

swoffers

THE
BIG
PROPERTY SURVEY RESULTS





THE **BIG** PROPERTY SURVEY

Contents

Section 1 Local homeowner	3
Section 2 Local non homeowner	17
Section 3 Non resident	25



Section 1

Local homeowner

Following the end of the post-Covid property explosion, the last quarter of 2022 saw activity stabilise and us estate agents were able to get back to what we love the best – talking to people and finding the perfect property for our loyal clients.

We wanted to get a snapshot of what was making people tick, their likes and dislikes, as well as the things that kept them awake at night. So, we launched our Big Property Survey, which has yielded some interesting results.

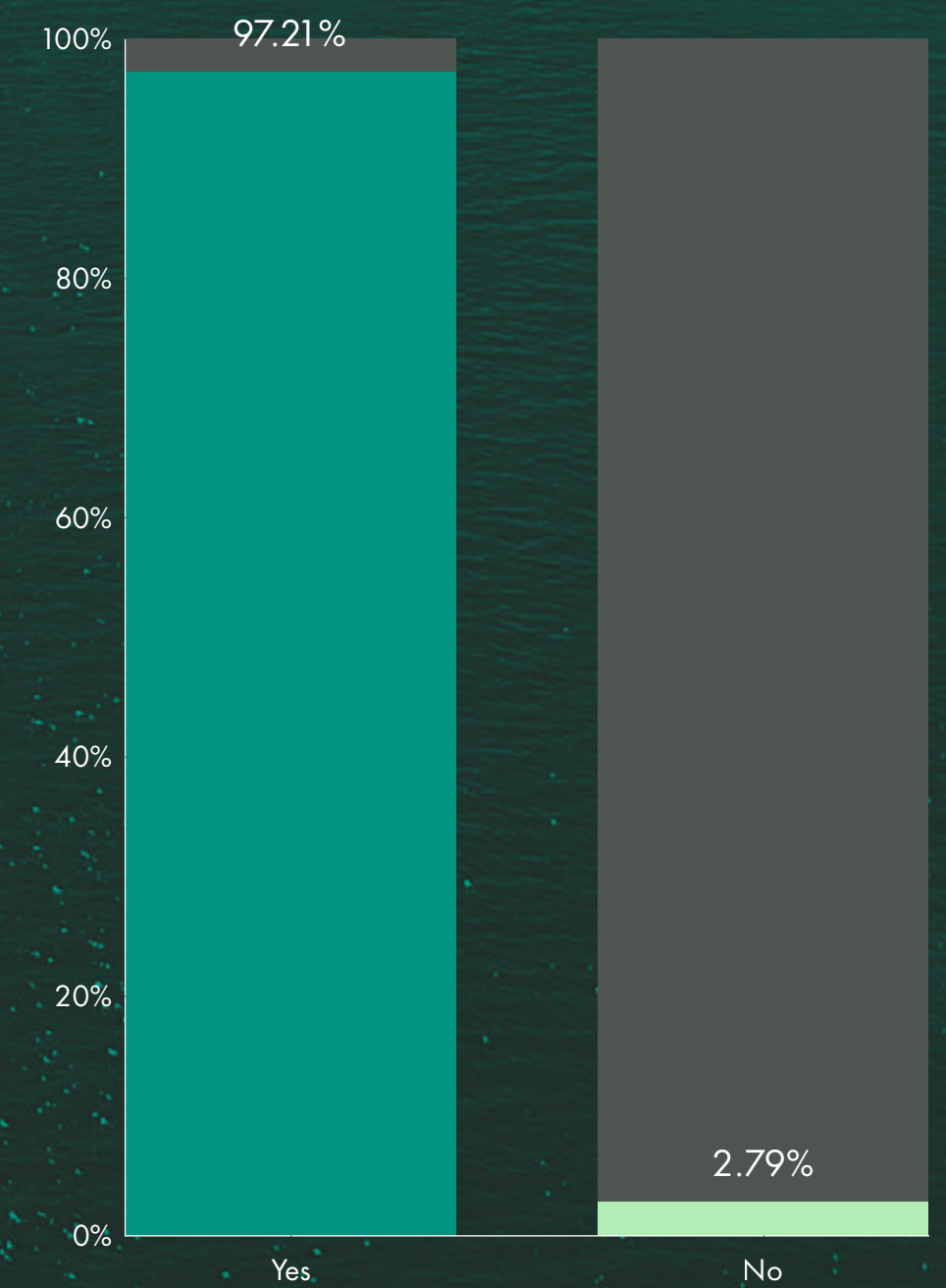
It's heart-warming to note that while many communities yearn for something bigger and better, overall people in Guernsey seem happy with their lot. It appears the grass isn't always greener, and the island's charm still holds the hearts of its local population.

The survey was split into three sections – for renters, homeowners and non-islanders – with some questions allowing respondents to highlight their top three answers, and others asking for a single response.



Q1

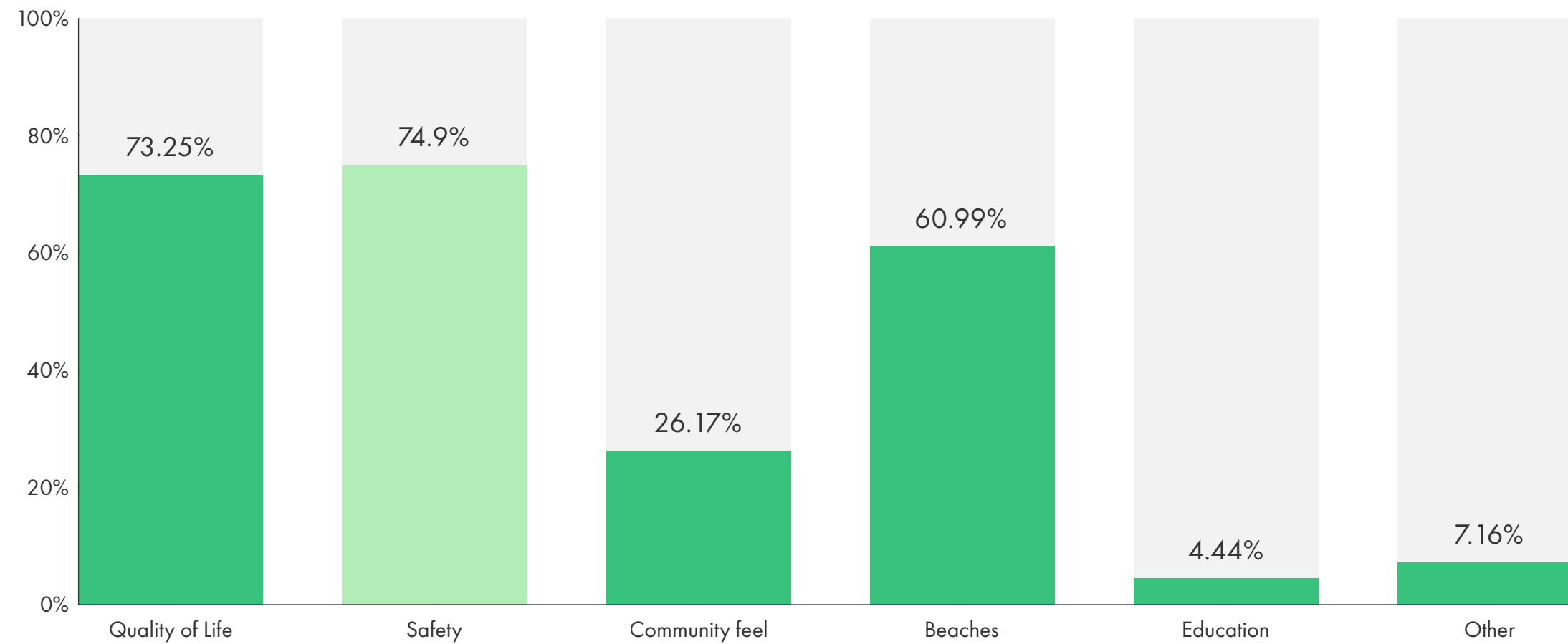
Do you live on Guernsey?



Answer Choice	Responses
Yes	1,255
No	36
Total Respondents:	1,291

Q2

What's the best thing about living in Guernsey?



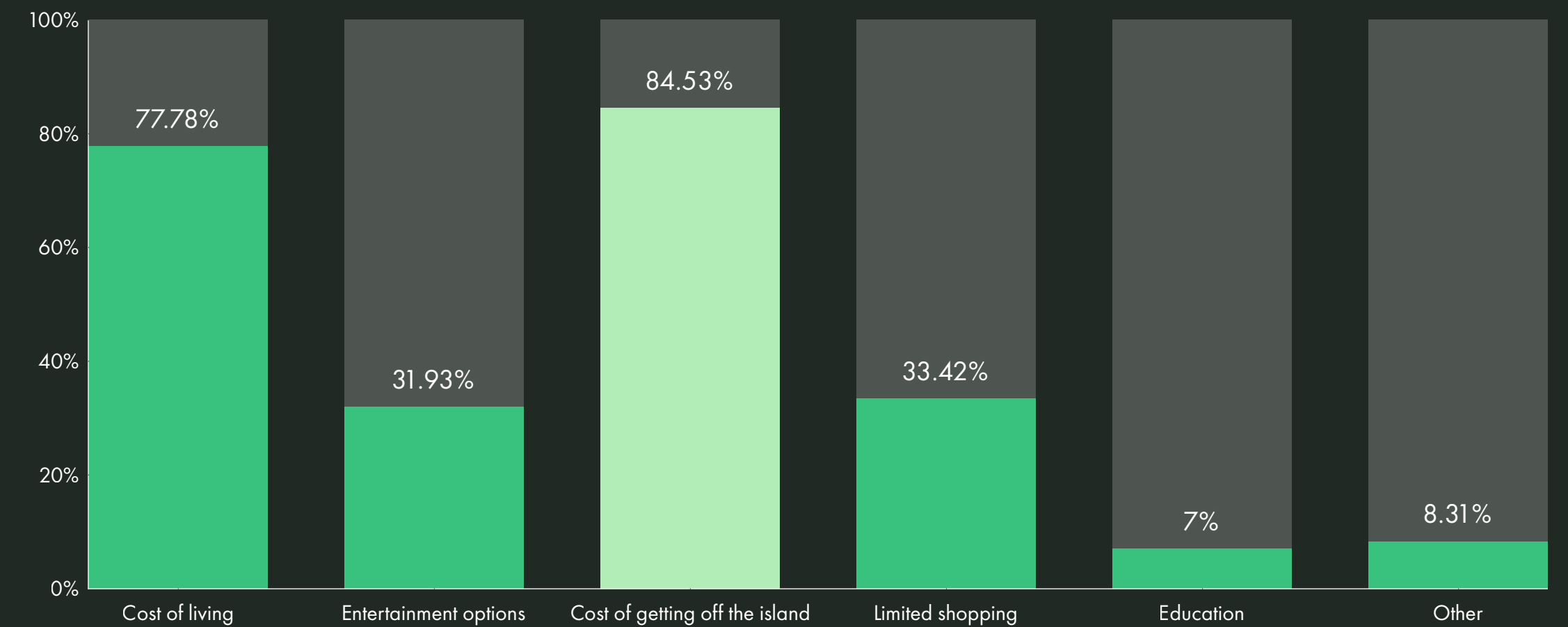
Answer Choice	Responses
Quality of life	890
Safety	910
Community feel	318
Beaches	741
Education	54
Other (please specify)	87
Total Respondents:	1,215

73.25%
of people said the
quality of life is
the best thing
about living in
Guernsey

84.53%
of people said the
cost of getting off
the island was
the worst thing
about living in
Guernsey

Q3

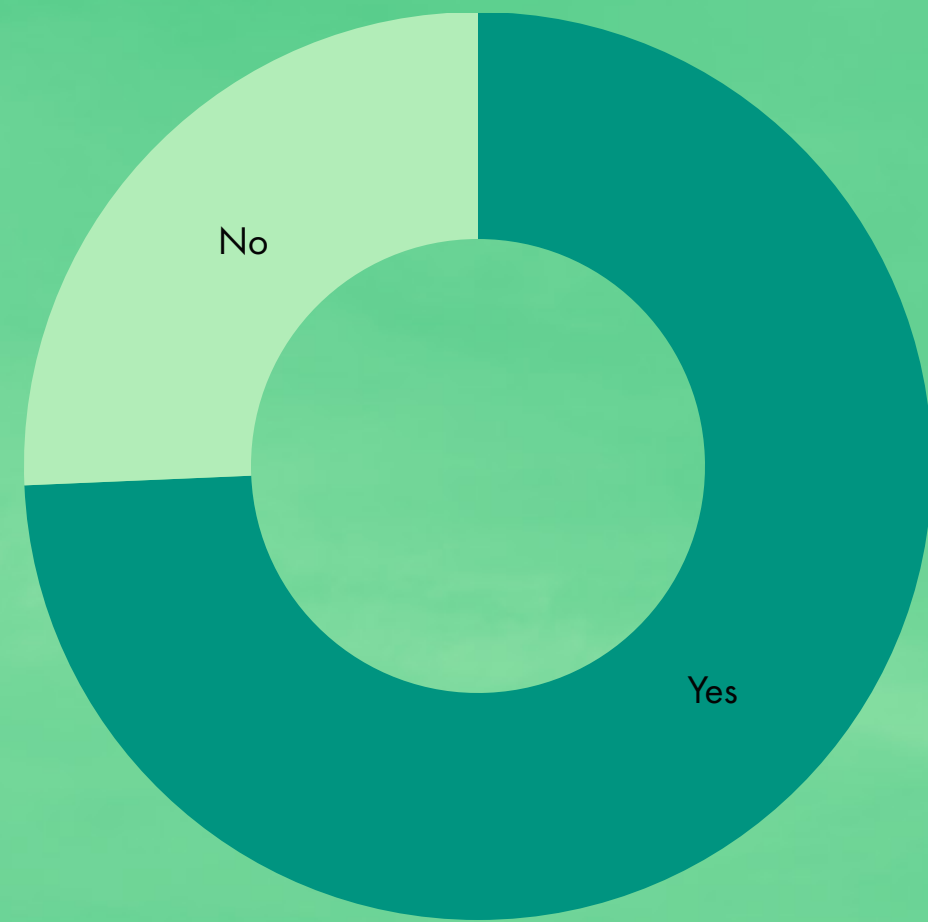
What's the worst thing about living in Guernsey?



Answer Choice	Responses
Cost of living	945
Entertainment options	388
Cost of getting off the island	1,027
Limited shopping	406
Education	85
Other (please specify)	101
Total Respondents:	1,215

Q4

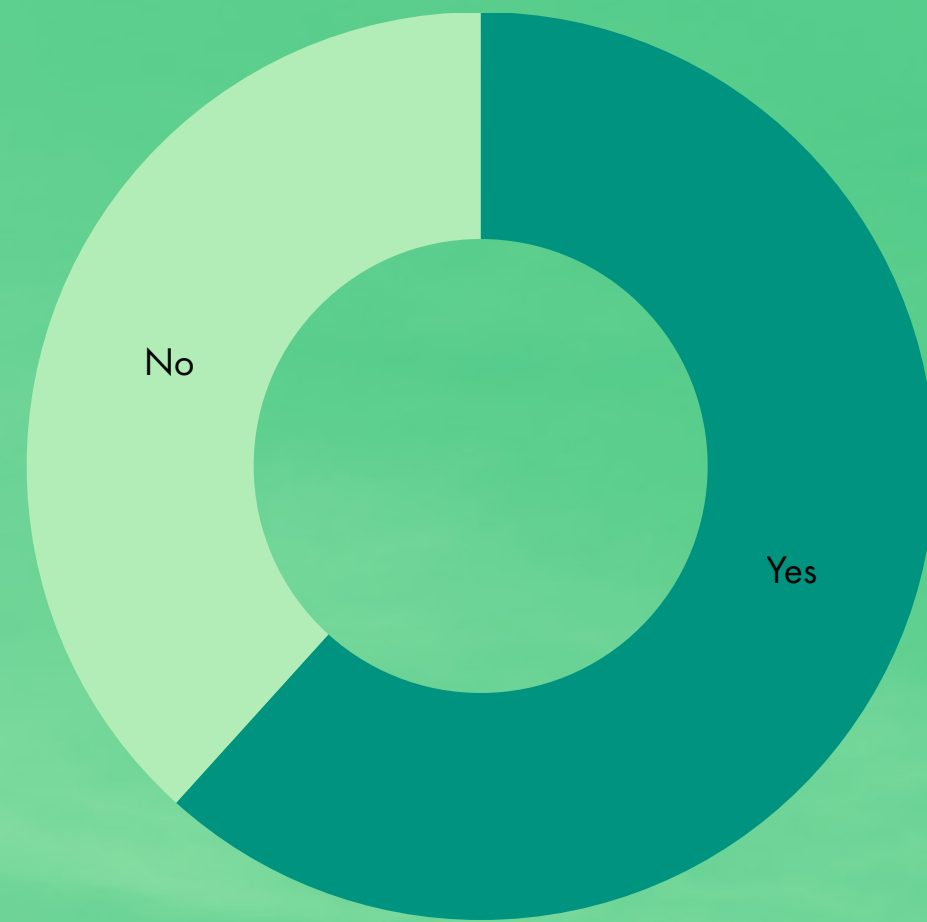
Are you a homeowner?



