



Westpac Gen Y Women and Home Ownership Report

AUGUST 2013



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Sweeney Research is accredited under the International Standard, ISO 20252.
All aspects of this study have been completed in accordance with the requirements of that scheme.



Introduction



Methodology

Sample

- 5,149 interviews to size home loan market
- 1,594 online interviews with people in the home loan market across Australia
 - 1,057 home loan holders who are owner occupiers
 - 537 with the intention to buy in the next 12 months

Filters

- Gen Y; base n = 559, Male n = 223, Female n = 336
- Gen Y AND No children AND Not married; base n = 278

Sample Source

- Research Now Online Panel

Data Collection

- Conducted between 15th and 23rd July 2013
- Average survey length of 13 minutes

Quotas

- Quotas set for age, gender and state

Weighting

- Sample weighted according to census data provided by the Australian Bureau of Statistics
- Variables used for weighting as follows...
 - Age
 - Gender
 - State
 - Living Situation

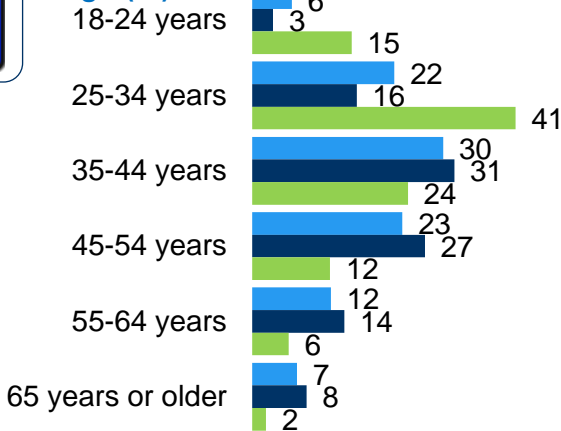


Sample Profile

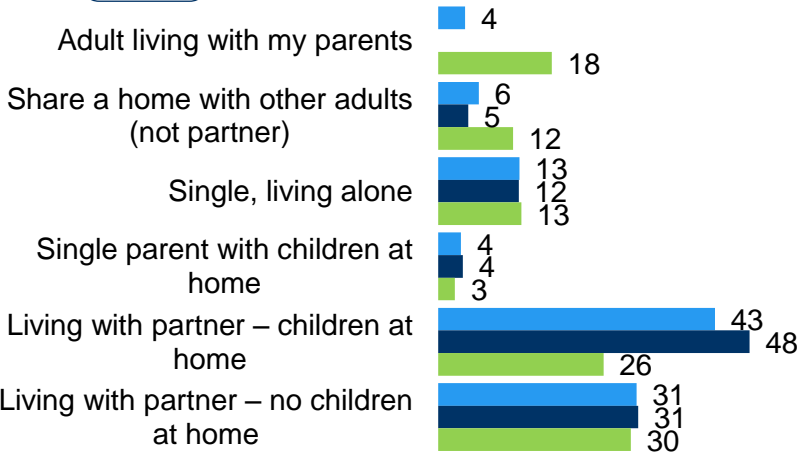
Sample Profile



Age (%)



Family Status (%)



Gender (%)



