



THE HOUSING MARKET CONFIDENCE TRACKER

Q1 2018

SlideShare summary



Ipsos MORI
Social Research Institute

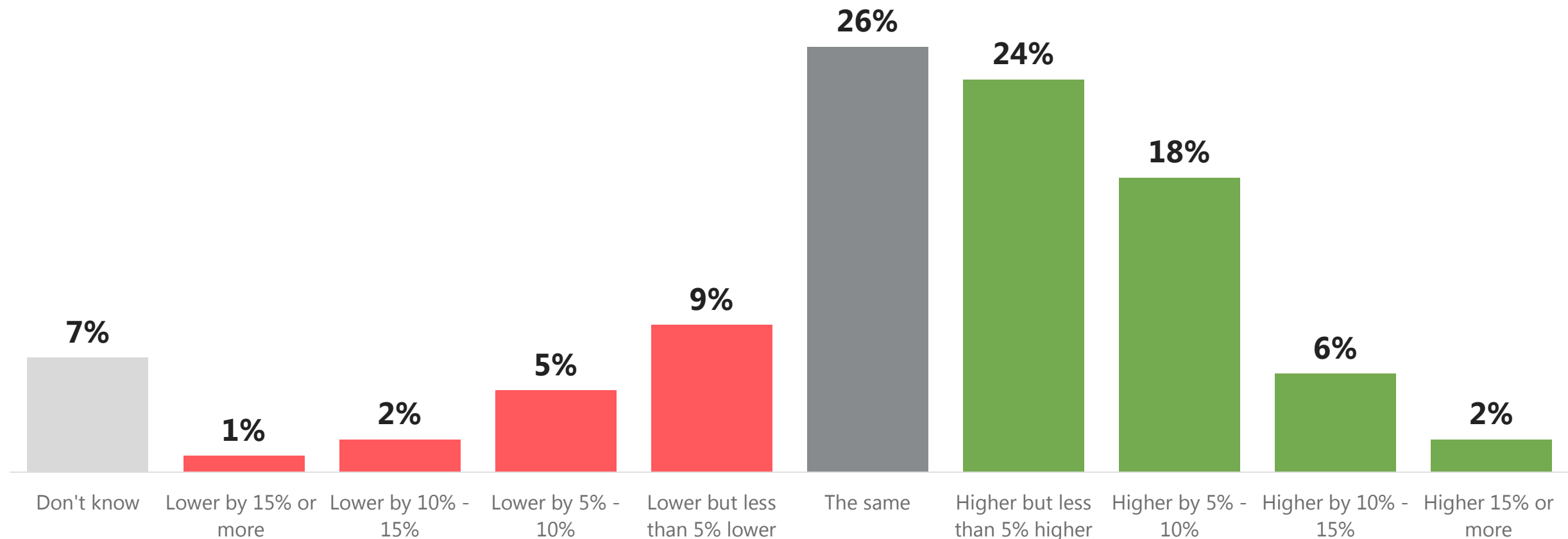


House Price Outlook (HPO)

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 = £224,353



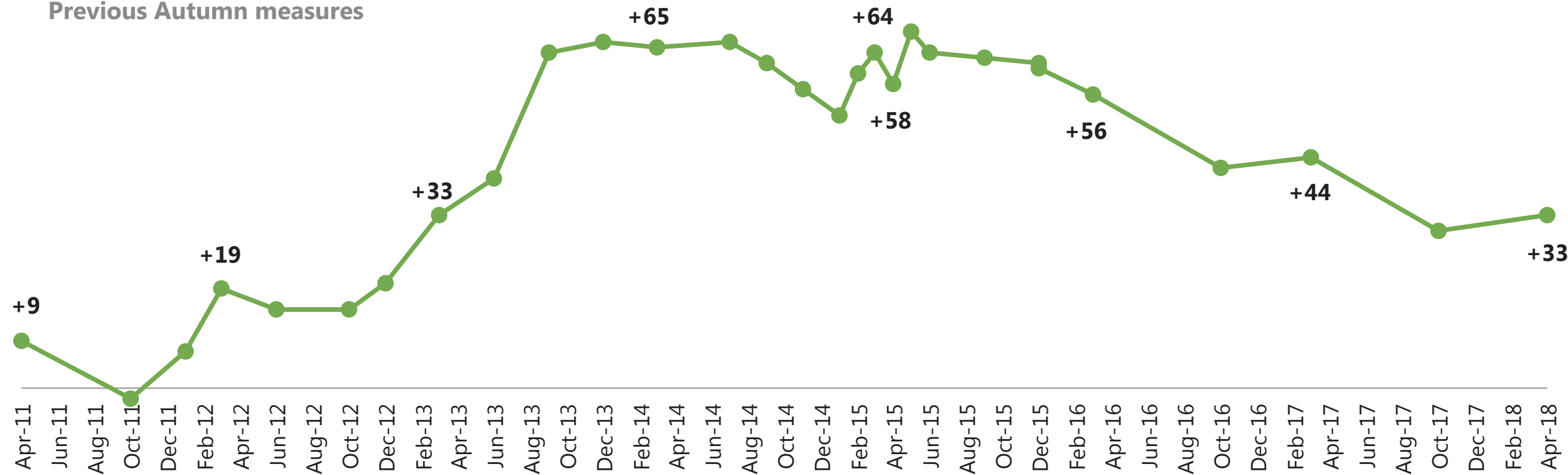
Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

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: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