Answer Choice	Responses
Yes	74.32% 903
No	25.68% 312
Total Respondents:	1,215

Q5

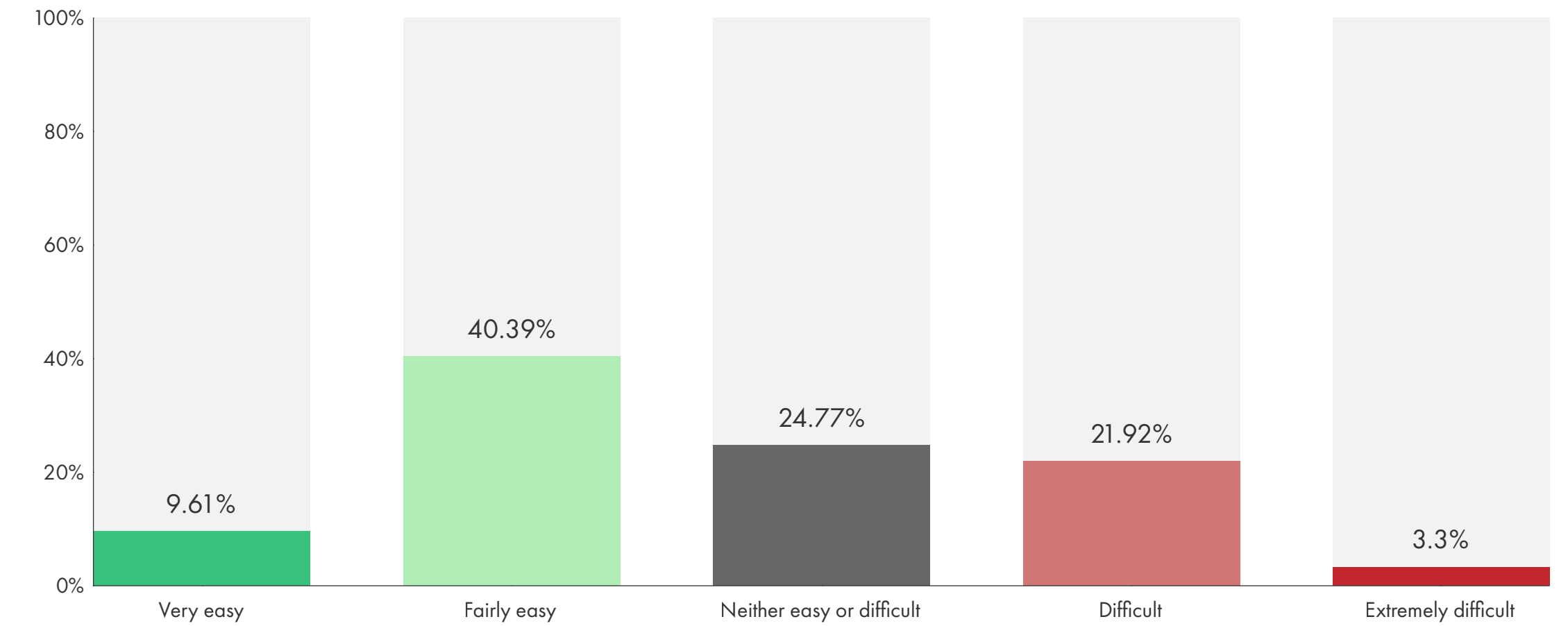
Have you moved house in the last 10 years?




Answer Choice	Responses
Yes	61.70% 530
No	38.30% 329
Total Respondents:	859

Q6

How did you find the experience?



Answer Choice	Responses
Very Easy	64
Fairly Easy	269
Neither Easy or Difficult	165
Difficult	146
Extremely Difficult	22
Total Respondents:	666



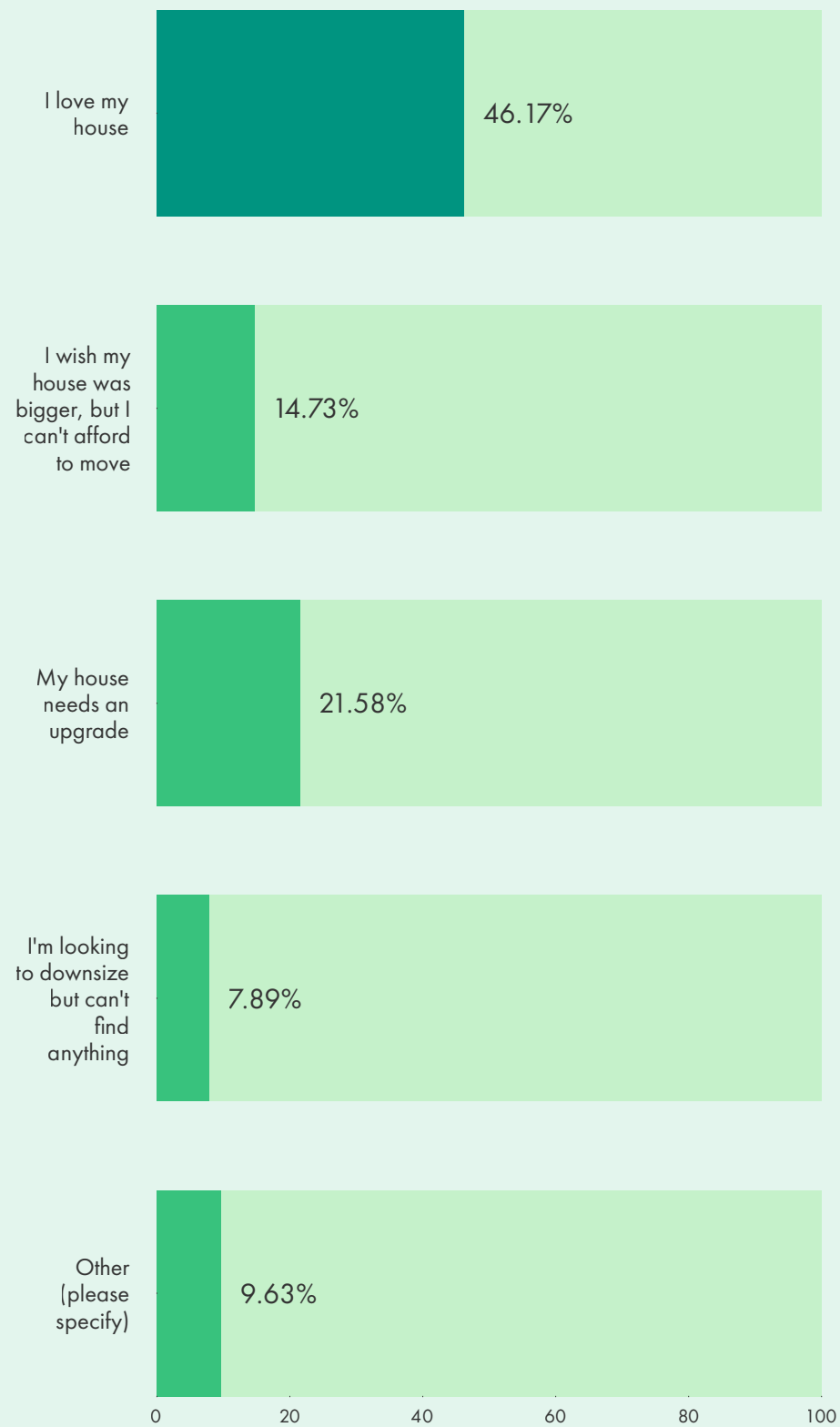
40.39%
found the house
buying process
easy

While many communities yearn for something bigger and better, overall people in Guernsey seem happy with their lot. It appears the grass isn't always greener, and the island's charm still holds the hearts of its local population.

The vast majority of respondents to our survey said they loved their house, while having a garden and parking came out top when asked what's most important in a new home.

Q7

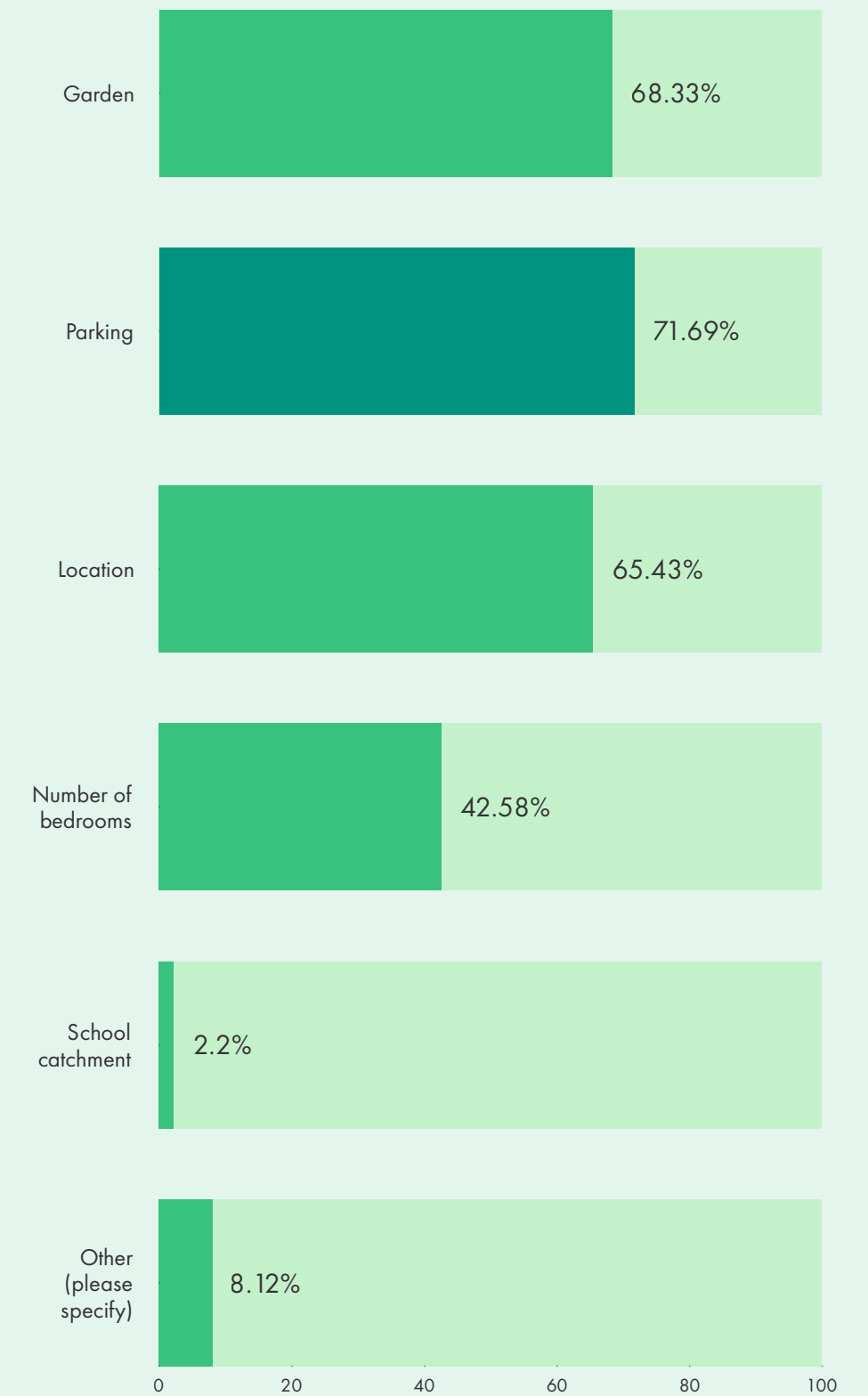
In terms of the property you live in, which statement would you agreemost strongly with below?



Answer Choice	Responses
I love my house	398
I wish my house was bigger, but I can't afford to move	127
My house needs an upgrade	186
I'm looking to downsize but can't find anything	68
Other (please specify)	83
Total Respondents:	862

Q8

What is most important to you in a new home?



Answer Choice	Responses
Garden	589
Parking	618
Location	564
Number of bedrooms	367
School catchment	19
Other (please specify)	70
Total Respondents:	862

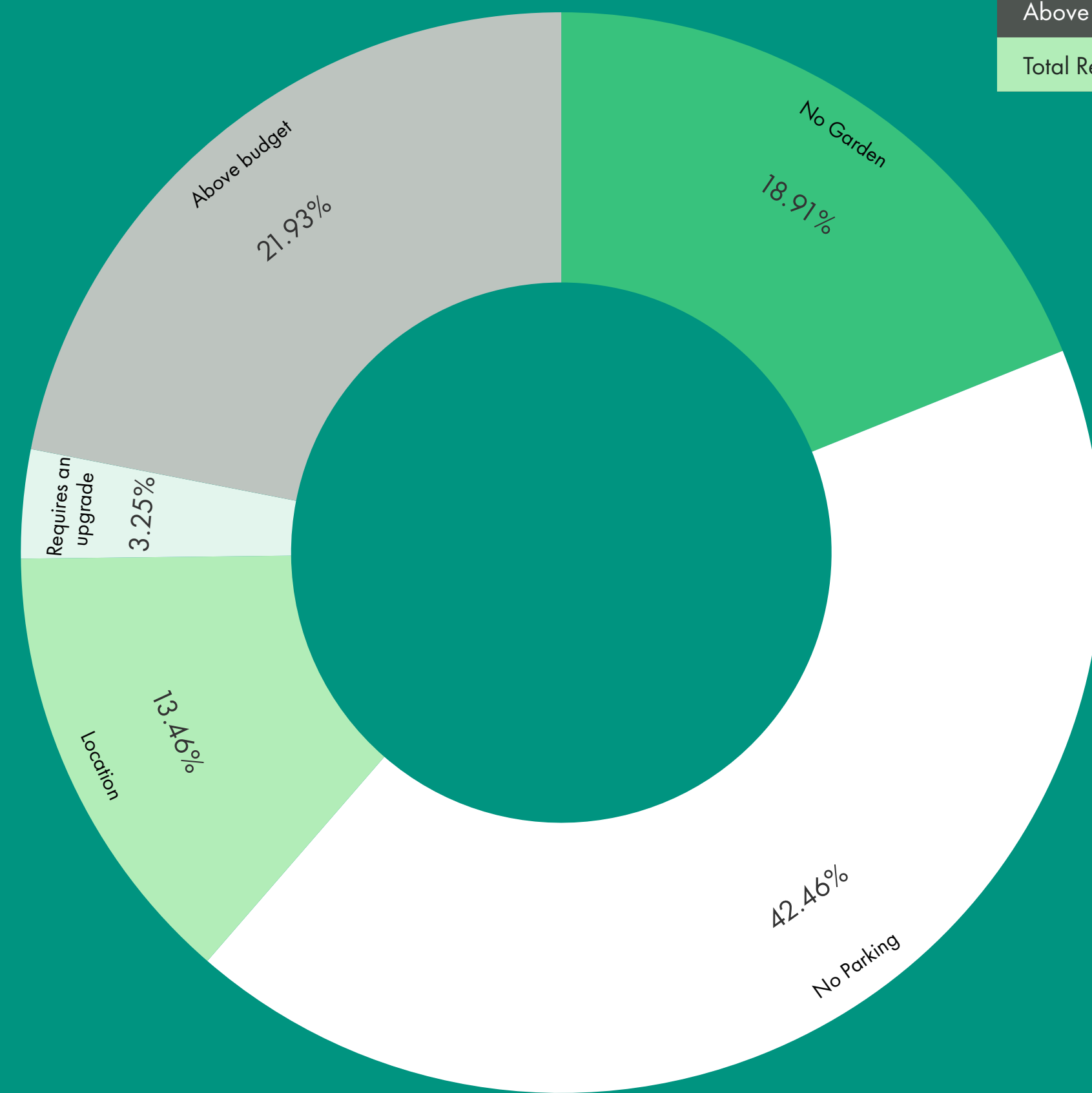


42.46%
 said no parking
 would be a deal-
 breaker when
 buying a property

Q9

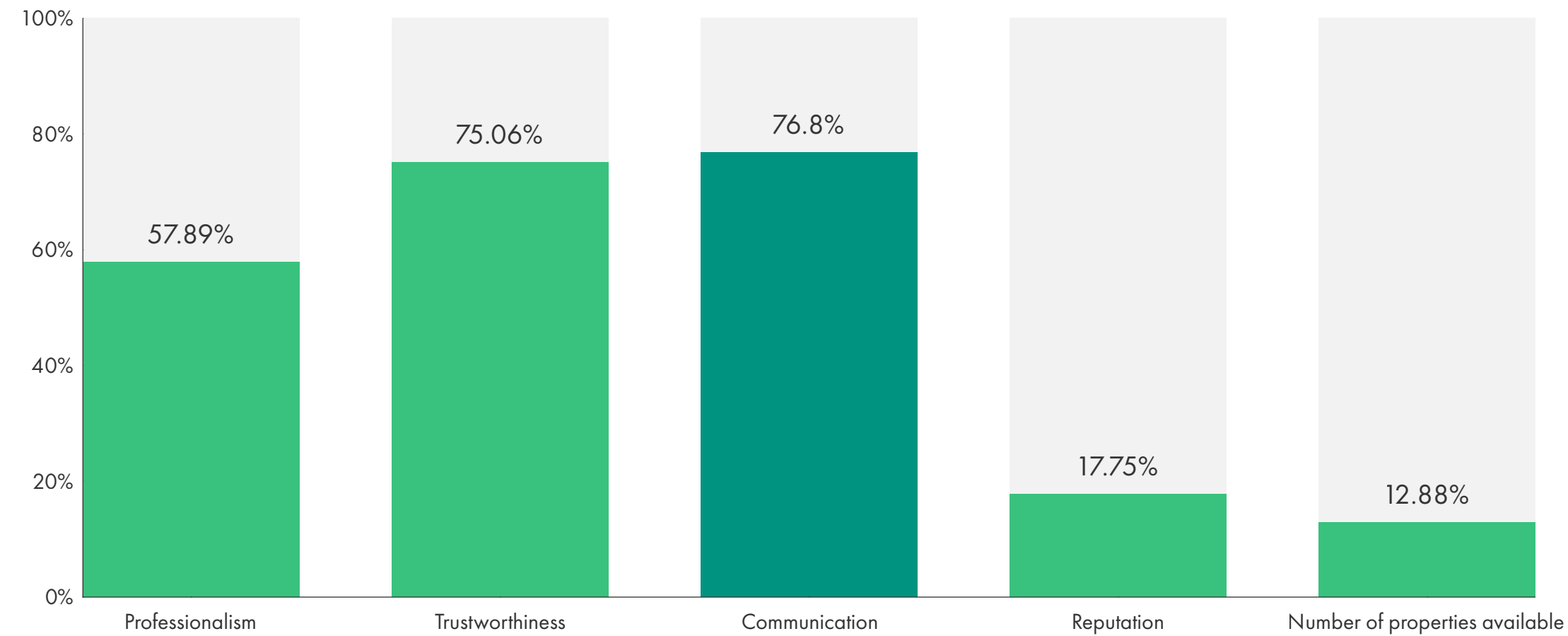
What would be the biggest deal-breaker when buying a property?

