



Detailed Results

9TH ANNUAL PARENTS, KIDS &  
MONEY SURVEY—HOLIDAY  
SAVING AND SPENDING  
FINDINGS

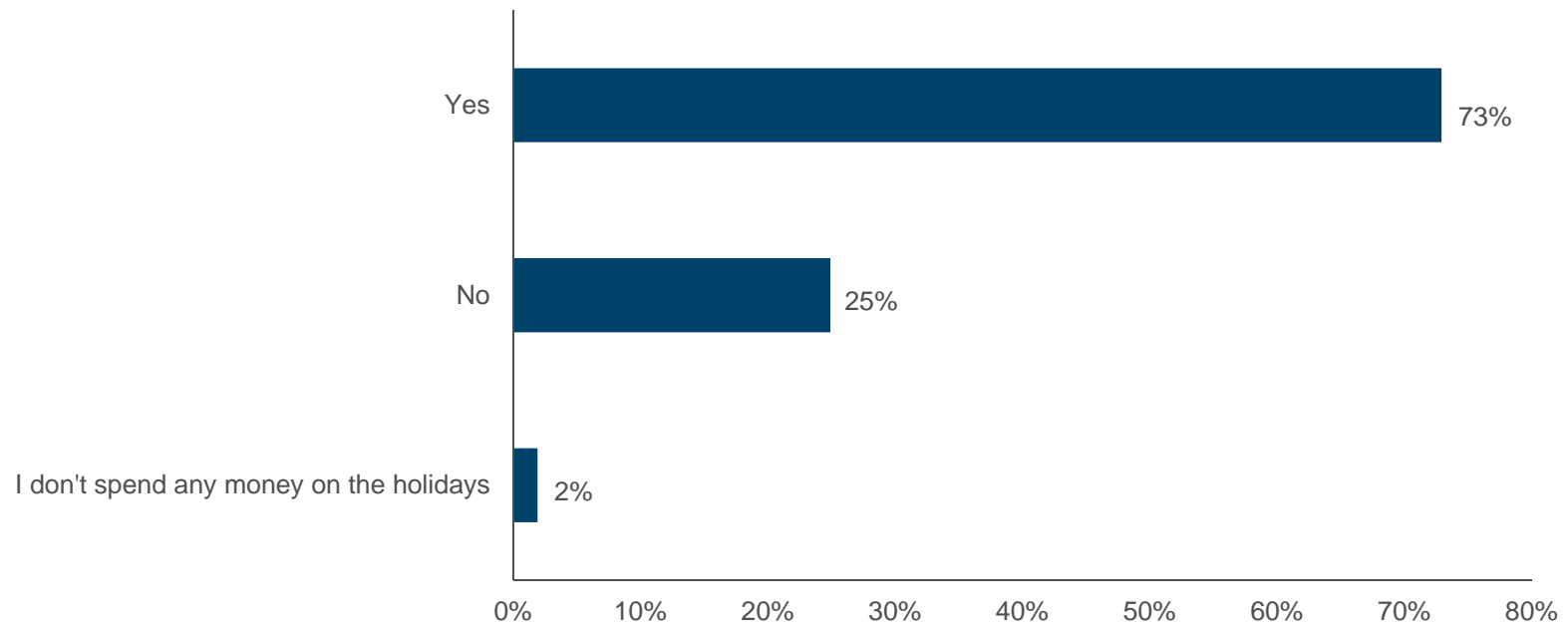


# HOLIDAY SPENDING



# Saving for the Holidays

Q65. DO YOU NORMALLY SAVE FOR HOLIDAY SPENDING THROUGHOUT THE YEAR?

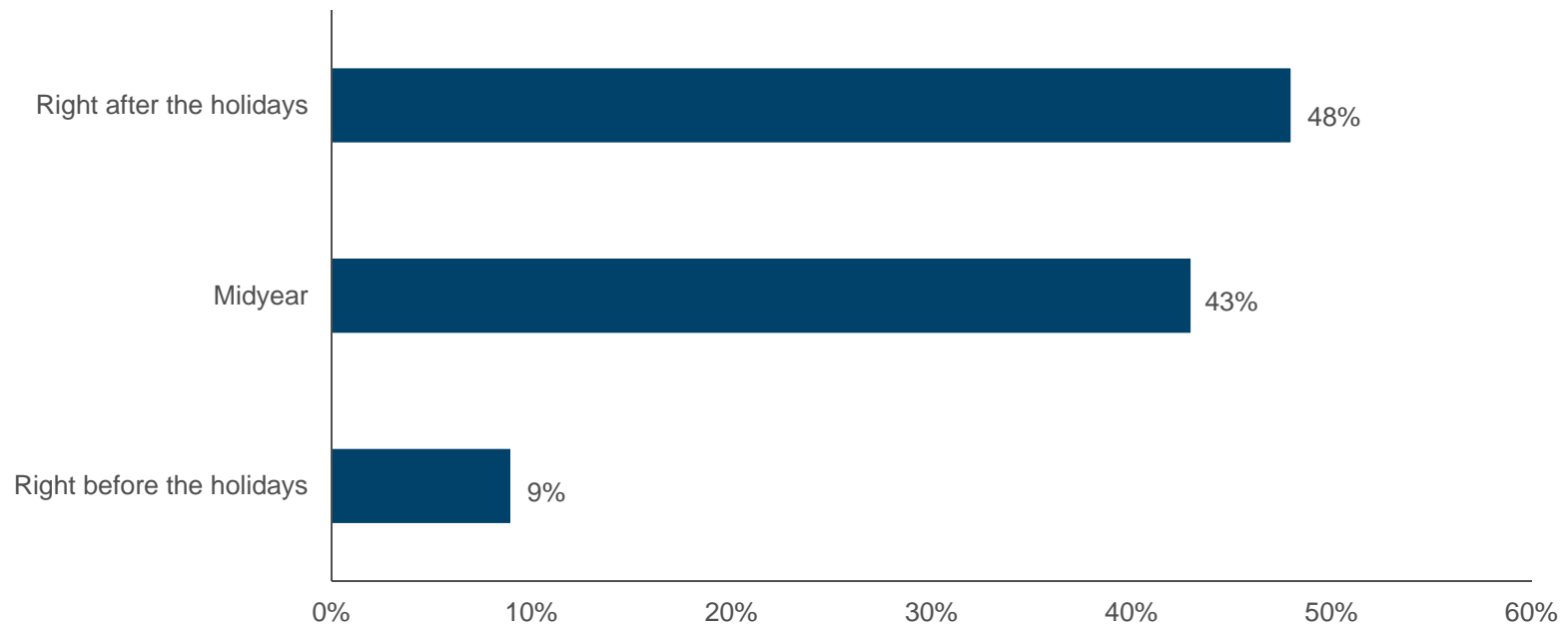


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=1,014 (total respondents)



# Saving for the Holidays

Q66. WHEN DO YOU NORMALLY START SAVING FOR HOLIDAY SPENDING?

