

# Millennial Home Buying Survey

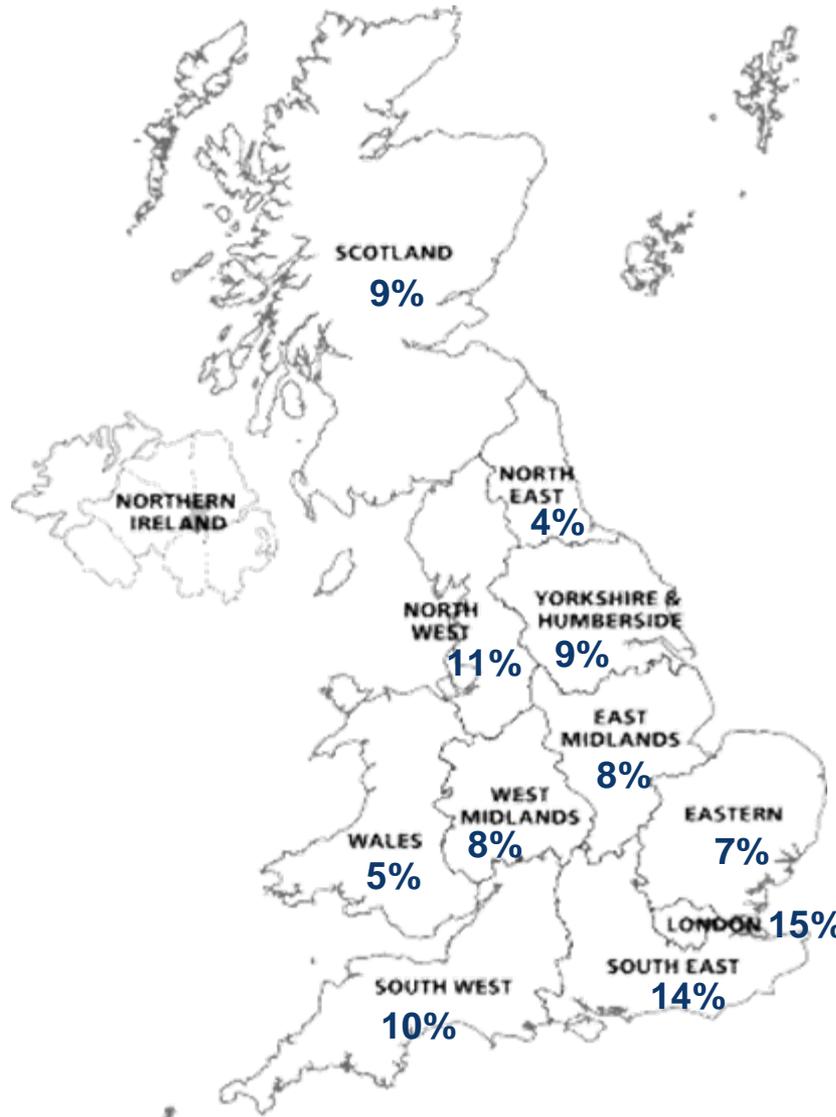
June 2015

The information in this document is classified as public

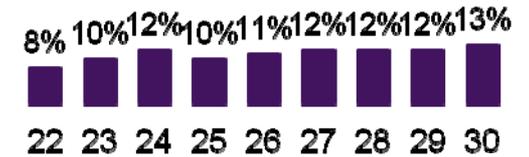
# METHODOLOGY AND DEMOGRAPHICS

Online survey among 1,500 Nat. rep. 22-30 year olds, presently renting or living at home.

Sample consists specifically of non-homeowners, who have not previously held a mortgage.



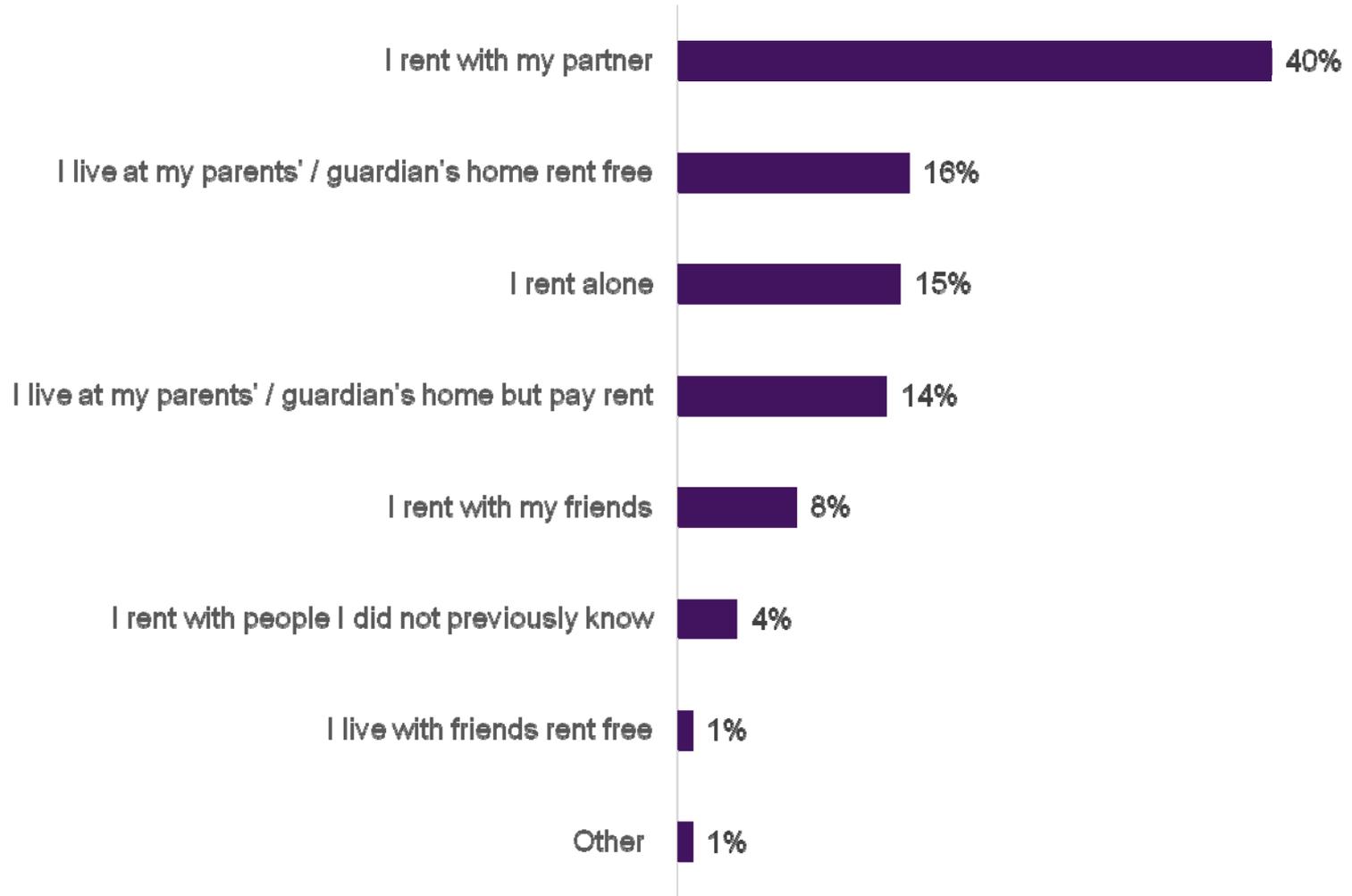
Age profile



55%  
ABC1

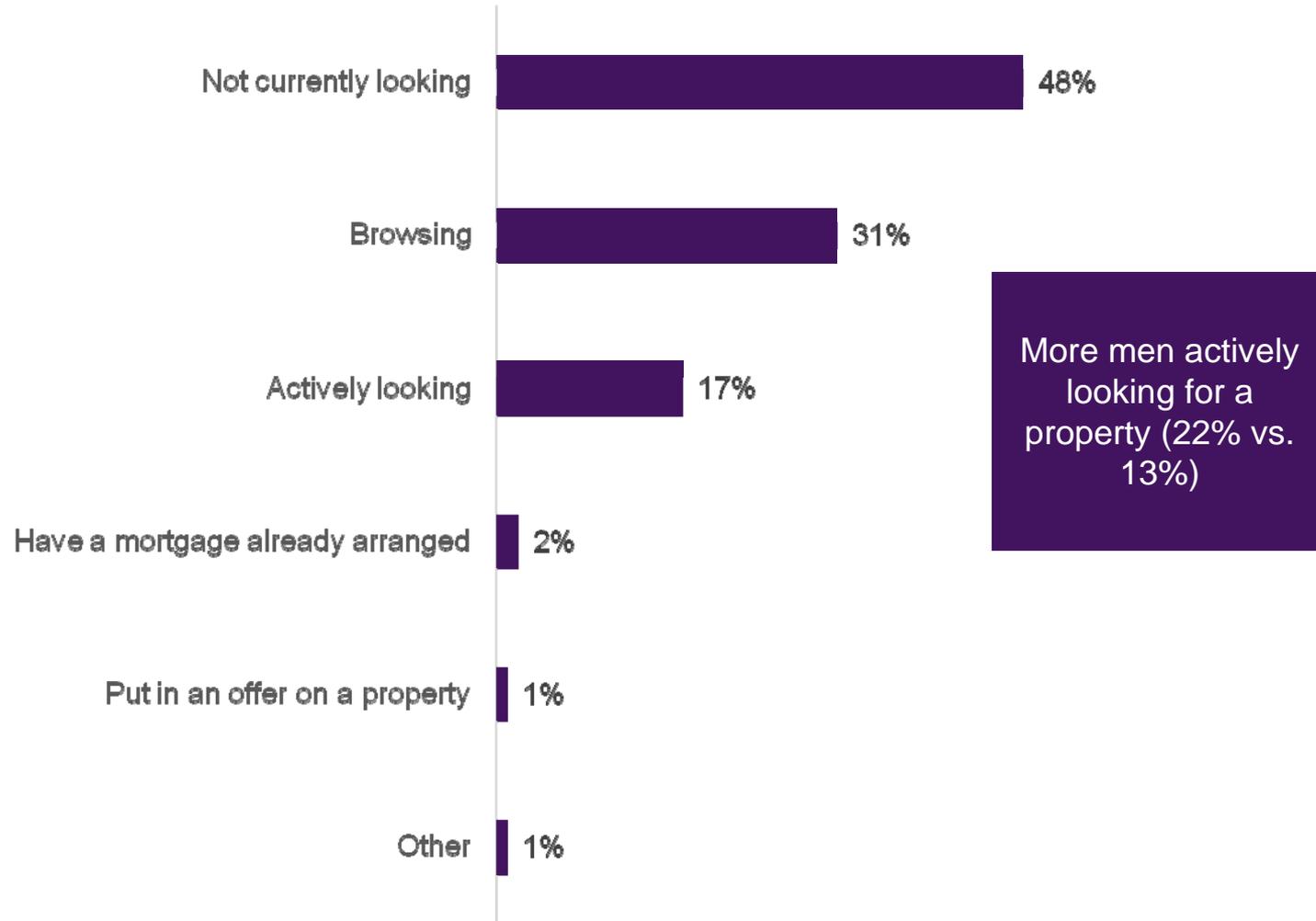
# Current Circumstances and Future Intentions

