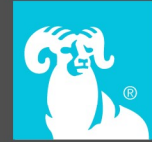




Detailed Results

**11TH ANNUAL PARENTS, KIDS  
& MONEY SURVEY—COLLEGE  
SAVINGS RESULTS**

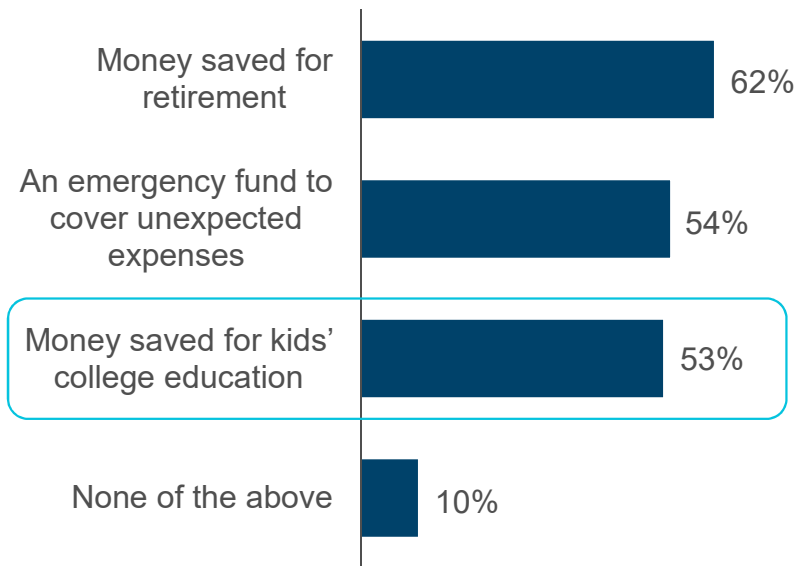


# PARENT RESPONSES

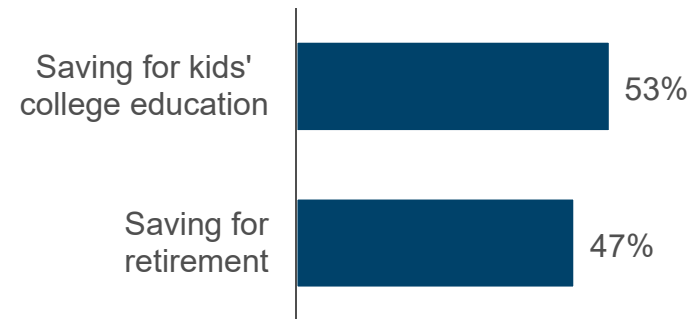


# College Savings

Q28. Which of the following do you have?  
(Check all that apply)



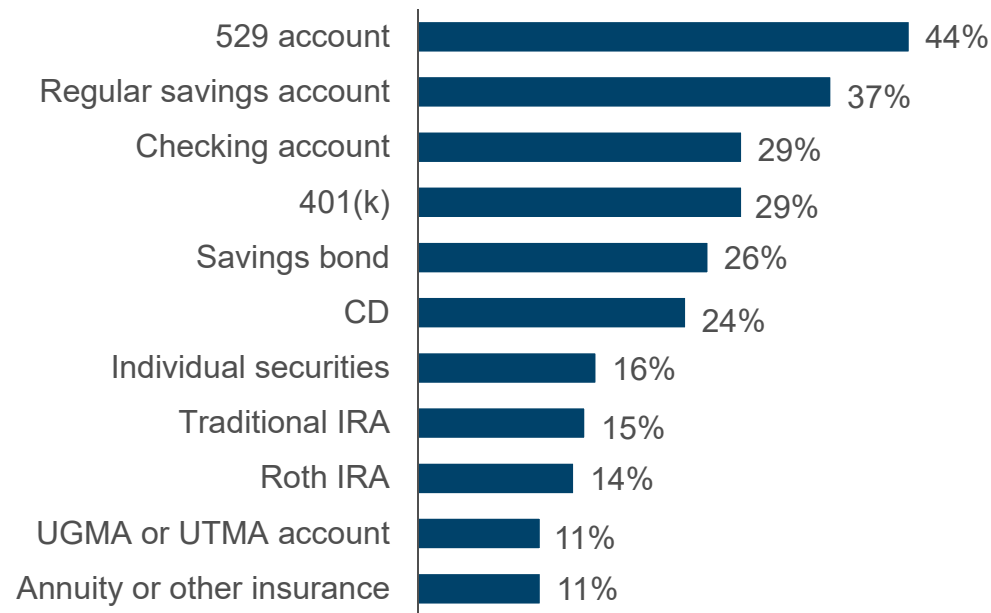
Q29. Which of the following is the higher priority for you and your family?





# College Savings – Accounts and Balances

Q36. What types of accounts do you use for college savings?  
(Check all that apply)

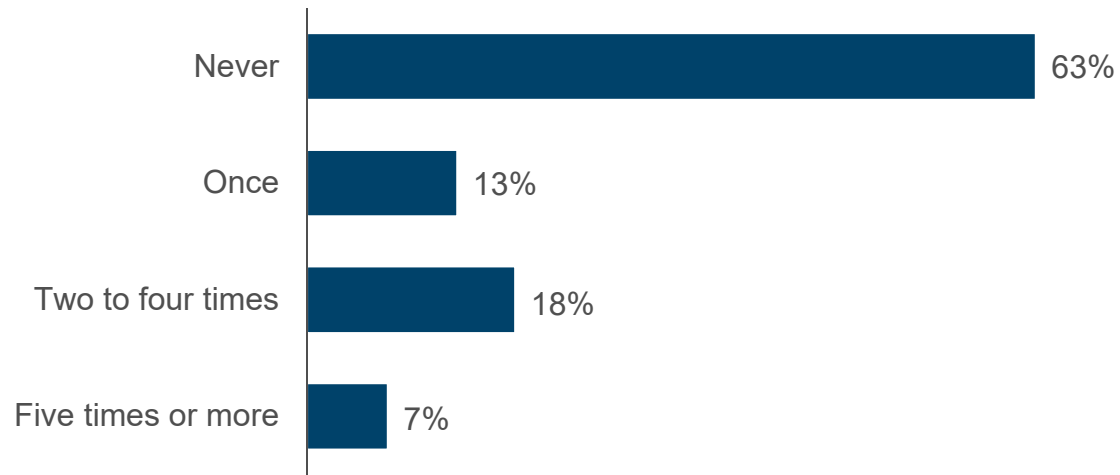


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=533 (Have college savings)



