

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Populus interviewed 450 children online between 22nd August 2008 and 29th August 2008. Populus is a member of the British Polling Council and abides by its rules, for more information see www.populus.co.uk.

Demographics

Total	Gender		Age		Region				Have you heard about money problems?		
	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
450	252	198	193	258	179	77	153	38	297	102	51
100%	56%	44%	43%	57%	40%	17%	34%	9%	66%	23%	11%

Have you noticed your parents talking more about money recently?

	Gender			Age		Region			
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West
Yes, they have been talking about money a lot more than usual recently	214	120	94	83	131	84	43	64	20
	48%	48%	48%	43%	51%	47%	56%	42%	53%
Yes, they talk about money but not much more than usual	131	69	62	56	76	53	25	42	12
	29%	27%	32%	29%	30%	30%	32%	28%	32%
No, I hear them talk about money but no more than usual	68	38	30	30	38	24	6	31	6
	15%	15%	15%	16%	15%	13%	8%	21%	16%
No, I haven't heard my parents talking about money recently	35	25	10	23	12	18	3	14	0
	8%	10%	5%	12%	5%	10%	4%	9%	0%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Have you noticed your parents talking more about money recently?

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Yes, they have been talking about money a lot more than usual recently	177 60%	34 33%	3 6%
Yes, they talk about money but not much more than usual	77 26%	44 43%	11 22%
No, I hear them talk about money but no more than usual	32 11%	18 18%	17 33%
No, I haven't heard my parents talking about money recently	9 3%	6 6%	20 39%

In general, do your parents talk with you about money? Please tick all that apply to you.

	Gender		Age		Region				
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West
Yes, they tell me about how important it is to save and to work hard	222 49%	129 51%	93 47%	93 48%	130 50%	94 53%	39 51%	69 45%	19 50%
Yes, we talk about family things such as paying for holidays and the costs of weekly shopping	255 57%	147 58%	108 55%	103 53%	153 59%	99 55%	43 56%	90 59%	22 58%
Yes, we talk about saving money for my future	131 29%	75 30%	56 28%	53 27%	78 30%	52 29%	22 29%	46 30%	9 24%
No, they talk about money if I ask them questions	70 16%	32 13%	38 19%	36 19%	34 13%	28 16%	11 14%	25 16%	6 16%
No, they never talk to me about money	13 3%	7 3%	6 3%	7 4%	6 2%	3 2%	3 4%	6 4%	1 3%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

In general, do your parents talk with you about money? Please tick all that apply to you.

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Yes, they tell me about how important it is to save and to work hard	163 55%	43 42%	16 31%
Yes, we talk about family things such as paying for holidays and the costs of weekly shopping	181 61%	57 56%	18 35%
Yes, we talk about saving money for my future	93 31%	28 27%	10 20%
No, they talk about money if I ask them questions	35 12%	18 18%	17 33%
No, they never talk to me about money	4 1%	3 3%	6 12%

Do you think your parents have been talking to you more about money recently?

	Gender			Age		Region				Have you heard about money problems?		
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Yes, definitely	95 21%	46 18%	49 25%	29 15%	66 26%	38 21%	24 32%	26 17%	6 16%	82 28%	9 9%	4 8%
Maybe a bit	273 61%	160 64%	113 57%	119 62%	155 60%	110 61%	39 51%	97 63%	26 68%	173 58%	79 77%	22 43%
No, not at all	54 12%	32 13%	22 11%	23 12%	31 12%	17 9%	12 16%	20 13%	4 11%	27 9%	11 11%	16 31%
Don't know	27 6%	13 5%	14 7%	22 11%	5 2%	14 8%	1 1%	10 7%	2 5%	14 5%	3 3%	9 18%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Do you ever get a sense that your parents are worried about money? Please choose all that apply to you.

	Gender		Age		Region				
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West
Yes, I hear them talking but think that they are trying not to worry me	103 23%	51 20%	52 26%	31 16%	72 28%	43 24%	17 22%	31 20%	10 26%
Yes, they tell me that we can't have certain items because we can't afford them any more	243 54%	142 56%	101 51%	108 56%	135 52%	100 56%	42 55%	83 54%	17 45%
Yes, sometimes my parents argue about money	66 15%	28 11%	38 19%	23 12%	43 17%	32 18%	10 13%	15 10%	6 16%
Yes, we are doing fewer activities because of how much they cost	144 32%	84 33%	60 30%	52 27%	92 36%	57 32%	32 42%	44 29%	9 24%
No, I don't think they are worried about money	74 16%	40 16%	34 17%	33 17%	42 16%	33 18%	6 8%	31 20%	5 13%
I don't know because they never discuss money in front of me	18 4%	13 5%	5 3%	13 7%	5 2%	7 4%	1 1%	8 5%	2 5%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Do you ever get a sense that your parents are worried about money? Please choose all that apply to you.

