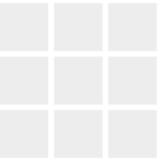




Detailed Results

9TH ANNUAL PARENTS, KIDS & MONEY SURVEY



Contents

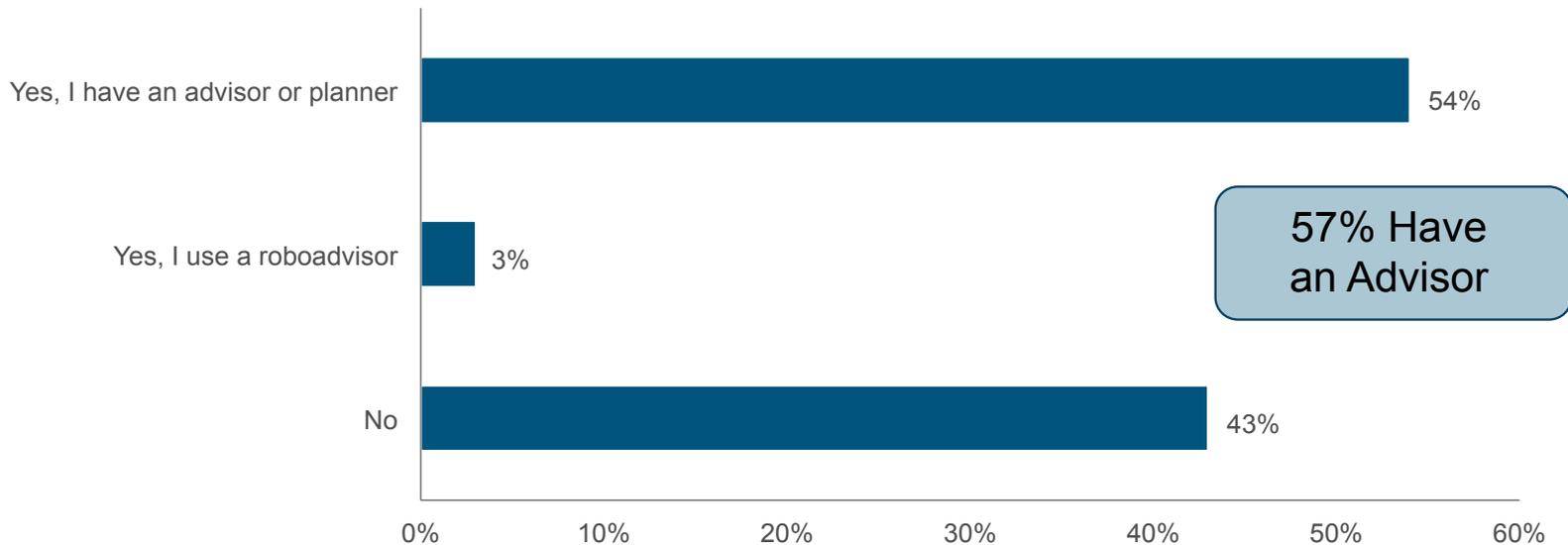
- Household Finances.....3
- Household Debt.....19
- Savings.....28
- Emergency Fund.....32
- Retirement Savings.....36
- Parental Knowledge, Attitudes and Behavior.....42
- Financial Discussions.....49
- Teaching Kids About Finances.....60
- Allowance.....67
- Kid Responses.....73
- Respondent Profile.....86
- Objective and Methodology.....90



HOUSEHOLD FINANCES

Financial Advisor

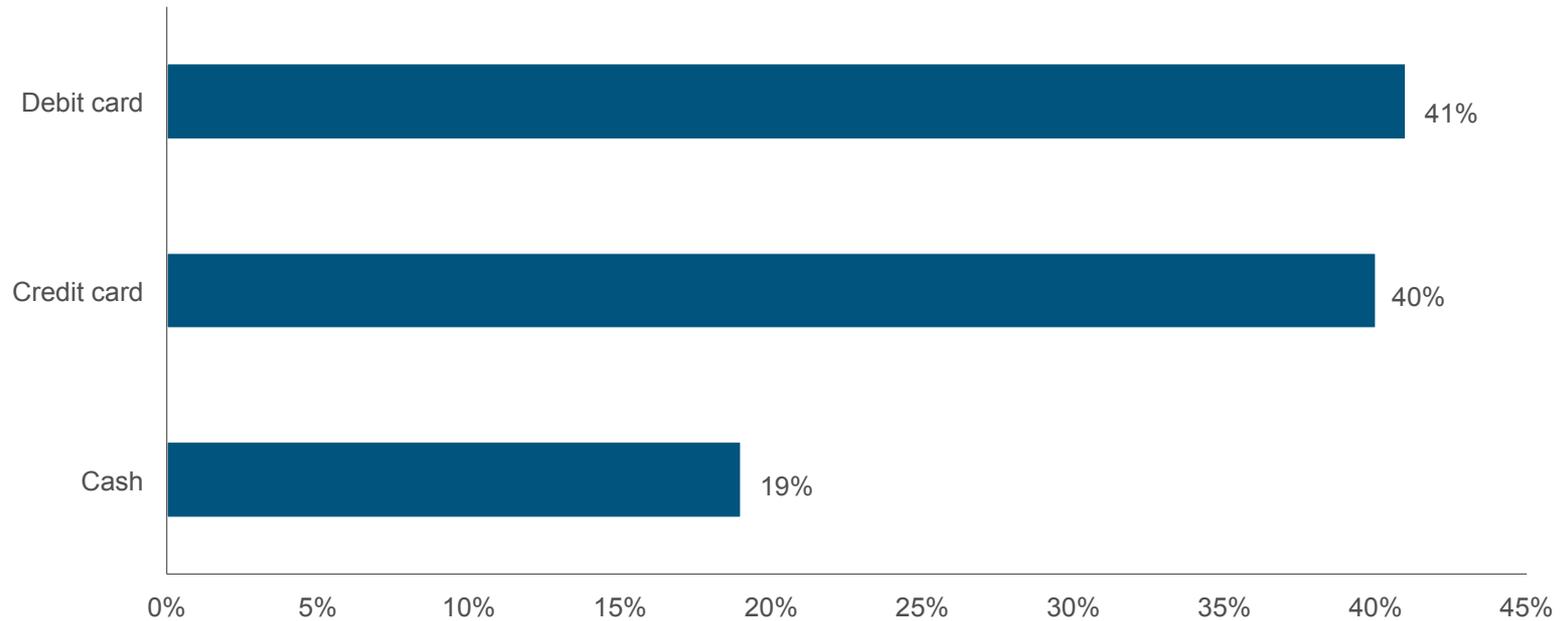
Q12. DO YOU USE A PAID FINANCIAL ADVISOR OR PLANNER TO HELP MANAGE YOUR INVESTMENTS AND/OR FINANCES?



- Men are more likely than women to have a financial advisor (75% vs. 37%)
- Millennials (65%) are more likely than both Gen Xers (52%) and baby boomers (39%) to have a financial advisor

Paying for Purchases

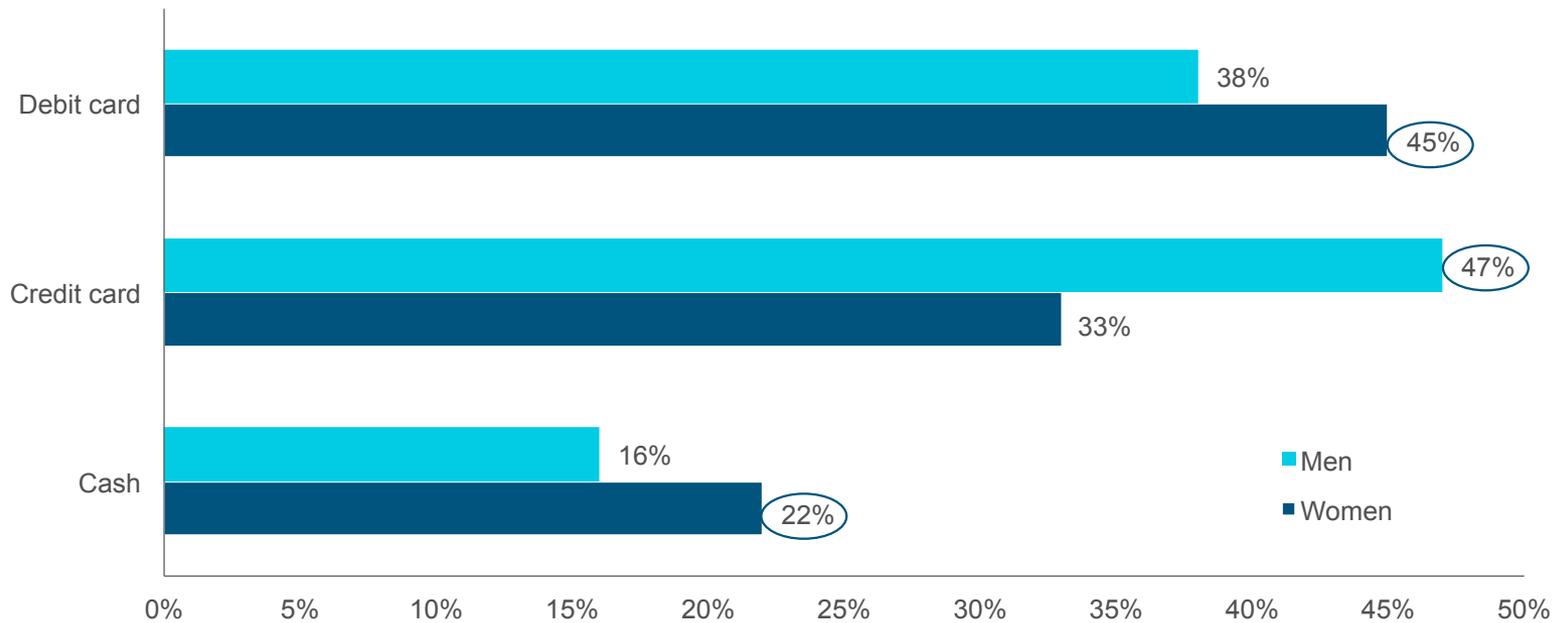
Q21. WHICH OF THE FOLLOWING DO YOU PRIMARILY USE TO PAY FOR PURCHASES?



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

Paying for Purchases by Gender

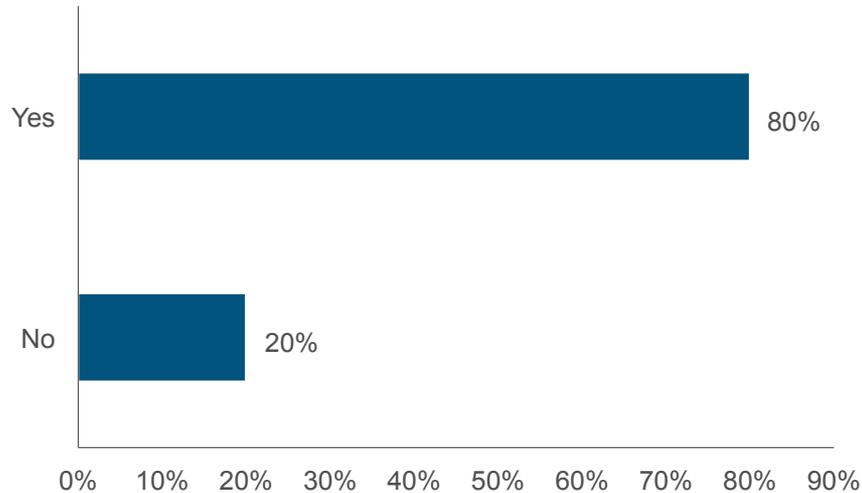
Q21. WHICH OF THE FOLLOWING DO YOU PRIMARILY USE TO PAY FOR PURCHASES?



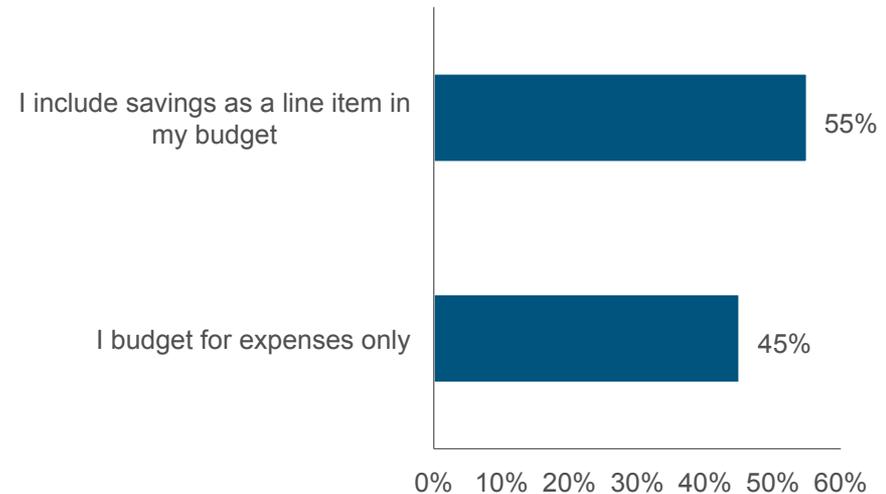
- Men are more likely than women to use a credit card, and less likely to use cash or a debit card

Household Budget

Q23. DO YOU HAVE A HOUSEHOLD BUDGET?



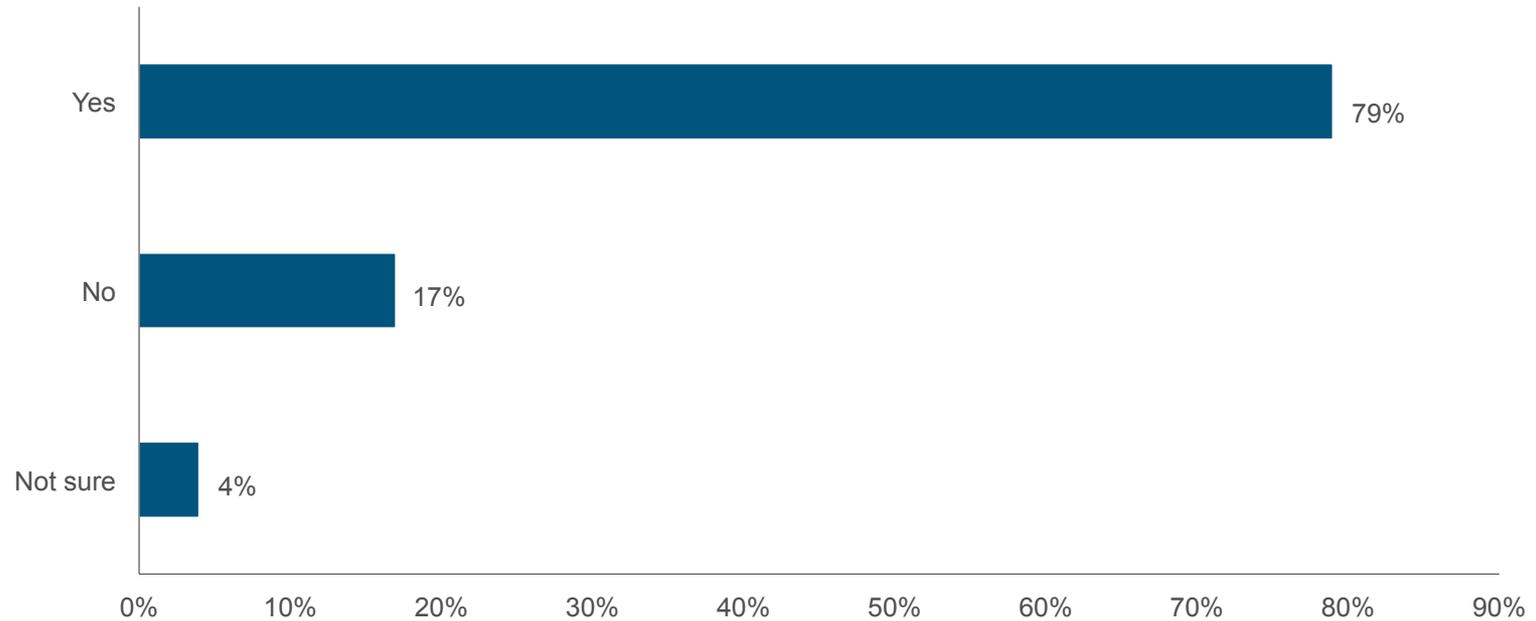
Q24. WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU APPROACH YOUR BUDGET?



- Men are more likely than women to have a budget (88% vs. 71%) and more likely to include savings as a line item (61% vs. 46%)
- Millennials (84%) are more likely than both Gen Xers (77%) and baby boomers (68%) to have a household budget

Budget Surplus

Q22. IS THERE TYPICALLY MONEY LEFT OVER AFTER PAYING ALL THE MONTHLY EXPENSES?

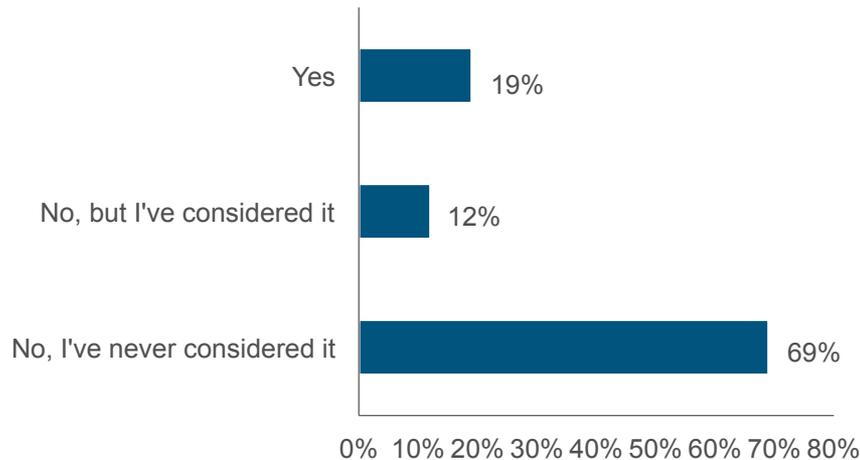


- Men are more likely than women to have money left over after paying all the monthly expenses (89% vs. 68%)

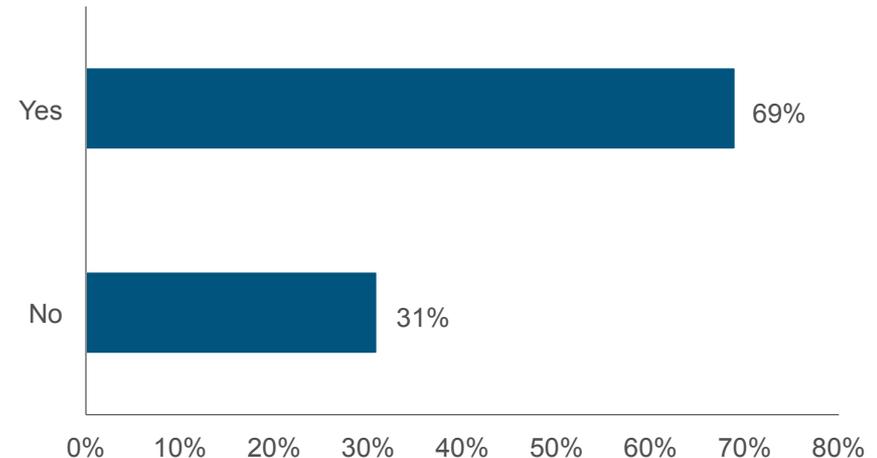
T. Rowe Price 2017 Parents, Kids & Money Survey
N=1,014 (Total respondents)

Bankruptcy

Q15. HAVE YOU EVER DECLARED PERSONAL BANKRUPTCY?



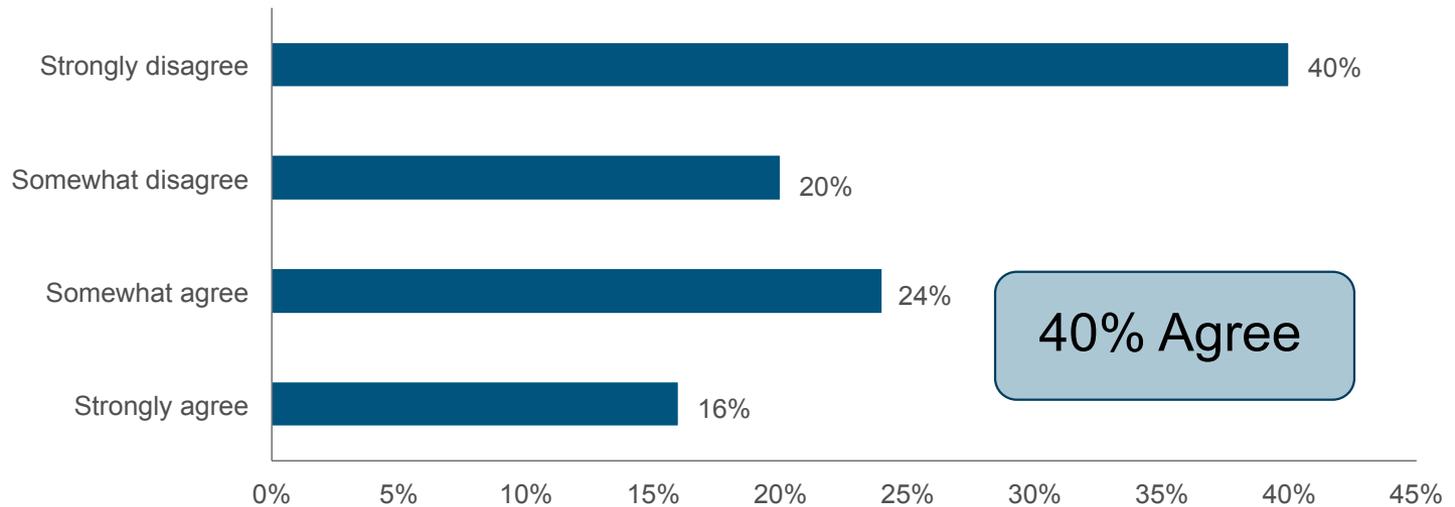
Q16. DO YOUR KID(S) KNOW THAT YOU ONCE DECLARED BANKRUPTCY?



- Men are more likely than women to have declared bankruptcy (22% vs. 16%)
- Parents who have declared bankruptcy are more likely than those who haven't to have kids who don't save any of the money they get (16% vs. 6%), spend money as soon as they get it (71% vs. 42%), and expect parents to buy whatever they want (72% vs. 56%)
- Kids who are aware their parents declared bankruptcy are more likely than those who are unaware to say they are smart about money (68% vs. 30%)

Keeping Financial Secrets

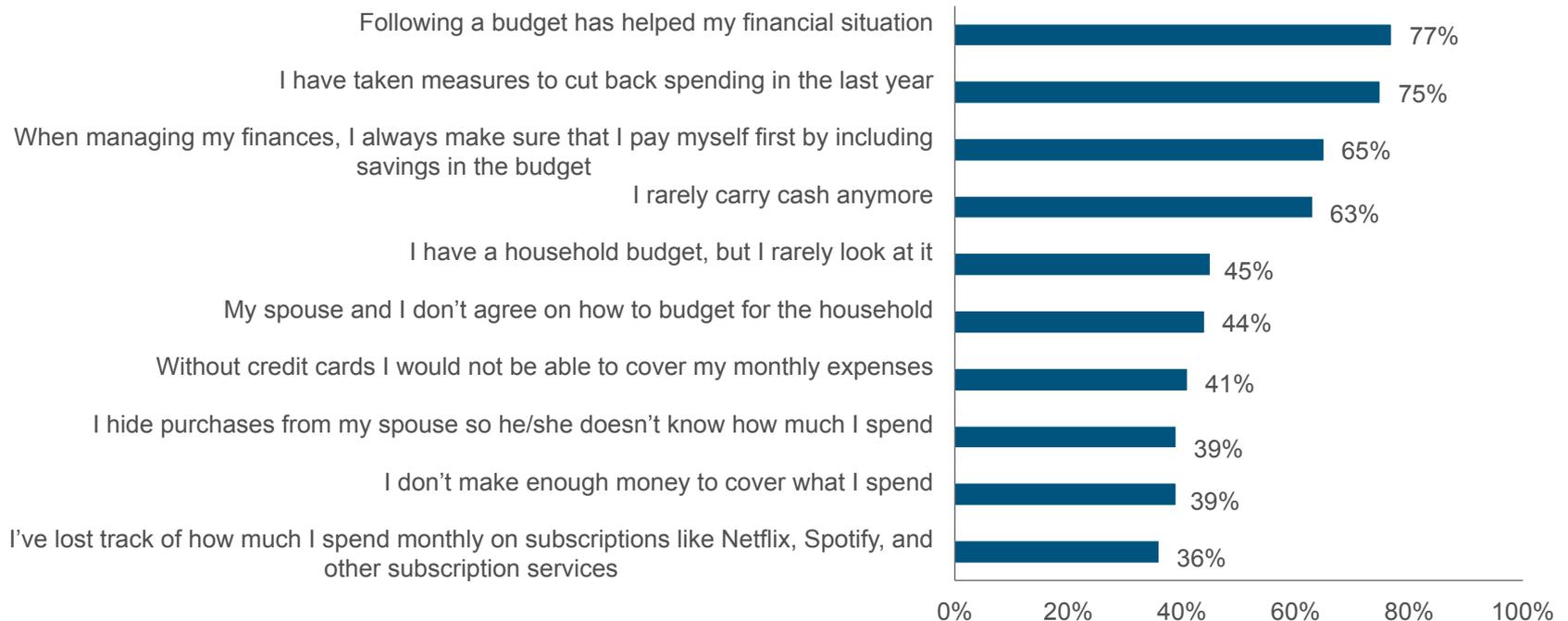
Q64. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS: I KEEP FINANCIAL SECRETS FROM MY SPOUSE/PARTNER?