# Taking Money Out of College Savings

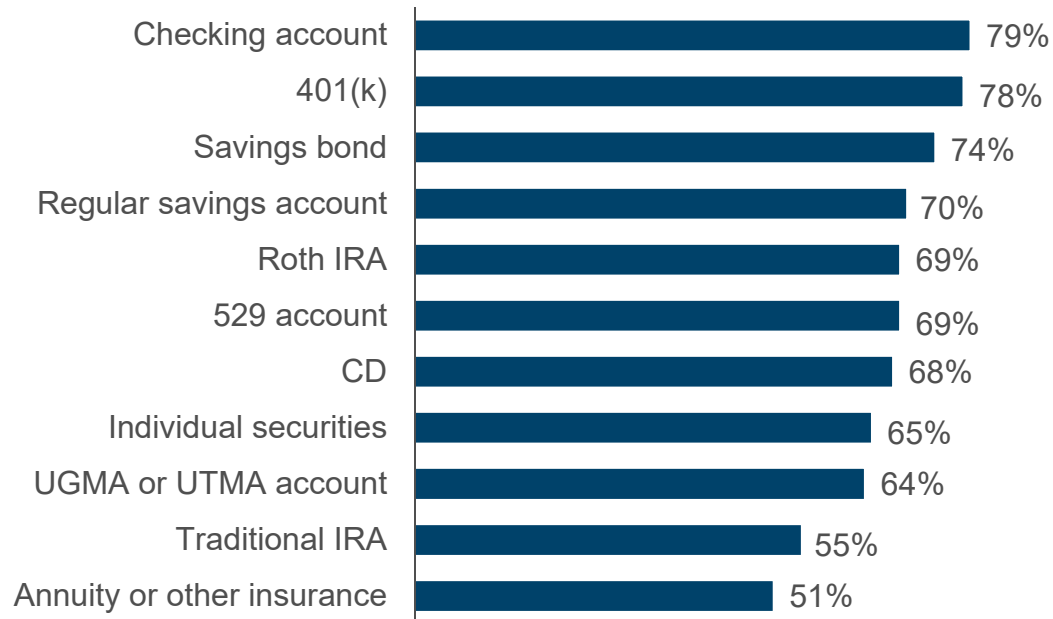
Q37. How many times have you taken money out of your kids' college savings in the past two years other than to pay education costs?





# Accounts Used for College Savings

Q38. What types of college savings accounts have you taken money out of in the past two years?  
(Check all that apply)

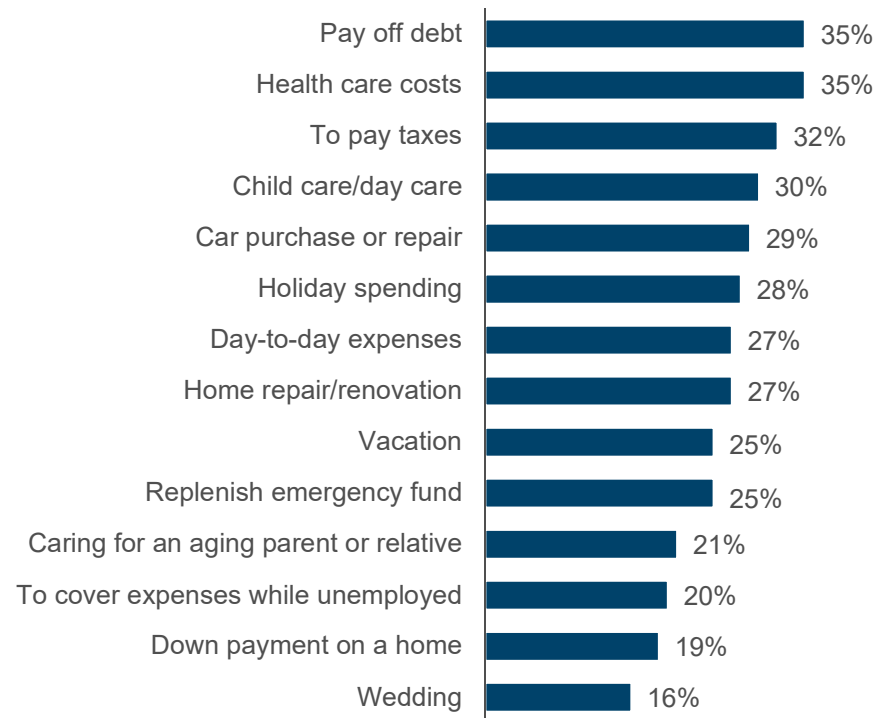


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=200 (Have taken money out of college savings)



# Taking Money Out of College Savings

Q39. Which of the following things have you paid for with money taken from your kids' college savings in the past two years?  
(Check all that apply)

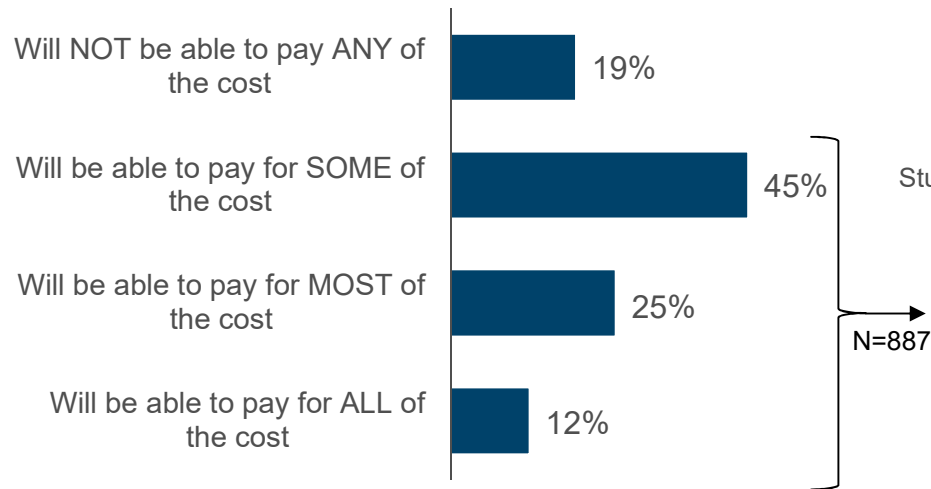


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=200 (Have taken money out of college savings)

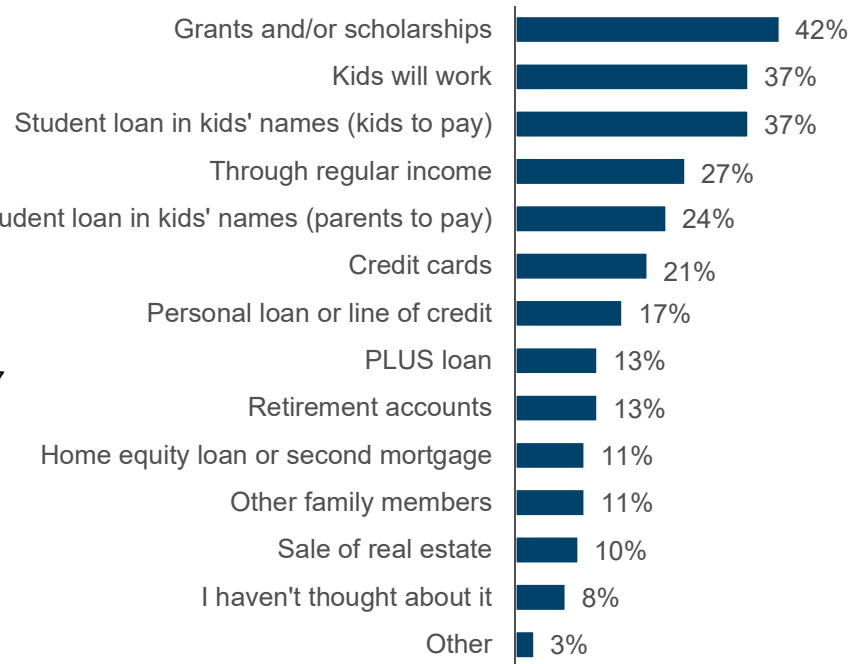


# Paying for College

Q40. Which of the following best describes how you feel about saving for your kids' college education?



