

Experian – Pocket Money Madness – Poll of Parents

METHODOLOGY NOTE

ComRes interviewed 1,533 British parents of children aged between 5 – 18 online between the 19th and 23rd of January 2016. Quotas were set to ensure an even sample of 500 parents of children aged between 5–9, 10–14 and 15–18. Data were weighted by age, gender and region to be representative by all parents in Great Britain. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

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Base: All parents	
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Base: All parents	
Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.	84
Base: All parents	
Social Grade	90
Base: All parents	

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Gender

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	705	519	186	705	-	121	506	79	441	264	232	249	224	377	328	682	23
	46%	48%	41%	100%	-	32%	49%	73%	49%	42%	43%	48%	47%	48%	44%	46%	49%
Female	828	559	268	-	828	262	537	29	457	371	307	272	249	415	413	805	23
	54%	52%	59%	-	100%	68%	51%	27%	51%	58%	57%	52%	53%	52%	56%	54%	51%

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Gender

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	705	655	50	279	402	175	530	602	71	32	168	173	88	173
	46%	46%	44%	49%	45%	51%	45%	46%	52%	42%	44%	47%	44%	47%
Female	828	764	64	292	498	167	661	716	67	45	215	195	111	195
	54%	54%	56%	51%	55%	49%	55%	54%	48%	58%	56%	53%	56%	53%

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How old are you?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS																	
18-34	383	293	90	121	262	383	-	-	191	193	193	136	55	200	183	368	15
	25%	27%	20%	17%	32%	100%	-	-	21%	30%	36%	26%	12%	25%	25%	25%	33%
35-54	1042	717	326	506	537	-	1042	-	639	404	325	358	359	533	509	1016	27
	68%	66%	72%	72%	65%	-	100%	-	71%	64%	60%	69%	76%	67%	69%	68%	59%
55+	107	69	38	79	29	-	-	107	68	39	22	27	58	59	48	103	4
	7%	6%	8%	11%	3%	-	-	100%	8%	6%	4%	5%	12%	7%	7%	7%	9%
Mean score	41.87	41.41	42.97	44.06	40.01	30.46	44.19	60.09	42.64	40.80	38.80	41.57	45.73	41.86	41.89	41.93	40.10
Standard deviation	9.06	9.04	9.02	9.01	8.69	3.65	5.09	4.87	8.95	9.11	8.47	8.75	8.63	8.91	9.23	9.02	10.23
Standard error	.23	.28	.41	.35	.29	.24	.15	.38	.30	.37	.38	.39	.38	.32	.34	.23	1.54

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How old are you?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS														
18-34	383	354	29	172	195	85	298	324	31	28	92	79	71	81
	25%	25%	26%	30%	22%	25%	25%	25%	23%	37%	24%	21%	36%	22%
35-54	1042	964	79	368	632	229	814	899	97	46	265	259	123	252
	68%	68%	69%	64%	70%	67%	68%	68%	70%	60%	69%	71%	62%	68%
55+	107	101	7	31	74	28	80	95	10	2	26	30	5	35
	7%	7%	6%	5%	8%	8%	7%	7%	7%	3%	7%	8%	2%	9%
Mean score	41.87	41.95	40.98	40.92	42.56	42.92	41.57	41.90	42.69	39.93	41.85	42.38	39.37	42.84
Standard deviation	9.06	9.06	9.04	9.00	9.09	9.45	8.93	9.13	8.29	8.98	8.69	9.58	8.58	9.20
Standard error	.23	.24	.85	.38	.30	.51	.26	.25	.67	1.02	.43	.53	.63	.47

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S1. Do you have any children aged 18 or under?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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S1. Do you have any children aged 18 or under?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	324	215	232	307	193	325	22	293	246	539	-	-	266	274	517	22
	35%	30%	47%	33%	37%	50%	31%	20%	33%	39%	100%	-	-	34%	37%	35%	48%
10-14	521	419	102	249	272	136	358	27	299	223	-	521	-	285	236	513	9
	34%	39%	22%	35%	33%	35%	34%	25%	33%	35%	-	100%	-	36%	32%	34%	19%
15-18	472	335	137	224	249	55	359	58	306	167	-	-	472	241	231	457	15
	31%	31%	30%	32%	30%	14%	34%	54%	34%	26%	-	-	100%	30%	31%	31%	33%
Mean score	11.67	12.00	10.89	11.88	11.50	9.87	12.13	13.68	11.93	11.31	7.13	12.18	16.30	11.70	11.64	11.70	10.65

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	511	29	210	299	76	464	462	47	31	132	119	88	124
	35%	36%	25%	37%	33%	22%	39%	35%	34%	40%	34%	32%	44%	34%
10-14	521	484	37	179	324	127	394	443	55	24	128	126	63	126
	34%	34%	33%	31%	36%	37%	33%	34%	40%	31%	33%	34%	32%	34%
15-18	472	424	48	182	278	139	333	413	37	22	123	123	48	118
	31%	30%	42%	32%	31%	41%	28%	31%	27%	29%	32%	33%	24%	32%
Mean score	11.67	11.59	12.72	11.64	11.79	12.83	11.34	11.71	11.57	11.28	11.82	11.89	10.92	11.84

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	5-9					10-14					15-18					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	
Unweighted Total	1533	187	36	20	5	223	256	66	41	8	322	172	112	50	11	284
Weighted Total	1533	208	42	21	6	250	268	67	43	10	335	163	101	48	10	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	208	42	21	6	250	-	-	-	-	-	-	-	-	-	-
	35%	100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-	-	-
10-14	521	-	-	-	-	-	268	67	43	10	335	-	-	-	-	-
	34%	-	-	-	-	-	100%	100%	100%	100%	100%	-	-	-	-	-
15-18	472	-	-	-	-	-	-	-	-	-	-	163	101	48	10	264
	31%	-	-	-	-	-	-	-	-	-	-	100%	100%	100%	100%	100%
Mean score	11.67	7.43	7.53	6.88	8.35	7.45	12.13	12.28	12.67	11.20	12.16	16.07	16.43	16.27	16.41	16.21

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S3. Do you give your child pocket money? If you have more than one child, please answer thinking about your oldest child aged 18 or under.

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
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Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	70%	100%	-	74%	68%	76%	69%	65%	72%	68%	60%	80%	71%	71%	70%	71%	63%
No	454	-	454	186	268	90	326	38	252	202	215	102	137	229	225	437	17
	30%	-	100%	26%	32%	24%	31%	35%	28%	32%	40%	20%	29%	29%	30%	29%	37%

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S3. Do you give your child pocket money? If you have more than one child, please answer thinking about your oldest child aged 18 or under.

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
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Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	70%	70%	70%	69%	72%	77%	69%	71%	62%	78%	73%	68%	78%	66%
No	454	420	35	175	253	79	375	385	52	17	102	116	43	123
	30%	30%	30%	31%	28%	23%	31%	29%	38%	22%	27%	32%	22%	34%

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Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1060	1060	-	477	583	172	781	107	648	412	297	402	361	549	511	1035	25
Weighted Total	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week	639	639	-	311	328	194	407	39	382	257	208	268	163	338	301	624	16
	59%	59%	-	60%	59%	66%	57%	56%	59%	59%	64%	64%	49%	60%	58%	59%	54%
Once a month	210	210	-	107	103	45	144	20	138	72	42	67	101	101	109	204	6
	19%	19%	-	21%	18%	15%	20%	29%	21%	17%	13%	16%	30%	18%	21%	19%	22%
When they ask for it	113	113	-	59	54	27	82	4	54	58	21	43	48	60	53	109	3
	10%	10%	-	11%	10%	9%	11%	6%	8%	13%	7%	10%	14%	11%	10%	10%	12%
Topping up via prepaid debit card	26	26	-	14	13	10	15	1	20	7	6	10	10	12	14	26	1
	2%	2%	-	3%	2%	4%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%
They do not receive pocket money regularly	71	71	-	23	48	12	55	4	42	29	40	22	9	36	35	69	1
	7%	7%	-	4%	9%	4%	8%	5%	6%	7%	12%	5%	3%	6%	7%	7%	5%
Other	20	20	-	7	13	5	14	1	10	10	7	9	4	16	4	19	1
	2%	2%	-	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	5%
NETS																	
Net: Once a week + once a month	849	849	-	418	431	239	551	59	520	329	250	335	264	439	411	827	22
	79%	79%	-	80%	77%	82%	77%	85%	81%	76%	77%	80%	79%	78%	80%	79%	76%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1060	982	78	371	657	258	802	907	94	59	294	218	142	253
Weighted Total	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week	639	589	50	222	397	156	484	546	57	36	168	161	90	127
	59%	59%	63%	56%	61%	59%	59%	59%	66%	60%	60%	64%	58%	52%
Once a month	210	199	11	80	124	55	154	190	12	8	57	42	29	61
	19%	20%	14%	20%	19%	21%	19%	20%	14%	13%	20%	17%	19%	25%
When they ask for it	113	105	8	55	57	27	86	94	9	10	29	22	24	18
	10%	11%	9%	14%	9%	10%	11%	10%	10%	17%	10%	9%	16%	7%
Topping up via prepaid debit card	26	24	3	12	15	9	17	26	1	-	6	4	4	11
	2%	2%	3%	3%	2%	3%	2%	3%	1%	-	2%	2%	3%	5%
They do not receive pocket money regularly	71	66	5	25	41	10	61	60	6	4	18	16	7	20
	7%	7%	6%	6%	6%	4%	7%	6%	7%	7%	6%	6%	4%	8%
Other	20	16	4	3	13	6	14	18	1	2	3	6	1	8
	2%	2%	5%	1%	2%	2%	2%	2%	1%	3%	1%	2%	1%	3%
NETS														
Net: Once a week + once a month	849	788	61	301	522	211	638	736	69	43	226	203	120	188
	79%	79%	77%	76%	81%	80%	78%	79%	81%	73%	80%	81%	77%	77%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	5-9					10-14					15-18					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1060	187	36	20	5	223	256	66	41	8	322	172	112	50	11	284
Weighted Total	1079	208	42	21	6	250	268	67	43	10	335	163	101	48	10	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week	639	208	-	-	-	208	268	-	-	-	268	163	-	-	-	163
	59%	100%	-	-	-	83%	100%	-	-	-	80%	100%	-	-	-	62%
Once a month	210	-	42	-	-	42	-	67	-	-	67	-	101	-	-	101
	19%	-	100%	-	-	17%	-	100%	-	-	20%	-	100%	-	-	38%
When they ask for it	113	-	-	21	-	-	-	-	43	-	-	-	-	48	-	-
	10%	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-	-
Topping up via prepaid debit card	26	-	-	-	6	-	-	-	-	10	-	-	-	-	10	-
	2%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-
They do not receive pocket money regularly	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																
Net: Once a week + once a month	849	208	42	-	-	250	268	67	-	-	335	163	101	-	-	264
	79%	100%	100%	-	-	100%	100%	100%	-	-	100%	100%	100%	-	-	100%

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	964	964	-	447	517	162	703	99	593	371	248	371	345	496	468	943	21
Weighted Total	988	988	-	490	498	276	648	64	594	395	277	388	323	511	477	962	26
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	127	127	-	52	76	49	71	7	78	49	91	34	2	68	59	126	1
	13%	13%	-	11%	15%	18%	11%	11%	13%	12%	33%	9%	*	13%	12%	13%	5%
£2.01-£5.00	284	284	-	132	151	81	188	15	169	115	98	147	39	151	132	275	8
	29%	29%	-	27%	30%	29%	29%	23%	28%	29%	35%	38%	12%	30%	28%	29%	32%
£5.01-£10.00	211	211	-	96	115	60	140	11	120	91	36	89	86	109	102	203	8
	21%	21%	-	20%	23%	22%	22%	17%	20%	23%	13%	23%	27%	21%	21%	21%	29%
£10.01-£15.00	46	46	-	26	20	12	31	3	20	26	8	20	18	22	24	46	-
	5%	5%	-	5%	4%	4%	5%	5%	3%	7%	3%	5%	6%	4%	5%	5%	-
£15.01-£20.00	127	127	-	72	55	29	92	7	73	54	25	49	53	70	57	124	2
	13%	13%	-	15%	11%	10%	14%	10%	12%	14%	9%	13%	17%	14%	12%	13%	9%
£20.01-£40.00	94	94	-	55	39	20	64	11	59	35	7	30	57	41	53	90	4
	10%	10%	-	11%	8%	7%	10%	16%	10%	9%	3%	8%	18%	8%	11%	9%	14%
£40.01+	100	100	-	57	42	26	63	11	75	25	12	20	68	50	50	97	3
	10%	10%	-	12%	8%	9%	10%	17%	13%	6%	4%	5%	21%	10%	11%	10%	10%
Mean score	21.14	21.14	-	23.92	18.41	20.54	20.58	29.42	22.61	18.92	13.94	15.29	34.37	21.45	20.81	21.14	21.16

