

Greener Homes Attitude

Tracker H2 2023

NatWest has been running the Greener Homes Attitude Tracker since May 2021. The survey is designed to track changing consumer attitudes and provide valuable insight on future customer behaviour. **Here's a snapshot of our H2 2023 findings (from 4,500 respondents surveyed per quarter)**



NatWest

64%



64% of homeowners planned to make sustainable home improvements in the next decade, down from 67% in H2 2022.

An electric car charging point remained the feature most likely to be installed in the next 10 years, stated by 37% of homeowners.

72%



72% of homeowners who are not planning to make sustainable home improvements in the next ten years stated that the cost of having the work done was a barrier.

Other notable obstacles included the level of disruption it would cause (30%) and availability of financing options (28%).

65%



65% of households reported trying to minimise home energy usage, up from a peak of 63% in Q4 2022.

39%



39% of prospective homebuyers looking to move in the next ten years stated that an Energy Performance Certificate (EPC) of C or above was a very important factor.

The cost of a property remained the number one factor to consider when buying a home with the proportion of prospective homebuyers ahead of both location and property features.

63%



63% of UK renters expect a rise in rent in the next 12 months, of which 75% want landlords to make sustainable changes to their properties to help offset the increase.

So, what does this mean for...



Homebuyers in the future?

Energy efficiency remains an important purchase consideration



Movers and prospective movers?

Continue to be motivated by greener benefits which support the cost of living



Homeowners in the future?

Are more likely to focus on minimising home energy use



Green lifestyle choices?

An increasing number of customers are making greener lifestyle choices

For more information:

- Look at our [Greener Homes Attitude Tracker](#) for the latest customer insight.
- See our [Green Mortgages page](#) for more product information.
- Look at our [Climate hub](#) for information and tools to support your customers.
- Let your customers know about our [NatWest Home Energy Hub](#) to see how they could make their homes more energy efficient.

TOMORROW
BEGINS
TODAY

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