



## UK housing market and the electorate

The report below covers only the main findings of the analysis. To find out how your own constituency fared, please visit our website

[www.housesimple.com](http://www.housesimple.com)

“In pure statistical terms, if you vote Tory then you are likely to have fared far better house price-wise over the past five years than you would if you vote Labour or Lib Dem. It’s also clear that the North-South divide is as pronounced regarding house prices as it is politically.”

**Alex Gosling, CEO**

### How property prices in the UK’s 650 constituencies have performed since the last General Election

It seems like only yesterday that a cherubic-looking David Cameron and Nick Clegg were in the Downing Street rose garden gleefully announcing their plans for the newly formed coalition government.

Five years on from that infamous press conference, some labelled it a love-in, how have the country’s hundreds of political constituencies performed on the house price front?

And of the three main parties — Conservative, Labour and Liberal Democrat — which category of voters have benefited most from house prices in the past five years, and which have done the worst?

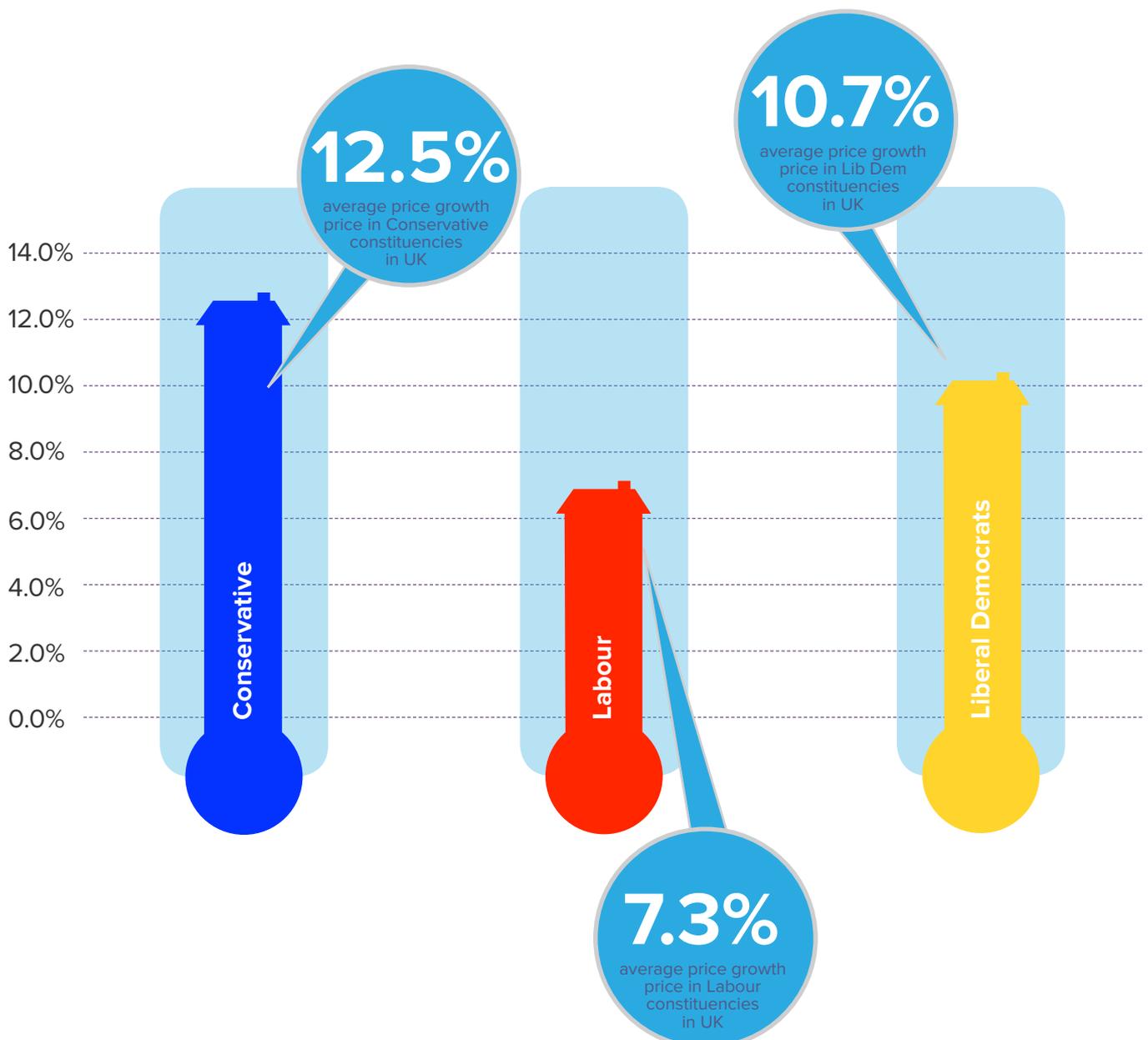
Online estate agents, HouseSimple.com, have taken time out to crunch the numbers on all 650 constituencies across the UK and can now exclusively reveal the constituencies where prices have blossomed the most since the heady days of the rose garden — and where they have wilted, in some cases quite spectacularly.

