

London Assembly Housing Committee – Young Londoners' Access to Home Ownership survey

This document summarises the responses to the London Assembly Housing Committee's survey, and is published alongside its report **Young Londoners' Access to Home Ownership**. The Committee would like to thank those that responded.

The survey was open from 6 June to 31 July 2023 and received 463 completed responses. It was open to anyone but particularly targeted at people under 40. Views expressed in the survey represent the opinions of the respondents rather than those of the London Assembly.

A small number of responses have been redacted for anonymisation purposes. A very small number of responses have not been published, due to being blank.

As the survey was not seeking to be representative, percentages should be treated with caution. Each question includes a base, which relates to the respondents who were shown the question depending on their answer to a previous question ('question routing'). Each question sets out the number of respondents who answered the question ('n='). All questions were optional. Responses are ordered alphabetically.

Contents

Demographics.....	2
Q. How old are you?	2
Q. What is your gender?	2
Q. Where do you live?	2
Thoughts and experiences on home ownership	3
Q. To what extent, if at all, is owning a home important to you?	3
Q. Please explain your answer:	3
Q. What are the challenges for those aged under 40 in buying a property in London?	26
Q. Which of the following best describes your current living situation in London?.....	53
Q. What helped you to buy a property in London?	53
Q. Are you hoping to buy a property in the future?	57
Q. How achievable do you think it would be for you to buy a property in London?.....	57
Q. Are you currently able to save towards a deposit?.....	70
Q. If you would like to tell us more about your answer, please use the box below:	70
Q. Why did you decide to move out of London?	79
Q. What impact, if any, do you think London house prices will have on where you decide to live in the future?	80
Initiatives to help young Londoners own their home.....	98
Q. What initiatives do you think could help those aged under 40 who would like to own their home in London?	98
Schemes related to home ownership.....	127

Q. Are you aware of any of the following schemes related to homeownership? Please select all that apply. 127

Q. What are your thoughts or experiences of the London Living Rent scheme? 127

Q. What are your thoughts or experiences of the Shared Ownership scheme? 132

Q. What are your thoughts or experiences of the First Dibs scheme? 147

Q. What are your thoughts or experiences of the Discount Market Sale scheme? 149

Q. What are your thoughts or experiences of the Help to Buy Equity Loan scheme? 151

Q. What are your thoughts or experiences of the Help to Buy ISA scheme? 159

Q. What are your thoughts or experiences of the Lifetime ISA (LISA) scheme? 170

Q. What are your thoughts or experiences of the First Homes scheme?..... 180

Demographics

Q. How old are you?

Base: all respondents (n=461)

Under 18	2
18-24	82
25-29	164
30-34	115
35-39	67
40-44	14
45-49	5
50 and over	6
Prefer not to say	6

Q. What is your gender?

Base: all respondents (n=459)

Female	150
Male	295
Non-binary	4
Other	1
Prefer not to say	9

Q. Where do you live?

Base: all respondents (n=434)

Respondents were asked to state which borough they lived in; their responses have been categorised as inner or outer London (using the definition in the [London Plan 2021](#)). Respondents that do not live in London are excluded.

Inner London	295
Outer London	139

Thoughts and experiences on home ownership

Q. To what extent, if at all, is owning a home important to you?

Base: all respondents (n=462)

Very important	334
Quite important	101
Not very important	21
Not at all important	6
Total	462

Q. Please explain your answer:

Base: all respondents (n=420)

1) I won't ever be able to retire if I were still to be paying rent for the rest of my life. 2) It's impossible to start or have a family in the current rental market, with little price certainty or any security of tenure. Getting and keeping a child in a single nursery or school is near impossible. Having any outside space or being able to afford somewhere without high levels of air pollution on your doorstep just isn't possible for most people.
17 years of living in other people's houses, where I have to breach a contract just to put frames on the walls, pay for or carry out repairs myself that are the landlord's responsibility, just to avoid a revenge rent increase, no garden, tiny flat. Oh and paying their mortgage, money I'll never get back in cash or assets.
A home is stability. It means that any income earned can be put to other uses no matter how minimal that income might be. It may be saved or it may be spent. Home ownership provides autonomy in that there is no compulsion to spend on the bare minimum. An affordable home is a ticket to prosperity without the requirement for a high income. It encourages freedom that doesn't encroach on others, it is a passive investment that always provides a positively measurable outcome.
A home provides security of tenure and the ability to plan your life. Renting means you always have the threat of a move, making it hard to maintain relationships and almost impossible to start a family.
A key goal in my life is to live somewhere that is my own. Somewhere that is mine to do as I please in it without worrying about a landlord changing things.
A place to call my own, decorate as I wish, financial benefit
A secure, affordable home is the important thing but in its current form, renting cannot hope to provide either of those things. Home ownership is not much better but in the long term it represents the possibility.
Ability to move out of the unstable private rented sector. Have more control over your own home, e.g. put stuff on the walls and redecorate
access to housing as a reliable service is important, ownership is not
After many years in the private rental sector - I believe only home ownership can provide any kind of stability in housing
always have somewhere to go if no money to pay rent
Answers on behalf of the Centre for Policy Studies
As a homeowner, I would feel safer and more connected to my community. As a renter, I always feel transient

As I age, it will probably become more important. But I like having the freedom to move around london every year or two, and the optionality that i could move to a different city if needed.
As it stands, renting leaves me fully exposed to the whims of my landlord and the wider renting market. Almost half of my take-home income goes on rent. I would like to gain my independence from this, and feel a greater sense of ownership and pride from owning accomodation in the city, somewhere i can live with my partner, have pets...
As social housing is difficult to access, home ownership remains the only reliable way for people to escape the unaffordable rents of the privately rented sector.
At present, the laws protecting tenants renting mean that without owning my own home. I'm constantly having to worry about unreasonable and erratic landlords. E.g. rent increases, arguing over water meter installlations, repairs not being addressed properly.
Because I don't want to live with my parents for my whole life.
Because I need somewhere to live and housing (rent and council tax) currently takes nearly 50% of my wage.
Because I want the security of not being evicted on the whim of somebody else, and I won't be able to afford rent when I retire
Because it offers stability, versus feeling that every year or two your quality of life could change significantly.
Because renting is insecure and expensive and doesn't allow you to acquire an asset
Because renting is unaffordable and rubbish. If renting wasn't extortionately expensive and they weren't in such poor condition it would be different
Because you have cocked up housebuilding, owning a home is the only way to anticipate further constrictions in housing supply and ensure that I can live in london
Being able to own my home means certainty that I can stay in the community and place I have called home all my life, with my friends, work, support network, and family
Being able to own your own home is key to being able to have a long-term life plan and start a family. It is also part of the intergenerational bargain that if you work hard, get a good education and a good job, you will be able to buy a home. That part is currently not being delivered because of the exorbitant cost of housing caused by the lack of new homes being built.
Being forced to move every year or so, rising rents, lack of options, dodgy landlords and estate agents
Being kicked out because of rising rents is terrible and stressful. Making good money in london should be adequate for security
Being unable to own a home leaves me vulnerable to arbitrary rent rises, subject to negligent and extortionate landlord and letting agent behaviour, often means I have to move house at considerable expense due to the whims of the market, and in flatshares I have no ability to choose who also moves into the house I live in. The rental market is hugely detrimental to quality of life.
Bleeding salary dry with UNCONTROLLED rent prices in London
Britain thrives off home ownership. Renting especially in your mid - late 30s comes with judgement. If you don't own anything in the UK you are viewed as a nothing.
Build more homes
Build more homes ASAP please
Build more houses Houses are cheaper Give a lower % of my monthly wage to landlords to live in poorly maintained homes.

Build more houses to make them more affordable to rent and to buy so more people can have safety, security and a decent place to live
Build more housing
BUILD MORE PLEASE
Building home equity is one of the best ways to protect long term wealth generation
Bulld more houses.
Can't get evicted, can fix things myself.
Doesnt matter if you rent or own a home. What matters is that you won't be kicked out of it due to landlords wanting to sell or not being able to afford the rent / mortgage.
Don't mind renting or buying if truly affordable and long term secure.
Due to the historic changes in the pensions schemes in the UK. And in addition to the shift in the economic settlement (Companies keeping more of the profits and sharing less success by increasing wages). When my generation retire we will have historic lows in financial security and disposable income. As such it is vital that my generation secures financial security prior to reaching retirement. Our primary expense is rent. And home ownership insulates a person from housing cost demands. That sum has now reached 50% of wages in london. That is already an unfeasible amount to manage if I were retired. If that continues to go up; what then? Will I be reliant on government support? What if the government no longer believes in housing support by then? These are treacherous questions to have to answer without a salary. And so the best way to protect oneself is to free oneself from the entire mess by owning a home
Feeling of rent going "down the drain"; control and power e.g. to refit the kitchen; autonomy to not have to deal with landlords
Financial security from rent spikes and paying into something I own rather than to a landlord
Financial security, ability to accrue capital
Financial security, build wealth
Financial stability for my family. Sense of community.
For me, having my own home is a mark of security and not being at the behest of others. My parents fought hard to buy the house I grew up in, and to help me with my deposit for a shared ownership home (which, unfortunately, is now mired in the cladding scandal).
For security and stability only. If renting was stable and secure, it would not be so important
For the stability of my future, and if I start a family. Home ownership is essential.
From a perspective of being able to plan housing costs over an extended period and provide reduced costs when I'm able to retire its important. Myself and my partner are ineligible for any housing support - and rent continues to rise as a proportion of our incomes (and we're comparatively high earning). If housing was available at a reasonable cost to rent (equivalent to elsewhere in the country) ownership would be less important.
Generations before me have had access to affordable housing. Over half my salary goes on rent to pay off other people's mortgages leaving me unable to save for my own home. House prices continue to increase meaning bigger deposits are required but rents go up and the cycle continues
Given the cost of living crisis , which impacts rental prices , owning a property is the only material security that we have in life

Given the poor performance/contribution/availability of workplace pensions, owning your own home is the only way I'll be able to afford to retire.
Good to have your own place, get value for money from your monthly payments.
growing up I never wanted to own but as the years have gone on having a mortgage is almost similar in price to the cost of renting.
Having a habitable space is more important than who owns it to me, but having my own home would be nice
Having a home means being able to start a family, and means long term security not having to move from one place to another.
Having full ownership of my accommodation is very important instead of having to pay rent and the money going away forever
Having lived in London my whole life (30+) years I have seen (while paying it) rents rise and rise beyond belief, paying so much money into something and not having any ownership is also very harsh, with limited right to buy opportunities it's a downward spiral in in regards.
Having the option to buy a home gives stability and security, and means no more losing 40%+ of your salary to rent.
Home ownership = security. I also don't want to forever be giving money to a landlord.
Home ownership creates stability and home owners are more incentivised to improve their local area
Home ownership grants security for me, it's financially a better option, it means I'm not beholden to a landlord, it gives me more freedom to move
Home ownership is about financial security. When financial safety nets are operating as they should the need for financial security at the private level is not so acute. But when prices are rising and people know that they cannot rely on state support, the importance of owning a home as a private safety net or insurance policy becomes much more important. This effect is magnified when people do not have the cushion of family finances to call on in times of need.
Home ownership is an asset to help build wealth. It also cements a permanent home and limits the risks associated with having to move regularly. Stability is key to having a family and renting with ever increasing prices does not offer such stability
Home ownership is equated with stability and security - being able to raise a family and settle down without worrying about being moved on. It's also an important financial asset
Home ownership is essential for a secure place to live, and to build wealth
Home ownership is ingrained in UK society as an essential, but due to the massive disparity between wages and house prices there is a generational shift in attitude. This is growing towards an acceptance that home ownership is unlikely and therefore alternatives need to be sought.
Home ownership is integral to both one's sense of self and also fiscally important for the accumulation of capital over time (rather than lost income spent on rent).
Home ownership is not a critical issue so long as good quality, affordable homes with long tenures is available. The UK has one of the highest ownership rates in the world but still has a failing housing market.
Home ownership is perhaps the only way to build long term wealth for someone without a significant income. It also provides the stability on which to build a life in a country with little protection for renters where rent could be raised at a whim by landlords. Lack of home ownership delays my decisions about starting a family and where to settle down.

Home ownership is preferable to renting as landlords can be terrible
Home ownership is vital to achieving my goals in life. Owning a home outright will enable me to pursue my dreams, raise a family, and save money.
Home ownership means not being subject to the whims of landlords, private or social. It would allow me to live in a space designed to how I want it, rather than to the design of a landlord, and not be submitted to nearly half my salary being consumer by a rentier. Home ownership is the best route to financial security.
Home ownership provides a level of security in the absence of which it is difficult to settle down in a community, start a family, own pets and so on. Reliance upon renting long-term ultimately drains resources without building up equity, whilst resulting in insecurity.
Home ownership provides crucial security and settledness, as well as independence.
Home ownership provides security and a sense of community
Home security. Knowing you are not at risk of eviction and having to deal with the cost of packing up and moving every couple of years because rent becomes unaffordable. It's gets tiring and depressing.
Homeownership is key to financial stability and prosperity in any family. Renting forever, with ever increasing rents, only leads to instability, is costly, and does not provide the right circumstances to develop a family or prosper.
Housing is a basic need and the foundation of future family life.
Housing is a financial asset to such a degree in the modern economy that - for those with the means - it represents their best shot at financial stability. Those without the means are forced to pay another person's mortgage. That is the way it is at present however it would be much better if housing was cheap and abundant. Then, the money invested in housing so heavily now could be freed up for all citizens to invest in building up their own business', developing new skills or supporting their families in various other ways.
Housing is essential for almost every aspect of life. A stable housing is necessary for family formation. Being able to live a reasonable distance from work aids a successful career. But better housing availability also has huge positive economic and societal externalities. Poor housing availability is at the root cause of many of societies biggest issues. https://worksinprogress.co/issue/the-housing-theory-of-everything The failure of the older political classes for not addressing housing properly, I believe primarily for self interested reasons, will be recognised by history as one of the biggest mistakes of the last 50 years.
Housing is necessary, but I view it as a cost rather than as an existential meaning of life issue. Owning is important to the extent it is the cheapest and nicest way of meeting the need
I (and I'm sure many others) would like to have some security of tenure. Owning isn't the only way to do this but at the moment the rental market is exploitative, with extortionate rents for substandard properties. Were we to build enough housing and institute rental protections, I'd consider renting long (long) term for flexibility. Unfortunately I don't see this being a viable option for the above reasons, so am unlikely to choose it, making buying a home the most sensible (though far fetched at the moment given house prices and mortgage rates) option.
I am at the mercy of an incredibly unfair system where I have basically no rights and my landlord can kick me out for any reason and put the rent up whenever they fancy. I'd rather have some stability and be able to put down roots. I've lived in basically every bit of London in the last 7 years.

I am desperate for secure housing that I can't be evicted from on a whim.
I am fed up with renting and want somewhere I won't have to move away from.
I am hoping to start a family in the next 7 years and would like to have a permanent base with which to do so.
I am unlikely to ever afford a 2 bed home with garden and having grown up in a 3 bed home with front and back garden I don't rely aspire to owning a 2 bed flat and affording to buy a share of a 1 bed isn't looking doable anytime soon. Almost no leasehold properties offer the opportunity for tenants to manage the maintenance and costs of the freehold or buyout the landlord (freeholder) so I'm likely to never have a say in how my future home (if I get to leave my mum's house) looks like outside or in communal areas. Having a say in how a place I live and pay (through the nose) for over time is important to me. Ownership does have its costs. But without it where is the real security? As a student I had 9 month shared tenancy agreements. I do not see how it's possible for me to have a family and live in a place on just 6 months agreement, nevermind constantly affording to move home and pay for checks and agents, every 6 months or few years. Moving house costs thousands of pounds. I only want to do it 6 or 7 times in my lifetime, and I don't have kids or a family right now.
I am worried about rent increases and also would like to have a family one day. Also the income from my pension is not projected to be anywhere near enough to pay rent
I aspire to home ownership eventually, as it will allow me to invest in making my home more individual to my tastes and lifestyle, and will be more secure than renting; but I do not necessarily actively strive for it as such.
I believe owning a home is a goal in life, however I do not feel the pressure to own yet. I believe that the desire to own will significantly increase as I get older, as the financial security of owning a home will be important when having children,
I believe that everyone should have the opportunity to own their own home, giving them security and settlement, both for them and their children.
I cannot imagine starting a family without the security of a house
I can't get married, start a family, get on with my life without owning a house to do it in
I can't see how renting in London would be affordable on a pension; it's buy or work forever
I do not care about owning a home. I want to have security in housing but that does not come with ownership. I want to ensure I can stay in a home as long as I want and need and that repairs will be carried out and that I can make it my own (eg. painting etc) but to me that doesn't come with ownership - that comes with good renters' rights.
I dont enjoy the idea of renting somewhere to live my whole life; I'd like some real stability
I don't feel as I can bear renting or sharing houses anymore. I am almost in my thirties, I have been living in London since 2019 when I moved from [REDACTED] to start a master's degree. In [REDACTED] I would be able to buy a home with my parents' help, here it seems impossible even to live alone. Rents are astronomical and house prices are unbearable. Landlords face no control and can do anything they want with other peoples lives. I have been asked to move out after two months I had moved in as my landlord started the sale process for the flat I was currently in. This housing situation is currently draining all my energy and I cannot properly focus on work or doing anything else. I am really considering moving back to Europe where the situation is more human and renters are not considered just as disposable waste as they are in the UK.

I don't have a problem with either owning or renting - the primary concern is having a stable home within 30mins from my employer
I don't mind renting for the next few decades. I just want lower rents by increased housing supply.
I don't mind the concept of renting in theory. However I want control over my own space - I want a place that feels like home. I resent the idea of paying for another person's mortgage. However I'm not too fussed about owning housing as an asset, considering that I could get a higher return from the stock market.
I don't personally care that much about owning a home, but in London, it's one of the only ways to get secure housing and in the long run, it's one of the ways to have housing for retirement
I don't want children and am not interested in owning an asset on that level. However, given the state of the PRS and the fact I cannot access social housing, the stability it would provide is desirable
I don't want to have to keep moving house either because a housemate wants to move or because a landlord wants to put up the rent/sell. I am sick of moving. I want a home.
I don't want to pay rent forever. Rent is dead money, it is the act of paying someone else's mortgage and is not an investment in my future unlike paying a mortgage towards my own property.
I don't want to pay someone else's mortgage. Paying more to a landlord in rent than I would pay in mortgage payments is ridiculous. I have had extremely poor experience with landlords. Despite paying half my salary in rent I have never had a responsive and helpful landlord. Owning a home avoids this and means the money I spend on paying for where I live ensures that I will be owning the asset, not just paying for the landlord to own it
I enjoy constantly knowing that my landlord can kick me out or increase my rent whenever they feel like it.
I feel that the longer I go without owning a home, the longer I will have to work when I'm older. Our parents' generation of asset owners managed to enjoy a decent retirement - something I don't think will be possible for us.
I feel trapped and unable to get married and start a family without the security of actually owning a home. It's extremely distressing to feel like my life is ebbing away without any progress made on my dream of starting a family.
I find it more important to have a right to a safe and secure home, whether that's owning, renting, etc.. I would rather see a societal change in providing affordable homes instead of treating the basic right to housing as a marketable good, gambling with people's roof over their heads.
I grew up in a council flat, therefore having a place of my own which I can pass down to my son is very important to me
I grew up in a council house, whereas my partner's parents rented privately (sitting on a council house waiting list that 30 years later, they are still not at the top of). We are both from working class impoverished backgrounds, and we don't stand to inherit anything from either of our parents. I don't want our children to be in the same situation in 30 years time. It's an investment and also stability; I don't wish to be at the behest of landlords who so often ignore the law and cut corners.

I hate having a land lord, I can't put pictures in the wall in my own home, constant threat of eviction, prices just get raised each year. I can't save money in the long term, just giving my money to some parasite who is leaching 40% of my income each month. It feels grossly unfair. I'm desperate to buy a home and be in control of my life.
I hate paying money to a landlord, and being at the whims of the market as to whether I can remain in a community or not. I've lived in London all my adult life and I permanently feel like an outsider
I hate paying rent and being told what to do by my landlord
I have no personal desire to own a home, but a lack of adorable, decent rental options means that I am priced out of ever being able to do so. while at the same time creating a wealth and security gap between those who do and don't own. I am 37 and renting alone for the first time. It is an unbelievable financial strain. I pay more for rent than my friends who own homes - further exacerbating financial inequality (they have parents who helped them buy. I don't. Our wealth gap therefore keeps on growing). A lack of affordable and stable home / never knowing if my landlord will sell is a huge strain. So yeah... I wish buying didn't seem like the only way people can have security. I wish renting was stable and secure and affordable. But it's not
I just want to be able to rent affordably
I know there's no way I'll ever be able to afford it so I don't bother thinking about it too much
I like the flexibility that renting affords me, but would consider home ownership if it were more affordable.
I like to live in a place I own??
I live in London but I am not yet ready to commit to owning a home here.
I moved home from university two years ago and the independence you gained at uni you lose and we don't have the prospect of gaining it back until we're 30. My brother graduated 6 years ago and has been saving ever since and is still living at home. We need to build more houses. The demand is so high and house prices mean young people are being forced to live out of London.
I need a home in order to establish myself in an area, give myself a stable base for my life and to avoid paying extortionate rents for awful flats.
I need somewhere to live where my security and health cannot be put at risk by a negligent landlord
I need the security and to actually have something to show one day for the thousands a year I pay in rent.
I need the stability to know I won't have to suddenly move
I only see home ownership as stability I have no desire to own a home for its own sake. If I was able to rent on terms councils offer I would never buy a house.
I saw home ownership as stability and a way to save money.
I think everyone should be able to afford to buy their own home if they wish to
I used to own my own home, but I don't anymore
I want a place to live for more than a year
I want my own home
I want security
I want security and a place to put down roots. Don't want to move every year.
I want security and stability and somewhere I can call home

I want the security of having one
I want the security of owning a home before I start a family. I hate being at the whim of a landlord and it is so expensive
I want the stability of owning my own home and having agency over my decision to move house rather than worry about eviction or renewal of tenancy every year; I like interior design and want to be able to decorate and design my own space; I want an asset and security for my old age living situation.
I want to be able to own my own home for safety and security
I want to be able to start a family whilst paying lower costs than rent (mortgages are typically cheaper) whilst building equity for my family's future. I should be able to buy a 2 bedroom flat in London as a professional.
I want to be able to stay in a place indefinitely and I can't do that if I'm renting because 1) I can get evicted and 2) I could get priced out if rents rise too much
I want to be more independent from both landlords and my parents.
I want to have a place of my own, something I can work on and make a retreat from work and everything else.
I want to have a stake in society and life somewhere without a landlord threatening my lifestyle all the time.
I want to have children one day and I want to be able to provide a stable living environment for them and I want them to be left with something when I die
I want to have security for my daughter, and to be sure that if there's a problem with the property it will be fixed immediately, that the conditions won't deteriorate without investment and that we won't have to move without much warning/m. I want to invest in our future for peace of mind.
I want to have something that is mine, and that I can decorate and change to how I like, without having to ask for permission.
I want to have somewhere to live and I don't want to pay rent for the rest of my life
I want to have the knowledge I won't be kicked out of my home every 2 years
I want to have the security of my own place and not have to use my money to make someone else richer
I was born in Ealing, now rent in [REDACTED] I have been priced out of being able to own a home where I was born, which is a place I feel a great deal of identity with, and somewhere generations of my family have lived
I won't feel fully financially secure until I own a home. I'm also sick of the really bad experiences I've had renting privately and the extremely unequal power dynamics between me and the person who owns my home. E.g. I sustained [REDACTED] [injury] because [REDACTED] fell out of the wall on top of me. I couldn't sue because I didn't want me and my flatmates to get kicked out. Mortgage payments are expensive ofc, but at least if I owned my own place I'd be accumulating capital and I'd have the power to make the property safe and nice for myself.
I would be happy to rent if rent did not take more than half of my monthly earnings and I felt more secure and protected as a tenant.
I would have no problem renting for the rest of my life if tenancies were guaranteed for long term and prices were capped. Home ownership however is the only way to guarantee a roof over my head when I'm in my 70s and (hopefully) retired.

I would like a place to call home, moving every several months isn't fun and causes high levels of stress and anxiety. So bad I've been signed of work several times and puts more pressure on the failing NHS.
I would like concrete wealth and a decent place to raise a family that is independent from a landlord.
I would like somewhere to live
I would like somewhere to live that I can't be evicted from and don't have to spend 60% of my income on rent
I would like the opportunity to invest in my own place and also provide security for later in life
I would like the security of owning a home that renting does not give you. After years of paying somebody else's mortgage, I'd like to pay my own.
I would like the security of owning my own property.
I would like the security of owning the home in which I live.
I would like the security that ownership brings, but it may well not be possible for me and so I can't pin everything on it.
I would like the stability and sense of place that owning a home provides
I would like to be a homeowner as it is cheaper than renting and will help generate generational wealth
I would like to be able to own a home to be more financially secure and build equity so that I don't have to live in a flat forever and can start a family
I would like to be able to pay my own mortgage rather than someone else's to have security in my home and my future. I want to be able to have space to live and to grow with my husband.
I would like to be able to retire one day and also afford food.
I would like to have a stake in society.
I would like to have somewhere to call home permanently. The security is essential for me to start a family.
I would like to have the opportunity to own a home just like every generation before me, however that opportunity has been taken away from us
I would like to have the security of owning my own home.
I would like to live in secure housing that I can feel safe in, can grow and raise a family in.
I would like to not tive thousands in rent every month to a landlord that sees my home simply as am investment vehicle. I see mysf as being part of the local community in my part of Central London, and would like to have the security of knowing I'm not going to get turfed out so my flat can be turned into an AirBnB.
I would like to own a home and have the security and control of the property that comes with that but if not having somewhere nice to rent is a second option.
I would like to own a home as that gives me a much stronger position legally as opposed to renting. Also I would pay off a mortgage - my home - rather than the landlord.
I would like to own a home so I can start a family and have stability in my life
I would like to own a home so that I can have somewhere stable and secure to live and start a family without having to worry about the rent going up or having to move regularly. (Would have thought it's fairly obvious why anyone would want to own a house tbh, this question is a bit insulting)

I would like to own my home as it would give me a sense of security and connection with the place I am living in. I see owning a home as a right everyone should be able to enjoy after working throughout their lives and not restricted to those lucky enough to purchase homes decades ago when prices were comparatively significantly lower today.
I would like to start a family and cannot do so without stable housing with adequate space
I would like to start a family and its much safer financially if you own your own property
I would love to own my own home. I live in a housing association but they do not offer the same discount with the right to buy scheme, as they do for council tenants. They give council tenants 500% more discount than housing association. Meaning people from lower incomes, living in housing association, would struggle more to buy their house.
I would prefer not to rent at some point.
I would see homeownership as the beginning of a stable home life in London. I've been renting for 15 years and it's never felt secure.
I would, at some point in my life, like to have a family but do not see that as a possibility without (a) getting into the housing ladder and (b) eventually building up to the point where I can afford a larger property with space for children etc. Even outside of that though, owning a home is fundamentally how you start accruing perineal wealth and without it - your life will simply be less prosperous.
I'd like to avoid retiring in poverty if at all possible
I'd like to have the stability of owning a 'forever home', and the ability to feel like it's mine - personalising it and making it my own rather than having to live at the whims of a landlord It's also cheaper in the long term to own a home rather than rent
I'd like to own property
I'd prefer low rent, however as this is not a prospect any time soon ownership is the only option.
I'd rather not pay someone else's mortgage
If adequate private rental reforms for London are implemented there will less obsessiom with ownership. Look at German or France.
If I can rent at a reasonable price with some certainty that I am not going to be priced out on a whim, renting is sufficient for me.
if i can't have a secure tenancy with rent control it's the only option for any kind of security
If i could rent somewhere affordable and it feel stable, secure and long term (like in germany or sweden) - i would be much les bothered about property ownership than i am currently.
If I don't own my own home, I'll be at the mercy of unscrupulous landlords whenni there's short supply of housing (as there is now).
If I own the place I live, then I'll feel like I have a stable home and can put down roots, with less fear that the landlord will evict me because they want to sell the place, or crank up the rent beyond what my partner and I can afford. From a financial perspective I'd also like an asset to build my wealth, as previous generations have done.
If I want a stable place to live in later life, owing a home & the capital that goes with that, is how society is structured but also the best option. A pension won't cover my rent in a decent house.

If I'm lucky enough to make it to old age, I dread to think how I'll keep up with rent payments if they keep increasing as they are now. A pension certainly wouldn't cover it, and I can't imagine the government or opposition we have now would do anything to make social housing available to people as it would conflict with their personal interests as (mostly) private landlords.
If it was possible to rent and be secure, home ownership would no be important
If renting wasn't so expensive, owning a home wouldn't be a priority. But there aren't safety nets, it's so easy to be evicted from the private rented sector, rents are unbelievably high and I can't live out unless it's in a house share. Working out housing is so stressful, it keeps me up at night. Being able to own a home would solve this, provide some security that the state and housing regulation doesn't. Otherwise I'd like the freedom of renting.
If the cost of renting was stable, I wouldn't care about owning vs renting.
I'm able to maintain my roots in the area I grew up in and continue to interact with the community that I've been in that I'd like my child to grow up with.
I'm happy renting for another 5 years and am not too fussed about owning immediately, but eventually I will want to.
I'm indifferent between owning and renting as such, but the regulations for renting are heavily tilted in favour of landlords and the tax/benefits system in favour of owning a home in retirement so I have no choice but to want to buy.
Importante for financial security
In principle I'm happy renting, but it is so expensive. If I want to own I will have to leave London.
In the long term it would be good to have security and stability, especially if I wanted to settle down with a partner / family
In theory, if renting were more accessible and left us less dependent on landlords' whims, I would be fine with long term renting. But in the current UK rental climate renting is a horrible experience so I would prefer to buy.
Insecure renting is not conducive to having a family
It does seem much more difficult to improve one's circumstances while paying rent.
It gives me an opportunity to become fully independent.
It gives me financial security, assets for the future, independence from landlords, and wealth.
It gives security to allow you to raise a family and also you have a secure base to live and register your life from rather than constantly moving
It gives you at least some control over the place you call home. You are not reliant on someone else for repairs, you are not at their mercy for rent (landlords) or ground rent/horrific leasehold practices (freeholders).
It helps me get on the property ladder and seems cheaper than renting in the long term
It helps you gain independence and economic security
It is about sense of ownership, having ability to organise it in the way you want it, about safety and also being sure on the future. Finally, it is a question of financial independence.
It is important because it will provide me with security. I wouldn't have to pay rent for the rest of my life
It is important to get rents down.
It is more stable and better quality of life than renting

It is much cheaper than renting, you are not at the mercy of a landlord's decisions to withhold maintenance or kick you out, you have discretion over how to decorate, it allows you to accumulate equity rather than paying someone else's mortgage
It is my highest expenditure taking an unholy amount of money each month for not much space. The scarcity of flats and finding somewhere affordable when needed is also an acute concern.
It is nice to have flexibility
It is so important to have a place you can call your won home, where you can make choices about how you live - what your home looks like it, how it functions - whether it is decorating it, replacing a bathroom or extending it as your family grows. It is somewhere you can put down roots and where you cannot be asked to leave because the landlord wants to sell. It is also an important buffer against rising housing costs as mortgages are generally cheaper than rent and generally mortgage costs decrease over time as more is paid off (excepting the particular circumstances at the moment) whilst rent always increases.
It is the most important goal in my life
It is the most important goal in my life. It represents security, a stake in my neighbourhood and society, something to be proud of, somewhere to raise a family. The failure to make homeownership affordable is the biggest failure of the modern age.
It is the only way I can conceive of to secure a safe and stable future for myself and my future family
It offers potential stability in the main cost of living expense, which is having a roof over your head. It also allows stability in being able to plan your life for the long term.
It offers stability and security. Also a chance to shape my environment.
It provides a level of security that can't be obtained as a renter, even at the best of times. It's also the only way to avoid constantly losing huge sums of money into the investment 'black hole' constituted by renting. I'll never see any of that money again.
It provides a sense of security in a very turbulent world that we are currently living in
It provides financial security later on in life
It provides longevity and security. Alleviates anxieties around housing. Real estate is a substantial investment but being able to build equity in such an asset is much preferable to renting where the rent money is lost to the landlord.
It provides long-term security
It provides security and a source of capital, rather than paying or someone else to get even richer.
It provides stability and means I don't have to deal with rents rising 10% every year
It provides stability and security and allows me to set my home up as I like in terms of room usage, fittings, decor etc.
It represents security and until I was in my mid 20s I thought it would be possible. It seems like not it won't be.
It seems impossible when houses make more money just sitting there than I do working at my job. I just want a place to call home.
It should be obvious. I don't want to rely on the state to provide me with social housing at a subsidised rate either.

It used to be an accessible way to build wealth, and have an asset to borrow against if necessary. Not sure that's still the case with sky high property price inflation. Also, to get out of the precarity of renting or living with family, if you don't come from a happy home.
It will give me more space and be more affordable in theory.
It would be nice to own a home and seems to be more important the older you get to have assets against your name but the current market makes me feel as if this may be unattainable and opportunities to work abroad are more attractive so owning a home feels less important
It would give me greater certainty and stability, and allow me to stop spending half my salary on rent
It would give me peace of mind to know that I have a place that I can stay in for as long as I choose. To decorate and live in a safe space in a nice community.
It would give me security and I wouldn't have to worry about being evicted or having the rent raised to a degree I couldn't afford. I would be paying off my own asset rather than a landlord's asset. I could decorate my home the way I wanted.
It would give me the security of knowing I don't need move regularly, and couldn't be evicted or have my rent arbitrarily raised. I could also make adaptations to my home as necessary. However, I would be happy to rent if rents were capped, bad landlords were cracked down on, long-term leases were available, and it was possible to modify your home. I believe these things are all the case in Germany.
It would provide security and allow me to put down roots and start a family.
It wouldn't be as important if the state of the market didn't mean looking for a good place to rent at a price I can pay is a horrible task. Being tied to a house you own shouldn't be an interesting option for young people, but the absolute insecurity that a rental provides makes owning the option you need to go for if you want a comfortable life.
It wouldn't be but since London rent is now so unaffordable owning a home would offer security, inthink this is particularly the case for single people.
It's a status symbol
It's about the most important asset you can own; it gives you security and a stake in your community.
It's about the stability of ownership, versus the persistent, overwhelming sense of precarity that comes from being a renter.
It's always been important to me, but I would accept not owning a home if I had decent rent options. I own a dog and it's impossible to find somewhere to accept me. Renting my own 1 bed flat would cost 60% of my salary. It means I have to live with other people to afford rent, which I'm less keen to do now I'm 30 and most of my friends live with partners, it's horrible to feel like I don't belong in my own home / have to share with strangers. I've grown up in London but I don't think I belong here anymore. I plan on leaving London in the next few months.
It's crucial to having a place I and my partner can raise a family in, can grow in, can tailor to our own desires and requirements. We can't even get rid of furniture in our rental situation, let alone truly make this place our home. It will always be someone elses home. Owning a place of our own is crucial to us. If that's not possible in London, or England, then we'll just leave.
its hard to own anything in this day and age but my own space is vital for my health and well being.
Its important to have settled down and have an asset.

It's important to me because of the stability that home ownership offers. Renting means I can be kicked out of my home at a landlord's will, either through 'moving a relative in' or just increasing the rent. It means I can't decorate, and I can't properly invest in where I live. Landlords also do not fulfil requests for vital repairs, and at least if I owned my own home, I could do it myself.
It's safety for your elder years to have an asset to your name that when you're of a pensionable age you don't have to pay rent for a property. It's also something to have to pass on to a future generation and finally in the most emotional sense it is something to call home that is really yours and you can decorate to your taste.
It's such an unrealistic prospect that it's difficult to put any weight on it. I'm sure I'd see it as more important if it was in any way feasible.
It's that bit of freedom and less stress. Imagine not having to worry about £2000 in rent each month in the cost of living emergency.
It's the basis of a secure life, and the country's economic and environmental flourishing to be able to live in London
It's the only way from escaping from predatory landlords in this city
It's the only way to provide stability. Every rented place I had before a private landlord kicked me out because they either changed their mind or wanted the property for their children
It's the opportunity to have my "own" space. Having a space of your own is so important to mental health - particularly as in London I am constrained to house shares, which can be difficult. Gives me the confidence and certainty that I will be in one place long term. It would allow me to commit to other long term aims like having children or moving jobs.
It's very important, will allow me to invest more in my future. More stability. No longer have to move area frequently
I've been renting in London for 8 years and it is so awful, you live somewhere the owner can't be bothered to maintain, getting basic repairs done takes months, you are treated like a nuisance for asking and you can't do stuff yourself because it's not your home. Bad insulation the owner has no incentive to improve as they don't pay the bills. Rents going up every year. No security. Could be evicted any time. Furniture in the house that looks horrible and you aren't allowed to get rid of. It is so awful to rent, I can't wait to have my own place when I can afford to buy
I've lived & worked in London for 20 years making an above average salary but never managed to own my own home. Stuck in a renting trap. It feels like a waste of potential, economic productivity & it's negatively impacted my life/relationships. I don't want to have children without the security of owning a home. I've viewed countless first time buyer scheme new build properties but most seem to be a terrible deal designed to line the pockets of middle men. I'm now focused on my options for home ownership & financial security elsewhere as London doesn't seem like a viable future for me.
I've lived in London for 4 years and during this period have paid £31,368 in rent. This is a huge amount of money, and I cannot afford a deposit despite earning a very good salary.

<p>I've lived in London since starting university, and in that time have seen my rent levels almost double. I've faced so many issues with poor service from landlords, from no heating in winter to fake invoices for moving out cleaning. At this point in my late twenties, I want to be able to settle down in an area, without worrying about having to move in a years time, or being priced out of an area with a rent increase. I want to be able to decorate my flat, have my own furniture and generally not be beholden to a landlord or a letting agent. Privately renting in London, I've spent an inordinate amount of money just to put a roof over my head. Owning a home might not be cheaper, but at least I am getting something from it, not just paying someone else's mortgage.</p>
<p>I've rented since I moved to London in 2007, but never for more than two years at a time after which rent increases have made me move. The worst by far was this past year when my rent was put up £500 a month by a private equity firm, and being unable to find anything else in time I ended up sofa surfing for two months. I'm in my thirties, have a full time job as an academic - should life be like this? I am desperate for a pet (landlord doesn't allow them), would like to start a family (cannot imagine being "in between flats" with a baby) and don't have a GP because I've moved so often over the past year. I'm still living like I'm in my late teens and feel home ownership is the only way I can get some stability.</p>
<p>I've seen the horrific situation older renters find themselves in today. I don't want the same for myself.</p>
<p>I've wanted to own my own home since I was 12. Wanting my own home for security, family, an asset I can pass on etc etc. Everyone deserves a right to their own their own home to be safe and secure.</p>
<p>Like all my friends, every month, I give more than half of my income to a man who lives in Surrey and who bought the property when it was massively cheaper. In return I am allowed to stay in my home for another month. I would instead prefer an arrangement where I pay a bank a similar amount of money and slowly own more of the property outright</p>
<p>Like generations before us, my generation (age 22) are desperate to own property that we can afford. I earn 36k and have worked so so hard to get there and still cannot afford to get a mortgage. BUILD MORE HOUSES for working adults not those who don't work</p>
<p>Living somewhere is good</p>
<p>Long term security. Being able to personalize your home. Rent free in retirement or when mortgage paid off.</p>
<p>My housing costs will go towards my own wealth as opposed to some rentier.</p>
<p>My parents will need to downsize to a small, single level home as they get older, I am not eligible for any help with housing and I don't earn enough to rent privately, so the only option I have to keep a roof over my head is to own my own home.</p>
<p>Need a place of my own to be myself, that I can live in the way I want to. Want to support myself in it, and be roughly self sufficient.</p>
<p>Not having a landlord dictating how I can live and decorate my home, provides shelter from constantly Increasing rents due to decades of housing undersupply</p>
<p>Not having to worry about the changes in needs of the landlord, should they want to sell, raise the rent, renovate etc. Having more stability and control over my space to live in and grow. To settle and make roots in the community</p>
<p>Only way to achieve security</p>
<p>Owing where you live is a prerequisite for personal security and happiness</p>

Owning a home allows stability and the ability to invest money into my own property instead of paying excessive amounts to pay a landlords mortgage. I also have to ability to create am enjoyable living space without just accepting what is provided in a rental
Owning a home gives a sense of security in terms of being able to rely on consistency of living situation. It also means you can make your home truly your own, rather than having to keep everything you change reversible so the landlord can rerent later.
Owning a home is an important source of financial security and stability in life, given the high cost of rent in London and the regularity that renters are forced to move.
Owning a home is cheaper than renting and is more secure (adjusting for etc,...)
Owning a home is extremely important for sense of security and belonging
Owning a home is extremely important to me as it provides a sense of stability and peace of mind, knowing that after my mortgage is paid off, I won't need to worry about finances, whereas, if I am renting, I will need to continue working in order to cover the costs rather than retiring. It would also provide me with something to pass onto my children so that they can have stability and not need to worry about their future.
Owning a home is regrettably the only way you can have some degree of housing security and freedom in the UK. This will never be possible in the PRS - regardless of regulation - and sadly social housing isn't an option due to supply not matching demand.
Owning a home is something I would wish to do however I have come to accept that this is not a realistic objective for a future in London
Owning a home is the only way to gain financial security, feel truly at home, and to start a family
Owning a home is the way to have secure housing for later life in Old age. The private housing sector is too risky and insecure.
Owning a home means financial stability and is an investment, rather than wasting money renting.
Owning a home means not having to pay rent until the month I die. At some point the house is paid in full, which is better.
Owning a home means security of tenure, so I don't have to worry about being priced out or evicted. This reduces stress and allows me to embed myself in my local community. If londoners move every year, what is the point in getting to know your neighbours and making the most of your locality?
Owning a home means the ability to make somewhere feel like home: painting walls, hanging pictures, designing a space that works for you, and crucially knowing that you can stay as long as you like without worrying about being forced to move when your tenancy ends every year. Being able to stay in one home permanantly means being able to connect with the local area and become a member of the community.
Owning a home offers a stable start for a family and you will be paying for your own mortgage rather than somebody else's (rent).
Owning a home provides a massive amount of security and stability for an individual/family. Furthermore, it is an aspiration for most people in this country
Owning a home provides financial security and a greater sense of belonging within a community
Owning a home seems essential to me to starting a family, building proper savings and being in control of my environment. It's long been the promise in this country that the way to save is to buy a home- that has broken down

Owning a home would allow me to live independently from the rules of strangers (landlords) on what I can do in and with the property. I could make repairs myself and pay a mortgage (an investment into an asset) rather than rent that consumes about a third of my income, despite earning above the average income. It is generationally unfair that for millennials and Gen Z owning your own home within Greater London is pretty unachievable. Even those on high salaries will pay off mortgages for the rest of their lives for modest properties.
Owning a home would give me security, it's hard to plan long-term when my landlord could decide not to let me renew
Owning a home would mean a stable place to live with my partner, and an end to dealing with a difficult and dehumanizing rental market. I also can't see any way I'll ever be able to retire if I don't own the home I live in
Owning a home would provide life security and more of a chance for me to invest in my local community. Not knowing where I'm going to be every year leaves me feeling on the edge of where I live
Owning a home would reduce my living costs and allow me to build up an asset
Owning a home means I am investing in myself and families future
Owning a house is something a lot of people would want to do in the future. i, personally, would like to live in a flat but a house gives a good opportunity to build a family with enough housing and fosters communities within neighbourhoods.
Owning home provides both material advantages, such as security of tenure, relatively fixed housing costs, the ability to curate a home to your own preferences and desires as well as emotionally having somewhere which belongs to you no matter what.
Owning is a means of security given the unregulated nature of the private rental sector.
Owning is most important because the experience of renting is destabilizing and regularly humiliating.
Owning my own home gives me stability & security & as I pay off the mortgage instead of paying rent I build up my own capital which I could use in later life for social care costs (if needed) or pass on to my family
Owning my own home represents security.
Owning my own home will give me security - it's difficult to plan for having a family when you live in a rented property and are at the mercy of a landlord. Particularly when it comes to living somewhere longterm for an affordable rent.
Owning my own home will provide security. I know I will not have to move out at the whim of a landlord. It will also allow me to design the interior of my home without having to ask permission.
Owning or having a place to rent at all... very important. We all need somewhere to live!
Owning your own home provides security to plan for the future. It also means investing money in an asset every month rather than lining a landlord's pocket
Place to raise my family I'm comfort and security
Private rental is unstable and reduces the control I am able to have over my life

Private sector renting is expensive and incredibly insecure, and often low quality. Landlords are generally slow to make repairs etc. and there is always a fear that if you kick up too much of a fuss you will be evicted. There is a serious undersupply of social housing, which means this is only available to those in the greatest need. Based on the above, home ownership is the only option available for many people to have a secure and safe home.
Provides independence, ability to make something my own, and is a worthy investment for me and my family
Provides security for the future
Provides stability and a much higher quality of life for me and my friends.
Providing stability at a time of uncertainty, providing a reasonable future nest egg. Leaving the UK's broken rental market and poor conditions is also a bonus - but if this was fixed then would be less of a need for home ownership.
Raising a family in a rented home is not a great idea.
Really tired of having no stability and being unable to undertake any significant renovations / improvements in rental homes. Difficult to plan and budget when rents can rise 10% in a year
Rent is absolutely not affordable anymore in London and owning a place seems more beneficial with lower rent to pay. How can we save for a deposit if the rent is high. There needs to be greater regulations, rent caps and stop people from buying homes and leaving them empty.
Rent is dead money
Rent is more expensive than buying a home in the long term
Rent is unaffordable and insecure. (If it was affordable and secure I would not really care about home ownership)
Rent is unaffordable, sometimes more expensive than mortgage payments and a risk in general. paying a mortgage is working towards having ownership of a property in older age and security.
Rent is uncontrollable unless the market is flooded with affordable BTR units
Rent is very expensive
Rent money is dead money and negotiating with landlords / the annual risk of lease not being renewable creates significant stress.
Renting doesnt give me safety and the ability to live as i wish
renting feels insecure, buying feels more secure investing your own money into your own future rent goes into someone else's pocket renting is expensive, likely to be paying the same if not more monthly compared to mortgage payments buying is the done thing in the UK
Renting in London is incredibly insecure, and after having paid extortionate rent on time and in full every month for over a decade, we've been kicked out of our home twice because the landlord wanted to sell or move in. Rent has doubled in the same period, and any pay rises we've had have gone straight into rent rather than discretionary spending. There have been many times when I've gone to work (a decent-paying office job), with holes in my shoes and clothes, having to hide it from colleagues. It's a huge mental burden, doesn't allow you to have any permanence, and ends in various forms of material poverty.

Renting is awful - no security as you can be evicted at any point, expensive and increases year on year and no opportunity to make a home yours. In the event of financial crisis mortgage relief will be offered before anyone thinks about rent support
Renting is expensive and insecure. The constant uncertainty about the future is very stressful
Renting is expensive, insecure and a joke
Renting is extremely insecure and expensive. There is no available social housing, so owning a home would allow me to contribute more to the economy and live a more secure life. I have had to move flat once a year, and would like to stop!
Renting is flushing half your salary down a toilet with no return and you're unable to treat your house as a home. The nature of short hold tenancies means you have to move frequently.
Renting is fundamentally insecure - especially given the lack of rent control in the UK
Renting is horrible. I'm on my 3rd house in 2 years, during which my rent has got up by about 80%. Landlords routinely act at best immorally and often illegally. I work in an industry that is almost entirely London based, so I'm trapped in this horrible situation. Home ownership is just about the only escape I could have from this.
Renting is paying money to rich people who can throw you out on a whim.
Renting is pretty terrible.
Renting is unsustainable- tenants have very few rights, can't build a stable life, not affordable in the long term. I've been evicted twice in the last year because landlords want to sell.
Renting is way too expensive and exploitative
Renting means money down the drain, owning a house means an investment
Requirement for permanent housing - renting is unaffordable long-term and there is no stability. Having a permanent residence also means a long-term investment
Safe and secure living environment with good access to transport.
Security and not transferring my income to rent seeking landlords.
Security for future
Security for the future
Security if having somewhere to live when older is key and not being evicted if a landlord want ma the property back . One can also do what one likes with a home one owns rather than rent.
Security of having a roof over my head that someone else can't turf me out of without me doing anything wrong.
Security of having a roof over your head and the ability to actually grow roots without being worried you'll be evicted, your landlord will decide to sell or the rent will be increased unaffordably
Security of tenure
Security to start a family. Building wealth. Important for Identity.
Security Wanting own space
Security, ownership, space, privacy
Security, stability and a future
Security.

sense of ownership is important as you know what you are working 25 years to achieve. You can leave to family when you pass on. You have the ability to add to your property by way of extensions. You can decorate and change layouts when you wish etc
Sense of security
Sense of security, ability to plan for the long term, ultimately cheaper than renting
Since I was a kid it has always been my goal to own my own home. It's not something that has been achieved in my family before so I would love to make it a reality.
Something to invest in for my future is important and security of a home
Somewhere to call my own
Stability and cheaper than renting (once on the property ladder)
Stability for me and my family
Stability of not having to move frequently
Stability, asset growth
Stability, financial security, autonomy.
Stability, plus having somewhere to live when I retire.
The ability to live near work, in an area that fits your long term ambitions has always been critical for young people and society on the whole
The ability to own my own home is a prerequisite to being able to bring up a family in the city. I love this city, but the complete lack of housing supply (throttled by NIMBY councillors) means that I will be priced out
The cost of rent (and uncertainty of future rent costs) makes owning a home very attractive as proposition
The costs of renting have meant I spend over 50% of my salary on housing and associated costs each month, with nothing to show for that money. It would be cheaper to have a mortgage and leave me with an asset at the end of the process.
The dream of home ownership (that is culturally embedded in the UK) is supposed to be a means of achieving (and it is an achievement) increased autonomy, security and liberty. Some examples of the supposed benefits are: being able to enjoy your own property fully as you see fit (decoration / improvement etc), life long security of tenure, financial stability by reducing the mortgage over time and having predictable and controlled costs. The security and financial control should provide a bedrock for homeowners to pursue other things (projects, businesses, aspirations).
The idea of being reliant on making rent payments into later working life/retirement is disconcerting
The main reason I would like to own is to have stability to not move every year! And the freedom to make my environment work for me
The rental experience is terrible - provides no security, landlords often don't bother with repairs and requests, is expensive and allows for no customisation of my home.
The rental market is exploitative and broken, and it is impossible to raise a family or build a life without the security homeownership provides
The security from the certainty that you have a place for you and your family to live is a fundamental requirement for humans to be able to start to thrive.
The stability of owning a home is important to me, as is the idea that my wages are not going on paying off my landlord's mortgage.
The system tells us to do it. Renters are 2nd class citizens.

