

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**

*It's worth noting that, in other surveys, interest in self building is highest in younger age groups*



## 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**

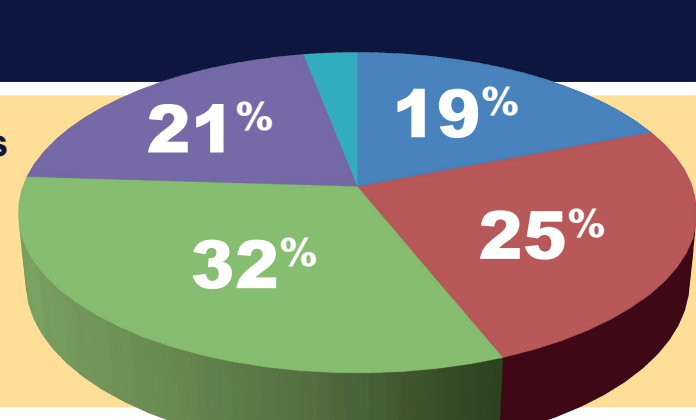
Of those building a new home, **84%** are **self building** and **16%** **custom building** (where you buy a prepared plot of land with existing services)



## 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%**



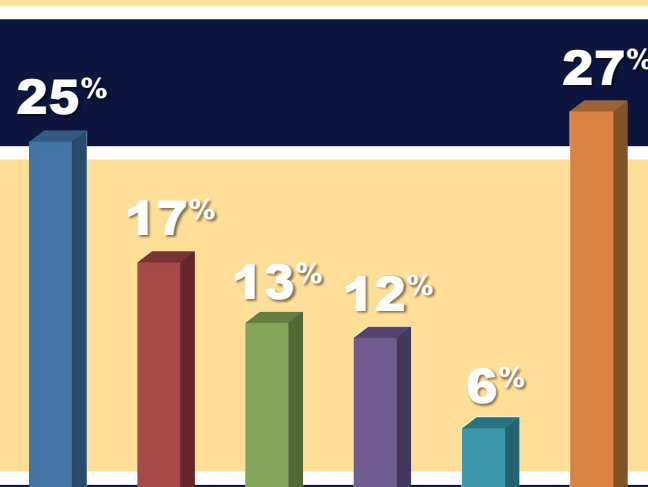
## Hands on

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



## Preferred method of construction

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

*\*People could select multiple options for this question*



## 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

**NSBRC**



**4.5/5** Our rating for **Customer Experience**

**77%**

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