



ABERDEEN CITY AND SHIRE

HOMEBUYERS SURVEY 2009

OVERVIEW REPORT

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SUMMARY OF KEY FINDINGS

BACKGROUND, OBJECTIVES AND METHODOLOGY

The document sets out the findings of a survey of home buyers from the period 2006 to 2008, which IBP conducted on behalf of Aberdeen City and Shire Housing Market Partnership in late-2008. It is intended to contribute to an overall Housing Need and Demand Assessment by providing information on homes purchased and the pattern of movements over this period. A postal invitation was issued to a database of 9,000 home buyers provided to IBP by the Partnership and a total of 1,145 home buyers responded, providing valid information at a Local Authority and Housing Market Area level.

THE NEW HOME

38% of survey responses were from the Aberdeen City Council area and 62% from the Aberdeenshire Council area. However, 69% of responses were from the Aberdeen Housing Market Area and 31% from the Rural Housing Market Area. Thus, 31% of responses were from that part of the Aberdeen Housing Market Area covered by Aberdeenshire Council.

20% of new home buyers were first time buyers; buyers in the Aberdeen City Council area were significantly more likely to be first time buyers.

The most common household composition for home buyers is families with children (34%) followed by single people under 65 (21%). Buyers in the Aberdeenshire Council area are somewhat more likely to be families with children (39%) whilst buyers in Aberdeen City are more likely to be single people under 65 (32%).

The most common types of property purchase were detached houses (38%) followed by semi-detached houses (22%) and “other flats” (13%).

Detached houses represented far more purchases in the Aberdeenshire Council area (52%) and in the Rural Housing Market Area (48%). “Other flats” are far more common in the Aberdeen City area (27%).

As might be expected, first time buyers are more likely to purchase “other flats” whilst subsequent buyers are much more likely to purchase detached houses (45%). Having said this, first time buyers and subsequent buyers are equally likely to purchase semi-detached homes.

The median size of home purchased is 5 rooms, which includes all public rooms and bedrooms but not hallways etc. The mean size of home purchased has 4.5 rooms.

As might be expected, first time buyers are more likely to buy smaller homes (64% purchase homes with 3 rooms or less and 83% with four rooms or less).

Smaller homes are significantly more common in the Aberdeen City Council area (45% have three rooms or less and 65% have four rooms or less).

Almost all respondents (90%) considered their home to be of an adequate size for their household. There are, however, some circumstances where the percentage of people who do **not** consider their home to be of an adequate size is higher. These include: where the purchase price is £75,001 to £100,000 (15% say size not adequate) and where the purchase price is £101,000 to £125,000 (14%); first time buyers (13%); tenement purchasers (23%); lone parents (14%) and families with at least one child (16%) and people on incomes of £25,000 to £29,999 (18%) and £30,000 to £39,999 (14%).

In the majority of cases (60%) only one offer was made before being accepted, which has not changed significantly over time. There are only modest differences in geographical terms for the response to this question.

The majority of respondents (59%) say that the financial crisis has had no impact on their house purchase. The most common impacts have been the requirement for an increased deposit (14%) and difficulties in selling previous properties (12%). The problem of increased deposits being required is particularly common amongst first time buyers (29%) and, reflecting this, in the Aberdeen City Council area (17%).

The median household income of homebuyers is in the £40,000 to £49,999 band. Subsequent buyers do have higher incomes than first time buyers although many first time buyers do have substantial income. Household incomes are highest amongst those purchasing in that part of the Aberdeen Housing Market Area covered by Aberdeenshire Council.

People buying in the City are very likely to work there (84%) although a more mixed picture is evident in Aberdeenshire.

THE PREVIOUS HOME

Responses show a mix of people upsizing and downsizing when they move. Moves to similarly sized homes are in the minority, especially for homes of 6 rooms or more.

In 76% of cases, buyers already owned their previous home and in 24% of cases it was owned outright. 11% were previously living with parents or other relatives.

First time buyers were most commonly living with parents or other relatives (51%) or in private rented accommodation (28%).

Buyers in the Aberdeen City Council area were somewhat less likely to be existing owners (68% compared to 81% in the Aberdeenshire Council area) and more likely to be living with parents or other relatives (17% compared to 7% in the Aberdeenshire Council area). Distinctions between the two Housing Market areas are less apparent.

THE MOVE

A wide variety of reasons for moving are apparent, although the most common “most important” reasons are: larger property (23%), (change of location (10%), change in job location and being a First Time Buyer (9%). As would be expected, the latter is more likely to be the “most important” issue for first time buyers themselves (46%).

THE HOUSE SEARCH

Those issues most commonly cited as “most important” in the choice of area are: good environment (19%), house prices (17%), design, type or size of houses (14%) and to be near friends or relatives (14%).

A “good environment” is more commonly cited as the “most important” reason for choosing an area amongst buyers in the Aberdeen City area (23%) and the Aberdeen Housing Market Area (22%). House prices are also more likely to be cited as an issue in the Aberdeen City Council area (20%). Being near friends or relatives is more likely to be cited as the most important reason for choosing an area in the Aberdeenshire Council area (16%) and the Rural Housing Market Area (20%).

Movements from Aberdeenshire to Aberdeen City are quite likely to be motivated by work reasons whilst a broader spread of reasons is apparent for movement in the opposite direction.

Whilst 14% said that they paid under valuation for the property it is worth noting that this increased to 19% amongst 2008 buyers. Whilst those who paid over valuation is 52% overall, this fell from 60% in 2006 to 50% in 2007 and 43% in 2008. Buyers in Aberdeen City are slightly more likely than others to have paid over valuation (57% compared to 48% in the Aberdeenshire Council area).

A significant number of homes are bought outright (24%) or with a greater than 40% deposit (20%). Comparatively few homes were bought with a deposit of less than 5% (7%) although a significant proportion were bought with a deposit of between 5% and 10% (14%).

As might be expected, levels of deposit were significantly lower amongst first time buyers (15% placed a deposit of less than 5%, 45% of less than 10% and 66% of less than 20%). There were, however, a significant minority of cases where first time buyers bought outright (12%).

Reflecting the higher proportion of first time buyers, deposit levels are broadly lower in the Aberdeen City area (24% placed a deposit of less than 10% compared to 18% in the Aberdeenshire Council area).

The factors most commonly seen as the “most important” issue in house choice (**other** than price and location factors) included room size or number (33% citing this as the “most important” other factor) and house design (18%).

33% of home buyers stated that they did consider other tenure options. Of these, the most common were: self-build (56%) and renting from a private landlord (36%). Subsequent buyers were more likely to have considered the former (67%) whilst First time buyers were more likely to have considered the latter 55%).

