



**Money &  
Pensions  
Service**



**Children and Young People  
Financial Wellbeing Survey  
2022 Technical Report**

June 2023

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## 1. Introduction

### 1.1 Survey background

#### 1.1.1 *The Money and Pensions Service*

The Money and Pensions Service's vision is everyone making the most of their money and pensions. Previous research has shown that financial capability, by the time of reaching financial independence, is in large part a consequence of what is seen, learned, and experienced during childhood and adolescence. Therefore we will continue to focus on how we provide a meaningful financial education for children and young people, be that via school or within the community or positive experiences of talking about, and handling, money at home.

Research and insights are central to our understanding of financial capability. The 2022 UK Children and Young People's Financial Wellbeing Survey updates and builds on the previous 2019 and 2016 waves and provides robust measures of children and young people's financial wellbeing and capability across the UK, including separate analysis for each of the nations with devolved governments.

The survey will continue to be a major source of insight regarding children and young people's financial capability needs, and gives us robust evidence on which to base decisions about how we develop and influence funding, policy, and the delivery of financial education in schools, homes, and communities across the UK.

Findings from the survey will also be used to measure progress against the goals of the UK Strategy for Financial Wellbeing 2020-2030. A key component of this is to help ensure that children and young people receive a meaningful financial education so that they become adults able to make the most of their money and pensions. Our goal is to have two million more children and young people receiving a meaningful financial education by 2030.

#### 1.1.2 *Contextual Background*

Since the previous 2019 and 2016 waves, there have been some significant events which changed the way adults and children live their lives. The Covid-19 pandemic has had a profound effect on children. Between March 2020 and the last pandemic restrictions being lifted in February 2022, children living in the UK faced serious disruption to their school and post-16 education. This disruption included school closures and a widespread shift to online or learning from home.

1.1.3 Alongside disruption to learning, the Covid-19 pandemic also changed our relationship with money by accelerating the transition away from cash towards digital payments. This decline in the use of cash, as well as opportunities to use it, presents a specific challenge for children and learning about money.

Cash has traditionally and continues to form the basis of many children and young people's earliest experiences with money.

The Children and Young People (CYP) Financial Wellbeing Survey is a nationally representative survey of children aged seven to 17 (and their parent/carers aged 18+<sup>1</sup>) living in the UK. The 2022 survey was the third wave of the survey following waves in 2016 and 2019.

Interviews were conducted online with a UK nationally representative sample of 4,740 children (and their parent/carer). The sample was boosted in the nations with devolved governments (Scotland, Wales, and Northern Ireland) to allow robust, separate analysis. In both 2016 and 2019 interviews were recruited using a combination of online panel and face-to-face techniques, and with careful sampling design and weighting results are comparable across waves. Whilst there was no face-to-face interviewing in 2022, a proportion of the online interviews were recruited face-to-face, with the survey completed in respondents' own time using a link to the online survey provided by the face-to-face interviewer, the report refers to these as face-to-face push-to-web.

A representative sample was achieved using quota based sampling. Invitations were sent to a known profile of parents/carers in batches. The profile of each batch was adjusted based on the previous batch, in order to achieve the representative quotas. Face-to-face push-to-web sample was drawn using random sampling techniques in clustered locations, to generate lists of addresses for interviewers to call upon.

This mixed mode approach aimed to balance a final interviewed sample, including a proportion of who are typically not available for survey via online panels and who do not normally participate in surveys at all. The push-to-web approach was informed by the previous waves of this CYP research and a number of other successful surveys which use this approach, such as the [FCA's Financial Lives study](#)<sup>2</sup> and [Ofcom's Technology Tracker](#).<sup>3</sup> For the 2022 wave, it should be noted that no distinction was made in the profile of the two samples according to mode with samples of online and face-to-face push-to-web overlapping in terms of the key sampling dimensions such as age, sex, nation/region and affluence. That said, the face-to-face recruited sample was included to be able to pick up different households to the online panel sample, such as those with lower internet use, and those not available online via traditional online sampling.

Please see Section Two for a more detailed discussion about the approach to sampling.

The decision to conduct all interviews online (albeit with a proportion recruited using face-to-face methods) represents a minor switch in approach from 2019, where an interviewer was on-hand to help clarify any questions the respondent was having difficulty with. The approach used in 2022

<sup>1</sup> It is important to note that as the survey aims to be representative of UK children: data are weighted to be representative of the demographics of children, as opposed to adults.

<sup>2</sup> <https://www.fca.org.uk/publications/research/understanding-financial-lives-uk-adults>

<sup>3</sup> [https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0021/113169/Technology-Tracker-H1-2018-data-tables.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0021/113169/Technology-Tracker-H1-2018-data-tables.pdf)

reverted to an entirely self-completion exercise, and as a result a more thorough cognitive test was conducted on the questionnaire to ensure the questions were working as intended.

The small differences in sampling and questionnaire deployment are considered to have a very small impact on results across the three waves, meaning results are sufficiently consistent and reliable to enable wave-on-wave comparisons.

## 1.2 The model of financial wellbeing

Financial wellbeing for children and young people is defined as becoming a financially capable adult. Previous work by MaPS on the Adult Financial Wellbeing survey shows that financial wellbeing is driven by financially capable behaviours. These financially capable behaviours are affected by financial enablers and inhibitors. One of the key findings from that work was that together behaviours and enablers/inhibitors play a significant role in predicting financial wellbeing outcomes. The findings also suggest that the components associated with financial capability behaviours and enablers/inhibitors were considerably greater than any single demographic or socio-economic characteristic in predicting financial wellbeing<sup>4</sup>.

Further analysis was conducted on the 2016 Children and Young People Financial Wellbeing survey findings<sup>5</sup> to understand what drives financially capable behaviour for children and young people. This involved creating composite (summary) measures of children's financial wellbeing, organised around the Adult Financial Capability model<sup>6</sup> and [the Children, young people and parents outcomes framework](#).

This survey includes questions around the key components and drivers identified in that analysis:

- Financially capable behaviours – these are the behaviours that children and young people exhibit or the actions they take. Based on previous analysis, we focus on two key Financially Capable Behaviours: **Good day to day money management** and **active saving**, themes that align with analysis of financial capability among adults.
- Financial enablers and inhibitors – these are the things that make financially capable behaviours either easier or more difficult for children and young people to achieve.
  - Connection – e.g. having responsibility for money
  - Mindset – e.g. having a saving mindset and shopping around
  - Ability – e.g. skills and knowledge
- Some 'external' factors, which are also important drivers of Financially Capable Behaviours
  - Financial means – i.e. receiving money, receiving it regularly, how much do they get.
  - Parental influences – i.e. parent sets rules around money

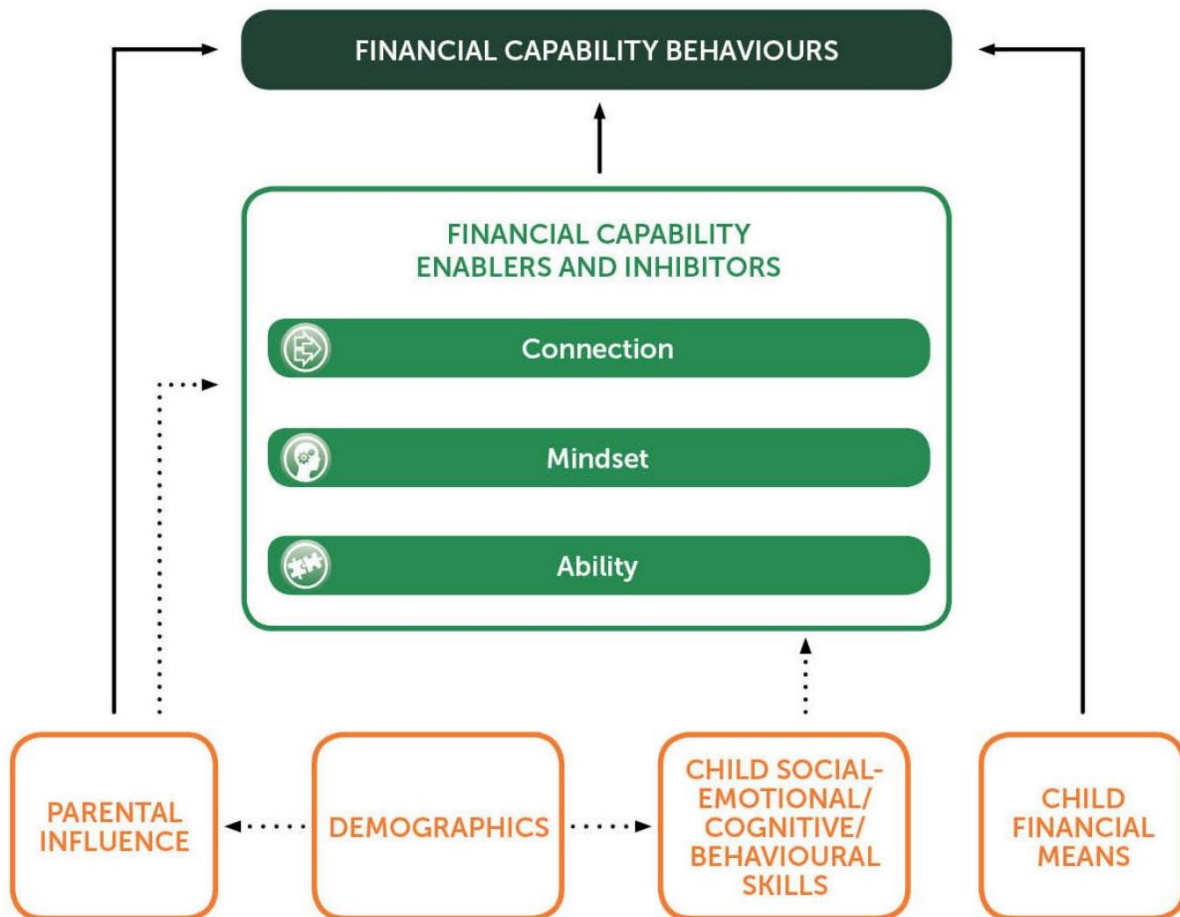
<sup>4</sup> [Financial Capability in the UK: Results from the 2018 Survey](#).

