

# 6th Annual Parents, Kids & Money Survey

Detailed Results / August 2014

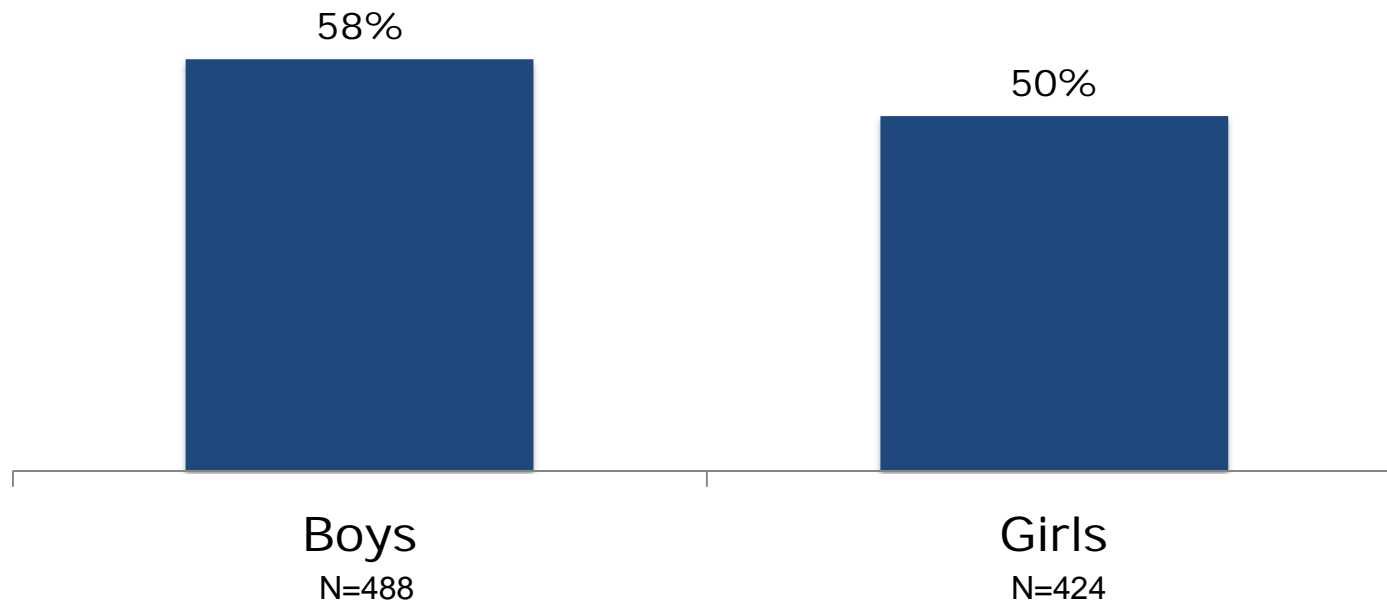
Supplemental Data



# Boys vs. Girls Findings

## Conversations about setting financial goals – by child gender

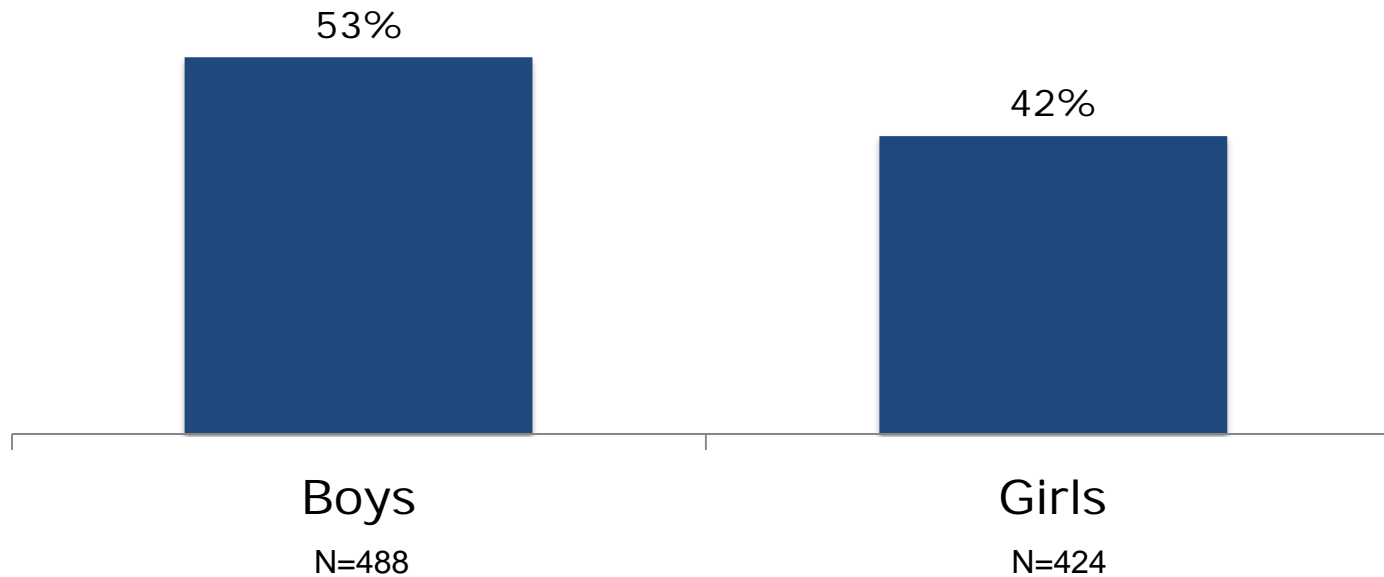
Percent of boys and girls who say they have discussions with their parents about setting financial goals at least occasionally



- According to kids, parents have at least occasional conversations about setting financial goals with boys significantly more than with girls.

## Parents saving for kids college – by child perception

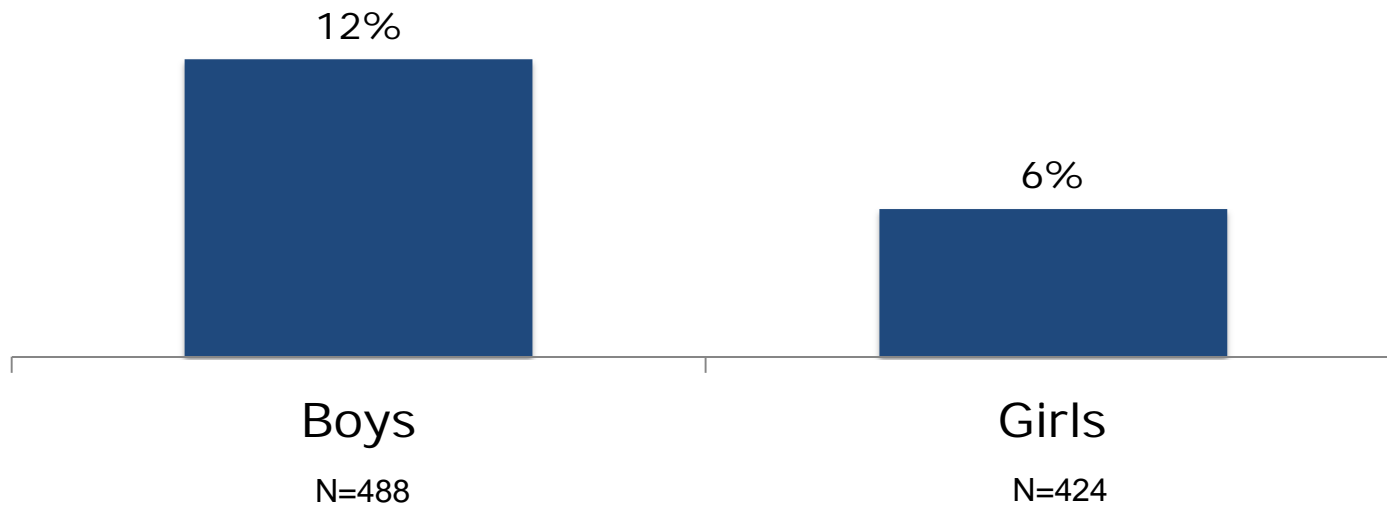
Percent of boys and girls who think their parents save for their college



- Only 42% of girls think their parents are saving for their college versus 53% of boys.

## Kids with credit cards – by child gender

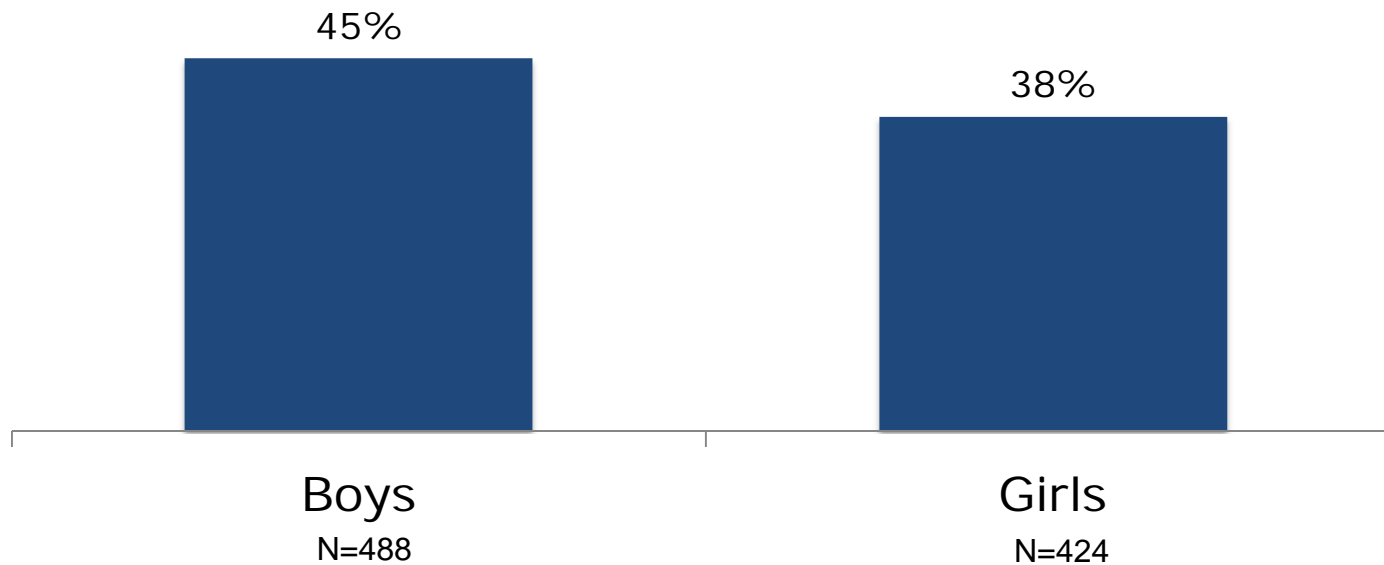
Percent of boys and girls that have a credit card



➤ Twice as many boys have credit cards than girls – 12% versus 6%.

