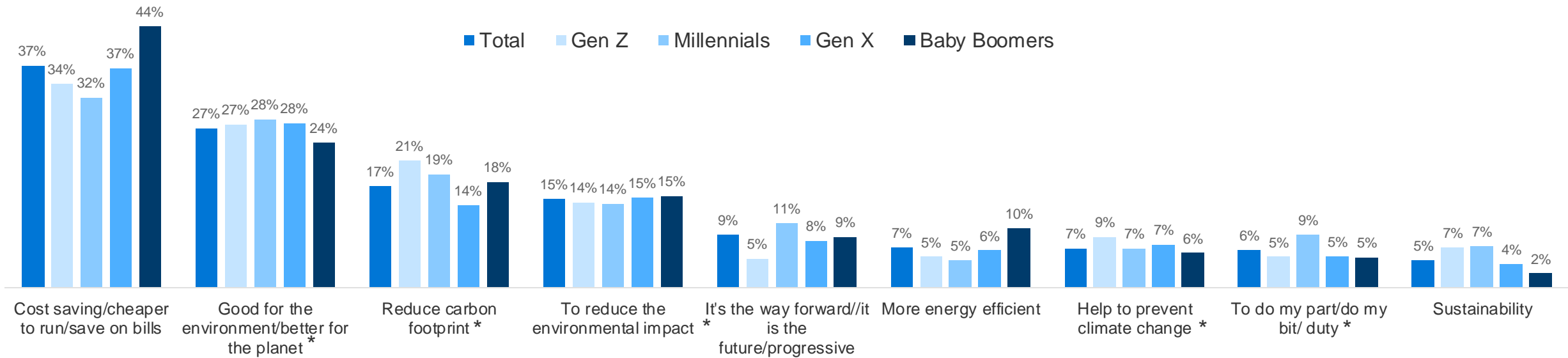


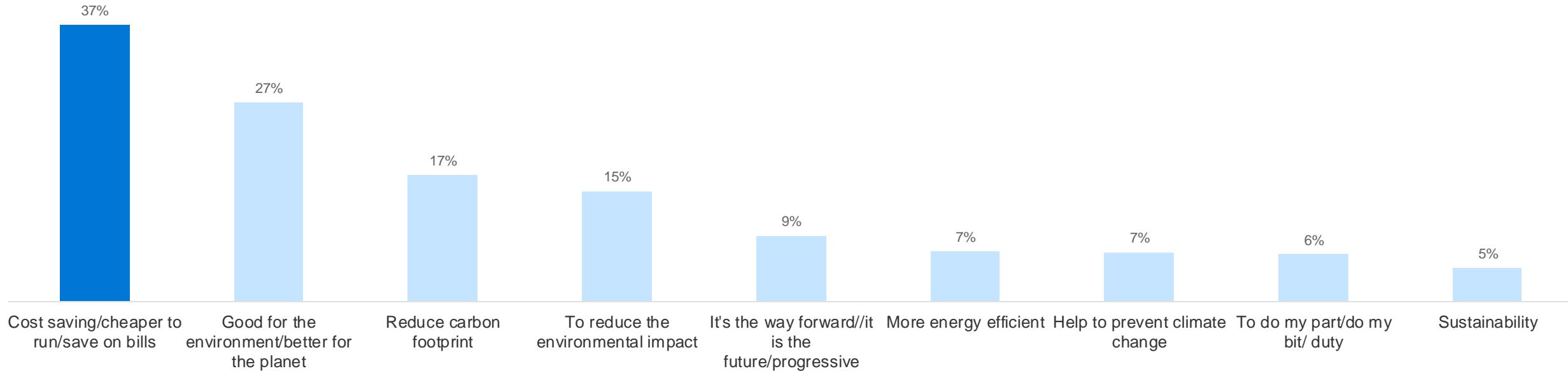
65% of adults would consider a low carbon home because of environmental factors such as reducing carbon footprint or helping to prevent climate change



NB: 65% has been calculated from the overall respondent pool selecting a least one of the * reasons.

Data Source: L&G / YouGov research amongst a UK representative sample of 2,405 adults (18-74) open to buying or renting a new-build property, Jul-Aug 2022

37% of adults prioritise the cost savings that they would see from cheaper energy bills





"I am deeply concerned about the impact that our actions have on the environment, and I would like to feel like I am doing something for the environment. I would hope that it would have an impact on my current bills."

Male, Future Buyer

"To try and help with the climate emergency and to save on heating costs."

Female, Future Buyer

"If I was looking to buy in the future, I would choose this style of home as it would help to reduce my bills and is better for the environment."

