



In April, Share to Buy saw an increase in both the number of enquiries generated and new registrants, both month on month and year on year. Overall, enquiries were up +4.7% compared to March, and +9.8% year on year, alongside a +9.0% increase in new registrants compared to March, and +29.2% increase year on year.

Within this report, you will be able to discover overall industry search trends, competitor analysis and sharetobuy.com data, alongside regional and demographic insights.

We understand that information relating to each region is broad - if you require more data about a specific area or county, please get in touch!

To find out more about data and insight at Share to Buy, please contact:

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[data@sharetobuy.com](mailto:data@sharetobuy.com)

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SHARE

TO BUY

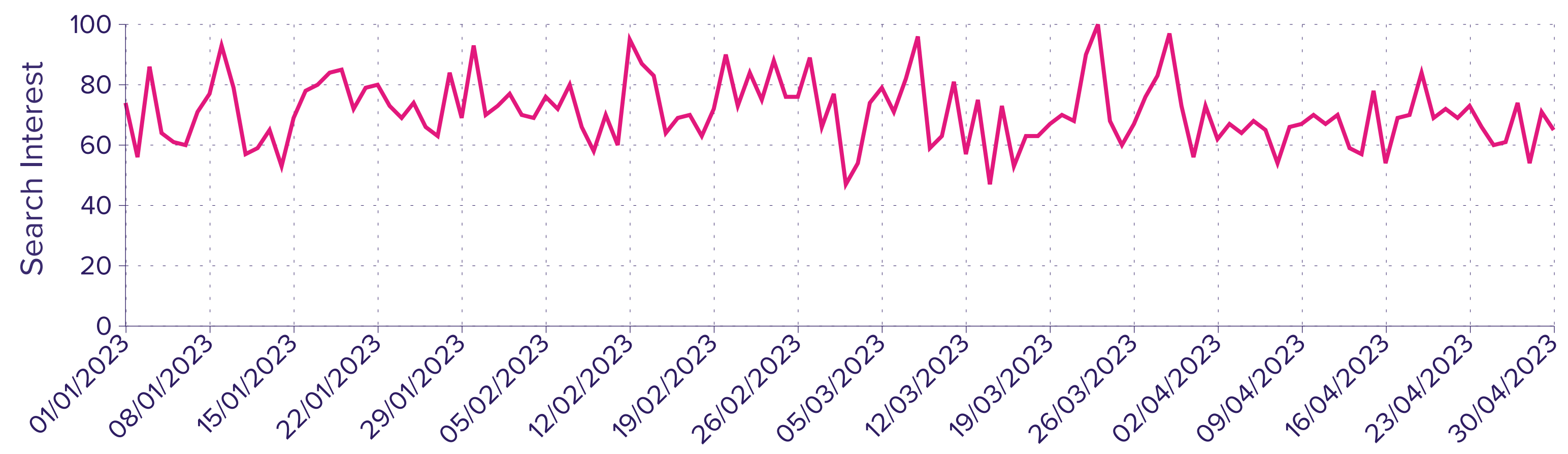
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Website	Monthly change in traffic (April)
sharetobuy.com	-9.54%
rightmove.co.uk	-10.06%
zoopla.co.uk	-7.70%
onthemarket.com	-0.25%
primelocation.com	-1.54%
trovit.co.uk	-26.98%
newhomesforsale.co.uk	-27.59%

Source: Similarweb: April 2023 / monthly visits

During April, the property market as a whole has seen less demand compared to March, as highlighted by the month on month comparison of search volumes of major property portals (left). It is likely the Easter bank holiday weekend impacted the overall search volumes, however it is good to note that website demand for Share to Buy has remained higher compared to pre-pandemic 2019 levels.

## Shared Ownership interest via Google searches (seven day rolling average)



Numbers represent the search interest relative to the highest point on the chart for the given time period (i.e. 100 is highest popularity, 50 is half as popular etc).

Overall the month of April showed the lowest volume of 'Shared Ownership' related searches so far in 2023. However, April included the Easter holidays and also ended on another bank holiday, which would have made an impact on search levels. As a whole, it shows a positive level of demand that we will hopefully see continue throughout the year.

Source: Google Trends: January - April 2023

## Users

An individual person who has initiated at least one session during the month.

170,898

-21.1%  
Year on year

-25.2%  
Month on month

## Sessions

A session is when a user is actively engaged with our website, ending after a period of inactivity.

363,793

-13.7%  
Year on year

-17.5%  
Month on month

## Page Views

The total number of Share to Buy pages viewed by users.

1,907,739

-10.2%  
Year on year

-10.0%  
Month on month

## Registrants

The total number of new registrants during the month.

5,632



+9.0%  
Year on year



+29.2%  
Month on month

## Enquiries

The total number of listing enquiries during the month.

21,997

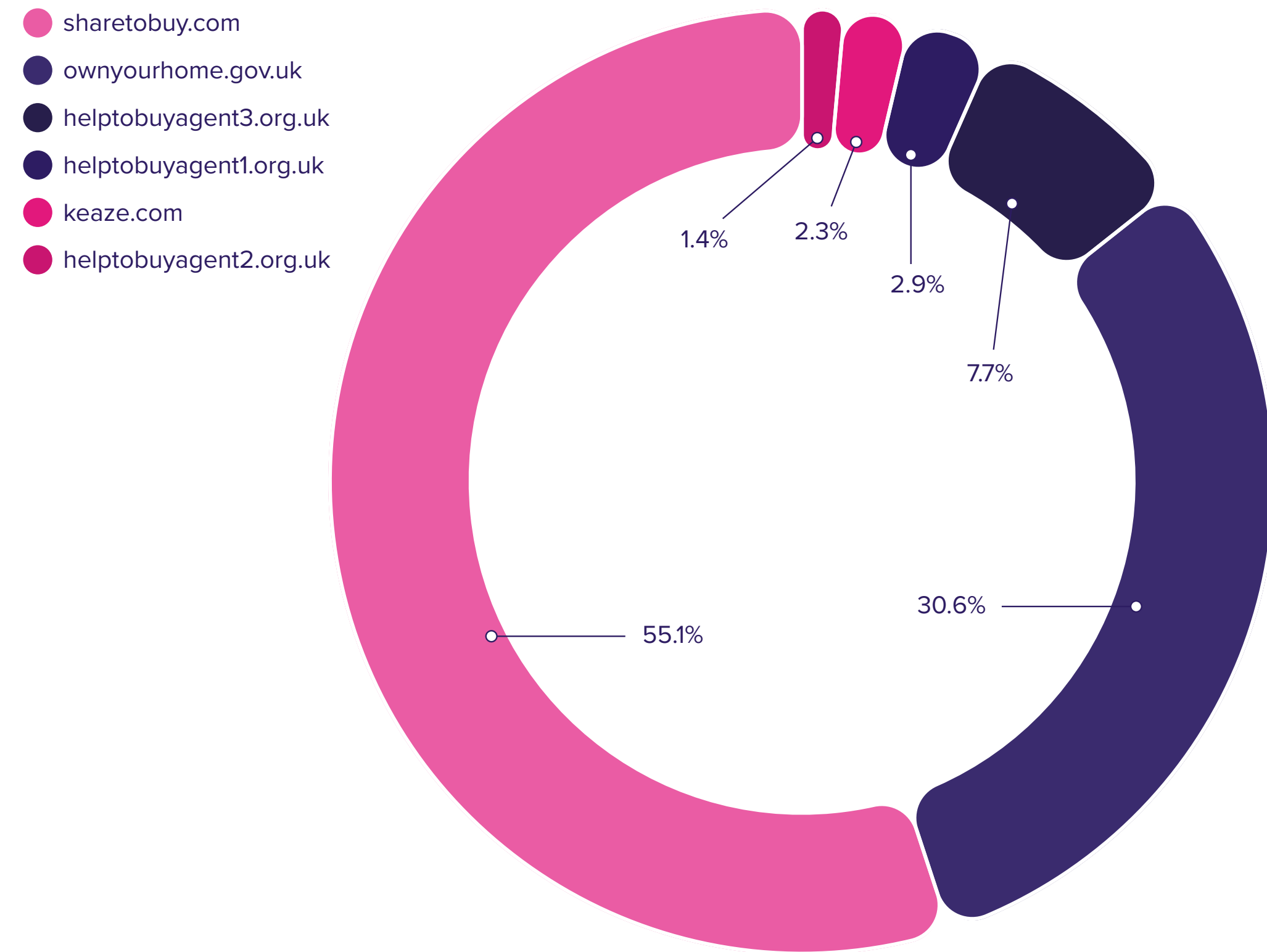


+4.7%  
Year on year



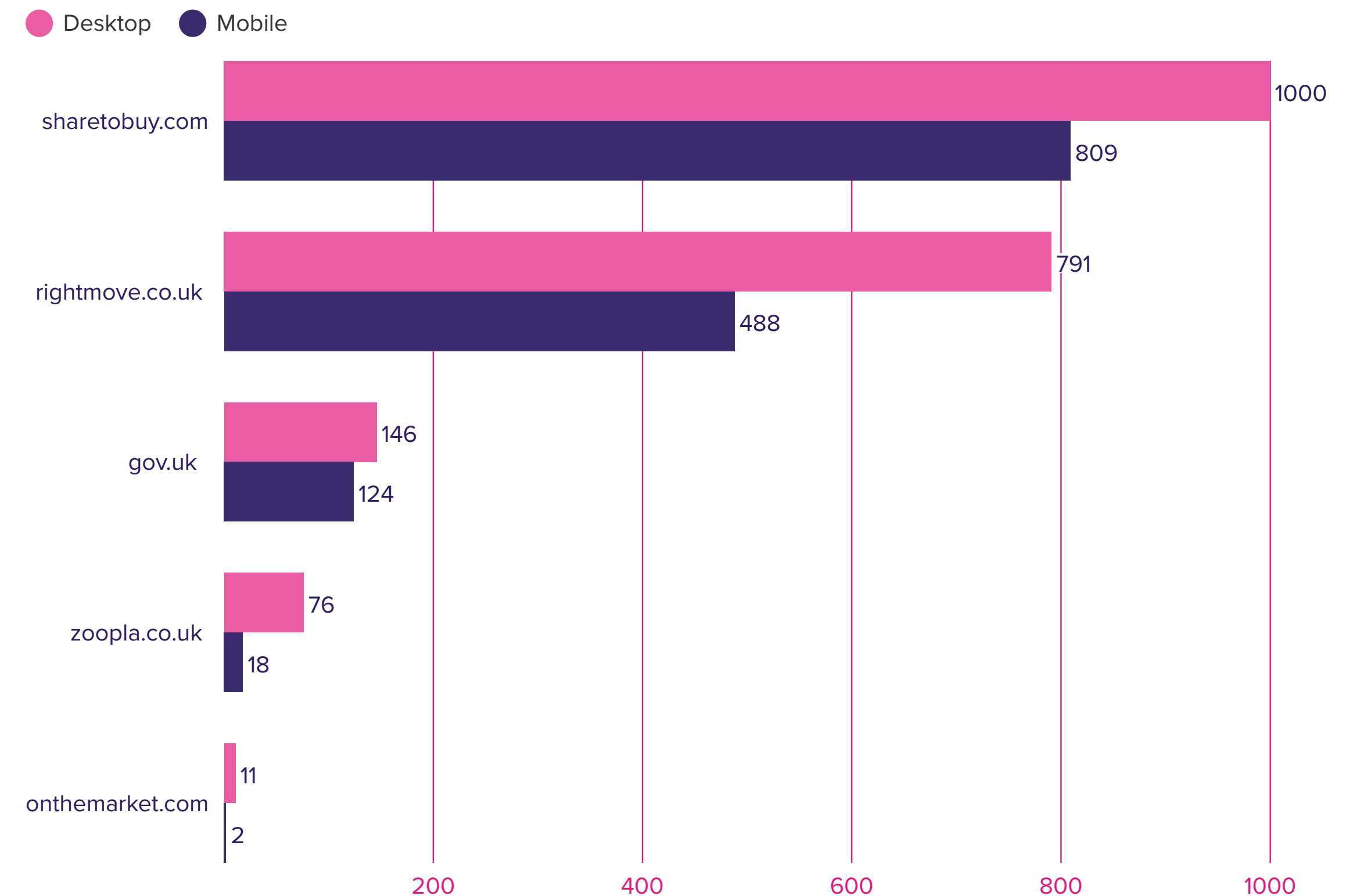
+9.8%  
Month on month

## Monthly visits to specialist affordable homeownership sites



Source: Similarweb: April 2023 / monthly visits

## 'Shared Ownership' keyword ranking vs major property portals, positions 1-3.



Source: Similarweb: April 2023 / ranking distribution keywords including 'shared ownership'

# Client activity

In April, the following housing providers began listing on Share to Buy.

SHARE

TO BUY



[Ashley Adams](#)



[Burchell Edwards](#)



[Hall & Benson](#)



[Solo Homes](#)



[Connells](#)  
(Southern + West Midlands)



[Robinson Jackson](#)  
(Northumberland Heath)



[Brighter Places](#)  
[Housing Association](#)

West Norfolk  
Housing Company



[Rooftop Housing Group](#)



[Dover District Council](#)



[Elim Housing Association](#)



[Joseph Rowntree](#)  
[Housing Trust](#)



[Hull Churches](#)  
[Housing Association](#)



[Flint Housing](#)



[William H Brown](#)  
(Essex)

# London

SHARE  
TO BUY

April 2023 figures

LISTINGS ADDED

804

NEW REGISTRANTS

2,001

TOTAL ENQUIRIES

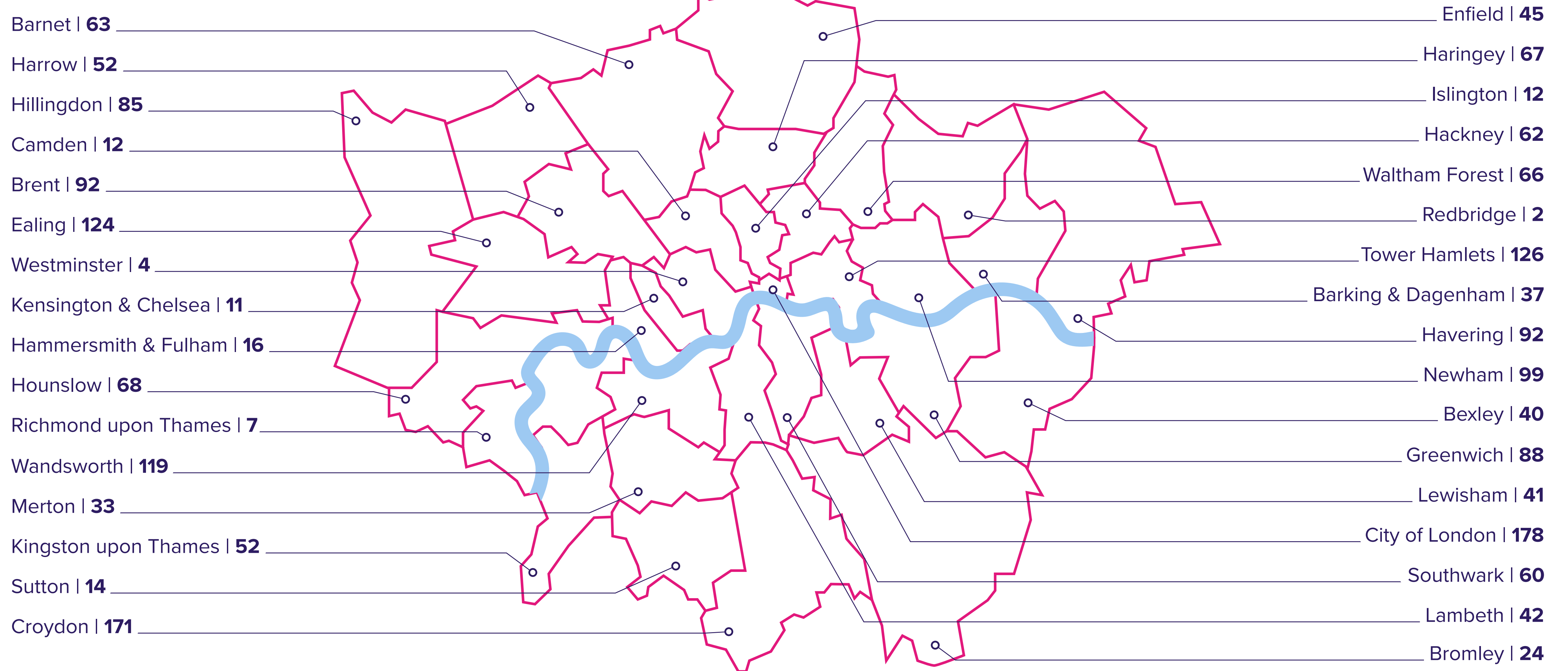
10,293





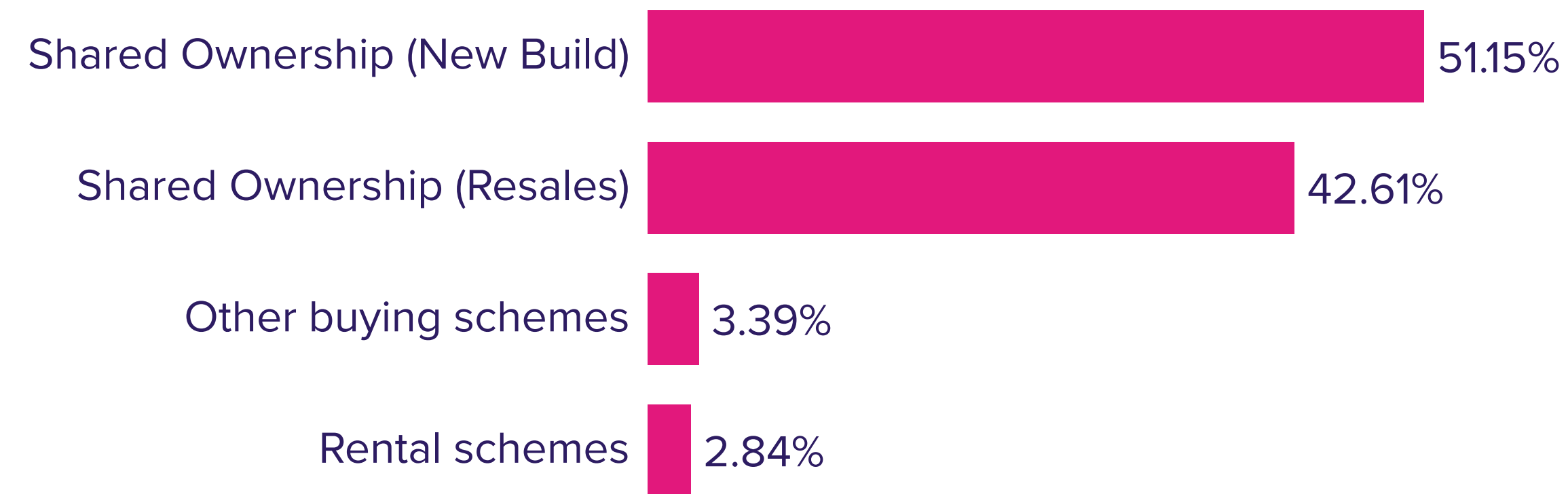
# Listings live per borough

## Borough | Number of listings live

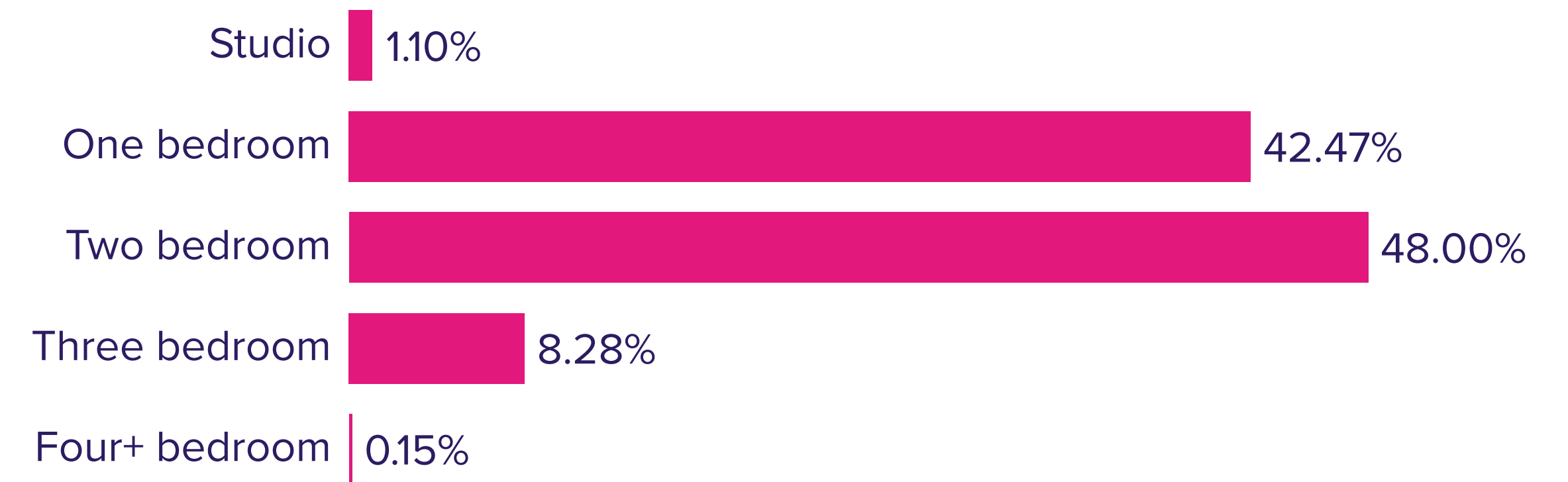


Breakdown of property details based on April's live listings:

## Tenure



## Property size



## Property type



## Average property price

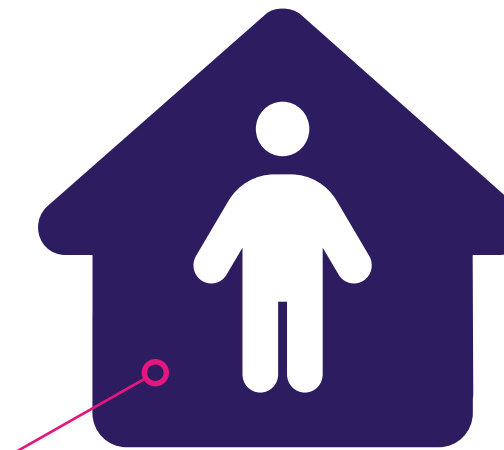
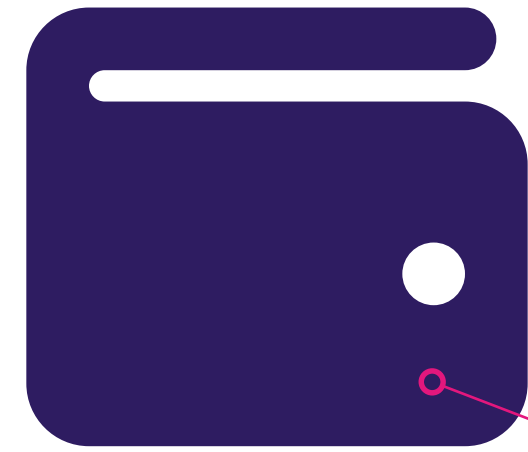


# Buyer insight

SHARE  
TO BUY

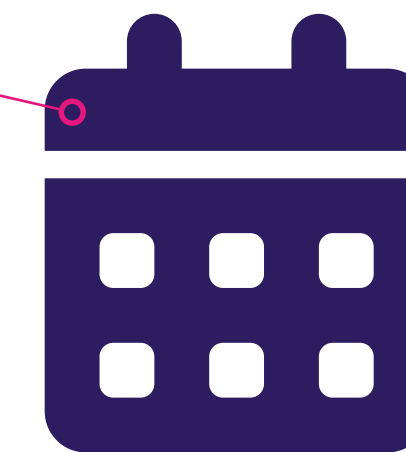
Based on April's enquiries, the average buyer in London looks like:

**Income**  
£50,491

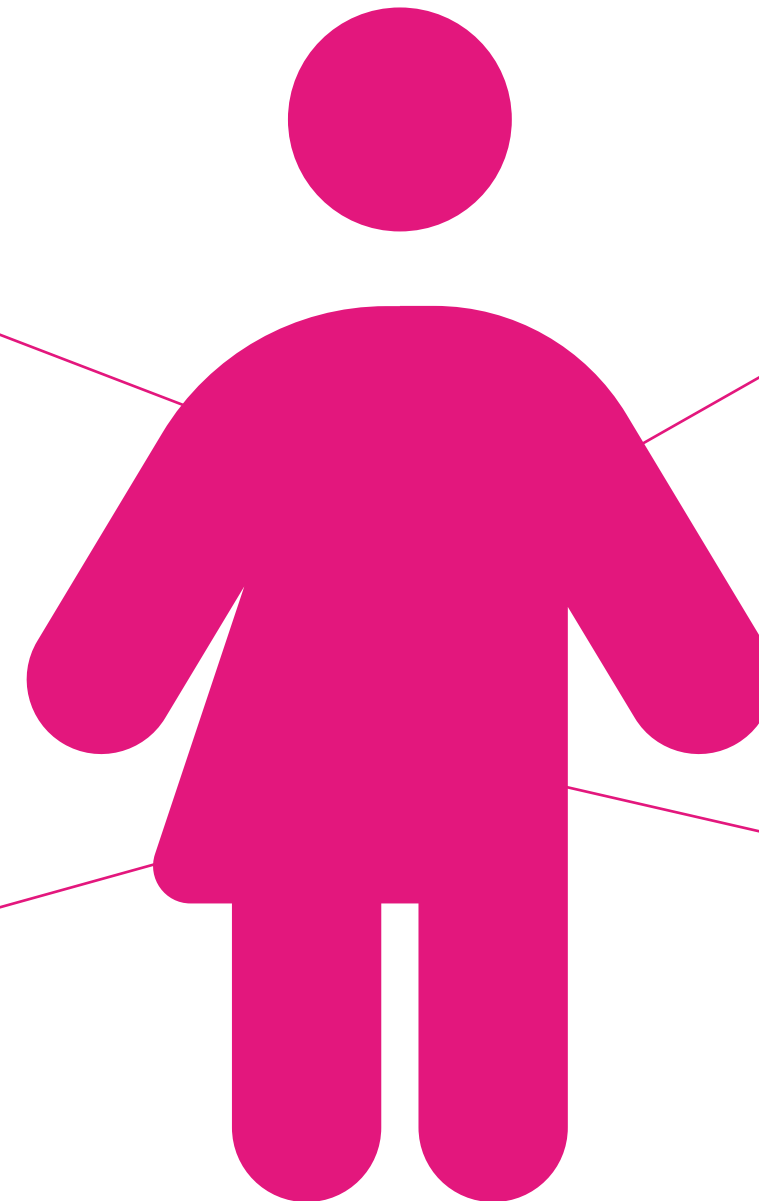


**Household**  
One person

**Deposit**  
£25,473



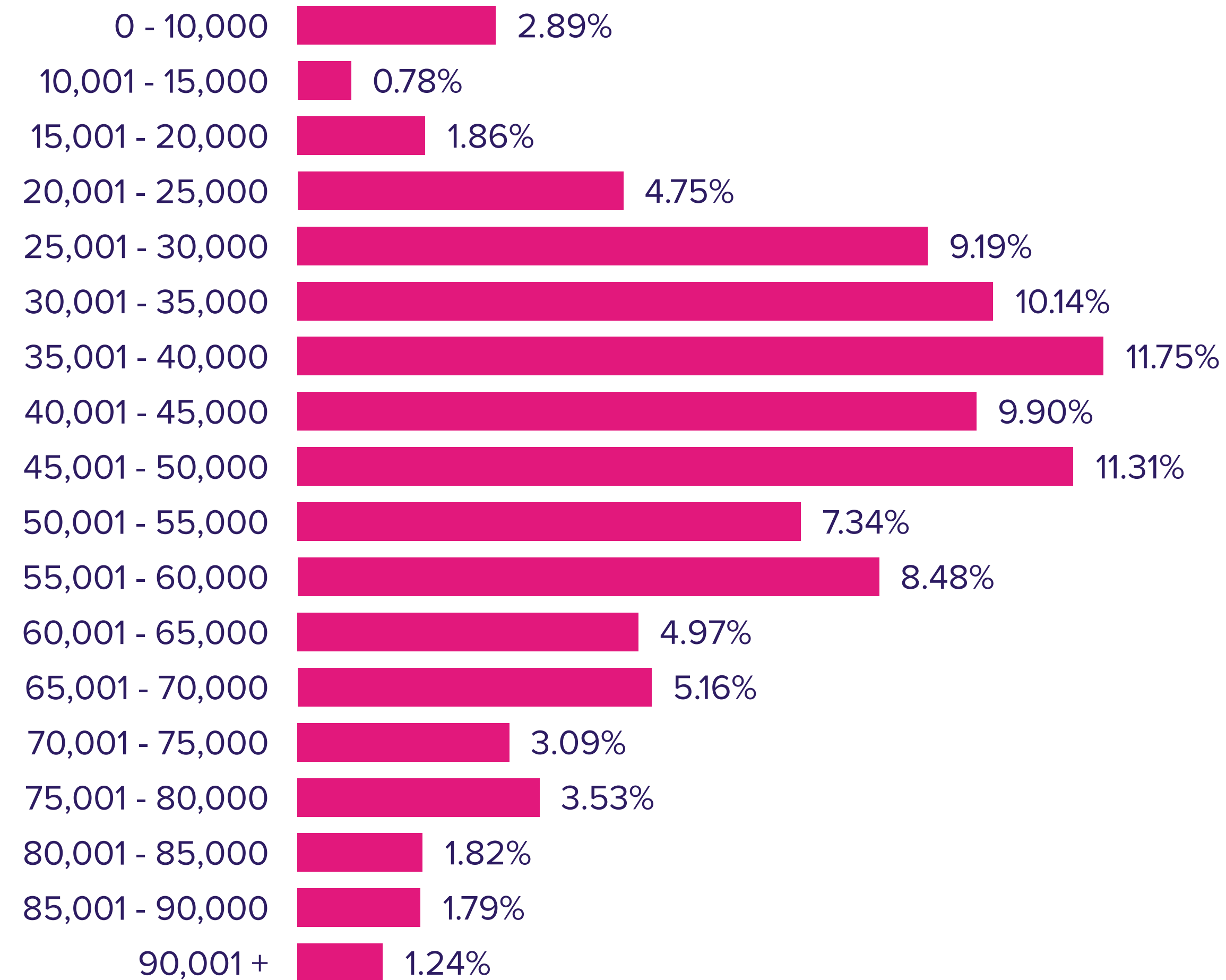
**Age**  
32



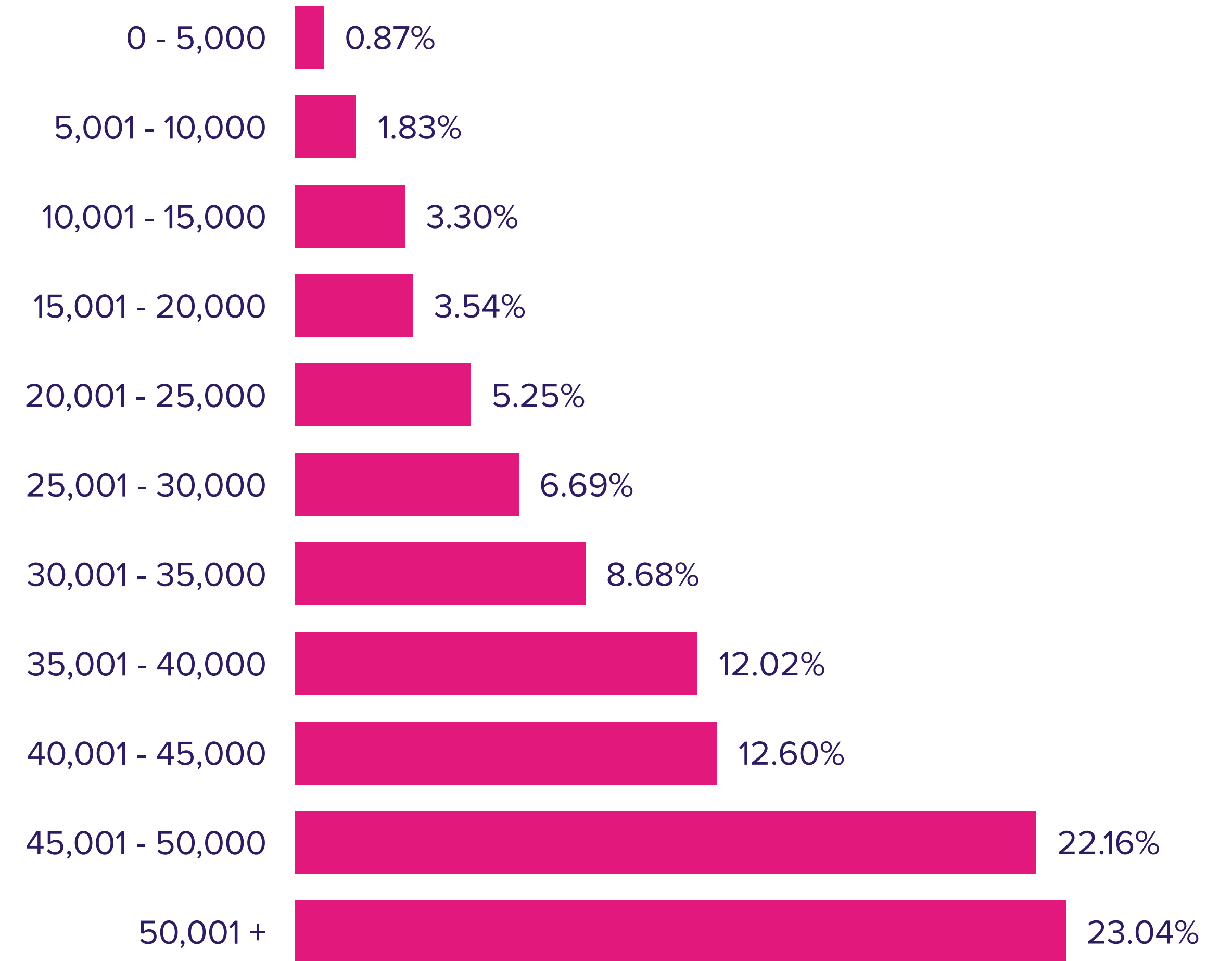
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in London.

