OnTheMarket

Market confidence remains resilient, especially among renters

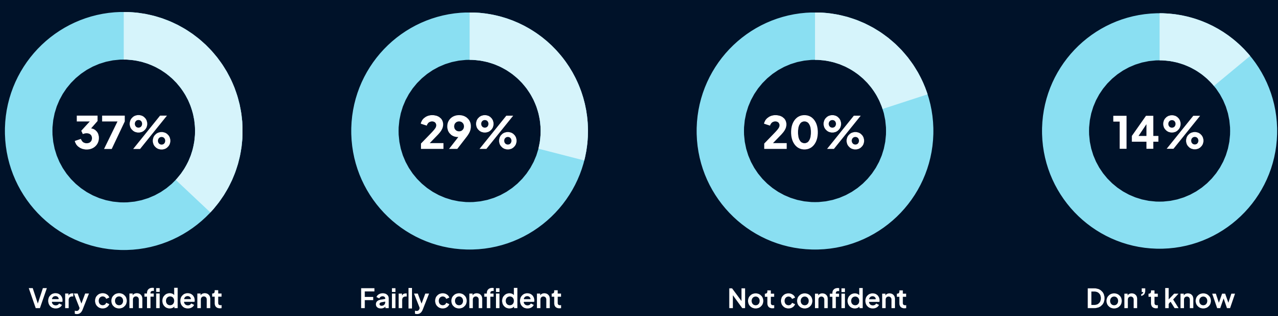
Property Sentiment Index, July 2026

The latest edition of our Property Sentiment Index indicates a market that is becoming increasingly realistic in its outlook while remaining resilient in its intent to move.

Across buyers, sellers and renters, confidence remains broadly stable despite economic uncertainty, changing interest rate expectations and wider political developments. At the same time, expectations around future house price growth appear to be aligning more closely with current market conditions.

Our Property Sentiment Index (PSI) draws on two surveys, one conducted via YouGov among the general public and another sent to OnTheMarket users who have registered for property alerts in the past six months.

How confident are you that you will be able to raise the necessary funds to purchase your next property?



Data from OnTheMarket survey using SurveyMonkey.

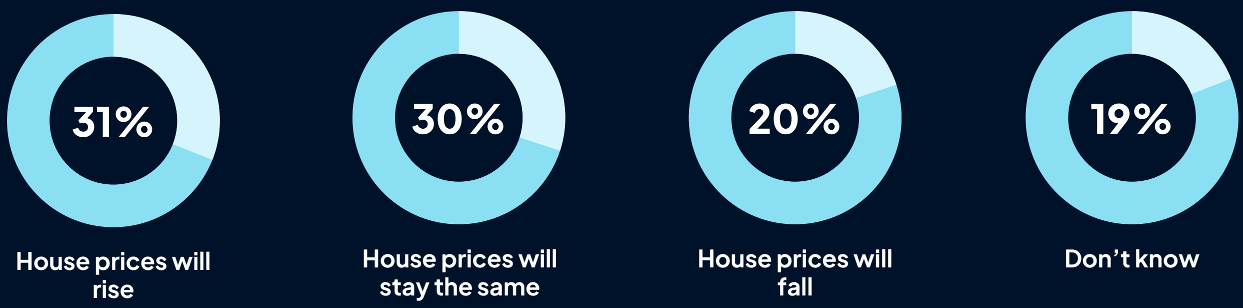
Sentiment towards the property market

The market and economy

Affordability confidence remains positive despite ongoing expectations of interest rate rises. 66% of buyers remain confident about being able to afford their next home, which has remained steady since the end of last year, despite continued political turbulence and economic headwinds.

Responses from OnTheMarket property seekers show that 31% now anticipate house price increases over the next year, down from 41% in March 2026 and 51% in September 2025, signalling a clear reset in pricing outlooks. This shift towards more realistic expectations is likely to help bridge the gap, with properties increasingly being marketed at achievable price points.

