“If people can work anywhere, will they want to keep living in cities?...”

Tim Bannister
Director of Data Services
Rightmove
Over the past 20 months our homes have become, amongst other things:

- A home schooling centre
- An exercise zone
- A place for pets
- A place of work
...and as soon as we were able to, many wanted to change them

2YoY change in Demand (unique enquirers)

Source: Rightmove Data Services
What do people want and is that changing?
Houses were in demand initially but flats have led the demand growth more recently

Source: Rightmove Data Services
Where are people looking and is that changing?
The proportion of city dwellers looking to move out has increased.

Proportion of Sales enquiries leaving the city (October 2019 vs October 2021)

Proportion of rental enquiries leaving the city (October 2019 vs October 2021)

The total demand for city properties has increased by 34% for sales and 46% for rental over this period.

Source: Rightmove Data Services
The spread of enquiries from Londoners leaving the city has expanded...

Jan 2020 – Sales enquiries leaving London

Source: Rightmove Data Services
The spread of enquiries from Londoners leaving the city has expanded...

May 2020 – Sales enquiries leaving London

Source: Rightmove Data Services
...and contracted over the past 20 months

October 2021 – Sales enquiries leaving London

Source: Rightmove Data Services
...are things about to change again?

Proportion of London leads in to and out of London

Source: Rightmove Data Services
The spread of enquiries leaving Manchester expanded...

Jan 2020 – Sales enquiries leaving Manchester

Source: Rightmove Data Services
The spread of enquiries leaving Manchester expanded...

May 2020 – Sales enquiries leaving Manchester

Source: Rightmove Data Services
...and remains dispersed

October 2021 – Sales enquiries leaving Manchester

Source: Rightmove Data Services
...are things about to change again?

Proportion of Manchester leads in to and out of Manchester

Source: Rightmove Data Services
Each city has its own set of local dynamics driving home-mover behaviour.

Source: Rightmove Data Services
Are things the same within a city?
Not only does demand differ from city to city, but it differs within a city too.

Demand Growth across the Northern Line Stations (Bank Branch)

Source: Rightmove Data Services
Summary

1. There is an enduring desire amongst many to move home.

2. The “what” and the “where” have changed (and are still changing).

3. The market dynamics differ significantly across the country.