Q41. How do you think you will cover the remaining cost for your kids' college education?  
(Check all that apply)

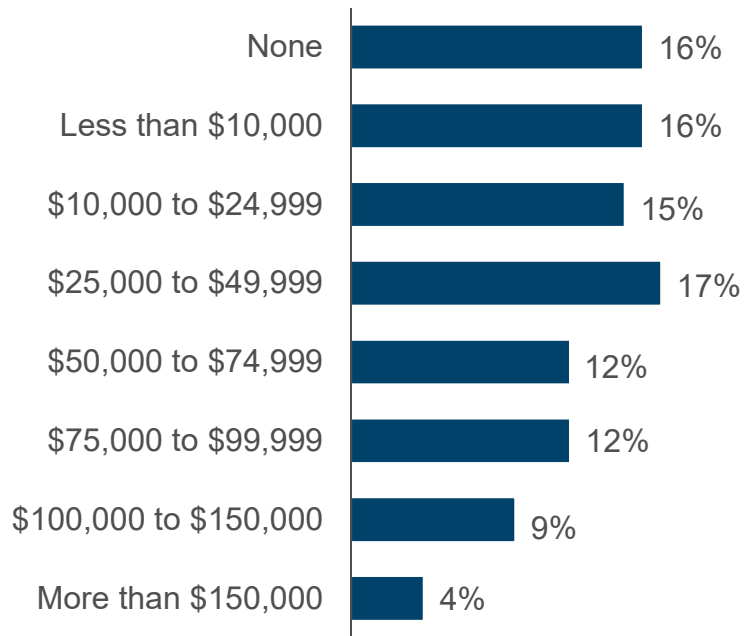




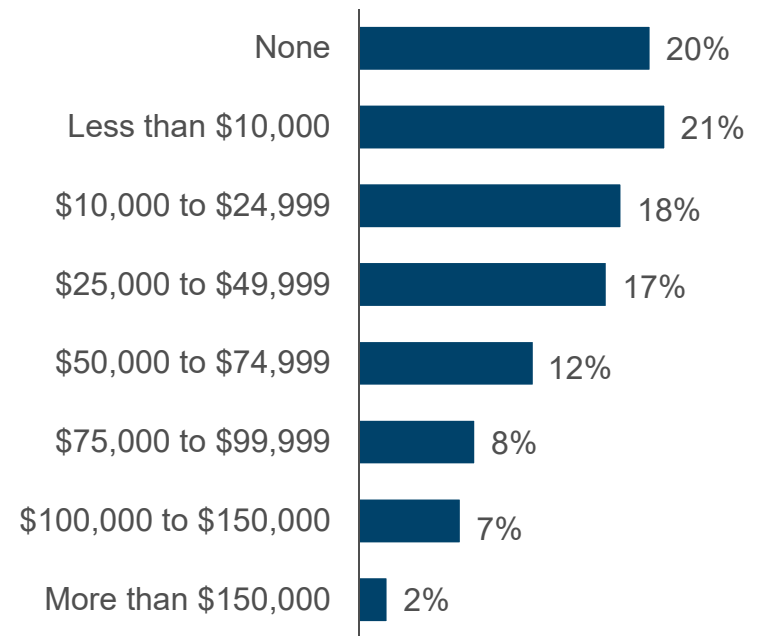


# College Debt Threshold

Q42. How much debt are you willing to take on personally to provide your kids with a college education?



Q43. How much debt are you willing to let your kids take on to get a college education?

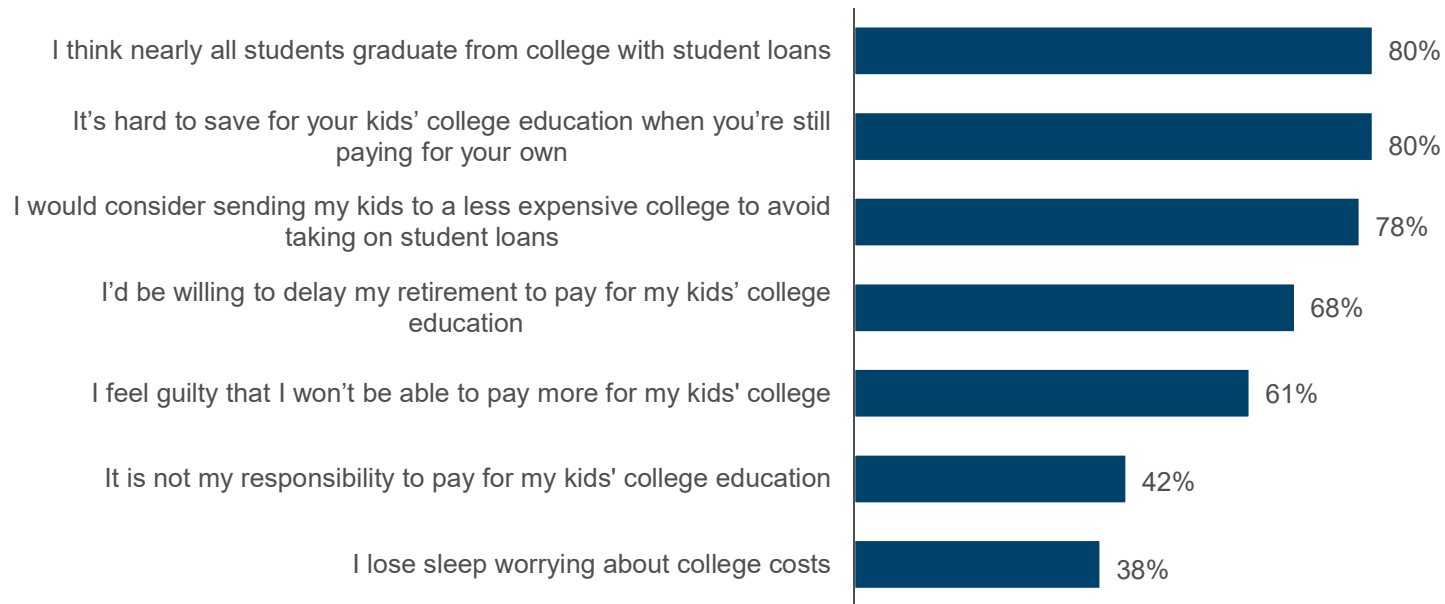


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=1,005 (Total respondents)



# Attitudes About Saving for College

Q44. How much do you agree or disagree with each of the following statements?  
(Displaying percent that agree)

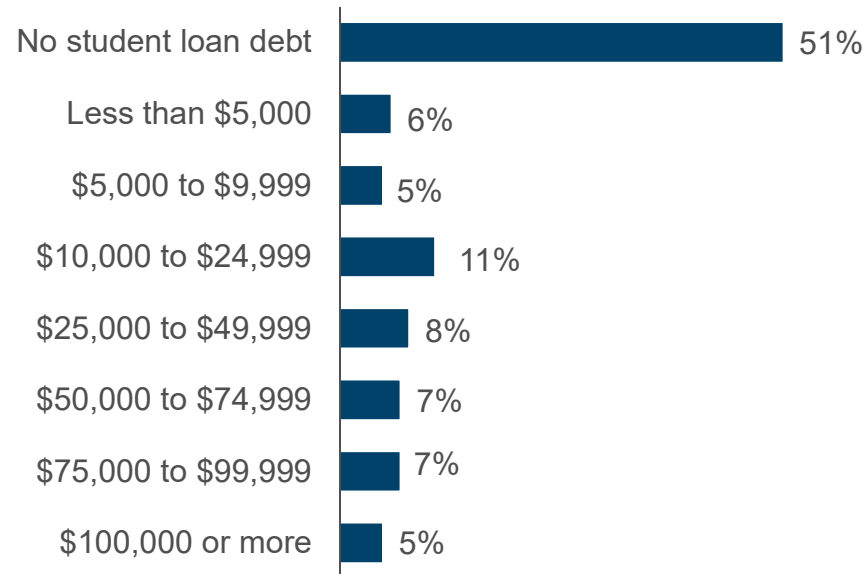


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=1,005 (Total respondents)



# Parent-Student Loan Debt

Q20. What is the approximate balance (i.e., the amount you still owe) of your student loans (from you or your spouse/partner's education combined)?