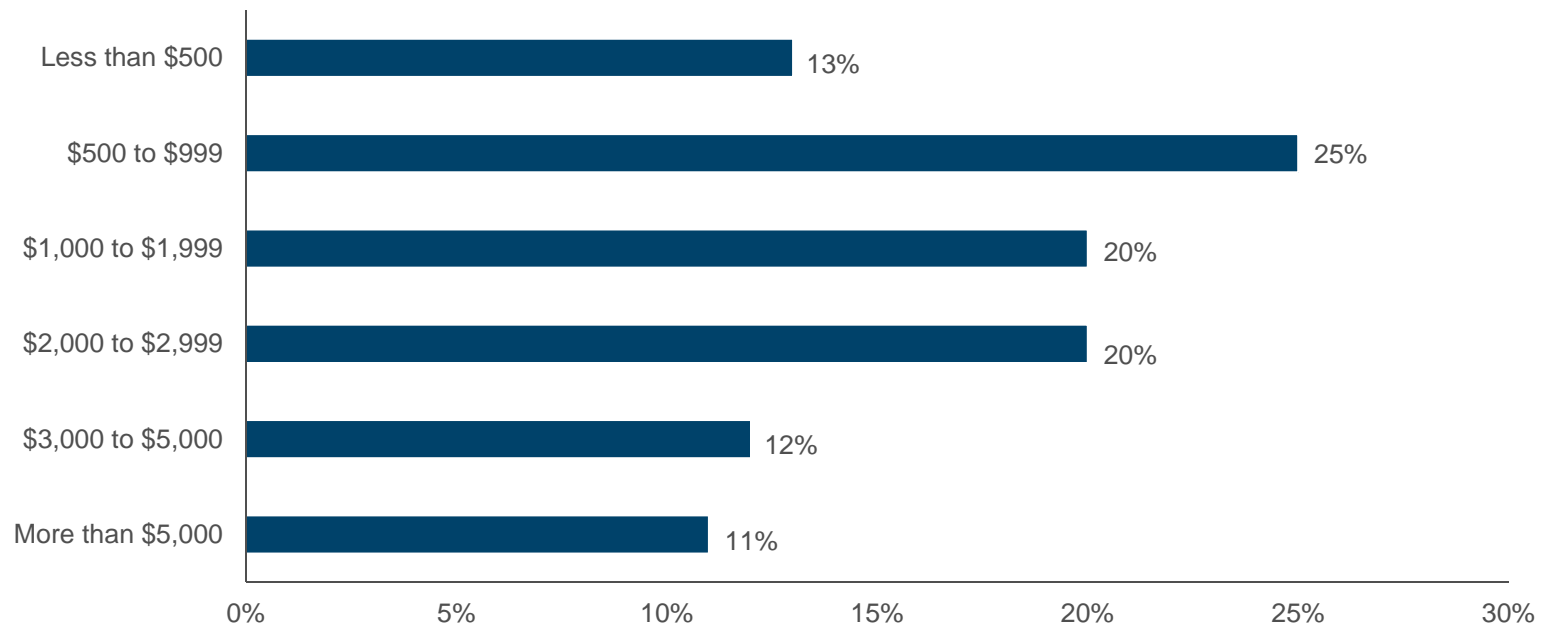


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=740 (save for holiday spending throughout the year)



# Amount of Holiday Spending

Q67. HOW MUCH WOULD YOU SAY YOU NORMALLY SPEND EACH YEAR ON HOLIDAY COSTS?

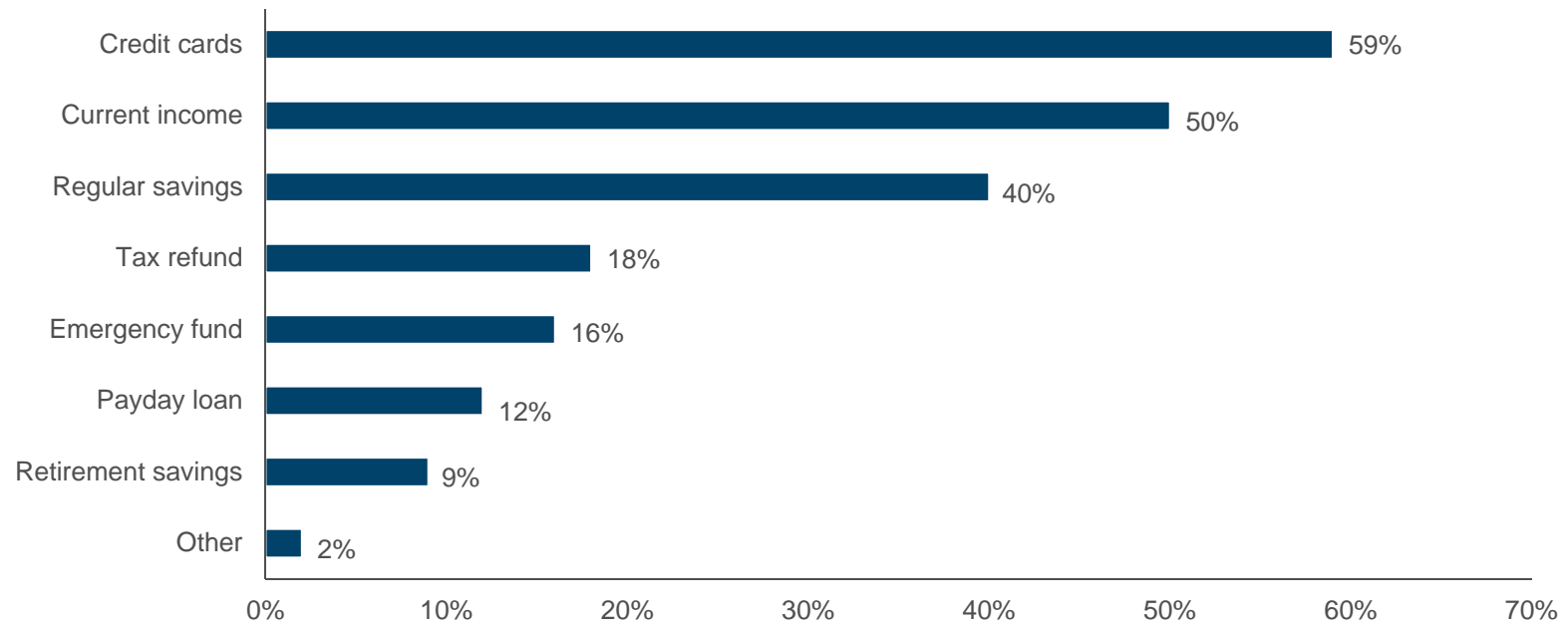


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=996 (spend money on the holidays)



# Paying for Holiday Spending

Q68. WHICH OF THE FOLLOWING HAVE YOU EVER USED TO PAY FOR HOLIDAY SPENDING?  
(CHECK ALL THAT APPLY)

