#### The Gateway x Genworth **Millennial Home Ownership Survey** November 2019





### Who we spoke to

- 2,127 Australian millennials aged 23-38 years who are employed.
- All interviews were completed online in April 2019.
- Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.



### Key data: Non-Homeowners

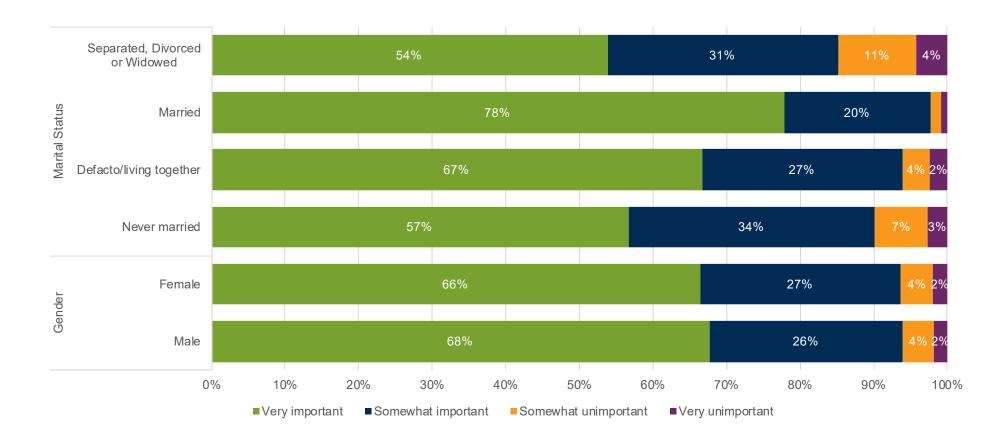


## Home ownership remains the top priority for millennials despite housing affordability crisis

- Home ownership is highly valued amongst Australian millennials with 94% saying that it is important – of these, two thirds (67%) say that it is very important.
- Millennials who have children (77%) are more likely than those who do not (61%) to say that home ownership is very important to them.
- Married millennials have stronger feelings on home ownership with 74% saying home ownership is very important compared to 57% of millennials who are not married.



## How important is home ownership to millennials?





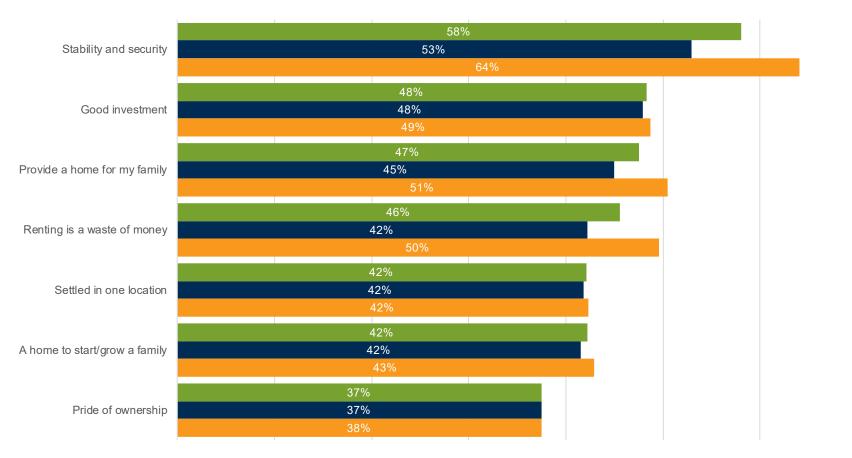
A majority of millennials think that home ownership is important to them because they feel it provides them with **stability and security** 



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## Why is home ownership important?

#### By gender

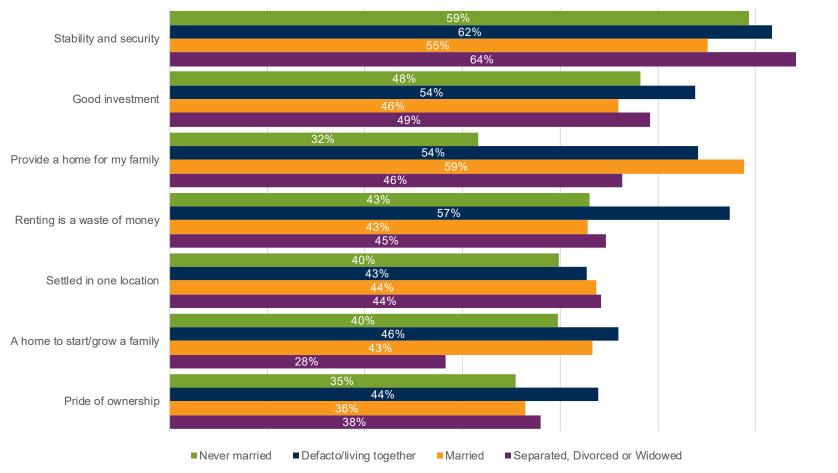


■All ■Male ■Female



## Why is home ownership important?

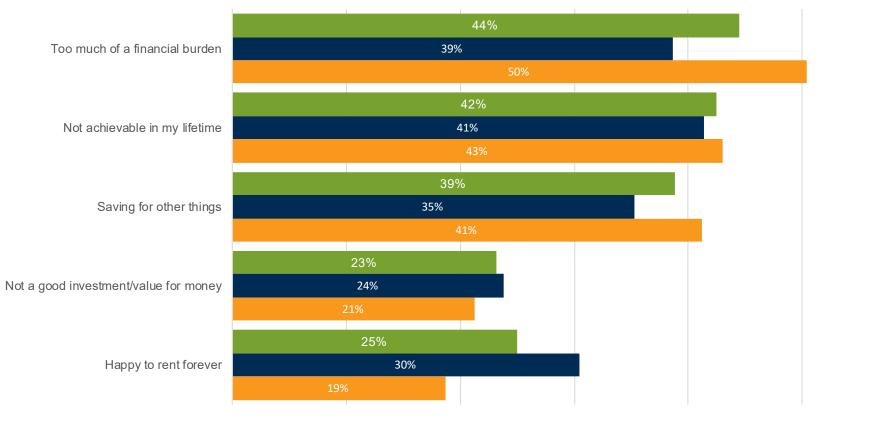
#### By marital status





## Why **isn't** home ownership important?

#### By gender

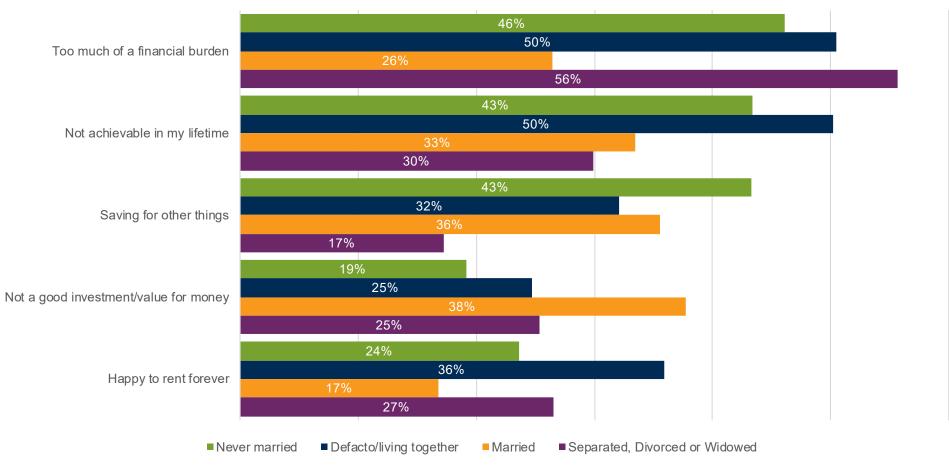


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## Why isn't home ownership important?

