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## Hampshire & Isle of Wight

# New Home Movers Survey 2023

Hampshire County Council

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# FOREWORD

The Hampshire & Isle of Wight Home Movers Survey 2023 is a study which looks to identify the key characteristics and views of occupiers of new homes across the wider Hampshire & Isle of Wight area.

Previous home mover surveys were conducted in 2002 and 2010 of households moving into both existing and newly built homes within Hampshire, Portsmouth, and Southampton. The findings of the 2010 survey continue to be used in localised population forecasting and in policy development and to inform decision making.

This latest survey focuses on how newly constructed homes are occupied and experienced by households. We sought to find out whether newly constructed dwellings are occupied differently (e.g., household size) to existing dwellings, and to capture views about design and layout of properties. This survey has been undertaken by Hampshire County Council on behalf of Hampshire district councils and the three unitary authorities of Portsmouth, Southampton, and Isle of Wight. Thanks are due to the Hampshire & Isle of Wight councils for assisting with the formulation of the survey, and specifically to the working group who also assisted with preparing this report. Lastly, and most importantly, thanks are due to the individuals who completed the survey.

Finally, all references in this document to 'Hampshire & Isle of Wight' should be interpreted as meaning the combined administrative area of Hampshire County Council, Portsmouth City Council, Southampton City Council, and Isle of Wight Council.

If you have any questions or comments about this document, please contact Hampshire County Council's Spatial Planning Team via email:

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# EXECUTIVE SUMMARY

The Home Movers Survey 2023 was sent to 12,915 households with a total of 985 questionnaires returned to Hampshire County Council representing an overall response rate of 7.6%. However, due to the survey concentrating on newly built dwellings, there were invariably areas across Hampshire & Isle of Wight where less development had occurred over the preceding years. This led to variations in the number of surveys sent out and the number of responses received across the area.

The results show that nearly three quarters of those that moved into new properties were owner-occupiers, with Southampton the only authority with less than half being owner-occupiers.

The majority of new home movers who responded to the survey moved into a detached or semi-detached property of three bedrooms or more as opposed to smaller houses and flats.

The majority of new home movers had previously owned a property. Slightly under half were two person households. The majority of those moving into new homes were a couple or a couple with young children.

A substantial proportion of new homes with three or more bedrooms were being occupied by two person households.

The highest proportion of new home movers were aged 30-34, followed by those aged 25-29. Those aged 75 and over were the least likely to move into a new home according to the survey findings.

The survey also looked to understand where home movers had moved from and about workplace locations.

Most home movers had moved from within Hampshire & Isle of Wight; and of those the majority had moved from the built-up areas around the south of Hampshire and the main towns and cities within Hampshire.

Of those home movers that had moved from outside Hampshire, the majority had moved from neighbouring counties such as Surrey, and also from the Greater London area.

For those home movers that travel to work for at least part of the time, under a third worked in the same local authority area as they lived in, with approximately a third working outside of Hampshire.

# INTRODUCTION

1.1 The most recent Home Movers Survey data available to planning teams across Hampshire & Isle of Wight was from 2010 and this survey covered only the Hampshire area, including Portsmouth and Southampton. The survey also included new home movers of existing and new build properties.

1.2 In the last decade a total of 66,717 additional dwellings were built in Hampshire & Isle of Wight, with build rates and sales rates fluctuating during this period. Therefore, a need was identified to prepare a new updated Home Movers Survey. The survey aims to help understand key characteristics and views of occupiers of new housing across Hampshire & Isle of Wight to inform future approaches to the provision, design, and mitigation of new housing.

1.3 The Spatial Planning Team at Hampshire County Council undertook this survey, in partnership with the local planning authorities across the study area.

1.4 Initial consideration of the time period (2020-22) and geographic distribution used for the survey suggested that the survey scope was representative of recent developments across Hampshire & Isle of Wight, in terms of types and sizes of sites and the different tenures/sizes and types of dwellings built.

1.5 In undertaking a survey of the occupiers of these new build dwellings sampled, there was a particular interest in understanding the following key areas:

1.6 Household characteristics – including numbers of people, ages, type of households (e.g., family or single person), economic activity.

1.7 Previous home – location, reasons for leaving.

1.8 New homes – location, tenure, reasons for choosing, location of normal place of work, does property meet current requirements etc.

1.9 Therefore, this report collates information regarding people within Hampshire, Portsmouth, Southampton, and Isle of Wight who moved into a new home which was built between 1 April 2020 and 31 March 2022. It explores where they previously lived, their reasons for moving, the type, tenure and size of their new home, and their satisfaction with it. This insight into the type, size and tenure of properties changing hands, and the new occupiers' origin, household size and satisfaction will assist population forecasting and the formulation of new planning policies.

1.10 Whilst the 2021 Census results will provide a comprehensive snapshot of our communities and households across wider areas, census data typically does not enable straightforward analysis which can distinguish between the socio-economic characteristics of new build and existing housing stock.

1.11 An Ipsos MORI national survey for the Nationwide Building Society in 2021[1] indicated that the Covid-19 pandemic had an impact on our homes and how we live in them. The study also examined issues such as the desire of home movers for private gardens, energy efficiency, and space for multi-generational living. Researchers Experian also reported in 2022 that changing work habits brought about by the pandemic and rising house prices have seen households move away from their place of work.

1. Ipsos MORI national survey for the Nationwide Building Society in 2021



1.12 The English Housing Survey for 2021 to 2022[2] found that owner occupation remains the largest housing tenure in England, representing 64% of all households. With 35% of all households being outright owners. Among outright owner households, 64% had a retired household reference person.

1.13 The report goes on to mention that in 2021-22, 38% of first-time buyer households were couples without dependent children, 24% were couples with dependent children, 29% were one person households. The remainder were multi-person households and lone parent households at 6% and 3% respectively.

1.14 The Hampshire & Isle of Wight new homes movers survey allows planners and housing officers to compare the more local insight with national surveys such as these.

2. English Housing Survey 2021 to 2022: headline report - GOV.UK


SECTION 1

# METHODOLOGY

2.1 The study area for this project is the administrative county of Hampshire, the two cities of Portsmouth and Southampton and Isle of Wight. This encompasses 11 district/borough councils, three unitary authorities and parts of two national park authorities.

2.2 However, it is recognised that Hampshire & Isle of Wight is not a Housing Market Area but that there are Housing Market Areas within Hampshire & Isle of Wight. Indeed, the Partnership for South Hampshire[3] (PfSH) evidence base sets out that the PfSH area alone has three different Housing Market Areas. However, for the purposes of this study Housing Market Areas are beyond the scope of this report.

2.3 The survey targeted the occupiers of all new dwellings (Use Class C3[4]) completed between 1 April 2020 and 31 March 2022 where the site delivered a net addition to the housing stock. Replacement dwellings were excluded as generally they are not likely to contain new home movers - they will be where existing owners look to demolish their existing home and replace it with a new home, or where new home movers do move in then they are more likely to have the house designed specifically for them, rather than designed by a developer. There was also likely to be further complications with identifying 'new' address with the address of the property not necessarily changing. For reference, replacement dwellings contributed only 2% of the dwelling completions recorded between 2020 and 2022.

2.4 This led to a total of 12,915 dwellings to target for the survey, once the dwellings data had been matched with new addresses. A map showing the geographic distribution of these dwellings across the study area is set out in Figure 2.1 below.

3. PUSH Spatial Position Statement

4. Use Class C3 (Dwellinghouses) is formed of three parts:
C3(a) covers use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child
C3(b) covers up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems
C3(c) allows for groups of people (up to six) living together as a single household. This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section as could a homeowner who is living with a lodger



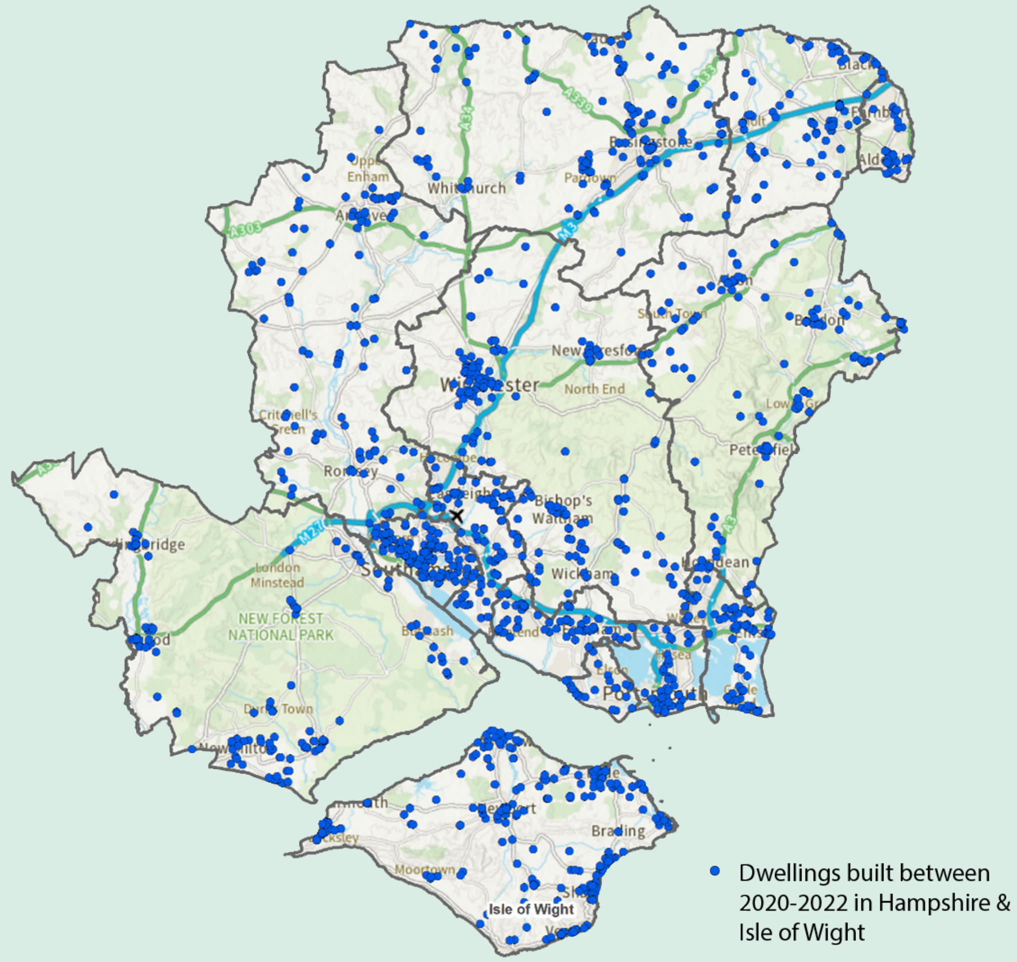


**Figure 2.1** - A map showing the broad distribution of properties built in period 2020-22.



2.5 For the survey, a letter was mailed to the applicable addresses asking the householder(s) to fill in an online survey. A paper version was made available to householders upon request. The applicable addresses were gathered from data collected by the County Council's Land Availability Monitoring System (LAMS) which identified where new dwellings had been built between 1 April 2020 and 31 March 2022 which was cross referenced with an Ordnance Survey database of new addresses which had been created between 1 April 2020 and 31 March 2022. The letters were sent to the address and no personal information was used. The survey was anonymous, and responses were aggregated to gain a collective response.

2.6 To help increase the response rate to the survey a prize incentive was offered.

2.7 The survey was designed to balance achieving a robust response rate with capturing a useful amount of information. A copy of the survey is shown in Appendix A.

# VALIDITY OF THE RESULTS

3.1 The survey looked to cover the entire study area, ensuring that pan-area trends (trends for the whole area) and analysis are identified, whilst also enabling sub-area (i.e., local planning authority) analysis and trends to be considered where information was available.

3.2 The survey targeted a response rate of at least 5%, ensuring that the evidence collated and analysed represents a robust basis for informing future policies and decisions.

3.3 A total of 985 questionnaires (which totalled 2,283 residents across these households) were returned representing an overall response rate of 7.6%. This was deemed a sufficiently large sample for analysis (please note that the sample size for each survey question may differ depending on whether the question relates to the household or individuals within the household).

3.4 However, there are authorities where the number of returned questionnaires were very low. This was in part due to the methodology, which concentrated on only new housing, and therefore authorities where less development had occurred between 1 April 2020 and 31 March 2022 had fewer surveys sent.

3.5 This has led to some of the authorities having sample sizes that are felt too low to be statistically satisfactory and therefore within the main body of the report all tables/charts/graphs will be for the whole of 'Hampshire & Isle of Wight'.

| Authority | Survey Responses* | Surveys Sent† | Response Rate (%) |
|---|---|---|---|
| Basingstoke and Deane | 164 | 2,183 | 7.5 |
| East Hampshire | 90 | 820 | 11.0 |
| Eastleigh | 137 | 1,672 | 8.2 |
| Fareham | 5 | 88 | 5.7 |
| Gosport | 40 | 347 | 11.5 |
| Hart | 23 | 464 | 5.0 |
| Havant | 50 | 834 | 6.0 |
| Isle of Wight | 39 | 486 | 8.0 |
| New Forest | 53 | 470 | 11.3 |
| Portsmouth | 14 | 427 | 3.3 |
| Rushmoor | 36 | 735 | 4.9 |
| Southampton | 35 | 668 | 5.2 |
| Test Valley | 124 | 1,854 | 6.7 |
| Winchester | 174 | 1,867 | 9.3 |
| Hampshire & Isle of Wight | 984 | 12,915 | 7.6 |

**Table 3.1** - The distribution of survey responses for each local authority. *One respondent did not disclose their new address. †Based on new build completion information.



However, where applicable, key findings for relevant local authorities will be included in the main body of the report.

3.6 For transparency the distribution of responses for each local authority is as set out in Table 3.1 below.

3.7 It is also worth mentioning the data in the context of Covid-19 and the pandemic which was ongoing during the building and buying of many of the properties of the home movers within the sample.

3.8 The construction industry, as with most sectors, during 2020 to 2022 had to contend with Covid-19 and the lockdowns that ensued, due to Government restrictions work on site at least initially was paused and then construction continued at a slower pace due to 'social distancing'.

3.9 The sales of homes were also affected by Covid-19 and during the Spring of 2020 property transactions markedly decreased. However, residential transactions across the UK gradually increased in subsequent months, with large peaks in March, June, and September 2021 due to the temporarily increased nil band rates of the Stamp Duty Land Tax. There was also the continuation of the 'Help to Buy equity loan scheme' which allowed both first-time buyers and existing homeowners to buy new-build homes up until 31 March 2021. This scheme was then extended to first time buyers only until October 2022.

3.10 In April 2021 (the halfway point between the newly built dwellings time period), the average house price of a new build property varied from £175,000 in Portsmouth to £445,000 in Hart. The Office for National Statistics produce an Affordability Ratio (calculated by dividing house prices for dwellings by gross annual residence-based earnings). These figures suggest the most affordable areas to live in Hampshire & Isle of Wight are Portsmouth, Southampton and Rushmoor. Whereas New Forest, East Hampshire and Havant are the least affordable places to buy.

3.11 The Office for National Statistics also produce an alternative Affordability Ratio (calculated by dividing house prices for dwellings by gross annual workplace-based earnings) and it is this Affordability Ratio that the government use in the Standard Method[5] calculation to identify a Local Planning Authority's minimum annual housing need figure. Using this alternative Affordability Ratio identifies the most affordable areas to live in Hampshire & Isle of Wight are Portsmouth, Southampton and Rushmoor. Whereas East Hampshire, Fareham and New Forest are the least affordable places to buy.

5. Standard Method for assessing local housing need - Explained

# RESULTS

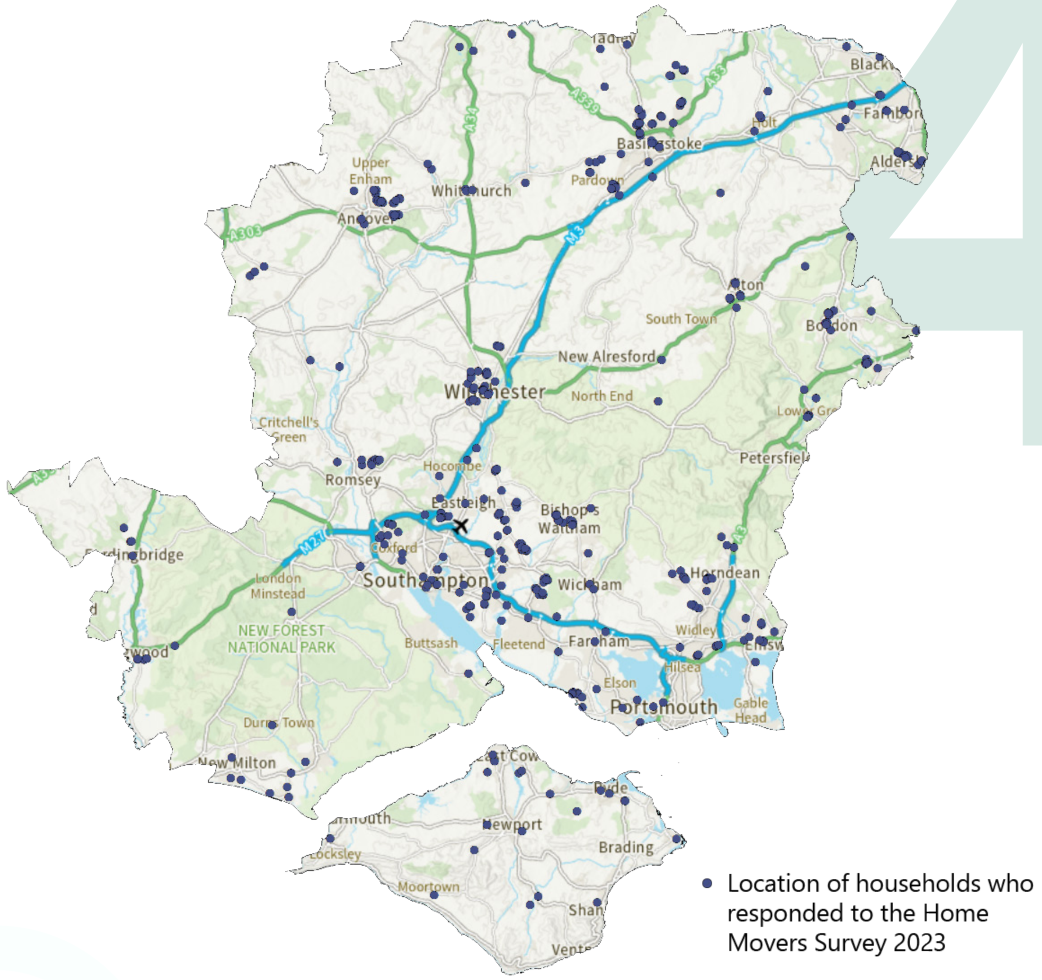


**Figure 4.1** - The location of respondents to the Home Movers Survey 2023
Sample size: 984 (where a postcode was not provided, a central point within the locality given was used for the location of the householder).

4.1 Overall Picture:

- Responses were from across Hampshire & Isle of Wight. Many came from the built-up areas and cities, with the majority in the south of Hampshire.
- A high number of respondents also lived in the Basingstoke and Deane and Winchester areas.





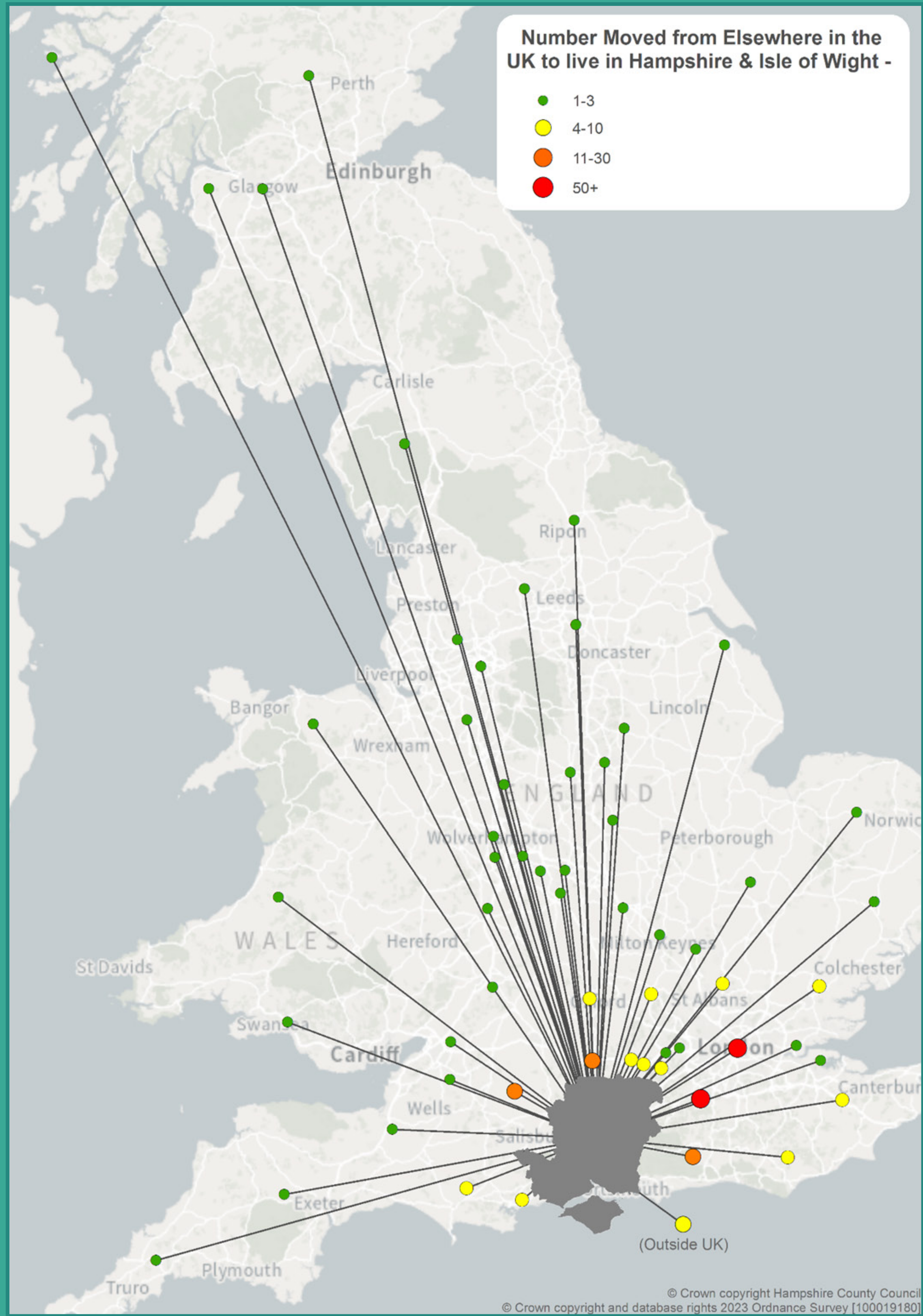


**Figure 4.2** - The location of new build residents that have moved from elsewhere in the UK to live in Hampshire & Isle of Wight. Sample size: 320.

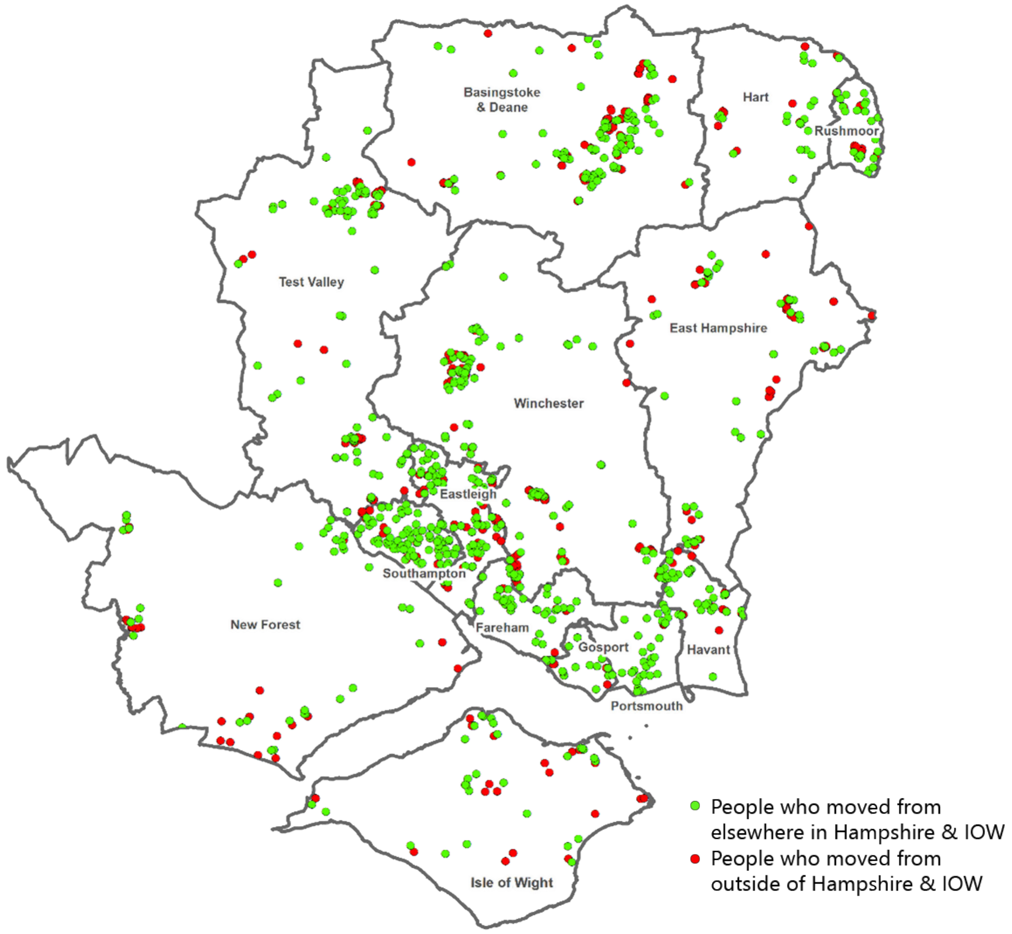


**Figure 4.3** – The location of new build residents in Hampshire & Isle of Wight (from survey responses). Sample size: 1,100.