HPO and EOI trends

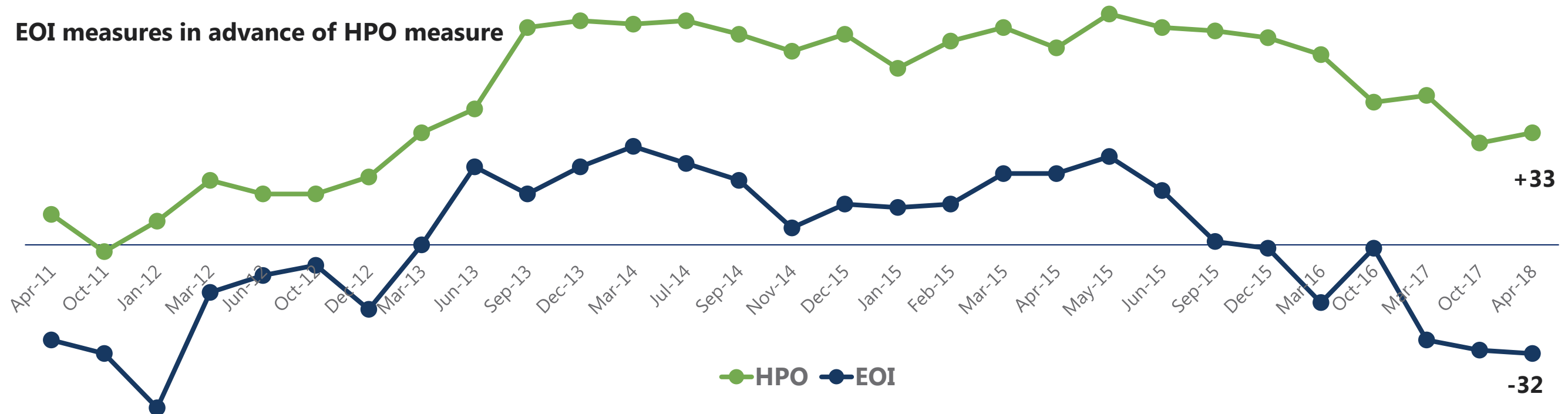
Do you think the average property price in the UK will be higher or lower in 12 months time or will it be the same?

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

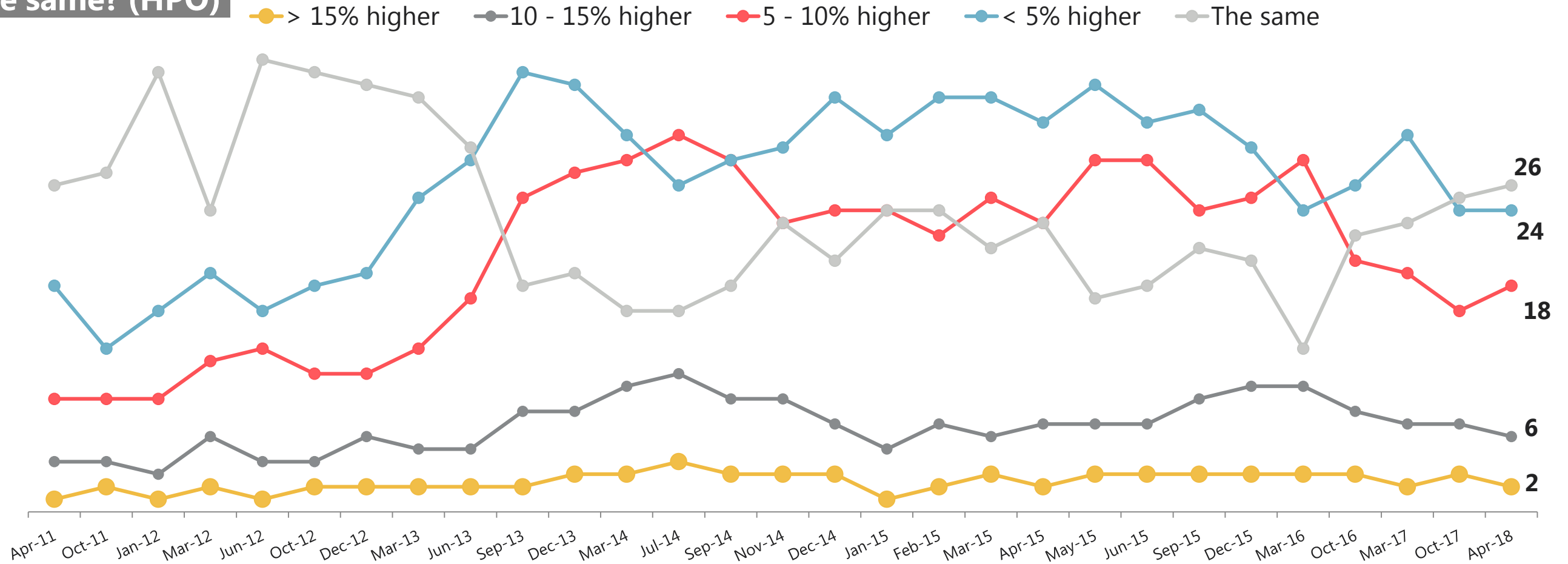


Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker
EOI - Ipsos MORI (2-7 March 2018)

'Higher' 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)