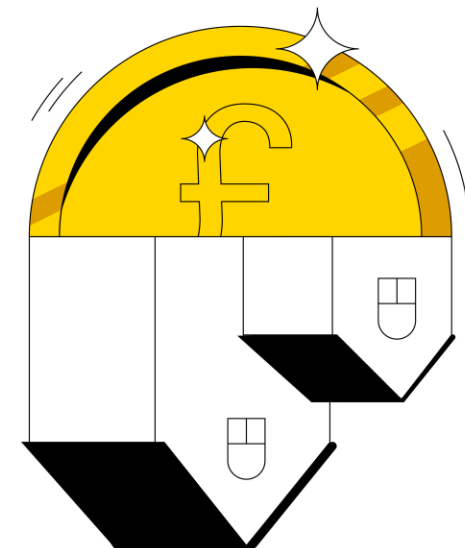
Male, Future Buyer

"Reducing the impact of your actions on the environment starts at home."

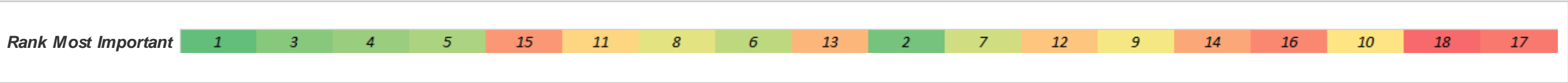
Female, Future Renter

"If it was to save me money in the future then I'd be open to have a look and buy a house with low carbon footprint."