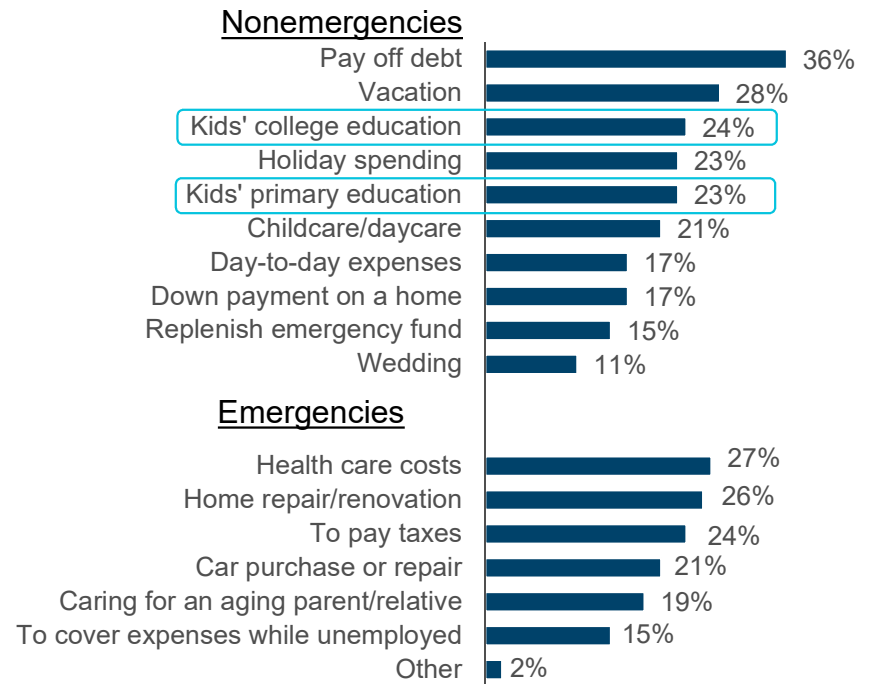
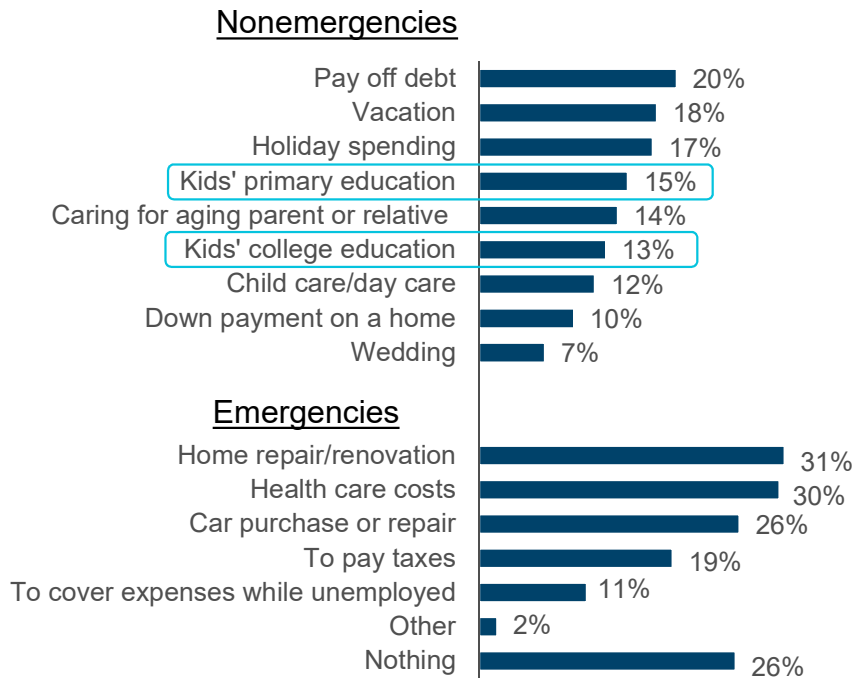




# Using Retirement Savings and Emergency Fund

Q31. What types of things have you used emergency fund money for in the past two years?  
(Check all that apply)

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)



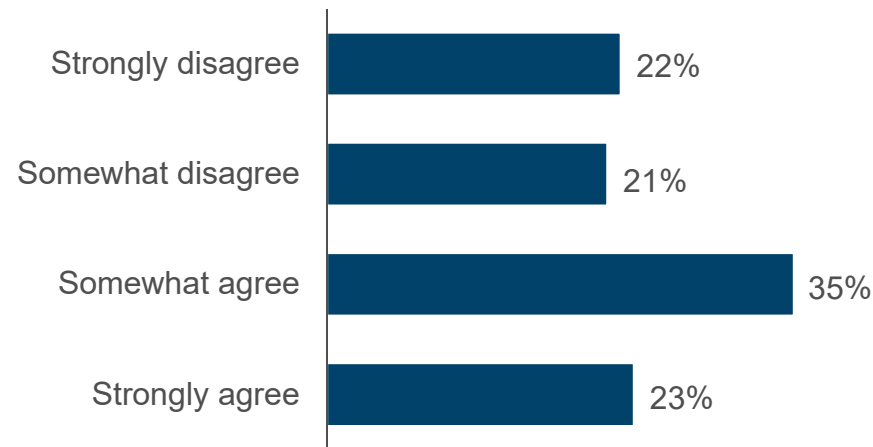
T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=545 (Have an emergency fund); N=265 (Have taken money out of retirement savings)



# Paying for Better Schools

Q50. How much do you agree or disagree with each of the following statement?

I pay more in rent/mortgage because I wanted to live in an area that has better schools.