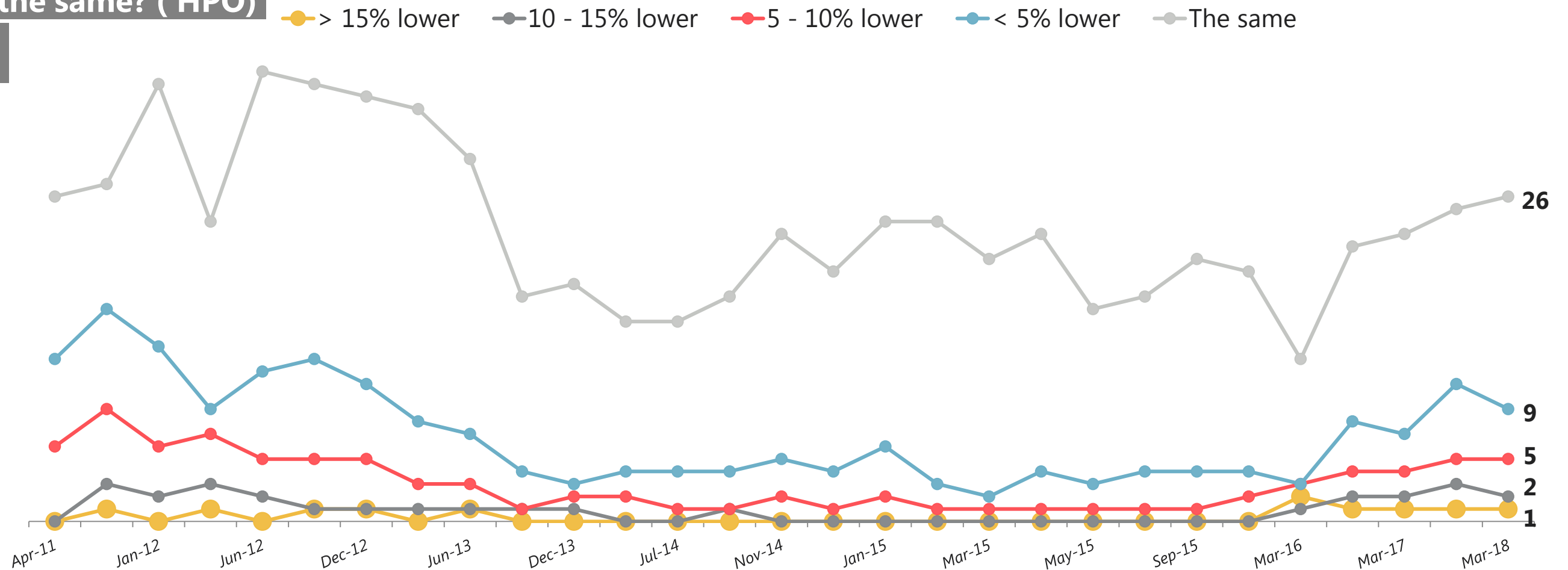


Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

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)



Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

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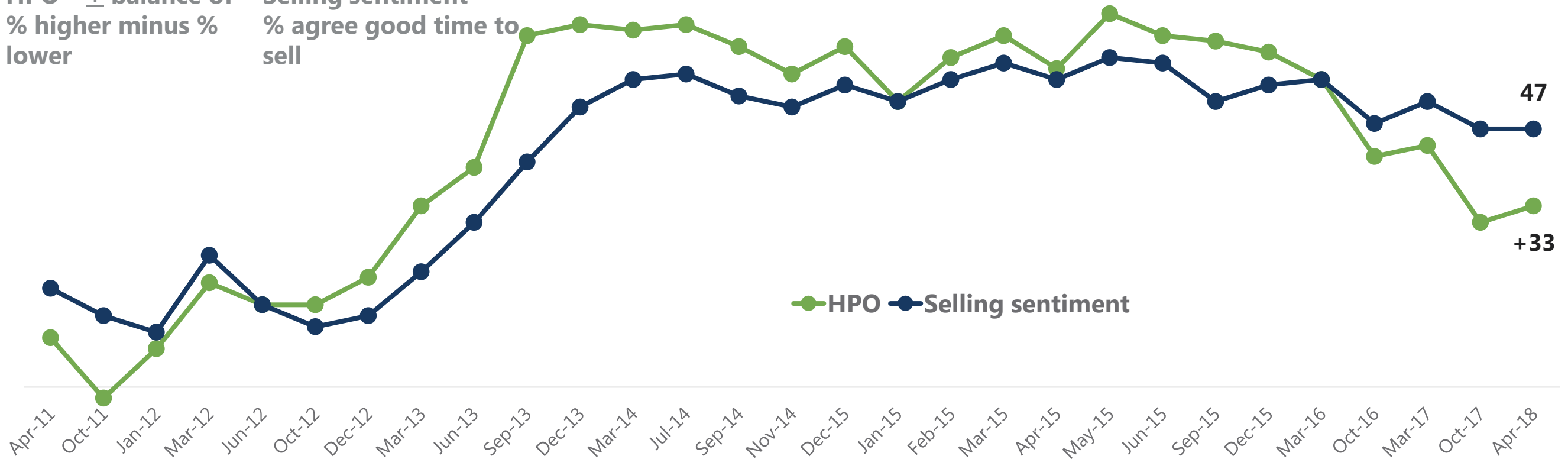
HPO and selling sentiment