4.2 Overall Picture:

- The survey indicates home movers have mainly moved from within the UK, particularly the South and London.
- A high proportion have moved from within Hampshire and adjacent authorities.
- Only a few respondents have moved from overseas.
- Of those home movers that have moved from elsewhere in the UK, the highest numbers have moved from both Greater London and the Surrey area.
- A large proportion of home movers that have moved from within Hampshire & Isle of Wight have moved from the south of the county and the built-up areas and cities, in particular Southampton.





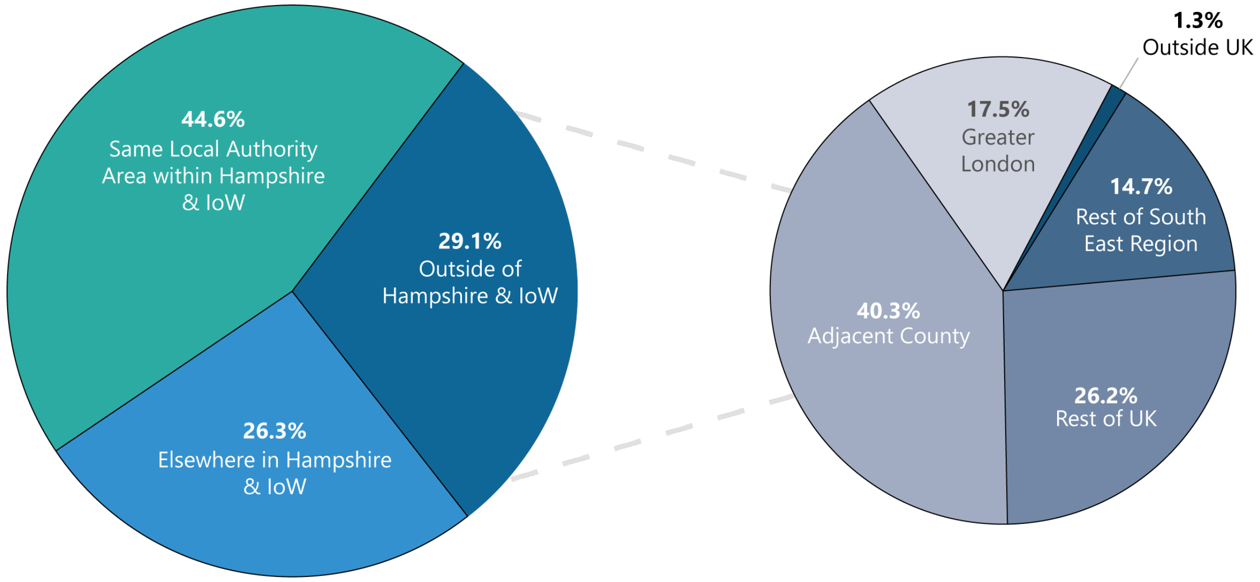


**Figure 4.4** - Previous residence of new build residents now living in Hampshire & Isle of Wight new build homes. Sample size: 1,100.

4.3 Overall Picture:

- 44.6% of home movers have moved within the same local authority area within Hampshire & Isle of Wight and 26.3% have moved from elsewhere within Hampshire & Isle of Wight.
- 29.1% have moved from outside Hampshire & Isle of Wight. Of those who have moved from outside Hampshire & Isle of Wight, most moved from an adjacent county, with others moving from London and the rest of the southeast region. There were very few moving from outside of the UK.
- The trend for moving out of London has been noted by other research including work undertaken by Experian[6], which showed that in some areas of London over 30% of net moves were to outside of London.

4.4 Key Findings for Local Authority Areas:

- All residents of new build homes that previously lived on Isle of Wight still live there; no residents moved from the Island to new build homes elsewhere.
- 81.1% of those with their previous address in Basingstoke and Deane still live there, and 86.8% of those with their previous address in Test Valley still live there. In comparison to Portsmouth and Southampton with 27.3% and 27.6% respectively.

6. www.experianplc.com/media/latest-news/2022/the-green-green-grass-of-home-working-families-swap-the-city-for-country-living/

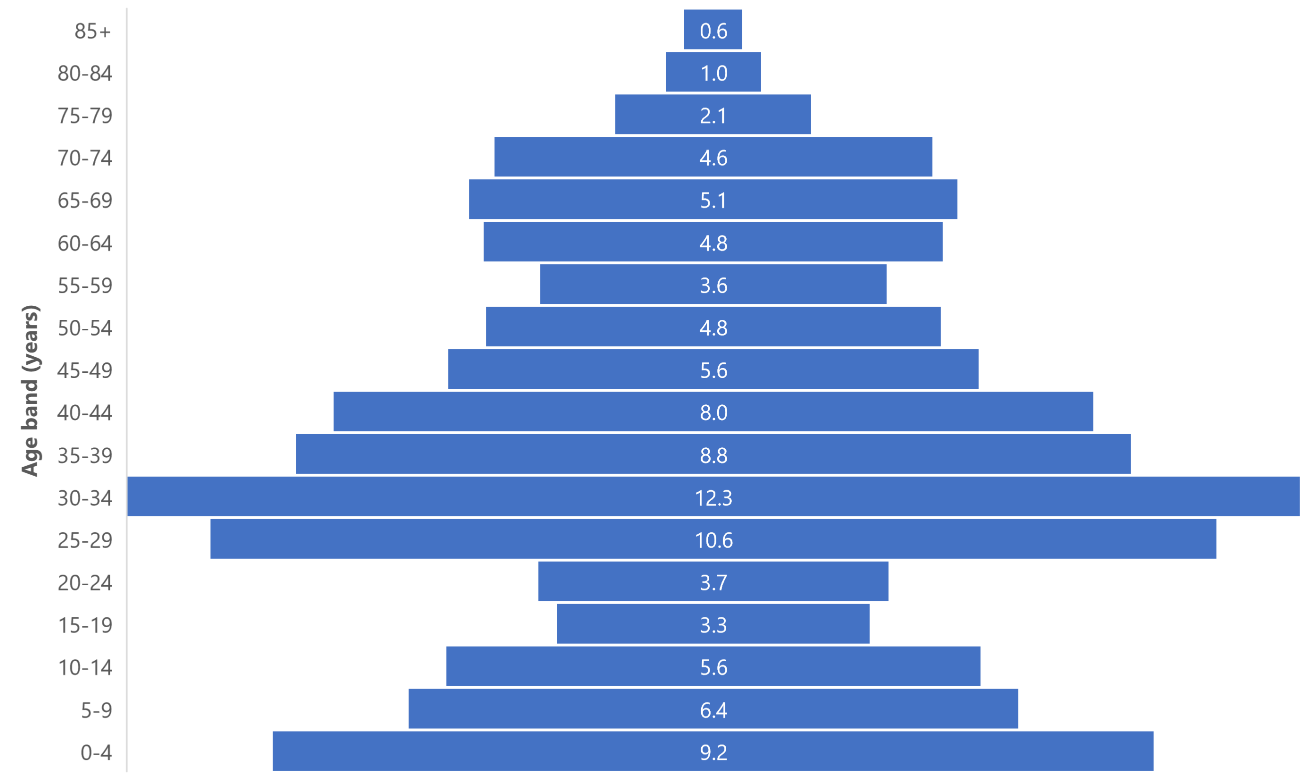


**Figure 4.5** - All new build properties: Age of home movers (percentage). Sample size: 2,283.

4.5 Overall Picture:

- The population pyramid shows the highest percentage of home movers were aged between 30-34 (12.3%), followed by those aged 25-29 (10.6%), and then 0-4 years-olds making up 9.2%.
- Those aged 75 and over made up the smallest percentage of new home movers.

4.6 Key Findings for Local Authority Areas:

- The highest percentage of 0–14-year-olds were found in Eastleigh (24.5%) and Winchester (24.7%). In contrast, Gosport had a low percentage in this age group (4.4%).
- Southampton and Rushmoor had a large proportion of 30–34-year-olds with 21.3% and 19.8% respectively.
- Isle of Wight and New Forest had the highest percentage of home movers aged 55 and over, at 51.9% and 41.5% respectively.
- These findings correlate with housing market analysis undertaken for New Forest[7] and Isle of Wight[8], which indicates that the authorities have a higher-than-average proportion of older people.

7. New Forest Strategic Housing Market Assessment
8. Isle of Wight Strategic Housing Market Assessment



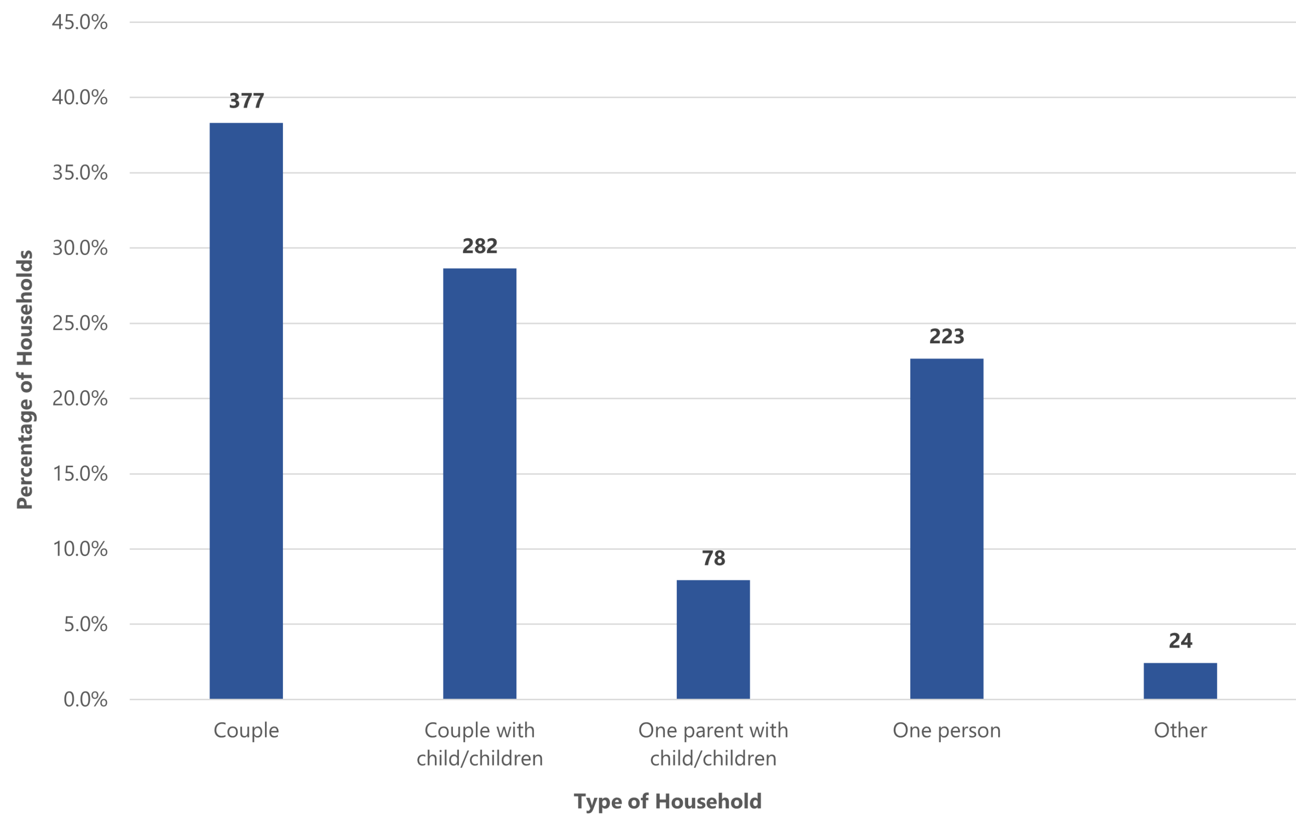


**Figure 4.6** - All new build properties: Type of household responding to survey. Sample size: 985.

4.7 Overall Picture:

- The survey indicates 38.3% of home movers in Hampshire & Isle of Wight were couples, 28.7% were couples with a child/children, and 22.7% were one person households.
- Only 7.9% of home movers were one parent with a child/children.
- 29.2% of one person households were aged between 25 and 34.
- 'Other' included responses such as extended family or friends living together.

4.8 Key Findings for Local Authority Areas:

- The survey indicates that over half of home movers in Gosport and Isle of Wight were couples.
- Havant had the highest percentage of one parent with child/children households (16%).
- Gosport and Southampton both had a high proportion of one person households with 35% and 34.3% respectively.
- Basingstoke and Deane (36%), East Hampshire (32.2%), Eastleigh (32.1%) and Winchester (36.8%) all had a high proportion of couples with a child/children.



SECTION 4

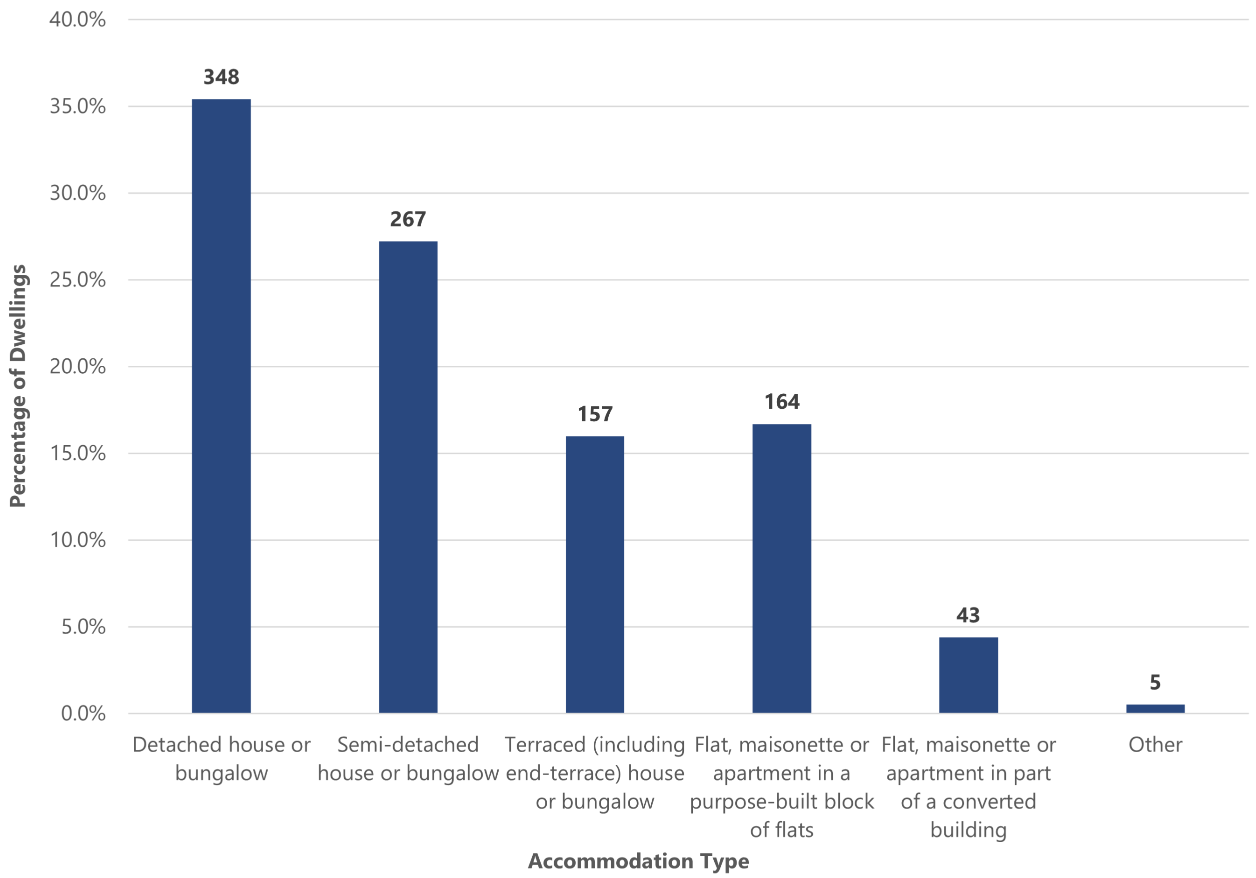


**Figure 4.7** – All new build properties: Accommodation type (survey responses). Sample size: 984.

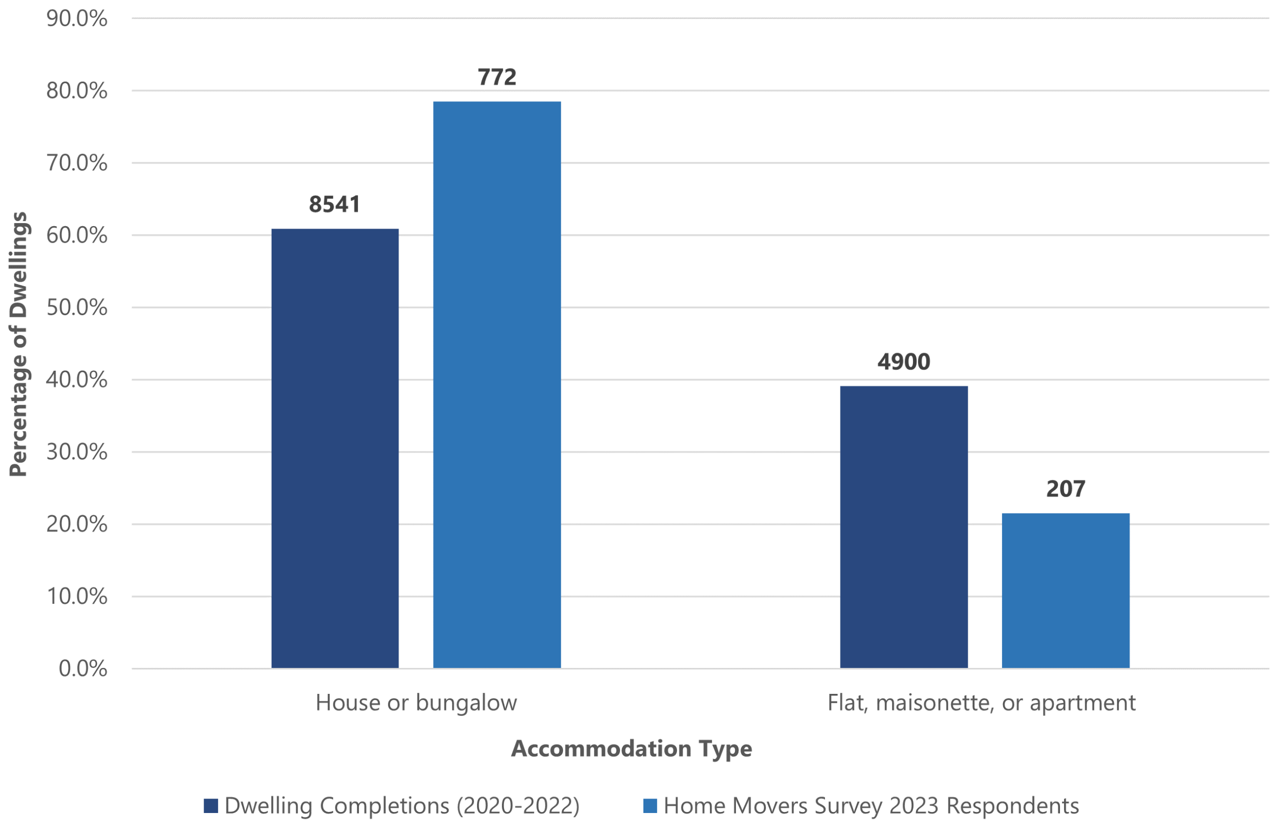


**Figure 4.8** – Accommodation type for dwelling completions (2020-2022) and the Home Movers Survey (2023). Sample size: 13,441 (Dwelling Completions 2020-2022 *Figure prior to matching with new addresses) 984 (Home Movers Survey 2023)



4.9 Overall Picture:

- The survey findings indicate new home movers mainly moved into a house or bungalow (78.9%) compared to a flat, maisonette, or apartment (21.1%), with the majority moving into a detached (35.4%) or a semi-detached (27.2%) house or bungalow. This is an increase in those moving into a detached dwelling from the 2010 survey findings (27.3%) and a decrease in those moving into flats from the 2010 survey (26.5%). As previously noted, the 2010 survey included home movers to existing and new dwellings and did not include Isle of Wight. Therefore, the differences between this survey and the 2010 survey could in part be explained by the differing properties sampled and the inclusion of Isle of Wight.
- More home movers moved to a flat, maisonette or apartment in a purpose-built block of flats (16.7%) than to a flat, maisonette, or apartment in part of a converted building (4.4%).
- ‘Other’ included properties such as coach houses.
- When comparing the dwelling completions (2020-2022) to the home mover’s findings, there was a lower proportion of houses and bungalows built compared to the proportion of respondents living in houses or bungalows and there was a higher proportion of flats built compared to respondents living in flats. Therefore, the respondents do not necessarily reflect what was built.

4.10 Key Findings for Local Authority Areas:

- The survey findings indicate Southampton had the highest percentage of home movers moving into flats (65.7%), with the majority being in a purpose-built block of flats (51.4%).
- In contrast, Isle of Wight had the highest percentage of movers to houses/bungalows (92.1%), as well as the highest percentage of detached houses/bungalows (55.3%).
- East Hampshire, Eastleigh, New Forest, Test Valley, and Winchester also had a high proportion of houses/bungalows in comparison to flats.

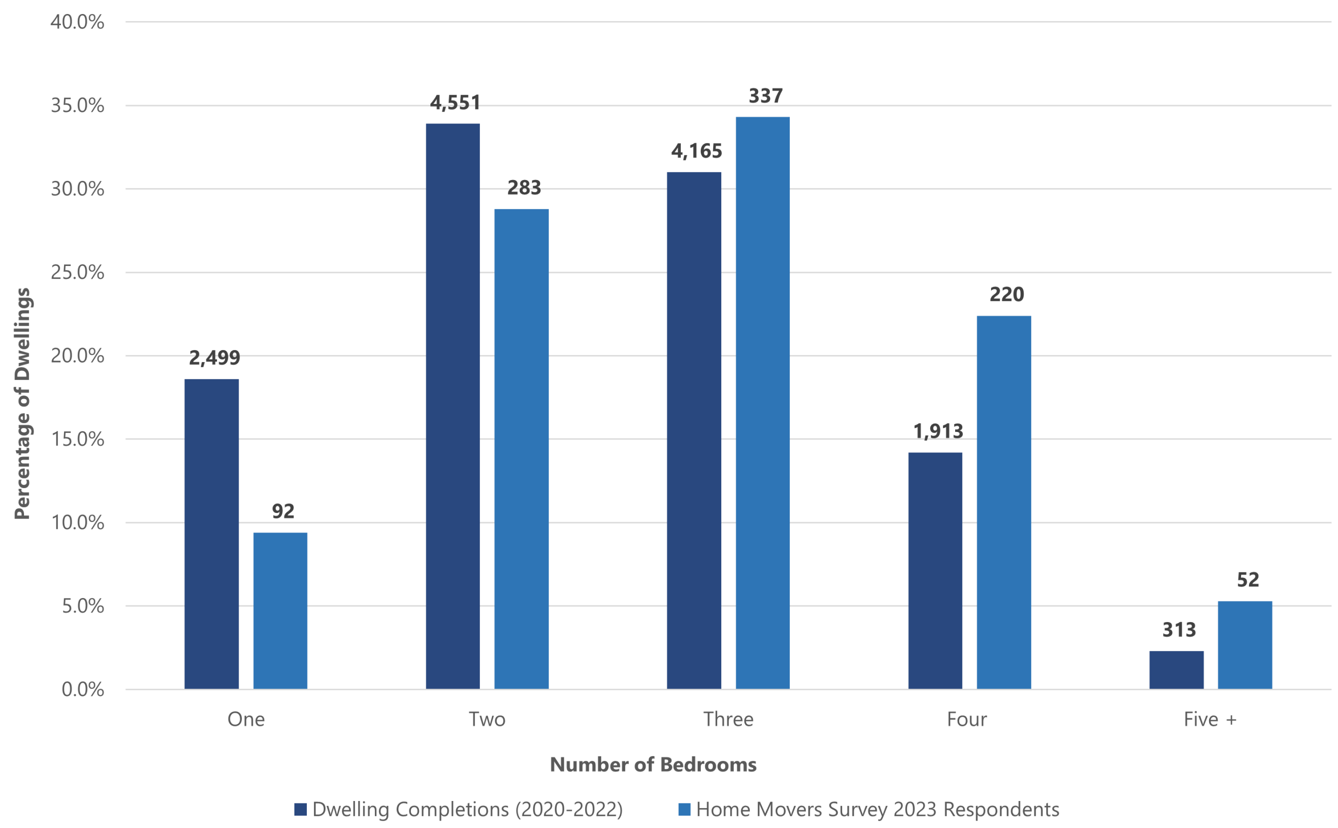


**Figure 4.9** – The size of the property for dwelling completions (2020-2022) and the Home Movers Survey (2023). Sample size: 13,441 (Dwelling completions 2020-2022), 984 (Home Movers Survey 2023).

