



Detailed Results

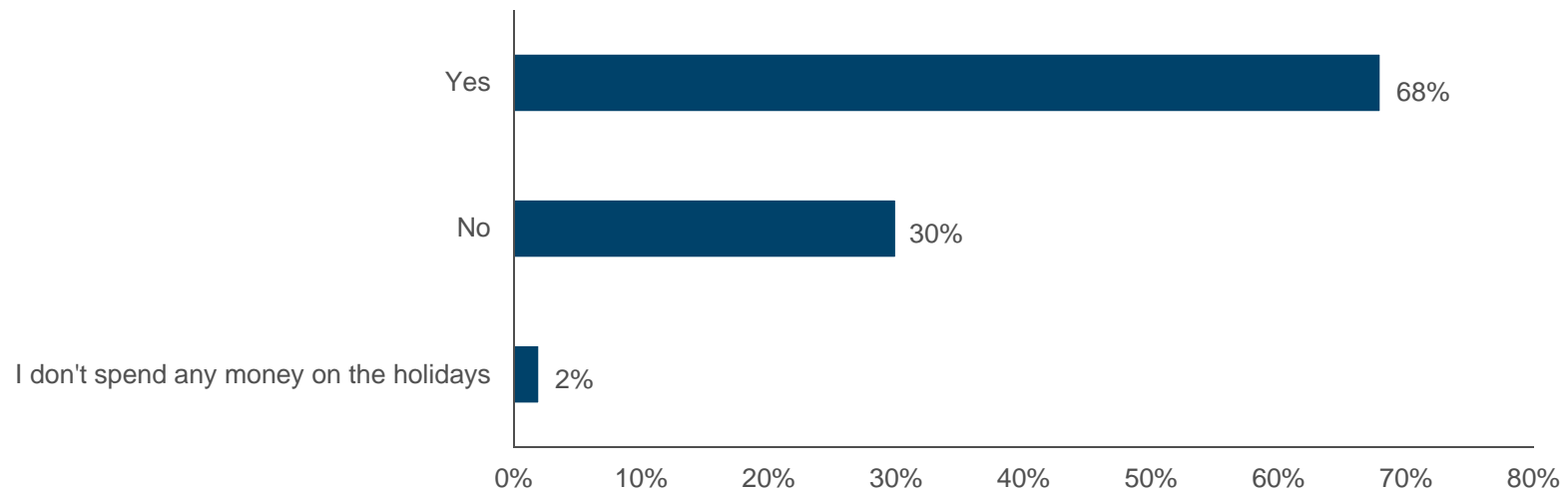
# 8TH ANNUAL PARENTS, KIDS & MONEY SURVEY—HOLIDAY SPENDING FINDINGS

T. Rowe Price  
November 2016



# Saving for the Holidays

Q63. DO YOU NORMALLY SAVE FOR HOLIDAY SPENDING THROUGHOUT THE YEAR?



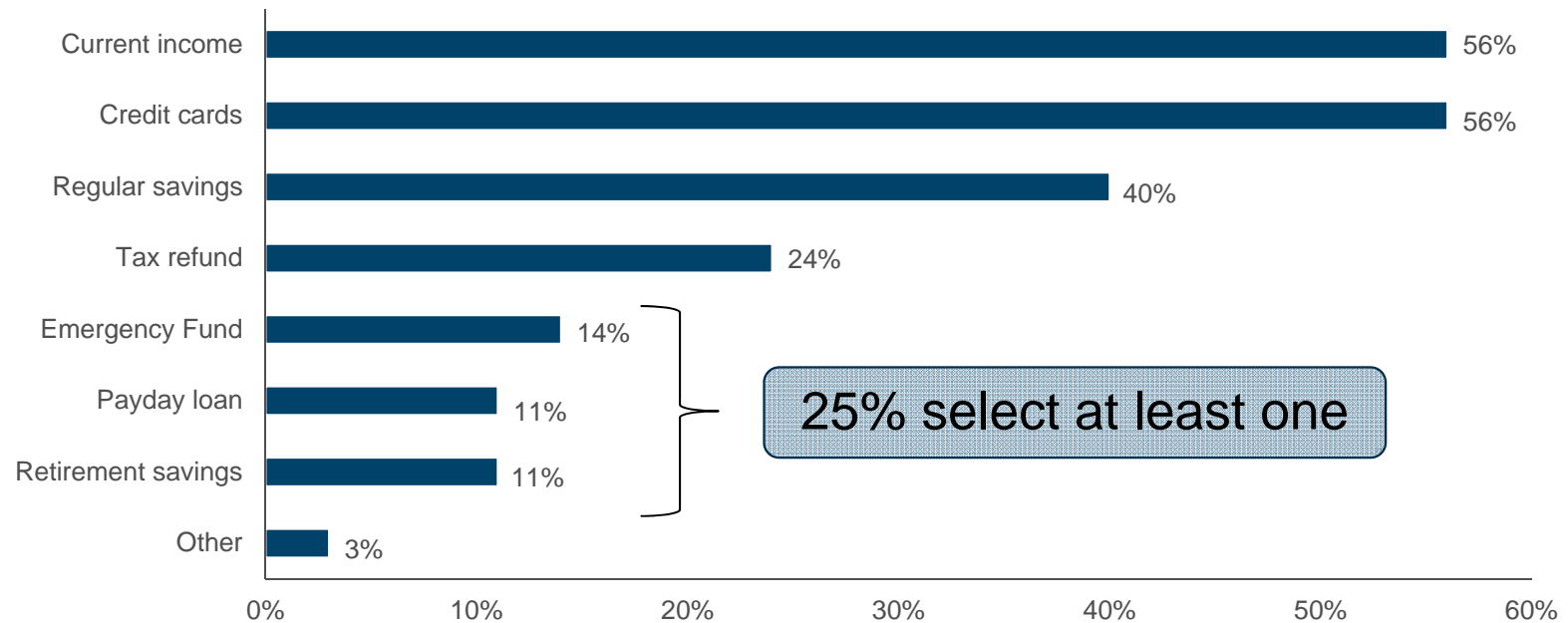
- Millennial parents are more likely than Gen X and baby boomer parents to save throughout the year (83% vs. 67% vs. 50%)
- Parents with more than one child are more likely to save throughout the year (72% vs. 58%)

