

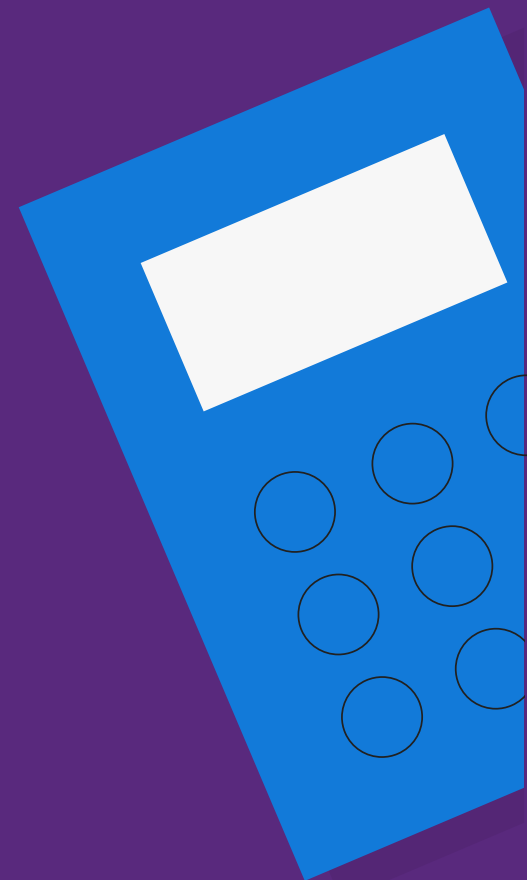
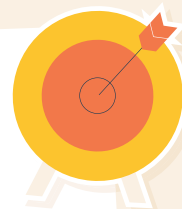


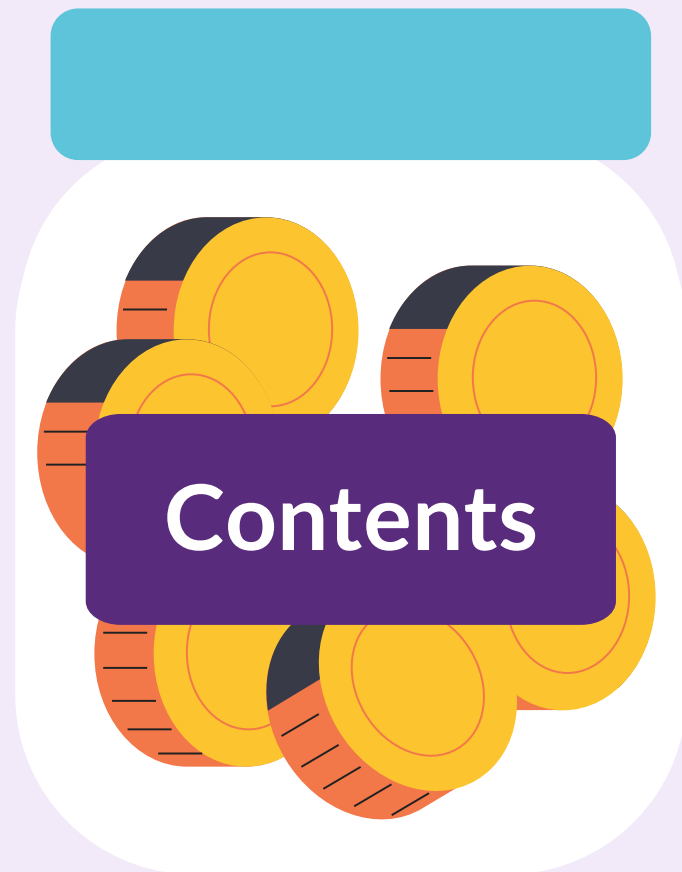
NatWest
Rooster Money

Pocket Money Index

Introducing the Kids' Economy

2022/23





1	Foreword	pg. 3
2	Pocket Money Overview	pg. 5
3	Earning and Entrepreneurship	pg. 8
4	Saving and Goals	pg. 13
5	Spending	pg. 19
6	What Does the Future Hold?	pg. 22
7	Glossary, Methodology and References	pg. 25

1



*Introducing the NatWest Rooster Money
Pocket Money Index 2022/23*

“ It’s been really fascinating to see how kids have been getting on financially: how much money they get, how much of it is saved, how much is spent, and on what.

This year, kids have been more entrepreneurial than ever, regularly ticking off chores and tasks for pocket money, plus bringing in cash through re-selling their things, babysitting and tutoring.