<sup>5</sup> [Measuring Financial Capability in Children and Young People: What Drives Financial Behaviour? April 2018](#).

<sup>6</sup> <https://moneyandpensionsservice.org.uk/wp-content/uploads/2021/03/adult-financial-capability-survey.pdf>

- Demographics and other characteristics – both child and household characteristics including children’s social-emotional, cognitive, or behavioural skills

Figure 1: Summary of relationships with financial capability and key drivers of financial behaviour



Understanding these relationships is crucial to help us identify how and where to intervene in order to influence and improve children’s financial capability. It will inform both targeting and tailoring of interventions. We plan to mine the 2022 data further to revisit the model to ensure our current understanding of children’s financial capability is grounded in the most recent data. This way, we continue to make improvements to the model as needed to align it closer to data and to the Adult Financial Capability model where this is sensible and feasible.

### Changes for the 2022 survey

The 2022 questionnaire was developed from the 2019 survey with content structure and flow kept broadly the same. Changes were made to reflect the external environment (for example the digital landscape, Covid-19) and inclusion of questions to include questions which covered our commitment to the Public Sector Equality Duty and people in vulnerable circumstances). We applied learnings from our Adult Financial Wellbeing research as well as feedback from stakeholders including academics.

Updates to the questionnaire can be summarised as follows:

- Updated language, additional clarifications, minor corrections and changed context to reflect circumstances in 2022
- Opening previously filtered questions to also be asked of younger cohorts or in some cases to be asked of all participants
- Adding scalar options to questions which previously had 'yes' or 'no' options
- New questions for the responding parent/carer, on the Public Sector Equality Duty:
  - o Their and their child's gender identity (A1b, A1bb)
  - o Their child's ethnic group (R2)
  - o Extent to which conditions or illnesses affect their child (RedAct\_c)
  - o Any conditions or illnesses which affect them, and the extent (RedAct, Impai)
- New questions for the responding parent/carer, included as important measures from the 2021 Adult Financial Wellbeing survey:
  - o Their understanding of saving for retirement (WASOU)
  - o Their ability to keep up with bills and credit commitments (J1)
  - o Their use of credit to pay for everyday items (NORB1\_2)
- Other new questions for the responding parent/carer, covering new areas and developments:
  - o Their personal income (E4b)
  - o Their confidence as an internet user (B7)
  - o Their child's school year (NEW5\_2)
  - o Their child's account incurs a fee (PP4A)
  - o Their child's use of cash versus cashless payment methods (PP21x, PP21xa)
  - o Their child's frequency of checking the card reader before paying (PP21C)
  - o The impact of the pandemic on their child (NewCovida, NewCovidb)
- New questions for children on:
  - o Confidence in recognising advertising (CYP9g)
  - o Attitude to borrowing: if they borrow they do not have to pay it back (YP11A)
  - o Aspirations: when they grow up they want to be rich (YP13a)
  - o Aspirations: when they grow up they want to feel in control of their money (YP13b)
  - o Investing in cryptocurrencies (YP21d)
  - o Usefulness of financial education received outside of school/home (NewQHb)
  - o Collecting rubbish (an example of what council tax would cover- YP28h)

## 2. Sampling design

### 2.1 Overall sampling objectives

The interviewed sample was designed to give as close a representation as possible to the UK population of children aged seven to 17, thus minimising the weighting required, and maximising the effective sample sizes (ESS) for analysis. The design also incorporated boosts by the UK nations, in order to deliver robust samples within each of the nations with devolved governments (Northern Ireland, Scotland and Wales)

The approach was kept consistent with the 2019 study which in turn is broadly in line with the 2016 approach. As there has been no updated census data released since the previous wave of this research (2019), the targets used for sampling dimensions, other than age, remained the same.

The profile of child age by nation was updated in line with the latest ONS population estimates which are mid-year estimates from 2021.<sup>7</sup>

Previous survey wave (2019)	7-11	12-15	16-17
England	48.1%	34.5%	17.4%
Scotland	47.1%	34.9%	18.0%
Wales	47.4%	34.6%	18.0%
Northern Ireland	48.0%	34.5%	17.5%

Table 1. Age distribution used for 2019 survey based on ONS mid-year population estimates from 2021

Current survey wave (2022)	7-11	12-15	16-17
England	47.5%	35.8%	16.6%
Scotland	46.8%	36.2%	17.0%
Wales	46.8%	36.4%	16.9%
Northern Ireland	47.5%	35.9%	16.6%

Table 2. Age distribution used for 2022 survey based on ONS population estimates from 2021

The following variables were included for quota purposes: Nation, Urbanity, Age and gender of child, Household SEG, Parent (or carer) ethnicity<sup>8</sup> and Household tenure.

<sup>7</sup>

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland>

<sup>8</sup> The difference between ethnicity of parent and child is small especially at the White vs EMG level (which is the level at which sampling was conducted), however ethnicity of child is used when weighting the data.



## 2.2 Sampling changes considered from reviewing 2019 wave

Given the approach used in 2019 was successful and we were looking to retain comparability between the waves, there were very few changes from the sampling approach used in 2019.

For 2022 however, 80% of the interviews were recruited via a panel and 20% were recruited using face-to-face interviewers. There were some differentials to consider here, based on maximising the sampling in the nations with devolved governments (Northern Ireland, Scotland and Wales). For example Northern Ireland sampling was deliberately skewed more towards face-to-face recruitment as their representation is typically smaller on panels than the other nations with devolved nations.

## 2.3 Key profiling variables used to structure sampling

### 2.3.1 Age, gender, tenure, urbanity, nation

For these key variables, sample was drawn using the following profile, which was established from reviewing the latest counts and the distribution of interviews achieved in 2019:

Variable	Category	Panel	Face-to-face push-to-web	Overall
Age	Age 7-11	51%	47%	48%
	Age 12-15	35%	36%	35%
	Age 16-17	14%	17%	18%
Gender	Male	52%	50%	51%
	Female	48%	50%	49%
Tenure	Owned	55%	59%	58%
	Social renters	26%	20%	21%
	Private renters	19%	19%	19%
	Other/ Don't know	1%	3%	2%
Urbanity	Urban	82%	86%	86%
	Rural	18%	14%	14%
Nation	England	49%	58%	54%
	Scotland	20%	19%	19%
	Wales	14%	14%	14%
	Northern Ireland	16%	9%	13%

Table 3. 2022 sampling design for key sampling dimensions

After allowing some flexibility in the quotas to ensure fieldwork progressed without encountering any quota-based cul-de-sacs, Table 4 shows the final achieved sample.

Variable	Category	Panel	Face-to-face push-to-web	Overall
Age	Age 7-11	46%	49%	47%
	Age 12-15	37%	35%	37%
	Age 16-17	17%	16%	17%
Gender	Male	52%	52%	52%
	Female	48%	48%	48%
Tenure	Owned	61%	52%	59%
	Social renters	16%	21%	17%
	Private renters	19%	22%	19%
	Other/ Don't know	3%	5%	4%
Urbanity	Urban	89%	89%	89%
	Rural	11%	11%	11%
Nation	England	68%	67%	68%
	Scotland	14%	14%	14%
	Wales	11%	7%	10%
	Northern Ireland	7%	12%	8%

Table 4. Distribution of achieved interviews (unweighted) by mode for 2022

Interviews in the nations with devolved governments (Northern Ireland, Scotland and Wales) were slightly lower than anticipated, but nonetheless give a decent unweighted sample size, and effective sample size when weighted (see section 6).

