

FOR IMMEDIATE RELEASE

## LITTLE KIDS SAVE BIG

- *Inaugural two-City survey finds kids keen on saving their pocket money*
- *Kids are able to develop life skills and pick up financial literacy concepts while Learning Through Play*
- *Professions that kids in Singapore aspire towards include being a doctor, a teacher or a scientist*
- *More than 90% of kid participants in Singapore want to spend more time with their parents*

**Singapore, 29 May 2018** – Kids in Singapore have the habit of setting aside pocket money as savings, and food is their main expenditure. From as young as seven years old, they are able to understand the concept of money through play. These are among the key findings in an inaugural survey on children of ages 7 – 15 years old across KidZania Singapore and KidZania Kuala Lumpur, Malaysia.

The *KidZania Singapore KidZ Survey*, commissioned by two KidZania Cities – Singapore and Kuala Lumpur, in partnership with Agility Research, saw over 500 kids interviewed across both Cities in 2017. The survey aimed to offer insights on kids' take on financial literacy, career aspirations, and preferences.

“As working adults and parents, sometimes we may not have time to ask our kids what’s really on their minds. As a City built for kids, we hope to give kids a voice in and beyond KidZania. This survey allows us to find out how the kids of today learn, their priorities, values, and what motivates them. By sharing the feedback we’ve collected, we hope that the insights will not only allow us to fine-tune our edutainment offerings, but also offer parents a better understanding of their kids and ideas on how to play a bigger part in their learning journey,” said Mr Leong Yue Weng, General Manager, KidZania Singapore.

Survey highlights on Singapore include:

### ***Money Habits: Big Savers and Young Foodies***

Managing finances is a daily affair for most kids in Singapore and Kuala Lumpur, with over three-quarters of kids from Singapore and more than half from Kuala Lumpur, given pocket money on a day-to-day basis.

An overwhelming 93% of Singaporean kids use their daily pocket money to buy food. 94% of kids will opt to save some of their money, with 71% of the respondents putting their savings into piggy banks, and 18% who will save through a bank. Only 10% give their savings to their parents for safe-keeping. Similarly, more than half of the Singaporean kids (55%) save their earned kidZos, the official currency used in KidZania, while 38% of kids chose to spend their kidZos on activities or items.

Kids were also able to learn how to better manage their finances in KidZania Singapore. This was the lesson cited by most respondents (72%) who learnt more about earning, saving and spending money when they visited the City. KidZania is carefully designed to involve children in learning the value of money and helping them understand the difference between earnings and expenditure.

“While kids are serious about saving for a rainy day, they tend to put their savings in a piggy bank, instead of a bank which provides financial security and can yield interest over time. There is therefore an opportunity for us to work even closer with our industry partners to help kids better understand and develop savvy money habits from young,” added Yue Weng.

### ***Family Bonding***

Family time appears to be quality time for kids. Respondents from Singapore shared that they spend an average of 2.8 hours with their families daily, with only 22% spending more than 5 hours together. When asked if they would like to spend more time with their parents doing activities together on a daily basis, a vast majority of 91% said yes.

Recognising the need to foster parent-child bonding, the City has put in place over 10 role-play activities where parents are welcome to join in the fun and be a part of their child’s learning journey.

### ***Valuable Lessons Learnt Through Play and Career Aspirations***

On how kids planned their time in KidZania Singapore, 78% of the kids picked their own activities which reinforced their ability to make decisions independently, while the rest preferred a second opinion by discussing with their accompanying friends or adults.

In addition to learning about financial literacy, other lessons kids picked up include:

- Teamwork
- Better understanding and appreciation of different jobs
- Independence & Decision-making

- Time management
- Acquiring skillsets for future careers

When asked on what kids aspire to be when they grow up, professions in the medical, teaching and crime-fighting fields were the most popular among both Singaporean and Malaysian kids. Kids from Singapore aspire to be Doctors (17%), Scientists (9%), Teachers (7%), Police Officers (7%) or Pilots (7%). Interestingly, Malaysian kids have similar aspirations to be Teachers (17%), Doctors (12%), Police Officers (10%), or Engineers (9%).

“Children can only aspire to what they know exists. If they are not exposed to a variety of career ideas at home as well as at school, their perception of the range of careers may be narrower than what is actually available. Hence, there is a need for schools to place an emphasis on careers education and continuously provide a platform for kids to explore different career options through the provision of accurate and comprehensive information,” said Dr Ger Graus, Director of Education, KidZania. Dr Graus is a renowned figure in the education field, and spearheads education and innovation for KidZania globally.

A snapshot of the KidZ Survey’s key findings is available in **Annex A**.

For more information on KidZania Singapore and updates on its latest events and activities, check out [www.kidzania.com.sg](http://www.kidzania.com.sg) and [facebook.com/KidZaniaSingapore](https://facebook.com/KidZaniaSingapore).