4.11 Overall Picture:

- Survey findings indicate two- and three-bedroom properties were the most popular size of dwelling amongst Home Mover Survey responses, with 28.8% and 34.3% respectively. This was the same trend as shown by the 2010 survey, showing very little change.
- 22.4% of home movers moved into a four-bedroom property. This was higher than the 2010 survey when the figure was 16.1%.
- Five bedroom or more properties made up the smallest percentage (5.3%) which was higher than the 2010 survey (2.8%).
- One-bedroom properties made up 9.4% which was lower than the 2010 survey with 17.5%.
- When comparing the dwelling completions (2020-2022) to the home mover's findings, there were a higher proportion of one- and two-bedroom properties built compared to the proportion of respondents in one and two bed properties and a lower proportion of three-, four-, and five-bedroom properties built compared to the proportion of respondents in three-, four- and five-bedroom properties.

4.12 Key Findings for Local Authority Areas:

- Portsmouth was the only local authority area with a respondent living in a new build studio flat.
- Hart had a large proportion of one-bedroom dwellings, whereas Gosport and Southampton had a greater proportion of one- and two-bedroom dwellings.
- Gosport's largest dwelling had three bedrooms.
- East Hampshire had the greatest proportion of four- and five-bedroom dwellings.



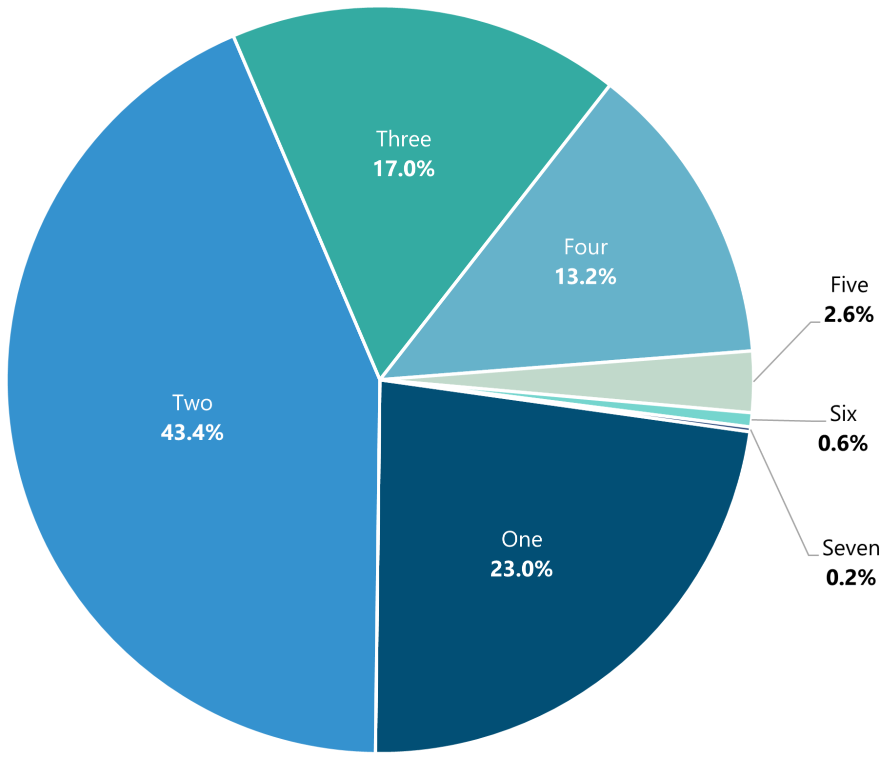


**Figure 4.10** – All new build properties: Number of people per household (survey responses). Sample size: 984.

4.13 Overall Picture:

- The survey indicates 43.4% of movers into new properties were two person households.
- One person, three person and four person households made up 23%, 17% and 13.2% respectively.
- Less than 1% were six and seven person households (which could be a large family or multi-generational household for example).
- There were no households with more than seven people.

4.14 Key Findings for Local Authority Areas:

- Isle of Wight had the highest proportion of households (64.1%) as a two-person household.
- Southampton had the lowest proportion of households (37.1%) as a two-person household, with 34.3% of households making up a one-person household.
- Eastleigh had the highest proportion of households (19%) as four-person household, with only 0.7% of households as a five-person household.

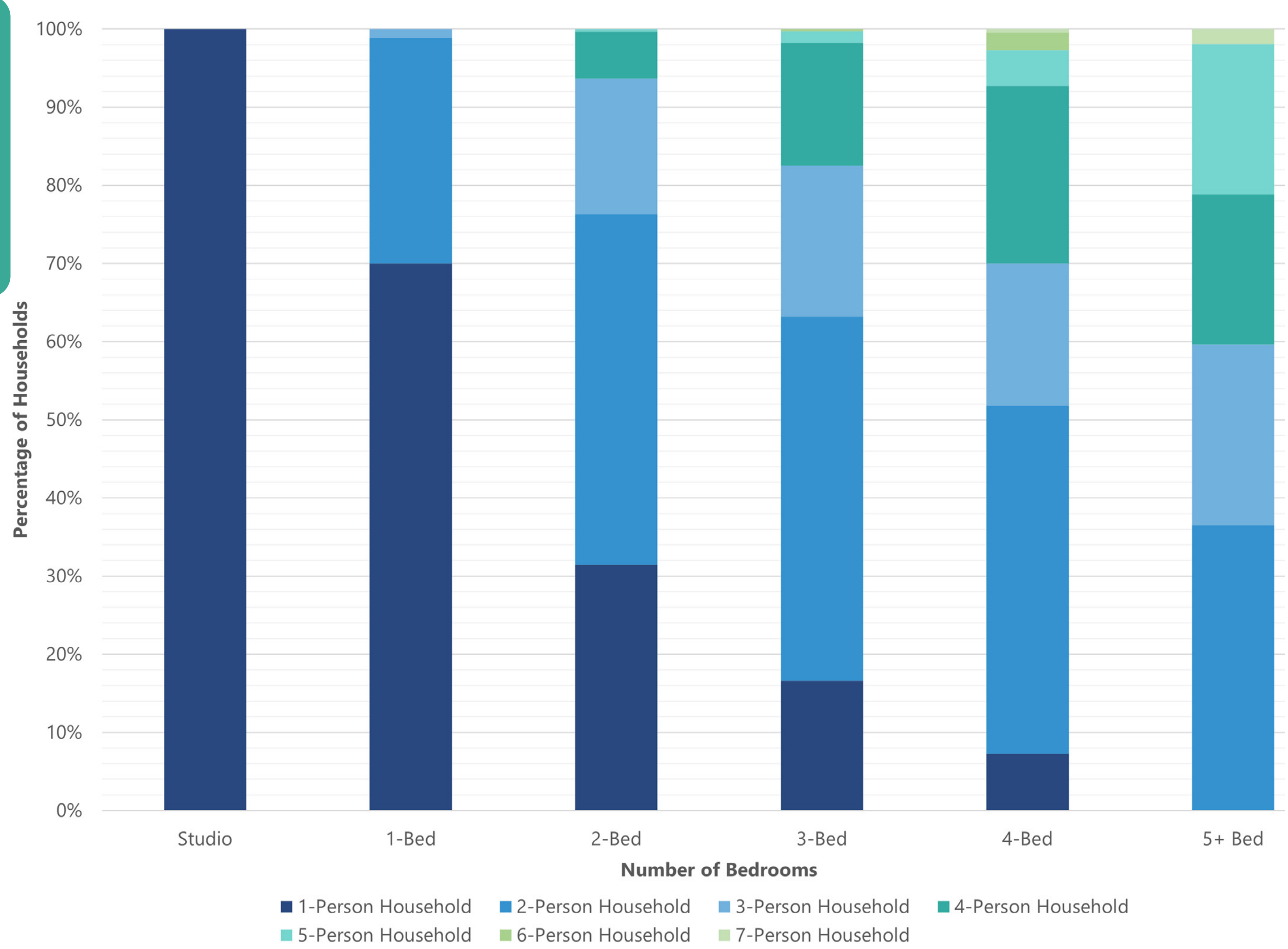


**Figure 4.11** – All new build properties: Household and property size (survey responses). Sample size: 984.

4.15 Overall Picture:

- In Hampshire & Isle of Wight the size of the property generally correlated to the size of the home mover's household.
- However, a substantial proportion of dwellings with three or more bedrooms were occupied by two person households, which is described as under-occupation[9].
- 70% of one-bedroom properties were occupied by one person with a further 28.9% by two person households. Only 1.1% were occupied by three person households, suggesting they are mainly being occupied by households appropriately sized for the property.

4.16 Key Findings for Local Authority Areas:

- Both East Hampshire and New Forest had over 40% of their two person households who responded living in four-bedroom properties (46.2% and 43.2% respectively).
- The two households with seven people were in Southampton and Test Valley. The property in Southampton was classified as having more than five bedrooms but the property in Test Valley had four bedrooms.
- Eastleigh had the only one-bedroom property with more than a two-person household living there – a couple with a young child.

9. Census 2021 – An occupancy rating of:
- -1 or less implies that a household's accommodation has fewer bedrooms than required (overcrowded)
- +1 or more implies that a household's accommodation has more bedrooms than required (under-occupied)
- 0 suggests that a household's accommodation has an ideal number of bedrooms



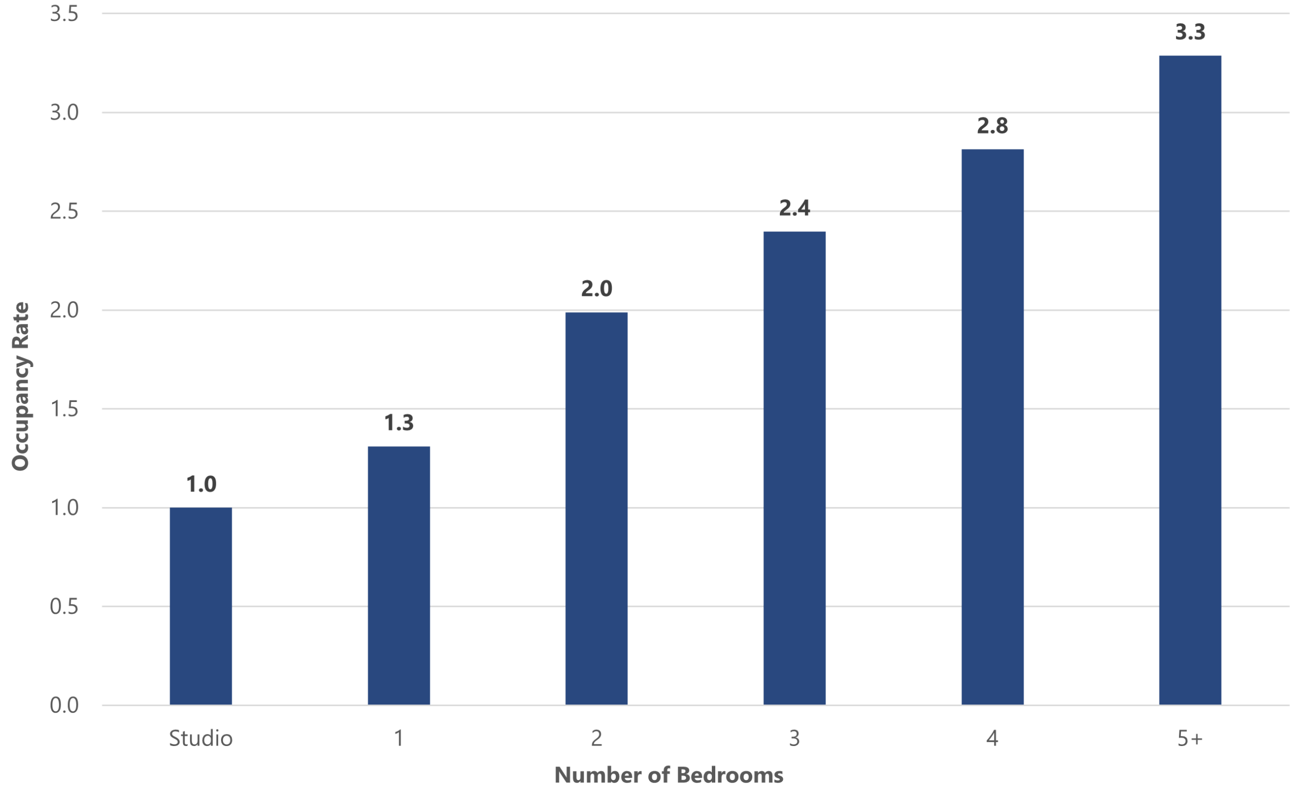


**Figure 4.12** – All new build properties: Occupancy Rates (survey responses). Sample size: 984.

4.17 Overall Picture:

- In Hampshire & Isle of Wight three-bedroom properties had an occupancy rate of 2.4 persons per dwelling.
- Four and five-bedroom properties also had a lower occupancy rate than the number of bedrooms, with 2.8 and 3.3 persons per dwelling respectively.
- Two-bedroom properties had an occupancy rate of 2 persons per dwelling.
- One-bedroom properties had an occupancy rate of 1.3 persons per dwelling.

4.18 Key Findings for Local Authority Areas:

- Gosport and Rushmoor had the lowest occupancy rate for two-bedroom properties with 1.6 persons per dwelling. Whereas, Winchester had the highest with 2.2 persons per dwelling.
- Of the three-bedroom properties, the lowest occupancy rate was 1.9 persons per dwelling which was identified in Gosport and Isle of Wight. In comparison, the highest occupancy rate was 2.9 persons per dwelling in Rushmoor.
- Winchester had a high occupancy rate for four-bedroom properties with 3.3 persons per dwelling.

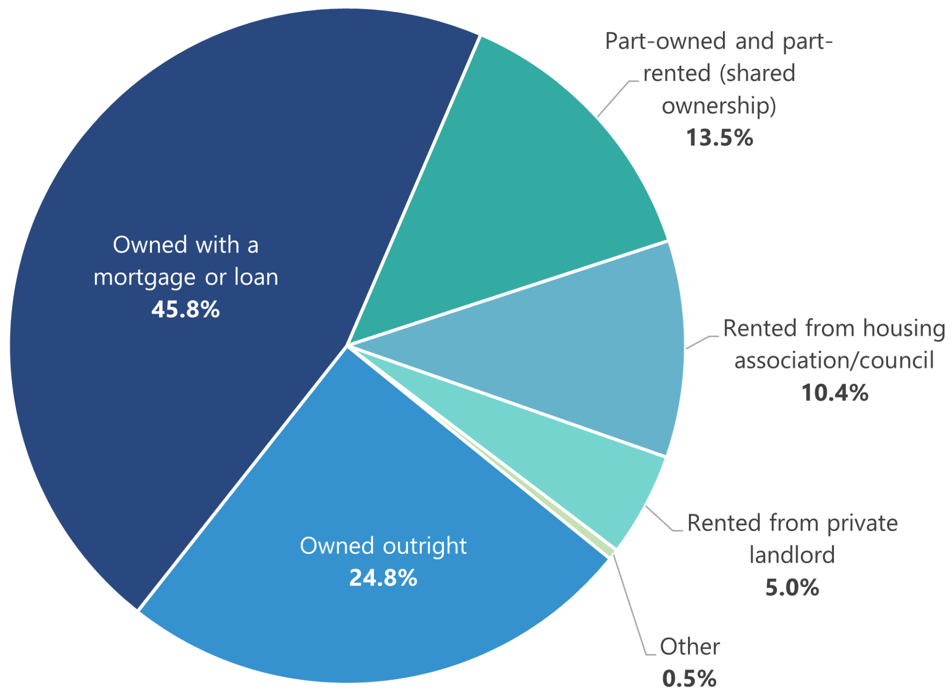


**Figure 4.13** - All new build properties: Tenure of homes (survey responses). Sample size: 984.

4.19 Overall Picture:

- The survey indicates 70.6% of all home movers were owner-occupiers. This is a significant increase from the 2010 survey findings (53.3%) and a decrease from 2002 with 77.8% being owner-occupiers.
- 13.5% of homes were shared ownership and 10.4% were rented from a housing association/council. This compares with new build completion data (2020-2022) which shows 31.3% of new builds were of affordable tenure (e.g., housing association/ council new build homes), which suggest the survey is slightly under representative of this dwelling tenure.
- A small proportion (5%) of home movers rented from a private landlord. This is a decrease from the 2010 survey when 26.2% of movers were in private rented accommodation, and a slight decrease from 8.8% in 2002. However, please note that the 2010 survey covered home movers moving into new and existing homes and therefore the data is not directly comparable. There have also been changes in buy to let mortgages and changes to tax incentives for buying investment property.

4.20 Key Findings for Local Authority Areas:

- Isle of Wight and New Forest had a high percentage of movers who owned their property outright (i.e., 'cash buyers') or with a mortgage or loan at 87.8% and 79.2% respectively. These local authority areas also had the highest percentage of respondents aged 55+, which could help to explain this.
- Southampton had the smallest proportion of home movers that owned their property outright or with a mortgage or loan (48.6%).
- Southampton had the highest proportion of home movers that rented their new property (34.2%).
- There were no survey responses from those in new homes in Gosport, Isle of Wight or Portsmouth that were rented from the housing association/council. This is not unexpected due to relatively few affordable dwellings built in these authorities over the period.





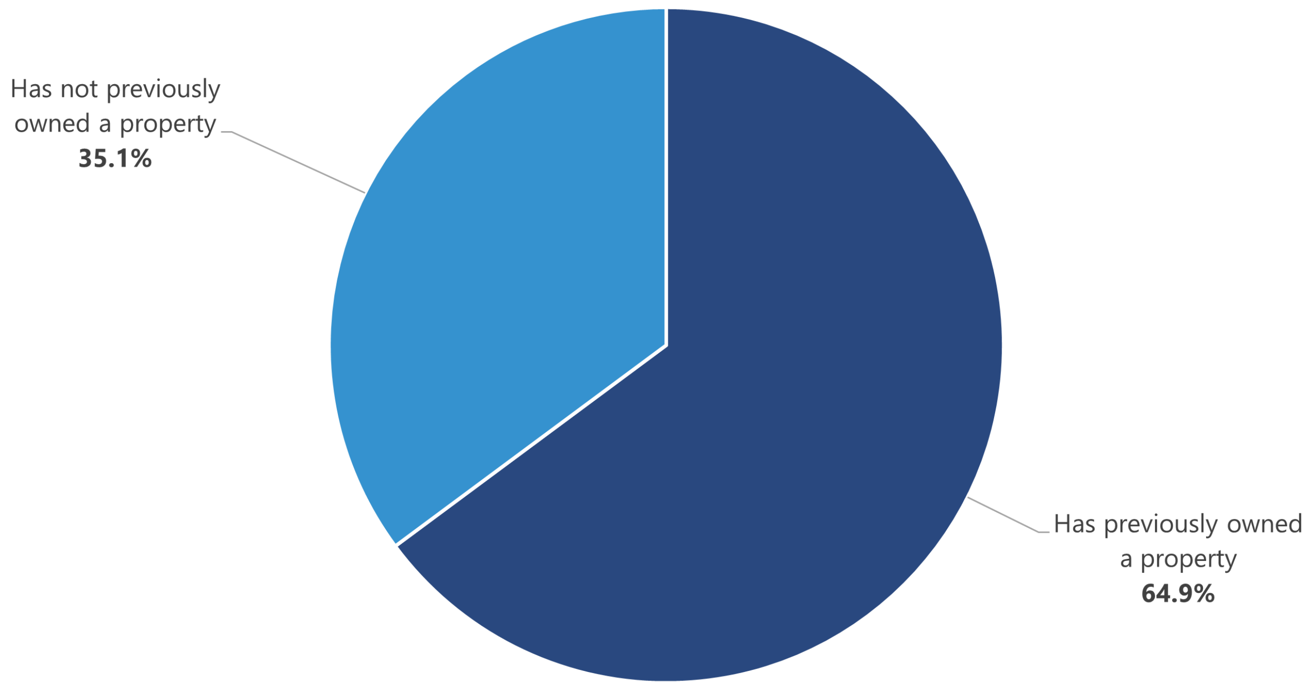


**Figure 4.14** - All new build properties: At least one person per household having previously owned a property (survey responses). Sample size: 828.

4.21 Overall Picture:

- The survey results show nearly two thirds of new home movers in Hampshire & Isle of Wight had previously owned a property, whereas 35.1% had not (known as first time buyers).

4.22 Key Findings for Local Authority Areas:

- New Forest had the highest percentage of home movers that had previously owned a property with 81.8%, followed by Isle of Wight (77.1%), and Winchester (75.2%).
- Only 21.7% of home movers in Southampton had previously owned a property. This was the lowest amongst all local authority areas and likely reflects the size and affordability of properties in this area.

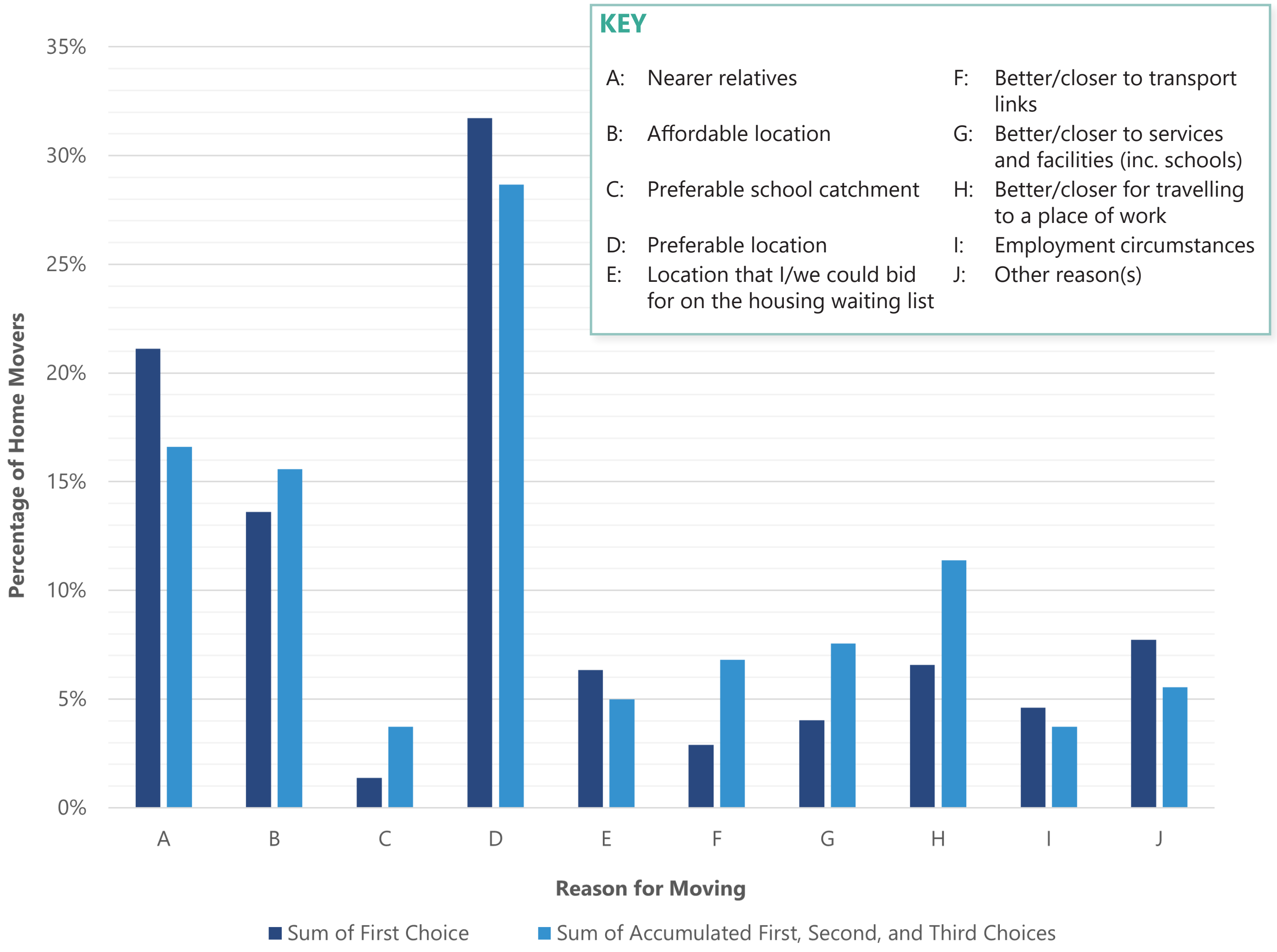


**Figure 4.15** – Survey responses stating reasons for moving to the location that the new build home. Sample size: Sum of first choice only (867), sum of accumulated first, second, and third choices (1,827).

