



Detailed Results

8TH ANNUAL PARENTS, KIDS & MONEY SURVEY

March 2016



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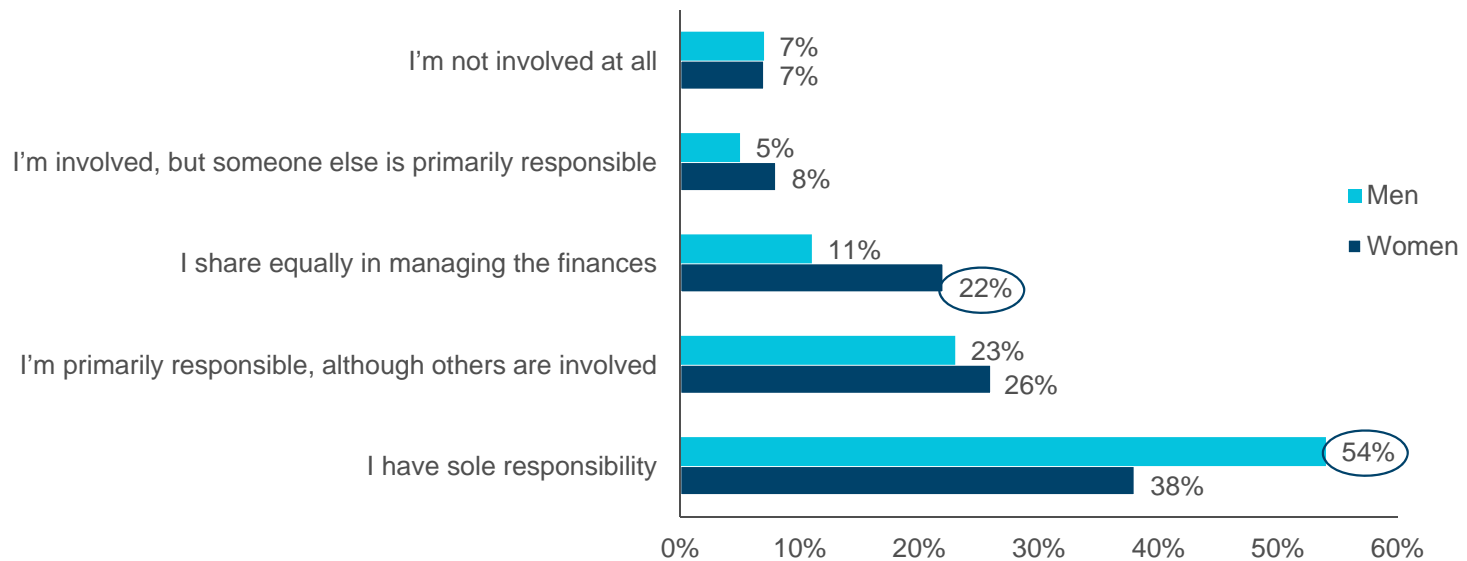


HOUSEHOLD FINANCES



Managing Household Finances

Q13. HOW INVOLVED ARE YOU IN MANAGING THE HOUSEHOLD FINANCES?

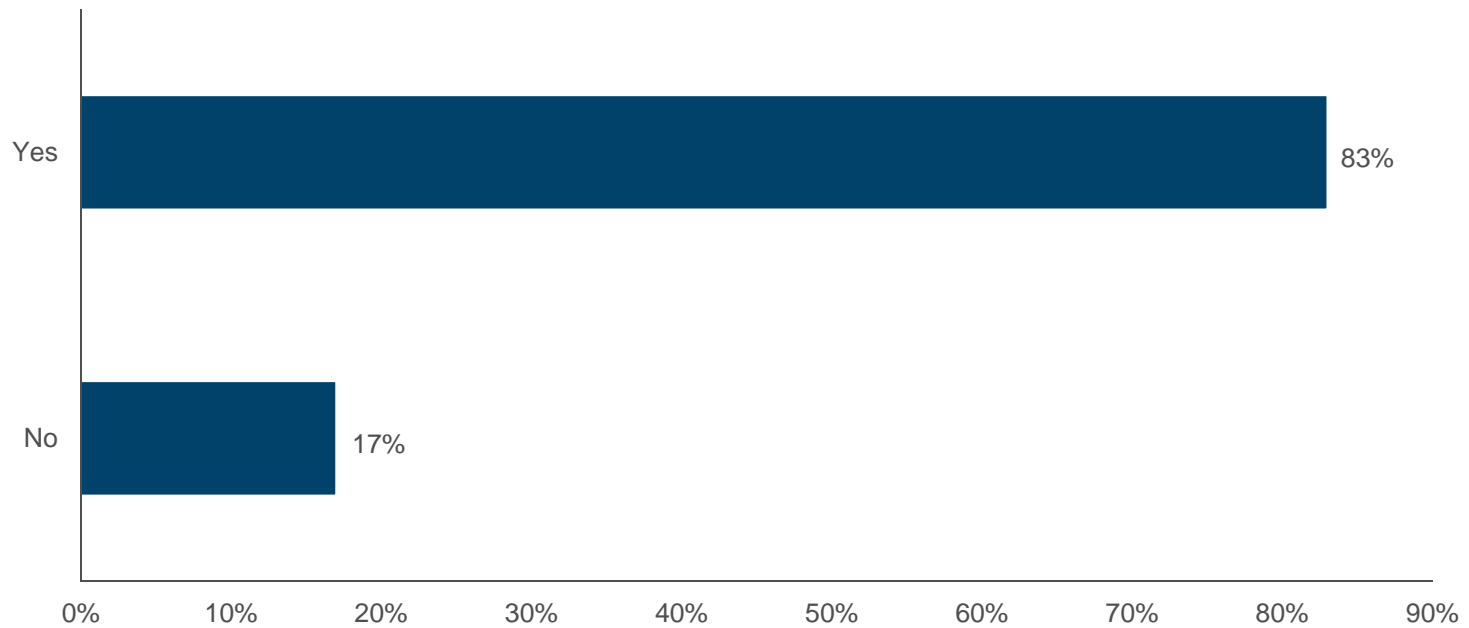


- Men are more likely to have sole responsibility, while women are more likely to share equally in managing the household finances



Household Budget

Q17. DO YOU HAVE A HOUSEHOLD BUDGET?

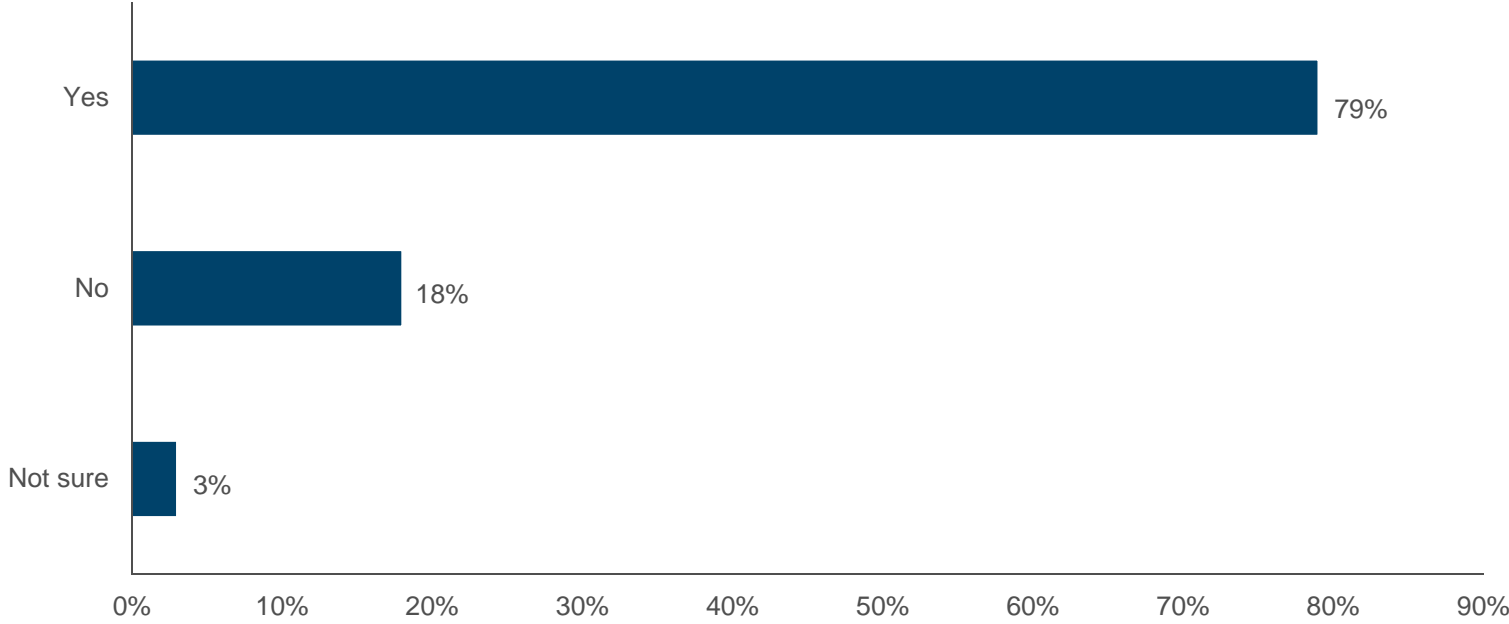


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Budget Surplus

Q18. IS THERE TYPICALLY MONEY LEFT OVER AFTER PAYING ALL THE MONTHLY EXPENSES?

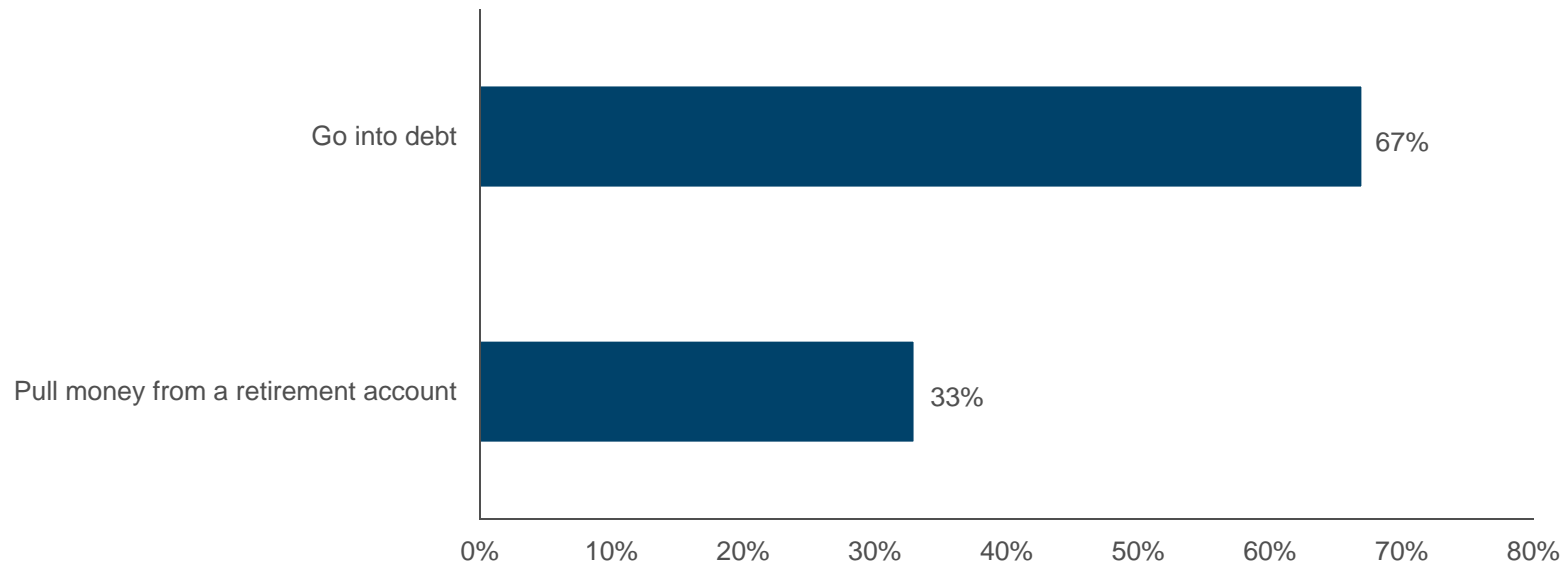


T. Rowe Price 2016 Parents, Kids & Money Survey
N=905 (Have Household Budget)



Facing Financial Hardship

Q19. IF FACED WITH FINANCIAL HARDSHIP THAT YOU COULDN'T OTHERWISE COVER, WHICH OF THE FOLLOWING TWO OPTIONS WOULD YOU CHOOSE FIRST?



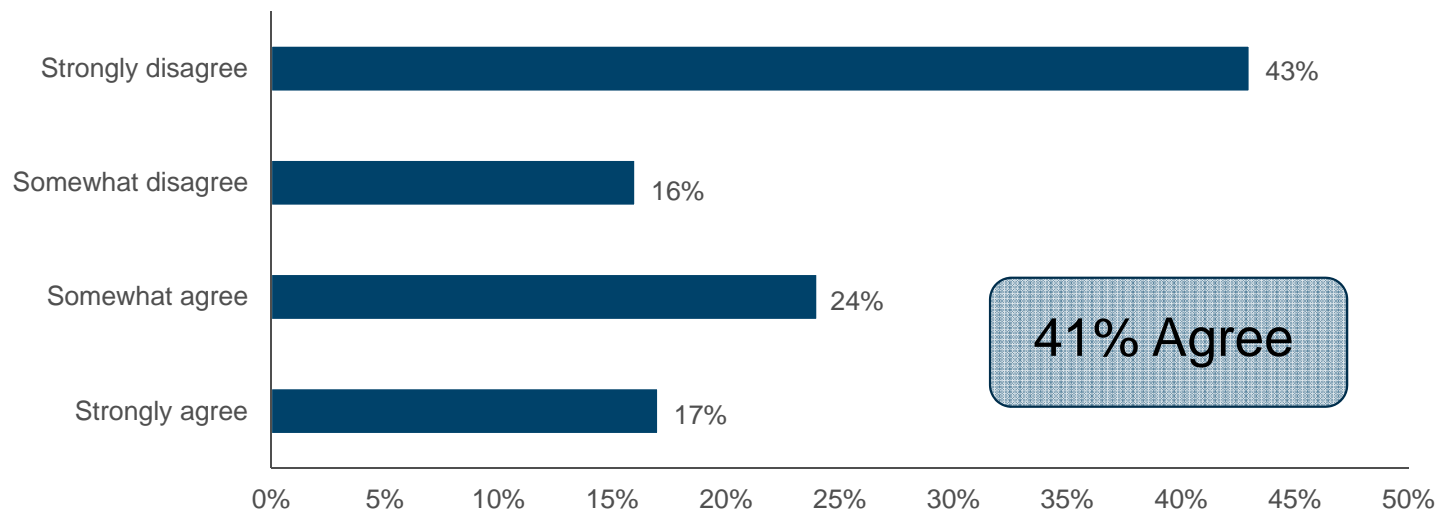
- 32% of those who say they would choose to pull money from a retirement account do not currently have any retirement savings
- Of the 589 parents who do currently have retirement savings, 42% would opt to pull money from retirement as opposed to going into debt

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



Financial Keeping Financial Secrets

Q59. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS: I KEEP FINANCIAL SECRETS FROM MY SPOUSE/PARTNER?



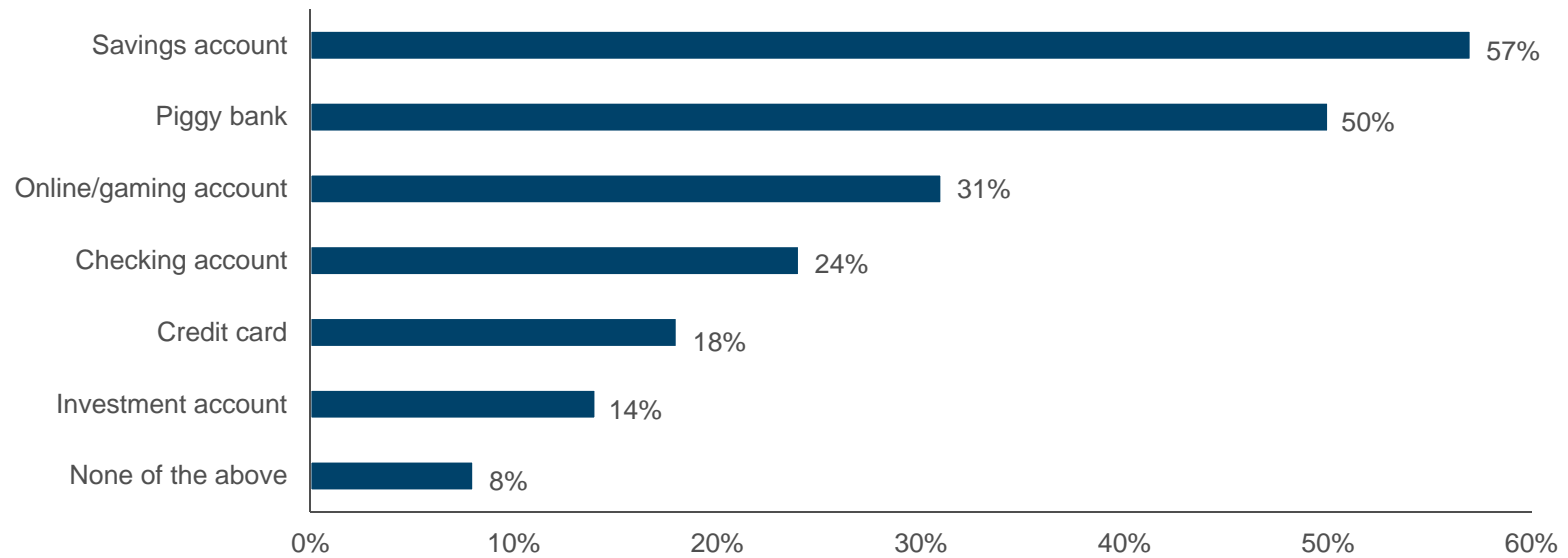
- Men are more likely than women to say they keep financial secrets from their spouse/partner (50% vs. 31%)
- Keeping financial secrets decreases by generation (60% for millennials, 39% for Gen Xers, and 16% for baby boomers)

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



Kids' Finances

Q55. WHICH OF THE FOLLOWING DO YOUR KIDS HAVE?
(CHECK ALL THAT APPLY)



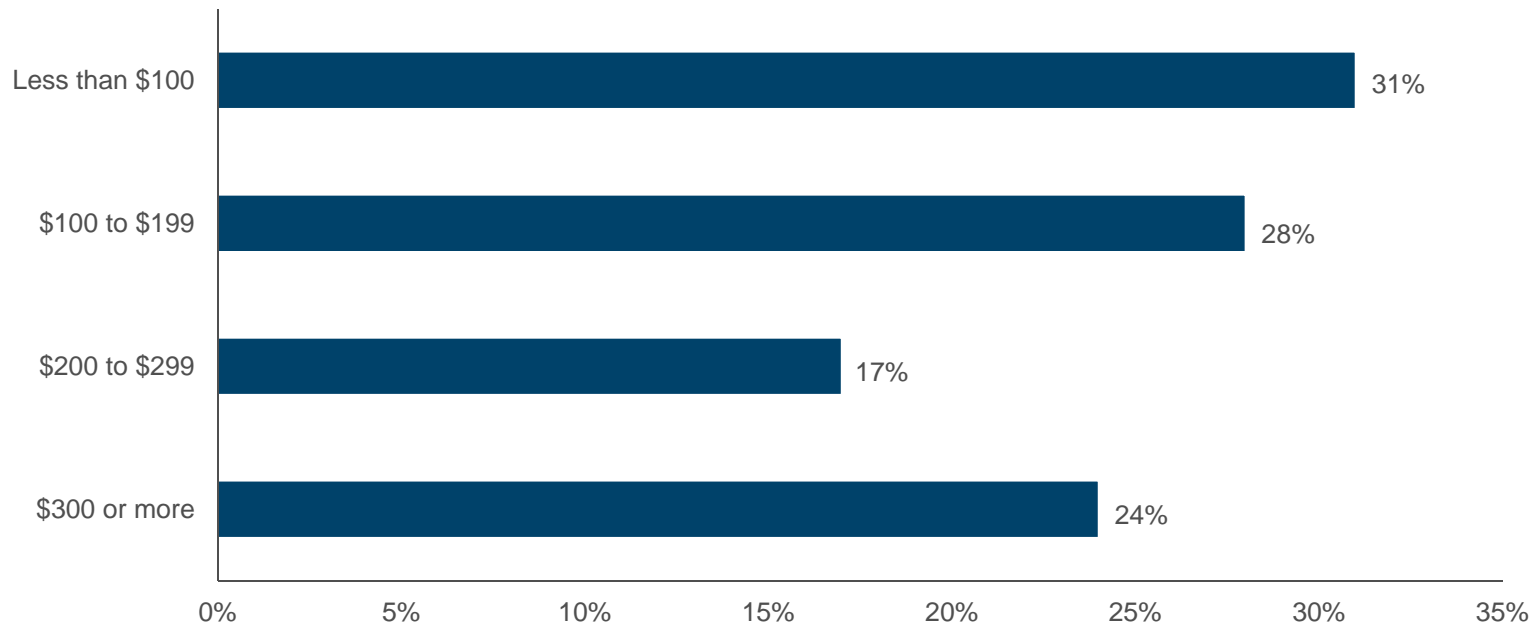
- A total of 79% of kids have either a savings account or a piggy bank

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



Amount Spent on Kid – Birthday 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 BIRTHDAY PRESENTS?

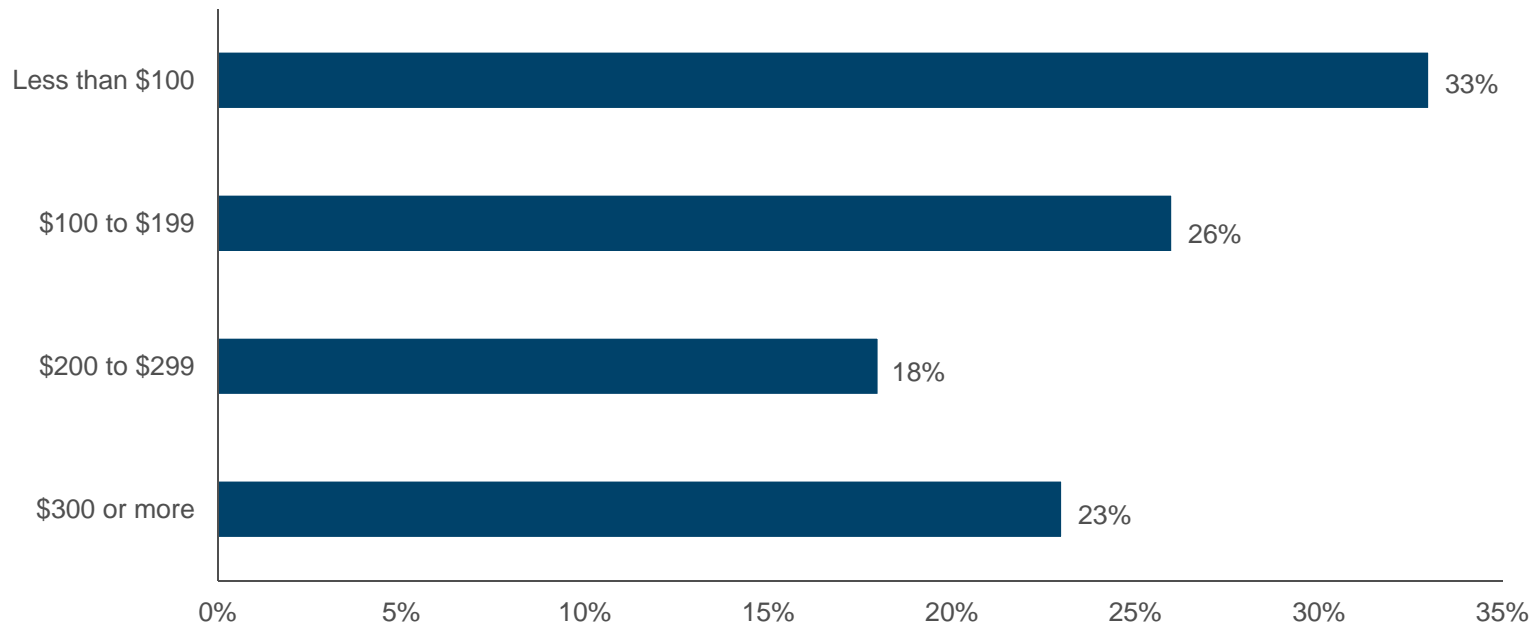


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Amount Spent on Kid – Birthday Party

Q68. THINKING ONLY ABOUT YOUR KID WHO WILL BE TAKING THE SURVEY, APPROXIMATELY HOW MUCH DID YOU SPEND IN THE PAST 12 MONTHS ON A BIRTHDAY PARTY?

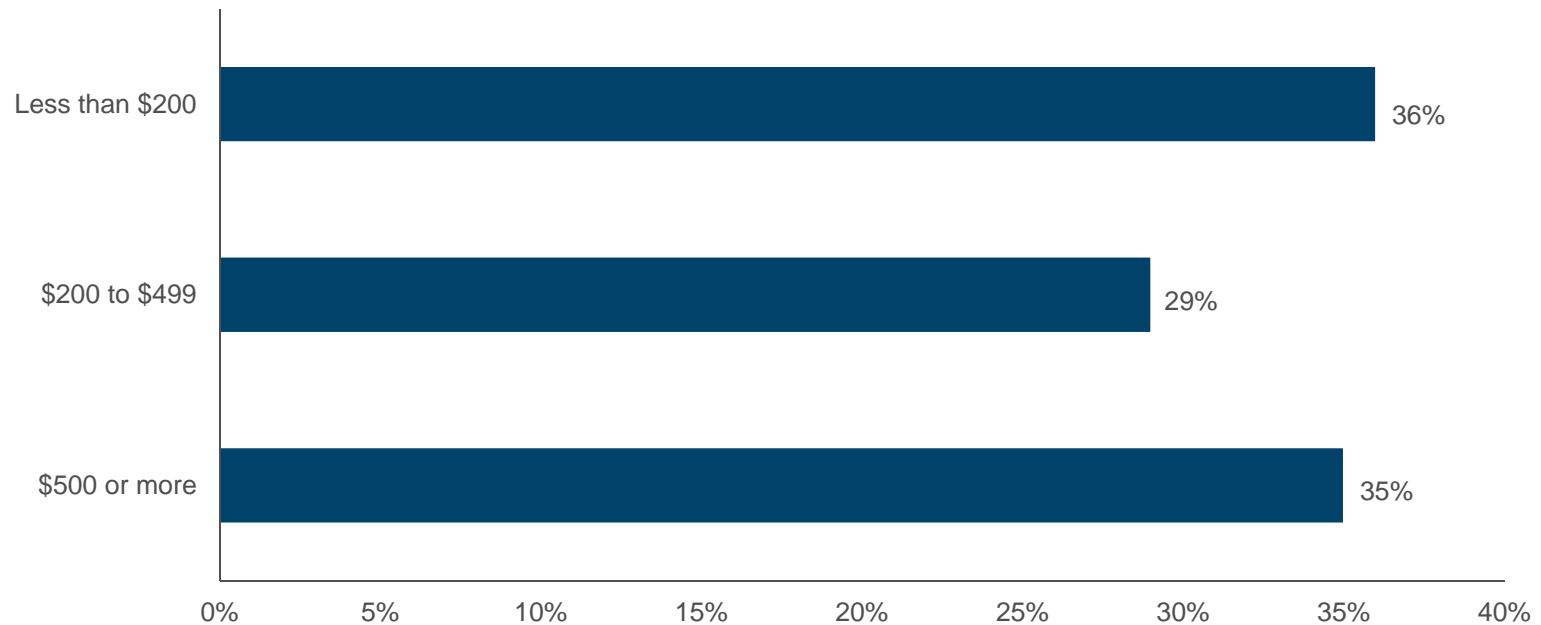


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Amount Spent on Kid – Extracurricular Activities

Q68. 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?



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N=1,086 (Total Respondents)

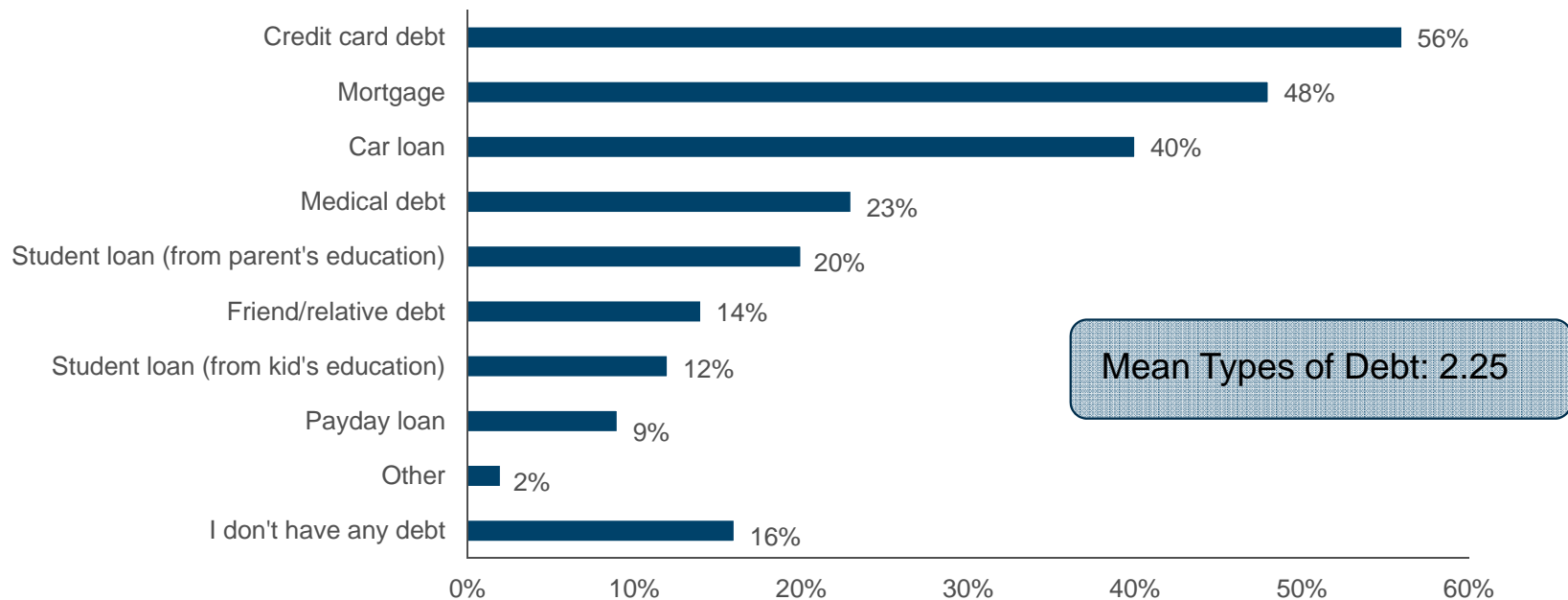


HOUSEHOLD DEBT



Types of Debt

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



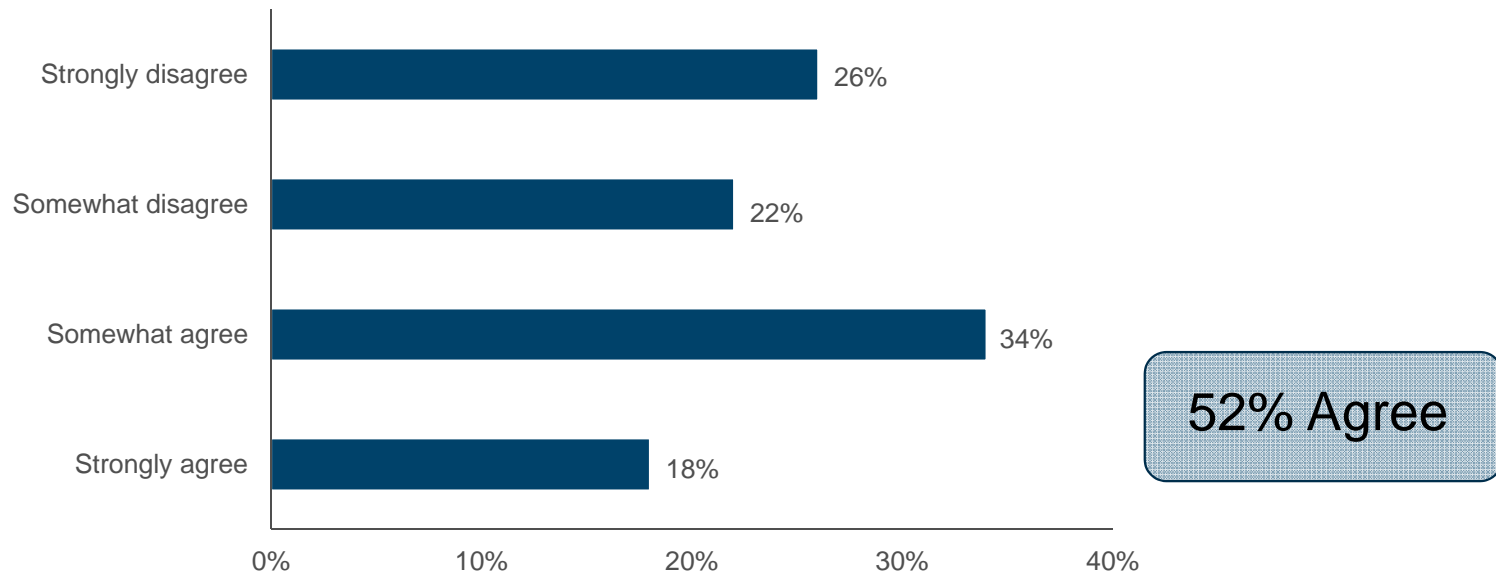
- 61% of parents have more than one type of debt, with a mean number of debt types at 2.25
- 5% of parents have student loan debt for both parents' and kids' education
- Married parents are more likely than single parents to have debt (86% vs. 76%)

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



Perception of Credit Card Debt

Q59. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EVERYBODY HAS CREDIT CARD DEBT?



