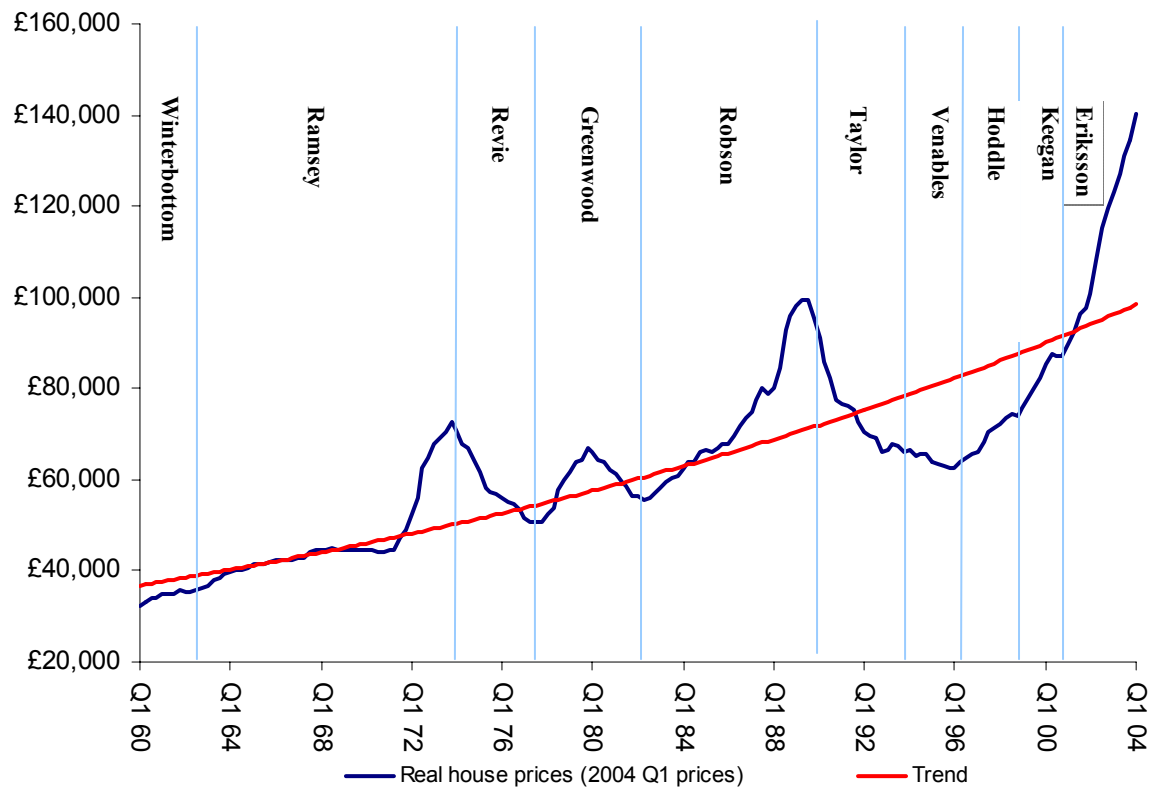


Can England Raise The Roof?

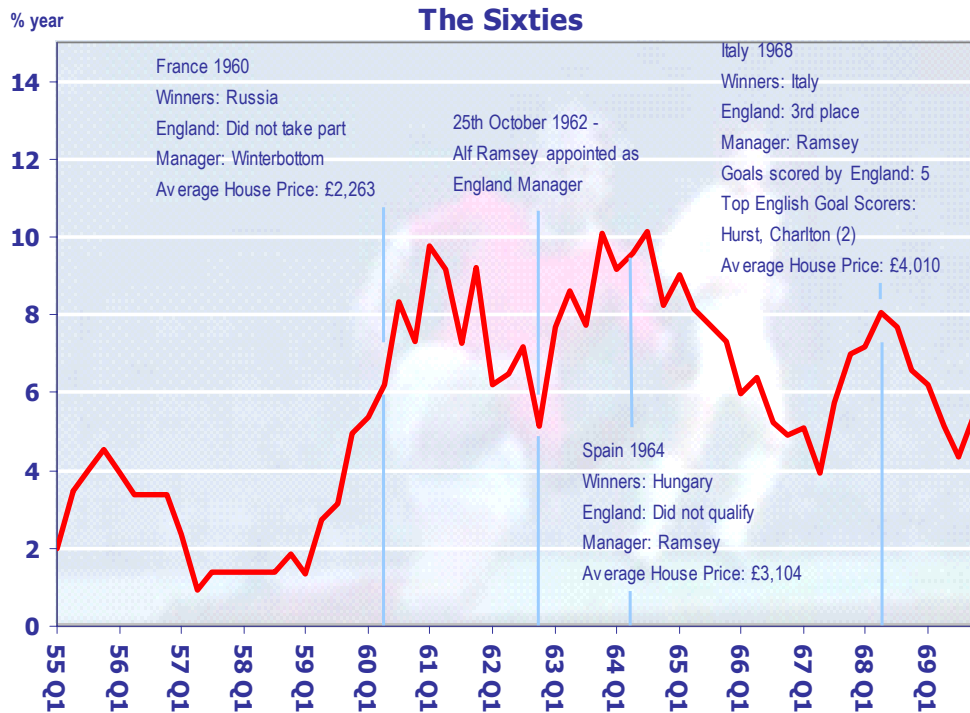
- House prices 64 times higher since first European Championship
- House prices up 19% per year since Sven became coach
- Prices more than 2.5 times higher since Euro 1996