48%

48%

48%



52%

52%

52%



Home Loan Holders & Intending to Buy



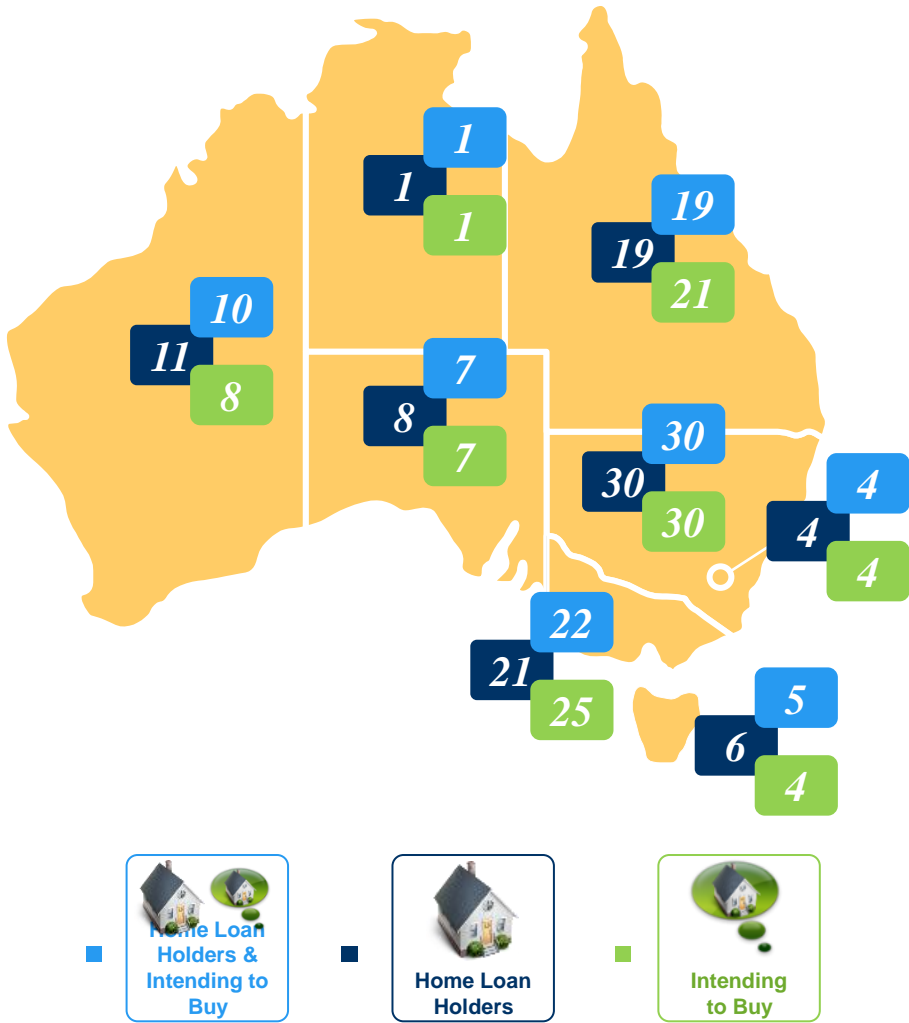
Home Loan Holders



Intending to Buy

Sample Profile (cont.)

Location (%)



Location Breakdown By State(%)

	Home Loan Holders & Intending to Buy	Home Loan Holders	Intending to Buy
NSW	30	30	30
QLD	19	19	21
VIC	22	21	25
SA	7	8	7
WA	10	11	8
TAS	5	6	4
NT	1	1	1
ACT	4	4	4



KEY FINDINGS



‘Gen Y’ Females Financially-Focused and Property Savvy

More 'Gen Y' women prioritise owning a home and paying it off

87% of 18-34 year old females (versus 79% of men) list owning a home and paying it off as their top lifetime goal.

Lifetime Priorities for Gen Y (%)

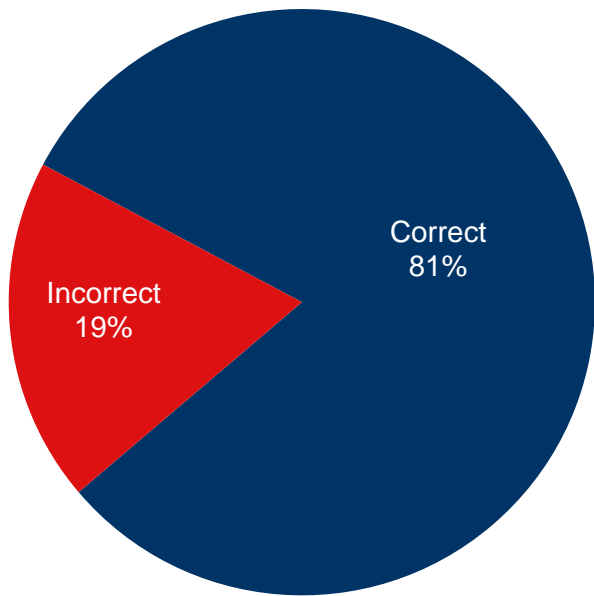
PRIORITY	Male	Female	All Gen Y
Own my own home + Pay off my home loan sooner	78	87	84
Own my own home	65	65	65
Travel the world	40	46	44
Put more savings into a savings account	32	36	35
Pay off my home loan sooner	28	32	31
Have children	22	32	28
Get married	19	24	22
Own an investment property/pay off my investment property mortgage	24	19	21
Put more into my retirement savings/superannuation fund	17	15	16
Start a business	19	13	15
Own a car/pay off my car loan	13	10	11
None of these	1	1	1

Gen Y females more likely to understand home loan features

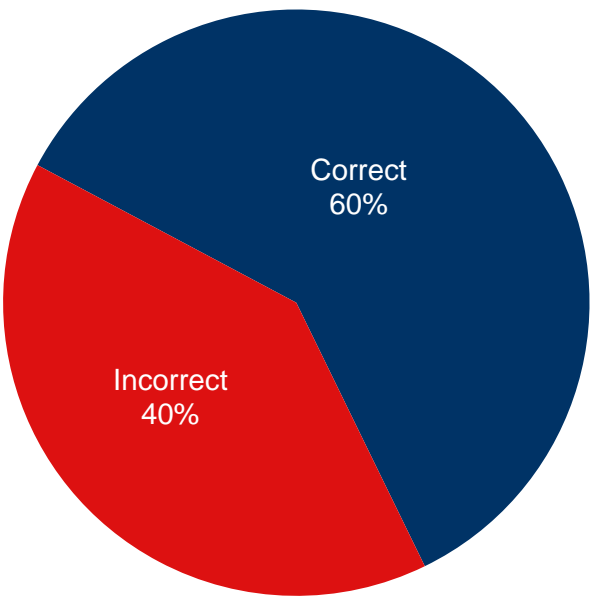
- 81% of Gen Y females understand what a variable rate is, compared to only 60% of Gen Y males.