- Men are more likely than women to say they keep financial secrets from their spouse/partner (50% vs. 27%)
- Keeping financial secrets decreases by generation (45% for millennials, 38% for Gen Xers, and 18% for baby boomers)

Parental Attitudes and Behaviors

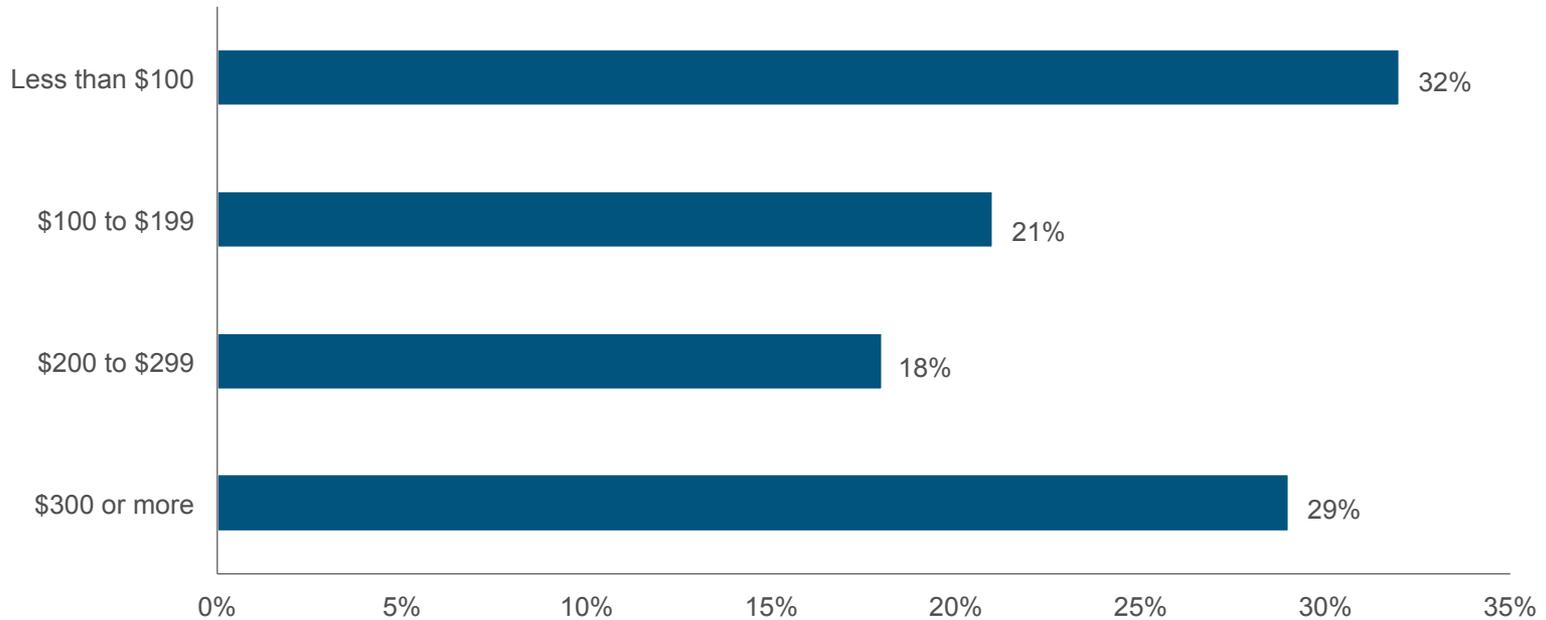
Q25. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)



- Men are more likely than women to not look at their budget (52% vs. 34%), need credit cards to cover monthly expenses (49% vs. 32%), lose track of monthly expenses (47% vs. 22%), and hide purchases from their spouse/partner (46% vs. 30%)

Amount Spent on Kid—Birthday

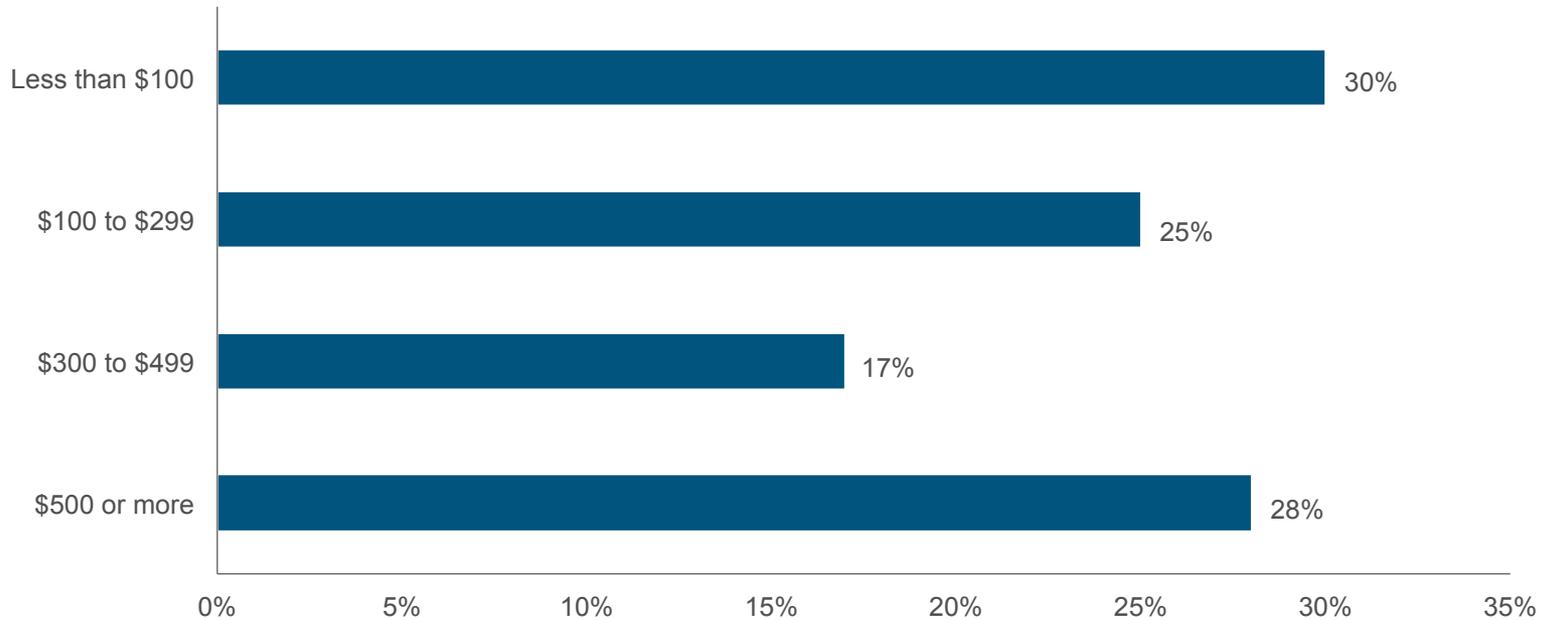
Q73. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON BIRTHDAY PRESENTS AND PARTIES?



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

Amount Spent on Kid—Holiday Presents

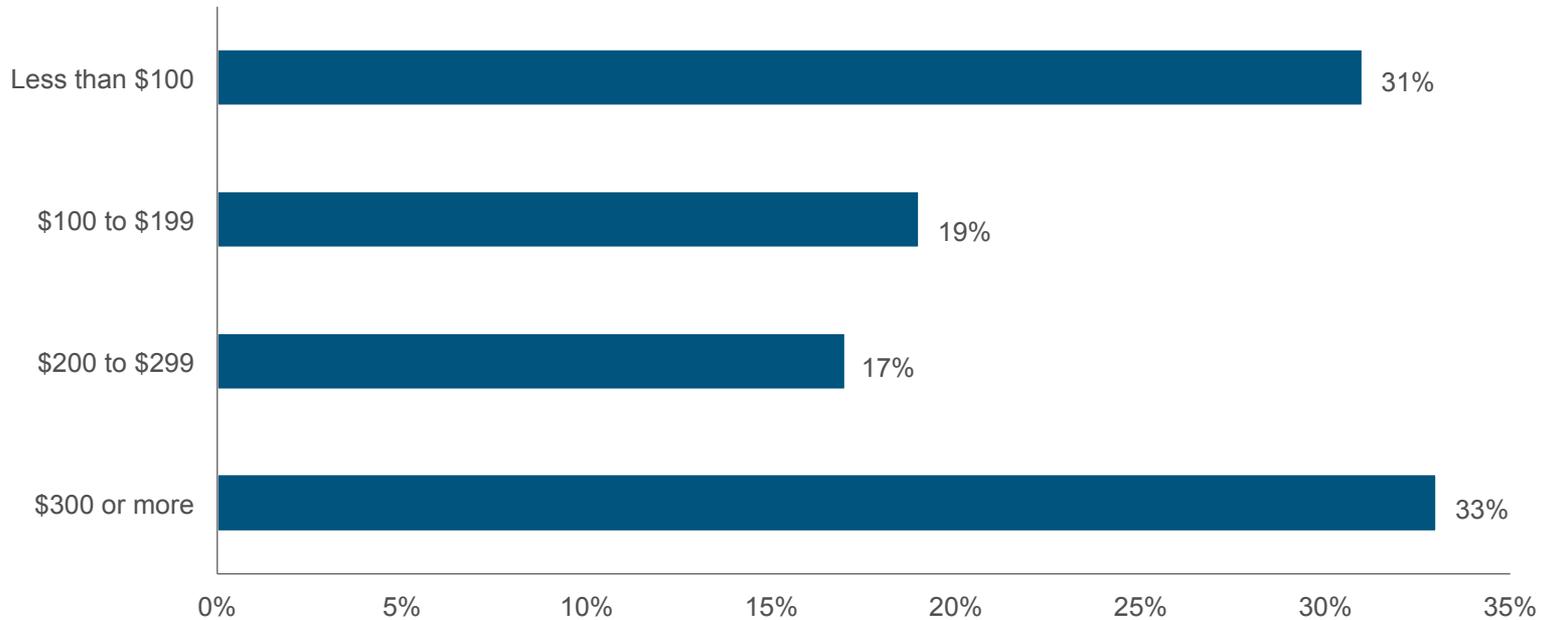
Q73. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON HOLIDAY PRESENTS?



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

Amount Spent on Kid—Back to School

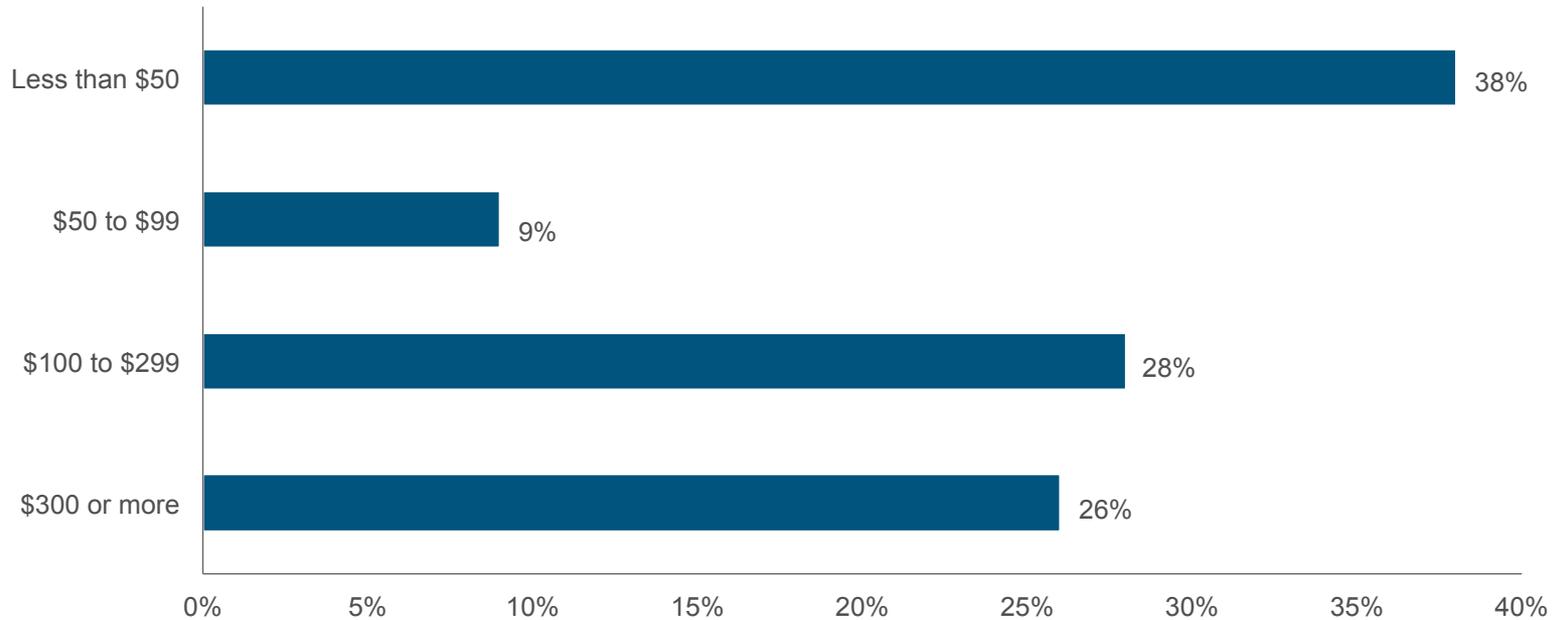
Q73. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON BACK TO SCHOOL?



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

Amount Spent on Kid—Extracurricular Activities

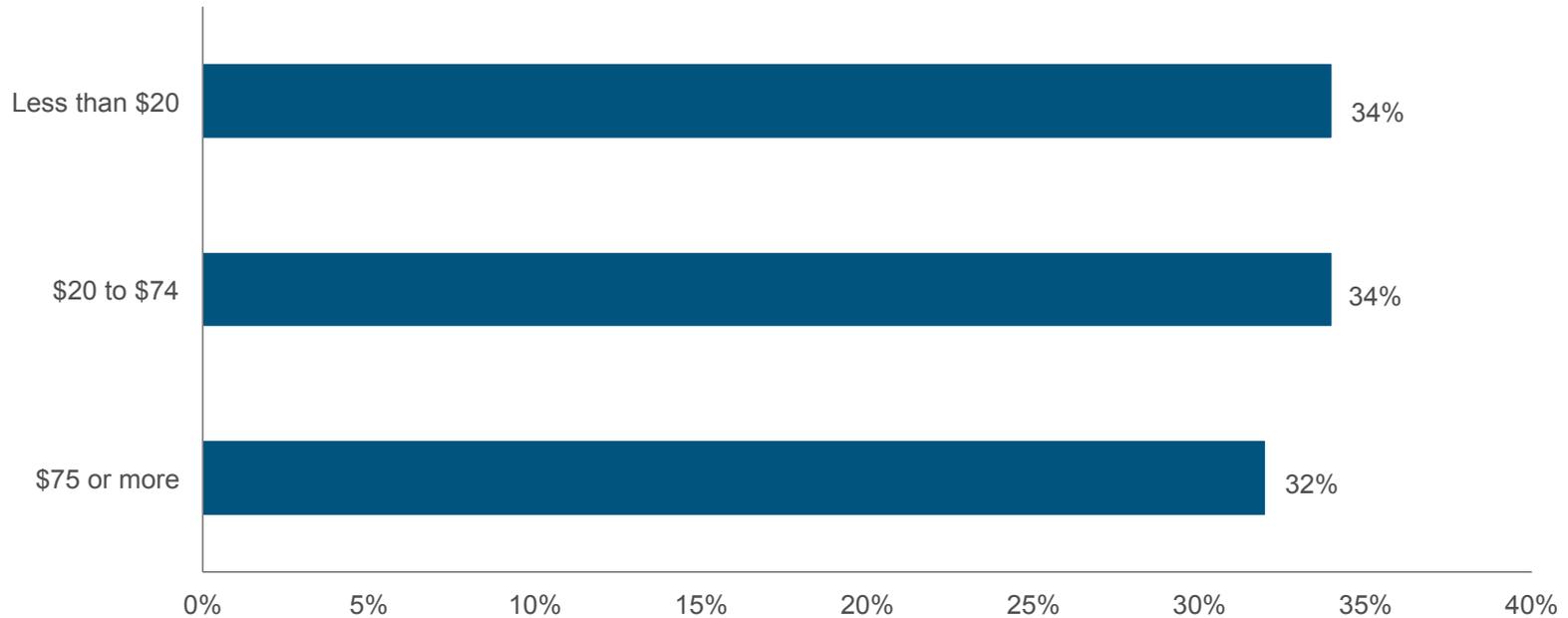
Q73. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON EXTRACURRICULAR ACTIVITIES?



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

Amount Spent on Kid—Halloween

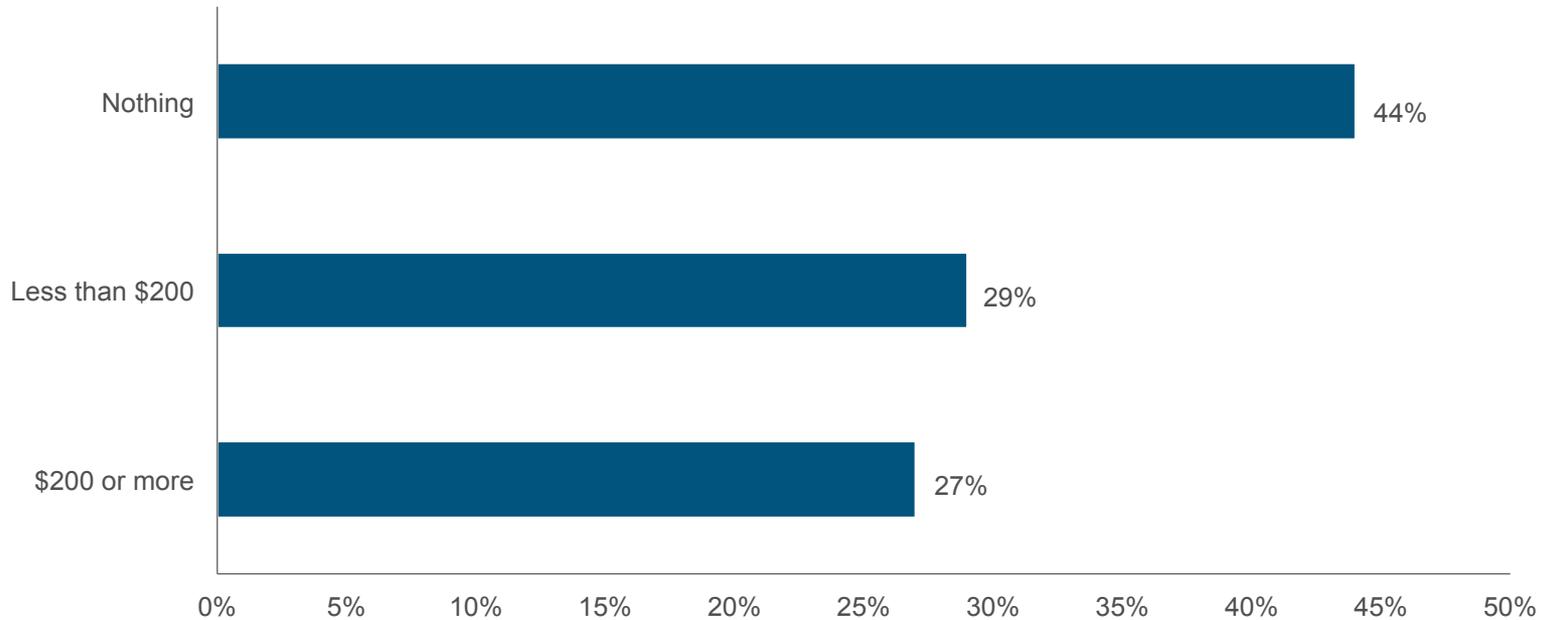
Q73. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON HALLOWEEN?



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

Amount Spent on Kid—Summer Camp

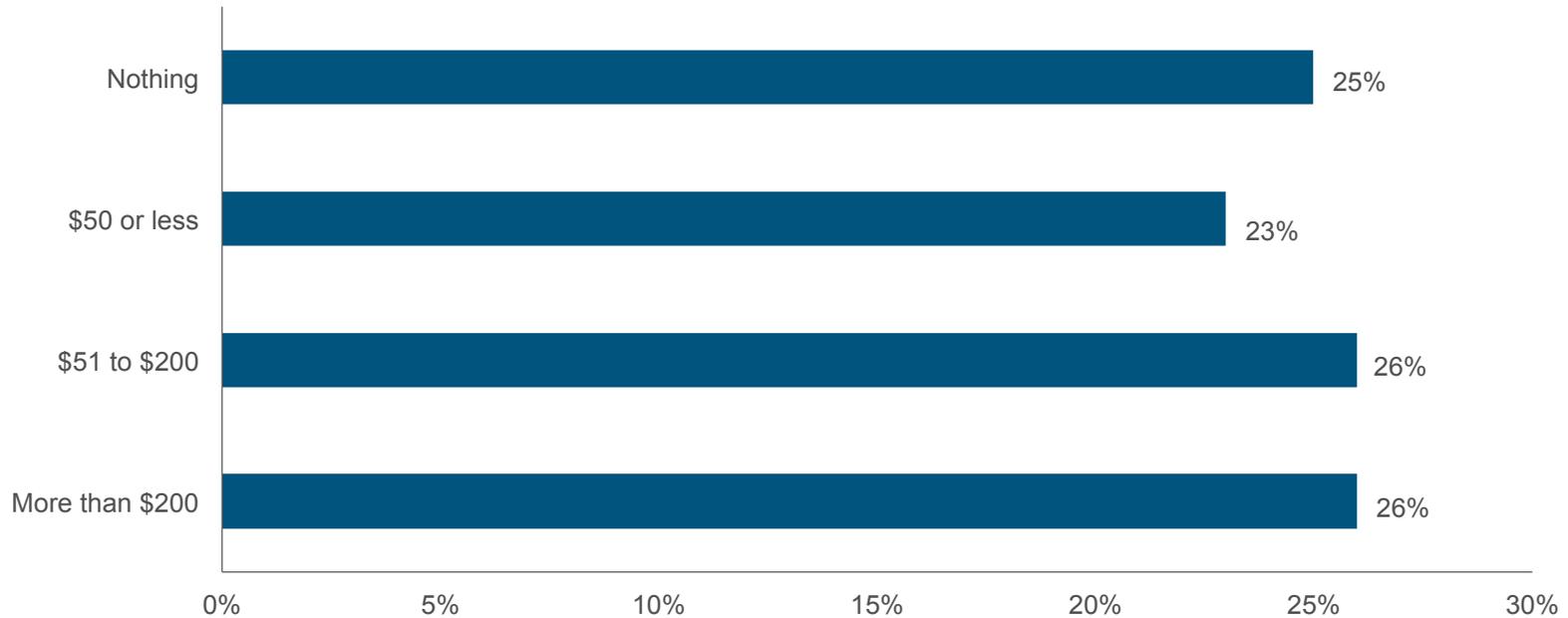
Q73. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON SUMMER CAMP?



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

Amount Spent on Kid—Athletics

Q73. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON ATHLETICS?



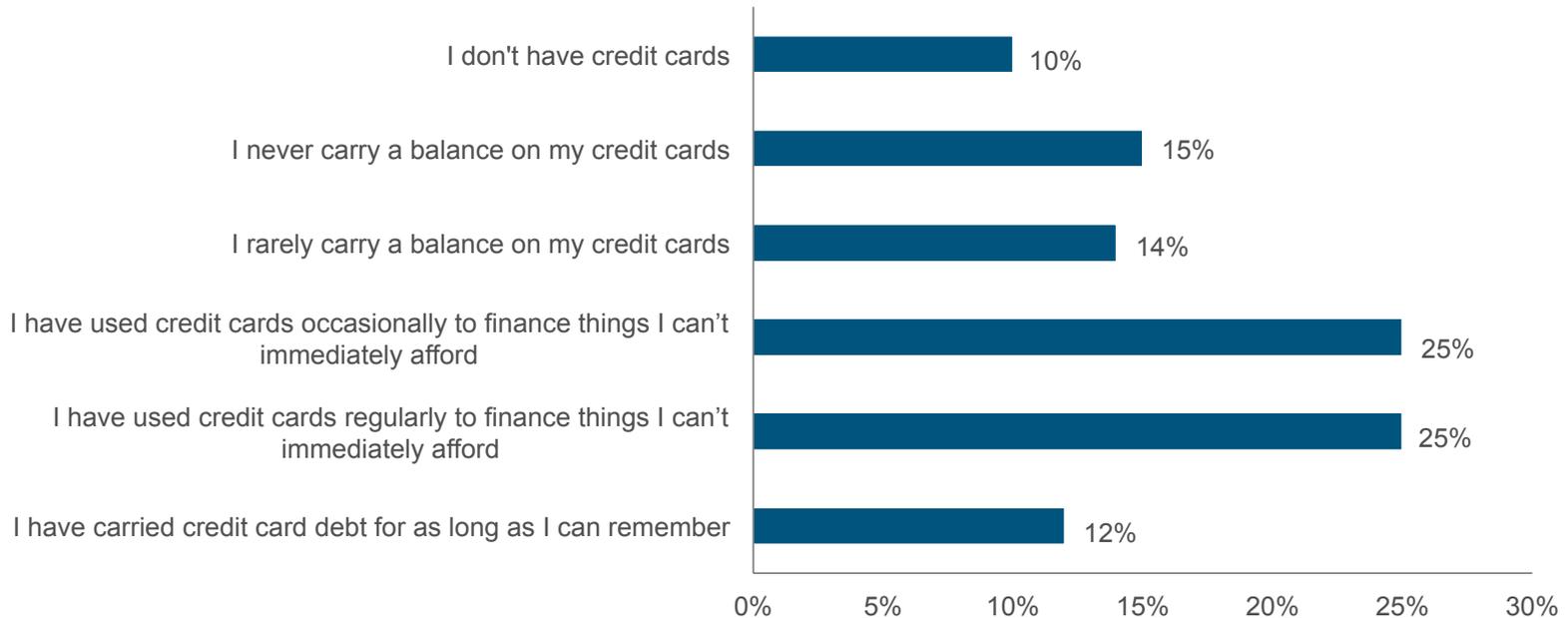
T. Rowe Price 2017 Parents, Kids & Money Survey
N=1,014 (Total respondents)



HOUSEHOLD DEBT

Use of Credit Cards

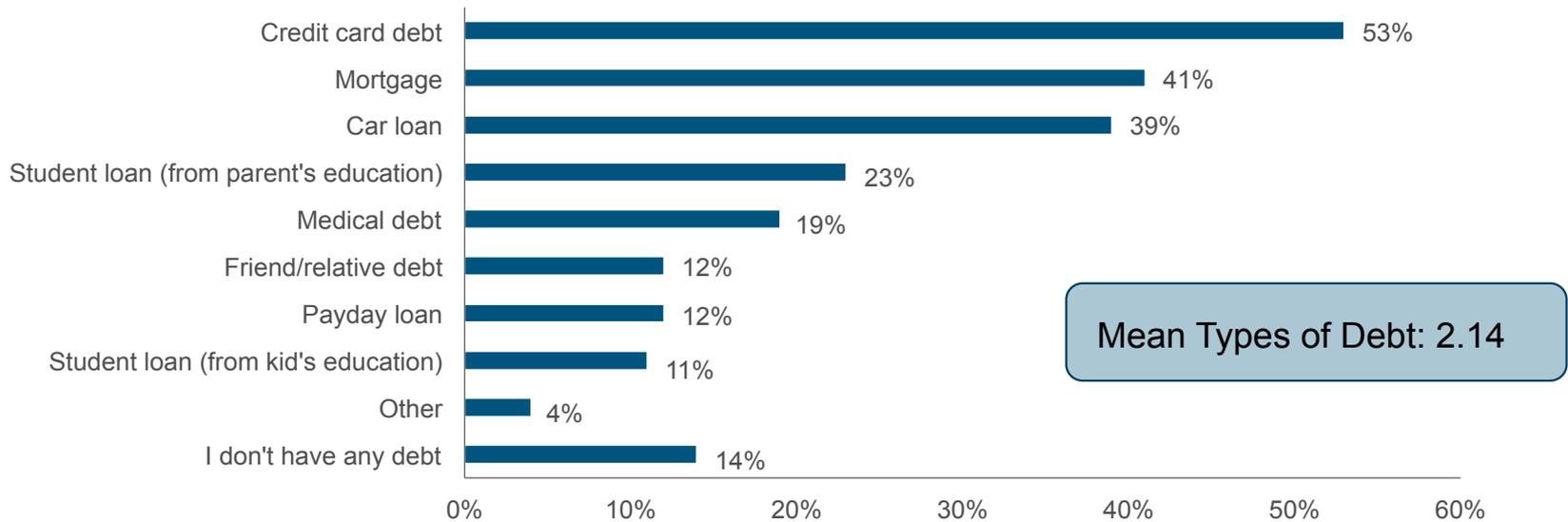
Q13. WHICH STATEMENT BEST CHARACTERIZES YOUR USE OF CREDIT CARD FINANCING?



