

# THE SAVING AND SPENDING HABITS OF AUSSIE CHILDREN.

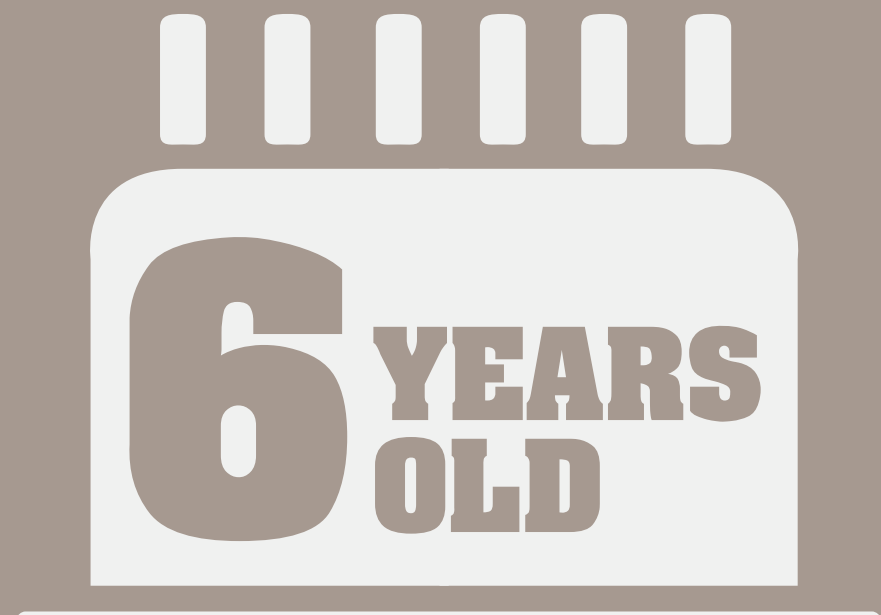
## A PARENT'S PERSPECTIVE



THE NATIONAL POCKET MONEY ECONOMY IS ESTIMATED AT **\$1.4 BILLION**

PER ANNUM WITH ALMOST 80% OF AUSSIE PARENTS REGULARLY GIVING THEIR CHILDREN POCKET MONEY.

AVERAGE AGE CHILDREN START RECEIVING POCKET MONEY:



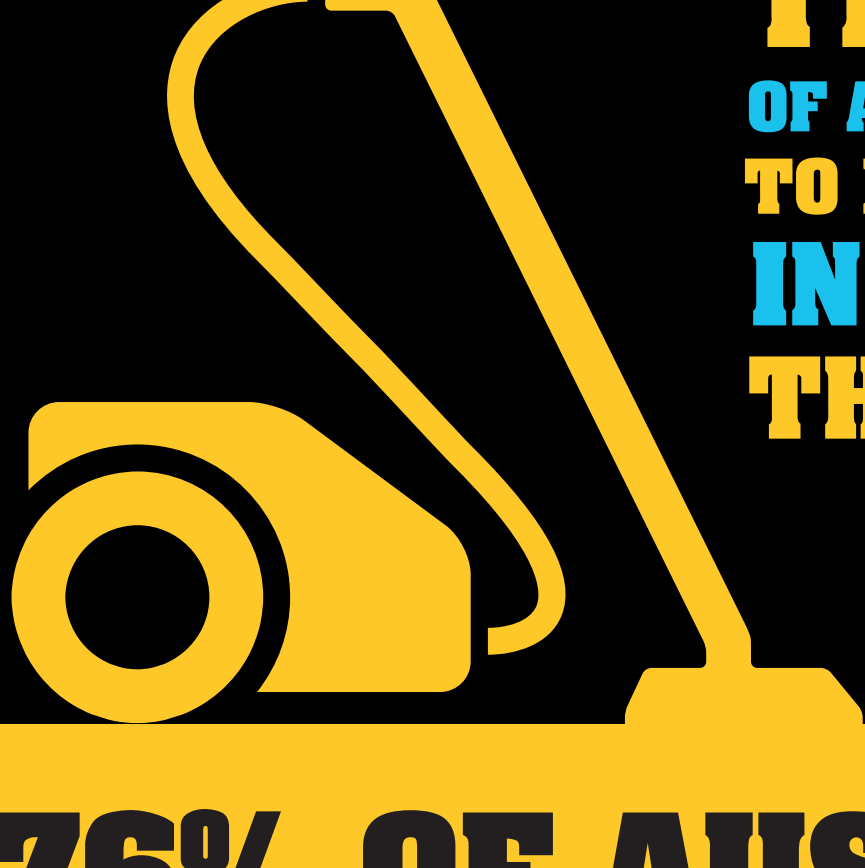
AUSSIE CHILDREN CURRENTLY GET AN AVERAGE OF

