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# Housing Market Outlook

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16<sup>th</sup> November 2020

- **Pricing & Activity**
- **New Homes trends**
- **Outlook**

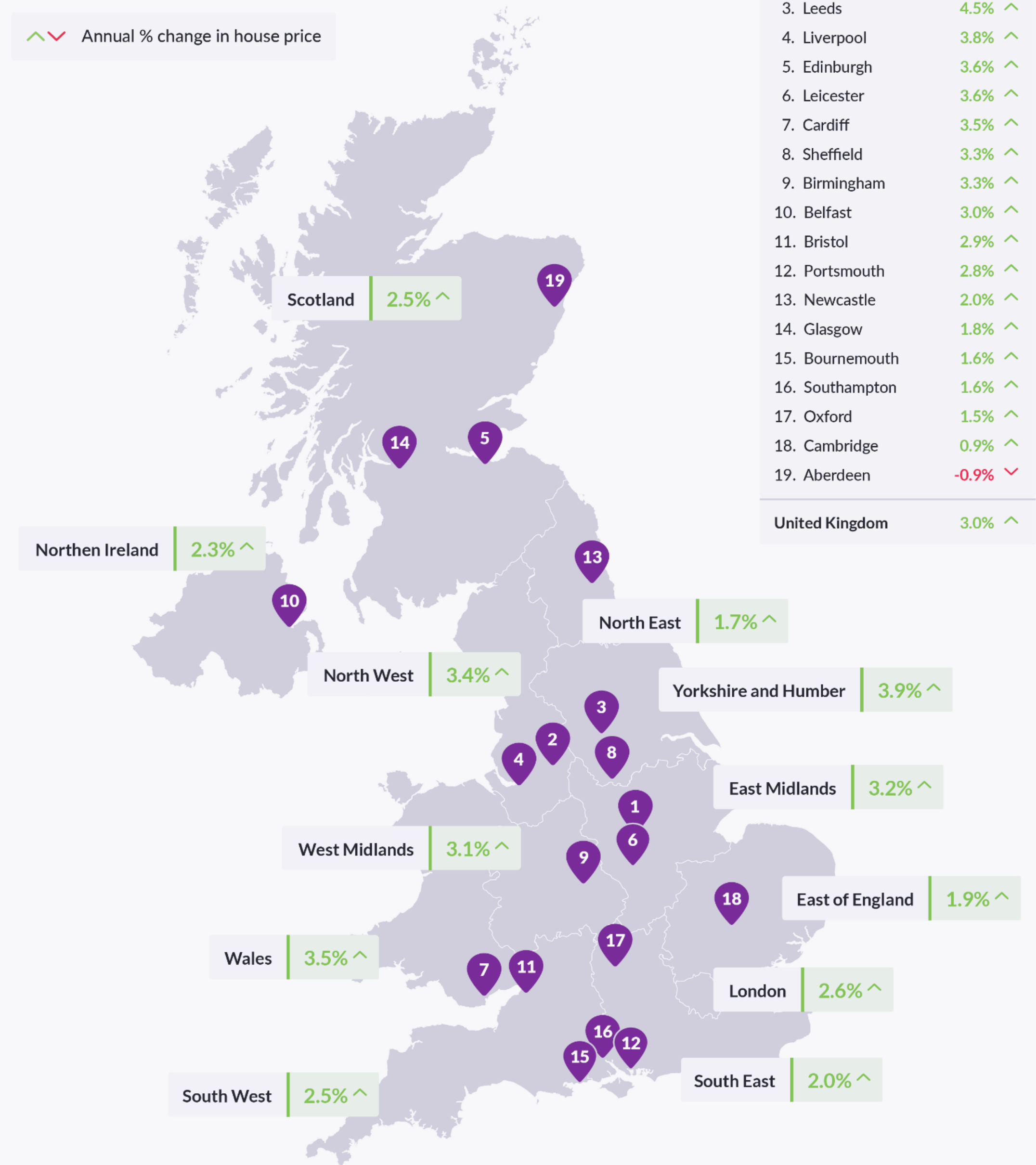
# House Prices

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September Index 2020  
(Published October 2020)

