



# THE HOUSING MARKET CONFIDENCE TRACKER

**Q3 2017**

SlideShare summary



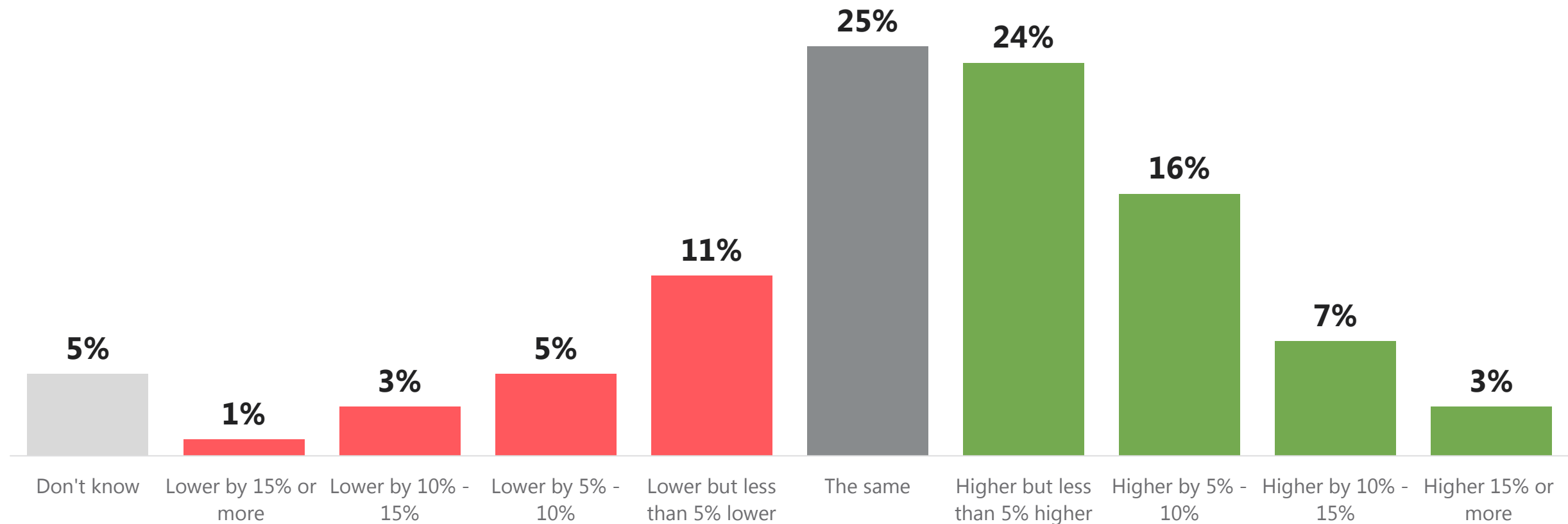
**Ipsos MORI**  
Social Research Institute

# 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]

\* UK house price benchmark given = £222,293



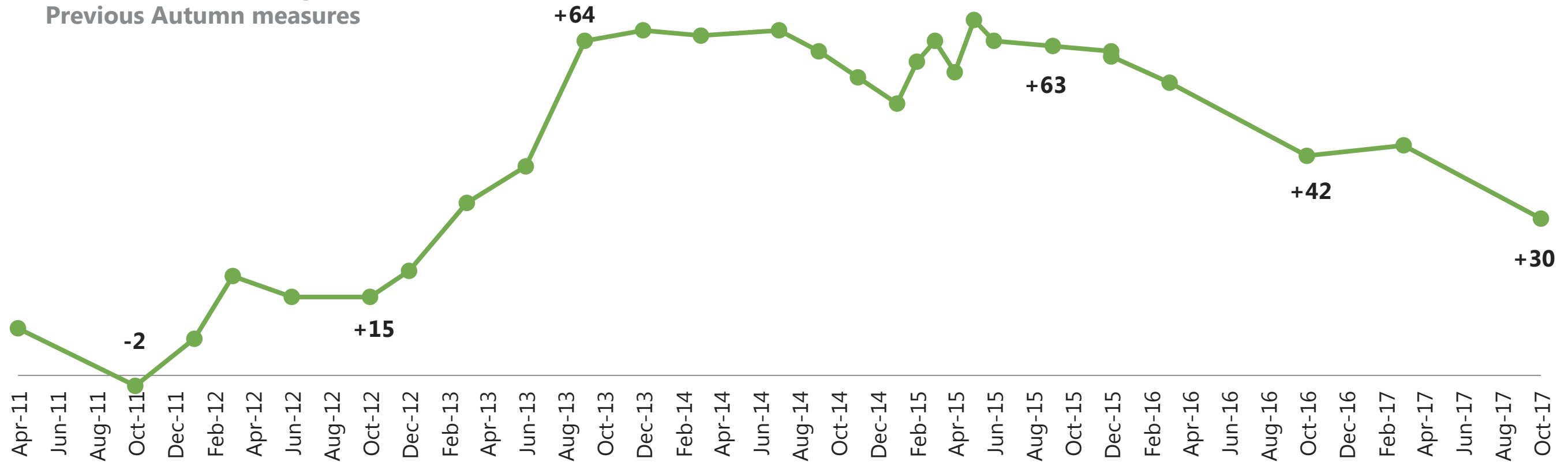
Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# 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 HPO]

