



The outlook for Shared Ownership demand continues to appear optimistic as we enter the summer. Google searches for 'Shared Ownership' remained consistent, with a very similar demand to that seen in April.

Our website - sharetobuy.com - saw a slight increase in website sessions when compared to the previous month. Month on month levels for enquiries and registrations saw very slight dips in May, but there were notable increases - 8.6% increase in enquiries, and a 28.2% increase in new registrants - compared to May 2022.

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 information about a specific area or county, please get in touch!

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

Georgy Clifford-Savage
Data and Insight Manager
data@sharetobuy.com

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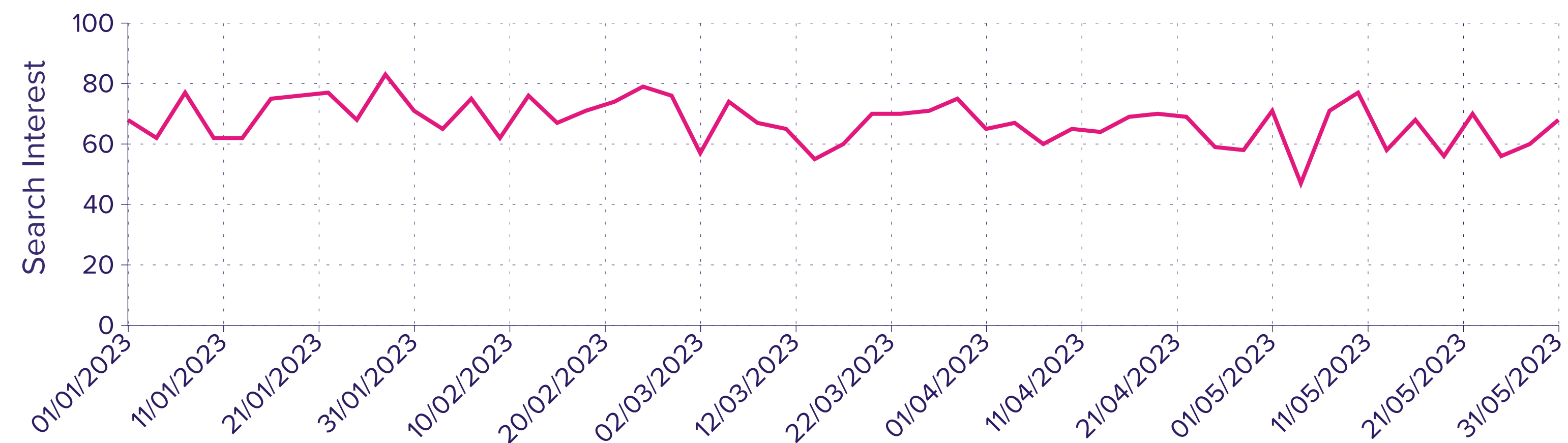
The titles below are clickable for navigation. Click the Share to Buy logo on any page to return here.

SHARE

TO BUY

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



Source: Google Trends: January - May 2023

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).

According to website comparison tool Similarweb, all the major portals saw an increase in monthly website traffic in May. The biggest percentage increase was seen by sharetobuy.com, indicating the continuing robustness of the Shared Ownership market. Google trend data shows that the level of demand for 'Shared Ownership' related terms was very similar to April overall, albeit with greater fluctuations.

Website	Monthly change in traffic (May)
sharetobuy.com	+ 38.9%
rightmove.co.uk	+ 6.92%
zoopla.co.uk	+ 9.70%
onthemarket.com	+ 2.68%
primelocation.com	+ 1.97%
trovit.co.uk	- 30.22%
newhomesforsale.co.uk	- 10.89%

Source: Similarweb: May 2023 / monthly visits

Users

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

170,128

-23.7%
Year on year

-0.5%
Month on month

Sessions

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

371,185

-14.4%
Year on year

 +2.0%
Month on month

Page Views

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

1,904,391

-6.9%
Year on year

-0.2%
Month on month

Registrants

The total number of new registrants during the month.

5,375



+28.2%
Year on year

-4.6%
Month on month

Enquiries

The total number of listing enquiries during the month.

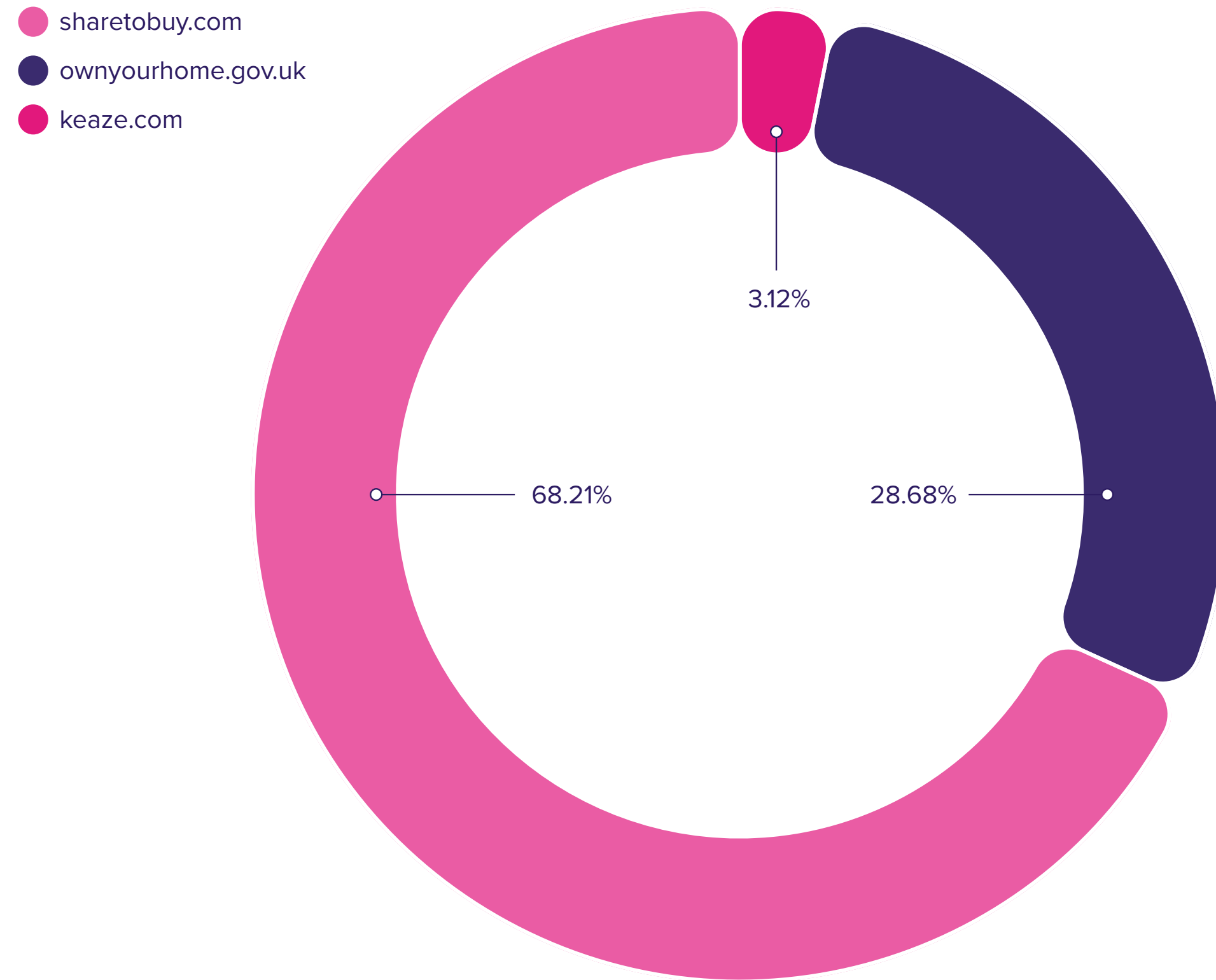
21,478



+8.6%
Year on year

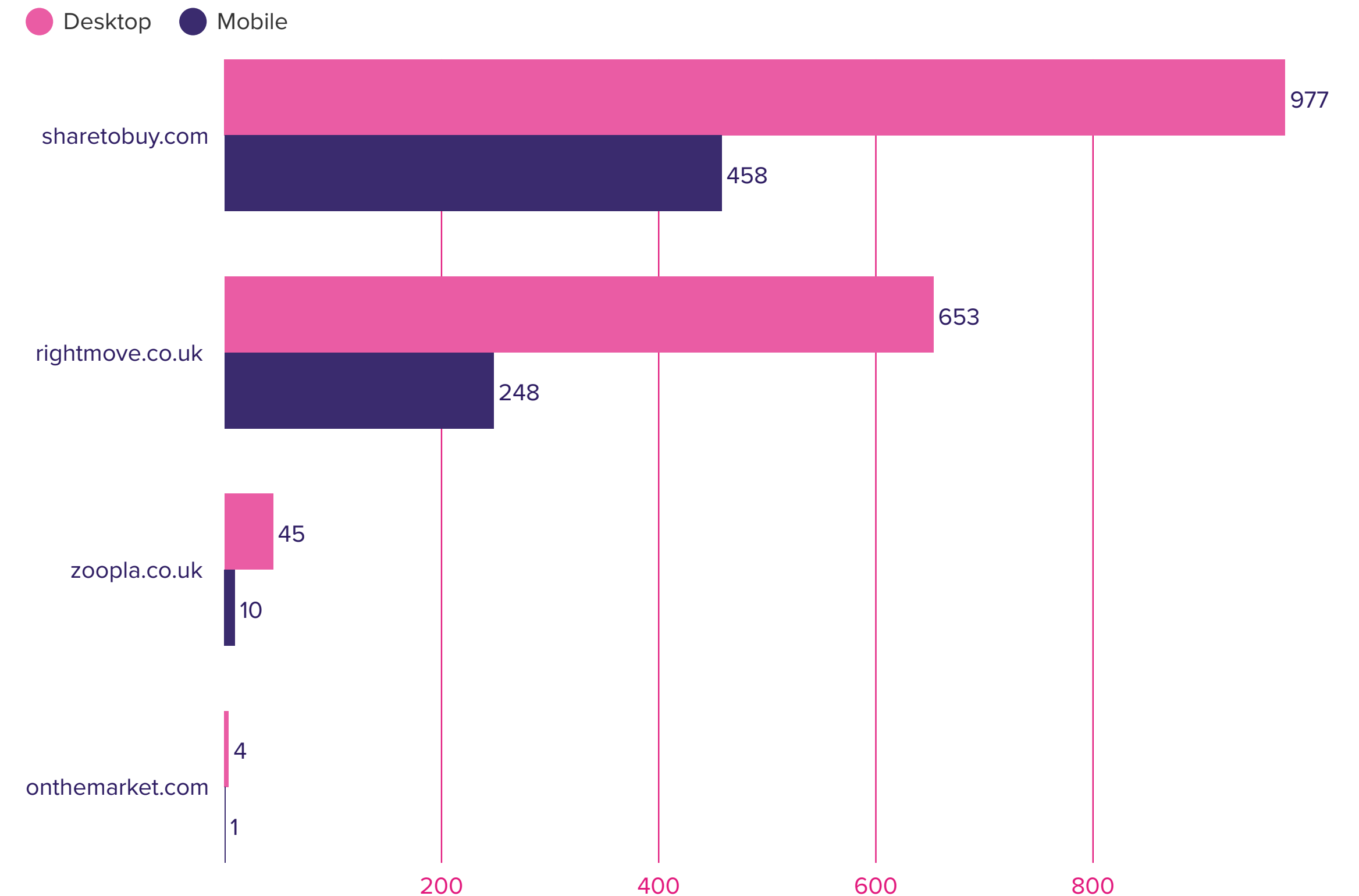
-2.4%
Month on month

Monthly visits to specialist affordable homeownership sites



Source: Similarweb: May 2023 / monthly visits

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



Source: Similarweb: May2023 / ranking distribution keywords including 'shared ownership'

Client activity

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

SHARE
TO BUY



[Rosebery Housing](#)



[Taylor Wimpey London](#)



[SO Flexi](#)



[Stonewater](#)



[Connells \(East Midlands\)](#)

London

SHARE
TO BUY

May 2023 figures

LISTINGS ADDED

552

NEW REGISTRANTS

1,762

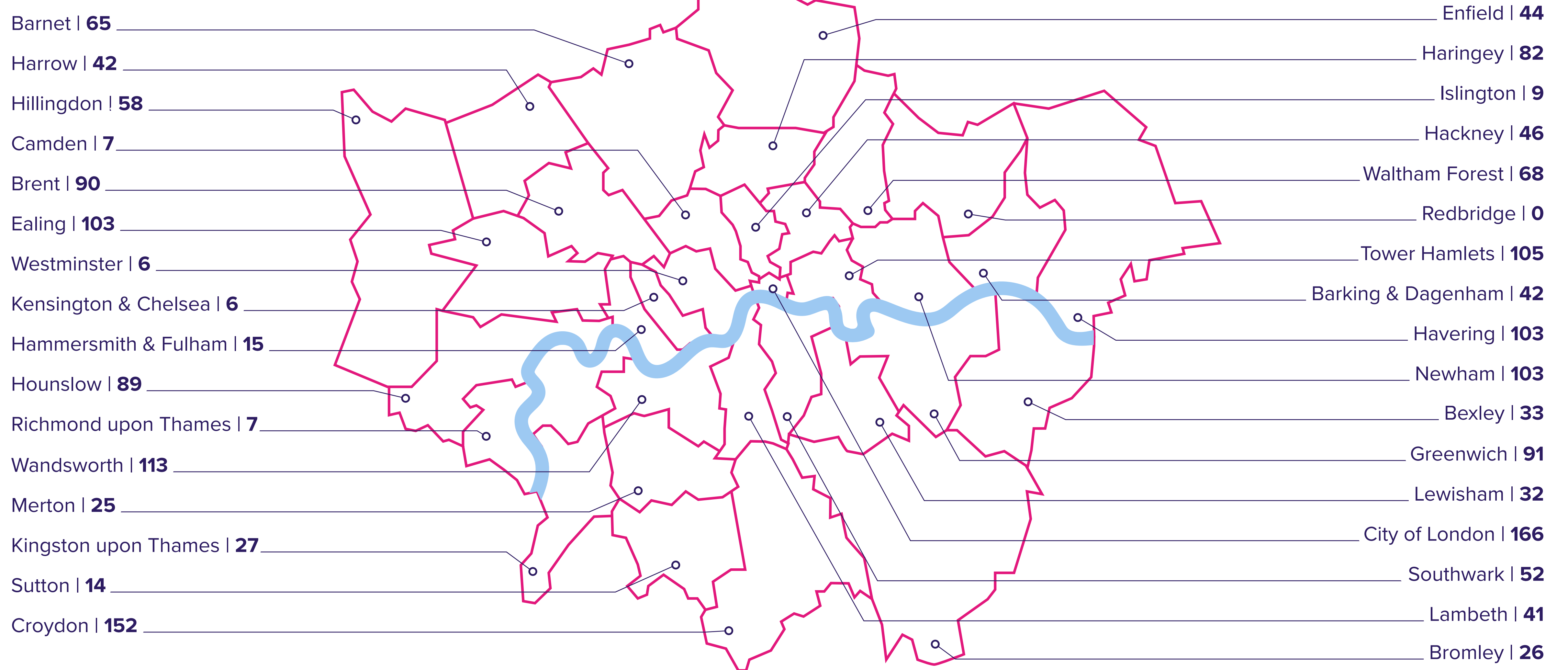
TOTAL ENQUIRIES

9,589



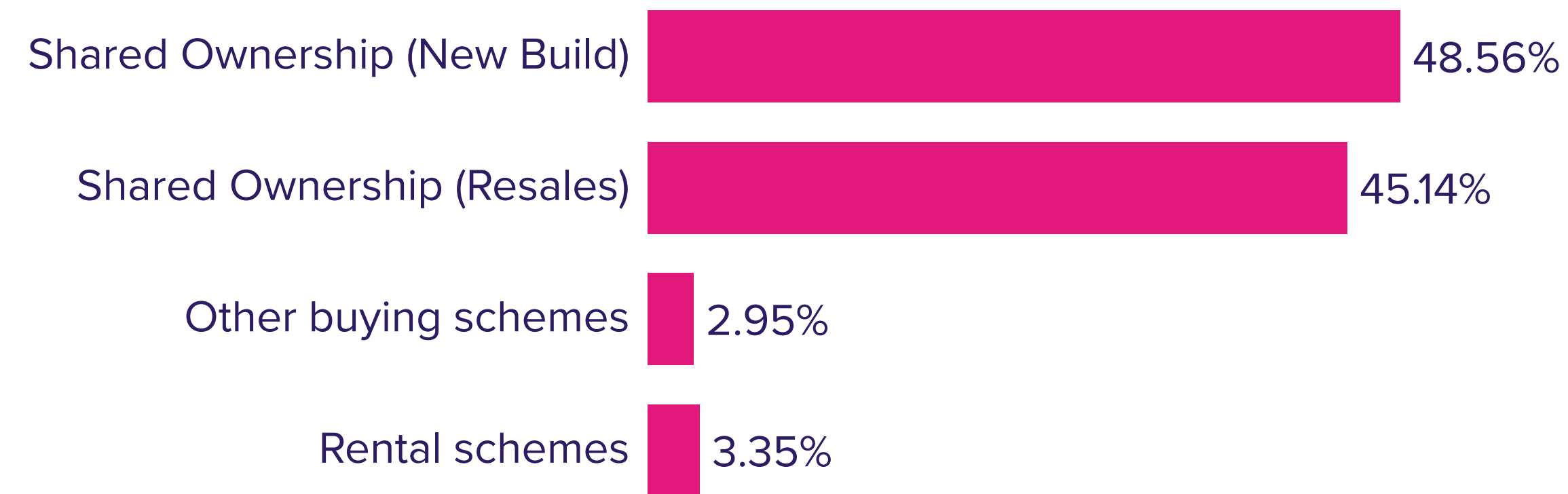
Listings live per borough

Borough | Number of listings live

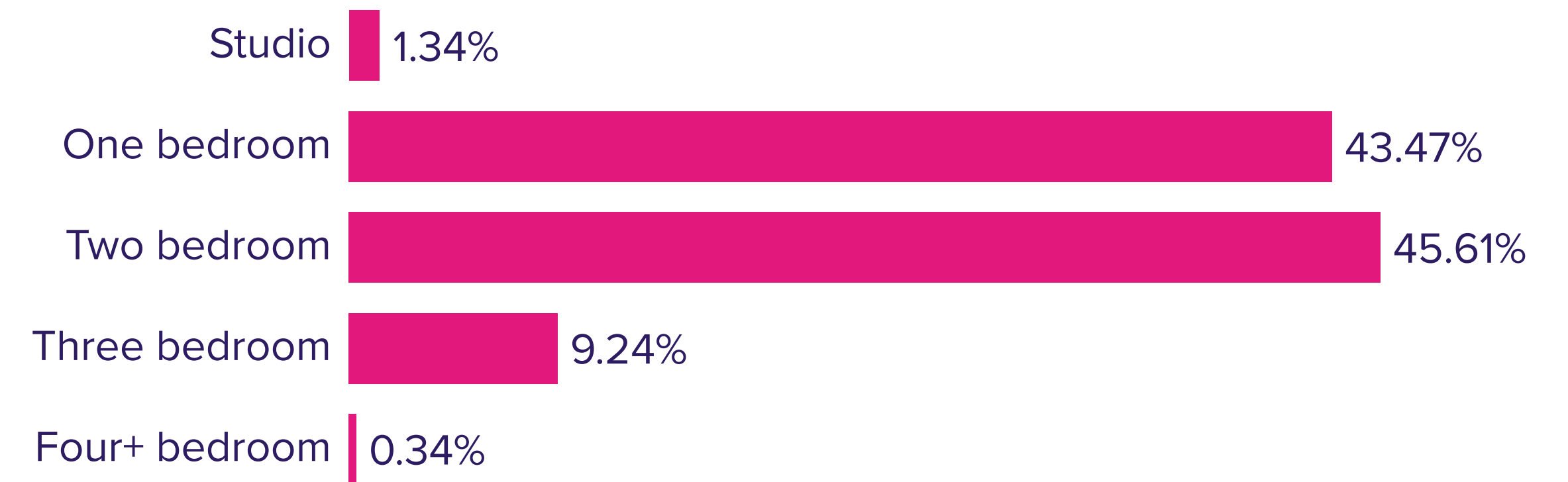


Breakdown of property details based on May's live listings:

Tenure



Property size



Property type

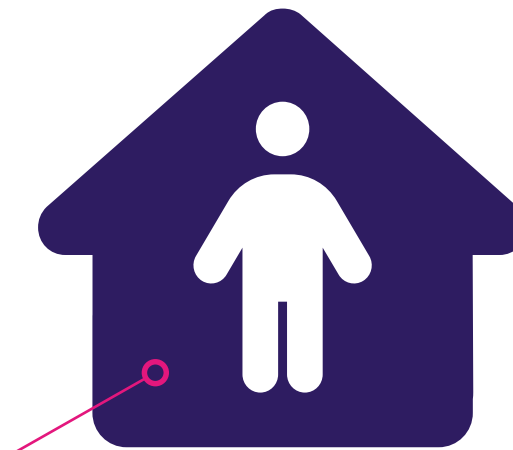
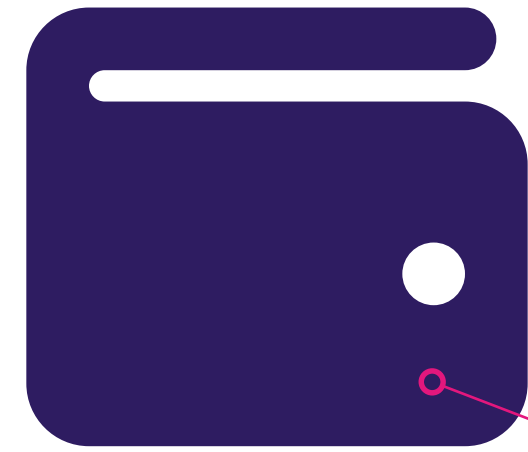


Average property price



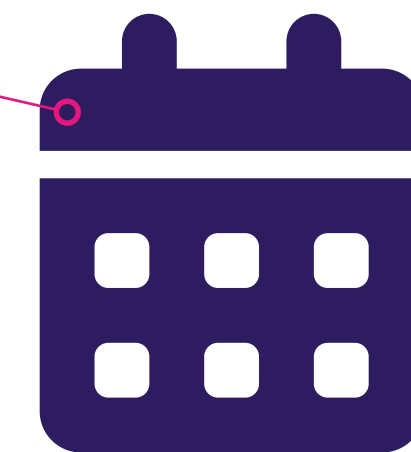
Based on May's enquiries, the average buyer in London looks like:

Income
£54,367

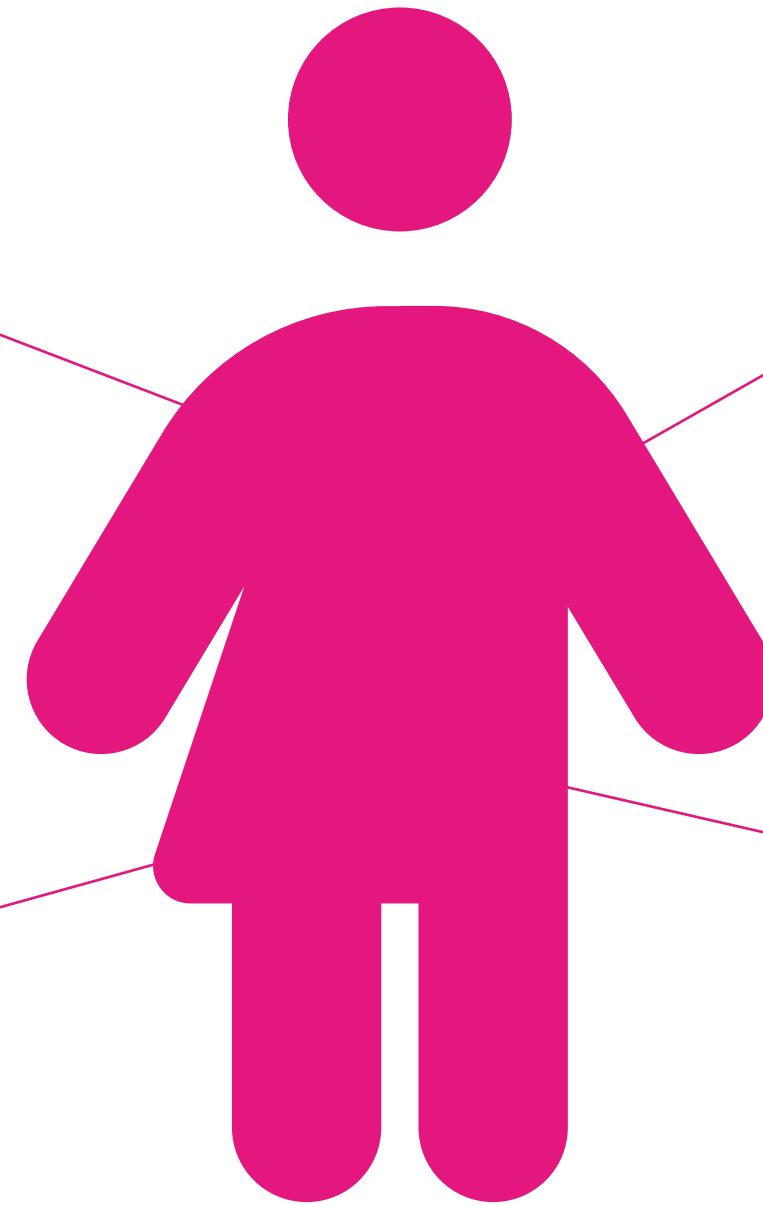


Household
Two people

Deposit
£28,411



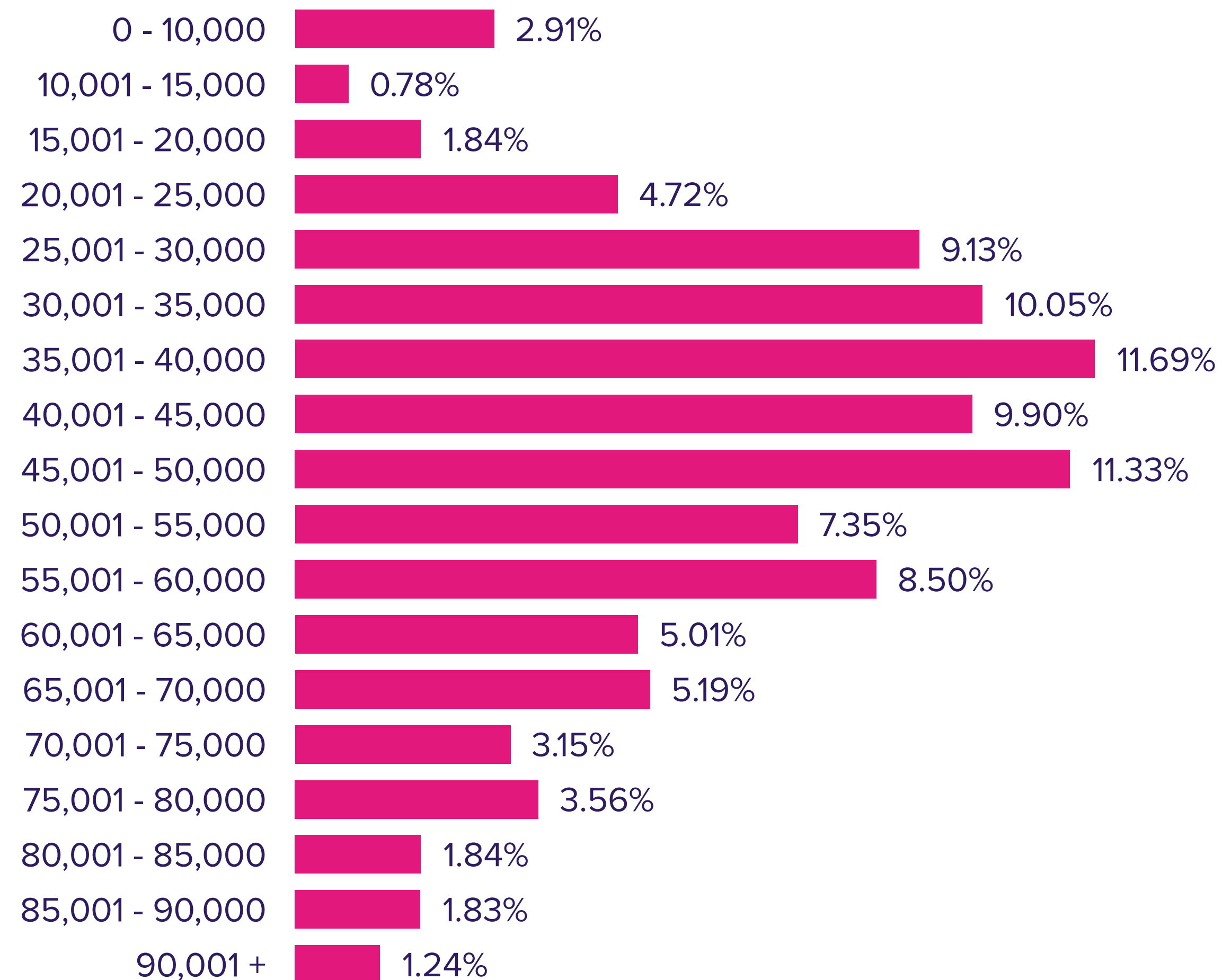
Age
35



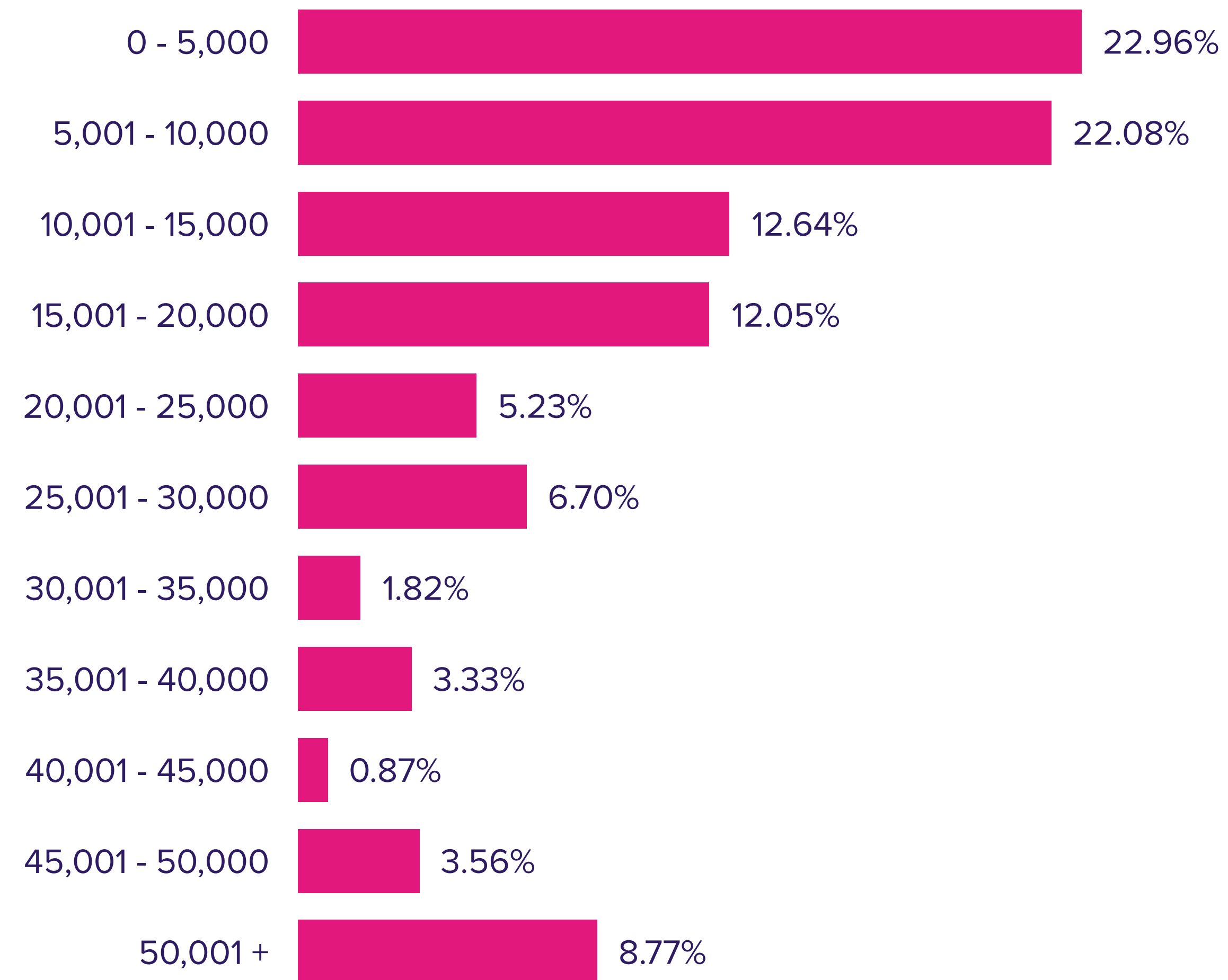
Active registrants

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

Income bracket (£)



