



# Tenant Survey Report 2023



New Homes | Sales | Lettings



# Introduction

**Our 2023 Tenant Survey Report shines a spotlight on what tenants are looking for in a home - and how that could change in the future.**

It paints a detailed picture of today's tenants, including how often they move and what motivates them to up sticks and head elsewhere.

Our survey also shows how tenants have become more focused on the energy efficiency of their homes as the cost of living pressure continues to bite. This is likely to boost the appeal of energy-efficient properties and new-build homes.

And finally, the tenant survey reveals how the Covid-19 pandemic continues to influence tenants' priorities with tenants working from home more than they did before the pandemic, despite an increase in people returning to the office recently. What tenants are looking for in their homes is changing, with convenience and the local neighbourhood more important than ever.

# About our survey

We surveyed nearly 1,400 tenants in March and April for this report. Nearly half (47%) of those surveyed lived in London, while the rest were spread across the UK. Most tenants (89%) who took part were under 45

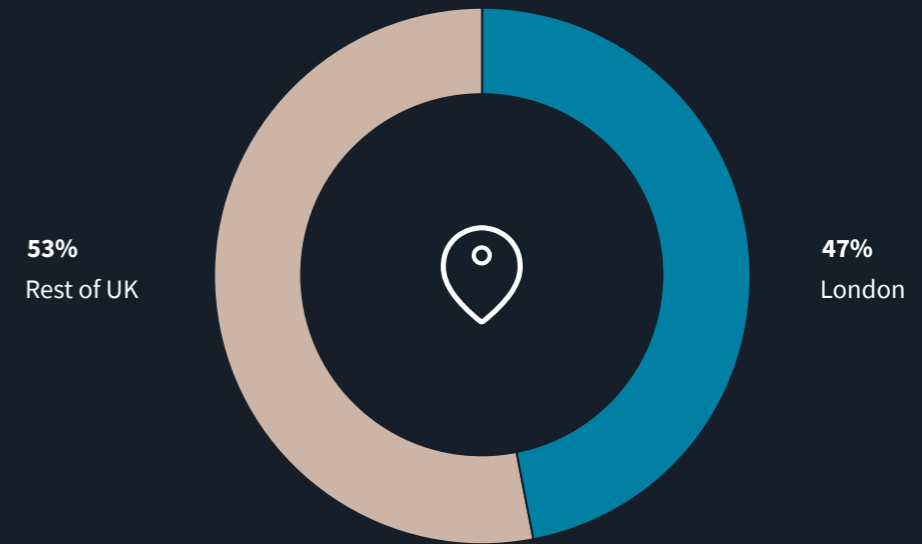
years old, and 48% were between 25 and 34 years old. The majority of tenants (73%) lived alone or as a couple. Meanwhile, 18% shared their home with another tenant, and 9% lived with family.



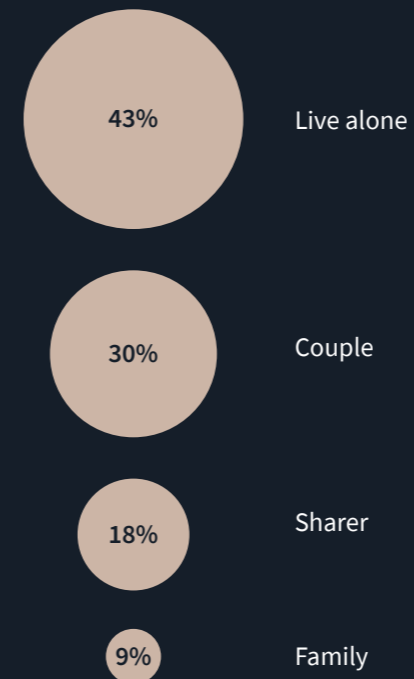
**47%**  
of those surveyed lived in London.