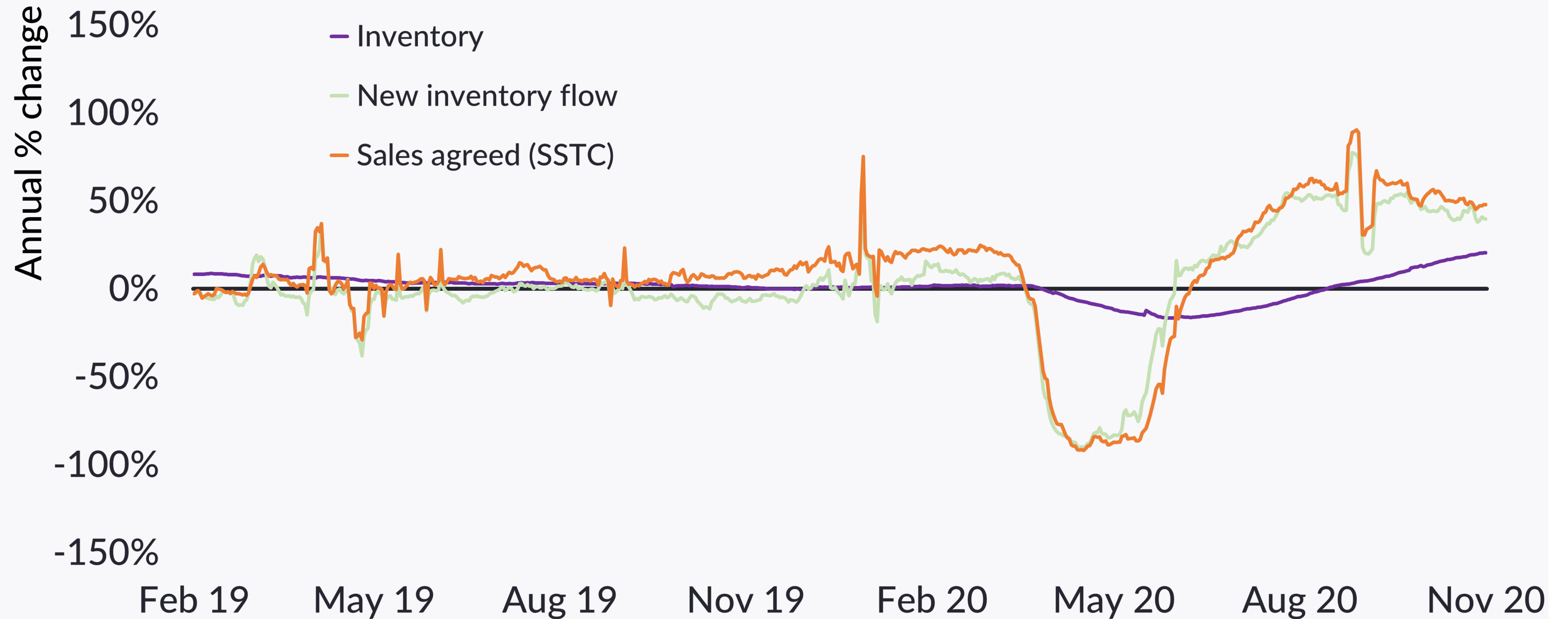
Source: Zoopla House Price Index

▲ ▼ Annual % change in house price



City	Annual % change in house price
1. Nottingham	5.1% ▲
2. Manchester	4.6% ▲
3. Leeds	4.5% ▲
4. Liverpool	3.8% ▲
5. Edinburgh	3.6% ▲
6. Leicester	3.6% ▲
7. Cardiff	3.5% ▲
8. Sheffield	3.3% ▲
9. Birmingham	3.3% ▲
10. Belfast	3.0% ▲
11. Bristol	2.9% ▲
12. Portsmouth	2.8% ▲
13. Newcastle	2.0% ▲
14. Glasgow	1.8% ▲
15. Bournemouth	1.6% ▲
16. Southampton	1.6% ▲
17. Oxford	1.5% ▲
18. Cambridge	0.9% ▲
19. Aberdeen	-0.9% ▼
United Kingdom	3.0% ▲