Child age	England	Scotland	Wales	Northern Ireland	Total
7-11	1,508	304	214	185	2,211
12-15	1,181	249	170	140	1,740
16-17	536	113	81	59	789
<b>Total</b>	<b>3,225</b>	<b>666</b>	<b>465</b>	<b>384</b>	<b>4,740</b>

Table 5. Achieved sample sizes by age and nation

### 2.3.2 Ethnicity

England has a higher incidence of ethnic minority groups than the nations with devolved governments, and it was important our interviewed sample sufficiently represented ethnic minority groups. Without making sampling too onerous, it was not possible to set a quota within the ethnic minority group. Nonetheless it was important to ensure the interviewed sample of children aged seven to 17 reflected the current population. In previous waves, it was possible to use ONS census data, but that information is now ten years old, and the profile has changed. Furthermore, sampling was only possible for parent/carer ethnicity. To overcome these issues, an adjustment was made to the target proportions.

Firstly, ethnicity was promoted to a primary quota variable, to help ensure the ethnic minority group was sufficiently represented. Secondly, the target proportion of parents/carers from an ethnicity minority group was increased in line with other large scale recent surveys such as the [FCA's Financial Lives study](#)<sup>9</sup> and [Ofcom's Technology Tracker](#).<sup>10</sup>

Child age	England	Scotland	Wales	Northern Ireland	Total
Child: White	2,697	603	416	363	4,079
Child: Mixed	247	22	29	7	305
Child: Asian	157	29	10	7	203
Child: Black	90	8	6	2	106
Child: Other/ DK	34	4	4	5	47
<b>Total</b>	<b>3,225</b>	<b>666</b>	<b>465</b>	<b>384</b>	<b>4,740</b>

Table 6. Unweighted sample sizes achieved for child ethnicity within nation

Child age	England	Scotland	Wales	Northern Ireland	Total
Child: White	84%	91%	90%	96%	86%
Child: ethnic minority	16%	9%	10%	4%	14%

Table 7. Unweighted proportions of white vs ethnic minority groups within nation

### 2.3.3 IMD

The 2019 IMD (indices of multiple deprivation)<sup>11</sup> is a government produced report which ranks neighbourhoods by their level of deprivation based on seven domains of deprivation (income, employment, education, health, crime, housing, living environment). It is a useful way of ensuring respondents to a nationwide survey are fully represented.

Sample targets were set, based upon counts provided by our sampling partner UK Geographics (UKG) of households with children aged 7-17.

<sup>9</sup> <https://www.fca.org.uk/publications/research/understanding-financial-lives-uk-adults>

<sup>10</sup> [https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0021/113169/Technology-Tracker-H1-2018-data-tables.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0021/113169/Technology-Tracker-H1-2018-data-tables.pdf)

<sup>11</sup> Details of the English IMD are available here

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/833951/loD2019\\_Technical\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/833951/loD2019_Technical_Report.pdf)

IMD Quintile	Total (target)	England (achieved)	Scotland (achieved)	Wales (achieved)	Northern Ireland (achieved)	Total (achieved)
1 (most deprived)	23%	24%	19%	26%	28%	23%
2	20%	23%	19%	20%	24%	23%
3	19%	20%	22%	25%	16%	20%
4	19%	19%	21%	16%	15%	18%
5 (least deprived)	20%	15%	20%	14%	16%	15%

Table 8. Distribution of targets within nation and achieved sample by IMD

IMD is calculated within all of the UK nations (England, Wales, Scotland, Northern Ireland), also measures included in IMD in each of the nations are slightly different. Quintiles therefore are *within* nation, such that a household from quintile one in Scotland may not be experiencing the same level of deprivation as a household from quintile one in Wales, for example.

#### 2.3.4 Socio-economic grouping (SEG)

Despite a known level of unreliability in self-classification of SEG amongst online panellists, it is still a helpful indicator of wealth and income in the sample. SEG has been widely used to profile neighbourhoods and is relatively easily recorded and monitored in self-completion surveys. Typically, panel-based respondents tend to over-claim SEG towards ABC1 categories and under-claim C2DE categories by four to eight percent compared to the same group of respondents classified by a face-to-face or telephone interviewer. Nonetheless the ability to sample based on SEG is still a useful mechanism for ensuring interviews do not become too biased.

SEG	Panel	Face-to-face push-to-web	Total
AB	36%	25%	33%
C1	27%	21%	26%
C2	20%	24%	21%
DE	17%	30%	20%

Table 9. Distribution of achieved interviews (unweighted) by SEG

Whilst the face-to-face push-to-web recruited sample was deliberately targeted to slightly less affluent neighbourhoods (compared to all UK adults, those with children are younger and a little less affluent), the skew amongst panel recruited sample looks to be towards ABC1 households. However, all other indicators (such as IMD, Tenure, Income) suggests this skew is in fact a tendency of online panellists to over-claim SEG. As with the previous wave of research, SEG is helpful for sample profiling, but tends to be replaced as a *weighting* variable for more reliable measures.

## 2.4 Sampling processes

### 2.4.1 *Face-to-face push-to-web recruited sample*

Sampling points (the geographical locations of where the F2F P2W recruitment will take place) were drawn using stratified sampling techniques to deliver the required profile by nation, region and urbanity. Then quota control was applied within each sampling point to give the required overall profile.

Each sampling point had its own specific quota by gender, age, and SEG in order to ensure an overall sample that was representative of parents/carers of children aged seven to 17 within each of the UK nations. Sampling points with very low penetration of households with seven to 17 year-olds were excluded.

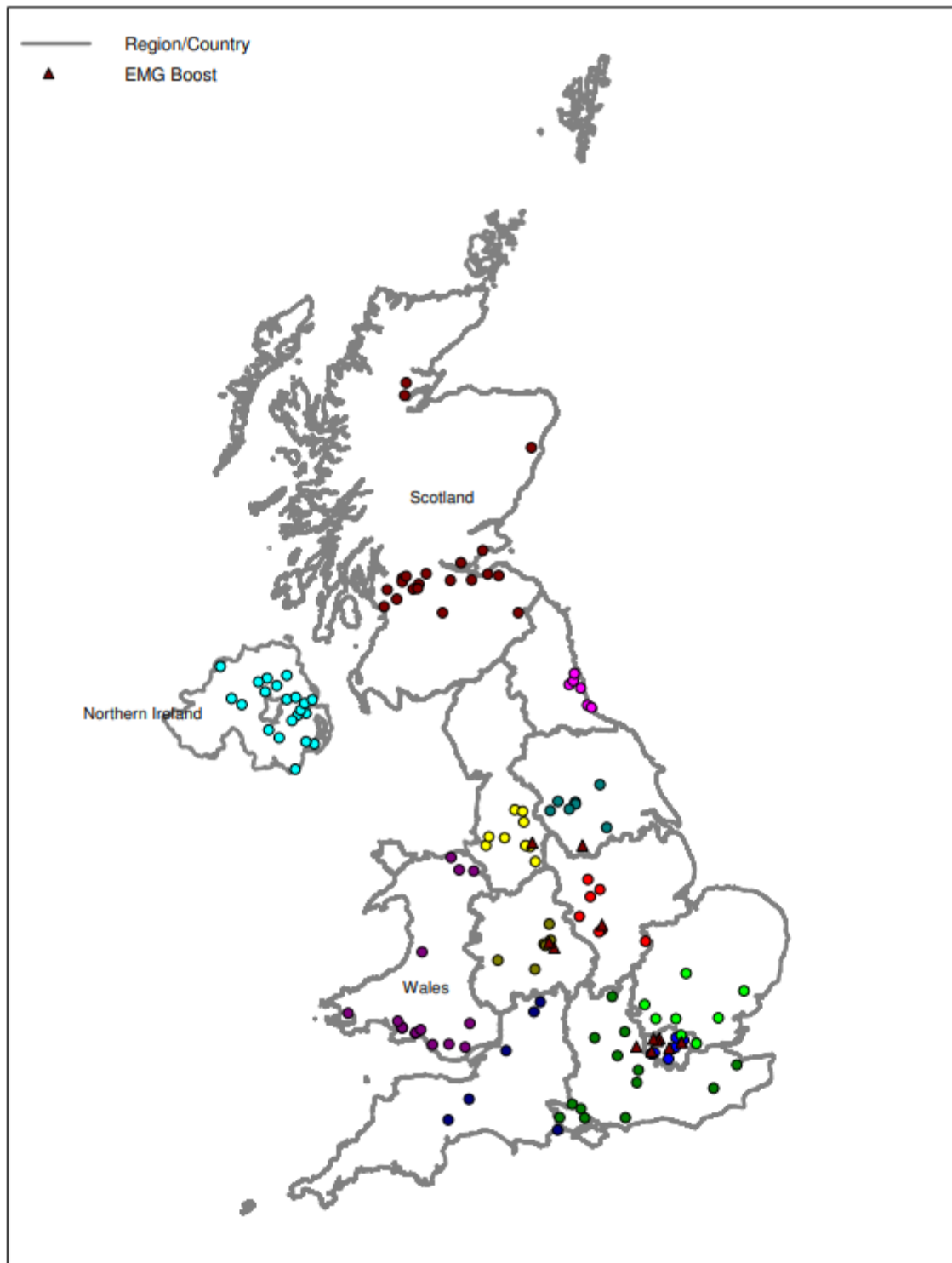
To ensure good representation of ethnic minority groups, additional sample points with higher than average incidence of ethnic minority households were included. These are indicated on the map of all sample points as triangles (see section 2.4.2 ).