The UK rental market is so insecure for people renting that home ownership is the only way to protect yourself from being made suddenly homeless. Rent is also far more money than a mortgage.
There is no other route to secure housing other than ownership. The lack of social housing means renters are forced into the private rental sector which is precarious and exploitative.
There's a lot that goes into this. Two examples: One, there is effervescent background social pressure of a capitalist society which holds home ownership (or land ownership) as 'savvy', and which is backed up by decades of unrelenting property price rises. Two. There is the desire to be rooted somewhere, to feel at home in a way that cannot be determined by the whims of your landlord nor affected in the same way by those price rises and rent increases. This seems to be a mixture of enculturation that property ownership is a good in itself as well as something more deeply human of feeling connected to place. The only reason I don't put Very Important is because it has always been unrealistic to buy a property in London, and because you're convinced somewhere down the line the party has to stop and prices have to come down. So you turn your attention to other things, you moderate your expectations, and you seek value from life in other ways.
There's too much uncertainty in the rental market and some landlords are unresponsive and leave homes in poor conditions
This is primarily about financial security later in life.
This provides more certainty and empowerment compared to renting, for the immediate times as there would be no risk of eviction, and for the future as I'd be building equity
To get out from exorbitant rent and have the freedom to make a house truly mine is the most important aspect. Having something to pass down to children as well
To have the security of owning my own home.
To own a home means to have an asset. This asset will only grow in value over time and be a stable financial investment. Renting a flat or property is essentially dead money, and the rent I pay each month will not be returned back to me or contribute to my long term future. Additionally, owning a home encourages sound financial decision making. A plan for how to pay a mortgage and save for the home teaches more about financial responsibility than paying rent. A house is also a place to start a family, and to build a long term plan from. Children are much more stable in a home that is owned than one that is rented.
To provide security
Two main reasons: 1) Financial Stability - high rent prices mean that a significant portion of salary goes into paying for housing. Ownership, while expensive, means that these contributions are at least going towards a tangible asset - this helps both in the short and long term, and would allow for starting a family, more labour market mobility etc. At a macro level, this would go some way to solving productivity challenges. 2) Control of home - landlords, given the housing shortage, are able to charge very high prices for substandard accommodation - and then provide a bad service for their tenants. This can be locking them in expensive contracts, not doing repairs, or evicting at short notice. Ownership means that this stress and uncertainty is removed.
Ultimately i would like to own my own home outright or at least get a mortgage, i want to raise a family and I want the security that comes from owning your own home.
Vital for raising a family, important for self-worth and living with freedom

Want to own my own home because it's control, it's what an adult should
We are now on the property ladder as a shared owner, we have something to give to our children in the future
We have owned our home for over 50 years and I would like my children to have the same independence.
What else is there to aspire to economically? I want to pay money into my future - not my landlords.
While buying a property would give me some extra security, ownership is less important to me than cost. Cheap rent is important too.
Why am I wasting my money on renting a shoe box?
Why should I pay off my landlord's mortgage when I could be paying off my own and have an asset at the end of it
Will be impossible to hold onto savings in retirement if it will all go towards rental costs
Without home ownership everybody I know feels afraid of settling down to have children.
Without home ownership it is impossible to have security in the UK because of our lack of protection for renters. If I lived somewhere with more protections I would be less concerned about it
Would ideally like to rent from social housing/housing cooperatives i.e. Vienna Model
Would like to either have secure rental market (capped price increases and multi year tenancies, like in Germany) or access to affordable house ownership
Would provide security and the ability to raise a family
Would rather rent social housing but owning a home is better than private landlords
You aren't a full citizen in this country unless you own a home. Conditions for renters are terrible and you're vulnerable to job losses.
You cannot really start a family until you feel secure

Q. What are the challenges for those aged under 40 in buying a property in London?

Base: all respondents (n=459)

- house prices in London. - borrowing 4.5x the salary is impossible.
- Property prices - Job instability (not so much unemployment as changing jobs - high turnover is expected in some sectors)
- raising deposit funds, especially if no family funds - buying solo - wages don't match the inflated property prices - fewer properties to buy due to cladding scandal - leaseholder fees - service charge increases etc - unstable mortgage market and extreme price hikes. The gouging needs to stop!
- Saving a deposit whilst rental costs soar - Lack of 100% mortgages - Lack of supply - Shared ownership not enticing - Locations of new build
- Wage to house price ratio is the biggest issue by far. - Lack of affordable housing. - Rental market is geared towards protecting the interests of landlords, not tenants. - 85% of London landlords view their housing as an investment rather than an abode for others to live in. - Too many people and too little housing. - Better and faster public transport network to further out/cheaper places.
(a) High cost (b) Poor location (i.e. cheaper accommodation further away from major places of employment, transport links) (c) Poor quality
1) Cost of rent meaning it's hard to build up enough for a deposit 2) Deposit cost 3) Finding somewhere you want to live
1) Prices. Getting a deposit of 30-40k is hard yes, but even if you manage to save up to a 10% deposit very few people have a high enough salary to borrow against. What's preventing me and my boyfriend from buying is not the deposit (we're old enough to have saved by now), but the fact we cannot borrow enough for a two bedroom flat. 2) The deposit. It took us ten years to save up to this as a couple, it's currently losing in value because savings accounts haven't changed their interest rates and we can't put it away in a fixed term account as we're hoping to buy in the next year. I was able to save because rents in London were high, but not outrageous. In the past year this has changed - my rent alone (excluding bills) is now 60% of my post tax pay and I earn more than the median London wage. 3) interest rates. We had just made it to a point where we thought we could manage to buy a flat when the mini budget hit, and because prices are so high our mortgage would be really high and therefore the repayments would be insane. Average two bed flats would end up with repayments on over £3500 a month, and we wouldn't pass the stress test on higher interest rates. Prices are not falling because people are taking out longer mortgage terms to offset the increases rates, and there are so many cash buyers. 4) competition from BTL/cash buyers. We've bid for over 20 flats but have always been outbid - often by cash buyers or a BTL with a higher deposit. First time buyers are also particularly affected by interest rate rises because we haven't built up equity and so are more mortgage exposed, but even putting that aside I cannot tell you how disheartening it is to lose a bidding war to an overseas cash investor. 5) leasehold terms. We're looking at flats but have ended up not feeling able to offer on some because the terms of the leasehold are so unfavourable and service charges so high. This includes places with escalating ground rents (described by the estate agent as "a technicality"), service charges of over £5k despite no communal areas, service charges that have increased exponentially in the past years with no way of challenging such increases and leaseholds of less than 90 years which we couldn't afford to extend because it requires a lump sum in cash (also described by the estate agent as "a technicality) 6) Availability. Even setting all of the above aside - there are not enough houses or flats. The competition for existing properties near public transport is insane just

from first time buyers alone, sometimes we don't even get viewings because a place is so popular. Please, build all the houses on all of the land.

1) Too few homes, obviously. 2) High prices. 3) Bad locations (far outside the centre). 4) Low quality of homes. In my opinion, older homes are actually worse for this, with energy-inefficient appliances and poor ventilation. But there are of course problems in new builds too. 5) Buying scheme homes (shared ownership and help to buy) are ACUTELY running out. This is exacerbated by London's more sadistic councils (Westminster and others) imposing the absurd requirement that applicants ALREADY live or work in the borough! 6) Difficult to search the property market. Websites like rightmove are polluted with people selling parking spaces and short-leasehold properties (which sometimes seem to outnumber ordinary homes) Obviously points 2-6 are all symptoms of 1.

<p>1. Deposits 2. An overpriced market 3. Poor build quality 4. Extortionate rents I am in a fortunate position that in a few years, I will have the finances to buy. But let me outline my situation. I earn £80k a year. But I am a 2nd generation brit. The 1st in my family to attend university. I grew up in destitution in a council flat. Riddled with cockroaches and sharing a room with my [REDACTED]. Raised by a [REDACTED] I worked hard at school got good grades and went to a good uni. Even then, I had to work full time while studying. Upon graduation, I had to support my [REDACTED] as [REDACTED] health failed and had very little scope to take risks while establishing my career. So I earned little and gained a lot of debt. Because there was no support. From the system or my family. I was the support. In this there is no scope to save a deposit. I am now getting there. And it is tough. But without my salary. Which is double the national average; I would be hopeless. Now consider this; if it is this hard for me on £80k. How can anyone be reasonably expected to achieve it? And this problem is in and of itself inflationary. Tesco needs employees. It doesn't matter how wealthy London becomes. If it becomes a mini-Monaco, it will still require minimum/low wage labour. As rents are driven higher and higher, those people require more money to live here. So they need higher wages. So services and goods go up in costs. And landlords take more money. So staff need higher wages... The only person not operating out of need in this cycle are landlords. In order to restore economic and housing health to London. The stranglehold landlords have on the city needs to be broken</p>
<p>1. Lack of housing supply 2. Councillors wielding the planning regime to further throttle said housing supply 3. There are no other challenges</p>
<p>1. Price 2. Deposit (which is function of price) 3. Interest rates (which matter depending on price) 4. Price. 5. Quality because prices are so high, terrible old housing stays around. 6. London government keep telling themselves they</p>
<p>1. Saving for a deposit while prices climb ever higher 2. Persuading a seller to choose your offer over a BTL landlord who may be able to offer cash</p>
<p>61% of people in Londoners are foreign-born, which is increasing the demand and pushing out the people who were actually born in London. Property prices are too high, new developments near transport links are blocked too easily, and not enough gentile density</p>
<p>A lack of housing which causes prices to be massively inflated and impossible to buy</p>
<p>A solo person, without the bank of mum & dad or other helping them, simply cannot purchase a property in London unless they are a VERY high earner because the deposit required is simply too high. Every time you manage to save enough for a deposit, the cost of property increases even further and your deposit is no longer sufficient - it's forever out of reach.</p>
<p>Ability to save for a deposit - even if you're able to save, the prices go up faster, meaning you actually have less deposit as a proportion of the asking price at the end of the year than at the start. That's not even beginning to talk about the average deposit in London being roughly £150,000, more than 3 or 4 times the London median pre-tax yearly wage. Unpredictability in getting a mortgage - affordability calculators or agreements in principle don't reflect the reality of what mortgage companies can offer.</p>
<p>Access to suitable finance, in terms of deposits & fees, whilst earnings need to be incredibly high. Home ownership in the city is really restricted to a limiting range of high-earning sectors which does not represent society as a whole.</p>
<p>Affordability</p>
<p>affordability</p>
<p>Affordability</p>
<p>Affordability especially for those who also have student loans.</p>

Affordability fundamentally, but also power imbalance of leasehold tenancies, cladding scandal affecting even low rise properties - we bought a flat in a 3 storey block and have been caught up for years, got a B1 EWS1 rating. Now having to pay £000s to remediate fire barrier defects in order to retain our insurance.
Affordability of deposit and mortgage payments
Affordability. Average wage of £32k before tax with the average home costing £500,000. Young workers should be offered social housing with low rents.
Affordability. Lack of supply. Nimbyism stopping homes being built.
Affordability: deposits have always been very difficult to afford due to high house prices, and now the rise in interest rates means that monthly mortgage repayments are also very difficult to afford. It is particularly difficult to save up a deposit because rents are so high in London. Availability: there aren't enough properties in London for the number of people who want to live here. This drives up prices and means that properties are subdivided too much (meaning the flats are very small) or subdivided strangely (so that people end up living in poorly insulated attic bedrooms etc). Ownership structure: there aren't many (affordable) freehold properties available in London, meaning that young mortgagors have to be leaseholders. This puts us at risk of cladding replacement fees and high service charges (which aren't regulated). Uncertainties over the quality of housing blocks: including potential cladding and repair issues.
All property is unaffordable. Salaries so low and they never keep up with inflation. Transport and utilities are astronomically expensive.
Amount of deposit needed. Amount you can borrow on a mortgage doesn't go far in London's property market - even if you earn an above average salary. Cost of renting prohibits saving for said deposit!
As simple as that: prices are too high to afford it even if you earn above average salary.
Availability Cost - high deposits Cost in general
Availability of affordable property. The uncertainty created by new builds not being built to comply with regulations.
Average price of a house is over x10 average earnings ??
being able to afford it (in the desired area, ticking the boxes including number of rooms etc)
Being able to save whilst renting. It is now more expensive to rent than pay off a mortgage but you get turned down for mortgages where you'd be paying less than your rent based on affordability.
Both renting and buying are incredibly expensive
Building a deposit. High costs of property. Interest rates. All of these are significantly worse where you are not in a couple, or have children. Appropriate property availability. Balancing location costs with costs of transport.
Can't save because rent is too high, rent keep going up because there limited properties/social housing, and house prices keep rising because it's treated like an investment opportunity and not enough houses are being built
Cash money. Even a 5% deposit is over a years salary, gross. Not everyone has bank of mom and dad. And if you are trying to buy as a single person, forget it.
Challenges include high costs relative to wages. Especially for good quality housing that is built well, has natural light, isn't too cramped and has decent transport links (including walking). Much of the post Second World War housing stock has not been well planned or built. E.g. not on a human scale, poor quality building materials that are difficult to repair or maintain, and with small windows.
Check the average deposit amount and price vs. Average wage

Complete lack of housing supply of any tenure, meaning higher prices and significant competition for homes. High rents that take up the majority of income so make it impossible to save. High interest rates. High and unaffordable deposits for mortgages. Increasingly unaffordable 'affordable homes' like shared ownership, which are unaffordable for most people on modest incomes, have rents increasing at 7%+ and increasing service charges, alongside already more expensive mortgages. Mortgage terms that end at 70 years old, when you're buying at 39/40 mean even if you're able to get on 'the ladder' in theory, you will have ever shortening and more expensive mortgages if you want to buy a bigger property (ie not a one or two bedroom flat) or to staircase (ie to own more of or all of a two bedroom flat) in the case of shared ownership. It's increasingly unaffordable from every angle and increasingly just feels like a scam, even for people like me who earn a bit above the average London income.
Completely impossible for me to save for a deposit at all in the current environment. Even if I do start saving, it seems pointless as i know I will never be able to afford property where I currently live
Completely out of reach prices
Completely unaffordable and so expensive
Completely unaffordable unless you are on a high salary
Cost
Cost
Cost
Cost
Cost
Cost Availability
Cost is the main factor. Cost for literally anything (even a studio) but also then the cost for a flat that two professionals can work from home in and the cost of a small terrace to raise a family in. There are also issues around Britain's awful leasehold system
Cost is the single limitation for owning a home in London - while there may be personal challenges and reasons, the cost of housing is the only limitation. With the highest price to income ratio of anywhere in the UK - young people are not able to save for homes. There are two components to this: 1) cost of the house - this means that it is hard to get a good mortgage given house prices are well above 4.5x average income. Limited growth in salaries compared to inflation and house prices will also further limit this. 2) deposit - linked to this, saving for a deposit given wider pressures on income is very difficult without outside support - those with support are able to pull together deposits, which then exacerbates inequality.
Cost of deposit Cost of property Future interest rate rise Lack of suitable properties Difficulty in saving up for a deposit whilst renting
Cost of housing is far too expensive. Completely unaffordable.
Cost of housing vs wages. Shared ownership scheme not fit for purpose.
Cost of housing.
Cost of housing. Also cost of renting, not just properties but also room rents. How can young people save for a deposit if rent is half or more of their monthly wage? Banks want a minimum of 10% deposit and this is hard to achieve as house prices keep going up, so does the deposit requirements. It's so difficult. Also they have to take out much larger mortgages, so higher risks. Biggest challenge is for those who cannot rely on the bank of mum and dad.

Cost of living crisis keeps increasing interest rates which is affecting the affordability criteria. Also the house prices are high and a lot of banks have removed their mortgage products making it even harder for a single person buying a property
Cost of renting and inability to save Price of homes Mortgages rates New builds that are not safe or built well
Cost, not everyone has input from parents/grandparents/inheritance and with the cost of homes increasing, people are being pushed out of London and their communities/away from families
Cost, quality of build, location
Cost, quality, and small number of properties available.
cost, wages, mortgages
Cost. It is fairly easy to save a deposit, but a mortgage requires a high wage (regardless of whether I could afford a higher mortgage).
Cost. Lack of housing. Bad conditions of properties.
Cost. Lack of supply.
Crazy NIMBYs blocking any serious attempt at new supply driving up prices to unprecedented multiples of average income
Decent homes in London are wildly expensive. Even sub-par housing is too expensive for most working professionals who don't have significant help from their parents. Salaries do not match the amount needed to have a large mortgage approved that is required if you are looking for a 2 bed flat in London.
Deposits Missold Leasehold / shared ownership
Effectively impossible for decent quality housing and without prohibitive deposits.
Essentially, prices, from high demand relative to supply. Low interest rates allowing prices to rise, followed by high interest rates making mortgages very expensive.
Everything costs so much! Nobody can afford anything that's big enough to actually live in.
Exceptional housing prices relative to average and above average earnings - including in outer London for small flats. 'Affordable housing' usually costs significantly more than equivalent homes in the local area. Local authority-led developments are also exceptionally over-priced rather than being made more accessible to local people. Companies buying new homes as investments to let or leave empty maintains high prices and reduces supply for owner occupiers. It is almost impossible to afford a home big enough, e.g. people with children buying a small flat rather than a house or having to move out of London for more space at a more affordable price. It affects choices people can make about their family size and how they live.
Expensive, ultra competitive market. We need many more homes within reach of the capital - whether that's within the M25 or not, we just need more homes that people who work in London can live in. Maybe more working from home might help as some people will move to more rural locations, but it won't happen fast enough at the current rate.
Expensive. New homes are ugly. Financialisation of housing
Expensive. Not enough rooms. No deposit. No stock.
Extortionate prices vs average incomes - not helped by prices being driven up by demand side measures (help to buy, etc)
Extremely high prices mean that deposit requirements are very high. Stagnant wages mean that saving for those deposits is very difficult. High prices also mean that repayments, if I could save for the deposit, would likely be beyond my budget. There is also too much competition with other potential buyers, due to a lack of supply.

Far too expensive.
Far, far too expensive. The house price to wage ratio has increased tremendously over the last few decades. Both labour and Tory governments have been responsible for this. The exploitative practices of private landlords also make it hard to save when paying rent and their presence as market participants helps to bid up prices further.
Foreign owned empty properties, investment properties, leasehold costs & service garages,
Fundamentally - high prices. ONS figures show that housing affordability in London has deteriorated vertiginously in recent decades, and it is now much worse than in any other region of the UK. The main cause of this inadequate supply, in turn caused by the overly restrictive planning system. Perverse tax incentives that discourage efficient use of existing stock (e.g. stamp duty) also contribute. Secondary issues include the difficulty and expense of the conveyancing system.
gargantuan deposits needed. Despite earning a good household salary between myself and my partner (about 120k) our rent is such that we are years away from saving to buy a property that is a equivalent to the two bed flat we rent. if we had that capital, our living costs would immediately decrease significantly - even with interests rates as high as they are.
Getting a deposit is probably the main issue. With the 4.75x maximum for borrowing based on salary, a salary of £60,000pa allows for borrowing of £285,000, which realistically means a deposit of c.£100k to buy a bog standard one bedroom flat. That's a huge amount for most people.
Getting a mortgage seems to be the biggest challenge as house prices mean that mortgages ask for annual salaries of often £80k + and that's not a salary most of us have.
Getting paid enough money to secure a mortgage, most over 40s have young children to care for aswell
Getting together a deposit. The fact that I don't want to buy leasehold but won't have the option not to.
Half my income goes to tax and half of the remainder goes on rent, i can barely even begin to afford to save for a deposit all the while prices seem to continue to rise year on year, albeit with some recent slowdown (although house prices are still higher than pre-covid)
Hard to save for a deposit as house prices have been increasing way more than salary, and more and more, hard to pay off a mortgage when both house prices and now interest rates are so high. The lack of supply is of course a challenge. As a consequence of the two previous points, another challenge is having to move further away from where we have grown up / studied / put down roots to afford buying. This means having to recreate networks and communities, sometimes when existing residents are wary of newcomers, accused of "gentrifying" the area. Finally, not specific to London, but the entire house buying process is overly complicated, with too much risk for the buyer - surveys should be done by the seller before advertising the property.
Have you seen how much prices have risen? Not enough housing is built.
Having enough money!
High cost of suitable housing
High costs and low salaries. I work for a charity and earn under £35,000. I cannot afford to save for a deposit and commute to work.

High costs including the expenses of the leasehold system. Leasehold puts additional costs to buying a flat which is the usual option for first time buyers. Shared ownership - difficulty in selling because of cladding issue which for most flats hasn't been resolved. The high rents on shared ownership
High deposit, and high salary needed to access a mortgage big enough to pay the rest.
High down payments required High monthly mortgage payments due to rising interest rates Not many properties on offer Poor building quality and high monthly payments when buying property in a block of flats
High house prices caused by supply not keeping up with population growth, and the same problem in the rental sector means that rents are soaring and there we are unable to save to buy a house. I'm not rich, so I haven't got a bank of mum and dad. It's just me.
High house prices, big deposits, low salary, single income. Even if I had a 10% deposit, as a single person the mortgage would be too high and no one would lend to me
High prices (almost impossible to receive a mortgage and realistically it will be barely affordable and for a tiny flat, rather than a house), high rents (impossible to save a deposit), low wages.
High prices and limited availability, particularly if you are looking for a property in a more central or well-connected area. More affordable properties tend to be in the outskirts where you're forced into expensive and isolating car dependency.
High prices and scarcity caused by a supply-crunch due to out-of-date and restrictive planning laws that both block density in Inner London and house-building in Outer London.
High prices and the building safety scandal
High prices leading to difficulty in getting a mortgage.
High prices, high deposits & reduced stock.
high market prices, poor housing quality creating an even lower pool of acceptable housing, potential cladding issues, insanely expensive and opaque service charges too much uncertainty with leasehold policies
high rents and Lack of support Saving deposits (e.g. no schemes available) wages are not uplifted in line with inflation costs
homes are unaffordable because not enough are being built
Homes are unaffordable, either for rent or to buy, due to scarcity
House prices are not affordable, so down payments are impossibly high
House prices are so high that it is impossible for most to raise a deposit
House prices are too high
House prices are too high and the high rental costs make saving even harder
House prices are way too high relative to wages. Reducing deposits doesn't help as only fuels demand and increases overall price.
House prices have exceeded wage growth for decades due to not building sufficient new houses
House prices in London are unaffordable and rent prices make it impossible to save for a deposit
House prices too High Not enough houses Can't afford a house with enough space
House prices too high, rent so high it's hard to save for a house. Even on a good salary, you need parental help (or a lump sum of cash from another source) to be able to buy.
Houses are far too expensive with average price to earnings ratios in the 10x range. This is because housing is owned by large companies or buy to let landlords as current taxes don't punish rent seeking enough over and above productive investments.

Houses are too expensive- lots of whole houses being split into flats! Rent & bills is well over half my payslip so savings are minimal if any. I work in the nhs and have done so for the last 10 years. Deposits for houses are too high and jobs/salaries haven't risen with inflation. Its impossible to save if all my money goes on living and deposits are 12x peoples salaries. I don't have bank of mum and dad to rely on. Alot of schemes aren't really home ownership - I don't want to be in a part buy part rent from friends in the same scheme, they are struggling to buy more shares. Lots available are flats which aren't well built, cladding. Also too many leasehold properties.
Housing gets given to those who don't work or contribute to society. There are not enough houses , more houses need to be build . Too much planning restriction
Housing in London is completely unaffordable because of the lack of supply of new homes being built. This has been made worse by self-interetated groups lobbying to block new housing on spurious arguments (eg 'character of the area') in order to maintain the inflated value of their property portfolios.
Housing is completely unaffordable. Too many people chasing too few appropriate properties.
Housing is unaffordable and there is limited choice of housing on the market
Housing is unaffordable due to decades of undersupply and ridiculous demand-bloating schemes from central government.
Housing of all types - either ownership or rental - is completely unaffordable
Housing prices, locations, poor quality new builds, insufficient density
Huge deposits, almost no way to afford unless you have an extremely high paying job or family who can give or lend money.
I am a Master's Graduate, earning a Master's Graduate salary. I do not expect to be able to afford to buy property within the next 10 years. The combination of sky-high house prices, and high rent prices that undecut my earnings, mean i have very little to put into savings each month
I did buy, using Help to Buy, because prices were far too high. Now we are facing significant uncertainty due to the Building Safety Crisis, as we wait to see what work needs fixing. House prices are far too high, but also location of homes is not with a focus on how people want to live.
If you don't have access to family money you basically can't! I have a 'good' job but my mum has no savings and nobody in my immediate family owns property which they can leave me. You can only borrow 4x your salary and that wouldn't buy me a box in London.
Immigration driving up demand for rental accommodation and therefore driving up rents.
Impossibly expensive even if you're on a good salary
Impossibly high prices for 2 people who work good jobs in health care, prices of rental are so high it is difficult to save up the money for a deposit and now the cost of the interest hikes are making it even more impossible.
Income, not having family-money to provide deposits or financial help, no salaries that reflect anywhere near mortgage prices, no affordable options in the areas that one would like. But the biggest one is inflation creating incomes not being able to cover for mortgages. As well as international investments or "richer people" always to be able to pay the high bills, driving up the prices for people who can't afford.
inflation, hard to get a resaonable morgage secure for long periods, lack of affordable property or any property, renting forever which is an expense, ISA help to buy doesnt even cover the real cost of a property these days

Initial cost of the homes are so high, demand is so high. Already rental costs are so high so it's hard to save up for a deposit, then now with interest rates it is hard to sustainably pay the rates. Leasehold and service charges are hidden costs too and uncapped service charges and leasehold makes it too risky.
Insane house prices. Insane rent costs make it hard to save
Interest rates We can only afford flats and they have high ground rent and service charges It's impossible to afford monthly repayments if you don't have a big deposit from your parents
It completely unaffordable to everyone under 40 who doesn't have family wealth. There is no way on a median professional salary, let alone a working class salary, to pay for adequate housing
It costs too much. That's it, there's no obscure solution, the price is just too high
It is completely unaffordable
It is completely unaffordable
It is completely unaffordable even to those on relatively high salaries, and even for those who can you don't get very much at all for what you pay (the housing stock is both too small in size and poor quality)
it is completely unaffordable to anyone without a generous inheritance or earning executive level salaries
It is completely unaffordable. I am an additional rate tax payer, I am in the 99th percentile of earners (not wealth), I have a tertiary degree, and yet I can't afford even a vaguely decent 1 bed flat in central London, or even a little further out. I'm 33 and could still be kicked out at a month or two's notice. The problem is not access to finance, it is simply, plainly, supply. We need to build radically more homes.
It is completely unaffordable. The high price also means new owners are also forced to take on extremely large financial risk. That risk may be better placed into a pension or other investment
It is completely unaffordable. Those without help from parents will never be able to afford rent let alone actual buy a house in London. Only those who are privileged can live here. This hurts the job market as many talented people can't afford to live here.
It is completely, absurdly, bananas-level unaffordable. I make £28,000 a year. How am I supposed to afford a home for myself? What if I had a child?
It is entirely unaffordable. The property prices are over-inflated and housebuilding numbers have been pitiful so there is a large amount of demand with little supply.
It is extremely unrealistically unaffordable
It is far too expensive
It is far too expensive and low in supply
It is far too expensive.
It is impossible to afford unless you have very affluent and generous parents.
It is incredibly difficult to save when rent, taxes and other essential living costs take up over half of take-home earnings.
It is incredibly expensive and brutal. London is one of the best cities in the world and I absolutely love it but the prospect of being forced to move out of a city I love is quite sad. I don't want to live anywhere else but in order to afford housing I would have to leave.
It is incredibly expensive due to lack of housebuilding. You should be building vastly, vastly more housing every single year. There should be hundreds of thousands more flats available than currently exist.

It is insanely expensive because there is a housing shortage.
It is literally impossible to be on a average salary and being able to afford to buy a property in London. Rent is also unbearable at the moment. Shared ownership is a scam if you don't have the money to pay the share without a mortgage. And the rent you pay when you enter a shared ownership doesn't even help buying extra shares of the property as similar schemes in Europe. Personally, I cannot even cosign a mortgage with my parents as they live abroad and that would allow me to attempt buying a house here in the UK.
It is prohibitively expensive.
It is really difficult to save for a deposit, it feels near impossible if your parents cannot give you one. The other challenge is being forced to move out of London which is not preferable.
It is ridiculously expensive. There are other minor factors but they are irrelevant compared to the overall cost.
It is simply far too expensive
It is simply not affordable. Wages have never been lower and the cost of buying or renting a property has never been higher at any time in our history. The Council have a stock of housing that is now so depleted that it is practically non existent. It is safe to say that 99% of people under the age of 40 years (and people over this age even) will never be able to own a property; many have now realised that this is simply an unachievable dream nowadays. Furthermore , most people who apply to join a Council's waiting list for social housing will never get made an offer of permanent accommodation (at least not in London).
It is simply too expensive. There is no affordable housing of good quality; houses are small, old, and energy-inefficient; purchasing a house is impossible without an absurd deposit; it's just too expensive.
It is too expensive to buy a house.
It is totally unaffordable. Prices for modest properties have completely outstripped real wage growth. Likewise, rent prices consume about a third of people on salaries even above the average wage, even before bills are taken into account. Energy bills and food prices have soared and can be expected to spike at times in the future. This makes it difficult to save enough capital for a mortgage deposit. Increasing the supply of housing is a long term solution to keeping rents and property prices down so that people are in a hopeless position when other essentials spike.
It is unaffordable
It is unaffordable. Can't get a mortgage high enough because I can afford repayments as a single person buying.
It is very expensive
It is virtually impossible for any of us to do this as a direct result of NIMBYism by the people who got in first
It takes time to save for a deposit but I understand that everyone wants to move to London
It. Is. Very. Expensive.
It's absolutely inconceivable with the prices that are being advertised nowadays. It doesn't even bear thinking about - it's a waste of time to get your hopes up looking into it - monthly costs would not even be covered by a monthly wage, so what is there left to live on? I truly believe this is why less people are deciding to have children, if they can't even feed themselves. It's also completely off the cards if you are single - my sister was asked at the local bank when our parents were going to die? I'm not sure if that meant if they could support her financially - but the answer is no - probably not.

It's becoming harder and harder to do. Interest rates have made this harder recently. The prices of properties in London do not make this easy for the younger generation to buy in London. The cost of living rising is making this harder for the younger generation to be able to save a deposit large enough to be able to buy in the first place.
It's completely affordable. House prices are much too high relative to wages.
It's completely unaffordable - regardless of how much you save
It's completely unaffordable.
It's completely unaffordable. Rents are so high that young people cannot afford to save for a deposit, which itself is so high because properties cost so much
It's exceptionally expensive due to the fact that demand vastly outstrips supply. Misplaced policies like Help to Buy have further this problem. Politically tackling this core issue is highly toxic due to how relevant incentives work.
It's extortionate. Unless you have money from your parents and an extremely well paying job it's laughable.
It's extremely expensive and not realistic at current prices
It's extremely expensive and we don't get enough support including education on home ownership and government schemes. No one of my generation will ever own a home unless they're earning £1m a year at this point
It's far more expensive than most people can afford. I'm 30 and not a single one of my friends thinks they would ever be able to afford to buy a house in London.
It's far too expensive
It's far too expensive - since I've been born the house my parents brought me up in has gone up in value 12 times. If it had doubled then I could afford it, as it is I won't ever be able to. The reason homes are too expensive is because we don't built enough of them - London should be the size of Tokyo in order to meet the demand to live here
It's far too expensive, because virtually all new housing is stopped by ridiculous planning regulations giving unbelievable power to NIMBYs
It's impossible to afford
It's impossible to afford it.
It's incomprehensibly unaffordable. A terraced house in my part of east London now sells for over a £1m. I earn a wage that is slightly above the national average, and I could never even borrow enough to buy in London, even if by some miracle I did manage to get a deposit together. Rents are so high that saving for a deposit is also so difficult as to be rendered futile.
It's just absolutely prohibitively expensive and if you're renting, the rents are so high you have no hope of saving. There is no rent control, there is no truly affordable homes being built unless you are a well paid couple.
It's just too expensive. Not enough new housing built, and not enough affordable housing. Unable to save up due to cost of living. In some areas, transport links are suboptimal.
It's ludicrously expensive
It's not expensive enough, house prices should be at least twice as high as they are now.
It's prohibitively expensive. Even though buying a small one bedroom flat in outer zones might be achievable for couples with savings, it's basically impossible to buy anywhere bigger than that, so there's no hope of raising a family here.
It's ridiculously expensive

It's ridiculously expensive. How are you supposed to save pull together a big deposit at the same time as prices are constantly going up in shops and your rent keeps going up too. Plus properties, despite the high price, are often too small. You don't want to take out a 500k mortgage to live in a studio flat. It's ridiculous. Plus given the state of the market and the obvious existing bubble you don't want to mortgahe yourself to the hilt and then find interest rates rise further and we cant afford the monthly premiums. Then theres a risk that due to the potential impending crash if we buy soon we end up in negative equity. The whole situation is an absolute mess.
It's simple, they are way too expensive as nothing has been built at scale in years
It's so expensive, unless you have an incredibly well paid job, or parents who can help it's almost impossible! Especially if you're single
It's too expensive
It's too expensive and not enough new building
It's too expensive to buy and it's too expensive to save to buy because of high rents.
It's too expensive, TL;DR I don't have enough savings for a deposit, and I'd have to move back in with my parents to save enough for one. I can't save enough because I'm paying so much for rent.
It's too expensive. Housing shouldn't be an investment commodity
It's too expensive. Interest rates are too high and lease terms are poor. There are too many hidden costs to lease ownership such as ground rent which essentially pays a dividend to the pension fund that owns the building
it's too expensive. my parents would have to die for me to have enough money for a deposit, not something I'd like to swap for a house. and then the mortgage payments would be inflated by the speculation in the market in london
It's too expensive. There are not enough properties for sale.
It's too expensive. There aren't enough houses. Many houses are far out of central London or in rough areas. To fix this; we should build more houses in London.
It's totally unaffordable because we don't build enough and we don't build densely enough
It's unaffordable and scarce
It's unaffordable as not enough properties have been built
It's unaffordable even on very modest salaries
It's unaffordable, and in particular, saving for a deposit while paying ever increasing amounts of rent is simply not possible. Friends who own pay lower mortgage payments than I do rent, and were able to afford the deposit due to parental or grandparental support. In the absence of that, I'm left waiting to win the lottery/to earn enough that I can actually save.
It's unaffordable, or else in a poor location / poor quality. Especially if you want space for a family.
It's unaffordable, the "affordable" value given to homes should be based the median income in specific Boroughs rather than as a percentage or in line with current property values. Not enough good sized family homes are also being built, not enough properties are being built in general. Not a single property should be offered off-plan as part of any development or regeneration plan.
It's unaffordable.
It's very expensive and young people still don't have enough money saved for a deposit.
It's very unaffordable

It's very very very very expensive. You don't need to a call for evidence to tell you this. Rents keep rising and my wages are not keeping up. I'm gradually being priced out of London and fear in the next few years I'll have give up living in the city I love and is my home.
It's wildly unaffordable and the quality of the housing stock is bad
I've seen figures that report average property prices in London are now over 10X the average salary, & at the same time monthly rents are more than a third of gross salaries. This is a formula for quality of life & demographic disaster. The housing market has been dysfunctional in London for years & it could start to push hard working people out, as well as put people off having children.
Lack of affordable homes for those on middle incomes - prohibitive deposits Cost of living in private rented sector means you can't afford to save for a deposit
Lack of financial security
Lack of houses, correspondingly immense prices, ageism on the part of property owners
Lack of housing supply, lack of densification (not enough flats/starter homes!)
Lack of new housing and the price of current housing. I have roughly £80k in savings yet a mortgage still seems impossible on my current earnings.
Lack of supply
Lack of supply - we need one and two bed flats for people in their mid and late 20s can move out. If we only build houses for families of 5 young people don't stand a chance of owning a home before their 40 High prices - the average deposit in London is £150,000 which would take the average earner 24 years to save
Lack of supply leads to extortionate prices
Lack of supply Not enough houses being built therefore prices too high
Lack of supply.
Landlords and NIMBYs Build more houses
Landlords buying up properties to use as chips in some stupid speculation casino, combined with no new housing being built and no local or national laws being enacted that offer any kind of protection or support for first-time buyers
Landlords NIMBYs Build more houses
Level of deposit needed is too high Banks require a high salary for a loan - even if mortgage payments will be less than rent Rent costs make saving impossible
LOL. I'm an average earner (£30k) but I'm not rich and I'm a single person. Impossible to have any reasonable quality of life AND save for a deposit. I could save for a deposit if I lived in unacceptable conditions and had no disposable income for 20 years. Buying a property in most of the UK is difficult with prices unless you are wealthy, or are given/lent deposit money by parents etc. in London it's impossible with prices, even in the least affluent areas.
London is crime ridden London is filthy and unpleasant London is ridiculously expensive London has a mayor who has caused it serious damage London is over crowded
Low salary growth, high costs preventing the ability to save, ever increasing property processes
Low wages High inflation High interest rates Lack of decent housing High house prices Lack of affordable housing I How is it in one city I can pay over £1000 each month on rent, but I'm told I can't afford a mortgage, the system is broken. I'm honestly thinking of moving abroad so I can have a better standard of life.
Low-quality housing costs 15 times the median income. Good-quality housing costs 25 times the median income. There are too few properties.

Massive deposits Rents so high, impossible to save No supply low house building Not enough council housing
Massive down payments, high monthly payments, not enough properties available.
Money
money
Money and how whenever the gvmt launches a scheme like Help to Buy that money just goes into developers' pockets (by inflating the value of the property)
Money!!! It's so expensive me and my friends are all considering moving away
MONEY. You can't buy unless (a) you come from familial money or (b) you work some elusive job that barely exists that makes you loads of money or (c) you're a couple. Pretty much everyone else is ruled out.
Need to be in a couple, both with high paying jobs to satisfy lenders, and need to have accumulated a large savings pot. Myself and my partner were able to "buy" a 1-bed leasehold flat only because our parents gave us £50k towards the deposit.
No deposit money, the amount that people can borrow is lower than the price of properties
No realistic affordable properties, High interest rates only increasing the rental price and decreasing the chance of buying a property.
None of us have any money, and there are basically no schemes that aren't incredibly unfair. Who wants to go down the shared ownership route? Let me own 50% of something that I wouldn't even own if I owned 100% of it, because of leaseholds.
Not enough homes available. Not enough being built. Councils blocking housing development. Unaffordable.
Not enough homes being built
Not enough homes being built
Not enough homes, too expensive. Build more homes.
Not enough houses, mortgages have gone up, wages have stayed the same, not building enough houses
Not enough housing supply. Build more housing
Not enough supply - please build more houses. Our society is slanted towards those who already own. Planning approvals and oppositions skew towards those who already own, as I am not involved in planning decisions in all the boroughs I could buy, but those who have bought can reject and oppose in the areas they already own. The lack of supply means places I can buy are worse effected by existing issues, as my money goes towards rent rather than building up equity. This means I'm more likely to live in an area with bad transport, worse crime and a lower quality of life as living in better areas is often dependent on having existing cash reserves as well as a high salary to meet the sale price.
Not enough supply. All other considerations are far more minor.
Not possible to save for a deposit-rents are too high.
Obscene prices, NIMBY Councils, castle insufficient building, and a political class obsessed with demand side reforms that don't work over the supply side reforms that would.
Obviously stupidly unaffordable. To be in the 1% of the U.K., you need £150k. Average house price in London is £600k. This implies that roughly only the 1% can afford to buy - how is this even remotely sustainable?

Obviously, the cost of owning a home is completely disproportionate to any wage increases that may have occurred over the past 30-40 years. To afford something, even with our combined household income of £150K+ is tricky, and we wouldn't want to move too far away from central London, where most of our social lives and work are.
On my current income as a single person (on twice my income) I could not afford a deposit for a property in London - it is not an achievable thing.
One of the most expensive markets in the world
Only the very rich and the very poor - social/council housing tenants can live in zones 1 to 3.
Other than the case of a windfall, family support or winning a competition (yes they exist Omaze for example) there is literally no chance of saving a deposit especially if you are in London like myself as rent is so high and other associated costs eat up the rest of your salary (I am a full time teacher [REDACTED] competitive salary with a second gig economy job) saving is hard enough in general let alone for a deposit
Overpriced housing/properties. Rent is far too high so how can we save for deposits. Deposit required is far too much. Not much help for single buyers. Salary doesn't meet the mortgage lender limit
Price and availability
Price and availability. There just are not enough homes within a realistic price range for first time buyers. We need more supply of homes suitable for first time buyers in places where people younger in life actually want to live.
Price and service charges
Price and supply. Land is too expensive, we need a land value tax. Additionally, we need to build lots more council housing so housing can be spared from the speculative market. Alternatively, secure social renting would be just as appealing as buying a house.
Price compared to incomes
Price which is as a result of lack of supply. Access to mortgages is also a barrier as the financial checks can mean you're unable to get a mortgage for the same monthly payment as your current rent (or current rent plus savings you had been making to contribute to a deposit).
Price, infrastructure, planning system
Price, lack of meaningful choice
Price, salaries not growing, lack of sensible investment products to build a deposit not locking into bad criteria. Lack of housing stock is the main block
Price.
Price. Not leaving greater London to buy
Price. Price. Price. House prices keep rising and when they aren't, they aren't declining to an affordable point. Wages aren't rising and mortgage payment schemes are becoming more scarce. It's a simple problem of supply.
Price. Property is far, far too expensive. More housing is needed, of all sizes, in all locations, from studio flats up to 4/5 bedroom houses.
Priced out Nimbys refusing to get anything built. Lack of development. Youth taxes Nimbys again Local politicians loving a cheap photo op
Priced out of London Maintenance costs Deposits Getting a mortgage Unaware of schemes to buy
Prices are extortionate due to the lack of supply and foreign property investors speculating on the value of an asset we need to live in. Raising a deposit is therefore impossible.

Prices are far too high to be affordable. Affordability requirements prevent people taking out mortgages that would require much lower monthly repayments than we currently pay in rent
Prices are high but there are ways.
Prices are incredibly high. I could afford a mortgage but don't have nowhere near enough savings for the dips it as I don't want to take out a mortgage longer than 25 years.
-Prices are insane to live anywhere halfway decent -Unless you're willing to move farther afoot and sacrifice convenience, you are forced into predatory leasehold traps. The government schemes like shared ownership and help to buy were scams that have trapped people in nightmares too. Until leasehold is abolished, home ownership in London is a joke. -Overseas buyers are for some reason allowed to snap up London property and force prices up. London is used as a dumping ground for hidden, shady funding and the government does nothing.
prices are too high - mortgages won't lend enough - even though young people are expected to pay £1000 a month for a room in a shared house, even on a decent salary i'm not allowed to borrow a mortgage with equivalent monthly repayments
Prices are very high
Prices for property in London are overinflated. There also aren't enough starter homes. Additionally it is difficult for renters to save due to the high cost.
Prices, due to lack of supply. Also leasehold and shared ownership both of which are scams (e.g. trapped by cladding issues)
prices, housing shortages which drives up prices, lack of housing, a severe lack of housing, not enough high density housing, significant lack of frequent building of housing, Tories.
Prices, supply, rents too high meaning lack of ability to save for deposit.
Properties are really, really expensive
Properties are very expensive. Given the deposits required it's essentially impossible without parental help. It's even more difficult as a single person. Mortgage costs are also now a barrier given the repricing of interest rates.
Properties in London are really expensive
Properties too expensive even with good salaries and savings. Mortgage rates too high. Low standard of properties with mould etc which are damaging to health. Too many fixed term contracts offered by companies meaning difficult to get a mortgage
Property is monstrously expensive There are not enough homes (hence the cost).
Property is unaffordable
Property price inflation, anemic wage increases that don't keep pace with that price inflation. It makes even scraping together a sufficient deposit a challenge if you're a single person. Decline in affordable house building, commodification of the housing stock since the 1980s has made entering the housing market extremely expensive and competitive.
Property price Mortgage costs Deposit Finding suitable size for price (ie 3 bedroom)
Property prices
Property prices are far too high. There is a shortage of property available
Property prices are incredibly high due to a consistent lack of supply and low density in the capital (relative to many other large cities). The lack of options in the rental market also push up rents, further increasing the difficulties in saving for an initial deposit without the assistance of parental support (whether directly or by living with parents in order to save) or very high wages.

Property prices are too high. Wages are too low. Cost of running a home as well as paying the mortgage are unobtainable for most people. It's more difficult to get approved for a mortgage. Trying to a property in an area that isn't being over developed and over populated.
Property prices are unaffordable for the overwhelming majority of Londoners.
Property prices are unattainable for those not on mega wages, couple this with the fact the housing crisis has led to high rents people are forced to decide between saving for a home or moving out of their parents.
Property prices relative to salary, the need for large deposits
Raising a deposit especially with high rent and salaries not keeping up. In London the majority of achievable properties are leasehold, with this come high insurance fees, ground rent and during purchasing a higher deposit percentage and higher solicitor fees
Raising a deposit. Also finding a first time property that's not horrendous. Trying to buy a one bed for 350k and just so many hideous flats where I'd kill myself if I lived there
Raising money for a deposit. So much of my salary would go on rent that it was impossible to save for a deposit at all. Over my time in London I have spent tens of thousands of pounds on rent, essentially paying for my landlords mortgage and ensuring I can't afford to save for a deposit.
Real estate agents keeping properties off the open market (Rightmove, Onthemarket etc), so you have to go through them first. Everyone offers over the asking price if you want to be successful, so housing prices are inflated beyond what is listed.
Rent is so expensive that it makes saving for a deposit harder But mostly, the house prices are so high that you need a massive income especially if you are trying to buy on your own
Rent is so expensive, I can't save for a deposit. Housing so expensive I have no hope. We need more housing and in good locations to tubes.
Rent is so high that I can't make much in the way of savings, so saving for a deposit is very hard. It's hard to get a mortgage because my rent takes up so much of my salary. House prices are ridiculous, even quite far out of London, so I can't afford to buy somewhere where I could then make it to my job. It's nearly impossible to buy a house on a single income so you have to be in a couple - not fair to people who are single.
Rent makes up such a high proportion of income, that it's next to impossible to save enough for a house deposit when the average house prices is 10x one's salary. Home ownership is really only open to those who have external support or are in a couple
Rent sucks up nearly all income which could have been put into savings. House prices are just too expensive to afford without family help.
Rent takes up about half of my post tax pay cheque so paying £600k for a small two bed flat seems completely unobtainable.
Rental costs make saving unachievable. Until a year ago I lived in house shares. At 37 having the privacy of your own space (a tiny studio) shouldn't be a luxury. But choosing that I can no longer have any savings. As someone without family support or a high paying job - buying in London just isn't feasible.
Rental market is exploitative, rents increase by 5%+ annually without any improvement to the stock. Makes saving for a deposit impossible. Houses not near commuter hotspots due to the blocking of new builds.

