

ITALIANS CHANGE THE RELATIONSHIP WITH THEIR HOMES

Changes Unipol research drawn up by Ipsos gives a snapshot into how ongoing social transformations like the pandemic and the energy and environmental crisis are changing living habits

The research showed that:

- **One in three Italians (29%) are considering moving home in the next two years**
 - ✓ 6% of Italians are certain that they will move, with the highest numbers in Turin (11%), Florence (10%) and Bari (10%)
 - ✓ Home ownership is still the preferred option but only by 55% of Italians compared to 17% who would choose renting.
 - ✓ 51% of Generation Z indicate alternative living solutions like renting, houses/residences with “zero worry” formulas or co-living situations
- **The pandemic removed conviviality: 48% spend less time at home with friends compared to two years ago**
 - ✓ “TV, reading and radio” are up (in 37% of cases), as well as “spending time with family” (34%) and “doing hobbies and odd jobs” (32%)
 - ✓ In the past year, 1 in 3 have replaced electrical appliances and 1 in 4 intend to change furnishings or renovate inside or outside their houses soon
 - ✓ Italians feel safe in their homes: 72% say that they are not exposed to risks, or to very little risk
- **Even though price is still the main consideration in choosing a new home (64%), more thought is now being put into environmental impact and energy efficiency (37% of cases)**
 - ✓ Area (48%), brightness (42%) and size (41%) are the other priorities. Security is only in 8th place
 - ✓ Historic centres are no longer a dream: only 1 in 4 Italians want to live in city centres (but that figure rises to 34% among the youngest). On the other hand, Baby Boomers prefer to stay outside cities
 - ✓ Purchasing a house is still the preferred option, especially in the big cities of the Centre-North: Milan is first with 67%

- **What is essential in Italian homes? Environment and home climate control are priorities, with technology less important**
 - ✓ In addition to heating, green energy (39%), private gardens (37%) and air conditioning (32%) are considered to be indispensable. Home automation (7%) has not taken off yet

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New research¹ by [Changes Unipol](#), carried out and processed by Ipsos, analysed the relationship of Italians with their homes, and took a snapshot of home-related experiences, plans and wishes.

The pandemic removed conviviality: 48% spend less time at home with friends compared to two years ago

The [Changes Unipol](#) survey also explored how Italians currently experience the relationship with their homes: more specifically, homes are now more individual places where we watch TV, read and listen to the radio (more often compared to the pre-Covid era in 37% of cases), spend time with family (increased in 34% of cases) and do hobbies, odd jobs, cooking, and gardening (32%).

On the other hand, we have lost the sense of homes being convivial places, with a good 48% of Italians stating that they spend less time with friends at home compared to two years ago. This figure increases to 51% for Generation X (between 41 and 56 years old) and 58% for Baby Boomers who are still the category that has been most conditioned by the effects of the pandemic.

However, the increased time spent at home led people to make their homes nicer and more functional: in the past year, one in three Italians (32%) replaced electrical appliances and 23% are thinking of doing so by next year, while 18% have made changes to furnishings, 17% have renovated interiors and 14% have renovated exteriors. Thanks in part to government incentives, Italians will continue this trend into next year, with 27% renovating the interior and 24% renovating the exteriors of their homes.

70% of interviewees consider their zone of residence to be safe, compared to only 8% who considered it to be "at risk" even though this figure increases significantly in big cities like Milan, at 17% and Naples (15%). In relation to this, 72% feel safe at home: only 3 in 10 Italians have the sense of being exposed to home-related risks for reasons such as theft, fire or damage.

¹ The survey was carried out on a representative sample of the national population aged between 16-74 (over 44 million individuals) and resident in the main metropolitan areas (over 13 million individuals), in accordance with gender, age, geographic zone, size of the centre, education status, standard of living, job and household. 1,720 interviews were carried out using the CAWI method (Computer Assisted Web Interviewing: a data collection method based on filling out a questionnaire on the Internet).

About one in three Italians (29%) are considering moving in the next two years

Even though only 6% of Italians are sure they are going to move in the next two years, the percentage increases significantly to 29% if we add those who declare that they are “probably” ready to take this step. The certainty of moving home is highest for residents of Turin (11%), Florence (10%) and Bari (10%).

Home ownership is still the preferred option, but only by 55% of Italians compared to 17% who would choose renting: the most marked inclination to buy is in the big cities of the Centre and North with percentages ranging between about 60% and 70% (especially in Milan in first place at 67%).

On the other hand, the youngest Generation Z group (up to 26 years old, clearly also because they have less disposable income) more frequently indicate - in 51% of cases - alternative living solutions such as renting, houses/residences with “zero worry” formulas or co-living situations.

Price is still the main consideration in choosing a new home (64%), but more thought is now being put into environmental impact and energy efficiency (37% of cases)

Price is the most important consideration (for 64% of interviewees) when choosing a new home, followed by area (48%), brightness (42%) and size (41%). However, fifth place in the criteria of choice was “high energy efficiency/low environmental impact” - indicated in 37% of cases - indicating new awareness by Italians of saving and sustainable consumption. Among the other factors, security (presence of cameras in common areas and caretaker service) only accounts for 18% of cases, in 8th place in the classification.

Among city inhabitants, Verona residents are the most virtuous, and place low environmental impact/energy efficiency in 3rd place, while there is more focus on security in Naples, Bari and Palermo, indicated in 22%, 31% and 29% of cases respectively compared to the national average. Among the different generations, Baby Boomers (57-74 years old) are the most sensitive to the environment, in 46% of cases, while Generation Z are more focused on issues like security (30%) and how close they are to public transport (23%).

The dream of living in historical centres is no longer what it was: if given the choice, only 1 in 4 Italians (24%) would choose to live in a city centre compared to 40% who would prefer to stay on the outskirts in order to have more space, and 36% who would go outside towns to quieter areas to have more contact with nature and bigger houses. Generation Z youth are most inclined towards city centre dwelling (34%), while Millennials (between 27 and 40) preference is for the suburbs and Baby Boomers prefer to be outside towns (43%).

What is essential in Italian homes? Environment and home climate control are priorities, with technology less important

In addition to heating which was considered to be indispensable by interviewees, in terms of equipment and accessories, Italians prioritise elements linked to home climate control and the environment: the opportunity to produce green energy, or in any case to have energy efficient systems, is indispensable for 39%, followed by a private garden (37%), air conditioning (32%) or a private terrace (30%).

Air conditioners are considered to be of basic importance more especially in cities of the South (43% of cases in Bari and 46% in Palermo) and they are in the top 3 requirements in Milan and Verona: on the other hand, there is a higher preference for private terraces rather than air conditioners in Florence, Naples, Bologna and Rome.

High tech houses do not yet seem to be a priority, since latest generation TVs are 'must haves' in only 19% of cases, home security in 10% of cases (but which rises to 18% however for Generation Z) and home automation in 7%.

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