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

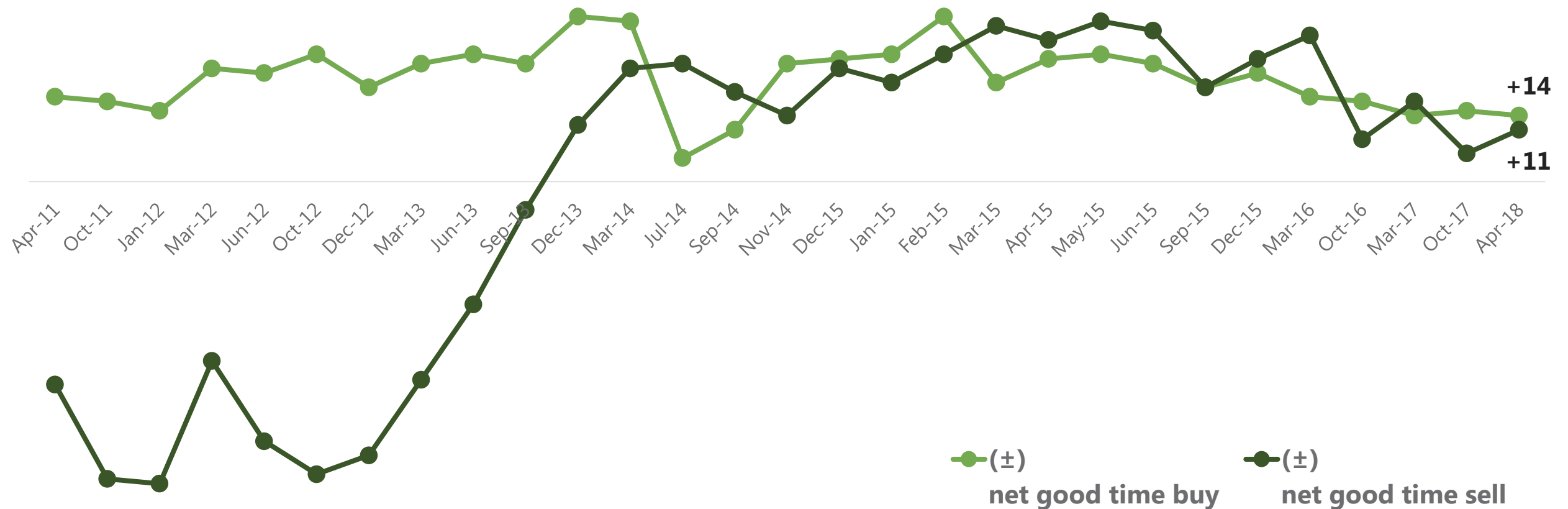


Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

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?

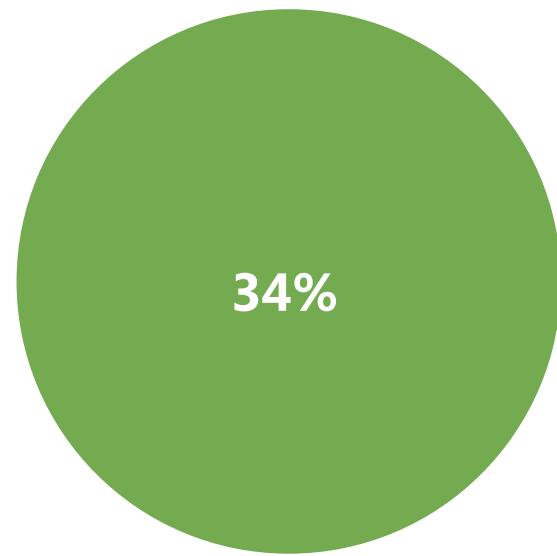


Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

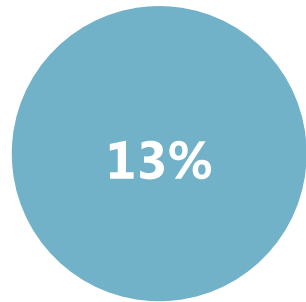
Buying/selling sentiment combined

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?