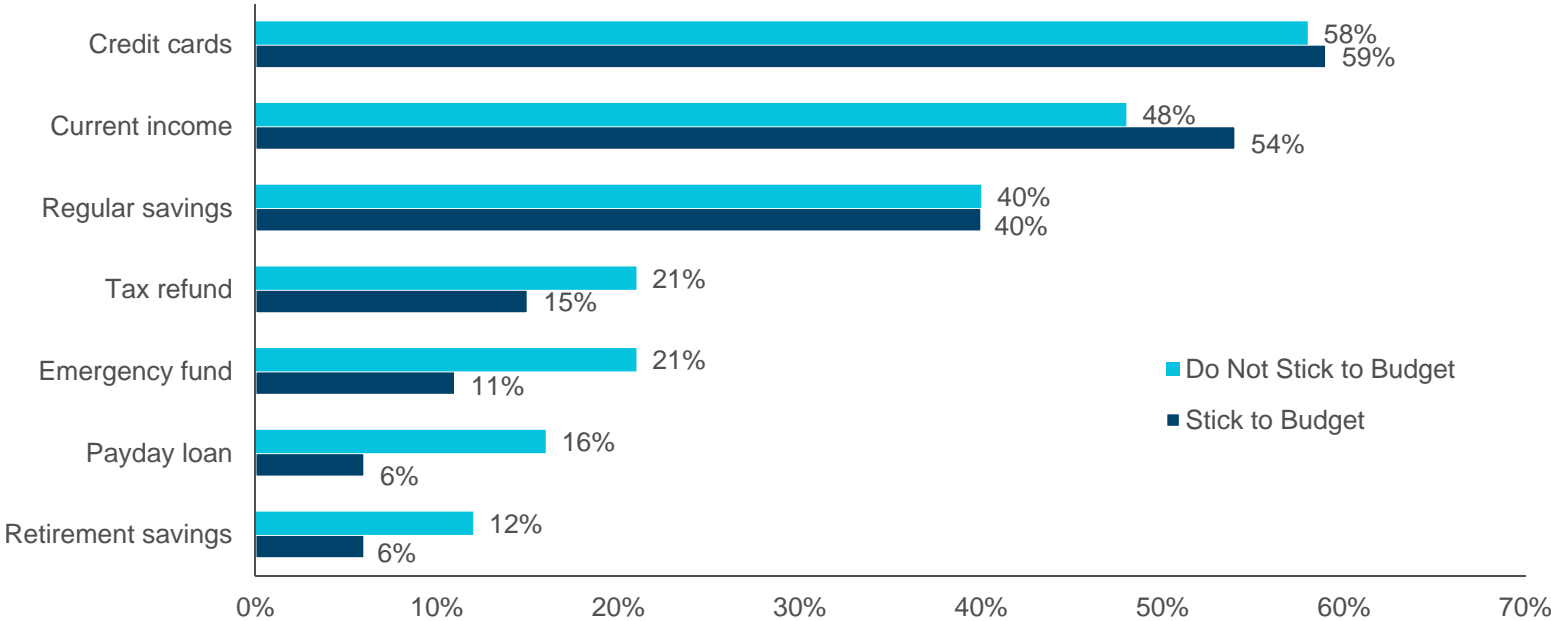


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=996 (spend money on the holidays)



# Paying for Holiday Spending

Q68. WHICH OF THE FOLLOWING HAVE YOU EVER USED TO PAY FOR HOLIDAY SPENDING?  
(CHECK ALL THAT APPLY)

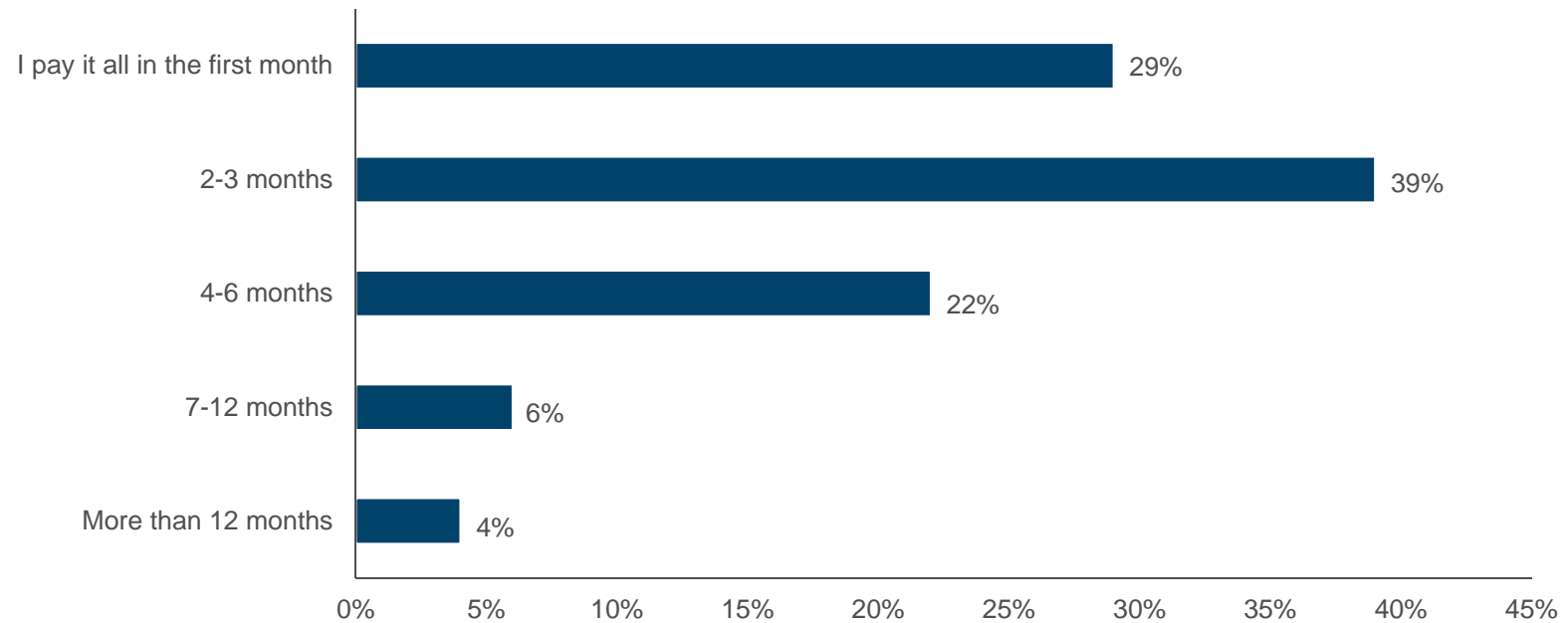


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=996 (spend money on the holidays)



# Credit Card Holiday Spending

Q69. HOW QUICKLY DO YOU PAY OFF WHAT YOU SPENT ON CREDIT CARDS FOR HOLIDAY SPENDING?