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	964	894	70	342	598	239	725	826	85	53	270	198	134	224
Weighted Total	988	917	71	368	593	247	742	856	79	54	261	230	148	217
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	127	120	7	43	80	23	104	111	8	8	38	36	11	27
	13%	13%	10%	12%	13%	9%	14%	13%	11%	15%	15%	16%	7%	12%
£2.01-£5.00	284	263	20	93	181	56	228	239	25	19	76	63	41	58
	29%	29%	28%	25%	30%	23%	31%	28%	32%	36%	29%	27%	28%	27%
£5.01-£10.00	211	192	19	72	131	55	156	185	17	9	55	53	35	42
	21%	21%	27%	20%	22%	22%	21%	22%	22%	17%	21%	23%	24%	19%
£10.01-£15.00	46	43	3	20	24	14	32	39	3	4	13	14	7	6
	5%	5%	4%	6%	4%	6%	4%	5%	3%	7%	5%	6%	5%	3%
£15.01-£20.00	127	117	9	45	80	32	95	115	9	2	35	25	19	35
	13%	13%	13%	12%	13%	13%	13%	13%	12%	4%	14%	11%	13%	16%
£20.01-£40.00	94	84	10	37	56	23	71	78	9	7	23	18	10	27
	10%	9%	13%	10%	9%	9%	10%	9%	12%	12%	9%	8%	7%	12%
£40.01+	100	96	3	57	42	43	57	89	6	5	21	21	25	23
	10%	11%	5%	16%	7%	18%	8%	10%	8%	8%	8%	9%	17%	10%
Mean score	21.14	21.52	16.24	28.36	17.26	34.80	16.60	21.27	18.00	23.64	16.06	17.32	40.09	18.89

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

by Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Net: Once a week + once a month
Unweighted Total	964	615	214	111	24	829
Weighted Total	988	639	210	113	26	849
	100%	100%	100%	100%	100%	100%
£0-£2	127	122	-	6	-	122
	13%	19%	-	5%	-	14%
£2.01-£5.00	284	253	26	4	-	279
	29%	40%	12%	4%	-	33%
£5.01-£10.00	211	164	34	10	4	197
	21%	26%	16%	9%	14%	23%
£10.01-£15.00	46	32	8	6	-	40
	5%	5%	4%	5%	-	5%
£15.01-£20.00	127	48	45	27	7	93
	13%	8%	21%	24%	26%	11%
£20.01-£40.00	94	15	48	22	8	64
	10%	2%	23%	20%	29%	8%
£40.01+	100	5	49	38	8	54
	10%	1%	23%	33%	31%	6%
Mean score	21.14	8.07	39.66	54.31	48.93	15.88

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	5-9					10-14					15-18					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	964	187	36	20	5	223	256	66	41	8	322	172	112	50	11	284
Weighted Total	988	208	42	21	6	250	268	67	43	10	335	163	101	48	10	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	127	88	-	3	-	88	32	-	3	-	32	2	-	-	-	2
	13%	42%	-	15%	-	35%	12%	-	6%	-	9%	1%	-	-	-	1%
£2.01-£5.00	284	80	16	2	-	96	137	8	2	-	145	37	2	-	-	39
	29%	38%	38%	8%	-	38%	51%	12%	5%	-	43%	23%	2%	-	-	15%
£5.01-£10.00	211	23	10	2	1	33	66	15	6	2	81	74	9	2	1	83
	21%	11%	24%	11%	18%	13%	25%	22%	13%	18%	24%	46%	9%	4%	7%	31%
£10.01-£15.00	46	4	4	1	-	7	15	3	3	-	17	14	2	2	-	16
	5%	2%	9%	4%	-	3%	5%	4%	6%	-	5%	8%	2%	5%	-	6%
£15.01-£20.00	127	10	6	7	2	15	12	18	15	4	30	26	22	5	1	48
	13%	5%	13%	35%	33%	6%	5%	26%	34%	40%	9%	16%	21%	10%	10%	18%
£20.01-£40.00	94	2	2	3	1	3	6	18	5	2	24	8	29	15	5	37
	10%	1%	4%	13%	19%	1%	2%	27%	11%	18%	7%	5%	28%	31%	45%	14%
£40.01+	100	2	5	3	2	7	1	6	11	2	7	2	38	24	4	40
	10%	1%	12%	14%	30%	3%	*	9%	24%	24%	2%	1%	38%	50%	38%	15%
Mean score	21.14	5.35	23.65	70.94	42.58	8.43	7.73	26.33	40.93	33.51	11.45	12.09	55.20	58.98	67.05	28.57

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	944	944	-	438	506	157	691	96	581	363	242	369	333	485	459	924	20
Weighted Total	967	967	-	480	487	268	637	62	581	386	270	385	311	501	466	942	25
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	124	124	-	52	72	48	69	7	77	47	88	34	2	68	57	123	1
	13%	13%	-	11%	15%	18%	11%	11%	13%	12%	33%	9%	1%	14%	12%	13%	6%
£2.01-£5.00	284	284	-	132	151	81	188	15	169	115	98	147	39	151	132	275	8
	29%	29%	-	28%	31%	30%	30%	24%	29%	30%	36%	38%	13%	30%	28%	29%	33%
£5.01-£10.00	211	211	-	96	115	60	140	11	120	91	36	89	86	109	102	203	8
	22%	22%	-	20%	24%	23%	22%	17%	21%	24%	13%	23%	27%	22%	22%	22%	30%
£10.01-£15.00	46	46	-	26	20	12	31	3	20	26	8	20	18	22	24	46	-
	5%	5%	-	5%	4%	4%	5%	5%	3%	7%	3%	5%	6%	4%	5%	5%	-
£15.01-£20.00	127	127	-	72	55	29	92	7	73	54	25	49	53	70	57	124	2
	13%	13%	-	15%	11%	11%	14%	11%	13%	14%	9%	13%	17%	14%	12%	13%	9%
£20.01-£40.00	94	94	-	55	39	20	64	11	59	35	7	30	57	41	53	90	4
	10%	10%	-	11%	8%	7%	10%	17%	10%	9%	3%	8%	18%	8%	11%	10%	14%
£40.01+	82	82	-	48	34	19	53	9	62	19	8	17	57	40	41	80	2
	8%	8%	-	10%	7%	7%	8%	15%	11%	5%	3%	4%	18%	8%	9%	8%	7%
Mean score	16.33	16.33	-	18.50	14.19	15.13	16.39	20.91	17.69	14.30	8.72	13.22	26.80	15.78	16.93	16.30	17.50

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	944	875	69	332	588	228	716	807	85	52	267	196	122	222
Weighted Total	967	896	71	356	584	235	732	836	79	52	258	228	135	216
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	124	117	7	40	79	23	102	108	8	8	38	36	8	26
	13%	13%	10%	11%	13%	10%	14%	13%	11%	16%	15%	16%	6%	12%
£2.01-£5.00	284	263	20	93	181	56	228	239	25	19	76	63	41	58
	29%	29%	29%	26%	31%	24%	31%	29%	32%	37%	30%	28%	31%	27%
£5.01-£10.00	211	192	19	72	131	55	156	185	17	9	55	53	35	42
	22%	21%	27%	20%	22%	24%	21%	22%	22%	17%	21%	23%	26%	19%
£10.01-£15.00	46	43	3	20	24	14	32	39	3	4	13	14	7	6
	5%	5%	4%	6%	4%	6%	4%	5%	3%	8%	5%	6%	5%	3%
£15.01-£20.00	127	117	9	45	80	32	95	115	9	2	35	25	19	35
	13%	13%	13%	13%	14%	14%	13%	14%	12%	4%	14%	11%	14%	16%
£20.01-£40.00	94	84	10	37	56	23	71	78	9	7	23	18	10	27
	10%	9%	14%	10%	10%	10%	10%	9%	12%	13%	9%	8%	7%	12%
£40.01+	82	79	3	48	34	32	50	73	6	3	18	18	14	22
	8%	9%	4%	13%	6%	14%	7%	9%	8%	6%	7%	8%	11%	10%
Mean score	16.33	16.45	14.88	20.18	14.37	20.45	15.02	16.31	18.00	14.28	14.70	15.47	17.34	18.47

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

by Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Net: Once a week + once a month
Unweighted Total	944	613	203	106	22	816
Weighted Total	967	638	199	106	25	837
	100%	100%	100%	100%	100%	100%
£0-£2	124	120	-	4	-	120
	13%	19%	-	4%	-	14%
£2.01-£5.00	284	253	26	4	-	279
	29%	40%	13%	4%	-	33%
£5.01-£10.00	211	164	34	10	4	197
	22%	26%	17%	10%	15%	24%
£10.01-£15.00	46	32	8	6	-	40
	5%	5%	4%	5%	-	5%
£15.01-£20.00	127	48	45	27	7	93
	13%	8%	22%	26%	28%	11%
£20.01-£40.00	94	15	48	22	8	64
	10%	2%	24%	21%	31%	8%
£40.01+	82	5	38	32	6	43
	8%	1%	19%	30%	26%	5%
Mean score	16.33	8.09	28.63	37.43	40.03	12.97

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	5-9					10-14					15-18					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	944	185	35	17	5	220	256	65	40	8	321	172	103	49	9	275
Weighted Total	967	206	40	17	6	247	268	65	42	10	334	163	93	47	9	256
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	124	87	-	2	-	87	32	-	3	-	32	2	-	-	-	2
	13%	42%	-	9%	-	35%	12%	-	6%	-	10%	1%	-	-	-	1%
£2.01-£5.00	284	80	16	2	-	96	137	8	2	-	145	37	2	-	-	39
	29%	39%	40%	10%	-	39%	51%	12%	6%	-	43%	23%	3%	-	-	15%
£5.01-£10.00	211	23	10	2	1	33	66	15	6	2	81	74	9	2	1	83
	22%	11%	25%	13%	18%	13%	25%	23%	14%	18%	24%	46%	9%	4%	8%	32%
£10.01-£15.00	46	4	4	1	-	7	15	3	3	-	17	14	2	2	-	16
	5%	2%	9%	5%	-	3%	5%	4%	6%	-	5%	8%	2%	5%	-	6%
£15.01-£20.00	127	10	6	7	2	15	12	18	15	4	30	26	22	5	1	48
	13%	5%	14%	42%	33%	6%	5%	27%	36%	40%	9%	16%	23%	11%	12%	19%
£20.01-£40.00	94	2	2	3	1	3	6	18	5	2	24	8	29	15	5	37
	10%	1%	4%	16%	19%	1%	2%	28%	11%	18%	7%	5%	31%	32%	55%	14%
£40.01+	82	2	3	1	2	5	1	4	9	2	5	2	30	22	2	33
	8%	1%	9%	4%	30%	2%	*	6%	22%	24%	2%	1%	33%	48%	25%	13%
Mean score	16.33	5.39	16.67	17.97	42.58	7.23	7.73	22.09	29.82	33.51	10.55	12.09	38.41	51.54	45.61	21.67

Experian - Pocket Money Madness Survey 2016

Q3. At what age did you start giving your child pocket money?

Base: All parents who give pocket money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1060	1060	-	477	583	172	781	107	648	412	297	402	361	549	511	1035	25
Weighted Total	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-4 years	68	68	-	29	39	23	41	4	37	31	41	16	12	39	29	67	1
	6%	6%	-	5%	7%	8%	6%	6%	6%	7%	13%	4%	3%	7%	6%	6%	5%
5-7 years	395	395	-	187	209	154	223	19	235	161	244	94	57	218	178	382	13
	37%	37%	-	36%	37%	52%	31%	28%	36%	37%	75%	23%	17%	39%	34%	36%	46%
8-10 years	358	358	-	170	188	85	248	25	203	155	39	212	107	190	168	350	8
	33%	33%	-	33%	34%	29%	35%	36%	31%	36%	12%	51%	32%	34%	33%	33%	27%
11-13 years	208	208	-	106	101	29	163	16	133	74	-	93	115	96	112	202	5
	19%	19%	-	20%	18%	10%	23%	23%	21%	17%	-	22%	34%	17%	22%	19%	19%
14-16 years	49	49	-	27	22	2	43	4	37	12	-	4	45	21	28	48	1
	5%	5%	-	5%	4%	1%	6%	6%	6%	3%	-	1%	13%	4%	5%	5%	3%
17-18 years	1	1	-	1	-	-	-	1	1	-	-	-	1	-	1	1	-
	*	*	-	*	-	-	-	1%	*	-	-	-	*	-	*	*	-
Mean score	8.37	8.37	-	8.50	8.24	7.23	8.76	9.10	8.49	8.18	5.82	8.83	10.25	8.17	8.58	8.37	8.39

Experian - Pocket Money Madness Survey 2016

Q3. At what age did you start giving your child pocket money?

