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2011 TEENS & MONEY SURVEY FINDINGS

INSIGHTS INTO MONEY ATTITUDES, BEHAVIORS AND EXPECTATIONS OF 16- TO 18-YEAR-OLDS

THE IMPACT OF THE RECESSION

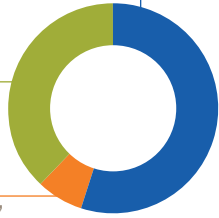
THE VAST MAJORITY OF AMERICAN TEENS SAY THEY WERE AFFECTED BY THE RECESSION

93% SAY THEIR FAMILY WAS IMPACTED BY THE RECESSION

55% "A LITTLE"

38% "A LOT"

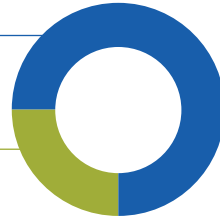
7% "NOT AT ALL"



THEY SAY THEIR PARENTS HAVE TALKED TO THEM ABOUT THEIR FAMILY'S FINANCIAL SITUATION IN THE PAST YEAR

75% "YES"

25% "NO"



80% OF TEENS BELIEVE THE RECESSION IS NOT OVER

45% BELIEVE IT WILL CONTINUE BEYOND THIS YEAR

TEENS REPORT A SIGNIFICANT SHIFT IN MINDSET

64%

THEY ARE MORE GRATEFUL NOW FOR WHAT THEY HAVE.

58%

THEY ARE LESS LIKELY TO ASK FOR THINGS THEY WANT.

56%

THEY HAVE A GREATER APPRECIATION FOR HOW HARD THEIR PARENTS WORK.

39%

THEY APPRECIATE THEIR FAMILY MORE.

34%

THEY SAY THEIR FAMILY NOW TALKS MORE ABOUT MONEY MANAGEMENT.

TEENS REPORT THEY HAVE LEARNED CORE LESSONS AS A RESULT OF THE RECESSION

73%

IT'S IMPORTANT TO HAVE ENOUGH EMERGENCY SAVINGS IN CASE TIMES GET TOUGH.

59%

IT'S EASY TO GET CARRIED AWAY AND SPEND TOO MUCH WHEN TIMES ARE GOOD.

51%

IT'S IMPORTANT TO UNDERSTAND THE CONSEQUENCES OF BORROWING MONEY.

49%

IT'S IMPORTANT TO UNDERSTAND ALL COSTS AND CONDITIONS BEFORE BUYING A HOUSE.

4%

YOU MIGHT AS WELL SPEND AS MUCH AS YOU CAN TODAY BECAUSE YOU NEVER KNOW WHAT TOMORROW WILL BRING.

HELPING OTHERS LEARN HOW TO USE MONEY WISELY IS HOW TEENS THINK THEY CAN BEST HELP THE ECONOMY

46%

CLOSE TO HALF (46%) FEEL THAT SHARING THEIR KNOWLEDGE AND HELPING OTHERS LEARN HOW TO USE MONEY WISELY IS HOW THEY CAN HELP THE U.S. ECONOMY MOST.

18%

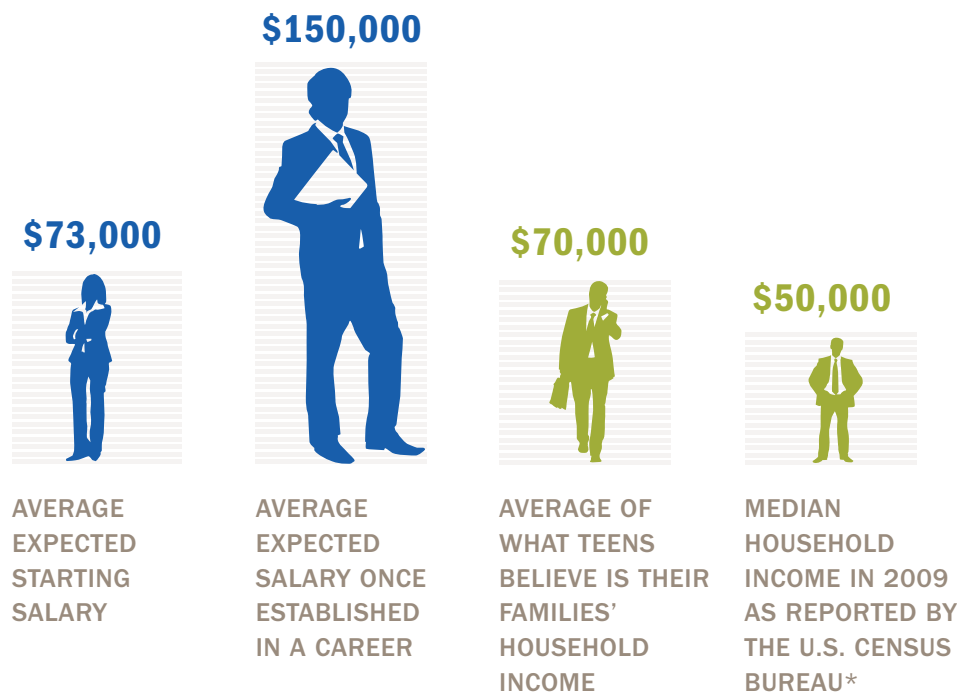
HOWEVER, JUST 18% SAY THEY'VE ACTUALLY LEARNED ABOUT MONEY MANAGEMENT FROM THEIR FRIENDS.