Of the 33% who did consider other tenure options, self-build is far more likely to have been considered in the Aberdeenshire Council area (71%) and in the Rural Housing Market Area (70%). Renting from a private landlord was far more likely to have been considered amongst those who bought in the Aberdeen City Council area (56% of those who considered other tenure options) and in the Aberdeen Housing Market Area (41%).

43% of respondents stated that they considered other towns and villages in the North East before they moved into their current home.

1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document sets out the findings of a survey of recent home buyers conducted by IBP Strategy and Research on behalf of Aberdeen City and Shire Housing Market Partnership in November and December 2009.
- 1.2 The Aberdeen City and Shire Housing Market Partnership is a partnership through which key stakeholders in the provision of housing in North East Scotland come together to discuss common issues. It is made up of representatives of Aberdeenshire Council, Aberdeen City Council, The Cairngorms National Park Authority, Aberdeenshire Community Planning Partnership, Aberdeen City Community Planning Partnership, NHS Grampian, Aberdeen Solicitors Property Centre, Homes for Scotland and the Council of Mortgage Lenders.

OBJECTIVES

- 1.3 The survey is intended to contribute to ongoing work to undertake a Housing Need and Demand Assessment within the area. This assessment is used to assist in the setting of affordable housing targets and in determining the types of homes that people want to live in; it will help to identify the type, tenure and location of where homes should be developed over the next ten years.
- 1.4 A number of specific issues were explored in the survey, including:
 - A detailed profile of the new homes purchased.
 - Details of previous homes and, where appropriate, a comparison between these and new homes in terms of geography, size and tenure.
 - Attitudes and experience of the house search process.
 - Information on the profile and household characteristics of buyers.

A detailed questionnaire was compiled to address these issues, which reflected and built upon a similar questionnaire used for a survey by the North East Housing Planning Alliance in 2002. The survey questionnaire is separately included as **Appendix 1**.

METHODOLOGY

- 1.5 The survey covering letter and questionnaire, along with a Reply Paid envelope, were issued to the full database of 9,000 apparent home buyers in mid-November with a closing date of 4th December (in fact, all responses received up to 11th December were included in the analysis).

- 1.6 A small number of individuals contacted IBP directly to intimate that they were not, in fact, recent home buyers. In addition, a further 53 people sent back their questionnaires to state that they were not home buyers. These details will be provided separately to the Partnership.
- 1.7 A total of 1,145 valid responses were achieved, which represents a response rate of 12.7% based on a “population” of 9,000 home buyers on the database. As the actual population of home buyers would appear to be lower than this then the effective response rate is somewhat higher although this cannot be quantified. The level of response is within the bounds of the response rate of 10% to 20% that IBP would expect for a single, “cold” mailing of this nature and provides a substantial sample on which to base decision making at both a Local Authority and Housing Market Area level.

Based on the “population” of 9,000 and the 1,145 valid responses received, the data contained in this report is accurate to +/- 2.71% based on a 50% estimate at the 95% level. This is a very robust confidence interval for a survey of this nature.

Even when the data is further subdivided by categories such as Local Authority Area, Housing Market Area and type of buyer, the confidence intervals are acceptable. A range of confidence intervals are detailed below based on the typical sample sizes achieved:

Element of Overall Sample	Typical sample Size	Typical confidence Interval ¹
Aberdeen City Council Local Authority Area	409	+/-4.73%
Aberdeenshire Council Local Authority Area	691	+/-3.58%
Aberdeen Housing Market Area	755	+/-3.41%
Aberdeenshire Rural Housing Market Area	336	+/-5.25%
First time buyers	218	+/-6.56%
Subsequent Buyers	849	+/-3.20%

These illustrate that the sample sizes are robust even at the level of these breakdown characteristics.

¹ Based on a 50% estimate at the 95% confidence level. “Population” of transactions assumed at 9,000 in all cases.

1.8 Completed questionnaires have been inputted onto a database using the SNAP data processing package. The completed data file will be provided separately to the Partnership. Comprehensive cross-tabulations of the data have been produced in relation to each of the following:

- Sale Code (i.e. new or old property)*
- Year of Purchase (2006, 2007, 2008)*
- Price Band*
- Local Authority Area*
- Housing Market Area*
- First Time Buyer or Subsequent Buyer
- Type of Property
- Household Composition
- Household Income (where this information was provided).

Those items marked with an asterisk (*) were determined from the original database and were matched to the returned questionnaires, which were individually numbered (although it should be noted that in a small number of cases this was not possible due to respondents erasing the questionnaire identification number).

Additionally, other questions regarding location of previous home, other locations where a home was sought and location of work were coded by IBP into Housing Market Area and Local Authority Area.

The other information is based on information provided by respondents as part of the questionnaire. An extensive set of data tables that break down the results of all questions according to these criteria has been set out as **Appendix 2**.

1.9 Within this overview report, the data is set out primarily at an overall level and broken down by Local Authority Area and Housing Market Area. With respect to the latter it should be noted that very few responses were received from the Cairngorms National Park Authority Area and so these have not been analysed in the main body of the report; they are, however, contained within Appendix 2. The report also sets out the results for a number of factors according to whether the respondent was a first time or subsequent buyer. Other analysis of the data is provided where particularly relevant (for example, in relation to size of property).

- 1.10 In the majority of cases, non-responses to specific questions have been deleted from the data set in Appendix 2 to ensure the integrity of this data and so the bases set out vary. In certain questions (specifically those that request a ranking of various criteria for the selection of home or area) it is more appropriate to retain the non-responses and this has been done.
- 1.11 A number of questions call for a write-in response rather than a pre-coded one and a full listing of these responses is set out as **Appendix 3**. In some cases, further analysis of this write-in data will be possible on the basis of a coding framework that would require the Partnership's agreement.

2.0 THE NEW HOME

GEOGRAPHICAL DISTRIBUTION OF RESPONSES

- 2.1 38% of survey responses were from the Aberdeen City Council area and 62% from the Aberdeenshire Council area. However, 69% of responses were from the Aberdeen Housing Market Area and 31% from the Rural Housing Market Area. Thus, 31% of responses were from that part of the Aberdeen Housing Market Area covered by Aberdeenshire Council.

	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Aberdeenshire Rural Housing Market Area
Number of Responses	409	691	755	336
Percentage of Responses	38%	62%	69%	31%

A further breakdown of all data contained in the report is available, down to settlement level.

YEAR OF PURCHASE

- 2.2 The database allows us to distinguish responses according to the year of purchase. The overall profile of this is detailed below:

Year of Purchase	Total Number on Sample Database	Total Number of Responses	Response Rate
2006	3,313	402	12.1%
2007	3,274	405	12.4%
2008	2,413	293	12.1%
Responses not classifiable to a specific year	-	45	-
Total	9,000	1,145	12.7%

BUYER STATUS

- 2.3 20% of new home buyers were first time buyers; buyers in the Aberdeen City Council area were significantly more likely to be first time buyers.