Looking to the next 12 months, do you think house prices will rise, fall or stay the same?



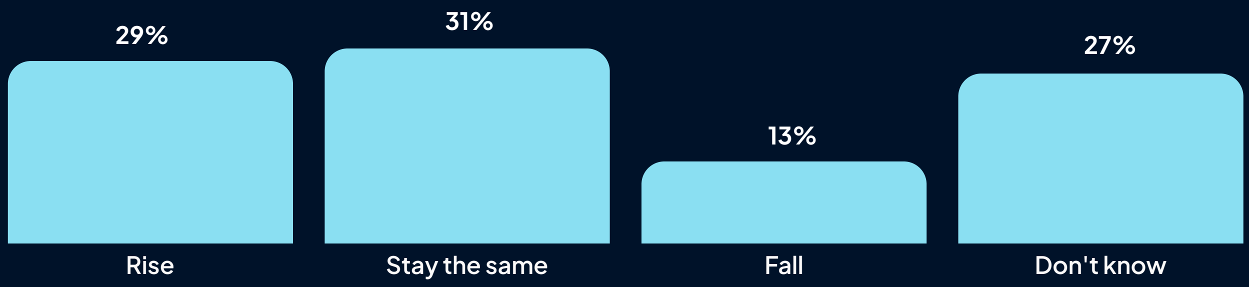
Data from OnTheMarket property seeker survey using SurveyMonkey.

Interest rates

29% of property seekers expect rates to rise, up marginally from 26% in our last report. This compares with 34% of the general public (YouGov survey) who anticipate an increase in interest rates, down slightly from 36%.

These figures have remained relatively stable overall, suggesting that while higher rates are anticipated, they are already factored into decision-making and are not significantly dampening confidence across the market.

Looking to the next 6 months, do you expect interest rates to fall, stay the same or rise?



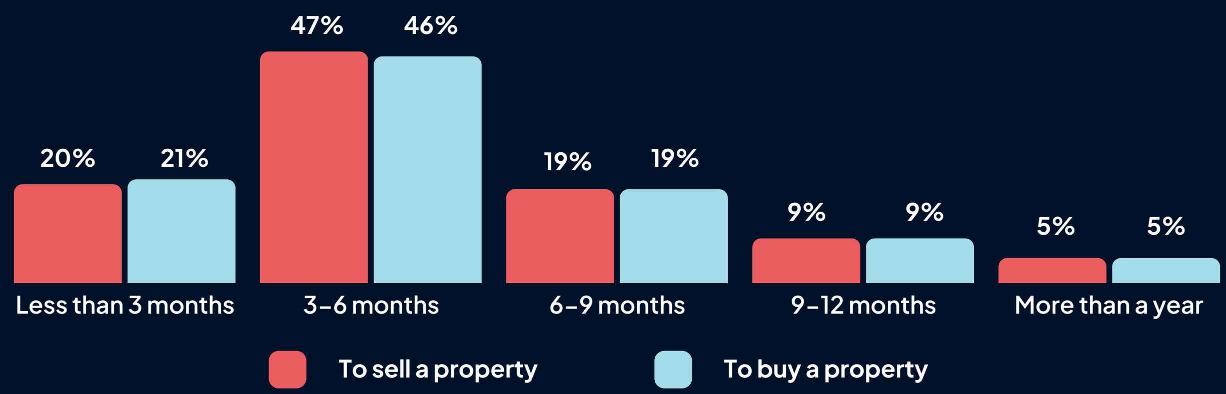
Data from OnTheMarket property seeker survey using SurveyMonkey.

Sales and rental market expectations

67% of sellers from our survey expect to complete on a sale within six months. Buyers are similarly optimistic, with the same proportion expecting to complete within this timeframe. This points to growing confidence in the pace of transactions and suggests that, despite wider economic uncertainty, many movers still believe the market is functioning at a reasonable speed.