**89%**  
of them were under 45 years old.

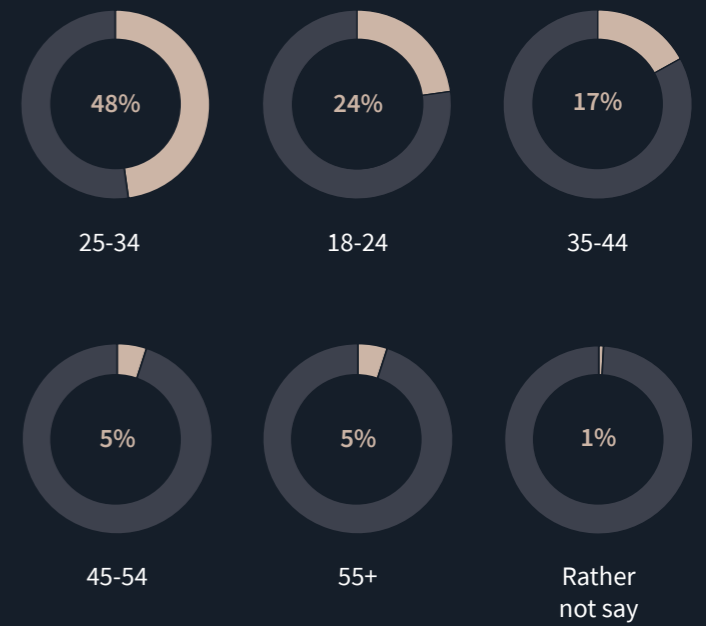
## Where they live



## Who they live with

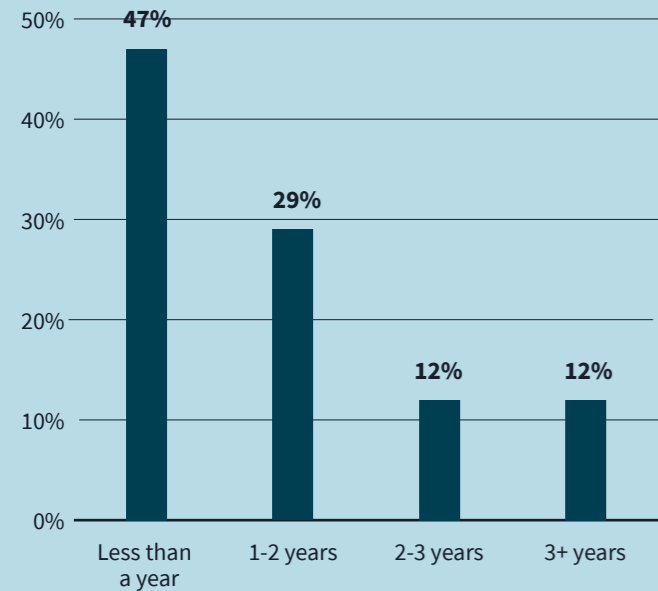


## How old they are

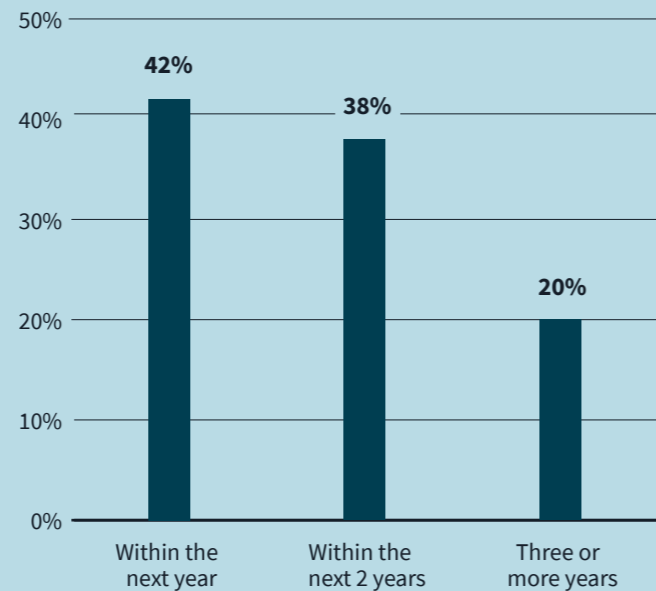


Source: JLL Research

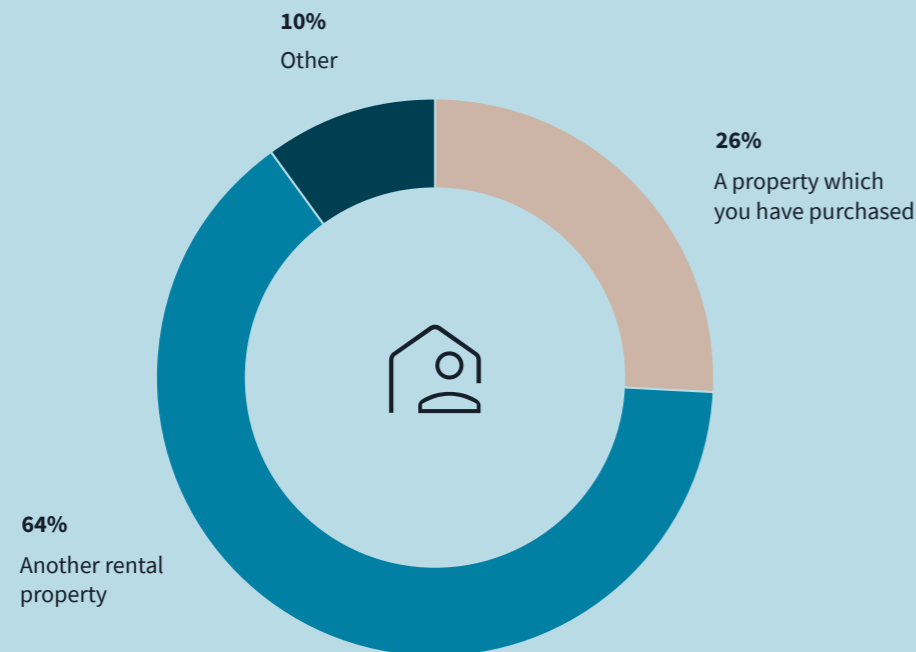
### How long have you lived in your current property for?



### When do you think you are next likely to move?



### Tenants next property



Source: JLL Research

## Tenants demographics

### How often do tenants move?

Tenants tend to be more fleet of foot than buyers, and this is mirrored in our survey. Nearly half (47%) of those surveyed had lived in their current property for less than a year, and 29% had been in their rental home for one to two years. This trend is unlikely to change any time soon, with 80% of tenants expecting to move within the next two years.

expect to own their next home has dropped from 31% to 26% in the last 12 months.

The majority of those surveyed (64%) thought their next move would be to another rental home. This means developers need to make sure the product they are providing aligns with tenants needs not only now, but in the future too.

### What motivates them to move?

Tenants' biggest motivation for moving home was a desire to get onto the housing ladder with almost a third of those surveyed hoping to buy their next property.

But tenants with an eye on home ownership face challenges. With mortgage rates on the rise and the cost of living crisis still taking its toll, it's perhaps unsurprising that the proportion of tenants who

**47%** of those surveyed had lived in their current property for less than a year.

**29%** had been in their rental home for one to two years.

More space and better value for money also spurred tenants to move.

22%

of those surveyed wanted a larger property.

17%

were after a more affordable location.



Almost a third of tenants are hoping their next property will be one which **they have bought**.

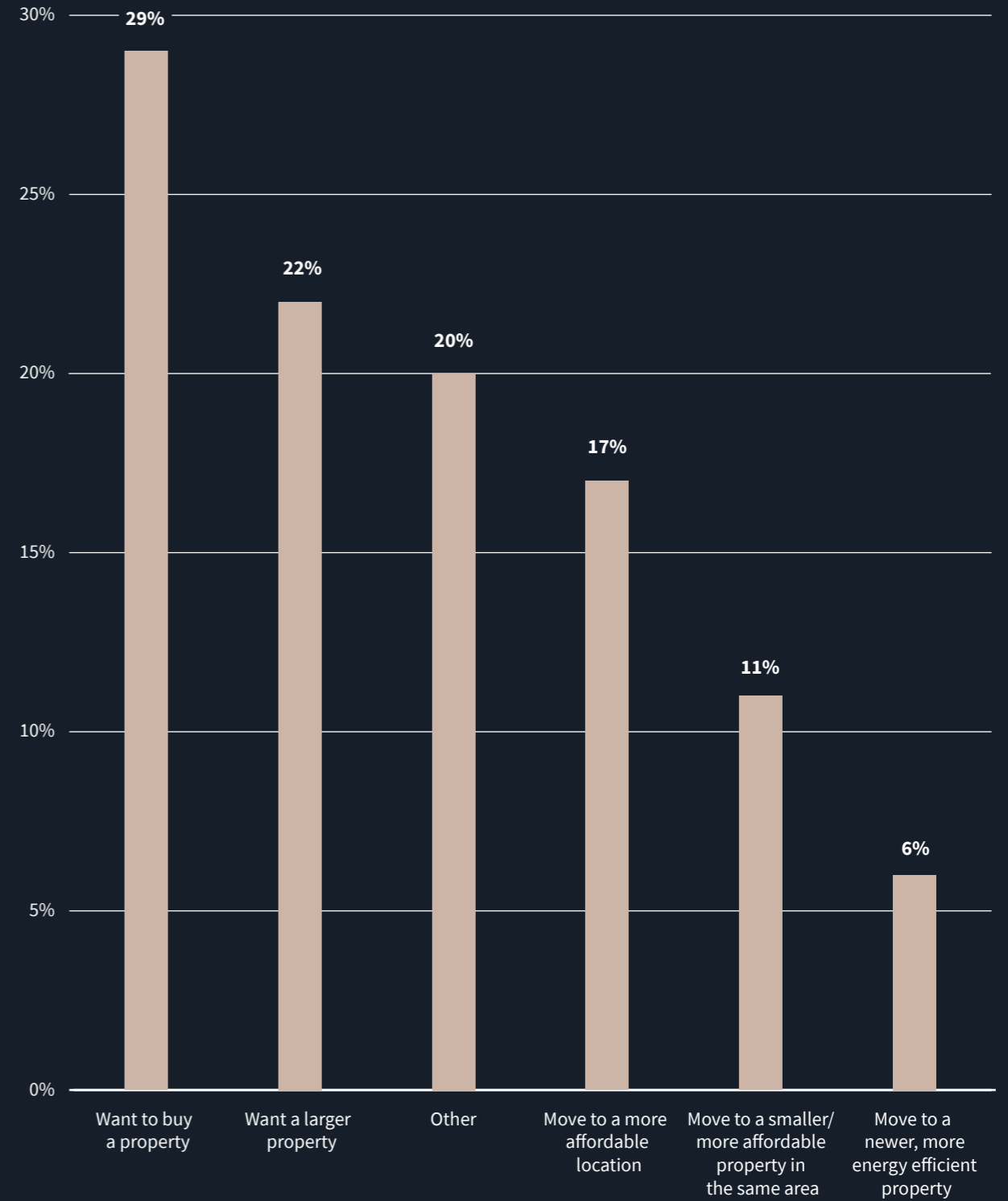


Other motivators for tenants moving included wanting a **better location or neighbourhood** for their needs.