Answer Choice	Responses
No Garden	163
No Parking	366
Location	116
Requires an upgrade	28
Above budget	189
Total Respondents:	862



Q10

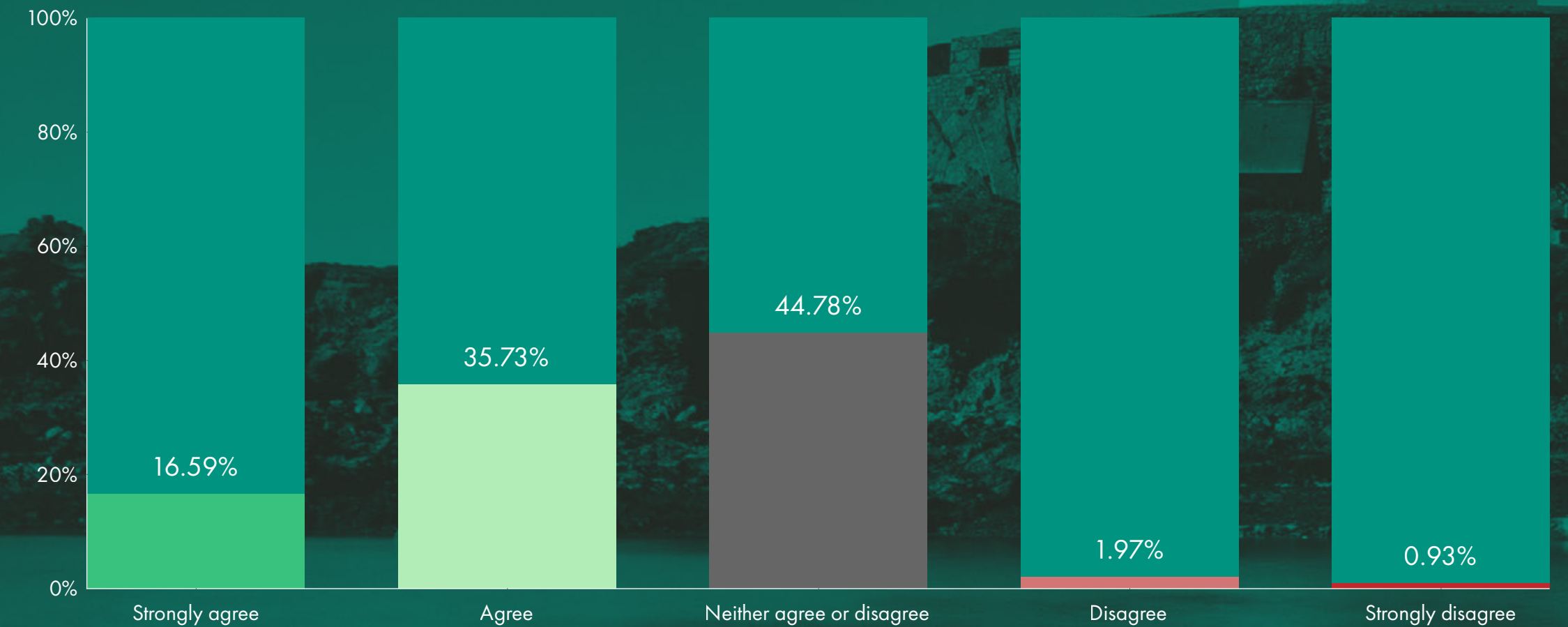
What is most important to you in an estate agent?



Answer Choice	Responses
Professionalism	499
Trustworthiness	647
Communication	662
Reputation	153
Number of properties available	111
Total Respondents:	862

Q11

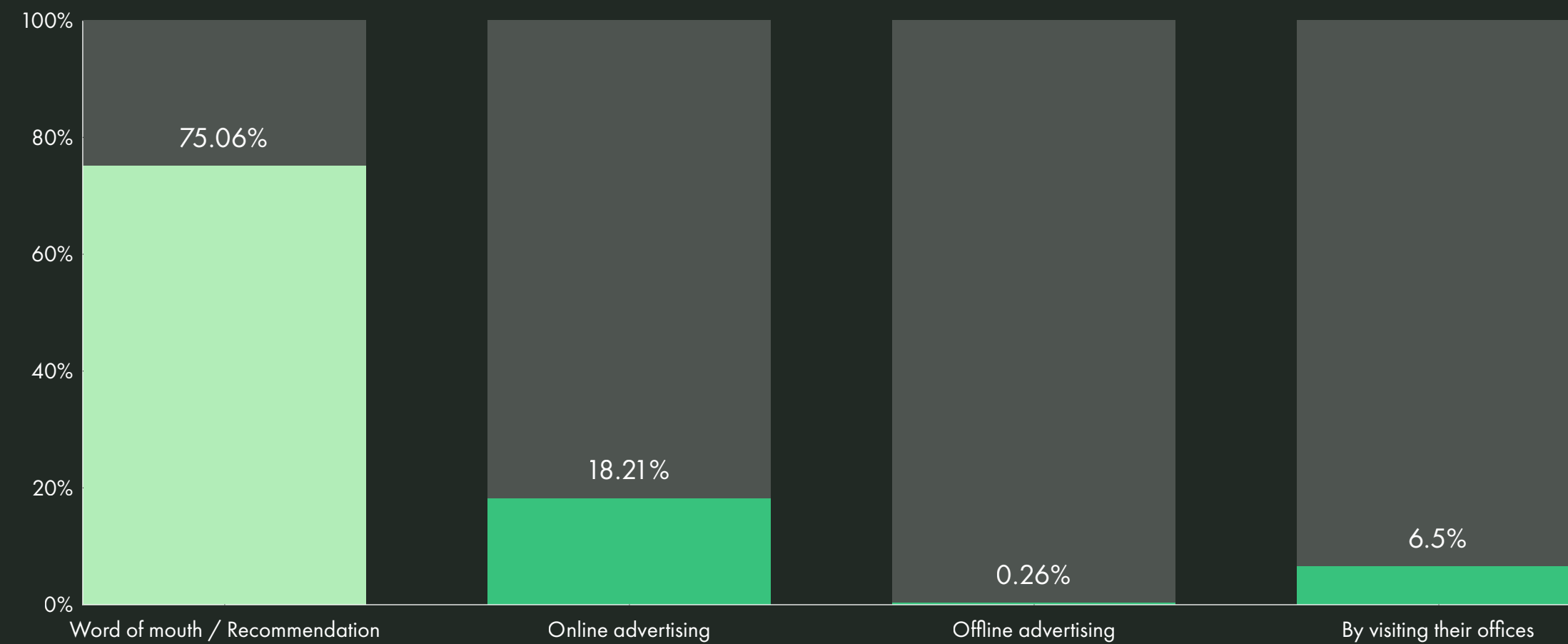
Swoffers has been rated Guernsey's most trusted estate agent. Would you agree?



Answer Choice	Responses
Strongly agree	143
Agree	308
Neither agree or disagree	386
Disagree	17
Strongly disagree	8
Total Respondents:	862

Q12

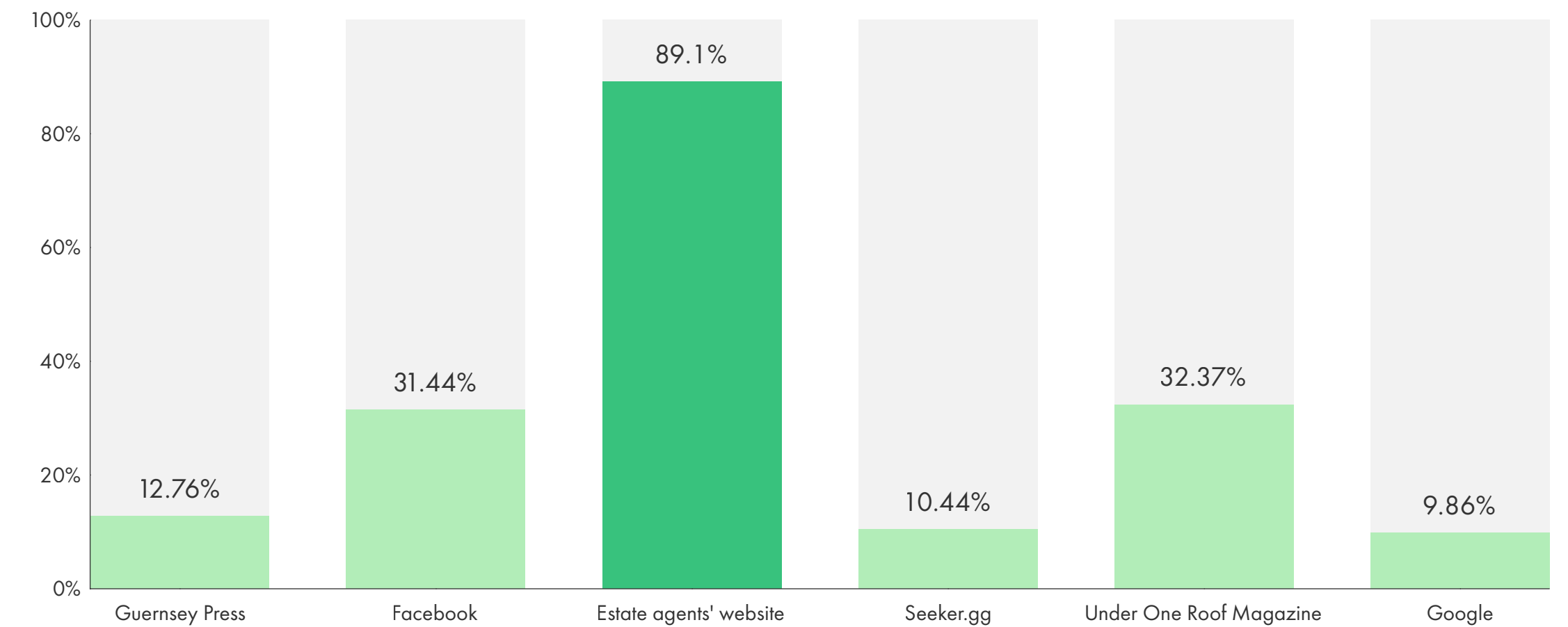
How would you choose an estate agent?



Answer Choice	Responses
Word of mouth / Recommendation	647
Online advertising	157
Offline advertising	2
By visiting their offices	56
Total Respondents:	862

Q13

Where do you usually look for new properties?



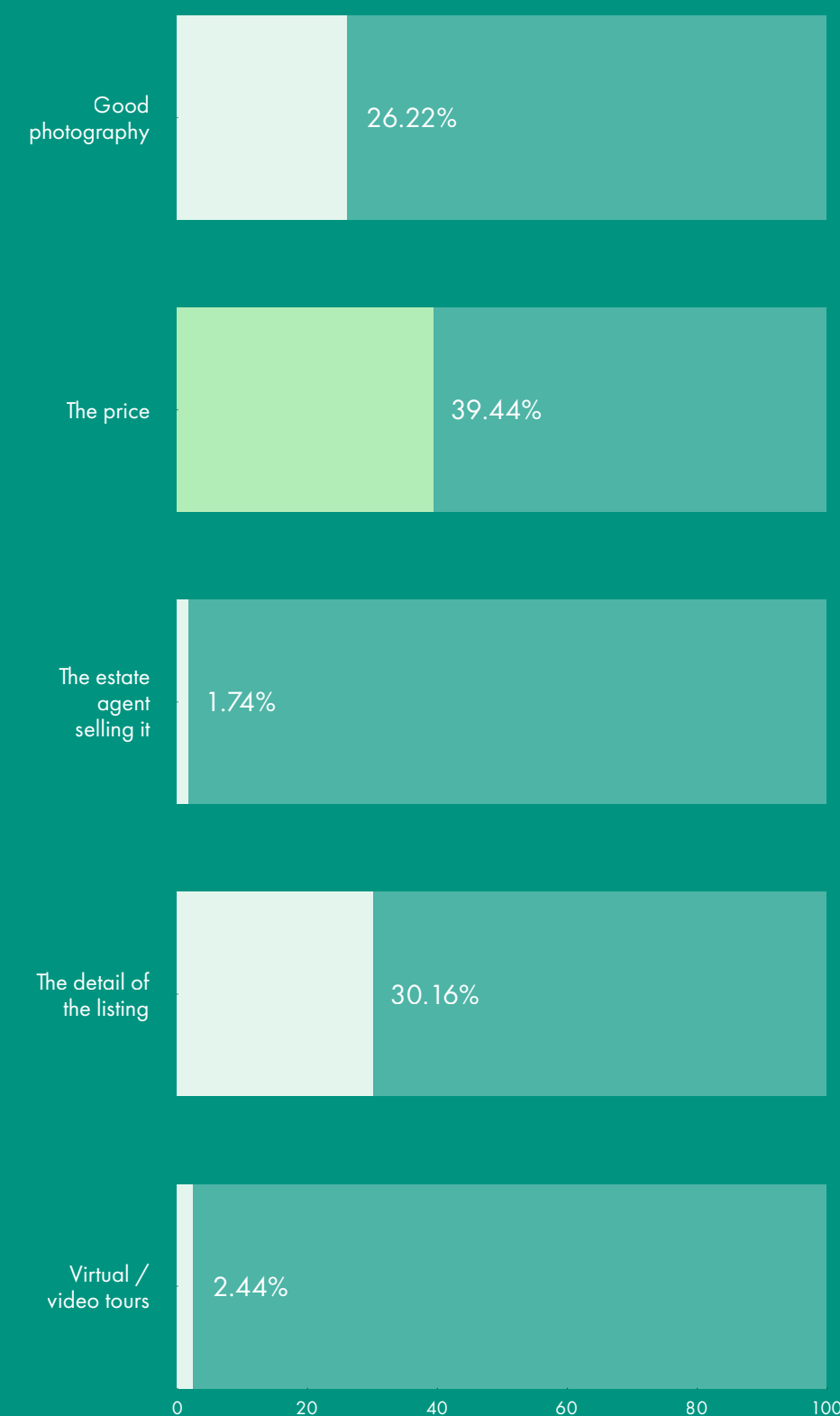
Answer Choice	Responses
Guernsey Press	110
Facebook	271
Estate agents' website	768
Seeker.gg	90
Under One Roof Magazine	279
Google	85
Total Respondents:	862

Guernsey has a number of long-standing estate agents and on an island the size of ours, reputation is everything. Word of mouth is powerful – our survey found that professionalism and trustworthiness are key in a good estate agent.

75.06%
of people chose
an estate agent by
word of mouth

Q14

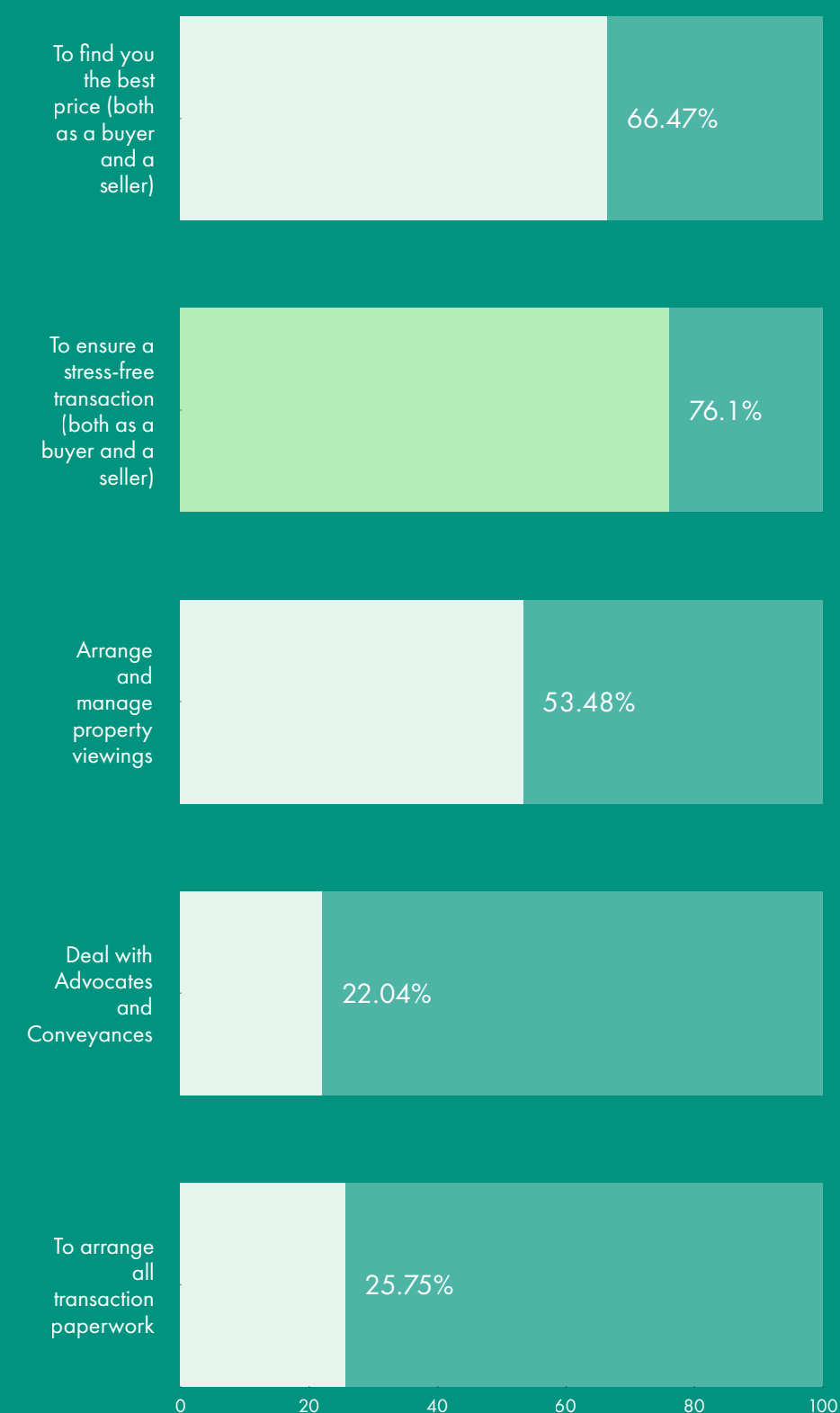
What attracts you most to a property you see online or in print?



