LoopMe Consumer Snapshot: Property

LoopMe surveyed 3,290 UK consumers on 22-24 January 2021 to understand property intent during COVID-19. We also analysed whether consumers have relocated as a result of COVID-19 and the factors which matter most when choosing a new home.

Have you relocated as a result of COVID-19?

- Yes: 7%
- No: 93%

Which of the below would prompt your decision to move?

- Lack of Job Security: 9%
- More Space to Work from Home: 13%
- Bigger Garden / Outdoor Space: 24%
- Other: 54%

24% of consumers would move for a Bigger Garden / Outdoor Space.

Do you intend to buy a new home before 31st March 2021?

- Yes: 84%
- Unsure: 9%
- No: 7%

7% of consumers intend to buy a new home before 31st March 2021.

Which factor matters most when choosing a new home?

- Location: 38%
- Property Type: 24%
- Other: 17%
- Transport Links: 12%
- Schools: 6%

38% of consumers will choose a new home based on the Location.

24% of consumers value Cost the most when choosing a new home.

54% of consumers are most likely to consider a House.

1 in 10 consumers will consider a Flat for their next property.

Which type of property are you most likely to consider?

- House: 54%
- Flat: 10%
- Terraced House: 21%
- Semi-Detached: 7%
- Other: 9%