

Flood Re Home Movers Research 2020

Methodology & objectives

Populus conducted a survey of 4,039 GB adults aged 18+ between the 23rd and 27th September 2020. Data is weighted to be representative of the population of Great Britain. Populus is a founder member of the British Council and abides by its rules. For further information, see <http://www.britishpollingcouncil.org/>.

Flood Re wanted to better understand home movers motivation to do so, the impact of the Covid-19 crisis, and attitudes towards properties deemed at risk of flooding.

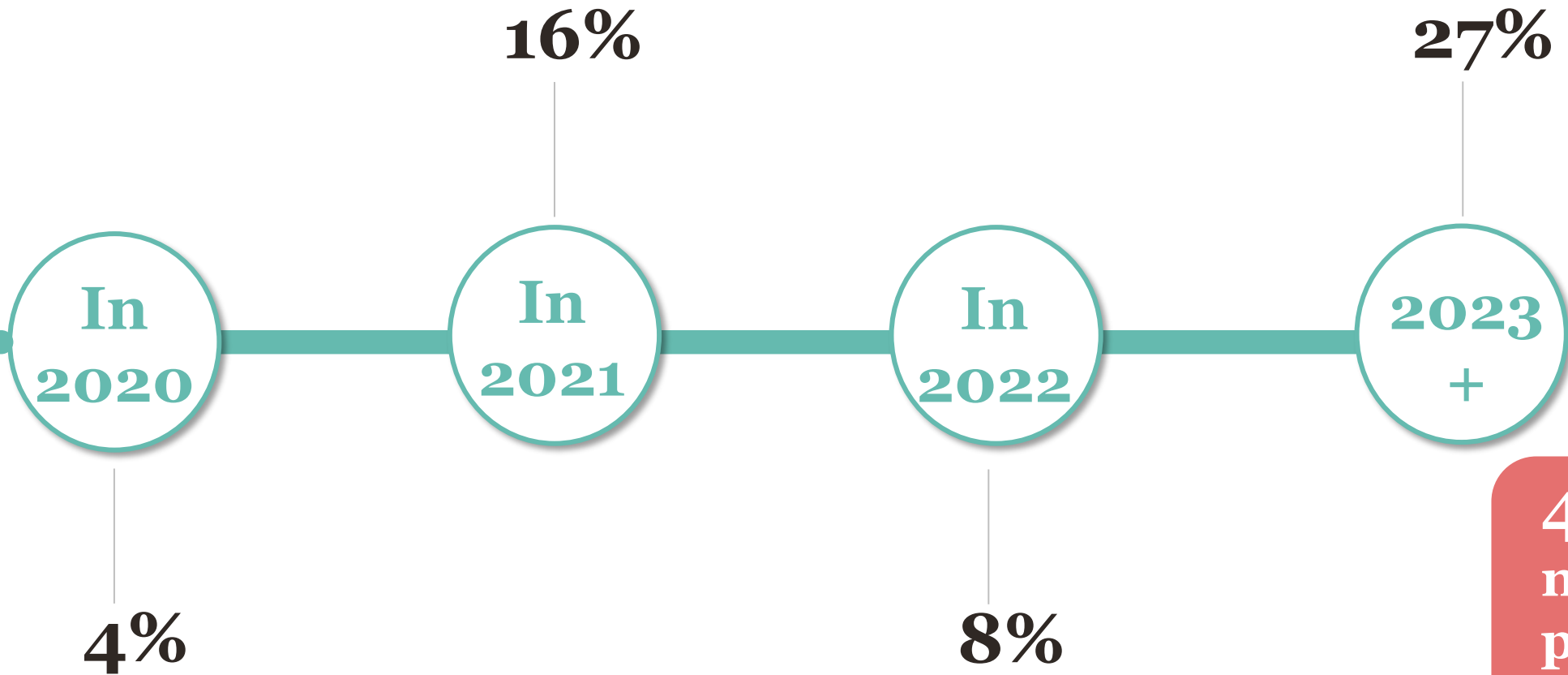
Overall findings

Around a quarter of the public expect to move in the near future, some of whom have been motivated at least in a small part by the Covid-19 crisis

Around a quarter (28%) of the public expect to move home by 2023

When, if at all, do you think you are likely to next move home?