# JUST UNDER A THIRD LIVE WITH THEIR PARENTS/GUARDIANS



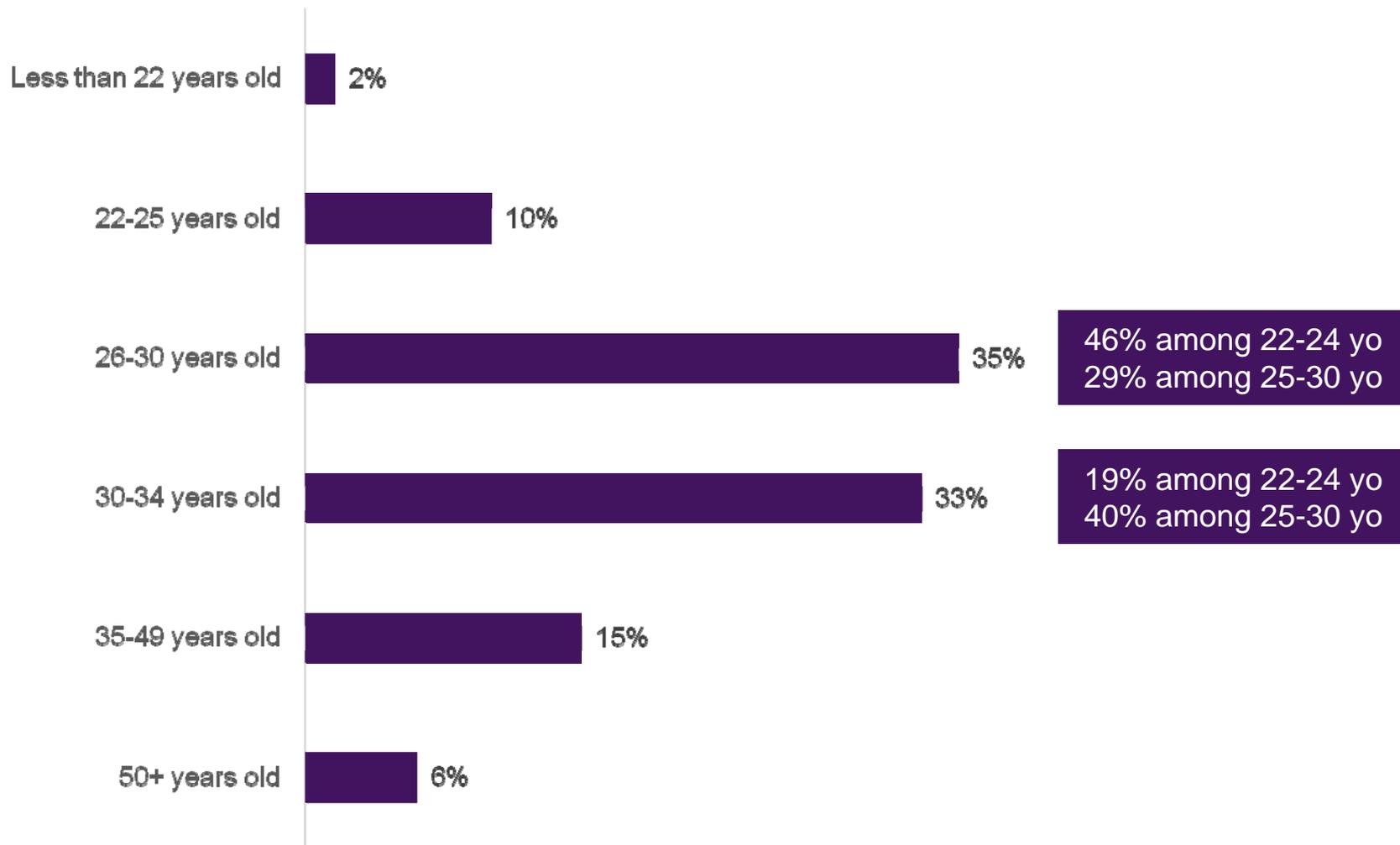
# JUST UNDER HALF ARE NOT CURRENTLY IN LOOKING FOR A PROPERTY

## STAGE IN HOUSE BUYING PROCESS



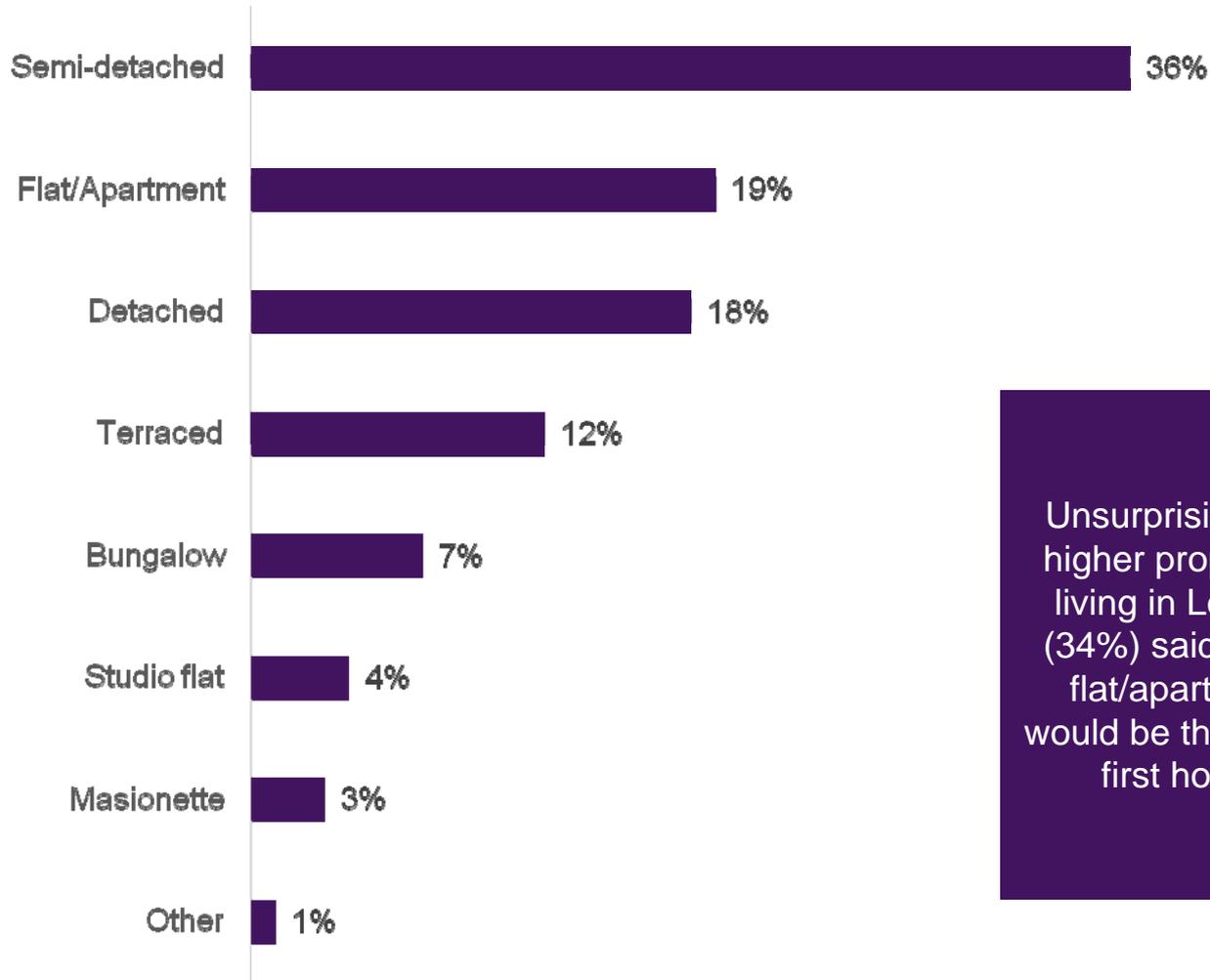
# THE MAJORITY THINK THEY WILL BE ABLE TO AFFORD A DEPOSIT IN THE NEXT 5 YEARS OR SO

AGE IN WHICH THEY WILL AFFORD DEPOSIT ON FIRST HOME



# A SEMI-DETACHED HOUSE IS THE IDEAL FIRST HOME AMONG A THIRD OF CONSUMERS

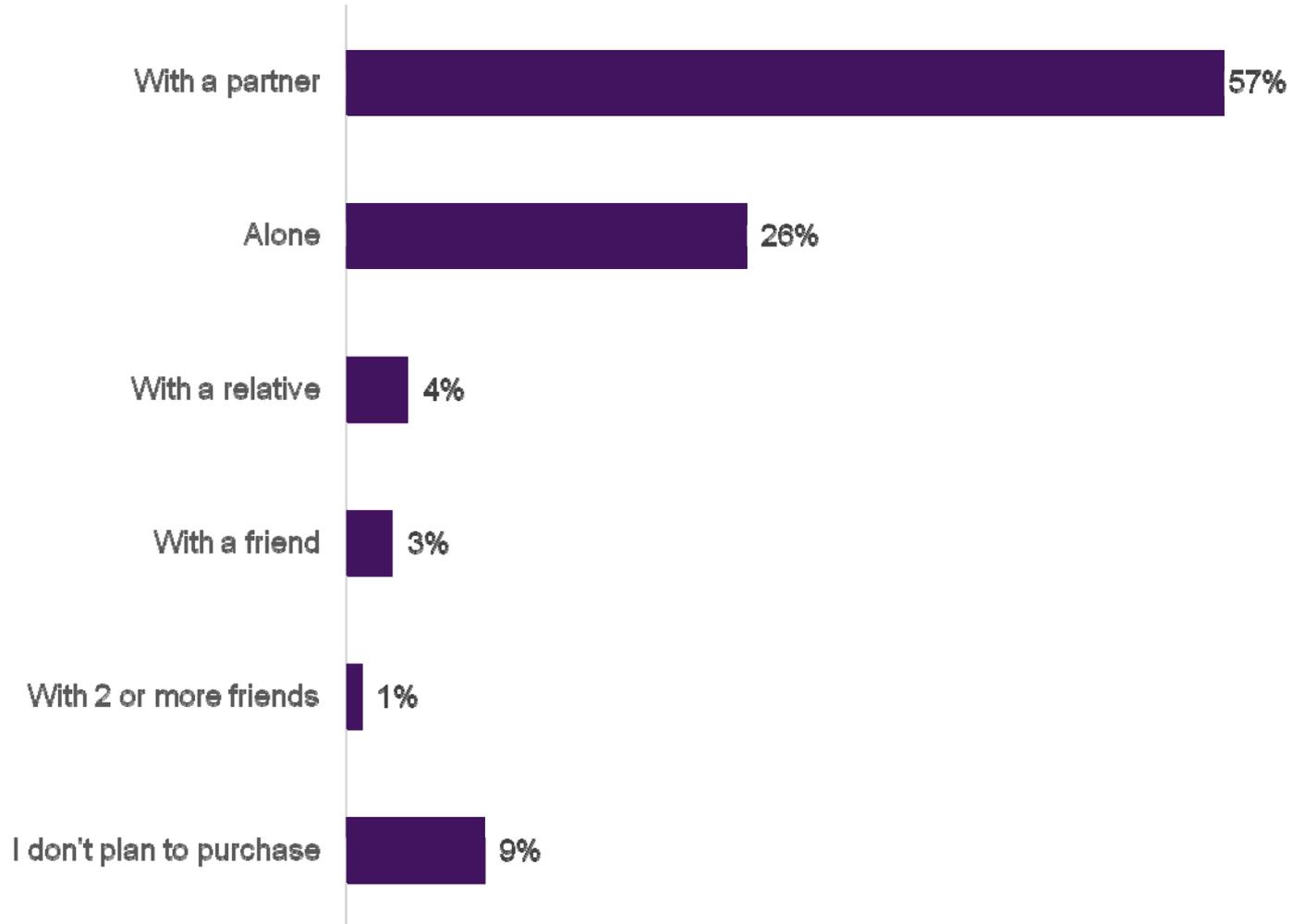
## PROPERTY THAT WOULD MAKE IDEAL FIRST HOME



Unsurprisingly, a higher proportion living in London (34%) said that a flat/apartment would be their ideal first home