4.23 Overall Picture:

- When taking only the main (first choice) reason for moving, home movers gave moving to a preferable location as their most popular reason, at 31.7%. This implies an element of choice-based decision making rather than relocating out of necessity.
- Of those that chose preferable location as their first choice, 42.5% moved within the same district and 35.6% moved from elsewhere in Hampshire & Isle of Wight. Of the remaining residents that moved from outside Hampshire & Isle of Wight, a large proportion moved from the Greater London area, Surrey, and Berkshire.
- Moving to be nearer to relatives (21.1%) and to be in an affordable location (13.6%) were also some of the top reasons for moving.
- When combining the first, second, and third choices together the same top three reasons were given but moving to an affordable location and moving for better/closer travelling to a place of work became more important.
- A higher percentage of movers that chose preferable location as their first choice for moving were owner-occupiers in comparison to those who rented from housing association/council which had the lowest percentage of movers choosing this reason as their first choice. The main reason for moving for those who rented from the housing association/council was due to the new home being in a location that they could bid for on the housing waiting list.





- Residents of new build homes who chose to be nearer relatives as their first choice mainly owned their property outright, with fewer movers who rented their property privately choosing this reason as their first choice. Over 40% of these home movers were aged 60 and over, with just over a quarter aged 25-34.
- There was a higher proportion of new movers who chose affordable location as their first choice that moved into a shared ownership property, closely followed by those who owned their property with a mortgage or loan.
- Those who rented their property privately had a greater proportion that chose either better/closer to transport links, better/closer to travelling to a place of work, and employment circumstances as their first choice for moving, compared to other tenures.
- Employment circumstances and to be in a preferable school catchment were the least popular reasons for moving when looking at the top three choices combined.
- When considering how many reasons respondents chose (up to a maximum of ten reasons listed), 33% only chose one reason with 74.5% choosing three reasons. This shows nearly a third of respondents only had one reason they wanted to move (relating to the location of the new build home), which for 42.5% that only chose one reason was to be in a preferable location.
- Other reasons included a previous landlord selling/forced to move out of previous rented accommodation, personal circumstances (e.g., family death, health reasons, homelessness), paying off a mortgage, wanting a new build/preferred that new build development, limited availability of houses so it was the best option at the time, land available to self-build, and having the option to convert two properties into one.

4.24 Key Findings for Local Authority Areas:

- In most local authority areas, the highest percentage of a mover's top reason for moving to the location was that the new home was in a preferable location. However, in East Hampshire and Rushmoor the top reason was that the new home was nearer relatives.
- For the top three reasons, Basingstoke and Deane (10.8%) and Southampton (10.8%) had a high percentage that chose the new home being better/closer to transport links compared to other local authority areas.
- Basingstoke and Deane had a high proportion of movers who put the new home being better/closer to travelling to a place of work (11.6%) as their top reason.
- Rushmoor had the highest percentage whose top reason for moving was due to employment circumstances (10.7%).
- Test Valley and Rushmoor had the greatest percentage of home movers' top reason being the new home was in a location that they could bid for on the housing waiting list, with 11.9% and 10.7% respectively.
- East Hampshire had the greatest percentage of movers with the new home being in an affordable location as their top reason (26.5%), in comparison to Winchester with 8.6%. However, Hart had the greatest percentage for the home being in an affordable location as movers top three reasons combined (29.3%). A high number of these movers came from the Greater London area, Surrey, and Berkshire which are typically more expensive areas.
- Winchester had the highest percentage for the top reason being better/closer to facilities (including schools) (7.9%). Winchester also had the highest percentage (46.6%) amongst local authority areas of households with a child/children which could be a reason for this and/or that there could be preferable schools in this area.

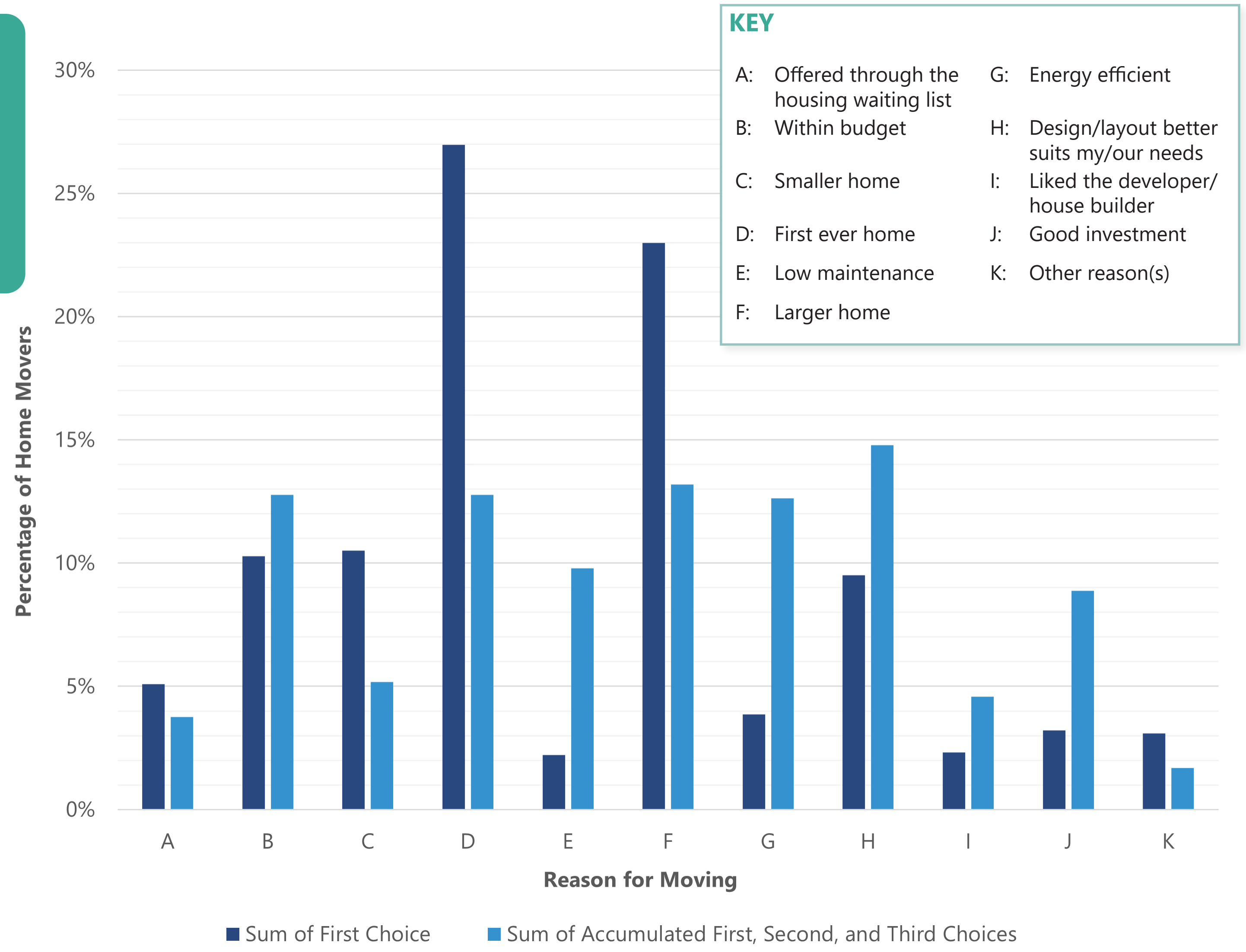


**Figure 4.16** - Survey responses stating reasons for moving to the new build home itself. Sample size: Sum of first choice only (905), sum of accumulated first, second, and third choices (2,319).

4.25 Overall Picture:

- When taking the first choice only, the most popular reason for moving due to the property itself was moving into a first ever home (26.8%), followed by moving into a larger home (22.9%) (also described as up-sizing).
- When considering home movers top three choices for moving, there was a broader and more even split across the options. The design/layout better suiting needs was the most popular reason, followed closely by moving into a larger home, the home being within budget, moving into a first ever home, and the home being energy efficient.
- Home movers liking the developer/house builder and the house being offered through the housing waiting list were some of the least important reasons for moving to a particular property.
- Very few home movers had low maintenance as their first-choice reason for moving, but a high number placed it in their top three choices. This was similar for the home being energy efficient and it being a good investment.
- When considering how many reasons respondents chose (up to a maximum of ten reasons listed), 52.6% only chose three, with 84.5% choosing up to five reasons.





- Other reasons included better parking, being able to self-build, personal circumstances, having a garden, having extra care support, to avoid being in a chain and wanting a new build property.

4.26 Key Findings for Local Authority Areas:

- The survey indicates that most local authority areas had the new home being their first ever home as the top reason for moving. However, in East Hampshire, New Forest and Winchester, the top reason was that the new home was larger (with New Forest also choosing the new home being within budget as an equal top reason).
- Rushmoor and Southampton had a high percentage of movers whose top reason was to move to a first ever home with 43.8% and 42.4% respectively. Many of these residents had moved within the same local authority area with the majority being younger one person households and couples, with a few couples with a child/children. Of those who had moved from outside Hampshire & Isle of Wight, many moved from the Greater London area and Surrey, which are typically more expensive areas.
- Isle of Wight had the greatest proportion of movers that stated their new home being energy efficient was both their top reason and in their top three reasons combined.
- Havant had the highest proportion of movers who chose the new home being offered through the housing waiting list as both their top reason and in their top three reasons (noting this is only applicable to households eligible to bid for affordable housing).
- A greater percentage of movers chose the new home being within budget as their first reason for Hart and in their top three reasons for Portsmouth.
- The new home being larger was 30.3% of movers top reason for Southampton and 30.1% for East Hampshire.

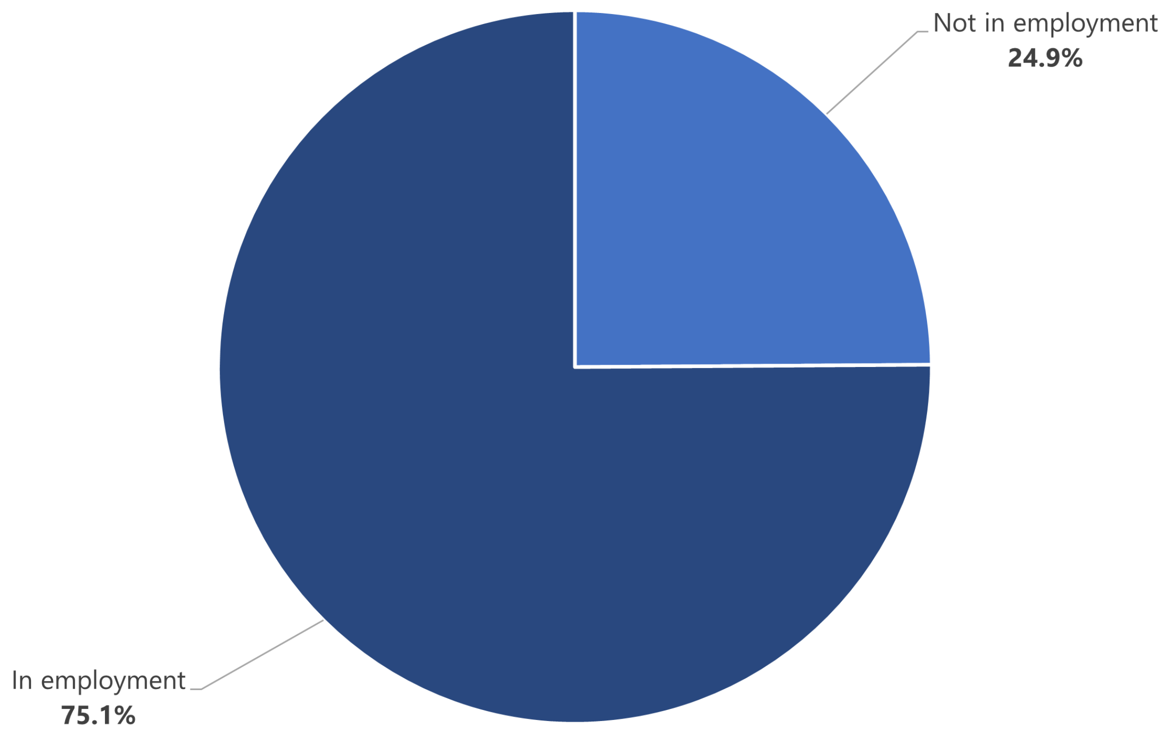


**Figure 4.17** - All new build properties: Survey responses with at least one person per household in employment compared to nobody in the household in employment. Sample size: 984.

4.27 Overall Picture:

- In Hampshire & Isle of Wight, most households who responded to the survey had at least one person that was in employment (75.1%).
- This aligns relatively closely with recently released ONS data[10], which estimates that 82.8% of households where at least one member was aged 16-64 years of age was employed.
- Approximately two thirds of households with nobody in employment contained someone aged 65 and over (three quarters when looking at aged 55 and over).
- 24.8% of households who responded to the survey had nobody in employment. 64.7% of the people in these households were aged 60 and over, showing a high percentage that are likely to be retired. 13.7% were aged 19 or under and 21.6% were aged 20-59.
- Of the 75.2% of households with at least one person in employment, only 6.4% were aged 60 and over.
- Approximately two thirds of households with nobody in employment owned their new build home outright, with a further 8% owning it with a mortgage or loan. In comparison, only 11.4% of households with at least one person in employment owned their property outright, and 58.5% owned with a mortgage or loan.
- 17% of households with nobody in employment rented from a housing association/council. In comparison, 95.8% of respondents with a mortgage or loan had at least one person in their household in employment.

10. Working and workless households in the UK: January to March 2023



SECTION 4

4.28 Key Findings for Local Authority Areas:

- New Forest had the highest percentage of households with nobody currently in employment (45.3%), followed by Gosport (42.5%) & Isle of Wight (39.5%). These local authority areas also had a high percentage of respondents aged 65 and over.
- Rushmoor had the largest proportion of households with at least one person in employment (86.1%), followed by Southampton (82.9%) and Hart (82.6%).

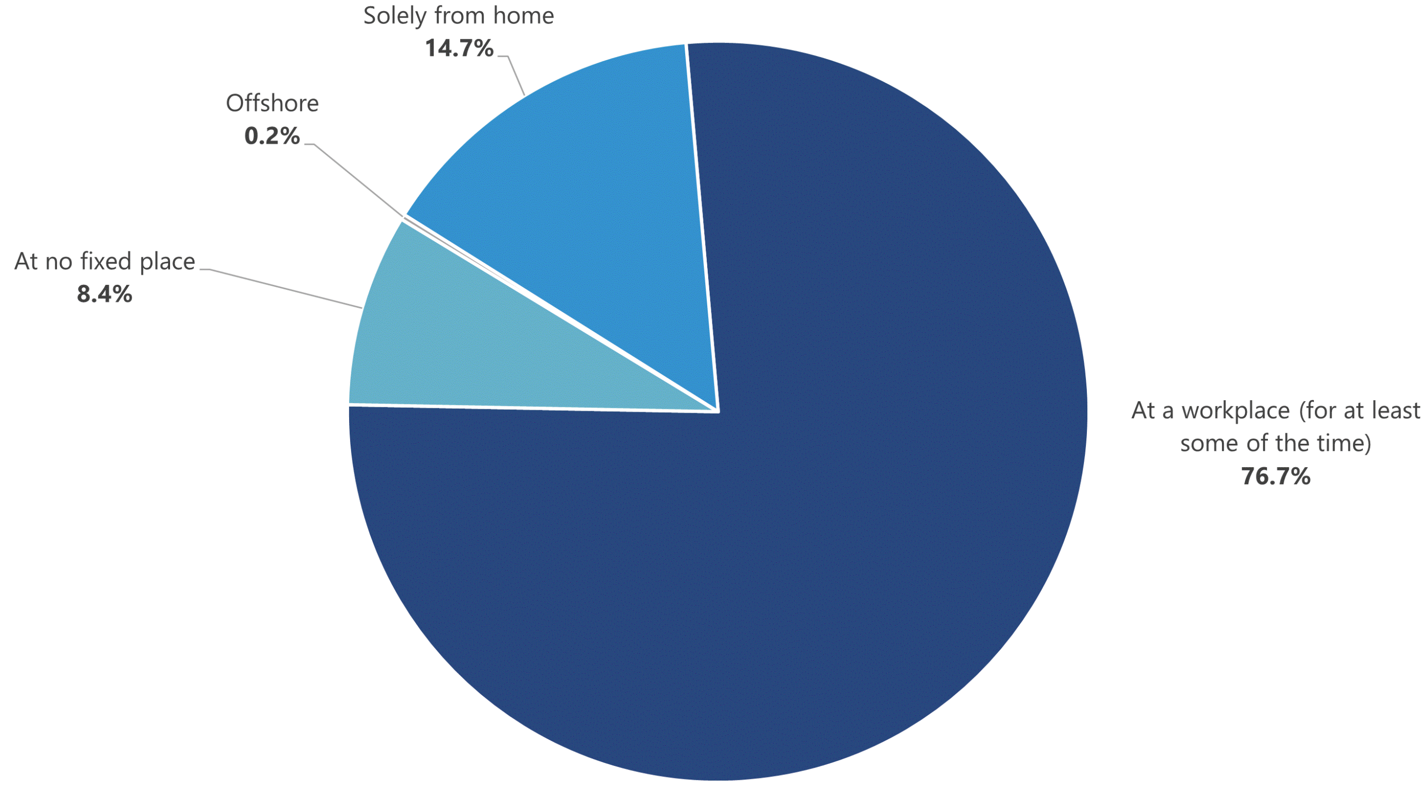


**Figure 4.18** – All new build properties: Where home movers work (those aged 16 and over) (from survey responses). Sample size: 1,287.

4.29 Overall Picture:

- Of those who were aged 16 and over and employed, 76.7% of respondents worked at a workplace (for at least for some of the time).
- 14.7% of respondents worked solely from home. Similarly, the Office for National Statistics[11] found 16% of adult workers worked from home only between September 2022 and January 2023.
- 8.4% of respondents worked at no fixed place.

11. Characteristics of home working, Great Britain: September 2022 to January 2023 – Office for National Statistics

- Only three respondents worked offshore.

4.30 Key Findings for Local Authority Areas:

- The respondents that worked at a workplace (for at least for some of the time) varied with 88.9% of those living in Gosport and only 62% of those living in Southampton.
- The percentage of respondents that solely worked from home varied with just 5.1% for those living in Isle of Wight to 22.2% living in New Forest.

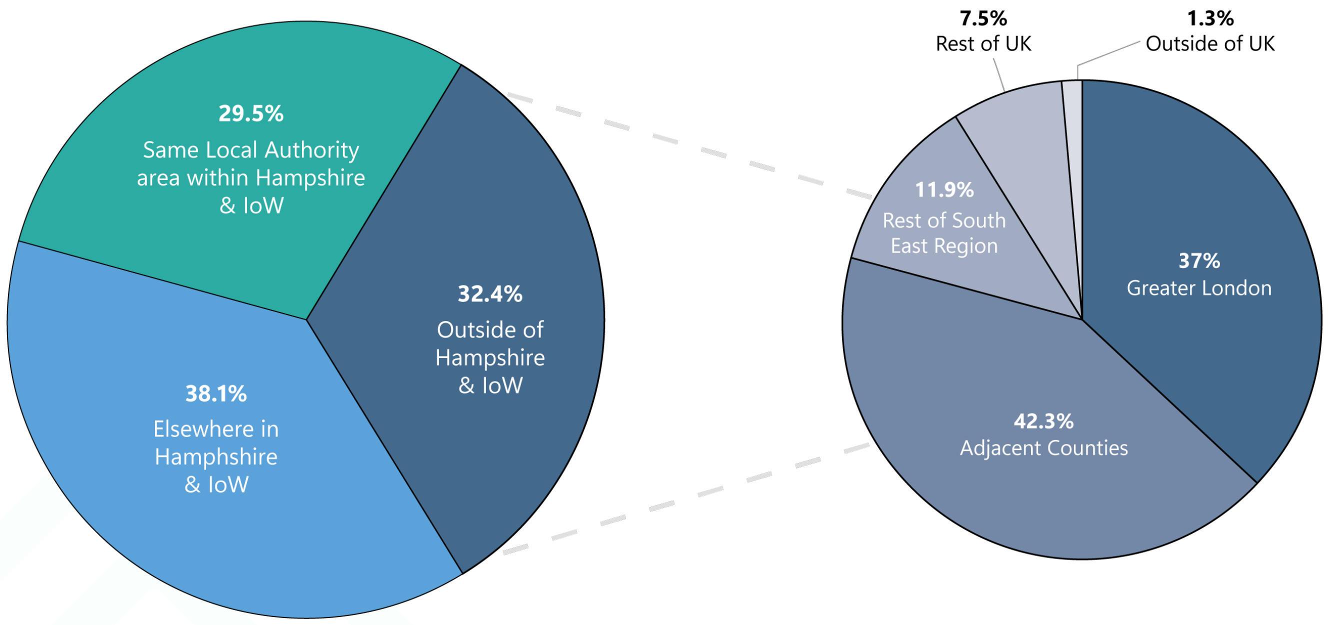


**Figure 4.19** - Where home movers (survey responses) travel to their workplace from their new build property. Sample size: 985.

4.31 Overall Picture:

- Over two thirds of home movers that travel to a workplace travel to somewhere in Hampshire & Isle of Wight. 29.5% live and work in the same local authority area within Hampshire & Isle of Wight and 38.1% travel outside of their local authority area, to elsewhere in Hampshire & Isle of Wight.
- 32.4% worked outside Hampshire & Isle of Wight, the majority of whom travelled to an adjacent county or to Greater London. There were a greater proportion of home movers working within the same local authority area (48%) and a smaller proportion working outside Hampshire & Isle of Wight (21.2%) revealed by the survey in 2010. This could be due to more people working from home more frequently so they can live further away from their workplace.





4.32 Key Findings for Local Authority Areas:

- Isle of Wight had the highest percentage of respondents that live and work within the same local authority area (82.1%), followed by Portsmouth with 56.3%.
- Hart had the lowest percentage of respondents who live and work within the same local authority area (7.4%), followed by Gosport (17.2%) and Winchester (18.2%).
- This could be explained by several respondents that live in Hart and Winchester commuting to the Greater London area for work.
- Gosport has the lowest job density (0.49)[12] amongst all local authority areas within Hampshire & Isle of Wight (compared to the Southeast that has an average job density of 0.85). This could explain why fewer respondents that live in Gosport also work there.

12. Nomis - Official Census and Labour Market Statistics


**Figure 4.20** – Location of workplace travelled to (within Hampshire & Isle of Wight) by those in new build properties (from survey responses)

4.33 Overall Picture:

- There were a high number of new movers living in Hampshire & Isle of Wight that work in the south of Hampshire, in particular the cities and built-up areas such as Portsmouth and Southampton.
- There were fewer movers who travel to work in the more rural areas (e.g., New Forest) that live in new build homes within Hampshire & Isle of Wight.





