

# Voice of the Resident

Measure and understand to inspire product and service innovation

## Covid is transforming the way we live

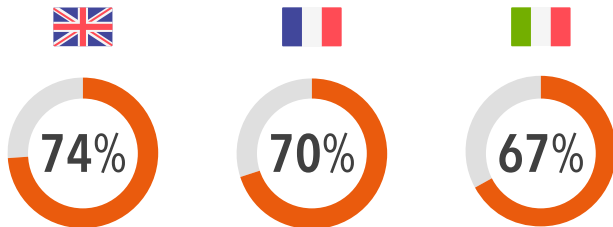
INSIGHTS FROM OUR EURO OPINION TRACKER COMPARING RESIDENT'S VIEWS IN THE UK, FRANCE AND ITALY



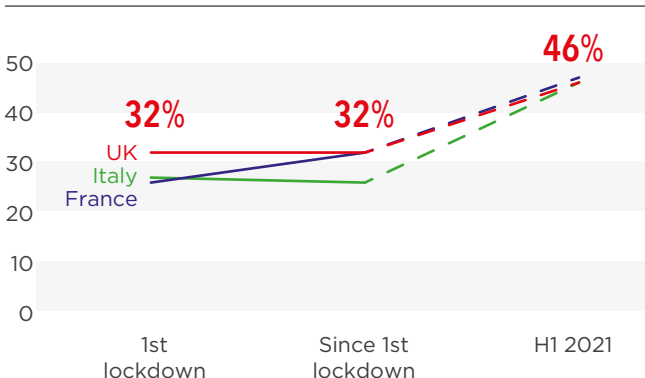
Look out for details of BVA BDRC's **Voice of the Resident 2021**, to be issued in the next few weeks

### SINCE THE FIRST LOCKDOWN, MOST HOUSEHOLDS HAVE COMMITTED OR PLAN TO INVEST IN THEIR PROPERTY

Three quarters of Brits have or will be investing in their home before the end of H1



Spending will peak in H1 2021



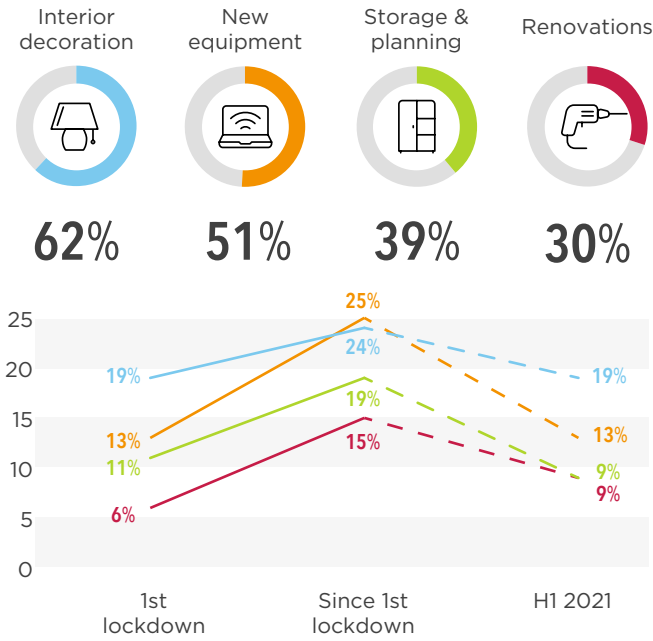
Consumer motivations

		Country vs. average		
		UK	France	Italy
Redecorating your house to match your taste	44%	↑	↓	↓
Reduce energy bills	27%	=	↓	↑
More flexibility to use every room	22%	↑	↓	=
Create space that is suitable to work in	19%	↑	↓	↑
Preserving the environment	17%	↓	↓	↑
For better air quality	16%	↓	↓	↑
More rooms to get some peace and quiet	14%	=	↓	↑
More thermal and acoustic insulation	14%	↓	=	↑
Create more outdoor space	13%	=	=	=
Create more space for sports practice	9%	=	=	↑

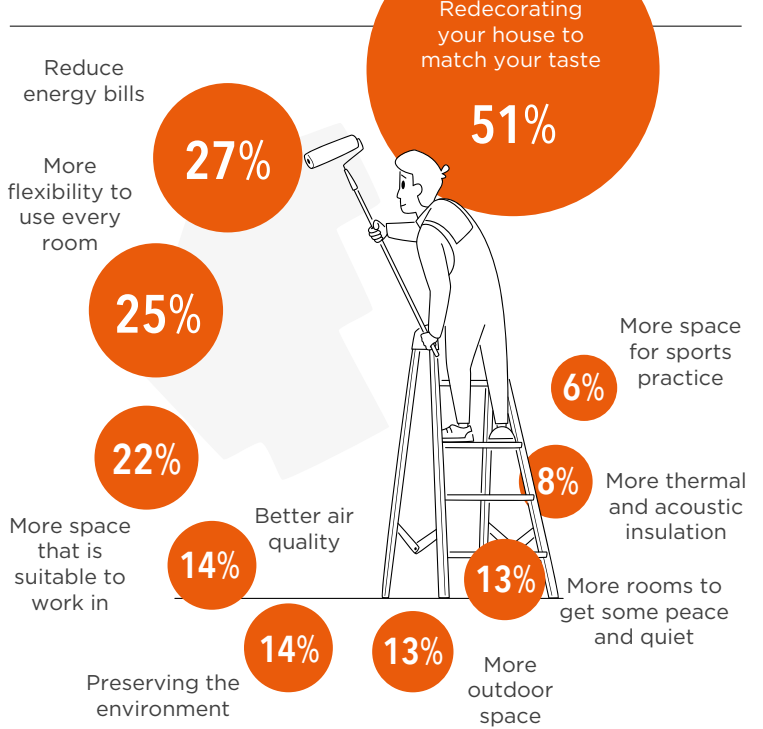


# BRITS ARE MUCH MORE LIKELY TO PLAN HOME DECORATION AND INVESTMENT IN NEW EQUIPMENT

## Home improvement projects



## Brits home improvement

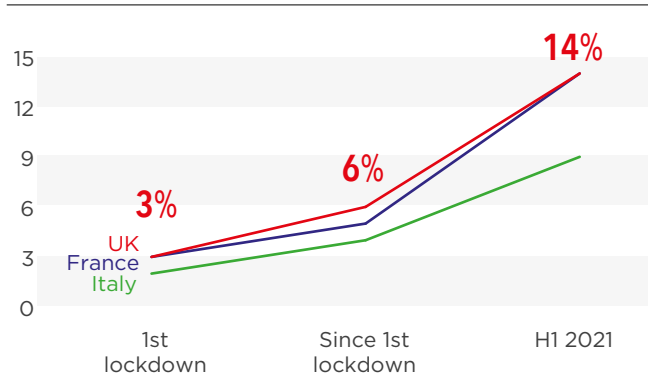


# A HIGH PROPORTION OF UK HOME MOVES ARE FOR MORE SPACE AND TRANQUILITY

## Home moves (done or planned)



## An upward home move trend projected for 2021



## Planned purchase of a second home



## Motivations for moving home

Motivation	UK	France	Italy	Country vs. average
More space	25%	27%	24%	23%
To be closer to work	22%	24%	16%	23%
More rooms	21%	20%	21%	21%
A quieter city neighbourhood	19%	20%	16%	17%
More outdoor space	18%	18%	19%	17%
Living in the countryside	17%	17%	21%	15%
Less people/crowds around me	16%	19%	11%	17%
Living in a smaller town	14%	14%	13%	15%
A more lively city neighbourhood	13%	14%	8%	16%