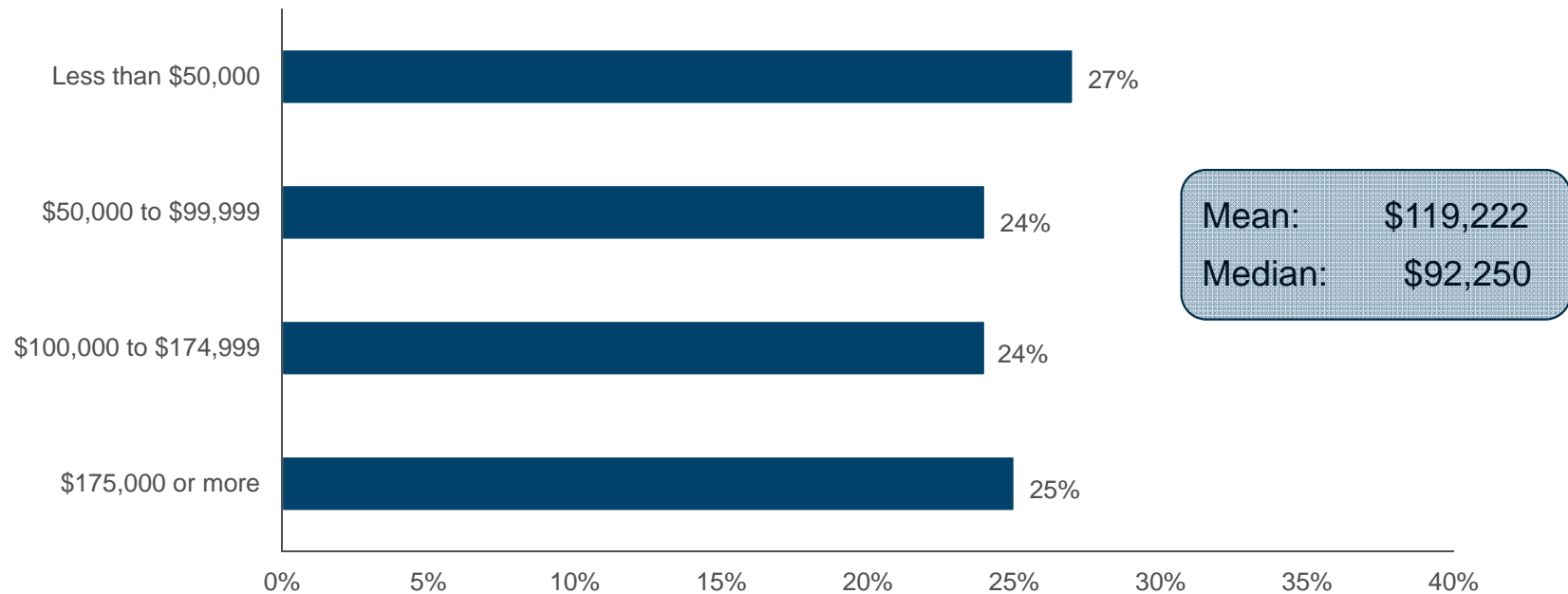
- Men are more likely than women to say that everybody has credit card debt (57% vs. 46%)

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



Amount of Debt – Mortgage

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR MORTGAGE?

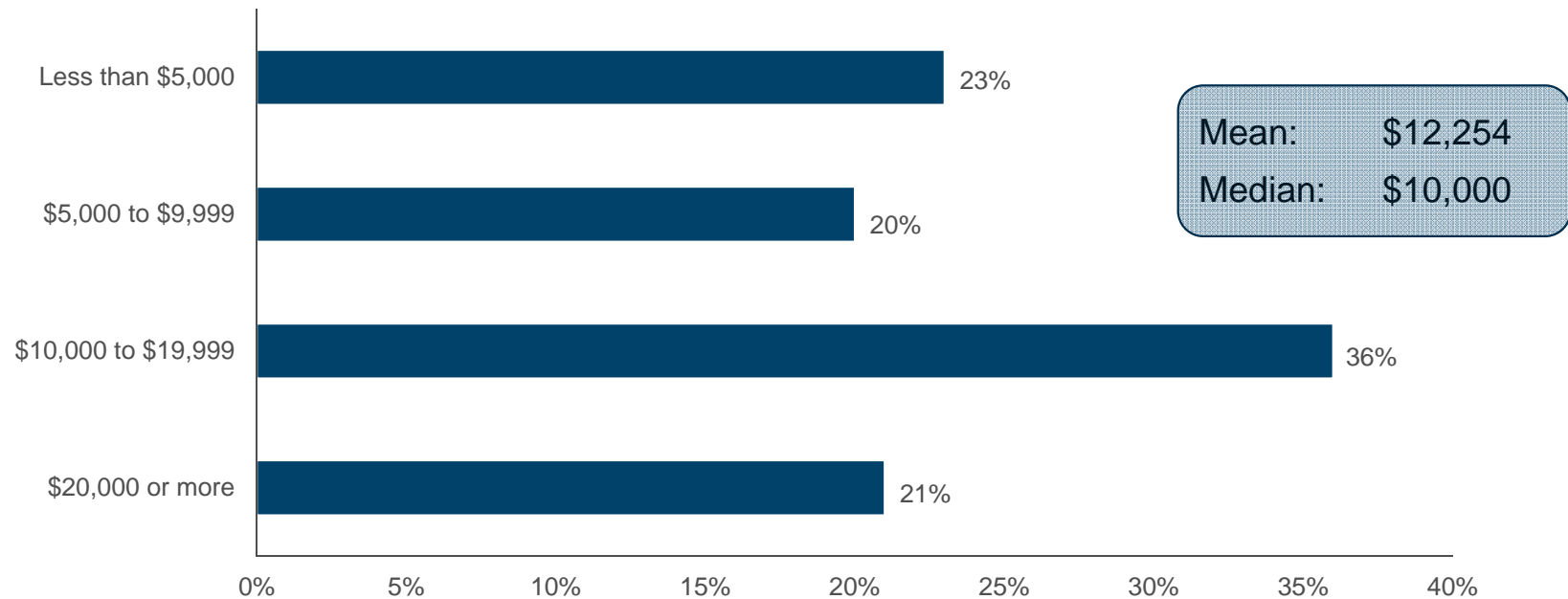


T. Rowe Price 2016 Parents, Kids & Money Survey
N=526 (Have a Mortgage)



Amount of Debt – Car Loan

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR CAR LOAN?

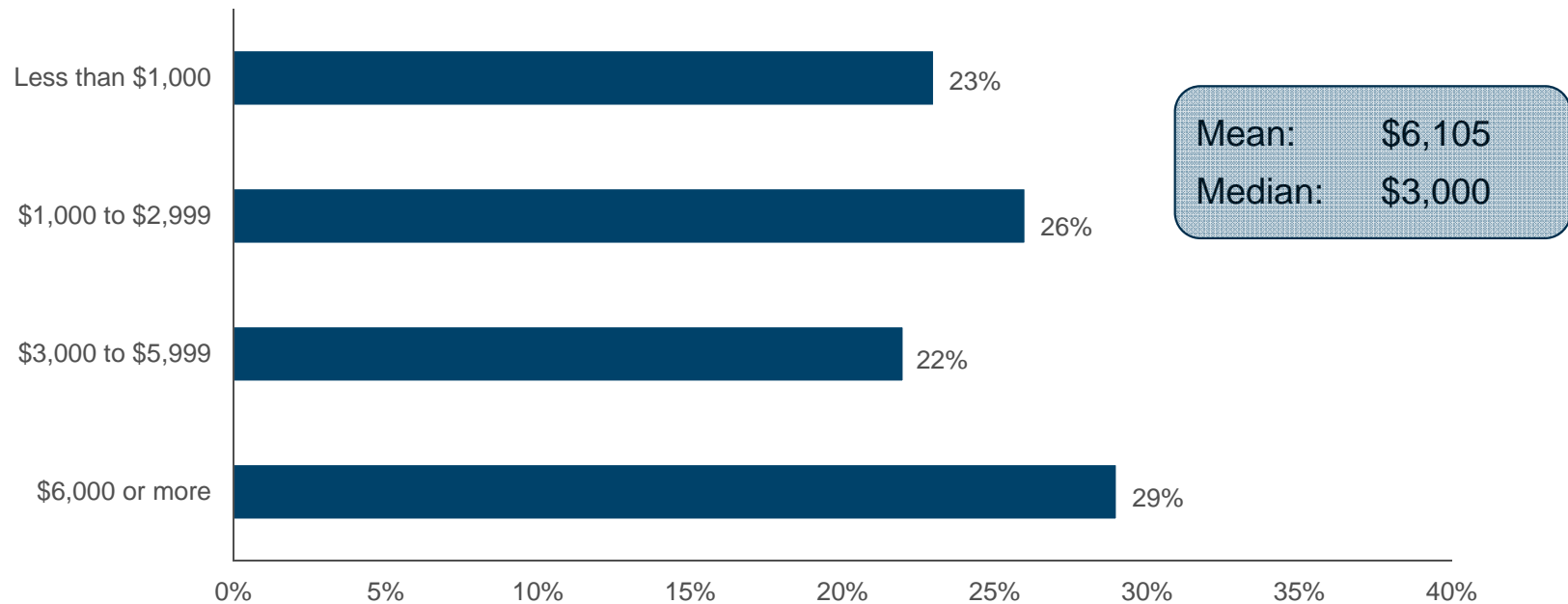


T. Rowe Price 2016 Parents, Kids & Money Survey
N=436 (Have a Car Loan)



Amount of Debt – Credit Cards

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR CREDIT CARDS?

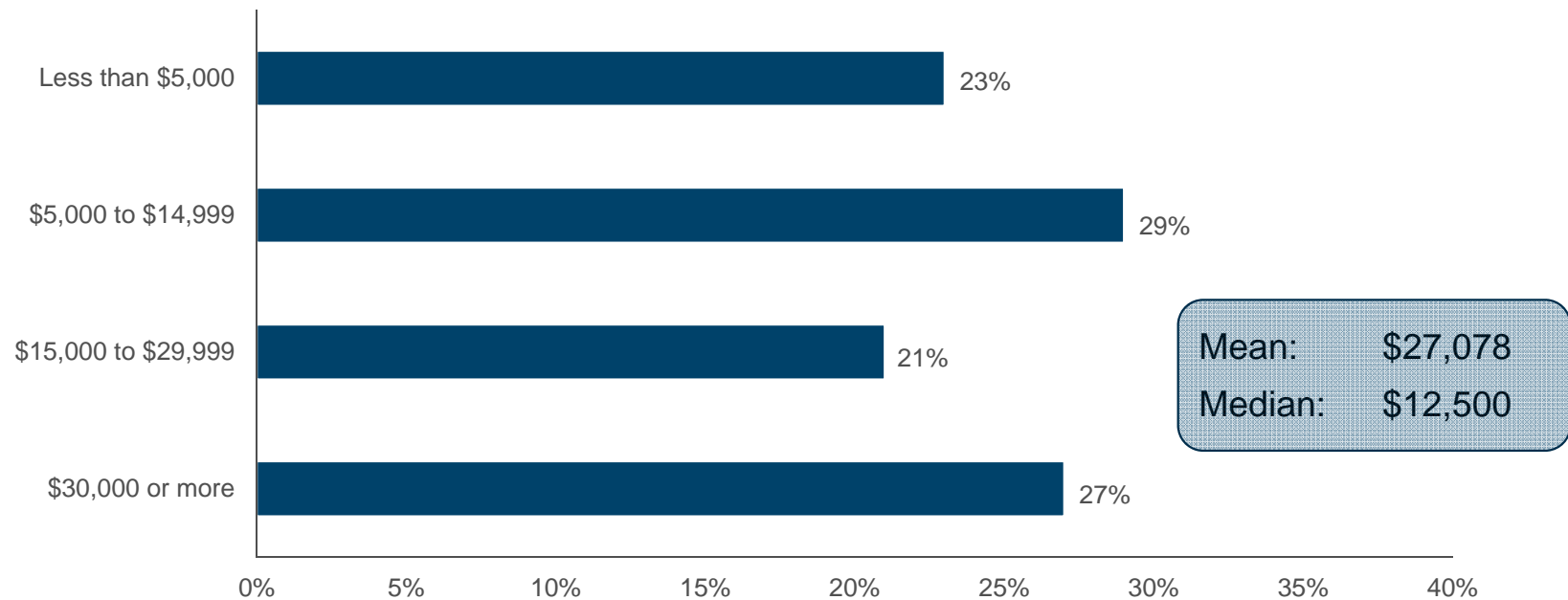


T. Rowe Price 2016 Parents, Kids & Money Survey
N=611 (Have a Credit Card Debt)



Amount of Debt – Student Loans (Parents)

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR STUDENT LOANS (FOR YOU OR SPOUSE'S EDUCATION)?

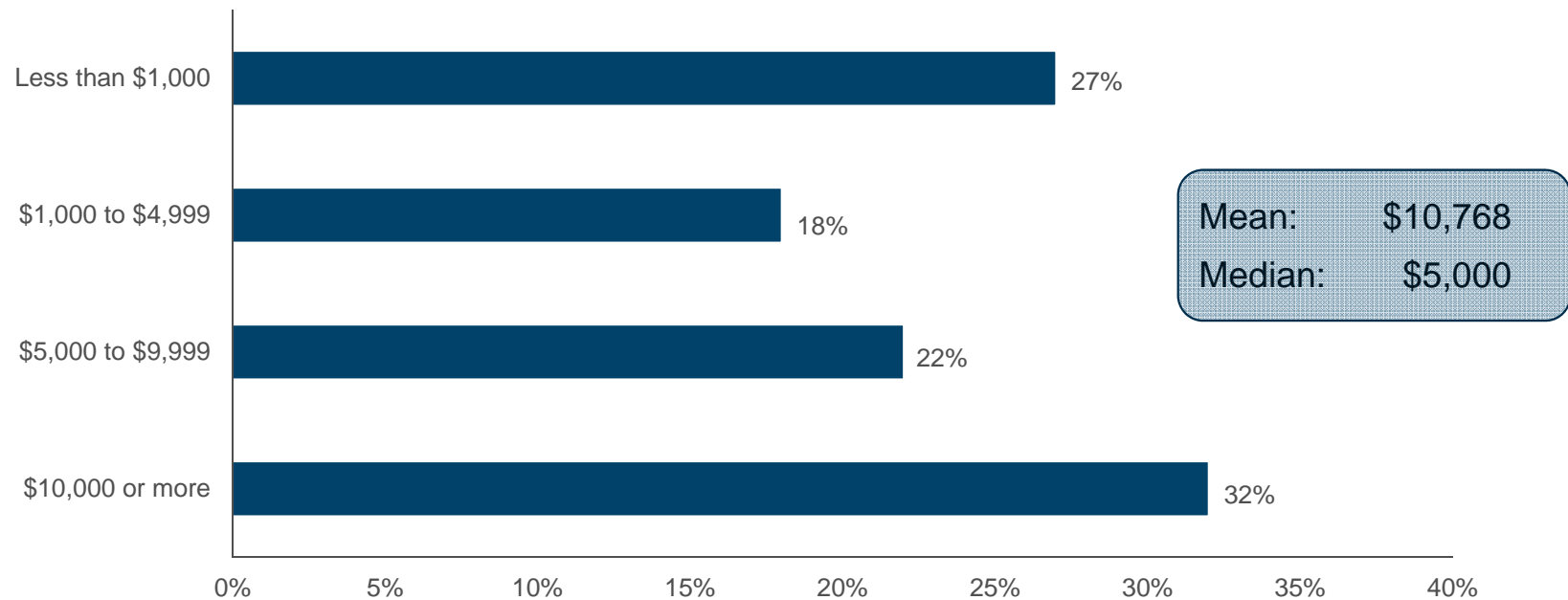


T. Rowe Price 2016 Parents, Kids & Money Survey
N=611 (Have Student Loans for Parents' Education)



Amount of Debt – Student Loans (Kids)

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR STUDENT LOANS (FOR YOUR KIDS)?

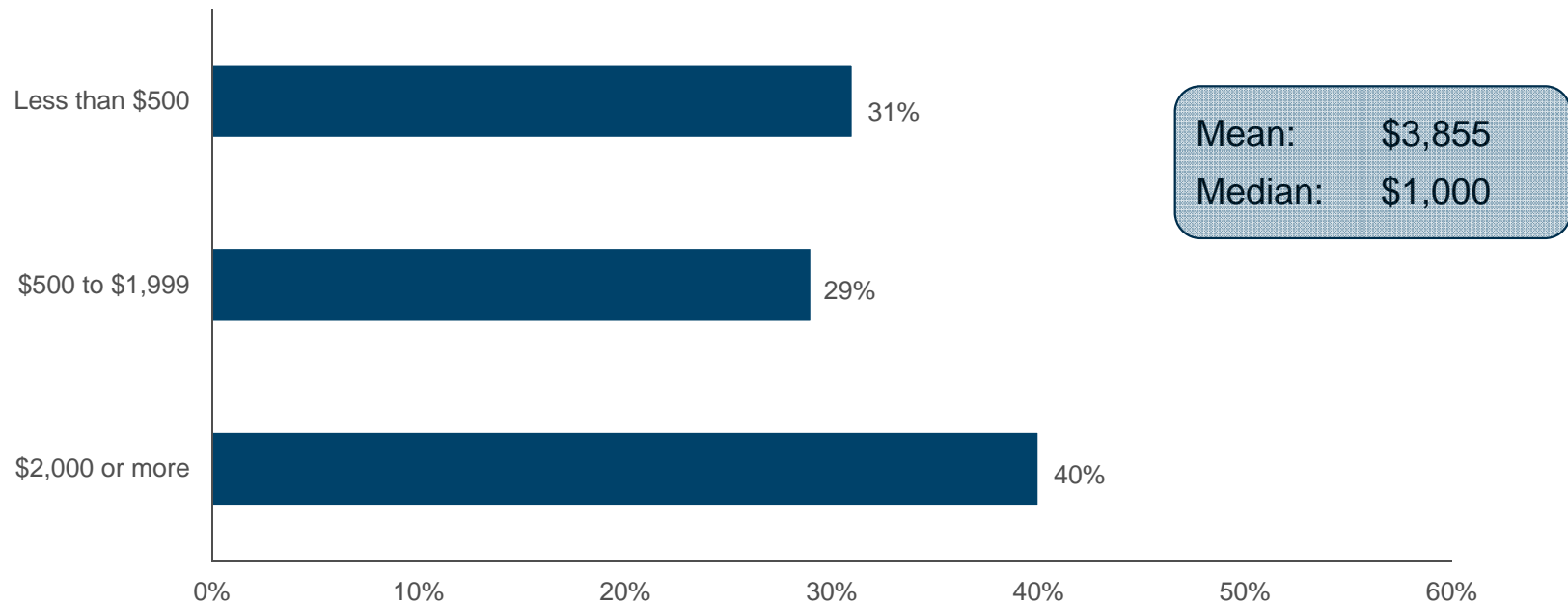


T. Rowe Price 2016 Parents, Kids & Money Survey
N=134 (Have Student Loans for Kids' Education)



Amount of Debt – Friend/Family Loans

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR FRIEND/FAMILY LOANS?

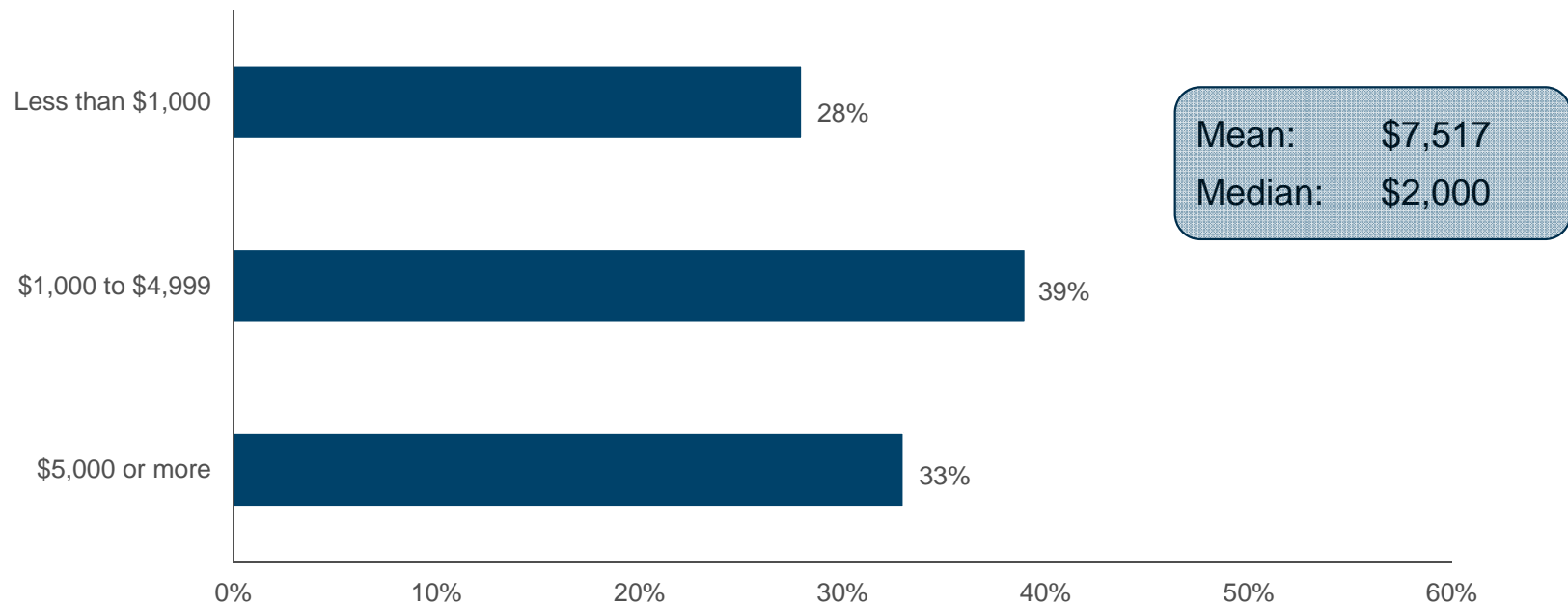


T. Rowe Price 2016 Parents, Kids & Money Survey
N=150 (Have Friend/Family Loans)



Amount of Debt – Medical Debt

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR MEDICAL DEBT?

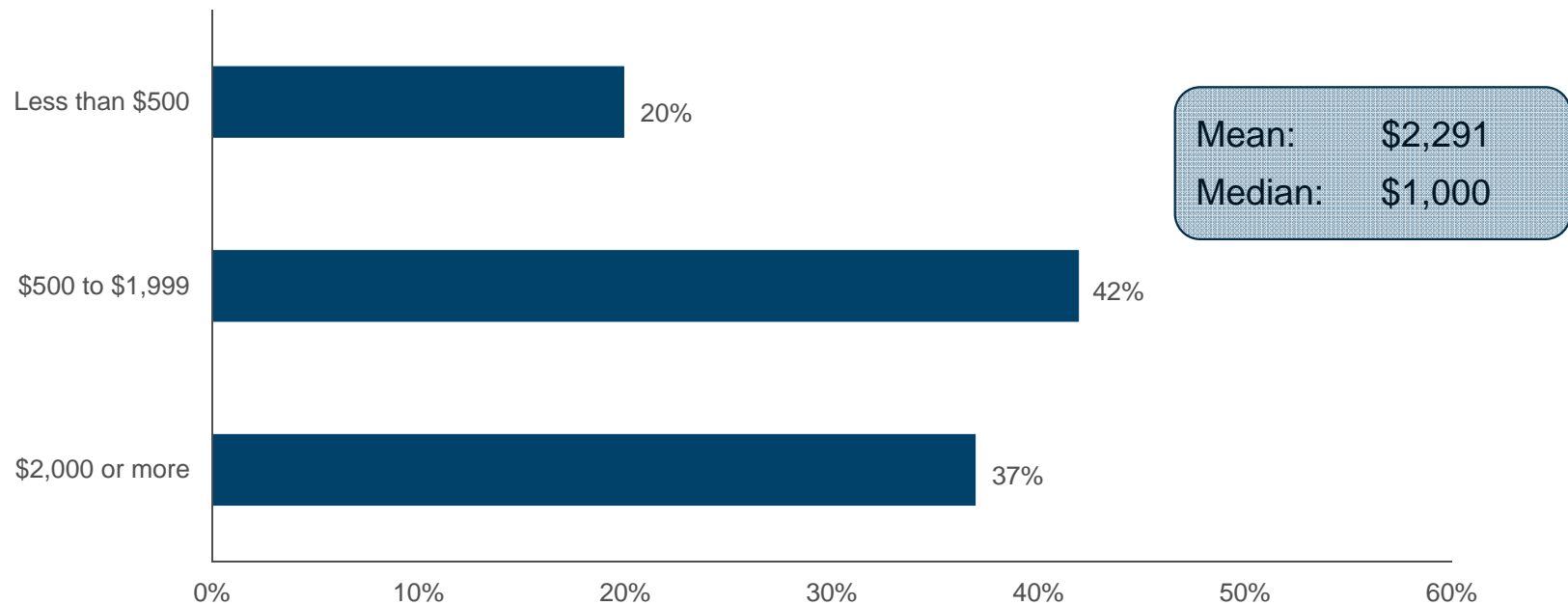


T. Rowe Price 2016 Parents, Kids & Money Survey
N=254 (Have Medical Debt)



Amount of Debt – Payday Loan

Q15. WHAT IS THE APPROXIMATE BALANCE (I.E., THE AMOUNT YOU STILL OWE) FOR YOUR PAYDAY LOAN?



