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This is the **Annual Halifax Pocket Money Survey**, an ongoing research series published by Halifax, examining the saving and spending habits of eight to 15 year olds and parents. The survey is compiled using independent market research carried out for Halifax. Halifax, the UK's largest savings provider, has been conducting research into children's pocket money since 1987.

## Ker-ching! Children's pocket money hits nine-year high

- Average weekly pocket money increases to £6.55
- Four fifths of children now save at least some of their pocket money – up 9% in the last year
- Boys now receive 12% more pocket money than girls

The average weekly allowance parents give to their children has risen to its highest level for nine years, according to this year's annual *Halifax Pocket Money Survey*.

On average, children now receive £6.55 per week from a parent or guardian, an increase of almost six per cent in the last year. Not since 2007 have children received more pocket money, which suggests a loosening of the family purse strings after almost a decade. The number of children receiving pocket money has also increased by three per cent in the last 12 months to four in five (81%).

On average, eight year-olds receive £5.06 with 15 year-olds receiving £7.85. However, it is nine year-olds who receive the least on average (£4.68) and 14 year-olds who receive the most (£8.03). Despite the pocket money pay rise, just over two fifths (42%) of children still believe they should receive more pocket money than they do, up one per cent on last year. However, over half (51%) believe they receive the right amount of money. Just over one in five (23%) believe their friends get more pocket money than they do (down 2% on last year) and almost half (45%) say knowing how much their friends get is important to them, a significant increase on 2015 (37%).

**Giles Martin, Head of Halifax Savings, said:** "It's reassuring to see that the average weekly amount has reached a nine-year high. Some parents are clearly not feeling the pinch in the same way as they have done in recent years, when weekly pocket money dipped as low as £5.89. It's likely it'll be a few more years until we reach the dizzy heights of £8.37 in 2005 though, when we saw the highest average pocket money since our records began."

### Savvy savers

On average, significantly more children now save some of their pocket money, up to 79 per cent compared to just 70 per cent last year. Almost one in eight (12%) now save all of it, up from 10 per cent last year. Almost a third (30%) save half of it, up from a quarter (25%) last year. For the previous two years more boys than girls were saving their pocket money but now there is no difference. When it comes to age, 10 year-olds are the savviest savers, with almost nine in 10 (88%) saving some or all of their pocket money, and 13 year-olds are least likely to save, at just seven in 10 (71%). Children who live in London have by far the strongest savings habit, with well

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over nine in 10 (94%) saving some or all of their pocket money. Conversely, the savings culture in Yorkshire and Humberside is worst, with just two thirds (67%) choosing to save.

Nine in 10 (90%) parents say they encourage their children to save some of their pocket money, with almost one in 10 (9%) admitting they encourage their children to save it all. On average, parents say they start giving their children pocket money between the age of six and seven.

**Giles continued:** "Pocket money is a great training tool in money management and a fantastic way of instilling a sense of the value of money from an early age. Getting children to set aside even just a small amount each week can help them to develop a strong savings habit that will serve them well through to adulthood, so it's particularly encouraging to hear that almost four in five children are now doing so."

## Master Moneybags

Boys are receiving significantly more pocket money than girls. On average, boys receive £6.93, compared to just £6.16 for girls, meaning boys are over 12 per cent better off. Last year boys also received more pocket money than girls, but the difference was just two per cent. Despite boys getting much more than the girls, they are more likely to think they should have more pocket money than girls are (44% vs 39%).

## Kids in the East get the least

Children in East Anglia get by far the least pocket money and have also seen the greatest cut in the last year. On average, children in the eastern counties receive just £4.96 per week, almost 12 per cent less than in 2015. Children in London receive the most pocket money, at £8.21, and those in the South West have seen the biggest increase in the last year at 13.6 per cent.

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Table 1 – Pocket money by year

Year	Average pocket money	Year	Average pocket money
1987	£1.13	2005	£8.37
1988	£1.24	2006	£8.20
1992	£1.48	2007	£8.01
1994	£1.25	2008	£6.13
1995	£1.78	2009	£6.24
1996	£1.70	2010	£5.89
1997	£1.67	2011	£6.25
1998	£1.76	2012	£5.98
2000	£3.60	2013	£6.50
2001	£2.81	2014	£6.35
2003	£5.79	2015	£6.20
2004	£7.82	2016	<b>£6.55</b>

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**Table 2 – Pocket money by region given by parents or guardians by region**

Region	Average pocket money per week 2016	Average pocket money per week 2015	Year on Year % change
Scotland	£7.06	£7.27	-2.8%
North East	£6.51	£6.00	+8.5%
North West	£6.68	£6.01	+11.1%
Yorkshire/Humberside	£6.25	£5.84	+7%
East Midlands	£5.33	£5.64	-5.5%
West Midlands	£5.84	£5.45	+7.2%
East Anglia	£4.96	£5.63	-11.9%
London	£8.21	£7.65	+7.3%
South East	£6.83	£6.16	+10.8%
South West	£6.36	£5.60	+13.6%
Wales	£6.44	£6.17	+4.4%
<b>National average</b>	<b>£6.55</b>	<b>£6.20</b>	<b>+5.6%</b>

**Notes to editor:**

TNS Omnibus surveyed 1202 children aged 8-15 between 1 May and 23 May 2016 and 575 parents of children aged 0-15 between 10 May and 16 May 2016.

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