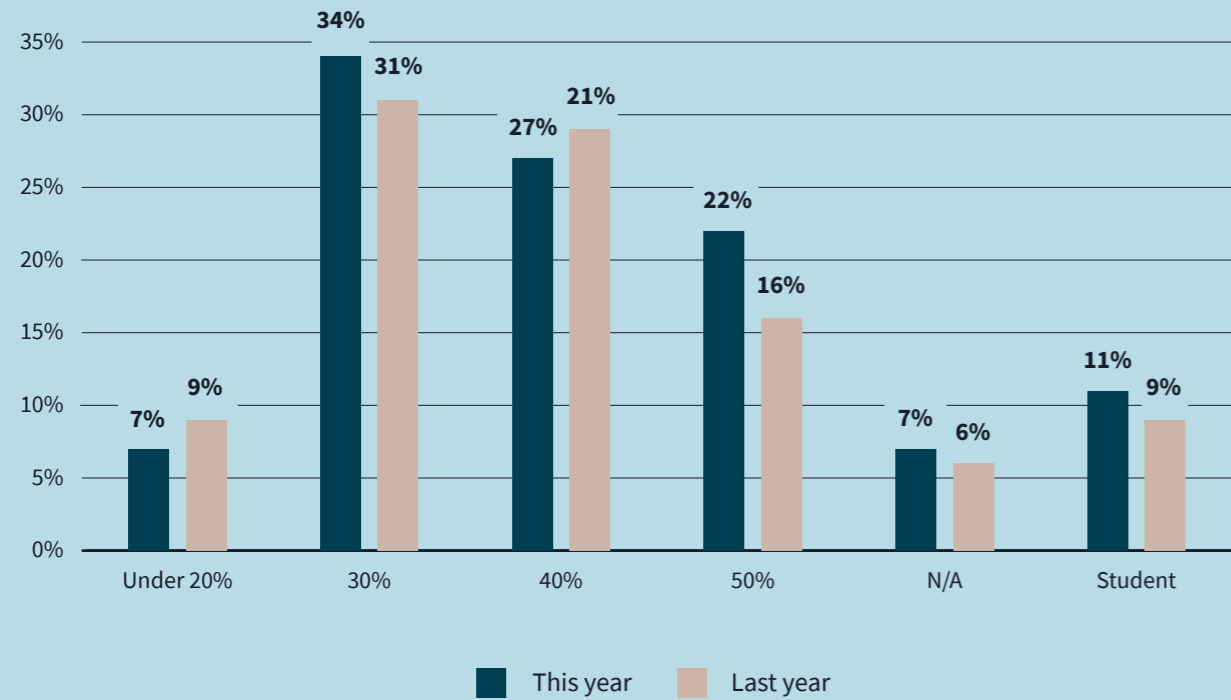
**Relocation** due to job, university or family changes.

### What motivates tenants to move?

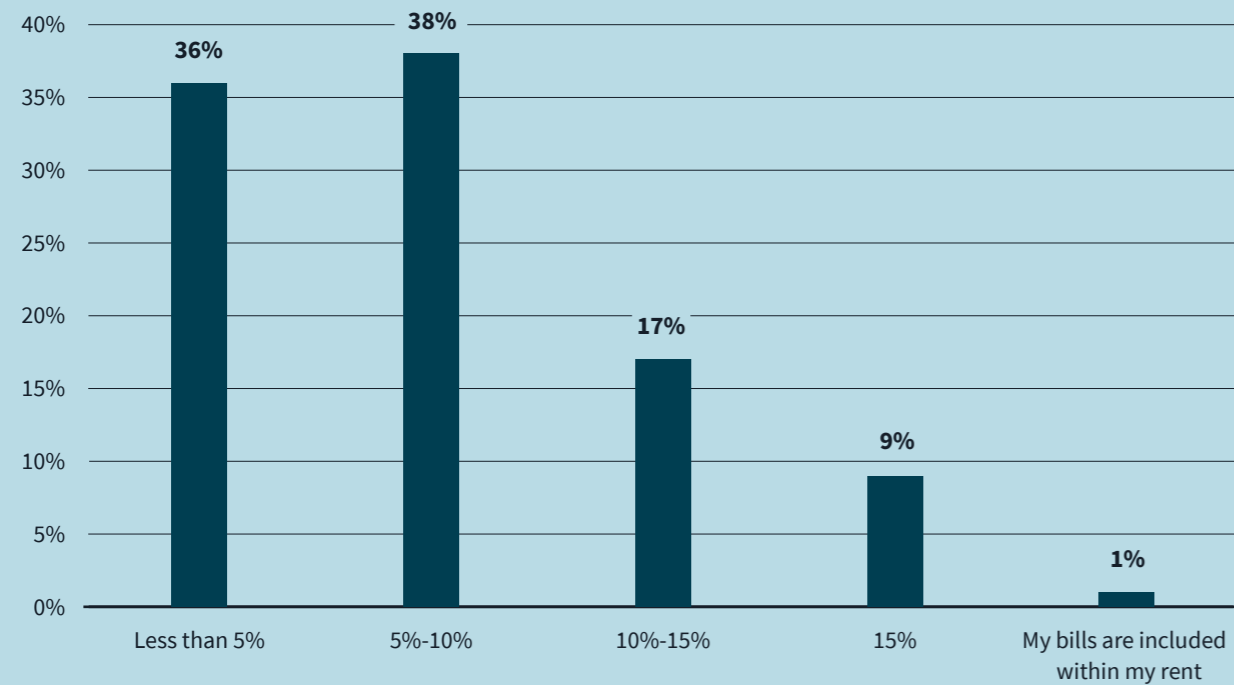


Source: JLL Research

### Rent as a proportion of take-home salary



### Bills as a proportion of take-home income



Source: JLL Research



22%

of tenants were spending 50% or more of their take-home pay on rent, up from 16% last year.

38%

of tenants shelled out 5-10% of their take-home salary on other gas/electricity bills.

#### How much do tenants spend on rent and other bills?

An imbalance between tenant demand and the supply of rental homes has fuelled a double-digit annual increase in rents in many corners of the UK, the result? Tenants are generally forking out a greater proportion of their income on rent. Some 22% of

tenants were spending 50% or more of their take-home pay on rent, up from 16% last year. Our survey also showed that 38% of tenants shelled out 5-10% of their take-home salary on other gas/electricity bills on top of their monthly rent.

# Energy efficiency

## How important is energy efficiency to tenants?

Awareness of the green agenda continues to grow with more than three quarters (76%) of tenants stating that their home's energy efficiency is more important to them now than a year ago.

A staggering 90% of those surveyed said it would be an important or crucial factor when it comes to their next home, rising from 84% last year. Just 10% of tenants said energy efficiency would not influence their decision.