# 1 Conservative constituencies outperform (excluding London)

Of the three main parties, Conservative constituencies have seen the strongest property price rises around the UK since the last General Election — delivering average house price growth of 12.5% relative to average growth

of just 7.3% in Labour constituencies. Liberal Democrat constituencies (excluding London) delivered an average return over five years of 10.7%.

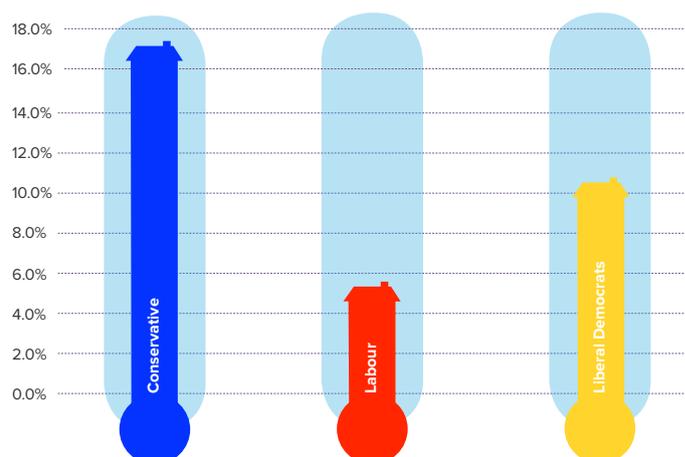
## Average house price growth in party constituencies since 2010



## 2 Conservative safe seats outperform Labour

Housesimple.com took the 20 constituencies of the three main political parties that had the biggest majorities in 2010 and averaged out the returns on property over the past five years. Prices were found to have risen three times more on average across Conservative biggest majority constituencies (17.1%) than Labour (5.9%), and almost 7% more than Lib Dem (10.7%).

### Average house price growth in majority party constituencies since 2010



### Biggest Majorities in 2010 Conservative

Constituency	Majority vote (%)	Average house prices in 2010 (£)	Average house prices in 2015 (£)	% price increase
Richmond (Yorkshire and Humber)	43.69	231,288	235,887	1.98
South Holland & The Deepings (East Midlands)	43.60	161,472	178,561	10.6
Rayleigh & Wickford (East)	42.68	245,836	282,112	14.8
Beaconsfield (South East)	41.50	739,846	924,574	25.0
Broxbourne (East)	41.18	361,168	400,894	11.0
Maldon (East)	40.52	255,075	297,800	16.7
Aldridge-Brownhills (West Midlands)	39.51	164,003	171,351	4.5
Witney (South East)	39.36	292,638	345,717	18.1
Windsor (South East)	38.42	466,880	563,623	20.7
Beckenham (London)	37.29	398,338	479,413	20.4
Hertsmere (East)	37.24	453,908	556,515	22.6
Daventry (East Midlands)	37.06	189,195	213,083	12.6
Faversham & Kent Mid (South East)	36.58	287,972	324,269	12.6
Welwyn Hatfield (East)	35.58	380,302	45,5363	19.7
New Forest W (South East)	35.52	362,311	414,974	14.5
Tonbridge & Malling (South East)	35.43	345,208	404,224	17.1
Hampshire N E (South East)	35.13	371,734	431,959	16.2
Hampshire N W (South East)	34.87	358,853	415,394	15.8
Runnymede & Weybridge (South East)	34.29	449,118	533,901	18.9