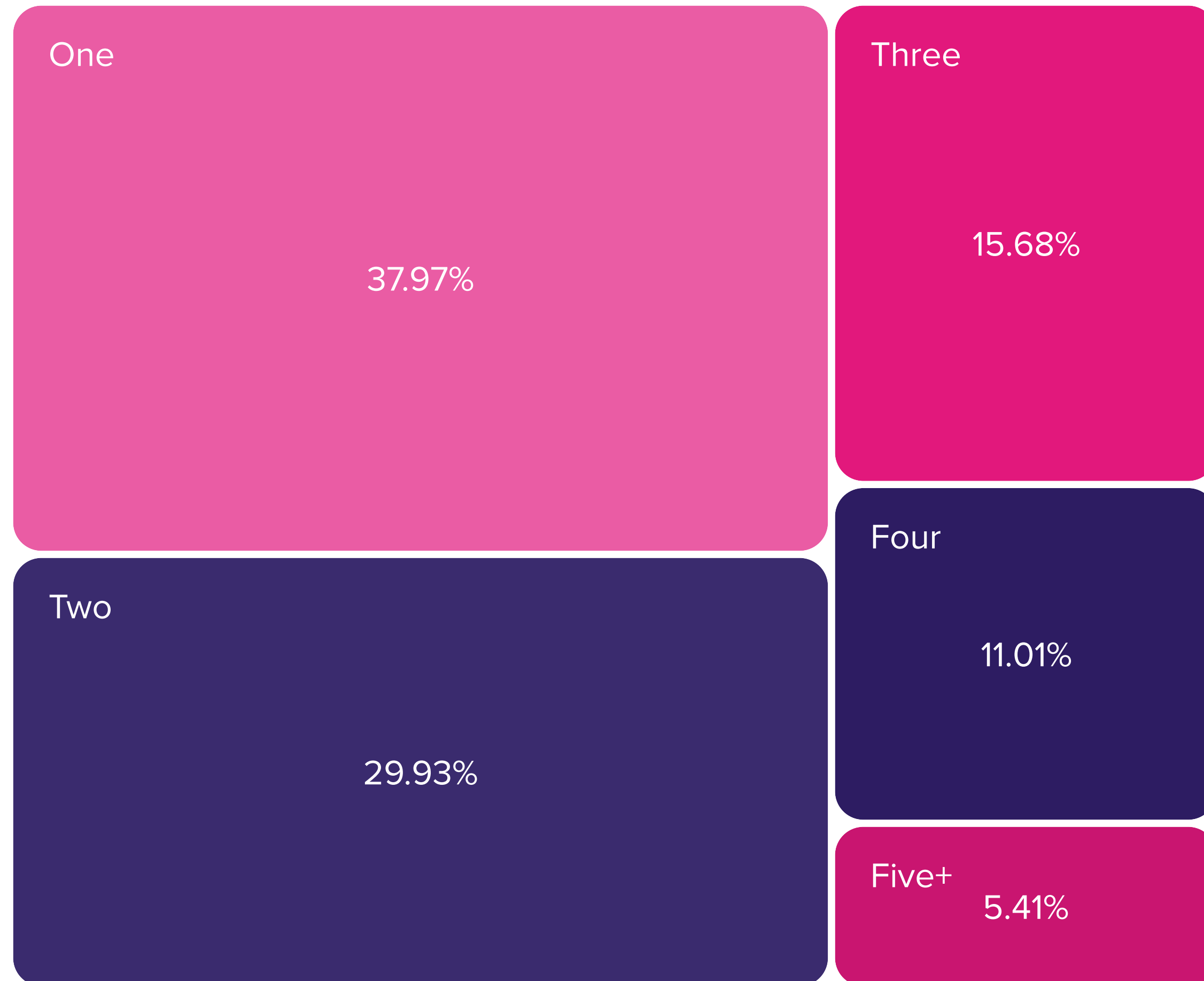
Deposit bracket (£)



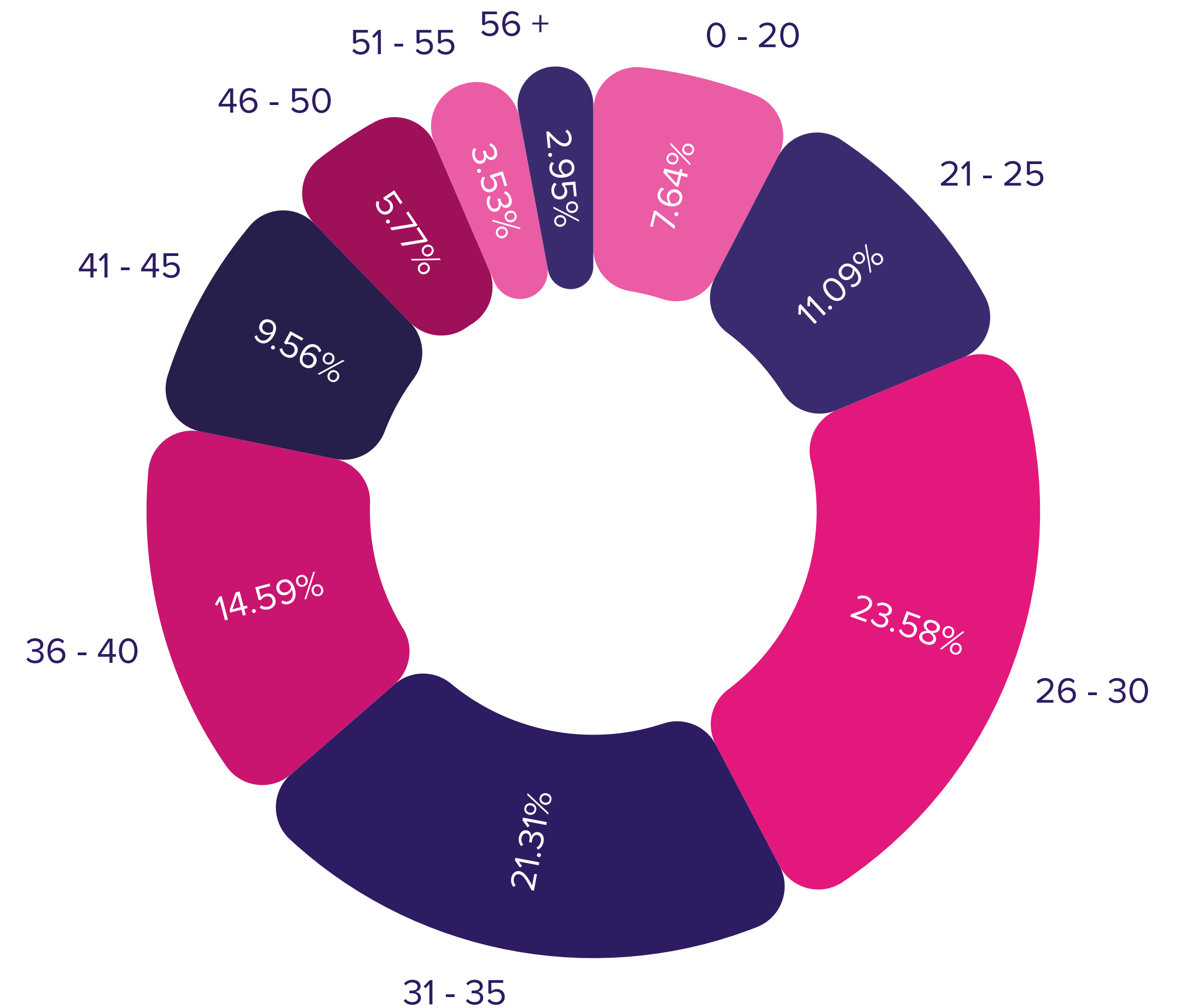
Active registrants

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 -
£141,875 for a 25% share

Paragon Air
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

May 2023 figures

LISTINGS ADDED

65

NEW REGISTRANTS

253

TOTAL ENQUIRIES

393



Listings live per county

SHARE
TO BUY

County | Number of listings live

Nottinghamshire | **33**

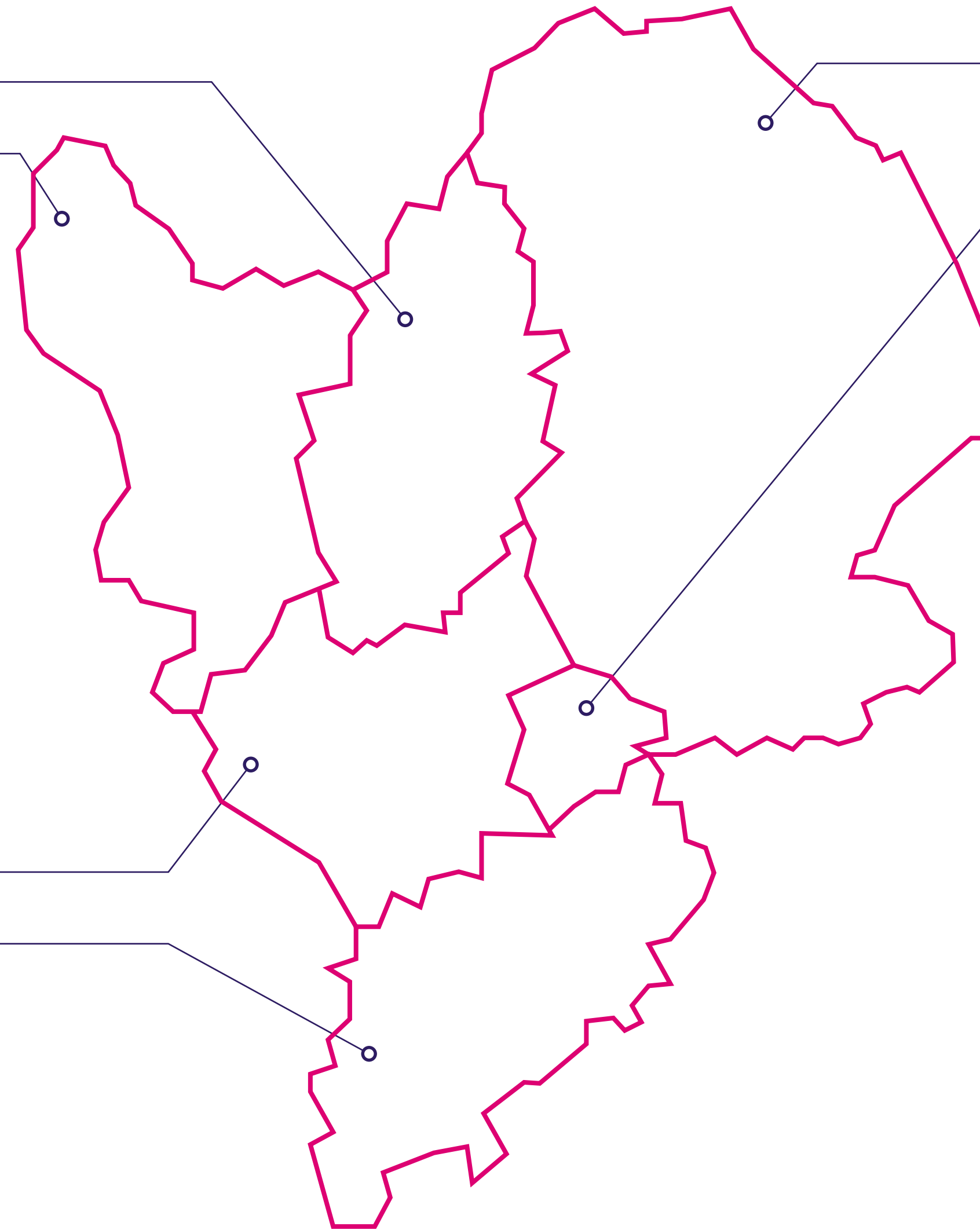
Derbyshire | **32**

Lincolnshire | **39**

Rutland | **0**

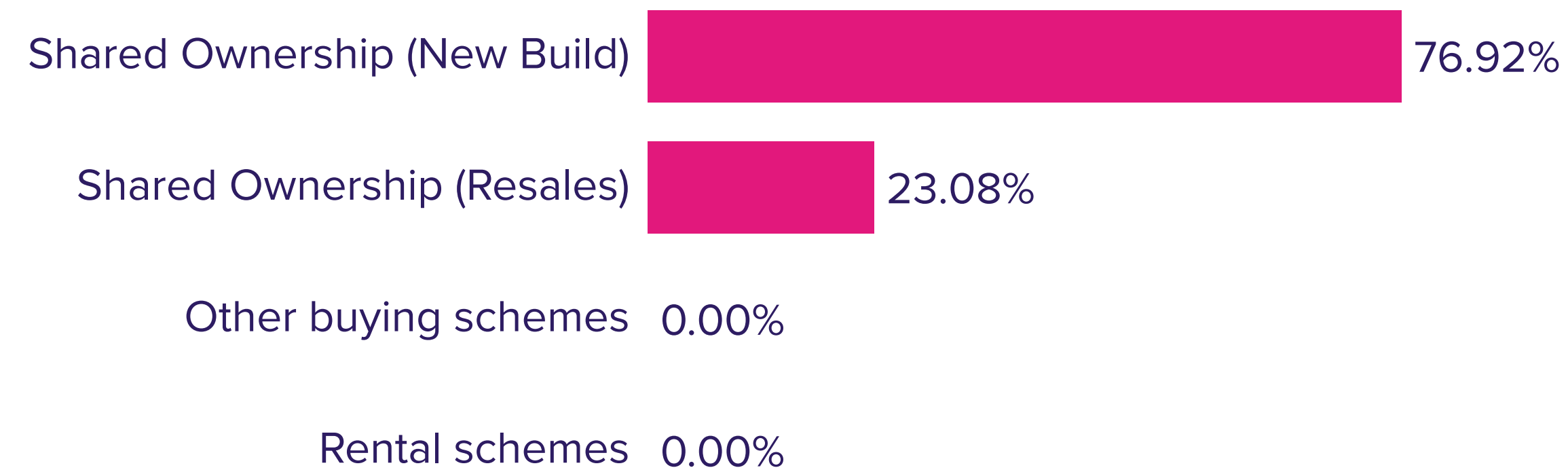
Leicestershire | **52**

Northamptonshire | **34**

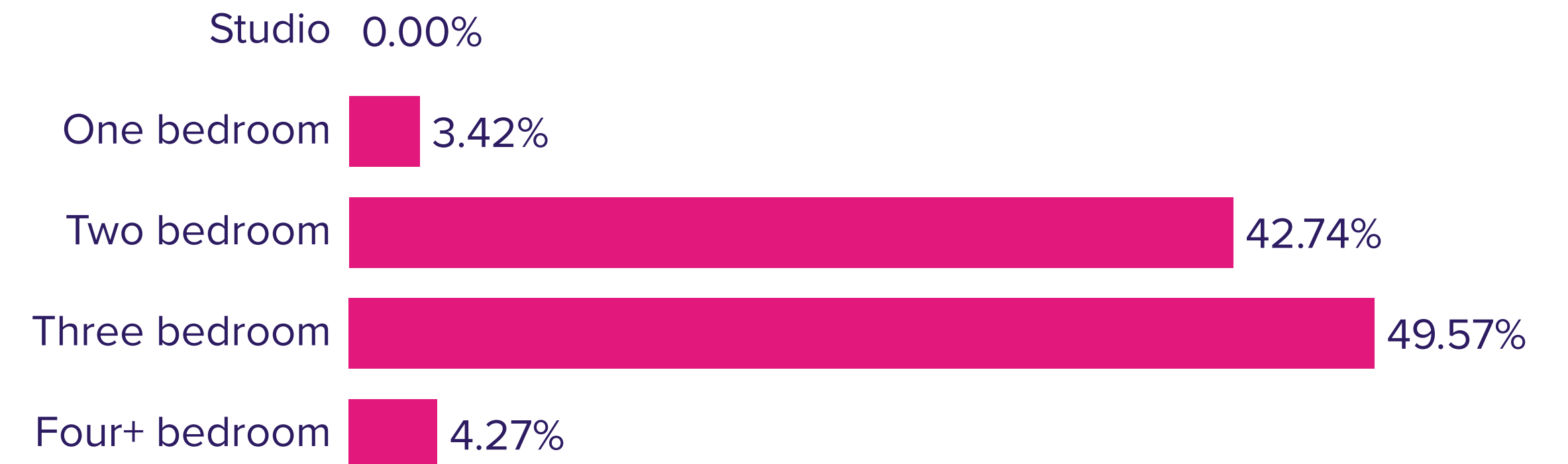


Breakdown of property details based on May's live listings:

Tenure



Property size



Property type

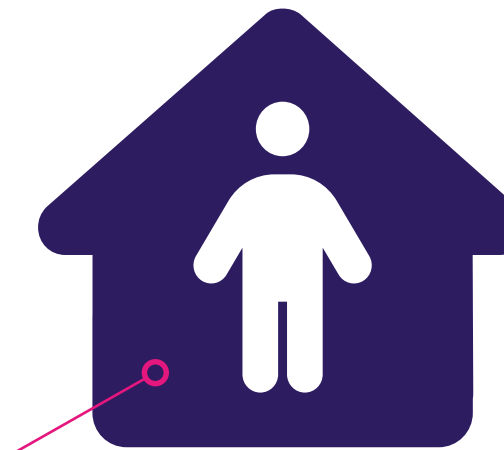
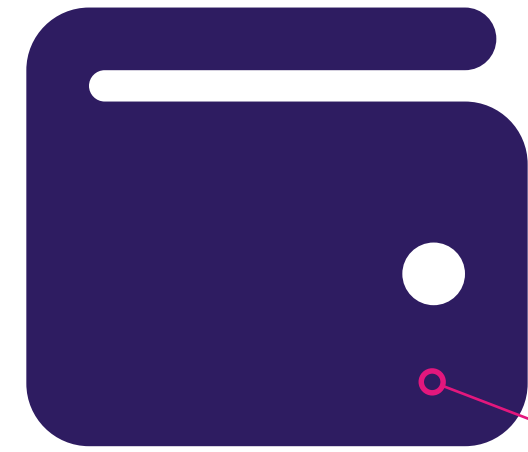


Average property price



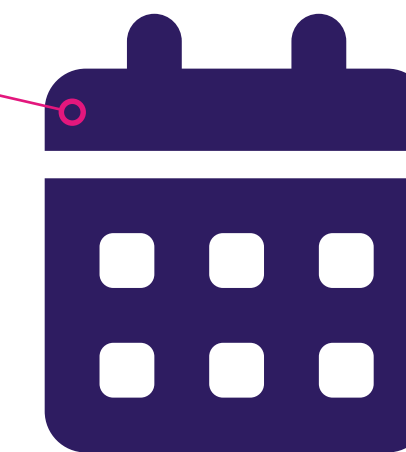
Based on May's enquiries, the average buyer in the East Midlands looks like:

Income
£36,601

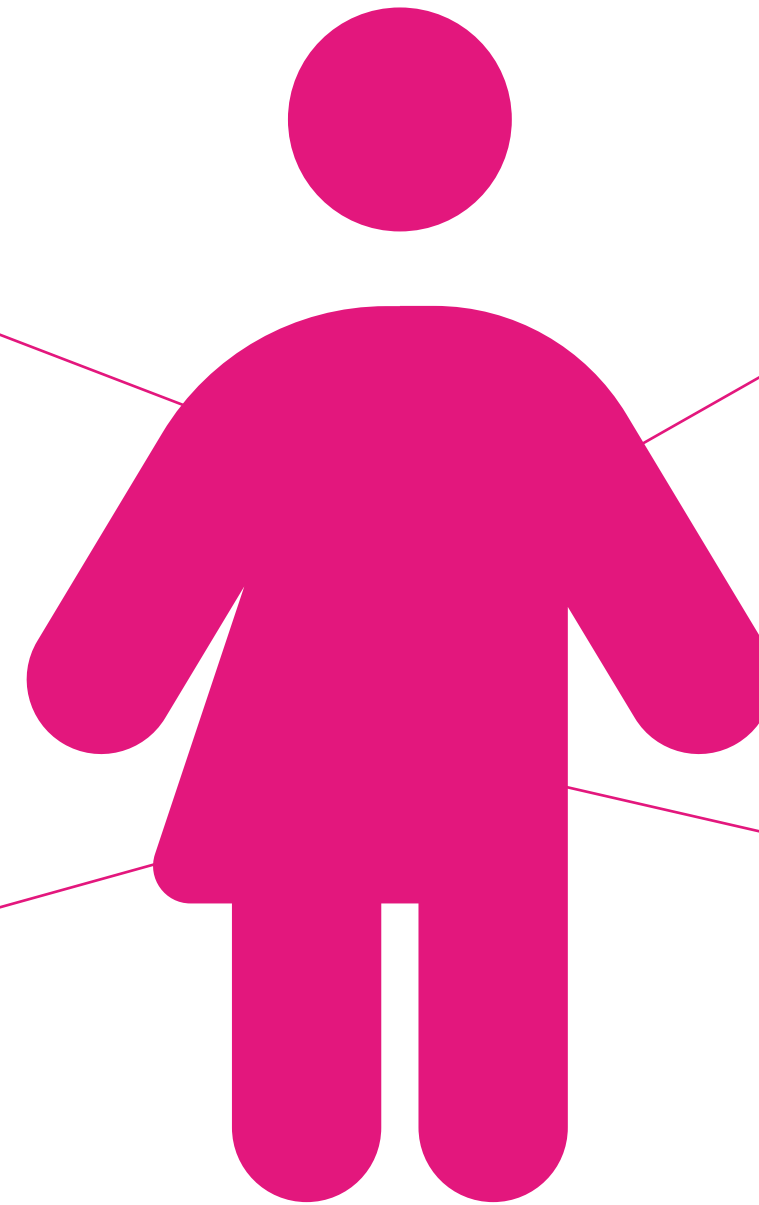


Household
Two people

Deposit
£22,353



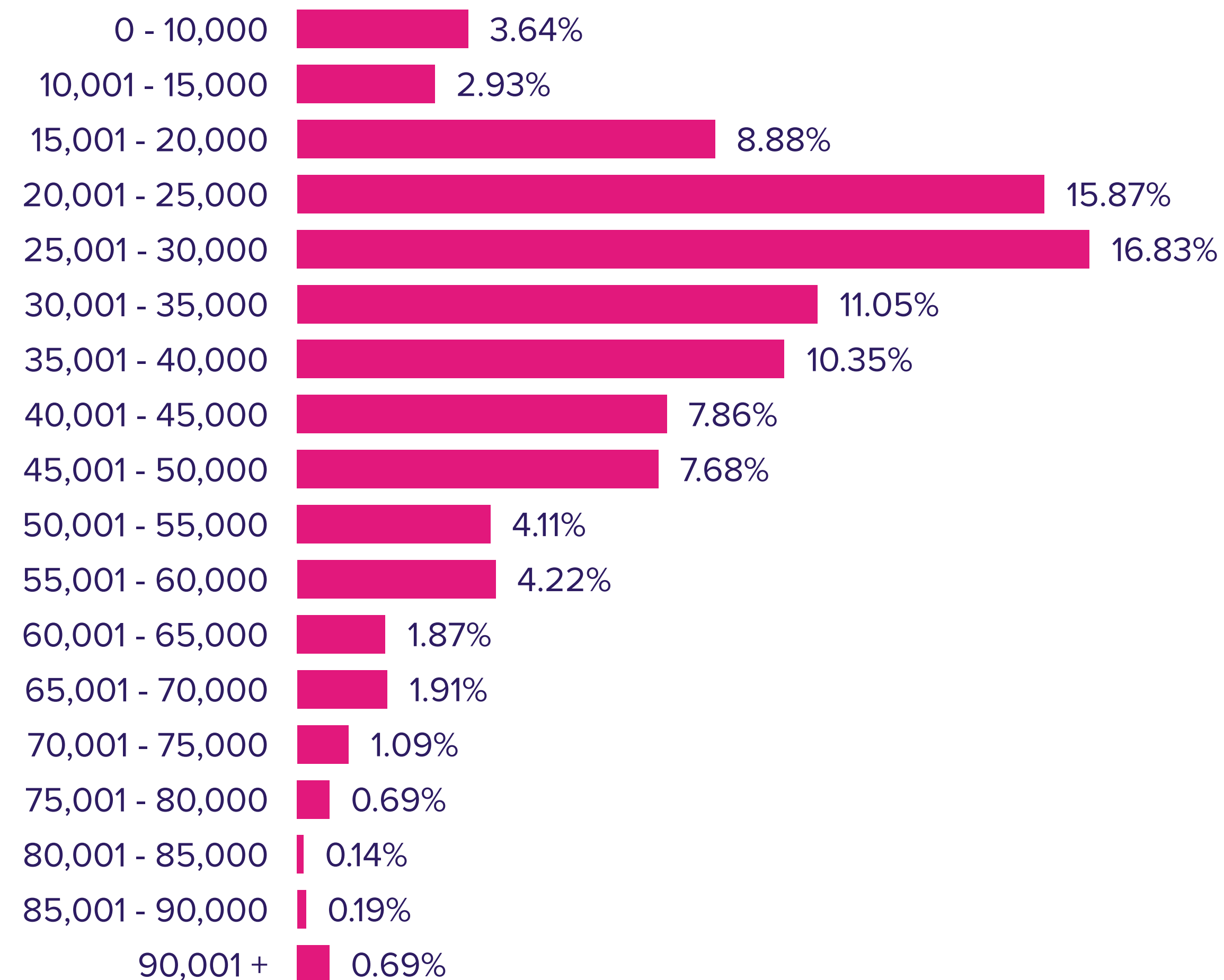
Age
35



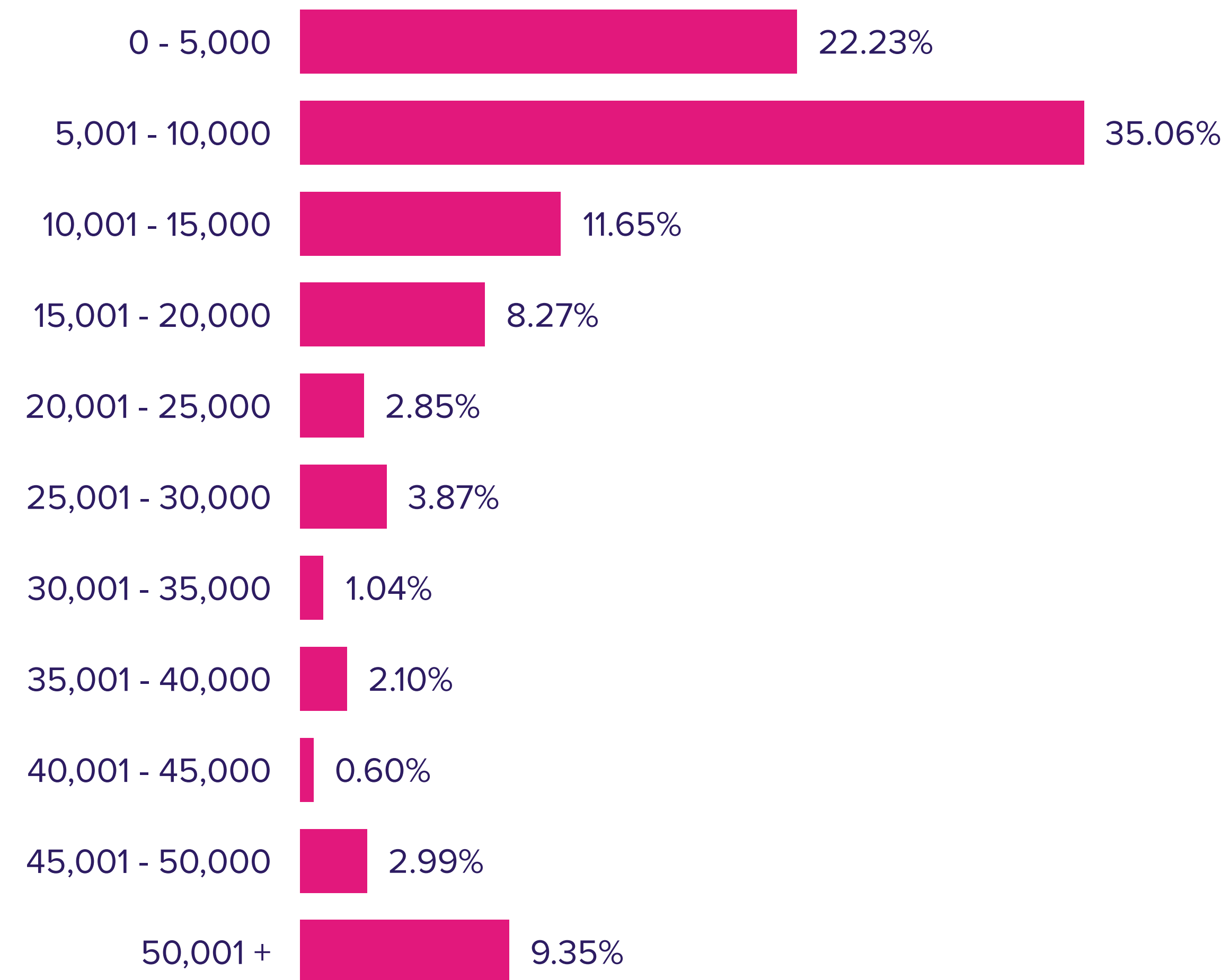
Active registrants

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

Income bracket (£)



