



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q1. Which of the following age groups do you fall into?

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
18-24	258	9%	31	8%	12	8%	18	9%	17	8%	20	14%	26	11%	9	9%	7	5%	22	5%	56	11%	40	12%	
25-34	1097	38%	145	39%	59	39%	76	37%	86	39%	51	35%	97	41%	35	35%	48	32%	220	50%	184	35%	95	27%	
35-44	725	25%	105	28%	41	27%	59	29%	53	24%	36	25%	57	24%	26	26%	40	27%	104	24%	123	23%	81	23%	
45-54	453	16%	57	15%	25	16%	25	12%	38	17%	20	14%	26	11%	14	14%	32	21%	59	13%	89	17%	67	19%	
55-64	279	10%	30	8%	9	6%	24	12%	23	10%	14	10%	21	9%	15	15%	17	11%	24	5%	56	11%	44	13%	
65 +	79	3%	1	0%	6	4%	3	1%	5	2%	4	3%	7	3%	1	1%	6	4%	6	1%	20	4%	19	5%	
Prefer not to say	11	0%	1	0%	1	1%	0	0%	1	0%	0	0%	1	0%	0	0%	0	0%	4	1%	1	0%	1	0%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



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Q2. Are you:

	Total	Region looking to buy in											
		Scotland	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	Wales	London	South East	South West	
Total	2905 100%	370 100%	153 100%	205 100%	223 100%	145 100%	235 100%	100 100%	150 100%	439 100%	529 100%	347 100%	
Male	1257 43%	150 41%	64 42%	102 50%	91 41%	59 41%	92 39%	47 47%	64 43%	236 54%	220 42%	131 38%	
Female	1638 56%	220 59%	88 58%	103 50%	130 58%	86 59%	142 60%	53 53%	86 57%	203 46%	308 58%	215 62%	

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Q3. What is your current marital status?

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
Single	622	21%	72	19%	30	20%	43	21%	33	15%	36	25%	58	25%	12	12%	27	18%	142	32%	109	21%	60	17%	
Married (including civil partnership)	1369	47%	188	51%	78	51%	100	49%	115	52%	62	43%	94	40%	51	51%	78	52%	168	38%	259	49%	172	50%	
Cohabiting	634	22%	90	24%	34	22%	42	20%	55	25%	28	19%	61	26%	23	23%	26	17%	89	20%	109	21%	76	22%	
Separated	59	2%	7	2%	3	2%	2	1%	5	2%	8	6%	5	2%	4	4%	1	1%	7	2%	9	2%	8	2%	
Widowed	36	1%	2	1%	1	1%	4	2%	1	0%	1	1%	4	2%	1	1%	3	2%	4	1%	9	2%	6	2%	
Divorced	135	5%	7	2%	6	4%	11	5%	12	5%	9	6%	10	4%	8	8%	13	9%	14	3%	23	4%	22	6%	
Prefer not to say	42	1%	4	1%	1	1%	2	1%	2	1%	1	1%	3	1%	1	1%	2	1%	12	3%	11	2%	3	1%	

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Q4. Do you have any children aged 18 or under?

	Total	Region looking to buy in																						
		Scotland	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	Wales	London	South East	South West												
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%
Yes	1015	35%	144	39%	55	36%	83	40%	82	37%	58	40%	89	38%	38	38%	61	41%	104	24%	175	33%	124	36%
No	1878	65%	225	61%	98	64%	122	60%	141	63%	87	60%	146	62%	62	62%	89	59%	332	76%	352	67%	221	64%

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Q4a. How old are they?

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
Aged under 5	419	14%	61	16%	25	16%	36	18%	37	17%	22	15%	36	15%	16	16%	22	15%	44	10%	73	14%	46	13%	
Aged 5-10 yr	233	8%	37	10%	12	8%	17	8%	18	8%	8	6%	21	9%	11	11%	14	9%	23	5%	40	8%	31	9%	
Aged 11-15	222	8%	29	8%	13	8%	21	10%	15	7%	15	10%	16	7%	7	7%	14	9%	22	5%	42	8%	28	8%	
Aged 16-18	101	3%	12	3%	5	3%	8	4%	8	4%	11	8%	10	4%	3	3%	8	5%	10	2%	12	2%	14	4%	
Prefer not to say	39	1%	5	1%	0	0%	1	0%	4	2%	2	1%	6	3%	1	1%	3	2%	5	1%	7	1%	5	1%	

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Q5. What is your current residential status?

	Total	Region looking to buy in																						
		Scotland	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	Wales	London	South East	South West												
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%
I live in a property that I own or is mortgaged	1739	60%	262	71%	108	71%	128	62%	167	75%	96	66%	133	57%	61	61%	120	80%	160	36%	299	57%	203	59%
I rent a property alone	183	6%	15	4%	1	1%	8	4%	16	7%	6	4%	18	8%	7	7%	5	3%	53	12%	39	7%	15	4%
I rent a property with a partner or spouse	516	18%	52	14%	20	13%	32	16%	25	11%	17	12%	43	18%	23	23%	8	5%	123	28%	99	19%	72	21%
I rent a property with friends	82	3%	5	1%	4	3%	7	3%	2	1%	1	1%	5	2%	1	1%	1	1%	39	9%	12	2%	5	1%
I am living with my parents	291	10%	30	8%	15	10%	25	12%	10	4%	19	13%	30	13%	5	5%	11	7%	50	11%	62	12%	34	10%
Other	88	3%	6	2%	5	3%	5	2%	3	1%	6	4%	6	3%	3	3%	4	3%	14	3%	18	3%	17	5%

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Q7. How big a cash deposit do you expect to put down on the property you are looking to buy?