## Income bracket (£)



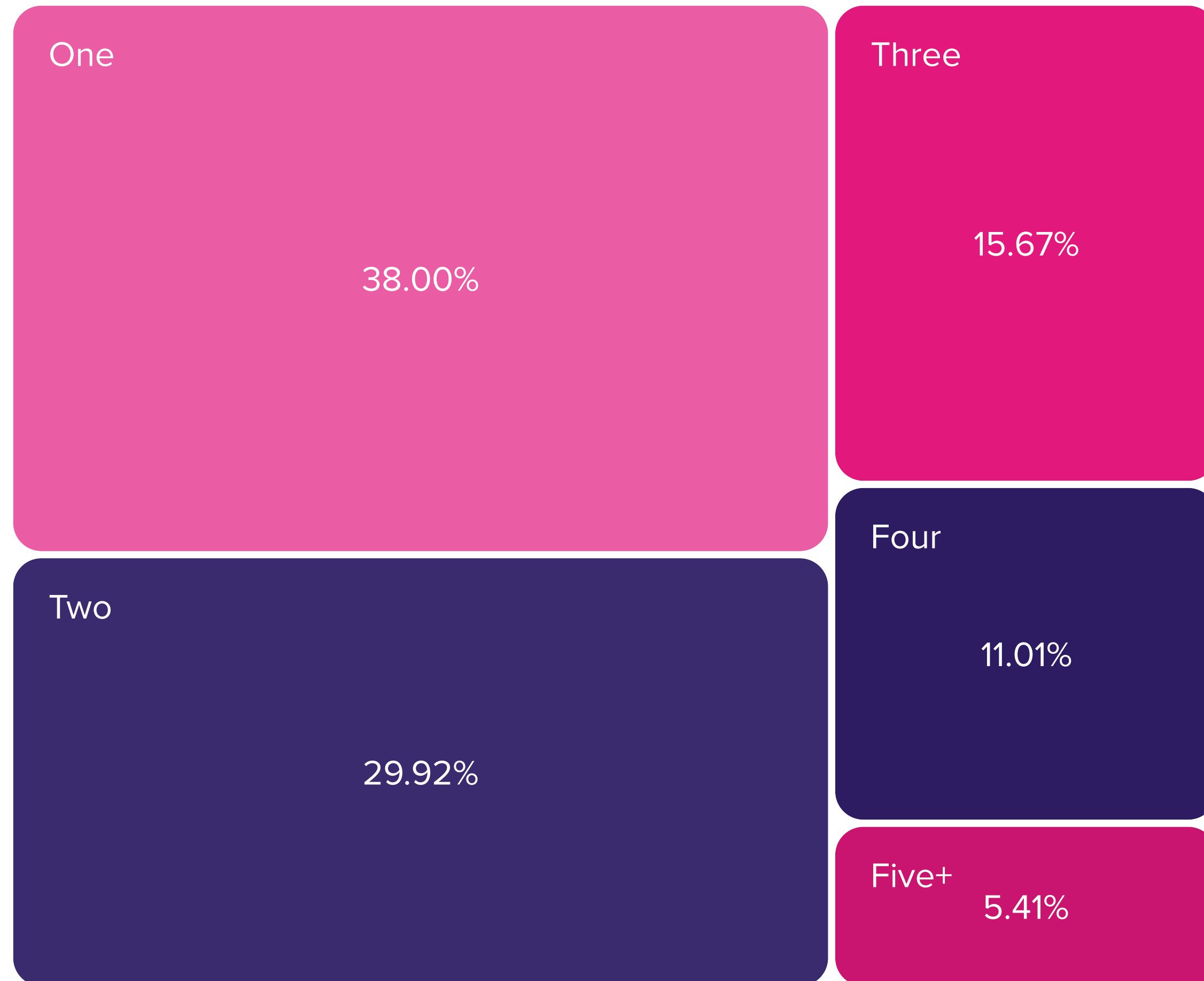
## Deposit bracket (£)



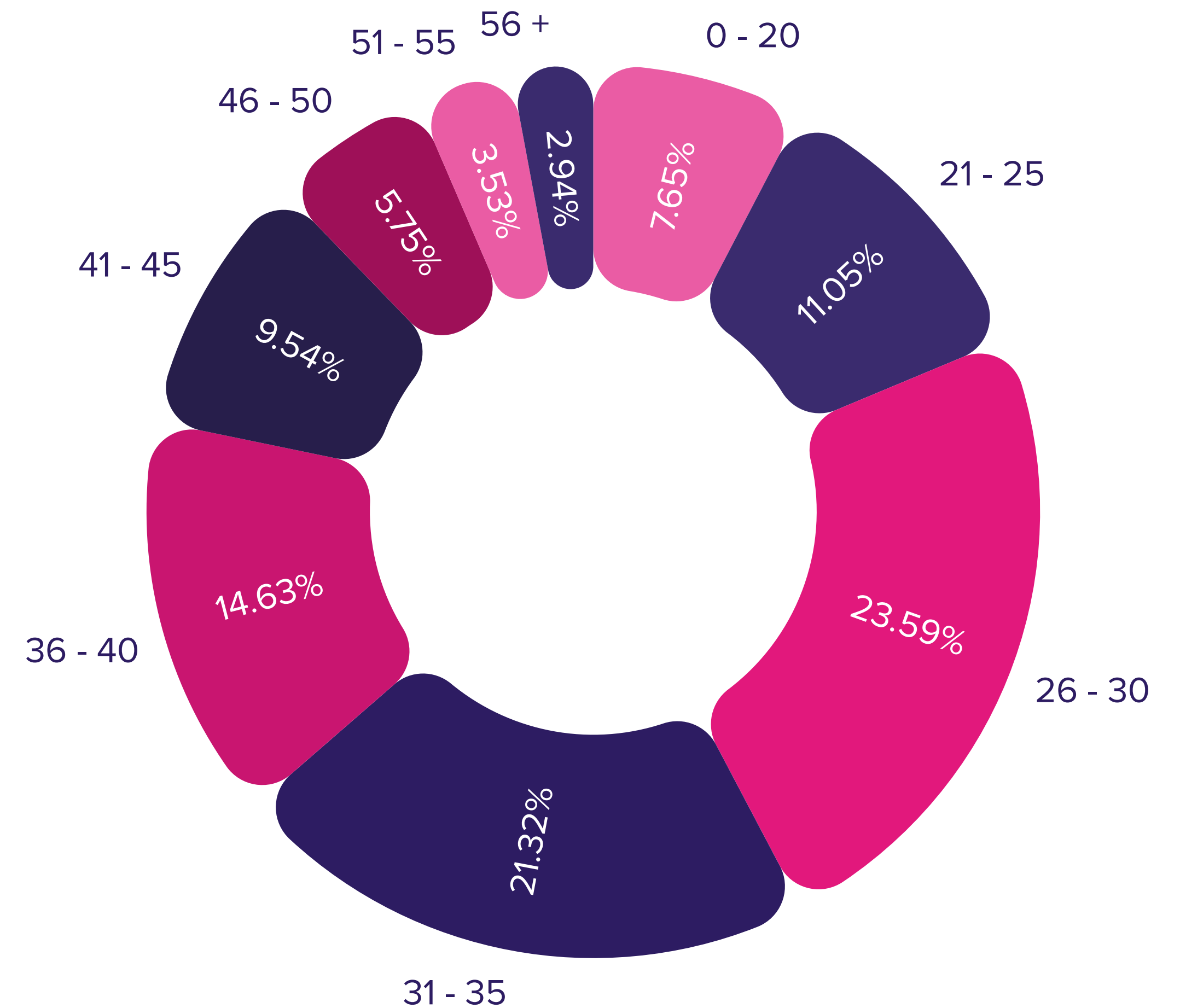
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in London.

## Household size



## Age



# Most popular development this month

SHARE

TO BUY

## 🔍 Wandsworth



## Nine Elms

Shared Ownership

Paragon Area  
PA Housing

PA Housing  
126 Enquiries

 1-2 Bedroom

 1 Bathroom

 Private Balcony/Terrace

Modern, exciting and completely unique, Nine Elms View is part of a remarkable regeneration scheme in South West London. These beautiful one and two bedroom Shared Ownership apartments are designed for living today, and tomorrow.

# East Midlands

SHARE  
TO BUY

April 2023 figures

LISTINGS ADDED

54

NEW REGISTRANTS

214

TOTAL ENQUIRIES

332



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

Nottinghamshire | **32**

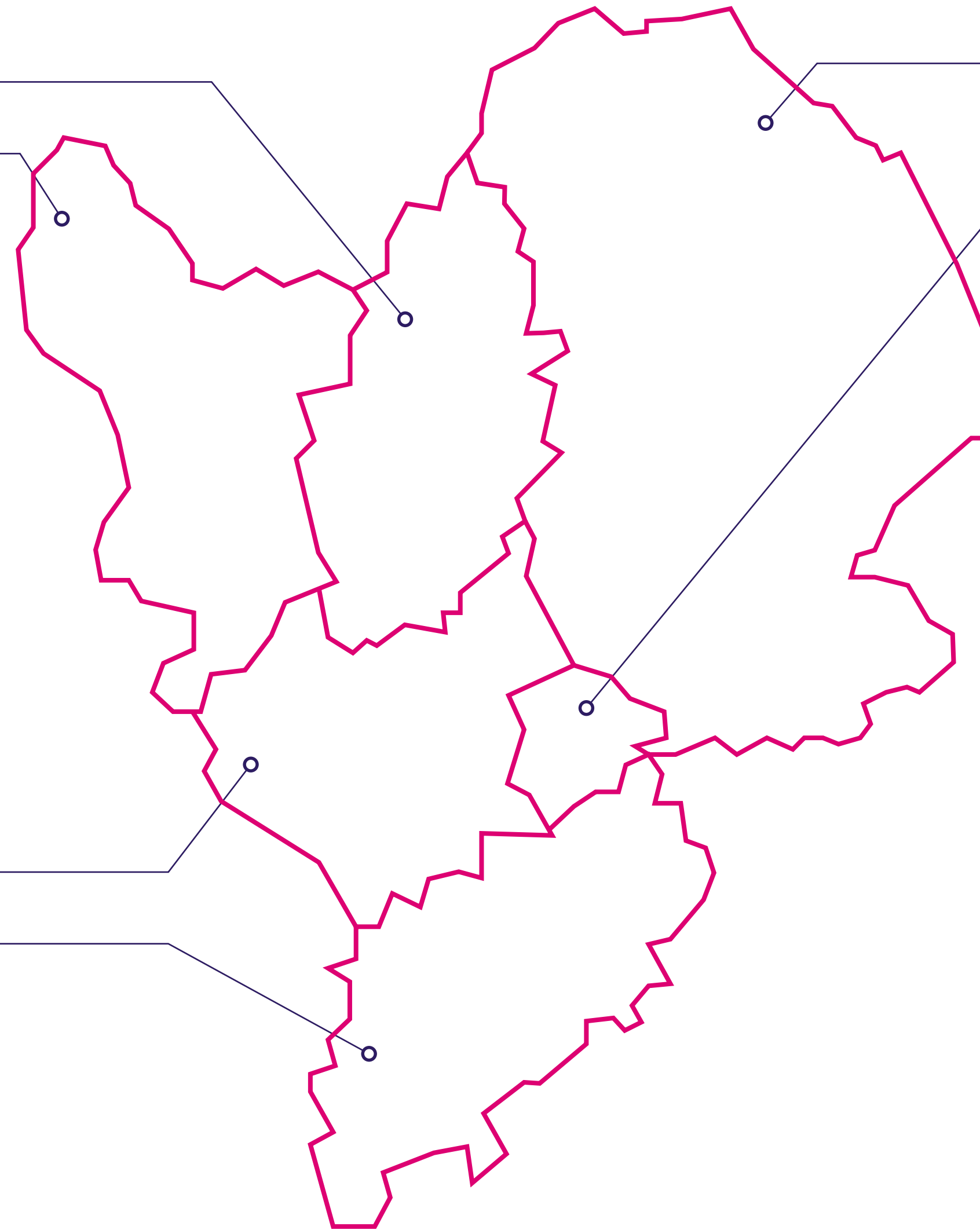
Derbyshire | **28**

Leicestershire | **67**

Northamptonshire | **29**

Lincolnshire | **34**

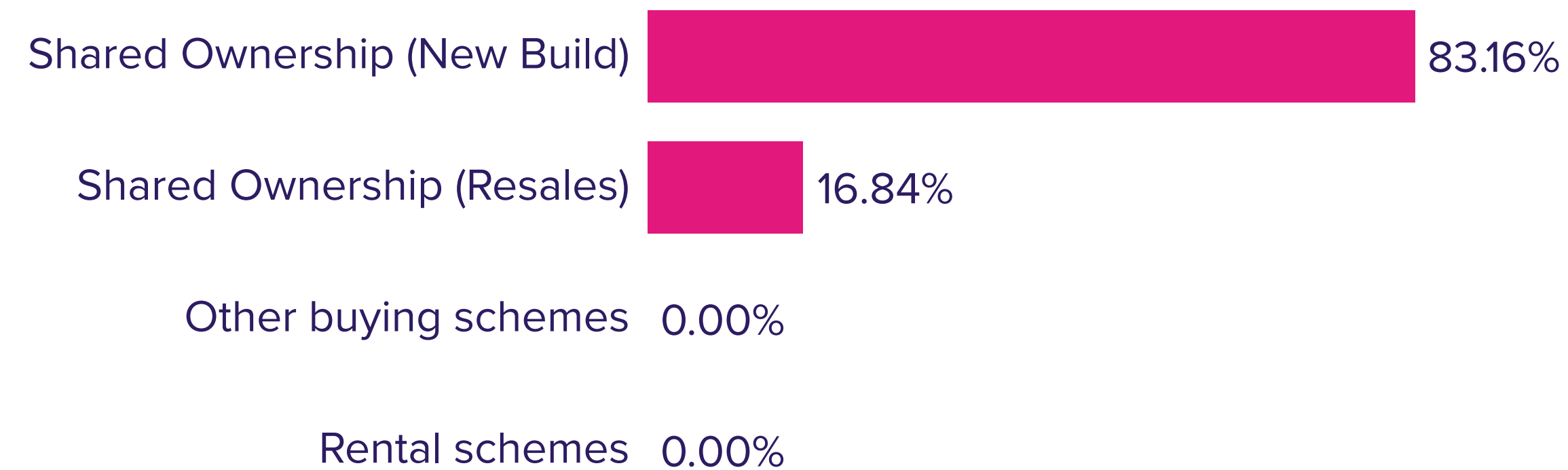
Rutland | **0**





Breakdown of property details based on April's live listings:

## Tenure



## Property size



## Property type

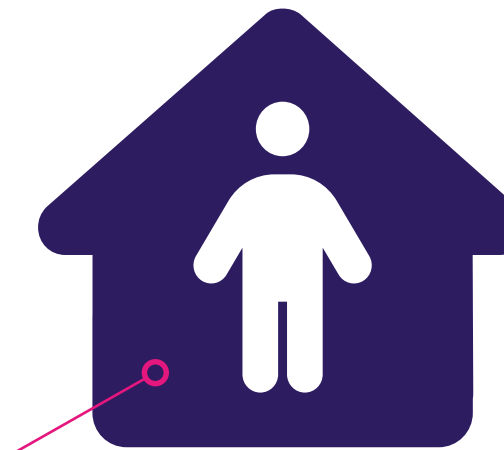
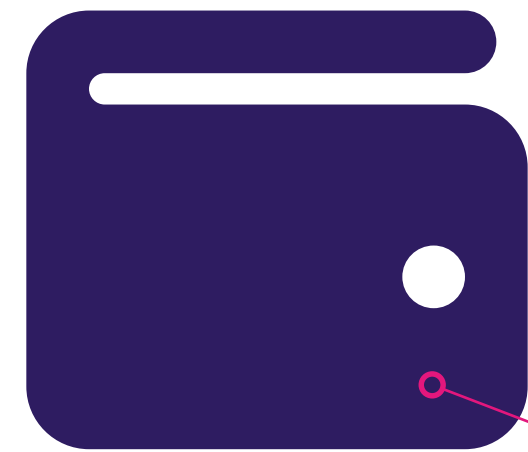


## Average property price



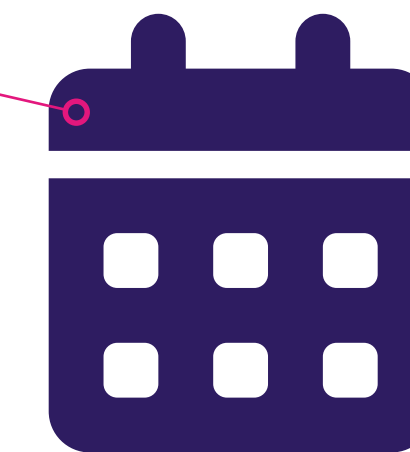
Based on April's enquiries, the average buyer in the East Midlands looks like:

**Income**  
£37,852

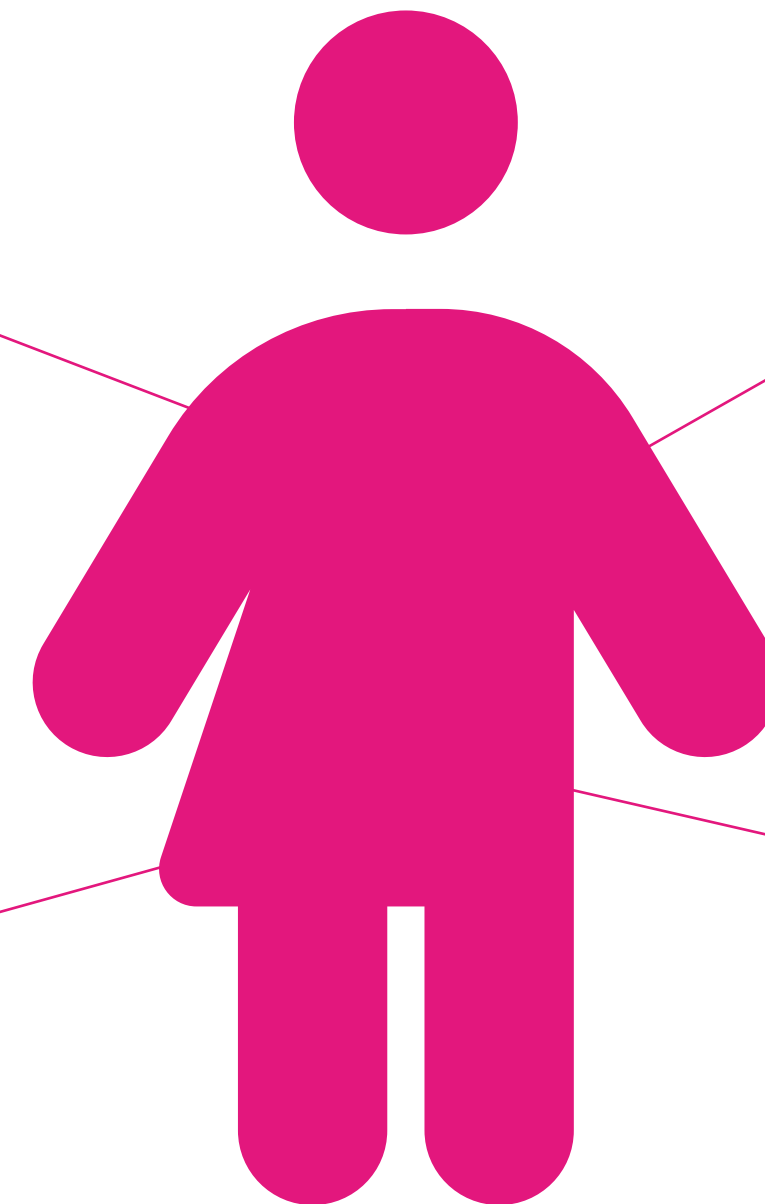


**Household**  
Two people

**Deposit**  
£25,034



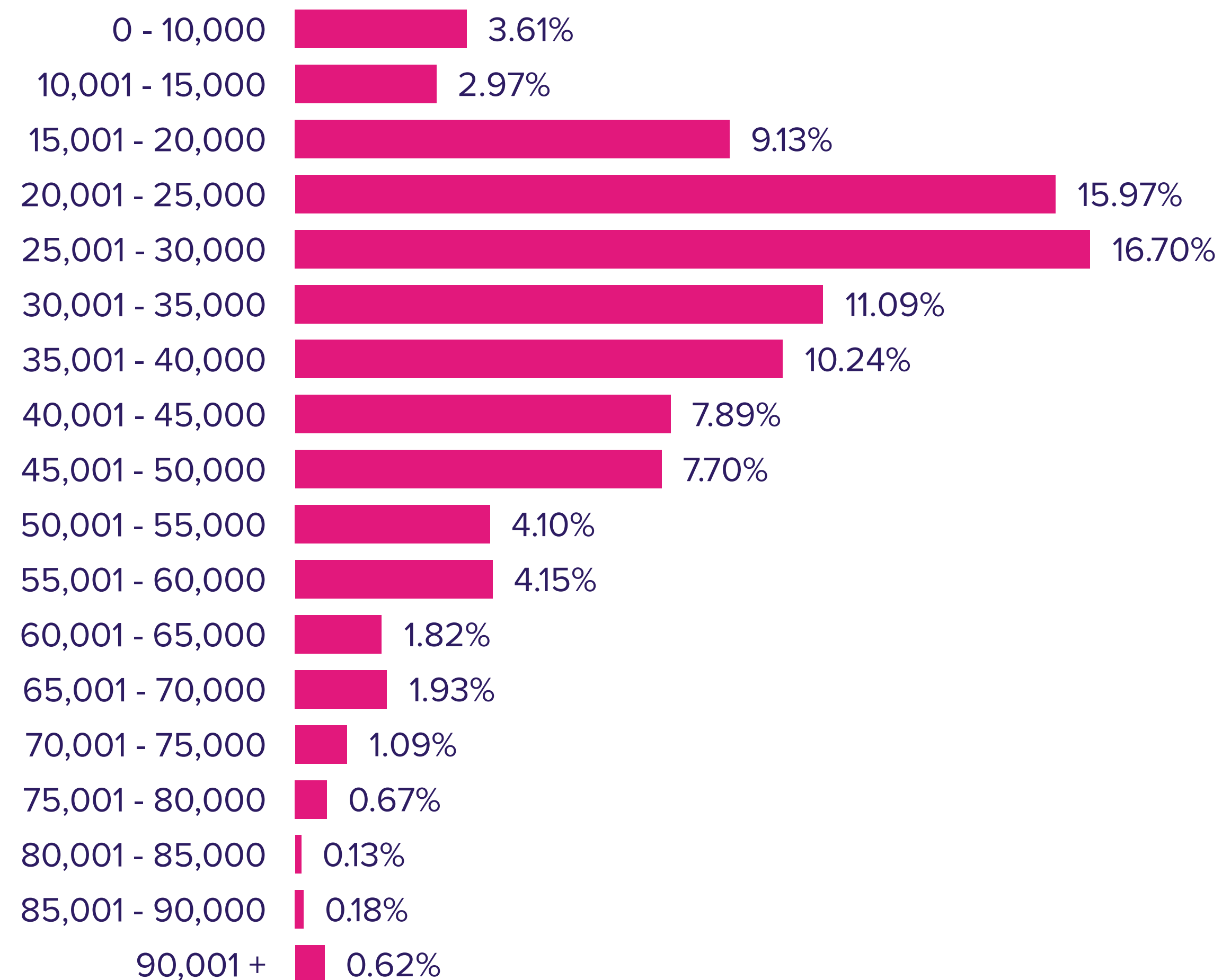
**Age**  
34



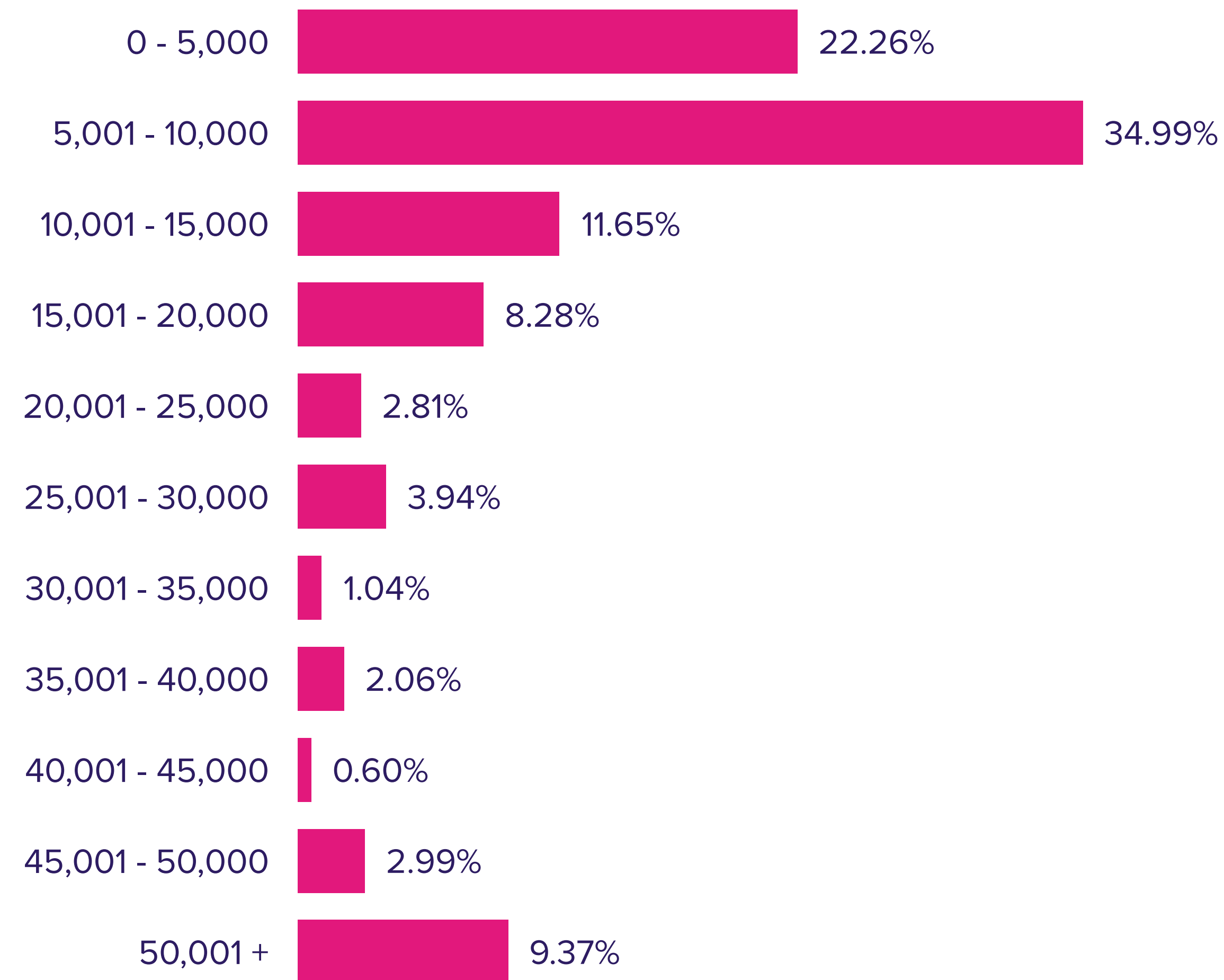
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the East Midlands.

## Income bracket (£)



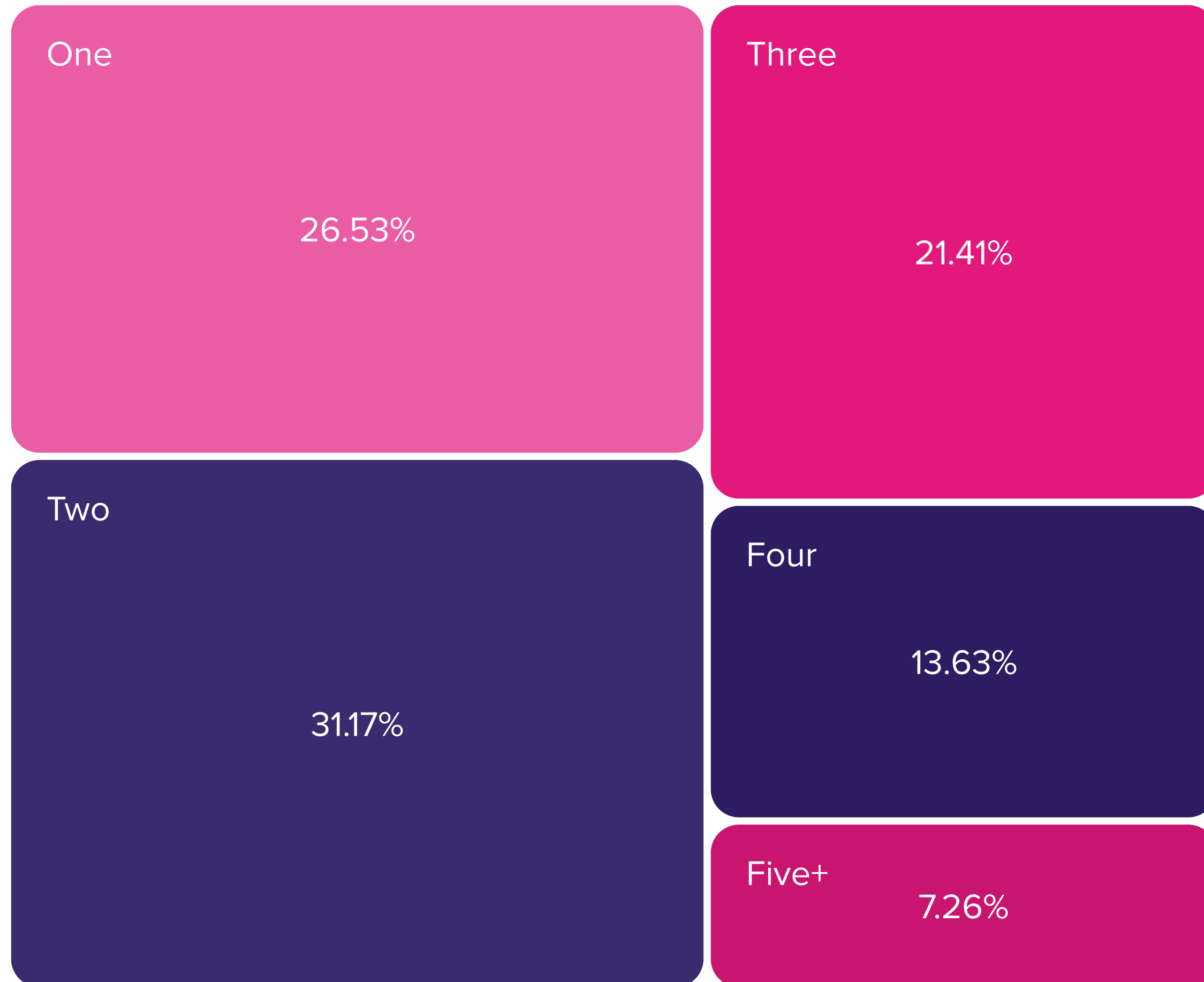
## Deposit bracket (£)



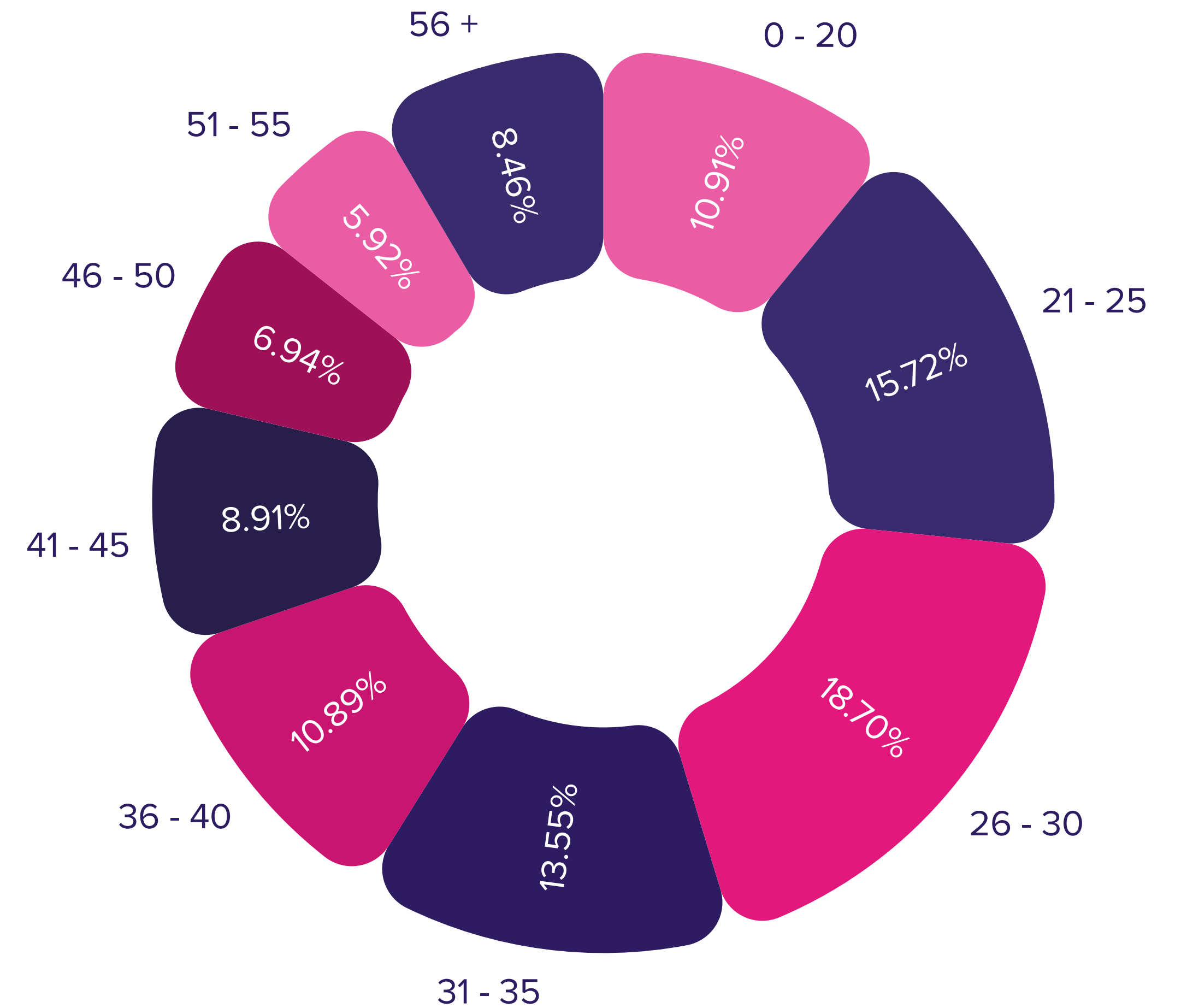
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the East Midlands.

## Household size



## Age



## 🔍 Nottingham



## Birch Fields

Shared Ownership

🛏 3-4 Bedroom

🚿 2 Bathroom

🌿 Private Garden



Leaders Shared  
Ownership  
**30 Enquiries**

Birch Fields offers an elegant collection of homes that are extremely stylish and energy-efficient. Only a few miles from Nottingham, this development benefits from the vibrancy of the city - and the calm of Nottinghamshire's breath-taking countryside.

