

# REAL ESTATE

## UK Housing Crisis

#VISUALIZINGTHECRISIS #IreneChiappini #GiuliaSerafin

### EUROPE

England, UK

51°30'N 0°7'W  
total area: 130,279 km²  
population: 54,316,600  
capital: London



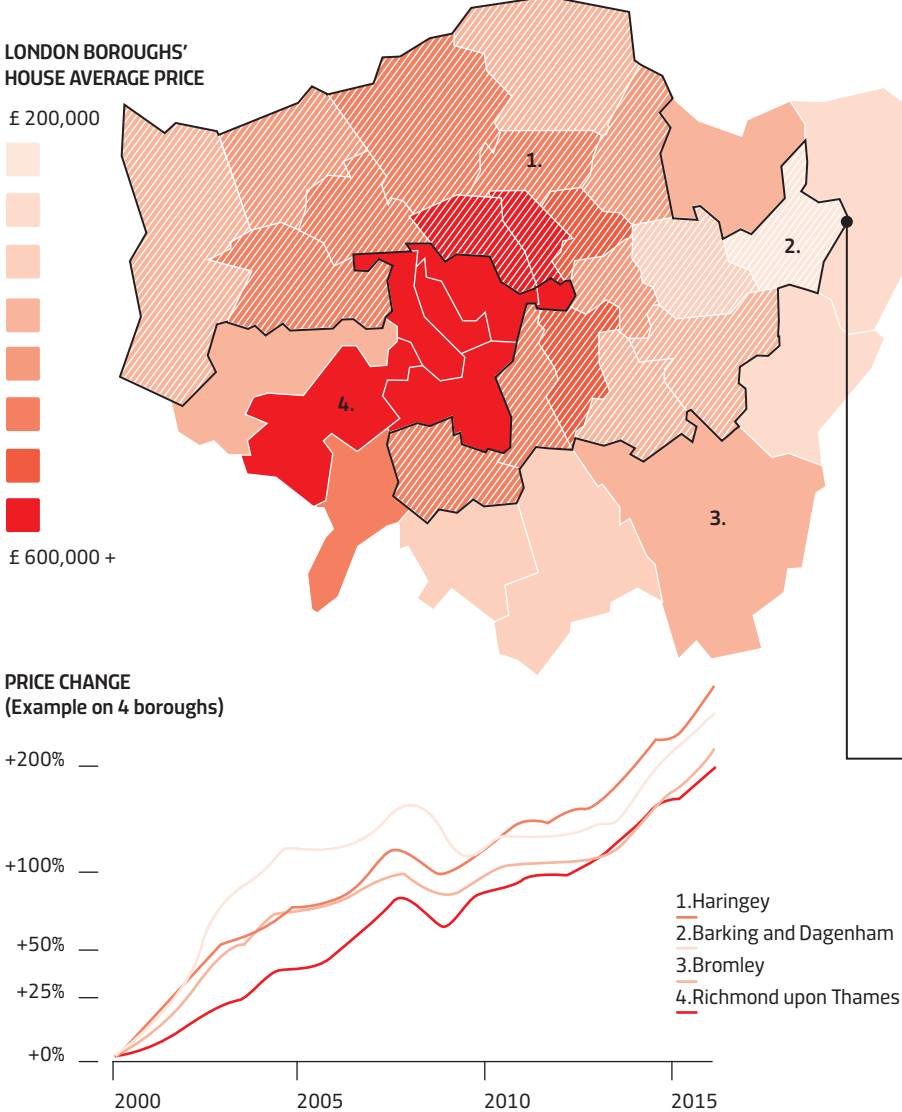
### BULLETIN 10

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sources: The Telegraph "Hope over fear: how sadiq khan won the mayoral election race", Bloomberg "London home prices see parents risking finances to help kids", "London property: the next mayor's biggest challenge?"

### LONDON HOUSE PRICES EXPLOSION

This month's snapshot of sold property in the capital shows prices continuing to climb, with sales volumes notably lower than before the financial crisis.