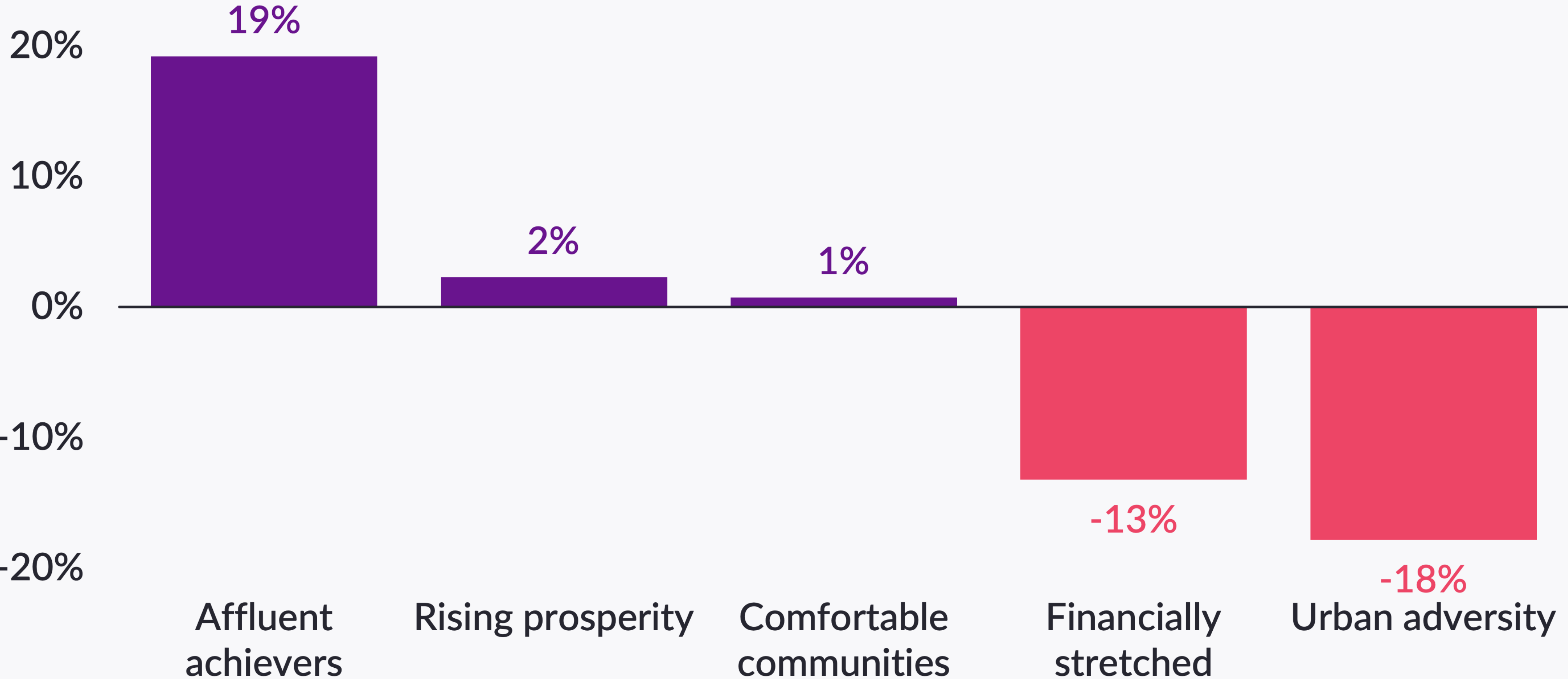
# Sales market activity in context



Source: Zoopla Research

7-day rolling, yoy change, ex new homes and overseas

# Most sales agreed in wealthier demographics this autumn

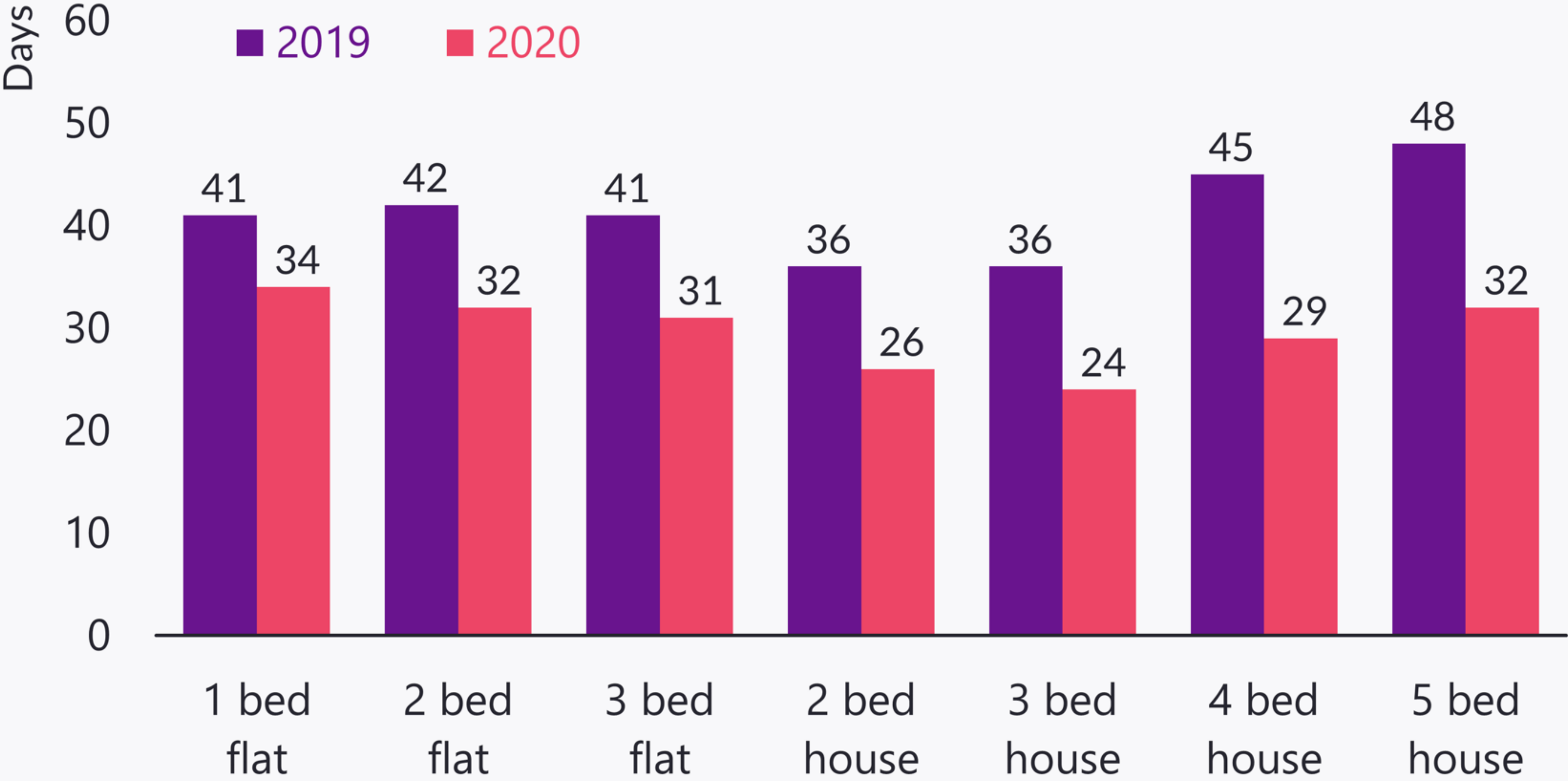