TEENS ARE MORE LIKELY TO BE MONEY LEADERS THAN FOLLOWERS AMONG THEIR PEERS.

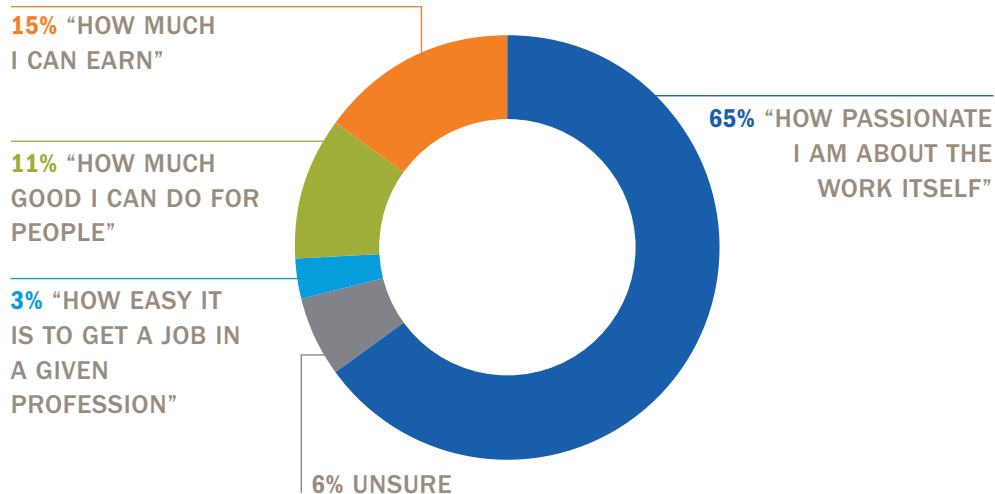


MONEY BELIEFS AND EXPECTATIONS

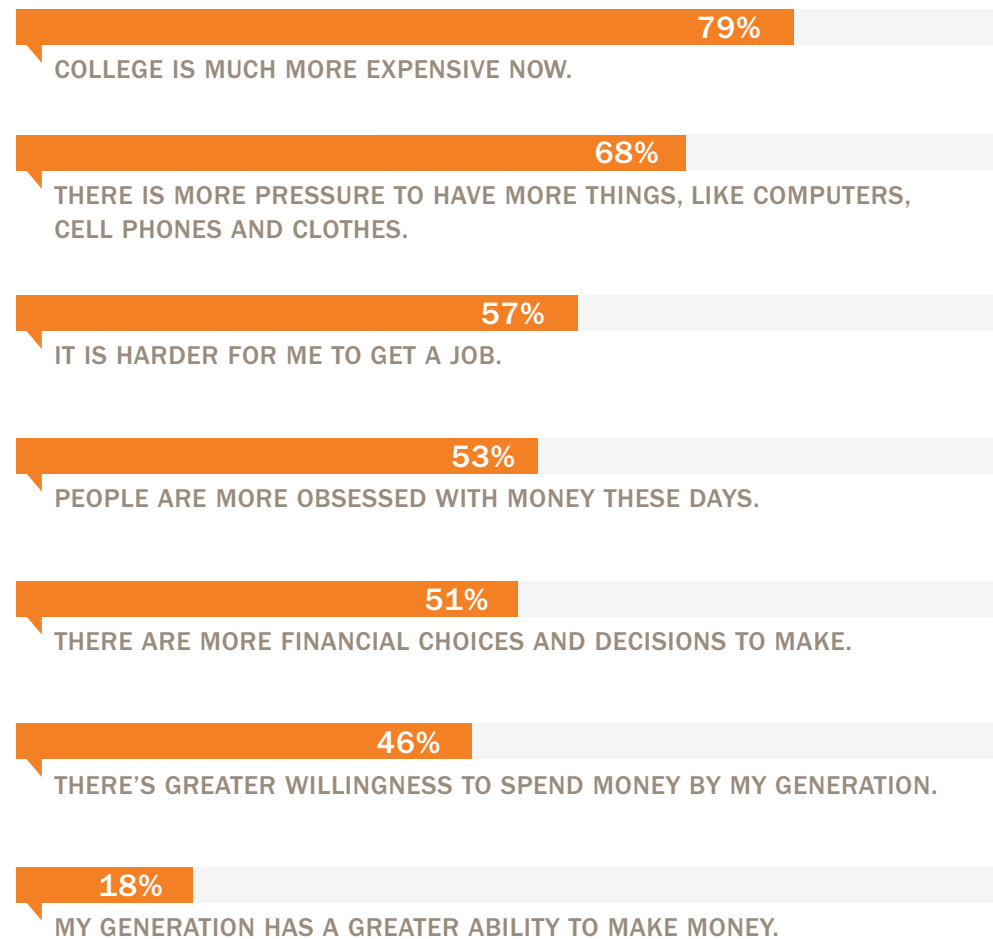
TEEN EXPECTATIONS VS. REALITIES



WHAT WILL MOST DRIVE TEENS' CHOICE OF CAREER



