

MONEY POLL OF CHILDREN & PARENTS OVERVIEW

Populus surveyed 533 children aged 7 to 16 and 546 parents who had children aged 7 to 16 online between 24th June and 3rd July 2009. Interviews were conducted in England only. Populus is a member of the British Polling Council and abides by its rules. For more information go to www.populus.co.uk.

SAMPLE DEMOGRAHPICS

Children's survey:-

Gender	Male	43%
	Female	57%
Age	7 - 11	37%
	12 - 16	63%
Region	London	8%
	SE England	19%
	SW England	10%
	East Midlands	12%
	West Midlands	10%
	East Anglia	7%
	North East	7%
	North West	15%
	Yorks & Humberside	12%
Total		100%

Parent's survey:-

Gender	Male	30%
	Female	70%
Age	18-24	0%
	25-34	12%
	35-44	52%
	45-54	32%
	55-64	3%
	65+	0%
Child's age	7 - 11	52%
	12 - 16	48%
Region	London	11%
	SE England	18%
	SW England	12%
	East Midlands	8%
	West Midlands	12%
	East Anglia	8%
	North East	6%
	North West	16%
	Yorks & Humberside	8%
Total		100%

CHILDREN'S SURVEY

Do you plan to work a part-time job or do paid tasks this coming summer holiday to supplement your pocket money or income?

	Total	Male	Female	7 - 11	12 - 16
Yes	34%	34%	33%	12%	46%
No	49%	46%	51%	73%	35%
Don't know	17%	20%	15%	15%	19%

What will you be doing? [All saying they will be working at Q1, n = 179]

	Total	Male	Female	7 - 11	12 - 16
Getting a job	30%	32%	29%	4%	34%
Helping around the house	28%	23%	32%	79%	20%
Paper round	17%	24%	12%	4%	19%
Other	11%	12%	10%	4%	12%
Babysitting	8%	5%	11%	0%	10%
Washing cars	6%	4%	7%	8%	5%

Do you usually get more, less or about the same amount of money through having a part-time job or earning money in some other way during the summer holidays? [All saying they will be working at Q1, n = 144]

	Total	Male	Female	7 - 11	12 - 16
More	68%	69%	66%	63%	68%
Less	4%	4%	5%	0%	5%
No difference	28%	27%	29%	38%	26%

Approximately how much money per week, if any, do you earn through having a part time job during the summer holidays?

Total	£10.90
Male	£11.15
Female	£10.71
7 - 11	£5.18
12 - 16	£14.22

Approximately how much money per week, if any, do you earn through having a part time job in general?

Total	£9.00
Male	£9.23
Female	£8.83
7 – 11	£4.57
12 – 16	£11.52

SUMMARY TABLE (WORKING):-

	Holiday	Normally	<i>Difference</i>
Total	£10.90	£9.00	£1.90
Male	£11.15	£9.23	£1.92
Female	£10.71	£8.83	£1.89
7 – 11	£5.18	£4.57	£0.61
12 – 16	£14.22	£11.52	£2.71

Do you usually get more, less or about the same amount of money from your parents (pocket money or spending money) during the summer holidays?

	Total	Male	Female	7 – 11	12 – 16
More	35%	34%	35%	39%	32%
Less	5%	6%	3%	1%	7%
No difference	50%	49%	50%	49%	50%
I don't receive any money from my parents	11%	11%	11%	11%	11%

To the nearest pound, how much pocket money per week do you get from your parents during the summer holidays?

Total	£10.06
Male	£9.92
Female	£10.17
7 – 11	£7.37
12 – 16	£11.64

To the nearest pound, how much pocket money per week do you get from your parents in general?