## 2

## Conservative safe seats outperform Labour

### Labour

Constituency	Majority vote (%)	Average house prices in 2010 (£)	Average house prices in 2015 (£)	% price increase
Liverpool Walton (North West)	57.72	83,767	86,866	3.7
Knowsley (North West)	57.52	159,060	166,193	4.5
Glasgow N E (Scotland)	54.21	133,850	144,111	7.7
Liverpool W Derby (North West)	51.61	91,047	94,413	3.7
Bootle (North West)	51.31	91,046	90,114	-1.0
Kirkcaldy & Cowdenbeath (Scotland)	50.24	110,570	121,049	9.5
Coatbridge Chryston & Bellshill (Scotland)	49.75	108,387	116,016	7.0
Glasgow S W (Scotland)	46.16	94,186	10,1150	7.4
Rutherglen & Hamilton W (Scotland)	44.70	130,270	141,139	8.3
Birkenhead (North West)	43.58	96,026	102,753	7.0
Motherwell & Wishaw (Scotland)	42.96	105,031	107,073	1.9
Easington (North East)	42.91	110,919	109,135	-1.6
Paisley & Renfrewshire S (Scotland)	41.54	148,767	156,112	4.9
Dunbartonshire W (Scotland)	41.19	116,530	126,858	8.9
Glenrothes (Scotland)	40.61	110,754	126,172	13.9
Garston & Halewood (North West)	39.41	150,670	156,216	3.7
Inverclyde (Scotland)	38.43	141,681	150,605	6.3
Glasgow N W (Scotland)	38.25	120,022	128,230	6.8
Ogmore (Wales)	38.23	135,688	146,245	7.8
Halton (North West)	37.51	202,171	213,800	5.8

### Liberal Democrats

Constituency	Majority vote (%)	Average house prices in 2010 (£)	Average house prices in 2015 (£)	% price increase
Orkney & Shetland (Scotland)	51.32	125,067	133,307	6.6
Ross Skye & Lochaber (Scotland)	37.52	156,866	167,388	6.7
Sheffield Hallam (Yorkshire and the Humber)	29.89	223,579	249,412	11.6
Bath (South West)	25.24	299,602	342,391	14.3
Westmorland & Lonsdale (North West)	23.82	268,973	284,810	5.9
Norfolk North (East)	23.41	211,516	258,381	22.2
Yeovil (South West)	22.81	190,780	205,943	7.9
Fife North East (Scotland)	22.58	140,894	156,733	11.2
Ceredigion (Wales)	21.76	183,889	187,978	2.2
Leeds North West (Yorkshire and the Humber)	20.93	290,357	328,283	13.1
Bristol West (South West)	20.54	363,462	410,652	13.0
Twickenham (London)	20.33	527,145	646,064	22.6
Bermondsey & Old Southwark (London)	19.10	415,907	548,579	31.9
Inverness Nairn Badenoch & Strathspey (Scotland)	18.61	199,579	211,112	5.8
Caithness Sutherland & Easter Ross (Scotland)	16.78	117,591	123,906	5.4
Lewes (South East)	15.27	373,933	433,356	15.9
Hazel Grove (North West)	15.18	188,606	214,835	13.9
Colchester (East)	15.13	236,577	255,705	8.1
Thornbury & Yate (South West)	14.76	208,298	235,356	13.0
Gordon (Scotland)	13.83	184,883	208,668	12.9



## Best performing constituencies (excluding London)

At the constituency level, six out of the ten constituencies with the highest average house price growth since 2010, were in the East of England. While, eight of the 10 biggest property price growth areas over the past five years have been Conservative, with South Cambridgeshire (East) at the top, delivering an average return of 29.7%.