#### By marital status



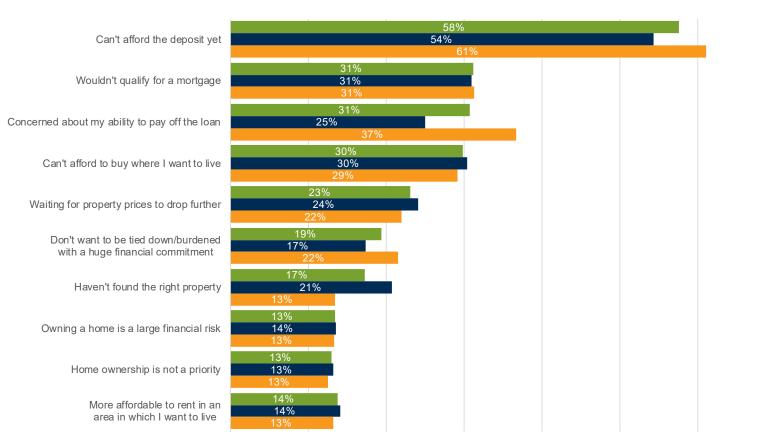


58% of all millennial nonhomeowners can't purchase a home immediately because they can't afford the deposit yet



# What are the biggest barriers preventing millennials from purchasing a home immediately

By gender

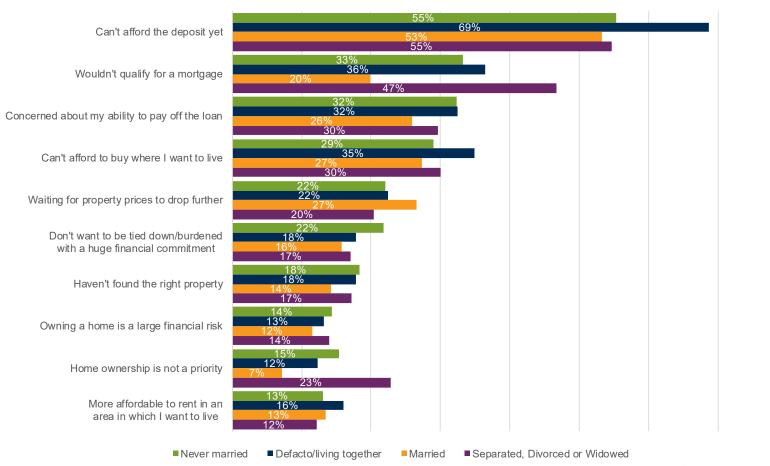


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# What are the biggest barriers preventing millennials from purchasing a home immediately

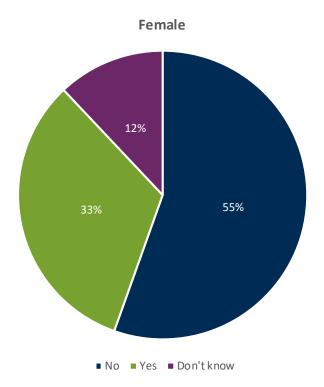
#### By marital status

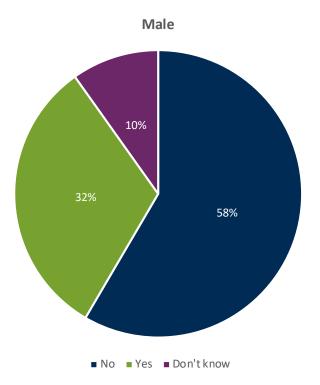




## Are millennials aware of Lenders Mortgage Insurance?

Lenders Mortgage Insurance (LMI) awareness by gender

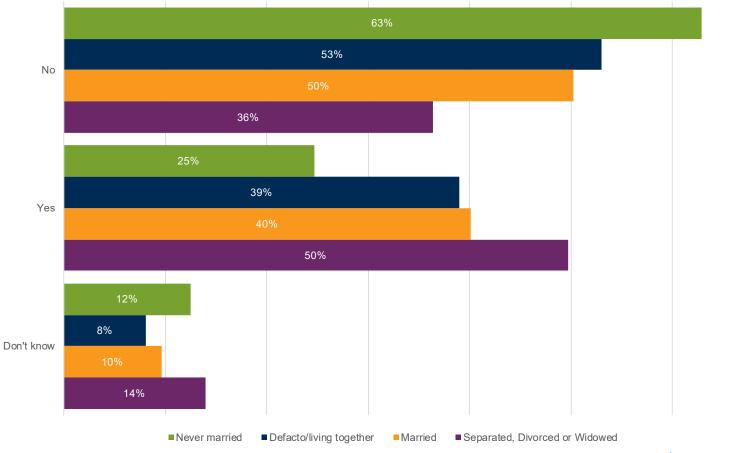






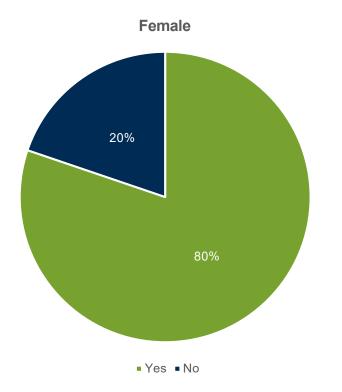
## Are millennials aware of Lenders Mortgage Insurance?

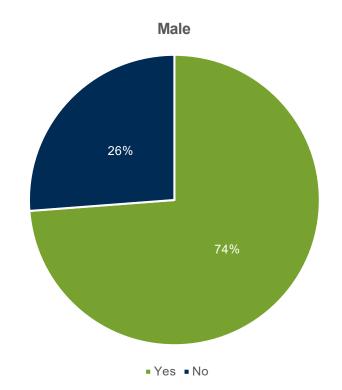
#### LMI awareness by marital status





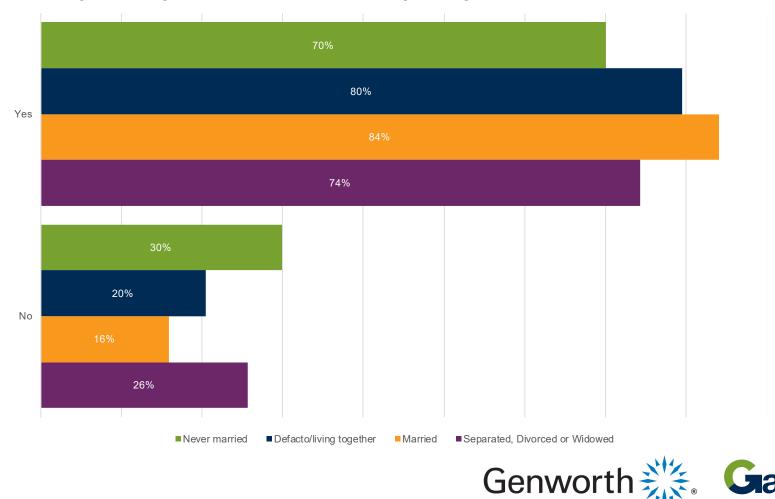
Knowledge that LMI enables you to buy a home without a 20% deposit by gender