**\$10.17**

POCKET MONEY A WEEK.

**IN FACT, AUSSIE CHILDREN EARNED AN AVERAGE OF \$276.18 LAST YEAR FROM SOURCES OUTSIDE POCKET MONEY! AND BOYS EARNED MORE THAN GIRLS...**

**4 IN 5 PARENTS BELIEVE CHILDREN DON'T REALISE THE VALUE OF MONEY UNLESS THEY EARN IT.**



**THAT'S WHY 71% OF AUSSIE CHILDREN ARE EXPECTED TO DO SOME HOUSEHOLD CHORES IN ORDER TO RECEIVE THEIR POCKET MONEY.**

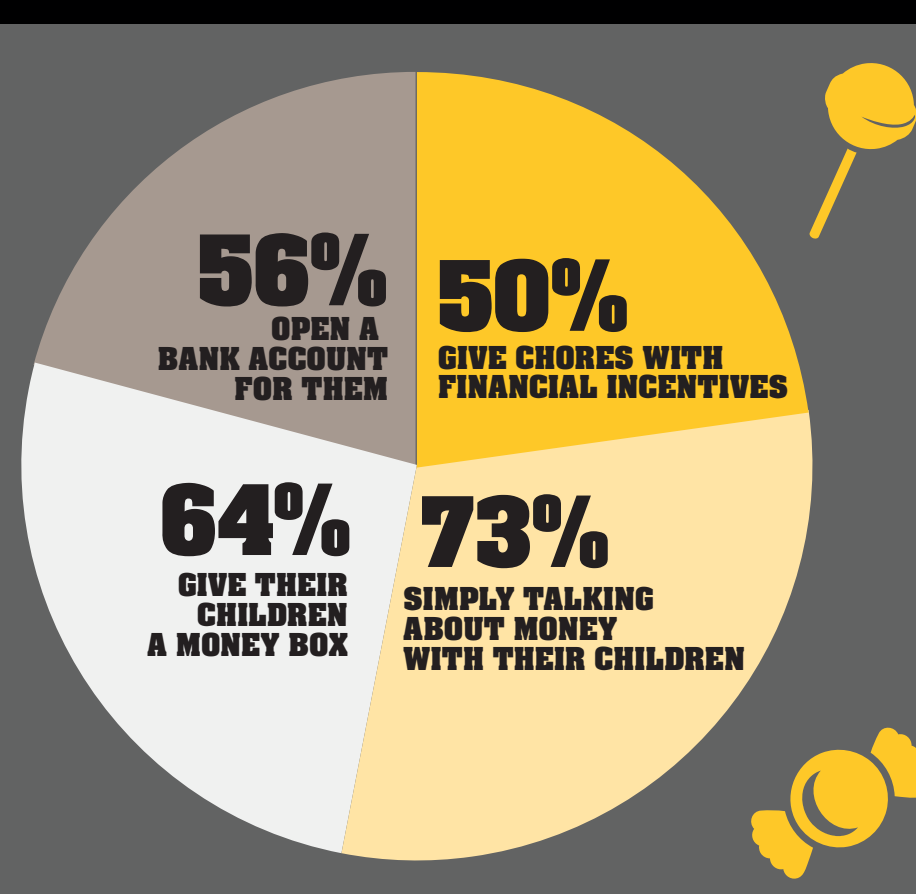
**76% OF AUSSIE PARENTS TEACH THEIR CHILDREN THE IMPORTANCE OF SAVING FOR A RAINY DAY.**



