

## Press release

# Childhood 2016

## Children now more likely to rely on ad-hoc cash handouts than weekly pocket money, shows new CHILDWISE report

Children are increasingly receiving money as one-off handouts from relatives rather than via regular pocket money, allowances or a job, according to a new report from independent market research agency CHILDWISE.

This suggests that five to 16-year-olds are increasingly less likely to be managing their own regular income and budgeting for themselves, instead waiting for parents to pay out with cash, as and when needed.

Nearly nine in 10 children (87%) get ad-hoc handouts. Those who said they were given cash in the last week reported receiving £12.40. Just six out of 10 (61%) now receive regular pocket money or an allowance.

“There is a trend towards children receiving their money as ad hoc handouts rather than as a regular income which they can then budget for themselves. Parents appear to be increasingly likely to pay out as and when they need to,” says Simon Leggett, Research Director at CHILDWISE.

“This raises questions about whether educating children about managing money and financial matters is growing ever more important if they are no longer managing their own weekly pocket/job money as much as earlier generations.”

The 2016 CHILDWISE Monitor is a comprehensive annual report looking at five to 16-year-olds media consumption, money, purchasing and social habits as well as key behaviour.

Other findings include...

- The total spending power of children in the UK is now £7,470 million per year
- 54% have a bank account/bank card
- Children’s weekly income from pocket money/job is now £11.70, compared to £10.80 (2014) and £10.20 (2013).
- 5-10s receive a total average income of £6.20 from handouts, pocket money and paid work. 11-16s receive an average of £27.
- Children are most likely to buy sweets and chocolate with their money followed by crisps and snacks, soft drinks and clothes.

More than 2000 children in schools across the United Kingdom completed in-depth online surveys for the report.

CHILDWISE is an independent market research agency specialising in children and young people. CHILDWISE has a programme of published independent research and also conducts research for government agencies, charities, broadcasters, publishers and brands [www.childwise.co.uk](http://www.childwise.co.uk)

The Monitor Report 2016 covers... Computers and the internet; websites and applications; gaming, YouTube; mobile phones; TV viewing; music; reading ; cinema; children's equipment; money; purchasing; sports & activities; health & wellbeing and social awareness.

Editorial notes: For more information or to interview Simon Leggett please contact Liz Hollis 07880 680302 [liz@lizhollis.co.uk](mailto:liz@lizhollis.co.uk)