

YouGov / OJL Media Survey

Sample: 2,076 GB adults

Fieldwork dates: 14th - 15th December 2015

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

A new set of companies called 'online estate agents' have emerged in recent years, charging a fixed fee of around GBP 300-GBP 800 to sell your property on your behalf, provided you do some of the work yourself (e.g. showing buyers around).

Please note that websites such as Rightmove, Zoopla and Primelocation etc. are listings services, NOT online estate agents. Which, if any, of the following online estate agents have you heard of? (Please select all that apply)

Unweighted base	2076	953	1123	222	279	330	467	778	1315	761
Base: All GB adults	2076	996	1080	249	349	337	414	727	1142	934
Purplebricks	35%	35%	34%	24%	28%	37%	40%	37%	37%	31%
Tepilo	9%	7%	11%	2%	8%	11%	14%	10%	10%	9%
HouseSimple	2%	2%	1%	3%	2%	1%	3%	1%	2%	1%
House Network	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
eMoov	6%	5%	7%	4%	9%	11%	5%	4%	7%	6%
easyProperty	3%	4%	2%	6%	6%	2%	2%	1%	3%	3%
Hatched	1%	1%	1%	1%	3%	1%	2%	0%	1%	1%
Other	1%	2%	1%	0%	2%	2%	1%	1%	1%	1%
I have heard of 'online estate agents' but cannot name any	23%	23%	22%	22%	17%	18%	25%	27%	24%	21%
I have never heard of 'online estate agents'	35%	35%	36%	45%	46%	36%	27%	31%	31%	41%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

As a reminder, a new set of companies called 'online estate agents' have emerged in recent years, charging a fixed fee of around GBP 300-GBP 800 to sell your property on your behalf, provided you do some of the work yourself (e.g. showing buyers around).

Which of the following statements best describes your view on using an online estate agent if you were selling a property tomorrow?

	Unweighted base	953	1123	222	279	330	467	778	1315	761
	Base: All GB adults	996	1080	249	349	337	414	727	1142	934
I would definitely use an online estate agent	4%	4%	4%	4%	4%	5%	4%	3%	4%	4%
I would look into it properly and seriously consider using an online estate agent	28%	28%	28%	19%	30%	30%	32%	27%	34%	20%
I almost certainly would use a traditional local estate agent but I wouldn't completely rule out using an online estate agent	24%	22%	25%	29%	23%	23%	23%	23%	25%	22%
I would definitely use a traditional local estate agent	15%	17%	14%	15%	11%	13%	13%	21%	15%	16%
I would try to sell privately and use neither a traditional nor an online estate agent	5%	5%	5%	6%	4%	5%	4%	6%	4%	7%
Don't know	24%	24%	24%	28%	29%	24%	24%	20%	18%	30%

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Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

A new set of companies called 'online estate agents' have emerged in recent years, charging a fixed fee of around GBP 300-GBP 800 to sell your property on your behalf, provided you do some of the work yourself (e.g. showing buyers around).

Please note that websites such as Rightmove, Zoopla and Primelocation etc. are listings services, NOT online estate agents. Which, if any, of the following online estate agents have you heard of? (Please select all that apply)

Unweighted base	2076	487	306	190	320	435	1738	115	223
Base: All GB adults	2076	511	340	199	266	475	1792	104	181
Purplebricks	35%	28%	47%	42%	27%	40%	36%	35%	19%
Tepilo	9%	8%	6%	16%	11%	12%	10%	6%	4%
HouseSimple	2%	2%	1%	1%	4%	2%	2%	1%	1%
House Network	1%	1%	1%	1%	0%	3%	1%	1%	0%
eMoov	6%	7%	7%	5%	8%	7%	7%	4%	2%
easyProperty	3%	1%	2%	4%	6%	4%	3%	7%	0%
Hatched	1%	1%	0%	2%	2%	1%	1%	-	-
Other	1%	2%	1%	1%	1%	1%	1%	0%	1%
I have heard of 'online estate agents' but cannot name any	23%	29%	18%	19%	28%	19%	23%	15%	25%
I have never heard of 'online estate agents'	35%	35%	31%	30%	33%	34%	33%	41%	53%

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Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

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Which of the following statements best describes your view on using an online estate agent if you were selling a property tomorrow?

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland
	2076	487	306	190	320	435	1738	115	223
	Base: All GB adults								
	2076	511	340	199	266	475	1792	104	181
I would definitely use an online estate agent	4%	4%	4%	3%	5%	4%	4%	4%	2%
I would look into it properly and seriously consider using an online estate agent	28%	27%	25%	34%	30%	29%	28%	36%	20%
I almost certainly would use a traditional local estate agent but I wouldn't completely rule out using an online estate agent	24%	20%	26%	20%	26%	26%	24%	18%	27%
I would definitely use a traditional local estate agent	15%	18%	18%	16%	11%	13%	15%	17%	15%
I would try to sell privately and use neither a traditional nor an online estate agent	5%	5%	4%	5%	3%	4%	4%	7%	11%
Don't know	24%	25%	23%	22%	24%	24%	24%	18%	24%

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Total	Government Region												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