Answer Choice	Responses
Good photography	226
The price	340
The estate agent selling it	15
The detail of the listing	260
Virtual / video tours	21
Total Respondents:	862

Q15

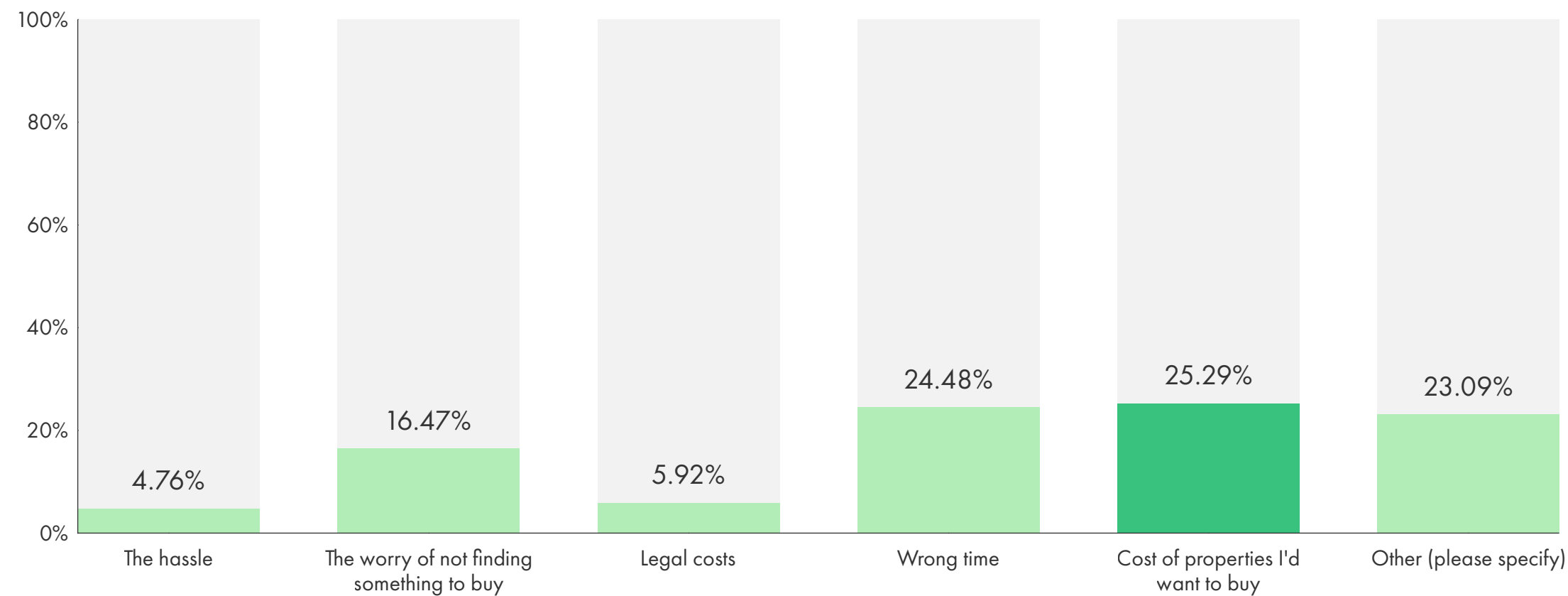
What would you say is the role of the estate agent?



Answer Choice	Responses
To find you the best price (both as a buyer and a seller)	573
To ensure a stress-free transaction (both as a buyer and a seller)	656
Arrange and manage property viewings	461
Deal with Advocates and Conveyances	190
To arrange all transaction paperwork	222
Total Respondents:	862

Q16

What is the main thing stopping you putting your property on the market?



Answer Choice	Responses
The hassle	41
The worry of not finding something to buy	142
Legal costs	51
Wrong time	211
Cost of properties I'd want to buy	218
Other (please specify)	199
Total Respondents:	862

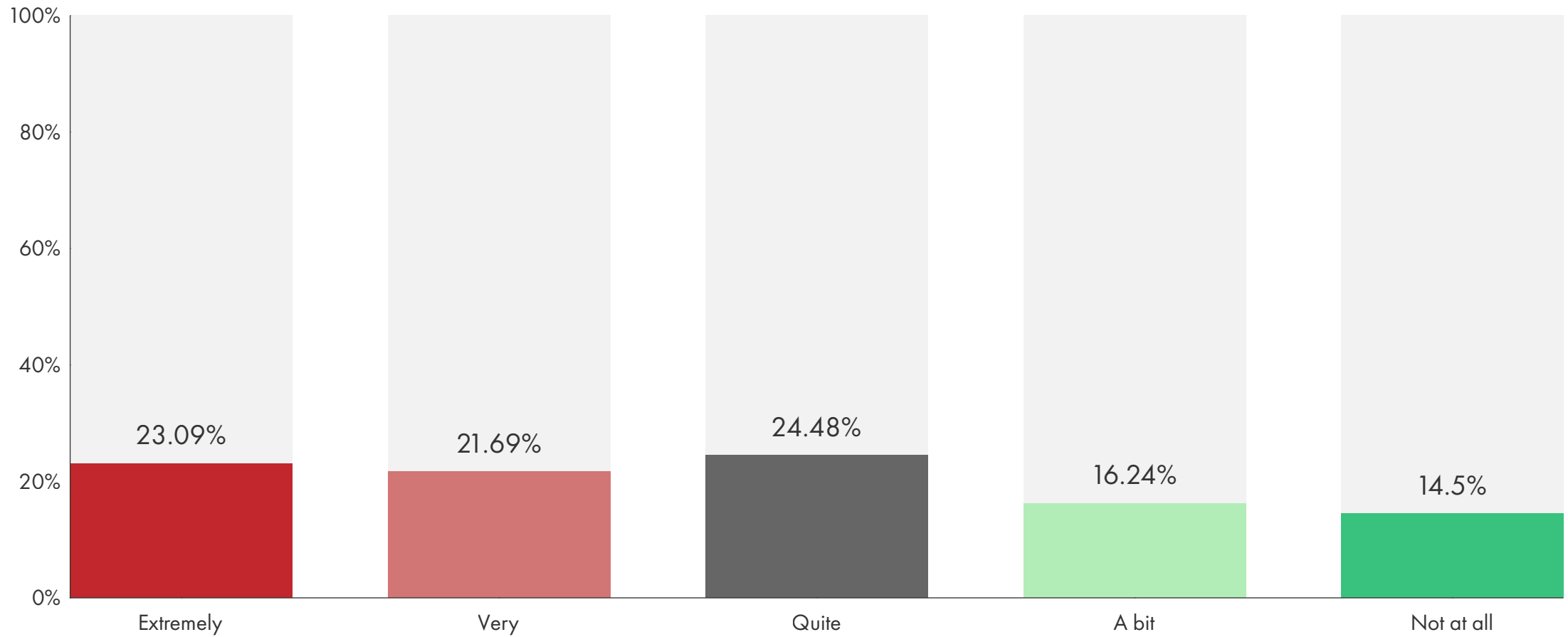
25.29%

of people said the cost of properties they want to buy is stopping them from putting their property on the market

only **14.5%** of people were not concerned by rising interest rates

Q17

How concerned are you about rising interest rates?

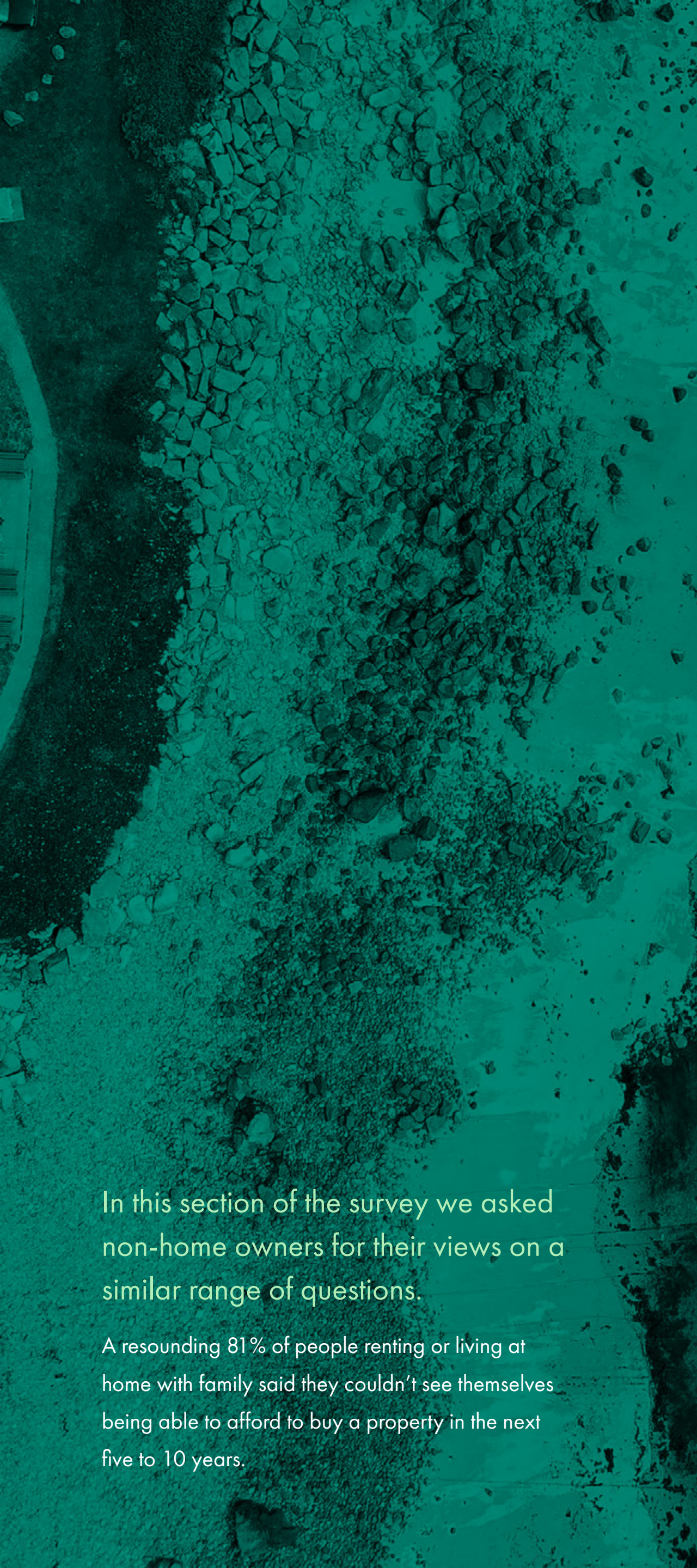


Answer Choice	Responses
Extremely	199
Very	187
Quite	211
A bit	140
Not at all	125
Total Respondents:	862



Section 2

Local non homeowner

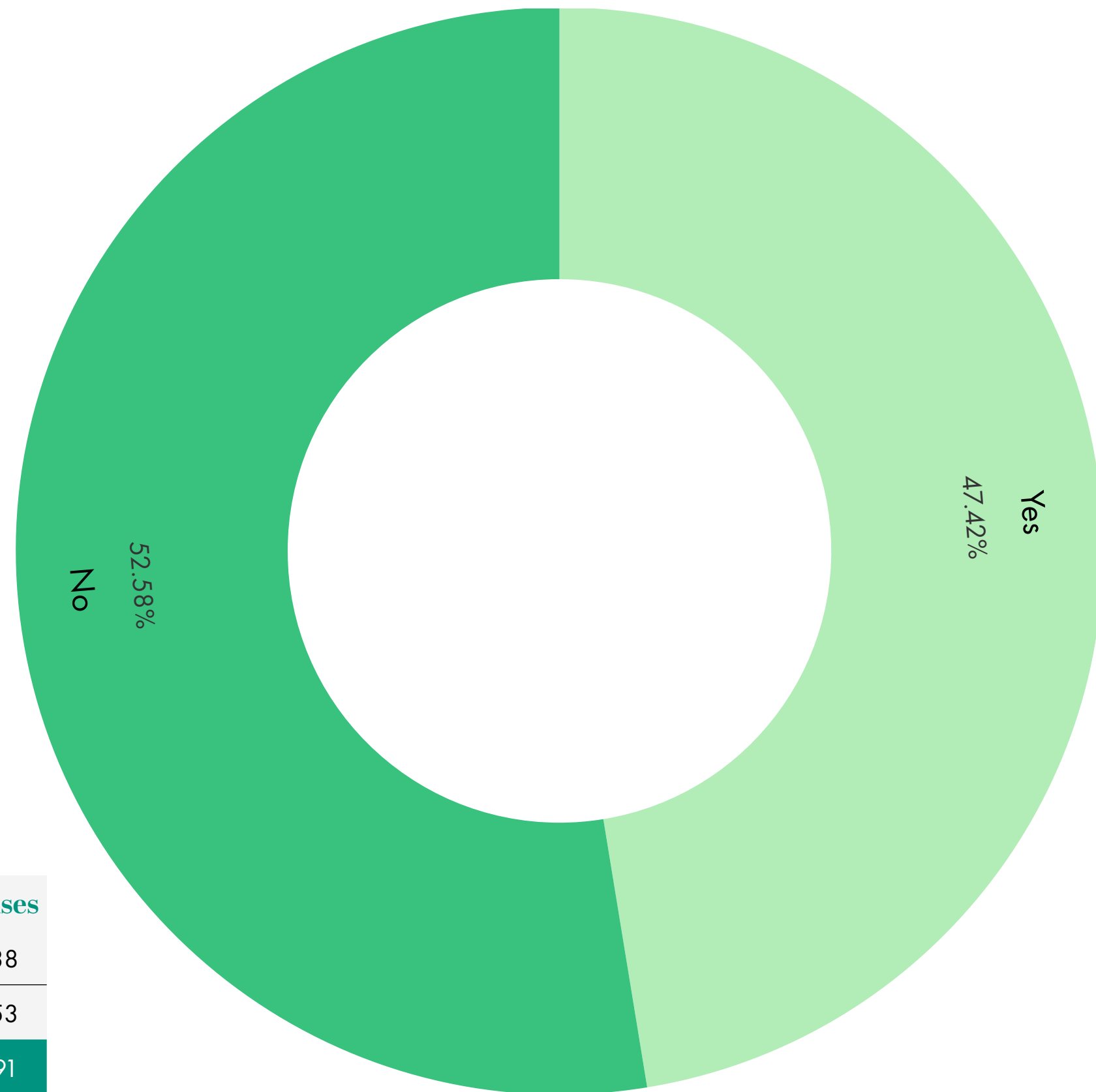


In this section of the survey we asked non-home owners for their views on a similar range of questions.

A resounding 81% of people renting or living at home with family said they couldn't see themselves being able to afford to buy a property in the next five to 10 years.

Q1

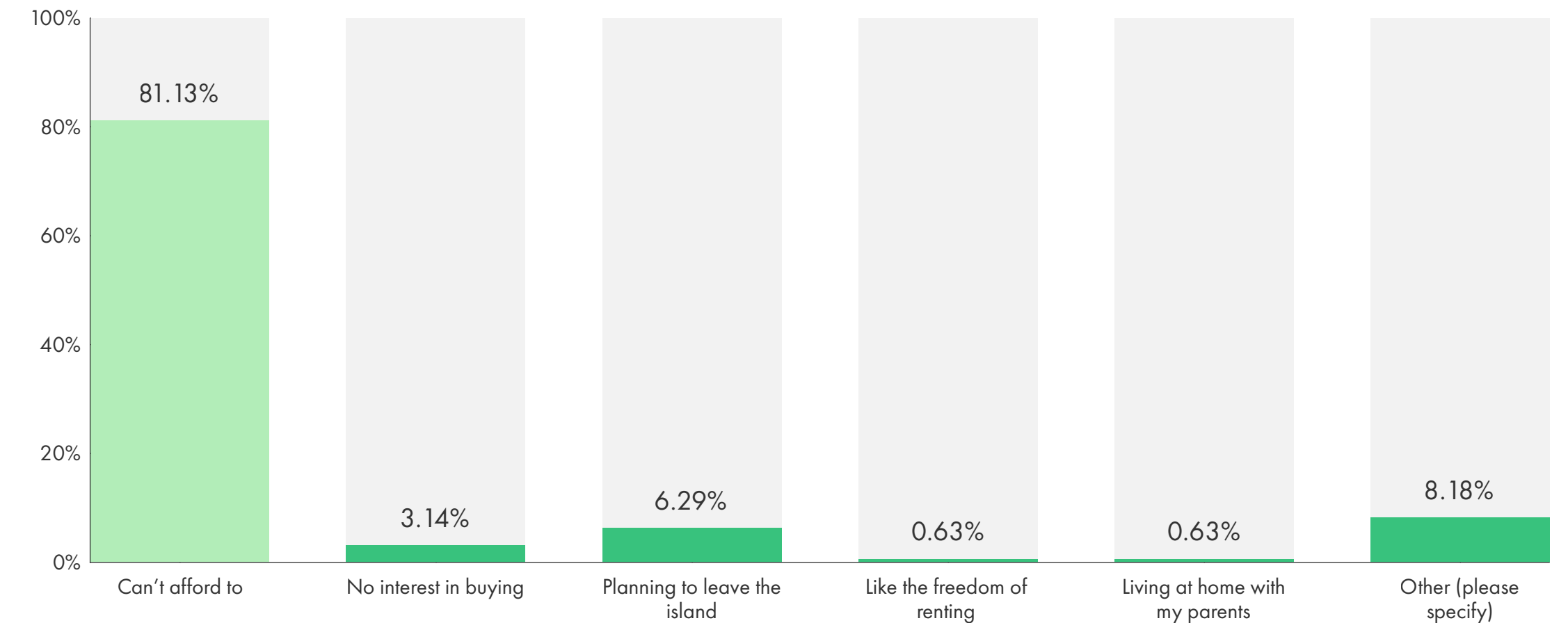
Do you see yourself buying a property in the next 5 to 10 years?



