



Buyers & Tenants Survey 2026

Meg Eglington
Associate, Residential Research



Table of Content

01 Key Themes	<u>03</u>	04 Buyer and Tenant Data	<u>30</u>
02 Buyer Survey	<u>04</u>	4.1 Demographics	<u>31</u>
2.1 Demographics	<u>05</u>	4.2 Next Home	<u>32</u>
2.2 Mortgage and purchases	<u>07</u>	4.3 Energy Efficiency	<u>33</u>
2.3 Energy Efficiency	<u>10</u>	4.4 Lifestyle	<u>34</u>
2.4 Lifestyle	<u>12</u>		
03 Tenant Survey	<u>17</u>		
3.1 Demographics	<u>18</u>		
3.2 Next Property	<u>20</u>		
3.3 Energy Efficiency	<u>22</u>		
3.4 Lifestyle	<u>24</u>		



Key Themes

Key points

450+

responses from buyers and tenants to the survey

94%

of buyers consider proximity to public transport important or very important.

63%

of buyers say energy efficiency has become more important to them over the past year.

64%

of buyers report higher mortgage rates have impacted their buying decisions.

63%

of tenants agree the Renters' Rights Act makes them feel more secure in their current tenancy.

94%

of tenants rate broadband speed as important for their next home.

1 Buyers Priorities Efficiency Over Premium Costs

- 87% of buyers consider energy efficiency important or crucial when choosing their next home, showing that energy performance is now essential rather than just a nice-to-have.
- 57% are willing to pay a premium for a more energy efficient home, while 46% would choose a new home if it were more energy-efficient than an existing property.

4 Young Tenants Prioritise Energy Amid Growing Costs

- 76% of tenants spend 30% or more of take-home pay on rent, with 45% spending 40% or more, reflecting growing rental affordability pressures.
- 66% say energy efficiency has increased in importance over the past year, with 85% rating it crucial (27%) or important (58%) for their next move.

2 Mortgage Pressures Drive Delays and Downsizing

- Among those with mortgages, 58% pay 30% or more of their take-home pay toward housing, and 26% pay 40% or more.
- 64% of responding buyers are waiting for better mortgage rates before committing to purchase, while 32% of tenants cited rates as a major barrier to home ownership.

5 Path to Home Ownership Becoming Increasingly Difficult

- Only 38% of responding tenants anticipate their next property will be one they have purchased.
- Among those wanting to buy, mortgage rates (32%), buying costs including stamp duty (31%), and deposit requirements (29%) form a barrier, with only 15% reporting no obstacles to purchase.

3 Remote Work and Sustainability Drive Future Needs

- 48% of buyers and 47% of tenants expect to purchase a hybrid or electric car in the future.
- 79% of buyers and 85% of tenants work from home at least one day per week, with 2-3 days being most common, reshaping home space requirements. 90% rate broadband speed as important in their next home.

6 Transport Links and Private Amenities Lead Demand

- 88% of tenants would pay extra to be close to public transport, followed by private outdoor space (75%) and air-conditioning (73%).
- The most frequently used tenant amenities are co-working spaces (55%) and gym facilities (38%), followed by pool access (15%) and residents lounge usage (11%), highlighting stronger demand for work, fitness, and relaxation-focused shared spaces.



Buyer Survey

Demographic

7%

of buyers are interested in the Southwest, Southeast, and Northwest part of UK.

50%

currently own their own home.

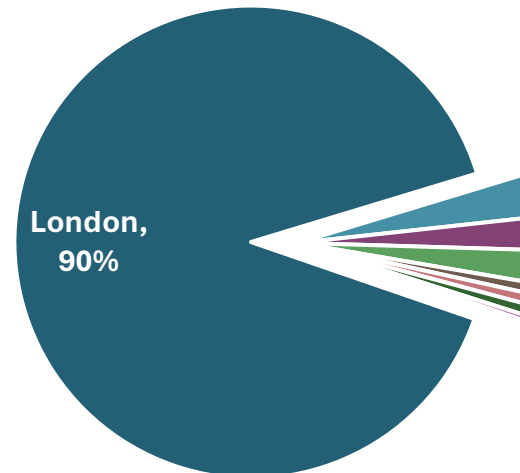
41%

of respondents are first time buyers currently living with friends/families or in rented accommodation.

10%

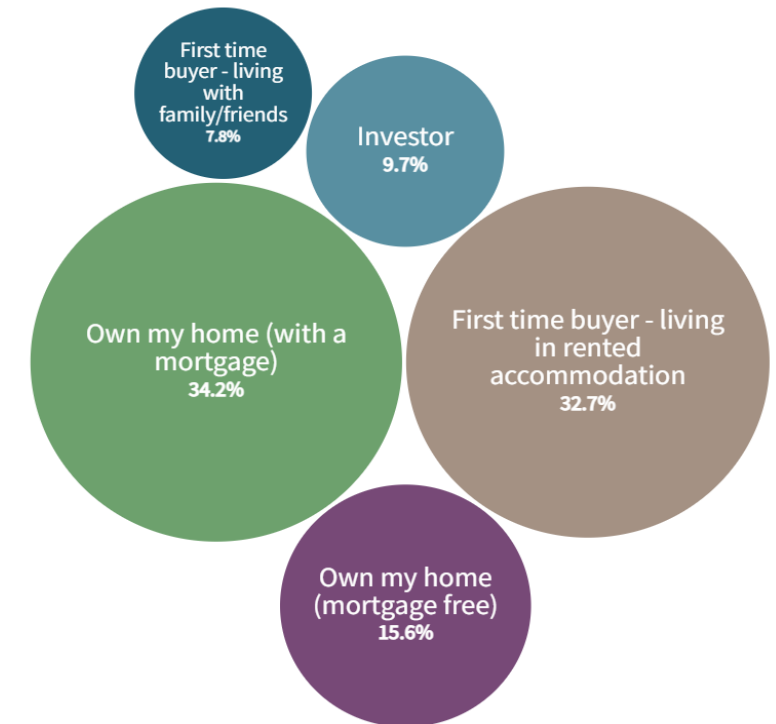
buyers are investors.

Where are buyers looking to buy?

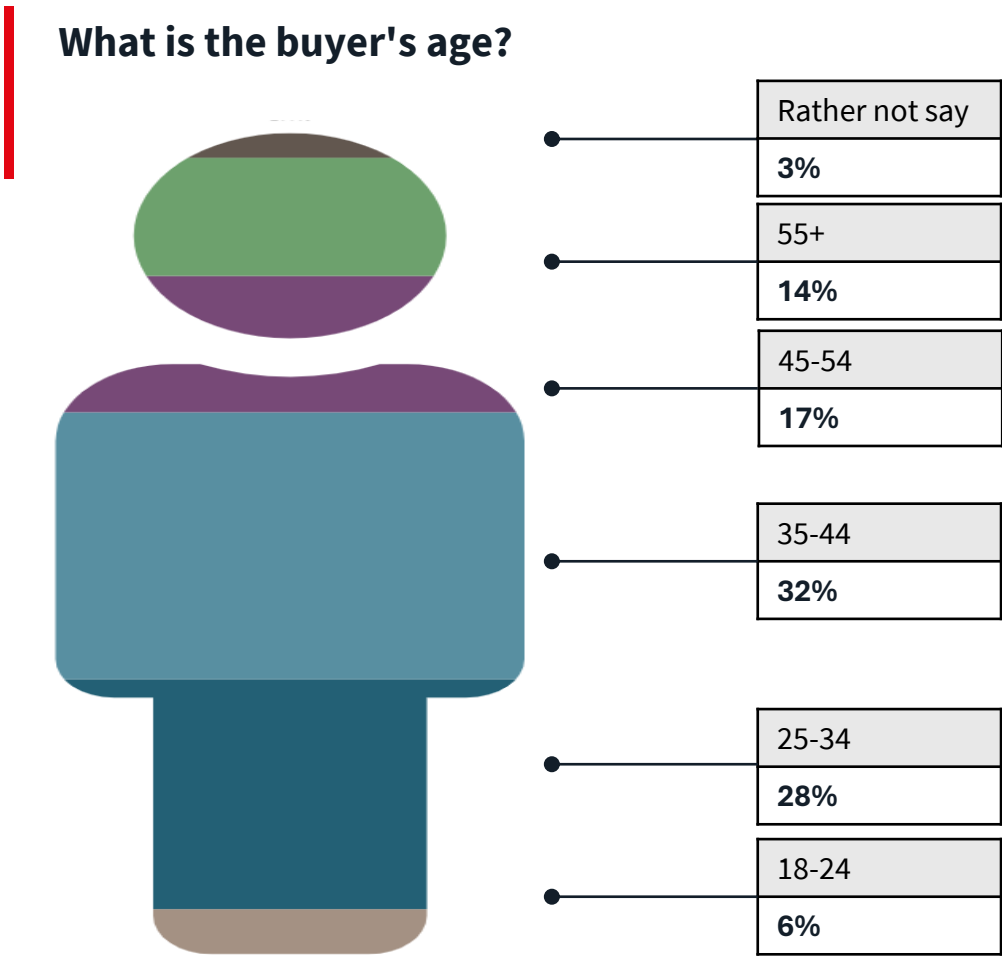
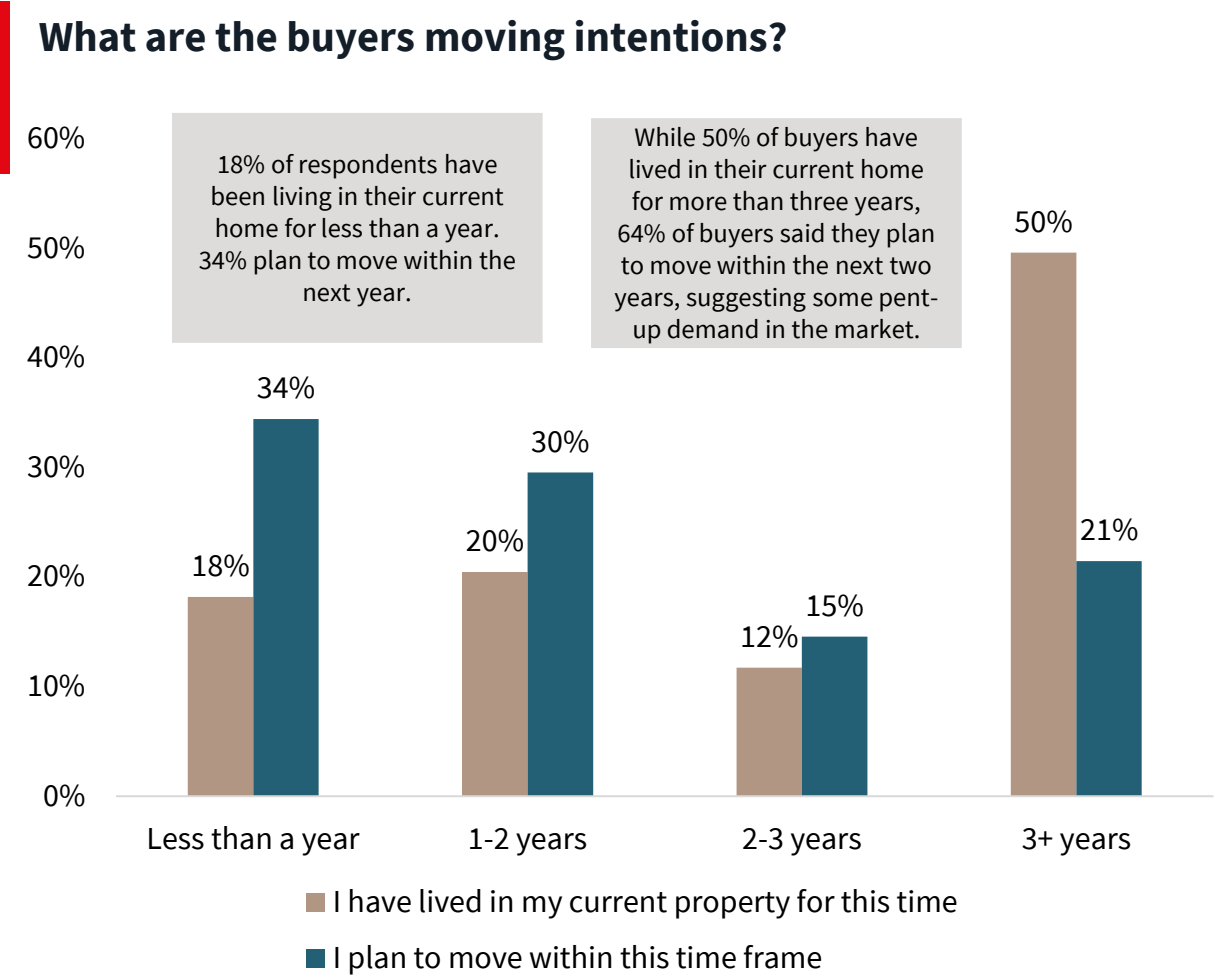


■ London ■ South West ■ North West
■ South East ■ Scotland ■ North East
■ West Midlands ■ East of England

What is the buyers current living situation?



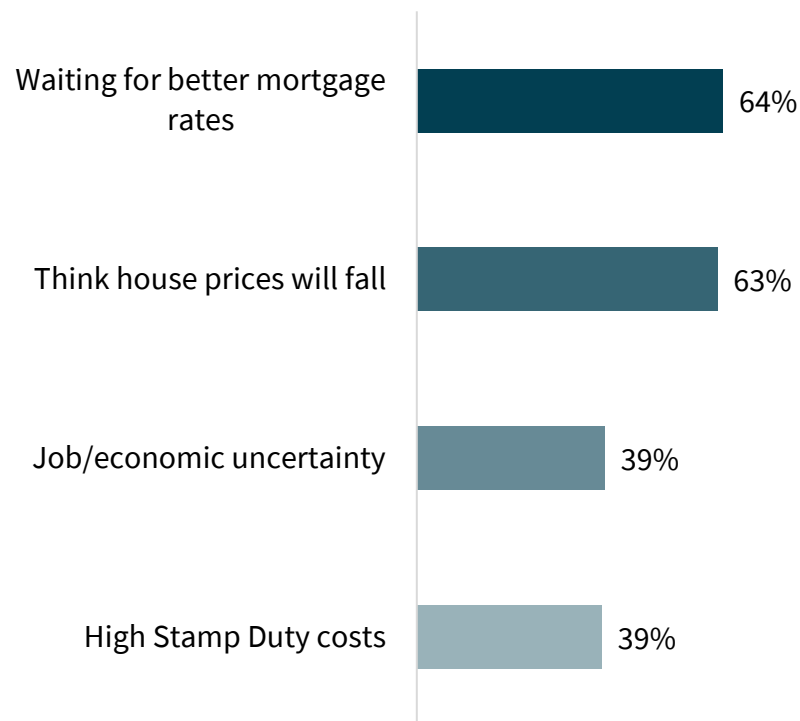
Buyer Movement Patterns and Age Segmentation



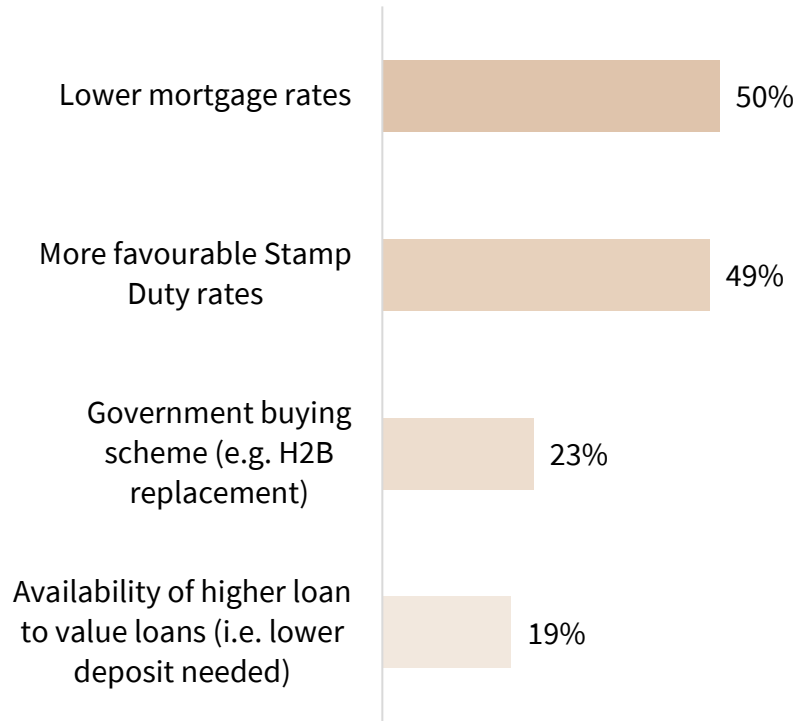
Source: JLL Research, 2026

Home Purchase and Mortgage Preferences

What factors are causing buyers to delay their home purchase?