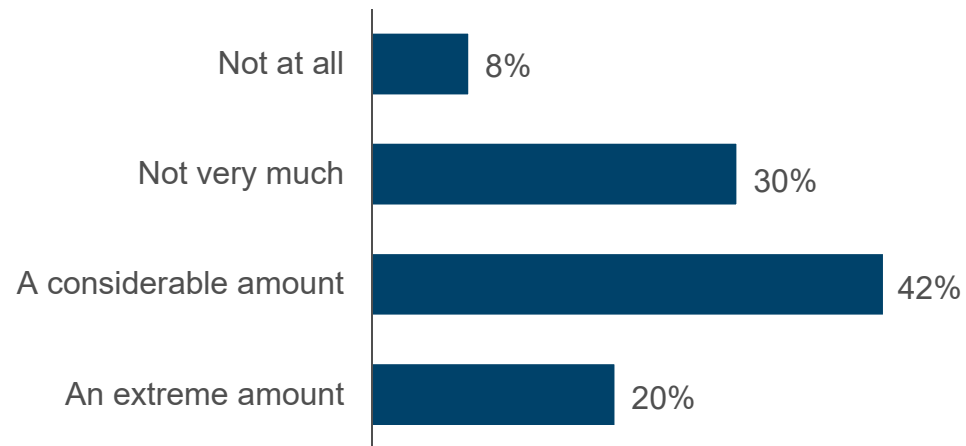


**58% Pay more for better schools**



# Paying for Better Schools

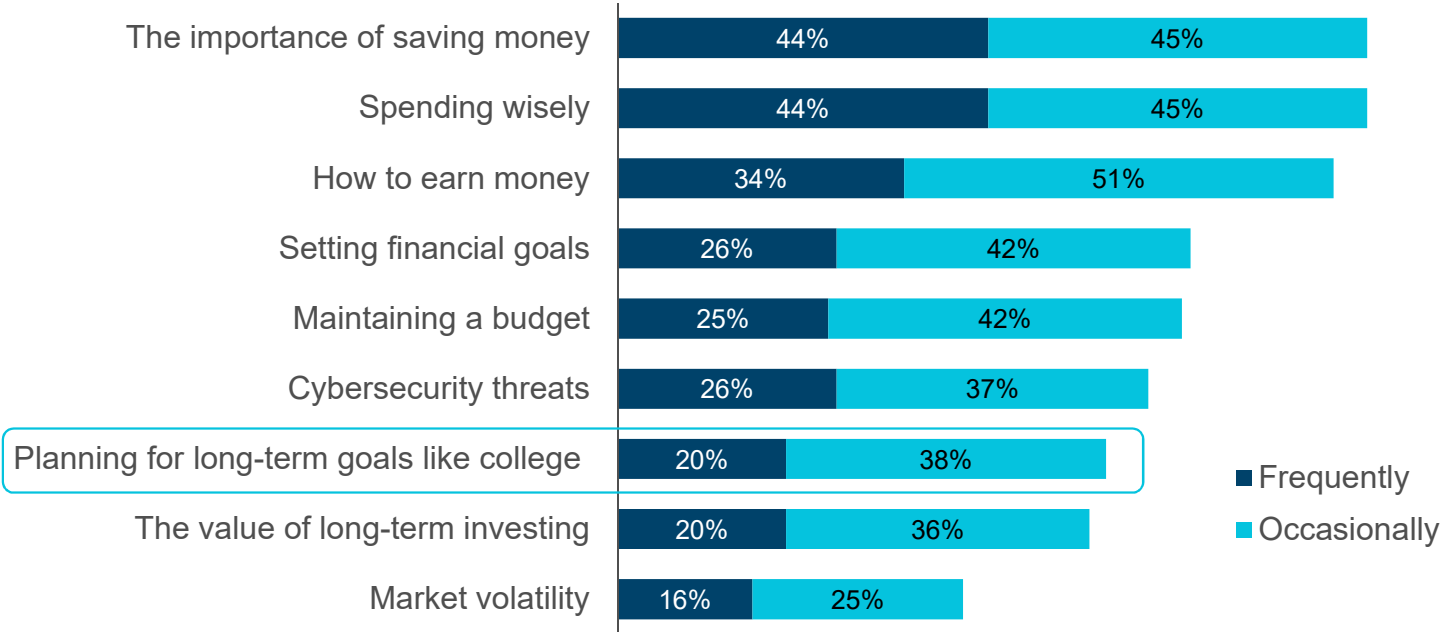
Q51. How much has that impacted your ability to pay for other things, and/or save for retirement or your kids' college?





# Frequency of Specific Financial Discussions

Q58. How often do you discuss each of the following topics with your kid?  
(Four-point scale – displaying frequently or occasionally)

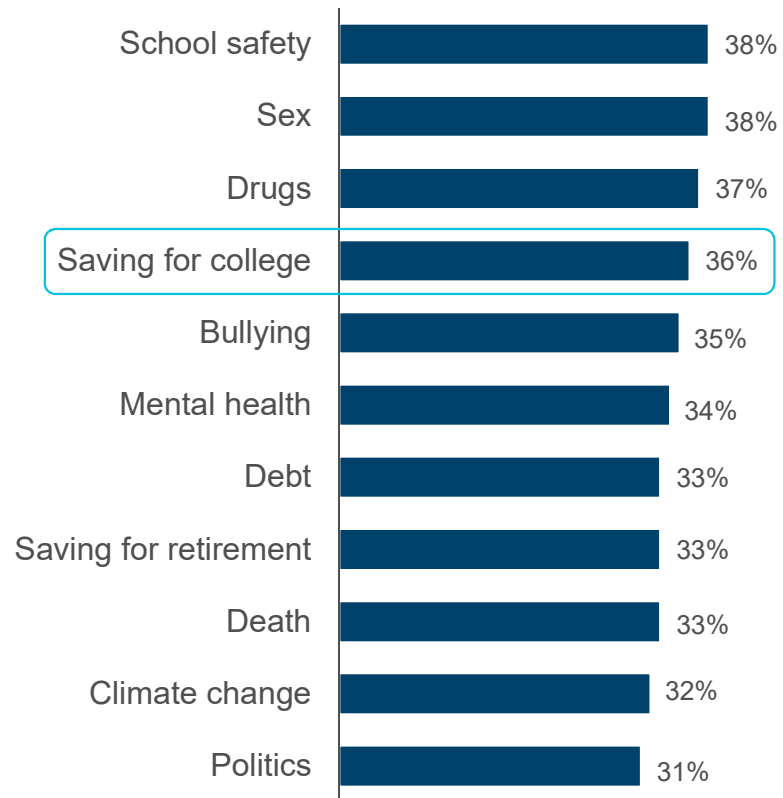


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=1,005 (Total respondents)



# Uncomfortable Discussions

Q60. How uncomfortable are you discussing each of the following with your kid?  
(Five-point scale – displaying very and extremely)



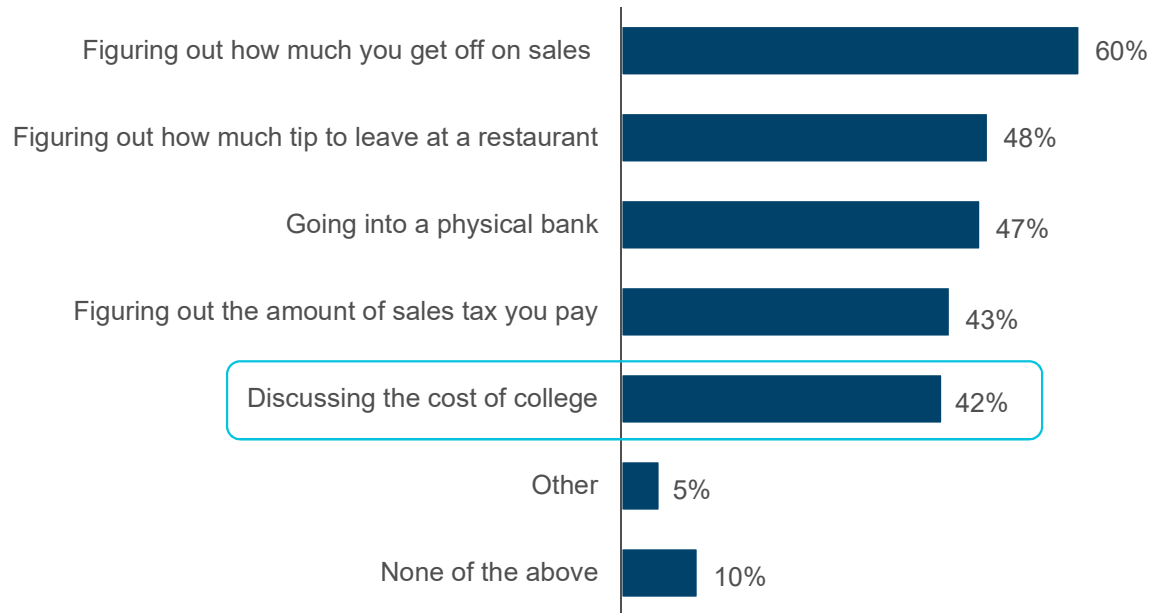
T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=1,005 (Total respondents)