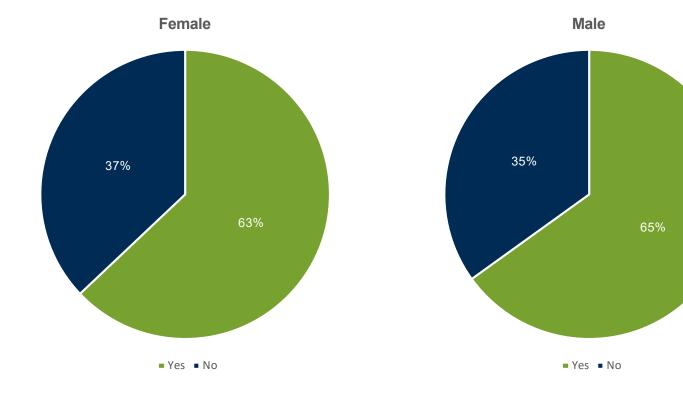


Knowledge that LMI enables you to buy a home without a 20% deposit by marital status



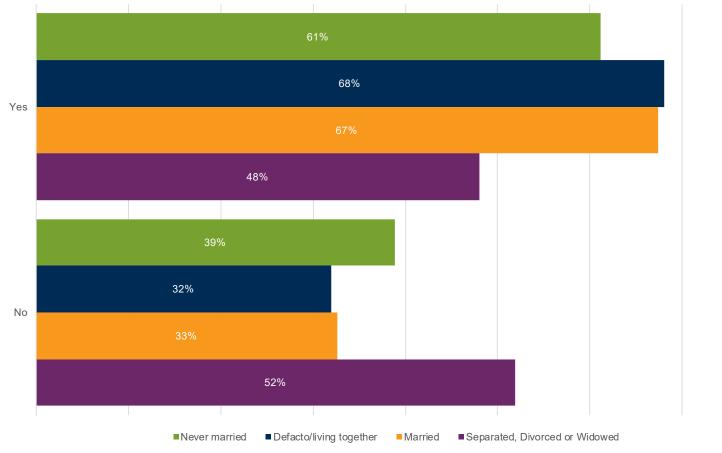
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Knowledge that LMI can be built into home loan by gender





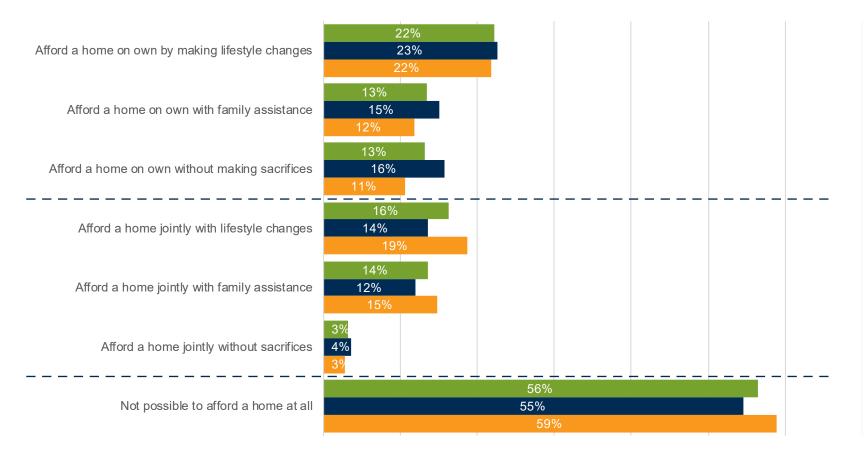
Knowledge that LMI can be built into home loan by marital status





