

# He's got the power



## Kindy kids take charge

HE'S the boss. Four-year-old Matthew Knox is his family's biggest influence, new research says.

He may be only 100cm tall, but tots Matthew's age influence what parents buy, wear, watch and eat, the Good Business Sense survey says.

Three to five-year-olds' constant presence in the home means their wants and needs are met first and foremost — and it is costing parents thousands of extra dollars every year.

The study shows if parents take their toddler shopping they can expect to spend up to \$100 extra a month on fast food, toys and clothing.

And when children grow up they become even more manipulative, with most admitting mum is easier to sway than dad.

Children say they can influence their parents over how much pocket money they get and even how late they are allowed to stay out at night.

The study breaks families into four types.

● Find out which type you are: Pages 28, 29

Big spender: Four-year-olds, like Matthew Knox, wield enormous influence over what their parents buy, wear, watch and eat

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