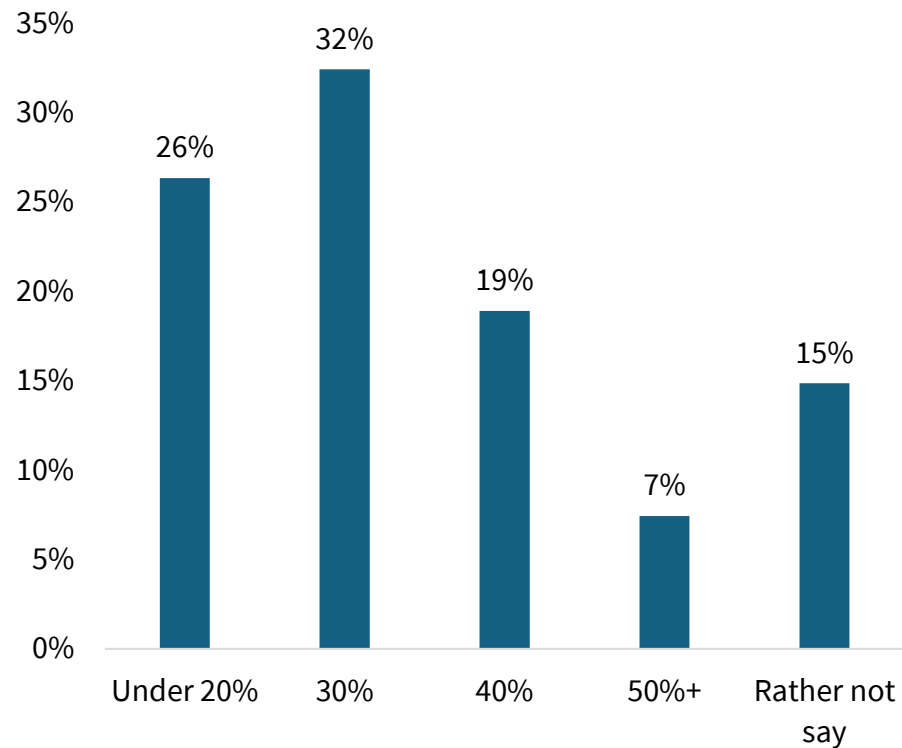
What would encourage first-time buyers to commit to a home purchase?



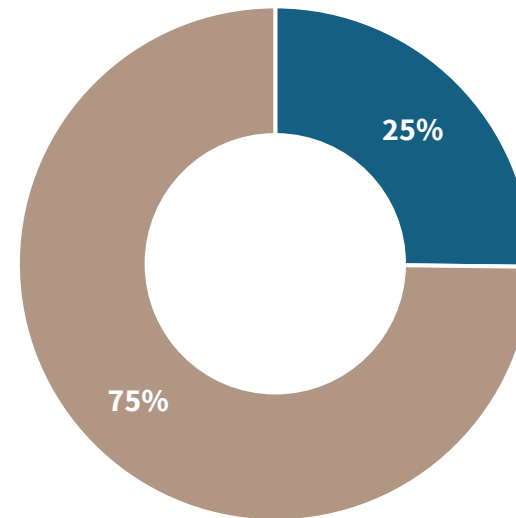
- Waiting for better mortgage rates (64%) and expectations of falling house prices (63%) are the leading reasons buyers are delaying their home purchase, reflecting cautious market sentiment.
- High Stamp Duty costs and job/economic uncertainty each influence 39% of respondents, indicating that affordability pressures and economic concerns continue to impact purchasing decisions.
- Lower mortgage rates (50%) and more favorable Stamp Duty rates (49%) are the strongest factors encouraging first-time buyers to commit to a purchase.
- Government buying schemes such as a Help to Buy replacement (23%) and higher loan-to-value loans requiring lower deposits (19%) are less influential, suggesting affordability remains the primary concern for first-time buyers.

Mortgage, Income, and Purchase Decisions

What proportion of buyers' take-home pay is spent on mortgage repayments?



Would buyers intentionally purchase a new home if mortgage rates or buying costs were lower?



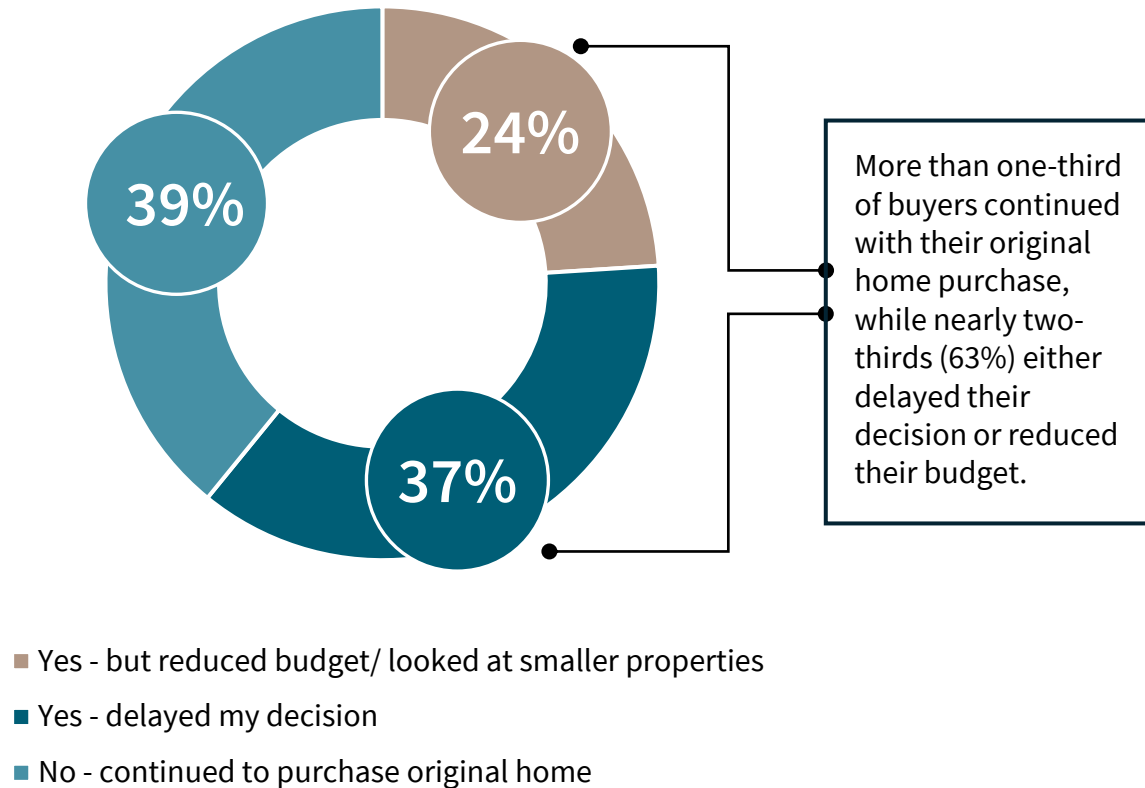
More than half (58%) of respondents currently spend 30% or less of their salary on a mortgage. A quarter spend 40% or more.

Buyer affordability appears relatively resilient overall, with the majority of respondents avoiding excessively high mortgage repayment commitments.

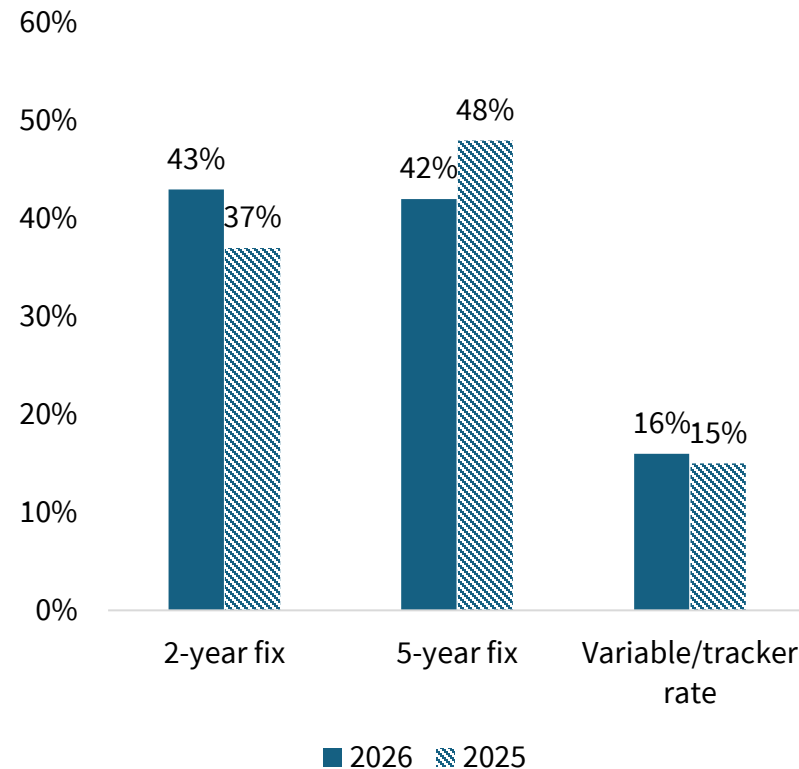
75% of buyers would buy a new home if costs were lower, indicating that mortgage affordability is a major driver for the housing market.

Mortgage Decisions and Repayment Preferences

Have higher mortgage rates impacted buyers' decisions to purchase a home?



If the buyer bought or re-mortgaged a home within the past year, which of the following re-payment options did they choose?



This year presents a small rise in the number of buyers on variable rate mortgages. In times of uncertainty and rising mortgage rates, buyers often switch to a variable rate tracker for lower monthly repayments. In our 2025 survey, 15% of buyers opted for a variable rate mortgage. The data also highlights more buyers are choosing 2-year fixed deals reflecting continued uncertainty around interest rate movements and future mortgage costs.

Energy Efficiency

Has the importance of energy efficiency in a buyer's home increased over the past year?

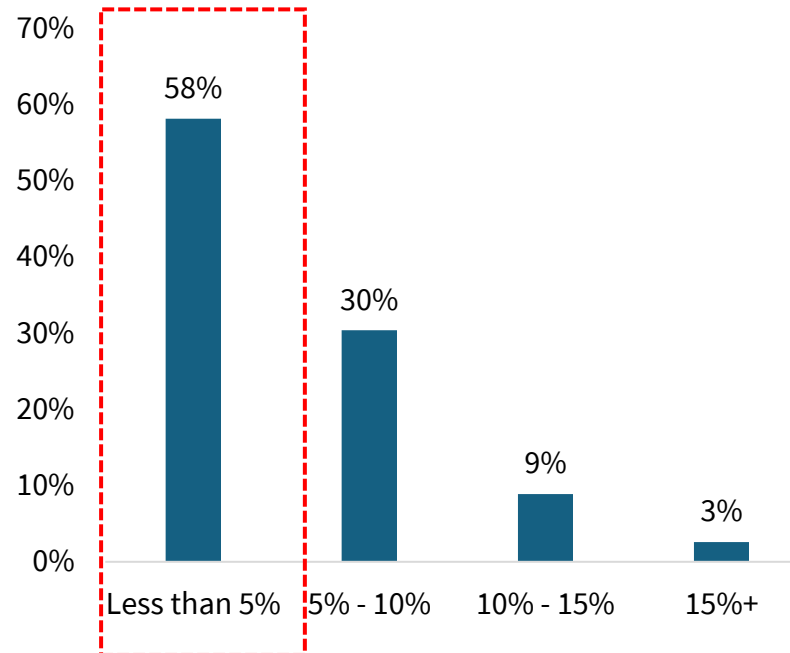


63%- Yes



37%- No

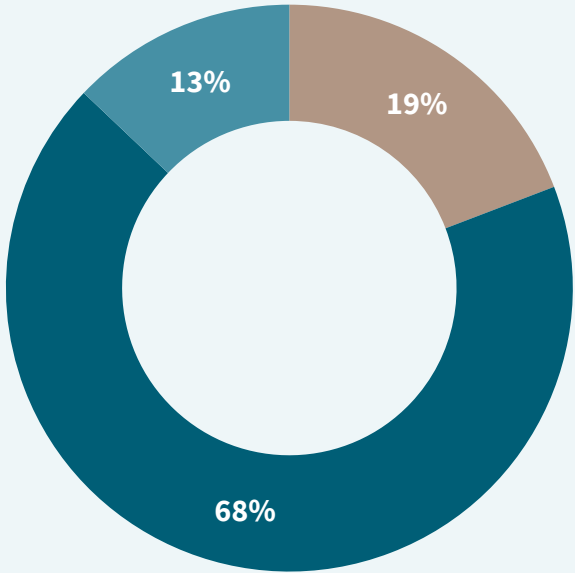
What proportion of monthly income (%) do buyers spend on gas/electricity?



- 63% of respondents feel that energy efficiency of their home has increased in importance to them.
- Most respondents (58%) spend less than 5% of their monthly income on gas and electricity, suggesting these buyers want to preserve their current low energy cost burden through efficient homes.
- 39% of buyers responding to the survey spend 5%-15% and only 3% spend more than 15% on gas and electricity.
- Buyer's show limited appetite for energy efficiency upgrades as an alternative to moving. Over one-fifth (21%) would rule out upgrades entirely, while most who would consider them prefer modest investments: 12% would spend under £5,000 and 19% between £5-£15,000.
- A significant 33% fall into "Others"—primarily renters who cannot make modifications, those who already have these installations, or buyers who haven't yet considered upgrades. This suggests that barriers beyond cost, such as rental restrictions and lack of information, which limit adoption.