- Women are more likely than men to not have credit cards (15% vs. 5%)

Types of Debt

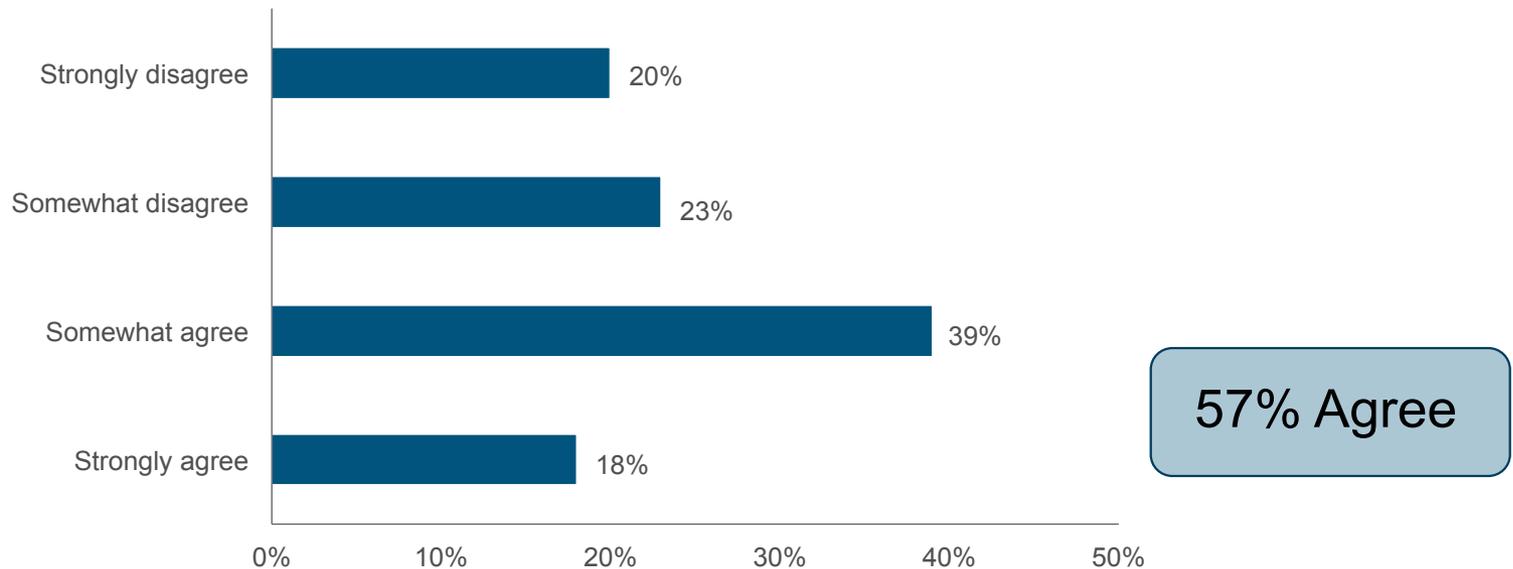
Q14. WHICH OF FOLLOWING TYPES OF DEBT DO YOU HAVE? (CHECK ALL THAT APPLY)



- 61% of parents have more than one type of debt, with a mean number of debt types at 2.14
- 4% of parents have student loan debt for both their own and their kids' educations
- Parents who have declared bankruptcy are more likely than those who haven't to have a payday loan (22% vs. 10%)

Perception of Credit Card Debt

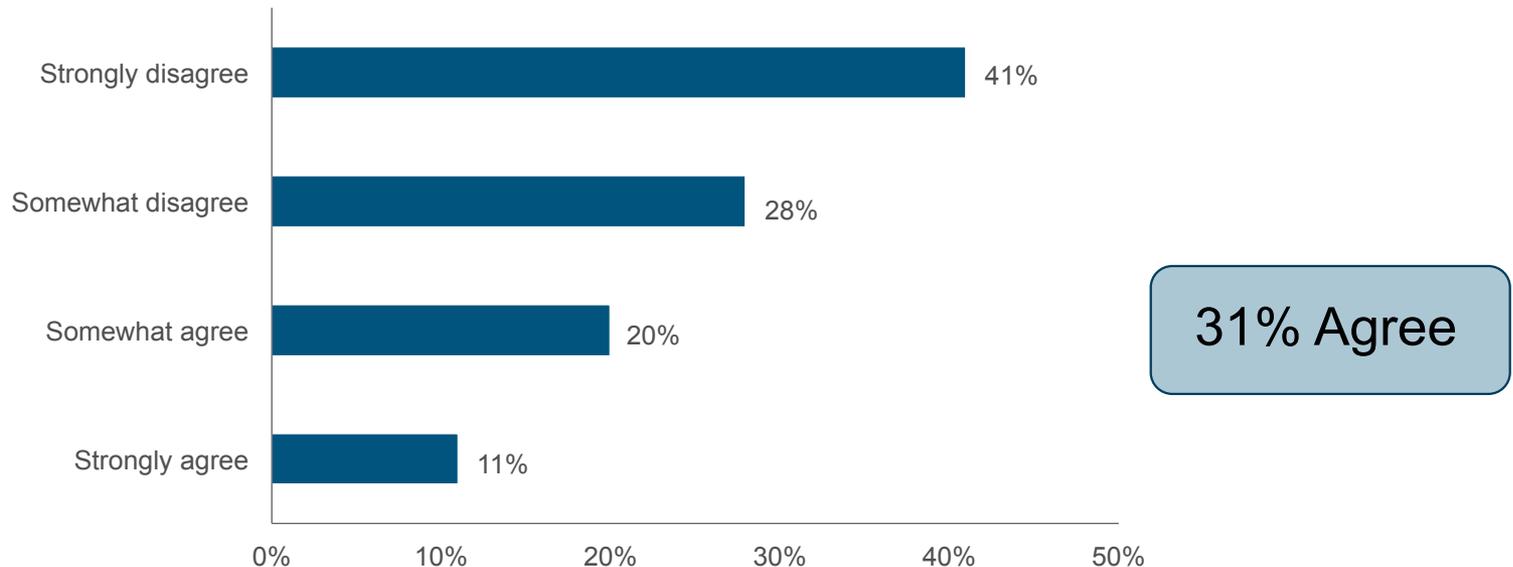
Q64. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EVERYBODY HAS CREDIT CARD DEBT?



- Men are more likely than women to say that everybody has credit card debt (64% vs. 48%)

Perception of Personal Debt

Q25. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: I HAVE MORE DEBT THAN MOST PEOPLE?

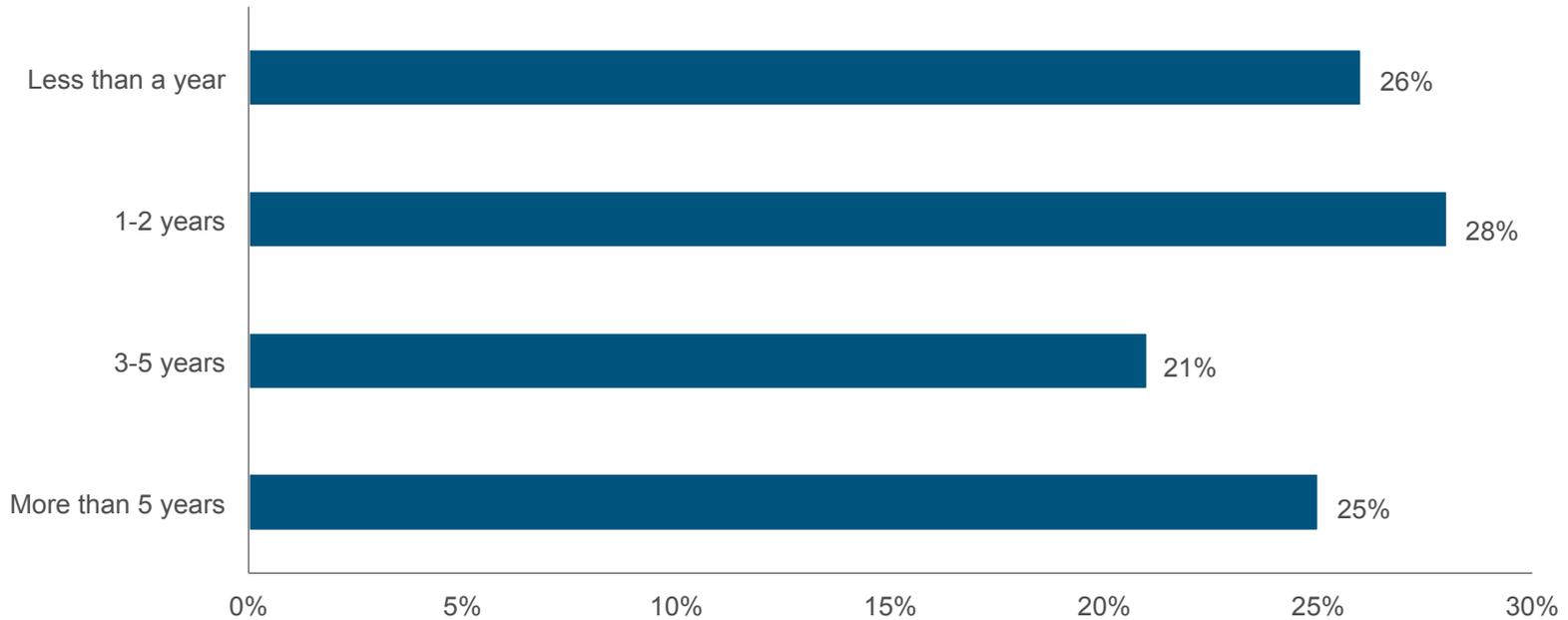


- Men are more likely than women to say that they have more debt than most people (39% vs. 23%)
- Millennials (37%) are more likely than both Gen Xers (29%) and baby boomers (18%) to say that they have more debt than most people

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

Carrying a Credit Card Balance

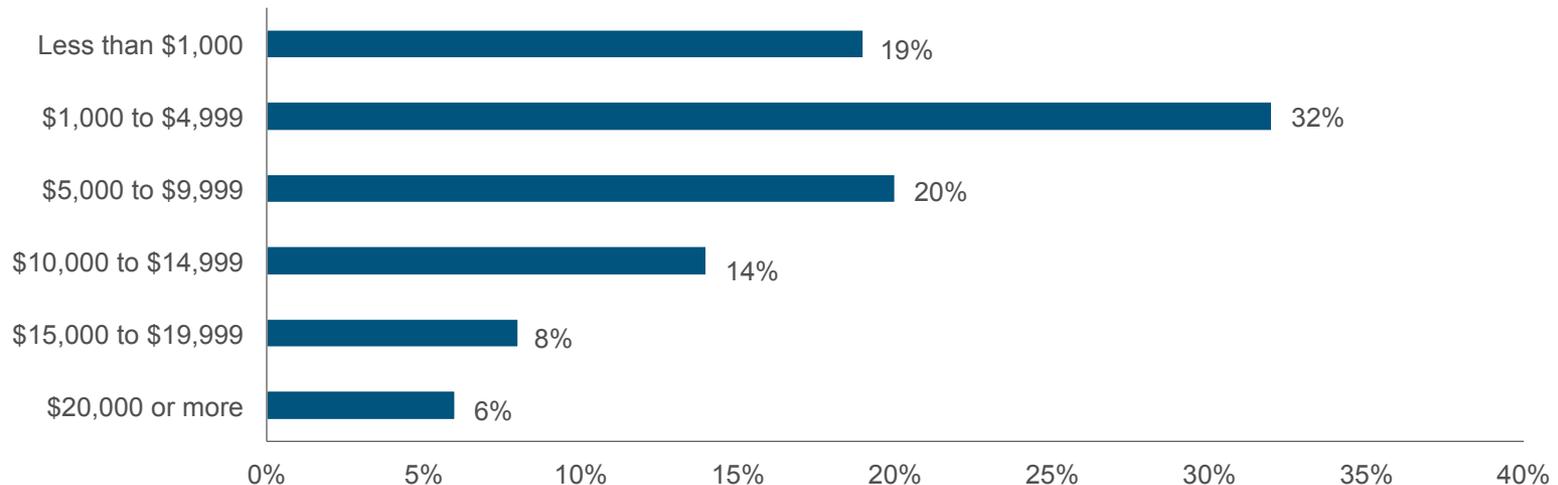
Q19. HOW LONG HAVE YOU BEEN CARRYING A BALANCE ON CREDIT CARDS?



- Women are more likely than men to be carrying credit card debt for more than five years (29% vs. 21%)

Amount of Debt—Credit Cards

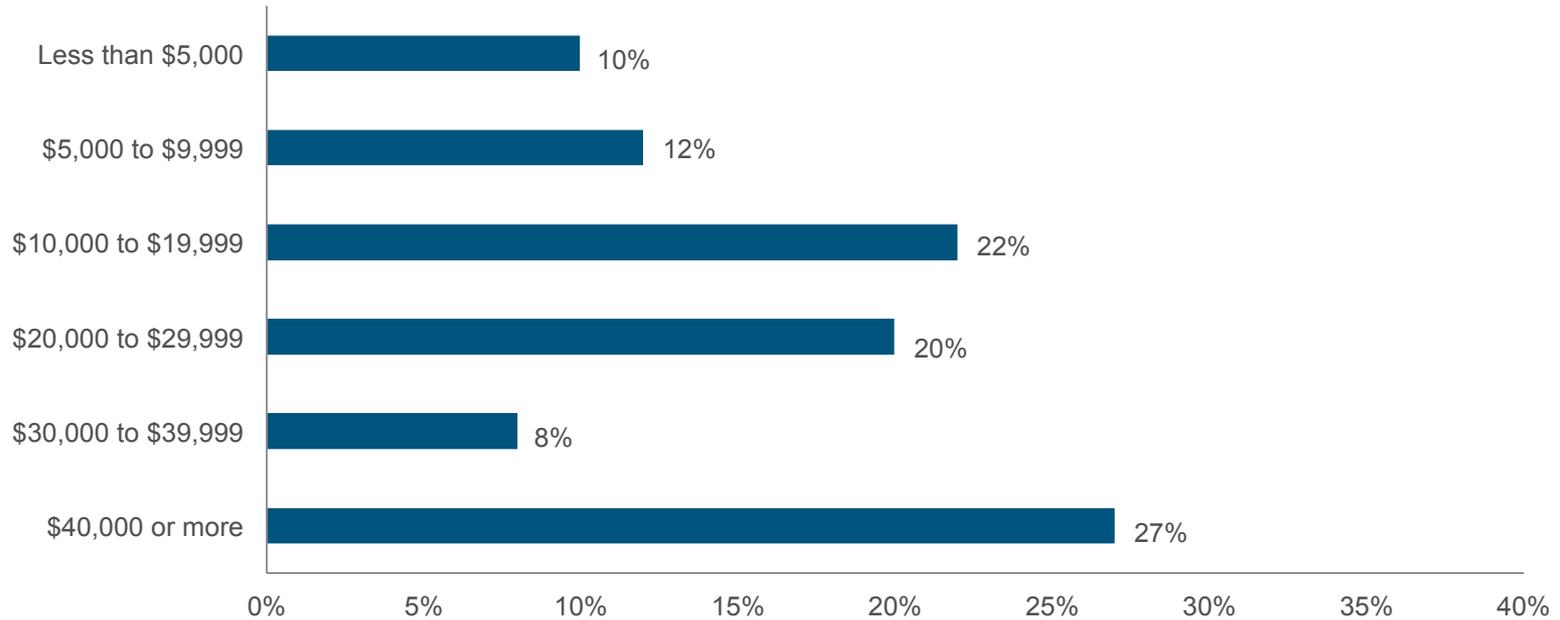
Q20. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR CREDIT CARDS NOW?



- A total of 53% of respondents have credit card debt, and of those, 48% have a balance of \$5,000 or more
- Parents who have \$5,000 or more in credit card debt are more likely than those who don't to have kids who spend money as soon as they get it (58% vs. 44%), expect parents to buy them whatever they want (65% vs. 57%), say parents confuse them when talking about money (67% vs. 51%), and say what parents say about money is different than what they hear at school (65% vs. 53%)
- Parents who have declared bankruptcy are more likely than those who haven't to have \$5,000 or more in credit card debt (68% vs. 42%)

Amount of Debt—Student Loans (Parents)

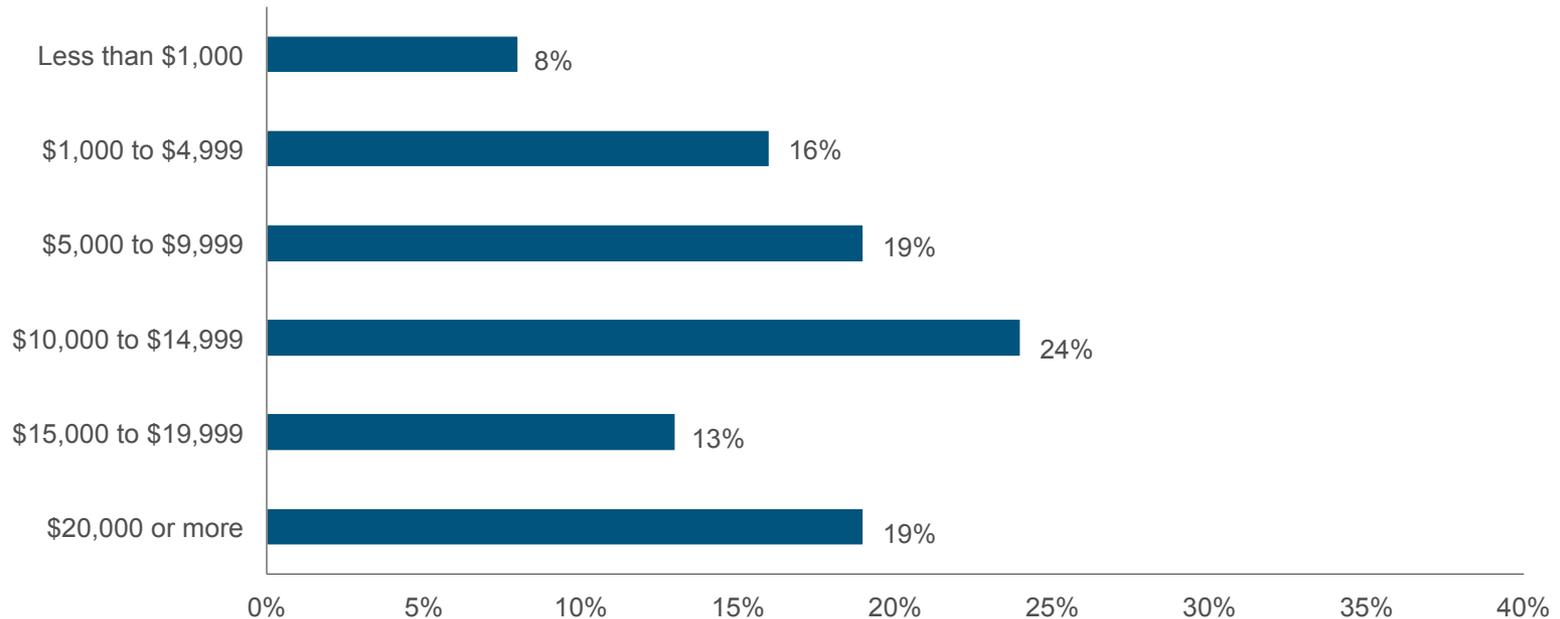
Q17. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR STUDENT LOANS (FOR YOUR OR YOUR SPOUSE'S EDUCATION)?



T. Rowe Price 2017 Parents, Kids & Money Survey
N=233 (Have student loans for parents' education)

Amount of Debt—Student Loans (Kids)

Q18. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR STUDENT LOANS (FOR YOUR KIDS' EDUCATION)?



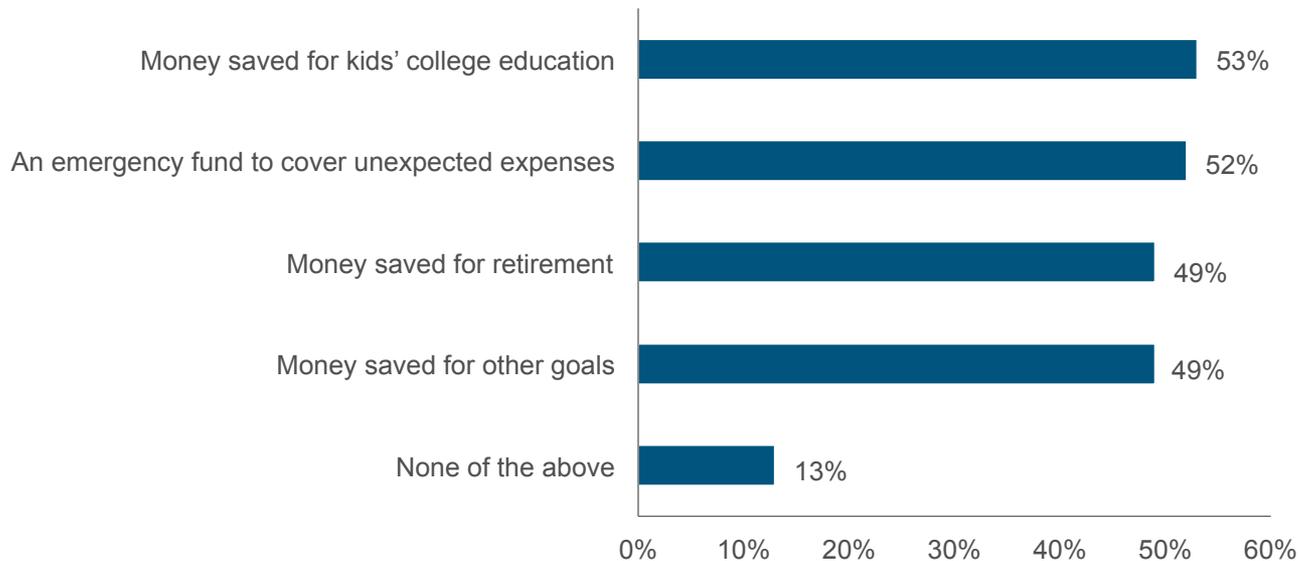
T. Rowe Price 2017 Parents, Kids & Money Survey
N=110 (Have student loans for kids' education)



SAVINGS

Savings Accounts

Q26. WHICH OF FOLLOWING DO YOU HAVE? (CHECK ALL THAT APPLY)



Total Types of Savings

- None: 13%
- One: 26%
- Two: 22%
- Three: 23%
- Four: 16%

- A total of 39% of parents have three or more types of savings
- Parents who have three or more types of savings are more likely to have kids who discuss money with them (83% vs. 66%) and less likely to have kids who spend money as soon as they get it (40% vs. 52%) or lie about their spending (34% vs. 43%)

Savings Accounts—By Parent Gender and Age

**Q26. WHICH OF FOLLOWING DO YOU HAVE?
(CHECK ALL THAT APPLY)**

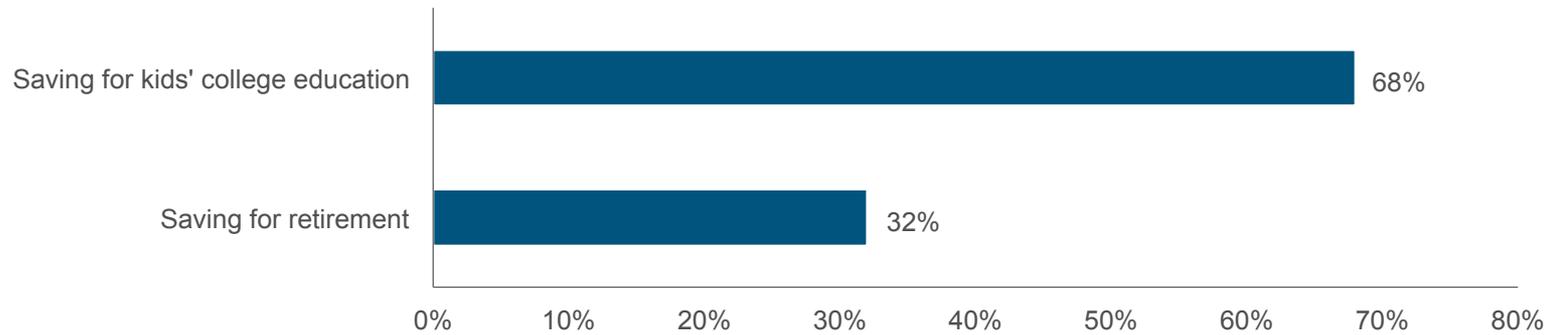
	Gender		Age		
	Men	Women	Millennial (A)	Gen X (B)	Boomer (C)
Money saved for kids' college education	65%	38%	57%	51%	43%
Money saved for retirement	50%	48%	42%	54% (A)	64% (A)
Emergency fund	56%	47%	52%	52%	54%
Money saved for other goals	54%	43%	50%	47%	45%
None of the above	5%	23%	14%	13%	14%

Bold font signifies statistical significance

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

Family Saving Priority

Q28. WHICH OF THE FOLLOWING IS THE HIGHER PRIORITY FOR YOU AND YOUR FAMILY?



	Gender		Age		
	Men	Women	Millennial (A)	Gen X (B)	Boomer (C)
Saving for kids' college education	75%	60%	76% (B,C)	62%	61%
Saving for retirement	25%	40%	24%	38% (A)	39% (A)

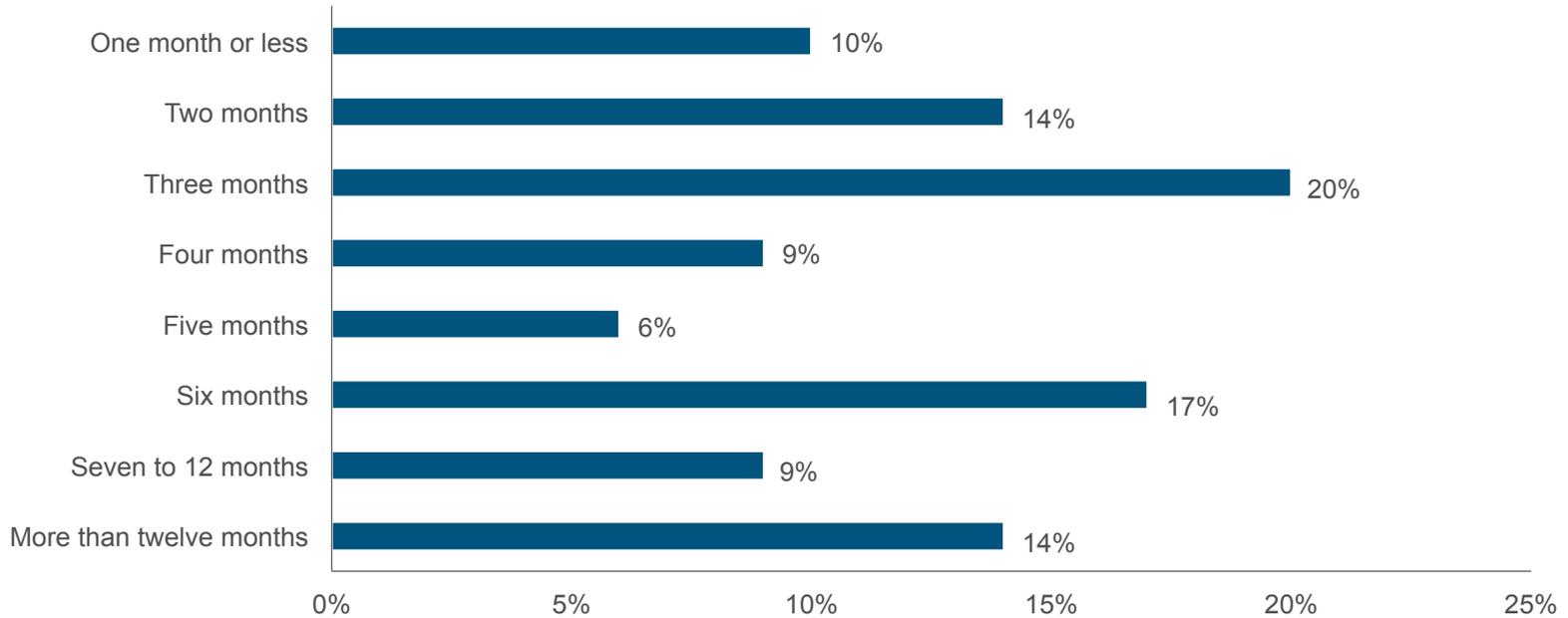
T. Rowe Price 2017 Parents, Kids & Money Survey
N=1,014 (Total respondents)



EMERGENCY FUND

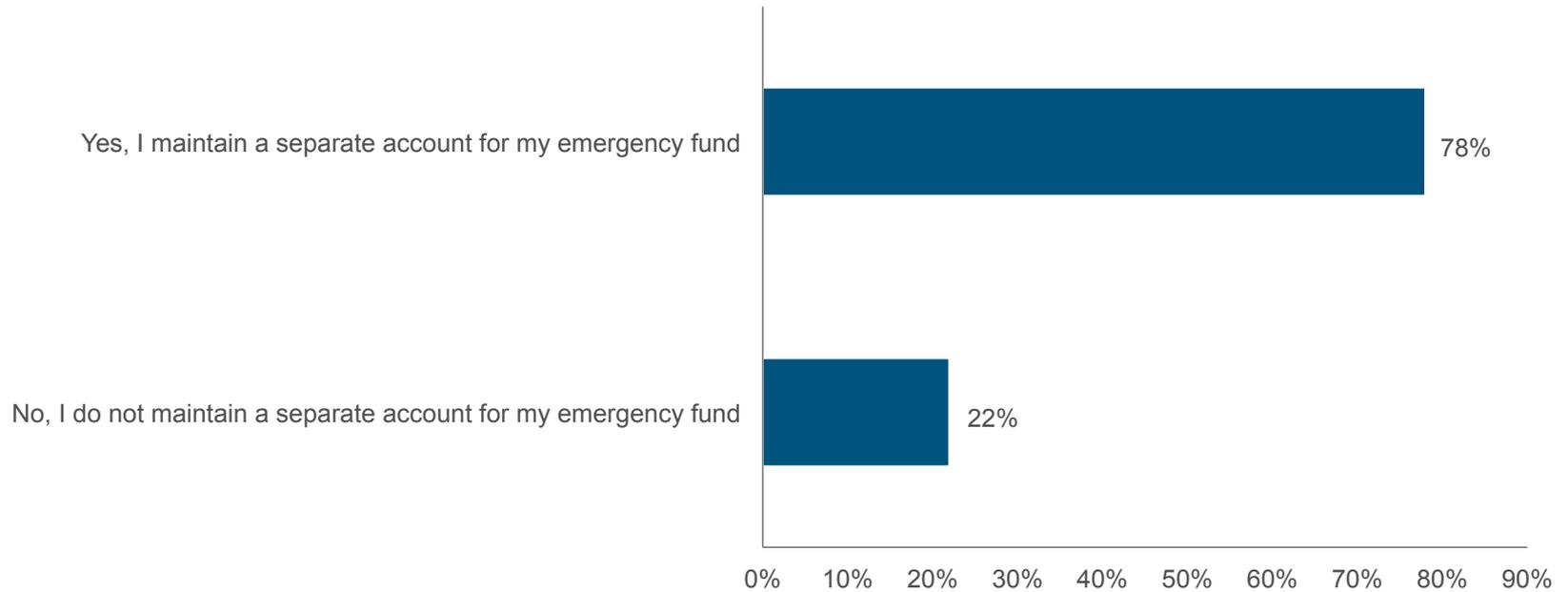
Size of Emergency Fund

Q29. FOR HOW MANY MONTHS WOULD YOUR EMERGENCY FUND COVER YOUR FAMILY'S EXPENSES?



