

# Housing Market Tracking Survey

Q1 2019

SlideShare summary



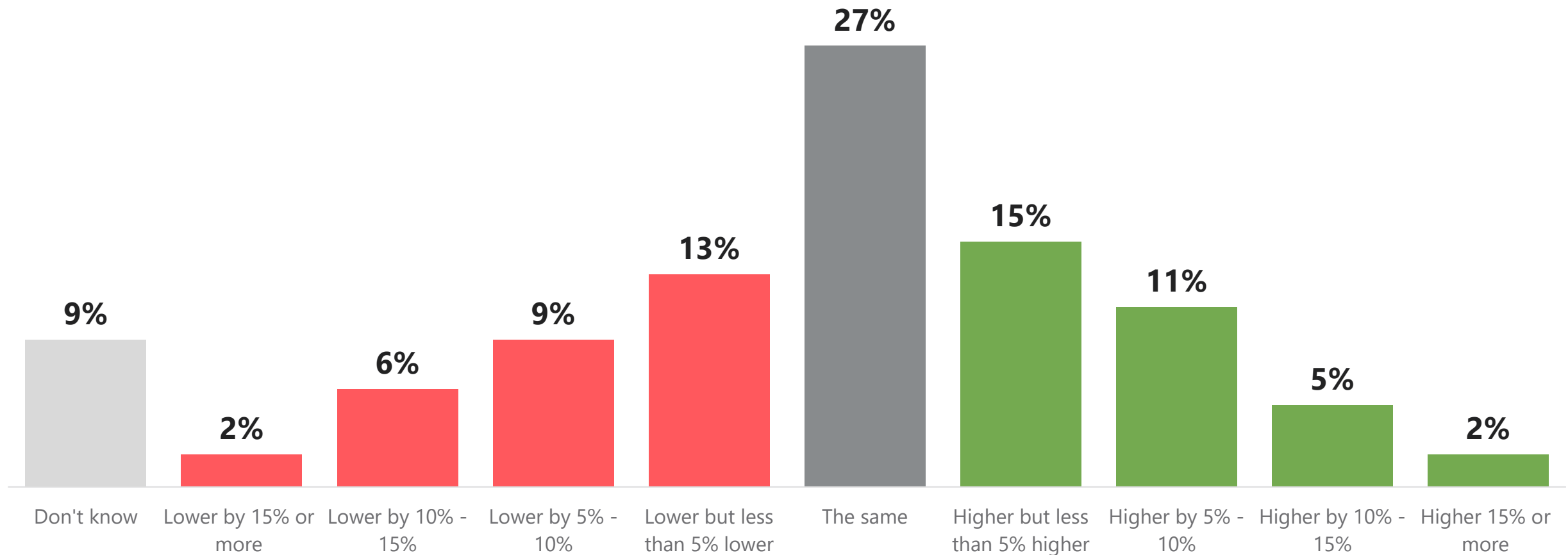
Ipsos MORI  
Social Research Institute



# 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 = £223,691



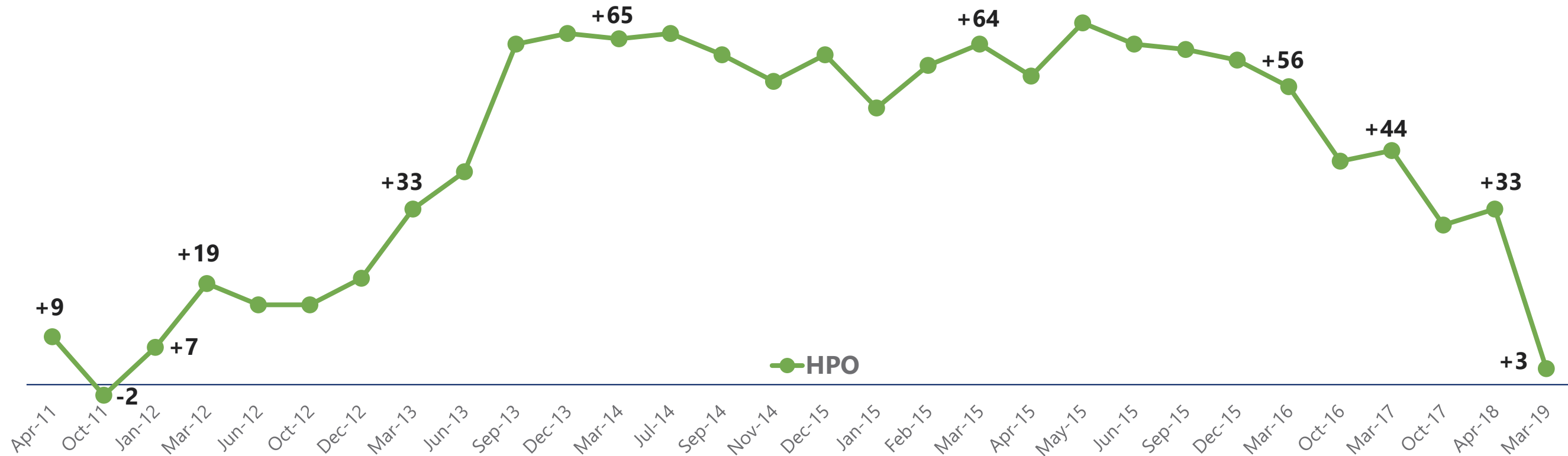
Base: 1,099 GB adults 16+, interviewed between 8-25 March 2019