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Yes, I hear them talking but think that they are trying not to worry me	84 28%	11 11%	8 16%
Yes, they tell me that we can't have certain items because we can't afford them any more	168 57%	53 52%	21 41%
Yes, sometimes my parents argue about money	44 15%	15 15%	7 14%
Yes, we are doing fewer activities because of how much they cost	105 35%	32 31%	7 14%
No, I don't think they are worried about money	42 14%	17 17%	16 31%
I don't know because they never discuss money in front of me	5 2%	3 3%	10 20%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Have you noticed your parents making any of the following changes at home? (Please choose all that apply to you)

	Gender		Age		Region				
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West
Shopping more at different supermarkets such as Lidl or Aldi	132	78	54	49	83	51	29	37	13
	29%	31%	27%	25%	32%	28%	38%	24%	34%
Sticking with the same supermarket but buying cheaper items	205	112	93	81	124	80	36	72	15
	46%	44%	47%	42%	48%	45%	47%	47%	39%
Choosing to have a holiday in the UK rather than going abroad	75	47	28	35	40	33	8	31	2
	17%	19%	14%	18%	16%	18%	10%	20%	5%
Not taking a holiday at all	165	89	76	55	110	70	31	48	14
	37%	35%	38%	28%	43%	39%	40%	31%	37%
Cycling, walking or using public transport more instead of driving a car	97	47	50	35	62	40	17	31	8
	22%	19%	25%	18%	24%	22%	22%	20%	21%
Eating out or getting take-aways less often and eating at home instead	227	133	94	89	139	88	38	79	21
	50%	53%	47%	46%	54%	49%	49%	52%	55%
Not going to the cinema or on other trips as much as before	194	111	83	83	111	73	38	61	20
	43%	44%	42%	43%	43%	41%	49%	40%	53%
Other money saving measures not mentioned above	90	49	41	35	55	30	23	30	6
	20%	19%	21%	18%	21%	17%	30%	20%	16%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Have you noticed your parents making any of the following changes at home? (Please choose all that apply to you)

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Shopping more at different supermarkets such as Lidl or Aldi	99 33%	23 23%	9 18%
Sticking with the same supermarket but buying cheaper items	152 51%	42 41%	11 22%
Choosing to have a holiday in the UK rather than going abroad	54 18%	15 15%	6 12%
Not taking a holiday at all	110 37%	43 42%	12 24%
Cycling, walking or using public transport more instead of driving a car	65 22%	21 21%	11 22%
Eating out or getting take-aways less often and eating at home instead	152 51%	57 56%	19 37%
Not going to the cinema or on other trips as much as before	126 42%	54 53%	14 27%
Other money saving measures not mentioned above	66 22%	18 18%	6 12%

Some young people's parents talk to them a lot at home about money while others do not talk to them at all. Please indicate which of the following is true for you.

	Gender			Age	
	Total	Male	Female	Under 11	11+
My parents don't tell me anything about how much money they earn or what they spend it on	64 14%	32 13%	32 16%	31 16%	33 13%
Money is not something I feel I need to know about, as my parents take care of it	61 14%	35 14%	26 13%	28 15%	33 13%
My parents tell me not to worry about money	63 14%	37 15%	26 13%	33 17%	30 12%
My parents and I talk about money in general, such as how important saving is or me spending my money carefully but not about family money like the cost of shopping or holidays	228 51%	127 50%	101 51%	103 53%	126 49%
My parents talk to me about money decisions at home and explain the decisions to me	183 41%	107 42%	76 38%	53 27%	130 50%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Some young people's parents talk to them a lot at home about money while others do not talk to them at all. Please indicate which of the following is true for you.

	Region			
	South East (incl London)	Midlands	North	South West
My parents don't tell me anything about how much money they earn or what they spend it on	16	15	24	7
Money is not something I feel I need to know about, as my parents take care of it	9%	19%	16%	18%
My parents tell me not to worry about money	20	13	26	2
My parents and I talk about money in general, such as how important saving is or me spending my money carefully but not about family money like the cost of shopping or holidays	11%	17%	17%	5%
My parents talk to me about money decisions at home and explain the decisions to me	24	10	24	5
	13%	13%	16%	13%
	90	44	68	24
	50%	57%	44%	63%
	79	23	63	15
	44%	30%	41%	39%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Some young people's parents talk to them a lot at home about money while others do not talk to them at all. Please indicate which of the following is true for you.