Separate Emergency Fund Account

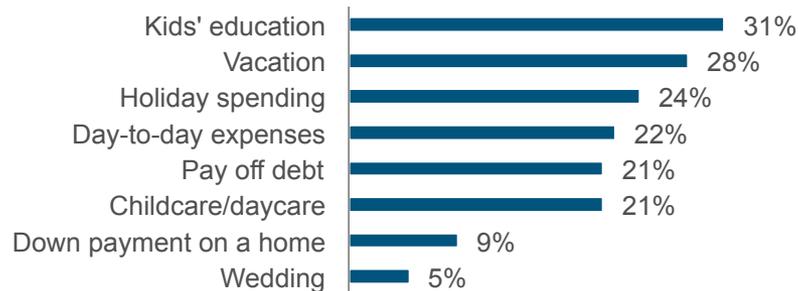
Q30. DO YOU MAINTAIN A SEPARATE ACCOUNT FOR YOUR EMERGENCY FUND OR IS IT KEPT IN AN ACCOUNT WITH OTHER FUNDS?



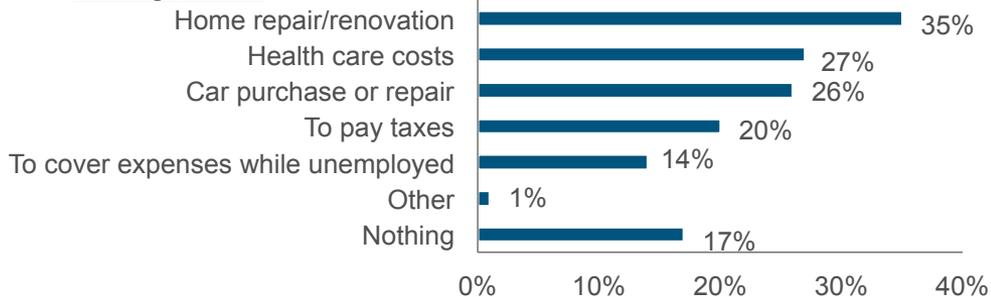
Using the Emergency Fund

Q31. WHAT TYPES OF THINGS HAVE YOU USED EMERGENCY FUND MONEY FOR IN THE PAST TWO YEARS? (CHECK ALL THAT APPLY)

Non-emergencies



Emergencies



67% have used emergency funds for non-emergencies, and 45% have used emergency funds for more than one non-emergency

Across categories, men are more likely than women to tap in to their emergency fund

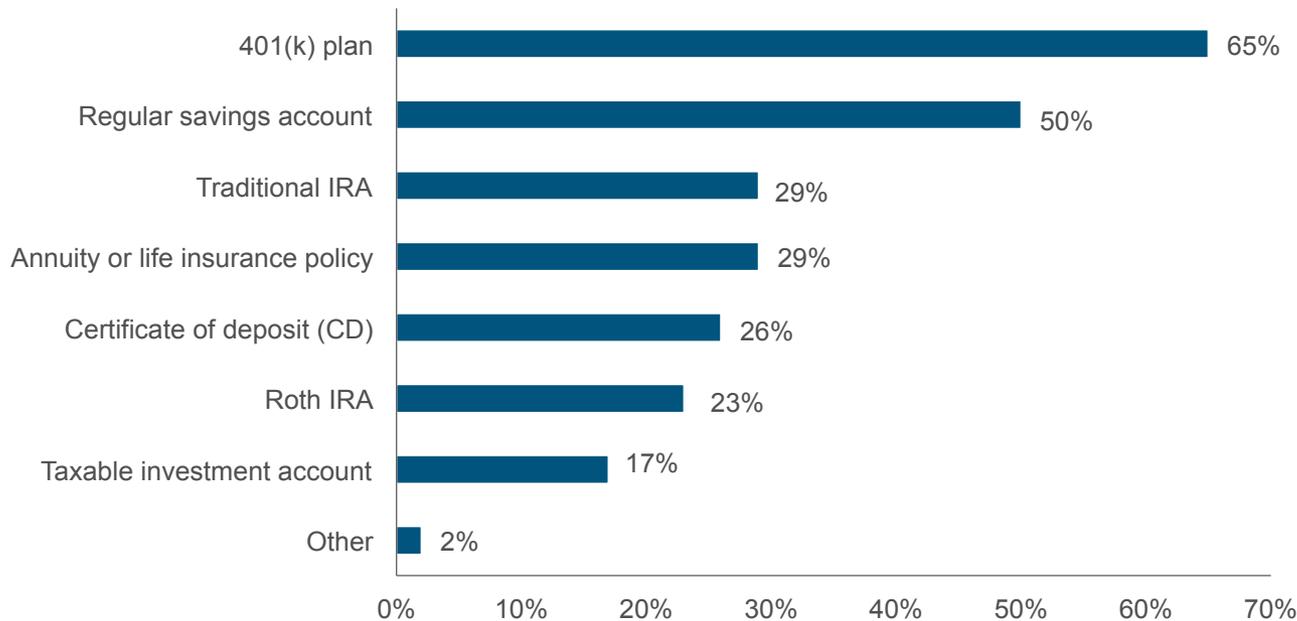


RETIREMENT SAVINGS

Retirement Accounts

Q32. WHAT TYPES OF ACCOUNTS DO YOU HAVE FOR YOUR RETIREMENT SAVINGS?

(CHECK ALL THAT APPLY)

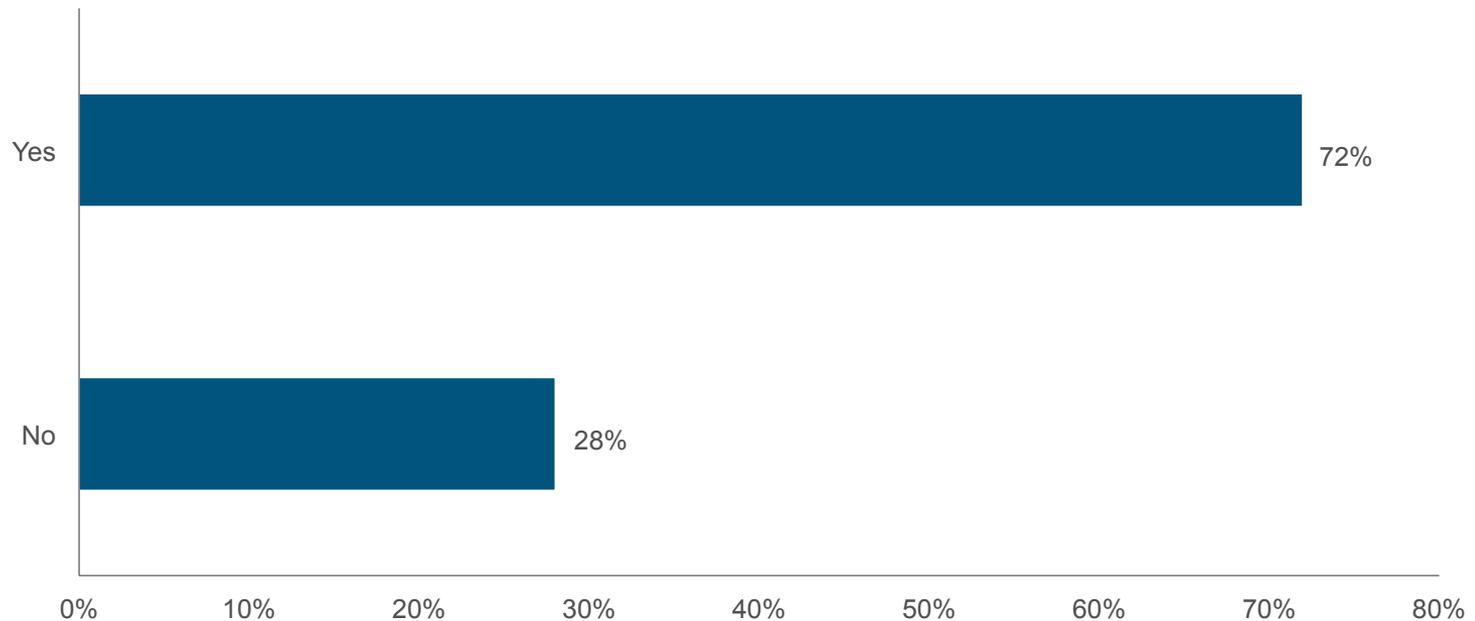


Total # of Accounts

One:	33%
Two:	26%
Three:	21%
Four+:	20%
Mean:	2.41

Mixed Retirement Accounts

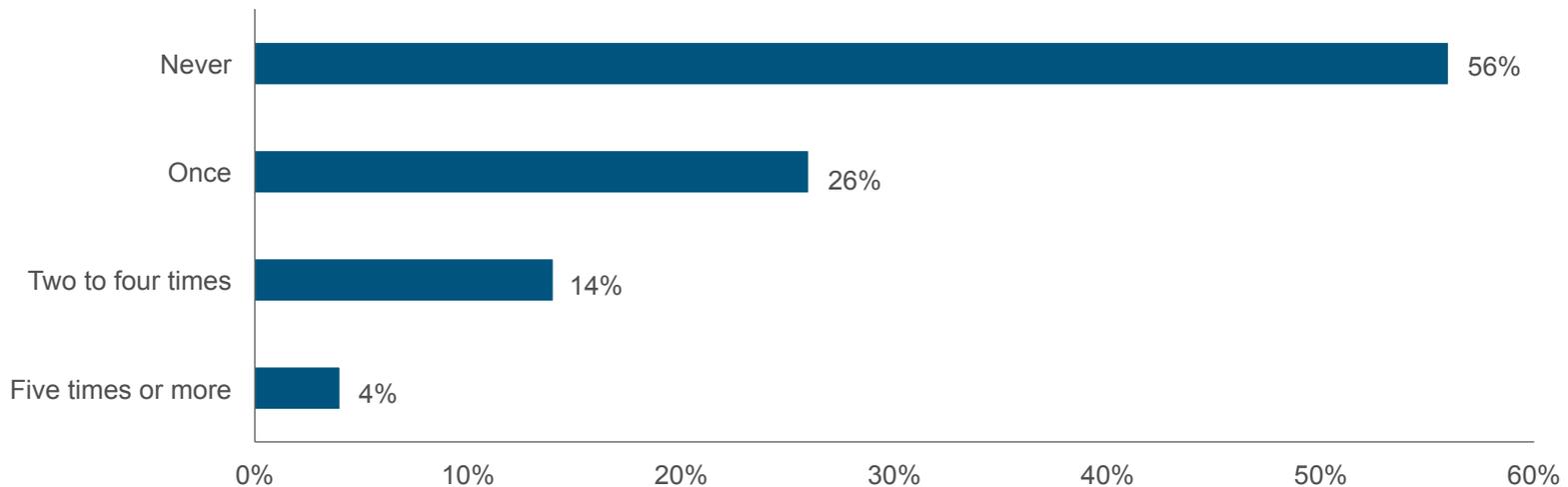
Q33. DO THE REGULAR SAVINGS OR TAXABLE INVESTMENT ACCOUNTS YOU USE FOR RETIREMENT SAVINGS ALSO HAVE MONEY THAT IS NOT GOING TO BE USED FOR RETIREMENT?



- Men are more likely than women to mingle money in their accounts (76% vs. 65%)

Using Money From Retirement Accounts

Q34. HOW MANY TIMES HAVE YOU TAKEN MONEY OUT OF YOUR RETIREMENT SAVINGS IN THE PAST TWO YEARS?



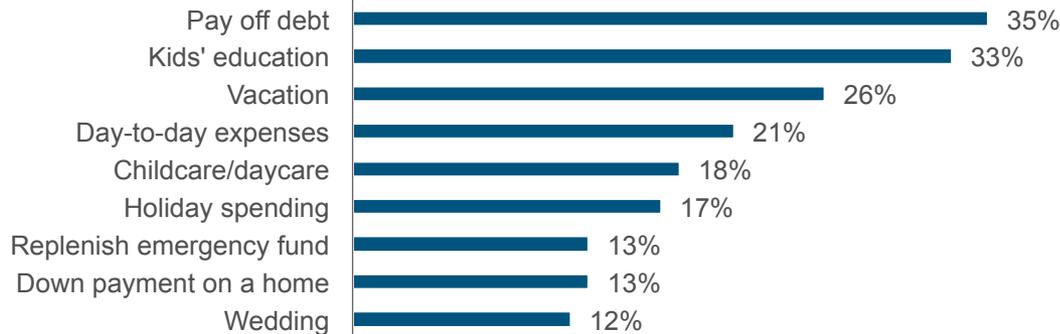
- Men are more likely than women to have taken money out of their retirement savings (49% vs. 38%)
- Millennials (62%) are more likely than both Gen Xers (33%) and baby boomers (29%) to have taken money out of their retirement savings
- Those who have declared bankruptcy (74% vs. 37%) and those who have more than \$5,000 in credit card debt (62% vs. 37%) are more likely to have taken money out of retirement savings

T. Rowe Price 2016 Parents, Kids & Money Survey
N=276 (Have regular savings or taxable investment accounts for retirement savings)

Using Money From Retirement Accounts

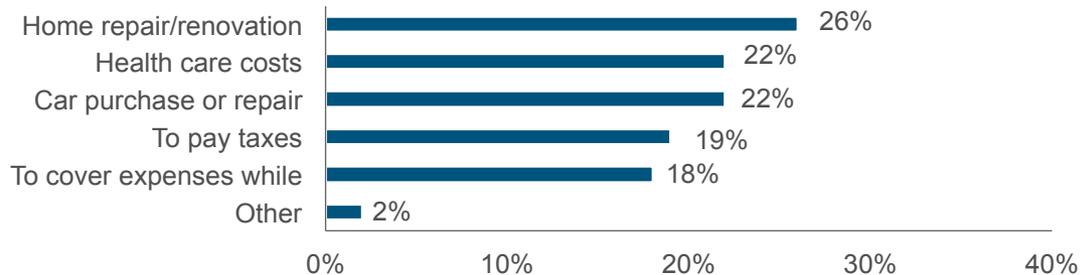
Q35. WHICH OF THE FOLLOWING THINGS HAVE YOU PAID FOR WITH MONEY TAKEN FROM RETIREMENT SAVINGS IN THE PAST TWO YEARS? (CHECK ALL THAT APPLY)

Non-emergencies



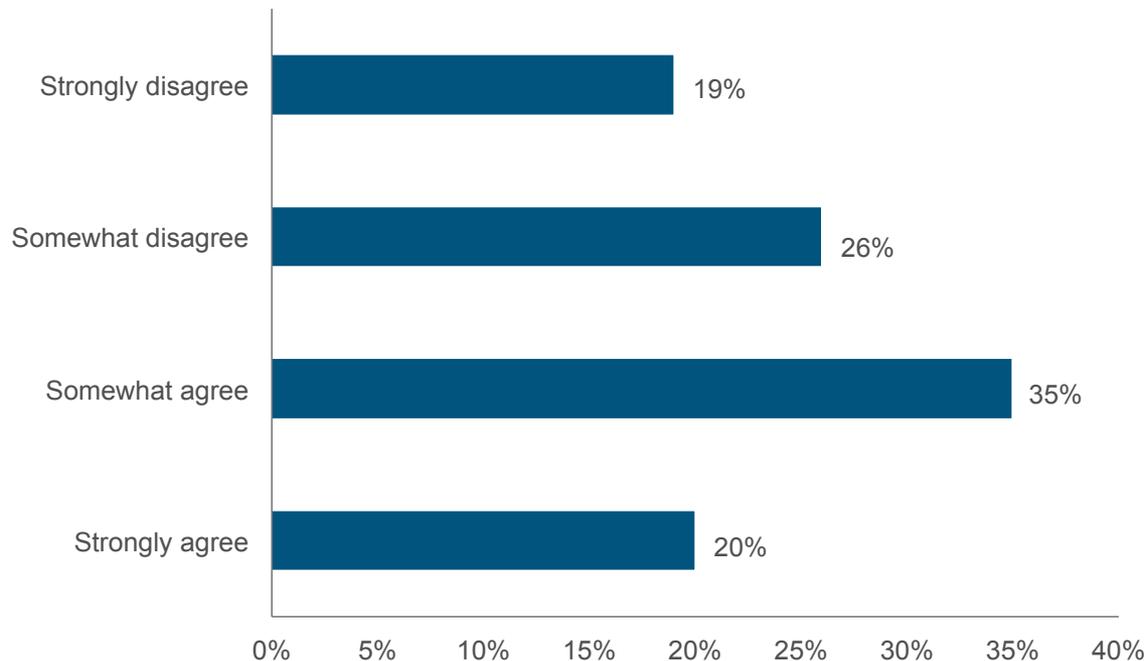
83% have used retirement funds for non-emergencies, and 47% for more than one non-emergency

Emergencies



Anxiety About Saving for Retirement

Q45. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: CONVERSATIONS ABOUT SAVING FOR RETIREMENT USUALLY FILL ME WITH A LOT OF ANXIETY?



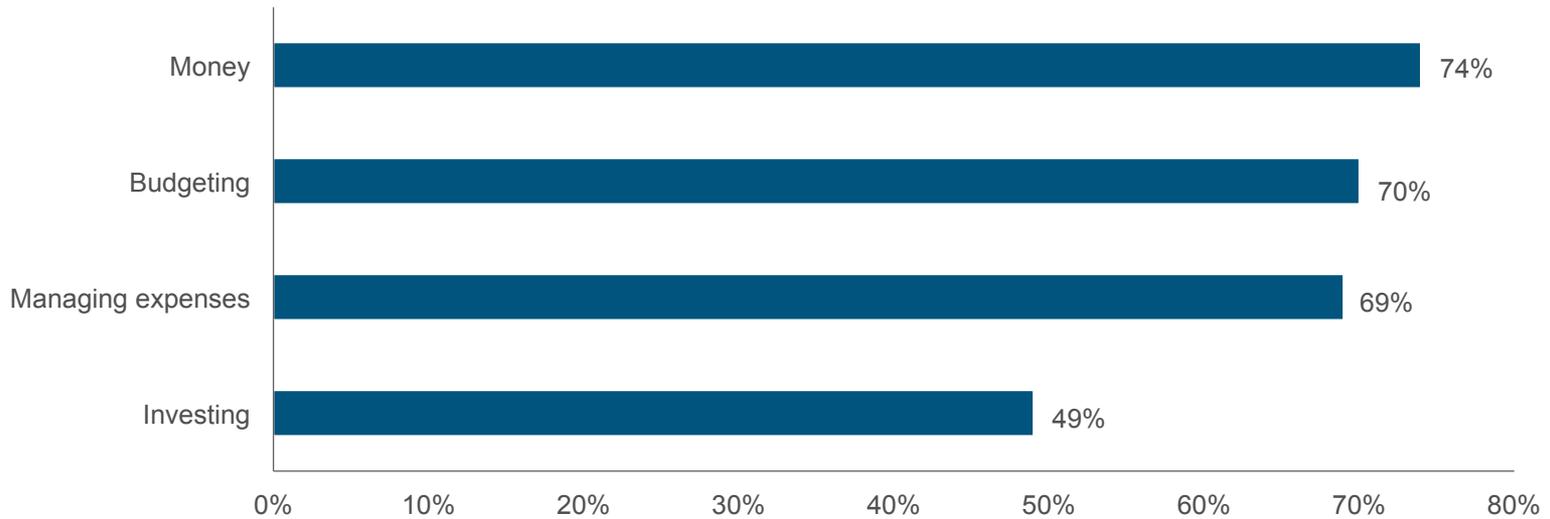
55% Agree



PARENTAL KNOWLEDGE, ATTITUDES, AND BEHAVIORS

Parents' Financial Knowledge

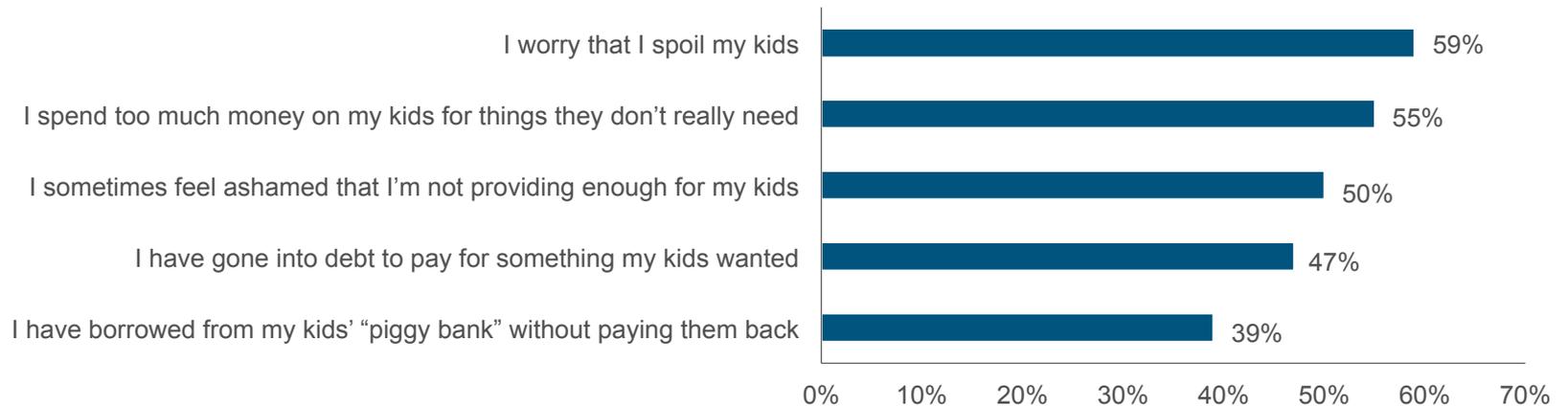
**Q58. OVERALL, HOW KNOWLEDGEABLE ARE YOU ABOUT EACH OF THE FOLLOWING?
(FIVE POINT SCALE – DISPLAYING VERY OR EXTREMELY)**



- For each topic, men are more likely than women to say they are knowledgeable

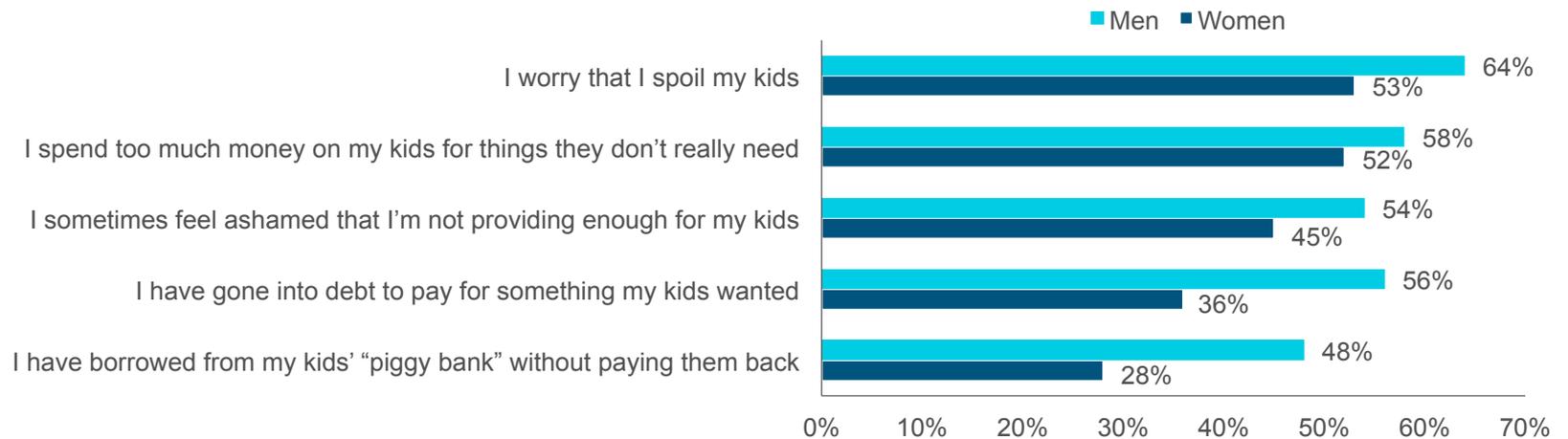
Parental Attitudes and Behaviors

Q62 AND Q64. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)



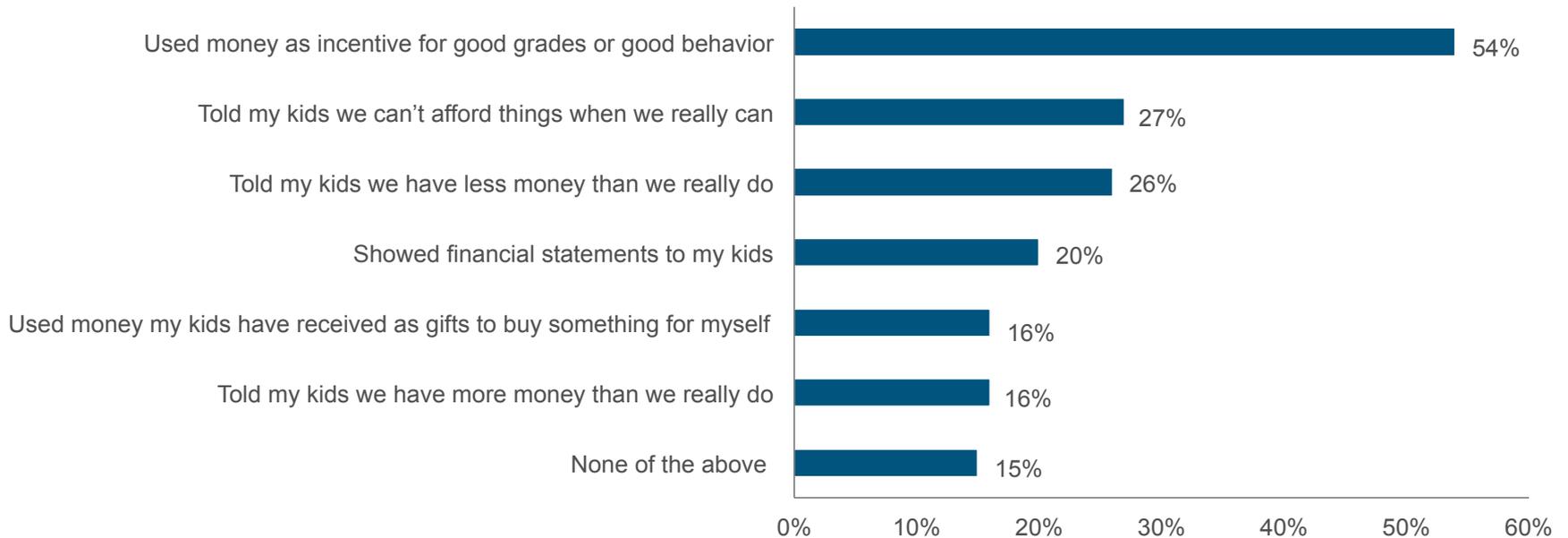
Parental Attitudes and Behaviors by Parent Gender