Source: Ipsos MORI

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



Base: 1,099 GB adults 16+, interviewed between 8-25 March 2019

# HPO and EOI trends

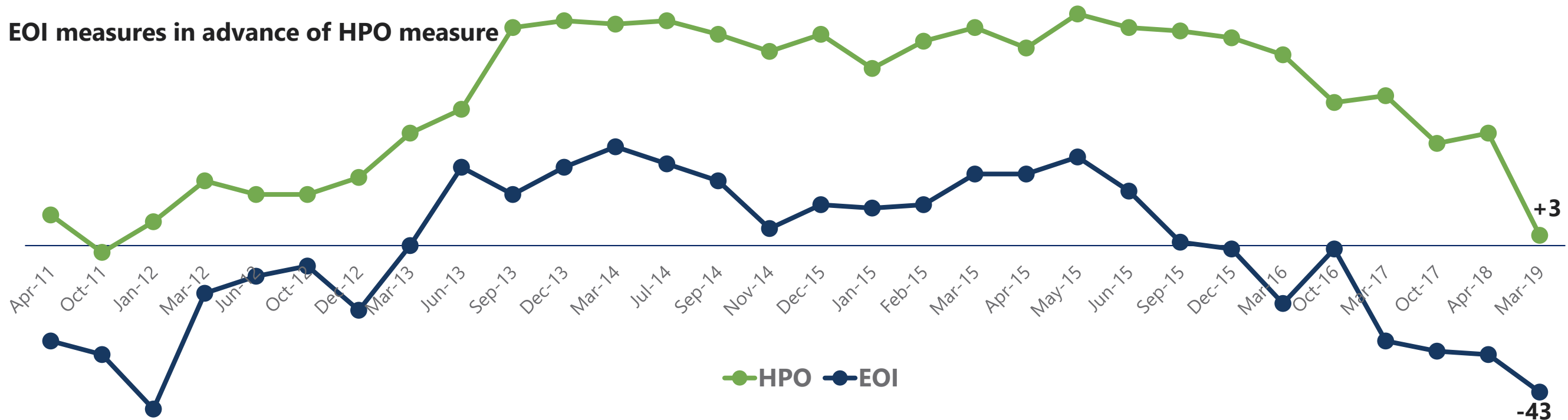
Do you think the average property price in the UK will be higher or lower in 12 months time or will it be the same?