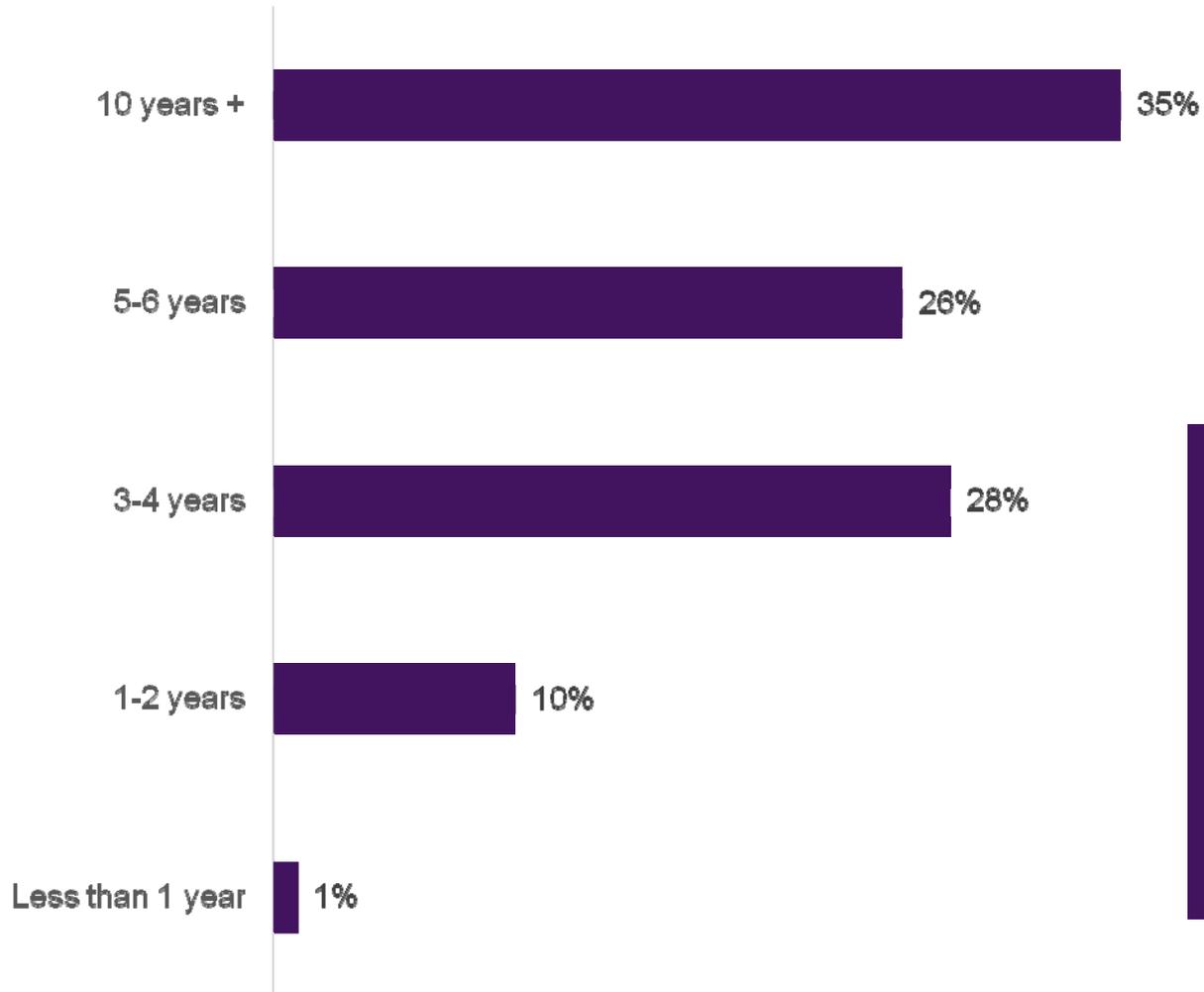
# THE MAJORITY WILL PURCHASE A PROPERTY WITH A PARTNER

## SINGLE OR JOINT PURCHASE



# MOST WILL STAY AT LEAST 5 YEARS IN THEIR FIRST HOME

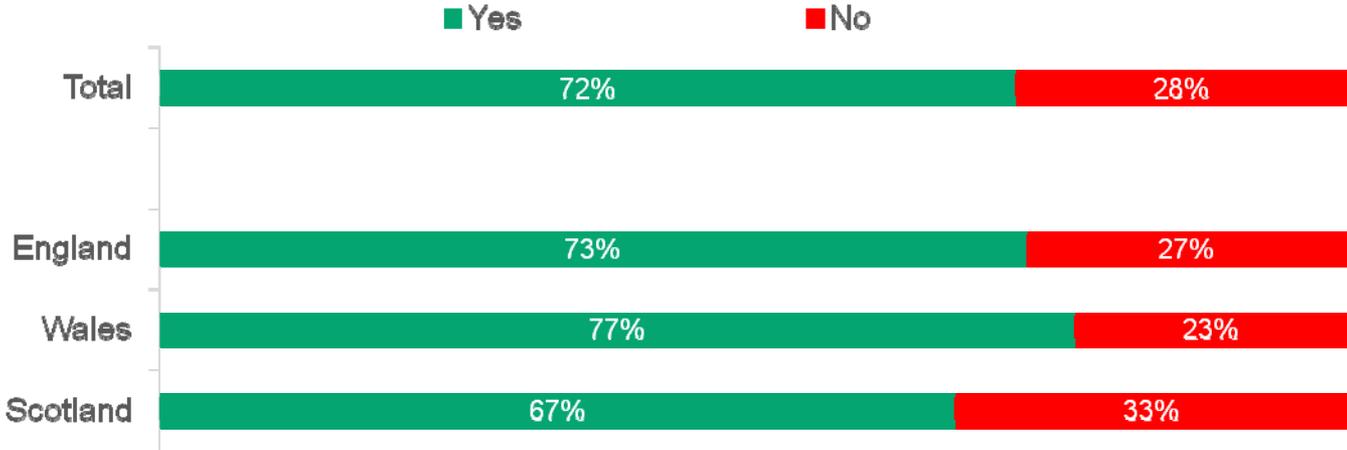
## LENGTH OF STAY IN FIRST HOME



Differs by type of property they would have as their first home.

Those in a flat – most likely to live there for 3-4 years (40%)

# WILLINGNESS TO COMPROMISE ON LOCATION



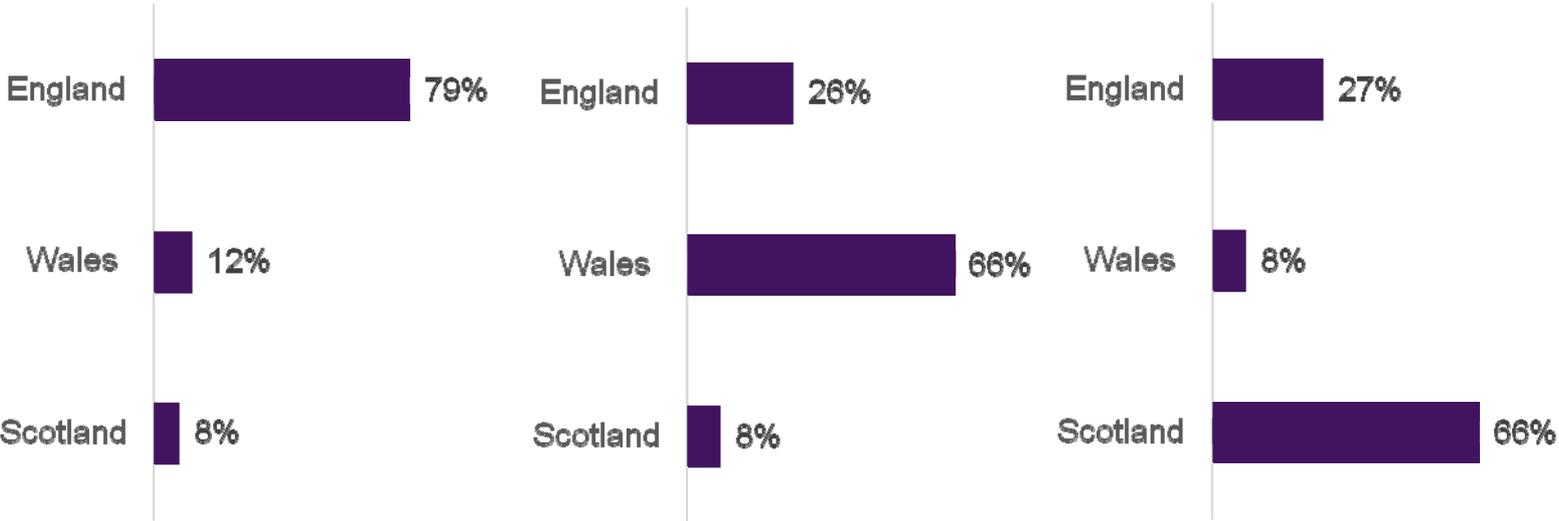
Those living in London more likely to compromise than elsewhere (81%)

AMONG THOSE WHO LIVE IN ENGLAND:

AMONG THOSE WHO LIVE IN WALES:

AMONG THOSE WHO LIVE IN SCOTLAND:

WHERE ELSE WOULD YOU CONSIDER?

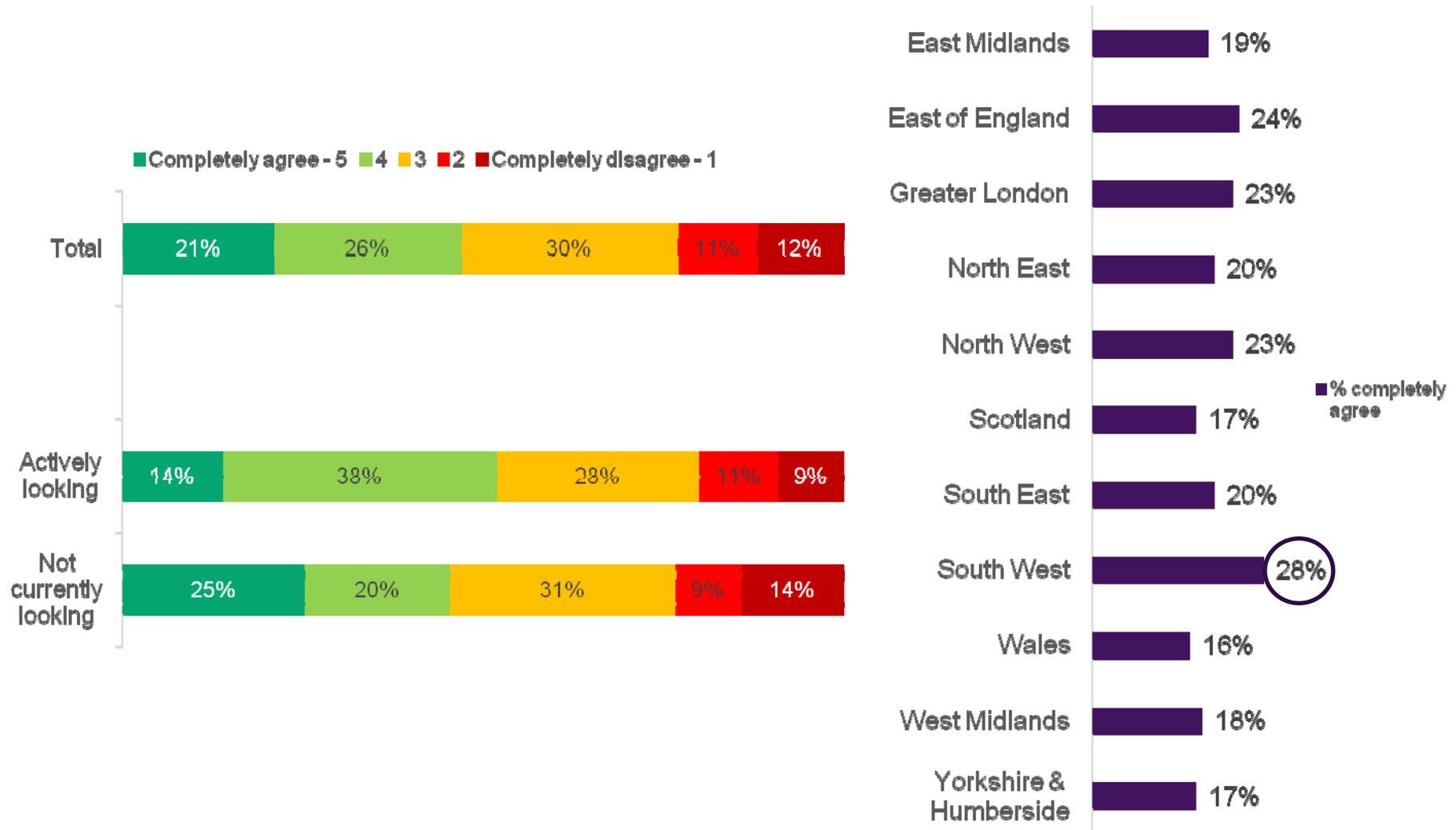


Base: UK Adults (1,500), those who are willing to compromise on location (1,084)