# Teaching Moments

Q61. Which of the following have you used as an opportunity to teach your kid about money?  
(Check all that apply)

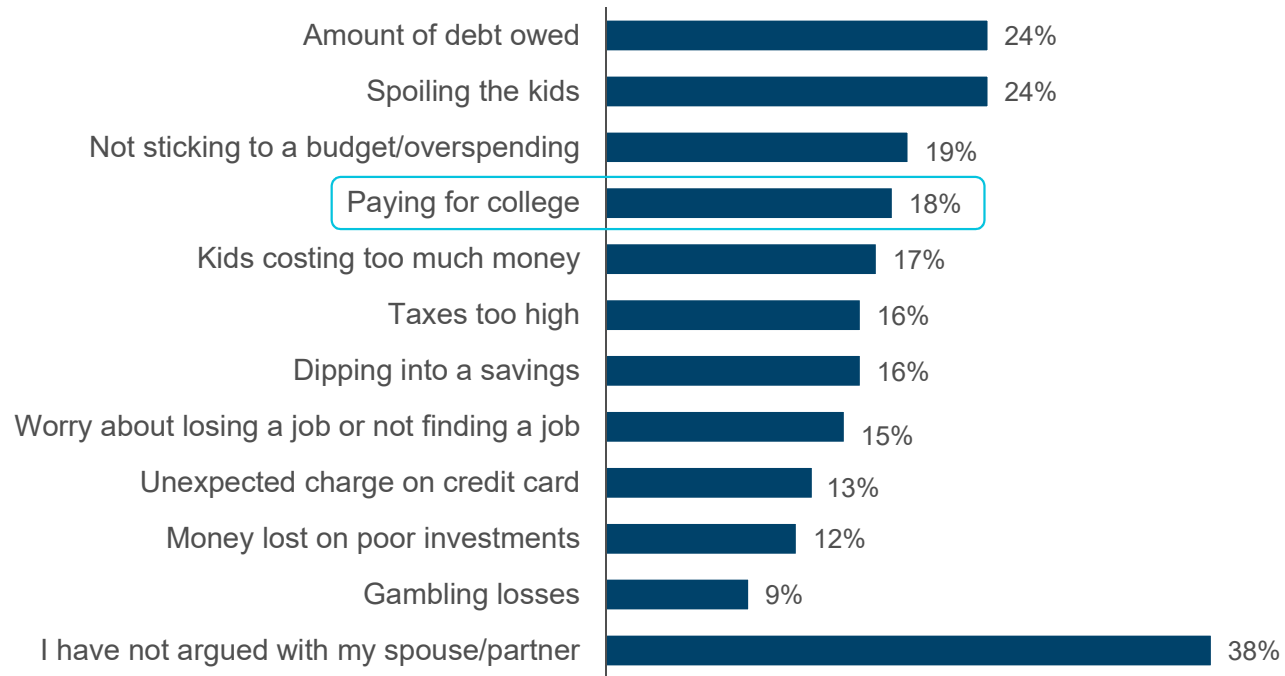


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=1,005 (Total respondents)

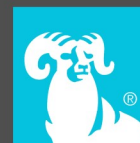


# Arguing About Finances

Q62. In the past six months, have you and your spouse/partner argued about any of the following financial topics when your kid was home?  
(Check all that apply)



T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=1,005 (Total respondents)



# KIDS' RESPONSES



# Family Saving Priority

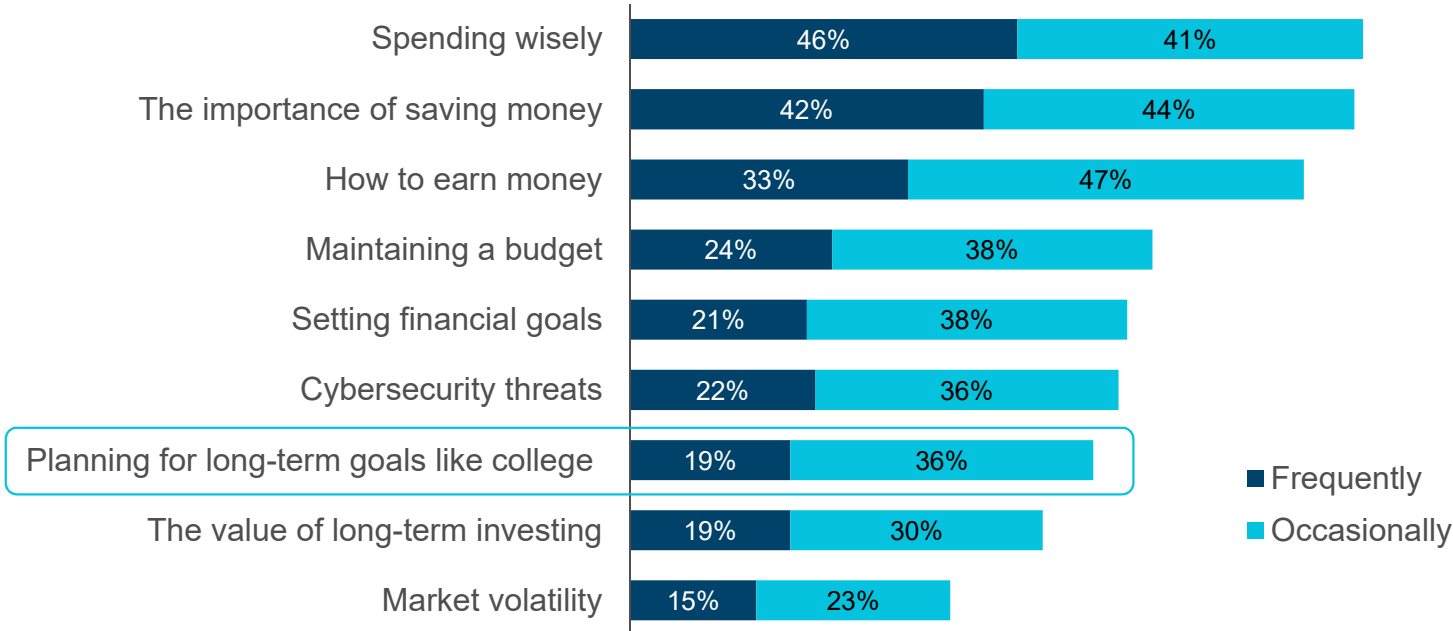
QK7. Do you think it is more important for your parents to save for their retirement or your college education?





# Frequency of Specific Financial Discussions

QK10. How often does your parent discuss each of the following topics with you?  
(Four-point scale – displaying frequently or occasionally)