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 (+)

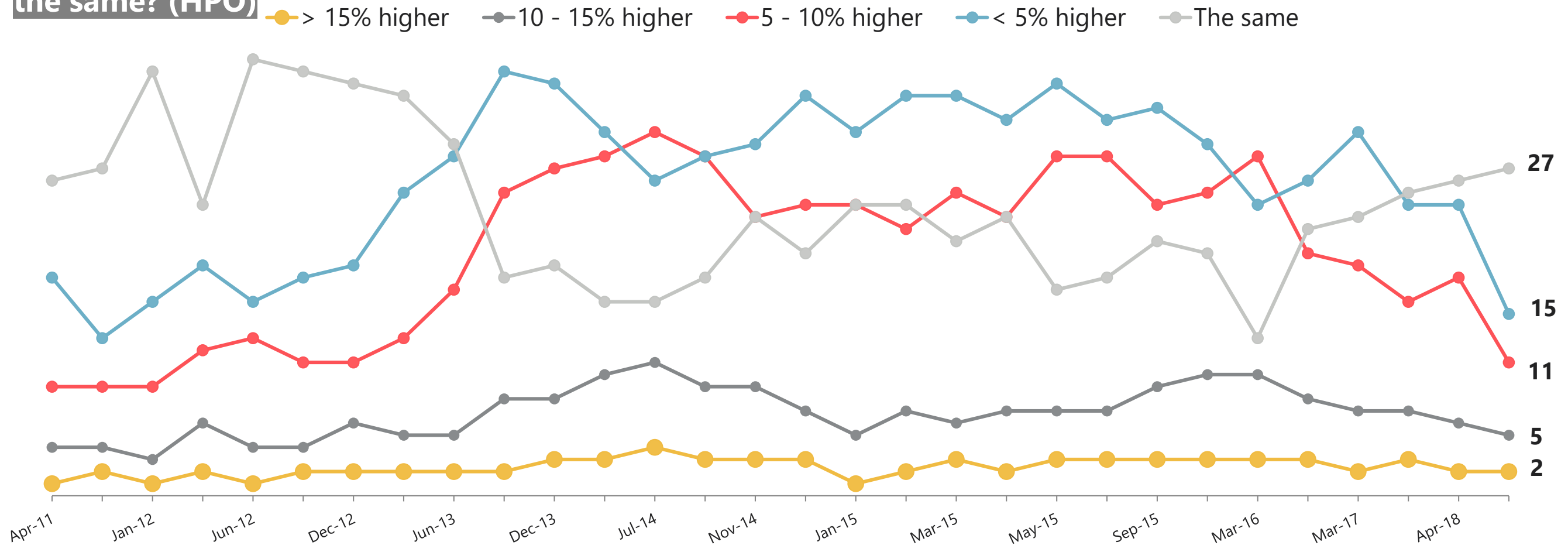
EOI measures in advance of HPO measure



Base: 1,099 GB adults 16+, interviewed between 8-25 March 2019

# '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)



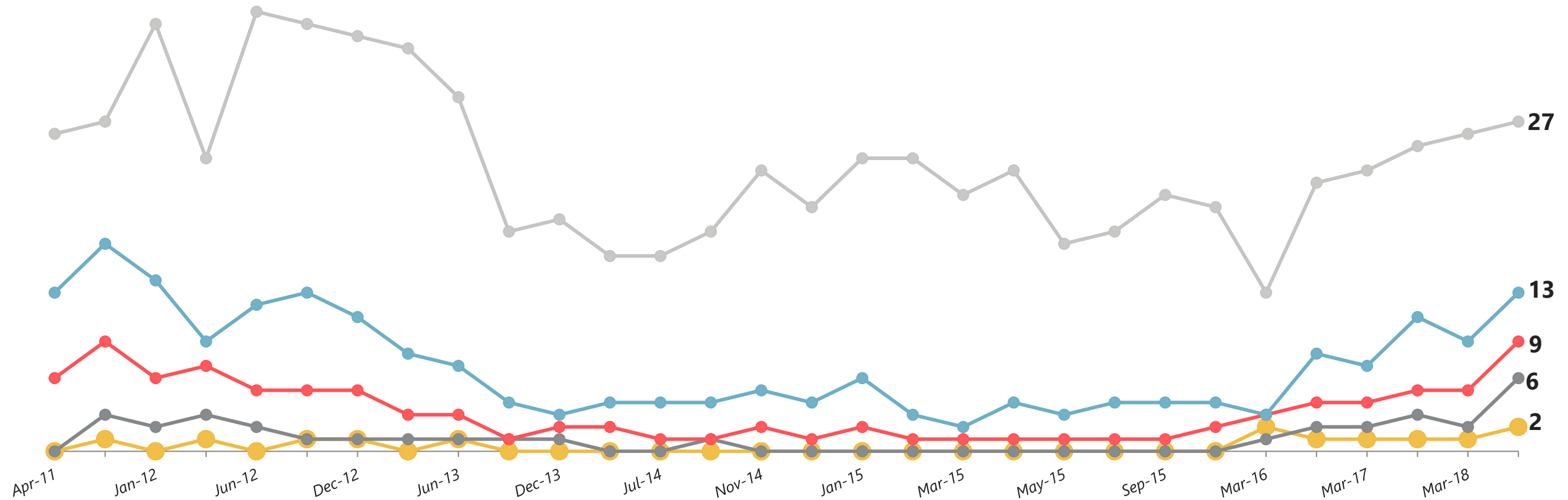
Base: 1,009 GB adults 16+, interviewed between 8-25 March 2019