**Q62 AND Q64. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?
(DISPLAYING PERCENT THAT AGREE)**



Parental Behaviors

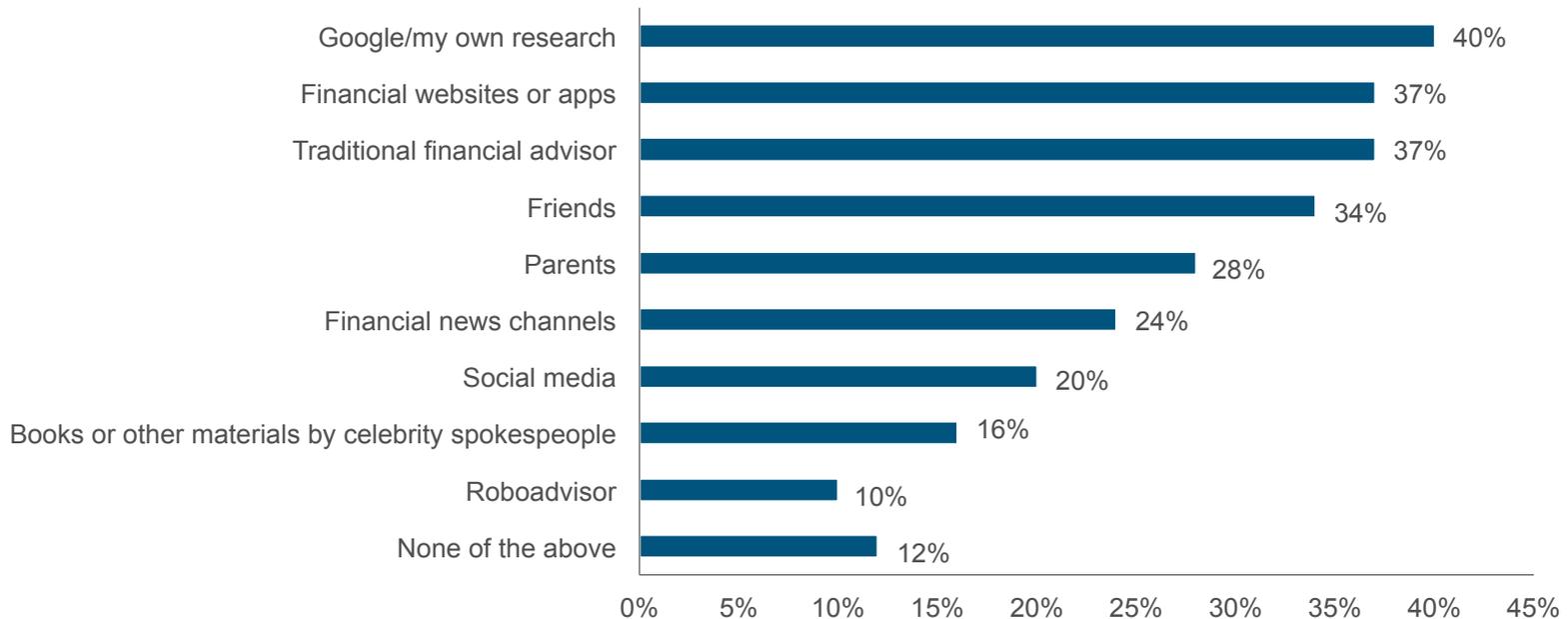
Q52. WHICH OF THE FOLLOWING THINGS HAVE YOU DONE? (CHECK ALL THAT APPLY)



- 85% of parents have done at least one of the listed behaviors
- Millennials are more likely than older generations to misrepresent the household financial status

Financial Resources

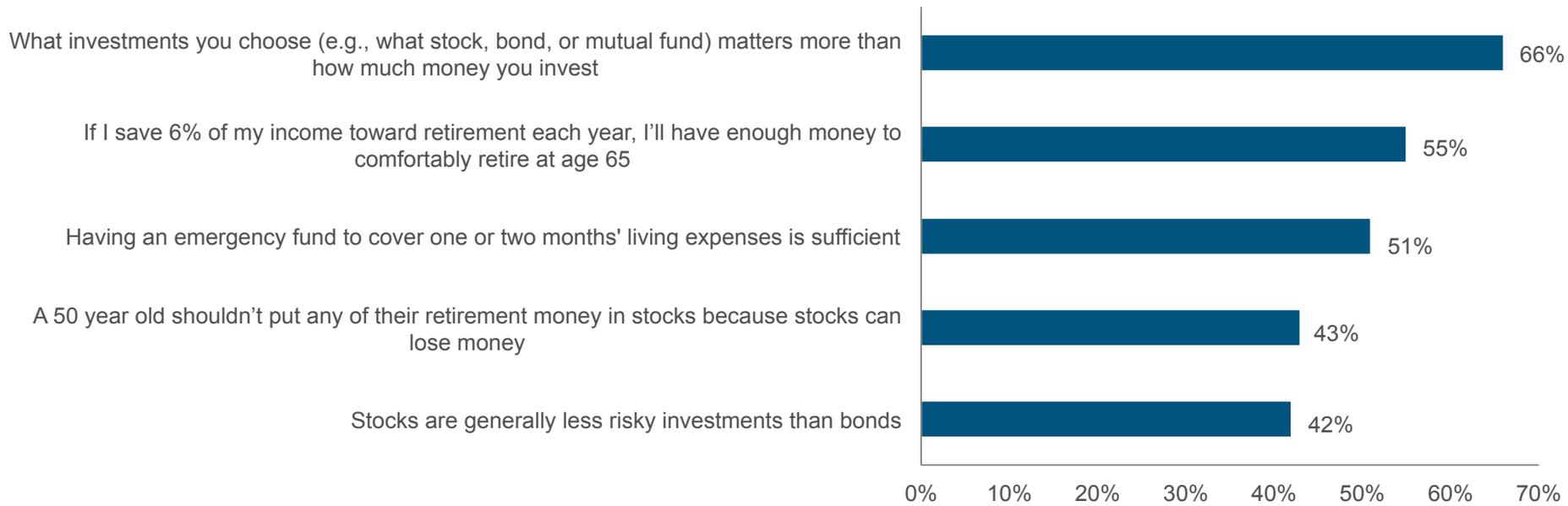
Q59. WHEN IT COMES TO FINANCIAL MATTERS, WHICH OF THE FOLLOWING DO YOU CONSULT? (CHECK ALL THAT APPLY)



- In general, men and millennials are more likely to consult sources when it comes to financial matters

Parents Knowledge of Saving and Investing

Q46. PLEASE INDICATE WHETHER EACH OF THE FOLLOWING STATEMENTS IS TRUE OR FALSE (DISPLAYING PERCENT SAYING TRUE)



- Men are more likely than women to say saving 6% a year is enough for retirement (62% vs. 47%), an emergency fund lasting one to two months is sufficient (55% vs. 46%), and stocks are less risky than bonds (49% vs. 35%)

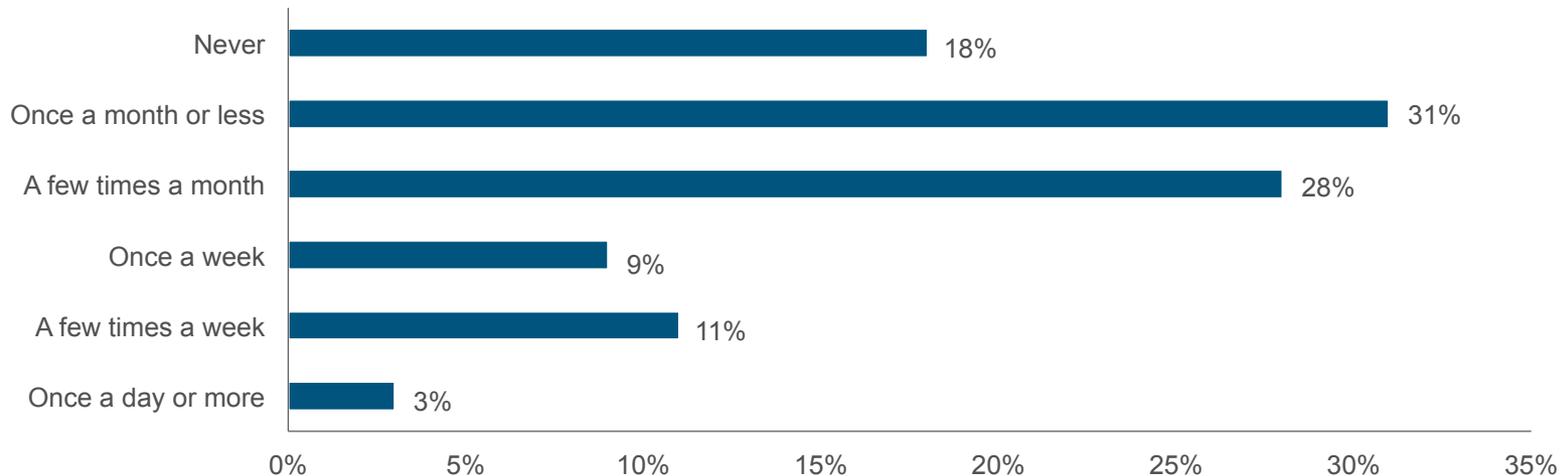
T. Rowe Price 2017 Parents, Kids & Money Survey
N=1,014 (Total respondents)



FINANCIAL DISCUSSIONS

Frequency of Financial Discussions

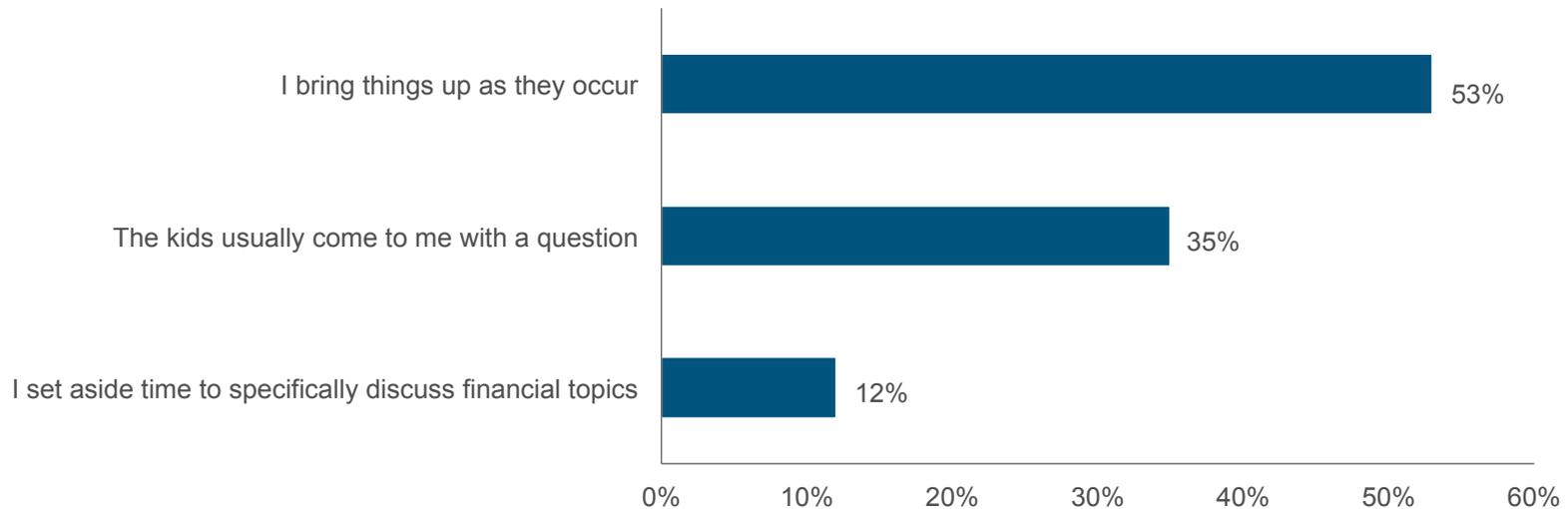
Q47. OVERALL, HOW OFTEN DO YOU DISCUSS ANY FINANCIAL TOPICS (E.G., THE IMPORTANCE OF SAVING AND SPENDING WISELY, SETTING FINANCIAL GOALS, BUDGETING, ETC.) WITH YOUR KIDS?



- Parents who discuss financial topics with their kids at least once a week are more likely than those that do not to have kids who say they are smart about money (64% vs. 41%)
- Men are more likely than women to say more than once a week or more (26% vs. 19%)

Types of Financial Discussions

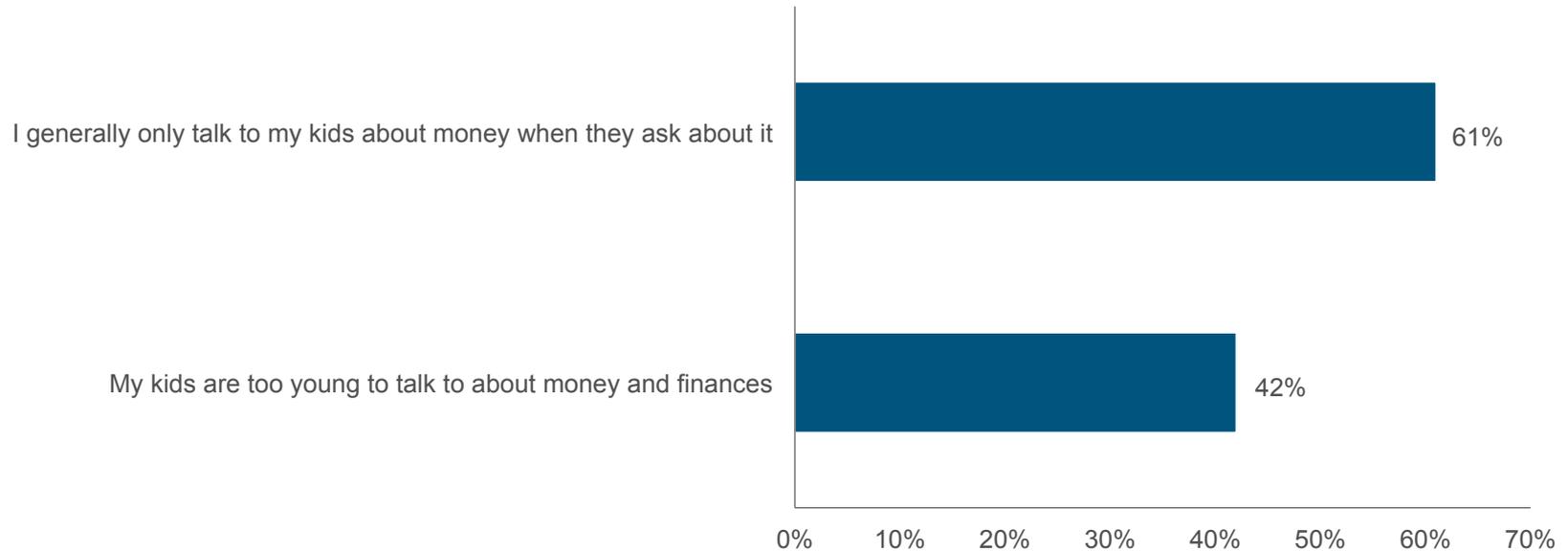
Q48. WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU DISCUSS FINANCIAL TOPICS WITH YOUR KIDS?



- Women are more likely than men to bring things up as they occur (68% vs. 42%) and less likely to have kids come to them with a question (21% vs. 46%)
- Millennials (48%) are more likely than both Gen Xers (26%) and baby boomers (7%) to wait for kids to come to them with questions

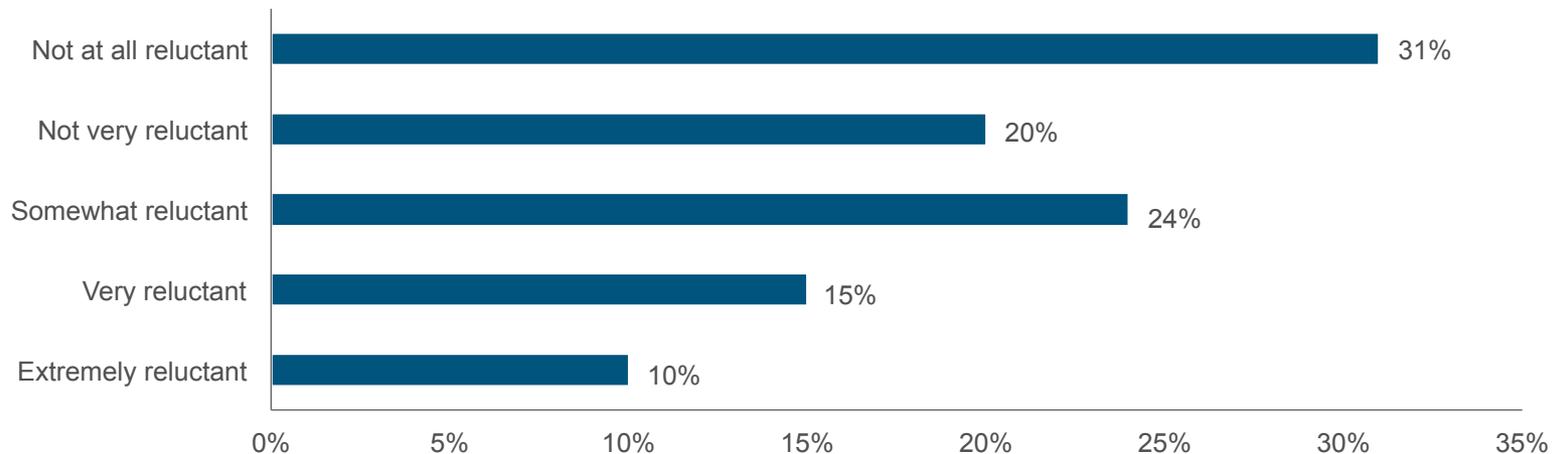
Financial Conversations

Q64. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)



Reluctance to Discuss Financial Matters

Q49. HOW RELUCTANT ARE YOU TO DISCUSS FINANCIAL MATTERS WITH YOUR KIDS?

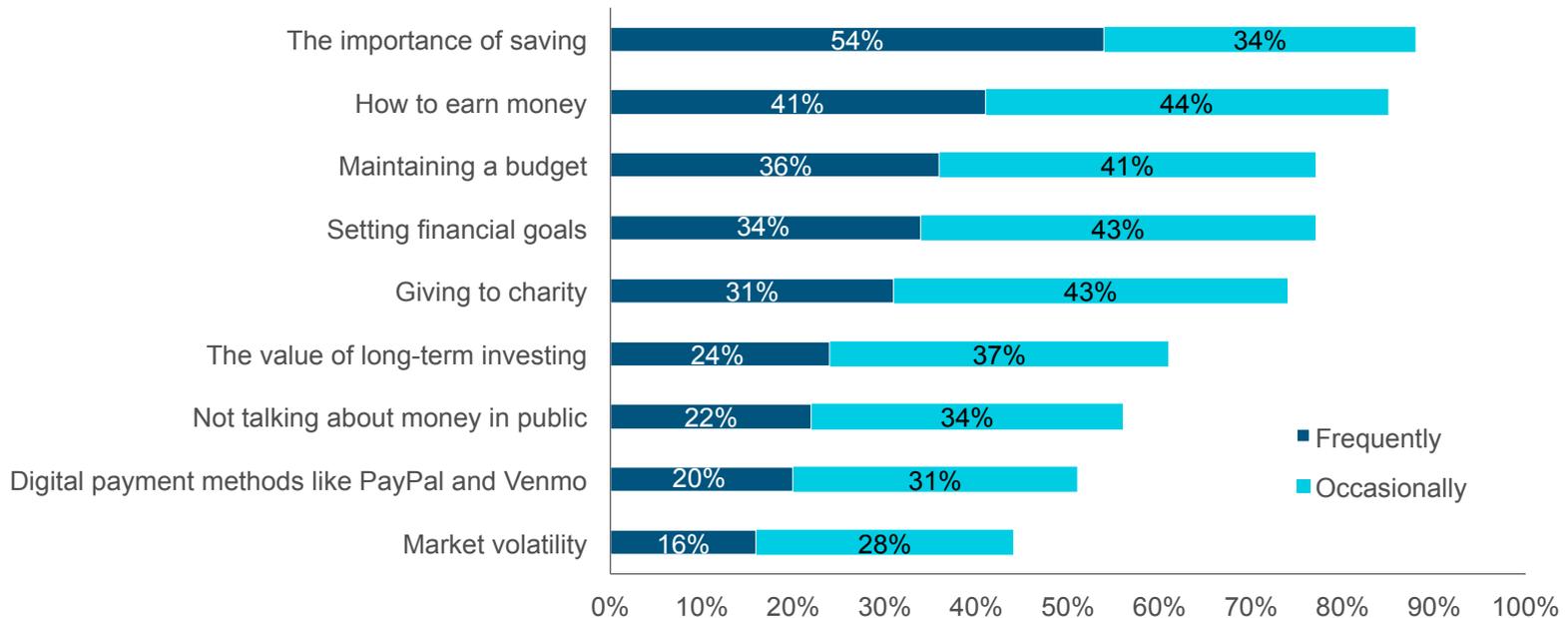


- 69% of parents have some reluctance to discussing financial matters with their kids
- Parents who have declared bankruptcy are more likely than those who haven't to be reluctant to talk to their kids about money (44% vs. 20%)
- Parents who have more than \$5,000 in credit card debt are more likely than those who don't to be reluctant to talk to their kids about money (35% vs. 21%)

Importance of Financial Discussions

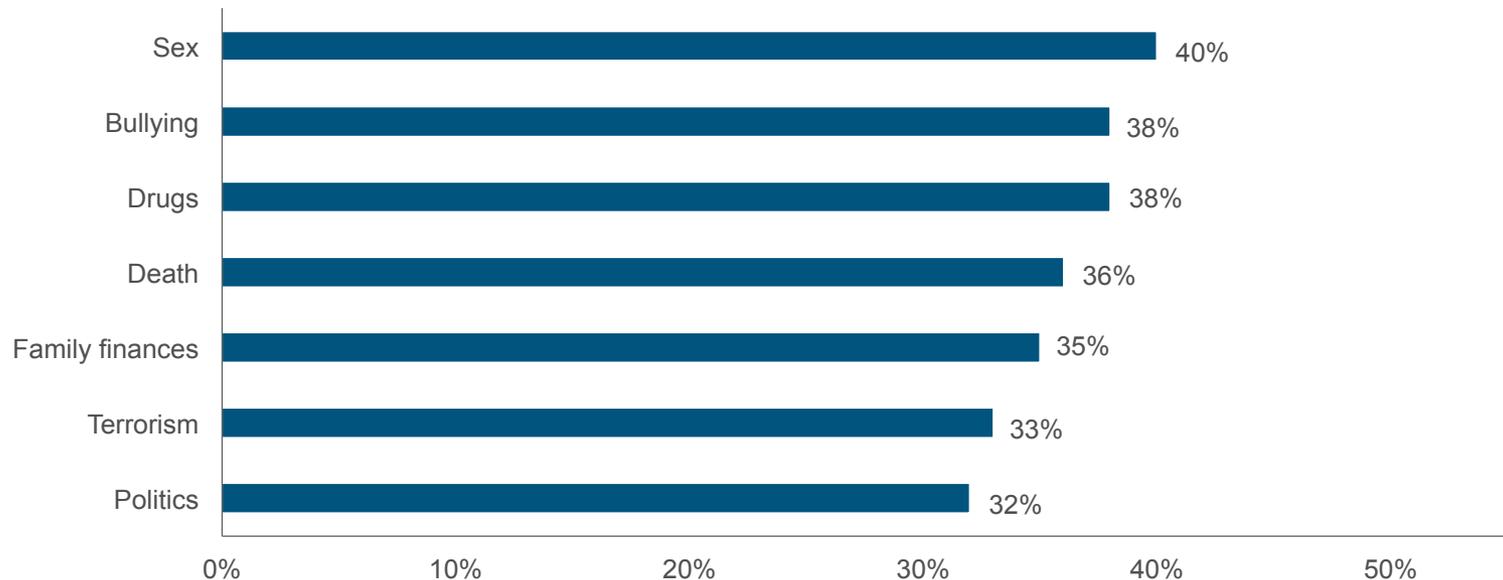
Q50. HOW OFTEN DO YOU DISCUSS EACH OF THE FOLLOWING WITH YOUR KIDS?

(FOUR POINT SCALE – DISPLAYING FREQUENTLY OR OCCASIONALLY)



Uncomfortable Discussions

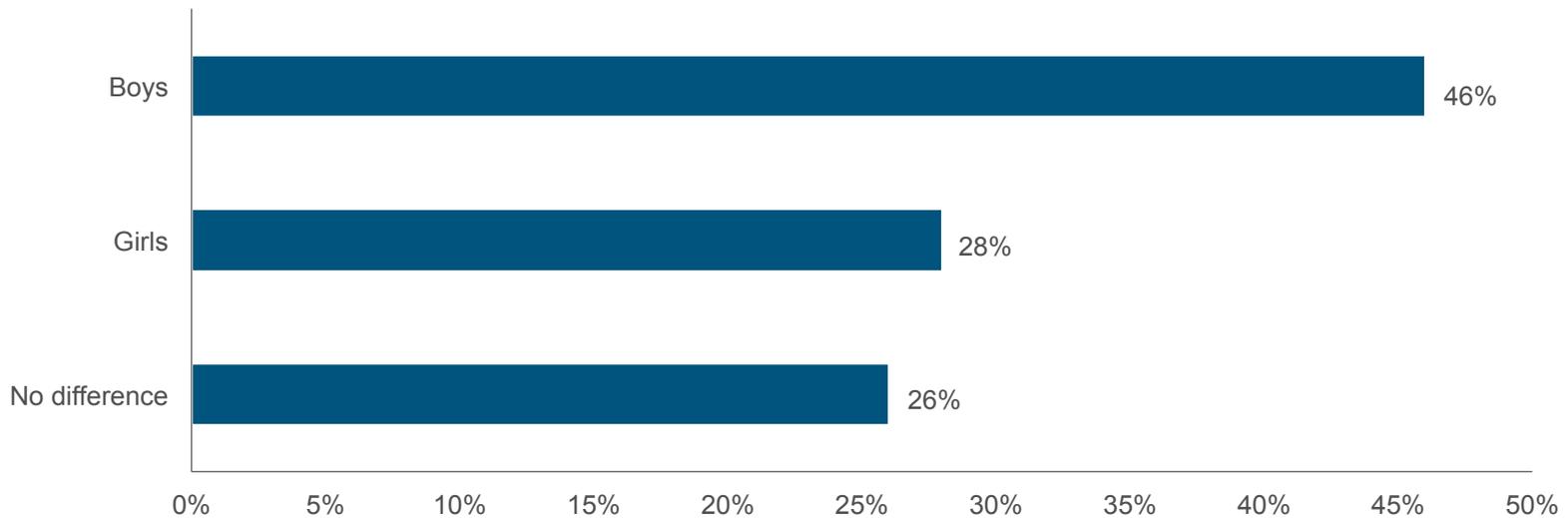
**Q51. HOW UNCOMFORTABLE ARE YOU DISCUSSING EACH OF THE FOLLOWING WITH YOUR KIDS?
(FIVE POINT SCALE – DISPLAYING VERY OR EXTREMELY)**



- Across all topics, millennials are more likely than Gen Xers and baby boomers to be uncomfortable having discussions with their kids

Kids Asking Questions

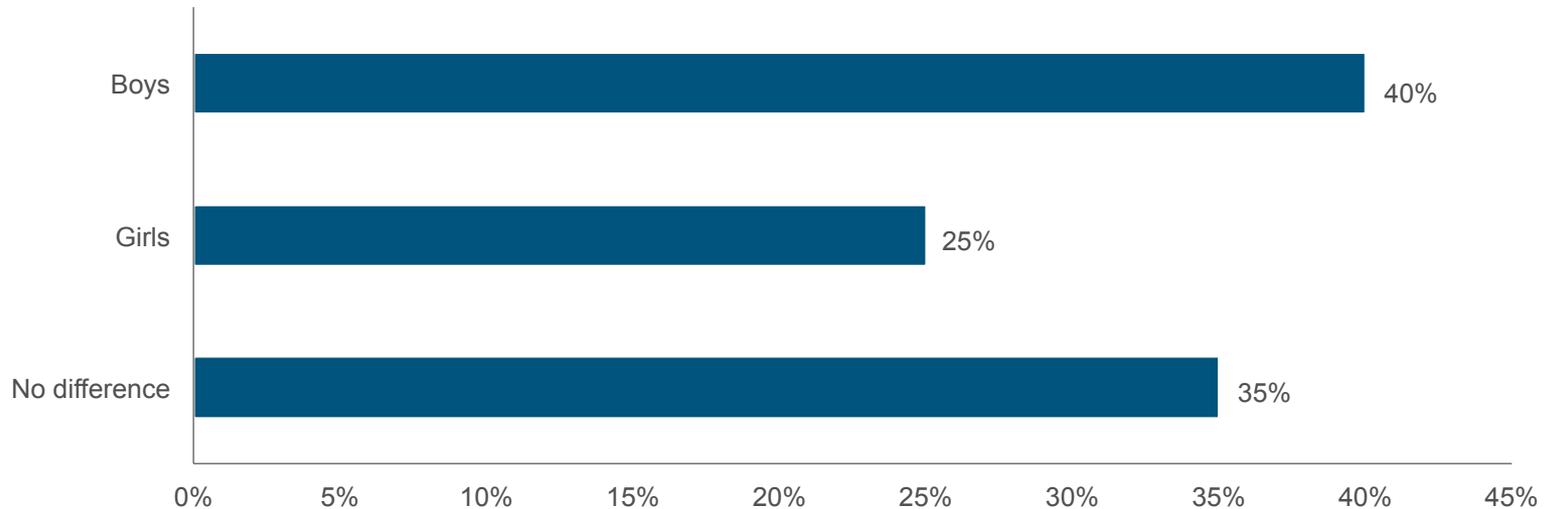
Q54. BASED ON YOUR EXPERIENCE, WHO ASKS ABOUT MONEY MORE?



