

## Consumer Attitudes towards Property Ownership - UK - May 2017

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“Property continues to be an obsession for much of the population, with people both emotionally and financially invested in their homes. However, property ownership is becoming a distant dream for hopeful buyers, as rising prices and a shortage of available homes make it difficult for people to access the housing market.”

– **Jessica Galletley, Financial Services Analyst**

This report looks at the following areas:

- **Millennials optimistic about property ownership**
- **The digitisation of the property marketplace**
- **Mortgage holders more engaged with the value of their home**

The UK population loves property. You only need look at the vast array of property shows on television to appreciate the level of interest in everything from house prices to house improvements. Property means a lot to people; ownership gives people a sense of security and status, as well as having huge sentimental value. It is also seen as a good investment and a way of increasing wealth. People are hugely aspirational when it comes to property, with Millennials in particular having big expectations of both future home ownership future and also as potential landlords.

However, high house prices and stricter lending criteria mean that for many, home ownership is a distant dream. These factors, along with low levels of housebuilding activity, are also limiting the ability for people to move up the housing ladder. As such, the government has put the housing market under scrutiny, with a recent report outlining plans to improve the accessibility of housing.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

## The Market – What You Need to Know

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Starter Homes Scheme  
Lifetime ISA

## The Consumer – What You Need to Know

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