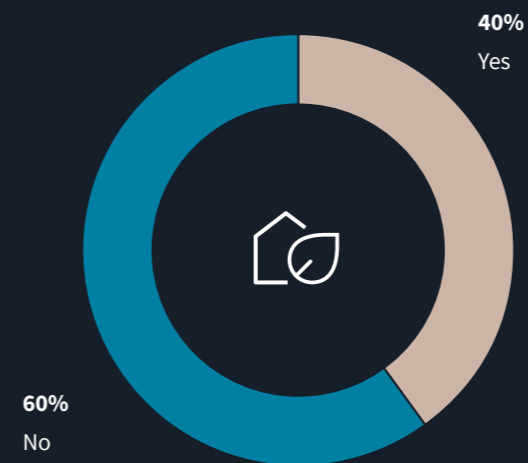
The growing appeal of an energy-efficient property is likely to make new-build homes particularly attractive. According to JLL analysis of ONS data, 85% of newly-built properties have an Energy Performance Certificate (EPC) rating of A or B - the highest levels of energy efficiency.

**85%** of new homes awarded EPC A or B compared with 4% of existing homes.

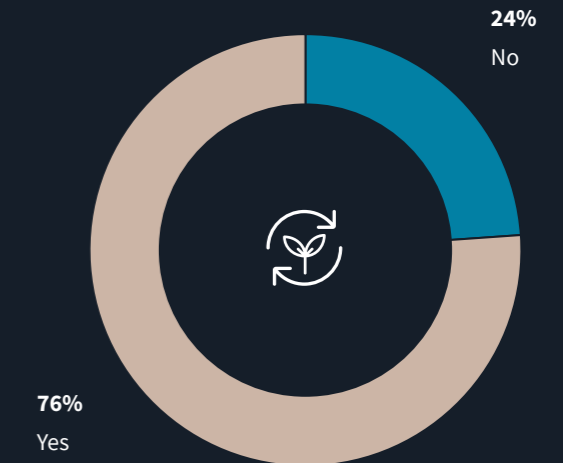
**76%** of respondents stated that their home's energy efficiency is more important to them now than a year ago.

**40%** of tenants considered energy efficiency as part of their decision to rent the property they are now in.

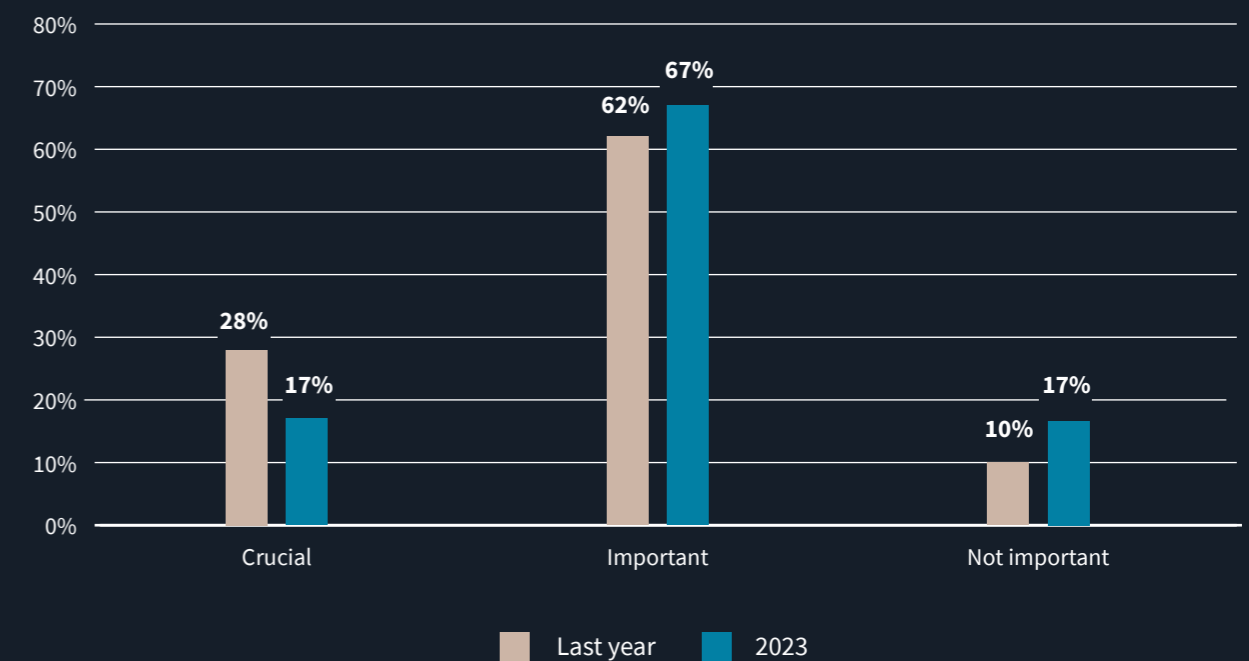
Was the energy efficiency of your current home part of your decision to rent the property you are in now?



Has the energy efficiency of your home increased in importance to you over the past year?

