

A new generation of savers....but not with the bank

- 75% of young savers stashing cash at home.
- Millions of pounds going astray.
- Young people saving average £3.64 a week, 58% of their pocket money.
- Financial and Enterprise education charity surveys 2,000 11-18-year-olds.

Mistrust of banks is being translated into pounds and pence as young people seemingly shun High Street operators.

Three quarters of young people are failing to make use of banking facilities. With weekly pocket money at £6.25, millions are potentially going astray in savings and interest payments.

83% of youths told us they save regularly or occasionally, but under a quarter of young savers are depositing cash in a bank or building society.

These hardened attitudes and behavioural changes mean young people are not familiarising themselves with a key personal money management tool, harming financial literacy.

Figures showed young people regularly saved on average £3.64 a week, which is 58% of their pocket money - an adult would bank £976 a week of a £26,000 salary with the same habits!

MyBnk Founder and CEO, Lily Lapenna said:

"There is a real credibility gap between young people and banking, they see rewards taken but not responsibility. Banks need to work harder for their custom and respect and listen to their ethical concerns.

We need banking, the sooner young people are familiar with it, the better they can develop sound financial habits and navigate the system - stay out of debt, manage student loans etc".

Note to editors:

2,000 11-18-year-olds were asked questions on their spending and saving habits over the 2011/12 academic year.

Average pocket money stats via The Guardian's Datablog.