



OF THOSE WITH SAVINGS:



**73%** were started at age three or younger



**27%** of kids have never made a physical bank transaction



**81%**

OF PARENTS FEEL IT IS THEIR RESPONSIBILITY TO TEACH THEIR KIDS ABOUT MONEY



**42%** of kids add money to their bank account on a monthly basis



**38%** of kids only add money on birthdays & holidays



OF CHILDREN WITH SAVINGS ARE ACTIVELY SAVING FOR A SPECIFIC GOAL

TOP GOALS:

1. Video Games 2. Toys 3. College



OF CHILDREN WHO SAVE MONEY DONATE SOME PORTION TO CHARITY



**38%** of parents match some amount their child puts into a savings account



ONLY **4%** DEPOSIT THAT MONEY DIRECTLY INTO A BANK ACCOUNT