## Child money intelligence – by gender

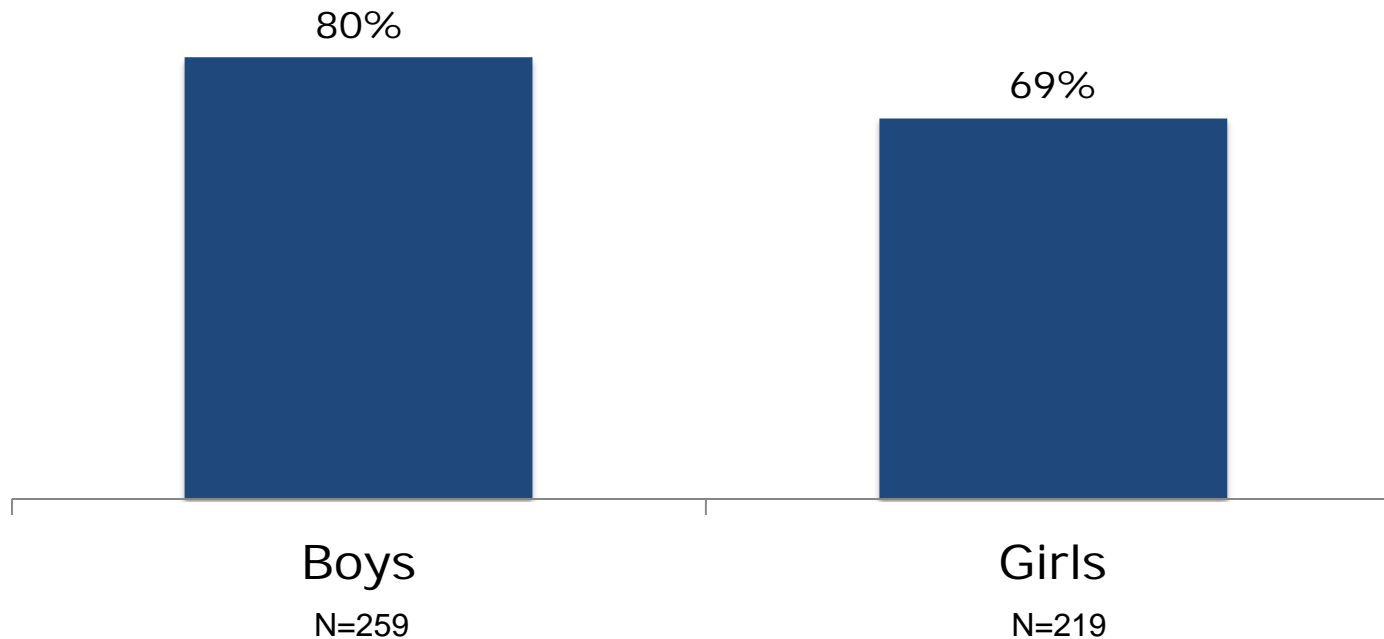
Percent of boys and girls who think they are very or extremely smart about money



- Boys are more likely to think they are smart about money. 45% of boys think they are very or extremely smart about money versus just 38% of girls.

## Kids understand value of a dollar - by gender

Percent of parents who say their boy or girl understands the value of a dollar

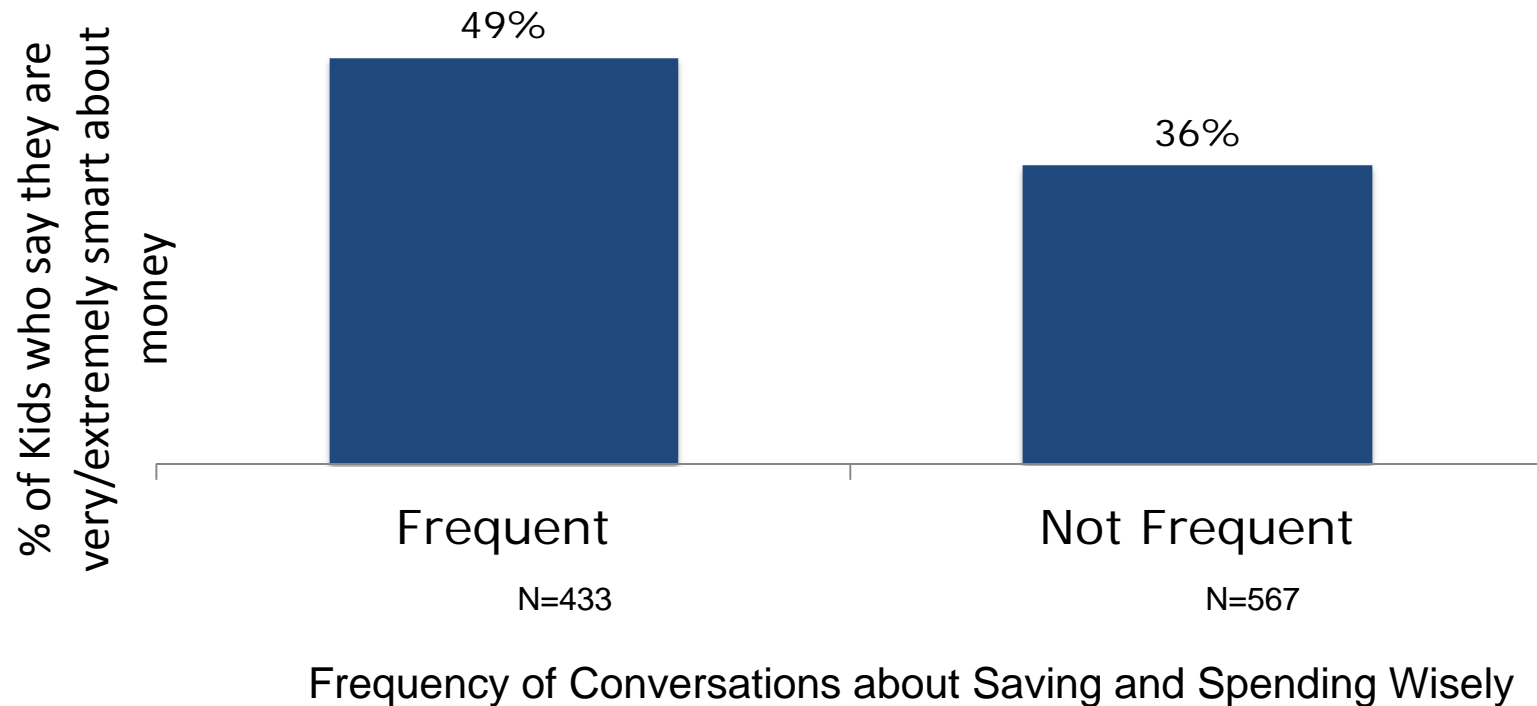


- Of parents with only one child ages 8-14, 80% think their son understands the value of a dollar while only 69% think their daughter does.