HPO – balance of % higher minus % lower (+)  
Previous Autumn measures



Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# HPO and EOI trends

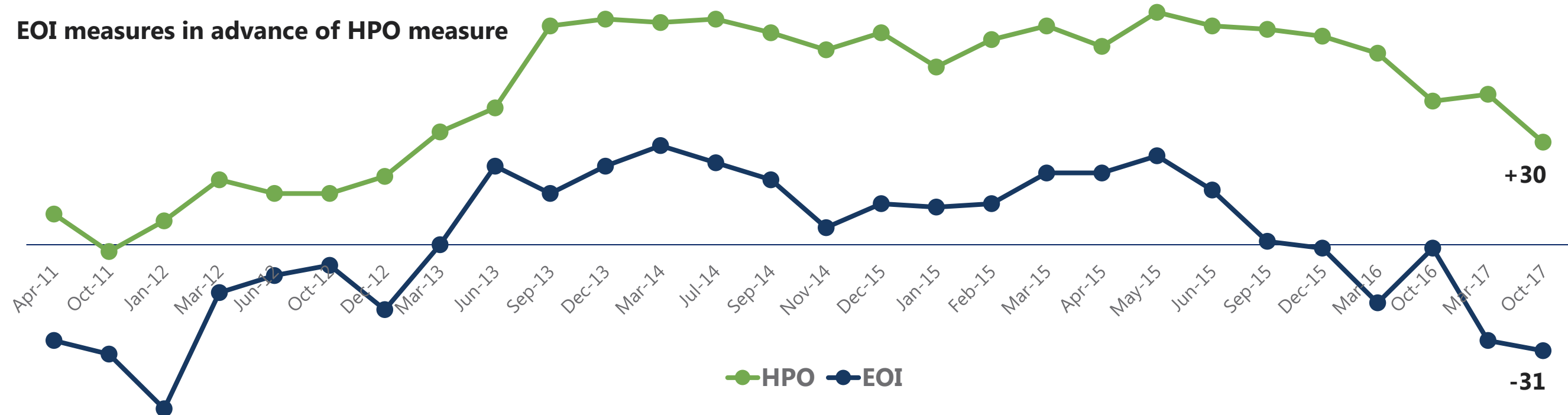
Do you think the average property price in the UK will be higher or lower in 12 months time or will it be the same?

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 (+)

