

Building better homes

Report 2016





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Building better homes research



In 2016, we commissioned an independent piece of research* amongst homeowners and potential home buyers across the UK to understand more about their attitudes and experiences of living in, or potentially buying a new build property. We wanted to find out what the highlights and pitfalls for the homeowner are of owning a new build property so we could gain a deeper understanding of what it's like to live in a new build and what people can expect from their home.

Overall, consumer confidence in the quality of homes built by the UK's national housebuilders is high - and whilst there's plenty to love about new builds many homeowners remain disappointed with their home.

With new housing being in such high demand the Building Better Homes Report 2016 highlights the many areas that homeowners are disappointed with and what they expect from any housebuilder when buying a modern new build home. With 1 in 5 homeowners not willing to buy from the same property developer again the challenge for 2017 will be whether housebuilders are willing to build a better quality of home that meets or exceeds the needs and expectations of the homeowner.

Now is a great time for all housebuilders to look at specifying higher quality materials for future developments.

Sarah
 Sarah White
 Residential Sector Manager

* Opinions Matter research 2016 (600 respondents)

There's plenty to love about new builds

We researched 600 people who were either looking to purchase, had purchased in the previous 12 months or never considered purchasing a new build property. We wanted to understand what drives consumer confidence in new builds and what opportunity there is for housebuilders to stand out by adopting innovative materials that enhance the enjoyment of a new build home.



Courtesy of Cumbrian Homes

The top five advantages to purchasing a new build property:



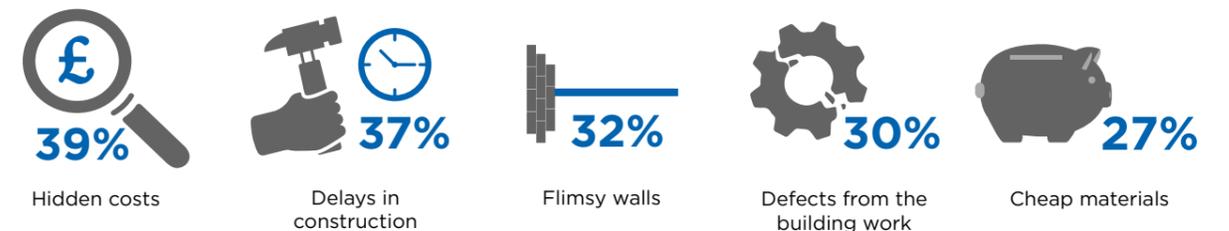
Our survey shows there's much to recommend about purchasing a new build property but there's still more to be done.

However homeowners remain disappointed

For consumers who have previously purchased a new build home, 77% were concerned about the saleability of their new build property based on the quality of building work, ranking flimsy walls (32%) and cheap materials (27%) amongst their top five concerns with new build homes.

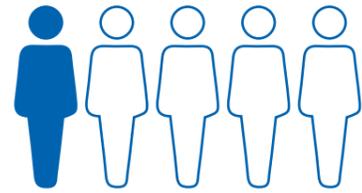


The top five disadvantages to purchasing a new build property:



38% of people said they would avoid buying another new build property in the future.