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
Less than £10,000	764	26%	95	26%	40	26%	61	30%	61	27%	53	37%	86	37%	27	27%	32	21%	87	20%	122	23%	99	29%	
£10,000 - £30,000	900	31%	99	27%	48	31%	73	36%	66	30%	40	28%	77	33%	25	25%	43	29%	175	40%	154	29%	99	29%	
£30,001 - £50,000	363	12%	56	15%	25	16%	23	11%	33	15%	19	13%	18	8%	14	14%	22	15%	63	14%	59	11%	30	9%	
£50,001 - £100,000	397	14%	63	17%	21	14%	21	10%	36	16%	18	12%	31	13%	16	16%	21	14%	50	11%	74	14%	46	13%	
More than £100,000	464	16%	57	15%	19	12%	26	13%	25	11%	13	9%	23	10%	17	17%	31	21%	63	14%	120	23%	70	20%	

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Q8. Which of the following best describes your principal reason for buying a new property? Please tick only one option.

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905 100%	370 100%	153 100%	205 100%	223 100%	145 100%	235 100%	100 100%	150 100%	439 100%	529 100%	347 100%													
Get onto the housing ladder	853 29%	77 21%	35 23%	58 28%	47 21%	40 28%	83 35%	28 28%	19 13%	196 45%	166 31%	103 30%													
Move to a new part of the country	293 10%	38 10%	15 10%	17 8%	16 7%	13 9%	23 10%	11 11%	24 16%	22 5%	61 12%	53 15%													
For financial gain over the next few years	124 4%	17 5%	6 4%	7 3%	12 5%	5 3%	9 4%	5 5%	7 5%	28 6%	18 3%	10 3%													
Security for my retirement	125 4%	14 4%	8 5%	7 3%	13 6%	6 4%	7 3%	7 7%	5 3%	19 4%	20 4%	18 5%													
Need somewhere smaller to live	223 8%	26 7%	13 8%	23 11%	18 8%	11 8%	20 9%	8 8%	20 13%	18 4%	39 7%	27 8%													
Need somewhere bigger to live	646 22%	112 30%	45 29%	39 19%	65 29%	30 21%	47 20%	23 23%	39 26%	65 15%	121 23%	60 17%													
Accommodate a growing family	316 11%	49 13%	20 13%	33 16%	26 12%	22 15%	23 10%	7 7%	18 12%	34 8%	51 10%	33 10%													
Buy to let	78 3%	10 3%	1 1%	3 1%	3 1%	4 3%	6 3%	3 3%	3 2%	26 6%	12 2%	7 2%													
Other, please specify	241 8%	27 7%	10 7%	18 9%	23 10%	14 10%	17 7%	8 8%	15 10%	31 7%	41 8%	36 10%													

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Q9. How long have you been looking to buy a property?

	Total	Region looking to buy in																						
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West		
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%
0-3 months	1146	39%	155	42%	59	39%	88	43%	83	37%	51	35%	101	43%	33	33%	54	36%	159	36%	212	40%	151	44%
4-6 months	724	25%	72	19%	34	22%	43	21%	56	25%	51	35%	56	24%	33	33%	31	21%	117	27%	141	27%	89	26%
7-9 months	241	8%	35	9%	13	8%	18	9%	19	9%	14	10%	20	9%	10	10%	19	13%	38	9%	30	6%	24	7%
10-12 months	272	9%	38	10%	19	12%	24	12%	20	9%	12	8%	21	9%	8	8%	14	9%	48	11%	42	8%	26	7%
More than a year	509	18%	69	19%	27	18%	32	16%	45	20%	15	10%	37	16%	16	16%	31	21%	77	18%	103	19%	56	16%

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Q10. What do you think will happen to house prices in the next 12 months? Please tick only one option.

	Total	Region looking to buy in																							
		Scotland	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	Wales	London	South East	South West													
Total	2905 100%	370 100%	153 100%	205 100%	223 100%	145 100%	235 100%	100 100%	150 100%	439 100%	529 100%	347 100%													
Rise by more than 10%	103 4%	13 4%	4 3%	0 0%	9 4%	7 5%	18 8%	4 4%	1 1%	23 5%	10 2%	14 4%													
Rise by 1-10%	1139 39%	168 45%	64 42%	74 36%	80 36%	62 43%	86 37%	39 39%	62 41%	147 33%	216 41%	139 40%													
Will stay roughly the same	1147 39%	134 36%	62 41%	93 45%	102 46%	45 31%	99 42%	33 33%	75 50%	167 38%	205 39%	131 38%													
Fall by 1-10%	234 8%	22 6%	12 8%	15 7%	19 9%	14 10%	15 6%	9 9%	3 2%	44 10%	53 10%	26 7%													
Fall by more than 10%	34 1%	0 0%	1 1%	3 1%	2 1%	3 2%	1 0%	1 1%	0 0%	10 2%	6 1%	7 2%													
Don't know	239 8%	32 9%	10 7%	19 9%	11 5%	13 9%	16 7%	14 14%	9 6%	48 11%	39 7%	28 8%													

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Q11. Which one of the following investments do you think will give the best financial return over the next ten years?