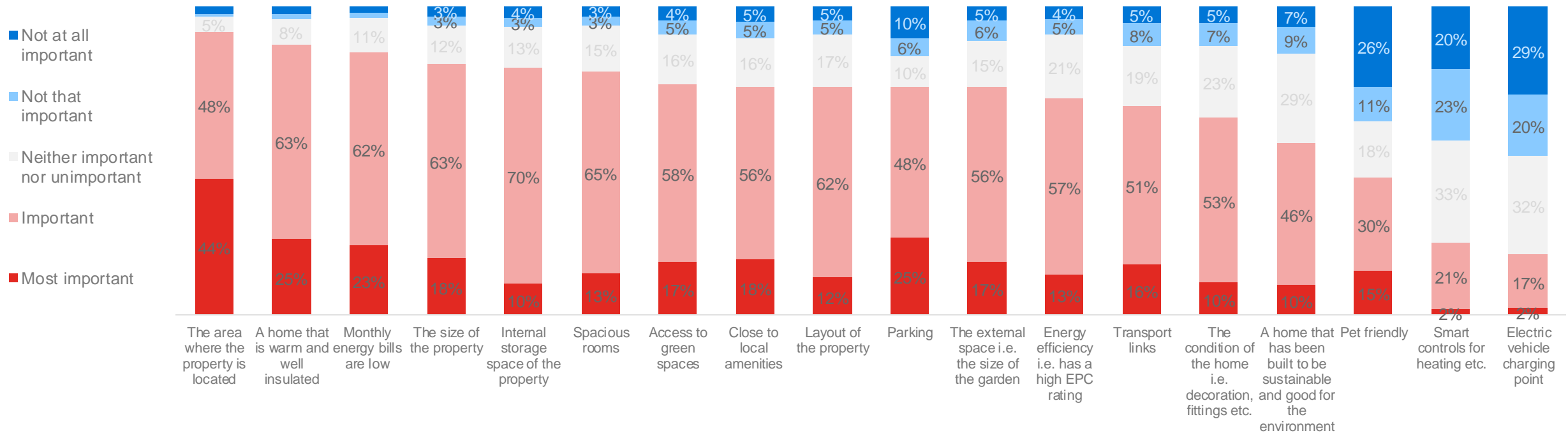
Female, Future Buyer



Prompted importance of features

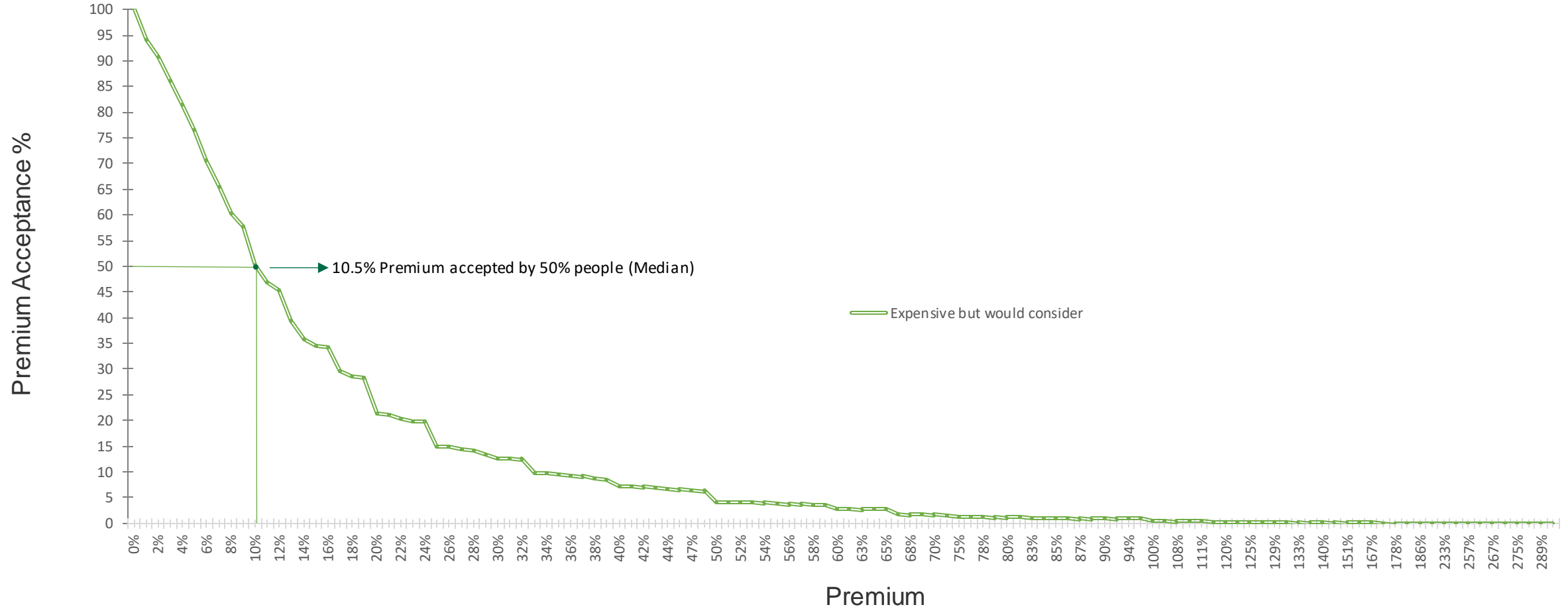


Net: Important



Data Source: L&G / YouGov research amongst a UK representative sample of 2,405 adults (18-74) open to buying or renting a new-build property, Jul-Aug 2022

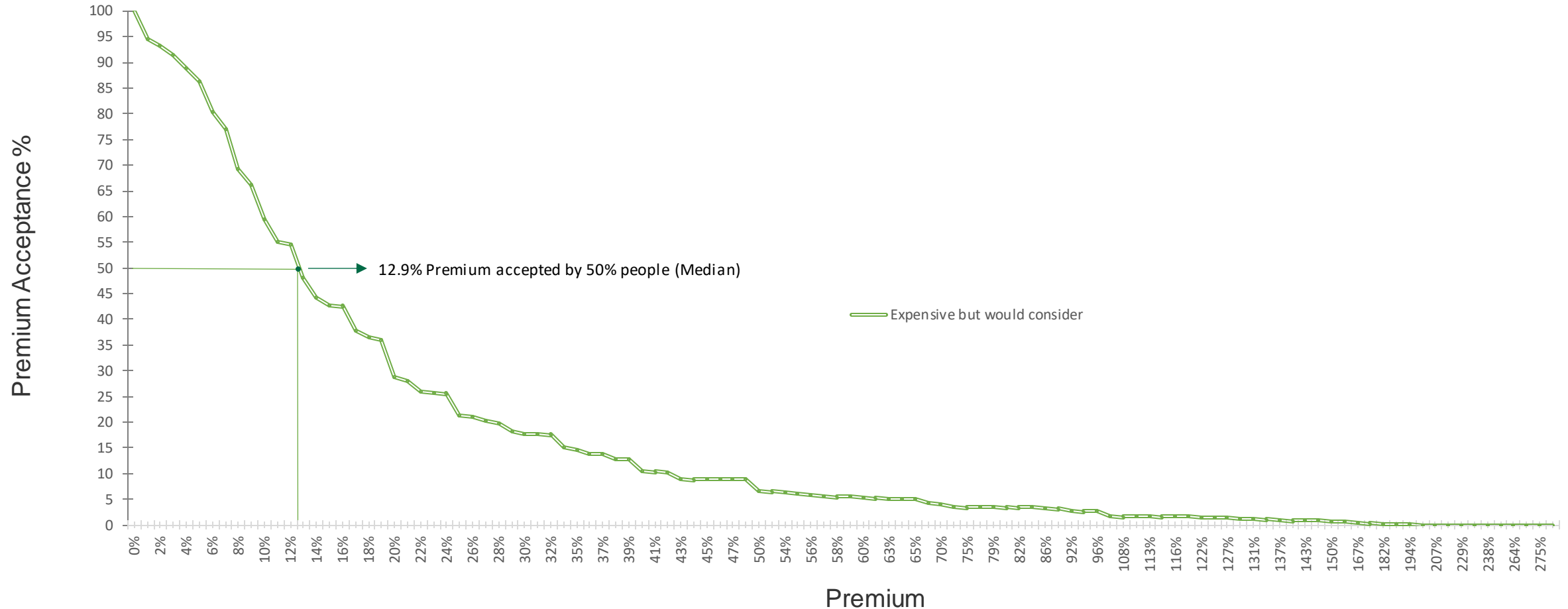
Median premium that future buyers would consider paying for a new low carbon home is 10.5%



