



Teenager economy

Sweden

Synovate for Nordea

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About the study

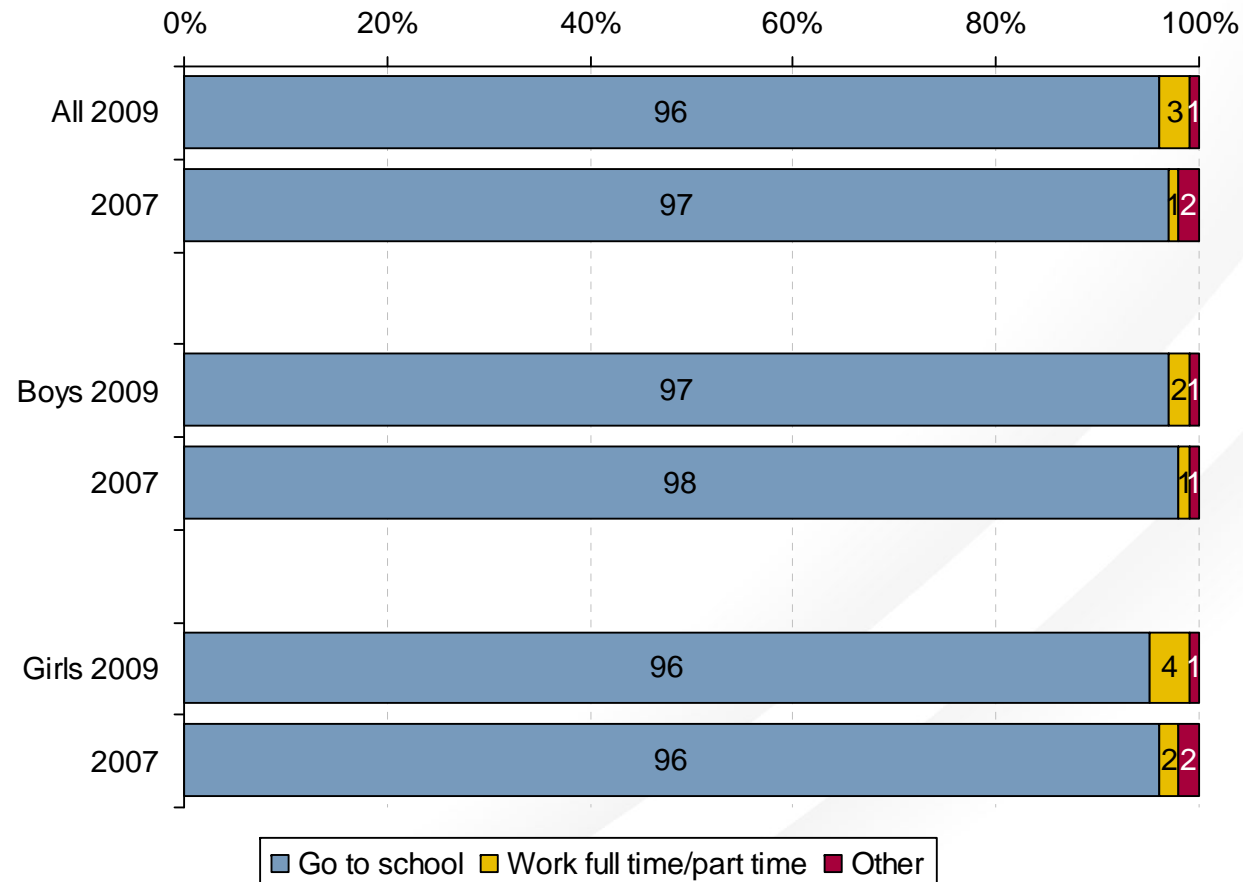
- Synovate has for Nordea carried out a survey in Sweden, Denmark, Finland and Norway about teenager economy. The survey was also conducted in 2007 and comparisons will be made with that survey
- The survey was conducted in the web-panel in each country. The panels form a representative sample of the general public “on-line” in each country.
- The fieldwork was conducted between September 8 – 25.
- In Sweden 668 interviews were conducted in the age group 13-17. In this age group the total population is approximately 600 000.
- Nordea contact in Sweden regarding this study is:
 - Ingela Gabrielsson, Private Economist
 - ingela.gabrielsson@nordea.se

Over all summary and conclusions - Extra work

- 22 percent of the teenagers age 13-17 work extra beside studies which is equivalent to approximately 132 000 teenagers. Girls generally work more than boys do.
- Fewer teenagers in Mellansverige work extra than in the rest of Sweden (15 percent).
- This year we see an increase in the number who work every week, but a decrease in occasional work.
- Only 11 percent of the working teenagers thought it was difficult to get the job and 39 percent say that they want to work more than they do now.
- 36 percent of those who don't work say that the reason is that they can't get a job. 15-17 year olds to a larger extent say that they don't work because they can't get a job (41 percent), as do also people living on the countryside (41 percent).
- Boys to larger extent than girls don't work because they don't want to.

Almost all of the 13-17 year olds go to school

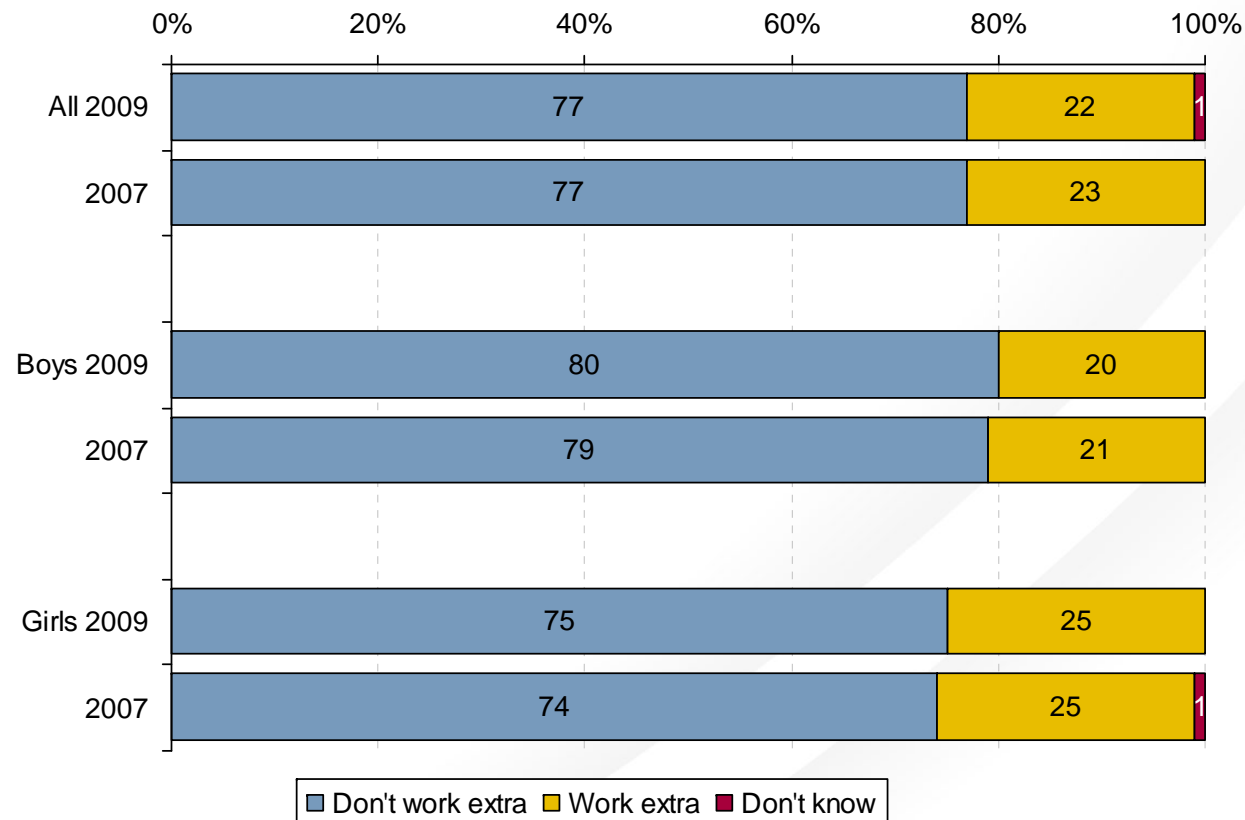
Main occupation (single answer):



• No difference between different groups, like for example between different household income groups or geographical regions in the country

22 percent of the teenagers work extra beside studies

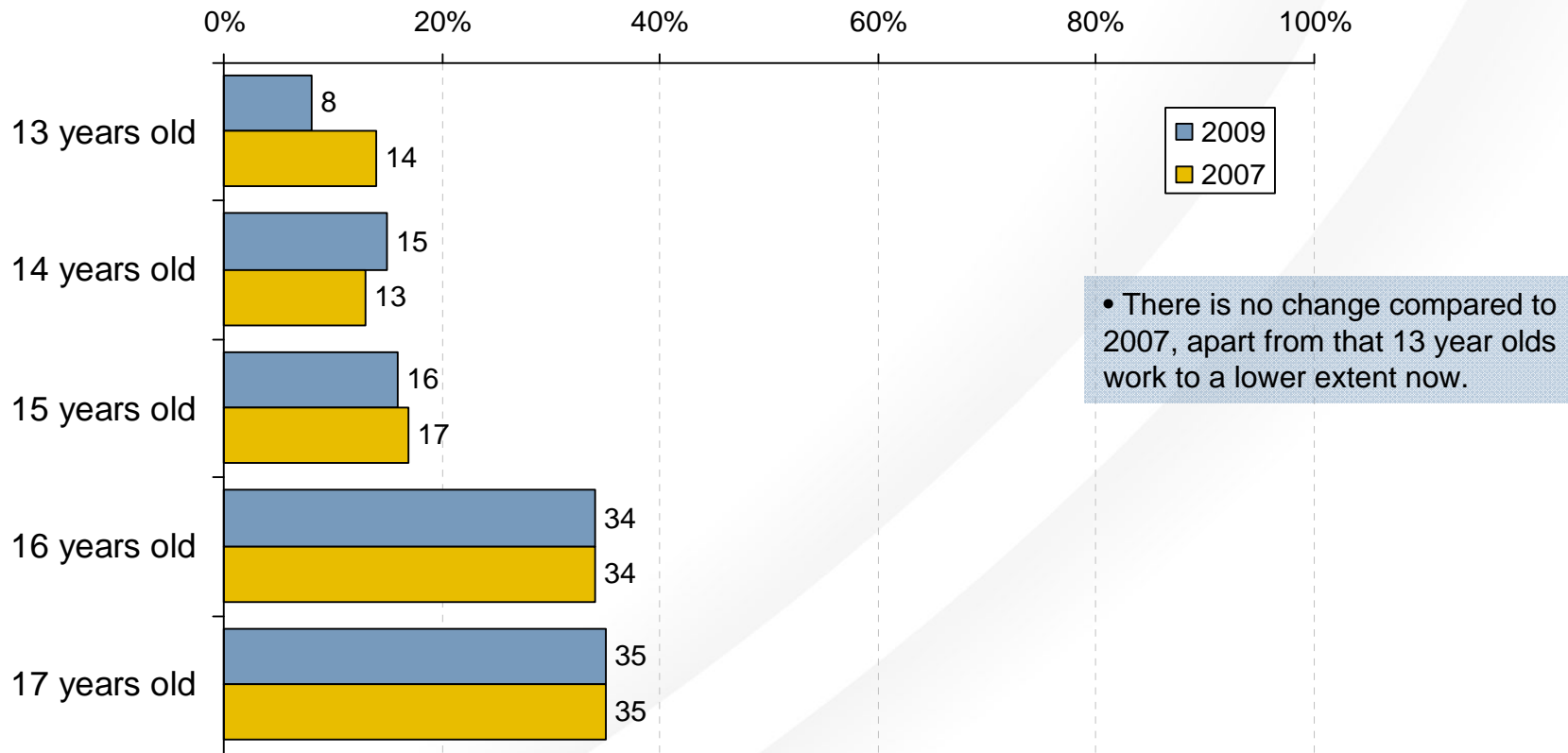
Work beside the studies or not, outside home:



• Fewer teenagers in Mellansverige work extra than in the rest of Sweden (15 percent).

Less 13 year olds work now compared to 2007

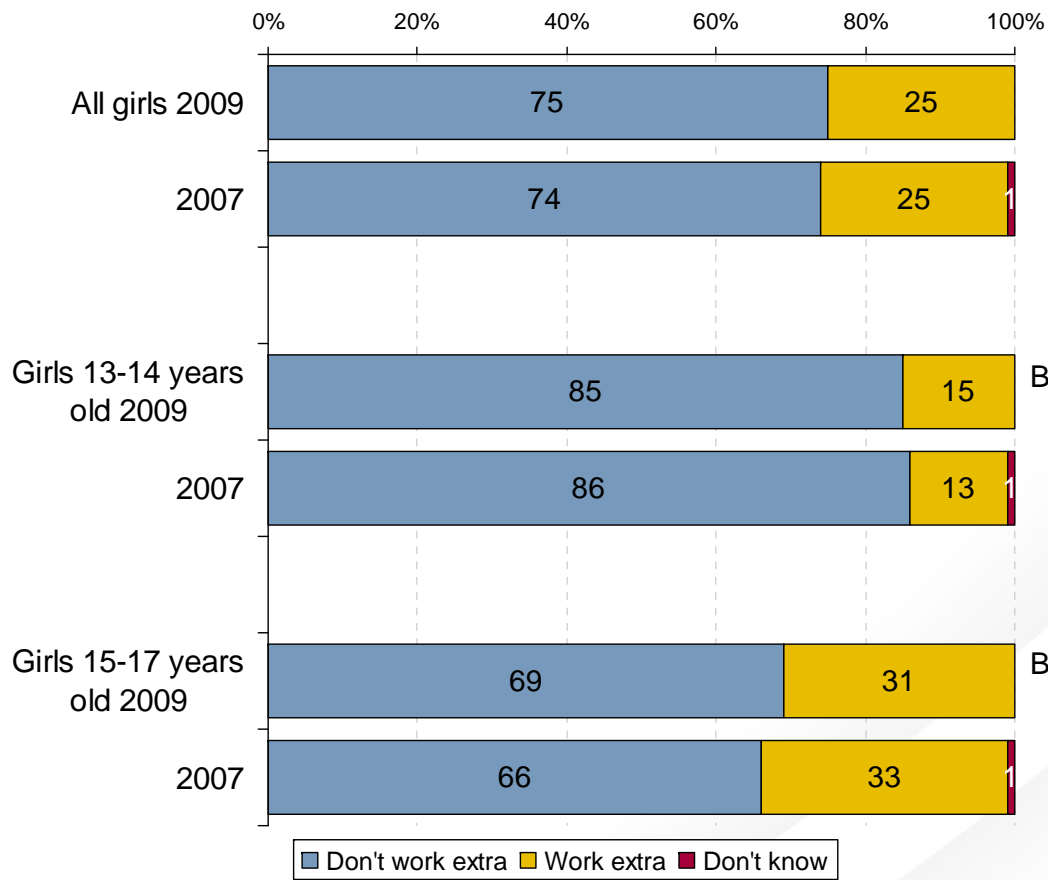
Proportion of those working extra beside their studies, per age:



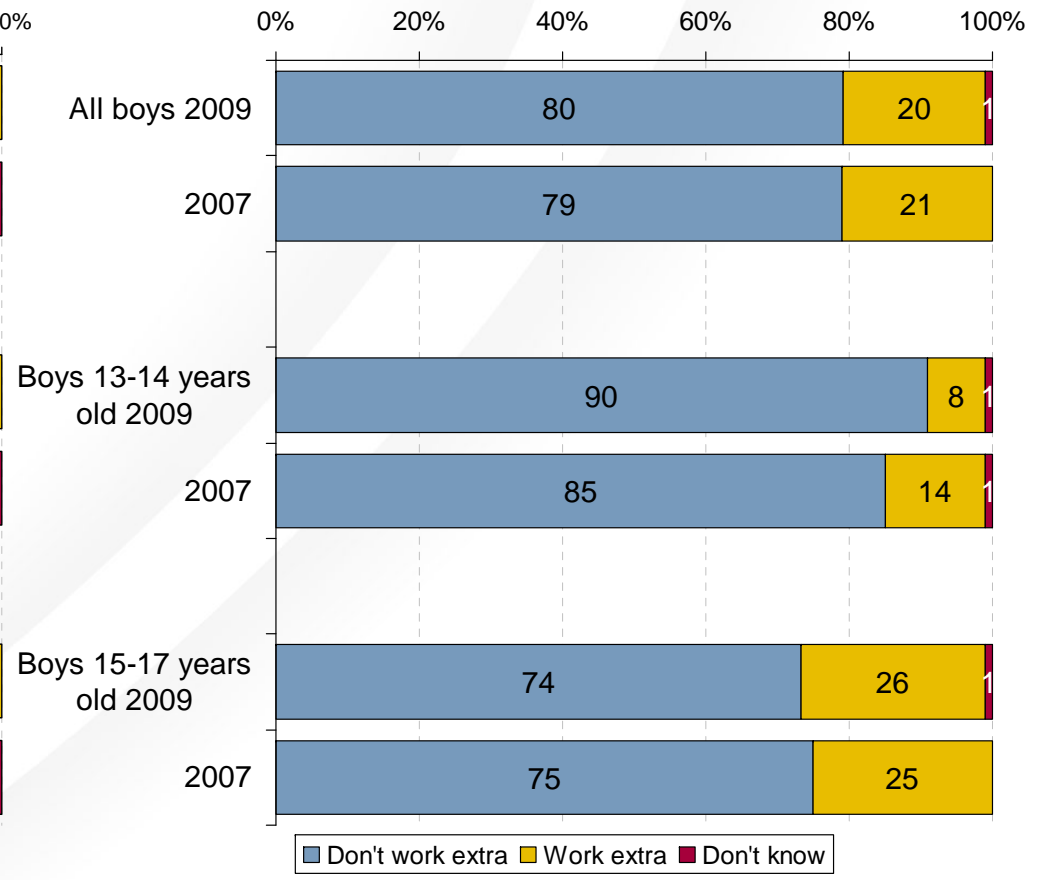
Base: Go to school per age, age 13: 114, age 14: 125, age 15: 128, age 16: 139, age 17: 137