TEENS SAY THEIR GENERATION'S MONEY ISSUES ARE DIFFERENT FROM THOSE OF THEIR PARENTS OR GRANDPARENTS

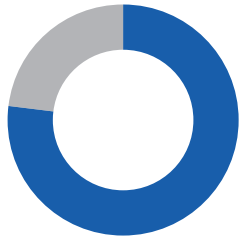


YET 59% BELIEVE THEY WILL DO BETTER FINANCIALLY THAN THEIR PARENTS



WHAT TEENS KNOW ABOUT MONEY

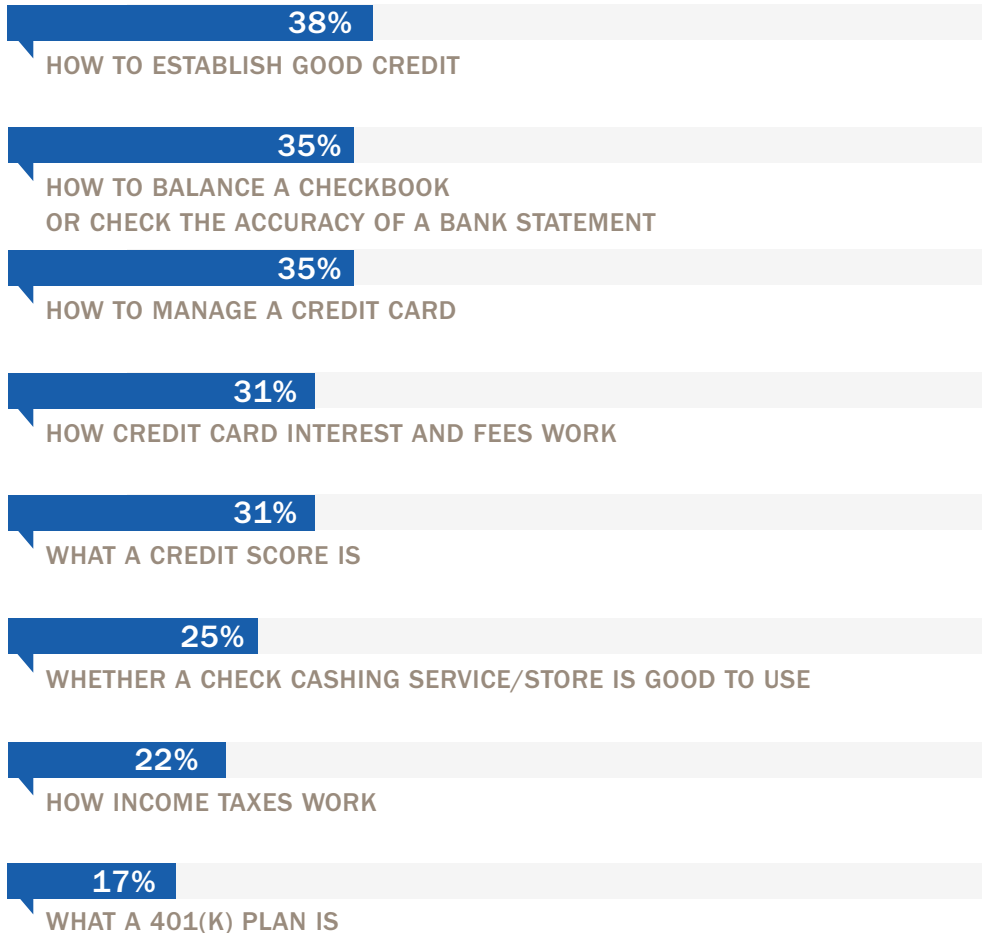
MOST TEENS BELIEVE THAT THEY ARE FINANCIALLY SAVVY