Total base 1,623 - Future Buyers Total

Data Source: L&G / YouGov research amongst a UK representative sample of 2,405 adults (18-74) open to buying or renting a new-build property, Jul-Aug 2022

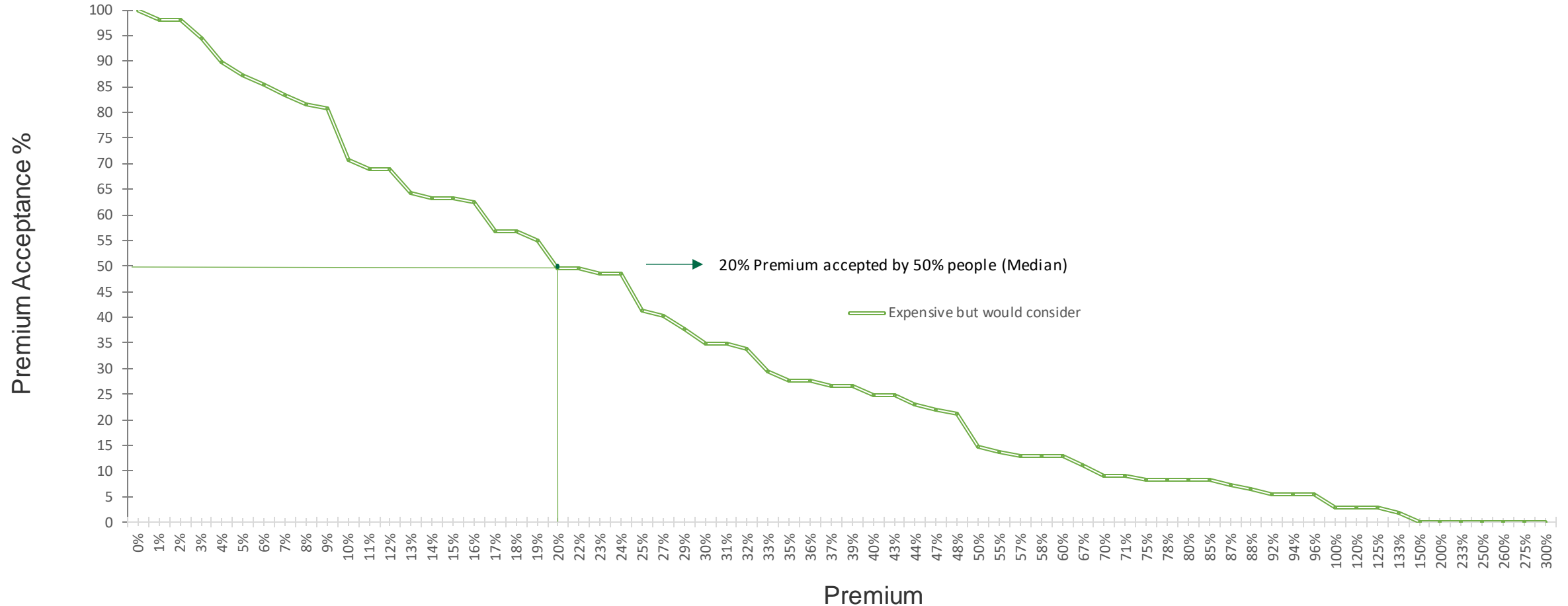
Median premium that future renters would consider paying for a new low carbon home is 12.9%



Total base 782 - Future Renters Total

Data Source: L&G / YouGov research amongst a UK representative sample of 2,405 adults (18-74) open to buying or renting a new-build property, Jul-Aug 2022

Median premium that Gen Z future buyers would consider paying for a new low carbon home is 20%



Total base 108 - Gen Z Future Buyers

Data Source: L&G / YouGov research amongst a UK representative sample of 2,405 adults (18-74) open to buying or renting a new-build property, Jul-Aug 2022

“Good insulation enables me to use less energy whilst keeping my home warm. This reduces utilities bills and my carbon footprint.”

Female, Future Renter



“[Good insulation] keeps heating bills lower which is financially and environmentally beneficial.”

Female, Future Renter