Base: All parents who give pocket money

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1060	982	78	371	657	258	802	907	94	59	294	218	142	253
Weighted Total	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-4 years	68	66	2	17	45	12	56	64	2	2	14	19	15	17
	6%	7%	2%	4%	7%	5%	7%	7%	2%	4%	5%	7%	10%	7%
5-7 years	395	373	23	138	244	89	306	335	36	24	97	97	56	85
	37%	37%	28%	35%	38%	34%	38%	36%	42%	40%	35%	39%	36%	35%
8-10 years	358	330	28	141	206	85	273	313	27	18	99	85	44	85
	33%	33%	35%	36%	32%	32%	33%	34%	31%	31%	35%	34%	28%	35%
11-13 years	208	185	22	77	128	60	148	182	15	11	62	39	36	44
	19%	19%	28%	19%	20%	23%	18%	19%	17%	19%	22%	16%	23%	18%
14-16 years	49	44	5	23	25	16	33	39	6	4	9	10	6	13
	5%	4%	6%	6%	4%	6%	4%	4%	7%	6%	3%	4%	4%	5%
17-18 years	1	1	-	-	1	-	1	1	-	-	-	1	-	-
	*	*	-	-	*	-	*	*	-	-	-	*	-	-
Mean score	8.37	8.30	9.24	8.62	8.28	8.75	8.24	8.34	8.61	8.41	8.51	8.13	8.27	8.41

Experian - Pocket Money Madness Survey 2016

Q4. At what age did your child first start asking for pocket money?

Base: All parents who give pocket money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1060	1060	-	477	583	172	781	107	648	412	297	402	361	549	511	1035	25
Weighted Total	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-4 years	47	47	-	27	20	24	23	-	23	24	29	13	5	21	26	47	-
	4%	4%	-	5%	4%	8%	3%	-	4%	5%	9%	3%	1%	4%	5%	4%	-
5-7 years	231	231	-	109	123	86	132	13	141	90	121	77	33	125	106	227	4
	21%	21%	-	21%	22%	30%	18%	19%	22%	21%	37%	18%	10%	22%	21%	22%	15%
8-10 years	237	237	-	113	124	54	167	17	138	99	13	137	87	122	115	232	5
	22%	22%	-	22%	22%	18%	23%	24%	21%	23%	4%	33%	26%	22%	22%	22%	17%
11-13 years	112	112	-	63	48	21	86	4	75	37	-	49	63	55	57	109	2
	10%	10%	-	12%	9%	7%	12%	6%	12%	8%	-	12%	19%	10%	11%	10%	8%
14-16 years	24	24	-	16	7	-	22	1	20	4	-	2	22	11	12	24	-
	2%	2%	-	3%	1%	-	3%	2%	3%	1%	-	*	7%	2%	2%	2%	-
They have never asked for pocket money	429	429	-	192	237	107	288	34	249	180	161	141	126	228	201	411	17
	40%	40%	-	37%	42%	37%	40%	49%	39%	41%	50%	34%	38%	41%	39%	39%	60%
Mean score	8.18	8.18	-	8.32	8.03	7.10	8.61	8.57	8.34	7.93	5.56	8.35	9.99	8.11	8.25	8.16	9.03

Experian - Pocket Money Madness Survey 2016

Q4. At what age did your child first start asking for pocket money?

Base: All parents who give pocket money

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1060	982	78	371	657	258	802	907	94	59	294	218	142	253
Weighted Total	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-4 years	47	45	2	22	21	8	39	43	2	2	14	14	11	4
	4%	4%	3%	6%	3%	3%	5%	5%	2%	4%	5%	6%	7%	2%
5-7 years	231	219	13	96	131	61	170	200	18	14	54	54	37	54
	21%	22%	16%	24%	20%	23%	21%	21%	21%	23%	19%	22%	24%	22%
8-10 years	237	223	14	99	136	65	172	204	17	16	63	46	30	65
	22%	22%	18%	25%	21%	25%	21%	22%	20%	27%	22%	18%	19%	26%
11-13 years	112	98	14	43	67	34	77	95	9	8	33	21	24	18
	10%	10%	18%	11%	10%	13%	9%	10%	10%	13%	12%	8%	15%	7%
14-16 years	24	22	2	9	13	10	14	19	4	1	4	5	4	6
	2%	2%	3%	2%	2%	4%	2%	2%	4%	2%	2%	2%	3%	3%
They have never asked for pocket money	429	394	35	127	279	85	343	373	37	18	113	111	51	98
	40%	39%	44%	32%	43%	32%	42%	40%	44%	31%	40%	44%	32%	40%
Mean score	8.18	8.11	9.06	8.13	8.24	8.61	8.02	8.14	8.56	8.25	8.20	7.84	8.20	8.32

Experian - Pocket Money Madness Survey 2016

Q5. What is the main reason you choose to give your child pocket money?

Base: All parents who give pocket money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1060	1060	-	477	583	172	781	107	648	412	297	402	361	549	511	1035	25
Weighted Total	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It is to help them learn about and manage money independently	548	548	-	260	288	120	384	44	354	194	143	214	190	267	281	541	7
	51%	51%	-	50%	52%	41%	54%	64%	55%	45%	44%	51%	57%	47%	54%	52%	25%
It is a reward for good behaviour, for doing well at school, or for helping around the house	334	334	-	150	184	107	215	12	184	150	137	134	63	184	150	323	11
	31%	31%	-	29%	33%	37%	30%	17%	29%	35%	42%	32%	19%	33%	29%	31%	39%
So they can buy things for themselves when I am not around	97	97	-	54	42	24	66	6	50	47	12	38	47	52	44	91	5
	9%	9%	-	10%	8%	8%	9%	9%	8%	11%	4%	9%	14%	9%	9%	9%	18%
My child would expect to receive pocket money like their friends do	47	47	-	28	19	19	25	3	21	26	14	10	23	26	21	44	3
	4%	4%	-	5%	3%	6%	3%	5%	3%	6%	4%	2%	7%	5%	4%	4%	9%
It is the normal thing to do amongst my group of friends	35	35	-	20	15	14	20	1	26	9	11	14	10	21	14	35	-
	3%	3%	-	4%	3%	5%	3%	2%	4%	2%	3%	3%	3%	4%	3%	3%	-
Don't know, have never considered it	9	9	-	2	7	3	5	-	5	4	1	6	1	7	2	9	-
	1%	1%	-	*	1%	1%	1%	-	1%	1%	*	2%	*	1%	*	1%	-
Other	10	10	-	5	4	5	2	2	6	4	6	2	1	5	4	7	2
	1%	1%	-	1%	1%	2%	*	3%	1%	1%	2%	1%	*	1%	1%	1%	9%

Experian - Pocket Money Madness Survey 2016

Q5. What is the main reason you choose to give your child pocket money?

Base: All parents who give pocket money

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1060	982	78	371	657	258	802	907	94	59	294	218	142	253
Weighted Total	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It is to help them learn about and manage money independently	548 51%	517 52%	31 39%	187 47%	350 54%	126 48%	422 52%	480 51%	41 48%	27 46%	139 50%	131 52%	71 45%	139 57%
It is a reward for good behaviour, for doing well at school, or for helping around the house	334 31%	309 31%	25 31%	115 29%	201 31%	74 28%	260 32%	283 30%	29 34%	22 38%	87 31%	84 33%	40 26%	71 29%
So they can buy things for themselves when I am not around	97 9%	86 9%	11 13%	43 11%	53 8%	31 12%	66 8%	83 9%	9 11%	4 7%	34 12%	13 5%	22 14%	15 6%
My child would expect to receive pocket money like their friends do	47 4%	43 4%	4 6%	28 7%	18 3%	11 4%	36 4%	45 5%	1 1%	1 2%	10 4%	14 6%	10 7%	10 4%
It is the normal thing to do amongst my group of friends	35 3%	30 3%	5 6%	18 5%	16 3%	17 6%	18 2%	28 3%	4 5%	3 5%	9 3%	7 3%	9 6%	2 1%
Don't know, have never considered it	9 1%	4 *	4 5%	2 1%	2 *	2 1%	7 1%	6 1%	1 1%	2 3%	2 1%	1 *	1 1%	3 1%
Other	10 1%	10 1%	-	2 *	8 1%	1 1%	8 1%	9 1%	1 1%	-	1 *	1 *	3 2%	5 2%

Experian - Pocket Money Madness Survey 2016

Q6. Does your child earn their pocket money by doing chores?

Base: All parents who give pocket money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1060	1060	-	477	583	172	781	107	648	412	297	402	361	549	511	1035	25
Weighted Total	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, sometimes	721	721	-	356	365	193	479	49	431	290	219	284	218	371	350	708	13
	67%	67%	-	69%	65%	66%	67%	70%	67%	67%	68%	68%	65%	66%	68%	67%	43%
Yes, always	167	167	-	67	100	58	104	5	93	73	46	80	41	98	68	161	6
	15%	15%	-	13%	18%	20%	14%	7%	14%	17%	14%	19%	12%	17%	13%	15%	20%
No, never	192	192	-	97	95	42	134	16	121	70	59	56	77	93	98	181	11
	18%	18%	-	19%	17%	14%	19%	23%	19%	16%	18%	13%	23%	17%	19%	17%	37%
NETS																	
Net: Yes	887	887	-	423	465	251	582	54	524	363	265	364	258	469	418	869	18
	82%	82%	-	81%	83%	86%	81%	77%	81%	84%	82%	87%	77%	83%	81%	83%	63%

Experian - Pocket Money Madness Survey 2016

Q6. Does your child earn their pocket money by doing chores?

Base: All parents who give pocket money

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1060	982	78	371	657	258	802	907	94	59	294	218	142	253
Weighted Total	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, sometimes	721	678	43	281	416	185	536	625	52	43	182	170	104	169
	67%	68%	54%	71%	64%	70%	66%	67%	61%	73%	65%	68%	66%	69%
Yes, always	167	149	17	55	105	44	122	137	22	8	49	36	19	33
	15%	15%	22%	14%	16%	17%	15%	15%	25%	14%	17%	14%	12%	13%
No, never	192	172	19	61	127	33	158	172	12	8	51	45	33	42
	18%	17%	24%	15%	20%	13%	19%	18%	14%	13%	18%	18%	21%	17%
NETS														
Net: Yes	887	827	60	335	521	229	658	762	74	52	231	206	123	202
	82%	83%	76%	85%	80%	87%	81%	82%	86%	87%	82%	82%	79%	83%

Experian - Pocket Money Madness Survey 2016

Q7. How, if at all, do you decide the amount of pocket money that you give your child? Please select all that apply.

Base: All parents who give pocket money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1060	1060	-	477	583	172	781	107	648	412	297	402	361	549	511	1035	25
Weighted Total	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Based on how much we can afford as a family	511	511	-	216	295	134	354	23	279	232	147	210	154	264	247	504	7
	47%	47%	-	42%	53%	46%	49%	33%	43%	53%	45%	50%	46%	47%	48%	48%	23%
Based on my child's age	311	311	-	147	164	104	189	19	203	108	130	107	74	165	146	304	7
	29%	29%	-	28%	29%	35%	26%	27%	31%	25%	40%	25%	22%	29%	28%	29%	23%
Based on my child's needs	285	285	-	152	133	77	188	20	196	90	68	114	103	145	141	280	5
	26%	26%	-	29%	24%	26%	26%	29%	30%	21%	21%	27%	31%	26%	27%	27%	17%
Based on what I know my child's friends receive	75	75	-	46	28	22	47	6	46	29	13	33	29	39	35	75	-
	7%	7%	-	9%	5%	7%	7%	9%	7%	7%	4%	8%	9%	7%	7%	7%	-
If my child asks for more, I try to give them more	55	55	-	31	24	10	41	4	35	20	8	27	20	34	21	54	1
	5%	5%	-	6%	4%	3%	6%	5%	5%	5%	2%	6%	6%	6%	4%	5%	4%
Other	39	39	-	18	21	7	30	2	24	15	12	15	12	18	21	33	6
	4%	4%	-	3%	4%	2%	4%	4%	4%	3%	4%	4%	4%	3%	4%	3%	22%
Don't know	34	34	-	16	18	14	15	5	18	15	15	9	9	22	12	29	4
	3%	3%	-	3%	3%	5%	2%	7%	3%	4%	5%	2%	3%	4%	2%	3%	14%

Experian - Pocket Money Madness Survey 2016

Q7. How, if at all, do you decide the amount of pocket money that you give your child? Please select all that apply.