T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,086 (Total Respondents)



# Paying for Holiday Spending

Q64. WHICH OF THE FOLLOWING HAVE YOU EVER USED TO PAY FOR HOLIDAY SPENDING?  
(CHECK ALL THAT APPLY)

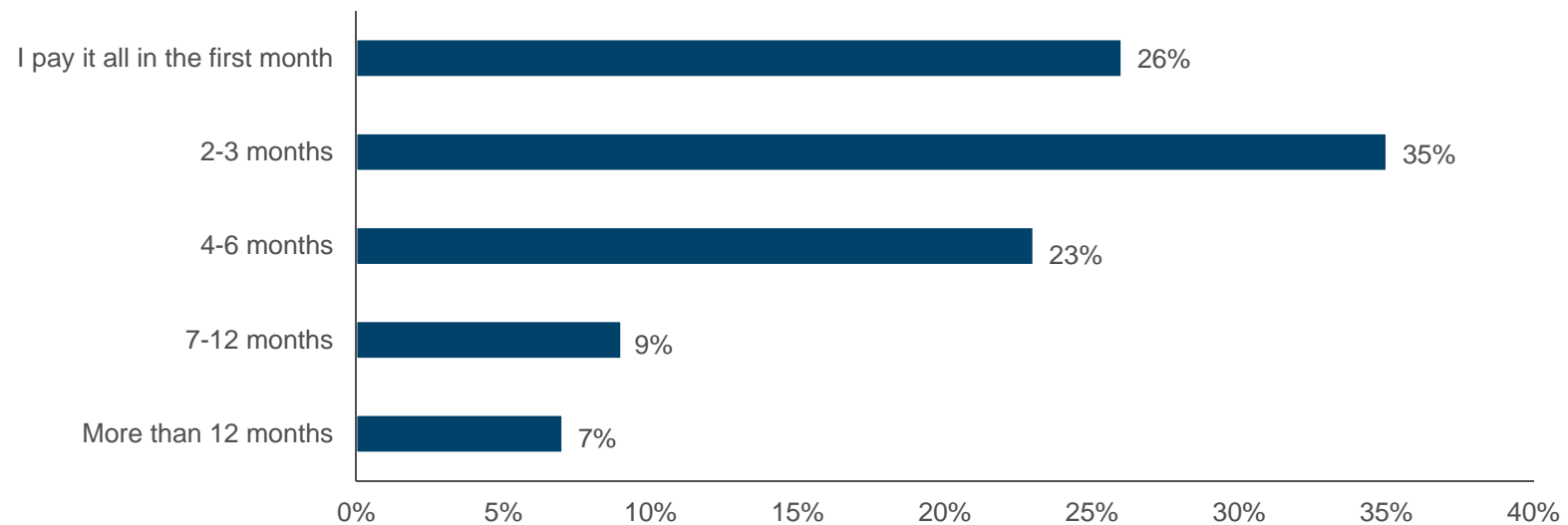


T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,060 (Spend on Holidays)



# Credit Card Holiday Spending

Q65. HOW QUICKLY DO YOU PAY OFF WHAT YOU SPENT ON CREDIT CARDS FOR HOLIDAY SPENDING?