Rental prices are far far too high. Cost of living increases too high. Wages are not increasing at an equal pace and therefore wealth accumulation is almost impossible. I am in the top 10% of earners in the UK yet cannot save for a deposit. Renting alone is almost impossible unless you earn this amount of money and even then I am likely being priced out of London. House prices are far greater in London and so if I can afford a deposit, it is highly likely I will not buy in London.
Renting or buying a home
Rents are huge so it's tough to save a deposit, especially since you need huge deposits these days. I've bought previously through the Shared Ownership scheme - I was only entitled to a one bedroom flat (despite fact I wanted a family) whilst social housing gave big apartments and houses to those who requested (and then families would often swap privately). The service charge was also on the rise, and rent too without much explanation. Anyway, I couldn't afford a two bed in the same area so I am now renting once again.
Ridiculously unaffordable for anything which is remotely liveable
Right to buy scheme discount does not extend the same percentage to housing association tenants than they do to council tenants. Getting a mortgage for the house prices in London is hard. Deposits are too much.
Rising cost of properties. Huge deposits needed. The cost of rent preventing saving money. People blocking developments.
Rising costs of living combined with extortionate service charges means even if you are a shared owner, staircasing becomes impossible as there's very little you can save once all costs are deducted.
Salary to house price ratio Ridiculous eligibility criteria for mortgages Not enough affordable housing within zones 1-6 in London
Saving a deposit 40k minimum for a house. Before you factored in legal fees/survey/decorating. Less for a flat, may be more achievable in terms of deposit, but have to factor in service charge/ground rent in terms of monthly outgoings. Even harder for a single person.
Saving a deposit then making the monthly payments, also house prices make London unattainable
Saving for a deposit is nigh on impossible when the city is so expensive to live in and property prices are extortionate. In order to get on the ladder you either need a very, very high paying job or else financial help from a loved one
Saving for a deposit while having any decent quality of life. The only affordable option is to house share with multiple strangers and limit any social life to the bare minimum while maximising overtime and work hours.
Saving for a deposit with high rent prices means that you effectively have to pay 2 rents, one to the property and one to save for the deposit.
Saving the deposit. Getting a mortgage. Lack of homes being build. Over-representation of the opinions of existing home owners when objecting the planning permissions. The burden of environmental impact assessments.
Saving up for a mortgage. Build more houses so they are more affordable and it is easier to save for a house because rents are lower, allowing more saving and the deposit required will be lower
Shortage of suitable properties. Prices are far too high as a result which makes it difficult to save the deposit while paying rent.
Shortage of supply

Significant deposit. Rising house cost for increasingly smaller properties. Limitations of mortgage offers (4.5 x salary sets a cap)
Simply not enough homes for everyone that wants one, so prices get bid up. I'm one of many hundreds of thousands of renters who share a home with others. Clearly, there is not enough housing for all of us to have our own homes, so it falls to those who can outbid the others.
Simply unaffordable
size of deposit needed
Size of deposit needed Cost of housing
Sky high prices
Supply, Supply, Supply- there are physically not enough homes which are causing prices to skyrocket. We need to build, build, build to bring prices down. It's not just about a deposit it's the servicing of the mortgage which is unachievable for anything but a rabbit hutch for most of us (and you have the cheek to wonder why schools are shutting). The affordability schemes (shared ownership etc) are disastrous- they prop up prices whilst benefiting only a lucky few who will most likely find themselves not so lucky in the future. The cheapest properties tend to be ex-LA but in those as a 3rd party leaseholder you never really own it and are at the whims of councils for service charges. Thanks to rising house prices I also have a significant chunk of any deposit stuck in a LISA which I can't withdraw without a 5% penalty to my original contribution.
That prices are absurdly high. The only way I could buy somewhere before I am forty is if a number of my relatives die - and that's not a trade-off that I want to even consider
The 4.5x affordability check on salary really doesn't go far enough with the house prices especially when rent is more than mortgage payment. LISA is increasingly at risk of being worthless for buying a house in London because of £450k limit.
The biggest challenge I've found is being able to save for a deposit. I earn well above the mean salary in London, but half my payslip goes on renting a 1 bed ex-council flat in Zone 2. This has left me unable to save in a meaningful way. Whilst deposits outside London are smaller, realistically most deposits will be at least 40k in London. As someone who also has a partner, earning a similar amount but also not able to provide a deposit, if we were to buy together, we would be ineligible for a number of products like shared ownership and London Living Rent as we earn too much. I think the alternatives (eg. shared ownership and London Living Rent) either have compromises (eg locality requirements, rules around pets or decoration) or are not known about.
The cost of property, lack of affordable housing Even with LISA schemes, there are new starter homes that go beyond the LISA limit
The cost of rent being so high that it is hard to save for a deposit. I do not believe I will able to get a significant deposit without an inheritance.
The cost of rent taking up 40-60% of my income and, at the same time not counting toward my credit when I go to a bank who question my ability to pay for a mortgage.
The cost! Being able to afford a home that meets the family's needs (size, space, location, parking). Being able to afford to live within a reasonable commute from work, access to transport.

The cost. Also, when buying a shared ownership property (which I do), the majority of these are flats and not houses. Also, there is no support at all to help shared ownership buyers to move to the next step - e.g. buy a bigger house should their family grow - or assist with expanding an existing property to provide more room. It would be great if there was a scheme that helped S/O owners move to a bigger property or if there could be assistance with extending a home - the housing association would get x% of the profit from expanding, so could contribute x% of the cost. Because of the lack of options available, young people are increasingly having to look outside of London for opportunities.
The deposit and never ending cycle of high rents whilst saving for a deposit
The deposit and up-front payments. Also the unwillingness of banks to consider a large period of time paying rent (usually more expensive than mortgage repayments) as collateral. General supply of houses in London that do not need a huge amount of extra work done on them to be liveable
The expense of renting while trying to save for a deposit and the lack of "starter" homes on the market. There are too many predatory part ownership schemes and not enough affordable homes.
The high cost
The high cost of a deposit
The housing market is INCREDIBLY expensive, and property is increasing in value faster than I can earn/save for a deposit. I'm actually quite fortunate in my job and have a high salary (51k p/a). However, I'd still struggle to buy a home in London without additional help, either buying with a partner or getting help from the Bank of Mum and Dad. If I can only borrow around 4x my salary, that's £200k...even if I have a deposit of £50k on top of that, £250k is not nearly enough to buy even a small one bed flat in a remote area of London. If even someone on a higher rate salary is priced out of buying, I don't know how anyone is meant to buy a house in London.
The huge disparity between housing value & 'average' wages. Something being 10x my single wage. There's huge competition for what is available, which is usually in poor repair if it's close to affordable.
The insane prices and the fact that paying rent doesn't show that you are serious and can pay a mortgage.
The insane property prices.
The main challenge is cost. Young people lack the available capital to get a mortgage and buying outright is out of the question. This is due to housing serving two purposes in the current economy. One is the purpose of being a place to call home, the other is as an appreciating financial asset due to a lack of supply.
The number one challenge is the affordability. The average house price in London is £739,295 according to Zoopla. If a 10% deposit was available, the household income would still have to be approximately £147,859. Those from more disadvantaged backgrounds such as myself, who grew up in foster care, are required to rent from a young age. This means that I am trying to save up for a deposit, but at the same time renting a property.
The odds are stacked against us. To finally find the perfect job but as key workers stuck in rental accommodation the chances of us being able to buy anywhere within commuting distance seems impossible. Flats are caught in the building safety crisis and I can't afford to take on uncapped service charges. A house seems impossible. We would like to have a family which probably means leaving London yet I don't have many years left when a family is possible. It's a horrible trap.

The overwhelming cost of a home prevents many people under 40 from buying property. The average house price in London has doubled in the last decade and mortgage interest rates are rising fast.
The planning system. Just adopt the Japanese system for an easy fix.
The price
The price and lack of supply
The price of homes
The price of housing is simply too high. I've lived in London my whole life, I love it here and do think it's the greatest city on earth, I want to stay here my whole life, but I fear I'll have to move elsewhere due to high rents and housing costs.
The price of property
The price of property and the accessibility of it. There is no way to get near to buying a home/ property without having substantial savings, the main reason I would want to own a home is to have personal freedom over the property and shared ownership schemes etc. Offer little difference than renting.
The price, particularly saving enough money for a deposit. But also being priced out of areas where I would like to live or are within a good commuting distance to my place of work.
The price, the tenure (leasehold), the quality of property available and the location. The quality of life in London varies massively depending on where you live and people may be tempted to settle for less (a leasehold flat in a less than ideal area) because that is all that is realistically affordable. Even this costs more than a fantastic house almost anywhere else in the country so people with normally considerable means must settle for less to be in the capital. Importantly they usually have to settle for leasehold (to 'own' and avoid even more insecure renting) which does not satisfy my previously mentioned benefits of home ownership.
The price. And lack of affordable supply
The prices are incredibly high.
The prices are ridiculously high, there is nowhere near enough housing that is both good and affordable.
The prices are simply unaffordable.
The prices are too high, the mortgages are unachievable, wages have not increased in line with home prices so it is near impossible for most people
The prices are way too high and you can't save for the deposit because rent is also way too high
The prices far outweigh salaries especially when living costs are accounted for. It's extremely difficult to save enough.
The prices of properties, mortgage rates and the disparity of this to salaries.
The prices themselves are out of control, and the deposit is near impossible to save for. Rent is so expensive that my partner and I don't see how we could ever save up for a deposit and we're both above average earners.
The prices, cost of mortgages, lack of availability (very few homes on sale mean less options to choose from), quality of build, closeness to reliable transportation links.
The prices. Not my income, which is above the national average, not deposit either which I have for a property OUTSIDE of London, it is simply the prices.

<p>The primary challenge is the complete deregulation of housing in the 70s and the end of the circumstance where laws meant London had higher quality homes than the rest of the country, which repealed in the 80s. As far as I can tell from my dealings with estate agents, banks and housing, House builders and owners lost the tight competition in the market place with local councils and the county council exiting the market for providing new build houses for sale or right to buy, at the same time people's wages stopped improving with productivity and the same time space standards and standards for outside space where dropped in the private sector. The key challenge for everyone under 40 in London in being in a position to be able to, and to want to (the running costs and quality of so many new builds are so dire, why would you want to take a mortgage to get one?) is the massive lack of competition to provide housing for anyone in London and particularly the lack of family homes and three bed flats built by private developers for people on top 40% wages and below. Further challenges for under 40s in London is the sheer number of under 40s who want to move to London or under 40s who live in the home counties and don't want to move away from where they grew up (as Londoners have to, in my borough, typically to Swale and Chatham. The loss of skills development, night schools and opportunities for employers to sponsor education for skills at level 1, 2, 3, 4 and five that are taught outside the company office/uni is also profound. So many Londoners only ever achieve level 2s anyway in London. But for those who leave college at 18 with a Level 3 (and therefore have the skills to see them in higher pay in said industry for a decade or more; and therefore save up a deposit) going to college to achieve a LV 2 or 3 in a different, better of same paid industry while at the workplace is very impossible. As is the idea of affording to stop work completely to gain access to a entire new industry (one that might not be dying or offer salary progression) where you have no guarantee of interview at the end of it also present a barrier to paying down a mortgage in London</p>
<p>The primary one is the house price ratio. Even someone who is in a well-paid profession is going to struggle to service a mortgage if they do not have any existing equity. And someone in a more average job would not be able to afford anything at all based on standard mortgage multipliers, without a very large deposit that can only realistically come from family gifts or inheritance. Wages are lower in London for many professions than in other comparable global cities such as New York or Los Angeles, but costs are sometimes lower in London. Further, the cost of renting in the private sector makes saving very difficult. Even if one were to save, it can feel as though property prices are accelerating away.</p>
<p>The rental market takes a majority of my income a month. I share a one bed flat with my partner and pay £1425. I cannot save and have barely managed to put £100 in my savings for a house each month.</p>
<p>The same as everyone else: cost.</p>
<p>The sheer expense of it. We have been priced out of our area.</p>
<p>THERE ARE NO HOUSES</p>
<p>There are not enough homes but there is a huge amount of demand for them, and so prices are too high. No major political party is serious about building a meaningful number of houses, in London or indeed anywhere else.</p>
<p>There are not enough homes, and thus owners and landlords control the market rather than tenants. The shortage of homes drives down housing quality, drives up housing costs to unaffordable prices, and leads to long waitlists to access homes.</p>
<p>There are not enough homes, increasing prices</p>
<p>There are not enough houses. They are far too expensive</p>

There aren't enough affordable homes being built. Rent is too high to allow us to save. It's basically impossible to do without a huge income or a huge inheritance.
There aren't enough homes, they cost too much
There aren't enough homes.
There aren't enough homes. The chronic lack of supply means rents are through the roof and makes living in London unaffordable for many. What's more, programs that subsidise demand price marginal people out (young/renters). It's a disaster
There aren't enough houses and flats, resulting in an all too predictable housing bubble and little to no affordable properties.
There aren't enough houses and the ones there are are extraordinarily ugly, and London's every increasing population thanks to immigration makes it even harder
There aren't enough houses being built.
There aren't enough houses for us and affordable houses!
There aren't enough houses, but a lot of demand, so the price is too high.
There aren't enough houses? And the prices are extortionate.
There is a massive defect of homes. The LPAs are often regressive and the green belt is stopping the homes needed alongside the issues of height and conservation. It's never going to be better under the current systems.
There is far too much NIMBYism in London but also the wider country - things like the green belt need abolishing.
There is more people who want housing in London than there are houses available, so the prices and rents get bidded up very high
There should not be any challenge in purchasing a home. Homes in fact are already affordable but only when priced in gold. House prices have not risen rather our currency has lost its purchasing power. Prices are comparable to what they were 50 years ago when priced in ounces of gold. An alarming statistic evidencing this sorry state of affairs is the fact that the UK population has risen by 5% in the last 20 years whilst the housing supply has increased by 10%. Under normal market conditions prices should have fallen and yet they have risen by over 300% over the same period. Housing is already affordable, the issue is the currency with which we purchase it with.
There's a lack of housing available, and homes are so expensive that it's prohibitive for most couples let alone single people. I am in my late twenties, I've got two degrees and I earn over £50,000 / year. I'm still nowhere close to affording somewhere because four times my salary does not buy a place (or at least not one that isn't falling down). My rent currently is about 35% of my post-tax paycheck, so I frequently feel like I have to choose between saving money for a deposit and actually living a life that I can enjoy right now.
There's a lot more demand than supply so prices are very high.
There's not enough supply on the market. People who owns houses block the youth's prosperity by opposing new development.
They are not affordable. House prices have outpaced wages by a ridiculous amount and we will not tackle this unless we build a lot more houses.
They are too expensive! Interest rate rises have made this even worse
They cant
they're too expensive
They're too expensive
Too expensive

too expensive
Too expensive - even a single flat in outer zones. All the new housing built is for people who are already wealthy.
Too expensive - totally inaccessible
Too expensive and can't save up money for deposit
Too expensive and how would people know where they want to live if (due to prohibitive rent) they're less able to try multiple neighborhoods
Too expensive by far
Too expensive Not enough supply for the demand High deposits and interest rates
Too expensive Not enough supply Low quality NIMBY Blocking development Councils blocking development Supply restriction Not enough houses Too few houses
Too expensive! Despite earning a good salary with over 40k in savings, I cannot afford to buy a small 1 bedroom flat in places close to where I work.
Too expensive, need to build more houses
Too expensive, not enough homes being built
Too high prices and not enough available housing stock
Ultimately it boils entirely down to price, which is primarily a function of failure to permit building of adequate supply.
Unable to save for a deposit due to excessive amounts spent each month on rent. The cost of properties, which feed into deposits, are prohibitive.
Unaffordable even for those making above average salaries
unaffordable even with a decent wage. Houses built for foreign investors. I'm a nurse and where is the affordability for key workers.
unaffordable even with a professional wage
unaffordable mortgages and lack of suitable properties.
Unaffordable. Out of control landlords and rent. Buy to let. Luxury over numbers, always. Out of control prices for buying. At the current rate, I will never own a property in the city I've lived in all my adult life. What other option but to move, eventually? It's a slow brain drain.
Uncontrolled mass migration leading to huge population increases and ever rising demand for properties.
Under supply leading to inflated prices
Unless you earn a lot of money, the only option is shared ownership, but it's s rip off as service charges are uncapped and rent rise above inflation. And housing associations are terrible.
Unless you're low income enough to be provided housing for free, it's too expensive to buy housing. If you're a high earner with a student loan, you're taxed extremely highly but without family help are still unable to purchase a home due to the high prices. And for the few people that have been financially successful enough to buy, they have picked up gigantic mortgages that now threaten their financial situation. It's quite possible that the most talented young people in the UK that managed to buy with mortgages will be those that go under as interest rates rise.
V expensive
Very high house prices, high rents, not enough houses being built
Very low wages and very high house prices. I work in the nhs and it's basically impossible on my salary. Even did one bed flat.
very very hard to save for a deposit and the multiples of salary are impossible to attain

Way too expensive to get on the property ladder whilst paying excessively high rents for poor quality / size properties. Areas where there are new developments are often not in the areas where younger people want to live / currently rent e.g zone 2 so have to move much further out for a chance to buy.
Way too expensive! Especially when renting is so expensive
Way too expensive.
We make too little and homes cost too much. NIMBY politicians and local campaigners exacerbate this problem in conviction with high levels of migration. Supply is being restricted by the first, demand is being inflated by the second.
Well - deposit and income requirements, I probably have enough for a deposit, but to get a proper house I need to borrow £300k and for that my girlfriend and I need a joint income of like £75k which we don't have. The houses/flats are too expensive, we need to build more houses.
Where do I even begin. We need to build so so so many more homes, and quantity need not negate quality - such homes need to be attractive and well functioning. Developers need to be held to account for shoddy or unsafe buildings. The rental market (again) plays into this because it's so unaffordable at the moment, it's making saving for a deposit impossible. When a house in London costs somewhere around 9 times the average salary (ONS), ridiculous rents make buying that much more unattainable. There's also the challenge of considering whether to move elsewhere to get on the housing ladder. So many people suggest it as a solution to young Londoners but why should we have to leave our networks and communities? We're seeking a home for stability but in moving away from our community we would be undermining that stability.
Where do I start? The housing stock is all wrong - there aren't enough flats - so people have to live in inadequate converted house shares. Rent is exorbitant relative to incomes. You are forced to live miles from work and amenities to afford housing. Homes are not built in the places people want to live. Past generations who were in the right place at the right time can veto everything.
With house price growth outstripping wage growth it becomes an increasingly difficult task to save up for a downpayment, even with two earners saving for years. It's a moving goalpost.
You can only borrow 4-4.5x your salary but for most people's salaries this is far less than the cost of a flat. So saving a deposit is not a question of saving 10% but of saving the difference between what you can borrow and what a flat actually costs. There is essentially no chance of doing it if you are single, unless you have an extremely high salary.
You do not build enough houses and actively block the private sector building houses. There were less than 20,000 homes built in London 2021/22. That is pathetic. You should be getting out of the way of the private sector building private homes and building tens of thousands of council homes a year yourself.
you save all your life and buy a flat at market price, but then after 40 years you need to pay another £100k to renew the lease. Such an unfair system
Young people rarely make enough money to save significantly due to the out of control rental market sucking up their income. This leads to an inability to save for the deposit etc necessary to buy a property unless they are fortunate enough to have external help (most commonly from their family).

Your expenses depend hugely on your circumstances. I grew up in overcrowded social housing in █████ London, and staying in the flat I grew up in isn't an option. My family can't afford to subsidise my living costs. For me, rent is high. Living costs are also high. Some, with more privileged backgrounds, are subsidised and/or able to live in property owned/rented by their family. For most, that's not the case. Income also largely depends on your circumstances. The most privileged are most likely to have the highest incomes. I have three degrees from UK top 10 universities. In my █████, in a challenging professional role, I earn less than £31k a year working for a charity. That's a decent salary, and far higher than those on the worst pay and conditions, but it's significantly lower than salaries for similar roles in the private sector. My background means that I feel uncomfortable working in corporate settings--I never learnt how to behave in those environments and there was no one to show me--and I'm drawn to roles that enable me to make a difference because of my lived experience. I'm proud of who I am, where I came from, and what I've chosen to do with my life, but I'm also acutely aware that my background and choices are acting as a barrier to home ownership and the greater security that brings. Property prices are astronomical. My salary is fairly mediocre. My outgoings are unavoidably high. I have none of the access to social housing that earlier generations did, and far less support and social security. What's the long-term plan here? I'd love to have one but, for that, the country needs one first.

Q. Which of the following best describes your current living situation in London?

Base: all respondents (n=462)

I live in an informal arrangement with family or friends	74
I no longer live in London	25
I own my home outright	8
I own my home with a mortgage	53
I part-own, part-rent my home under shared ownership	18
I rent my home (including private, social and affordable rent)	273
Other - Write In	11

Q. What helped you to buy a property in London?

Base: those that answered 'I own my home outright', 'I own my home with a mortgage', 'I part-own, part-rent my home under shared ownership' (n=69)

1) family help with the deposit and 2) higher than average household income
A job in Afghanistan which gave me a large windfall. Otherwise I would still be renting. "Being sent to war" is not a viable saving strategy for most young Londoners
A large deposit thanks to extended time being able to live in my family home to save and inheritance from a grandparent. The mortgage is also shared with my partner. Without these in place it would be impossible
Bank of Mum and Dad
Being very frugal while saving for the deposit
Buying it with 4 people
Buying my first flat in 2007 Having a job that pays a six figure salary
change in mind set
Deposit from my parents and hard work saving money
Equity through shared ownership and two above average salaries.
Family money
Help to buy
Help to buy scheme
Help to Buy scheme. (This scheme is overall bad - it serves to artificially inflate house prices, and offers no huge benefit to first time buyers as a cohort - however with those inflated prices it was the only way we could access the market.) Low interest rates.
Help to Buy, living at parental home to save for a deposit and financial gift from auntie and grandfather
Helping hand mortgage by nationwide, family help, life time ISA
High earner /salary, support from parents
Huge deposit support from both parents
I am fortunate to have a partner who like me has a much higher than average salary. This allowed us to save enough for a deposit together
I bought my first home with a 110% mortgage. That's right no money at all. I had a strong work history good qualifications so was a sound bet. This allowed me to move from renting at £900 pm to a mortgage of £700 pm

I bought my flat years ago when property prices weren't as crazy, it has doubled in price during that time and I am now unable to afford a house within this area. I was living at home and able to save a deposit.
i had family help to top up the deposit - not realistic for most people. i bought with a friend who had a high salary when we were in our mid twenties and prices were more reasonable. his salary meant we could borrow an amount i wouldn't be allowed to have even borrowed 50% of on my own - even though i always paid 50%. i then bought him out again with family help after a relative died. all unrealistic for many people and also the initial purchase wouldn't be possible in 2023 due to how expensive everything is compared to salaries.
I moved to essex
I only own 25% of my property and that was a difficult task in itself. I was able to save a little money towards the deposit by staying at my mothers place
I was able to buy a property without any help from family as I work in investment banking / trading and am a very high earner. Despite this I needed a large mortgage to buy, and am therefore extremely fragile to changes in interest rates.
I was able to save a minimal deposit
I worked abroad and was able to save for a deposit at a rate that would have been unachievable had I stayed in London
I'm on good money (and my parents gave me a big chunk of cash)
Inheritance money that we were able to use to cover the deposit and fees involved with purchasing a home
Inheriting money
Joint savings with my partner, having two good jobs and settling for something that didn't really tick all of our ideal boxes.
Living with family for free or at a small rental contribution helped me to save a deposit and I then bought my home at a considerably lower than market rate from a family member.
Low deposit as shared ownership (I'd never do SO again, it's a terrible scheme and I'm now stuck)
Luck - family money. I could have never saved anything near the amount required to buy my place without it, despite a dual full time income
Lucky to be able to live with family for 5 years - predominantly to provide support but able to save significantly during this period.
Managed to rent for almost 9 years in one place with a single reasonable landlord. This allowed me to save for a deposit. Also had to compromise on what I wanted (fewer bedrooms) in a location that wasn't my first choice
My husband and I. But neither could afford it alone.
My parents gave me £700,000 and I got a mortgage for £250,000
My parents gave me money for a deposit! I'd been saving for over 10 years. I could only afford shared ownership. I had a promotion so earned a bit more. I'm single so having to do it on one salary.
My parents money!!! I had a generous amount of my own savings but that still might not have been enough without help!
My parents sold their home to provide me with a deposit to secure an affordable mortgage
My savings
Myself and my partner having well above average paid jobs and buying a flat that was in disrepair
No one. I saved into my 40s. And I believe the property was missold.
No one. I saved. But the scheme was recommended to me by a local councillor.
Parental help, shared ownership scheme

Parents and it was many years ago before the population rose and we didn't build any houses to accommodate the population rise
Parents financing Split with a partner Ability to live at home whilst saving for a period High paying job
Parents gift, stable well paying job, parents help to inform me what my options are and how house buying works
Parents lol. In my case, my parents paid for my tuition, so I have not suffered the 10% tax rate atop my existing taxes. To be fair, I also made aggressive use of the Lifetime ISA scheme. I also got my mortgage in the nick of time (agreement in principle maybe February 2021?) so rates were still tolerable. My home is also quite old for shared ownership, meaning that (1) the statutory restrictions on rent increases have suppressed the rental part of the cost, and (2) the utter state of it kept the price down. I also note that, when I was browsing shared ownership flats, there were literally more listings on the website.
Parents plus a lot of saving and being on a very high income
Purchasing a home with a close friend (not a partner). We both had access to the savings required and the earnings required. Both of us received a small amount of financial support for the deposit. My knowledge and understanding of planning & housing enabled us to find a suitable and relatively affordable property within the area we wanted to stay.
Saving 26% of my income each month for years - not going on big holidays etc. Having a good salary, about double the salary of the average for the UK. A helping hand mortgage. With the above, family gifts were necessary for half the deposit. All of which makes me very fortunate given the challenges faced by the average young person in London and beyond to get on the housing ladder.
saving for 15 years
Shared ownership and low interest rates at the time.
Shared ownership as a model helped me and my wife buy part of a two bedroom flat, as well as £12k towards a deposit gifted from a parent who was remortgaging their home at the time (they in turn have since had to downsize because their mortgage became unaffordable). But we were lucky in that sense. However, with increasing interest rates, increasing service charges and increasing rents, it may well become unaffordable when our mortgage is up in February and we could be trapped, unable to sell or staircase. In any event if we don't staircase in February then we more than likely never will, because our allowed for mortgage term will just get shorter and shorter so monthly payments will become more and more unaffordable.
Shared ownership scheme which I now regret and has ruined my life
Shared ownership was my only option
Significant assistance from family with the deposit - Being in a long term relationship, so splitting the costs between two - Help to Buy ISA
Started with a shared ownership flat, staircased, then sold and bought a house.
Ten years of saving I, buying with a partner, and cash gifts from both sets of parents
The disastrous and badly executed Shared Ownership that gives you no rights and added costs.
The fact I have a high paying job
The inheritance of all my grandparents dying and support from my parents. I would never have been able to afford a house in London without inheritance and family help on a public sector salary.
The shared ownership scheme. Without it, it would have been almost impossible for me to raise a high enough deposit. The slightly lower rent on the rented share also helps. I would not have been able to afford to even rent this property without the scheme.
We lived with our parents for a while to save for a deposit to put down on a flat

We would not have been able to buy our home had it not been for the shared ownership scheme. We are lucky to have found a house with a garden and parking space. However now our children are older (16 and 11), we are stuck - we can't afford to buy a 3-bedroom house and there are no schemes to support us to move and, if we extend the home by a loft conversion, we are expected to pay out all the cost, even though the housing association will benefit from an increased selling price when we move. If they contributed towards the cost of a conversion, that would assist enormously

Wealthy grandparents, willingness to live a long way out from the centre, south of the river.

Working for the civil service and being a double income family

Q. Are you hoping to buy a property in the future?

Base: excluding 'I own my home outright', 'I part own, part-rent my home under shared ownership', 'I own my home with a mortgage' (n=383)

Yes, in London	266
Yes, outside of London	69
No, I already own a property outside of London	7
No	7
Don't know	34

Q. How achievable do you think it would be for you to buy a property in London?

Base: excluding 'No, I already own a property outside of London', 'No', 'Don't know' (n=333)

0%
2/10
< 10% chance. Even if I inherited money or got a medium sized lottery win, I look at the quality of property/life I can get in London & it puts me off.
0% Unable to save on £37k salary and renting in London for £1,350 (ex bills). Very happy British Gas got a 900% profit increase though!
0%. I would die in a rental if that were my goal.
0%. Unachievable
100% impossible. It'll never happen.
2/10 ie. not without being in a relationship and with significant family assistance
Achievable - I'm in the fortunate position where I have above average earnings / earning potential and the ability to save due to living at home.
Achievable but I earn 100k a year and parents will contribute to downpayment
Achievable only with the significant financial help of my parents - and for a far-out small flat.
Achievable over time
Achievable, although current interest rates are reducing our affordability. We're saving with no generational wealth underpinning our aims/ambitions. It should be achievable for two teachers to purchase a modest 2/3 bed terrace in Zone 3 (as would've been possible in the 90s). The fact that this is not the case represents a failure.
Almost impossible
Almost impossible on my own.
Almost impossible which is incredible as my partner and myself have no children and earn combined £90,000 per year.
Almost impossible. By the time I have a large enough salary to buy in London I'll be old enough to have kids and may need to move out of London
Almost impossible. I was born in London and would love to remain here, but I would be unable to afford anywhere which would fit my requirements.
Almost zero chance of it happening. I play the lotto now and again because it's the only way I can ever see myself owning a home.
almost zero-the only chance i have is lucking into a very well-paying job
As a highly qualified individual (I have a PhD) and with generous parental support, I think it would be possible to buy a small flat in an area that's probably much further out than I'd ideally like but neither of these should be necessary to be able to afford a small house/reasonably sized flat in a location I'd want to live in.

At lot more achievable if a bunch of high rises were built than it is currently
At the moment, it seems unlikely unless (a) I marry someone rich or (b) my parents or grandparents die.
At the moment, not at all.
At the moment, unless I become a millionaire overnight it's impossible to own anywhere inside Zone 3
At the moment? Not at all unless I randomly discover I am the long lost heir of a fabulously wealthy estate. Or my shot-in-the-dark crypto bets "go to the moon".
At this stage, impossible
Based on my parameters I'd need an income of over 200k to be eligible for a mortgage
Basically impossible until i'm literally 40 and working privately in the career path i'm looking into
Basically impossible, but it would be the first priority if we were able. However if we are to buy it will likely have to be outside of London, if at all.
Build. Stop with the nimby-ism and pandering to wealthy/foreign investors and buyers. Build with young Londoners and normal people in mind.
Completely impossible and hence I am very strongly trying to emigrate.
Completely unachievable
Completely unachievable
Completely unachievable
Completely unachievable on my own.
Completely unachievable without a dual income AND help from my parents.
Completely unachievable, despite having an above average income
Completely unachievable, even though my partner and I have decent salaries and no children or dependents
Completely unachievable. Unless prices drop, I'll never be able to afford one.
Completely unachievable. We are creating a society of transitory nomads who cannot put down roots or settle in a community.
Completely unavailable
Completely unrealistic at the moment, unless I move to the very edge of London which basically negates the point of saving money
Currently - not achievable.
CURRENTLY - NOT AT ALL!
Currently impossible - without a significant payrise or inheritance, it will not be possible for me to buy a home in london before the time I turn 40.
Currently, nearly impossible. I'd have to hope that I get an inheritance high enough to pay for the majority of the house. The costs are simply too high, and the price of renting a place makes it difficult to save enough.
Currently, not a single chance I will ever buy in London.
Depends if you start building in sufficient quantity
Depends on career path, but under all it will still be hard to achieve.
Depends on whether I'm able to save up for the deposit, which depends a lot on whether i can get help from family.
Difficult, but achievable (only thanks to substantial help from family as well as digging deep into my savings) with my partner. If I didn't have a partner and wanted to live on my own, it'd be almost impossible.

Essentially impossible. Most likely I might contribute to a purchase with my girlfriend, who earns significantly more than I do and may earn enough with bonuses to save up for a downpayment.
Eventually - 5 to 10 years, but preference would be affordable rent
Extremely difficult, I do not foresee a situation where i can afford to buy a home and raise a family within the next 10-15 years.
Extremely unachievable unless I choose to live in a wrecked studio miles from a station on the outskirts of London.
Fairly achievable due to family help and owning a property outside london
For me personally it's probably just about achievable but I earn significantly above the median income, and have managed to save a deposit through living with parents. The quality of the property I will be able to buy will also be significantly below what my parents managed earlier than me.
For most people of my generation buying any property is extremely challenging. Buying a suitable property for their needs is impossible.
Good joke
Highly unlikely in the current climate
Honestly at this rate it feels impossible - we've been trying for two years and are in a fortunate position with good jobs and what we felt was not a terrible deposit (10% for our budget), but we're not getting anywhere. We're essentially now priced out even of the outer zones, and are considering moving to Amsterdam where we could get higher paying jobs.
I am fortunate enough to have the support of my parents, so it is feasible. Even still, with interest rates as they are, and mortgages as huge as they are, it is unlikely over the next few years.
I am in a very fortunate position economically in that I am able to save, have a relatively large wage and good prospects. Other than those whose parents provide the means, I'm not sure how your average person in London can ever afford to live here.
I can do it because I have a guarantor. However, this situation is not the case for so many people across London, who are having home ownership kept from them due to unwillingness to build much-needed housing with good transport links.
I could afford with a partner, but not on my own. Wouldn't be able to afford to raise a family in the city I grew up in
I could buy a small property in a poorly connected part of the city. I could not buy something large enough for my needs in a place I actually want to live.
I could buy in the next year or so. I have been saving for a decade and inherited some money.
I did manage to save a reasonable amount of money during the pandemic when I was living at home outside of London, and hope that with combined savings with a partner I may be able to afford something to get on the ladder. But the fact that this is required underlines the difficulties facing many young Londoners.
I don't see it being possible any time soon. I have a good salary, plenty of savings, I'm very lucky. However I'm single, and I still don't have enough money for a mortgage.
I have a good job as a software developer, so I am in the privileged position that it is achievable eventually. I probably have to give up quite a lot and take a lot of risk to do so though
I have given up hope that I'll be able to buy a house and raise a family in my home city. It's a playground for the rich, now.
I have had to rule out living in London purely on the basis of cost. I'm a reasonably successful young professional making the median national income five years into my career. Even a modest flat in London is completely and utterly out of bounds of what I could afford.

I have no expectation of being able to afford to buy in the next 10 years, due to rocketing rent and property prices
I hope one day I can, but it'll take a lot of time to save and shared ownership isn't a good option as I will never own my flat through the leasehold system.
I might get there in my mid-forties if I'm fortunate but even on a decent salary, it currently feels impossible.
I should be OK to because I am receiving help from my family. Would be utterly impossible otherwise.
I think even at my average level London salary, the chances are quite slim unless I find a decent place via shared ownership
I think I will be able to achieve it so long as interest rates start to decrease and house prices either don't increase much or even decrease. However, my mortgage will be very high which is not ideal. If house prices continue to outstrip increases in wages and interest rates remain as high as they are now then I may not be in a position to buy.
I think I'm 3 years, if I continue to restrict my social life and holidays it may be possible with a partner. However, not possible at all on my own.
I think in five years it should be. But I'm lucky. I'm 24, a management consultant with a degree from [REDACTED] and I can live with my parents. I'm not so worried about me, as much as worried about people who don't have the advantages in life I have.
I very much hope it is achievable because I am in the process of Mortgage applications, conveyancing etc, after having had an offer accepted on a flat. Only achievable for me as I have a reasonably well paying job, an even better paid spouse who has significant savings, and contributions from my parents.
I will be very hard, although I would expect I will either: - earn above average and be able to buy home through state/city assistance programmes - earn at least double as average, so I could afford it - rely on earning enough to buy home outside of UK in the future, closer to retirement age
I will likely be able to buy in the next 10 years, but only because I am likely to inherit money for a deposit from a grandparent at their death. Without this, I think it would be highly unlikely that I would be able to buy until much later in life, and I would likely consider moving elsewhere in the country to buy.
I will never be able to buy a property in London by myself. It would only be possible to buy a property with someone else who has a high-paid profession and who mortgage lenders see as cast-iron; who's been able to save thousands of pounds for a deposit rather than sink all their meek earnings into high rents. In a way, this is fine: it is probably not socially ideal for each individual to own their own house, since we all shack up and tend to build lives with other people. But it creates pressure and it takes away home ownership as a choice from the spread of possible future options when you are considering what to do and how to live out your life.
I will not be able to save as my rent takes up such a high proportion of my salary. I will have to ask for help from family or wait until a grandparent dies.
I would have to take on a huge amount of debt and would probably only be able to afford a place that is quite small/leasehold with short lease remaining/has a long commute and far away from anybody I know
I would love to buy a property in London, however I do not think that this is achievable for me in the next 15 years.
I would need to buy with a partner - and likely not for several years.
I'd have to marry someone rich to live somewhere pleasant but it's achievable if I changed jobs and then bought somewhere mediocre in zone 6.

If a requirement that all property purchases must be made using its value in gold, all Londoners would be able to purchase homes today. The value of gold would increase and the amount required to make a purchase would fall. This gold would need to be verified for its authenticity and checks to ensure no new debt was issued in order to purchase this gold would also be required. We have already seen the market fall before during the last 100 years, we can return to this reality again, it is not a utopian prospect. For example, house prices in the UK fell to 2x the average salary in 1910 and was on trend to continue falling prior to the introduction of credit during the interwar period. Today prices as a multiple of earnings are comparable to what they were in the late 1800s before the Industrial Revolution had fully allowed for economies of scale to bring house prices down rapidly. We are inevitably on track to reach the same multiples as they were in the Georgian period if nothing is to be done. When credit was tightened in 2008 we saw prices fall rapidly to their market rate. Homes in London are already affordable we just need to move back towards a market that doesn't require debt. There are reasons why debt became so abundant which I will not go into here but it is correctable to return to a state of prosperity for all. I have a number of ideas that I'd be happy to discuss with you if interested that do not rely on gold whilst still retaining all the benefits of a gold based market. My number is [REDACTED], I'd be interested in contributing to this project by providing more context and statistical analysis. I can also be reached at [REDACTED]

If my salary increases to the top 5% of earners then with significant saving effort across the next ten years, then I may be able to. Otherwise very unlikely and incredibly unachievable for the vast majority of Londoners younger than 40 unless you have privileged backgrounds.

I'm in a fortunate position and hope to buy a flat in London with my partner in the next 12 months. We will only be able to do this through borrowing a small amount of money from our parents. Our mortgage costs will now be incredibly high but just about affordable - and that's despite our joint salaries being around £95k.

I'm lucky and think it will be possible but only due to support from my parents.

I'm lucky that my parents could potentially help me out. That said, I am a single, 26 year old woman, have saved ~£20,000 towards a deposit and am still miles off owning in the current market.

I'm married so one day we may be able to afford to. However, the houses are just not value for money and the cost to mental health in working so much overtime and the affect this has on possibly having a child and needing childcare is exhausting when it really shouldn't be.

I'm not optimistic.

Impossible

Impossible

Impossible

Impossible

Impossible

Impossible

Impossible because I earn less than 120k per year. We don't build enough flats/ houses

Impossible currently since prices are far too high, so I'd have to commute in if I worked in London

Impossible unless my partner is rich lol

Impossible without parents help

Impossible, and I'm an [REDACTED] graduate with a DPhil in Maths working in finance. I earn more than basically anyone else I know my age and I fully do not expect to be able to own a place before I'm in my mid 40s. It is so ridiculous to think I could own a home in good time to start a family that I might as well dream of living on Mars.

Impossible, unless I receive an inheritance
Impossible.
In the current climate very unachievable. I'm currently earning well above average for my age group and i would still need double my salary to afford a decent property
In the current climate, I do not see myself owning a house in London. Perhaps, with a Conservative Mayor, we can build more affordable housing and provide more support to those from disadvantaged backgrounds.
In the long run, purchasing a property in London is achievable, but it would rely on my parents dying, and their house in Surrey (the mortgage being paid off years ago) still being able to be sold without any earlier financial problems such as care home fees.
In the long term it may be possible with a salary increase from myself and my partner and with some help from inheritance.
In theory achievable but the total cost doesn't seem attractive versus retiring abroad in one of dozens of cheaper cities
In total sincerity, the only way this will happen is either some new legislation and action from authorities, or a complete and thorough execution of the group of people and businesses who own more than one home. Neither seem likely.
It depends on whether housebuilding in London is dramatically increased. If it is not, it is unlikely to ever be possible.
It depends on whether you're going to do anything
It feels just about achievable with some serious sacrifice in terms of quality of life.
It is currently an impossibility
It is more likely I will draw blood from a rock.
It is not achievable, even though I have an average salary. Prices are too high and rents are too high. Housing stock is simply too low.
It is unachievable. I earn more, even adjusting for inflation, than my parents or any other family member, yet between a third and a half of that salary is paid in rent, leaving me little to save. Even with the savings I have managed to build to cover a deposit, the mortgage payments are too high for me.
It isn't currently achievable..
It may be achievable but with great difficulty, and I would be relying on my partner being in the military and being able to access Forces Help to Buy.
It really isn't
It seems really hard
It will be a big struggle but I think ultimately I will be able to buy. I have a partner, and parents who can afford to give me a bit of help so I'm very lucky. It's frustrating as I'd like to be financially independent but it's not really feasible if I want to live in a half decent home.
It will be achievable in roughly 2 years. Although it will be costly
It Will be difficult, house prices keep rising way above inflation
It will be extremely hard right to but doesn't apply to my property where Ive lived since 1994 only right to aquire which is different, also with affordable housing needing a minimum income which is way above most mainstream/public job salaries makes it a near impossible task, so I play lottery and invest in stocks to hope I get that lucky windfall
It will be very difficult unless more houses are built to bring down prices
It will be very difficult.

It will never be achievable - I have totally given up on it and so have most of my friends who are also in their late 20s.
It will not be.
It will only be achievable if I am successful in accruing wealth through company ownership. It's essentially impossible as a salaried person to buy property in central London.
It will only be achievable if I can be bought out of the property I share with my sister, and if the interest rates and prices steady.
It will only be achievable if mine and my husbands parents can help us, or if we win the lottery.
It will take me saving more than half my income for a decade, plus my partner doing the same, plus support from family in terms of a roof over my head to save on rent for periods of time. So the absolute limit of possibility.
It won't be
It would be a choice between a wedding, a house or a child over the next 5-7 years or so. It would be achievable in about 5-7 years if I saved only for a mortgage deposit and even then I am not sure I could afford the mortgage repayments at current rates
It would be achievable. However, the property would be smaller than what I would wish, and expect, for a couple of professionals with "good" jobs, and not in my ideal area. It would also be achievable in part because of inherited wealth, which should not be a condition of home ownership.
It would be possible, but location would be so far outside of central London (Zone 1 to 2/3) I may as well move to Kent with cheaper prices and better quality of life. More desirable locations likely unable to buy in the range of what I want (2-3 bedroom and outdoor space)
It would not be achievable unless I bought shared ownership which provides no security
It'll be a struggle and take years. I'm 30 now, but hope to buy in or near London with a sibling. I think maybe 5 years.
It'll be very difficult without financial support
It's 100% unachievable for reasons mention before.
It's achievable but it's a lot of money to commit to a single asset.
It's not achievable
It's not on the table. My salary working in a senior charity role is . under £31k a year. Property prices are astronomical. In London, I'm in a rent trap.
It's not. Housing prices are too damn high and you can't save for it because rents are too damn high. Which brings us to the supply constraints caused by the UK planning system.
It's not. I'm in the top 10% of earners in the country and it's still a pipe dream for me. What chance do we have?
It's possible but will be a struggle - build more AFFORDABLE housing, & regulate the rental market!
Its will require extensive help from my family, and would be essentially impossible if I didnt have support from them/the possibility of inheritance.
Just about - but that is dependent on a large pay rise from work (on top of the £55,000 I earn now which is significantly above average income) that is not guaranteed and significant help from my family
Likely achievable long-term due to a combination of inheritance and increasing salary, but currently unachievable.
Might be possible to get a studio/one bed - not ideal if you want children
Moderately, because I have a well paid job. But to buy a large enough property to have a family, in a place I would actually desire to live in? Very difficult, verging on impossible.

My parents are in the top percentage of incomes, as are my sisters, so I hope they would be able to assist me in buying a property. I'm also undertaking a [REDACTED] at a Russell Group university, so I think my career prospects are decent. Despite this, I can see myself moving out before 25.
Near impossible for the next 15 years of my life.
Near zero
Nearly impossible
Nearly impossible, would be very financially stressful even if my income increases a lot
Never - i am on a public sector salary.
Never - I had to leave London as a result of lack of opportunity
Next to impossible without help from family/lucky break
Next week's lottery numbers came to me in a dream so should be no problem
Nil. Not enough homes are being built in London and surrounding it.
Non existent. And I wouldn't buy a flat anywhere in London, as no doubt it needs cladding works...and you never really own your home
Non existent. Too many vested interests. People like me need to leave.
Not
Not achievable
Not achievable
Not achievable at all
Not achievable at all
Not achievable at all
Not achievable at all
Not achievable at all
Not achievable at all
Not achievable at all - I am currently saving £400 a month, which I would need to do for decades for a deposit, not to mention how much the mortgage would be with current interest rates.
Not achievable at all unless I won the lottery! People have to rely on wealthy relatives
Not achievable at all. It is simply unaffordable by a very , very long way.
Not achievable because I don't earn enough money and can't save money for the deposit.
Not achievable currently and practically, unless my circumstances significantly change in the next few years. I may be forced to move out of the city.
Not achievable due to the high house prices
Not achievable if they don't offer the same discount for housing association tenants, as they do for council tenants. If the house prices fall in London, then maybe its possible.
Not achievable in the next 10 years without big changes
Not achievable in the next 5 or so years (before I am 30)
Not achievable in the next 5-10 years as that's how long it would take to save up enough capital for the deposit to secure a mortgage.
Not achievable unless I am highly successful in my career, for me it will be possible with the right circumstances. For others it will never be possible
Not achievable unless I have a rich partner.
Not achievable. My partner and I both have good salary's and are focused on saving but we could only afford a one bedroom flat in London which isn't suitable for children we plan to have in the future
Not achievable. Or the only property we could afford would be low quality.