	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
First Time Buyer	29%	15%	21%	19%
Subsequent Buyer	71%	85%	79%	81%
Total	100%	100%	100%	100%
Base	405	679	743	333

HOUSEHOLD COMPOSITION

- 2.4 The most common household composition for home buyers is families with children (34%) followed by single people under 65 (21%).

Household Composition	Percentage
Single person under 65	21%
Single person over 65	5%
Lone parent with at least one child under 18 years	3%
Lone parent with no children under 18 years	1%
Family with at least one child under 18 years	34%
Family with no children under 18 years	11%
Couple - one or both over 65	8%
Friends buying jointly	0%
Couple under 65, no children	14%
Couple under 65, children left home	1%
Couple under 65, expecting children	1%
Other	1%
Total	100% ²
Base	1,027

² It should be noted that, throughout the report, individual numbers in the table may not aggregate to 100% due to rounding. In some cases, multiple responses were allowed and in these circumstances numbers can add to greater than 100%.

2.5 Buyers in the Aberdeenshire Council area are somewhat more likely to be families with children (39%) whilst buyers in Aberdeen City are more likely to be single people under 65 (32%). Couples under 65 are equally likely to be represented in any of these location categories.

Type of Home	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Single person under 65	32%	14%	24%	15%
Single person over 65	5%	5%	5%	6%
Lone parent with at least one child under 18 years	3%	3%	3%	3%
Lone parent with no children under 18 years	2%	1%	1%	0%
Family with at least one child under 18 years	25%	40%	34%	35%
Family with no children under 18 years	10%	13%	11%	12%
Couple (both under 65), no children or children left home ³	15%	13%	14%	14%
Couple (both under 65), expecting children	0%	1%	1%	1%
Couple - one or both over 65	6%	10%	6%	13%
Friends buying jointly	0%	0%	0%	0%
Other	1%	0%	1%	0%
Total	100%	100%	100%	100%
Base	375	652	698	320

³ This option was not provided in the questionnaire but has been identified from responses to the “other” category.

TYPE OF PROPERTY

- 2.6 The most common types of property purchase were detached houses (38%) followed by semi-detached houses (22%) and “other flats” (13%). It should be noted that multiple descriptions can apply to a single property so numbers can add to more than 100%.

Type of Property	Percentage
Detached house	38%
Semi-detached house	22%
Terraced house	11%
Bungalow	13%
4 in a block	4%
Maisonette	2%
Other flat	13%
Tenement	3%
Other	3%
Base	1,123

- 2.7 Detached houses represented far more purchases in the Aberdeenshire Council area (52%) and in the Rural Housing Market Area (48%). “Other flats” are far more common in the Aberdeen City area (27%). Again, please note that the totals sum to more than 100% due to multiple responses being allowed.

Type of Home	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Detached house	14%	52%	33%	48%
Semi-detached house	22%	23%	22%	25%
Terraced house	17%	7%	12%	8%
Bungalow	6%	18%	10%	21%
4 in a block	5%	3%	4%	3%
Maisonette	3%	1%	2%	1%
Other flat	27%	4%	18%	3%
Tenement	9%	0%	5%	0%
Other	4%	3%	4%	2%
Base	404	684	746	333

2.8 As might be expected, first time buyers are more likely to purchase “other flats” whilst subsequent buyers are much more likely to purchase detached houses (45%). Having said this, first time buyers and subsequent buyers are equally likely to purchase semi-detached homes. It should be noted that numbers can add to more than 100% where multiple categories have been ticked.

Type of Property	First Time Buyer	Subsequent Buyer
Detached house	11%	45%
Semi-detached house	23%	23%
Terraced house	17%	10%
Bungalow	8%	15%
4 in a block	9%	2%
Maisonette	3%	2%
Other flat	29%	9%
Tenement	9%	2%
Other	2%	4%
Base	226	893

2.9 The table below outlines the breakdown between the Aberdeen and Rural Housing Market Areas with respect to first time and subsequent buyers (again, please note that multiple responses were allowed).

Type of Home	First Time Buyer		Subsequent Buyer	
	Aberdeen Housing Market Area	Rural Housing Market Area	Aberdeen Housing Market Area	Rural Housing Market Area
Detached house	7%	19%	39%	56%
Semi-detached house	16%	34%	24%	21%
Terraced house	16%	19%	12%	5%
Bungalow	5%	11%	11%	24%
4 in a block	10%	6%	2%	2%
Maisonette	3%	2%	2%	0%
Other flat	40%	9%	14%	1%
Tenement	13%	0%	3%	0%
Other	1%	3%	2%	2%
Base	154	64	583	266

SIZE OF HOME

- 2.10 The median size of home purchased is 5 rooms, which includes all public rooms and bedrooms but not hallways etc. The mean size of home purchased is 4.5 rooms.

Total Number of Rooms in Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms	Percentage
1	0%
2	7%
3	22%
4	19%
5	20%
6	15%
7	9%
8	5%
9	2%
More than 9	2%
Total	100%
Base	1,135

- 2.11 As might be expected, first time buyers are more likely to buy smaller homes (64% purchase homes with 3 rooms or less and 83% with four rooms or less).

Total Number of Rooms in Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms	First Time Buyer	Subsequent Buyer
1	-	0%
2	15%	5%
3	49%	16%
4	19%	19%
5	8%	23%
6	4%	17%
7	2%	11%
8	1%	6%
9	0%	2%
More than 9	1%	2%
Total	100%	100%
Base	228	893

2.12 Smaller homes are significantly more common in the Aberdeen City Council area (45% have three rooms or less and 65% have four rooms or less).

Total Number of Rooms in Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
1	-	0%	-	0%
2	14%	3%	10%	1%
3	31%	17%	22%	22%
4	20%	18%	18%	21%
5	17%	21%	19%	20%
6	9%	18%	15%	16%
7	6%	11%	10%	8%
8	2%	7%	4%	7%
9	0%	2%	1%	2%
More than 9	1%	2%	1%	2%
Total	100%	100%	100%	100%
Base	406	683	744	336

2.13 Almost all respondents (90%) considered their home to be of an adequate size for their household. There are, however, some circumstances where the percentage of people who do not consider their home to be of an adequate size is higher. These include: where the purchase price is £75,001 to £100,000 (15% say size not adequate) and where the purchase price is £101,000 to £125,000 (14%); first time buyers (13%); tenement purchasers (23%); lone parents (14%) and families with at least one child (16%) and people on incomes of £25,000 to £29,999 (18%) and £30,000 to £39,999 (14%).

NUMBER OF OFFERS MADE

2.14 In the majority of cases (60%) only one offer was made before being accepted, which has not changed significantly over time. There are only modest differences in geographical terms for the response to this question.

