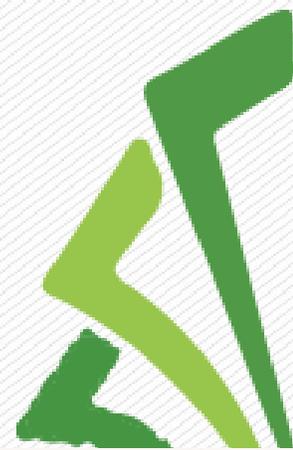




# POCKET MONEY



# France Pocket Money

December 2019





The world of kids is far more complex and diverse now, with more activities, more solicitations from everywhere → Kids preferences, loves, lives, habits: 14 different reports



★ Special or Topical Reports – mini Topical reports

★ Special Reports – includes data extracts from other reports



Methodology of the report



# Global Perspective: Reports available in 12 countries



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## Europe & ME

Denmark, France, Germany, Italy, Poland, Saudi Arabia, Spain, Turkey, United Kingdom

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## North America

United States



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## Asia

Japan

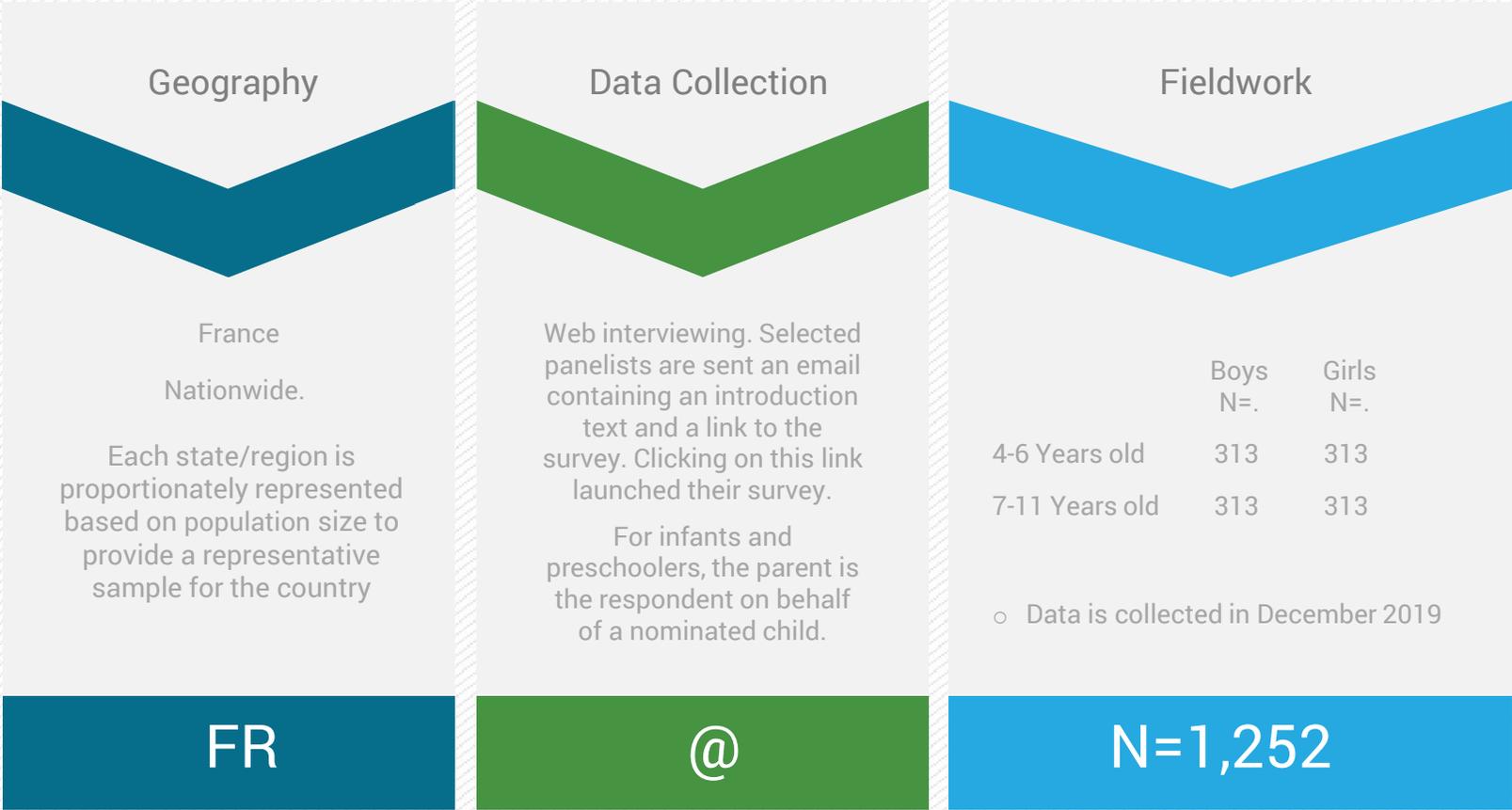
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## Africa

South Africa



# The survey is constructed to ascertain the behaviors within each age group and gender and their merchandise appeal





# Assumptions and Sources for the calculation of the Pocket Money Market sizes by year



## Frequency coefficients

- *Every month*: 12 times a year
- *Every week*: 52 times a year
- *Occasionally*: 3 times a year
- *Other*: 0 times a year

## Amount coefficients

- 20 €/\$/... or more : 21€/\$/... in all countries.

## US Dollars exchange rate

- Source: *Currency Converter*  
(<https://www.xe.com/currencyconverter/>)

## Kids 3-18 Population

- Source: *World Population Prospects, The 2019 Revision* (<http://esa.un.org/unpd/wpp>)



# Kids receiving pocket money

How many children receive pocket money and how often?