# Attitudes to Housing Situation

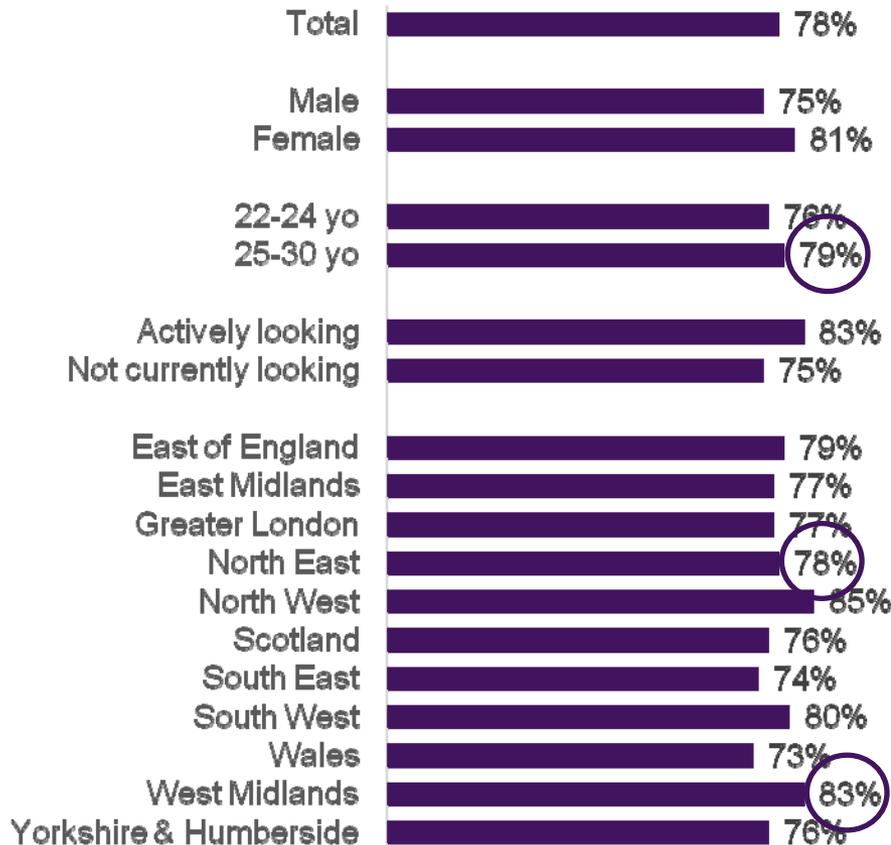
# JUST UNDER HALF AGREE THAT BRITAIN IS EXPERIENCING 'GENERATION RENT'

"GENERATION RENT" – TO WHAT EXTENT BRITAIN ARE DEALING WITH THE SITUATION



# THE MAJORITY THINK THE CURRENT ECONOMIC CONDITIONS HAVE NEGATIVELY AFFECTED THEM

% WHO THINK THE WIDER UK ECONOMIC CONDITIONS HAVE NEGATIVELY AFFECTED THEIR CHANCES OF BECOMING A FIRST TIME BUYERS

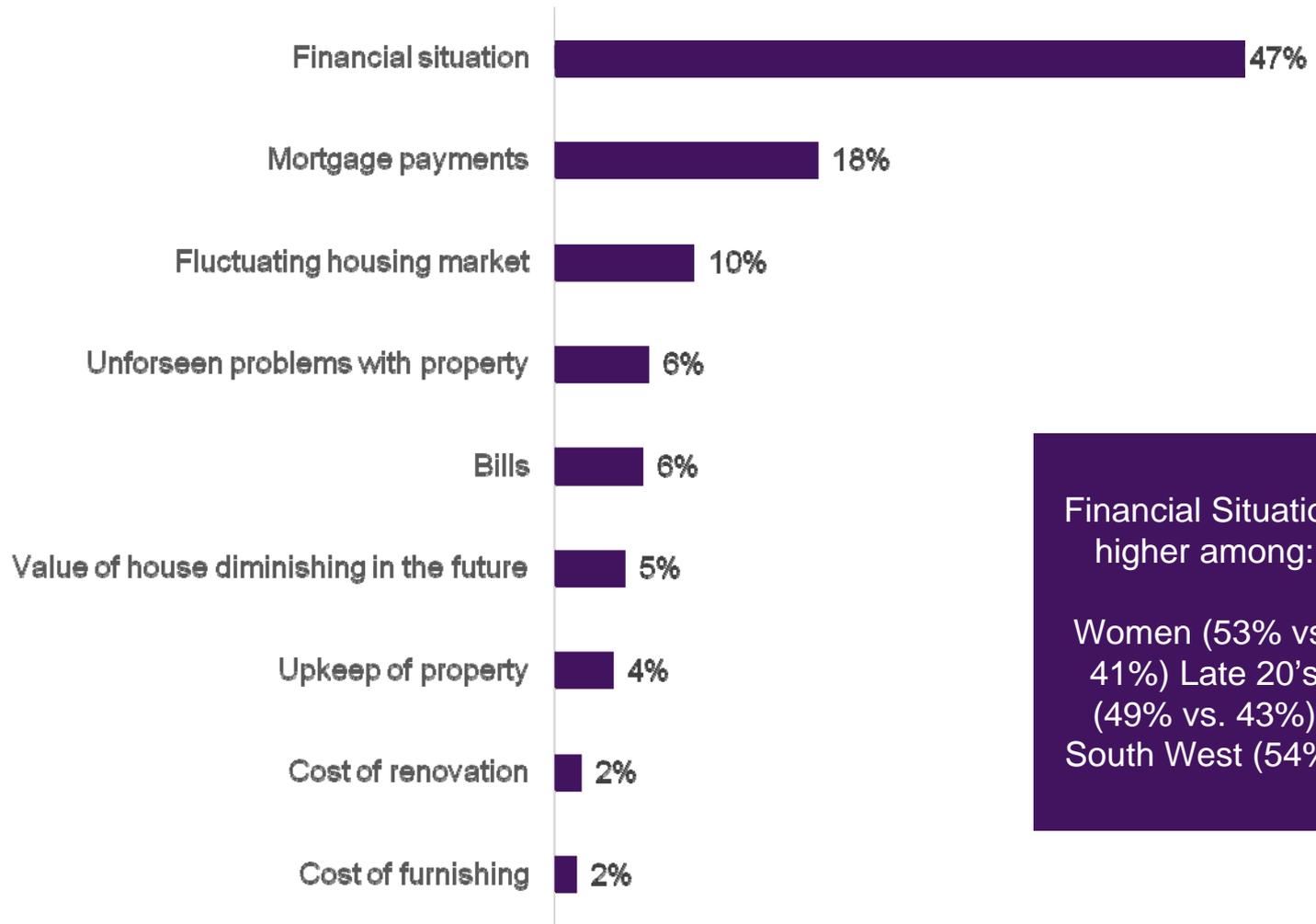


REASONS WHY UK ECONOMIC CONDITIONS HAVE AFFECTED CHANCES OF BECOMING A FIRST TIME BUYER



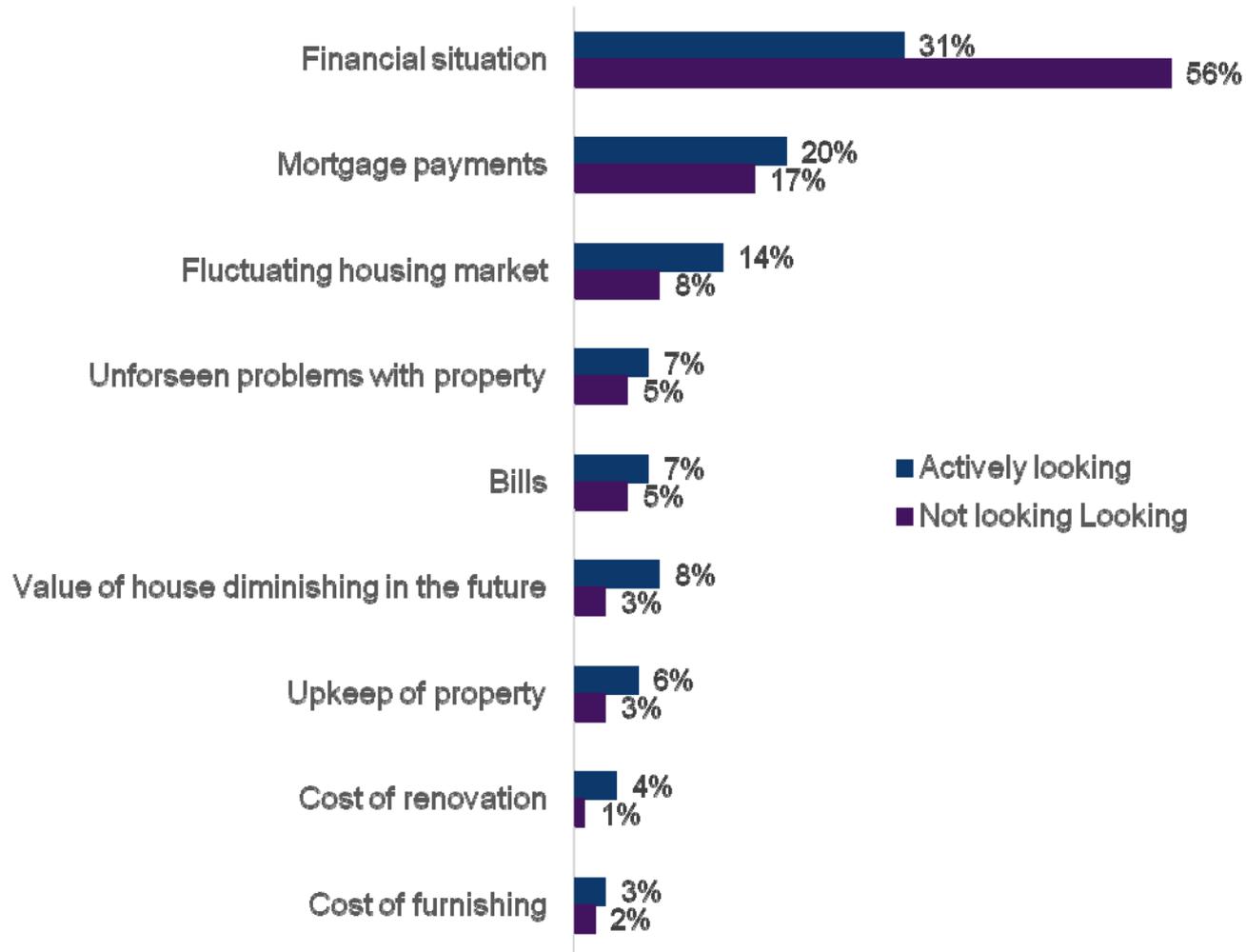
# THEIR FINANCIAL SITUATION IS THE BIGGEST CONCERN WHEN IT COMES TO PURCHASING THEIR FIRST PROPERTY