Understanding of a variable interest rate (%)

Gen Y Females



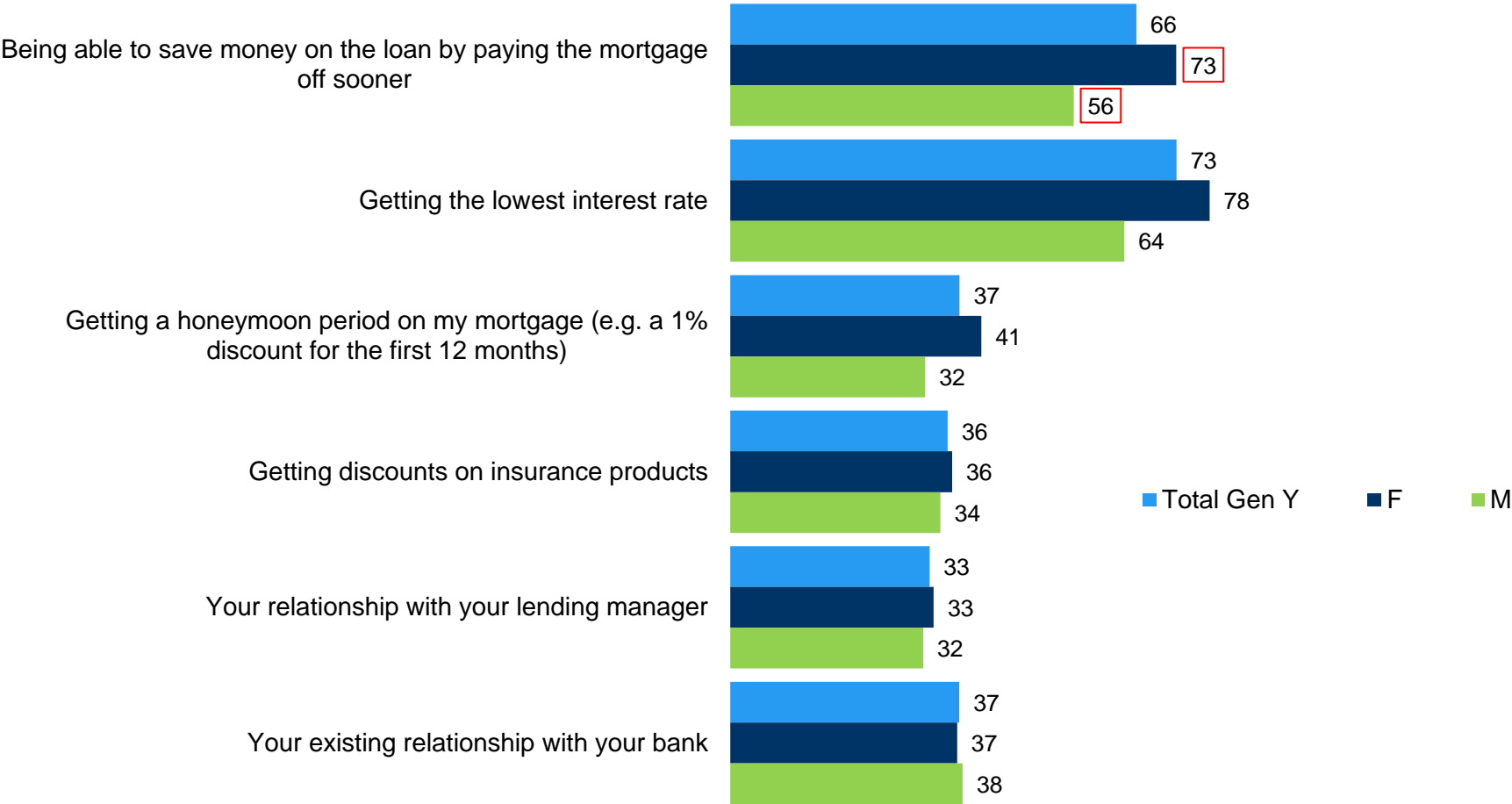
Gen Y Males



Gen Y females more likely to focus on repayments to save money than Gen Y males

- 73% of Gen Y females list paying off their loan sooner as the most important factor when taking out a home loan, compared with only 56% of Gen Y males.