28% before 2023

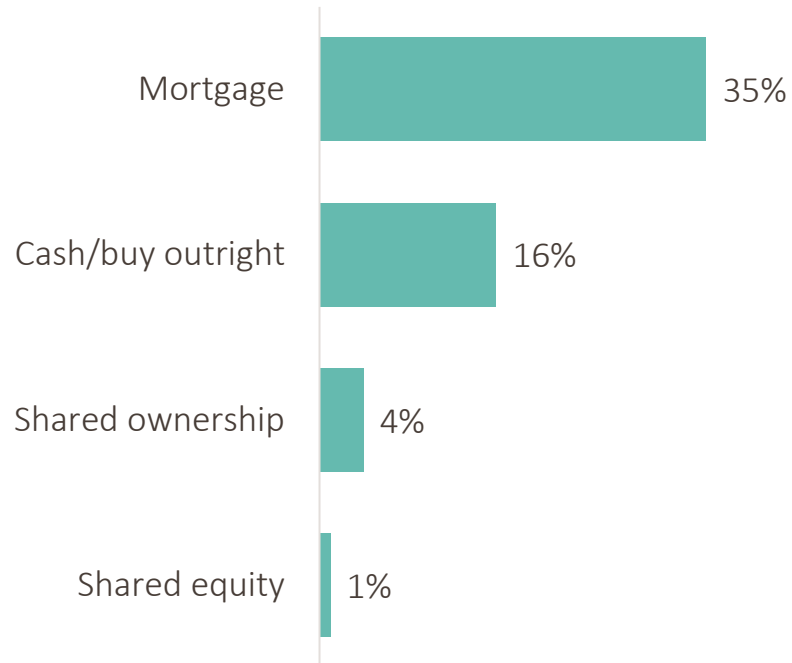


45% never plan on moving

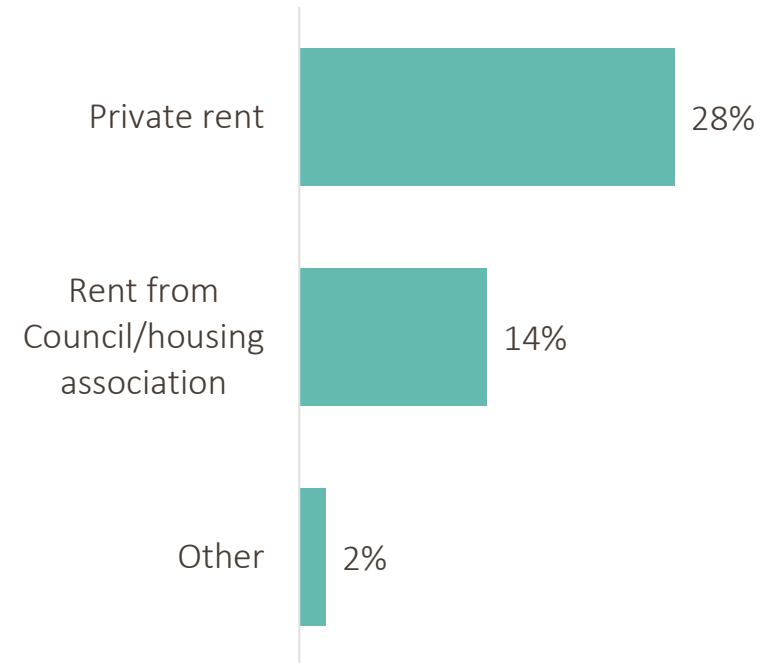
More than half (56%) are looking to buy their next home

You said you were likely to move home by 2022. When you move home, what do you think is your most likely finance option?

56% Buying



42% Renting



The most common motivation to move is to change the type of home respondents' live in

When you next move home, what do you think will be the main reasons for moving?

1. To change the type of home I live in (38%)

2. I don't like where I live currently (19%)

3. To buy my first home (18%)

4. To move to a more rural location (14%)

5. To live closer to family or friends (12%)

6. To move to a new job (11%)

7. To start a family (9%)

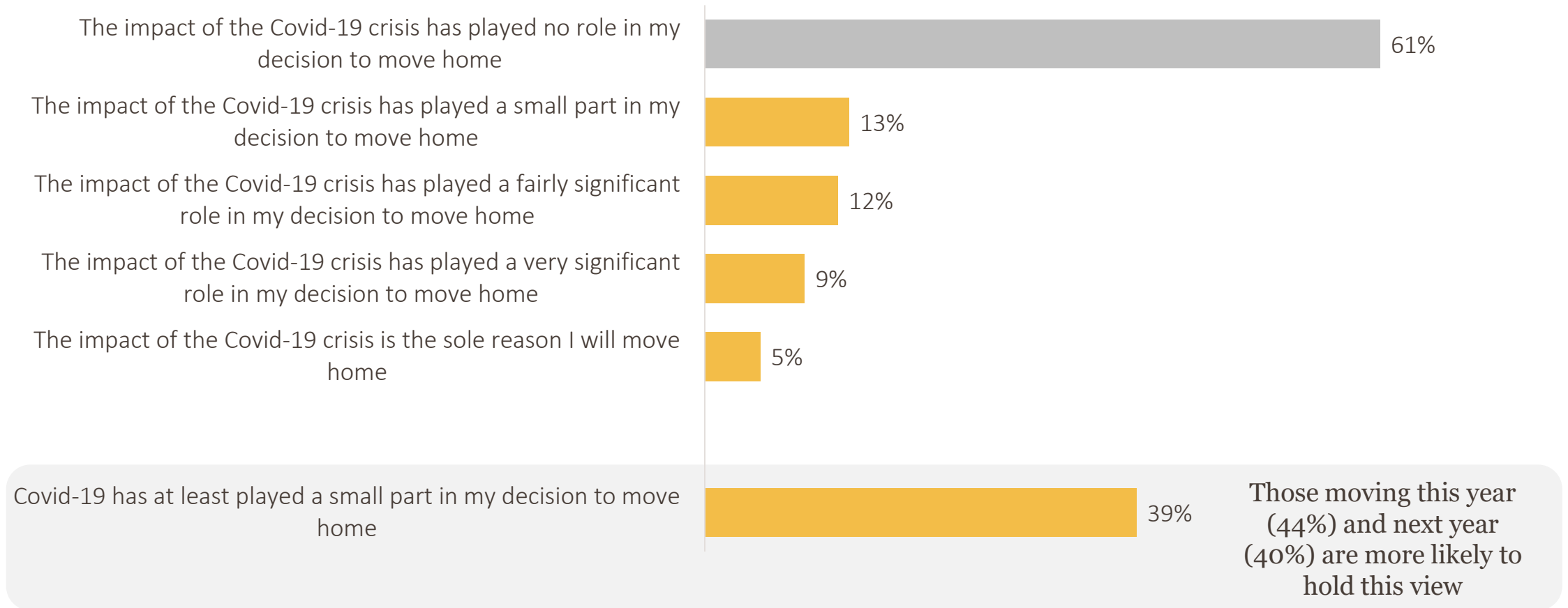
8. To be closer to my work (8%)