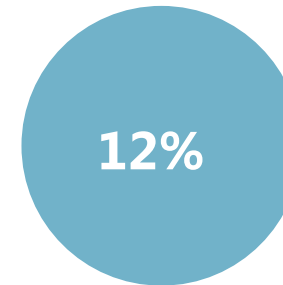
**Good time buy/
good time sell**

+1



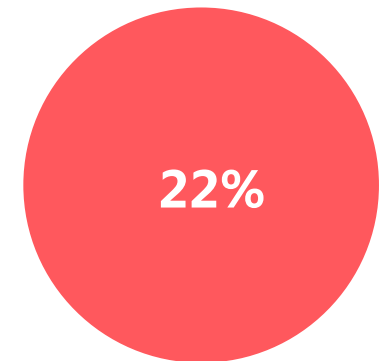
**Good time buy/
bad time sell**

-4



**Bad time buy/
good time sell**

-2



**Bad time buy/
bad time sell**

0

**± change vs
Oct 2017**

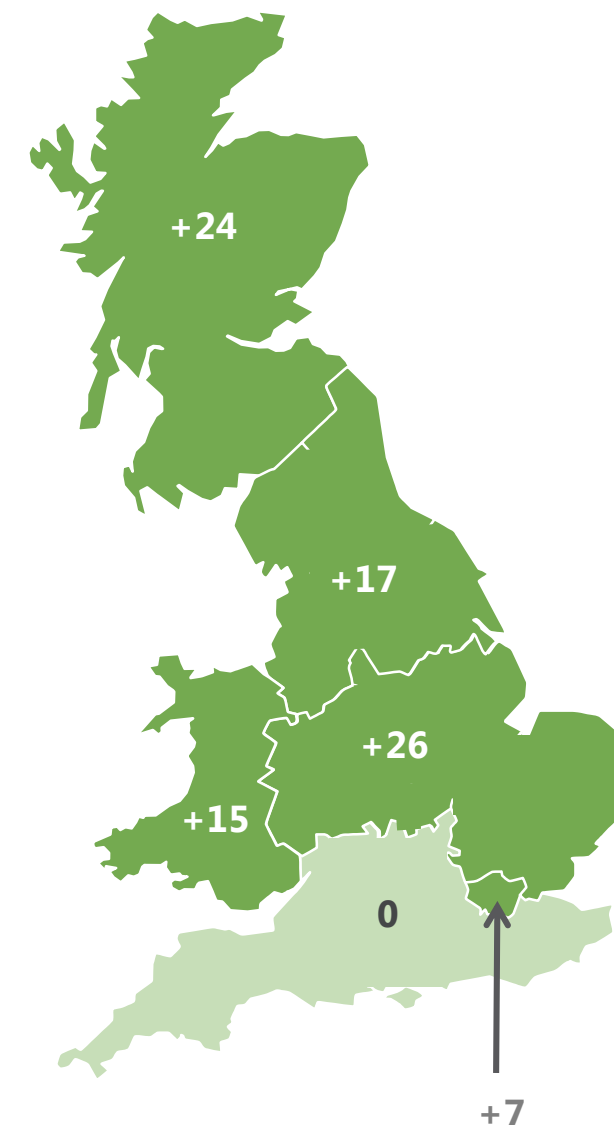
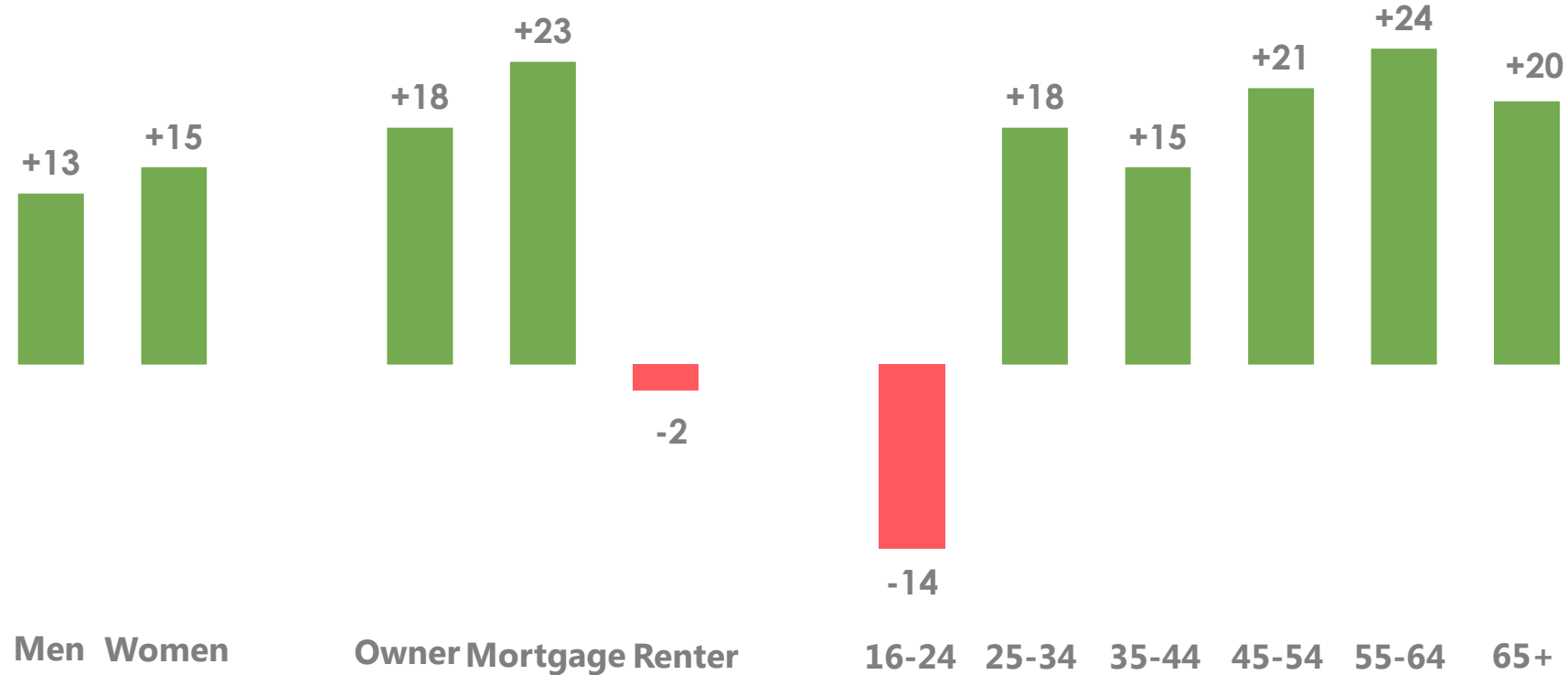
Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