# 56% of kids aged 4-11 receive pocket money; as expected there are more as they get older

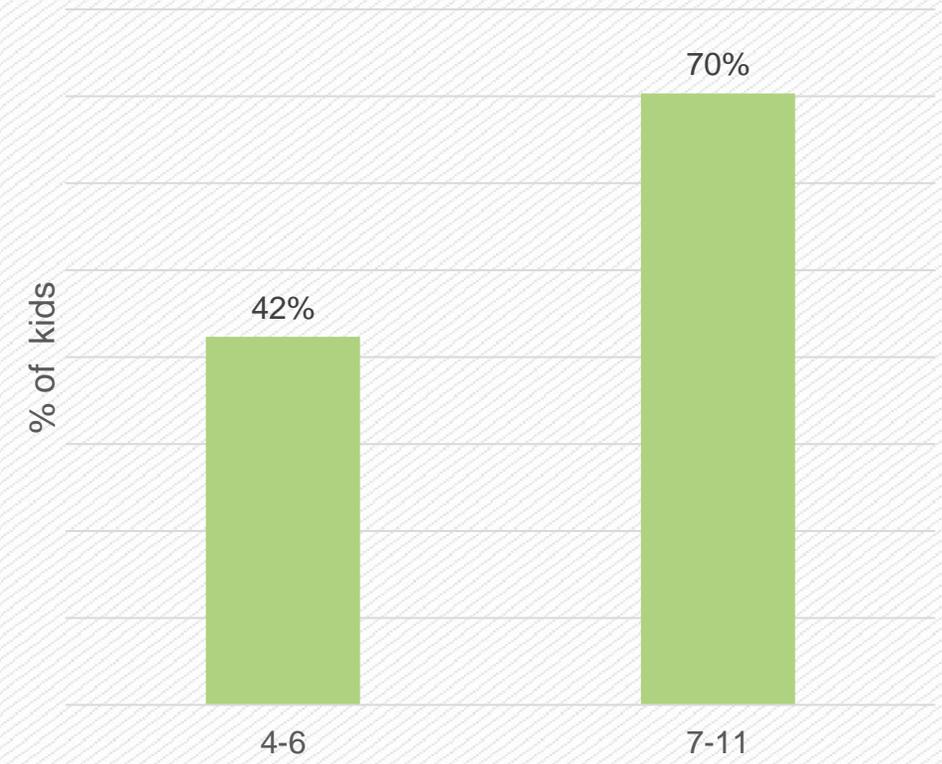


Kids receiving pocket money  
France - Kids 4-11

56%



Kids receiving pocket money  
France - Kids 4-11





# As households get more affluent, the number of kids receiving pocket money income increases



Kids receiving pocket money  
France - Kids 4-11

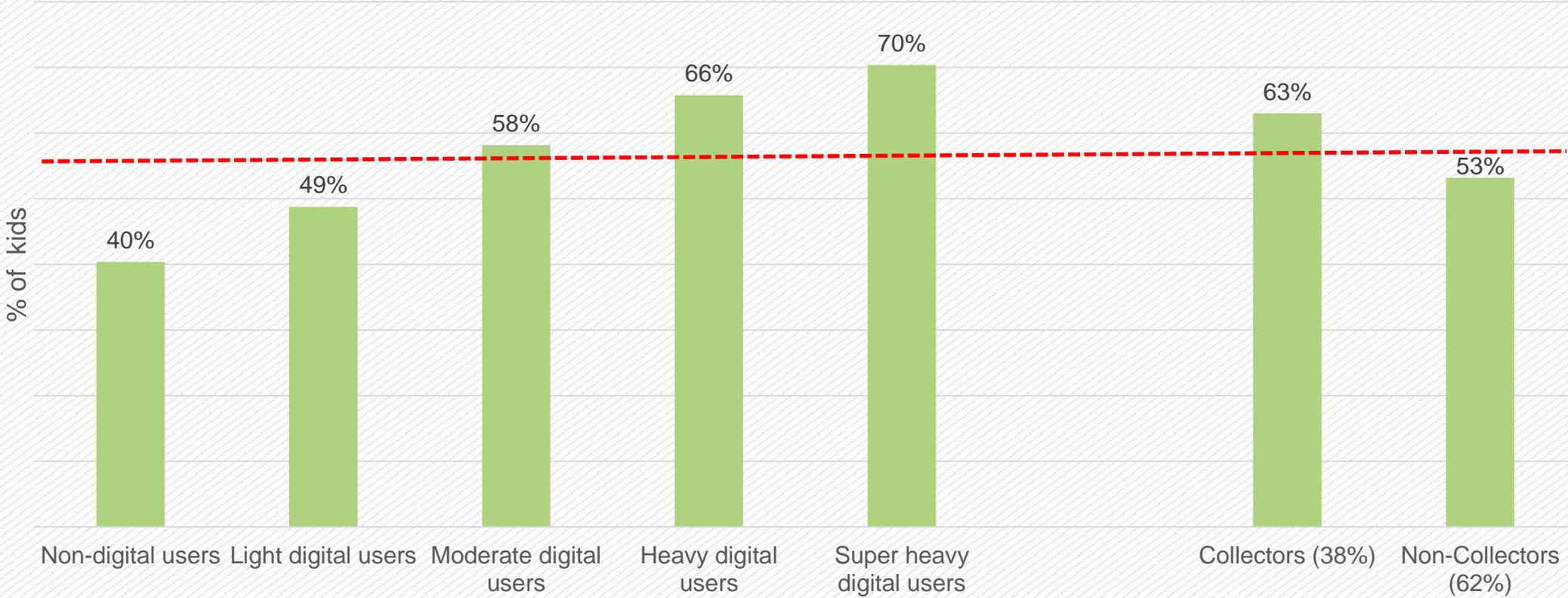




Interestingly, the more they use screens, the more they get pocket money: touchpoint!  
Kids collecting are also allocated to pocket money



Kids receiving pocket money  
France - Kids 4-11

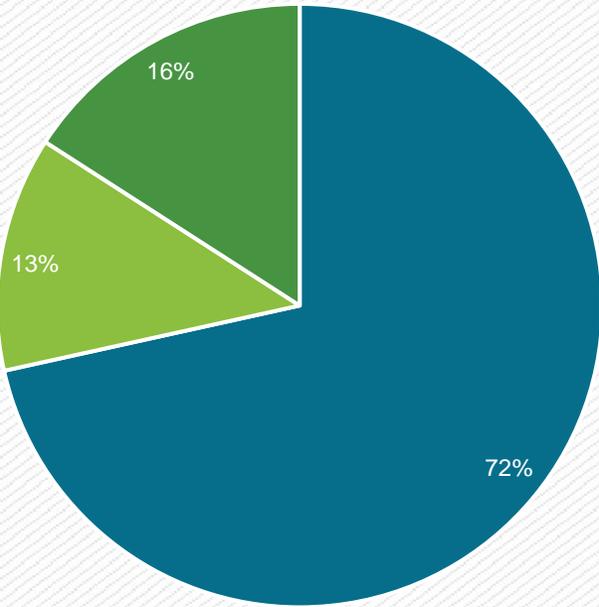




72% of kids who receive pocket money, receive it occasionally. As kids get older, they are slightly more likely to receive pocket money on a monthly basis.



Frequency of receiving pocket money  
France – Kids 4-11



■ Yes, occasionally   ■ Yes, every week   ■ Yes, every month

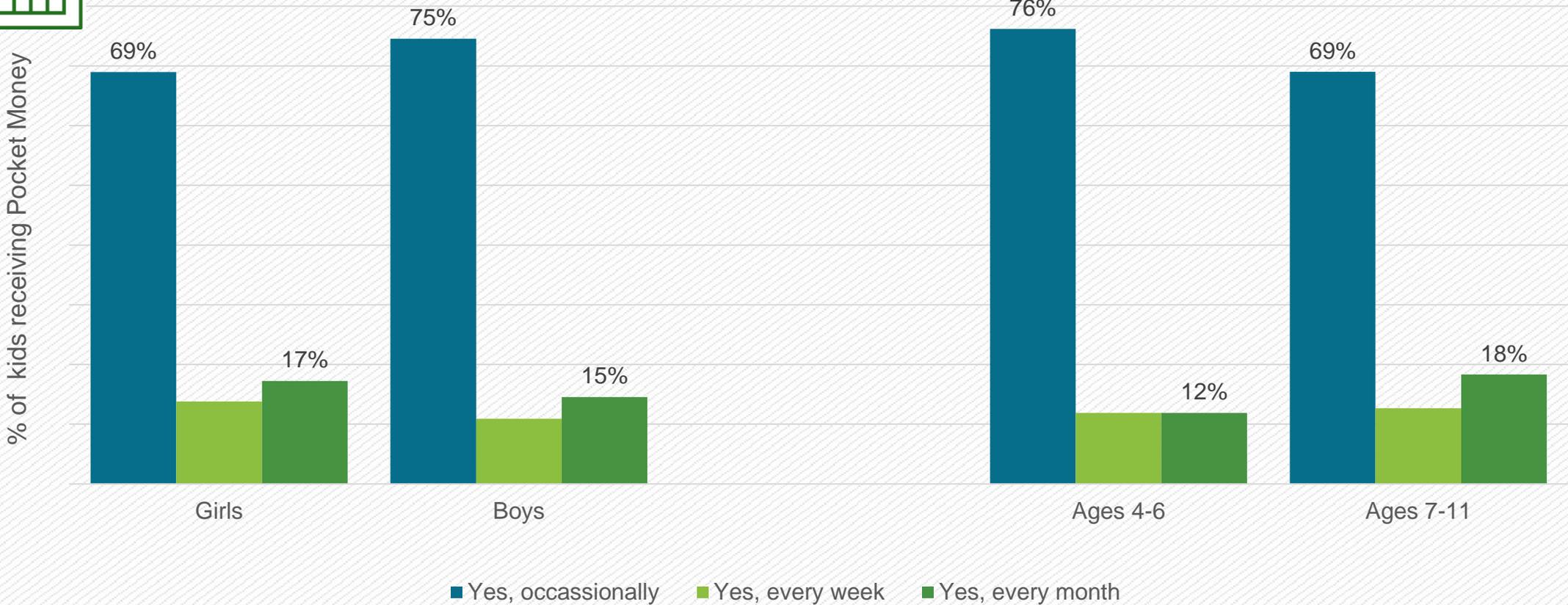




Although occasional is the key frequency of giving pocket money to 4-11 years old kids, a more regular frequency increase as kids get older.