9. To move to a more urban location (7%)

10. The Government has cut stamp duty for properties under £500,000 (6%)

The Covid-19 crisis has at least played a small part in two-fifth (39%) of respondents' decision to move home by 2022

Which of the following statements best describes the impact of the Covid-19 crisis on your decision to move home?



The Covid-19 crisis has prompted them to move due to changing housing priorities and financial & working circumstances

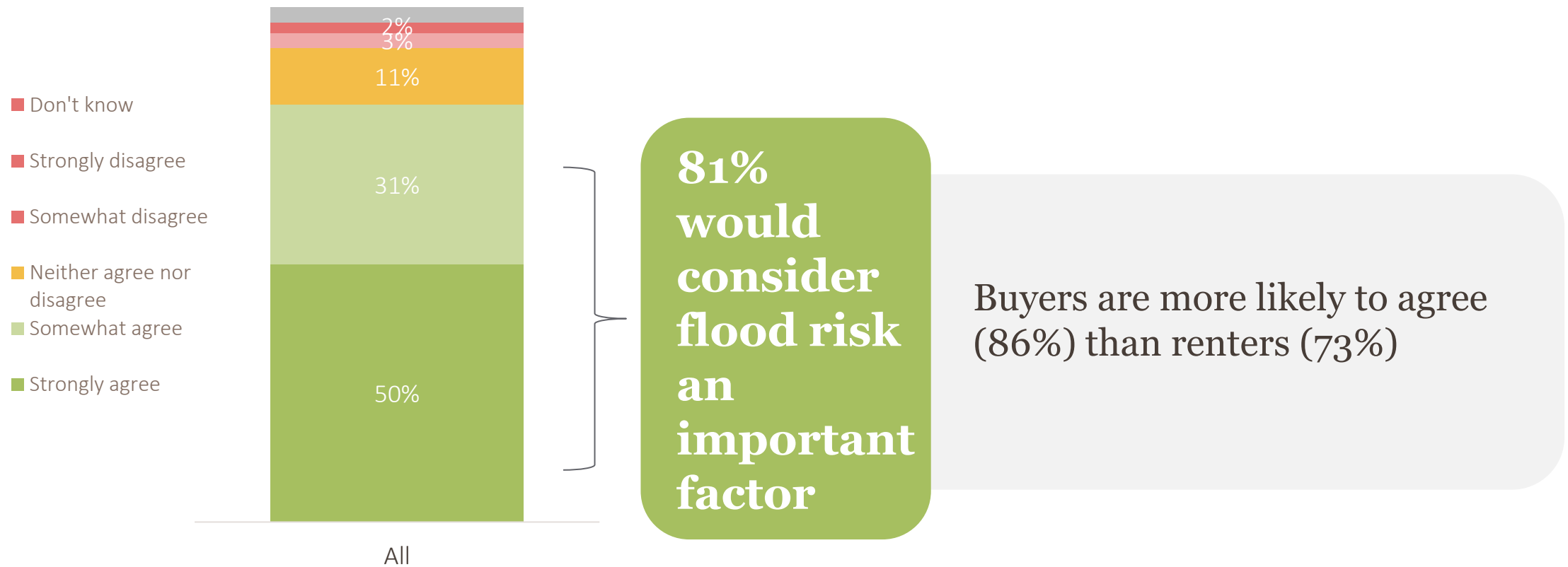
You said that the Covid-19 crisis has played a role in your decision to move home. Which of the following reasons, if any, best describes why?

