

# Make moves greener



NatWest

## Greener Homes Attitude Tracker Q2 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 Q2 2023 findings (from 4,500 respondents surveyed)

66%



66% of homeowners planned to make sustainable home improvements in the next decade, up from 63% in Q1 2023.

An electric car charging point remained the feature most likely to be installed in the next 10 years, stated by 40% of homeowners.

74%



74% 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 (32%) and availability of financing options (29%).

61%



61% of households reported trying to minimise home energy use down from a peak of 64% in Q4 2022.

20%



20% of prospective homebuyers looking to move in the next ten years stated that an Energy Performance Certificate (EPC) of C or above was an essential property feature.

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.

28%



28% of renters said it would be 'very important' for energy/utility bills to be included in the overall monthly rental price if searching for a property to rent in the next six months considering the recent rise in the cost of living.

## 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?

A decreasing 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 free [Home Energy Plan](#) to see how they can make their homes more energy efficient

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BEGINS  
TODAY

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