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



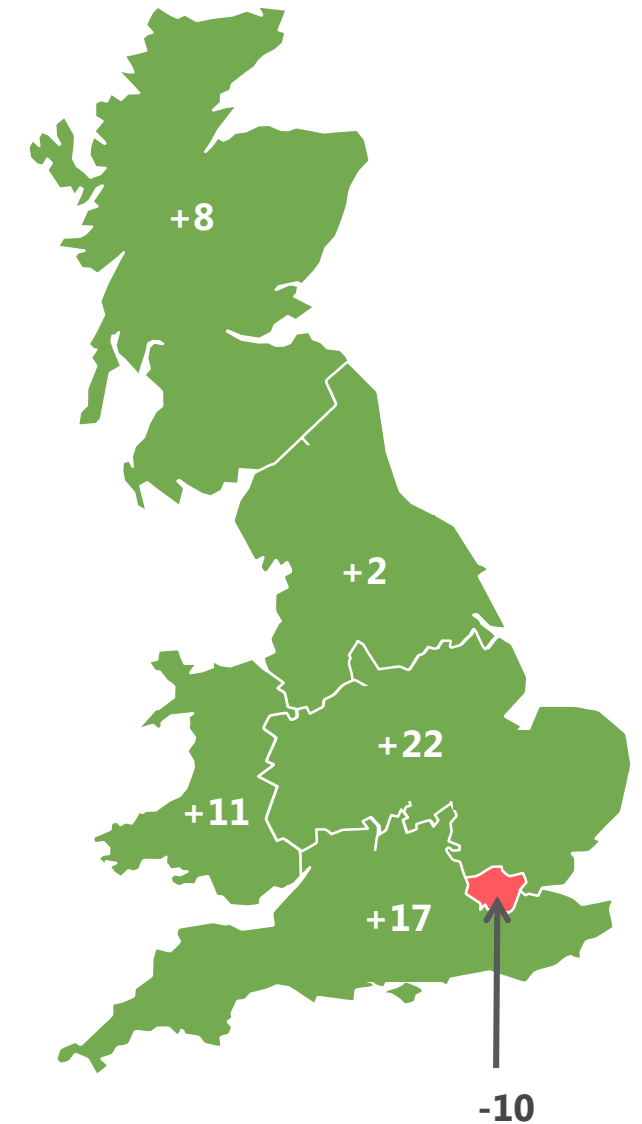
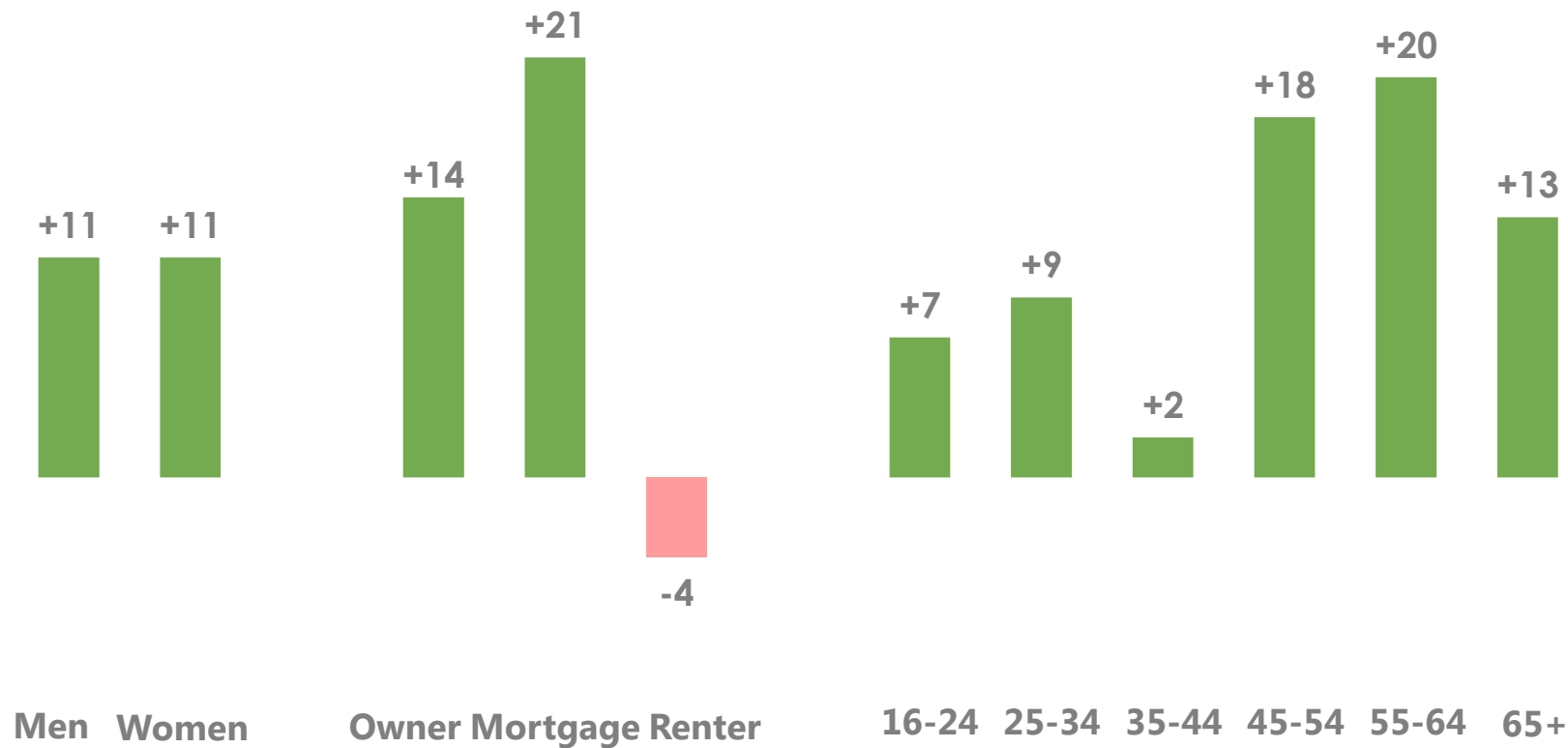
Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

