Kids' Eye View of the Property Ladder

Young people have their say



of 6-18 year olds want to buy their own property in the future

Of these, the top reasons for wanting to do this are:



59%

To have their own space and plan for the future



42%

To avoid renting



38%

For a long-term investment/ financial security







39% say buying α house is the most important savings goal for when they are older, compared to just 7% for pensions



23% are already saving to buy their first property and of these, more than a third (37%) have saved over £4001



Young people believe that the average UK three bedroom home costs

£276,010



The average age young people think they'll be able to buy their first property



55%

of young people are saving for their future by putting aside their pocket money²



GoHenry kids are saving

18%

of their earnings

10%

of young people want to buy a property to rent it out and become a landlord³

30%

of 8-year-olds are already saving to buy their first property

74%

of kids and teens would be interested in learning about home ownership, including topics like mortgages, at school⁴

- Internal: GoHenry data is based on a sample of over 630,000 GoHenry UK kids active between 01.01.2024-14.11.2024.
- External: The research was conducted for GoHenry by Censuswide with a sample of 2,002 6-18-year-olds in the UK between 04.12.2024. Respondents' demographic profile determined by natural fall out as there is no reliable data available to represent the national population.
- 1. £401-£500' and 'more than £500' responses combined
- 2. Of those who are already saving
- 3. Of those who want to buy their own house or property in the future 4. 'Strongly agree' and 'somewhat agree' responses combined