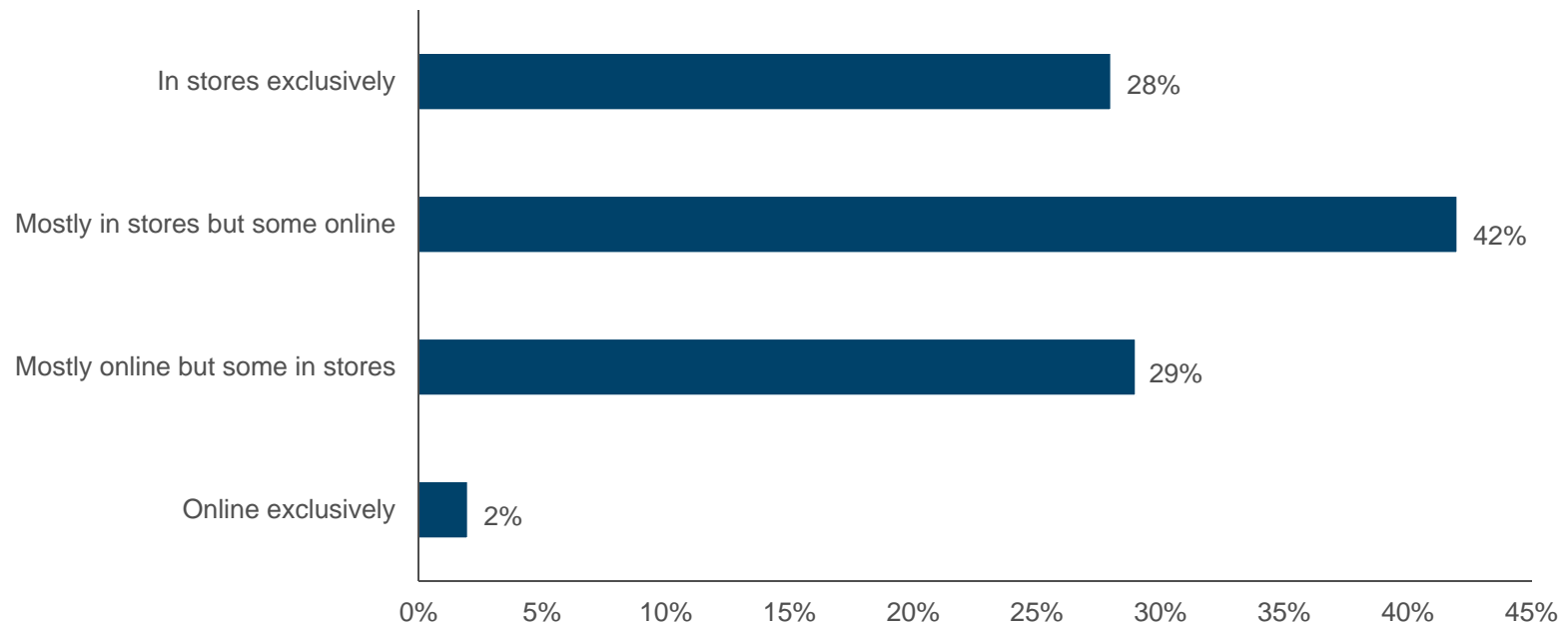
T. Rowe Price 2017 Parents, Kids & Money Survey  
N=584 (use credit cards for holiday spending)





# Holiday Shopping Channels

Q70. HOW DO YOU SHOP FOR HOLIDAY GIFTS?

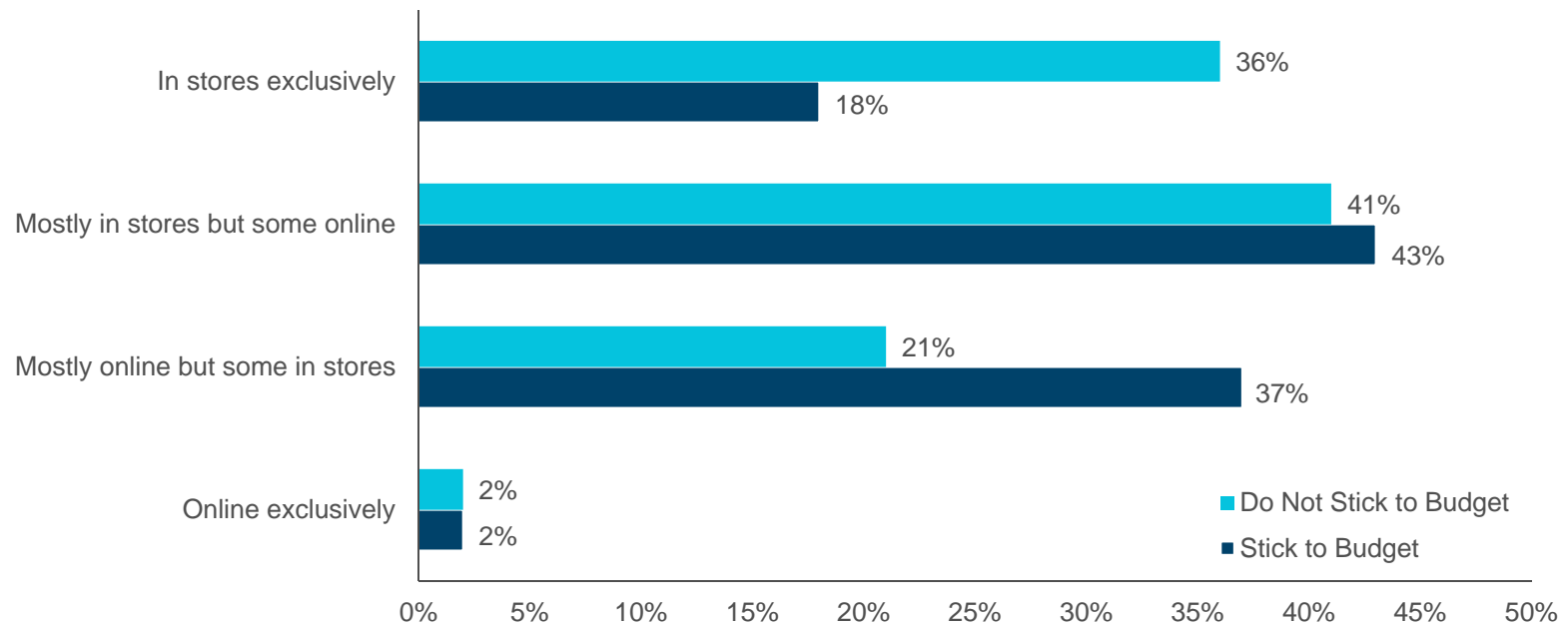


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=996 (spend money on the holidays)



# Holiday Shopping Channels

Q70. HOW DO YOU SHOP FOR HOLIDAY GIFTS?

