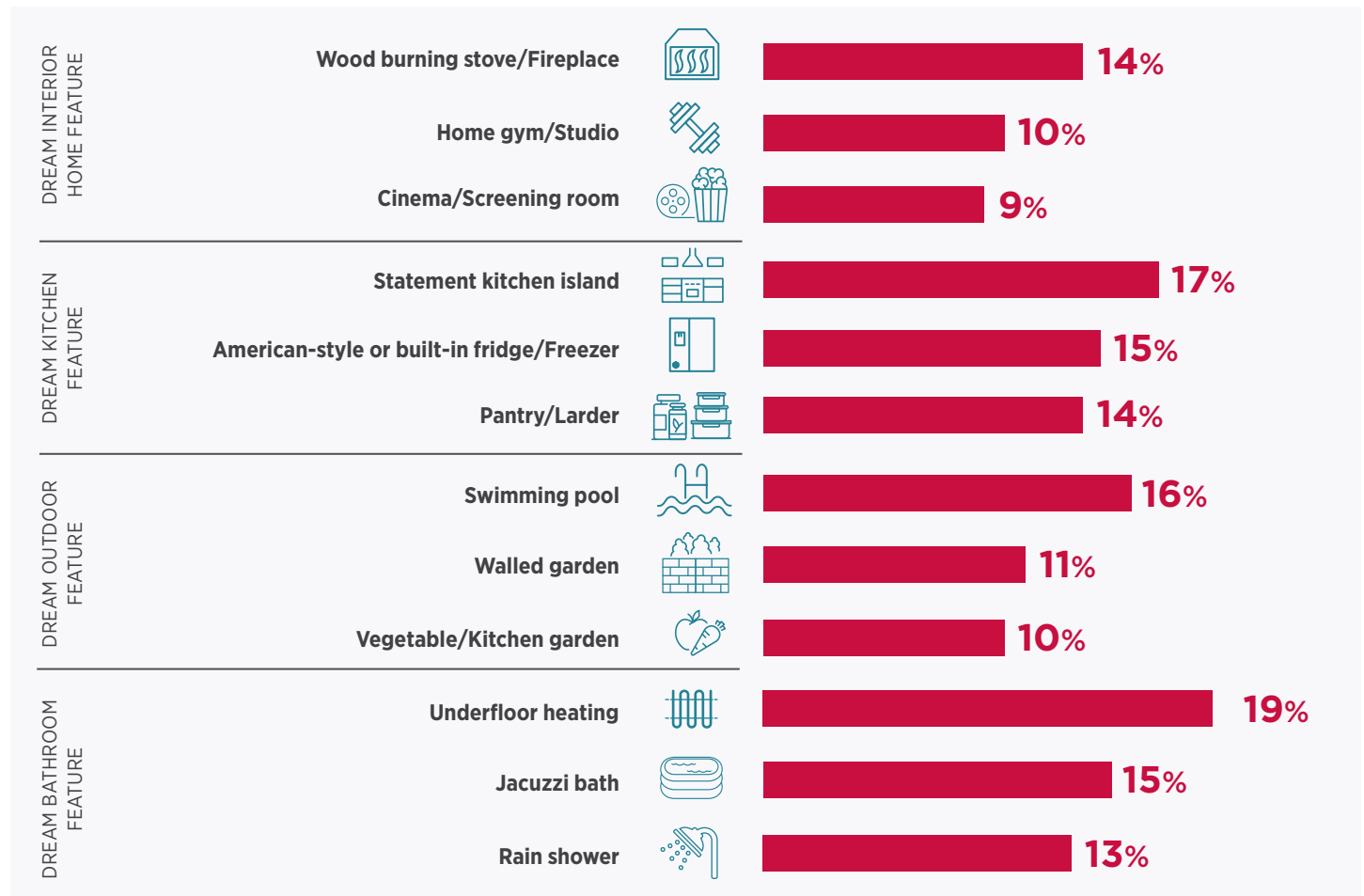
## Are tenure preferences changing?

