



## **PRESS RELEASE**

# **Women outshine men as demand for green homes grows**

A nationally representative survey has found more people than ever before would like a house built with sustainable materials - and it is women who are leading the way.

Two thirds of women consider environmental issues important when looking for a new house, compared with half of men.

Just 15 per cent of UK adults still consider sustainability unimportant.

The survey, commissioned by the Steel Homes Group, also showed that older homebuyers were more concerned with sustainability.

Sixty-six per cent of people over the age of 45 felt the issue was important, compared to 51 per cent among those aged 18 – 24, suggesting more experienced homebuyers have a greater awareness of green issues.

The Steel Homes Group is an industry body formed to promote the advantages steel framed houses can offer.

Chair Dr Bassam Burgan said:

“There has been a lot of talk of how the UK can increase its housing supply – and rightly so – but this survey shows that people want those houses to be sustainable. We don’t want to take a blinkered view that focuses on building affordable homes for our children, but forgets about the environmental damage that could affect our grandchildren.

“Steel-framed homes are the way to marry sustainability and affordable housing. By constructing homes off-site, for instance, costs are lower and production quicker. Most significantly, it is better for the environment: a tenth of all traffic in the UK is transporting building materials, but building off-site can cut that by 70 per cent. And this survey clearly shows that this is the approach that the public are demanding.”

**Contacts:**

For further information please contact David Murphy, Paul Weigh or Tim Blythe on 0207 138 3204 or through email [david.murphy@blytheweigh.com](mailto:david.murphy@blytheweigh.com), [paul.weigh@blytheweigh.com](mailto:paul.weigh@blytheweigh.com) or [tim.blythe@blytheweigh.com](mailto:tim.blythe@blytheweigh.com).

**Notes to Editors:**

The Steel Homes Group is an industry body formed to consider the advantages steel framed buildings can offer, with specific regard to the superior quality and sustainability benefits of off-site construction. Members represent a range of businesses from across the industry, headed by Deputy Director of SCI Dr Bassam Burgan.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,116 adults. Fieldwork was undertaken between 24th - 26th October 2007. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).