Base: All parents who give pocket money

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1060	982	78	371	657	258	802	907	94	59	294	218	142	253
Weighted Total	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Based on how much we can afford as a family	511 47%	479 48%	32 40%	192 48%	300 46%	108 41%	403 49%	445 48%	36 42%	31 51%	130 46%	124 49%	69 44%	121 50%
Based on my child's age	311 29%	287 29%	24 30%	116 29%	189 29%	90 34%	221 27%	268 29%	27 32%	16 26%	87 31%	75 30%	44 28%	63 26%
Based on my child's needs	285 26%	269 27%	16 20%	96 24%	183 28%	80 31%	205 25%	244 26%	27 31%	15 25%	68 24%	59 23%	47 30%	69 28%
Based on what I know my child's friends receive	75 7%	69 7%	6 7%	25 6%	50 8%	25 9%	50 6%	62 7%	7 9%	5 8%	22 8%	11 4%	12 8%	18 7%
If my child asks for more, I try to give them more	55 5%	50 5%	5 6%	26 7%	26 4%	22 8%	32 4%	47 5%	5 6%	3 5%	15 5%	12 5%	10 7%	9 4%
Other	39 4%	36 4%	3 4%	10 3%	27 4%	9 4%	30 4%	32 3%	3 3%	4 7%	7 2%	13 5%	4 3%	8 3%
Don't know	34 3%	27 3%	6 8%	10 2%	15 2%	4 1%	30 4%	33 3%	1 1%	-	12 4%	11 4%	5 3%	4 2%

Experian - Pocket Money Madness Survey 2016

Q8. Do you think your child is most likely to become a 'saver' or a 'spender' when they are an adult?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Saver	801	605	196	373	429	219	525	58	478	323	294	274	234	413	388	788	13
	52%	56%	43%	53%	52%	57%	50%	54%	53%	51%	54%	53%	49%	52%	52%	53%	29%
Spender	431	294	137	182	249	115	289	26	247	184	130	146	155	229	202	414	16
	28%	27%	30%	26%	30%	30%	28%	24%	27%	29%	24%	28%	33%	29%	27%	28%	35%
Not sure	301	180	121	151	150	49	228	24	172	129	116	102	83	150	151	285	16
	20%	17%	27%	21%	18%	13%	22%	22%	19%	20%	21%	20%	18%	19%	20%	19%	35%

Experian - Pocket Money Madness Survey 2016

Q8. Do you think your child is most likely to become a 'saver' or a 'spender' when they are an adult?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Saver	801	759	43	232	552	209	592	687	76	38	208	176	104	199
	52%	53%	37%	41%	61%	61%	50%	52%	55%	50%	54%	48%	52%	54%
Spender	431	388	43	241	172	85	346	378	29	23	112	109	59	98
	28%	27%	37%	42%	19%	25%	29%	29%	21%	30%	29%	30%	30%	27%
Not sure	301	272	29	97	176	47	254	253	33	15	64	83	36	70
	20%	19%	26%	17%	20%	14%	21%	19%	24%	20%	17%	22%	18%	19%

Experian - Pocket Money Madness Survey 2016

Q9_SUM. To what extent do you agree or disagree with the following statements.

SUMMARY TABLE

Base: All parents

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree	Mean
1533 100%	399 26%	797 52%	213 14%	73 5%	50 3%	1197 78%	286 19%	3.03
1533 100%	334 22%	789 51%	279 18%	86 6%	44 3%	1123 73%	365 24%	2.92

Experian - Pocket Money Madness Survey 2016

Q9_1. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Base: All parents

	Total	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS	
		Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 334	245	89	136	198	98	214	21	182	152	86	121	127	192	142	332	2
	22%	23%	20%	19%	24%	26%	21%	20%	20%	24%	16%	23%	27%	24%	19%	22%	3%
Tend to agree	(3) 789	570	219	380	409	173	554	62	480	310	265	279	245	389	400	768	21
	51%	53%	48%	54%	49%	45%	53%	58%	53%	49%	49%	53%	52%	49%	54%	52%	47%
Tend to disagree	(2) 279	186	93	126	153	70	191	18	156	123	127	83	69	144	135	269	10
	18%	17%	20%	18%	18%	18%	18%	17%	17%	19%	24%	16%	15%	18%	18%	18%	22%
Strongly disagree	(1) 86	52	34	45	41	28	57	1	53	33	35	28	23	45	41	79	7
	6%	5%	7%	6%	5%	7%	5%	1%	6%	5%	7%	5%	5%	6%	6%	5%	15%
Don't know	44	25	20	18	26	14	26	5	27	18	26	11	8	21	23	38	6
	3%	2%	4%	3%	3%	4%	2%	4%	3%	3%	5%	2%	2%	3%	3%	3%	13%
NETS																	
Net: Agree	1123	816	308	516	608	272	768	84	662	461	352	399	372	582	542	1100	23
	73%	76%	68%	73%	73%	71%	74%	78%	74%	73%	65%	77%	79%	73%	73%	74%	50%
Net: Disagree	365	239	127	171	194	98	249	19	209	156	162	111	92	189	176	348	17
	24%	22%	28%	24%	23%	26%	24%	18%	23%	25%	30%	21%	20%	24%	24%	23%	37%
Mean score	2.92	2.96	2.83	2.88	2.95	2.93	2.91	3.01	2.91	2.94	2.78	2.96	3.03	2.95	2.89	2.93	2.44
Standard deviation	.80	.78	.84	.79	.80	.87	.79	.65	.79	.81	.80	.79	.79	.82	.78	.79	.83
Standard error	.02	.02	.04	.03	.03	.06	.02	.05	.03	.03	.04	.04	.03	.03	.03	.02	.14

Experian - Pocket Money Madness Survey 2016

Q9_1. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Base: All parents

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	334 22%	319 22%	15 13%	77 13%	250 28%	99 29%	235 20%	281 21%	35 26%	18 23%	89 23%	84 23%	36 18%	72 20%
Tend to agree (3)	789 51%	743 52%	46 40%	290 51%	473 52%	185 54%	604 51%	681 52%	72 52%	36 47%	194 51%	172 47%	113 57%	202 55%
Tend to disagree (2)	279 18%	251 18%	28 25%	134 23%	133 15%	42 12%	237 20%	239 18%	22 16%	18 24%	67 18%	76 21%	32 16%	64 17%
Strongly disagree (1)	86 6%	67 5%	19 17%	55 10%	28 3%	13 4%	74 6%	81 6%	2 1%	3 5%	27 7%	23 6%	10 5%	21 6%
Don't know	44 3%	39 3%	5 5%	15 3%	17 2%	3 1%	41 3%	36 3%	6 5%	1 2%	6 2%	14 4%	8 4%	8 2%
NETS														
Net: Agree	1123 73%	1062 75%	62 54%	367 64%	723 80%	284 83%	839 70%	962 73%	108 78%	53 69%	283 74%	256 70%	149 75%	274 75%
Net: Disagree	365 24%	318 22%	47 41%	189 33%	161 18%	55 16%	311 26%	320 24%	24 17%	22 29%	94 25%	98 27%	42 21%	85 23%
Mean score	2.92	2.95	2.53	2.70	3.07	3.09	2.87	2.91	3.07	2.89	2.91	2.90	2.92	2.90
Standard deviation	.80	.78	.94	.83	.75	.75	.81	.81	.70	.81	.83	.84	.75	.78
Standard error	.02	.02	.09	.04	.02	.04	.02	.02	.06	.09	.04	.05	.06	.04

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Q9_2. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 399	299	100	172	228	102	269	29	226	174	95	149	155	217	183	394	6
	26%	28%	22%	24%	27%	26%	26%	27%	25%	27%	18%	29%	33%	27%	25%	26%	13%
Tend to agree	(3) 797	574	223	378	419	182	554	61	490	307	277	285	236	408	389	775	22
	52%	53%	49%	54%	51%	48%	53%	57%	55%	48%	51%	55%	50%	51%	53%	52%	47%
Tend to disagree	(2) 213	133	79	93	120	54	150	9	118	95	105	50	58	105	108	204	9
	14%	12%	17%	13%	15%	14%	14%	8%	13%	15%	19%	10%	12%	13%	15%	14%	19%
Strongly disagree	(1) 73	47	26	38	35	26	44	3	40	33	30	26	17	36	37	68	6
	5%	4%	6%	5%	4%	7%	4%	3%	4%	5%	6%	5%	4%	5%	5%	5%	12%
Don't know	50	26	25	25	25	19	26	5	24	26	32	11	7	27	24	46	4
	3%	2%	5%	4%	3%	5%	3%	5%	3%	4%	6%	2%	1%	3%	3%	3%	9%
NETS																	
Net: Agree	1197	873	324	550	647	284	823	90	715	481	372	434	391	624	572	1169	27
	78%	81%	71%	78%	78%	74%	79%	84%	80%	76%	69%	83%	83%	79%	77%	79%	60%
Net: Disagree	286	180	106	131	156	80	194	12	158	128	135	77	74	141	145	272	14
	19%	17%	23%	19%	19%	21%	19%	11%	18%	20%	25%	15%	16%	18%	20%	18%	32%
Mean score	3.03	3.07	2.93	3.00	3.05	2.99	3.03	3.13	3.03	3.02	2.86	3.09	3.14	3.05	3.00	3.04	2.65
Standard deviation	.78	.77	.81	.78	.78	.85	.76	.70	.76	.81	.78	.77	.76	.78	.78	.78	.89
Standard error	.02	.02	.04	.03	.03	.06	.02	.06	.03	.03	.04	.03	.03	.03	.03	.02	.14

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Q9_2. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

Base: All parents

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	399 26%	381 27%	18 16%	101 18%	294 33%	131 38%	268 23%	338 26%	43 31%	18 24%	108 28%	101 27%	50 25%	80 22%
Tend to agree (3)	797 52%	744 52%	53 47%	296 52%	477 53%	167 49%	630 53%	687 52%	73 53%	37 48%	182 47%	192 52%	109 55%	205 56%
Tend to disagree (2)	213 14%	185 13%	28 24%	106 19%	91 10%	30 9%	183 15%	179 14%	16 12%	17 22%	62 16%	42 11%	24 12%	50 14%
Strongly disagree (1)	73 5%	63 4%	10 9%	47 8%	21 2%	11 3%	63 5%	70 5%	1 1%	2 3%	22 6%	20 5%	9 4%	19 5%
Don't know	50 3%	46 3%	4 4%	21 4%	17 2%	3 1%	48 4%	44 3%	5 3%	2 2%	10 3%	14 4%	7 3%	14 4%
NETS														
Net: Agree	1197 78%	1125 79%	72 63%	397 69%	771 86%	298 87%	898 75%	1025 78%	116 84%	55 72%	289 75%	292 79%	159 80%	284 77%
Net: Disagree	286 19%	248 17%	38 33%	153 27%	113 12%	41 12%	245 21%	249 19%	17 13%	20 25%	84 22%	62 17%	33 17%	70 19%
Mean score	3.03	3.05	2.73	2.82	3.18	3.24	2.97	3.02	3.18	2.95	3.00	3.05	3.04	2.97
Standard deviation	.78	.77	.85	.83	.71	.74	.78	.79	.66	.78	.83	.79	.76	.77
Standard error	.02	.02	.08	.04	.02	.04	.02	.02	.05	.09	.04	.04	.06	.04

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Q10. Which of the following do you believe your child appreciates most?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Money they have earned	421	289	132	210	211	82	304	36	258	164	101	147	173	223	199	418	4
	27%	27%	29%	30%	26%	21%	29%	33%	29%	26%	19%	28%	37%	28%	27%	28%	8%
I don't feel my child distinguishes between any of the above	357	224	133	158	199	74	259	25	224	133	137	113	107	175	182	331	26
	23%	21%	29%	22%	24%	19%	25%	23%	25%	21%	25%	22%	23%	22%	25%	22%	56%
Money they have saved	311	267	44	149	162	83	206	22	169	143	103	119	89	175	136	308	4
	20%	25%	10%	21%	20%	22%	20%	20%	19%	22%	19%	23%	19%	22%	18%	21%	8%
Money they have been given as a reward (for good behaviour/actions etc.)	272	191	81	119	153	101	159	13	158	114	140	81	51	137	135	268	4
	18%	18%	18%	17%	18%	26%	15%	12%	18%	18%	26%	15%	11%	17%	18%	18%	9%
Money they have received as a gift	167	103	64	68	99	41	114	12	89	77	56	61	49	82	84	160	6
	11%	10%	14%	10%	12%	11%	11%	11%	10%	12%	10%	12%	10%	10%	11%	11%	14%
Other	4	4	-	1	3	3	1	-	-	4	2	-	3	-	4	3	2
	*	*	-	*	*	1%	*	-	-	1%	*	-	1%	-	1%	*	4%

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Q10. Which of the following do you believe your child appreciates most?