**BUT ONLY 30% OF CHILDREN SAVE ALL OF THE TIME AND 33% HARDLY EVER OR NEVER PUT THEIR POCKET MONEY INTO A BANK ACCOUNT.**

**AUSSIE CHILDREN ARE MOST LIKELY TO SPEND THEIR MONEY ON FOOD, SNACKS AND LOLLIES.**

HOW AUSSIE PARENTS HELP THEIR CHILDREN UNDERSTAND THE CONCEPT OF MONEY:



**DESPITE MAKING A GOOD EARNING FROM POCKET MONEY 68% OF CHILDREN SEEK MONEY OUTSIDE THEIR POCKET MONEY ALLOCATION:**



THROUGH PRESENTS



THE TOOTH FAIRY



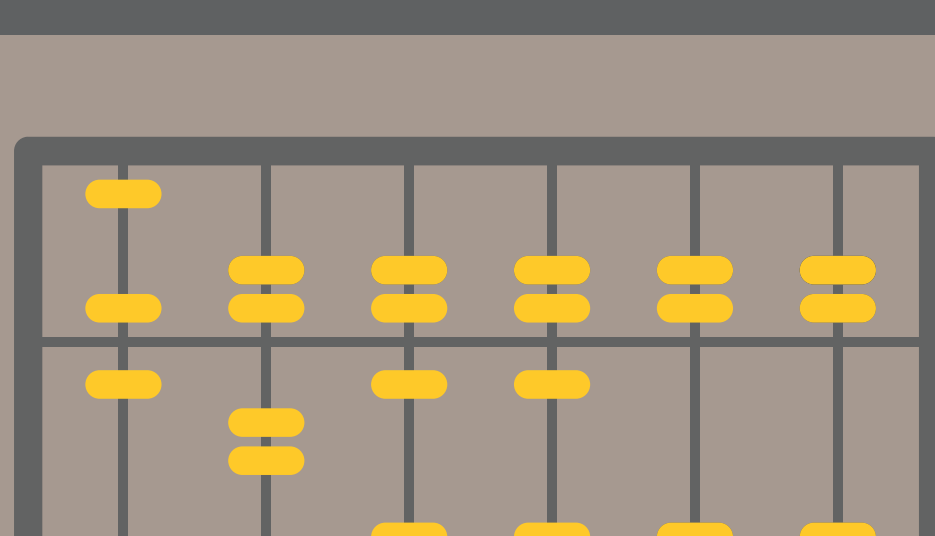
OR AS A REWARD FOR GOOD GRADES



**BOY'S AVERAGE: \$296.60**



**GIRL'S AVERAGE: \$255.09**



**59% OF PARENTS CONSIDER THEIR CHILDREN TO BE FINANCIALLY SAVVY. IN FACT, 24% OF PARENTS BELIEVE THEIR CHILDREN MANAGE THEIR FINANCES BETTER THAN THEY DO.**

**EVEN SO, 79% OF PARENTS BELIEVE THEY COULD IMPROVE HOW THEY TEACH THEIR CHILDREN ABOUT MONEY MANAGEMENT.**

COMMBANK HAS A PROUD HISTORY OF PROVIDING FINANCIAL EDUCATION PROGRAMS TO YOUNG AUSTRALIANS TO IMPROVE THE NATION'S FINANCIAL LITERACY. FIND OUT MORE AT: [WWW.COMMBANK.COM.AU/SCHOOLBANKING](http://WWW.COMMBANK.COM.AU/SCHOOLBANKING)



The study was conducted by Loneragan Research among 1,023 Australians aged 18 years and over who are a parent of a child / children aged 4 - 15 years. Fieldwork commenced on Friday, January 11 and was completed on Monday, January 21, 2013. All data has been weighted to the latest population estimates sourced from the Australian Bureau of Statistics.