Girls generally work more than boys do

Work beside the studies or not, outside home:



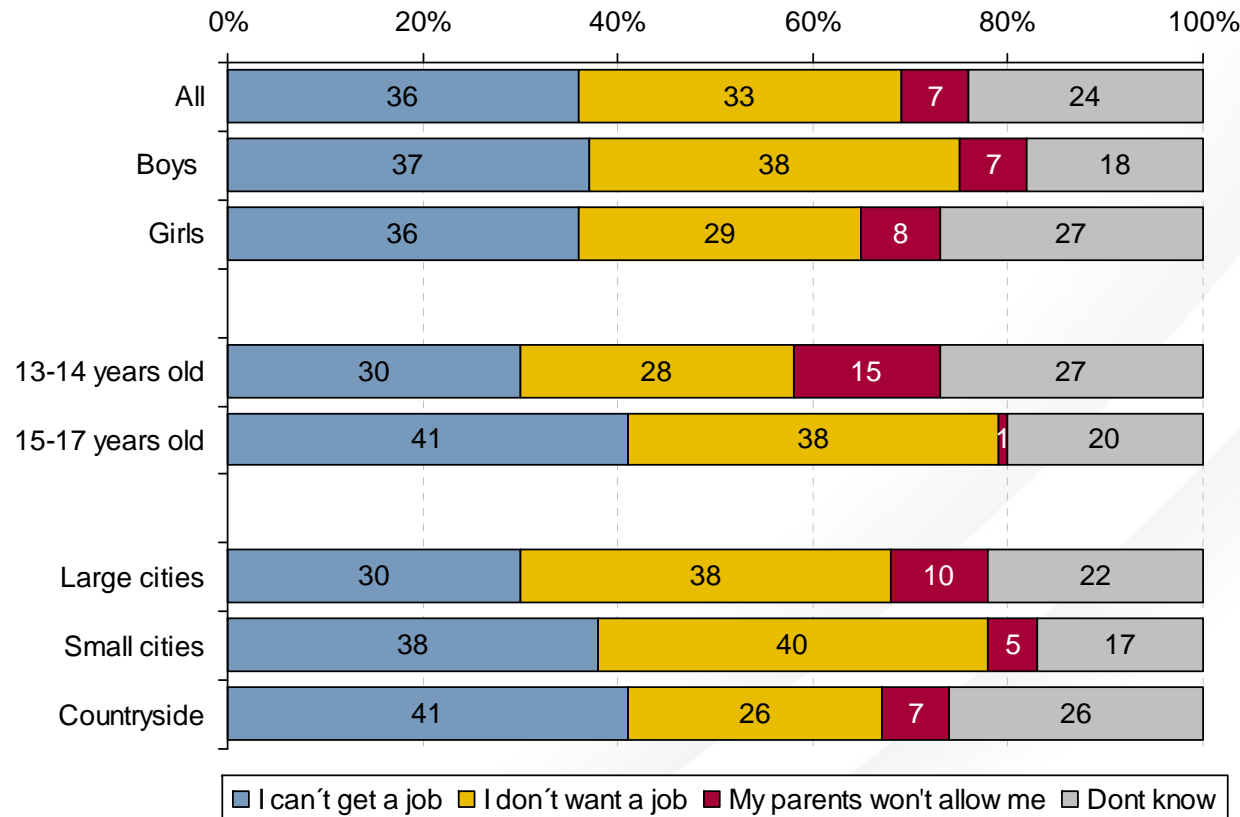
Base: Go to school girls 311, age 13-14: 119, age 15-17: 192



Base: Go to school boys 332, age 13-14: 119, age 15-17: 212

36 percent don't work because they can't get a job

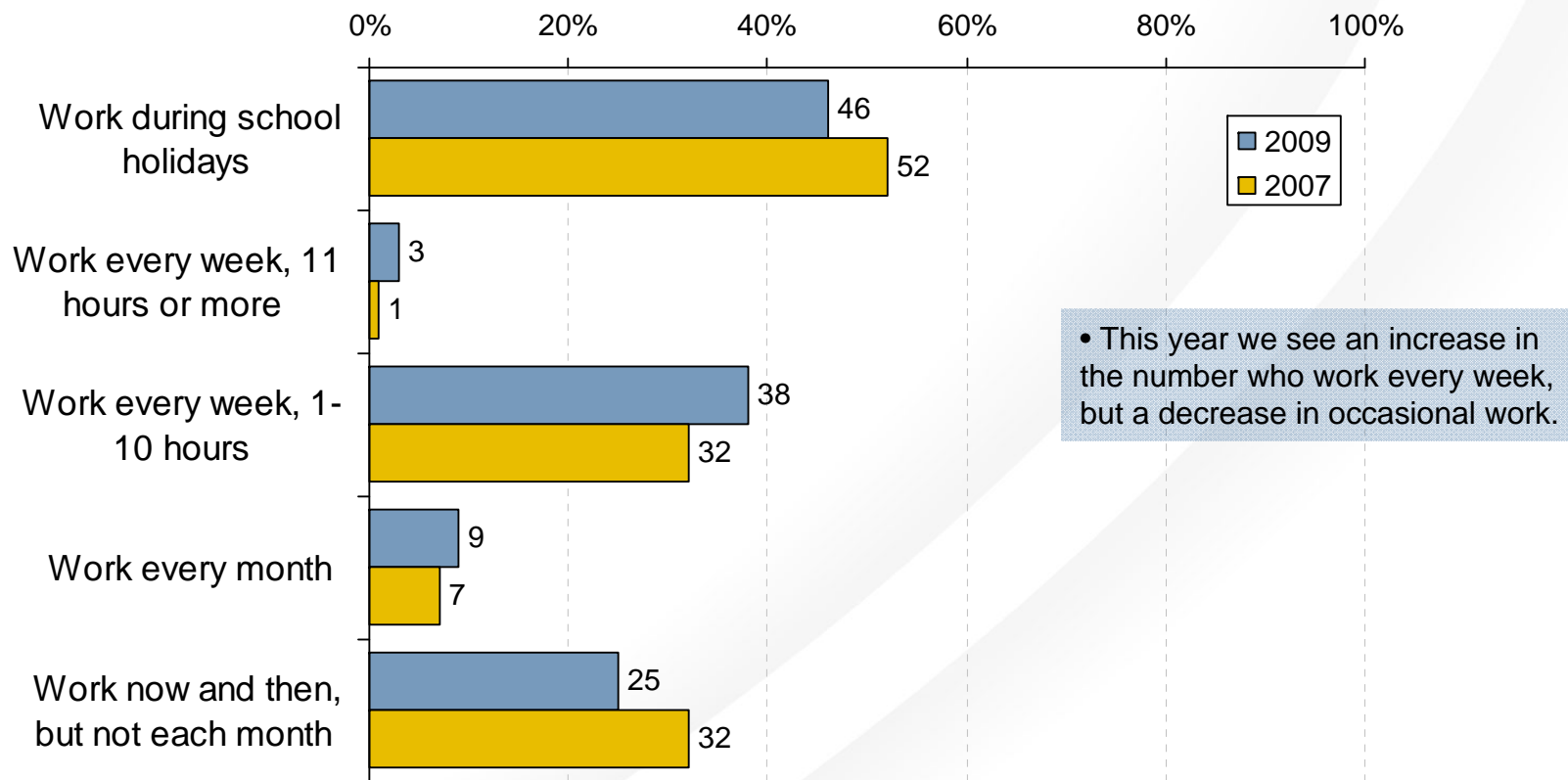
What is the main reason for you not working?



- 15-17 year olds to a larger extent say that they don't work because they can't get a job.
- The same for people living on the countryside.
- Boys to larger extent than girls don't work because they don't want to.

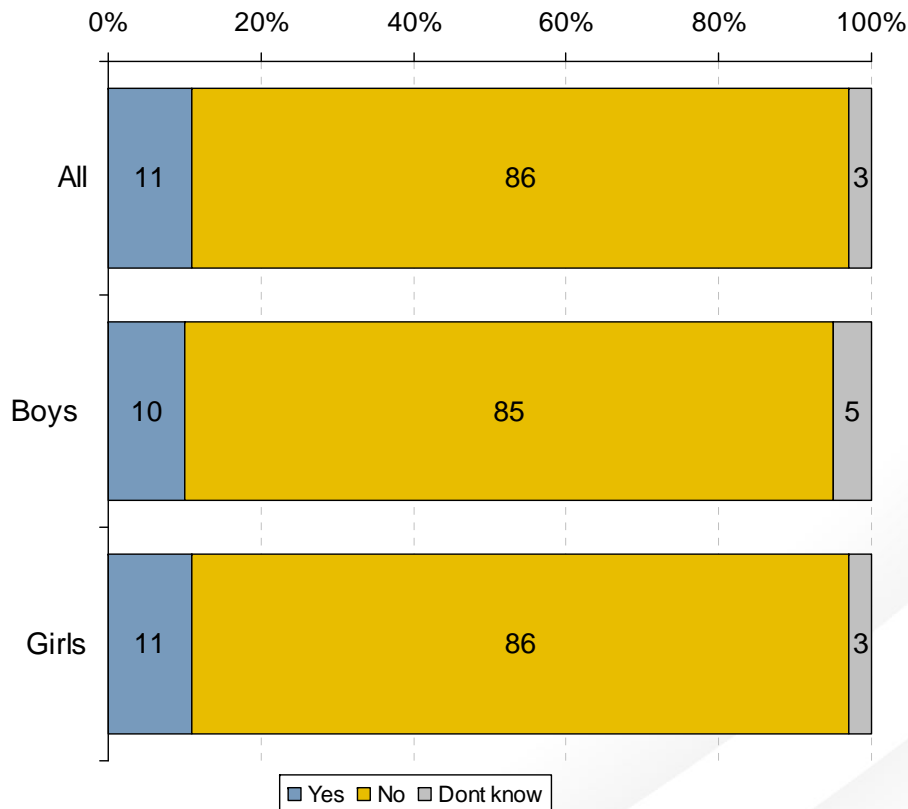
More teenagers work every week now than in 2007

Proportion of extra work beside studies, per age (multiple answers):

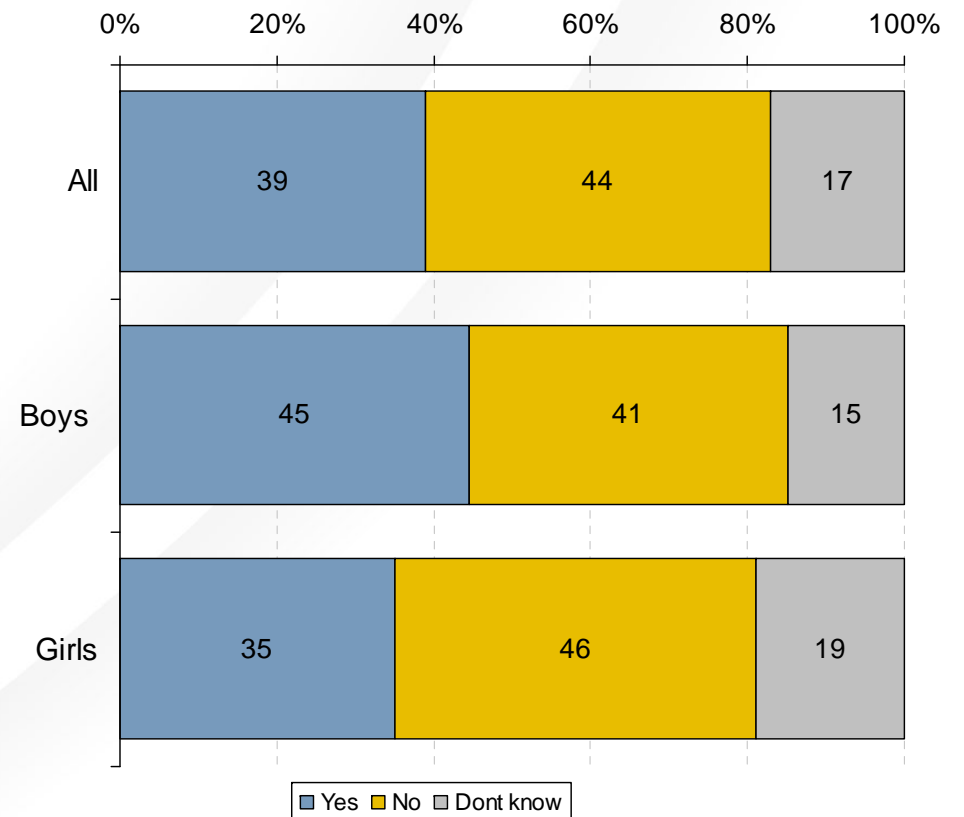


39 percent of the working teenagers want to work more

Was it difficult to get the job?



Would you like to work more than you work now?

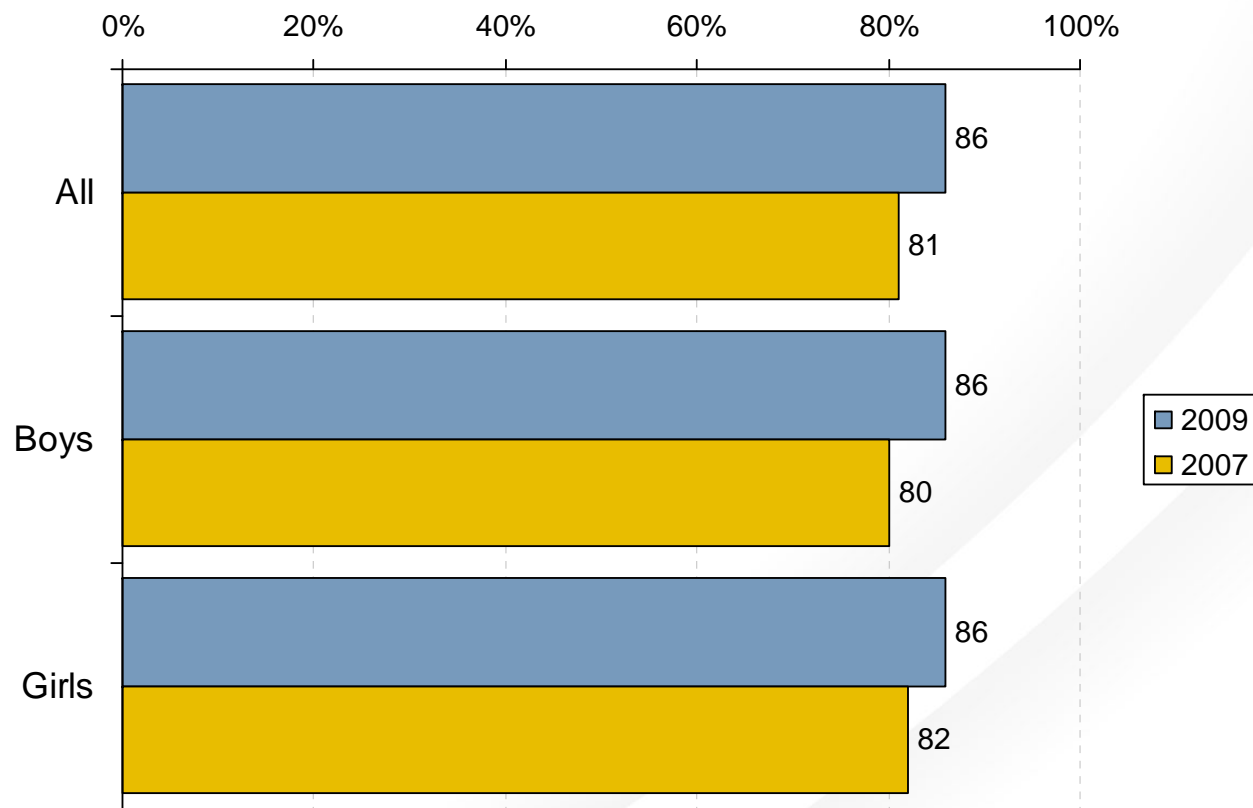


Over all summary and conclusions – Income and spending

- **There is a slight increase in the number who get pocket money on a regular basis this year (86 percent compare to 81 percent 2007). Largest increase is found among 15 year olds - now 89 percent get pocket money on a regular basis compared to 78 percent 2007.**
- **The average amount of money teenagers get every month is on the same level as 2007, approximately 590 kr every month. The amount is higher in Stockholm (641 kr) and lower for teenagers living in the countryside (545 kr). The amount of pocket money increases with age .**
- **There is a slight decrease in the number of teenagers who get extra pocket money (84 percent compared to 88 percent 2007). More 13 year olds than others get extra pocket money (91 percent). Teenagers living in Stockholm to a lower extent than others get extra pocket money (79 percent).**
- **The average total number of money to spend every month this year is approximately 750 kr, a bit lower than 2007. The total amount of pocket money is higher for teenagers living in Stockholm (847 kr) and lower for teenagers living in small cities (699 kr).**
- **The ranking of what teenagers spend money on is the same as 2007. Most teenagers spend money on snacks and drinks followed by amusement and pleasure.**