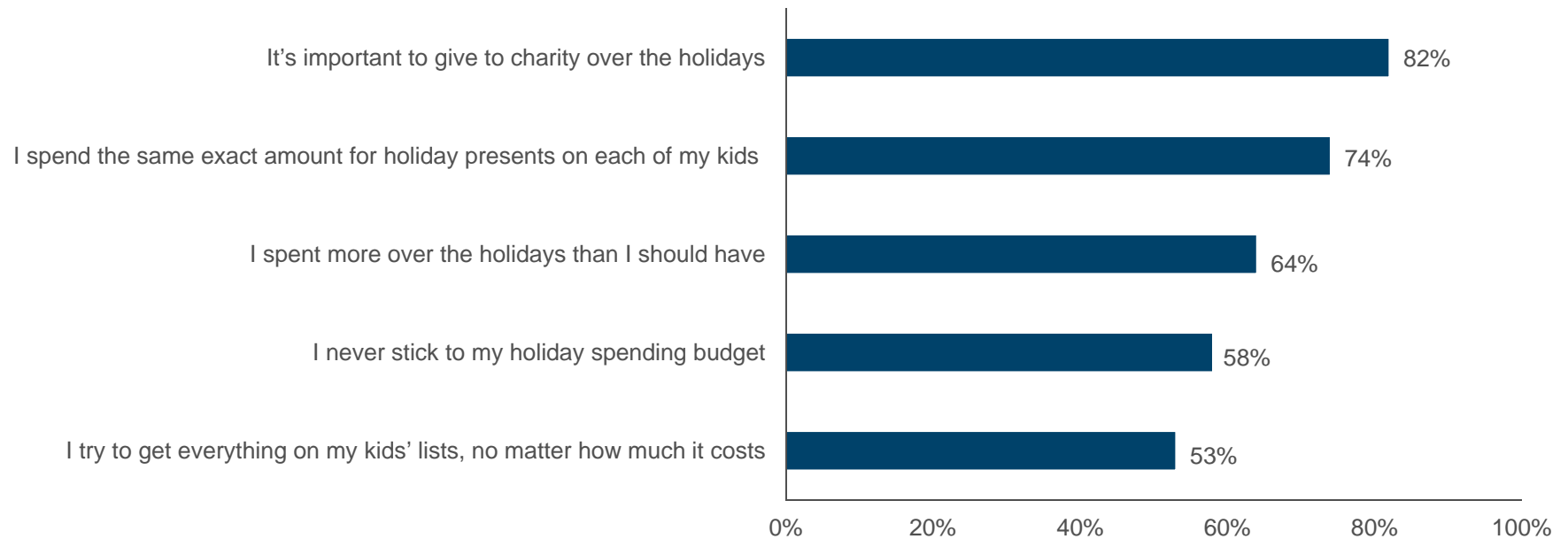
- A total of 16% of parents take more than six months to pay off credit card holiday spending

T. Rowe Price 2016 Parents, Kids & Money Survey  
N=588 (Use Credit Cards for Holiday Spending)



# Holiday Spending

Q66. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?  
(DISPLAYING PERCENT WHO AGREE)



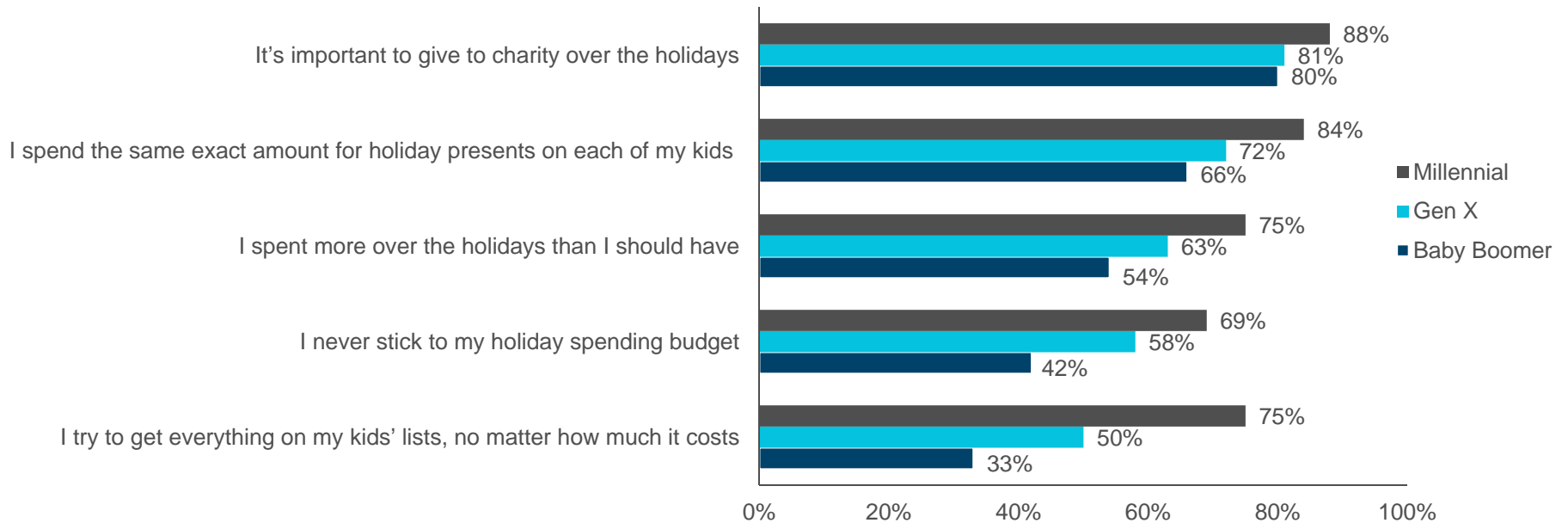
- Men are more likely than women to try to get everything on their kids' lists (60% vs. 45%)

