



# THE HOUSING MARKET CONFIDENCE TRACKER

**Q1 2017**

**SlideShare summary**



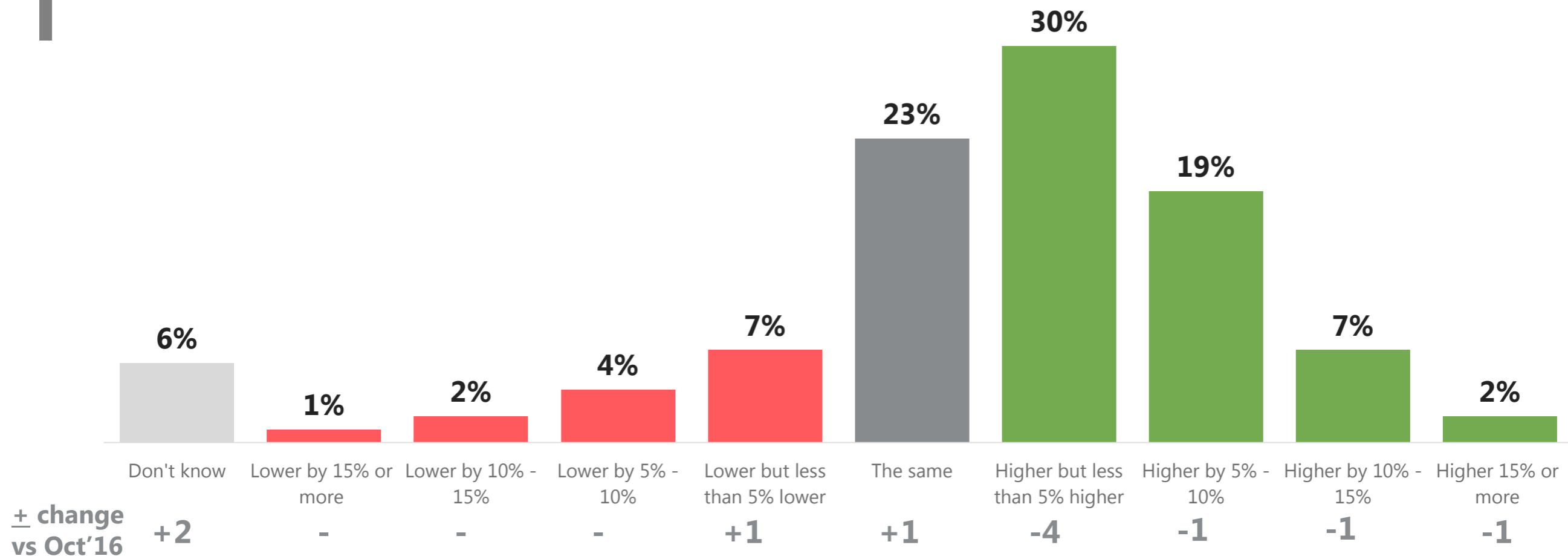
**Ipsos MORI**  
Social Research Institute



# House Price Outlook (HPO)

Q. Do you think the average property price in the UK will be higher or lower in 12 months time or will it be the same?

[respondents given average UK house price\*, sourced from Halifax HPI] \* £219,949 February 2017