Source: Zoopla Research/CACI

Change in mix of sales over Sept/Oct 2020 v 5 year ave.

# Houses sell faster than flats as priorities change

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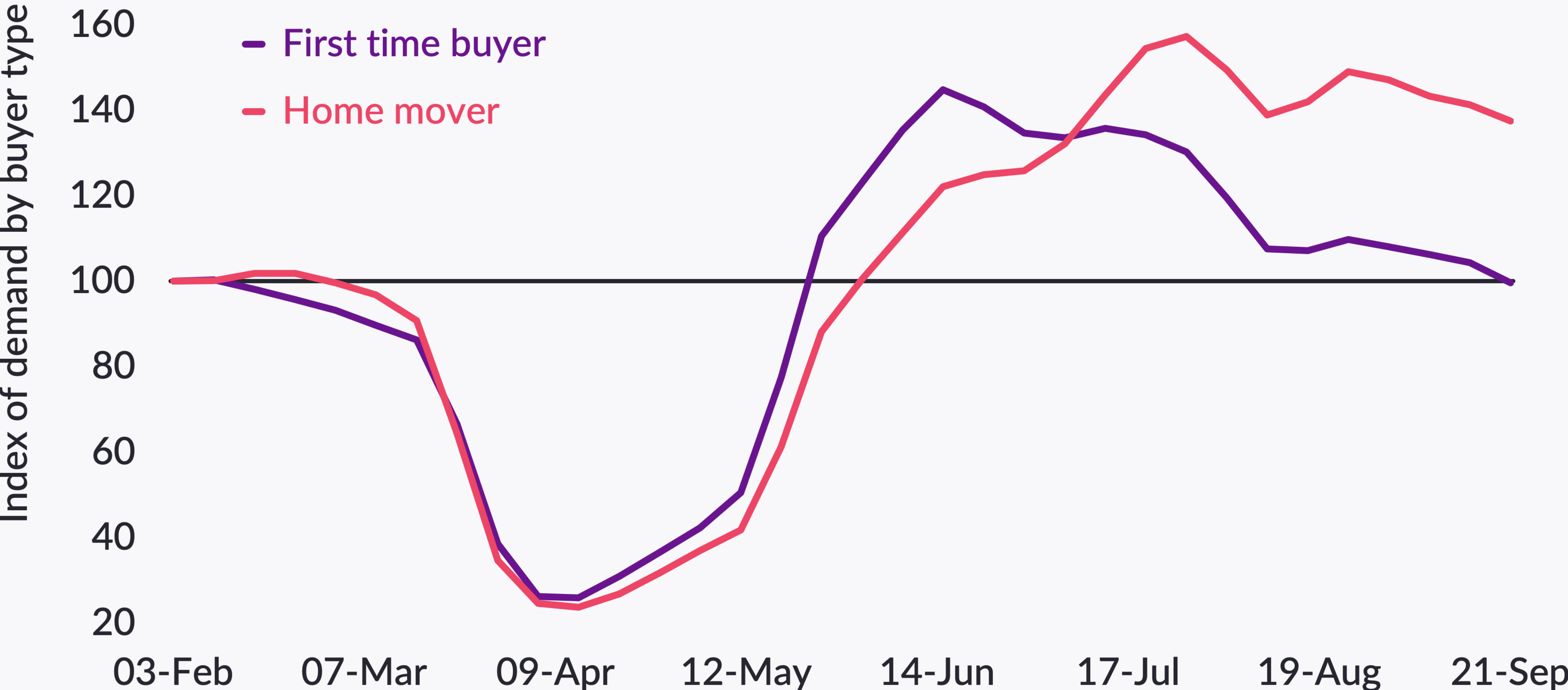