Kids receiving pocket money  
France - Kids 4-11

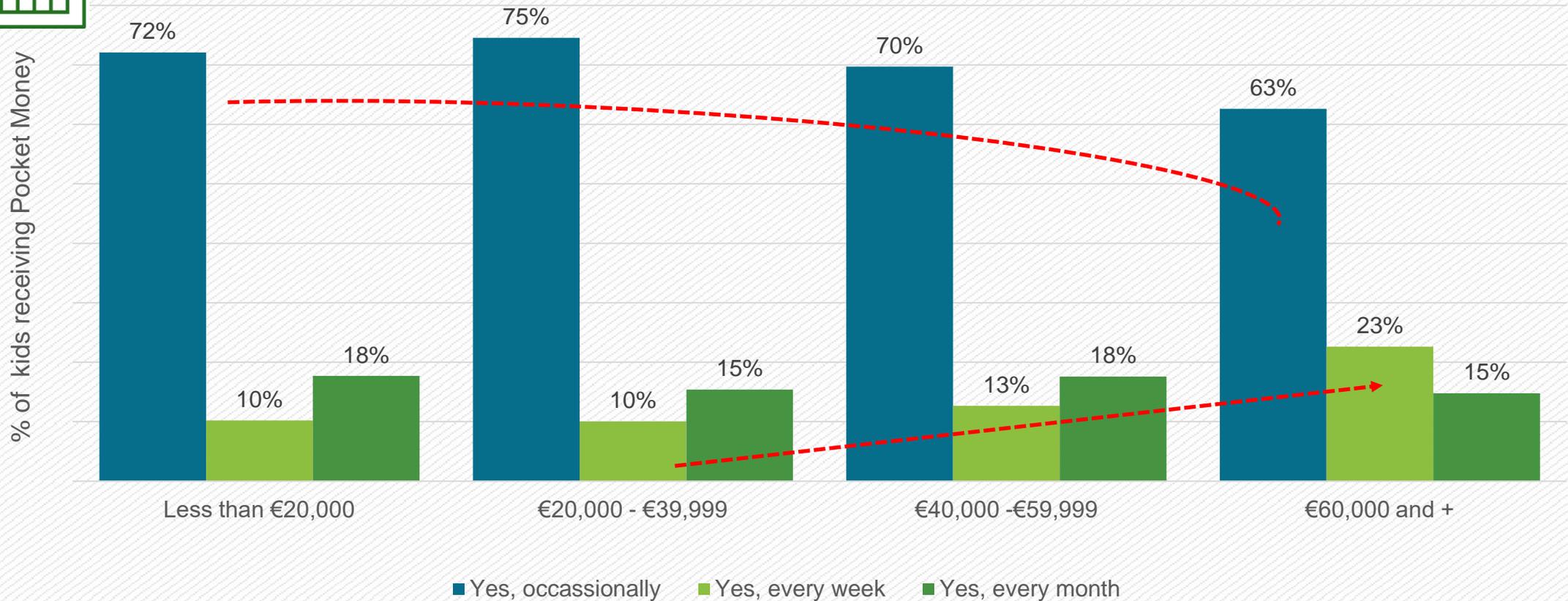




# As households get more affluent, the number of kids receiving weekly income increases



### Kids receiving pocket money France - Kids 4-11

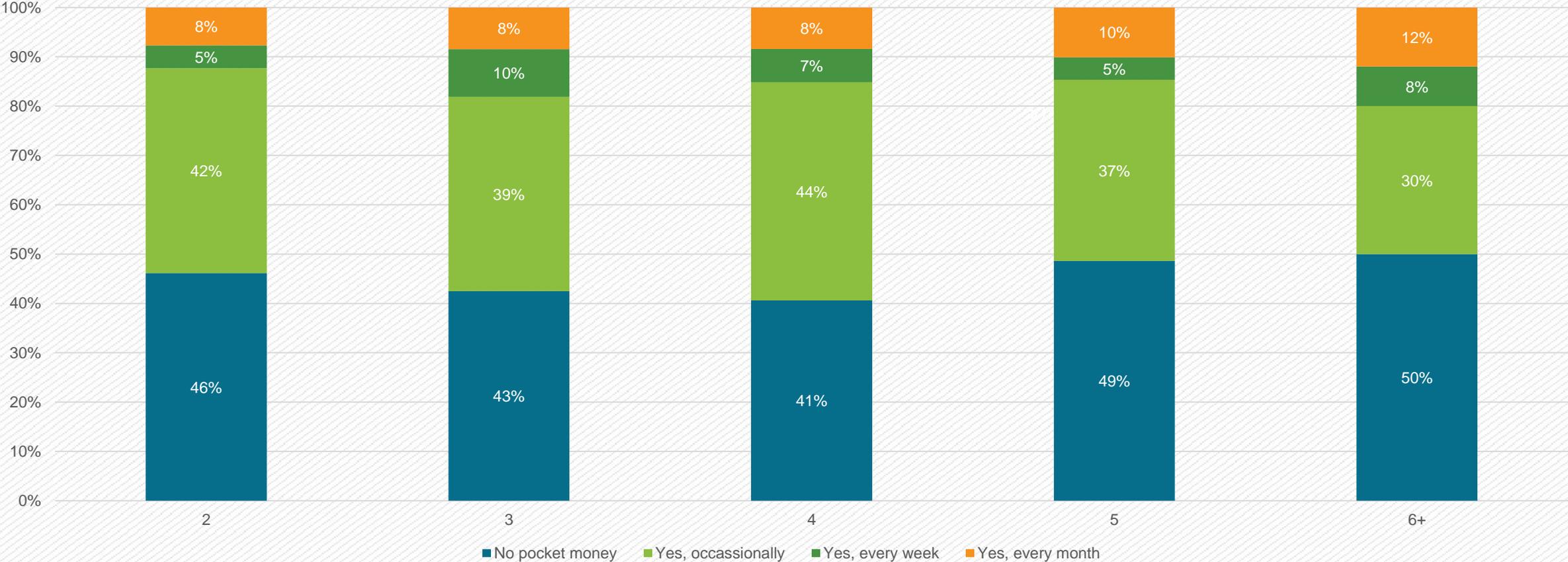




# The size of the household does not impact the part of kids receiving pocket money



Frequency of receiving pocket money  
By number of persons in household  
France – kids 4-11