A slight increase in the number who get pocket money on a regular basis

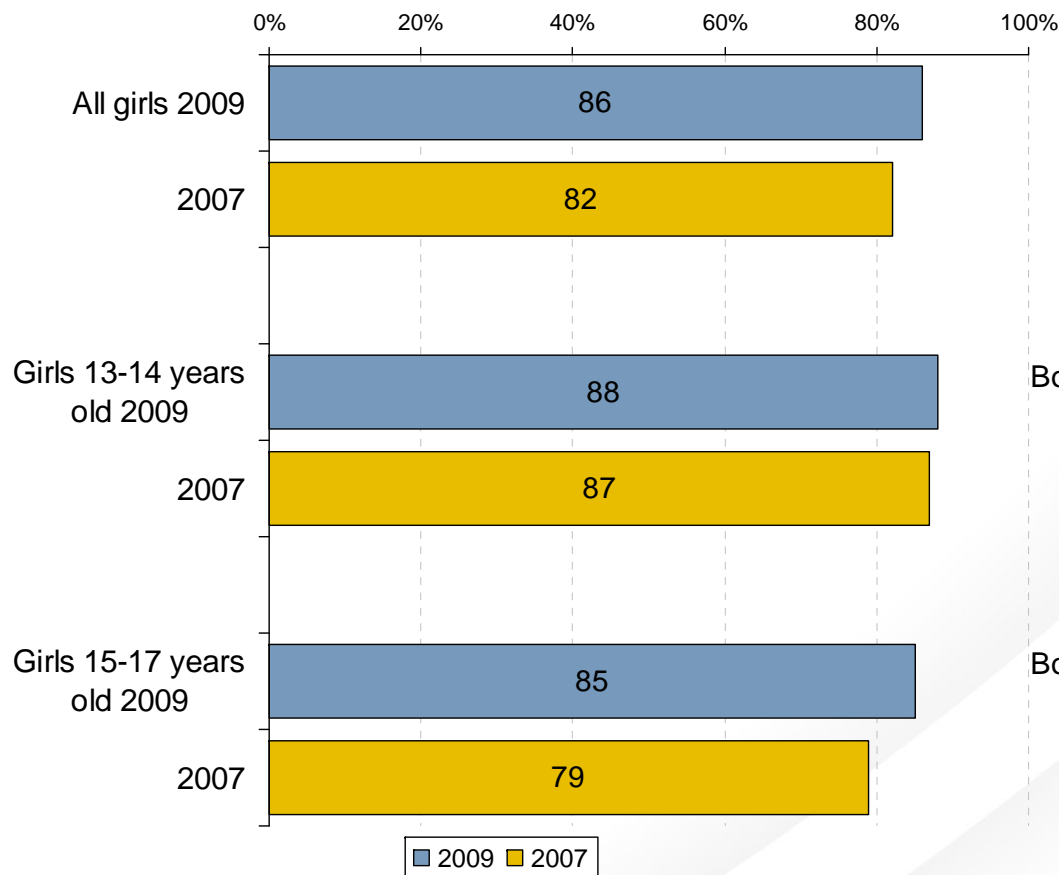
Proportion of those getting pocket money from home:



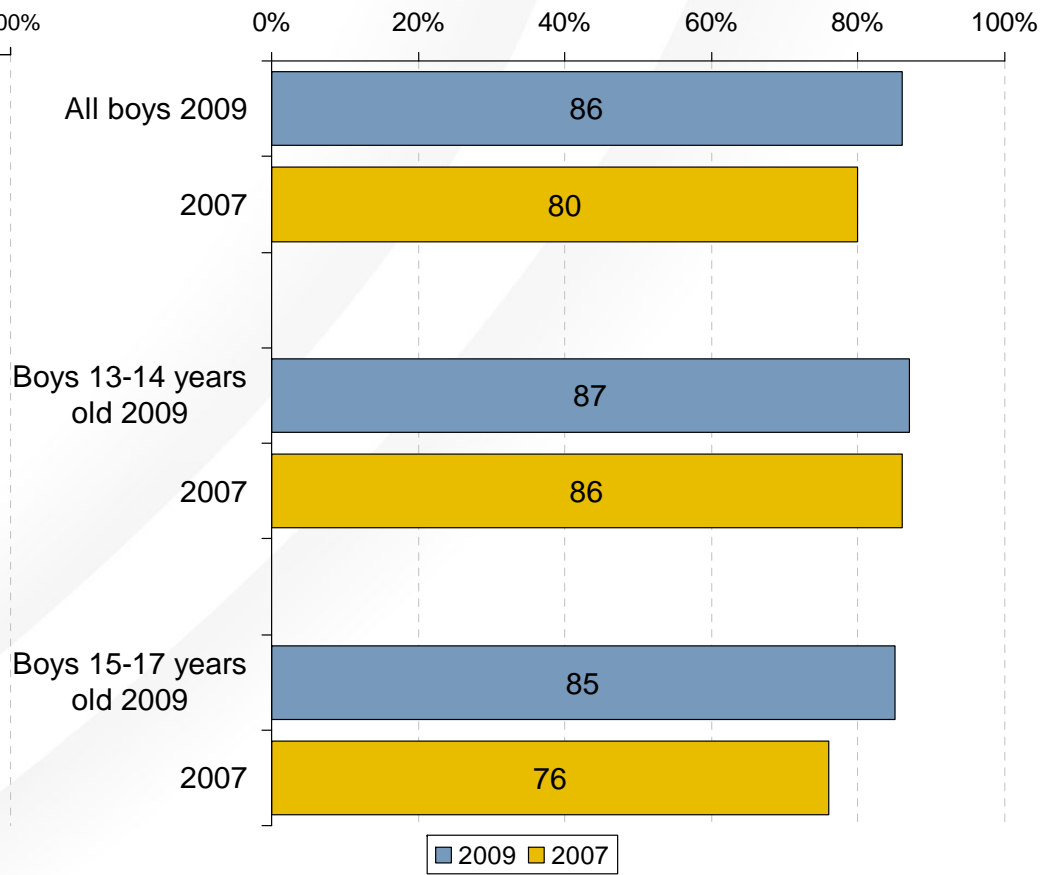
• There is no difference between boys and girls

There is an increase in the number of 15-17 year olds who get pocket money

Proportion of those getting pocket money from home:



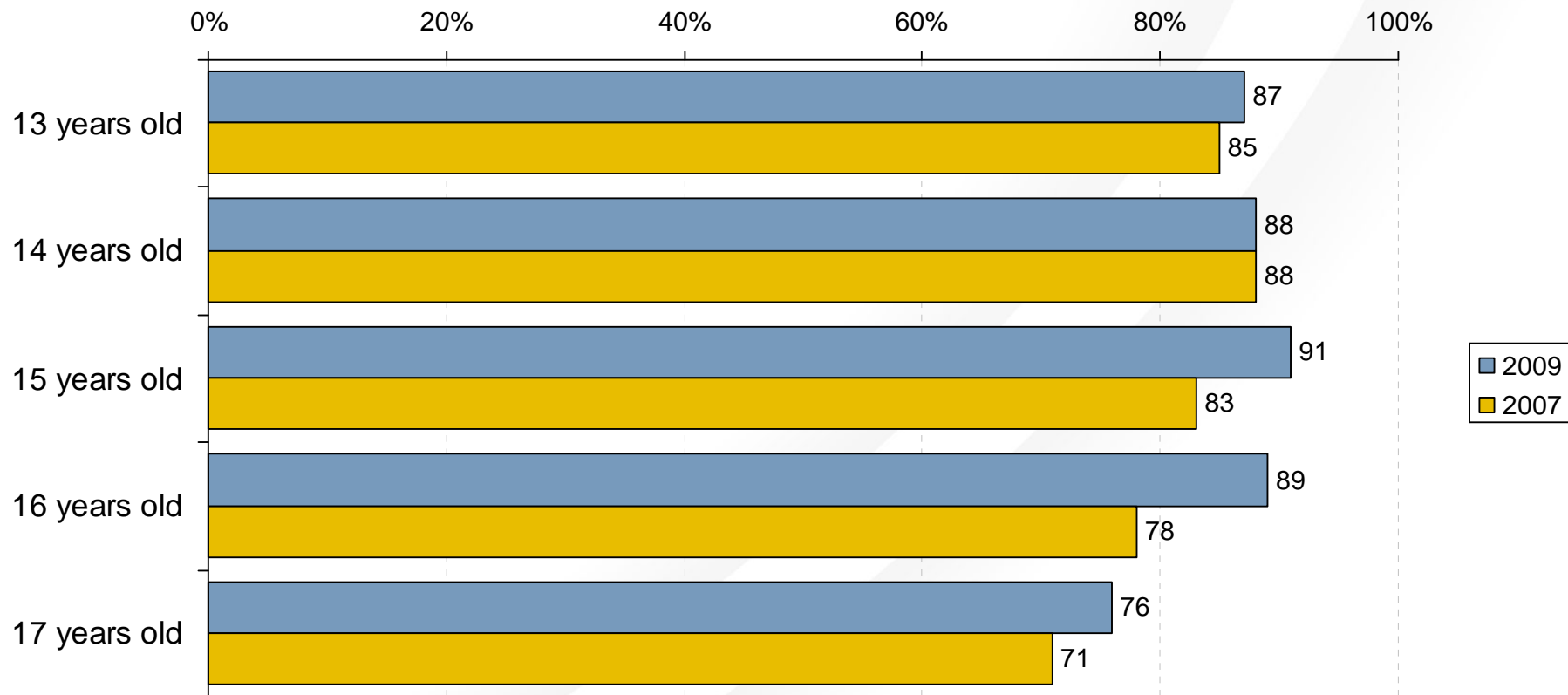
Base: All girls 325, age 13-14: 125, age 15-17: 201



Base: All boys 343, age 13-14: 123, age 15-17: 220

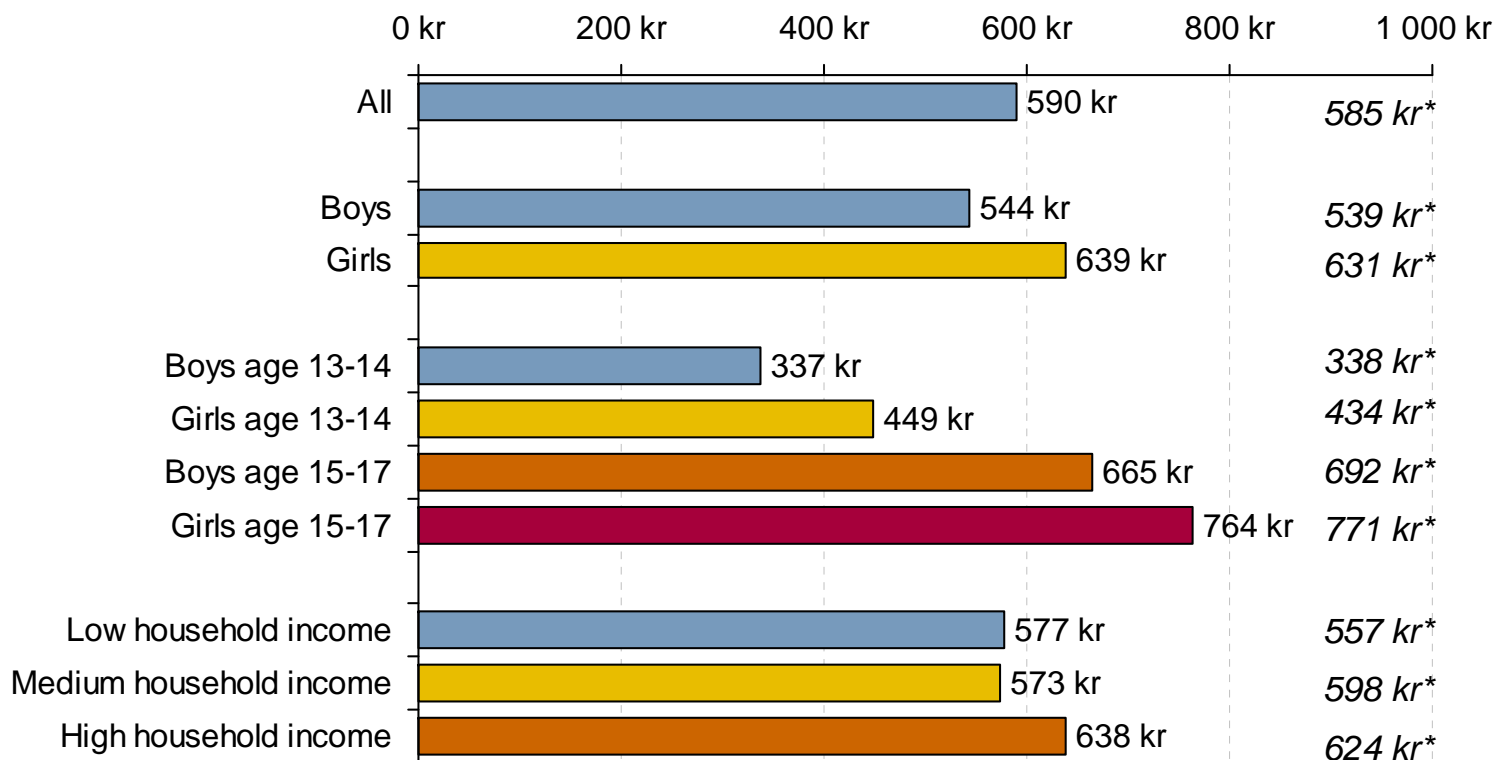
Largest increase is found among 15 year olds

Proportion of those getting pocket money from home:



The average amount of money teenagers get every month is on the same level as 2007

Average amount of pocket money every month:



• The amount of pocket money teenagers get every month is higher in Stockholm (641 kr) and lower for teenagers living in the countryside (545 kr).