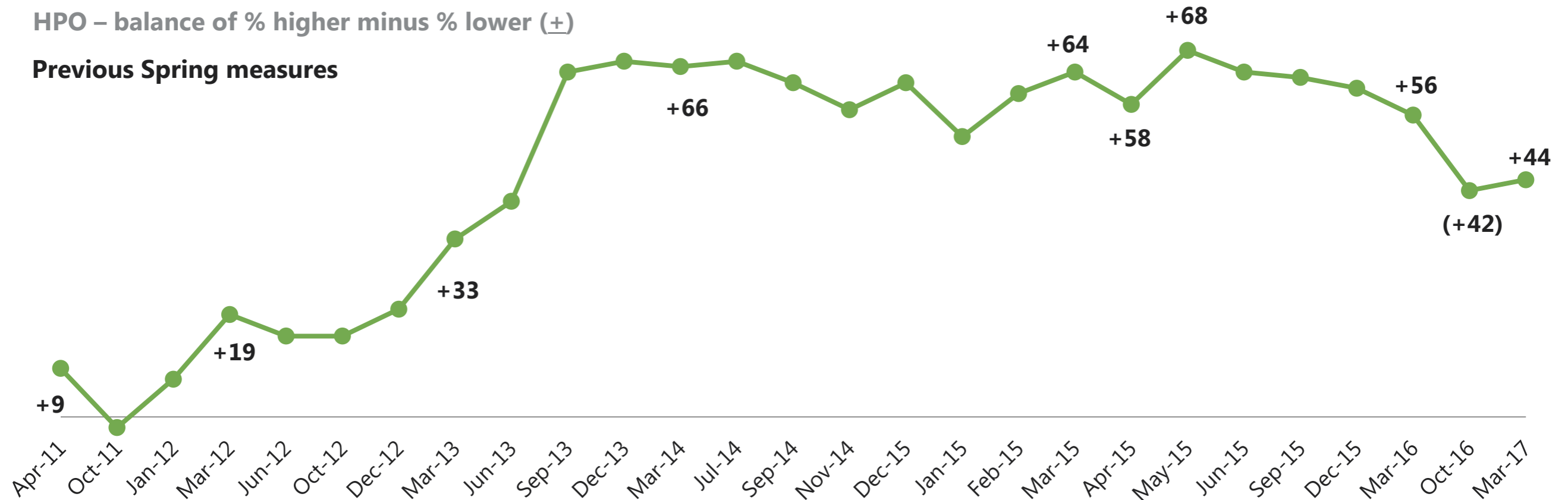


# House Price Outlook trend

Do you think the average property price in the UK will be higher or lower in 12 months time or will it be the same? [respondents given average UK house price sourced from Halifax HPI]

HPO – balance of % higher minus % lower (+)

Previous Spring measures



# HPO and EOI trends

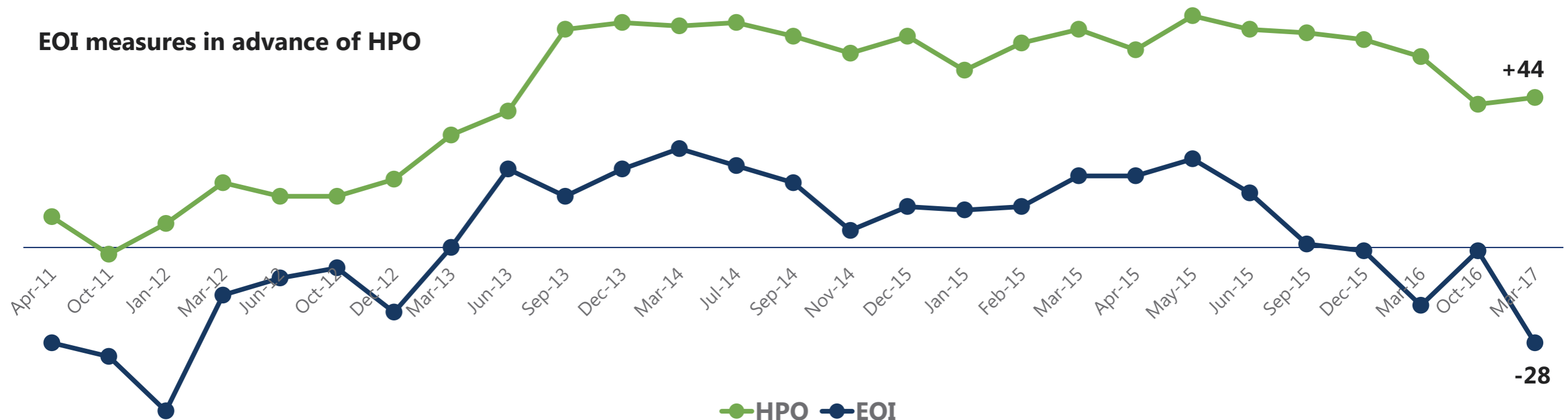
Do you think the average property price in the UK will be higher or lower in 12 months time or will it be the same?

Do you think the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

HPO – balance of % higher minus % lower (+)