Source: Zoopla House Price Index

Time to sell for homes sold since 13/5/20 compared to same period in 2019

# First time buyer demand is slowing

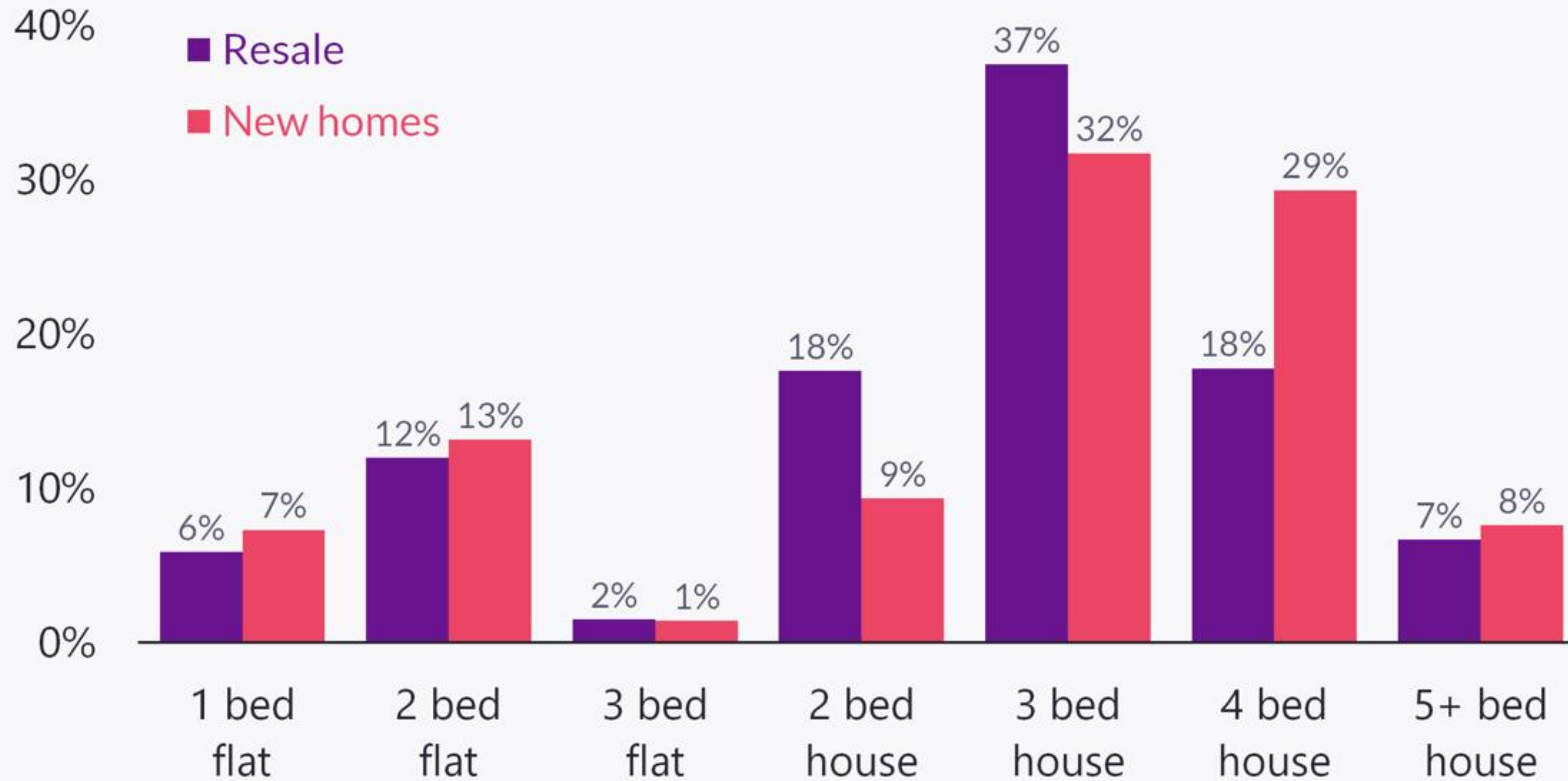
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Source: Zoopla House Price Index