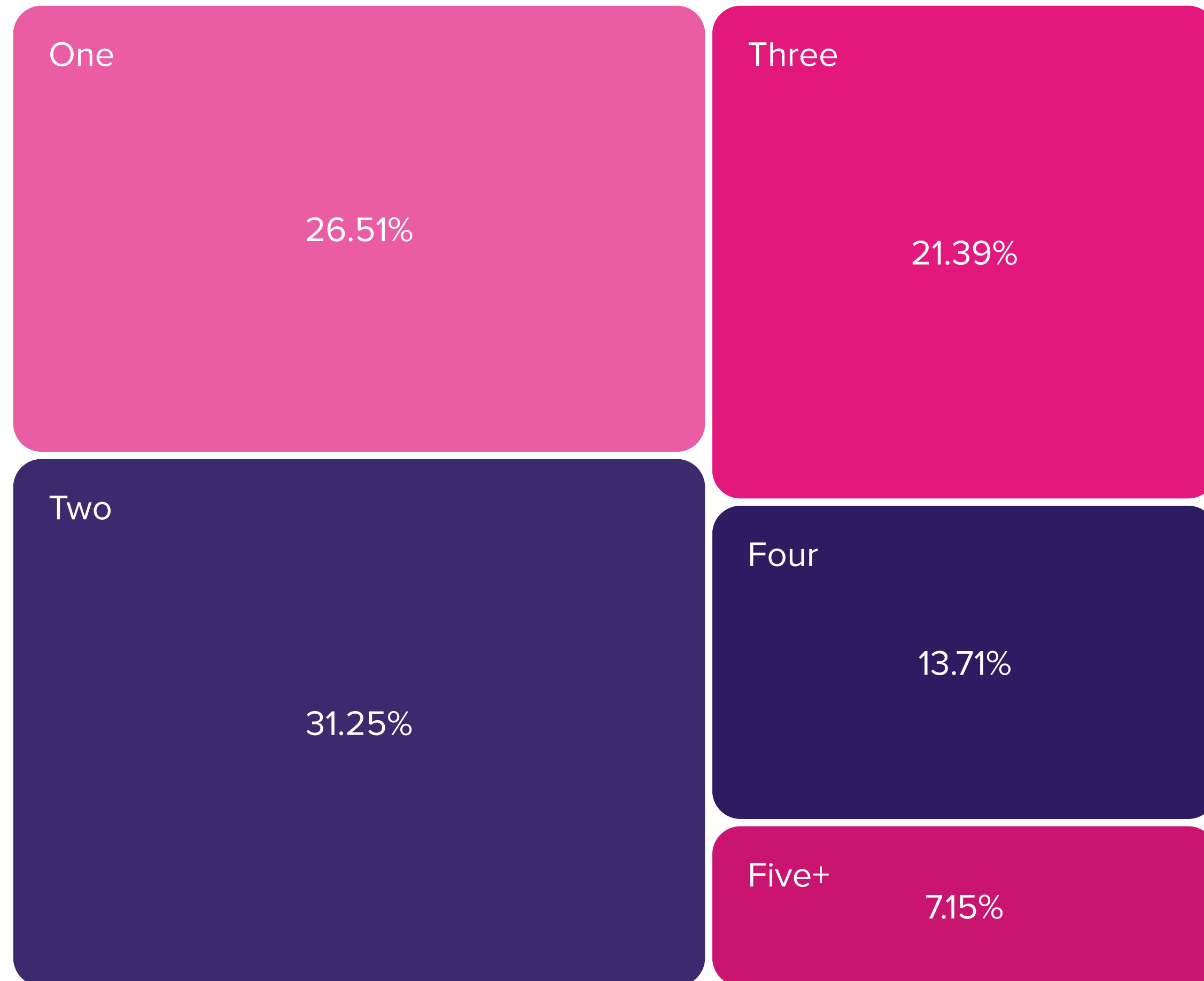
Deposit bracket (£)



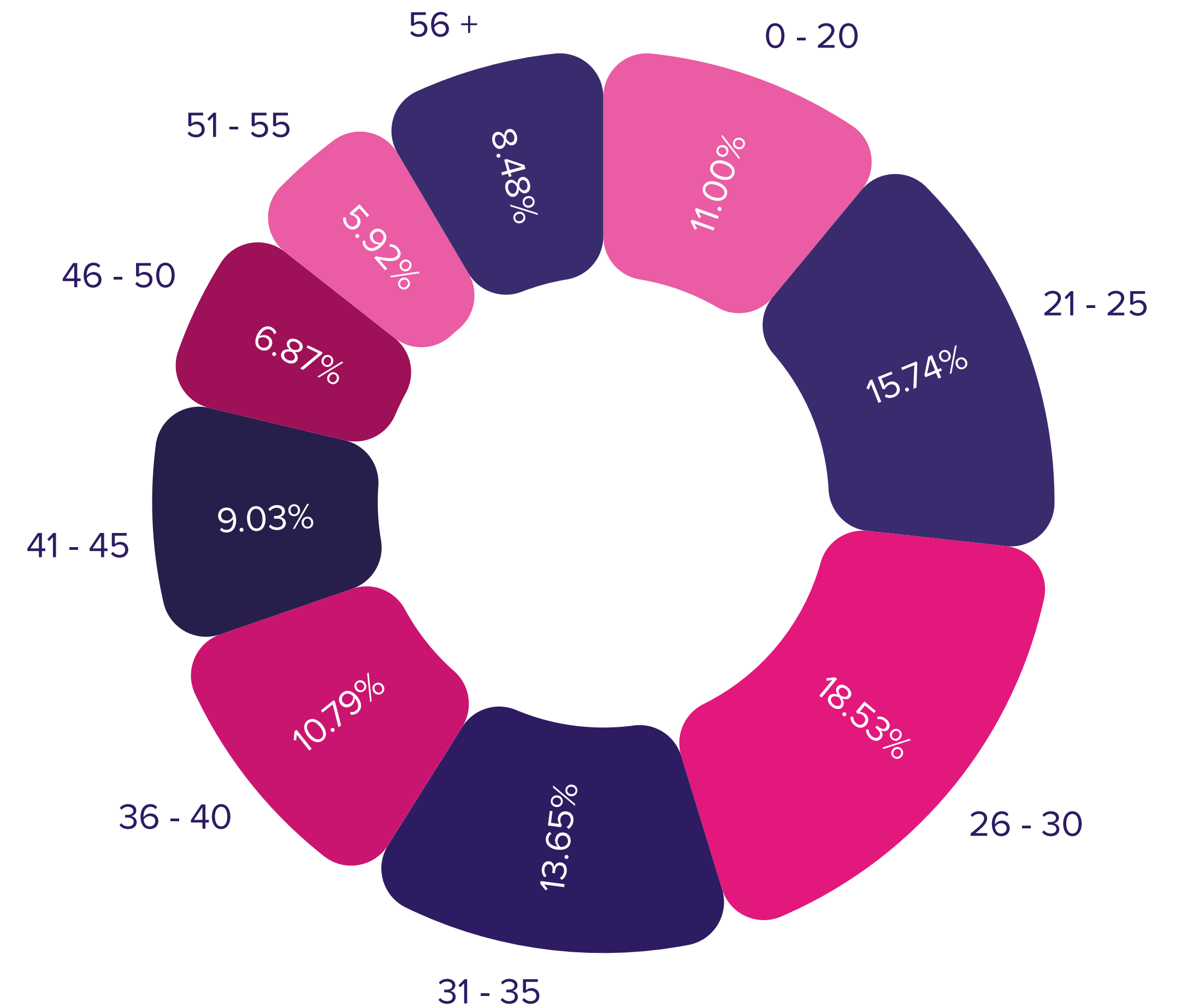
Active registrants

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

Household size



Age



Most popular development this month

SHARE
TO BUY

🔍 South Holland



Fantail View

Shared Ownership -
Pricing to be confirmed



homemade

Homemade Homes
by Accent
22 Enquiries

 **2-4 Bedroom**

 **1 Bathroom**

 **Private Garden**

A new collection of detached, semi-detached and terrace homes coming to Spalding, Lincolnshire. This new development enjoys picturesque countryside surroundings and excellent amenities.

East of England

SHARE
TO BUY

May 2023 figures

LISTINGS ADDED

251

NEW REGISTRANTS

669

TOTAL ENQUIRIES

2,910



Listings live per county

SHARE
TO BUY

County | Number of listings live

Cambridgeshire | **190**

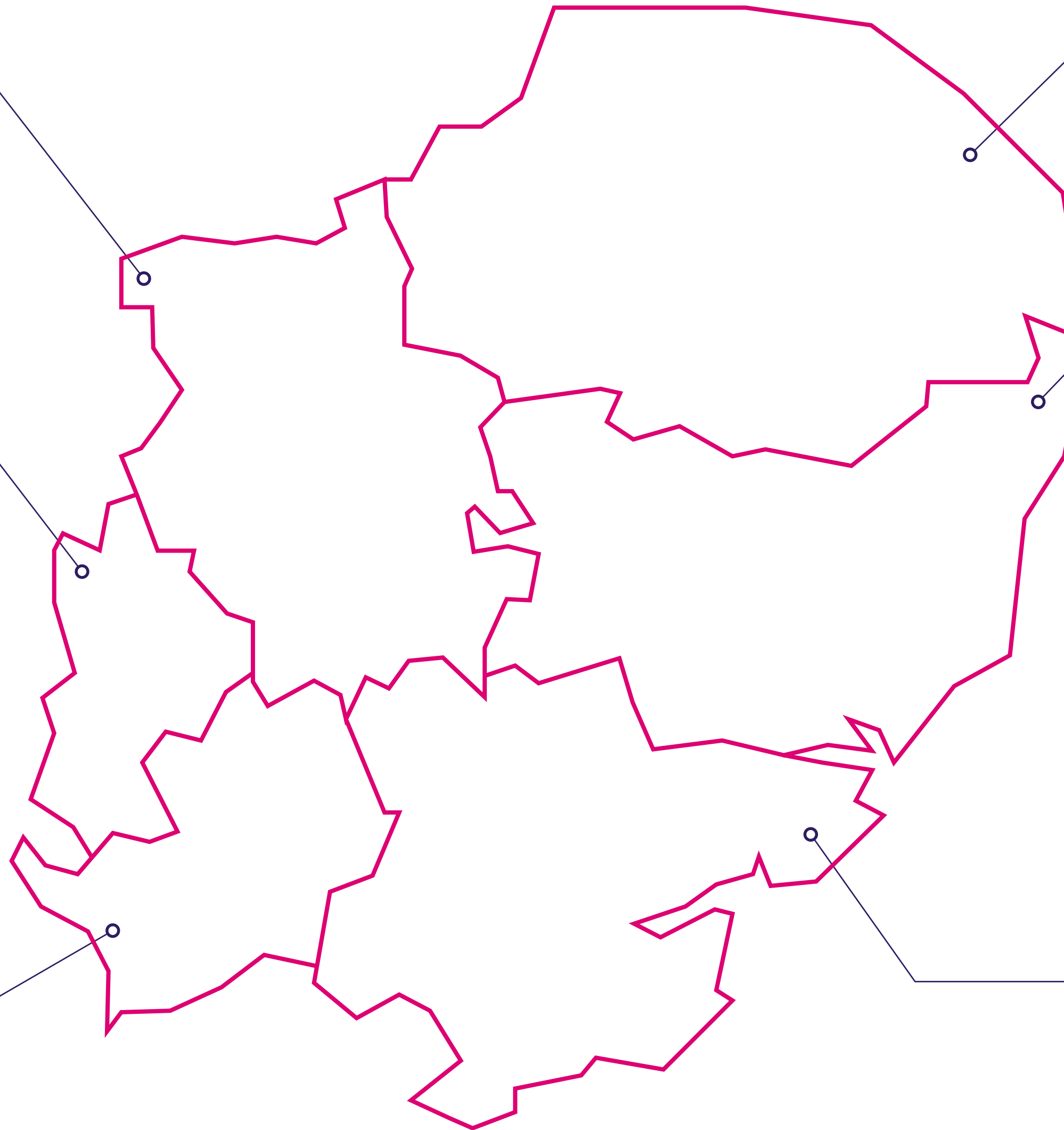
Bedfordshire | **102**

Norfolk | **76**

Suffolk | **73**

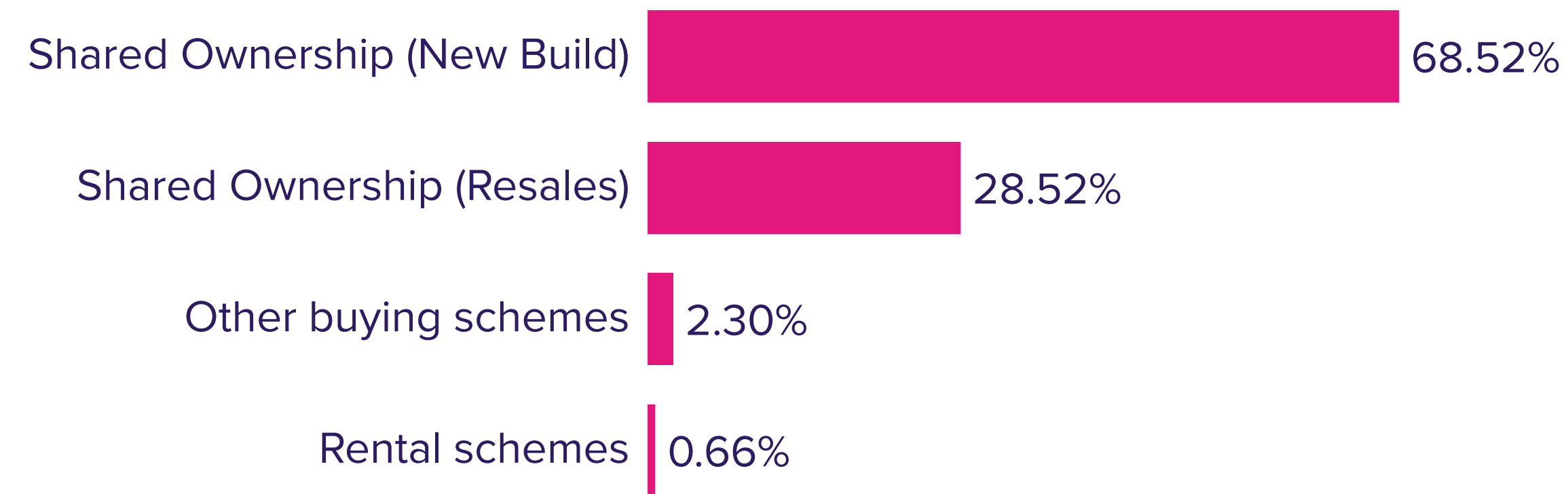
Hertfordshire | **221**

Essex | **209**

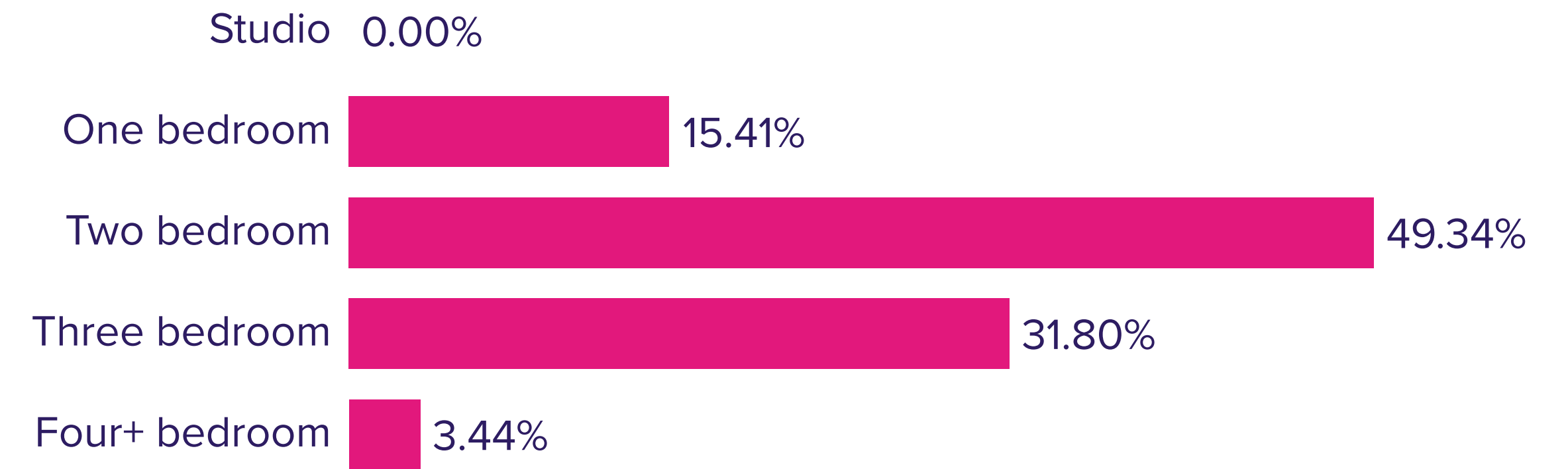


Breakdown of property details based on May's live listings:

Tenure



Property size



Property type

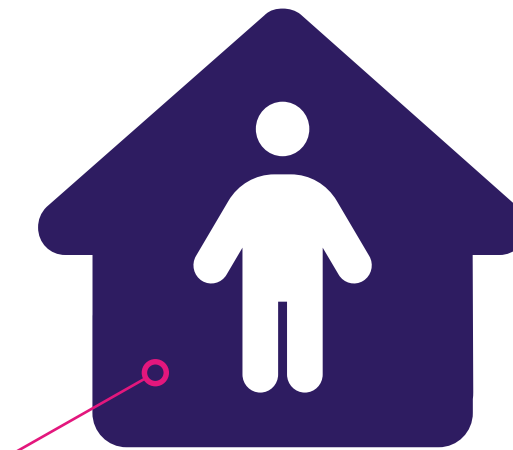
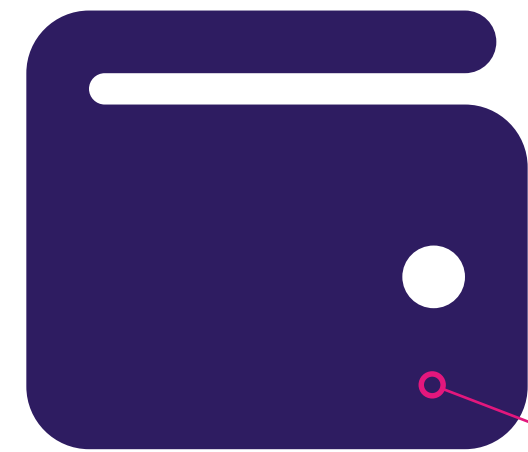


Average property price



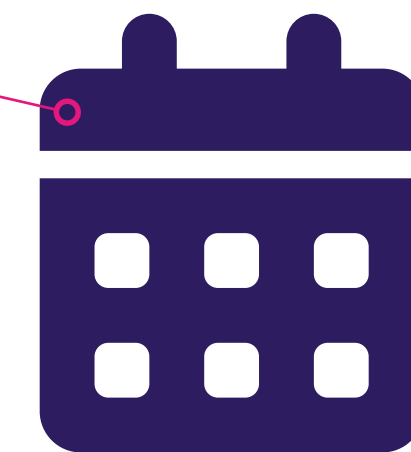
Based on May's enquiries, the average buyer in the East of England looks like:

Income
£50,533

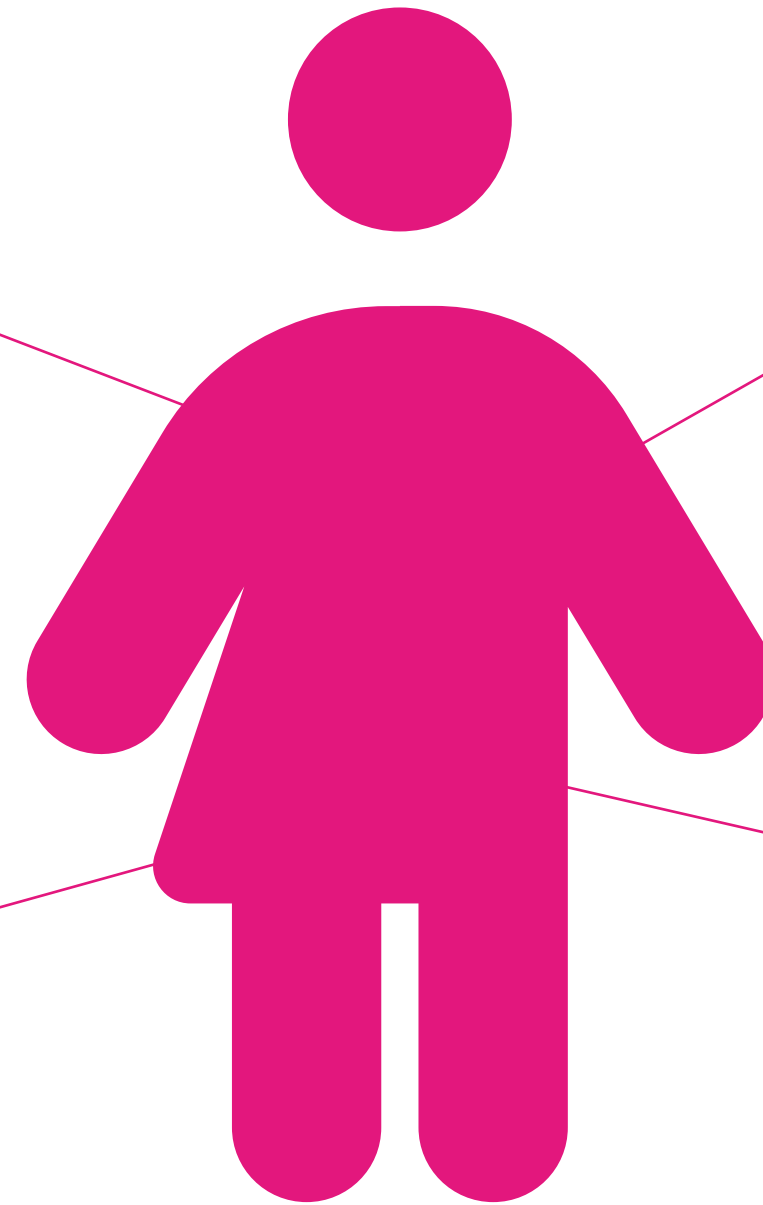


Household
Two people

Deposit
£26,642



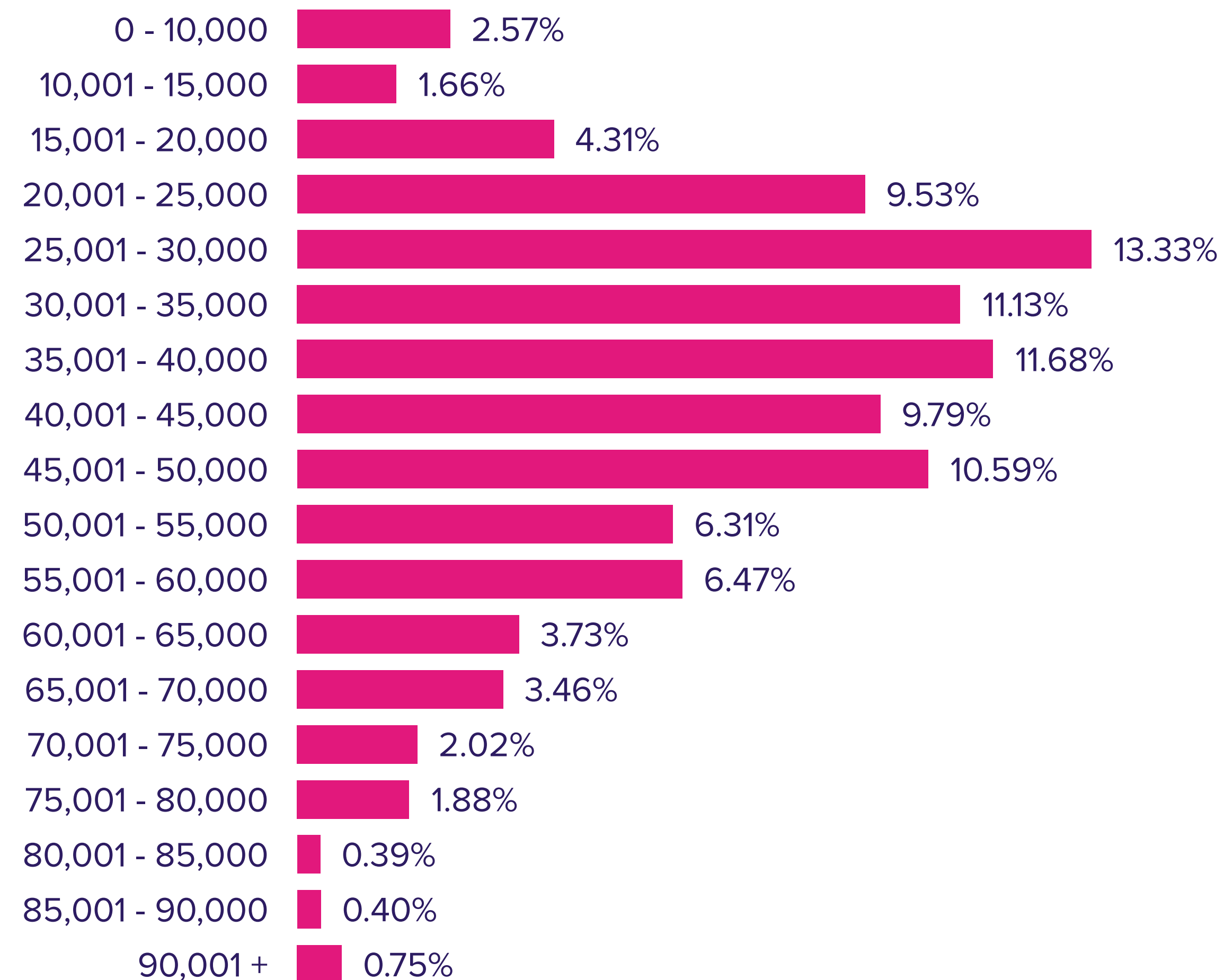
Age
35



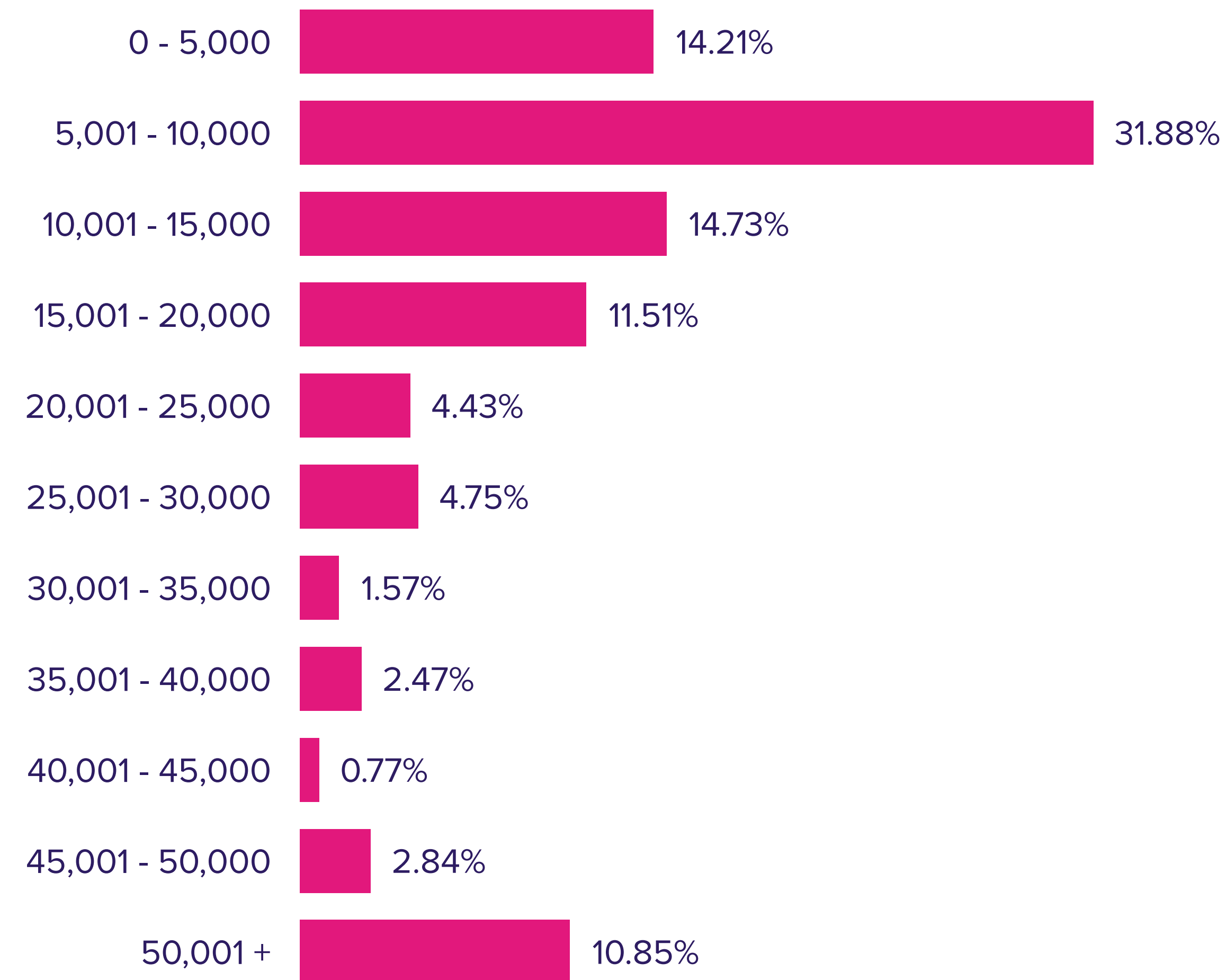
Active registrants

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

Income bracket (£)



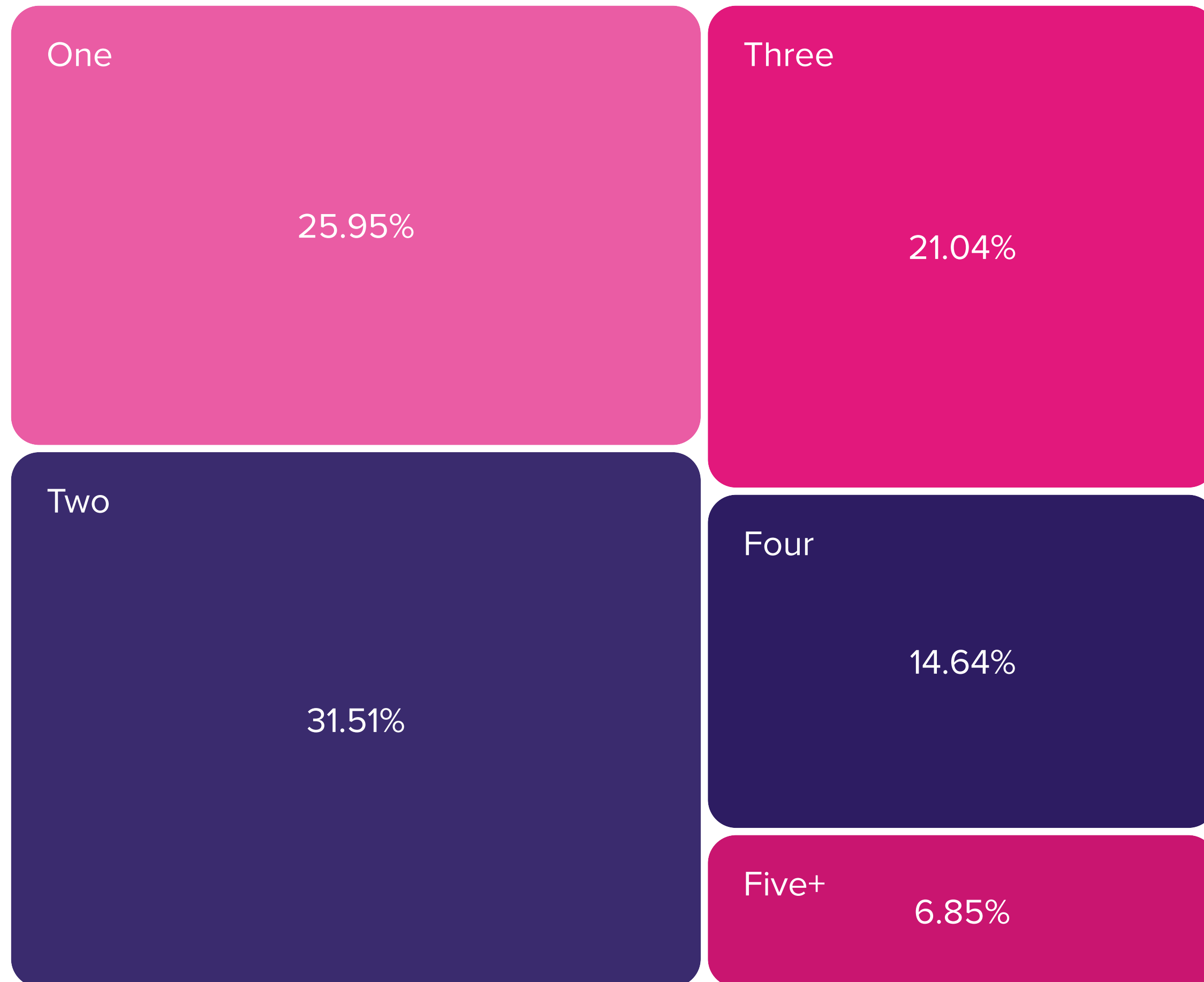
Deposit bracket (£)