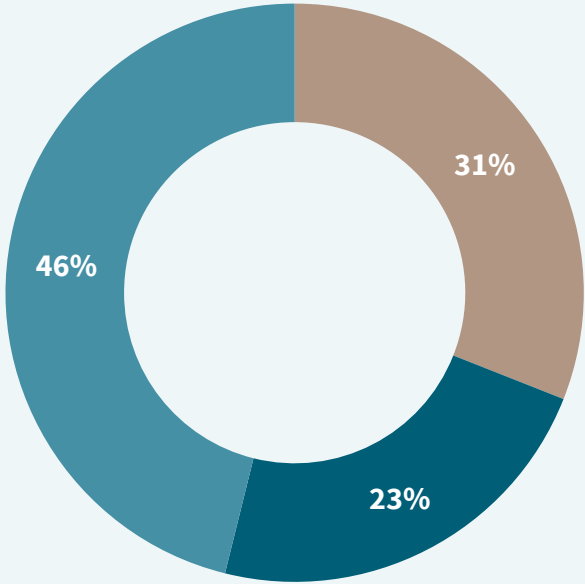
Homebuyer Decisions Driven by Energy Efficiency

How influential will the energy efficiency of a buyer's next home be?



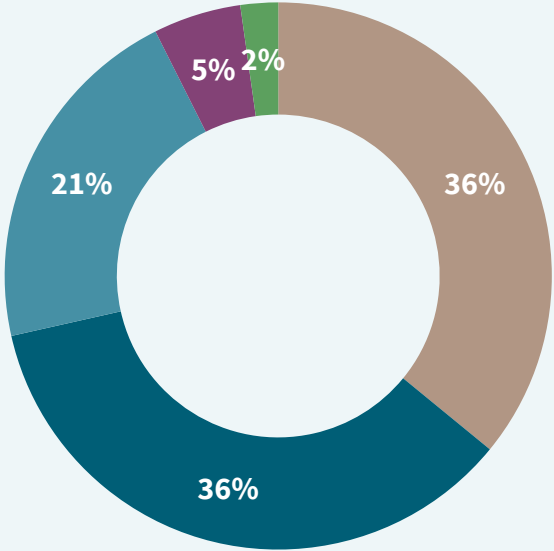
Crucial Important Not important

Would buyers be more likely to purchase a new home if it were more energy efficient than an existing one?



Don't know No Yes

Would buyers be prepared to pay a premium for a more energy efficient home?

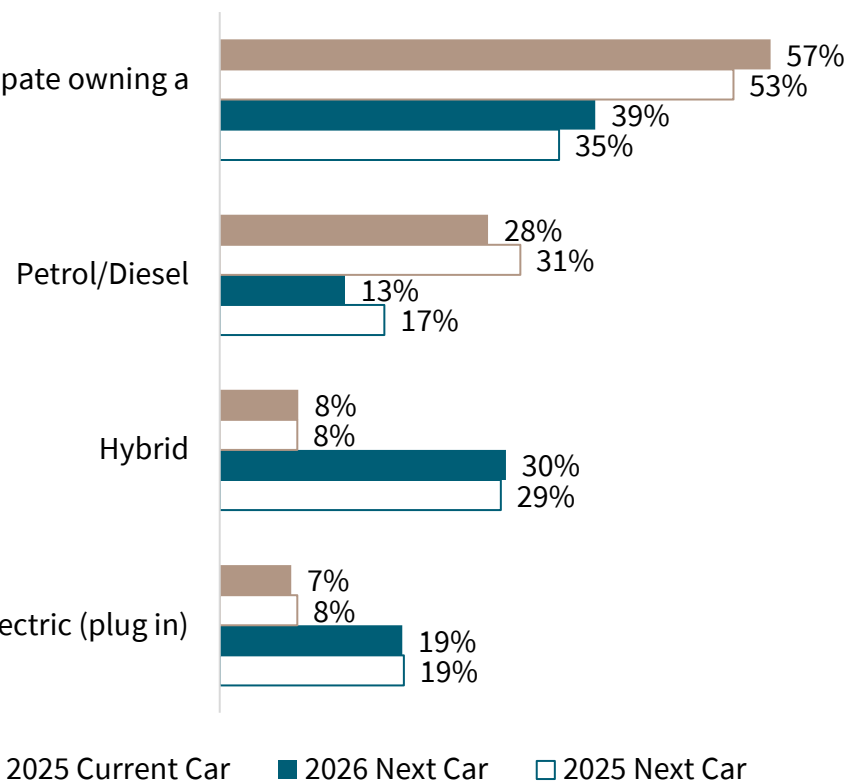


No Up to 5% 5% - 10% 10% - 20% 20%+

Source: JLL Research, 2026

What types of vehicles do buyers currently own, and what do they plan to purchase next?

I don't own a vehicle/don't anticipate owning a vehicle



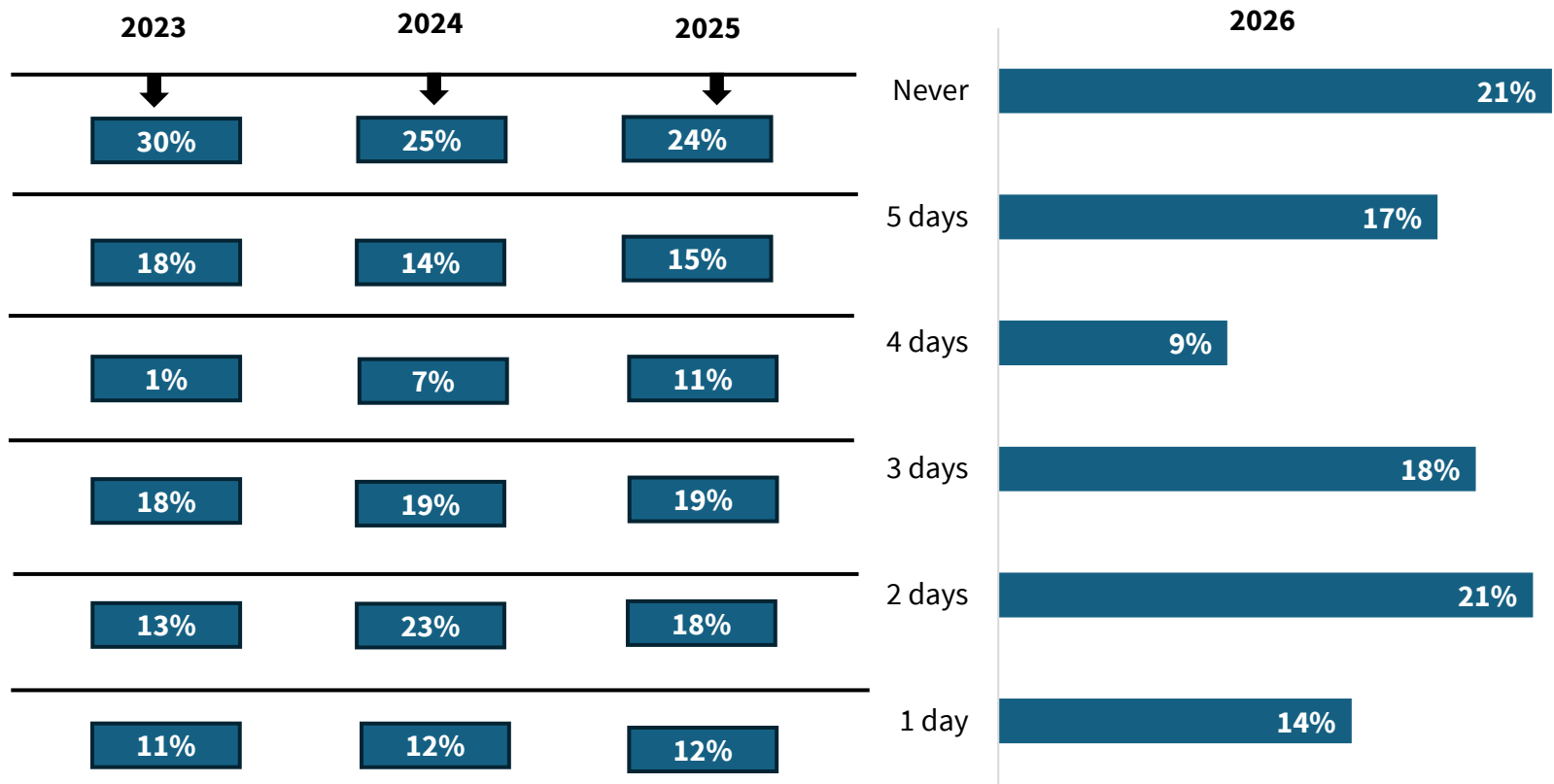
Over half of buyers in 2026 (57%) do not currently own a vehicle, compared with 53% in 2025, although this is expected to fall to 39% for next-car ownership, indicating rising future demand for personal mobility.

Electric and hybrid vehicles continue to gain momentum, with combined current ownership at 15% in 2026 and 16% in 2025, rising sharply to 48% for buyers' next vehicle purchases.

Petrol and diesel vehicles are seeing a significant decline, dropping from 31% current ownership in 2025 to 28% in 2026. Only 13% of respondents intend to purchase a petrol or diesel vehicle in the future, reflecting the accelerating shift toward lower-emission transport options.

Work from Home

How often do buyers work from home each week?

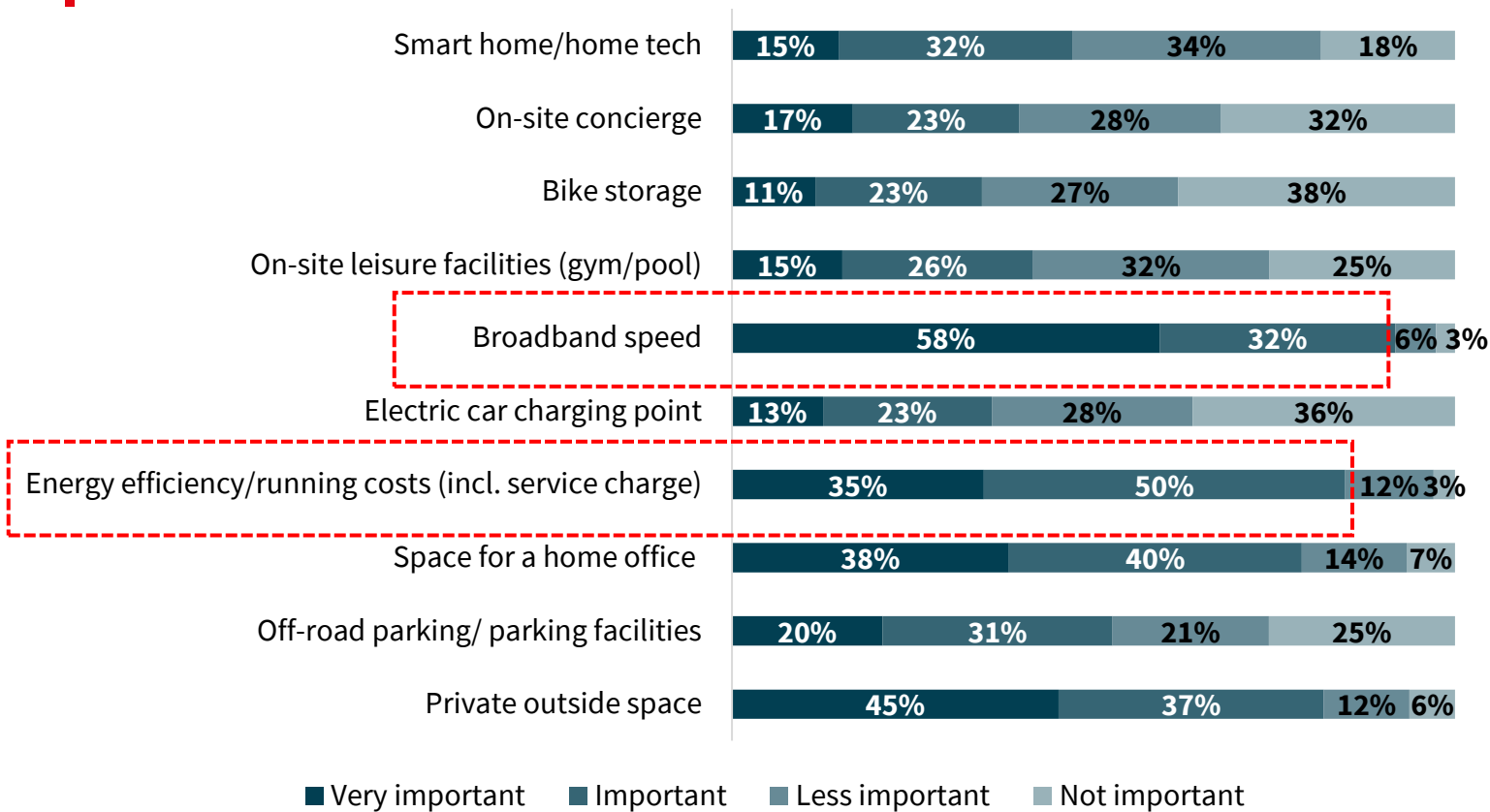


- The proportion of respondents who work in the office full-time (never at home) has steadily declined from 30% in 2023 to 21% in 2026, reflecting the continued normalisation and acceptance of flexible working practices.
- Three-day work-from-home schedules have remained relatively stable, holding at 18% in 2026 compared with 19% in both 2024 and 2025, suggesting this continues to be a balanced and sustainable hybrid model for many employees.
- The share of survey respondents working from home 1–2 days per week has increased from 24% in 2023 to 35% in 2026, highlighting growing preference for moderate hybrid working arrangements.

Source: JLL Research, 2026

Buyers' Next Home

What will be important to buyers in their next home?



90%

consider broadband speed important or very important in their next home.

85%

view energy efficiency and running costs as important or very important.

82%

view private outside space as important or very important feature.

78%

consider space for home office as important or very important.

64%

see electric car charging points as less important or not important.

65%

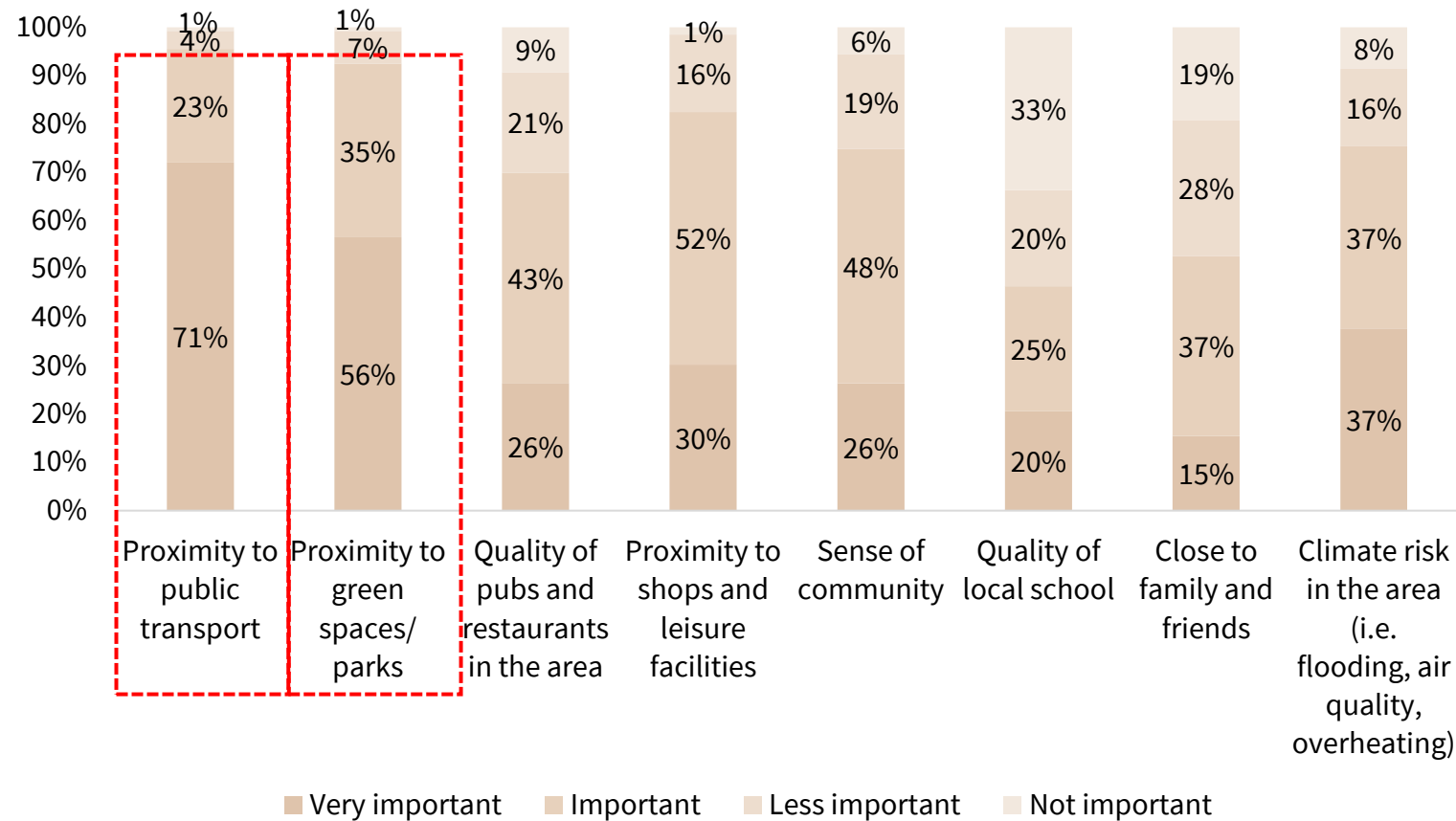
rate bike storage as less important or not important.