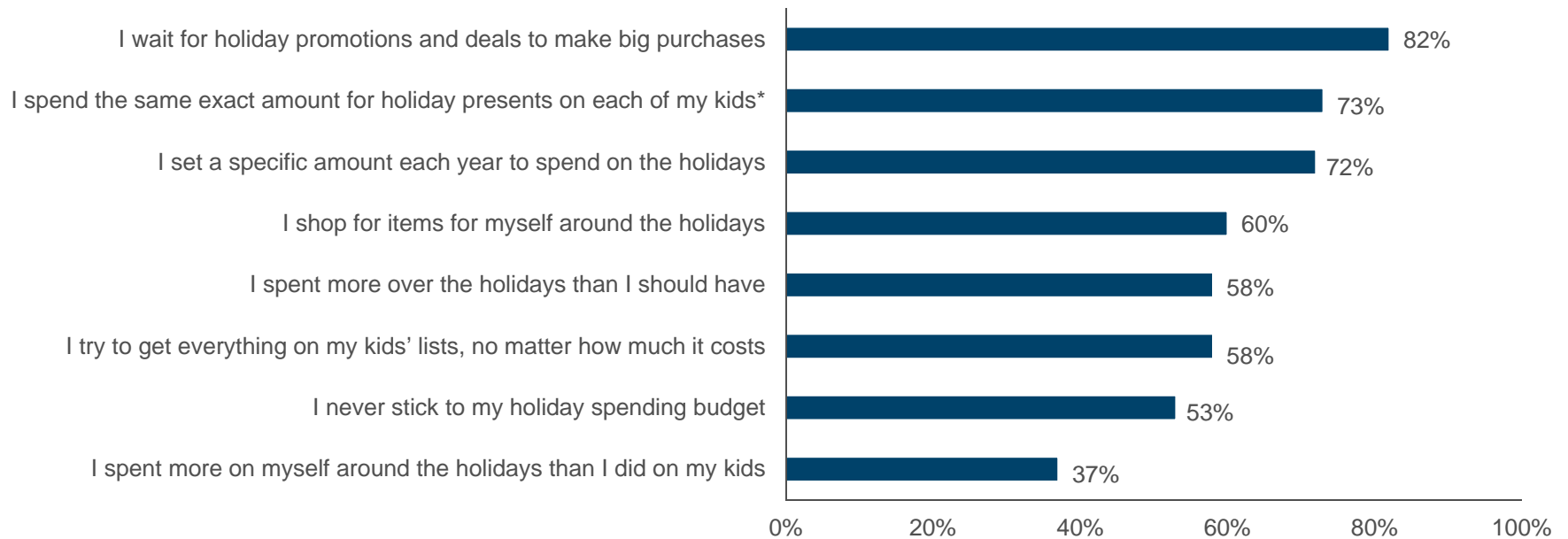


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=996 (spend money on the holidays)



# Holiday Spending

Q71. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?  
(DISPLAYING PERCENT WHO AGREE)



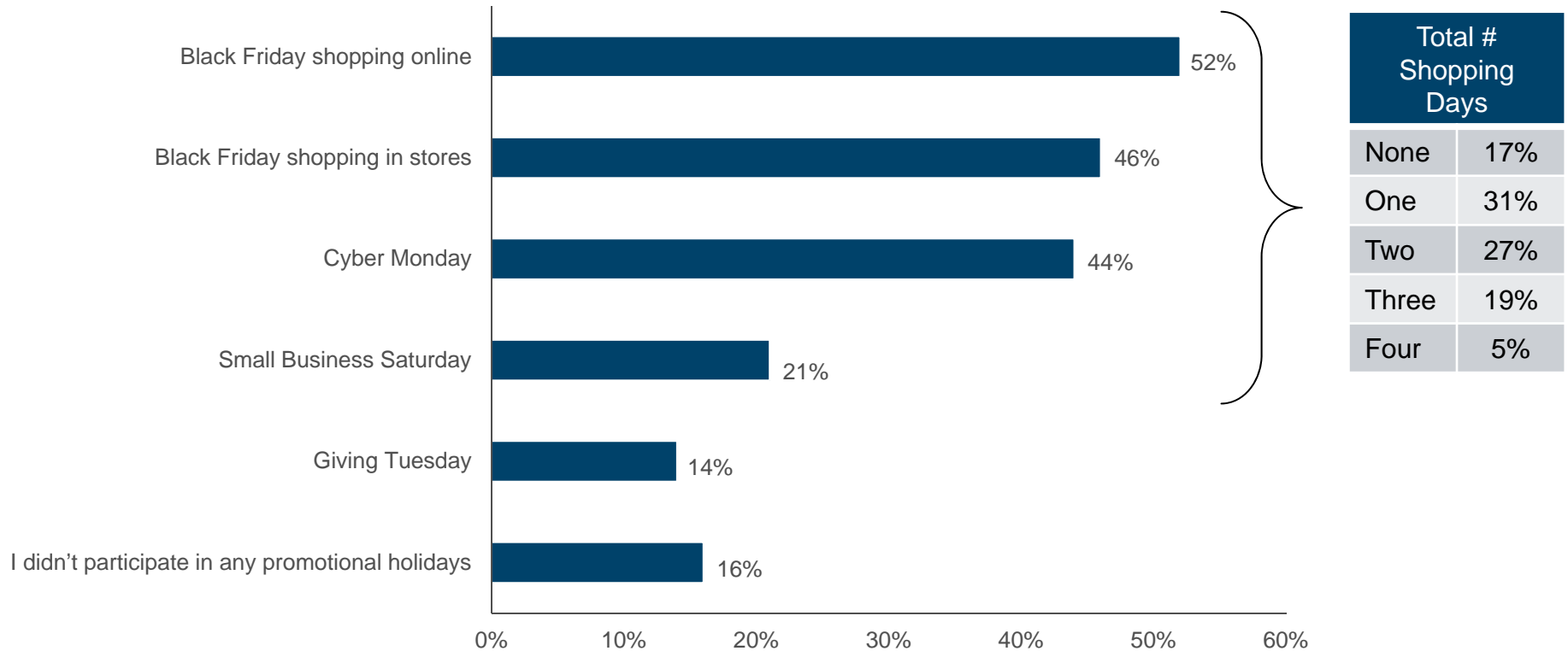
T. Rowe Price 2017 Parents, Kids & Money Survey  
N=996 (spend money on the holidays)

\*Asked only to those with more than one kid



# Money Management

Q72. LAST YEAR, DID YOU PARTICIPATE IN ANY OF THE FOLLOWING SHOPPING/GIVING PROMOTIONS?  
(CHECK ALL THAT APPLY)



T. Rowe Price 2017 Parents, Kids & Money Survey  
N=996 (spend money on the holidays)

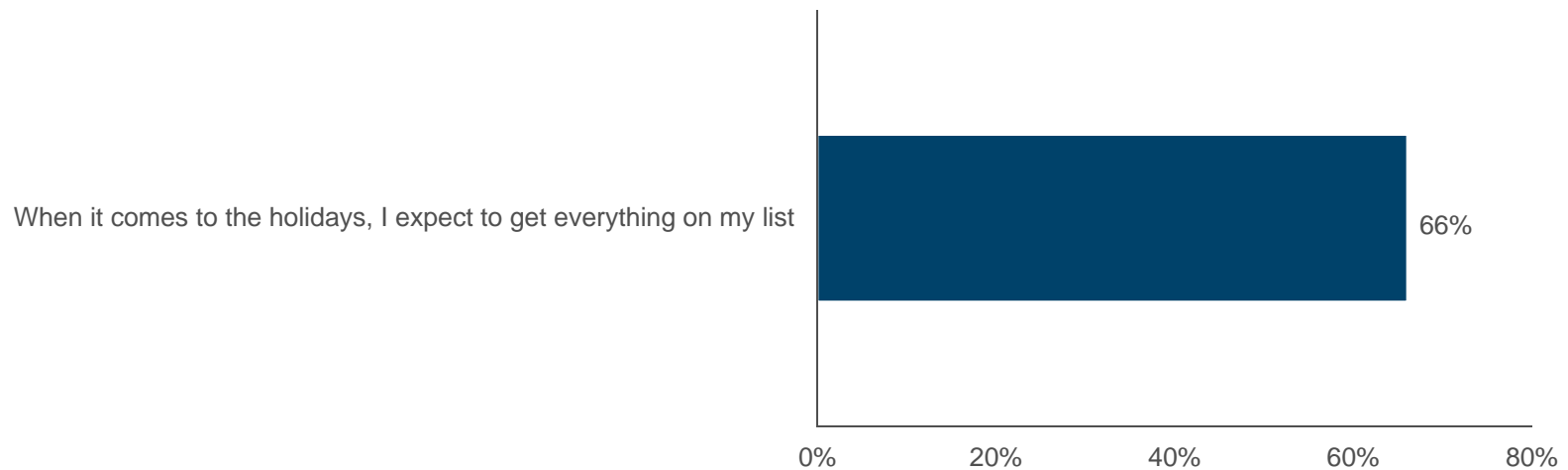


# KIDS' RESPONSES



# Kids—Expectations

Q96. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?  
(DISPLAYING PERCENT WHO AGREE)