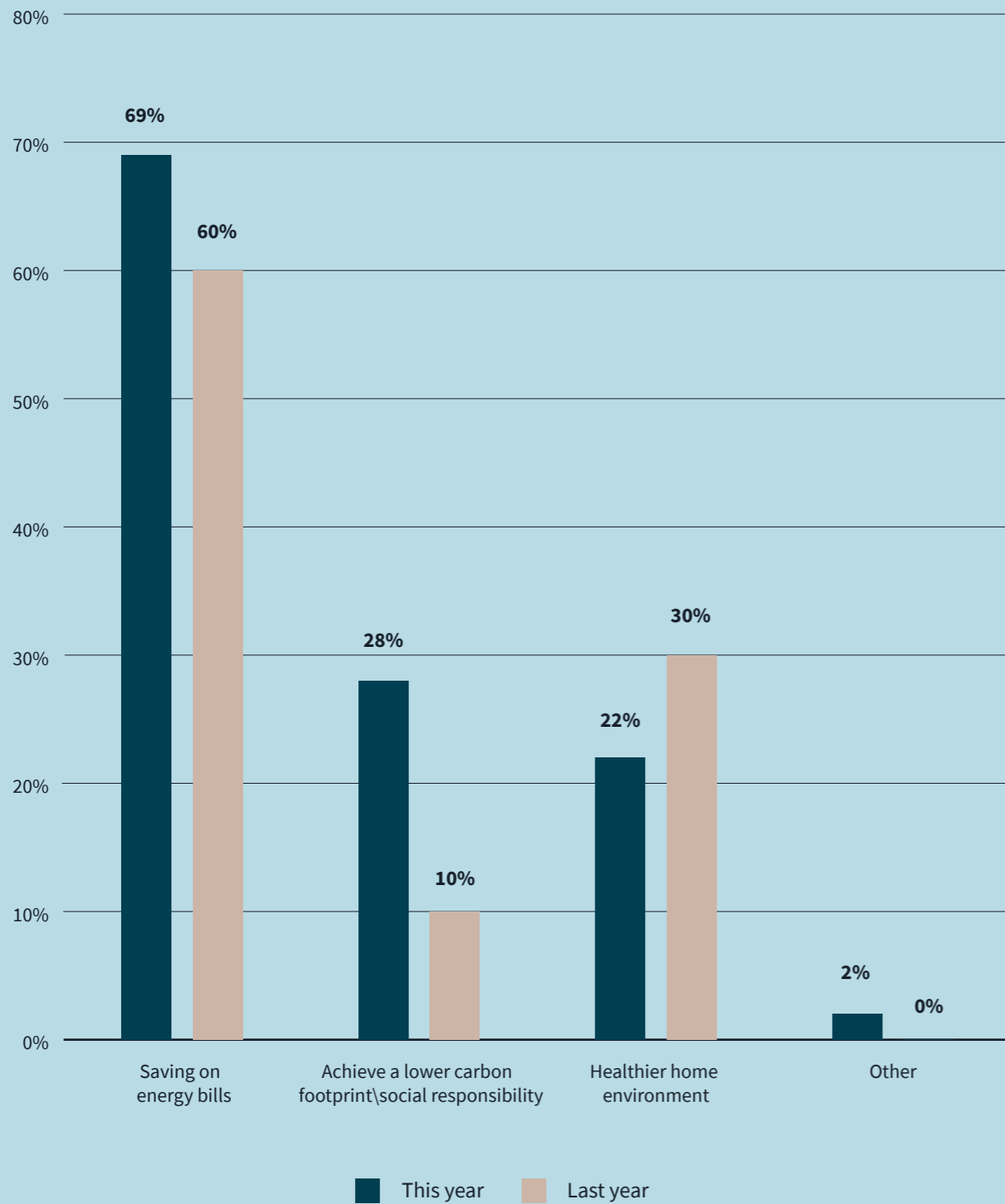


How influential would the energy efficiency of your home be in your next move?



Source: JLL Research/ ONS

## Reasons why tenants are focused on energy efficiency



Source: JLL Research

### Why do tenants care about energy efficiency?

There are several reasons why tenants were focused on energy efficiency.

Faced with a cost of living crisis, 69% of tenants wanted to cut their energy bills, a figure that has risen from 60% in 2022.

Although most incentives are financially driven, i.e. a reduction in bills, attitudes towards the environment are improving.

This year, almost a third (28%) of tenants were keen to reduce their carbon footprint. This figure has increased from 10% last year, reflecting wider efforts to reach net zero emissions.

A third motivating factor was to have a healthier home, although this has dropped in importance from last year.

69%

of tenants wanted to cut their energy bills.

28%

of those surveyed were keen to reduce their carbon footprint.





# Living priorities

## What are tenants' working patterns?

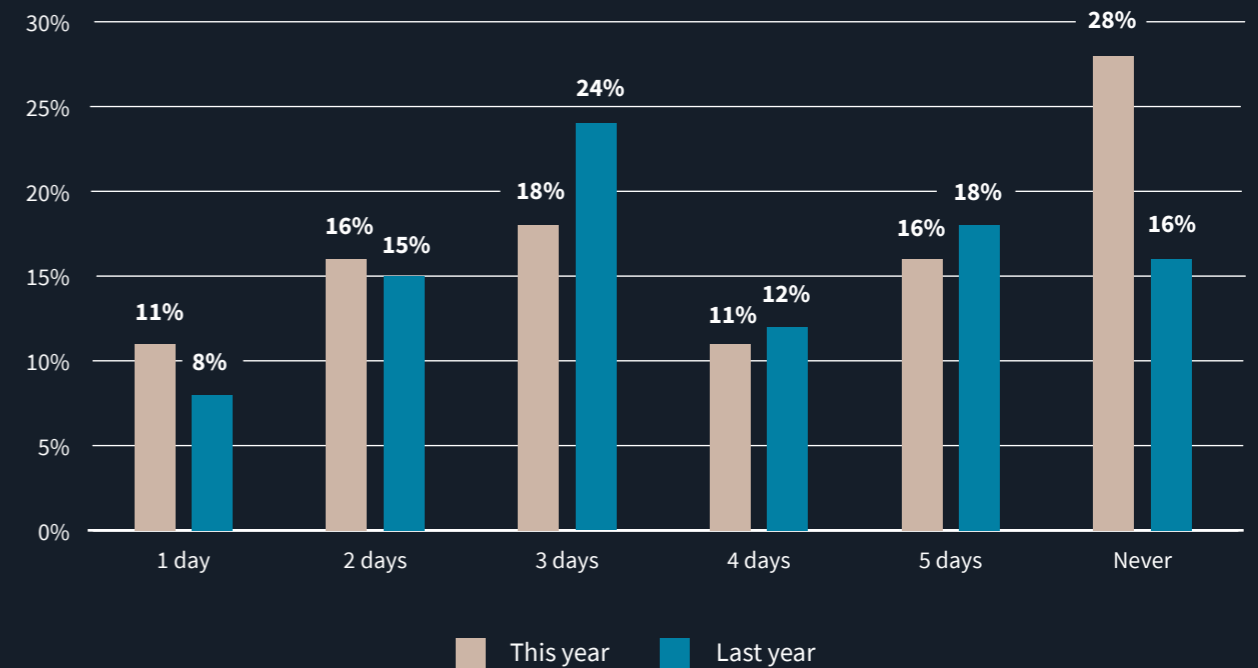
More tenants are returning to the office. This year 28% of tenants are back to the office full-time, up from 16% last year. However over 70% still work from home at least once a week.

Hybrid working now appears to be taking hold, so tenants are demanding the best of both worlds from their home. Our survey has shown that nearly three quarters (72%) of tenants split their working hours between their home and office.

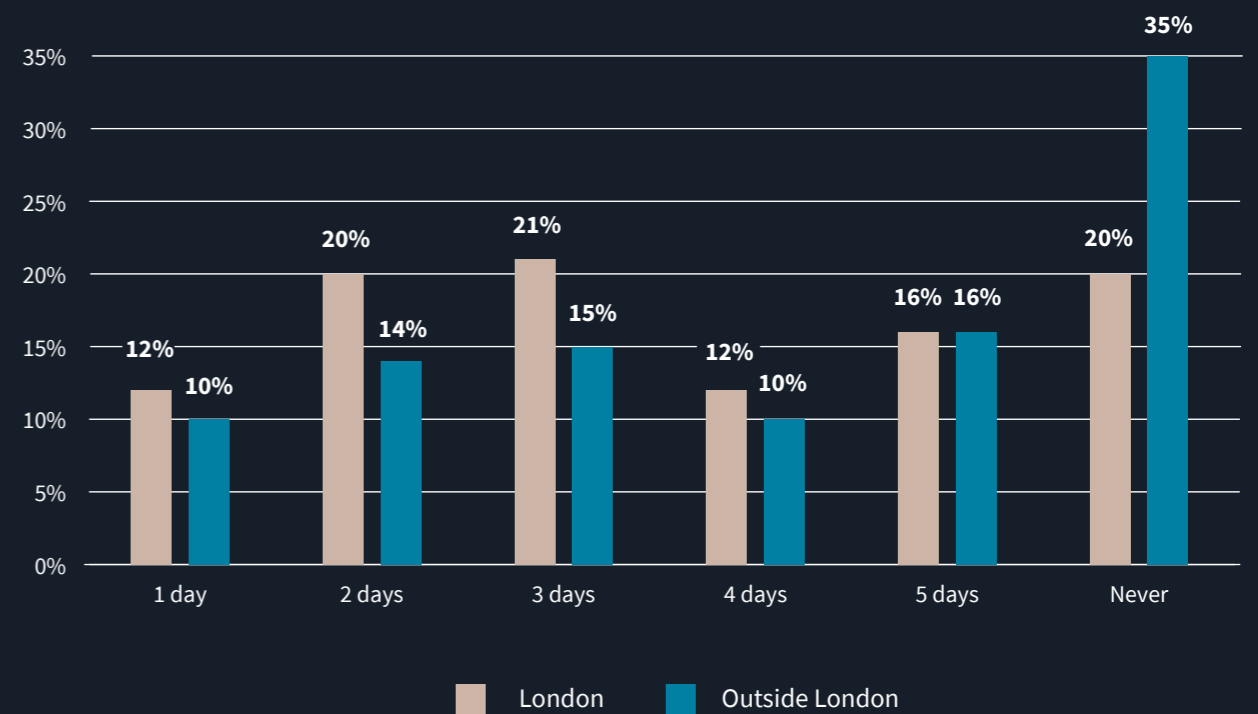
**45%**  
of tenants never worked from home pre-pandemic.