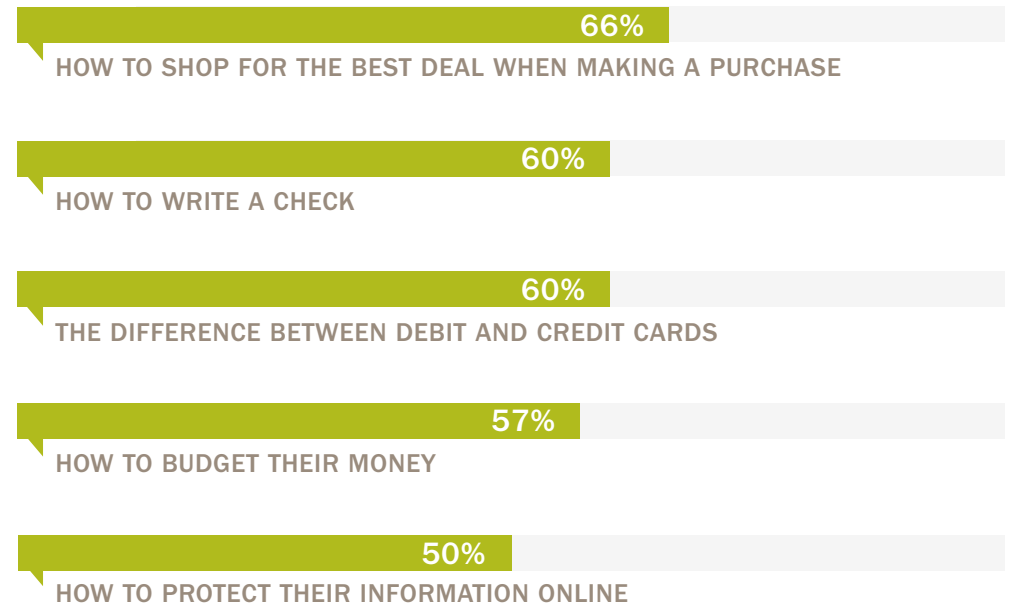
77%

SAY THEY ARE KNOWLEDGEABLE ABOUT MONEY MANAGEMENT, INCLUDING BUDGETING, SAVING AND INVESTING.

YET MANY AREN'T SAVVY ABOUT IMPORTANT SPECIFICS:



MATTERS THEY CLAIM TO BE MORE KNOWLEDGEABLE ABOUT



MOST TEENS ARE INTERESTED IN LEARNING MORE ABOUT MONEY



86%

SAY THEY WOULD RATHER LEARN ABOUT MONEY MANAGEMENT IN A CLASS BEFORE MAKING MISTAKES IN THE REAL WORLD.



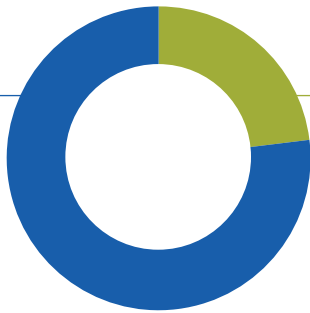
75%

SAY THAT LEARNING MORE ABOUT MONEY MANAGEMENT, INCLUDING BUDGETING, SAVING AND INVESTING, IS ONE OF THEIR TOP PRIORITIES.