Base: All parents

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Money they have earned	421	397	25	142	269	118	303	356	47	19	103	108	47	98
	27%	28%	21%	25%	30%	34%	25%	27%	34%	25%	27%	29%	24%	27%
I don't feel my child distinguishes between any of the above	357	326	31	134	196	60	297	310	34	13	86	91	31	101
	23%	23%	27%	23%	22%	18%	25%	23%	25%	17%	22%	25%	16%	28%
Money they have saved	311	286	25	109	196	80	231	263	27	21	80	69	49	65
	20%	20%	22%	19%	22%	23%	19%	20%	20%	28%	21%	19%	25%	18%
Money they have been given as a reward (for good behaviour/actions etc.)	272	255	17	108	155	54	218	236	21	15	64	63	43	66
	18%	18%	15%	19%	17%	16%	18%	18%	15%	20%	17%	17%	21%	18%
Money they have received as a gift	167	150	16	77	82	30	136	150	9	8	48	34	29	38
	11%	11%	14%	14%	9%	9%	11%	11%	7%	10%	13%	9%	15%	10%
Other	4	4	-	1	3	-	4	4	-	-	3	2	-	-
	*	*	-	*	*	-	*	*	-	-	1%	*	-	-

Experian - Pocket Money Madness Survey 2016

Q11. Does your child save money for the things they want (e.g. a bike or a toy)?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, always	329	255	74	158	171	86	216	27	195	134	79	117	133	182	147	324	5
	21%	24%	16%	22%	21%	22%	21%	25%	22%	21%	15%	23%	28%	23%	20%	22%	11%
Yes, sometimes	985	713	272	433	552	253	669	63	585	401	348	362	275	510	476	962	23
	64%	66%	60%	61%	67%	66%	64%	59%	65%	63%	65%	69%	58%	64%	64%	65%	50%
No	197	99	98	101	96	38	144	16	103	94	99	37	61	85	112	182	14
	13%	9%	22%	14%	12%	10%	14%	14%	11%	15%	18%	7%	13%	11%	15%	12%	31%
Don't know	22	12	10	13	9	7	14	1	15	7	13	6	4	16	6	19	3
	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	7%
NETS																	
Net: Yes	1314	968	346	591	723	339	885	90	780	535	427	479	408	692	623	1286	28
	86%	90%	76%	84%	87%	88%	85%	84%	87%	84%	79%	92%	86%	87%	84%	86%	61%

Experian - Pocket Money Madness Survey 2016

Q11. Does your child save money for the things they want (e.g. a bike or a toy)?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, always	329	310	19	96	229	109	220	288	27	14	79	72	54	83
	21%	22%	16%	17%	25%	32%	18%	22%	20%	18%	21%	20%	27%	22%
Yes, sometimes	985	915	70	377	568	208	777	844	90	52	248	245	119	232
	64%	64%	62%	66%	63%	61%	65%	64%	65%	67%	65%	67%	60%	63%
No	197	177	19	95	92	22	175	168	19	9	52	46	24	45
	13%	13%	17%	17%	10%	6%	15%	13%	14%	12%	14%	13%	12%	12%
Don't know	22	16	6	3	11	2	20	18	2	2	4	4	2	8
	1%	1%	5%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%
NETS														
Net: Yes	1314	1225	89	473	797	318	997	1132	117	66	327	317	173	315
	86%	86%	78%	83%	88%	93%	84%	86%	85%	85%	85%	86%	87%	86%

Experian - Pocket Money Madness Survey 2016

Q12. You said that your child saves money for the things they want. How long can your child stay focused on saving for something?

Base: All parents who say their child saves

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1311	953	358	548	763	200	971	140	792	519	395	469	447	686	625	1285	26
Weighted Total	1314	968	346	591	723	339	885	90	780	535	427	479	408	692	623	1286	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to 1 month	215	146	69	78	137	74	134	7	120	95	101	77	38	110	105	206	9
	16%	15%	20%	13%	19%	22%	15%	8%	15%	18%	24%	16%	9%	16%	17%	16%	31%
More than 1 month, up to 3 months	369	304	65	158	211	119	229	21	213	156	140	127	102	215	154	363	6
	28%	31%	19%	27%	29%	35%	26%	23%	27%	29%	33%	27%	25%	31%	25%	28%	21%
More than 3 months, up to 6 months	306	221	86	144	162	73	212	21	200	107	85	117	104	158	148	300	7
	23%	23%	25%	24%	22%	22%	24%	23%	26%	20%	20%	24%	26%	23%	24%	23%	23%
More than 6 months, up to 1 year	194	143	52	100	95	31	143	20	117	77	44	77	74	91	104	192	3
	15%	15%	15%	17%	13%	9%	16%	23%	15%	14%	10%	16%	18%	13%	17%	15%	9%
More than 1 year	130	86	44	62	68	26	90	14	76	54	30	41	59	66	64	129	1
	10%	9%	13%	10%	9%	8%	10%	16%	10%	10%	7%	9%	14%	10%	10%	10%	4%
Don't know	99	67	32	50	49	15	77	7	54	45	27	41	31	51	48	96	3
	8%	7%	9%	9%	7%	5%	9%	8%	7%	8%	6%	9%	8%	7%	8%	7%	11%
NETS																	
Net: Up to 3 months	584	451	133	235	349	193	363	28	333	251	241	204	140	325	259	569	15
	44%	47%	39%	40%	48%	57%	41%	31%	43%	47%	56%	43%	34%	47%	42%	44%	52%
Net: Up to 6 months	891	672	219	379	511	266	575	49	532	358	326	321	244	483	407	869	21
	68%	69%	63%	64%	71%	79%	65%	54%	68%	67%	76%	67%	60%	70%	65%	68%	76%
Net: More than 6 months	324	229	95	161	163	57	233	35	193	131	74	118	133	157	168	321	4
	25%	24%	27%	27%	23%	17%	26%	38%	25%	25%	17%	25%	33%	23%	27%	25%	13%

Experian - Pocket Money Madness Survey 2016

Q12. You said that your child saves money for the things they want. How long can your child stay focused on saving for something?

Base: All parents who say their child saves

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1311	1221	90	453	814	313	998	1120	125	66	344	285	160	331
Weighted Total	1314	1225	89	473	797	318	997	1132	117	66	327	317	173	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to 1 month	215	191	24	110	99	42	173	193	14	9	49	55	38	51
	16%	16%	27%	23%	12%	13%	17%	17%	12%	13%	15%	17%	22%	16%
More than 1 month, up to 3 months	369	342	27	159	198	80	289	315	35	19	102	85	42	86
	28%	28%	30%	34%	25%	25%	29%	28%	30%	28%	31%	27%	25%	27%
More than 3 months, up to 6 months	306	291	15	96	204	76	230	257	33	16	66	73	44	75
	23%	24%	17%	20%	26%	24%	23%	23%	28%	24%	20%	23%	25%	24%
More than 6 months, up to 1 year	194	185	10	52	136	63	131	166	14	15	48	42	22	54
	15%	15%	11%	11%	17%	20%	13%	15%	12%	23%	15%	13%	13%	17%
More than 1 year	130	125	5	28	102	36	94	112	15	3	31	33	15	33
	10%	10%	6%	6%	13%	11%	9%	10%	13%	5%	10%	10%	8%	11%
Don't know	99	91	8	27	58	21	78	89	5	5	31	30	12	16
	8%	7%	9%	6%	7%	7%	8%	8%	5%	7%	9%	9%	7%	5%
NETS														
Net: Up to 3 months	584	533	51	268	297	121	463	508	49	27	151	140	80	137
	44%	44%	57%	57%	37%	38%	46%	45%	42%	42%	46%	44%	47%	44%
Net: Up to 6 months	891	825	66	365	501	198	693	765	82	43	216	213	124	212
	68%	67%	74%	77%	63%	62%	70%	68%	70%	66%	66%	67%	72%	67%
Net: More than 6 months	324	309	15	80	237	99	225	277	29	18	79	75	36	87
	25%	25%	17%	17%	30%	31%	23%	25%	25%	27%	24%	24%	21%	28%

Experian - Pocket Money Madness Survey 2016

Q13. How would you rate your child's ability to manage their pocket money to buy the things that they want?

Base: All parents who give pocket money

	Total	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS	
		Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1060	1060	-	477	583	172	781	107	648	412	297	402	361	549	511	1035	25
Weighted Total	1079	1079	-	519	559	293	717	69	645	434	324	419	335	563	516	1050	29
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(5) 231	231	-	107	124	60	152	19	131	100	52	85	94	127	104	229	2
	21%	21%	-	21%	22%	20%	21%	28%	20%	23%	16%	20%	28%	23%	20%	22%	6%
Fairly good	(4) 568	568	-	276	292	173	358	37	346	222	176	230	163	292	275	552	16
	53%	53%	-	53%	52%	59%	50%	54%	54%	51%	54%	55%	48%	52%	53%	53%	54%
Neither good nor poor	(3) 211	211	-	107	104	49	154	9	123	88	84	73	54	107	104	201	10
	20%	20%	-	21%	19%	17%	21%	12%	19%	20%	26%	17%	16%	19%	20%	19%	35%
Fairly poor	(2) 59	59	-	24	36	10	46	3	39	20	11	29	19	30	29	58	1
	5%	5%	-	5%	6%	3%	6%	5%	6%	5%	3%	7%	6%	5%	6%	6%	5%
Very poor	(1) 10	10	-	6	4	2	7	1	6	4	2	2	6	7	3	10	-
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-
NETS																	
Net: good	799	799	-	383	416	232	510	57	477	322	228	315	256	419	380	782	17
	74%	74%	-	74%	74%	79%	71%	82%	74%	74%	70%	75%	76%	75%	74%	74%	60%
Net: poor	69	69	-	29	40	12	53	4	45	23	13	32	25	37	32	67	1
	6%	6%	-	6%	7%	4%	7%	6%	7%	5%	4%	8%	7%	6%	6%	6%	5%
Mean score	3.88	3.88	-	3.88	3.89	3.95	3.84	4.04	3.86	3.91	3.82	3.87	3.95	3.89	3.87	3.89	3.62
Standard deviation	.83	.83	-	.83	.84	.75	.87	.83	.84	.83	.76	.83	.91	.85	.82	.84	.69
Standard error	.03	.03	-	.04	.03	.06	.03	.08	.03	.04	.04	.04	.05	.04	.04	.03	.14

Experian - Pocket Money Madness Survey 2016

Q13. How would you rate your child's ability to manage their pocket money to buy the things that they want?

Base: All parents who give pocket money

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1060	982	78	371	657	258	802	907	94	59	294	218	142	253
Weighted Total	1079	999	80	396	648	263	816	934	86	59	281	252	156	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (5)	231 21%	228 23%	3 4%	50 13%	178 27%	81 31%	150 18%	204 22%	17 20%	10 17%	62 22%	55 22%	36 23%	52 21%
Fairly good (4)	568 53%	531 53%	37 47%	217 55%	339 52%	141 54%	427 52%	483 52%	53 62%	32 54%	145 51%	119 47%	90 58%	129 53%
Neither good nor poor (3)	211 20%	184 18%	27 33%	85 21%	107 17%	33 13%	178 22%	184 20%	13 16%	13 22%	58 21%	57 23%	24 16%	45 19%
Fairly poor (2)	59 5%	48 5%	12 15%	36 9%	21 3%	7 3%	52 6%	55 6%	2 3%	2 3%	14 5%	19 8%	6 4%	16 6%
Very poor (1)	10 1%	9 1%	1 1%	7 2%	2 *	1 *	9 1%	7 1%	- -	2 4%	3 1%	1 *	1 *	3 1%
NETS														
Net: good	799 74%	758 76%	41 51%	268 68%	517 80%	222 84%	577 71%	687 74%	70 82%	42 71%	207 73%	174 69%	125 80%	181 74%
Net: poor	69 6%	56 6%	13 16%	43 11%	23 4%	8 3%	61 7%	62 7%	2 3%	4 7%	17 6%	20 8%	6 4%	19 8%
Mean score	3.88	3.92	3.38	3.68	4.03	4.12	3.81	3.88	3.99	3.76	3.88	3.83	3.99	3.86
Standard deviation	.83	.82	.84	.87	.77	.75	.85	.84	.69	.91	.84	.87	.76	.86
Standard error	.03	.03	.09	.05	.03	.05	.03	.03	.07	.12	.05	.06	.06	.05

Experian - Pocket Money Madness Survey 2016

Q14. To what extent, if at all, are you concerned or not about your child's future ability to manage their finances well when they become financially independent?

Base: All parents

	Total	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS	
		Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4) 79	54	26	40	40	34	45	1	44	35	40	24	16	43	37	77	2
	5%	5%	6%	6%	5%	9%	4%	1%	5%	6%	7%	5%	3%	5%	5%	5%	4%
Somewhat concerned	(3) 491	342	149	239	252	138	323	30	297	194	170	155	166	261	230	485	7
	32%	32%	33%	34%	30%	36%	31%	28%	33%	31%	32%	30%	35%	33%	31%	33%	14%
Not very concerned	(2) 674	490	185	299	376	139	482	53	398	276	231	246	197	339	336	655	19
	44%	45%	41%	42%	45%	36%	46%	49%	44%	43%	43%	47%	42%	43%	45%	44%	42%
Not concerned at all	(1) 226	158	69	104	123	56	150	21	123	104	68	78	81	120	107	215	11
	15%	15%	15%	15%	15%	15%	14%	19%	14%	16%	13%	15%	17%	15%	14%	14%	24%
Don't know	61	35	26	24	37	17	42	3	35	26	31	18	12	30	32	55	7
	4%	3%	6%	3%	5%	4%	4%	2%	4%	4%	6%	3%	3%	4%	4%	4%	15%
NETS																	
Net: Concerned	571	396	175	279	292	172	368	31	341	230	210	179	182	304	267	562	8
	37%	37%	38%	40%	35%	45%	35%	29%	38%	36%	39%	34%	39%	38%	36%	38%	19%
Net: Not concerned	901	648	253	402	498	195	632	74	521	379	299	324	278	459	442	870	30
	59%	60%	56%	57%	60%	51%	61%	69%	58%	60%	55%	62%	59%	58%	60%	59%	66%
Mean score	2.29	2.28	2.31	2.31	2.26	2.41	2.26	2.10	2.30	2.27	2.36	2.25	2.25	2.30	2.28	2.30	1.98
Standard deviation	.79	.78	.81	.80	.78	.86	.76	.71	.77	.81	.81	.77	.78	.80	.78	.79	.82
Standard error	.02	.02	.04	.03	.03	.06	.02	.06	.03	.03	.04	.03	.03	.03	.03	.02	.14

Experian - Pocket Money Madness Survey 2016

Q14. To what extent, if at all, are you concerned or not about your child's future ability to manage their finances well when they become financially independent?