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## **About KidZania**

KidZania is an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience targeted at kids. KidZania combines role-play with real life, creating a kid-centric city experience designed to educate and inspire kids; from arriving at the airport, to visiting a city centre to exploring the city streets. As in the real world, kids choose activities – such as being a pilot, police officer, doctor, journalist or a customer – and earn money, which they can then spend or save. KidZania operates just like a real city complete with buildings, paved streets, vehicles, a functioning economy, and recognisable destinations in the form of “establishments” branded by leading international and local brands. The facilities are designed to educate through experience, fostering the development of life skills, but from a kid’s perspective it is all about fun which truly epitomizes learning through play.

Being one of the fastest growing educational and entertainment brands in the world, KidZania has won numerous awards, having been voted “Best Theme Park Worldwide” by The Themed Entertainment Association, “Top Family Entertainment Centre of the World” by the International Association of Amusement Parks & Attractions (“IAAPA”), “Global Leisure Operator of the Year” by Retail and Leisure International and “Concept of the Year” by MAPIC.

KidZania Singapore is a subsidiary of Themed Attractions Resorts & Hotels Sdn. Bhd., the investment holding company responsible for the development, management and operations of various hospitality and attraction destinations in Malaysia and Singapore.

## **ABOUT THEMED ATTRACTIONS RESORTS & HOTELS SDN. BHD.**

Themed Attractions Resorts & Hotels Sdn. Bhd. is an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations. Established by the Malaysian Government’s strategic investment fund, Khazanah Nasional Berhad, TAR&H serves as a catalyst for the leisure and tourism industry by bringing premier world-class hotels, resorts, golf courses and attractions to the region.

Its current key investment portfolio comprises **Desaru Coast** – a premium integrated destination resort, **LEGOLAND® Malaysia Resort** - the sixth LEGOLAND in the world and the first in Asia, **KidZania Kuala Lumpur & KidZania Singapore** - an indoor family education and entertainment centre, **Marina Walk Puteri Harbour** – a quay side lifestyle retail and family entertainment complex, **SANRIO HELLO KITTY TOWN** – the first of its kind outside of Japan, **Thomas Town** – an indoor theme park that features the famous Thomas & Friends® characters on multiple themed rides and **Hotel Jen Puteri Harbour** at the luxury waterfront of Puteri Harbour, Iskandar Puteri, along with the award winning **The Datai Langkawi** and the first Els Club in Southeast Asia – The Els Club Malaysia, located in two stunning destinations – **The Els Club Teluk Datai** and **The Els Club Desaru Coast**.

Working with renowned global and local partners and brands, TAR&H aims to be the leading Leisure & Tourism Group bringing world-class destinations to South East Asia, creating over 15,000 jobs.

### **About Dr Ger Graus OBE**



Dr Ger Graus OBE is a renowned figure in the field of education, where, since March 2017, he holds the position of the first Global Director of Education at KidZania. KidZania, where children aged 4 to 14 can experience the world of work through role-play, is designed to inspire and empower: “from inspiration to aspiration”. Since its inception in 1999 in Mexico City, KidZania now has a presence in 24 cities on 5 continents with plans for further developments in some 20 locations including the USA, Canada and South Africa. KidZania London is the UK’s first such educational entertainment centre.

Ger Graus has been at the heart of innovation and project development such as ‘KidZania World Online’, ‘KidZtalk’, ‘KidZania Careers Week’, ‘KidZania LitFests’; education ‘Think-Tanks’, ‘Ambassador Schools’ and independent evaluations by, amongst others the University of Cambridge, Cass Business School, Havas Helia and Ernst & Young. Based on these evaluations’ findings, Ger is now spearheading a ‘Futures Awareness’ campaign to introduce careers education into the primary phase. After all, as he frequently reminds us: “Children can only aspire to what they know exists.” Ger started at KidZania London in 2014, where he has been responsible for developing the UK-wide education strategy, including partnerships with schools, Higher Education, commercial and third sector learning partners.

Before this, he was the founding Chief Executive of The Children's University in 2007. Under his watch, the Children's University became a multiple-award winning international charity providing 5 to 14-year-olds with exciting and innovative learning opportunities outside school hours. The Children's University's global reach now extends as far as Australia, China, Malaysia, Singapore and the Middle East.

**Issued on behalf of KidZania Singapore**

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**Annex A: Key Findings**

# KIDZ SURVEY RESULTS



## Kids Career Aspirations



## Top Lessons Learnt



Financial Literacy

Teamwork

Job Exposure

Independence

Time Management

Acquiring Skillsets

## New role-play activities kids want to try



Baker



Lawyer/Judge



Magician



Teacher



Vet

78%

of kids chose their own activities to role-play.

## What kids enjoyed most about KidZania Singapore



52%

Variety of role-play activities

37%

Learning new things