### Most realistic way to afford a home

#### By gender

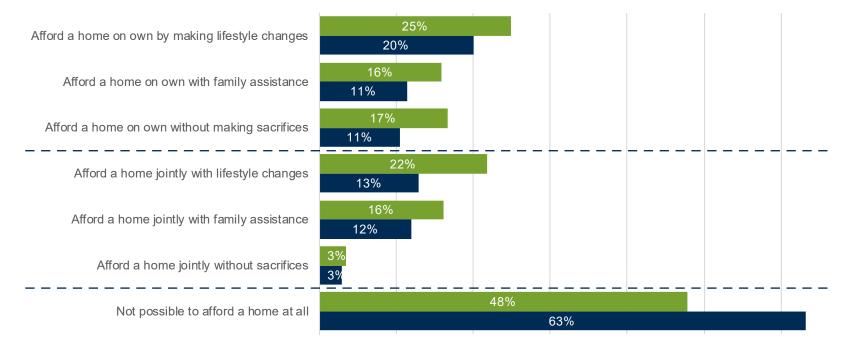


■All ■Male ■Female



### Most realistic way to afford a home

#### By marital status

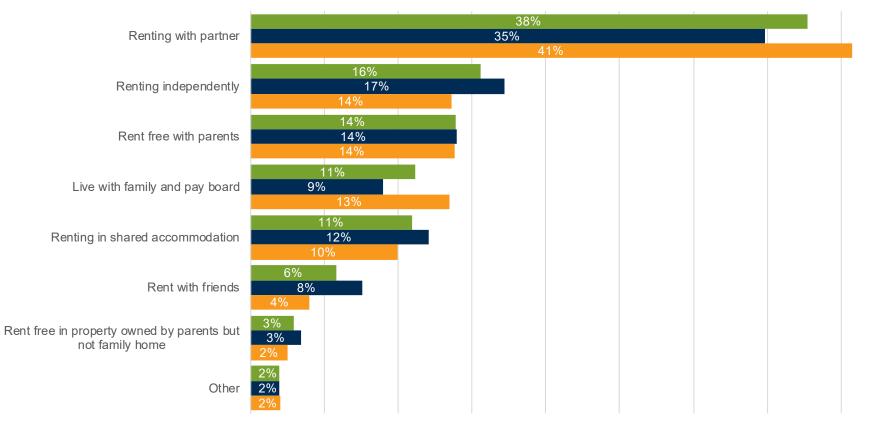


Married Not Married



### **Current living arrangements**

#### By gender

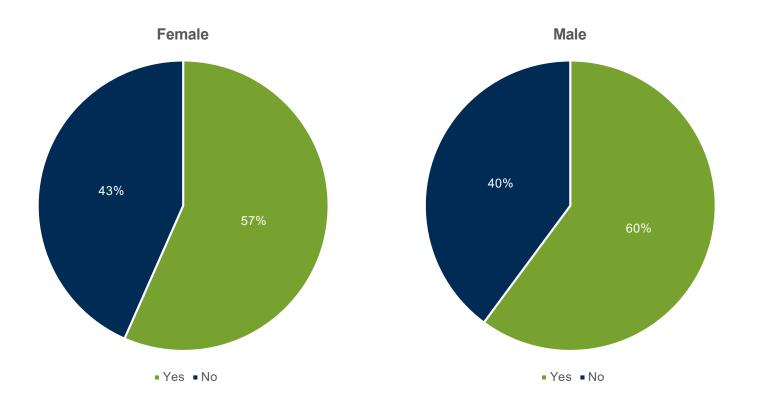






## Currently saving for a deposit to buy a home

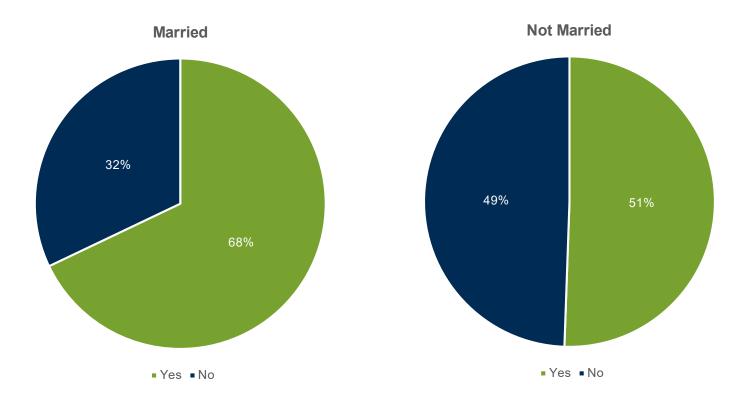
#### By gender





## Currently saving for a deposit to buy a home

#### By marital status



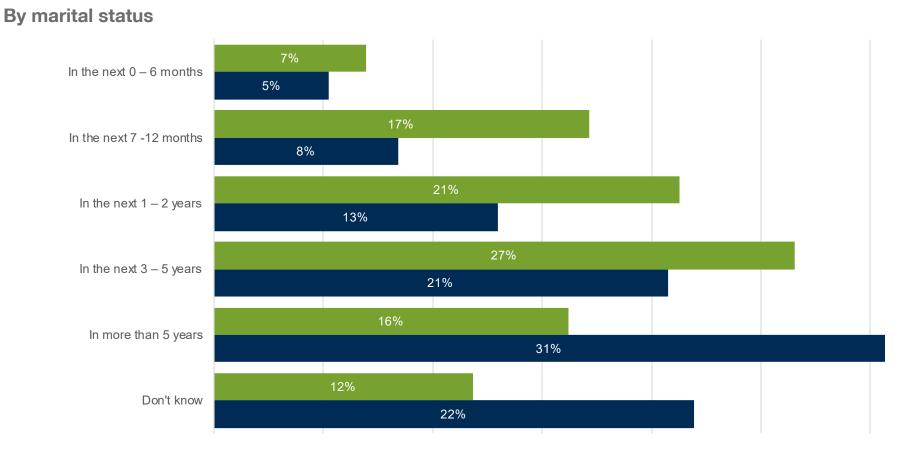


## How soon would consider buying a property

#### By gender 6% In the next 0 – 6 months 8% 12% In the next 7 -12 months 12% 12% 17% In the next 1 - 2 years 18% 23% In the next 3-5 years 22% 24% In more than 5 years 25% 24% 17% 16% Don't know ■ All ■ Male ■ Female



## How soon would consider buying a property



Married Not Married



## Strategies to save for deposit

	Cut back on spending by making lifestyle sacrifices
	Wait for property prices to drop further
	Rent and buy a home later when I have the 20% deposit saved
	Buy jointly with a partner/ friend/ family member
23%	Change career to increase my earnings
14%	Delay starting/growing a family
	Cut back on travel and holidays
14%	Move in with parents/family/ friends to save
10%	Use a personal loan to fund the deposit
14%	Ask parents/family for financial assistance
14%	Ask parents/family to act as guarantor
11%	Use Lenders Mortgage Insurance (LMI) and buy with a deposit of $<\!\!20\%$
11%	Move to another city/working hub where real estate is cheaper
4%	Use a credit card to fund the deposit
3%	Sell my car and take public transport
3%	Cross-collateralisation (use other investment property as security for a loan)
2%	Other
15%	None of the above



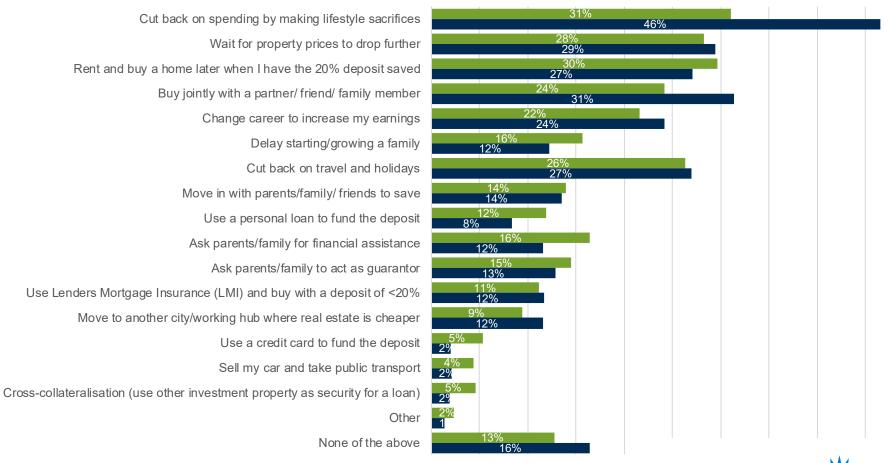
38%

29% 28% 28%

27%

## Strategies to save for deposit

#### By gender

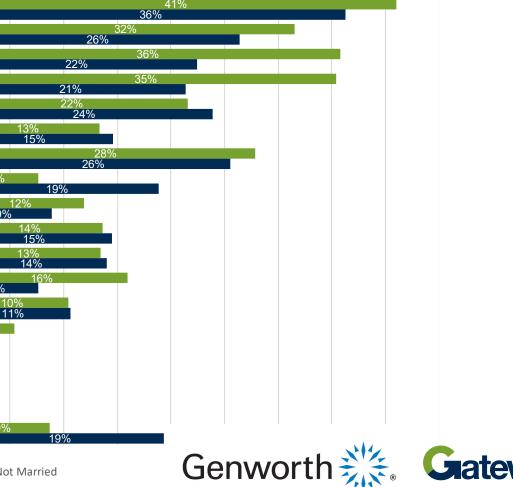




## Strategies to save for deposit

#### By marital status

Cut back on spending by making lifestyle sacrifices Wait for property prices to drop further Rent and buy a home later when I have the 20% deposit saved 22% Buy jointly with a partner/ friend/ family member 21% Change career to increase my earnings 13% Delay starting/growing a family 15% Cut back on travel and holidays Move in with parents/family/ friends to save 19% Use a personal loan to fund the deposit 9% Ask parents/family for financial assistance 15% Ask parents/family to act as guarantor 14% Use Lenders Mortgage Insurance (LMI) and buy with a deposit of <20% 8% 10% Move to another city/working hub where real estate is cheaper 5% 3% Use a credit card to fund the deposit Sell my car and take public transport 3% Cross-collateralisation (use other investment property as security for a loan) 4% 29 2% Other 9% None of the above