- 1. My housing priorities have changed (36%)**
- 2. My financial circumstances have changed (26%)**
- 3. My working circumstances have changed (23%)**
4. I am considering locations I would not have considered before (20%)
5. The Government has cut stamp duty for properties under £500,000 (18%)
6. There are more properties on the market than usual (14%)
7. Housing prices have increased (13%)
8. Other (14%)

Flood risk is a concern for most movers & would make them less likely to move to property they liked. A Flood Risk Performance Certificate is seen to be a good idea

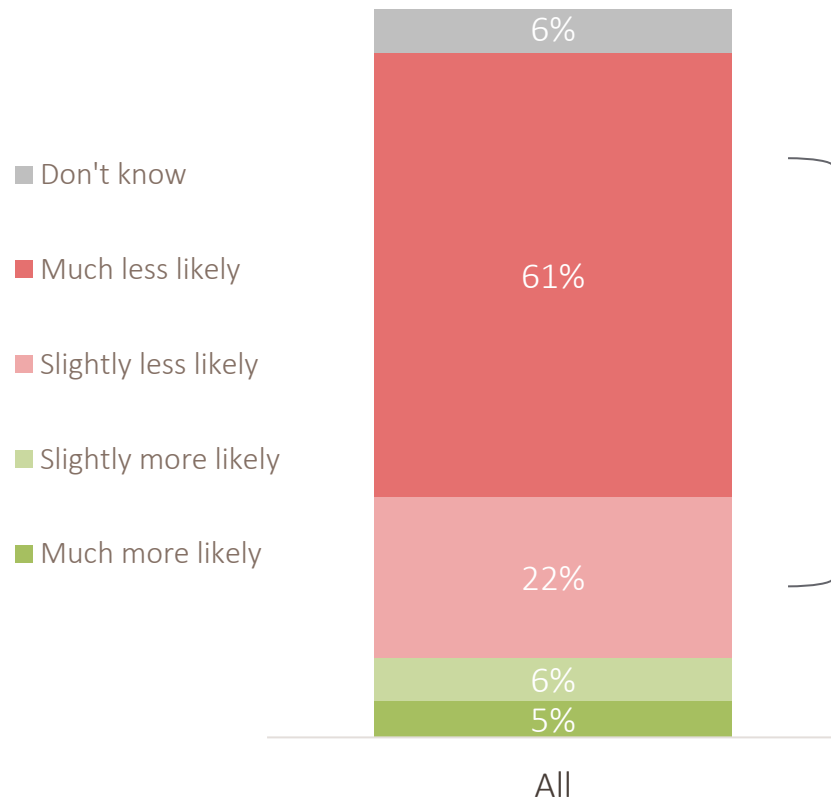
Flood risk is an important consideration for the majority (81%) of those looking to move home

To what extent do you agree or disagree with the following statement 'Flood risk is an important factor I'd consider when purchasing or renting a new home'?



Most (82%) would be less likely to move to a property designated as a 'flood risk'

If you found a property you wanted to move to, but you were told it was located in an area designated at risk of flooding by the UK Government, would this make you more or less likely to purchase of rent that property?

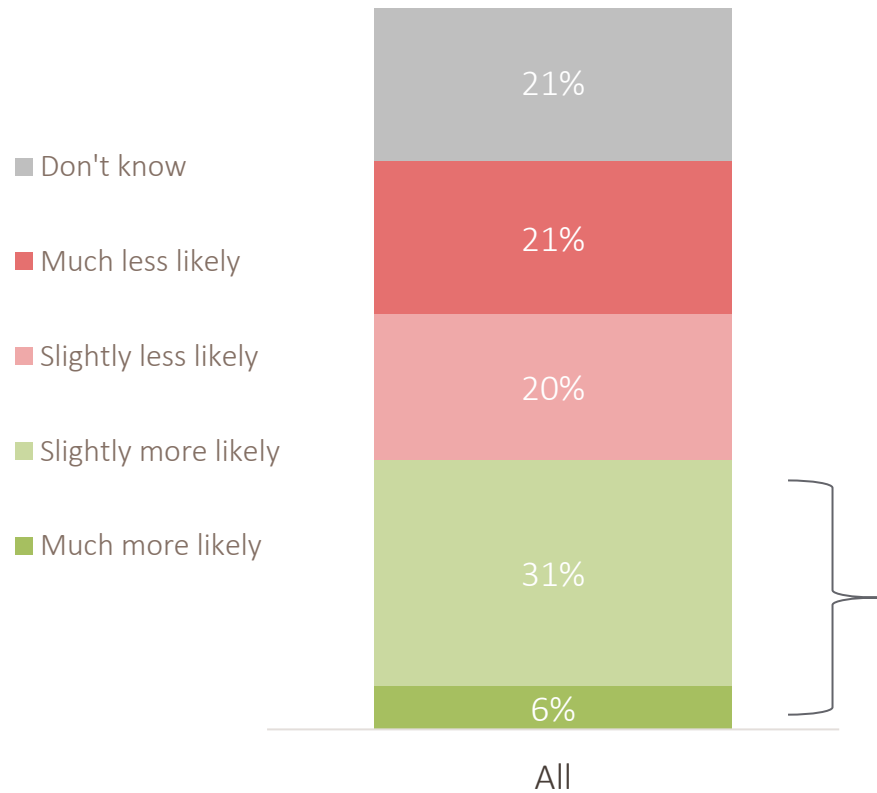


82%
would be
less likely
to move
to a flood
risk
property

Younger respondents' aged 18-24 (77%) are less cautious than those aged 55-64 (89%) or 65+ (98%)

Some (37%) would be more likely to move to a flood risk property if information on how to safeguard the property from flooding was available

If information on how to safeguard the property from flooding was available, would this make you more likely or less likely to purchase or rent it?



