



MORTGAGE BUYERS SURVEY

ICM Research interviewed a quota sample of 811 mortgage buyers face to face in April and May 2000.

Q1. How stressful was your move?	
Very stressful	26%
Quite stressful	28%
Not very stressful	25%
Not at all stressful	17%
Don't know	4%

Q2a. How helpful was the estate agent in the course of your move?	
As helpful as possible (10)	9%
(9)	12%
(8)	14%
(7)	8%
(6)	9%
(5)	10%
(4)	4%
(3)	4%
(2)	2%
Not helpful at all (1)	5%
Don't know	21%

Q2b. How helpful was the seller in the course of your move?	
As helpful as possible (10)	13%
(9)	14%
(8)	18%
(7)	8%

(6)	7%
(5)	11%
(4)	4%
(3)	3%
(2)	2%
Not helpful at all (1)	5%
Don't know	15%

Q2c. How helpful was the solicitor in the course of your move?

As helpful as possible (10)	18%
(9)	19%
(8)	16%
(7)	10%
(6)	7%
(5)	6%
(4)	4%
(3)	4%
(2)	3%
Not at all helpful (1)	4%
Don't know	9%

Q2d. How helpful were the removal men in the course of your move?

As helpful as possible (10)	12%
(9)	13%
(8)	9%
(7)	6%
(6)	4%
(5)	4%
(4)	2%
(3)	*

(2)	1%
Not at all helpful (1)	1%
Don't know	49%

Q2e. How helpful was the mortgage advisor in the course of your move?

As helpful as possible (10)	23%
(9)	19%
(8)	16%
(7)	8%
(6)	3%
(5)	4%
(4)	2%
(3)	1%
(2)	1%
Not at all helpful (1)	2%
Don't know	21%

Q2d. How helpful was the surveyor in the course of your move?

As helpful as possible (10)	10%
(9)	18%
(8)	13%
(7)	10%
(6)	7%
(5)	10%
(4)	3%
(3)	2%
(2)	1%
Not helpful at all (1)	2%
Don't know	24%

Q3. How honorable do you think your seller was overall?

Very honorable	28%
Quite honorable	51%
Not very honorable	9%
Not at all honorable	5%
Dot know	7%

Q4. Did you meet your seller at all?

Yes	75%
No	21%
Don't know	4%

Q5a. Do you agree or disagree that your seller was easy to negotiate with?

Agree	73%
Disagree	16%
Don't know	11%

Q5b. Do you agree or disagree that your seller said one thing and did another?

Agree	20%
Disagree	66%
Don't know	14%

Q6a. Did your seller do any of the following during the course of your move.... Gazump you or raise the price after your bid was accepted?

Yes	3%
No	93%
Don't know	4%

Q6b. Remove any fittings such as light bulbs?

Yes	11%
No	82%

Don't know	7%
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Q6c. Lie to you about the condition of your house?

Yes	13%
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No	82%
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Don't know	6%
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Q6d. Not tell you something vital such as noisy neighbors?

Yes	5%
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No	88%
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Don't know	8%
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Q6e. Take furniture/appliances they said they would leave as part of the contract?

Yes	6%
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No	86%
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Don't know	8%
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Q7. Do you think that the government should regulate home buying or not?

Yes	62%
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No	13%
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Don't know	25%
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Q8. If you were selling your home now, do you think you would take a higher bid after you had accepted an offer on your property?

Yes	29%
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No	47%
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Don't know	24%
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Q9. It has been suggested that people wishing to sell their home should be forced by law to provide a seller's pack before putting their house on the market. The pack would include all relevant documentation including a survey (that was previously the responsibility of the buyer). It is estimated to cost the seller, on average, £550. The pack would be available for potential buyers to see. Do you think a seller's is a good idea or a bad idea?

Good idea	62%
Bad idea	20%
Don't know	18%

Q10. If you were thinking of selling your home now but had to purchase a seller's pack that cost £550, would you stay put or place your property on the market anyway?

Stay put	14%
Place property on the market	62%
Don't know	24%

Q11a. Importance of Looks when buying current property

Very important (10)	25%
(9)	18%
(8)	15%
(7)	8%
(6)	5%
(5)	6%
(4)	2%
(3)	2%
(2)	1%
Not very important (1)	1%
Don't know	17%

Q11b. Importance of Location when buying current property

Very important (10)	32%
(9)	20%
(8)	15%
(7)	5%
(6)	3%
(5)	3%

(4)	1%
(3)	1%
(2)	*
Not very important (1)	*
Don't know	21%

Q11c. Importance of Size when buying current property

Very important (10)	29%
(9)	21%
(8)	17%
(7)	7%
(6)	4%
(5)	4%
(4)	1%
(3)	*
(2)	*
Not very important (1)	*
Don't know	17%

Q11c. Importance of Price when buying current property

Very important (10)	42%
(9)	18%
(8)	9%
(7)	3%
(6)	2%
(5)	1%
(4)	1%
(3)	*
(2)	*
Not very important (1)	*

Don't know	23%
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Q12a. If you were selling your property and it suffered from Major road changes would you tell potential buyers or not?

Yes	46%
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No	38%
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Don't know	17%
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Q12b. New housing plans?

Yes	49%
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No	36%
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Don't know	14%
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Q12c. Appalling neighbours?

Yes	22%
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No	62%
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Don't know	16%
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Q12d. Haunted?

Yes	21%
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No	61%
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Don't know	18%
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Q12e. On a rat run?

Yes	24%
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No	59%
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Don't know	17%
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Q13. If you could dump some well-rotted manure on the head of the person involved in your house move, who would that person be?

The estate agent	13%
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The seller	11%
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The solicitor	13%
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Removal men	3%
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Mortgage advisor	3%
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Surveyor	4%
Someone else	28%
Don't know	26%