Answer Choice	Responses
Yes	138
No	153
Total Respondents:	291

Q2

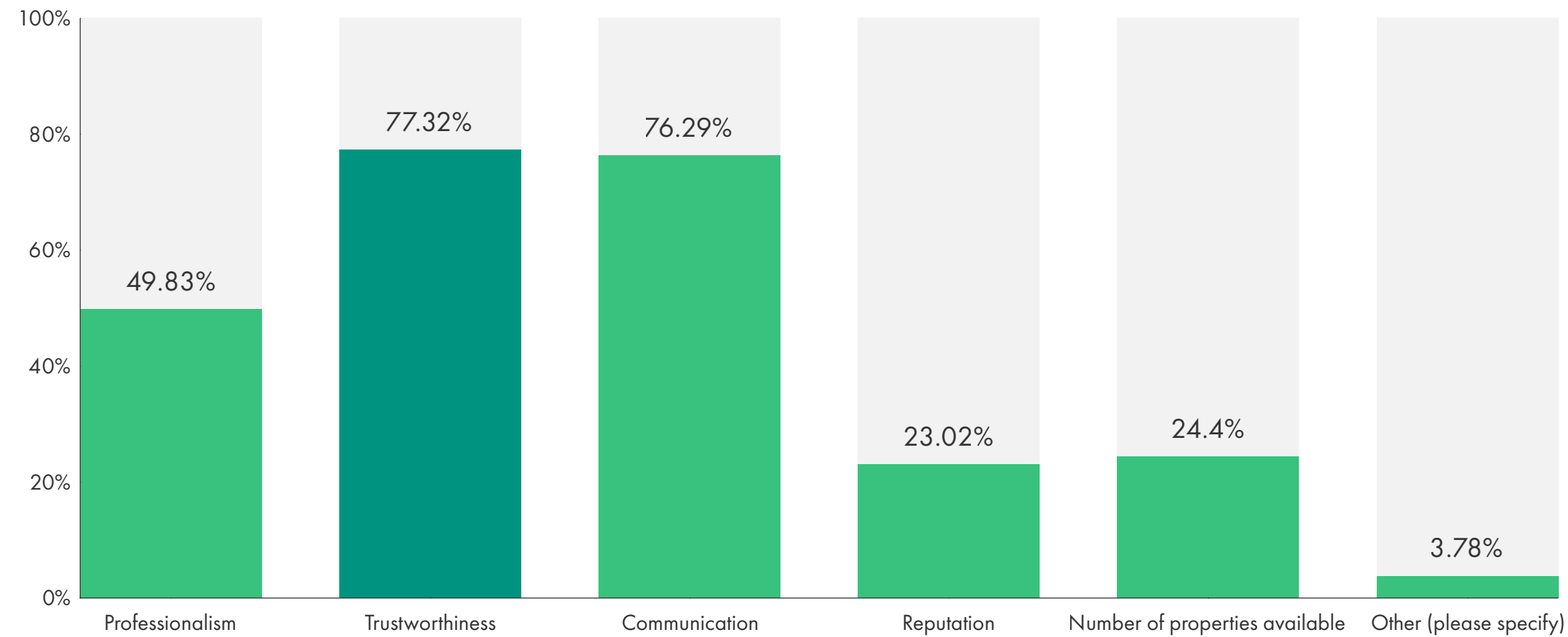
If your answer above was 'no', why?



Answer Choice	Responses
Can't afford to	129
No interest in buying	5
Planning to leave the island	10
Like the freedom of renting	1
Living at home with my parents	1
Other (please specify)	13
Total Respondents:	159

Q3

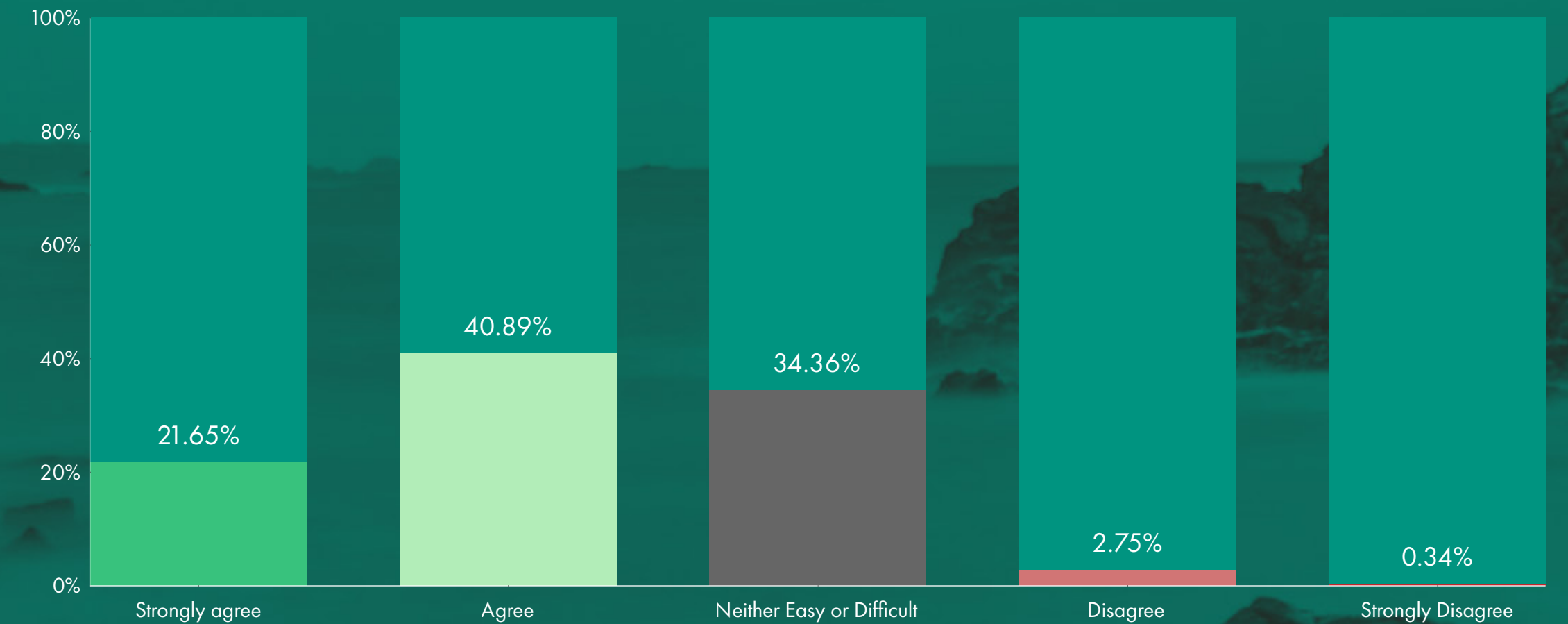
What is most important to you in an estate agent?



Answer Choice	Responses
Professionalism	145
Trustworthiness	225
Communication	222
Reputation	67
Number of properties available	71
Other (please specify)	11
Total Respondents:	291

Q4

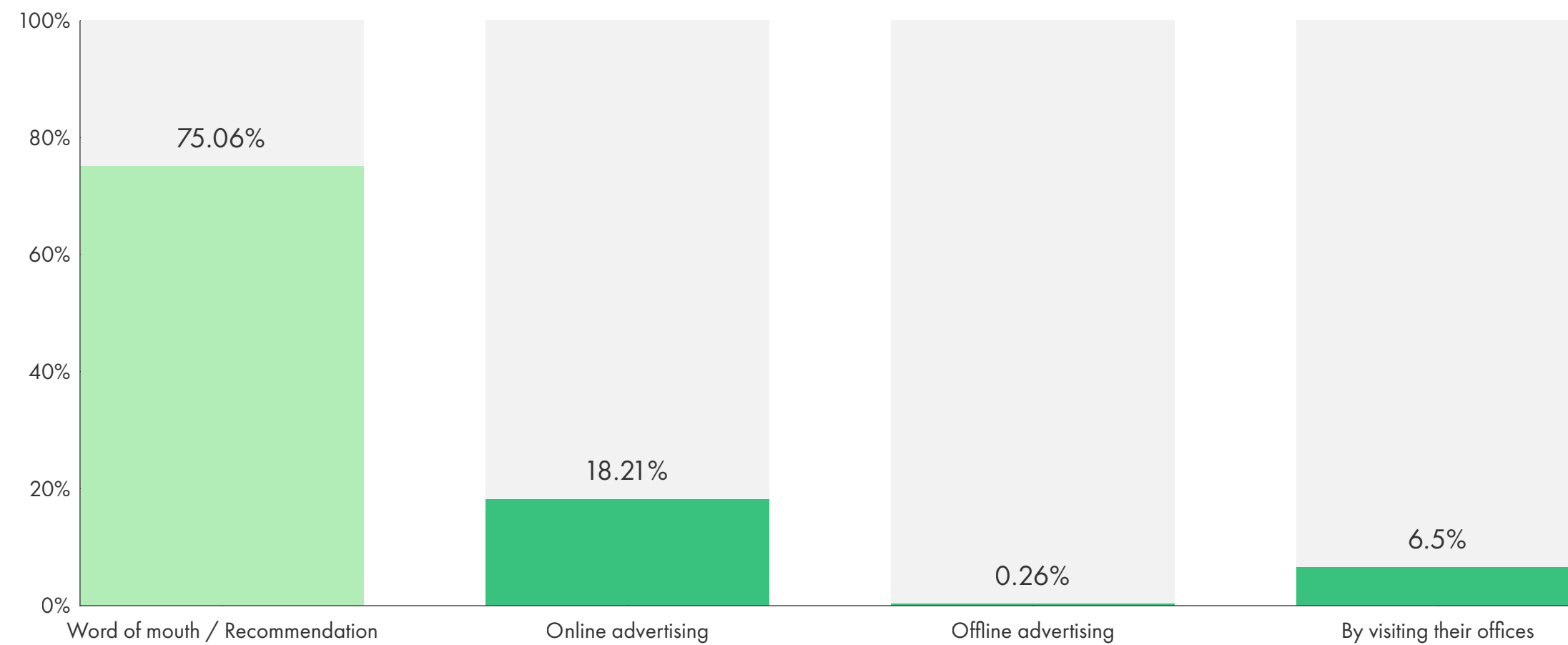
Swoffers has been rated Guernsey's most trusted estate agent. Would you agree?



Answer Choice	Responses
Strongly agree	63
Agree	119
Neither agree or disagree	100
Disagree	8
Strongly disagree	1
Total Respondents:	291

Q5

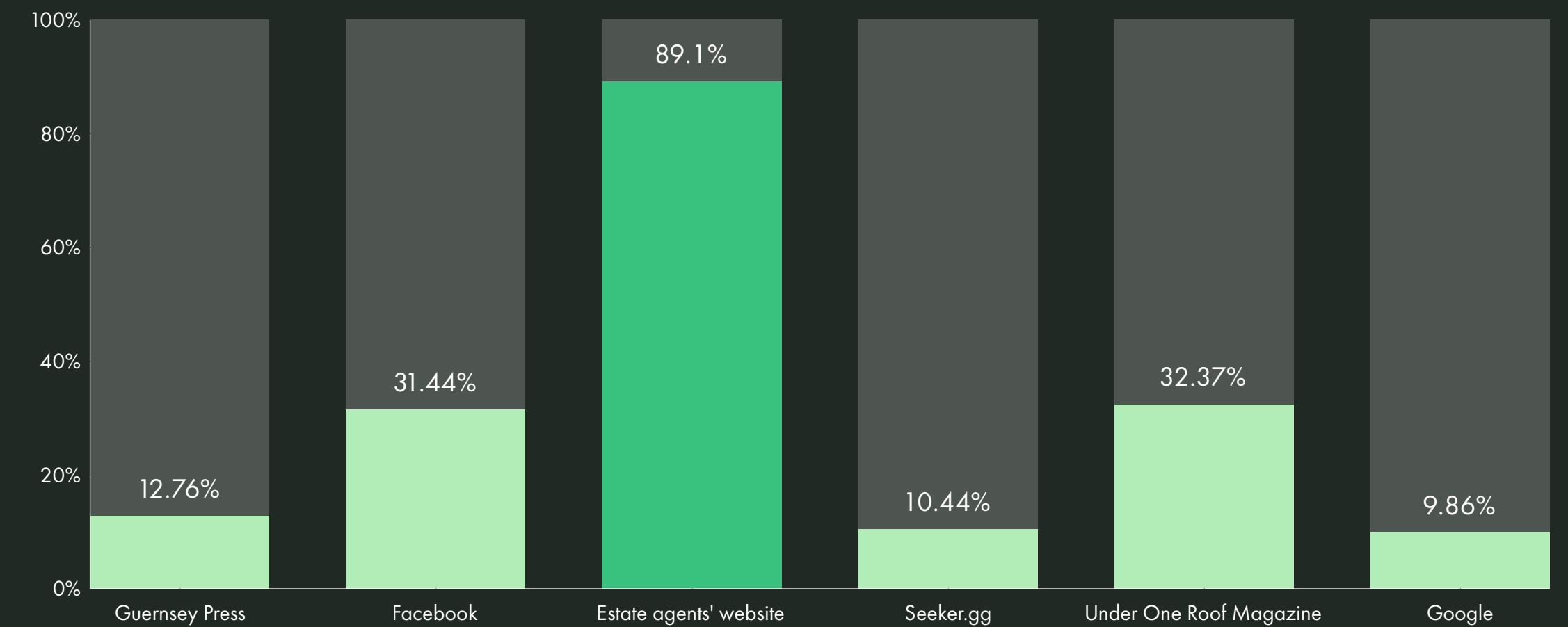
How would you choose an estate agent?



Answer Choice	Responses
Word of mouth / Recommendation	202
Online advertising	57
Offline advertising	1
By visiting their offices	31
Total Respondents:	291

Q6

Where do you usually look for new properties?



Answer Choice	Responses
Guernsey Press	48
Facebook	109
Estate agents' website	250
Seeker.gg	45
Under One Roof Magazine	87
Google	45
Total Respondents:	291



85.91%
of people look for
new properties
on the Estate
Agent's website

The estate agent's role is an important one. Moving house or buying for the first time can be a stressful process, and more than 76% of respondents felt that our role was to ensure that transactions are as stress-free as possible.

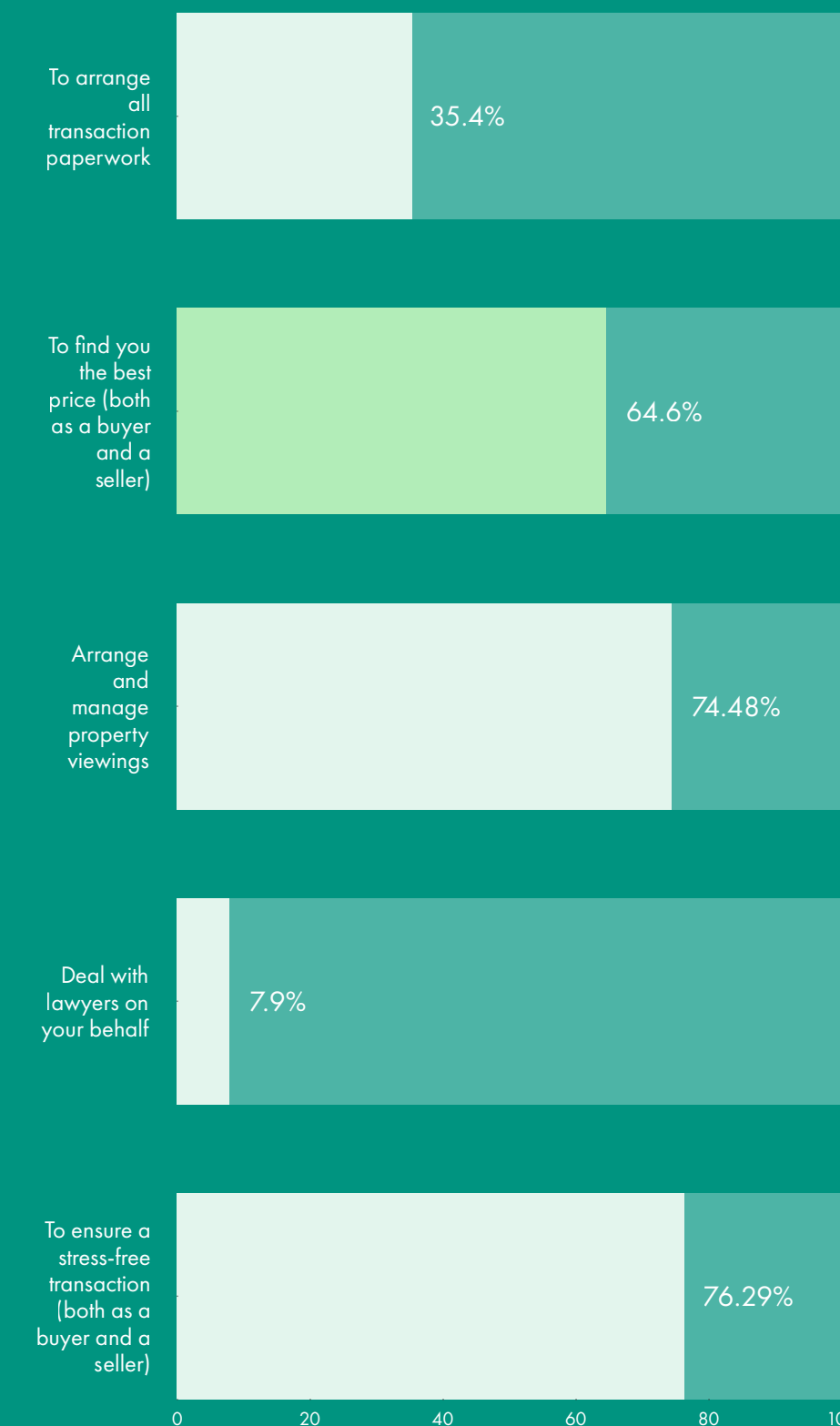


76.29%
of people thought that the main role of the estate agent is to ensure a stress-free transaction.