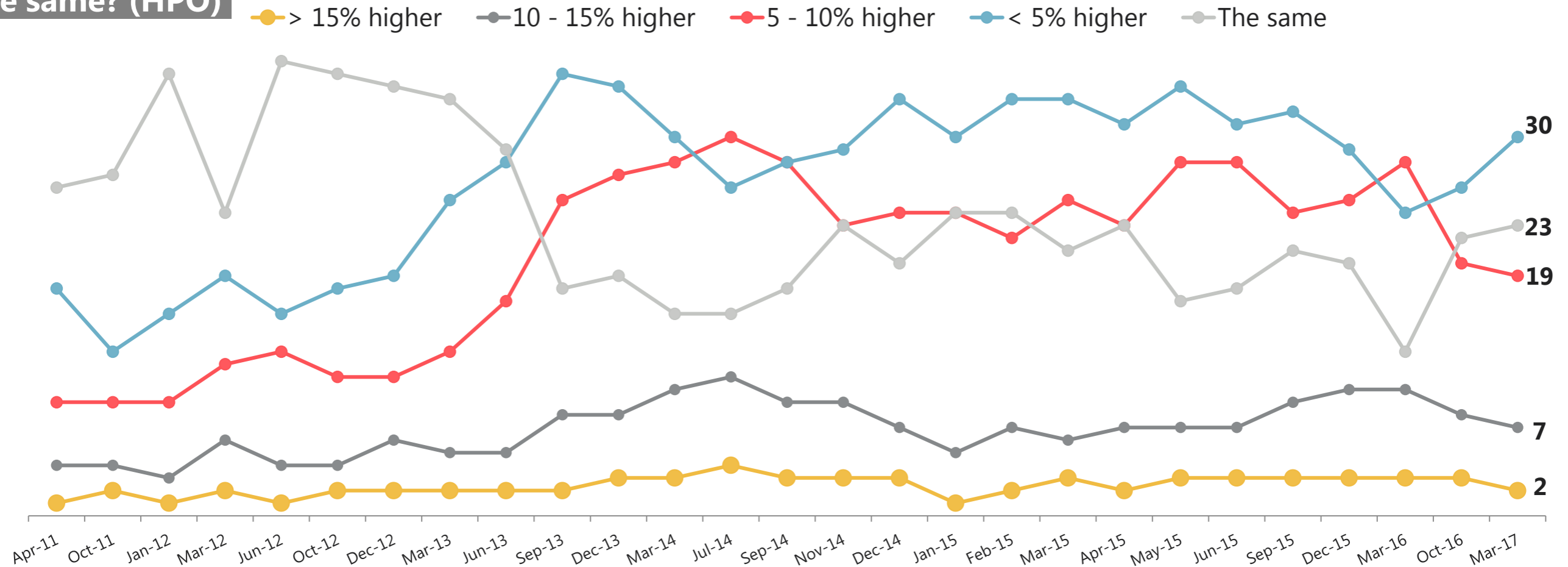
EOI – balance of % improve minus % get worse (+)

EOI measures in advance of HPO



# 'Higher' trends

Do you think the average property price in the UK will be higher or lower in 2 months time or will it be the same? (HPO)

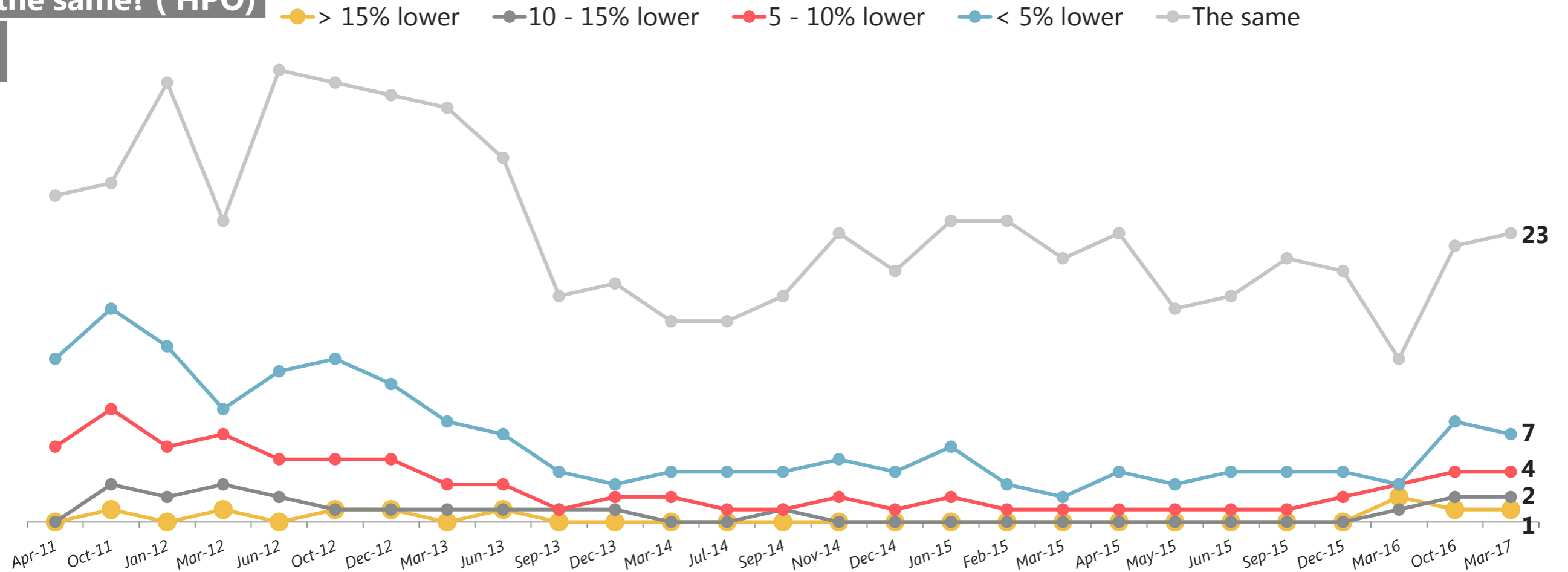


Base: 1958 GB adults 16+. 24 March – 3 April 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