T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,060 (Spend on Holidays)



# Holiday Spending—By Parent Age

Q66. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?  
(DISPLAYING PERCENT WHO AGREE)



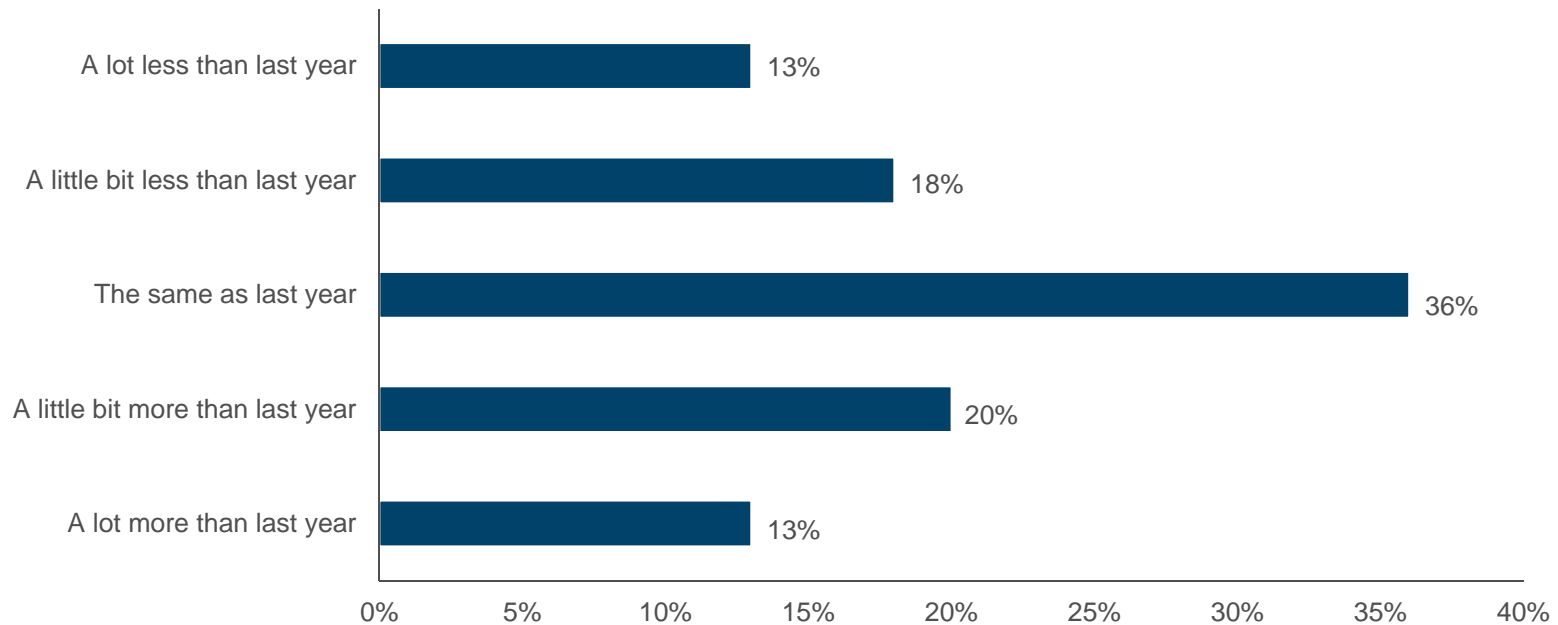
- Three-quarters of millennial parents try to get everything on their kids' lists and spend more over the holidays than they should

T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,060 (Spend on Holidays)



# Holiday Spending Comparison

Q67. COMPARED TO THE YEAR BEFORE, WOULD YOU SAY YOUR HOLIDAY SPENDING THIS YEAR WAS:  
(INDICATE WHICH APPLIES)