Number of Offers Made Before One Was Accepted	Percentage
1	60%
2	17%
3	12%
More than 3	12%
Total	100%
Base	724

2.15 The number of offers made, broken down by buyer status, is detailed below:

Number of Offers Made Before One Was Accepted	First Time Buyer	Subsequent Buyer
1	54%	62%
2	18%	17%
3	13%	11%
More than 3	15%	11%
Total	100%	100%
Base	161	556

Subsequent buyers are slightly less likely than first time buyers to have made multiple offers.

2.16 This information is also broken down by Housing Market Area in the table below:

Number of Offers Made Before One Was Accepted	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
1	54%	63%	58%	63%
2	16%	18%	16%	20%
3	14%	10%	12%	10%
More than 3	16%	10%	14%	7%
Total	100%	100%	100%	100%
Base	268	425	474	214

These figures suggest that multiple offers are slightly more common in the City but any differences are, in fact, relatively modest.

2.17 Respondents were asked to comment on what changes they had made to their property search if they had made previous offers that were unsuccessful. A full listing of these points is set out in Appendix 3. The table on the following page sets out IBP's categorisation of the most common changes that respondents made to their search (multiple responses were allowed so numbers add to more than 100%).

Changes made to search	Percentage
Increased offer	34%
Considered other areas	33%
No changes - continued looking for similar properties	18%
Looked at smaller property	8%
Went for new build / fixed price	5%
Looked at properties which required renovation	2%
Other	13%
Base	429

IMPACT OF FINANCIAL CRISIS

2.18 The following specific question was posed:

“If you bought after September 2007 what impact has the financial crisis had on your purchase?”

The majority of respondents (59%) say that the financial crisis has had no impact on their house purchase. The most common impacts have been the requirement for an increased deposit (14%) and difficulties in selling previous properties (12%). It should be noted that multiple responses were allowed so the figure comes to more than 100%:

Statement	Percentage
Changed the size of property you were looking for	6%
Changed the location you were searching in	8%
Increased deposit was required	14%
Difficulty in selling previous property	12%
Difficulty in obtaining finance for the new property	5%
Other	6%
No effect	59%
Base	493

- 2.19 The problem of increased deposits being required is particularly common amongst first time buyers (29%) and, reflecting this, in the Aberdeen City Council area (17%) (again, multiple responses were allowed).

Statement	First Time Buyer	Subsequent Buyer
Changed the size of property you were looking for	9%	6%
Changed the location you were searching in	6%	9%
Increased deposit was required	26%	11%
Difficulty in selling previous property	3%	14%
Difficulty in obtaining finance for the new property	8%	4%
Other	7%	6%
No effect	51%	61%
Base	109	380

- 2.20 This information is also broken down by Housing Market Area in the table below:

Statement	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Changed the size of property you were looking for	7%	6%	7%	6%
Changed the location you were searching in	7%	10%	10%	7%
Increased deposit was required	17%	11%	14%	12%
Difficulty in selling previous property	8%	13%	10%	14%
Difficulty in obtaining finance for the new property	5%	5%	5%	6%
Other	6%	7%	7%	6%
No effect	59%	59%	58%	61%
Base	190	283	322	145

HOUSEHOLD INCOME

- 2.21 The profile of household income is summarised below and a full breakdown of results by this factor is set out in the appendices:

Household income	Percentage
Less than £15,000	8%
£15,000 to £19,999	6%
£20,000 to £24,999	8%
£25,000 to £29,999	9%
£30,000 to £39,999	14%
£40,000 to £49,999	14%
£50,000 to £69,999	19%
£70,000 to £99,999	15%
£100,000+	8%
Total	100%
Base	933

- 2.22 The profile of household income in relation to buyer status is summarised below:

Household income	First Time Buyer	Subsequent Buyer
Less than £15,000	9%	7%
£15,000 to £19,999	8%	5%
£20,000 to £24,999	10%	8%
£25,000 to £29,999	13%	8%
£30,000 to £39,999	19%	12%
£40,000 to £49,999	16%	13%
£50,000 to £69,999	16%	20%
£70,000 to £99,999	6%	17%
£100,000+	3%	10%
Total	100%	100%
Base	196	737

Average household income is, as might be expected, higher amongst subsequent buyers but this is a matter of degree and a significant number of first time buyers have substantial household income.

2.23 This information is also broken down by Local Authority and Housing Market Area in the table below:

Household income	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Less than £15,000	5%	9%	6%	12%
£15,000 to £19,999	6%	5%	5%	6%
£20,000 to £24,999	8%	8%	7%	11%
£25,000 to £29,999	9%	9%	8%	12%
£30,000 to £39,999	15%	14%	13%	16%
£40,000 to £49,999	17%	12%	15%	12%
£50,000 to £69,999	18%	19%	20%	15%
£70,000 to £99,999	12%	16%	16%	11%
£100,000+	9%	8%	10%	5%
Total	100%	100%	100%	100%
Base	349	561	624	278

Average incomes appear to be higher amongst those purchasing in the Aberdeen Housing Market Area but not necessarily those purchasing in the City Council area. The suggestion is that household incomes are highest amongst those purchasing on the fringes of the City.

2.24 The location of where respondents worked is set out below:

Work Location	First Adult	Other Adults
Aberdeen City	66%	59%
Aberdeenshire	26%	34%
Outwith Aberdeen City / Shire	5%	4%
Offshore	3%	3%
Base	871	527

Most commonly, people work in Aberdeen City (66% of the 'first adult' in the household) with approximately one-quarter employed in Aberdeenshire. For other adults in households, there is a higher proportion who work in Aberdeenshire as opposed to Aberdeen City.

2.25 The locations of where the first adult in the household works relative to where they actually live in are detailed on the following page. Unsurprisingly, a large majority of people who live in Aberdeen City work there (84%) with slightly more than half (54%) of the first adults in Aberdeenshire working in the City. First adults in the Aberdeen Housing Market Area were most likely to work in Aberdeen City (77%) with those in the Rural Housing Market Area most likely to work in Aberdeenshire (50%).

Work In	Live In			
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Aberdeen City	84%	54%	77%	37%
Aberdeenshire	11%	36%	16%	50%
Outwith Aberdeen City / Shire	2%	7%	4%	8%
Offshore	3%	3%	2%	5%
Base	340	531	622	244

2.26 Similarly, the locations of where other adults in the household work relative to where they live are shown below. The profile is similar to that of first adults, although other adults were slightly more likely to work in Aberdeenshire than Aberdeen City.