T. Rowe Price 2016 Parents, Kids & Money Survey
N=100 (Have Payday Loan)

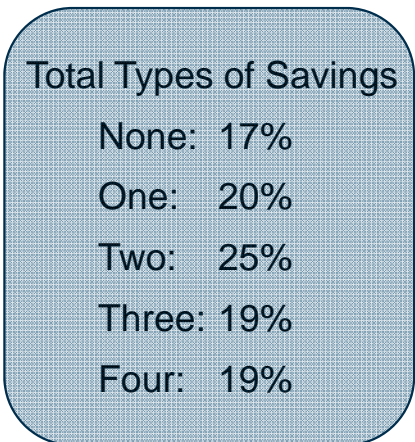
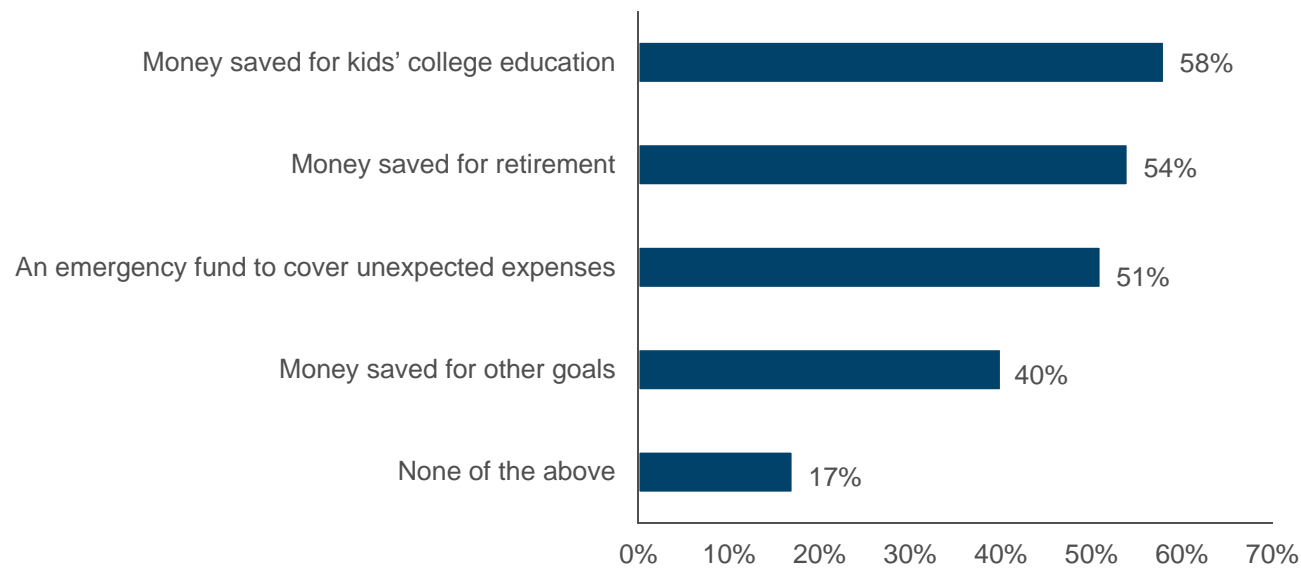


SAVINGS



Savings Accounts

Q20. WHICH OF FOLLOWING DO YOU HAVE?
(CHECK ALL THAT APPLY)



- Married parents are more likely than single parents to have retirement savings (56% vs. 46%) and college savings (60% vs. 50%)

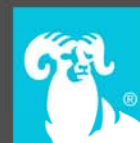


Savings Accounts – By Parent Gender and Age

Q20. WHICH OF THE FOLLOWING DO YOU HAVE?
(CHECK ALL THAT APPLY)

	Gender		Age		
	Men	Women	Millennial (A)	Gen X (B)	Baby Boomer (C)
Money saved for kids' college education	<u>69%</u>	48%	70% (B,C)	56%	55%
Money saved for retirement	<u>60%</u>	49%	47%	56% (A)	56%
Emergency fund	<u>56%</u>	47%	52%	51%	53%
Money saved for other goals	<u>50%</u>	32%	48%	39%	35%
None of the above	9%	<u>25%</u>	9%	<u>19% (A)</u>	<u>22% (A)</u>

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N=1,086 (Total Respondents)

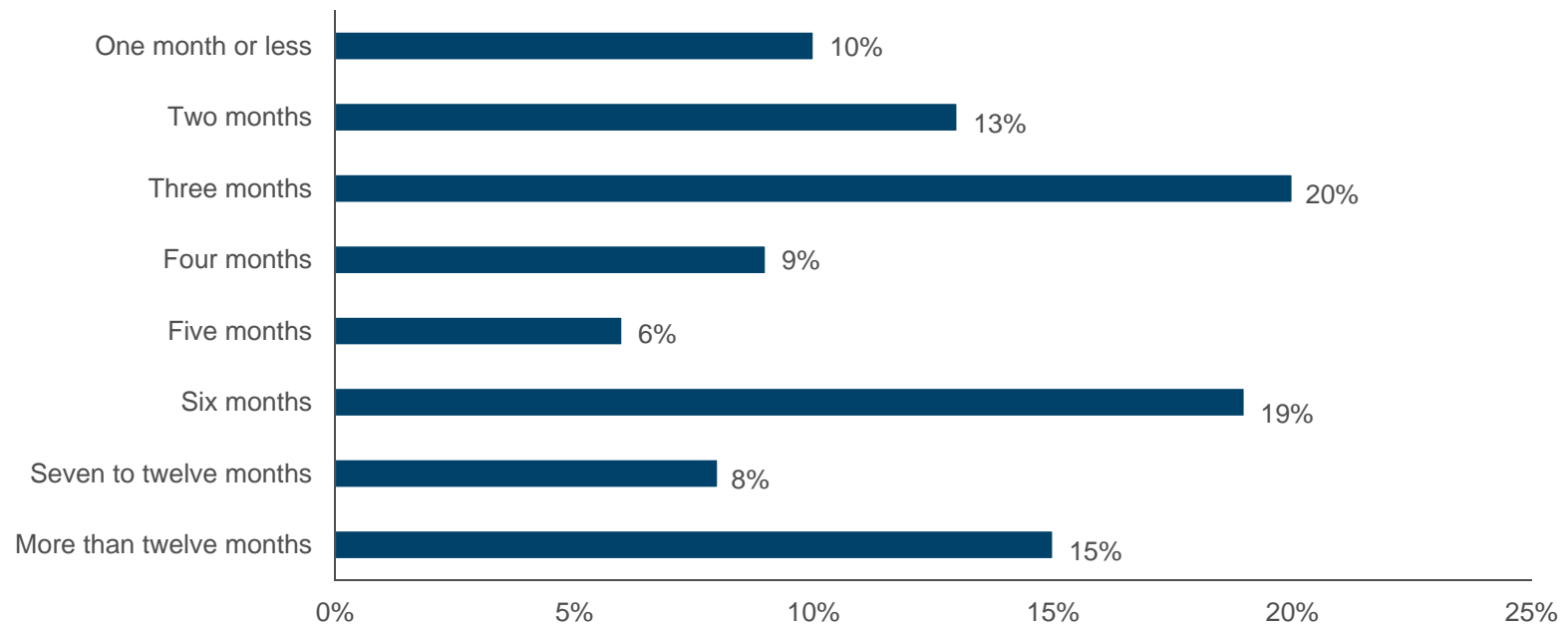


EMERGENCY FUND



Size of Emergency Fund

Q23. FOR HOW MANY MONTHS WOULD YOUR EMERGENCY FUND COVER YOUR FAMILY'S EXPENSES?

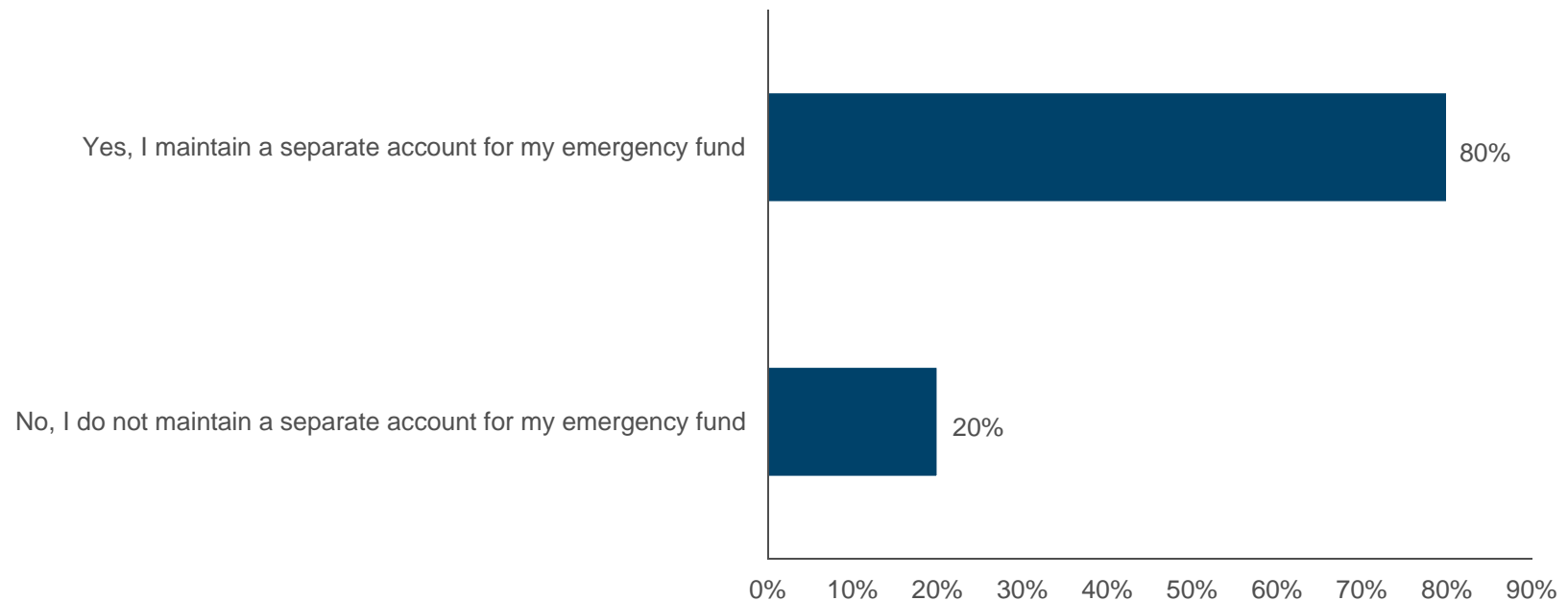


T. Rowe Price 2016 Parents, Kids & Money Survey
N=558 (Have Emergency Fund)



Separate Emergency Fund Account

Q24. DO YOU MAINTAIN A SEPARATE ACCOUNT FOR YOUR EMERGENCY FUND, OR IS IT KEPT IN AN ACCOUNT WITH OTHER FUNDS?

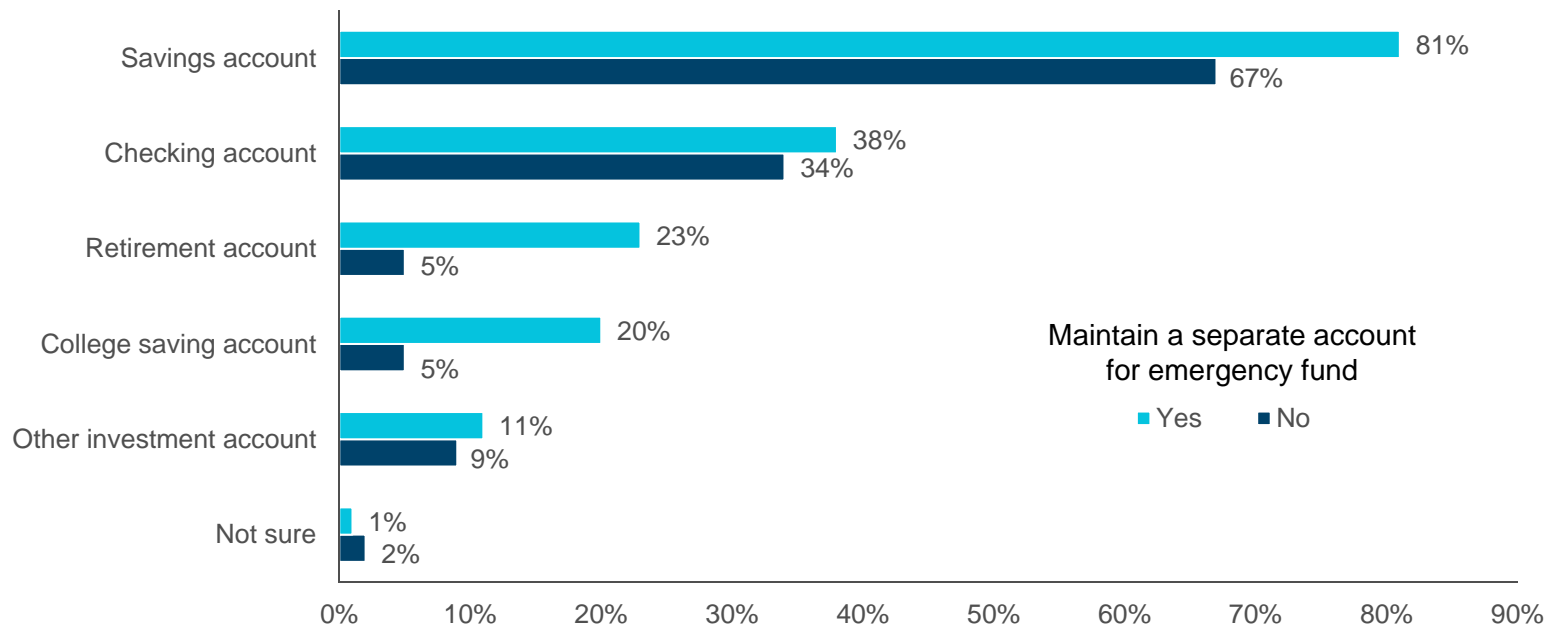


T. Rowe Price 2016 Parents, Kids & Money Survey
N=558 (Have Emergency Fund)



Emergency Fund Account Types

Q25. IN WHAT TYPE OF ACCOUNT DO YOU KEEP YOUR EMERGENCY FUND?
(CHECK ALL THAT APPLY)



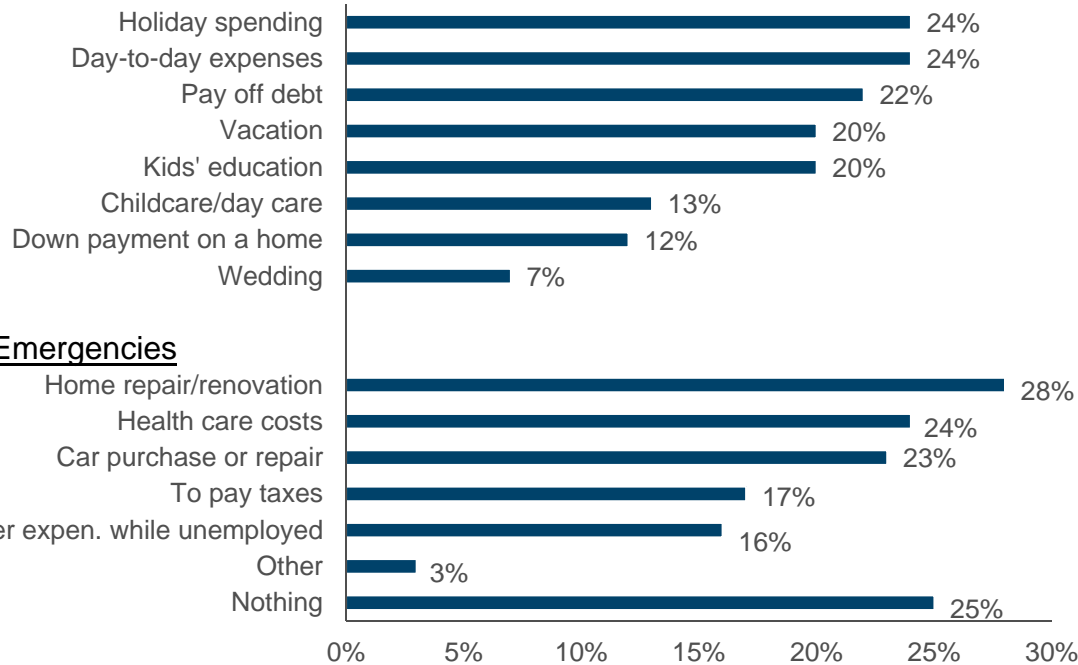
T. Rowe Price 2016 Parents, Kids & Money Survey
N=558 (Have Emergency Fund)



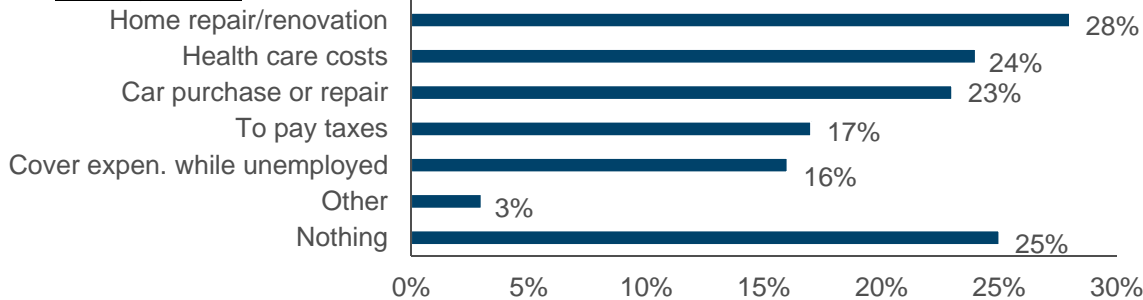
Using the Emergency Fund

Q26. WHAT TYPES OF THINGS HAVE YOU USED EMERGENCY FUND MONEY FOR IN THE PAST TWO YEARS?
(CHECK ALL THAT APPLY)

Non-Emergencies



Emergencies



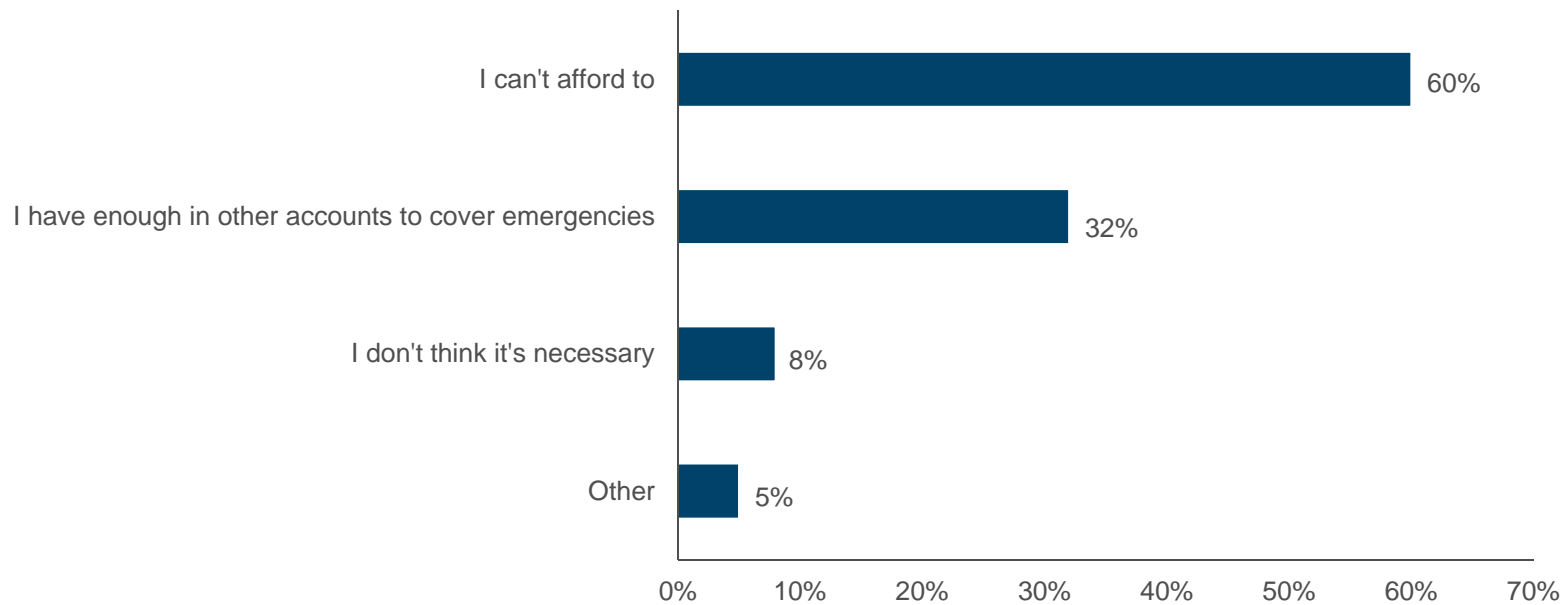
55% have used emergency funds for non-emergencies, and 37% have used emergency funds for more than one non-emergency

Across categories, millennials are more likely than older generations to tap into their emergency fund



Why No Emergency Fund

Q27. WHY DON'T YOU HAVE AN EMERGENCY FUND?
(CHECK ALL THAT APPLY)



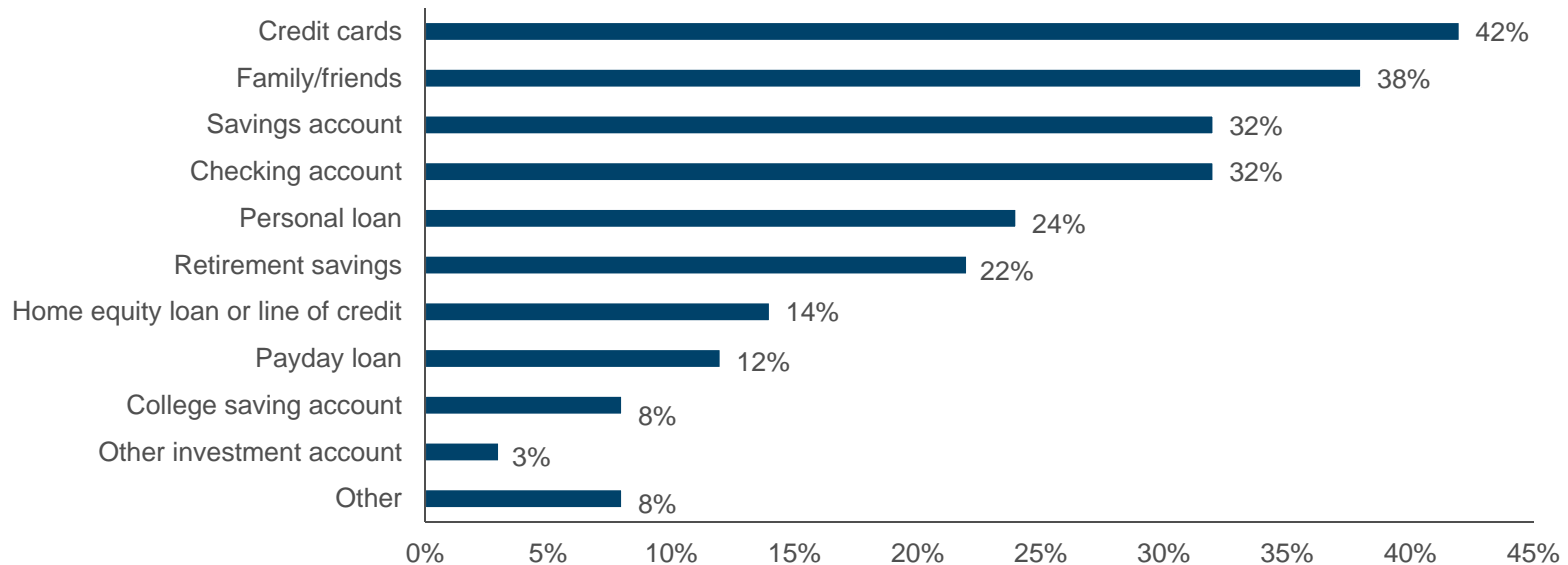
- 48% of those who say they can't afford to have an emergency fund have a household budget, and money left over each month after paying expenses

T. Rowe Price 2016 Parents, Kids & Money Survey
N=528 (Don't Have Emergency Fund)



Resources Used for Emergencies

Q28. IN CASE OF EMERGENCY OR HARDSHIP, WHICH OF THE FOLLOWING WOULD YOU RELY ON FOR FUNDS?
(CHECK ALL THAT APPLY)



- Women are more likely than men to say family/friends (42% vs. 34%), and less likely to say checking account (28% vs. 38%), savings account (24% vs. 41%) and college savings account (5% vs. 12%)



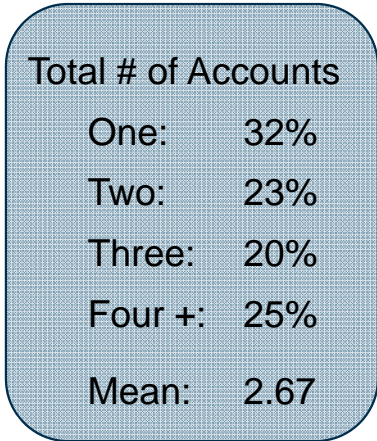
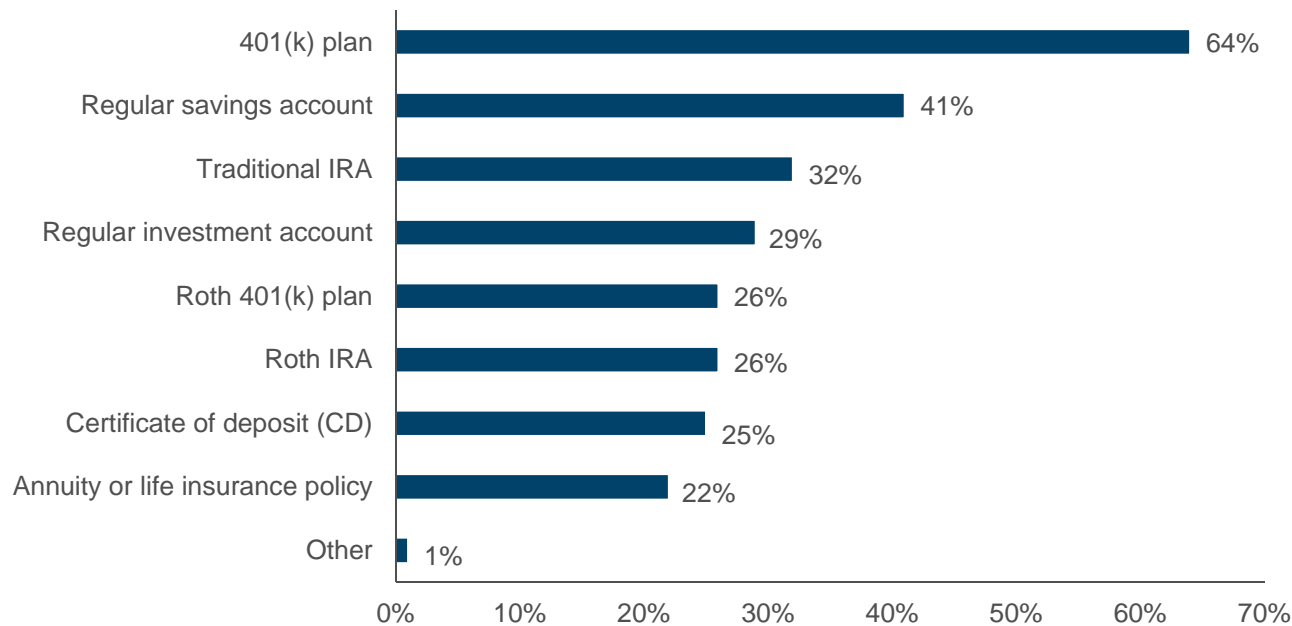
RETIREMENT SAVINGS



Retirement Accounts

Q29. WHAT TYPES OF ACCOUNTS DO YOU HAVE FOR YOUR RETIREMENT SAVINGS?

(CHECK ALL THAT APPLY)



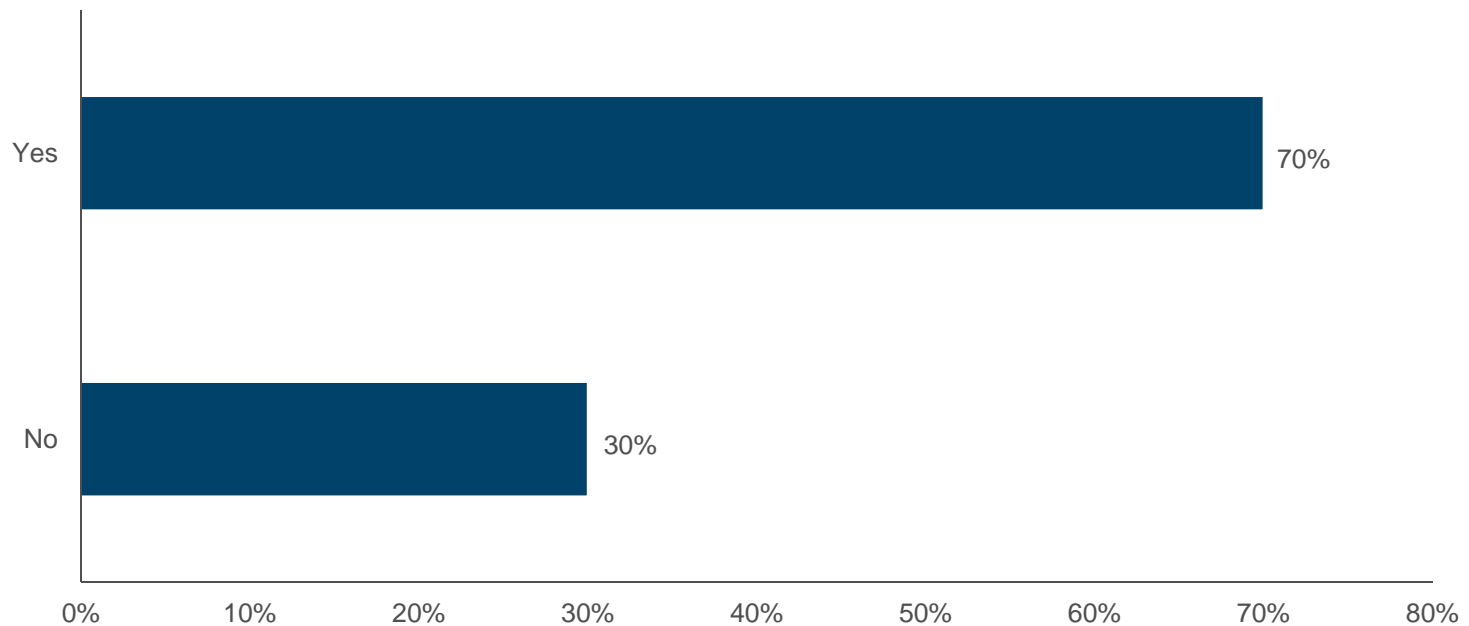
- Of those parents who have retirement savings, 88% use an IRA or 401(k) (traditional or Roth), but 33% use *only* those types of accounts for retirement savings

T. Rowe Price 2016 Parents, Kids & Money Survey
N=589 (Have Retirement Savings)



Mixed Retirement Accounts

Q30. DO THE REGULAR SAVINGS OR INVESTMENT ACCOUNTS YOU USE FOR RETIREMENT SAVINGS ALSO HAVE MONEY THAT IS NOT GOING TO BE USED FOR RETIREMENT?