Importance of each of the following when taking out a home loan(%)



Gen Y females prioritise home ownership over marriage and children

- 49% of Gen Y women listed owning a home as their top priority, way ahead of having children (14%) and getting married (5%)

Number 1 Priority for Gen Y (%)

PRIORITY	Male	Female	All Gen Y
Own my own home/pay off my mortgage + Pay off my home loan sooner	51	49	50
Own my own home/pay off my mortgage	40	34	36
Travel the world	7	14	11
Have children	6	14	11
Get married	7	5	6
Put more savings into a savings account	8	7	8
Own an investment property/pay off my investment property	7	4	5
Pay off my home loan sooner	11	15	13
Start a business	7	3	5
Put more into my retirement savings/superannuation fund	2	1	1
Own a car/pay off my car loan	3	2	2
None of these	2	2	2

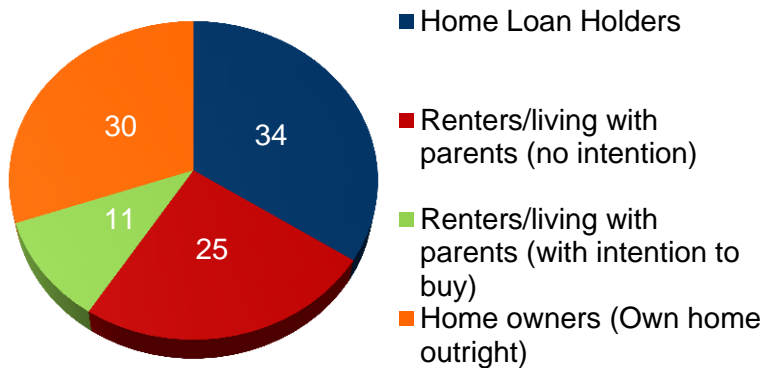


Australian Home Ownership Snapshot

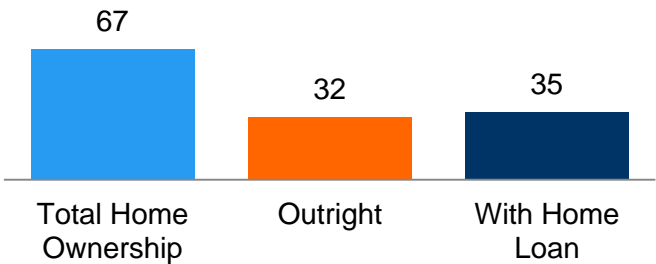
Australian home ownership is relatively high

30% of Australians own their home outright and 34% of Australians have a home loan.
11% of Australians are currently looking to buy and around 1 in 10 (11%) of Australians plan to take out a home loan to buy a house to live in within the next 12 months.

Home Ownership Status (%)