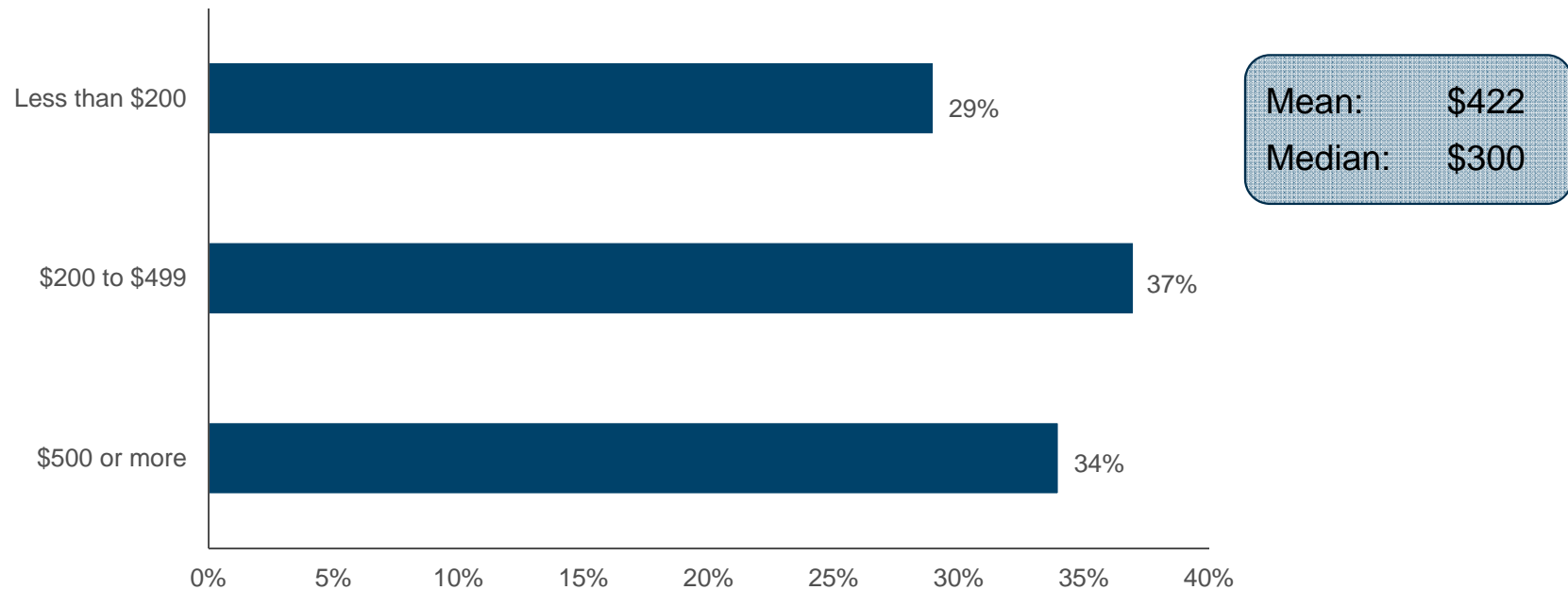


T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,060 (Spend on Holidays)



# Amount Spent on Kid—Holiday Presents

Q68. 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?



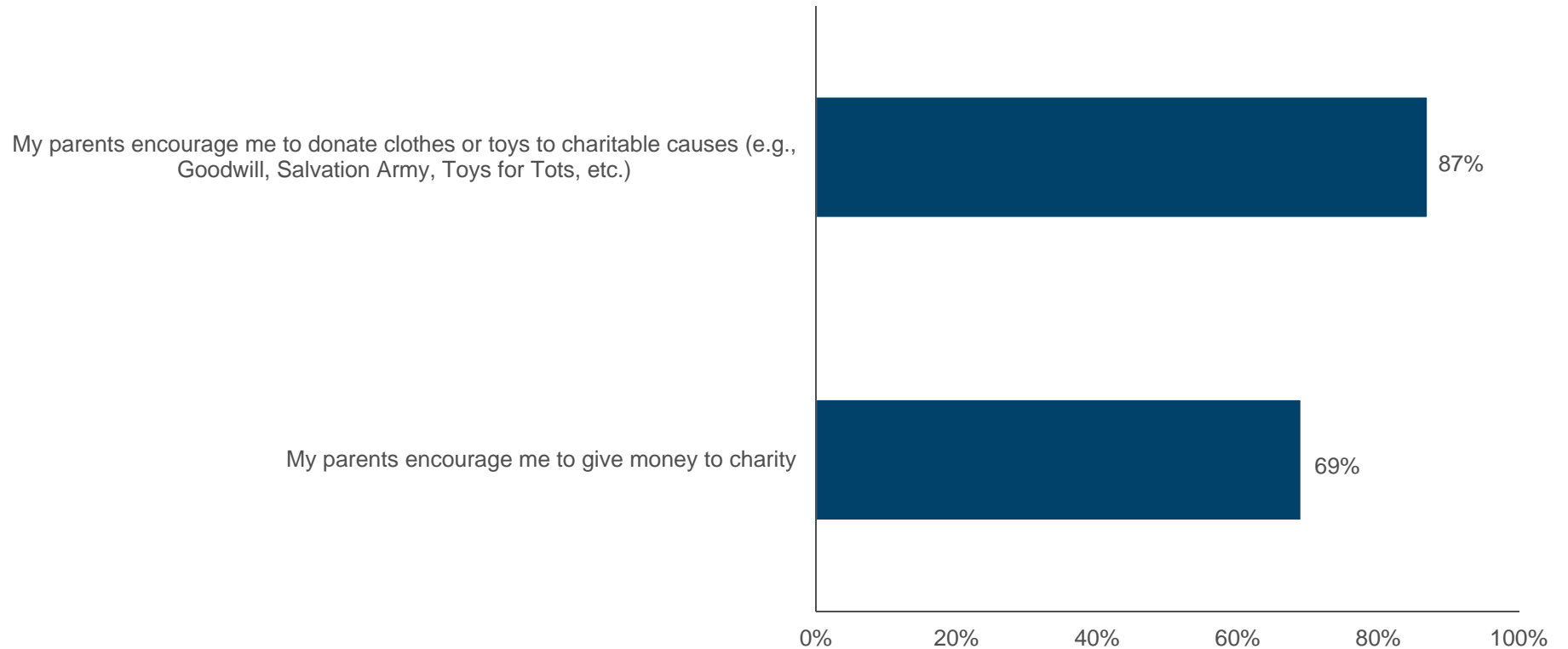
T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,086 (Total Respondents)