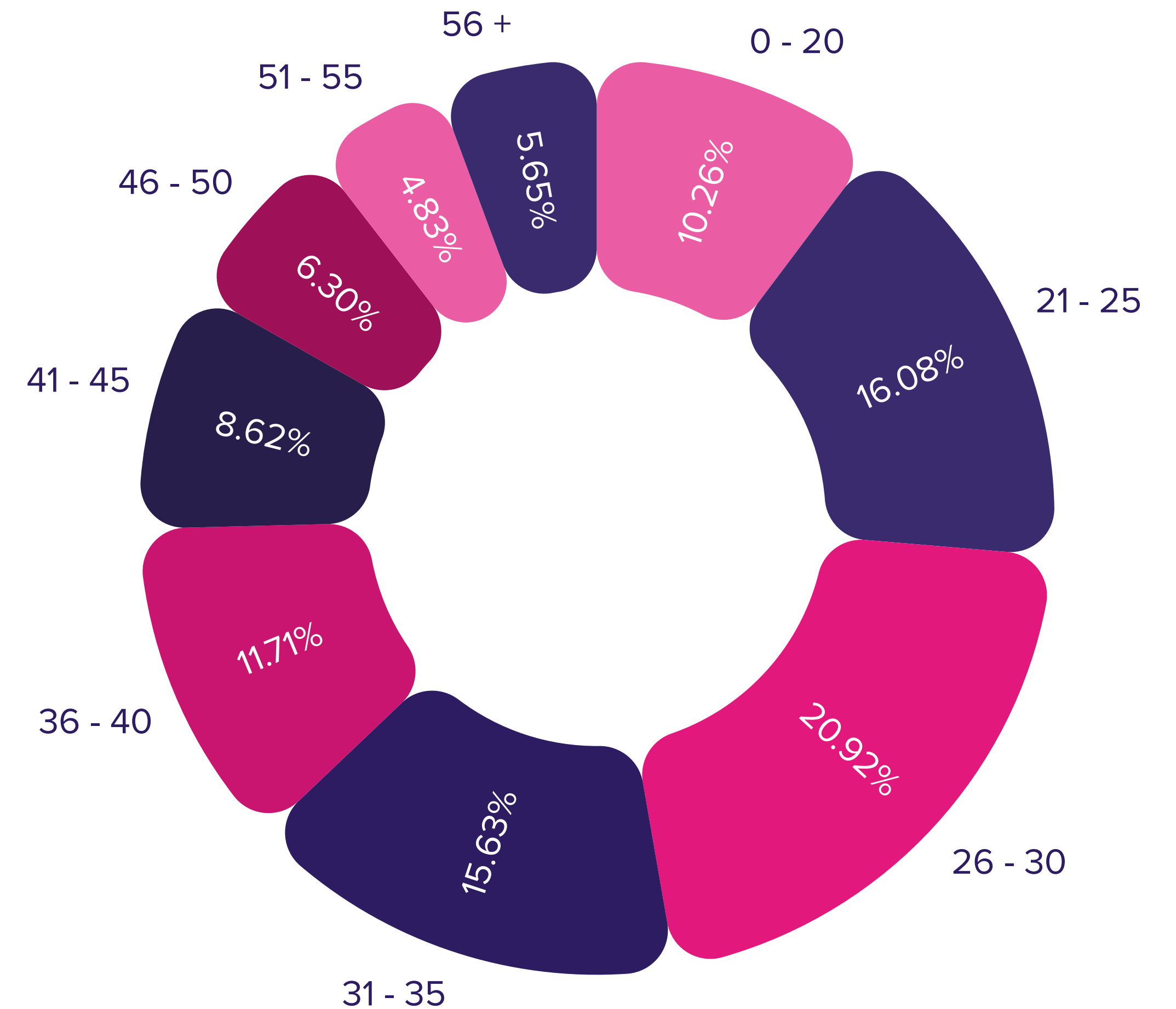
Active registrants

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

Household size



Age



Most popular development this month

SHARE

TO BUY

🔍 Epping Forest



Meadow View

Shared Ownership -
£116,250 for a 25% share



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 West

SHARE
TO BUY

May 2023 figures

LISTINGS ADDED

28

NEW REGISTRANTS

157

TOTAL ENQUIRIES

181



Listings live per county

County | Number of listings live

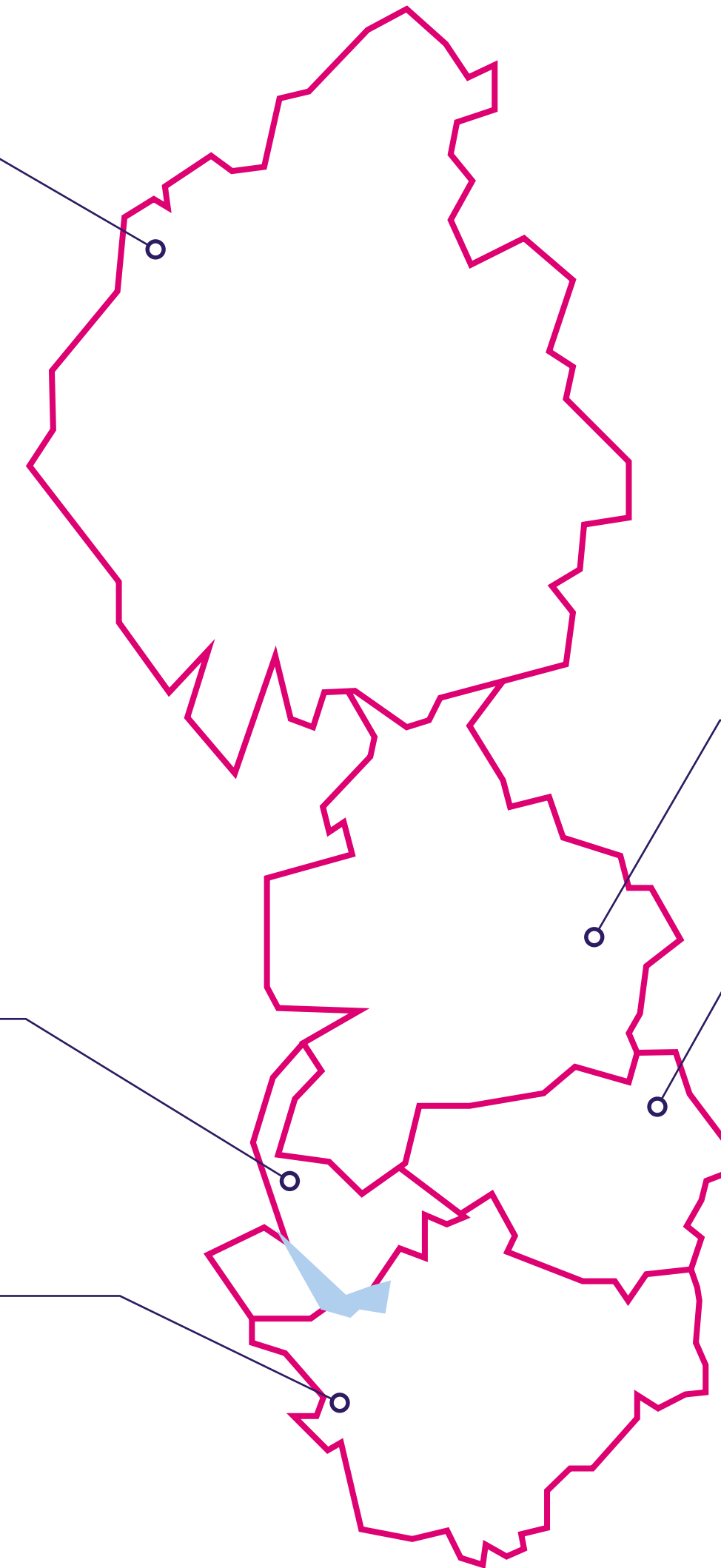
Cumbria | 8

Merseyside | 17

Cheshire | 37

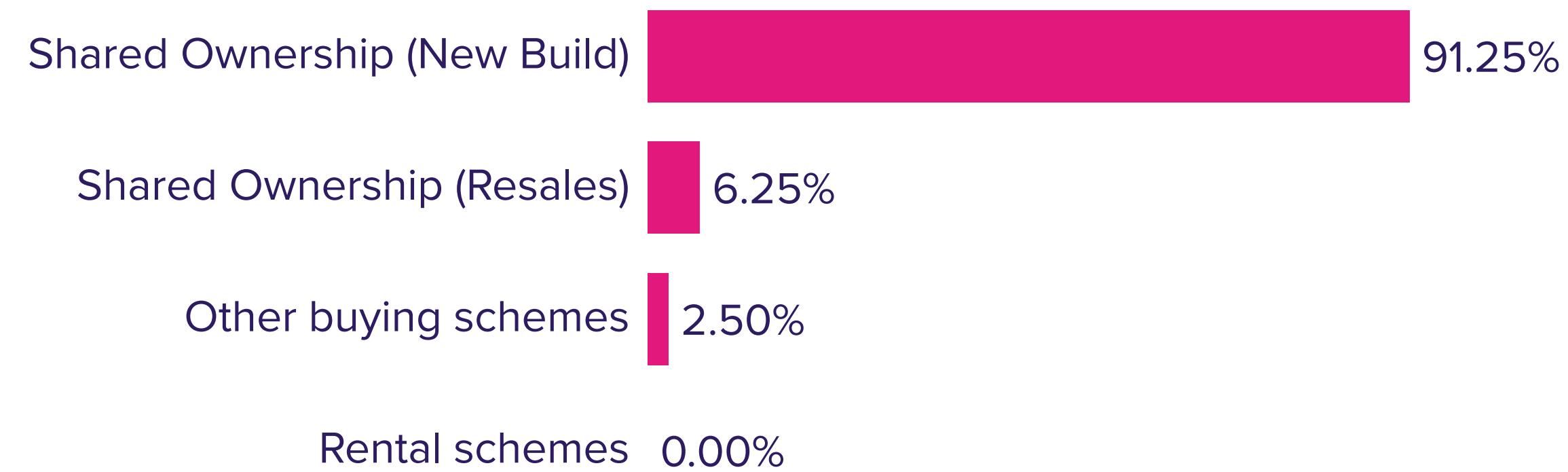
Lancashire | 55

Greater Manchester | 46



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

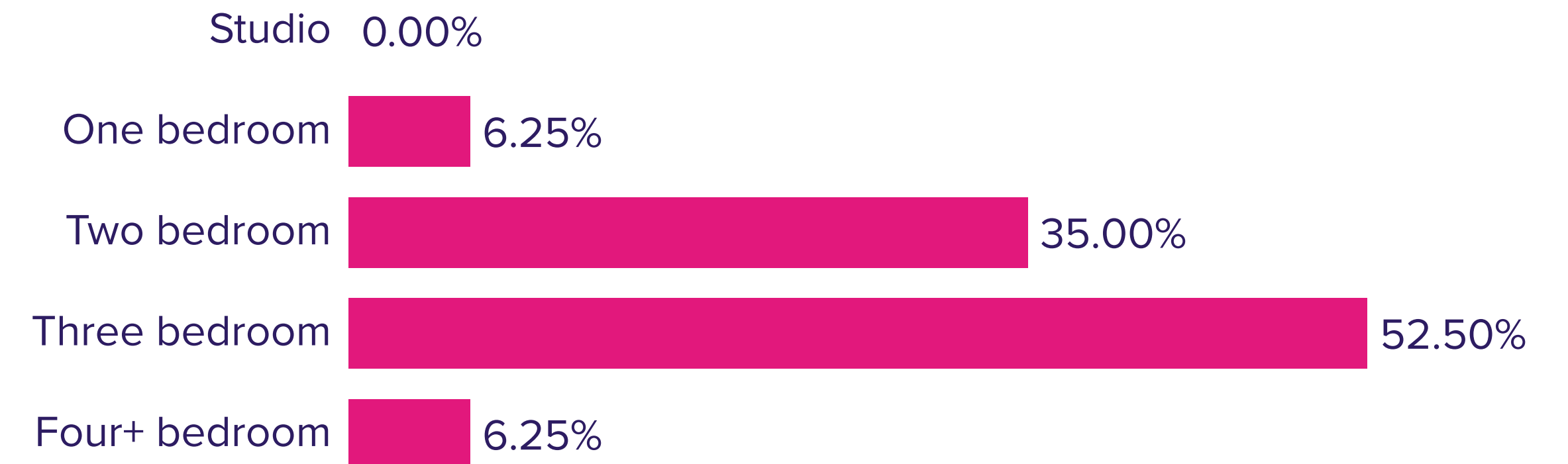
Tenure



Property type



Property size

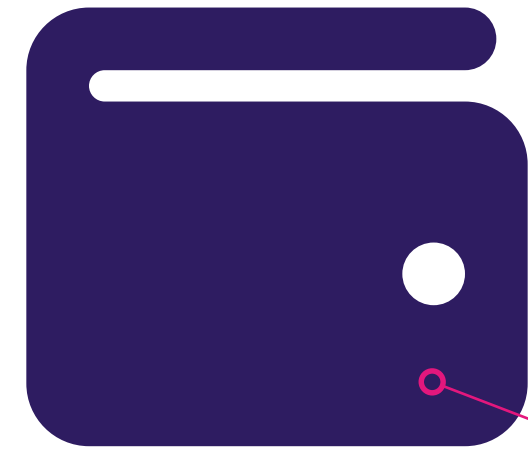


Average property price

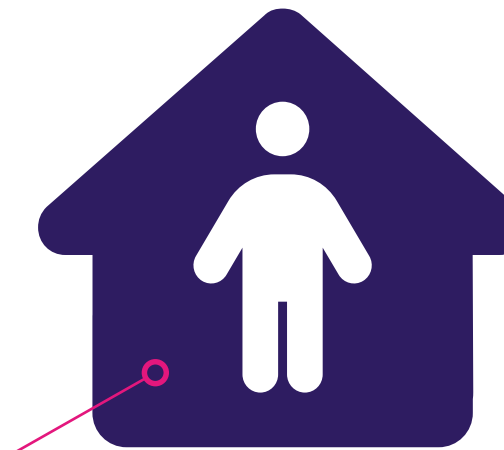


Based on May's enquiries, the average buyer in the North West looks like:

Income
£38,872



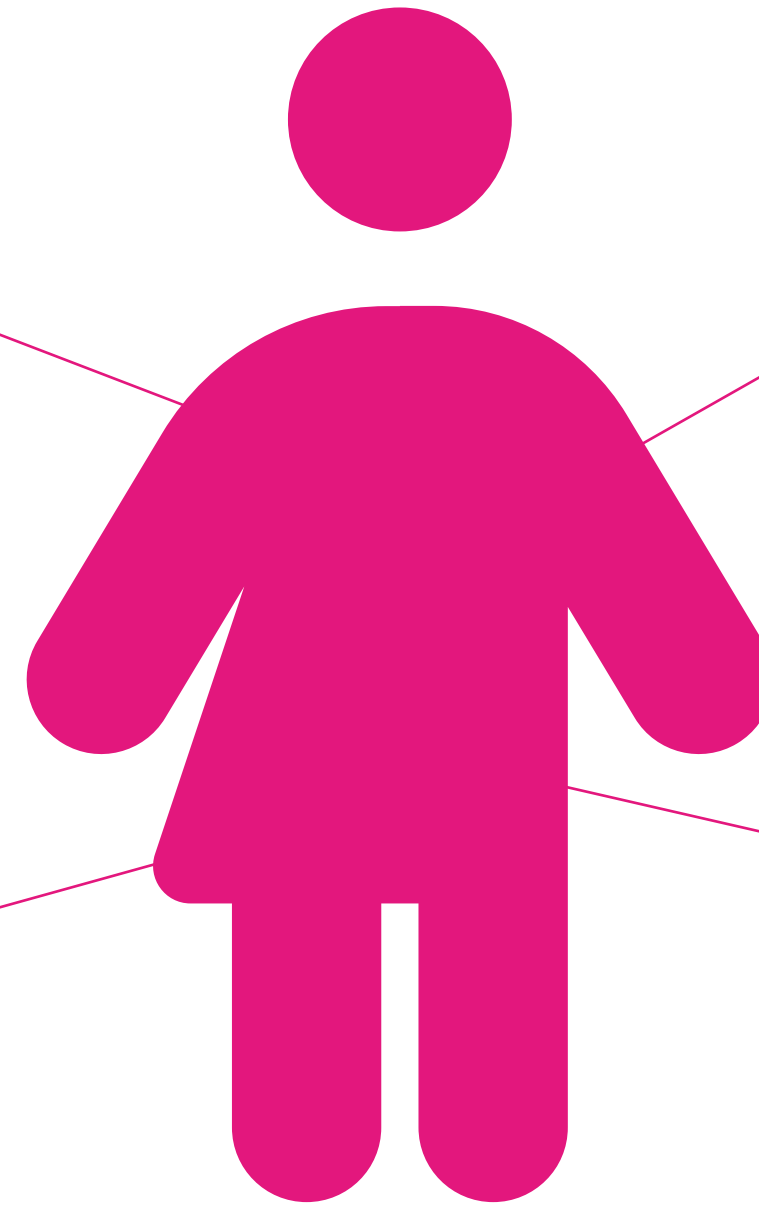
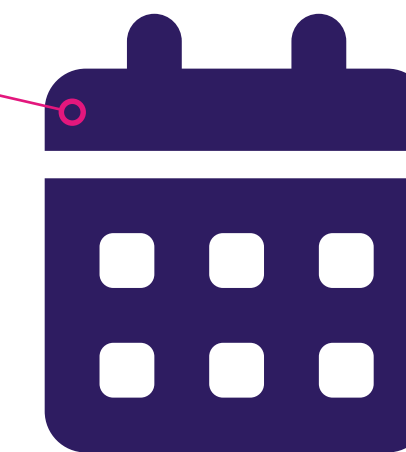
Household
Two people



Deposit
£18,238



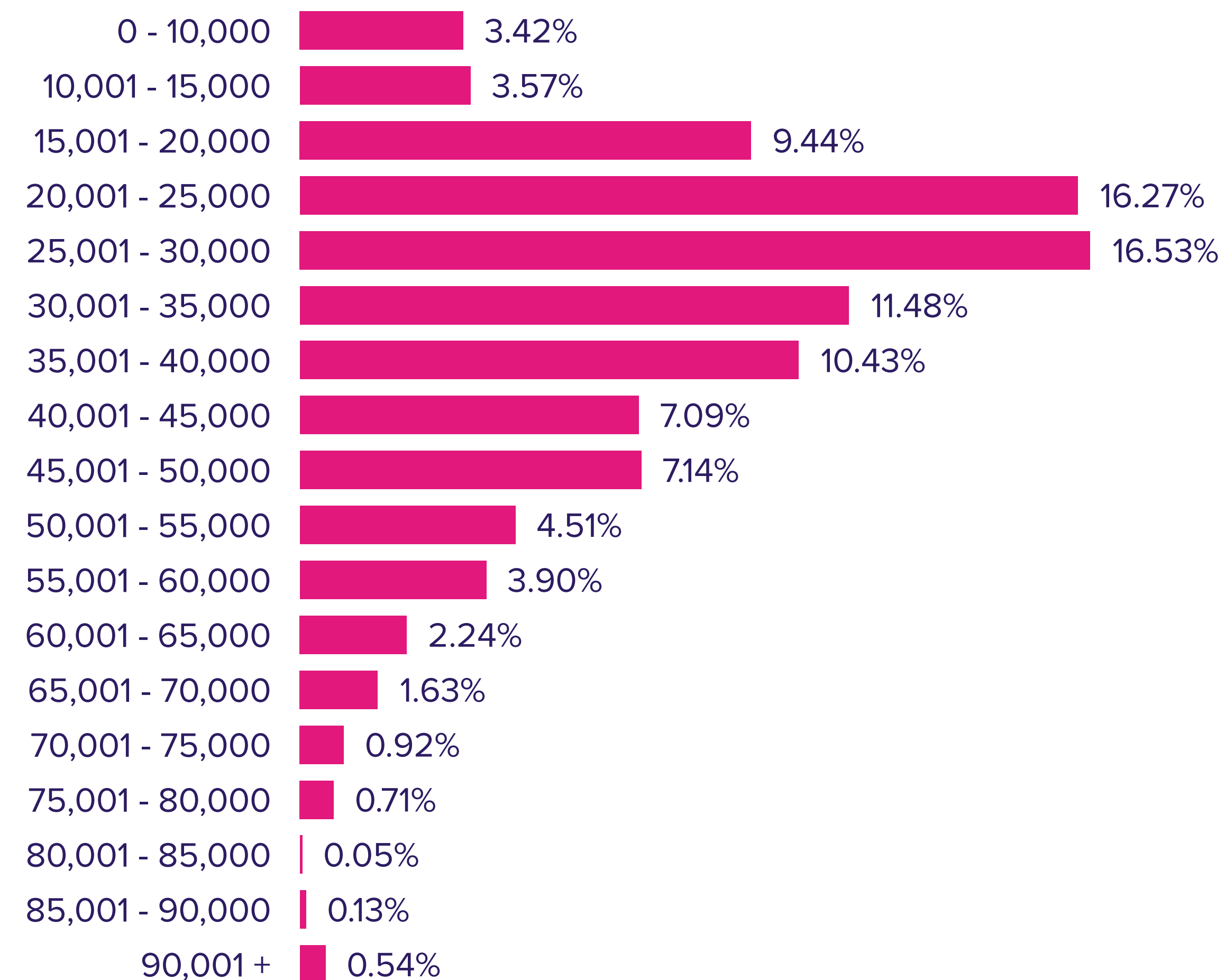
Age
34



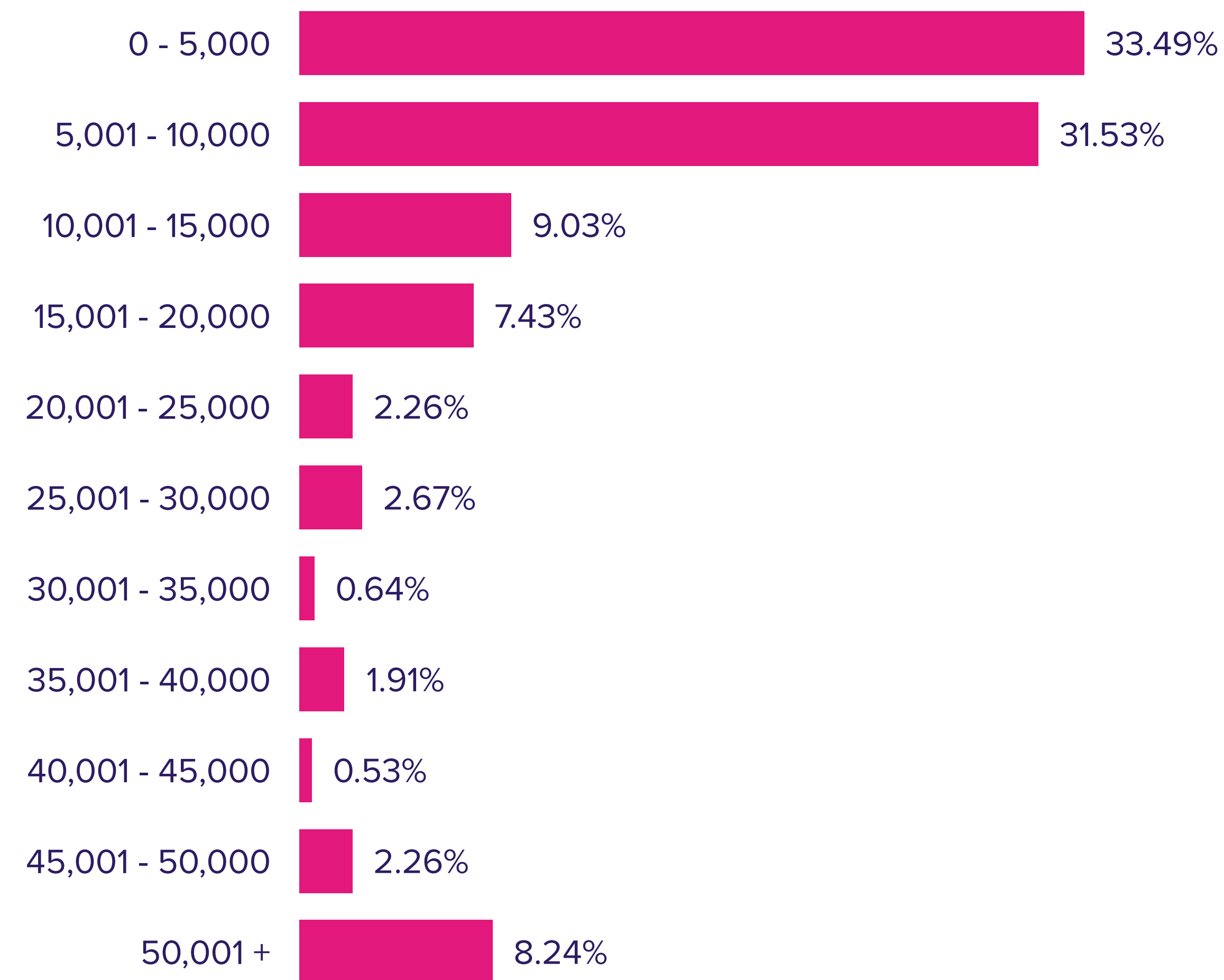
Active registrants

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

Income bracket (£)



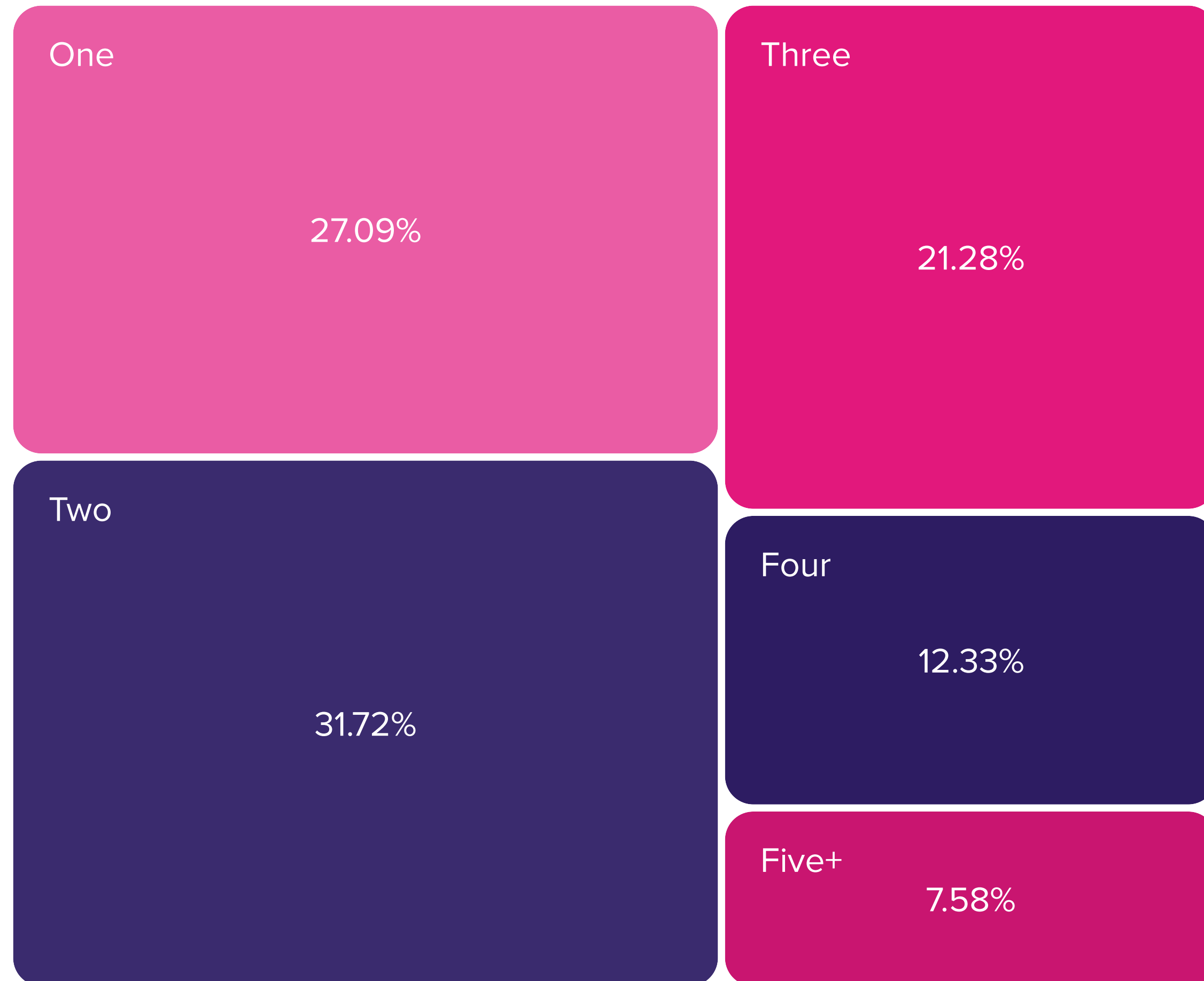
Deposit bracket (£)



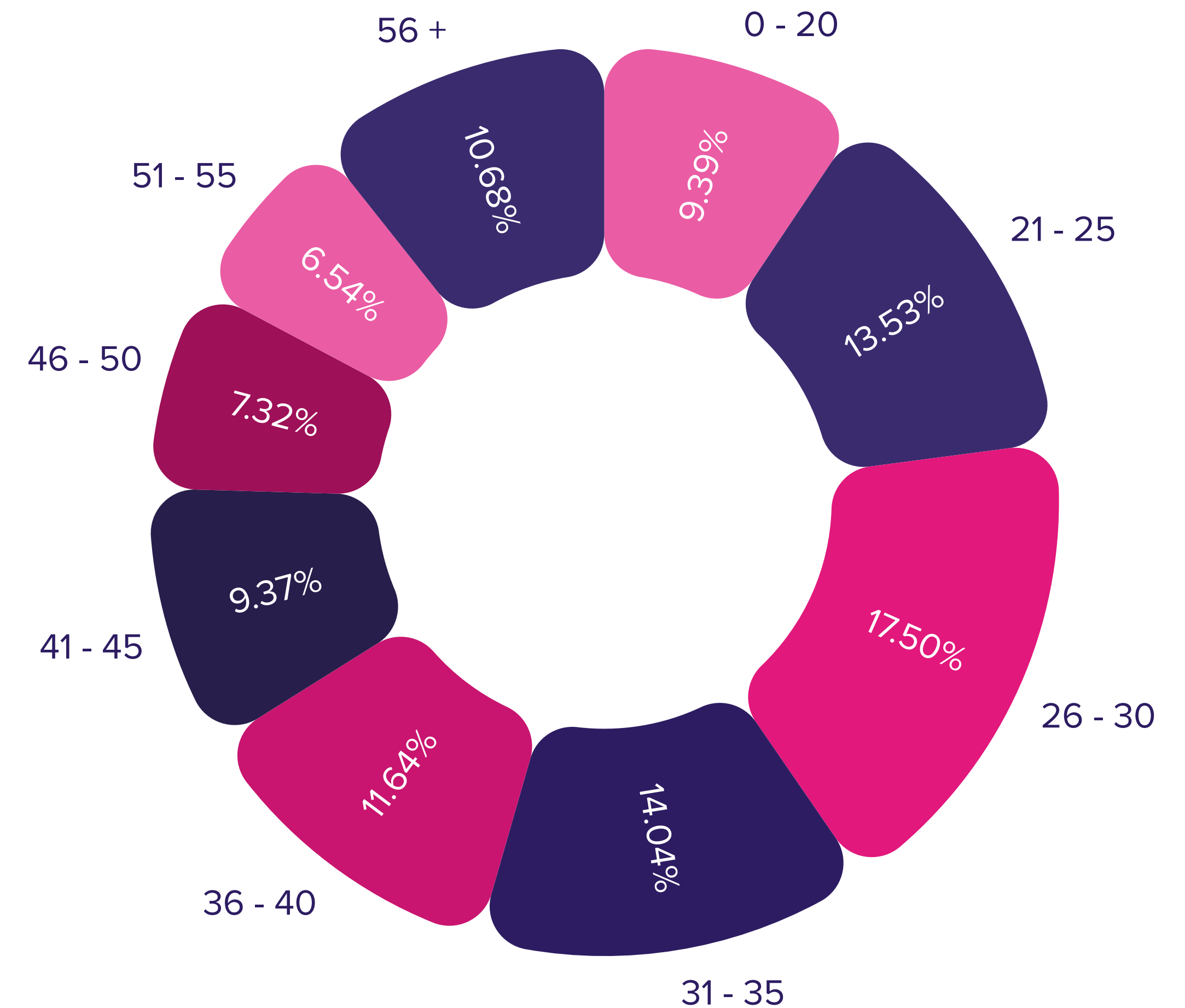
Active registrants

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 -
£120,000 for a 50% share


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.