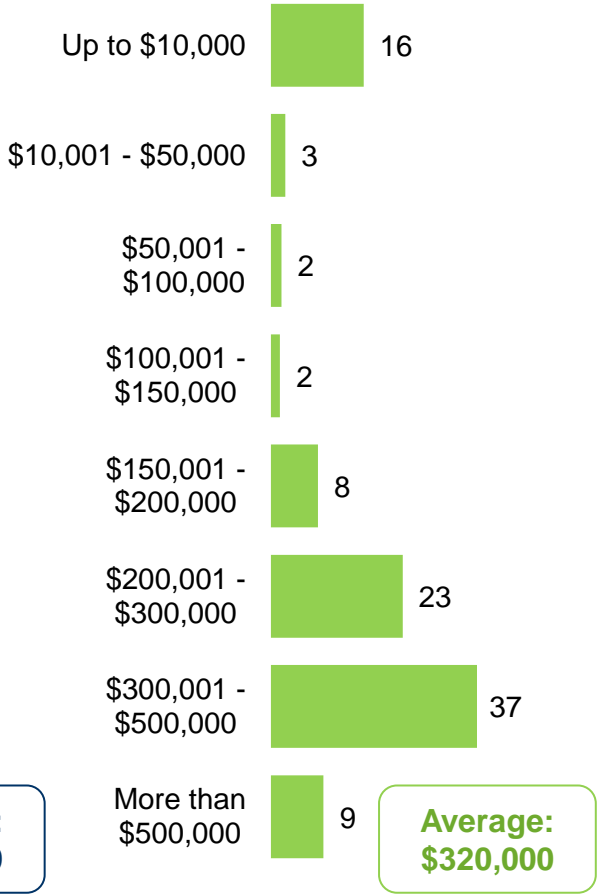
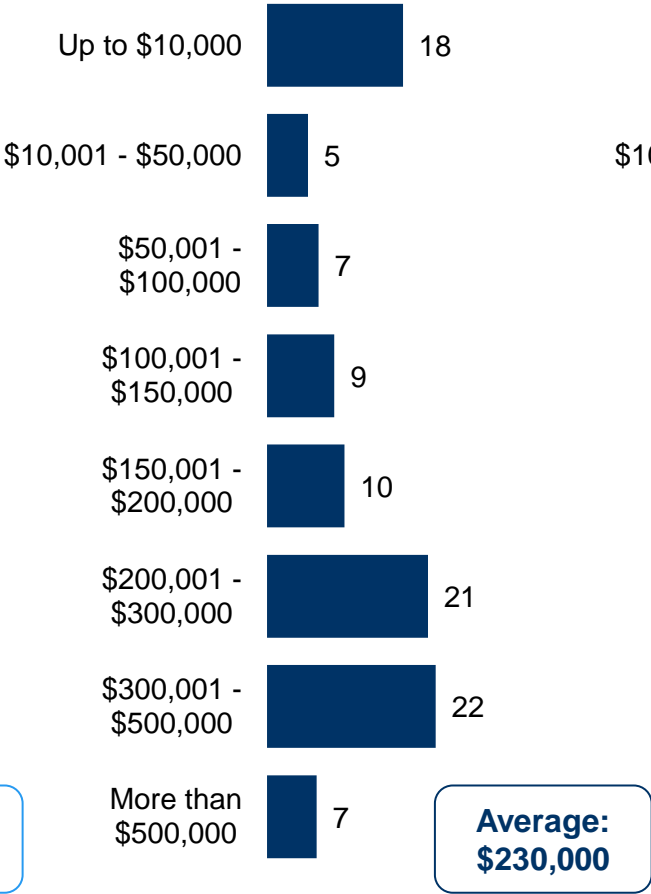
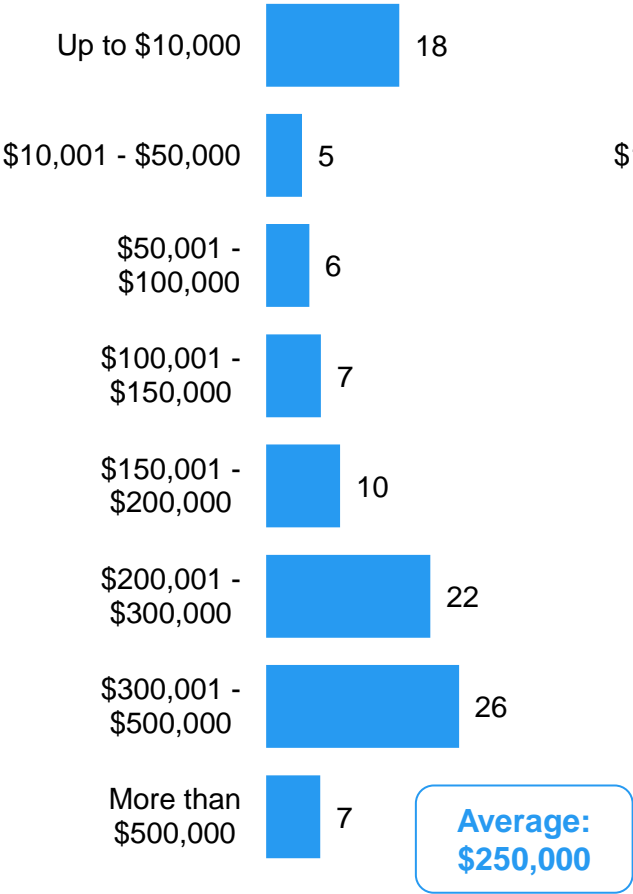


Home Ownership (ABS 2011, %)