As we all know, household budgets are being stretched like never before, and we’ve seen that fewer kids are getting regular weekly pocket money compared to 2021/22. But they’re making up for it with hard work and entrepreneurship (and the generosity of families and guardians), which are buoying earnings and keeping these youngsters protected from the rising prices of some of their favourite things.

And despite advances in things like gaming currencies, it’s clear that some things don’t change. Kids are still flocking to the shops and newsagents, presumably to pick up the classic sweets, drinks and snacks, just as many of us will remember doing when we were children!

The creativity of families when it comes to chores and extra earners is also pretty inspiring - there’s been more variety than ever when it comes to kids learning about money through incentives. The idea of using pocket money and boosts to educate the younger generation — whether that’s for regular chores, a good school report or being kind to others — is as strong as ever.”



Will Carmichael
CEO and
Co-Founder of
Natwest Rooster
Money



Konnie Huq
Children’s Author and
Presenter

“ From my own experiences as a child, my time as a children’s TV presenter, and now as a children’s author and parent, I’ve seen up close how kids have changed from generation to generation. In years gone by, it was all about piggy banks, Yu-Gi-Oh! Cards and other physical touchpoints, but now kids are increasingly interacting with money and the wider world via digital means - such as shopping online or spending on gaming currencies. This year’s Pocket Money Index shows these trends are continuing to grow and develop.

That in itself is interesting, but the key takeaway for me is the spotlight thrown on just how entrepreneurial today’s kids are, potentially as a result of times having gotten tougher. Personally I didn’t have pocket money growing up, which meant making my own way with a Saturday job and always being mindful about how I spent and saved. It’s really encouraging to see that kind of drive and initiative being kept alive with today’s kids.

Teaching children about the value of money and the importance of using it wisely is a valuable (excuse the pun!) lesson from an early age, especially in these uncertain times. As a parent I know I want to make sure my children are well equipped to be financially wise and responsible in the world ahead.”

2

Pocket Money Overview

2022/23 Pocket Money Essentials

2022/23 Pocket Money by Age

What's Been Going on with Kids'
Pocket Money?

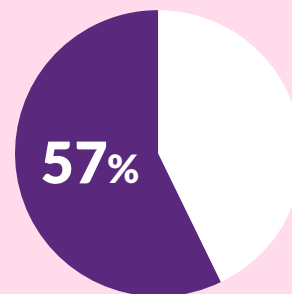
2022/23 Pocket Money Essentials

AVERAGE ANNUAL POCKET MONEY



The average in 2021/22 was £301.60.

REGULAR ALLOWANCE



of parents give kids a set allowance, down from 65% in 2021/22.

AVERAGE POCKET MONEY PER CHILD



This increase just pips inflation (10.4%)¹.

AVERAGE WEEKLY POCKET MONEY

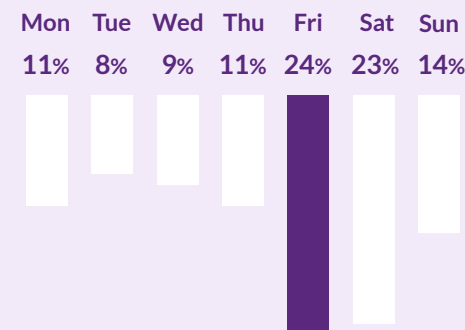


The average in 2021/22 was £5.80.

Pocket money includes: regular allowance + boosts (money received for things like birthday gifts, tooth fairy money, good marks at school, one-off treats etc.) + chore payments

Friday

is the new most popular payday for almost a quarter (24%) of kids - just ahead of Saturday (last year's winner) at 23%.