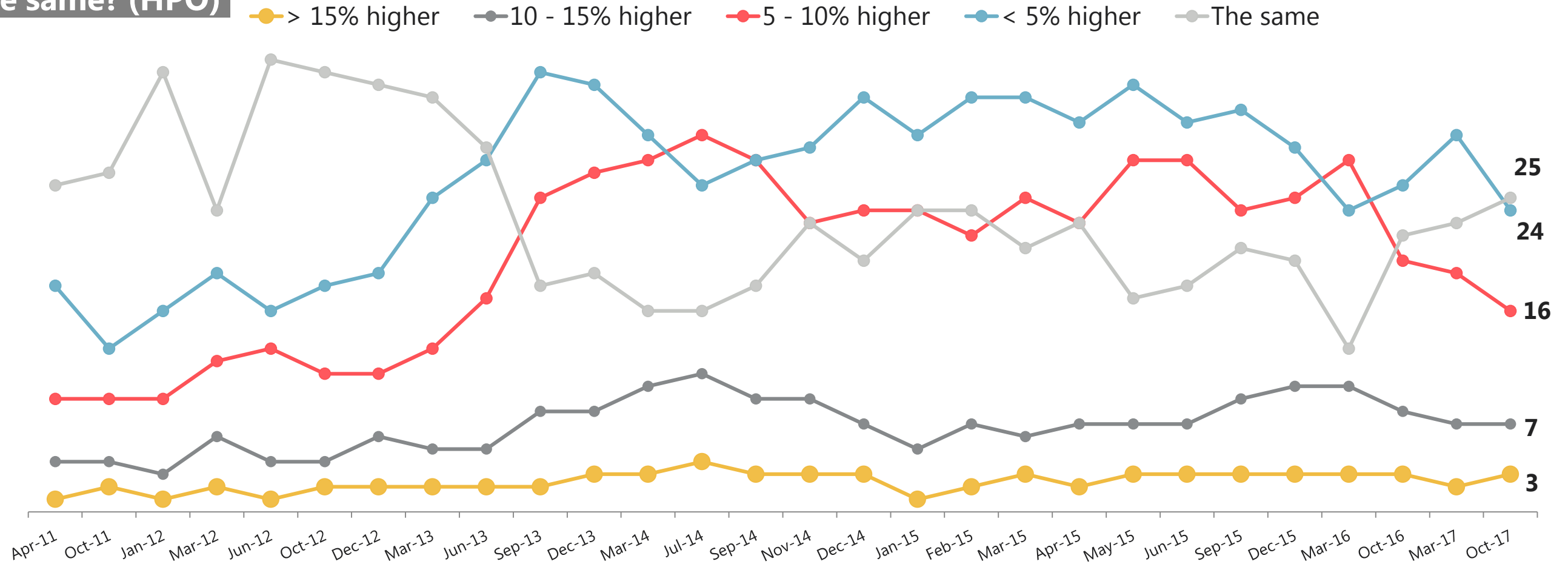
EOI measures in advance of HPO measure



Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

# '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)

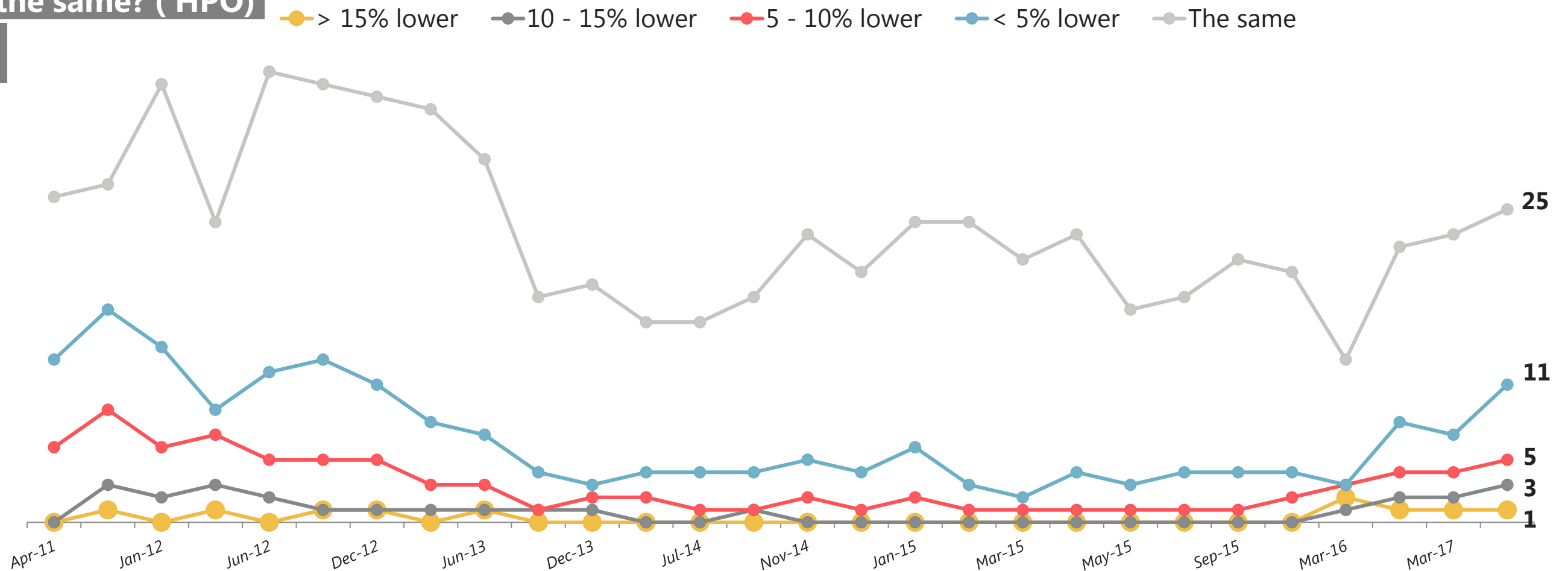


Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

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)



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Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

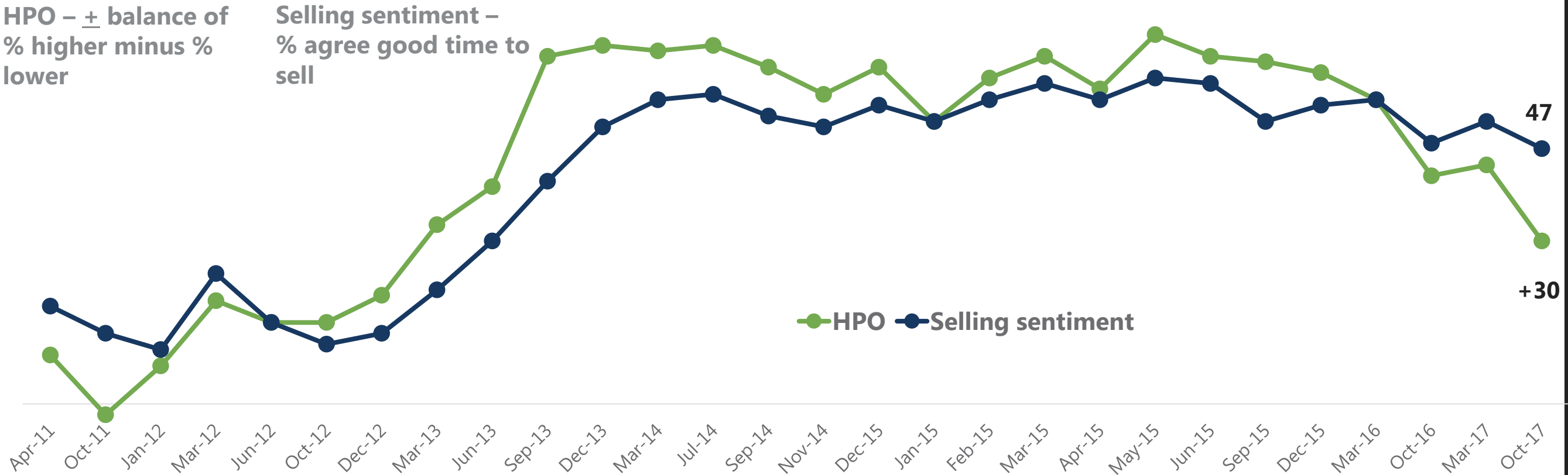
# HPO and selling sentiment

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

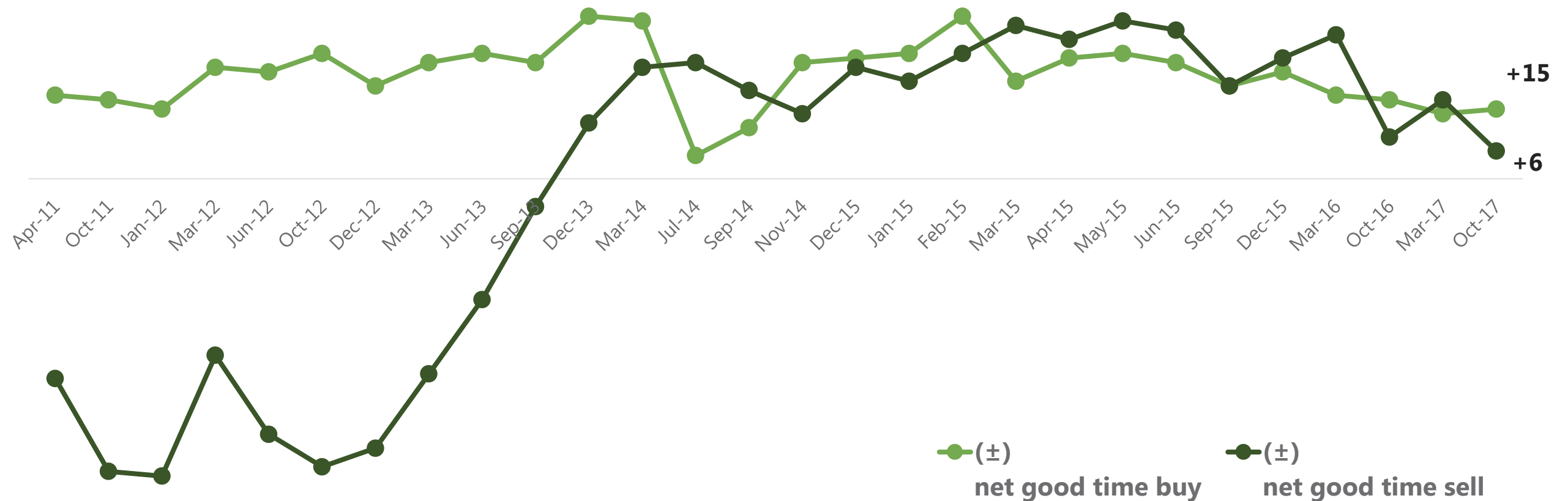


Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

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# 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?