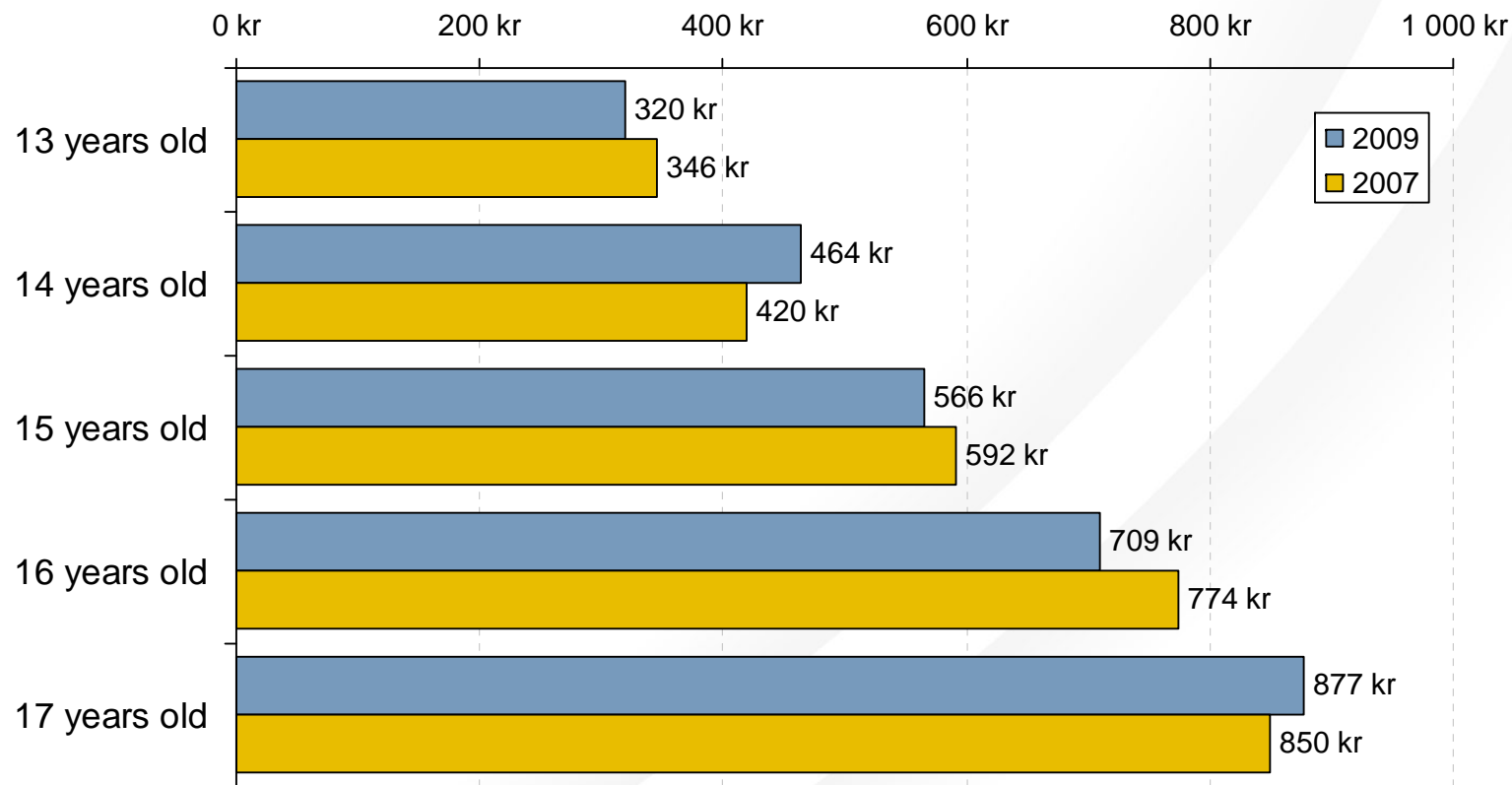
Definition of household income (yearly):

- Low: up to 399999 kr
- Medium: 400000 – 599999 kr
- High: 6000000 kr or more

*2007

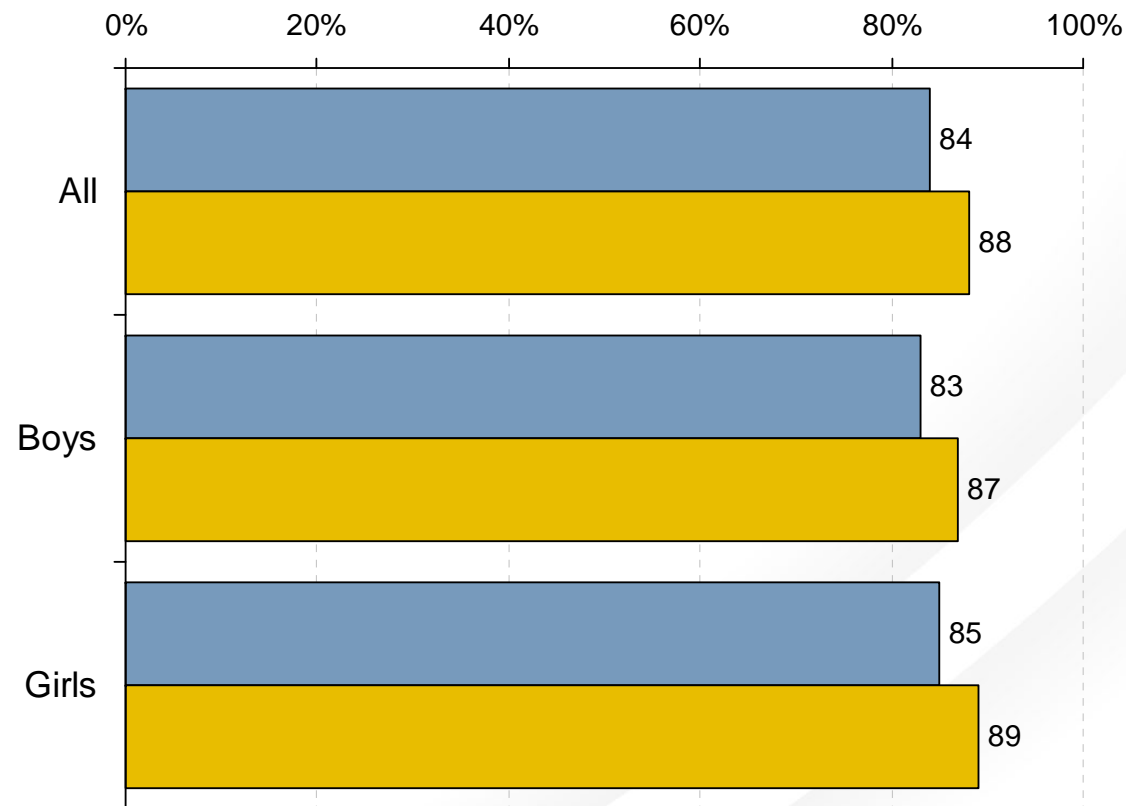
The amount of pocket money increases with age

Average amount of pocket money every month:



There is a slight decrease in the number of teenagers who get extra pocket money

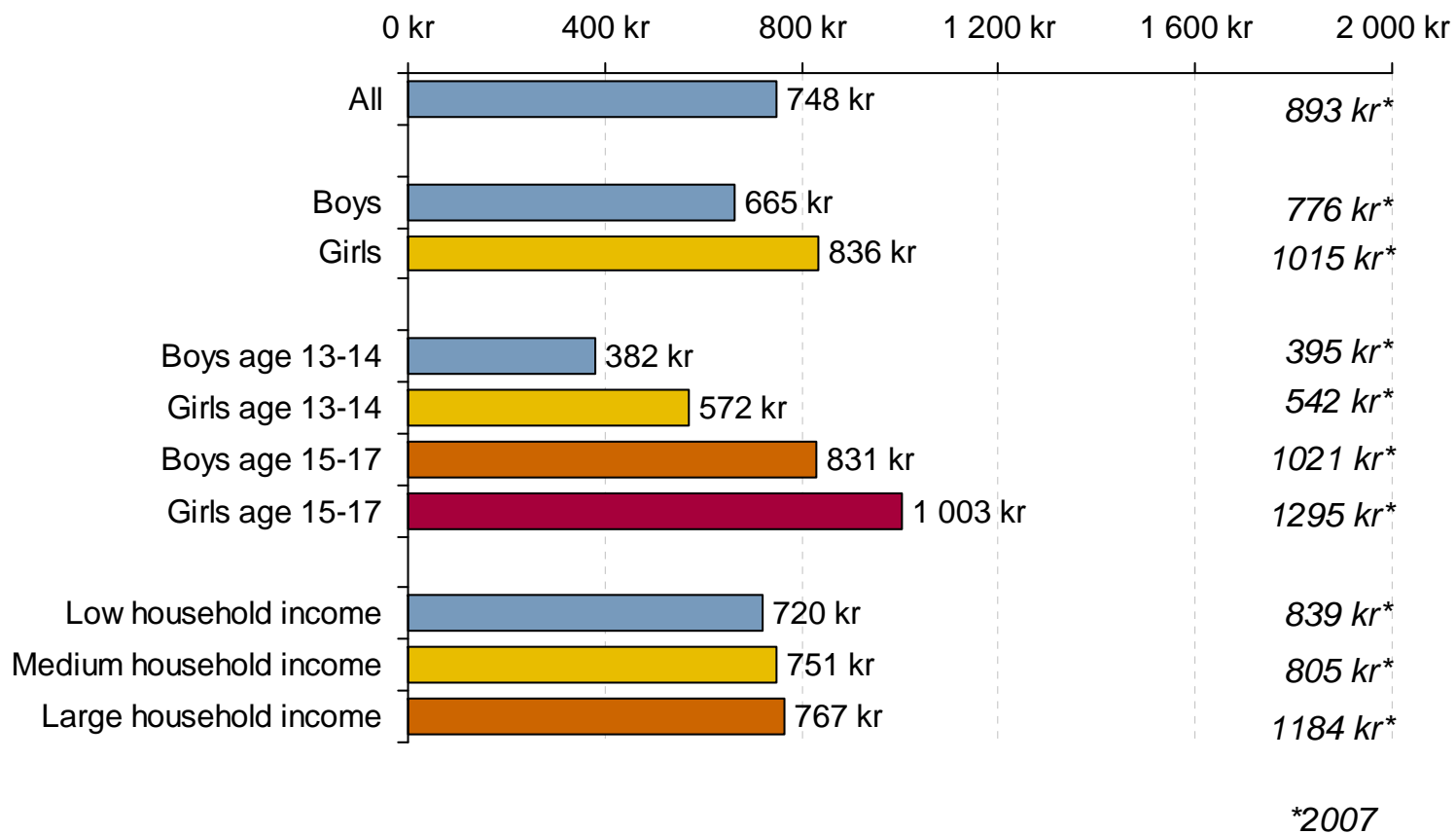
Proportion of those getting money from parents or relatives, apart from regular pocket money:



- More 13 year olds than others get extra pocket money (91 percent).
- Teenagers living in Stockholm to a lower extent than others get extra pocket money (79 percent).

The total amount of pocket money to spend is a bit lower this year than 2007 in average

Average amount of pocket money every month:

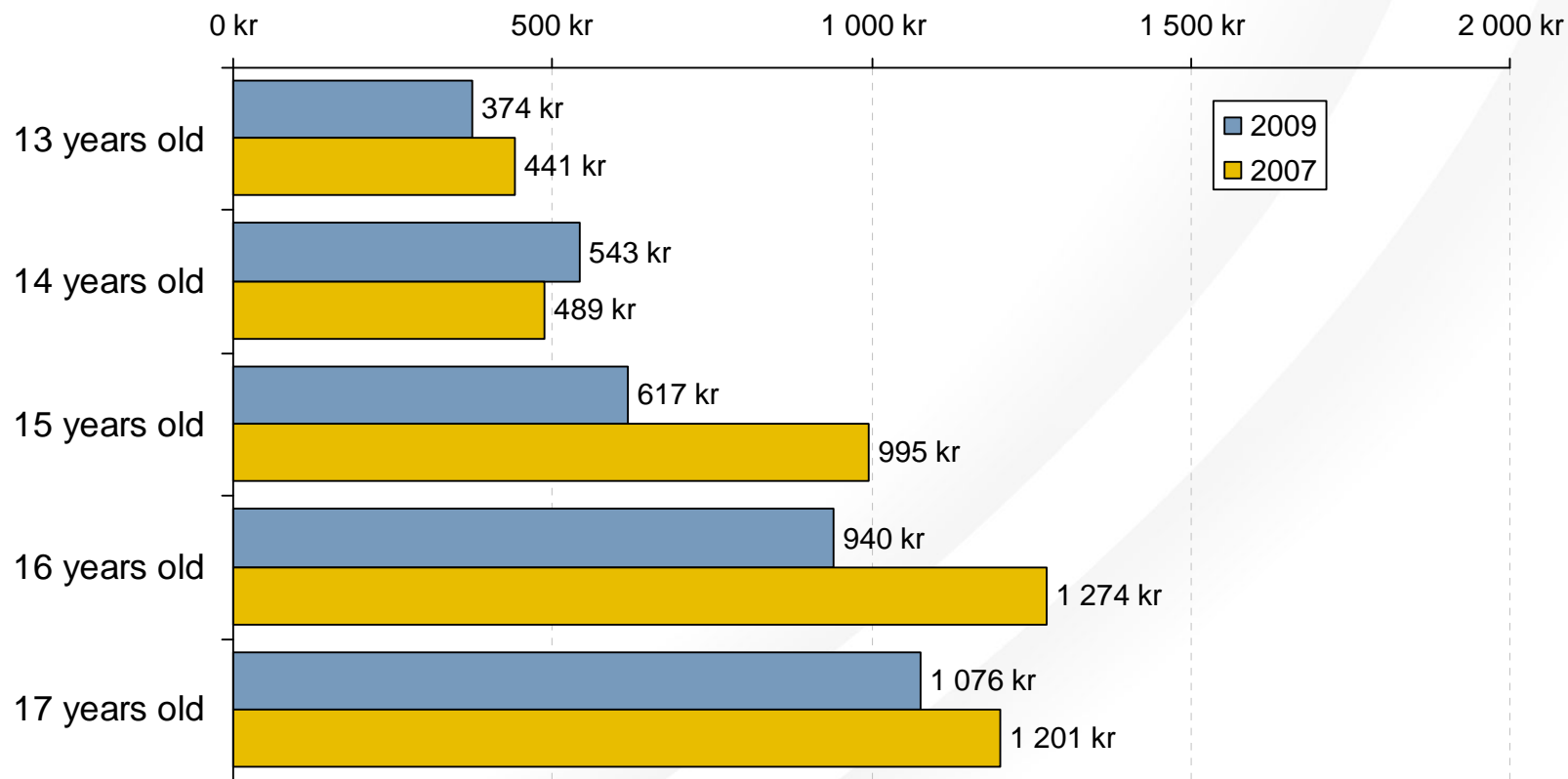


• The total amount of pocket money is higher for teenagers living in Stockholm (847 kr) and lower for teenagers living in small cities (699 kr).

*2007

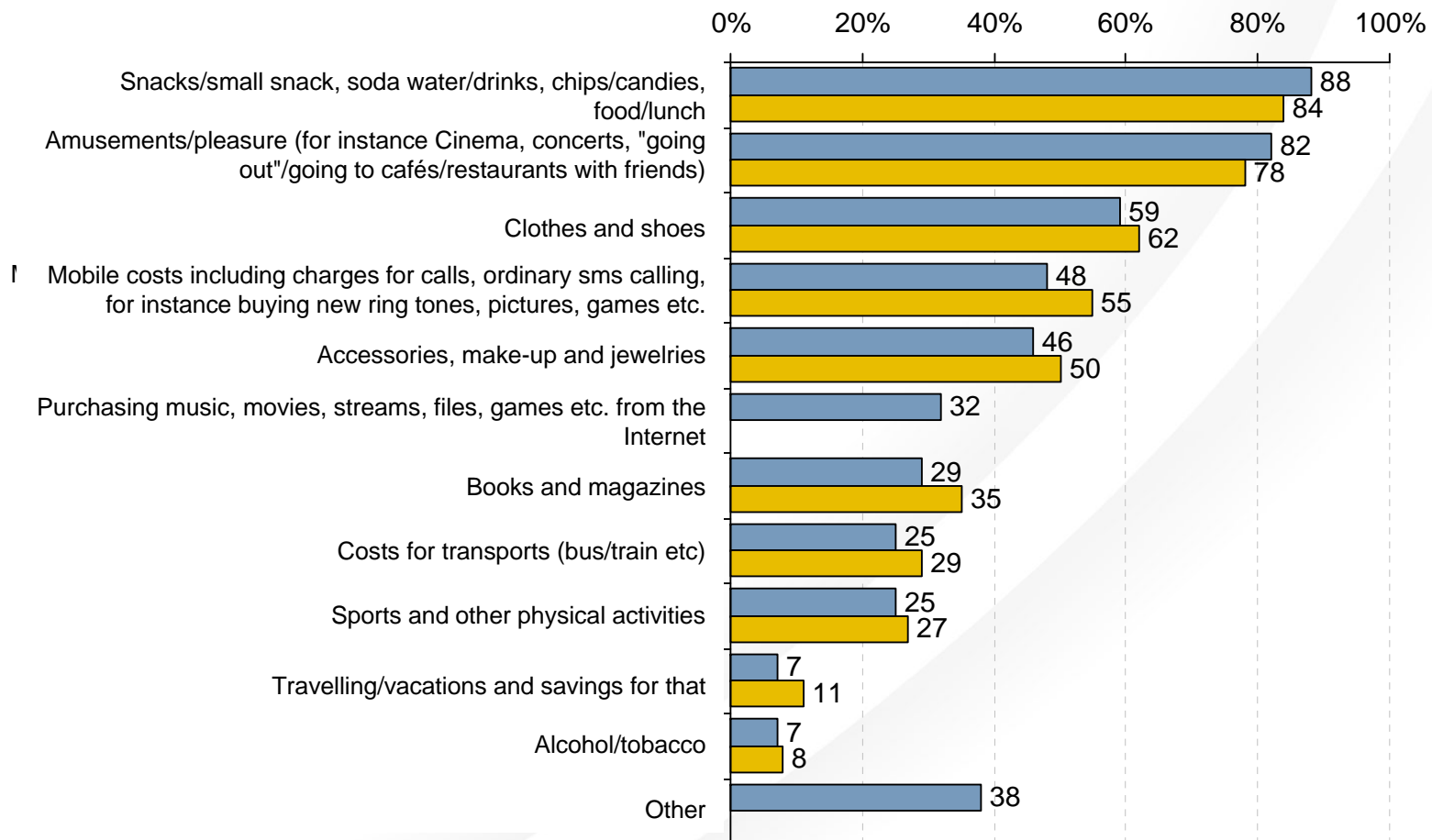
The 15-17 year olds have less money now than 2007

Total average monthly income (pocket money, income from extra work after taxes, extra money etc):



