

In **June 2021** we surveyed our customers, in partnership with the *National Custom & Self Build Association (NaCSBA)*. We wanted to understand **who** are the people undertaking substantial homebuilding projects, what **motivates** them, and what **barriers** they are faced with.



Age

55-64

- **36%** were in this age bracket
- **68%** are **55+**
- Just **13%** are **under 45**



Income

£50-60K

The average joint household income. **39%** earn under **£50Kpa** and **20%** earn over **£100Kpa**



Type of Project

73% ARE BUILDING A BRAND NEW HOME

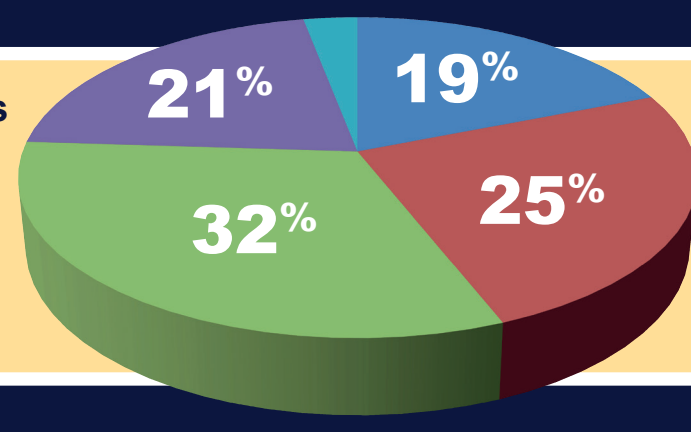
Of those building a new home, **84%** are **self building** and **16%** **custom building** (where you buy a prepared plot of land with existing services)



Budget

The budget for land and build shows a wide spread across the range...

Below £250K: **19%** £500K+: **21%**
£250 - £350K: **25%** £1M+: **3%**
£350 - £500K: **32%**



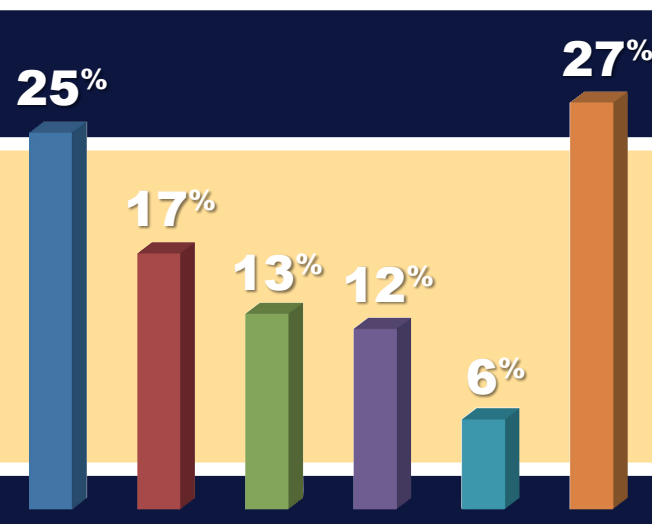
Hands on

47% EXPECT TO BE 'VERY HANDS ON' DURING THEIR PROJECT



Preferred method of construction

Timber Frame: **25%** Masonry: **12%**
Pre-fabricated / Structural Timber Panels (SIP's): **17%** Others: **6%**
Insulated Concrete Formwork (ICF): **13%** Undecided: **27%**



Plots

We asked people their realistic expectation for a plot (taking into account cost, location and affordability)

- **75%** would like to live within, or on the edge of, a smaller settlement
- **45%** would like a single plot in the open countryside
- **26%** would like to be part of a larger urban settlement



Quality

PERCEIVED LACK OF QUALITY IN UK HOUSING

- **94%** said if they could not self build they would not buy a new build property!
- **4.8/5** people believe it is **very important** their home is built to achieve **maximum energy efficiency**



Top 3

TOP 3 MOTIVATIONS:

- #1 To achieve **higher quality** than a standard new build (**4.8/5**)
- #2 A home **built to their exact specifications** (**4.6/5**)
- #3 A more **sustainable and environmentally friendly** home (**4.6/5**)



Top 3

TOP 3 OBSTACLES:

- #1 **Finding a plot** (**3.7/5**)
- #2 **Planning** (**3.4/5**)
- #3 **Time** (**2.9/5**)



PROJECTS WITH EXISTING PROPERTIES

60% are substantially renovating, or extending and improving, an existing property

8% are converting a property into a home for the first time

41% have a budget of £100K+

THE 'RIGHT TO BUILD' AND 'HELP TO BUILD'

29% are not aware of the 'Right to Build' legislation

43% have joined a Right to Build register

20% have faced obstacles when joining their local authorities register



Top 3

THE TOP 3 OBSTACLES ARE:

- #1 Faced with **charges** to join/remain on the register
- #2 Lack of **response**
- #3 Told **no register** in their area (in England)

71% not yet aware of the new 'Help to Build' scheme

46% consider it may be of help in their own project

52%

had visited the **NSBRC** twice or more

77%

FEEL HAPPIER OR VERY MUCH HAPPIER DEALING WITH AN EMPLOYEE-OWNED BUSINESS LIKE THE NSBRC

4.5/5

Our rating for **Customer Experience**