# Impacts when Discussing Saving & Spending Wisely

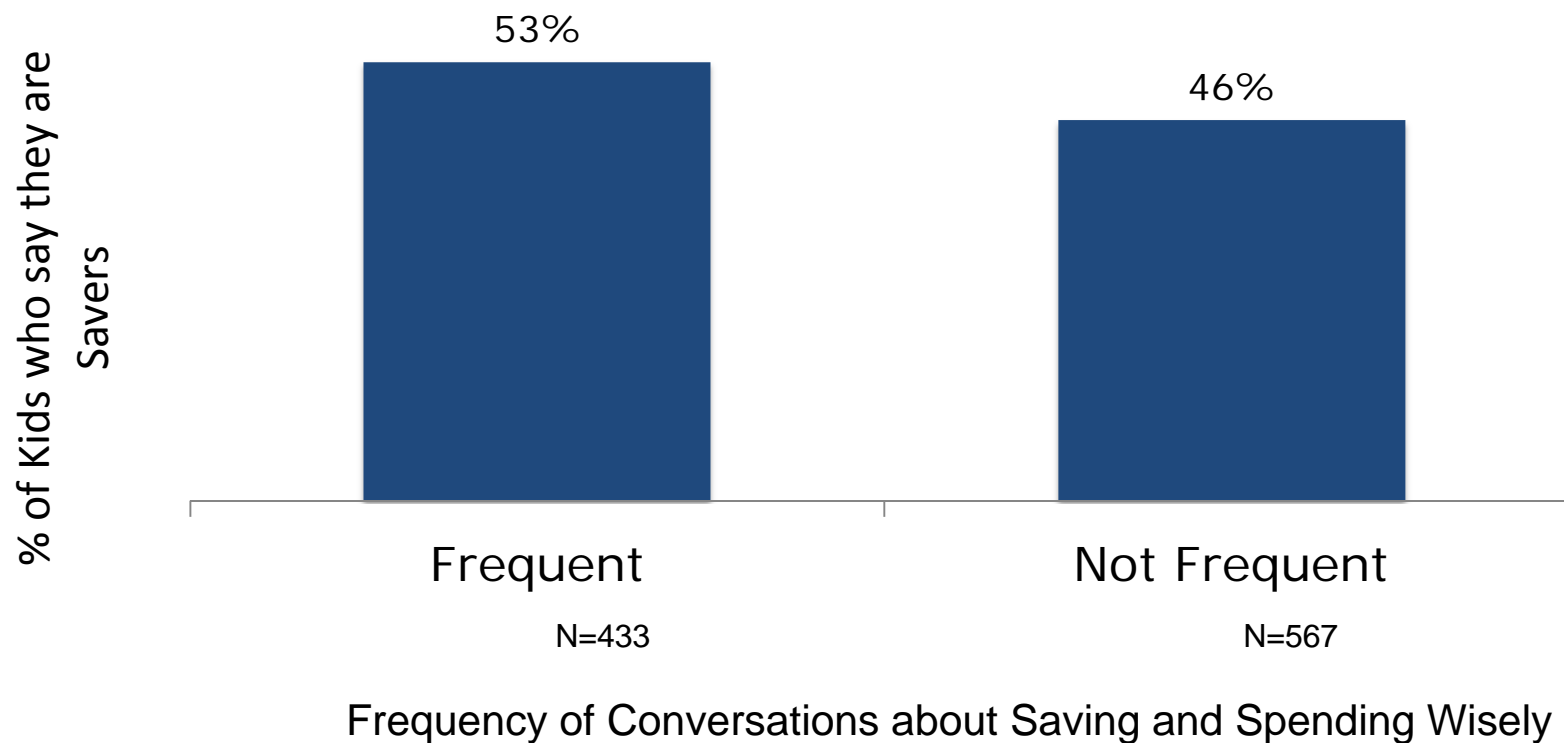


## Kids Saying They are Smart about Money



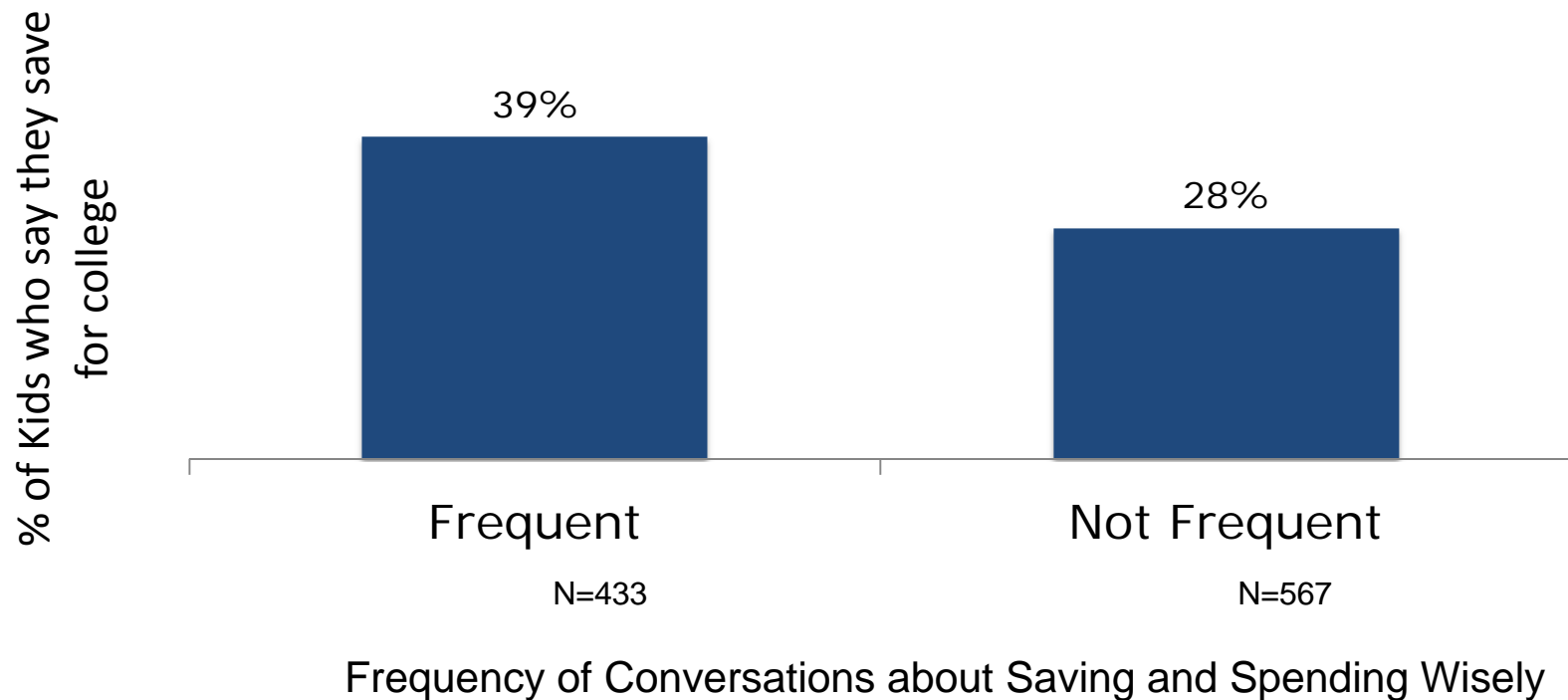
- Parents who frequently discuss the importance of saving and spending wisely with their kids are significantly more likely to have kids who say they are very/extremely smart about money than parents who do not have frequent discussions about this topic (49% vs. 36%).

## Kids Identifying Themselves as Savers or Spenders



- Parents who frequently discuss the importance of saving and spending wisely with their kids are significantly more likely to have kids who say they are savers than parents who do not have frequent discussions about this topic (53% vs. 46%).

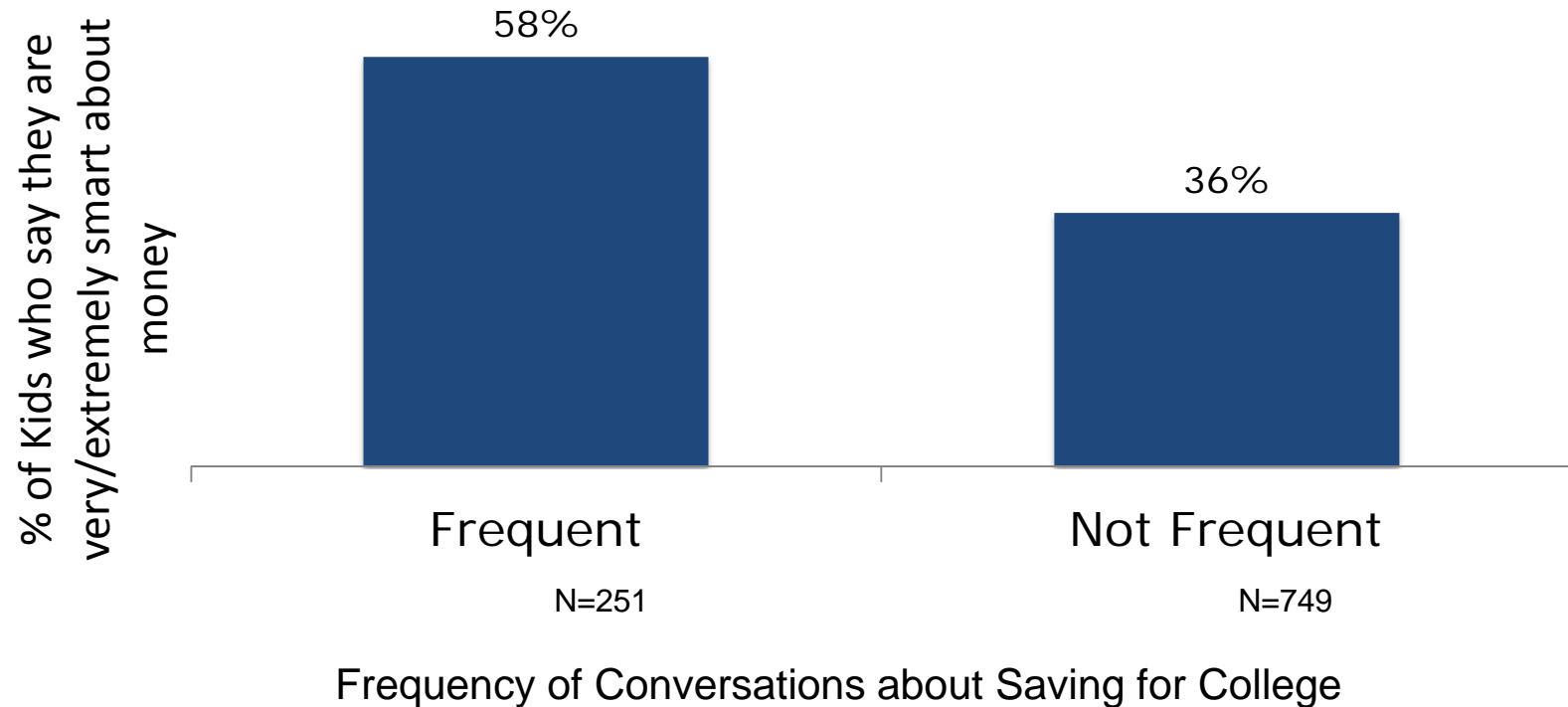
## Kids Saving For Their Own College Education



- Parents who frequently discuss the importance of saving and spending wisely with their kids are significantly more likely to have kids who say they save money so they can go to college than parents who do not have frequent discussions about this topic (39% vs. 28%).