Not far behind South Cambridgeshire is the South East (Conservative) constituency of Beaconsfield, which has added 25% to the value of people's homes over the past five years.

In third place is the Conservative constituency of Halesowen and Rowley Regis in the West Midlands, making homeowners since 2010 better off by 24.1% on average.

Constituency	Party	Average house prices in 2010 (£)	Average house prices in 2015 (£)	% price increase
South Cambridgeshire (East)	Conservatives	334,713	434,221	29.7
Beaconsfield (South East)	Conservatives	739,846	924,574	25.0
Halesowen and Rowley Regis (West Midlands)	Conservatives	309,031	383,426	24.1
Esher and Walton (South East)	Conservatives	600,312	743,896	23.9
Oxford East (South East)	Labour	349,815	429,996	22.9
Hertsmere (East)	Conservatives	453,908	556,515	22.6
Epping Forest (East)	Conservatives	409,458	501,250	22.4
North Norfolk (East)	Lib Dems	211,516	258,381	22.2
Reigate (South East)	Conservatives	425,667	519,925	22.1
Sevenoaks (South East)	Conservatives	500,750	606,873	21.2

## 4

## Worst performing constituencies (excluding Northern Ireland)

In total, nine constituencies — five Labour, four Conservative — have seen negative house price growth since the last General Election. At the top of the table below is the Labour constituency of Bishop Auckland (North East), delivering by far the worst average return of -8.4%.

The constituency closest to Bishop Auckland Conservative-held Dewsbury (East Midlands), delivered a negative return of -2.4%. In third place was another North East constituency, the Labour-run Easington, where house prices have fallen by 1.6% over the past five years.

Constituency	Party	Average house prices in 2010 (£)	Average house prices in 2015 (£)	% price increase
Bishop Auckland (North East)	Labour	128,116	117,387	-8.4
Dewsbury (East Midlands)	Conservatives	125,833	122,857	-2.4
Easington (North East)	Labour	110,919	109,135	-1.6
Rushcliffe (East Midlands)	Conservatives	284,954	281,013	-1.4
Bootle (North West)	Labour	91,046	90,114	-1.0
Gainsborough (East Midlands)	Conservatives	134,838	133,686	-0.9
Normanton, Pontefract and Castleford (Yorkshire and Humber)	Labour	130,768	130,186	-0.4
Preseli Pembrokeshire (Wales)	Conservatives	185,293	186,763	-0.4
Sunderland Central (North East)	Labour	131,727	131,571	-0.1
Gower (Wales)	Labour	284,919	285,168	0.1

Regionally, the North East of England and East Midlands were joint worst performers of the nine constituencies delivering negative growth, both with three constituencies each in the house price equivalent of the red: in the East

Midlands, Dewsbury (Conservative), Rushcliffe (Conservative) and Gainsborough (Conservative); and in the North East, Bishop Auckland (Labour), Easington (Labour) and Sunderland Central (Labour).

# 5 UKIP Target Seats

According to HouseSimple.com figures, average property prices in the 10 constituencies UKIP is targeting, have gone up by 12.6% since 2010.

However, since Mark Reckless, UKIP, was elected MP for Rochester & Strood, in a by-

election in November 2014, average house prices in the area have fallen by almost 3%, after steady growth since the last General Election.