However, with a third expecting the process to take longer than six months, above the five-month average cited by GOV.UK, the findings also underline the continued complexity of the home moving process, particularly for those navigating chains and conveyancing delays.

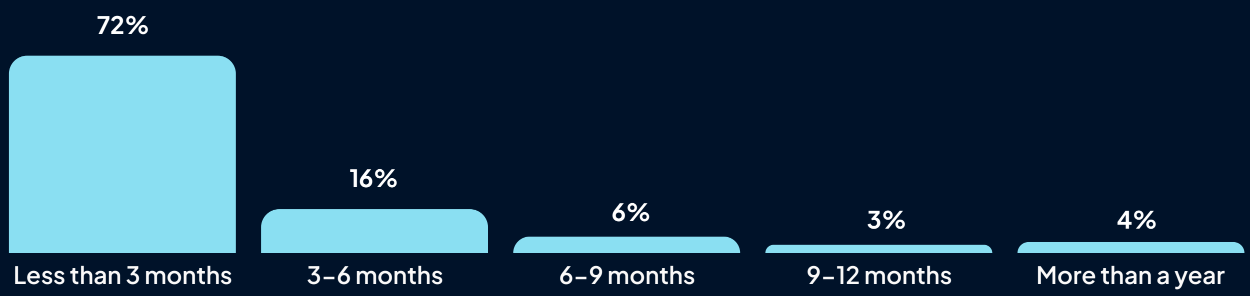
Expected timelines for buying and selling a property



Data from OnTheMarket property seeker survey using SurveyMonkey.

Despite ongoing market headlines, optimism continues to shine through. Renters remain positive, with 88% expecting to find a property and have possession of the keys within six months, reflecting growing confidence in their ability to fulfil their moving plans.

Expected timelines for renting a property



Data from OnTheMarket property seeker survey using SurveyMonkey.

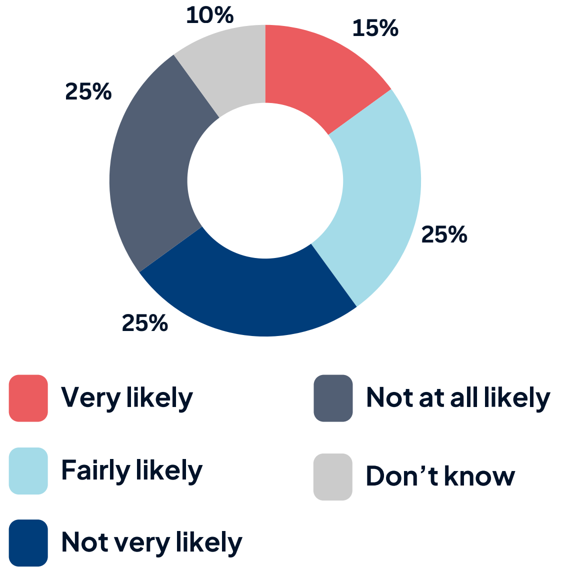
New Homes

40% of property seekers say they are open to considering a new build property, compared with 37% of YouGov respondents.

Energy efficiency and lower running costs remain the leading reasons OnTheMarket property seekers would consider a new build home.

The ability to personalise a property now ranks alongside ease of purchase and modern design and appliances as a key driver of appeal.

How likely are you to consider a new build?



Data from OnTheMarket survey using SurveyMonkey.

Insights from the OnTheMarket website

Keywords

To narrow their search and find the features most important to them, users can make use of OnTheMarket's keyword search function. Among buyers, gardens and garages continue to top the list of most-searched property features, with rural homes ranking third. Demand for parking, land and freehold properties also remains strong, while interest in character homes and properties with outbuildings has increased.

Top must-haves for buyers

4.Parking 5.With land 6.Freehold 7.Character 8.Outbuildings

9.Cottage 10.Annexe

Renters are also prioritising outdoor space, with gardens and garages remaining among the most-searched features. However, renter-specific needs feature more prominently in the top ten searches, with terms such as bills included, pets considered and furnished proving particularly popular.