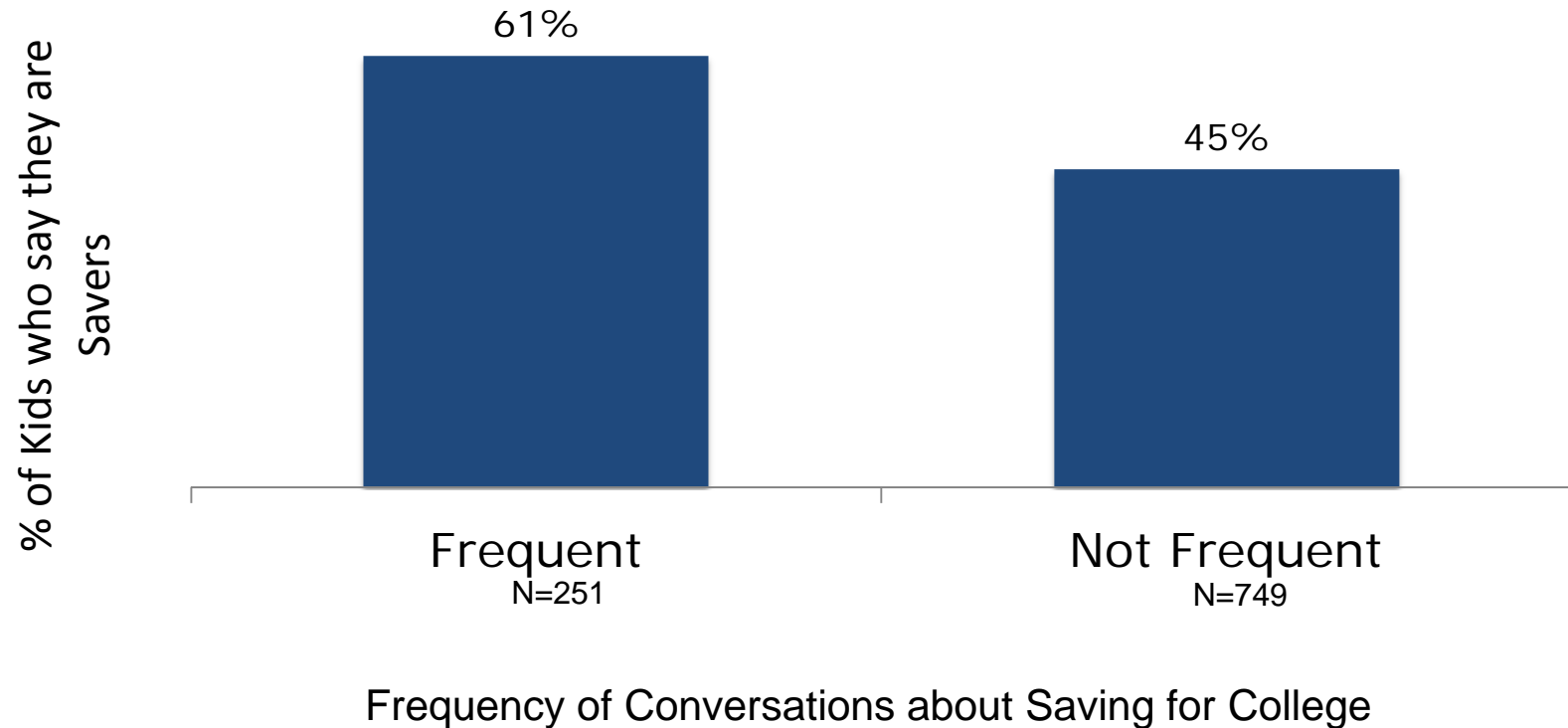
# Impacts when Discussing Saving for College

## Kids Saying They are Smart about Money



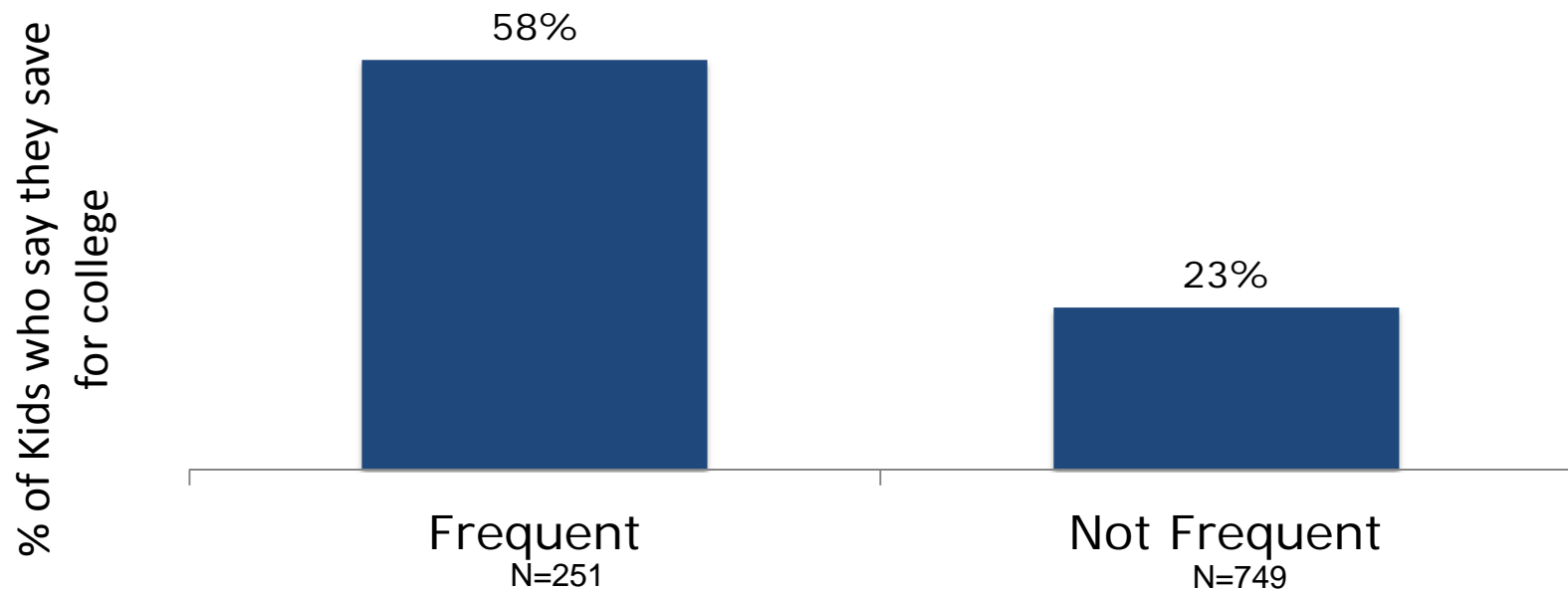
- Parents who frequently discuss saving for college with their kids are significantly more likely to have kids who say they are very/extremely smart about money than parents who do not have frequent discussions about this topic (58% vs. 36%).

## Kids Identifying Themselves as Savers or Spenders



- Parents who frequently discuss saving for college with their kids are significantly more likely to have kids who say they are savers than parents who do not have frequent discussions about this topic (61% vs. 45%).

## Kids Saving for Their Own College Education



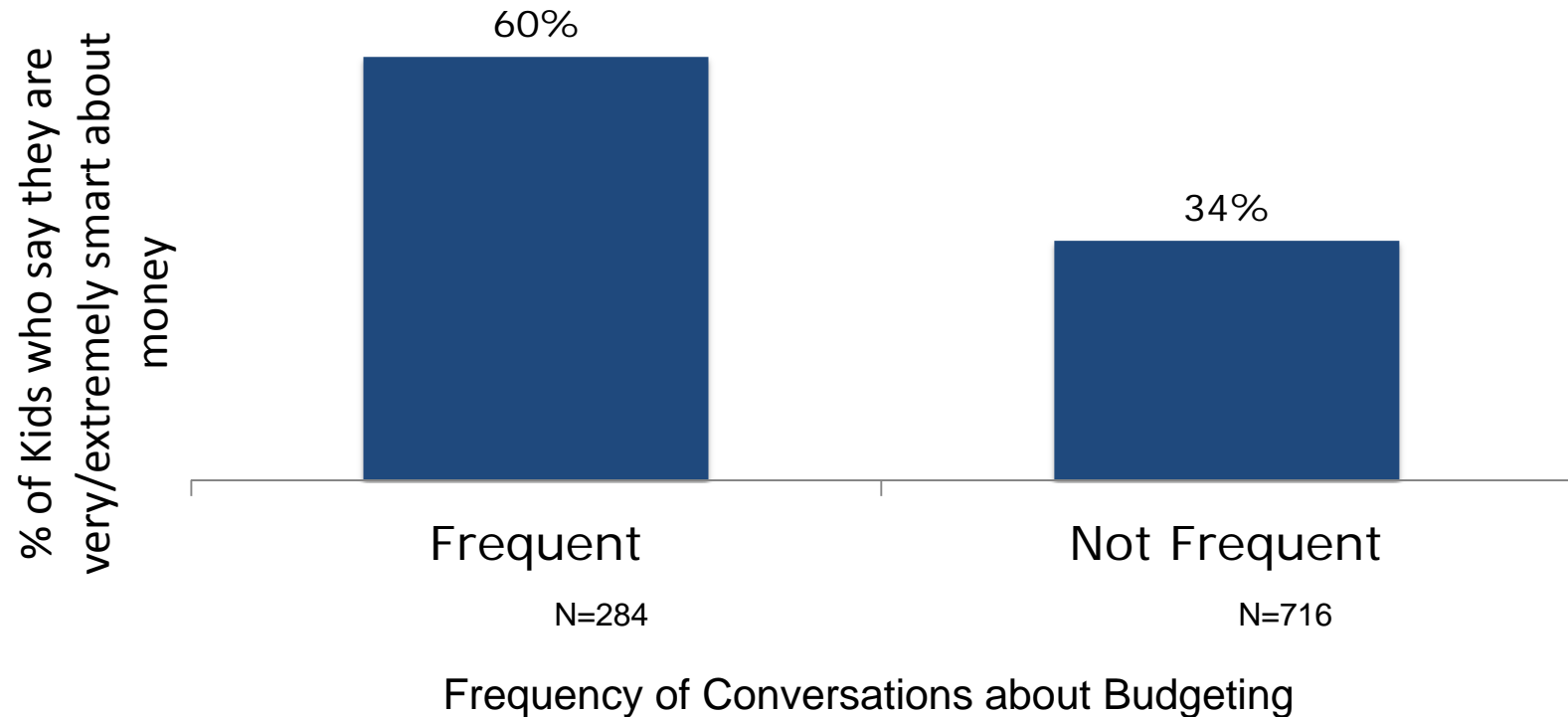
### Frequency of Conversations about Saving for College

- Parents who frequently discuss saving for college with their kids are significantly more likely to have kids who say they save money so they can go to college than parents who do not have frequent discussions about this topic (58% vs. 23%).