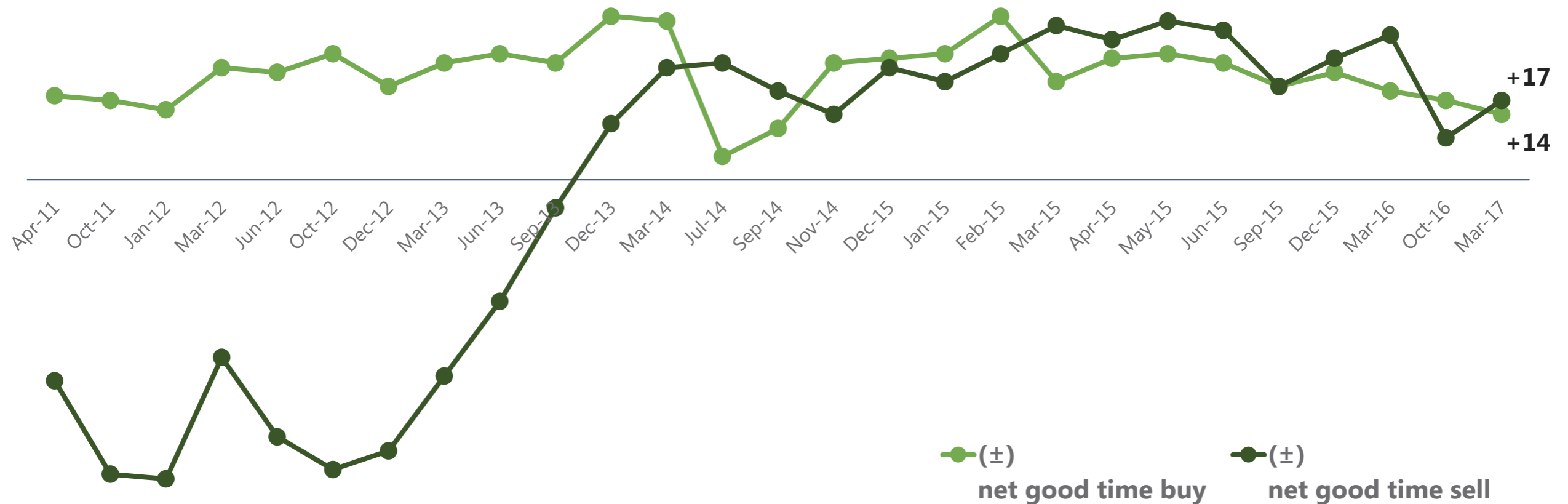
# 'Lower' trends

Do you think the average property price in the UK will be higher or lower in 12 months time or will it be the same? ( HPO)



# Buying and selling sentiment

Thinking about the next 12 months, do you think it would be a good time or a bad time for people in general to buy/sell a property?



Base: 1958 GB adults 16+. 24 March – 3 April 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

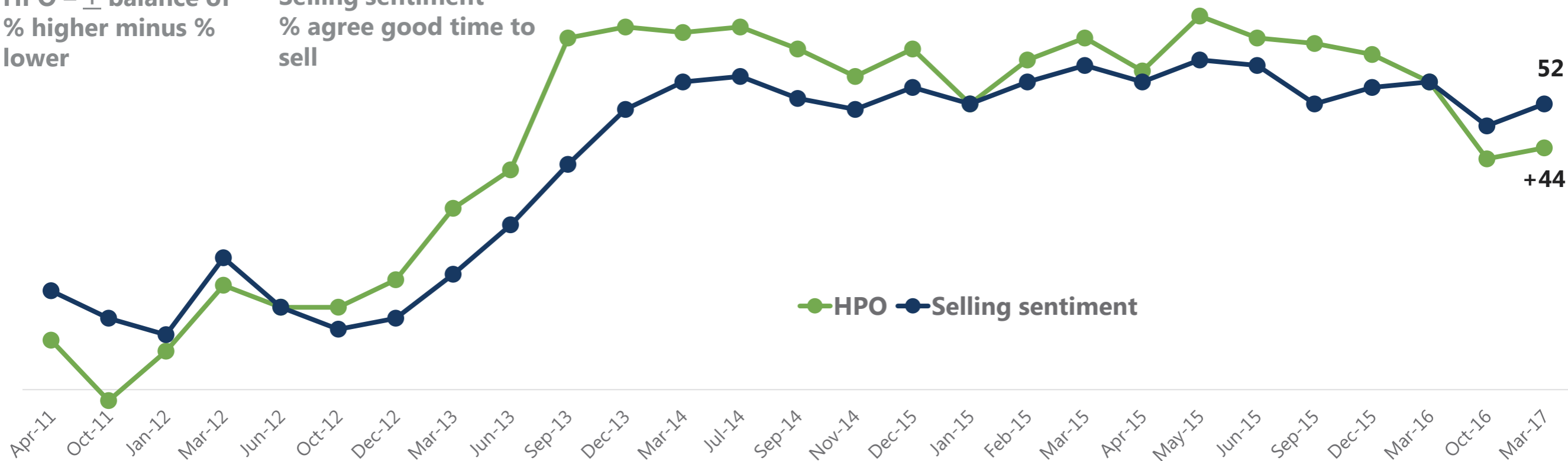
# HPO and selling sentiment

Do you think the average property price in the UK will be higher or lower in 12 months or will it be the same?