Constituency	Party	Average house prices in 2010 (£)	Average house prices in 2015 (£)	% price increase
Clacton (South East)	UKIP	161,700	178,550	10.4
South Thanet (South East)	Conservative	249,239	277,109	11.2
Thurrock (East)	Conservative	168,727	205,940	22.1
Rochester and Strood (South East)	UKIP	168,673	194,460	15.3
Castle Point (East)	Conservative	221,921	251,532	13.3
Boston and Skegness (East Midlands)	Conservative	127,041	147,117	15.8
Great Grimsby (Yorkshire and the Humber)	Labour	124,104	131,789	6.2
North Thanet (South East)	Conservative	186,305	206,410	10.8
Great Yarmouth (East)	Conservative	148,338	163,275	10.1
Cannock Chase (West Midlands)	Conservative	152,048	166,751	9.7

## 6 Regional breakdown: North/South divide still strong

As has historically been the case, the North significantly underperformed the South during the five years since the last General Election. It's safe to say that the North/South divide is as pronounced on the house price front as it is the political. Below are snapshots of the major regions.



### Snapshot: North East

In the Labour-dominated North East (of the 29 constituencies, 25 are Labour), property prices across all the constituencies have increased by an average 5.5% over the past five years. 10 constituencies (34.5%) have even seen less than 1% house price growth a year since the last General Election. Three constituencies, as highlighted above, have seen negative price growth since 2010: Bishop Auckland (Labour) -8.4%, Easington (Labour) -1.6% and Sunderland Central (Labour) -0.1%.



### Snapshot: North West

Like the North East, the North West is heavily Labour: of the 75 Constituencies, 48, or almost two thirds, are red. Prices across all the constituencies in the region increased by an average of 6.3% since the last General Election, with 32 of the constituencies (42.7%) seeing house price growth of less than 1% a year. Six constituencies have even seen cumulative growth of less than 1% since 2010. The constituency of St Helens North, for example, has seen average house prices rise from just £123,317 to £123,812 since 2010 — a rise of just £495 in five years.



### Snapshot: South East

In the Conservative stronghold of the South East — of the 84 Constituencies, 73 (87%) are Tory — average property prices across all constituencies have increased by a very respectable 16.1% since the last General Election. Just four constituencies have seen less than 10% house price growth since the Coalition Government was formed, while a lucky nine constituencies have seen price growth of more than 20%. The contrast with the North East couldn't be starker.



## 6 Regional breakdown: North/South divide still strong

### Snapshot: South West

In the predominantly blue South West — of the 55 Constituencies, 36 (66%) are Conservative — average property prices across all constituencies increased by a respectable 10.5% since the last General Election. 13 of the South West's constituencies, meanwhile, have seen price growth of 13% or more since the end of Gordon Brown's stay at Number 10. Again, overall price performance is the polar opposite of the North West.



### Snapshot: Wales

In Wales, average property prices across all constituencies have increased by 6.9% since the last General Election. However, nine out of the 40 constituencies in the principality (around one in five) have seen price growth of less than 1% a year since last General Election. Just one constituency, the Conservative-held Preseli Pembrokeshire has seen negative price growth since 2010, at -0.4%. The Labour held constituency of the Gower peninsula delivered a 5-year return of just 0.1%.



### Snapshot: Scotland

Average property prices across all constituencies north of the border have increased by 8.2% since the last General Election. 47 out of 60 constituencies have seen price growth of less than 10% since 2010, while 18 out of 60 constituencies (30%) have witnessed price growth of less than 6% over the past five years. Northern Ireland\*