**72%**  
of tenants split their working hours between their home and office.

Number of days tenants worked from home

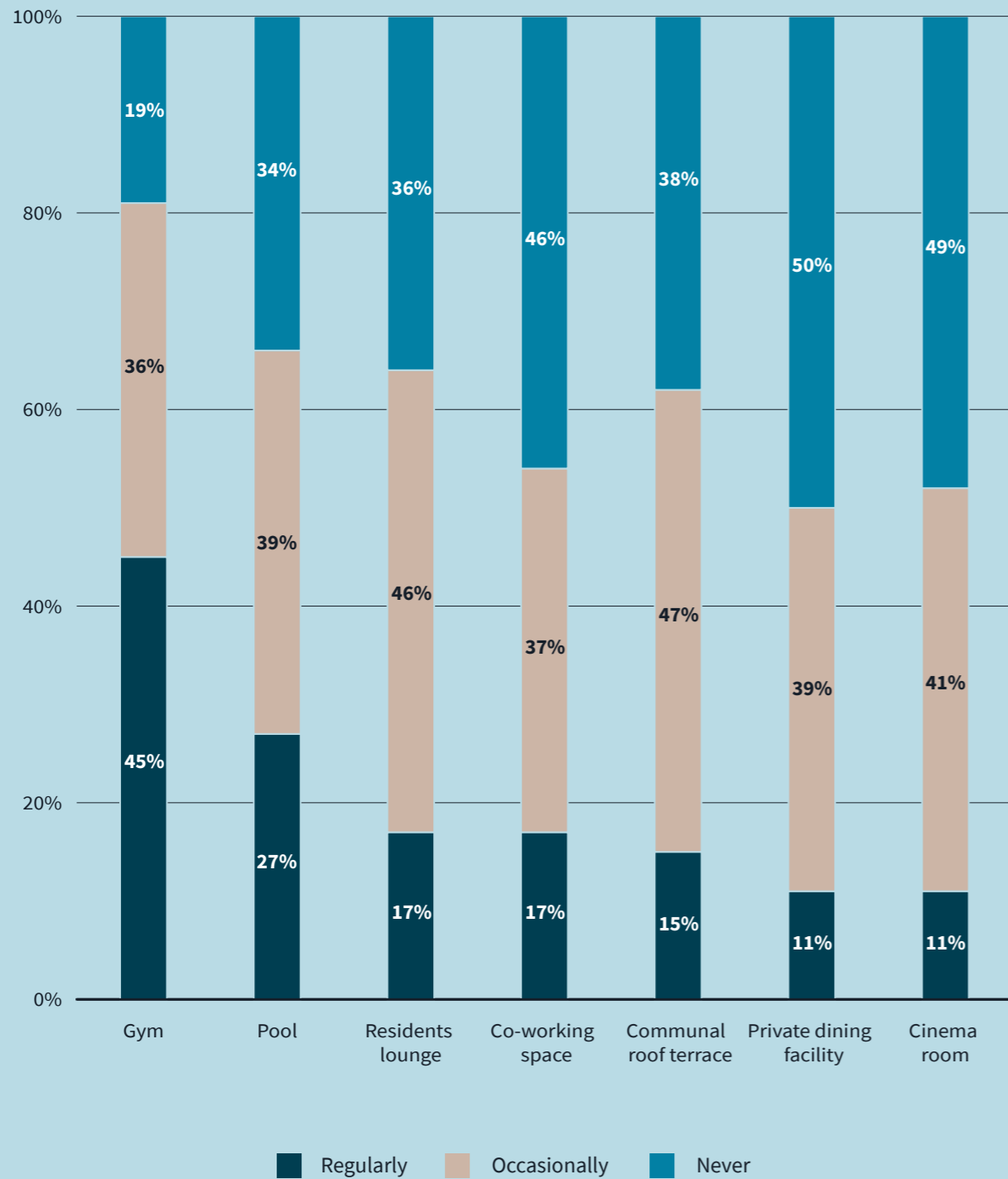


Number of days tenants in London worked from home vs. outside London



Source: JLL Research

### What do you use in your building (if you have it)?



Source: JLL Research



#### What facilities appeal to tenants?

In buildings that offered residents amenities, health and fitness facilities were the most sought-after. Nearly half (45%) of tenants with access to an on-site gym used it regularly, while 19% had never set foot in it.

In contrast, shared facilities were the least in-demand among tenants. Around half of those surveyed had never used co-working spaces, cinema rooms or private dining facilities in their buildings. In fact, co-working spaces have been the least popular facility over the past two years.

45%

of tenants with access to an on-site gym used it regularly.

46%

of those surveyed had never used co-working spaces, cinema rooms or private dining facilities in their buildings.

### What else counts for tenants?

The fundamentals really mattered to tenants. In this digital age, broadband speed topped the list of what they'd look for in their next home. Energy bills and other running costs as well as private outside space also ranked highly, with 70% or more citing these as important or very important when house hunting.

Despite most tenants working from home at least part of the week, proximity to public transport remained a key factor too. An overwhelming 92% of those surveyed said that living close to public transport was important or very important. This is likely to be fuelled by the fact that 71% of tenants don't own a car.

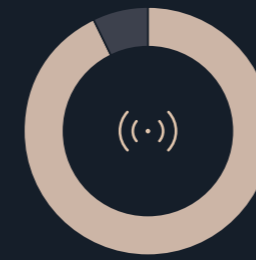


**93%**  
of tenants cited broadband speed as very important.

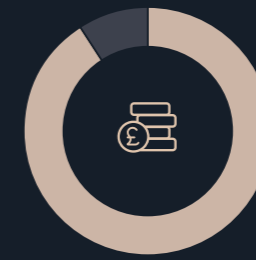
**70%**  
ranked having private outside space highly.

### What will you look for in your next home?

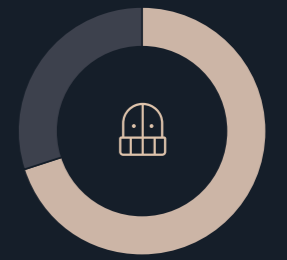
What was voted as very important or important.