# East of England

SHARE  
TO BUY

April 2023 figures

LISTINGS ADDED

181

NEW REGISTRANTS

714

TOTAL ENQUIRIES

2,905



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

Cambridgeshire | **180**

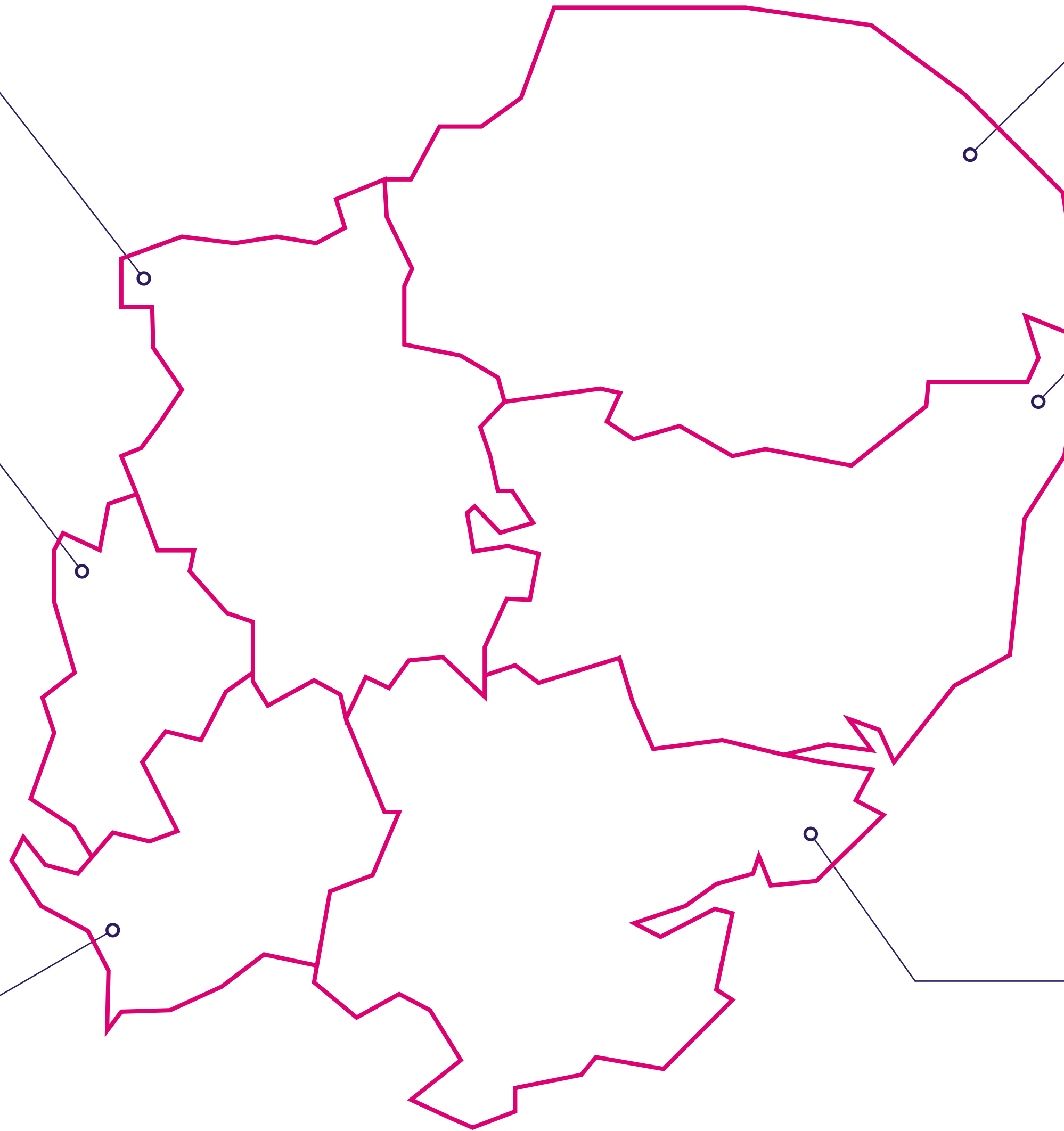
Bedfordshire | **85**

Norfolk | **68**

Suffolk | **68**

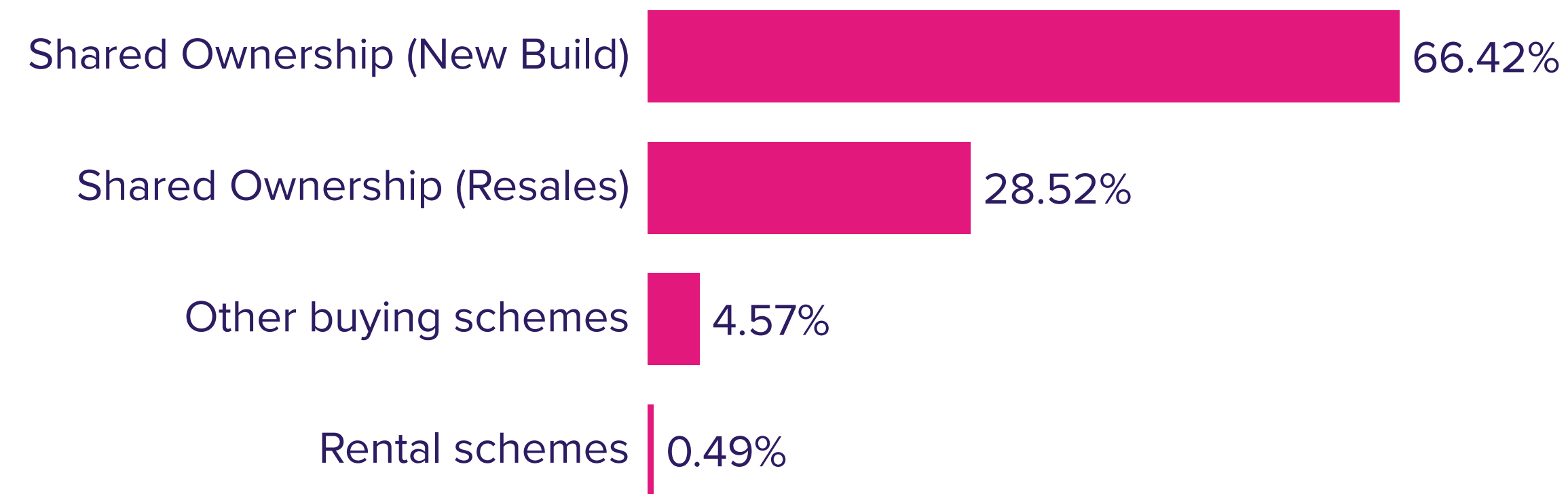
Hertfordshire | **219**

Essex | **190**

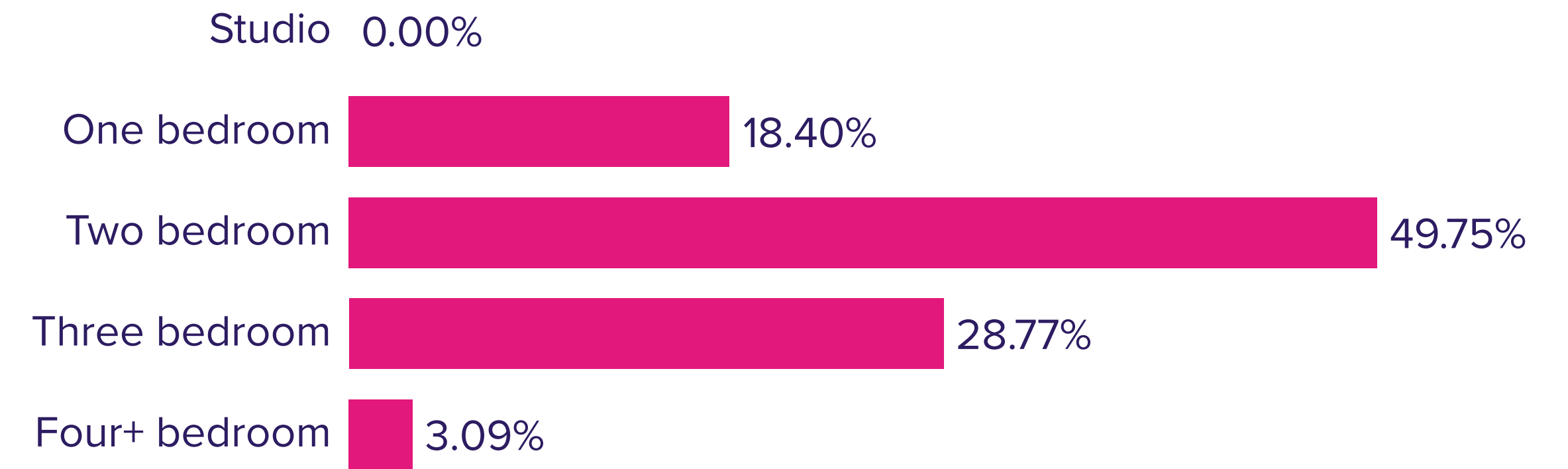


Breakdown of property details based on April's live listings:

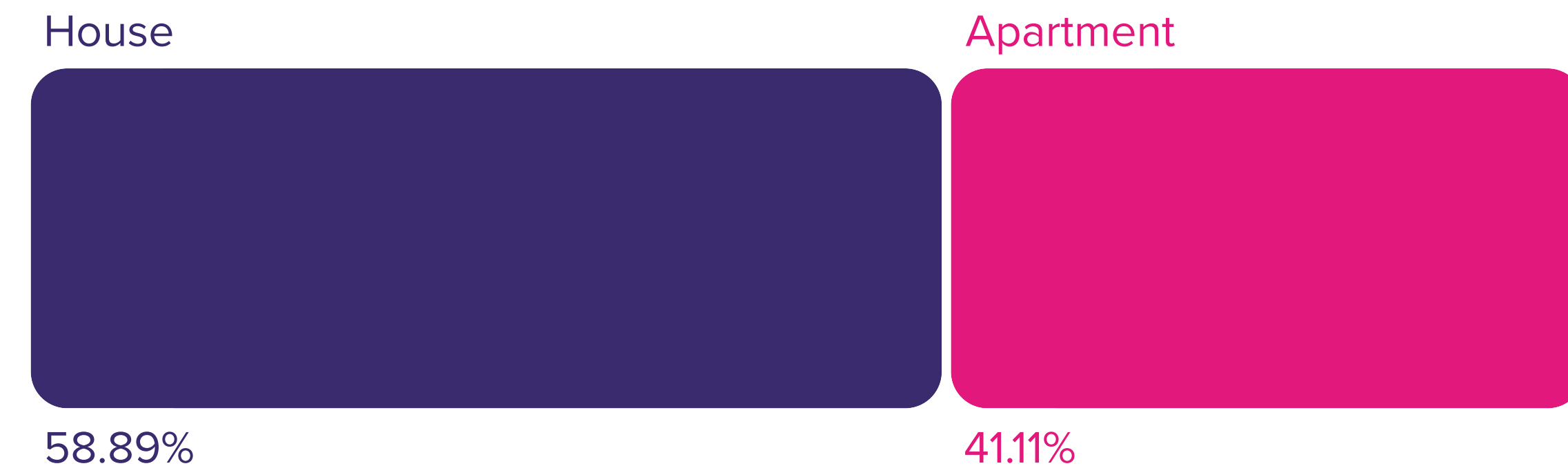
## Tenure



## Property size



## Property type



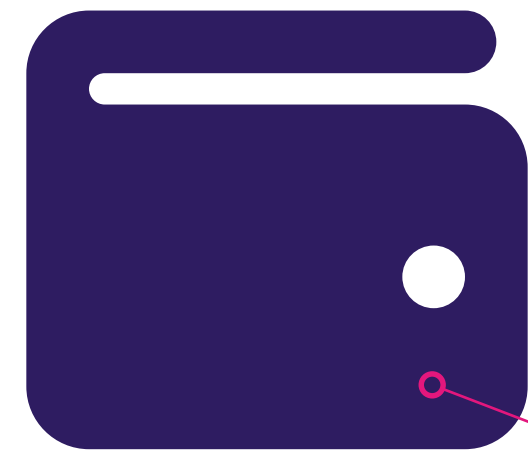
## Average property price



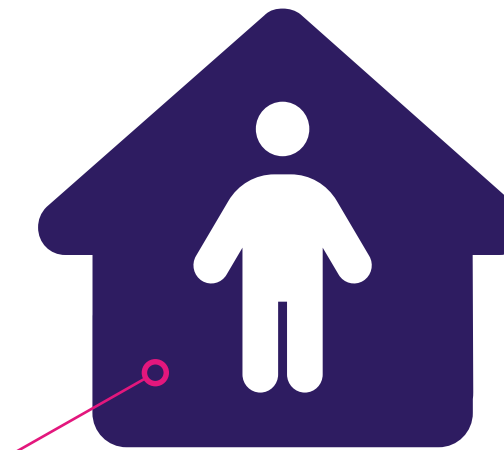


Based on April's enquiries, the average buyer in the East of England looks like:

**Income**  
£46,868



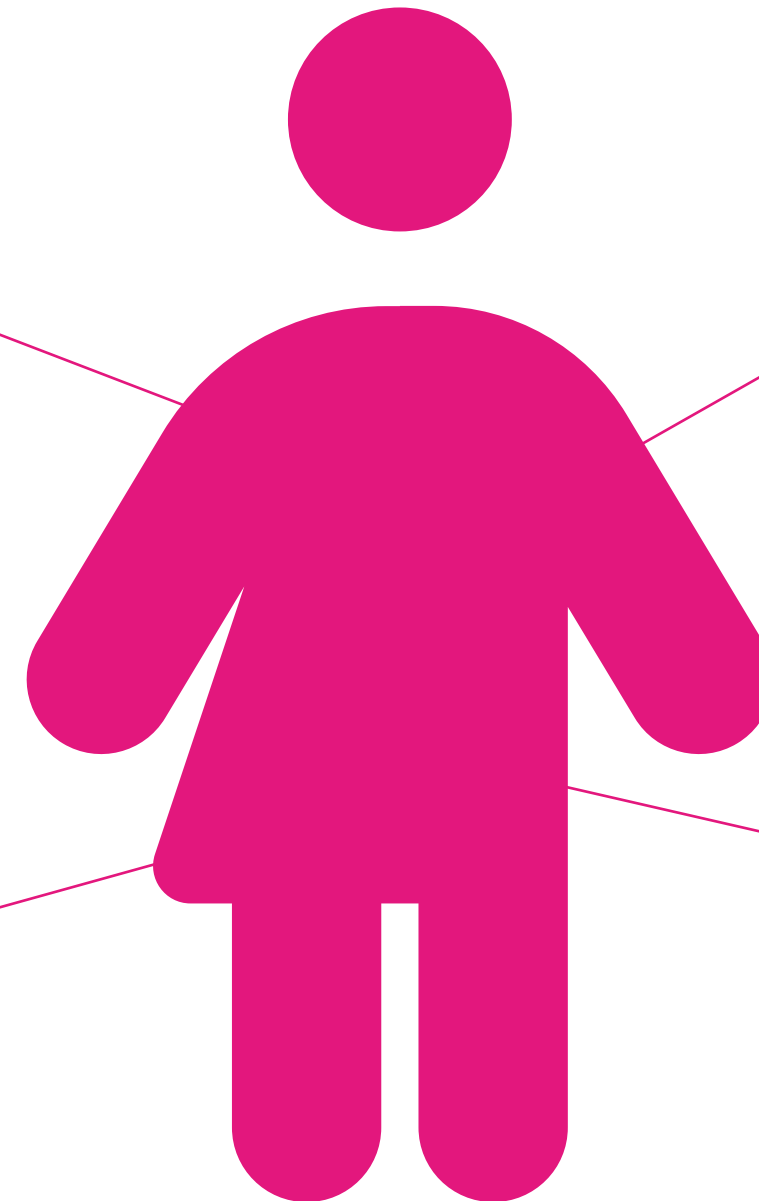
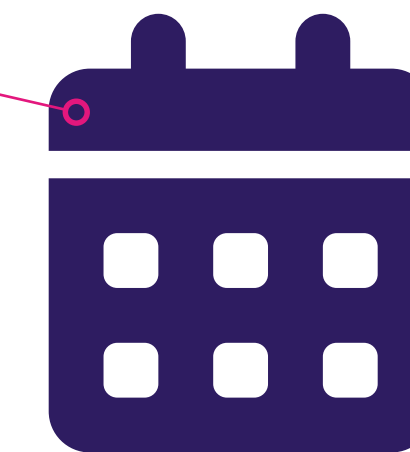
**Household**  
Two people



**Deposit**  
£25,398



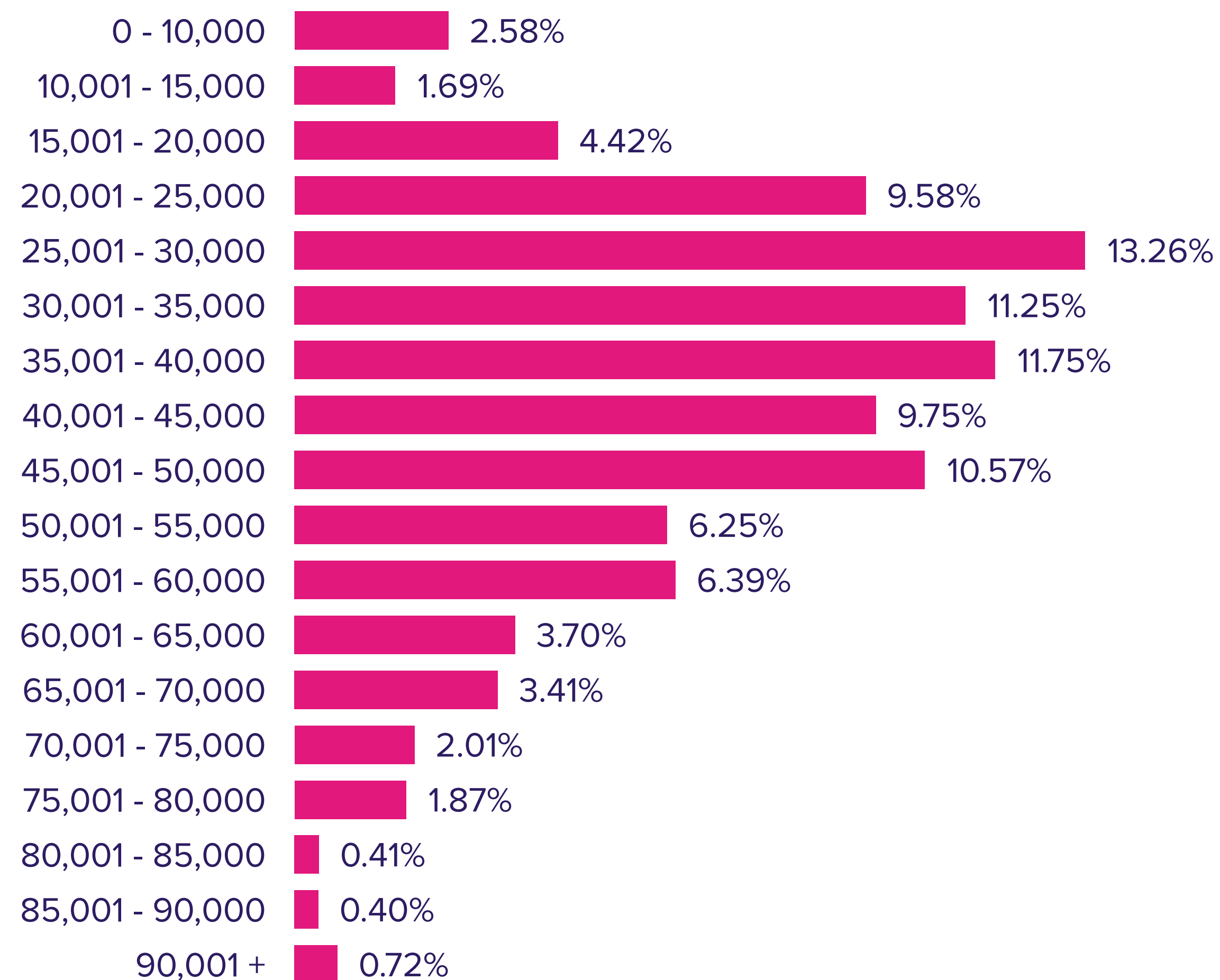
**Age**  
33



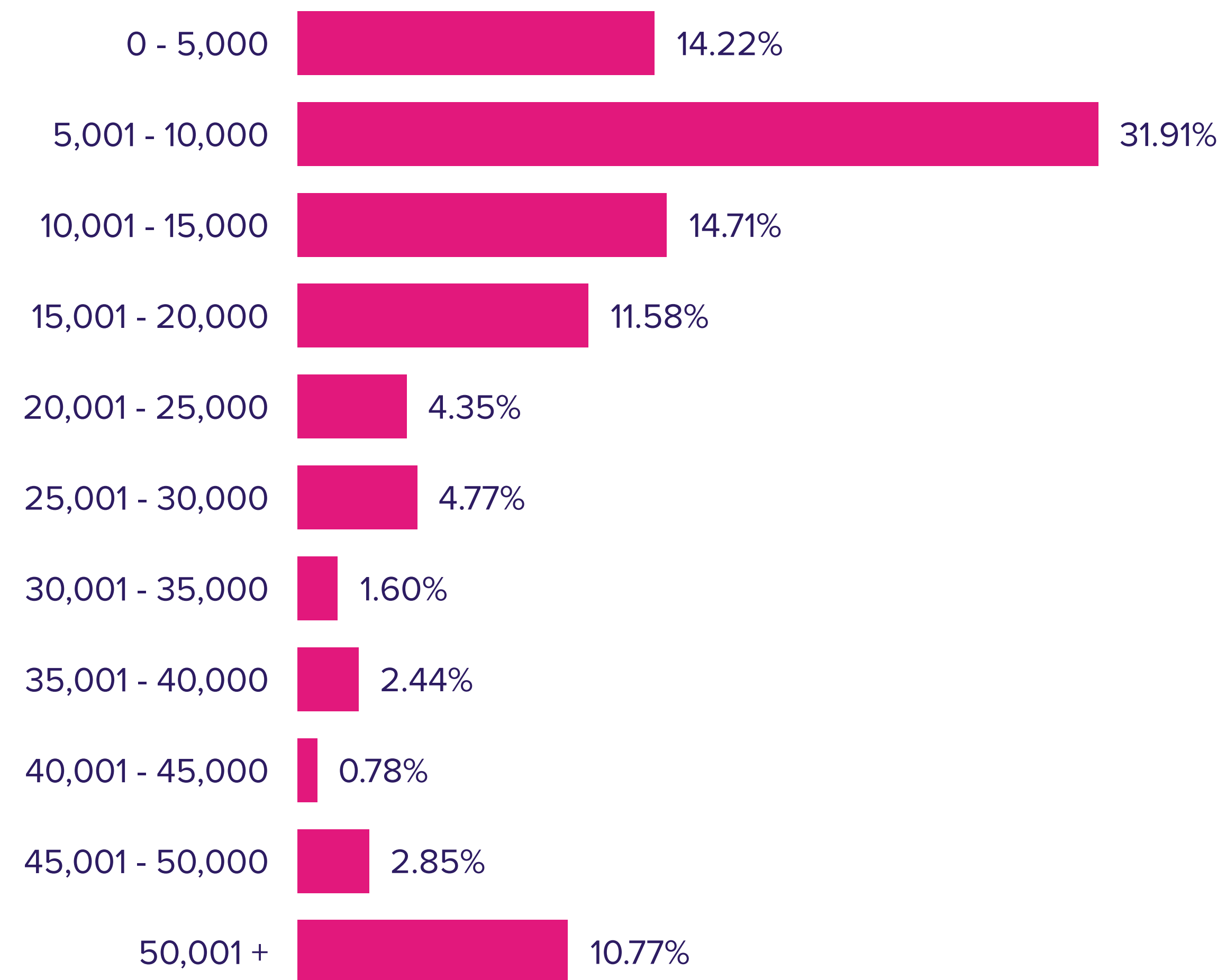
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the East of England.

## Income bracket (£)



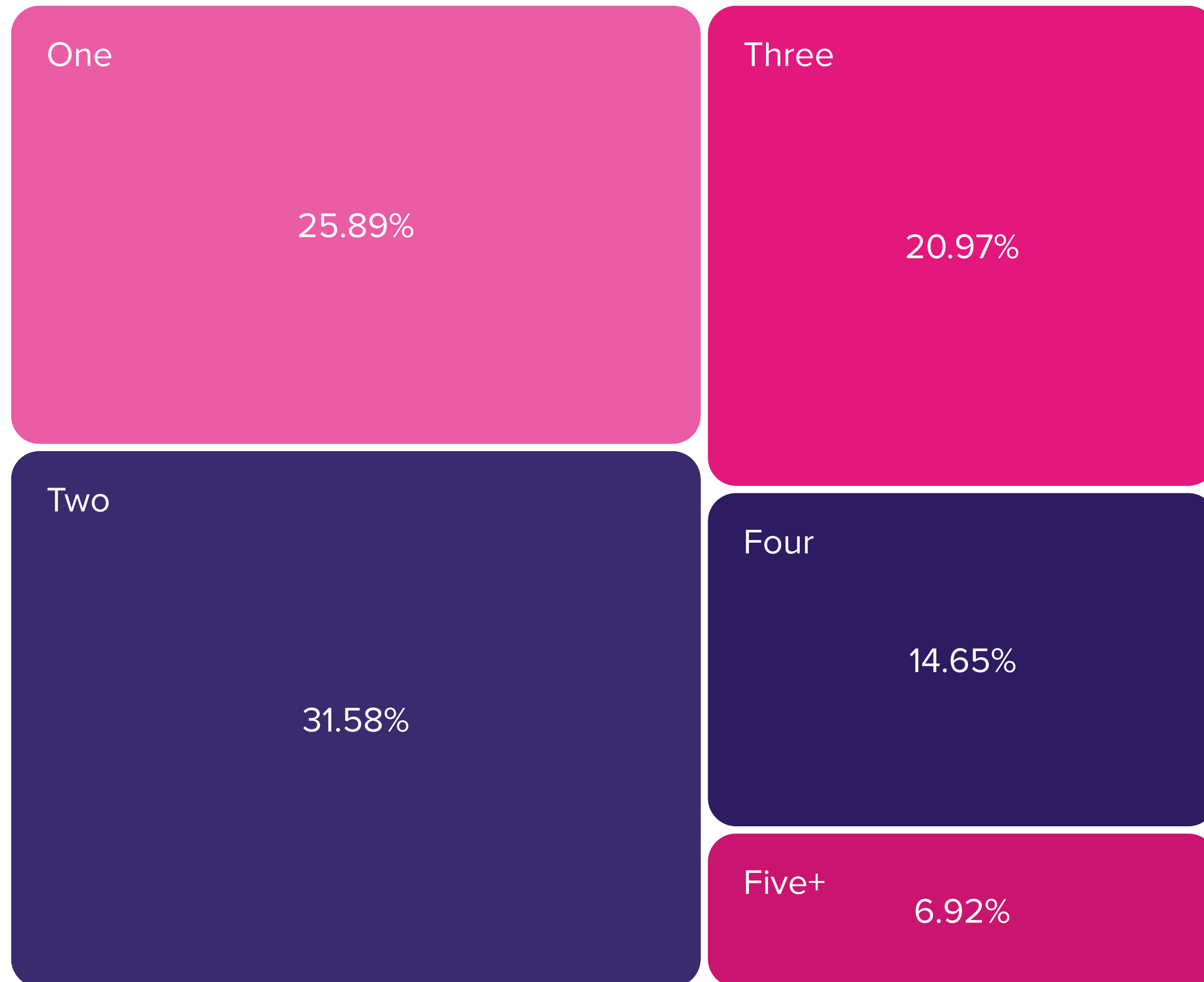
## Deposit bracket (£)



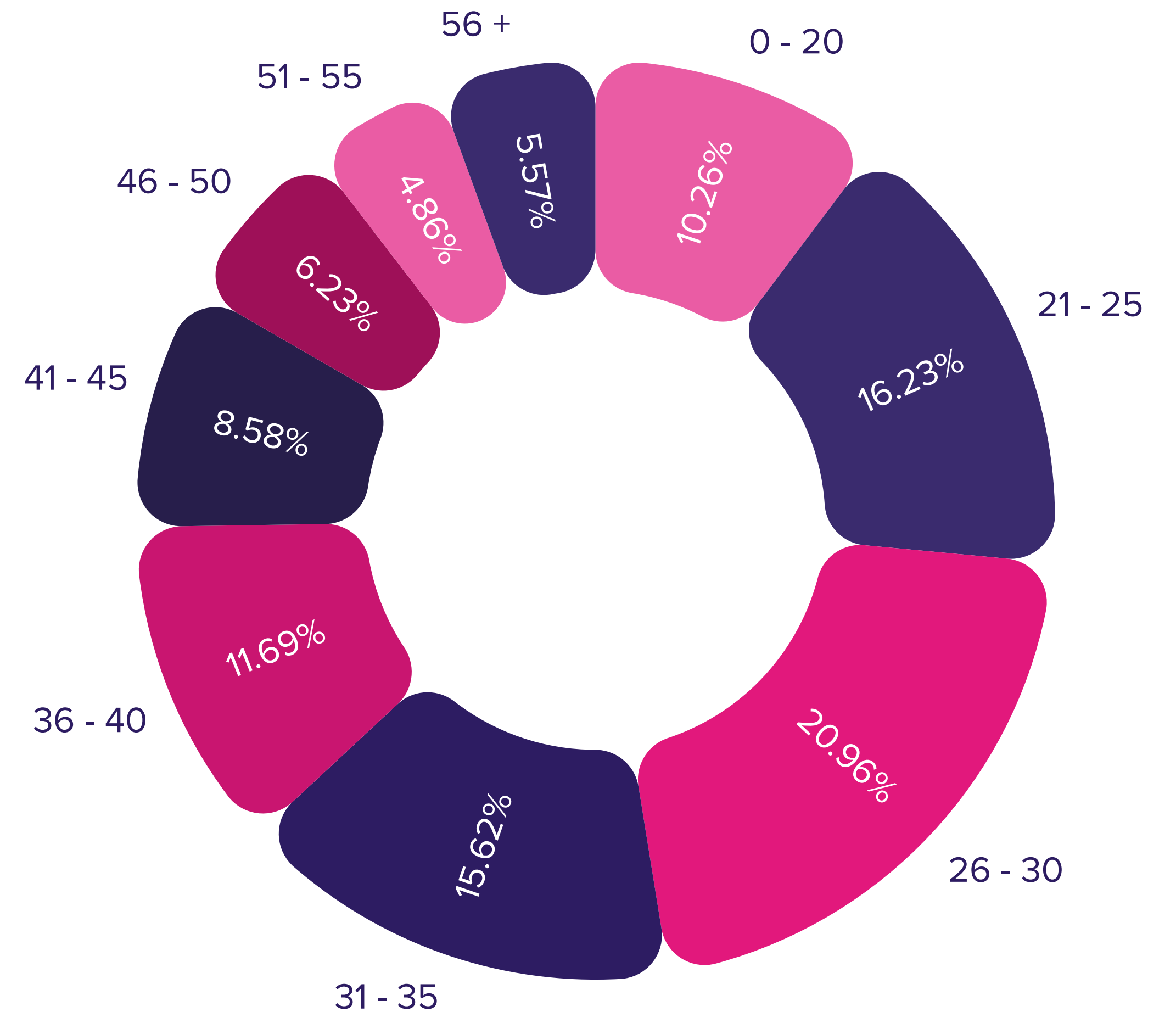
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the East of England.

## Household size



## Age



## 🔍 Epping Forest



## Meadow View

Shared Ownership



B3 at home  
163 Enquiries

 3 Bedroom

 2 Bathroom

 Private Garden

Set in a quiet location surrounded by green space and close to Lea Valley Park, each home benefits from allocated parking spaces and a private garden.

