

Spriggy

Sprigonomics

The FY24 Spriggy
Economy Report





Money Matters

Who's got the best money moves? Spoiler: It's kids! Check out the FY24 Spriggy Economy Report to see how the next generation is showing the world a thing or two about smart money habits across millions of pocket money payments, cashless transactions and smart savings.



INSIGHT 01

**Spriggy kids
earned
\$255.6 million
dollars in FY24¹**

This includes scheduled pocket money, one-off payments and money earned from chores.



INSIGHT 02

Girls dominate pocket money, earning 5.3%² more than boys

In the early years, boys and girls receive similar pay, but from age 11, girls take the lead. Parents report that, on average, girls show an interest in financial concepts, take money more seriously, and are more eager to learn good money habits earlier than boys.



GIRLS
\$48.33
per month

BOYS
\$45.88
per month

Parents put an unexpected twist on kids' chores

While top jobs included regular tasks around the house, parents also used chores to motivate good behaviours and have a little bit of fun.

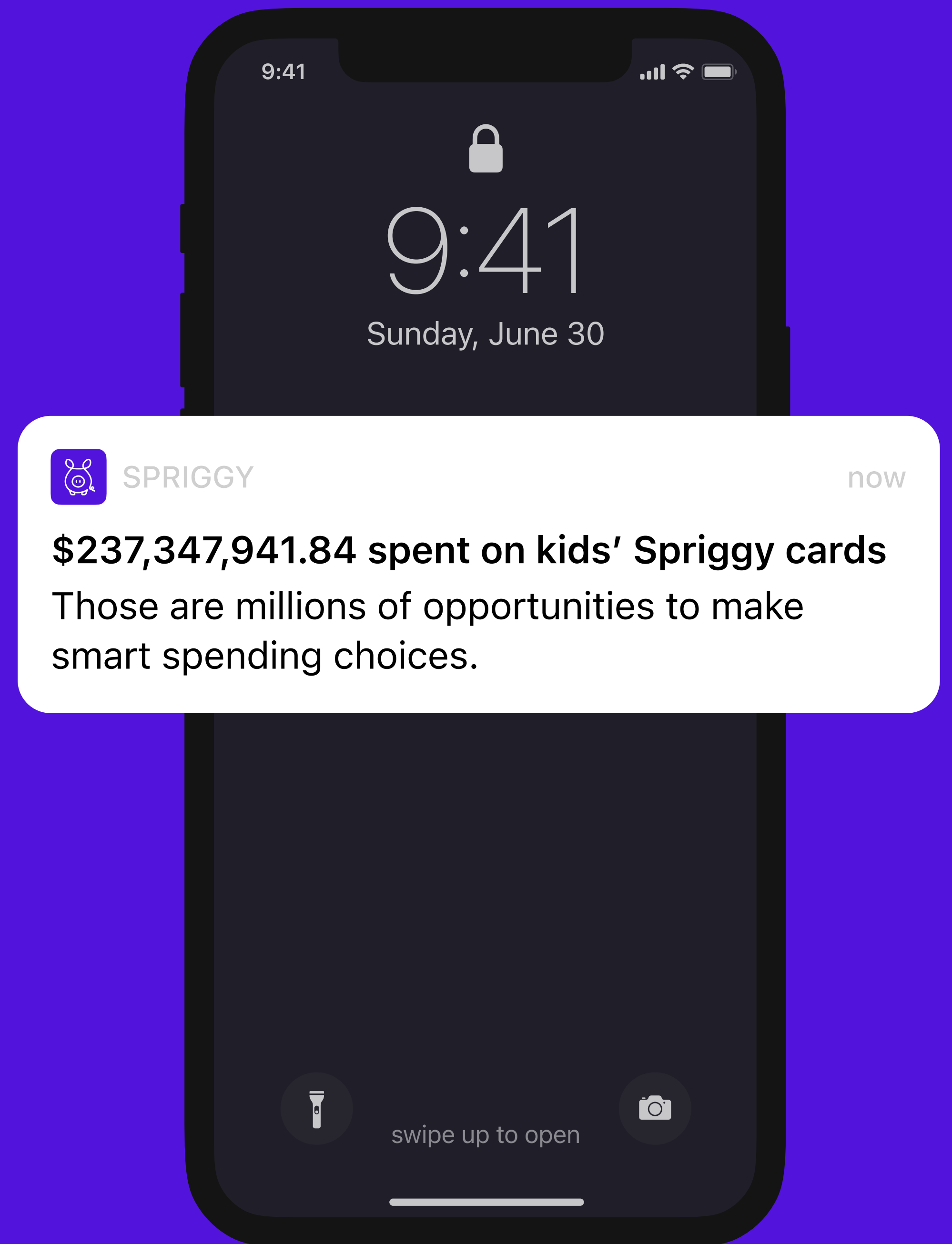


TOP JOBS	JOB'S WE LOVE
01 Tidy your room	Pamper Mum
02 Empty dishwasher	Make Dad's bed
03 Make your bed	Listening not yelling
04 Do your homework	Do something kind
05 Do the dishes	Eat all your veggies
06 Brush your teeth	NO FIGHTING
07 Clean the bathroom	Dust everywhere
08 Help make dinner	Be good on weekends
09 Set the table	Brush Mum's hair
10 Wash the car	Footy tries

INSIGHT 04

Kids spent \$237.3 million³ using their Spriggy cards

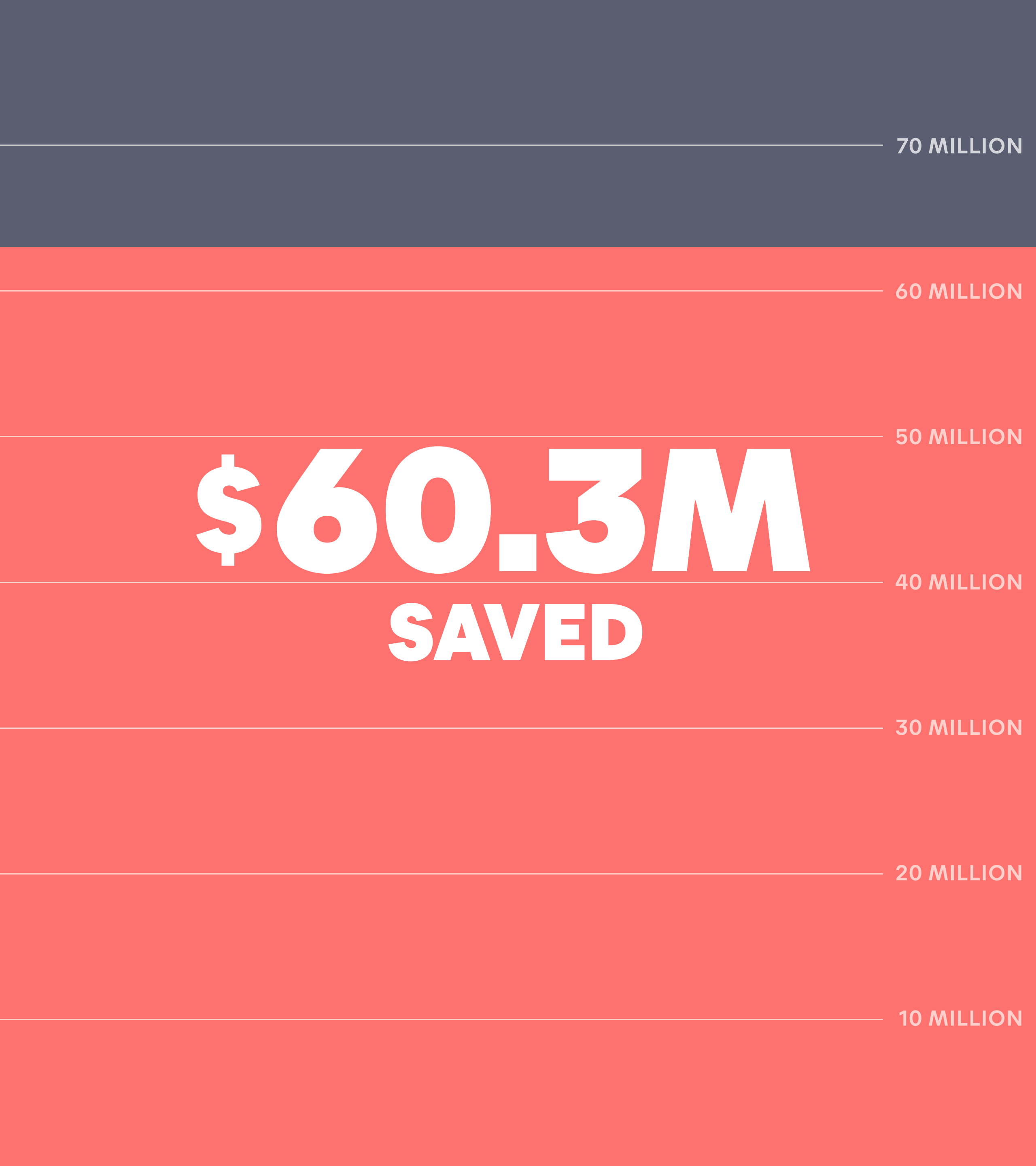
Kids spent an average of \$10.9 per transaction across over 21 million transactions. Spending peaked during school holidays with \$23.5m spent in December and \$22.7m in January.