Index of housing demand by type - rolling weekly

## Profile of supply - new homes and resale market



Source: Zoopla Research

2020Q3 UK ex. London



# Help to Buy boosts buying power for 4 bed homes



Source: Zoopla Research

## New build prices and Help to Buy price caps



Source: Zoopla Research

**5.7 miles**

Average distance of new homes applicant from site

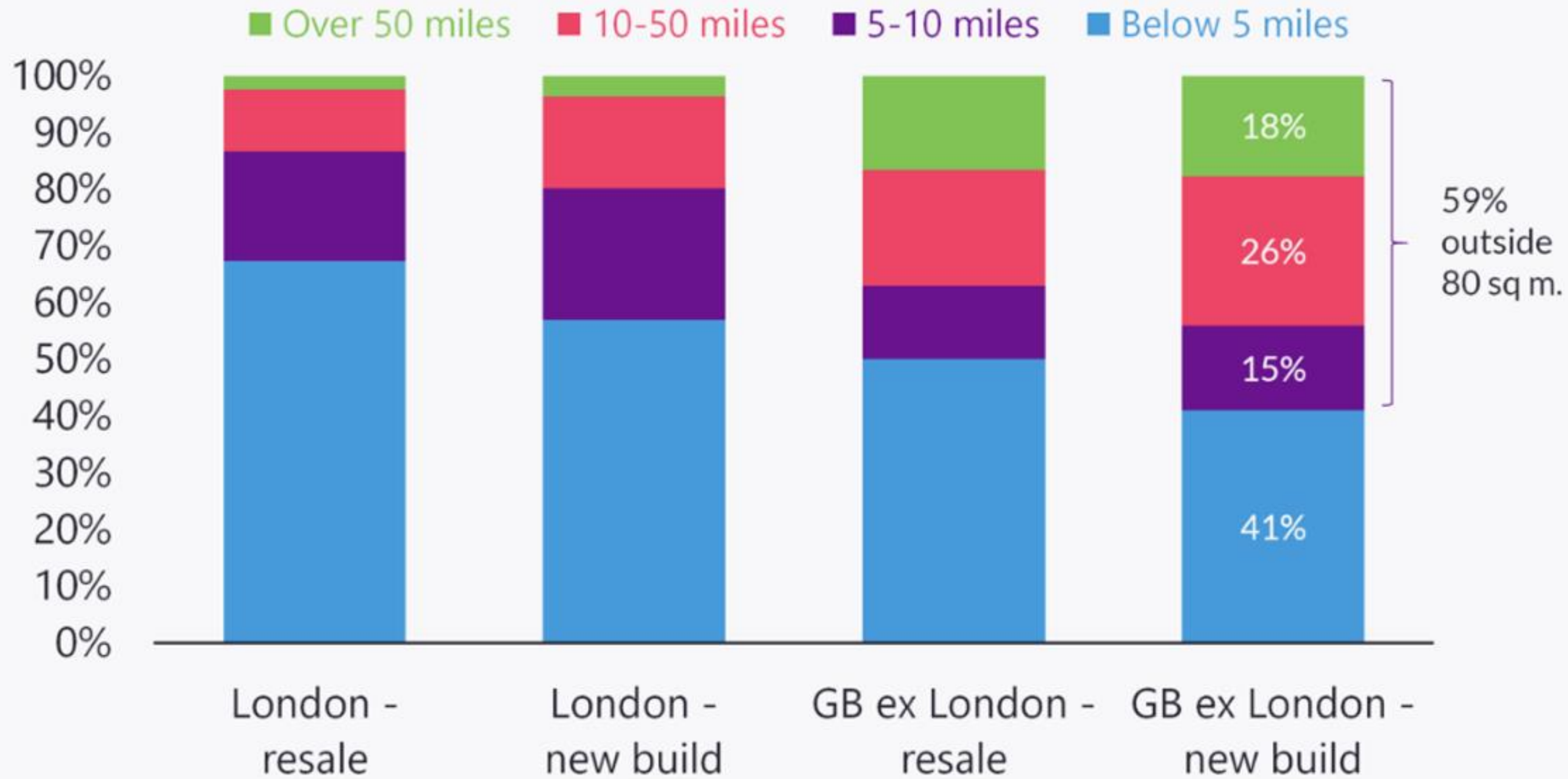
**44%**

Of new homes demand comes from beyond 10 mile radius

**11%**

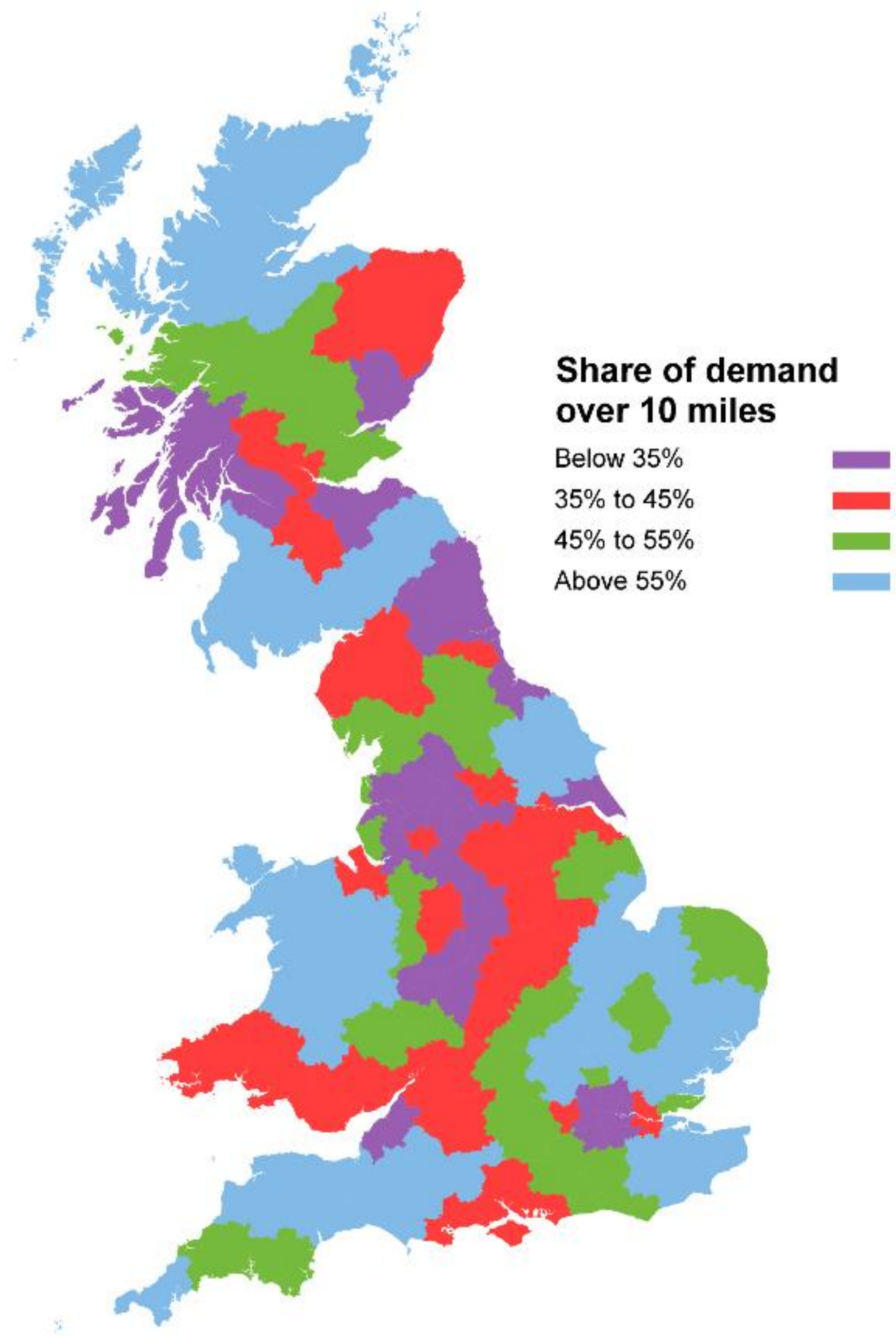
Buyers look 11% further for schemes offering Help to Buy

