

ATTITUDES TOWARDS PROPERTY

A look into young people's attitudes towards property and home ownership in the United Kingdom.

Data collected by The Land Collective.

Sample: 100 Respondents | www.thelandcollective.com

While 85% of young people hope to buy a house in the future, only 13% believe they have good chances to own a property, which paints a bleak picture in terms of home ownership for Millennials and further down the line Generation Z.

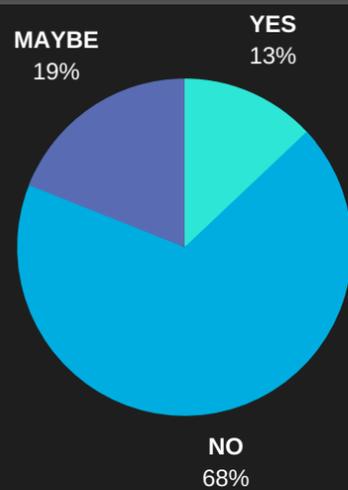
The Land Collective collected responses from 100 people between the ages of 18-30 currently living in the UK. The majority of the interviewees would rather buy a house in the nearer future than continue to rent, but less than 15% think their generation has a real possibility to become property owners.

"THE COST OF LIVING IS SIMPLY TOO HIGH TO AFFORD TO RENT, LET ALONE BUY A HOME,"

- 20, Essex

This is true especially if referred to London. While 46% of the interviewees would like to either stay in or move to London in the future, this percentage decreases when asked whether

they think they will have the means to live there. Only 35% of the people surveyed, in fact, are convinced they will make ends meet while living in the capital.



DO YOU BELIEVE OUR GENERATION HAS A GOOD CHANCE AT HOME OWNERSHIP?

WHICH OF THESE AFFORDABLE HOME OWNERSHIP SCHEMES HAVE YOU HEARD OF?

76 

HELP TO BUY ISA

73 

SHARED OWNERSHIP

48 

HELP TO BUY EQUITY LOAN

As for the words usually associated with the idea of property, many replied with terms belonging to the realm of impossibility. 'Unattainable', 'unlikely', 'unrealistic' were recurring answers, alongside with 'expensive'. The government might come to young people's rescue through affordable home ownership schemes.

"THERE IS LOTS OF SUPPORT AVAILABLE, SUCH AS HELP TO BUY: EQUITY LOAN WHICH HAS HELPED ME BUY A PLACE, HOWEVER, IT WAS EXTREMELY HARD WORK SAVING AND ALMOST IMPOSSIBLE TO SAVE FOR A DEPOSIT WHEN LIVING IN LONDON".

- 23, Hertfordshire

Although the 24% of the people surveyed wouldn't mind renting in the future, the majority of the interviewees is inclined to try and buy a property and Help to Buy could help them own the house of their dreams.

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