# North East

SHARE  
TO BUY

April 2023 figures

**LISTINGS ADDED**

0

**NEW REGISTRANTS**

17

**TOTAL ENQUIRIES**

11



# Listings live per county

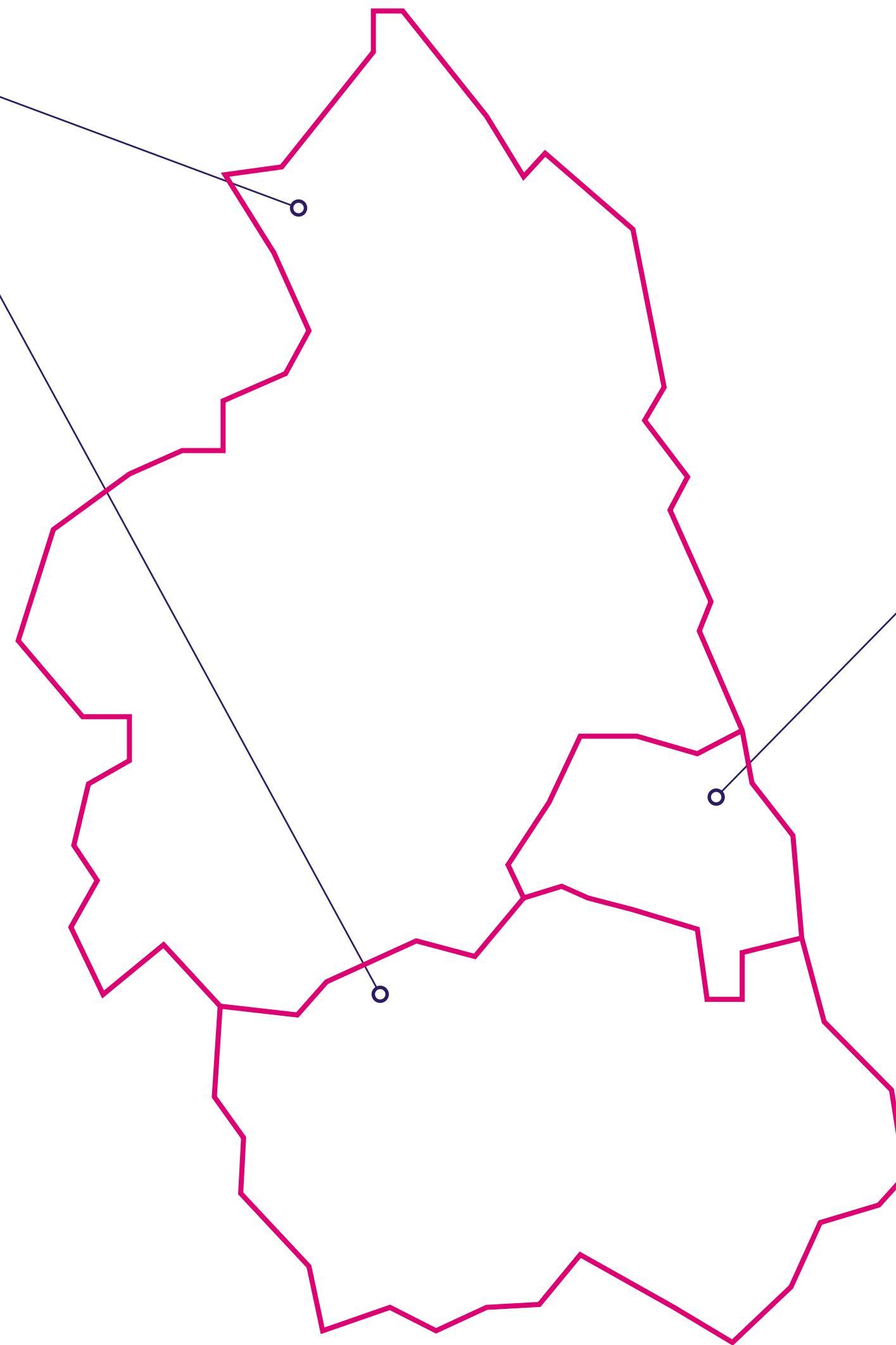
SHARE  
TO BUY

## County | Number of listings live

Northumberland | 3

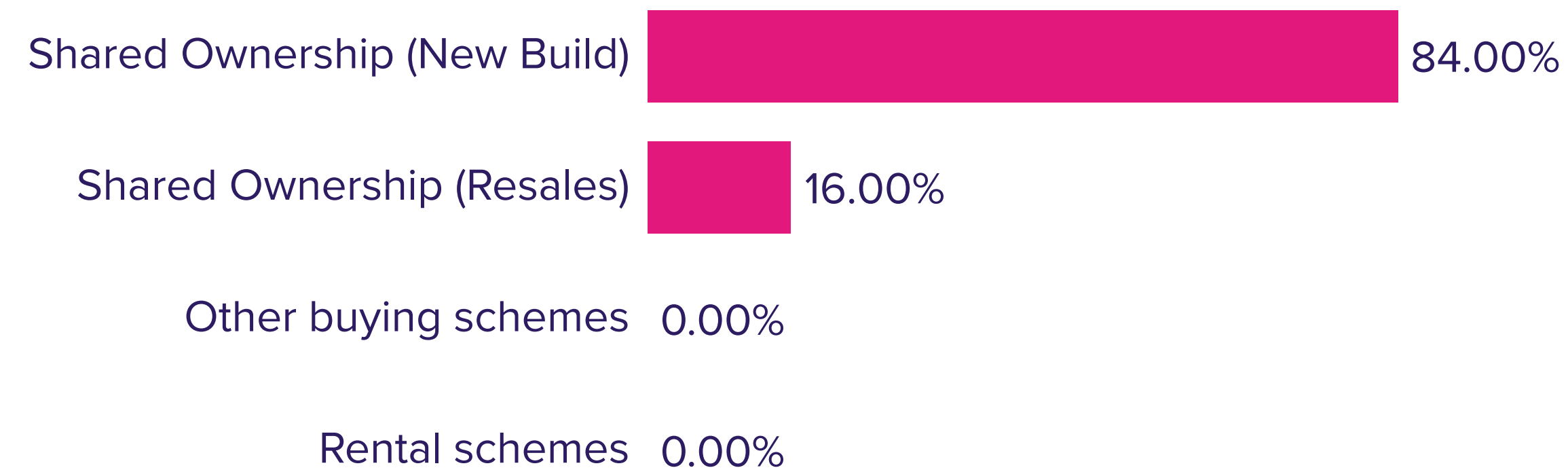
County Durham | 16

Tyne and Wear | 6

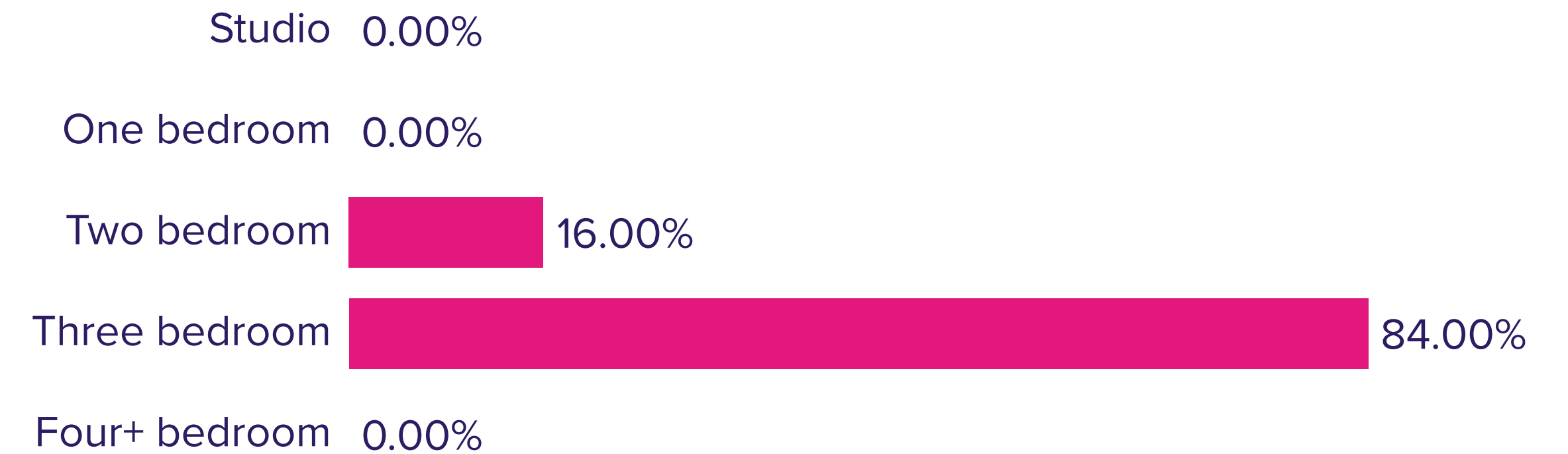


Breakdown of property details based on April's live listings:

## Tenure



## Property size



## Property type

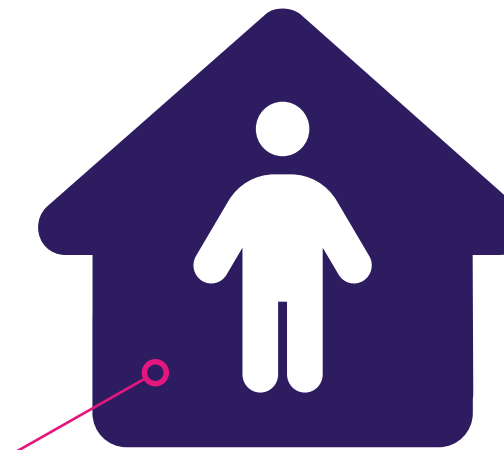
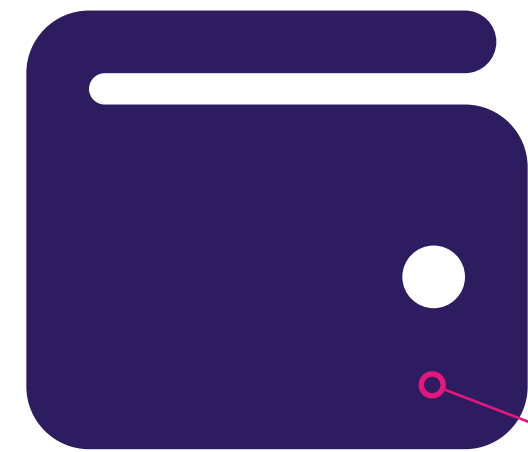


## Average property price



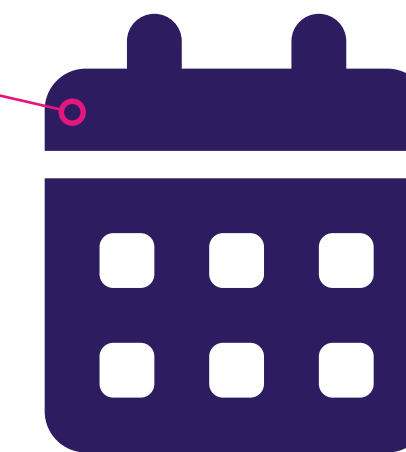
Based on April's enquiries, the average buyer in the North East looks like:

**Income**  
£31,181

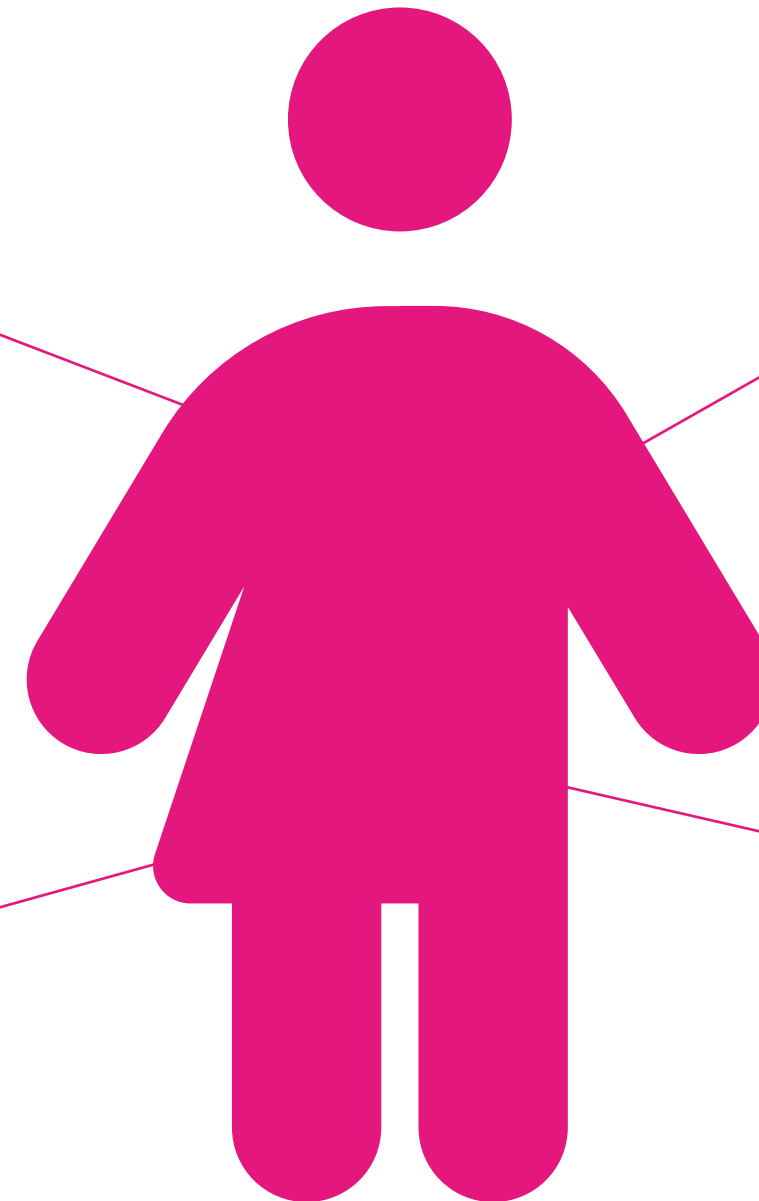


**Household**  
Two people

**Deposit**  
£15,091



**Age**  
33

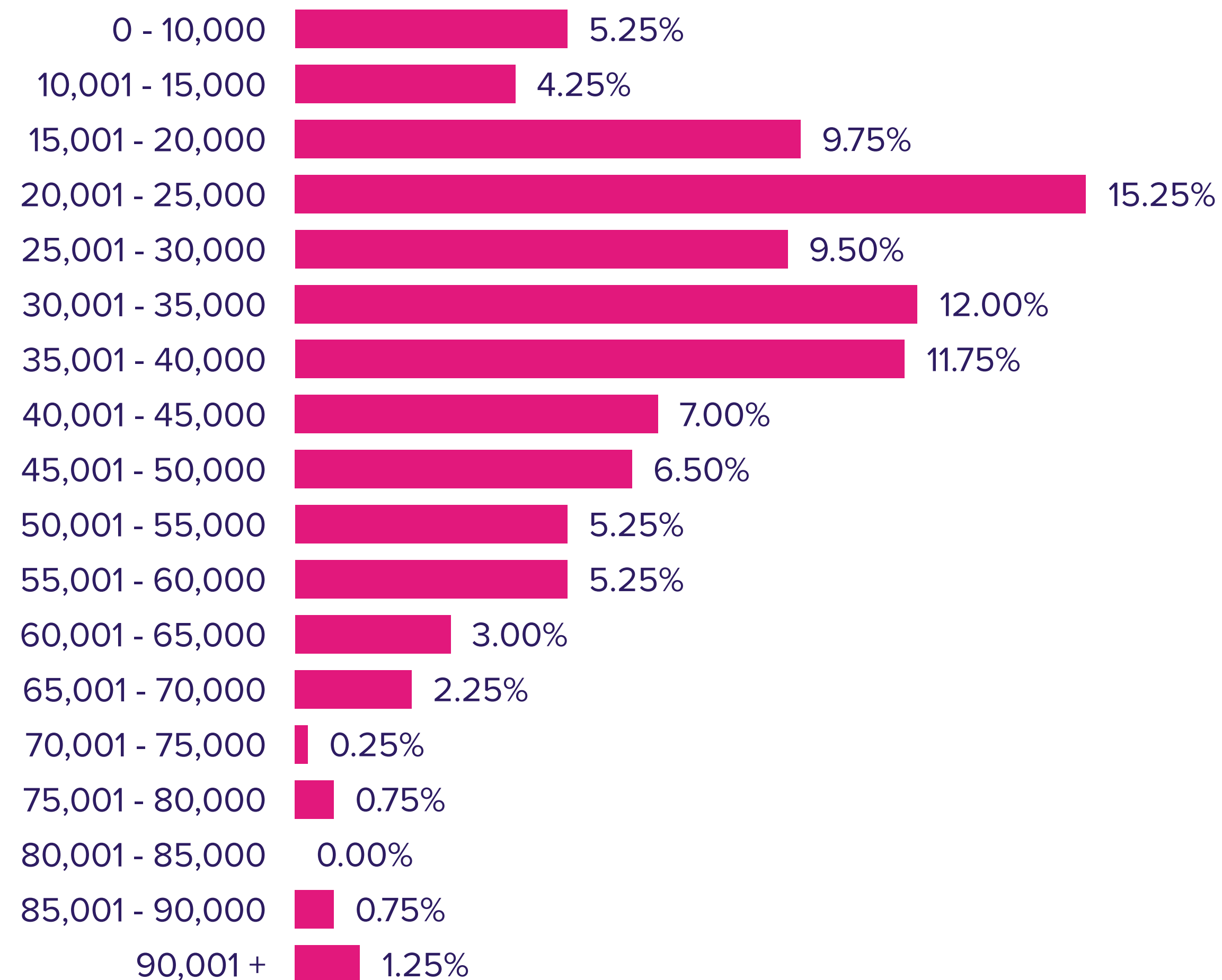




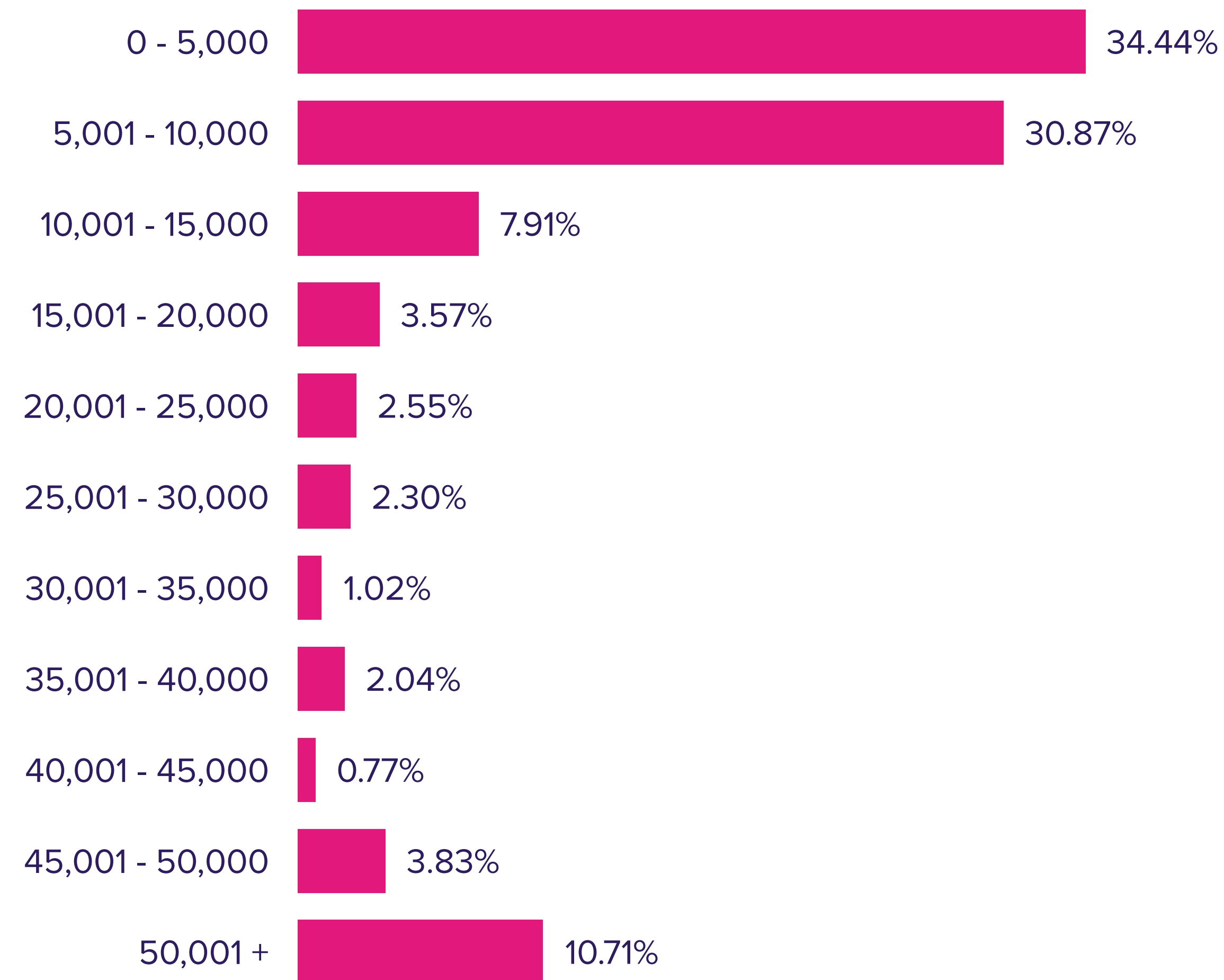
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the North East.

## Income bracket (£)



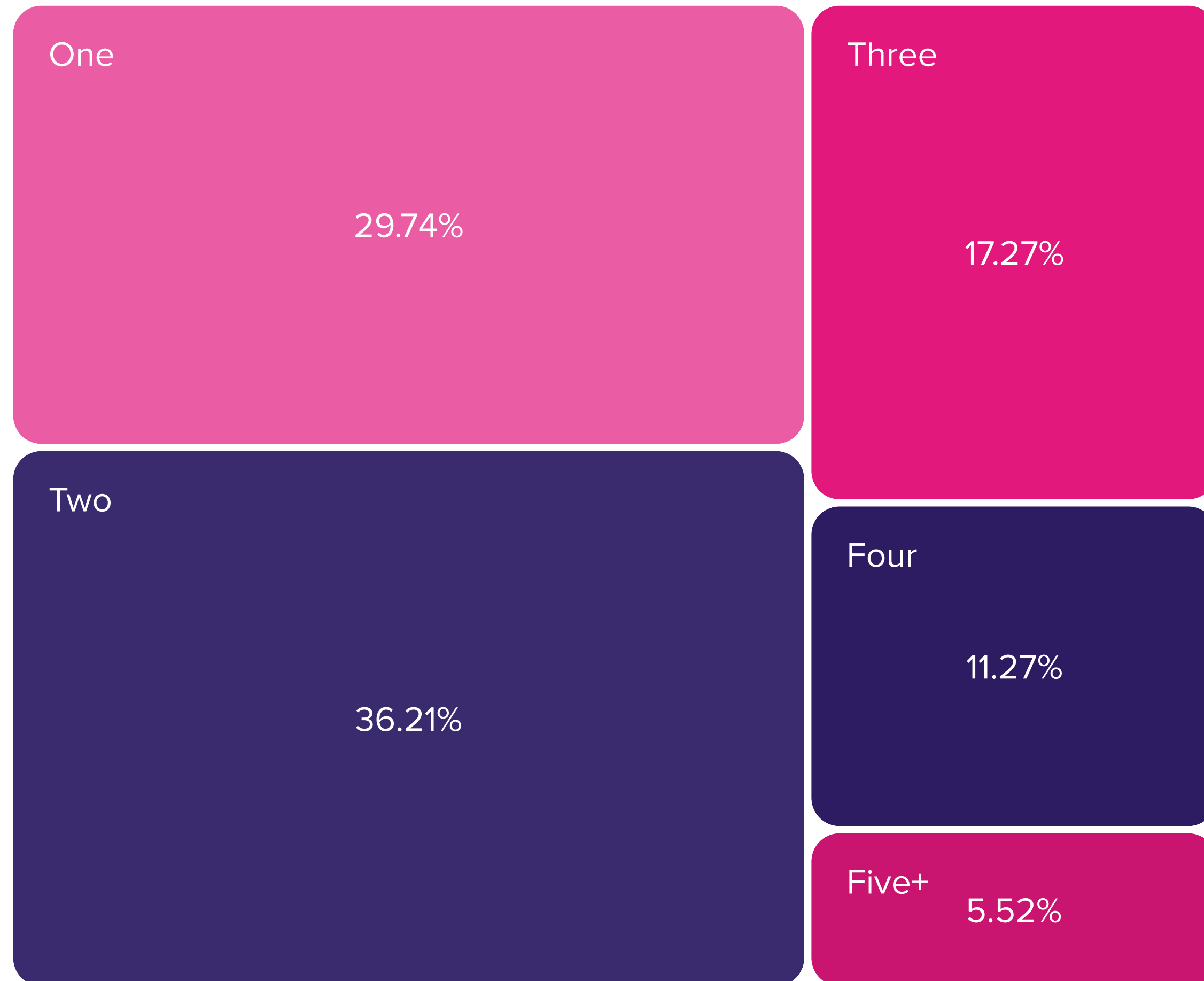
## Deposit bracket (£)



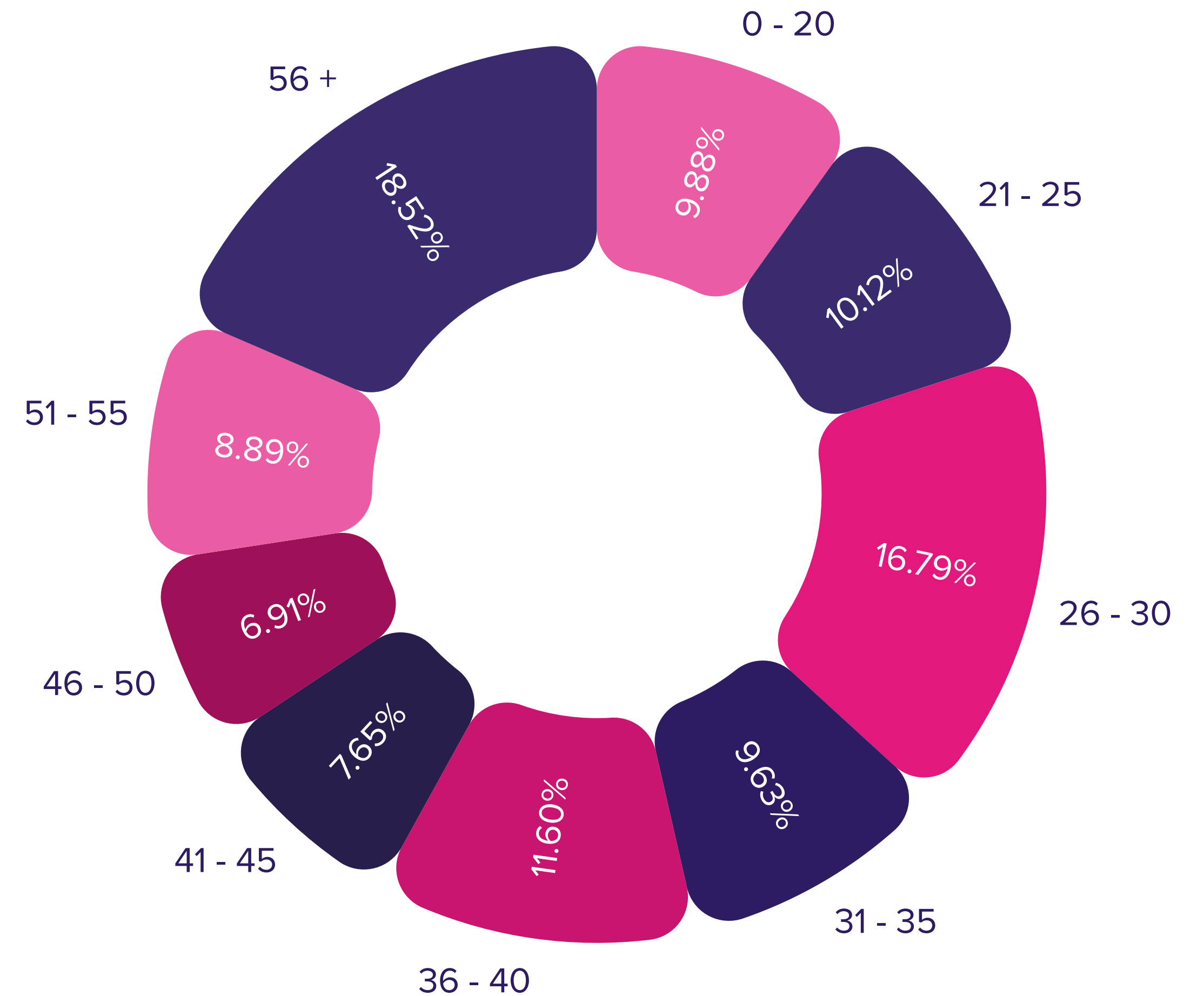
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the North East.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

 **Darlington**



## The Orchard

Shared Ownership

HOME  
REACH  
The Key to Home Ownership

Home Reach  
**3 Enquiries**

 **3 Bedroom**

 **2 Bathroom**

 **Private Garden**

The Orchard at West Park is a new development in an exclusive area of Darlington. The high quality homes are designed to create flexible living spaces, ideal if you're looking for your first home or need more space for your family to grow.

April 2023 figures

LISTINGS ADDED

21

NEW REGISTRANTS

198

TOTAL ENQUIRIES

231



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

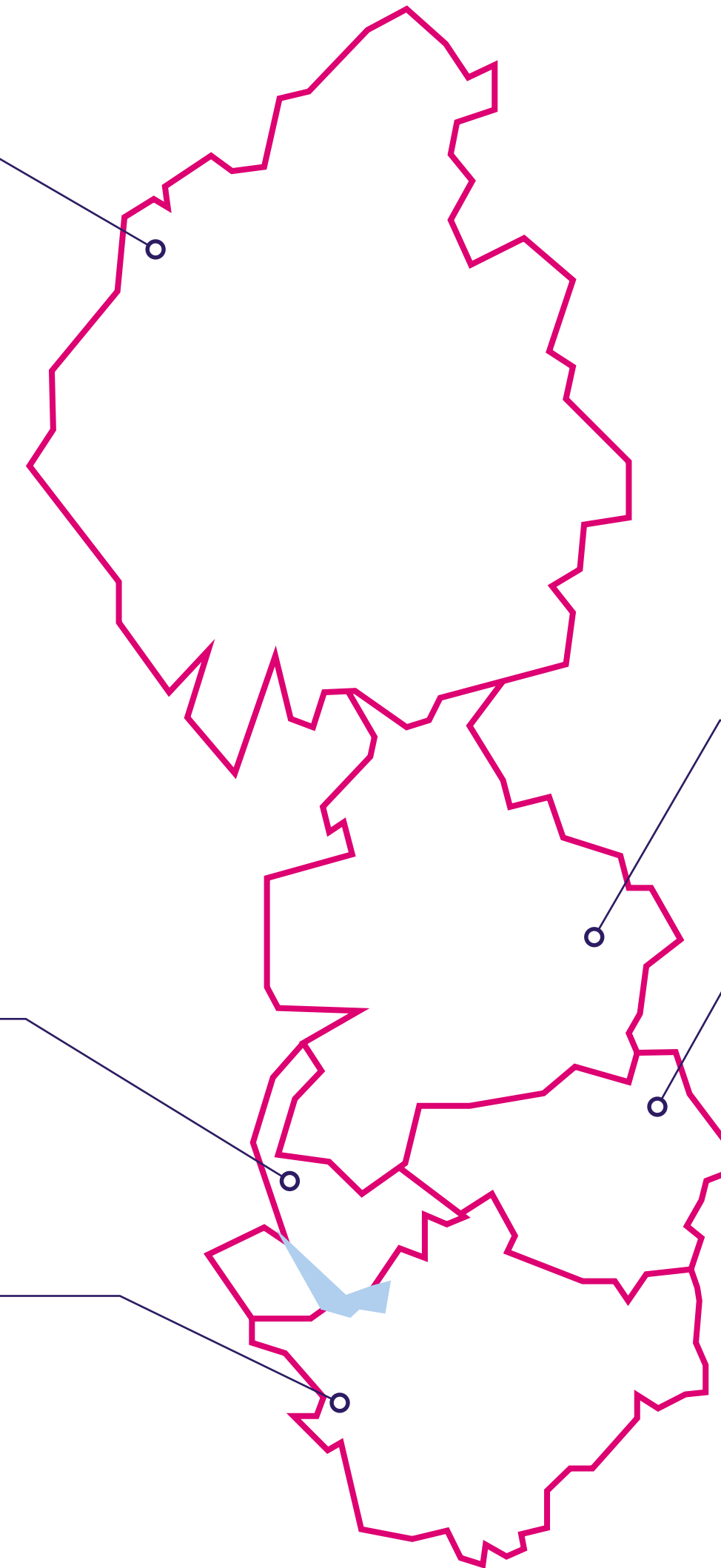
Cumbria | 4

Merseyside | 27

Cheshire | 48

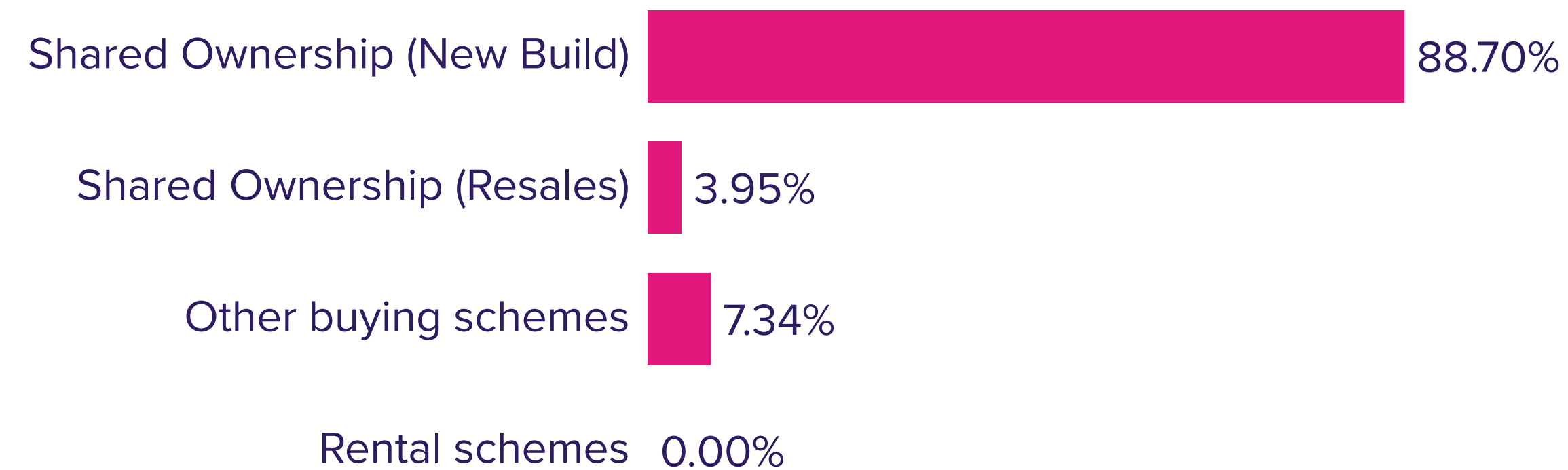
Lancashire | 54

Greater Manchester | 44

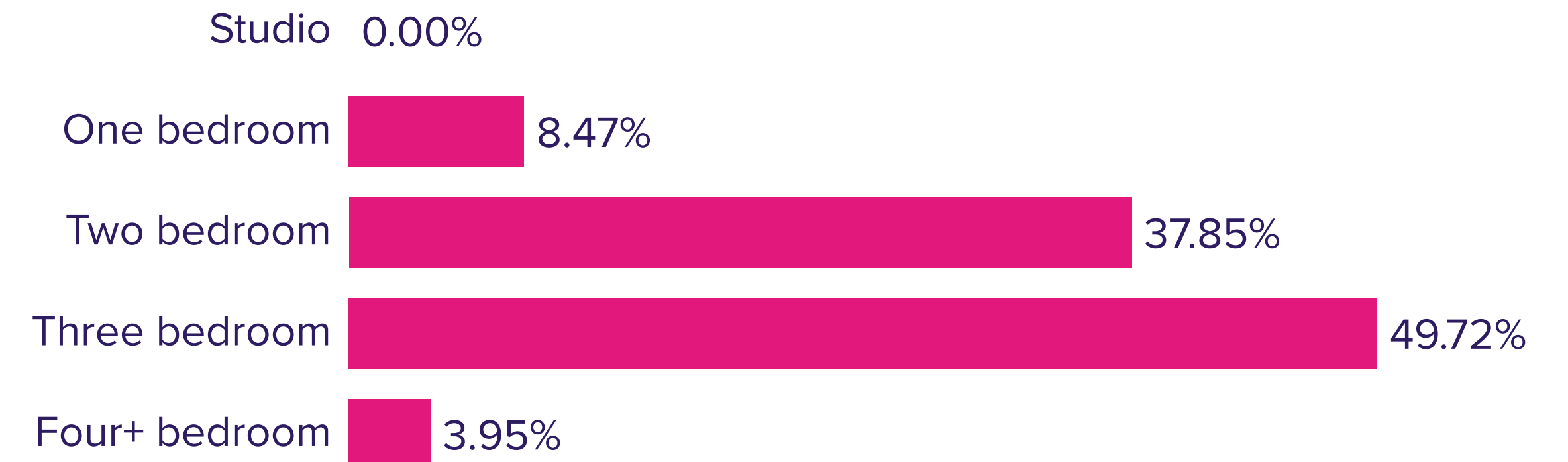


Breakdown of property details based on April's live listings:

## Tenure



## Property size



## Property type

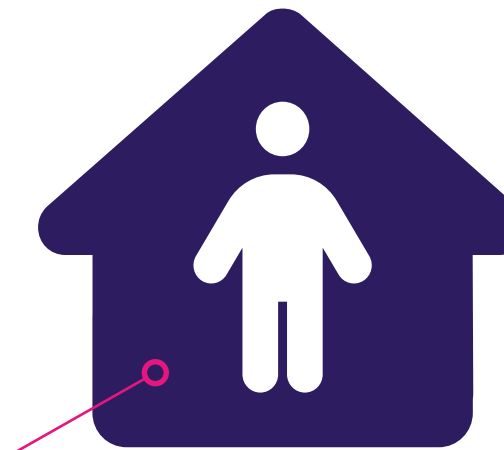
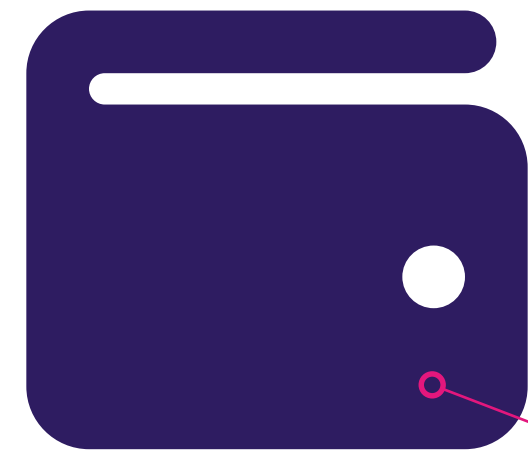


## Average property price



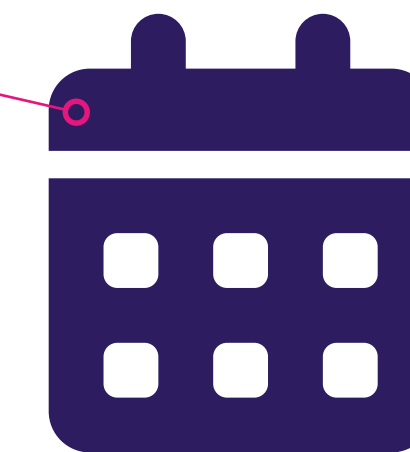
Based on April's enquiries, the average buyer in the North West looks like:

**Income**  
£45,953

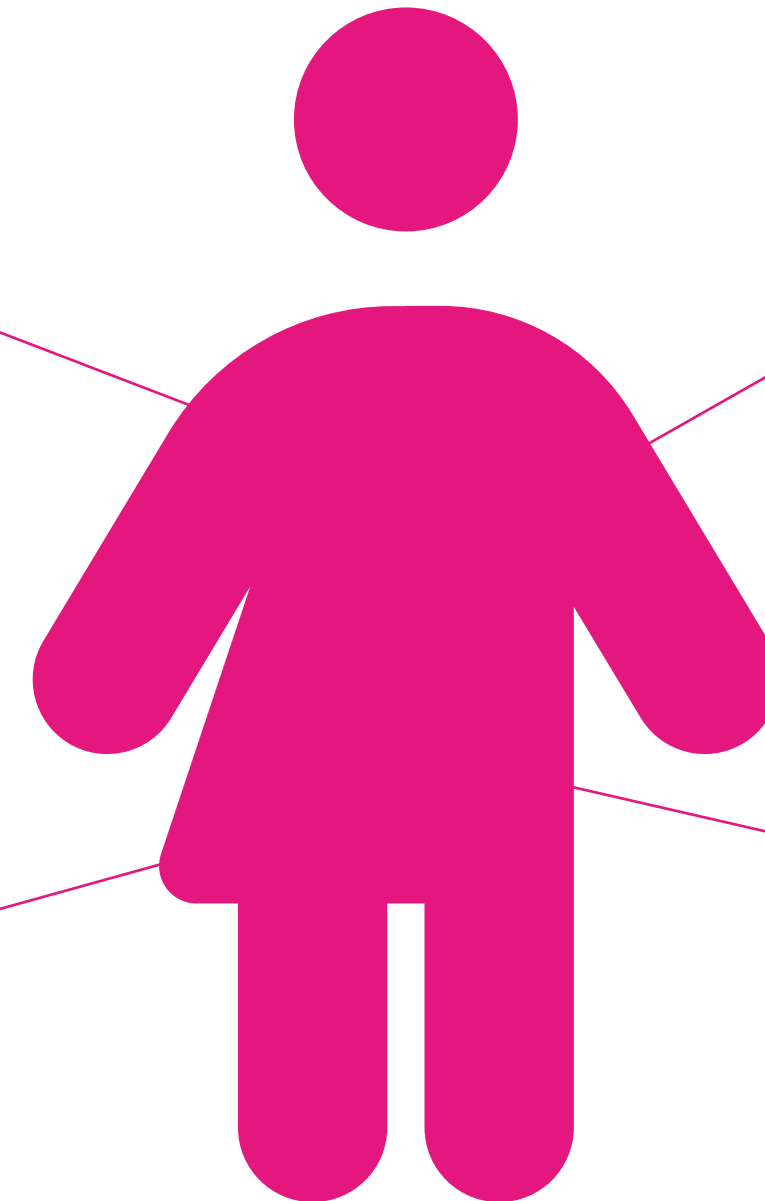


**Household**  
Two people

**Deposit**  
£17,178



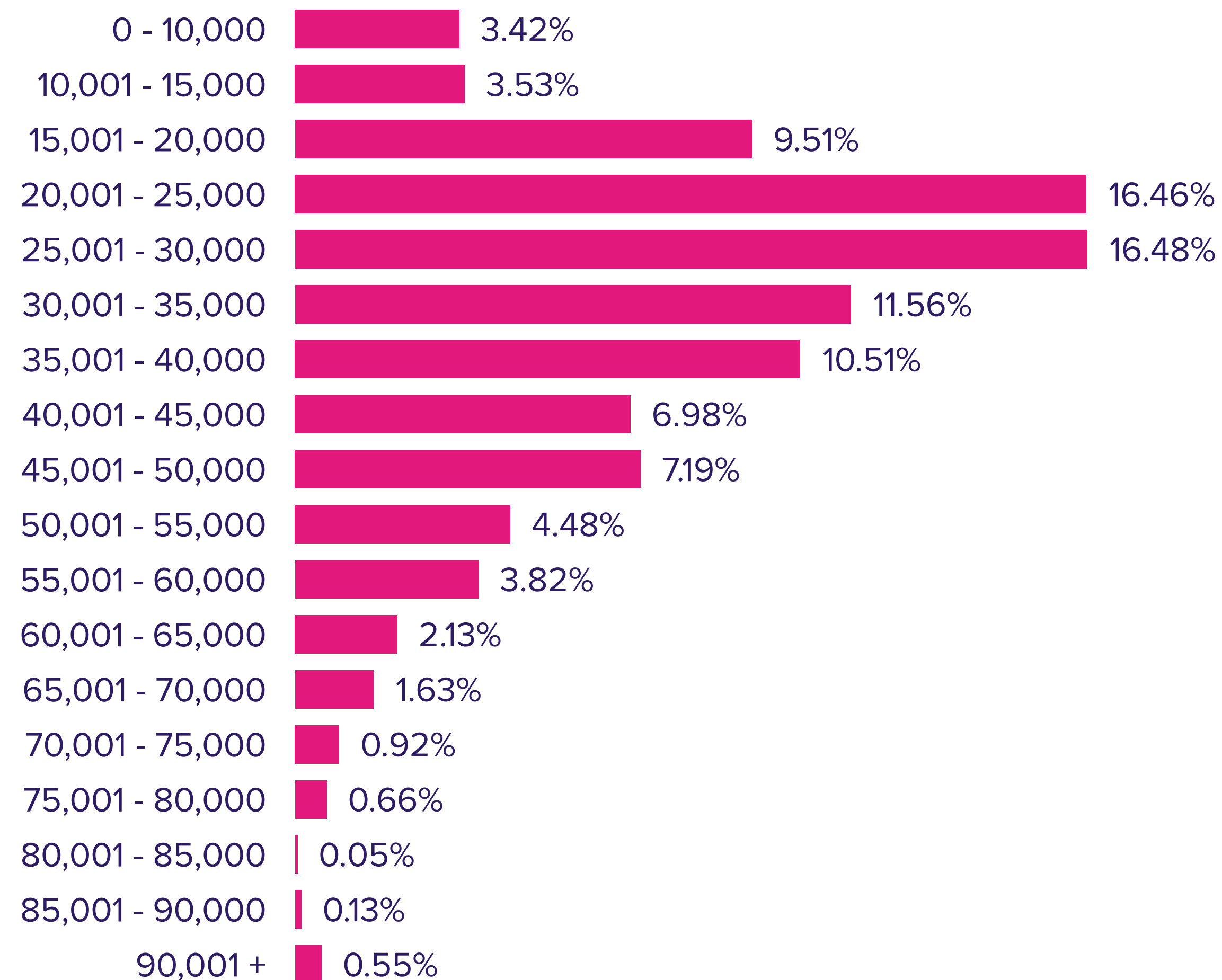
**Age**  
33



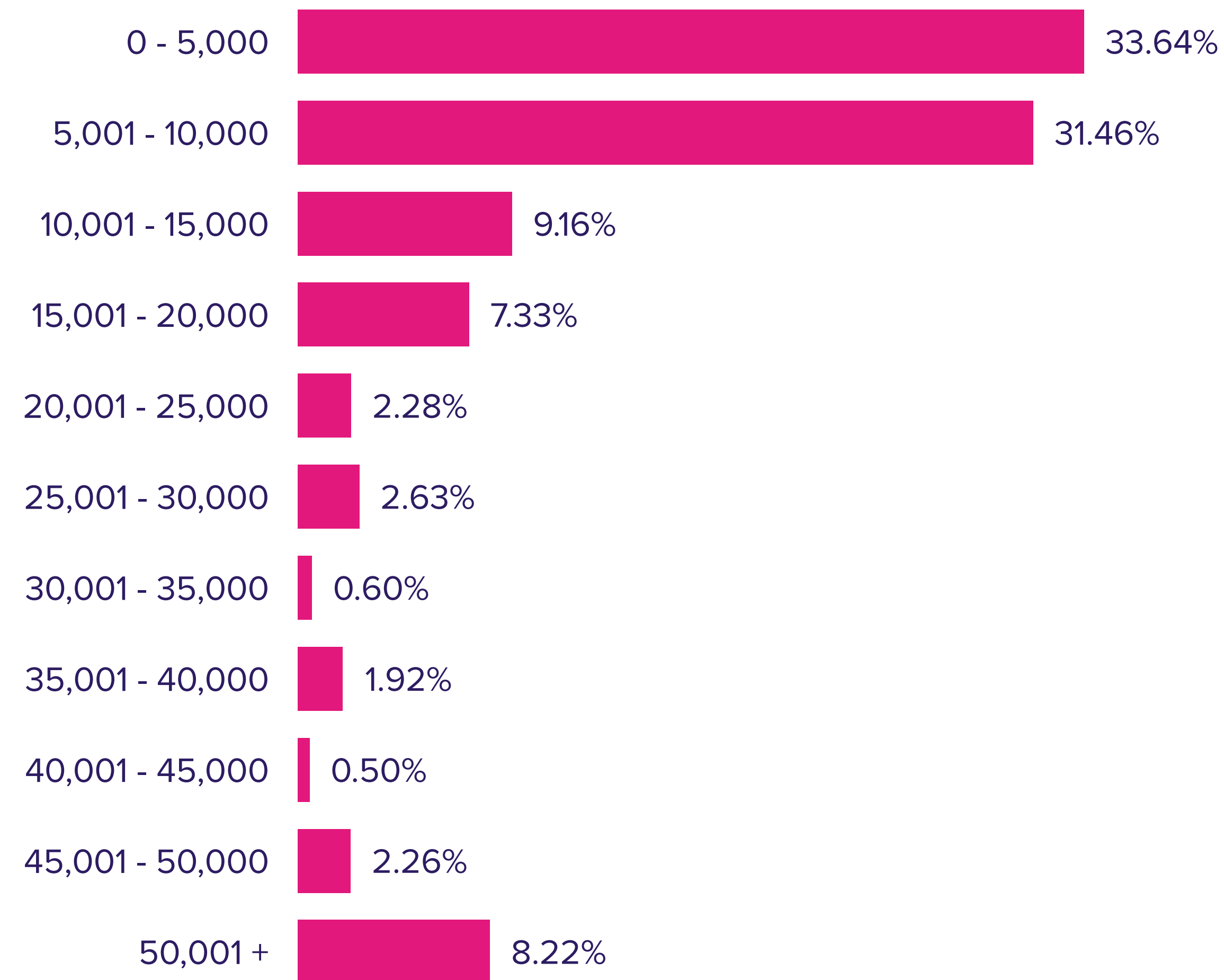
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the North West.

## Income bracket (£)



## Deposit bracket (£)

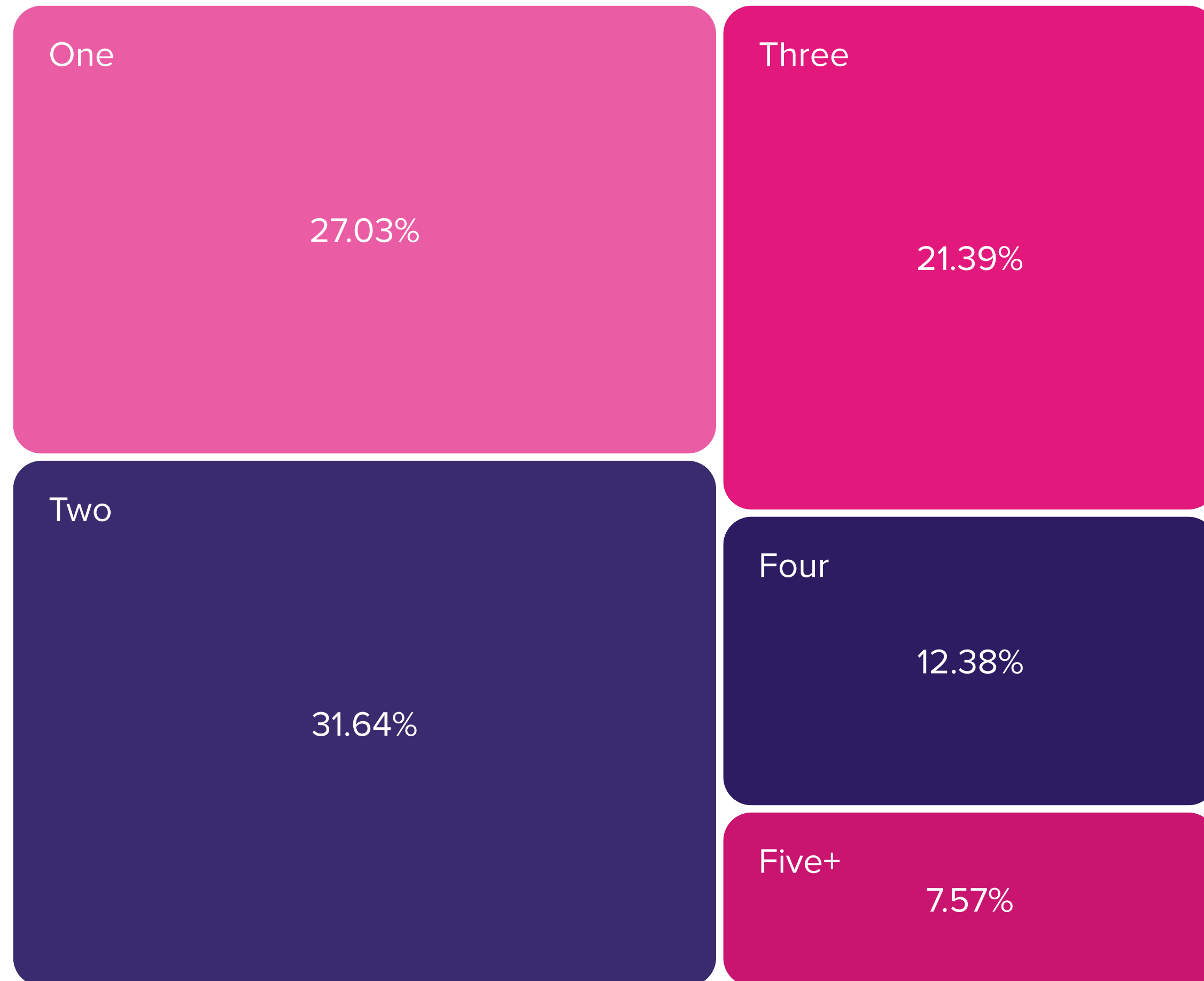




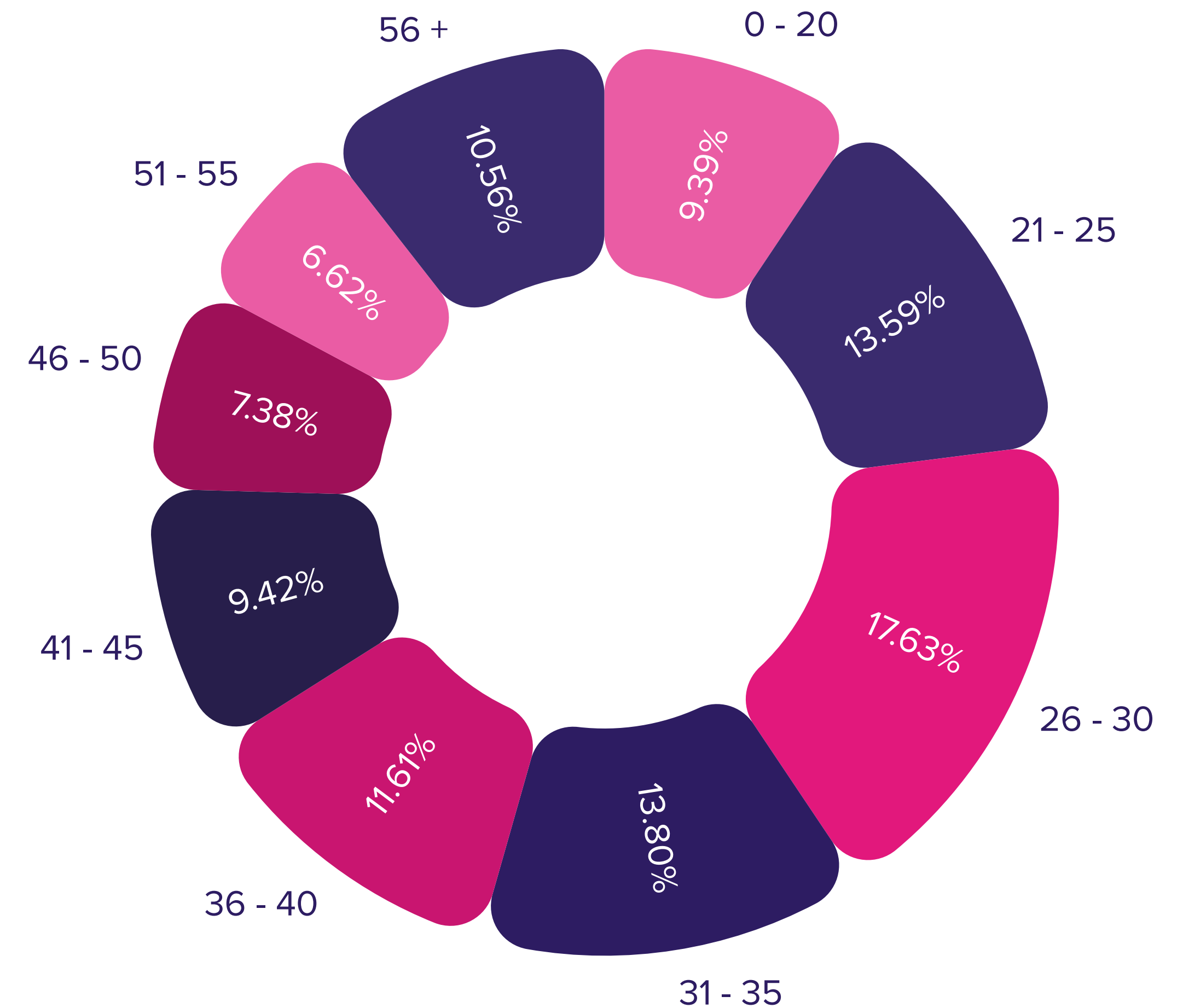
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the North West.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

 **Trafford**

## The Shires

Shared Ownership



Your Housing Group  
**28 Enquiries**

 **3 Bedroom**

 **2 Bathroom**

 **Private Garden**

On the doorstep of the popular Redbrook Nature Trail, within walking distance of schools, parks and local amenities, and with direct bus routes into Manchester city centre, The Shires is the perfect place for families of all ages to call home.

April 2023 figures

LISTINGS ADDED

280

NEW REGISTRANTS

1,329

TOTAL ENQUIRIES

5,310



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

Buckinghamshire | **112**

Oxfordshire | **80**

Berkshire | **107**

Surrey | **166**

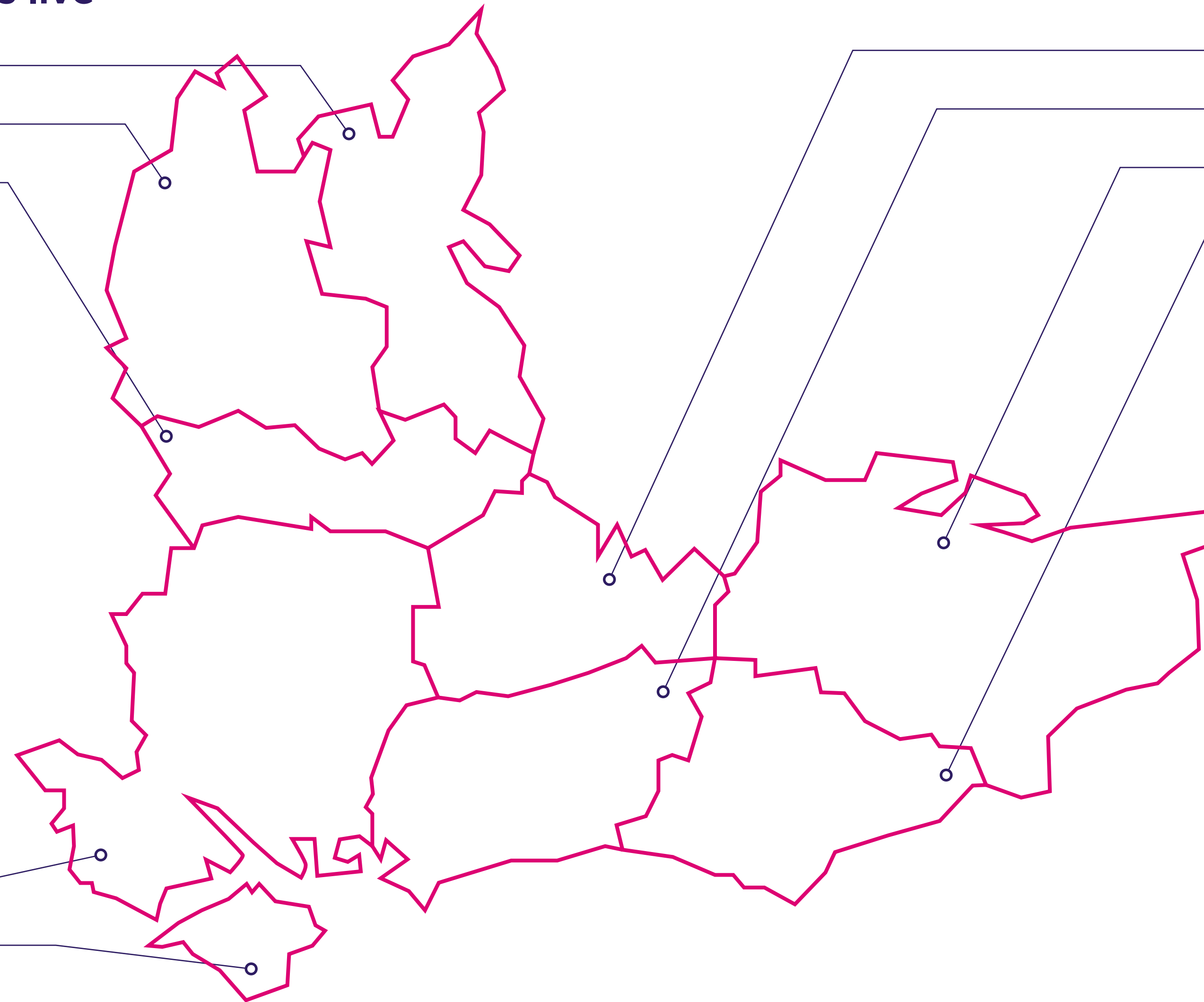
West Sussex | **141**

Kent | **305**

East Sussex | **84**

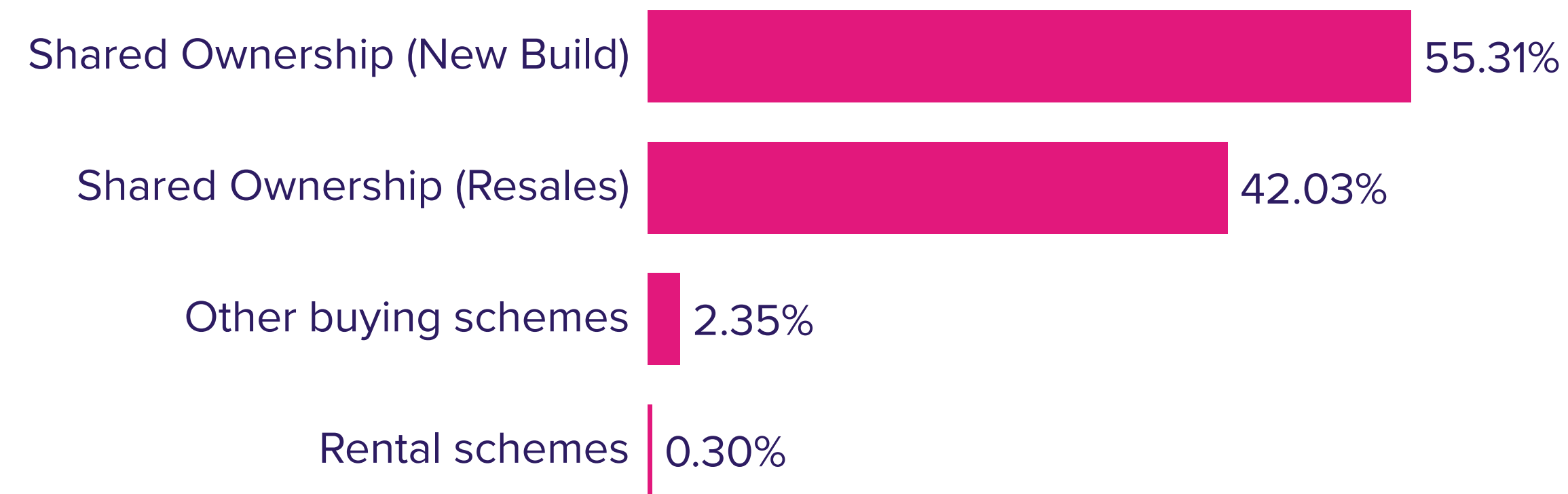
Hampshire | **311**

Isle of Wight | **12**

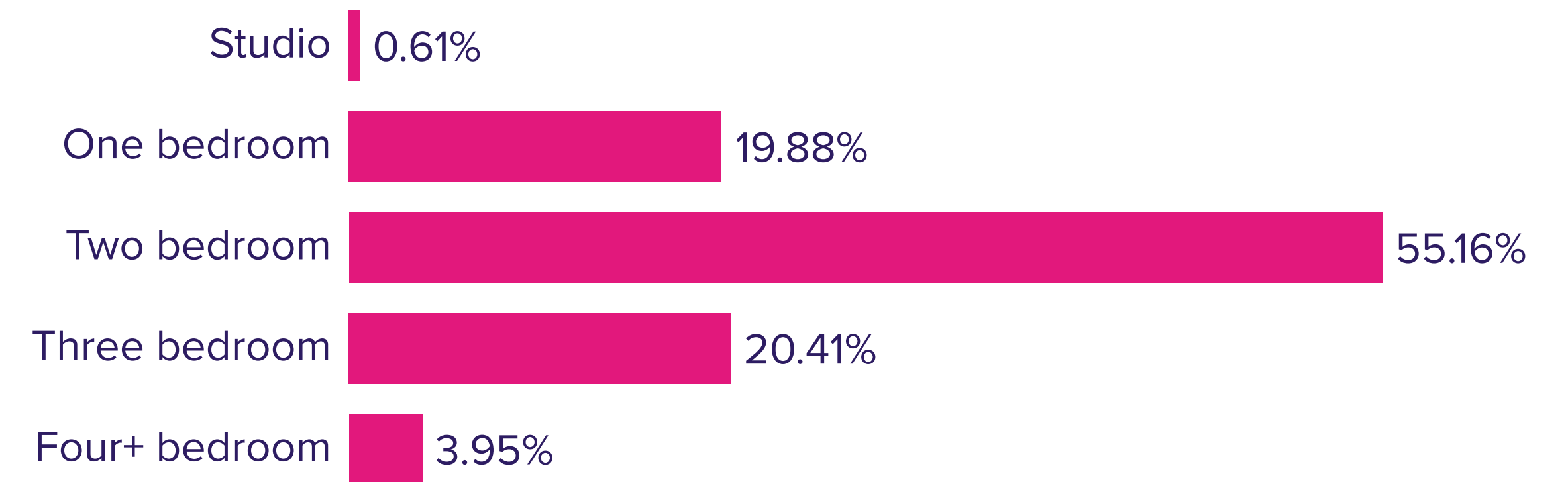


Breakdown of property details based on April's live listings:

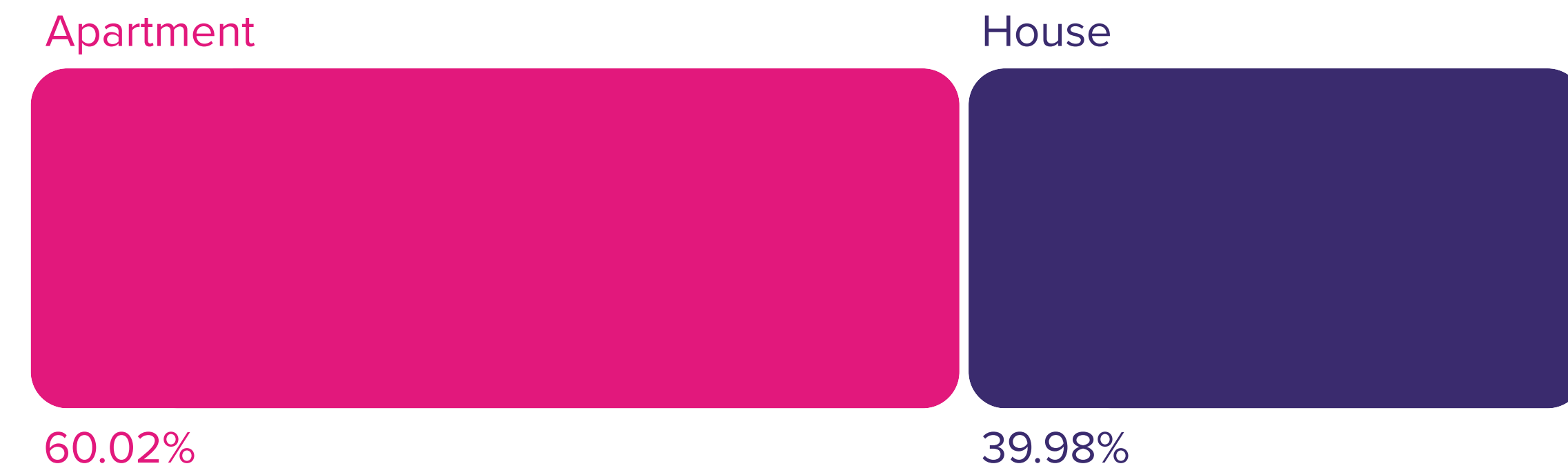
## Tenure



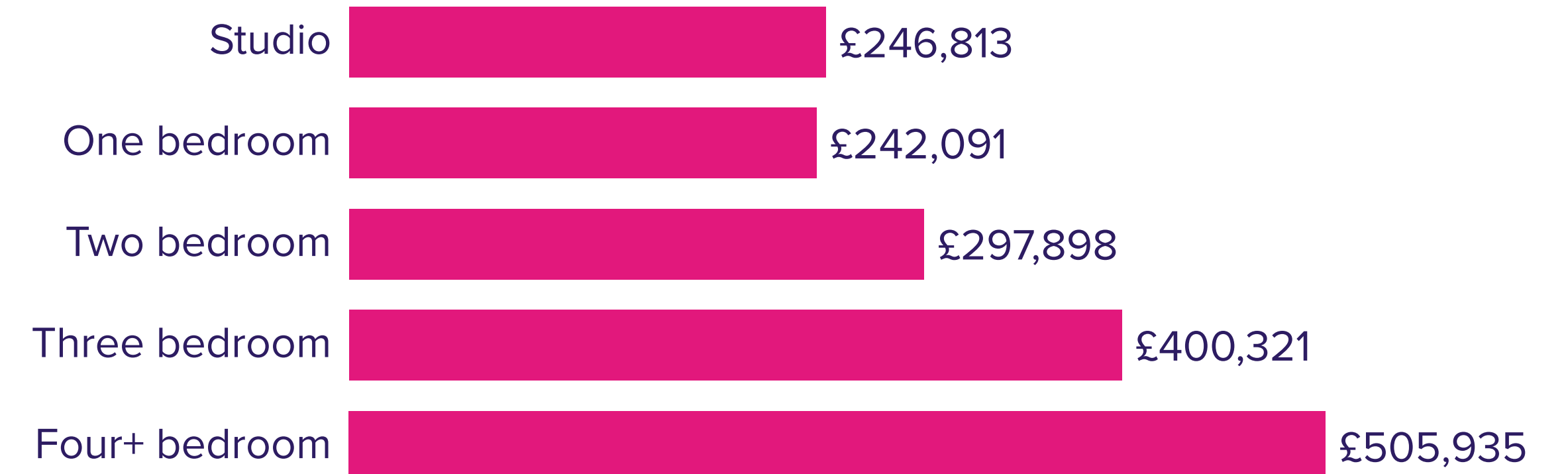
## Property size



## Property type

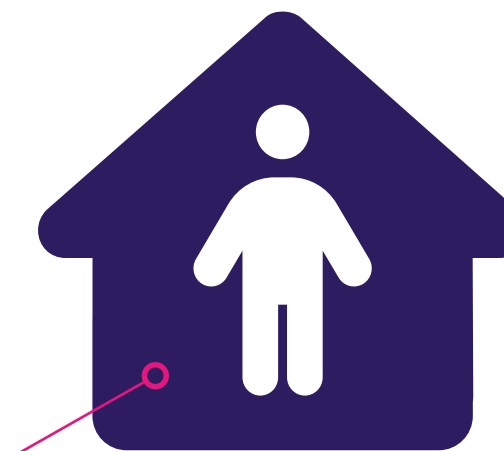
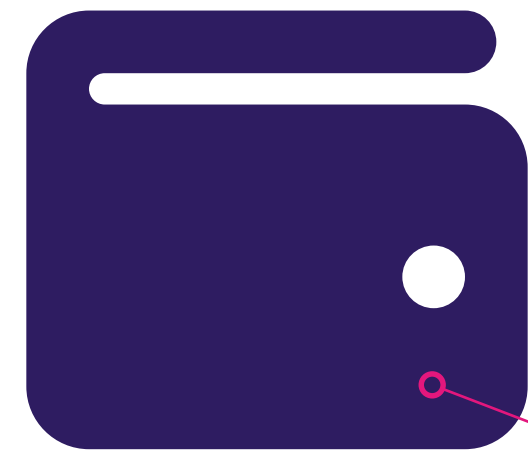


## Average property price



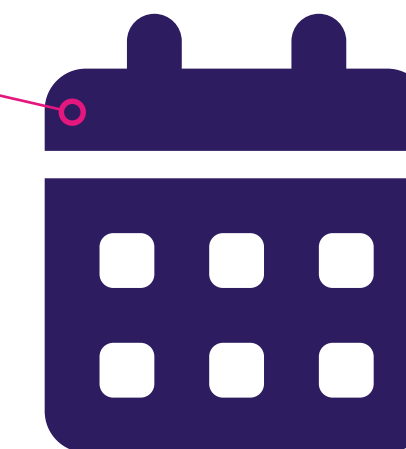
Based on April's enquiries, the average buyer in the South East looks like:

**Income**  
£46,455

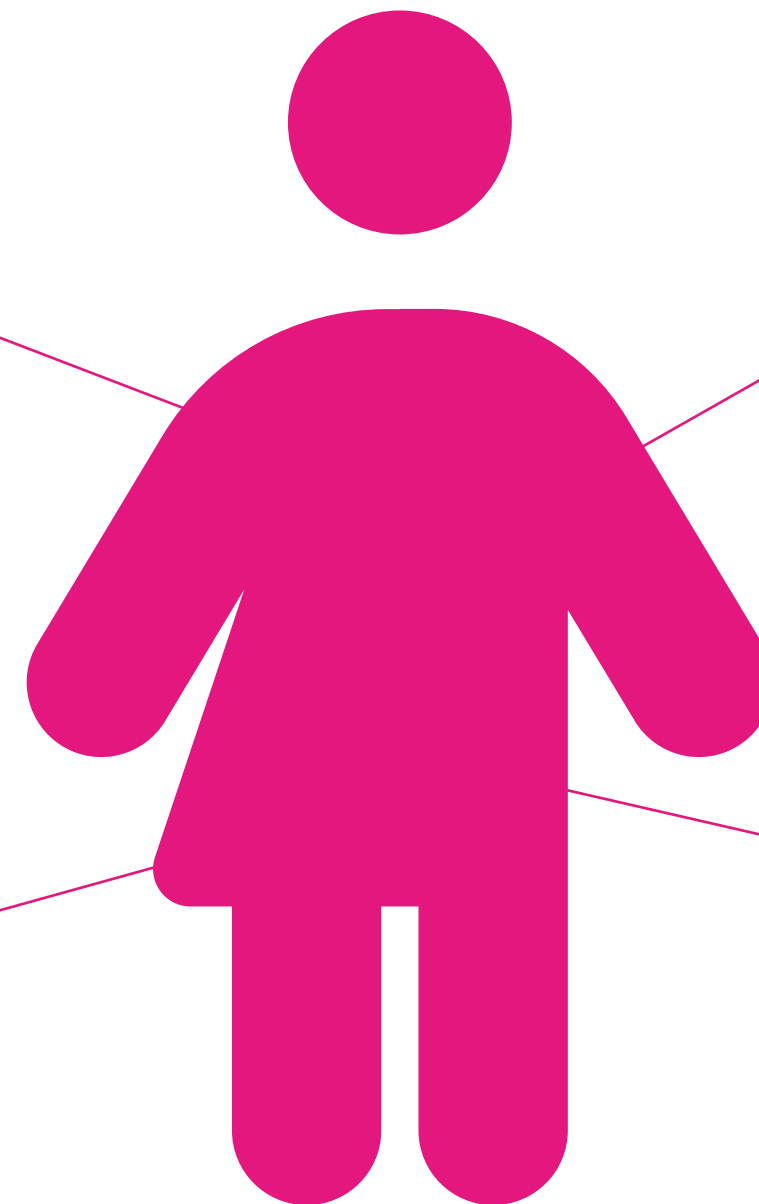


**Household**  
Two people

**Deposit**  
£25,187



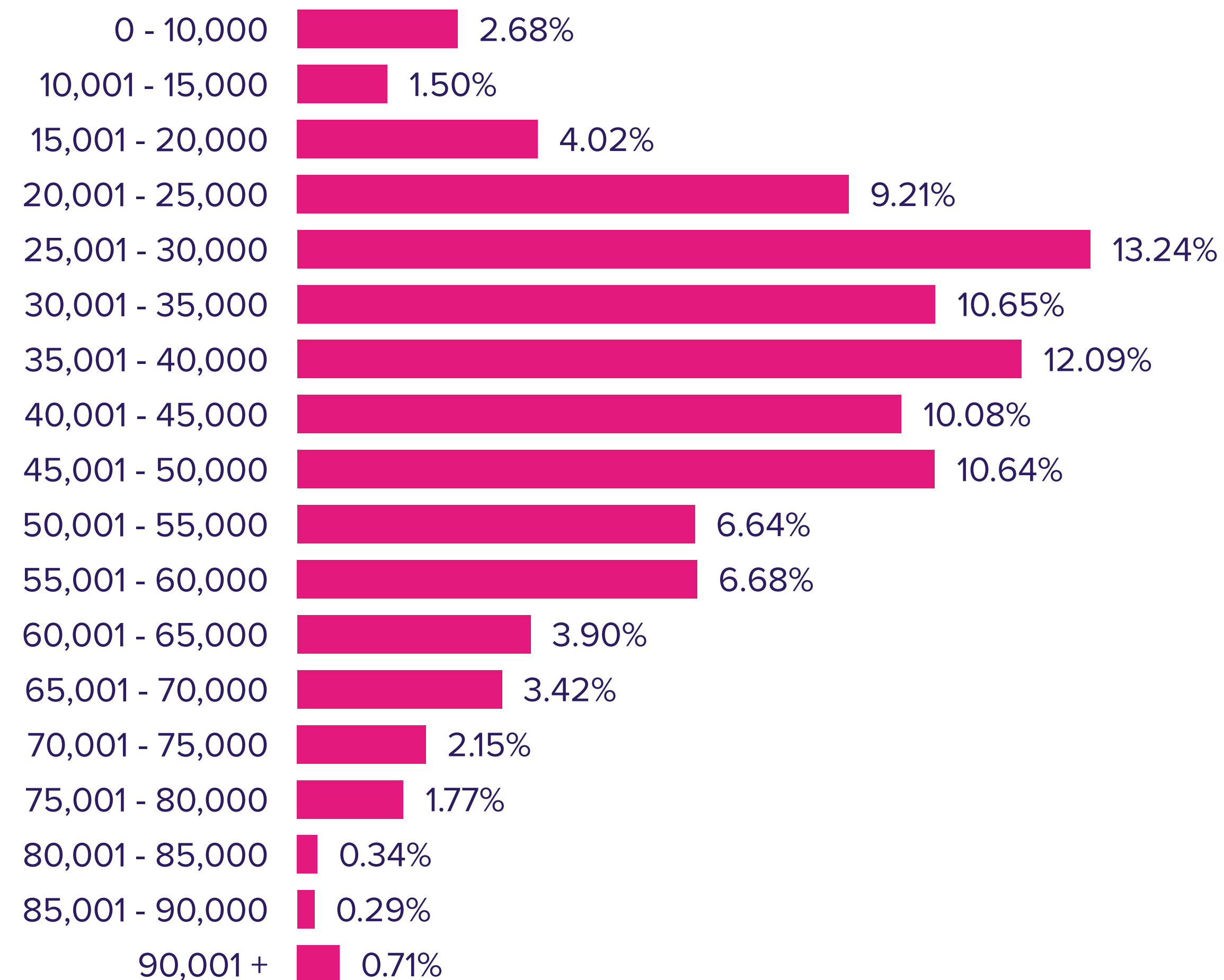
**Age**  
33



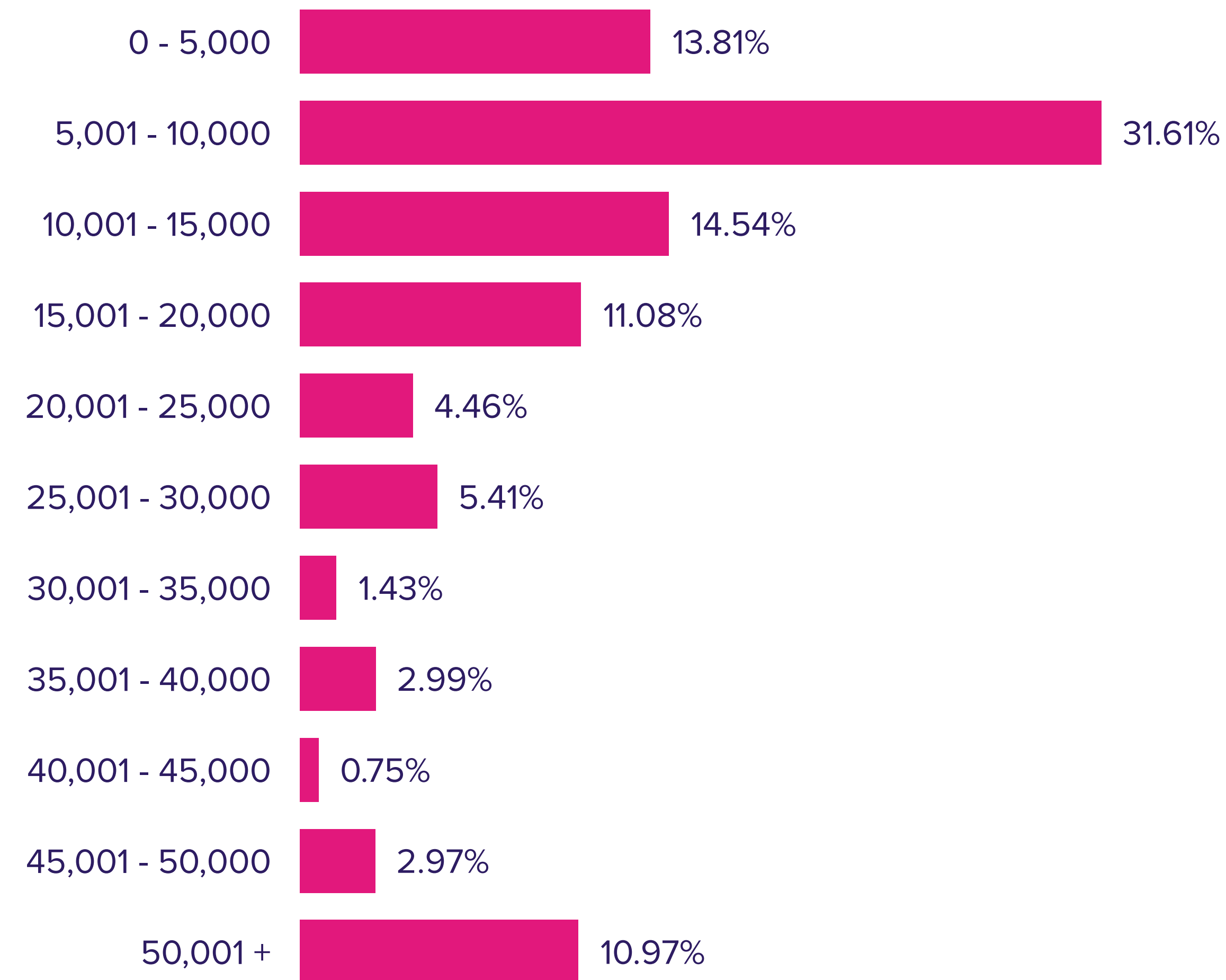
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the South East.

## Income bracket (£)



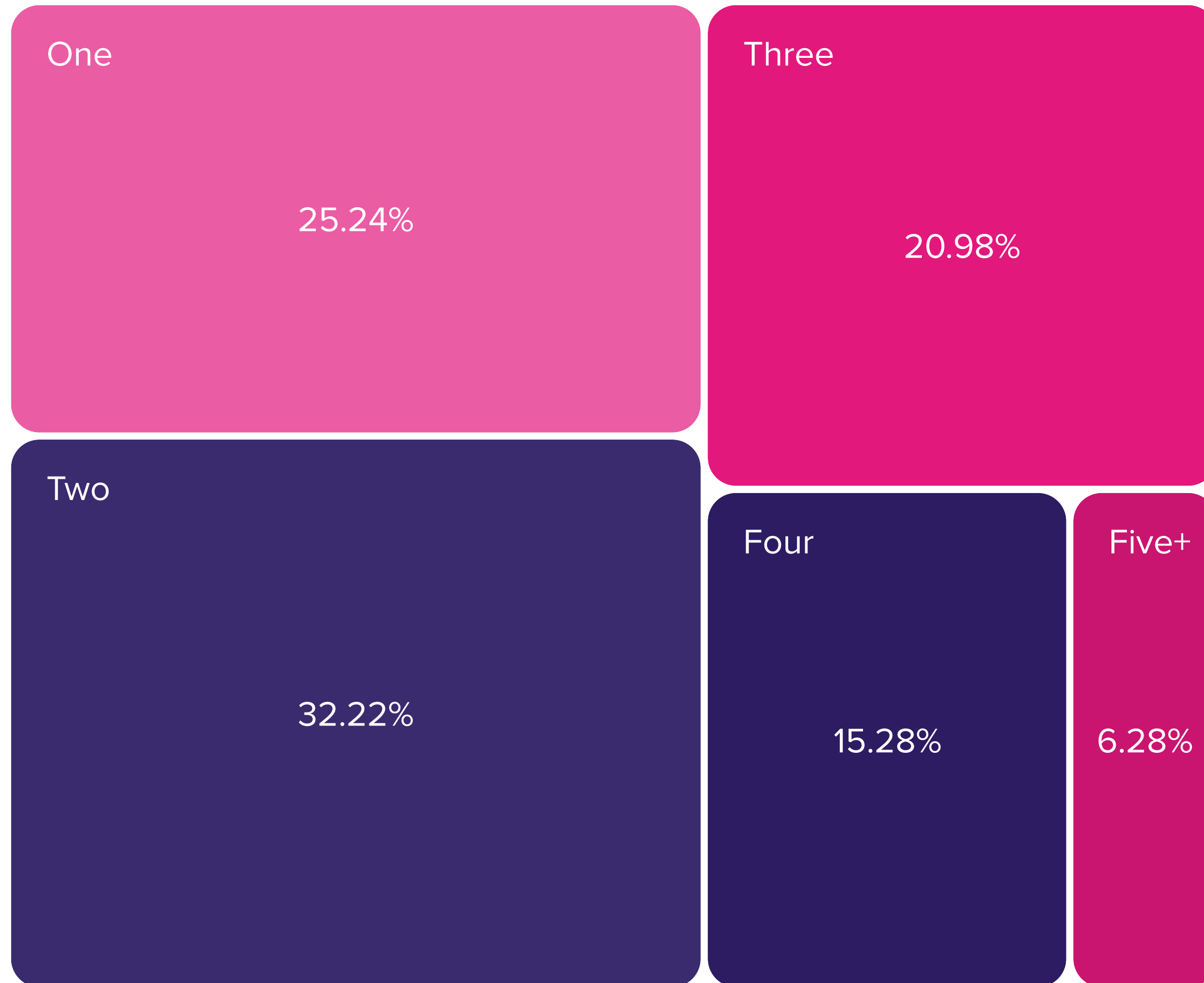
## Deposit bracket (£)



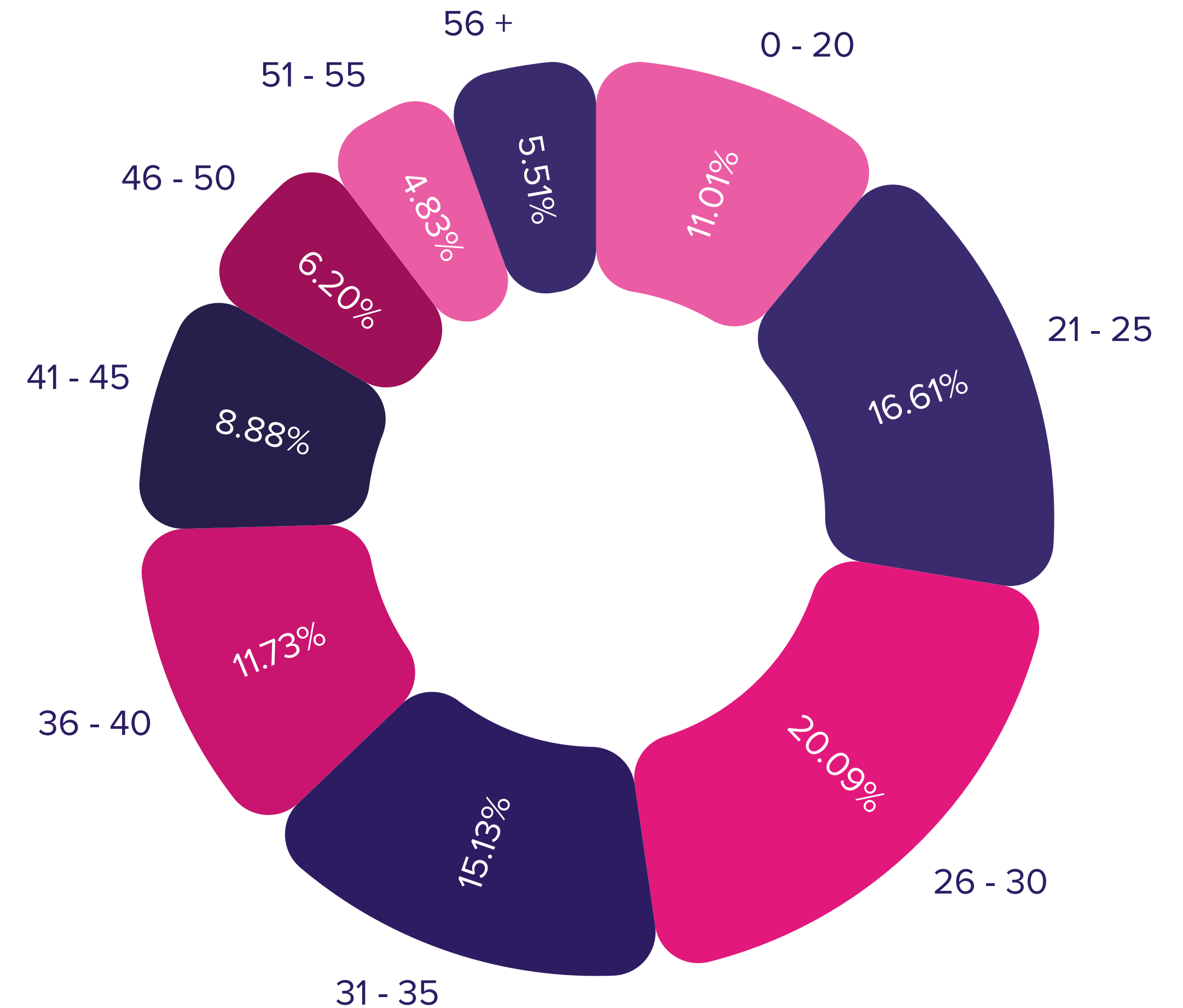
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the South East.

## Household size



## Age





# Most popular development this month

SHARE  
TO BUY

 **Dartford**



## Langley Square

Shared Ownership



St Arthur Homes  
**58 Enquiries**

-  **2 Bedroom**
-  **2 Bathroom**
-  **Private Balcony/Terrace**

Situated in the heart of Dartford, Langley Square is the perfect place for families, young professionals, and couples, with the unique surroundings of the historic Mill Pond and green open spaces.

# South West

SHARE  
TO BUY

April 2023 figures

LISTINGS ADDED

114

NEW REGISTRANTS

652

TOTAL ENQUIRIES

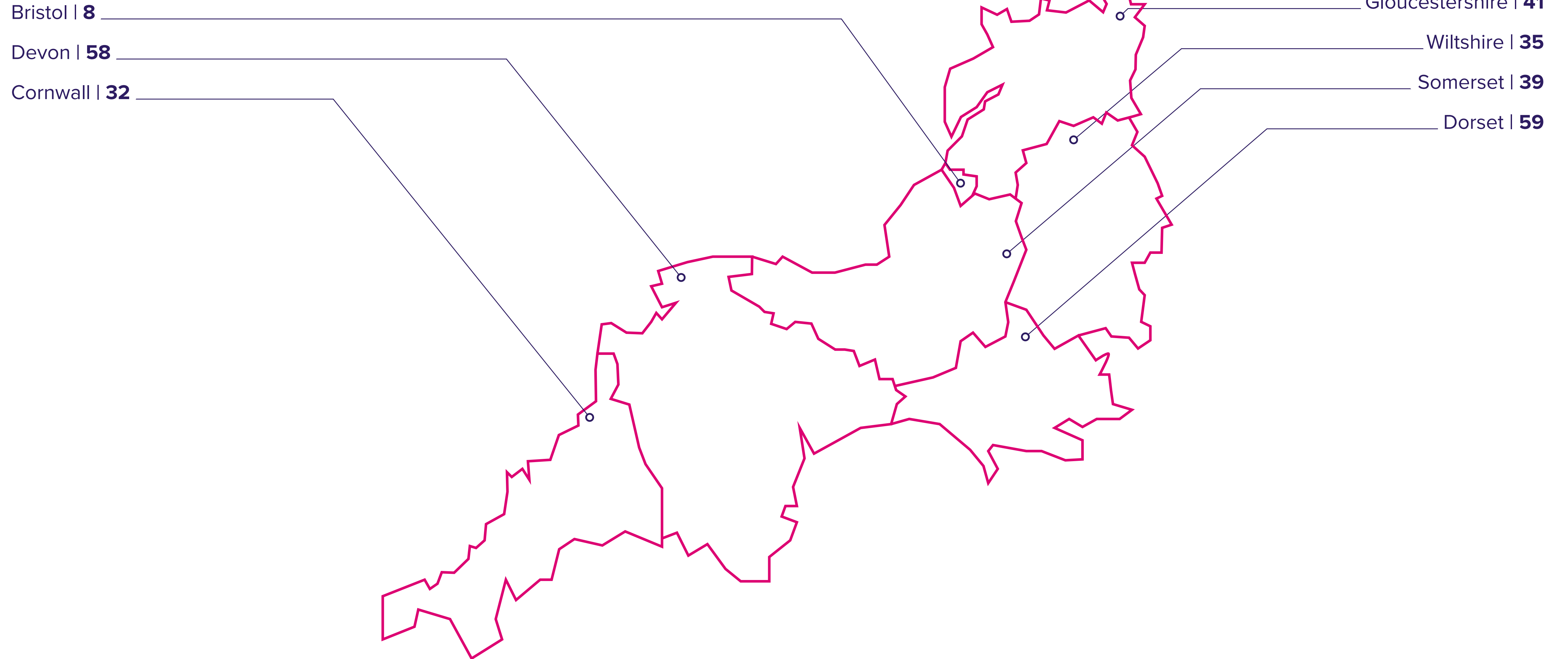
874



# Listings live per county

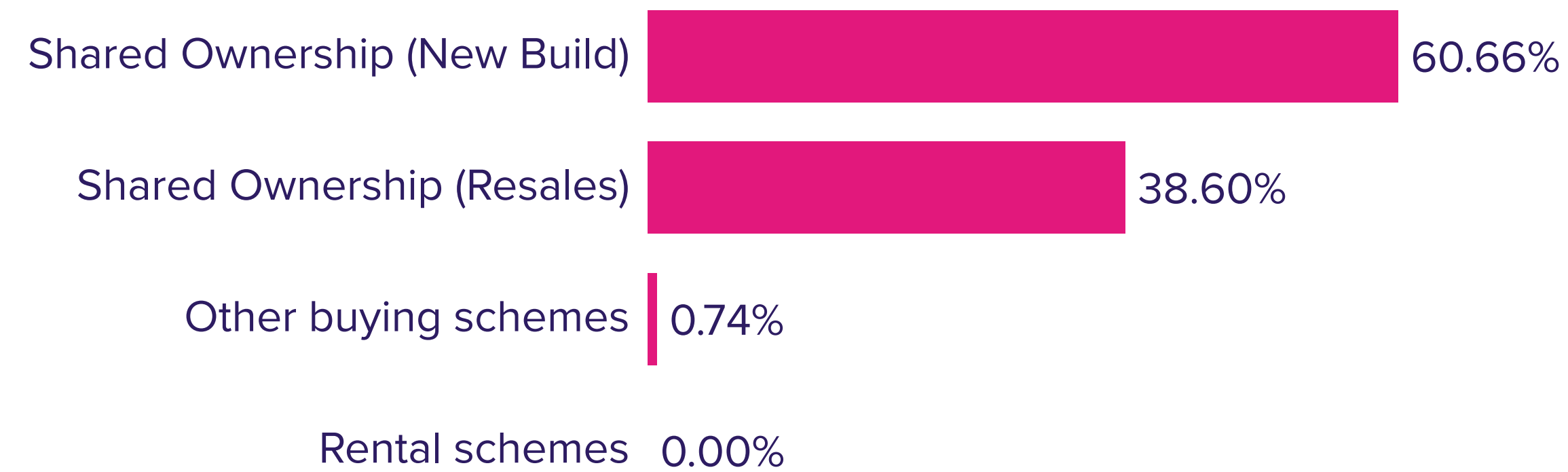
SHARE  
TO BUY

## County | Number of listings live

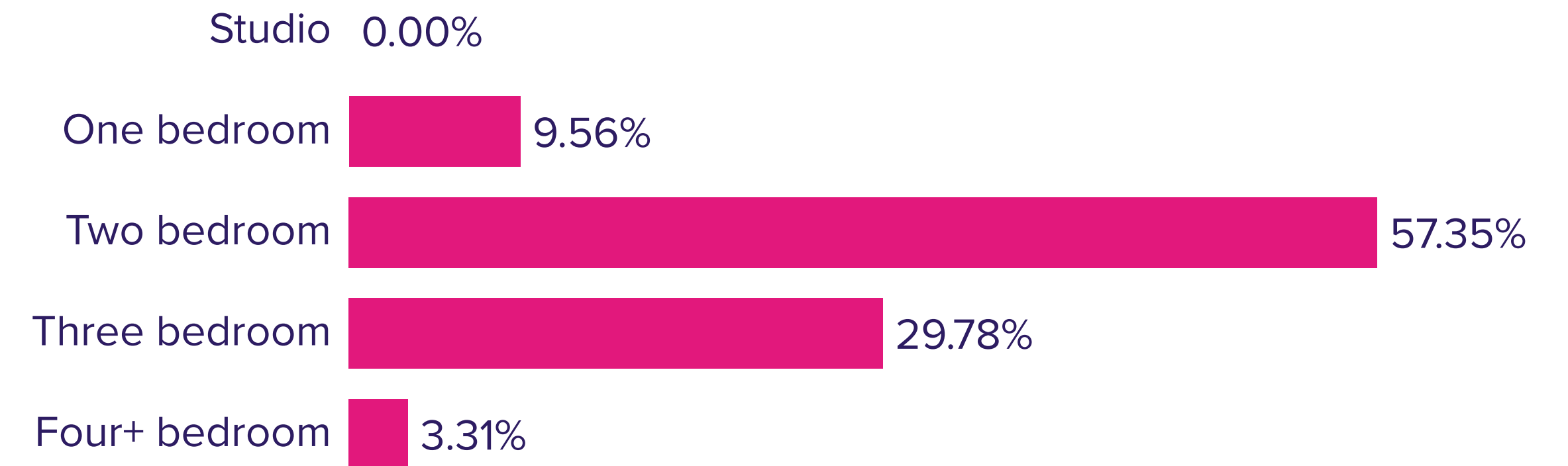


Breakdown of property details based on April's live listings:

## Tenure



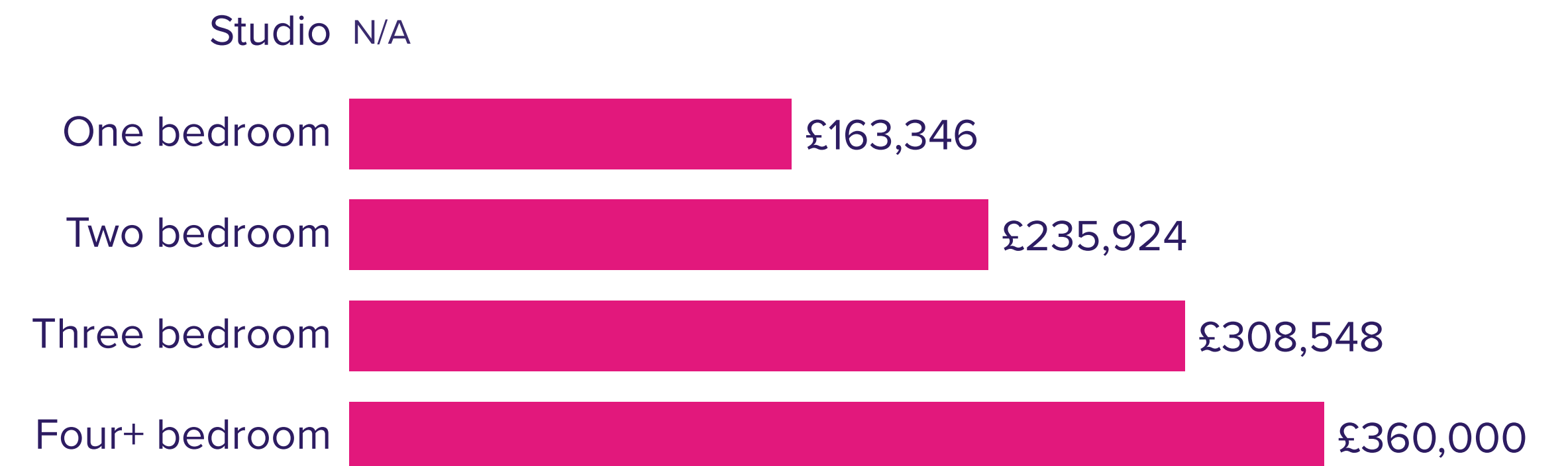
## Property size



## Property type

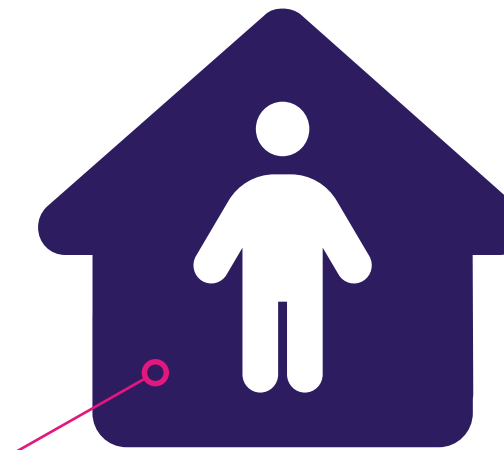
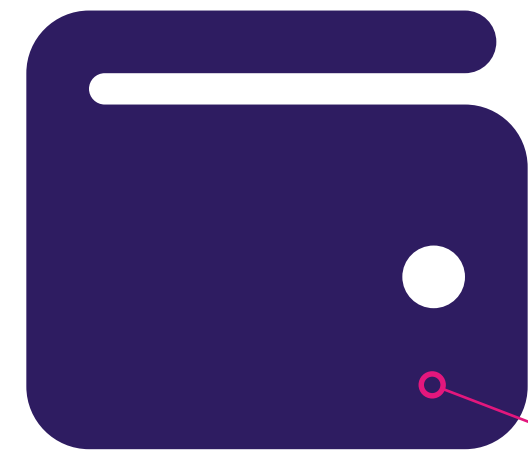


## Average property price



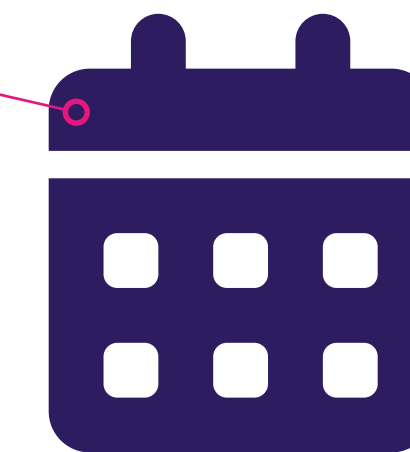
Based on April's enquiries, the average buyer in the South West looks like:

**Income**  
£36,618

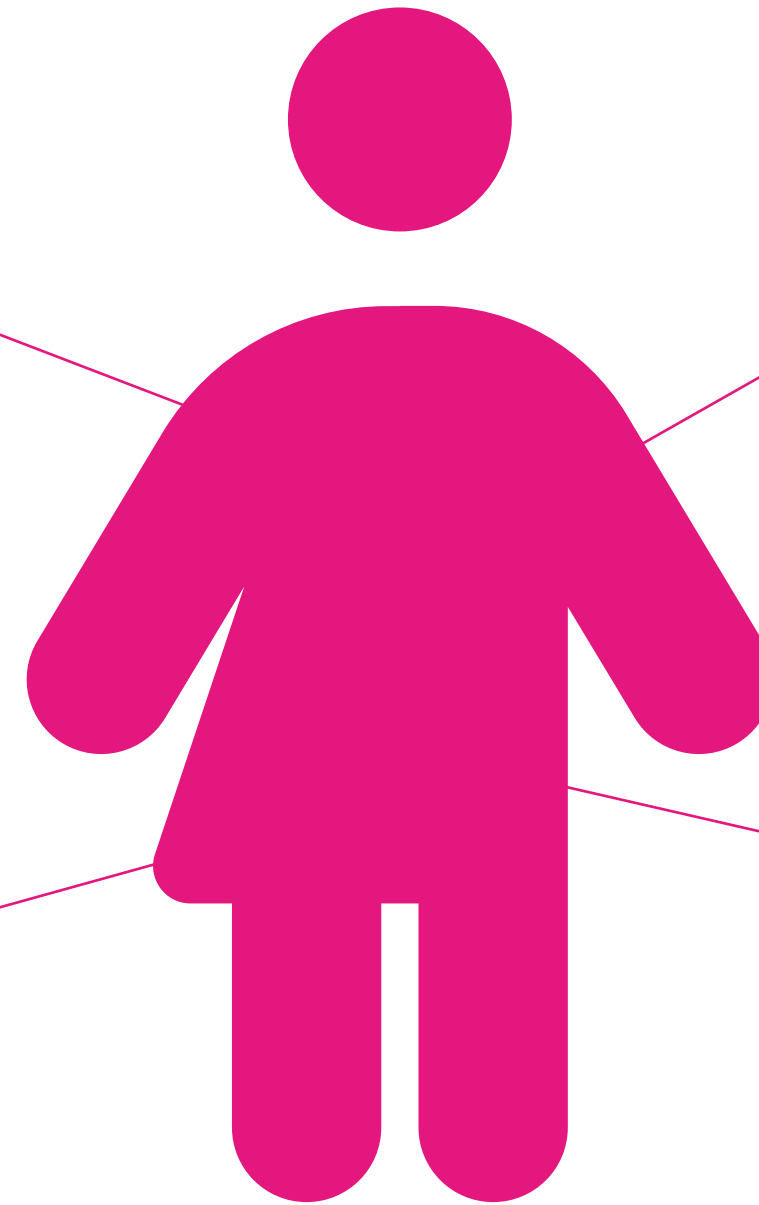


**Household**  
Two people

**Deposit**  
£25,874



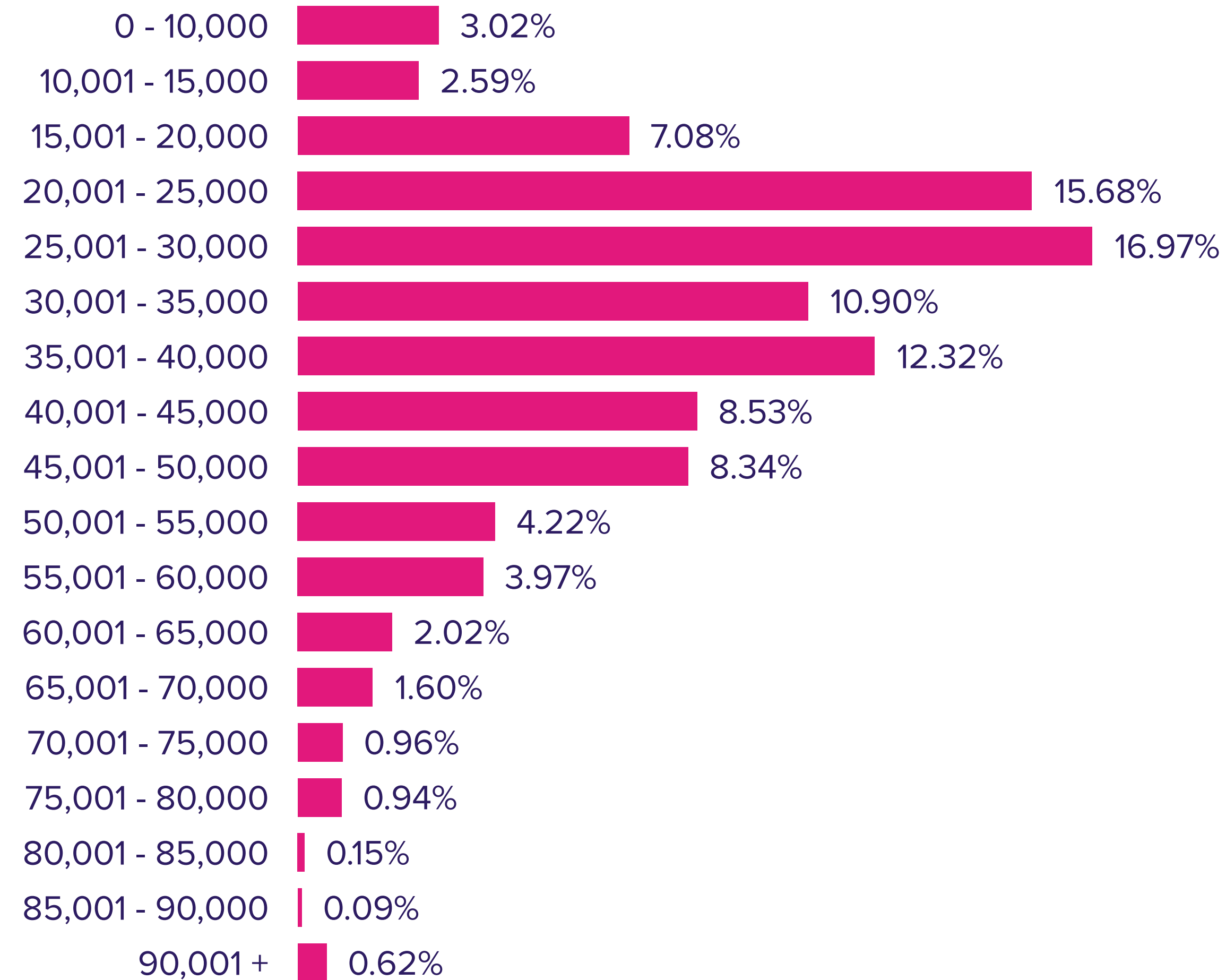
**Age**  
31



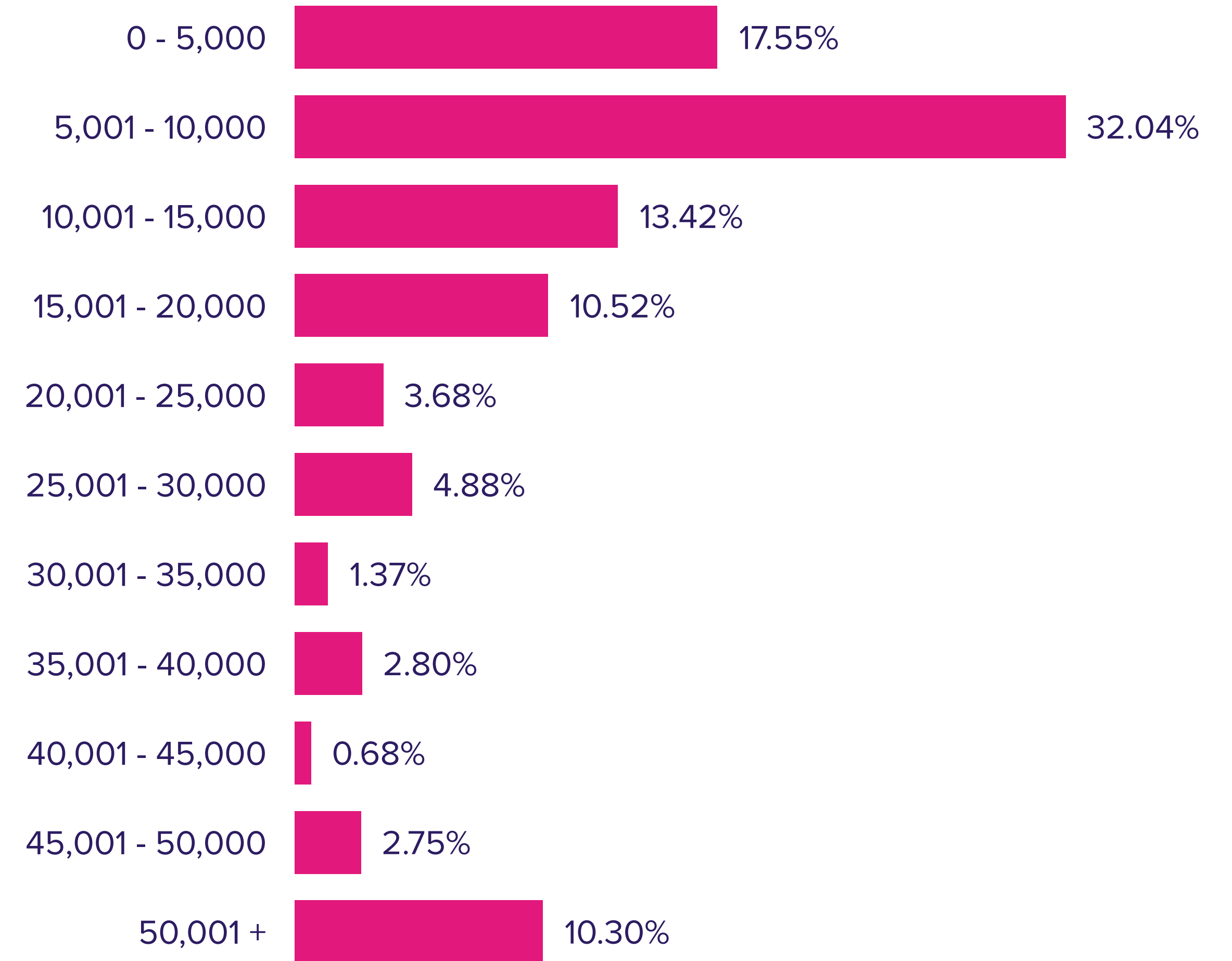
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the South West.