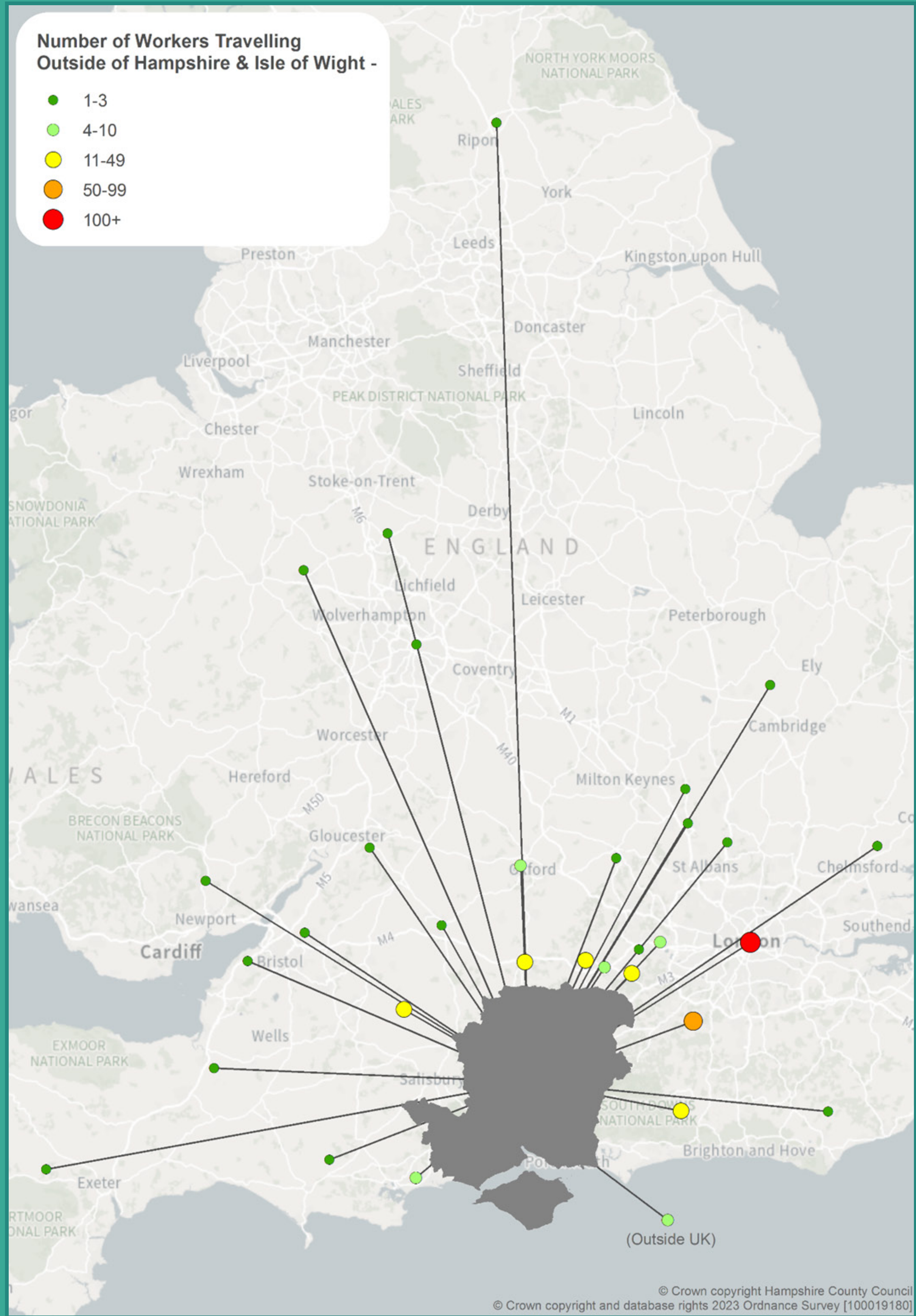


**Figure 4.21** - Location of workplaces travelled to by new build residents who travel outside Hampshire & Isle of Wight for work (from survey responses; 32% of total). Sample size: 319.

4.34 Overall Picture:

- The survey indicates there are over 100 workers commuting to London from new build properties in Hampshire & Isle of Wight.
- There were also a high number (50-99) of workers commuting to the Surrey area from Hampshire & Isle of Wight.
- Some workers were commuting to adjacent authorities, with few travelling to other parts of the UK.
- Those who were commuting outside of the UK for work from Hampshire & Isle of Wight worked abroad or offshore.

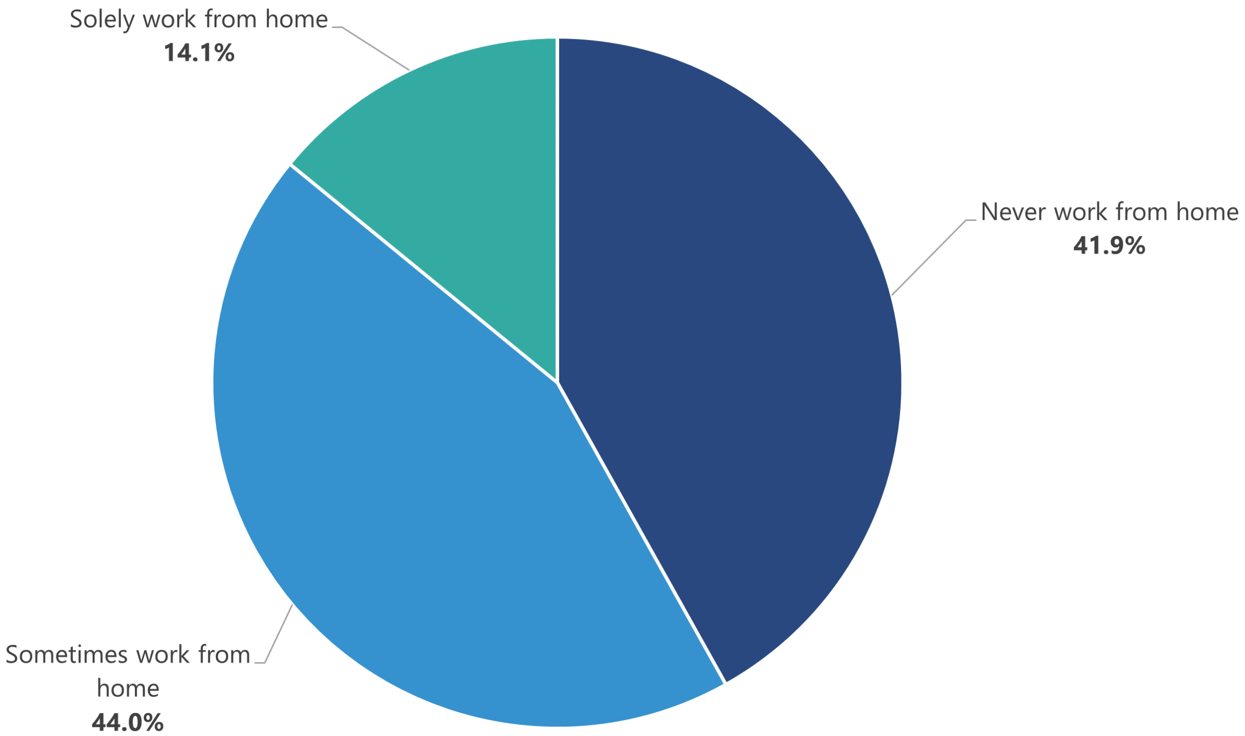


**Figure 4.22** - All new build properties: Home working prevalence amongst survey responses. Sample size: 1,277 (i.e. All residents in the new build homes sample who are in employment/ economically active).

4.35 Overall Picture:

- The largest proportion of survey respondents (44%) sometimes worked from home, closely followed by 41.9% that stated they never work from home.
- 14.1% of respondents solely worked from home.

4.36 Key Findings for Local Authority Areas:

- Gosport had the largest percentage of respondents that never worked from home (61.1%). Whereas in comparison Basingstoke and Deane had a relatively low percentage at 32.2%.
- Over half (52.6%) of home movers in Basingstoke and Deane sometimes worked from home.





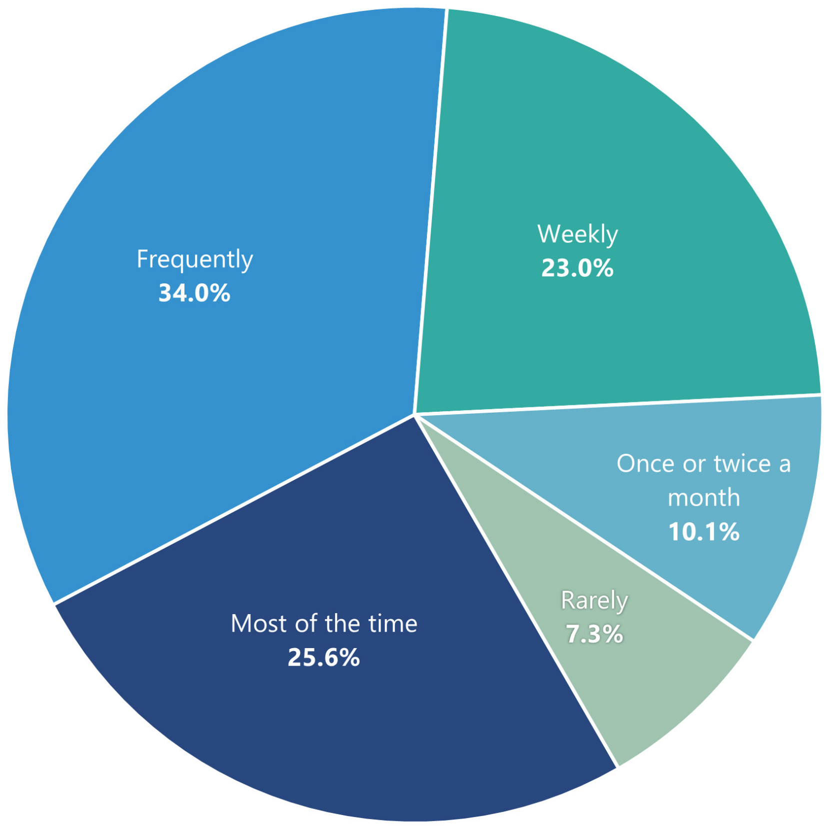


**Figure 4.23** - All new build properties: Frequency of working from home (from survey responses who sometimes work from home and solely work from home). Sample size: 562 (most of the time meaning 80% or more of their working time, frequently meaning 40-79% of their working time, and weekly meaning 1-39% of their working time).

4.37 Overall Picture:

- 739 households (75.2%) stated at least one person in the household aged 16 and over was in employment. Of those residents in new build homes that were in employment, 58.1% stated they, or someone in the household, solely or sometimes worked from home in their new build property.
- 34% of these respondents that worked from home (for at least some of the time) worked from home frequently and 25.6% worked from home most of the time.
- 23% worked from home weekly.
- Only 10.1% of those who worked from home, worked from home once or twice a month, with 7.3% rarely working from home.

4.38 Key Findings for Local Authority Areas:

- Almost a third (31.2%) of Isle of Wight home movers that work from home for at least some of the time stated they rarely worked from home.
- In all local authority areas, except for Havant, the percentage of people that worked from home frequently was greater than those who worked from home weekly.
- Gosport had the highest percentage of people that worked from home most of the time (45.5%).

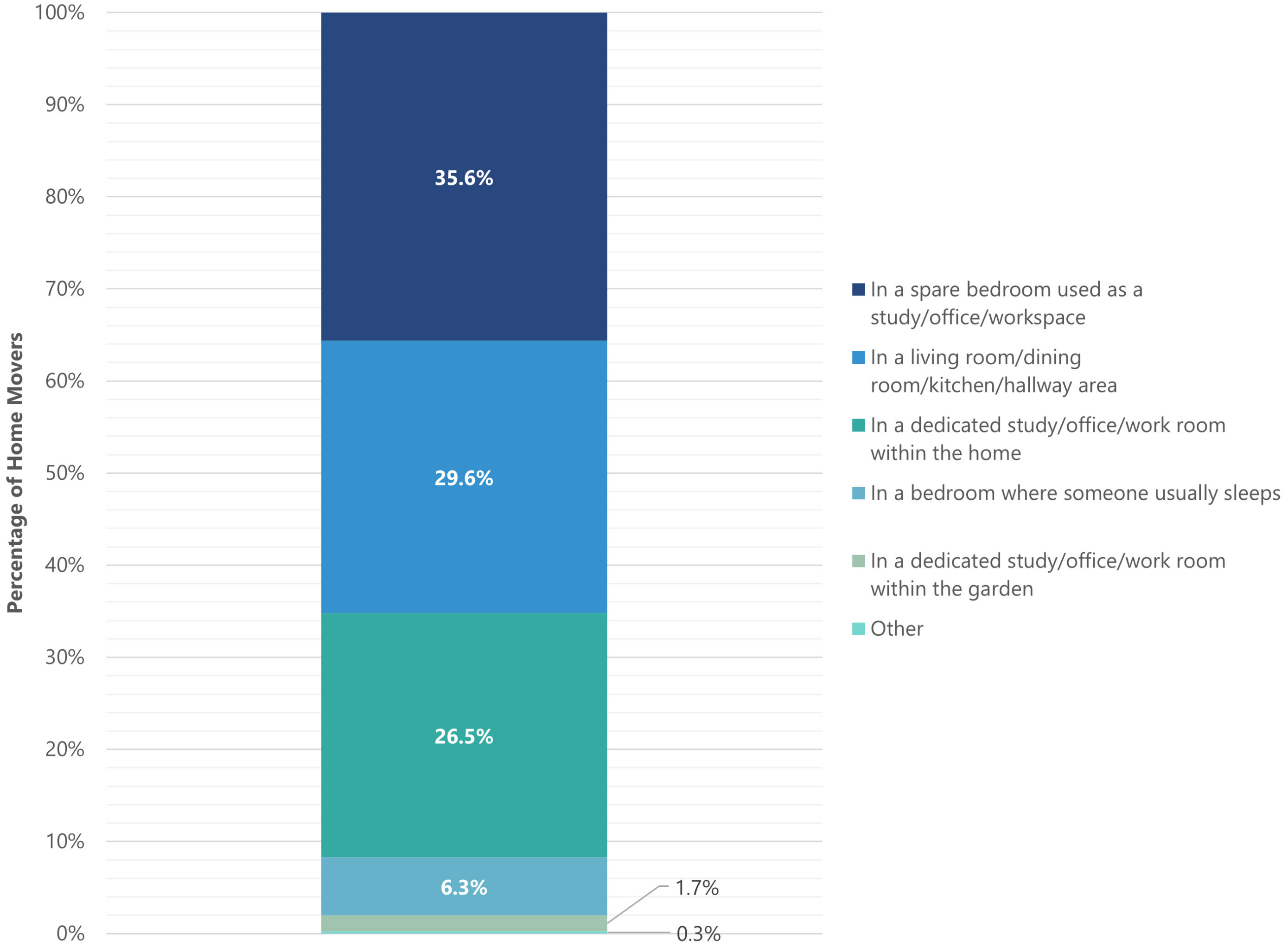


**Figure 4.24** - All new build properties: Where home movers work within their property. Sample size: 747.

4.39 Overall Picture:

- 35.6% of respondents that worked from home for some of the time, worked in a spare bedroom used as a study/office/workspace.
- A high proportion of respondents worked in a living room/dining room/kitchen/hallway area (29.6%) and in a dedicated study/office/work room (26.5%).
- A small percentage worked in a dedicated study/office/work room within the garden (1.7%) and in a bedroom where someone usually sleeps (6.3%).

4.40 Key Findings for Local Authority Areas:

- New Forest had the highest percentage of movers working in a dedicated room within the garden (7.1%).
- Hart had the highest percentage of movers working in a living room/dining room/kitchen/hallway (66.7%).
- In East Hampshire and Eastleigh, over 40% of people who work at home do so in a spare bedroom used specifically as an office/workspace. This is compared to Isle of Wight home workers where 23.5% of them work in a spare bedroom, the lowest amongst all local authority areas. However, Isle of Wight has one of the highest percentages of workers who work in a dedicated study/office/workroom, at 41.2%.



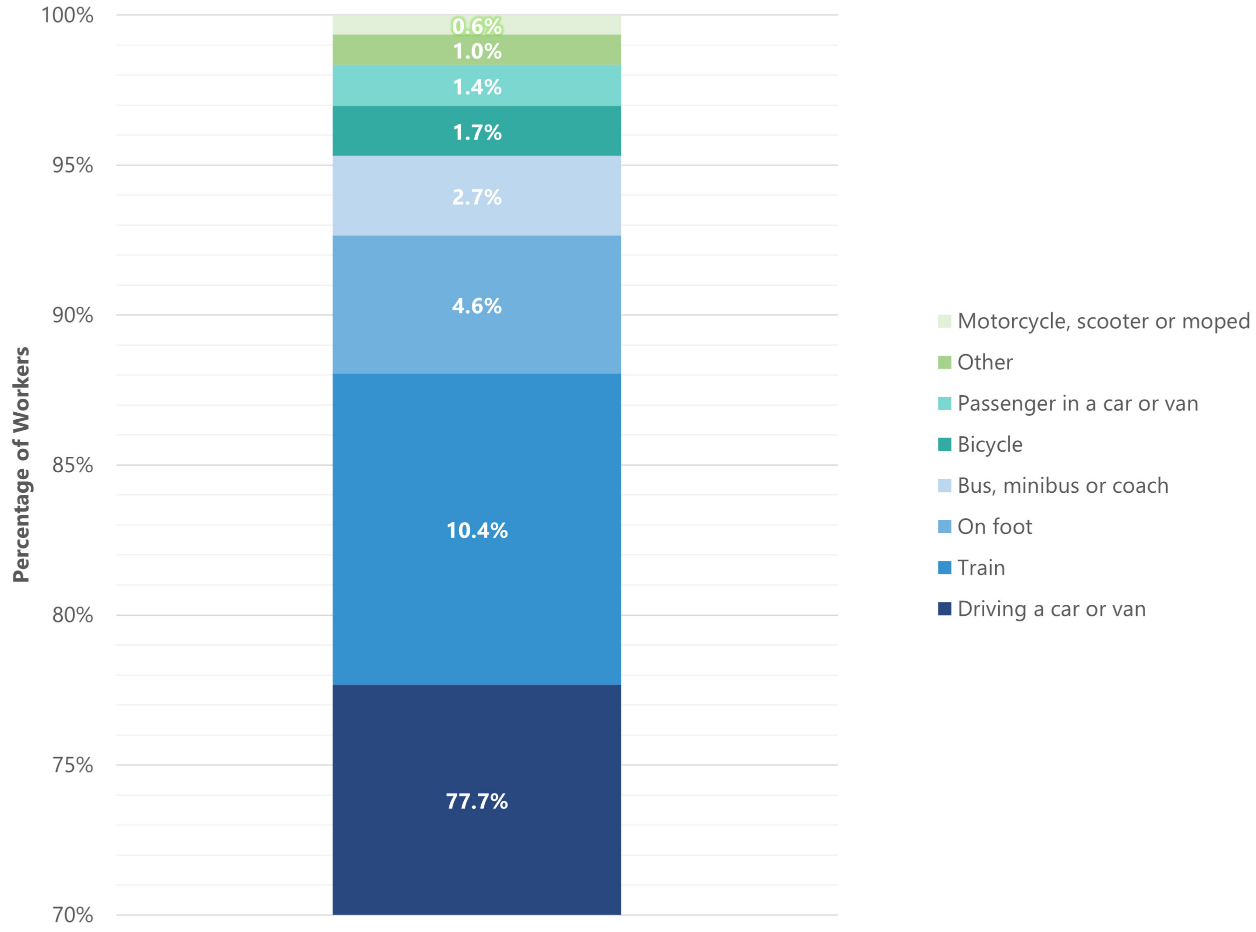


**Figure 4.25** - All new build properties: Travel to work (longest part of the journey by distance). Sample size: 1,089 (chart starts at 70%).

4.41 Overall Picture:

- Most respondents travel to work from their new build home driving a car or van (77.7%).
- The second most popular mode of transport to work was the train (10.4%).
- 4.6% of respondents travel to work by foot.
- Very few respondents were a passenger in a car or van (1.4%), cycle (1.7%), use a bus, minibus, or coach (2.7%), or a motorcycle, scooter, or moped (0.6%).

4.42 Key Findings for Local Authority Areas:

- Southampton had the lowest percentage of respondents who travel to work by car or van with 45%, but the highest percentage who cycle (10%) and travel on foot (17.5%).
- The most popular form of public transport was the train. 17.5% of respondents in Basingstoke and Deane travel to work by train and 22.2% in Hart, which is indicative of the established commuter communities in towns such as Basingstoke and Fleet.
- No survey respondents reported using the train to get to work in Gosport, which is expected as there is no train station nearby. Gosport also had a large proportion of respondents who travel to work by car or van (84.8%).

**Figure 4.26** - All new build properties: New and previous modes of transport for travel to work. New mode of transport down the left and previous mode across the top. Sample size: 111.

| | Previous Mode of Transport | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| New Mode of Transport | Bicycle | Bus, minibus or coach | Driving a car or van | Motorcycle, scooter or moped | On foot | Other | Passenger in a car or van | Taxi | Train | Underground, metro, light rail, tram |
| Bicycle | | 2 | 4 | | 2 | | 2 | 1 | | |
| Bus, minibus or coach | 1 | | 1 | | 3 | 1 | | | 1 | |
| Driving car/van | 12 | 5 | | 1 | 15 | 2 | 2 | | 7 | 3 |
| Motorcycle, scooter or moped | | | | | 1 | | | | | |
| On foot | | 3 | 13 | | | | | 2 | | |
| Other | | | 1 | | 2 | | | | 1 | |
| Passenger in car/van | | | 1 | | | | | | 1 | |
| Taxi | | | | | 1 | | | | | |
| Train | | 1 | 10 | | 3 | 1 | | | | 5 |

4.43 Overall Picture:

- 111 out of 584 workers (19%) have changed their mode of transport to travel to work since moving to their new property.
- The biggest change was for those who now drive a car or van to work. Previously 12 of those respondents cycled, 15 walked and 15 used public transport (five used the bus, seven used the train and three used the underground).
- There was also a change for those that now use the train with 10 of these people having previously driven (most people who now use the train work in London).
- Those home-movers who previously lived in London and got the tube to work, now mainly get the train to work in London. The majority work from home for at least 40% of the time. The move to work from home appears to have made people think about relocating to Hampshire & Isle of Wight.
- However, we do not know if respondents moved jobs at the time they moved house, or if the change of transport mode was only because of the house move.

4.44 Key Findings for Local Authority Areas:

- Eastleigh had the greatest number of respondents who had changed their mode of transport since moving house. Of those that now drive, over half used to cycle.

SECTION 4

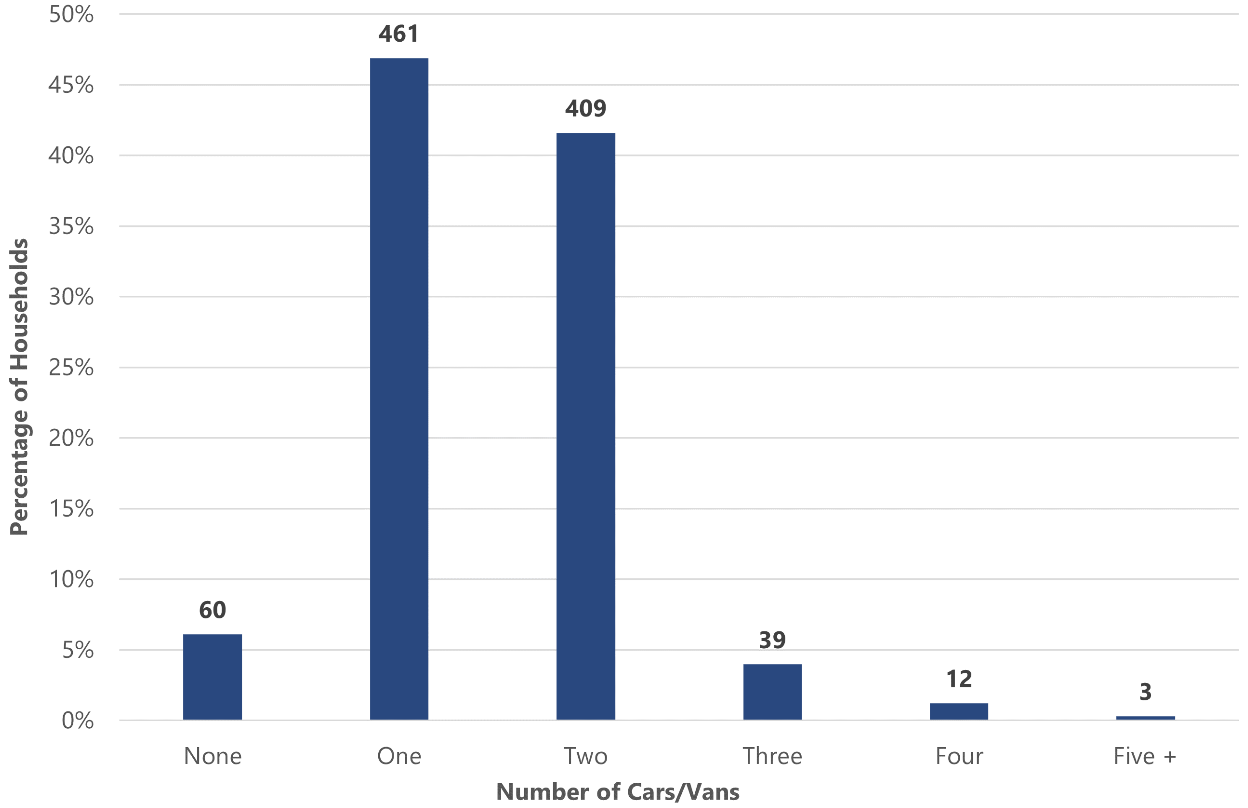


**Figure 4.27** - All new build properties: Number of cars or vans kept at/around the property (survey responses). Sample size: 984.

4.45 Overall Picture:

- In Hampshire & Isle of Wight, most new home movers had either one (46.9%) or two (41.6%) cars or vans.
- More home movers had no cars or vans (6.1%) than had three or more cars or vans (5.5%).
- Only 0.3% of home movers had five or more cars or vans.
- Over two thirds of households with no car or van rented from a housing association or a private landlord.
- Of the households that rented and had no car, over 80% lived in a flat, maisonette or apartment.
- The location of households with no car tended to be in the more urban areas where there are likely to be better public transport links.
- A third of households with no car contain people aged 25-34 with the majority living in urban areas.