# Impacts When Discussing Budgeting

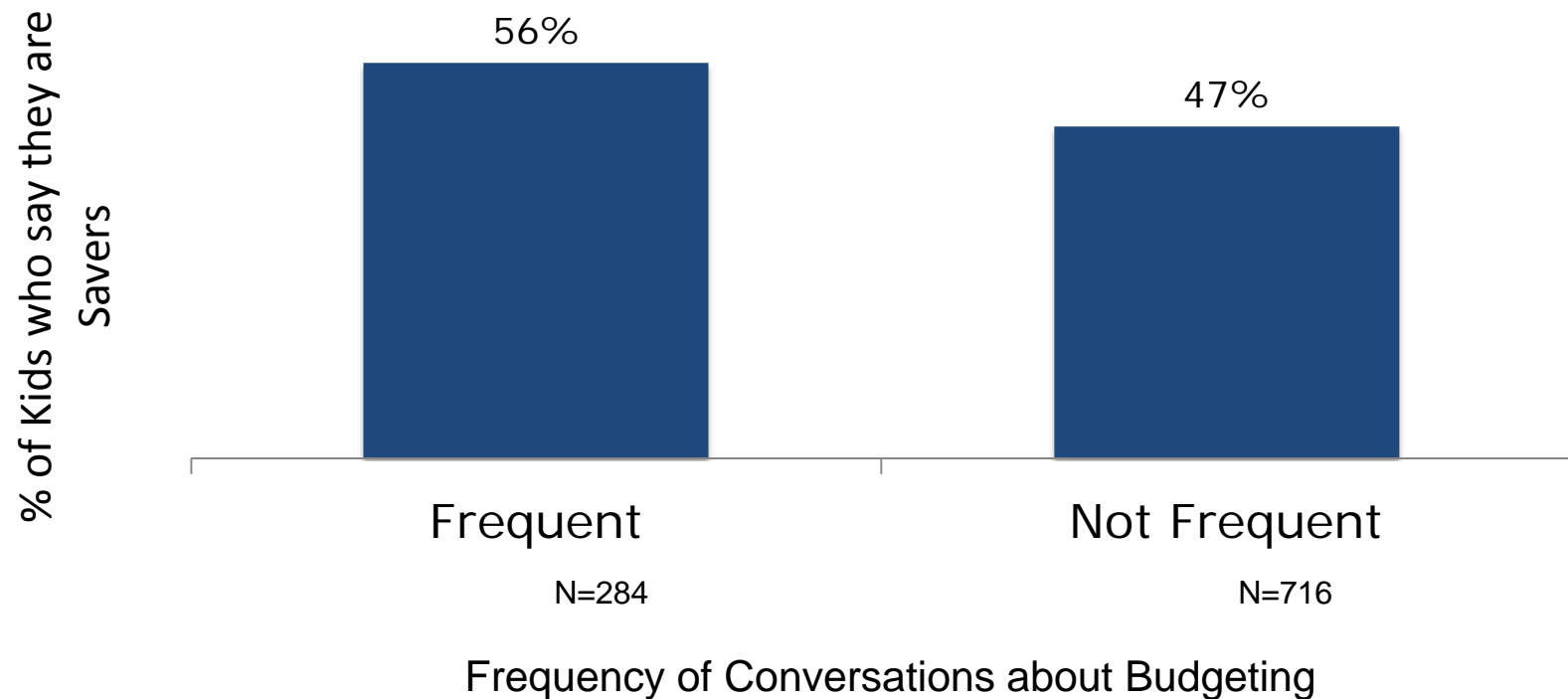


## Kids Saying They are Smart About Money



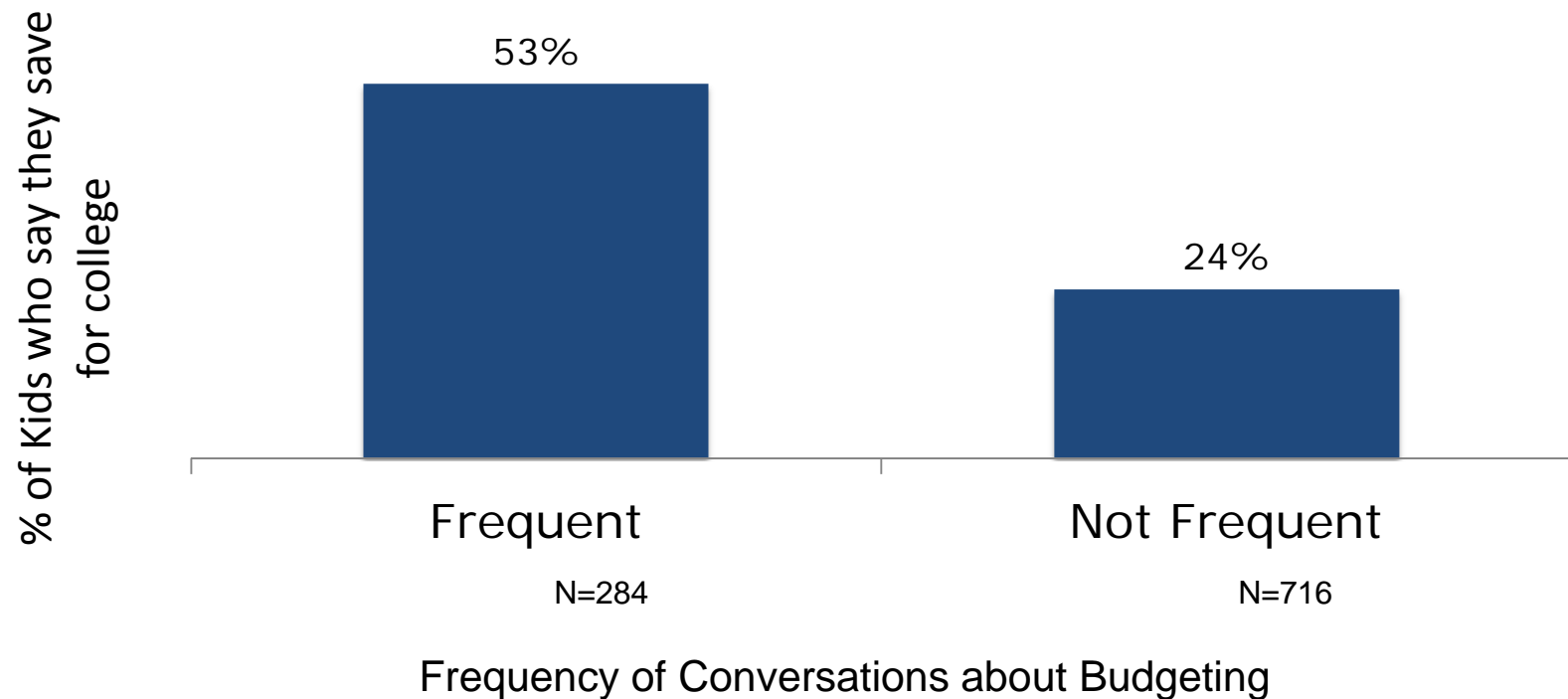
- Parents who frequently discuss budgeting with their kids are significantly more likely to have kids who say they are very/extremely smart about money than parents who do not have frequent discussions about this topic (60% vs. 34%).

## Kids Identifying Themselves as Savers or Spenders



- Parents who frequently discuss budgeting with their kids are significantly more likely to have kids who say they are savers than parents who do not have frequent discussions about this topic (56% vs. 47%).

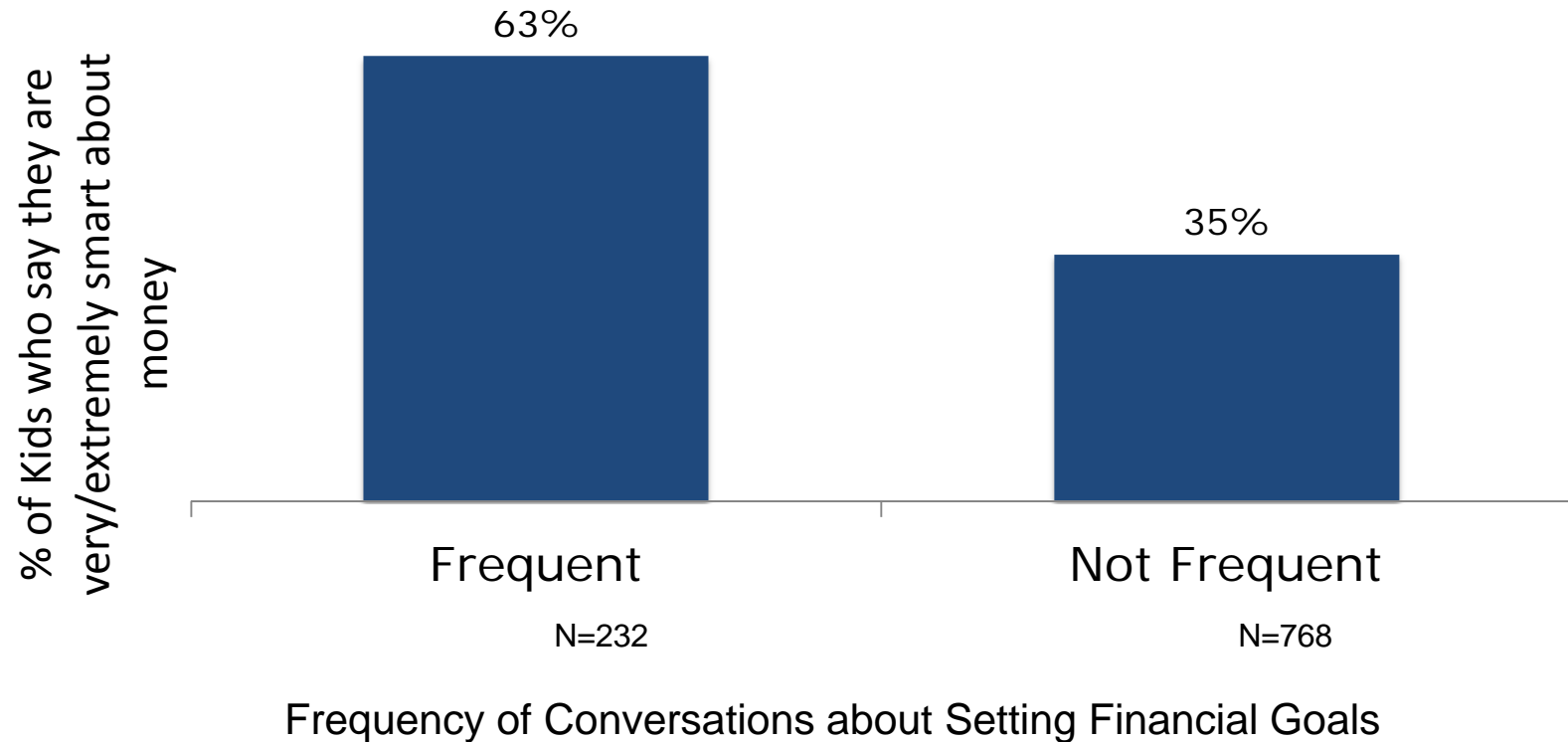
## Kids Saving for Their Own College Education



- Parents who frequently discuss budgeting with their kids are significantly more likely to have kids who say they save money so they can go to college than parents who do not have frequent discussions about this topic (53% vs. 24%).

