

Make moves greener



NatWest

Greener Homes Attitude Tracker Q1 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 Q1 2023 findings (from 4,500 respondents surveyed)

39%



39% of prospective homebuyers looking to move in the next ten years stated that a property's Energy Performance Certificate (EPC) rating was a 'very important' factor.

This is down from 41% last quarter but is up significantly from 36% a year earlier.

The importance of the EPC rating has slipped below 'amount of local green space' and 'access to public transport' in the homebuyer property rankings.

24%



Prospective homebuyers aged 35-44 were the most likely to say that an EPC rating of C or above was an 'essential' feature (24%), while those aged 18-24 were the least likely (13%)

Many environmental and energy-saving features were considered less essential by prospective homebuyers in Q1 than was the case last summer, when wholesale gas and fuel prices had surged to record highs.

The cost of a property remained the number one factor to consider when buying a home with the proportion of prospective homebuyers stating it was 'very important' rising from 69% in Q4 2022 to 71% in the three months to March

63%



63% of homeowners planned to make sustainable home improvements in the next decade, down from 66% in Q4 2022

An electric car charging point remained the feature most likely to be installed in the next 10 years, stated by 37% of homeowners. It was followed by both solar panels and triple-glazing

71% of homeowners not planning sustainable home improvements stated that the cost of having the work done was a barrier



62% of households reported trying to minimise home energy use

48% of consumers had turned down their thermostat as part of efforts to reduce bills

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 benefits to support the cost of living



Homeowners in the future?

Less likely to invest in making their homes more energy efficient BUT are more likely to focus on minimising home energy use



Green lifestyle choices?

An increased 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
- Your customers can also use our free [Home Energy Plan](#) to see how they can make their homes more energy efficient

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TODAY

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