

# The UK Mortgage Crisis Demands New Approaches to Financial Comms. Here's What PR Pros Should Know

Media Analysis Summary



In the last few months, one particular facet of the current inflation debate has been dominating UK media headlines: **the mortgage crisis**.

**Rising interest** rates were the largest topic in the media debate around the mortgage crisis because they directly led to an added financial burden on homeowners and exacerbated the cost of living crisis, thus causing widespread concern and financial distress.

## Topics in the UK mortgage crisis debate by share of voice



27%

Rising interest rates



25%

Bank measures



22%

Impact on consumers



15%

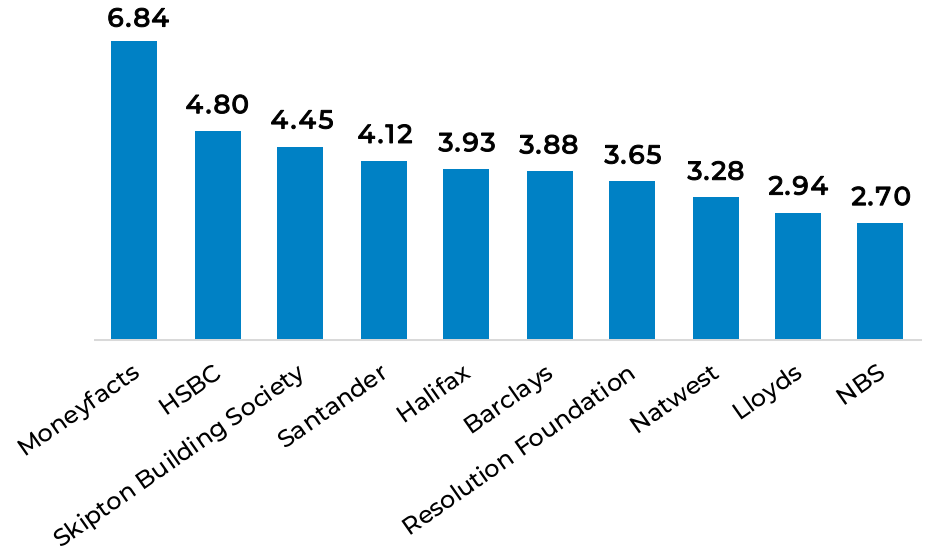
Political implications



12%

Impact on housing market

## Top 10 organisations in the UK mortgage crisis debate by media impact score



## 5 takeaways from the UK mortgages crisis:

- Rising interest rates ignited fear of a historic crunch
- Reactive comms and inconsistencies created reputational hazards
- Repossessions delay won some PR points
- Reports on individual suffering fueled mistrust in the banking
- Firms can learn from Martin Lewis' straight-talking approach

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Read the whole analysis here:

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