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
Residential property	1394	48%	171	46%	71	46%	99	48%	104	47%	65	45%	105	45%	48	48%	64	43%	229	52%	251	47%	186	54%	
Pensions	44	2%	6	2%	4	3%	5	2%	8	4%	2	1%	2	1%	0	0%	5	3%	2	0%	6	1%	4	1%	
Cash	83	3%	11	3%	7	5%	10	5%	6	3%	1	1%	13	6%	4	4%	7	5%	10	2%	11	2%	3	1%	
Shares	411	14%	60	16%	13	8%	28	14%	30	13%	24	17%	31	13%	10	10%	21	14%	79	18%	83	16%	30	9%	
Government bonds	120	4%	15	4%	7	5%	10	5%	6	3%	7	5%	9	4%	2	2%	4	3%	20	5%	25	5%	14	4%	
Don't know	837	29%	107	29%	51	33%	53	26%	69	31%	46	32%	74	31%	35	35%	47	31%	95	22%	150	28%	109	31%	

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Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Sell your existing home (if you have one)

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	195	7%	24	6%	4	3%	16	8%	12	5%	7	5%	14	6%	8	8%	10	7%	46	10%	40	8%	14	4%	
2	50	2%	4	1%	0	0%	2	1%	5	2%	5	3%	3	1%	3	3%	1	1%	5	1%	14	3%	8	2%	
3	128	4%	20	5%	5	3%	4	2%	16	7%	5	3%	9	4%	1	1%	7	5%	21	5%	28	5%	12	3%	
4	104	4%	13	4%	3	2%	6	3%	5	2%	5	3%	6	3%	6	6%	6	4%	16	4%	16	3%	22	6%	
5	399	14%	49	13%	12	8%	25	12%	28	13%	18	12%	32	14%	17	17%	23	15%	66	15%	80	15%	48	14%	
6	188	6%	26	7%	8	5%	13	6%	10	4%	8	6%	13	6%	5	5%	4	3%	30	7%	39	7%	32	9%	
7	322	11%	49	13%	15	10%	23	11%	20	9%	21	14%	29	12%	11	11%	14	9%	44	10%	57	11%	39	11%	
8	387	13%	52	14%	19	12%	29	14%	27	12%	19	13%	28	12%	13	13%	23	15%	47	11%	76	14%	53	15%	
9	207	7%	30	8%	21	14%	22	11%	21	9%	8	6%	15	6%	5	5%	15	10%	23	5%	30	6%	16	5%	
10	448	15%	61	16%	43	28%	34	17%	51	23%	28	19%	43	18%	14	14%	36	24%	30	7%	61	12%	45	13%	

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Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Find a suitable property to buy

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	77	3%	12	3%	6	4%	7	3%	9	4%	3	2%	8	3%	3	3%	3	2%	6	1%	11	2%	8	2%	
2	135	5%	23	6%	9	6%	6	3%	17	8%	11	8%	20	9%	2	2%	6	4%	9	2%	19	4%	13	4%	
3	185	6%	23	6%	17	11%	9	4%	19	9%	15	10%	17	7%	7	7%	7	5%	17	4%	31	6%	23	7%	
4	192	7%	30	8%	12	8%	19	9%	14	6%	9	6%	20	9%	5	5%	9	6%	14	3%	30	6%	30	9%	
5	431	15%	52	14%	29	19%	27	13%	38	17%	26	18%	40	17%	9	9%	26	17%	55	13%	77	15%	52	15%	
6	264	9%	34	9%	12	8%	23	11%	24	11%	10	7%	16	7%	14	14%	11	7%	39	9%	53	10%	28	8%	
7	373	13%	46	12%	16	10%	29	14%	27	12%	17	12%	25	11%	15	15%	27	18%	52	12%	70	13%	49	14%	
8	484	17%	62	17%	17	11%	30	15%	30	13%	21	14%	37	16%	18	18%	25	17%	87	20%	93	18%	61	18%	
9	248	9%	31	8%	12	8%	15	7%	10	4%	12	8%	18	8%	8	8%	14	9%	57	13%	50	9%	21	6%	
10	431	15%	46	12%	19	12%	34	17%	25	11%	18	12%	28	12%	18	18%	18	12%	91	21%	78	15%	55	16%	

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Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Deal with estate agents

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	141	5%	25	7%	9	6%	10	5%	11	5%	6	4%	10	4%	3	3%	12	8%	13	3%	25	5%	16	5%	
2	190	7%	38	10%	6	4%	12	6%	18	8%	8	6%	17	7%	5	5%	11	7%	17	4%	36	7%	22	6%	
3	326	11%	47	13%	17	11%	23	11%	26	12%	15	10%	32	14%	8	8%	18	12%	33	8%	67	13%	40	12%	
4	281	10%	43	12%	14	9%	23	11%	18	8%	18	12%	23	10%	7	7%	22	15%	36	8%	46	9%	30	9%	
5	604	21%	78	21%	34	22%	40	20%	45	20%	27	19%	48	20%	29	29%	32	21%	74	17%	113	21%	84	24%	
6	304	10%	34	9%	15	10%	28	14%	20	9%	21	14%	26	11%	9	9%	14	9%	55	13%	47	9%	34	10%	
7	323	11%	39	11%	23	15%	22	11%	27	12%	18	12%	25	11%	9	9%	8	5%	51	12%	58	11%	42	12%	
8	264	9%	24	6%	13	8%	13	6%	19	9%	11	8%	11	5%	17	17%	15	10%	60	14%	48	9%	32	9%	
9	124	4%	9	2%	9	6%	6	3%	11	5%	3	2%	9	4%	1	1%	4	3%	34	8%	24	5%	14	4%	
10	245	8%	22	6%	8	5%	21	10%	17	8%	12	8%	25	11%	9	9%	10	7%	50	11%	46	9%	25	7%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Negotiate with a seller