Across all age groups only 19% of participants said they would prefer to rent over other tenures, however this climbs to one in three for 18 to 29 year olds. The primary reason given by 18 to 29 year olds for preferring to rent is the enjoyment of living in a managed home with minimal responsibilities for dealing with repairs and maintenance. This is followed by the flexibility afforded by short term contracts allowing greater choice of when to move.

However, less than 30% of 18 to 29 year olds believe that they will be in the private rental accommodation when they next move. 20% think they will be living rent free with family, or in sheltered or student accommodation showing how the financial pressure of trying to access ownership are also very present in private rental sector.



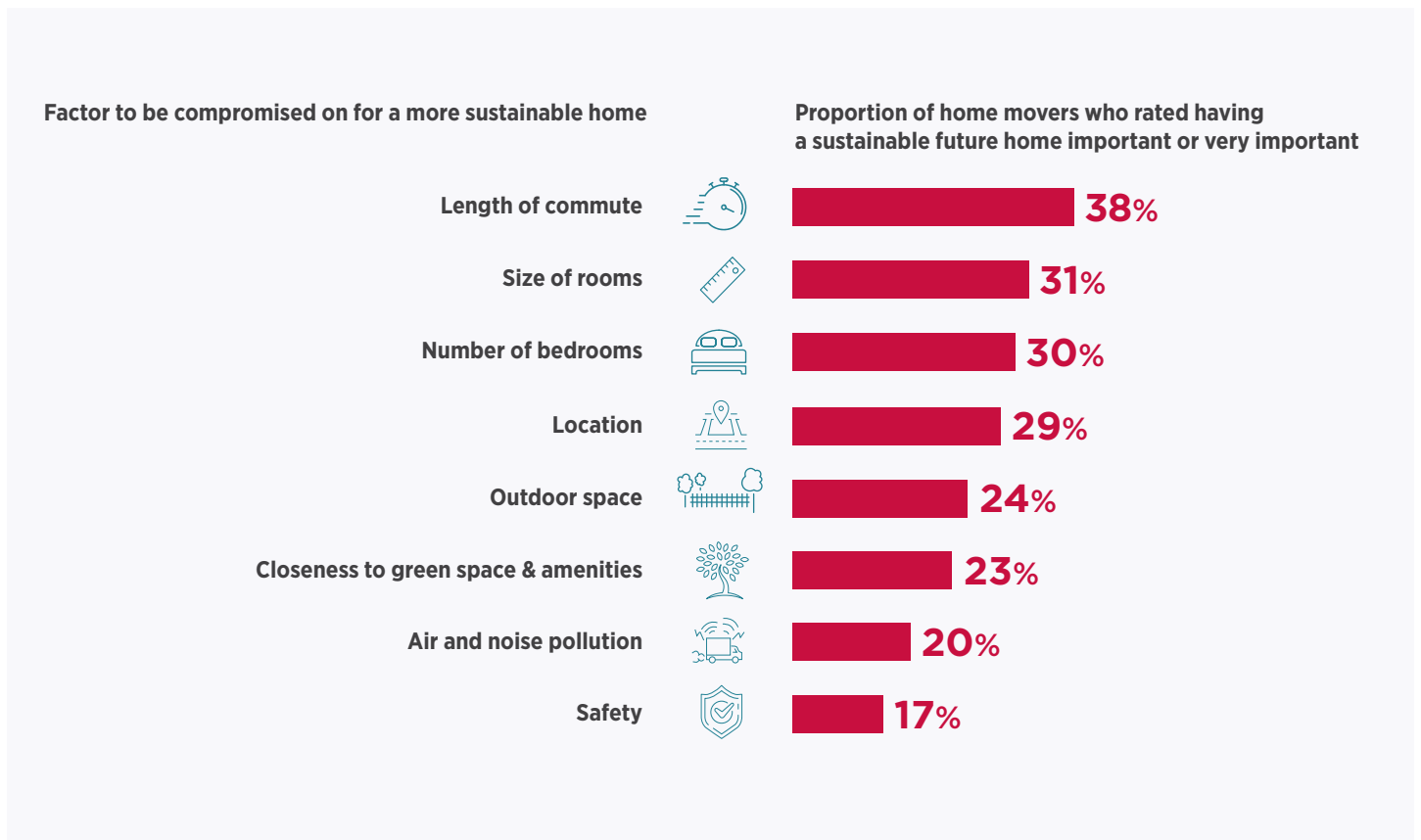
## Dream home accessories and features



## Longer commute for greener living

The rising prices 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 compromises 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.



