



## The Ideal Location Is Worth £20,000 Premium

New research from Halifax Estate Agents reveals that many of us will pay over a £20,000 premium to secure an ideal location.

When asked which one aspect of a property's location is the most important factor for us when considering a potential home's location, the results revealed that at heart we all dream of a country cottage, with one in four (23%) respondents listing 'proximity to the countryside' as the most important factor.

Second in the location hierarchy was proximity to work amongst 17% of respondents, followed by proximity to transport links amongst 15%, and proximity to restaurants and coffee bars with 13% of respondents. Ranked in fifth place was a location close to a school, with 12% choosing this option.

**Table 1: Which of the following features of a property's location would be most important to you?**

Location factor	% of respondents listing location factor as most important
Proximity to countryside	23%
Proximity to work	17%
Proximity to transportation links	15%
Proximity to shops, restaurant, coffee bars	13%
Proximity to a good school	9%
Proximity to other facilities	4%

When it comes to adding value to a property, proximity to the countryside again hit the top spot at over £35,000, followed by proximity to the town or city centre (£20,760), proximity to work (£20,024), proximity to shops and local amenities (£17,543) close to a good school (£16,104) and proximity to transportation links (£13,661.) Proximity to the town or city centre was the most important location factor for one in ten people (9%.)

The Halifax research also revealed that age and regional area also play an important part in the location stakes and how much the ideal location adds to a property's value. Proximity to work was the most important location factor for the younger generation aged between 18 and 34. This was the most important consideration amongst almost one quarter (22%) of 18 to 24 year olds and a third (32%) of 25 to 34 year olds. The over 45 year olds considered this to be a home's close proximity to the countryside and those aged between 35 and 44 years old preferred the home to be near a good school (27%.)

More/....

**Table 2: Which of the following features of a property's location would be most important to you? – age group preferences**

Age Group	Most important location factor	% of respondents listing location factor as most important
18-24	Proximity to work	22%
25-34	Proximity to work	32%
35-44	Proximity to good school	27%
45-54	Proximity to countryside	30%
55-64	Proximity to countryside	33%
65+	Proximity to countryside	27%

In addition, when it comes to adding value, those aged between 25 to 34 years of age only believed that an ideal location was worth a premium of £11,239, whereas those aged between 55 and 64 considered this to be worth £35,759. (Table three.)

**Table 3: What additional value would you put on a property that had the location factor over one that didn't? – age group preferences**

Location factor	Mean price
18-24	£18,602
25-34	£11,239
35-44	£23,168
45-54	£15,480
55-64	£35,759
65+	£33,546
Mean	£22,818

On a regional basis, a quarter of respondents in the West Midlands (25%) cited a close proximity to work. Almost a quarter of Scots (22%) prefer to be close to shops and local amenities, whereas Londoners are more interested in proximity to transport links (24%.) All other regional areas ranked a home's proximity to the countryside as the top consideration, but this was particularly important to those from Wales (42%) and East Anglia (37%.)

**Table 4: Which of the following features of a property's location would be most important to you? - Regional area preferences**

Age Group	Most important location factor	% of respondents listing location factor as most important
Scotland	Proximity to shops and local amenities	22%
West Midlands	Proximity to work	25%
London	Proximity to transport links	24%
Wales	Proximity to countryside	42%
East Anglia	Proximity to countryside	37%
South West	Proximity to countryside	31%
East Midlands	Proximity to countryside	30%
Yorkshire and The Humber	Proximity to countryside	26%
North West	Proximity to countryside	25%
North	Proximity to countryside	21%
South East	Proximity to countryside	20%

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People from Wales believed that the ideal location was worth the highest premium at £40,345, followed by East Midlands at £35,510. The premium was the lowest amongst those from the South West (£10,281), Scotland (£13,452) and East Anglia (£15,858.) The average premium across all regions was £22,818.

**Table 5: What additional value would you put on a property that had the location factor over one that didn't? – regional area preferences**

<b>Location factor</b>	<b>Mean price</b>
Scotland	£13,452
West Midlands	£27,924
London	£18,749
Wales	£40,345
East Anglia	£15,858
South West	£10,281
East Midlands	£35,510
Yorkshire and The Humber	£27,576
North West	£20,872
North	£18,359
South East	£22,233

Gordon Edwards, managing director for Halifax Estate Agents, comments: "Location and lifestyle factors are essential in the home buying decision process. Although other factors such as budget, property specification and availability play an important part, most people begin their search for a home by looking at geographic location first. Once they have decided on an area in which they want to live other factors then come into play.

"It is important to look into these factors when marketing your property. A few quick and easy pieces of research can help promote your home to prospective buyers. If, for example, your home is near a good school try to find out as much information about it as you can – your local education authority will be able to provide you with information."

Ends.

#### **Editors' notes**

Based on GfK NOP research conducted on behalf of Halifax Estate Agents 15<sup>th</sup> – 17<sup>th</sup> February 2008 of 952 adults aged 18+.