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	110	4%	13	4%	7	5%	11	5%	11	5%	6	4%	6	3%	3	3%	13	9%	14	3%	19	4%	7	2%	
2	132	5%	23	6%	11	7%	11	5%	13	6%	4	3%	10	4%	3	3%	3	2%	14	3%	20	4%	20	6%	
3	252	9%	40	11%	5	3%	15	7%	21	9%	19	13%	33	14%	10	10%	8	5%	26	6%	44	8%	31	9%	
4	247	9%	31	8%	17	11%	22	11%	19	9%	9	6%	25	11%	8	8%	14	9%	31	7%	42	8%	29	8%	
5	737	25%	99	27%	44	29%	44	21%	59	26%	31	21%	55	23%	34	34%	38	25%	94	21%	140	26%	98	28%	
6	328	11%	42	11%	17	11%	28	14%	18	8%	15	10%	24	10%	10	10%	26	17%	45	10%	63	12%	38	11%	
7	394	14%	38	10%	17	11%	29	14%	34	15%	26	18%	25	11%	8	8%	19	13%	72	16%	73	14%	52	15%	
8	311	11%	32	9%	14	9%	16	8%	24	11%	15	10%	34	14%	11	11%	11	7%	70	16%	52	10%	32	9%	
9	116	4%	15	4%	6	4%	6	3%	8	4%	6	4%	4	2%	6	6%	4	3%	26	6%	25	5%	9	3%	
10	147	5%	19	5%	9	6%	14	7%	7	3%	8	6%	9	4%	3	3%	10	7%	27	6%	23	4%	18	5%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Raise a deposit

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	448	15%	51	14%	26	17%	40	20%	38	17%	22	15%	31	13%	15	15%	32	21%	36	8%	93	18%	64	18%	
2	184	6%	34	9%	8	5%	14	7%	20	9%	9	6%	9	4%	6	6%	9	6%	16	4%	35	7%	23	7%	
3	201	7%	32	9%	11	7%	8	4%	22	10%	9	6%	19	8%	7	7%	9	6%	25	6%	36	7%	23	7%	
4	131	5%	19	5%	6	4%	3	1%	5	2%	7	5%	7	3%	6	6%	10	7%	29	7%	21	4%	18	5%	
5	291	10%	39	11%	10	7%	22	11%	22	10%	14	10%	23	10%	7	7%	21	14%	55	13%	48	9%	28	8%	
6	105	4%	13	4%	8	5%	4	2%	11	5%	11	8%	9	4%	3	3%	6	4%	17	4%	14	3%	9	3%	
7	198	7%	33	9%	12	8%	13	6%	9	4%	6	4%	17	7%	6	6%	12	8%	42	10%	26	5%	22	6%	
8	299	10%	38	10%	14	9%	25	12%	19	9%	14	10%	27	11%	10	10%	14	9%	53	12%	49	9%	36	10%	
9	210	7%	27	7%	10	7%	20	10%	12	5%	9	6%	14	6%	12	12%	8	5%	28	6%	44	8%	26	7%	
10	736	25%	72	19%	44	29%	48	23%	56	25%	39	27%	71	30%	26	26%	25	17%	123	28%	142	27%	88	25%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Find a mortgage

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	364	13%	53	14%	24	16%	26	13%	32	14%	20	14%	19	8%	11	11%	30	20%	27	6%	70	13%	50	14%	
2	188	6%	32	9%	9	6%	11	5%	21	9%	9	6%	15	6%	7	7%	7	5%	28	6%	34	6%	15	4%	
3	277	10%	30	8%	27	18%	20	10%	19	9%	13	9%	26	11%	6	6%	16	11%	43	10%	49	9%	28	8%	
4	176	6%	27	7%	6	4%	11	5%	11	5%	10	7%	11	5%	5	5%	10	7%	33	8%	28	5%	24	7%	
5	420	14%	59	16%	13	8%	33	16%	34	15%	24	17%	32	14%	11	11%	25	17%	62	14%	78	15%	48	14%	
6	190	7%	24	6%	6	4%	11	5%	14	6%	6	4%	14	6%	8	8%	10	7%	41	9%	31	6%	25	7%	
7	265	9%	29	8%	17	11%	21	10%	21	9%	15	10%	15	6%	16	16%	13	9%	38	9%	50	9%	30	9%	
8	331	11%	38	10%	16	10%	24	12%	23	10%	21	14%	28	12%	8	8%	11	7%	57	13%	64	12%	40	12%	
9	189	7%	19	5%	8	5%	13	6%	19	9%	7	5%	29	12%	7	7%	7	5%	34	8%	19	4%	27	8%	
10	390	13%	46	12%	23	15%	27	13%	21	9%	14	10%	38	16%	16	16%	16	11%	60	14%	81	15%	47	14%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Calculate hidden costs, for example stamp duty