Work In	Live In			
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Aberdeen City	84%	45%	72%	27%
Aberdeenshire	12%	46%	23%	61%
Outwith Aberdeen City / Shire	2%	6%	3%	8%
Offshore	3%	3%	2%	4%
Base	182	345	372	152

3.0 THE PREVIOUS HOME

CHARACTERISTICS OF PREVIOUS HOME

3.1 The table below sets out the total number of rooms (including public rooms and bedrooms) in respondents' previous homes as compared to their current home:

Total Number of Rooms in Current Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms	Total Number of Rooms in Previous Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms											Total	Base
	1	2	3	4	5	6	7	8	9	More than 9			
1	-	100%	-	-	-	-	-	-	-	-	-	100%	1
2	-	13%	21%	30%	20%	11%	4%	1%	-	-	-	100%	82
3	-	19%	22%	18%	18%	14%	3%	3%	2%	2%	-	100%	243
4	-	14%	28%	19%	18%	12%	7%	2%	1%	1%	-	100%	211
5	-	8%	28%	16%	19%	13%	6%	5%	3%	2%	-	100%	220
6	-	5%	18%	24%	27%	16%	6%	2%	1%	1%	-	100%	166
7	-	1%	14%	14%	28%	19%	13%	5%	2%	6%	-	100%	103
8	-	-	8%	25%	13%	23%	15%	11%	2%	4%	-	100%	53
9	-	-	10%	5%	35%	20%	10%	10%	-	10%	-	100%	20
More than 9	-	-	-	-	25%	-	35%	-	10%	30%	-	100%	20

Responses show a mix of people upsizing and downsizing when they move. Moves to similarly sized homes are in the minority, especially for homes of six rooms or more.

3.2 The same information regarding current and previous number of rooms is shown for **first time buyers only** below (the very small base for some elements of the data set should be noted).

Total Number of Rooms in Current Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms	Total Number of Rooms in Previous Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms											Total	Base
	1	2	3	4	5	6	7	8	9	More than 9			
1	-	-	-	-	-	-	-	-	-	-	-	100%	0
2	-	17%	11%	34%	20%	11%	3%	3%	-	-	-	100%	35
3	2%	19%	16%	17%	15%	13%	5%	5%	4%	4%	-	100%	108
4	-	9%	23%	23%	18%	16%	11%	-	-	-	-	100%	44
5	-	6%	11%	17%	39%	17%	6%	-	-	6%	-	100%	18
6	-	11%	11%	11%	22%	22%	11%	11%	-	-	-	100%	9
7	-	-	-	-	-	25%	50%	-	-	50%	-	100%	4
8	-	-	-	-	-	-	-	100%	-	-	-	100%	2
9	-	-	-	-	100%	-	-	-	-	-	-	100%	1
More than 9	-	-	-	-	50%	-	-	-	-	50%	-	100%	2

Again, a mix of circumstances is apparent. It is often the case that first time buyers move into properties with fewer bedrooms than the property in which they resided previously. For example, amongst those buying three room properties (the biggest group) 21% previously lived in 1 / 2 room properties, 16% in 3 room properties and the remainder (63%) in properties with four rooms or more. This seems likely to reflect a mix of people who previously resided independently in rented accommodation and people living previously with parents, as described in 3.4 and 3.5 below.

3.3 The same information regarding current and previous number of rooms is shown for **subsequent buyers** over the page:

Total Number of Rooms in Current Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms	Total Number of Rooms in Previous Property including Public Rooms (Dining Room / Lounge etc.) and Bedrooms											Total	Base
	1	2	3	4	5	6	7	8	9	More than 9			
1	-	100%	-	-	-	-	-	-	-	-	-	100%	1
2	-	13%	26%	26%	20%	11%	4%	-	-	-	-	100%	46
3	1%	18%	26%	18%	19%	15%	1%	1%	-	1%	-	100%	137
4	-	16%	29%	17%	17%	12%	6%	2%	1%	1%	-	100%	165
5	-	8%	31%	16%	21%	13%	7%	5%	4%	2%	-	100%	200
6	-	5%	18%	25%	28%	15%	6%	2%	1%	1%	-	100%	154
7	-	1%	14%	14%	30%	18%	10%	5%	2%	5%	-	100%	97
8	-	-	8%	25%	16%	22%	16%	8%	2%	6%	-	100%	51
9	-	-	12%	6%	29%	24%	12%	6%	-	12%	-	100%	17
More than 9	-	-	-	-	24%	-	41%	-	12%	24%	-	100%	17

Subsequent buyers are somewhat more likely to have increased their number of rooms. For example, amongst those now in 5 room accommodation, 54% had previously been in accommodation with four rooms or less, 17% in similarly sized properties of 5 rooms and remaining 30% in larger properties of 6 rooms are more (it should be noted that the above figures add up to more than 100% but that this is an effect of rounding the numbers to the nearest percentage).

TENURE OF PREVIOUS HOME

3.4 Respondents' previous tenure is summarised below:

Tenure of Previous Home	Percentage
Own home, with the help of a current mortgage or loan	52%
Owned outright	24%
Rented from a private landlord	9%
Rented from Council	1%
Rented from a housing association or co-operative or charitable trust	1%
Rented from an employer of a household member (tied accommodation)	1%
Part-rent and part-mortgage (shared ownership)	0%
Mid-market rent (described as "rents set at a level higher than purely social rent but lower than market rent levels and affordable by households in housing need)	-
Shared equity	0%
Living with parents or other relatives	11%
Other	1%
Total	100%
Base	1,127

In 76% of cases, buyers already owned their previous home and in 24% of cases it was owned outright. 11% were previously living with parents or other relatives.

3.5 The results of this question in relation to buyer status are summarised below:

Tenure of Previous Home	First Time Buyer	Subsequent Buyer
Own home, with the help of a current mortgage or loan	2%	65%
Owned outright	5%	28%
Rented from a private landlord	28%	4%
Rented from Council	5%	1%
Rented from a housing association or co-operative or charitable trust	2%	0%
Rented from an employer of a household member (tied accommodation)	1%	0%
Part-rent and part-mortgage (shared ownership)	-	0%
Mid-market rent (described as “rents set at a level higher than purely social rent but lower than market rent levels and affordable by households in housing need)	-	-
Shared equity	0%	-
Living with parents or other relatives	51%	1%
Other	6%	0%
Total	100%	100%
Base	222	890

First time buyers were most commonly living with parents or other relatives (51%) or in private rented accommodation (28%).