**LONDON REAL ESTATE AT-A-GLANCE**  
(April 28th update)

£ 18 M

Highest priced sale

£ 446,261

Median home price

+ 14.3%

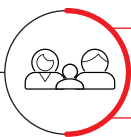
Yearly change

### THE BANK OF MUM AND DAD

Family and friends will spend 5 billion pounds this year helping people buy property in the UK.

#### HOW MUCH PARENTS HELP

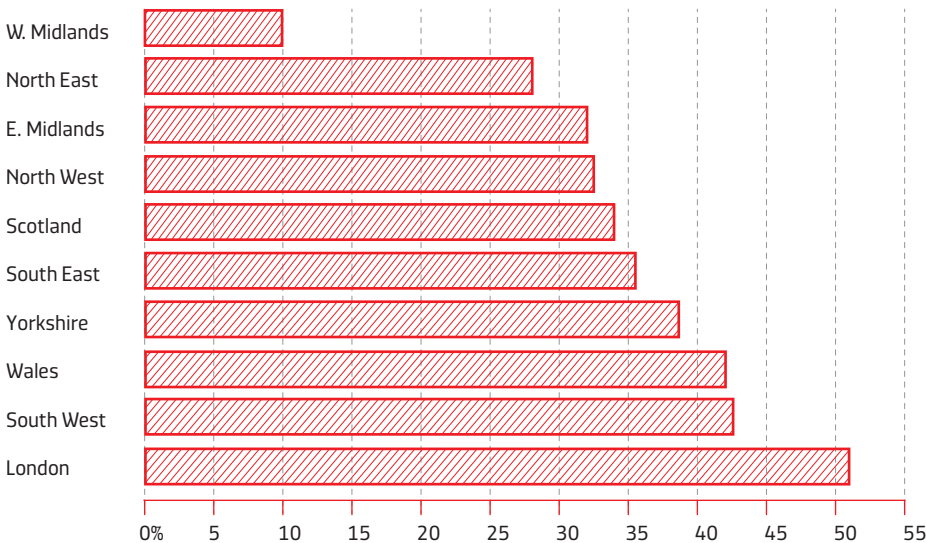
Parents in London are giving half of their net wealth to their children as a deposit for properties.



#### WHY ASKING FOR PARENTS HELP

- Affordable housing is in short supply
- Renting is very expensive
- Buying is out of most young people's reach

#### AVERAGE FAMILY CONTRIBUTION TO HOME PURCHASE



### NEW FACES: WHO WILL SOLVE THE PROBLEM?

Hope over fear: Sadiq Khan won London mayoral election race. He described the bill as "the most extreme in terms of housing in a generation".

#### ZAC GOLDSMITH

MP for Richmond Park and a former editor for the Ecologist, 41 years old.

#### CONSERVATIVE

- Build 50,000 homes by 2020
- 500 more police on the Tube
- Freeze council tax for 4 years

43,1%

#### MAY 5th ELECTION RESULTS

Sadiq Khan won the London mayoral election.

\* Districts where he won



#### SADIQ KHAN

MP for Tooting and a former human rights lawyer, 45 years old.

#### LABOUR

- Give Londoners "first dibs" on new homes
- New housing with rent based on local income
- All public transport fares frozen for 4 years

56,9%

### HOUSING CRISIS: HOW BIG IS THE PROBLEM?

#### Costs, crisis and squatting

##### RISING COSTS

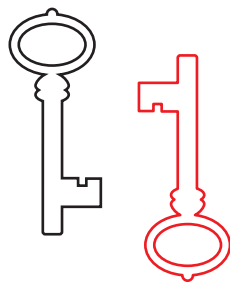
People are unable to pay extortionate private sector rents.

##### CRISIS PERCEIVED

Nearly 4 out of 5 Britons say they are experiencing a housing crisis.

##### MORE HOMELESS

Squatting is on the rise again despite being outlawed in 2012.



#### A BRIEF COMPARISON

£ 34,320

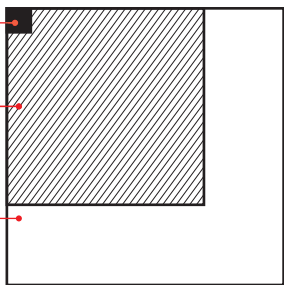
The median gross salary for a full-time worker in London

£ 395,000

How much first-time buyers spent on average in the 4th quarter on a London home

£ 281,000

A typical mortgage (and the equivalent of median home price in 2005)



### PEOPLE FEARS

Renters and buyers, Britons' thoughts in percentages.