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	334	11%	41	11%	13	8%	23	11%	26	12%	13	9%	23	10%	16	16%	18	12%	50	11%	71	13%	39	11%	
2	261	9%	38	10%	7	5%	19	9%	28	13%	14	10%	20	9%	12	12%	13	9%	27	6%	49	9%	34	10%	
3	285	10%	37	10%	16	10%	15	7%	19	9%	15	10%	24	10%	5	5%	22	15%	46	10%	51	10%	35	10%	
4	220	8%	19	5%	14	9%	13	6%	18	8%	13	9%	15	6%	9	9%	11	7%	41	9%	33	6%	33	10%	
5	431	15%	56	15%	22	14%	31	15%	38	17%	20	14%	35	15%	10	10%	22	15%	67	15%	80	15%	48	14%	
6	219	8%	34	9%	13	8%	17	8%	14	6%	11	8%	19	8%	8	8%	5	3%	36	8%	41	8%	21	6%	
7	314	11%	43	12%	24	16%	20	10%	20	9%	18	12%	25	11%	13	13%	15	10%	47	11%	53	10%	36	10%	
8	322	11%	37	10%	15	10%	19	9%	22	10%	20	14%	26	11%	12	12%	20	13%	37	8%	68	13%	46	13%	
9	166	6%	21	6%	12	8%	21	10%	12	5%	3	2%	15	6%	5	5%	4	3%	28	6%	26	5%	19	5%	
10	253	9%	32	9%	12	8%	21	10%	17	8%	12	8%	26	11%	8	8%	16	11%	42	10%	38	7%	28	8%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Deal with solicitors

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	290	10%	48	13%	11	7%	19	9%	20	9%	19	13%	20	9%	15	15%	22	15%	37	8%	47	9%	32	9%	
2	268	9%	42	11%	9	6%	10	5%	23	10%	12	8%	20	9%	8	8%	16	11%	35	8%	54	10%	39	11%	
3	349	12%	54	15%	23	15%	31	15%	30	13%	18	12%	25	11%	6	6%	14	9%	52	12%	62	12%	34	10%	
4	282	10%	39	11%	19	12%	26	13%	29	13%	6	4%	20	9%	12	12%	18	12%	38	9%	42	8%	33	10%	
5	600	21%	75	20%	29	19%	42	20%	39	17%	29	20%	47	20%	21	21%	28	19%	97	22%	114	22%	76	22%	
6	275	9%	32	9%	21	14%	12	6%	17	8%	17	12%	29	12%	9	9%	11	7%	45	10%	51	10%	31	9%	
7	256	9%	26	7%	9	6%	18	9%	19	9%	15	10%	24	10%	11	11%	13	9%	40	9%	44	8%	36	10%	
8	263	9%	24	6%	14	9%	19	9%	23	10%	12	8%	25	11%	9	9%	15	10%	39	9%	49	9%	34	10%	
9	87	3%	6	2%	6	4%	10	5%	5	2%	3	2%	8	3%	2	2%	2	1%	19	4%	18	3%	8	2%	
10	134	5%	12	3%	8	5%	12	6%	9	4%	9	6%	11	5%	5	5%	7	5%	19	4%	27	5%	14	4%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q12. When buying a new home, how easy or difficult do you think it is to do each of the following? Please rate each on a scale of 1-10, where 1=very easy and 10=very difficult. Deal with the hassle of moving from one place to another

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	211	7%	17	5%	9	6%	25	12%	11	5%	9	6%	23	10%	7	7%	14	9%	38	9%	43	8%	15	4%	
2	243	8%	32	9%	9	6%	21	10%	17	8%	11	8%	18	8%	9	9%	7	5%	38	9%	43	8%	37	11%	
3	358	12%	53	14%	17	11%	18	9%	26	12%	15	10%	28	12%	11	11%	16	11%	68	15%	72	14%	34	10%	
4	242	8%	37	10%	13	8%	19	9%	18	8%	10	7%	15	6%	12	12%	12	8%	35	8%	40	8%	31	9%	
5	489	17%	57	15%	35	23%	32	16%	44	20%	27	19%	41	17%	17	17%	28	19%	81	18%	71	13%	55	16%	
6	246	8%	44	12%	7	5%	17	8%	6	3%	8	6%	20	9%	10	10%	15	10%	32	7%	52	10%	35	10%	
7	290	10%	35	9%	22	14%	22	11%	29	13%	13	9%	26	11%	10	10%	15	10%	35	8%	51	10%	32	9%	
8	302	10%	30	8%	11	7%	12	6%	33	15%	21	14%	24	10%	5	5%	19	13%	52	12%	56	11%	38	11%	
9	157	5%	19	5%	11	7%	12	6%	10	4%	10	7%	11	5%	6	6%	7	5%	20	5%	31	6%	20	6%	
10	264	9%	34	9%	14	9%	20	10%	20	9%	17	12%	20	9%	11	11%	12	8%	26	6%	48	9%	40	12%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Academic qualifications

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	364	13%	41	11%	21	14%	32	16%	25	11%	15	10%	26	11%	11	11%	20	13%	43	10%	84	16%	46	13%	
2	150	5%	18	5%	7	5%	9	4%	14	6%	9	6%	16	7%	4	4%	11	7%	19	4%	29	5%	14	4%	
3	197	7%	27	7%	7	5%	16	8%	16	7%	12	8%	14	6%	7	7%	11	7%	25	6%	43	8%	19	5%	
4	144	5%	21	6%	8	5%	11	5%	12	5%	5	3%	12	5%	4	4%	9	6%	16	4%	27	5%	19	5%	
5	387	13%	42	11%	22	14%	32	16%	31	14%	19	13%	31	13%	12	12%	22	15%	60	14%	59	11%	57	16%	
6	224	8%	34	9%	11	7%	10	5%	12	5%	14	10%	17	7%	10	10%	9	6%	32	7%	39	7%	35	10%	
7	310	11%	44	12%	18	12%	31	15%	19	9%	10	7%	24	10%	14	14%	16	11%	41	9%	60	11%	33	10%	
8	386	13%	52	14%	25	16%	21	10%	30	13%	22	15%	28	12%	15	15%	21	14%	70	16%	59	11%	43	12%	
9	188	6%	25	7%	9	6%	8	4%	17	8%	14	10%	19	8%	7	7%	10	7%	31	7%	25	5%	22	6%	
10	398	14%	47	13%	21	14%	25	12%	30	13%	19	13%	33	14%	12	12%	15	10%	75	17%	77	15%	42	12%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Owning your own home