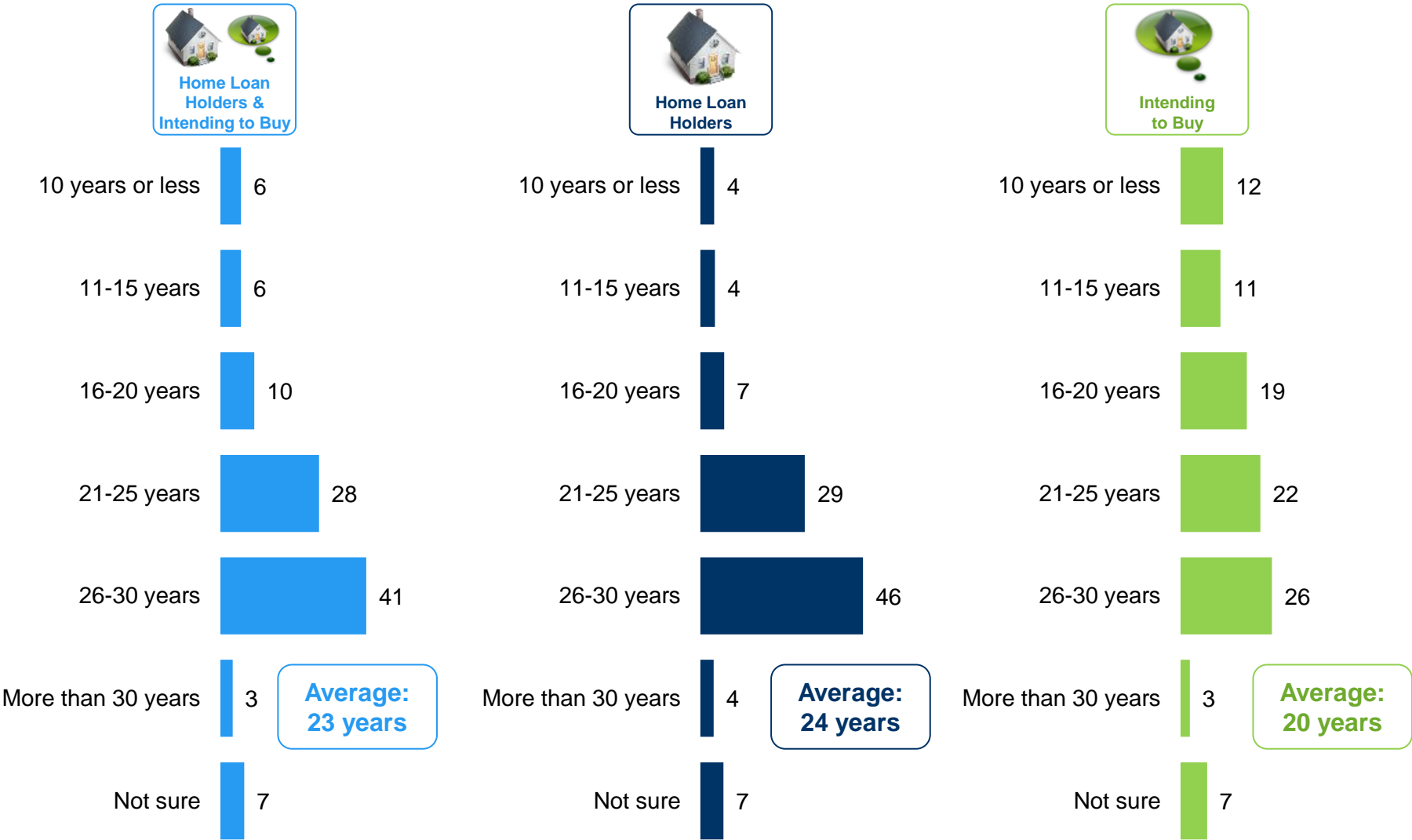


Base: All respondents (screener): n=5,149
S7. S8. All values in percentages (%); weighted data
*Viral V. Acharya, Matthew Richardson, Stijn Van Nieuwerburgh, and Lawrence J. White, Guaranteed to Fail: Fannie Mae, Freddie Mac, and the Debacle of Mortgage Finance (Princeton: Princeton University Press, 2011).