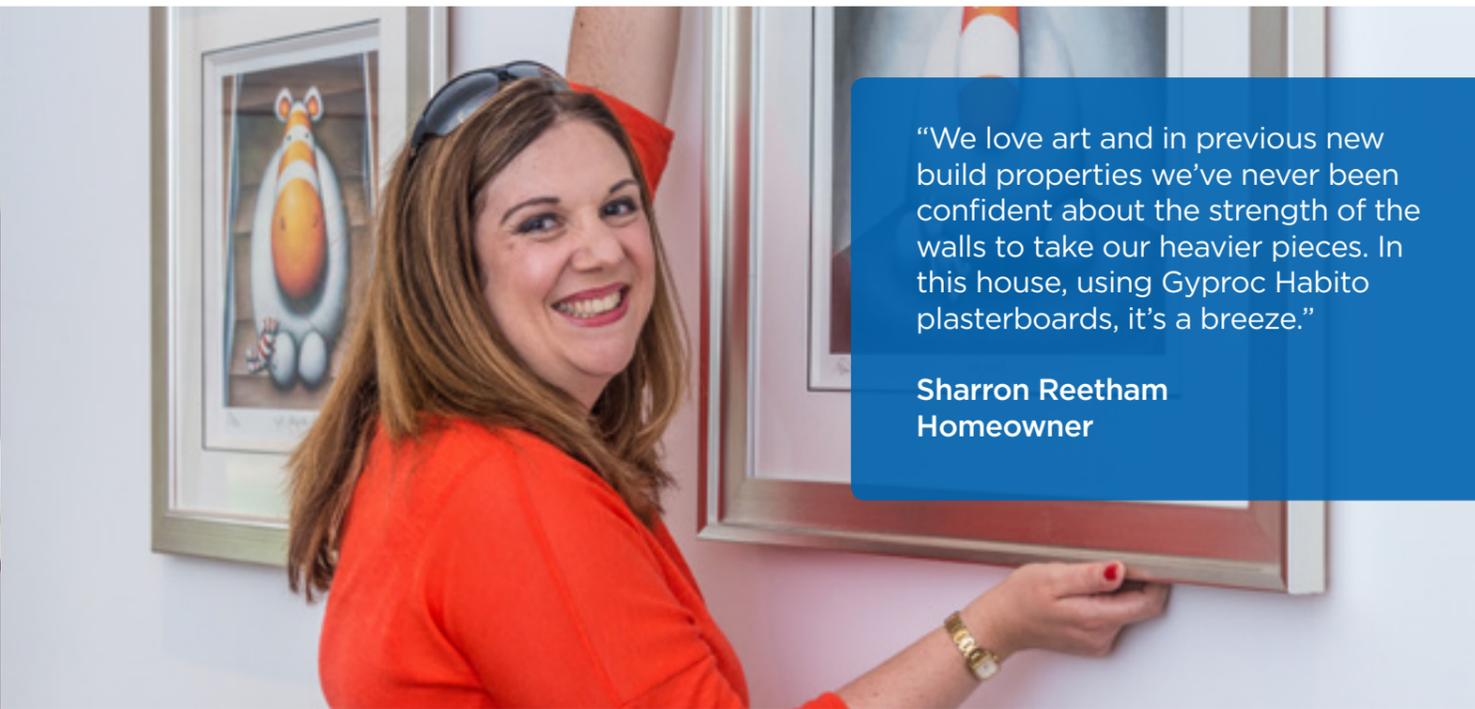
The importance of great



Although one in five people (22%) who have purchased a new build rated the quality of homes built by the nation's housebuilders as excellent, nearly a third of all 600 respondents (32%) identified flimsy walls as a negative about new build homes. In fact, we discovered it's the third biggest deterrent to purchasing a new build property.

quality walls and floors

We looked closely at the findings from the group of respondents that had recently purchased a new build property and experienced flimsy internal walls. One in five (20%) said that flimsy walls meant the property didn't feel solid, and 15% told us they were put off doing simple DIY tasks, such as hanging pictures for fear of them falling to the floor. Along with the frustration associated with DIY, noise travelling between rooms was mentioned by a third of people as an issue encountered in a property with flimsy walls.



"We love art and in previous new build properties we've never been confident about the strength of the walls to take our heavier pieces. In this house, using Gyproc Habito plasterboards, it's a breeze."

Sharron Reetham
Homeowner

Home owners are frustrated by the outcomes of living in a home with flimsy walls.

32%

Identified flimsy walls as a negative about new builds

25%

say flimsy walls meant their property didn't feel solid.

26%

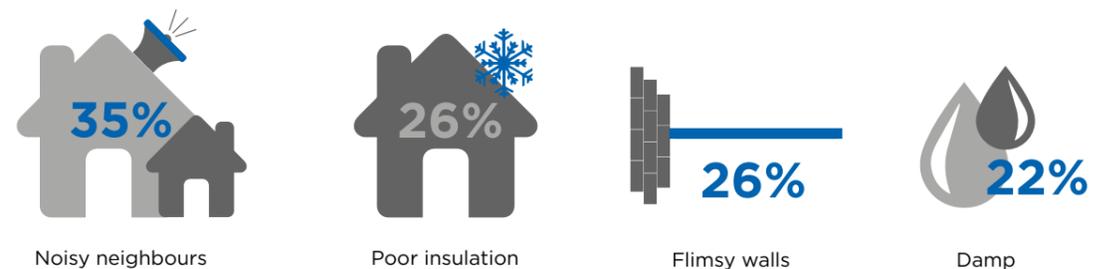
were put off doing simple DIY tasks, such as hanging pictures.