Buyers are prioritizing practical, flexible, and lifestyle-focused features in their next home, with more than 80% valuing broadband speed, energy efficiency, and private outdoor space. The strong importance placed on home office space also reflects the continued influence of hybrid working trends, while premium amenities such as concierge services, leisure facilities, and bike storage remain comparatively lower priorities for most respondents.

Source: JLL Research, 2026

Buyers' Next Home

What will be important to buyers in their next home?



94%

of buyers consider proximity to public transport important or very important.

91%

value access to green spaces and parks in their local area.

82%

priorities proximity to shops and leisure facilities.

74%

rate climate risk factors such as flooding and air quality important.

73%

consider a strong sense of community important.

52%

consider being close to family and friends important when choosing their next home.

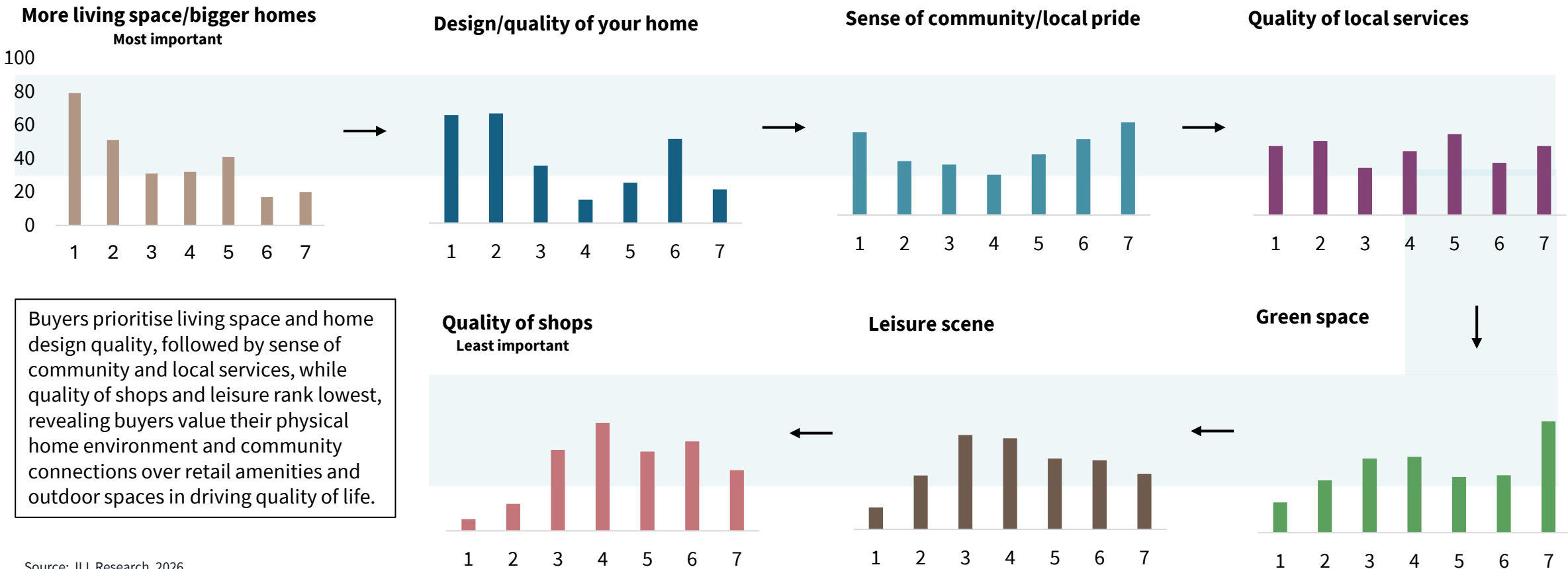
Buyers place the greatest emphasis on connectivity, convenience, and wellbeing when choosing their next home, with over 90% prioritising access to public transport and green spaces.

Everyday amenities, community feel, and climate resilience also rank highly, while factors such as proximity to family and local school quality appear to be more dependent on individual lifestyles and household needs.

Source: JLL Research, 2026

Quality of Life Priorities

Thinking about buyers' homes and the neighborhoods they live in, ranking the following in order of importance in improving their quality of life (1 most important, 7 least)



Buyers prioritise living space and home design quality, followed by sense of community and local services, while quality of shops and leisure rank lowest, revealing buyers value their physical home environment and community connections over retail amenities and outdoor spaces in driving quality of life.

Source: JLL Research, 2026



Tenant Survey

Demographic

61%

living in home rented via estate agents in 2026, down from 72% in 2025.

25%

living in build-to-rent apartments/homes in 2026, higher than 22% in 2025.

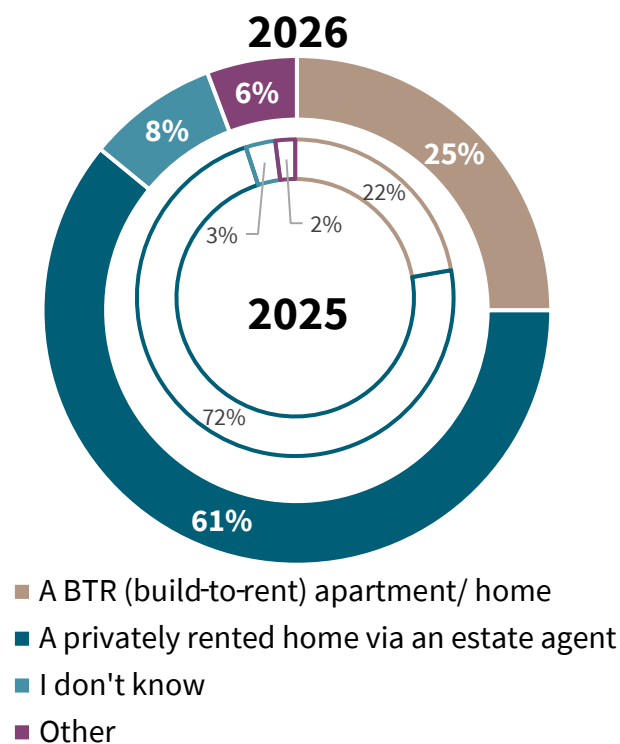
36%

plan to move within 1-2 years, representing the highest proportion and indicating peak mobility in this timeframe

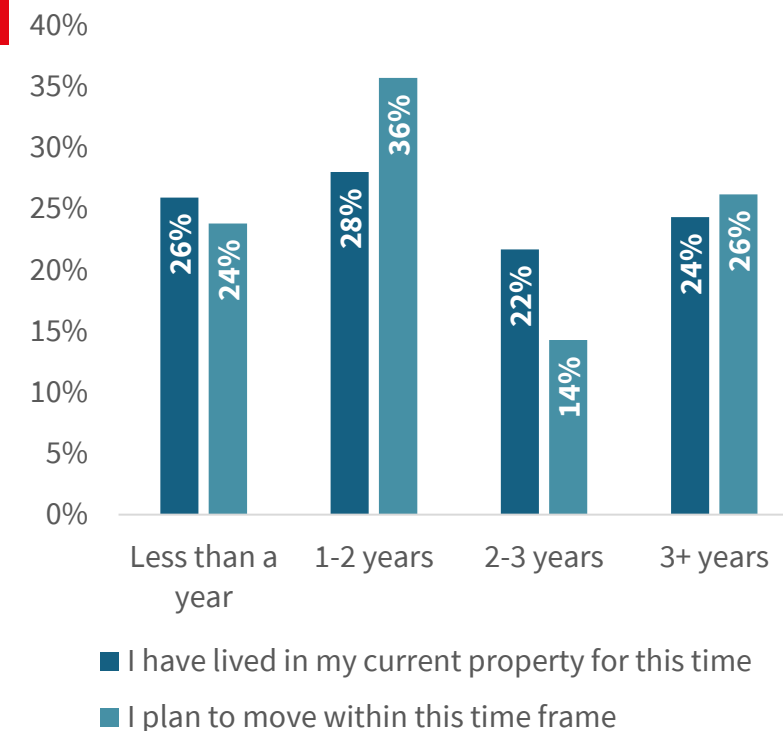
24%

plan to move within less than a year, suggesting strong immediate demand in the market.

Which type of rented accommodation do tenants live in?

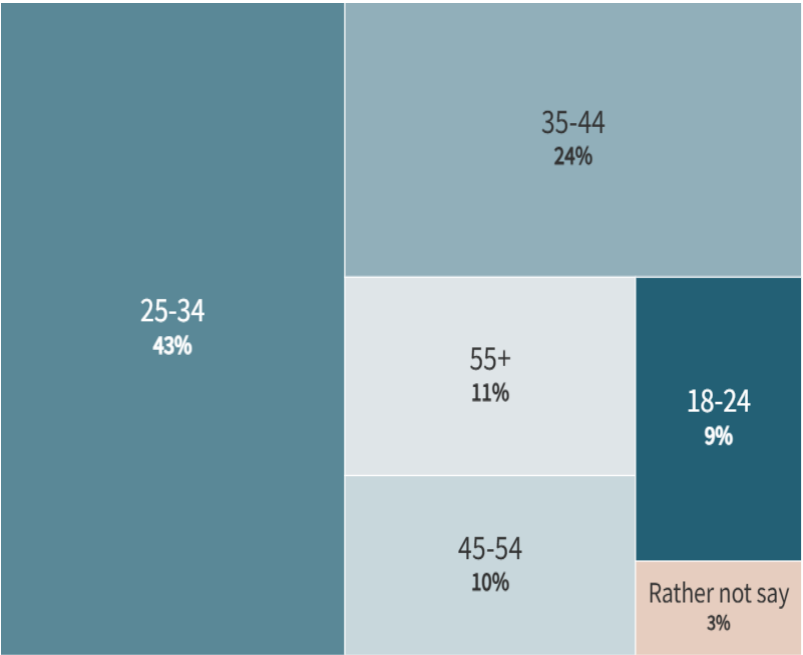


What is the tenant's current living situation?

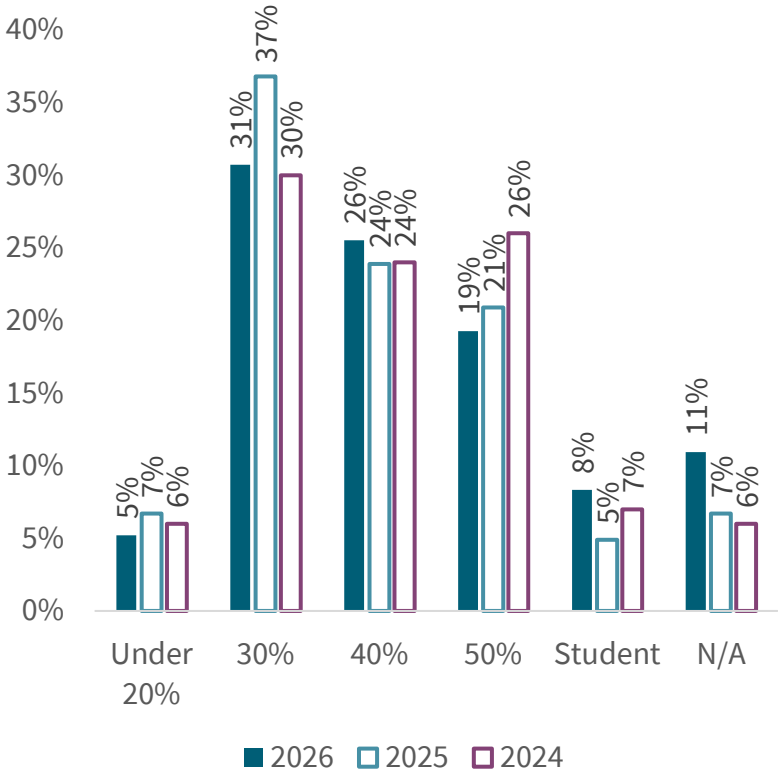


Age Profile and Affordability Insights

What is the tenant's age group?



Approximately what proportion of tenants' individual take-home pay do they spend on rent?



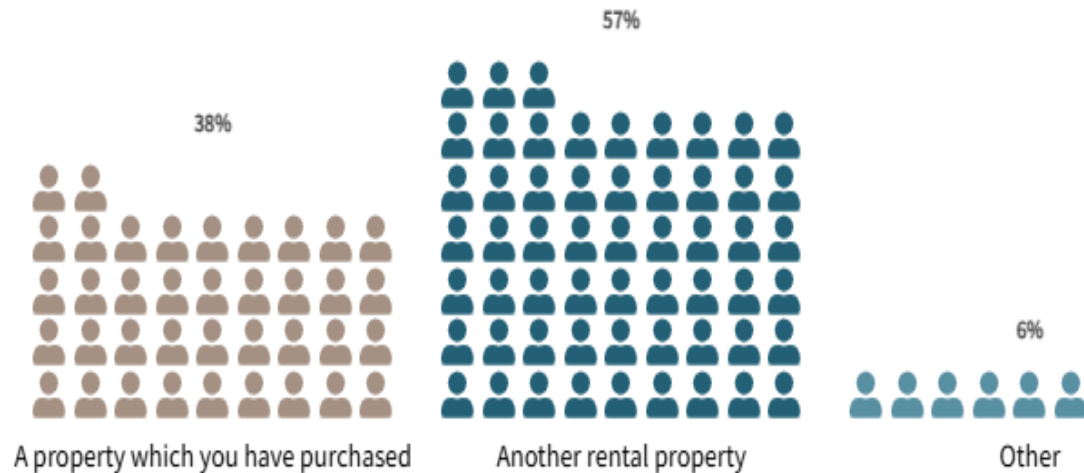
The tenant population skews younger, with 43% aged 25-34 and 24% aged 35-44. Combined, these two age groups represent 67% of all respondents, indicating a strong concentration of young to mid-career professionals.

The proportion of tenants spending less than 30% income on rent was 36% in 2026 compared to 44% in 2025. This 8-percentage-decline indicates increasing affordability pressures.