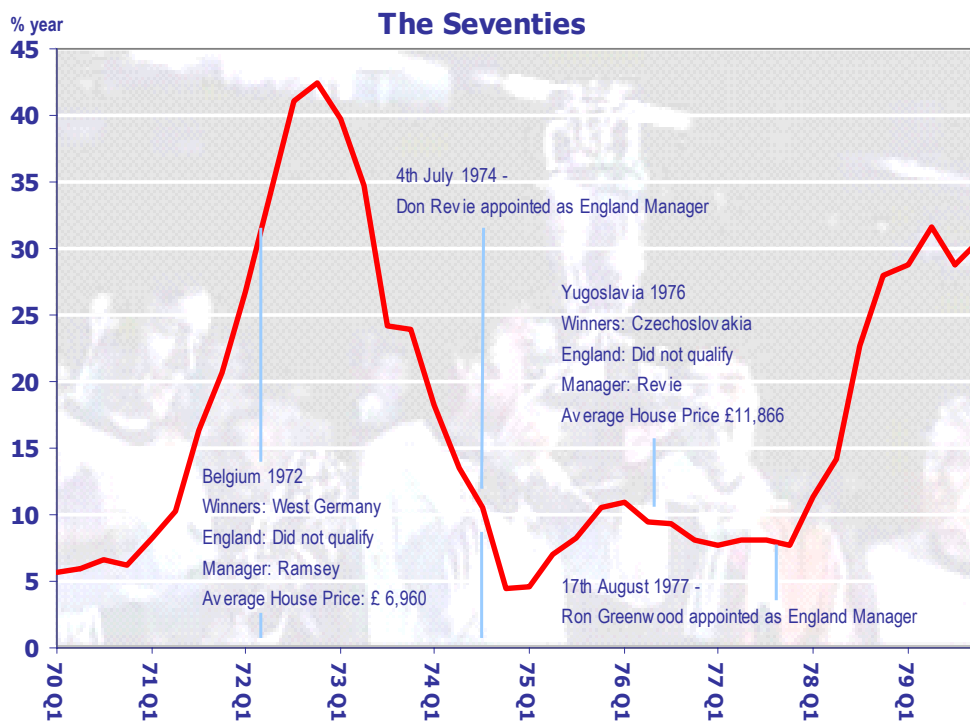
Commenting on the figures Alex Bannister, Nationwide's Group Economist, said:

“Much has happened to the housing market since the first European Championship was held back in 1960. Back in the sixties just over 45%, or around 8 million people, owned their own home and house prices had yet to become the nation’s favourite topic of conversation. Since then, there was a revolution in home ownership; with the proportion of the population owning their own home rising to 53% in the seventies; 60% in the eighties; 68% in the nineties – and the proportion now tops 70%. As the chart shows, there has been an inexorable rise in property values too; with the price of an average property now 64 times (or 4 times after accounting for inflation) higher than in 1960. England did not enter the inaugural tournament in France and it was Russia that went on to win the trophy in Paris. England did enter for Spain 1964, but failed to reach the finals. At the time the price of an average property was about £3,000, but it became clear that both the English side and house prices were destined for greater heights. Following the World Cup victory in 1966, England produced their best performance by taking third place in the European Championships held in Italy in 1968. Unlike house prices, England have only once matched this performance since; in 1996 under Terry Venables when they reached the semi-finals on home turf.

