Parents and Grandparents College Savings Survey
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Throughout this report, ▲ arrows indicate a significant difference between Millennial Parents and Grandparents.

Callouts show significant differences between subgroups noted (i.e. Males and Females, or between Ethnicities) within Millennial Parents (shown in green callouts) or within Grandparents (in yellow), or between a subgroup and the total sample of Millennial Parents or Grandparents.

This survey was conducted by Head Solutions Group on behalf of TD Ameritrade Holding Corporation.¹

The statistical margin of error for the total sample of N=2,018 American adults within the target group is +/- 2.1 %.² This means that in 19 out of 20 cases, survey results will differ by no more than 2.1 percentage points in either direction from what would have been obtained by the opinions of all target group members in the U.S. Sample was drawn from major regions in proportion to the U.S. Census.

¹ Head Solutions Group (U.S.) Inc. and TD Ameritrade Holding Corporation are separate, unaffiliated companies and are not responsible for each other's products and services.
² Assumes survey participants are the same as non participants.

Note: Percentages may not add up to 100 due to rounding.
Key Findings

• Millennial parents prioritize education for children and emergency savings over retirement savings as their top savings priorities. As expected, grandparents put their retirement savings first.

• Millennial parents have $9,180 in student debt, on average, and $11,995 in other debt such as credit card balances, lines of credit and personal loans.
  • Two-thirds (64%) of millennial parents who have student debt believe it is likely that the debt will be paid off before their own children reach college age.

• Nine in 10 millennial parents plan to pay at least some of their child’s college fees.
  • Millennial parents who expect their child to go to college are prepared to eat out less (50%), spend less money on themselves (50%) or live a simpler lifestyle (49%) to save money for their child’s college fees.
  • Six in 10 (60%) grandparents have paid at least some of their children’s college fees.
  • Six in 10 millennial parents say they are “happy to help” pay the college fees of their children.

• Six in 10 millennial parents who do not expect to pay in full for their child’s college believe that their child should take responsibility for some/all fees.

• During teenage years, 6 in 10 (61%) millennial parents held a part-time job in the summer compared to half (52%) of grandparents who did the same.

• Six in 10 (63%) grandparents believe they prepared their children for the “real world” very well.
  • Millennials and grandparents alike were most likely to be taught about the real world through learning basic household skills (59% and 71% respectively).
Millennial parents prioritize education for children and emergency savings over retirement savings as their #1 savings priorities. As expected, grandparents put their retirement savings first.

Q200b. Base: All Millennial Parents n=1,004; All Grandparents n=1,014

Arrows indicate a significant difference between Millennial Parents and Grandparents at 95% confidence.
Millennial parents who are saving for their children’s education are saving, on average, $310 per month, while grandparents are saving a monthly average of $205 toward their grandchildren’s education.

In a typical month, how much money, if any, do you save towards the following?

- **Millennial Parents**
  - $310

- **Grandparents**
  - $205

Millennial parents have $9,180 in student debt, on average, and $11,995 in other debt such as credit card balances, lines of credit and personal loans

- Grandparents still hold $1,215 in student debt, and a further $12,820 in other debt (excluding student loans and mortgages)

Q220. Base: All Millennial Parents n=1,004; All Grandparents n=1,014

Trimmed Average, excluding top and bottom 5% to reduce impact of outliers
Two-thirds (64%) of millennial parents who have student debt believe it is likely that the debt will be paid off before their own children reach college age.

However, we know that grandparents still carry $1,215 in student debt.
Paying for Children’s College
Nine in 10 millennial parents plan to pay at least some of their child’s college fees

- Millennial parents with only one child are more likely than those with more children to plan to pay all the fees (1 child: 34%, 2: 25%, 3 or more: 21%)
- Latino/Hispanic and Asian millennial parents are twice as likely than caucasian millennial parents to expect to pay all the fees (43%, 42%, 23%, respectively)

How much of your child’s college fees do you and your spouse/partner (if applicable) expect to pay?