May 2023 figures

LISTINGS ADDED

363

NEW REGISTRANTS

1,369

TOTAL ENQUIRIES

5,602



Listings live per county

SHARE
TO BUY

County | Number of listings live

Buckinghamshire | **110**

Oxfordshire | **83**

Berkshire | **102**

Surrey | **185**

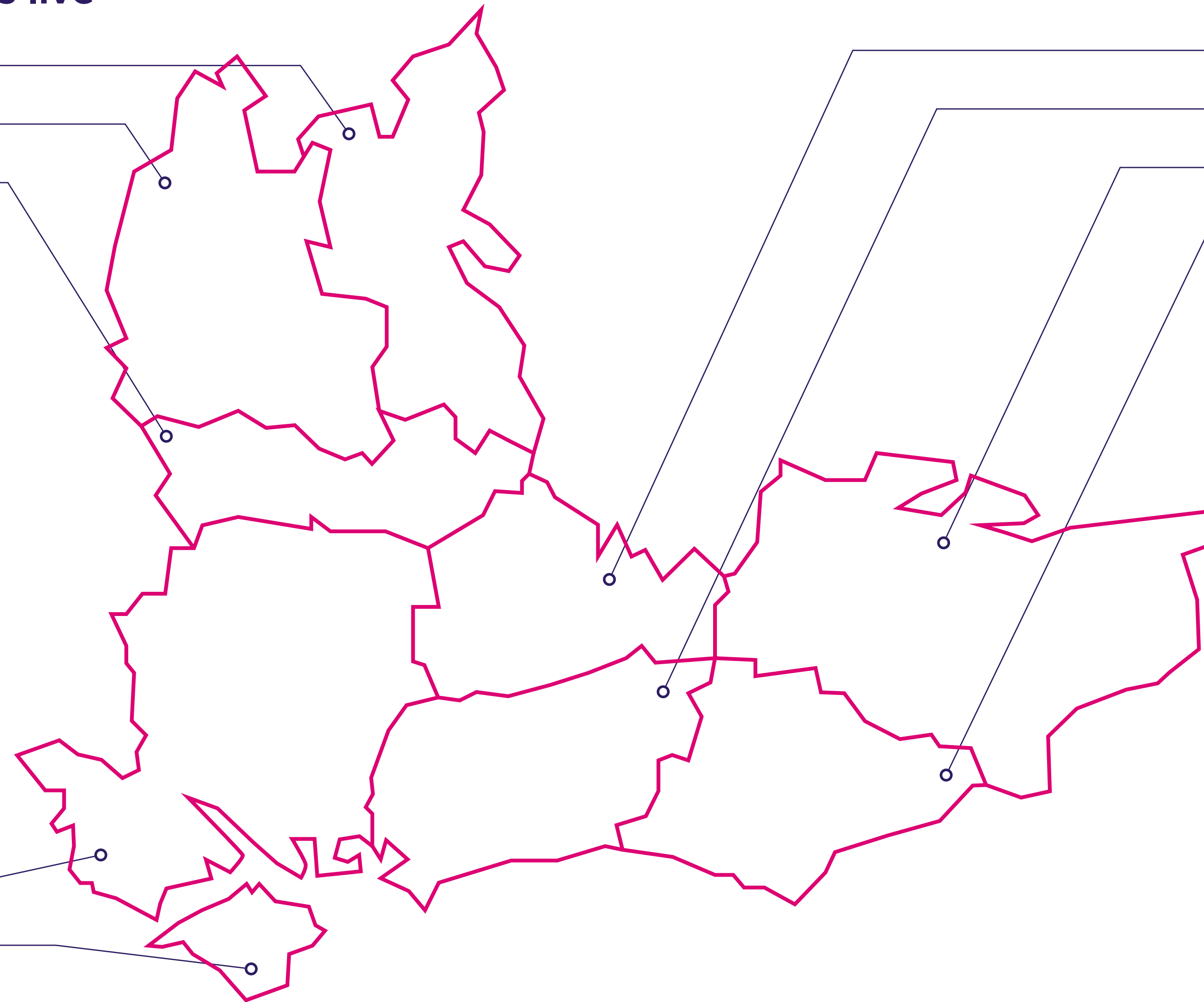
West Sussex | **156**

Kent | **319**

East Sussex | **104**

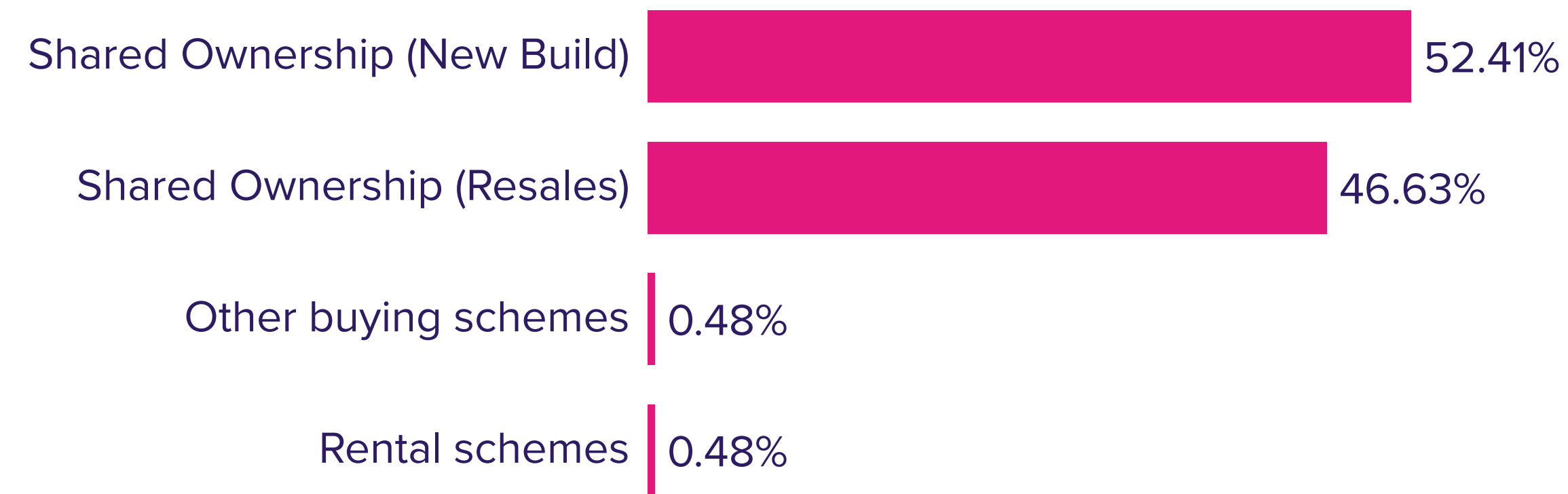
Hampshire | **279**

Isle of Wight | **2**

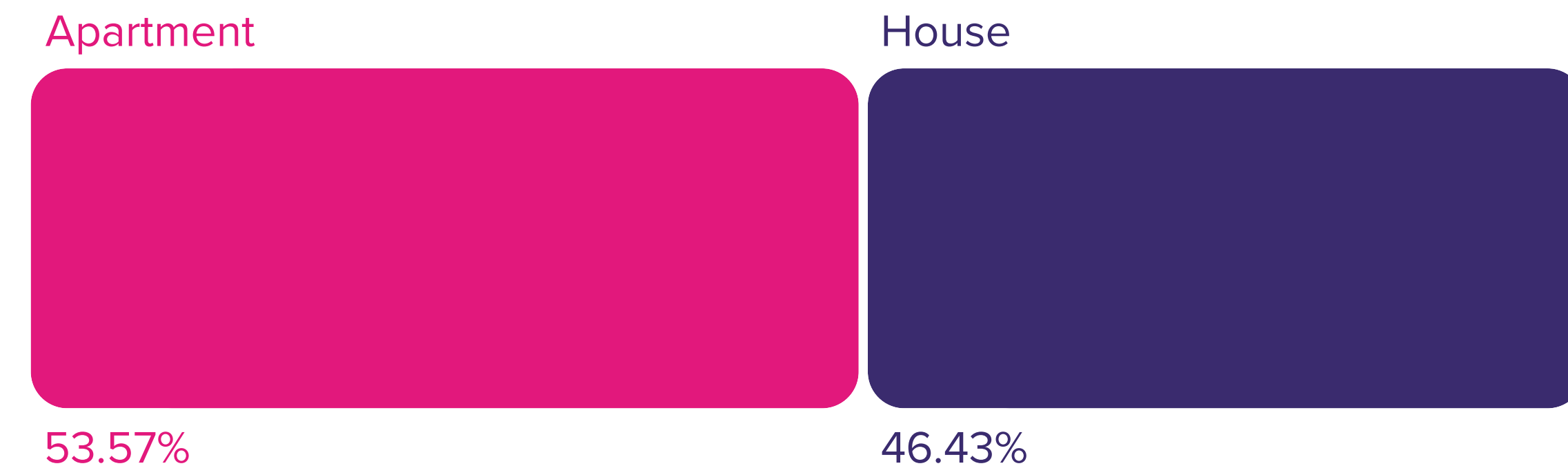


Breakdown of property details based on May's live listings:

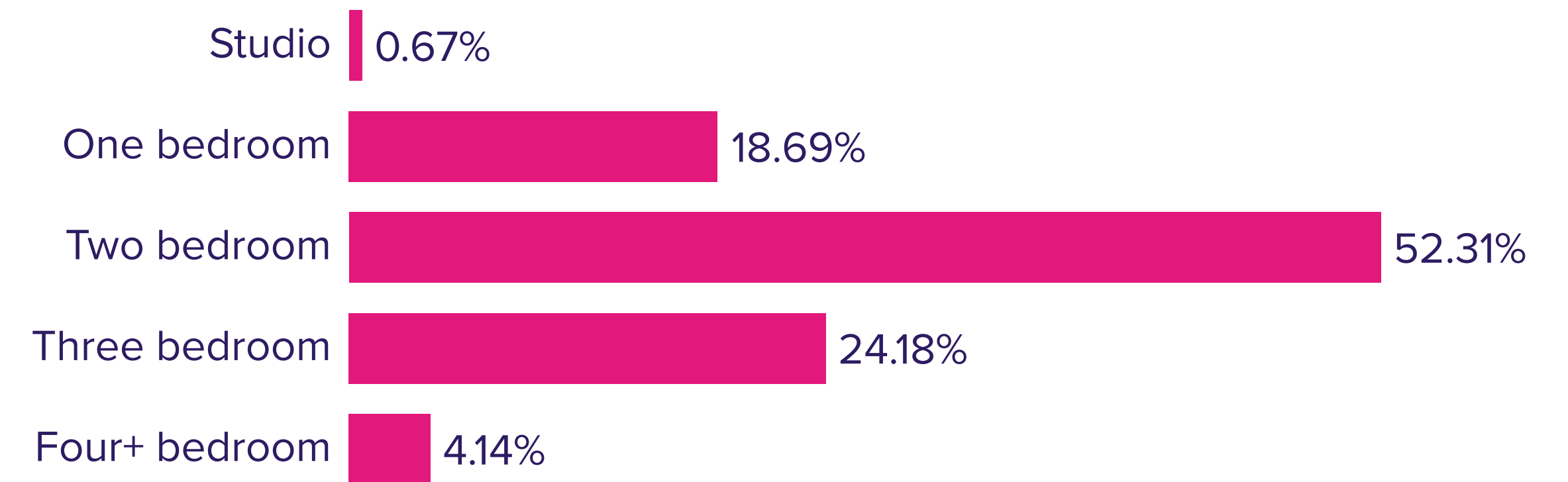
Tenure



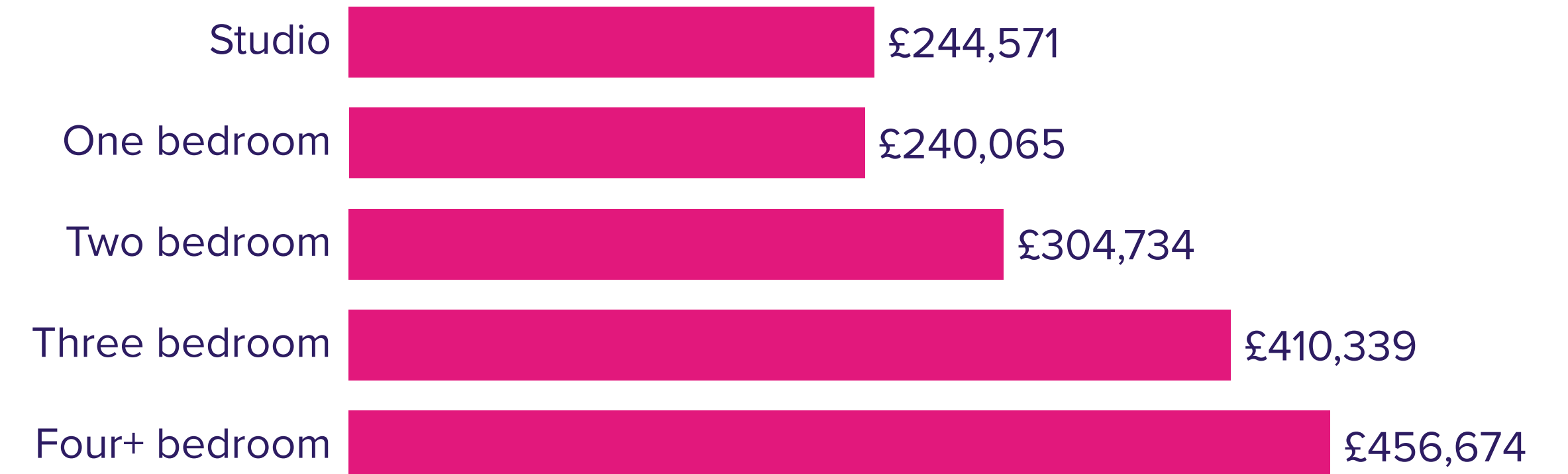
Property type



Property size

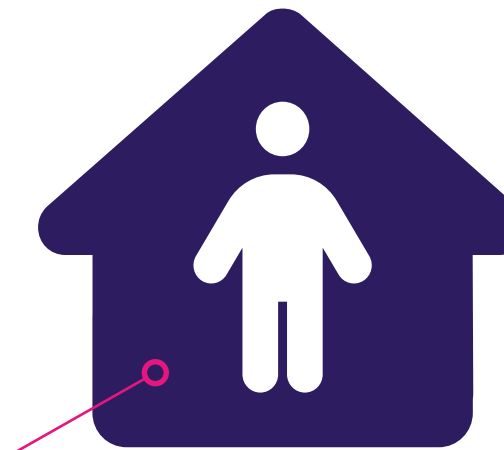
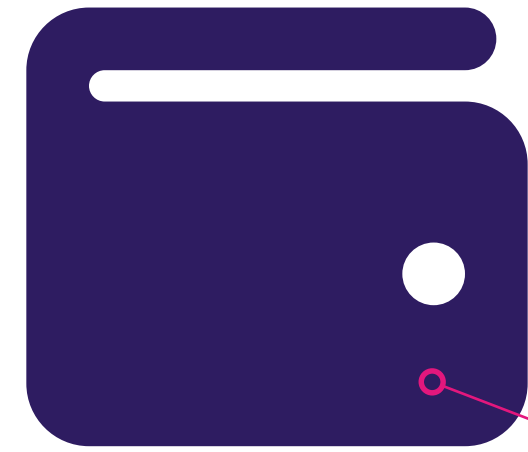


Average property price



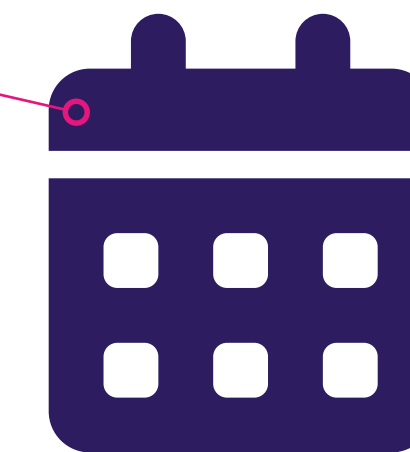
Based on May's enquiries, the average buyer in the South East looks like:

Income
£46,039

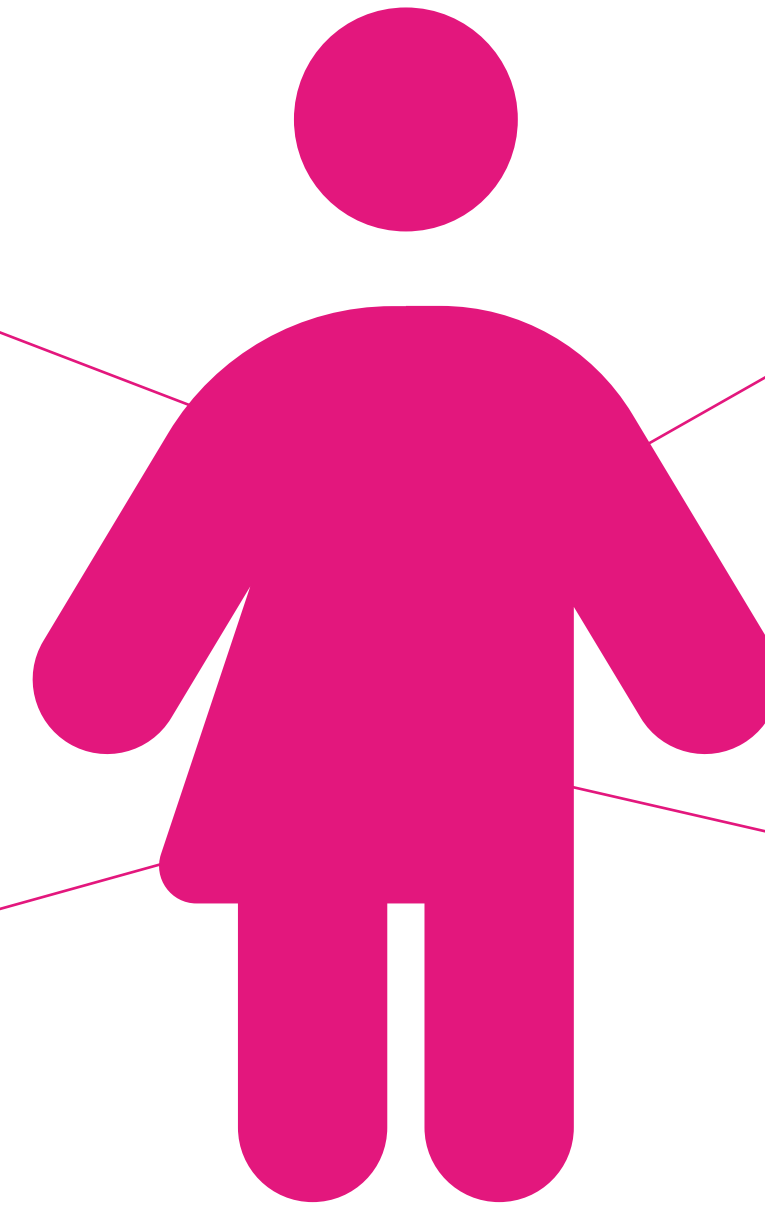


Household
Two people

Deposit
£24,817



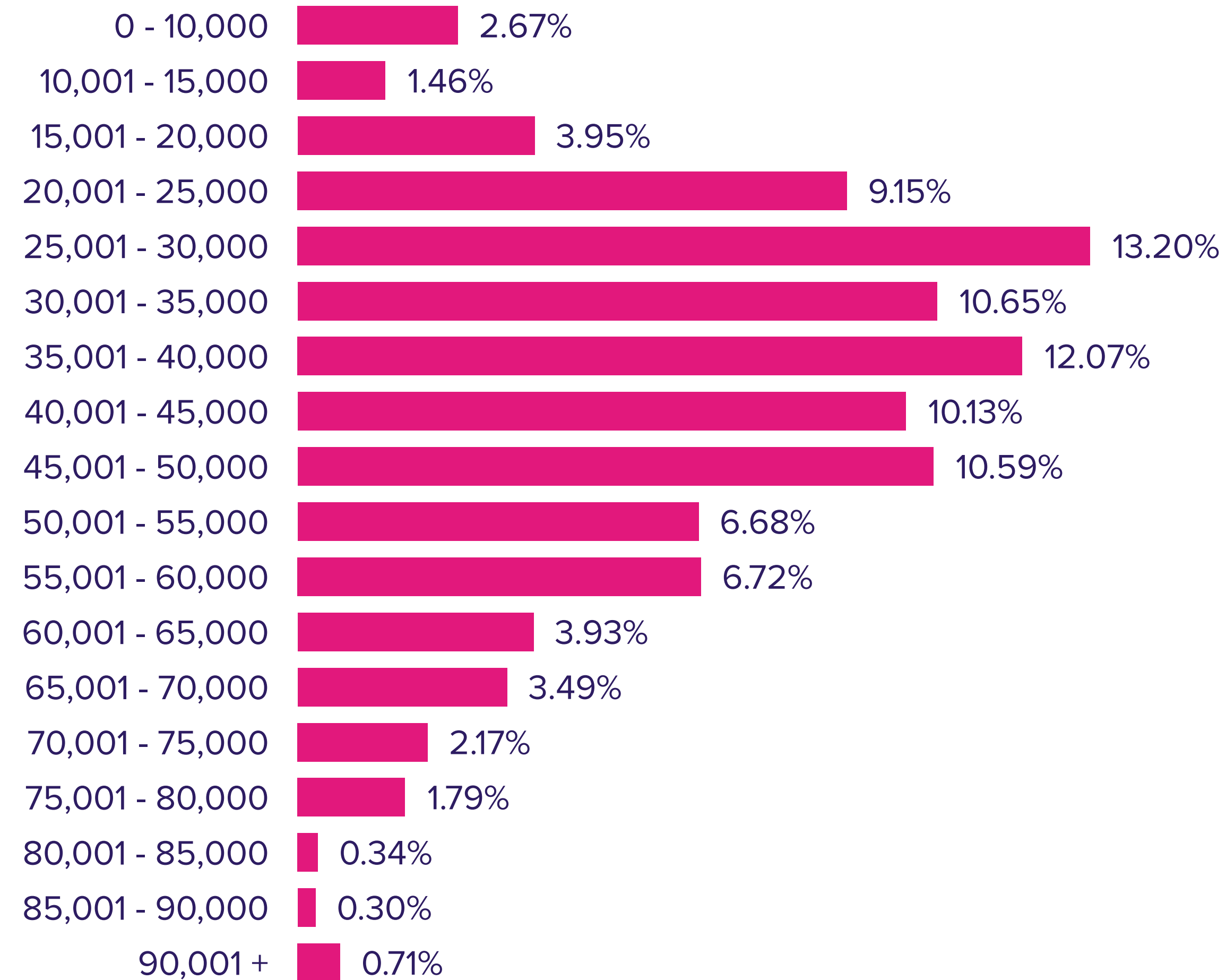
Age
35



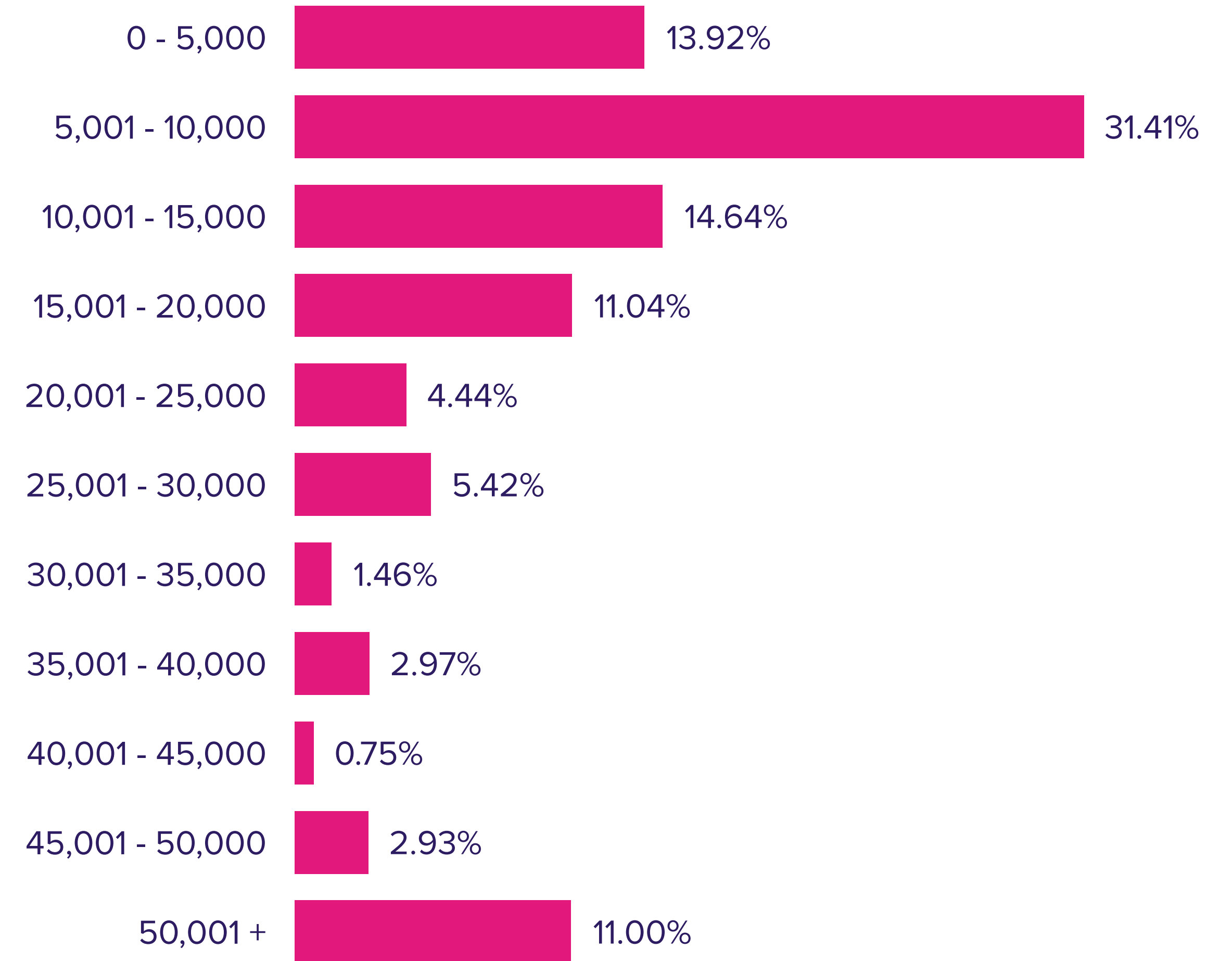
Active registrants

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

Income bracket (£)