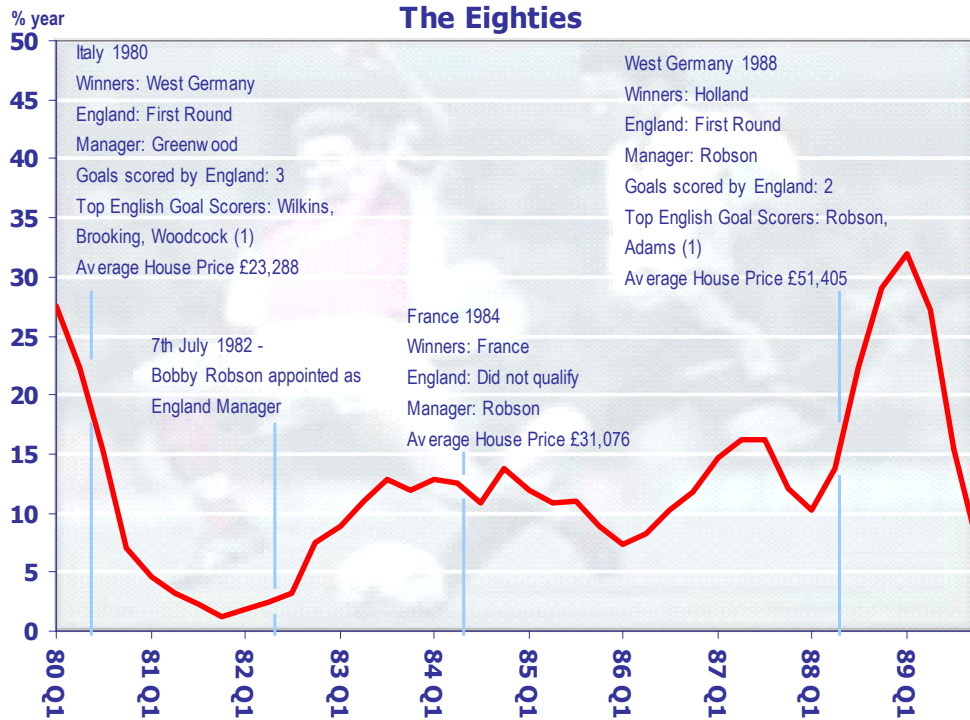
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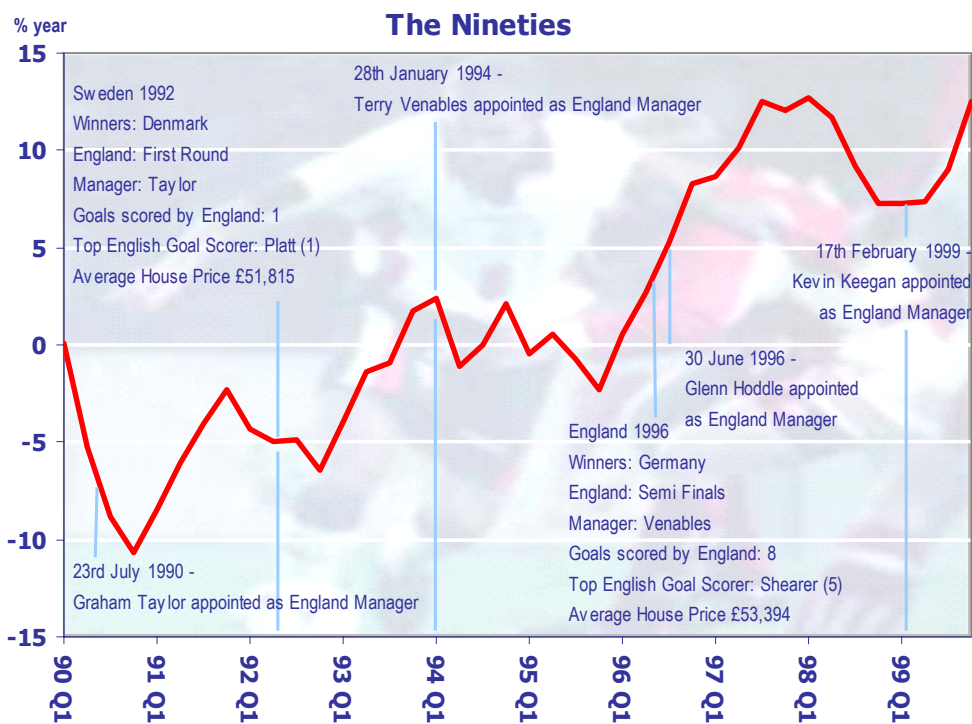
“The seventies were a fruitless period, with England failing to qualify for both the 1972 and 1976 finals. On the other hand, the oil price shocks in 1973 and 1979 helped boost inflation, and as a consequence, the average house price rose from £4,500 in 1970 to £23,000 in 1980. In 1980, England did qualify for the European Championships in Italy, although the team coached by Greenwood went out in the first round scoring only 3 goals.