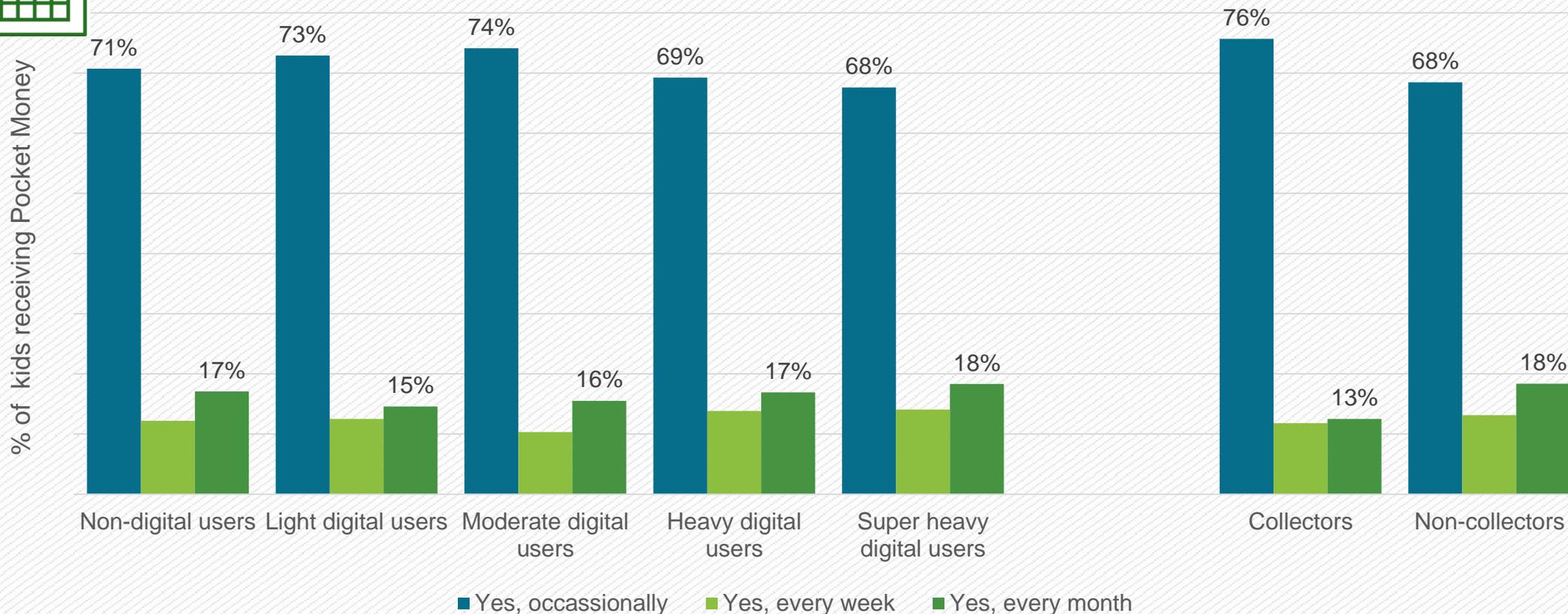




# The same pattern applies to the digital users, as well as collectors



### Kids receiving pocket money France - Kids 4-11

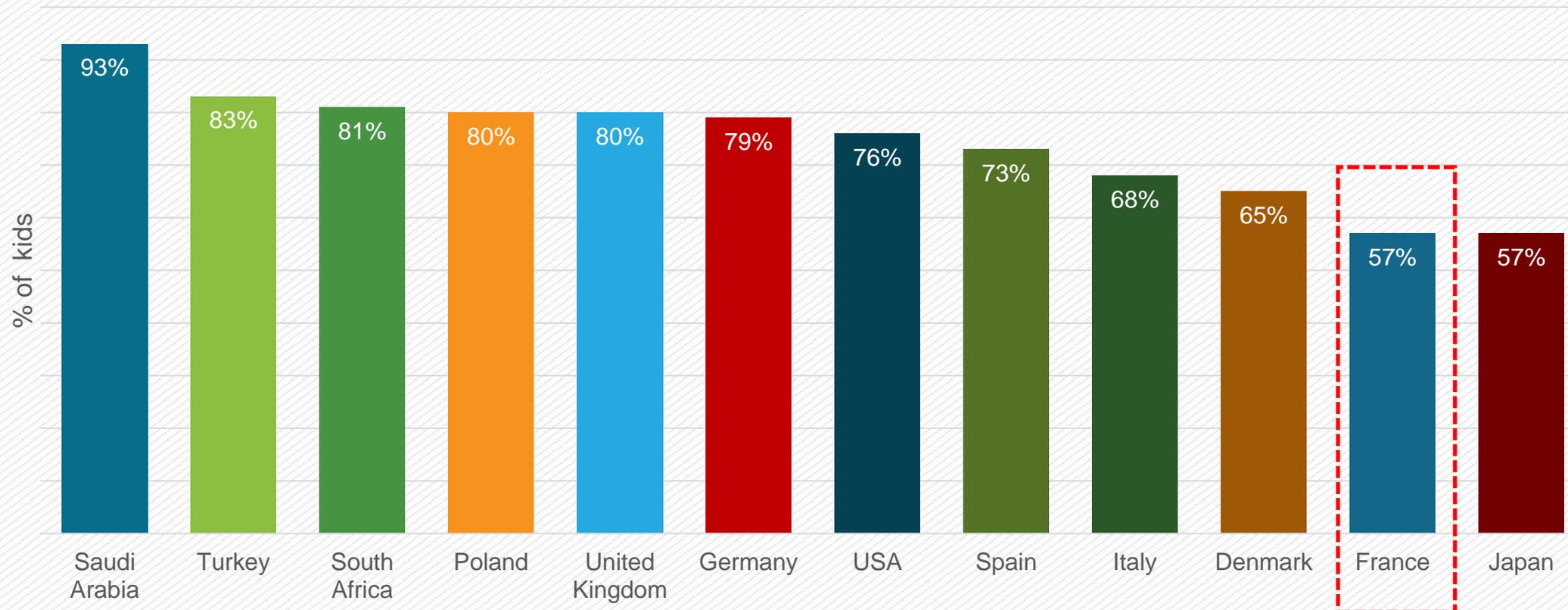




Compare to their international counter-parts, French kids are less to receive pocket money than most of the countries surveyed. 80% of the British kids receive pocket money



Kids receiving pocket money  
International - Kids 4-11

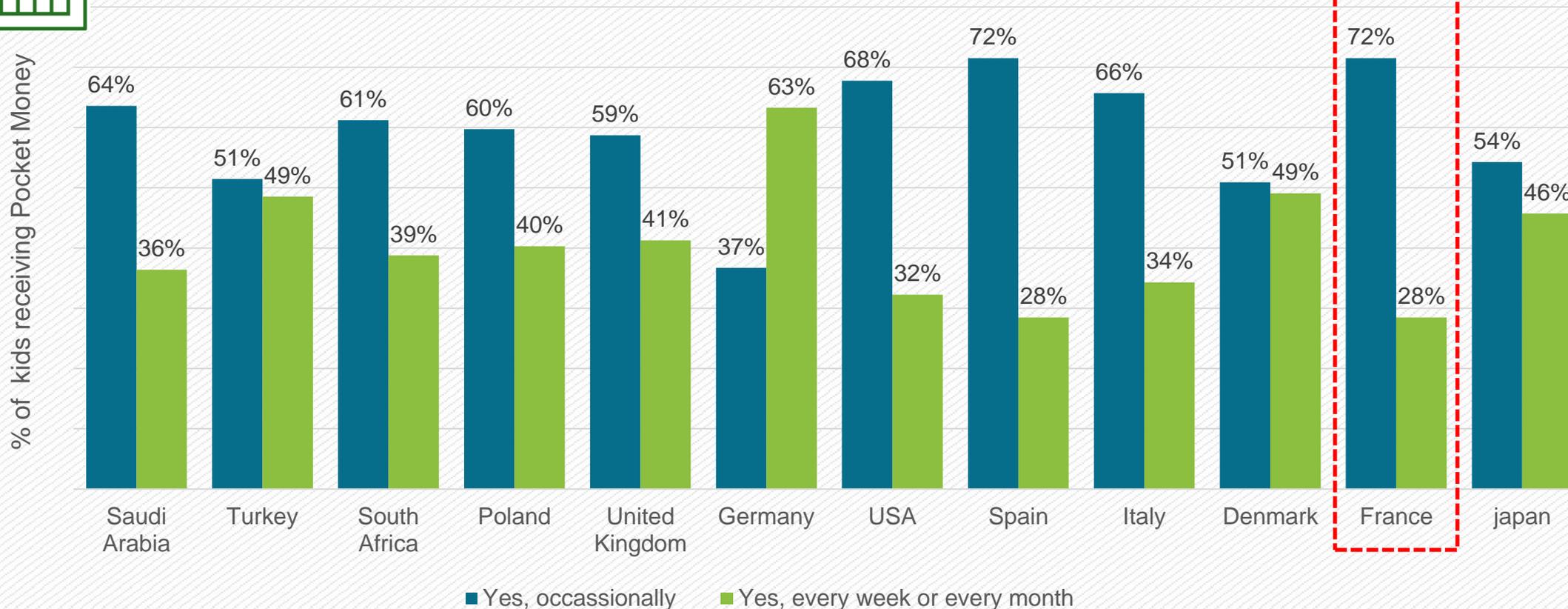




Kids aged 7-11 are most likely to receive an occasional €10-\$19 of pocket money, whereas kids 4-6 are more likely to receive an occasional €9 or less



Kids receiving pocket money  
International - Kids 4-11



Ranked by decreasing order of % of kids receiving pocket money



# Income

How much do they receive and do the parents think it's enough ?