Practical advice would make some (37%) more likely to move

Younger respondents' aged 18-24 (55%) are much more likely to agree than those aged 55-64 (18%) or 65+ (17%)

Most (81%) think providing prospective buyers & renters with a Flood Risk Performance Certificate is a good idea

To what extent do you think it would be a good idea or a bad idea to provide prospective buyers and renters with a Flood Performance Certificate when they are moving home?

81% think a Flood Risk Performance certificate is a good idea

45%

A very good idea

36%

A fairly good idea

6%

Not such a good idea

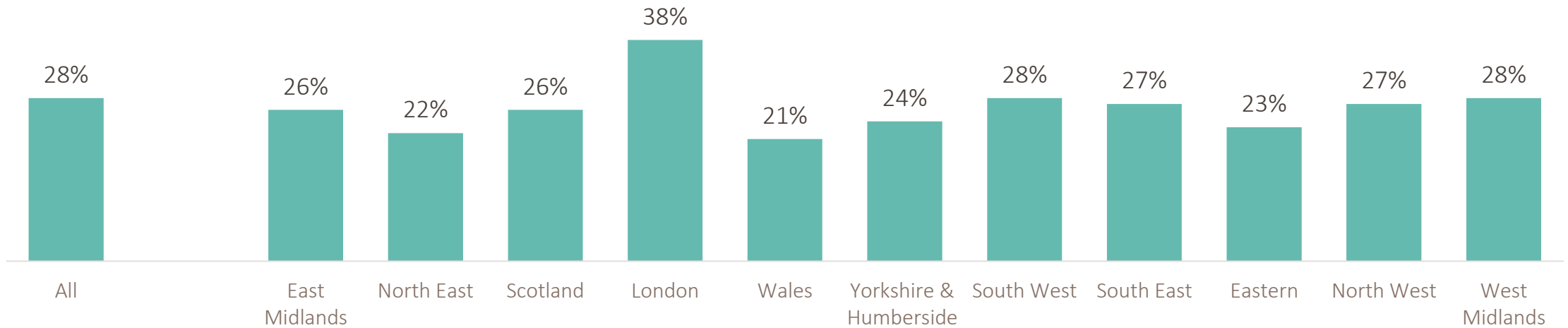
45%

A very bad idea

Appendix

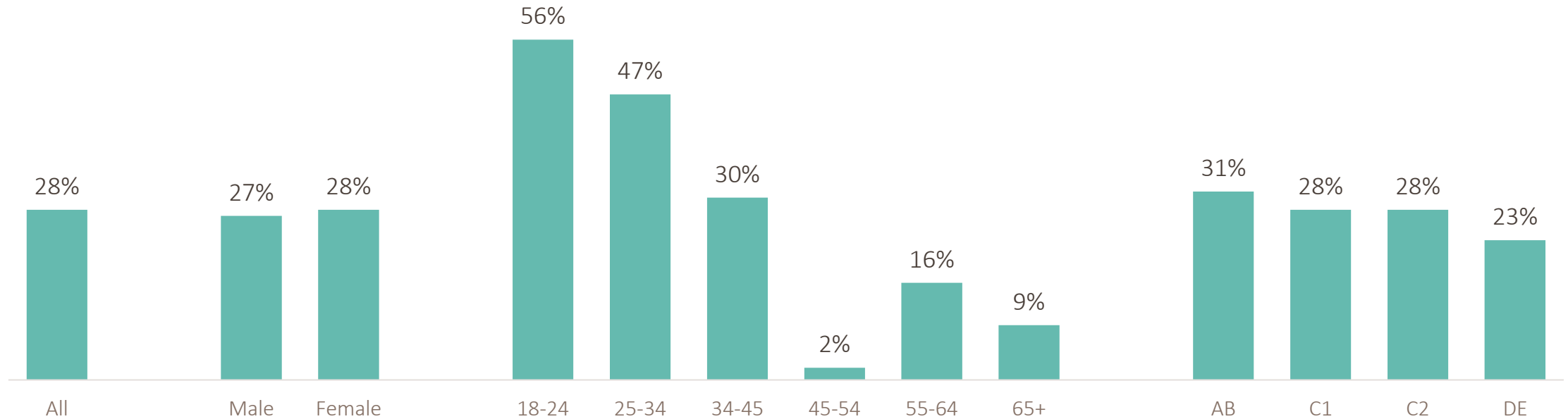
Londoners are slightly more likely to be looking to move by 2023

When, if at all, do you think you are likely to next move home?