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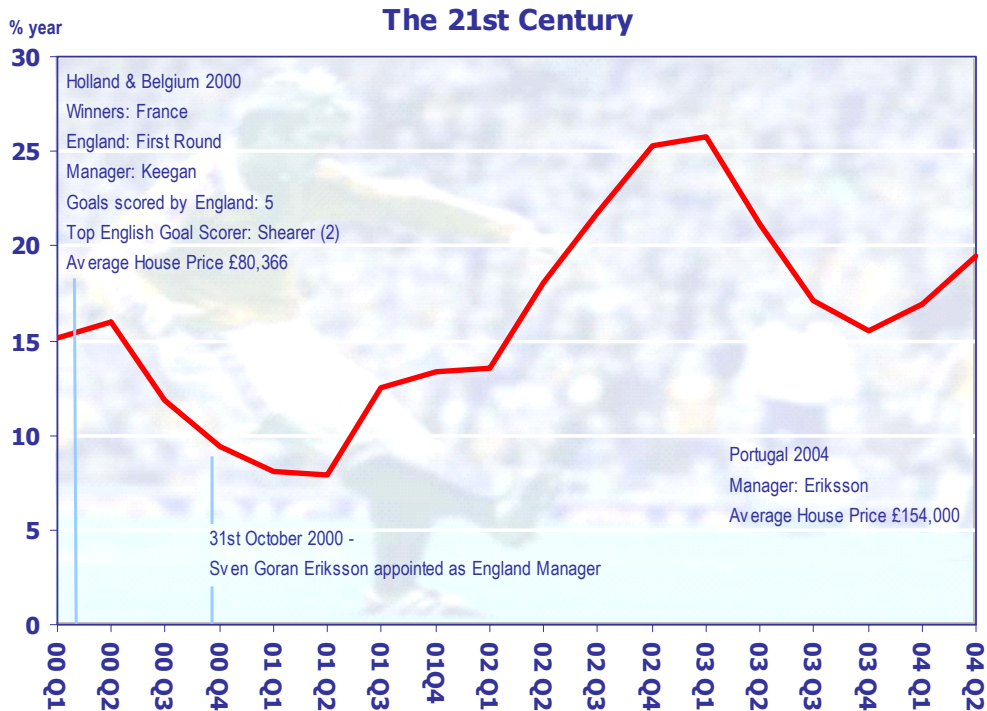


“While no one could claim a correlation between success of the England football team and economic or house price buoyancy; on occasions England’s performance on the pitch has matched house price growth off it. This was particularly true during Bobby Robson’s stewardship. Not only did he take England to their best World Cup placing since 1966 (in Italia 90), but he presided over the whole of the eighties house price boom. Over this period, house prices rose from £52,500 to £85,000 or by, on average, 12% per year. Of course, as we know now, boom led to bust and Taylor and Venables had to coach England during a period of falling real house prices - the Taylor years registered a 20% real decline between 1990 and 1993.



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“Interestingly, England’s most successful recent performance in the European Championships, in 1996, coincided with the start of the current upturn and the end of the recessionary period of the early nineties. Since 1996, price growth has been relentless. The Keegan reign saw house prices rise by an average of 8.5% per year. However, it has been during Sven’s tenure that we have seen the fastest rise in prices, with the average annual increase in property prices since he took charge, in January 2001, standing at an impressive 18.6%.



“Since Nationwide has been associated with the England football team, in January 1999, house prices have doubled from just under £67,500 to over £140,000.”

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