INSIGHT 05

Spriggy kids
saved a whopping
\$60.3 million⁴

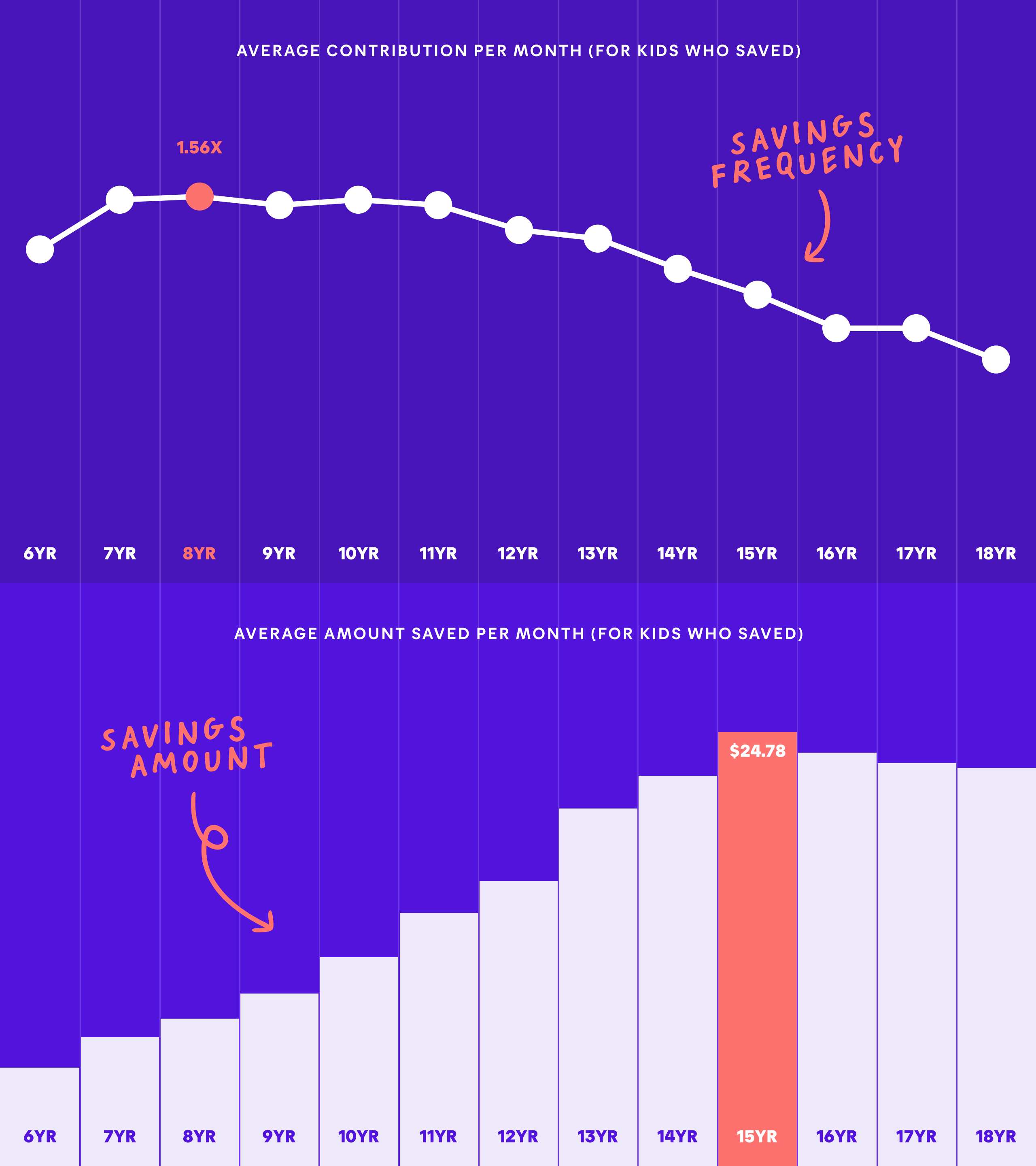
Spriggy kids set over 300,000 new savings goals in FY24. Of the top goals, we saw PS5, AirPods and iPhones consistently compete for popularity.