- All the fees
- Half of the fees or more, but not all
- Some of the fees, but less than half of the fees
- None of the fees
- I don’t expect my child/children will go to college

Q700. Base: All Millennial Parents n=1,004
Six in 10 millennial parents who do not expect to pay in full for their child’s college believe that their child should take responsibility for some/all fees

- Millennial parents with a household income of $100,000 or more are more likely than millennial parents as a whole to believe their child should take some responsibility for college fees (71% vs. 60%, on average)

Why are you and your spouse/partner unlikely to pay for all/part of your children’s college fees?

- I/we believe my child should take responsibility for all/some of his/her college fees
- I/we cannot afford to do so
- I/we paid for my/our own college so think my/our child should too
- We are saving for our own retirement
- My parents are planning to pay for my child’s college fees
- My child will get scholarships/grants/aid
- Other reasons

Q705. Base: All Millennial Parents not paying for all of their child’s college fees n=702
Six in 10 millennial parents say they are “happy to help” pay the college fees of their children

- Four in 10 (40%) millennial parents, including 6 in 10 (58%) African American millennial parents, are proud to pay their child’s fees
- One-quarter (26%), including 4 in 10 African-American (44%) and Latino or Hispanic (39%) millennial parents feel “obligated” to pay their child’s fees

<table>
<thead>
<tr>
<th></th>
<th>Caucasian</th>
<th>Asian</th>
<th>African-American</th>
<th>Latino or Hispanic</th>
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</thead>
<tbody>
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<td>% ‘Proud’</td>
<td>36%</td>
<td>39%</td>
<td>58%</td>
<td>39%</td>
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<tr>
<td>% ‘Obligated’</td>
<td>22%</td>
<td>24%</td>
<td>24%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Q7.10. Base: All Millennials Parents who expect their child/children to go to college (n=984). Multiple responses allowed
* Small base n=76
Six in 10 (57%) millennial parents do not expect their parents to help with the college fees of their child

- Three in 10 (31%) Latino/Hispanic millennial parents expect that their own parents will help with their child’s college fees, compared to 2 in 10 (22%) millennial parents overall

Q712. Base: All Millennial Parents with a living parent n=885
Millennial parents who expect their child to go to college are prepared to eat out less (50%), spend less money on themselves (50%) or live a simpler lifestyle (49%) to save money for their child’s college fees.

- Four in ten (38%) stay-at-home parents would be willing to sacrifice staying at home, and work instead, in order to save money for college fees.
Six in 10 (60%) grandparents have paid at least some of their children’s college fees

- Four in 10 (41%) grandparents with a high household income ($100,000 or more) paid all of their child’s college fees, whereas as only 1 in 10 (9%) of those with a household income of $50,000 or less paid the same proportion.

How much of your child’s college fees did you and your spouse/partner (if applicable) pay?

- 60% paid at least some of their children’s college fees
- 41% of grandparents with a high household income ($100k+) paid all of their child’s college fees, whereas only 9% of those with a household income of $50k or less paid the same proportion.

Q730. Base: All Grandparents n=1,014
Half (50%) of grandparents who did not pay all of their child’s college fees believed in their child taking responsibility for paying fees.

- Slightly more than a third (36%) of grandparents could not afford to pay all/part of their children’s college fees.

Q735. Base: All Grandparents who did not pay all of their child’s college fees among those whose adult child went to college n=604
Part-time Jobs as Teens
During teenage years, 6 in 10 (61%) millennial parents held a part-time job in the summer compared to half (52%) of grandparents who did the same.

- Half (51%) of millennial parents and half (54%) of grandparents held a part-time job throughout the school year.
- For Grandparents, males were more likely than females to have held part-time jobs, whereas for millennial parents there is no difference between the genders in likelihood to have held a part-time job.