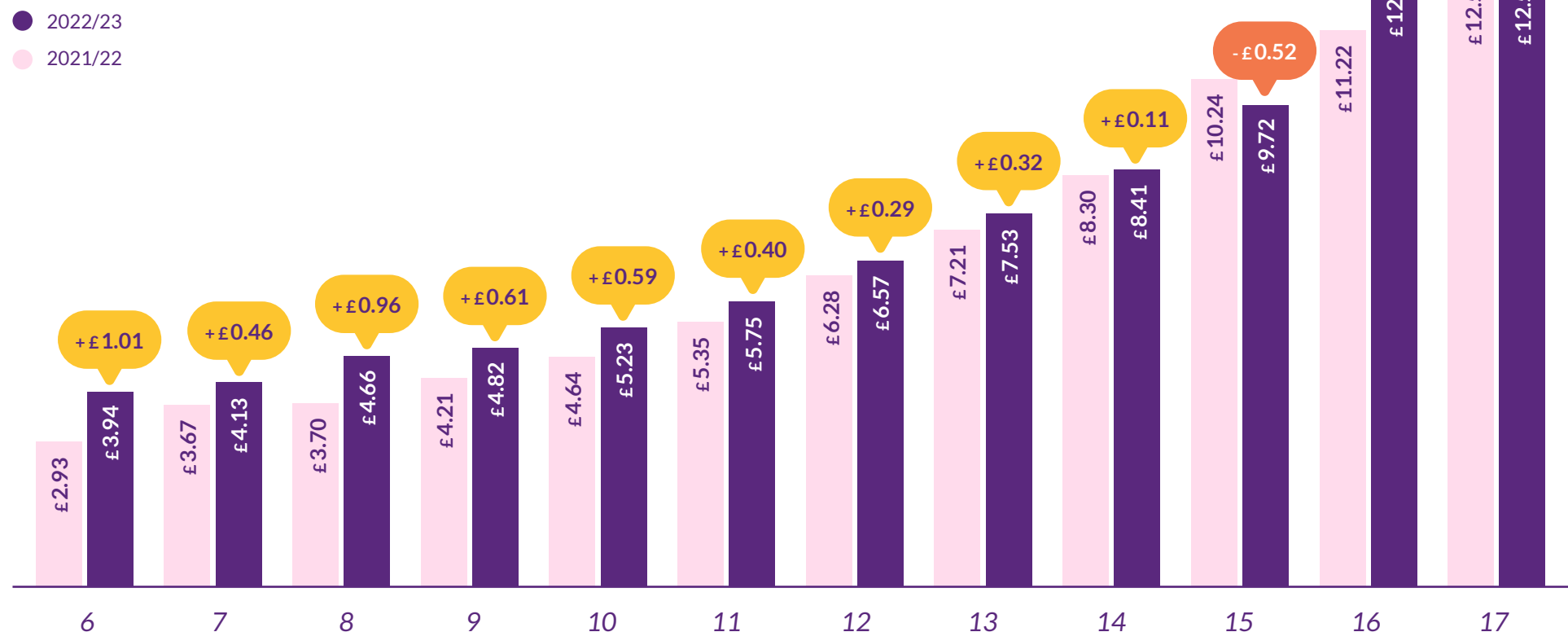


2022/23 Pocket Money by Age



So what was the most lucrative age for pocket money in 2022/23? In the past, the going rate has consistently risen with age, but this time around it was 16-year-olds who enjoyed the biggest weekly pay cheque. Once kids hit 17, earnings drop off slightly - suggesting the taps starting to turn off as they move towards more financial independence. The biggest pay rise was awarded to six year-olds, who welcomed a hefty 34.5% increase to their take home pay, bringing it to £3.94.

Weekly pocket money by age



3



How Have Kids Been Earning
Their Income?

Chores: The Secret Diary of
a Super-Grafter

And What About Their
Entrepreneurial Spirit?

How Have Kids Been Earning Their Money?

Alongside a regular allowance, one-off top-ups (boosts) and chores have been big drivers of kids' wealth in 2022/23, earning them an extra £128.96 each on average. In fact, they account for 39% of Rooster Money kids' earnings. Some of that's down to occasional treats, tooth fairy visits and presents from generous aunts, uncles and grandparents, but a good chunk of it is from their own hard work.

Other extra earners included doing well at school, or even just helping out others. In fact, over the past 12 months, 47% of parents have made certain chores or tasks part of the deal before any regular allowance is handed out.