Thinking about the next 12 months do you think it would be a good time or a bad time for people in general to sell a property?

HPO –  $\pm$  balance of  
% higher minus %  
lower

Selling sentiment –  
% agree good time to  
sell



Base: 1958 GB adults 16+. 24 March – 3 April 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# Buying/selling sentiment combined

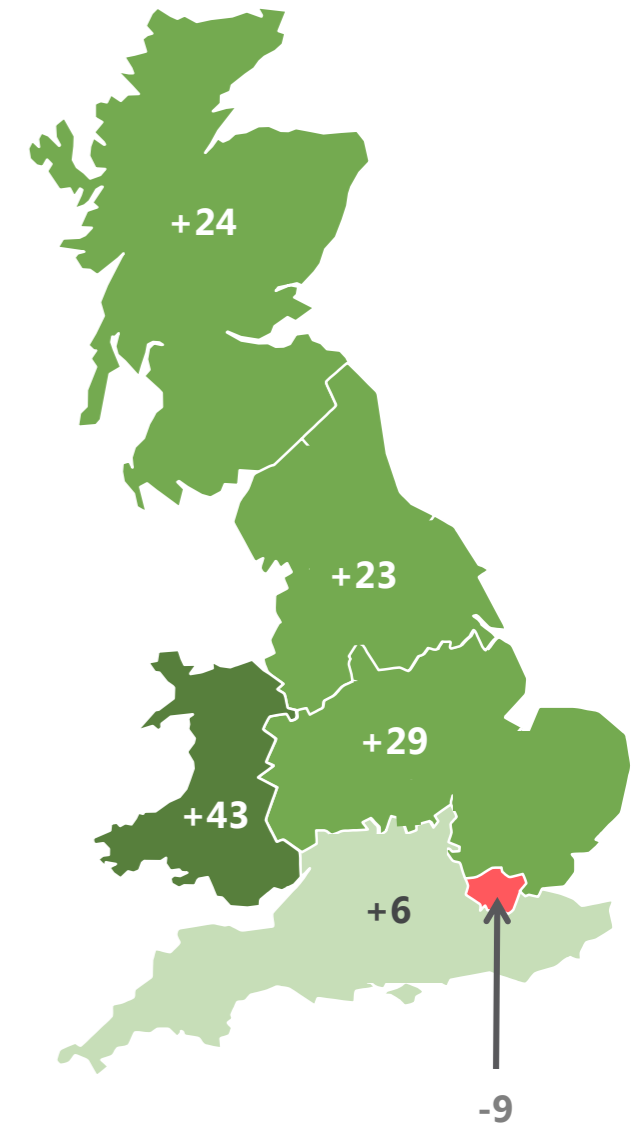
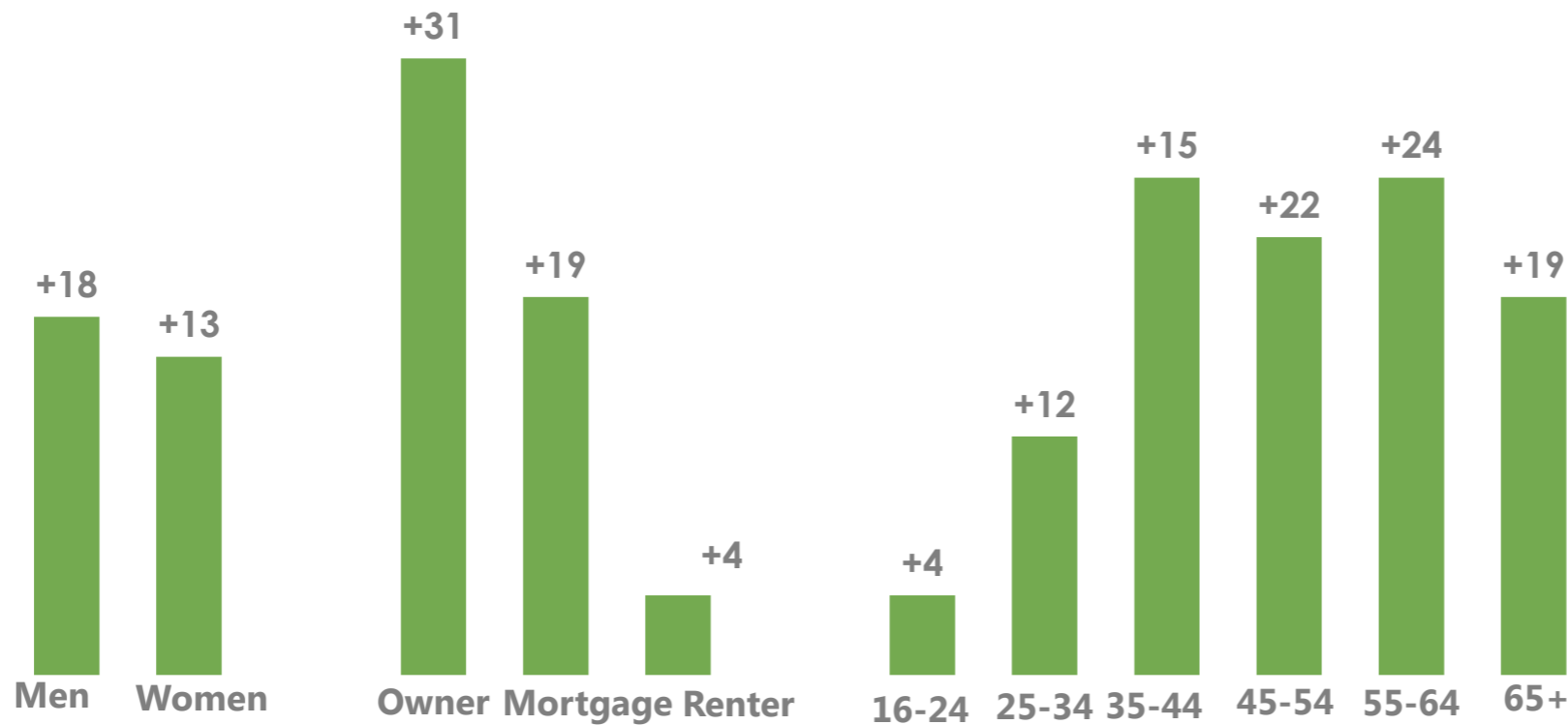
Thinking about the next 12 months, do you think it would be a good time or a bad time for people in general to buy/sell a property?