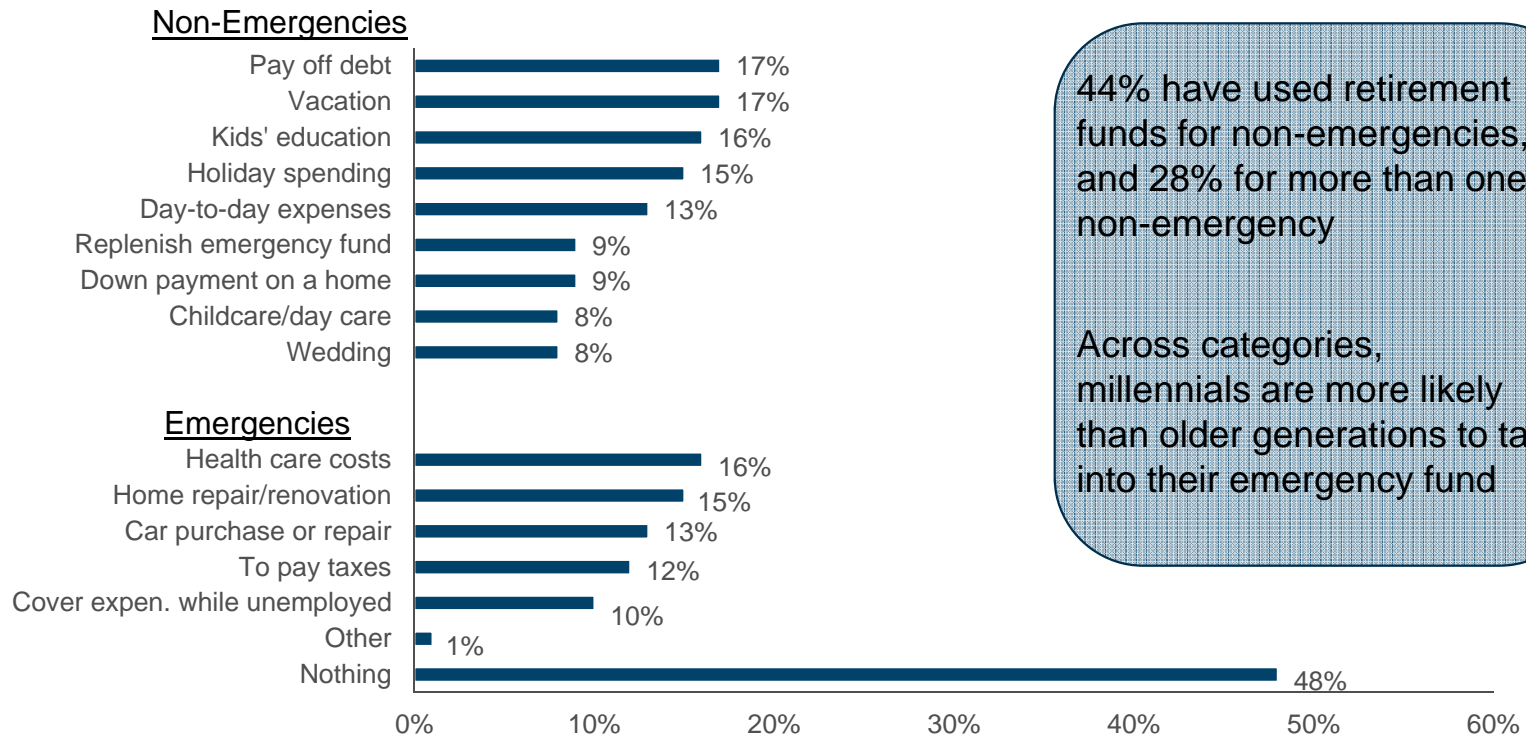


T. Rowe Price 2016 Parents, Kids & Money Survey
N=320 (Have Regular Savings or Investment Accounts for Retirement Savings)



Using Money From Retirement Accounts

Q31. WHAT TYPES OF THINGS HAVE YOU PAID FOR WITH MONEY TAKEN FROM RETIREMENT SAVINGS IN THE PAST TWO YEARS?
(CHECK ALL THAT APPLY)

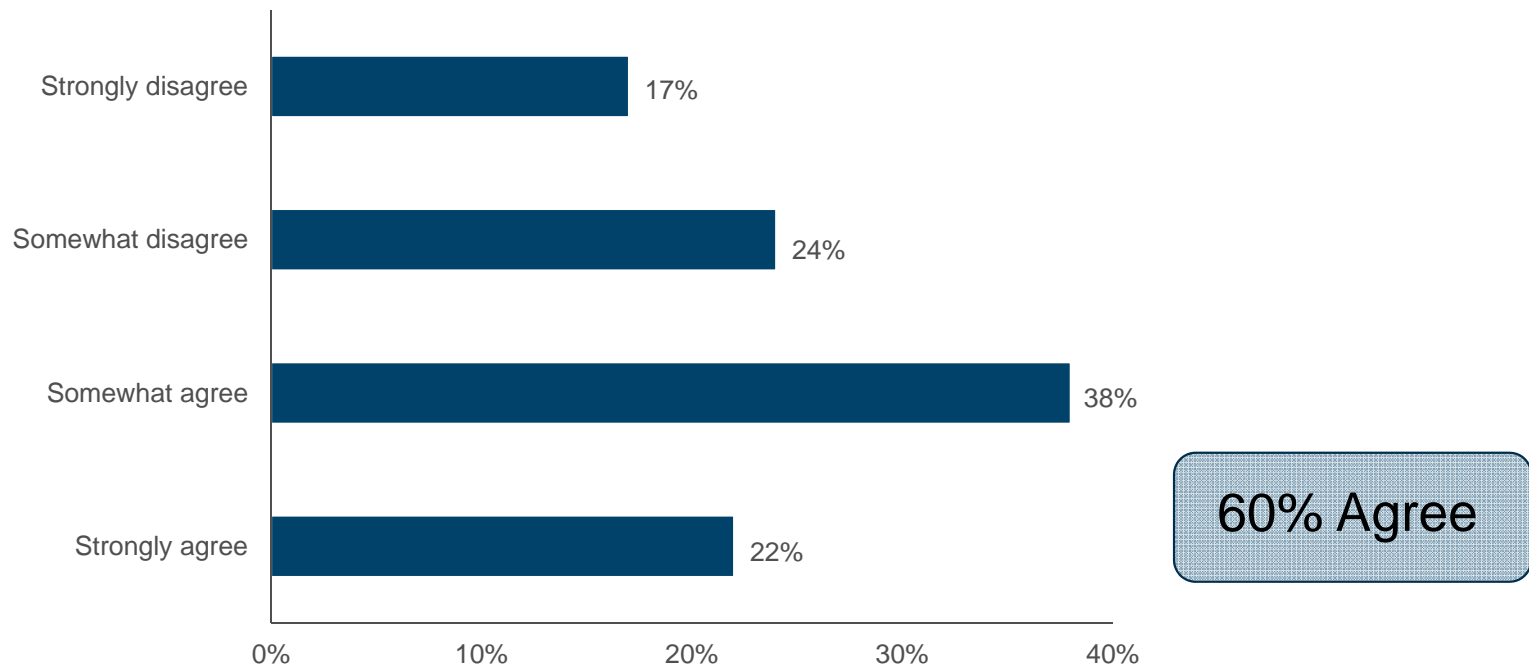


T. Rowe Price 2016 Parents, Kids & Money Survey
N=575 (Have Retirement Savings and Not Retired)



Anxiety About Saving for Retirement

Q59. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: CONVERSATIONS ABOUT SAVING FOR RETIREMENT USUALLY FILL ME WITH A LOT OF ANXIETY?



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



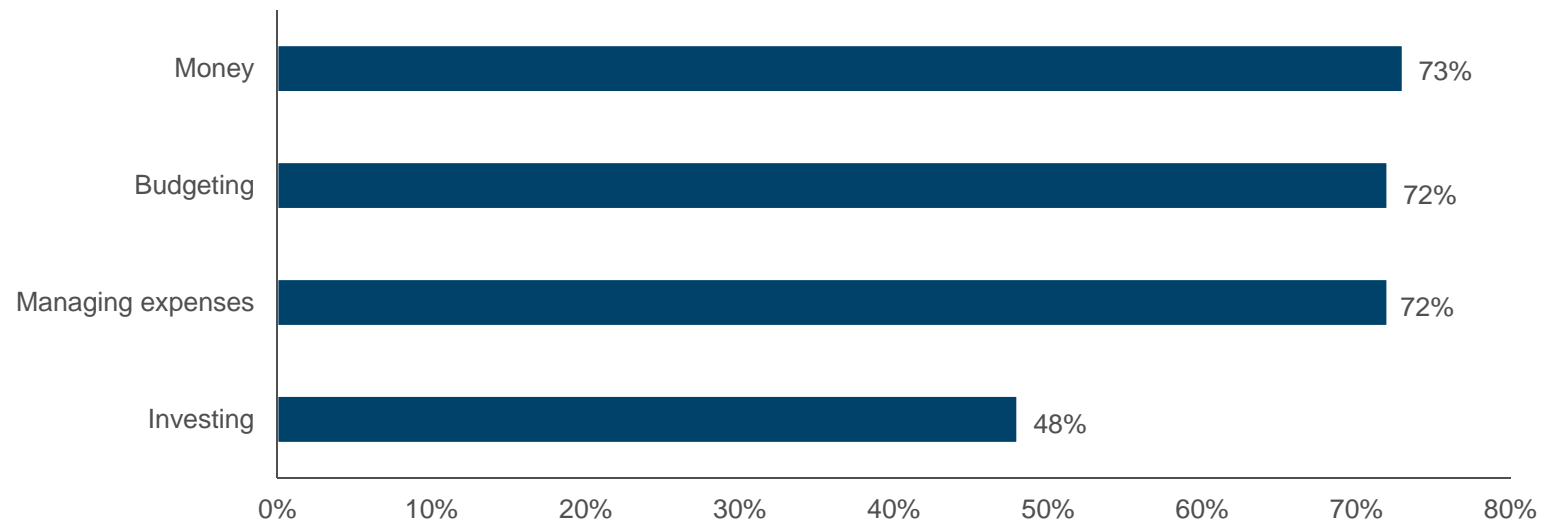
PARENTAL KNOWLEDGE, ATTITUDES, AND BEHAVIORS



Parents' Financial Knowledge

Q53. OVERALL, HOW KNOWLEDGEABLE ARE YOU ABOUT EACH OF THE FOLLOWING?

(FIVE-POINT SCALE - DISPLAYING TOP 2 BOX)

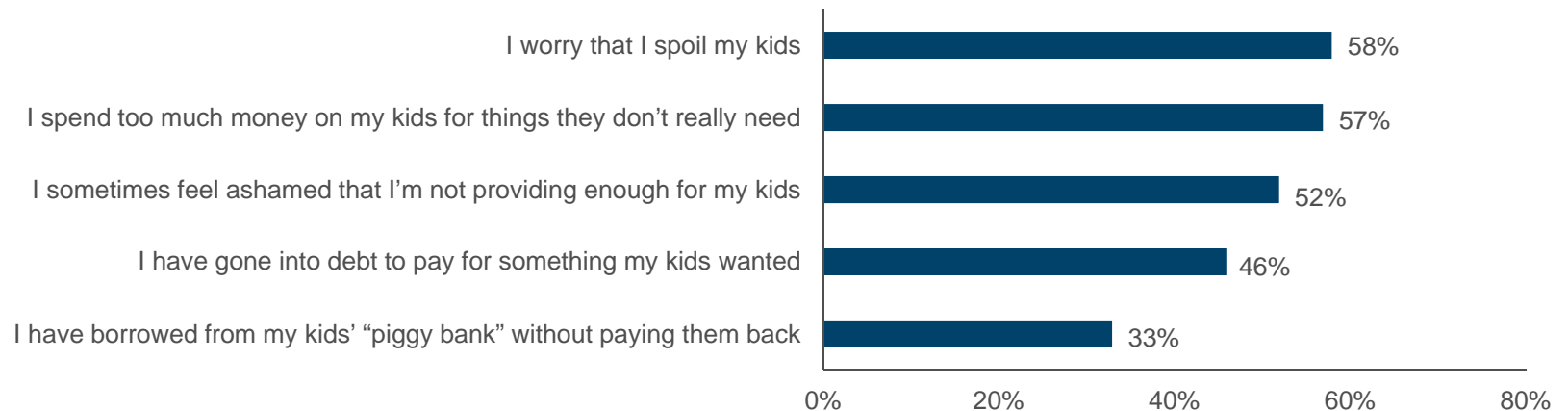


- For each topic, men are more likely than women to say they are knowledgeable



Parental Attitudes and Behaviors

Q56 & Q59. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?
(DISPLAYING PERCENT THAT AGREE)



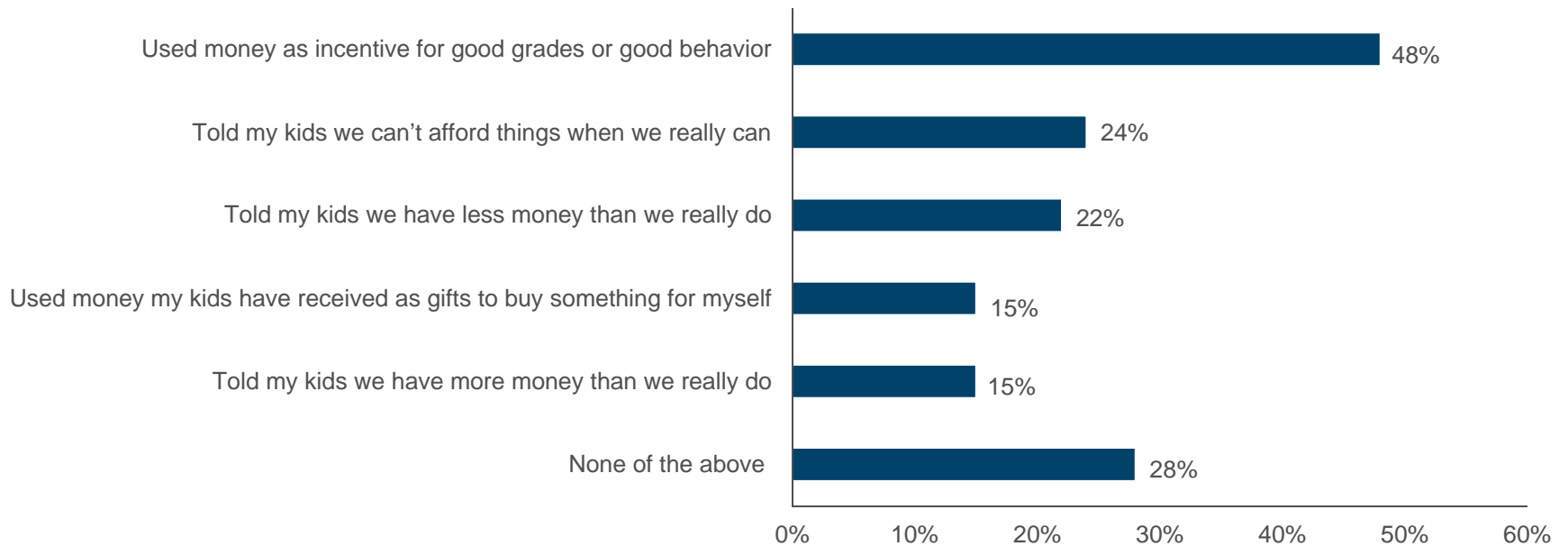
- 75% of parents who worry that they spoil their kids also say they spend too much on things their kids don't really need, compared with 32% of parents who don't worry about spoiling
- Men are more likely than women to worry about spoiling their kids (61% vs. 55%), go into debt to pay for something their kids want (53% vs. 40%), and borrow from their kids' piggy banks (38% vs. 29%)

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



Parental Behaviors

Q49. WHICH OF THE FOLLOWING THINGS HAVE YOU DONE?
(CHECK ALL THAT APPLY)



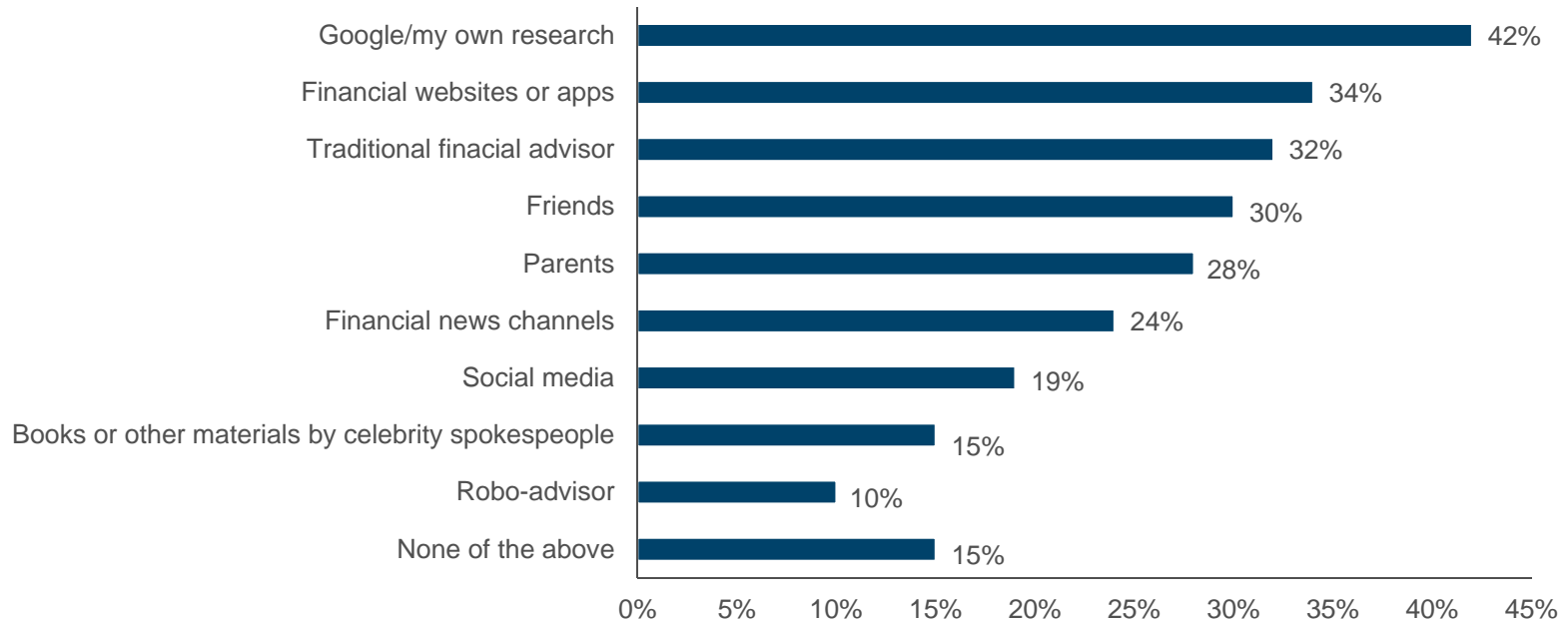
- 72% of parents have done at least one of the listed behaviors
- Millennials are more likely than older generations to misrepresent the household financial status

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



Financial Resources

Q54. WHEN IT COMES TO FINANCIAL MATTERS, WHICH OF THE FOLLOWING DO YOU CONSULT?
(CHECK ALL THAT APPLY)

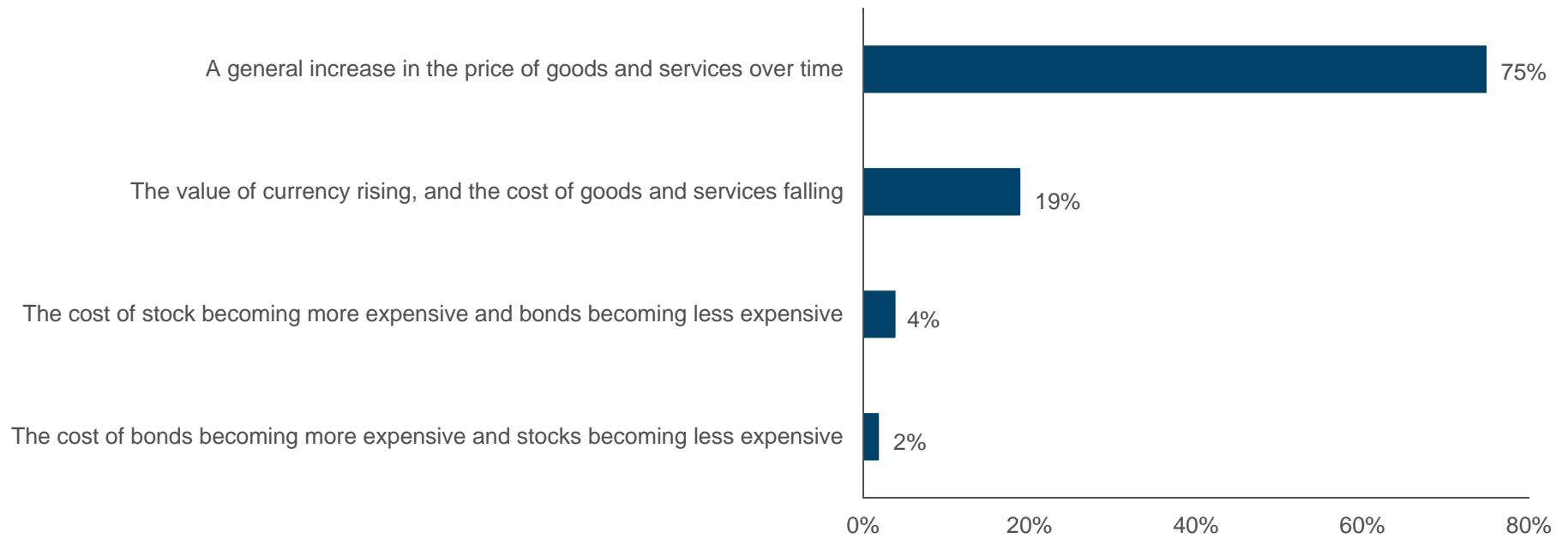


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Financial Awareness: Inflation

Q60. WHAT IS INFLATION?

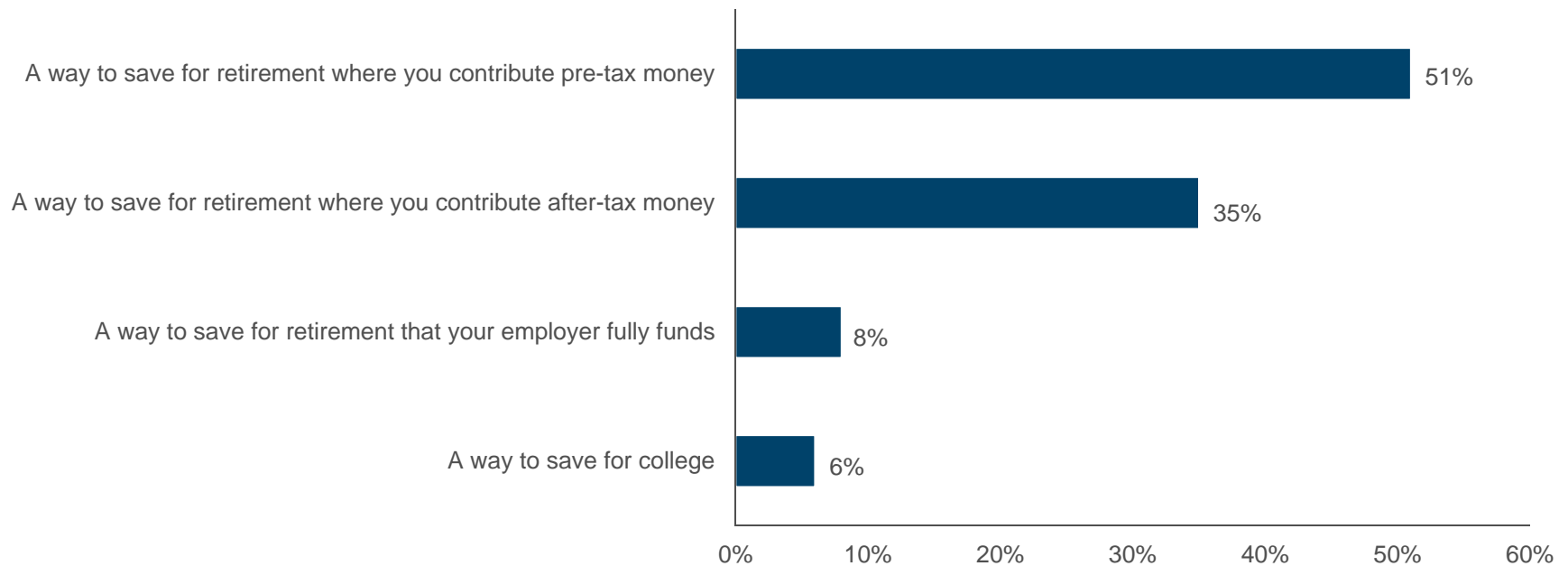


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Financial Awareness: Roth IRA

Q60. WHAT IS A ROTH IRA?

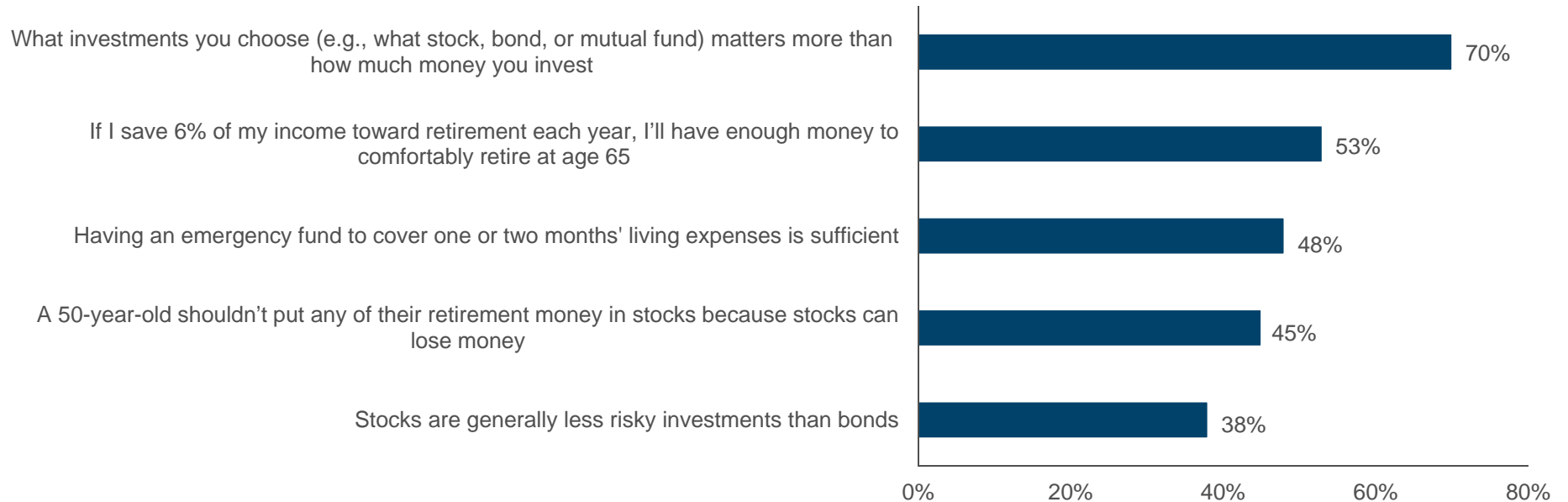


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



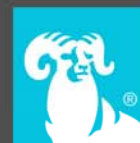
Parents' Knowledge of Saving and Investing

Q62. 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 (58% vs. 47%), an emergency fund lasting one to two months is sufficient (51% vs. 44%), and stocks are less risky than bonds (44% vs. 33%)

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

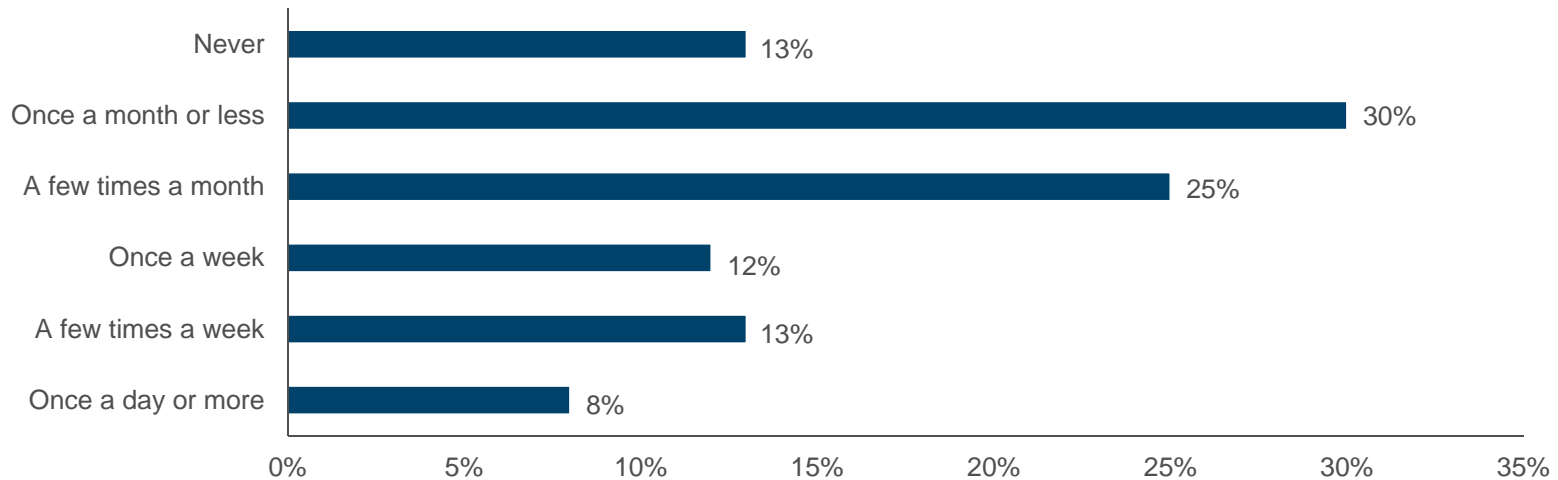


FINANCIAL DISCUSSIONS



Frequency of Financial Discussions

Q42. 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?



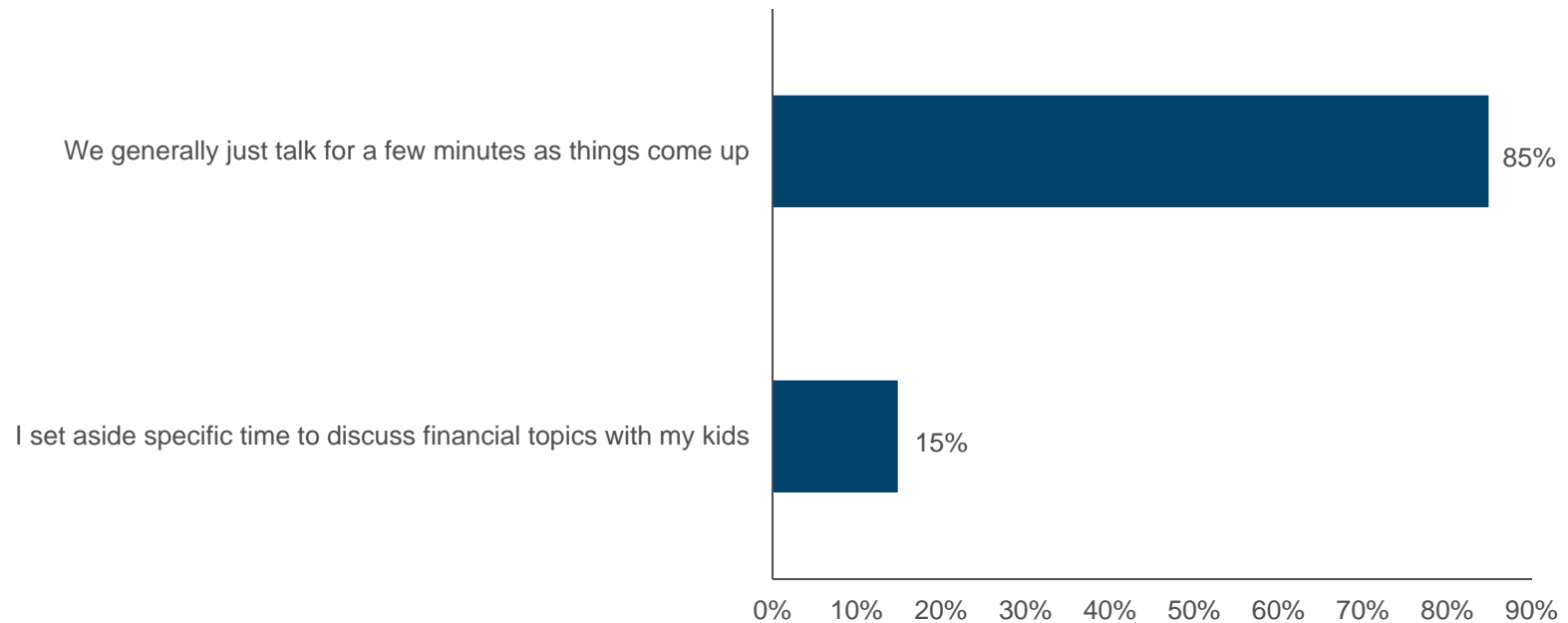
- Parents who discuss financial topics with their kids at least once a week are more likely than those that do not to have kids who say they are smart about money (68% vs. 36%)
- Men are more likely than women to say more than once a week (36% vs. 29%)
- Millennials are more likely than Gen Xers and baby boomers to say more than once a week (43% vs. 32% vs. 21%)

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



Types of Financial Discussions

Q43. WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU DISCUSS FINANCIAL TOPICS WITH YOUR KIDS?