4.46 Key Findings for Local Authority Areas:

- Southampton had the highest percentage of home movers with no cars or vans (25.7%).
- All home movers in New Forest had at least one car or van.
- The only local authority areas who had home movers with four or more cars were Basingstoke and Deane, East Hampshire, Eastleigh, Isle of Wight, and Winchester.



SECTION 4

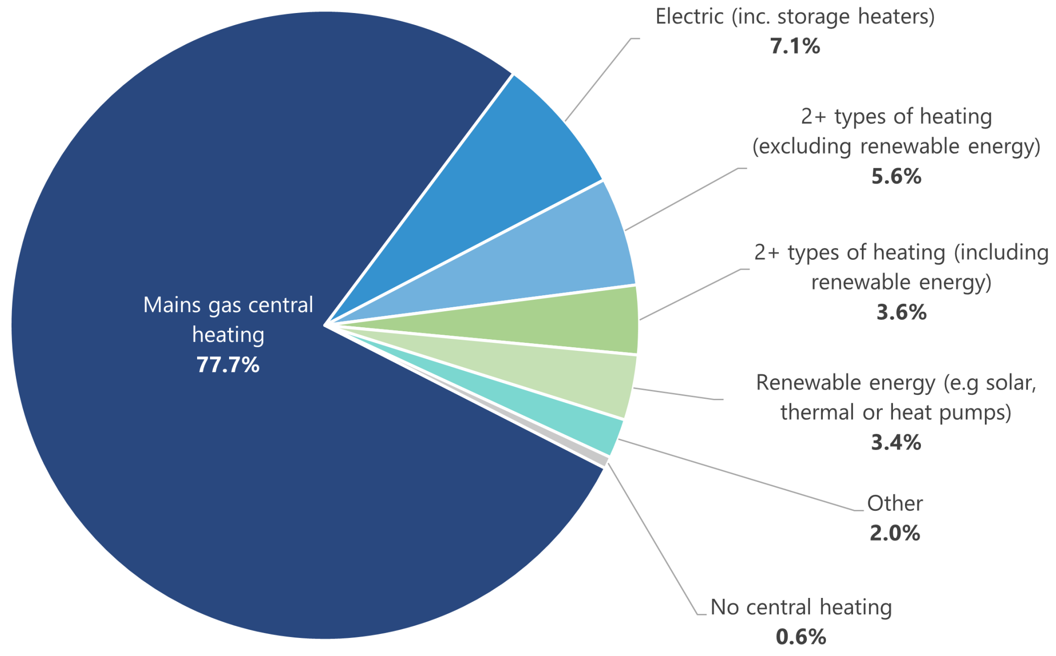


**Figure 4.28** - All new build properties: Type of heating (survey responses). Sample size: 984 (Other included tank or bottled gas, district or communal heat network, oil, and other).

4.47 Overall Picture:

- In Hampshire & Isle of Wight, the dominant heating type reported in new build homes from the survey was mains gas central heating (77.7%).
- 7.1% of properties had electric heating, which was the second most popular heating type.
- Very few home movers had oil (0.2%), district or communal heat network (0.6%), tank or bottled gas (0.6%), or no central heating (0.6%).
- 3.4% of dwellings had renewable energy only.
- For properties that had two or more types of heating, more of them did not include renewable energy (3.6%) than did (5.6%).

4.48 Key Findings for Local Authority Areas:

- 51.4% of home movers in Southampton had electric heating and 21.4% in Portsmouth. In comparison Isle of Wight had no home movers with electric heating.
- Rushmoor had the highest percentage of home movers with mains gas central heating with 91.7%.
- Test Valley and Basingstoke and Deane had the highest percentage of home movers using solely renewable energy with 6.5% and 4.9% respectively.
- The few respondents that used tank or bottled gas lived in Basingstoke and Deane, New Forest, and Test Valley in the more rural areas and mainly consisted of the smaller developments (e.g., several were from Basingstoke and Deane that lived in a 17-dwelling new build development in a village which was likely to not have mains gas central heating).

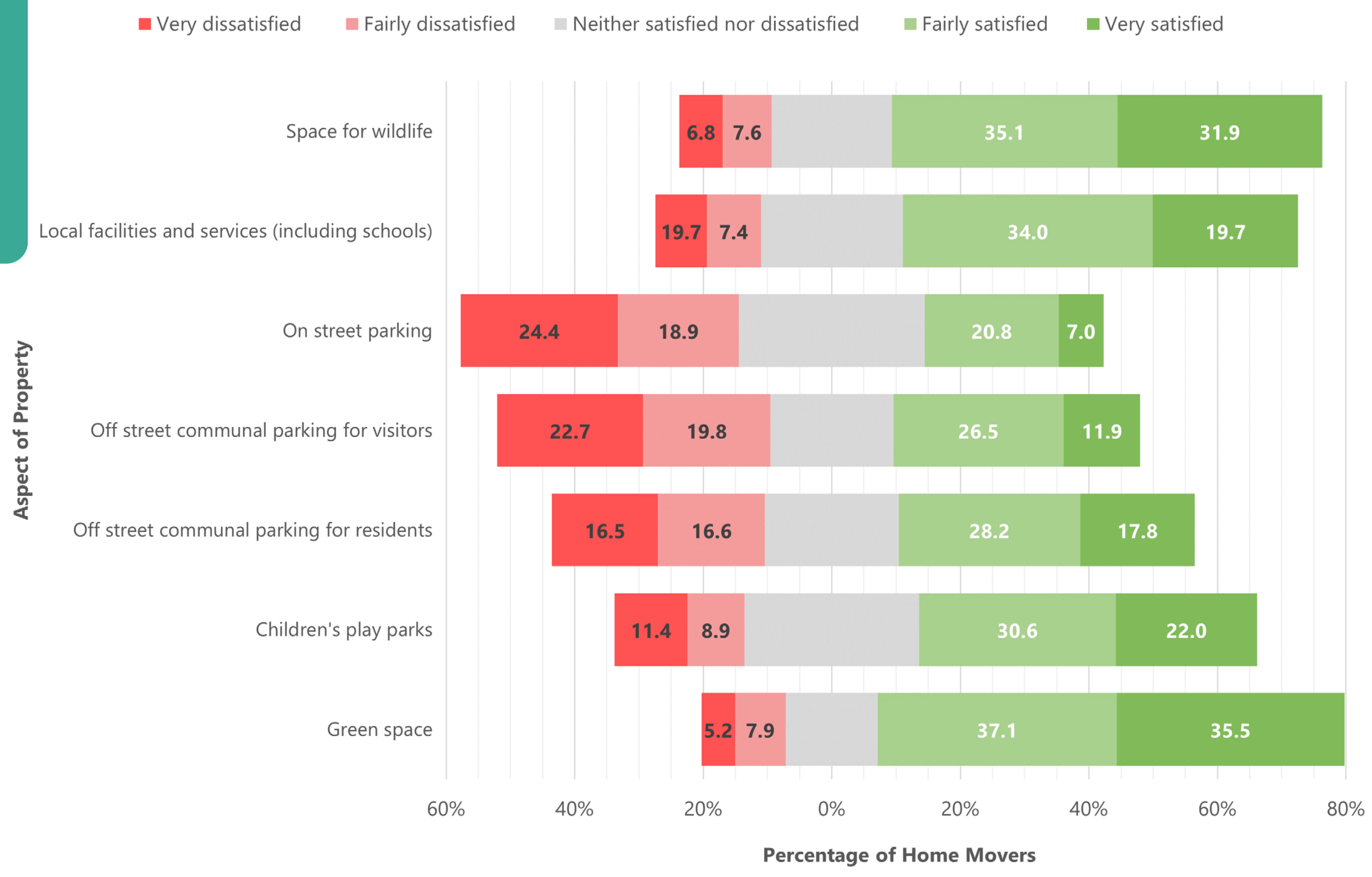


**Figure 4.29** – All new build properties: Property satisfaction (survey responses). Sample size: 973 (energy costs), 954 (private allocated parking), 971 (broadband speed), 704 (size of outdoor space), 981 (room sizes), 658 (bedrooms sizes), 968 (storage space).

4.49 Overall Picture:

- All property aspects had a much greater proportion of home movers that were satisfied compared to dissatisfied.
- Energy costs was the aspect of the property that home movers were most dissatisfied with. This could be expected due to energy costs across the UK being high, not just for new build properties.
- A greater proportion of home movers were dissatisfied with storage space and the size of outdoor space compared to other aspects.
- Bedroom sizes had the greatest proportion of home movers that were very satisfied with this aspect of the property.



4.50 Key Findings for Local Authority Areas:

- Portsmouth and Southampton had the highest percentage dissatisfied with private allocated parking.
- Southampton and Test Valley had the highest percentage dissatisfied with storage space.
- Overall, bedroom sizes showed fairly similar results across all local authority areas with many local authority areas being generally satisfied - Gosport and Rushmoor had the highest percentage of satisfied new home movers.
- Portsmouth and New Forest had the greatest percentage dissatisfied with room sizes, whereas Gosport and Rushmoor had the highest levels of satisfaction.

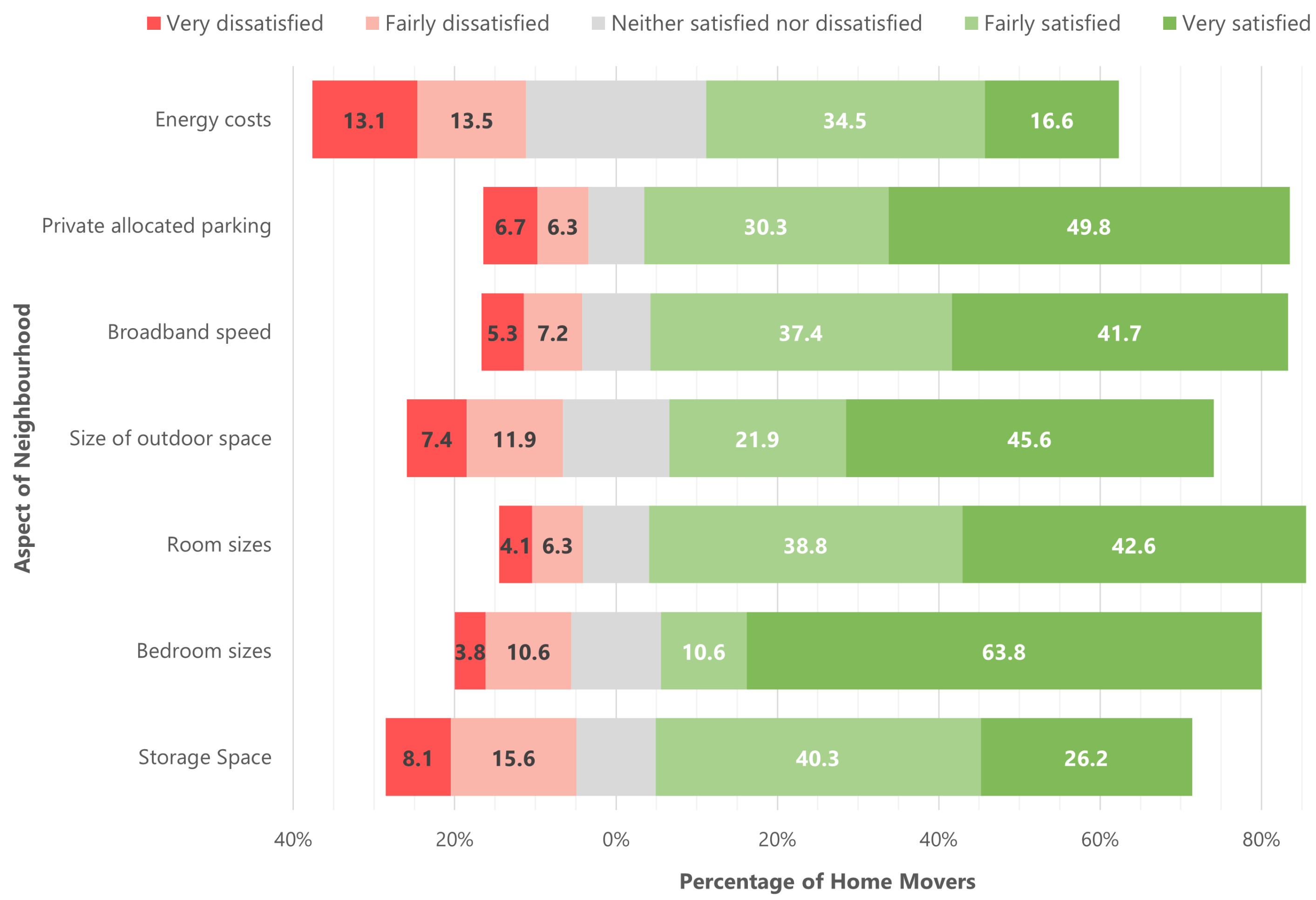


**Figure 4.30** - All new build properties: Neighbourhood satisfaction. Sample size: 932 (space for wildlife), 889 (local facilities and services (including schools)), 758 (on street parking), 883 (off street communal parking for visitors), 836 (off street communal parking for residents), 677 (children's play parks), 927 (green space).



SECTION 4

4.51 Overall Picture:

- On street parking, off street communal parking for visitors, and off-street communal parking for residents showed the greatest level of dissatisfaction compared to the other aspects of the neighbourhood. Parking was one of the biggest issues for new build homes.
- Green space and space for wildlife had the greatest proportion of home movers that were satisfied with this aspect of the neighbourhood.

4.52 Key Findings for Local Authority Areas:

- Southampton had the highest percentage of home movers that were dissatisfied with off street parking.
- Portsmouth and Southampton had the highest percentage of home movers dissatisfied with space for wildlife. This could be expected due to there being less space for this in the cities. Hart and Winchester had the most home movers satisfied with space for wildlife.
- Gosport, Havant, Portsmouth and Southampton had a large proportion of home movers dissatisfied with children's play parks, whereas Basingstoke and Deane, and New Forest had a larger proportion of home movers satisfied with children's play park.

4.53 The final two charts in Section 4 analyse in more detail the tenure of new builds broken down by whether the new build is a house/bungalow or a flat, maisonette or apartment.

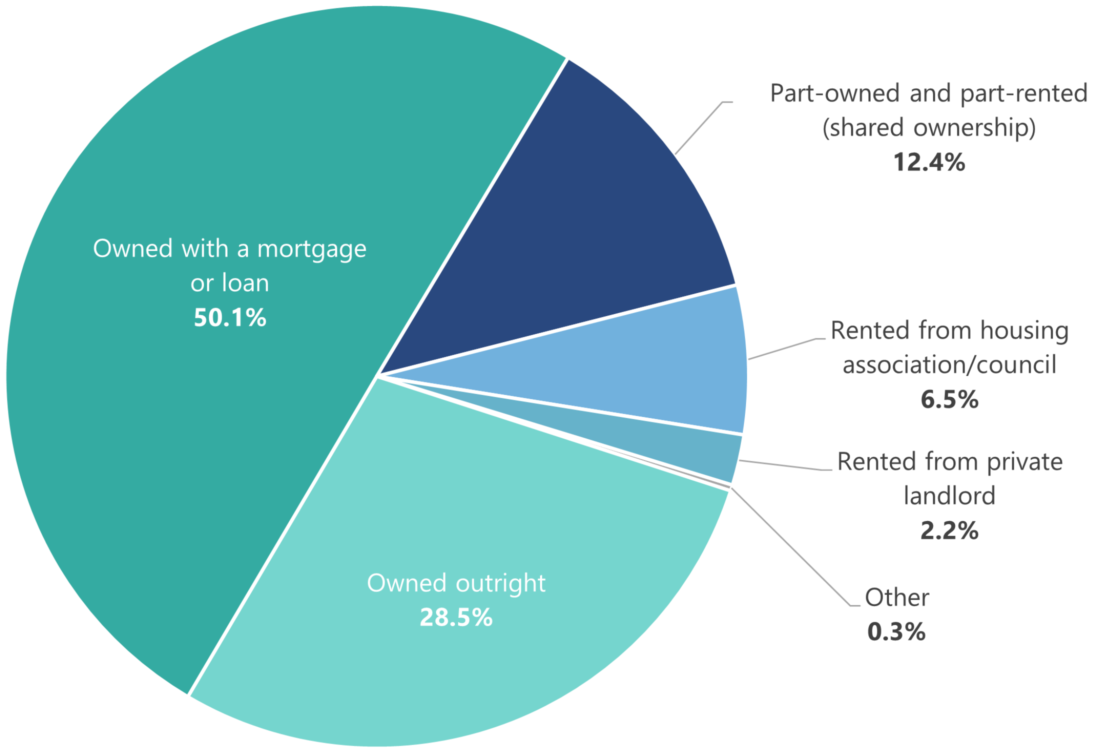


**Figure 4.31** - House/bungalow: Tenure of new build homes (survey responses). Sample size: 772.



4.54 Overall Picture:

- In Hampshire & Isle of Wight, of those who moved into a house/bungalow, 50.1% owned their property with a mortgage or loan and 28.5% owned their property outright.
- Only 2.2% of home movers moving into a house/bungalow rented from a private landlord.
- 12.4% of houses/bungalows were shared ownership.
- 6.5% of houses/bungalows were rented from the housing association/council in comparison to 2.2% rented from a private landlord.

4.55 Key Findings for Local Authority Areas:

- Few owner-occupiers in Gosport bought a detached house or bungalow (7.1%). This was the lowest amongst all local authority areas.
- In comparison, East Hampshire, Isle of Wight, and Test Valley had the highest percentage of owner-occupiers with a detached house/bungalow with 61.8%, 60.6%, and 59.3% respectively.

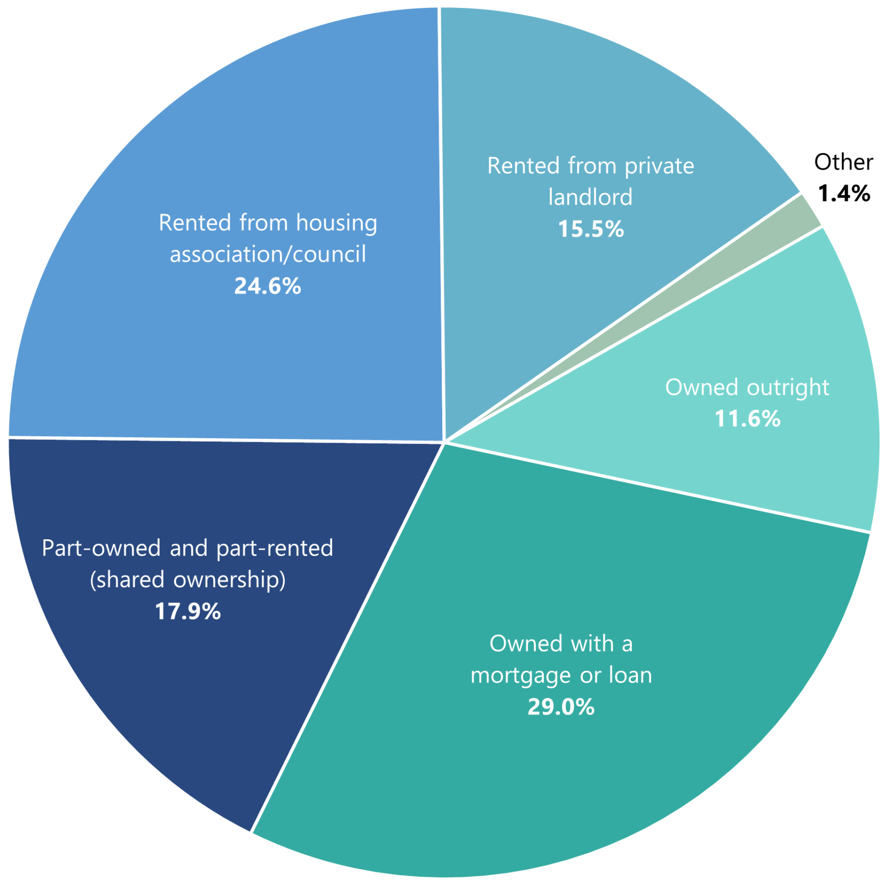


**Figure 4.32** - Flat, maisonette, or apartment: Tenure of new build homes (survey responses). Sample size: 207.

4.56 Overall Picture:

- In Hampshire & Isle of Wight, of those who moved into a flat, maisonette, or apartment, 29% owned with a mortgage or loan and 11.6% owned their property outright.
- 17.9% of flats, maisonettes, or apartments were shared ownership.
- 24.6% of flats, maisonettes, or apartments were rented from a housing association/council in comparison to 15.5% from a private landlord.



SECTION 4

4.57 Key Findings for Local Authority Areas:

- Southampton had the highest percentage of owner-occupiers with flats (70.6%), followed by Hart (47.1%).
- Basingstoke and Deane had the highest percentage of flats rented from a housing association/council (36.1%), followed by Winchester (25%) and Test Valley (22.2%).
- Southampton had the highest percentage of flats rented from a private landlord (22.2%), followed by Basingstoke and Deane and Eastleigh (both with 13.9%).
- Basingstoke and Deane had the highest percentage of shared ownership flats (30.6%), followed by Gosport (22.2%).


**Figure 4.33** – Word cloud showing words with a frequency of ten or more that appeared in additional comments from survey respondents .

4.58 At the end of the survey, respondents were given a free text box to write any additional comments they had on the survey. Below are some comments about the most popular themes.

- "Parking for new build housing estates needs to be sorted. We currently have a carport separate to the property. It will be almost impossible for us to install a car charging point for an electric vehicle".
- "They need to give more space between houses and better parking solutions".
- "I would appreciate a more local bus service".
- "Since moving here, banks have gone from 2 to 0, and 2/3 of our bus service has been reduced by 60% and potentially terminating completely in the next month. These 2 things combined have had a detrimental effect and had this been the situation been the case before we moved here we would have reconsidered this option".
- "Could have asked more about quality of the new home, which was very poor".
- "Planning conditions should include more efficient homes, such as heat pumps, induction jobs, underfloor heating and larger solar panels with battery storage".
- "This survey should really ask about the build quality of the house, more houses are needed but when considering having them built thought should be given to the quality and the problems people who move in face, I know that where I live everyone I speak to has had significant build quality issues. If that were to be a question my answer would be very dissatisfied along with most people here who have spent considerable time getting things fixed by the house builder or doing themselves at a cost".
- "We have downsized and moved to a smaller property due to age and health. We love the location but the roads are tremendously busy and overcrowded. Hadn't realised how bad until moving here. Consideration needs to be given to roads & traffic flow before any further major housing developments".
- "Road infrastructure needs to be planned before housebuilding so sensible plans are developed. What was sold as a quiet place to live, is now having a through road imposed; lorries and buses will regularly drive close to the house all hours, endangering pets and children. When buying we should have been told so could have made an informed choice".
- "We are both locals, we don't need a 3 bed, there are no 1 or 2 beds available to older couples or first-time buyers. It would be much more efficient, sustainable in terms of energy, material use & financially for us to be in a small 1 or 2 bed house, however there are none".

4.59 Most of the comments referred to elements that could be improved, however, there were some positive comments. A few are shown below.

- "It was a bonus to find a VERY small new house built for one [or two at a squash] So often only large houses are built. Brilliant!"
- "The opportunity to build a home for ourselves has made a significant change in our lives. We have also been able to build a more sustainable new home".
- "We couldn't be happier in our new home. Everything and more than we expected".

# COMPARISON WITH 2021 CENSUS

5.1 Several questions within the Home Movers Survey were also asked in the 2021 Census. The census is a survey carried out by the Office for National Statistics once every ten years and gives a picture of all people and households in England and Wales at one point in time. However, as previously mentioned, census data typically doesn't enable straightforward analysis which can distinguish between the socio- economic characteristics of new build and existing housing stock.

5.2 Data from the census is used to help make decisions about how and where to spend resources. The 2021 Census was taken at a time when the country was in a partial lockdown which may have created some anomalies, particularly with regards to the travel data.

5.3 Where applicable, results from the Home Movers Survey have been compared to the results from the census for the Hampshire & Isle of Wight area. However, it is important to note that the census covers all homes existing at 21 March 2021 and not just new home movers or new build housing.

