Young people lead the trend for relocating to the countryside

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A third of 25 - 34 year olds considering countryside move

A fifth of people in Britain are thinking of relocating to the countryside, according to new research by leading off-grid energy supplier, Northern Energy. This figure rises sharply amongst the younger generation, with over a third (37%) of 25 – 34 year olds thinking of making the move away from their urban environments. Meanwhile, just 17% of urban dwelling 45 – 54 year olds are considering a move out of town.

Amongst the 25 – 34 year olds who are thinking of relocating, a staggering 74% of them say that this is the first time they have considered such a move, citing the worries around Coronavirus as the main reason for their desire to relocate. 41% of 25 – 34 year olds admitted that they'd feel safer living in the countryside as a direct result of the Coronavirus outbreak. Another 26% said their desire to relocate was down to general health reasons.

Nearly half of the 2,000 people surveyed by Northern Energy (45%) believe that the countryside life is 'stress-free,' whilst a third (33%) believe that the houses are bigger.

When looking for a countryside retreat, 22% of people surveyed said that the top priority was breathtaking views, with reliable broadband coming a close second (21%.) Seven percent of people are looking for a good pub close by, six percent for good schools and just four percent stated a reliable off grid energy supplier as a priority within their property search.

Stuart Illingworth, managing director at Northern Energy, the off-grid energy supplier which carried out the research commented: "Covid-19 has had an unprecedented impact on society and many of us are considering life-changing decisions that we may never have contemplated before. The countryside is certainly an appealing way of life, but it's a move that shouldn't be taken lightly. Relocating may mean considering off grid energy options and managing those services accordingly. The fact that only four per cent of people see finding the right rural energy supplier as a priority means that they might get quite a shock if they do decide to make the move. Off-grid energy is simple to navigate but it is a different way of living and should be taken into consideration as part of any major move. Northern Energy's Off Grid Guide can be found on our website, with all the information needed to support people thinking of making that move."

Visit www.northernenergy.co.uk for more details.

Ends

Media enquires

For more information, images or interview, please contact julia@eatandgreenpr.com

Notes to editors

Northern Energy has been fuelling communities since 1932. Customer service is at the heart of the business and 94% of customers rate the business eight out of ten or more for service and value

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