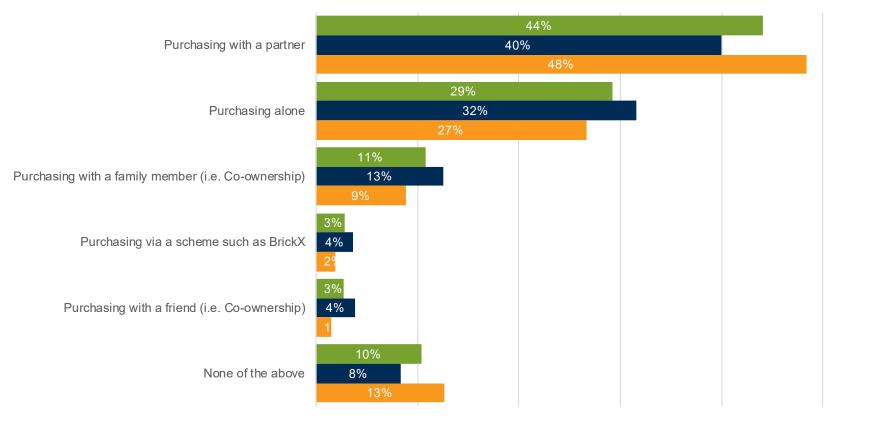


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## Most comfortable option for buying a property

#### By gender

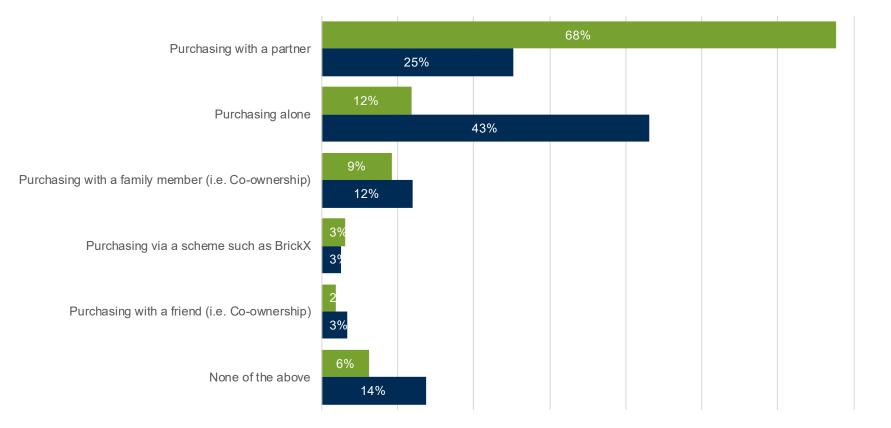


■All ■Male ■Female



## Most comfortable option for buying a property

#### By marital status



Married Not Married

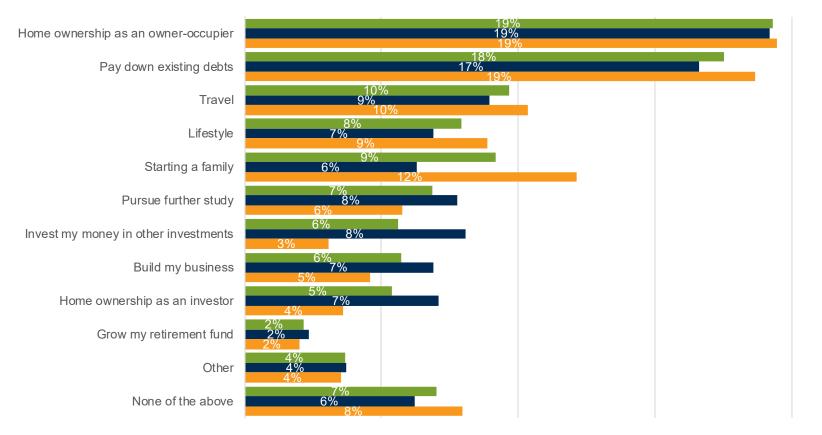


The two main priorities for non-homeowners for the next three years are to buy and live in **their own home** (19%) and to pay down **existing debts** (18%)



## Top priority for next three years

#### By gender

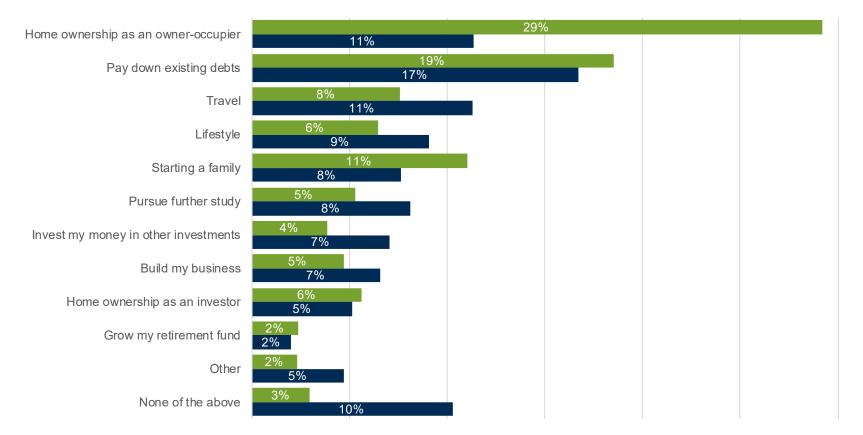


■ All ■ Male ■ Female



## Top priority for next three years

#### By marital status

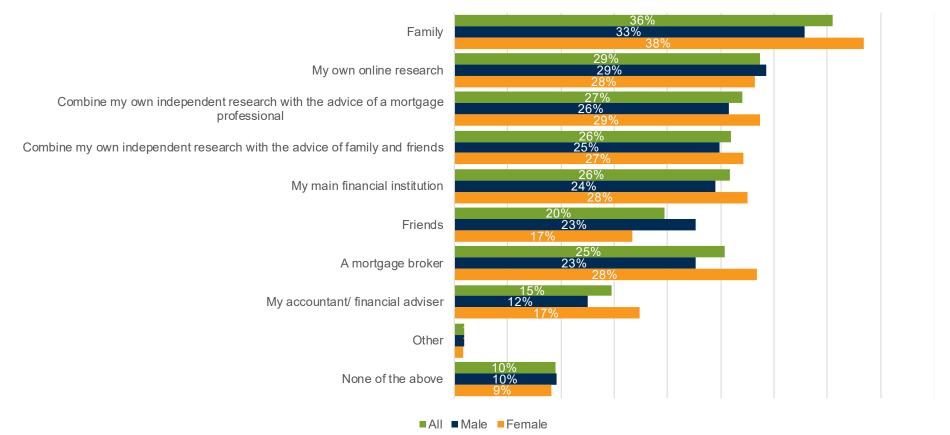


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### Place to seek home loan advice