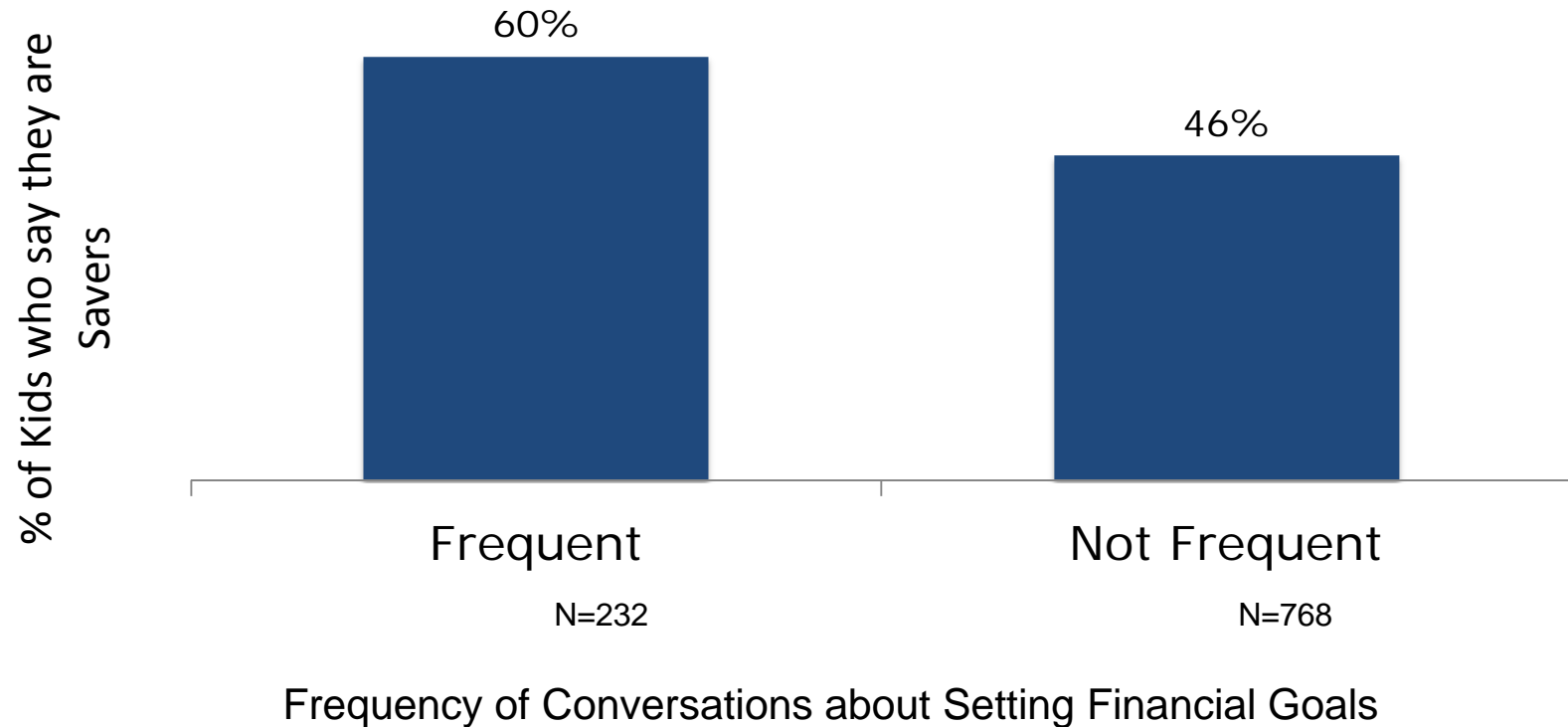
# Impacts when Discussing Setting Financial Goals

## Kids Saying They are Smart About Money



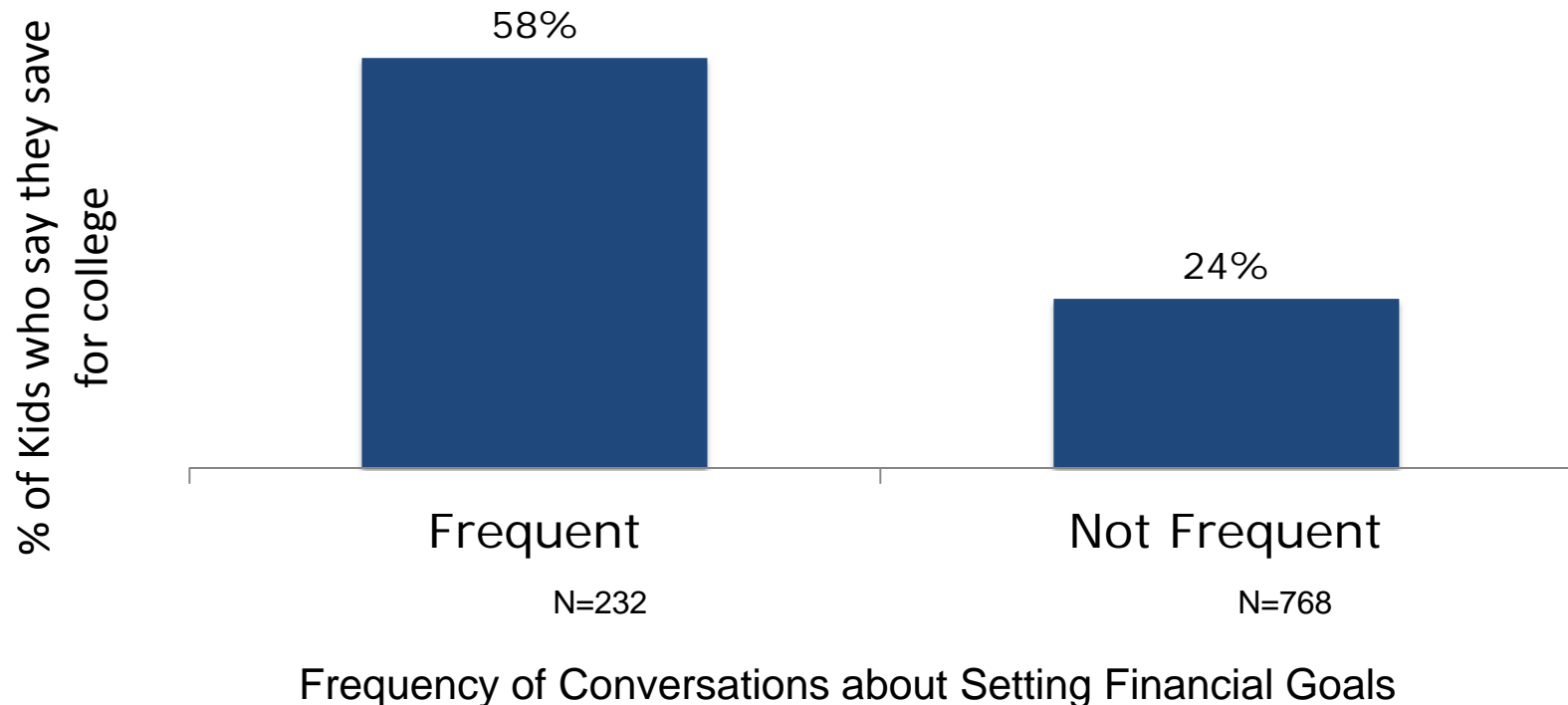
- Parents who frequently discuss setting financial goals with their kids are significantly more likely to have kids who say they are very/extremely smart about money than parents who do not have frequent discussions about this topic (63% vs. 35%).

## Kids Identifying Themselves as Savers or Spenders



- Parents who frequently discuss setting financial goals with their kids are significantly more likely to have kids who say they are savers than parents who do not have frequent discussions about this topic (60% vs. 46%).

## Kids Saving for Their Own College Education

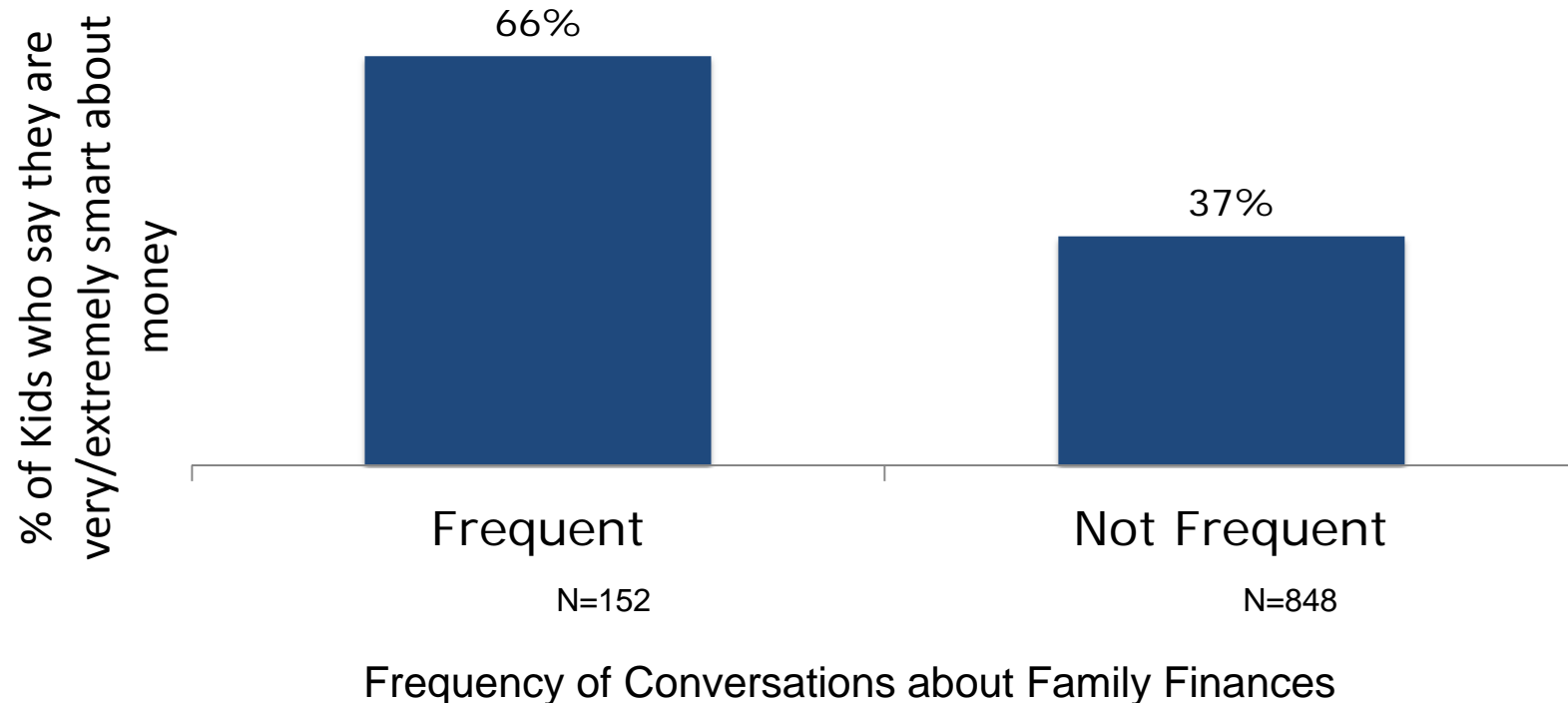


- Parents who frequently discuss setting financial goals with their kids are significantly more likely to have kids who say they are save money so they can go to college than parents who do not have frequent discussions about this topic (58% vs. 24%).