Q7

What would you say is the role of the estate agent?

Answer Choice	Responses
To arrange all transaction paperwork	103
To find you the best price (both as a buyer and a seller)	188
Arrange and manage property viewings	208
Deal with lawyers on your behalf	23
To ensure a stress-free transaction (both as a buyer and a seller)	222
Total Respondents:	291



Q8

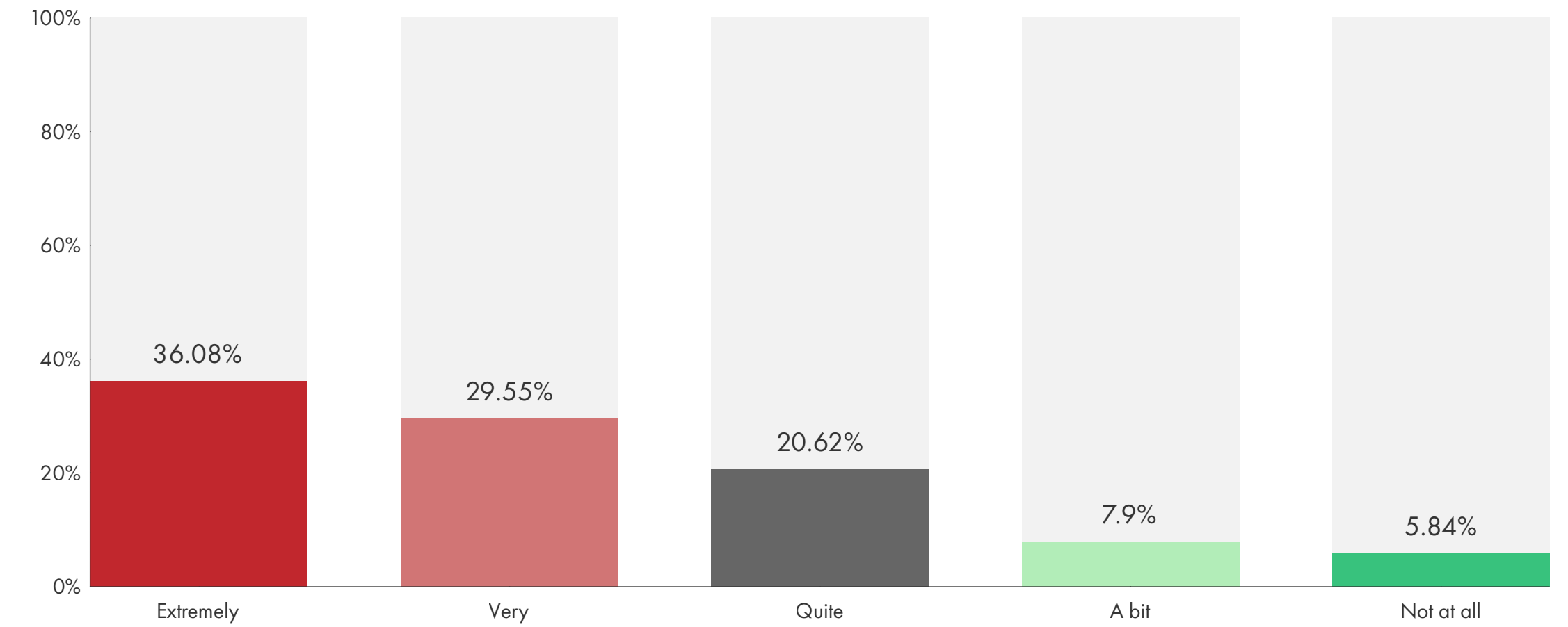
What are your main worries right now?



Answer Choice	Responses
The future of my job/ income	70
Rising cost of living	272
Lack of pension	54
Health	65
Family matters	60
Other (please specify)	39
Total Respondents:	291

Q9

How concerned are you about rising interest rates?



Answer Choice	Responses
Extremely	105
Very	86
Quite	60
A bit	23
Not at all	17
Total Respondents:	291

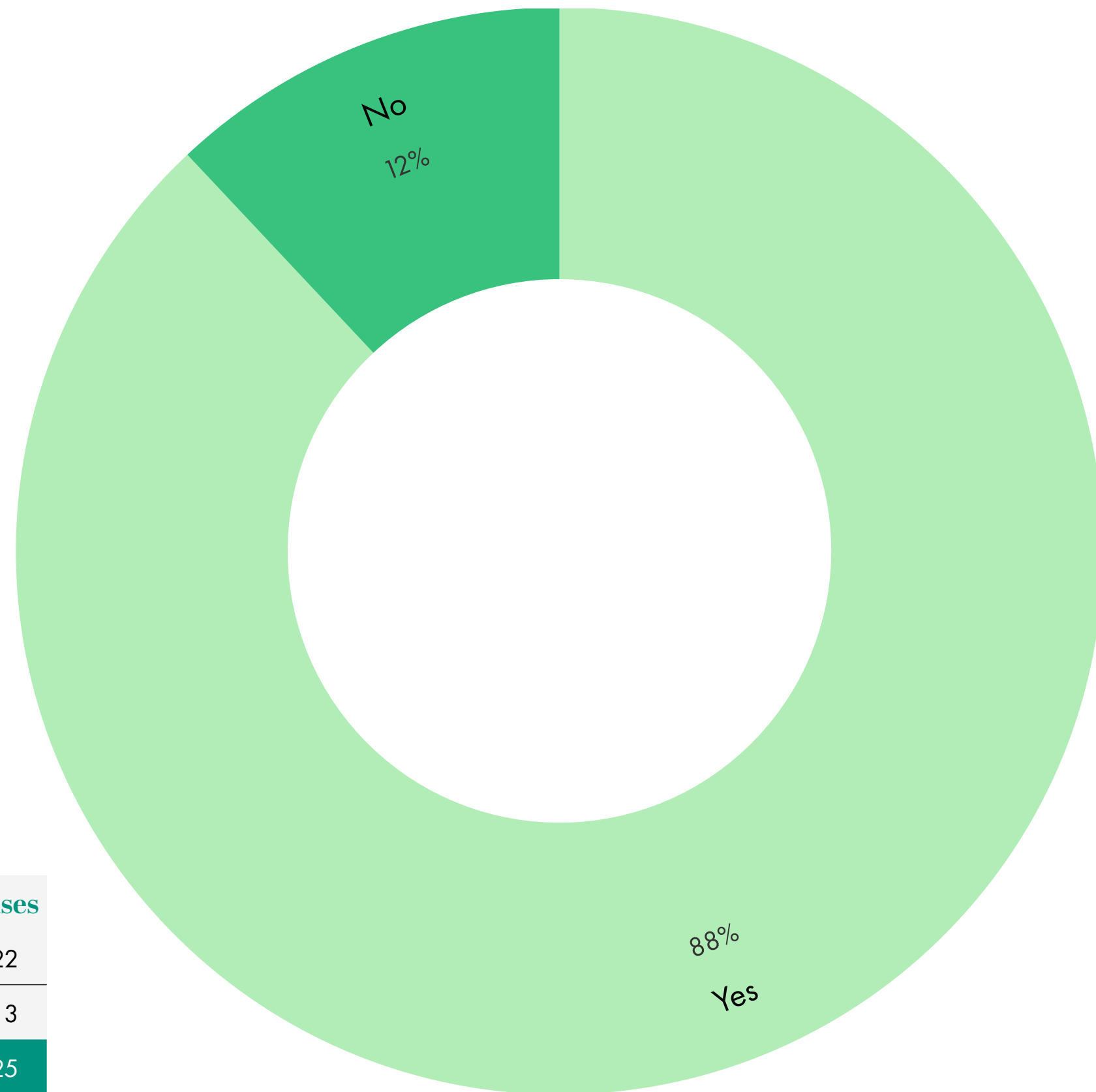


Section 3

Non resident

Q1

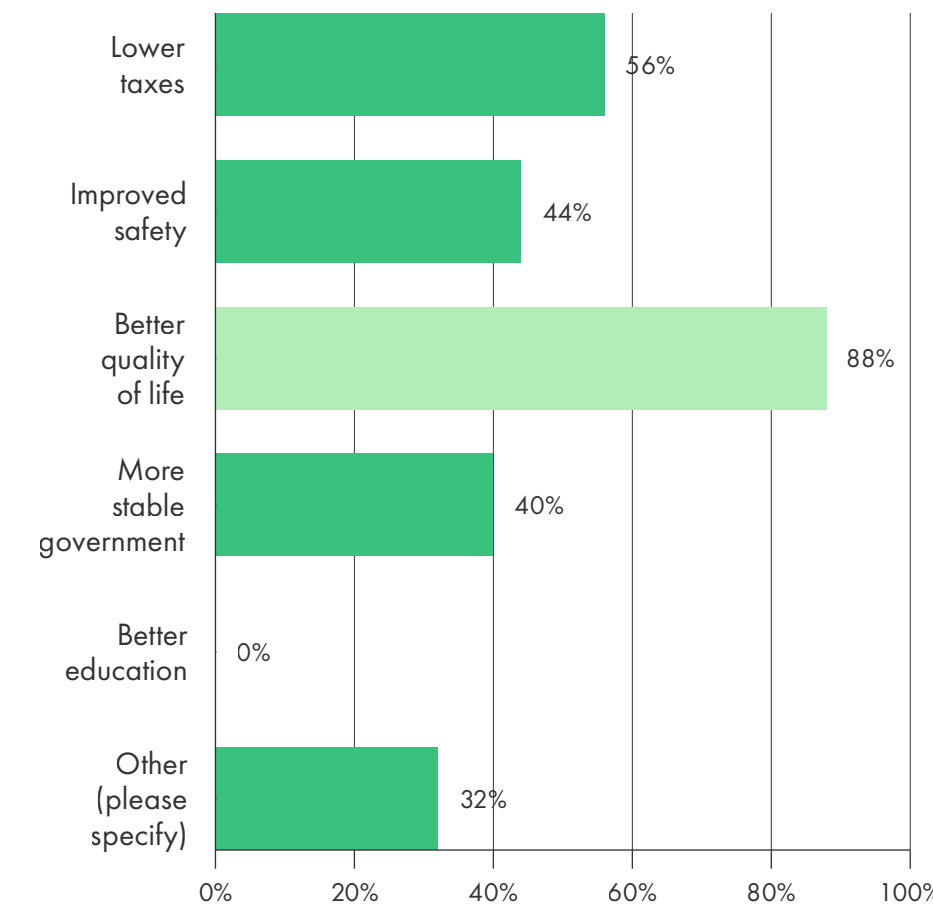
Are you considering relocating to Guernsey?



Answer Choice	Responses
Yes	22
No	3
Total Respondents:	25

Q2

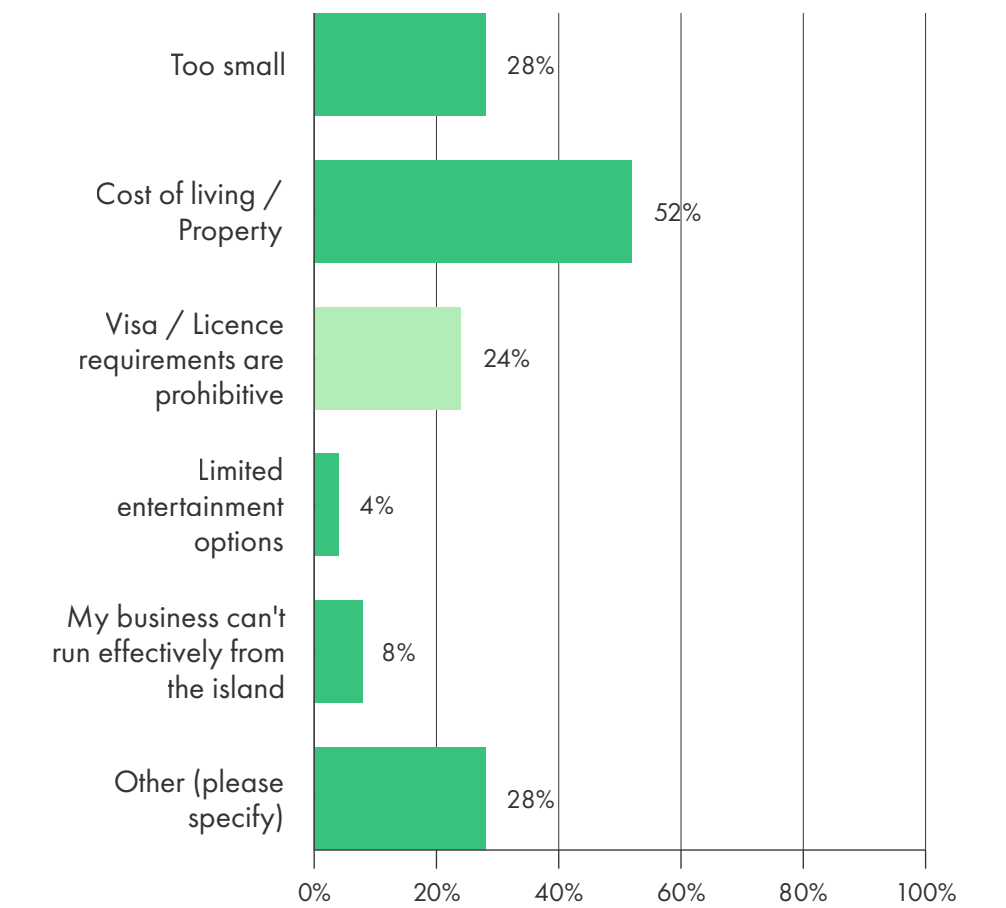
If yes, why?



Answer Choice	Responses
Lower taxes	14
Improved safety	11
Better quality of life	22
More stable government	10
Better education	0
Other (please specify)	8
Total Respondents:	25

Q3

If no, why not?



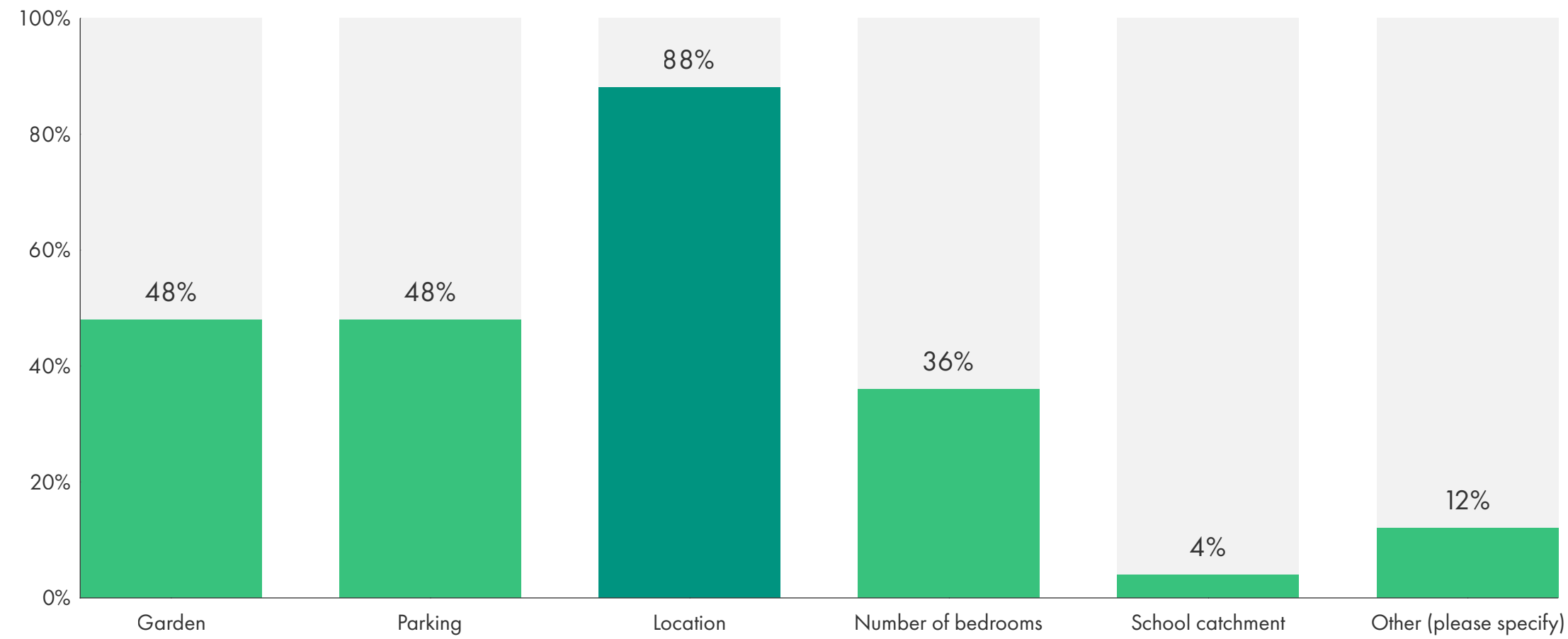
Answer Choice	Responses
Too small	14
Cost of living / Property	11
Visa / Licence requirements are prohibitive	22
Limited entertainment options	10
My business can't run effectively from the island	0
Other (please specify)	8
Total Respondents:	25



Guernsey is a prime relocation destination for those in the UK and further afield looking for a good quality of life, a safe place to raise children and a favourable taxation system. 88% of people who answered our survey are considering moving here.