Once recruited, respondents were given information about how to access the survey on the web.

2.4.2 Face-to-face recruited push-to-web sample points and map

Sampling point locations

MaPS Survey 2022



UK Geographics Ltd

[www.ukgeographics.co.uk](http://www.ukgeographics.co.uk)

### 2.4.3 Panel recruited sample

Sample recruited via online panels was drawn from combined UK panels (covering England, Wales, Scotland, and Northern Ireland) and was quota controlled on nation, child age and gender, SEG and household tenure. Invitations to participate were structured to ensure they were representative of these overall quotas, and were issued in batches. This approach enabled modification of subsequent batches to cater for differential response rates within groups – subsequent batches of invitations had proportionally greater invitations for the quota groups that were seeing fewer complete interviews. In effect, this approach created a stratified pseudo-random sample, albeit with the limitation that the information known ahead of invitation is not always complete or up-to-date.

### 2.4.4 A note on English regions

A requirement of the survey is to be able to look at the results from the English region with a degree of confidence. That is, each English region as well as each nation needed to be sampled representatively such that with suitable weighting a robust effective sample size was achieved to allow analysis at the total level, and possibly within certain key demographics.

Achieving in excess of 4,500 interviews, of which 3,100 were expected to be in England, would have resulted in an achieved sample of over 250 interviews in each English region, with the exception of the North East. This region is 4.5% of England (3.8% of the UK), so with an anticipated sample of 3,100 in England, 139 interviews were estimated. To deliver in excess of 200 (ideally 250), an additional boost (i.e. additional to the those in the devolved nations) was employed. Both panel and face-to-face push-to-web recruited approaches were over-sampled in the North East.

Region	EM	East	Lond	NE	NW	SE	SW	WM	YH	Total
Unweighted n	316	329	450	223	443	450	316	356	342	3,225
Unweighted %	10%	10%	14%	7%	14%	14%	10%	11%	11%	100%

Table 10. Unweighted achieved sample sizes for each of the English regions

### 3. Questionnaire Development

The 2022 questionnaire was designed as an entirely self-completion survey, meaning that it was important to ensure the question wording and instructions were clear and easy to understand. Furthermore, the questionnaire requires a respondent hand-over midway through:

- The first half was completed by the parent/carer once they confirmed a qualifying child was available for the survey as well
- Once the first section for the parent/carer is completed, the device used for the survey is passed to their child. The parent/carer was asked to remain available should the child have any difficulty completing the questions (especially important for the youngest children)
- Finally the child was instructed to return the survey to their parent/carer so the final few questions could be completed

About one in eight of all parents/carers stated they needed to help their child a lot with their questions, rising to one in five parents/carers of those aged seven.

#### 3.1 Initial cognitive test

The questionnaire underwent a number of significant cuts and additions since it was last used in 2019. Furthermore, the Covid-19 pandemic has changed many things including how people think about and handle financial transactions. For these reasons it was felt that a full test of the questionnaire was required.

Prior to the soft-launch, the questionnaire was tested using parents/carers and children on a small scale, principally to ensure the questions were understood and there were no major flaws with the survey design or structure. The adult questions were tested on five parents/carers with the child questions tested on 12 children. The ages of the children ranged between seven to 17 with a mean age of 11.6. Whilst the questionnaire was largely problem-free, issues arose in four categories as presented below.

##### 3.1.1 *Simple improvements to question order and phrasing*

This feedback suggested a more consistent approach for certain terms, as well as ensuring the questions and answer options reflected social and other developments since the last survey. The following adjustments were made to the draft questionnaire:

- A more consistent approach to referencing parents/carers/guardians was introduced, by standardising terminology across several questions. The text adopted was 'parents/carers'
- Additional options for ways children earning money were added
- 'Prefer not to say' options were added to selected questions which were considered sensitive by those participating in the testing
- References to social media such as Tiktok and Instagram were added



- Additional answer options were added for questions about the parents/carers working status and household structure
- Questions were better grouped together, such as the ‘maths quiz’ questions

### 3.1.2 *Ambiguous or confusing question wording*

Further feedback identified a handful of questions which needed clearer wording, and others which were confusing especially for the youngest children who were participating. The following changes were made:

- Additional clarity and instructions on five and seven point scales for younger respondents who did not always appreciate the nuance as well as older children
- Removal of a ‘double-negative’ implication in agree/disagree questions
- Replaced the text “things being sold to me” for “advertising”
- Changed the presented order of the qualifications codeframe
- Updated wording about paying money back after borrowing to make the question more general and less about who they borrowed from
- Despite some minor ambiguity, the handling money questions (“How many £5 notes are needed to buy ...” and “Which coins are needed to buy ...”) were not changed as these are useful questions to track

### 3.1.3 *Confusing concepts*

Especially amongst the younger children, it was important certain concepts presented in the survey were being understood as intended. Additionally, some questions which were previously asked of older children only, were now being asked of all children. The following questionnaire updates were implemented based on the feedback received:

- Some questions asked of children were not about money, but more about how they were feeling overall. Additional context was required so these questions were introduced more fully, and the questionnaire was able to segway from money specific questions to ones about more general wellbeing.
- Again for the wider context questions, some concepts such as “independent”, “in control”, “value for money”, “not paying council tax” were not always understood by younger respondents
  - In most cases no change was made to the wording, as a ‘don’t know’ option was in place.
  - For “not paying council tax”, this question was replaced with a new question which stated an example of a service the council provides: “rubbish collection”.
- Terminology such as “mobile phone calls”, “data packages” and “taking money out” were felt to be out-dated especially for younger children and the wording was updated.

- For the phrase “phone call and data package”, a prompt was provided (hover-text on desktop/laptop, or a pop-up prompt on a small-screened device) which provided the following additional clarification text “how many phone call minutes and how much mobile data you can use in a month”.
- “withdraw cash” was added to the statement “take money out” to further clarify what was meant

## 3.2 Questionnaire programming and testing

### 3.2.1 Programming

Once the questionnaire had been agreed, the questions were entered into market research survey software, a process known as programming the survey. The text for each question and the possible answer options were transposed from an electronic version of the questionnaire into Askia software system. Routing was then applied to each question; a process where the system selects which respondents answer each question, based on previous answers.

Once fully programmed, the completed survey was uploaded to a secure web server where it was tested to ensure the correct wording and routing was applied.

## 3.3 Testing

Prior to a soft launch, the questionnaire was fully tested to ensure both questions and routings were working as expected and in line with instructions included in the paper version of the questionnaire. Testing comprised two key phases:

### 3.3.1 Data Flooding

Once the survey is fully scripted a process of data flooding comprises the first stage of testing. The system completes a given number of interviews by answering each question with a random option from those available, and then applying the associated routing to establish the next question in sequence. With sufficient random flooded responses, a full picture of the routing can be established.

After the questionnaire has been flooded with data in this way, a set of tables was produced, from which base checking occurred. Base checking allows a direct comparison between the number of cases the system has routed to each question and the number expected. Any discrepancies were investigated, and corrective routing was applied.

### 3.3.2 User testing

The final stage of testing involved a small sample of genuine respondents, who answered the survey with a pre-determined brief. The briefs were:

- Answer as yourself
- Answer as a seven year old / 12 year old / 17 year old
- Answer using frequent don't know or not answered responses

- Answer using uncommon or contrary answers

Not only does this provide a final stage of testing but also gives a final chance for testing or questionnaire flow and comprehension from a user perspective in case anything was missed from the cognitive testing.