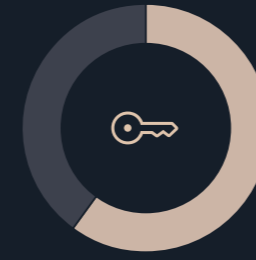
**93%**  
Broadband speed



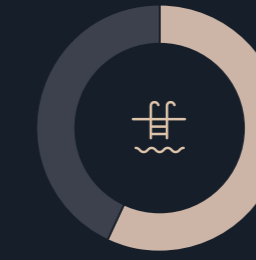
**91%**  
Energy efficiency/  
running costs



**70%**  
Private outside  
space



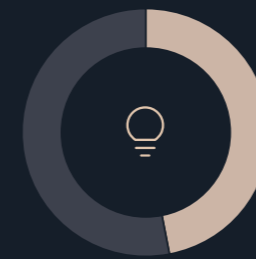
**66%**  
On-site concierge



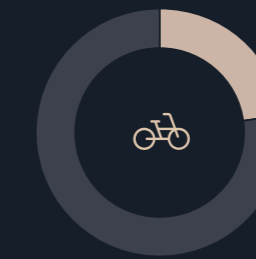
**57%**  
On-site leisure  
facilities (gym/pool)



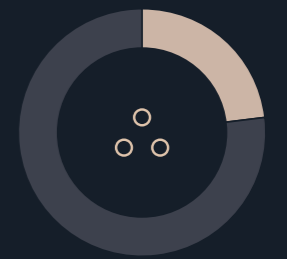
**50%**  
Parking facilities



**47%**  
Smart home tech



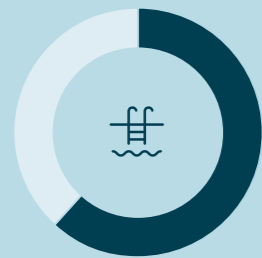
**23%**  
Bike storage



**22%**  
Co-working space

Source: JLL Research

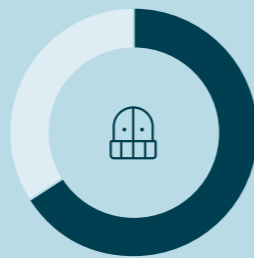
## What tenants would pay a rental premium for



**68%**  
On-site leisure facilities  
(e. g. gym/pool)



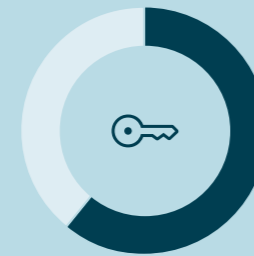
**67%**  
Being close to  
public transport



**66%**  
Private outside space  
(balcony/garden/roof terrace)



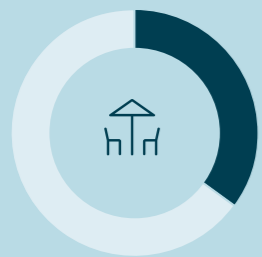
**63%**  
A more energy efficient  
home/reduction on bills



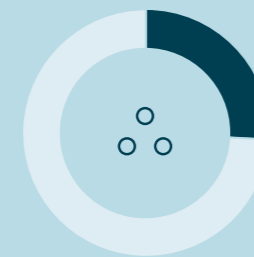
**61%**  
Concierge service



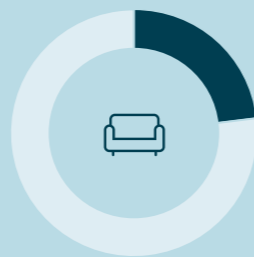
**41%**  
Private parking



**35%**  
Shared roof terraces



**26%**  
Co-working spaces



**22%**  
Shared residents  
lounge

Source: JLL Research



## What are tenants prepared to pay a premium for?

The premiums that tenants would pay reflect the broader trends identified in our survey.

On-site leisure facilities took the top spot when it comes to what tenants would fork out extra for. The majority (68%) of those surveyed would pay a premium for the likes of a gym or swimming pool. Following closely behind, 67% of tenants would pay more to live close to public transport.

Meanwhile, private outside space remains in-demand, with 66% of tenants prepared to pay a premium for an outdoor oasis to call their own. However, it has slipped from first to third place this year.

With energy efficiency high on the agenda, 63% of tenants would pay extra for a more efficient home with lower bills.

**68%**  
of tenants agreed they would be prepared to pay a rental premium for on-site leisure facilities.

**63%**  
of tenants would pay extra for a more efficient home with lower bills.



98%

of tenants said the local area plays a key role in their overall sense of wellbeing and happiness.

71%

of those surveyed don't own a vehicle. (81% in London, 61% outside London).

**What are tenants looking for in a neighbourhood?**

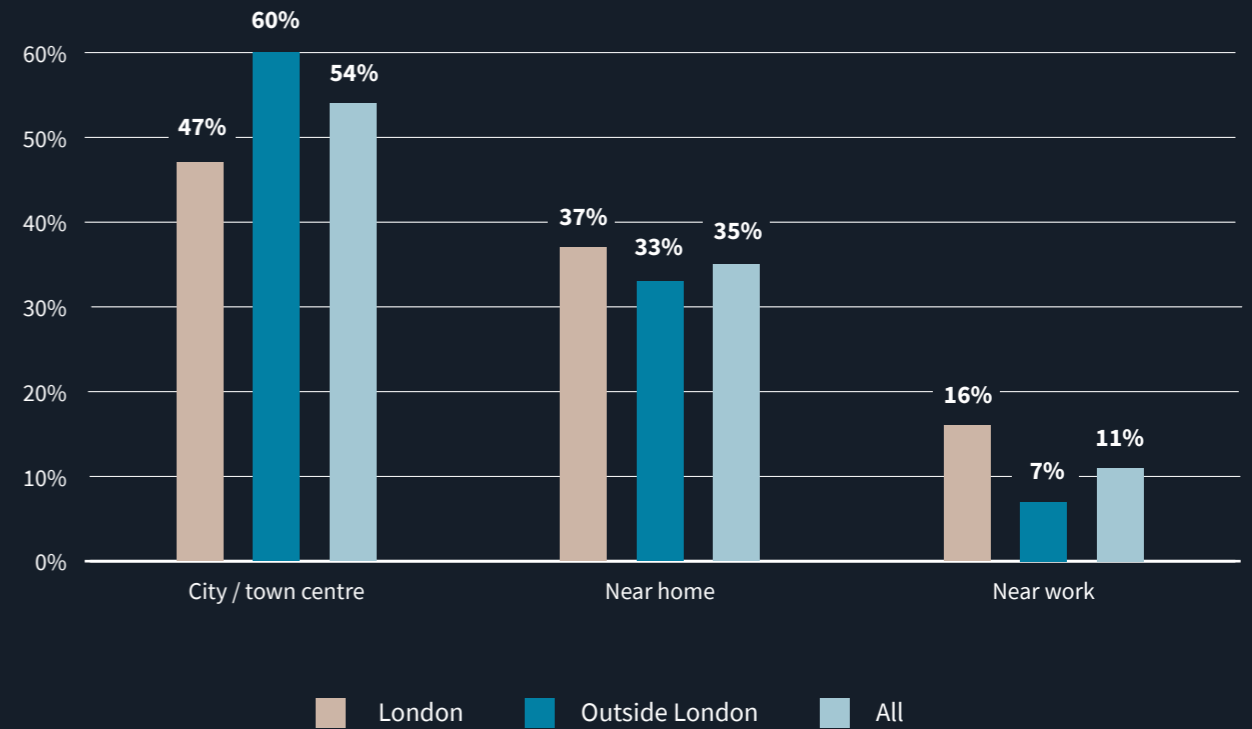
With tenants spending more time at home, the local neighbourhood has become even more important to them. Proximity to shops and leisure facilities, green spaces, pubs and restaurants, as well as public transport, all ranked highly.