Top five most completed chores



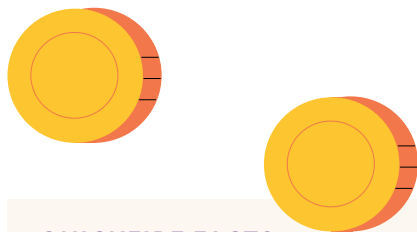
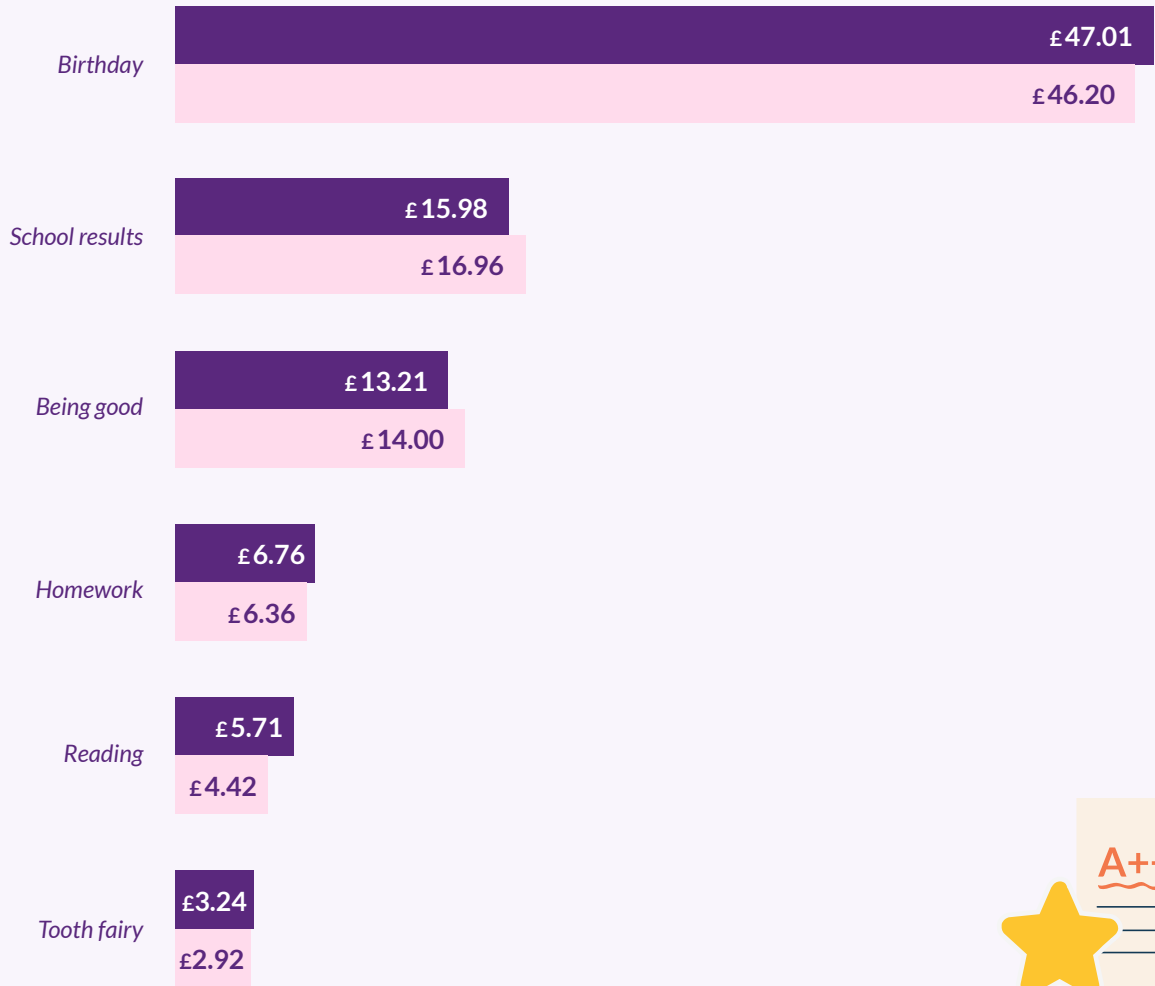
Top five best paid chores



The top-up tally

Here's what some common types of top-ups outside of chores earned the average Rooster Money kid over the last 24 months.

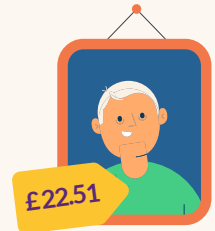
● 2022/23
● 2021/22



QUICKFIRE FACTS

£23.71 is the going rate for one-off boosts from aunts and uncles.

Grandparents give a smaller but still generous average of £22.51.



MATHS ADDS UP

Maths is the most popular school subject for boosting, fetching £8.12 a pop. Getting a good school report pays even more, bagging kids a bonus £15.98!



Chores: The Secret Diary of a Super-Grafter

Chores may not make for extra cash in every family, but with children looking to grow their earnings, here's what their day might look like if they kicked paid chores into overdrive.

How much could kids be earning on a daily basis?

✓ 7:30am wake up and make the bed - £0.25	✓ 6:30pm wash the dishes - £0.63
✓ 8:00am pack school lunch - £0.34	✓ 7:00pm tidy bedroom - £0.59
✓ 8:20am take the bins out - £0.63	✓ 7:10pm get school things ready the night before - £0.10
✓ 9:00am get to school on time - £0.14	✓ 8:20pm brush teeth - £0.24
✓ 4:00pm help parents with shopping - £1.11	✓ 8:30pm go to bed on time - £0.12
✓ 5:00pm get homework done - £0.62	
✓ 6:20pm clear the table - £0.27	

Earnings figures based on average amount paid per chore

Meet some experimental entrepreneurs

While some families weave chore wages into regular allowance, there were also some unusual examples of how some kids have been earning an extra bit of pocket money.