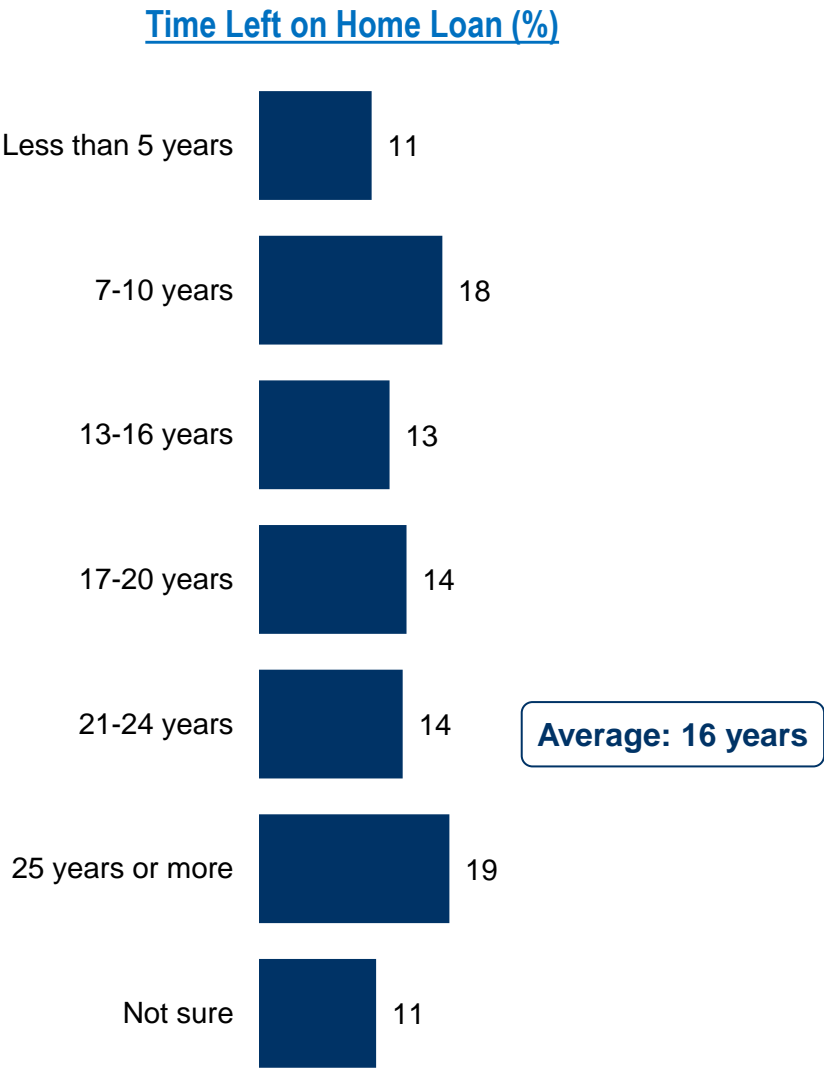
Average Home Loan



Average Length of Home Loan Term



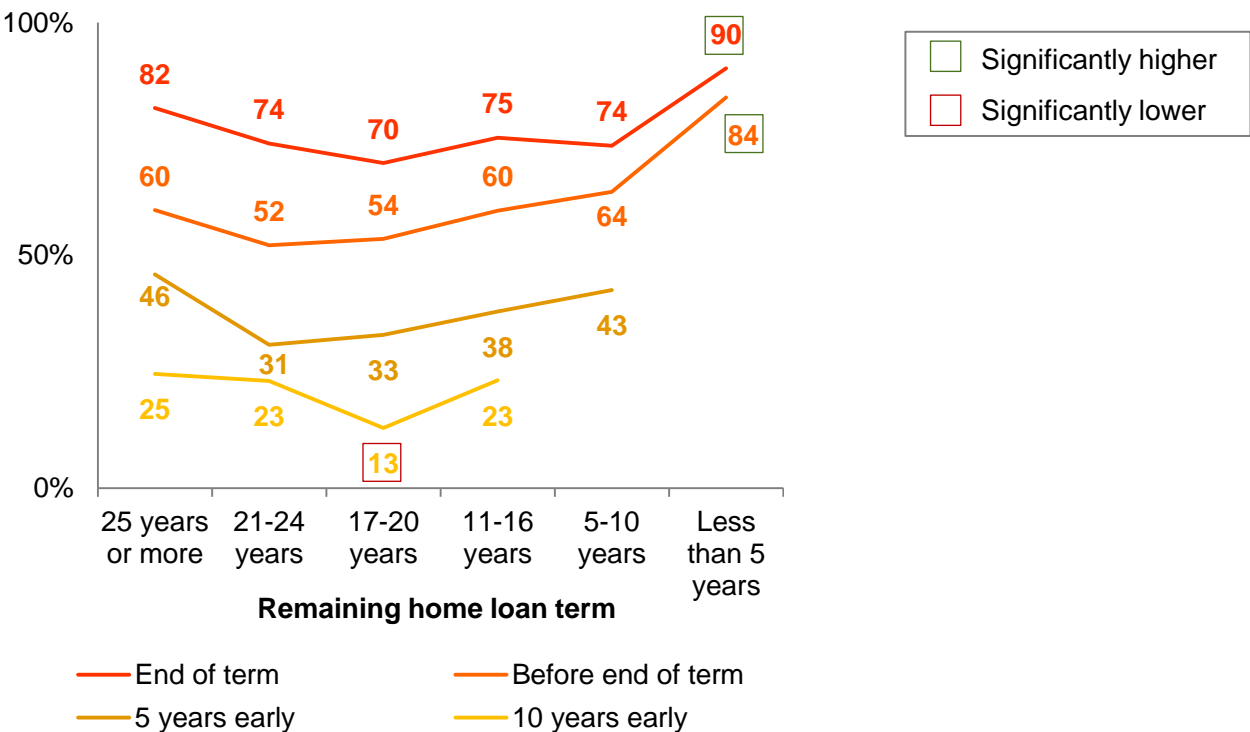
Time and Amount Left on Home Loan



Confidence in paying off home loan is high at the start of the term

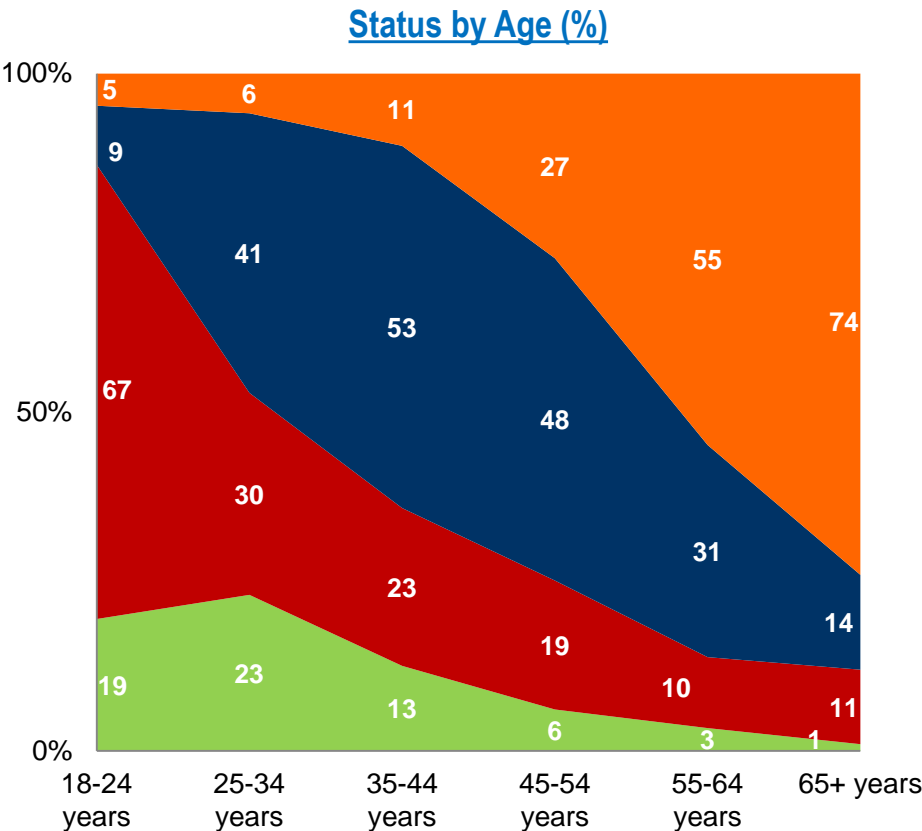
Confidence amongst Australians in paying off their home loan to full term at the start of the loan is high at 82%.

