

June Consumer Spending and Saving ***2012 Summer Jobs and Chores***

A research report prepared for:



July 11, 2012

echo

Research Method



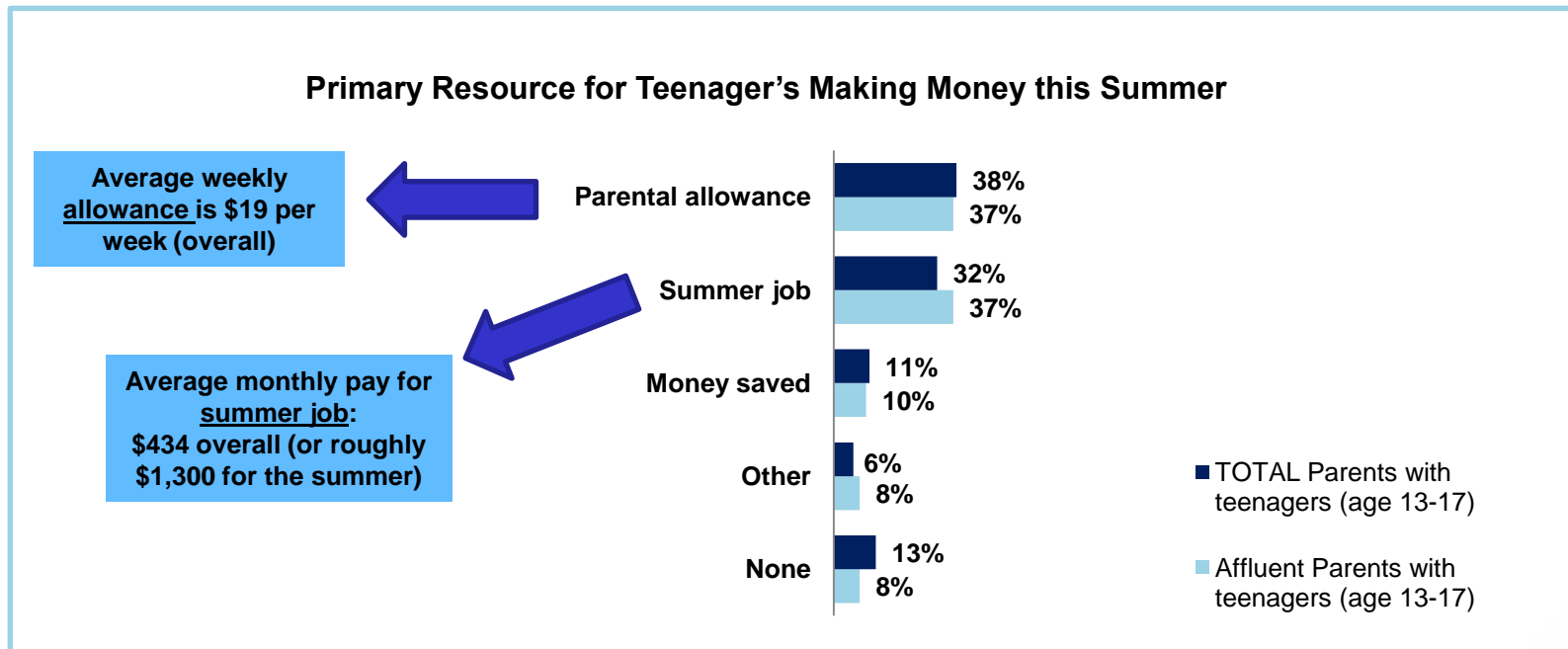
- This research was completed online among a random sample of consumers aged 18+. A total of 2,008 interviews were completed.
- In addition to a general population sample, two sub-groups, Affluents and Consumers with children under 18, were targeted and balanced by the general population.
 - Affluents – defined as having a minimum annual household income of \$100,000 (n=631)
 - Consumers with children under 18 (n=918)
- Interviewing was conducted by Echo Research between June 5 - 8, 2012.
- Overall the results have a margin of error of ± 2.2 (or ± 3.9 among Affluents and ± 3.2 for consumers with children in household) percentage points at the 95% level of confidence.
- The results highlighted in this report are among parents with teenagers, age 13 to 17, (n=480) and have a margin of error of ± 4.5 percentage points at the 95% level of confidence.

Many Teenagers Still Primarily Resource their Income From their Parents via Allowance



According to parents of teens (38%), their child's primary income this summer will be allowance they earn, followed by roughly one third (32%) who cite a summer job.

Affluent parents of teens say their child will equally resource money from parental allowance and a summer job (37% each).



Q.R11 How much do you pay your child/children between *[AGES]* in allowance per week?

BASE: Total with child/children 6 to 17 in household responsible for chores

Q.R18 Which of the following will be your child's, between 13 and 17, primary resource for making money this summer? BASE: Total with child/children 13 to 17 in household

Q.R19 How much do you expect your [eldest] child, between 13 and 17, to earn MONTHLY from his/her summer job? BASE: Total have child between 13 and 17 with a summer job being their primary resource of making money

