

Which of the following best reflects how you are feeling about your child(ren)'s financial future.

	Parents with children		
	Total	Under 18	Over 18
		O	P
Base: All Respondents (unwtd)	1000	500	500
Base: All Respondents (wtd)	1000	458	542
Anxious	93	46	47
	9%	10%	9%
Unconcerned	48	17	31
	5%	4%	6%
Fearful	138	79	59
	14%	17%	11%
Optimistic	198	92	106
	20%	20%	20%
Troubled	110	39	71
	11%	9%	13%
Apprehensive	133	54	79
	13%	12%	15%
Hopeful	222	119	104
	22%	26%	19%
Pessimistic	57	11	46
	6%	2%	9%
		O	
Sigma	1000	458	542
	100%	100%	100%

How confident do you feel about approaching conversations with your child(ren) about their financial future?

		Parents with children	
	Total	Under 18	Over 18
		O	P
Base: All Respondents (unwtd)	1000	500	500
Base: All Respondents (wtd)	1000	458	542
Top 2 Box (Net)	793	379	413
	79%	83%	76%
Very confident	411	201	210
	41%	44%	39%
Somewhat confident	382	178	203
	38%	39%	38%
Bottom 2 Box (Net)	207	78	129
	21%	17%	24%
Not very confident	110	45	65
	11%	10%	12%
Not confident at all	97	34	64
	10%	7%	12%
Sigma	1000	458	542
	100%	100%	100%

Are you having conversations with your child(ren) about their financial future?

		Parents with children	
	Total	Under 18	Over 18
		O	P
Base: All Respondents (unwtd)	1000	500	500
Base: All Respondents (wtd)	1000	458	542
Yes, on a regular basis (e.g., every month, several times a year)	275	121	154
	27%	26%	28%
Yes, when I see the need arising (e.g., key life moments/decisions)	358	173	185
	36%	38%	34%
Yes, when my child(ren) raises money topics	206	88	119
	21%	19%	22%
No, we haven't had these conversations yet.	161	76	85
	16%	17%	16%
Sigma	1000	458	542
	100%	100%	100%

Is any stress about your finances and your child(ren)'s financial future affecting your wellbeing?

		Parents with children	
	Total	Under 18	Over 18
		O	P
Base: All Respondents (unwtd)	1000	500	500
Base: All Respondents (wtd)	1000	458	542
Yes, on a regular basis	283	147	136
	28%	32%	25%
Yes, on an occasional basis (e.g., when certain money situations arise)	432	175	257
	43%	38%	47%
No, I'm not experiencing any stress about my finances and my child(ren)'s financial future that is affecting my wellbeing.	285	135	149
	28%	30%	28%
Sigma	1000	458	542
	100%	100%	100%

What resources are you currently using to help your child(ren) set themselves up for a successful financial future?

		Parents with children	
		Under 18	Over 18
	Total	O	P
Base: All Respondents (unwtd)	1000	500	500
Base: All Respondents (wtd)	1000	458	542
Budgeting/saving calculators	260	146	114
	26%	32%	21%
		P	
Social media sites (blogs, podcasts, videos on Instagram, Tik Tok, YouTube, etc.)	163	84	79
	16%	18%	15%
Personal finance group chat rooms	75	25	51
	8%	5%	9%
Personal finance advice webinars	91	37	55
	9%	8%	10%
Personal finance education and advice on bank websites	171	74	97
	17%	16%	18%
Check-ins with a financial advisor	210	79	131
	21%	17%	24%
I'm not currently using any resources/I don't know what resources to use	434	190	244
	43%	42%	45%
Sigma	1404	633	770
	140%	138%	142%