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	73	3%	9	2%	5	3%	8	4%	4	2%	5	3%	4	2%	3	3%	4	3%	10	2%	12	2%	8	2%	
2	30	1%	4	1%	2	1%	1	0%	1	0%	1	1%	1	0%	3	3%	2	1%	6	1%	5	1%	4	1%	
3	33	1%	4	1%	2	1%	3	1%	2	1%	1	1%	4	2%	0	0%	2	1%	6	1%	4	1%	5	1%	
4	31	1%	4	1%	1	1%	1	0%	3	1%	1	1%	2	1%	1	1%	1	1%	6	1%	7	1%	4	1%	
5	167	6%	18	5%	9	6%	9	4%	13	6%	11	8%	12	5%	7	7%	12	8%	25	6%	31	6%	20	6%	
6	102	4%	15	4%	8	5%	4	2%	5	2%	6	4%	12	5%	4	4%	4	3%	17	4%	15	3%	12	3%	
7	245	8%	37	10%	13	8%	9	4%	15	7%	11	8%	19	8%	10	10%	15	10%	49	11%	42	8%	24	7%	
8	439	15%	70	19%	20	13%	31	15%	35	16%	26	18%	32	14%	21	21%	15	10%	66	15%	71	13%	51	15%	
9	345	12%	42	11%	17	11%	24	12%	29	13%	13	9%	30	13%	9	9%	15	10%	55	13%	70	13%	41	12%	
10	1290	44%	146	39%	70	46%	107	52%	100	45%	67	46%	106	45%	38	38%	74	49%	174	40%	245	46%	161	46%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Owning your own car

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	222	8%	25	7%	11	7%	19	9%	12	5%	8	6%	10	4%	3	3%	5	3%	72	16%	36	7%	21	6%	
2	81	3%	9	2%	2	1%	3	1%	5	2%	3	2%	4	2%	3	3%	4	3%	26	6%	13	2%	9	3%	
3	109	4%	12	3%	4	3%	7	3%	8	4%	3	2%	10	4%	4	4%	6	4%	26	6%	22	4%	7	2%	
4	95	3%	18	5%	6	4%	7	3%	4	2%	7	5%	3	1%	1	1%	5	3%	20	5%	14	3%	10	3%	
5	317	11%	37	10%	15	10%	25	12%	23	10%	8	6%	25	11%	12	12%	14	9%	71	16%	55	10%	32	9%	
6	159	5%	22	6%	8	5%	8	4%	11	5%	6	4%	12	5%	3	3%	5	3%	31	7%	32	6%	21	6%	
7	258	9%	44	12%	21	14%	14	7%	18	8%	14	10%	23	10%	10	10%	10	7%	34	8%	46	9%	24	7%	
8	366	13%	58	16%	21	14%	24	12%	24	11%	19	13%	32	14%	15	15%	18	12%	38	9%	66	12%	51	15%	
9	254	9%	33	9%	9	6%	14	7%	27	12%	16	11%	25	11%	11	11%	12	8%	24	5%	48	9%	33	10%	
10	894	31%	94	25%	51	33%	73	36%	75	34%	58	40%	78	33%	33	33%	65	43%	70	16%	172	33%	123	35%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Marriage

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	451	16%	56	15%	27	18%	30	15%	40	18%	29	20%	33	14%	15	15%	27	18%	72	16%	75	14%	47	14%	
2	131	5%	16	4%	8	5%	7	3%	11	5%	4	3%	15	6%	5	5%	5	3%	26	6%	21	4%	13	4%	
3	127	4%	17	5%	8	5%	11	5%	8	4%	5	3%	19	8%	2	2%	5	3%	16	4%	20	4%	16	5%	
4	89	3%	4	1%	6	4%	6	3%	8	4%	5	3%	6	3%	2	2%	5	3%	18	4%	16	3%	13	4%	
5	309	11%	41	11%	11	7%	19	9%	19	9%	16	11%	19	8%	10	10%	18	12%	60	14%	53	10%	42	12%	
6	119	4%	13	4%	3	2%	7	3%	8	4%	8	6%	13	6%	4	4%	6	4%	23	5%	24	5%	10	3%	
7	168	6%	18	5%	9	6%	18	9%	9	4%	9	6%	11	5%	5	5%	7	5%	24	5%	33	6%	25	7%	
8	242	8%	39	11%	10	7%	19	9%	14	6%	7	5%	22	9%	8	8%	13	9%	32	7%	47	9%	31	9%	
9	177	6%	27	7%	8	5%	13	6%	7	3%	8	6%	14	6%	5	5%	8	5%	29	7%	41	8%	16	5%	
10	937	32%	122	33%	58	38%	66	32%	83	37%	51	35%	68	29%	41	41%	50	33%	109	25%	170	32%	117	34%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Having children