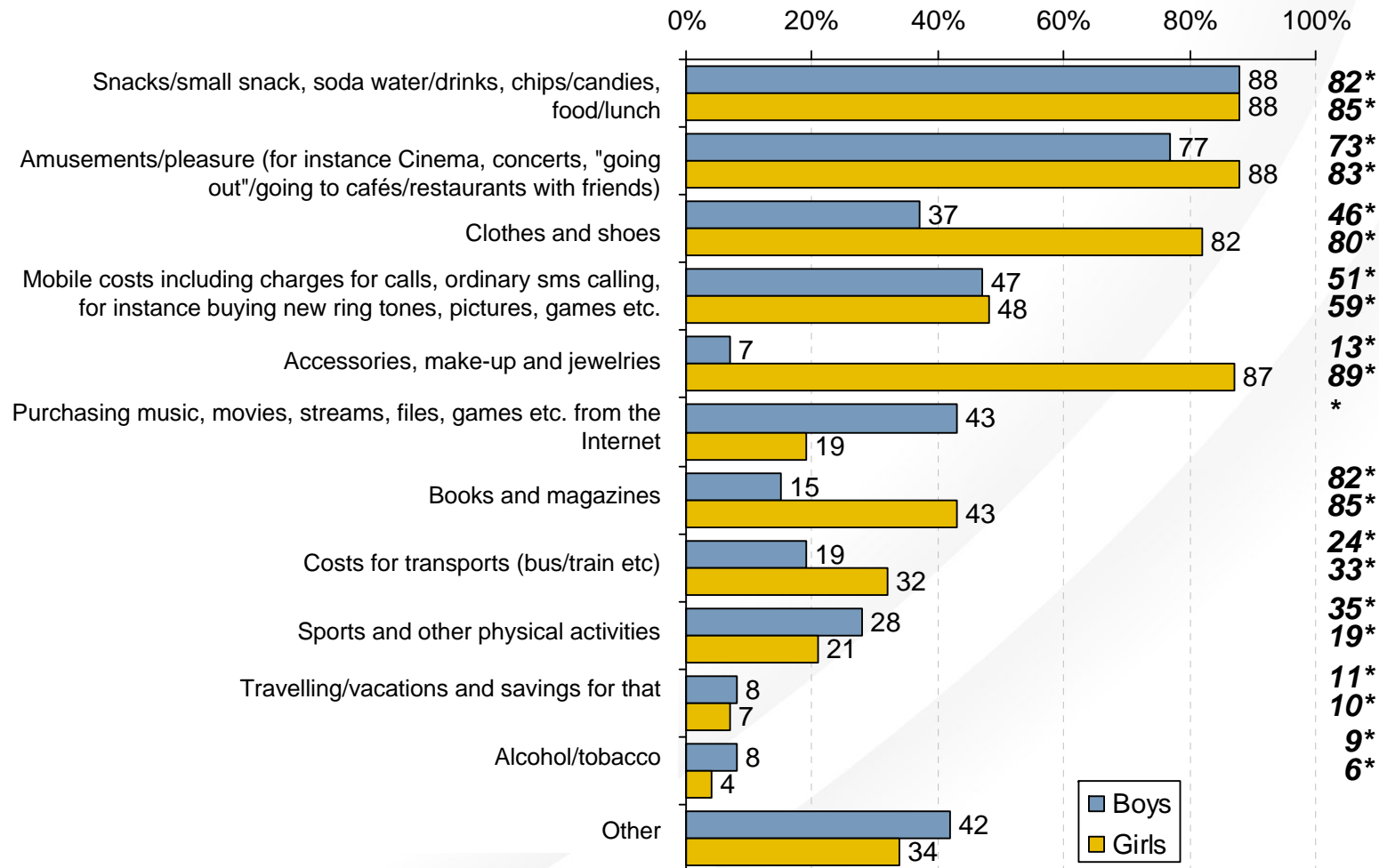
Most teenagers spend money on snacks and drinks

Proportion of those spending money on different expenses



Big differences in how boys and girls spend their money

Proportion of those spending money on different expenses



*2007

Snacks and drinks are in top for both young boys and girls

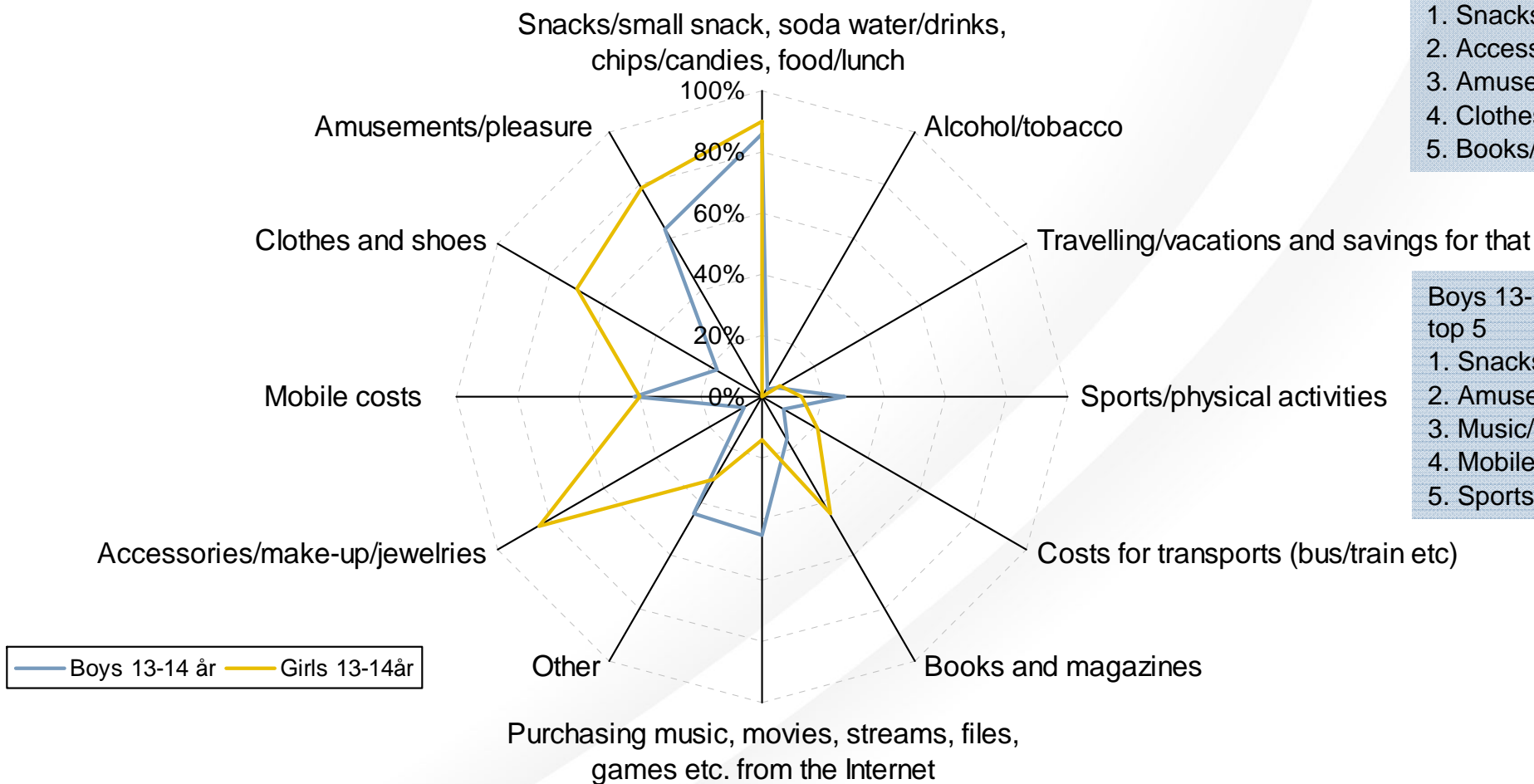
Proportion of those spending money on different expenses (boys and girls age 13-14):

Girls 13-14 years old, top 5:

1. Snacks/drinks
2. Accessories
3. Amusements
4. Clothes/shoes
5. Books/magazines

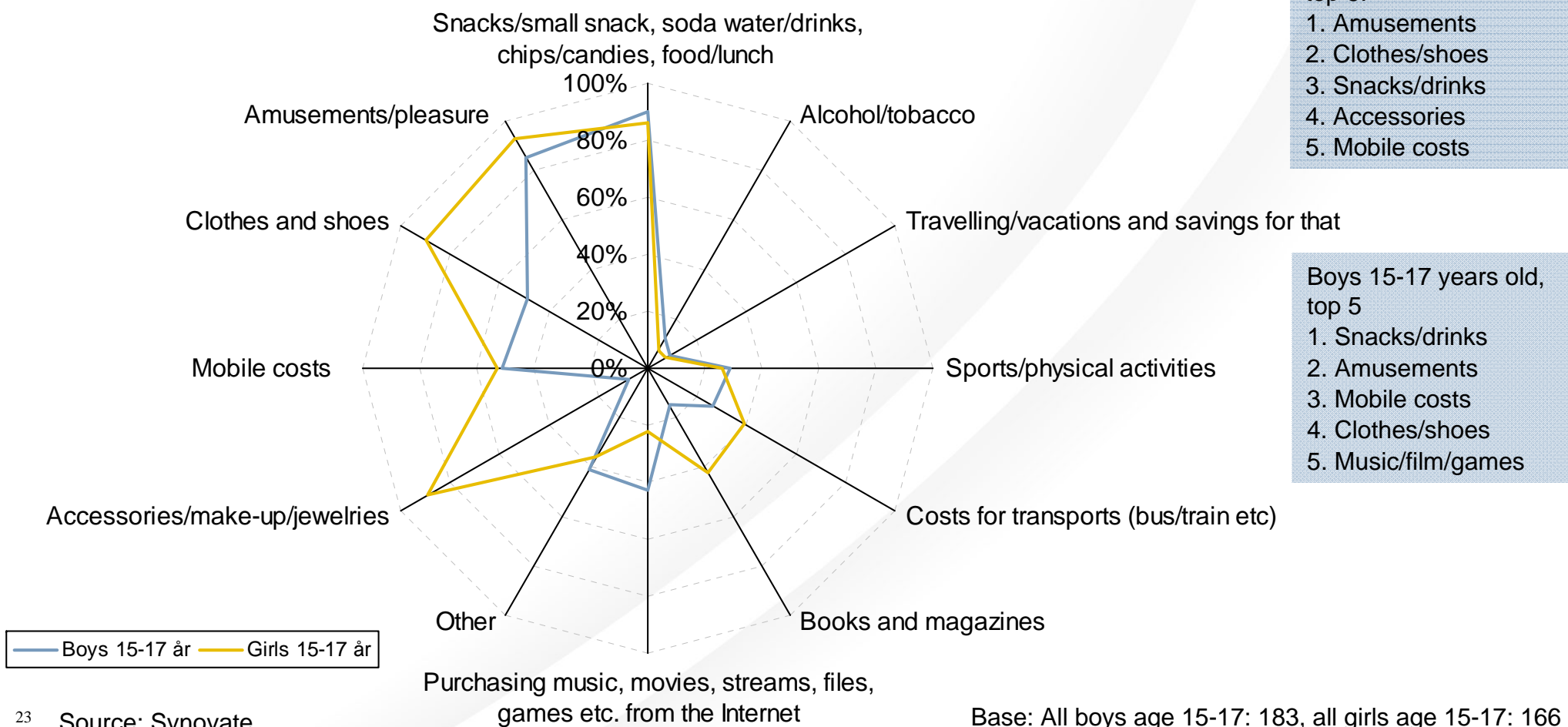
Boys 13-14 years old, top 5:

1. Snacks/drinks
2. Amusements
3. Music/film/games
4. Mobile costs
5. Sports



More girls spend money on clothes and shoes

Proportion of those spending money on different expenses (boys and girls age 15-17):

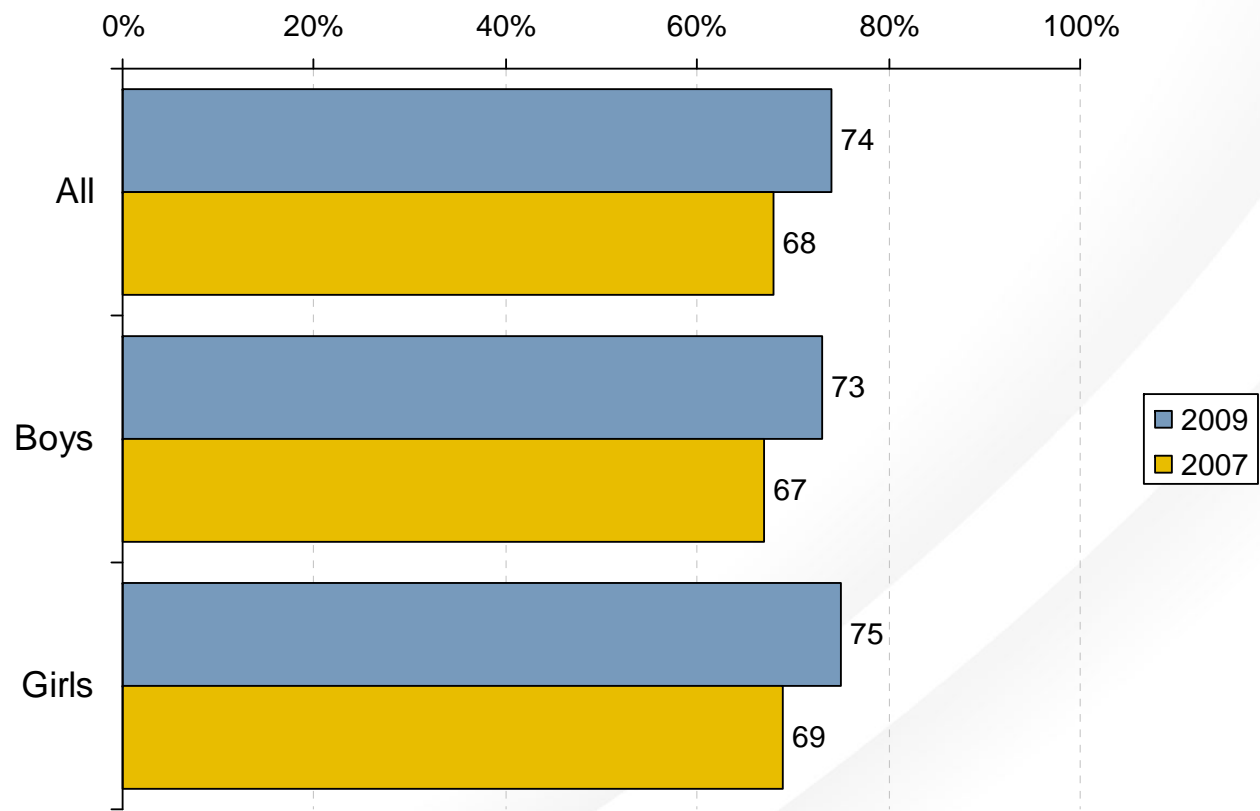


Over all summary and conclusions – Bank and saving

- **More teenagers have bank cards of their own now than 2007 (74 percent compared to 68 percent 2007). The share who have bank card increases with age. Teenagers who work extra to a larger extent have bank cards (88 percent). Teenagers living in Stockholm to a lower extent have bank cards (67 percent), as do also teenagers living in households with low income (69 percent).**
- **Almost one third of teenagers over 15 use internet bank. 17 year olds use internetbank to a larger extent (38 percent).**
- **More teenagers think it is important to save money now than 2007, 81 percent think it is very or quite important. Girls think it is more important than boys do. 77 percent of the teenagers save money. Those who work extra save to a higher extent (84 percent).**
- **Saved amount is about the same as 2007, approximately 5800 kr in average. Teenagers in high income households have a larger saved amount, 7500 kr.**
- **To keep an eye on their economy most teenagers simply check in their wallet. A majority of the 15-17 year olds also check their bank account**
- **Saving for computer, games or other computer accessories is most common, together with the saving without a specific goal (27 percent each). Saving for expensive clothing and shoes has decreased clearly (from 22 percent 2007 to 11 percent now).**