# Buying sentiment – key groups

Thinking about the next 12 months, do you think it would be a good time or a bad time for people in general to buy a property?

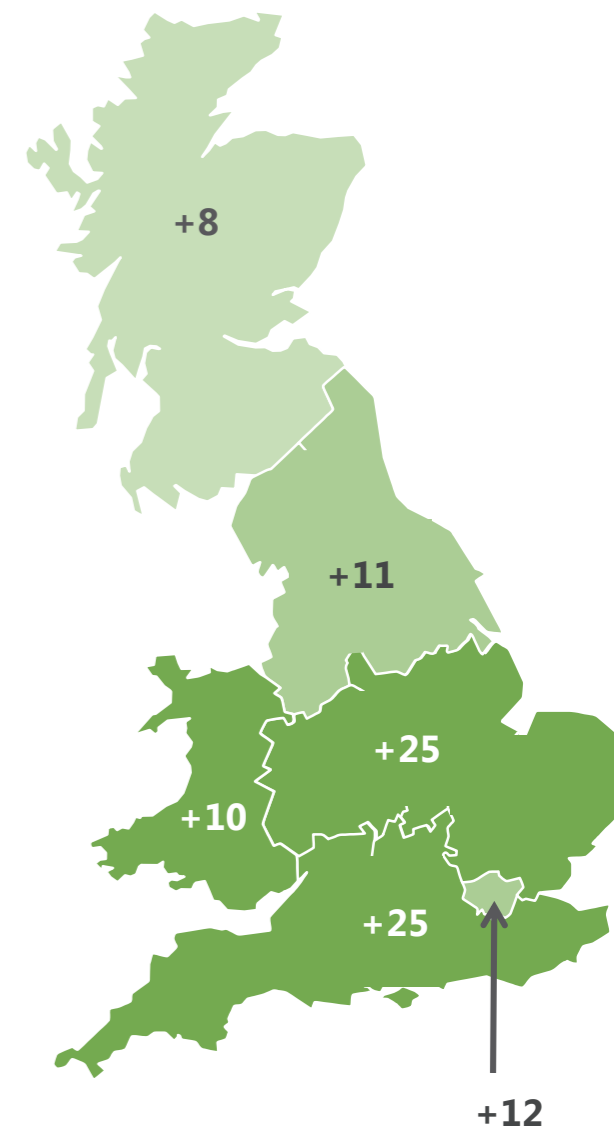
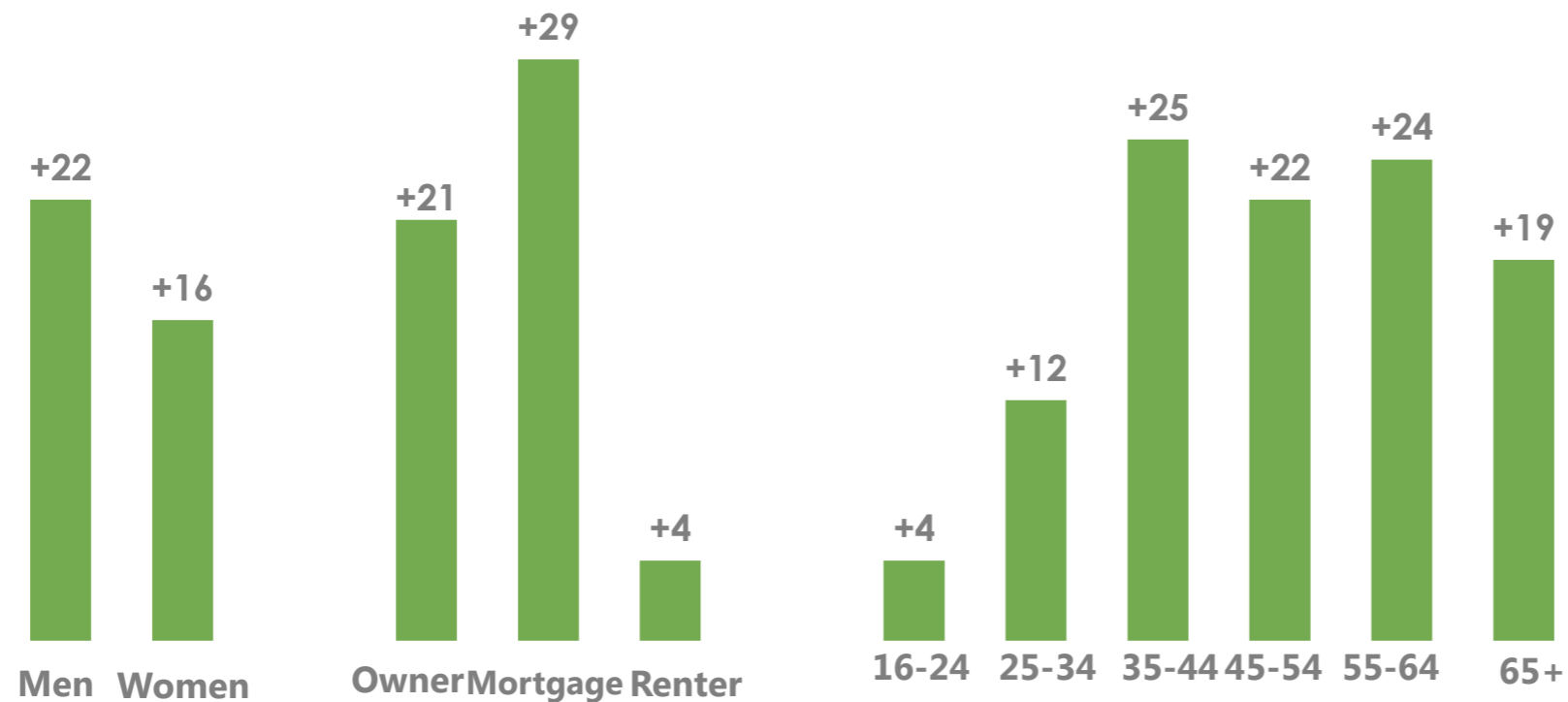