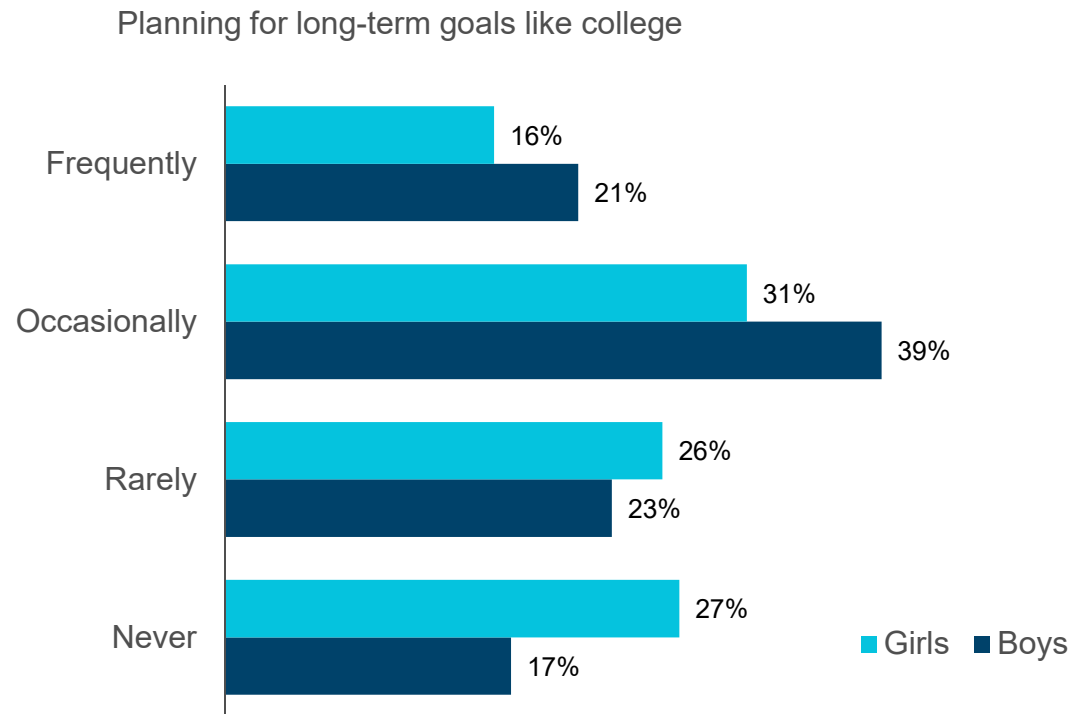


T. Rowe Price 2019 Parents, Kids & Money Survey – Kid Survey  
N=1,005 (Total respondents)



# Frequency of Specific Financial Discussions

QK10. How often does your parent discuss each of the following topics with you?

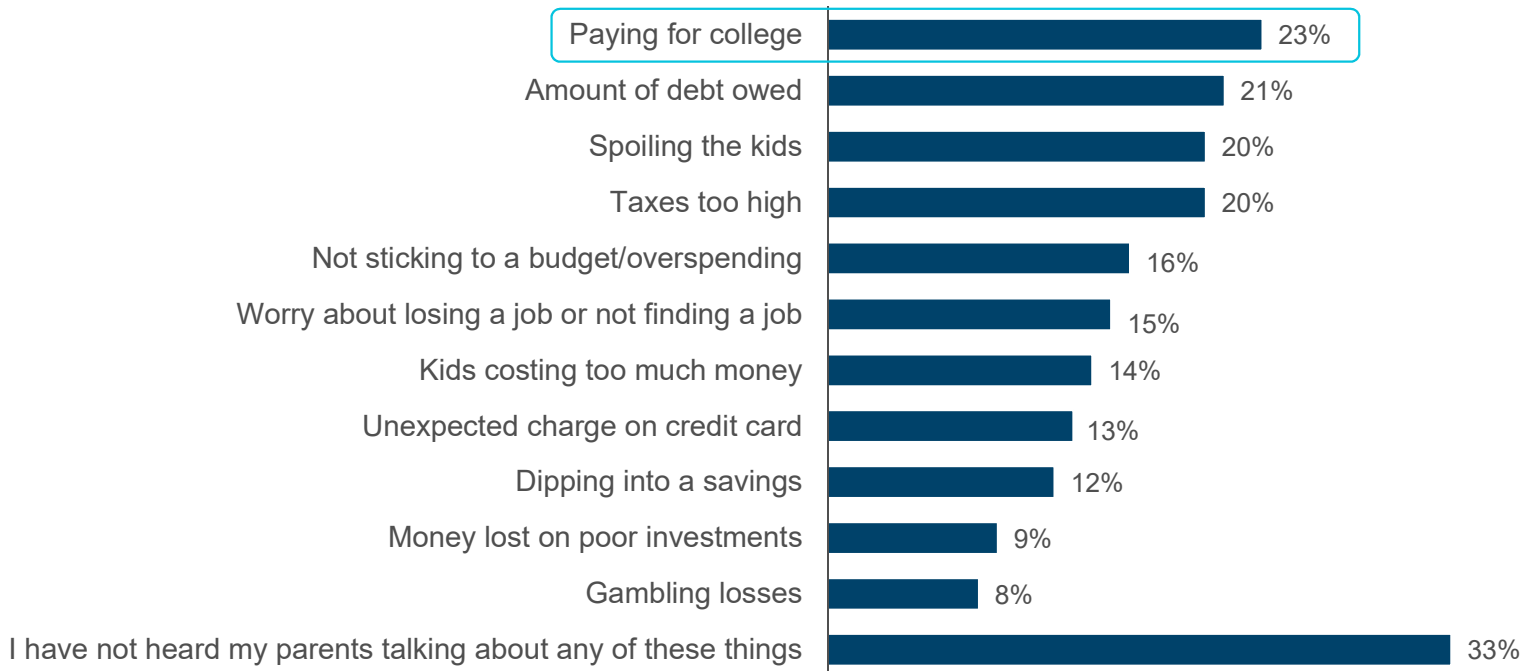


T. Rowe Price 2019 Parents, Kids & Money Survey – Kid Survey  
N=1,005 (Total respondents)



# Parents Arguing About Finances

QK17. In the past six months, have you heard your parent(s) talking about any of these topics, when they thought you were not listening?  
(Check all that apply)

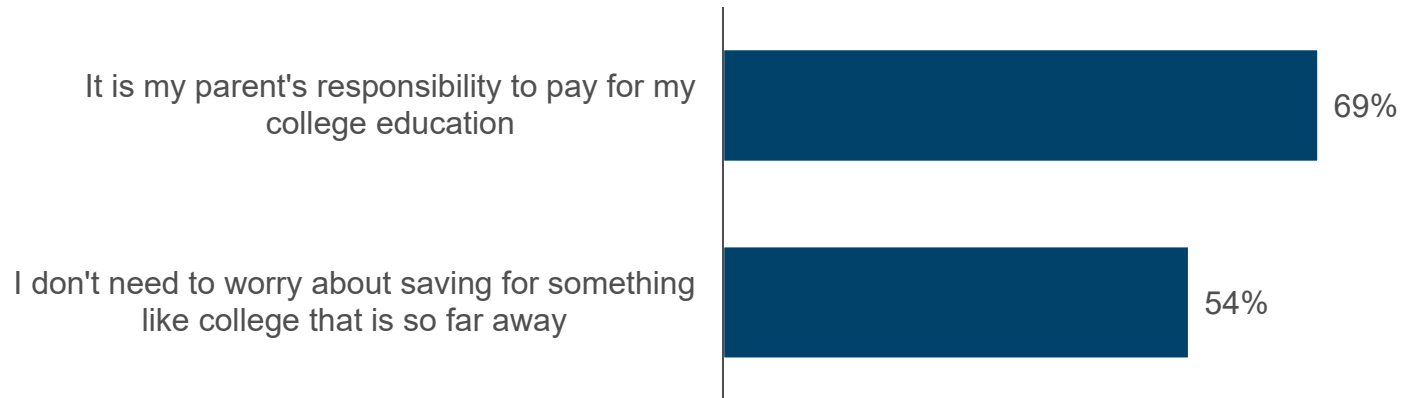


T. Rowe Price 2019 Parents, Kids & Money Survey – Kid Survey  
N=1,005 (Total respondents)

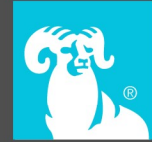


# Kid Attitudes and Behaviors

QK18. How much do you agree or disagree with the following statements?  
(Displaying percent that agree)