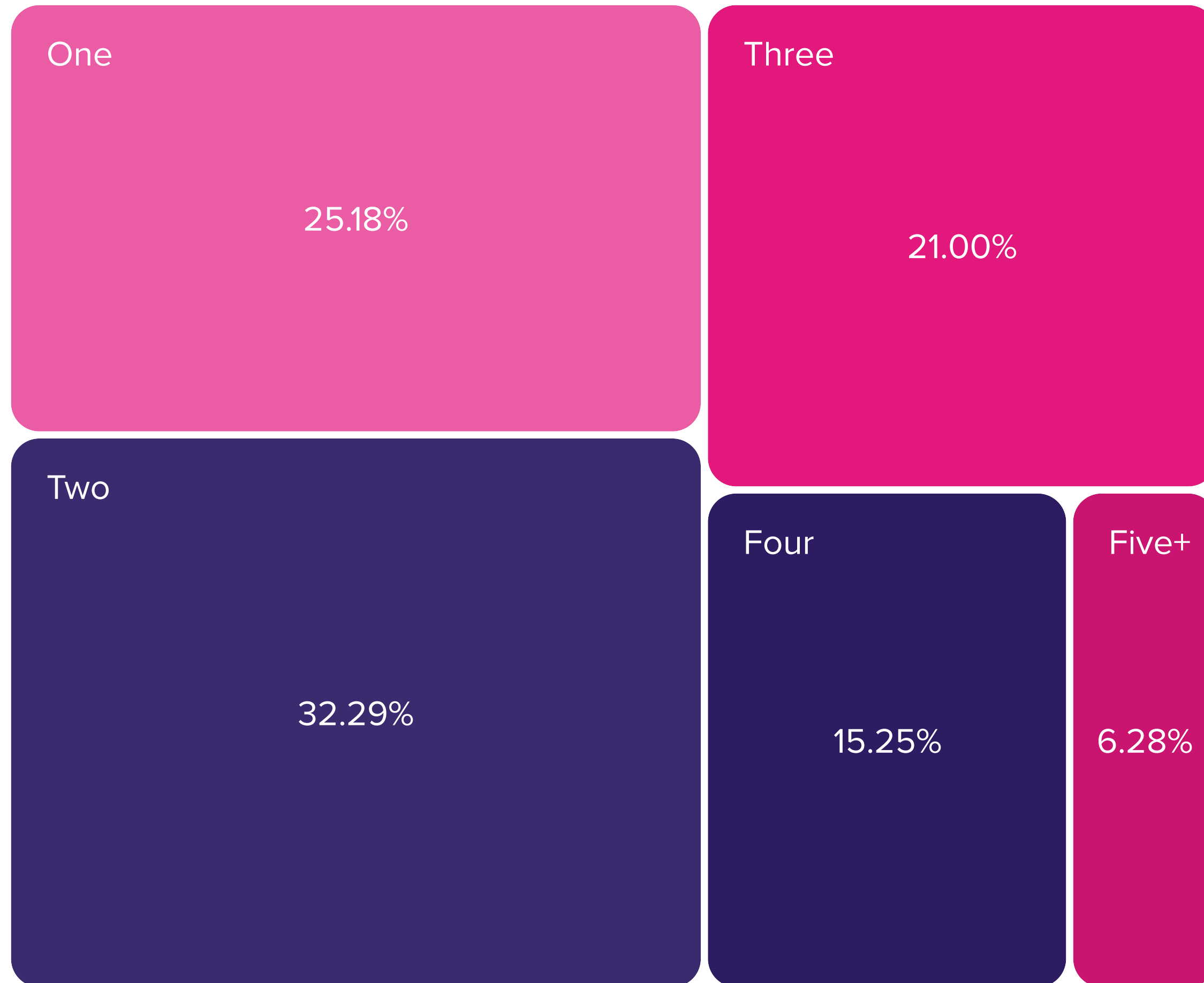
Deposit bracket (£)



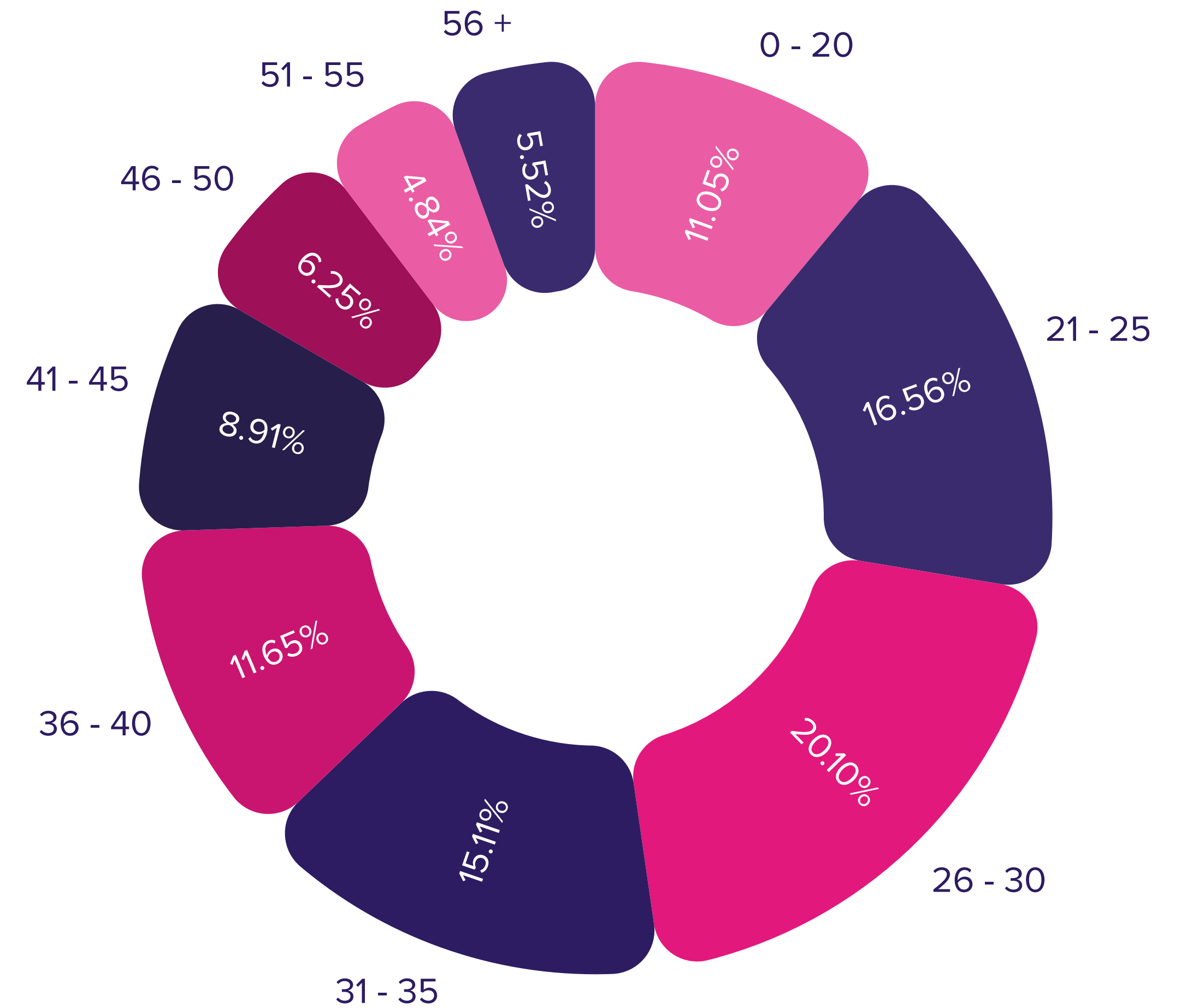
Active registrants

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**



Unity Gardens

Shared Ownership -
£129,500 for a 35% share


Latimer by Clarion
Housing Group
63 Enquiries

 **1-3 Bedroom**

 **1 Bathroom**

 **Private Garden**

These high-quality houses and apartments are located within Ebbsfleet Garden City; a brand new community on the banks of the Thames. Ebbsfleet combines the best of both worlds: acres of glorious green space with only a short 17-minute rail journey into central London – and the shops, restaurants and entertainment venues of Bluewater on your doorstep.

May 2023 figures

LISTINGS ADDED

76

NEW REGISTRANTS

716

TOTAL ENQUIRIES

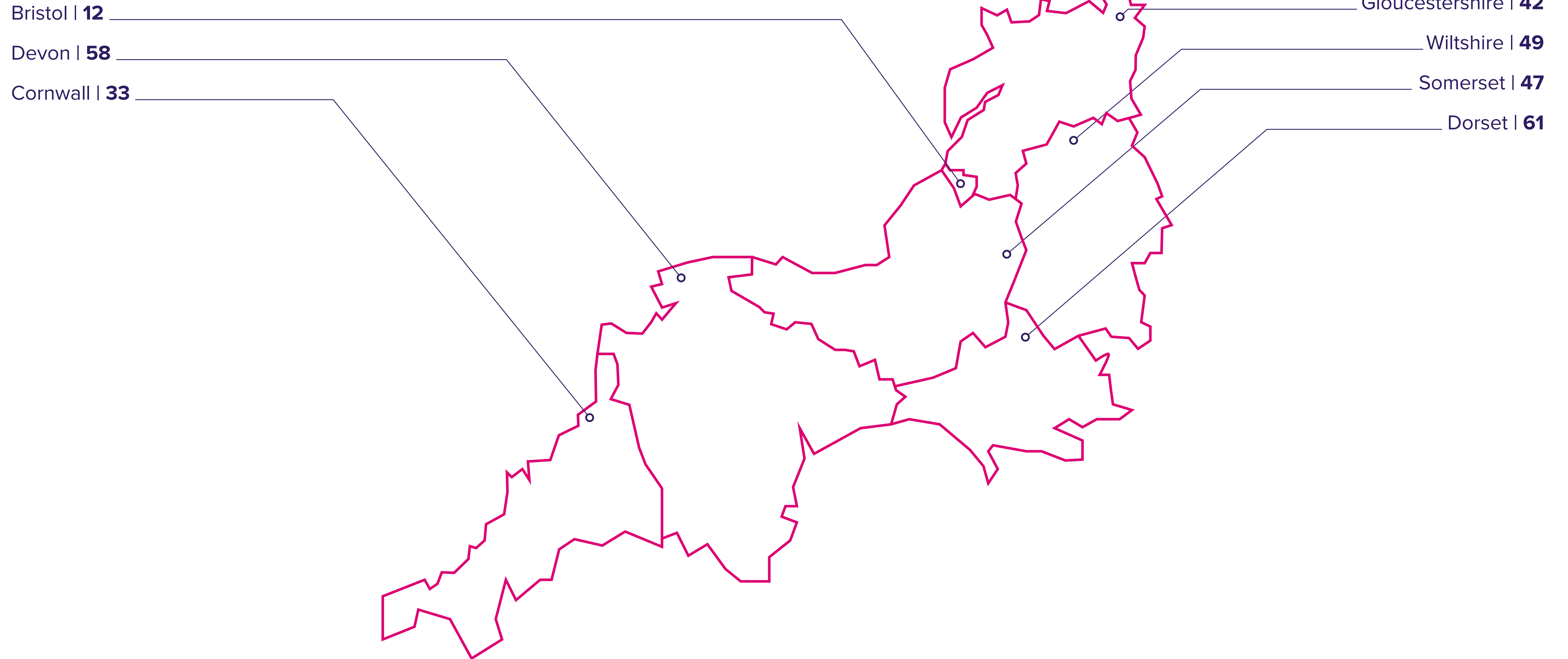
1,254



Listings live per county

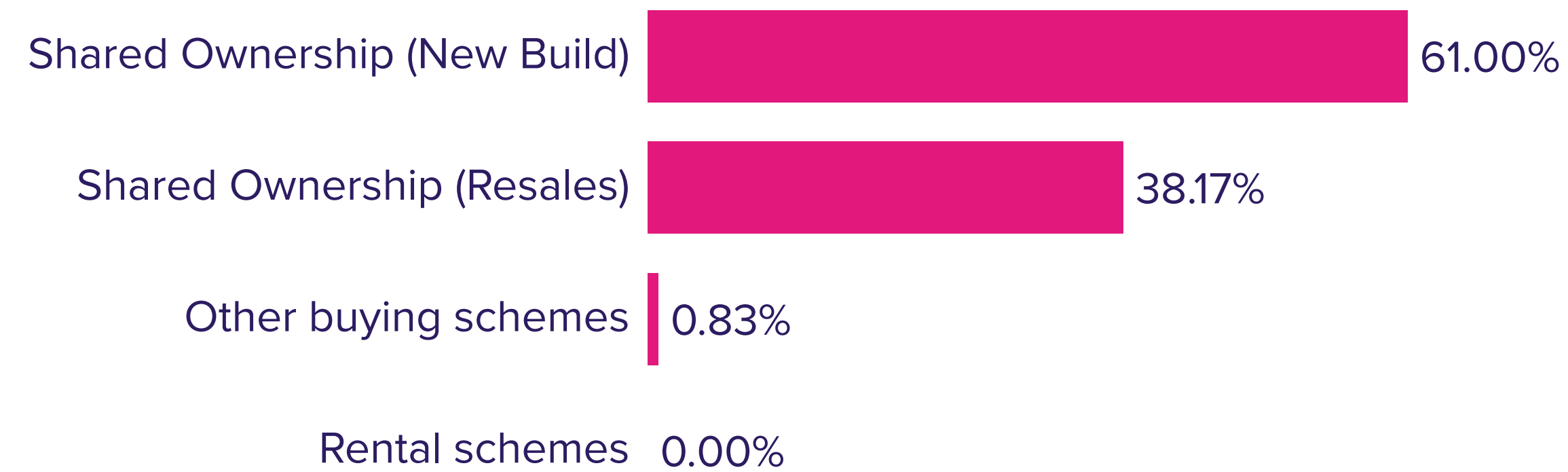
SHARE
TO BUY

County | Number of listings live



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

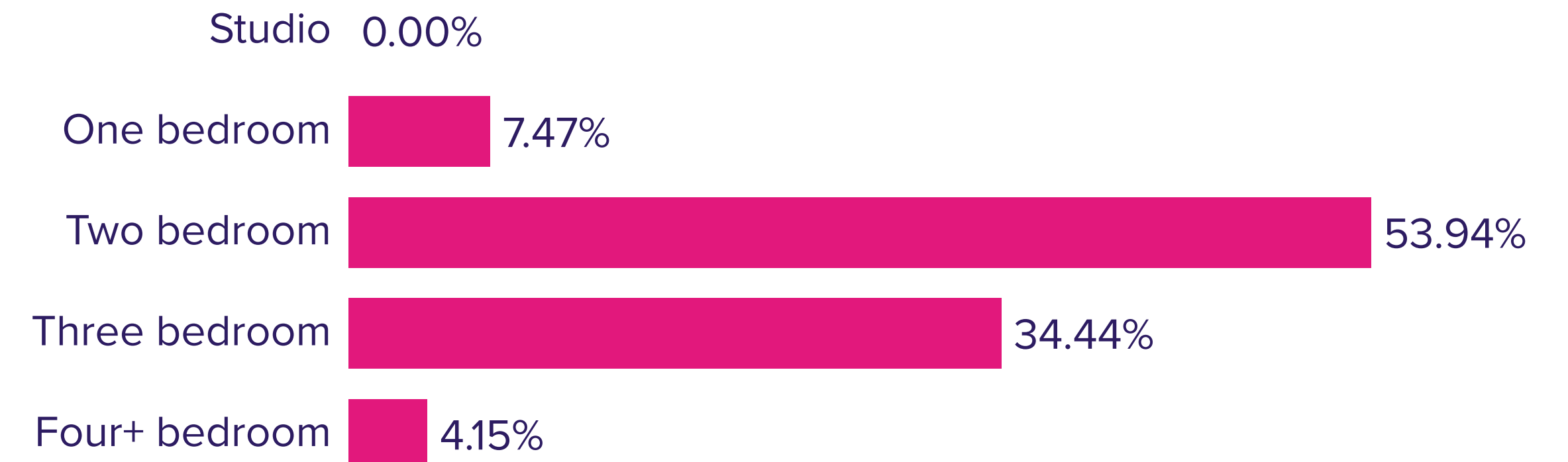
Tenure



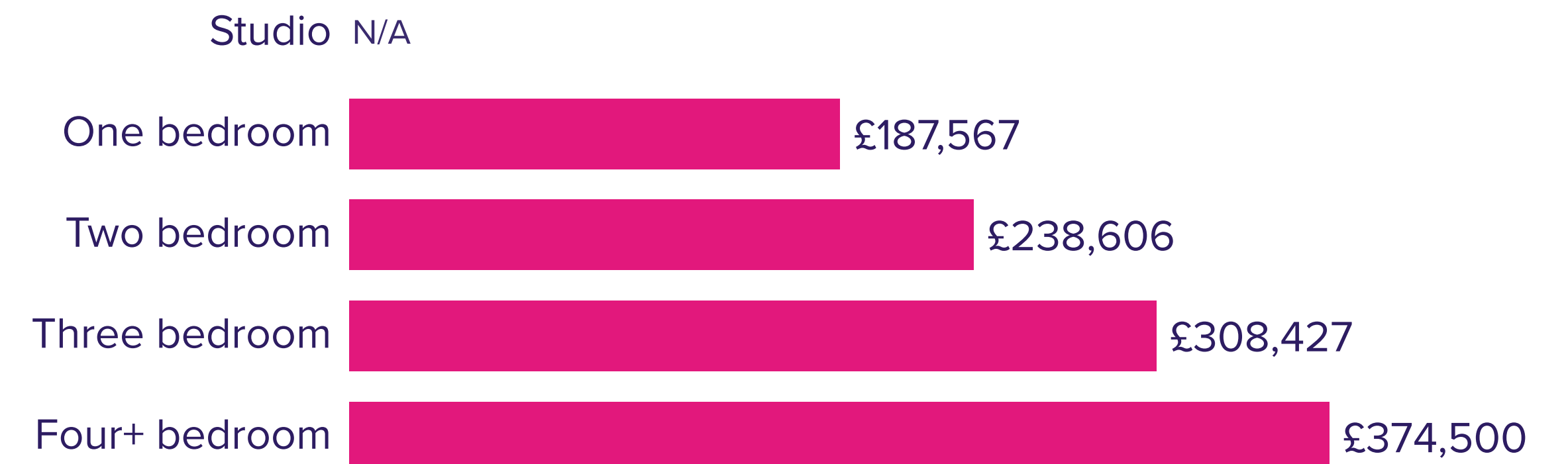
Property type



Property size



Average property price

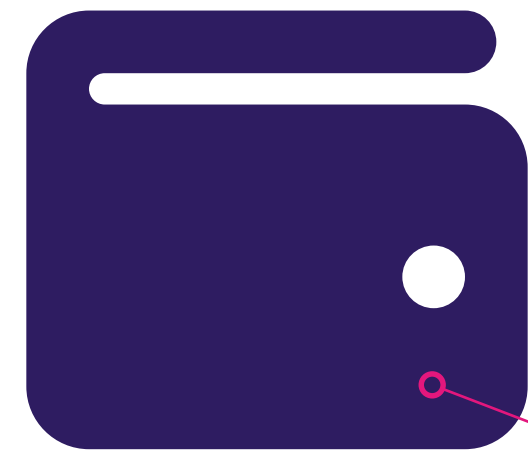


Buyer insight

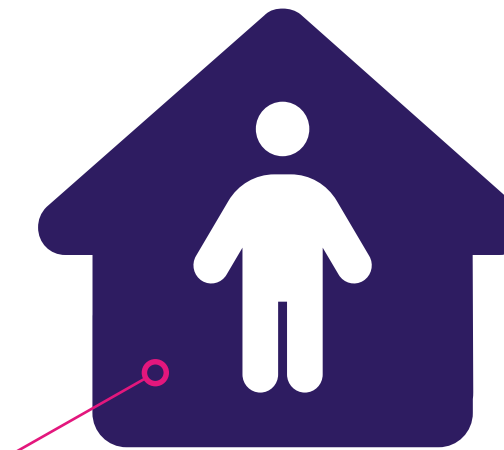
SHARE
TO BUY

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

Income
£45,768



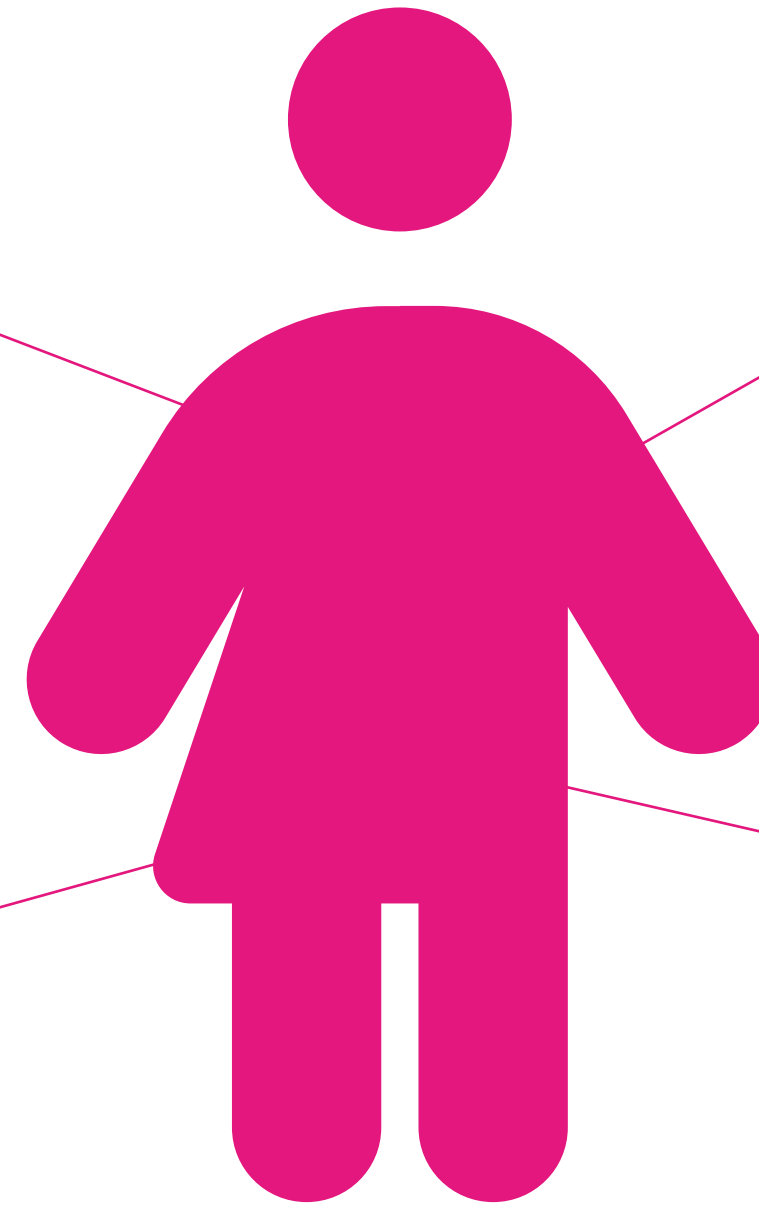
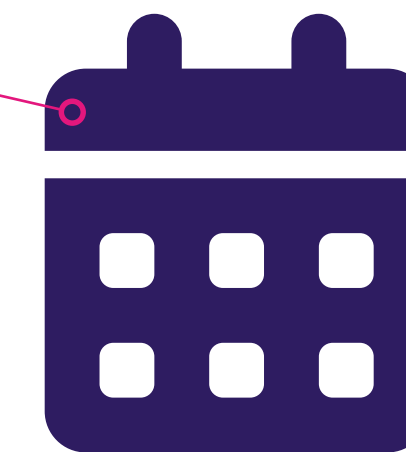
Household
Two people



Deposit
£23,313



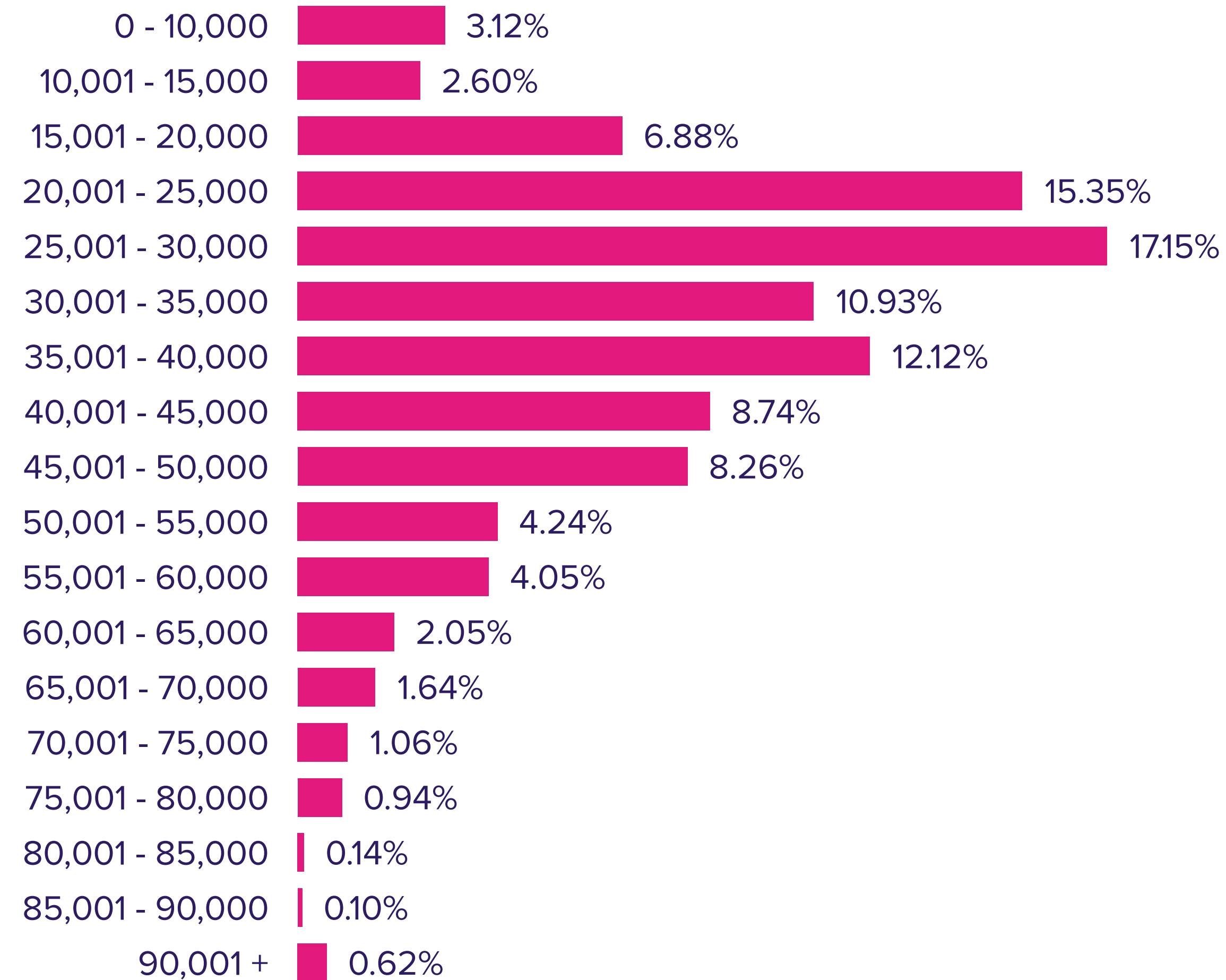
Age
34



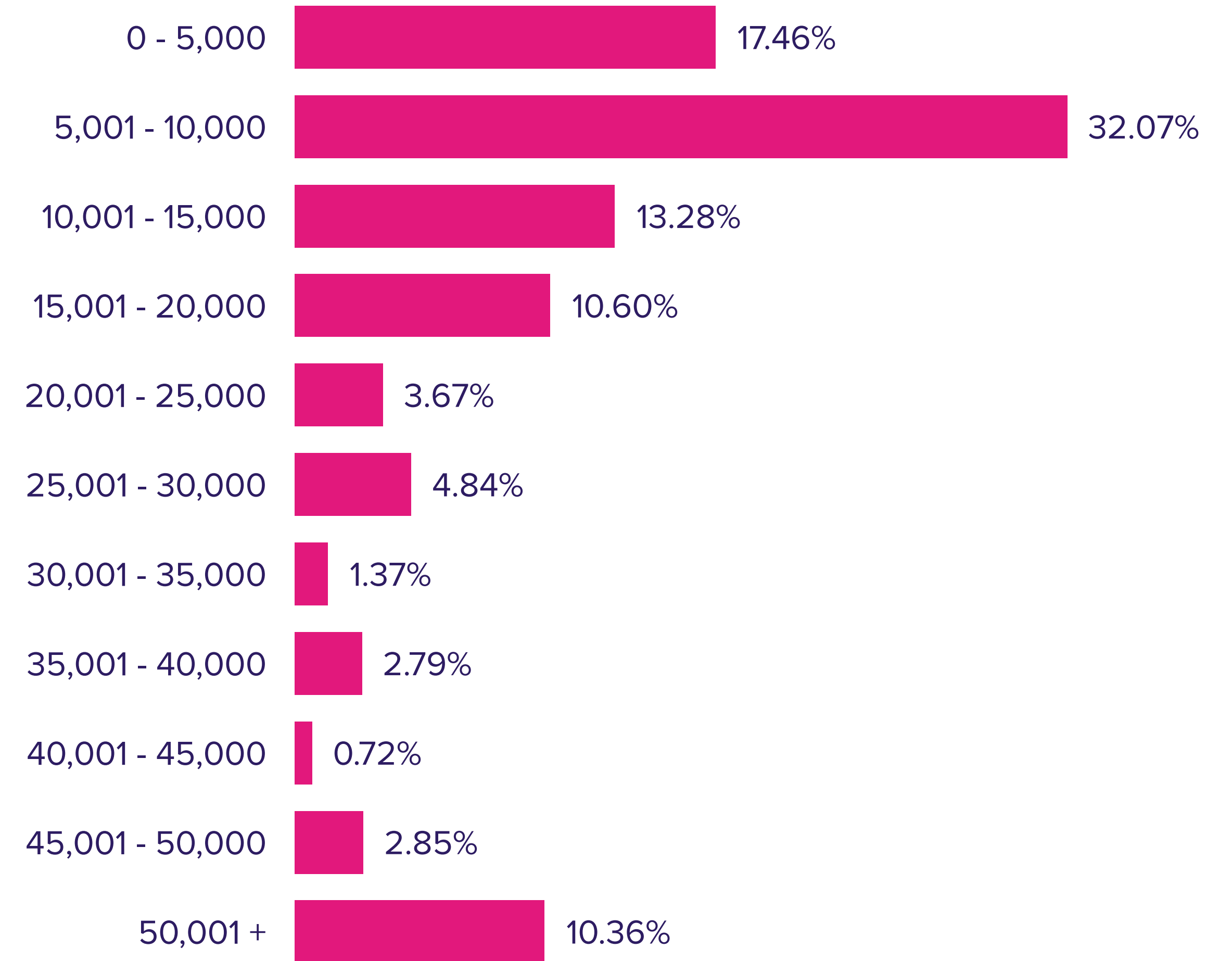
Active registrants

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

Income bracket (£)