Not achievable. Way too expensive.
Not achievable if prices stay the same
Not at all
Not at all
Not at all
Not at all
Not at all
Not at all
Not at all
Not at all
Not at all Building more housing
Not at all - I'm not in a line of work with enough earning potential to ever buy a home in London
Not at all - unless a rich great aunt I never knew about dies.
Not at all achievable
Not at All achievable. And even less achievable than 4 years ago as I can no longer afford to save for a deposit, the amount I was aiming to save £50,000 just won't provide a affordable mortgage anymore, and while house prices are continuing to fall in real money, the costs of interest only mortgages continue to rise.
Not at all achievable. At best, a small flat, but young people today cannot afford to buy a house in London in the way that previous generations were able to at our age.
Not at all before 50. Maybe 45.
Not at all but I would like to
Not at all currently. Need to get further in my career before I am able to even consider that.
Not at all unless I am extraordinarily lucky or the housing market collapses. If I married someone with a similar income then we might be able to buy in Zone 6, but I don't want to get married.
Not at all unless some thing radically changes
Not at all unless we have serious and dramatic policy changes
Not at all, it's an aspiration at the moment
Not at all, requirements for a 6 figure deposit (25%) to be eligible for a mortgage are ridiculous.
Not at all, unless something drastic happens. My partner and I are masters educated young professionals working in the public and third sectors. It is very likely we will leave London to buy a house, although we'd much rather stay in London.
Not at all.
Not at all. Prices would have to come down consistently over many years by building lots of new housing and densifying the capital
Not at all. Since you lot prioritise, gold courses, old buildings, "affordable housing" and not-greenbelts over humans being having places to stay let alone live.
Not in the next 5 years. What the market will look like then, I don't know. I am a graduate & a qualified solicitor but outside of the world of high-flying City law firms.
Not in the next decade unless prices correct.
Not in the slightest. I'll have to look at uprooting to another country at this point
Not likely any time soon, despite being on double the national median wage
Not likely despite me wanting to stay in London to be around friends and family. But I'm no closer to a real deposit so it all feels like a pipe dream
Not likely for years unless wages increase

Not much.
Not possible unless things change in a major way
Not really
Not remotely achievable
Not very
Not very
Not very
Not very - at least not in the part of London I live in now (zone 2), near my friends.
Not very achievable because it's too expensive
not very achievable on my own
Not very achievable unless I inherit some money.
Not very achievable unless more homes are build so that rents and house prices are lower
Not very achievable unless vastly more houses are built.
Not very achievable. I worry I will have to leave the city I call home if I ever want to. But home ownership outside of the city is starting to look increasingly out of reach too
Not very achievable. We are the forgotten generation.
Not very at all
Not very at the moment without parental investment
Not very likely
Not very, but I can pray!
Not very, unless I choose somewhere undesirable to live and spend the majority of my income on the mortgage
Not very. I am lucky to have a partner, so there are two incomes, but it is only achievable if our families are able to help us and this is not clear yet if they can, and I wish we didn't have to rely on family help.
Not very. I would need to be earning a lot more than I do and that is unlikely in my industry.
Not very. In the next 5 years I could potentially afford a flat with a partner. However it would be very small, potentially no garden and limited options to have a second bedroom for future children.
On my own, absolutely not achievable. The expense is far too great and the deposits required are unrealistic. The government backed schemes are helpful and would potentially offer an avenue onto the house ladder but there are obviously strong restrictions on this.
On my own, almost completely unachievable I would say until my 40s. With a partner and with potential assistance from parents, I would hope by mid 30s
Only achievable if I continue to make good progress in my career, and am with a long term partner who is also making good progress in there's. What happens if we then ever wanted kids, who knows?
Only achievable if I have lots of help from family
Only achievable through shared ownership
Only achievable with my partner, who already owns a home that he lets out
Only due to years of savings by living at home, inheritance, and gifts from family and even then probably 1 or 2 bed in outer London
Only if I get a council property with a right to buy or win the lottery
Only with financial help from family.
Only with significant financial help from my parents

Only with significant parental assistance
Partially, but not in a nice area to raise a family
Possible because I earn a decent salary, but no matter how hard I work I'll always have to live in the cheapest housing. I've been saving diligently for seven years already and I still can't even afford even a cheap flat in outer London
Possible but it will take a long long time
Possible if: 1. I get a new job paying over £90k (£90k gross = £4,500/month net of income tax, NICs, student loan, pension; mortgage on a one bed flat costing 325k = £1,800/month (Nationwide); net pay post-mortgage = £2,700/month for bills, service charge, living) 2). I get to a 10% deposit on £325k; with my current savings, plus £500/month saving, and £1,000/year LISA top-up, this could happen by Oct 2024 with 5% annual savings growth or Aug 2024 with 10% growth 3). House prices don't grow in the mean time
Possible in the long term
Possible only through family giving me money - literally impossible otherwise.
Possible, but only by inheriting money from relatives. If, like lots of people I know, I had to save up a deposit myself, it would be nearly impossible due to scarcity and high prices as a result
Potentially if I can get sufficient financial support from by family. If not I may look to but outside London in the future
Pretty much impossible
Pretty unlikely unless I get a high earning partner
Probably achievable in the future, but only buying with my partner (I only know one person my age - nearly 30 - among my Oxford graduate friends in London who have been able to buy a house without substantial financial help from parents or from a partner).
Probably achievable, but I am relatively high earner and a natural saver who has prioritised saving a deposit. A significant future expenditure (e.g. further study) could put me back half a decade or more.
probably never
Probably never
Probably not.
Quite achievable because I work in a high paying finance job. All my friends who work in literally any other sector are out of luck though.
Quite difficult - will need to sacrifice a lot
Quite unachievable. To save for a despoit and generally live as a being in London is hard. It requires you to pair up with someone, but what happens if you're single.
Right now, it is not possible and at my current rate of saving it would be 10-15 years until I am close.
Right now, pretty hopeless. There is no where I can afford even a 1 bed, which i already live in
Semi achievable, but only because I have a partner and we do not plan to raise a family/have children. Our aims are very low - a 1 or 2 bed flat in Zone 4. Anything more and even for a professional couple like us, we would have to look outside of London. This is obviously not sustainable.
Simply impossible without some huge government intervention or long overdue collapse in prices.
Somewhat achievable, if I buy with a partner with a similarly large salary: but buying a property shouldn't be limited to households on over £150k annual income
Somewhat, but only because of inheritance
Somewhat, eventually

The only people that I know who can afford property in London at child-bearing ages are commercial lawyers, bankers, or people with rich parents. The place is becoming a city for the asset rich pensioners and no one else.
To be fair, I set that as a goal but I don't think I'll ever be able to fulfil it.
Totally unachievable, build more homes
Unachievable
Unachievable
Unachievable - there's no way I can ever buy my own home in London.
unachievable before 40-50 unless more houses are built
Unachievable.
Unachievable even though I currently live and work in London (at the moment). It'll never happen. I would never go for shared ownership because it's a con.
unless I am able to continue rapid career progression and secure fiscal awards that are extremely uncommon to those of my age/experience level, impossible until I reach my mid-late 40s
Unlikely as not enough properties are being built and made available that are anywhere in line with the median income of someone living in London.
Unlikely for the foreseeable future, particularly without the help of a parent. If it does happen, it will likely be in my late thirties or early forties.
Unlikely given current market - probably will end up being somewhere like Reading or Luton and driving in.
Unlikely unless I commit to a morale-breaking career in law or finance
Unlikely; probably will have to buy first outside of London.
Unsure. Maybe in a few years with a partner
Utterly impossible but there is nothing to do but try and hope.
Very challenging despite the fact i have a decent job unless house prices become more affordable, in all likelihood I may need to wait for my parents to pass on before I get a house here
Very difficult
Very difficult as a result of the prices
Very difficult.
Very difficult.
very hard
Very low likelihood and would have to involve Shared ownership limiting the benefits of buying.
Very low possibility
Very much unachievable. Decades of political failure has led to a massive housing shortage in London, exacerbated by people preventing new housing to protect the values their own properties.
Very unachievable
Very unachievable for a long time
Very unachievable. I would need to earn significantly more, and even then would be pushed well out of the centre.
Very unlikely
Very unlikely, although I should wish to
Very unlikely, it would have to be very far from the centre; even though I would be happy to sacrifice space for a central location.
Very unrealistic unless help was in place or prices drop significantly

Very very small chance
Very, because I am fortunate enough to come from a well-off background and am likely to be given significant assistance by my family. Without that assistance (ie based on my salary alone), I would never even dream of buying a London property.
Very. But it would only be a 2-bedroom flat in zones 3-5
Virtually impossible to buy a small family-sized home unless the housing market crashes.
Virtually impossible.
Virtually impossible. Hopeless.
We "own" a leasehold 1-bed flat in London with serious cladding issues. It is impossible for us to sell this so we could purchase another flat. I would never want to buy leasehold again but freehold flats are few and far between and were, and still are, out of our price range
We might just be able to buy a 1 bed flat in zone 4 or 5, after 9 years of saving as much as possible.
We'd be able to find something but certainly not in the places we'd want to live or prices we're currently willing to pay. With mortgage rates increasing it's also made it even more unaffordable.
Well I've basically just thrown away my career as a [REDACTED] teacher because I'm just never going to earn enough, now retraining at a software engineer, trying to get a job in finance so I can afford a home of my own. I'm a smart guy, my girlfriend is smart too, I think we will make it work. But it just feels rubbish to be working so hard to line the pockets of an older generation who got all this for free, and then who vote to prevent new building to rig the system in their favour.
Will never be possible
With a partner, it will just be feasible. However if I have a family it will make it so much harder, and I will be beholden to interest rate rises.
With the current situation, not achievable at all. Living with my parents is the only way I can live in London for the foreseeable future.
Without inheritance it would be 100% impossible.
Without inheritance, impossible
Without my parents financial help - no chance. With their help - hopefully by 28/29 I'll own a flat

Q. Are you currently able to save towards a deposit?

Base: those that answered yes to 'Are you hoping to buy a property in the future?' (n=334)

Yes	196
No	131
Prefer not to say	7
Total	334

Q. If you would like to tell us more about your answer, please use the box below:

Base: those that answered the question 'Are you currently able to save towards a deposit?' (n=213)

a small portion of my income goes towards saving for a deposit - given that this is a small amount of money it would take a very long time for it to make a difference and often feels pointless.
A tiny amount
After moving out from London, I'm now paying a (more) reasonable rent and am able to slowly save towards a deposit.
After rent I can save roughly £100 a month which won't even touch the sides for a deposit
After rent payments, bills, food etc, I have little money to save
After rent, bills, food etc, barely anything left
Again, half my pay cheque goes to rent
aggressively saving 50% or more of my monthly pay while living with my mother in a keyworker flat (also assisting in bills/rent) to be able to save for a home
Any potential savings are wiped out by commuting cost
Around 50% of my income goes on renting a room in a shared flat. Add to this bills, transport and food and there is simply no room for savings. Section 21s and other spurious routes to eviction eat away at deposits as moving costs mount.
As I said, having lived with parents since I left University in 2018, I've been lucky that I could save a decent amount but it'd still only be something like 1/4-1/3 of the average deposit for a property in London. I'm very grateful to be able to live with my parents but feel as if I've spent the best part of my 20s unable to live as freely as I'd like to because economically, living at home is the most sensible option.
As I'm living at home I save about £600 a month and don't pay bills but a small rent to my parents. But even in this lucky position it's hopeless.
As mentioned earlier, I currently live alone as I have the means and a lack of desire to flat-share anymore. But this means paying about half my salary on rent. So this hugely impedes my ability to save.
As previously stated I save about £100 of my £31k Salary each month so no where near enough for a house deposit.
Barely, but it's ludicrously slow. It would take decades because the exceptionally expensive housing (again, because demand outstrips supply) means rent is very expensive, which eats a lot of income.
Because I live in socially rented home I can save for a deposit, but the goal posts for how much to save keep increasing so it is becoming a pipedream
Because I live with family I can save, but even so it will take a very long time to afford a deposit.
Between taxes, bills, food shopping, and rent there just simply is not enough to put aside for a house

Build houses. Build them yesterday, and build ones that aren't ugly.
Build more homes
Build more homes
Build more houses.
Build more housing
Can't save for a deposit because most of my income goes on rent, bills and general living costs eg transport and food
CoL crisis. I can save about £100 a month, at this rate I will be dead before I buy a home, or at least before I become too old to qualify for a 30 year mortgage.
Cost of living crisis = no savings.
Cost of living in the private rented sector means I can't save. I would have to have no social life to be able to save for deposit
Cost of Living increase to prices have made saving money almost impossible.
Cost of living is so high that we cannot put aside money.
cost of living is sucking me dry
Cost of living plus currently being in an uncertain mode of employment.
Cost of rent is too high. My rent has just been increased 25% because it's now "the market rate". Not much money left after household budget.
Current cost of living and especially recent rent increases makes it impossible
Currently I am not able to due to the costs of meeting everyday expenses, especially in the last year or so. I hope to start saving around September time as I move to a higher paying job. I am very fortunate that I have this on the horizon but even if I start to save I feel as if this won't really put a dent in any chance of buying a house.
Currently living with a parent where my rent is well below market rate, I'm extremely lucky. This means that I am able to save up money. However when I move out in a few years that is going to drastically change. I don't think I'll be able to save enough to afford a deposit.
Currently not able to save but will be able to soon
Currently rent from an in-law at below market rates. I am saving approx 1k/month but the bulk of our deposit has come from my older spouse's savings Inc a lump sum payout from selling a business.
Depending on the month I'm saving £50-£300 towards a deposit. Sadly, during the pandemic the average housing deposit in London was growing faster than I could save, but all you can do is keep saving.
Deposit is hard but it's the repayments which make it impossible.
Don't earn enough currently to save for a flat as paying for study and earning low NHS wage. My partner owns a flat so I am able to live rent free for now but we will be leaving London to buy together as I don't earn enough
Don't earn enough, outgoings are too high
Due to an okay salary and a frugal attitude, I am able to tuck away a small amount each month to save for a deposit. However, on its own it would take decades to amount to a deposit.
Due to informal living agreement with family, I'm able to save the money I would spend on rent
Everytime I get a pay raise or promotion my rent goes up, makes it impossible to save
FAR OUT OF REACH. BUILD MORE HOUSES!
feels like there is no point
First answer outlined this. Rental is too expensive, as is cost of living, wages increases do not match this.

Fortunately we're able to save something toward a deposit but this is on a relatively high income. For people on average wages I think it's near impossible!
How am I supposed to save when I use it all to live a normal-ish life. No money left over in London.
How can I have savings when inflation is near 10%, energy costs are at record highs, and I have to pay 40% of my after tax income as rent? I'm struggling to break even in the status quo, let alone save enough to reach increasingly high down payments for housing
I am 25 but have opted to live at home with my mum in order to save for a deposit. This is far from ideal but I wouldn't be able to live in the city I'm from and save without this.
I am able to raise money through my business, but the challenge is a) prices keep rising so I can never earn enough quick enough, and b) taking money out of the business will be heavily taxed.
I am able to save a bit, but at current rates it would take me several decades to save enough for a deposit
I am able to save a little each month to put in a LISA. Even if I reached a 20% deposit, significantly reducing the LTV of a mortgage, I would be unable to cover mortgage payments. However, it is not deposit savings that is the problem - there are plenty of ridiculously stupid schemes to help there - it is the price of housing. This will only be brought down by increasing housing supply.
I am able to save a reasonable amount each month - and currently have £15,000 saved - but this is nowhere enough for a deposit. It makes decisions around things like holidays or new purchases difficult - I feel I should save the money, but realistically it is never going to amount to enough for a deposit so the money just sits there and I don't know what I will use it for
I am able to save a small amount a month, but it is difficult with rising costs
I am able to save as I am fortunate to pay minimal rent towards the shared ownership property bought by my partner.
I am able to save but not at the rate necessary for me to have a deposit.
I am able to save but not much due to very high rents, despite earning a decent wage
I am able to save but realistically it is not enough for a deposit. I don't have family wealth to rely on either
I am able to save, but I don't think I'm able to save enough. Houses just get more expensive with each year, so the amount required for a deposit just grows.
I am currently a full-time student, though my earnings will go from zero to the highest I've ever earned once I start my job. Although I have no income, I have agreed to give my [REDACTED] £6000 a year (out of my savings) to help with household expenses. This arrangement is in place whether I am working or not. This is much lower than a commercial rent so once I'm working I'll be able to save money.
I am in a substantial amount of credit card debt. My priority is clearing that. Only after that will saving be an option.
I am living at home, I save about 80% of what I earn so roughly £1900 per month
I am not saving as much as I'd like per month, but I am saving. Interest rates are a massive offputting factor.
I am only able to save £100 a month, which is simply not enough to have any prospect of having enough for a deposit any time soon
I am only able to save as my parents charge me a low rent, however as a working full time single mum I have been advised I will need a deposit of around 25% minimum, this would mean around £100,000. This is completely unachievable.
I am only able to save for a deposit by living with my parents for a few years in my early 20s, and even then it will take a decade+, and I am a relatively high earner! It's like putting your adult life on pause.

I am saving around £400 a month in an ISA towards a deposit at present; I expect I will need to reduce this once my current tenancy ends and I move somewhere where rent is increased.
I am saving towards a deposit, as I earn a decent salary. However, part of my deposit (around 15% of it) will be from inherited wealth. It would also be more difficult to do so if I was paying market rent - I'm lucky that my landlord has so far not increased the rent in the last 4 years.
I am saving, but it will take years and interest is not affordable in the current bank rate environment.
I am still trying to grow my general emergency savings. Lots of it are being taken up by rent increases during the past year.
I am trying to pay for my wedding plus pay my very expensive rent
I am unable to save towards a deposit due to the skyrocketing rent and general cost of living in this city
I can barely save money to cover my expenses per month due to rent and bills and living costs.
I can save 400-600 pounds per month
I can save a very small bit of money each month which will allow me to afford the deposit for a mortgage when I am about 33 years old.
I can save £150 a month but rents are being increased, bills are going up so I expect this to become less and less
I can save £2k but house prices are highly unaffordable
I can save but it means making sacrifices & living a half - life. It's a horrible situation
I can save, but not at the significant amount needed for a deposit.
I currently spend approximately half of my income on rent.
I do not get paid especially well, and with the cost of rent and living in London I have almost no money to spare at the end of each month.
I earn 50k but can barely save monthly with rent costs and general cost of living.
I earn a higher than average salary however due to high living costs I am unable to save
I earn a lot of money, so I can save money. Is it enough for a deposit? Maybe, after over a decade, it'll be enough for a flat, but not if prices continue to rise as fast as they do. It is not enough for a house.
I earn £35,000 a year. About the average salary across the UK. I save around £1,200 per month, well over half my salary. I am still years, and I mean YEARS, away from having a deposit to buy in London - with or without a partner. I am 23 years old - my parents bought their house in my neighbourhood at my age.
I earn £68,000 a year and can just about afford to put £300 a month away in savings. Nearly half my salary goes on renting, and increasing costs have really eaten away the rest.
I earn enough money to save for a deposit although this means I am not spending that money in other parts of the economy which would benefit from the expenditure.
I earn enough to save but not anywhere near enough for a deposit even outside London, let alone in London. This encourages a fatalistic mindset: I won't be able to save for a deposit anyway so why would I try? I see my savings as being for travelling instead.
I had a deposit saved before the pandemic & was viewing first time buyer scheme new build flats, however most seemed priced at a premium with ponzi-esque T&C's attached to them (service charges, leasehold details etc). I'd rather invest my deposit now & explore better value for money opportunities elsewhere.
I have a deposit for a reasonable property, but due to the high prices of homes as a result of home scarcity, the value of a mortgage I need to buy a home exceeds that which I can access. (The solution is NOT to improve mortgage access as this will just push prices even higher).

I have a deposit of £70,000 saved. If I never get a mortgage then I will instead use it for retirement costs.
I have a LISA.
I have £5,000 saved of a £30,000 target
I have around £80k in savings, £20k of which is in a LISA account.
I have family money I will be able to use for a deposit. Like most Londoners and many in the UK, my job alone barely supports me to live, much less to save.
I have savings thanks to inheritance and parental support.
I have sufficient funds for a deposit but the mortgage would be unaffordable for me.
I have too many expenses to save for deposit
I live at home and don't pay rent.
I live with family so am able to save. I save around 70% of my salary and still can't afford
I live with my parents and have no social life
I make £160k per year and homes equivalent to what I rent are so astronomically unaffordable that I can't save for retirement and rent at the same time
I max out my lifetime ISA every year and save in additional savings accounts also
I moved to [REDACTED] for work. Living costs were substantially cheaper and this allowed me to diligently put £10 a week into a Lifetime ISA with Moneybox. These apps are useful ways of saving and setting yourself up for longer term decisions of this kind. But the amount saved is tens of thousands of pounds away from being a deposit on a house in London, so I don't know what I will ultimately do with these savings.
I normally save around £700-£1500 per month to go towards my deposit.
I only save about £100 a month. Houses are too expensive. Build more houses
I pay around half of my salary in rent for a room and I am currently working 5 jobs to afford my phd in London with no time left to work on my research. Moreover, a bank will never grant me a mortgage as all the jobs am doing in academia (across two universities based in London) are fixed term or hourly paid. The combination of the rental market crisis and the insecurity of working in university/being a teacher/doing research doesn't allow me to even think to become an homeowner for the foreseeable future. I would very much want to buy a house, as renting in the UK offers no protection whatsoever for tenants and it is honestly legalised human torture, considering how much of your mental and physical health but also savings are involved in housing search and moving homes around 2 times per year.
I pay too much in rent to be able to save for a deposit.
I put as much as I can aside but houses go up in price faster than I can save
I put away 100 a month towards a down payment
I save a very small amount of money each month but this does not amount to much, and any money I have saved in the past year has basically been wiped out by inflation/cost of living. My rent and bills take up almost 2/3 of my salary. If I want to enjoy my life at all I cannot save.
I save £200 when I can into the help to buy isa With the cost of living crisis ive needed the extra £200 for food and energy bills
I save £300 a month and will have enough for a 250k mortgage in 2yrs
I save about £700 per month desperately trying to save for a house but pointless because they're so expensive. It'll take a decade to buy a 1 bed
I save as much as I physically can each month, it is nowhere near a deposit. Not even half a deposit.
I save what I can but am starting later in life than I'd like and have no support from family or inheritance

I save, but over the last few years house prices have actually been going up more quickly than I've been accumulating savings - so it feels like I'm saving to maintain the status quo rather than to get ahead.
I saved consistently for 5 years, but going into my 6, 7 and 8th year of trying I no longer have the certainty I can take away multiple hundreds of pounds to save due to costs of living. Savings rates are also still atrocious. I know the value of property banks have lent money in has kept falling, but how is saving with a rate of 4% and inflation at 16% possible?
I set aside some money each month to save.
I simply cannot afford to save a meaningful amount, and that I can save is lower than the inflation on house prices
I spend so much on rent and other bills that I have little left to save
I try and save the LISA amount each year but it's tricky when you're renting
I try to put a little aside each month. It's not much, certainly not enough for a deposit.
I use an ISA to save for a deposit, and having saved every month for over 7 years I am still nowhere close.
I was able to save towards a deposit but since that time our rent has gone from £1800 (in 2018) a month to £2750 (in 2022). Bills have obviously also gone up, as has the cost of food. We are no longer saving, and our existing savings are dropping in value.
I went through a period where saving was difficult due to lower earnings and a dependent. But am now in a position where I can save due to higher earnings and living with family.
I work for a [REDACTED] company and have a second additional job making pornography and selling subscriptions to my videos via onlyfans, I have been doing this for 3 years on top of a full time job because I am so desperate to escape the London rental market. This shouldn't be what people have to do.
I work in tech/finance and earn approximately 150k, but saving for a deposit is still slow, and the thought of a 4k a month mortgage for a 1 bed flat seems insane.
If anything, I have to have savings on hand that would otherwise be a deposit to sustain potential increases in spending caused by the rental market. My career in London is what keeps me in London but I don't think it's sustainable for too long.
If there were more homes being built, rents would be lower allowing me to save more and house prices would be lower so I would be able to save for a deposit quicker
I'm a student currently, but being able to live with family means I can avoid exorbitant rent costs and save towards a deposit.
I'm able to put away £100-200 pm, while I appreciate that's more than a lot of people can, at that rate it will be 20 years before I get close to a deposit
I'm able to save some, but even maxing out a LISA it would still take decades
I'm at a late stage in my career where I can put money aside but work horrific hours to do so
I'm current unable to save because 60% of my salary goes on rent and house related bills. This is not abnormal for young people in London.
I'm currently debating whether I should pay off my student debt, save up for an MSc or save for a deposit.
I'm lucky to be able to save towards a deposit, because my landlord hasn't put the rent up by anything like as much as he could. If he was more driven by maximising rents, then I'd struggle to save money towards a deposit.
I'm on a fairly good salary as a civil servant but rent eats almost half of that before bills
I'm saving but not enough to meet the ongoing rise in house prices.

I'm saving for a deposit but have not been able to save as much as I hoped due to the cost of living crisis
I'm spending most of my money on rent which is paying someone else's mortgage instead of having one myself
It is imposible for me to deposit something serious and more than 100-200 pounds per months.
It's hard, it's taking time, maybe I should have moved back into my parents house.
its not only the under 40's that struggle to own a home I know many over 50's that also struggle to own their own home.
I've saved 40k (total life savings) but still can't afford monthly repayments on a 1 bed flat. A 1 bed ex-council flat in [REDACTED] with outside space (for my dog) is 300k. With a 35k deposit the monthly repayments + bills are about £1,700, almost two-thirds of my salary. And my salary is 55k which I thought was high!
Landlords keep egging each other to raise rent prices, then use the profits to buy more houses, which they then raise the rent prices on because their landlord peers keep egging them on.
London in of itself has become unaffordable for all except the rise. My money is being put towards helping my parents with their costs such as putting food on the table (I mean, seriously, £150 for a couple days worth of food?!)
More than half of my post-tax income goes on someone else's mortgage. I do not have leftover money to save up for a deposit
Most of my income goes on rent & other bills. I get by but nothing left at the end of the month.
Most of my money goes on rent, taxes, student finance payments and living costs. Not enough money left to save for deposit
Moved out of London for a few years, and when we moved back, the rent doesn't allow me to save anything.
My childcare for my daughter who is almost two is £1800 a month. My salary is £70k, my partners is £60k. I have to work Freelance additionally to afford her childcare. With rising bills and cost of living there is no chance of saving - buying a home will be impossible. My rent is £2k a month between myself and partner - that would be a healthy mortgage repayment outside of London potentially.
My monthly outgoings don't allow me to save, I feel like I'm stuck in a trap.
My pay check is £1800 a month and my rent is £1000 before bills - you can do the math
My rent has just gone up 150 a month. That was the little amount of money I could afford to save, and I earn 1/3rd more than the national average income.
My rent is too expensive.
My rent is too high. 45% of my wage goes toward rent, more on bills and then prices for basic products are too high.
N/a
No job. Yet.
Not much though- nowhere near enough realistically
Only a small amount each month which can easily disappear due to other purchases, e.g having to buy a new phone or an unexpected electricity bill as recent examples.
Only able to save small amounts due to high rental prices. Previously saved deposit when living and working in the regions
Only because I live with my girlfriend's parents. My mum is disabled, if I lived with her I'd have to contribute. If I rented in London I couldn't save.
Only due to living with my family in an informal arrangement

Prices are far too high for this to be rational.
Primarily because of extremely high rent and cost of living.
Rent in London remains unregulated, with our last move seeing rents increase by 30%. That's while wages remain virtually stagnant, and all other bills - including Council Tax - increase year on year. We have lived in London 10+ years and love it, but increasingly it is quite literally not worth the extreme high cost to stay.
Rent is extortionate and so is council tax
Rent is too high to save
Rent takes up 45% of my post-tax income, so I live paycheck to paycheck
Rent takes up over half of my salary - even though I'm above average. No money to save.
Rent too high to save
Rental costs make this impossible along with inflation
Rents and cost of living too high to save
Rents are also stupidly high.
Rents are so high that saving for a deposit is practically impossible. The amount I can afford to put aside is so negligible, it would take me 125 years to save the average £150k deposit for a place in London.
Save very little after rent, would take 10-20 years to save for a deposit
Saving >50% pay check, but realistically can only afford to buy if I get a lot of money from family.
Service charge for new builds (high rise) are very high effecting affordability.
Some months I may be able to save £100-£150 which is usually followed by a month where I have to go in to the savings and even overdraft so in short you can save but it will get used before you achieve your deposit amount
Some of my monthly wage goes to savings, but it is a drop in the ocean compared to London house prices
Studying a masters currently
Thanks for asking!
The amount I spend on rent means I would have to live like a hermit to try and save for a deposit. I'm not willing to do that at a time in my life in which I should be experiencing new things (and after a pandemic that basically kept me locked inside for no reason for 2 years...!)
The cost of living crisis and rental crisis in London has pushed up my monthly expenditure to such a degree that I'm no longer able to save. I was saving up until 2022.
The cost of my rent plus bills is already around half of my salary, and I have no spare capacity to save for a deposit.
The rate at which deposit amounts required continue to climb far outweighs any reasonable attempts to save for one
The rate at which I can save is massively reduced by the fact that I have to spend so much of my income on rent. Although my salary is well above average I still don't have much left over after essentials, of which rent is the greatest part.
The rent is too damn high, eating up what I would like to save, because developers are barely allowed to expand the housing supply. It's the planning system.
The rent is too high for me to be able to save for a deposit
The sky high price of rent prevents this despite being close to the highest salary tax bracket.
This has become harder in the cost of living crisis because everything is costing so much more.
TOO FEW HOUSES DEPOSITS TOO HIGH BECAUSE THERE ARE TOO FEW HOUSES PERMIT MORE DEVELOPMENT BUILD MORE HOUSES

Too much spent on rent.
Unfortunately I spend most of my income on housing already. I have since left the capital and now essentially barter my services in return for housing as my own skill set has greater purchasing power than the pound. Whilst the idea of providing people with the means towards a deposit is admirable in the long run this will not provide home ownership for generations to come. When we understand that the predicament is not due to a lack of housing but rather an oversupply of currency in relation to the housing stock available the solutions required become entirely different. When comparing house prices across the UK, we can see that they all rise and fall in lock step. They are responding to the amount of credit being released. Organic price changes should never be identical across vast geographical areas. There are even parts of the UK where the population has declined and yet prices still rise no matter how fast the location depopulates.
Using a lifetime isa
Very slowly
Wages are too low and deposits too expensive.
Wages have never been lower , according to the Trade Union Congress , at any time in our history.
We save between 12-25% of our monthly earnings for a deposit and still know this us won't be enough.
With LISA and just normal savings deposit is generally fine.
With support from parents
Yes but a very small amount, it would take 5-10 years to save up enough capital for the deposit not accounting for inflation and increasing price of homes.
Yes but only just.. my girlfriend already has a significant deposit saved because of bereavement (parents death), but without those unfortunate circumstances we would be nowhere close.
Yes I am able to save but realistically it will never be enough for a downpayment.
Yes I manage to put away 50 pounds a month.
Yes to an extent. I have a relatively good job so can build savings. However saving for a deposit for a flat in London would take 10+ years - I will require help from parents.
Yes, but only a small amount and it will take years before it will be possible to save for a deposit in central London
Yes, but very slowly and only because my partner, who works in the public sector, earns slightly more than me and chooses to pay a slightly larger share of our rent as a result.
Yes, in bits and pieces, but not enough to make a dent.
Yes. But it took me earning an unrealistically large salary to do so

Q. Why did you decide to move out of London?

Base: those that answered 'I no longer live in London' (n=24)

Affordability of housing. That's it.
Because I was unable to barter my own skill set in exchange for housing like I am in my current location. Had I found an opportunity closer to home I would have remained in the capital. If homes could only be purchased with gold I along with every interested person in London would have secured a property by now and so this discussion would not be featured so prominently across the country and the developed world more broadly.
Because I would never be able to afford to buy a house in London- knowing this located away for university at 18 and never moved back
Because the house prices were too high and London is also too busy
Cost and quality of housing. I don't want to be in my mid 30s and living with roommates.
Cost of raising family here too high given house prices, had to leave
Couldn't afford to buy a property that is not in an area of deprivation in London when moved out of parents, who live in London.
Couldn't see an attractive life there anymore given house prices driving us out of the city we loved
Expensive. Too many ugly high rises unaffordable. Decline of Highstreets. In general bad and decreasing quality of life for price of housing.
First, I wanted to live and work in Spain. Second, I was tired of spending 90% of what I earned on rent, bills and transport.
Housing was too cheap and easy to obtain in London, I like a challenge
Housing was too expensive.
I couldn't afford to live in London anymore
I couldn't afford to live in London, specifically a 1 bed maisonette in Leyton cost £1600 per month. This is more monthly than the repayments would have been on a 450,000£ property. Larger families moving into smaller properties in locality put pressure on local amenities.
I grew up in London but studied elsewhere and also got a job elsewhere. I probably wouldn't move back to London as I would want to live relatively centrally (zone 2/3) and buying a property is completely unaffordable in these areas.
I'm a student at a university outside London
Made redundant; didn't want to bring my children up without more choice of where I could live in the city.
My wife and I were renting a 1 bed flat, for ~£1500. We had a baby and when he was starting to get more mobile and needing more space, we had to move. But there was no way we could afford to rent (let alone buy) a 2 bed place, despite having a relatively decent household income. So instead we moved out and now have a 3 bed house with mortgage payments less than half of what our rent was.
So many people have moved out of London in recent years especially families with children.. Housing costs are so high. Small flats, not enough space inside and outside, too much pollution and traffic.
The rent was far too high because there are not enough houses.
To live nearer family
Too expensive
Too expensive and I was on sabbatical
Too expensive, need to build more houses

Q. What impact, if any, do you think London house prices will have on where you decide to live in the future?

Base: all respondents (n=422)

100% impact. I love London and have never considered leaving before, but I no longer feel I belong in this city. You have to have lots of money from your parents (100k +) or earn £100k+ to afford a future in this city now.
100% we are looking to move out of London to buy a 3-bedroom property. Even with the equity earned we do not have enough to put a deposit down and afford a mortgage, especially at the current rates, the only option is to move further from London
100%. I love London but more and more, I realise London does not love me. This city is only for the rich. Or for exploited immigrants who are frankly willing to live in squalor conditions. Most native Brits would not be willing to live in cramped rooms sharing a bunk bed with 3 others (I say this from personal knowledge).
80% of the decision
A big impact, I've lived in London my whole life and teach in a central London college so it would be a shame to have to leave however I'd be happy to live on the outskirts
A big impact.
A big impact. If they don't lower I will be forced to move.
A big impact. We may never be able to afford to move to a larger property in London needed if we start a family
A definite impact. Space is of such a premium and to be able to afford more of it, it's likely that moving to the country will be a necessity in the future.
A fairly large impact.
A high impact. I will move out of country at this point.
A huge amount: I may not be able to afford to buy in the borough where I currently rent, despite being here for over 5 years and it feeling like home
A huge impact
A huge impact - already it's so expensive and I can't imagine being able to afford to start a family in London. The cost of living in London is so high it limits quality of life substantially.
A huge impact - most of London is unaffordable, including areas we would very much like to live in
A huge impact as I will likely need to move out of London if I decide to buy.
A huge impact. I currently plan on leaving London in a couple of years, as that's the only way I could buy. I may even choose to leave the country. It will be a painful thing to do as many of my friends are here, but I can't rent indefinitely.
A huge impact. I will be driven by the average price of a house in any given area. The choice of which area to live in in London is driven purely by price. I would love to be able to decide an area on a more personal level but it is not realistic.
A huge impact. If I cannot start earning significantly more, staying in London will be impossible as either a renter or owner. Especially if I want a family.
A huge impact. Particularly if I'm lucky enough to have children, I will need space to bring them up comfortably.
A huge impact. Unless house prices fall or wages grow, we will likely buy outside London eventually.
a large impact. Currently it looks likely that I will need to move away from London in order to buy a home. While there is a trade off here - this has impacts on the overall growth and productivity of the city.

A large one.
A lot
A lot
A lot as I would like to live in london but if it isn't possible it isn't possible
A LOT!
A lot. Frankly, I would like to move home (to the North of England), but there are no jobs in the sector I work in outside of London (evidence that genuine levelling up would be positive sum for London, by reducing housing demand). Since my work requires me to be in London, I will have to live here, but I struggle to afford to. It is a lose-lose situation.
A lot. I can not even think about starting a family if there is not enough space to bring them up in. I would need to move out of London to get a 2 bed
A lot. I will probably leave London when I want to have kids.
A massive impact
A massive impact - in fact, it is basically the only thing that would cause me to leave London, the city where I was born and grew up. It is beyond depressing that I am being forced out
A massive impact - realistically speaking I am priced out of many parts of London.
A massive impact, the costs at the moment are untenable. I can't even imagine trying to get somewhere bigger for a family
A massive impact. It is impossible to buy here unless you have significant financial help from your family, which I do not.
A massive impact. It looks like I won't be able to keep paying for rent in London as prices keep going up and don't match my salary
A pretty decent one, why would I grind away here if I can do much less work elsewhere for a similar quality of life
A very big impact as there is better value for money elsewhere
A very clear impact: I won't continue living in London. Eventually, I'll start to rent elsewhere to enable me to save towards a deposit at a faster rate and hopefully, one day, buy something small outside of London. If London's properties were more affordable, I'd never consider leaving.
A very large impact. Already considering moving to more affordable cities in the UK or abroad.
A very significant impact - right now, given I'm a renter, it only has an indirect effect. However, when I'm older, it will be the main factor in deciding whether or not to stay in London and choosing where to live in London.
Affordability will be the deciding factor.
An enormous impact. It will be the main dictating factor.
As it stands, there is nothing that could persuade me to move back to London
Big
Big - want to live in london to work/live, but will choose where based on cost not whether I like the place.
Big impact
Big impact
Big impact
Big impact
Big impact - higher prices

Big impact. To the extent I doubt I will ever be able to afford to live here. In fact finding the whole of south east unaffordable. I would consider relocating away from London and the SE. I am a key worker and London boroughs are already struggling to recruit experienced people in my profession.
Big impact. Will mean either moving further out of the areas I would like to live e.g Peckham. May mean I do not buy in London.
Big. even if they dropped by 5% id consider buying in London
Can't pay, move further away.
Completely, I want to stay in my city. I love my city. But I can't afford it here.
Considerable. If prices continue to rise at the rate they have above wages it becomes ever more impossible. At this point I'll have no choice but to move out.
Considerable. I'm actively thinking about leaving London and even the UK because of how unaffordable the rent is and how impossible it feels to buy.
Considering emigrating
Could never afford to buy in London and don't see things getting better. Simply not enough houses being built and councillors, London Assembly Members, MPs - all elected officials - are NIMBYs.
decisive
Enormous
Eventually I'll probably give up the ghost and leave, but I don't want to.
Everything. Higher wages in London mean very little when the housing costs are so high. Better to work elsewhere and save.
Extremely large, simply will not be able to move to anywhere where the prices are too high, regardless of job opportunities etc
Feel that I will inevitably have to move out. Especially if I decide to have children
Given that I want to live in London, a large amount. I will have to move further and further out, probably to a point I will be nowhere near London.
Have to leave. Will reduce connections with family support networks.
High impact
High impact - I want to live in a large city because of the lifestyle, professional and social benefits. If London houses prices vs income remain as they are however I won't be able to do this and also raise a family. I will likely look to move to North America or Europe in the near future where this is more attainable as ample housing supply is built. (See Barcelona, Philadelphia)
High impact - in the future when I want to have a family it doesn't seem like i will be able to afford a property to allow this. This will affect me personally as I will miss out on the city I love and its attractions, while also seeing even fewer children and young people in London (I imagine this will contribute to more school closures).
High impact, especially in regard to family planning
High impact.
High impact. London is a brilliant place to live, but I'm being priced out.
High impact. Staying in London means significantly compromising on space and quality.
High. I will buy here my first flat, then sell and move out.
High. We have compromised on size & type of property to continue to live in London, ie, looking at 2 bed flats, when we could buy a large house elsewhere in the country.

Honestly, like most of my friends, I will be forced to move out of London (and take my high - but not high enough - wage with me) by doing a remote role and living elsewhere, and then my discretionary spending and will be paid into a city that clearly values having young people living there (as opposed to London which seems to actively hate young people and tries to make them move away after a few years).
House prices are the determining factor.
House prices are too high for me to ever buy here. But rental costs mean I may have to leave the city even to keep renting a tiny studio alone. As a queer, trans person, London feels like the best place for me to live. But house prices and rental prices may push me to live somewhere less safe, accepting and diverse.
House prices will go up, hopefully this will help in remortgaging and moving to my forever home
huge - I'd prefer to stay in London for the foreseeable
Huge impact
huge impact London is becoming unaffordable and we can't afford to buy properties near our aging parents.
Huge impact. High prices make London a worse place. I'm a management consultant and trust me, you don't want a city full of management consultants. Friends have already left and I'm thinking about leaving.
Huge impact. It will force me out of London
Huge, I love London, but this can't continue.
Huge. London property prices are pushing me elsewhere.
Huge. Main reason we're leaving.
I am already living somewhere much smaller than I would like to. We would love to have more space, but can't afford it.
I am determined to stay where i am, which means having to save an eye watering amount. For others this will mean having to travel further away from the centre. It's a crazy situation when old people live in the middle of a city and young people live in its periphery (it's makes no economic sense)
I am from London, my mum lives in London and me and my partner have no desire to live anywhere else if we stay living in the UK. At the age of 28 for the first time I am having to face up to the prospect I may not be able to afford to live in the city that I am from. This concerns me greatly as I will likely have caring responsibilities as my mum ages. I also find this deeply unjust and think about it most days.
I am gay so moving to a small town not an option but if London gets worse will move to somewhere in Europe
I am likely to move out of London soon despite it being where I work, where I'm from and where most of my friends live
I am London born and raised but I can't afford London. I'd love to stay in London but it's just crazy expensive
I am one of a small number of people who is dogged enough to do whatever is necessary to stay in London, but it is pretty much the biggest challenge in my life, and for 90% of my friends it will either mean moving far out or to another city.
I am probably going to have to accept living outside London. Well done guys. You could do nothing except use the powers given to you.
I am unlikely to be able to afford the type of property in which I would like to raise a family, and as a result am likely to move out of London
I can only live where I can afford to

I cannot afford London. I will likely leave. Prices are already driving my friends and loved ones away. Why would I want to stay?
I can't afford to buy!
I can't sell my flat because of cladding. I am terrified about the spiralling costs of shared ownership
I desperately want to live in London, it feels like my city, and I'd hate to live somewhere without good public transport. But I have to pay an enormous price for it. I don't think it has to be this way. Good things in life shouldn't have to be expensive.
I do not drive and therefore would only consider a handful of places outside London with very good public transport, eg Waltham Cross (which has a night bus service to central London)
I don't think I'll ever be able to afford to buy property in London, which will eventually force me to leave.
I don't think I'll move outside London as my life is here - work, family, friends. I've always lived in the city and struggle to imagine living elsewhere
I don't think London house prices allow young Londoners to have much of a choice about where they want to live.
I don't want to leave London, but if rent continues to increase I may feel like I have no choice
I don't want to live in house shares my whole life and I don't want to spend too much of my income on housing. If the situation becomes financially unbearable, I'm moving out.
I don't want to stay too expensive
I feel that I would have to own a home outside of London due to high prices, therefore I would end up living outside of London
I have already left London. Because of cladding my flat can't be sold so I sublet it. The rent doesn't cover the costs. The housing association doesn't want to buy it back. It's a nightmare.
I have interest in living elsewhere, and this is unrelated to house price problems here. So in that sense, no impact at all.
I have two young children, but only one extra bedroom. We will need to move in the next decade, and given our financial situation and the cost of living, we will likely have to move to an area with jobs that are less productive. Assuming that there are others like ourselves, the aggregate of this might lower GDP.
I honestly believe I will have to move away, away from my family and friends. London is only for the rich now.
I imagine that I will either live further out than I would like to, or that I will have to leave London entirely.
I know that if I want to eventually be able to build a life, I'll likely have to leave London. I don't know how this will work, given my work is based in a London office 5 days a week. I think I'll have to choose between a family or staying in my job, and renting in a shared flat forever.
I like London a lot, but unless prices come down I'll have to leave. London prices affect the whole south east, so realistically leaving means leaving the south east, maybe even England and the UK.
I live wherever I can afford to live, within a 1hr commute of my work.
I love London and hope to live here for the foreseeable. Because I own my home, mortgage rates are more important to me than rent and those wouldn't be any better elsewhere in the country
I love London, so I want to live here. But if we ever do decide we want more space, for instance for a family or just for more breathing room, we will have to move away.
I may decide to rent in London forever. If I want to buy then I will have to move somewhere else, like Birmingham or Manchester.
I may have to leave London and the wider region.

I may have to leave. I make a salary of £35,000, which should have me comfortably middle class. But if London's rent prices and housing costs don't stop increasing, a stable livelihood and family is out of reach here
I may have to move out of London.
I may have to move outside of London to get a good quality house/flat that I can afford. I may look to move to another country where good quality housing is cheaper.
I may leave London because I can't afford to buy a house
I mean, they'll lead me to leaving London eventually
I might be forced to move further than I'd like to if houses become too expensive.
i need to live in london due to family
I plan to stay in London because I love it and it's all I've ever known. My dream is to live in [REDACTED] where my dad grew up but that's simply unattainable unless I marry rich or rob a bank. I'll probably settle somewhere East like Stepney, Walthamstow or Whitechapel. However, I'd worry about the gentrifying effect that lots of middle class people like myself moving to such areas would have, and how it'd stifle the local community. The whole reason for living in London is that it's a vibrant, multicultural melting pot and unaffordability of housing will only serve to whitewash the city. Building more houses could help with that, btw, would recommend.
I probably will have to leave eventually to buy elsewhere
I really like London, but so do many other people. If housing supply stays as constrained by the planning system as now, I will presumably be moving to a large city in continental Europe.
I really love London and want to stay here. If prices keep going up I'll have to buy a smaller house or one in an area that is less convenient and/or desirable for me
I suspect that I could weather most changes to house prices, financially. It goes without saying that those who cannot weather these changes, or who already cannot even weather the current situation, ought to be considered first here. However, macroscopically, I am concerned that London will become a bad place to live. London already essentially lacks nightlife. There are few clubs, pubs & restaurants shut pathetically early, and a new Gregg's gives certain councils aneurysms. Meanwhile, cars clog lungs and streets, and modded motorcycles emit earth-pounding farts into eardrums at all hours. If house prices (and rents, which follow house prices in the long-term) continue to rise, venues will continue to shut as young people leave. Streets will become empty at night, making them dangerous to walk on, causing more people to leave, making streets yet emptier. World-class restaurants will find themselves in neighbourhoods now considered "a bit dosgy" and will have to move out. Stuff that is cool will turn into stuff that sucks, like "American Candy Shops". Honestly, the big positive draw of London is the good and improving public transport. This, too, requires users, if it is to remain safe and financially viable. I am looking forward to the Bakerloo Line Extension. In short, if house prices keep rising, London will be a bad city to live in. I would probably leave for a different city. I am glad that the Assembly is working on preventing that.
I think I won't be able to do it unless I am partnered with someone. I imagine I'll have to move to another city.
I want to live in london but will be unable to if prices are too high
I want to live in London more than anywhere else in the country. East London is my home and my heritage. The only deciding factor is if I'll be able to do so.
I was born and raised in London and I REFUSE to be priced out of my own hometown! Why should I!
I will always live in London but be sadder and sadder as my as-of-yet nonexistent children all have to share one bedroom
I will be forced to leave london

I will be forced to move to where I can afford, I won't have a choice of location. This is most likely to be hundreds of miles away from family, friends and my daughters school.
I will choose not to live in London due to prices
I will definitely be moving outside London
I will end up leaving the city when I buy in order to be able to afford a house that meets my needs
I will give London another go for 1 or 2 years and if i don't get any housing stability, I'll leave my phd, jobs and friends and move back to Europe. So this is roughly the impact of the rental crisis or unaffordability of the housing market on my future decisions.
I will have to move further out of London if I want a suitable house for a family
I will have to move out of London
I will have to move out of London to buy a house, and may even have to do so to continue to rent
I will inevitably have to move out of London, even with the combined salaries of me and my partner we could not get anywhere near the average of £120,000.00 deposit in London. When looking at lower deposits, we still cannot raise enough within 5 years as we cannot save enough with our low salaries. House prices are too high and subsequently rents are as well. Rent controls would be a substantial help in making this change.
I will likely have to buy away from friends & family & further from work. It's ridiculous & soul destroying
I will likely move out of London when it is time to buy a larger house as a four bedroom house in London is unaffordable
I will likely to forced to leave London unless the housing market crashes, and I hope it does crash.
I will live where I can afford to live, which is an ever diminishing area.
I will most likely move out of London when this small flat I own becomes too small for my needs
I will move further out of London to buy a house with a garden
I will move out of London eventually to somewhere more affordable
I will move out of London to get more space, co-owning a flat is a privilege I have in London but a home with a garden is very unlikely
I will move out of London, that's the only option.
I will need to move out of London to be able to have a property that meets my needs as a disabled person. Once I've paid off my mortgage I plan to move to live closer to my family in Cornwall as I can buy a house there for the price of my small flat but working would be more limited.
I will not be able to afford living in London, which would give me less opportunities if I decided to live outside of London.
I will not be able to buy the home I want as they're too expensive
I will not be able to live in London if I want to buy a house
I will not live in London. I cannot afford it and I expect to have to take a salary cut and move elsewhere to afford a home. My partner will have to move away from her family and disabled sister to afford a home. House prices are the single largest reason for this
I will not stay in London
I will only be able to look in more affordable areas in London and may need to move further out - I currently live in Wimbledon but would probably have to look somewhere like Croydon or Carshalton to buy.
I will probably have to live outside of London and either work for a less successful company, or spend hours commuting
I will probably never be able to afford more than a parking space in London, so am considering emigrating to a country which does not overtly hate young people

I wish to move out of London and hope that I will leave with at least some equity. However, the cladding scandal has thrown this dream into jeopardy.
I won't be able to afford to live in London, a city which I love and where all my family are, if houses remain so expensive
I won't be able to buy my own home and will have to leave London. I'm a born and raised londoner and I don't want to leave but I may have no choice
I won't be able to live in London or even anywhere considered 'commutable' to London
I won't be able to live in London.
I won't be able to purchase something in the areas I want to live in, so I need to move further from the areas I love.
I won't be able to settle in London if I can't afford a property, let alone one that would be big enough for a small family. I am starting to think about leaving London, because I am nervous to put my roots down somewhere that I know, in the long term, I will not be able to afford to live.
I won't live in London
I won't live in London with prices this high
I would absolutely love to stay in London but it feels likely that at some point I will have to move to somewhere more affordable, particularly when I have a family and need space/multiple bedrooms.
I would be forced to move to somewhere with a high crime rate or very far from my work in Hackney.
I would buy outside the M25 if I chose to move on
I would have to move out of London to buy a flat which I would hate to do as I'd be far away from my friends and job. The system is broke.
I would ideally pick somewhere that is improving so my house price doesn't fall less than what I paid for
I would like to leave London because of them but I am from Bristol where there is a similar problem - the prices are lower than London but salaries are also lower so if I moved back there I would likely still be unable to afford to buy. I would be reluctant to move anywhere else alone as I would have no family or friends nearby. So I don't know whether I will actually move away.
I would like to purchase in London, but I may need to buy my first home outside London.
I would like to stay down here but I'll likely have to move back to Scotland too buy a property
I would never leave London because I was born here and it's my home so the house prices are by the by as it's unlikely I'll be able to afford to stop renting anyway
I would rather leave London than live in outer London, where you're just paying for London with none of the benefits. I don't need suburban life, I don't have or want kids, I don't drive. I am in London for its access its culture it's buzz, it's why I've lived here over a decade. If I can't afford to live in an Inner borough I might as well leave
I'd move away from my family and loved ones if I have children because of how expensive it is here
If and when I have children, it's unlikely I will be able to afford a place with enough space in London. Even if I don't have kids myself, it's likely my friends will be forced to move elsewhere, making staying here less attractive to me.
If I am in a position where I could get a mortgage in future, it is highly unlikely I would be able to buy a house in London. I would love to live in London and own a house but I can't do both unless I were to unexpectedly come into a lot of money.
If I am unable to afford a home in London, I would likely seek to leave London altogether.

If I cannot afford to buy in london (which looks likely) then I will have to move out especially if I want to settle down and think about having a family
If I can't afford to buy here I will not
If I can't afford to buy in a few years, then I shall probably give up on London.
If I can't afford to buy in London then I'll be pushed into places I don't want to live.
If i can't afford to buy in london, there's a very real chance that i move to another city, or abroad, where house prices are lower.
If I can't afford to live in London, I will have to leave the city and my job
If I choose to buy a home, I don't think I'll have a choice in WHERE I live, as the shortage in the market will effectively decide where I live.
If I decide to buy a home and I can't afford to, I will have to move outside of London
If I don't stay with my partner who is from a wealthier family than I am, I think I will be priced out of London which is upsetting as it's where I grew up
If I wasn't working in such a London-centric industry I'd be inclined to leave. However, the salary boost in my specific sector for living in London makes the housing costs worth it
If London house prices continue to be unaffordable and supply is not increased, I may not be able to own a home in London and may need to reconsider my social life and job opportunities as I age and think about settling down somewhere.
If London house prices were cheaper I might consider moving closer to London rather than further away.
If London is too expensive I will have to buy elsewhere
If London prices came down then I would absolutely buy here, it is just not feasible right now.
If the prices were lower, I'd consider staying to start a family, which currently looks unrealistic
If they are too expensive I will have to live elsewhere
If they continue as they are I will have to leave. Only my rich friends can live in London.
If they continue to increase, I'll more likely move further out and WFH. I think that's a shame as I enjoy living and working in central London
If they go up further there's no chance of getting on the ladder
If we require to move home to a bigger property as our children mature we will need to leave London against our wishes
If we're priced out we're priced out. Will have to look outside of London. I don't want to pay other people's mortgages for the rest of my life! I want my own mortgage!
i'll hopefully be able to stay in my house due to my fairly unique position here, but i may leave if i continue to lose friends who leave london due to no longer being able to afford to rent, let alone buy
I'll move to Manchester probably and that has ramifications for the cost of housing there too. We must bite the bullet and build more homes.
I'll never be able to afford a place in London
I'm 28, and after I finished university in the north east almost all of my friends moved here to get a leg up in their careers. After 7 years, I'm the last one left now - everyone else has moved back home due to cost.
I'm basically just waiting for my partner to finish her studies as a medical doctor and then am considering moving to Lisbon, Berlin, or possibly New Zealand to be able to afford somewhere to live. If we are persuaded to stay in the UK, it will be in central London, but will require me to take a much riskier career direction relying more on startup wealth than continuing to earn a salary in the City.