More teenagers have bank cards of their own now than 2007

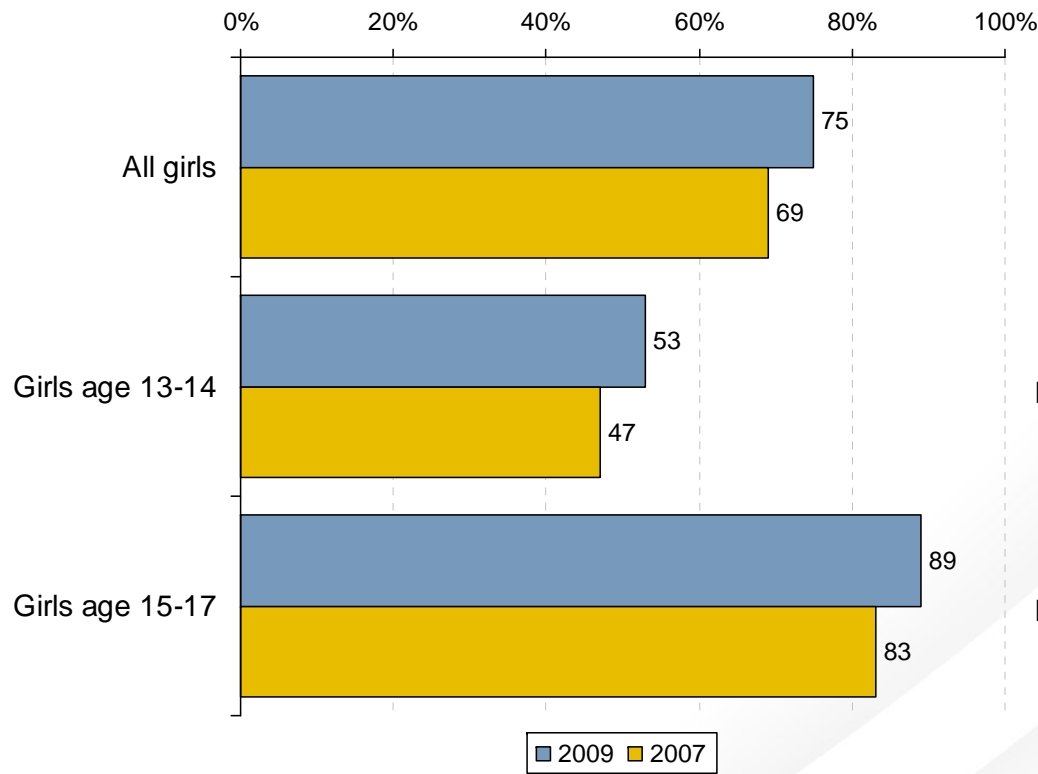
Proportion of those having a bank card of their own:



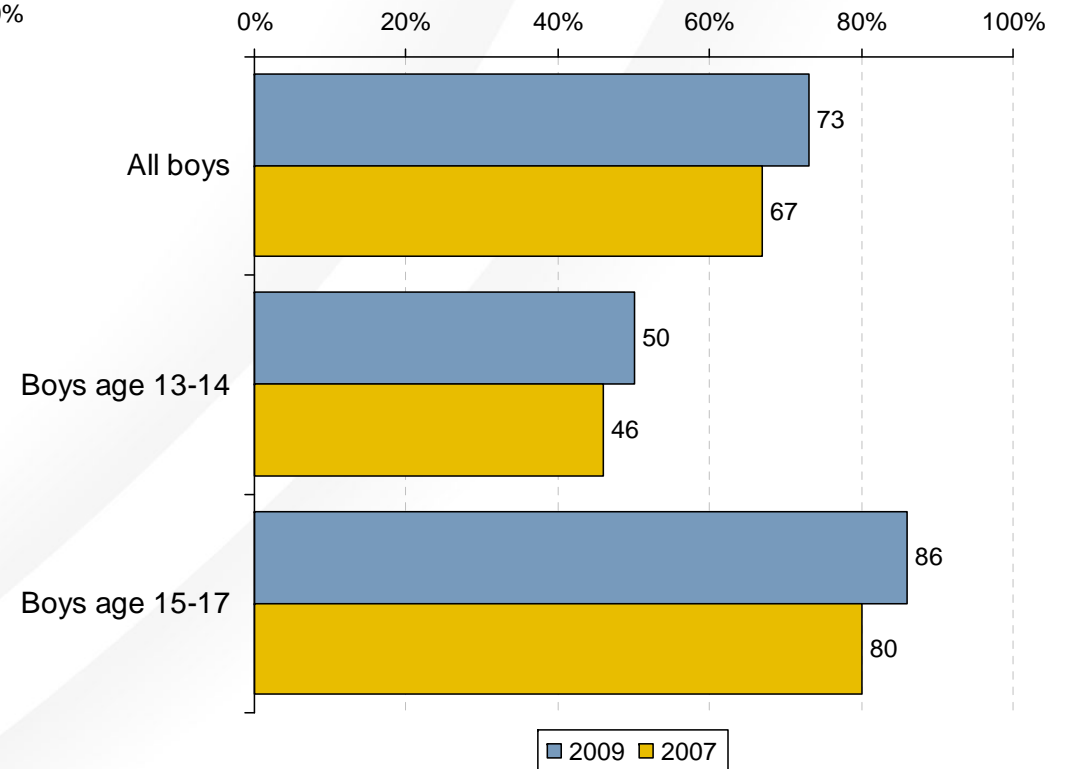
- Those who work extra to a larger extent have bank cards (88 percent)
- Teenagers living in Stockholm to a lower extent have bank cards (67 percent), as do also teenagers living in households with low income (69 percent)

Boys and girls have bank card to the same extent

Proportion of those having a bank card of their own:



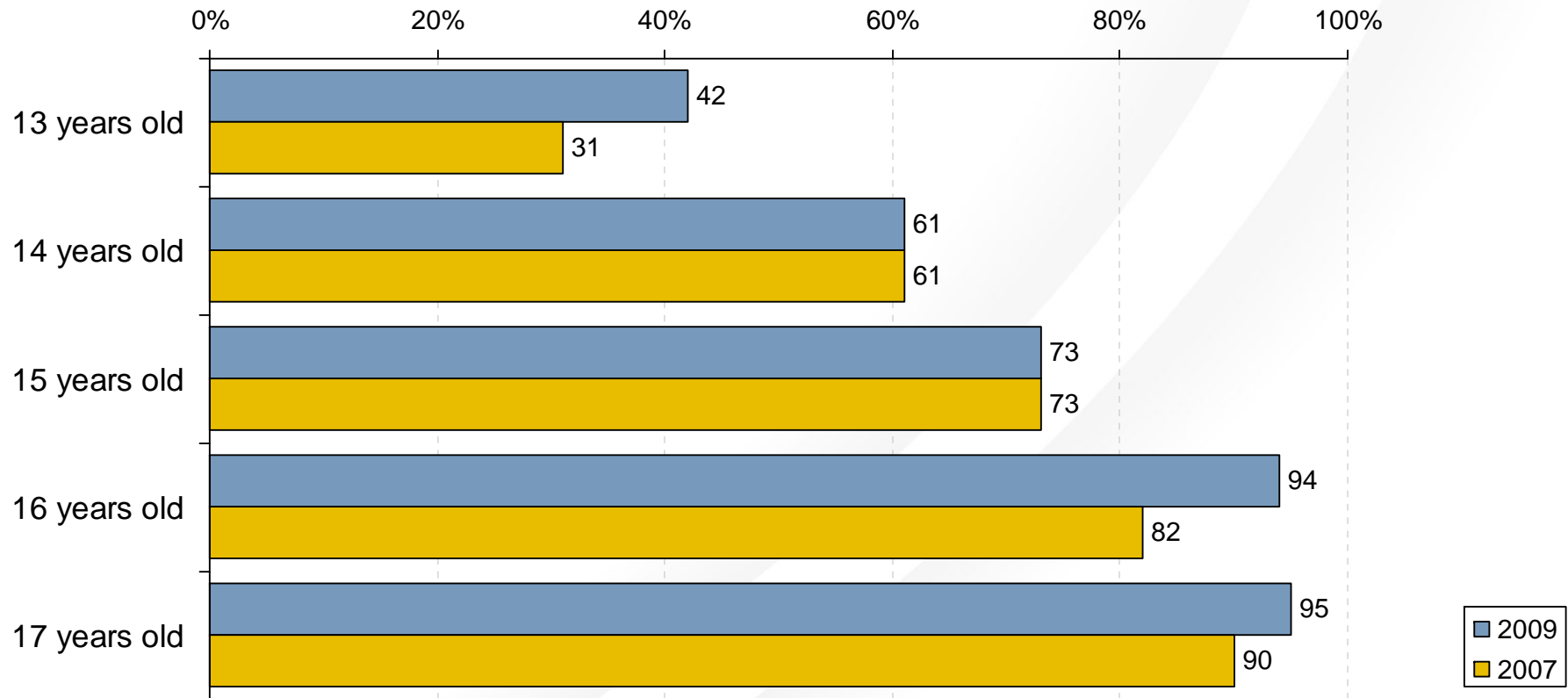
Base: All girls 325, age 13-14: 125, age 15-17: 201



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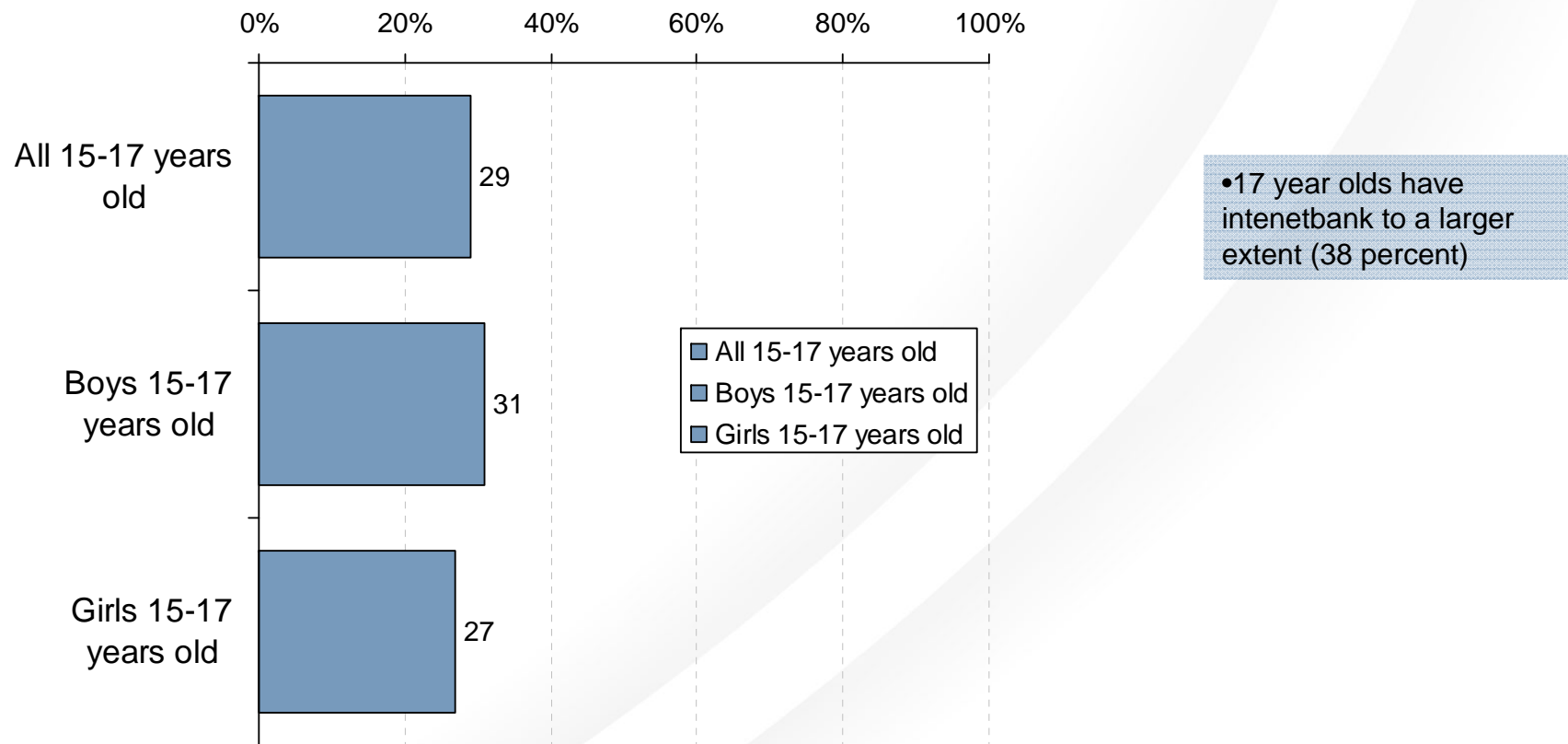
42 percent of the 13 year olds have a bank card

Proportion of those having a bank card of their own:



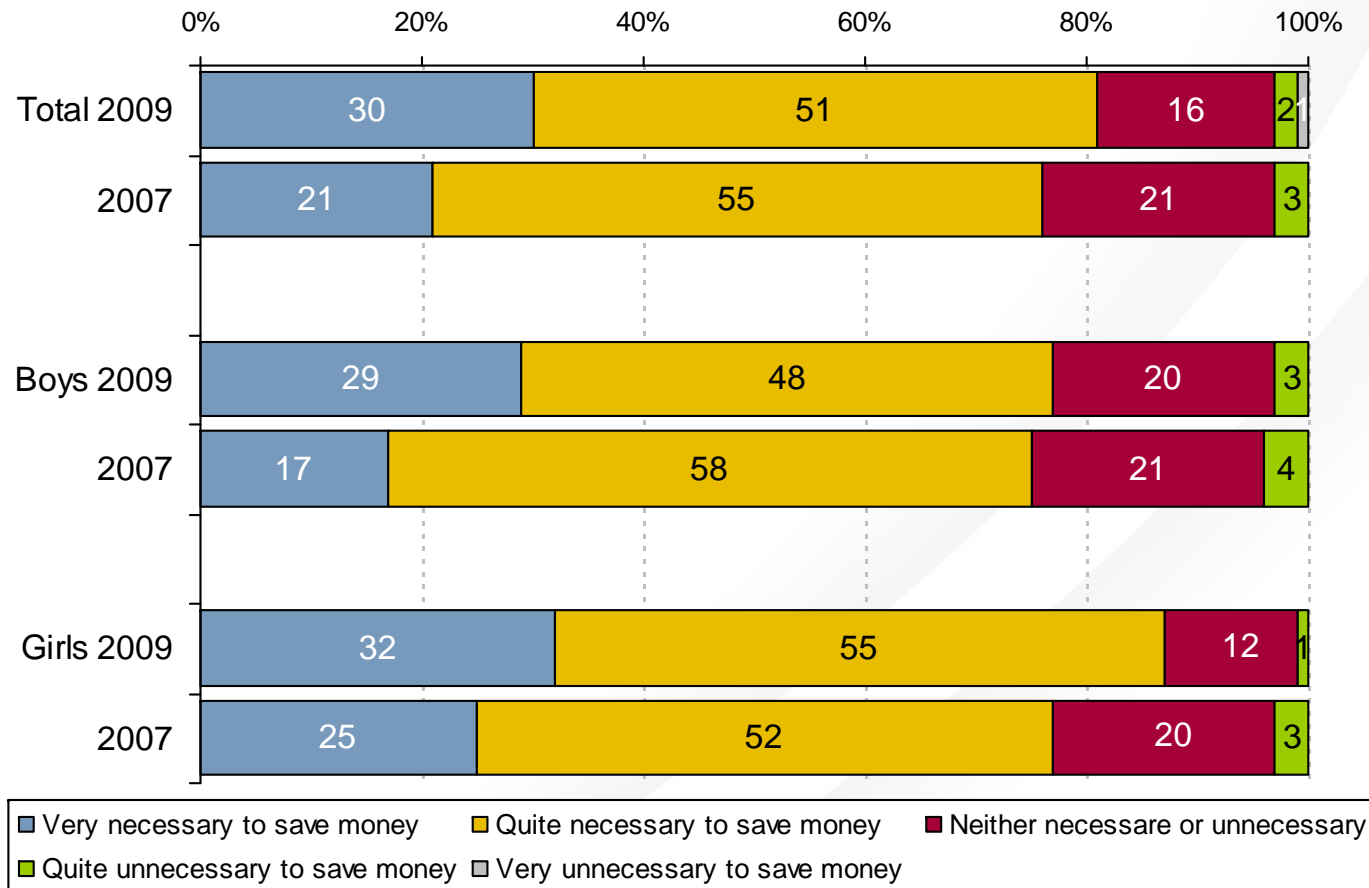
Almost one third of teenagers over 15 use internet bank