3.6 This information is also broken down by Housing Market Area in the table on the following page:

Tenure of Previous Home	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Own home, with the help of a current mortgage or loan	47%	56%	54%	49%
Owned outright	21%	25%	21%	29%
Rented from a private landlord	11%	8%	10%	7%
Rented from Council	1%	1%	1%	2%
Rented from a housing association or co-operative or charitable trust	-	1%	0%	1%
Rented from an employer of a household member (tied accommodation)	0%	1%	1%	0%
Part-rent and part-mortgage (shared ownership)	-	0%	0%	-
Mid-market rent (described as “rents set at a level higher than purely social rent but lower than market rent levels and affordable by households in housing need)	-	-	-	-
Shared equity	-	0%	-	0%
Living with parents or other relatives	17%	7%	12%	10%
Other	2%	1%	1%	1%
Total	100%	100%	100%	100%
Base	402	681	740	334

Buyers in the Aberdeen City Council area were somewhat less likely to be existing owners (68% compared to 81% in the Aberdeenshire Council area) and more likely to be living with parents or other relatives (17% compared to 7% in the Aberdeenshire Council area). Distinctions between the two Housing Market areas are less apparent.

4.0 THE MOVE

PROFILE OF MOVES

- 4.1 The profile of movement between and within Housing Market Areas is detailed below. It should be noted that these figures are based on write-in responses to the survey questionnaire and, whilst it has usually been possible to allocate a response to a particular area this has not always been the case.

New Location	Previous Location			Total	Base
	Aberdeen Housing Market Area	Rural Housing Market Area	Outwith these areas		
Aberdeen Housing Market Area	75%	6%	18%	100%	716
Rural Housing Market Area	22%	51%	26%	100%	318

A significant majority of purchases in the Aberdeen Housing Market area are internal to that area (75%). This is less evident in the Rural Housing Market Area although a majority of purchases are still “internal”; a significant number of moves into the Rural Housing Market Area are from outwith either the Aberdeen or Rural Housing Market Areas.

REASONS FOR MOVING

- 4.2 Respondents were asked to rank their reasons for moving home from a prompted list and the results for this are set out below. These results indicate firstly the proportion of people who rated an issue as “most important” and then the proportion who rated an issue in their three most important issues.

Reason	% rating as most important issue	% ranking in top three most important issues
Larger property	23%	37%
Change of location	10%	26%
Change in job location	10%	15%
First time buyer	9%	13%
To be near friends or relatives	6%	16%
Marriage or cohabitation	6%	12%
Smaller property	6%	11%
Relationship breakdown	6%	6%
Change in household size	3%	12%
Retirement	3%	8%
Condition of previous house	1%	4%
Disability	1%	2%
Other	5%	10%
Total	100%	-
Base	1,145	1,145

A wide variety of reasons for moving are apparent, although the most common “most important” reasons are: larger property (23%), (change of location (10%), change in job location and being a first time buyer (9%). As would be expected, the latter is more likely to be the “most important” issue for first time buyers themselves (46%).

- 4.3 The table below analyses the “most important reason” for moving according to buyer type:

Reason	% rating as most important issue (all)	% rating as most important issue (first time buyers)	% rating as most important issue (subsequent buyers)
Larger property	23%	5%	28%
Change of location	10%	5%	11%
Change in job location	10%	11%	10%
First time buyer	9%	46%	0%
To be near friends or relatives	6%	2%	7%
Marriage or cohabitation	6%	11%	5%
Smaller property	6%	1%	8%
Relationship breakdown	6%	2%	7%
Change in household size	3%	1%	3%
Retirement	3%	3%	3%
Condition of previous house	1%	0%	1%
Disability	1%	1%	1%
Other	5%	3%	5%
Total	100%	100%	100%
Base	1,145	229	899

- 4.4 This information is also broken down by Housing Market Area in the table over the page:

Reason	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Larger property	21%	24%	24%	21%
Change of location	10%	10%	10%	10%
Change in job location	11%	10%	11%	8%
First time buyer	14%	7%	10%	8%
To be near friends or relatives	4%	7%	4%	8%
Marriage or cohabitation	5%	7%	5%	8%
Smaller property	6%	6%	6%	6%
Relationship breakdown	8%	5%	7%	4%
Change in household size	3%	3%	3%	3%
Retirement	2%	4%	2%	6%
Condition of previous house	0%	1%	0%	1%
Disability	0%	2%	1%	1%
Other	4%	5%	4%	5%
Total	100%	100%	100%	100%
Base	409	691	755	336

5.0 THE HOUSE SEARCH

REASONS FOR CHOOSING AREA

- 5.1 Respondents were asked to comment on their reasons for choosing a particular area. The table below indicates firstly the proportion of people who rated an issue as “most important” and then the proportion who rated an issue in their three most important issues.

Reason	% rating as most important issue	% ranking in top three most important issues
Good environment	19%	47%
House prices	17%	36%
Design, type or size of houses	14%	38%
To be near friends or relatives	14%	26%
Close to work	9%	25%
Looking for rural lifestyle	7%	17%
To be near shops, schools, leisure and other amenities	4%	17%
Choice or quality of school	4%	13%
Good for commuting to Aberdeen	3%	15%
Good transport links	1%	11%
Other	3%	4%
Not answered	6%	-
Total	100%	-
Base	1,145	1,145

Those issues most commonly cited as “most important” in the choice of area are: good environment (19%), house prices (17%), design, type or size of houses (14%) and to be near friends or relatives (14%).

- 5.2 This information is broken down by Local Authority and Housing Market Area for the “most important” reason in the table on the following page (i.e. based on the area of purchase for all buyers):

Reason	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Good environment	23%	17%	22%	13%
House prices	20%	15%	17%	17%
Design, type or size of houses	14%	14%	13%	16%
To be near friends or relatives	9%	16%	11%	20%
Close to work	13%	6%	10%	5%
Looking for rural lifestyle	0%	12%	4%	13%
To be near shops, schools, leisure and other amenities	7%	2%	5%	1%
Choice or quality of school	5%	3%	5%	1%
Good for commuting to Aberdeen	1%	3%	3%	1%
Good transport links	0%	1%	1%	1%
Other	2%	4%	3%	4%
Not answered	5%	6%	6%	7%
Total	100%	100%	100%	100%
Base	409	691	755	336

A “good environment” is more commonly cited as the “most important” reason for choosing an area amongst buyers in the Aberdeen City area (23%) and the Aberdeen Housing Market Area (22%). House prices are also more likely to be cited as an issue in the Aberdeen City Council area (20%). Being near friends or relatives is more likely to be cited as the most important reason for choosing an area in the Aberdeenshire Council area (16%) and the Rural Housing Market Area (20%).