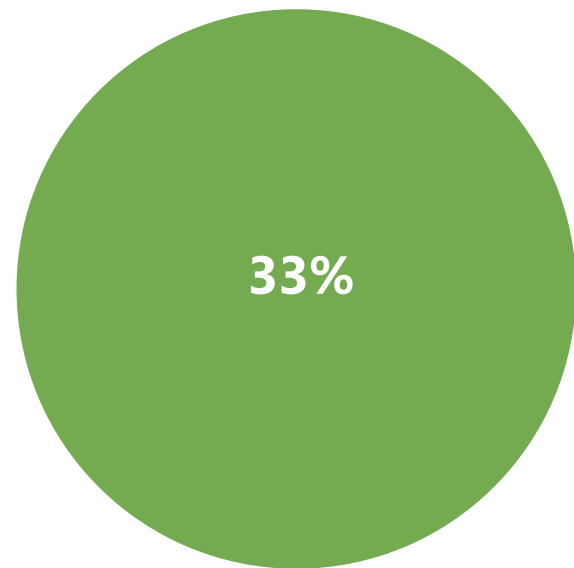
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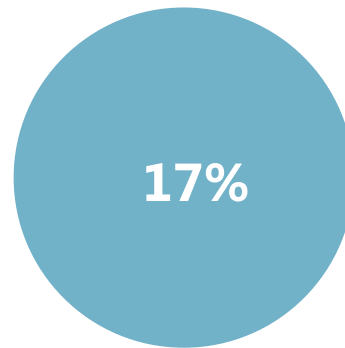
# Buying/selling sentiment combined

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?