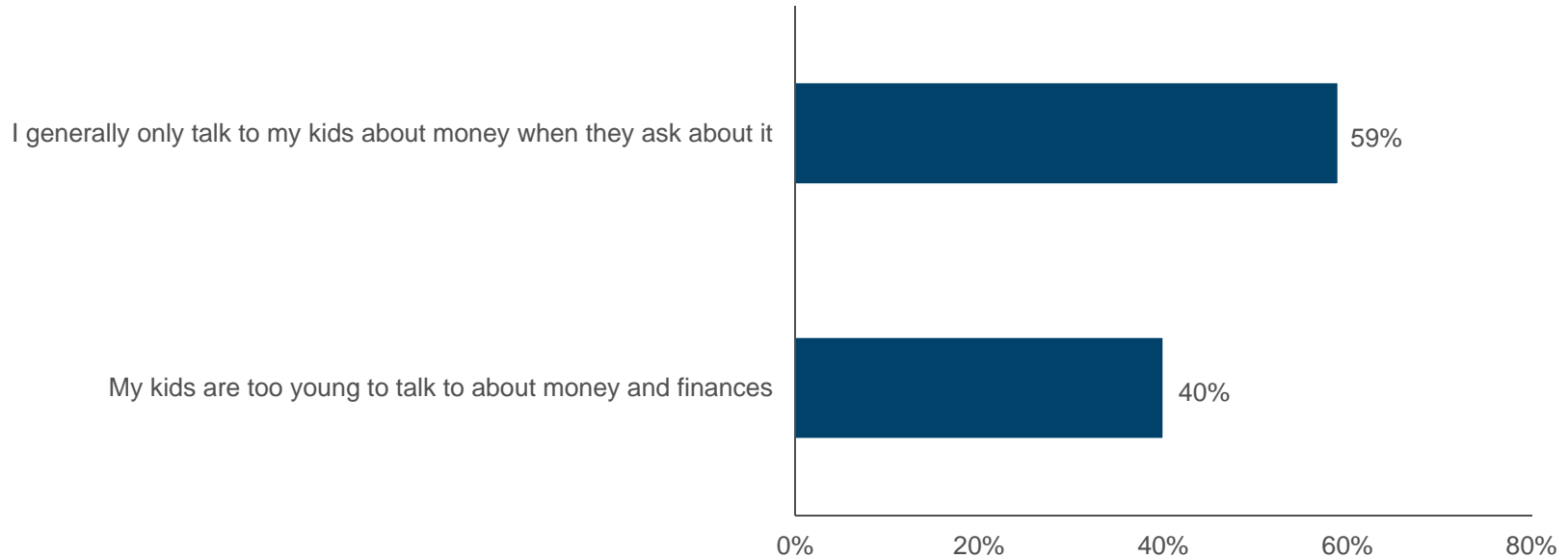


T. Rowe Price 2016 Parents, Kids & Money Survey
N=949 (Have Financial Discussions With Kids)



Financial Conversations

Q59. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?
(DISPLAYING PERCENT THAT AGREE)

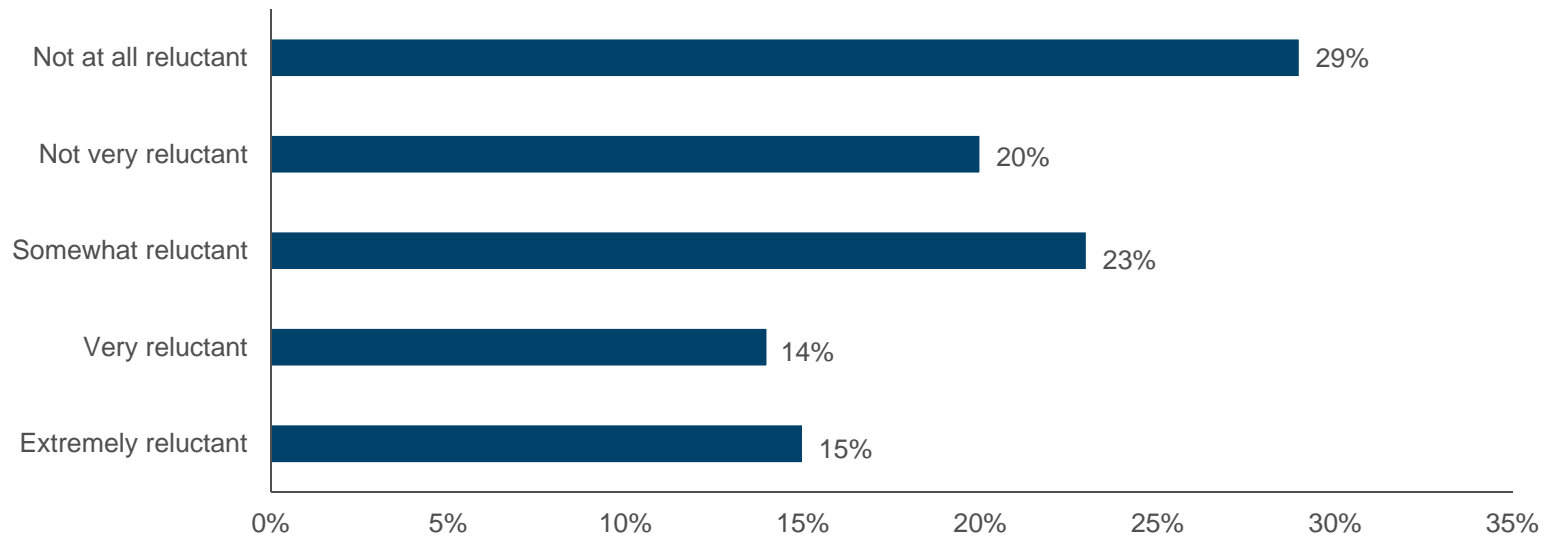


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Reluctance to Discuss Financial Matters

Q44. HOW RELUCTANT ARE YOU TO DISCUSS FINANCIAL MATTERS WITH YOUR KIDS?



- 71% of parents have reluctance to discussing financial matters with their kids

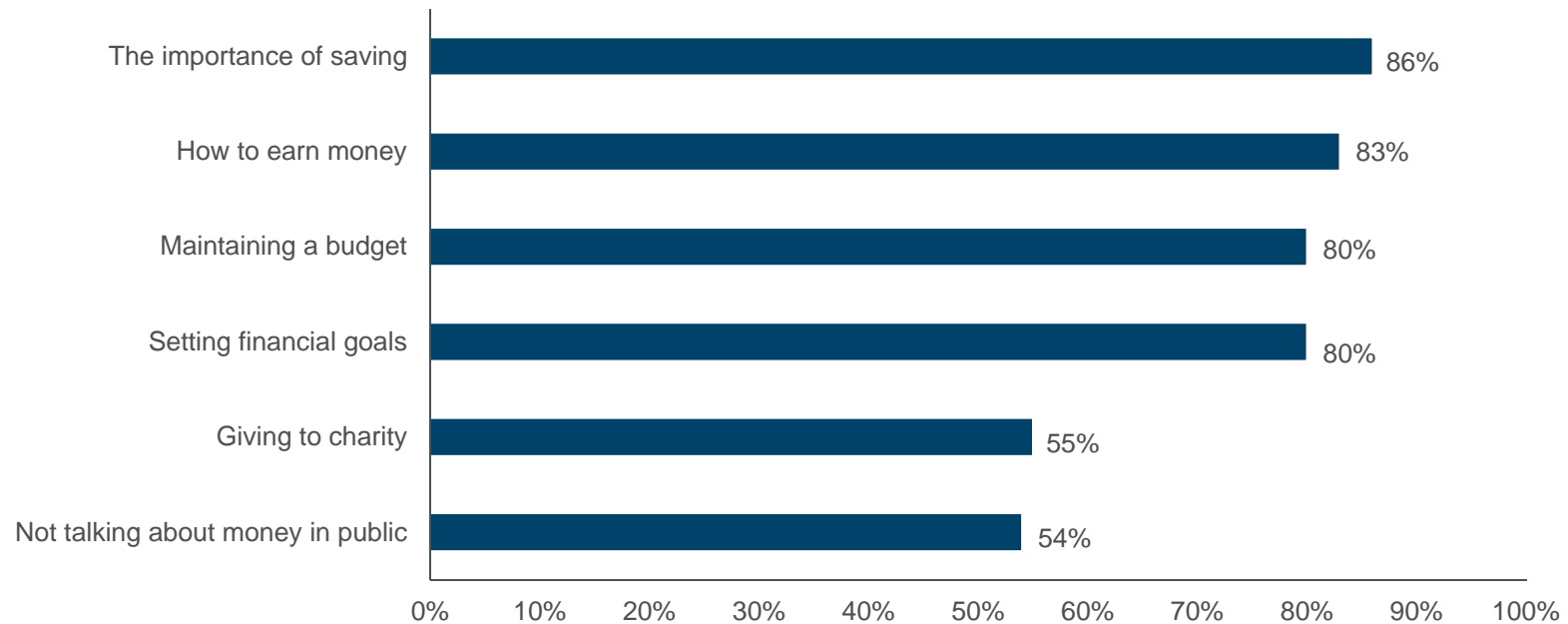
T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Importance of Financial Discussions

Q45. HOW IMPORTANT IS IT TO DISCUSS EACH OF THE FOLLOWING WITH YOUR KIDS?

(FIVE-POINT SCALE - DISPLAYING TOP 2 BOX)



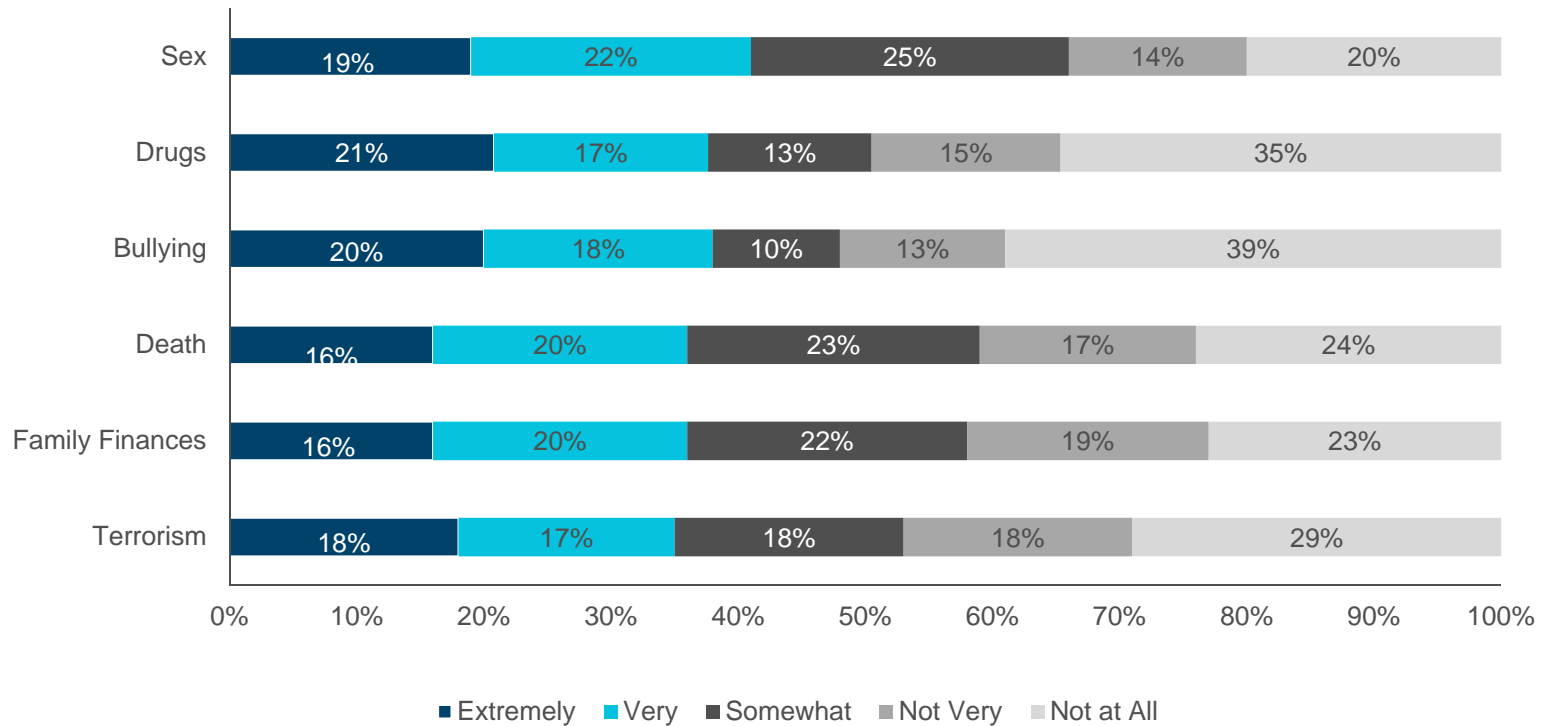
- For each topic, parents who say it's important to discuss the topic with kids are more likely to have frequent financial discussions in general

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



Uncomfortable Discussions

Q46. HOW UNCOMFORTABLE ARE YOU DISCUSSING EACH OF THE FOLLOWING WITH YOUR KIDS?

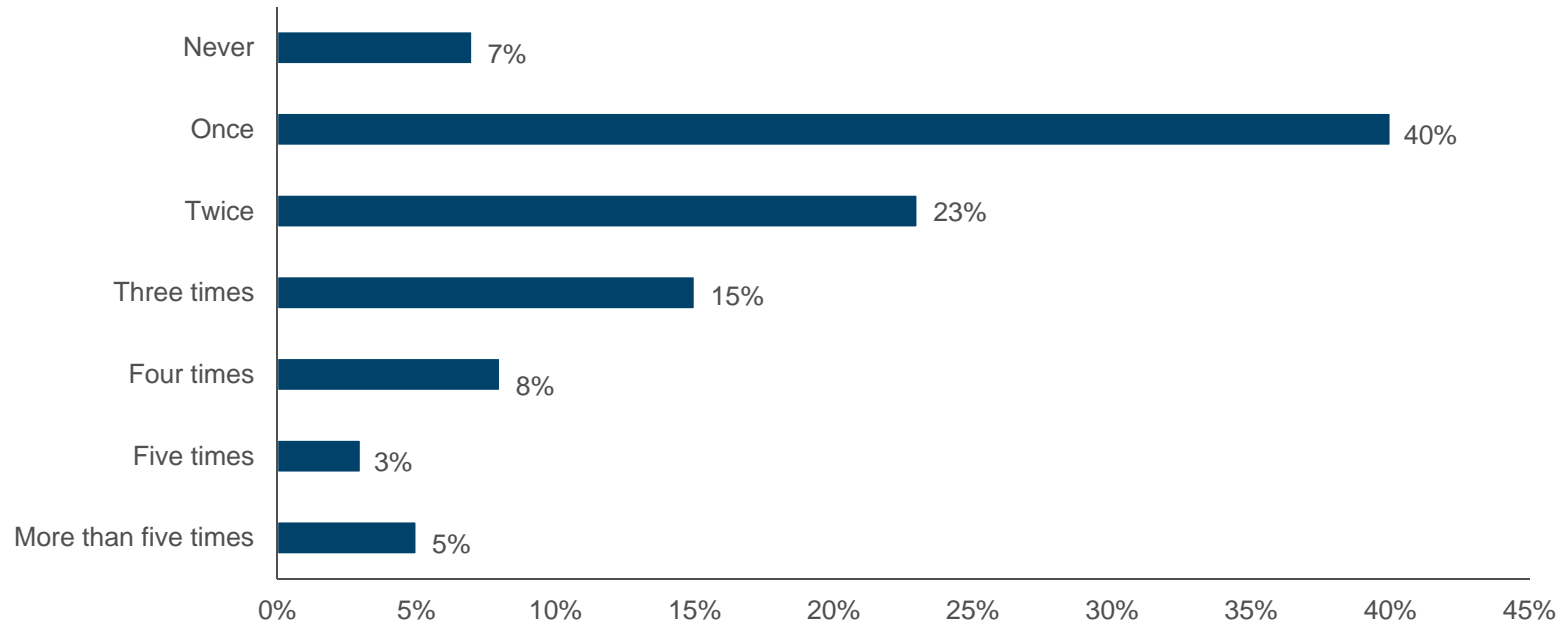


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Teachable Moments

Q47. ABOUT HOW MANY TIMES DURING THE COURSE OF A NORMAL DAY DO YOU HAVE THE OPPORTUNITY TO TALK TO YOUR KIDS ABOUT FINANCIAL TOPICS?

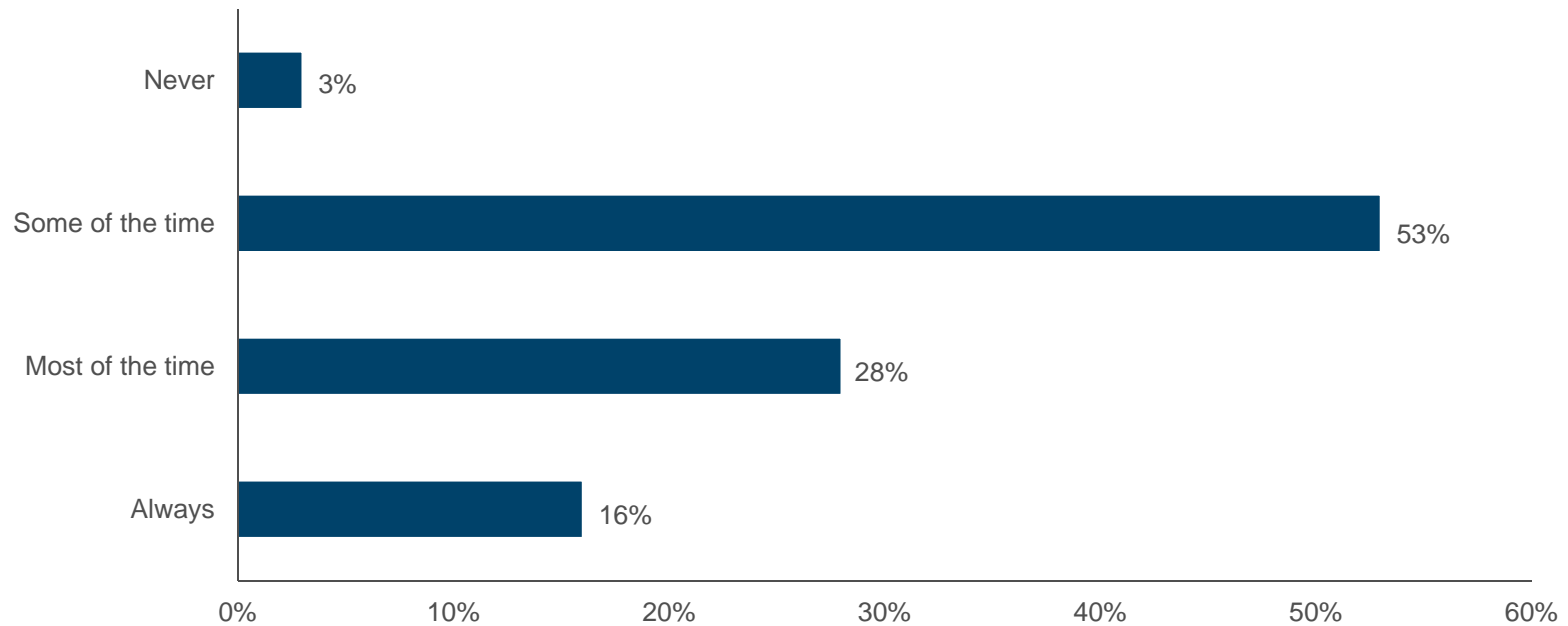


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Taking Advantage of Teachable Moments

Q48. HOW OFTEN DO YOU TAKE ADVANTAGE OF THE OPPORTUNITIES THAT OCCUR THROUGHOUT THE DAY TO TALK TO YOUR KIDS ABOUT FINANCIAL TOPICS?

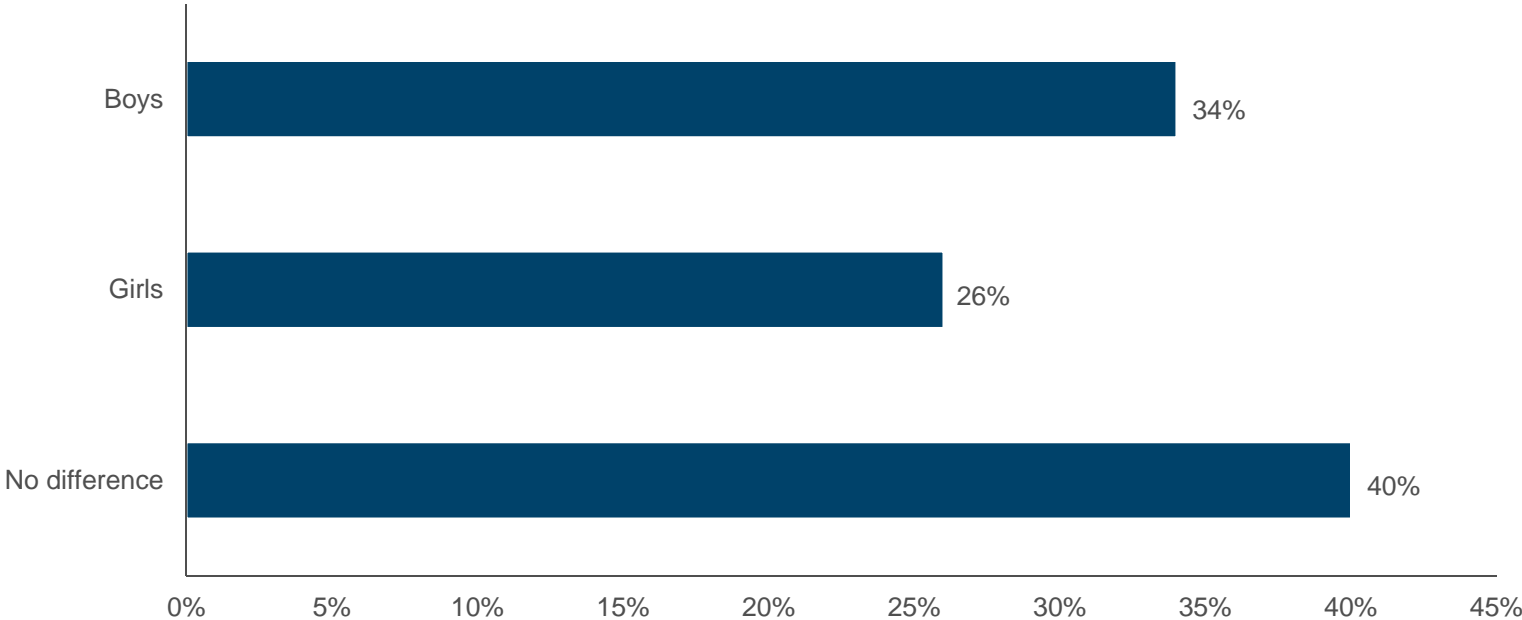


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,010 (Have Teachable Moments)



Kids Asking Questions

Q50. BASED ON YOUR EXPERIENCE, WHO ASKS ABOUT MONEY MORE?

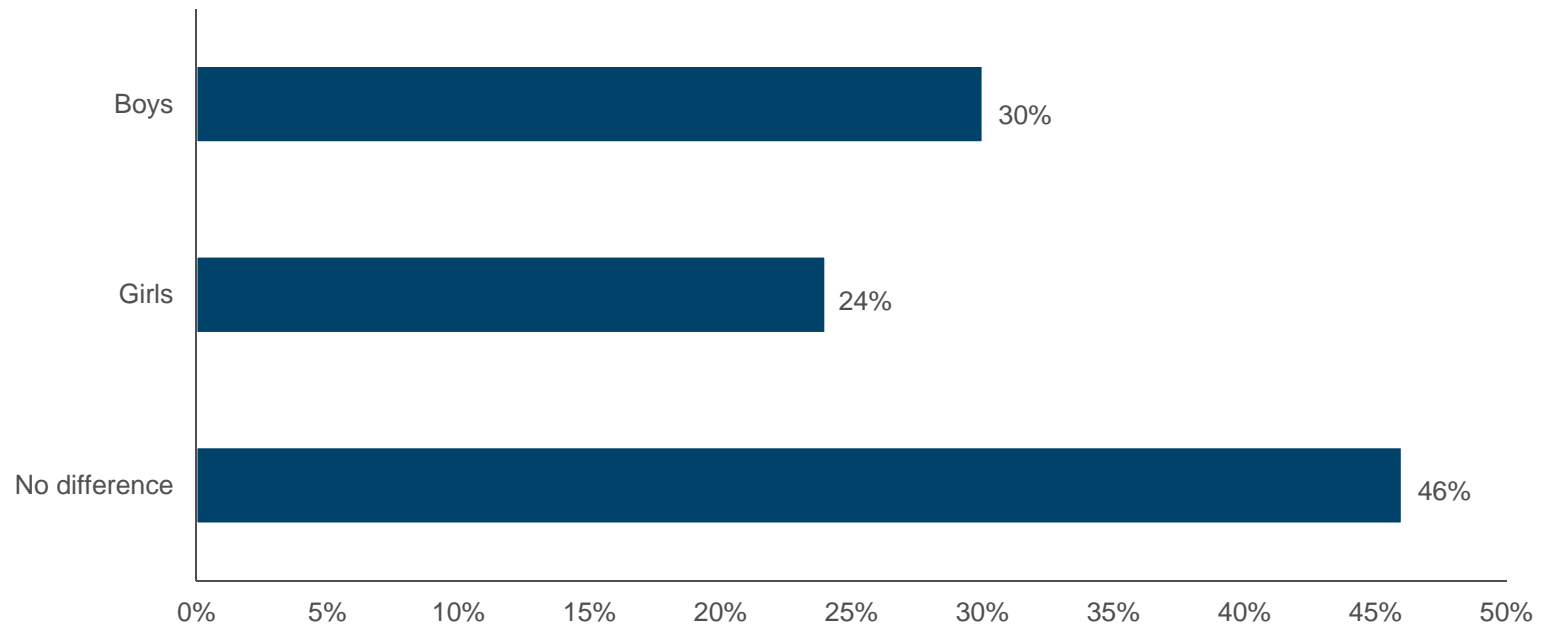


T. Rowe Price 2016 Parents, Kids & Money Survey
N=561 (Have Boys and Girls)



Talking to Boys and Girls

Q51. DO YOU FIND THAT YOU SPEND MORE TIME TALKING ABOUT MONEY WITH YOUR BOY(S) OR GIRL(S)?

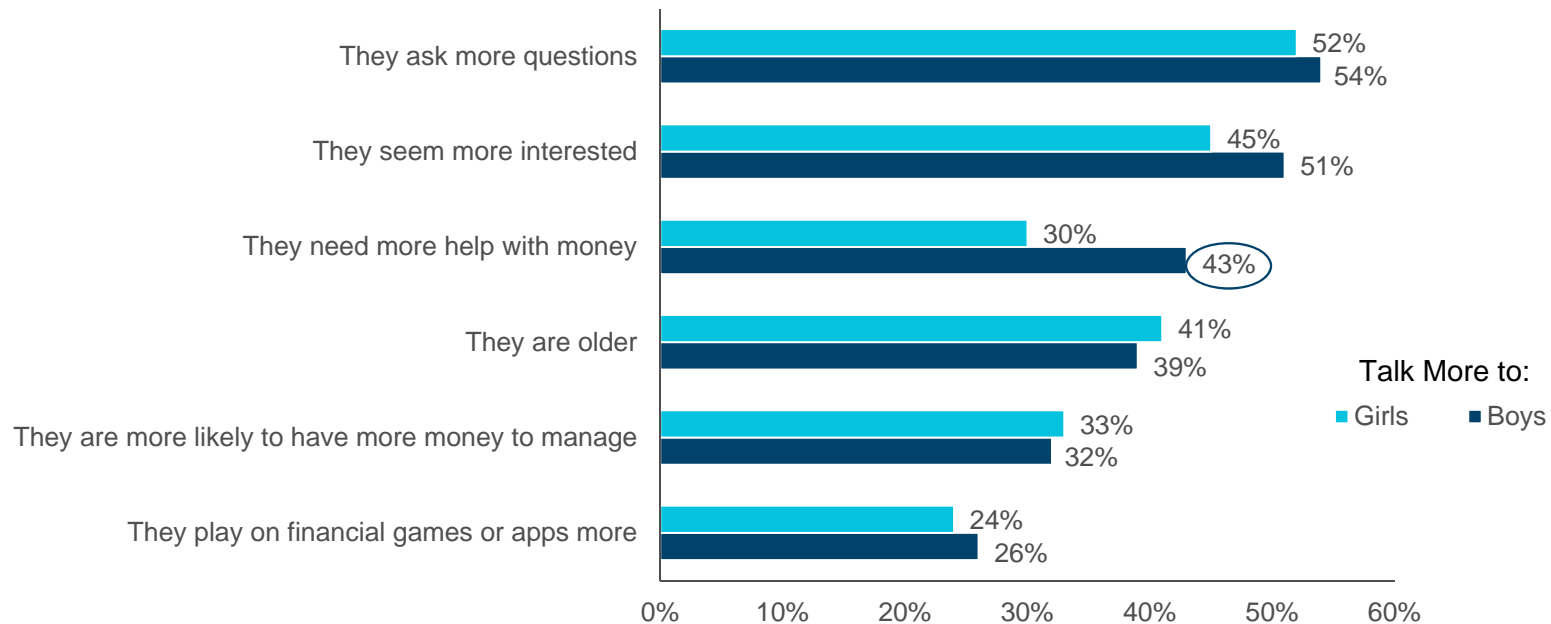


T. Rowe Price 2016 Parents, Kids & Money Survey
N=561 (Have Boys and Girls)



Talking to Boys and Girls

Q52. 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

T. Rowe Price 2016 Parents, Kids & Money Survey
N=300 (Talk More to Boys or Girls)

= Statistically significant - .05 level

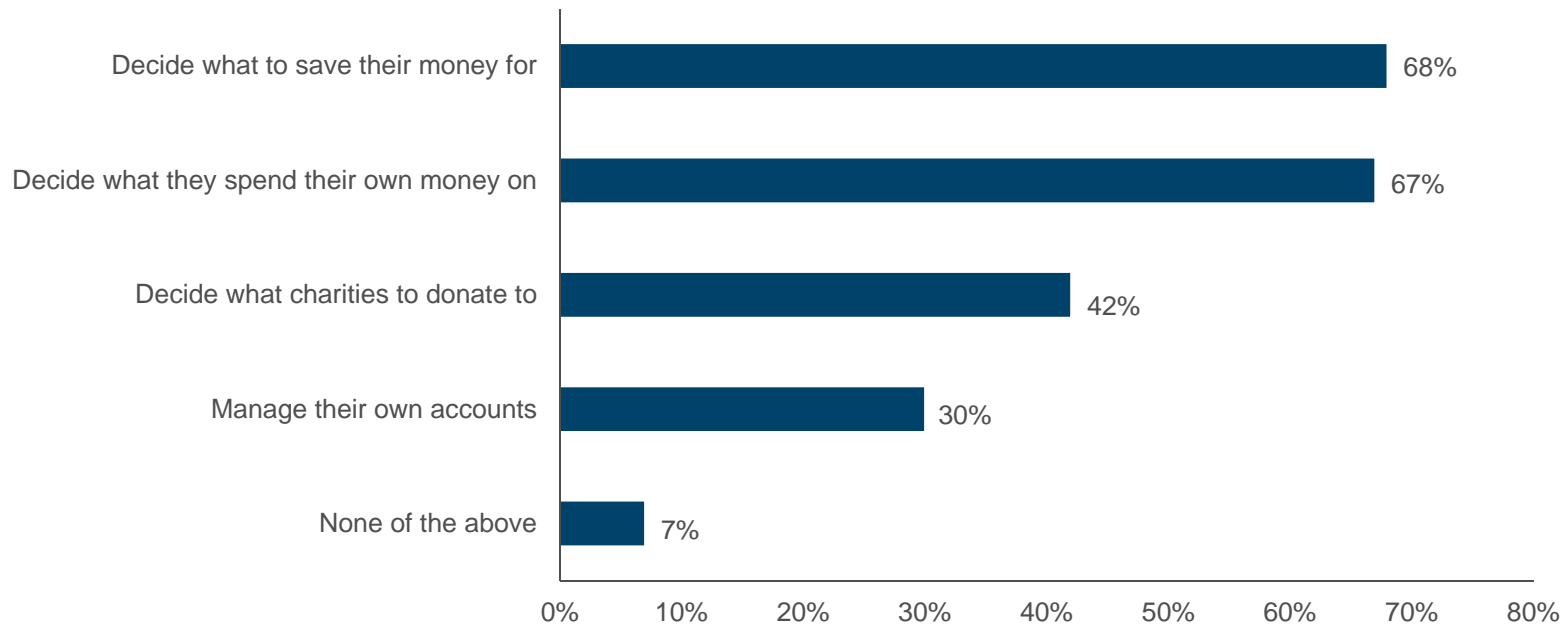


TEACHING KIDS ABOUT FINANCES



Allowing Kids to Manage Their Finances

Q58. WHICH OF THE FOLLOWING DO YOU ALLOW YOUR KIDS TO DO ON THEIR OWN?
(CHECK ALL THAT APPLY)