- Men are more likely than women to say boys ask more about money (57% vs. 28%)

Talking to Boys and Girls

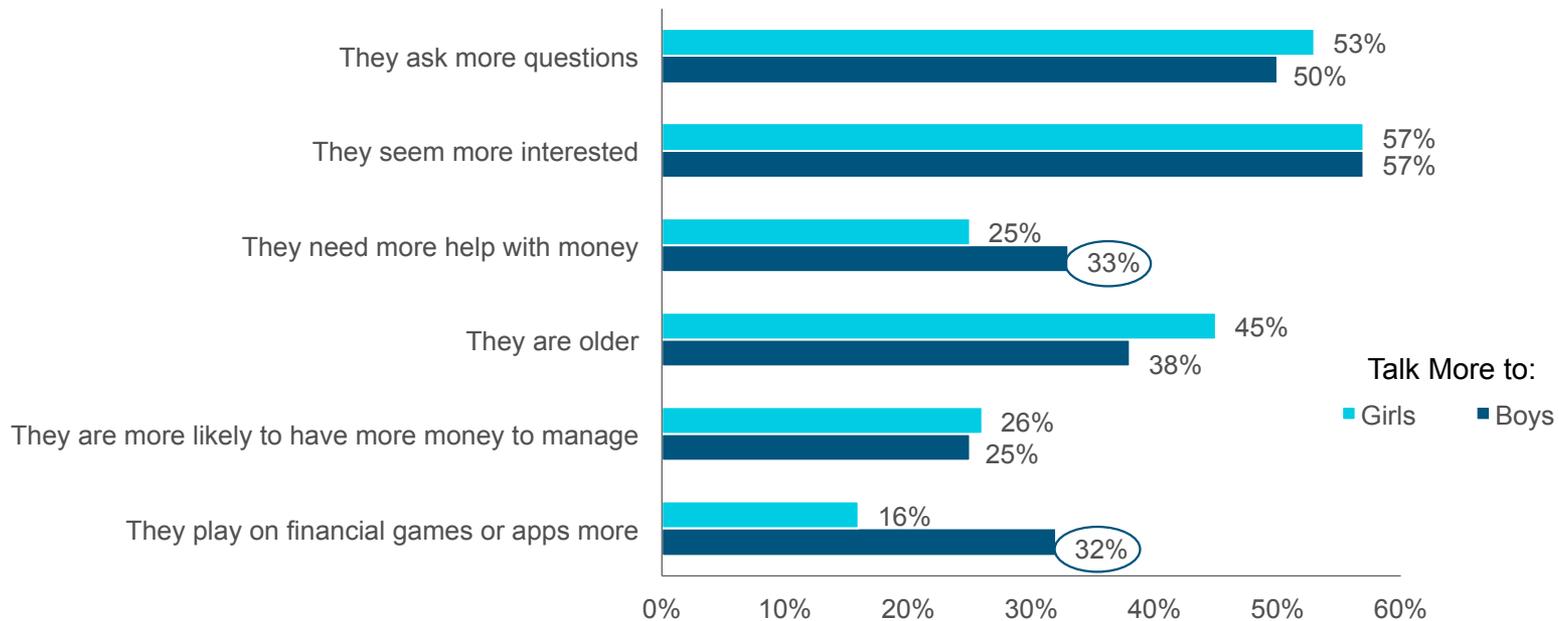
Q55. DO YOU FIND THAT YOU SPEND MORE TIME TALKING ABOUT MONEY WITH YOUR BOY(S) OR GIRL(S)?



- Men are more likely than women to spend more time talking to boys about money (52% vs. 23%)

Talking to Boys and Girls

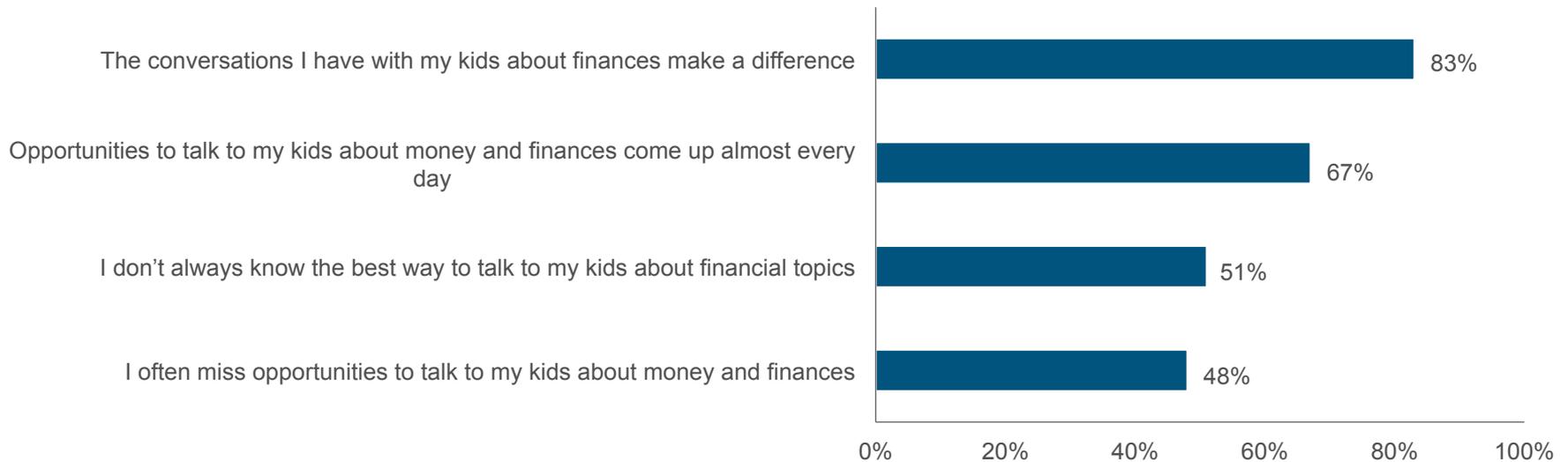
Q56. WHY DO YOU TALK MORE WITH YOUR [BOY(S) OR GIRL(S)]? (CHECK ALL THAT APPLY)



- Parents who talk with boys about finances more than girls are more likely to say boys need help with money and they play more financial games

Attitudes About Financial Discussions

Q57. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)



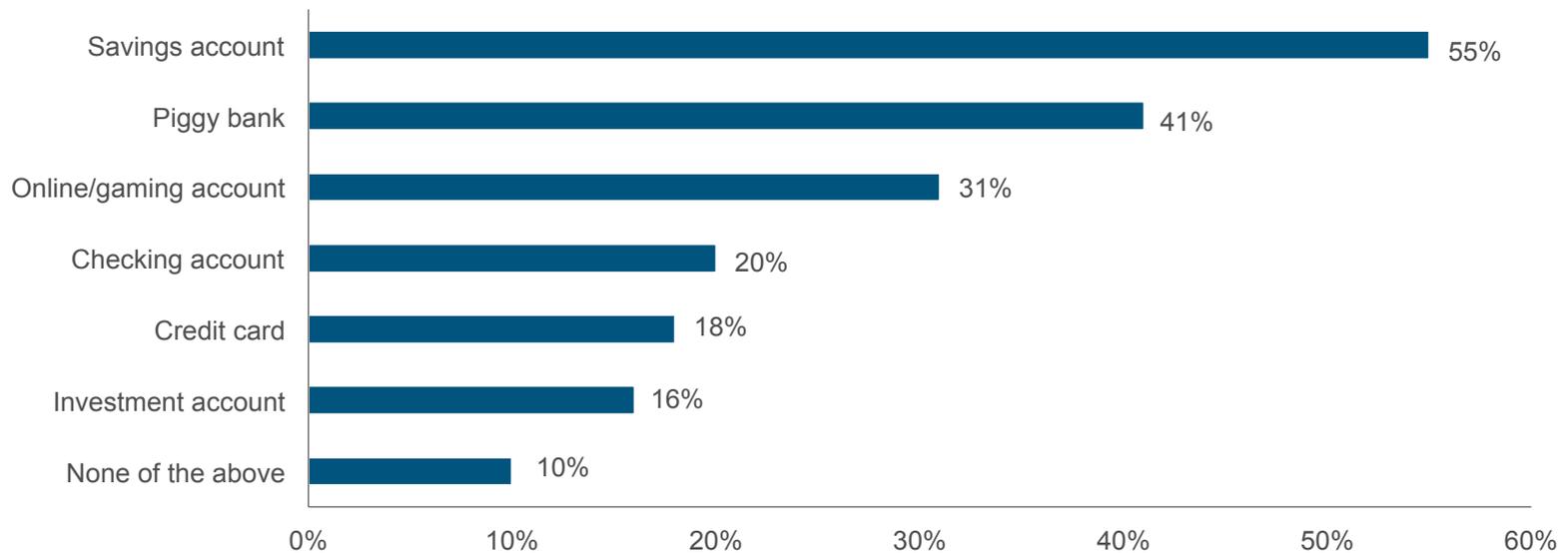
- Men are more likely than women to say they don't always know the best way to talk to kids about financial topics (57% vs. 44%) and they often miss opportunities (54% vs. 41%)
- Millennials are more likely than Gen Xers and baby boomers to say they don't always know the best way to talk to kids about financial topics (56% vs. 48% vs. 38%)



TEACHING KIDS ABOUT FINANCES

Kids' Finances

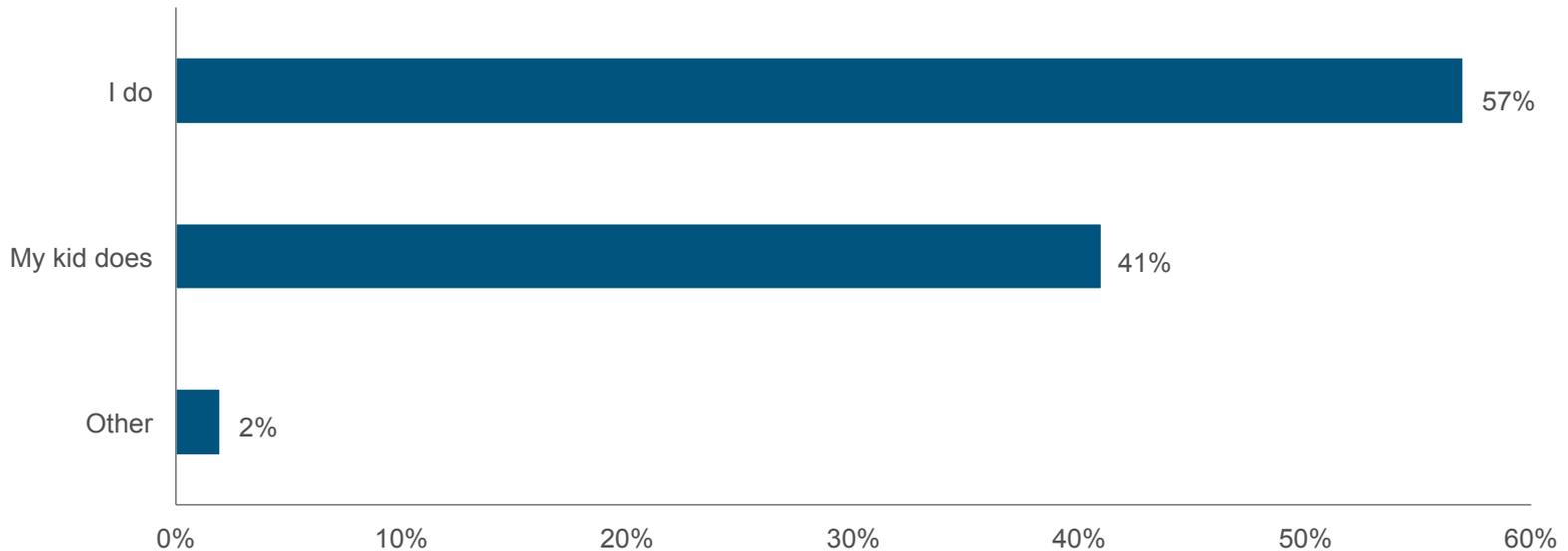
Q60. WHICH OF THE FOLLOWING DO YOUR KIDS HAVE? (CHECK ALL THAT APPLY)



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

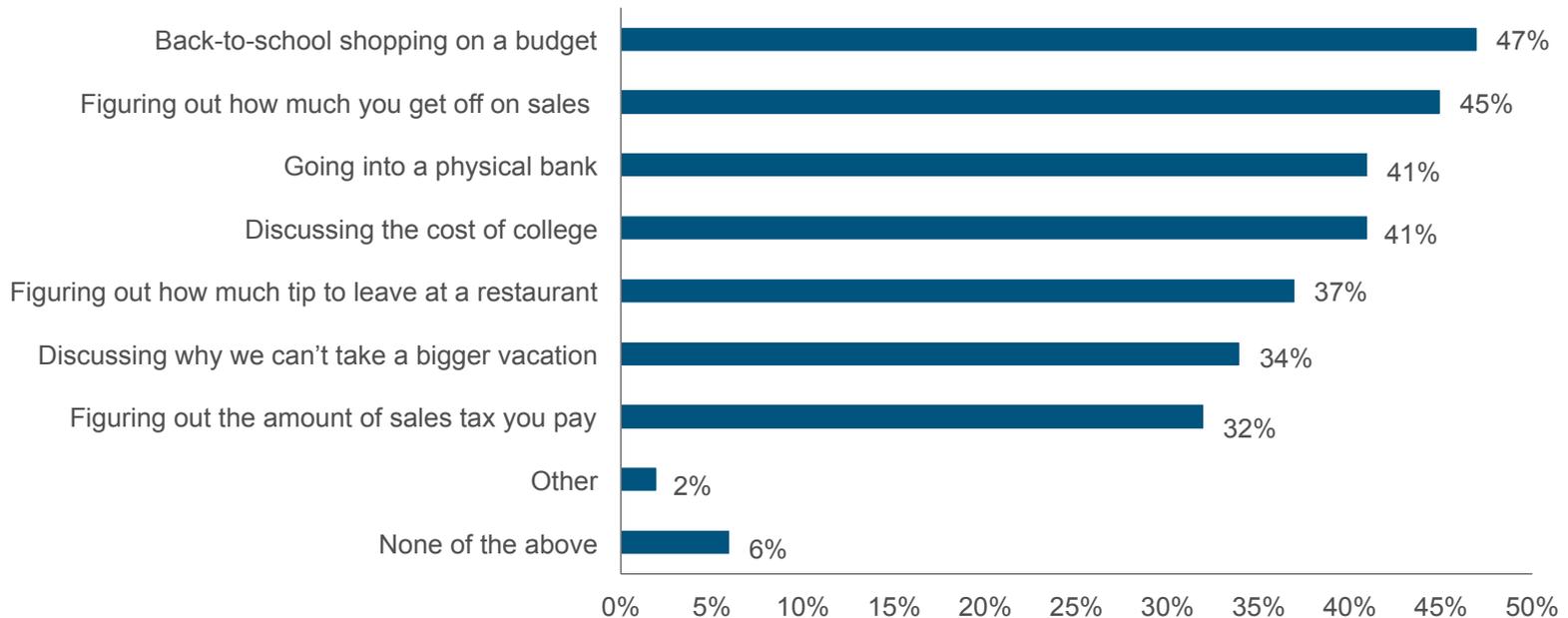
Paying Kids' Credit Card Bill

Q61. WHO PAYS YOUR KID'S CREDIT CARD BILL



Teaching Moments

Q53. WHICH OF THE FOLLOWING HAVE YOU USED AS AN OPPORTUNITY TO TEACH YOUR KIDS ABOUT MONEY? (CHECK ALL THAT APPLY)

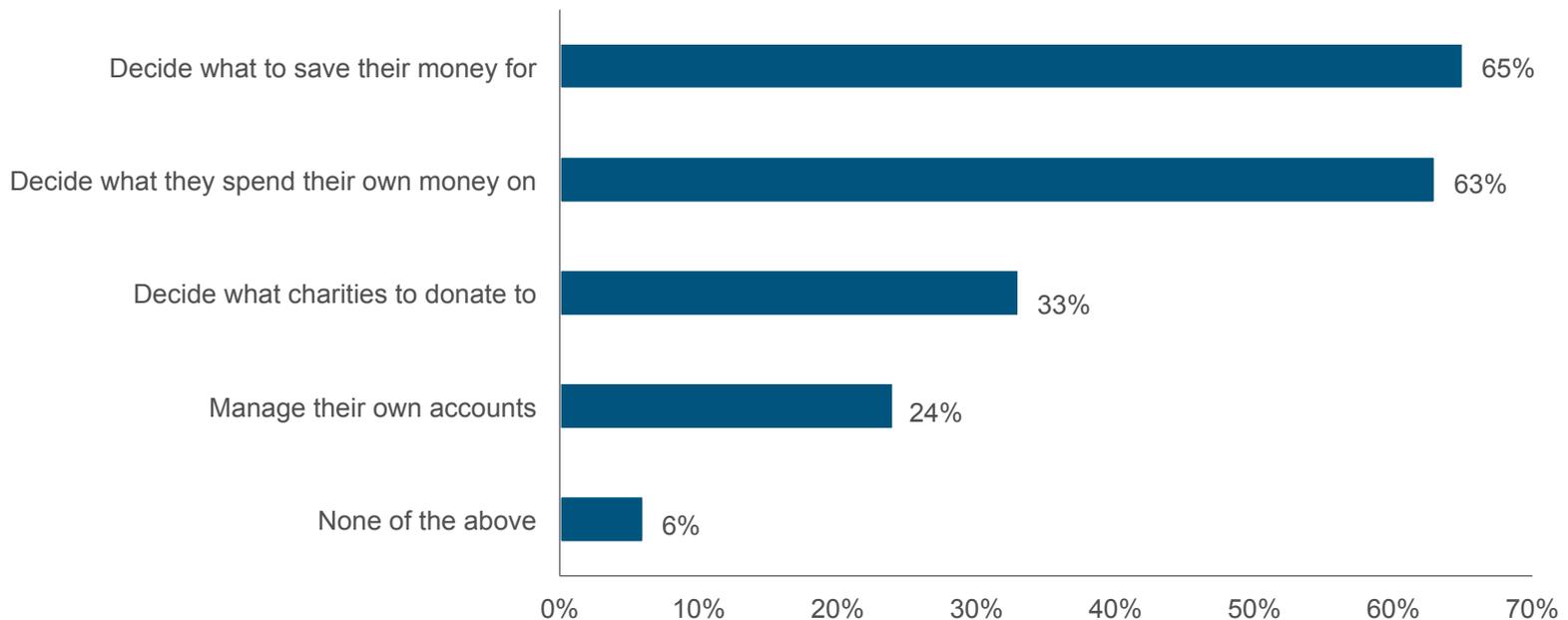


- Women are more likely than men to say figuring out how much to tip (41% vs. 35%), figuring out how much you get off on sales (53% vs. 38%), and back-to-school shopping on a budget (54% vs. 41%)

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

Allowing Kids to Manage Their Own Finances

**Q63. WHICH OF THE FOLLOWING DO YOU ALLOW YOUR KIDS TO DO ON THEIR OWN?
(CHECK ALL THAT APPLY)**

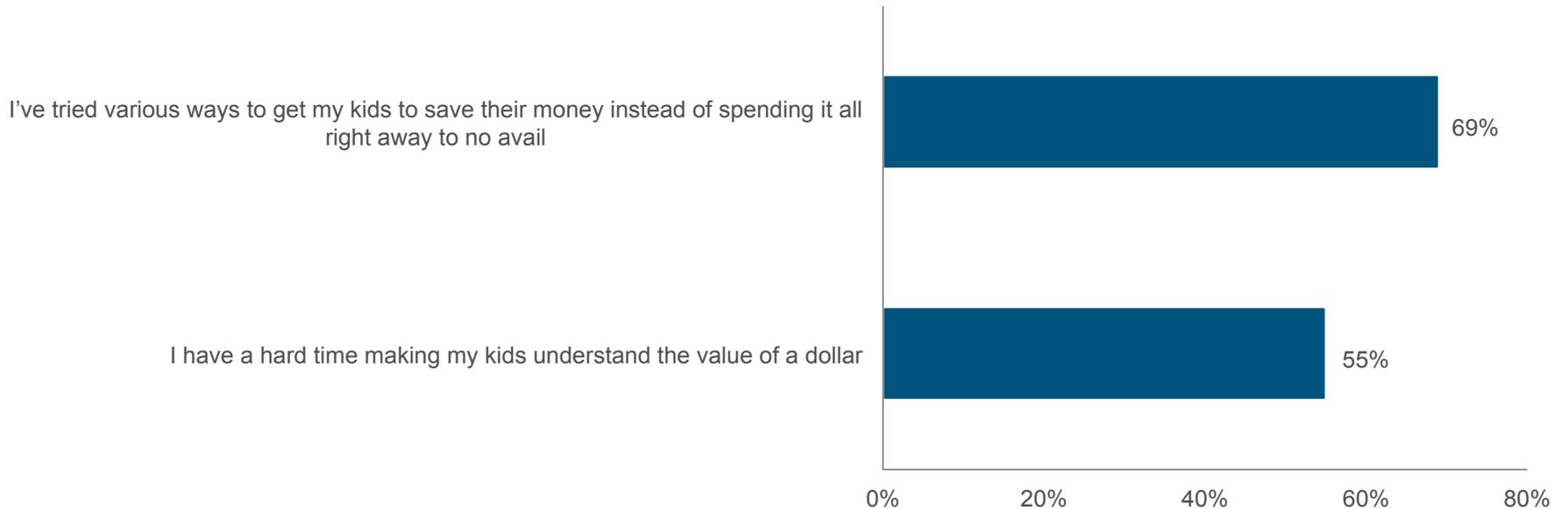


- A total of 44% of parents let their kids decide what to save their own money for AND what to spend their own money on

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

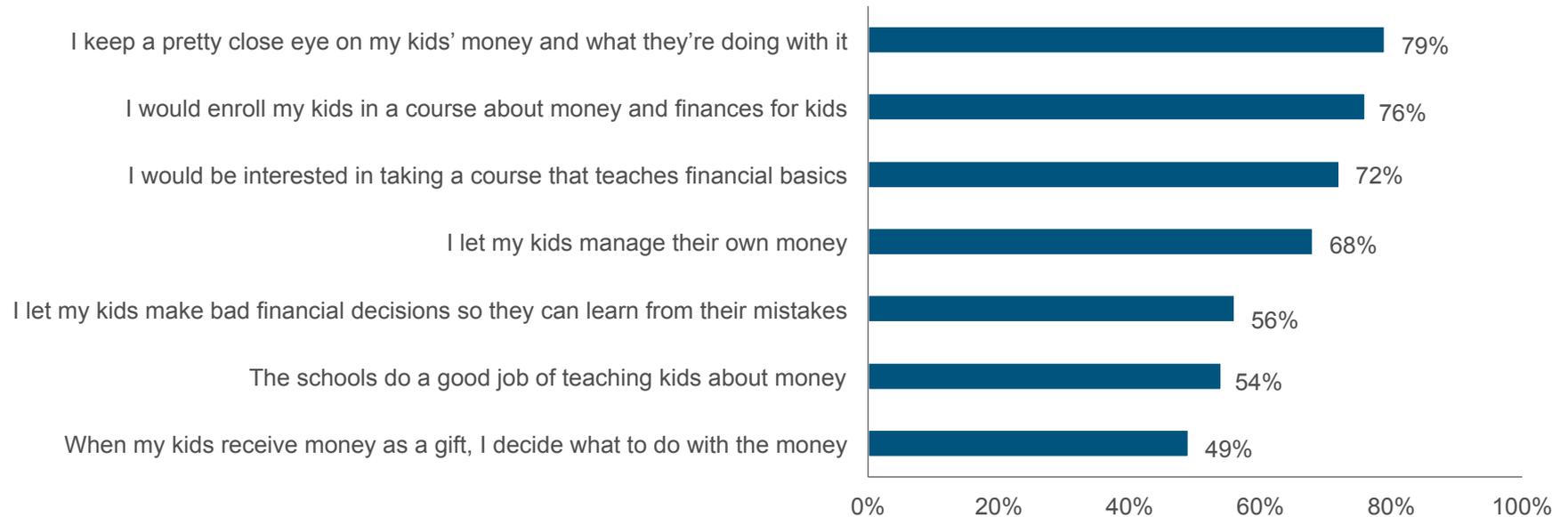
Teaching Kids About Money

Q57. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)



Letting Kids Manage Their Own Money

Q62 & Q64. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)

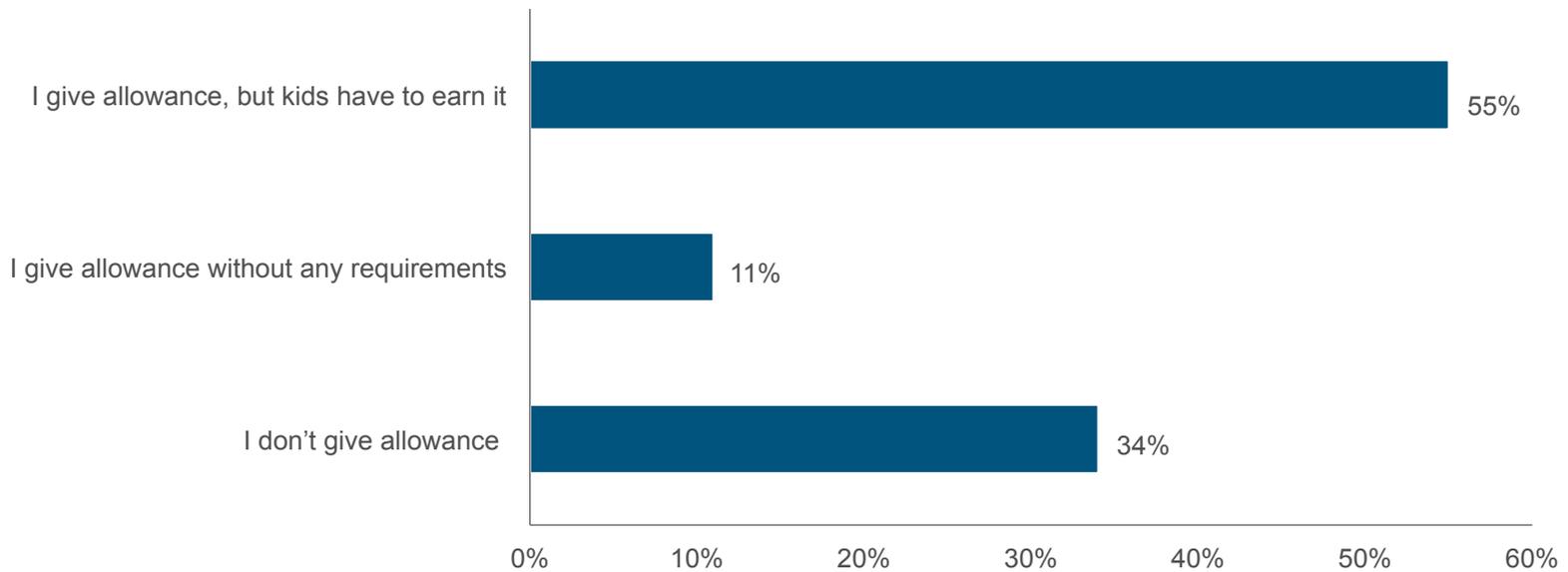




ALLOWANCE

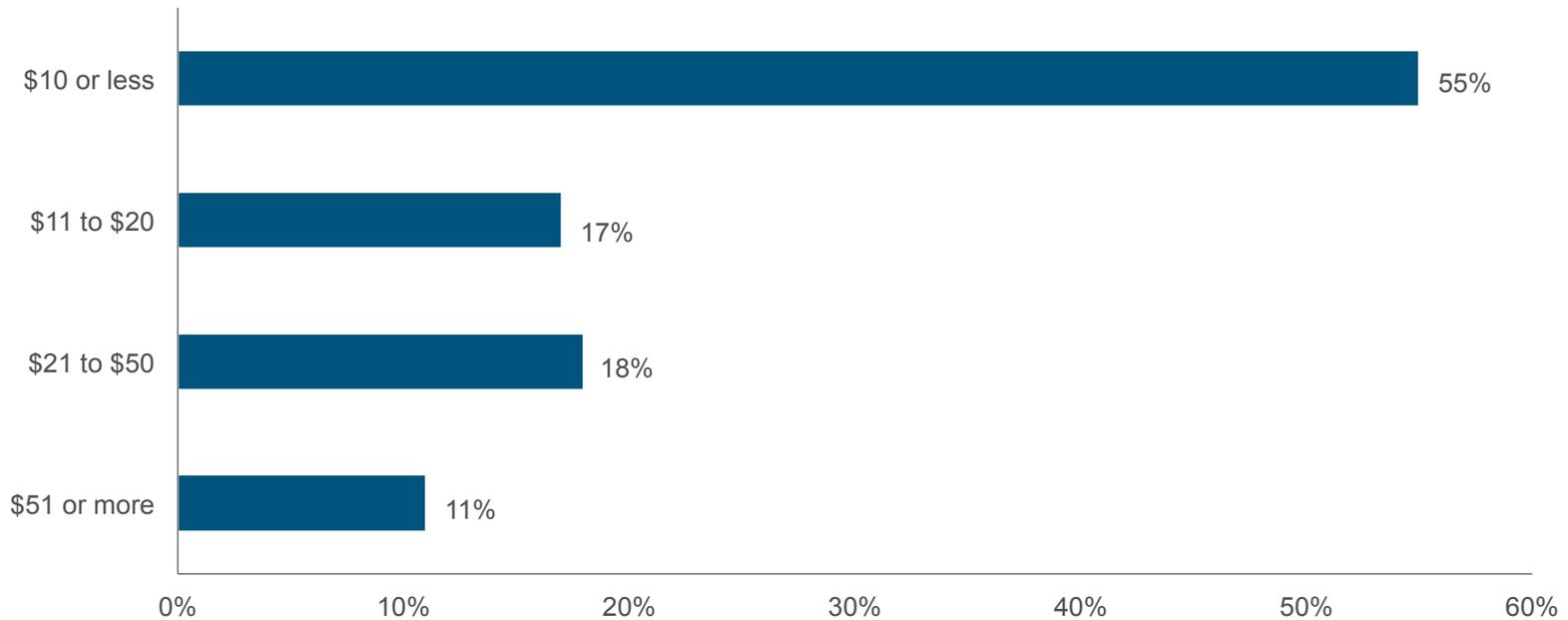
Allowance Approach

Q74. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR APPROACH TO ALLOWANCE?