± net good time to buy



# Selling sentiment – key groups

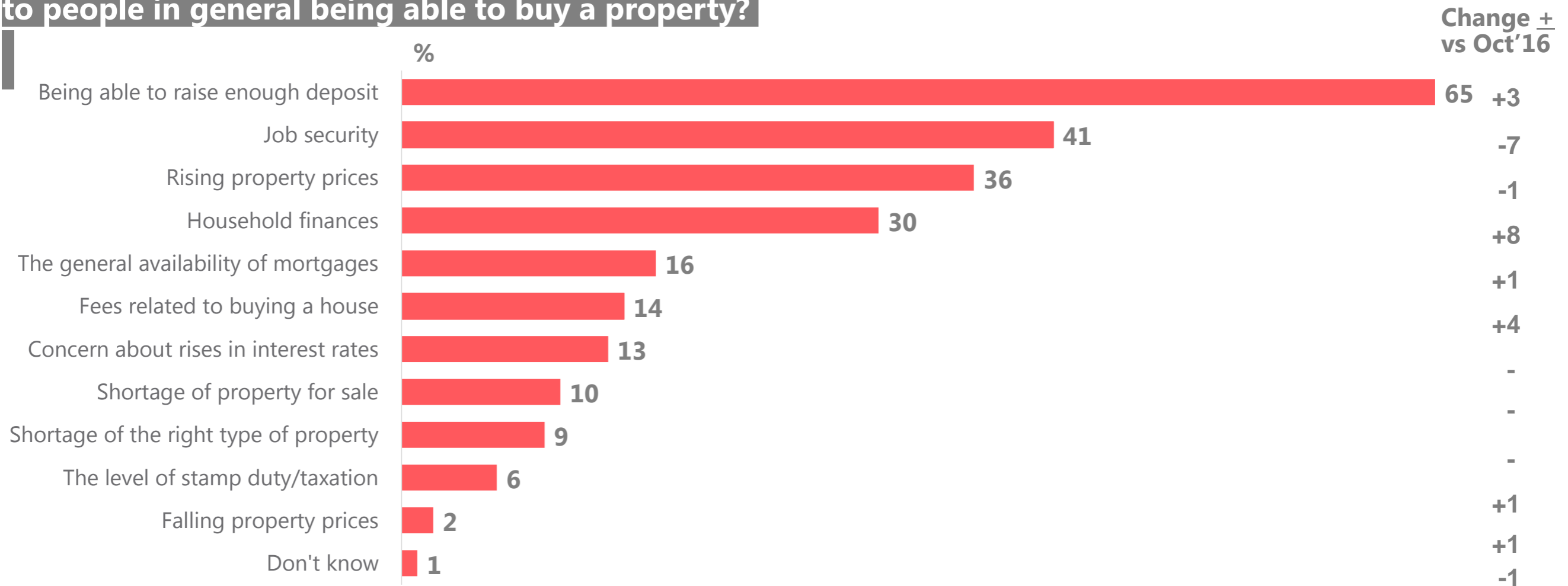
Thinking about the next 12 months, do you think it would be a good time or a bad time for people in general to sell a property?