- 5.3 The most important issue given by respondents moving to the Aberdeen Housing Market Area from the area they lived in previously is further broken down below based on the original location of the buyer:

Reason	Original Location of Buyer		
	Aberdeen Housing Market Area	Rural Housing Market Area	Outwith these areas
Good environment	26%	16%	17%
House prices	18%	20%	19%
Design, type or size of houses	16%	9%	5%
To be near friends or relatives	9%	14%	19%
Close to work	7%	20%	23%
Looking for rural lifestyle	5%	2%	5%
To be near shops, schools, leisure and other amenities	5%	7%	3%
Choice or quality of school	6%	5%	5%
Good for commuting to Aberdeen	3%	2%	2%
Good transport links	1%	2%	0%
Other	4%	2%	2%
Total	100%	100%	100%
Base (number of respondents who moved to the Aberdeen Housing Market area from each of the areas specified)	509	44	124

The most common reasons for moving to homes in the Aberdeen Housing Market area vary somewhat according to the original location of the buyer. For those who already lived in the Aberdeen Housing Market Area suggest a wide range of reasons but with good environment, house prices and design, type or size of houses as the “most important” reason. For the smaller number of people moving to the Aberdeen Housing market area from the Rural Housing Market area the issue of being closer to work has greater prominence. This is also true of those moving to the Aberdeen Housing Market Area from outwith either of the specified Housing Market areas.

- 5.4 The most important issue given by respondents moving to the Rural Housing Market Area from the area they lived in previously is set out in the table below, again based on the previous location of the buyer:

Reason	Original Location of Buyer		
	Aberdeen Housing Market Area	Rural Housing Market Area	Outwith these areas
Good environment	12%	16%	8%
House prices	17%	18%	19%
Design, type or size of houses	14%	25%	5%
To be near friends or relatives	17%	18%	30%
Close to work	5%	5%	6%
Looking for rural lifestyle	27%	7%	22%
To be near shops, schools, leisure and other amenities	0%	2%	1%
Choice or quality of school	0%	2%	0%
Good for commuting to Aberdeen	2%	1%	3%
Good transport links	2%	3%	0%
Other	6%	4%	5%
Total	100%	100%	100%
Base (number of respondents who moved to the Rural Housing Market area from each of the areas specified)	66	152	77

For those moving to the Rural Housing Market area from outwith that area then “looking for a rural lifestyle” is very commonly cited as “most important” although a high proportion of those moving from outwith either of the areas say that they are doing so “to be near friends or relatives”.

- 5.5 The table below sets out the reasons for movement between the two authorities, defining both the most important reasons and the aggregated figure for the top three reasons.

Reason	Movement			
	Aberdeen City to Aberdeenshire		Aberdeenshire to Aberdeen City	
	Most Important Reason	In Top Three Reasons	Most Important Reason	In Top Three Reasons
Good environment	21%	52%	13%	34%
House prices	18%	37%	19%	29%
Design, type or size of houses	12%	40%	15%	35%
To be near friends or relatives	8%	20%	10%	31%
Close to work	3%	11%	18%	44%
Looking for rural lifestyle	20%	38%	0%	1%
To be near shops, schools, leisure and other amenities	1%	11%	10%	40%
Choice or quality of school	2%	16%	4%	7%
Good for commuting to Aberdeen	4%	29%	4%	15%
Good transport links	1%	5%	1%	16%
Other	3%	4%	3%	3%
Not answered	7%	-	1%	-
Total	100%	-	100%	-
Base	164	164	68	68

Movements to Aberdeenshire are most likely to be motivated by the environment and rural lifestyle although house prices are often an issue as well. A broad spread of reasons for moving from the Shire to the City is apparent although closeness to work plays a much more significant role.

PAYMENT COMPARED TO VALUATION

- 5.6 The profile of respondents paying more or less than the property valuation is summarised below:

Payment Compared to Valuation	Percentage
Under	14%
Over	52%
Exact amount	34%
Total	100%
Base	1,102

Whilst 14% said that they paid under valuation for the property it is worth noting that this increased to 19% amongst 2008 buyers. Whilst those who paid over valuation is 52% overall, this fell from 60% in 2006 to 50% in 2007 and 43% in 2008.

5.7 The results of this question in relation to buyer status are summarised below:

Payment Compared to Valuation	First Time Buyer	Subsequent Buyer
Under	11%	15%
Over	55%	51%
Exact amount	34%	34%
Total	100%	100%
Base	215	871

The profiles are broadly similar for both categories of buyer.

5.8 This information is also broken down by Housing Market Area in the table below:

Payment Compared to Valuation	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Under	11%	16%	13%	17%
Over	57%	48%	52%	51%
Exact amount	31%	36%	36%	32%
Total	100%	100%	100%	100%
Base	396	663	730	321

Buyers in Aberdeen City are slightly more likely than others to have paid over valuation (57% compared to 48% in the Aberdeenshire Council area).

5.9 In the following table on the next page we have set out information on the extent to which people either paid over or under valuation, based on the number of individuals providing this data. This is broken down by various categories.

Category of Respondent	Paid Over Valuation	Paid Under Valuation
Detached house	£20,916 (153)	£18,755 (53)
Semi-detached house	£15,947 (130)	£4,453 (22)
Terraced house	£15,262 (54)	£9,182 (11)
Bungalow	£20,138 (59)	£16,000 (16)
Other flat	£14,726 (70)	£20,125 (16)
First time buyer	£11,391 (106)	£16,486 (20)
Subsequent buyer	£18,928 (356)	£14,430 (97)
Aberdeen City Council	£18,143 (183)	£9,609 (36)
Aberdeenshire Council	£16,359 (266)	£17,349 (76)
Aberdeen Housing Market Area	£17,673 (302)	£9,622 (65)
Rural Housing Market Area	£15,776 (142)	£22,106 (47)
2006	£17,814 (202)	£13,154 (40)
2007	£18,745 (154)	£16,930 (32)
2008	£12,755 (93)	£14,913 (40)
All respondents	£17,273 (470)	£14,613 (119)

The findings suggest that across all categories people have been significantly more likely to pay over rather than under valuation (although the gap narrowed in 2008).

DEPOSIT PAID

- 5.10 The proportion of the property price paid by respondents as a deposit is summarised below:

Deposit paid	Percentage
Less than 5%	7%
5% to 10%	14%
11% to 15%	7%
16% to 20%	7%
21% to 25%	8%
26% to 30%	5%
31% to 35%	6%
36% to 40%	3%
More than 40%	20%
Bought outright	24%
Total	100%
Base	1,083

A significant number of homes are bought outright (24%) or with a greater than 40% deposit (20%). Comparatively few homes were bought with a deposit of less than 5% (7%) although a significant proportion were bought with a deposit of between 5% and 10% (14%).

5.11 The results of this question in relation to buyer status are summarised below:

Deposit paid	First Time Buyer	Subsequent Buyer
Less than 5%	15%	5%
5% to 10%	30%	10%
11% to 15%	10%	7%
16% to 20%	11%	6%
21% to 25%	6%	8%
26% to 30%	2%	6%
31% to 35%	4%	6%
36% to 40%	2%	4%
More than 40%	8%	22%
Bought outright	12%	27%
Total	100%	100%
Base	219	849

As might be expected, levels of deposit were significantly lower amongst first time buyers (15% placed a deposit of less than 5%, 45% of less than 10% and 66% of less than 20%). There were, however, a significant minority of cases where first time buyers bought outright (12%).