# Impacts When Discussing Family Finances

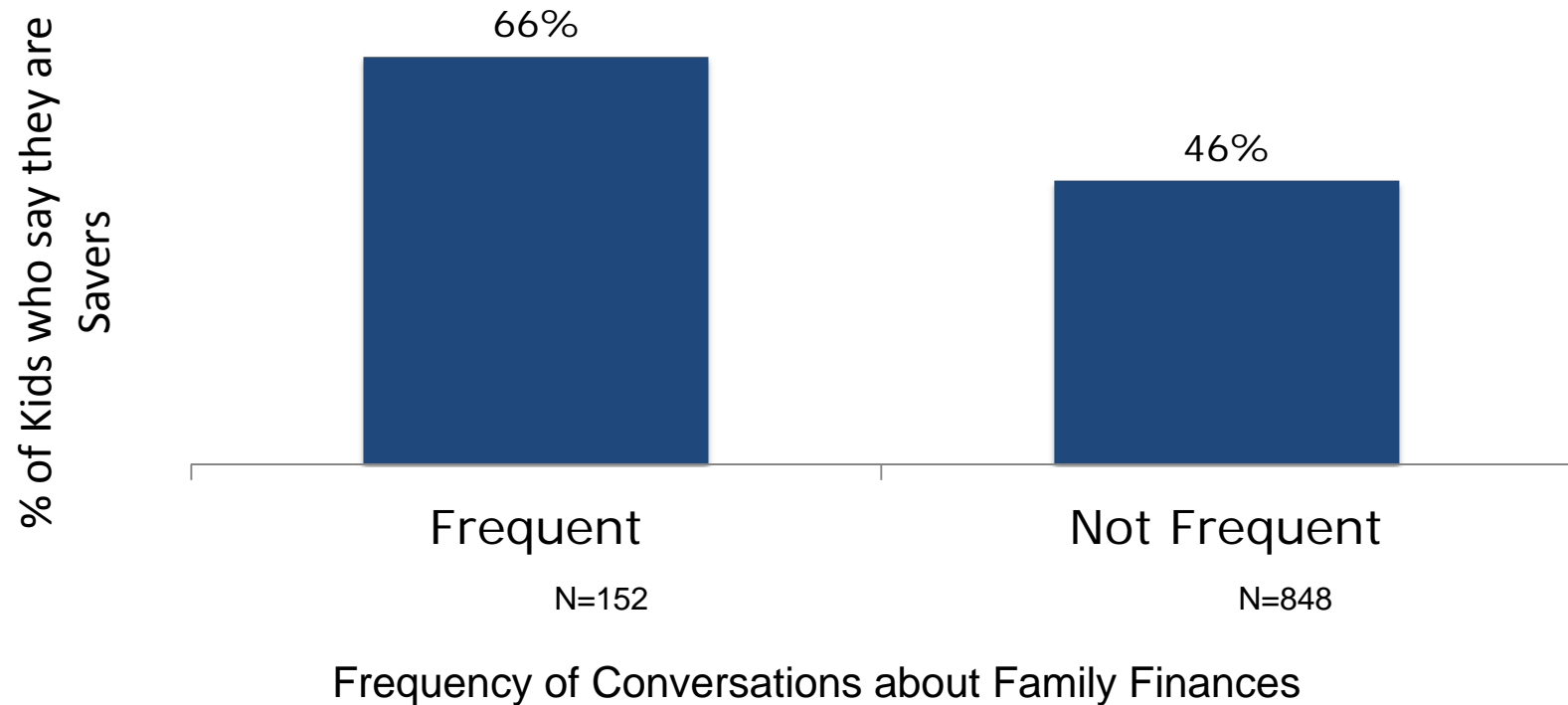


## Kids Saying They are Smart About Money



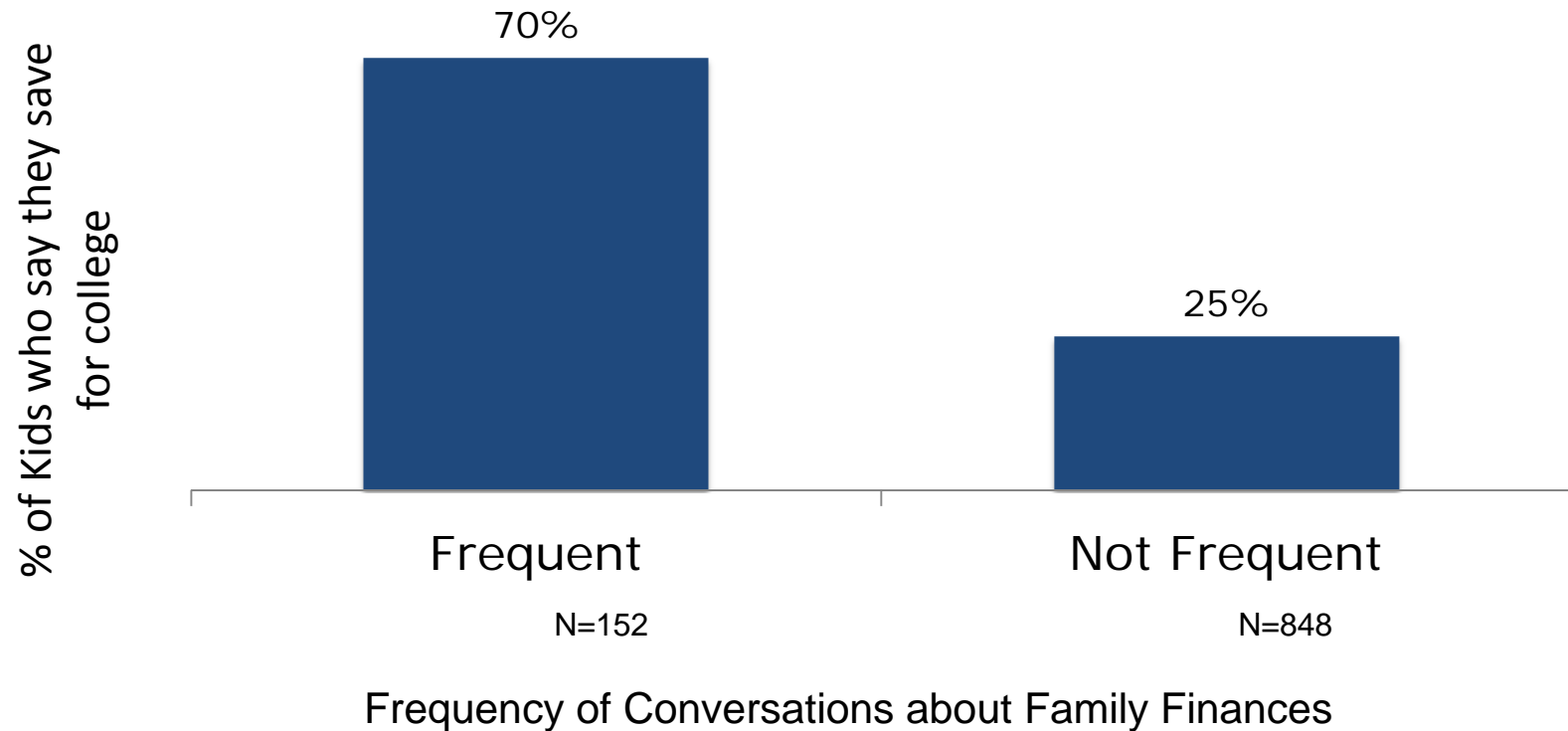
- Parents who frequently discuss the family finances with their kids are significantly more likely to have kids who say they are very/extremely smart about money than parents who do not have frequent discussions about this topic (66% vs. 37%).

## Kids Identifying Themselves as Savers or Spenders



- Parents who frequently discuss the family finances with their kids are significantly more likely to have kids who say they are savers than parents who do not have frequent discussions about this topic (66% vs. 46%).