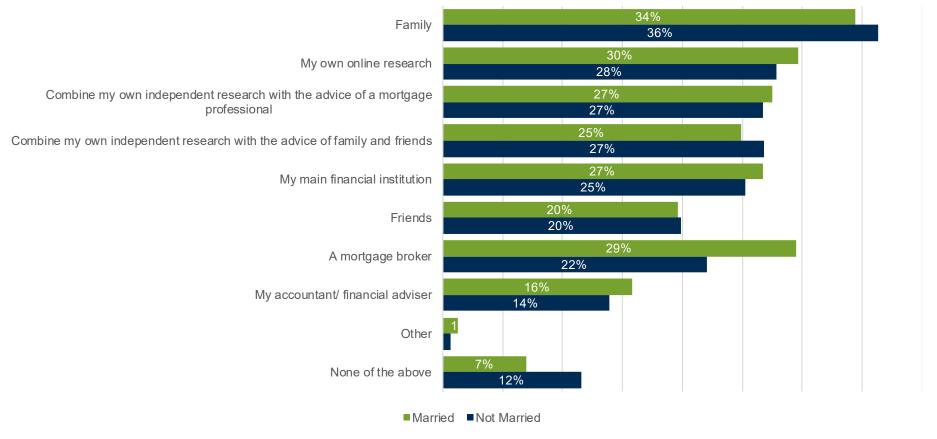
#### By gender





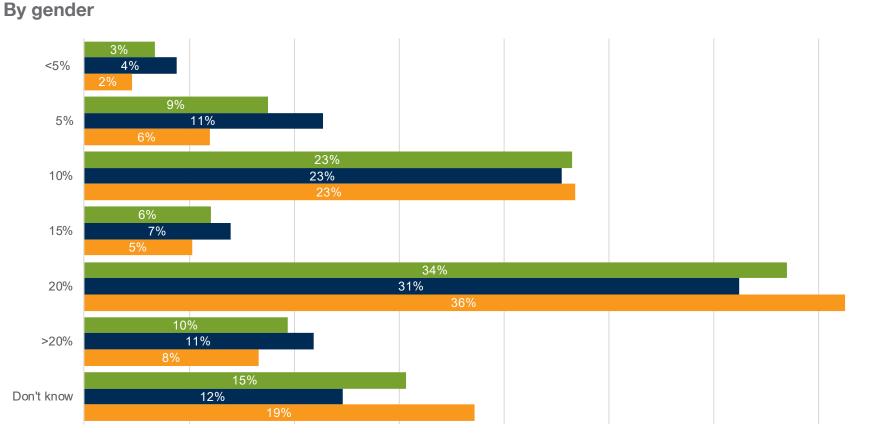
### Place to seek home loan advice

#### By marital status





# Size of deposit required for home loan eligibility

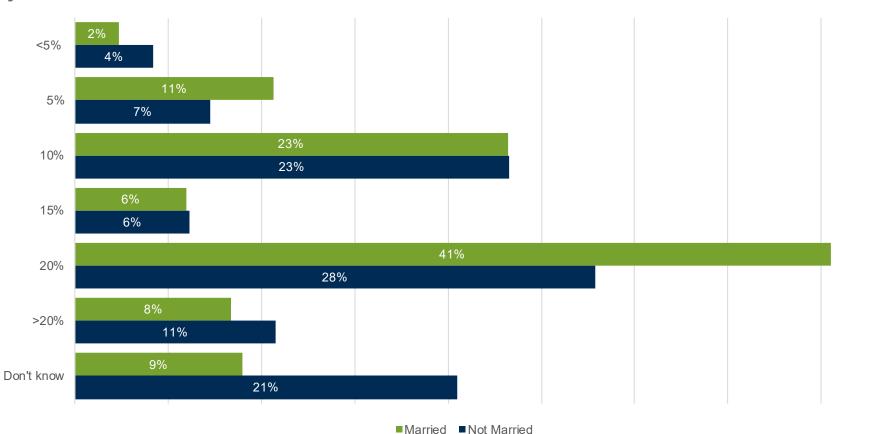


■ All ■ Male ■ Female



# Size of deposit required for home loan eligibility

#### By marital status



Genworth

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## **Key data: Homeowners**



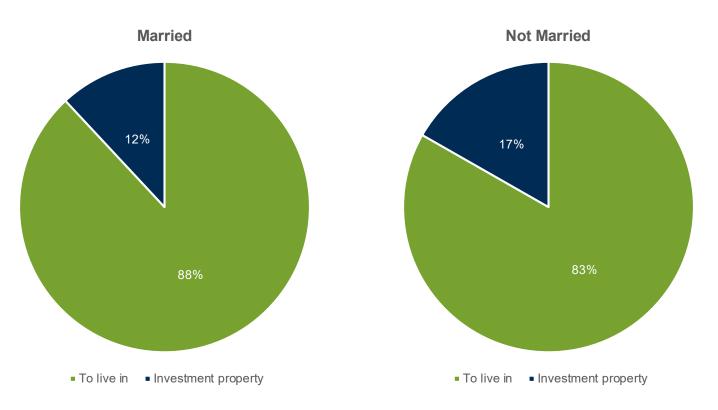
## Purpose of current property

### By gender





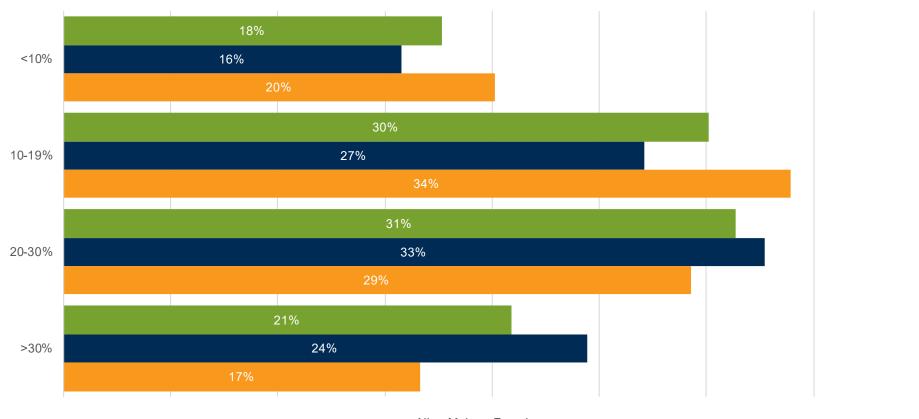
# Purpose of current property





## Deposit size of purchase price

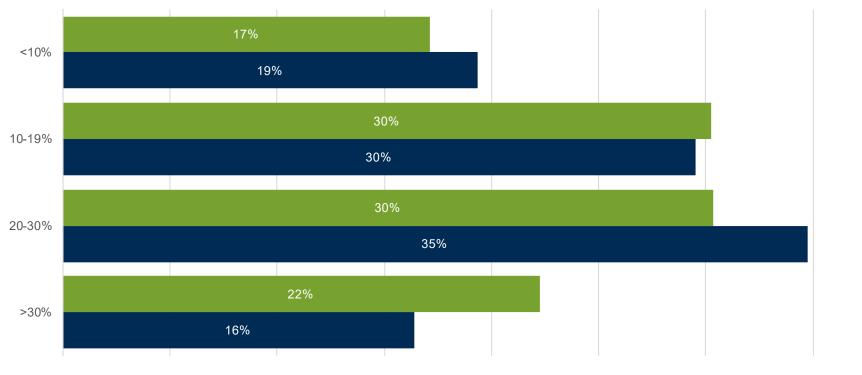