Homeowners expect a better build standard

Even though home buyers will continue to purchase new build homes, our survey showed they expect to feel let down in a number of areas. 30% of respondents worry about defects from building work and 27% are concerned about cheap materials.



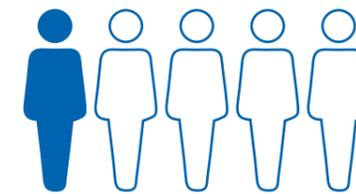
The top four complaints about new build homes:



Only 62% of people who have previously purchased a new build home would buy another in the future.

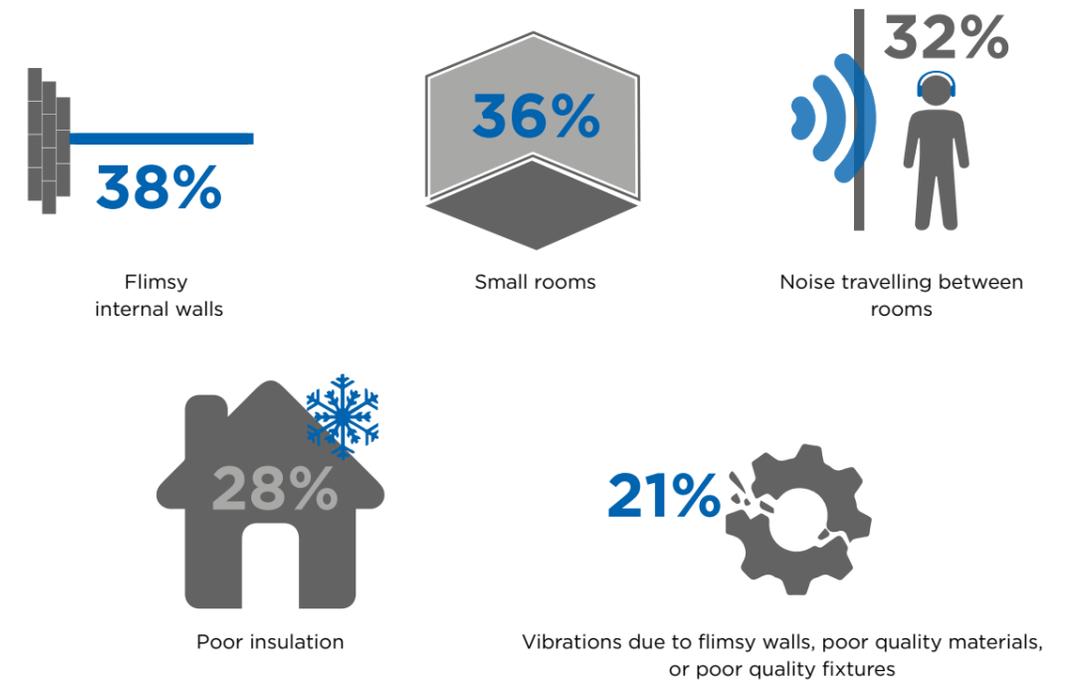
Repeat purchases look unlikely

We discovered a large number of home buyers wouldn't buy from the same developer a second time. Of the people we surveyed who told us they had previously purchased a new build home and would be open to buying another in the future, more than a quarter (28%) said that they would not be willing to purchase another house from the same developer.



1 in 5 home owners wouldn't buy from the same developer again

The top five negative experiences buying a home from a developer:



28% of people said they would not be willing to buy another house from the same builder.

Enquiries

British Gypsum
Innovation Team
East Leake
Loughborough
Leicestershire
LE12 6HX

T: 0115 945 1000
F: 0115 945 1616
E: questions@rmfy.co.uk

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British Gypsum
Head Office, East Leake,
Loughborough,
Leicestershire, LE12 6HX
Tel: 0115 945 1000

british-gypsum.com



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