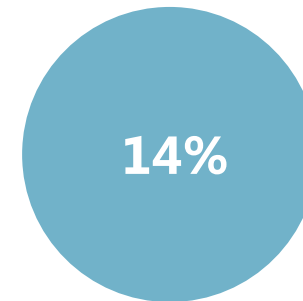
**Good time buy/  
good time sell**

**-5**



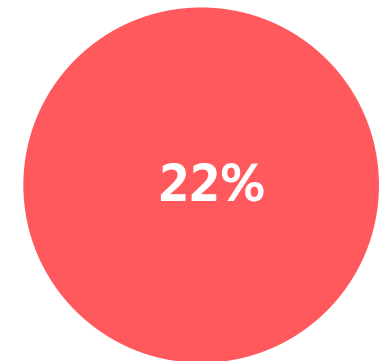
**Good time buy/  
bad time sell**

**+4**



**Bad time buy/  
good time sell**

**+1**



**Bad time buy/  
bad time sell**

**+1**

**± change vs  
Mar 2017**

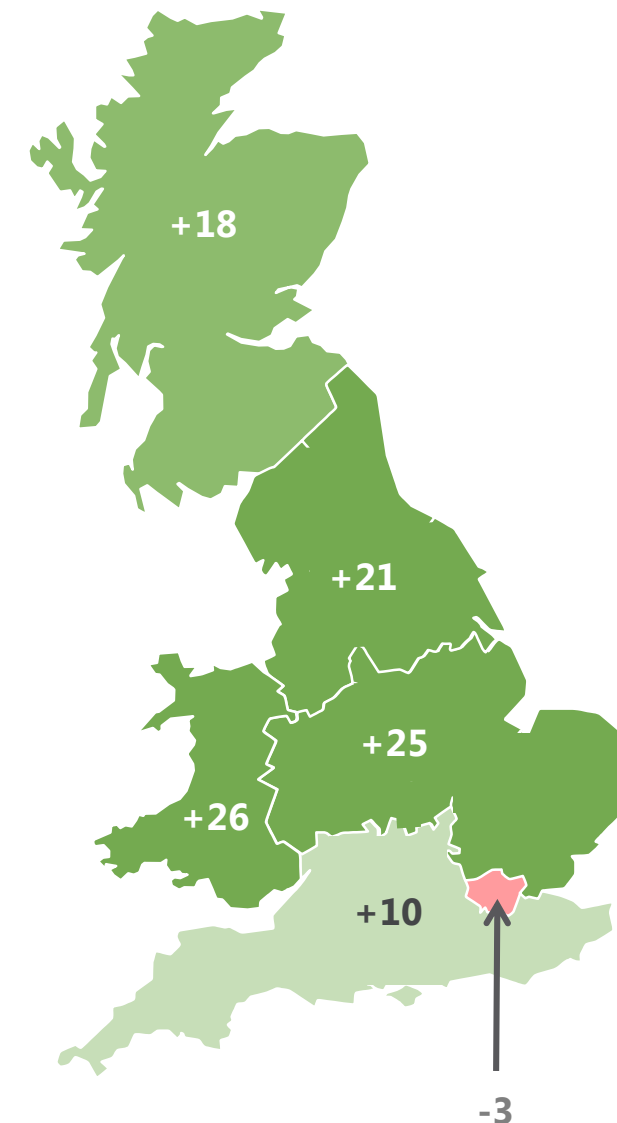
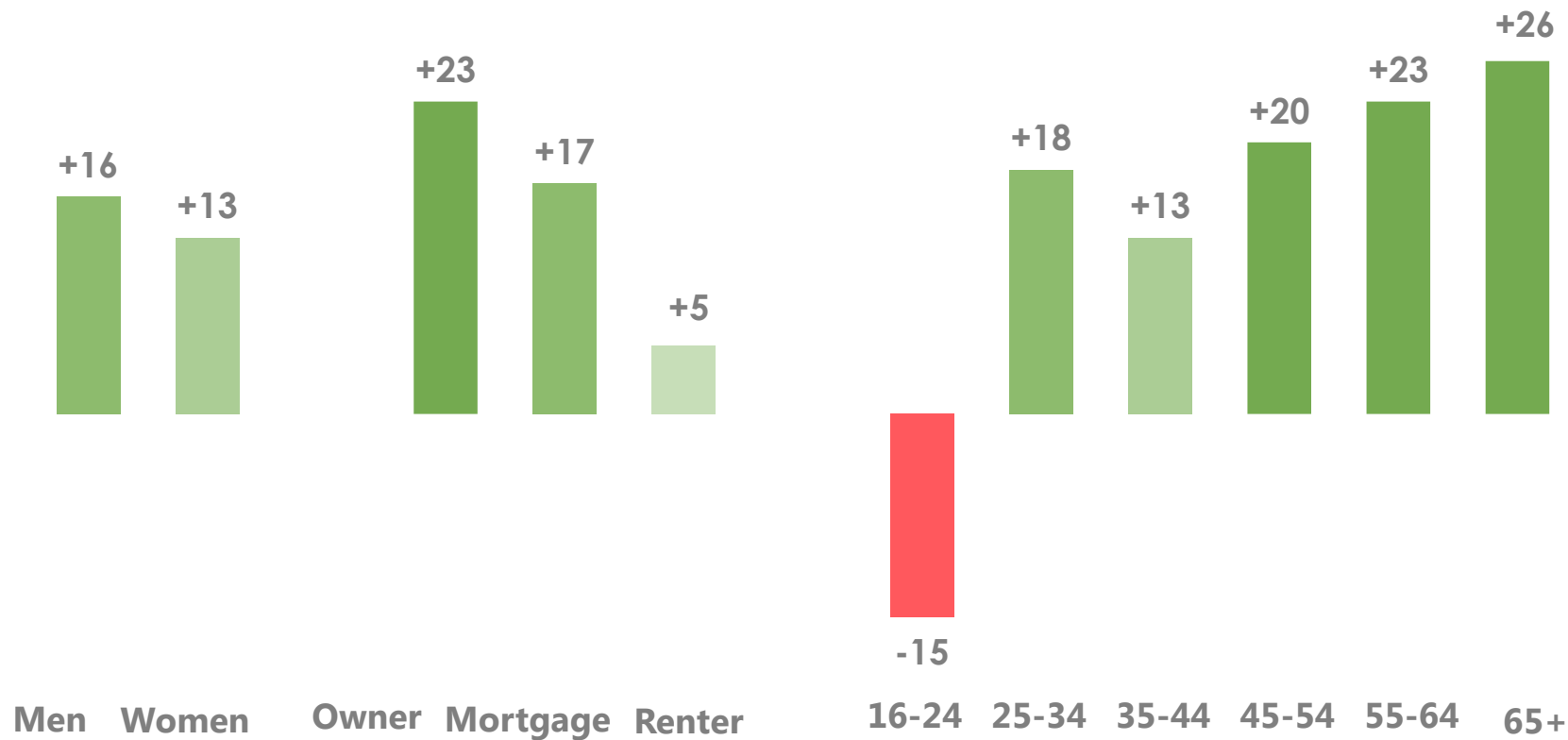
Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# 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