#### By gender



■All ■Male ■Female



# Deposit size of purchase price



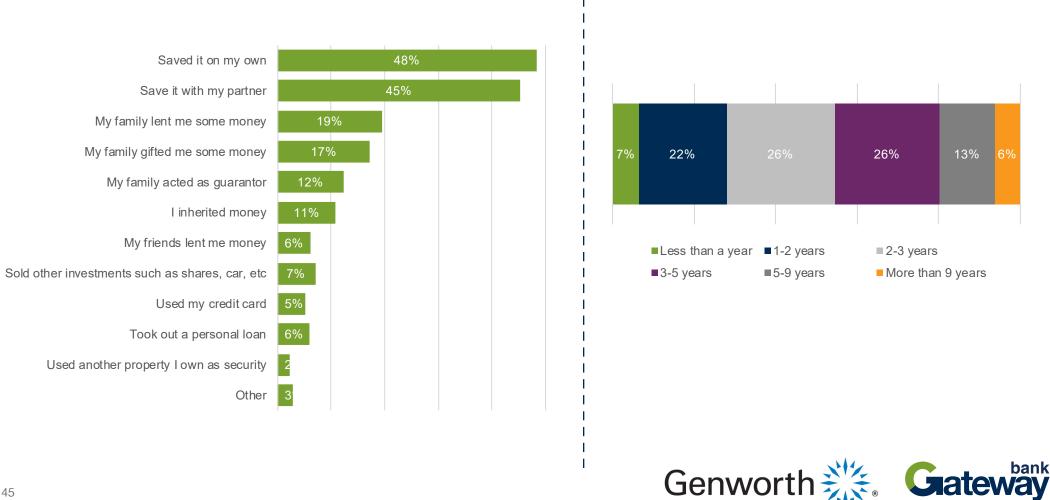
■Married ■Not Married



48% of millennial homeowners received **family assistance** with their deposit

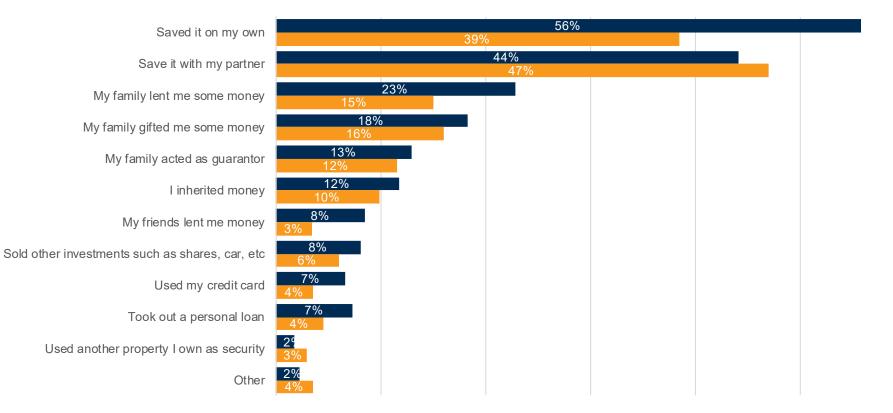


## Deposit method and time taken to save



## Deposit method used

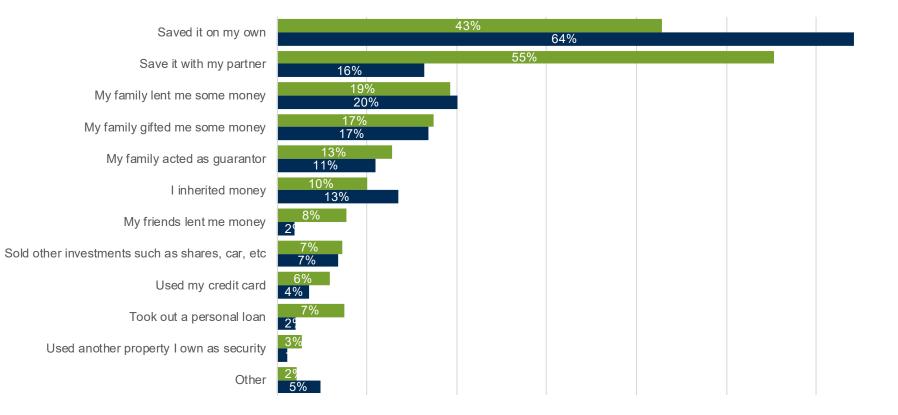
## By gender



■ Male ■ Female



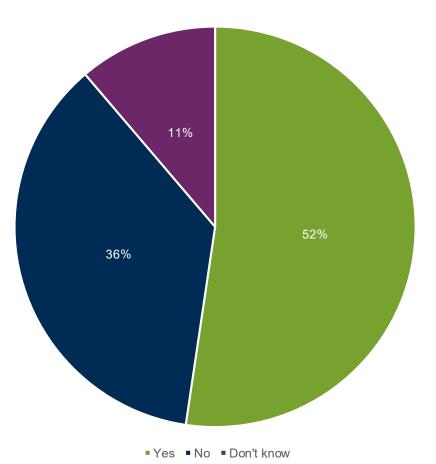
## Deposit method used



Married Not Married



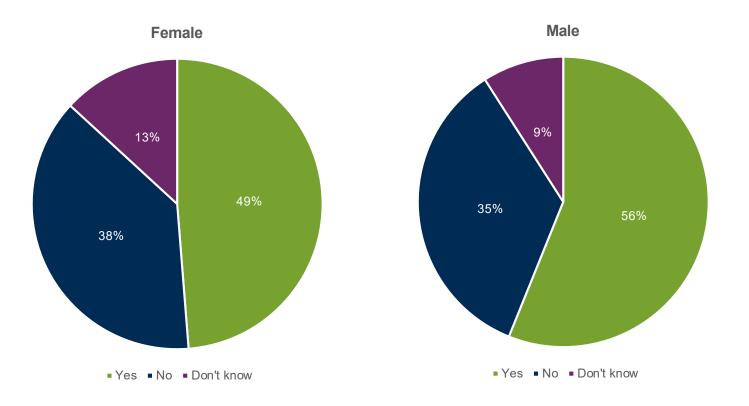
# Accessed Lenders Mortgage Insurance when purchased current property





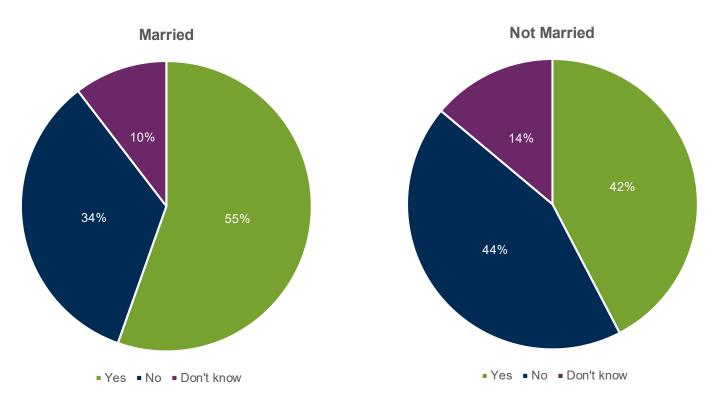
# Accessed Lenders Mortgage Insurance when purchased current property