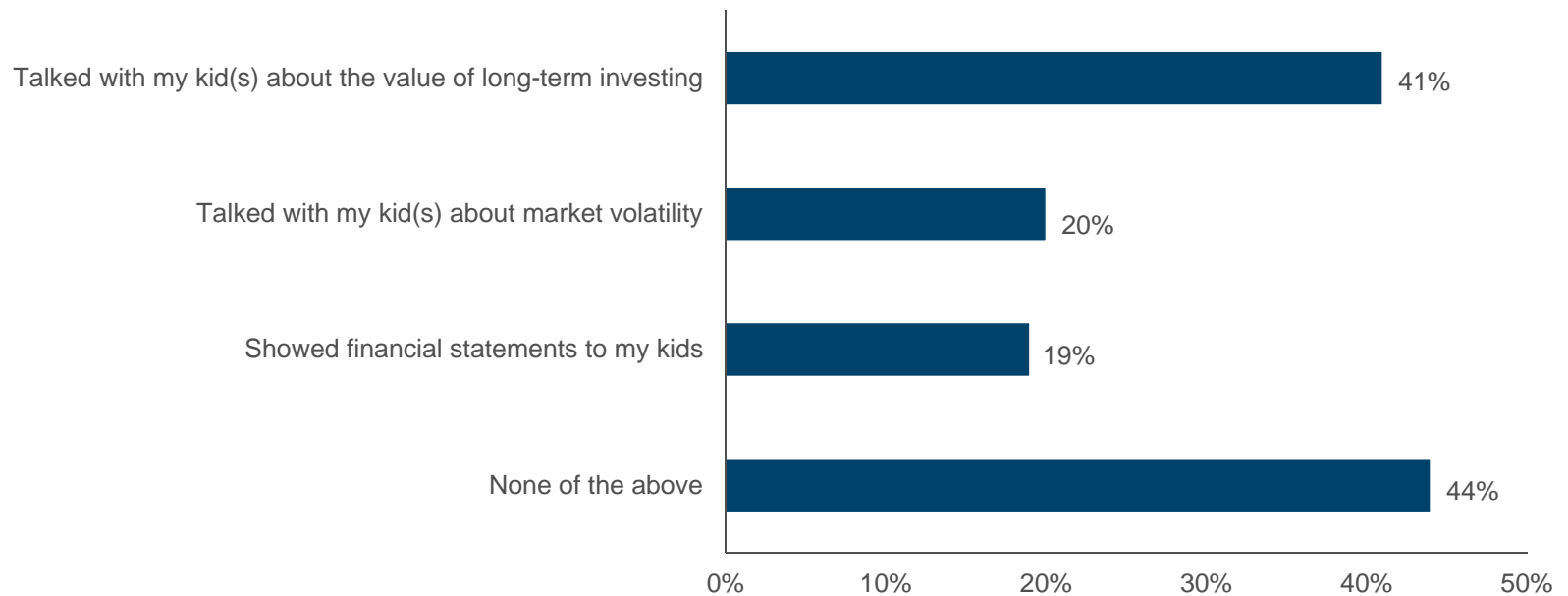


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Financial Conversations

Q49. WHICH OF THE FOLLOWING THINGS HAVE YOU DONE?
(CHECK ALL THAT APPLY)



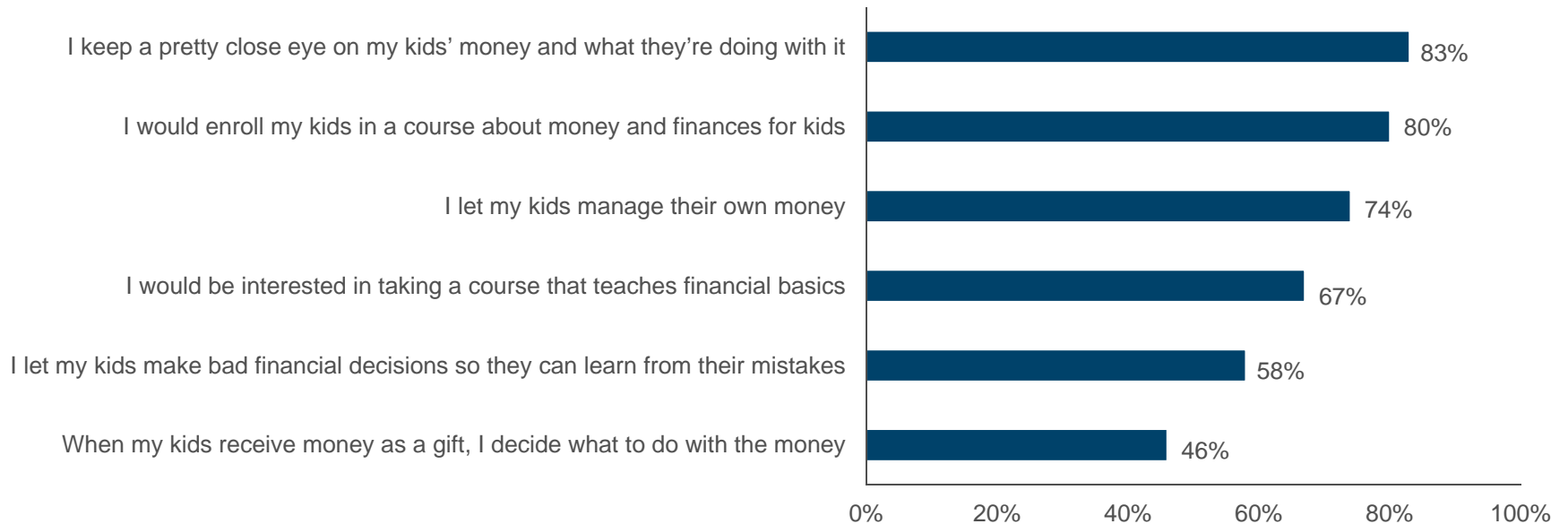
- 56% of parents have done at least one of the behaviors listed
- For all options, men are more likely than women to respond positively

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



Letting Kids Manage Their Money

Q56 AND Q59. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?
(DISPLAYING PERCENT THAT AGREE)



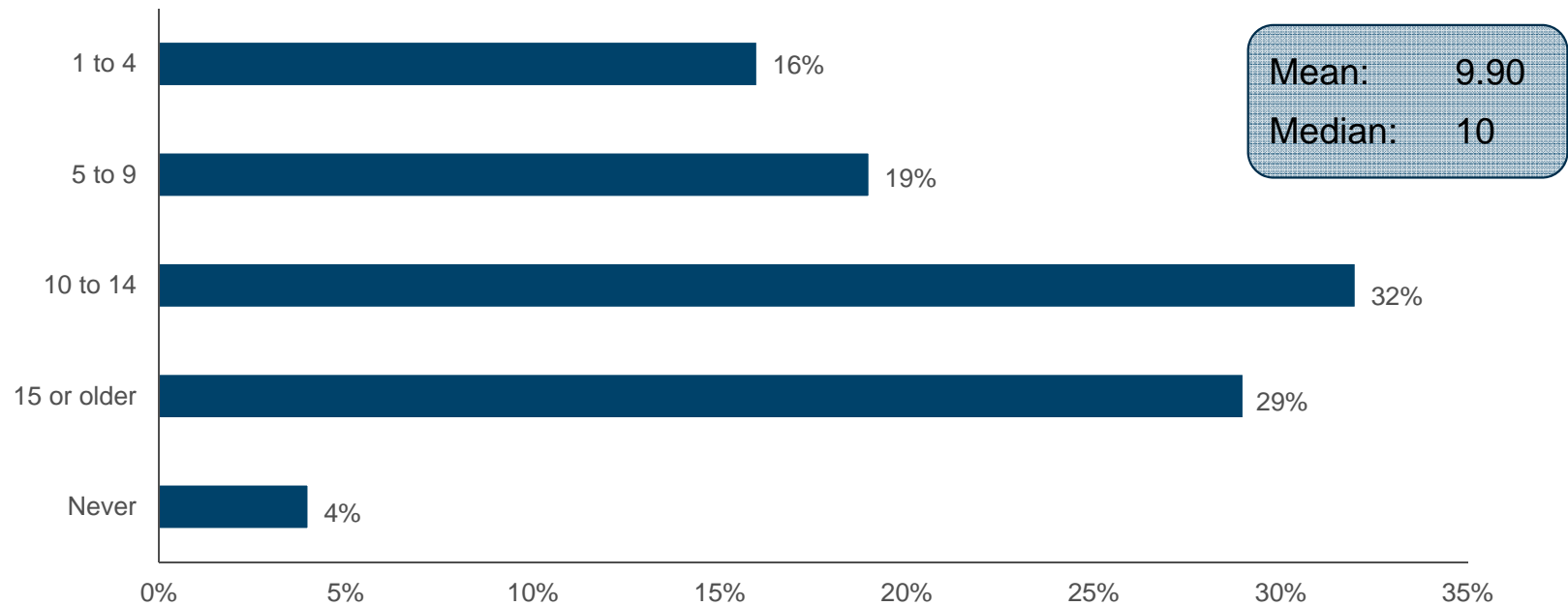
- Men are more likely than women to say they'd be interested in a course about financial basics (74% vs. 60%)

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



Age to Start – Bank Account

Q57. HOW OLD DO YOU THINK KIDS SHOULD BE WHEN YOU OPEN A BANK ACCOUNT IN THEIR NAME?

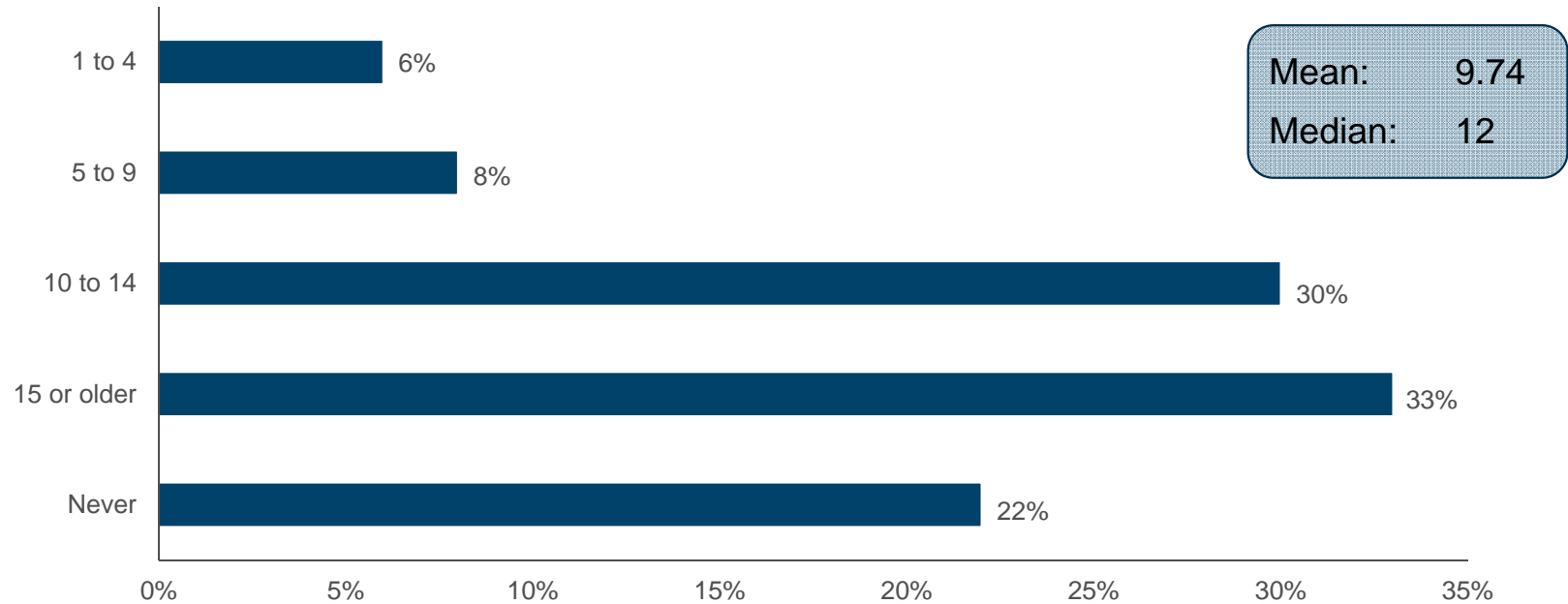


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Age to Start – Online Account

Q57. HOW OLD DO YOU THINK KIDS SHOULD BE WHEN YOU OPEN AN ACCOUNT FOR THEM TO MAKE IN-APP PURCHASES?

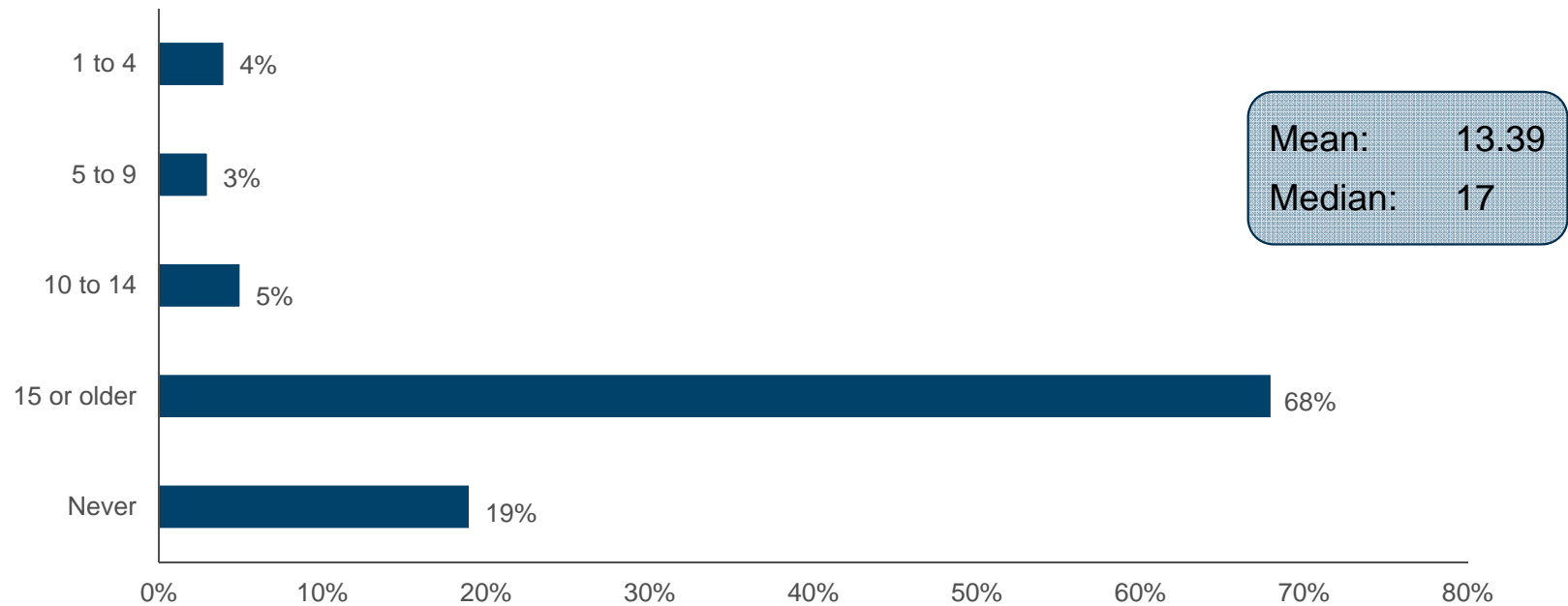


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Age to Start – Credit Card

Q57. HOW OLD DO YOU THINK KIDS SHOULD BE WHEN YOU GIVE THEM A CREDIT CARD?

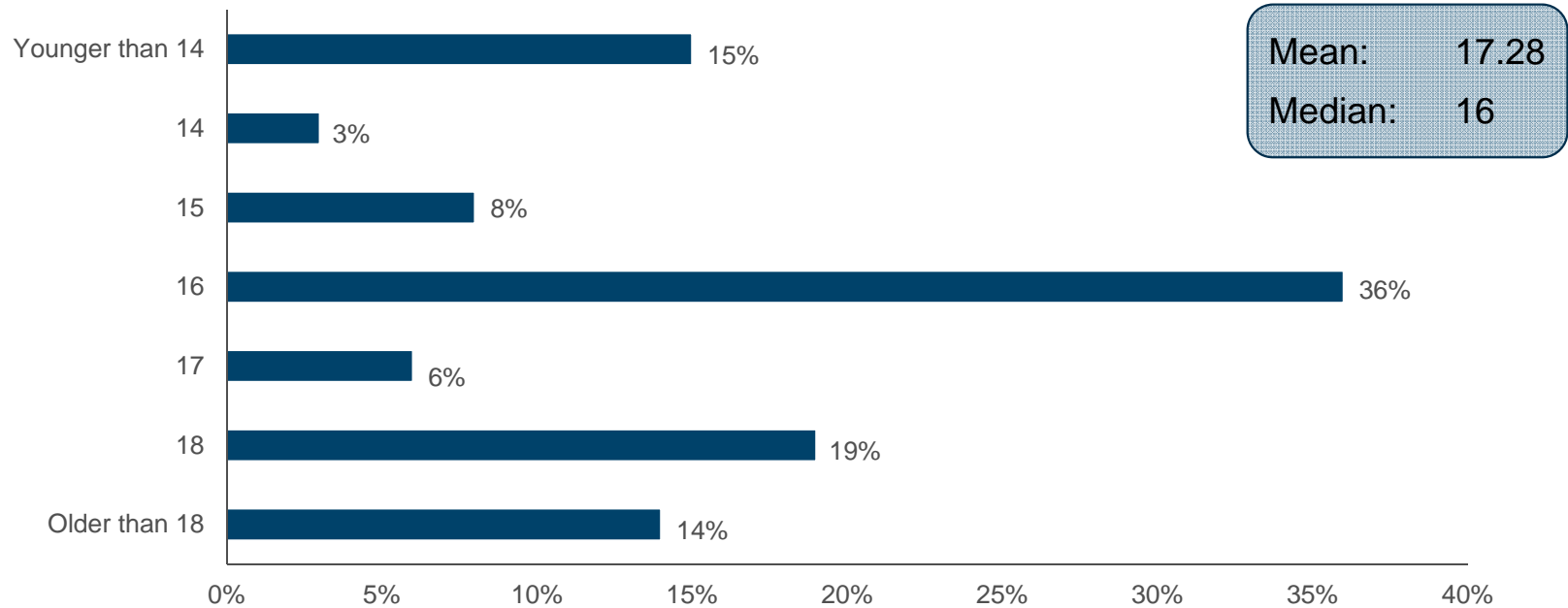


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Age to Start – Employment

Q57. HOW OLD DO YOU THINK KIDS SHOULD BE WHEN YOU MAKE THEM GET A JOB?



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

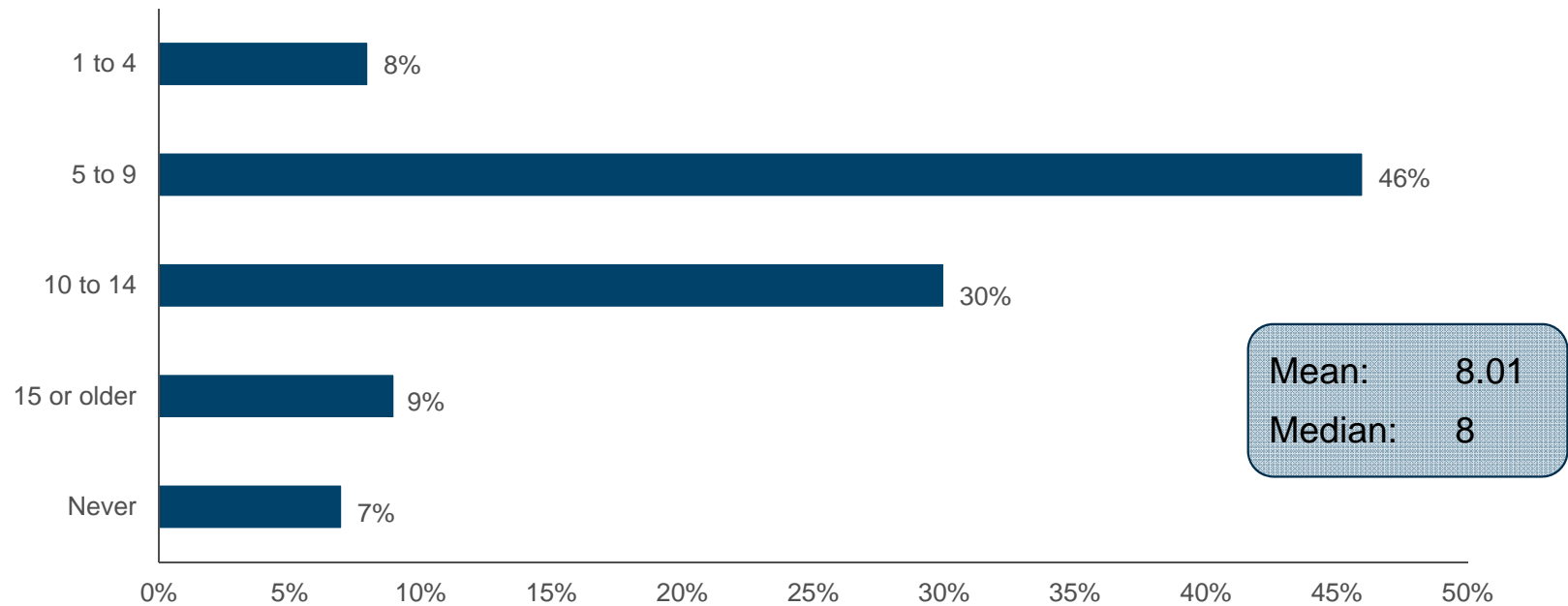


ALLOWANCE



Age to Start – Giving Allowance

Q57. HOW OLD DO YOU THINK KIDS SHOULD BE WHEN YOU: START GIVING THEM AN ALLOWANCE?

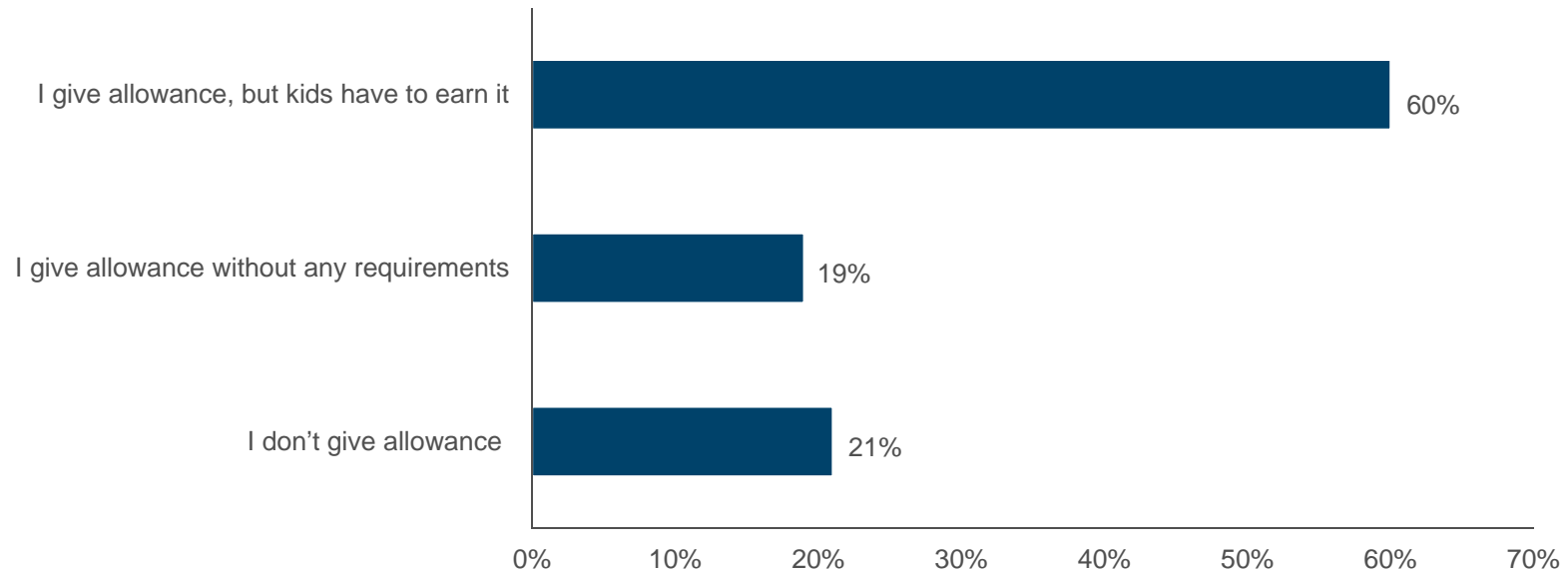


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Allowance Approach

Q69. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR APPROACH TO ALLOWANCE?



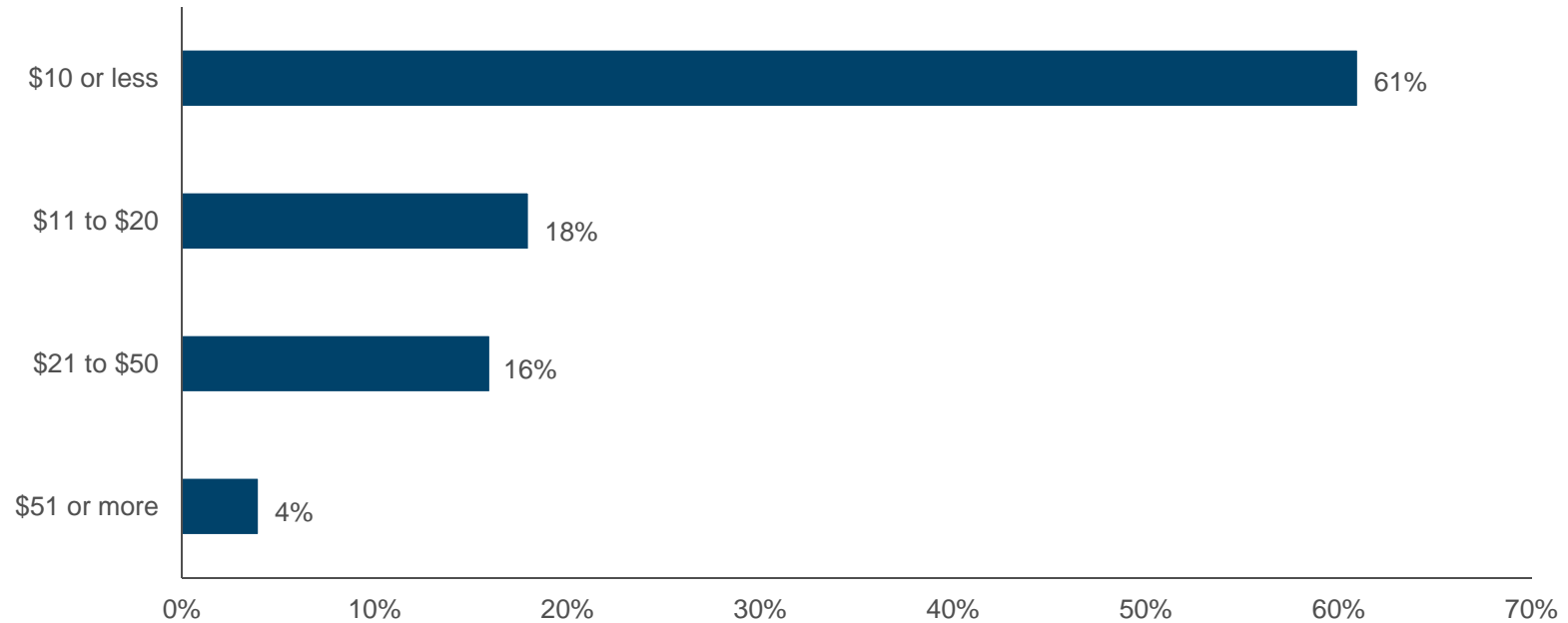
- Men are more likely than women to give allowance (84% vs. 74%)
- Millennials and baby boomers are more likely than Gen Xers to give allowance (84% vs. 76% vs. 86%)

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



Amount of Allowance

Q70. REGARDLESS OF HOW OFTEN YOU GIVE ALLOWANCE, ON AVERAGE, HOW MUCH DO YOU GIVE PER WEEK?

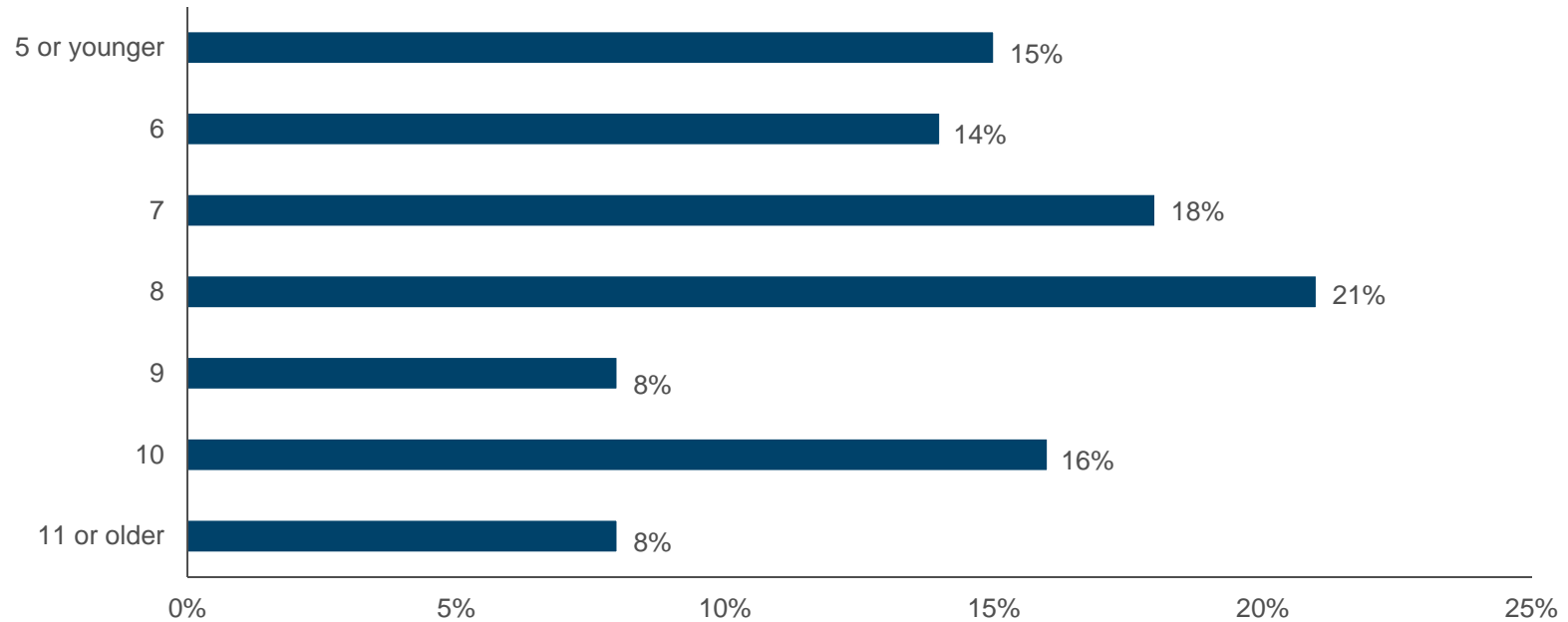


T. Rowe Price 2016 Parents, Kids & Money Survey
N=855 (Give an Allowance)



Age Allowance Begins

Q72. HOW OLD WERE YOUR KIDS WHEN YOU STARTED GIVING ALLOWANCE?