TOP CONCERN ABOUT PURCHASING FIRST PROPERTY  
- CONCERN RANKED FIRST



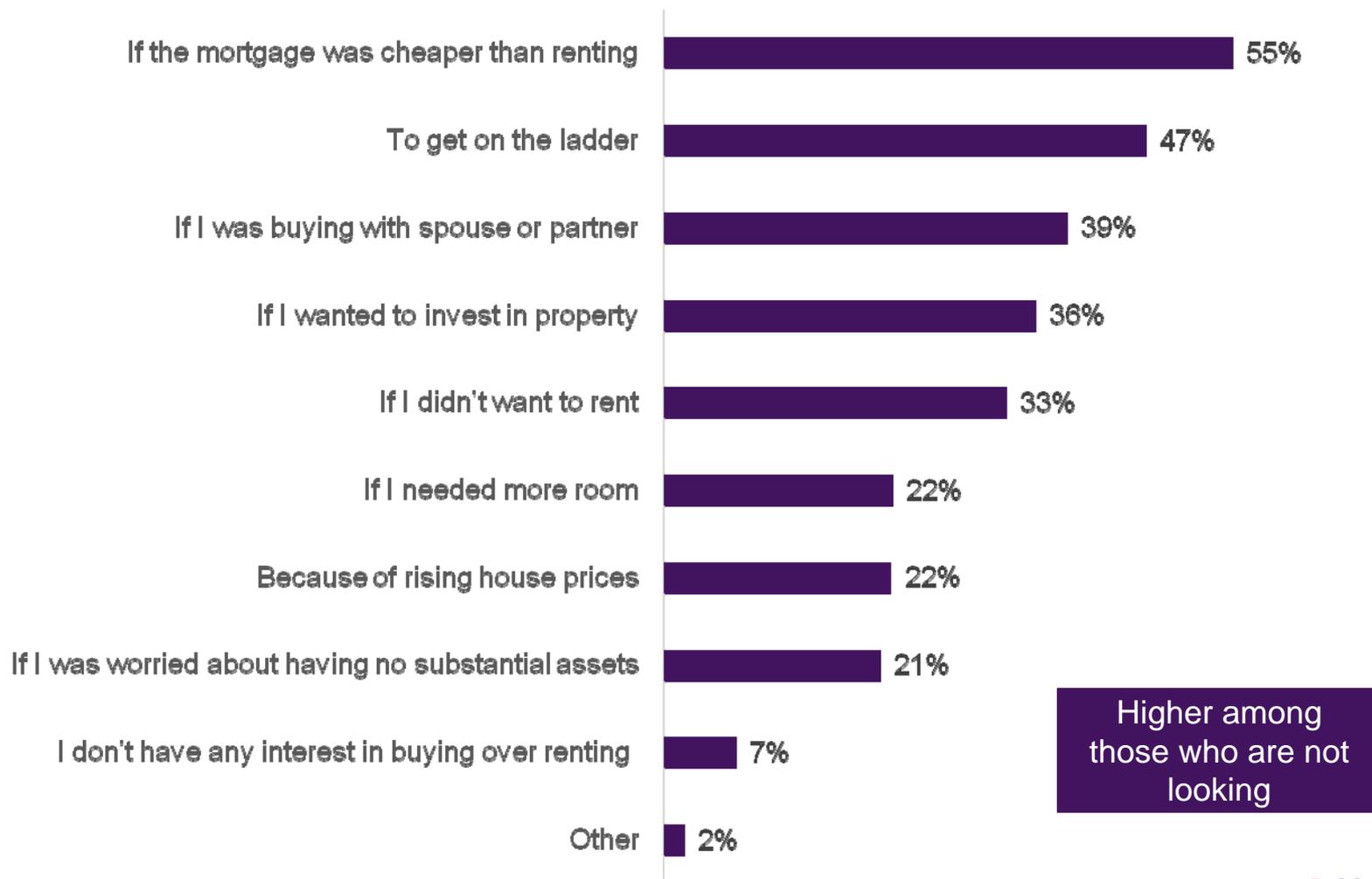
# THOSE NOT LOOKING OVER-INDEX ON FINANCIAL SITUATION AS A TOP CONCERN WHEN PURCHASING A PROPERTY

TOP CONCERN ABOUT PURCHASING FIRST PROPERTY  
- BY STAGE IN HOUSE BUYING



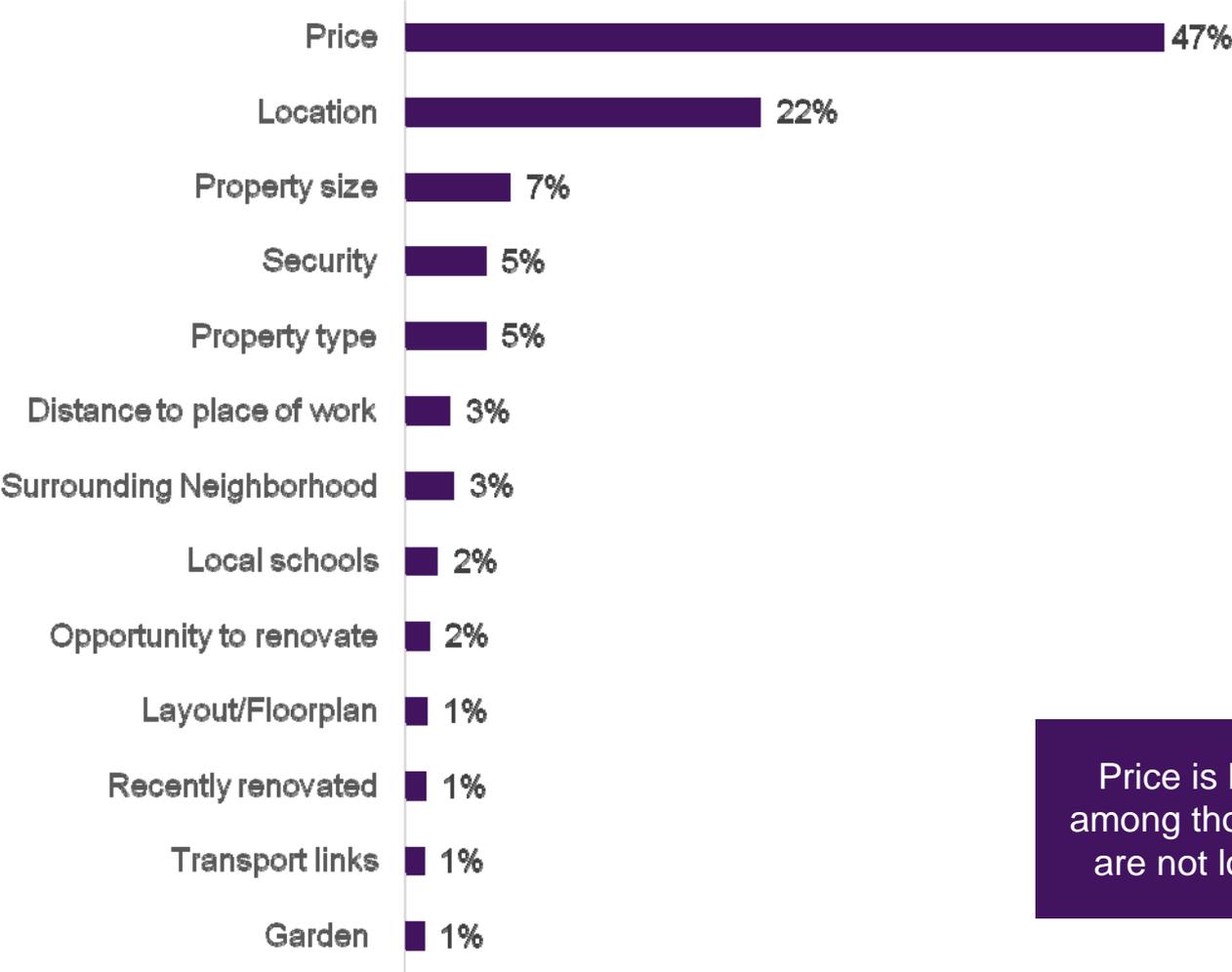
# COST AND GETTING ON THE PROPERTY LADDER ARE THE TOP REASONS FOR PURCHASING OVER RENTING A PROPERTY

REASONS FOR PURCHASING A PROPERTY OVER RENTING  
- REASON RANKED FIRST



# PRICE IS THE MOST IMPORTANT FACTOR WHEN IT COMES TO PURCHASING A PROPERTY

IMPORTANT FACTORS WHEN PURCHASING FIRST PROPERTY  
- REASON RANKED FIRST

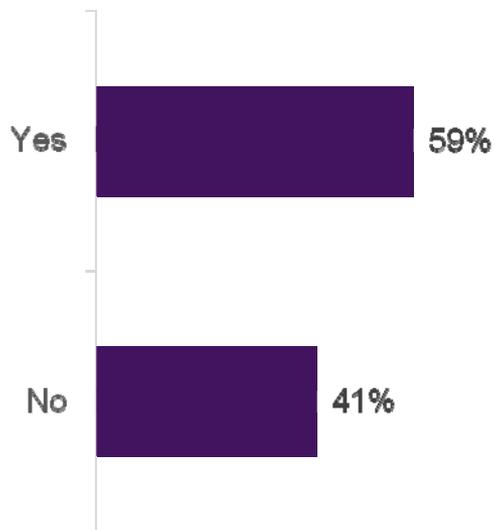


Price is higher among those who are not looking

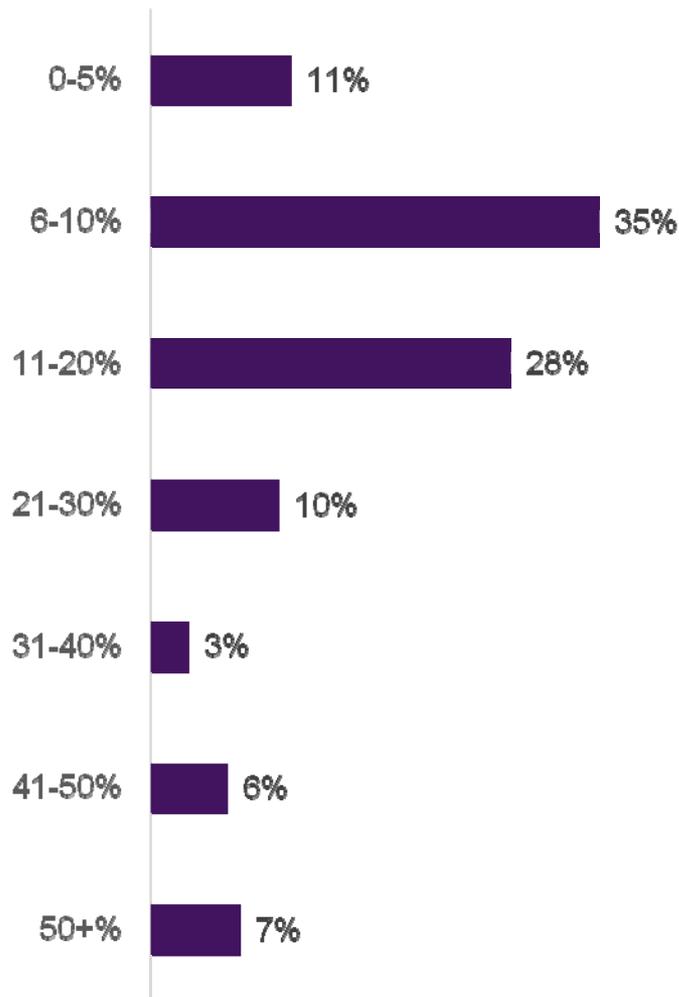
# Understanding of the Housing Market

# DEPOSIT IS REQUIRED, WITH THE MAJORITY THINKING IT IS 20% OR UNDER

Q. 'DO YOU KNOW HOW MUCH DEPOSIT IS REQUIRED?'



OF THOSE WHO ANSWERED 'YES':  
Q. 'HOW MUCH DEPOSIT DO YOU NEED TO TAKE OUT A MORTGAGE?'