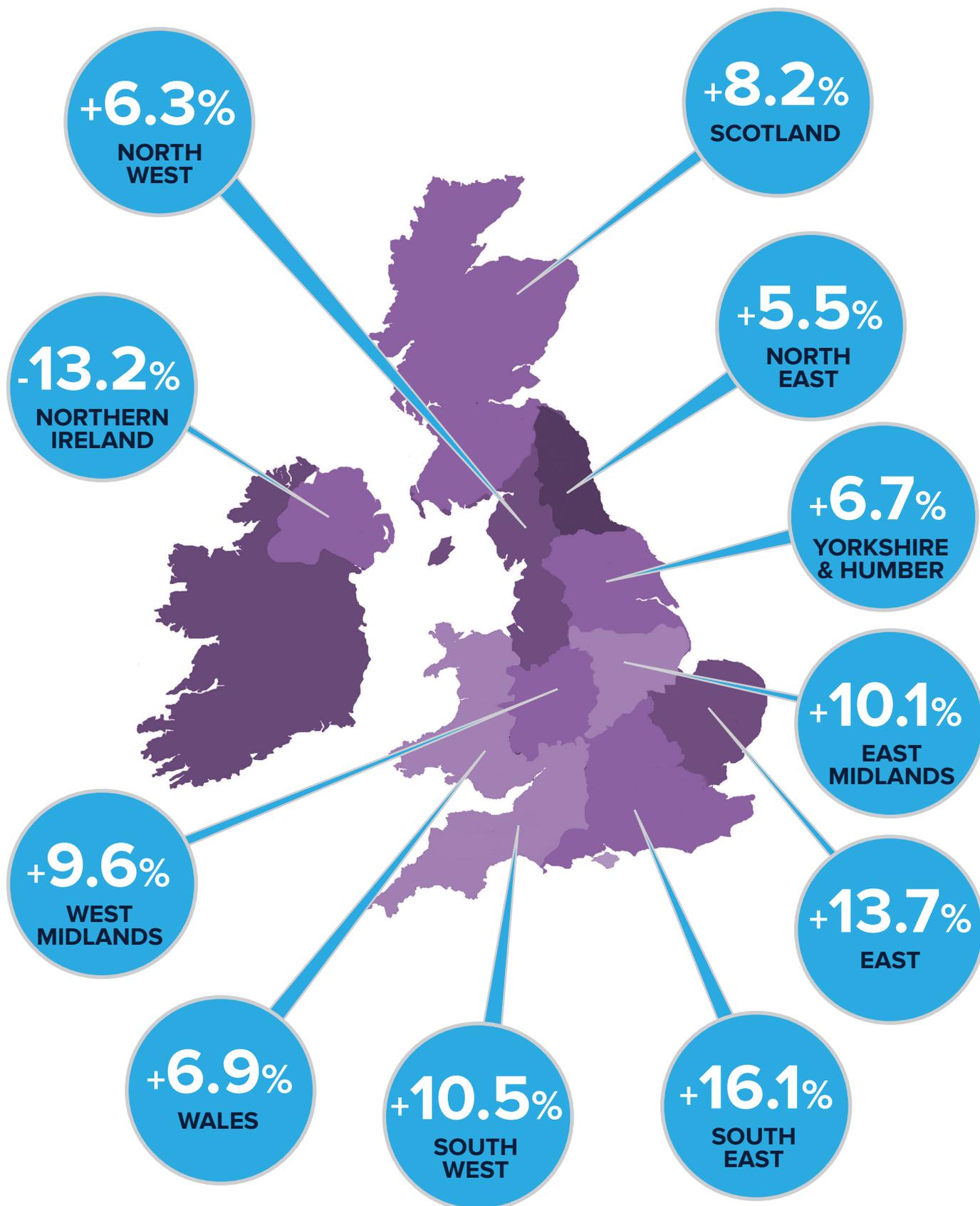


In Northern Ireland, property prices across all constituencies are still, on average, 13.2% lower than they were at the time of the last General Election. Only in Belfast East (Alliance Party of Northern Ireland) are average prices now higher than they were at the last General Election, by 2.5%. In South Antrim (Democratic Unionist), prices are still 23.8% lower than they were in 2010. In Newry and Armagh (Sinn Fein) prices are 21.8% lower than they were five years ago.