Top must-haves for renters

4. Bills included
5. Balcony
6. Pet-friendly
7. Two bathrooms
8. Ensuite
9. Ground floor
10. Furnished

Property types

Many OnTheMarket property seekers use the ‘property type’ filter to refine their search, with detached homes proving the most popular choice. Semi-detached homes and bungalows also rank highly, while flats/apartments, terraced homes, farms, land and cottages all feature among the top ten most-searched property types.

Among renters, flats and apartments are the most sought-after property type, followed by detached and semi-detached homes. Terraced houses take fourth place, while bungalows, farms and land, and mobile park homes also make the top ten, highlighting the diversity of rental property searches.

Most searched property types by buyers

1. Detached house
2. Semi-detached house
3. Bungalow
4. Terraced
5. Farms/land
6. Flats/apartments
7. Cottage

Most searched property types by renters

1. Flats/apartments
2. Detached house
3. Semi-detached house
4. Terraced
5. Bungalow
6. Farms/land
7. Mobile park home

Jason Tebb
President, OnTheMarket

“The property market works most effectively when buyers and sellers share realistic expectations, and it's encouraging to see that gap narrowing. Historically, one of the biggest obstacles to transaction activity has been sellers holding out for prices that buyers simply weren't prepared or able to meet.

As expectations become more aligned with market conditions, we should see more properties priced appropriately from the outset, helping transactions progress more quickly and smoothly.

It's also particularly interesting to see such a positive response from renters. While challenges remain, greater certainty around renters' rights, combined with improving personal finances for some households, may be giving people more confidence that their next move is achievable.”

OnTheMarket

Insights from OnTheMarket agents

Marc von Grundherr
Director, Benham and Reeves

"What's particularly encouraging is that confidence across the market has remained remarkably resilient despite a backdrop of geopolitical uncertainty, persistent inflationary pressures, and continued speculation around the future path of interest rates.

Buyers have become far more pragmatic than they were in previous years. Rather than waiting for the perfect market conditions, many have accepted that mortgage rates are unlikely to return to the historic lows of the past and are choosing to move when their personal circumstances require it. That shift in mindset has helped underpin activity levels and maintain confidence.

We're also seeing renters remain optimistic despite continued competition for quality homes. Since the Renters' Rights Act came into force, both tenants and landlords have been adjusting to a new regulatory landscape. While the reforms have brought greater certainty for renters, demand for quality homes remains strong and many prospective tenants continue to approach the market with confidence.

It's equally positive to see expectations around house prices becoming more measured. A market characterised by steady, sustainable growth rather than rapid price inflation is ultimately healthier for buyers, sellers, and investors alike, helping to improve affordability while providing greater certainty for those looking to make longer-term property decisions.

London continues to benefit from strong underlying demand, both domestically and internationally, and provided economic conditions remain broadly stable, we expect confidence to remain resilient through the second half of the year."

Methodology

Data in this article was collected via two surveys:

- YouGov omnibus survey with a sample size of 4,197 adults in the UK, conducted between 3–5 June 2026.
  - Those actively looking to buy or rent a property = 301
  - Those who currently own a home = 129
  - Those actively looking to purchase a property = 231

- OnTheMarket survey using SurveyMonkey, with 2,550 respondents in total, conducted between 1 - 12 June 2026. Respondents are active property seekers who have recently signed up for property alerts or sent a property enquiry within the last 6 months at OnTheMarket.

Where totals do not add up to 100%, this is due to rounding.

Data on keywords, property types, new instructions and reduced properties is for 1 April to 29 June 2026 and is drawn from OnTheMarket's data compiled from thousands of estate agent branches and housebuilders who list their properties with OnTheMarket every month.

The data for keywords and property types is related to all searches that have used those filters and does not include information relating to searches without them.

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