

# RESIDENTS' VIEWS

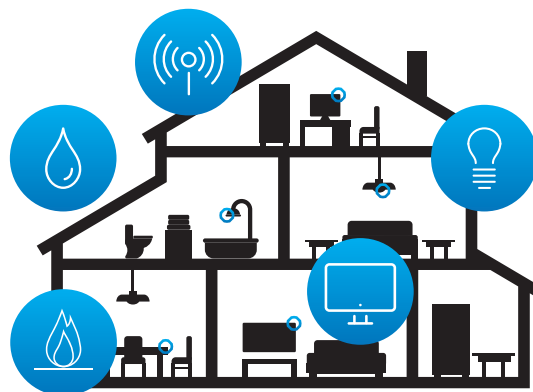
## WHAT EVERY PROPERTY DEVELOPER SHOULD KNOW



OF PEOPLE THINK MORE COULD BE DONE TO MAKE NEW BUILDS BETTER EQUIPPED FOR MODERN LIVING

WE ASKED 1000 PEOPLE WHAT THEY WOULD CONSIDER TO BE THE **5 MOST IMPORTANT SERVICES** IN THEIR HOME:

- 1<sup>ST</sup> ELECTRICITY
- 2<sup>ND</sup> WATER
- 3<sup>RD</sup> GAS
- 4<sup>TH</sup> BROADBAND
- 5<sup>TH</sup> TV SERVICE



WALK IN WORKING SERVICES APPEAL TO **93%** OF PEOPLE



THE **MAIN CONCERNS** OF MOVING INTO A NEW HOME:



**66** % FIND SETTING UP THEIR TV SERVICE STRESSFUL



**71** % FIND TAKING TIME OFF FOR INSTALLATION VERY STRESSFUL

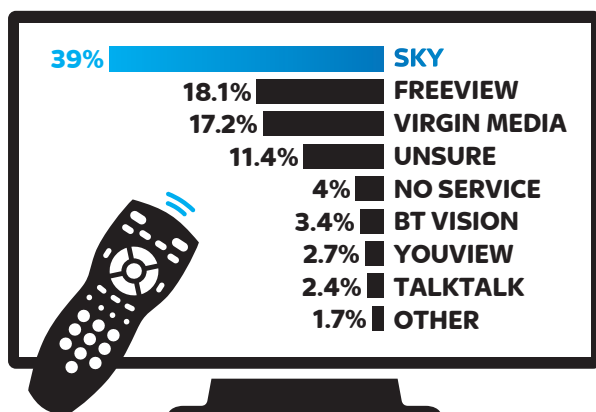


**55** % OF PEOPLE WANT TV SERVICES IN PLACE WITHIN 48 HOURS OF MOVING



**46** % OF PEOPLE WANT TO HAVE BROADBAND SET UP AHEAD OF MOVING IN OR WITHIN 24 HOURS

WHICH TV SERVICE WOULD YOU CHOOSE TO PRE-INSTALL IN YOUR NEW HOME:



MOST PEOPLE WOULD CHOOSE **SKY** OVER ANY OTHER TV SERVICE



ONLY **4%** WOULD NOT WANT A TV SERVICE INSTALLED



GIVEN THE OPTION OF HAVING A PRE-WIRED PROPERTY ONLY **14.3%** WOULD WANT TO INDEPENDENTLY CHOOSE THEIR CONTRACTOR AND ARRANGE SET-UP AFTER MOVING IN



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