T. Rowe Price 2016 Parents, Kids & Money Survey
N=855 (Give an Allowance)

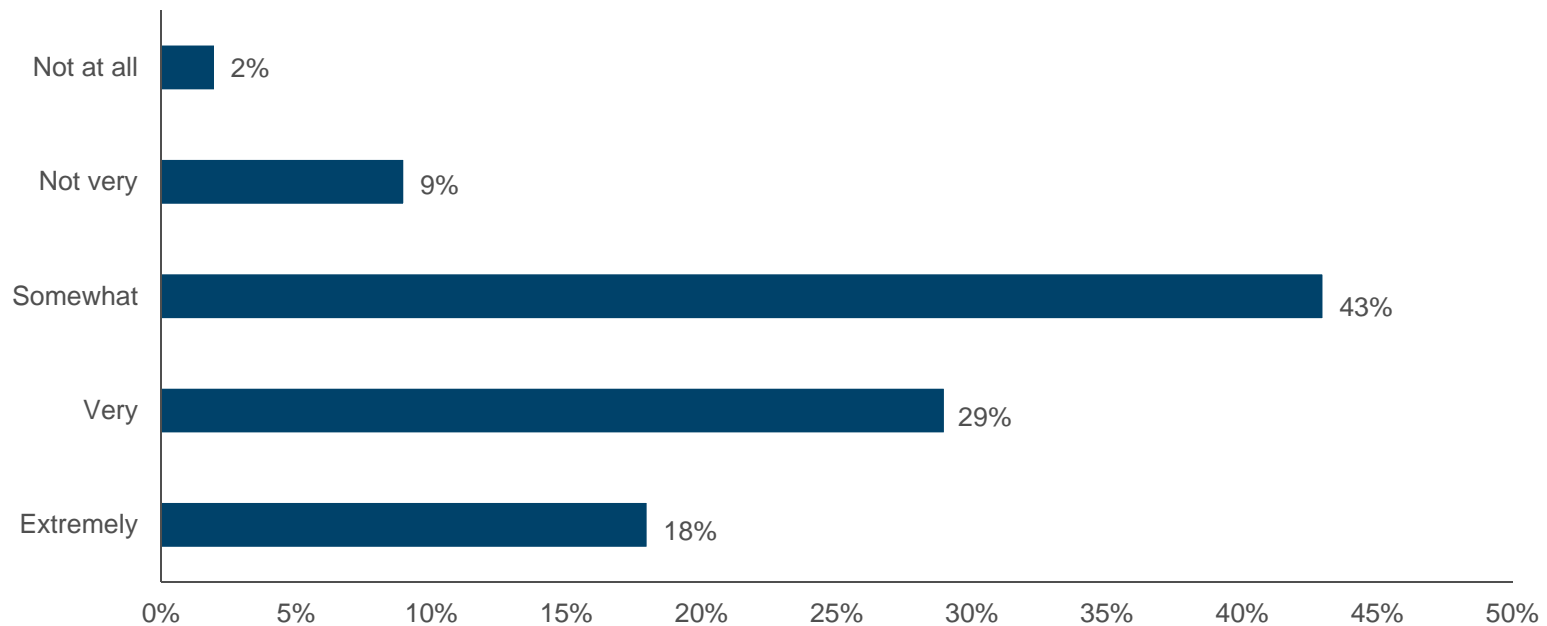


KIDS' RESPONSES



Kids' Knowledge of Money

Q73. OVERALL, HOW SMART ARE YOU ABOUT MONEY?



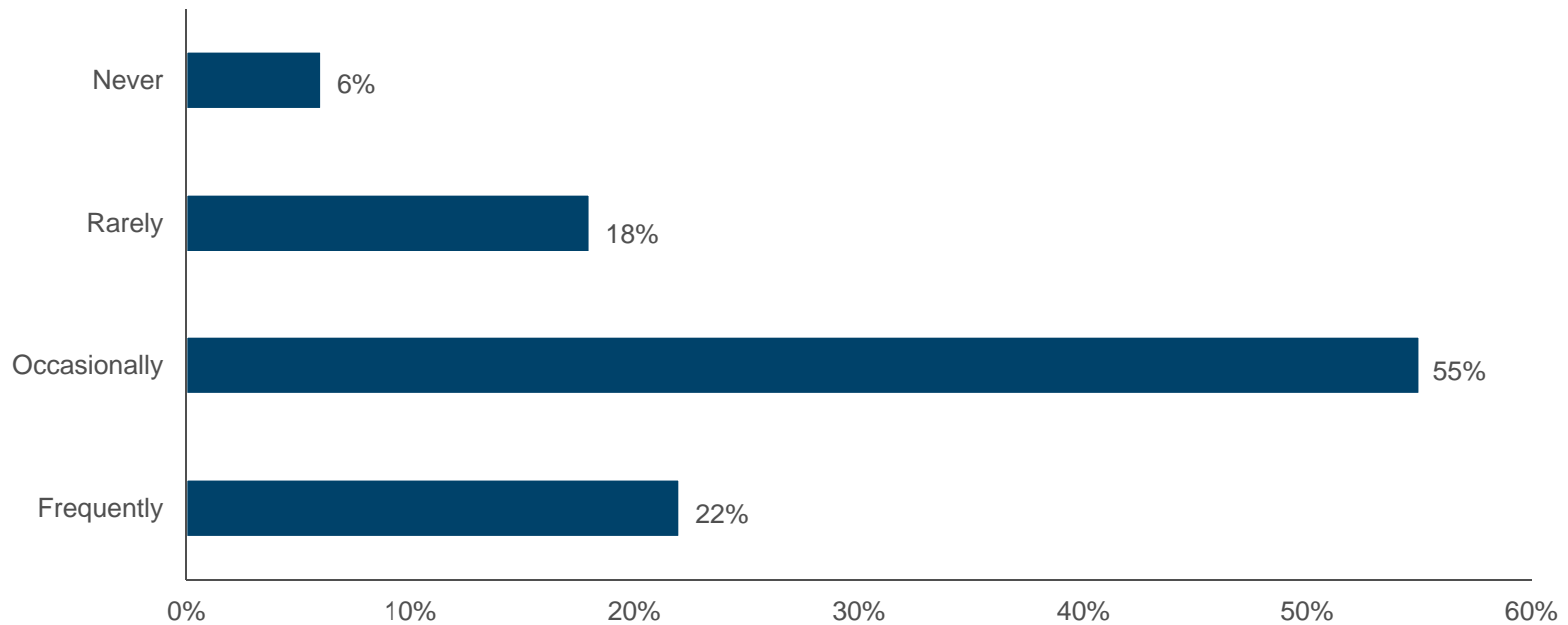
- Eight to nine year olds are more likely than 10 to 12 year olds and 13 to 14 year olds to say they are smart about money (54% vs. 44% vs. 44%)

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



Frequency of Financial Conversations

Q74. HOW OFTEN DO YOU TALK WITH YOUR PARENTS ABOUT MONEY AND FINANCES?

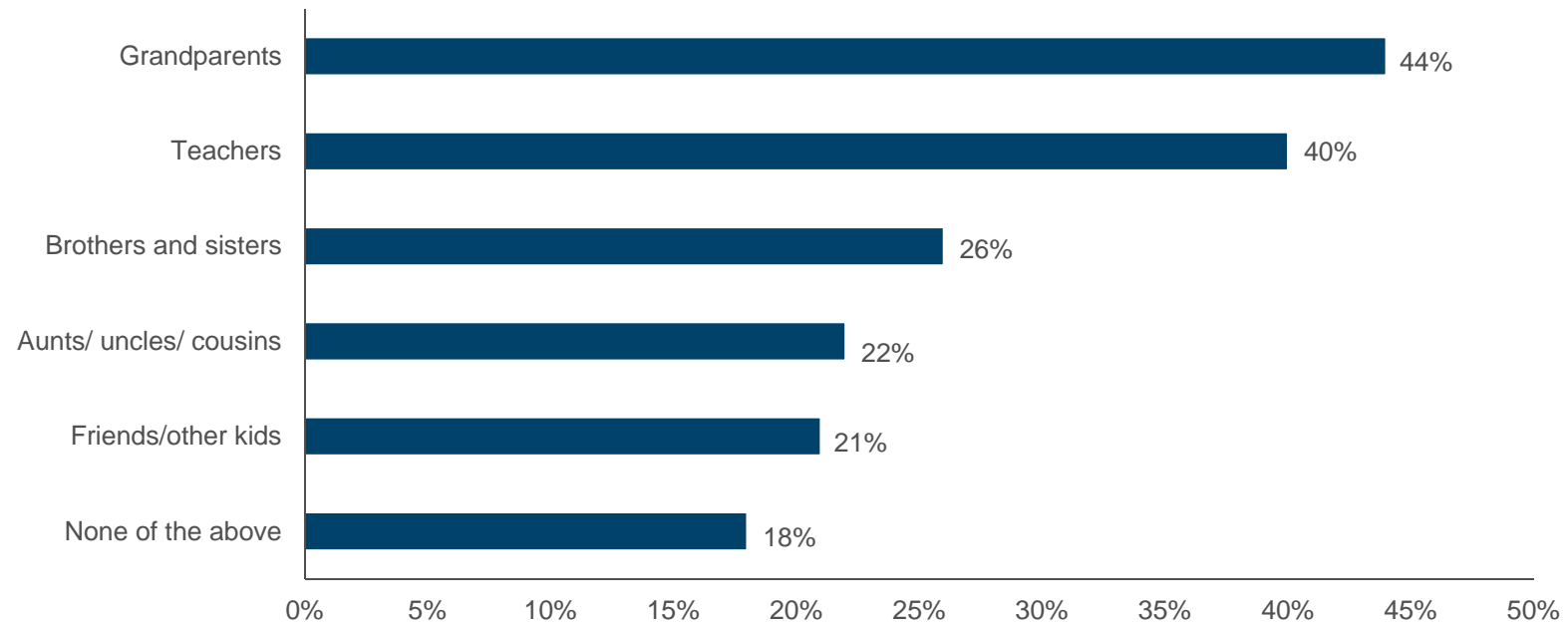


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Learning About Money From Others

Q75. WHO ELSE BESIDES YOUR PARENTS TALKS TO YOU OR TEACHES YOU ABOUT MONEY AND FINANCES?
(CHECK ALL THAT APPLY)

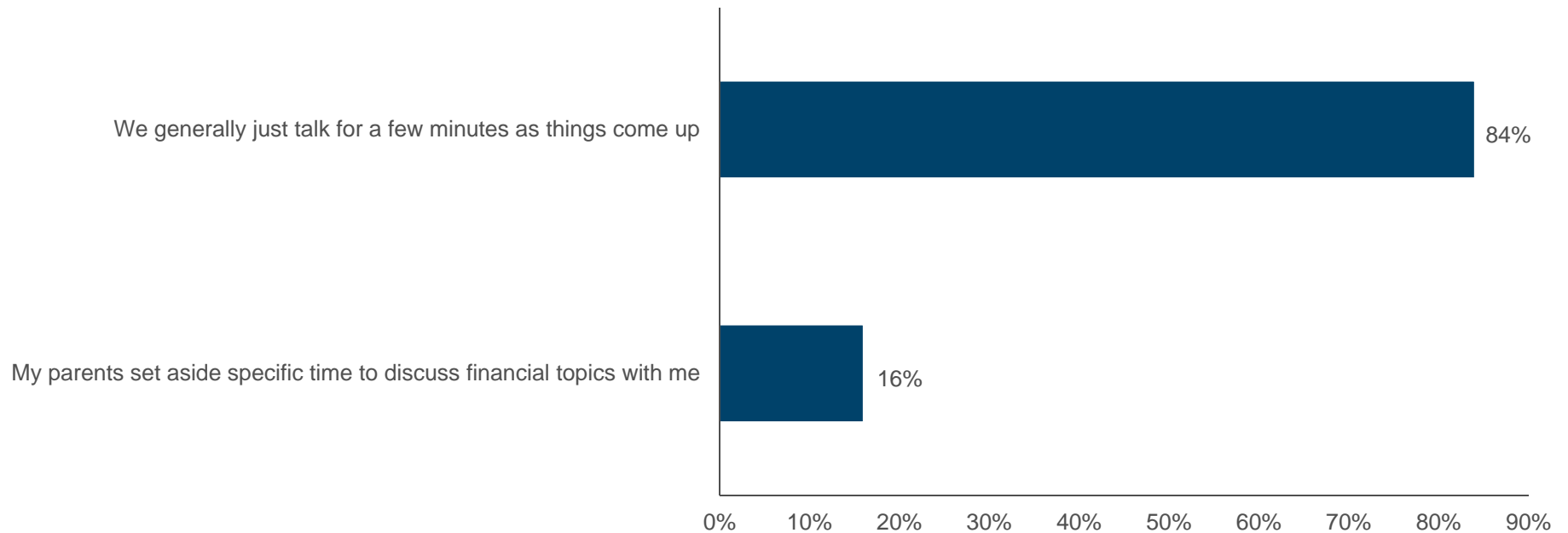


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Discussing Financial Topics

Q76. WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU DISCUSS FINANCIAL TOPICS WITH YOUR PARENTS?

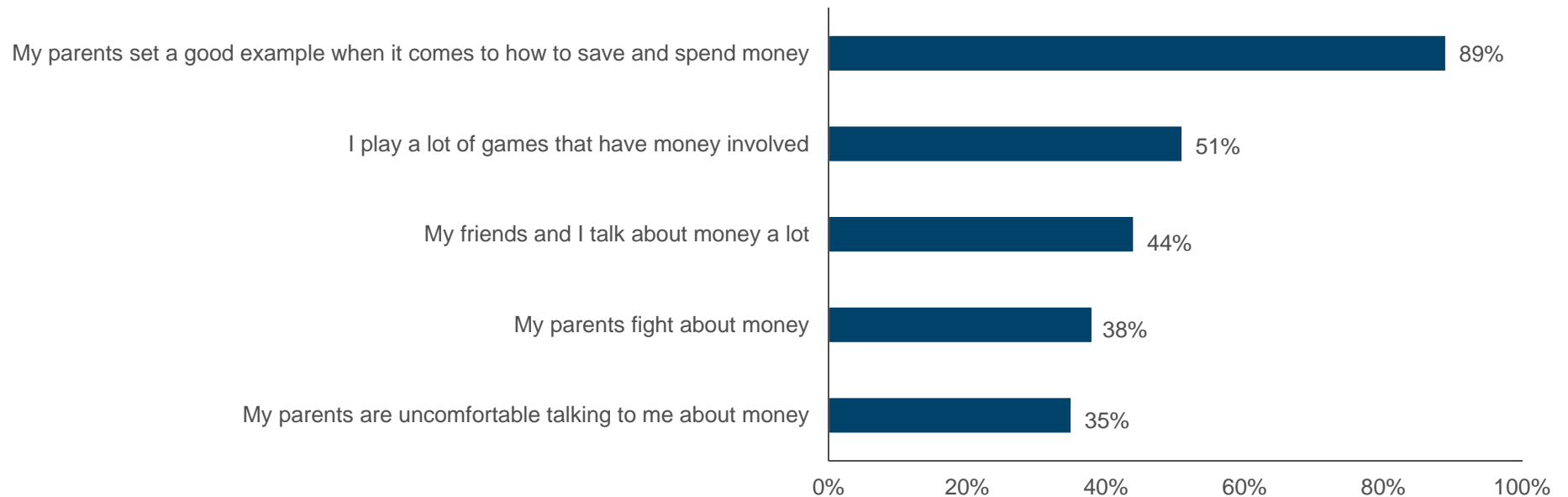


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Kid Agree Statements

Q77. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?
(DISPLAYING PERCENT THAT AGREE)



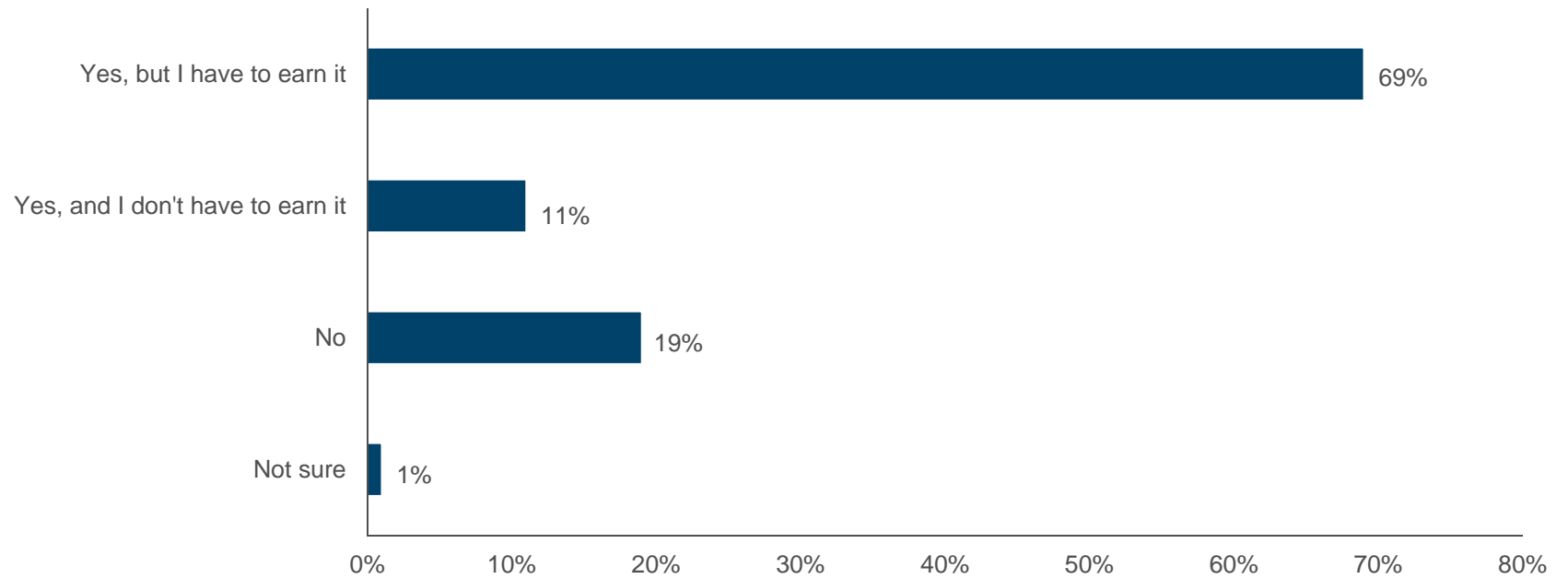
- Eight to nine year olds are more likely than 10 to 12 year olds and 13 to 14 year olds to say they talk to friends about money (52% vs. 39% vs. 45%), their parents fight about money (47% vs. 34% vs. 35%), and their parents are uncomfortable talking with them about money (45% vs. 29% vs. 34%)

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



Allowance

Q78. DO YOU GET AN ALLOWANCE?

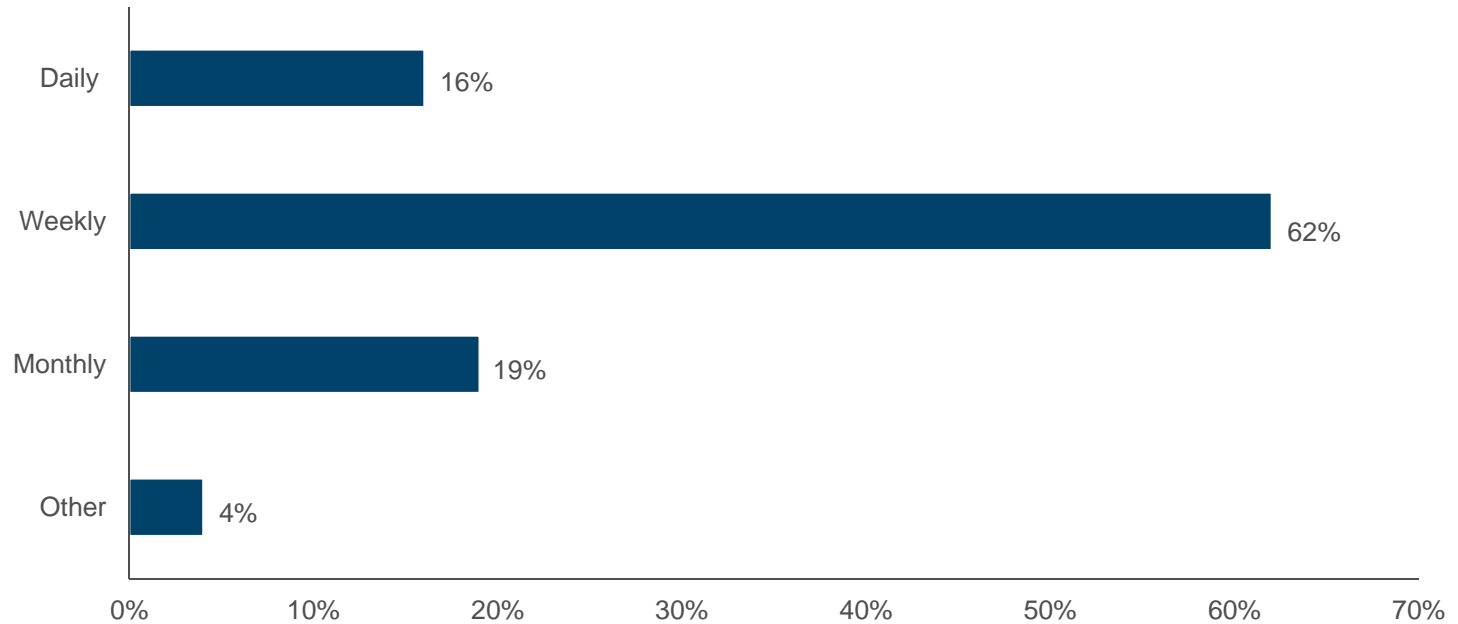


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Frequency of Allowance

Q79. HOW OFTEN DO YOU GET AN ALLOWANCE?

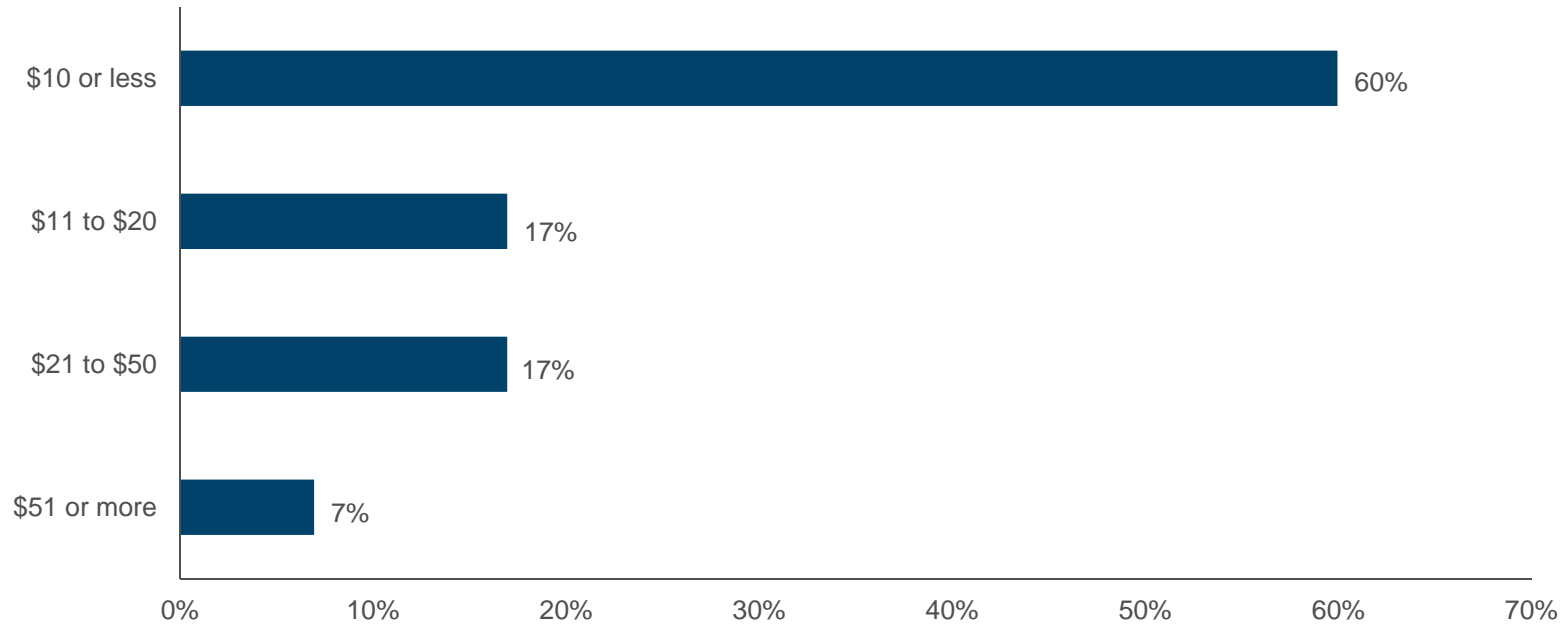


T. Rowe Price 2016 Parents, Kids & Money Survey
N=871 (Receive an Allowance)



Amount of Allowance

Q80. ON AVERAGE, HOW MUCH ALLOWANCE DO YOU GET PER WEEK?

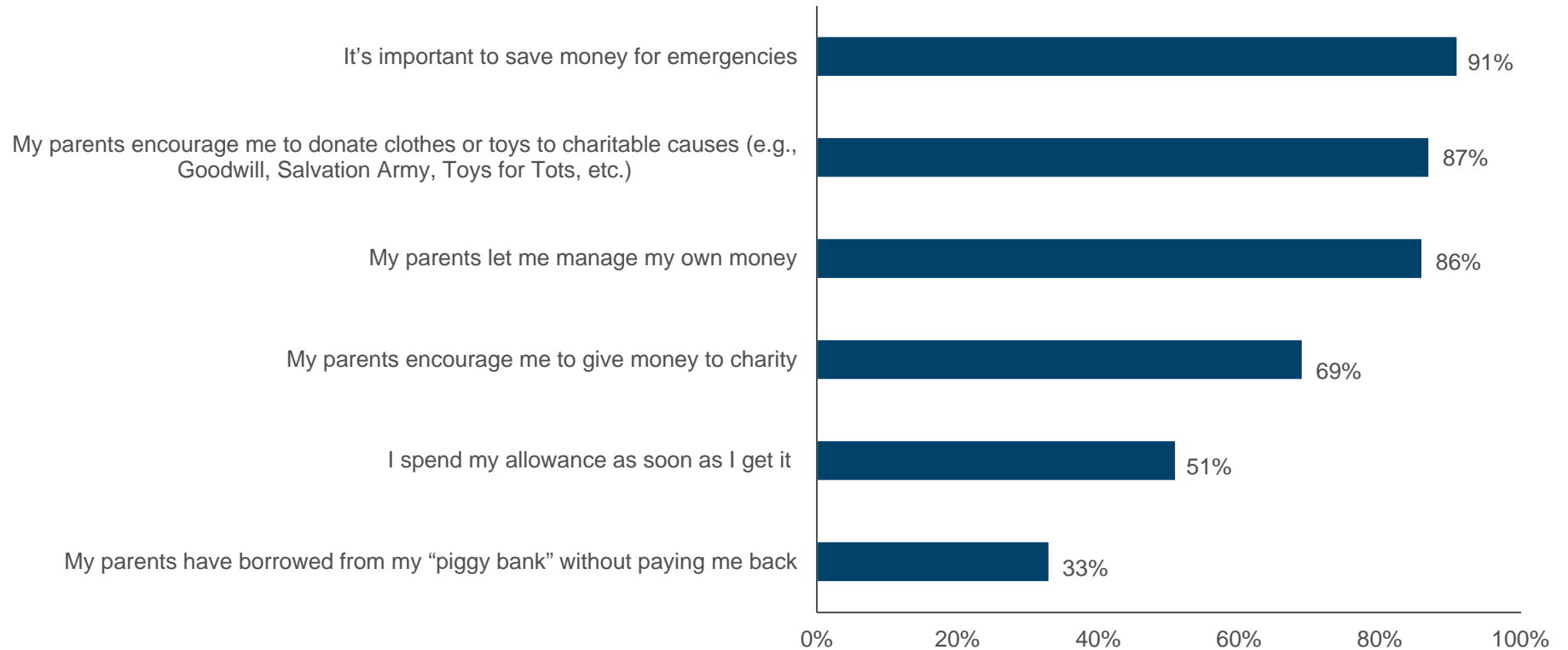


T. Rowe Price 2016 Parents, Kids & Money Survey
N=871 (Receive an Allowance)



Money Management

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

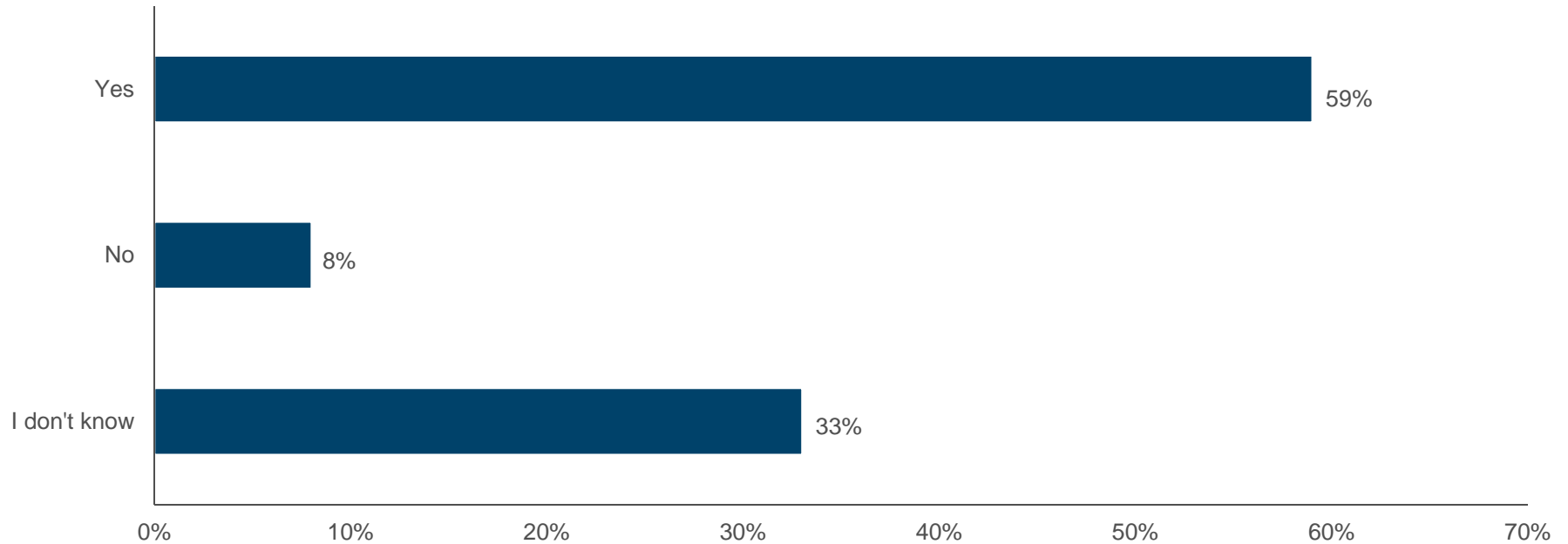


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Knowledge of Parental Saving

Q82. DO YOUR PARENTS PUT MONEY ASIDE FOR SAVINGS EACH MONTH?