4 in 10 renters fear they will never own a home

26%

"I will buy a house in five years"

37%

"Home ownership is out of reach for good"

71%

"I couldn't buy without family help"

67%

"I would like to buy a home... one day!"

# REAL ESTATE

## Special Report

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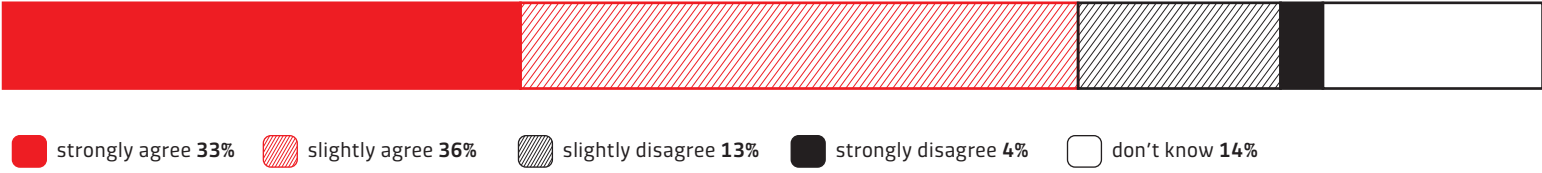
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sources: The Guardian - "UK housing crisis: poll reveals city v country split on who to blame"

## HOUSING CRISIS: OPINIUM RESEARCH INTERVIEWED 1,004 UK adults aged 18+

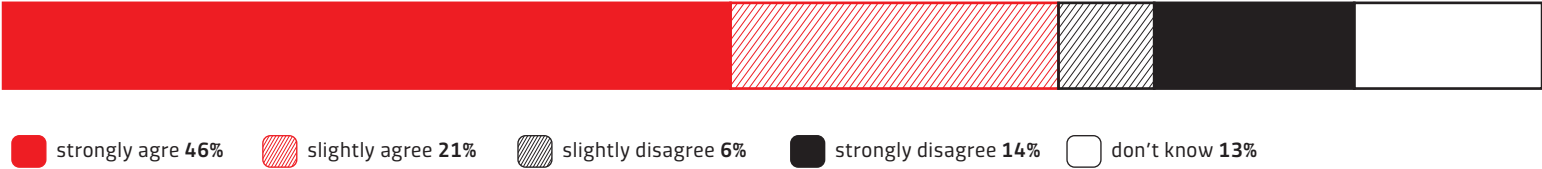
### CRISIS OR NOT

Some people say that Britain is "in the throes of a housing crisis". Would you say that this is something you agree with or disagree with?



### OWNERSHIP

To what extent do you agree or disagree with the following statement? "One day, I would like to own my own home?"



### URBAN

Some people say that Britain is "in the throes of a housing crisis". Would you say that this is something you agree with or disagree with?

Urban net: excluding don't knows



### RURAL

Some people say that Britain is "in the throes of a housing crisis". Would you say that this is something you agree with or disagree with?