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

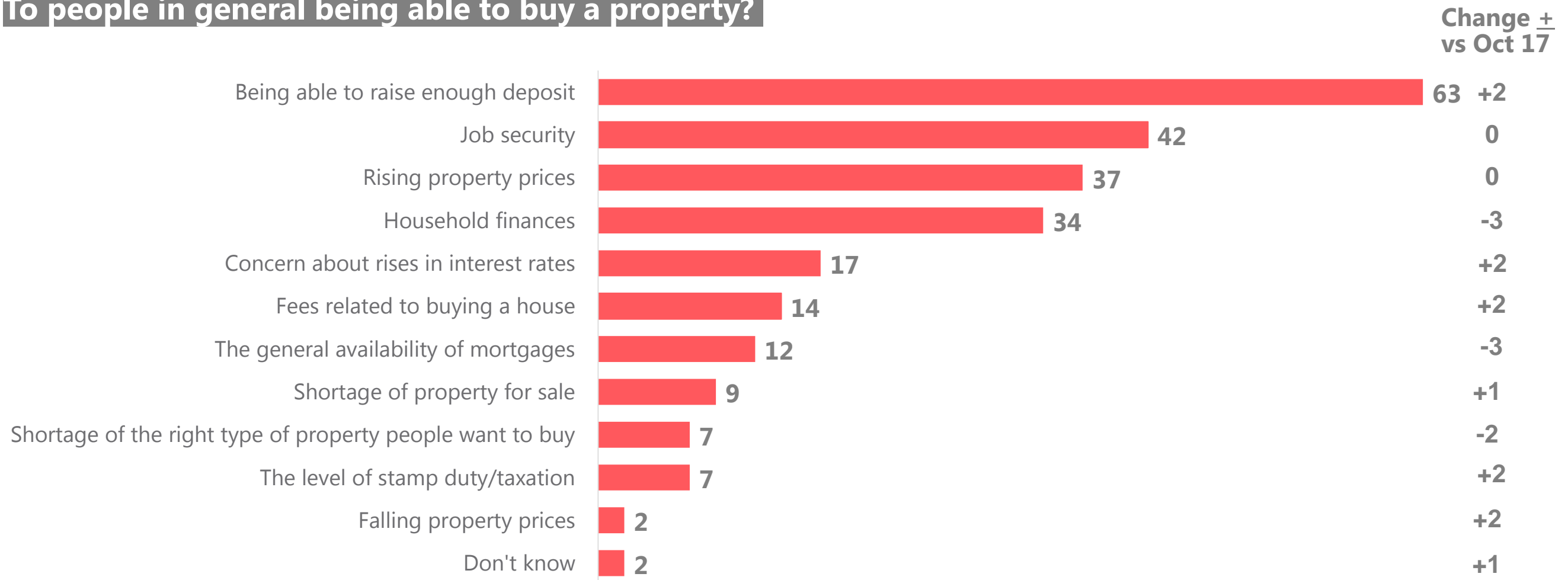


Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

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?

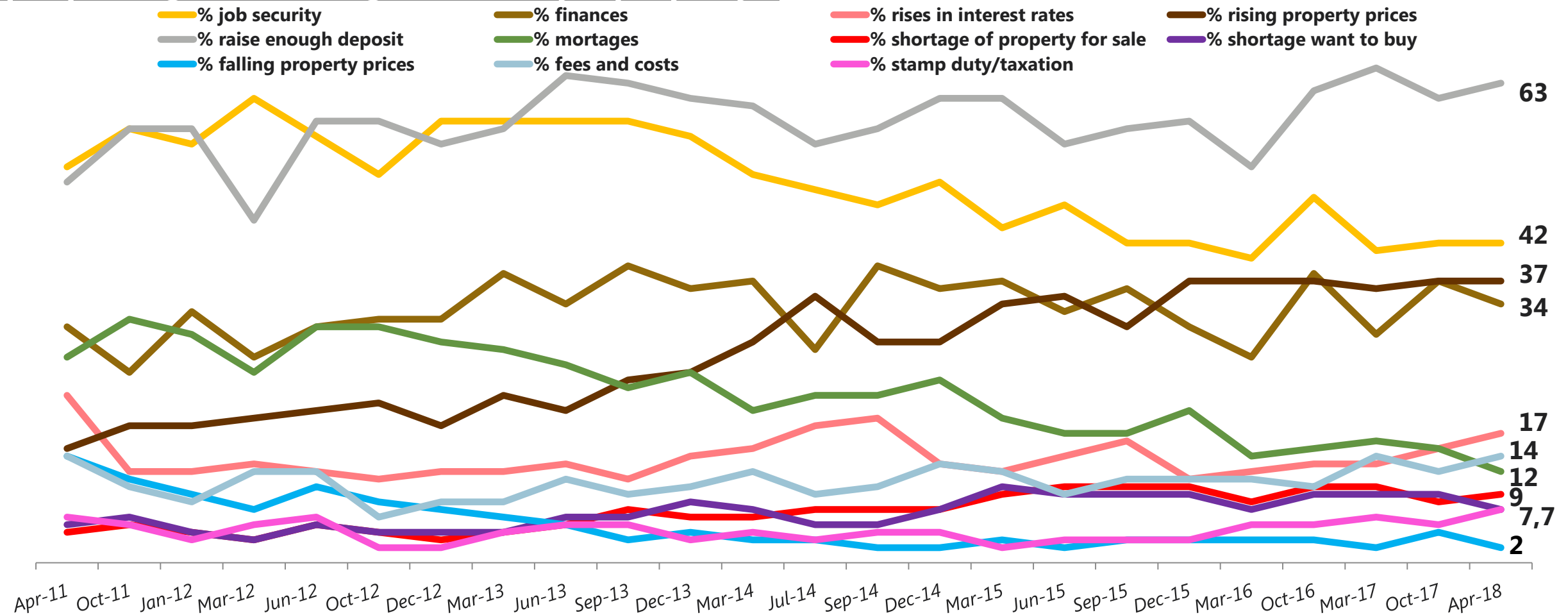


Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

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?