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	672	23%	76	21%	41	27%	58	28%	54	24%	25	17%	41	17%	21	21%	38	25%	102	23%	128	24%	88	25%	
2	120	4%	18	5%	1	1%	10	5%	10	4%	6	4%	11	5%	3	3%	7	5%	22	5%	20	4%	12	3%	
3	88	3%	11	3%	3	2%	7	3%	2	1%	5	3%	7	3%	2	2%	7	5%	15	3%	13	2%	16	5%	
4	69	2%	6	2%	1	1%	5	2%	5	2%	4	3%	6	3%	1	1%	4	3%	16	4%	10	2%	11	3%	
5	269	9%	29	8%	10	7%	14	7%	21	9%	15	10%	26	11%	9	9%	16	11%	44	10%	46	9%	38	11%	
6	125	4%	12	3%	4	3%	5	2%	4	2%	8	6%	6	3%	5	5%	9	6%	25	6%	24	5%	21	6%	
7	138	5%	23	6%	7	5%	14	7%	8	4%	9	6%	7	3%	3	3%	3	2%	25	6%	28	5%	11	3%	
8	252	9%	36	10%	20	13%	15	7%	20	9%	16	11%	21	9%	7	7%	15	10%	30	7%	44	8%	28	8%	
9	193	7%	35	9%	8	5%	14	7%	12	5%	5	3%	20	9%	8	8%	6	4%	27	6%	38	7%	20	6%	
10	813	28%	102	28%	53	35%	55	27%	71	32%	48	33%	75	32%	36	36%	39	26%	101	23%	150	28%	82	24%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Area where you live

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	76	3%	10	3%	5	3%	6	3%	4	2%	4	3%	6	3%	4	4%	5	3%	12	3%	11	2%	8	2%	
2	30	1%	4	1%	2	1%	2	1%	3	1%	0	0%	3	1%	2	2%	0	0%	4	1%	6	1%	4	1%	
3	35	1%	6	2%	1	1%	3	1%	2	1%	1	1%	4	2%	2	2%	1	1%	6	1%	5	1%	4	1%	
4	37	1%	4	1%	1	1%	2	1%	2	1%	3	2%	5	2%	2	2%	4	3%	8	2%	3	1%	3	1%	
5	179	6%	24	6%	7	5%	16	8%	15	7%	12	8%	16	7%	2	2%	14	9%	27	6%	22	4%	24	7%	
6	115	4%	14	4%	11	7%	11	5%	6	3%	7	5%	8	3%	6	6%	2	1%	11	3%	25	5%	14	4%	
7	272	9%	36	10%	12	8%	23	11%	20	9%	12	8%	23	10%	10	10%	13	9%	43	10%	48	9%	32	9%	
8	561	19%	87	24%	33	22%	38	19%	37	17%	26	18%	45	19%	19	19%	23	15%	90	21%	91	17%	71	20%	
9	368	13%	40	11%	17	11%	22	11%	19	9%	13	9%	28	12%	15	15%	18	12%	76	17%	74	14%	45	13%	
10	1086	37%	127	34%	58	38%	74	36%	99	44%	63	43%	85	36%	34	34%	64	43%	134	31%	219	41%	127	37%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Job satisfaction

	Total	Region looking to buy in																							
		Scotland	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	Wales	London	South East	South West													
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	123	4%	11	3%	10	7%	5	2%	11	5%	5	3%	6	3%	4	4%	10	7%	16	4%	27	5%	18	5%	
2	30	1%	4	1%	3	2%	1	0%	2	1%	2	1%	2	1%	0	0%	0	0%	4	1%	7	1%	5	1%	
3	32	1%	5	1%	0	0%	5	2%	2	1%	2	1%	5	2%	1	1%	1	1%	2	0%	5	1%	4	1%	
4	29	1%	7	2%	2	1%	2	1%	4	2%	3	2%	1	0%	2	2%	0	0%	2	0%	3	1%	3	1%	
5	146	5%	17	5%	10	7%	10	5%	11	5%	8	6%	11	5%	9	9%	5	3%	20	5%	28	5%	16	5%	
6	137	5%	19	5%	8	5%	10	5%	6	3%	3	2%	12	5%	8	8%	6	4%	19	4%	32	6%	14	4%	
7	280	10%	41	11%	15	10%	22	11%	11	5%	15	10%	15	6%	12	12%	16	11%	46	10%	53	10%	34	10%	
8	610	21%	89	24%	30	20%	49	24%	52	23%	20	14%	52	22%	21	21%	37	25%	73	17%	119	22%	67	19%	
9	426	15%	47	13%	23	15%	24	12%	36	16%	22	15%	38	16%	12	12%	16	11%	86	20%	65	12%	57	16%	
10	942	32%	112	30%	47	31%	65	32%	73	33%	61	42%	79	34%	27	27%	53	35%	146	33%	166	31%	110	32%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Amount of disposable income

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	46	2%	7	2%	3	2%	2	1%	1	0%	5	3%	1	0%	3	3%	4	3%	7	2%	6	1%	6	2%	
2	34	1%	3	1%	4	3%	1	0%	2	1%	1	1%	3	1%	3	3%	1	1%	3	1%	8	2%	5	1%	
3	57	2%	6	2%	4	3%	3	1%	1	0%	1	1%	5	2%	3	3%	3	2%	15	3%	10	2%	6	2%	
4	85	3%	9	2%	9	6%	6	3%	5	2%	5	3%	6	3%	3	3%	3	2%	9	2%	13	2%	17	5%	
5	288	10%	29	8%	15	10%	23	11%	18	8%	12	8%	19	8%	13	13%	18	12%	37	8%	71	13%	33	10%	
6	247	9%	37	10%	16	10%	21	10%	21	9%	11	8%	15	6%	12	12%	6	4%	33	8%	52	10%	23	7%	
7	424	15%	59	16%	21	14%	24	12%	24	11%	24	17%	39	17%	15	15%	24	16%	63	14%	72	14%	58	17%	
8	588	20%	89	24%	30	20%	41	20%	58	26%	23	16%	48	20%	16	16%	23	15%	100	23%	97	18%	63	18%	
9	286	10%	30	8%	12	8%	22	11%	19	9%	16	11%	24	10%	12	12%	15	10%	43	10%	54	10%	39	11%	
10	697	24%	82	22%	34	22%	52	25%	58	26%	43	30%	63	27%	16	16%	47	31%	101	23%	120	23%	78	22%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Foreign holidays