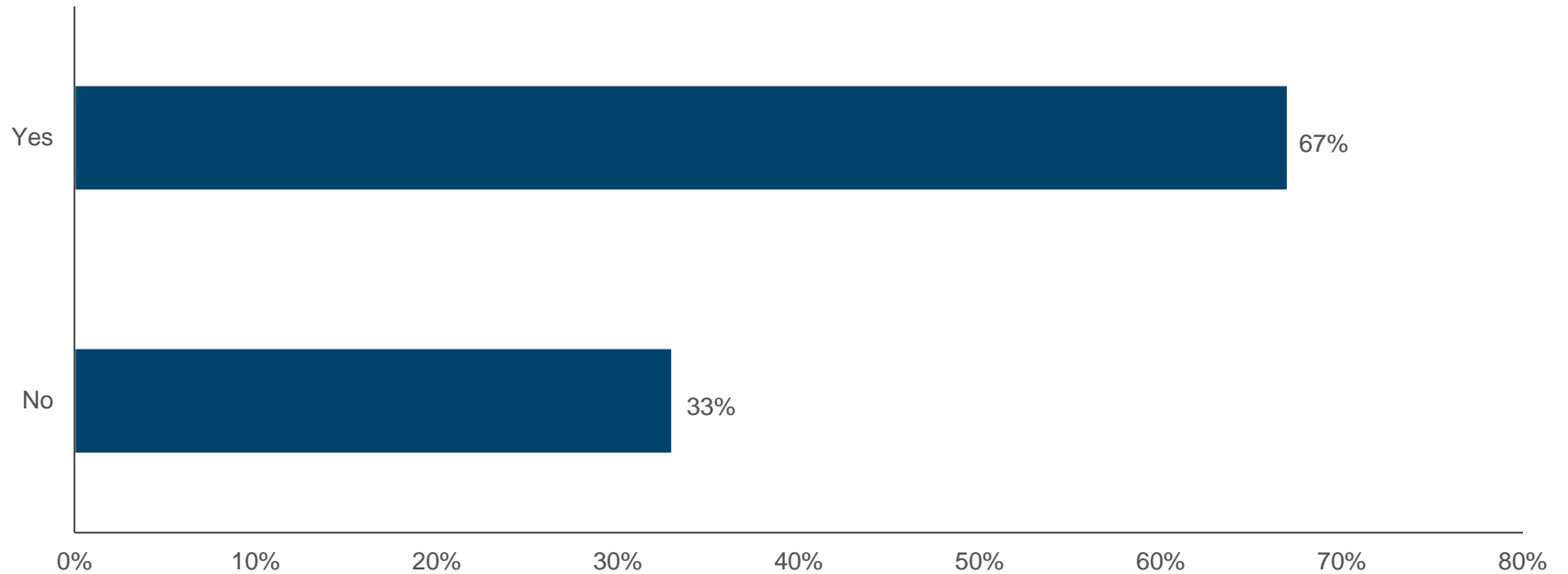


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=1,014 (total respondents)



# Kids—Holiday Spending

Q101. DO YOU USUALLY BUY HOLIDAY PRESENTS FOR OTHERS?

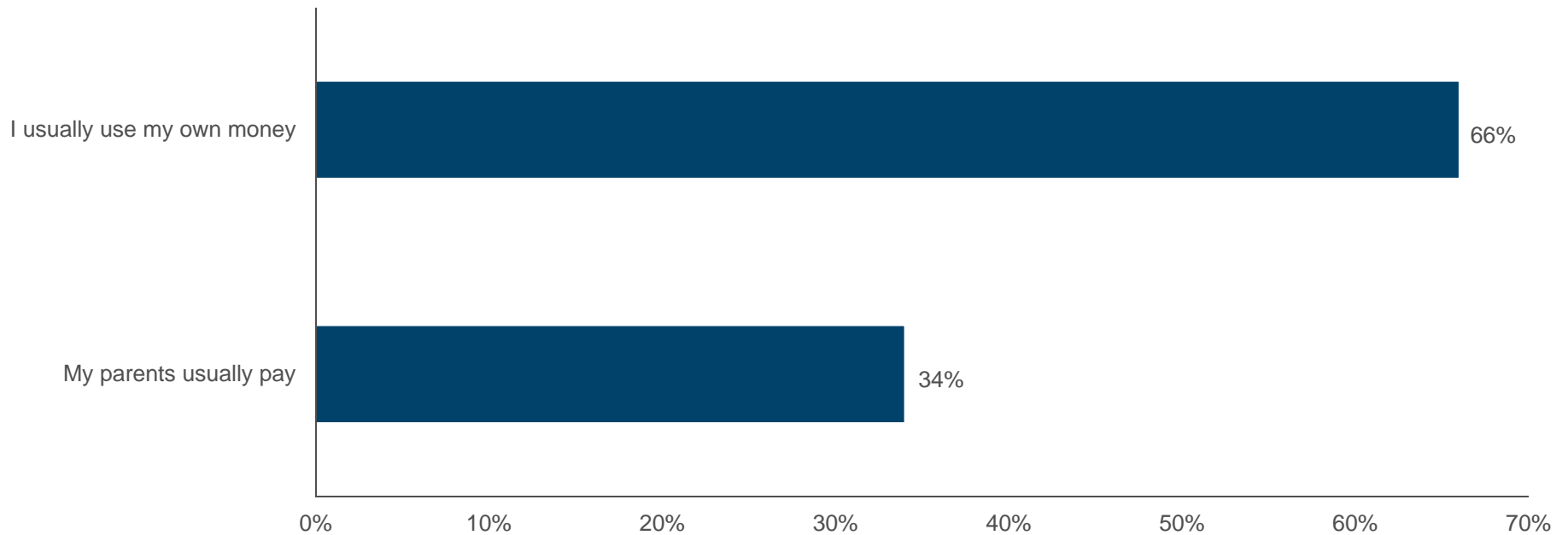


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=1,014 (total respondents)



# Kids—Holiday Spending

Q102. DO YOU USUALLY USE YOUR OWN MONEY OR DO YOUR PARENTS PAY FOR THE PRESENTS?