± net good time to sell



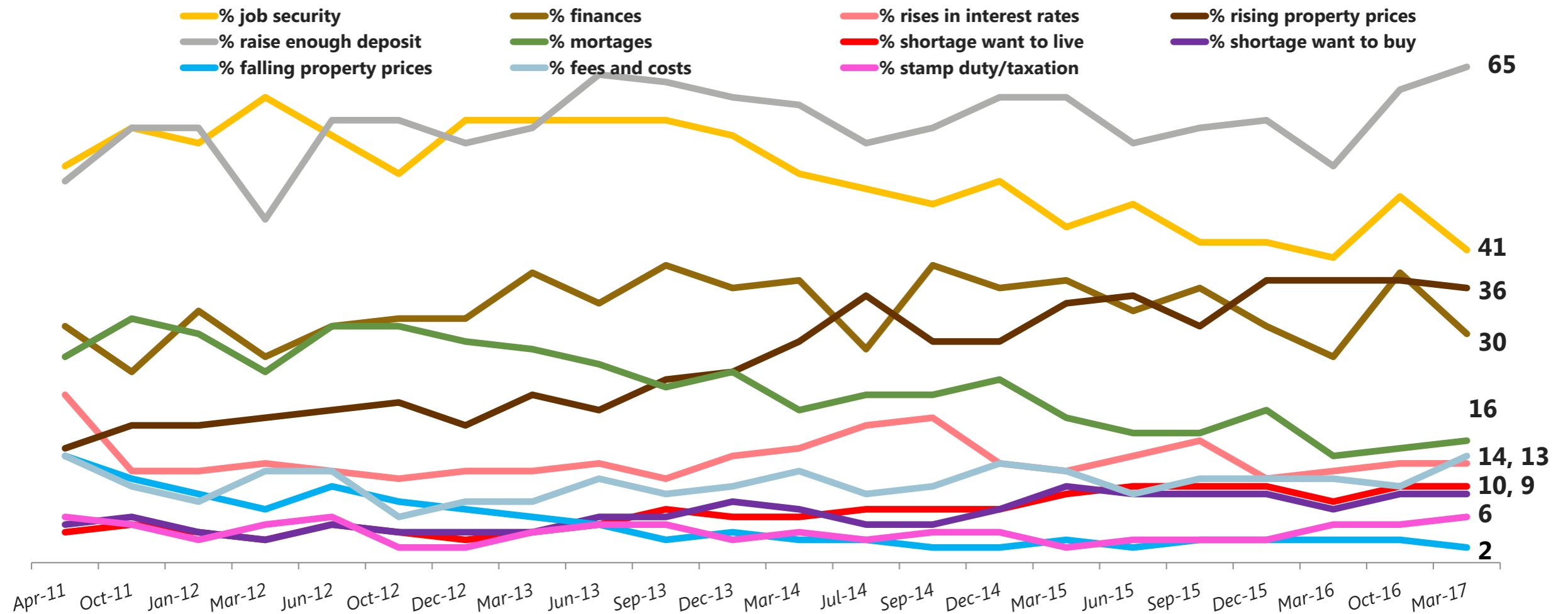
# Barriers to buying

Now thinking about the current situation, which 2 or 3 of these, if any, do you think are the main barriers to people in general being able to buy a property?



# Barriers to buying - trend data

Now thinking about the current situation, which 2 or 3 of these, if any, do you think are the main barriers to people in general being able to buy a property?



Base: 1958 GB adults 16+. 24 March – 3 April 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# Further information:

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