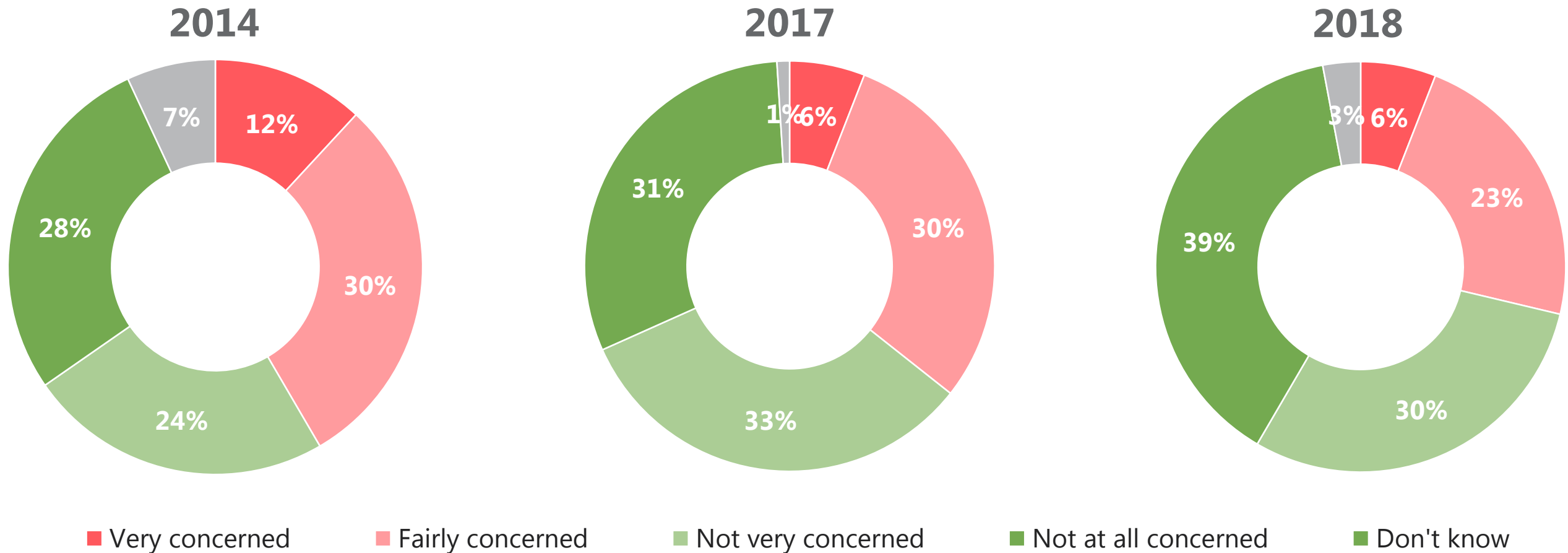


Base: 1,993 GB adults 16+, interviewed between 16 March – 11 April 2018

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

Mortgage rates

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

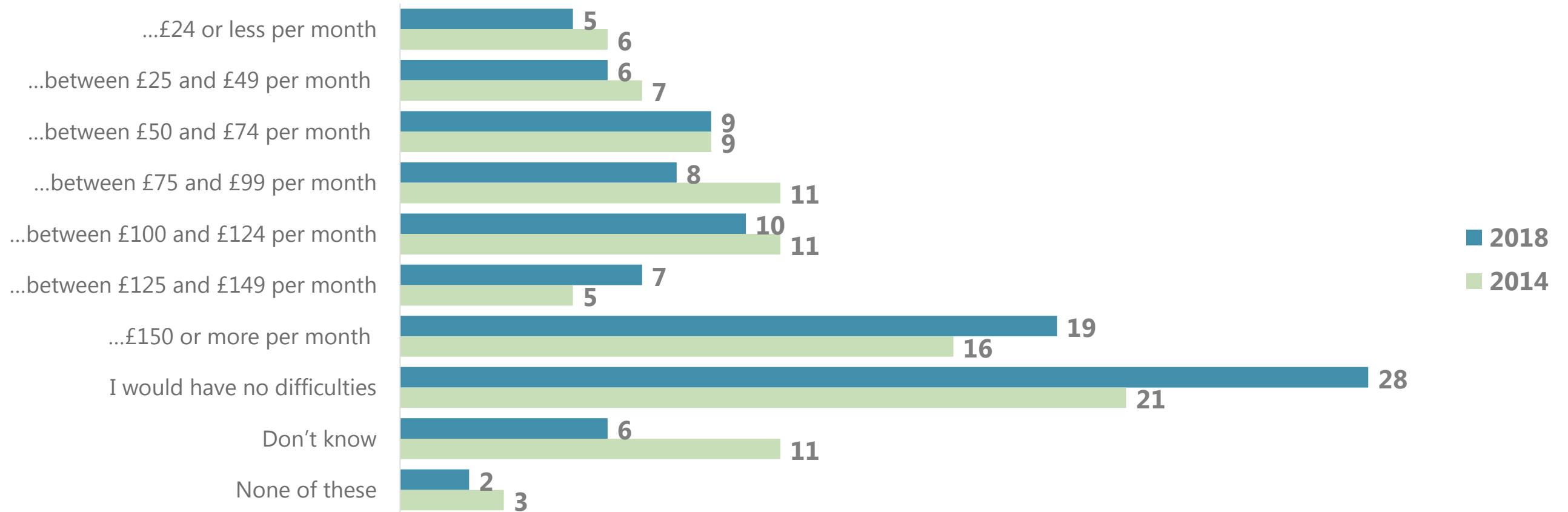


Base: 527 mortgage holders, interviewed between 16 March – 11 April 2018

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

Mortgage rates

What is the smallest amount your monthly mortgage repayments would have to increase for you to find it difficult to afford it? I would find it difficult to afford my monthly mortgage payments if they went up by...



Base: 527 mortgage holders, interviewed between 16 March – 11 April 2018

Source: Halifax/Ipsos MORI Housing Market Confidence Tracker

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