-  1p per minute of learning to code
-  £1 for a few smiley photos
-  30p a pop for progress at gymnastics
-  80p for completing a Duolingo level
-  50p for fetching Dad his morning coffee

£5.04
in just one day

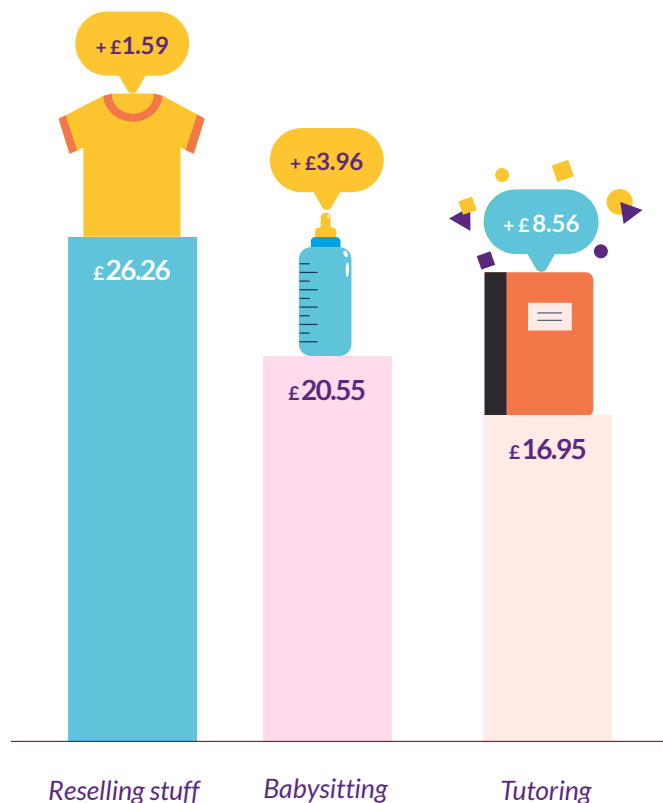
Best to keep this one from the kids!

And What About Their Entrepreneurial Spirit?

The good news for the givers of chore payments is that the youth of today are by no means relying on household jobs alone to pay their way. In fact, in 2022/23 Rooster Money kids have been more enterprising than ever - always looking for new, independent ways of topping up their account.

Outside of chores, the more entrepreneurial Rooster Money kids have managed to raise an average of £50.84 each. That's up 16% on the previous year.

Top earners in 2022/23



Reselling on the rise



Children are making the most of their unwanted possessions. Rather than consigning them to the back of the cupboard (or their younger sibling), they've taken to reselling to see what they can flog and make some cash in the process.

The babysitting boom



The average amount earned through babysitting has gone up 24%, with kids apparently having realised that childcare can fetch a premium.

Tutoring: A strong ROI (return on intelligence)



Kids have been generating big bucks by passing on their academic pearls of wisdom through tutoring. In 2022/23 they more than doubled their earnings per job year on year.

4

Saving

and

Goals

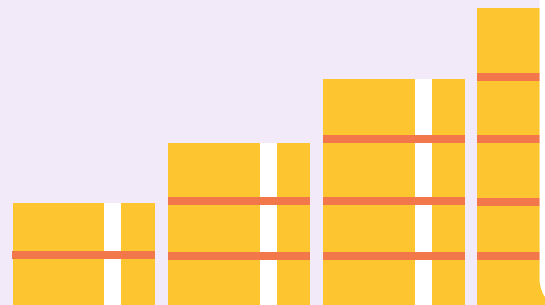
How Much Have Kids Been Saving?

What Were the Key Savings Trends
in 2022/23?

How Much Have Kids Been Saving?

The cost of living loomed large in 2022/23, leading many households to curb their spending - and it seems like Rooster Money kids cottoned on, setting aside a huge 8% of their earnings. That's almost as much as their adult counterparts, with the latest household savings ratio sitting at 9.3%². Given persistent inflation and a fall in regular allowances, this is an achievement kids should be proud of.

If we pooled together this savings average for all the six to 17-year-olds in the UK, that would translate to an enormous £265,002,870³. That's enough to finance The LEGO Movie (and four sequels)⁴ or buy 80,547,985 Happy Meals⁵ (no prizes for guessing that McDonald's was one of the top five places to spend). Alternatively, given Rooster Money kids have shown themselves to be a charitable bunch (more on that later), it's also enough to match the amount raised by this year's Red Nose Day - more than eight times over⁶!



In 2022/23...