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	310	11%	35	9%	17	11%	21	10%	20	9%	17	12%	21	9%	12	12%	30	20%	33	8%	57	11%	47	14%	
2	215	7%	27	7%	12	8%	13	6%	12	5%	17	12%	16	7%	7	7%	12	8%	23	5%	47	9%	28	8%	
3	251	9%	39	11%	11	7%	18	9%	17	8%	13	9%	26	11%	6	6%	19	13%	30	7%	40	8%	32	9%	
4	215	7%	21	6%	22	14%	16	8%	12	5%	13	9%	23	10%	6	6%	2	1%	24	5%	45	9%	30	9%	
5	477	16%	53	14%	22	14%	33	16%	49	22%	20	14%	39	17%	26	26%	19	13%	72	16%	87	16%	57	16%	
6	276	10%	29	8%	16	10%	19	9%	22	10%	18	12%	18	8%	12	12%	16	11%	46	10%	49	9%	31	9%	
7	308	11%	42	11%	16	10%	22	11%	24	11%	12	8%	20	9%	6	6%	10	7%	65	15%	59	11%	32	9%	
8	291	10%	48	13%	18	12%	21	10%	19	9%	7	5%	32	14%	10	10%	12	8%	50	11%	44	8%	29	8%	
9	123	4%	16	4%	2	1%	11	5%	9	4%	4	3%	7	3%	1	1%	3	2%	29	7%	26	5%	15	4%	
10	285	10%	41	11%	12	8%	21	10%	22	10%	20	14%	20	9%	10	10%	20	13%	41	9%	48	9%	29	8%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Survey of Home Buyers on behalf of Barratt Homes (March 2010)

Q13. Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important. Active social life

	Total	Region looking to buy in																							
		Scotland		North East		North West		Yorkshire and Humber		East Midlands		West Midlands		East of England		Wales		London		South East		South West			
Total	2905	100%	370	100%	153	100%	205	100%	223	100%	145	100%	235	100%	100	100%	150	100%	439	100%	529	100%	347	100%	
1	115	4%	17	5%	8	5%	11	5%	4	2%	5	3%	6	3%	3	3%	6	4%	21	5%	15	3%	19	5%	
2	141	5%	19	5%	9	6%	7	3%	10	4%	12	8%	14	6%	6	6%	6	4%	16	4%	24	5%	18	5%	
3	226	8%	23	6%	16	10%	19	9%	11	5%	16	11%	21	9%	5	5%	15	10%	25	6%	45	9%	30	9%	
4	233	8%	40	11%	10	7%	17	8%	12	5%	8	6%	16	7%	12	12%	15	10%	33	8%	46	9%	24	7%	
5	518	18%	70	19%	36	24%	29	14%	38	17%	22	15%	45	19%	23	23%	27	18%	57	13%	94	18%	76	22%	
6	343	12%	40	11%	19	12%	30	15%	30	13%	18	12%	31	13%	15	15%	11	7%	47	11%	63	12%	39	11%	
7	387	13%	57	15%	15	10%	26	13%	35	16%	20	14%	27	11%	13	13%	21	14%	57	13%	74	14%	41	12%	
8	378	13%	40	11%	19	12%	29	14%	39	17%	20	14%	29	12%	11	11%	17	11%	72	16%	64	12%	38	11%	
9	145	5%	13	4%	3	2%	9	4%	9	4%	7	5%	13	6%	4	4%	6	4%	42	10%	23	4%	15	4%	
10	270	9%	33	9%	13	8%	17	8%	18	8%	14	10%	21	9%	4	4%	20	13%	44	10%	55	10%	30	9%	

Prepared by ComRes. Fieldwork conducted online between Friday 19th and Thursday 25th March 2010.



Q13 Thinking about your current priorities, how important or not is each of the following to you? Please rate each on a scale of 1 to 10, where 1 = not at all important and 10 = very important.

Total	Academic Qualifications	Owning your own home	Owning your own car	Marriage	Having children	Area where you live	Job satisfaction	Amount of disposable income	Foreign holidays	Active social life
1	13%	3%	8%	16%	23%	3%	4%	2%	11%	4%
2	5%	1%	3%	5%	4%	1%	1%	1%	7%	5%
3	7%	1%	4%	4%	3%	1%	1%	2%	9%	8%
4	5%	1%	3%	3%	2%	1%	1%	3%	7%	8%
5	13%	6%	11%	11%	9%	6%	5%	10%	16%	18%
6	8%	4%	5%	4%	4%	4%	5%	9%	10%	12%
7	11%	8%	9%	6%	5%	9%	10%	15%	11%	13%
8	13%	15%	13%	8%	9%	19%	21%	20%	10%	13%
9	6%	12%	9%	6%	7%	13%	15%	10%	4%	5%
10	14%	44%	31%	32%	28%	37%	32%	24%	10%	9%