I'm far more likely to leave london. This damages london's economy
I'm likely to stay where I am
I'm living with my parents and life is stable, so in the grand scheme of things perhaps not that much impact. I often dream of leaving the U.K. however. I don't really believe this issue will ever be fixed, and it is storing up serious problems for the near future. We are going to see very serious political repercussions to this.
I'm looking to emigrate to a country that builds housing for its residents
I'm more likely to move elsewhere
I'm not staying in London because it's too expensive
I'm not sure, but in recent years I've been wavering on whether I want to stay here, and in Britain in general, because everything is so broken, on top of expensive.
I'm probably going to buy in London soon and won't be affected by prices afterward.
I'm stuck by where I work
It determines where I can afford to live
It has a big impact as I would not be able to afford a flat in inner london and looking to buy somewhere on the outskirts where it is cheaper
It is an extremely important input on whether I choose to continue to live in London. We are actively considering leaving the U.K. because of the dire housing situation.
It is and has been the deciding factor. To stay in London in the hopes of the market changing of my own fortunes changing suddenly is beyond naive. I must abandon my friends and hobbies here, or I will always have strangers dictating for the rest of my life whether or not I can keep a cat, hang a picture, or even stay living in my home
It is the biggest impact
It is the only impact. I would stay in London if house prices were affordable
It is too expensive to rent let alone buy property in London. When I eventually move out of my family home it will be out of London - which is a shame.
it may make it impossible for me to live in London
It may make me move away completely
It will almost 100% have an impact: In fact , it will be key factor in making the decision as to whether or not to leave London altogether.
It will be a significant driving factor and will ultimately decide where we can afford to be - not where we wish to be.
It will be a significant factor but so will my work and the commute.
It will be impossible to ever buy a house outright in london so we will have to move out of london at some point if we want somewhere bigger, somewhere that isn't on a busy and heavily polluted dual carriageway way junction or to own outright.
it will be the deciding factor
It will be the largest impact, prices will determine if I decide to buy in London or move elsewhere and commute.
It will be the number 1 determining factor of whether we live in London (preference) or outside (alternative)
It will clearly mean some places (eg near to my work in Westminster) will be completely unaffordable
It will completely dictate where I live. I will have to leave London in a few years when I want to start a family because there is simply no way we could afford to buy anything bigger than a one bedroom flat here.

It will define where in the city I can afford to buy, in all likelihood on the outskirts, if at all. I may consider moving to another city in the UK like Bristol or even Glasgow, like many other young people are forced to do when they come to owning their own home.
It will drive me out of London and make me less likely to pursue a high impact job
It will drive me out of the city
It will drive people out of the city
It will force me into the outskirts of London or perhaps even further out into the commuter belt
It will force me out of my local area, and possibly eventually out of London entirely to have the size of property needed to raise a family. It's an intergenerational con, that Zone 2 London is kept in aspic, whilst those under 40 are fleeced.
It will have a huge impact - it is currently unsustainable to rent in London with no prospect of being able to buy.
It will have a low impact - I work in a sector highly dependent on London. However my quality of life will erode as house prices rise
It will have a massive impact. I would love to own a house close to where I work in Elephant and Castle, but it is not realistic. This may impact on my decision to move outside of London.
It will impact my decision long-term as the cost of housing vs income will be an important factor if I have children. I am not sure how I could afford childcare and housing costs in London.
It will likely push me out of living in London - despite my life (social circle, career etc) being in London.
It will make me consider moving out of London sooner so I can try and get a place of my own
It will make me less likely to remain in London
it will mean i have to live outside of london
It will mean I may have to move out of London to afford the type of accommodation I would like in terms of size and location. I wouldn't mind living in a flat in central london if the build quality was better and they were bigger/more suitable for families than the current very small 1/2 bedroom apartments with exorbitant service charges.
It will mean I will either have to move out of London or have financial help from somewhere or someone.
It will mean that I live somewhere a lot smaller, further from my friends and from work, and probably do not have space for a family ðŸ˜Ž. Unless I leave London that is, and give up my friends. So it makes leaving London for a worse paying job much more likely
It will mean to buy a property outright I may have to look outside of London. For those who are born, raised, educated and work in London, it feels we cannot live in the city we grew up in and only those that are wealthy can afford to live here
It will price out many young adults and younger people who want to start families so I may have to look elsewhere as would a lot of those under 40.
It will ultimately probably force us to leave if we can't afford to raise a family here.
It would be impossible for us to "buy" anything bigger than a 1-bed leasehold flat in London due to London house prices
It'll be unattainable for people my age and would have to go elsewhere, eventually leading to a hollowing out of London.
It's because of London house prices that I have decided to move away from London.

It's difficult to know - both mine and my partner's families live in south London. We've grown up here and our whole lives are here. We want to start a family and know that with the costs of childcare, we will need to rely on our parents to look after our children in order to go back to work. We will have to weigh up living in a smaller place in London and having help with our childcare, vs moving out and having more space but limited help.
It's impossible to buy a house where we are currently renting.
It's likely I will have to move away from London. House prices are unlikely to fall significantly enough to be able to afford to buy, and my salary is unlikely to increase enough to match current house prices
It's my children who I am very concerned about - if they cannot afford to live here they will leave or emigrate
It's probable that I'll be pushed outside London
It's sort of moot at this point, I don't really have any hopes of earning enough to live in London. I earn roughly 30-40k. I'm self employed
It's the main impact. It's simply unaffordable. Unless I manage to get a high paying job, It'll be difficult to save enough money to afford the deposit and pay the mortgage.
It's unlikely I'll be able to stay in London unless house prices decrease significantly; it'll probably be in outskirts like Reading or similar.
I've lived in London for 20 years, since I mixed here as a student. I can't imagine that I'd be able to afford to do that again. We're moving further and further out of London due to costs - this also stops us from enjoying the arts and culture we moved here for. London will not be the beautiful culture rich city if all creatives are forced to leave.
Large - if I cannot afford to secure a reliable apartment in London I will relocate abroad
Large impact
Large impact, I will likely have to move outside of London if I want to own my own property
Largely - it will make up what I do with work, family, and long term strategies.
Less likely to live within London if I wanted a bigger house (e.g. after having children).
Like I said I'm looking to move abroad, so the impact will be stressful at the time of moving but I believe it's what needs to be done.
Likely to be able to get better value for money when I require a larger home if move outside of London.
Likely to push me to relocate to another global city with lower cost of living (e.g. Amsterdam / Brussels are likely candidates)
LISAs place a limit on the maximum value of a property that can be purchased. If London house and flat prices continue to accelerate as they have been then many suitable properties for myself and my partner may be out of reach.
London house prices dictate where I can and cannot afford to live. High prices in London will drive me further away from the centre of London where all the kobs are. This will have wider impacts on the need for more investment in public transport and services outside of London, when we could instead just build more homes in London where people actually want to live.
London house prices would certainly have an impact, in that you can't buy somewhere where you can't afford to buy! But the trouble is that London rents are so high as to make saving incredibly difficult, so it serves as a block to buying elsewhere as well.
London is becoming unaffordable
London is categorically unaffordable, so I'd have to live in, I don't know, Reading?
Low impact Since I work in London I need to live in London, whether in my own house or as a tenant in a rental.

Main impact - I bought in an area not really where I wanted due to affordability
Make me less likely to be able to live and raise a family where I was born
Makes it harder to live in London
Makes London much less likely
Many people in their late twenties are shifting outside of London, largely due to the incredibly high cost of renting here and the difficulty of buying
Massive - a future in London feels unsustainable and will impact our quality of life if we decide to stay here, especially if we have a family. In some ways it will be a reverse brain drain - as we will likely return to one of the cities we are originally from.
Massive Build more housing
Massive impact - you can only get what you can afford
Massive impact if I'm priced out
Massive impact.
Massive impact. Build more houses
Massive impact. Prices here are so expensive for a city riddled with crime, pollution, and bad policing.
Massive.
Massive. If I can't buy in London I will move elsewhere. Build more homes
Massively, as means I will have to live with my parents until I can afford to move out.
Massively. I would love to stay in London but will not if I cannot afford to do so.
Massively. It is unlikely I'll ever be able to afford to own a home in the city. This will force me to decide between owning my own home and moving away from my work, friends, and family.
Massively. It will be the deciding factor on if I can stay in a city where I work and contribute.
May eventually grind me down and make me move somewhere I don't want to, but this is unlikely as I wish to be close to my family and community.
May price me out if house price growth outstrips wage increases once inflation comes down again
Means I will probably move back to the north east despite enjoying living in London and having family and friends here
Might force us to leave London.
Might move to another part of the country
Moderate effect - probably would want to buy outside anyway but the option isn't there
Moderate; by the time I am old enough and have enough to buy I may want to move out of London for other reasons. However, I have internalised the idea that it will never be affordable to buy in London and that drives how I see my future choices.
Most likely I will end up leaving London
Most of my friends and family are in London, so I would prefer to stay here. I suppose if housing costs became even worse there would come a point at which I would have to leave
My children just wouldn't be able to buy in London even though they have decent amount of savings and both have jobs in London.
My choice on where to live will almost entirely be determined by house prices and rents
My friends and family live here and I grew up here so I'm desperate to stay but if things don't improve I may have to move elsewhere possibly outside the UK

My mother expects I will never get to leave home, and is talking of converting part of the family home into a granny annex should I fail to leave. Should she die (with any equity left/with the house still) she has arranged in her will that I cannot be kicked out, which will burden my sister. The house is in a bad state and maintaining it, even without a mortgage to pay, if I inherit half of it would be challenging
Need to move somewhere we can afford a bigger property
no impact
No.1 factor
None - I am determined to live in London until I am very old
None.
None. I have already made a decision to leave as soon as I can sell.
Not applicable.
Not enough homes being built
Not sure
not sure
Not sure - I would prefer to stay in London. I already live in Outer London, in a more affordable borough so seems reasonable I should one day be able to buy a property here as I am on a professional salary
Oh none at all, I've got a spare £700,000 grand down the back of the sofa. This city is becoming impossible to have a family in. If you don't have family already here or an income below 6 figures you might as well give up. Shameful situation, what are you going to do about it?
Overwhelmingly. I will leave London as soon as my job allows me to, to enjoy a higher standard of living.
Pretty high impact. Maybe it could be berable to play hard and being able to stay with the same level or prices. Although if prices will be rising more, I won't make sense.
Pretty high. There will be nothing but rich people and pensioners who bought their properties years ago.
Price ultimately dictates the options available. Currently I should be able to afford a modest first home (flat) in the area of London I want to live. But a moderate uptick in house prices would influence where I can live or the time frame it would take to afford a property where I do want to live.
Prices too high for me. It means I likely cannot live in London near my family or friends or places I'd like to work. Or I can live there in a small, poorly-made flat in zone 6
Probably leave. Just unaffordable. The slightly higher wages aren't worth it
Probably will move out
Quite a lot of impact of course. It's difficult to even staircase my current property so that I own the full share. Rent and mortgage still take up a big proportion of my income so my ability to afford to buy somewhere in London is still difficult.
Quite a lot, given that most people are priced out of nearly everywhere.
Realistically we'll probably purchase our first home outside of London
Realistically, I will probably move out of London to buy, or get a job where I earn much more money.
Realistically, London house prices mean I will end up buying in the outskirts of Greater London or in the commuter belt, probably.
really dont want to live outside london due to work committments and travel
Reasonably, I may move to a different global city where they are building houses.

Rents are more important than house prices for deciding where I live. House prices are more important for deciding where I might buy in the future
See myself unlikely to earn enough to be able to purchase a home by myself in the city. In the longer term i'm likely to use the equity earned from my current property to purchase in another city in the UK, likely in the north. Otherwise there's always an option to purchase a home with a partner.
Significant - no available housing
Significant, i probably wont be able to live close enough to where i want to work
Significant. Currently not able to afford in the area we rent. Having to look further and further away from where we know
Significant. I am looking to move out of London for financial reasons. Remote working and the relocation of Civil Service posts beyond the South East reduces the requirement for me to live in London.
Significant. If i am ever able to sell my flat once my greedy millionaire building owners comply with safety regulation, the equity and lost earnings from years of not being able to sell will determine where i can live
Significant. Will have to leave soon.
Some
Some impact
Some impact, all depends on actual numbers of course
Some impact. I will most likely end up living in a part of London where house prices aren't so extreme, which probably means living further out than I'd like in a neighbourhood which isn't as well connected to my job, friends etc.
Some, depending on how high they continue to climb.
Some, it really depends on my life situation - given the lack of supply, being a homeowner in any area of the UK is a major financial benefit.
Staying put. Can't afford to leave. Whilst I may get more space rail fares are becoming unaffordable. £45 per day for a travel card from outside of London.
Substantial, I will live in the nicest area I can afford
The cost of living in London is the main reason I will leave.
The determining factor
The issue of house prices is making me consider leaving the UK all together. It is partly the prices themselves and partly Of things such as the protection of pensions and current home owners through Triple lock and planning permissions. The former is at the expense of taxes on younger working age populations. Both create a feeling that governments and councils really don't care about creating environments in which young aspirational workers can thrive.
The lower they are, the better€'
The price hike has already forced people out of the city, leading to predatory landlords in other areas to raise rents and artificially drive the property value up. By the time I have the money to buy, if ever, it seems like the entire country will have become unaffordable.
The reality is that we will have to move away from our friends and our jobs if we cannot afford to raise a family here.
There is a shortage of homes making rents and house prices higher than they should be as new building is overly restricted. I will only live where I can afford so if prices are too high because not enough homes have been built I will have to live elsewhere. House prices absolutely impact where I will decide to live
There is no decision, it won't be possible. This is not a city for ambitious young graduates.

These will have a large impact. If I were unable to buy in London within the next ten years, I would look to buy and live elsewhere.
They are the number one factor. People are having to live in areas they would not choose because they are the only affordable ones. Putting extra strain on other areas of life e.g. travelling to work or having access to good schools
They certainly dissuade me. But I am a Londoner. Born here and proud of it. I have seen it's communities grow and thrive. I know the bits of it that have died and been forgotten. And I remember their former glory. I hold in my mind, London's living memory. I know what it is, what it has been and where it is going. It is home. And I will not give that up lightly
They make it very hard to live in London, and therefore much likelier that I will live elsewhere.
They may necessitate moving further outside the city centre than is preferred
They mean I definitely won't stay in London in the future
They mean i'll move out of the area I live and was born. My job is here so I don't want to but I might be priced out of London.
They need to come down. A lot. It needs to be a buyer's market. I'm not saying there needs to be a crash, but there needs to be a hell of a lot more building, especially building aimed at young singles, young couples and young families, if London ever wants to be attractive to anyone but the already cashed up to live in.
They will always decided where I live - London's dwindling stock across all tenures means that house prices outside the capital are also sky high. I don't want to move out of the city and it's becoming increasingly clear that I cannot afford to live in a commuter town either.
They will be decisive - I'm from London and work here. Most of my friends are here (for now at least) so I would strongly prefer to stay but it is close to impossible at current rents, let alone before further increases
They will decide where I am able to afford.
They will decide where I live, I am priced out of most of London really. Even rental costs are getting so I need to move further out or to an even smaller place
They will determine if I live in London or not
They will drive me to leave the country
They will force me to move elsewhere away from friends and work.
They will have major impact. I would need to weight up the relative advantages of buying in London or moving elsewhere for better housing.
They will likely force me out of the capital and move elsewhere.
They will make me move out of London - the place I was born and have lived my entire life.
They will probably force us out of London. But we'll need to live somewhere we can commute into the city unless myself and my partner can both work fully remote or find jobs in a more affordable place. But it's difficult as currently all our friends are based here.
They will probably prevent me settling in London
They'll make it a nightmare
They're the single most important factor. If nothing changes, I will emigrate as plan B
This will impact security for me and my family. Not only this but the support I need to raise a young family from relatives who live inside London
This would have a large impact, especially considering the size of the property I could afford in London, vs what I could afford elsewhere. This will be especially important when having children - something I have already postponed directly because of housing costs and availability.
Too expensive, may have to move

ULEZ Transport links and cost pollution cost of living cost of food
Ultimately little, it will just effect the quality of accomadation I am able to live in
Unless houses get cheaper I may have to move out of London
Unless you are a very significant earner, buying a property with any outside space seems incredibly difficult. This creates a push factor for people to move out of the city, which itself is a pull factor for those whose social circles diminish as their friends move.
V large
Very big impact, right in the centre of London isn't achievable nowadays. Zone 2 is becoming less affordable too.
Very high
Very high impact
Very high impact since I'll need to move out of London to own a home, which is an important milestone in a person's life.
Very high impact. I would love to stay in London as I was born and raised here but the inability to find let alone purchase anywhere to a liveable standard is extremely difficult and would encourage me to look elsewhere and consider commuting for work instead
Very high impact. Would choose to buy in London for short term (0 - 5 years) but will probably look earlier.
Very large, if too expensive will move elsewhere
Very much so
Very much so. Almost certainly force me away from the area I live and love
Very much so. I can't sell my property at the moment because Help to Buy inflated property prices too much. Now 6 years on, the price still hasn't caught up with market value. Whilst I didn't have the stress of moving every year, I definitely overpaid for the property and am stuck here until the price I paid becomes market value
Very significant
Very significant, for I will be simply priced on the basis of an inept regulatory regime and opposition on the part of existing (entrenched) homeowners
Want to live in London but will move out if impossible
We are committed to living in London and we have a long term plan of 'beating' London by finally getting a proper property (that isn't leasehold) in a nice area but it will not be easy not least because we will need to sell our leasehold flat first.
We love London - our careers and friends are here - but it feels completely impossible to build a life here. Neither me or my partner want to commute from the suburbs or work from home as we were both found this hard during the pandemic, and renting feels increasingly impossible. I'm currently applying for jobs in other European cities as a result (as I'm lucky enough to have an EU passport)
We may ultimately leave the city against our will.
We will have to leave London within 5 years. Our flat is too small for our growing family and we can't afford a larger property in the area.
We would like to have more space but we couldn't afford to stay in our area. Which means longer commutes and affects my health, as I suffer from long covid.
While I would love to stay in London because of friends, work, culture, etc., London's high house prices may force me to move elsewhere to start a family.

Will make me end up leaving the country Born and raised in London, lived here my whole life and yet I'm unable to buy a house in my actual home city so where else in the UK am I expected to live especially as I have no roots, job or family there?

Won't live in London cause it's unaffordable

Yea if the go up any more maybe I'll just have to move to Manchester or Glasgow or something.

Yes, the price of the thing I buy impacts me a lot.

you are paying an extortionate amount for a small barely habitable home

You get more for your money out of London so with an expanding family out of London is the only affordable option

Initiatives to help young Londoners own their home

Q. What initiatives do you think could help those aged under 40 who would like to own their home in London?

Base: all respondents (n=450)

Abolish leaseholds - Stop investors buying up land - Stop people owning homes they don't live in
Established schemes to support young people - Appropriate and 'actual' affordable housing - Increase in social housing - Caps on rent amount - Wage increases
Increasing the housing stock available on the private market by selling council housing in prime locations and building more good quality housing. - Ending stamp duty and inheritance tax so people aren't disincentivised from downsizing their house for tax reasons. - Encouraging mansarding and gentle densification by homeowners. E.g. with community agreed building style guidelines that preserve the character of an area and can be followed to easily or automatically get planning permission. - growing the economy so people under 40 can get better paid - reducing inflation so mortgages are more affordable - the redevelopment of more central areas that are low rise (1-3 stories) to mid rise density
reliable shared ownership schemes - greater regulation of freeholder powers - longer run mortgages - a 'burst' in the property price bubble!
Rent control - more social housing - scrap shared ownership - legislate against ground rents - update the housing code - limit residential property owners - make it law that owners must pay council tax!!! (landlords will pass this on to tenants, but tenants are already paying. So no difference. What it will do is impose a cost to speculative ownership. And empty property now has a cost. And if appreciation is not above the cost, it isn't worth owning the home for the purpose of speculation. Meaning fewer empty homes. And increasing incomes to local authorities)
Zoning-based planning reform and higher housebuilding targets, which would give homebuilders the certainty, permissions and land they need to build medium-rise particularly near railway stations. The increased supply would give young prospective homeowners more choice, and stabilise prices over time. - Greater rights for leaseholders (e.g. regulation of service charge rises) or replacement of leasehold with commonhold. - A requirement for transparent information on the quality and state of repair of housing blocks. - Reform of the Lifetime ISA to allow young people to withdraw their savings to buy houses worth more than £450,000. - Reform of mortgage regulations to allow more financial institutions to offer 5% deposit mortgages, and to accept past rent payments as proof of an ability to manage money (boosting Credit Scores for people who have always rented). - Stricter penalties for people who buy 'investment properties' that sit empty for most/all of the year.
0% interest deals or deposit deals.
1) Build more houses to increase housing supply 2) Sell off social housing in Inner-London, using the money earned to rebuild higher-density social housing in less desirable areas. There's no reason to have Whitechapel subsidising unproductive families when it's next to the most productive area of the country. 3) Build higher density housing for professionals.

1) Please - any type of regulation of the rental market as the costs are stopping people saving for a deposit. Could rent increases be at least capped at CPI? Would it really put landlords out of business if it was capped at double the average wage increase? Also - many landlords are not at risk of selling up at all, there are lots of private equity firms/pension funds that are in the build to rent business who are essentially profiteering off inflation busting rent increases with zero oversight or regulation (for example, Graystar). We and many of our friends have faced rent increases of 25 or 30% (starting from an already high baseline). Other things that would help: Open-ended rental contracts so we don't have the cost of moving every year eat up our savings. A longer notice period so we don't end up "in between flats". 2) first dibs for first time buyers who already live in a local area? 3) make banks put up their rates on savings accounts with easy access, or create a special product where access for the purpose of buying a flat is allowed 4) improve transport to and from commuter cities, particularly in rush hour. We have family in Coventry which is just over an hour from Euston, but trains in rush hour on a weekday are £170 return and I need to be in London before 9 most days as I teach. The story is the same for many other cities people would consider moving to. What is going on? 5) please - build more houses

1. Adapt salaries to current house/rental prices. 2. Introduce rent controls so that landlords cannot just increase rents or kick out people just because they feel like it. 3. Introduce a system of shared ownership where rent or part of it helps buying extra shares of the property. 4. Allow parents living abroad that can offer financial proofs to help cosign mortgages. 5. Discount income tax in case of interests paid on mortgages for young people. Currently this happens only if you buy to let which legally shows how only if properties are an economic asset or a source of income they are granted government support. Housing is a right and a young person deserves some government support to buy a home especially if they face astronomical interest rates on mortgages.

1. Build more homes, at different price points. This includes homes for sale, but also to rent, at social / intermediate / market rents. This should also include homes directly targeted at young people, with possibly shared facilities to cut costs and respond to current trend of homeworking, and with space for childcare (as it's also a large cost for this group) 2. Keep interest rates above 3% - or above whatever is appropriate to avoid an influx of cheap money that will only increase demand while the supply stays low 3. Do not give as much weight as now to existing residents negative feedback on planning permission - of course most homeowners won't want new supply that might depreciate their own home! The expectation that houses have to increase in price must change. 4. Tackle the anarchy of the private renting sector - with lower rents, it would make it easier to save for a deposit. The end of no fault evictions would also make it easier to stand up against unfair rent rises.

1. More education in schools around saving practices - ISA's etc 2. Easily available 5% deposits with good records of rental payments counting towards affordability checks 3. 30% of all new housing marketed and sold as affordable housing with priorities for local borough residents first

1. Publishing a list of house/ property designs which can be expedited through the planning process, perhaps directed by a central office which can overawe local opposition. 2. Building more high-storey Singapore-style residential condos. 3. Building more Paris-style 5 or 6 storey residential. N.B these proposals all involve building more. No matter how you try and cut it, anyone who has ever glanced at the first page of an economics textbook could tell you that the reason why Londoners have to fork out 10-50 times their annual salary for a house is because we haven't produced enough housing supply to meet demand. There are no other clever schemes or pieces regulatory engineering that we can pull. There are no free lunches. The ONLY initiative that could help those under 40 own their own home is building more.

1. We need more homes. That's it. We don't need more schemes we need more liberal planning that allows more homes of sufficient quality/density to be built in the places people want to live. 2. LISA limit in London needs to be extended to reflect the increase in price of housing.

100% mortgages that are kept by the same lender for 25 years backed up by quality investigation into the individual's ability to pay.
100% mortgages with rental records as a means of ensuring stability. We both have rented consistently for over a decade, paying more than a mortgage amount each month. Does this count for nothing? Also and obviously, better quality and more homes need to be built or brought into social stock.
- affordable Mortgage payments - zero deposit/ lower deposits
A large house building initiative that involves removing restrictive planning regulations and reducing the powers of NIMBYs to block housing developments.
A massive building campaign, and a national reduction in immigration.
A massive building program with the planning system reformed so that development is the default, and the power to object taken away from local nimbys. The abolition of the Green Belt.
A planning system that is far less discretionary and allows huge quantities of dense, tall housing in the areas with the highest prices/rents
A policy of banning foreign buyers from buying residential properties as investments, similar to the law recently enacted in Canada. Building new homes that are affordable. Helpful programmes and schemes that will replace Help to Buy and the Mortgage guarantee scheme to assist young people in buying a house.
A right to buy at a lower starting price if you've been resident in the community for a certain amount of time LOWER RENTS so we can actually save some money - this means more social housing as well, as well as a cap on the maximum percentage by which landlords can raise rent with existing tenants Build more houses! Please! And make a larger percentage of new developments affordable. Do not pay attention to NIMBYs who are worried about their views.
A way of using rent payment proof that you can afford the monthly payments and decreasing deposit %
- Building more social housing - Ending buy to let for old properties - Swap council tax to landlords, not tenants - Limiting yearly rent increases - Allowing suburbs to build up to 5 stories, rather than keeping 150+ year old housing stock static - Minimum contract length for landlords of 5+ years, with tenants able to leave at any time - Strictly limit items landlord is able to claim deposit for - Ask landlords to put in a deposit that the tenant is able to use for repairs - Make mortgage finance more predictable (simple salary multiple for affordability calculation) and fair (get rid of wage multiples over 4.5x, limit buy-to-let finance, limit interest-only products currently available only for high earners) - Removing student finance, pension payments, and flexible employment as a factor in mortgage applications - Land value taxes
Abolish leasehold, more affordable social housing to make it possible to save
Abolish leasehold. Build quality, truly affordable property. Make it extremely difficult and expensive for overseas buyers.
Abolish the UK planning system and just allow developers to build lots of housing. Look at Japan's or Poland's system for suitable alternatives.

Abolish, cap and / or provide a FAST and reasonably priced means of removing ground rent on leasehold properties. Nobody wants to buy a flat with ground rent so huge numbers of properties are essentially excluded from people's searches as long as people are looking for the needle in the haystack share of freehold flat with no ground rent. Existing owners must be able to address this at a reasonable price and in a reasonable time frame (not two years!) to unlock the flats market. Regulate managing agents of blocks of flats to prevent them effectively having a blank chequebook, people are wary of this with leasehold. In London people often buy to escape renting in order to get a 'foothold' in the city. For the price it should offer more than an escape from renting and should be more about what type of property the consumer wants and the benefits the huge purchase offers them. Start to transition to Commonhold tenure. Nobody wants leasehold but they have to settle for it.

Access to good saving schemes, encouraged to start young. Wages high enough to save and live comfortably. Cost of living, rent, travel, car, car insurance, childcare, food outgoings make it hard to save when on an average income.

Access to lower deposit mortgages

ACTUAL affordable property. Shared ownership 'affordable properties' are a good idea but every flat is so ridiculously overpriced (like yeah, this tiny 1bed newbuild flat is totally worthy 650k, it's definitely not overvalued by 150k compared to similar local properties... /s) that shared ownership is just as unattainable as any other type of property. It would require central government legislation, but giving councils the power to hand out HUGE fines for developers that fail to deliver the amount of affordable properties they promised (e.g. the promised 40 affordable units and were granted approval on that basis, but in the end only delivered 15 units - FINE THE DEVELOPER 15% of the total cost of the development). The initiatives we have already are good in theory but in practice can be so easily superceded by shitty developers/investors - enforce the initiatives we already have PROPERLY.

Affordable and pleasant housing

'Affordable housing' as currently branded is a gimic and must be scrapped. New homes must be banned from being sold at more than the average price per square foot of equivalent homes by size e.g. flat/ 3 bed house in a vicinity of a half a mile radius. Ninety five percent of new homes for sale should be set aside for people who already live or work in London. The other five per cent for people who plan to work in London, or want to return to where family live, special circumstances etc. Really prices should be tied to local salaries though I can't see that ever being implemented. Local authorities should stop selling homes on land they have developed at massively inflated prices (as high as 30-40%) to cross subsidise other house building on a site or other council costs. It risks people going into negative equity and morally seems so wrong when Councils should be building homes for the local community. Companies and individuals should be banned from buying new homes whether as investments, to let or be kept empty. No new homes designated for sale should be available to buy-to-let landlords, only to owner-occupiers. New homes should have discounts for key workers who work in that area ie. below average market price for the area on the caveat that the homes are sold only to key workers in future. Where Councils own the land e.g. brownfield this should be perfectly feasible because they are not paying any land costs so will still make profit on a 20-25 per cent reduction in price. Homes need to be family sized instead of endless one bed and small two bed flats. People want gardens and space especially after the pandemic. That is one reason why so many families leave London. Graven Hill (Oxfordshire) style self build plots with pre-installed services should be made available in London boroughs as this can be a much, much, more cost effective way of owning a home than buying a new build, an older home or a pure self-build. Again key workers working in the borough the lots are in should be prioritised, then key workers living in neighbouring boroughs etc. The plots should be genuinely affordable, not at inflated prices.

Affordable housing directly for under 40s Grants to young people from disadvantaged backgrounds Providing a loan arrangement that can be borrowed for those aged under 40
Affordable housing, re-thinking set up of mortgages
Affordable prices, that's it. So schemes or initiatives are good enough to solve the problem.
Affordable rent schemes, and building an enormous number of flats. These have to be in places where people want to live - which is not impossible!
Aged related policies to help with obtaining a first mortgage. General increases in housing supply. Targeted schemes to making housing available for suitable young professionals who want to get onto the market.
Allow rent payments as evidence people can afford to pay a mortgage. Support middle-income people who don't get help with childcare/benefits etc. in new build complexes - consider a bursary for young families who are working and not on benefits. Consider bursaries for creatives.
Allowing those renting to use their rent record of proof they can afford a mortgage. We don't need initiatives we need products and properties to be affordable for those earning what used to be considered a decent salary of approx 25-30k per annum. So many essential workers are in this bracket yet can't afford to live where they work.
An entire system change is needed: For example not charging interest at all , and/or solving the inflation and cost of living crises for once and for all.
Aside from subsidies or grants I struggle to imagine. It's also not just owning 'any' home - it's about owning the 'right' home, in a nice area where you want to raise children
at least 3 million more homes
Attractive affordable housing schemes with means tested reduced property prices More support from councils for young people who are willing to reclaim or re-use commercial space, build on small plots High taxes on second homes in London to make them unattractive as an investment.
Backing the polluter pays amendment to the building safety act. Commonhold now. Not leasehold.
Banning buy-to-let homes. Reduced deposits based on good rental payment history. Re-introduction of good quality council housing.
Banning MPs from being landlords so as to allow parliament to actually pass laws that are fair to renters Building new properties whilst preventing them from being sold to investors, either domestic or foreign Implementing rent caps whilst simultaneously building new properties Executing all landlords
bring a fair scheme back like help to buy
Bring back 100% mortgages. I can show you evidence of paying rent for 16 years. I can show you evidence of paying over £1k rent for a 1 bed flat for over 5 years. I can afford to service a mortgage. I cannot afford a £30-£40k deposit.
Bringing the 95% mortgages scheme back
Build a lot more homes in London - the only real solution! The other thing that would be helpful is to remove some of the arbitrary caps on govt support (eg having a cash limit on the house price when buying with a help to buy/lifetime ISA as this has not increased with house price inflation, so this support is now inaccessible as the house price limit is too low. Raising the limit would have zero cost to govt, but would enable people to afford prices in London slightly more easily)
Build a lot more homes in London.
Build a lot more homes!!!!!!!
build a lot more homes, including selective re classifying of green belt land
Build a lot more homes.

Build a lot more homes. Build more densely. Stop creating places filled with offices that require 1 hour plus commutes and build liveable places that are denser and are closer to where people work. We've created a hugely expensive transport network to funnel people from out of London into the centre, in part because we've been rubbish at building liveable places at the right density for decades. 50% of people (probably more in London) can do their jobs from home now. Why would/should they spend hours commuting to an office because government policy has made home near their job completely and astronomically unaffordable? Also, build many more social homes and fix the shared ownership model properly - don't just keep trying to sell it harder and trap the wrong people in it as a tenure. Also fix the cladding scandal which has been like a sledgehammer to the leasehold market in London.
Build a lot more homes. Stop blocking homes and give planning permission
Build a lot more houses and flats. Anything else is window dressing.
Build a lot more houses. Build more social houses.
Build a lot more houses. Density within London, and build on the green belt outside London. The problem is supply and the answer is supply too - schemes to subsidise demand (such as help to buy) only make the affordability problem worse. Separately improving conditions in the rental sector would help to make buying more affordable. Again a large part of the answer here is building more houses but measures to give tenants more rights and curb landlord excesses would help too. If rents and other costs were lower people would find it easier to save for a deposit
Build a lot more social housing Rent to buy Rent caps
Build a lot of houses Build a lot of council houses Build high density high-rises and improve local infrastructure to accommodate Change planning law so feckless NIMBYs can't torpedo the above
Build affordable homes.
Build as much as possible, of all types of housing, everywhere across London. Particularly everywhere within a mile or so of a tube station. Quantity!!
Build build build.
Build build build. Led by state if necessary. Restrict ownership by overseas buyers. Explore whether current developers are making excessive profits. Release land for self build. Less leasehold. Build.
Build far more homes, and don't let the rich boroughs block housing
Build homes. Supply side reforms are the ONLY way out of the housing crisis. Not loans, not shared ownership, not rent to buy, not zero deposit mortgages, not affordable housing quotes. Build more homes - of every type, everywhere
Build houses, abolish the green belt
Build houses, build flats, luxury, affordable, brownfield, green belt, it doesn't matter - just build! It's simple supply and demand, there's huge amounts of demand, and no supply! Take planning permission out of local residents and council's hands, they've shown they can't be trusted.
Build houses.
Build hundreds of thousands of new homes nationally every year, with a significant number of these in London
Build loads more houses and reserve them ONLY for resident Londoners and then the wider UK. NO overseas buyers. Massive discounts for key workers.
Build loads more houses, ignore the NIMBYs Ban landlordism, force them to sell their second homes to local authorities to rent socially
Build loads of houses so the price goes down
Build lots and lots and lots more homes. Reform planning law. Build. BUILD BUILD BUILD.
Build lots lots lots more flats and houses in London

Build lots more affordable housing
Build lots more homes, ideally where jobs and transit connections are (i.e. zones 1+2)
Build lots more homes, the demand needs increased supply to be met
Build lots more houses and limit the amount of houses greedy landlords can buy
build lots more houses, and if any individual living in zone 1 submits a noise complaint they should be removed from the property via compulsory purchase and forced to go and live in Buckinghamshire
Build lots more houses, starter homes. Offer 100% mortgages
Build lots more houses.
Build lots more housing, reform planning law, and densify existing housing structures.
Build many more homes
Build many more homes including many thousands of lower cost homes. No scams and tricks like shared ownership, help to buy, no deposits needed etc that only increase demand and push up prices further. We need supply. Also, stop buying existing homes rather than building new. It solves little as we need a net gain of housing not existing homes juggled around and hurting private renters who are forced out
Build many more houses. Nothing else will help.
Build many, many, many more homes. A land value tax would help too
Build millions of new flats.
Build more
Build more
Build more affordable houses, prevent investors from driving up the prices
Build more AFFORDABLE housing & regulate rents.
Build more and beautiful. People would be less against building high of the places and buildings looked pleasing to the eye.
Build more bloody houses and deport nimbys
Build more flats and make leasehold terms safer.
Build more flats. Build more flats. Build more flats. Build more flats.
BUILD MORE HOMES
BUILD MORE HOMES
Build more homes
Build more homes
Build more homes
Build more homes ???
BUILD MORE HOMES Don't let homeowners prevent building. Get rid of red tape around building from nimbys.
Build more homes especially on green belt land
Build more homes in London
Build more homes more densely.
Build more homes that are affordable, help in an efficient way to lower tax, interest and inflation rates so you don't lose your young workforce
Build more homes to drive down property prices
BUILD MORE HOMES!!!! There's just not nearly enough supply in London and we're being strangled by the green belt. We need to be building tonnes of new homes to keep up with the demand - at the moment homes get snapped up so quickly as soon as they come on the market.

Build more homes, and increase levels of density in areas where demand is high.
Build more homes, especially social homes. Many supposedly affordable homes are anything but. There is even a development near me which claims to have affordable homes, but they are same price as thier other flats, but you can get with them with shared ownership, which is itself rubbish.
Build more homes, in every borough, with greater height/density and including on green belt land
Build more homes.
Build more homes. I would especially encourage: (1) Building up central London. (2) Converting some City (Square Mile) office space into housing, where possible. Otherwise, convert commercial space into housing, and office space into commercial space. The City is full of buildings but empty of people. (3) Replace parking lots with blocks of flats. I am thrilled about the O2 Centre Development in Camden. Lib Dem opposition there is probably the single biggest reason I left that party (as mentioned, I was insulated from their earlier, tuition-related betrayals) (4) Where possible, extend houses out onto wide roads. Alternately, remove flyovers to make room for flats. (5) No golf courses. London is a city, not the Scottish highlands: it neither needs nor benefits from golf courses. Many can be absorbed into neighbouring parks if "green space" is a genuine concern, but some I think would be better as new neighbourhoods. (6) Infill development of housing estates. Many housing estates have blind alleys and dead zones which make them unsafe. Dark lawns in the front could be converted to 3-floor buildings with ground-floor shops, improving the street while increasing supply of housing AND (similarly scarce) commercial space. (7) As a last resort, improvements to transport, especially increasing trains-per-hour in South London, could help distribute demand more widely, allowing people to live in areas that would otherwise have been impractical. Some people my age may suggest some skrt of a crackdown on empty buildings, but that's dumb. There should be more empty buildings, so people have more to choose from. I think the idea that we have enough buildings, if only people would stop hogging flats, does not deserve to be taken seriously.
BUILD MORE HOMES. Of all kinds. Build up (increase density) in Zones 1-2. We have a devastating shortage of homes in London. Ignore the loud minority of objectors who are isolated from the effects of the housing crisis and build for the voiceless majority who are desperate to own their own home.
BUILD MORE HOMES. BUILD BUILD BUILD BUILD BUILD
Build more homes. Create new communities and make them commutable to the major parts of the city. East London is a baron wasteland. Create far more density there.
Build more homes. Do not allow homes to be bought by landlords to rent out
Build more homes. Hundreds of thousands of new homes every single year.
Build more homes. Lots more. Ignore selfish blockers and build the infrastructure that makes new homes feasible. It isn't rocket science.
BUILD MORE HOMES. New homes/flats to bring the prices/rents back down to sustainable levels and allow people to keep more of their salary. Real supply-side reform, not more demand subsidy.
Build more homes. This is the only solution. It will fix the problem. We should specifically *not* pursue more supposed 'solutions' like Help To Buy that simply increase demand for housing, thereby making the affordability problem even worse when that demand is not matched by an increase in supply. The London Assembly and Mayor should be given control for all housing development within London, to take a strategic approach to the development that is needed.
Build more houses
Build more houses
Build more houses
Build more houses
Build more houses

Build more houses
Build more houses
BUILD MORE HOUSES
Build more houses
Build more houses
build more houses -- both private and social. increase enforce rent controls to discourage exploitative landlords and letting agencies guarantee 100% mortgages for young londoners who already pay more than they would in rent than they would in mortgage payments
- Build more houses - Enforce stricter limitations on AirBNBs so that people get to live in these properties rather than tourists on short term visits - Regulate landlords to stop available homes Being bought as investments by landlords
Build more houses - until supply increases substantially there will remain problems. Mortgage guarantees - these could help provide access to larger loans where someone can demonstrate they can afford the extra payment. This should not be a loan like help to buy not share to buy both of which include extortionate fees.
Build more houses AND better transport links, including Underground or rail. Redevelop brownfield land. Abolish or reconsider the green belt.
Build more houses and build up/increase density Increase transport links (and other investments) in the rest of the country to drive down prices in London Change freehold/leasehold system to a smarter more modern system that allows for freehold/share of freehold for flats
Build more houses and don't make them ugly boxes clad in plastic. Victorian style mansion blocks like around Sloane Square is perfectly feasible if we had any will to increase housing stock
Build more houses and flats in dense neighbourhoods like Paris and Barcelona
Build more houses and flats. Ban foreign ownership of new developments. Place a restrictive covenant banning letting on a significant proportion of new builds. But mainly build much, much more housing.
Build more houses and flats. Lots more. Probably more than you think are needed. Fire planning officers who use word "refused" more than once a week.
Build more houses and more truly affordable houses! Simplify the planning process and stop people who already own property from pulling up the ladder behind them. It is not fair that someone who owns a million pound house should be able to object to affordable housing being built because they believe it will be a minor inconvenience to them.
Build more houses by any means necessary. Any downsides to doing so, of which admittedly there are some, pale in comparison to the damage done by not doing so. This is the only answer.
Build more houses everywhere. Make supply outstrip demand.
Build more houses Some kind of ban / limitation on people buying second homes (or certainly more than second) - especially new builds Limiting non-residents buying property
BUILD MORE HOUSES STOP SUBSIDISING DEMAND AND GET GOING ON SUPPLY
BUILD MORE houses that are specifically for first time, working , British workers
Build more houses to lower house prices. Allow further high density developments.
BUILD MORE HOUSES!
BUILD MORE HOUSES! Planning reforms are essential to ensuring viable housing developments are not blocked bull self-serving councillors
Build more houses!!!
Build more houses!!! Help to buy, LISAs ect just increase house prices by stimulating demand - the fundamental problem is supply. Just build more houses.

Build more houses, build more local authority properties, take action on land banking, take action on empty properties
Build more houses, of all types, sizes or tenure. Anywhere.
Build more houses. Mortgage insurance, so you need smaller deposit requirements.
BUILD MORE HOUSES. This isn't complicated or hard you are just bad at it.
Build more houses. Build schemes for first time buyer and under 40s
Build more houses. Density is very important too. There's too many restrictions on extending current houses, and building new.
Build more houses. Huge numbers more are needed. Ideally it would be virtually impossible to object to planning - so many are rejected for spurious reasons. I'm sick of hearing about how developments would only be "unaffordable flats" from people who own their homes - they have no concept of housing costs today
BUILD MORE HOUSES. It is absolutely obscene that small minded groups of already existing homeowners (who don't speak for the majority of their community or the city) can continually stop much needed developments being built on underused land. I live near Greenwich and councilors keep bowing to pressure from a small minority to prevent flats being built on sites that are currently car parks.
Build more houses. It isn't just about people who would like to own a home within London- building more will bring the renting price down, boost the economy, and alleviate the housing crisis everywhere for when we do want to buy a home (whether in London or outside).
Build more houses. lots and lots
Build more houses. Lots more houses.
Build more houses. Most demand side interventions, seem to just add more to prices.
Build more houses. Much more. I'm talking hundreds of thousands if not millions. The U.K. is around five million homes short of what is necessary; with London making up around a sixth of that population, that means we need around 850,000 homes minimum. Build them!
Build more houses. Reduce deposits to 5%.
Build more houses. Rent controls don't deal with the fundamental issue. Build more houses, and penalise boroughs who do not. High density housing is key, as is the ability for those who no longer require huge houses to move. They shouldn't be treated as an investment, but an appropriate place to live for someone.
BUILD MORE HOUSES. Schemes such as help to buy and LISAs only serve to subsidise demand instead of tackling the root of the issue which is insufficient housing supply.
Build more houses. Take the stronghold of nimby planning off the necks of people.
Build more houses. Work with central government to reform planning laws. Elected officials stop being NIMBYs.
Build more houses/flats please. Gentle density like mansion blocks and townhouses as flats would be perfect - see Kensington, see Islington for examples. Please ignore the NIMBYs because the situation is simply too dire at the moment. Also build on station car-parks, hell, build on all the car parks (especially that one in Greenwich by Ikea).
Build more housing
Build more housing and create affordable schemes for first time buyers
Build more housing so house prices fall and there's more options for buying (or renting) a home
Build more housing!
BUILD MORE HOUSING!

Build more housing, especially council housing. Schemes to help younger buyers have only led to increased prices and more misery - we need more housing and we need it now.
Build more housing. More medium density properties. Rent control, to allow easier savings for deposits.
Build more housing. Regulate the rental market and it's prices. Have consistent first time buyer initiatives. Prioritise residents who have been in the UK/London for more than 5 years.
Build more properties
Build more properties, certainly more family properties. Redefine what an "affordable home" is, it should be based on a x4.5 ratio of the median income of London boroughs and not on the value of existing property. Completely ban the premise of listing or selling properties off-plan to foreign owners and businesses. There is already a huge demand for housing in London there is no need to sell abroad. Reintroduce a first time buyer isa for London, and build more again.
Build more quality, affordable homes close to transportation links. Some areas even in Zone 2 have little density, so there is plenty of room to build more even within central London.
Build more truly affordable homes, not the "affordable" homes that are part of all the big new developments which don't seem to actually know what affordable means to most people
Build more, stop landlords from owning more than 3 properties, rent caps to prevent profiteering by landlords, basically build more for supply and make it less attractive to be a landlord so there are more homes available to purchase
Build more. Automatic approval of all housing applications. No damned community meetings only elderly NIMBYs can make. Build, build, build! I want to see so much construction all around London that housing becomes cheaper than just about any other major purchase. Deregulate the planning system and build masses of council housing - anything to increased supply and drop the price of a flat to something reasonable. Someone earning minimum wage should be able to buy a flat or a house in London, and the only way to achieve that is to crash the housing market so it reaches £50,000 or so for the average property.
Build much more houses, abolish the green belt, relax planning laws, and only subsidise demand for those with British citizenship.
BUILD ON THE GREEN BELT. Very simple, we're in a supply side crisis and we have been building nowhere near enough houses. Policies to like right to buy do not address supply.
Build radically more houses. Scrap planning. It is utterly, utterly deranged, not to mention immoral, that, for example, elderly local residents near me (often as part of residents associations) can block development, or object on aesthetic or other spurious grounds causing delay and inflating cost. Please build more ten storey blocks of flats in central London, on green spaces, spaces occupied mostly by cars, or by demolishing existing low density buildings.
Build significantly more houses
Build some effing houses. Build some flats. Build big houses. Build small houses. Build on greenbelt. Build on brownfield. It doesn't matter what exactly what it where, just build.
BUILD SOME HOUSES/ flats There is no other solution. Rent control does not work. Increase the supply of housing to reduce the cost, simple supply and demand. You can do it!
Build some more houses. That's literally all you need to do. The population of the UK is growin rapidly, all the good jobs are in London and yet all of zone 3 is semi detached 2 story houses. Let people build flats/3 or 4 story terraces etc

Build vastly, vastly more homes. That's it. There are no other solutions, unless you are planning to evict older people who have larger houses. There are more people who want to live there than houses that are currently available! Stop using developer levies to fund affordable housing (which can only ever be a small part of the total) and use that money to invest in building more - faster planning, subsidising brownfield sites, replacing old council buildings.
Build way more houses
Build, build, build. Every initiative aiming to further spur demand for first time buyers, without fixing the supply side will only continue to make it more unattainable for people like me.
Build. More. Houses.
Build. More. Houses. Reform planning process to reduce influence of NIMBYs over proposed developments. Build on (parts of) the green belt. Build on (parts of) golf courses. Fairways are awful for biodiversity, and golf courses are inaccessible to public. You could build homes on half, and turn the other half into public woodland and you'd have a gain in both housing and community amenity. Build new rail stations on existing lines where it could enable development. Enhance rail services on existing routes which have fewer than 4 trains per hour (e.g. Thameslink Sutton loop). Build new rail / tram lines.
Build. More. Houses. The only way to do it is through top to bottom reform of the planning system. Dis-empower the NIMBYs
Build. More. Housing!!!! Relax planning rules and build more social housing
Build. Some. Fucking. Houses. 80,000 per year minimum for 10 years. Affordable housing is affordable for some. Stop pretending you can get social housing on the cheap. You can't, you've tried and failed for 40 years.
Building a huge number of new homes to match supply to demand
Building a lot more homes.
Building a lot more houses
Building a lot more housing
Building homes in a way that is not solely governed by the profit motives of the cartel of the 8 big housebuilders that operate in the UK. IE> building loads of houses. This is obviously a simple thing to say made up of many elements. And is complicated by lack of companies to build houses, lack of people with the skills to build them, restrictive migration policies which prevent people moving to the UK easily to do so. But maybe there can be initiatives around people developing the skills to build; bricklaying & roofing etc. to develop a workforce able to build its own homes.
Building homes. Being brutally honest with nimby blockers and politicians that their selfishness means their kids will be poor.
Building loads more homes.
Building lots more homes in London
Building lots more houses, encouraging density and extra stories on existing properties, demolishing old, low-density housing and replacing with medium-density blocks
Building many more homes and in much higher densities in desirable areas
Building many more houses!
Building millions more homes and public transport in London, including on the green belt. Our current housing targets are completely unfit for purpose as they seek to maintain the status quo in terms of affordability or improve it on the margin, whereas in reality the status quo is already completely unaffordable. We should also introduce a spare bedroom tax for homeowners living in large underoccupied properties; and increases taxes on rental income for landlords.
Building more actually affordable houses that aren't just bought up to be let immediately

Building more flats (make planning permission easier etc), limit people buying 2nd homes and overseas buyers, leasehold changes so service charges aren't as extortionate
Building more flats and social housing Incentivising low cost housing Councils building starter homes
Building more flats.
Building more high density housing
Building more homes
Building more homes
Building more homes
building more homes
Building more homes and taking development decisions away from local groups. The recent decision not to develop the car park at Cockfosters is a particularly egregious example
Building more homes in London Other schemes designed to reduce house prices.
Building more homes is the only solution - increasing supply over time will reduce or stabilise prices. It will also reduce the ability of landlords to charge excessive prices which will help people save towards deposits over time. Rent controls will simply distort the market and exacerbate inequality.
Building more homes to reduce the prices is key. Build more, build more, build more. Having extra schemes specifically for 1st time buyers is important. Getting people on the property ladder is more important than those who are simply upgrading their home.
Building more homes, increasing density
Building more homes. Demand side reforms won't make a difference. The only way is building thousands of houses and flats
Building more homes. Permit reform, preventing nimbys from vetoing housing in their areas, building high quality dense homes, preventing empty homes, fewer landlord friendly policies, more housing in the green belt near train stations so people can easily commute.
Building more homes. That literally the only way to ensure prices come down or don't increase further.
Building more homes. The other initiatives that have been tried just push prices up further.
Building more houses
Building more houses
building more houses permitting more houses to be built not intentionally restricting the construction of houses and flats releasing land to put more houses on creating a better system of land use allocation
Building more houses so there is more offer to meet the demand
Building more houses!!! Subsidise supply
Building more houses, including on the Green Belt. Removing the ability of local councils to block development. House-building needs to be a national mission, with London playing a part.
Building more houses, short-term rental tax, first time buyer loans/grants, vacant property council tax levy. Not all good ideas, but would boost homeownership
Building more houses, tearing down existing one story constructions, building on all available public land, repealing onerous regulations, paving over green belt
Building more houses.
Building more houses.
Building more housing. Reforming leasehold.

