



# Move on Out to Move on Up

A nationally representative study from Moveable into  
the changing desires of home-movers in the UK



# Why are Brits moving out of London and opting to buy in the regions instead?

The pandemic has dramatically shaken up the property market in the past two years, especially through the introduction of flexible and hybrid working schemes. More time is being spent at home and because of this, homebuyers have had a complete transformation in prerequisites when shopping for a house. One of these requirements includes the desire for more space and because of this, homebuyers are branching out to cheaper neighbourhoods outside of London, opting for larger houses at a more affordable price.

In 2021, the average price of a house in London was around £528,000 – roughly double the national average of approximately £250,000. That is a massive difference, especially because it's well known that in London, space can be hard to come by. On top of this, with the many additional costs that accumulate when purchasing and moving into a property, homebuyers may often struggle with finding a house that suits their needs and desires.

To further understand the transformation of buyer sentiment in the UK, property concierge platform, Moveable, has commissioned a nationwide survey, highlighting the key factors in housing requirements and ultimately demonstrating that to move on up, you've got to move on out.



# Property concierge platform, Moveable, has commissioned data into homebuyer requirements when searching for a property

In what has been a high demand but low supply arena, house prices have continued to sky-rocket in the past few years, meaning that Brits are venturing into the regions to find a property that is more affordable.

Our survey found that half of Londoners will not even attempt to buy a property in the city, preferring to buy in a cheaper rural location. Meanwhile, 38% of those living in cities are planning on renting for longer in order to buy in the regions, while 41% of homeowners plan to move out in the next year to buy a house in the country.

Given the effects of COVID, homebuyers are no longer considering factors that may have previously been important. With hybrid working schemes potentially here to stay, Brits now have greater flexibility to search for a property without being constricted to certain locations due to having to go into the office. 41% of home-movers have stated that they no longer consider commute times when searching for a house. In addition, with more time being spent at home for many people across the country, space has become a crucial feature that movers look for when considering a property. Our survey found that 63% of movers stated that outside space is now the most important thing in searching for a new property.

This survey highlights an overall change in buyer sentiment, particularly for those who may have previously been tied down to London postcodes due to work and office commitments. Now that the pandemic has changed our perception of these requirements, Brits have started venturing into the outer regions when searching for a property. However, demand for these neighbourhoods has resulted in a rapid increase in average prices, meaning that homebuyers are still potentially paying over the odds.



## The data revealed that...



**38%**

of those living in cities are planning to rent for longer in order to buy in the regions



**50%**

of Londoners will not even attempt to buy a property in the city, preferring to buy in a cheaper rural location



**63%**

of home-movers say outside space is now the most important thing when searching for a new property



**41%**

of home-movers say they are no longer considering commute times when searching for a property



**41%**

of homeowners in cities plan to move out in the next year to buy a house in the country



**45%**

of home-movers are moving with zero knowledge of trustworthy/good value service providers to use in the area



**38%** of those living in London  
(1.4 million) are planning to rent for  
longer in order to buy in the  
regions

Age 18-24

**50%**

Age 25-34

**50%**

Age 35-44

**57%**

Age 45-54

**7%**

Age 55-64

**17%**

Age 65+

**N/A**



**50%** of Londoners (2.4 million) will  
not even attempt to buy a property  
in the city, preferring to buy in a  
cheaper rural location

Age 18-24

**41%**

Age 25-34

**39%**

Age 35-44

**63%**

Age 45-54

**40%**

Age 55-64

**78%**

Age 65+

**51%**





**63%** of home-movers (3.1 million) say outside space is now the most important thing when searching for a new property

Age 18-24

**54%**

Age 25-34

**68%**

Age 35-44

**74%**

Age 45-54

**54%**

Age 55-64

**59%**

Age 65+

**65%**



**41%** of home-movers (1.7 million) say they are no longer considering commute times when searching for a property post-pandemic

Age 18-24

**39%**

Age 25-34

**32%**

Age 35-44

**51%**

Age 45-54

**19%**

Age 55-64

**72%**

Age 65+

**59%**



**41%** of homeowners in cities  
(1.8 million) plan to move out in the  
next year to buy a house in the  
country

Age 18-24

**38%**

Age 25-34

**50%**

Age 35-44

**52%**

Age 45-54

**35%**

Age 55-64

**52%**

Age 65+

**12%**



**45%** of home-movers (1.8 million)  
are moving with zero knowledge of  
trustworthy/good value service  
providers to use in the area

Age 18-24

**47%**

Age 25-34

**46%**

Age 35-44

**52%**

Age 45-54

**31%**

Age 55-64

**46%**

Age 65+

**39%**

# Simon Bath

## CEO of iPlace Global, the creators of Moveable

"It is clear that the effects of the pandemic have completely transformed the desires and requirements of prospective homebuyers in the search for a new home. Because of increasingly flexible working models, people are considering buying a property outside London, in order to secure larger spaces at a more affordable price.

So many people have already paid over the odds for property this year, even on moving home; with a majority planning on moving out of London, it is important to consider moving costs to ensure that there are no hidden fees in providers and services who are capitalising on a potential surge. With migration patterns heading steadily out of the city and into the regions, many will be navigating new geographies and consequently new suppliers to help with the move. It is at this point that it is vital to ensure that individuals are researching the best partners and platforms to ensure they don't lose money as a result of a lack of knowledge.



This study further reiterates the fact that more and more people are moving out of London in order to escape the lack of space and outrageous prices. Moveable can help with this by guiding them through each stage of the moving process, and more importantly, by providing price comparisons for the various services crucial to moving homes. Following a turbulent few years, it's important to make things a little easier for as many people as possible."







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