By gender





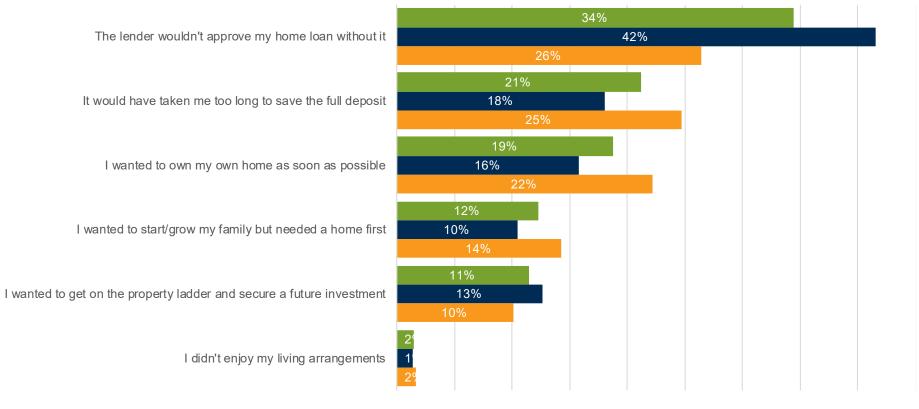
# Accessed Lenders Mortgage Insurance when purchased current property





# Reason to access Lenders Mortgage Insurance

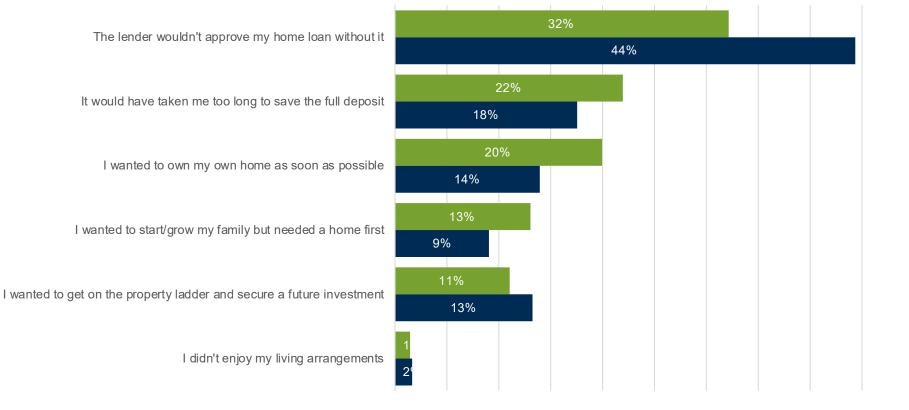
#### By gender



■ All ■ Male ■ Female



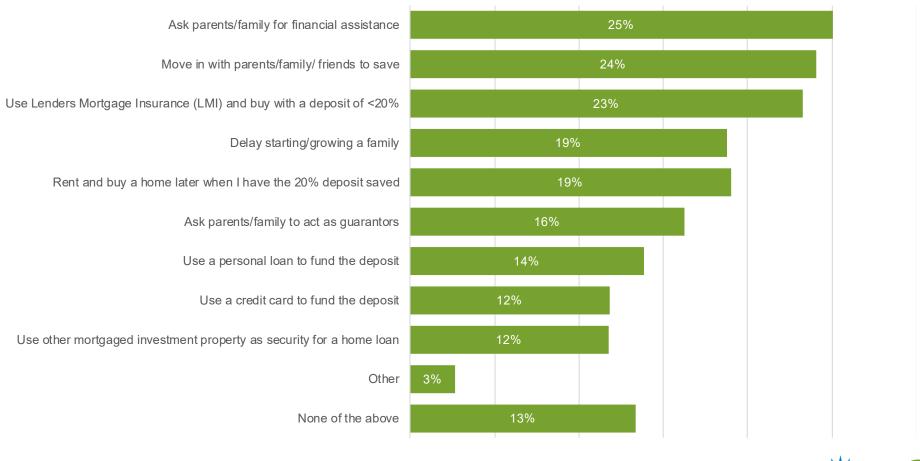
## Reason to access Lenders Mortgage Insurance



Married Not Married



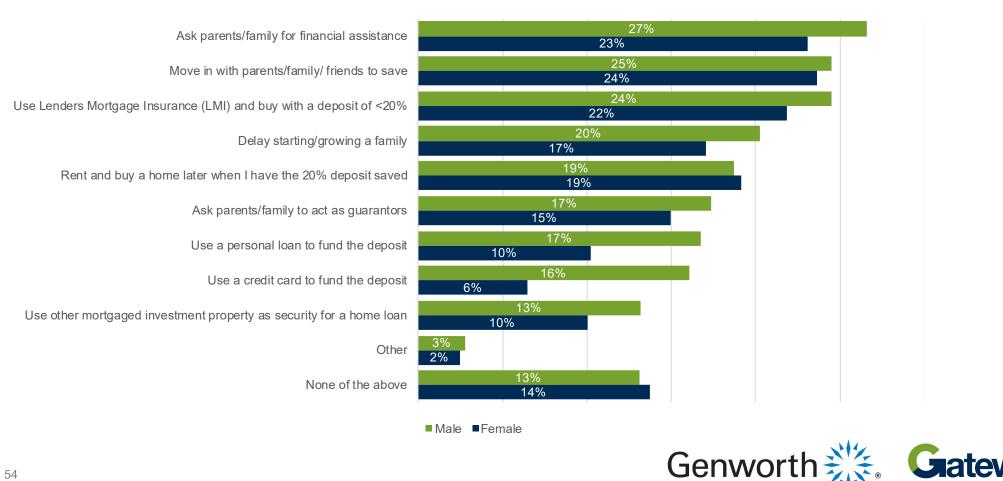
# Strategies used to buy a property sooner





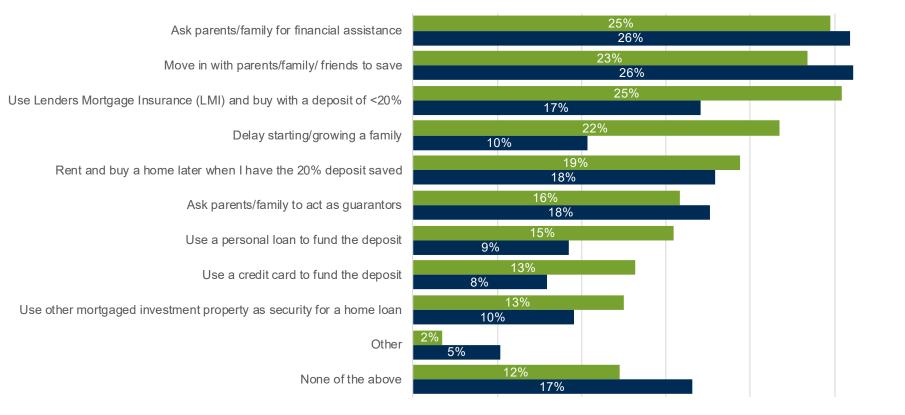
# Strategies used to buy a property sooner

### **By gender**



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# Strategies used to buy a property sooner



Married Not Married



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