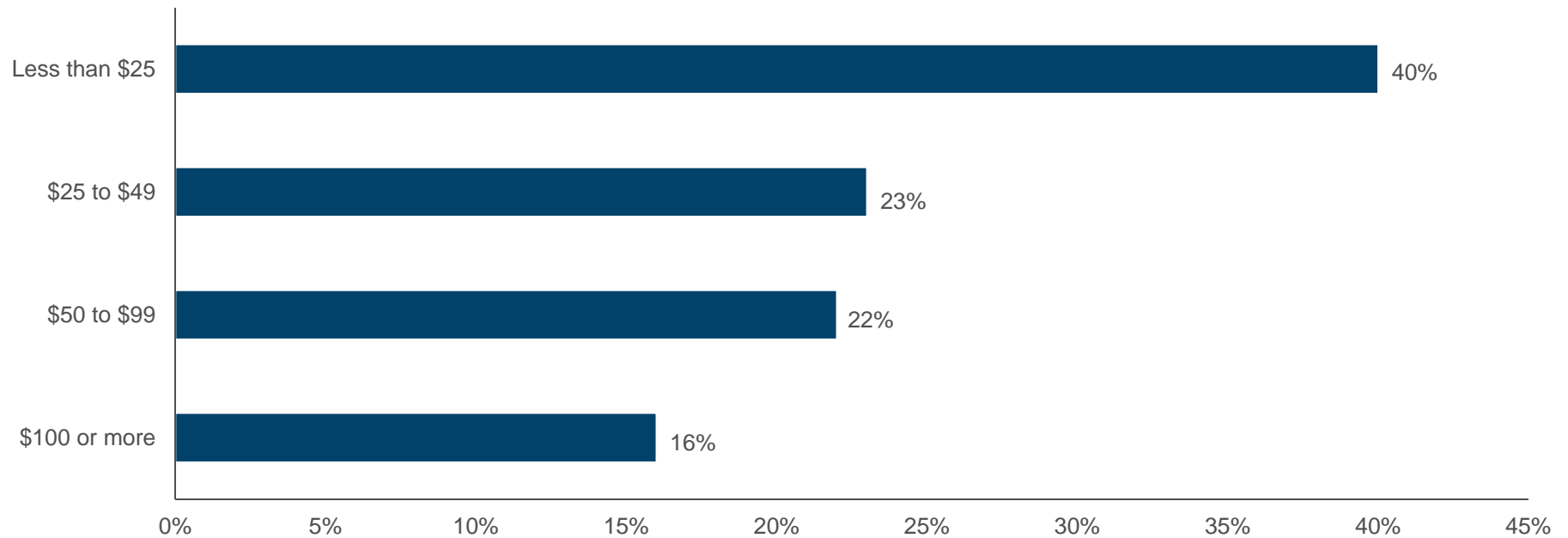
T. Rowe Price 2017 Parents, Kids & Money Survey  
N=682 (buy holiday presents)





# Kids—Holiday Spending

Q103. HOW MUCH DO YOU USUALLY SPEND ON HOLIDAY PRESENTS PER PERSON?



T. Rowe Price 2017 Parents, Kids & Money Survey  
N=682 (buy holiday presents)

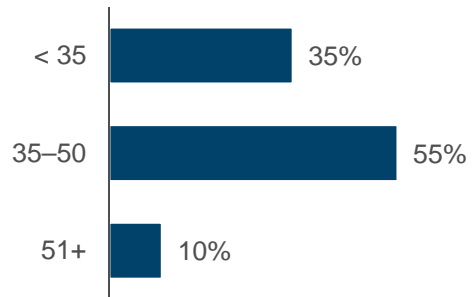


# RESPONDENT PROFILE

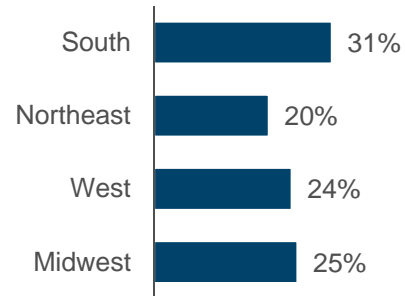


# Respondent Profile

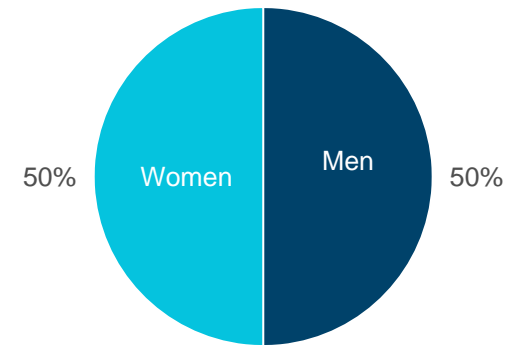
Q1. AGE



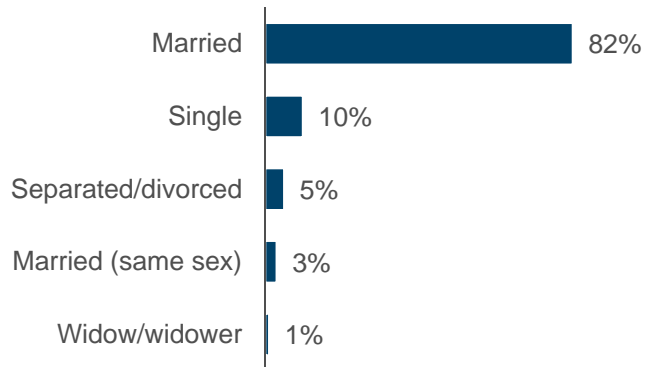
Q2. REGION



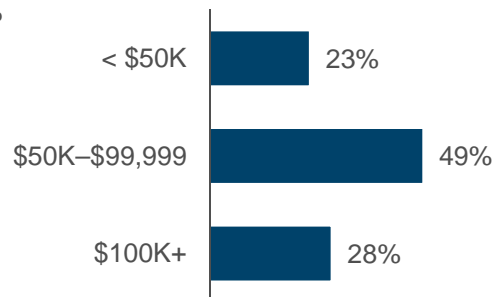
Q3. GENDER



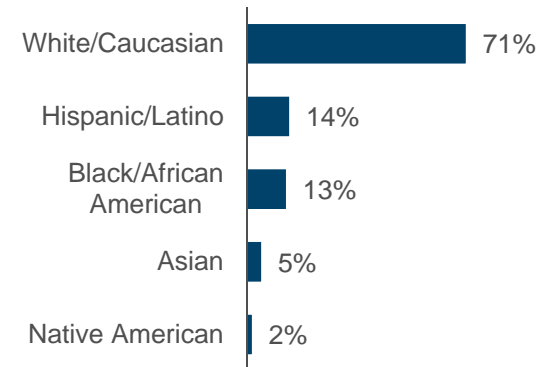
Q4. MARITAL STATUS



Q5. HOUSEHOLD INCOME



Q6. RACE/ETHNICITY

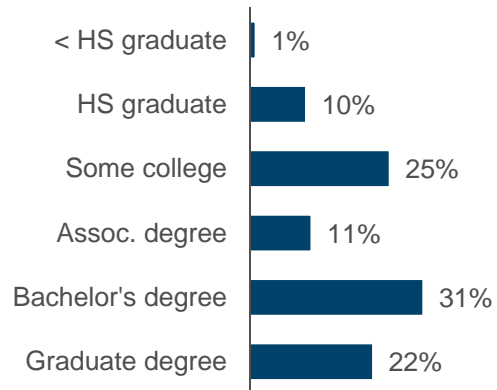


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N=1,014 (total respondents)