## Income bracket (£)



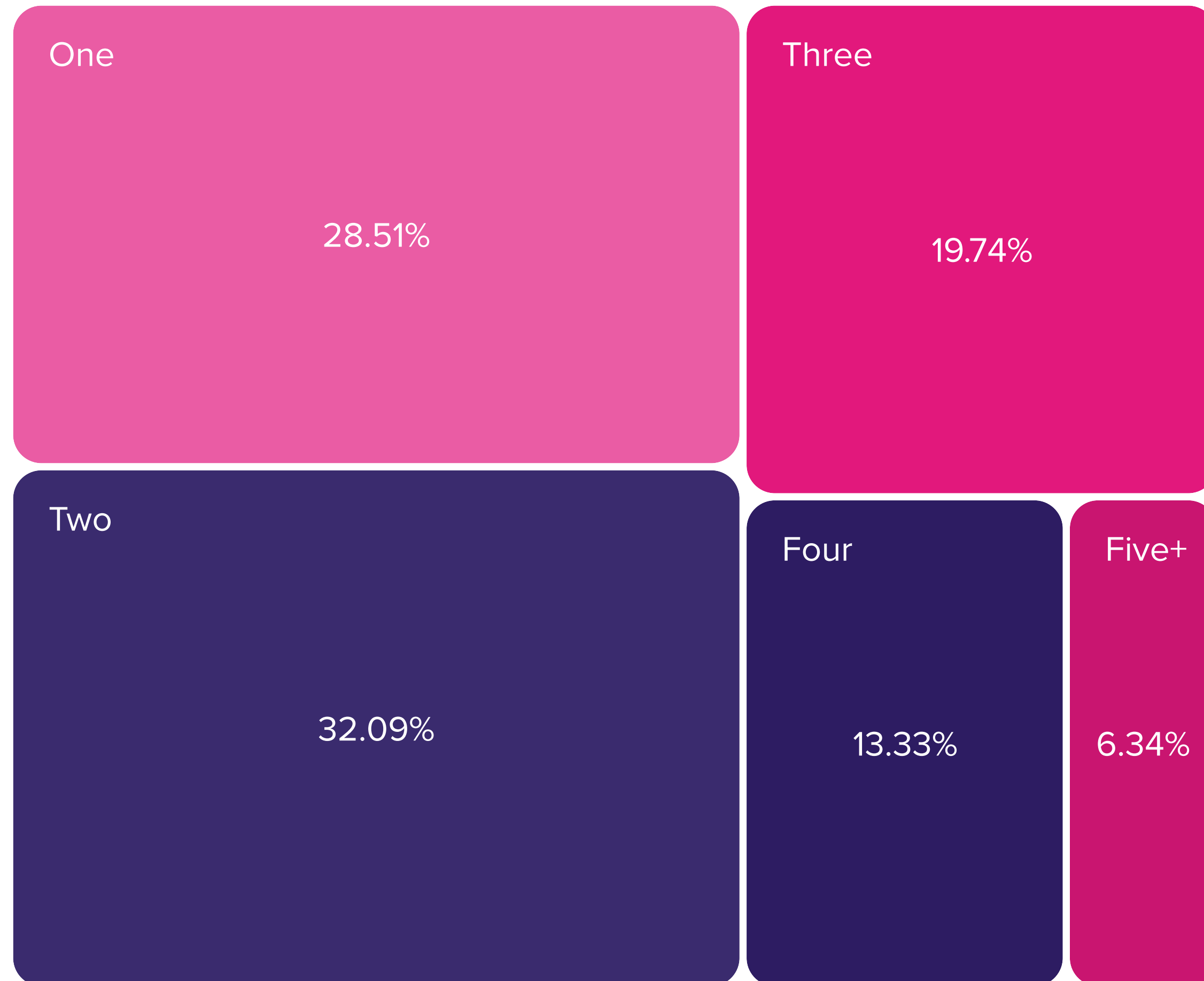
## Deposit bracket (£)



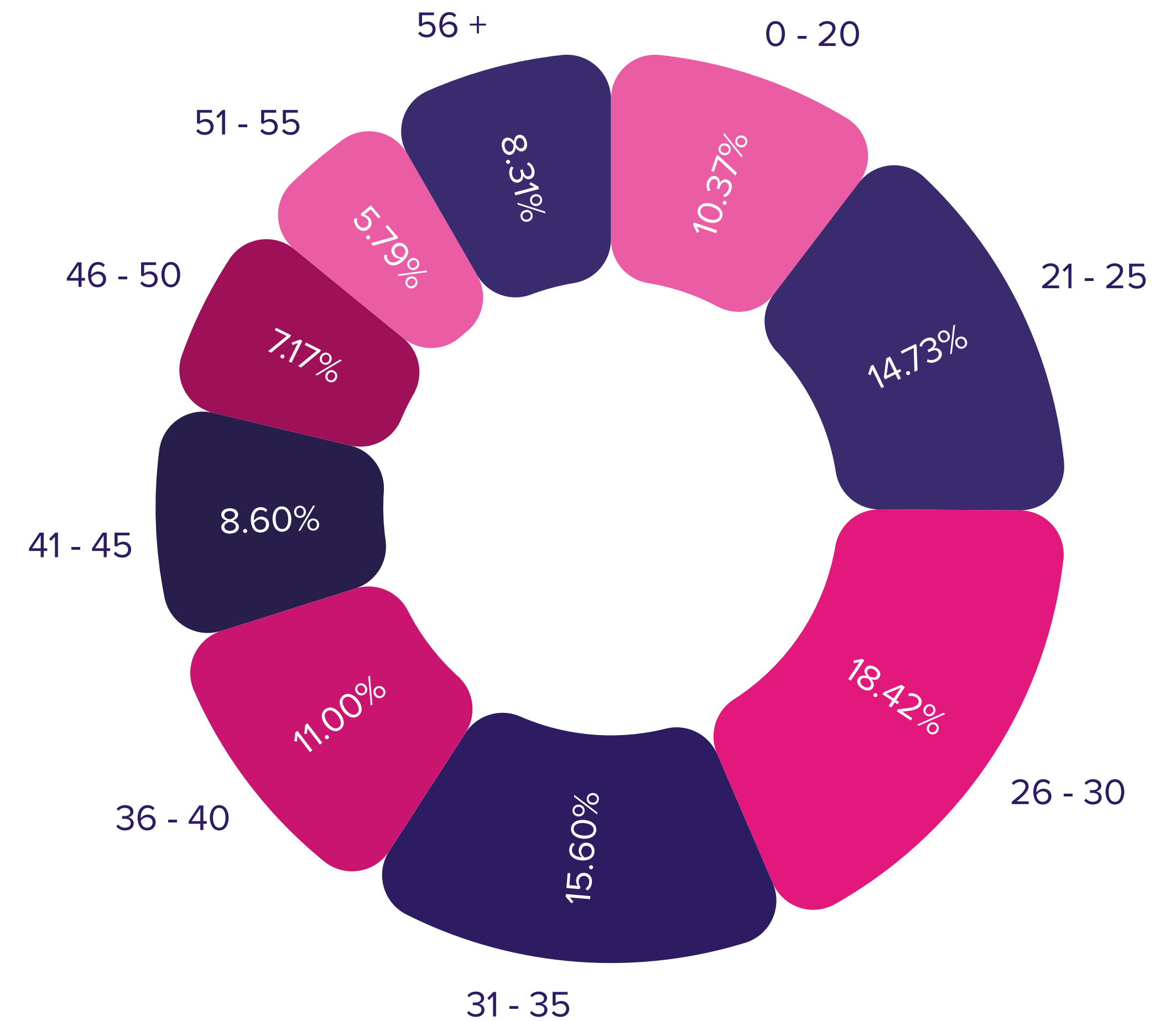
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the South West.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

 Cornwall



## The Green

Shared Ownership



Coastline Housing  
**94 Enquiries**

 **2 & 3 Bedroom**

 **1 Bathroom**

 **Private Garden**

Each home benefits from two allocated parking spaces, private gardens, outside taps, electric sockets and a shed. The homes also enjoy heated towel rails, glass shower screens as well as complete flooring, cooker hobs, oven and extractor hood.



# West Midlands

SHARE  
TO BUY

April 2023 figures

LISTINGS ADDED

31

NEW REGISTRANTS

253

TOTAL ENQUIRIES

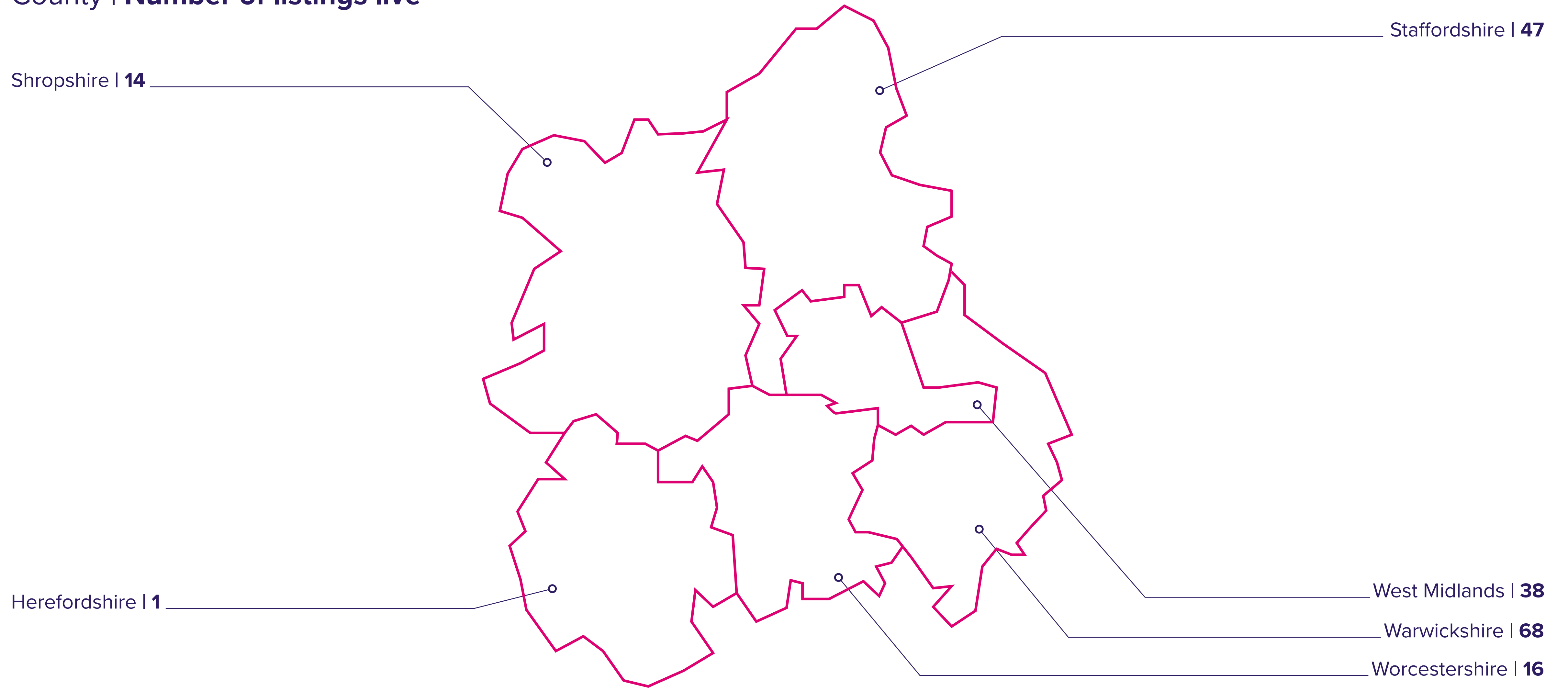
347



# Listings live per county

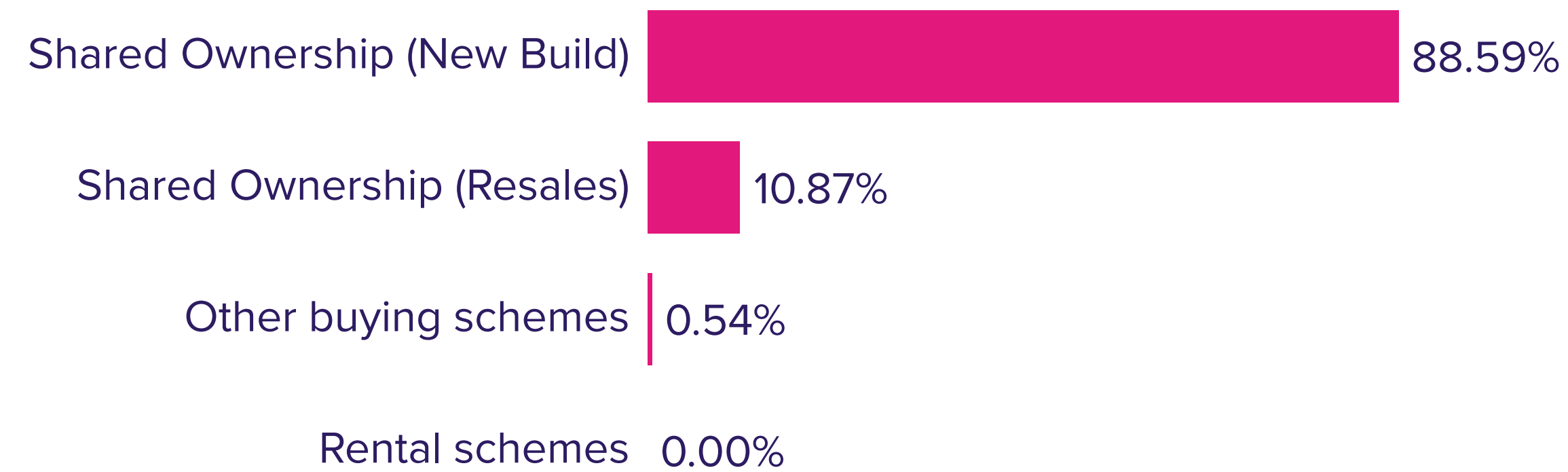
SHARE  
TO BUY

County | Number of listings live



Breakdown of property details based on April's live listings:

## Tenure



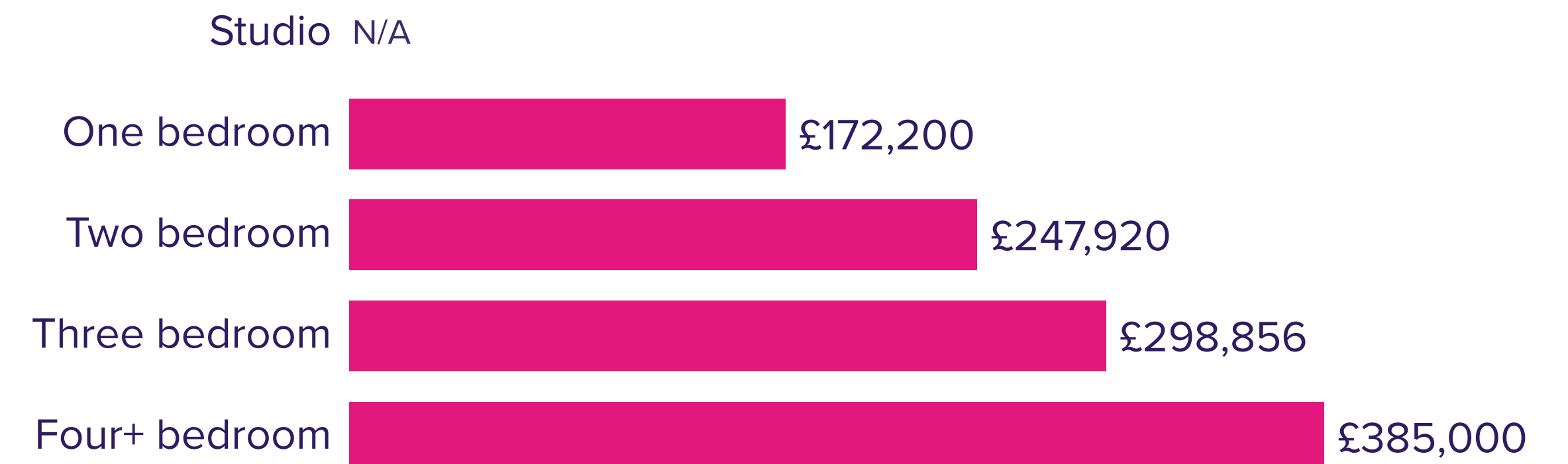
## Property type



## Property size

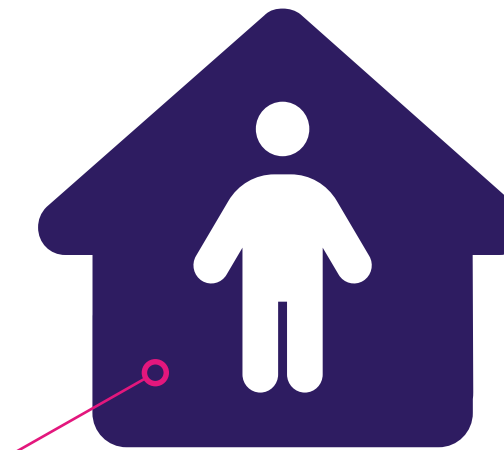
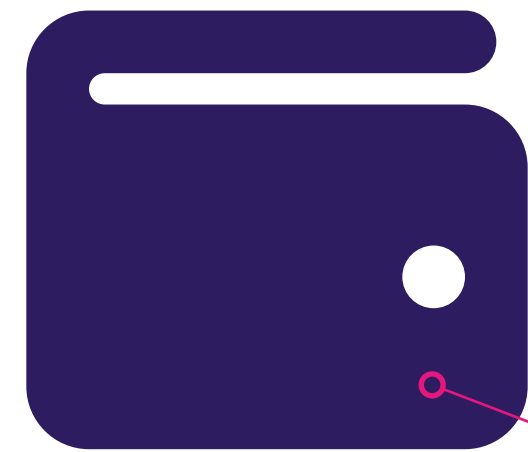


## Average property price



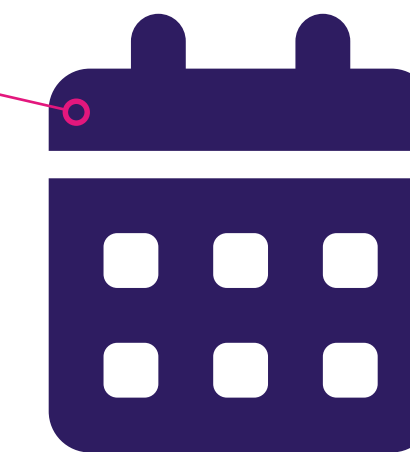
Based on April's enquiries, the average buyer in the West Midlands looks like:

**Income**  
£39,165

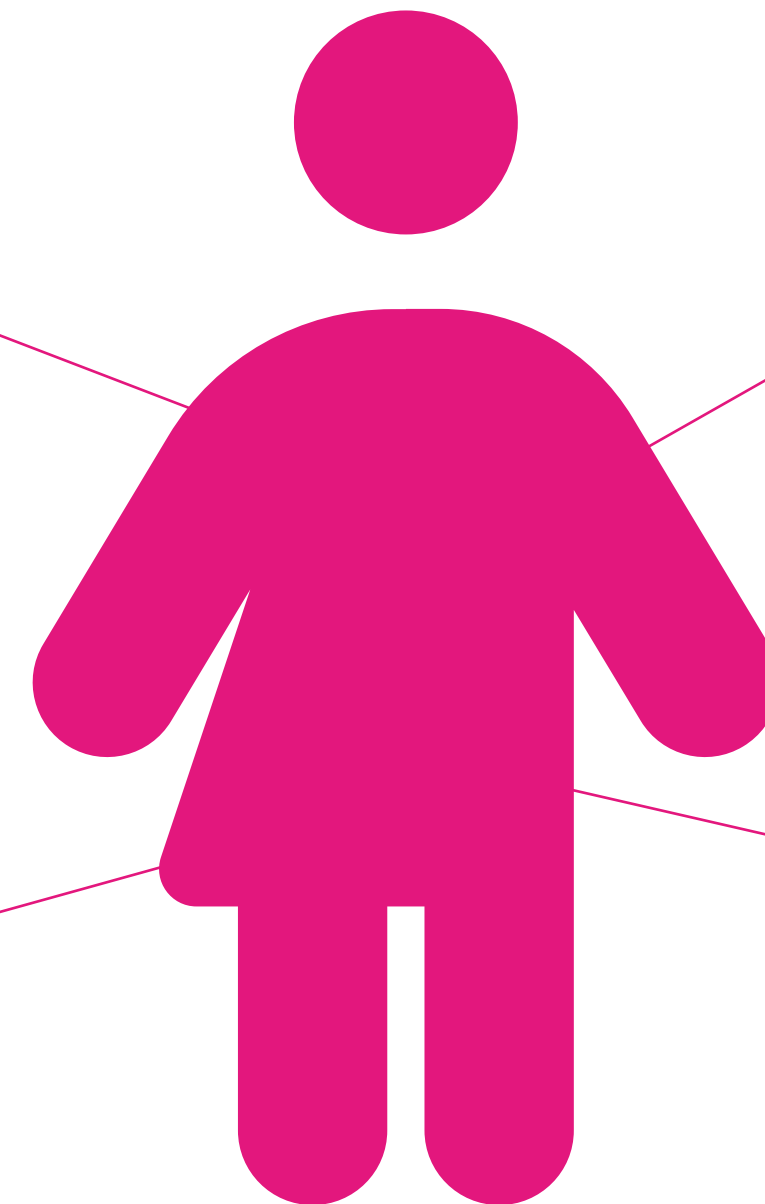


**Household**  
Two people

**Deposit**  
£22,051



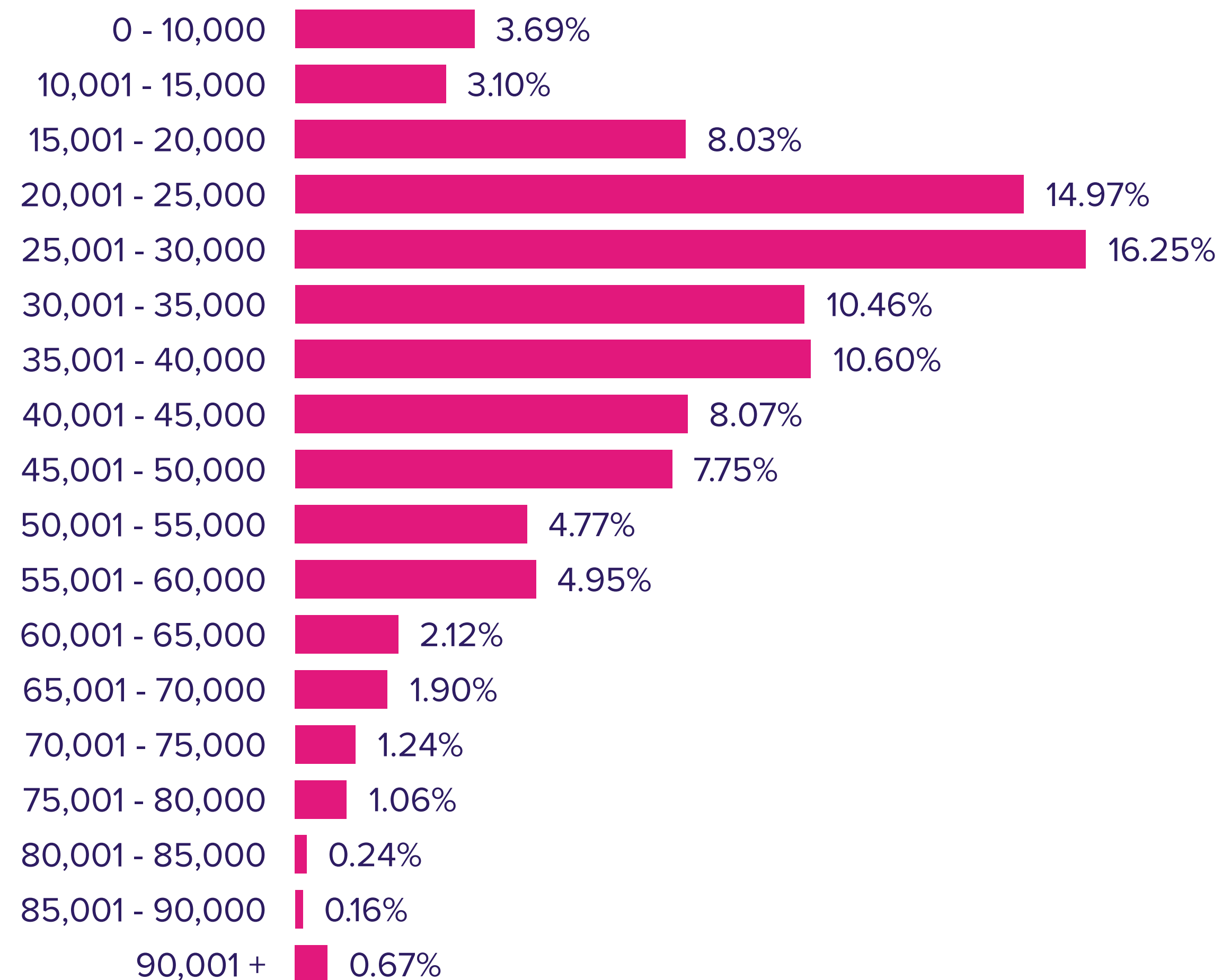
**Age**  
31



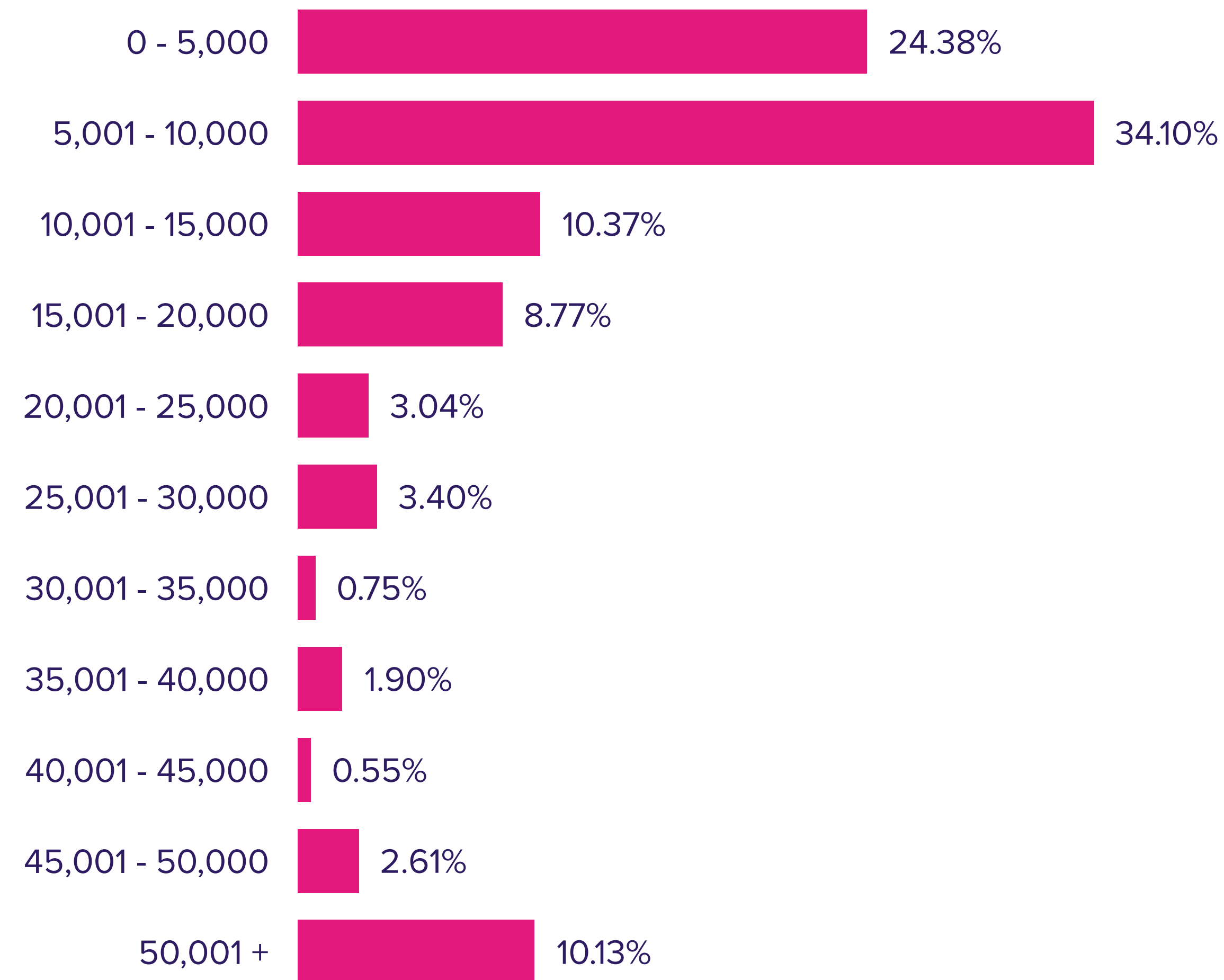
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the West Midlands.