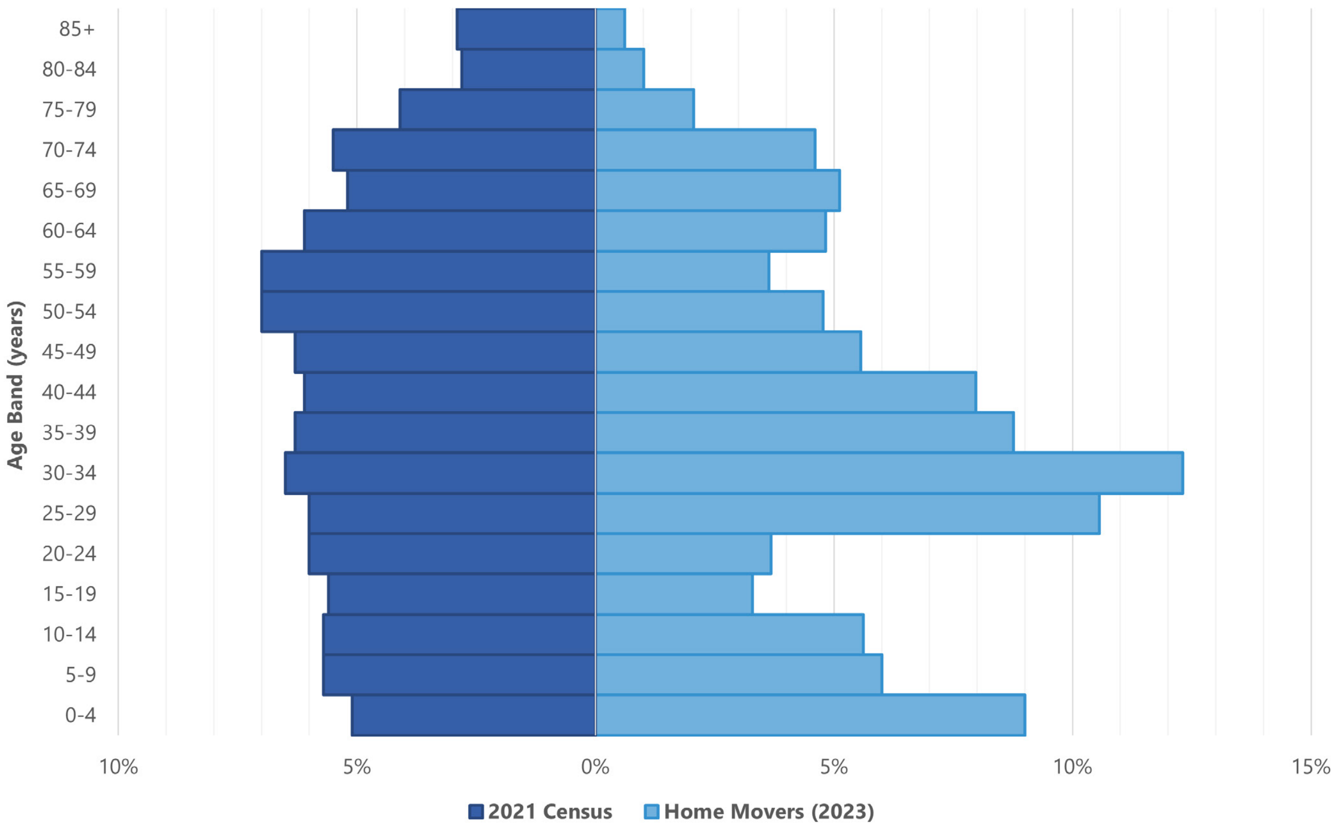


**Figure 5.1** - Population pyramid for the 2021 Census data for Hampshire & Isle of Wight and the Hampshire & Isle of Wight Home Movers 2023 data.
Sample size: 1,998,276 (2021 Census, Hampshire & Isle of Wight), 2,283 (Hampshire & Isle of Wight Home Movers 2023)



5.4 Overall Picture:

- 2021 Census data for Hampshire & Isle of Wight shows an ageing population. 15.3% of the population were aged 70 and over and 5.7% were aged 80 and over.
- In comparison, the Hampshire & Isle of Wight Home Movers Survey 2023 data shows a younger population, with most people in the 25 to 34 age range and a lower percentage of 70 and over year-olds (than the 2021 Census data). However, those residents who responded to the survey may not necessarily be entirely representative of the actual age of those who have moved into new build homes across Hampshire & Isle of Wight.

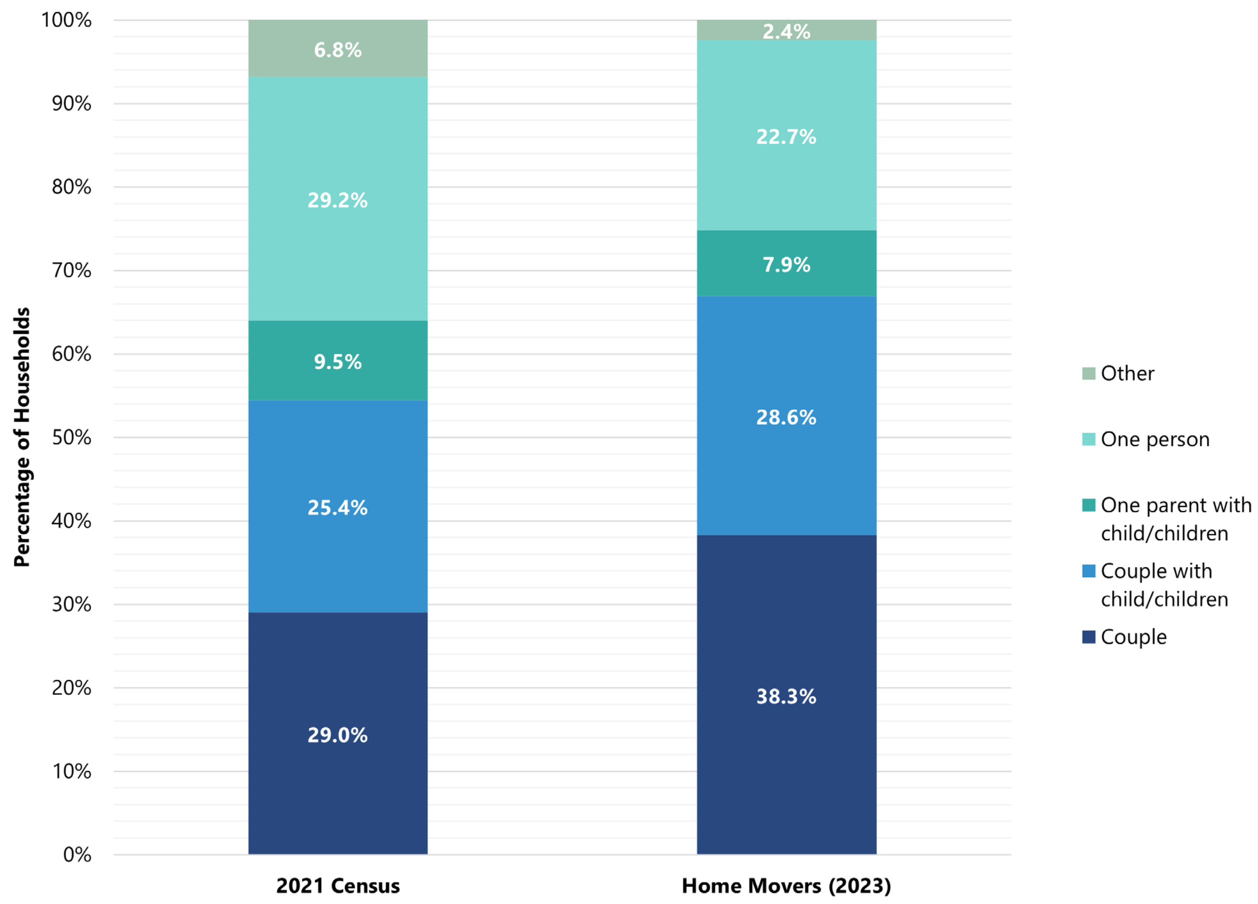


**Figure 5.2** - Household type. Sample size: 840,917 (2021 Census, Hampshire & Isle of Wight), 984 (Hampshire & Isle of Wight Home Movers 2023).

5.5 Overall picture:

- There were more households with couples and couples with a child/children and fewer single person households moving into new properties than there were in the 2021 Census data for Hampshire & Isle of Wight.

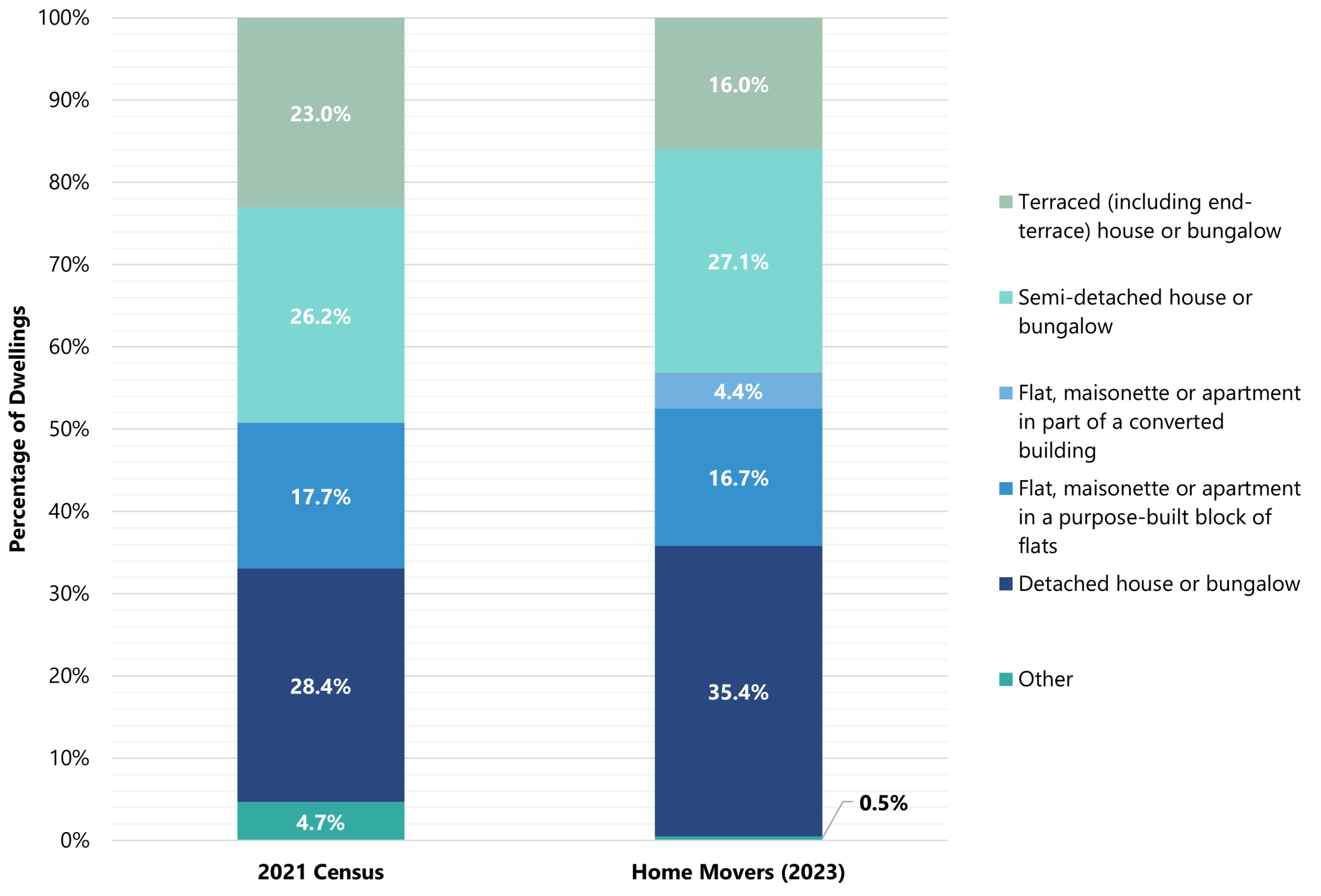


**Figure 5.3** - Accommodation Type. Sample size: 840,913 (2021 Census, Hampshire & Isle of Wight), 984 (Hampshire & Isle of Wight Home Movers 2023).

5.6 Overall Picture:

- Similar results are shown between the census and Home Movers Survey data, but the Home Movers Survey data showed a larger proportion of detached houses or bungalows and a smaller proportion of terraced houses or bungalows.



SECTION 5

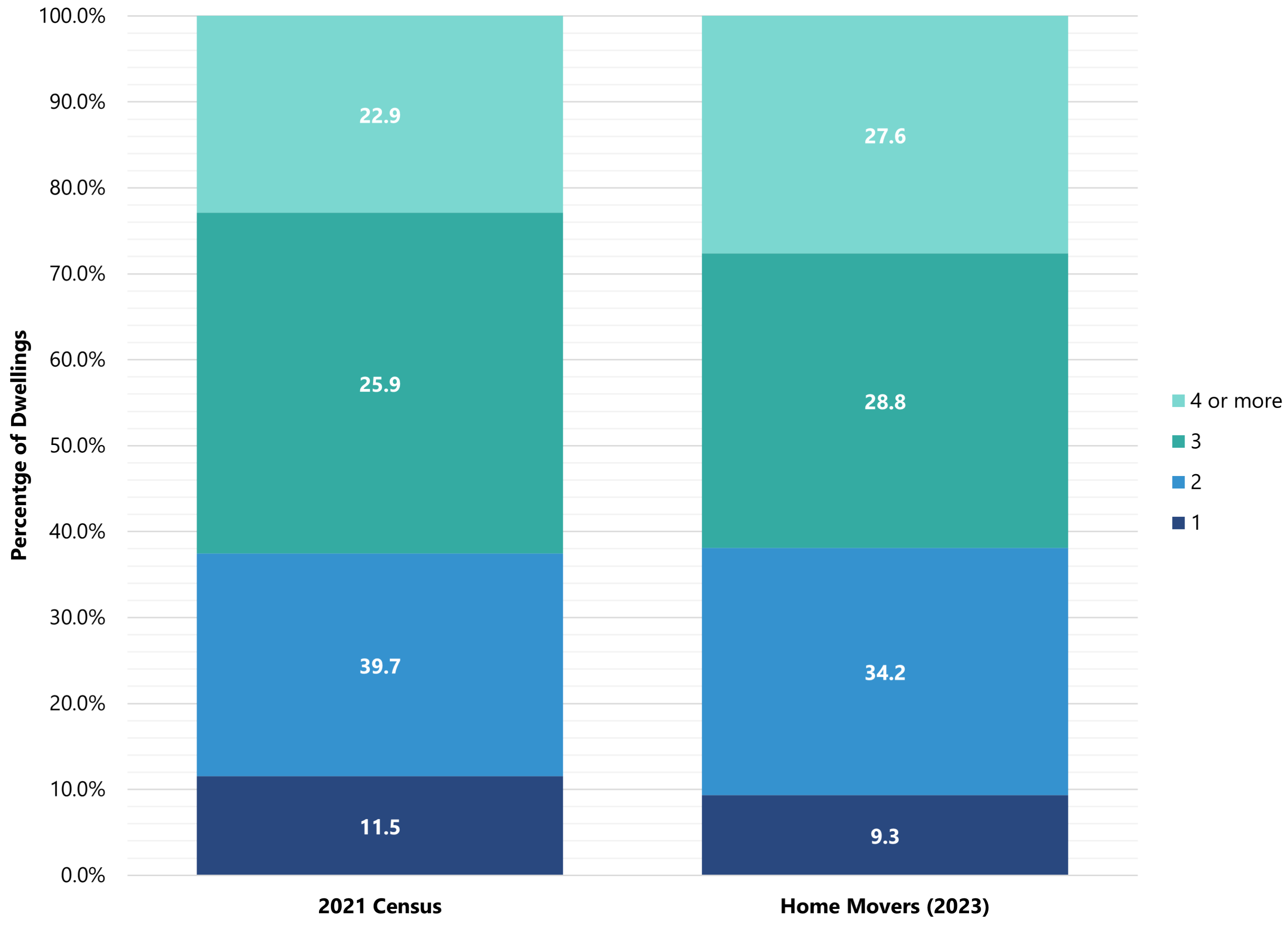


**Figure 5.4** - Number of bedrooms. Sample size: 840,914 (2021 Census, Hampshire & Isle of Wight), 984 (Home Movers 2023)

5.7 Overall Picture:

- The census provides baseline data on bedroom numbers. The Home Movers Survey data showed there was a higher percentage of two-bedroom and four or more-bedroom properties and a smaller percentage of three- and one-bedroom properties when compared to the 2021 Census.

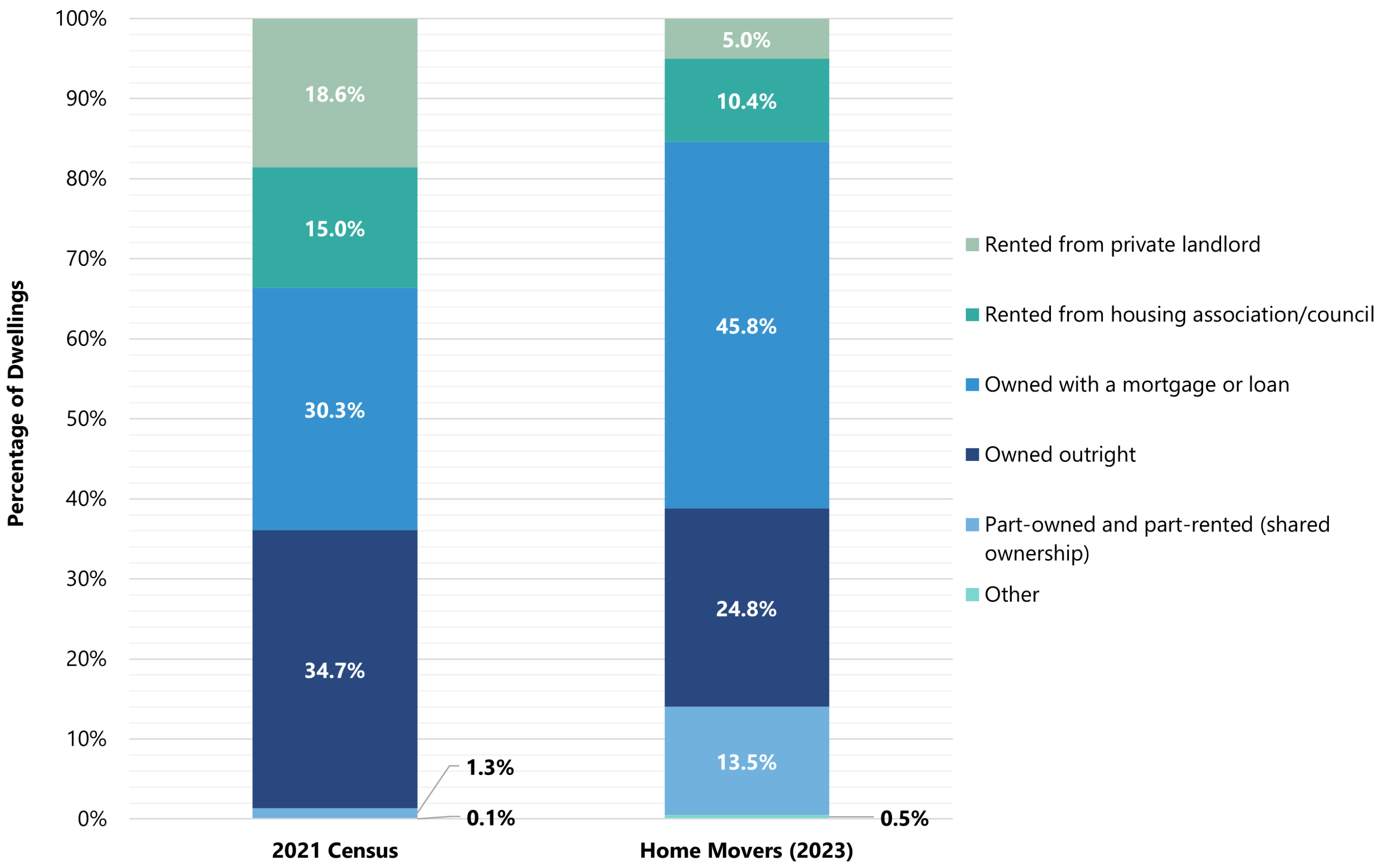


**Figure 5.5** – Tenure. Sample size: 840,913 (2021 Census, Hampshire & Isle of Wight), 984 (Hampshire & Isle of Wight Home Movers 2023).

5.8 Overall Picture:

- A greater proportion of home movers owned their property with a mortgage or loan than the 2021 Census data shows for Hampshire & Isle of Wight, but a lower proportion owned their property outright.
- Home movers had a greater proportion of properties with shared ownership (13.5%) than 2021 Census (1.3%).
- Home movers had a smaller proportion of properties that were rented (15.3%) compared to the census with 33.6%.



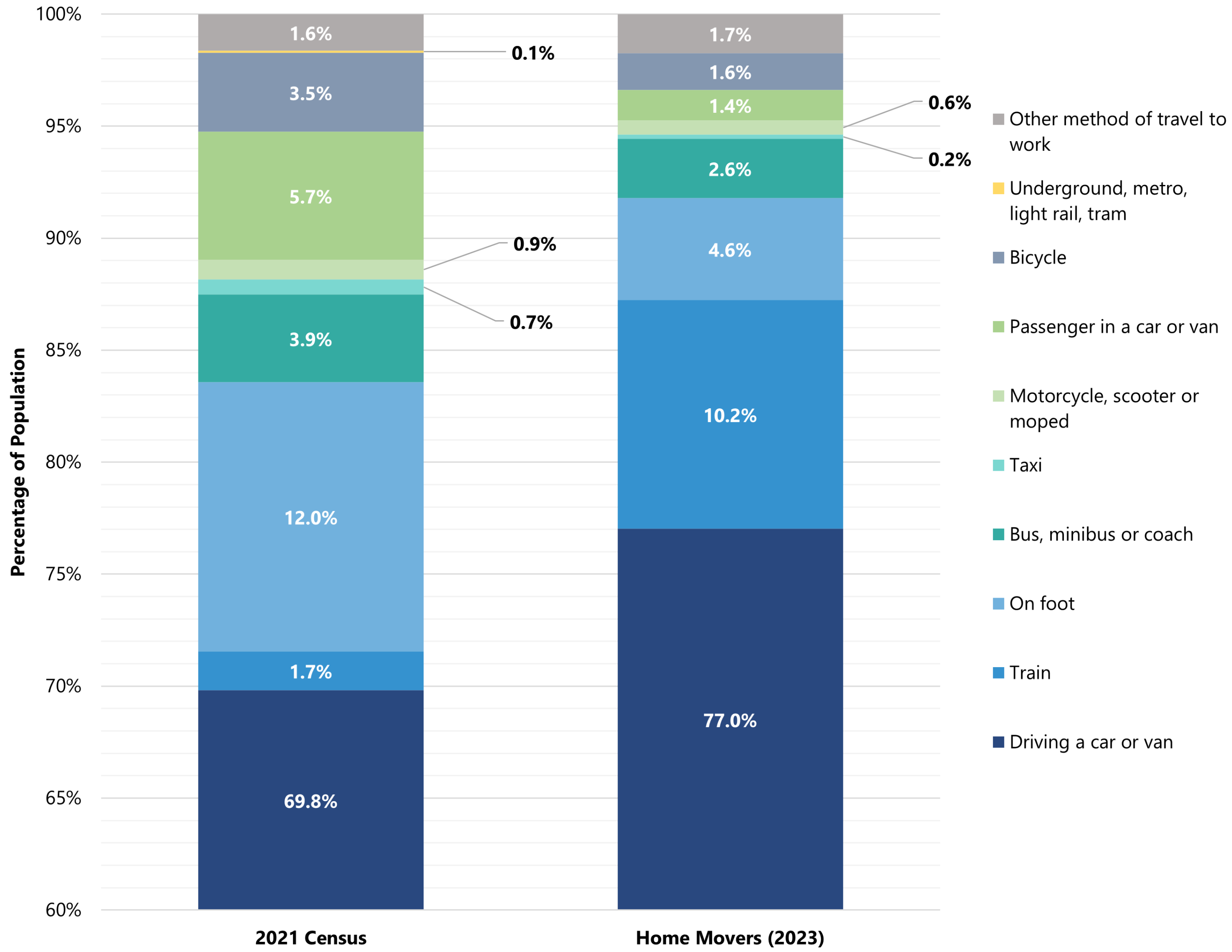


**Figure 5.6** – Mode of transport to travel to work. Sample size: 645,190 (2021 Census, Hampshire & Isle of Wight), 1,097 (Hampshire & Isle of Wight Home Movers 2023) (graph starts at 60%).

5.9 Overall Picture:

- A higher percentage of home movers travelled to work by driving a car or van (77%) than the census data shows for Hampshire & Isle of Wight (69.8%).
- A higher percentage of home movers also travelled to work by train (10.2%) than the census shows (1.7%).
- The census shows a higher percentage that travelled to work on foot (12%) and as a passenger in a car or van (5.7%) than home movers (4.6% on foot and 1.4% as a passenger in a car or van).