Building more housing. The Centre for Cities has suggested relaxing Green Belt restrictions around train stations. This would be a start to freeing significant land. The GLA must also understand the importance of filtration - i.e. that building high-value housing reduces housing prices across the board, as it reduces the number of high income people competing with low-income people for more affordable housing - and stop blocking housing due to overly restrictive "affordable housing" quotas. The GLA should also simplify its grants for building social housing to allow boroughs to expand their social housing stock.
Building more social housing at realistic rents nothing else will make an impact.
Building more vastly more apartments and public transport throughout the city, alongside rent controls
Building supply of housing Reforming the planning system to make building easier
Building very large numbers - probably millions - of new homes in London. Ideally by deregulation/otherwise making it easier for the private sector to build, but state building programmes would be much better than nothing.
Can't think of many policies targeted directly at ownership which wouldn't be inflationary (help to buy). Social housing being built in large quantities the best remedy as would offer more people security and ability to save. It's presence would also put downward pressure on prices in the private rental sector and for owner occupancy more generally. Rent controls and taxes for multiple home occupancy also essential. Anything to discourage property speculation.
Caps on rent! So we can save! Or some sort of government support to save in other ways? More %s of affordable homes in all building?
Central, regional and local government building much more housing, switching to a land value tax/proportional property tax, conversion of disused commercial property, allowing more stories to be added to existing buildings
Certainly not rip off schemes like help to buy and shared ownership that benefit only the developers
Cheaper housing More social housing Better wages
Cheaper housing. Lot's of ways to do that
Clean and solid rental history being used as evidence for affordability for mortgage approvals, more diversity in rent-to-own properties, so-called "affordable" communities actually being affordable
Co-buying a home with a friend was, and remains my only opportunity to purchase a property in London. It remains a rare pathway to ownership and I feel like its benefits should be publicized better as an alternative to traditional ownership routes (e.g. with a partner or solo). Improved access to savings accounts and ISAs which provide good returns that can be used specifically for a deposit - as the Help to Buy ISA is no longer available. Initiatives to help people purchase ex-council properties could help regenerate deprived areas also.
Compulsory purchase of landlord properties, guillotine them all
Consideration for single people purchasing.
Create a land value tax. Create other tax incentives to change behaviour so that people invest in things other than housing. Build a lot more housing. Demolish low quality housing.
Create better opportunities in other cities, remove convicted criminals from the city and other anti social people
Demolish all the bungalows outside Bermondsey station and build tall houses. As a start. Build tall buildings around train stations zones 1-7, as a start. Build many houses
Deposit boost, 100% mortgages
Deposit support, lower rents

Education programmes for those in secondary school/University and in local community centres. Financial aid - you spend billions on a pointless railway (HS2) but can't spend a little extra to help those you're meant to?
Evidence on innovative solutions should be researched more, but I favour here Western/Central European models where: - Cities are developers and managers of significant share (at least 50%) of housing in the city - High incentives and land policy to let alternative models of development of new homes: e.g. cooperatives
Expansion of schemes such as shared ownership and development of this scheme to support families who need to move to a bigger house. Longer term support for first time buyers - noting that 5 years etc may not be enough. Better communication regarding what is classed as affordable rent etc - and opportunities to purchase your home once you are settled
fair shared ownership. Transparent shared ownership
Fairer wages to keep up with the cost of living. Rent control. Regulations on buying with intention to rent to others or not live there.
'First dibs' on new build properties - BTL landlords and foreign buyers should be forbidden from making offers
First home buyers grant Stamp duty holiday More deposit free mortgages
Fix the building safety crisis. Plenty of flat owners are wanting to sell their London flats but cannot. If they could then this would release thousands of properties onto the market. Another initiative would be to disincentivise buy to let purchases which price out normal home owners and help to push up house prices
Focus on wage growth. Restrict foreign investment into properties that aren't lived in. Prioritise ways for Londoners to afford a deposit - a LISA and other nation-wide schemes don't touch the sides of the insane deposit required to buy in London.
Foreign buyers should not be allowed to own property in London unless it is their primary residence (at which point they cease to be foreign buyers anyway).
Forget 'initiatives' and start building, work to block the dearth of foreign investment propping up prices, significant tax on second properties, significant tax on empty properties, significant tax on land hoarders. Build more social housing.
Fundamentally there needs to be enough houses built to accommodate the amount of people that want to live here, there's little point in demand side policies like help to buy that only juice prices further, we need affordable rent (but NOT rent controls) or prices to come down and the only main way i see this happening is if we are able to expand the housing supply to accommodate demand

<p>Fundamentally, we need to build more homes. This can be achieved in many ways: (1) Far more ambition is necessary in redeveloping retail, logistical and light industrial sites. Considerable parts of London are still covered by single-storey sheds and surface-level car parks. This is hugely inefficient land use and the planning system needs to cease requiring it. Much of this could be achieved through the London Plan. (2) There is immense scope for estate regeneration at higher quality and density. 29 of 30 regeneration ballots held to date have passed, showing that existing residents will support change if they are given a fair share of its benefits. Although the Assembly does not own London's social housing, the GLA can facilitate regeneration through the London Plan. (3) Suburban intensification has an important role. The Assembly should support the provisions on 'street votes' currently under consideration in Parliament, which would enable intensification to happen where it has local support. (4) Green Belt reform needs to be explored. The London Green Belt should not of course be abandoned wholesale. But there is scope for allowing neighbourhood plans to release Green Belt where (a) the land is of low environmental quality and (b) it is near to a public transport hub, e.g. a railway station. By contrast, subsidising buyers' purchasing power is normally costly, ineffective and regressive, with most of the expenditure simply bidding up prices further to the benefit of landowners. The Assembly should not normally support such schemes, and should reallocate resources from them elsewhere.</p>
<p>Genuinely affordable housing. 80% of market rate is not affordable and won't help you save for a mortgage. We need more council homes to take the pressure off the system. Nothing will work without us building more homes.</p>
<p>Get rid of green belt, build more housing in general</p>
<p>Guaranteed buybacks of unmortgageable shared ownership flats.</p>
<p>Help to buy</p>
<p>Help to buy Cheaper housing</p>
<p>Help to buy is a good scheme, I know friends who have utilised it. It really helps with the cost of the deposit. But ultimately, it does not deal with the source of the problem which is a lack of supply leading to these high house prices.</p>
<p>Help to buy schemes, build more affordable housing</p>
<p>Help to buy, special deposit arrangements for first time buyers - but honestly, that would be a sticking plaster. Rent is absolutely outrageous and it's the lack of saveable income that really stands in the way.</p>
<p>Help with deposits would be the most important thing. But also improving transport connectivity could help make more of the market more viable. We should also absolutely build more housing - particularly high density housing to reduce supply issues.</p>
<p>Higher LISA rates for those living in London who want to buy here - being capped at buying a property for £450k won't get you much here. Caps on private rents to allow you to save more.</p>
<p>Higher taxes and stricter regulations on those who buy property to rent out, especially those who buy en masse - and high penalties for those who buy homes as 'investments' and leave them empty. Plus rent caps.</p>
<p>Homes built and reserved for first time buyers, especially under 40s/millennials/Gen Z. Government financial aid to these groups. Putting more financial barriers in the way of landlords buying up lots of properties to rent out and make money from.</p>
<p>- housing association right to Buy - government funded housing development - enforced affordable housing quotas which remain capped once bought - under occupancy taxes to disincentivise empty Property and reposses unused untaxed Property - but to let tax to disincentivise but to let above Rent ceiling</p>

Housing policy steering towards equality and providing homes for "local people" - meaning for people who live and socialise in London. Too many flats/places are occupied by foreigners who barely live in London themselves.

Housing schemes for people who are not in couple, and therefore miss out on pooling resources with a partner. More affordable housing specifically for first time buyers (who are not looking to become landlords). Pockets of housing in every borough set aside for young people/young families that is more affordable. Or families will continue having to leave the city in their droves (many London schools have had to close because this has brought pupil numbers so low)

I find it completely morally reprehensible that people who have profited off huge home price rises are able to object to new housing developments, and their objections are never held relative to housing poverty in the local area. Workers cannot go to community meetings to object to these objectors because we have to work and look after children. Our planning system privileges those with time and those who are able to focus energies on a particular development -- both things which are denied to young workers by virtue of them being renters. Moreover, it is not these complainers who bear the costs of the delays and cancellations they lobby for - the housing developers pass those costs on to buyers. How is it at all fair or democratic that wealthy retirees can increase the cost of my housing on a whim? This is such a failure of the social contract.

I haven't really seen a good deal yet, everything seems to bite you in the end. House prices need to be controlled.

I think the issue stems from a lack of housing, so I think: 1) Building a lot more social (council) housing so low paid workers can have secure and affordable housing and can continue to live in london 2) Stop homes being uninhabited and bought as investments i.e. stop the international elite buying up London properties and keeping them empty

Improve bus service in outer London. Making travel to work area bigger and commutes to growing industries possible. Lobby the government and inner London MPs. Pressure the corporation of London to build housing under some of their open spaces within GLA boundary. (ie garden roofs forming retained parkland but prefabricated style bungalows and garages underground) Transparency on how falling house prices are affecting the economics of central government equity still tied up in local communities through the help to buy equity scheme (if the government is making losses it cannot recirculate gains) Compulsory Purchase of residential homes with less than two floors and bungalows, demolition and replacement with Maisonettes, and three story flats. Compulsory Purchase of two story homes to create parks, open spaces and local amenities. Threatening compulsory Purchase of a proportion of the big 4 housebuilders land banks in the GLA boundary and paying them market value of that land (or market value of the land when they bought it, plus economic costs, if it has appreciated largely because of lack of redevelopment) Raising the Local Housing Allowance, so working Londoners can keep more of their income to save for a deposit. Central Government funding for building of Right to buy properties with intention that they should be bought under right to buy (rather than assuming they won't be) (ie higher funding of right to buy council properties, so councils can afford when they are inevitably bought, and bought sooner rather than later. HMRC should contact by letter any Londoner with a income recorded as being in the bottom 7 deciles in any of the past three years to tell them of this fact; and to signpost them in the direction of home ownership (which could reduce their costs of rental) and reskilling opportunities to support them in being aware they can aspire to being in the top 33% of earners via more skills or entering industries in which London offers a competitive advantage. This might assist more 35 and older people to get out of declining industries where pay is unlikely to ever keep up with the cost of living. And aspire to real terms pay rises achieved by cutting edge workforces. Institute 3 more council tax bands. 1 taking in half of homes rented/owned in current bottom value band (which could reduce council tax obligation by a 1/6 and give some breathing room to sell up and move elsewhere. And two creating two top tiers. This could generate revenue to house emergency homeless cases more permanently and in new builds which could have a sliding scale as people at every lesser mortality of homelessness benefit from rental and freehold properties on the market being less snapped up to house the emergency homeless. To create a fund to support the city of London corporation and inner London boroughs to house more people closer to the places they work and reduced cost of commute. This could reduce inner boroughs demand for renting/buying outer London and home counties properties. Giving inner, outer Londoners a chance to buy in outer London/in the near home counties (ie not to buy homes ten miles outside London and commute into the centre) GLA or Government funding for developers to build overpasses of railway land (cuttings, over railway land with best infrastructure for home building) freeing up more land for trains to pass underneath, but developers to only have to charge buyers the price as if the site was already level ground. Institute Westminster councils policy of writing to band g households to ask if they'd like to voluntarily pay extra council tax each year. Institute a GLA fund which can receive contributions from the public, to buy and derive the economic benefit of residential land and hold it until local residents can form a community land trust. Raise stamp duty tax, in London, offering relief on values of transactions that is index linked but funding more local government funds to make local authority mortgages available again (as they were in the 30s and 50s when much of my part of London was built out).

Increase supply by building more homes. Reform planning permissions to take powers to block developments away from 'not in my backyard' councils and current home owners. The outstripping of supply by demand has made current homeowners incredibly asset rich. This is fueled by the economic and population growth of London. Hardworking under 40s who do not own their own home are contributing directly to this asset price inflation and it is only fair that conditions are created for us to be able to aspire to home ownership as well.

Increase the housing stock, place a tax on foreign buyers using the property for investment purposes and a tax on empty homes.
Increased house building. Regulation of the rental sector to allow people a period of stability during which they can save for a deposit. Improved public transport in outer boroughs - areas such as Plumstead, Thamesmead & Erith could provide affordable housing but without reliable transport links to Central London this opportunity is not being realised.
increased housing stock greater opportunities for community ownership
Increased income caps to access intermediate products. Leasehold reforms to make owning leasehold properties more attractive. Increased supply of new homes Schemes which are aimed at boosting deposits.
Increased pay Interest rate support from government in event of interest rate rise Reduced rents More available properties
Increasing housebuilding by several times. London needs several million more residential properties.
Increasing housing supply is essential, both through gentle density (e.g. Parisian style multi-storey townhouses and apartments, rather than 2-storey semi-detached housing as currently prevails). Planning reform is probably necessary for this, through reducing land designated as green belt (much of which goes towards car parks and disused warehousing, and is purely designated on proximity to London). Demand-side policies such as 'Help to Buy' have simply pushed up prices further, helping those closest to buying a home to buy it slightly sooner but pushing everyone else even further away. Supply increases are essential.
Increasing housing supply.
Increasing supply of houses - even if this just lowers rents and makes the housing issue less important
Increasing the LISA limit in London to £600,000 to help me save for a house somewhere more central. Grants for first time buyers. Bans of second home ownership and investment properties Increase social housing stock to deal with the rental supply
Initial deposit assistance, more housing development which is liveable and not just council housing or luxury apartments which are bought by people who don't live in London and remain empty. Reclaiming the huge amount of empty properties that sit in London whilst the people who live here struggle to find somewhere to live
Invest more in other cities. And charge people who do not live in their London homes
Investment products not forcing certain criteria to buy a house like help to buy does. Remove shared ownership it is making the issue worse. Build build build houses
It would require serious housing development to bring the costs down and financial support to cut down on the administrative costs associated with buying a house. Interest rates would also need to be stable enough to encourage risk taking in terms of long term mortgages
IT'S A CLEAR AND OBVIOUS SUPPLY PROBLEM! Build more homes in the parts of the city people want to live in! Large parts of the city are covered with 2 storey properties that can't be extended due to planning restrictions. The planning system needs to be reformed to move the power away from local NIMBY lobby groups and we should embrace density more.
It's complicated to think of any initiatives when a good solution would be to re-do zoning and build more higher density housing in the London area
Just allowing more homes to be built. The only reason prices are high is because not enough homes have been built. Do not introduce demand targeted policies such as help to buy. Do not cap rents. Do build more homes and make it easier to get planning permission to build new homes.

Just build more houses! Build high! Build dense. This is a city for gods sake, it's going to have lots of people. Allow people to put extensions on top of their houses in the suburbs. Build high rise blocks near stations. Maybe convert some of the underused offices post pandemic into housing. Stop groups of old local residents blocking housing developments.
Legal reform of the rental market. Housebuilding.
Let more homes be built. Whether apartments or houses. Not just in the centra but also on the outskirts / suburbs where there are public transport links. I don't care if they're 'affordable', as long as I can live in the existing homes that get vacated.
Liberalising planning laws so more homes can be built. Things like allowing greenbelt land to be built on and raising maximum height limits in London.
Literally just build more houses. This CANNOT be fixed on the demand side.
Lobbying the business community to pay wages comparative with house prices. Allowing more housing to be built to boost supply. Normalising 6-7 storey, beautiful buildings across London, including in the suburbs. Strong design codes to ensure they are well designed and feel like London.
Lower deposit requirement Acceptance of lower salaries for deposits. Create housing at lower costs dedicated to those who can actually afford it.
Lower deposits - we can afford mortgages, but cannot afford the enormous deposits. Allow 100% + mortgages.
Lower deposits needed to buy, lower interest rates for first time buyers. Get rid of stamp duty all together, this is not something that should be continued given the struggles people are already facing
Lower deposits or no deposit Rent payments taken into consideration as payments- I pay more than most people pay on their mortgage so I can afford it! More key worker schemes
Lower interest rates for first time buyers. First time buyers to take priority over developers to buy 'do-up' properties, developers pay well over the asking price, guzumping first time buyers who can't compete. Use a sealed bid scheme like they do in Scotland. Additional support for single parents that are first time buyers and aren't entitled to council or housing association help, something like the help to save scheme for full time workers earning less than £60,000.
Lowong deposits for mortgages
Make commonhold work by limiting ground rent to true peppercorn and cap service charges. Make flats less of a gamble by underwriting building safety defects and suing builders if mistakes are discovered later. Shoulder the risk as we can't afford to. Offer London key workers specific longer term fixed rate mortgages, or similar, to give security. Key workers should be part of every community in London, not excluded.
Make the shared ownership scheme fairer. Housing associations are fleecing us. I recently found out that if we have to sell to a cash buyer below RICS valuation, we will have to cover the loss on the share of our housing association. This would break us.
Means-tested Help to Buy scheme
More affordable and good quality housing. Rent controls to prevent landlords charging excessive rent for poor quality properties meaning young people cannot save for a deposit. Remove ground rent and leasehold.
More affordable homes. People under 40 are well resourced in terms of education and access to the internet, what we lack is a gvmt that takes affordable housing seriously so there just aren't enough places on the market
More affordable housing. Not shared ownership properties but full ownership

More affordable rent. Rent caps. More social housing and social rents. Only then can people build the deposits needed to buy. Buying schemes are not the answer. they only benefit middle earners and those who have family support. They fail people on lower incomes.
More availability Cheaper housing
More building of good quality housing stock; less immigration
More council housing to help renters save, rent controls to help renters save, a tax on empty properties to increase the supply of available homes, a significant house building programme, a change in cultural attitudes towards upwards building.
More help to buy schemes Saving help Investment tips
More homebuilding of every type in every location. End this depressing reliance on the past having done all the building that ever needs to be done. Cities with more modern housing stock also have nicer housing stock (better insulation, sound proofing, not conversions done on the cheap).
More house building, more subtle density (mansions flats, townhouses) so you can maintain aesthetics and not overwhelm locals whilst still providing lots of spaces for people to live. It's that simple - do NOT subsidise demand with further "help to buy" schemes as that only makes house prices more unaffordable. Build houses, quickly and well. An idea I like is providing a list of say, 20 to 50 house/apartment building/duplex/triplex etc. designs that are preapproved for certain areas/uses for planning permission, that are of a good design and fit with the local area. This would significantly speed up planning time and cut down on local complaints. These could change from borough to borough to fit with what is already there. They would have to be aesthetically pleasing and provide enough of a range to avoid neighbourhoods looking too cookie-cutter, but everybody loves neighbourhoods with lots of Victorian or Georgian housing anyway that has all those traits.
More housebuilding especially on tfl land. More support for in fill self build from council and mortgage guarantees for self build.
More houses ASAP
More mid range rather than luxury housing options
More social housing, low cost rent schemes. Anything to give them a chance to save. Build more affordable housing so they don't stretch themselves with a mortgage. Have affordable housing schemes to help key workers. Homes should be built as homes, not investment opportunities. Just build more homes, we need more supply. Reform planning, it's preventing a lot of development, particularly for small developers. Actually help and support small developers.
more space would give more value for money
Mortgage caps. Strict criteria to be met before houses go up for sale to stop unsafe housing going on the market and driving up demand for ones which are of a higher standard. Realistic pricing instead of £600k for a one bed flat with a small garden. Offer of buying a house after a certain time of renting
Mortgage guarantees for first time buyers, increase ISA allowance (in line with house price inflation), reintroduce housing targets.
Mortgage providers using evidence of rental payments to assess affordability.
Mortgage reduction scheme - part ownership possibly. Truly affordable housing being built in all new developments, not yet more luxury flats.
mortgages need to be linked to our ability to pay rent. Often we pay rent that is more expensive than a mortgage but somehow it's acceptable for rent but not to show that we can pay mortgages.

Much stricter controls on the rental market (for example on raising rent prices and on buy-to-let ownership), which would keep rents down and thus give more young people the opportunity to put away money for a deposit. Likewise, controls on the property market more generally would be beneficial, as well as increased Government-owned, subsidised housing to furnish the market with more affordable options.
No gimmicks required but release the green belt and build homes at Victorian density
No initiatives, less needs to be done to help subsidise demand when the supply is stagnant, from 'help to buys' to rent caps
No more demand side reform - this only drives up prices. We need to build more housing, more dense housing (again, see Barcelona), restrict foreign ownership of properties and limit buy to let. Local residents shouldn't have a say on planning in and economic centre as important as London.
No stamp duty perhaps, sorting out cladding issues, putting a cap on service charges, longer leases
Not enough homes being built
Not sure really - a crash in house prices. Or make it easier to get a mortgage, especially for freelancers. Make deposits not so cripplingly high
Offer bigger discounts to housing association tenants who wish to buy their home. Council tenants get 98,000.00 off of their home when they buy and housing association only gets up to 20,000.00. This a huge difference. More people are in housing association houses than council, more people from the lower class communities would be to afford to get onto the property ladder. Creating more opportunities for the working class and younger people.
Only one initiative: Build millions more homes. All existing policies trialled by UK Gov and the GLA are demand side interventions and have pushed prices even higher. Policies like rent controls will reduce construction rates. All initiatives going forwards need to be supply led, building houses. These could include decking over rail cuttings and building apartments, upgrading low rise council estates to mid rise (5-8 storey) mansion blocks, rolling out 'Street Votes' and 'Mansard Votes' to enable neighbourhoods to opt in to densification within inner London, implementing design codes for development and moving away from discretionary planning decisions.
Ownership schemes Abolish leasehold
people want homes, not ownership. Look at Vienna's affordable housing policies!
Planning reform - specifically scrapping affordable housing minimums especially on sites which currently provide zero units of housing. (Car parks etc)
Planning reform to enable more houses to be built
Planning reforms to substantially increase the supply of housing, especially reforms to enable high density entry-level housing (1 or 2 beds)
Please god just build more houses
Please just build more homes. I'd love to see a default presumption in favour of building, including on the green belt. I'm not convinced demand-side measures like Help to Buy benefit anyone except existing homeowners, when the fundamental problem is a lack of supply.
Please, please build more houses. House prices have to fall.
Prices need to come down. There need to be restrictions on who can buy properties. Maybe restrict it so that only UK residents csn buy properties
Properly executed and thought through schemes. Support with stamp duty and service charges caps.
Rationalise the planning system to allow more homes to be built, particularly near public transport, whether on green belt or not. Build more social housing, reducing pressure in the private rental market to allow more saving.

Re introduction of Help to Buy but extending the 5 year period, Discounted Market Sale, Shared Ownership where rent set at 1%, downward staircasing for shared ownership, better mortgages for people acquiring S/O - currently paying a higher rate of interest than other purchasers. Long term fixed rate mortgages which are transferable to another property.
- REDEFINE affordable housing to developers PLEASE PLEASE PLEASE PLEASE PLEASE. the current definition of affordable housing is ridiculous and anyone with any common sense will recognise it is not actually affordable. - Build more high rise buildings or flats. - Prevent develops speculating on land, if they do not Build, then fine or seize the land - Create a hotline for Londoners to call their council if they can identify a suitable brownfield site - Penalise those who see London properties as a place to park their cash. Triple the council tax on vacant homes and ring fence the raised fund to purchase land and Build social housing. - Crack down on tenants who are using their social housing as AirBnBs. This is completely unacceptable and I promise you, everyone knows of someone who rents out their council home for an undeserved profit.
Reduced council interference, reduced drive to preserve the local area, a serious investigation into how built up areas near tube stations are (< 15 min walk). It is shocking that builds are prevented near stations with little else nearby - houses should be a priority. Prioritisation system for domestic buyers/non funds.
Reduced deposit schemes, capped mortgage rates to ensure people can actually pay for their homes
Reduced interest mortgages, policy to avoid overbidding for houses
Reform leaseholder system which puts the interest of the house owner first
Reform of private renting to make it less prohibitively expensive. Private renting counting toward credit score including for house/flat shares.
Releasing parts of the greenbelt and building on it Build, build, build Build more and build better
Remediation to all buildings and flats with fire safety issues. This would free up flats for first time buyers and enable those currently stuck in them to sell.
Remove or significantly reduce zoning restrictions. Remove the ability of unaffected citizens and entities to object to and sue developments. Adopt the Street Votes mechanism or something analogous as widely as possible: https://policyexchange.org.uk/wp-content/uploads/2022/10/Strong-Suburbs.pdf https://www.sambowman.co/p/democracy-is-the-solution-to-vetocracy Dramatically increase investment into public rail and transit infrastructure to allow more remote real estate to participate in the London labour market. Abolish rent controlled flats and directly subsidized council housing and instead implement a system similar to childcare vouchers where low-income families can get support for rent payments, but the flats themselves are on the private market.
Rent cap, to ensure those who want to buy and stay in London can save
Rent caps to allow people in the PRS to be able to save a bit Building more housing - prioritising quality as well as quantity, looking at different tenure types Increasing the borrowing cap on mortgages A less restricted, more generous version of the help to buy scheme The political will to recognise the role of what is essentially inheritance in allowing social inequality in the housing market to reproduce
Rent caps to reduce my cost of living would help me to save for a deposit. In an ideal world I would like to live in government owned rental properties which have fair rent and certain allowances around decorating etc. i would also need housing prices to reduce to ever be able to buy
Rent caps would help people who don't have the family agreement I'm lucky enough to have save money for a deposit. Can we make the house prices smaller?? It would be good if all the new housing being built was to a better standard i.e. sensible footprint, appliances and plumbing done with an eye to long term maintenance, rather than just trying to cram in as many units as possible

Rent caps. Shared ownership. History of rent payments could be used as mortgage affordability calculators.
Rent control so we spend less of our income on rent. Help to buy schemes for under 40s.
Rent control to ensure people can pay their rent and save for a deposit. Help to buy loans
Rent control to help people save. Abolish no fault eviction. Genuinely affordable homes for single people (stop assuming people are buying as a couple). Mortgages that factor in your rental payments as proof of affordability. Increasing the London Living Wage. No second mortgages - career landlords are bleeding this city dry.
rent control uk wide to bring down house prices and make renting a long term secure option. more social housing.
Rent controls More affordable homes for those on middle incomes (but not shared ownership) Special ISAs
Rent controls and more building.
Rent controls so people could afford to save for deposits. Limits on the number of house someone can purchase or rent out privately. Continuation of ISA contribution saving options, and not help to buy as this just inflated house prices. More social housing stock and housing stock in general. Building on more green belt land to lower costs in surrounding areas including London. Use of golf courses for housing.
Rent controls to allow people to save for a deposit. Consider how much someone is already paying in rent as evidence of affordability. Mortgage lending criteria is incredibly strict, even for those with well paid, full time jobs.
Rent controls, building more houses, tougher regulation on landlord
Rent controls. UBI. More help to buy schemes. More building.
Rent payments go towards you owning the property you're renting. A right to buy from private landlords. Build more homes. A cap on the number of homes a private landlord could own.
Rent to buy schemes where a portion rental goes towards a deposit for the purchasing the place after a number of years.
Rent to own scheme. More houses being built.
Restrictions on private landlords, how much property they can buy up and inflate the price of, more affordable home options (not necessarily new builds), more and better access to social housing, more incentives for those who are single or want to cooperatively live to buy
Root & branch reform of planning & development. Key worker housing priced relative to salaries. Restrictions on foreign buyers/investors. Modern construction/manufacturing methods to produce more homes, faster, at lower costs to buyers, with integrated energy generation/efficiency systems to reduce power costs. Probably some incentives for landlords to improve rental stock too. If private landlords are forced out of the market & we end up stuck renting from corporates & institutions the future could look even more dystopian. Assuming inflation comes down, we also need a better tax system that doesn't milk the middle class dry too.

Schemes that increase the money supply of young people to chase too few homes, worsen the price inflation problem. We need stronger laws to mandate developers include at least 50 percent affordable units in their developments. If we have to subsidise them to do that, then so be it. Get rid of Right to Buy! It's madness that we allow the sell off of the very housing stock that puts a floor of sorts in the housing market and stops people falling through the cracks. More affordable homes would help people to rent AND save at the same time, so the government wouldn't have to loan people money, that only inflates prices anyway. Get real on what affordable actually means! "80% of the market rate" is not affordable when rents have increased hugely and the inflation of other essentials is in the double digits. Introduce a housing stock calculator to balance the sell off of social housing and the number of affordable units in new build developments with the need of the area. Allowing people to use housing stock like the stock market has been a disaster, and not considered the needs of Londoners at all.
Schemes which are more weighted towards the individual rather than the housing association. At the moment shared ownership has left me exposed to rapidly increasing service charge with no chance of selling (due to cladding and the high service charge)
Scrap council tax and replace with Land Value Tax, initially on a revenue-neutral basis. This will incentivise construction and dense housing. Liberalisation of the planning system. Construction of social housing
Scrap leaseholds Regulate service charges and ground rent
Scrap the greenbelt, reform planning and build more houses.
Shared ownership is, despite the criticisms, a really great offer. I could not have got on the ladder and upsized to a family sized home without it,
Shared ownership minus the hidden ever increasing unreasonable service charges, access to ex-council housing or better advertisement of auction homes, MORE HOUSING! A good look at london boroughs that actually have housing for sale to regular working people. Rent controls as may force the big landlords to sell up freeing housing for people who actually live and work in the city. Ban overseas investors for the same reasons - radical! Allowing Housing association tenants to buy their homes and then build replacements in the same borough for others
Shared ownership schemes with better rates for young first time buyers. Making banks accept rent payments as proof that someone can make Mortgage payments reliably. Preventing buy-to-let on new builds and apartments. More social housing.
Shared ownership would have been a good answer 25 years ago, but is now out of reach for a lot of people because of the increasing incomes required to access it. Schemes that involve subsidising the consumption of housing like Help to Buy don't work as they ultimately work to prop up prices rather than increase production of housing. Unfortunately, the build cost for conventional housing in London is very great. Even where land is effectively free because they already own it, councils struggle to build affordably. Therefore greater use of pre-manufactured housing may be necessary. As someone who works in planning, I understand the importance of larger family sized housing, however the provision of micro-homes suitable for single people would potentially relieve the pressure to convert larger homes into HMOs or shared flats. Pocket Living produce quite an attractive product that would actually suit me as a single adult, albeit it is still out of reach for me at present. One option might be a shared ownership model of self build, where part of the equity is "earned" through sweat equity. There was a similar principle behind self build in Walter Segal's model of self-build in Lewisham, where people from the council's housing waiting list were able to access housing through a combination of a part social rent, part council-backed mortgage arrangement.
Shared ownership, if the rental portion was cheaper or if the interest rate was lower. More support for people considering buying with a sibling/friend. More house building so rent isn't so crazy high!!

Short of complete overhaul of the mortgage & house buying & renting systems I don't think there's a good answer.
Significantly more housing needs to be built. We also need some form of rent control and stronger renter rights, so that we can save money towards our own homes, instead of paying for someone else's. The leasehold system also needs to be reformed, so that we can be safe once we manage to buy property
Similar schemes as right to buy for people who have rented for an extensive time Rent which gradually earns some equity: every successful year without missing a rent/bill payment, a percentage of ownership is earned or there could be an option to buy a percentage of the property, let it roll over each year if it's not exercised, capped at reasonable number (RTB was 117k in London if I'm correct?) let's say 15 years in you have 30% discount (assuming 2% a year) you can then execute when you have the paperwork in order, or something along those lines Actual affordable housing - property which are affordable to someone earning 30-35k
Similar to what is done for older people where the home is cheaper (not sure what it's called but when we were house hunting some lovely homes were marked at different prices for older people). Grants for those earning a certain salary. Lower deposit. Approval for affordability, when often rent is higher than what they would be paying for rent, i.e. rent is £1.5k a month, mortgage is £1.2k but deemed unable to afford when they have a clear history of paying £300 more a month, things that are fairly simple and make sense yet the opportunity isn't there
Smaller deposits
- Smarter home building e.g. co-living - Mortgage schemes - Build more homes to match supply
Social housing, and allowing private development as long as they meet strict GLA targets on affordable housing.
SOCIAL HOUSING. For God's sake, more social housing. Also, MORE HOUSING IN GENERAL, both in London and elsewhere. It really isn't rocket science. The Government needs to invest in building HIGH-QUALITY housing stock, rather than leaving this, along with seemingly everything else, to the private sector. If the Government invests in building more housing generally and then sells it, and more social housing which it rents out, then the increase in supply will eventually result in a drop in both rent and sale prices. There are lots of other 'initiatives' that the Government could devise, but none of them would solve the problem at its root. The one exception is probably around being stricter about second home ownership and heavily disincentivising it (and I mean really heavily), because that would result in existing properties returning to the market as additional supply.
Something like the help to buy scheme back or some sort of help with deposits
Stop building market homes, stop building 'genuinelu affordable homes', build proper social rented homes.
Stop letting people buy multiple properties in London. Make housing affordable, give first time buyers more tax breaks and support those who work in local services teachers etc to buy locally. Cap the price of a first time home.
Stop mass migration. Deport illegal migrants.
Stop using demand-side initiatives like Help To Buy, which have only helped the rich to inflate house prices. Instead, dramatically increase supply on brownfield and greenfield sites which aren't really green. Also, penalise overseas owners who don't live here. It's crazy that so many properties lie empty.

Stop with initiatives- legalize dense planning. Have a rules based system which grants automatic planning permission rather than case by case. There is absolutely no reason why for example Rotherhithe station in Zone 2 should be surrounded by 2 story houses. Ensure leaseholders can acquire the freehold even if that means reducing mixed use elements of new housing schemes (makes them more desirable and gives true ownership).
Support with childcare, improved wrap around care for primary school children at affordable cost. The cost of childcare is the biggest impact on our finances.
Support with deposits. I've heard bad stories about shared ownership from friends my age and whilst I can afford that, it feels like a terrible idea. So less shared ownership. Rent controls to allow us to save. The pandemic highlighted that green space is important, so ensuring there is a balance between building flats on green space in poorer areas, but gardens and prioritising green space in more affluent areas.
Taxing second or more home owners heavily and adding additional taxes to revenue of buy to let companies. Building more homes is useless as they just end up in the hands of landlords and companies who set the market rate.
The answer isn't "initiatives", it's dealing with prices inflated by foreign investment and BTL landlords. You need to change the basic idea of property being an investment in the first place and make it about having a place to live.
The biggest barrier is salary as properties are over 10x my salary. Make it so younger people can borrow more from mortgage providers or start providing mortgages to young people directly from the assembly
The government having more social housing like Vienna does. Also, declaring war on NIMBYs.
The help to buy scheme did provide some benefits. Where it failed was it's inability to control the price of properties. Too many properties were sold at over inflated prices. This could have been better controlled. The tax payer has lost out because I paid back less than I borrowed due to fall in property price when I laid back the H2B portion of my property. If you better control the safeguards during purchase, this wouldn't happen.
The only solution is more supply
The only thing needed is large scale home building. London has a housing crisis and supplementing demand will not solve this only serve to exacerbate things. The green belt is a massive issue, as it has only encouraged urban sprawl through the creation of commuter towns.
The problem is supply and demand. Please build a lot of new homes. and I mean a LOT Reject ideas like only building "affordable housing" (which is economically illiterate, you want to be building houses that are slightly above median expense, since it means housing stock improves over time). Reject insane ideas like "rent controls" or even price controls for housing. Anyone proposing such schemes should be compelled to read the relevant bits of Thomas Sowell's Basic Economics. I cannot stress enough how it is all about supply and demand, please do not engage in anything else.
There needs to be more homes on offer. While renting, it would be good to be able to choose between options rather than being forced to take what's left. There's not enough on the market for the demand and renters and first-time buyers pay the price.
There really is only one real thing which is to build more homes in and around the capital. I really would not support policies which are only available to under-40s. Housing affordability is important to everyone and more and more people in London will enter their 40s without owning a home. An expansion of shared ownership may help but, speaking as a shared owner, the system needs reform to make it fairer. 25% of equity but 100% liability for costs and service charges is not quite right. Leasehold problems need sorting out more generally too.

<p>This is a supply issue, we need more housing to be built at all levels of affordability in the areas within which it is feasible to build them. Efforts to delay housing projects based on intangible/symbolic problems with new housing should be avoided. Vested interests in a reduced supply of housing are unsurprising, safe financial assets outside of housing should be developed so that building more housing is less of a threat to these interests. Reducing the calls for delay or denial of housing projects. I was very pleased to hear that some mortgages may take into account the fact a renter has paid their rent on time for the last 12 months. Other ideas of this nature should be explored. If someone can afford to rent and pay for their landlord's mortgage/lifestyle for a long time, they are likely able to do that for themselves. Especially when mortgages have - until recently - been cheaper than renting itself in terms of the pure monthly cost of the mortgage itself. There are no doubt many other initiatives, but simply teasing at the edge of a supply problem will not fundamentally solve it.</p>
<p>This is a supply-side problem. We need massive government investment in the construction of far more units of affordable and market-rate housing. This should be accompanied by targeted action to prevent the hoarding of housing by private investors; we need to start treating housing as a human right, not as an investment opportunity.</p>
<p>Those that I have discussed in my previous responses. A return to a market based on liquid assets like Gold that provides a stable measure of house prices. We know that priced in gold house prices in the capital have hardly risen over the last 50 years. This changes the entire narrative being discussed across the city. I'd be happy to provide more details and statistical analysis showing this reality and how we could help under 40s like me and all generations for that matter ensure that housing remains affordable for generations to come. There are ways to achieve home ownership that do not rely on gold but still provide all the benefits that gold is able to achieve namely stable house prices and under the right conditions house price decreases. [REDACTED]</p>
<p>To not have to compromise space for value More help available for single people</p>
<p>Too many incentives only increase the demand and, as a consequence, only increase the prices for everyone. We need more housing supply. Build more homes!</p>
<p>Unless prices go down it's no possible. But you should warn young Londoners *against* the risks of shared ownership and also force housing associations to buy back flats that can't be sold.</p>
<p>We bought our house under the young married couples scheme in the 1970s. Make buying homes in London mainly for Londoners born and bred</p>
<p>We need to actively incentivize the densification of London and areas of the greenbelt close to transport links, both financially and by making local opposition from activists during planning permission (and so on) irrelevant. The government also needs to stop sponsoring frankly predatory changes to mortgages that are forcing the most high-powered young people into financial arrangements that might end up bankrupting them when rates rise further.</p>
<p>We really need to build more housing to make housing more affordable, nothing can have an impact as big as that.</p>
<p>We should build much more houses in London</p>
<p>what about over 40's they need help</p>
<p>Why don't we try to build some affordable houses</p>
<p>You need to put rent caps in so that people can live and save. I don't think initiatives would help. I think the market changing would. Also you should prioritise social housing over home ownership</p>
<p>Young Londoners enjoy paperwork and jumping through hoops so London should introduce some complicated schemes such as a certain proportion of new build developments being reserved for first bids from Londoners under 40 or something similar</p>
<p>Zero deposit mortgages - help to buy ISAs, rental history as part of mortgage.</p>

[Return to top](#)

Schemes related to home ownership

Q. Are you aware of any of the following schemes related to homeownership? Please select all that apply.

Base: All respondents (n=439)

LLR	144	31%
Shared Ownership	355	77%
First Dibs	46	10%
Discount Market Sale	55	12%
Help to Buy Equity Loan	255	55%
Help to Buy ISA	397	86%
Life-time ISA	331	72%
First Homes	89	19%

Q. What are your thoughts or experiences of the London Living Rent scheme?

Base: Those that said they were aware of London Living Rent (n=120)

A good idea but very hard to sufficiently scale.
Bad idea, doesn't tackle supply-demand. It simply aims to change who pays the cost of the housing (since the renters pay below-market rents, someone else must, by necessity, pay the bill). It's terrible and conceptually unfair. It's also an egregious example of "middle-class welfare" that the State should never provide. Building houses is better
Build more houses
Build more housing
Connected to shared ownership so need to commit to this and be prepared to accept the negative aspects of Share Ownership Does not allow sharers unless they want to buy together.
Demand-side policy does not work. Build more houses.
Didn't use just heard of it
Do not know the details, but: 1. This is a demand-side policy so doesn't address the issue. 2. The way it's structured makes me suspect it takes flats from the overall market and raises rents overall, so it's likely counterproductive.
Doesn't apply to my circumstance
Doesn't go far enough as they're not allowed to introduce rent controls
Doesn't seem to be having much of an impact. So its either not having the desired impact, or isnt on the scale needed to make an impact.
Doesnt work, instead build more homes
Don't think it's a thing yet/definitely hadn't affected myself or any peers if it has
Good but long waiting lists and difficult in some boroughs
Good idea but so insufficient
Good idea. Came into existence to late.
Good in practice, but hard to access for those on good salaries and not enough of them. Also poor awareness generally - I work in social housing so I am aware of this.
Haven't applied - not clear it would actually lower my rent.
Haven't used it and don't know of anyone that has - despite lots of my friends renting. Doesn't seem like there are many properties offering this.

Heard of, haven't used
I appreciate the intention to allow people to save for a deposit, but I am not convinced people will be able to do so in the 10-year tenancy envisaged because of rising living costs.
I currently pay £850. 3 years ago, £500-£600 was the going rate. So I don't think its going very well, folks. What even is this as a 'scheme'? Private landlords are cowboys, totally unregulated and able to act with total impunity. There is no such thing in London.
I do not want to use Shared Ownership (low staircasing rates, high and growing service charges, difficulty of sale), so am not interested. If it were linked to discount market sale or just market sale, I would be in favour.
I don't believe it is applicable to me.
I earn a reasonable good salary. The London Living Rents are becoming unaffordable for me. So not great.
I have applied for it but process is slow, only one small new build block flats is eligible for the scheme in my borough, and lack of updates from the developer on the status of the scheme.
I have no direct experience. My opinion is that it's a good scheme. However, a large chunk of the population earns too much for it, but not enough to buy.
I have no lived experience of the London Living Rent scheme. I think it's a good initiative.
I haven't seen anything genuinely affordable.
I think it is useful but as previously does not actually tackle the real issue of insufficient housing stock on the market.
I think it's a good idea but the idea of eligibility is too simple: my combined household income is over the eligibility threshold but neither my partner or I have family money to rely on, but if two people earned £10000 less between them a year and had family money they could benefit and we couldn't. This feels simplified and again ignores the role of family money in entrenching inequality
I think it's a really great idea! Unfortunately I'm above the income level that qualifies for it.
I think the London Living Rent scheme is valuable for helping low-income people afford housing in London. However, the mayor must recognise that it will be ineffective without greater housing supply. Market rents will keep increasing as long as there is a shortage of homes. This will render the London Living Rent pointless, since if market rents continue to rise, so too will the discounted rent, even if it starts from a lower level.
I think this is a promising scheme, but for someone like me, who has been making minimum wage and is single, a slightly lower rent would not see me on the path to home ownership within ten years
I walked past a bloc of London Living Rent flats in a former Bromley council office block once. Looked expensive and I don't think London Living Rent applies in my borough (Bexley). While I'm not guaranteed to earn average wages in London it's good that some are being catered for and some sites are coming into residential use because of mayoral funding.
I wish I had known about it. I would have chosen this over shared ownership. No one mentioned it to me.
I wish it were less restricted and there were many many more homes available on the scheme.
I'll never be able to access it. It seems like a good scheme but for a very small group of people who need it.
I'm sure the dozen or so people who've been able to access the programme are very grateful for the help, but there are few, very few available properties on the service

Irrelevant. Nothing will bring down prices other than building more homes.
It does nothing to improve supply, and just stokes more demand, pushing house prices higher
It doesn't address the problem as it is demand led, not supply led, when there is a housing shortage.
It doesn't fix the fundamental issue, a few people will have cheaper rents but it doesn't solve the problem for everyone else.
It doesn't help all those in need and we just have to get enough homes built.
It doesn't work. Build more houses.
It helps, although with rents at an absurdly high level. That doesn't mean much. Rent only being 80% of an arm and a leg is still functionally crippling
It is a good idea, but I don't know whether I would be eligible for it. A lot of these schemes are in apartments or tall buildings which isn't always what I want. There also aren't loads of schemes in Battersea
It is a great idea, not many people know about it. I personally earn slightly too much to qualify so once again I'm stuck between a rock and hard place with zero support, working so hard€1, wondering if I'd be better off in a lower paid job
It seems to be so narrow and poorly applied that it's functionally worthless
It's a good scheme. I don't think I qualify though, the demand is too high.
It's an okay idea but unclear who is eligible. Wouldn't be needed if we just built more houses.
It's helpful to some on middle incomes, but still too high for people on low incomes.
It's not affordable - it's absurd.
It's not as it's advertised, the minimum income floor is not realistic for most Londoners
It's not enough
It's not enough.
It's not wide enough. To have any impact it needs to be wider.
It's really good but there is not enough supply. In an ideal world london living rent wouldn't just be for those looking to buy a house, it could be for long term renters too.
Its stupid, build some houses like anywhere. Get us to Paris densities before winning.
I've heard of it, but I thought it was just an activist thing, that hasn't achieved anything?
Just build houses.
Limited
Lucky for you if you can get it. Like any other tenure there's simply not enough of it to go around
Market distortion that simply masks the actual issue
Me and my partner earn too much for it but still little chance of buying by ourselves
N/A
N/A
N/A
N/a
NA
never been able to use it as a recent import to the city from Sussex
no experience
No experience
No experience

No experience
No experience - sounds good but I think the minimum earning threshold is too expensive
No homes available. These schemes need to be expanded not just to new builds. There are simply not enough new homes being built for these schemes to have an impact. There must be a way to enforce these schemes on current housing stock.
No personal experience, but like the idea of indexing rent to local incomes
No properties near where I want to live or close to work
None
None
None
None - just aware of it
None, I cannot access as Islington council where I live doesn't offer any options and I don't qualify for London Living rent usually.
None.
Not accessible to most young Londoners
Not applicable.
Not enough
Not enough properties available
Not going to solve the housing crisis
Not helpful
Not much.
Only available to some people
Only exacerbates problem insofar as housing supply is constrained
Only heard about it recently - sounds positive. Should be marketed better and more Widely available
Please stop subsidising demand and instead increase supply
Pointless market distortion
Rent control is bad. Please fix housing supply constraints instead.
Seems good on paper if you plan on renting for a considerable amount of time. However the savings compared to traditional renting seem minor at best.
Seems like a good idea.
Sounds good but there have been issues elsewhere with implementation of rent controls raising prices
Sticking plaster policy - need to build more private and local authority properties
Stupid, doesn't really do anything does it.
The supply is too small and disqualifies people who could buy shares ownership which I dislike.
There needs to be much wider regulation of rent costs.
There simply aren't enough. I have never seen any advertised and know no one living in them.
There's not enough
They can be a community that you would never put together, unpoliced, feeling of unsafe
Think it's great - but in London I would no longer say that 60k is a middle earner. You're still missing a middle-class family at 60 - 150k where the money no longer stretches as far.

This does not solve the issue and only makes the crisis worse further down the line.
This scheme has an artificial construct of 'affordability' that subsidises housing for only certain people. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.
Too expensive.
UGH. BUILD MORE HOUSES
Useless. Build more houses
Very difficult to access
Very few properties available
Waste of time
We just come out income wise as too much for this scheme - leaving us in a weird middle ground between support and the massive deposit we need. I applied when i was single but there were very few properties available.
What is it? Are you proposing the infamous rent freezes? Which reduce the supply of rented houses?
Whilst it has great intentions it misdiagnoses the issue that is causing rents to skyrocket in the capital. Because house prices are being inflated artificially due to an over supply of currency greater numbers of the London populous have been locked out of home ownership. This in turn inflates private rents in the capital as greater numbers of people must fight for limited privately rented properties despite the fact that there are enough homes already in the city. If a move to a market where property could only be purchased with a liquid asset like gold, house prices would fall back to their market rate across the city again as they did in 2008. This would lead to decreasing rents as landlords would be forced to sell properties they could no longer justify ownership over which renters would purchase instead causing rents to fall even further. This would provide affordable housing for purchase by returning prices to their market rate and in turn ensuring that rents fall back to their market rate also. Prices would continue to fall so long as new supply was added at the current rate but the worse case scenario would be prices that remain the same as they already are when compared to 50 years ago when priced in gold.