### 3.4 Soft-launch

On 28<sup>th</sup> July 2022, the survey was soft-launched to 208 people via online panel. This provided the final check of the survey and data before fieldwork launched as scheduled.

A few minor text tweaks were made following the soft launch but there were no substantive changes to the questionnaire.

### 3.5 Welsh version

In line with the Welsh Language Act, the online questionnaire was made available in Welsh for respondents who were living in Wales. This option was used by one respondent.

## 4. Fieldwork

### 4.1 Qualification

In order to qualify for the survey, two key requirements needed to be met:

- A parent/carer of a young person aged seven to 17 willing to complete the survey
- And the selected young person, to also complete the section relevant to them

Provision of full postcode was also required for the following reasons:

- To ensure participants were resident in the UK
- To provide an indication of geographical spread and hence to allow geographic representation across the UK
- To facilitate the appending of further geodemographic data such as Urbanity and IMD (see section 5.3).

### 4.2 Face-to-face push-to-web recruited invitations and response rates

Addresses were generated from the latest available Post Office Address file of all households in the UK. See section 2.4.1 for more details on these selections and how sampling points were derived.

Within each sampling point, the sampled addresses were listed, and the interviewers were instructed to visit each in order to attempt recruitment. Interviewing was achieved by allocating one interviewer to work on each sample point per day, achieving an average of 13.6 recruitment screeners in each sampling point. A total of 2,112 recruitment screeners were completed. From these, 974 people completed the full survey online.

	<b>Total</b>	<b>England</b>	<b>Wales</b>	<b>Scotland</b>	<b>Northern Ireland</b>
Push-to-web recruits	2,112	1,316	274	193	329
Number of sampling points	155	96	21	17	21
Average recruits per sampling point	13.6	13.7	13.0	11.4	15.7
Push-to-web respondents	974	655	141	65	113
Response rate from recruits	46.1%	49.8%	51.5%	33.7%	34.3%

Table 11. Response rates for push-to-web sampling

### 4.3 Incentivisation

For face-to-face push-to-web recruited participants, an incentive of £10 per combined adult and child interview was provided on completion of the online interview (nominally £5 for the parent or carer, and £5 for the child). Those recruited via panels were rewarded according to their panel incentive scheme, which varied in value and were delivered as either financial incentives or something of equivalent value (such as points redeemable against larger items).

#### 4.4 Responses by device

The majority of online participants complete surveys on small-screened devices such as mobile phones. Ensuring all response options and buttons are shown, with limited need for scrolling, is of particular importance for self-completion techniques, so an understanding of how survey respondents completed the survey is helpful for future survey designs.

	Recruited via panels	Recruited face-to-face push-to-web	Total
Large-screened device (desktop, laptop or tablet)	14.8%	30.7%	18.0%
Small-screened device (mobile phone)	85.2%	69.3%	82.0%

Table 12. Devices used to complete online survey

For those completing via face-to-face push-to-web recruitment to an online questionnaire, a greater proportion completed on a larger screened device, perhaps reflecting the slightly less technically proficient audience. Nonetheless, the vast majority of participants used a small-screened device.

#### 4.5 Questionnaire length

Questionnaire length was controlled by ensuring any additions had a corresponding question removed in order to retain the same questionnaire length as the previous wave. The average questionnaire length for parents (or carers) was about 22 minutes, but for children and young people the average length varied by age from 9 minutes to about 14 minutes (more questions were asked of older children).

	Average
Average questionnaire length for parents (with children of any age)	21.9 mins
Average questionnaire length for children aged 7-11	9.0 mins
Average questionnaire length for children aged 12-15	13.9 mins
Average questionnaire length for children aged 16-17	14.4 mins

Table 13. Average time to complete questions, split between parent (or carer) and child questions

#### 4.6 Fieldwork dates

Excluding soft-launch, fieldwork dates are shown in Table 14.

	Start date	End date
Participants invited via online panels	19 Aug 2022	07 Nov 2022
Participants invited face-to-face push-to-web	18 Aug 2022	22 Oct 2022

Table 14. Fieldwork dates

## 5. Data processing

### 5.1 Data cleaning

Two principles were adopted in order to clean the data. These were:

- Removing and or replacing obvious errors from answers to specific *questions*
- Removing (and in some cases replacing) complete *interviews* because certain quality control criteria were not met (see sections 5.1.1 and 5.1.2 below).

In fact, very little question cleaning was required. The main cleaning occurred with the postcode question. Respondents were only invited to participate if they were able to provide a correctly formatted postcode. During and after fieldwork, postcodes were periodically checked to ensure a match could be found on the Postcode address file (PAF). Where an obvious mistake was made entering the postcode and this was at sector level (the final 2 digits of postcode), these were corrected. All other mistakes or invalid postcodes were removed.

#### 5.1.1 Duplicate responses

The datafile was continually checked for duplication and records were removed (and replaced) if one of the following scenarios was found:

- The data record had the same ID and the same survey answers (system duplication)
- The data record had the same ID and survey answers differed (client duplication error)
- The data record had a different ID, but results to key questions<sup>12</sup> were the same (respondent duplication)

Because the interview selection process sources respondents from multiple panels, it is quite possible that an individual is invited to participate more than once because they are registered on more than one survey panel. To overcome this, the system uses an IP checker that automatically makes an exclusion for an IP address of a survey already completed. This system is not perfect (for example it will not allow multiple people per household to participate, if both are sourced from a panel; certain VPNs<sup>13</sup> can mask your IP), which is why the above manual checks are also important.

#### 5.1.2 Algorithm for removing online responses

In the absence of an interviewer, self-completion respondents may occasionally not read questions correctly and/or enter responses too quickly in order to complete and qualify for the financial incentive.

<sup>12</sup> A mix of open questions, contact details (such as name and postcode) and demographics were used to establish duplication

<sup>13</sup> VPN or Virtual Private Network is an encrypted connection sometimes used by people wishing to limit the information which is available about them, such as where they are located. A VPN also helps ensure that data exchange with the internet is done so securely, without unauthorised access.

As a result, an algorithm was used to establish whether an online respondent had not answered the questionnaire with due consideration and attention. As on occasion measures of the time taken to complete online can be misleading (for example if someone takes a break midway through, or steps back through the survey to review answers), the speed of completion was only one input into the algorithm and as such apparent speeding alone was not considered a sufficient reason for exclusion.

The factors which were included in the algorithm, and the score associated with each issue is shown below:

Factor	Category	Importance
Speed of completion I (measured as 25% or less of the median time)	Speeding	6 points (automatically eliminated)
Speed of completion II (measured as 26-40% of the median time)	Speeding	3 points
Speed of completion III (measured as 41-75% of the median time)	Speeding	1 point
Responding "Don't know" or "Prefer not to say" to the majority of questions	Disruption	6 points (automatically eliminated)
Any answers to the part open questions are nonsense or single keystrokes when otherwise a useful response is expected	Disruption	5 points (automatically eliminated)
Tenure and working status both blank or not answered	Disruption	2 points
Incompatible answers: N53 (London) vs Urbanity	Confusion	3 points
Incompatible answers: PP16f vs PP16g	Confusion	2 points
Incompatible answers: P10 vs P11	Confusion	2 points
Incompatible answers: P12 vs NEWQEa	Confusion	2 points
Incompatible answers: J1 vs E4	Confusion	2 points
Incompatible answers: NQ99 vs CYP10	Confusion	2 points

Table 15. Parameters for exclusion

Using this scoring system, and reviewing the distribution of points, it was determined that no one with a QC score in excess of three would be included in the survey. In total, 228 exclusions were made.

## 5.2 Imputation of missing data

Because of the sensitive financial nature of some questions, and because the head of household was not always interviewed, a level of 'Don't know' or 'Prefer not to say' responses were expected at a key analysis question: household income (E4a).

Whilst this is a representative survey of children aged seven to 17, it does not attempt to also be representative of the responding parent/carer. Nonetheless, for additional context, a question about the personal income of the responding parent (or carer) was asked, and a level of non-response was recorded. As the categorisation of personal income was the same as household income, an imputation process was also considered for personal income (E4b).

Total non-response is 11% (521 cases) for Personal Income and 16.1% (764 cases) for Household Income.

### 5.2.1 Variables included in the imputation model

Based on a review of the questionnaire and previous imputation modelling from financial well-being surveys (amongst adults and children) a list of influential questions was generated.