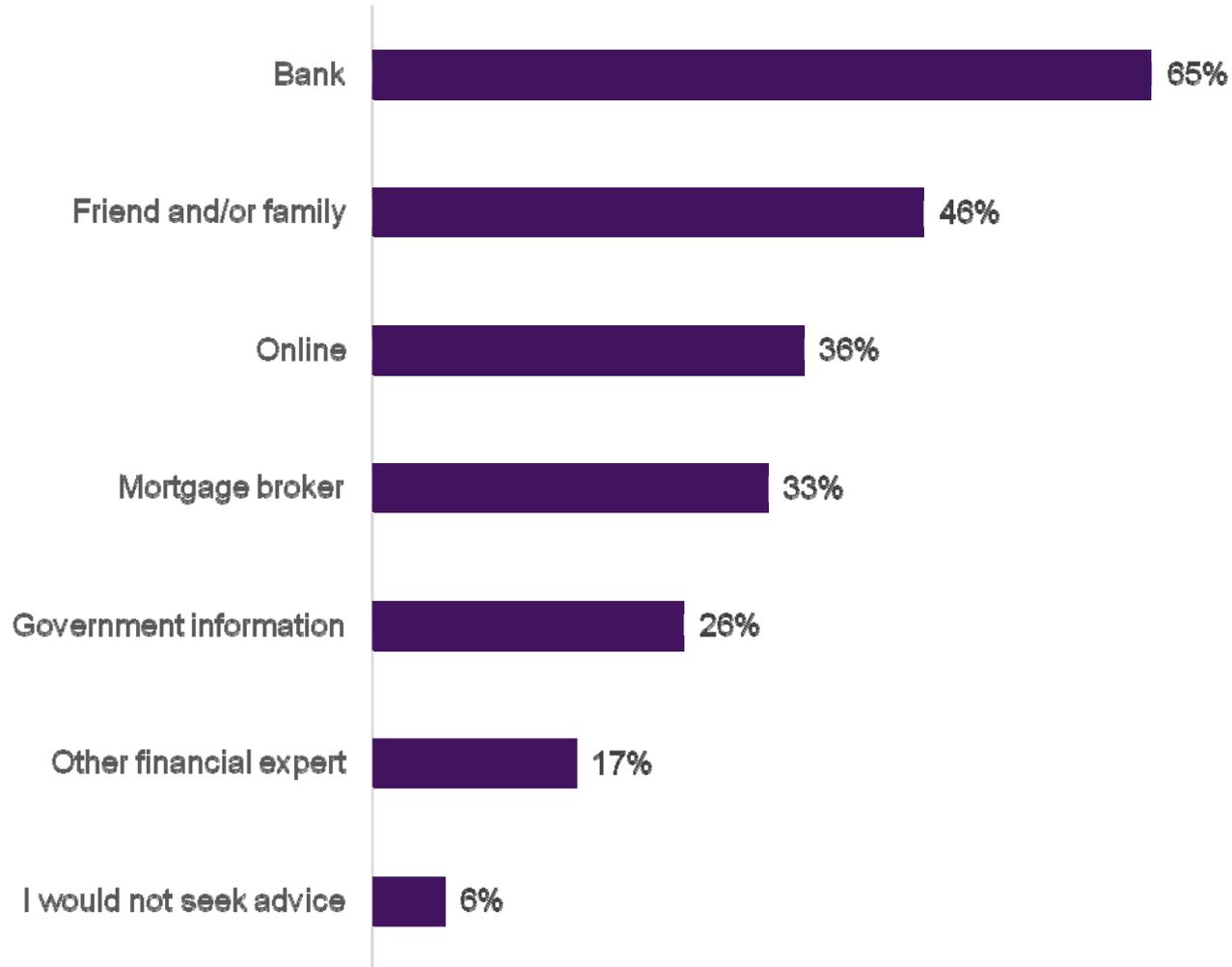


Those living in London are more likely to think they will need more than 20% deposit



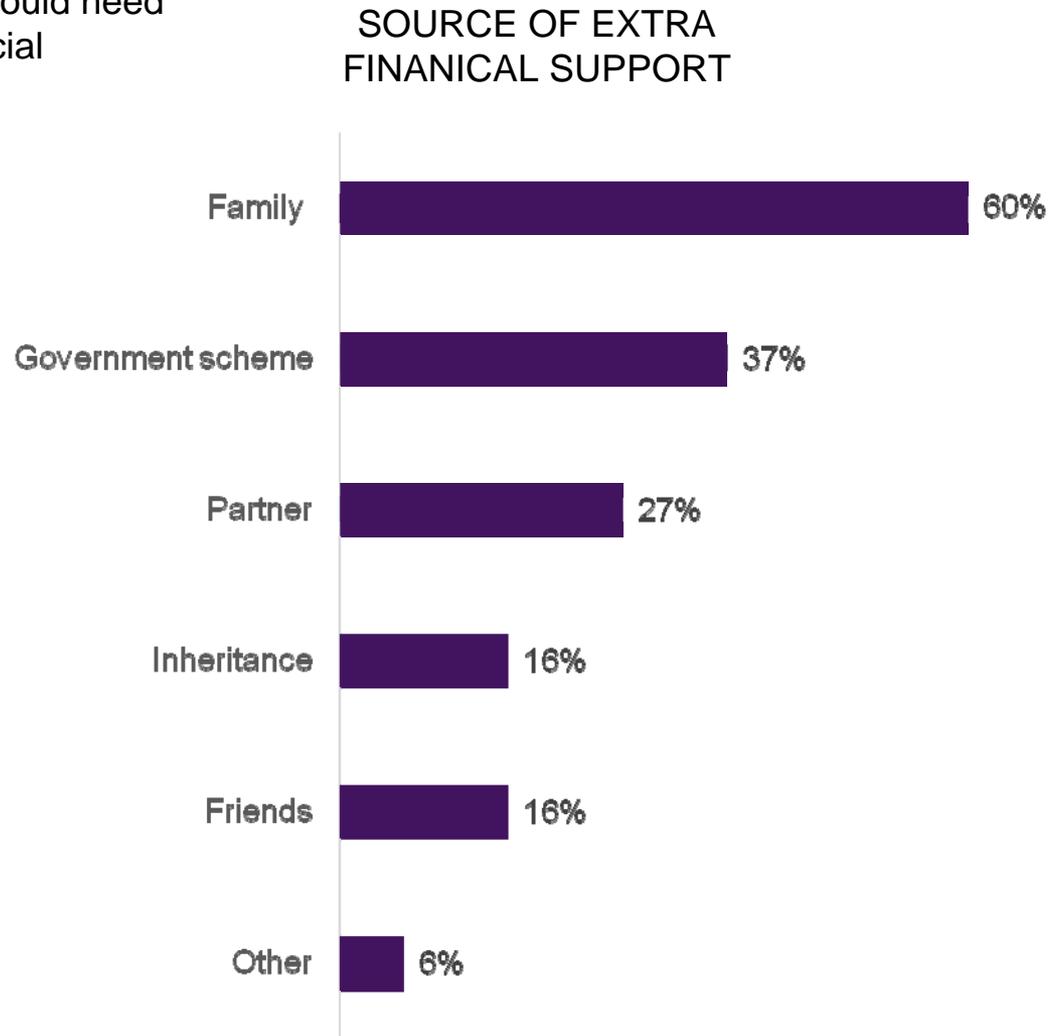
43% in London think they need more than 20% deposit vs. the national average of 26% deposit

# A BANK IS THE FAVOURITE SOURCE OF FINANCIAL ADVICE



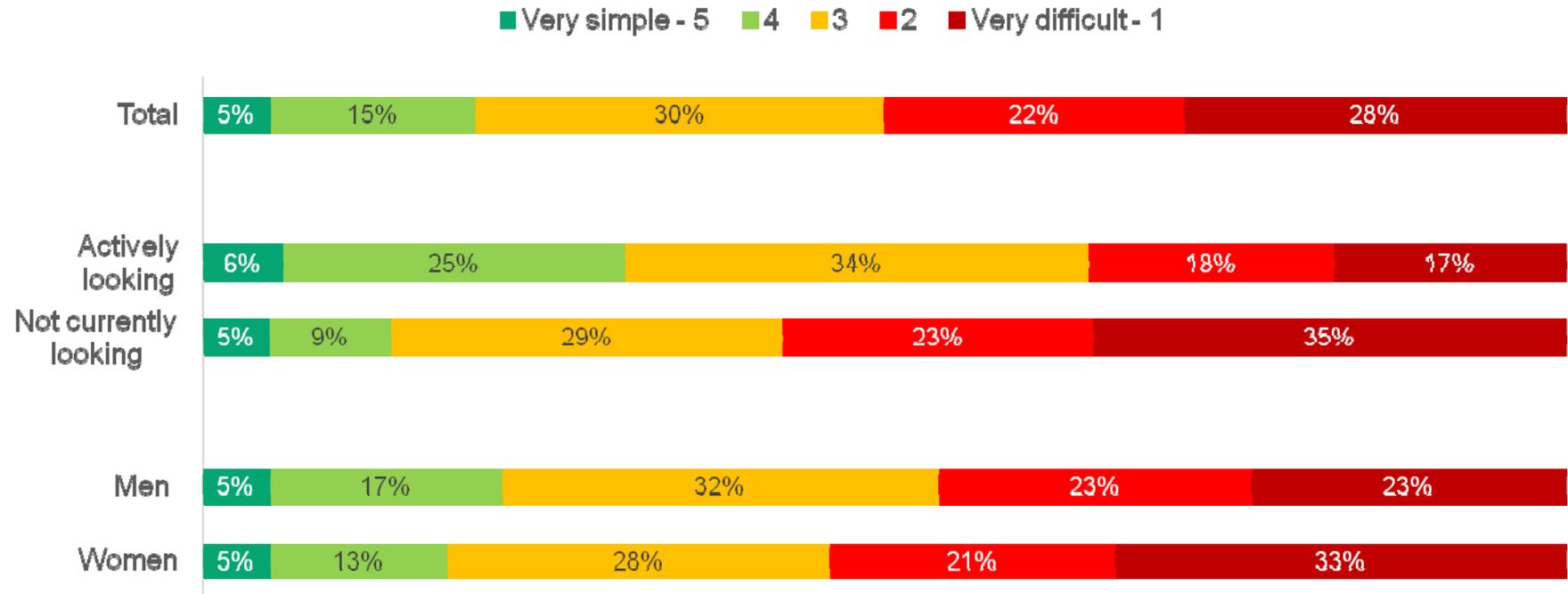
# JUST OVER HALF SAID THEY WOULD NEED FURTHER FINANCIAL SUPPORT, WITH THE MAJORITY RECEIVING THIS FROM FAMILY

**54%** said they would need extra financial support



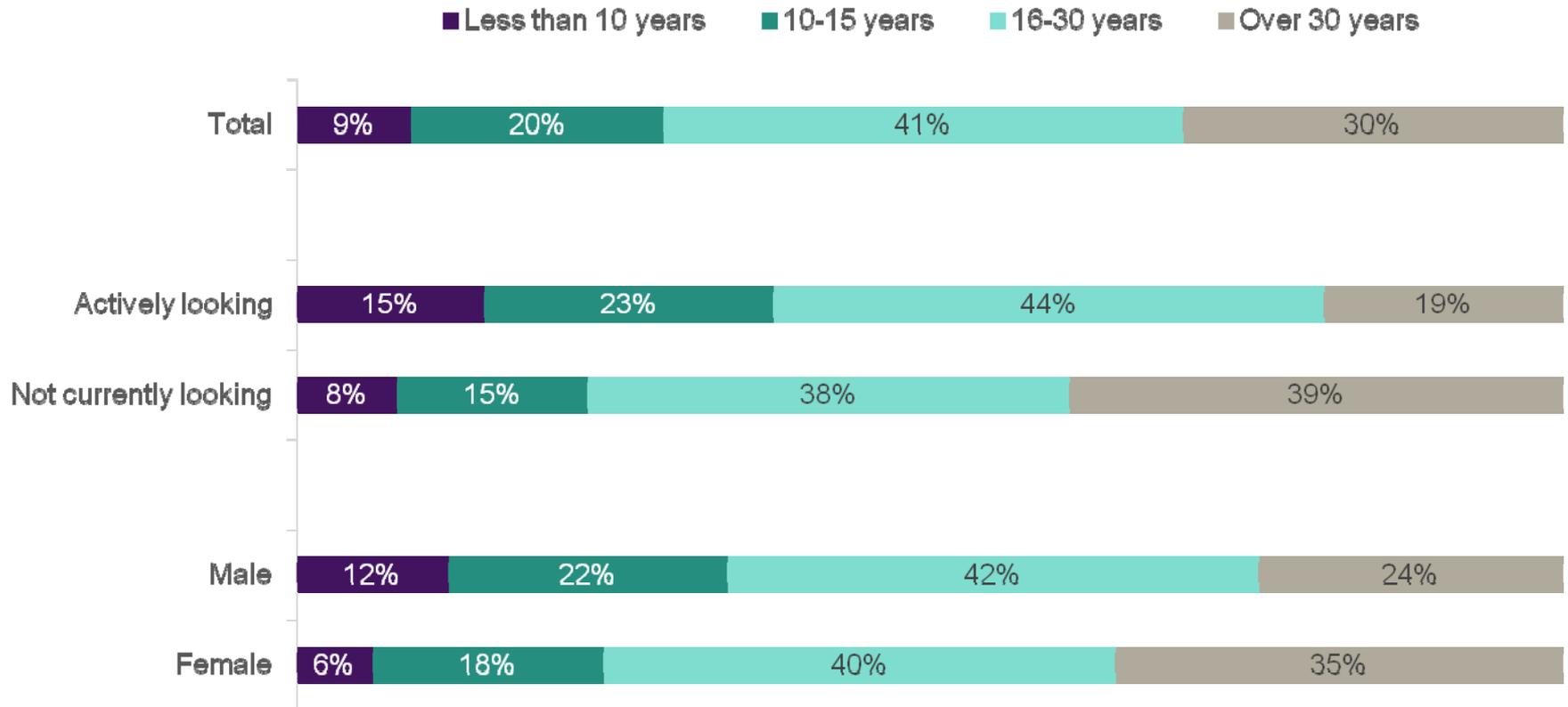
# ONLY ONE FIFTH FIND THE MORTGAGE PROCESS SIMPLE