# New build drives a wider catchment than resale

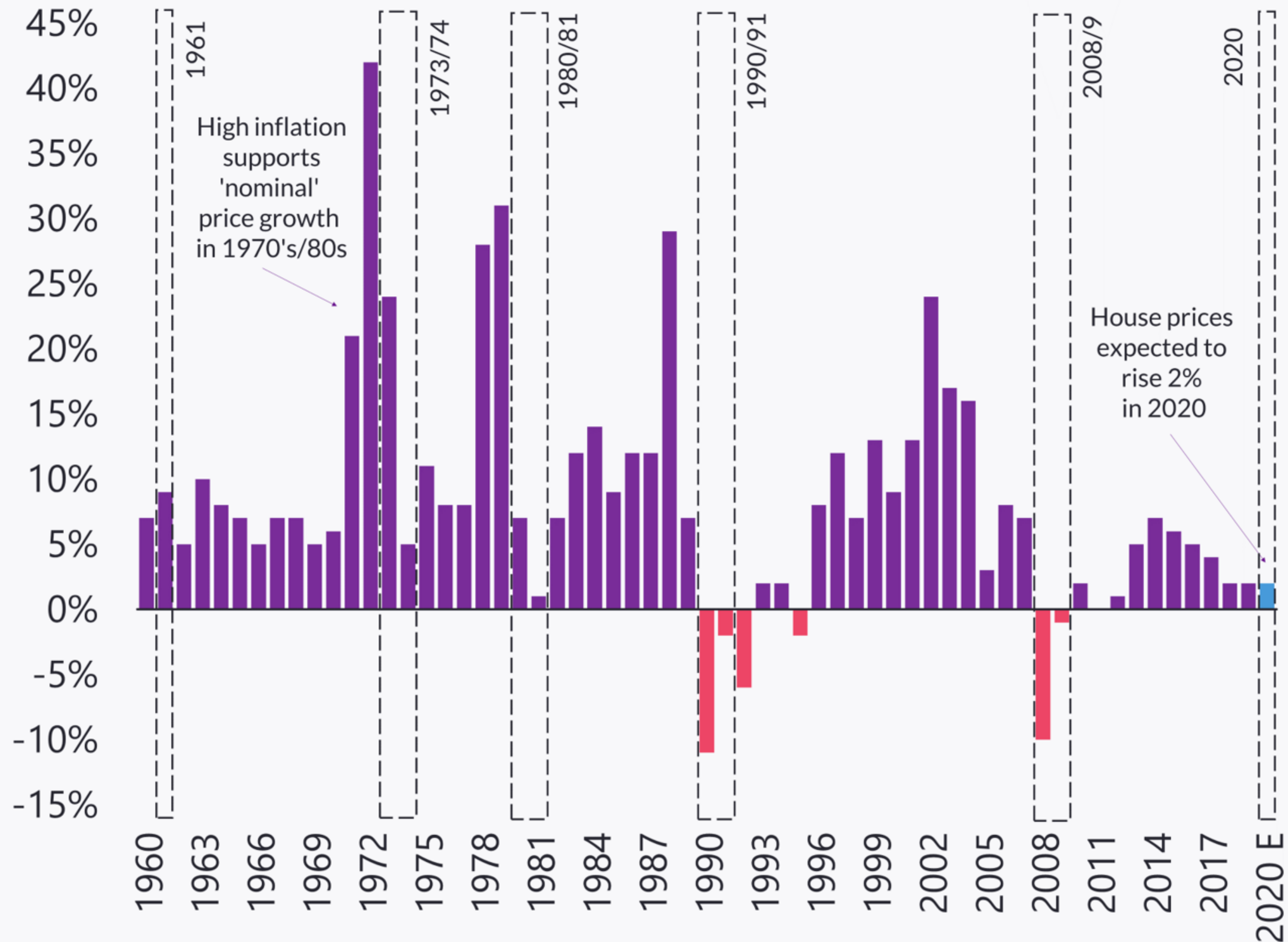


Source: Zoopla Research

Demand segmented by distance



# Nominal house price growth and UK recessions



Source: Zoopla House Price Index / Nationwide (pre 1995) / OBR

- Find all Zoopla's latest research at [advantage.zpg.co.uk](http://advantage.zpg.co.uk)



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