Proportion of those using Internetbank



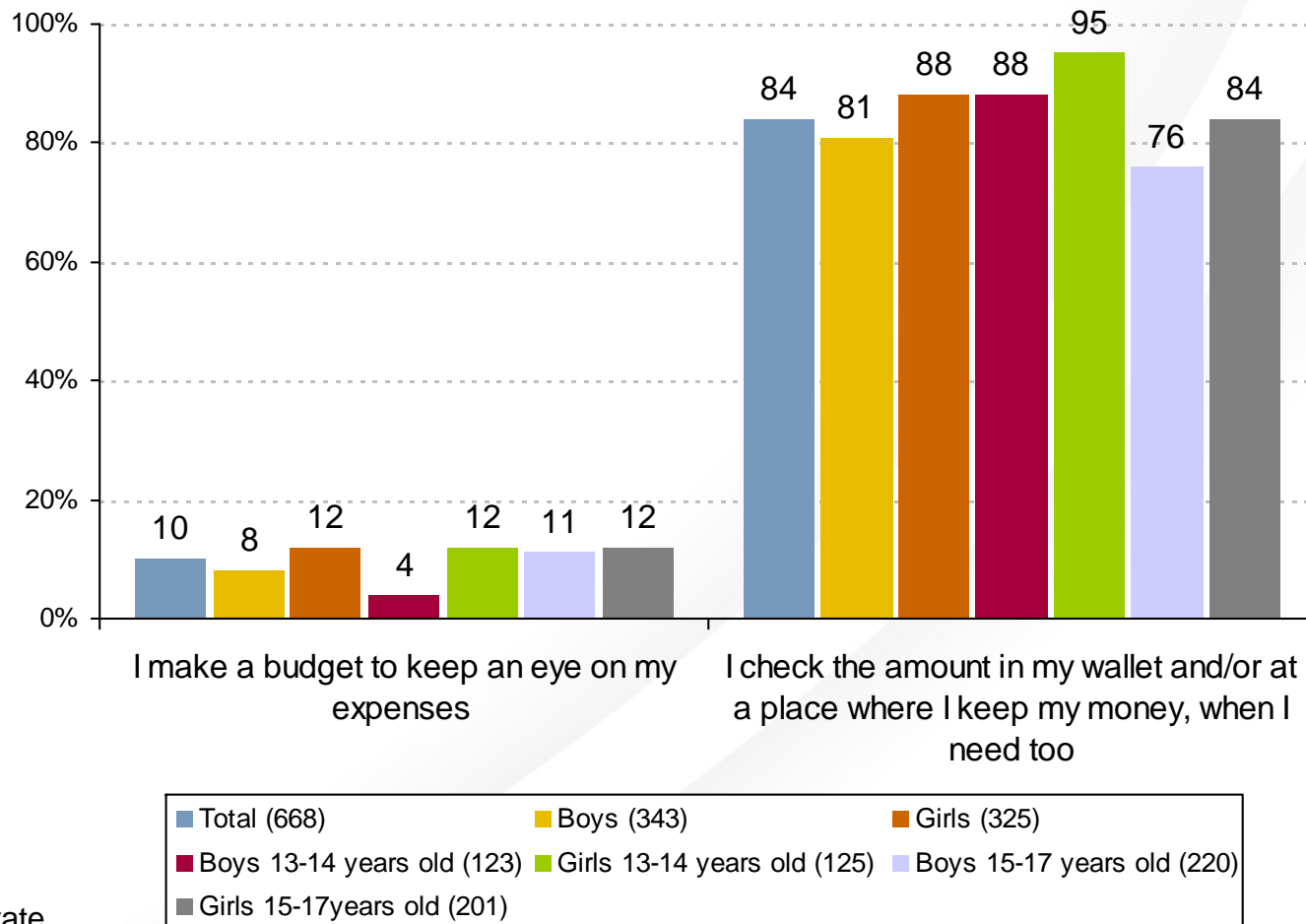
More teenagers think it is important to save money now than 2007

What is your opinion about saving money yourself?



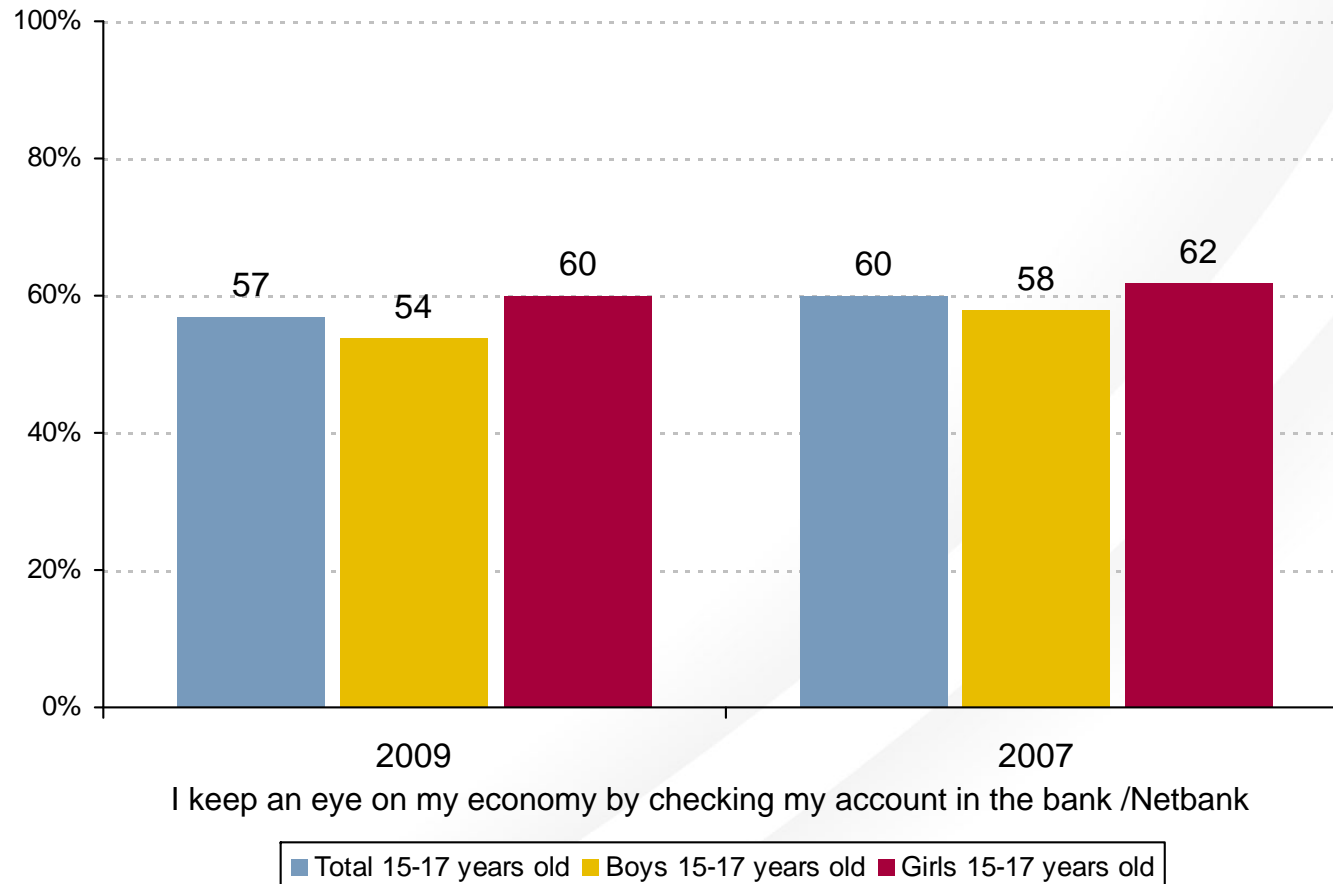
To keep an eye on their economy most teenagers simply check in their wallet

How do you keep an eye on your economy?



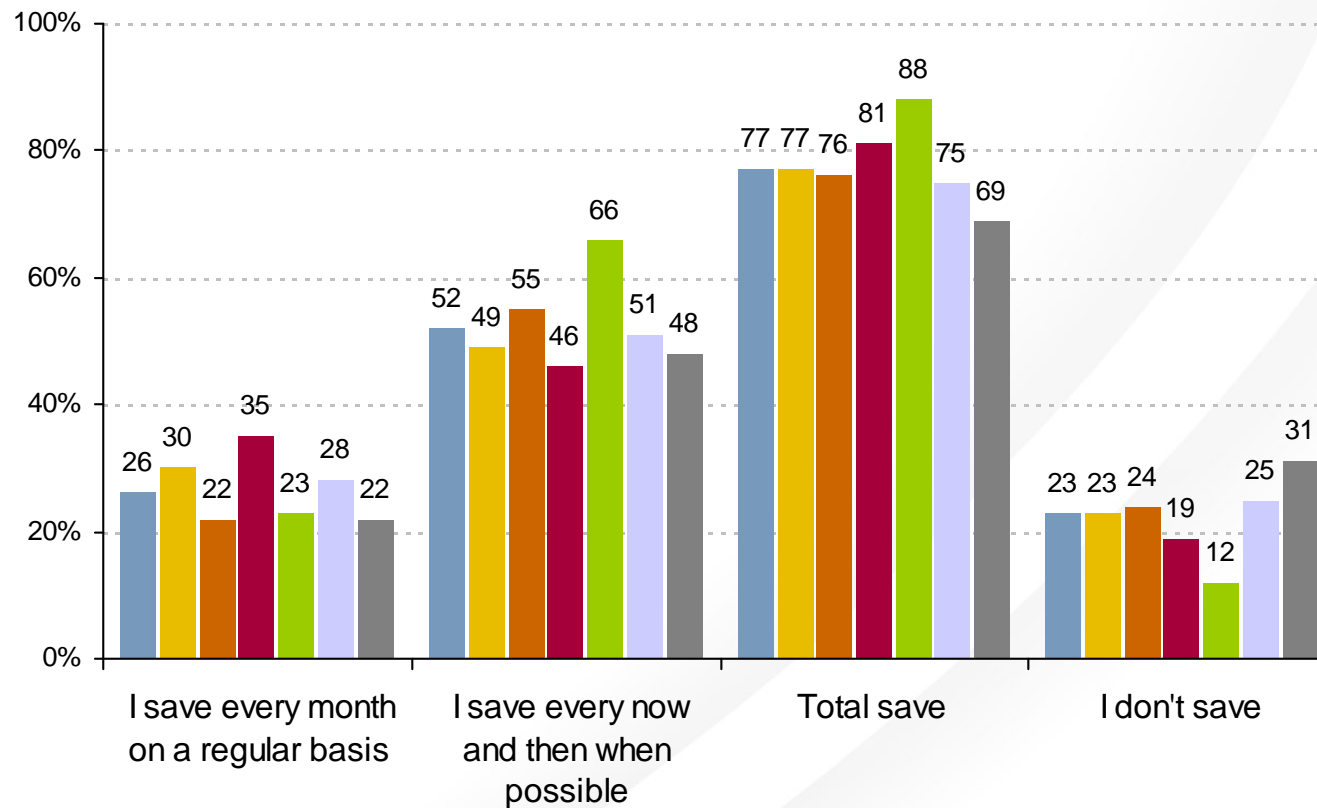
A majority of the 15-17 year olds check their bank account to keep an eye on their economy

How do you keep an eye on your economy?

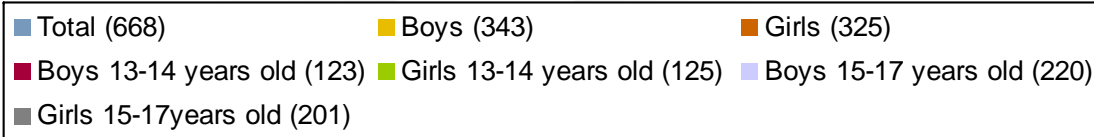


It is most common to save among young girls

What is your relation to savings?

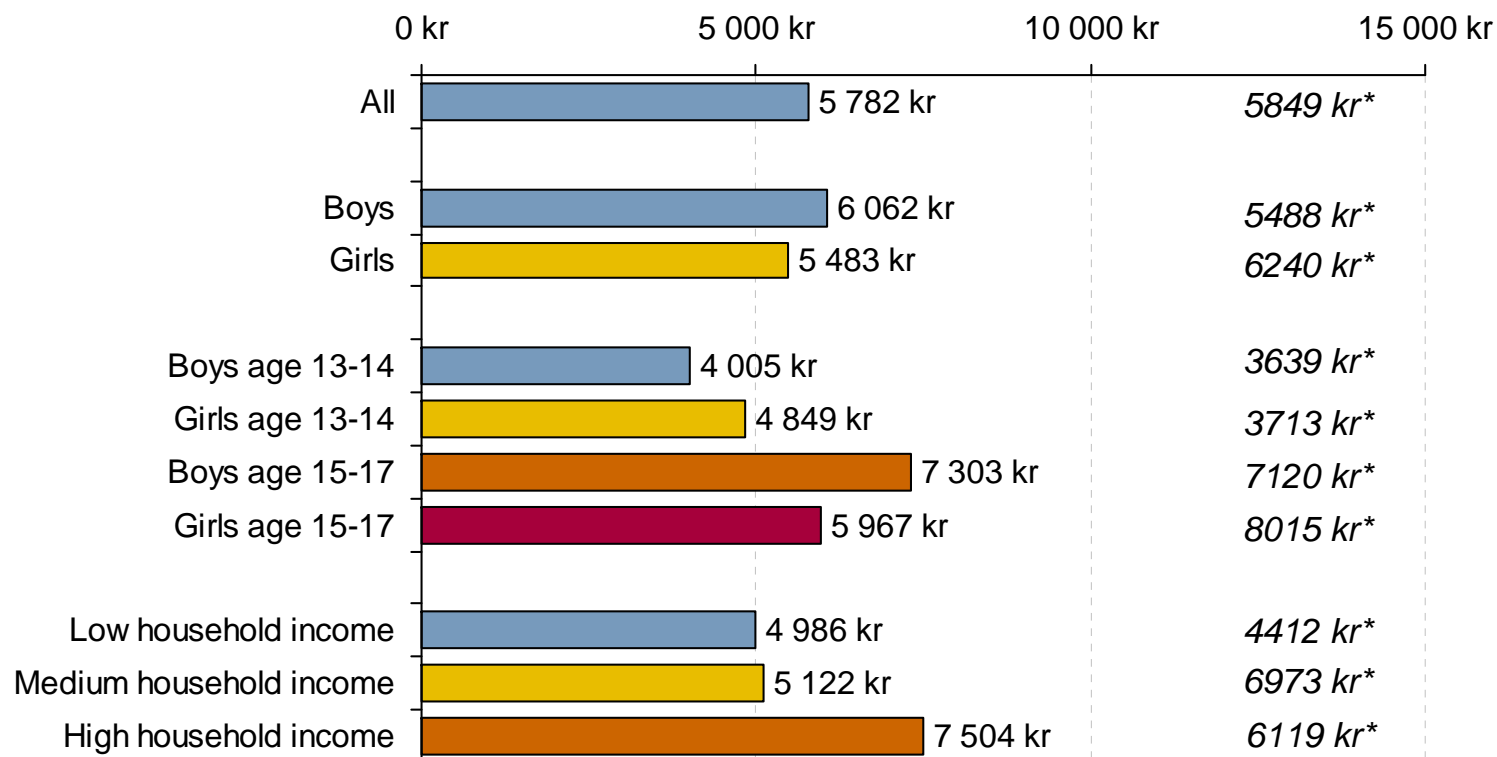


• Those who work extra save to a higher extent (84 percent)