“ **71%** said they’d like an EV charger in their next home, with **17%** saying it would be a dealbreaker to not have one”

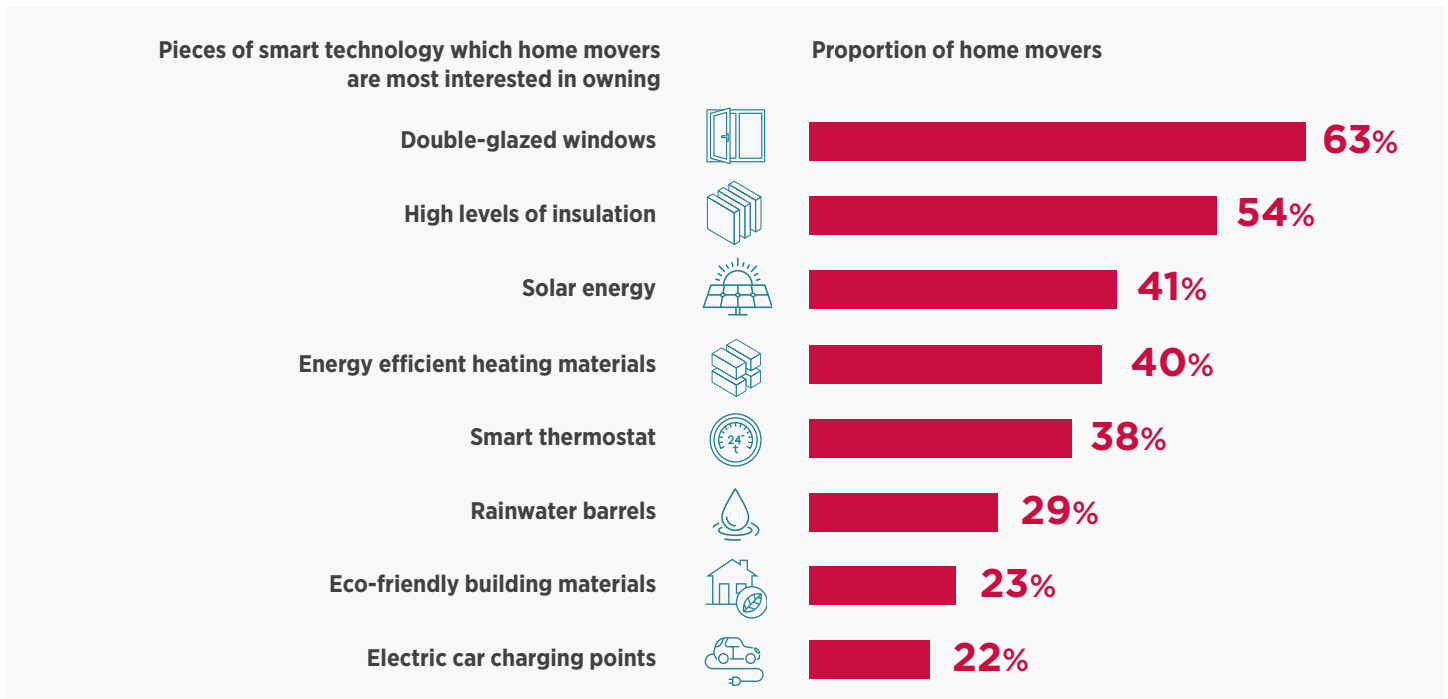


## Rising cost of energy drives motivations to move

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 one in four 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 make their future homes more efficient and more cost effective to run.



We have produced a separate report with our full range of sustainability headlines, [please see here](#).

## Contact Details



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#### 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%.

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

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