- Age of responding parent/carer (S6)
- Gender of responding parent/carer (Sc3)
- Ethnic group of responding parent/carer (R1)
- Housing tenure (E1)
- Marital status (S8)
- Working status (A4)
- Region (region)
- Whether chief income earner (A7)
- Social grade (S4/ SEG)
- Highest qualification (R7)
- Condition/illness – responding parent/carer (R3A)
- Condition/illness – child (R3B)
- Other adults in household (SC2)

All of these variables had a statistically significant impact on the imputation model ( $p \leq 0.05$ ) hence were put forward into the model.

### 5.2.2 Grouping income answers

Whilst these questions were measured using more categories, the imputations were conducted into a shorter seven category code frame, based on the improved accuracy of this approach in the previous wave.

The responses were grouped into seven wider categories as follows:

Code	Answer	Group
1	Up to £86 per week/ Up to £374 per month/ Under £4,500 per year	1
2	£87 - £124 per week/ £375 - £541 per month/ £4,500 - £6,499 per year	1
3	£125 - £143 per week/ £542 - £624 per month/ £6,500 - £7,499 per year	2
4	£144 - £182 per week/ £625 - £791 per month/ £7,500 - £9,499 per year	2
5	£183 - £220 per week/ £792 - £957 per month/ £9,500 - £11,499 per year	2
6	£221 - £259 per week/ £958 - £1,124 per month/ £11,500 - £13,499 per year	3
7	£260 - £297 per week/ £1,125 - £1,291 per month/ £13,500 - £15,499 per year	3
8	£298 - £336 per week/ £1,292 - £1,457 per month/ £15,500 - £17,499 per year	3
9	£337 - £384 per week/ £1,458 - £1,666 per month/ £17,500 - £19,999 per year	4
10	£385 - £480 per week/ £1,667 - £2,082 per month/ £20,000 - £24,999 per year	4
11	£481 - £576 per week/ £2,083 - £2,499 per month/ £25,000 - £29,999 per year	5
12	£577 - £672 per week/ £2,500 - £2,916 per month/ £30,000 - £34,999 per year	5
13	£673 - £768 per week/ £2,917 - £3,332 per month/ £35,000 - £39,999 per year	6



14	£769 - £961 per week/ £3,333 - £4,166 per month/ £40,000 - £49,999 per year	6
15	£962 - £1,441 per week/£4,167 - £6,249 per month/£50,000 - £74,999 per year	7
16	£1,442 - £1,922 per week/ £6,250 - £8,332 per month/ £75,000 - £99,999 per year	7
17	£1,923+ per week/ £8,333+ per month/ £100,000+ per year	7

Table 16. The seven categories of income bands used for the imputation modelling

Note that the same codeframe was used for recoding both Household and Personal Income, and it is logical therefore to use the same grouping for each.

### 5.2.3 Discriminant analysis

Based on success of modelling in the previous waves, a discriminant analysis was used, which takes the variables listed in section 5.2.1 and predicts which of the categories each respondent lies in. By way of providing a benchmark, the same approach, which was adopted for the adult study in 2021, achieved an accuracy of 71% for each of Household and Personal Income.

### 5.2.4 Results

To determine success of the modelling it was possible to look at those cases for which we do have the imputed information and compare them to the outcome of the imputation model.

The key measure of imputation success was the overall match between imputed and actual categories. However, a second objective was to get the overall distribution of answers (the profile with imputations) to be as close as possible to the profile observed without imputations.

For the main variable of interest, household income, the process yielded an accuracy of 72% within +/- one category. The distribution of imputed answers also matches very closely to the original responses, suggesting this is a very good solution. The chart below shows the frequency each category was mentioned by those responding to the question (blue line); those who did not respond to the question, for whom an answer was imputed (yellow line); and finally the impact of combining these two cohorts together (green line).

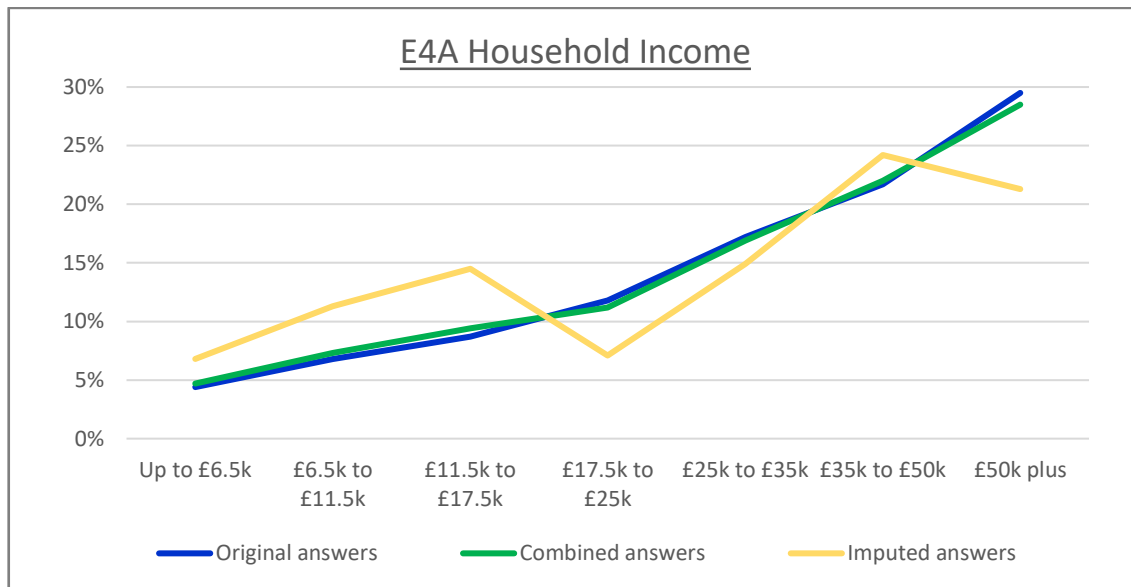


Figure 17 Household income original vs imputed

For personal income, the process yielded an accuracy of 71% within +/-1 category. The distribution of imputed answers also matches the original responses, suggesting this is an acceptable solution.

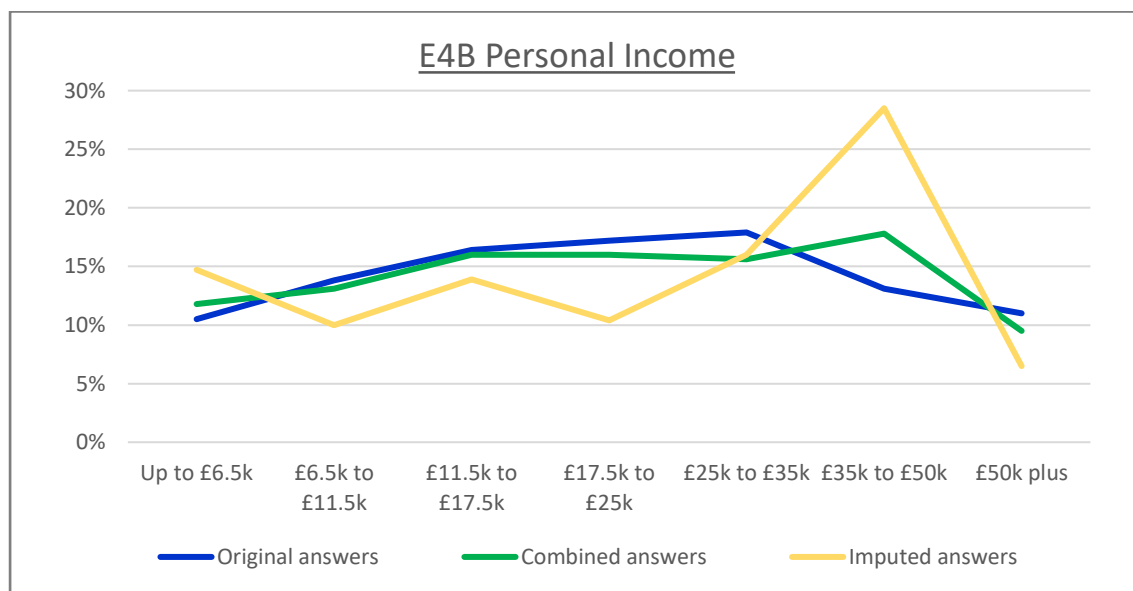


Figure 18 Personal income original vs imputed

### 5.2.5 Possible improvements

*Household income.* Typically, imputations work best when the distribution across categories is well-balanced, yet for household income the responses were concentrated at the higher income bands. A further imputation was run using an alternative seven category groups, however the accuracy fell slightly so it was dismissed.

*Personal income.* Whilst the accuracy of the imputation process for personal income was a respectable 71%, it was also possible to see if the distribution of the imputed missing answers could better reflect the non-imputed answers (i.e. to see if the ‘spike’ at higher incomes might have been a result of an imperfect imputation process). The addition of household income as a variable into the model was investigated but did not change the distribution or accuracy, hence was not adopted.

