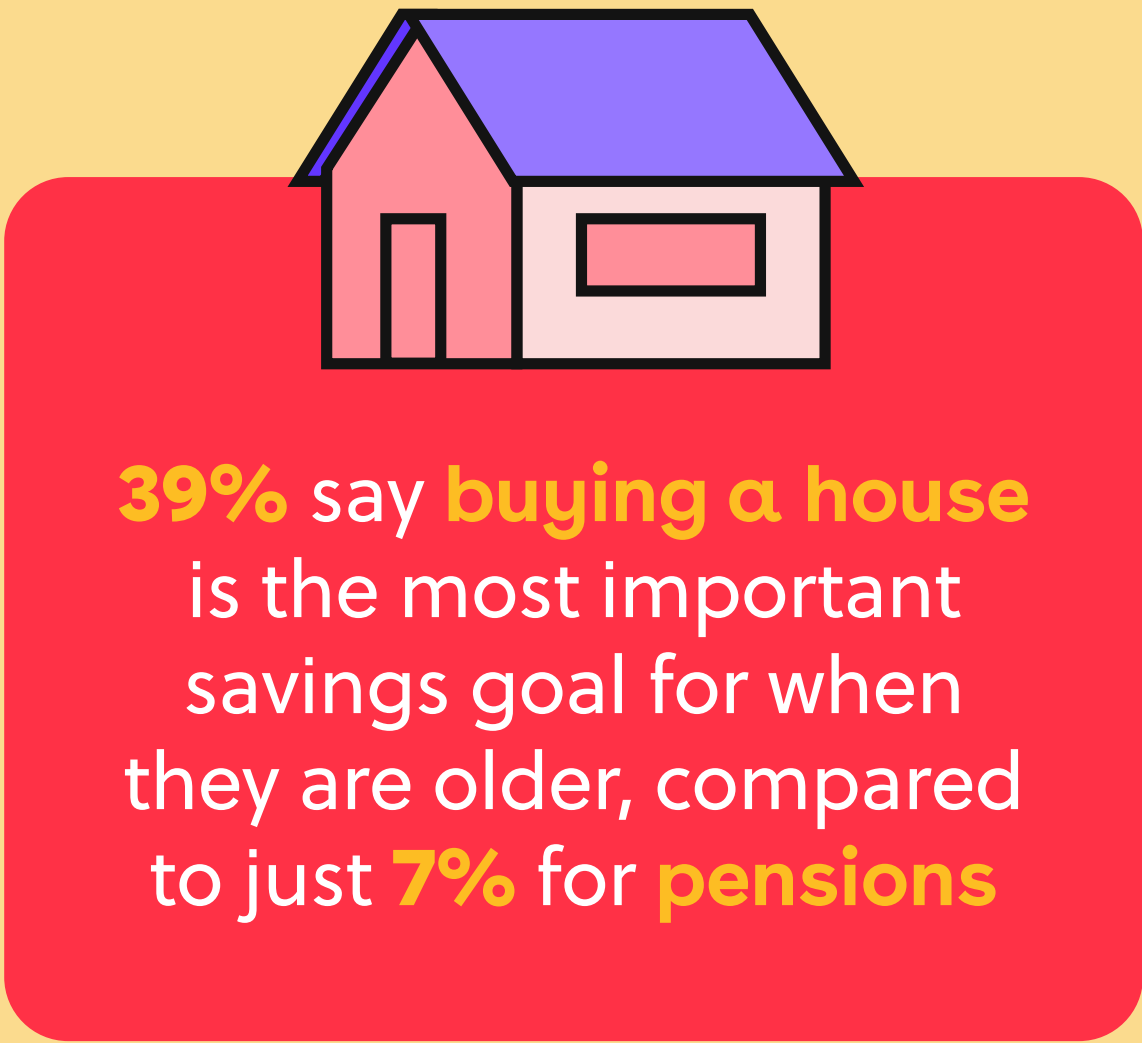


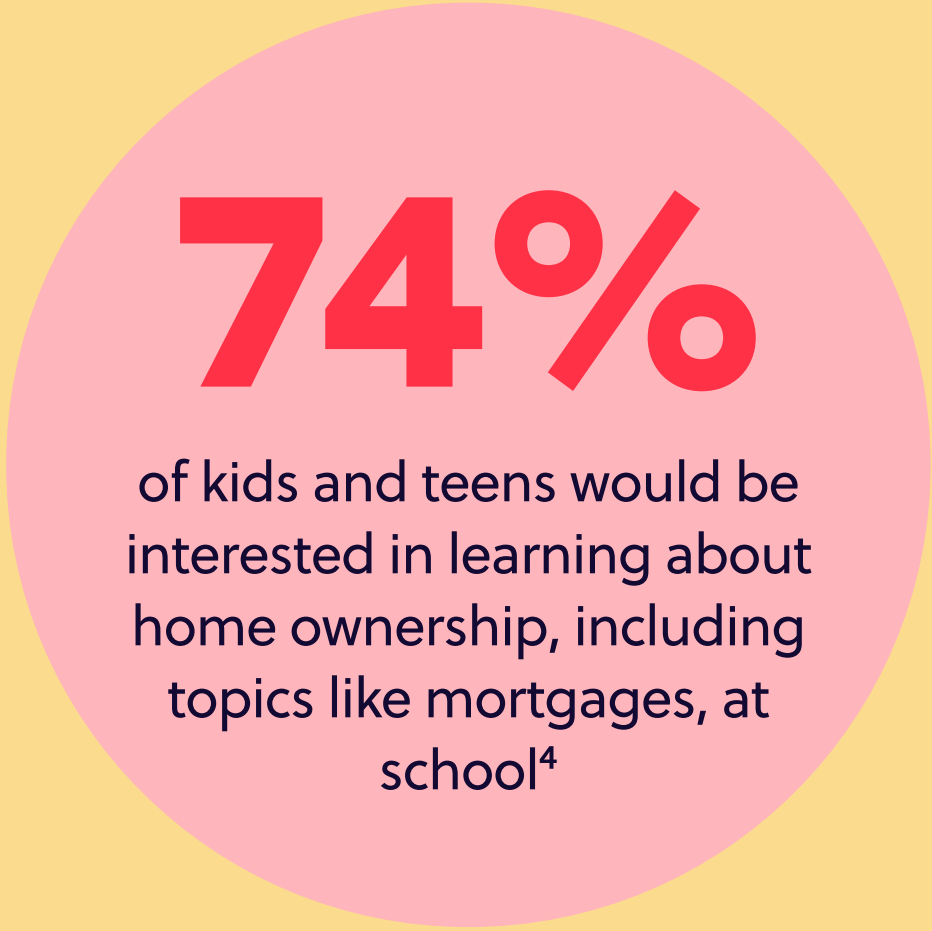
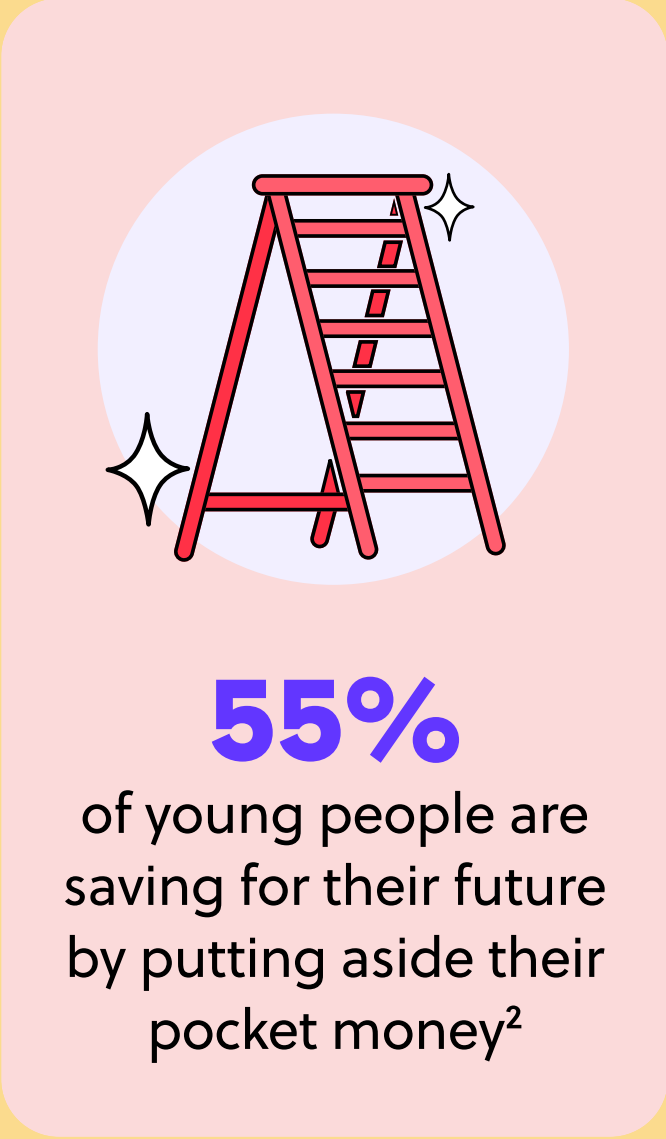
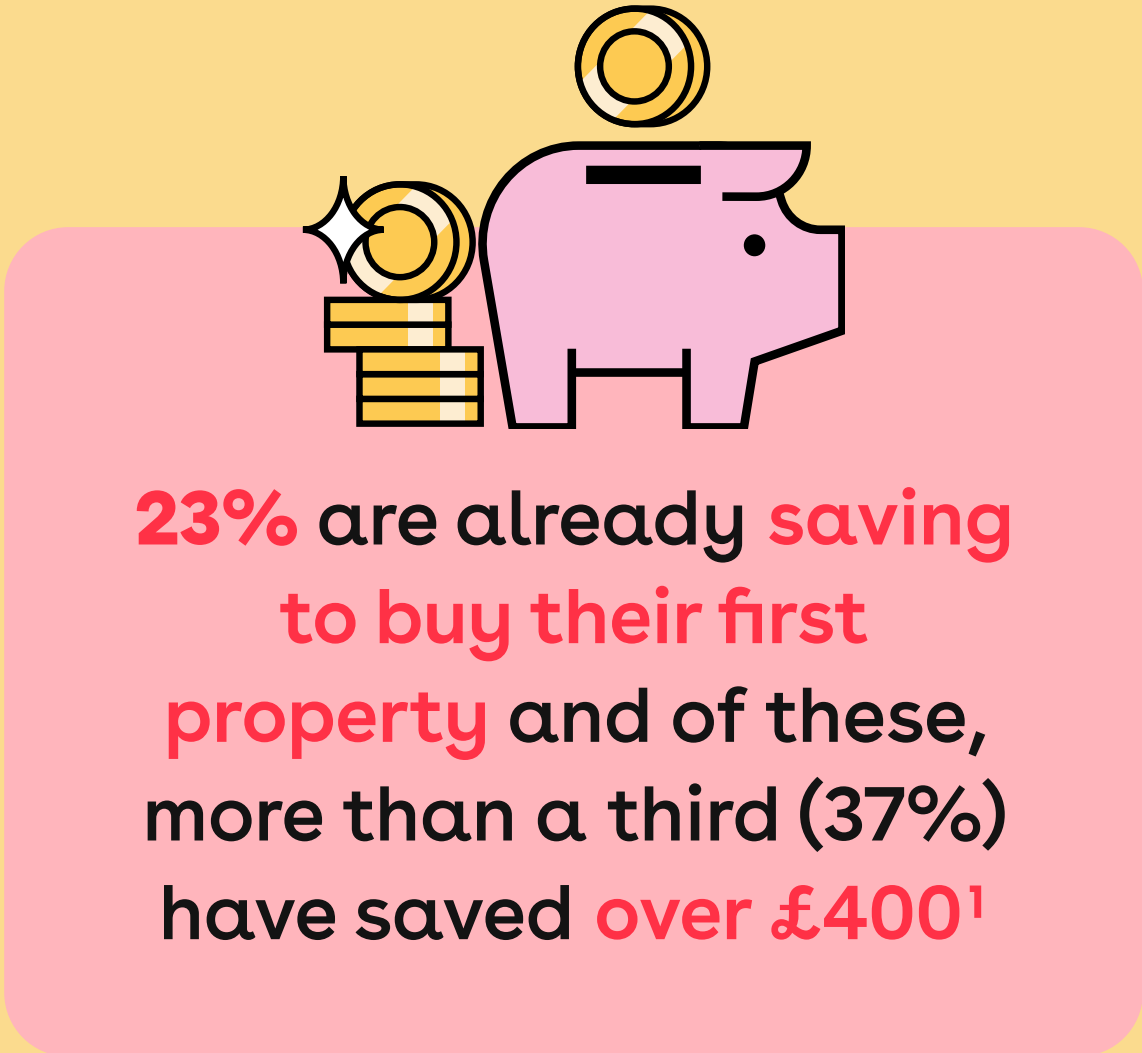