Source: Ipsos MORI

# '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)

● > 15% lower   ● 10 - 15% lower   ● 5 - 10% lower   ● < 5% lower   ● The same

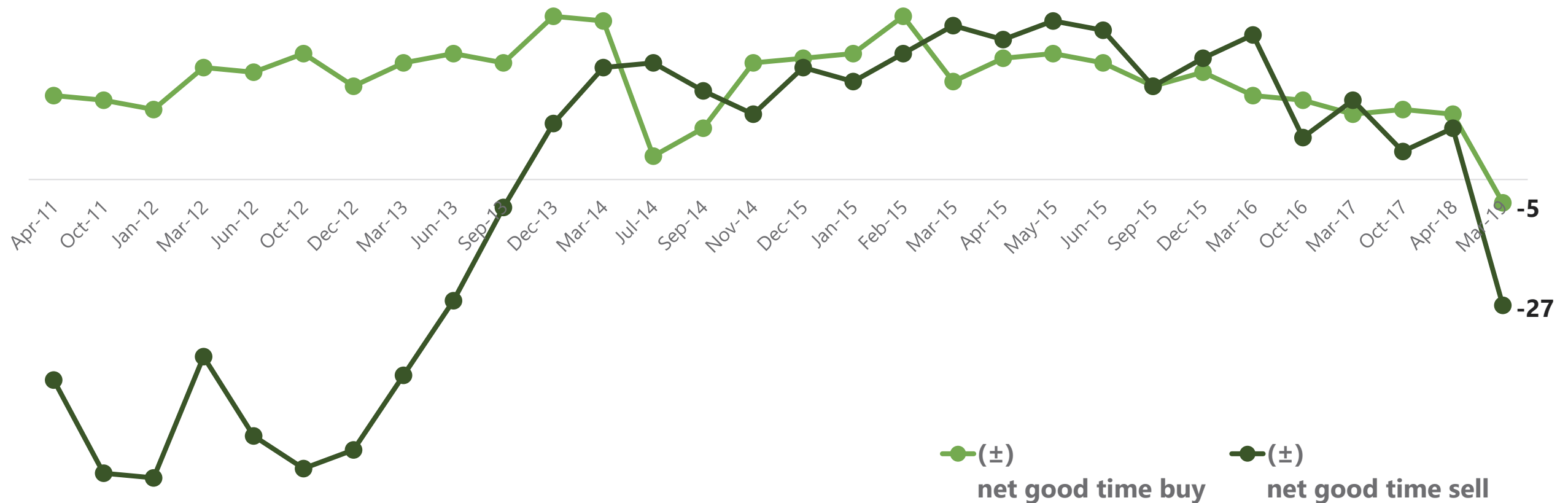


Base: 1,009 GB adults 16+, interviewed between 8-25 March 2019

Source: Ipsos MORI

# 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: 1,009 GB adults 16+, interviewed between 8-25 March 2019

Source: Ipsos MORI

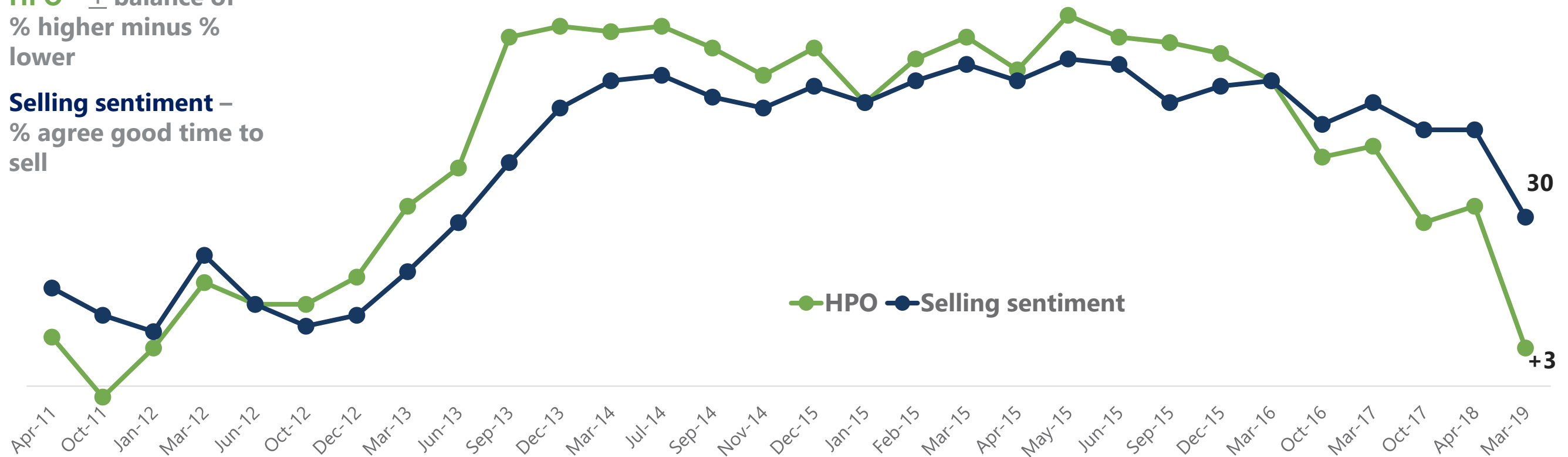
# HPO and selling sentiment

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



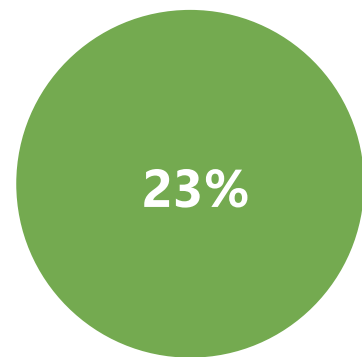