# Children who receive pocket money receive between 14 \$ and 16 \$ per month depending on age

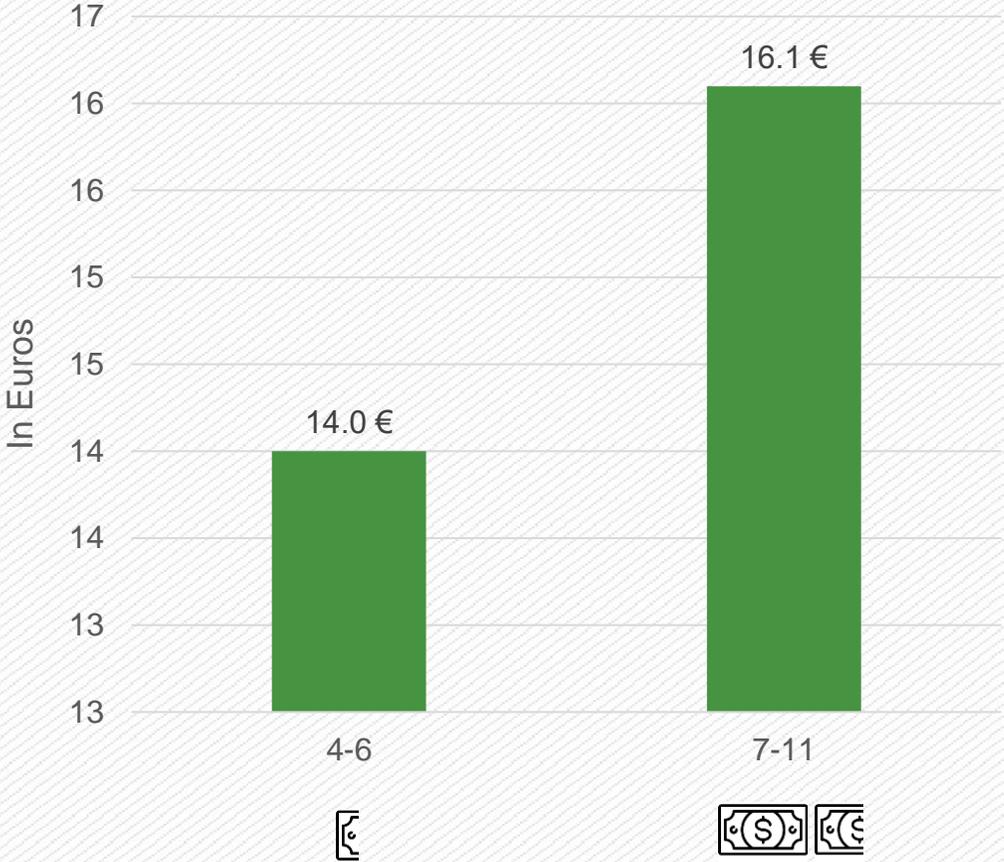


Average amount of Pocket Money per month  
France - Kids 4-11

**Kids 4-11**  
**15,30 Euros / month**



Average amount of Pocket Money per month  
France - Kids 4-11





# Children who receive pocket money receive between 14 \$ and 16 \$ per month depending on age

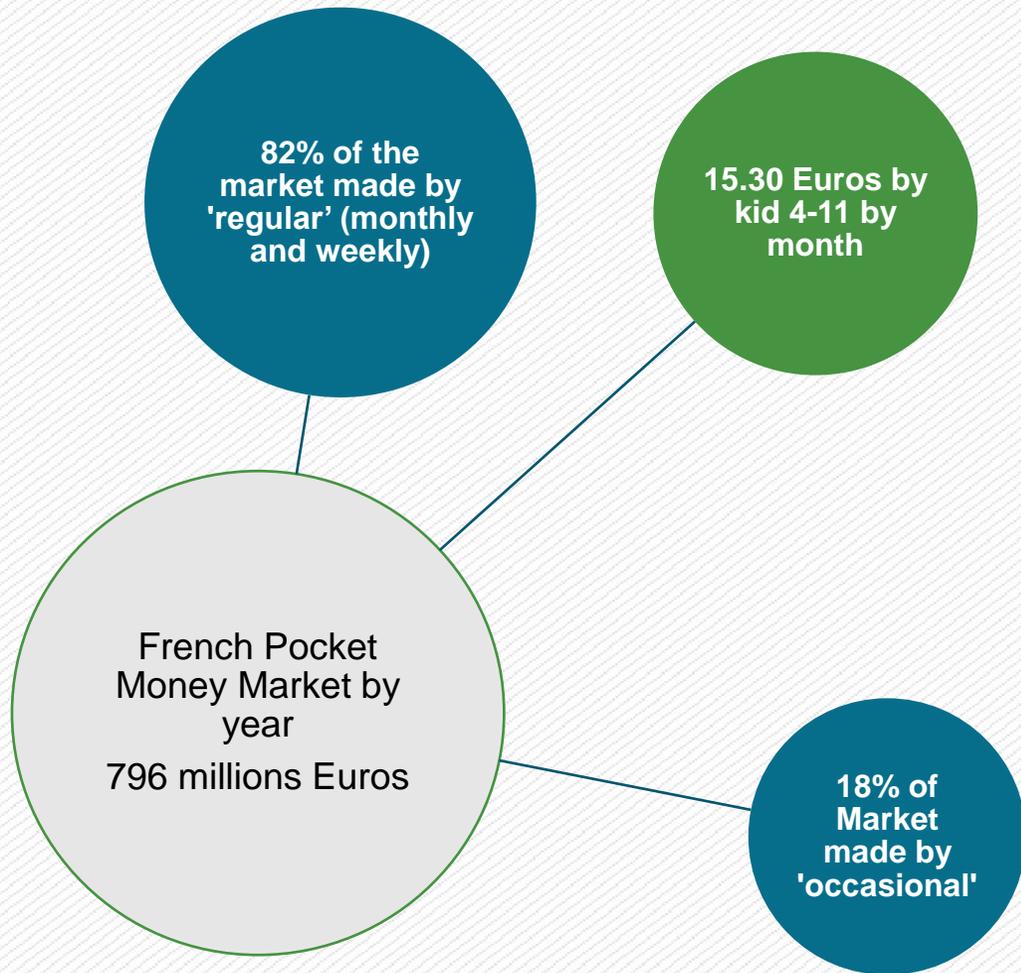


Average amount of Pocket Money per month  
France - Kids 4-11

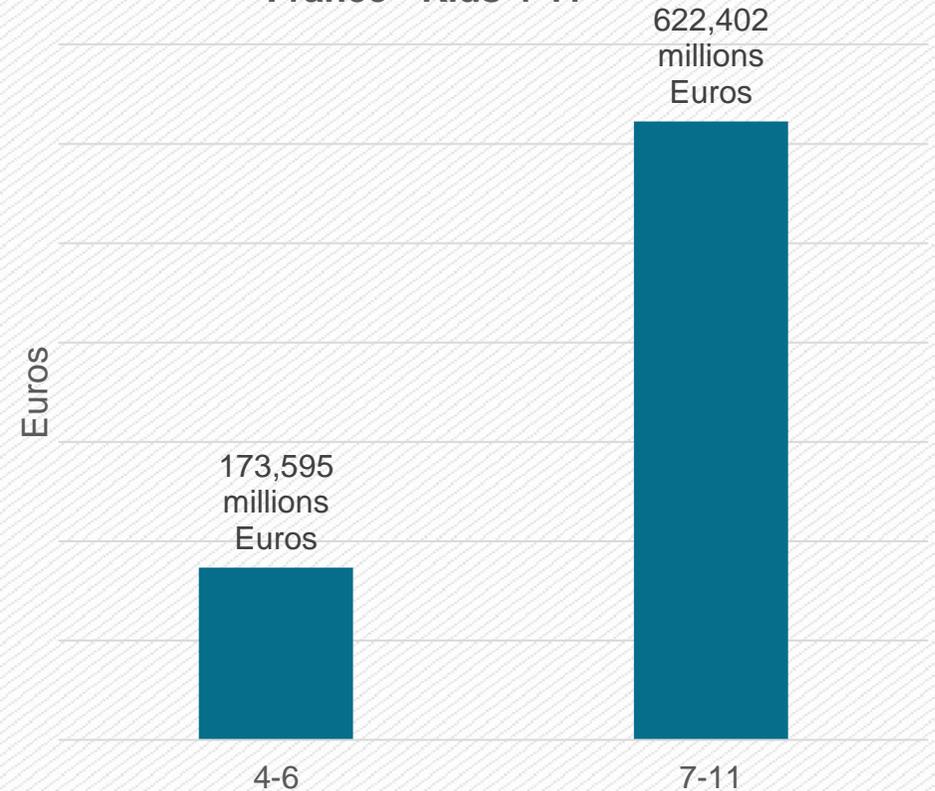




# French Pocket Money Market by year

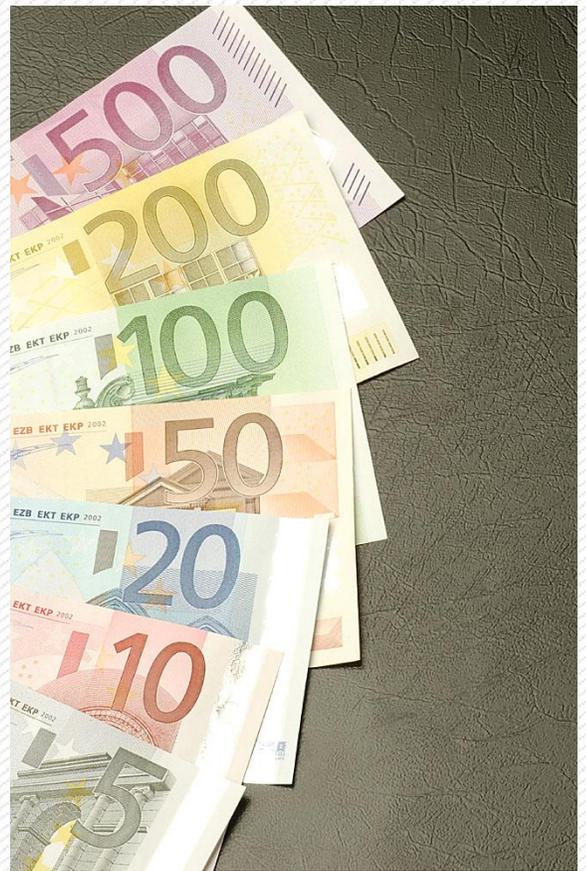