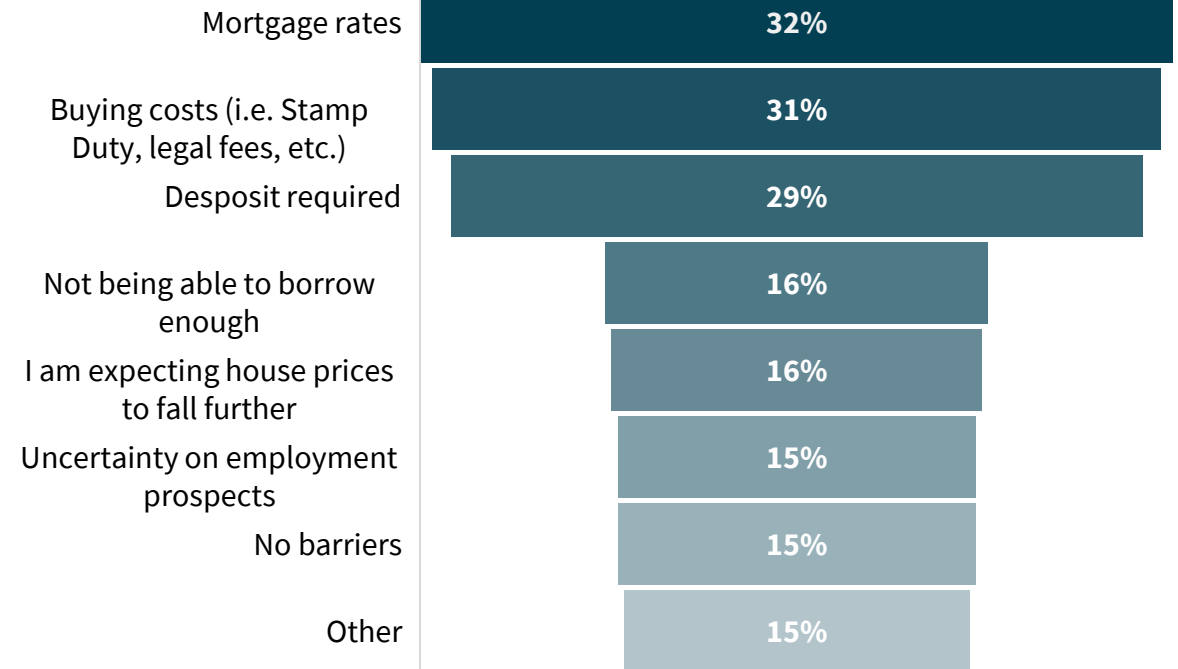
But the proportion spending 50% or more of their income on rent decreased from 26% in 2024 to 19% in 2026.

While 57% of tenants plan to remain renters, 38% aspire to purchase—yet face significant barriers. The top obstacles are mortgage rates (32%), buying costs including Stamp Duty and legal fees (31%), and deposit requirements (29%). Only 15% report no barriers to purchasing, highlighting that financial constraints are the primary challenge limiting homeownership transitions.

Do tenants anticipate their next property will be:

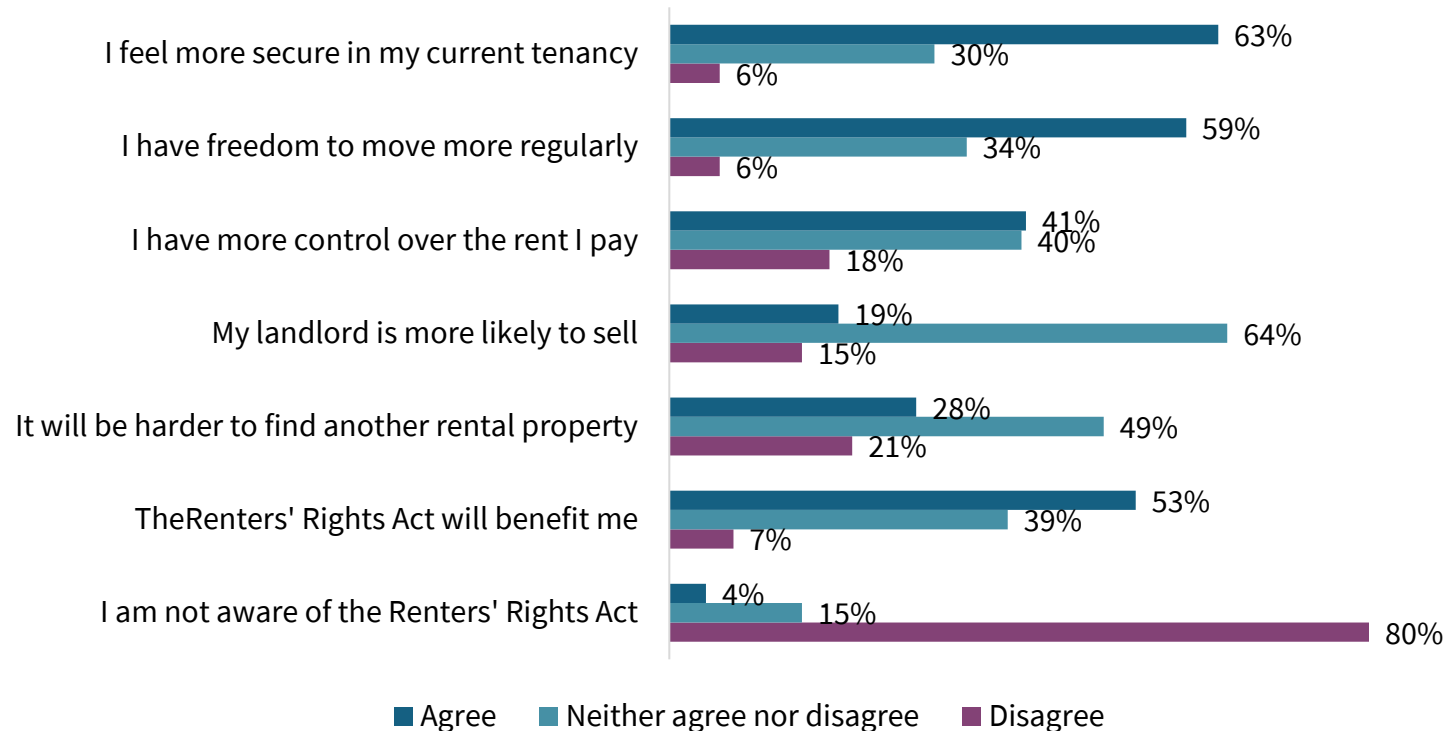


If tenants are thinking about buying, what, if any, are their biggest barriers?



Renters' Rights Act

What are tenants' views on the Renters' Rights Act?



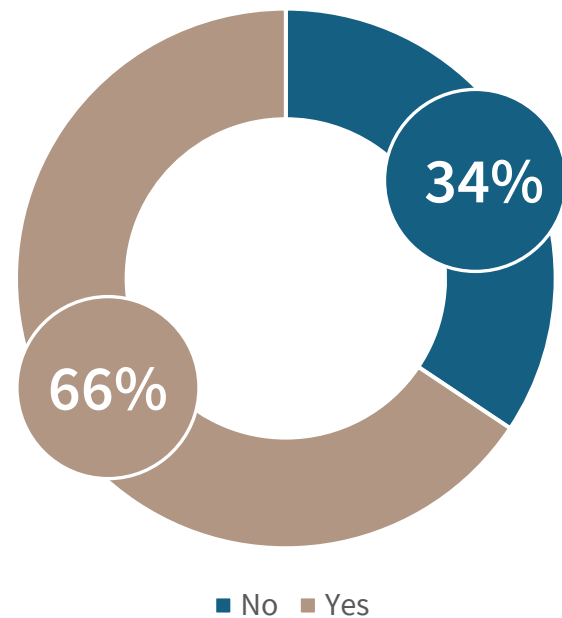
A significant majority of tenants feel more secure in their tenancy (63% agree) and believe they have greater freedom to move regularly (59% agree). Over half (53%) believe the Act will directly benefit them, demonstrating positive reception of the legislation's core protections.

Less than half (41%) feel they have more control over rent, with 40% neutral and 18% disagreeing. This suggests tenants perceive limitations in the Act's despite other protections.

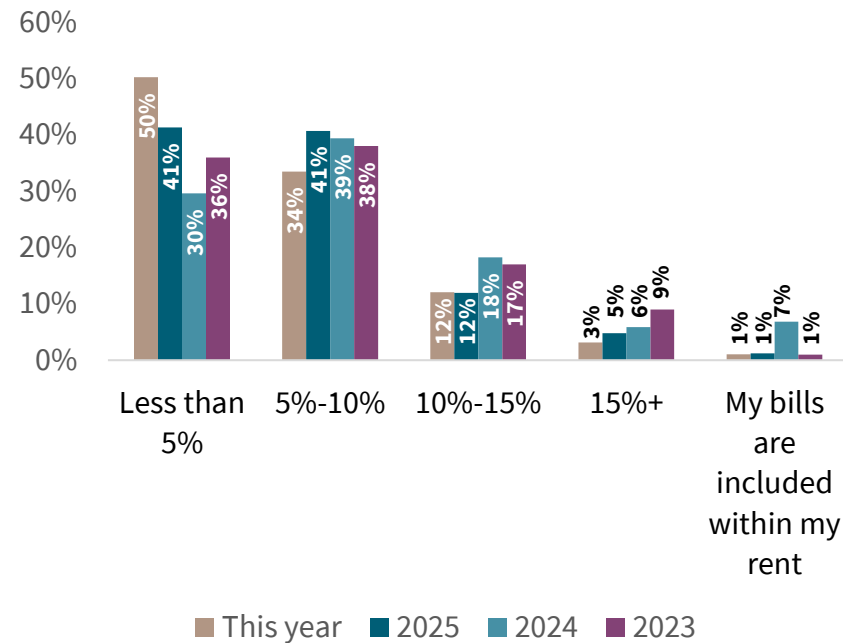
While 28% worry it will be harder to find rental properties and 19% believe landlords are more likely to sell, the majority remain neutral (49% and 64% respectively). Importantly, 80% are aware of the Act, indicating strong knowledge penetration among the tenant population.

Energy Efficiency

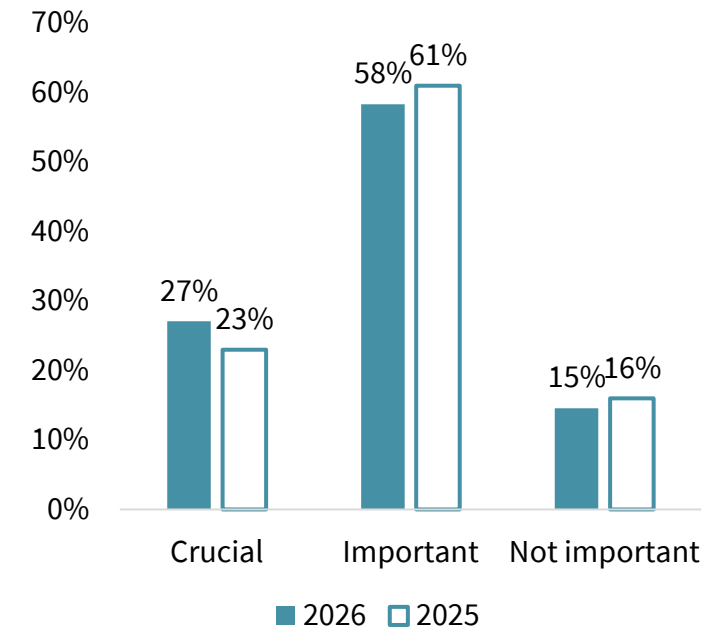
Has the importance of energy efficiency in a tenant's home increased over the past year?



Roughly what proportion of tenant's monthly income (%) do they spend on gas/electricity?

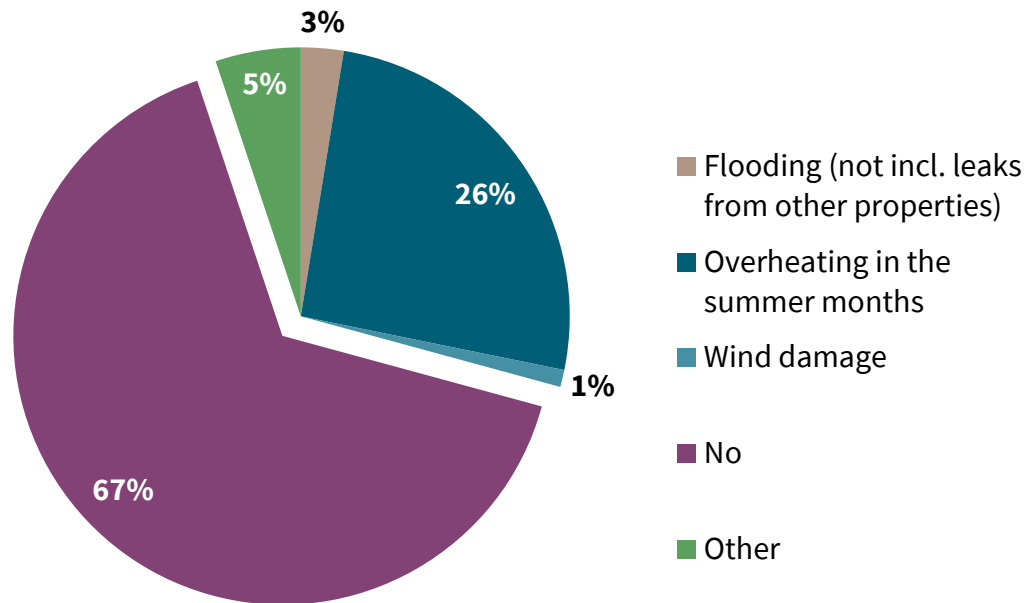


How influential will the energy efficiency of a tenant's next home be?



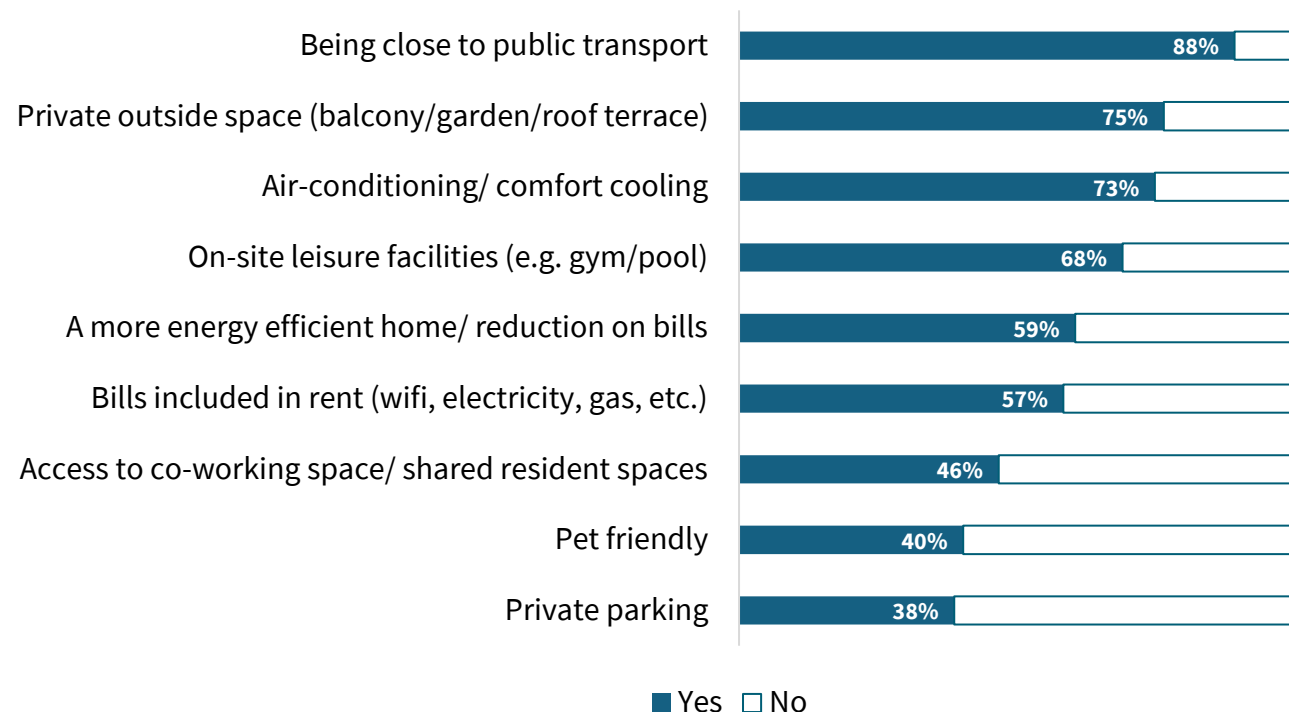
Weather/Climate-related Damage

Have tenants' homes ever been affected by any weather/climate-related damage?