# Kid Responses

Q81. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?  
(DISPLAYING PERCENT WHO AGREE)



T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,086 (Total Respondents)

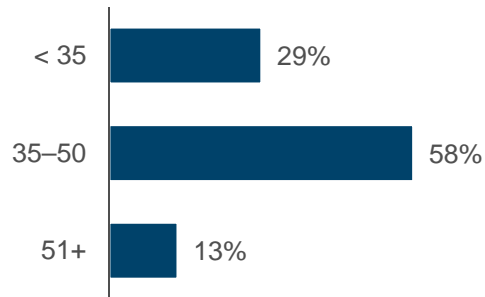


# RESPONDENT PROFILE

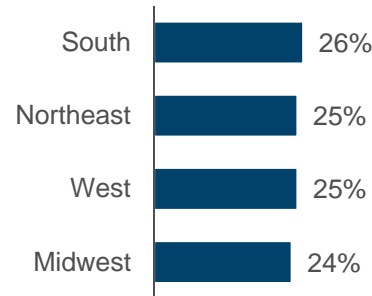


# Respondent Profile

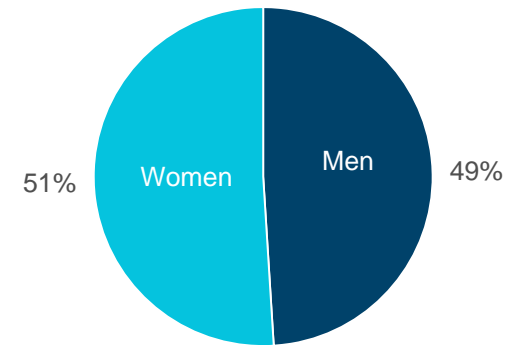
### Q1. AGE



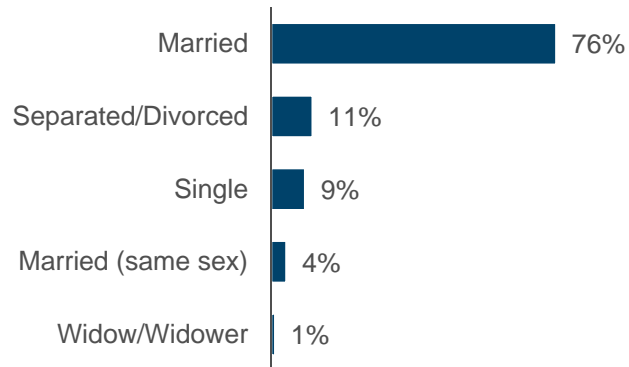
### Q2. REGION



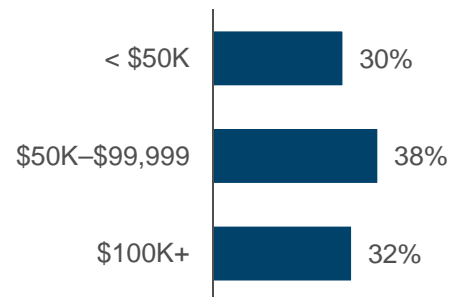
### Q3. GENDER



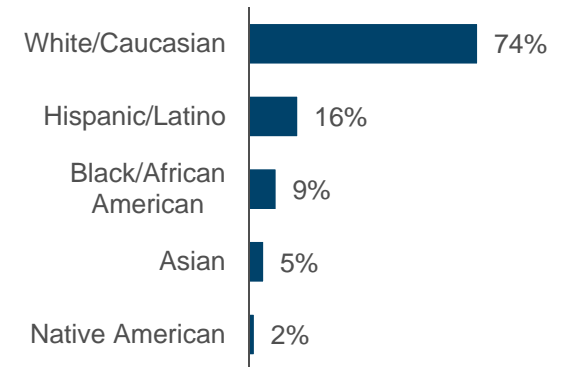
### Q4. MARITAL STATUS



### Q5. HOUSEHOLD INCOME



### Q6. RACE/ETHNICITY

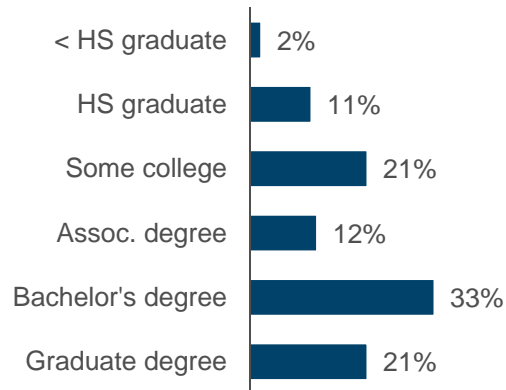