INSIGHT 06

15-year-olds saved the most, 8-year-olds saved most often⁵

15-year-olds were the biggest savers (by amount) saving an average of \$24.78 per month, but the most frequent savers were 8-year-olds, adding to their savings 1.56 times per month.



INSIGHT 07

Kids raised the bar on their savings goals

High-value items such as holidays, and tech gadgets made it to the Top 20 savings goals⁶. Trending goals in FY24 included saving for Taylor Swift tickets, Temu, Crocs, Adidas Sambas and Stanley Cups.



TOP SAVINGS GOALS FY24 VS FY23

01 Savings

SAME =

02 Phone

SAME =

03 PS5

UP ^

04 \$100

UP ^

05 Car

DOWN v

06 PC

UP ^

07 Shopping

DOWN v

08 Robux

DOWN v

09 Frank Green

DOWN v

10 Shoes

UP ^

14 Crocs

NEW +

32 Temu

NEW +

52 Taylor Swift Tickets

NEW +

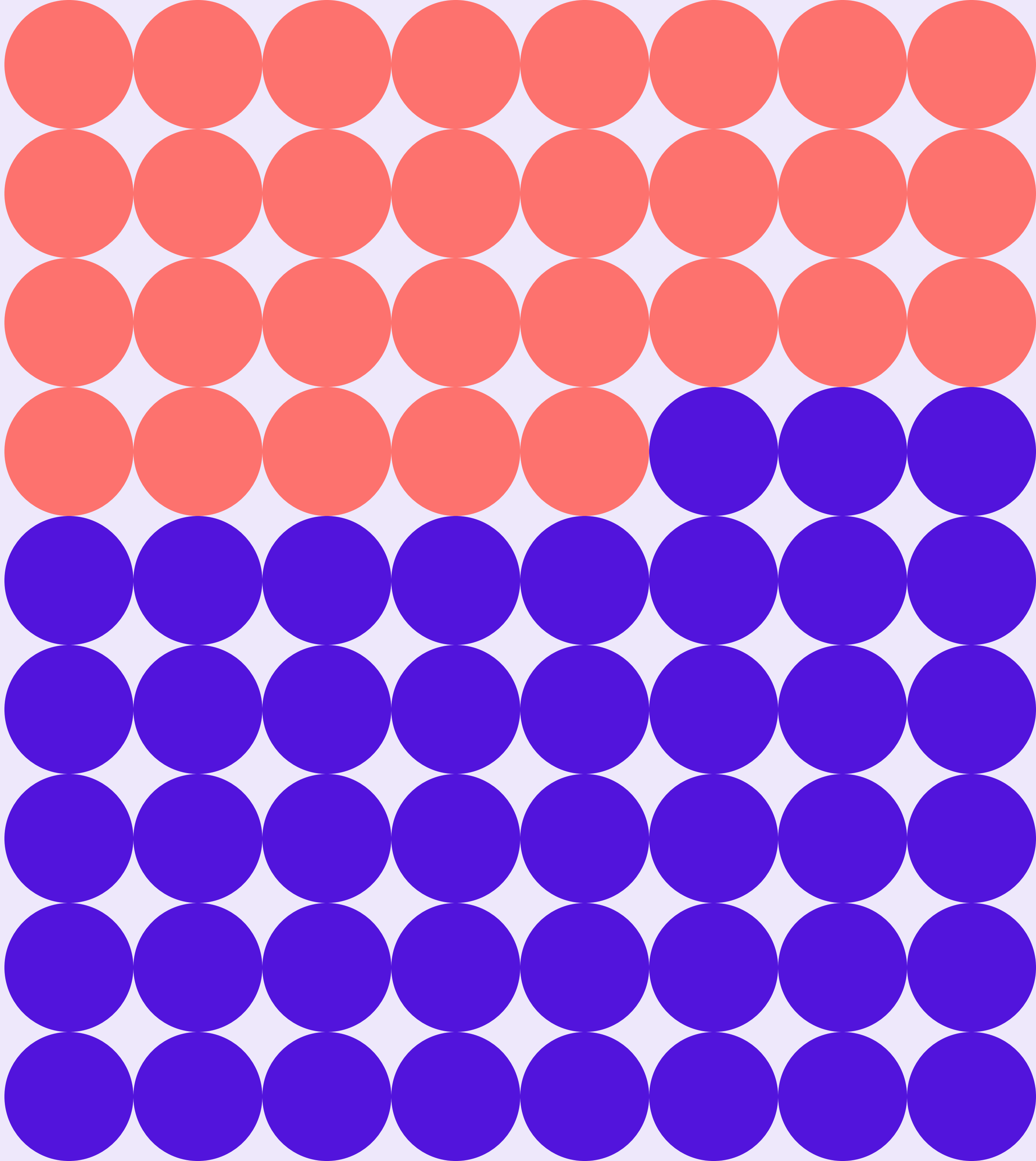
57 Stanley Cup

NEW +

INSIGHT 08

Parents
contributed
to 40% of kids'
savings goals⁷

To incentivise good savings habits and help kids achieve larger goals, we often see parents match savings contributions. In FY24 parents contributed to 40% of kids' goals, down from 45% the year prior.





References

The Spriggy Economy Report FY24 covers the period of 1 July 2023 to 30 June 2024 and draws on insights from the largest data set in Australian history of the digital pocket money behaviours of Australian families.

This report has been prepared and provided by Rivva Pty Ltd (Spriggy) in its own right, and not by Indue Ltd (the issuer of the Spriggy Prepaid Card and Parent Wallet).

1. Total pocket money FY24, including scheduled pocket money, one-off payments and income from jobs.
2. Average monthly money by gender FY24, including scheduled pocket money, one-off payments and income from jobs.
3. Total spending on Spriggy prepaid Visa cards FY24.
4. Total savings, including parent and child contributions to savings and savings goals.
5. Average savings per month by age FY24, including parent and child contributions to savings and savings goals.
6. Top Savings Goals FY24 vs FY23
7. Total amount saved in Savings Goals FY24, including parent and child contributions.

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