## EASE OF MORTGAGE PROCESS



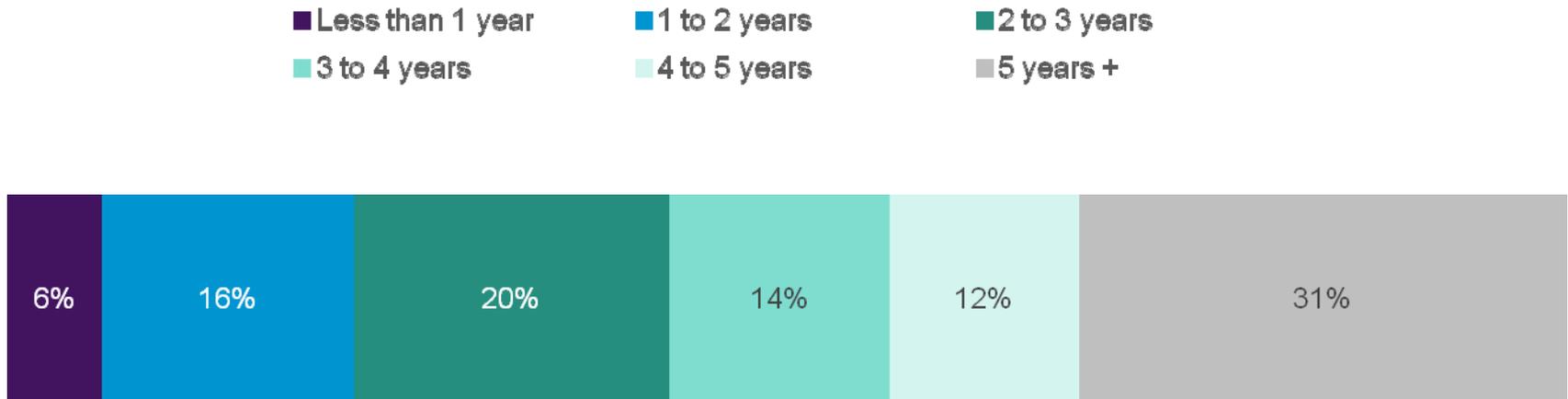
# THE MAJORITY BELIEVE IT WILL TAKE MORE THAN 15 YEARS TO PAY OFF THEIR MORTGAGE

## LENGTH OF TIME TO PAY OFF MORTGAGE



# TWO THIRDS THINK THAT WITHIN 5 YEARS THEY WOULD HAVE SAVED ENOUGH FOR A DEPOSIT

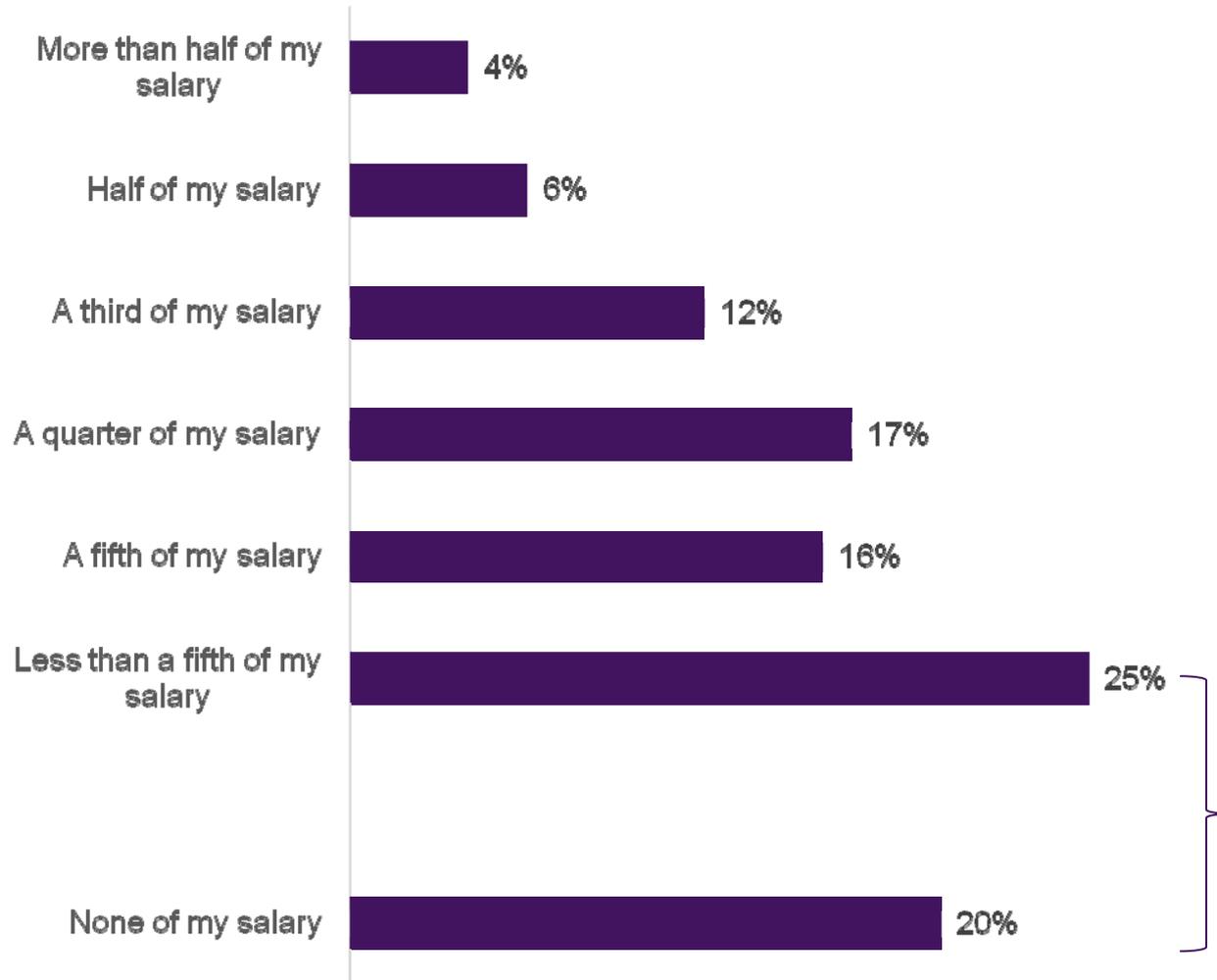
LENGTH OF TIME TO SAVE UP FOR DEPOSIT



Those actively looking for a property are closer to saving enough for a deposit

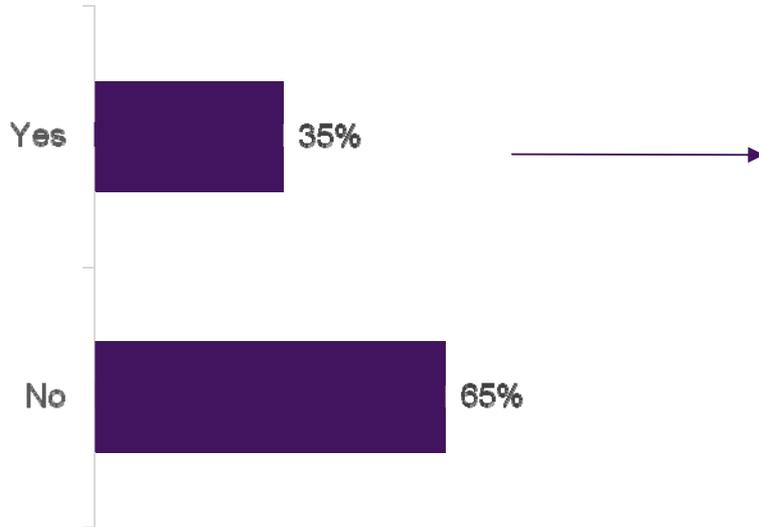
# NEARLY HALF SAVE NONE OR LESS THAN A FIFTH OF THEIR SALARY

HOW MUCH SALARY GOES INTO SAVINGS EACH MONTH

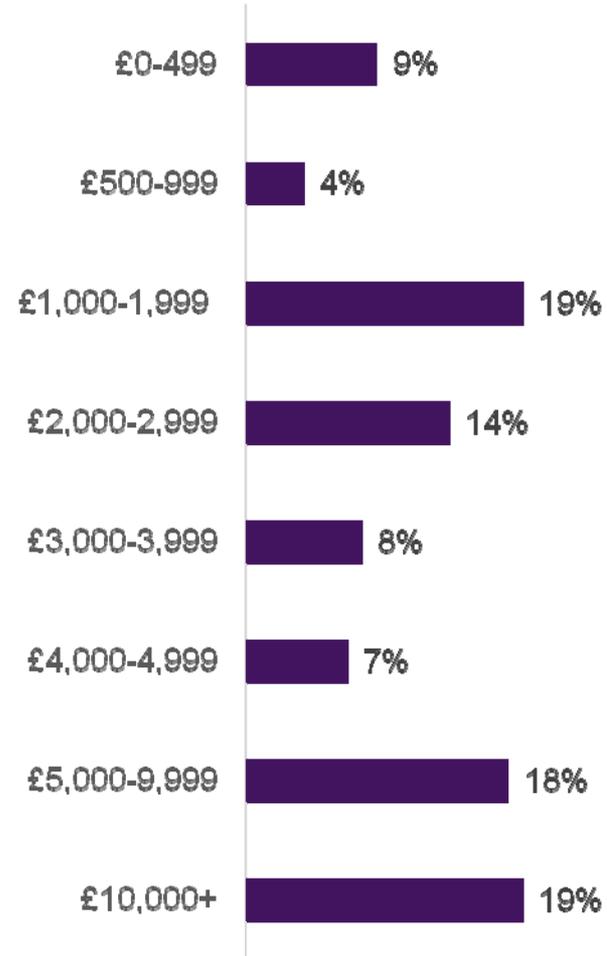


# JUST OVER A THIRD HAVE SET ASIDE BUDGET TO COVER OTHER EXPENSES

SETTING ASIDE BUDGET TO COVER OTHER EXPENSES



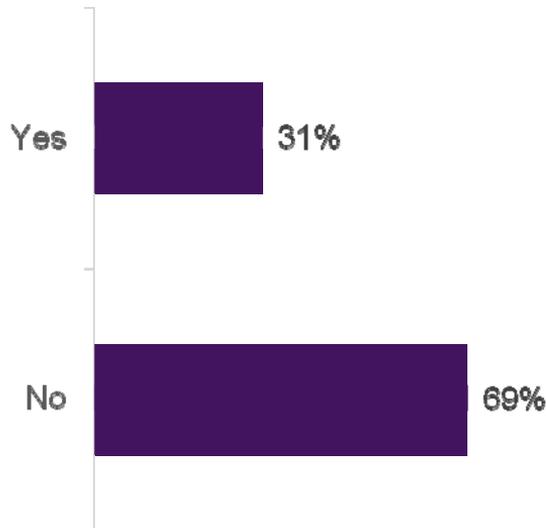
HOW MUCH HAS BEEN SET ASIDE?