### 5.3 Data appending

Following fieldwork, additional geodemographic data fields were appended to provide further analysis options. These appends were linked by postcode where the respondent provided explicit permission for us to do this. Data appends were processed following GDPR and MRS code of conduct rules and guidelines. Following the addition of the geodemographic information, postcode was removed from the dataset.

The list of extra variables is as follows:

Field Name	Description
IMD_rank	Country specific index of multiple deprivation rank
IMD_quintiles	Country specific index of multiple deprivation quintile
IMD_deciles	Country specific index of multiple deprivation decile
UKG_CTV_Group_ID	Country specific rural urban indicator id
UKG_CTV_Group_NAME	Country specific rural urban indicator name
rural_urban_2_categories	Country specific rural urban classification
Country	UK nation
Region	UK nation and English region
LA	Local authority name
WESTMINSTER_CONST	Westminster parliamentary constituency name
SCOTLAND_WALES_CONST	Scottish parliamentary / Welsh assembly constituency name
MaPS_segment	MaPS segmentation flag
MaPS_subsegment	MaPS sub-segmentation flag

Table 19. List of data appends

## 6. Weighting

Weighting is the adjustment of the relative importance or influence that each response has on the total survey responses, generated in such a way as to ensure that the profile of the total sample matches some pre-defined criteria or target.

### 6.1 Motivations for weighting

Given that the sample was controlled by quotas, the final demographic profile was fairly close to that of the target population. As a result of quota targets being set to a range, some groups achieved higher and lower responses than expected, and some metrics which were not quota controlled varied from the optimal observations. The final dataset was weighted to a known, representative profile.

Weighting does have the impact of reducing effective sample size, and it also may not be able to correct all skews in the sample. However, on balance it is generally better to match the achieved profile to the known profile, in order that specific sub-populations, who may display unusual behaviour, contribute to the results in the correct proportions.

### 6.2 Overview of approach

The core weighting approach used a set of rim targets within nation and English region, covering the following:

- Across the total sample size
  - Ethnic minority group (EMG) of child to UK targets
- Within nation
  - Urbanity\*
  - Specific age of child (11 categories)
  - IMD\*
  - Tenure\*
- Within region
  - Age group of child within gender of child

A final corrective adjustment was made to ensure the overall UK profile matched the targets. Note that those dimensions marked (\*) were weighted to a profile of households with a seven to 17 year old.

#### 6.2.1 *Additional dimensions which were considered*

SEG was considered in both the previous waves of this research, as it was in this wave. Improved question text was used in 2022 in order to help respondents better self-define their SEG. However, the profile was still felt to be unreliable when collected in a self-completion format, compared to targets

which are typically assessed with an interviewer or other indirect methods. Ultimately, this dimension was rejected as a weighting variable. Instead, appended IMD was included as a variable for weighting.

### *6.2.2 A note on the rural/urban indicator*

When considering the rural/urban split, it is important to note that the published ONS stats provide an urban/rural indicator that is specific to each nation. As a result, weighting for Urbanity has been conducted within nation.

## 6.3 Targets and sources

Via the geodemographics expert, UK Geographics, ONS was used as a source for the weighting targets for age, sex and EMG of the child, and IMD and urbanity of the household. The Labour Force Survey was used as a source of weighting targets for household tenure.

Due to over-sampling the devolved nations and some English regions, the weighting also corrected the distribution by nation, in order to ensure that the total is representative of the UK as a whole. This meant that the targets for dimensions within England are higher, and correspondingly those in devolved nations are lower than would be otherwise expected from a more geographically representative unweighted sample.

### *6.3.1 Gross weighting*

In order to report in absolute numbers of children (as opposed to proportions), the weighting was rescaled to 8.71 million, which is the number of children aged seven to 17 in the UK according to ONS mid-year estimates from 2021.

## 6.4 Establishing the effectiveness of weighting

### *6.4.1 Effective sample size (ESS)*

Throughout the weighting iterations, effective sample size was monitored as a key success criterion. The aim was to maximise ESS in the final weighting algorithm, by adjusting the input dimensions and number of cells. The greater the effective sample size, the greater the accuracy of the final analysis, meaning for example smaller confidence intervals when comparing differences between subgroups.

### *6.4.2 Key questions*

To determine the effects of the weighting, a list of key questions was used to view the initial results. The purpose was to establish if the applied corrections had an impact on the results. Adding a dimension to the weighting, but detecting no change in the results, could mean that the dimension is unnecessary, and in effect is only resulting in a reduction in effective sample size.

The variables used for examining the weighting are shown in the tables below.

<b>Label</b>	<b>Content</b>	<b>Question wording</b>
CYP2	Whether the child gets money	Where do you get your money from?
CYP8a	Whether the child is responsible for financial decisions	When you have money, who usually decides whether you save any of it?
CYP8b	Whether the child is responsible for financial decisions	When you have money, who usually decides what you spend it on?
CYP11	Whether the child has a savings mindset	Imagine someone gives you £10. How much would you spend and how much would you save for later?
CYP12	Whether the child has a savings mindset	Imagine someone gives you £100. How much would you spend and how much would you save for later?
YP8a	Whether the child keeps track of their money or keeps track only mentally	How do you keep track of the money you get and the money you spend?
NQ5	Whether the child plans how to buy things	How often do you plan how you are going to pay for things?
NCYP10	Whether the child plans how to buy things	Imagine you were given £5 to spend on a school trip. Would you plan how to spend the money and then stick to that plan? For example, would you work out how much you want to spend on different things like sweets or presents.
CYP5	Whether the child knows how much money they have	Do you know how much money you have in total, including in your bank and in other places?
YP3c	Whether the child is able to save to buy something	Which of these best describes how often you save money?
CYP18	Whether the child has learnt how to manage money in school or college	Have you learnt about how to manage your money in school or college?
CYP18b	Whether learning about money in school was useful	How useful was it?
CYP10	Confidence in managing money	How confident do you feel managing your money?
YP16	Who child would go to for advice about money	If you needed advice about money, where would you go or who would you ask?

Table 20. Questions asked of the child, used to evaluate weighting outcomes

Label	Content	Question wording
P11b	Positive attitude to teaching children about money from a young age	Children should be protected from understanding how money works
P13	Talk to children about money	Do you discuss your household finances openly with any of the following people?
P12c	Parent sets rules about money	I set clear rules or agreements for [child] about money that I stick to
NQ98	Whether the child is able to save	Imagine you gave [child] £5 to spend on a school trip. Would [they] make a plan in advance of how much to spend on different things like sweets or presents?
PP25a	Whether child is able to save	Is [child] able to save up for a short period of time to buy something they want?
NORB1	Borrowing for the everyday	How often do you use a credit card, overdraft or borrow money to buy food or pay bills because you've run short of money?
P7	Regular saving	Which of these best describes how often you save money?
P2	Confidence in managing money	How confident do you feel managing your money?

Table 21. Questions asked of the parent (or carer), used to evaluate weighting outcomes

## 6.5 Adjustments to the weighting

In total, three main weighting iterations were produced in order to test various combinations of the weighting variables to achieve the right balance of correction with weighting efficiency. These iterations are summarised below:

Iteration	Content	ESS
Iteration 1	Interim using main targets (age, gender, IMD, urbanity, tenure, EMG)	3,835
Iteration 2	Corrective weighting was introduced to equalise gender distributions in each age group, within English region (as opposed to nation).	3,714
Iteration 3	Corrective weighting was introduced to make adjustments in tenure in some nations/regions (North East, South West, London, Northern Ireland), to ensure distributions matched ONS profiles for these regions, and then overall at the UK level.	3,658

Table 22. Main weighting iterations and effective sample sizes (ESS)

As well as balancing effective sampling size, the impact of the weighting was also assessed by establishing the impact each regime had on the set of key questions outlined in section 6.4.2 An iteration was considered effective if it had a significant impact on at least five questions, compared to the unweighted results.

Whilst iteration one was used to build the best list of weighting inputs and test them on interim and final data and does much of the heavy-lifting, iterations two and three were adjustments which were required to produce a better balance of effective sample size and accuracy.

Iteration three (weight three) and introduced three corrective (pre) weights which are described below. Whilst these corrections lowered the effective sample size slightly, they were shown to better align the weighted sample to the population distributions, whilst also having an impact on the key variables.

### 6.5.1 Adjustment of tenure distribution for households with a seven to 17 year old

ONS figures are only available for all UK households and not for households with parents/carers of children aged seven to 17. That said, ONS are able to provide an update of Tenure for all UK households with children aged seven to 17, and it was therefore prudent to adjust the *regional* distributions to take account of this.

