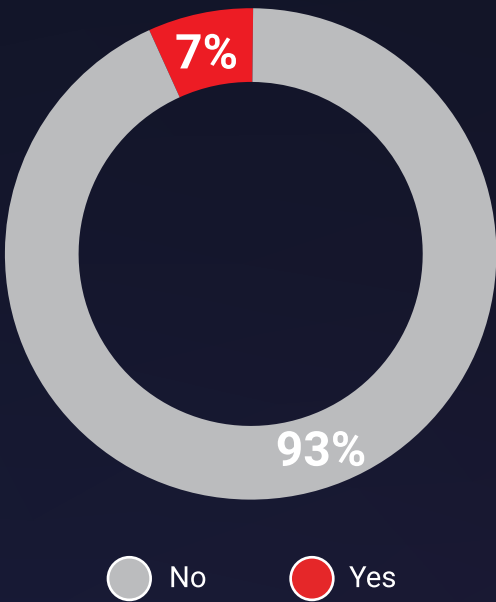


LoopMe Consumer Snapshot: Property

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.

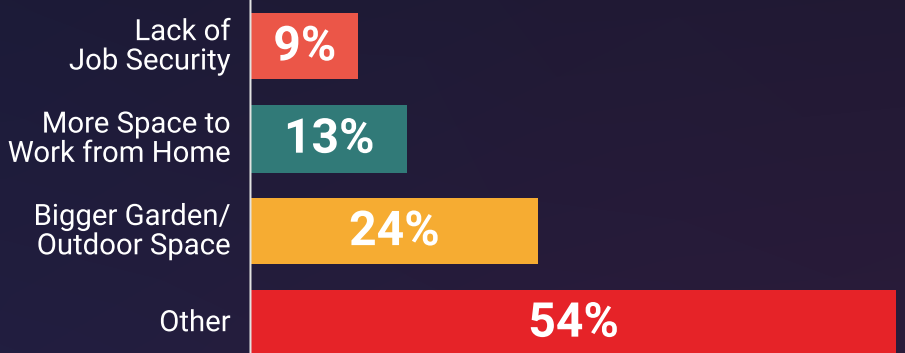
Have you relocated as a result of COVID-19?



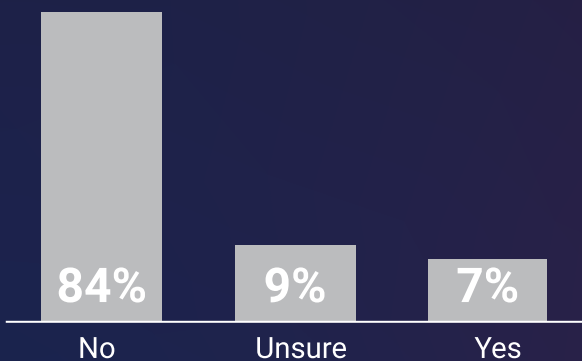
24%

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

Which of the below would prompt your decision to move?



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



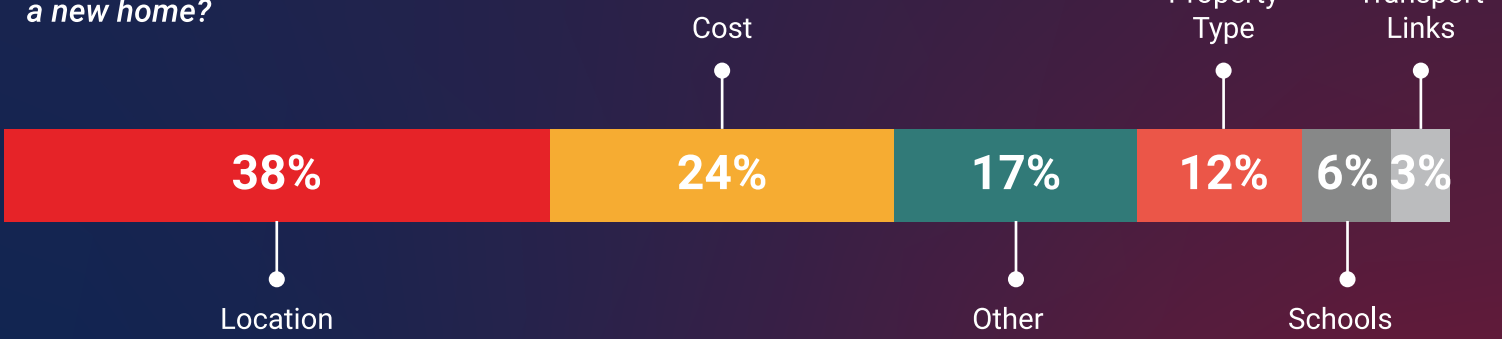
7%

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

9%

of consumers are unsure if they will buy a new home before 31st March 2021.

Which factor matters most when choosing a new home?



38%

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

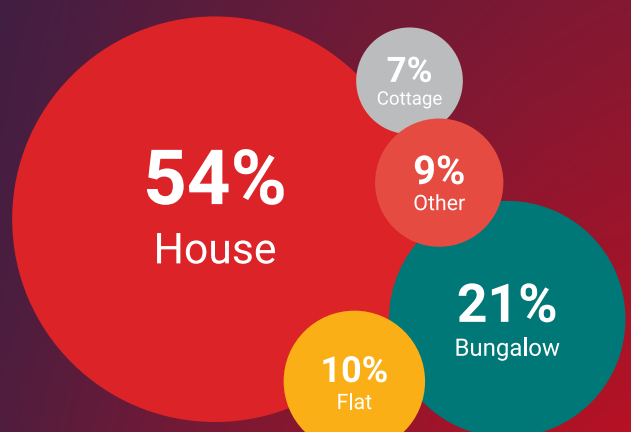
24%

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

54%

of consumers are most likely to consider a **House.**

Which type of property are you most likely to consider?



1 in 10

consumers will consider a **Flat** for their next property.