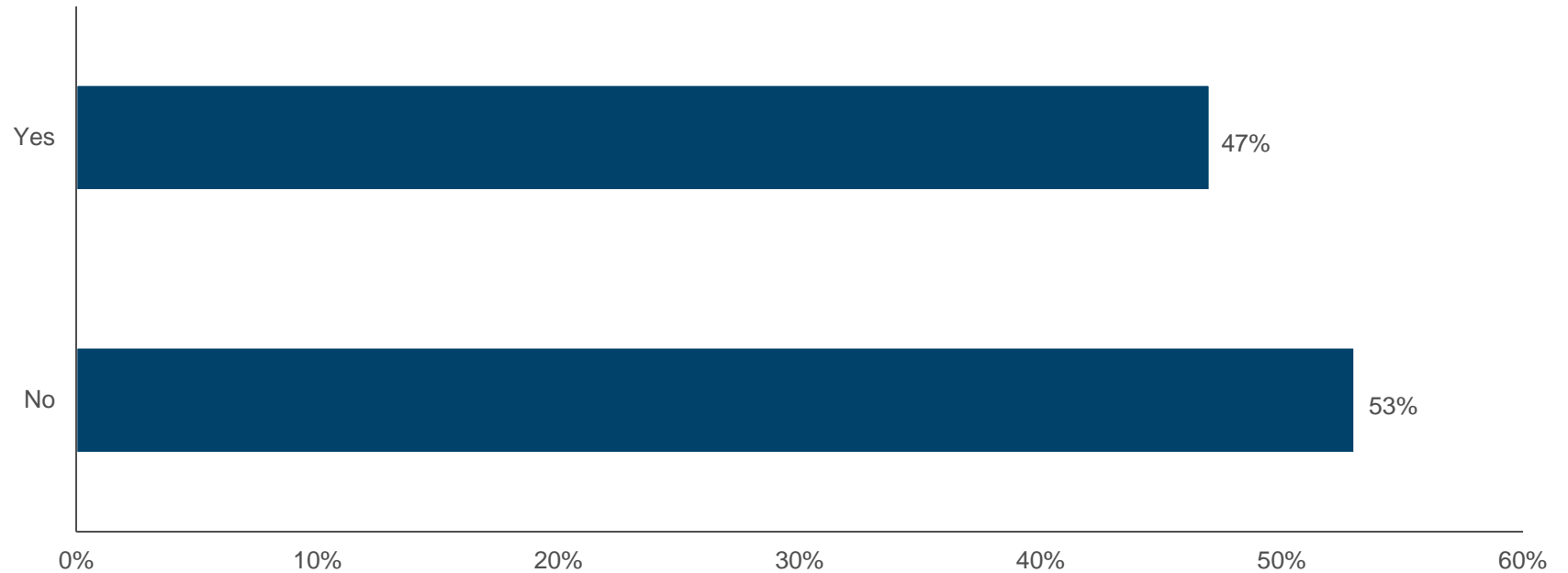


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Lending Money to Friends

Q85. HAVE YOU EVER LENT MONEY TO YOUR FRIENDS?

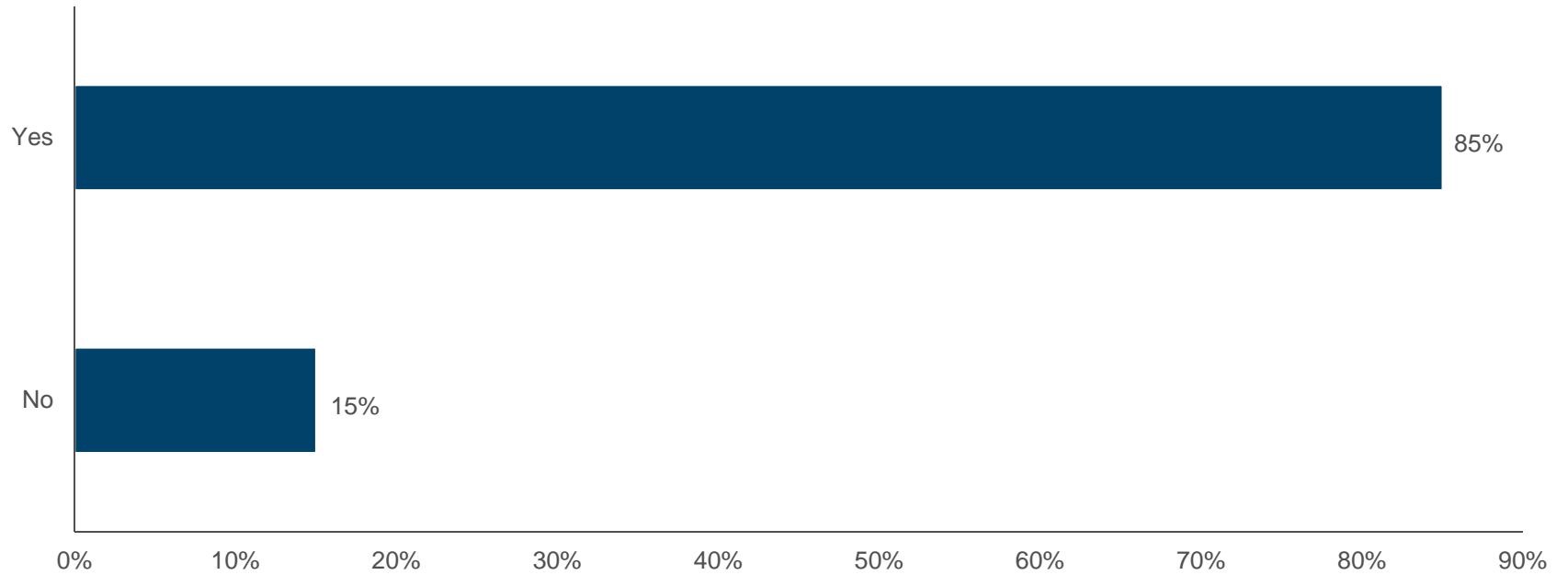


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Getting Paid Back

Q86. DO THEY USUALLY PAY YOU BACK?

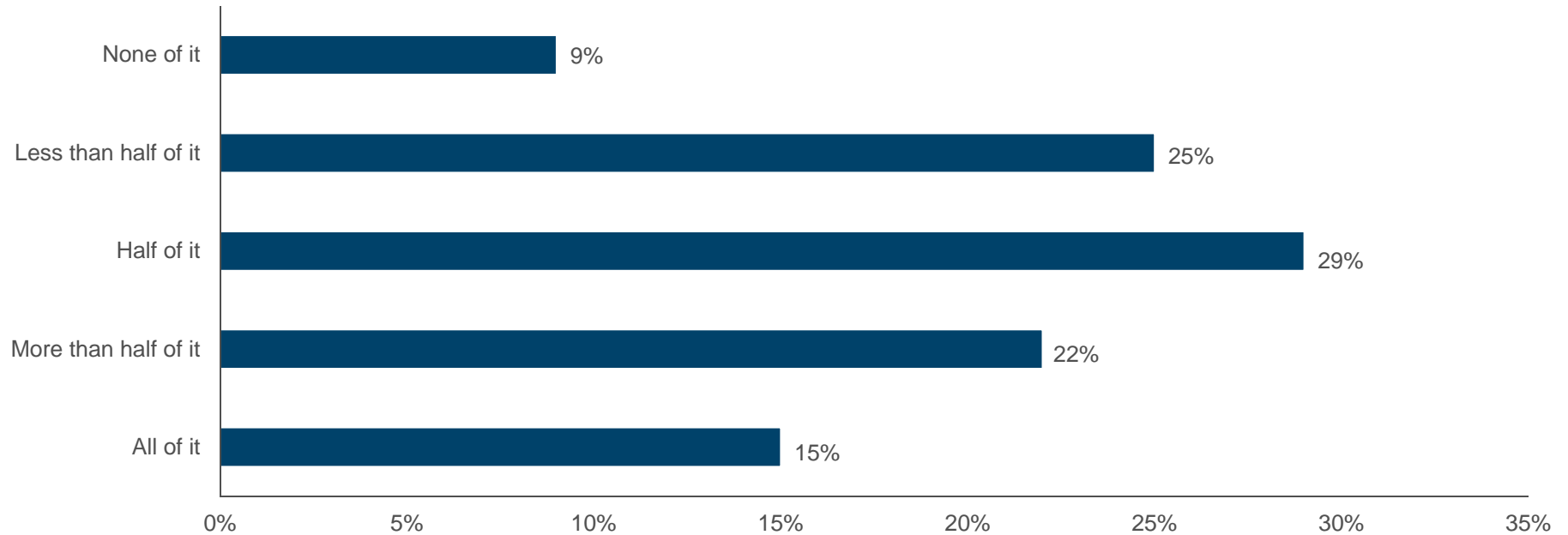


T. Rowe Price 2016 Parents, Kids & Money Survey
N=515 (Lent Money to a Friend)



Kids' Savings Habits

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

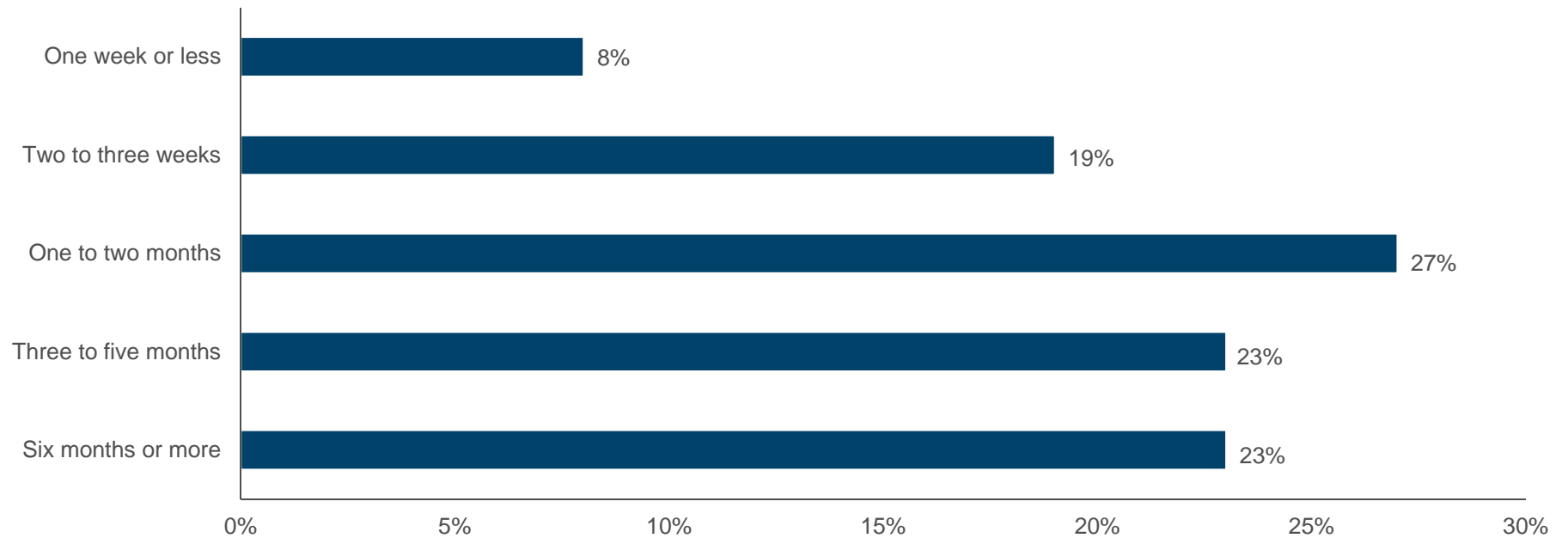


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Saving for a Goal

Q88. WHAT IS THE LONGEST YOU'VE EVER SAVED FOR SOMETHING YOU WANTED TO BUY?

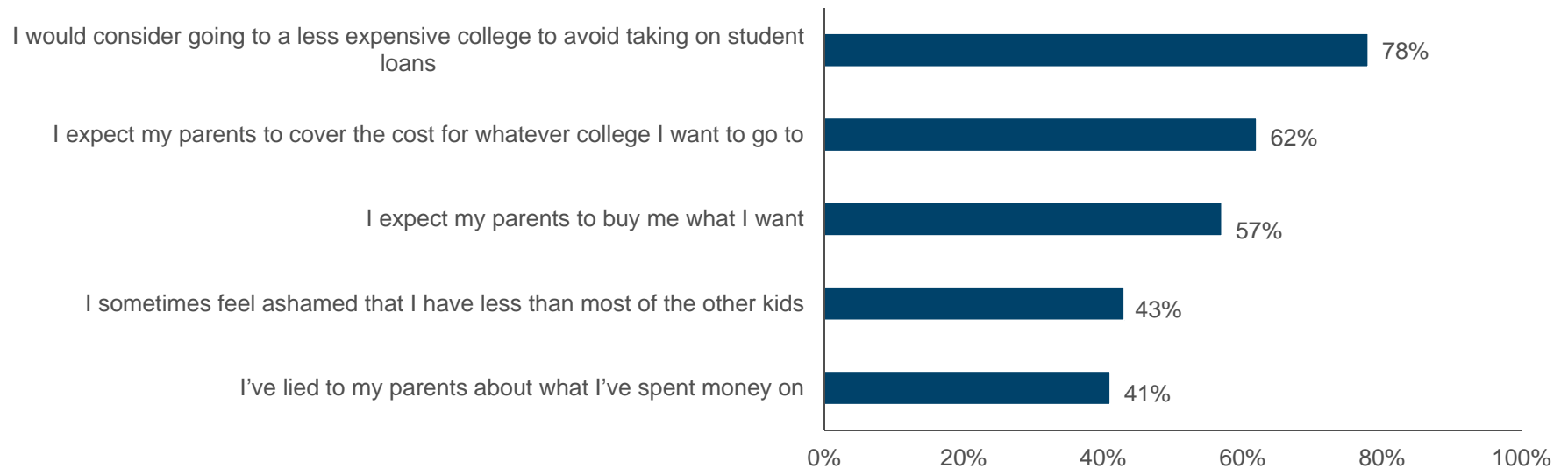


T. Rowe Price 2016 Parents, Kids & Money Survey
N=1,086 (Total Respondents)



Kid Agree Statements

Q89. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?
(DISPLAYING PERCENT THAT AGREE)



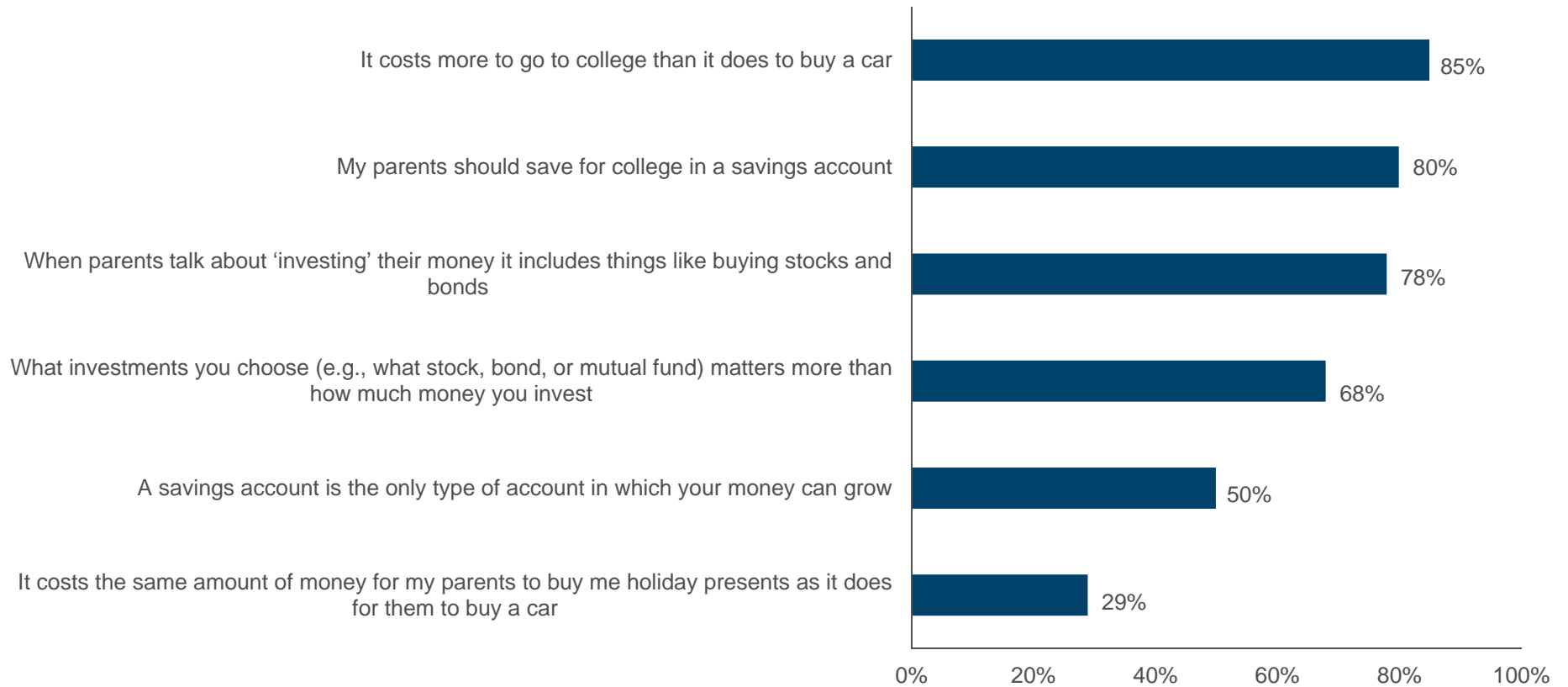
- Eight to nine year olds are more likely than 10 to 12 year olds and 13 to 14 year olds to say they expect parents to buy them what they want (70% vs. 53% vs. 51%) and pay for whatever college they want (74% vs. 60% vs. 56%)

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



Knowledge based Kids Questions

Q95. PLEASE INDICATE WHETHER EACH OF THE FOLLOWING STATEMENTS IS TRUE OR FALSE.
(DISPLAYING PERCENT SAYING TRUE)



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

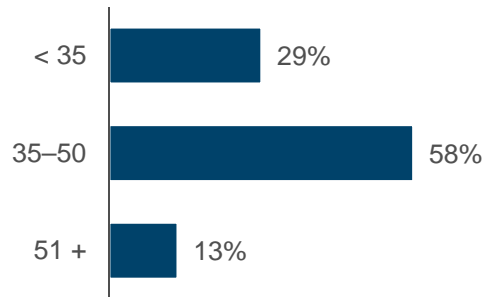


RESPONDENT PROFILE

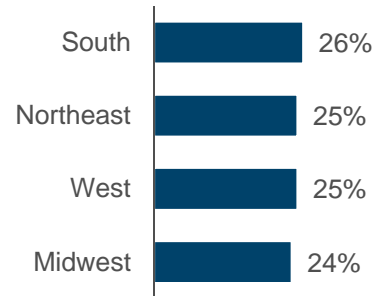


Respondent Profile

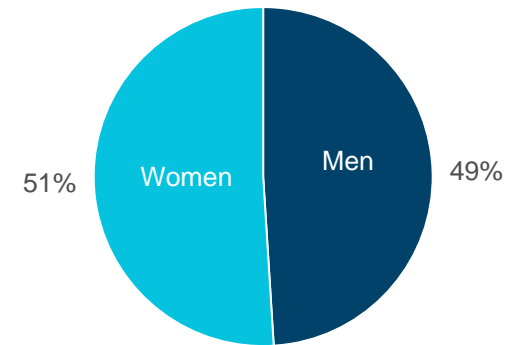
Q1. AGE



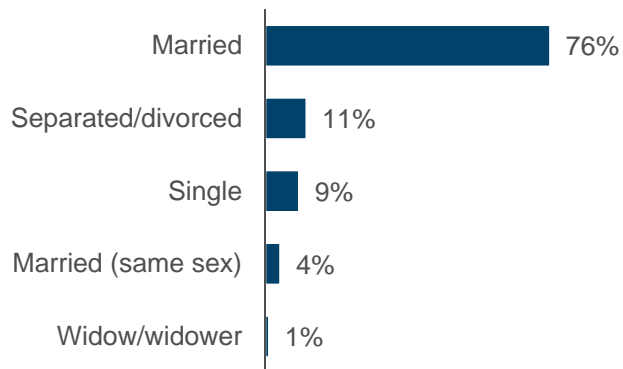
Q2. REGION



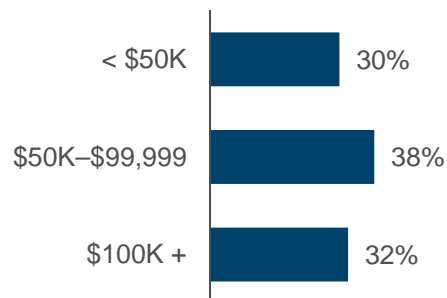
Q3. GENDER



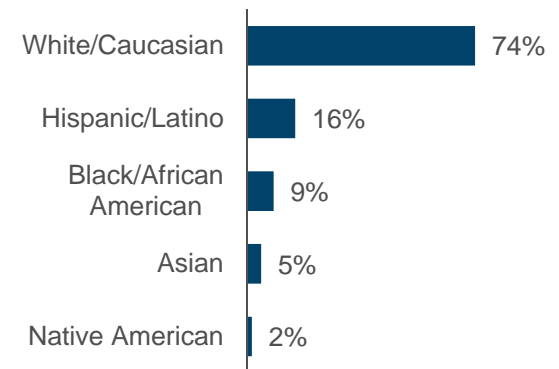
Q4. MARITAL STATUS



Q5. HOUSEHOLD INCOME



Q6. RACE/ETHNICITY

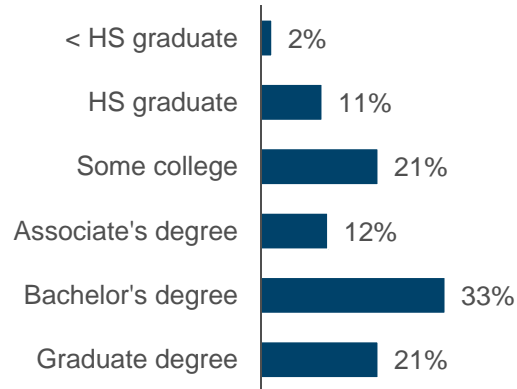


T. Rowe Price Parents, Kids & Money Survey
N=1,086 (Parents: Total respondents)

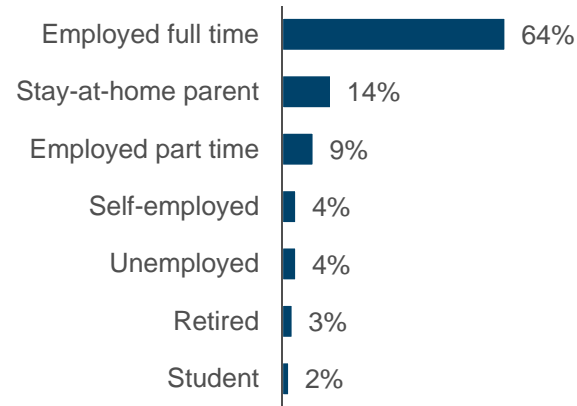


Respondent Profile

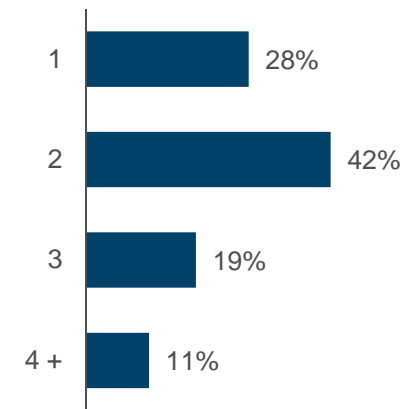
Q7. EDUCATION LEVEL



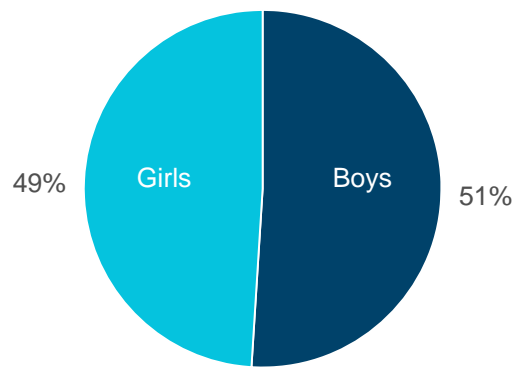
Q8. EMPLOYMENT STATUS



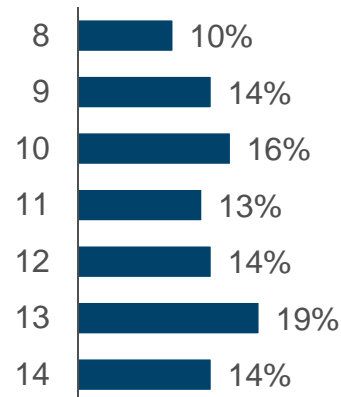
Q9. # KIDS IN HOUSEHOLD



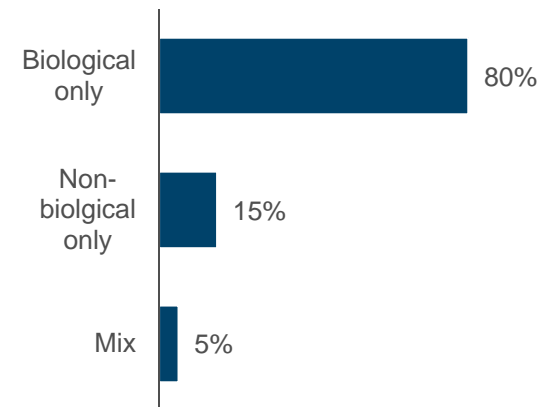
Q11. KID GENDER



Q12. KID AGE



TYPE OF KIDS

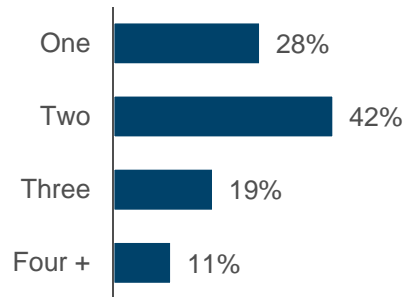


T. Rowe Price Parents, Kids & Money Survey
N=1,086 (Parents: Total respondents)

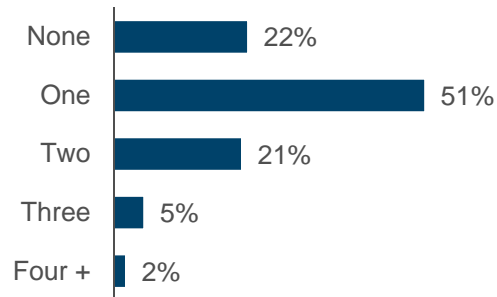


Respondent Profile

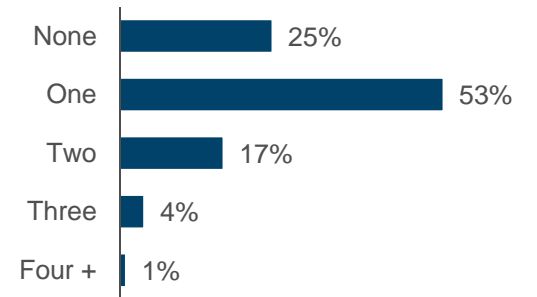
KIDS IN HOUSEHOLD



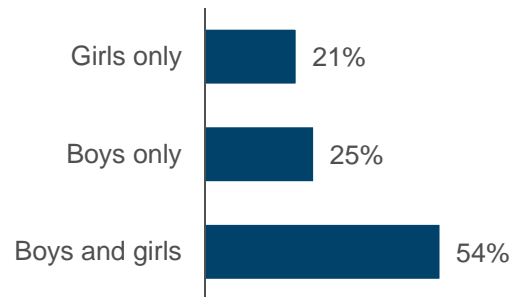
BOYS IN HOUSEHOLD



GIRLS IN HOUSEHOLD



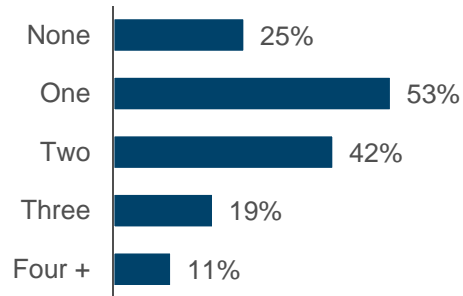
KID GENDER MIX



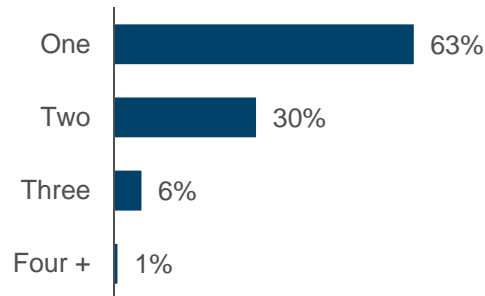


Respondent Profile

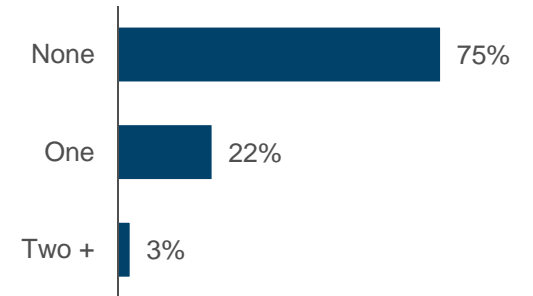
KIDS < 8 IN HH



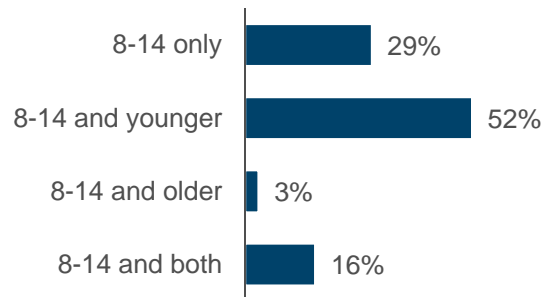
KIDS 8-14 IN HH



KIDS > 14 IN HH



KID AGE MIX





OBJECTIVE 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 2/4/16 to 2/11/16, with parent quotas of approximately 50% men and 50% women.
- A total of 1,086 parents and 1,086 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.

T.Rowe Price®



THANK YOU.