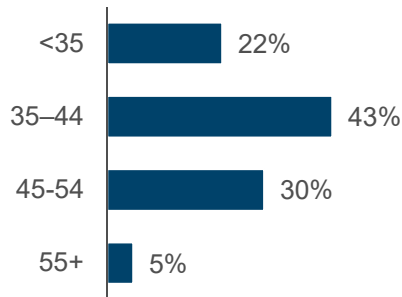


# RESPONDENT PROFILE

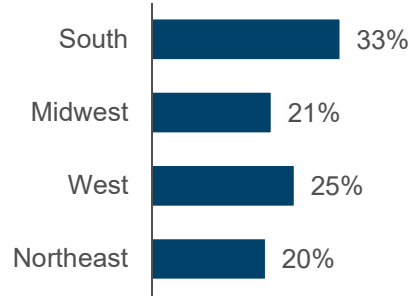


# Respondent Profile - Parents

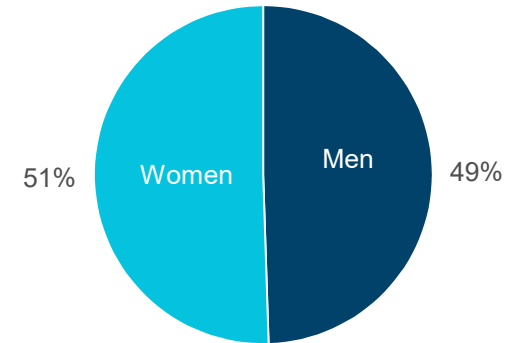
Q1. Age



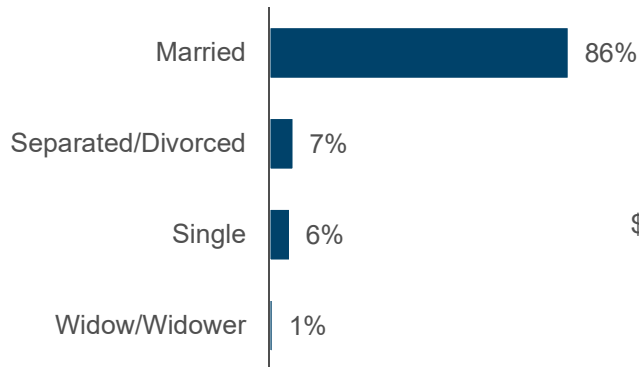
Q2. Region



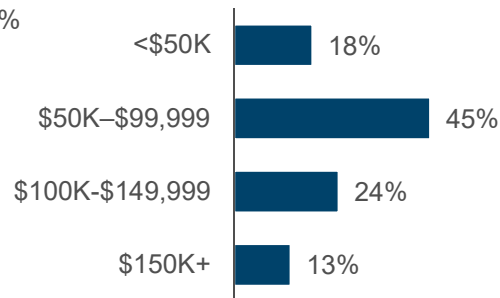
Q3. Gender



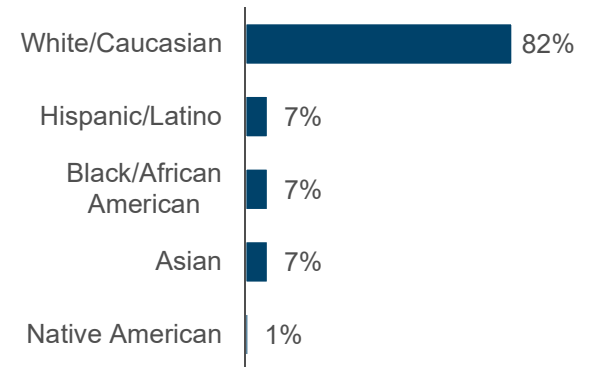
Q4. Marital Status



Q5. Household Income



Q6. Race/Ethnicity  
(Check all that apply)

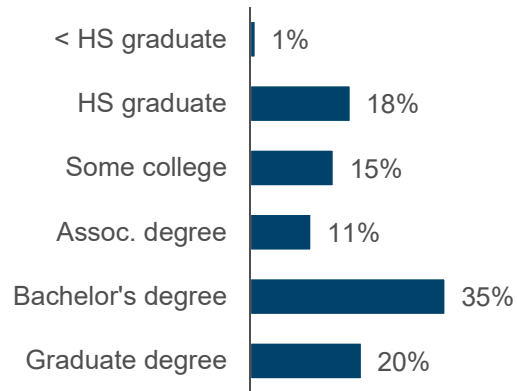


T. Rowe Price 2019 Parents, Kids & Money Survey – Parent Survey  
N=1,005 (Total respondents)

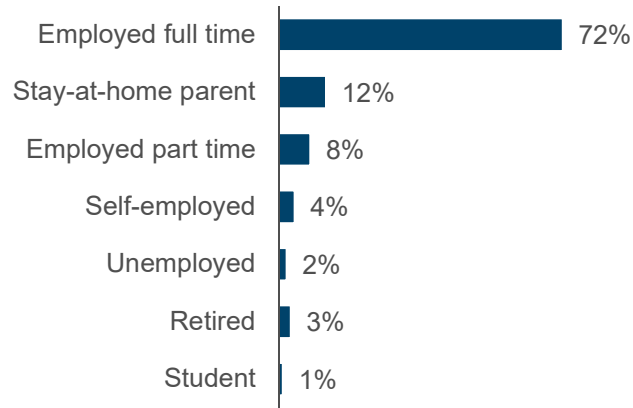


# Respondent Profile - Parents

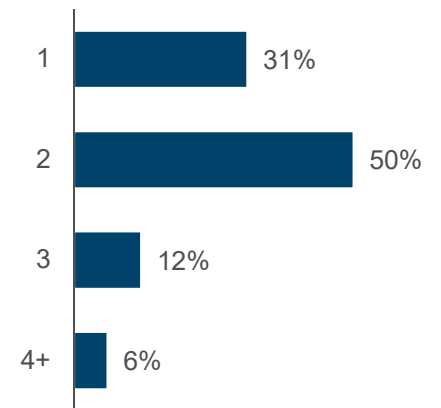
### Q7. Education Level



### Q8. Employment Status (Check all that apply)



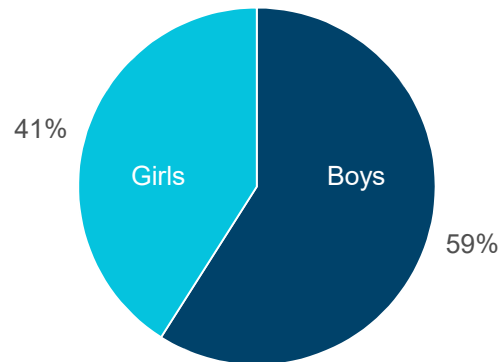
### Q11. # Kids in Household



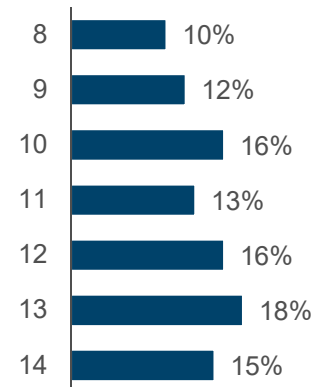


# Respondent Profile - Kids

Q13. Kid gender



Q13. Kid age





# 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 of 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 17, 2019, through January 23, 2019, with quotas of approximately 50% men and 50% women.
- A total of 1,005 parents of children ages 8-14 in the U.S. participated; the sampling error for samples of 1,005 is +/- 3.1% at the 95% confidence interval.
- The survey was fielded through Research Now.