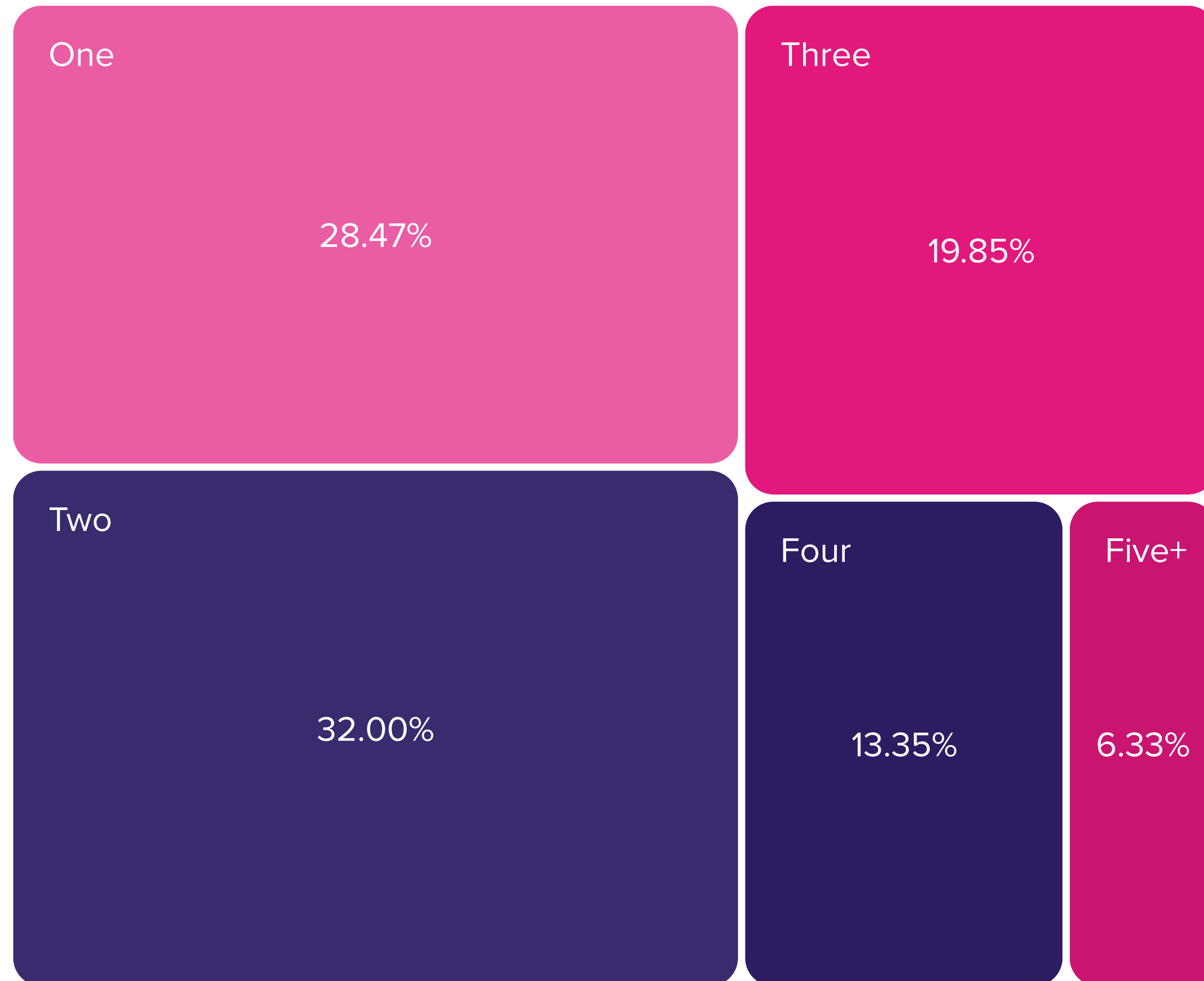
Deposit bracket (£)



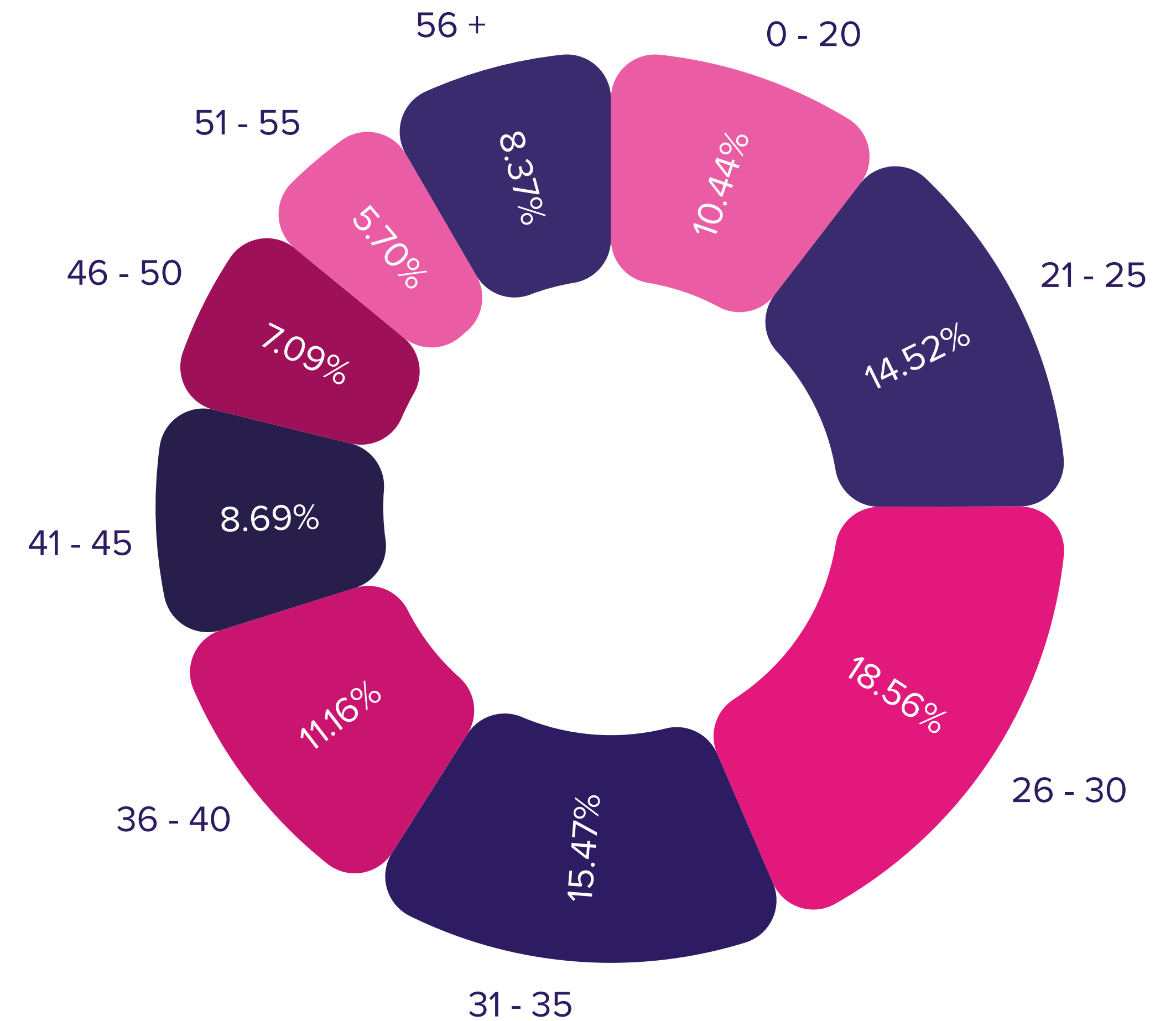
Active registrants

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

 **Bristol**



Coopers Court

Shared Ownership -
Pricing to be confirmed

 Abri

Abri Homes
90 Enquiries

-  **1-2 Bedroom**
-  **1-2 Bathroom**
-  **Private Balcony/Terrace**

This mixed-tenure community is part of the wider Finzels Reach community, which sees modern homes, offices and amenities brought to what was once the medieval heart of the city. So, you'll be able to browse the new leisure quarter's weekly street food market or grab a coffee at one of the nearby cafes.

West Midlands

SHARE
TO BUY

May 2023 figures

LISTINGS ADDED

47

NEW REGISTRANTS

253

TOTAL ENQUIRIES

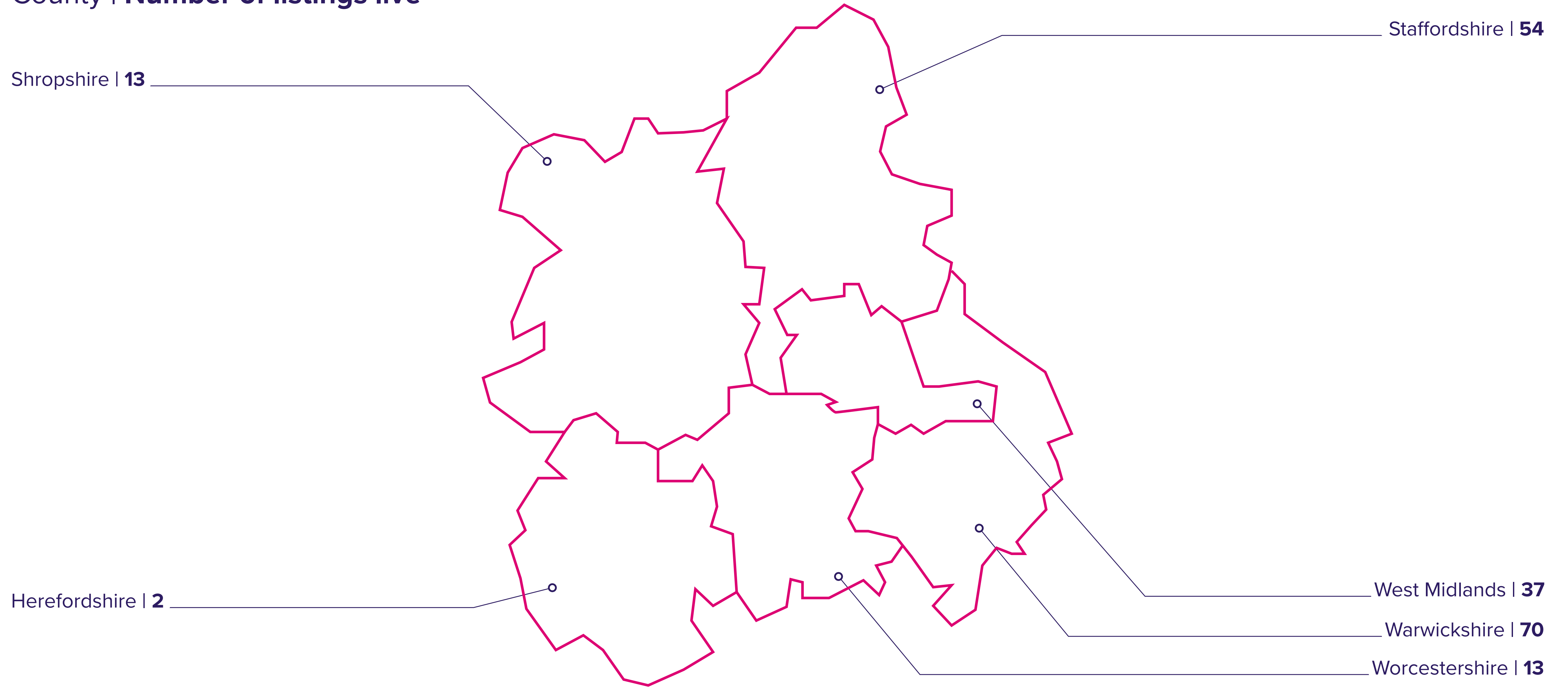
394



Listings live per county

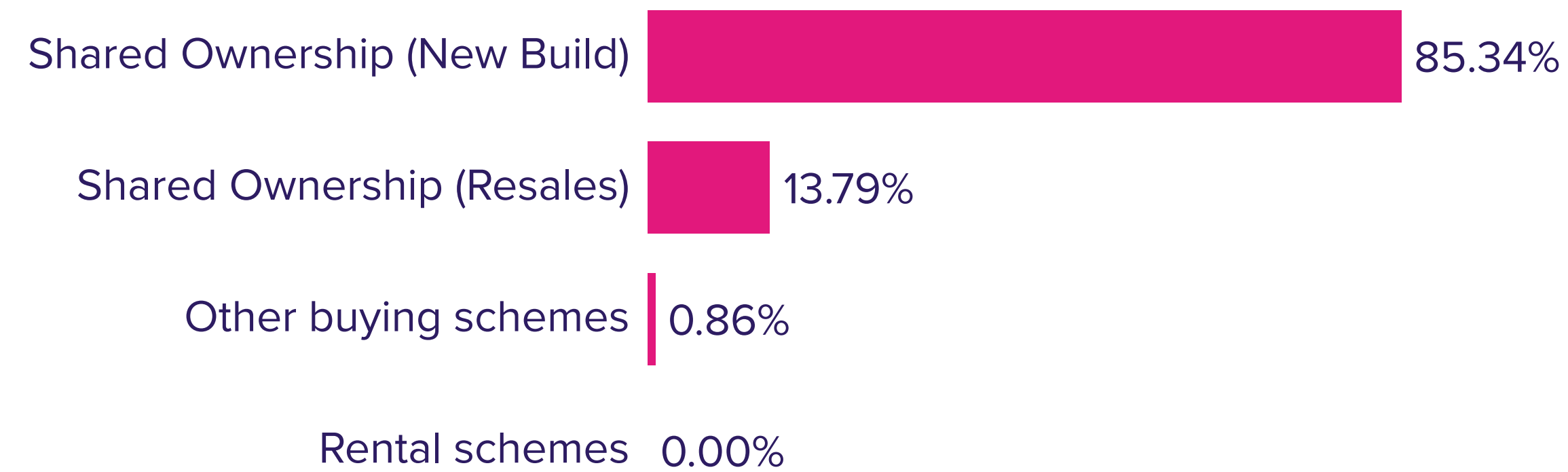
SHARE
TO BUY

County | Number of listings live



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

Tenure



Property size



Property type

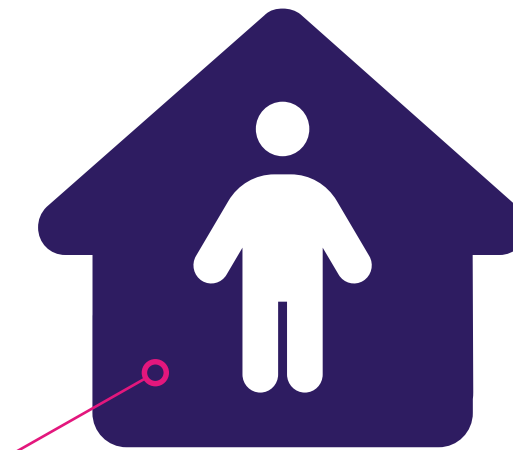
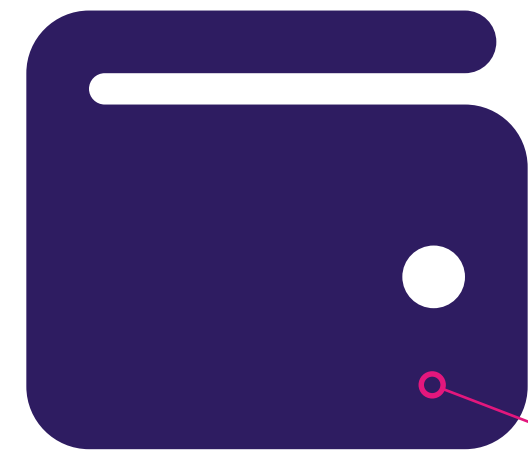


Average property price



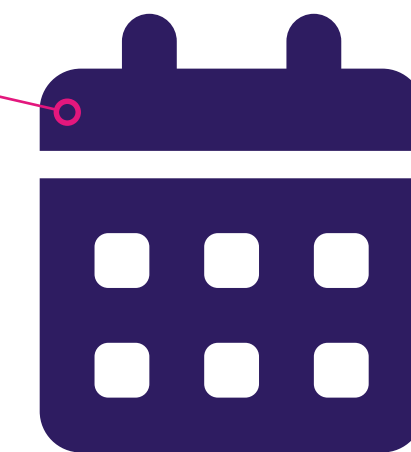
Based on May's enquiries, the average buyer in the West Midlands looks like:

Income
£41,945

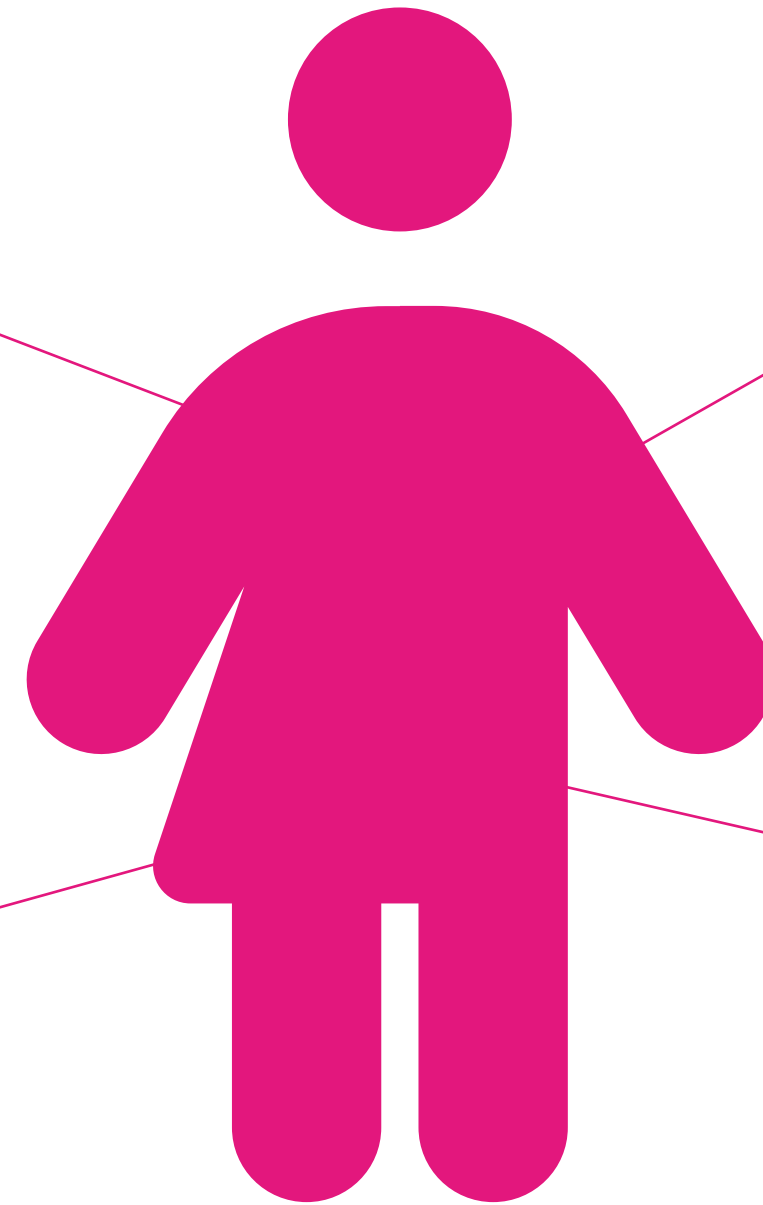


Household
Two people

Deposit
£26,129



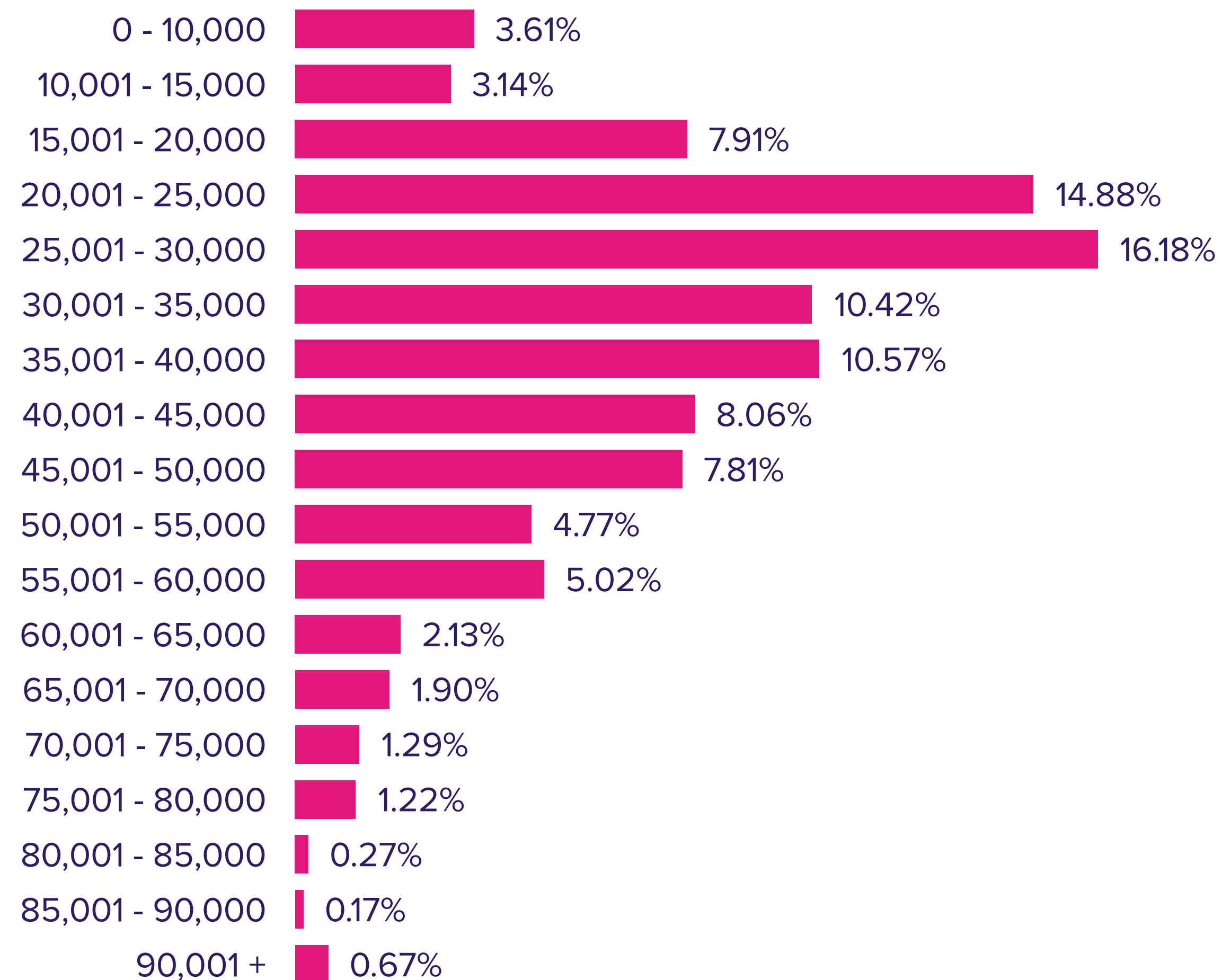
Age
36



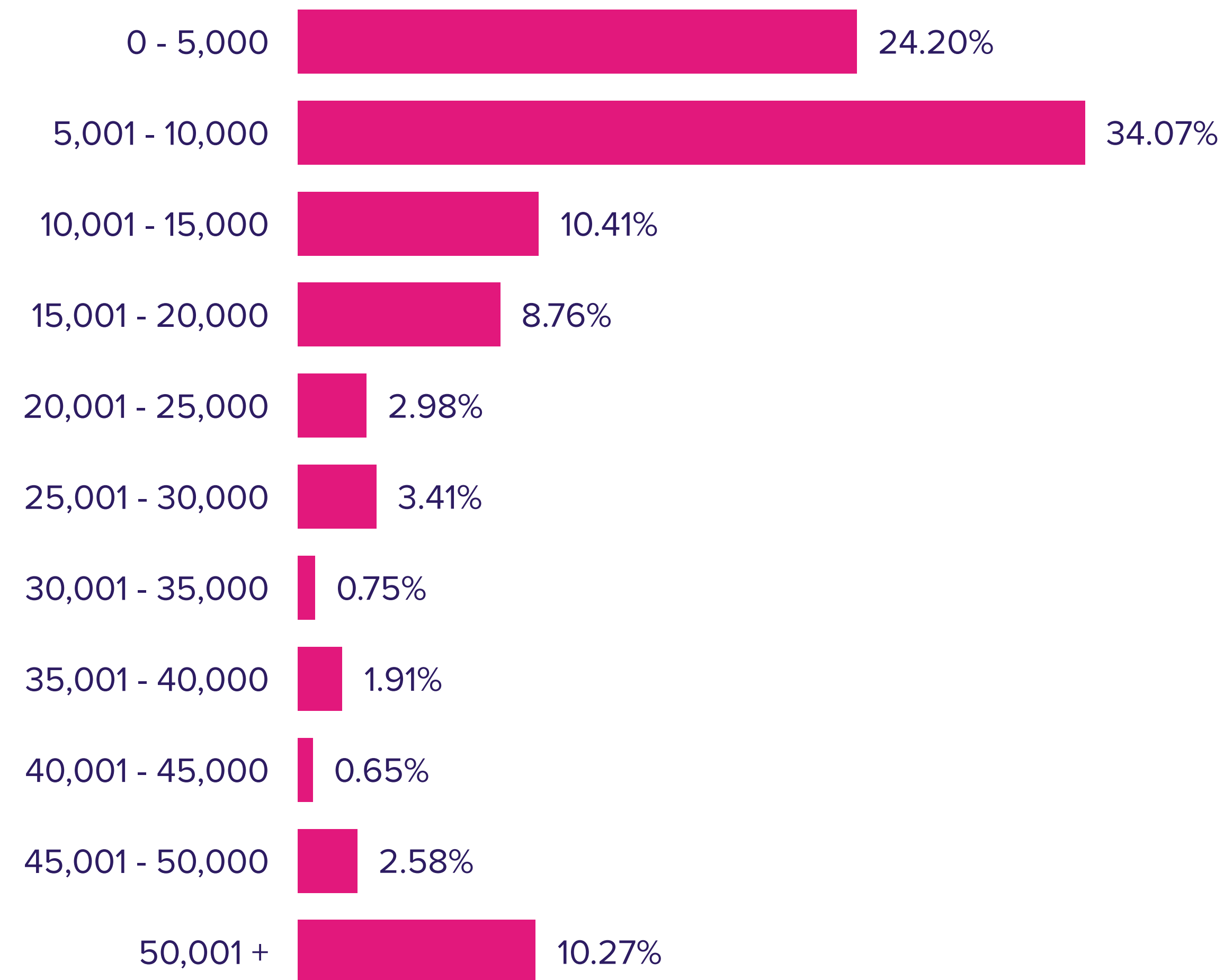
Active registrants

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

Income bracket (£)



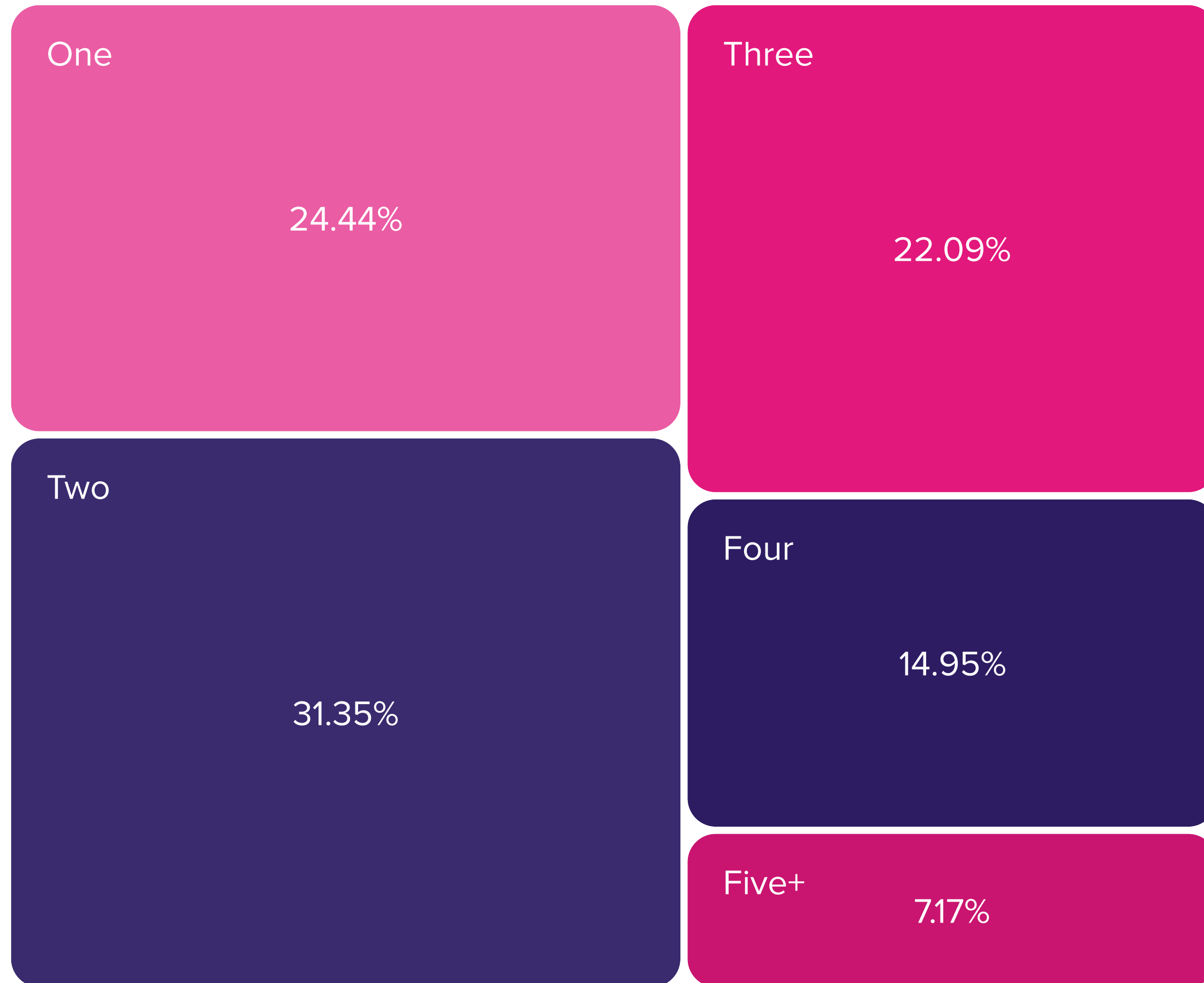
Deposit bracket (£)



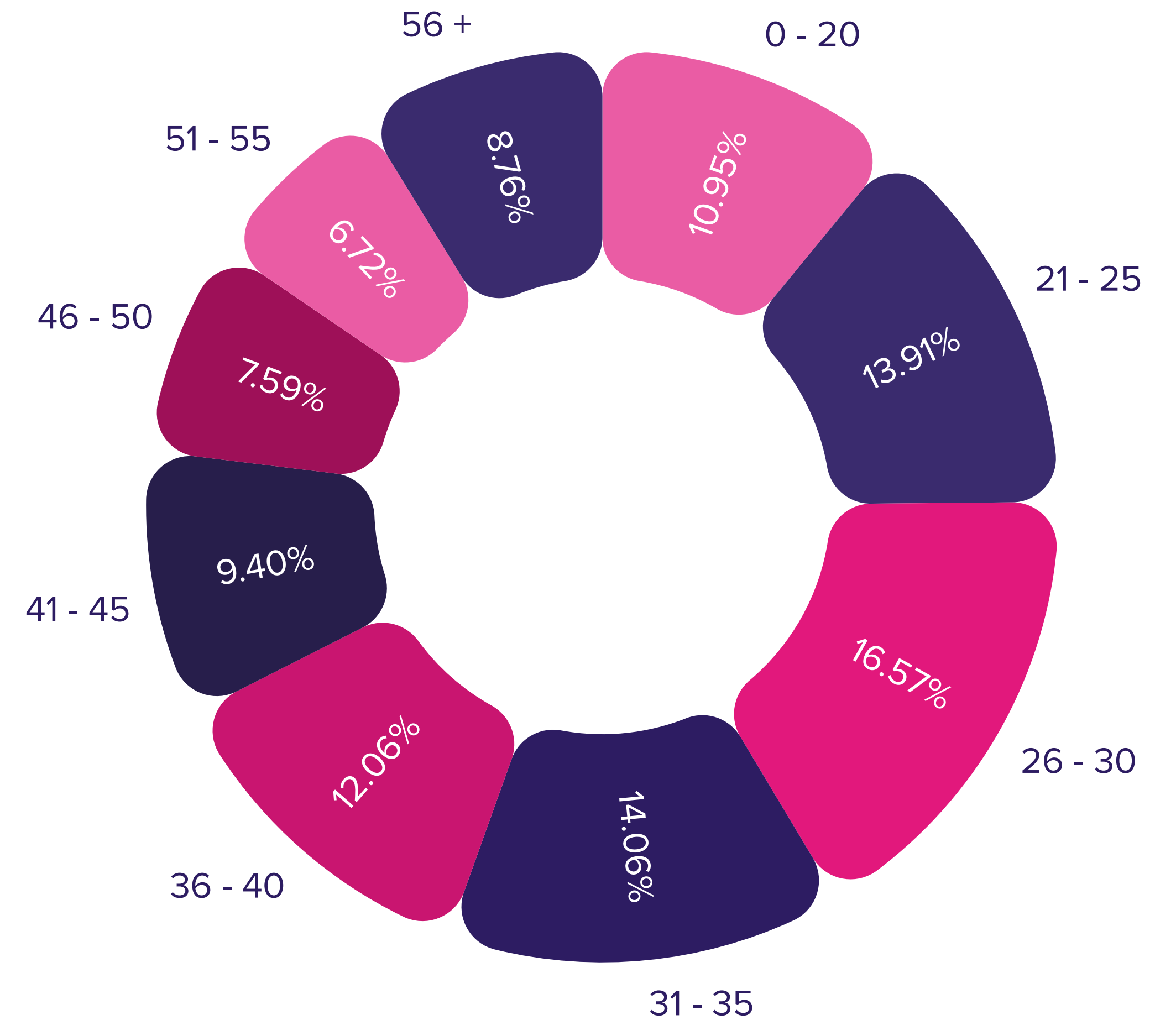
Active registrants

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

Household size



Age



🔍 Wolverhampton



Wrottesley Village



Shared Ownership -
£88,000 for a 40% share

Severn Homes
32 Enquiries

 **2 Bedroom**

 **1 Bathroom**

 **Parking**

Wrottesley Village stands in the heart of the beautiful Staffordshire countryside. In this peaceful, modern village, a great range of local amenities create a strong sense of community.