Younger people are much more likely to move home by 2023

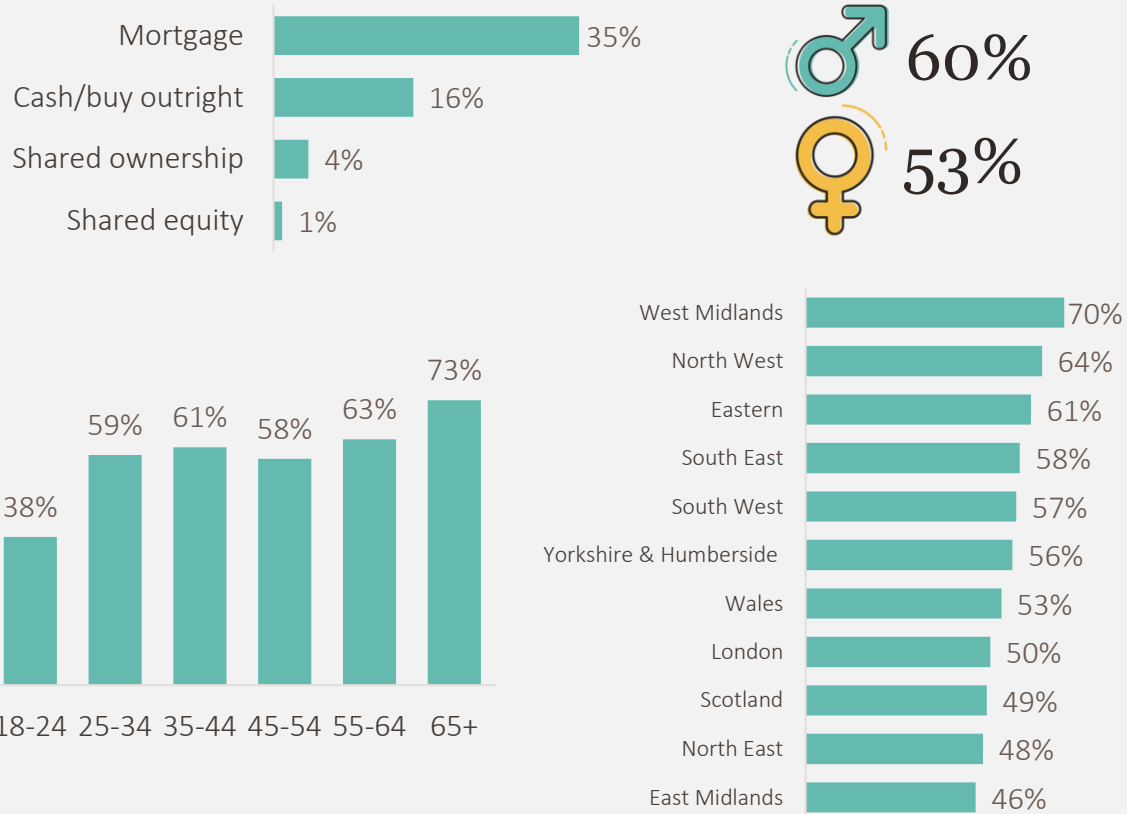
When, if at all, do you think you are likely to next move home?



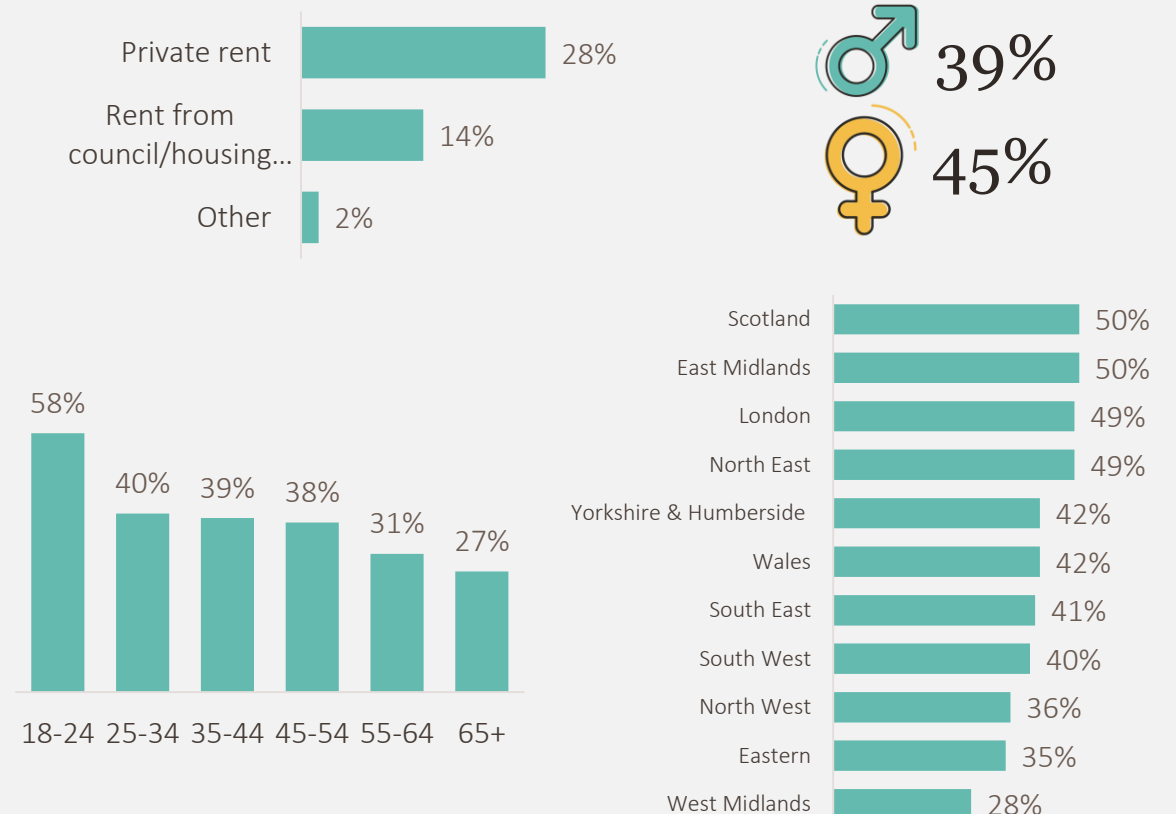
Most (56%) are looking to buy their next home – they tend to be slightly older