## Income bracket (£)



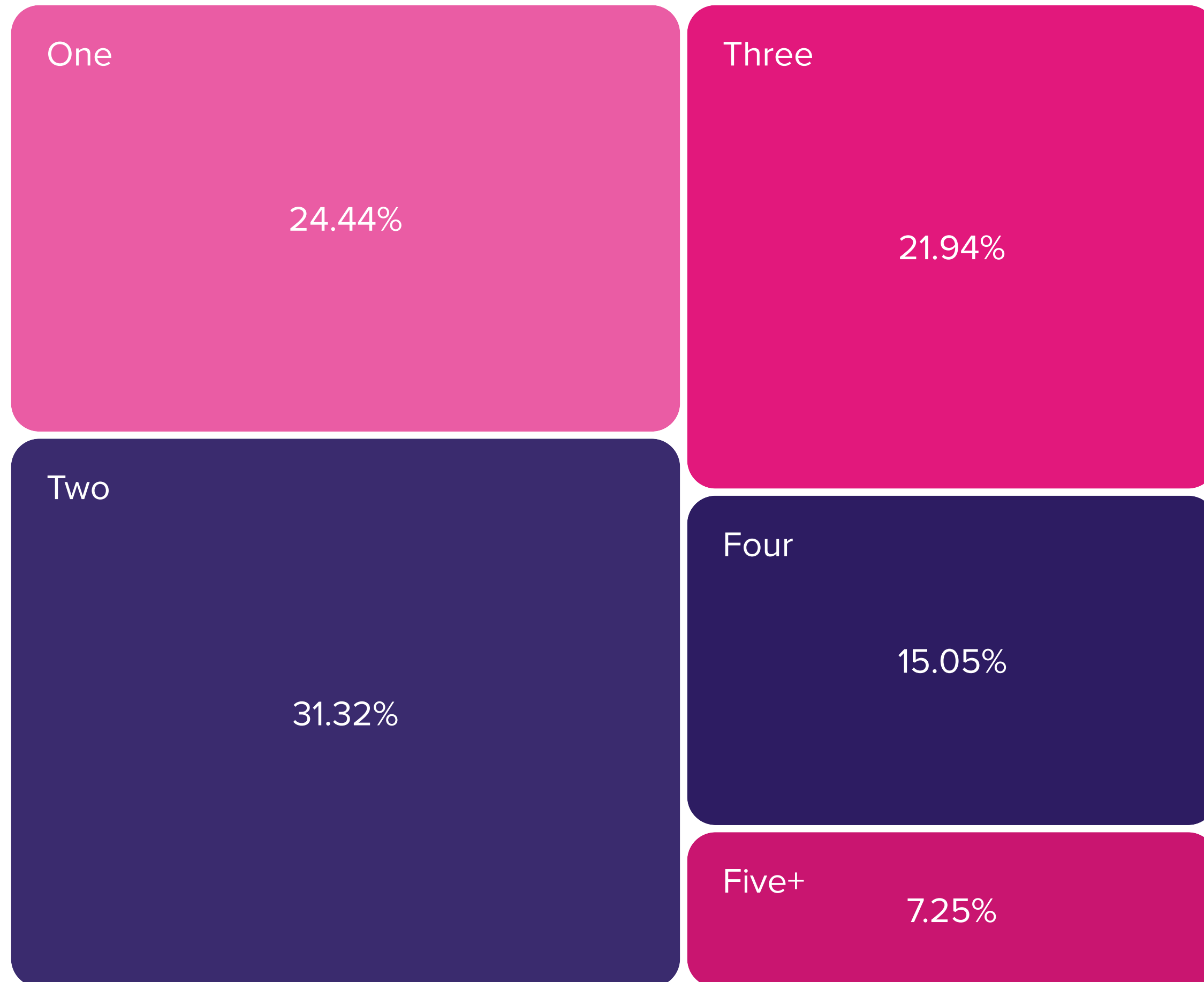
## Deposit bracket (£)



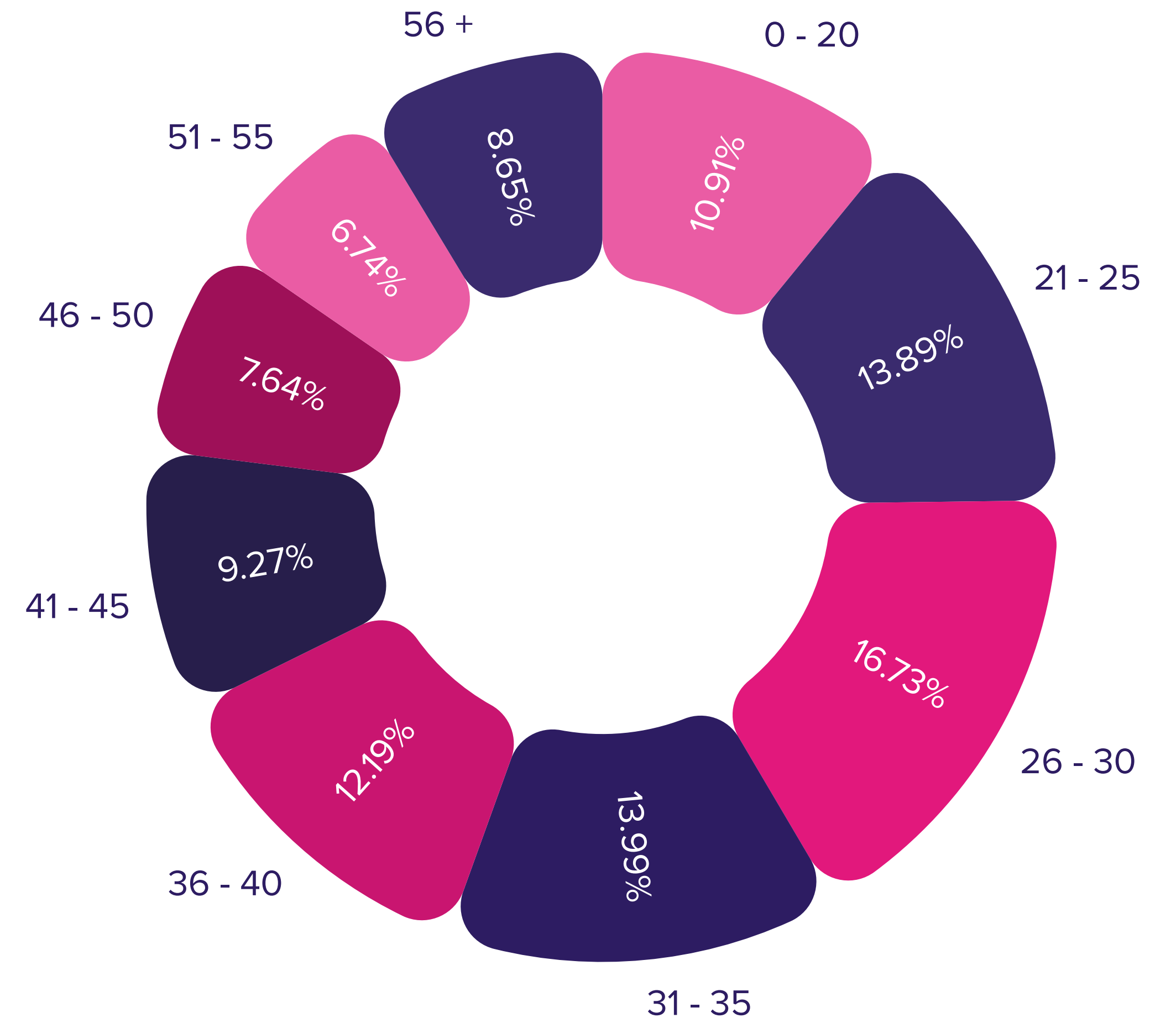
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the West Midlands.

## Household size



## Age



## 🔍 Birmingham



## Frankley Green

Shared Ownership



Latimer by Clarion  
Housing Group  
**26 Enquiries**

 **1-3 Bedroom**

 **1-2 Bathroom**

 **Parking**

Directly on your doorstep are 2.4 acres of open space. A stream threads around woodland and ponds, with bridges, an ecology area, seating, cycling and walking routes for your enjoyment.

# Yorkshire and the Humber

April 2023 figures

**LISTINGS ADDED**

**17**

**NEW REGISTRANTS**

**107**

**TOTAL ENQUIRIES**

**189**

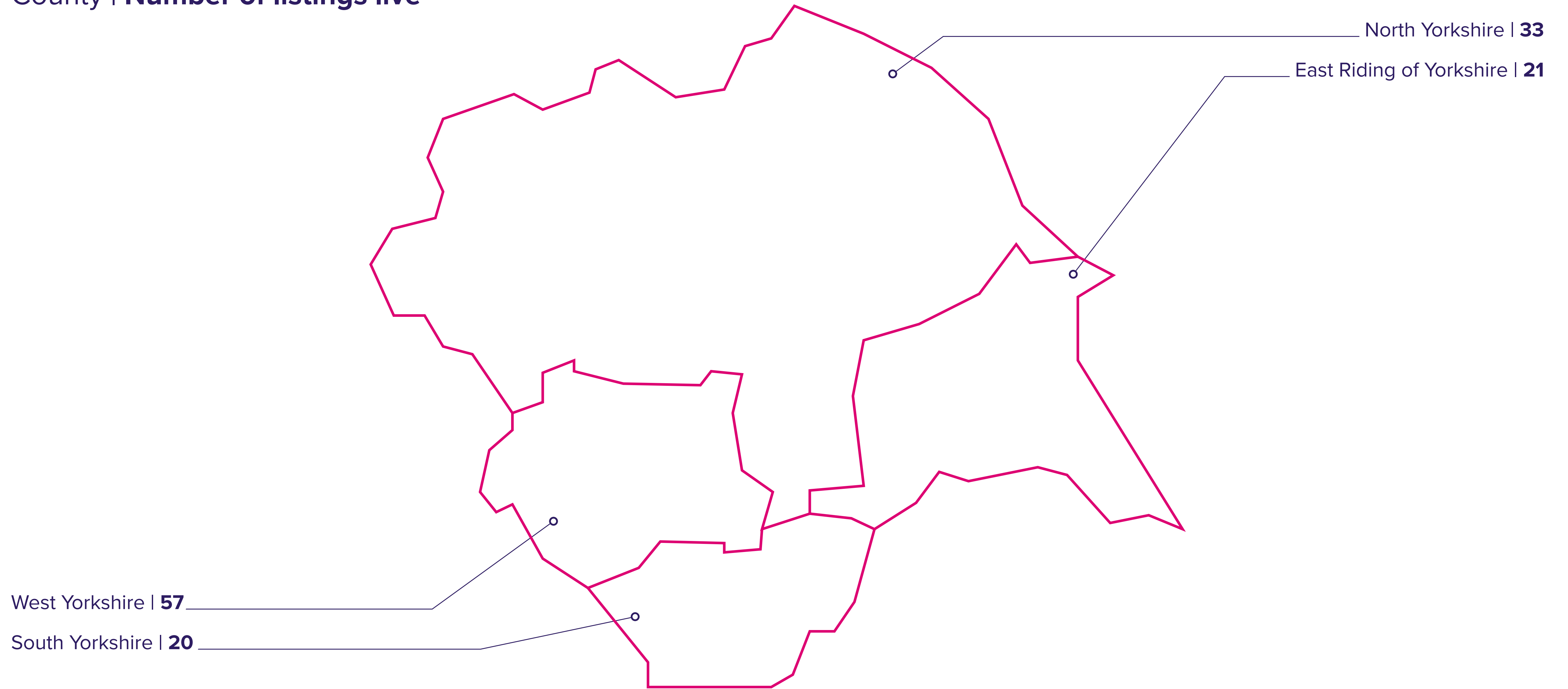




# Listings live per county

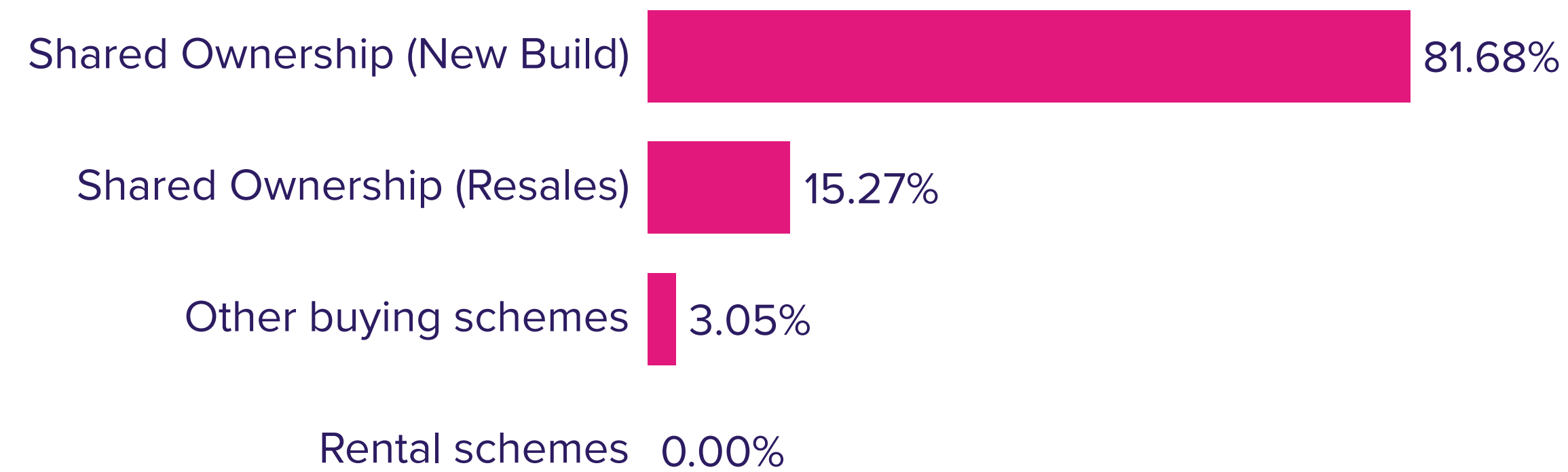
SHARE  
TO BUY

County | Number of listings live

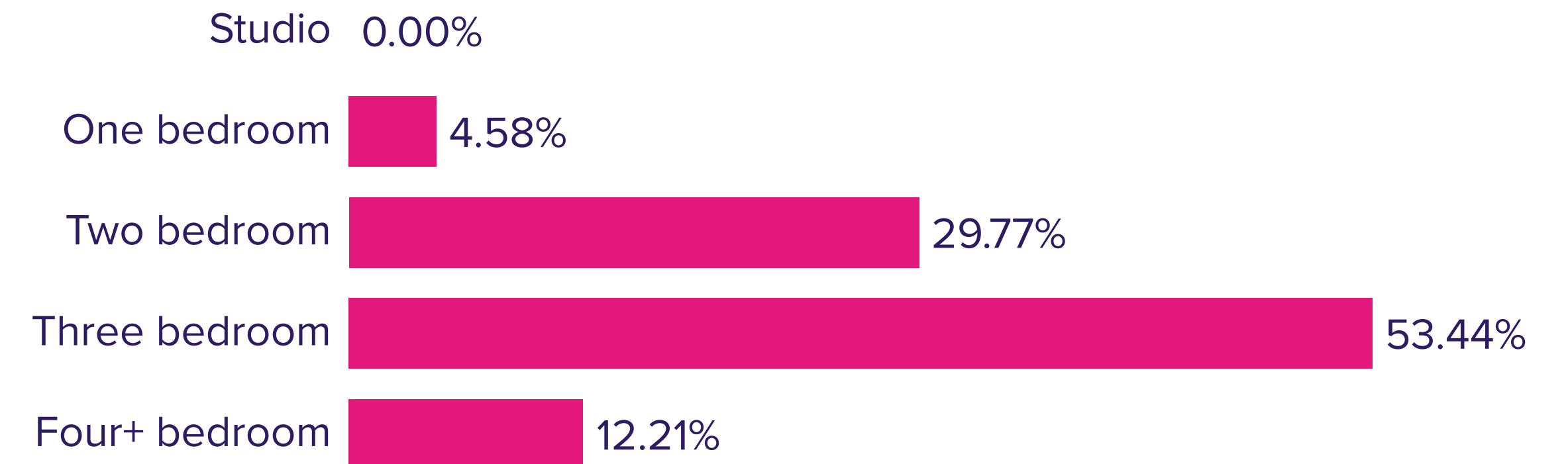


Breakdown of property details based on April's live listings:

## Tenure



## Property size



## Property type

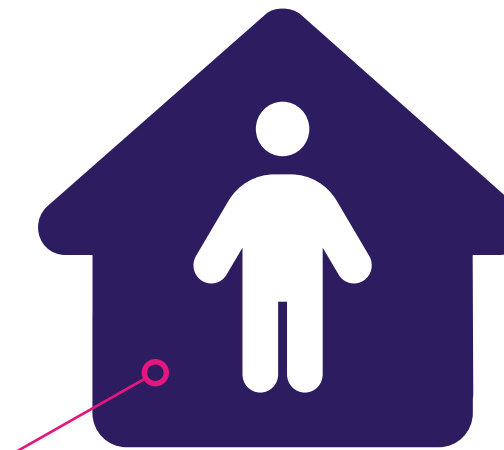
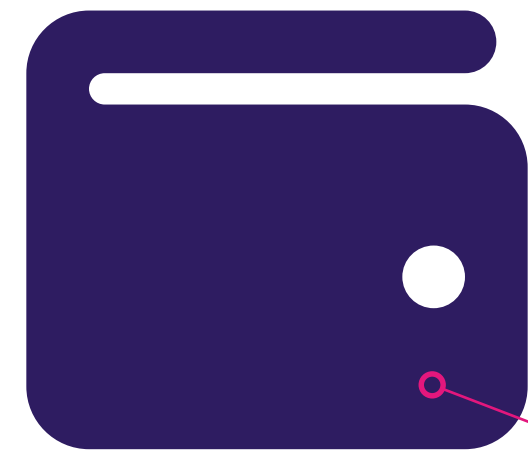


## Average property price



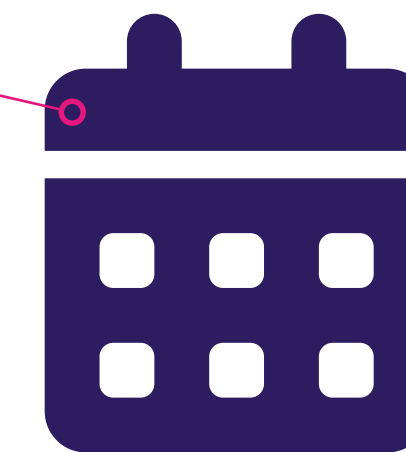
Based on April's enquiries, the average buyer in Yorkshire and the Humber looks like:

**Income**  
£35,075

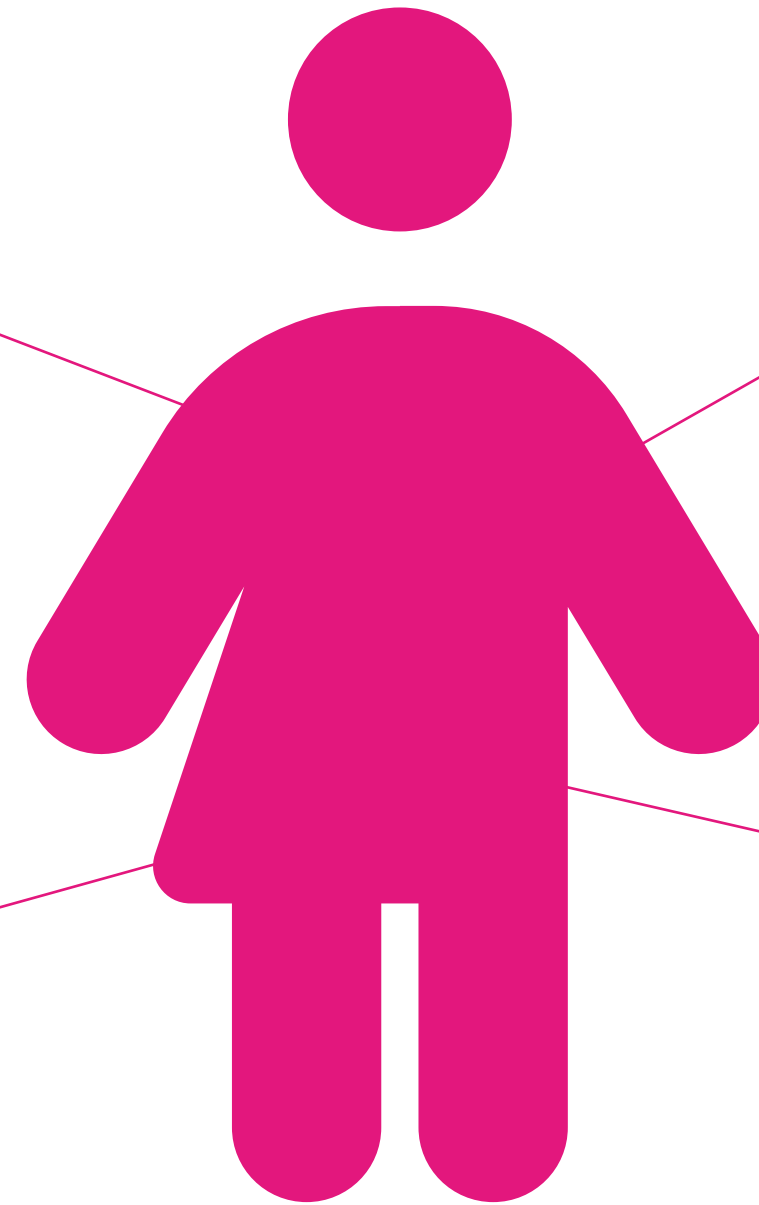


**Household**  
Two people

**Deposit**  
£20,310



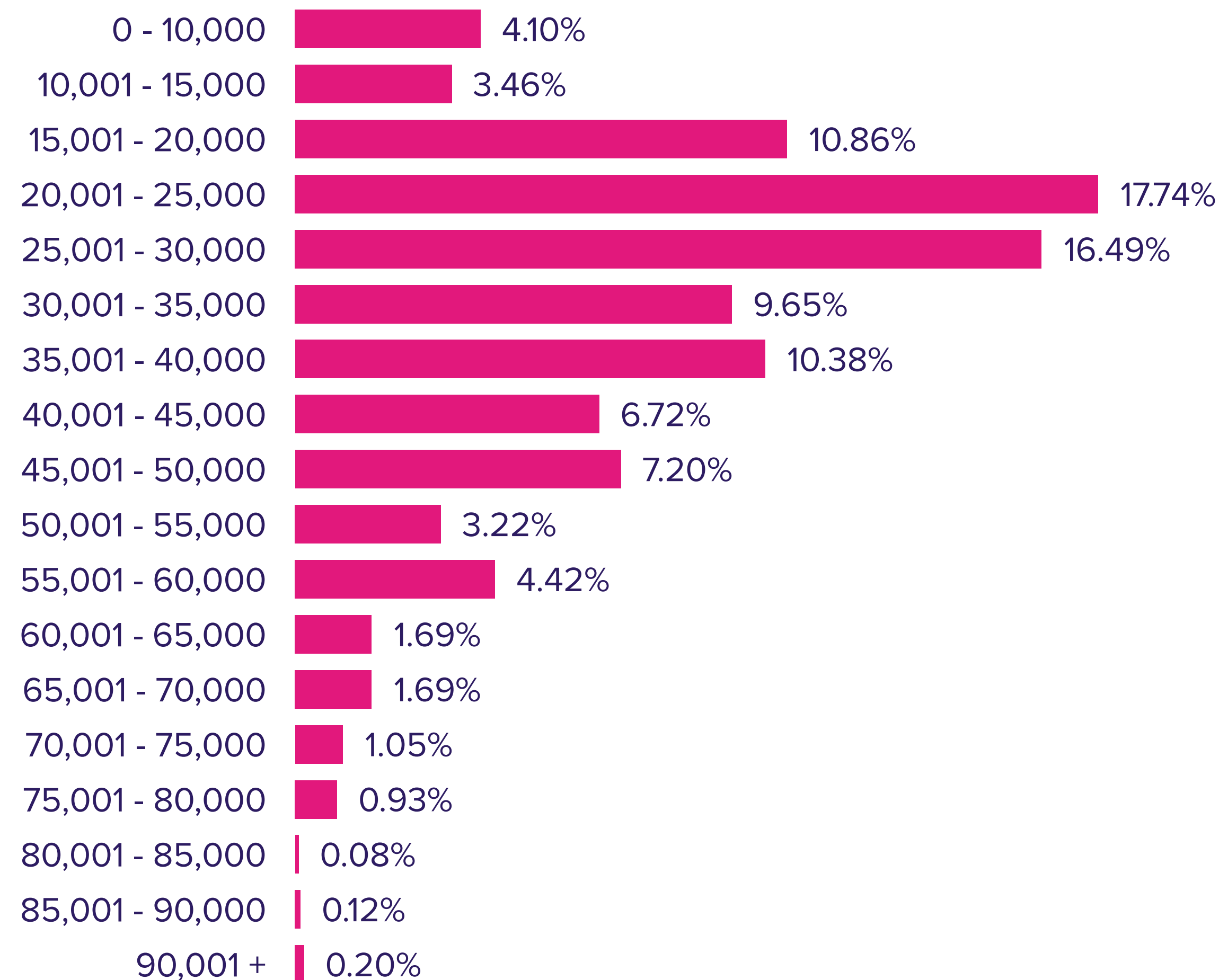
**Age**  
36



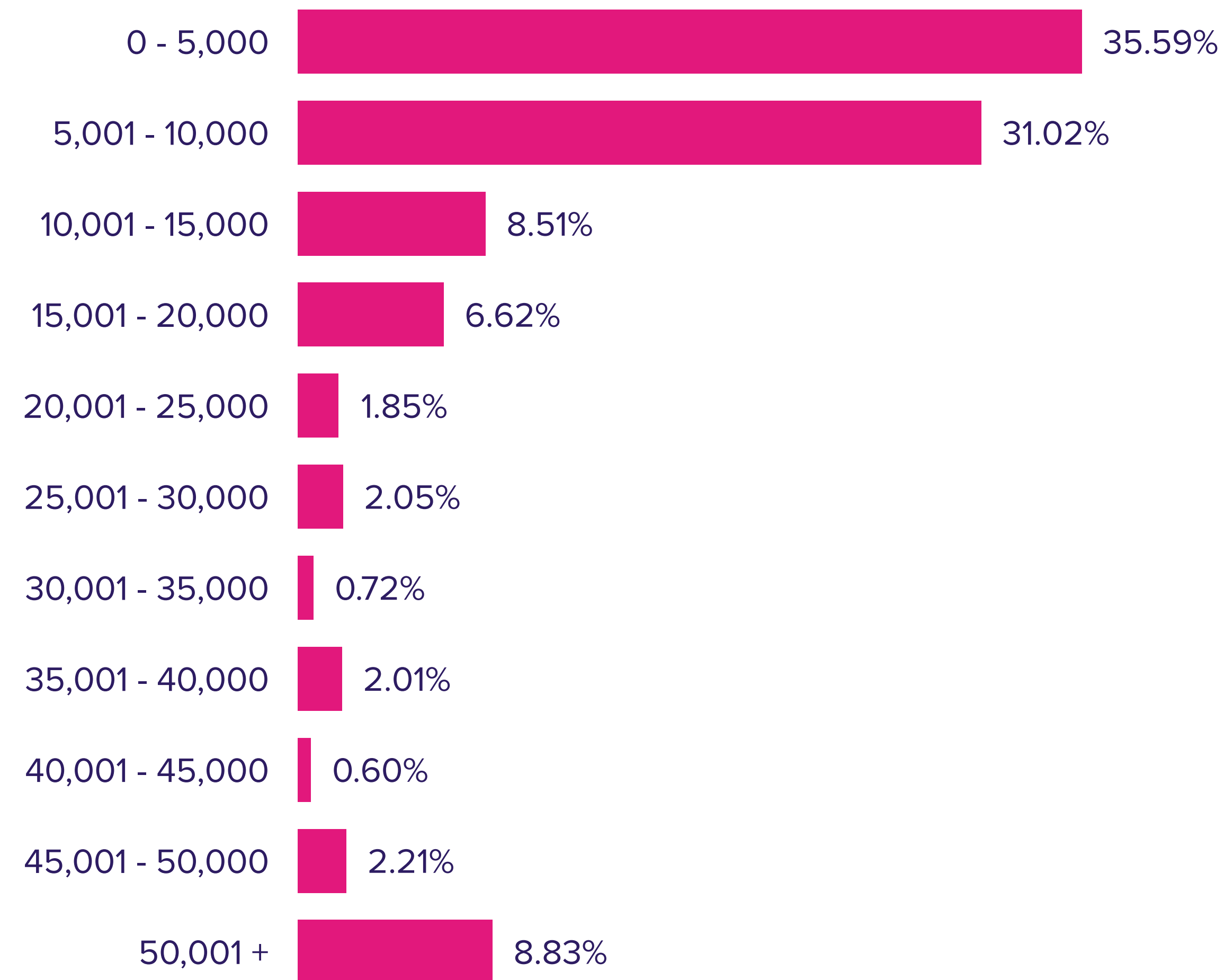
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in Yorkshire and the Humber.

## Income bracket (£)



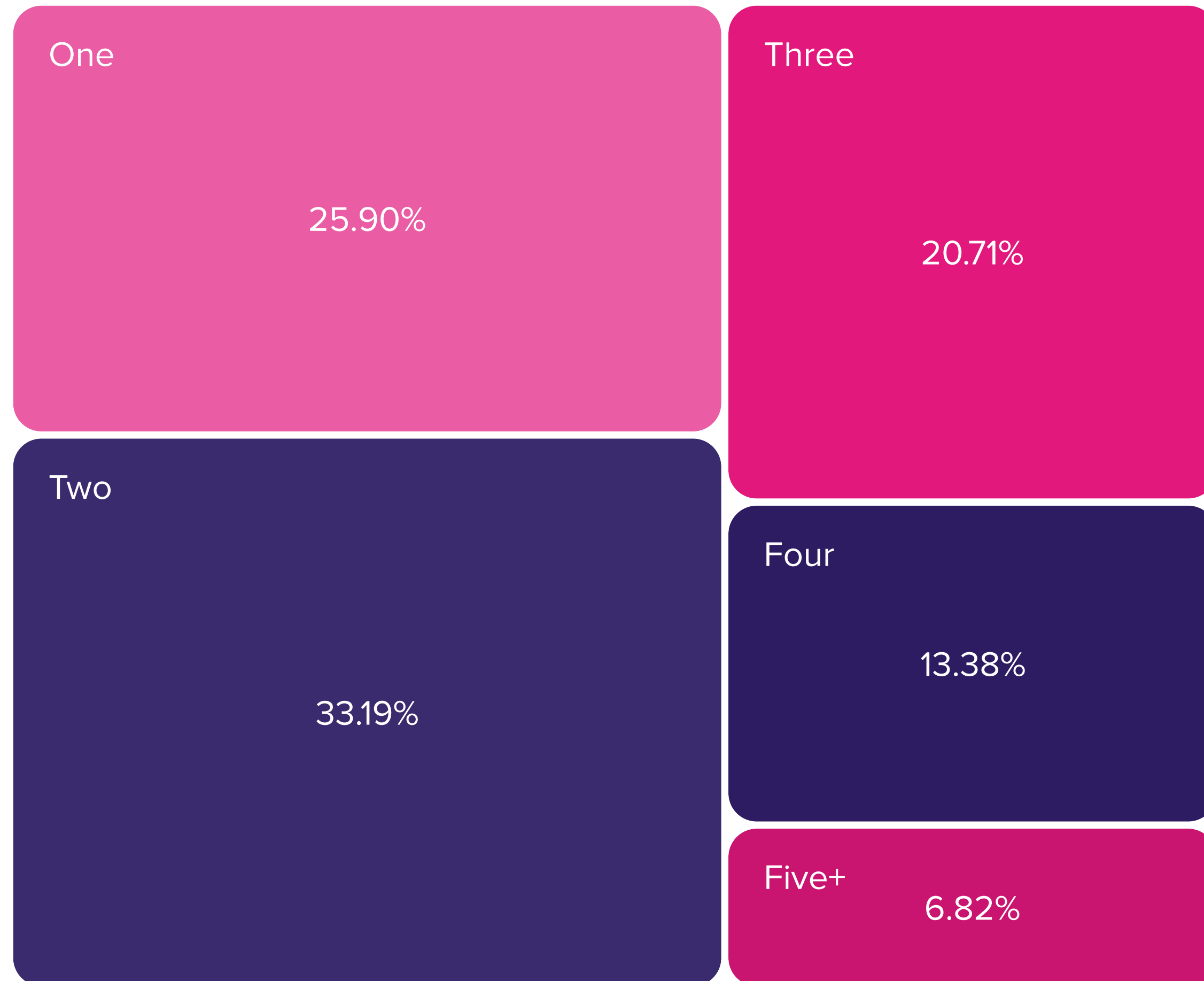
## Deposit bracket (£)



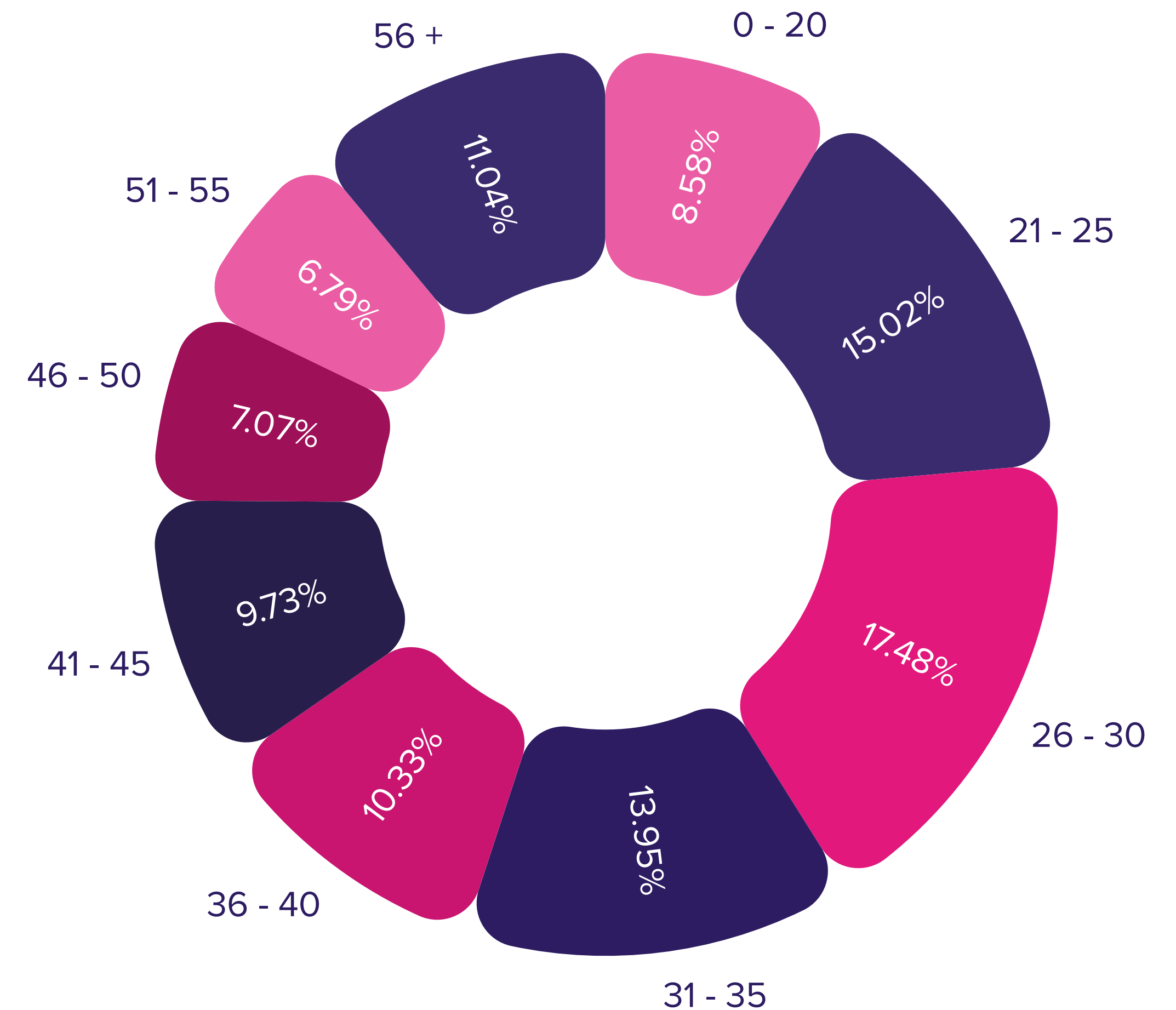
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in Yorkshire and the Humber.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

## 🔍 Doncaster



## Dominion

Shared Ownership



Places for People  
(Central and North)

**38 Enquiries**

 **2-4 Bedroom**

 **1-3 Bathroom**

 **Private Garden**

Dominion combines the convenience of a nearby town centre with the beauty of surrounding countryside. Living here, you have well-established local amenities, shops, nightlife and restaurants and enjoy the freedom to explore the Peak District.

For more information on our data and insight services, please contact:

**Georgy Clifford-Savage**  
Data and Insight Executive  
[data@sharetobuy.com](mailto:data@sharetobuy.com)