Base: 1,009 GB adults 16+, interviewed between 8-25 March 2019

Source: Ipsos MORI

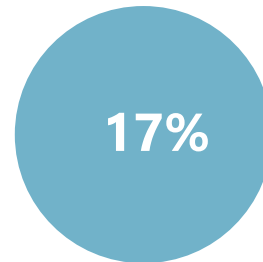


# Buying/selling sentiment combined

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?



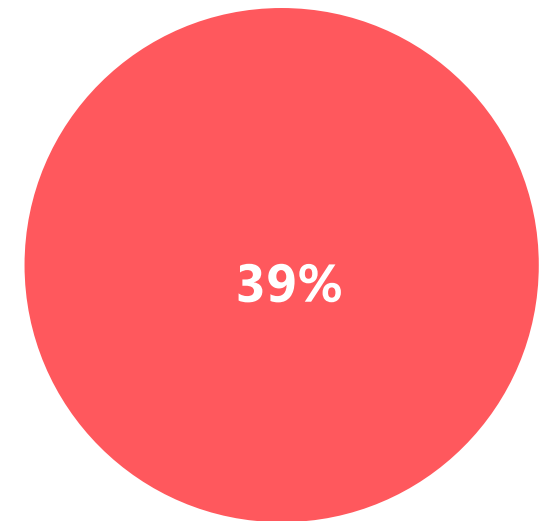
Good time buy/  
good time sell



Good time buy/  
bad time sell



Bad time buy/  
good time sell



Bad time buy/  
bad time sell

**± change vs  
April 2018**

**-11**

**+4**

**-6**

**+17**

Base: 1,009 GB adults 16+, interviewed between 8-25 March 2019

Source: Ipsos MORI





# Further information:

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