	All UK adults 2022	UK 7-17 2022
Owned	63%	60%
Social rented	18%	20%
Private rented	17%	18%
Other	2%	2%

Table 23. Comparison of UK tenure for all adults versus those in households with 7-17 year old children

Comparing these two distributions, an adjustment to the ONS stats was made by weighting each of the region/nation distributions by the difference between the totals in Table 23 above. So for example the UK total vs the seven to 17 year old total indicates that parents/carers of seven to 17 year old children are less likely to own their homes, in fact only 95% as likely ( $60\% \div 63\%$ ). In the North East, ONS reports 62% of all adults own their own home. As we know from comparing all UK adults with those UK adults who have seven to 17 year olds in the household, this is likely to be an over-estimate. We can therefore reduce 62% to 59% (i.e. take 95% of the 62%), thus achieving a better estimate of parents/carers of seven to 17 year olds who own their home in the North East.

This proportional adjustment was applied to each of the nation/region distributions of tenure, resulting in the following target profile:

	NE	NW	YH	EM	WM	East	SE	SW	Lon	Sco	Wal	Nir
Owned	59%	61%	61%	64%	62%	64%	64%	64%	46%	58%	64%	63%
Rent social	23%	18%	18%	16%	19%	15%	14%	13%	24%	24%	16%	15%
Rent private	17%	19%	19%	18%	17%	18%	20%	21%	30%	15%	17%	18%
Other	1%	2%	2%	2%	2%	3%	2%	2%	0%	3%	3%	4%

Table 24. ONS distribution of tenure by region, adjusted for households with parents of 7-17 year old children

### 6.5.2 Comparison to achieved weighted profile with weighting iteration two

Comparing this to the achieved profile (when weighted with iteration two) a few discrepancies in tenure by region were observed, highlighted yellow in Table 25.



	NE	NW	YH	EM	WM	East	SE	SW	Lon	Sco	Wal	Nir
Owned	55%	57%	54%	58%	57%	60%	63%	63%	57%	64%	65%	69%
Rent social	21%	20%	21%	20%	18%	16%	14%	18%	17%	20%	15%	6%
Rent private	23%	20%	22%	19%	20%	21%	21%	16%	21%	13%	19%	22%
Other	1%	2%	3%	2%	2%	2%	2%	3%	5%	3%	2%	3%

Table 25. Distribution of observed tenure by region when using weight 2

Weighting iteration three therefore included adjustments in order to compensate for these discrepancies to some extent. Balancing ESS and impact on key variables, it was not felt it necessary to stretch the weighting further, and weighting was capped at this stage to be within the range 0.8 and 1.2 in order to maximise ESS.

Once weighted in this way, the distribution by tenure was much more aligned. The weighting targets are already estimates themselves (based on converting UK level tenure distribution to a nation/region level), hence by capping the weights some consideration was also given to the natural incidence of tenure found in the interviewing.

### 6.5.3 A final adjustment to tenure to ensure distribution is correct at UK level

One final adjustment was made. Although in theory the weighting was calculated to give the required overall UK distribution, weighting tenure by region/nation in this way broadly reduced the “owned” category, so a further final corrective weight at the UK level was needed, resulting in the following final profile of tenure by region:

	NE	NW	YH	EM	WM	East	SE	SW	Lon	Sco	Wal	Nir
Owned	60%	58%	56%	59%	59%	62%	65%	65%	48%	65%	66%	67%
Rent social	22%	20%	21%	19%	18%	15%	14%	14%	21%	19%	14%	13%
Rent private	17%	19%	21%	18%	20%	20%	20%	18%	26%	12%	17%	18%
Other	1%	3%	3%	3%	2%	3%	2%	3%	5%	3%	2%	3%

Table 26. Final distribution of observed tenure by region with a final corrective measure for tenure at the total level

And at the overall UK level:

	UK
Owned	60%
Rent social	18%
Rent private	20%
Other	3%

Table 27. Final distribution of observed tenure at the total level using a final corrective measure for tenure

## 6.6 Profile and gross weighting

As well as profile weighting, the final dataset also used gross weighting, which enables the reporting of population estimates of all seven to 17 year olds, using the latest ONS mid-year estimates.

## 6.7 Weighting efficiency and effective sample sizes

By nation and region, the weighting efficiencies and effective sample sizes are shown below:

	<b>Unweight ed base</b>	<b>Weighted base</b>	<b>Weighted %</b>	<b>Weighting ratio</b>	<b>Effective base</b>	<b>Weighting efficiency</b>
Total	4,740	4,740	100%		3,658	77%
England	3,225	3,934	83%	1.22	2,738	85%
Scotland	666	427	9%	0.64	615	92%
Wales	465	237	5%	0.51	428	92%
Northern Ireland	384	142	3%	0.37	319	83%
North East	223	208	4%	0.93	196	88%
North West	443	465	10%	1.05	399	90%
Yorkshire & Humber	342	407	9%	1.19	302	88%
East Midlands	316	352	7%	1.11	278	88%
West Midlands	356	394	8%	1.11	315	88%
East of England	329	400	8%	1.22	292	89%
London	450	619	13%	1.38	354	79%
South East	450	669	14%	1.49	391	87%
South West	316	420	9%	1.33	281	89%

Table 28. Weighting efficiency and effective sample sizes of the final adopted weighted regime (weight 3)

## Appendix 1: Invitation for face-to-face push-to-web recruited sample

Provided by



### Your views are important to us

Thank you for taking the time to speak with one of our interviewers today. As they will have explained to you, this is an **invitation for a parent/carer and a young person** in your household to **take part in a survey** to understand more about you and your child's experiences with money on behalf of the Money and Pensions Service. The Money and Pensions Service helps people manage their money, it is a free and impartial service set-up by the government. We are keen to involve as many people as possible in this research to help us understand how we can better help UK families.

**A £10 gift voucher will be given as a thank you for completing the survey. The survey is to be completed online and should take about 20 minutes for the parent/carer, with an additional 10 minutes for the young person.**

During the survey **you answer the first section**, then you will need to hand over the survey to **a young person in your household so they can complete their section**, they will need to hand back the survey **to you for a few final questions**. You may help them with their section if you need to. Please note that any young person in your household aged **7 to 17** can complete the survey.

To **take part online** (including on a smartphone) please go to **www.crweblab.com/money** and log in using the reference number and password details provided below. Details can only be used once, and the survey should be completed in the next 7 days.

You can complete the survey in multiple sittings if you wish by going back to the web address above and entering your reference number and password.

#### Log-in details:

	161083
Password:	778025

With many thanks for your help – it really does make a difference.



Helen Pitman, Senior Research Manager, Money and Pensions Service

This survey is being carried out on behalf of the Money and Pensions Service by Critical Research Ltd, an independent market research organisation. If you would like to talk to someone about the survey, please contact Critical Research using the email address below or by calling the information line between Monday to Friday 9am to 5pm.



afw@critical.co.uk

Information



line: 0800 326 5052



#### How do I take part?

Taking part is easy. Please go to [www.crweblab.com/money](http://www.crweblab.com/money) and log in using the reference number and password details provided in this letter. If you are completing the survey online you may find it easier to use a computer, laptop or tablet, rather than a mobile phone, to complete the survey.

Information about the survey can be found on the Money and Pensions Service website at <https://maps.org.uk/surveys>

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#### Why did we choose your address?

As it is not possible to ask everyone to take part in the survey, we select a sample of addresses to represent the entire country. Your address was selected at random from a list of residential addresses held by the Royal Mail.

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#### Who is conducting the survey?

The Money and Pensions Service is a free and impartial service set-up by the government. The survey is being conducted on behalf of Money and Pensions Service by Critical Research, an independent market research agency. You can contact the Money and Pensions Service here: <https://moneyandpensionservice.org.uk/contact-us/>

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#### How will my information be used?

This survey aims to understand parents/carers and young people's views on how they spend, save and generally manage their money. The Money and Pensions Service wish to understand how we can better help UK families manage their money in the future.

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#### Is this survey confidential?

**Yes, totally.** The information that we collect will be used only for **research purposes**. The answers you provide, and your name and address, will not be used for sales or direct marketing purposes. Your answers will be combined with those of others who take part in the survey for reporting purposes. You will not receive any junk mail or marketing calls as a result of taking part. On the first page of the survey, you will find links to Privacy Policies for both the Money and Pensions Service and Critical Research.

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#### How do I collect my reward?

Once you and the young person have completed the survey online, you will be asked for your email address so that the link to choose your gift voucher (your choice of a **£10** gift voucher from a wide selection) can be sent as soon as you have completed the survey. One £10 gift voucher will be sent per household.