

## More information about the 2022 NSBRC Survey

Our second annual survey of customers, was commissioned in 2022, 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.



**We believe people deserve better homes. We can help you create a better home by delivering on our three key promises:**

- We'll **inspire** you by showcasing the very best building methods, trends and technologies.
- We'll **inform** you with our range of shows, workshops, courses and educational tours.
- We'll always offer **impartial** advice you can trust.

**The NSBRC is open six days a week (Tuesday to Sunday) all year round.**



### Age

**55-64**

- **35%** were in this age bracket
- **69%** are **55+**
- Just **13%** are **under 45**

*There was no meaningful change to the data we received in 2021.*

We know that many self builders are equity rich, and will likely build regardless of wider market conditions, as it's the right time for them in their lives. This is good news for local companies and local economies. However, measures like Homes England's new delivery unit for self commissioned homes and the Help to Build equity scheme will, with time, open the market up to more and more people.



### Geography

**OUR REACH COVERS THE WHOLE OF THE UK**

**Just ¼ of our audience live in the same Postcode area (SN), or that immediately surrounding (BA, BS, GL, OX, RG, SP) the NSBRC**



### Income

**£50-60K**

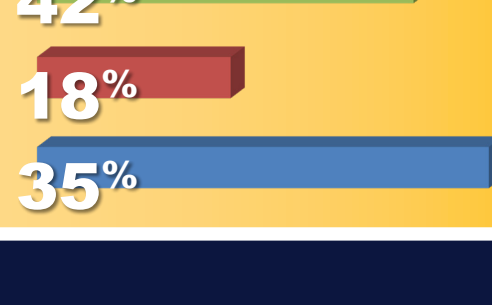
The average joint household income. **33%** earn under **£50Kpa** and **19%** earn over **£100Kpa**

*The percentage of people with a joint income of under £50Kpa has reduced from 39% in 2021.*



### Employment Status

- **42%** of our audience are **working Full Time** - either employed or self-employed
- A further **18%** are **working Part Time** - either employed or self-employed
- **35%** are **retired**



### Type of Project

**79% ARE BUILDING A BRAND NEW HOME**

Of those building a new home, **81% are self building** and **13.5% custom building** (where you buy a prepared plot of land with existing services)

*An increase from 73% in 2021.*

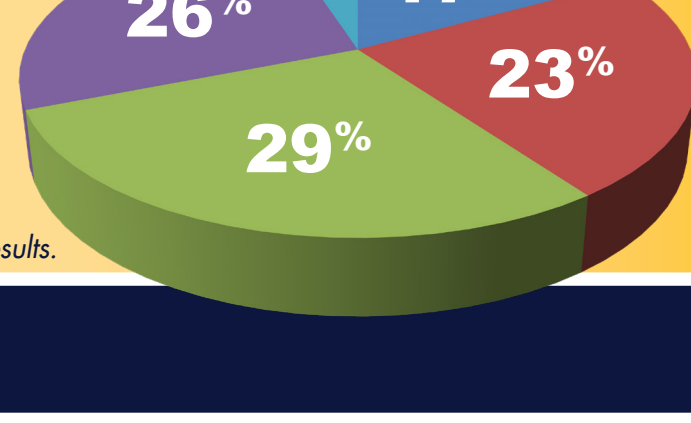


### Budget

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

Below £250K: **17%** £500K+: **26%**  
£250 - £350K: **23%** £1M+: **5%**  
£350 - £500K: **29%**

*Budgets £500K+ have increased by 7% from 2021 results.*



### Hands on

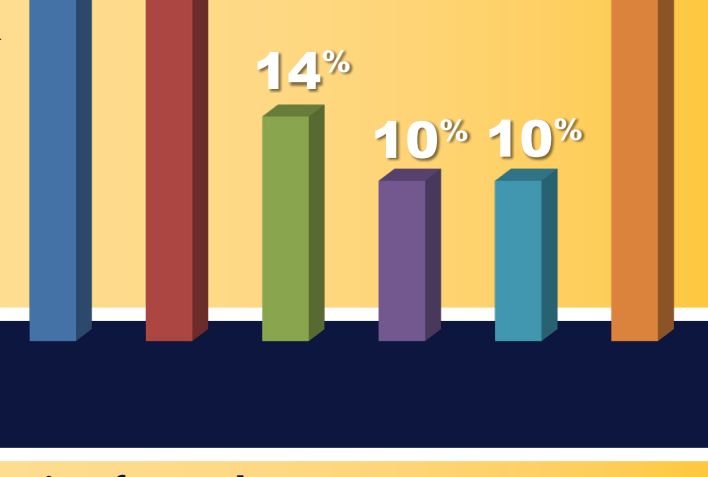
**47% EXPECT TO BE 'VERY HANDS ON' DURING THEIR PROJECT**