- While two-thirds (67%) of tenants have not experienced weather-related damage, the remaining third face climate impacts—with summer overheating (26%) being by far the most prevalent issue, significantly outpacing flooding (3%) and wind damage (1%).
- Responses reveal additional vulnerabilities including rain leaks, poor ventilation causing damp and mold, and excessive winter cold (5% "Other"). These issues suggest broader thermal comfort challenges affecting tenants year-round, not just during extreme weather events.
- The 26% experiencing summer overheating combined with winter cold complaints indicates systemic insulation and ventilation deficiencies. As climate change intensifies temperature extremes, these building fabric weaknesses will likely affect an increasing proportion of tenants, making energy efficiency upgrades essential for both comfort and resilience.

Would tenants be prepared to pay a rental premium for any of the following?



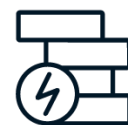
Proximity to public transport remains the top priority at 88% in 2026, maintaining its position from 87% in 2025, demonstrating that location and connectivity continue to be the most valued amenity to tenants.



Private outdoor space saw a slight decline from 78% in 2025 to 75% in 2026, though it still ranks as the second most valued amenity, suggesting that while outdoor access remains highly desirable, it may be moderating as post-pandemic priorities evolve.



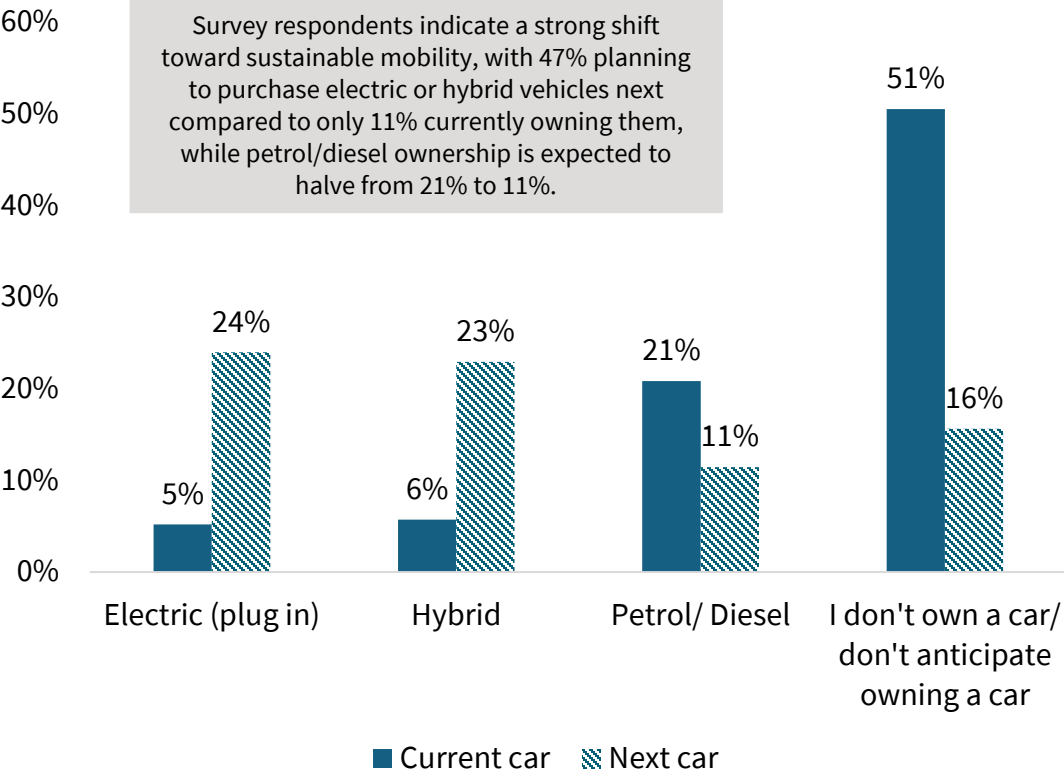
On-site leisure facilities dropped significantly from 78% in 2025 to 68% in 2026, indicating that tenants are becoming more selective about premium amenities as service charge (paid by owners) and higher rents are limiting demand for amenities.



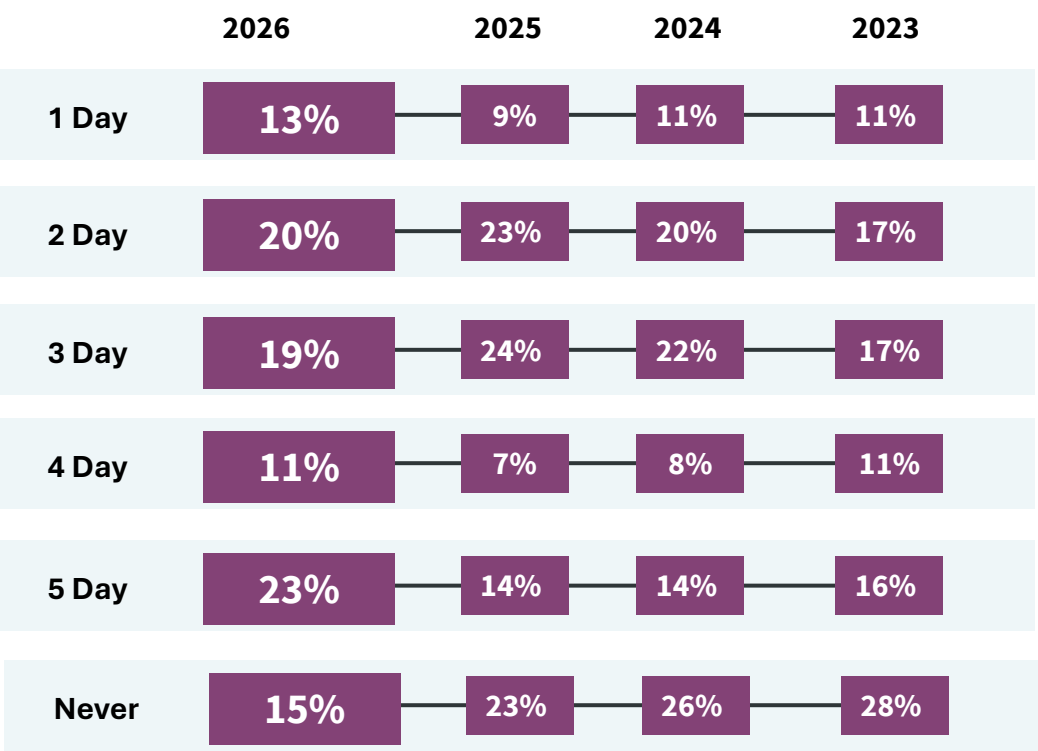
Bills-inclusive rent declined while energy efficiency held steady, with bills included dropping from 63% to 57% and energy efficiency rising slightly from 58% to 59%, suggesting that while tenants value long-term sustainability and lower running costs, they're less willing to pay a premium for the convenience of bundled utilities.

Cars and Work from Home

What types of vehicles do tenants currently own, and what do they plan to purchase next?



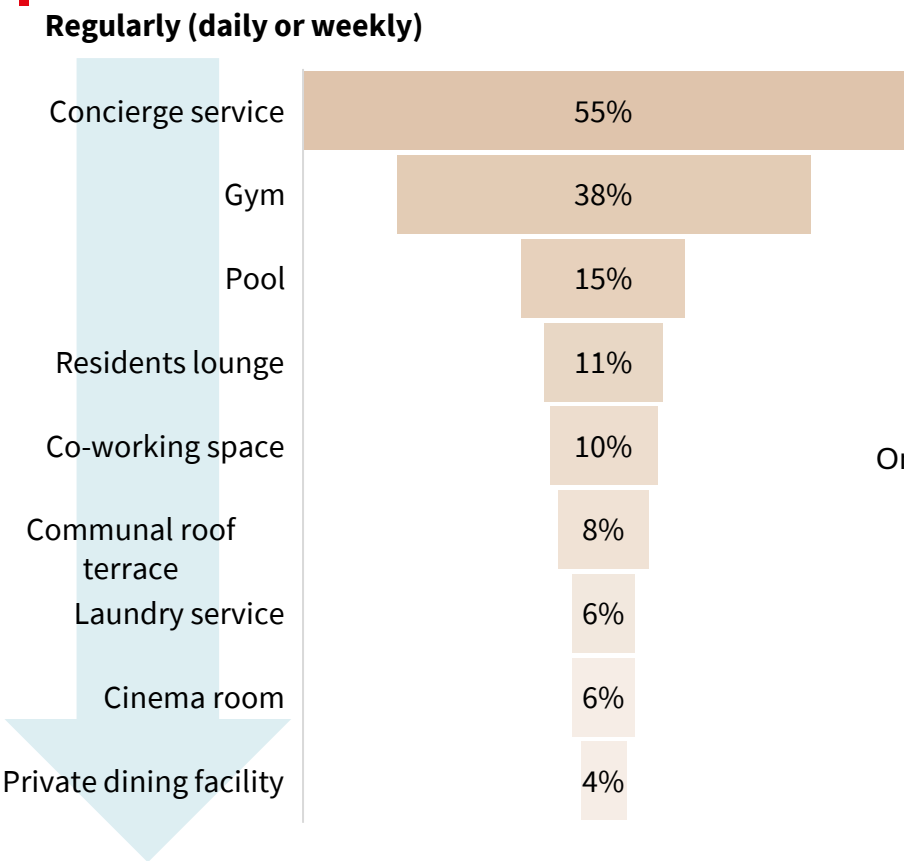
How often do tenants work from home each week?



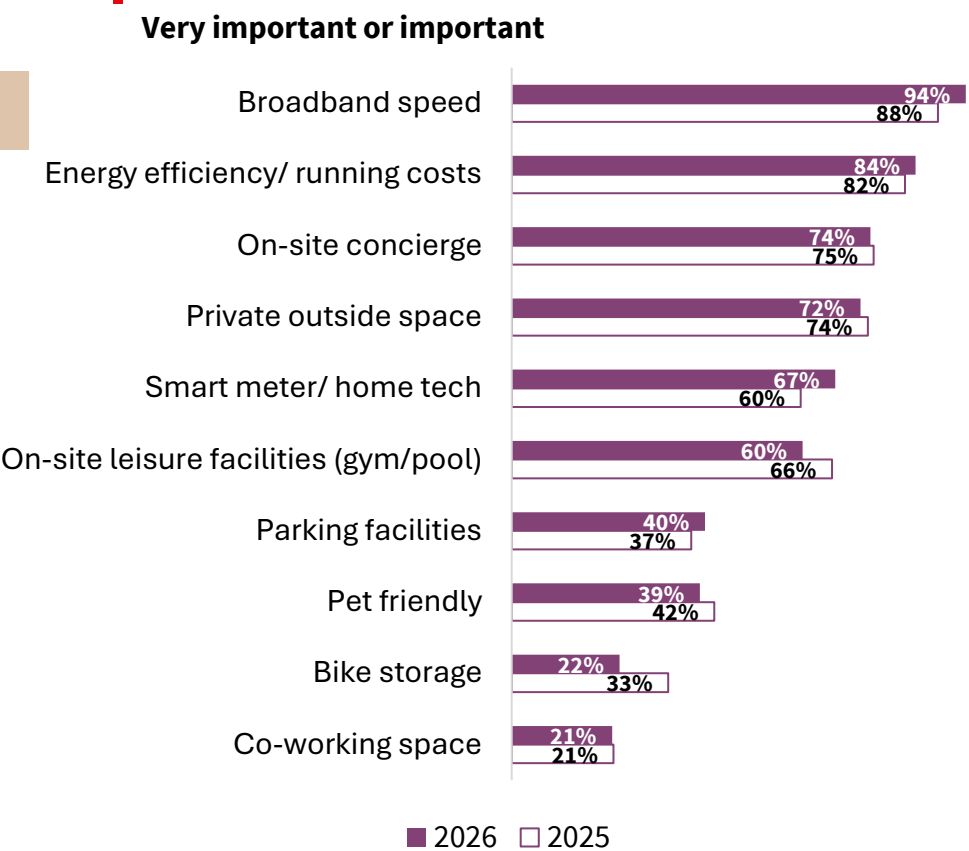
Source: JLL Research, 2026

Current and next home amenities

How often do tenants use the following amenities in their current home?



What will be important to tenants in their next home?