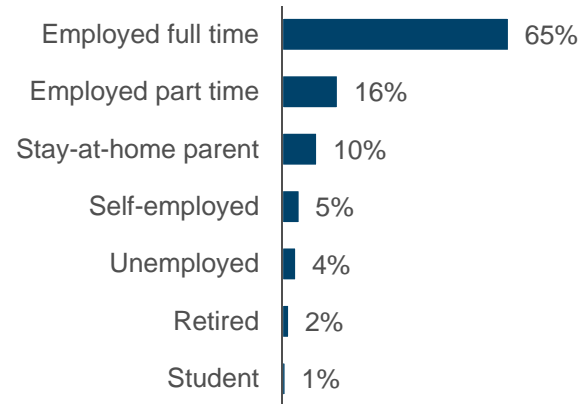


# Respondent Profile

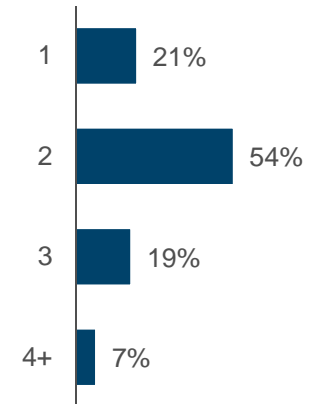
### Q7. EDUCATION LEVEL



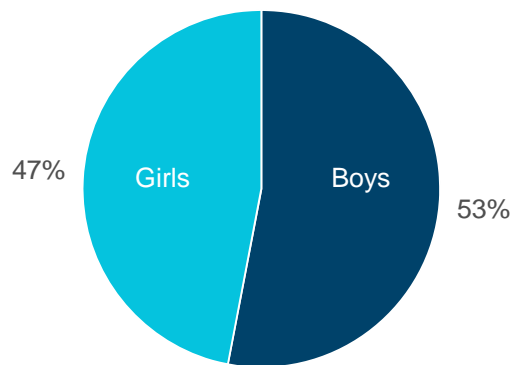
### Q8. EMPLOYMENT STATUS



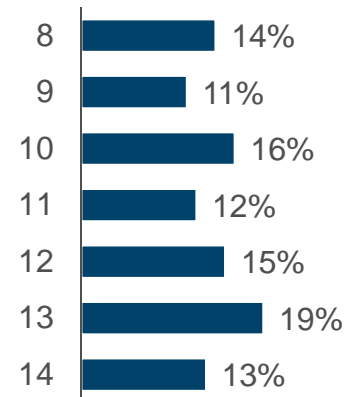
### Q9. # KIDS IN HOUSEHOLD



### Q11. KID GENDER



### Q12. KID AGE

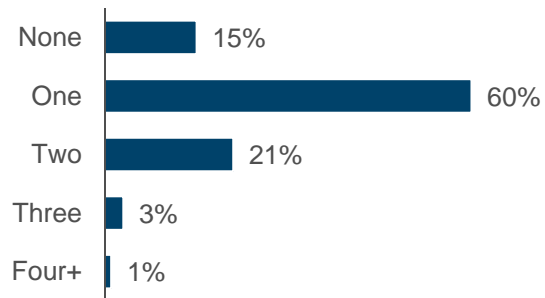


T. Rowe Price 2017 Parents, Kids & Money Survey  
N=1,014 (total respondents)

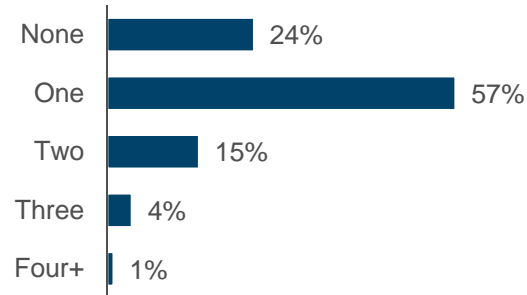


# Respondent Profile

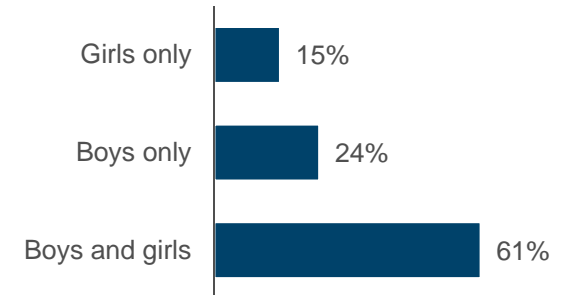
## # BOYS IN HOUSEHOLD



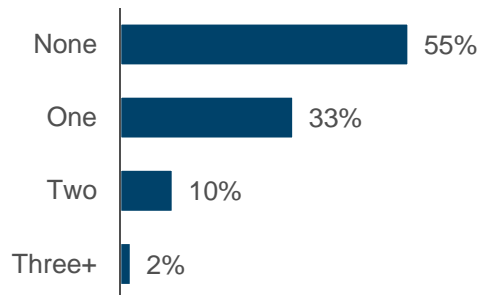
## # GIRLS IN HOUSEHOLD



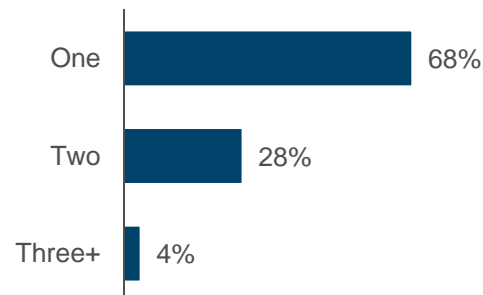
## KID GENDER MIX



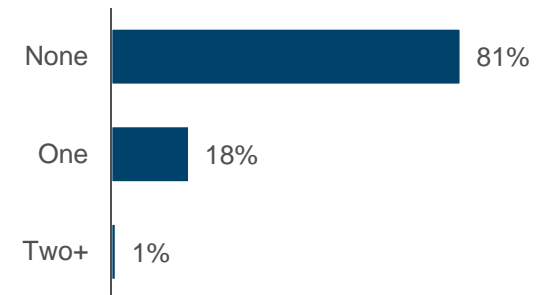
## # KIDS < 8 IN HOUSEHOLD



## # KIDS 8-14 IN HOUSEHOLD



## # KIDS > 14 IN HOUSEHOLD



T. Rowe Price 2017 Parents, Kids & Money Survey  
N=1,014 (total respondents)



# OBJECTIVE AND METHODOLOGY



# Objective and Methodology

## Objective

- To understand the basic financial knowledge, attitudes, and behaviors of both parents of children ages 8-14 and their children ages 8-14.

## Methodology

- T. Rowe Price commissioned an online survey of parents of children ages 8-14 and their children ages 8-14.
- The survey was fielded from 1/18/17 to 1/26/17, with parent quotas of approximately 50% men and 50% women.
- A total of 1,014 parents and children ages 8-14 in the U.S. participated; the sampling error for a sample of 1,014 is +/- 3.1% at the 95% confidence interval.
- The survey was fielded through ResearchNow.

T.Rowe Price®



THANK YOU.