### Preferred method of construction

**TIMBER REMAINS THE MOST POPULAR CHOICE FOR SELF BUILDERS**

Timber Frame: **22%** Insulated Concrete Formwork (ICF): **10%**  
Pre-fabricated / Structural Timber Panels (SIP's): **22%** Others (including Oak, Straw Bale and COB): **10%**  
Traditional Masonry: **14%** Undecided: **22%**



### Plots

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

- **69%** would like to live within, or on the edge of, a **smaller settlement** (down from 75%)
- **41%** would like a single plot in the **open countryside** (down from 45% in 2021)
- **25%** would like to be part of a **larger urban settlement**
- **25%** would like to be part of a **smaller multi plot development (up to 20 homes)** within or on the edge of a larger settlement (up from 22%)
- **9%** would like to be part of a plot **within a larger development (over 20 homes)** (up from 6.5%)



### Quality

**PERCEIVED LACK OF QUALITY IN UK HOUSING**

**95%** said if they could not self build they would not buy a new build property!

Sustainability is very important to self-builders, with **90%** of people saying they'd budgeted for higher levels of insulation.

**Top five budgeted sustainable items:**  
Higher levels of insulation - **90%**  
A sustainable heat source (such as an air source or ground source heat pump) - **75.5%**  
Micro renewables to generate energy (such as solar PV) - **74%**  
Mechanical ventilation and/or heat recovery system - **70.5%**  
Triple glazing - **64%**



### Top 3

**TOP 3 MOTIVATIONS:**

- #1 To achieve **higher quality** than a standard new build (**4.7/5**)
- #2 A more **sustainable and environmentally friendly** home (**4.6/5**) (Up from no.3 in '21)
- #3 A home **built to their exact specifications** (**4.5/5**)



### Top 3

**TOP 3 OBSTACLES** have remained the same in 2022

- #1 **Finding a plot** (3.6/5)
- #2 **Planning** (3.4/5)
- #3 **Time** (3/5)



**PROJECTS WITH EXISTING PROPERTIES**

**66.7%** are substantially renovating, or extending and improving, an existing property

**5.4%** are converting a property into a home for the first time

**48%** have a budget of £100K+ (up from 41% in 2021)

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

**21%** are not aware of the 'Right to Build' legislation (down from 29% in 2021)

**50.7%** have joined a Right to Build register (up from 43% in 2021)

**44%** have faced obstacles when joining their local authorities register



### Top 3

**THE TOP 3 OBSTACLES** (for people in England) **ARE:**

- #1 Perception that there is **no point joining** as you get no help or information on plots
- #2 Could **not find information** about their local council's register
- #3 Don't meet the **local connection test**

**63%** were aware of the new 'Help to Build' equity scheme

**10.8%** plan to use it for their own project (with 52% feeling they wouldn't meet the criteria or it wouldn't help them)

## THE COST OF LIVING CRISIS

**52%** of self builders say the **current cost of living crisis** (energy price rises, inflation and materials/labour cost increases) has affected their plans

**ONLY 2%** have decided **not to pursue a project** while **30% have delayed their plans** but still plan to build

**40%** of those affected have **planned for more energy saving measures**

**28%** plan to do **more of the work themselves** to offset costs

**A SIMILAR PICTURE IS PAINTED BY THOSE DOING SMALLER SCALE PROJECTS**

**ONLY 4%** have decided **not to pursue a project** while **17% have delayed their plans** but still plan to build

**42%** plan to do more of the work themselves to offset costs and **34.5%** of those affected have planned for **more energy saving measures**

**44%** had visited the **NSBRC** twice or more

**NSBRC**  
**76%**

**4.4/5** Our rating for **Customer Experience**

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