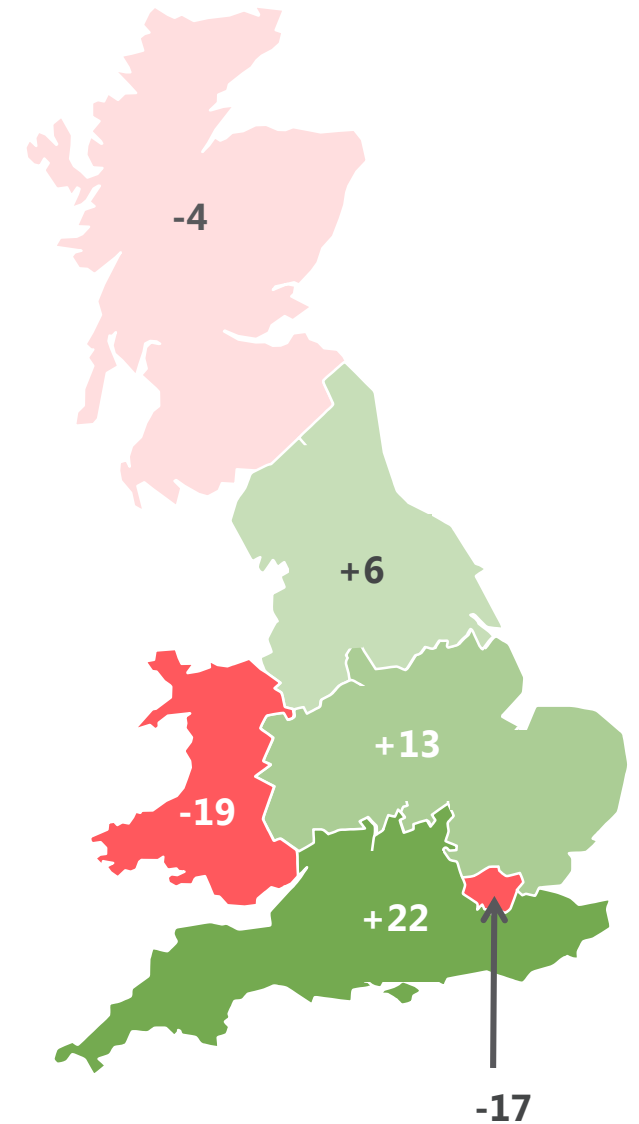
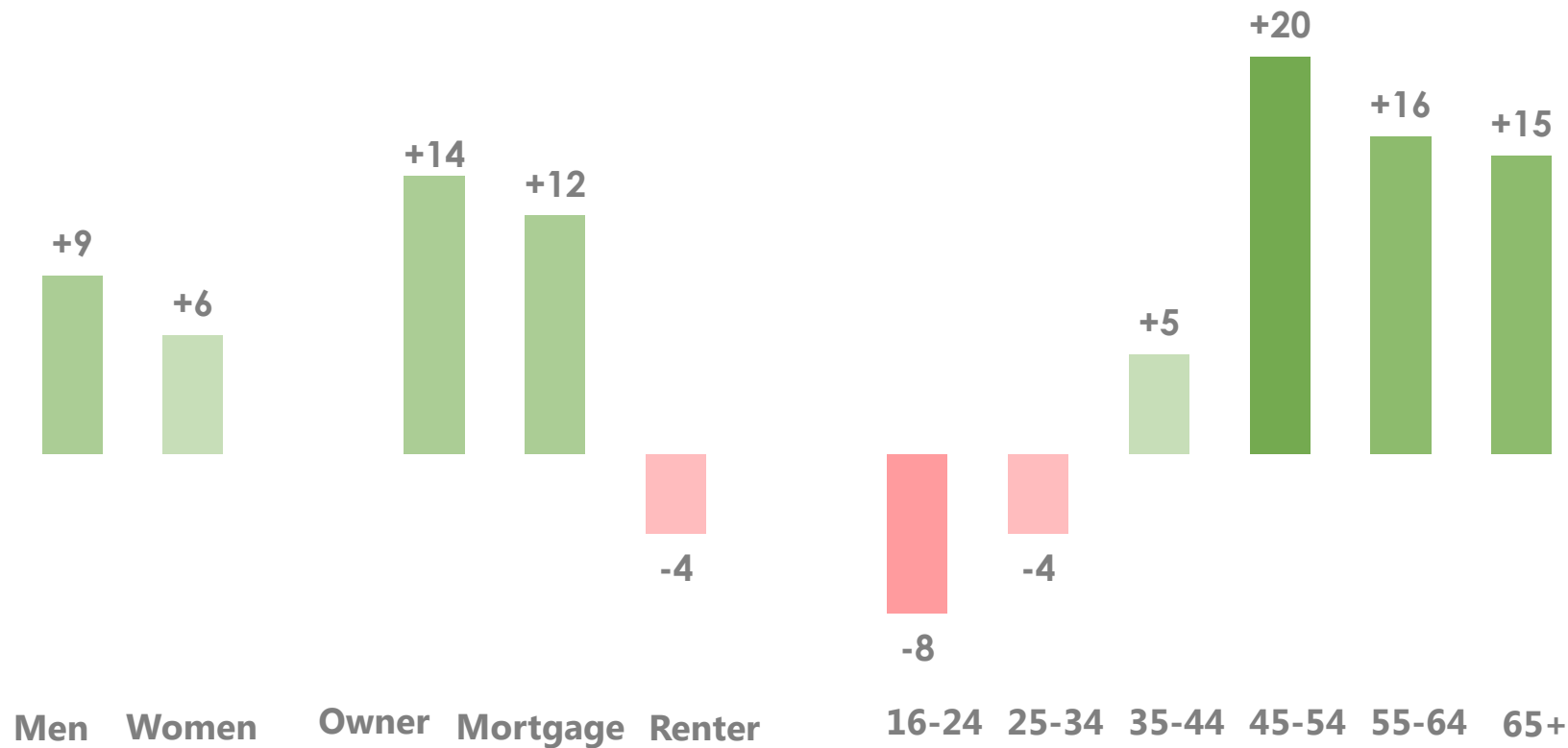
Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# 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

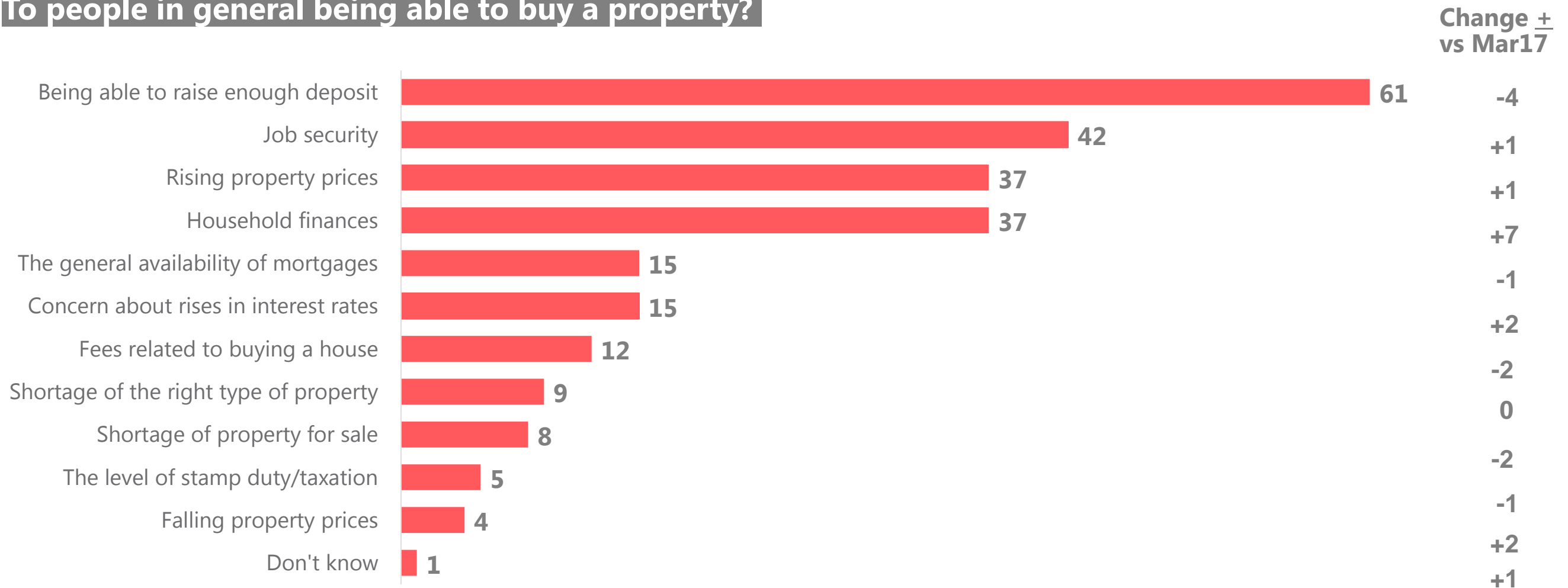


Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# 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?