Q4

What is most important to you in a new home?

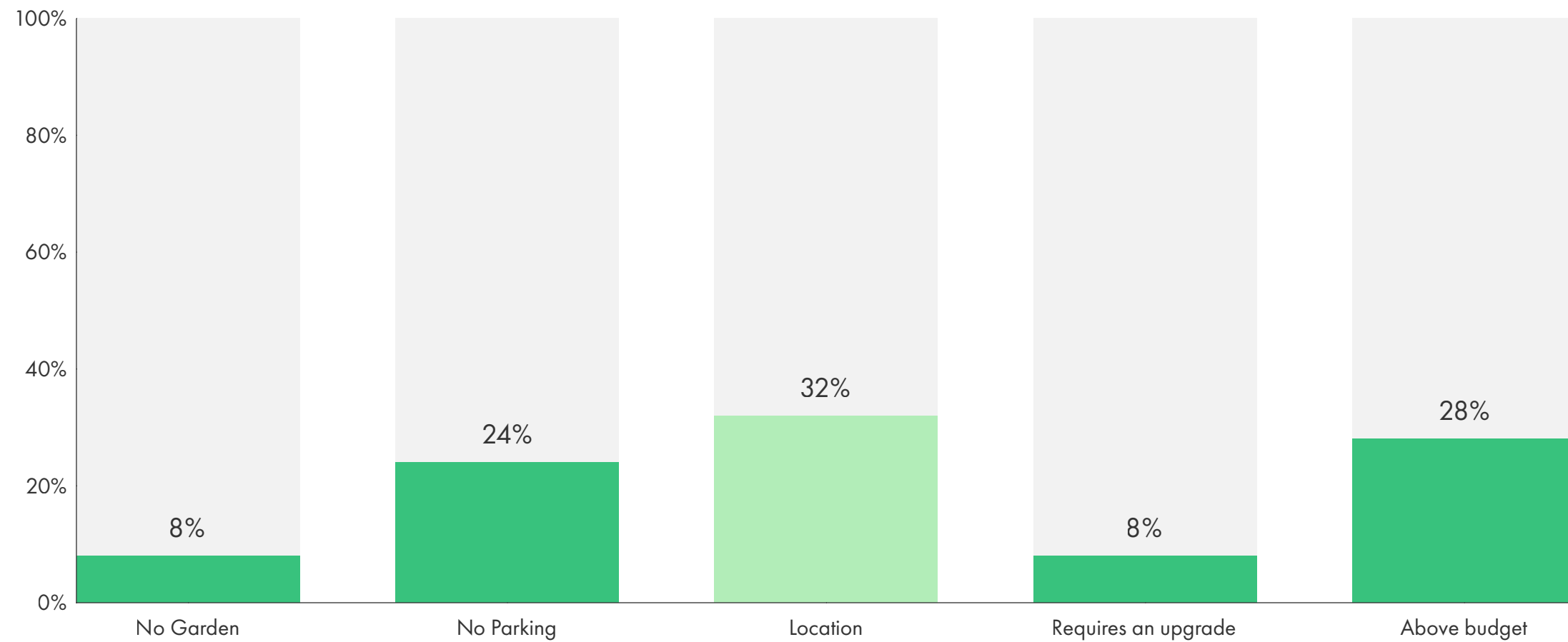


Answer Choice	Responses
Garden	48
Parking	48
Location	88
Number of bedrooms	36
School catchment	4
Other (please specify)	12
Total Respondents:	25

88% of people said location was most important in a new home

Q5

What would be the biggest deal-breaker when buying a property?

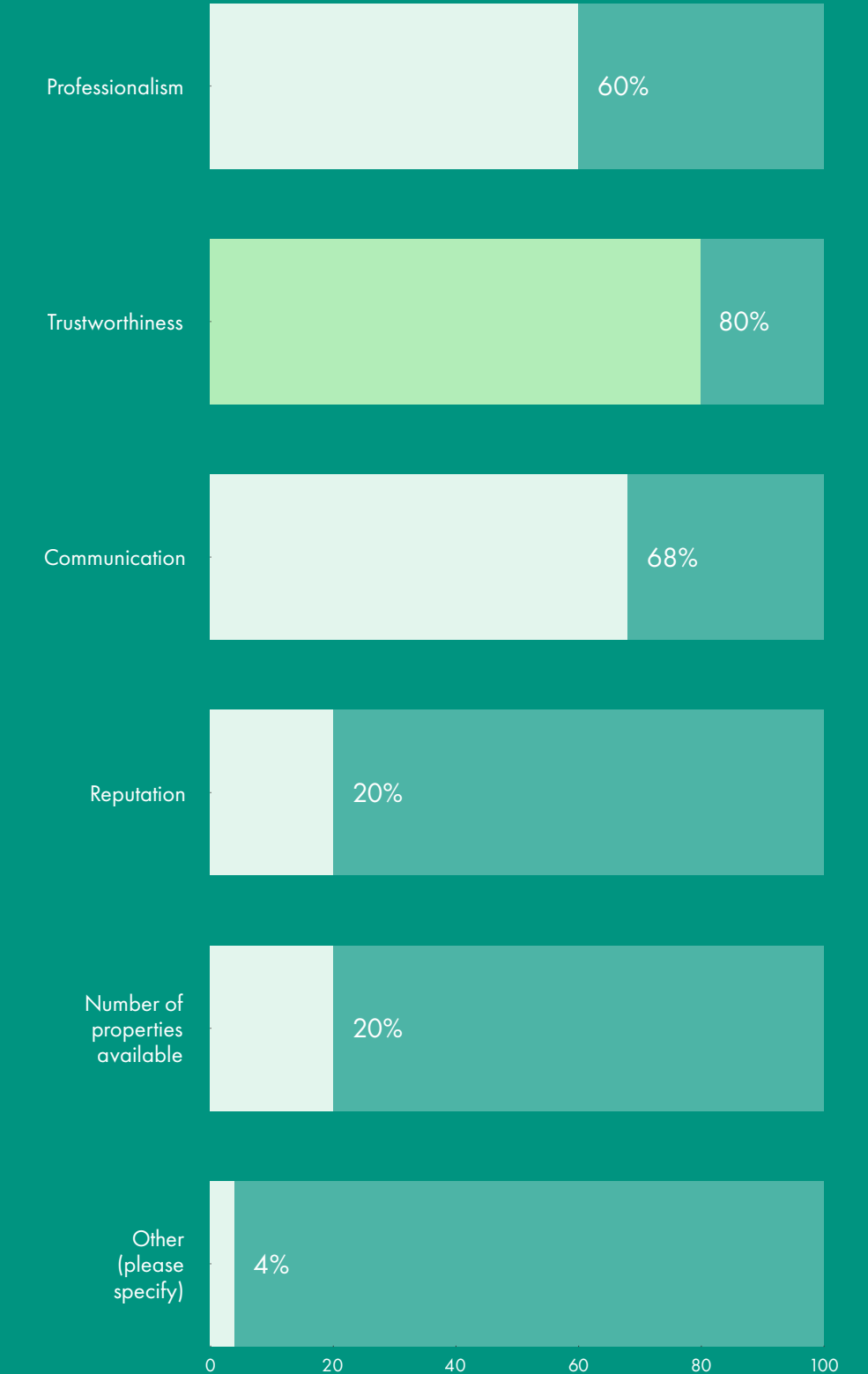


Answer Choice	Responses
No Garden	2
No Parking	6
Location	8
Requires an upgrade	2
Above budget	7
Total Respondents:	25

Q6

What is most important to you in an estate agent?

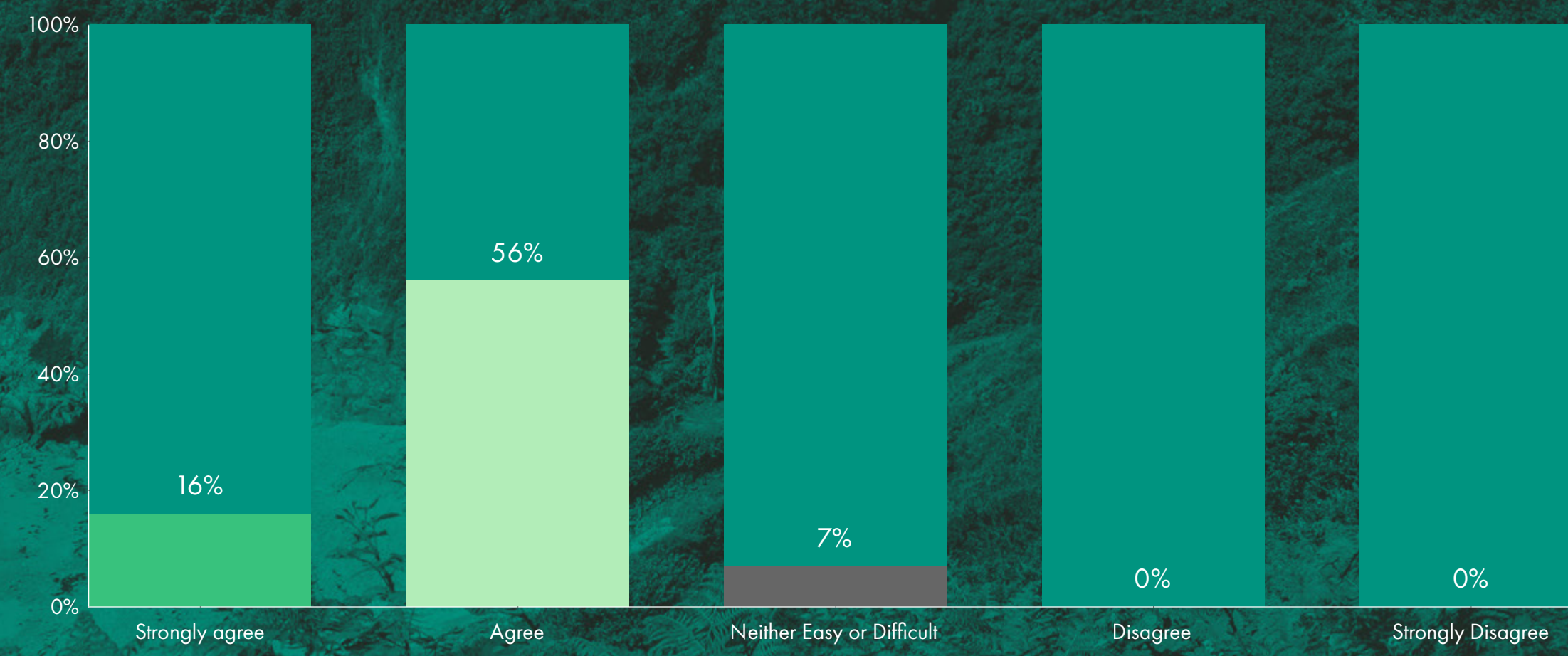
Answer Choice	Responses
Professionalism	15
Trustworthiness	20
Communication	17
Reputation	5
Number of properties available	5
Other (please specify)	25





Q7

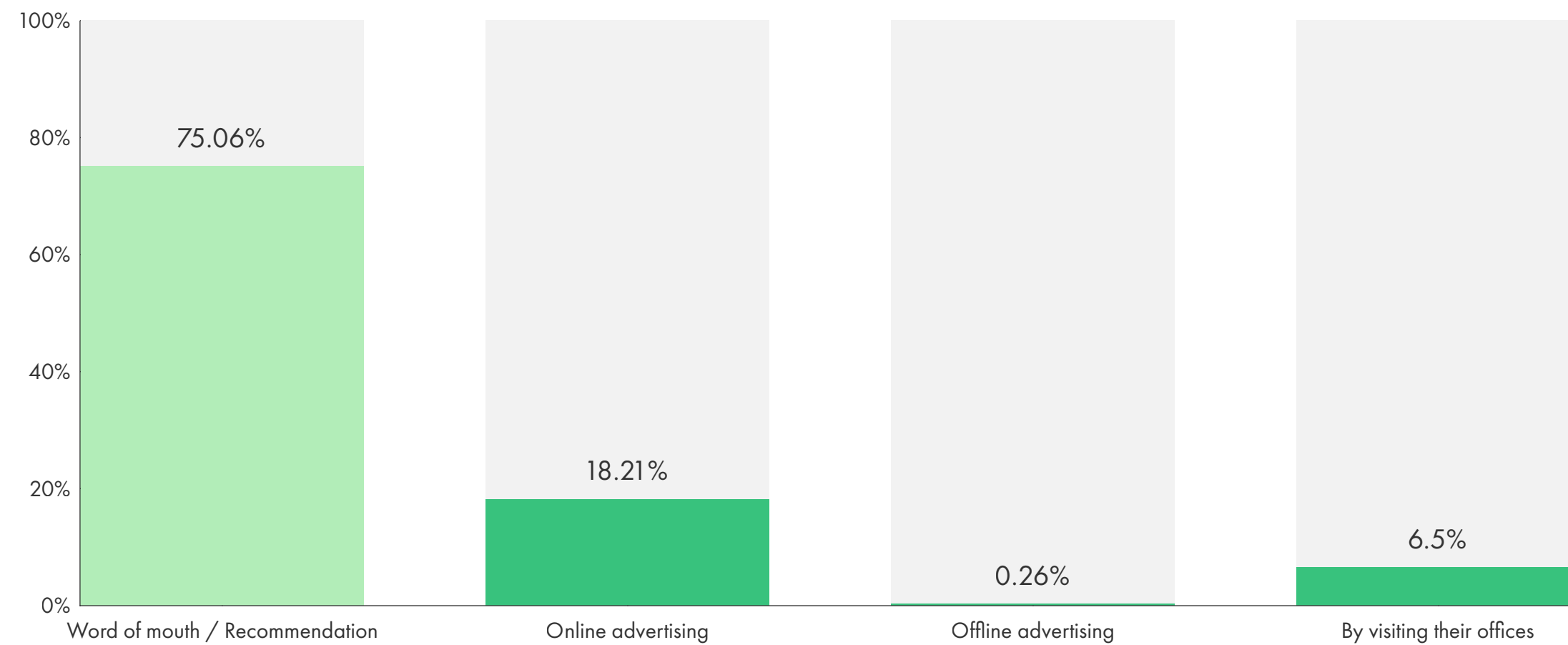
Swoffers has been rated Guernsey's most trusted estate agent. Would you agree?



Answer Choice	Responses
Strongly agree	4
Agree	14
Neither agree or disagree	7
Disagree	0
Strongly disagree	0
Total Respondents:	25

Q8

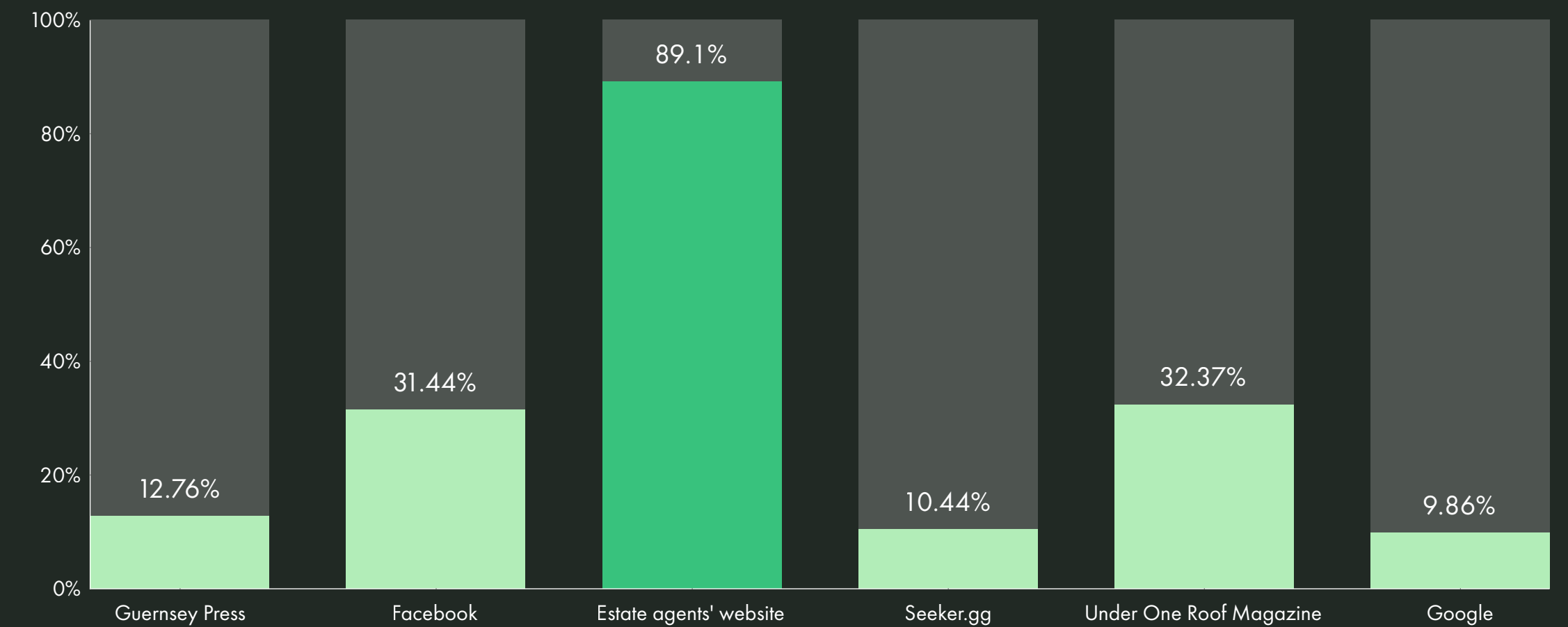
How would you choose an estate agent?



