

Greener Homes Attitude Tracker H1 2024



NatWest

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 H1 2024 findings (from 4,500 respondents surveyed per quarter)**

67%



67% of homeowners planned to make sustainable home improvements in the next decade, the highest level seen since 2022.

An electric car charging point remained one of the features most likely to be installed in the next 10 years, stated by 38% of homeowners - a small increase from H2 2023.

68%



68% 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 in the three months to June a fall from 72% in H2 2023 and an indicator that less are being put off by the upfront expense.

30%



30% of respondents said they regularly use public transport to reduce their environmental impact.

9% said they now use an electric or hybrid car, up from 5% in H2 2021.

32%



32% 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, but less see it as essential.

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.

58%



58% of those looking to buy a new home in the next 10 years said that a heat pump was an important feature.

Homebuyers view other environmental features, such as water meters (25% consider it "essential"), solar panels (14%) and EV charging points (12%) with increasing importance.

So, what does this mean for...



Homebuyers in the future?

Energy efficiency remains an important purchase consideration.



Movers and prospective movers?

Are increasingly motivated by homes with energy efficient features.



Homeowners in the future?

Are more likely to make energy efficiency improvements and less worried about taking on debt to do so



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.

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