Q. What are your thoughts or experiences of the Shared Ownership scheme?

Base: Those that said they were aware of Shared Ownership (n=308)

A bit of a scam as you don't actually own your home
A con. You don't own your home and interest rates can catch you out through rental increases as well as mortgage increases. An expensive way to rent in my opinion. I also find it so poor that these apartments are often segregated from the plusher apartments creating an US and THEM in buildings and developments. People investing in shared ownership shouldn't feel any lesser to the rest of a building - it should be stipulated that shared ownership flats are mixed in with regular flats.
A few friends have utilised it. Seems like a scam - a way of giving a few people a chance at a home while withholding the success of actually owning it
A massive con. Needs to be better regulated.
A necessary evil because of the utter dysfunction of the housing market in London and the UK more broadly. People should be able to buy homes without resorting to this.
A scam
A scam that drives up property prices and makes things worse in the long-run. You don't solve a supply issue by subsidising demand - it's illogical and morally contemptable.
A scam to keep prices high. Also then need to pay rent, service charge etc.
A sham and a scam. Poor quality housing that doesn't meet regs that I am paying excessive service charge to remain stuck in. I actively advise others to keep renting rather than choosing this option. It needs major reform.
A total scam
a trap and too expensive in the long term
Absolute con.
Absolute con. The problems that have become apparent due to the building safety crises are horrific.
Absolute crap. What's the point if you never actually own it plus need a deposit plus need a minimum income plus still pay rent on top of mortgage. Pure stupidity and an absolute scam.
Absolutely awful. Buying a shared ownership flat is the worst financial decision I have ever made. I didn't get enough information and the housing association's behaviour has been a constant source of unnecessary stress. They do not care about shared owners at all. More to the point, shared ownership is not 'affordable housing' and should not be marketed as such. The mayor should hold housing associations to account but he doesn't.
After reading stories it seems to have many pitfalls. Staircasing seems difficult and selling on also seems difficult. Plus people with cladding issues have been left in the cold
Again - this seems to really only help middle earners and those who have family support. It is impossible to save when affordable renting isn't possible. The only people I know who've done shared ownership are middle earners with relatively wealthy parents who helped them with deposits.
Again, a market distortion masking the real issue, scarcity of supply
Again, only increases housing demand while not expanding housing supply
All the downsides of paying rent but with a higher price tag.
Almost more unaffordable than a mortgage as you have to pay rent and repayments.

Annual service charge and rent increases can be extremely punishing, if your income is not rising. Shared Ownership only works if you are expecting to increase your income to be able to buy portions of your shared home. It's aimed solely at the wealthy young middle class and is not a real solution.
As above
As above
At the beginning I thought it was useful, now I realise that I am trapped in a scheme that will not support me moving on to full ownership.
Bad
Bad idea, doesn't tackle supply-demand. You pay a mortgage and rent but have no rights in law other than being a tenant. Staircasing is a nightmare and people can be trapped in bad deals. Building houses is better.
Bad scheme but this is what it's come to.
Bad scheme with lots of problems. Not worth pursuing. Service charges a scam, leasehold terms too short and not generous, not that many rights (eg keeping pet), few people able to staircase to full ownership and very difficult to sell
Becomes quickly unaffordable when rising interest rates affect the share you do own, then you are still paying rent on the other bit. Seems to be restricted to low-quality new-builds.
Borderline insulting that we are being asked to own a fraction of our own home and remain perpetual cash cows - but better than absolutely nothing - but maybe not even, because it distracts from the only real solution, building more homes?
Build more houses
BUILD MORE HOUSES AND IT WON'T BE NECESSARY
Build more housing
Buying into the shared ownership scheme is the worst mistake I have ever made. The costs are completely unmanageable now. I pay almost 5k in service charges a year. The housing association is terrible. I want to leave London to care for my mother but I am stuck in a flat I can no longer afford. But it is unmortgageable so I will probably have to sublet it because the housing association refuse to buy it back. I wish I had carried on renting.
Complete scam, having to get a mortgage and still have to pay rent on top is an awful deal
Complete scam. It exploits people with small deposits.
Complicated. Expensive as paying out rent on top of mortgage. Not needed if sufficient number of homes
Considered but seemed very expensive given service charges, rent and mortgage costs.
Crap and undignified.
Disaster for those in flats.
Does not sound very attractive, especially with potential problems when trying to sell the property.
doesn't work
Doesn't work, instead build more homes
Don't juice the demand side, increase supply by building more houses
Don't like it, what's the point when you won't own your whole property. Might as well rent
Don't like, as you still have to ask permission
Double the pain, mortgage and rent
Drives up prices as there still isn't enough supply of housing - still locks people into renting.

Due to the volatility of the housing market and the likelihood of a downturn, it seems expensive to not own a significant enough portion of your home.
Exceptionally expensive with costly barriers to stair casing due to fees every time a person wants to staircase and the price of buying a greater 'share' of the home is not based on the original price but current market value. This seems very wrong, it should be the value at the time of purchase, which would also reduce the cost of paying evaluation fees every time a person wants to staircase. People on benefits are not allowed to use the scheme even though the benefits could help pay the rent share. The rents are too high on this scheme with the overall monthly costs being more than a mortgage. Shared ownership new builds are also at an inflated price to start with.
Expensive
Few properties and still requires a large deposit
For new build, the rents are too high in the current market, most can only afford 25% so paying a very high rent. Higher mortgage rates, challenges if you want to move but cannot afford to buy outright. Monthly costs higher than Help to Buy.
Freeholders appear to be able to hike rents, and use their position to fleece the leaseholders, generally on over-priced new properties. Leaseholders are left with a complex system with multiple variable payments, rather than security/predictability.
From looking at this, it looks like the worst of both worlds. For a few reasons: - I've heard that the house prices are inflated - you have to pay a lot more than the property is worth, so you sort of land in negative equity on the proportion of the property you own - still paying rent on 75pc of a property is a huge outgoing and isn't sustainable - you get none of the benefits of renting (ability to move frequently, landlord takes care of main maintenance issues and carries some of the risk) but still have to pay rent (which is the most expensive tenure)
From what I've heard it's a scam, because you don't actually own a share of the home, instead you own a right to the proceeds of sale. So it's much closer to renting than to owning.
Good for people with high income, low deposit
Good idea but I'm not particularly interested because it only offers a limited type of housing stock (mostly flats).
Good idea in principle but due to obscene overvaluation of properties it is pointless.
Good so far. Quality isn't perfect but grateful that I was able to find a decent property in a decent area.
Good way to get on the ladder
Have heard from friends that there is a problem trying to sell these properties and that it is almost impossible to end up buying the whole flat
Haven't experienced myself but I know people have struggled to sell on or change properties and have felt stuck so others tend not to go for it
Heard negative experiences harder to sell if you want to move more beneficial for the seller than the buyer better off with 5% mortgage potentially
Helpful to access homeownership, but a limited pool of those who can access as the salary requirements for a mortgage are well above London average (nearly 50k) and hard to access as a single person. But the threshold is 90k, which is too low as a cap for a lot of couples (eg. university educated couples who are in their late 20s, early 30s). The difficulty of selling shared ownership properties is also a concern.
Housing association's can be reluctant to assist in community partnerships and growth

<p>How long have you got. It's obviously a scam If your income doesn't increase significantly in a few years, you won't be able to staircase to 100% ownership and will be stuck paying a mortgage, rent, and service charge, as well as all your other costs. Also, it's not real ownership, it's a long term assured tenancy which doesn't have the same security.</p>
<p>I am actually trying to purchase one right now, but it is very bureaucratic because I am self employed. Getting a mortgage is not a problem, the housing assoc. rules make it difficult for people like me</p>
<p>I bitterly regret buying into it. It is not affordable and I wasn't warned about the pitfalls, such as paying for 100% of major works or how difficult it is to sell. The housing association is clearly unable to manage their stock or process requests & complaints. Shared owners and tenants are ignored. I have never experienced such dreadful customer service.</p>
<p>I do not know</p>
<p>I do not want to use Shared Ownership (low staircasing rates, high and growing service charges, difficulty of sale). I think no affordable housing funds should go towards Shared Ownership.</p>
<p>I don't know enough about it but the homes it has in its scheme don't seem like houses I would want to live in</p>
<p>I don't know much about it I've just heard of it</p>
<p>I don't know much about the scheme but it seems complex if you need to sell.</p>
<p>I don't support anything which stops people from being able to be on their own outright.</p>
<p>I don't think it is very good. Not very fair. High ground rent and service charges. Friends have had bad experiences</p>
<p>I don't trust it and it doesn't provide security in the way a house does. Almost worse than private renting and traps people if negative equity happens or if it turns out these buildings are unsafe (which after grenfell has been revealed to be quite likely)</p>
<p>I guess it's a good idea if that is what you want, but personally if I buy a house I want to buy at least the whole flat - I already worry about leasehold and there are surely complications when it comes to shared ownership around that.</p>
<p>I had friends who did shared ownership and they had a bad experience. It seems to be a very bad idea where you get the worst of all worlds and are at the mercy of others.</p>
<p>I have a friend who has a shared ownership flat and it seems to work for him, he is expecting to increase his salary in the future and be able to staircase up. In my career I am not expecting any substantial salary increase any time soon so I am not sure that would work for me. They all seem to be new build flats with very high service charges, plus with mortgage payments and rent I'm not sure I can afford it. It would be a huge financial commitment and I worry that it would be harder to sell than a non-shared ownership flat if I needed to move on.</p>
<p>I have friends that have used it being the only way they could afford there own place. But it doesn't seem like a good investment. I think hard to sell on and the rental costs and fees are generally high</p>
<p>I have heard mixed things about it - on one hand, it seems like a quicker way onto the property ladder. On the other, it seems like it traps a lot of people who go into it.</p>
<p>I have heard so many horror stories that I wouldn't do it.</p>
<p>I have heard terrible stories from my friends who have entered into shared ownership which has put me off.</p>

I have no direct experience. My thoughts are that it goes some way to tackle the issue, but is also not ideal. It is still unaffordable for the average household, and people find it hard to sell their shared ownership homes, or are hit with excessive service charges.
I have no lived experience of Shared Ownership, but think it's very flawed. I know friends who have ended up with very steep rises on the rent and service charge aspects of their monthly payment, as the rents aren't well regulated/capped. Shared Ownership also means that you won't truly 'own' your home, meaning that the changes you can make to the property are very limited.
I have no thoughts on the scheme beyond it is designed to boost demand NOT supply and therefore in the long run has no impact on the prospect of home ownership for most people
I have only anecdotal experience however in my opinion it is not worth it - significant mortgage prices for more responsibility than renting with the same amount of freedoms and very limited possibility of ever owning the property
I have used share ownership successfully outside of London. It's been a dream
I hear that it mixes the worse of renting (paying too much) with the burden of owning a house (maintaining the place).
I have looked into this with my partner as we are trying to buy somewhere. Mostly unaffordable for young Londoners by the time you've paid the mortgage and rent on the portion you don't own. Also seems tricky to sell on once you want to move.
I know a friend in Somerset who has been able to get shared ownership but only because he and his partner got a large insurance pay out from a car crash they were in so they could afford the deposit
I know people who do it but for most of them it's been a complete trap. Everyone I have ever spoken to who works in property, finance or a related field warned me not to touch it with a ten foot pole. It has an incredibly bad reputation.
I made an offer on a shared ownership place, the owner took 18 months to find another place. By then I decided to look for somewhere else. The process is too slow and limited. Since I've not heard many positive things about it. Often service charges and rents are very high
I mean it serves a purpose. It shows my fiancée to get onto the ladder and start building some equity. But it's a bit of a scam, the rent rises were outrageous and completely anti competitive.
I saw an ad for 25% of a property in exchange for 180k - that's truly depressing.
I think it can be a risk, although I haven't researched it in detail.
I think it can be good for some people to help get them on the property ladder
I think it is a bad scheme because as prices rise you keep paying more and more for the a %
I think it is a good way to increase your capital and have some sense of home stability but would be concerned that market rates lead to an increase in the rental part of the ownership.
I think it is a scam. People only purchase a proportion of a property and then pay rent on the proportion they don't own? Sounds ridiculous.
I think it sounds like a significant risk which leaves capital relatively illiquid
I think it's a bad deal. My impression is you pay more overall, so if you have time it's better to save up and buy outright. Probably works for some people though.

I think it's a massive scam - who is able to save up the amount needed to staircase up the ownership ladder? They're often poorly built new builds in badly connected areas and are so hard to sell
I think it's a sticking plaster but am worried it still leaves people paying exploitative service charges etc. Also, if my life goal is to own 50% of a studio flat by the age of 40 that's really rather bleak
I think it's an unfair scam, tbh
i think it's pretty terrible, it's very hard to ever staircase without a windfall and you pay 100% maintenance even though you're still paying rent. it just feels like a very expensive way of buying a secure tenancy with poorer rights
I think this just a gimmick to try and give a pretence of affordability.
I used to work as a SO administrator so i know quite a lot Still think its the only way young people can get on the housing ladder
i went through the early stages of buying a SO property in forest gate - only to find out it was unsafe so i had to withdraw. i would never ever go into this scheme now because its financially unsafe, and you remain at the mercy of rising rents too.
I would avoid wherever possible. I perceive as substandard option to outright ownership.
I would be concerned by taking on responsibility for all maintenance costs despite only part owning a property.
I would look into it but don't think it's an amazing deal
I would personally not use this or recommend this.
I wouldn't enter one. All the liability and none of the benefit
I wouldn't go into it - I know people who have been burned by the maintenance costs (and it's ridiculous that tenants have to pay these in full even if they only own minority shares in the property). I understand the point of it but it feels like a scam which benefits developers much more than individual buyers.
If we built enough homes it would not be necessary.
Inadequate and low-ambition. Buyers will still be paying extortionate rents and service charges.
Irrelevant. Nothing will bring down overall prices other than building more homes.
It appears to merely reference ownership but in practice does not offer many of the benefits I have previously mentioned. For example, we have been trying to win the Right to Manage for our block for 3 years (or more). The case the freeholder has been able to make is that shared owners do not qualify for the Right to Manage (even though they pay full service charges) and there are some shared owners living in the building. We have recently won a decision in the court of appeal that states that they do have the right to participate in the Right to Manage, not least because they pay full service charges but we are still waiting to see if the freeholder will be granted permission to appeal at the Supreme Court. The Supreme Court to access a statutory right! This is not an equitable situation for anyone living in the building. We also have to pay all of the freeholder's legal costs.
It does not appeal to me.
It does not seem as attractive as out right ownership.
It does nothing to improve supply, and just stokes more demand, pushing house prices higher

It doesn't address the problem as it is demand led, not supply led, when there is a housing shortage.
It doesn't seem like it's worth it given you still need to pay rent on the other half, and if you own under 50%, you need to raise more money to actually buy it outright.
It has benefits and downsides. It enabled me to own a 40% share in my property, which I am grateful for. On the downside, I retain 100% of the financial liability for repairs and improvements despite the fact that the landlord will capture 60% of financial benefits when it's sold - in fact if I buy an additional share then I might have to pay again for the fact that improvements I made increased the value of the property. There are also problems with leasehold and the fact the housing association will happily pass on large increases in rent, and the managing agent large increases in service charge. Why should someone who is 60% a tenant even be liable for the full service charge? Lease getting shorter is also an issue which will pile more financial liability onto the shared owner once it needs renewing.
It is a scam designed to exploit those who do not have inherited wealth and ruin their lives.
It is a scam to cover up unaffordable housing. Build more houses.
It is a scam used to extract higher rents from the most disadvantaged tenants who will never be able to buy outright before forcing them out through varied means (including service charge rises, for example)
It is a sticking plaster for a broken market that serves only to further enrich people who already have capital at the expense of those who haven't inherited it. The need for shared ownership is a sign of market failure
It is difficult to understand for first time buyers. I have not experienced it first hand as I've not managed to buy a property.
It is frustrating that most properties in this scheme are poorly built and unaffordable new builds, and that most of the time LISA savings cannot be used for them as the full price of the property affects your use of it.
It is largely fine if you want some security of tenure but it isn't a financially sensible move - it costs more in the long run than buying the same property with a normal mortgage. So is more 'affordable' upfront but otherwise largely isn't. There is a huge danger that it is a financial trap for a lot of people like me, whose incomes aren't rising in line with inflation but face additional housing costs (rent, service charge and mortgage) of around £1000 next year. Meaning housing costs for a two bed flat (before any bills) will be more than £3k a month. A million miles from being 'affordable' and quite scary financially.
It is more expensive than buying a house in the traditional manner
It is predatory and only serves to disguise the problem. It is not a solution.
It is teasing at the edge of the supply problem, and from the perspective of someone who fortunately avoided it I am glad I do not have to deal with such a quagmire of different rules regarding ownership.
It isn't worth it, I'll end up paying more than if I buy a property outright
It just feels like it'll result in me paying for both a mortgage and rent. It doesn't address the root issue of ridiculous prices - it's just another way of getting money off people.
It locks people in to paying very high rents on the portion of the property that they own, and they are hard to sell given the limited portions that people often own. Overall they are often bad value for money, and benefit those near the £90,000 cap more than any others.

It seemed complicated and expensive
It seemed like a complete scam. The rental payment seemed to be roughly market rate for the whole property plus you needed to pay a mortgage on top
It seems like a good option but I don't know much about the details.
It seems to put a lot of liability on the 'owner/renter', with a lot of upfront expense and little safety net for them. It also tends to be a specific type of housing, high rise new builds, that may not be suitable for everyone.
It sounds good but have heard a lot of horror stories
It sounds like a good idea in principle but I have heard stories of people being stuck.
It started out well, but it's now an absolute horror show. We were really pleased with our flat, but it quickly became evident that the housing association [REDACTED] were ripping us off on the service charge. Charging us for things such as CCTV and a lift, which we don't have. Service charge has gone up around 10% each year + 'unexpected' charges. The building also has unsafe cladding, [REDACTED] are in litigation with the construction company and refuse to fix it in the meantime. We haven't been able to sell for 4 years now.
It worked for me - but I was lucky with a very good housing association and I knew my salary would increase a lot in the following 5 years. I wouldn't recommend it widely
It's a bad deal and I have friends who had a terrible experience trying to buy and the deal falling through
It's a complete scam - the buyer takes on all the risk and gets none of the gains. I would never consider it.
It's a con, you pay rent , mortgage and service charges. Too many catches
It's a con. Mainly relates to flats/leasehold properties. Hear horror stories of people buying properties and then service charges doubling or more. Plus there is the rent to pay on top. Not worth it. Leaseholds are bad generally.
It's a crock. Rent is rising. Service charges are unregulated and many shared ownerships are leasehold flats. So many hidden costs, that you have no control over
It's a depressing reflection of how impossibly high housing costs are that it's necessary.
It's a distraction from the need to build more housing.
It's a good idea about I have heard of people being stuck and can be difficult to sell if circumstances change.
It's a lesser form of ownership. I find it completely undesirable
It's a scam
It's a scam that is ill-suited to most young people.
It's a scam! We all know this now and the fact that this has been allowed to continue is astonishing
It's a scam, the worst of renting and owning
It's a scam.
It's a terrible idea that doesn't help the buyers of properties, it had helped boost property prices and actually makes it harder for people to buy their properties outright and comes with extra charges and fees which need to be outlawed. Often the properties under these schemes benefit those who buy to rent and are landlords. They rarely offer good sized properties which would suit young families. It's been a badly executed system.
It's a trap - the price will fall, service charges will increase, difficult to sell and rental portion linked to inflation.

It's alright. The main problem is ambiguities around modifications. In particular, I want to upgrade the boiler, as I think it's older than I am, but I don't appear to have permission to drill a new flue hole. To be honest though, I have a flat, it's fine. Wanker motorists are always making noise, but I am close to a good tube station, and it's pretty affordable.
It's an abomination and a symptom that the housing market is broken.
It's an absolute con and should be abolished.
It's awful. All of the risk and none of the security.
It's fine but not a long-term solution to living arrangements.
It's for rich people.
It's horrendous and should never have been allowed, at no point are you ever owning 100% of the property, re-sale is limited to people that meet the requirements. I don't know of anyone that recommends this scheme. Wouldn't touch it with a barge pole.
It's making the prices go up so that the shared portion is still an unreasonable price. Also the maximum salary is too low
It's ok but after two years the fees are going up and it's fast becoming unaffordable
I've heard terrible things about people not being able to staircase their ownership, and finding it difficult to sell on. The combined monthly cost of the rent/mortgage payment would be too dear for me anyway.
I've not used it but heard it doesn't work very well.
Laddering doesn't work. People trapped in ownership v. Rent cycle
Limiting and outdated figures (max income being £90k - even with joint buyers - when that is rapidly becoming not enough to own), shortage of properties
Limits on the properties that can be purchased make the scheme hard to take advantage in London with the high price of homes.
Looks crap, basically just another way to end up trapped in a leasehold on a newbuild
Lots of properties available, costs however are again out of range for people earning below 40k and more suitable for joint applicants than single people, also the cost of the actual property seems to be much higher than similar property's for sale at full ownership
Most people I know who did it didn't recommend it.
My apartment depreciated in value after a couple of years as it was no longer 'brand new'. The scheme only took into consideration my immediate scenario (ie single woman) and so two years after, when I was pregnant with my partner I was forced to sell up as we needed the space - I had to pay all the fees, lost money in the process as apartment depreciated. 80% of the complex was social housing which upset me as I worked so hard to get my deposit to 'buy', only to live with many people who did not take great care of their home. My brand new building also suffered many leaks - with three needing major works in my apartment alone within two years. Disruptive and surprising.
My personal experience has been good, it's got me somewhere to live, but it's mostly glorified renting. You still need a quite high salary to afford it, especially as a single person.
My sister has done it. Doesn't seem great tbh
N/A
N/A
Need more clarity on SC. Shared owners need a voice not just the privates. Can be considered second class residents by freeholder and Managing Agent. Managing Agents are poor across London

Negative - leasehold is not homeownership and the raising rent on them can leave people worst off than before. I wouldn't buy one.
Negative- too difficult to sell on. It favours the landlord more than the tenant.
Negative. As a shared ownership leaseholder you are at the mercy of your freeholder who can charge whatever they like for services with no evidence of providing them. You also become liable for fire safety issues (not just cladding but wooden balconies, no fire breaks etc) for the whole building despite only "owning" part of the flat.
Negative. Trapped in leasehold. Good for developers not tenant owners.
Never used. The potential inability to sell on your partial ownership is worrying
Nice idea but having to rent the portion you don't own gets more expensive with time is bad, having to cover 100% of certain costs (eg any fixes to do with fire safety or recladding etc) regardless of equity level is bad, the income required to access it has risen, and isn't it technically a 99 year shorthold tenancy and not even a type of leasehold, so you theoretically lose the whole thing for a few month's unpaid rent rather than just the amount you owe? Was better 20 years ago before the market values rose and before the issues emerged.
Nit good value from what I've heard
No experience
No experience
No experience. It doesn't address the core issue that need more homes
No personal experience but has helped friends buy new build apartments and seems a good idea
No personal experience, am yet to be convinced this is useful outside a few niche cases but need to know more
No real thoughts. Mostly a bad deal for buyer unless you are desperate to own a home. As a demand side solution, it can never fit more people into the same number of homes.
None
None
None
Not at all a good alternative to full ownership
Not bought yet but would defo consider this. Have heard they are difficult to sell though, my friend is still struggling to sell his. He needed to move to Midlands with work.
Not enough available. Don't like the scheme. Don't want to be locked in to owning part of a home and finding it hard to sell. It's unfair having to be paying rent as well as mortgage but being completely responsible for the property. Why can't that rent payment also go towards owning the asset?
Not going to solve the housing crisis
Not great. Paying rent and mortgage is expensive, and the rent can go up at anytime, you are liable for all damages and for all the cost of selling.
Not in favour. With house price growth outstripping wage growth, seems impossible prospect to eventually buy out more, and still one has none of the freedom of home ownership in terms of what you can do with the property.
Not interested, too many loopholes
Not keen on it at all. People struggle to earn more percentages of their homes because wages don't go up and the companies running them increase the interest too high.
Not much known

not sure
Not sure
Not too bad.
Not used it. Can't even afford this in London.
Not useful- traps people into paying long term rent on the portion they don't own while also paying mortgage
Not worth it due to high costs i.e. paying 100% of everything and lots of hidden costs. Reselling can be difficult and costly and to staircase is costly. It is overall at least a good opportunity.
Often the terms are highly unfair for first time buyers. Terms and laws about shared ownership need to be changed to favour buyers.
Ok for a first purchase, but I've heard people having trouble selling / moving on.
One of the worst affordable housing products out there. Tenants have no control over service charges and rent increases which become unaffordable quickly due to high inflation. Difficult to sell. Shared ownership should not be classed as genuinely affordable housing.
Only makes things worse by propping up prices
Overall negative. Wouldn't be necessary if enough homes were built and people could make an easier step from renting to ownership.
Part owning your home feels less secure
Pass.
People can end up in situations where they can't afford to pay but can't sell
People who have entered them regret them.
Personal experience really positive. Many friends have used it to, and also been able to staircase or move on to larger homes.
Ponzi-esque. Designed to make a lot of middle men money. New builds priced at a premium. Build quality sometimes below average. Leasehold scandals. Service charges varying wildly from borough to borough. Lack of transparency about quotas for private sale, SH & social tenants, so you could easily end up paying half a million for a 1-2 bed & the development is degraded by a high volume of non-owning tenants & then you're in negative equity in future.
Poor idea that does not address the root of the problem
Poor scheme that results in property values being inflated and where the buyer seems to shoulder all the risk for a decline in property value compared to the owner of the balance of the property (e.g. a friend was unable to 'staircase' their ownership when the value fell as the freeholder repeatedly frustrated their attempts to do so)
Poorly thought through. No recourse on landlord . Charges rise year on year. On top of mortgage. No clear lines on responsibilities of landlords.
Predatory, difficult to sell and scale up. Meaning if you plan to have a family in the next 5 years it's not worth doing as you may be stuck in a shared ownership property you can't sell. Also stuck to new builds which are of increasingly poor build quality - not worth the money.
Predatory. The only people I know that purchased shared ownership properties, had the costs rise a few years in and then had to sell at a loss.

Properties available under this scheme are almost always new builds, which are very often of a poor build quality. They're also far more likely to have cladding issues, and they're not the sort of building I would prefer. I like older buildings, and I don't see why I should have to live in lower-quality housing stock just because I'm part of this generation rather than one of the previous ones for whom home ownership was far more accessible.
Really shit scheme that does nothing bait people into housing they can't really afford
Rubbish
Rubbish attempt to avoid more supply
Rubbish. Flats/houses still ridiculously expensive, often including ground rents and service charges ontop of a rent and mortgage
Scam
scam
scam
Seems good on paper. Feels like it encompasses the worst parts about renting (cost) and the worst parts about owning a home (inflexibility). It is palliative care and doesn't affect the underlying reasons why people can't buy homes.
Seems like a bit of a scam really
- Seems like a good idea but too many properties in This scheme are riddled with issues such as cladding, opaque service charges, poor Build quality.
Seems like a scam a lot of the time, heard some horror stories
Seems like a scam. Just build houses so young people don't have to do this. Preceding generations were able to outright, why aren't we building enough so this generation can?
Seems like a terrible financial product.
Seems like an intersting idea, I'd be a bit worried about how it would work if you decided to sell 5 years after buying.
Seems like the overall costs are too high for a single person
Seems pretty good
Seems to be an inequitable trap. Partial ownership of the flat but full liability for repairs? I've seen a lot of people get stung by this. Worse still, by buffering the demand side of the housing market it artificially keeps prices high for all of us. Not a fan.
Shared Ownership is a complete con and it should not be treated as affordable housing. It's a way for developers to be paid twice despite providing nothing generally affordable.
Shared Ownership is a scam that does nothing to address the root cause - lack of supply
Shared ownership is a total rip off. I didn't go down that route as the rental payment on the portion you don't own is too high to be manageable. Furthermore, any issue with the property is 100% your problem, so it's not a fair scheme. Housing associations rake in money on rents in London, this isn't a fair and supportive scheme
Shared ownership is a virtually useless scheme which ties people into long leases for marginally cheaper rents.
Shared ownership is great, I only wanted to buy half a house anyway
Shared ownership schemes are a scam and place even higher costs on those who cannot afford it. For example, in leasehold and the cladding scandal, shared owners are worse off than other leaseholders as they are expected to pay a 100% share of service charges (which include measures to fix building safety), yet they may only "own" a much lower percentage. If people can't afford to buy property at its current price then government should step in to fix the market not subsidise buyers and thus continue to inflate prices

Shared ownership seems to be divisive in how effective it is, it's worked well for some people but terrible for others, especially with the ongoing cladding scandal.
So many barriers when it comes to selling the property etc that it does not seem worth it
Someone described this as "neither shared nor ownership" which feels about right. You're faced with 100% of the upkeep cost, including full service charges, despite only owning a fraction of the flat. The cost of the rent on the other portion is opaquely priced, and other investors are completely protected from outgoings and/or losses. Either way we would not be eligible because our combined income is too high.
Sounds like a bad deal.
Sounds like a good idea but largely has a very bad reputation. Friction from multiple owners seems to create difficult circumstances.
Sounds like a good idea but then new properties are often over priced and the fees to revalue homes to staircase or sell are ridiculous.
Sounds like a horrendous scam, everyone I know who's done it regrets it
Sticking plaster policy - need to build more private and local authority properties
Still exposed to leasehold issues
Still too expensive - need to build more houses
Still too expensive due to cost of properties in London alongside leasehold costs & maintenance payments
Still too hard to save
Subsidizing demand is not going to solve a problem driven by supply constraints.
TERRIBLE - it's a awful scheme. You don't 'own' anything. I pay 60% rent but I am responsible for 100% of what happens inside. It's ridiculous. The HO are under resourced therefore poor repairs + customer service. It's just terrible. I cry regularly. I'm stuck. I can't move out. Is just horrific. End it now.
Terrible that the 'owned' section of houses can be repossessed if people fall behind on rent. They should have to buy you out.
Terrible value for money, not truly owning a home
Terrible. If you want to sell you're totally trapped. Would never go near it.
Terrible. It's so hard to sell once you no longer want to live there. I wouldn't consider it
Terrible.Appaling. Scary Valuations of these properties are nuts. Even for new build prices. So tired of looking in the Shared Ownership website and seeing 'this property requires a minimum household income of £43,000' . The only people in my family/ I know that can afford that are in their 50s
Terror stories. Would never
The mark of a declining country
The properties I have seen generally have very high rents (a very high overall value) which means they are only accessible to a very narrow range of salaries. (I've seen a lot where the minimum affordability means you need to earn £80k, and the max is £90k, so it's a very narrow band). The application process for resales is very opaque - we applied for one and didn't get it and the housing association couldn't give us feedback on the criteria etc.
The rent and particularly service charge can be HUGE I've heard it's very hard to exit
The rent paid for the remaining share that is not yet owned should help the shared owner buy up the remaining shares of the property. As the scheme is currently made, it just forces people to pay double rent if they need a mortgage to buy they initial share.

The service charges are often unaffordable. They need heavy regulation. In most buildings they are a scam.
The Shared Ownership Scheme may help some people own a home. But it is shuffling deckchairs on the titanic without building more homes. Juicing demand through such a scheme when London has a shortage of homes only raises house prices further, rendering the scheme pointless. The only answer to a shortage is more homes! Anything else is pointless.
The worst of both worlds. Significantly more expensive than renting alone, and still subject to the same sense of precarity as renting.
These schemes are not the answer. we just need to build more houses not artificially inflating demand.
They all fail to prevent the problem, they are too restrictive in terms of what can be bought and do not force builders to build affordable properties
They are a rip off and extremely difficult to sell on
They seem like a bad idea for most people and is a bad mitigating measure for sky high property prices.
They seem like a scam
This is great but we should of done better research on my housing association [REDACTED] as they are rubbish! Bad communication
This may be helpful in some cases but doesnt address the fundamental problems of housing supply.
This scheme is a trap that combines the worst of all worlds. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.
This seems to be a good idea but being able to get a mortgage to buy your own home is preferable
Those that get into the scheme first are rewarded despite its precarious nature but over the long term it only makes sense for a small percentage to benefit from it. Unfortunately it cannot provide a route to home ownership for everyone in the under 40s demographic in London. House prices continue to rise so long as more mortgage debt is introduced into the market. The homes are already affordable when priced in gold, the best route to reach affordability again would be to move back to a liquid asset like gold for home purchases but there are other options which I'd be happy to discuss.
Too expensive,
Too far weighted towards the housing association over the buyer. My service charge has more than doubled since 2015. I can't sell due to cladding issues and high service charge. Housing association will not help or buy back my share.
Unclear if it is much better than renting
Unsatisfactory, makes it near impossible to escape renting due to the difficulty in staircasing
Useless. Build more houses
Waste of time

We are shared owners and find the scheme useful. We would not have been able to buy our property without it, however there is zero support from the Housing Association [REDACTED] once in the property - we have a house, so all costs etc are borne by us, there is no support to increase our living space (we are overcrowded). We also have continual issues with being charged items on our service charge which do not relate to us and it's simple stuff that the housing association should be able to get right

What's the point in spending everything we earn on a home that'll never truly be ours? Ridiculous.

Whilst it helps people accrue capital, it a considerable cut in the standard of ownership/life that my parents had.

Why would anyone want to help both a mortgage lender and a landlord get rich? We want other generations have had; the chance to own our home outright.

Works out quite expensive once the service charges are brought in. Not sure anyone ever ends up buying the building outright. Possibly more expensive than renting

Would never do it. I would want to own outright.

Would seem to increase housing costs

Seems like a good idea but too many properties in This scheme are riddled with issues such as cladding, opaque service charges, poor Build quality.

Q. What are your thoughts or experiences of the First Dibs scheme?

Base: Those that said they were aware of First Dibs (n=33)

A scheme limited to residents of the capital is admirable but it misdiagnoses the importance of understanding the origins of the currency from abroad being used to purchase the homes in the first place. In most cases its origin is debt that did not previously exist. By requiring purchases from abroad to be made with gold only the number of international transactions would have to be reduced anyway as fewer people would be able to acquire the gold required. The reason why international investors choose to put their money into property is because they have an incentive to do so. When currency doesn't hold its value through time, people seek out other ways to achieve this namely property ownership. To prevent them paying extortionate prices for London property that prices locals out of the market it would be better to make these properties undesirable to them with a requirement for purchases to be made in gold forcing them to invest in something else because this move will ensure that prices must fall to their market value. This would allow only those wishing to purchase property in London for their own use as a home rather than an investment vehicle no matter where they are in the world. After all London is an international city but this doesn't mean it needs to be an expensive one. London could become the first city to return it's house prices to their true market value and ensure that it's residents no matter where they come from originally are able to find an affordable home be it for purchase or for lease.
Build more houses
Demand-supply policies do not work. Build more houses.
Doesnt work!!! Increases demand when we should be building more homes
First Dibs matters little if there are insufficient homes. It may help some locals get houses before others. But it will not bring down the cost of housing to make it more affordable for locals in the first place. The only answer to a housing shortage is to build more homes. Anyone who does not understand that it deluded, an idiot, or a sophist.
Good idea in theory. Just not sure it works in practice. Properties can still be bought as investments. Nothing to stop Londoners or UK residents buying the, as buy to let's or Airbnbs.
Good, I am born and raised in London and I want to stay in the city where my family, friends, and job is
I think if GLA precept is funding these homes, a first dibs for Londoners on two thirds of the properties built this way is fair. We do want some home counties and other people able to buy here, particularly as they work for London businesses that pay the business rates that also fund the precept
Irrelevant. Nothing will bring down overall prices other than building more homes.
It does nothing to improve supply, and just stokes more demand, pushing house prices higher
It doesn't address the problem and blocks investment in London. Build more houses.
It seemed like interesting idea but not sure what has happened since the announcement.
It's a demand side solution when the problem is supply side
It's a nice idea but not strict enough, and laughable that some companies feel that a week's lead is all that Londoners should be given. Appreciate that some housing developments sell out nearly immediately, but it's still a token gesture.
I've heard of it but not actually seen it in practice. I am not sure what the requirements are. I think we call it something boring like a local marketing agreement in Section 106 if it even exists there.
Localist bullshit, and doesn't even achieve its stated aims anyway
Makes a minimal impact on my life, but it reduces the number of people who insist that foreigners are buying all the flats to leave them empty

Might be slightly helpful but overall doesn't address the underlying issue (extreme mismatch between supply and demand of new homes).
N/a
None
None
Not aware of the details
Not going to solve the housing crisis
Pointless If homes are too expensive it doesn't matter where offered first
Positive
Probably racist. Why arbitrarily price out foreign buyers, they may want to live in London too - both can happen as long as we increase supply!!!
Rationing is really bad. Please just loosen the housing supply constraints imposed by the planning system.
Rich people
Seems a bit racist
This could work, though detracts from actually solving the whole issue which can be done through home building.
This scheme has an artificial construct of 'affordability' that subsidises housing for only certain people. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.
Waste of time and discriminatory
We should be making it possible for everyone who wants to live in London to do so by building enough homes for all of them, not fannying around favouring one group or another.

Q. What are your thoughts or experiences of the Discount Market Sale scheme?

Base: Those that said they were aware of the Discount Market Sale scheme (n=44)

Again, this scheme simply juices demand. YOU CANNOT FIX A SHORTAGE BY RAISING DEMAND MORE! You can only fix a shortage by either raising supply or reducing demand. Since restricting immigration is unacceptable, either economically or morally; the only solution is to build more homes.
Another prop rather than simply providing truly affordable housing. Too many gimmicks like this
As above
Build more homes would be more effective at making it affordable
Build more houses
Doesn't go far enough
Doesn't help the supply issue
Don't subsidise demand: build more houses.
Good for developers. Properties usually more expensive than the resale market.
Good idea in theory, but it's similar to shared ownership and the pitfalls associated with it.
I don't know loads about this but it seems good? Hampered by small numbers - I haven't seen a lot of properties available
I have no experiences or thoughts. I don't think this applies in my borough (Bexley). The emergency accomodation need here has skyrocketed so I doubt any properties will becoming surplus to requirements any time soon.
I think DMS homes can be delivered in a lot of circumstances where housing associations aren't interested in acquiring homes, but I am not sure how well-targeted they are. Maybe when DMS resale homes become available and there is no new build premium, they will have a bigger impact - providing that the deed restriction / S106 agreement is adhered to.
I'm not sure.
Irrelevant. Nothing will bring down prices other than building more homes.
It does nothing to improve supply, and just stokes more demand, pushing house prices higher
It doesn't address the problem, might even make it worse. Build more houses.
It's a demand side solution when the problem is supply side
It's great but as I type this there are only 28 DMS properties available for sale. Lack of supply means it's basically not an option
It's impossible to find properties that meet the criteria and builders construct the scenario for it to be the case
It's ok but somewhat limited, solution is building more homes which would bring down house prices, good old demand & supply works here.
Local councils tend to serve as insurmountable hubs of resistance
Ludicrous meddling
N/A
No experience
None
None
Not enough properties available
Not enough, not visible
Not going to solve the housing crisis
On paper but whilst prices move faster than wages, the "discount" lessens

Only seen it through Pocket, 20% off for a tiny home isn't a great offer.
Pretends to be affordable but isn't.
Rationing and selling homes below market price is really bad. Abolish this scheme and free the housing supply from planning constraints instead.
Rich people.
See precious answer
Seen 2 or 3 places. Mainly, they seem to be "only within borough" sales, which is obviously a bit silly since London is a city, not 33 different cities. Not cheap enough to have ever been my first home though, and off limits to me now I have a shared ownership flat.
The DMS scheme assumes that house prices are high in the capital despite that fact that when priced in gold this is not the case at all. By offering discounts for purchases of new builds more and more subsidies are required forcing the quality of homes to decrease with every further new build constructed. We can already see that homes built pre 1920 are of a higher building standard than those built after 1920 when more currency was released into the market. Inevitably material costs rise incentivising the construction of homes built with cheaper and cheaper materials that do not last the test of time. This also means that the construction industry becomes even less ecologically sustainable than it already is. This trend has sped up faster and faster with every passing decade. Whilst it is admirable to offer a discount for first time buyers of new build properties it misdiagnoses the causes of why prices appear to be high despite the fact that when priced in gold, house prices are comparable to that which they were 50 years ago.
This is a stupid sticking plaster that does nothing to address the underlying issues of lack of supply.
This scheme has an artificial construct of 'affordability' that subsidises housing for only certain people. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.
Useless. Build more houses
Useless. Doesn't discount enough, normally part of a leasehold which isn't home ownership
What I have read is good.
You want to reduce the sale price of houses? Try building some then

Q. What are your thoughts or experiences of the Help to Buy Equity Loan scheme?

Base: Those that said they were aware of the Help to Buy Equity Loan scheme (n=204)

A bad scheme that increases demand and prices without increasing supply.
A scam that drives up property prices and makes things worse in the long-run. You don't solve a supply issue by subsidising demand - it's illogical and morally contemptable.
A waste of money that juices demand without addressing supply. It pushes up prices for everyone and is essentially a net transfer from the government to existing home owners.
Additional money is helpful but £3k in the real world of buying is not much.
Again ok but limited. Just get more houses built & address the mismatch between demand & supply
Again, doesn't resolve matters. Does not expand housing supply!
Also a silly idea. Simply unsafe to have people be liable for two big loans (HtBE & mortgage).
Also an admirable scheme but again it misdiagnoses the situation. House prices are already affordable, it is the currency with which we purchase property that makes them unobtainable. By issuing subsidies for the public we can only help those that benefit from them now whilst incentivising the prices to continue to artificially rise. In the long run even more of the public is locked out of home ownership as evidenced by the continued fall in the home ownership rate across the capital as per the most recent census figures on property tenure.
An awful scheme that has kept house prices artificially high at great public expense. I will access it if I can and if I'm eligible but I'm a long way off.
An inflationary policy that worsened the price inflation over the last 15 years. Useful for people on middle incomes who could come up with the needed deposit, certainly benefits couple buying together.
As above
As above
As my feeling on shared ownership is significantly impaired after joining it, I am sceptical of any other scheme.
Atrocious scheme that results in property prices being inflated at the point of first purchase, and the owner then being stuck with a property with a lower value by the time comes for them to sell.
Atrociously run, helped jack up the prices even further and now everyone is sitting on property that was over priced
Bad - don't subsidise demand.
Bad idea, doesn't tackle supply-demand. When demand vastly outstrips supply, subsidising and juicing demand is counterproductive. The meme of "I just need to subsidise demand" seems relevant. Building houses is better.
Because supply did not grow alongside the scheme, it simply led to starter homes getting more expensive. Scheme has now concluded, I believe.
Build more houses
Completely counterproductive. All it does is raise prices
Dangerous. It has inflated house prices which isn't a good thing. It also exposes people to a very high interest loan if they don't pay it back within 5 years (given house prices in London this wouldn't be a surprise).
Decent if you can expect your income to rise over five years
Demand side driving up prices when we need to increase supply
Demand side schemes are totally pointless and kick the can of housebuilding further down the road.

Demand side solution that inflates house prices further, making it more difficult for the next generation of potential buyers.
Demand stimulation. Beneficiaries are developers not people.
Demand-side policies do not work. Build more houses.
Didn't that end?
Does not appeal - schemes like this inflate demand without helping with supply .
Doesn't actually help
Doesn't really help us and the house threshold for London is so low so you can't use it anyway
Don't know much about it
Don't subsidise demand: build more houses.
Dreadful, stay away, never do it again. All this scheme did was encourage me to buy an inflated price flat, which was poorly built, and now has caused me mental health problems whilst we wait to see what work needs to be done to repair shoddy construction. It's a real shame the mayor is not more vocal about the plight here...if the aim with this survey is to work towards new policies, the assembly needs to clearly articulate the existing issue at hand
Drives up house prices. Subsidising demand does not work, drive up supply
Friend has it. he's worried about remortgaging now that rates have gone up
Given the huge cost of housing, help to buy schemes are generally insufficient to support most people.
Good
Good
Good if you have a deposit and two incomes
Good product for young professionals who can expect their salary to increase significantly. Good product for developers as attracting purchasers who cannot afford the full market value. Contributed to increase in house process.
Good, but increasing supply is better than increasing demand
Good.
got to pay back loan dependent on SOME factors out of your control
Has pushed up prices. No use for older flats.
Have not used
Haven't explored this process as much as the others as the loan part is off putting as weird as that sounds considering I'd be entering into a mortgage but the labeling and separation of it puts me off
Help to buy is a terrible idea. It's inflationary. I know people who bought with help to buy and they can't sell or even redeem their help to buy loan (due to cladding). They're now paying extortionate interest rates.
Help to buy just generally is throwing fuel on the fire of high prices.
Helped push up prices and helped developer's profit margins. Plenty of evidence for how well they've done out of it. First time buyers now have to pay more. Complete failure.
Helpful for a tiny tiny minority
Helps with the deposit but not the repayments
House price pumping on the taxpayer's money
I am delighted that the taxes that are taken out of my paycheque each month are used to guarantee mortgages so that if the borrower stops paying the bank will not lose money.

I am less familiar with this but know that in general the help to buy schemes have inflated property prices making it harder for young people to purchase.
I am not familiar with it but I have only heard bad things about it.
I am opposed - it is likely to have increased prices without affecting supply significantly.
I am too young to have been able to use this although I have heard of it. Honestly I would have been very worried about taking on a huge extra loan in addition to the maximum mortgage I could afford.
I can only comment on friends who have used it before but it does seem like a good help.
I considered using it for a new build property. Decided against. Most of the benefits of the scheme seemed to accrue to developers who were able to sell (often tiny) new builds at a premium.
I didn't start saving for it while it was still possible - I think it's a good idea in practice but the thresholds are unrealistic in terms of matching average house prices in London
I didn't use this service and it appears to have been discontinued
I do not feel strongly but am naturally suspicious of anything that diminishes a buyer's equity. It would be easier to increase the supply of houses so that prices stabilise and wages can catch up
I don't fully understand it.
I don't know much about it
I don't know much about it, but my impression is it just makes developers charge more for the property to start with and the benefits never reach the buyer
I don't need even more money problems just to own a house. Loans are an awful thing people end up spending their whole lives trying to pay off
I don't want 'help to buy', I want housing to be cheaper. I'm worried about schemes like this bidding up prices and leaving some people worse off.
I don't want to buy some awful new build so not for me
I have a friend trapped with help to buy. He can't redeem his loan because of the cladding situation and is now paying very high interest rates on it. It's just as shocking as shared ownership.
I have little knowledge of this
I have no direct experience, but have heard it can be risky in a rapidly rising market because you have to buy the equity loan at a higher price
I haven't used it, but seems like a good way for the risk to be underwritten/shared. It is almost like a council home. There should be an option to sell the whole property to the local council should the owner no longer want to live in the property. This will build a pool of social housing
I think it's fine but the two people I know who did it are absolutely terrified of when their higher repayments start, their salaries have not increased enough to match it.
I think the are not good schemes. BEtter scheme would be a longer mortgage so you own the property less mortgage
i think this scheme has now ended? and didn't it only apply to new builds?
If we built enough homes it would not be necessary.
In general, I think demand side measures like help to buy push up prices and keep them high, and what's needed is a supply side intervention in the form of building more houses. On help to buy specifically - again we would not be eligible as our combined income is too high - but it seems to have primarily made the cost of every single new build skyrocket, even when these are really quite far out. I don't think the terms of the equity loan are clear to many people, and those rolling off the 5 year period could be faced with quite steep increases in their repayments due to the way the loan is structured (although arguably it's better than the terms of some mortgage).
In theory a good idea but unattractive because it is limited to overpriced new builds

Inadequate - pushes up demand while doing little to improve supply. Throwing money at a fundamental supply problem is a recipe for inflated prices.
Increased the price of new builds, without improving the quality. New owners are over-leveraged, and possibly unable to sell without a loss.
Inflates house prices
Inflates house prices
Inflationary and dangerous in context of rising interest rates and falling house prices. Makes the problem worse for those unfortunate to take advantage of scheme. May finally be backfiring on those who did now due to inflation and rate rises.
Inflationary. Just build more and bring prices down rather than helping subsidise high prices
Insufficient at tackling the root cause of the problem: insufficient supply.
It definitely makes the problem worse by just pushing up prices. Build more houses.
It does nothing to improve supply, and just stokes more demand, pushing house prices higher
It doesn't address the problem as it is demand led, not supply led, when there is a housing shortage.
It enabled me to buy a place, but now I cannot sell without making a loss. They should better control the price of properties to prevent over inflation.
It has been proven to inflate house prices. A complete failure.
It has increased the cost of housing.
It inflates prices.
It is a ridiculous scheme that research has repeatedly shown only raised house prices by raising demand further. See earlier comments. Most financial advisers also agree that a Help To Buy Equity Loan is more costly for a first time buyer, due to issues with remortgaging.
It pushed up prices and makes taxpayers, many of whom will never own a property mortgage free or for more than half their lives liable for when prices fall and the government sometimes does recycle the funds to recirculate
It pushed up the cost of housing. well done. Another failure because we insist on only treating the symptom and not the illness
It seemed like good idea to have larger deposits but not that it's only for new builds; plus its not available in England anymore.
It's a demand side solution when the problem is supply side
It's a scam
Its been helpful to allow us to afford somewhere better as we were deposit shy.
It's increased the price of the homes it subsidises
It's is not solving the problem
It's the wrong solution to the problem of high house prices. The correct solution is to build more homes to lower the cost of homes overall, not have the government own 40pc of your highly inflated new home.
I've looked into it but I have no experience
Juices house prices for no benefit. Scrap it and build more houses instead.
Just inflating house prices because neither local government, GLA or national government are building enough housing.
Just pushes prices up. You can't solve a supply side problem with demand side solutions.
Lack information.
Limited amount of houses that fit the criteria

Limited by price cap and only applying to first homes. Better to make mortgage payments tax deductible
Limits on the properties that can be purchased make the scheme difficult to use in London.
Locking up my money in the hope that I can eventually spend it on a house in a way that was designed by the Tories to guarantee house price inflation? What a brilliant idea....
London homes don't qualify
Looks very dodgy. Massively inflated prices.
Madness. Juicing demand when supply is the problem. Junk it.
Massively inflated house prices for all
Meh.
Middle Class
My brother brought his first property through this scheme and, although helpful, he has come to end of the initial loan period and has been hit with a high jump in mortgage repayments. If the scheme gave longer that would be more helpful
My partner used it and helped him get into market but not easy process to buy the government out before 5 years
N/A
N/A
N/A
N/A
N/a
N/a
Na
Need more housing supply, not subsidising demand.
Nice idea but it just propped up the prices of new-builds.
No experience, but it doesn't seem to work well in London.
No experience.
No major thoughts.
No opinion.
No personal experience - is good if the aim is increasing rates of homeownership. Not good if the aim is increasing the affordability of housing overall.
None
None
None
None
None
None.
None.
Not as good as regulating ownership so that these things aren't needed.
Not bad but not applicable for loads of properties and you pay more if your property increases in value which seems unfair
Not enough
Not going to solve the housing crisis
Not much known

Not sure
Offers no incentive to me, locked into certain property and help is minimal when the deposit amounts required in london are huge
okay but the main problem is not the deposit but in fact the mortgage and salary link
Only so good, as you have the money to put in the scheme
Overpriced homes, direct into negative equity.
Positive, but something I will do in future
Positive, I think this could be really useful
Possibly slightly better than Shared Ownership for the buyer. But likely to raise the prices of those properties so may make it hard to resell. As a demand side solution, it can never fit more people into the same number of homes.
Pushes house prices up further
Ridiculous demand side reform which did nothing to fix the underlying supply issues
Rubbish attempt to avoid more supply
Rubbish. If the value of your house increase, as it invariably will in London, then you have to pay back significantly more than you borrowed.
Same issues
Scam. Many can't repay on loan due to cladding and are stuck paying excessive bills. Would not recommend to anyone.
See above
Seemes good at first but it's still basically unaffordable, and even if you can afford it, you're forced into buying over expensive new homes, and you'll get screwed over in 5 years if you can't afford the pay back.
Seems to be restricted to low-quality new-builds. Seems just like a way of boosting demand without addressing the real problem of supply.
Seems to just help people who already have money. I have checked out the scheme multiple times and I still couldn't afford anything with it.
Seems unaffordable & actually boosted property prices. Madness!
Should be written up in the history books as 'Help To Sell'. In a low interest rate environment from 2010-2022 it largely inflated demand without meaningfully increasing supply. Contributed to a bubble. I know people who got stung from the repayments on their HTB equity loans.
Similar to my previous answer
Similar to my thoughts on shared ownership. These schemes just help to escalate the upwards property spiral and help line the pockets of developers. Again, many on these schemes are even more negatively effected by the cladding scandal
Similar to the above.
Similarly, while help to buy can help people get on the ladder - a very significant number end up in negative equity when the loan term ends or when they come to remortgage. More value in the boosting of building rates post 2008 than for the individuals.
Sticking plaster policy - need to build more private and local authority properties
Still a loan
Still doesn't offer enough help to most working class people
Stop subsidising demand - build more homes
Stop subsidizing demand and build some damn houses.