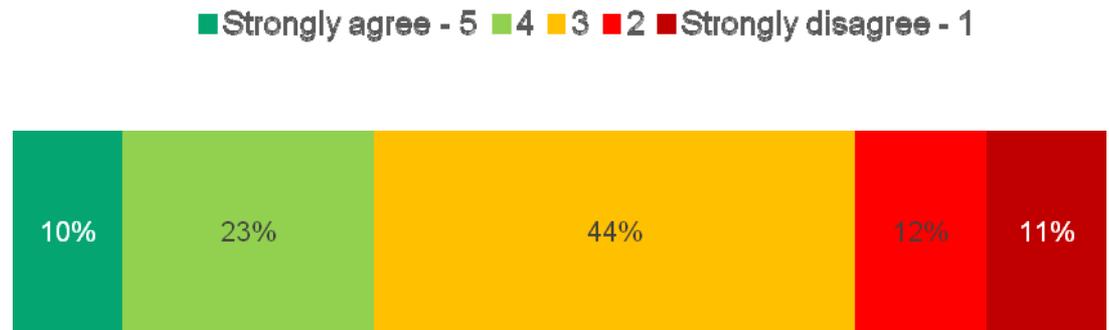
# Awareness and Understanding of Government Changes to Property Purchasing

# A THIRD UNDERSTAND THE RECENT CHANGES TO STAMP DUTY, BUT MOST REMAIN NETURAL ON THE IMPACT OF PURCHASING A PROPERTY

UNDERSTANDING RECENT CHANGES TO STAMP DUTY

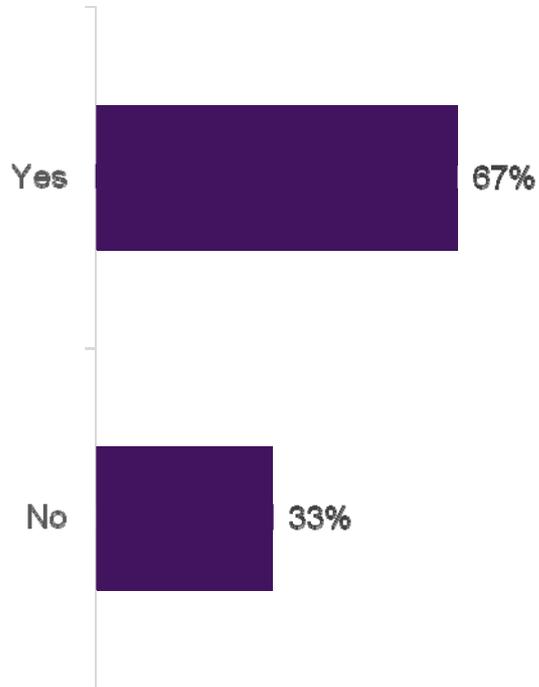


EXTENT CHANGES HAVE AFFECTED ABILITY TO BUY FIRST PROPERTY

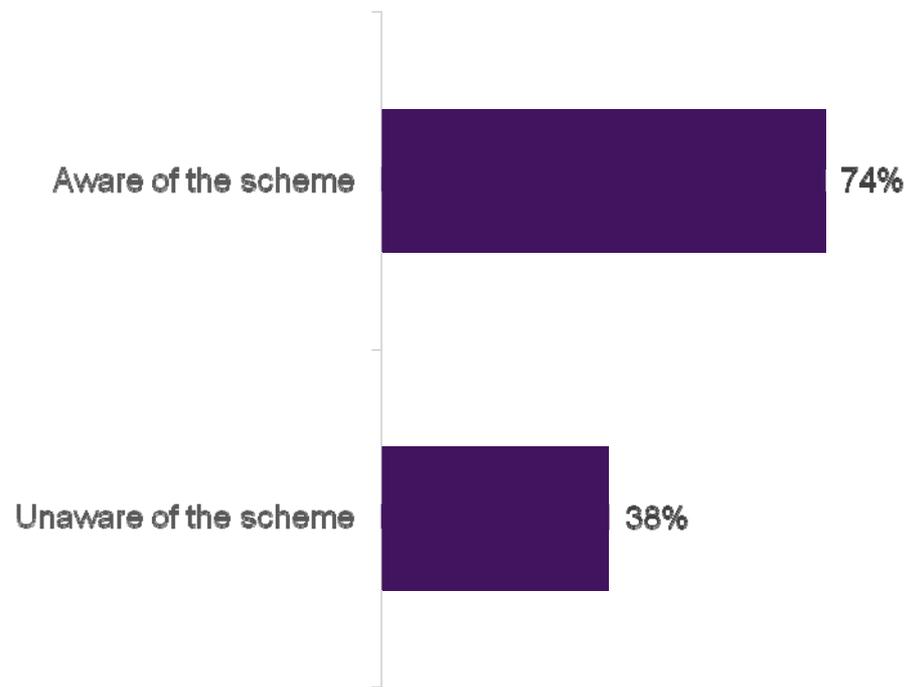


# TWO THIRDS AWARE OF THE HELP TO BUY SCHEME AND OF THESE, THE MAJORITY WOULD APPLY FOR THE SCHEME

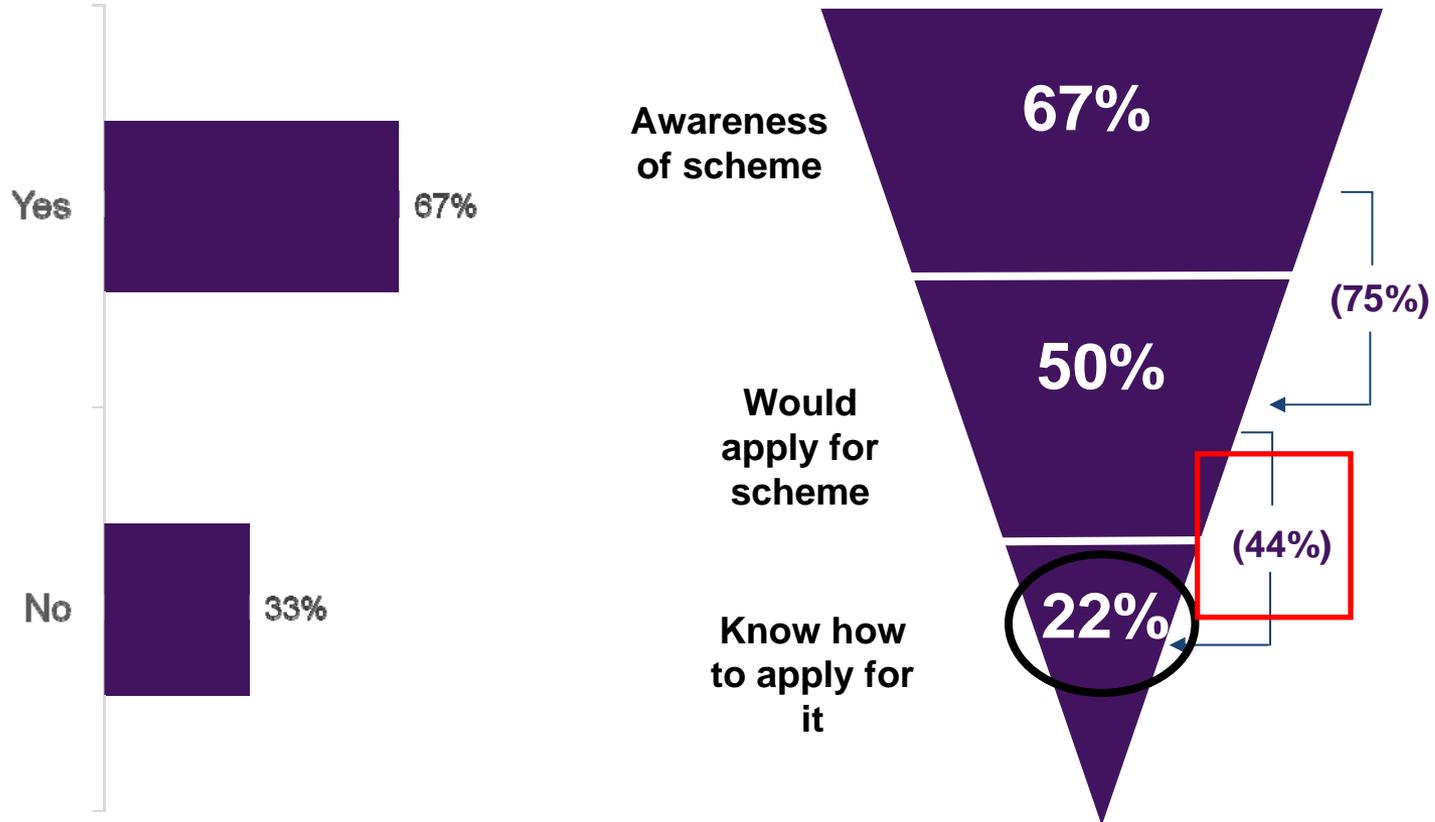
AWARENESS OF  
HELP TO BUY  
SCHEME



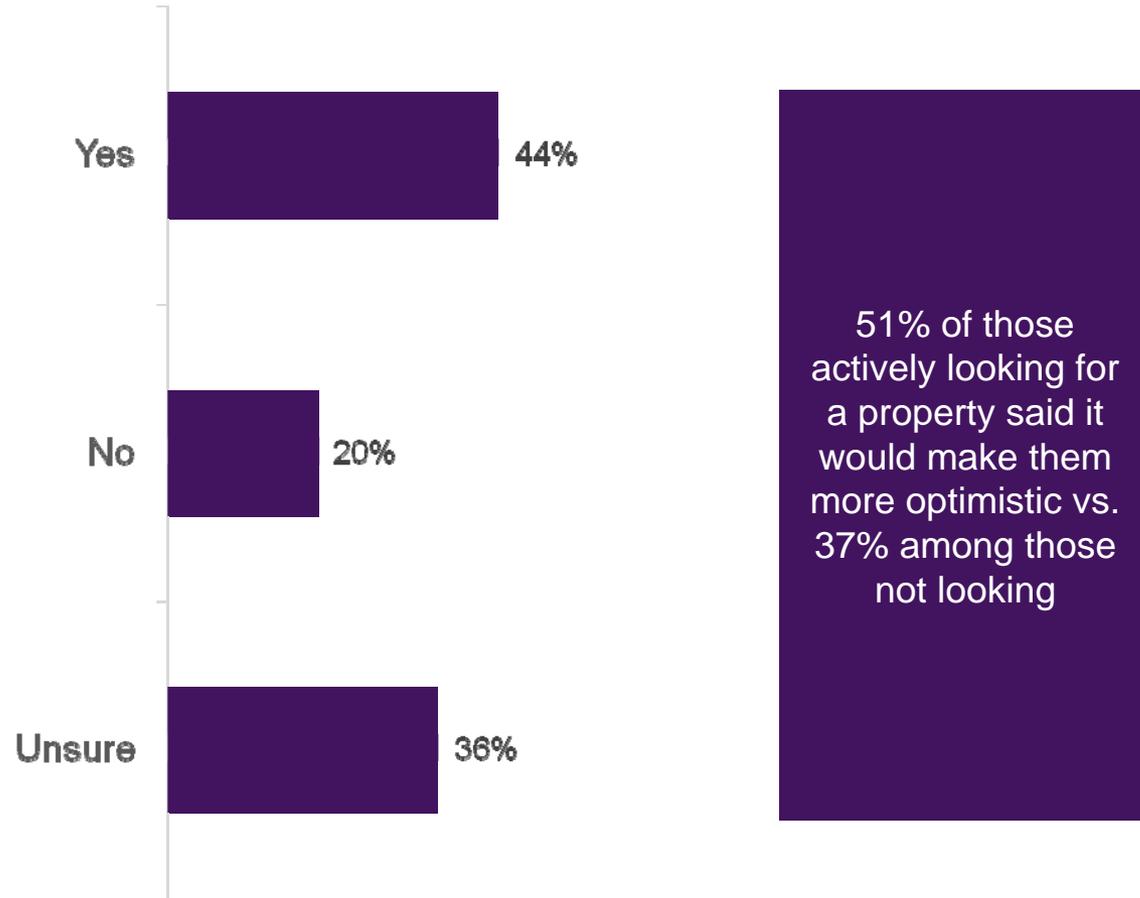
PROPORTION WHO WOULD  
APPLY FOR THE HELP TO  
BUY SCHEME



# ALTHOUGH AWARENESS AND LIKELIHOOD TO APPLY FOR THE 'HELP TO BUY' SCHEME IS RELATIVELY HIGH, THERE IS A KNOWLEDGE GAP ON HOW TO APPLY



# OVER TWO FIFTHS ARE MORE OPTIMISTIC ABOUT BUYING A HOUSE AS A RESULT OF THE HELP TO BUY SCHEME



**Thank You**