

Kids and Money Study

Methodology:

- Conducted nationally by telephone between 14 and 20 March 2005
- 440 parents / guardians of 5 – 12 year old children
- Random sample:
 - Quota for capital city and regional areas
 - Selected from current household telephone listings
 - Subject selected by “last birthday”
- Results post-weighted to the ABS data

Key Findings:

Pocket Money

- 50.2 % of children aged 5 and 12 years receive pocket money
 - 21% of children who receive pocket money save all of their allowance
 - 57% of children who receive pocket money save some of their allowance
 - 22% of children who receive pocket money spend all of their allowance
- 49.8% of children aged 5 and 12 years do not receive pocket money.

Spending habits – how do children spend their money?

<u>Purchases</u>	<u>All Children</u>	<u>Spenders</u>	<u>Savers</u>
Toys / games	65%	64%	65%
Lollies / Confectionary	49%	65%	43%
Books / magazines	48%	50%	48%
CDs/Videos/DVDs	35%	22%	40%
Fast Food	25%	39%	19%
Mobile Phones	8%	9%	7%

Household purchases influenced by children

Toys/Games	82% of children are influencers
Family entertainment	80% of children are influencers
Clothes	77% of children are influencers
Groceries	73% of children are influencers
Holiday destination	24% of children are influencers
Mobile Phone	11% of children are influencers
Motor vehicle	7% of children are influencers

Major influences on children’s understanding of money

<u>Influences</u>	<u>All children</u>	<u>5-8 yrs</u>	<u>9-12 yrs</u>
Parents	97%	97%	97%
Teachers	47%	51%	42%
Grandparents	44%	47%	41%
Friends (peers)	39%	41%	37%
TV	39%	41%	38%
Internet	8%	5%	11%