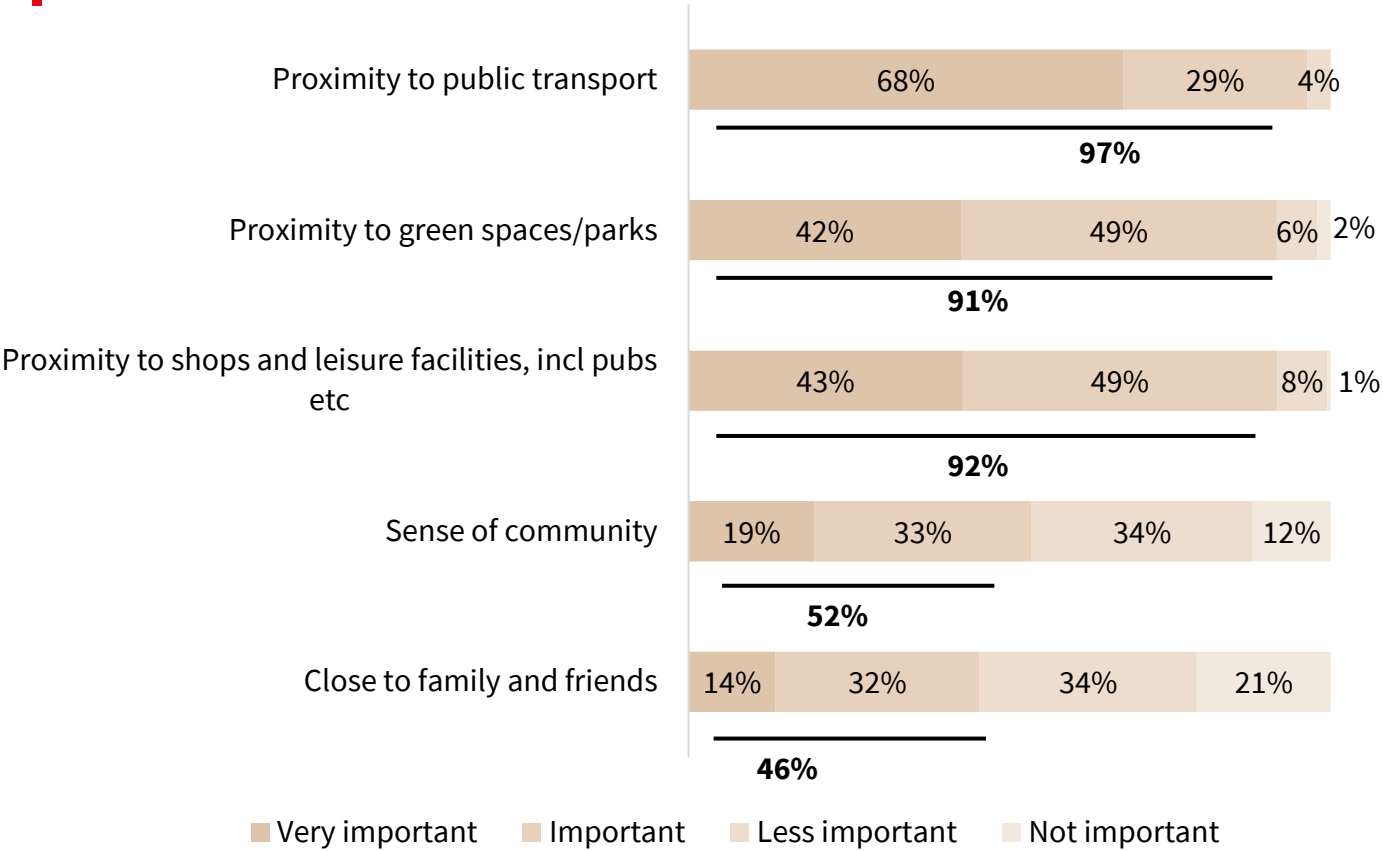
Broadband speed (94%) and energy efficiency (84%) dominate priorities for next homes, with broadband jumping from 88% in 2025, reflecting how essential connectivity and running costs have become in home selection.

55% tenants said they regularly use a concierge service, with 74% saying this is very important or important to them, demonstrating this amenity delivers consistent value that translates from current experience to future demand.

Source: JLL Research, 2026

The Local Area

What's important to tenants about the area they live in?



Public transport remains the dominant priority at 97% (down slightly from 99% in 2025), maintaining its position as the single most important location factor, while green spaces were voted important by 91%. These fundamentals consistently drive local area selection by tenants.

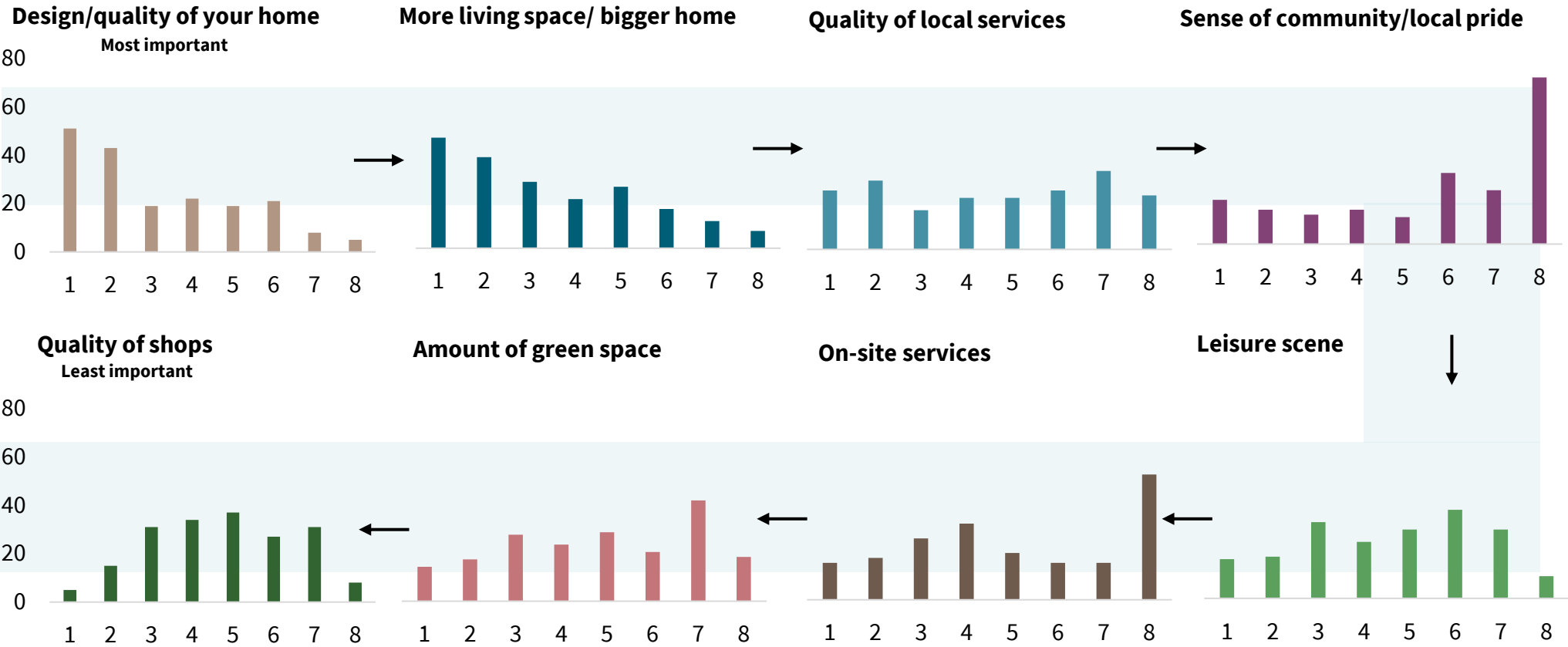
Proximity to shops and leisure facilities shows notable growth to 92% from 84% in 2025, suggesting tenants increasingly value convenient access to everyday amenities and entertainment options within their immediate neighborhood.

Community factors remain secondary: sense of community dropped from 63% to 52%, while proximity to family and friends declined from 48% to 46%, indicating tenants prioritise practical connectivity and amenities over social ties when choosing where to live.

Source: JLL Research, 2026

Quality of Life Priorities

Thinking about tenants' homes and the neighborhoods they live in, ranking the following in order of importance in improving their quality of life (1= most important, 8 = least)



Tenants' prioritise home design quality and living space, followed by local services, while quality of shops, green spaces and leisure scene, rank lowest. Revealing the physical home environment and essential services outweigh neighborhood amenities in driving quality of life.

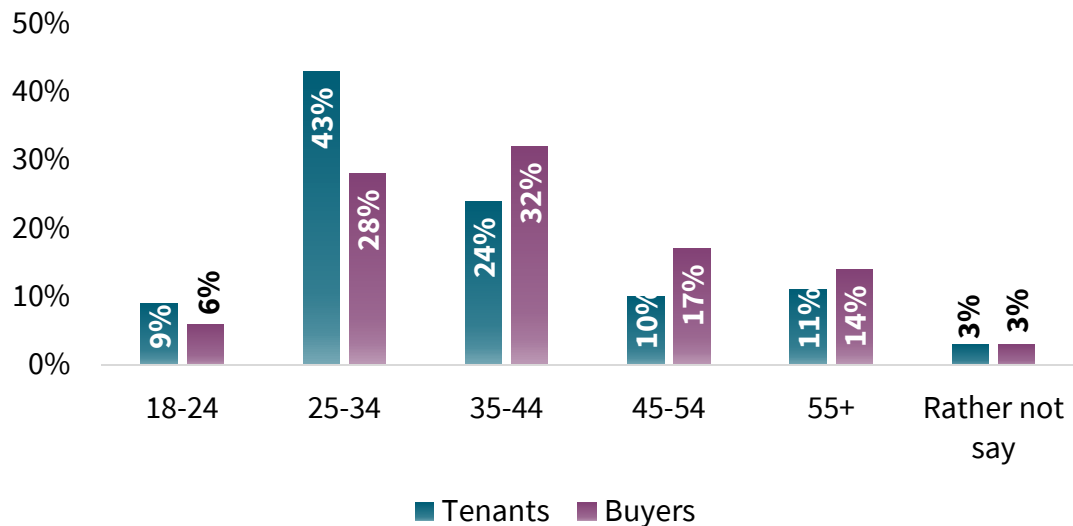
Source: JLL Research, 2026



Buyer & Tenant Survey

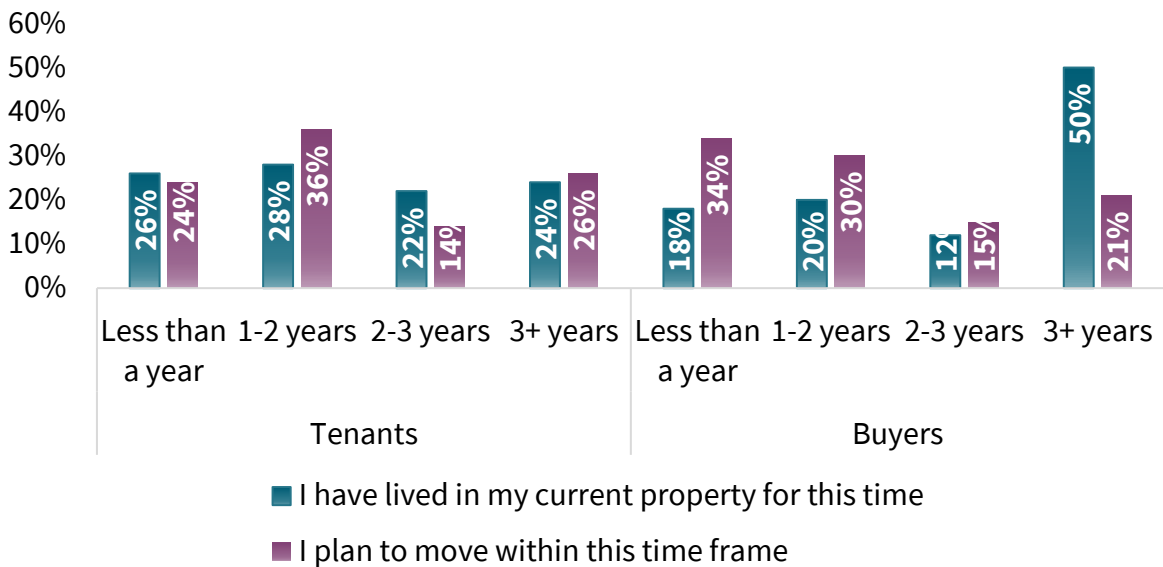
Demographic Breakdown

Age Profile



The tenant population skews considerably younger, with 52% under the age of 35 compared to 34% of buyers. The most significant concentration of tenants falls within the 25-34 age bracket at 43%, while buyers in this segment represent just 28%. Most tenants (61%) rent privately via estate agents, with 36% spending under 30% of take-home pay on rent. 90% of buyers are seeking properties in London.

Property Movements



50% of buyers have occupied their current property for three or more years versus only 24% of tenants. Despite this pattern of extended occupancy, buyers show stronger near-term relocation plans, with 64% intending to move within two years compared to 60% of tenants. Half of buyers already own their home while 41% are first-time buyers living with family or friends.

Next Home



The gap between wanting to buy and being able to buy is widening. Only 38% of tenants plan to purchase their next home, while 57% expect to continue renting.

Mortgage rates are commonly cited by buyers (64%) and tenants (32%) as a major barrier to home ownership. For tenants, buying costs also present a significant barrier, while only 15% of tenants say they face no barriers at all.

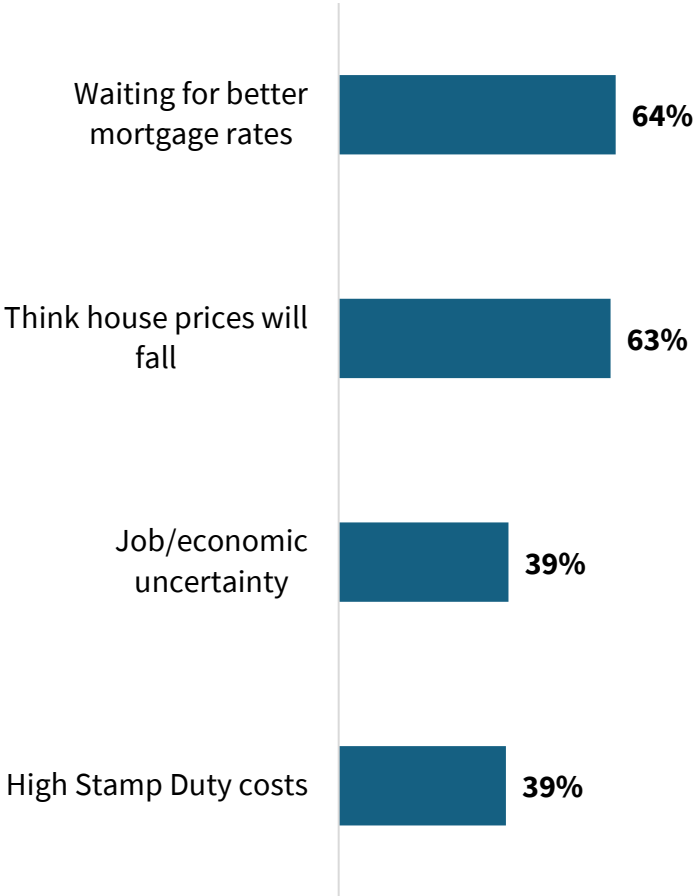
When asked what would encourage first-time buyers to commit to purchase, 50% cited lower mortgage rates, almost half (49%) said lower stamp duty and 23% said a Government buying scheme would help.

In the lettings market, 63% of tenants said they feel more secure under the Renters' Rights Act, suggesting renting is becoming a legitimate long-term choice rather than just a steppingstone to ownership.