Stupid. Further drives up the cost of housing because it doesn't solve the ACTUAL problem which is the supply of homes on the market.
Subsidises demand, good short-term policy but ultimately prices other people out.
Subsidising demand is bad. All the more while supply is heavily constrained.
Taken advantage of by big developers - simply raised prices rather than supporting young people.
Terrible idea actively making things worse. The problem of housing is lack of supply. This increases demand. Nothing will bring down prices other than building more homes.
That seemed to be very helpful but house prices may have inflated because of it
There are barely any new builds to buy. It's nonsensical that you have to use the scheme on a new-build property when there are very few to be had.
These schemes are not the answer. we just need to build more houses not artificially inflating demand.
They increase demand but don't address the shortage in supply - this increases prices further
This is a better scheme in my opinion.
This is a stupid demand subsidising scheme when the issue is clearly supply. The main beneficiaries are house builders. It is also distorts supply to focus on this subsidised demand creating bigger issues in future.
This is what I used to purchase my house - generally the scheme was good and I couldn't have purchased my house without it but I do suspect I ended up paying more than I otherwise would have due to the scheme pushing up prices. I also thought the scheme was incredibly poorly managed when I was applying for the loan
This is what we have used. It has been useful for use, but as I previously stated I think that it serves to artificially inflate house prices across the board.
This one is a really good deal if you can get it. But you can't! They were rare when I was looking a year ago, but now I think there really are none. The price would have been just slightly out of reach for me, but I certainly would've done it if I could.
This scheme is/ has ended. These homes were normally inflated price-wise to start with. Then buying further equity - 40% in a lump sum after 5 years is unrealistic for your average buyer - resulting in very high interest on the remaining 40%.
This scheme simply increases demand for housing, without addressing the fundamental problem which is supply. Indeed, this scheme makes the housing crisis even worse by simply inflating the housing bubble further. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.
This seemed to be heavily restricted applying to new homes only. New property is massively overpriced anyway.
too many conditions to benefit from the loan.
Unavailable
Useless, the cap on prices Help to Buy can assist you with is lower than anywhere fit for human habitation in London
Useless. Build more houses
Very negative. Drives up demand in a supply constrained market. Build more homes so people can buy homes that are affordable. Gimmicks like this make the situation worse. We have a housing SHORTAGE and only increasing supply will help.
Waste of time
While I appreciate the sentiment, fundamentally these are demand side policies that only serve to increase prices further

[Return to top](#)

Whilst pretty good for the individual, these have been terrible for the market in that they have essentially driven up property prices for first-time buyers.

With prices rising, the scheme helps but you still are in an unaffordable climate.

Worthless. This scheme only benefits people on incredibly large wages. These people shouldn't need the help in the first place.

Would prefer if it wasn't just available on new builds

Yet another demand side initiative when it is a supply based problem

Q. What are your thoughts or experiences of the Help to Buy ISA scheme?

Base: Those that said they were aware of the Help to Buy ISA scheme (n=316)

£3,000 limit is nowhere near a realistic deposit, when the average for first-time buyers is £150,000 in London. We chose not to use it, so we could be more flexible with our savings, usually having to use it to move between rentals - we were required to put down 6 months(!) rent up front on our current place.
A bad scheme that increases demand and prices without increasing supply.
A drop in the bucket, and addressing the wrong end. We should be addressing supply (i.e. building more housing) rather than demand (i.e. making it slightly more achievable to pay the high prices). And long term, Help to Buy will make the problem worse - i.e. that housing is far too expensive.
A good idea but it has a low cap
A good way of getting more for deposit but doesn't help with supply side
A little ridiculous and only increases house prices.
A more efficient way to save money for houses that are too expensive doesn't solve the issue: which is that houses are too expensive
A relative is using this to save a deposit but they aren't sure if they will ever be able to save enough.
A sticking plaster that helps very little and does nothing to address the key issue of supply.
Additional money is helpful but £3k in the real world of buying is not much.
Again great opportunity for first time buyers need to start as a savings pot really early similar to Gordon browns children isa. Imagine how much could be there if it started at birth?
Again I don't know much of the details but it seems helpful - except it doesn't help the root problem of prices being so high.
Again, demand is not the issue so why fuel it?
again, i think this has ended.
Again, useless when house prices are so high. Have read the HtB initiative did little but push up house prices. I have one, but I can't put money into it anymore because renting is so costly.
All I know is that it exists, but I can't imagine being able to put much money into any kind of ISA because I can barely save any money!
Alright.
Another demand side initiative
as above
As above
As above - increases demand without addressing supply so prices go up
As before.
As previous
As with other help to buy schemes it inflated house prices
Attractive when saving for a deposit but is becoming less competitive with rising interest rates on more flexible ISAs
Bad increases demand with no supply
Barring a lottery win, I won't be buying property in London.
Build houses, not financial products.
Build more houses
BUILD MORE HOUSES SO ITS USEFUL
Build more housing

Closed now
Closed?
Could be more helpful
Demand side interventions are not the solution. Either way we are not eligible because we are looking at properties above the limit, so cannot use this. It doesn't seem like these interventions have at all been adjusted for house price increases for the past decade, particularly not in London.
Demand side subsidies make the problem worse
Demand-side policies do not work. Build more houses.
Demand-side policy so doesn't address the underlying issue. Slightly helpful because it creates an extra incentive to save.
Didn't take one out. I already have a cash isa which I can't afford to deposit more to
Ditto above; and too limited given costs in London
Does not appeal - schemes like this inflate demand without helping with supply .
Does not work. This scheme simply increases the demand for housing, offsetting the increase in saving, leaving the buyer exactly where they started
Doesn't work because of particular limitations/qualifications
Don't know much about it unfortunately.
Don't subsidise demand: build more houses.
Drives up demand when we should increase supply
Drives up house prices by subsidising demand
Drives up prices as it doesn't address lack of supply.
Drop in ocean due to high house costs. Cap is way too low now for the price of London properties and needs to be raised to reflect the market. Has driven up house prices. Young people need help with deposits and it can't be used for that.
Drop in the water but at least its something
Ending before I could access
Feels like the scheme is just papering over the cracks of a shortage of housing leading to high prices
Feels too complicated
Fiddly and worse than a normal ISA due to the restrictions. I want to know that I can access savings when I need them without being punished, and I think this also has the same problem if bidding up prices as help to buy.
Fine
Fine but doesn't resolve the housing shortage.
Fine but nothing special
Fine, Lifetime ISA (which has replaced it) is better.
Friends outside London have used it in previous years, but seemed quite restrictive and not really open to those struggling with high rents and with cost of living increases further exacerbating matters
From what I know, Help to Buy isn't available anymore. Which is a shame, it would help me saving towards a deposit.
Given the huge cost of housing, help to buy schemes are generally insufficient to support ordinary people.
Good
Good

Good
Good as it helps people save for a deposit. Stupid that there are limits to the value of a house someone can buy that don't move with inflation. Just build more houses to bring rents and house prices down
Good as it incentivises good behaviour but there are limits that limits its effectiveness.
Good but again, if I can save £1000 a year max, it's a drop in the ocean and won't make material differences
Good but doesn't exactly help Londoners since the thresholds (max of £425k) are too low and you can only save up to 15k.
Good but will take a considerably long time plus to get a home in a good area of London with low crime rates and good schools seems unlikely
Good for saving, but increasing supply and lowering prices would be more useful
Good idea but due to the limit in the price that you can purchase with it, I don't believe it's enough for London
Good idea but government contribution is rarely applicable.
Good idea, but low amount per month and cap on government boost means it isn't very effective. And subsidy of house prices is bad. But encourages saving, and makes it easy.
Good if you have a deposit and two incomes
Good product as initiatives to encourage young people to save.
Good scheme (had before transferring to LISA) but only treating symptoms not problems with the housing market and ultimately pushed up prices.
Good scheme, but doesn't do enough
Good, but needs to be reopened
Good, but not worth doing when you can get a lifetime isa instead. Limits on how much you can pay in mean this barely helps, though it is still better than nothing
Good.
Good.
Good.
Great if you can wake enough to save consistently the maximum amount per year. I have an ISA but can't contribute enough yet
Great, however the monthly savings rate should be higher
Had one but then converted it to a LISA Also, these kind of demand-tweaking policies fundamentally do nothing to address the actual housing crisis which is a chronic shortage of housing! Unless we increase supply, these measures only tinker around the edges
Hard to save during cost of living crisis so unable to use
Has helped savings a little
Have a help to buy ISA. The idea is good but I'm currently not putting any more into mine
Have friends who have used the scheme - but now struggling to know how they'll sell due to new builds decreasing in value.
Have friends who used it and it enabled them to buy a home
Help to Buy in general is a disaster, it has helped to turbocharge prices as it stimulates demand whilst doing nothing to help the bottleneck in supply. It has helped some people I know, but by its design it pulls up the drawbridge for those coming after them. Also, I have heard many a tale of houses that were raised in price by nearly the exact amount that help to buy helped with - leaving some at risk of negative equity as the price drops as soon as you move in and it isn't a new build anymore!

Help to Buy ISAs are fun, it's like a savings account where you get punished by the government if you try to use the money for something other than buying a house
Helped towards my deposit for my shared ownership. Not publicised to young people enough
Helpful but the benefit is insignificant compared to house prices, and cannot be used for houses priced above £450k which is the majority in London! - Max benefit is £3k vs £450k which is 0.67% €!
Helps a bit.
helps to such a small extent its useless.
Honestly unsure. A scheme aimed at incentivising savings may be desirable and I'm not wise enough to comment on the macroeconomic trends it creates. But I will say the core problem is the unaffordability of housing, which is due to chronic shortages. So Building houses is probably better
House price pumping on the taxpayer's money
House prices are too high. It doesn't go far enough
Housing is so unaffordable that it makes no difference. There is simply not enough supply of houses.
I am less familiar with this but know that in general the help to buy schemes have inflated property prices making it harder for young people to purchase.
I am saving into it but I do not know whether it will be available when I have enough money to put down a deposit.
I am too young to have used this and don't know much about it
I assume it will have a similar effect to Help to Buy, though on a smaller scale.
I can only comment on friends who have used it before but it does seem like a good help.
I can't afford to save for it yet
I can't get enough money into my H2B ISA to ever afford a London home. And the limit of 450.000 is laughable.
I can't get it anymore
I closed down the account because the interest and benefit was less than the lifetime ISA scheme
I didn't join it cos I never thought I would be able to afford to buy in london
I do not have much interest in this
I don't have any experience with it. It seems to be helpful to some
I don't have too much thought, it could be a helpful scheme for people who like to own a house. In my situation I would not be interested since the savings can ONLY be used for buying a house. Not towards 'having a home' in general. Steering people in direction of buying property, which I think shouldn't be pushed as the only option, as some people prefer to rent or have other arrangements.
I don't know much about it
I don't use it.
I have a bit of money in it but not enough to max it out. Every year I have to clear it out to pay for costs relating to moving, deposits, ect, when I am evicted because landlords want to put rent up.
I have a help to buy ISA, but it's capped at a very low amount
I have heard it is very very good

I have no lived experience of the Help to Buy ISA scheme, but think it's a counter-productive, expensive and short-termist approach to helping more people onto the housing ladder. It drives up prices by increasing demand for mortgages, without taking on the greatest cause of housing unaffordability: supply. Most people I know who have benefited from it are upper middle income/high income people who combined it with substantial help from their family.
I have no real experience of the Help to Buy ISA. I'm conscious of it, but haven't used it.
I have one and it provides a small funding boost in saving for a deposit. However, even the maximum bonus is tiny (0.75% of the value of a £400,000 flat). Compared to actual supply side relief through homebuilding, it's laughably trivial.
I have one and it's fine, I don't think the cap should be so low considering London prices.
I have one but am nowhere near the point of being able to buy.
I have one, I think I'll switch it to a different type of ISA though, because the restriction on price of the property is silly. The £450,000 cap on the price of the prospective property I'd buy would make options quite limited in London.
I have one, not sure I'm going to actually be able to use it - think the gov should give more £ towards it
I haven't been in a position to take advantage of it
I hope to benefit from this scheme but I recognise it's just another way of keeping house prices high and subsidised by tax. Why can't we just build more?
I keep on repeating but prices are rising too high for this to have an impact.
I missed the boat on this one
I pay into it, it's fine
I put all my money in so hoping to use it
I think it is a good idea and helps people to save
I think it is a good think to exist. Not sure it was super relevant in London
I think it's a good idea however still means you have to save a huge amount to afford a deposit.
I think it's a terrible policy that simply pushes up prices for the majority whilst helping a small minority (likely least in need) to purchase homes quicker. I haven't experienced or involved myself in the scheme myself. Two friends who are a couple (one a lawyer and the other an accountant, collectively on 6-figure salaries) were able to buy a flat via the scheme for a lower deposit, but as above I think they were least in need of assistance, and this has pushed up prices for everyone else (I do not begrudge them taking advantage of the opportunity).
I think that was before my time and it is the Lifetime ISA now.
I think the are not good schemes. BEtter scheme would be a longer mortgage so you own the property less mortgage
I think while its intentions are laudable, it doesn't address the key issue of not enough homes, and ultimately inflates house prices.
I thought this stopped
I use both ISA's mentioned they're good ideas. But we're at lowest level of house building since WW2. Wages are the same but prices are up. These ideas are good but unless we increase supply the problem will stay the same.

I used a Help to Buy ISA because it is free money from the government. Everyone behaving in this way has meant only that house prices increased further as the market adjusted to some buyers having more money. This does not help first time buyers overall, but does increase the capital of existing owners. It is a transfer of money from the government to those who already have enough capital, and is therefore daft. I would not have been required to use the scheme if the scheme simply did not exist.
I used this & got some extra money but in the grand scheme of how much property costs it's basically nothing
I used this myself, it was a small help
I used this scheme to initially save for my home purchase and it worked well in my instance, getting me started in saving for this purpose. However this took many years of saving with the £200 per month which is heavily restrictive, especially with the prices in the London market.
I was previously using a help to buy isa but have since invested the money into stocks and cryptocurrency for the chance of greater yields, so far it's been more profitable than it was having the funds in an isa the past 3 years
I was with this originally but the limited property that was applicable didn't work for an older flat, I believe it would have only worked for new builds
I would have liked to use the Help to Buy ISA scheme. However, the £450,000 limit makes it difficult / impossible to buy a 2-bedroom place where I'm looking (Zone 3 - East London - nothing fancy!).
If we built enough homes it would not be necessary.
I'm not eligible
I'm unable to save as London is expensive.
I'm worried that by the time I come to access it, no houses will be under the price cap. In the end I closed mine as there didn't seem to be a point. I don't regret it. I might use the money to travel instead, it seems more productive
Inflationary
Inflationary. Just build more and bring prices down rather than helping subsidise high prices
Irrelevant due to the lifetime LISA.
Is longer term but as I keep saying the issue is shortage of supply so build more houses.
ISAs are only good if you have the money to put in them. Paying rent and surviving month to month doesn't leave much left.
it didn't exist when i needed it!
It does nothing to improve supply, and just stokes more demand, pushing house prices higher
It doesn't addresses the problem as it is demand led, not supply led, when there is a housing shortage.
It has been helpful for myself and for others I assume. But with house prices being so high in London, the cap on property value is continuing to restrict what we can afford. Even modest two-bedroom flats in London can be over 450k which is frankly astonishing. I just want a decent place to live with my partner, and it seems like we'll have to compromise on so much.
It helps, but it tends to delay the purchasing process
It inflates house prices and ultimately has contributed to the artificial increase in house prices
It inflates prices.
It is a joke. Build more houses.
It is positive and should be maintained / we enhanced.

It isn't really good enough because it only gets topped up by 3k, and 18k isn't enough Deposit for a flat in London
It should be open to second hand properties. I've heard that the qualifying new builds are very poor build quality
It traps me.
It was a good idea when it lasted but suffered because of the upper price cap when it came to London property prices.
It was a nice idea but ridiculous that the maximum first house hasn't risen with property prices.
It was an easy way to save money
It was good but may have been more worthwhile for me to get the LISA - too late now I think. Should be able to use both and have the option without losing out on the other when using it.
It was good while it was available but doesn't really touch the sides of the underlying problem (lack of supply)
It wasn't usable with our shared ownership mortgage despite the share of the property we were buying being significantly lower than the threshold so it was a waste of time for us.
It's a demand side solution when the problem is supply side
It's a good scheme but if I can't afford to buy a house, I've invested a lot of money that I can't access until much later in life without being penalised
It's a scam
It's better than nothing but doesn't go far enough.
It's capped at 400k and only for new builds in areas I don't want to live in
It's fine. Helps a bit. Not really enough to move the dial on home ownership in London though.
It's increased the price of the homes it subsidises
It's just inflating the prices further as the government is subsidising demand
It's not so useful compared to a lifetime ISA
It's okay
Its okay but in London is useless due to high prices and its cap.
It's totally useless in London (I have one and will never be able to use it). You only get the 25% uplift if you're buying a home under £450k - and how many of those are there in London?! We also need supply side, not demand side reforms - as ultimately the issue is lack of supply.
It's useful to the few that can afford to start saving in their late teens, early twenties. Providing they don't end up wanting to buy with someone who isn't a first time buyer.
It's usually to get more money but the amounts are inconsequential when faced with the ridiculous cost of purchasing property in London. It's also unclear what the payments can and can't be used for.
Juicing demand. Will not work to fix the root cause of the problem. See earlier comments.
Just inflated house prices
Just inflating house prices because neither local government, GLA or national government are building enough housing.
Let's solve the problem of housing being too expensive by giving more money to buyers. What could possibly go wrong! The definition of short term thinking. Makes everything worse.
Limited
Limited amount of houses that fit the criteria
materially useless in London
Middle class

Minimal impact. Again no substitute for building homes.
My older sister has one, it seems like a good way to help young people save
N/A
N/A
n/a
N/A
N/A
N/a
N/a
N/A
N:A
Na
Need to increase the limit (or is that lifetime ISA?)
Nice idea but house price limit makes it pretty useless. Upper limit should have been indexed at least
Nice idea, but a lack of affordable rent means saving isn't realistic
Nice idea, pointless without more housing supply
No experience of but sounds preferable to SO his vet my understand is the high deposit is still a barrier.
No major thoughts.
No opinion. Heard of it but I think it's gone now
No opinion. I am against proposals which frankly just inflate the price of assets though, I think the solution is increasing supply of housing rather than encouraging incentives to make the price of housing even higher.
No thoughts. Can't imagine it helps all that much.
No use in London
none
None
None
none
None
Not as good as a LISA
Not as good as regulating ownership so that these things aren't needed.
Not bad - could be broadened
Not bad, earns me some money
Not enough
Not enough
Not going to solve the housing crisis
Not great for London. The house has to be less than 500k which nothing is in London. Good for other parts for the UK where houses are more affordable
Not interested due to limited scope of what can be bought and how money can be used. The scheme merely exacerbates the existing problem of a lack of supply.
Not much known
Not really that helpful

Not sure.
Not very helpful when you cannot afford to save.
Not very useful
Ok
Ok
OK but, as far as I understand, the bonus isn't paid until you complete (therefore doesn't help with deposit). Better flexibility than cash-LISA, though
Ok, but does increase demand without changing supply, so yet more expensive housing
Ok, not enough help
Only heard that it had closed down and was precursor to LISA.
Opened one but haven't used it
Please consult an economist about what happens if you constrain supply and subsidise demand. It's not good.
Pointless in London
Pretty useless considering the overall cost
Probably inefficient but it's something at least
Purchase price cap far too low
Pushed every property to 450k
Pushes prices up further. Just build more homes
Pushes up house prices.
Really great scheme but again limited by helping only with the deposits and not repayments.
Really limited assistance and again essentially just makes it so some can afford to bid more and some can not. We just need more houses.
Rubbish attempt to avoid more supply
Rubbish, only increases demand for housing when the problem is poor supply - build more
Rubbish. Would be good but with a max house price of £450,000 in London it is pretty much pointless as you can't get anything more than a half decent 1 bedroom flat
Same as above
Same as above. But the amount offered by the government is pitiful compared to the cost of homes in London.
Same as before. Just build houses. Throwing more money into demand when there is a supply constraint just pushes prices up
Same as for equity scheme
See above
See previous
See previous answer. Artificially boosting demand is not helpful. It is a supply side problem with needs supply side solutions
Seems just like a way of boosting demand without addressing the real problem of supply.
Sensible scheme - transparent
Shut down by the government so new accounts cannot be opened, should be reopened
Slight help but not impactful
So small it probably doesn't make a big difference
Somewhat negative because it incentivises people to invest in housing over other options.
Sticking plaster policy - need to build more private and local authority properties

Still too expensive - need to build more houses
Stimulating demand via such schemes is useless without more supply - it just causes prices to increase. The sums involved are small and the conditions overly restrictive.
Stop subsidising demand - build more homes
Stupid policy that just makes housing even more unaffordable.
Stupid, trying to pump housing demand, not expanding supply and tying savings to home-ownership
Subsidises demand, good short-term policy but ultimately prices other people out.
Subsidising demand rather than solving the supply issue is a basic economics level mistake.
Terrible idea actively making things worse. The problem of housing is lack of supply. This increases demand. Nothing will bring down prices other than building more homes.
Terrible: juices demand. Spend money expanding supply.
The cap on house prices is too low
The house price cap for the ISA is now too low for London and for outside London, making the bonus idea redundant as you lose eligibility. Also once the cap is reached, you cannot add anymore to it, even though it could take years longer before buying a home. It is too difficult to transfer it to a LISA because of the cap on how much can be put into a LISA each year. In response to a previous question, exempting H2B from capital for benefits purposes would help renters save for a home.
The limits don't cover the cost of most properties in London
The price cap of £450,000 for a London home does not reflect market rates.
The price limits for the properties they can be used for are ridiculously low.
The scheme is a short-term sticking plaster move that drives up demand without increases in supply. It in no way is a substitute for actually building more homes. The restrictions of £450,00 on the value of the house means it doesn't work when trying to buy a home in London.
These schemes are not the answer. we just need to build more houses not artificially inflating demand.
These schemes just increase the cost of houses.
They're a good idea, as they promote the financial discipline to save, but they're not the solution.
Think it works very well for residents who can afford to put the savings aside.
This is a better policy but the cap is very low, as is the monthly contribution. I reach the maximum several years ago after many years of very slow saving.
This is a positive and useful scheme, but the amount of bonus isn't enough to bring home ownership more fully within reach. It's still a huge challenge, even with this support. Also, the upper limit on the price of the property you can purchase with this hasn't changed since the ISA was introduced. That's a massive issue, and causes me a lot of anxiety about whether all the money I lock away in here is even something I'm going to be able to use to buy a property anyway.
This is ok, but again doesn't tackle the overall problem of prices/supply. It is good to have some benefits targeted towards young people though, given that the majority of systems in the UK seem to prioritise the old.
This scheme simply increases demand for housing, without addressing the fundamental problem which is supply. Indeed, this scheme makes the housing crisis even worse by simply inflating the housing bubble further. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.

This was brilliant, its wider implications may be a sticking plaster or just inflate house prices but it was something I used and it helped.
This was completely crucial for me - the bonus made my deposit reachable
Too hard to save
Too late to join.
Too slow to build up
Ultimately this simply boosts the supply side, we need more homes being built
Unavailable
used myself, decent for saving however turns out I couldn't claim the 25%
Useful policy that focuses on savings goals within a person's income, and a "put in to get out" principle which is better than money printing and dumping.
Useless - subsidising demand doesn't make housing more affordable, only increasing supply does that
Useless, build more houses.
Useless, cap below any property fit for human habitation
Useless. Build more houses
Uselessly small amount and too complicated to setup and use.
Very useful
We used a help to buy ISA and it worked well although there are issues about eligible properties, it could be argued that it effectively helped push (incentivise) people into leasehold arrangements.
We used this, it was fine, but doesn't go all that far in helping people.
While I appreciate the sentiment, fundamentally these are demand side policies that only serve to increase prices further
Whilst saving for homes should be encouraged, matching savings with more money only causes prices to rise further even though there are more homes in London today when compared to the number of people living in the city than ever before. House prices are already affordable in the capital, it is the over supply of currency that is making them appear to be unaffordable despite the fact that when priced in gold homes are almost the same price as they were 50 years ago.
Won't do much unless we increase supply
Would not have helped me reach downpayment anyway.
Yea good, I'm maxed out on mine already.

Q. What are your thoughts or experiences of the Lifetime ISA (LISA) scheme?

Base: Those that said they were aware of the Lifetime ISA scheme (n=254)

Good idea but due to the limit in the price that you can purchase with it, I don't believe it's enough for London
4000 pound limit means it could not buy one a shoebox on a crawley street corner
A bit of an issue as it's locked away or you miss out on the benefits, especially if you need access sooner, the schemes assume people have money or enough to live on, they don't take the current crisis into consideration
A good idea but the cap needs raising and some more flexibility on house buying with the scheme
A good idea but they should increase the limit from £450,000 to better reflect the rising cost of housing since the scheme debuted.
A good scheme encouraging saving.
A more efficient way to save money for houses that are too expensive doesn't solve the issue: which is that houses are too expensive
£1,000/year would take over 100 years to get to the average London first time buyer deposit.
Again good idea in principle but the price cap in regards to London properties isn't good enough
Again it's useful for those that can start saving early, I haven't been in a position to start saving until past the age of 30, so was advised against using this scheme, the penalty for using the money to not purchase a property is too high.
Again not published enough to young people
Again, does not focus on the supply of housing so cannot possibly be the answer.
Again, fine but nothing special
As above
As per previous answer.
As previous.
At least the money can be used when you retire. Again, with salaries so low, who can afford to put much in a LISA unless they're already well off.
Awful - the scheme hasn't updated the price of the home you can buy in many years so what is the point
Awful. The maximum allowance is completely insufficient to buy a house in London.
Better than the help to buy ISA. Probably good that people who don't own property aren't disadvantaged in their savings.
Better value than help to buy
Build more houses
Build more housing
came in after i already took up HTB, wasn't sure if id wasn't to buy within the year otherwise would have switched to this.
Could be better bonus
Cute idea but houses are too expensive. Build more of them.
Decent
Decent
Demand-side policies do not work. Build more houses.
Demand-side policy so doesn't address the underlying issue. Slightly helpful because it creates an extra incentive to save.
Ditto
Ditto/too long term.

doesn't go very far in most of the city, the £450k cap should have been kept up to date in line with house prices
Doesn't help with supply side, only for first time buyers
Don't know too much about how this ties into property ownership, I thought it was more about retirement.
Don't subsidise demand: build more houses.
Drives up prices by subsidising demand. Build some houses!
Due to rising house prices have basically cost those who used it 5% of our deposits- I assume because whoever set the scheme up was innumerate. Absolute con and I'm angry.
Dunno
Excellent, very clear and a great way of saving. I used money box
Fine
Fine but doesn't resolve the housing shortage.
Generally fine, although not very different to a pension really
Gimmick that doesn't lead to more houses being built which is the only thing that will improve housing in london/UK
Given the huge cost of housing, help to buy schemes are generally insufficient to support ordinary people.
Good
Good
Good
Good
Good
Good
Good although the maximum to save needs to increase by at least £1,000. The amount has stayed the same since the beginning which given the high house price inflation doesn't make sense. Also the house price limit should be scrapped.
Good but inflexible
Good for saving, but increasing supply and lowering prices would be more useful
Good idea
Good idea bad in practice. The house price cap for London should be linked to average house prices and people should be able to pool their LISAs together when they buy homes together.
Good scheme, but does nothing to actually provide new housing that is needed.
Good scheme, but doesn't do enough
Good scheme. Withdrawal costs is a problem. Issue that only treats the symptom not the cause of housing prices and makes the issue worse longer term
Good.
Great
Great bonus that encourages saving, however it's unlikely to significantly change my ability to purchase a house. The bonus has to be returned as a penalty if needing to take money out. When living month to month, it is difficult to save for usual needs and rainy day situations as well as put money in the LISA. I would put more into the LISA if I knew I could take some of it out in an emergency without being penalised.
half decent, I currently pay the max amount into one
Happy enough with it

Haven't opened it because the purchase price is limited to £450k which buys less and less every year.
Helpful but the benefit is insignificant compared to house prices, and cannot be used for houses priced above £450k which is the majority in London!
House prices are too high. It doesn't help
I benefit from a lifetime ISA and hope it will allow me to own a home one day
I don't know anything about it
I don't know enough about it to comment
I don't know much about it. I don't engage in home ownership things much as it's always seemed like something way out of my reach
I don't know much. I've just heard of it.
I don't know the difference between these two types of ISA.
I don't qualify
I don't really know
I gave a lifetime ISA and believe it is a good way to promote saving
I had a lifetime ISA and it was a big help in my house deposit
I have a Lifetime ISA because I set one up before the deadline! But it has about £5 in it.
I have a LISA - it's brilliant and helps me save. But I do think the cap of £450k on property price is difficult in London.
I have a LISA. I appreciate getting the bonus but otherwise I have some issues with it. In terms of effect on the whole housing market I think it probably just drives house prices up. It means my savings are locked away so that if I can't ever afford a home I can't use them for anything else either. There is also the price cap which does not go up with house price inflation. It is not high enough to be a problem for me at the moment but since prices are always going up and I can't buy in the near future that might change by the time I can buy. Also I would like to have a family one day and a family home would likely be over the cap - maybe this scenario is unlikely to arise but I would hate to rule it out.
I have a LISA. I have saved a fair amount of money in it. I still will not be able to afford a home in London, despite many friends back in Bradford (where housing demand is much lower) buying their own home within a few years of starting work. A scheme that raises demand will not fix the housing crisis, only meeting demand with sufficient homes will.
I have no lived experience of the Help to Buy ISA scheme, but think it's a counter-productive, expensive and short-termist approach to helping more people onto the housing ladder. It shares the same problems as the old Help to Buy ISA (above) but is even riskier due to the 25% penalty for people who withdraw their savings to pay for anything other than a house purchase or retirement (meaning people can get back significantly less than they invested) and due to the £450k cap on the value of home that you can buy (which is restrictive in London, where prices are very high). Perhaps partly because of these issues, few well-known and trusted financial institutions seem to offer LISA products. Fixing these problems would help some people in the short-term, but the fundamental issue is supply of housing to buy at affordable prices.
I have no real experience of the Lifetime ISA. I'm conscious of it, but haven't used it.
I have one and top up annually. Its a long term savings plan

I have one but it's a scandal that the 450k limit to use the LISA hasn't increased, especially since we've seen record price rises since COVID. The problem is that you can't use the LISA if you want to buy a property over that amount (which although it's a lot of money, is a normal amount if you're trying to buy say a two bed flat with a partner in, say, zone 2 or 3) you can't use the LISA. And to add insult to injury, the government charges you money for not using the LISA for a property - not only do you not get the government benefit, but you also get charged an additional percentage to withdraw the funds. So for someone who invested about £10k in a LISA when property prices were a lot more sensible, I'm now at risk of losing money in cash terms (let alone the loss in real terms) because my partner and I would probably want to buy an apartment at a price slightly above 450k (as we both are in our late 20s with decent salaries (45-50k each) so can afford a mortgage for about 400k). Ultimately the policy as it stands means we'll either have to buy a smaller property (and therefore be competing with people who may not be so financially well off, and increasing pressure on that part of the housing market) or just lose quite a lot of money by withdrawing from the LISA - madness!
I have one, it's good!
i have one, its great. so does my partner.
I have put some of my income into it.
I have used a LISA before but ultimately I was not able to save enough regularly to allow it to have any impact.
I haven't been in a position to take advantage of it
I haven't used one of these, but have heard it's quite slow - you can only add so much each month, and it is difficult to save a full deposit.
I own two a stocks and shares account and a standard one
I think ISAs are good schemes in general. The £450,000 price cap does not make tying up your capital indefinitely worthwhile. It does not offer the requisite flexibility over a long period of time
I think it is a good think to exist. I don't know if it will actually help me to buy a home.
I think it's confusing
I think that people with Help to Buy ISAs have been advised to move their savings into this but I'm not sure why.
I think the are not good schemes. BETter scheme would be a longer mortgage so you own the property less mortgage
I use one. I think it would have been impossible to save for a deposit without one. The cap on property value and how much can be paid in per year should probably be raised in line with house price growth
I used a LISA scheme to complete on my purchase which worked very well.
I would have liked to use the Lifetime ISA scheme. However, the £450,000 limit makes it difficult / impossible to buy a 2-bedroom place where I'm looking (Zone 3 - East London - nothing fancy!).
Identical to HTB Isa but with flexibility to switch to a pension instead.
If we built enough homes it would not be necessary.
I'm considering of these, and in hindsight I should've opened one 5 years ago. The restrictions on access mean you can't put loads of money in every month, but at least it doubles as a private retirement account.
I'm interested in opening one.
I'm not eligible
Increases demand but fails to address supply
Inflationary. Just build more and bring prices down rather than helping subsidise high prices Also it's a scam. They never lift the cap on the value of property you can buy even though prices keep

going up. I've locked money away in a LISA and if I do manage to buy one day I probably won't be able to use it because prices are so high
It does nothing to improve supply, and just stokes more demand, pushing house prices higher
It doesn't addresses the problem as it is demand led, not supply led, when there is a housing shortage.
It helps, but it tends to delay the purchasing process
It is an attractive savings vehicle but the restrictions on the price of home you can buy make it difficult to justify using while in London.
It is decent, nice to get a government top up. But the cap at £4k a year isn't that useful considering you would need an enormous deposit for a London place
It is my intention to utilise this once I have more savings in my cash ISA as a cushion
It's a demand side solution when the problem is supply side
It's a good scheme and I'm grateful for the support I receive annually. But it's a drop in the ocean when compared to the wider context of housing availability.
It's a good scheme but if I can't afford to buy a house, I've invested a lot of money that I can't access until much later in life without being penalised
It's a good scheme which I don't use because it didn't seem as worthwhile as I had Help to buy ISA.
It's a great idea but I would get penalised for withdrawing early - that is a risk which I am not keen on.
It's fine, it doesn't work well for London though because the limit is too low
It's fine. Helps a bit. Not really enough to move the dial on home ownership in London though.
It's free money, what's not to like?
It's good but the London limit hasn't been raised to account for the inflation of property prices
It's good.
It's increased the price of the homes it subsidises
Just build more homes
Just build more homes
Just inflating house prices because neither local government, GLA or national government are building enough housing.
Like the HtB ISA, it incentivises good behaviour and there are fewer restrictions than the HtB ISA. BUT in a London context, the house price is limited to £450,000.
Likely to be helpful but can't really address that house prices are so high which is the fundamental issue
Likely to be too restrictive a threshold in London - the upper limit has not risen since it was created despite a sharp uptick in house prices
Maximum of 1k per year isn't helpful when an adequate down payment is nearly 100k.
Meh. Build more homes.
Middle Class
Monthly saving cap should be higher
N/A
N/A
N/A
N/a
N/A

N/a
N/A
N/A
N/a
N/a
N/a
NA
Na
Nice idea but house price limit makes it pretty useless. Upper limit should have been indexed at least
Nice idea, pointless without more housing supply
Nice to get some stocks and shares exposure with a government isa wrapper and bonus, but as I'm unlikely to own a home and every penny above 16,000 would need to go before I got any universal credit in the hard times this is a nonsensical scheme for Londoners like me. I much prefer my pension plans. Which I do still make some contributions to and get a tax bonus on
Nice to have the top up from government but I still won't be able to afford a house in london due to the prices
No major thoughts.
No opinion.
No thoughts
None
None
None
None
None
None
None
None
None
None, but the previous answer applies again mostly
Not as good as Help to Buy, but both are just juicing demand instead of helping with supply issues
Not enough
Not going to solve the housing crisis
Not helpful when you cannot afford to save.
Not suitable. Don't earn enough to save.
Not that useful as the property value cap is too low
Not using it as thought HtB would be better.
Ok, but does increase demand without changing supply, so yet more expensive housing
Pointless in London
pointless in London given the 450k limit
Positive. It's just not enough
Pretty good - it at least gives me an option to retire with my pot should all else fail. The way to save into it is annoying, though.
Pretty lit ðŸˆŽ
Pretty useless considering the overall cost
Prices rising too high.

Purchase price cap far too low
Rubbish attempt to avoid more supply
Rubbish. Would be good but with a max house price of £450,000 in London it is pretty much pointless as you can't get anything more than a half decent 1 bedroom flat
Same as above
Same as above
Same as above - doesn't solve the actual problem of the cost of housing
Same as above (pasted below for ease) It's totally useless in London. You only get the 25% uplift if you're buying a home under £450k - and how many of those are there in London?! We also need supply side, not demand side reforms - as ultimately the issue is lack of supply.
Same as before.
Same as before. Just build houses. Throwing more money into demand when there is a supply constraint just pushes prices up
Same as help too buy isa
Same as other schemes. More props.
Same as previous answer
Same as prior
Same problem as Help to Buy ISA. The 6.25% penalty on early withdrawal is also really bad.
Same problem as the other demand inflating schemes that do not address supply. But I have used the scheme via a cash LISA - but the cap should be raised to reflect actual price of homes in London.
See above
See above.
See above.
See answer before
See answer on HTB ISA
See previous
See previous answer
See previous answer
See previous answer. Demand side solutions are not real solutions
Seems like a good way to save
Seems okay
Seems too complicated as I already have a Help to Buy ISA.
Seems worse to use for retirement than a pension.
Sensible scheme - transparent
Similar to above.
Similar to help to buy
Slught help but not impactful
So small it probably doesn't make a big difference
Sound like a broken record now, this helps at the margins but just build more houses to address demand needs- the solution is actually very simple.
Sticking plaster policy - need to build more private and local authority properties
Still too expensive - need to build more houses
Stop subsidising demand - build more homes

Subsidises demand, good short-term policy but ultimately prices other people out.
Terrible idea actively making things worse. The problem of housing is lack of supply. This increases demand. Nothing will bring down prices other than building more homes.
the 450,000 cap needs to be increased - at the moment that money feels increasingly like it will become useless.
The £450k cap, which hasn't increased despite massive house price increases, risks rendering it nearly useless in London. There are a limited number of properties under £450k in London, especially larger properties (for those wishing to start a family) or in inner London (close to jobs). It doesn't address the core issue that more homes are needed.
The house price cap for the ISA is now too low for London, making the bonus idea redundant as you lose eligibility AND there is a big penalty for taking out the money for a home more expensive than the cap so savers are worse off than if they had saved their money in a regular savings account. In response to a previous question, exempting LISA from capital for benefits purposes would help renters save for a home.
The house price limit needs to be increased in London
The house price limit of the government top up on the savings pot is way too low in London. Even in outer London, 450k is well below average price. Also even if you're saving the maximum four thousand a year (challenging for many) this would take at least ten years to save enough for a deposit in London. And you only have until 39 to use it.
The lifetime ISA assumes that saving into the future will provide the public with money to rely on later in life. Whilst the notion is correct in an inflationary environment savings do not amount to much after many decades. The value of the pound has fallen by over 99% in the last 100 years. Even with compound interest taken into consideration, purchasing power statistically will be eroded when looking at data trends over the past century. Homes are already affordable when priced in gold and the public would already be able to purchase them now prevent them need to save through a scheme like the lifetime ISA. Instead savings could be put towards other needs in the future rather than housing which is already affordable enough when priced in gold.
The limit of £450,000 is far too little and has not risen with inflation.
The only one worth having IMO, although again it's treating the symptoms not the problems
The people I know have bank of mom and dad giving them money to put in
The price cap of the property you want to buy just don't make it fit for the London market anymore. And, given the housing crisis, I'm not sure if I'm going to stay in this country forever, so I wouldn't lock my money away at a fund that only allows me to use my savings for buying property in the UK.
The scheme sounds good in theory but again the restriction of £450,00 on the value of the house means it doesn't work when trying to buy a home in London. Again, it is a short term move that does nothing to address the root problem.
The worst: traps your money in a bad financial product. And then juices demand without expanding supply.
These schemes are not the answer. we just need to build more houses not artificially inflating demand.
These schemes just increase the cost of houses.
They need to increase the limit - I didn't want to buy in London but then got married, we both have LISAs and will loose between 10 - 15k between us from our deposit if we buy in London (over 450k). The cap hasn't increased with house price inflation, this would help first time buyers
Think it's probably better than help to buy isa, but more generalist.
Thinking about changing to this but don't like the penalty charges associated with it.

This is a positive and useful scheme, but the amount of bonus isn't enough to bring home ownership more fully within reach. It's still a huge challenge, even with this support. Also, the upper limit on the price of the property you can purchase with this hasn't changed since the ISA was introduced. That's a massive issue, and causes me a lot of anxiety about whether all the money I lock away in here is even something I'm going to be able to use to buy a property anyway.
This is a positive scheme set by the government, however currently changes in interest rates have not been reflected in the rates offered by banks and building societies
This is a subsidy to demand, which we have learnt are bad. I would support Universal Savings Accounts, but that's unrelated to housing in particular. To make housing more affordable, developers must be allowed to build more.
This is the best scheme, I'd love for it to be expanded. That you can only take the money out in specific circumstances means it isn't just a money printer. My one critique would be that the maximum price of a house you can use your lifetime ISA for is £450,000, that should be ok for us at current prices but if anyone wants to live more centrally, that isn't enough. I can't see any real reason for the limit anyway - it should be lifted to better reflect London prices.
This is what I might convert my HtB ISA to.
This scheme simply increases demand for housing, without addressing the fundamental problem which is supply. Indeed, this scheme makes the housing crisis even worse by simply inflating the housing bubble further. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.
This was useful - but like the help to buy isa the limits on how much you can pay in mean that it only helps a small amount
Unrealistic rules for someone my age
Useful, but if it cannot be used for shared ownership what is the point? In London at least the maximum cost of a property it can be used towards needs to be increased
Useless
Useless. Build more houses
Very good scheme that I'm using currently though concerned around £450,000 limit given house prices in London are rising much faster.
Very helpful
Very similar to the help to buy isa. Using tax payers money to make the crisis worse and homeowners richer.
Very useful
Very useful. They ought to raise the thresholds in line with inflation, but Sunak loves the "stealth tax" thing. Nothing you can do about that though. Also, to be honest, I do wonder if the aggregate effect is that everyone just pays more for the same houses, because they have more money to pay. To put it another way: it could help anyone, but it probably doesn't help everyone.
We are seriously considering this in the near future
While I appreciate the sentiment, fundamentally these are demand side policies that only serve to increase prices further
Wildly outdated buying limits, should be increased especially in London, or at least adjusted for share price on shared ownership properties
Worthwhile for the pension but not so much for the housing

[Return to top](#)

Q. What are your thoughts or experiences of the First Homes scheme?

Base: Those that said they were aware of the First Homes scheme (n=65)

A good initiative worth investing in
A great idea that should be expanded - there are virtually no developments using the scheme.
Actually don't know that much. Just heard of it
Again do not know enough to comment except that I don't believe it help accessibility for younger people who do not have investment from their parents/ family
Again, at the risk of repeating myself. Fix the problem which is too little supply, build more homes, it's not that difficult!
Again, great idea that's poorly implemented.
As above
Bad
Build more houses
Demand-side solutions to a supply-side problem do not work. All the schemes on this page are meaningless if supply is not increased. Unless the Mayor gets serious and builds more homes than posters on Tube lines falsely claiming he is building enough homes, there will continue to be a crisis.
Ditto
Does it even exist?
Doesn't go far enough.
Don't know enough about it but on instinct it still doesn't solve the issue of saving for a deposit.
Don't subsidise demand: build more houses.
Fine
Good
Good that it offers local people an opportunity to buy first but unfair that it prioritises certain professions over others.
Haven't researched too much
I am not looking to buy so have no direct experience. It seems that designating a class of people able to receive a discount is just another way of artificially keeping house prices high at great public expense
I do not know enough about this scheme to comment, I have just seen it when browsing new build estates.
I don't know enough about it, but in general I don't like homeownership / first time buyer subsidies as they don't help renters when simply building more would.
I have no lived experience of the First Home scheme. It sounds positive, but there are very few homes available through it.
I know the name but do not know the criteria.
Impossible to find.
It's a demand side solution when the problem is supply side
It's a distraction from the need to build more housing.
It's impossible to find properties that meet the criteria and builders construct the scenario for it to be the case
I've only looked into it slightly, but it seems a very good idea to me and will be extremely beneficial in the future. Reducing the price for 1st time buyers is essential to getting a foot on the property ladder.
Just build more homes

Just build more houses so it isn't necessary
Like all home ownership schemes it takes funding away from poor sectors of the community who require social rent.
Limited by price caps and only applying to first homes. Better to have tax deductions for mortgage repayments
Localist bullshit and stupidly bureaucratic
Middle Class.
My thoughts on the first homes scheme are the same as my thoughts about the previous schemes. Homes are already affordable when priced in gold. There are a number of ways to return to the market rate so that the public can benefit from this affordability again.
N/A
N/A
N/A
N/A
Nice idea but the minimum 30% discount is probably not enough in London, and higher discounts ruin the viability in terms of providing the social rent homes that boroughs prioritize.
None
None
None
None
None
None
None have been built?
Not enough
Not going to solve the housing crisis
please don't
Pointless
Rationing and selling homes below market value is bad. Please consider loosening planning restrictions on the housing supply.
Reasonable idea - would work if there were enough houses to meet the scheme demand, but that isn't feasible.
Restricting affordable properties to a very small group of people. Unfair.
Same as before. Just build houses. Throwing more money into demand when there is a supply constraint just pushes prices up
See above. Build more houses.
See previous answer
Sticking plaster policy - need to build more private and local authority properties
Terrible idea actively making things worse. The problem of housing is lack of supply. This increases demand. Nothing will bring down prices other than building more homes.
This scheme is barely available.
This scheme simply increases demand for housing, without addressing the fundamental problem which is supply. Indeed, this scheme makes the housing crisis even worse by simply inflating the housing bubble further. Instead we should build more houses so that the cost of housing reduces for everyone, to a level where it is genuinely affordable. All housing should be affordable.
Tight eligibility criteria

[Return to top](#)

Where are they?

Won't apply to me