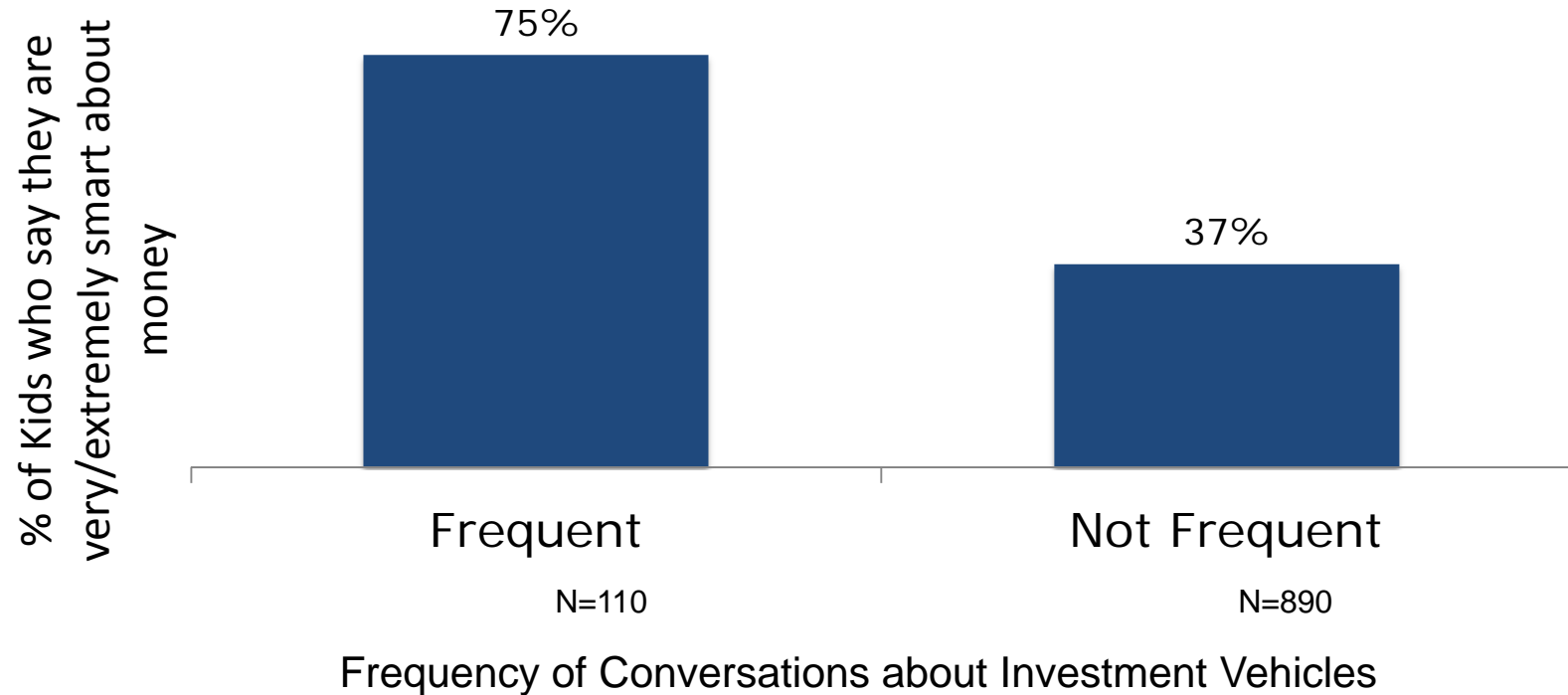
## Kids Saving for Their Own College Education



- Parents who frequently discuss the family finances with their kids are significantly more likely to have kids who say they save money so they can go to college than parents who do not have frequent discussions about this topic (70% vs. 25%).

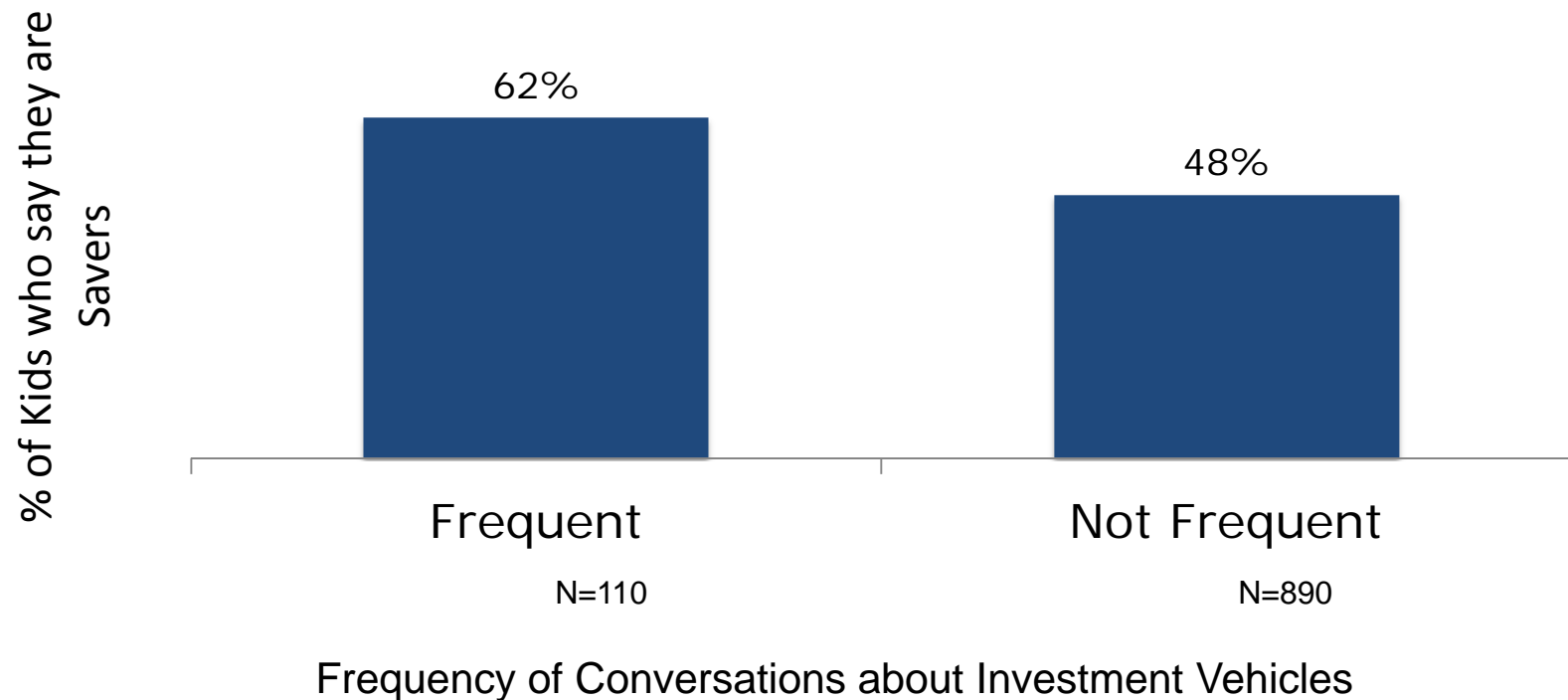
# Impacts When Discussing Investment Vehicles (Stocks, Bonds, Etc.)

## Kids Saying They are Smart about Money



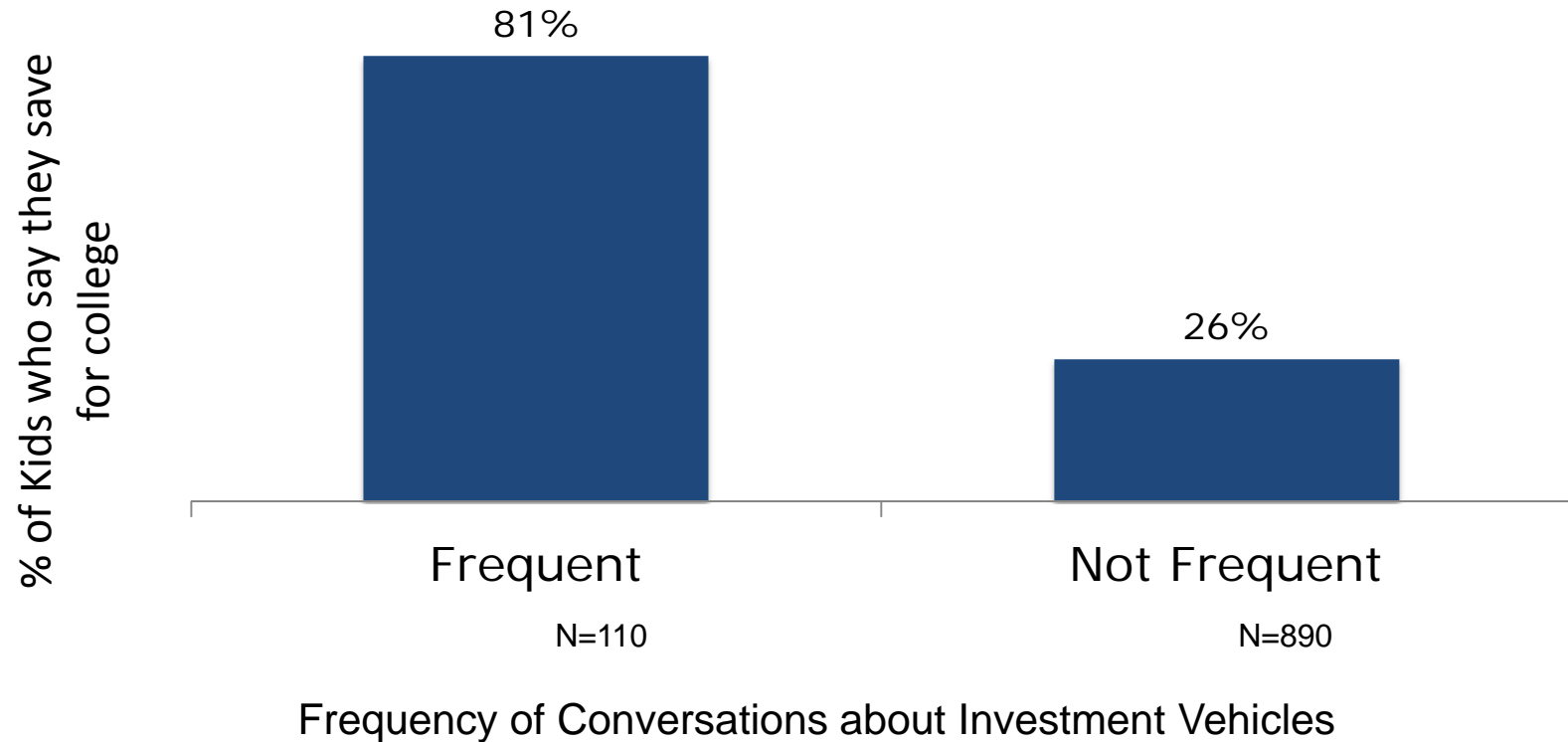
- Parents who frequently discuss investment vehicles such as stocks, bonds, etc. with their kids are significantly more likely to have kids who say they are very/extremely smart about money than parents who do not have frequent discussions about this topic (75% vs. 37%).

## Kids Identifying Themselves as Savers or Spenders



- Parents who frequently discuss investment vehicles such as stocks, bonds, etc. with their kids are significantly more likely to have kids who say they are savers than parents who do not have frequent discussions about this topic (62% vs. 48%).

## Kids Saving for Their Own College Education



- Parents who frequently discuss investment vehicles such as stocks, bonds, etc. with their kids are significantly more likely to have kids who say they save money so they can go to college than parents who do not have frequent discussions about this topic (81% vs. 26%).