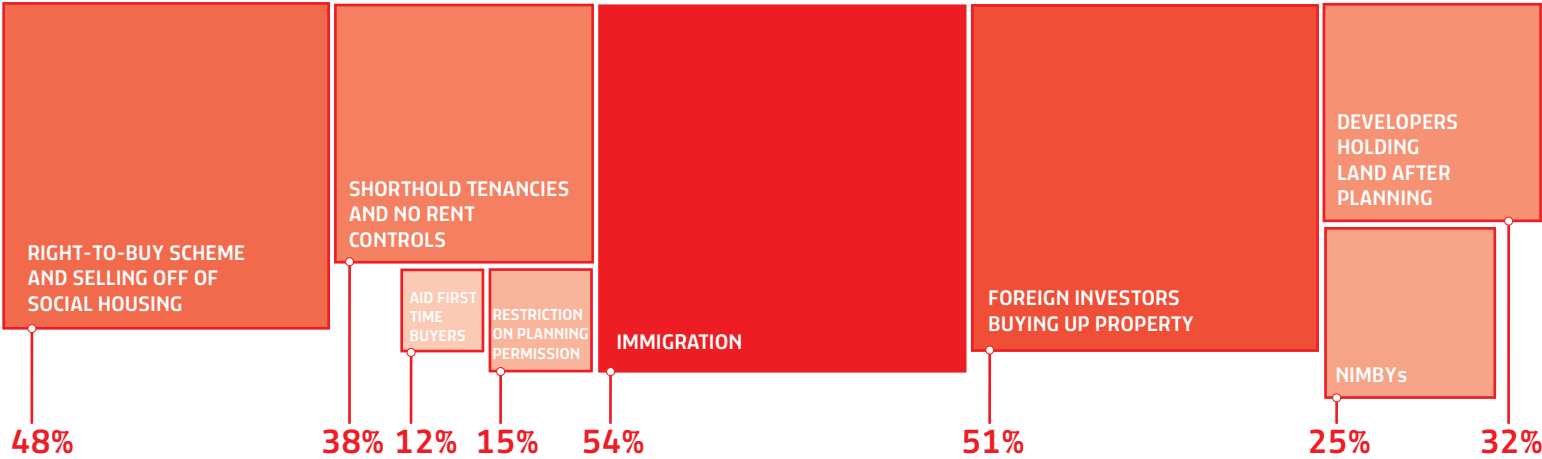
Rural net: excluding don't knows



### IMPACTS

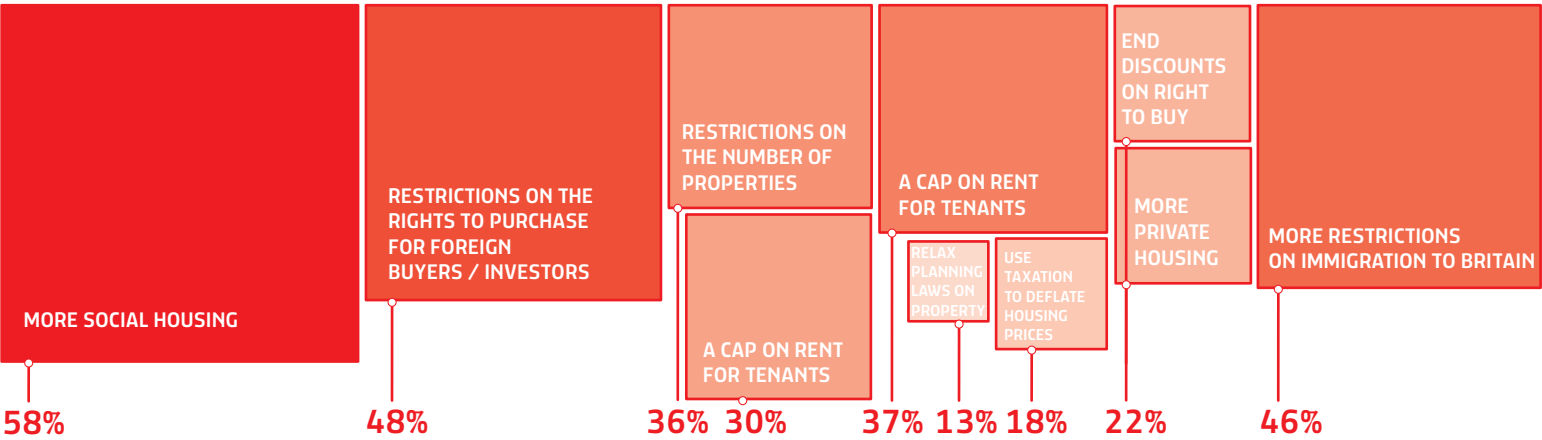
Which, if any, of the following do you think has had a significant impact on Britain's housing crisis?

\*NIMBYs (residents who agree society needs housing development – but do not want it in their area)



### SOLUTIONS

Which, if any, of the following options do you think would help tackle Britain's housing crisis?



### HOUSING CRISIS: PREFERRED SOLUTION

Some would argue that Britain's cities are under particular strain. Which, if any, of the following options would be your preferred solution to improving the housing situation in cities in Britain?

