

Press release

The gender pay gap starts at home, reveals new report.

Boys receive more pocket money than girls, with the pay gap widening with age, according to a new report from independent market research agency CHILDWISE.

The new data shows that boys are more likely than girls to receive some form of regular income. Those aged five to 16 years old receive £10.70 per week on average, from pocket money, an allowance or money from a paid job or chores.

In comparison, girls receive 20% less – just £8.50 per week. Girls are more likely than boys to say they receive no regular payments at all.

“The data points towards an early gender imbalance in the way parents educate their children about money matters and financial independence,” says CHILDWISE Research Manager Jenny Ehren.

“Boys are more likely to be entrusted with regular cash payments, while girls are more reliant on other people buying them items, or managing money on their behalf.”

The 2017 CHILDWISE Monitor is a comprehensive annual report looking at five to 16-year-olds media consumption, purchasing and social habits as well as key behaviour.

Differences become more pronounced with age, with boys aged 11-16 receiving an income of £17.80 per week on average, compared with just £12.50 among girls – a difference of 30%.

The majority of children receive some form of regular weekly payment, typically pocket money or an allowance from their parents. Just one in five claims to receive money from a paid job.

“Girls appear to have less financial freedom than boys” says, Jenny Ehren. “They are more likely to have things bought for them, including expensive items such as clothes and footwear, and lower cost purchases such as toiletries, hair products and makeup.”

“The value of these purchases almost certainly helps to bridge the income gap between boys and girls, but the approach to managing finances is noticeably different.”

The new report also reveals that parents are more likely to hand over pocket money as a cash payment to boys. Meanwhile, girls are more likely than boys to say their parents hold onto their money and give it to them when they need it.

“Children pick up gender clues all around them, some subtle, and some not so subtle. The challenge for parents is to avoid inadvertently perpetuating these gender divisions themselves, and to help children learn the skills needed to be a confident and independent adult.”

Other findings include...

- The total spending power of children in the UK is now £6,850 million per year
- 15% of 13-16 year olds have a part time job
- Children's weekly income from pocket money/job is now £9.70, down from £11.70 last year (2016)
- 5-10s receive a total average income of £7.30 from handouts, pocket money and paid work. 11-16s receive an average of £22.90
- Children are most likely to buy sweets and chocolate with their money followed by crisps and snacks, soft drinks and going out

Almost 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

The Monitor Report 2017 covers... Tablets and technology; websites and applications; gaming, YouTube; mobile phones; TV viewing; video on demand; music; reading ; children's equipment; money; purchasing; sports & activities; health & wellbeing and social awareness.

Editorial notes: For more information or to interview CHILDWISE Research Director, Simon Leggett please contact Liz Hollis 07880 680302 liz@lizhollis.co.uk