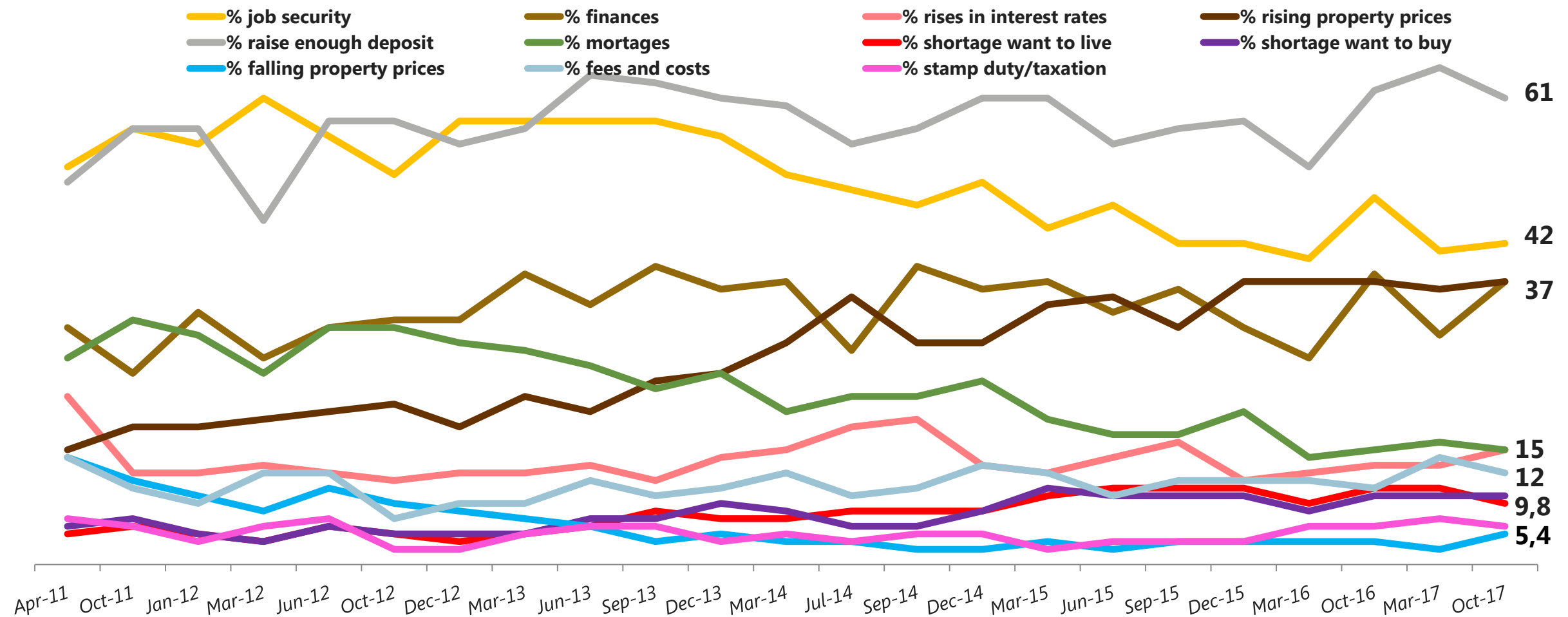


Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# 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: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker



# THE HOUSING MARKET CONFIDENCE TRACKER

## Additional questions

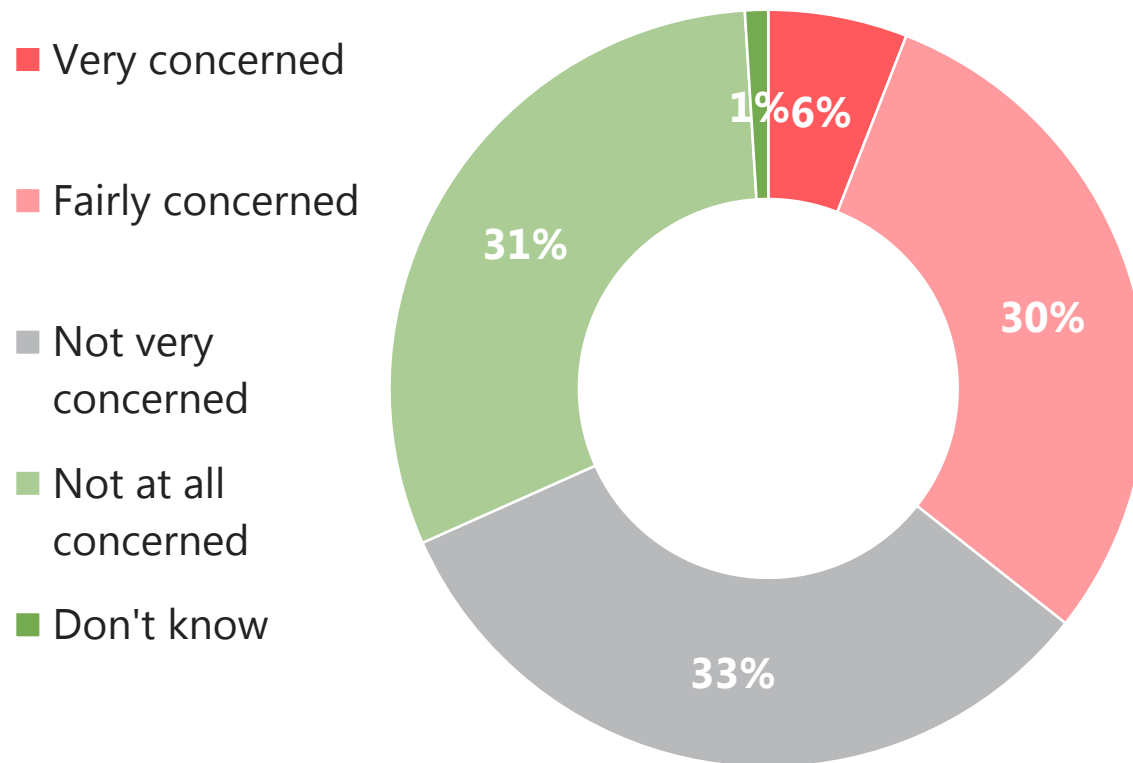


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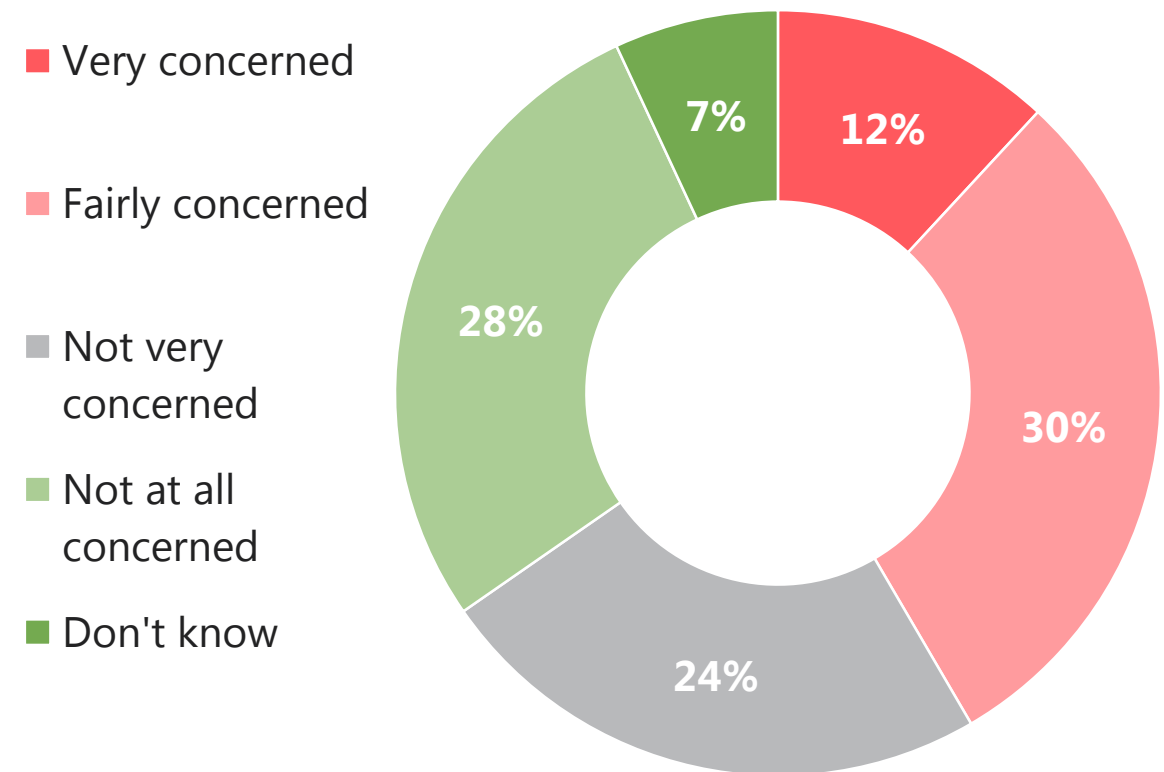
# Mortgage rates

Thinking about the next 12 months, to what extent, if at all, are you concerned about any rise in rates affecting your ability to pay your mortgage payments?\*

2017



2014



Base: 535 mortgage holders 16+, interviewed between 22 September – 1 October 2017 (1,090 in 2014)

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# Regional house prices

Q. Will the average price in 12 months' time here be higher, lower or about the same in...

London	GB	London	Non-London
% higher	70	64	71
% lower	11	19	9

N Eng	GB	N Eng	Non-N Eng
% higher	31	39	28
% lower	17	15	18

S Eng	GB	S Eng	Non-S Eng
% higher	61	65	60
% lower	9	10	9

Mids	GB	Mids	Non-Mids
% higher	37	48	34
% lower	12	8	13

Scotland	GB	Scot	Non-Scot
% higher	26	35	25
% lower	15	16	15

Wales	GB	Wales	Non-Wales
% higher	22	25	22
% lower	17	22	17

Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker



# Regional house prices: trends

Q. Will the average price in 12 months' time here be higher, lower or about the same in...

London	GB	London	Non-London
% higher	-2	-10	-4
% lower	+2	+7	+1

N Eng	GB	N Eng	Non-N Eng
% higher	+1	+3	0
% lower	+1	0	-1

S Eng	GB	S Eng	Non-S Eng
% higher	0	-5	+1
% lower	0	+2	0

Mids	GB	Mids	Non-Mids
% higher	0	+5	-2
% lower	-1	-6	+1

Scotland	GB	Scot	Non-Scot
% higher	-2	-5	-2
% lower	-2	-3	-2

Wales	GB	Wales	Non-Wales
% higher	-1	-11	-1
% lower	-1	-4	-1

Base: 1,968 GB adults 16+, interviewed between 22 September – 1 October 2017 (1,953, 30 Sep- 19 Oct 2016 )

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

# Further information

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