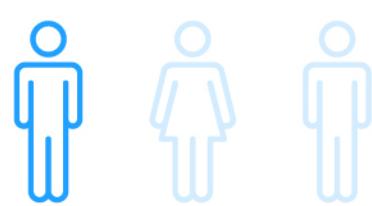


The price of kids' online spending sprees

Nearly

one-in-three



(31%) have discovered their **child has made an online purchase** without permission,



with kids' most expensive unapproved shopping sprees costing families about

\$170 on average



72%

of parents believe their **child doesn't understand the value of a dollar** very well

44%

of parents acknowledge it's harder to **teach their kids the value of digital money** versus physical money



Parents give their kids an allowance of

\$119

per month, on average,

with

73%

of allowances getting paid in cash



Many parents want their **kids to learn financial awareness** and responsibility

with **66%** saying they'd be more relaxed about their children's spending if **they showed they understood the value of money**