Average saved amount is about the same as 2007

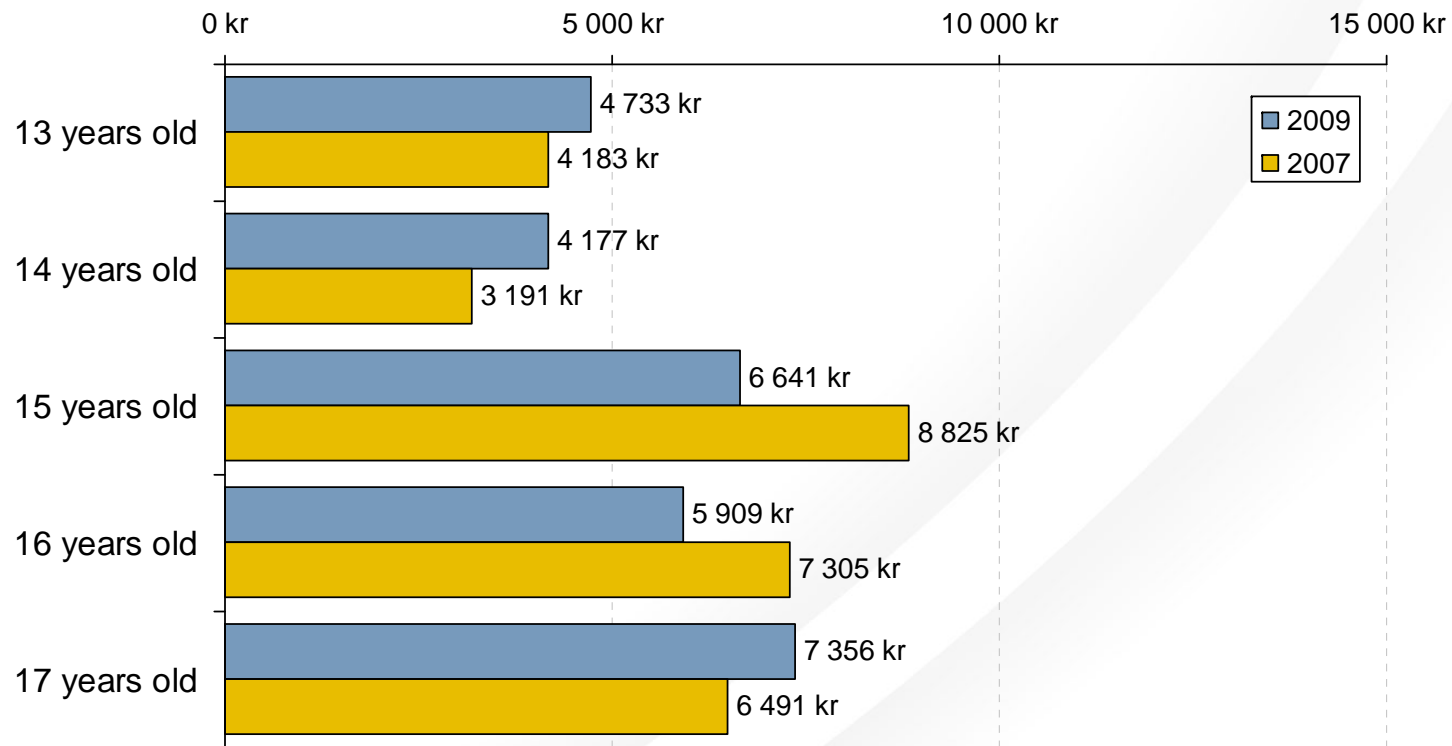
Average saving



*2007

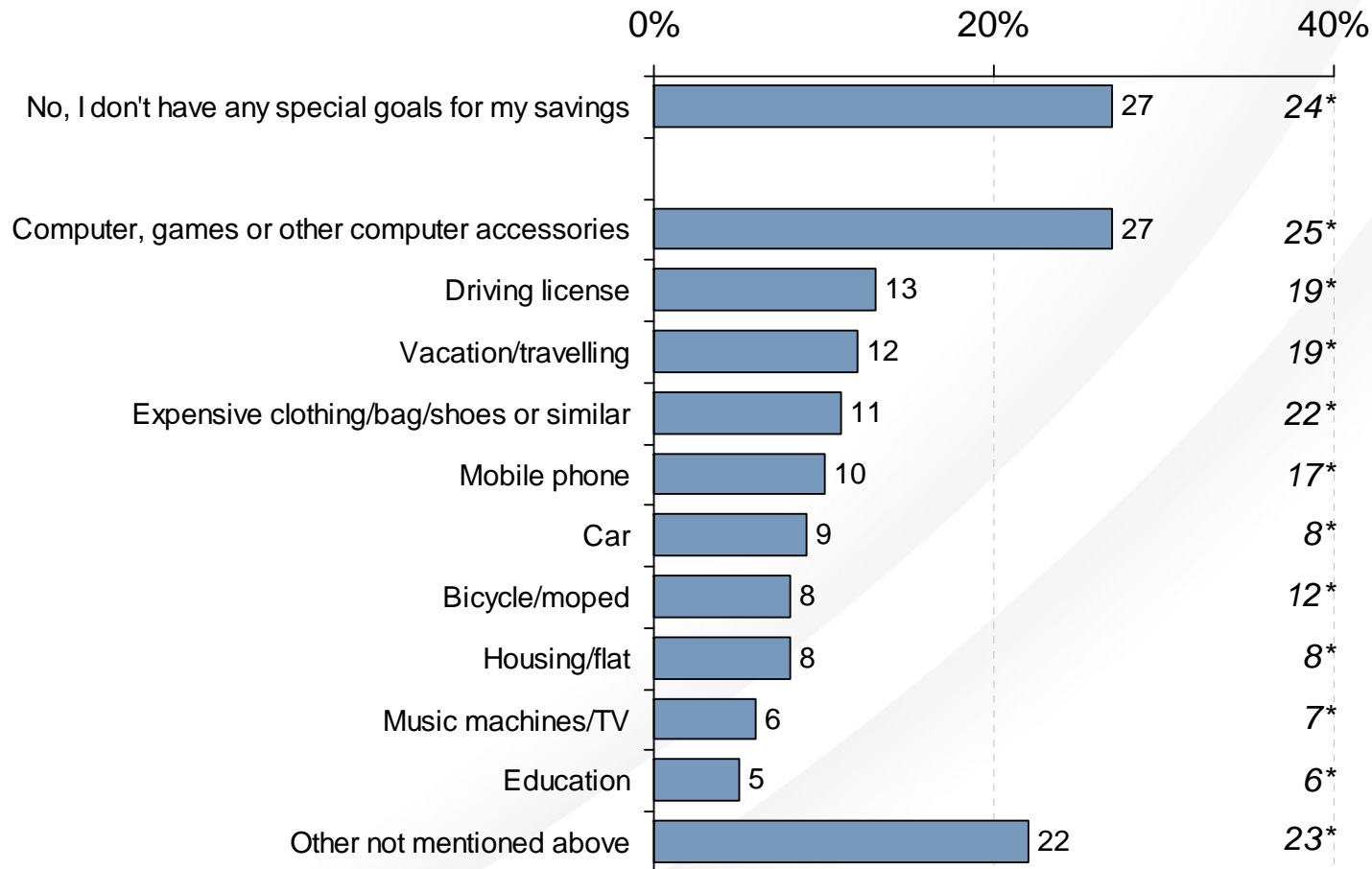
The amount of saved money is more similar over the ages this year compared to 2007

Average own savings



Saving for expensive clothing and shoes has decreased clearly

Special goal for savings

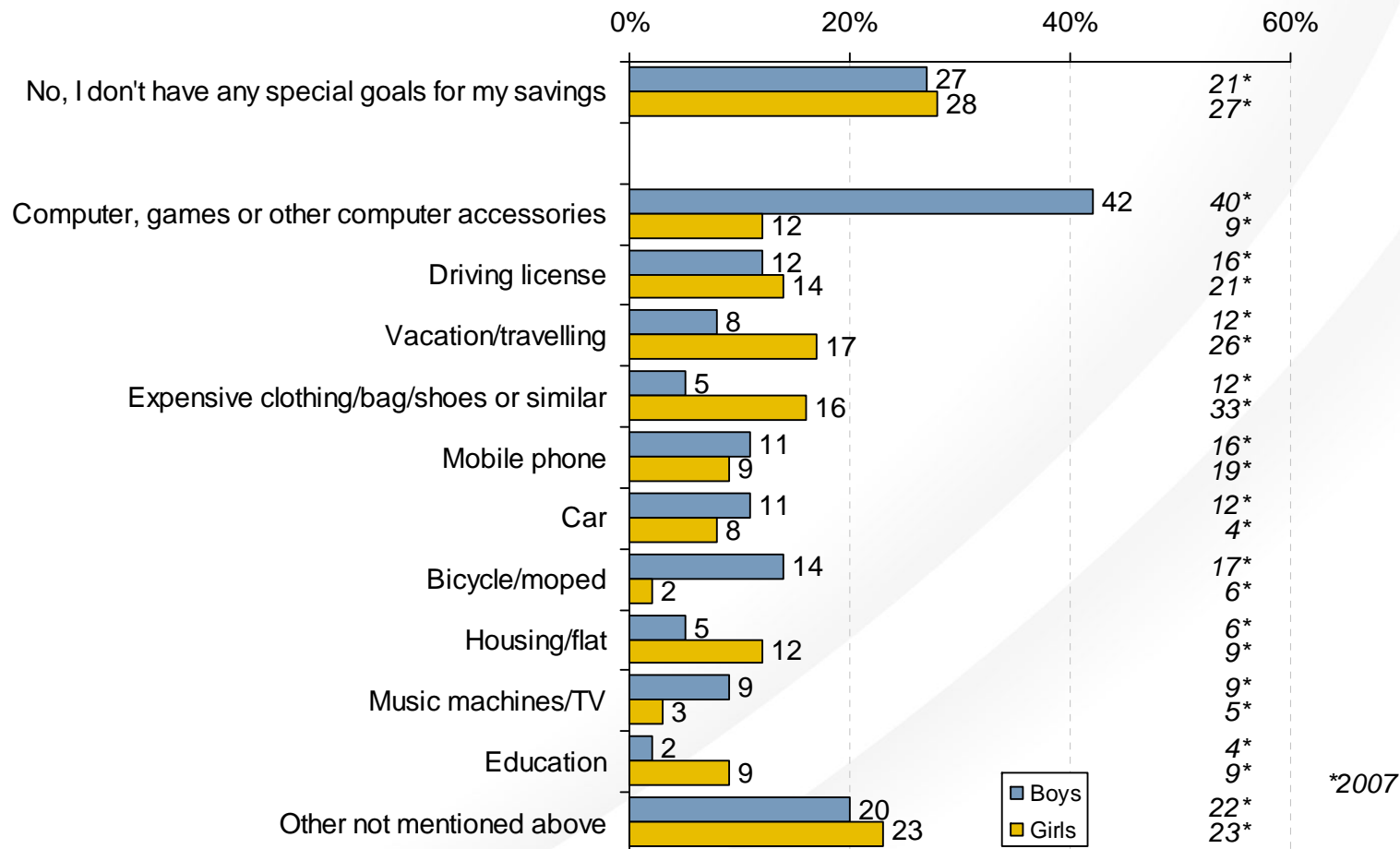


• To save without a specific goal for the saving is more common in large cities (39 percent) and for teenagers in high income households (40 percent).

*2007

Girls and boys save for different things

Special goal for savings

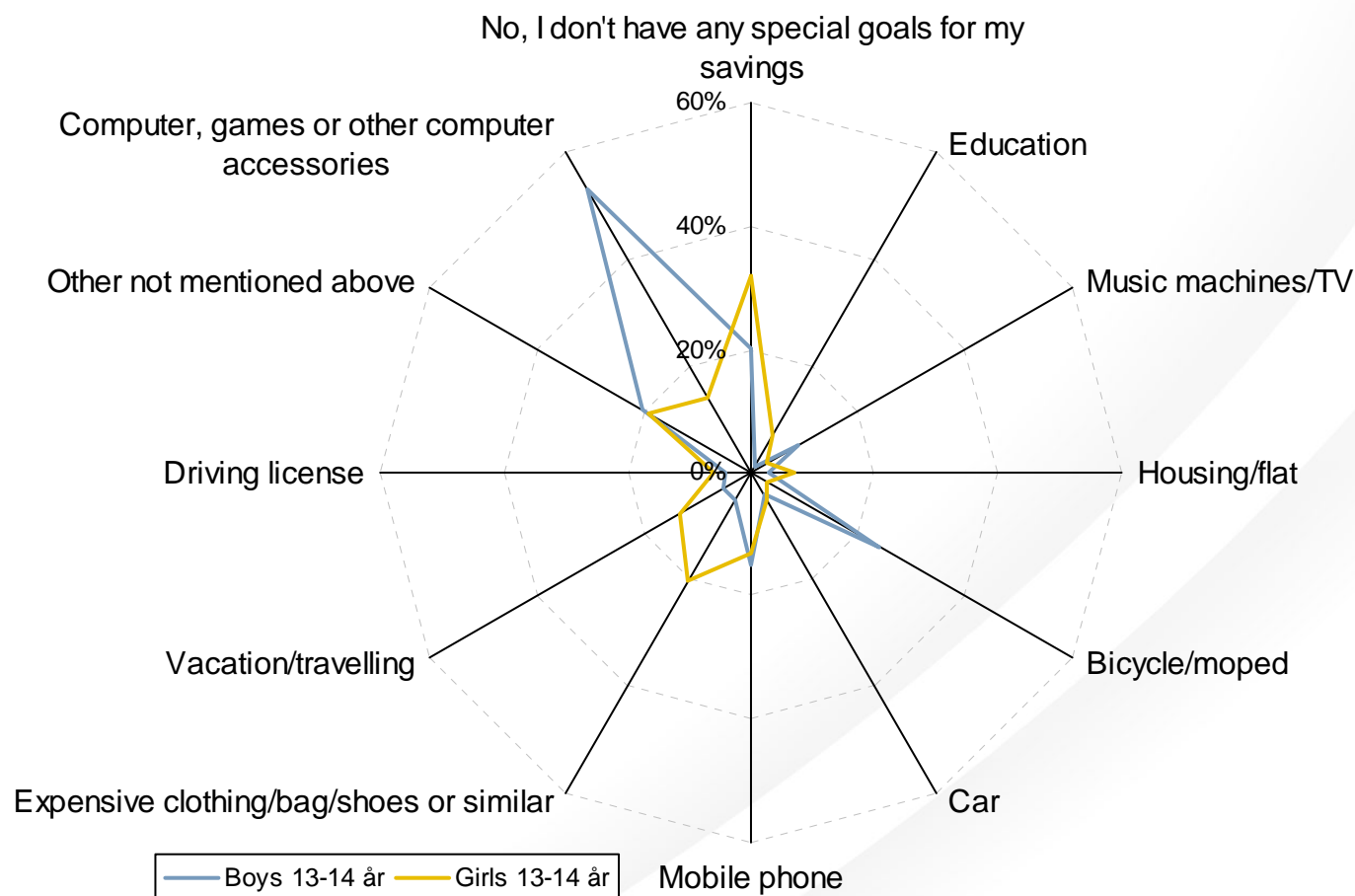


*2007

Base: All who save, boys 263, girls 248

Computer and games are popular saving goals

Proportion of (boys and girls age 13-14):

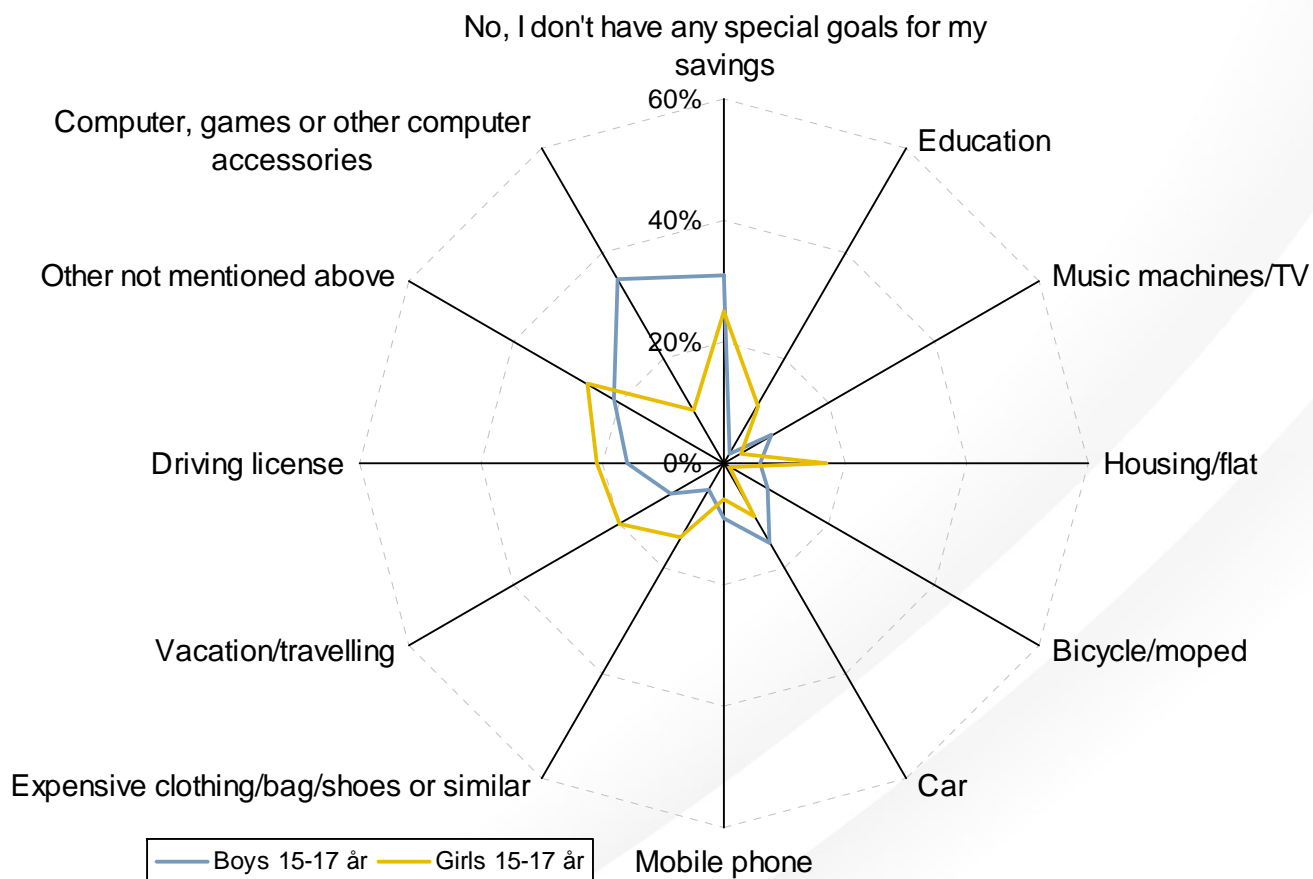


Girls 13-14 years old, top 3:
 1. Clothes/shoes
 2. Computer/games
 3. Vacation

Boys 13-14 years old, top 3:
 1. Computer/games
 2. Bicycle/moped
 3. Clothes/shoes

Drivers license is an important saving goal for older teenagers

Proportion of (boys and girls age 15-17):



Girls 15-17 years old, top 3:
 1. Drivers license
 2. Vacation
 3. Housing/flat

Boys 15-17 years old, top 3:
 1. Computer/games
 2. Drivers license
 3. Car

Most teenagers want to learn about private economy in school

If you think of information about private economy that is relevant to you, for example advices about how to save and keep control of your economy at the present and for the future. In what way would you like to get this information?