Answer Choice	Responses
Word of mouth / Recommendation	15
Online advertising	8
Offline advertising	0
By visiting their offices	2
Total Respondents:	25

Q9

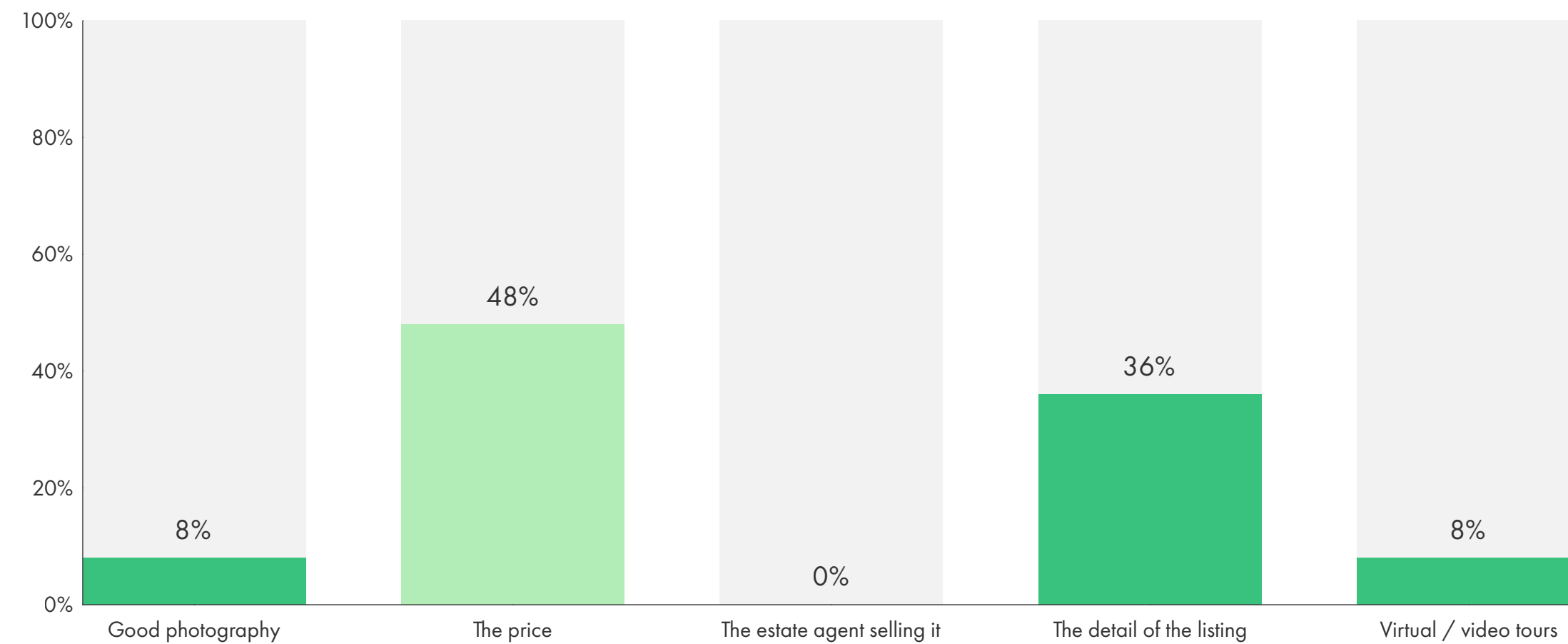
Where do you usually look for new properties?



Answer Choice	Responses
Newspaper	1
Facebook	0
Estate agents' website	22
An aggregator site e.g. seeker.gg	9
Free circular	0
Google	5
Total Respondents:	25

Q10

What attracts you most to a property you see online or in print?

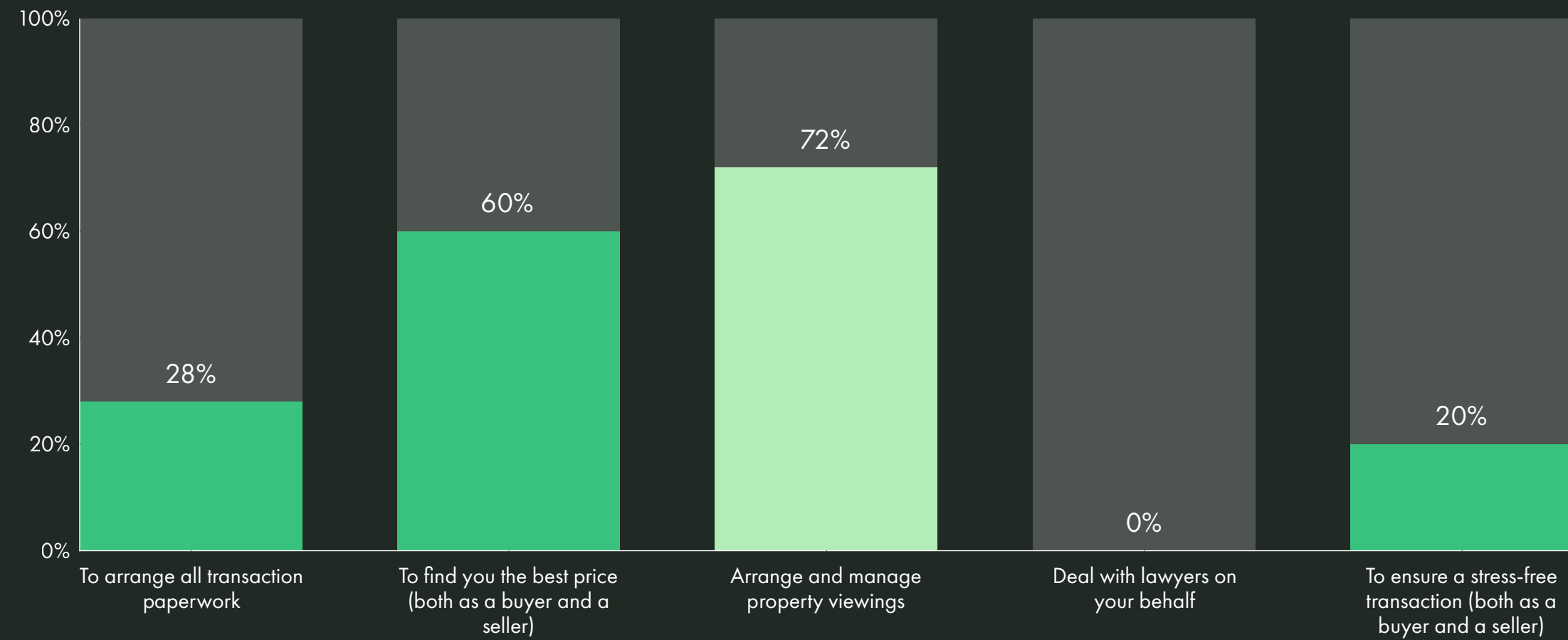


Answer Choice	Responses
Good photography	2
The price	12
The estate agent selling it	0
The detail of the listing	9
Virtual / video tours	2
Total Respondents:	25

48% of people said the price is what attracts them most to a property

Q11

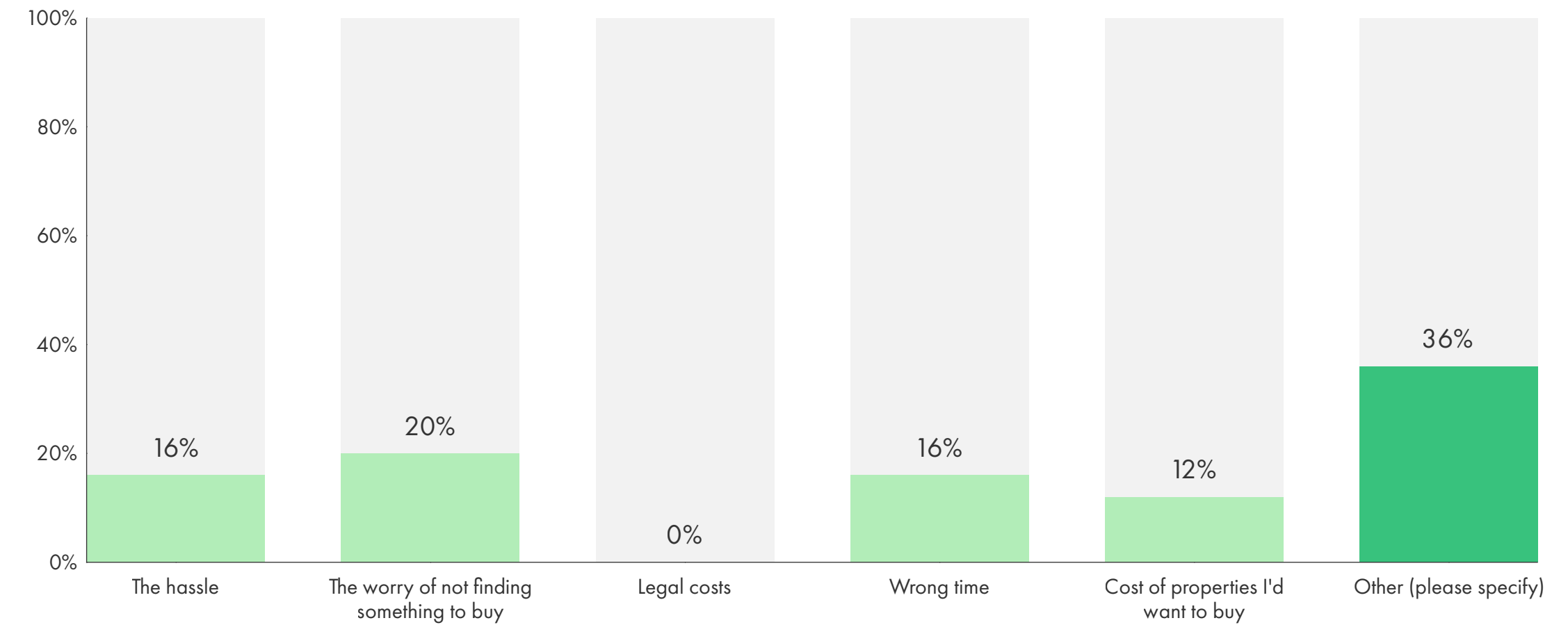
What would you say is the role of the estate agent?



Answer Choice	Responses
To arrange all transaction paperwork	7
To find you the best price (both as a buyer and a seller)	15
Arrange and manage property viewings	18
Deal with lawyers on your behalf	0
To ensure a stress-free transaction (both as a buyer and a seller)	20
Total Respondents:	25

Q12

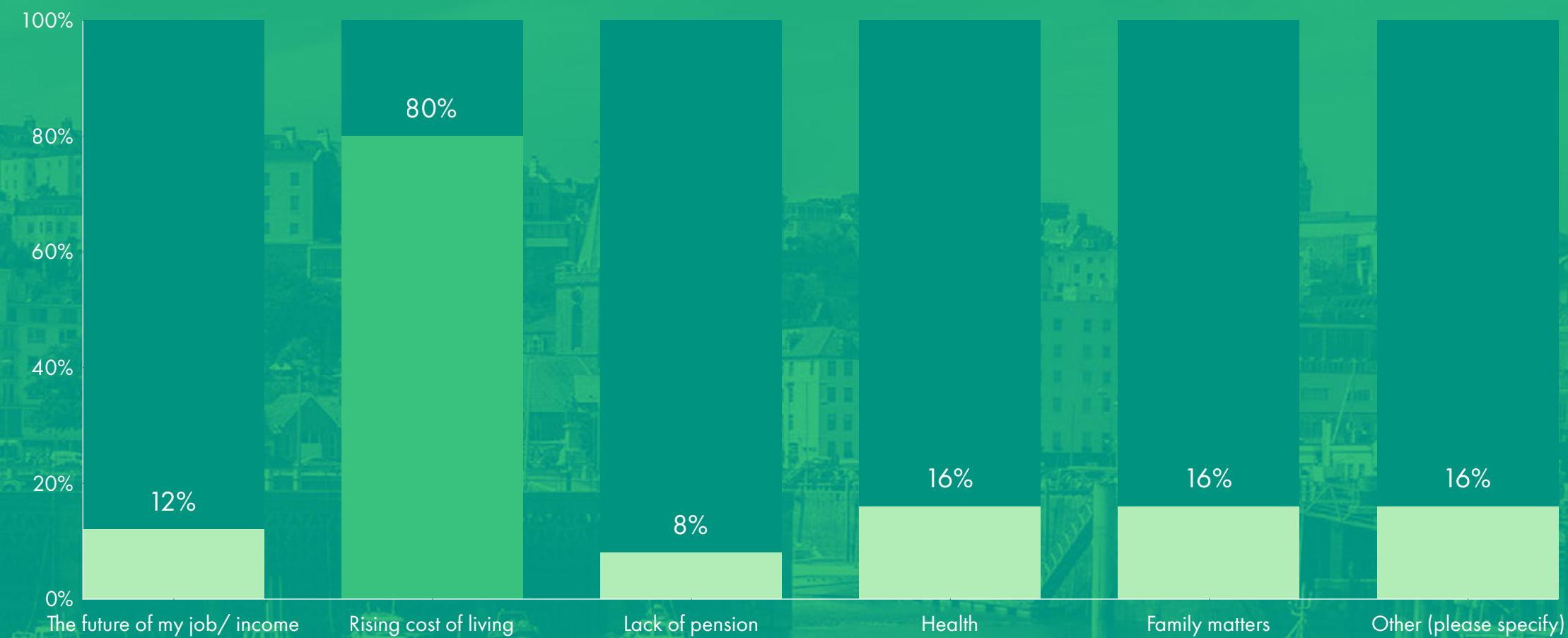
What is the main thing stopping you putting your property on the market?



Answer Choice	Responses
The hassle	4
The worry of not finding something to buy	5
Legal costs	0
Wrong time	4
Cost of properties I'd want to buy	4
Other (please specify)	9
Total Respondents:	25

Q13

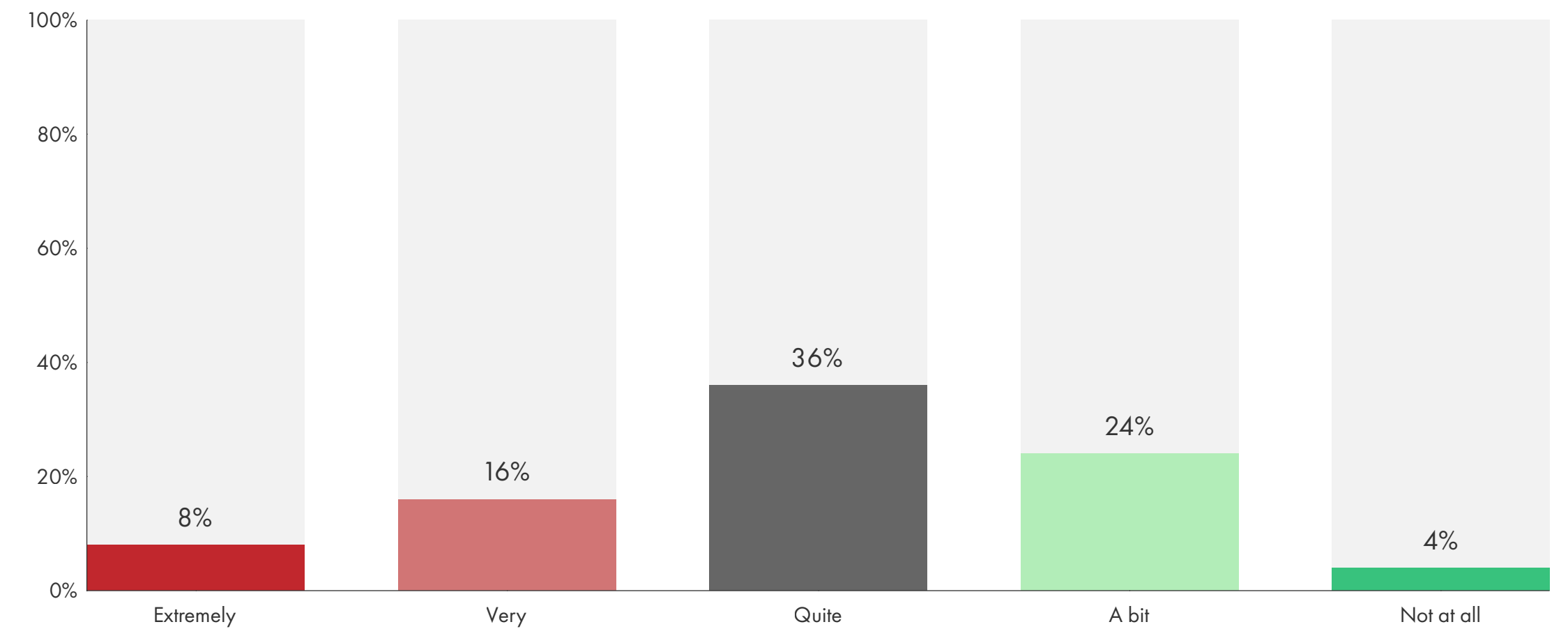
What are your main worries right now?



Answer Choice	Responses
The future of my job/ income	3
Rising cost of living	20
Lack of pension	2
Health	4
Family matters	4
Other (please specify)	4
Total Respondents:	25

Q14

How concerned are you about rising interest rates?



Answer Choice	Responses
Extremely	2
Very	4
Quite	9
A bit	6
Not at all	4
Total Respondents:	25

If you're looking to buy or sell a property in Guernsey, get in touch with our friendly team of negotiators.

We know Guernsey property like the back of our hands, and we're keen to share our knowledge with you.

Give us a call on [01481 711766](tel:01481711766) or email sales@swoffers.co.uk

swoffers

