

# PRESS RELEASE



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## THE BIG SUMMER BRIBE – PARENTS PAYING KIDS TO STAY OFF TECH

- **One in four admit to using pocket money as an incentive to reduce children's screen time**
- **Two thirds of parents pay their children to do the chores**
- **A quarter of parents believe the amount of money they give to their child is too much**

As the school summer holidays hit the halfway mark, a quarter of parents (23%) have admitted to using pocket money to bribe their kids away from their screens.

The latest Pocket Money research from Halifax, based on parents with children aged between 8 and 15, asked Mums and Dads if they incentivised their children for doing (or not doing) certain activities. As well as steering their young away from tech, one in five (20%) desperate parents have used pocket money as a way of getting their child to bed, and 15% on making homework more appealing.

### Children's chore economy

However, bribery isn't the only way kids could be earning some extra cash this summer. Nearly two thirds (60%) of parents pay their offspring to pick up some of the chores, even though 53% think they should be doing the chores regardless, and 30% would be willing to withhold payment if the work was not up to scratch. The research reveals that:

- 36% of children get pocket money for tidying their bedroom
- 27% for cleaning
- 27% for doing the washing up

### Fruits of labour

After putting down brooms and brushes with extra pennies in their pockets, children have many outlets for their well-earned cash. Nearly half (42%) buy sweet treats with their pocket money, 31% use the money on gaming, and 30% on toys.

The vast majority of parents (93%) encourage their brood to save their money, although half of Mums and Dads (49%) also let their children download apps, or spend on music or film and TV-streaming services<sup>1</sup>.

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<sup>1</sup> e.g. Spotify or Netflix

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**Giles Martin, Head of Savings at Halifax said;** “The summer holidays represent great opportunity for parents to spend time with their children, get out and about as well as giving a life lesson on the value of money and earning their own cash. With over 70% of children still using a piggy bank to save their pennies, the summer months can be great for kids to see how much they can earn or save by the time they go back to school – and it’s interesting to see so many parents try to incentivise good behavior with pocket money too.”

## So how much are children getting and is it too much?

This year, the average pocket money children got was £7.71, up from £7.01 reported by children in 2018. A quarter of parents (25%) believe the amount of money they give to their child is too much compared to just under half of children (43%) who think they should be getting more.

- ENDS -

## Editors' Notes:

### Parents

This study was conducted in Great Britain via OnLineBus, an Internet omnibus survey. A sample of 502 GB Parents of children aged 8-15 were interviewed. Interviewing was conducted by online self-completion from 9th - 15th July 2019 (Weekend 2019). The sample has been weighted to represent the adult population of Great Britain 16+.

### Kids

This study was conducted in Great Britain via Kidsbus, an Internet omnibus survey. A sample of 1066 GB children aged 8-15 were interviewed. Interviewing was conducted by online self-completion from 7th – 22nd July 2019. The sample has been weighted to represent the kids population of Great Britain 8-15

**Table 1: Children survey – chores children do for pocket money**

Chore	% children
Tidying bedroom	36
Washing up	27
Cleaning	27
Vacuuming	20
Doing homework	18
Washing the car	15
Dusting	13
Shopping	10
Making dinner	6
Babysitting	5

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**Table 2: Children survey – what children are spending their money on**

<b>Chore</b>	<b>% children</b>
Sweets	42
Gaming	31
Toys	30
Clothes	29
Hobbies	21
Make up	18
Downloads	12
Apps	12
Books	1
Presents	1