You said you were likely to move home by 2022. When you move home, what do you think is your most likely finance option?

56% Buying

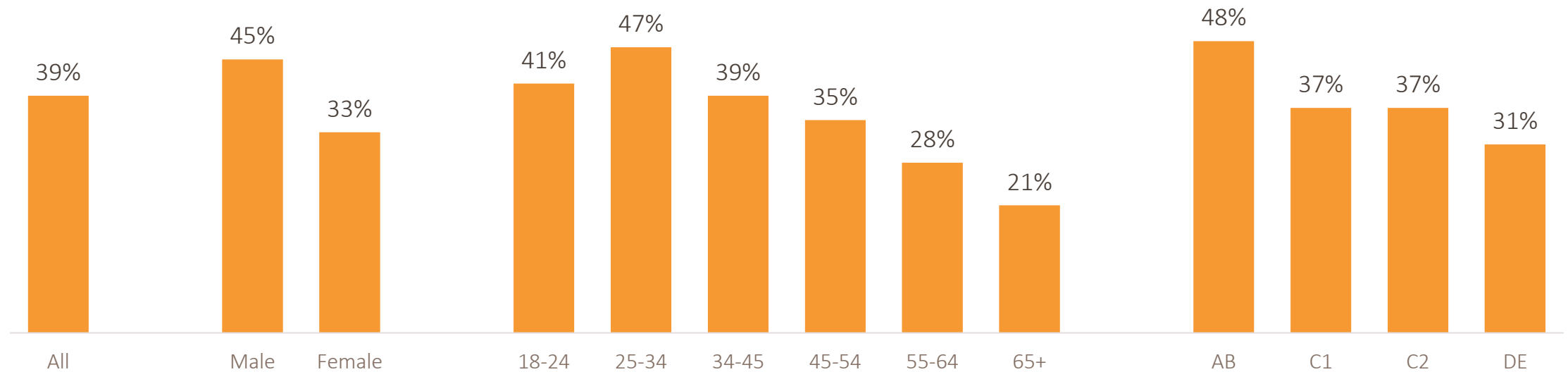


42% Renting



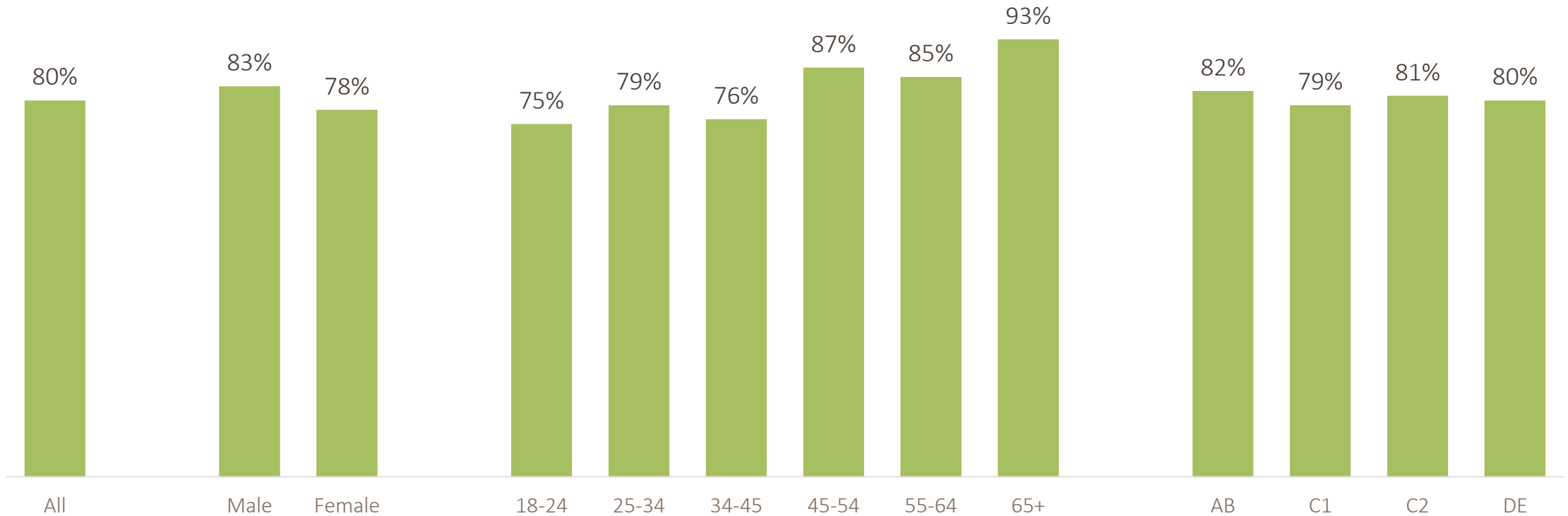
Younger people's decision to move home is more likely to have been impacted by Covid-19