Base: All parents

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4) 79	73	6	79	-	25	54	71	4	4	30	17	11	13
	5%	5%	6%	14%	-	7%	5%	5%	3%	5%	8%	5%	5%	4%
Somewhat concerned	(3) 491	438	53	491	-	114	377	428	41	22	116	123	79	109
	32%	31%	46%	86%	-	33%	32%	32%	30%	29%	30%	33%	40%	30%
Not very concerned	(2) 674	632	42	-	674	137	538	573	64	38	165	148	83	176
	44%	45%	37%	-	75%	40%	45%	43%	46%	49%	43%	40%	42%	48%
Not concerned at all	(1) 226	221	6	-	226	59	168	196	22	9	61	61	21	53
	15%	16%	5%	-	25%	17%	14%	15%	16%	11%	16%	17%	11%	14%
Don't know	61	55	7	-	-	7	54	51	6	4	11	18	5	18
	4%	4%	6%	-	-	2%	5%	4%	4%	5%	3%	5%	3%	5%
NETS														
Net: Concerned	571	511	59	571	-	140	431	499	46	26	146	140	90	122
	37%	36%	52%	100%	-	41%	36%	38%	33%	34%	38%	38%	45%	33%
Net: Not concerned	901	853	48	-	901	195	706	768	86	46	226	209	104	228
	59%	60%	42%	-	100%	57%	59%	58%	62%	61%	59%	57%	52%	62%
Mean score	2.29	2.27	2.56	3.14	1.75	2.32	2.28	2.30	2.21	2.30	2.31	2.28	2.41	2.24
Standard deviation	.79	.79	.69	.35	.43	.85	.77	.79	.76	.75	.84	.81	.76	.75
Standard error	.02	.02	.07	.01	.01	.05	.02	.02	.06	.09	.04	.05	.06	.04

Experian - Pocket Money Madness Survey 2016

Q15. Do you believe your child's attitude towards money is influenced more by nature (their genes/qualities) or nurture (their personal experiences/environment)?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Nature	193	147	45	96	97	58	122	12	106	87	60	63	70	99	94	189	4
	13%	14%	10%	14%	12%	15%	12%	11%	12%	14%	11%	12%	15%	13%	13%	13%	9%
Nurture	537	363	175	241	297	145	359	33	332	205	192	188	157	290	248	521	16
	35%	34%	38%	34%	36%	38%	34%	31%	37%	32%	36%	36%	33%	37%	33%	35%	35%
Both equally	674	489	185	298	376	145	477	52	400	273	231	236	207	337	336	658	16
	44%	45%	41%	42%	45%	38%	46%	48%	45%	43%	43%	45%	44%	43%	45%	44%	35%
Don't know	129	80	50	70	59	35	84	10	59	70	57	35	38	66	63	120	10
	8%	7%	11%	10%	7%	9%	8%	10%	7%	11%	10%	7%	8%	8%	9%	8%	21%

Experian - Pocket Money Madness Survey 2016

Q15. Do you believe your child's attitude towards money is influenced more by nature (their genes/qualities) or nurture (their personal experiences/environment)?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Nature	193	176	17	103	86	46	147	170	12	11	52	43	38	37
	13%	12%	15%	18%	10%	13%	12%	13%	9%	14%	14%	12%	19%	10%
Nurture	537	504	33	182	340	134	403	460	52	25	133	129	66	132
	35%	36%	29%	32%	38%	39%	34%	35%	38%	33%	35%	35%	33%	36%
Both equally	674	628	46	239	414	149	524	571	65	38	162	160	80	169
	44%	44%	40%	42%	46%	44%	44%	43%	47%	49%	42%	44%	40%	46%
Don't know	129	111	19	47	61	13	117	117	9	3	36	35	15	30
	8%	8%	17%	8%	7%	4%	10%	9%	6%	4%	9%	10%	8%	8%

Experian - Pocket Money Madness Survey 2016

Q16. Thinking generally about children aged 5-18, which of the following do you think has the greatest influence on a child's behaviours and attitudes to money? Please select your top 3 influences.

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Parents	1046	706	340	473	573	223	744	80	632	415	383	340	324	533	514	1018	28
	68%	65%	75%	67%	69%	58%	71%	74%	70%	65%	71%	65%	69%	67%	69%	68%	61%
Peers	681	473	209	295	386	156	475	50	421	260	213	246	222	339	342	666	16
	44%	44%	46%	42%	47%	41%	46%	47%	47%	41%	39%	47%	47%	43%	46%	45%	35%
Television	376	253	124	167	210	92	260	24	210	166	151	138	88	177	199	370	6
	25%	23%	27%	24%	25%	24%	25%	22%	23%	26%	28%	26%	19%	22%	27%	25%	13%
Technology (e.g. the use of online gaming apps)	326	239	87	136	189	81	224	20	185	141	95	124	106	198	128	321	5
	21%	22%	19%	19%	23%	21%	22%	19%	21%	22%	18%	24%	23%	25%	17%	22%	10%
Siblings	264	202	62	136	128	70	173	21	162	101	75	100	89	133	131	255	9
	17%	19%	14%	19%	15%	18%	17%	20%	18%	16%	14%	19%	19%	17%	18%	17%	19%
Society/Celebrities	218	149	69	86	132	62	142	14	126	91	57	73	88	98	120	214	4
	14%	14%	15%	12%	16%	16%	14%	13%	14%	14%	11%	14%	19%	12%	16%	14%	9%
Teachers	155	113	42	75	79	64	81	10	84	71	89	39	26	82	73	152	2
	10%	10%	9%	11%	10%	17%	8%	9%	9%	11%	17%	8%	5%	10%	10%	10%	5%
Other	18	10	8	9	9	5	13	-	8	10	5	10	3	8	10	16	2
	1%	1%	2%	1%	1%	1%	1%	-	1%	2%	1%	2%	1%	1%	1%	1%	4%
None of the above	35	22	14	17	18	9	25	2	18	18	18	8	10	19	16	31	4
	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%	10%

Experian - Pocket Money Madness Survey 2016

Q16. Thinking generally about children aged 5-18, which of the following do you think has the greatest influence on a child's behaviours and attitudes to money? Please select your top 3 influences.

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Parents	1046	987	60	344	668	247	800	900	100	47	253	258	132	257
	68%	70%	52%	60%	74%	72%	67%	68%	73%	61%	66%	70%	66%	70%
Peers	681	635	47	270	384	157	525	570	74	37	157	170	75	168
	44%	45%	41%	47%	43%	46%	44%	43%	54%	49%	41%	46%	38%	46%
Television	376	346	30	151	213	74	303	321	36	19	98	94	37	93
	25%	24%	27%	27%	24%	22%	25%	24%	26%	25%	26%	26%	18%	25%
Technology (e.g. the use of online gaming apps)	326	294	32	139	170	82	244	293	22	11	78	78	47	89
	21%	21%	28%	24%	19%	24%	20%	22%	16%	14%	20%	21%	23%	24%
Siblings	264	248	16	83	173	68	196	228	20	15	55	71	43	59
	17%	17%	14%	15%	19%	20%	16%	17%	15%	20%	14%	19%	21%	16%
Society/Celebrities	218	196	21	115	98	42	176	190	15	12	55	55	37	44
	14%	14%	19%	20%	11%	12%	15%	14%	11%	15%	14%	15%	19%	12%
Teachers	155	147	7	76	76	54	101	125	20	10	43	28	26	27
	10%	10%	6%	13%	8%	16%	8%	9%	15%	13%	11%	8%	13%	7%
Other	18	18	-	3	14	3	15	14	4	-	3	7	3	2
	1%	1%	-	1%	2%	1%	1%	1%	3%	-	1%	2%	1%	*
None of the above	35	29	6	5	22	2	34	31	3	1	5	10	5	12
	2%	2%	5%	1%	2%	*	3%	2%	2%	1%	1%	3%	2%	3%

Experian - Pocket Money Madness Survey 2016

Q17. To the best of your knowledge, has your child received any financial education in their school?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	342	263	79	175	167	85	229	28	233	109	76	127	139	186	156	340	2
	22%	24%	17%	25%	20%	22%	22%	26%	26%	17%	14%	24%	29%	23%	21%	23%	5%
No	748	523	225	294	454	198	507	43	431	317	308	249	191	375	373	720	28
	49%	48%	50%	42%	55%	52%	49%	40%	48%	50%	57%	48%	40%	47%	50%	48%	62%
Don't know	443	293	150	236	207	99	307	37	234	209	155	145	143	231	212	428	15
	29%	27%	33%	33%	25%	26%	29%	34%	26%	33%	29%	28%	30%	29%	29%	29%	34%

Experian - Pocket Money Madness Survey 2016

Q17. To the best of your knowledge, has your child received any financial education in their school?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	342	328	13	140	195	342	-	272	52	18	69	79	45	79
	22%	23%	12%	24%	22%	100%	-	21%	38%	23%	18%	22%	23%	21%
No	748	686	62	287	429	-	748	655	59	34	192	180	108	176
	49%	48%	54%	50%	48%	-	63%	50%	43%	44%	50%	49%	54%	48%
Don't know	443	404	39	144	277	-	443	391	27	25	122	109	46	113
	29%	28%	34%	25%	31%	-	37%	30%	20%	33%	32%	30%	23%	31%

Experian - Pocket Money Madness Survey 2016

Q18. Do you try to take an active role in teaching your children how to manage money well?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	883	662	221	390	493	218	596	69	528	355	296	312	274	470	413	883	-
	58%	61%	49%	55%	60%	57%	57%	64%	59%	56%	55%	60%	58%	59%	56%	59%	-
Sometimes, but not as much as I would like	604	388	216	293	312	150	420	35	346	259	221	200	183	297	307	604	-
	39%	36%	48%	42%	38%	39%	40%	32%	39%	41%	41%	38%	39%	38%	41%	41%	-
No	46	29	17	23	23	15	27	4	24	21	22	9	15	25	21	-	46
	3%	3%	4%	3%	3%	4%	3%	4%	3%	3%	4%	2%	3%	3%	3%	-	100%
NETS																	
Net: At least sometimes	1487	1050	437	682	805	368	1016	103	873	614	517	513	457	767	720	1487	-
	97%	97%	96%	97%	97%	96%	97%	96%	97%	97%	96%	98%	97%	97%	97%	100%	-