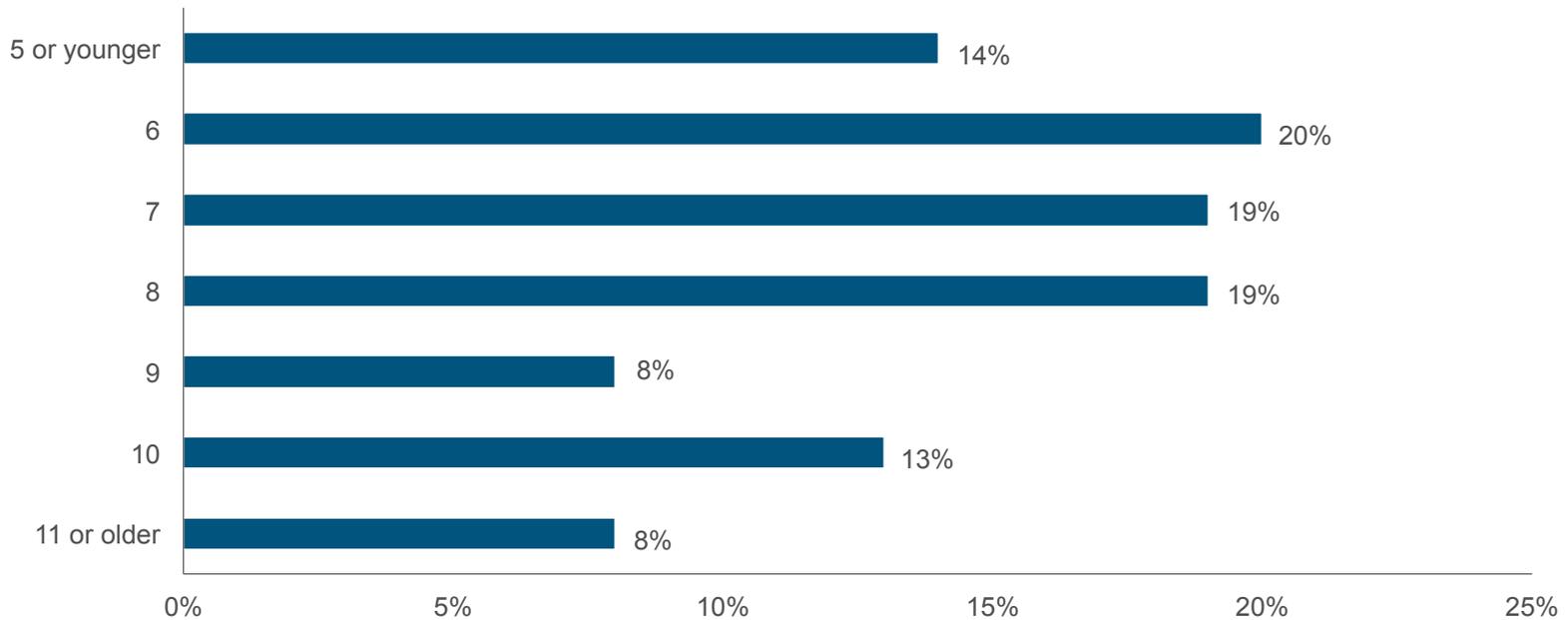
Amount of Allowance

Q76. REGARDLESS OF HOW OFTEN YOU GIVE ALLOWANCE, ON AVERAGE, HOW MUCH DO YOU GIVE PER WEEK?



Age Allowance Begins

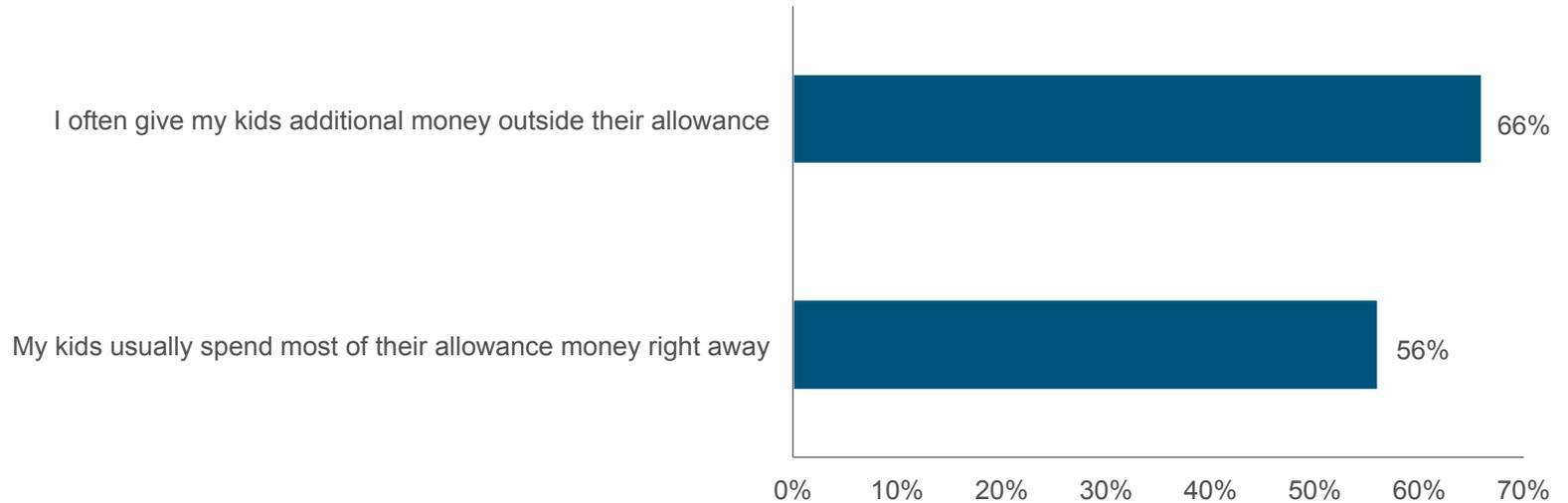
Q77. HOW OLD WERE YOUR KIDS WHEN YOU STARTED GIVING ALLOWANCE?



T. Rowe Price 2017 Parents, Kids & Money Survey
N=669 (Give an allowance)

Allowance

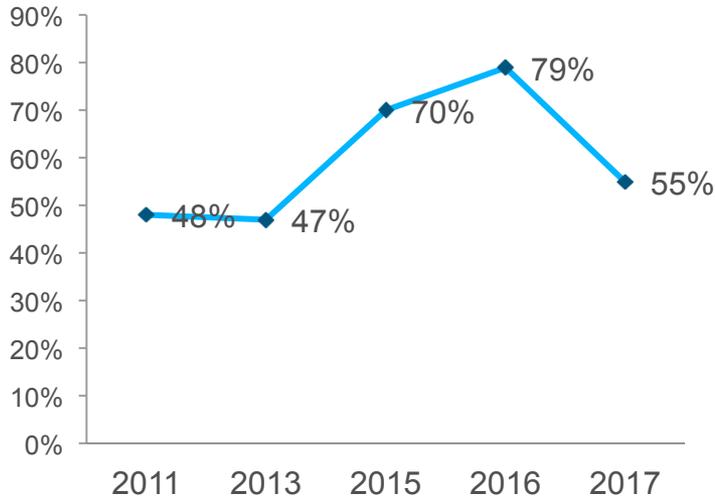
Q78. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)



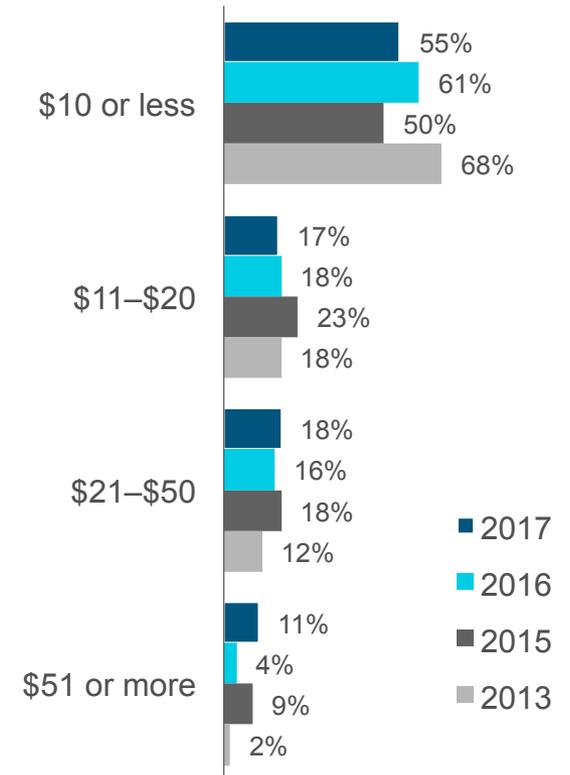
- Men are more likely than women to give kids money outside their allowance (71% vs. 60%), and their kids usually spend their allowance right away (64% vs. 46%)

Allowance Trending

PERCENT OF PARENTS WHO GIVE ALLOWANCE



AVERAGE ALLOWANCE PER WEEK



T. Rowe Price 2017 Parents, Kids & Money Survey
 2017 N=1,104 (Total respondents)
 2016 N=1,086 (Total respondents)
 2015 N=1,000 (Total respondents)
 2013 N=1,014 (Total respondents)
 2011 N=1,008 (Total respondents)

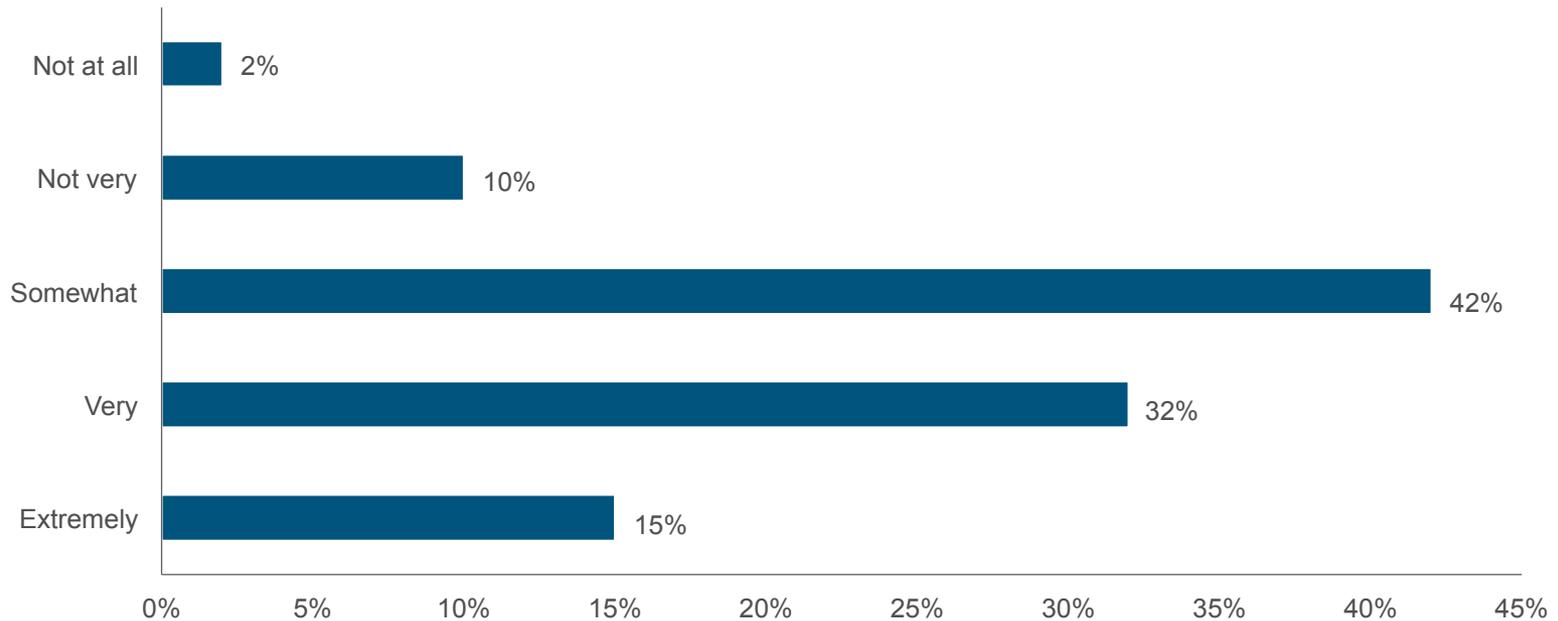
2017 N=669 (Give an allowance)
 2016 N=855 (Give an allowance)
 2015 N=703 (Give an allowance)
 2013 N=472 (Give an allowance)



KIDS RESPONSES

Kids' Knowledge of Money

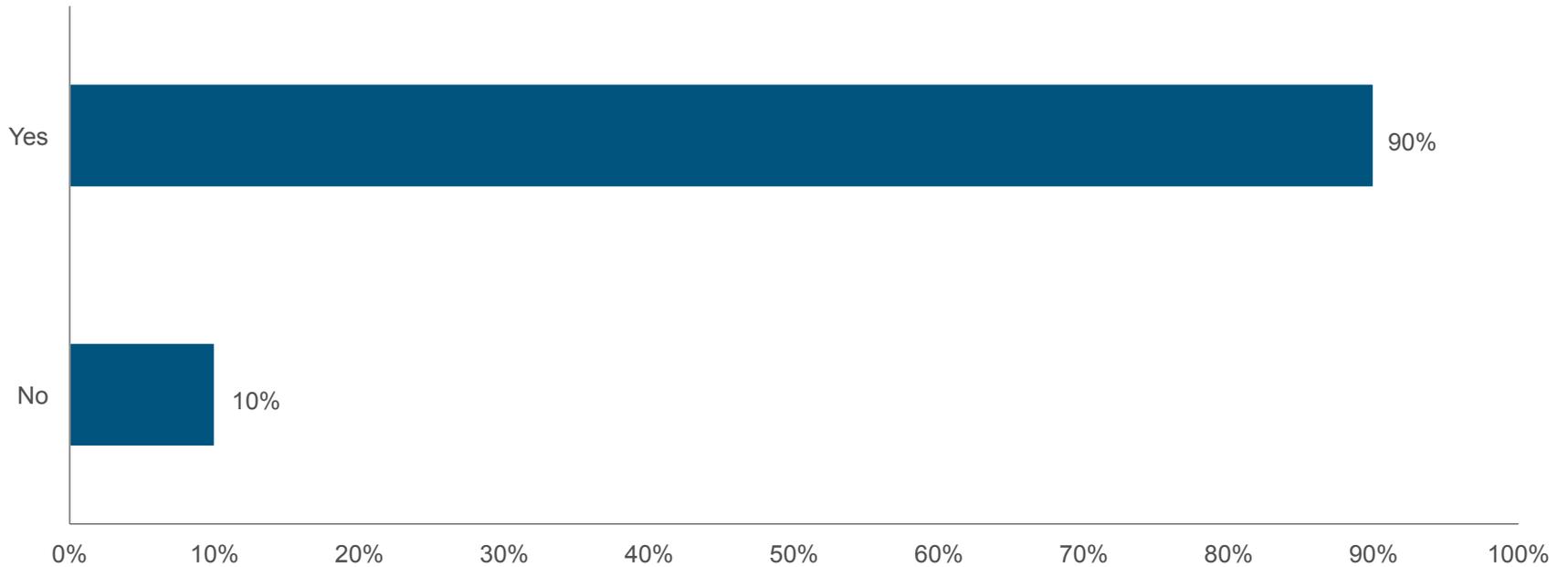
Q83. OVERALL, HOW SMART ARE YOU ABOUT MONEY?



- Boys are more likely than girls to say very/extremely (50% vs. 41%)

Kids' Savings Habits

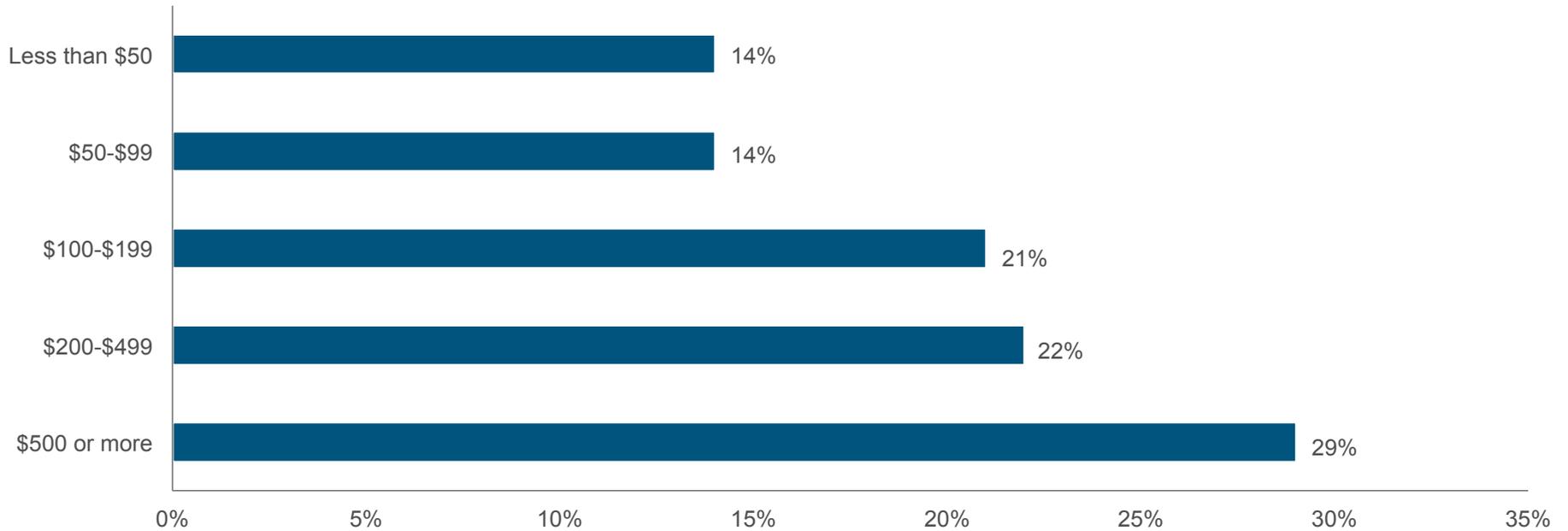
Q84. DO YOU HAVE ANY MONEY SAVED?



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

Kids' Savings Habits

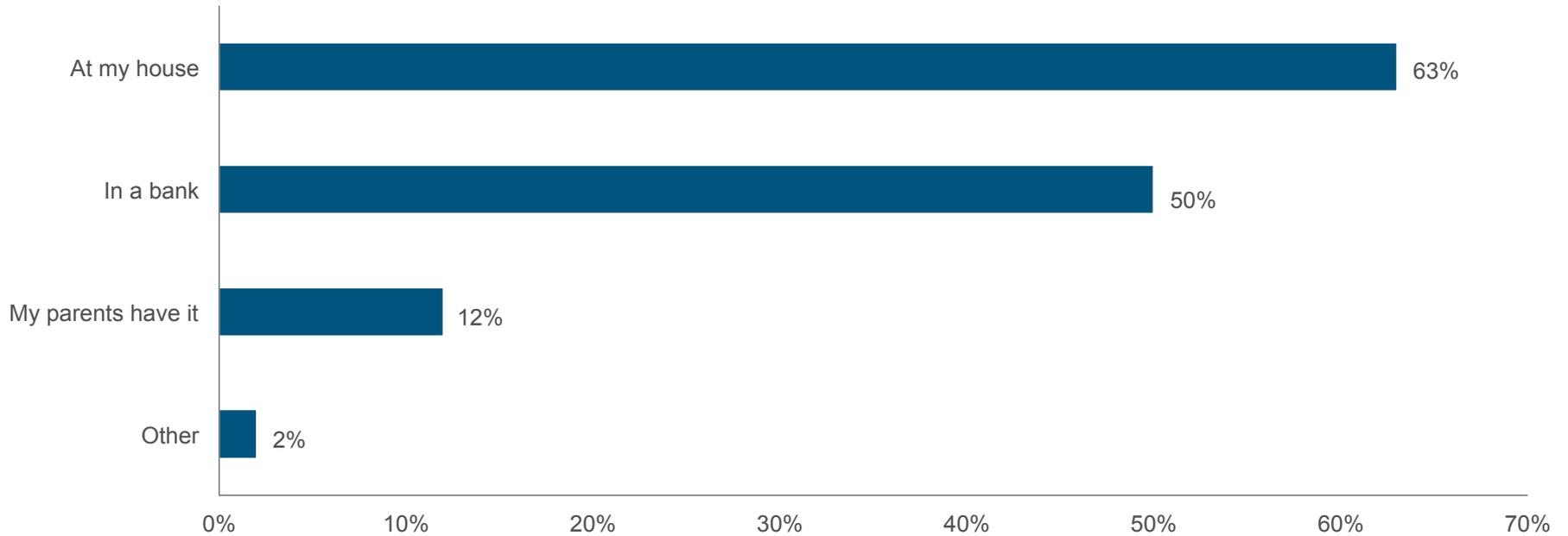
Q85. ABOUT HOW MUCH DO YOU HAVE SAVED?



T. Rowe Price 2017 Parents, Kids & Money Survey
N=917 (Have money saved)

Kids' Savings Habits

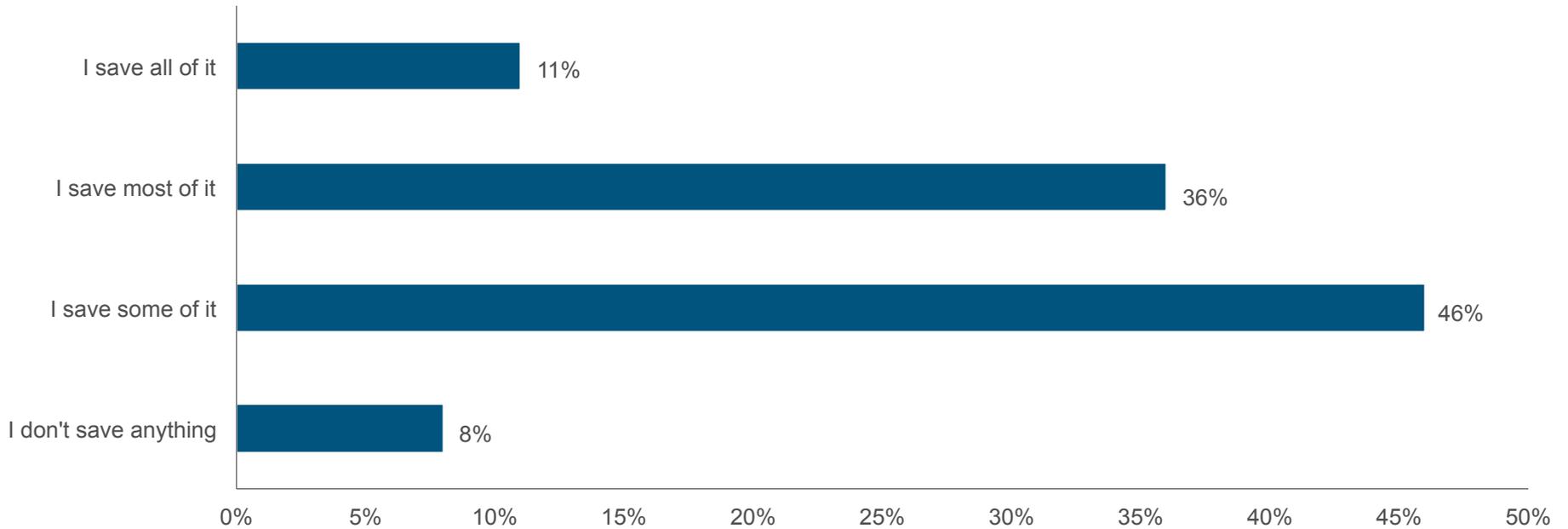
Q86. WHERE DO YOU KEEP THE MONEY YOU HAVE SAVED? (CHECK ALL THAT APPLY)



T. Rowe Price 2017 Parents, Kids & Money Survey
N=917 (Have money saved)

Kids' Savings Habits

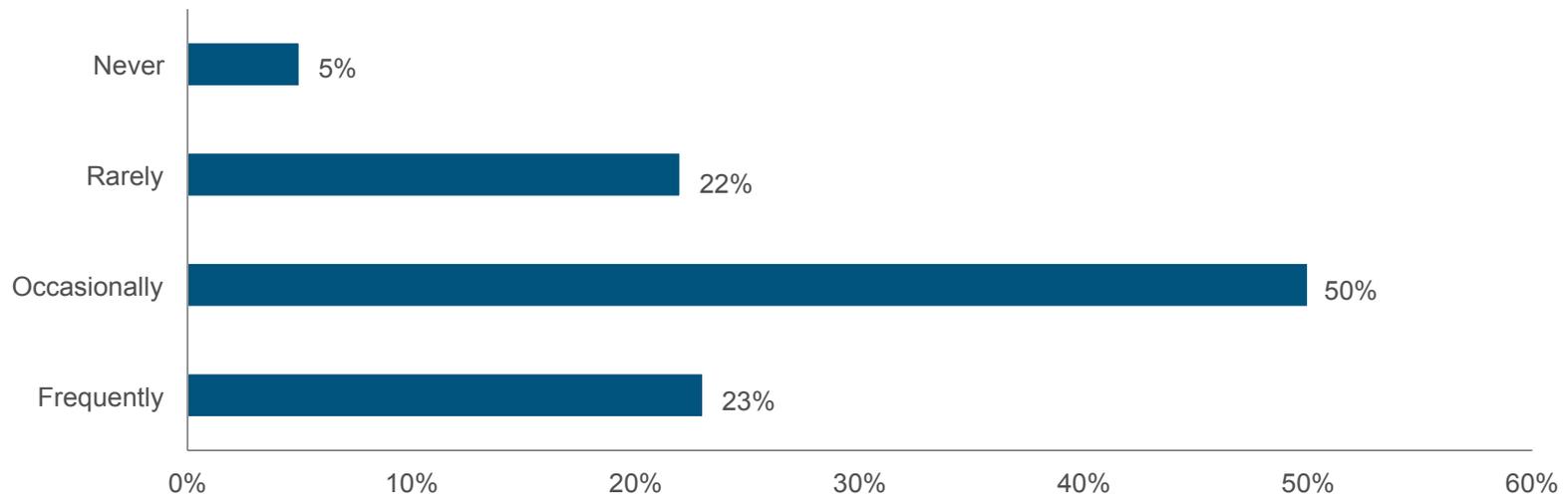
Q87. OF ALL THE MONEY YOU GET, HOW MUCH DO YOU SAVE?