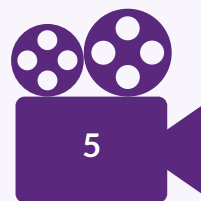
Rooster Money kids set aside

8%

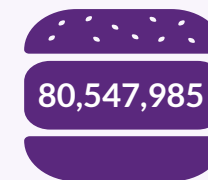
of their money,
equivalent to an annual
average of £27.94 eachIf we **added** that up
to account for all
the six to 17-year-
olds in the UK, it
would total

£265,002,870

That's enough to finance...

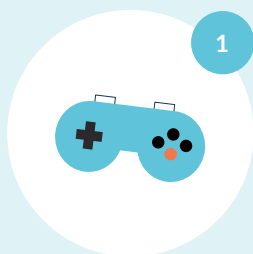


LEGO Movies

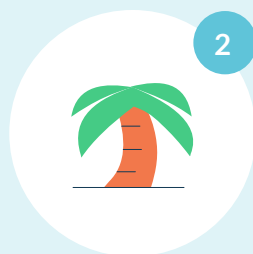
Red Nose Day
grand totalsMcDonald's
Happy Meals

Top five things to save for

Kids' priorities haven't changed much in 2022/23, with the top four most popular savings categories staying the same. Interestingly, though, gaming currencies have shot up to number five, knocking arts & crafts off its previous spot.



Video games & gaming equipment



Holidays & day trips



General shopping



Phones & accessories

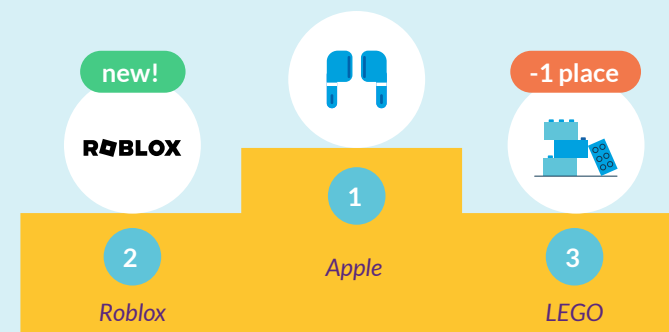


Gaming currencies such as Minecoins, Robux and V-Bucks

Tech trumps

When it comes to the brands kids are most keen to get their hands on, Apple is the most coveted, while Roblox has overtaken LEGO to steal second place. Meanwhile, Nintendo has dropped out of the top three altogether.

Most popular brands to save for



The gaming goal boom

The number of savings goals set for gaming currencies shot up by a huge 220% in 2022/23 - taking it from 11th most-popular savings category right up to fifth.



What Were the Key Savings Trends in 2022/23?

A savings snapshot

Just like with adults, the amount of money kids set aside fluctuates across the year. For Rooster Money kids December comes out top (10.49%), likely putting away Christmas cash. January was another bumper month, with 9.2% of the year's savings, presumably from new year's resolutions buzz. Other big spikes came in March (9.3%) and April (8.81%), perhaps due to easter treats, and there was a significant bump in July (8.64%), too, with an action-packed summer holiday on the horizon.

Victory corner

Time to spotlight some of the goals our savvy savers have smashed this year.

These include:

£1,000 for a savings account

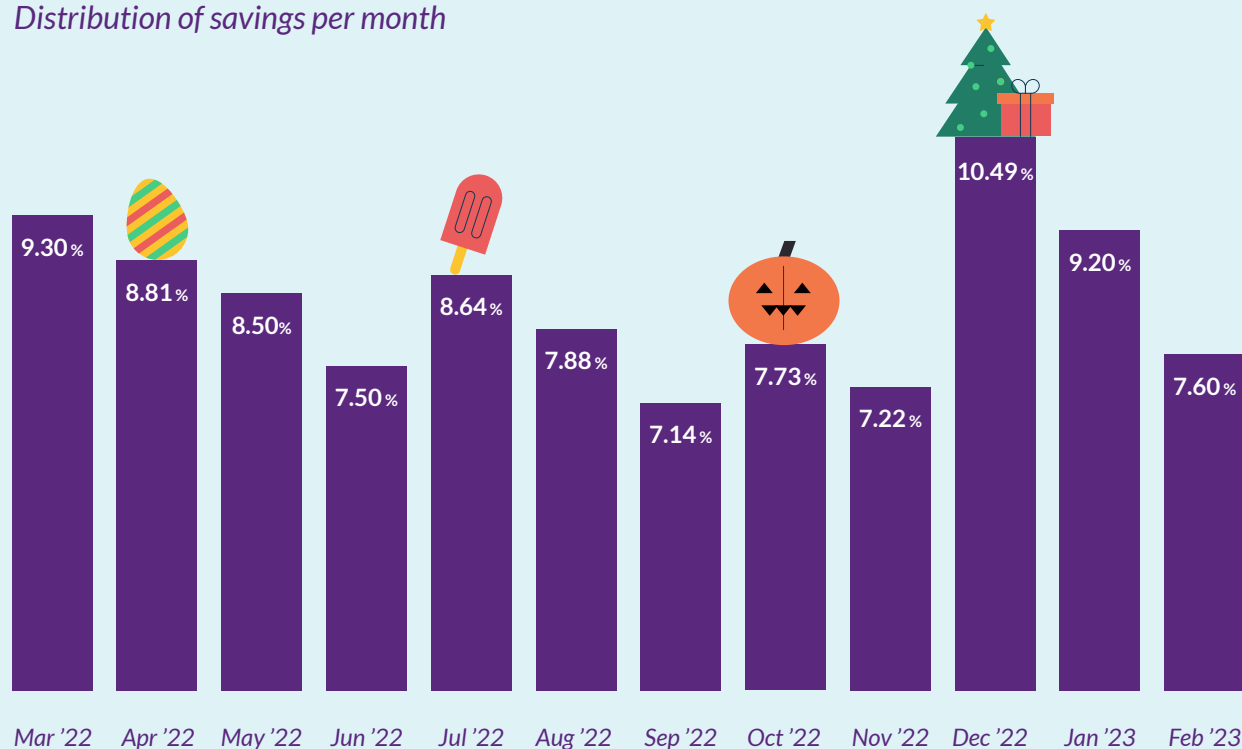
£1,500 for a pony

£200 towards an iPhone

£200 for tickets to a musical

£900 for a travel fund

Distribution of savings per month



Some **big** ambitions

Mixed up in all the hard work and discipline Rooster Money kids have shown this year, we spotted some incredibly lofty savings goals, ranging from the ambitious to the heartwarming. Here are some of the targets kids have set their sights on...



Getting a £300,000
house for Mum

Creating what must be
**the world's most
decked-out computer**
for a cool £250,000

Buying a
**helicopter to
get from A to B**
for the nice price
of £99,999

Giving Mozart a run for
his money by bagging
a top-of-the-range
grand piano
for £75,000

Getting a
**LEGO replica
of their favourite
football team's stadium**
worth north of £1,000

**Becoming
a 'millionaire'**
by saving £999,999.99

And, of course, countless goals to snap up
**Teslas, Porsche 911s
and many other supercars**



Under-sixes' corner

Here's how the very youngest Rooster Money cohort have been busy earning...

The average number of stars or stickers that kids aged three to six have earned each week

13

The rewards they're able to 'cash in' for that number of stars is of course up to parents. But some examples included family movie nights, sleepovers and even trips to LEGOLAND. Gaming time was another one, showing that stars can double up as a means for families to keep kids' screen time under control.



Sleepovers



Trips to
LEGOLAND



Family movie
nights



Gaming
time



5

Spending

What Have Kids Been Spending
Their Money On?

Kids Are Giving Back, Too

What Have Kids Been Spending On?

When it comes to the most popular places for kids to spend their money, Co-op is now top of the tree, having traded places with Tesco.

And as the world continues to settle further into the post-Covid era, there have been some interesting shifts in digital versus in-person spending. While online brands like Amazon, PlayStation and Xbox previously sat higher up in the rankings, this past year they've slipped down the charts - paving the way for a top five entirely made up of brands with physical stores. At the same time, public transport payments climbed two spots.

All of this suggests a return to being out and about more - and with it, an increase in independence and freedom.



Kids Are Giving Back, Too

Top three causes kids donate to, by average donation amount



Youngsters have once again shown their philanthropic side, regularly donating to various good causes, ranging from animal welfare to disasters and emergency.

This all goes to show that today's kids are generous and thoughtful with their own money. With 'children and young people' in the number one spot in the highest average donation amount by cause, it shows they're aware of and eager to support other children who might be less fortunate than them.

6

What

Does

the

Future

Hold

?

Looking Ahead: Predictions from
the NatWest Rooster Money Family

Looking Ahead: Predictions from the NatWest Rooster Money Family

We asked some of the NatWest Rooster Money team for their thoughts on this year's Pocket Money Index, and what the future might hold when it comes to kids and money. Here's what they had to say...

"These days, it's really important for kids to start engaging with the virtual world of money, and our data shows this is happening on a huge scale. Young people are setting increasingly ambitious savings goals for both physical and digital things; practical and aspirational.