Q815. Base: All Millennial Parents n=1,004, Grandparents n=1,014
Four in 5 grandparents (83%) had children who had part-time jobs when teenagers, either in the summer or throughout the school year.
Preparing for the ‘Real World’
Six in 10 (63%) grandparents believe they prepared their children for the “real world” very well

- Millennial parents are not as confident – fewer (55%) say they have prepared their children for the real world well

Q800. Base: All Millennial Parents n=1,004; All Grandparents n=1,014
Millennials are most likely to teach/have taught their children about the real world by imparting basic financial skills (73%)

- Grandparents place greater emphasis on teaching basic household skills than millennial parents do (grandparents: 78%; millennial parents: 72%)

In which of the following ways have you, or do you expect to, prepare your children for the “real world”?

- Teaching them basic financial skills
- Teaching them basic household skills (e.g. cooking, laundry, grocery shopping)
- Teaching them how to manage their allowance/finances when young
- Making them save for/pay for some of their own needs/wants
- Encouraging them to take a part time job
- Encouraging them to learn a trade or other skill
- Encouraging them to take an internship/work study
- None of the above

Q810. Base: All Millennial Parents n=1,004; All Grandparents n=1,014. Multiple responses allowed
Arrows indicate a significant difference between Millennial Parents and Grandparents at 95% confidence
Half (53%) of grandparents and 4 in 10 (46%) millennial parents say they were well prepared for the real world by their own parents.

Q820. Base: All Millennial Parents n=1,004; Grandparents n=1,014
Millennials and grandparents alike were most likely to be taught about the real world through learning basic household skills (59% and 71% respectively)

- Being encouraged to take a part time job (54%, 58%) and having to save/pay for some of their own needs/wants (54%, 63%) were other popular methods of being taught about the real world
- Females are more likely to have been taught basic household skills in both generations (Grandparents: 77 vs. 64%, Millennial Parents: 66% vs. 53%)

In which of the following ways did your parents/guardians prepare you for the “real world”?

- I was taught basic household skills (e.g. cooking, laundry, grocery shopping)
- I was encouraged to take a part time job,
- I was made to save for/pay for some of my own needs/wants
- I was taught basic financial skills
- I was taught how to manage my allowance/finances when young
- I was encouraged to learn a trade or other skill
- I was encouraged to take an internship/work study
- None of the above

Q830. Base: All Millennial Parents n=1,004; All Grandparents n=1,014. Multiple responses allowed
Arrows indicate a significant difference between Millennial Parents and Grandparents at 95% confidence
Appendix
Survey sample characteristics

Base: All Millennial Parents, n=1,004; Grandparents n=1,014

**Age**

<table>
<thead>
<tr>
<th>Region</th>
<th>Millennial Parents</th>
<th>Grandparents</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>South</td>
<td>25</td>
<td>27</td>
</tr>
<tr>
<td>Midwest</td>
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<td>22</td>
</tr>
<tr>
<td>Southwest</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>West</td>
<td>21</td>
<td>18</td>
</tr>
</tbody>
</table>

**Region**

- New England: 5%
- Mid-Atlantic: 15%
- South: 25%
- Midwest: 23%
- Southwest: 11%
- West: 21%

**Gender**

- Male: 50%
- Female: 53%

**Education**

- High school or less: 19%
- Technical degree: 12%
- Undergraduate degree: 36%
- Graduate/Professional degree: 32%
- Prefer not to answer: 0%

**Marital Status**

- Single, never married: 14%
- Married/ Common law: 81%
- Separated/ Divorced: 5%
- Widowed: 0%

**Household Income**

- Less than $50k: 28%
- $50k-$74.9k: 23%
- $75k-$99.9k: 17%
- $100k+: 29%
- Don't know/ Prefer not to answer: 2%

**Ethnicity**

- Caucasian: 70%
- Asian: 12%
- Latino or Hispanic: 10%
- African-American: 8%
- Others: 4%
- Prefer not to say: 1%

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Base: All Millennial Parents, n=1,004; Grandparents n=1,014