Experian - Pocket Money Madness Survey 2016

Q18. Do you try to take an active role in teaching your children how to manage money well?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	883	860	23	296	562	219	664	758	79	45	216	200	116	227
	58%	61%	20%	52%	62%	64%	56%	58%	57%	59%	56%	54%	58%	62%
Sometimes, but not as much as I would like	604	524	81	267	309	121	484	520	54	31	157	158	74	132
	39%	37%	70%	47%	34%	35%	41%	39%	39%	40%	41%	43%	37%	36%
No	46	35	11	8	30	2	44	40	5	1	11	10	10	9
	3%	2%	9%	1%	3%	1%	4%	3%	4%	1%	3%	3%	5%	2%
NETS														
Net: At least sometimes	1487	1384	104	562	870	340	1147	1279	133	76	373	358	189	359
	97%	98%	91%	99%	97%	99%	96%	97%	96%	99%	97%	97%	95%	98%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	640	406	234	290	350	97	483	60	375	265	223	206	211	318	322	596	44
Weighted Total	650	417	233	315	335	165	447	39	370	280	243	209	198	322	328	604	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	237	159	78	125	111	36	184	16	160	76	67	84	85	113	123	231	6
	36%	38%	33%	40%	33%	22%	41%	43%	43%	27%	27%	40%	43%	35%	38%	38%	13%
I do not think my children are old enough yet	231	116	115	115	115	69	154	8	127	103	153	61	17	114	117	205	25
	35%	28%	49%	37%	34%	42%	34%	20%	34%	37%	63%	29%	8%	35%	36%	34%	55%
Lack of resources to help teach my child	85	59	27	31	55	29	52	5	47	38	31	18	37	38	48	83	2
	13%	14%	11%	10%	16%	17%	12%	14%	13%	14%	13%	9%	19%	12%	15%	14%	5%
Lack of confidence about financial issues	79	51	28	30	49	27	50	2	36	43	25	26	27	48	30	78	1
	12%	12%	12%	10%	15%	17%	11%	5%	10%	15%	10%	12%	14%	15%	9%	13%	2%
Lack of knowledge about financial issues	75	48	27	34	41	18	51	6	30	44	16	25	33	40	35	68	6
	11%	11%	12%	11%	12%	11%	11%	14%	8%	16%	7%	12%	17%	12%	11%	11%	14%
I think schools should teach this instead	62	54	8	34	28	15	43	3	32	30	14	26	21	32	30	59	2
	9%	13%	3%	11%	8%	9%	10%	9%	9%	11%	6%	13%	11%	10%	9%	10%	5%
Other	37	22	14	19	17	5	26	5	21	16	4	11	22	15	21	33	4
	6%	5%	6%	6%	5%	3%	6%	13%	6%	6%	1%	5%	11%	5%	7%	5%	8%
NETS																	
Net: Lack of confidence OR knowledge	125	83	42	54	71	39	81	6	57	68	32	43	51	73	52	119	6
	19%	20%	18%	17%	21%	24%	18%	14%	15%	24%	13%	20%	26%	23%	16%	20%	14%
Net: Lack of resources, confidence or knowledge	198	137	61	80	118	64	124	10	97	101	57	60	81	103	95	189	9
	30%	33%	26%	25%	35%	39%	28%	26%	26%	36%	24%	29%	41%	32%	29%	31%	19%
Net: Lack of confidence AND knowledge	28	15	13	10	19	7	20	2	9	19	10	9	10	15	13	28	1
	4%	4%	6%	3%	6%	4%	4%	5%	2%	7%	4%	4%	5%	5%	4%	5%	2%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	640	406	234	290	350	97	483	60	375	265	223	206	211	318	322	596	44
Weighted Total	650	417	233	315	335	165	447	39	370	280	243	209	198	322	328	604	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Lack of resources AND confidence AND knowledge	6	2	4	3	3	2	4	-	2	4	3	-	3	3	3	6	-
	1%	*	2%	1%	1%	1%	1%	-	1%	1%	1%	-	2%	1%	1%	1%	-

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	640	550	90	260	345	122	518	545	64	31	179	147	75	144
Weighted Total	650	559	91	275	339	123	527	560	59	31	167	168	84	141
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	237	206	31	103	120	55	182	207	21	9	68	67	25	47
	36%	37%	34%	37%	36%	44%	34%	37%	35%	28%	41%	40%	30%	33%
I do not think my children are old enough yet	231	217	14	81	132	32	199	193	25	12	56	51	31	56
	35%	39%	15%	29%	39%	26%	38%	34%	43%	40%	33%	30%	37%	39%
Lack of resources to help teach my child	85	68	17	44	37	19	67	79	6	1	25	22	13	18
	13%	12%	19%	16%	11%	15%	13%	14%	10%	2%	15%	13%	16%	13%
Lack of confidence about financial issues	79	50	28	43	33	12	66	64	10	5	17	25	11	11
	12%	9%	31%	16%	10%	10%	13%	11%	16%	15%	10%	15%	13%	8%
Lack of knowledge about financial issues	75	41	33	35	34	14	61	63	9	3	17	16	12	18
	11%	7%	37%	13%	10%	11%	12%	11%	16%	10%	10%	9%	15%	12%
I think schools should teach this instead	62	49	13	34	26	10	52	55	3	4	17	18	6	14
	9%	9%	14%	12%	8%	8%	10%	10%	4%	13%	10%	11%	7%	10%
Other	37	34	3	14	23	7	30	33	4	-	9	8	4	11
	6%	6%	3%	5%	7%	6%	6%	6%	7%	-	5%	5%	5%	8%
NETS														
Net: Lack of confidence OR knowledge	125	79	46	64	56	23	103	103	16	6	26	34	20	22
	19%	14%	50%	23%	16%	18%	19%	18%	28%	19%	16%	20%	24%	16%
Net: Lack of resources, confidence or knowledge	198	139	60	103	86	38	161	171	20	7	49	51	33	38
	30%	25%	65%	37%	25%	31%	30%	31%	35%	22%	29%	30%	40%	27%
Net: Lack of confidence AND knowledge	28	12	16	14	12	3	25	24	2	2	8	7	3	6
	4%	2%	17%	5%	3%	3%	5%	4%	4%	5%	5%	4%	4%	4%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	640	550	90	260	345	122	518	545	64	31	179	147	75	144
Weighted Total	650	559	91	275	339	123	527	560	59	31	167	168	84	141
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Lack of resources AND confidence AND knowledge	6	3	3	2	4	2	4	5	1	-	-	4	-	1
	1%	1%	3%	1%	1%	2%	1%	1%	2%	-	-	2%	-	1%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

by Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

									NETS			
	Total	Lack of time to teach them	Lack of knowledge about financial issues	Lack of confidence about financial issues	Lack of resources to help teach my child	I think schools should teach this instead	I do not think my children are old enough yet	Other	Net: Lack of confidence OR knowledge	Net: Lack of resources, confidence or knowledge	Net: Lack of confidence AND knowledge	Net: Lack of resources AND confidence AND knowledge
Unweighted Total	640	243	75	74	82	59	218	40	120	190	29	5
Weighted Total	650	237	75	79	85	62	231	37	125	198	28	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	237	237	15	20	22	16	35	2	27	44	7	3
	36%	100%	20%	25%	26%	27%	15%	5%	21%	22%	26%	47%
I do not think my children are old enough yet	231	35	10	11	9	8	231	-	15	21	5	3
	35%	15%	13%	13%	11%	12%	100%	-	12%	11%	18%	47%
Lack of resources to help teach my child	85	22	8	10	85	5	9	1	12	85	6	6
	13%	9%	11%	12%	100%	8%	4%	2%	10%	43%	20%	100%
Lack of confidence about financial issues	79	20	28	79	10	7	11	-	79	79	28	6
	12%	8%	38%	100%	11%	11%	5%	-	63%	40%	100%	100%
Lack of knowledge about financial issues	75	15	75	28	8	9	10	-	75	75	28	6
	11%	6%	100%	36%	10%	14%	4%	-	60%	38%	100%	100%
I think schools should teach this instead	62	16	9	7	5	62	8	-	12	15	3	-
	9%	7%	12%	8%	6%	100%	3%	-	10%	8%	12%	-
Other	37	2	-	-	1	-	-	37	-	1	-	-
	6%	1%	-	-	1%	-	-	100%	-	*	-	-
NETS												
Net: Lack of confidence OR knowledge	125	27	75	79	12	12	15	-	125	125	28	6
	19%	11%	100%	100%	14%	20%	7%	-	100%	63%	100%	100%
Net: Lack of resources, confidence or knowledge	198	44	75	79	85	15	21	1	125	198	28	6
	30%	19%	100%	100%	100%	24%	9%	2%	100%	100%	100%	100%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

by Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

								NETS				
	Total	Lack of time to teach them	Lack of knowledge about financial issues	Lack of confidence about financial issues	Lack of resources to help teach my child	I think schools should teach this instead	I do not think my children are old enough yet	Other	Net: Lack of confidence OR knowledge	Net: Lack of resources, confidence or knowledge	Net: Lack of confidence AND knowledge	Net: Lack of resources AND confidence AND knowledge
Unweighted Total	640	243	75	74	82	59	218	40	120	190	29	5
Weighted Total	650	237	75	79	85	62	231	37	125	198	28	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Lack of confidence AND knowledge	28	7	28	28	6	3	5	-	28	28	28	6
	4%	3%	38%	36%	7%	5%	2%	-	23%	14%	100%	100%
Net: Lack of resources AND confidence AND knowledge	6	3	6	6	6	-	3	-	6	6	6	6
	1%	1%	8%	7%	7%	-	1%	-	5%	3%	20%	100%

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

		GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
		Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total		1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total		1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
3	(3)	52	27	25	15	37	15	35	1	29	23	21	15	15	30	22	50	2
		3%	2%	6%	2%	4%	4%	3%	1%	3%	4%	4%	3%	3%	4%	3%	3%	4%
4	(4)	38	23	15	10	28	17	19	2	14	24	17	14	7	23	15	38	-
		2%	2%	3%	1%	3%	4%	2%	2%	2%	4%	3%	3%	1%	3%	2%	3%	-
5	(5)	187	132	54	69	118	46	132	9	111	75	80	53	54	93	94	187	-
		12%	12%	12%	10%	14%	12%	13%	8%	12%	12%	15%	10%	11%	12%	13%	13%	-
6	(6)	147	109	38	55	91	44	95	8	91	56	70	35	41	72	74	146	1
		10%	10%	8%	8%	11%	11%	9%	7%	10%	9%	13%	7%	9%	9%	10%	10%	2%
7	(7)	161	106	55	65	96	42	109	10	99	62	76	41	44	79	82	154	7
		11%	10%	12%	9%	12%	11%	10%	9%	11%	10%	14%	8%	9%	10%	11%	10%	16%
8	(8)	176	118	59	85	91	40	123	13	104	73	64	65	48	87	90	172	4
		12%	11%	13%	12%	11%	11%	12%	12%	12%	11%	12%	12%	10%	11%	12%	12%	9%
9	(9)	93	69	24	45	48	21	63	10	62	31	37	36	20	44	49	88	5
		6%	6%	5%	6%	6%	5%	6%	9%	7%	5%	7%	7%	4%	6%	7%	6%	11%
10	(10)	275	206	69	139	136	64	186	24	155	120	81	108	86	149	126	271	3
		18%	19%	15%	20%	16%	17%	18%	23%	17%	19%	15%	21%	18%	19%	17%	18%	8%
11	(11)	125	88	37	68	57	26	90	9	66	60	45	35	45	66	60	119	7
		8%	8%	8%	10%	7%	7%	9%	9%	7%	9%	8%	7%	10%	8%	8%	8%	15%
12	(12)	116	80	36	67	49	25	78	12	72	43	22	49	45	56	59	113	3
		8%	7%	8%	9%	6%	7%	8%	11%	8%	7%	4%	9%	10%	7%	8%	8%	6%
13	(13)	68	55	13	37	31	22	43	3	41	27	16	30	23	40	28	65	3
		4%	5%	3%	5%	4%	6%	4%	2%	5%	4%	3%	6%	5%	5%	4%	4%	7%
14	(14)	44	30	14	21	24	9	30	5	24	21	6	20	18	23	21	40	4
		3%	3%	3%	3%	3%	2%	3%	5%	3%	3%	1%	4%	4%	3%	3%	3%	9%
15	(15)	20	13	7	12	8	-	20	-	13	7	2	11	8	11	9	17	3
		1%	1%	2%	2%	1%	-	2%	-	1%	1%	*	2%	2%	1%	1%	1%	7%
16	(16)	15	11	4	7	8	7	9	-	8	8	2	7	7	11	4	15	-
		1%	1%	1%	1%	1%	2%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	-
17	(17)	6	5	2	4	2	2	4	1	4	2	-	1	5	3	3	5	2
		*	*	*	1%	*	*	*	1%	*	*	-	*	1%	*	*	*	4%

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	Total	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
		Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active	
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44	
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
18	(18)	10	8	2	6	3	4	6	-	6	4	2	2	6	5	4	8	2
		1%	1%	*	1%	*	1%	1%	-	1%	1%	*	*	1%	1%	1%	1%	4%
NETS																		
Net: 0-4	89	49	40	25	64	32	54	4	43	46	38	29	22	53	37	88	2	
	6%	5%	9%	4%	8%	8%	5%	3%	5%	7%	7%	6%	5%	7%	5%	6%	4%	
Net: 5-7	494	347	147	189	305	132	336	27	301	193	226	130	139	244	251	486	8	
	32%	32%	32%	27%	37%	34%	32%	25%	34%	30%	42%	25%	30%	31%	34%	33%	18%	
Net: 8-10	544	392	153	269	276	125	372	48	320	224	182	209	154	280	265	532	13	
	36%	36%	34%	38%	33%	33%	36%	44%	36%	35%	34%	40%	33%	35%	36%	36%	28%	
Net: 11-13	309	223	86	172	137	74	212	24	179	131	83	114	113	162	147	297	12	
	20%	21%	19%	24%	17%	19%	20%	22%	20%	21%	15%	22%	24%	20%	20%	20%	27%	
Net: 14-16	80	54	25	40	40	16	59	5	44	35	9	38	33	45	35	72	7	
	5%	5%	6%	6%	5%	4%	6%	5%	5%	6%	2%	7%	7%	6%	5%	5%	16%	
Net: 17-18	16	12	3	10	6	5	10	1	10	6	2	3	11	9	7	12	3	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	8%	
Mean score	8.70	8.81	8.44	9.20	8.28	8.49	8.75	9.08	8.70	8.70	7.90	9.10	9.18	8.77	8.64	8.65	10.61	
Standard deviation	3.07	3.05	3.12	3.01	3.06	3.19	3.06	2.65	3.04	3.12	2.71	3.06	3.28	3.15	2.99	3.04	3.55	
Standard error	.08	.09	.14	.12	.10	.21	.09	.21	.10	.13	.12	.14	.14	.11	.11	.08	.53	
Mean score	6.70	6.81	6.44	7.20	6.28	6.49	6.75	7.08	6.70	6.70	5.90	7.10	7.18	6.77	6.64	6.65	8.61	