Confidence in Paying Off Home Loan by Rest of Term (% 8-10)**



Generational Home Ownership

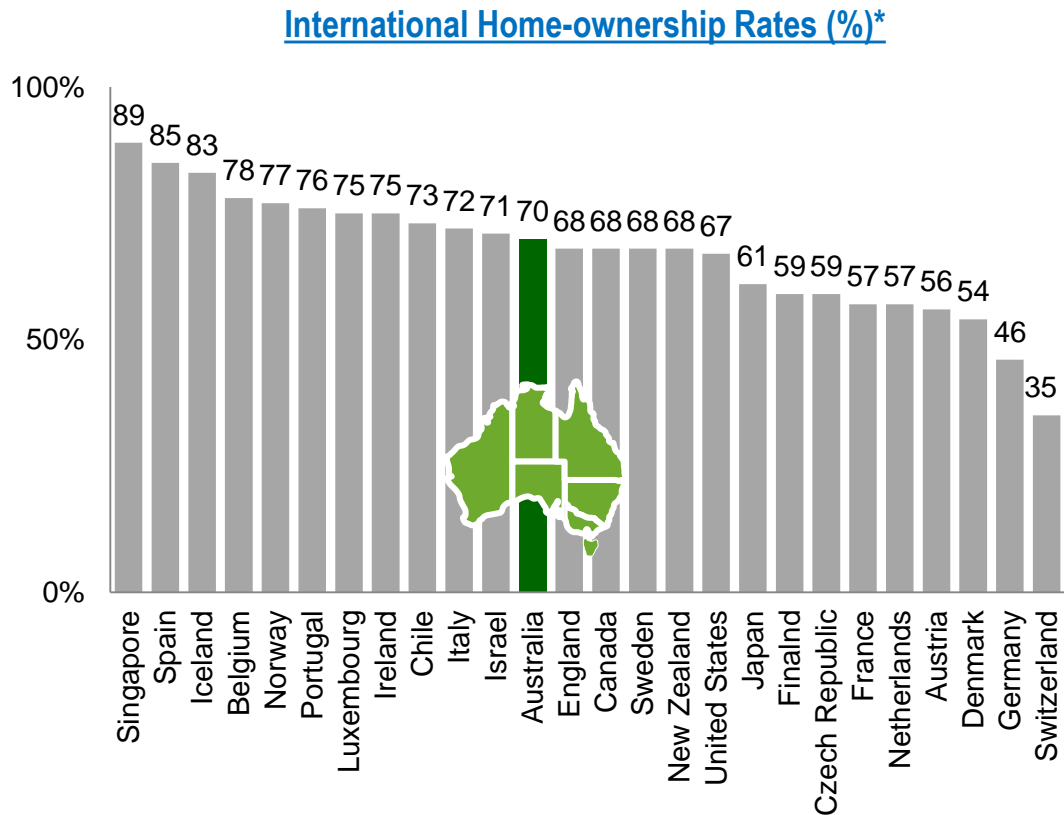
Outright home ownership is highest amongst Baby Boomers (those aged 55+). Home loans are mostly held by Gen X (those aged 35-54) and Gen Y (those aged 18-34) are most likely to be those intending to buy.



- Home Loan Holders
- Renters/living with parents (with intention to buy)
- Renters/living with parents (no intention)
- Home owners (without a home loan)

Australia's ranking in Home Ownership

Australia is ranked the 12th highest country in the world in terms of home ownership.



*Viral V. Acharya, Matthew Richardson, Stijn Van Nieuwerburgh, and Lawrence J. White, Guaranteed to Fail: Fannie Mae, Freddie Mac, and the Debacle of Mortgage Finance (Princeton: Princeton University Press, 2011).



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