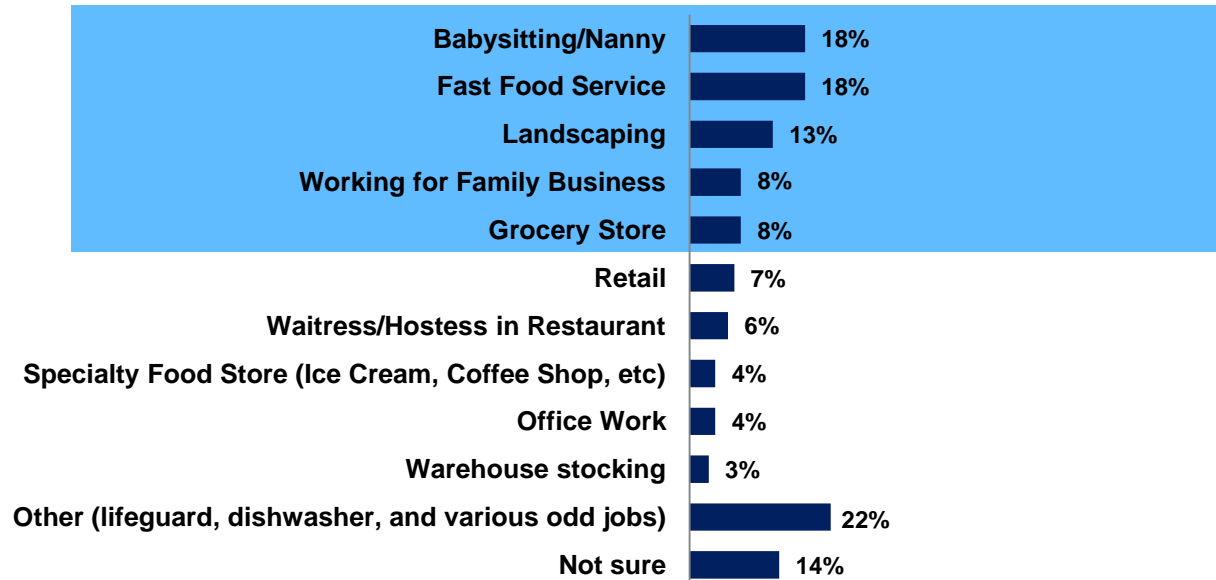
Baby Sitting and Fast Food Service Top the List for Teenagers whose Primary Income is their Job



Those whose teenager depends on a summer job (32%) for their primary income cite babysitting/nanny and fast food service (18% each) at the top of the summer job list.

32% say their child's primary income is made from their summer job

Summer Jobs - Total Parents with Teenagers (age 13-17) -

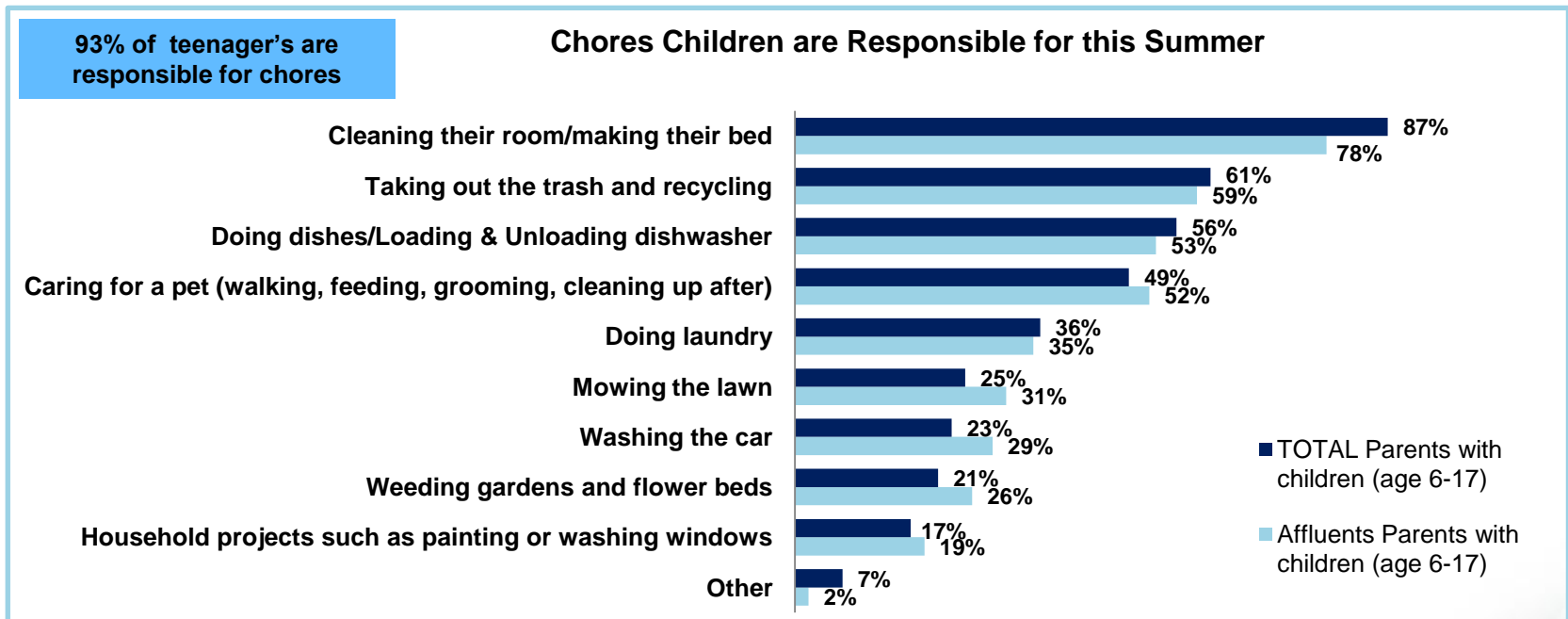


Q.R20 What is or will be your [eldest] child's, between 13 and 17, summer job?
BASE: Total have child between 13 and 17 with a summer job being their primary resource of making money
Sample size too small to show data among Affluent parents with teenagers

The Majority of Children are Responsible for Chores this Summer



Nine in ten parents of kids 6 to 17 indicate their children will be **responsible for chores this summer**. Those who say their children will have chores this summer cite cleaning their room at the top (87%).



Q.R10. What types of chores will your child/children between *[AGES]* be responsible for this summer? BASE: Total with child/children 6 to 17 in household responsible for chores