### Pocket Money Market by age France - Kids 4-11

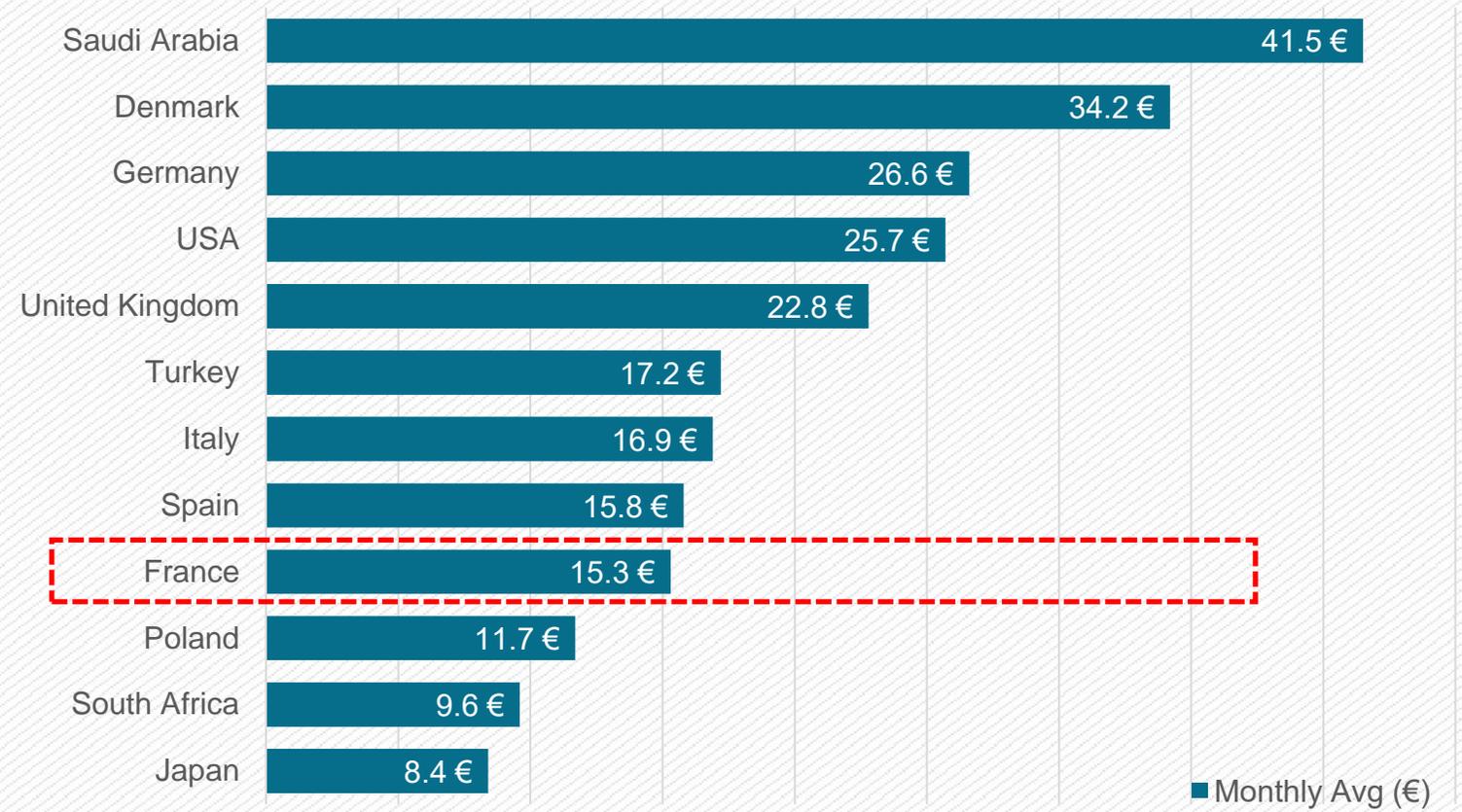




Not only there are less kids receiving pocket money in France than in most of the other surveyed countries, but also when they do, they tend to receive less!

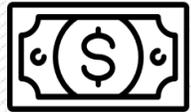


Average monthly amount of Pocket Money (€)  
International - Kids 4-11

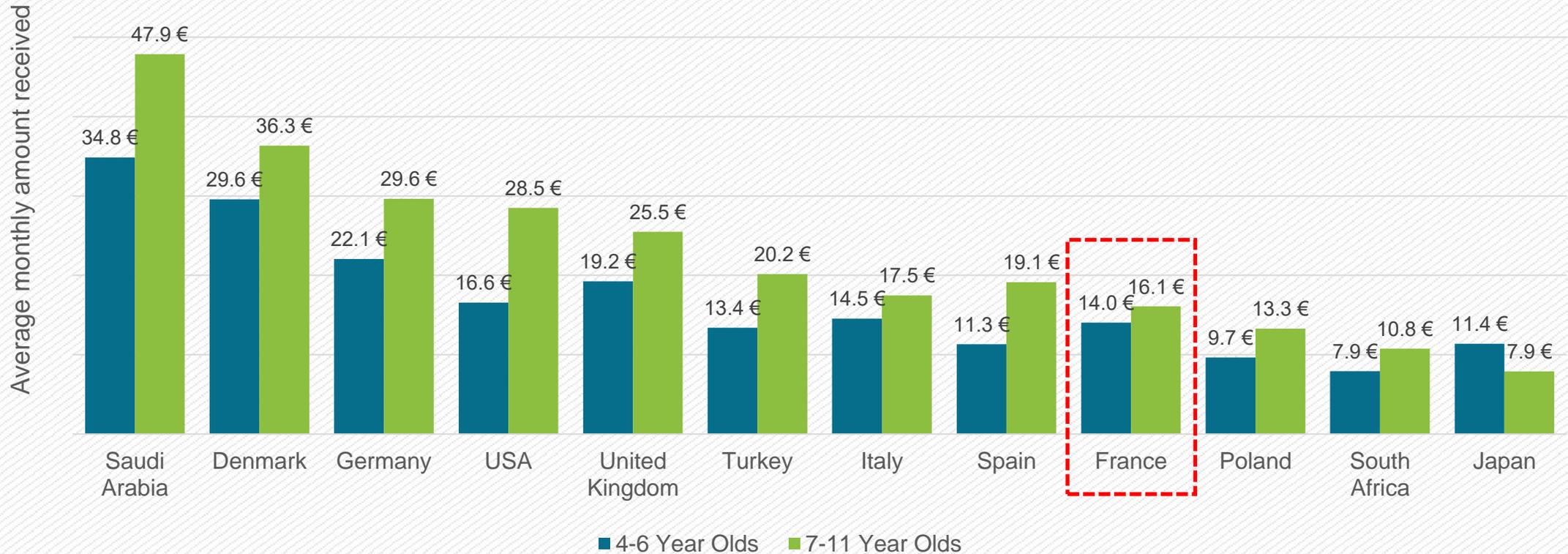




# French kids aged 7-11 receive 56% of what their American counterparts receive!



### Average monthly amount of Pocket Money (€) International - Kids 4-11



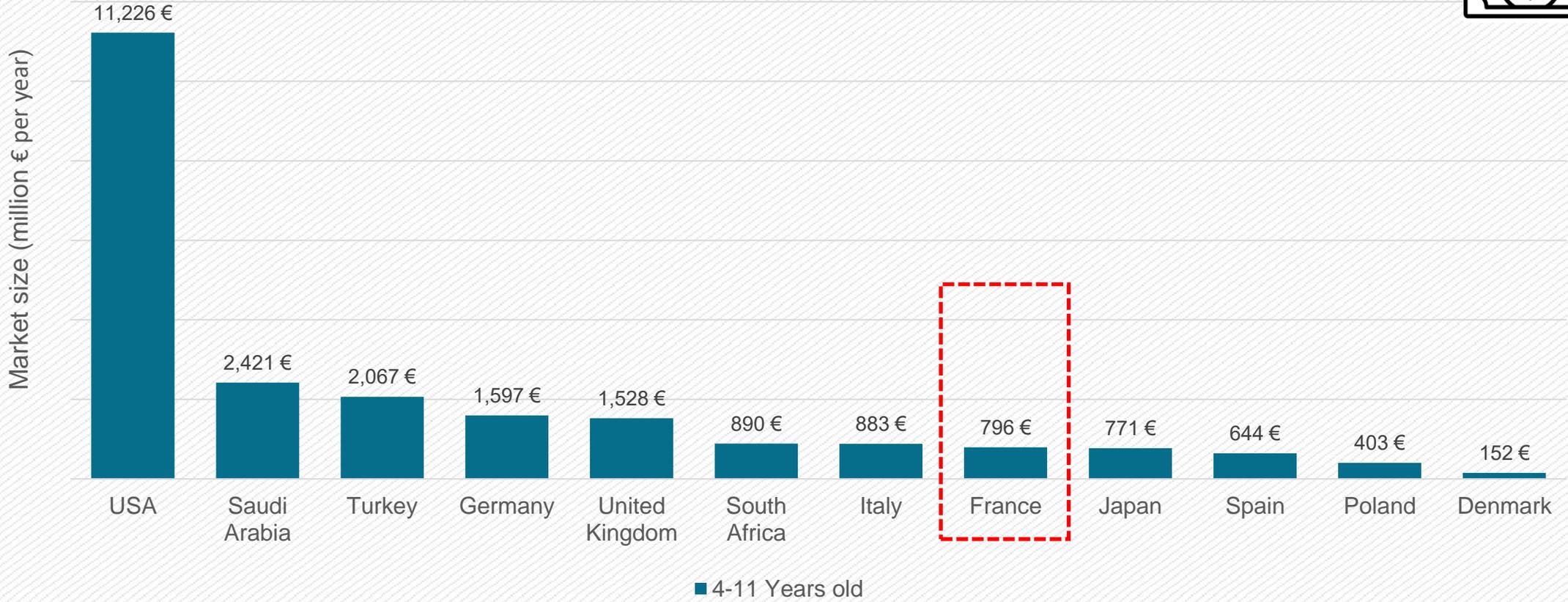
Ranked by decreasing order of monthly pocket money amounts



