



# One in eight Brits expect to research or plan building their own home in the next 12 months

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One in eight Brits expect to research how to build a home for themselves in the next 12 months, and around one in 50 expect to buy a building plot, obtain detailed planning consent or start construction work on their self build home during the coming year or so.

These are the main findings from a new nationwide survey into people's self build plans, commissioned by the National Self Build Association (NaSBA) and conducted by Ipsos MORI.

The survey questioned nearly 2,000 people about possible self build activities. Those polled were given a range of options to identify how far they expect to progress their plans in the next 12 months. These ranged from, at one extreme, simply expecting to watch a TV programme on self building, while at the other expecting to complete construction work on their home.

The results show that just over a quarter (26%), expect to watch a television programme on self building if it comes on, indicating that they have a passing interest in self building. One in eight (12%), around 6 million people, expect to move on to the next step and actively research how to build a home for themselves in the next 12 months.

The survey revealed that 2% expect to move beyond researching to the action stage in the next 12 months or so - that is they expect to buy a building plot, submit a planning application, start construction work, or complete construction work on their self build home in the next 12 months or so. That represents approximately one million people.

Those expecting to research or plan a self build project:

- cover a wide range of age groups, though people aged 35-54 are the most likely to be in this group.
- come from a wide range of income groups, although a higher proportion of people from modest income households (£17,500-£25,000 a year), and those with higher incomes (i.e. those with household incomes of £40,000+) fall into this category.
- are spread evenly across all socio-economic groups (ABC1: 12% and C2DE: 12%).
- are concentrated in some hotspots around the country: London (13%), Scotland (15%), Yorkshire and Humberside (14%) and Wales (18%). They are less prevalent in the North East (5%) and West Midlands (7%).

NaSBA Chair Ted Stevens said: "This survey is extremely encouraging and shows that our partnership with the Government to promote self build housing in England is working. If the findings were applied to the nation as a whole it would suggest that six million people are currently looking into the feasibility of undertaking a self build project. The fact that one million people have already moved to the next stage - and are either actively hunting for a building plot, have already acquired one or are now building their home - shows there is a growing army of self builders tooling up for the future."

"The survey suggests that there is a huge appetite to build a home in the UK and that there will be many more self build homes completed in years to come. This presents a massive economic opportunity for the country, including significant opportunities for suppliers, local builders, and lenders. But it also underlines the need for us to maintain our momentum to help the sector and enable these people to realise their self build ambitions"

"We plan to undertake this survey every year now so that we can chart the changes and measure the trends in the sector".

**ENDS**

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For further information contact:

- Ted Stevens on 07860 336087 or [chair@nasba.org.uk](mailto:chair@nasba.org.uk)
- Tom Lowe on 07557 129229 or [editor@selfbuildportal.org.uk](mailto:editor@selfbuildportal.org.uk)

Notes:

1. The research was conducted on Ipsos MORI's Capibus study between 11th and 21st January 2013. The question was asked face-to-face of 1973 adults aged 15+ across Great Britain. The survey data are weighted to the known population profile.
2. Full data tables are available at [www.ipsos-mori.com](http://www.ipsos-mori.com). The tables include full question text, the options presented to respondents, and show the definitions of the combination codes used here ("Research/planning" and "Action").
3. For a sample size of 1973, where 10% give a particular answer, the chances are, 19 in 20, that the "true" value (which would have been obtained if the whole population had been interviewed) will fall within the range of  $\pm 1$  percentage points from the survey result (i.e. between 9% and 11%). This assumes a purely random sample, and therefore the margin of error for a survey such as this will be slightly wider.
4. Grossing calculations are based on 51 million people aged 15+ in Great Britain (taken from Census sources). These calculations are themselves subject to sampling tolerances (see 3. above).