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South	
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383	
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
3	(3)	52	44	7	18	28	6	46	42	6	3	14	10	9	10
		3%	3%	6%	3%	3%	2%	4%	3%	4%	4%	4%	3%	4%	3%
4	(4)	38	37	1	5	31	7	31	34	2	2	6	9	5	13
		2%	3%	1%	1%	3%	2%	3%	3%	1%	3%	2%	3%	3%	4%
5	(5)	187	176	10	70	112	50	137	158	19	10	39	57	20	42
		12%	12%	9%	12%	12%	15%	11%	12%	13%	13%	10%	16%	10%	11%
6	(6)	147	136	11	54	86	31	116	131	9	7	41	44	16	30
		10%	10%	9%	9%	10%	9%	10%	10%	7%	9%	11%	12%	8%	8%
7	(7)	161	146	15	65	90	31	130	143	12	7	37	37	29	40
		11%	10%	13%	11%	10%	9%	11%	11%	8%	9%	10%	10%	15%	11%
8	(8)	176	168	9	58	111	34	143	146	21	9	41	41	21	43
		12%	12%	8%	10%	12%	10%	12%	11%	15%	12%	11%	11%	11%	12%
9	(9)	93	85	8	37	51	19	74	79	11	3	21	22	14	23
		6%	6%	7%	7%	6%	5%	6%	6%	8%	4%	6%	6%	7%	6%
10	(10)	275	260	15	103	159	73	202	235	24	16	72	63	34	66
		18%	18%	13%	18%	18%	21%	17%	18%	18%	21%	19%	17%	17%	18%
11	(11)	125	115	11	52	70	27	98	112	6	8	33	26	18	34
		8%	8%	9%	9%	8%	8%	8%	8%	4%	10%	9%	7%	9%	9%
12	(12)	116	107	9	46	69	27	89	99	14	3	35	20	14	30
		8%	8%	8%	8%	8%	8%	7%	7%	10%	4%	9%	5%	7%	8%
13	(13)	68	61	7	22	45	11	58	55	9	4	16	16	9	13
		4%	4%	6%	4%	5%	3%	5%	4%	7%	5%	4%	4%	5%	4%
14	(14)	44	38	6	14	25	7	37	40	2	2	12	9	3	15
		3%	3%	5%	2%	3%	2%	3%	3%	2%	3%	3%	3%	2%	4%
15	(15)	20	17	4	10	10	5	15	18	1	1	5	5	3	5
		1%	1%	3%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
16	(16)	15	14	1	9	7	6	9	13	2	1	5	4	3	-
		1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	-

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	Total	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION						
		Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
17	(17)	6	-	4	2	3	4	5	2	-	1	1	-	3
		*	-	1%	*	1%	*	*	1%	-	*	*	-	1%
18	(18)	10	1	4	5	6	4	10	-	-	4	3	1	1
		1%	1%	1%	1%	2%	*	1%	-	-	1%	1%	*	*
NETS														
Net: 0-4	89	82	8	23	60	13	76	76	8	6	20	19	14	23
	6%	6%	7%	4%	7%	4%	6%	6%	6%	7%	5%	5%	7%	6%
Net: 5-7	494	458	36	188	287	112	383	432	39	24	117	138	65	112
	32%	32%	32%	33%	32%	33%	32%	33%	28%	31%	30%	37%	33%	30%
Net: 8-10	544	512	32	198	322	125	419	461	56	28	135	126	69	132
	36%	36%	28%	35%	36%	37%	35%	35%	40%	37%	35%	34%	34%	36%
Net: 11-13	309	283	27	120	183	65	244	265	29	15	84	62	42	78
	20%	20%	23%	21%	20%	19%	21%	20%	21%	20%	22%	17%	21%	21%
Net: 14-16	80	69	10	32	42	19	61	71	5	4	23	19	10	20
	5%	5%	9%	6%	5%	5%	5%	5%	4%	5%	6%	5%	5%	5%
Net: 17-18	16	15	1	8	7	8	7	14	2	-	5	4	1	4
	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	*	1%
Mean score	8.70	8.68	8.98	8.88	8.62	8.93	8.64	8.71	8.76	8.54	8.94	8.47	8.64	8.74
Standard deviation	3.07	3.05	3.35	3.10	3.04	3.22	3.03	3.08	3.08	3.02	3.14	3.11	3.02	3.00
Standard error	.08	.08	.31	.13	.10	.17	.09	.09	.25	.34	.16	.17	.22	.15
Mean score	6.70	6.68	6.98	6.88	6.62	6.93	6.64	6.71	6.76	6.54	6.94	6.47	6.64	6.74

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	999	420	655	764	354	964	101	845	573	511	484	424	733	685	1384	35
	93%	93%	92%	93%	92%	92%	92%	94%	94%	90%	95%	93%	90%	93%	92%	93%	76%
No	114	80	35	50	64	29	79	7	52	62	29	37	48	59	56	104	11
	7%	7%	8%	7%	8%	8%	8%	6%	6%	10%	5%	7%	10%	7%	8%	7%	24%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	1419	-	511	853	328	1090	1220	127	72	351	341	186	342
	93%	100%	-	90%	95%	96%	92%	93%	92%	94%	91%	93%	93%	93%
No	114	-	114	59	48	13	101	99	11	5	33	27	14	26
	7%	-	100%	10%	5%	4%	8%	7%	8%	6%	9%	7%	7%	7%

Experian - Pocket Money Madness Survey 2016

Q22. Which of the following factors, if any, mean you do not feel confident on this issue?

Base: All parents who do not feel confident in their abilities to teach their child money management

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	114	78	36	45	69	17	87	10	50	64	26	37	51	59	55	104	10
Weighted Total	114	80	35	50	64	29	79	7	52	62	29	37	48	59	56	104	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	30	22	8	19	12	7	21	2	16	14	7	12	11	14	16	28	2
	26%	27%	25%	37%	18%	24%	27%	32%	31%	22%	25%	33%	22%	24%	29%	27%	22%
Lack of knowledge about financial issues	64	44	20	28	36	14	47	3	23	41	18	17	28	30	34	57	7
	56%	55%	57%	56%	56%	46%	60%	50%	44%	66%	63%	47%	59%	51%	61%	55%	62%
Lack of confidence about financial issues	56	33	22	18	37	10	43	3	26	30	14	17	25	34	22	51	5
	49%	42%	65%	37%	58%	36%	55%	39%	50%	48%	49%	46%	51%	58%	39%	49%	47%
Other	7	5	2	3	4	3	3	-	6	1	2	5	1	2	5	7	-
	6%	7%	5%	6%	6%	12%	4%	-	12%	1%	6%	12%	2%	3%	10%	7%	-

Experian - Pocket Money Madness Survey 2016

Q22. Which of the following factors, if any, mean you do not feel confident on this issue?

Base: All parents who do not feel confident in their abilities to teach their child money management

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	114	-	114	58	50	13	101	98	11	5	37	25	12	24
Weighted Total	114	-	114	59	48	13	101	99	11	5	33	27	14	26
	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	30	-	30	18	11	6	24	25	5	-	6	8	4	7
	26%	-	26%	31%	23%	44%	24%	25%	49%	-	18%	30%	27%	29%
Lack of knowledge about financial issues	64	-	64	31	31	9	55	50	9	5	16	13	7	14
	56%	-	56%	52%	64%	66%	55%	51%	83%	100%	50%	48%	54%	54%
Lack of confidence about financial issues	56	-	56	26	25	4	52	52	3	1	16	17	6	13
	49%	-	49%	43%	52%	31%	51%	52%	31%	16%	50%	63%	42%	50%
Other	7	-	7	6	1	2	5	7	-	-	3	-	-	4
	6%	-	6%	10%	2%	18%	5%	7%	-	-	10%	-	-	15%

Experian - Pocket Money Madness Survey 2016

Q23. Do you feel your child currently receives enough support to learn how to manage money well in school?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	277	225	52	149	128	95	165	16	176	101	90	98	89	159	118	273	4
	18%	21%	11%	21%	15%	25%	16%	15%	20%	16%	17%	19%	19%	20%	16%	18%	8%
Some, but they could receive more support	534	394	140	258	276	151	343	40	313	221	184	203	147	270	264	527	7
	35%	37%	31%	37%	33%	39%	33%	37%	35%	35%	34%	39%	31%	34%	36%	35%	16%
No, they need to receive a lot more support	402	271	131	150	252	78	297	27	235	167	131	124	147	197	205	390	12
	26%	25%	29%	21%	30%	20%	28%	26%	26%	26%	24%	24%	31%	25%	28%	26%	25%
Don't know	320	189	131	148	172	60	237	24	174	146	135	97	89	166	154	297	23
	21%	18%	29%	21%	21%	16%	23%	22%	19%	23%	25%	19%	19%	21%	21%	20%	51%
NET: Could receive more	936	665	271	408	528	229	640	67	547	389	315	327	294	467	469	917	19
	61%	62%	60%	58%	64%	60%	61%	63%	61%	61%	58%	63%	62%	59%	63%	62%	41%

Experian - Pocket Money Madness Survey 2016

Q23. Do you feel your child currently receives enough support to learn how to manage money well in school?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	277	269	8	91	182	127	150	222	39	16	70	52	49	52
	18%	19%	7%	16%	20%	37%	13%	17%	28%	20%	18%	14%	25%	14%
Some, but they could receive more support	534	498	36	220	307	160	374	458	44	33	127	131	71	129
	35%	35%	31%	38%	34%	47%	31%	35%	32%	43%	33%	36%	36%	35%
No, they need to receive a lot more support	402	359	43	183	201	29	373	362	25	14	111	104	51	97
	26%	25%	37%	32%	22%	8%	31%	27%	18%	19%	29%	28%	26%	26%
Don't know	320	292	28	77	210	26	294	276	30	14	76	81	28	90
	21%	21%	24%	14%	23%	8%	25%	21%	22%	18%	20%	22%	14%	24%
NET: Could receive more	936	858	79	402	509	189	747	820	69	47	237	235	122	226
	61%	60%	69%	70%	56%	55%	63%	62%	50%	62%	62%	64%	61%	61%

Experian - Pocket Money Madness Survey 2016

Q24. Does your child currently use any apps that teach them about how to manage money?

Base: All parents

	GIVE POCKET MONEY		GENDER OF PARENT		AGE OF PARENT			SEG		AGE OF ELDEST CHILD 18 OR UNDER			GENDER OF ELDEST CHILD 18 OR UNDER		ACTIVE ROLE OF PARENTS		
	Total	Yes	No	Male	Female	18-34	35-54	55+	ABC1	C2DE	5-9	10-14	15-18	Male	Female	Active	Not-active
Unweighted Total	1533	1060	473	656	877	226	1141	166	914	619	505	512	516	792	741	1489	44
Weighted Total	1533	1079	454	705	828	383	1042	107	898	635	539	521	472	792	741	1487	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	23	19	4	10	13	8	14	-	18	5	7	11	5	13	10	23	-
	1%	2%	1%	1%	2%	2%	1%	-	2%	1%	1%	2%	1%	2%	1%	2%	-
No	1340	935	405	592	747	342	909	89	791	549	501	459	380	688	651	1303	36
	87%	87%	89%	84%	90%	89%	87%	83%	88%	86%	93%	88%	80%	87%	88%	88%	79%
Don't know	171	126	45	103	68	33	119	19	90	81	31	52	87	91	80	161	10
	11%	12%	10%	15%	8%	9%	11%	17%	10%	13%	6%	10%	19%	11%	11%	11%	21%

Experian - Pocket Money Madness Survey 2016

Q24. Does your child currently use any apps that teach them about how to manage money?

Base: All parents

	CONFIDENCE IN TEACHING ABOUT MONEY		PARENTAL CONCERN OVER CHILD'S MANAGEMENT OF FINANCES		EXPOSURE TO FE AT SCHOOL		REGION							
	Total	Confident	Not confident	Concerned	Not concerned	Yes	No/Don't know	England	Scotland	Wales	North	Midlands	London	South
Unweighted Total	1533	1419	114	548	925	340	1193	1305	151	77	406	330	186	383
Weighted Total	1533	1419	114	571	901	342	1191	1318	138	77	383	368	199	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	23	20	3	7	14	6	17	19	1	2	3	7	3	6
	1%	1%	2%	1%	2%	2%	1%	1%	1%	3%	1%	2%	2%	2%
No	1340	1251	89	502	791	283	1057	1147	123	70	334	315	175	323
	87%	88%	78%	88%	88%	83%	89%	87%	89%	91%	87%	86%	88%	88%
Don't know	171	148	23	62	96	53	117	152	14	5	46	46	21	39
	11%	10%	20%	11%	11%	16%	10%	12%	10%	6%	12%	13%	10%	11%