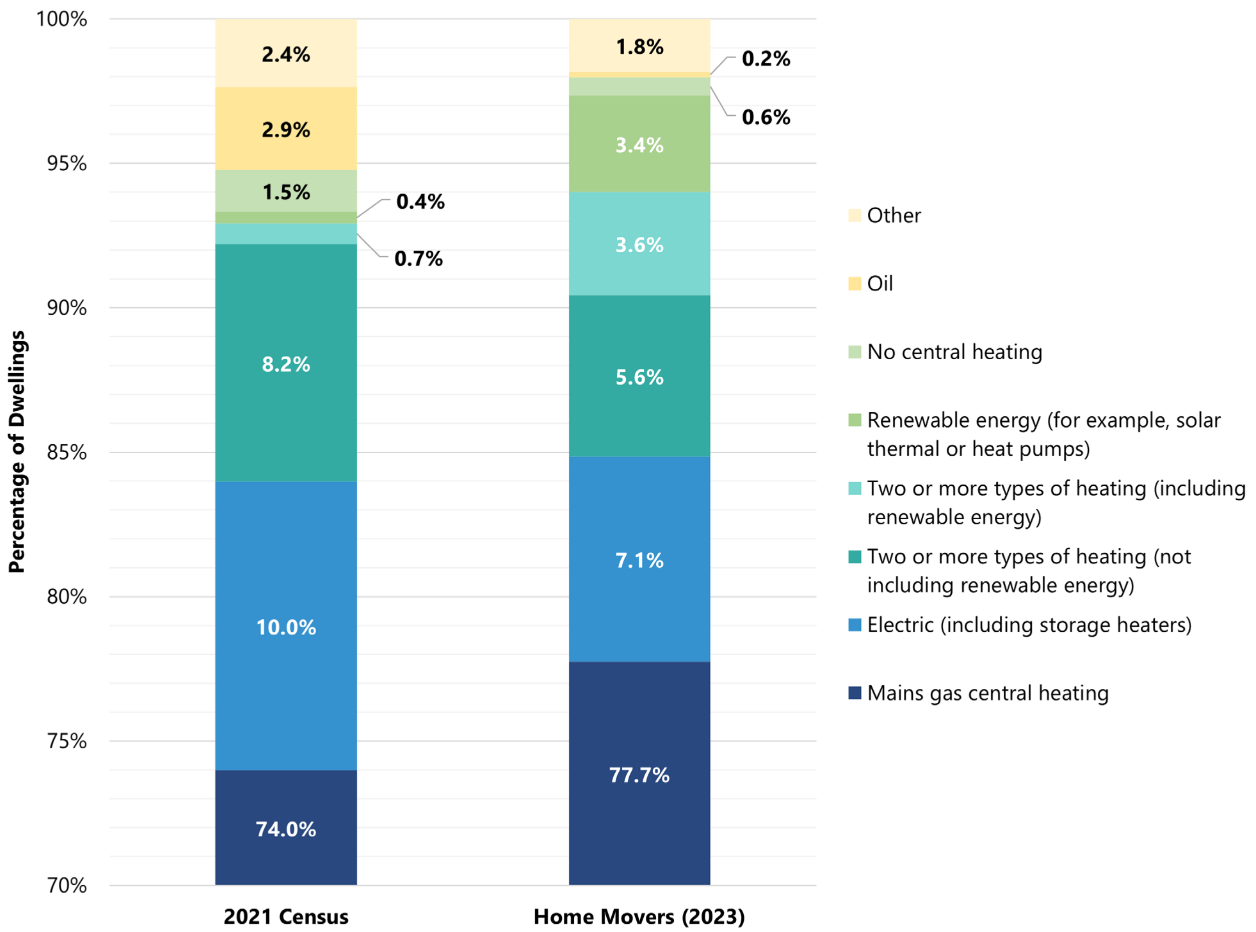


**Figure 5.7** - Heating type. Sample size: 840,905 (2021 Census, Hampshire & Isle of Wight), 984 (Home Movers 2023) (graph starts at 70%). Other includes solid fuel, wood, district or communal heat network, tank or bottled gas, and other.

5.10 Overall Picture:

- Both home movers and the census show that mains gas central heating was the main source of heating, followed by electric heating.
- A smaller proportion of new build dwellings used oil compared to the census.
- A larger proportion of new build dwellings used renewable energy compared to the census.



SECTION 5

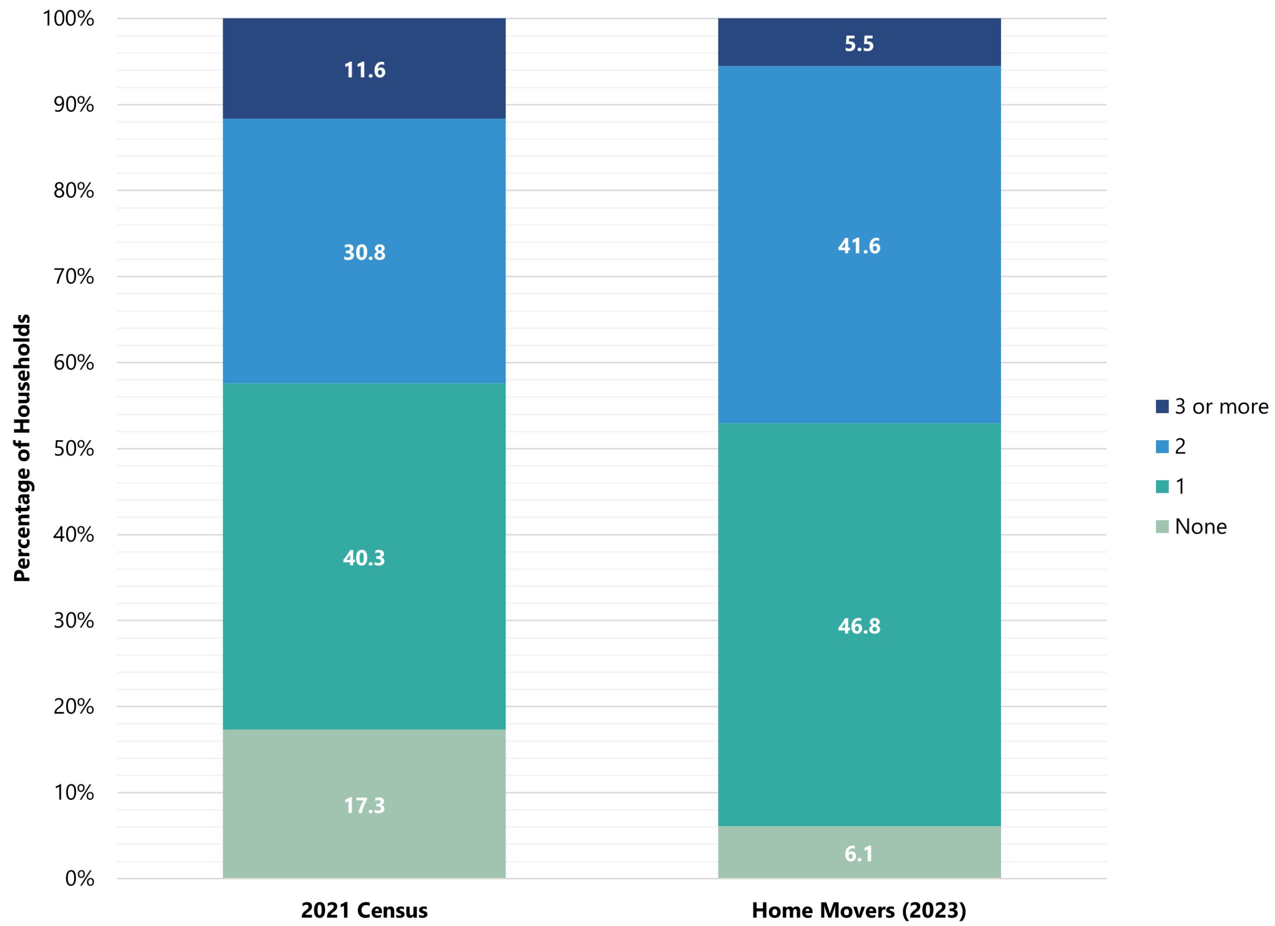


**Figure 5.8** - Number of cars or vans per household. Sample size: 840,916 (2021 Census, Hampshire & Isle of Wight), 984 (Home Movers 2023)

5.11 Overall Picture:

- A higher percentage of home movers have either one or two cars or vans (88.4%) in comparison with the 2021 Census data (71.1%).
- A smaller proportion of home movers had no cars or vans (6.1%) when compared to the census data (17.3%).
- A smaller proportion had three or more cars or vans (5.5%) when compared to the 2021 Census data (11.6%).

# CONCLUSION

6

6.1 When looking at the type of people that live in new build housing across Hampshire & Isle of Wight, the survey showed movers were mainly owner occupiers and had previously owned a property before.

6.2 A substantial number of properties had three-bedrooms or more and were mainly houses or bungalows rather than flats.

6.3 The greatest proportion of movers were aged 25-34 and the greatest proportion by household type were couples or couples with a child/children. Of interest was also where home movers had moved from and their workplace location. Most movers had moved from within Hampshire & Isle of Wight with just under a third of movers working in the same local authority area in which they live and approximately a third working outside of Hampshire & Isle of Wight.

6.4 Comparisons with 2010 may not always be valid as the 2010 sampled all home movers, whether they were moving into existing or new properties, and it is possible that there is likely to be more "churn" (turnover of the population, particularly in urban areas) in smaller properties, and this may be a reason for fewer responses being received from detached properties in 2010.

6.5 However, it must be noted that there was a high level of owner occupation along with a higher level of detached and larger bedroom properties in the responses compared to the number of dwellings built. This may well have influenced trends in where respondents came from, as they would not have needed to meet local connection tests for affordable housing, and this may have influenced levels of under-occupancy.

6.6 Age seems to be an explanatory factor in many of the variables with car ownership being lower amongst older people, and with older people choosing to move to be nearer relatives. Whilst younger people are more likely to live in more urban areas.

6.7 The age of the home mover is also key in terms of how they will occupy their property in future - with empty bedrooms likely to be filled with children if the household is young adults, but more likely remaining empty if adults are older when they move in. With the highest proportion of home movers being in the younger adult age groups then it seems probable that many households are likely to decrease some of the current under occupancy in their property.

6.8 Whilst the age of the home mover is important to take into consideration especially in terms of perceived under occupancy, it is also important to consider space to work from home within properties may also now be an important factor, with bedrooms in some cases being used as workspaces for a number of days a week.

6.9 With an increased amount of working from home, Hampshire & Isle of Wight is also likely to be deemed quite attractive to those working in London that now only need to go into the office for part of the week or month. However, it is unknown whether this trend will continue or whether there will be a push from employers for a return to the office.

6.10 Whilst a small minority of home mover households did not have any car at all, the majority had one or two cars. With a significant majority of those commuting into work using their car as the main mode of transport. Which could indicate that public transport links are not ideal around many of the new developments.

6.11 The findings provide valuable insight into new build housing, including trends in age, household size, working patterns and car ownership. They also highlight the characteristics of new build properties and neighbourhoods that residents are most and least satisfied with. This insight makes an important contribution to the evidence base for policy development for Local and Neighbourhood Plans. It can also be incorporated into forecasts for the future populations arising from new housing development within Hampshire & Isle of Wight.

6.12 To ensure that insight on new housing developments within Hampshire & Isle of Wight is kept up to date a review will be undertaken in five years to see whether there would be a benefit in producing a new Home Movers Survey.



SECTION 6

# APPENDIX A
## New Build Home Movers Survey

### NEW BUILD HOME MOVERS SURVEY 2023

Hampshire County Council

**Introduction**

The aim of the study is to collect information about households living in recently developed homes across Hampshire and the Isle of Wight. We want to understand the makeup of households living in new homes, where they have moved from and their views on their new homes. This information will help inform the types of new properties that are needed and help shape future developments. This survey will close on Friday 10th March and will take approximately 10 minutes to complete.

**Privacy Notice**
This information is collected by Hampshire County Council and will be used to help understand key characteristics and views of occupiers of new housing across Hampshire and the Isle of Wight in order to inform future approaches to the provision, design and mitigation of new housing. Hampshire County Council expect to undertake this work which will involve: project management, administrative functions including posting out of invitation to complete survey, subsequent data management, analysis and report writing. The information you provide in this response form is being collected for the performance of a task carried out in the public interest in the exercise of official authority vested in the County Council, and for reasons of substantial public interest.

Your responses are confidential and are protected under the Data Protection Act 1998. It is not possible for the Council to link responses to individual addresses. Under the data Protection Act 1998 the information you provide will only be used for the purposes of this survey and will not be passed on to any other organisation. All data will remain within the UK. We are interested in gaining a collective response, so no one individual's selections will be analysed. The information you submit will also be kept securely and confidentially. We will keep your personal information for one year following the questionnaire close date, or if you tell us to remove your details, before being securely and permanently deleted.

You have some legal rights in respect of the personal information we collect from you. Please see our Data protection page (https://www.hants.gov.uk/aboutthecouncil/strategiesplansandpolicies/dataprotection) for further details. You can contact the County Council's Data Protection Officer at data.protection@hants.gov.uk. If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance or directly to the Information Commissioners Office at https://ico.org.uk/concern

Thinking about the location, what were the main reasons for your most recent house move? Please rank in order of priority, 1 being first priority (i.e. the main reason). Not all options have to be ranked, only those applicable.

| | |
|---|---|
| The new home is nearer relatives | |
| The new home is better/closer to transport links | |
| The new home is better/closer for travelling to a place of work | |
| The move was required due to employment circumstances | |
| The new home is better/closer to services and facilities (including schools) | |
| The new home is in a preferable school catchment | |
| The new home is in a preferable location | |
| The new home is in a location that I/we could bid for on the housing waiting list | |
| The new home is in an affordable location | |
| Other reason(s) | |

If 'other reason(s)' has been selected, please specify below

*Why are we asking this question? To help understand what attracts people to different areas of new developments.*

2







Thinking about the property itself, what were the main reasons for moving? Please rank in order of priority, 1 being first priority (i.e. the main reason). Not all options have to be ranked, only those applicable.

| | |
|---|---|
| The new home is smaller | |
| The new home is larger | |
| The new home is my/our first ever home | |
| I/we consider the new home a good investment | |
| The new home is energy efficient | |
| The new home is low maintenance | |
| I/we liked the developer/house builder of the new build property | |
| The design/layout of the new home better suits my/our needs | |
| The new home is within budget | |
| The new home was offered through the housing waiting list | |
| Other reason(s) | |

If 'other reason(s)' has been selected, please specify below

*Why are we asking this question? To help understand what attracts people to new developments.*

3

Which of the following best describes your household?

☐ One person
☐ Couple
☐ Couple with child/children
☐ One parent with child/children
☐ Full-time students
☐ Other

For 'other', please specify

*Why are we asking this question? To understand the types of households living in new housing.*

Please select the age group of each person in your household.

| | 0-4 | 5-9 | 10-14 | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Person 1** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 2** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 3** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 4** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 5** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 6** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 7** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 8** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 9** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| **Person 10** | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

*Why are we asking this question? To understand the age groups living in new housing so that we can plan for appropriate services to be provided, e.g. schools and play equipment for children and health services for adults.*









Please provide the postcode (if known) or the closest city, town, or village to the property where your household has moved from (if you have moved in together from separate places, please add all locations with one per line).

*Why are we asking this question? To understand where people are moving from e.g. are people moving within their existing communities or moving from other parts of the country.*

What type of accommodation is this property?

- ☐ Detached house or bungalow
- ☐ Semi-detached house or bungalow
- ☐ Terraced (including end-terrace) house or bungalow
- ☐ Flat, maisonette or apartment in a purpose-built block of flats
- ☐ Flat, maisonette or apartment in part of a converted building
- ☐ Other

For 'other', please specify

*Why are we asking this question? To understand how different types of newly built/converted properties are occupied across Hampshire and the Isle of Wight.*

How many bedrooms does your property have? Please include all rooms built or converted for use as bedrooms.

- ☐ Studio
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

*Why are we asking this question? To understand how different sizes of properties are occupied, e.g. are 2 bed flats typically occupied by a one person household/couple or are they sometimes occupied by larger families.*

Does your household own or rent this property?

- ☐ Owned outright
- ☐ Owned with a mortgage or loan
- ☐ Part-owned and part-rented (shared ownership)
- ☐ Rented from housing association/council
- ☐ Rented from private landlord
- ☐ Other

For 'other', please specify

*Why are we asking this question? To understand whether we occupy properties differently, depending on ownership of the property. E.g. do private renters tend to rent the size of property that their household needs, rather than paying for additional bedrooms that aren't slept in.*

Has anyone in your household previously owned a property?

- ☐ Yes
- ☐ No

*Why are we asking this question? To understand whether different locations/types/sizes of property attract more first time buyers than other areas.*

6





Thinking about travel to work habits and homeworking, is anyone in your household over 16 years old and in employment?

- ☐ Yes
- ☐ No

*Why are we asking this question? To understand travel to work habits and the frequency and practicability of home working.*

***If you have answered 'No' to the above question, please skip the following question on employment and go to page 14.***

Please answer the following questions for any people aged 16 and over in your household that are currently in employment (can answer for up to four people in your household, so please leave any person or questions blank that do not apply).

*Why are we asking these questions? To understand the accessibility of people's normal place of employment to homes and/or home working and how they travel to work.*

**Person 1**

Where do they work?

- ☐ Solely from home
- ☐ At a workplace (for at least some of the time)
- ☐ At no fixed place
- ☐ Offshore

For 'at a workplace', please write the city, town, village, or postcode closest to their registered workplace below.

Do they ever work from home?

- ☐ Yes
- ☐ No

How often do they work from home?

- ☐ Most of the time (80% or more of their working time)
- ☐ Frequently (40-79% of their working time)
- ☐ Weekly (1-39% of their working time)
- ☐ Once or twice a month
- ☐ Rarely

7

Where do they usually work from home?

- [ ] In a living room/dining room/kitchen/hallway area
- [ ] In a bedroom where someone usually sleeps
- [ ] In a spare bedroom used as a study/office/workspace
- [ ] In a dedicated study/office/work room within the home
- [ ] In a dedicated study/office/work room within the garden
- [ ] Other

For 'other', please specify

How do they usually travel to work? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle, scooter or moped
- [ ] Other

For 'other', please specify

Has the mode of transport changed since they moved to the new property?

- [ ] Yes
- [ ] No

How did they travel to work before they moved to their new property? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle, scooter or moped
- [ ] Other

For 'other', please specify

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**Reminder: Leave blank if 'person 2' does not apply.**

**Person 2**

Where do they work?

- [ ] Solely from home
- [ ] At a workplace (for at least some of the time)
- [ ] At no fixed place
- [ ] Offshore

For 'at a workplace', please write the city, town, village or postcode closest to their registered workplace below.

Do they ever work from home?

- [ ] Yes
- [ ] No

How often do they work from home?

- [ ] Most of the time (80% or more of their working time)
- [ ] Frequently (40-79% of their working time)
- [ ] Weekly (1-39% of their working time)
- [ ] Once or twice a month
- [ ] Rarely

Where do they usually work from home?

- [ ] In a living room/dining room/kitchen/hallway area
- [ ] In a bedroom where someone usually sleeps
- [ ] In a spare bedroom used as a study/office/workspace
- [ ] In a dedicated study/office/work room within the home
- [ ] In a dedicated study/office/work room within the garden
- [ ] Other

For 'other', please specify

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How do they usually travel to work? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle or moped
- [ ] Other

For 'other', please specify

Has the mode of transport changed since they moved to the new property?

- [ ] Yes
- [ ] No

How did they travel to work before they moved to the new property? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle, scooter or moped
- [ ] Other

For 'other', please specify

**Reminder: Leave blank if 'person 3' does not apply.**

**Person 3**

Where do they work?

- [ ] Solely from home
- [ ] At a workplace (for at least some of the time)
- [ ] At no fixed place
- [ ] Offshore

For 'at a workplace', please write the city, town, village or postcode closest to their registered workplace below.









Do they ever work from home?

- [ ] Yes
- [ ] No

How often do they work from home?

- [ ] Most of the time (80% or more of their working time)
- [ ] Frequently (40-79% of their working time)
- [ ] Weekly (1-39% of their working time)
- [ ] Once or twice a month
- [ ] Rarely

Where do they usually work from home?

- [ ] In a living room/dining room/kitchen/hallway area
- [ ] In a bedroom where someone usually sleeps
- [ ] In a spare bedroom used as a study/office/workspace
- [ ] In a dedicated study/office/work room within the home
- [ ] In a dedicated study/office/work room within the garden
- [ ] Other

For 'other', please specify

How do they usually travel to work? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle, scooter or moped
- [ ] Other

For 'other', please specify

Has the mode of transport changed since they moved to the new property?

- [ ] Yes
- [ ] No

How did they travel to work before they moved to the new property? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle, scooter or moped
- [ ] Other

For 'other', please specify





**Reminder: Leave blank if 'person 4' does not apply.**

**Person 4**

Where do they work?

- [ ] Solely from home
- [ ] At a workplace (for at least some of the time)
- [ ] At no fixed place
- [ ] Offshore

For 'at a workplace', please write the city, town, village or postcode closest to their registered workplace below.

Do they ever work from home?

- [ ] Yes
- [ ] No

How often do they work from home?

- [ ] Most of the time (80% of their working time)
- [ ] Frequently (40-39% of their working time)
- [ ] Weekly (1-39% of their working time)
- [ ] Once or twice a month
- [ ] Rarely

Where do they usually work from home?

- [ ] In a living room/dining room/kitchen/hallway area
- [ ] In a bedroom where someone usually sleeps
- [ ] In a spare bedroom used as a study/office/workspace
- [ ] In a dedicated study/office/work room within the home
- [ ] In a dedicated study/office/work room within the garden
- [ ] Other

For 'other', please specify

How do they usually travel to work? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle, scooter or moped
- [ ] Other

For 'other', please specify

Has the mode of transport changed since they moved to the new property?

- [ ] Yes
- [ ] No

How did they travel to work before they moved to the new property? For journeys involving more than one method, please provide the longest part by distance.

- [ ] Driving a car or van
- [ ] Bus, minibus or coach
- [ ] Taxi
- [ ] On foot
- [ ] Underground, metro, light rail, tram
- [ ] Train
- [ ] Passenger in a car or van
- [ ] Bicycle
- [ ] Motorcycle, scooter or moped
- [ ] Other

For 'other', please specify





How many cars or vans does your household keep at/around your property?

- [ ] None
- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5+

*Why are we asking this question? To help inform future approaches to ensure that appropriate parking and transport provisions are made on new developments.*

What type of heating does your property have? Please select as many options as applicable.

- [ ] No central heating
- [ ] Mains gas central heating
- [ ] Tank or bottled gas
- [ ] Electric (including storage heaters)
- [ ] Oil
- [ ] Wood (for example, logs, waste wood, or pellets)
- [ ] Solid fuel (for example, coal)
- [ ] Renewable energy (for example, solar thermal or heat pumps)
- [ ] District or communal heat network
- [ ] Other

For 'other', please specify

*Why are we asking this question? To help understand the type of heating installed in new developments.*

How satisfied are you with the following aspects of your property? If you do not have any of these please tick 'not applicable'. (This question is optional).

| | Not applicable | Very dissatisfied | Fairly dissatisfied | Neither satisfied nor dissatisfied | Fairly satisfied | Very satisfied |
|---|---|---|---|---|---|---|
| Storage space (such as built in cupboards, space for appliances) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Bedroom sizes | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Room sizes (such as living room, kitchen, dining room, bathroom, hall way) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Size of outdoor space | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Broadband speed | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Private allocated parking | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Energy costs | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

If you have any further comments, please write below.

***Why are we asking this question? To help inform the design and layout of future homes.***

How satisfied are you with the following aspects of your neighbourhood? If you do not have any of these please tick 'not applicable'. (This question is optional).

| | Not applicable | Very dissatisfied | Fairly dissatisfied | Neither satisfied nor dissatisfied | Fairly satisfied | Very satisfied |
|---|---|---|---|---|---|---|
| Green space | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Children's play parks | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Off street communal parking for residents | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Off street communal parking for visitors | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| On street parking | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Local facilities and services (including schools) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Space for wildlife | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |



If you have any further comments, please write below.

*Why are we asking this question? To help inform the planning of future developments.*

Please tick the authority your current property is in, this is the borough/city/unitary or district council who you would normally pay your council tax to.

- ☐ Basingstoke and Deane
- ☐ East Hampshire
- ☐ Eastleigh
- ☐ Fareham
- ☐ Gosport
- ☐ Hart
- ☐ Havant
- ☐ Isle of Wight
- ☐ New Forest
- ☐ Portsmouth
- ☐ Rushmoor
- ☐ Southampton
- ☐ Test Valley
- ☐ Winchester
- ☐ Don't know

To help us understand more about new build houses and improve future developments, please could you provide the postcode (if known) or the closest city, town or village to the property where you now live.

*Why are we asking these questions? To enable us to identify the broad location of your property. Please note we do not need to know your individual address and we cannot identify your household from your postcode.*





APPENDIX A

Thank you for taking the time to fill out this survey.

Please tick one option below. If you select that you would like to be entered in the prize draw (£100 leisure vouchers - https://www.leisurevouchers.co.uk) and/or would like to be informed about the outputs of the survey, please also provide your email address in the box below.

- ☐ I would only like to be entered in the prize draw
- ☐ I would only like to be informed about the outputs of the survey
- ☐ I would like to be entered in the prize draw and be informed about the outputs of the survey
- ☐ None of the above

**Privacy Notice**
In providing your email address in the box below you are providing your consent to be contacted by Hampshire County Council regarding the prize draw and/or the outputs of the survey depending on what option you have selected above. We will not contact you for any other purpose.

If you have any other comments related to this survey, please write below.





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