5.12 This information is also broken down by Housing Market Area in the table below:

Deposit paid	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Less than 5%	8%	5%	7%	4%
5% to 10%	16%	13%	14%	14%
11% to 15%	9%	7%	8%	7%
16% to 20%	8%	6%	8%	4%
21% to 25%	7%	8%	8%	8%
26% to 30%	5%	5%	5%	5%
31% to 35%	5%	6%	6%	4%
36% to 40%	3%	3%	3%	3%
More than 40%	19%	20%	20%	19%
Bought outright	20%	26%	20%	31%
Total	100%	100%	100%	100%
Base	392	647	718	314

Reflecting the higher proportion of first time buyers, deposit levels are broadly lower in the Aberdeen City area (24% placed a deposit of less than 10% compared to 18% in the Aberdeenshire Council area).

ADDITIONAL REASONS FOR CHOICE OF HOME

5.13 Respondents were asked to rank their reasons for choosing home (excluding price and location) from a prompted list and the results for this are set out below. These results indicate firstly the proportion of people who rated an issue as “most important” and then the proportion who rated an issue in their three most important issues.

Reason	% rating as most important issue	% ranking in top three most important issues
Room size or number	33%	63%
House design	18%	43%
Internal layout	12%	40%
Views or aspect	10%	29%
Availability of parking or garage	5%	26%
Sales incentive	1%	2%
Energy efficiency	1%	5%
Other	9%	11%
Not answered	11%	
Total	100%	-
Base	1,145	1,145

The factors most commonly seen as the “most important” issue in house choice (other than price and location factors) included room size or number (33% citing this as the “most important” other factor) and house design (18%).

5.14 The table on the following page analyses the “most important reason” for choosing the home according to buyer type:

Reason	% rating as most important issue (all)	% rating as most important issue (first time buyers)	% rating as most important issue (subsequent buyers)
Room size or number	33%	38%	31%
House design	18%	12%	20%
Internal layout	12%	16%	11%
Views or aspect	10%	3%	12%
Availability of parking or garage	5%	7%	4%
Sales incentive	1%	1%	1%
Energy efficiency	1%	1%	1%
Other	9%	10%	9%
Not answered	11%	12%	10%
Total	100%	100%	100%
Base	1,145	229	899

33% of home buyers stated that they did consider other tenure options. Of these, the most common were: self-build (56%) and renting from a private landlord (36%). Subsequent buyers were more likely to have considered the former (67%) whilst first time buyers were more likely to have considered the latter (55%).

5.15 This information is also broken down by Housing Market Area in the table below:

Reason	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Room size or number	36%	31%	35%	29%
House design	18%	19%	18%	19%
Internal layout	15%	10%	13%	10%
Views or aspect	5%	13%	8%	14%
Availability of parking or garage	6%	4%	5%	4%
Sales incentive	2%	1%	2%	1%
Energy efficiency	1%	1%	1%	1%
Other	6%	11%	9%	11%
Not answered	11%	10%	11%	11%
Total	100%	100%	100%	100%
Base	409	691	755	336

- 5.16 43% of respondents stated that they considered other towns and villages in the North East before they moved into their current home, and respondents were asked to list up to four other locations that they had considered buying a home in and the reasons why they rejected these locations (numbers do not add to 100% as multiple responses were allowed).

Tenure options considered	Percentage
House prices too expensive	51%
Design of homes available not suitable	27%
Size of homes available not suitable	25%
Homes available not of good enough quality	14%
Not a good environment overall	14%
Other	11%
Base	1,081

The most common reason for rejecting a location as a place to buy a home was that of price (51%) followed by the design of home not being suitable (27%) and the size of home not being suitable (25%).

- 5.17 There were not many variations in the reasons given by respondents for rejecting a location as a place to buy a home when Local Authority area and Housing Market Area is considered, with the exception of price. Respondents who moved to a location in Aberdeen City were notably more likely to have rejected a location based on cost (63% compared to 48% of those who moved to a location in Aberdeenshire) as were those who moved to a location in the Aberdeen Housing Market Area (56% compared to 39% who moved to a location in the Rural Housing Market Area).

Reason	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
House prices too expensive	63%	48%	56%	39%
Design of homes available not suitable	25%	28%	26%	30%
Size of homes available not suitable	27%	24%	26%	23%
Homes available not of good enough quality	15%	13%	15%	12%
Not a good environment overall	19%	12%	14%	14%
Other	6%	13%	9%	16%
Base	259	795	785	222

OTHER TENURE OPTIONS CONSIDERED

5.18 Other tenure options considered by respondents are summarised below (multiple responses were allowed so numbers add to greater than 100% in the various charts in this section).

Tenure options considered	Percentage
Renting from private landlord	36%
Renting from Council	15%
Renting from Housing Association	14%
Mid-market rent	2%
Self-build	56%
Shared ownership	12%
Shared equity	7%
Other	2%
Base	379

Of the 33% who did consider other tenure options, self-build is far more likely to have been considered in the Aberdeenshire Council area (71%) and in the Rural Housing Market Area (70%). Renting from a private landlord was far more likely to have been considered amongst those who bought in the Aberdeen City Council area (56% of those who considered other tenure options) and in the Aberdeen Housing Market Area (41%).

5.19 The results of this question in relation to buyer status are summarised below (again, multiple responses were allowed):

Tenure options considered	First Time Buyer	Subsequent Buyer
Renting from private landlord	55%	29%
Renting from Council	30%	9%
Renting from Housing Association	32%	7%
Mid-market rent	5%	0%
Self-build	28%	67%
Shared ownership	26%	6%
Shared equity	17%	4%
Other	5%	1%
Base	103	271

Private renting, renting from social landlords and shared ownership / equity are much more likely to have been considered by first time buyers; subsequent buyers are much more likely to have considered self-build.

5.20 This information is also broken down by Housing Market Area in the table below:

Tenure options considered	Local Authority Area		Housing Market Area	
	Aberdeen City	Aberdeenshire	Aberdeen Housing Market Area	Rural Housing Market Area
Renting from private landlord	56%	27%	41%	28%
Renting from Council	20%	12%	13%	18%
Renting from Housing Association	19%	11%	12%	17%
Mid-market rent	2%	2%	1%	3%
Self-build	28%	71%	49%	70%
Shared ownership	18%	8%	13%	10%
Shared equity	14%	4%	9%	4%
Other	2%	2%	2%	1%
Base	122	244	228	136

These figures are reflective of the first time / subsequent buyers in each area.