Total	£9.18
Male	£9.01
Female	£9.31
7 – 11	£6.76
12 – 16	£10.60

SUMMARY TABLE (POCKET MONEY):-

	Holiday	Normally	<i>Difference</i>
Total	£10.06	£9.18	£0.88
Male	£9.92	£9.01	£0.91
Female	£10.17	£9.31	£0.86
7 – 11	£7.37	£6.76	£0.61
12 – 16	£11.64	£10.60	£1.04

If you're spending your money this summer will it be on any of the following? (Please tick all that apply)

	Total	Male	Female	7 – 11	12 – 16
Sweets/ice cream	58%	58%	57%	66%	52%
Going to the cinema	39%	41%	38%	20%	51%
Computer games	37%	58%	21%	34%	39%
Clothing	36%	20%	47%	19%	46%
Magazines	30%	20%	37%	37%	26%
Mobile phone / mobile phone credit	26%	26%	26%	12%	34%
Make up	23%	2%	39%	13%	29%
Books	21%	13%	27%	29%	16%
Toys	20%	19%	20%	48%	4%
CDs	20%	12%	25%	15%	22%
Going on holiday	19%	19%	19%	18%	20%
DVDs	19%	20%	18%	18%	20%
Jewellery	17%	3%	27%	14%	18%
Family days out	14%	14%	14%	17%	12%
Games console	9%	14%	5%	10%	8%
Stationery	9%	3%	13%	14%	6%
Sports kit	5%	7%	4%	5%	5%

Do you plan to save any of the money you get from your pocket money or your parents this summer?

	Total	Male	Female	7 - 11	12 - 16
Yes, I'll save most of it	8%	8%	7%	9%	7%
Yes, I'll save some of it	50%	46%	53%	51%	49%
No, I'll spend it all	35%	37%	33%	30%	37%
Not applicable - I don't get pocket money	8%	9%	7%	10%	7%

Do you plan to save any of the money you get through working this summer?

	Total	Male	Female	7 - 11	12 - 16
Yes, I'll save most of it	5%	8%	3%	4%	6%
Yes, I'll save some of it	30%	28%	32%	17%	38%
No, I'll spend it all	18%	21%	16%	16%	20%
Not applicable - I don't earn money through working	46%	43%	48%	63%	36%

Parent's survey

Do you usually give your child more, less or about the same amount of money during the summer holidays?

	Total	Male	Female	7 - 11	12 - 16
More	49%	44%	51%	46%	52%
Less	1%	1%	1%	0%	2%
No difference	50%	55%	48%	54%	47%

To the nearest pound, how much pocket money per week do you give your children during the summer holidays?

Total	£10.55
Male	£11.43
Female	£10.17
7 - 11	£8.57
12 - 16	£12.65

To the nearest pound, how much pocket money per week do you give your child in general?

Total	£8.69
Male	£9.72
Female	£8.25
7 - 11	£7.13
12 - 16	£10.31

Has the credit crunch affected the amount of pocket money you give to your child?

	Total	Male	Female	7 - 11	12 - 16
Yes - I give my child less pocket money than I otherwise would	29%	25%	31%	26%	33%
Yes - I give my child more pocket money than I otherwise would	2%	4%	1%	3%	2%
No - it hasn't made a difference	68%	71%	67%	71%	65%

Presuming the economy eventually improves, what do you expect you will do with any financial benefits you receive from the upturn? (Please tick all that apply)

	Total	Male	Female	7 - 11	12 - 16
I'd use it to pay off debts	47%	47%	47%	46%	48%
I'd save it	37%	38%	36%	37%	36%
I'd spend it on my children	26%	30%	25%	28%	25%
I don't know	13%	14%	13%	14%	12%
I'd invest it	8%	12%	6%	8%	7%
I'd spend it on myself	5%	12%	3%	6%	5%

If you plan to pass on any financial benefits resulting from the eventual economic upturn to you children, how quickly do you think you would do so?

	Total	Male	Female	7 - 11	12 - 16
Straight away	13%	18%	11%	14%	12%
Within a few weeks	10%	13%	8%	8%	12%
Within a few months	19%	16%	20%	20%	17%
In a few years	15%	13%	16%	15%	16%
I don't know	32%	29%	33%	34%	30%
I wouldn't pass any financial benefits on to my children	11%	11%	11%	9%	12%