T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,086 (Parents: Total Respondents)

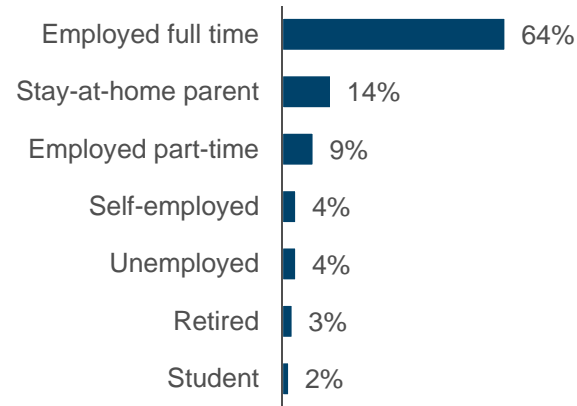


# Respondent Profile

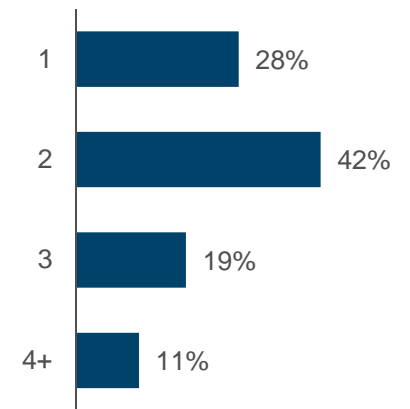
### Q7. EDUCATION LEVEL



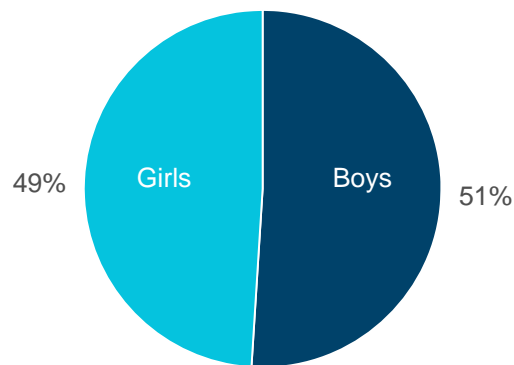
### Q8. EMPLOYMENT STATUS



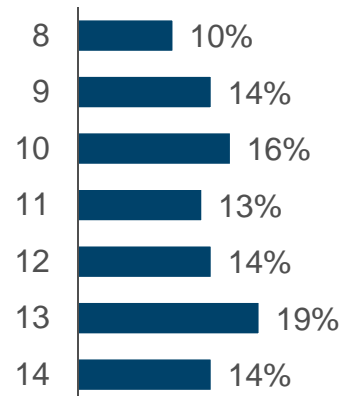
### Q9. # KIDS IN HH



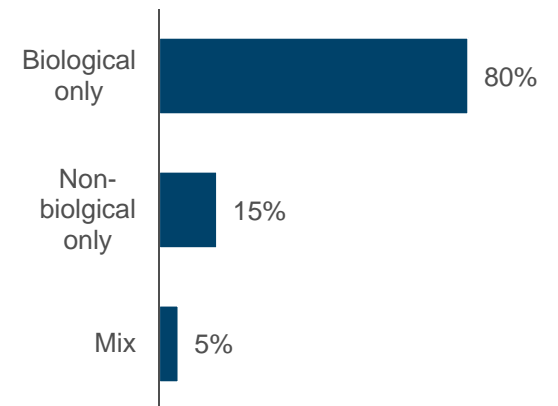
### Q11. KID GENDER



### Q12. KID AGE



### TYPE OF KIDS

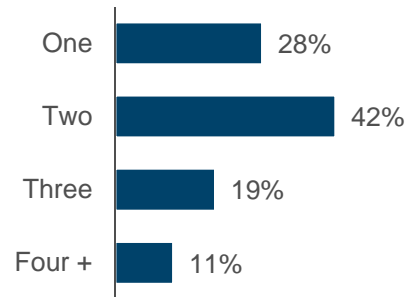


T. Rowe Price 2016 Parents, Kids & Money Survey  
N=1,086 (Parents: Total Respondents); N=1,086 (Kids: Total Respondents)