6

Regional breakdown:

average price growth in each region over the past five years



## 7

## Best performing London constituencies

Unsurprisingly, perhaps, the Conservative stronghold of Kensington delivered the strongest house price growth during the five years of the Coalition Government: a mind-boggling 42%. It narrowly beat off the similarly blue constituencies of the Cities of London and Westminster (41.9%) and Chelsea and Fulham (40.9%). These were the three constituencies to have seen growth of more than 40% since 2010. Just three of the constituencies in the London top 10 were Labour: Tooting and Islington North (both 38.2%) and Tottenham (35.7%).

In the capital more broadly, almost 50% of constituencies (47.9%) have seen price growth of more than 30% since last General Election, Meanwhile, nine constituencies (seven Conservative, two Labour) have seen more than £150k added to average price of a property since Gordon Brown's dream of winning a General Election ended.

Constituency	Political party holding seat	Average house price 2010 (£)	Average house price 2015 (£)	price change (£)	% increase/ (decrease)
Kensington	Conservative	1,483,189	2,106,633	623,444	42
Cities of London and Westminster	Conservative	1,241,657	1,762,468	520,810	41.9
Chelsea and Fulham	Conservative	1,207,450	1,701,883	494,433	40.9
Putney	Conservative	567,970	786,653	218,683	38.5
Battersea	Conservative	591,533	818,911	227,378	38.4
Tooting	Labour	420,998	581,964	160,966	38.2
Islington North	Labour	424,738	587,019	162,281	38.2
Wimbledon	Conservative	540,570	743,976	203,406	37.6
Ealing Central and Acton	Conservative	445,140	604,672	159,532	35.8
Tottenham	Labour	245,420	333,128	87,708	35.7



## Worst performing London constituencies

Voters in the North East and North West would welcome the growth levels witnessed by the worst performing London constituencies over the past five years. Propping up the table was the Conservative-held Hornchurch and Upminster, delivering paltry growth (by

London standards) of just 10.6% since Gordon Brown handed over the keys of Government. Considering all the constituencies at the bottom of the London table delivered house price growth of between 10% and 20%, few will see the need to feel sorry for them.

Constituency	Political party holding seat	Average house price 2010 (£)	Average house price 2015 (£)	price change (£)	% increase/ (decrease)
Orpington	Conservative	361,683	432,709	71,026	19.6
Sutton and Cheam	Liberal Democrats	381,496	456,184	74,689	19.6
Uxbridge and South Ruislip	Conservative	287,992	343,998	56,006	19.4
Bexleyheath and Crayford	Conservative	239,970	285,915	45,945	19.1
Croydon South	Conservative	366,668	435,136	68,468	18.7
Romford	Conservative	238,179	282,158	43,979	18.5
Feltham and Heston	Labour	255,443	301,158	45,715	17.9
Barking	Labour	216,468	252,196	35,728	16.5
Lewisham Deptford	Labour	296,868	343,612	46,745	15.7
Enfield North	Conservative	299,265	342,753	43,488	14.5
Hornchurch and Upminster	Conservative	355,511	393,320	37,809	10.6



## Conclusion: Red Constituencies Have House Price Blues

### Alex Gosling, CEO, online estate agents HouseSimple.com comments:



“In pure statistical terms, if you vote Tory then you are likely to have fared far better house price-wise over the past five years than you would if you vote Labour or Lib Dem.

It’s also clear that the North-South divide is as pronounced regarding house prices as it is politically. The fact that house prices in a number of constituencies are lower

now than they were five years ago, while London prices have soared beyond recognition, is proof positive of a two-speed market. What will the next five years bring? Whatever the make-up of the next Government, the hope will be that the price growth gap between the North and South doesn’t get wider, and parity returns to a heavily skewed market.”



## Notes

\* HouseSimple.com used Zoopla publically available house price data to work out house prices today versus house prices in 2010, for all 650 Parliamentary constituencies\* For Northern Ireland, property price data for the constituencies of Upper Barn, Strangford, Lagan Valley and Foyle wasn’t available.