Yorkshire and the Humber & the North East

SHARE
TO BUY

May 2023 figures

LISTINGS ADDED

34

NEW REGISTRANTS

169

TOTAL ENQUIRIES

167



Listings live per county

County | Number of listings live

Northumberland | **4**

County Durham | **14**

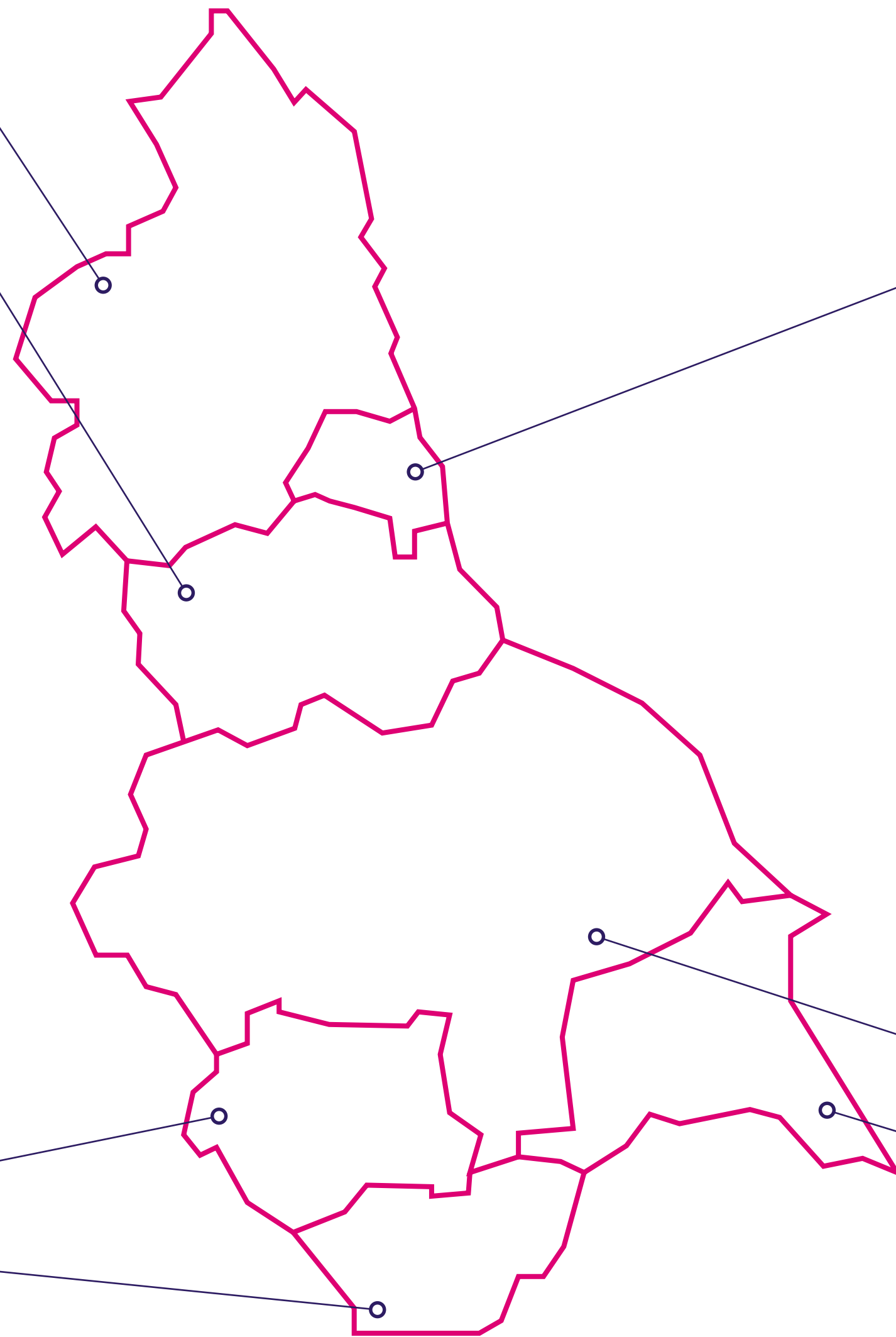
Tyne and Wear | **9**

West Yorkshire | **56**

South Yorkshire | **29**

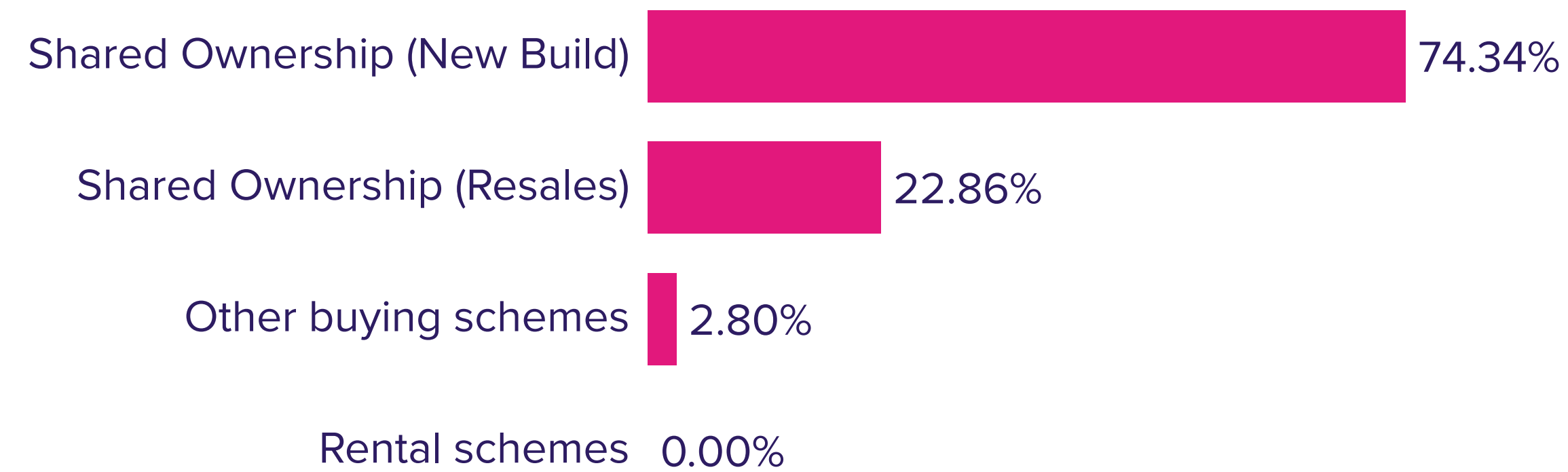
North Yorkshire | **28**

East Riding of Yorkshire | **25**

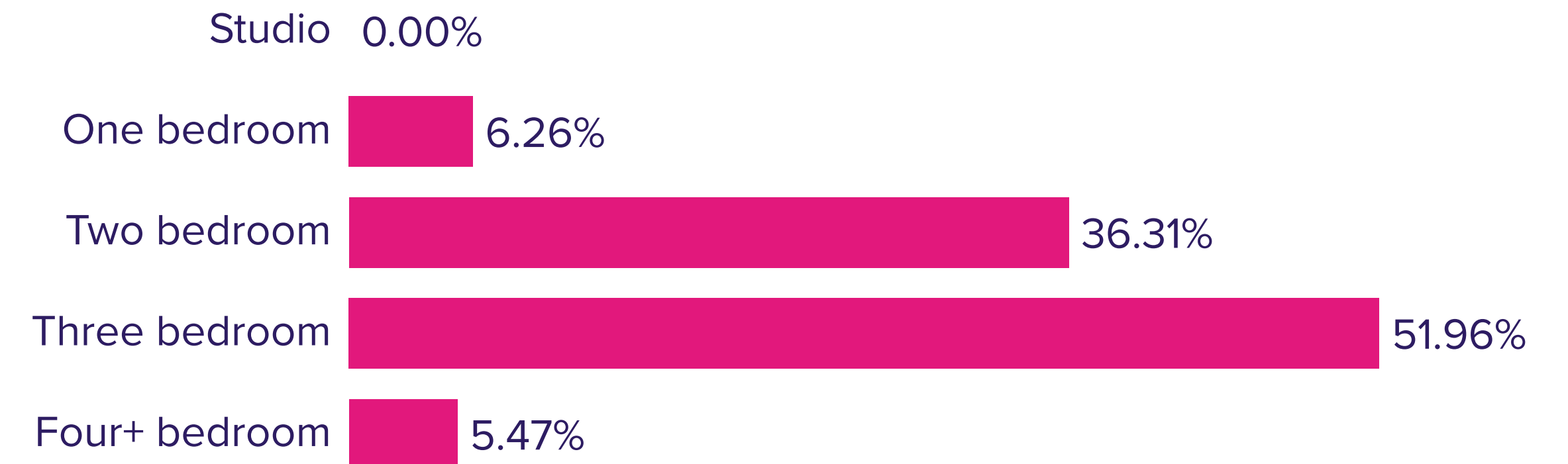


Breakdown of property details based on May's live listings:

Tenure



Property size



Property type

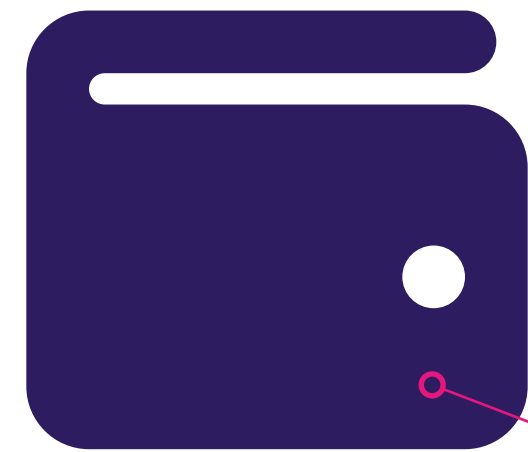


Average property price

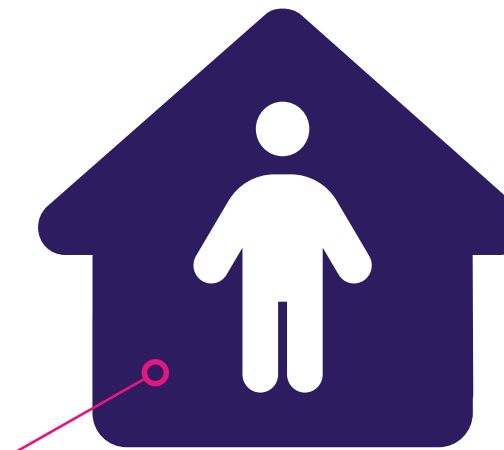


Based on May's enquiries, the average buyer in Yorkshire and the Humber & the North East looks like:

Income
£38,857



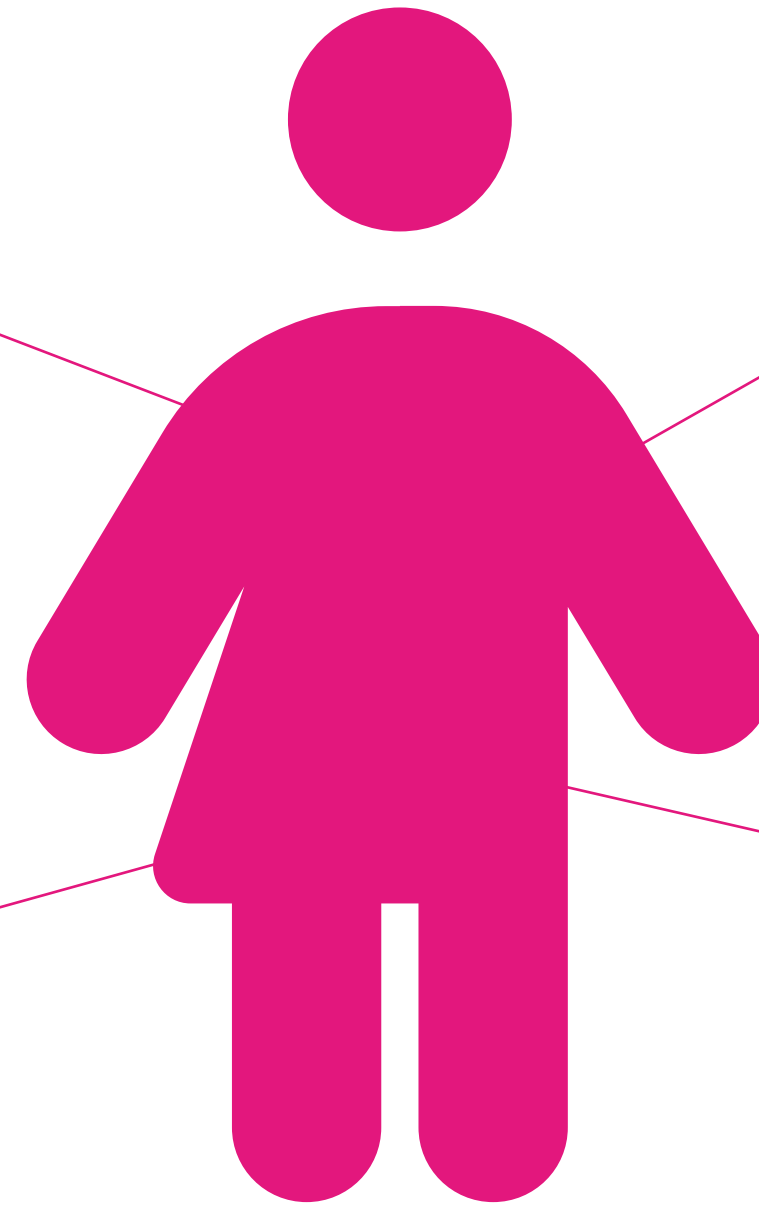
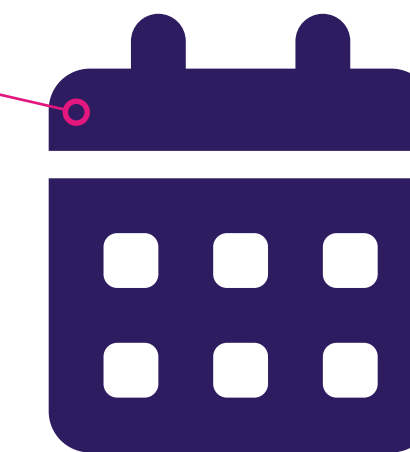
Household
Two people



Deposit
£14,197



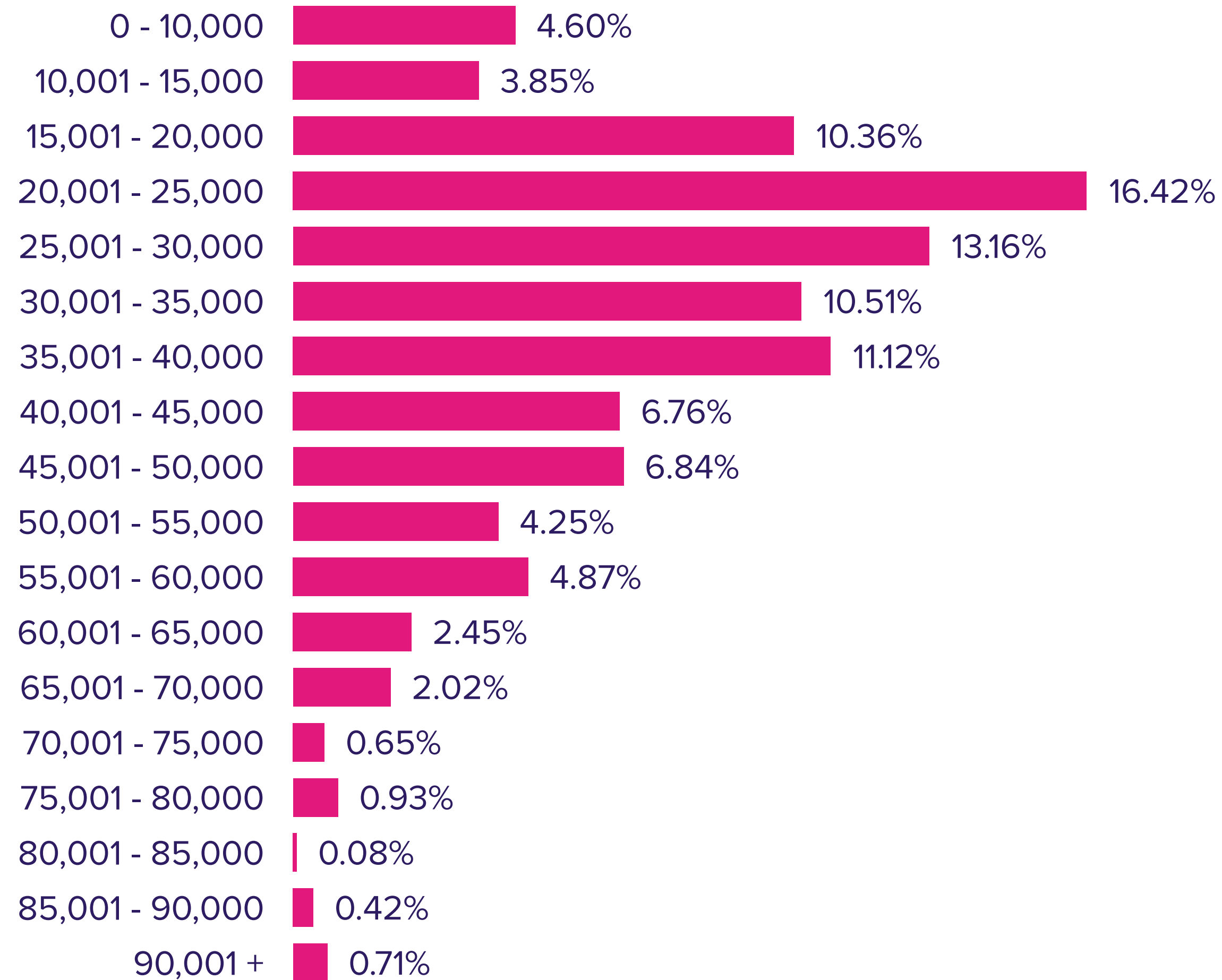
Age
36



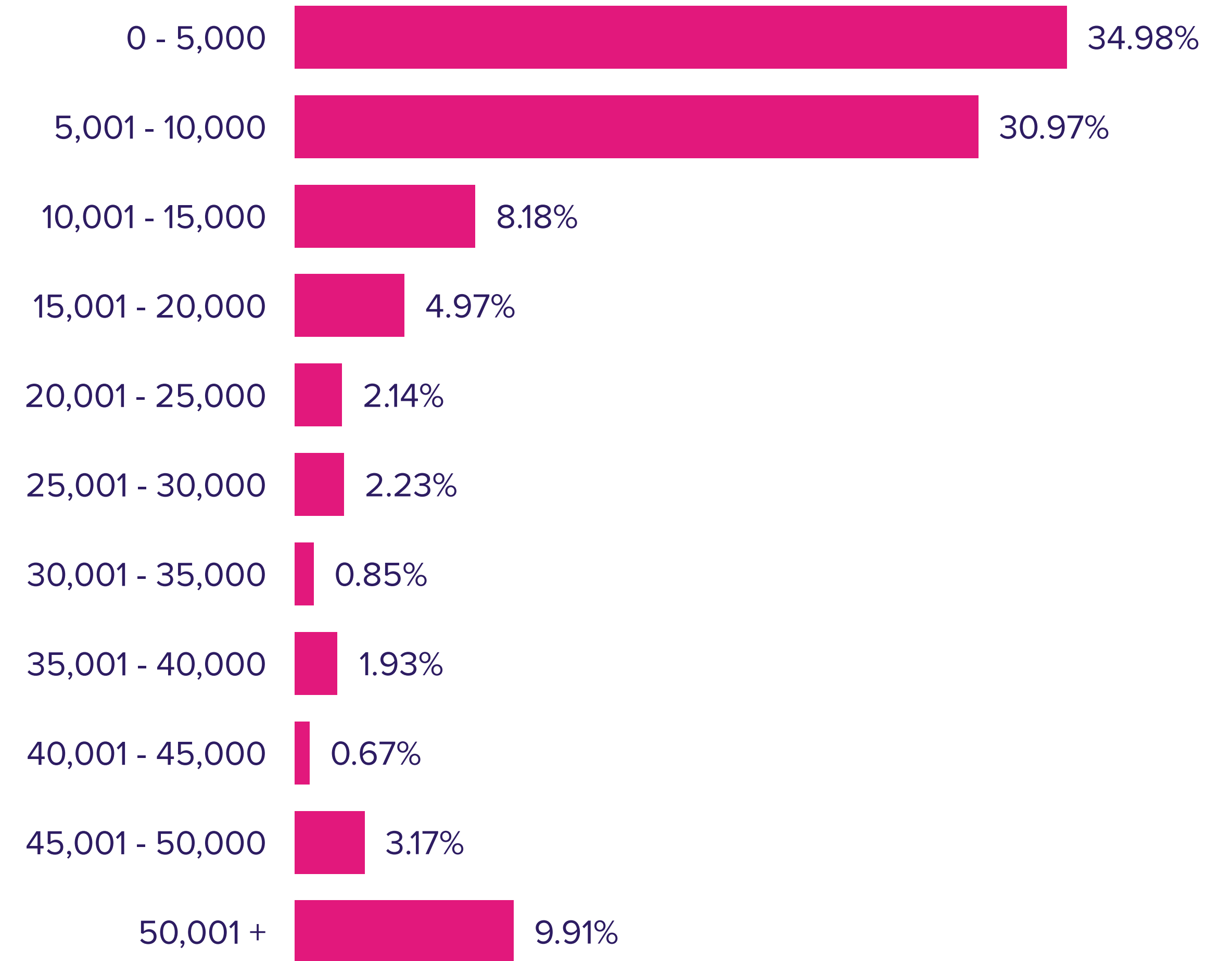
Active registrants

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

Income bracket (£)



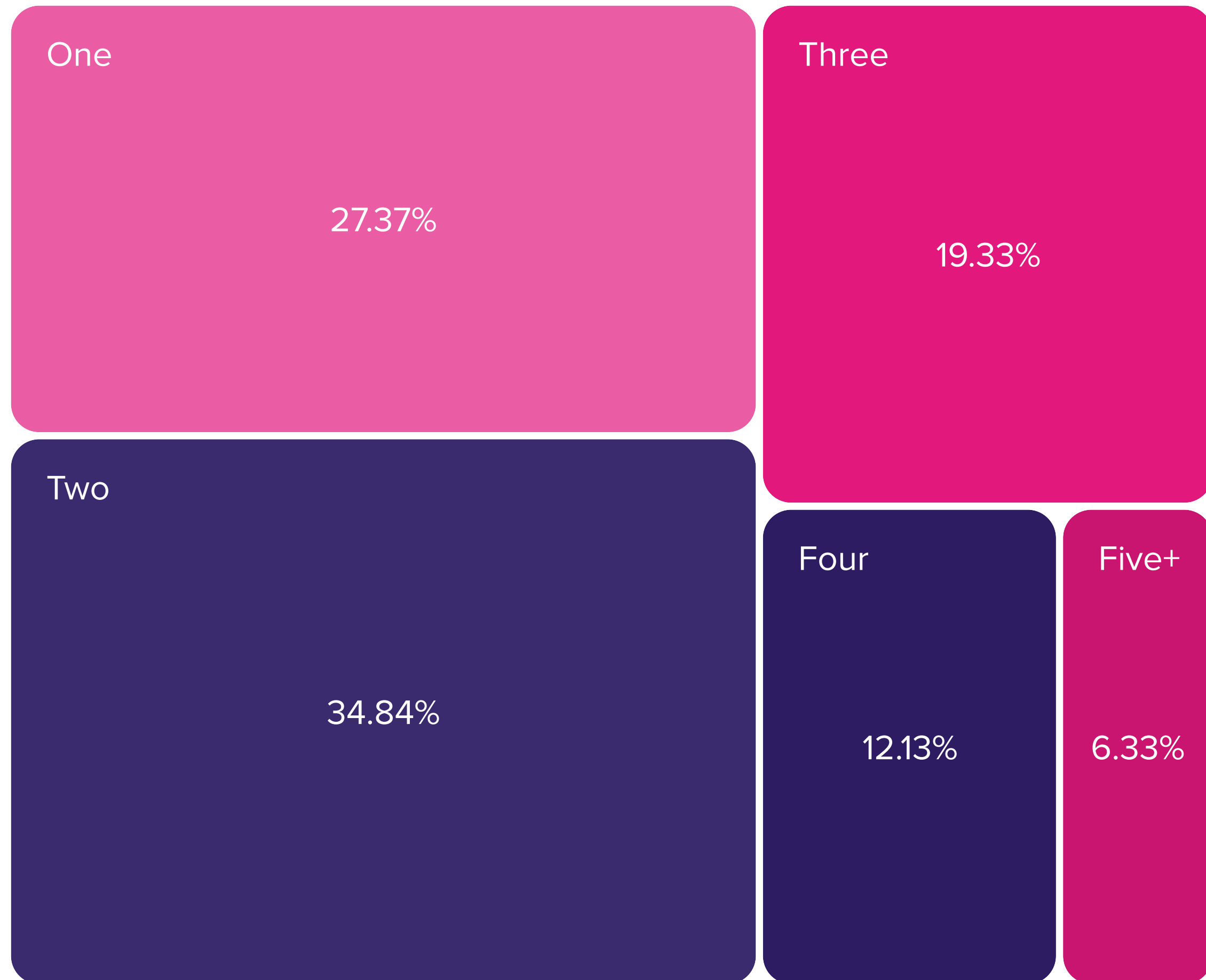
Deposit bracket (£)



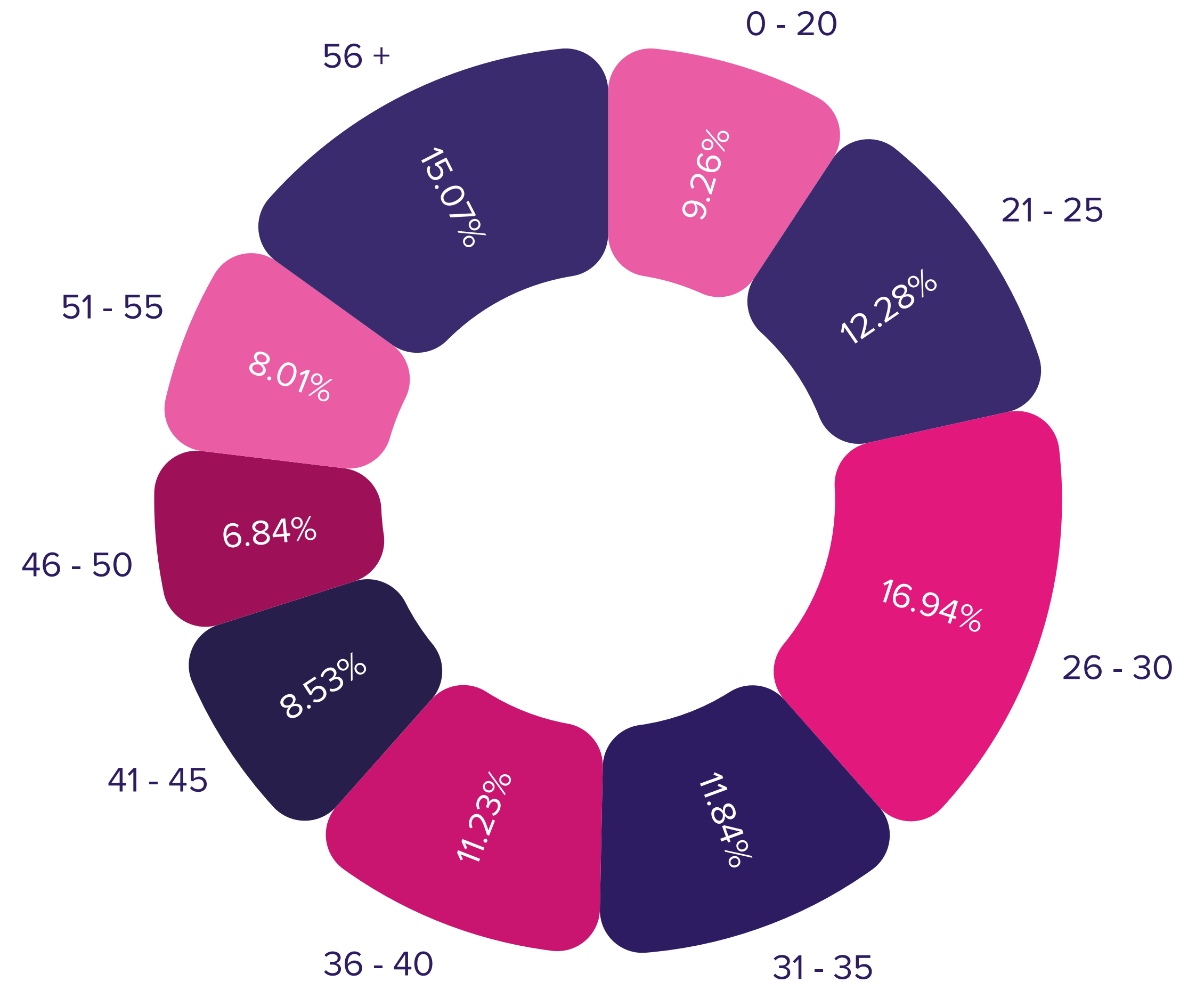
Active registrants

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

Household size



Age



Most popular development this month

SHARE
TO BUY

🔍 Leeds



Harmony

Shared Ownership -
£66,875 for a 25% share



Places for People
(Central and North)
26 Enquiries

🛏 2-3 Bedroom

🚿 2 Bathroom

🌿 Private Garden

Harmony offers a fresh start in many ways. Living here offers a change of surroundings, in a high-quality modern home with all the amenities you need close by. This is a place where the community comes first.