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

Frequency of Financial Conversations

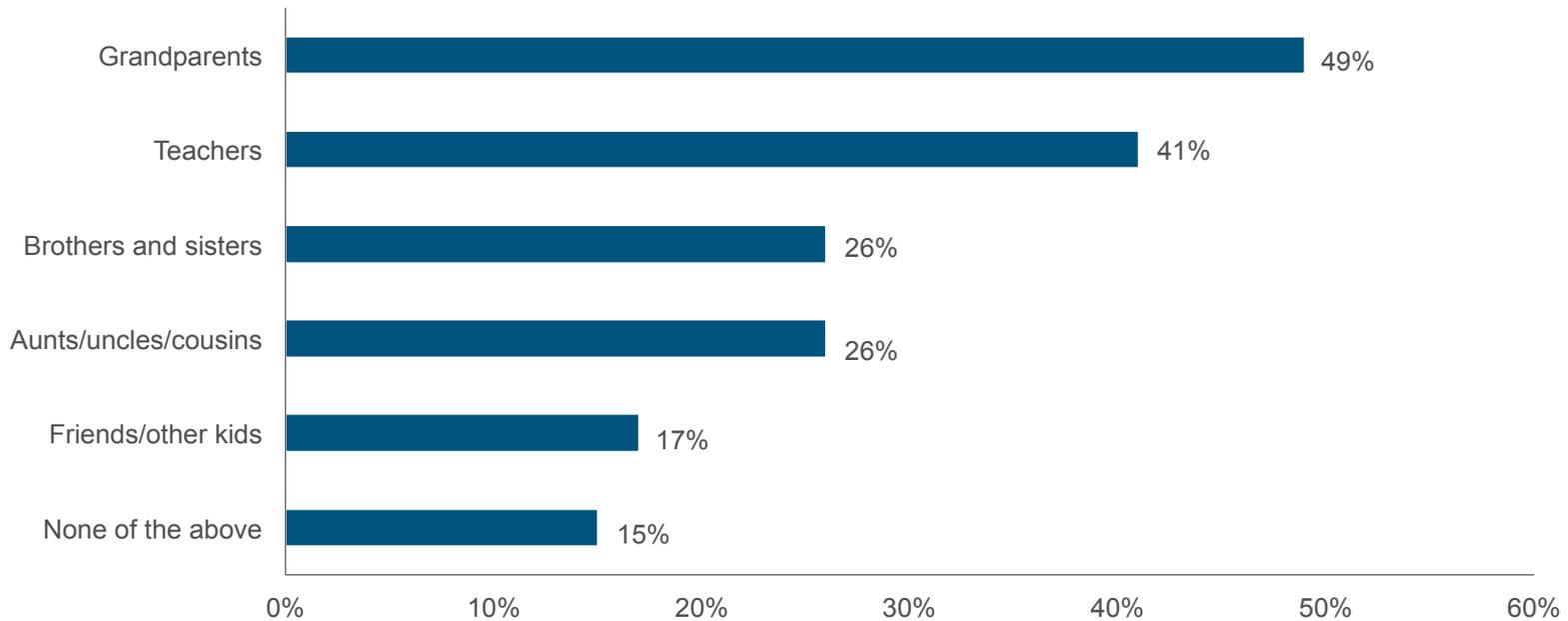
Q90. HOW OFTEN DO YOU TALK WITH YOUR PARENTS ABOUT MONEY AND FINANCES?



- Kids whose parents let them decide how to manage their money are more likely than those whose parents don't let them decide to have occasional/frequent conversations with their parents (76% vs. 70%)

Learning About Money From Others

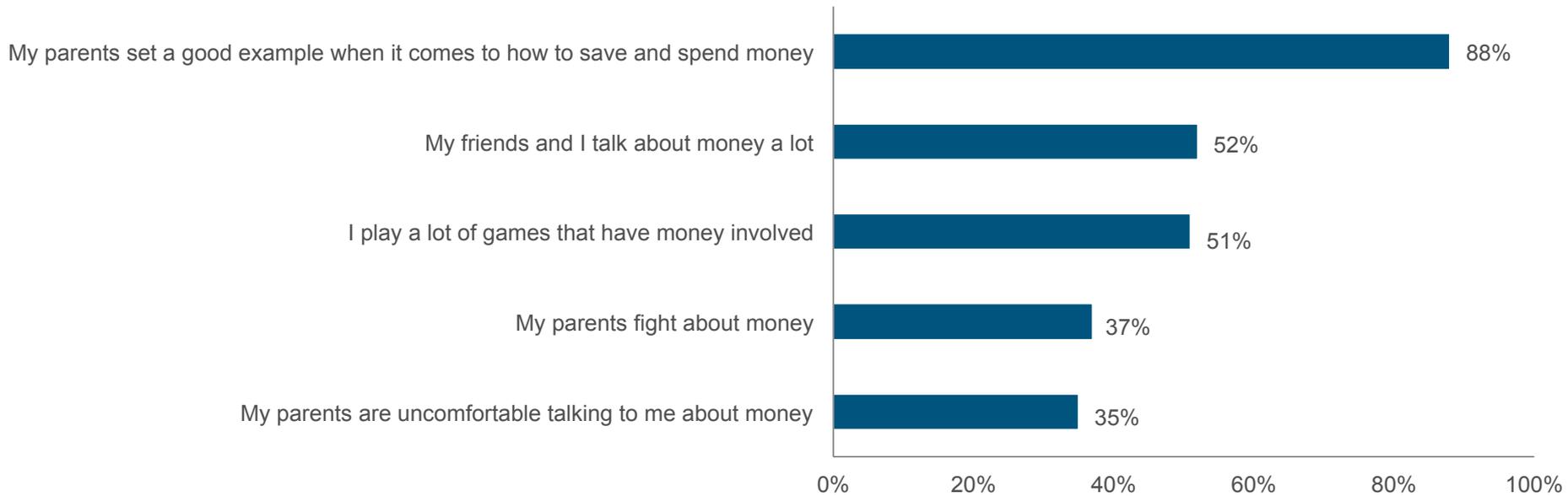
Q91. WHO ELSE BESIDES YOUR PARENTS TALKS TO YOU OR TEACHES YOU ABOUT MONEY AND FINANCES? (CHECK ALL THAT APPLY)



- Kids whose parents let them decide how to manage their money are more likely than those whose parents don't let them decide to learn from grandparents (55% vs. 44%), teachers (45% vs. 37%), and other family members (32% vs. 22%)

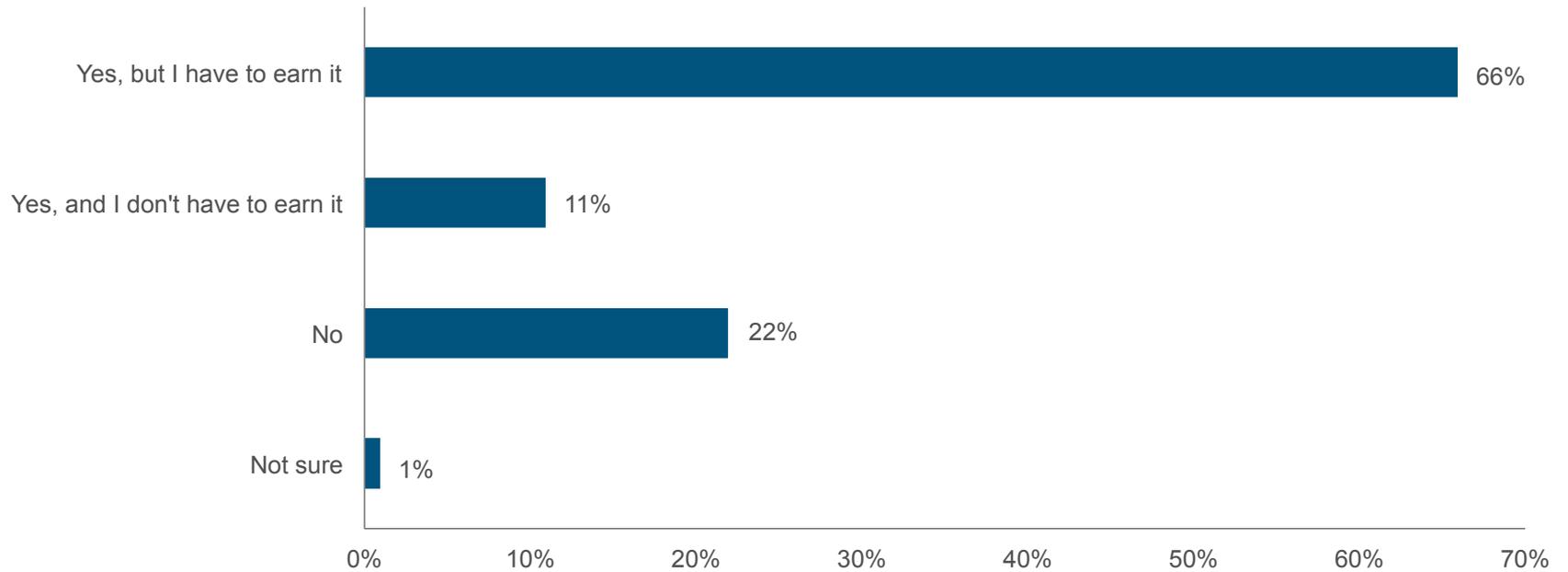
Kid Attitudes and Perceptions

Q92. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (DISPLAYING PERCENT THAT AGREE)



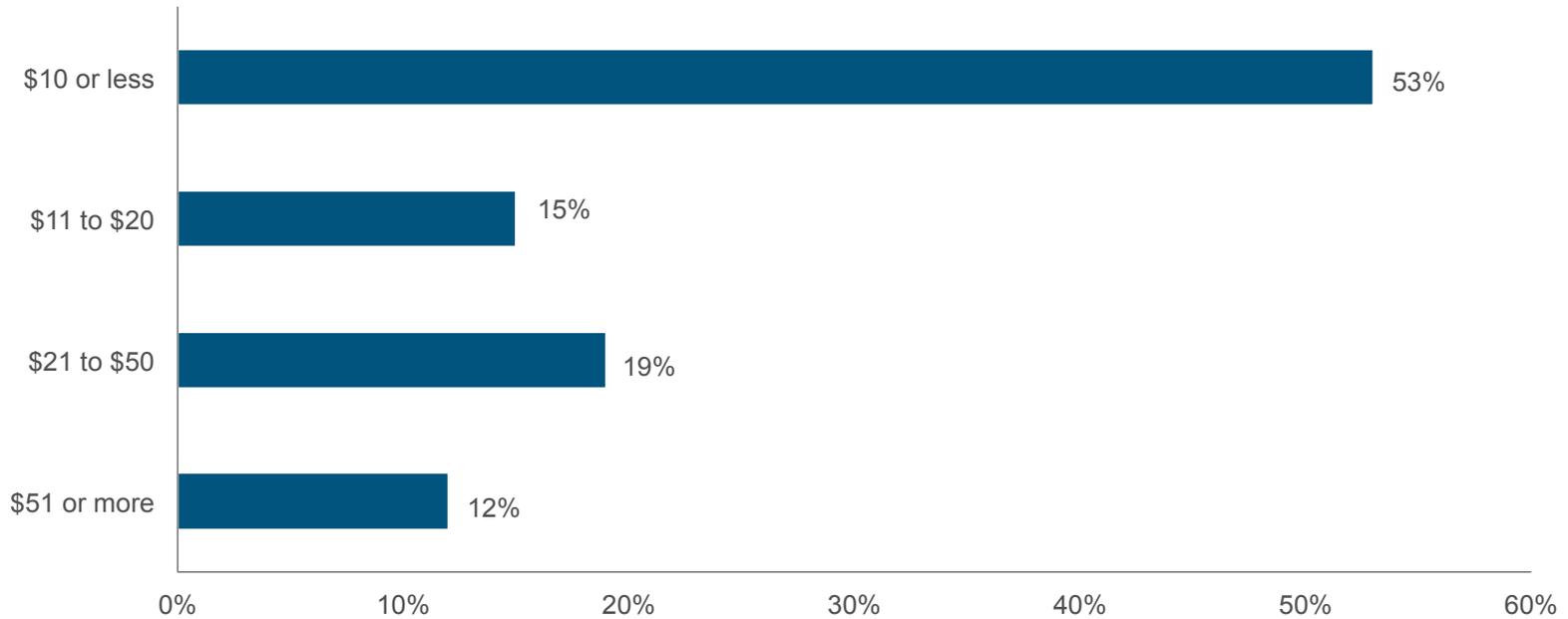
Allowance

Q93. DO YOU GET AN ALLOWANCE?



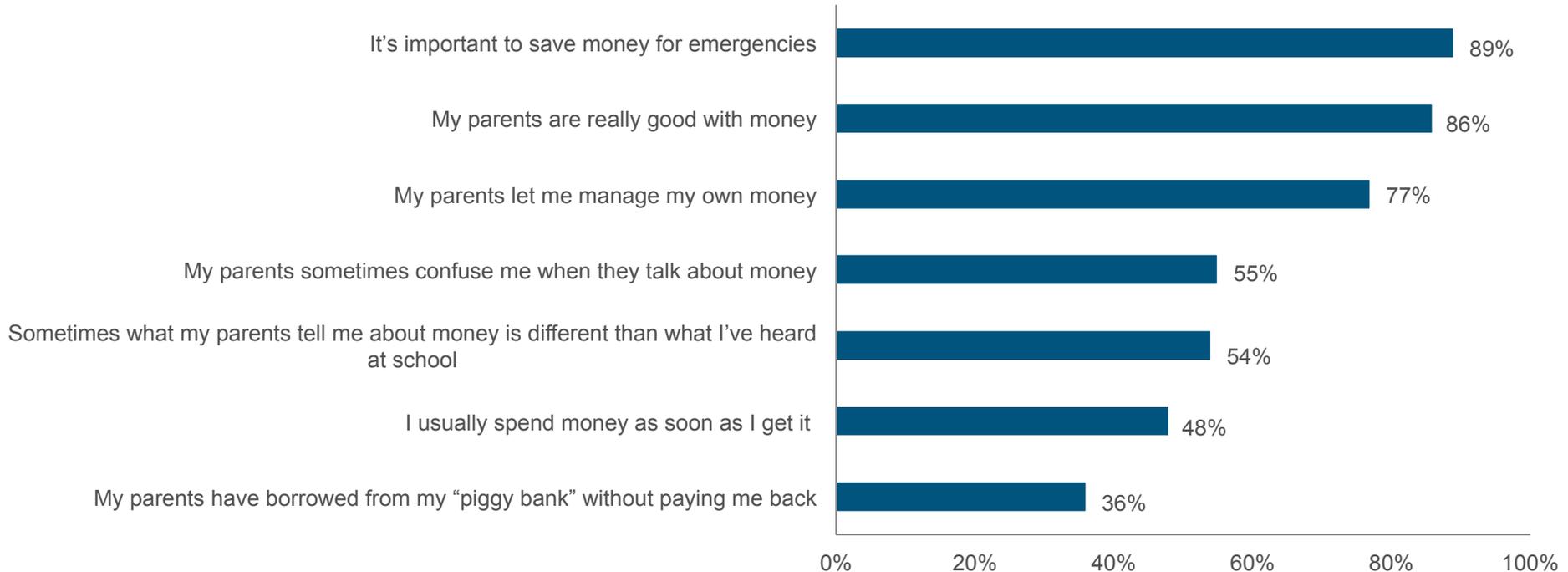
Amount of Allowance

Q95. ON AVERAGE, HOW MUCH ALLOWANCE DO YOU GET PER WEEK?



Money Management

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

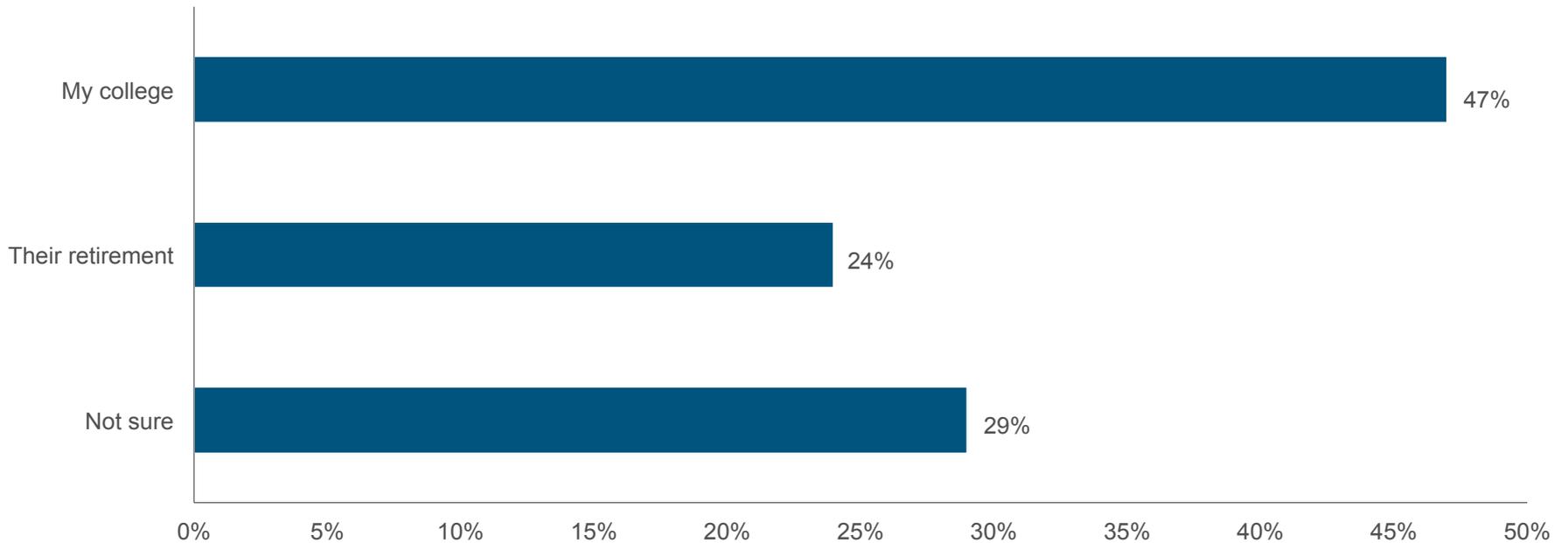


- Kids whose parents let them decide how to manage their money are less likely than those whose parents don't let them decide to spend their money as soon as they get it (40% vs. 53%)
- Parents who have declared bankruptcy are more likely than those who haven't to have kids who say parents confuse them when talking about money (76% vs. 51%) and that what their parents tell them about money is sometimes different than what they hear at school (70% vs. 53%)

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

Perceived Savings Priorities

Q100. DO YOU THINK IT'S MORE IMPORTANT FOR YOUR PARENTS TO SAVE FOR THEIR RETIREMENT OR YOUR COLLEGE?



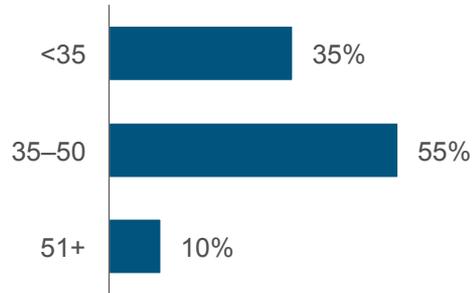
T. Rowe Price 2017 Parents, Kids & Money Survey
N=1,014 (Total respondents)



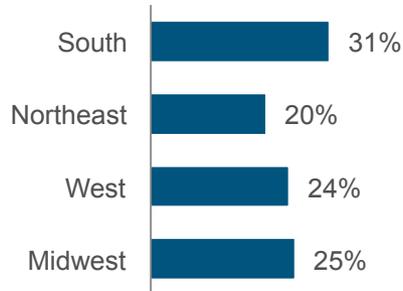
RESPONDENT PROFILE

Respondent Profile

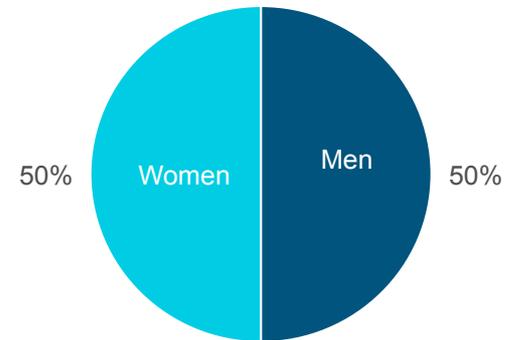
Q1. AGE



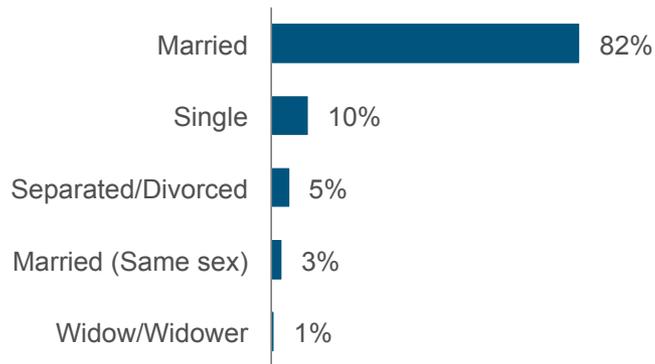
Q2. REGION



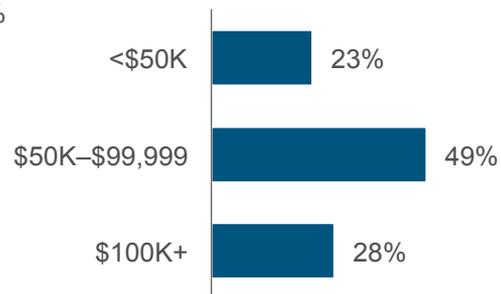
Q3. GENDER



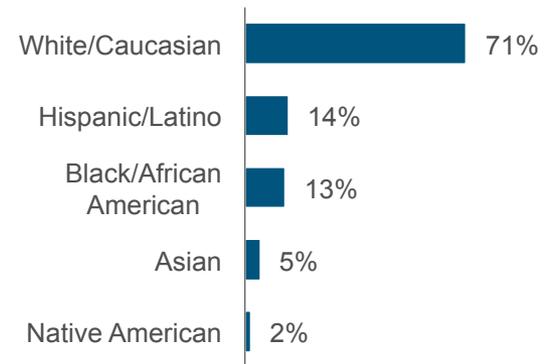
Q4. MARITAL STATUS



Q5. HOUSE HOLD INCOME

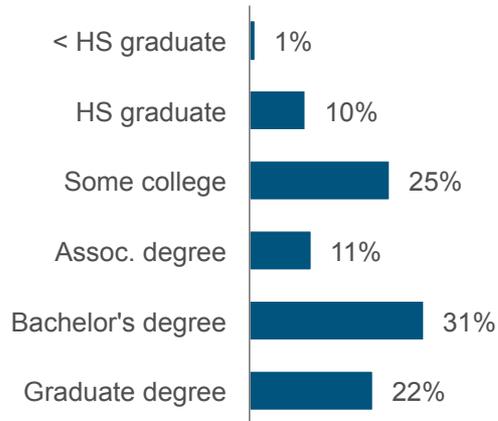


Q6. RACE/ETHNICITY (Check all that apply)



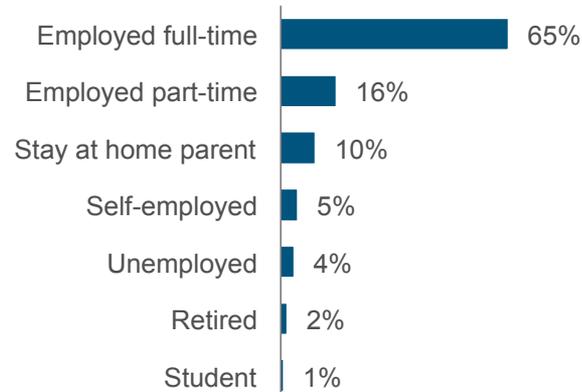
Respondent Profile

Q7. EDUCATION LEVEL

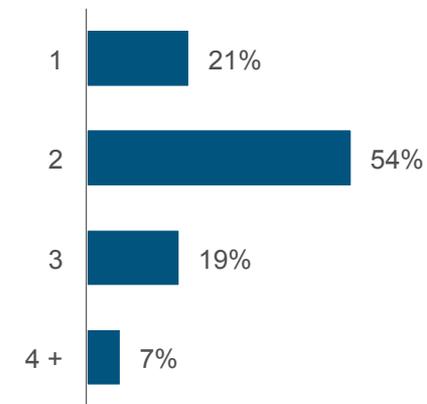


Q8. EMPLOYMENT STATUS

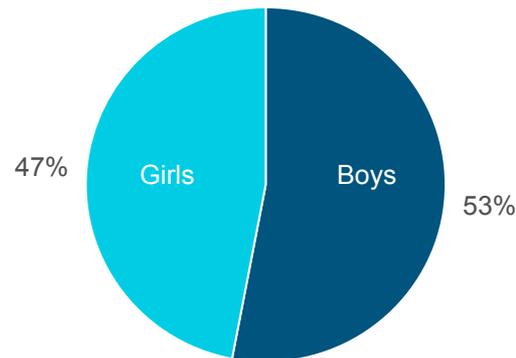
(Check all that apply)



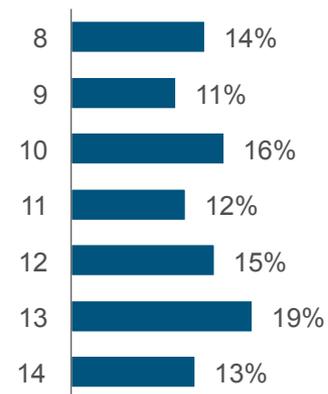
Q9. # KIDS IN HH



Q11. KID GENDER

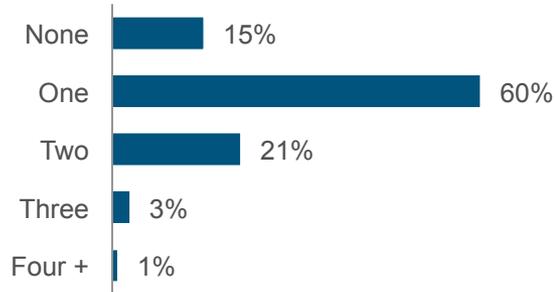


Q12. KID AGE

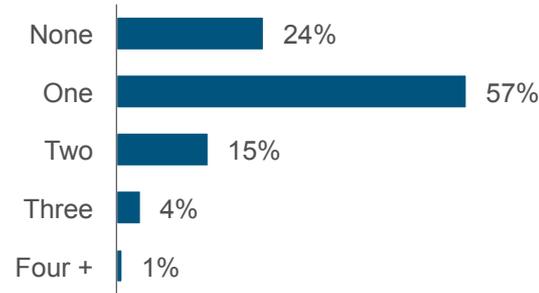


Respondent Profile

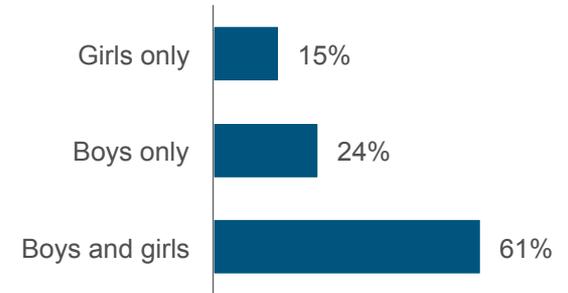
BOYS IN HOUSEHOLD



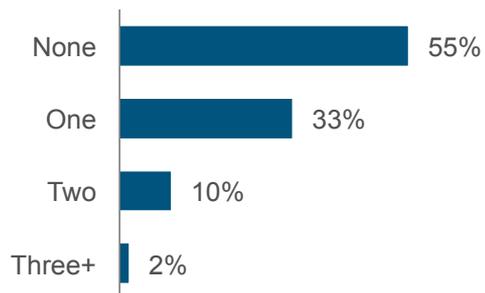
GIRLS IN HOUSEHOLD



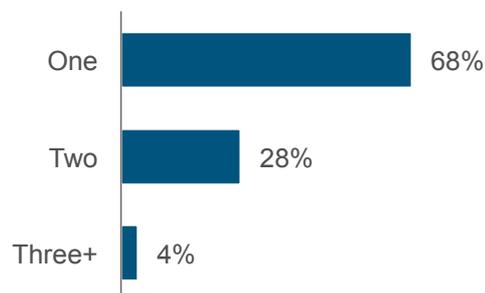
KID GENDER MIX



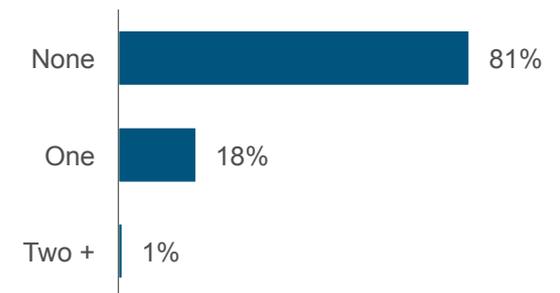
KIDS < 8 IN HH



KIDS 8-14 IN HH



KIDS > 14 IN HH





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 January 18, 2017, through January 26, 2017, 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 Research Now.