# British parents give a total of €1.5 billion in pocket money to their kids 4 to 11: twice as much than France



### Pocket Money Market Sizes (€) International - Kids 4-11



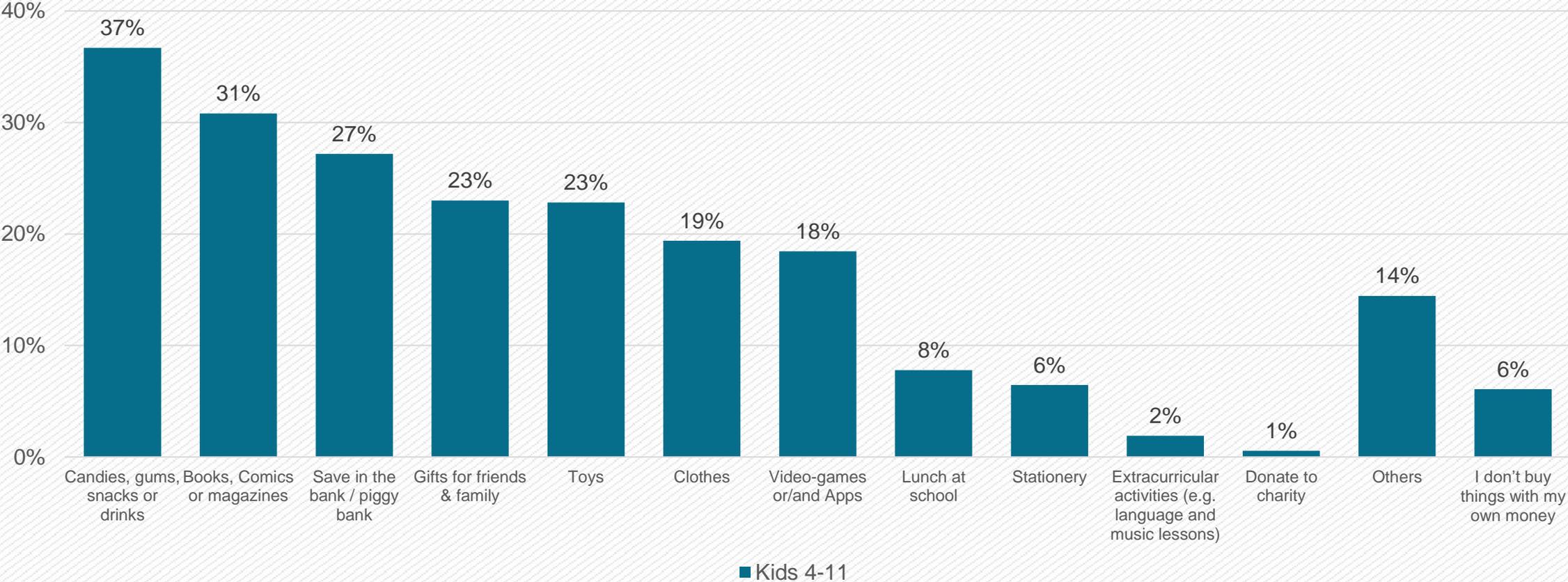
Ranked by decreasing order of annual pocket money market sizes



# Candies, gums, snack or drinks are the first expenses with kids 4-11, followed by books, comics or magazines



Use of Pocket money - France Kids 4-11





# Parental Attitudes

Position on statements about your child and pocket money

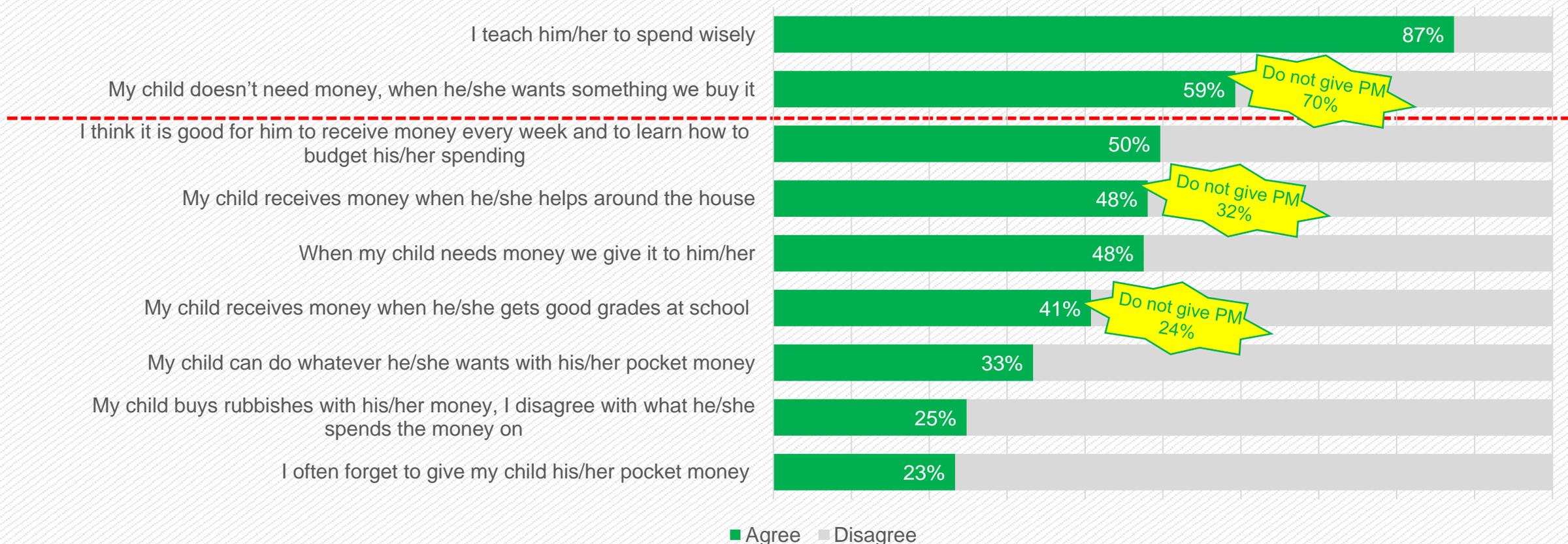


Parents are predominately concerned with teaching their kids to spend wisely ... although they do not seem to need any and that's the reason for a large 'no pocket money' group in France.

French parents tend to use Pocket Money as a reward for a good mark or any task/chores