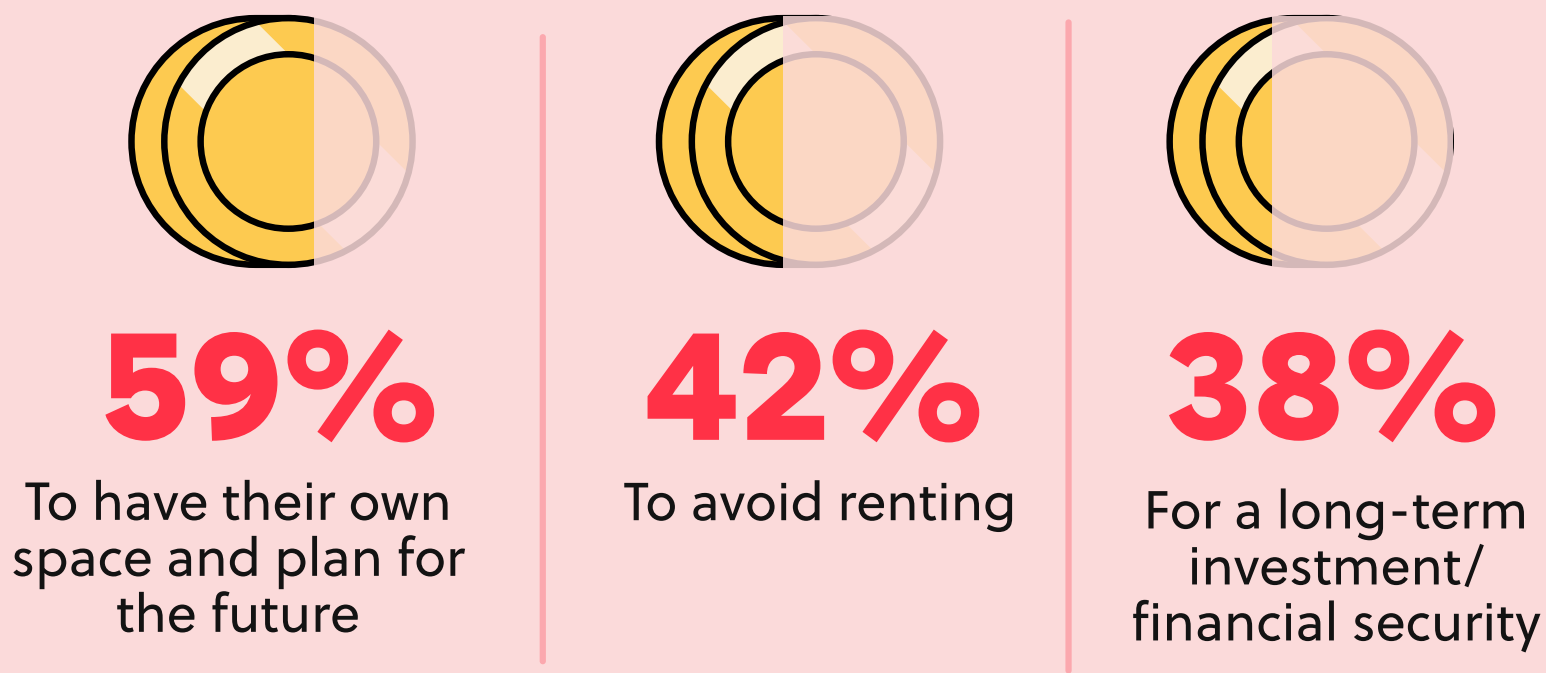
Kids' Eye View of the Property Ladder



Young people have their say



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



Sources:

- 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 - 10.12.2024. Respondents' demographic profile determined by natural fall out as there is no reliable data available to represent the national population.

1. £401-£500¹ 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