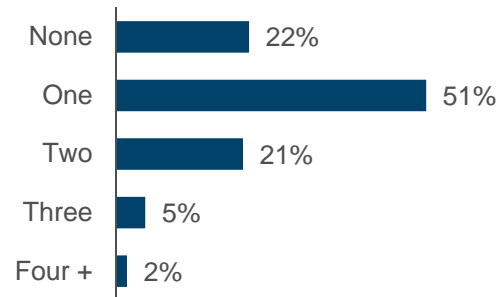


# Respondent Profile

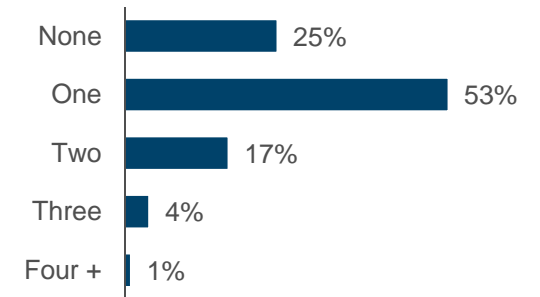
## # KIDS IN HOUSEHOLD



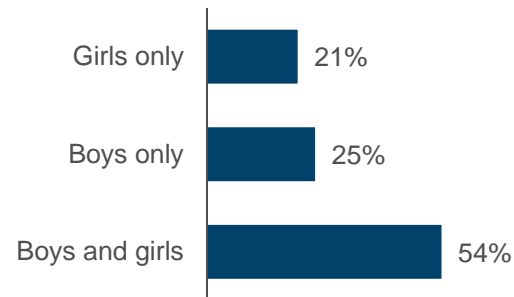
## # BOYS IN HOUSEHOLD



## # GIRLS IN HOUSEHOLD



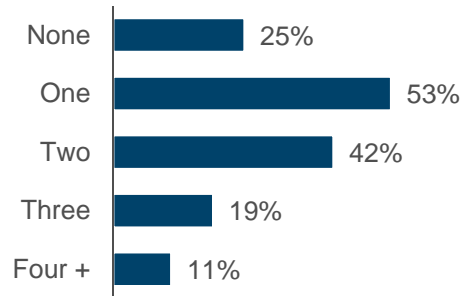
## KID GENDER MIX



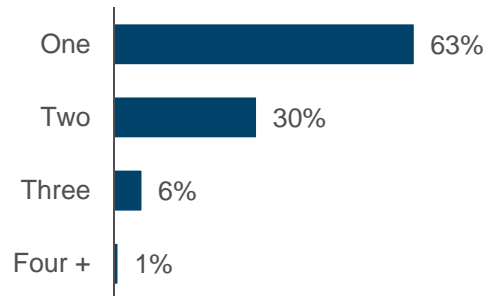


# Respondent Profile

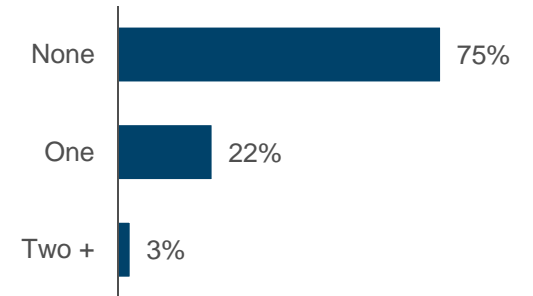
### # KIDS < 8 IN HH



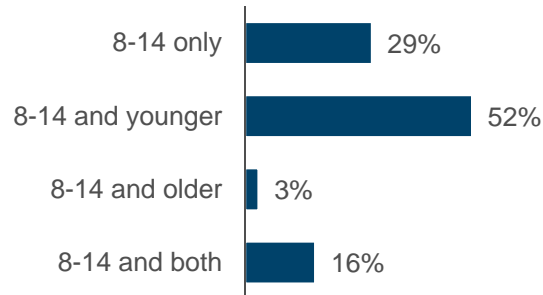
### # KIDS 8 - 14 IN HH



### # KIDS > 14 IN HH



### KID AGE MIX





# OBJECTIVE & 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 2/4/16 to 2/11/16, with parent quotas of approximately 50% men and 50% women.
- A total of 1,086 parents and children ages 8 – 14 in the U.S. participated; the sampling error for a sample of 1,086 is +/- 3% at the 95% confidence interval.
- The survey was fielded through MetrixLab, Inc.