Parental Attitudes towards Pocket money - France  
All parents - Kids 4-11



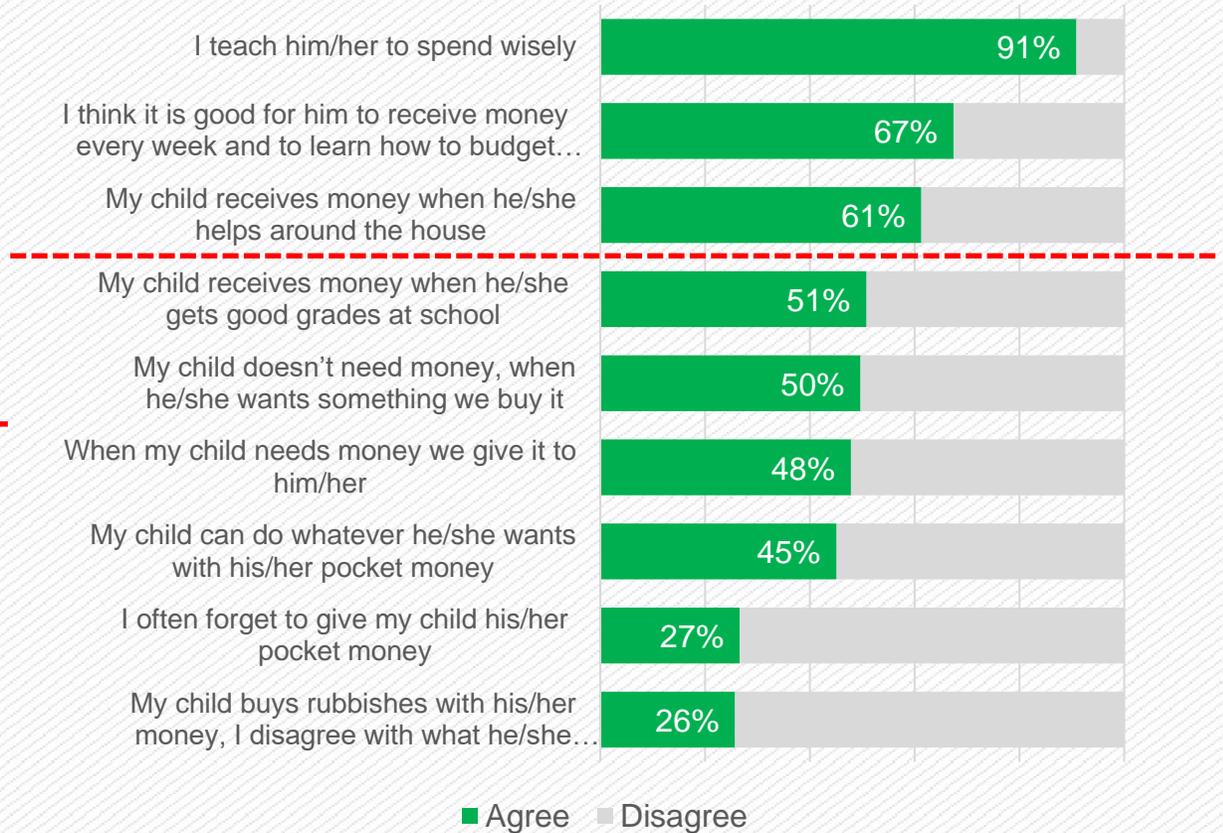
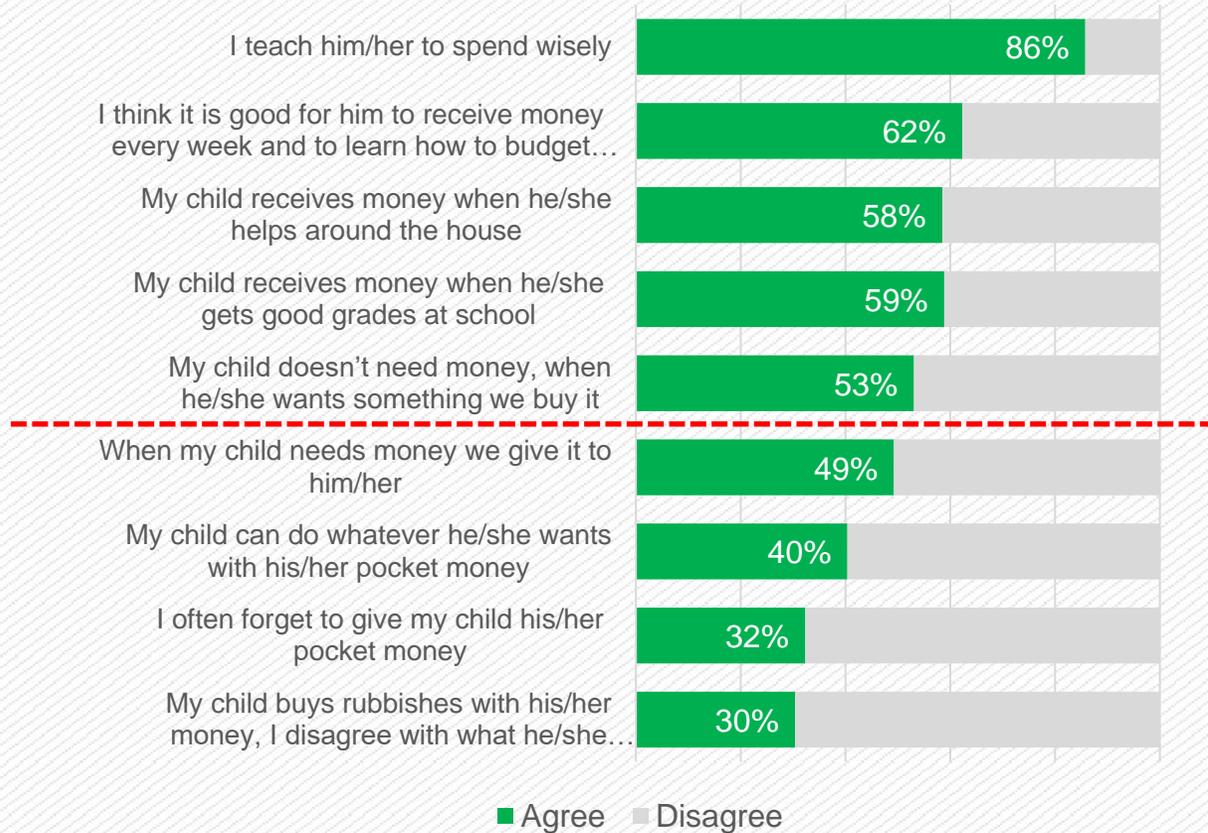


# Parents mainly consider Pocket Money as a tool to guide/teach their children the value of the money; especially among the younger ones. As kids get older, money is used as a reward (and more likely as a punishment for the opposite)



**Parental Attitudes towards Pocket money - France**  
Parents giving pocket money - Kids 4-6

**Parental Attitudes towards Pocket money - France**  
Parents giving pocket money - Kids 7-11

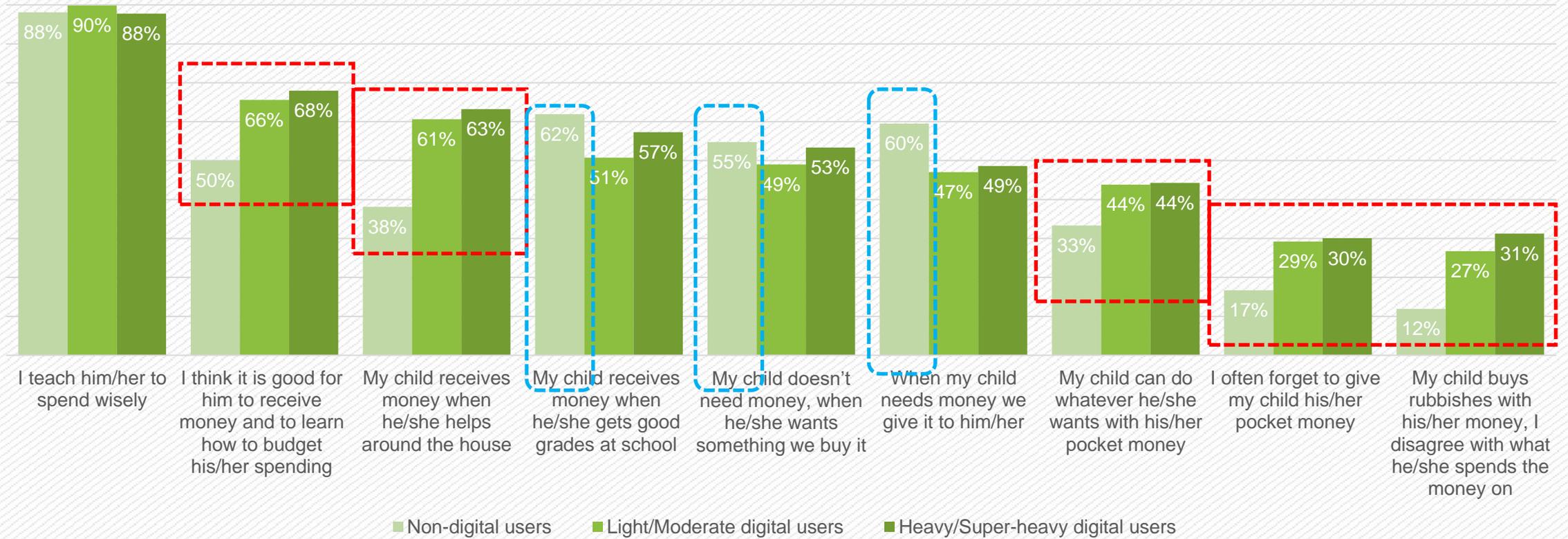




# Education using pocket money as a mean seems very important for the parents of the non-digital users



Parental Attitudes towards Pocket money - France  
Parents giving pocket money - Kids 4-11





# Executive Summary



## Summary



- 56% of kids aged 4-11 receive pocket money. Most of them (72%) receive pocket money occasionally.
- The more they use screens, the more they get allocated to pocket money. The same patterns applies to the kids having a collection.
- Compare to their international counter-parts, French kids are less to receive pocket money than most of the countries surveyed. As a matter of fact, 80% of the British kids receive pocket money.
- French kids 4 to 11 are allocated an average of €15.30 per month, twice as less as the American kids.
- As a result, the total market value for this pocket money among kids 4 to 11 adds to €796 million.



## Summary



- 87% of parents are predominately concerned with teaching their children to spend their money wisely
- Parents mainly consider Pocket Money as a tool to guide/teach their children the value of the money; especially among the younger ones. As kids get older, money is used as a reward (and more likely as a punishment for the opposite)
  - 48% of children receive pocket money when they help around the house and 40% of kids receive pocket money when they get good grades at school
  - 75% of parents disagree that their child buys rubbish with their money and agree with what they spend their money on
- 47% of parents give their kids money when they need it
- 59% of parents agree that their child doesn't need money. Instead, when they want something, we buy it for them.

# THANK YOU FOR YOUR TIME

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