I also think we're having far more open conversations with children about money, which I'm sure will only grow as financial education products become more prevalent. In my late teens my dad told me he was increasing my pocket money in line with inflation - now those kinds of discussions seem to be happening much earlier, which is helping kids develop a foundational understanding of finance to carry and grow into adulthood. Excitingly, this all points to a new generation who will be better equipped to navigate the world of finance than we ever were."

Clare Westoby
Head of Data and Analytics

"Looking at our findings - and from my own experience as a parent - I'm expecting us to see three main changes to child finances. Firstly, we'll see the impact of the cost of living begin to translate over to children more clearly, with things like starting to save less. We might even see them taking ownership of household costs that parents decide to cut, such as streaming services and other subscriptions.

Secondly, as we've started to see already, there may be a continued surge of new entrepreneurs, with tighter budgets encouraging more kids to explore different ways they can earn their own money. And finally, I expect gaming - and particularly in-game shopping - will become even more popular, with brand activations in-store and within games, and children's spending following suit."

Emma Pilton
VP of Product

6. WHAT DOES THE FUTURE HOLD?

"Watching my own children grow up with Rooster Money, I'm struck by how quickly things change for them and how the give and take of building independence is both daunting and rewarding at the same time. Whether that's watching spend notifications ping for my son's card as he goes into town on a shopping trip, or topping up his savings account as he starts to put money aside for the future.

Over the next few years, as kids continue to adopt more and more new technologies, I expect how they manage and use their money will become even more interesting. For example, one of the key challenges with financial education today is making money feel tangible in a digital world - who knows how those challenges will evolve in years to come."

Ben Edwards
COO

"As technology becomes even more ingrained and natural with each new generation, kids will be more aware of the digital forms of money. This will enable our children to be more entrepreneurial, generating their own money early from their creativity.

If we, as parents, are heading towards a cashless society, then future generations will likely be both cashless and card-less. Our children, and their children, will be using payments systems that are radically different to today's - unlocking additional opportunities for saving, budgeting, earning and spending."

Jon Smart
CTO

"Children are our pathfinders to new things and champions for the future. This is true for the big-picture things like the environment and other causes, as well as the day-to-day, like the way we transact. More crucially, though, this new generation has its own perspective on what we value most - and as they get older I expect we'll see a continued, even bigger shift towards valuing experiences over physical things. The thing that excites me most is I think we are going to see even younger entrepreneurs taking advantage of platforms where they can use their talents to earn. Nonetheless I am sure we will still see classics like LEGO and sweets cropping up within our data for decades to come..."

Will Carmichael
Co-Founder and CEO

7

Glossary

Methodology
and

References

Pocket Money Index Glossary

Methodology

References

Glossary, Methodology and References

Pocket Money Index glossary

Allowance - pocket money routinely given to children outside of boosts

Boosts - money given outside of regular pocket money. For example, birthday presents, tooth fairy money, rewards for good marks at school, one-off treats, etc.

Chore payments - money given for performing tasks like household jobs and helping parents, guardians and family members

Digital currencies - virtual currencies including gaming currencies and cryptocurrencies

Gaming currencies - currencies used to buy things in games such as Minecraft (Minecoins), Roblox (Robux) and Fortnite (V-Bucks)

Rooster Card - NatWest Rooster Money's prepaid debit card for kids aged six to 17

Savings goals - money-saving targets set by kids within the Rooster app. These can be set completely freely, either for specific items and experiences or just to reach a certain amount of money.

Stars - in-app stickers that kids can collect and redeem rewards for, to introduce them to the idea of earning, saving and spending before they're ready for real money

2022/23 - the period running from 1st March 2022 to 28th February 2023

2021/22 - the period running from 1st March 2021 to 28th February 2022

Methodology

This report was compiled using user activity and data from the NatWest Rooster Money pocket money app and prepaid debit card, collected from 126,122 users between 1st March 2022 and 28th February 2023. Additional user data from 1st March 2021 to 28th February 2022 is also included for comparison.

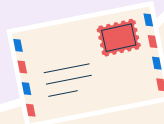
All data points and examples are anonymised.

References

1. [ONS Inflation and Price Indices February 2023](#)
2. [ONS Households' Saving Ratio March 2023](#)
3. Based on the UK population of children aged 6-17 (9,483,110 - [ONS](#)).
4. Based on a reported production budget of USD 65 million (GBP 52 million) budget [The Hollywood Reporter](#).
5. Based on April 2023 UK price (£3.29 - [McDonald's Menu](#)).
6. Based on March 17 2023 figure (£31.95 million - [Statista](#)).



For press and media enquiries,
please contact
roostermoney@commonindustry.co.uk



If lost return to:
Rooster Money