Gone are the days when socialising near the office was an integral part

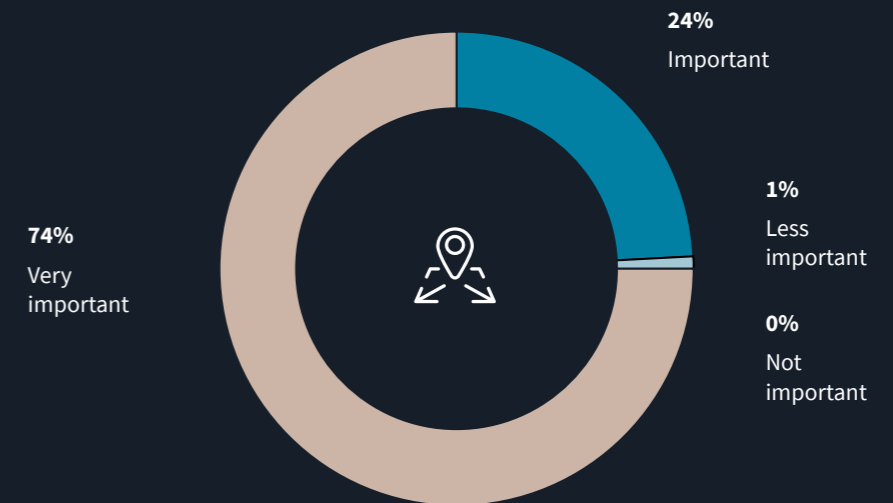
of working life. Tenants are now more likely to meet people near their home or seek the buzz of the town or city centre.

The local area also plays a key role in tenants' overall sense of wellbeing and happiness, with 98% of tenants saying it is important.

**Where are you most likely to socialise**



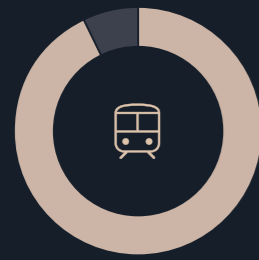
**How important is where you live to your overall happiness/ sense of wellbeing?**



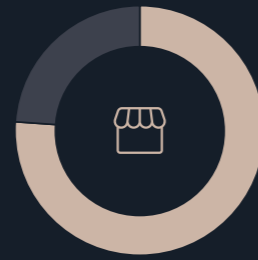
Source: JLL Research

### What will be important to you when looking for your next home?

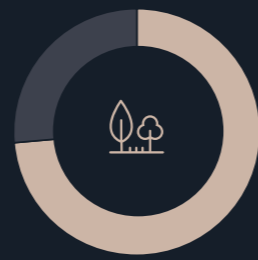
What was voted as very important or important.



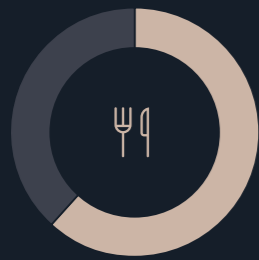
**92%**  
Proximity to public transport



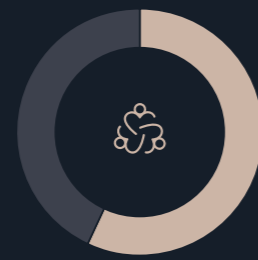
**84%**  
Proximity to shops and leisure facilities



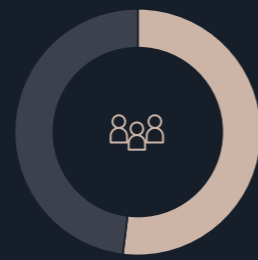
**81%**  
Proximity to green spaces/parks



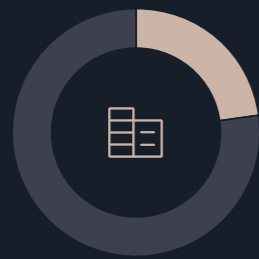
**70%**  
Quality of pubs and restaurants in the area



**59%**  
Sense of community



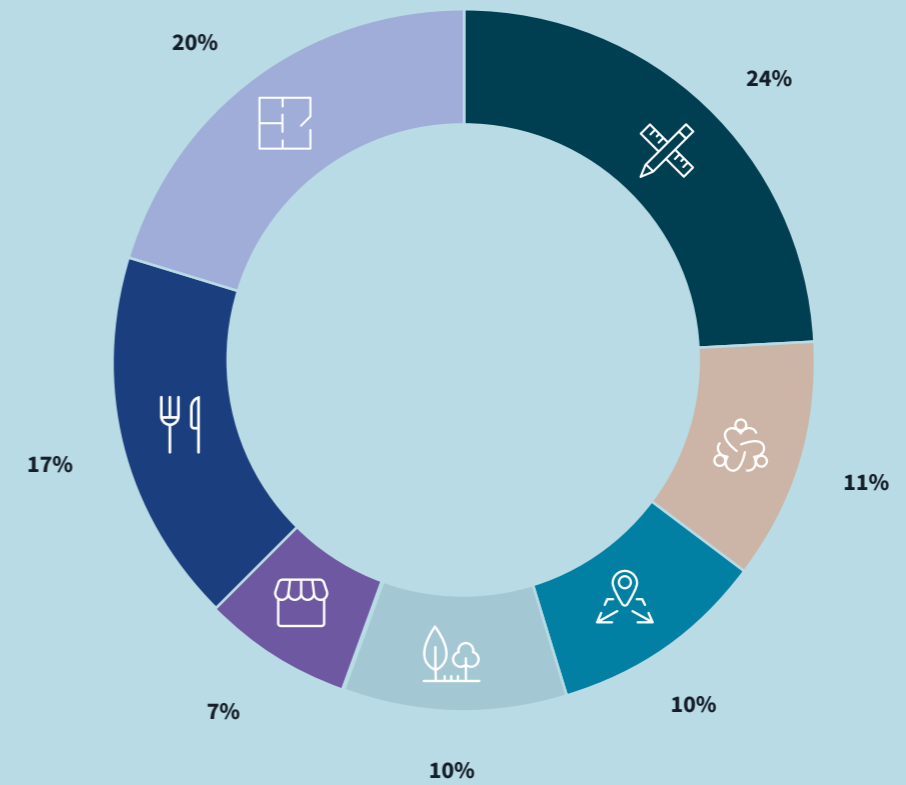
**52%**  
Close to family and friends



**24%**  
Quality of local schools

Source: JLL Research

### Thinking of your home and the neighbourhood in which you live, which is most important to you in improving your quality of life?



Design/quality of your home



Quality of shops



Sense of community/local pride



More living space/bigger home



Amount of green space



Leisure scene (bars, restaurants etc.)



Quality of local services (schools, GPs etc.)

Source: JLL Research

# Outlook

**With a challenging economic backdrop, it's become more difficult for tenants to get onto the housing ladder and renting is set to become a longer-term option for many.**

Landlords could command premiums for homes that meet today's tenants' wish lists, with convenience, leisure facilities and strong neighbourhood communities all major draws. Meanwhile, the theme of energy

efficiency is here to stay, and energy-efficient homes are set to become increasingly sought-after. For most tenants, choosing their next home will be a balancing act between what they'd like and what they can afford.

# Tenant Survey Report 2023

**We can support you with expert advice  
that reflects your needs and priorities**

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