Which of the following statements best describes the impact of the Covid-19 crisis on your decision to move home? [SHOWING SUM HAS PLAYED AT LEAST A SMALL PART IN MY DECISION TO MOVE HOME]



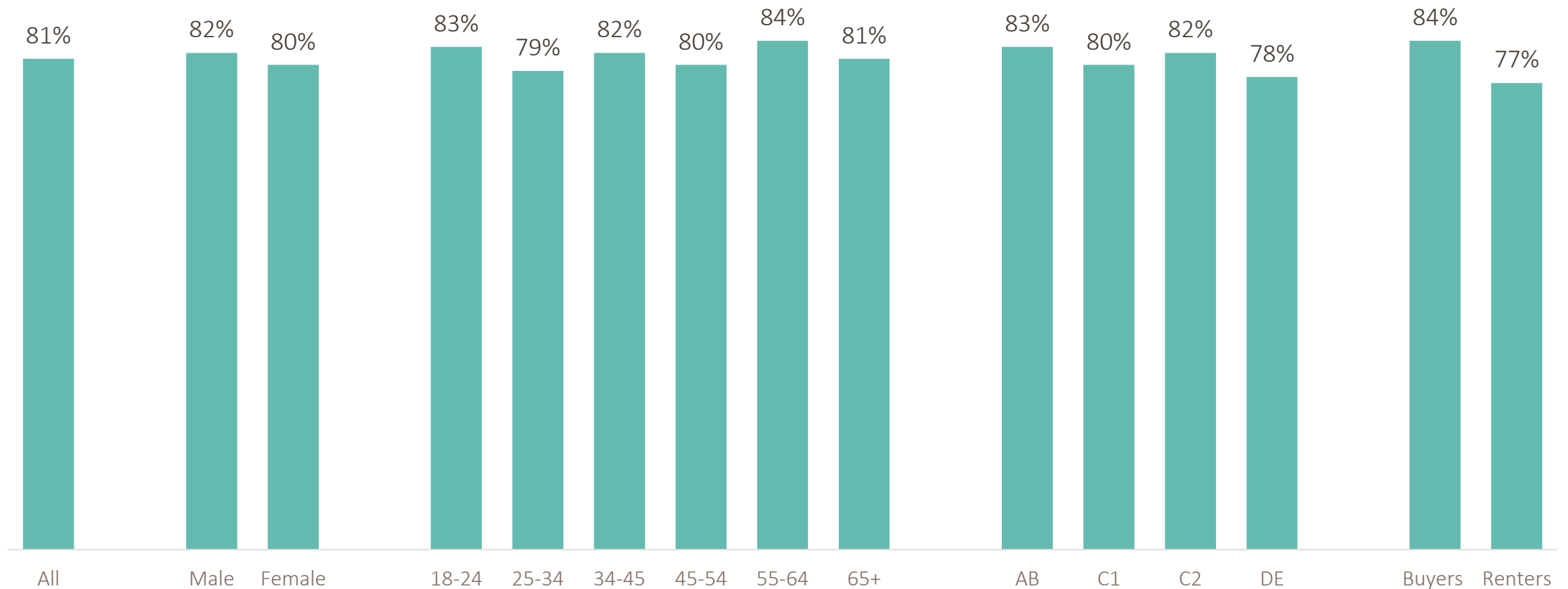
Older generations are more concerned about flood risk

To what extent do you agree or disagree with the following statement 'Flood risk is an important factor I'd consider when purchasing or renting a new home'? [SHOWING SUM AGREE]



A Flood Risk Performance Certificate is seen to be a good idea across differing gender, ages, and financial circumstance

To what extent do you think it would be a good idea or a bad idea to provide prospective buyers and renters with a Flood Performance Certificate when they are moving home? [SHOWING SUM GOOD IDEA]



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