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Unweighted base	2076	96	213	178	148	158	190	320	244	191	1738	115	223	-
Base: All GB adults	2076	95	231	184	169	172	199	266	275	200	1792	104	181	-
Purplebricks	35%	20%	33%	25%	37%	56%	42%	27%	42%	38%	36%	35%	19%	-
Tepilo	9%	7%	10%	6%	7%	6%	16%	11%	9%	15%	10%	6%	4%	-
HouseSimple	2%	0%	2%	2%	1%	1%	1%	4%	2%	2%	2%	1%	1%	-
House Network	1%	0%	1%	2%	-	2%	1%	0%	3%	3%	1%	1%	0%	-
eMoov	6%	7%	8%	7%	8%	5%	5%	8%	8%	5%	7%	4%	2%	-
easyProperty	3%	0%	0%	3%	2%	2%	4%	6%	4%	5%	3%	7%	0%	-
Hatched	1%	-	2%	1%	0%	1%	2%	2%	1%	1%	1%	-	-	-
Other	1%	0%	1%	4%	2%	1%	1%	1%	1%	0%	1%	0%	1%	-
I have heard of 'online estate agents' but cannot name any	23%	30%	31%	25%	20%	16%	19%	28%	20%	17%	23%	15%	25%	-
I have never heard of 'online estate agents'	35%	39%	29%	41%	37%	25%	30%	33%	33%	36%	33%	41%	53%	-

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Total	Government Region												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

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	Base: All GB adults	2076	95	231	184	169	172	199	266	275	200	1792	104	181	-
I would definitely use an online estate agent	4%	2%	5%	5%	1%	7%	3%	5%	5%	4%	4%	4%	4%	2%	-
I would look into it properly and seriously consider using an online estate agent	28%	25%	29%	26%	26%	24%	34%	30%	22%	38%	28%	28%	36%	20%	-
I almost certainly would use a traditional local estate agent but I wouldn't completely rule out using an online estate agent	24%	21%	21%	17%	23%	29%	20%	26%	30%	20%	24%	24%	18%	27%	-
I would definitely use a traditional local estate agent	15%	27%	19%	14%	21%	14%	16%	11%	11%	15%	15%	15%	17%	15%	-
I would try to sell privately and use neither a traditional nor an online estate agent	5%	2%	5%	7%	4%	3%	5%	3%	6%	2%	4%	4%	7%	11%	-
Don't know	24%	24%	21%	32%	24%	22%	22%	24%	24%	27%	21%	24%	18%	24%	-

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Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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Unweighted base	2076	911	290	1201	115	486	81	193	993	256	180	60	585
Base: All GB adults	2076	916	313	1229	120	443	85	200	960	267	152	50	647
Purplebricks	35%	39%	33%	37%	18%	35%	21%	33%	37%	31%	29%	37%	33%
Tepilo	9%	9%	10%	9%	3%	9%	4%	17%	10%	9%	12%	13%	7%
HouseSimple	2%	3%	2%	3%	2%	1%	2%	-	2%	2%	5%	-	2%
House Network	1%	1%	1%	1%	-	1%	5%	1%	1%	1%	3%	-	1%
eMoov	6%	8%	4%	7%	3%	4%	6%	4%	6%	11%	8%	-	5%
easyProperty	3%	4%	3%	4%	4%	1%	6%	1%	2%	5%	-	-	4%
Hatched	1%	1%	3%	2%	1%	0%	-	-	1%	1%	1%	5%	1%
Other	1%	1%	2%	2%	1%	1%	-	0%	1%	1%	2%	1%	1%
I have heard of 'online estate agents' but cannot name any	23%	21%	23%	21%	26%	27%	19%	21%	23%	22%	23%	23%	23%
I have never heard of 'online estate agents'	35%	32%	39%	34%	47%	32%	48%	38%	33%	33%	39%	38%	39%

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Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	Base: All GB adults	2076	916	313	1229	120	443	85	200	960	267	152	50	647
I would definitely use an online estate agent		4%	4%	6%	4%	2%	3%	4%	5%	4%	4%	2%	1%	5%
I would look into it properly and seriously consider using an online estate agent		28%	32%	27%	31%	13%	28%	21%	22%	30%	30%	27%	23%	25%
I almost certainly would use a traditional local estate agent but I wouldn't completely rule out using an online estate agent		24%	24%	24%	24%	34%	23%	19%	19%	24%	21%	17%	31%	25%
I would definitely use a traditional local estate agent		15%	14%	12%	14%	14%	21%	8%	17%	19%	12%	14%	12%	12%
I would try to sell privately and use neither a traditional nor an online estate agent		5%	4%	5%	4%	9%	6%	6%	4%	5%	4%	12%	9%	3%
Don't know		24%	21%	26%	23%	27%	19%	41%	33%	18%	28%	27%	25%	30%

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Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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Unweighted base	2076	1506	259	163	58	480	90
Base: All GB adults	2076	1446	273	176	63	512	118
Purplebricks	35%	35%	36%	36%	31%	35%	23%
Tepilo	9%	9%	12%	11%	12%	12%	3%
HouseSimple	2%	1%	3%	1%	-	2%	5%
House Network	1%	1%	2%	1%	8%	3%	-
eMoov	6%	5%	10%	10%	12%	10%	8%
easyProperty	3%	2%	5%	4%	2%	4%	8%
Hatched	1%	1%	3%	0%	-	2%	1%
Other	1%	1%	1%	-	3%	1%	1%
I have heard of 'online estate agents' but cannot name any	23%	24%	18%	14%	24%	17%	30%
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	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	
	2076	1506	259	163	58	480	90	
	Base: All GB adults	2076	1446	273	176	63	512	118
I would definitely use an online estate agent	4%	3%	3%	5%	17%	6%	6%	
I would look into it properly and seriously consider using an online estate agent	28%	28%	31%	32%	23%	30%	21%	
I almost certainly would use a traditional local estate agent but I wouldn't completely rule out using an online estate agent	24%	25%	21%	21%	25%	21%	15%	
I would definitely use a traditional local estate agent	15%	16%	11%	14%	12%	12%	23%	
I would try to sell privately and use neither a traditional nor an online estate agent	5%	4%	7%	8%	11%	8%	3%	
Don't know	24%	23%	28%	19%	13%	23%	31%	