

# JUST.

## NEWS RELEASE

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**\*JUST SPOKESPERSON AVAILABLE\***

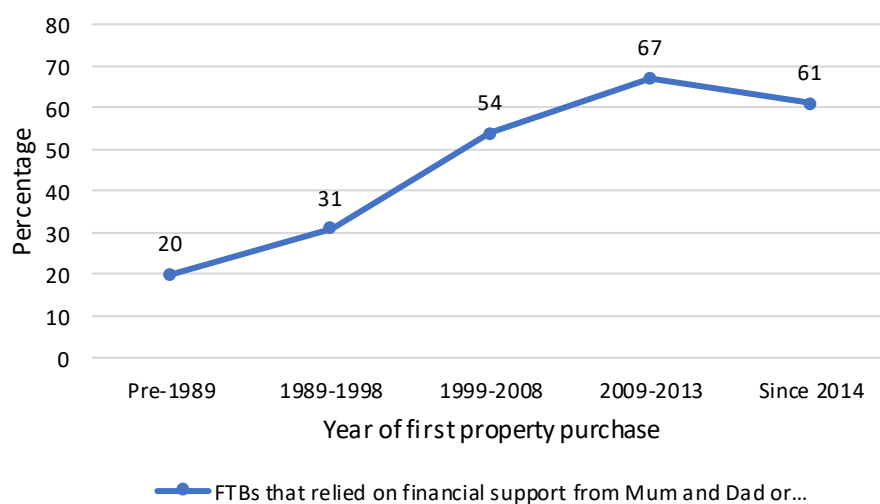
### **THREE IN EVERY FIVE FIRST TIME BUYERS DEPEND ON THE BANK OF MUM AND DAD**

**First time buyers today are three times more likely to need mum and dad's help than first time buyers 30 years ago**

Three in every five (61%) first time buyers (FTBs) who got on the property ladder in the last five years relied on financial help from either their mum, dad or grandparents, compared to only one in five (20%) of first time buyers who purchased a property over 30 years ago.

The research, part of Just Group's [My Home. My Future](#) survey of 4,000 people, shows the percentage of FTBs relying on family funds has tripled in the last 30 years, reaching a peak of 67% in 2009-2013. The pressure on mum and dad to finance FTBs from 2014 or after has cooled off slightly but is still far higher than it was pre-2009, and triple what it was 30 years ago.

*Graph showing the percentage of FTBs who relied on help from their mum, dad or grandparents to purchase their property:*



The Bank of Mum and Dad is now one of the biggest lenders alongside traditional forms of financing. As homeownership using their own resources slips further out of reach for many of the younger generation, the Bank of Mum and Dad is predicted to fill the gap and provide £6.3 billion-worth of loans this year.<sup>1</sup>

Just Group’s research also reveals the UK hotspots where the Bank of Mum of Dad is most called upon. FTBs in London and the North East are the most dependent on help from family compared to those in the Midlands and East regions who are almost half as likely to need this help.

Region	Percentage of FTBs who found financial support helpful
London	56 %
North East	45%
Yorkshire & the Humber	43%
South East	43%
South West	43%
North West	41%
Wales	39%
Scotland	39%
West Midlands	37%
East Midlands	33%
East of England	32%
Northern Ireland	24%

Over half of renters (55%) across the UK say they have dreamt of owning their own home, and as many as two-thirds (68%) of renters in their 20s have this aspiration, the highest amongst all age groups. But the reality is that millennial families are half as likely to own their own home by the age of 30 as baby boomers were by the same age.<sup>2</sup>

**Just Group’s communications director, Stephen Lowe, comments:** “Over the last 30 years, approximately the time it takes to pay off a mortgage, the number of first-time buyers needing help from family to clamber onto the property ladder has tripled. Owning your own home is a deeply held ideal in our national psyche and today’s younger generation can see the financial and emotional benefits of getting onto the property ladder. But for many, unless they can count on financial help from family it seems to be slipping further out of their reach.

“The sharp increase in property wealth in recent years has fuelled debate on whether the older generation has benefitted at the expense of the young. Whatever your view, it’s clear the Bank of Mum and Dad has

increasingly stepped in to help their children on to the property ladder. But how deep are the Bank of Mum and Dad's pockets?

"People in their 50s are often referred to as the 'sandwich generation' – caught between supporting their children and their parents. For this group, planning for their own retirement is often pushed to the back burner while they deal with the day to day pressures – even though more than half of people in their 50s told us they are concerned about not having enough to retire on.

"It's important that parents and grandparents balance their own long-term needs against their desire to help their family. Take stock of your financial situation before making any big decisions – it's important to understand the long-term implications for everyone. There are lots of resources available, from meeting a regulated financial adviser through to the free and impartial guidance given by the Money Advice Service or Pension Wise."

**\*The research is part of a wider outlook on the UK's attitudes and perceptions of property wealth and homeownership, and how this plays a role in retirement. To see more of the research from Just, please get in touch via the details below.**

**Ends**

<sup>1</sup> [CEBR / L&G research](#), 2019

<sup>2</sup> [Resolution Foundation](#), 2018

## Enquiries

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### Notes to Editors

\*Opinium Research conducted a survey amongst 4,000 UK adults between 17 and 24 January 2019. Results have been weighted to reflect a nationally representative audience. Additional breakdowns for gender, age, region and many more are available.

### About Just

Just (Just Group plc) is a FTSE-listed specialist UK financial services company.

A leader in the individual retirement income, care and defined benefit de-risking markets, Just has been trusted to manage over £19 billion of customers' retirement savings and has helped customers release over £4.6 billion from their properties.

Just provides the following wide range of products, advice and professional services to individual customers, financial intermediaries, corporate clients and pension scheme trustees:

**Marketed Products**

- De-risking solutions for pension scheme trustees who want to remove the financial uncertainty of operating defined benefit pension schemes;
- Individually underwritten retirement income products delivering a guaranteed income for life and flexible pension plans offering customers the options to blend secured and unsecured income;
- Long term care plans that provide those people moving into residential care with peace of mind by knowing a regular payment will be made to the care provider for the rest of their life;
- Lifetime mortgages for people who want to safely release some of the value from their home.

**Professional services**

- Regulated financial advice and guidance services for individuals wanting help in using their pension savings and/or releasing some of the value from their home; and
- A range of business services tailored for our corporate clients, ranging from consultancy and software development to fully outsourced customer service delivery and marketing services.

The companies within Just Group are authorised and regulated in the United Kingdom by the Financial Conduct Authority and / or the Prudential Regulation Authority.