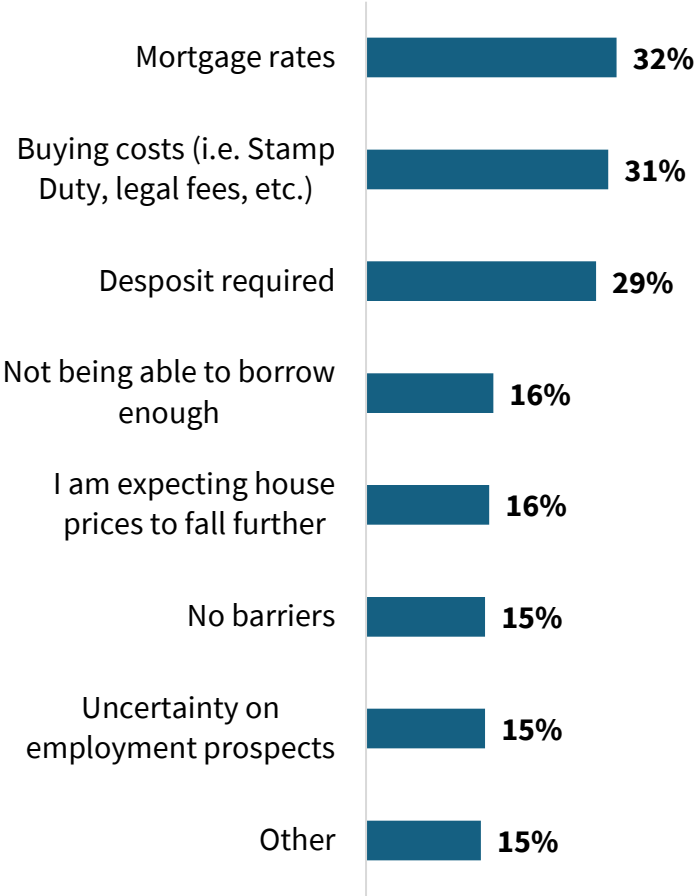
Source: JLL Research, 2026

Barriers to Homeownership

Buyers

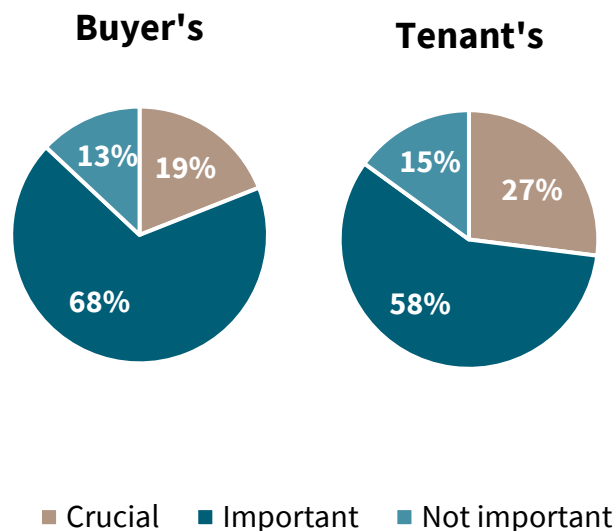


Tenants



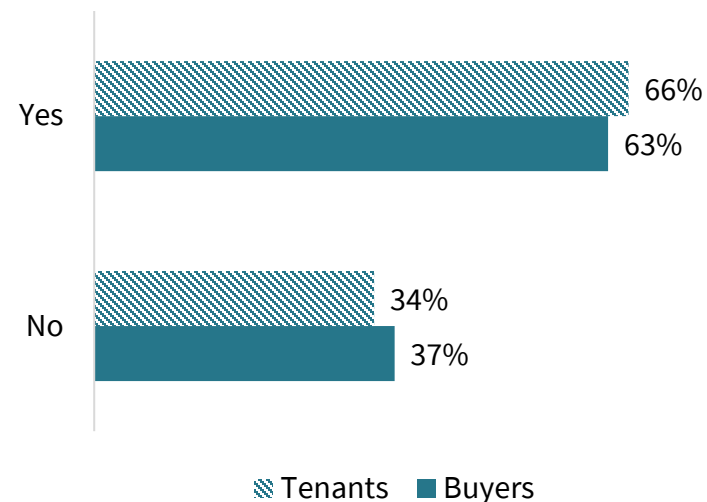
Energy Efficiency

Energy efficiency impact on next home decision



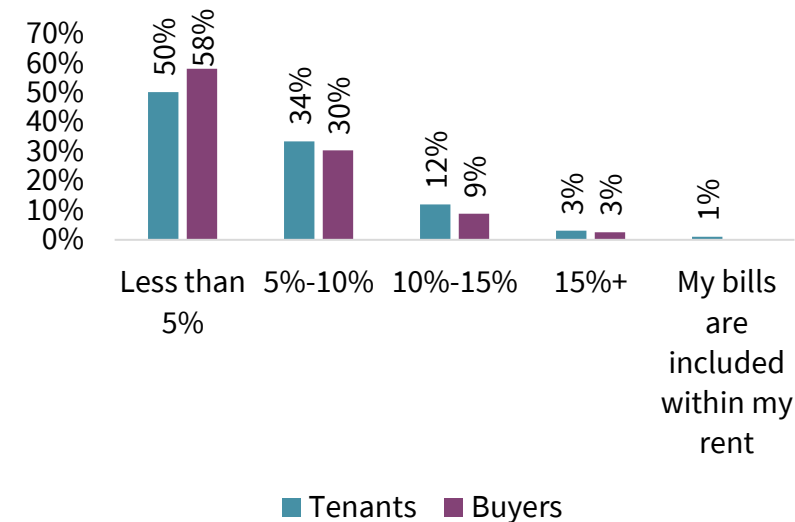
While 27% of tenants rate energy efficiency as crucial versus just 19% of buyers, 57% of buyers would pay up to a 10% premium for a more efficient home, demonstrating buyers recognise long-term value despite lower immediate urgency.

Energy efficiency importance increased over the past year



Energy efficiency has grown in importance over the past year for both tenants (66%) and buyers (63%), with 46% of buyers indicating they'd be more likely to purchase a new home if it was more energy efficient than existing properties.

Proportion of monthly income spent on gas/electricity



Tenants allocate a larger share of income to utilities: 50% spend under 5% of monthly income on gas and electricity compared to 58% of buyers. Additionally, 15% of tenants spend over 10% versus 12% of buyers, indicating greater financial pressure from energy costs.

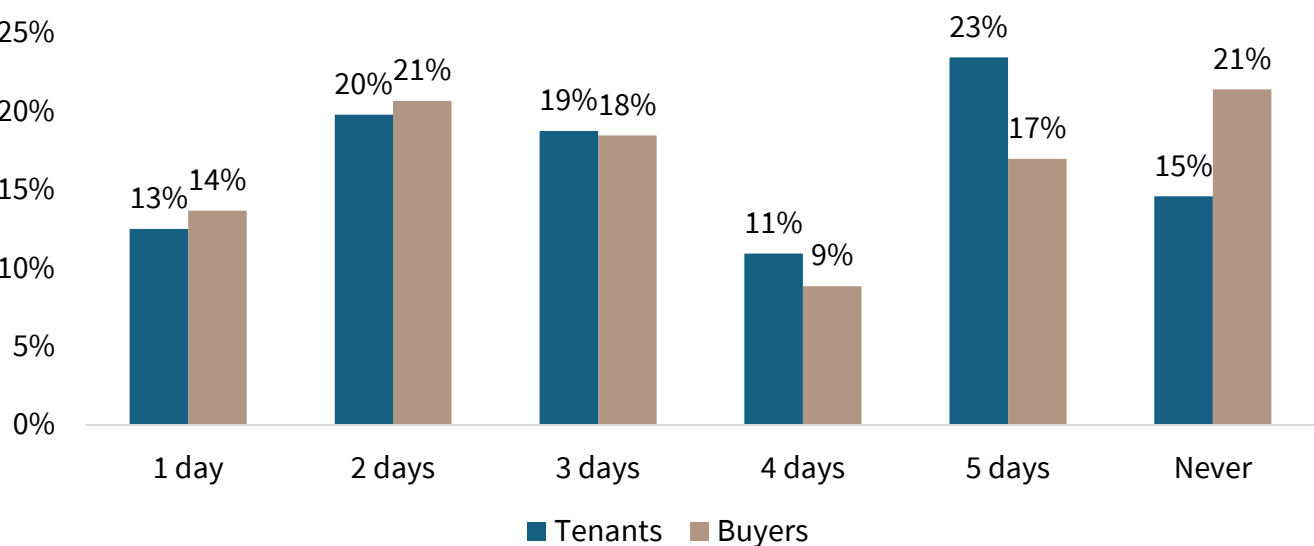
Lifestyle

Buyers and tenants show a dramatic shift toward sustainable transport, with electric vehicle adoption set to jump from 5% to 24% among tenants and 7% to 19% among buyers, while hybrid preferences surge even higher to 23% and 30% respectively.

The most significant divide appears in car-free living—currently over half of both segments don't own cars (51% of tenants and 57% of buyers), yet future expectations diverge sharply with only 16% of tenants anticipating remaining car-free versus 39% of buyers.

Both buyers and tenants have settled into 2–3-day work from home set-up.

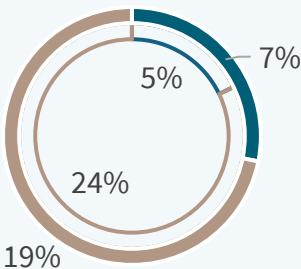
Work from home each week



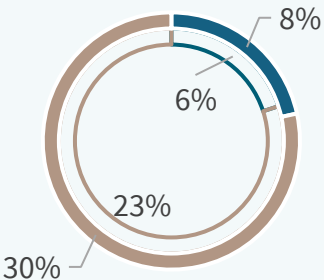
Source: JLL Research, 2026

Cars

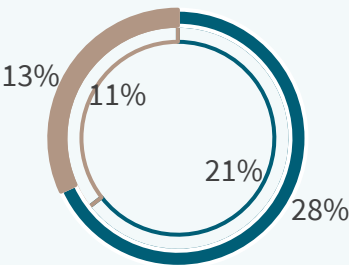
Electric (plug in)



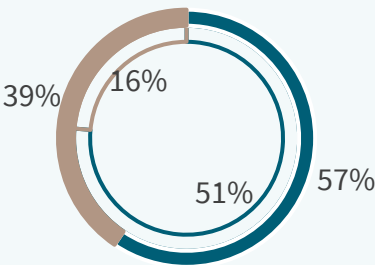
Hybrid



Petrol/ Diesel



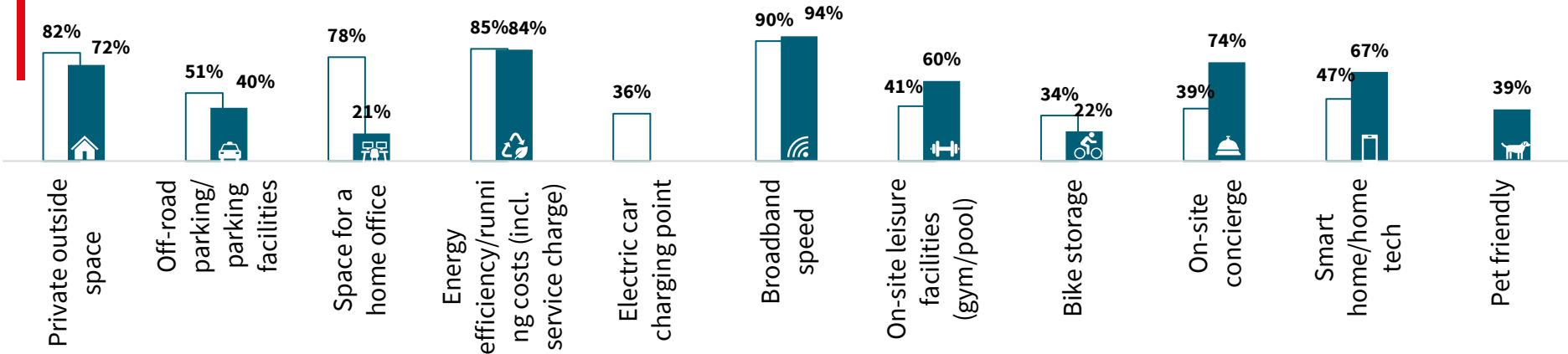
I don't own a car/ don't anticipate owning a car



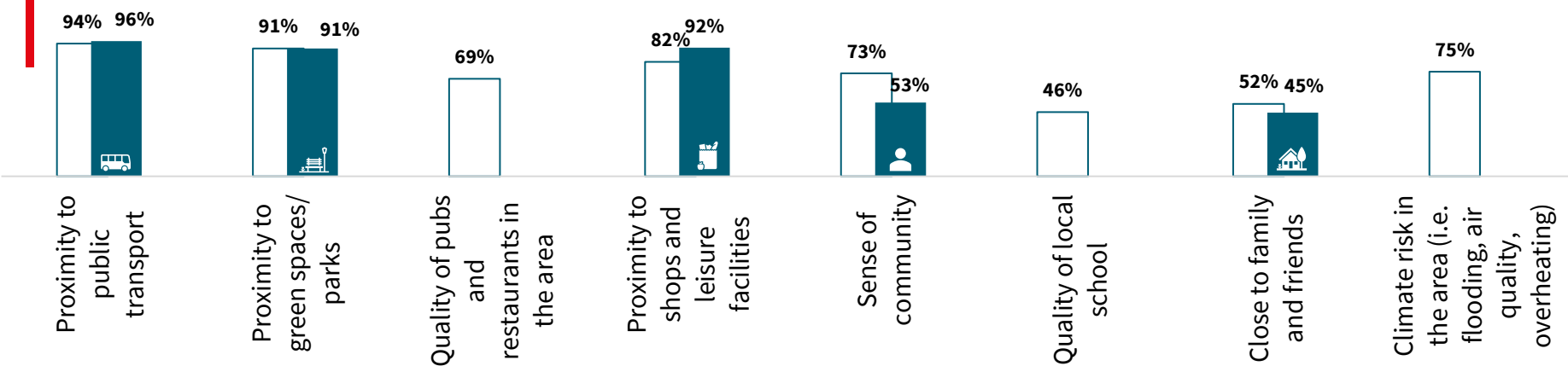
- Buyer's Current car
- Buyer's Next car
- Tenant's Current car
- Tenant's Next car

Lifestyle

Important for the next home (Very important or important)



Important about the area to live in (Very important or important



While both groups align on essentials—broadband speed (90% buyers, 94% tenants) and energy efficiency (84-85%)—their lifestyles tell different stories. Buyers priorities home offices (78% compared to 21%), while tenants lean toward communal perks like on-site concierge (74% compared to 39%) and on-site leisure.

Location unites them- public transport proximity matters to 94-96%, with 88% of tenants willing to pay premium rent for it, and green spaces score 91% across the board. 75% of tenants would pay extra for private outdoor space, revealing a clear preference for personal amenities over shared living arrangements.

Source: JLL Research, 2026



Thank you

Vanshika Jain

Senior Research Analyst
Vanshika.Jain2@jll.com

Meg Eglington

Associate
Residential Research
UK
Meg.Eglington@jll.com

Marcus Dixon

UK Head of Living and Residential Research
Marcus.Dixon@jll.com

© 2026 Jones Lang LaSalle IP, Inc. All rights reserved.

The information contained in this document is proprietary to Jones Lang LaSalle and shall be used solely for the purposes of evaluating this proposal. All such documentation and information remains the property of Jones Lang LaSalle and shall be kept confidential. Reproduction of any part of this document is authorized only to the extent necessary for its evaluation. It is not to be shown to any third party without the prior written authorization of Jones Lang LaSalle. All information contained herein is from sources deemed reliable; however, no representation or warranty is made as to the accuracy thereof.

Disclaimer

Data within this report is based on material/sources that are deemed to be reliable and has not been independently verified by JLL. JLL makes no representations or warranties as to the accuracy, completeness or suitability of the whole or any part of the report which has been produced solely as a general guide and does not constitute advice.

No part of this publication may be reproduced or transmitted in any form or by any means without prior written consent of JLL. JLL, its officers, employees shall not be liable for any loss, liability, damage or expense arising directly or indirectly from any use or disclosure of or reliance on such report. JLL reserves the right to pursue criminal and civil action for any unauthorized use, distribution or breach of such intellectual property.

COPYRIGHT © JONES LANG LASALLE IP, INC. 2026

This report has been prepared solely for information purposes and does not necessarily purport to be a complete analysis of the topics discussed, which are inherently unpredictable. It has been based on sources we believe to be reliable, but we have not independently verified those sources, and we do not guarantee that the information in the report is accurate or complete. Any views expressed in the report reflect our judgment at this date and are subject to change without notice. Statements that are forward-looking involve known and unknown risks and uncertainties that may cause future realities to be materially different from those implied by such forward-looking statements. Advice we give to clients in particular situations may differ from the views expressed in this report. No investment or other business decisions should be made based solely on the views expressed in this report.