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
My parents don't tell me anything about how much money they earn or what they spend it on	31	20	13
	10%	20%	25%
Money is not something I feel I need to know about, as my parents take care of it	34	14	12
	11%	14%	24%
My parents tell me not to worry about money	32	23	8
	11%	23%	16%
My parents and I talk about money in general, such as how important saving is or me spending my money carefully but not about family money like the cost of shopping or holidays	148	57	24
	50%	56%	47%
My parents talk to me about money decisions at home and explain the decisions to me	149	29	5
	50%	28%	10%

Would you like it if your parents involved you more with day-to-day money issues and decisions in your home? (Please choose the most statement you most agree with)

	Gender			Age		Region			
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West
Yes, I'd like to know more about family money	54	31	23	22	32	23	11	16	4
	12%	12%	12%	11%	12%	13%	14%	11%	11%
Yes, I'd like to know more about money at home and help to making the decisions	115	61	54	44	71	50	17	39	6
	26%	24%	27%	23%	28%	28%	22%	26%	16%
No, because I wouldn't be able to help them make a decision	133	85	48	56	77	53	28	43	8
	30%	34%	24%	29%	30%	30%	36%	28%	21%
No, it's my parent's job to make decisions	93	46	47	43	51	36	14	32	12
	21%	18%	24%	22%	20%	20%	18%	21%	32%
No, it just doesn't interest me	53	28	25	27	26	17	7	21	8
	12%	11%	13%	14%	10%	9%	9%	14%	21%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Would you like it if your parents involved you more with day-to-day money issues and decisions in your home? (Please choose the most statement you most agree with)

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Yes, I'd like to know more about family money	40 14%	8 8%	6 12%
Yes, I'd like to know more about money at home and help to making the decisions	84 28%	22 22%	9 18%
No, because I wouldn't be able to help them make a decision	88 30%	34 33%	11 22%
No, it's my parent's job to make decisions	54 18%	25 25%	14 27%
No, it just doesn't interest me	29 10%	13 13%	11 22%

Does it upset you if you know your parents are worried about money? (Please choose the statement you agree with the most)

	Gender		Age		Region				
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West
Yes – if I hear them talking about money worries, it worries me too	108 24%	61 24%	47 24%	41 21%	67 26%	48 27%	23 30%	31 20%	4 11%
Yes – but only if / when I hear them argue about it	138 31%	74 30%	64 32%	64 33%	74 29%	51 29%	24 31%	47 31%	14 37%
No, there's no point in worrying, because I can't do anything about it	91 20%	45 18%	46 23%	31 16%	61 24%	32 18%	17 22%	35 23%	8 21%
No, it's not something I think about	67 15%	40 16%	27 14%	34 18%	33 13%	26 15%	7 9%	26 17%	8 21%
This question doesn't apply to me	43 10%	30 12%	13 7%	23 12%	20 8%	19 11%	6 8%	14 9%	4 11%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Does it upset you if you know your parents are worried about money? (Please choose the statement you agree with the most)

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Yes – if I hear them talking about money worries, it worries me too	76 26%	23 23%	9 18%
Yes – but only if / when I hear them argue about it	95 32%	33 32%	10 20%
No, there's no point in worrying, because I can't do anything about it	59 20%	23 23%	10 20%
No, it's not something I think about	36 12%	17 17%	13 25%
This question doesn't apply to me	28 10%	6 6%	9 18%

Who do you think would be able to teach you about money and finances? (Please choose all that apply)

	Gender			Age		Region			
	Total	Male	Female	Under 11	11+	South East (incl London)	Midlands	North	South West
Through lessons at school	237 53%	128 51%	109 55%	102 53%	135 52%	89 50%	40 52%	87 57%	17 45%
From parents	365 81%	204 81%	161 81%	154 80%	212 82%	141 79%	65 84%	128 84%	28 74%
From other family members like brothers and sisters or grandparents	112 25%	66 26%	46 23%	41 21%	71 28%	52 29%	18 23%	33 22%	6 16%
From my friends or friends of the family	88 20%	54 21%	34 17%	32 17%	56 22%	37 21%	13 17%	28 18%	7 18%
The internet	66 15%	37 15%	29 15%	25 13%	41 16%	28 16%	9 12%	20 13%	6 16%

BLUE RUBICON CREDIT CRUNCH PARENTS & CHILDREN POLL - CHILDREN SURVEY

Who do you think would be able to teach you about money and finances? (Please choose all that apply)

	Have you heard about money problems?		
	Yes, I've heard and know of some of it	Yes, but I don't know anything about it	No, I haven't really heard anything
Through lessons at school	157	59	21
	53%	58%	41%
From parents	242	84	39
	81%	82%	76%
From other family members like brothers and sisters or grandparents	74	26	12
	25%	25%	24%
From my friends or friends of the family	59	21	8
	20%	21%	16%
The internet	43	13	10
	14%	13%	20%