SAVING, SPENDING AND BORROWING

TEENS CONSIDER THEMSELVES "SUPER SAVERS" AS OPPOSED TO "BIG SPENDERS"

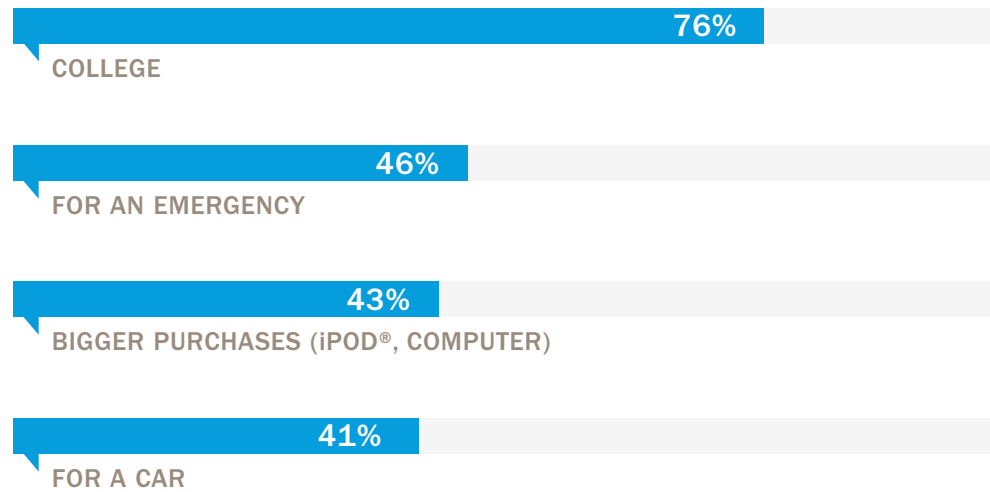
77%
SUPER SAVERS



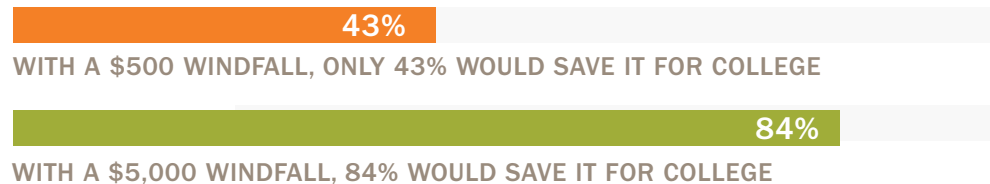
23%
BIG SPENDERS

ON AVERAGE, TEENS REPORT THEY HAVE SAVED **\$966.**

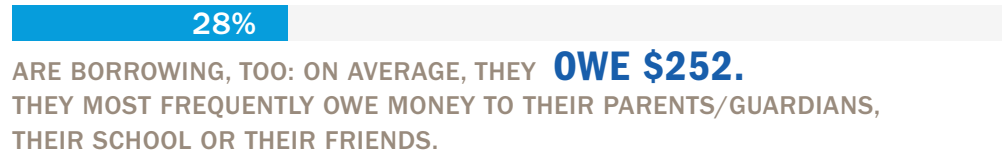
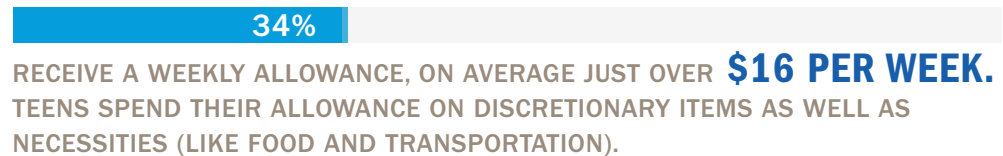
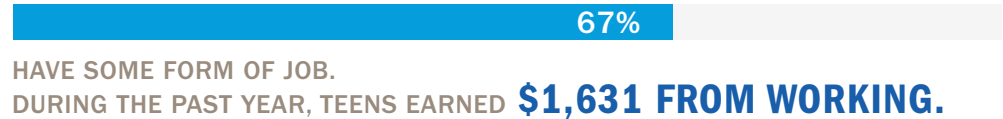
TOP REASONS WHY TEENS SAVE



WHAT WOULD THEY DO WITH A FINANCIAL WINDFALL? IT DEPENDS ON HOW MUCH IT IS.

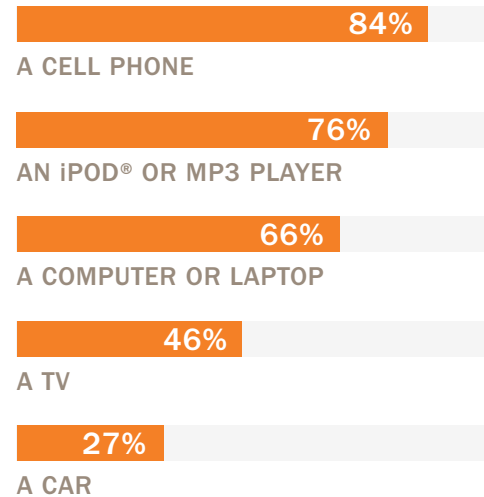


WHERE TEENS GET THEIR MONEY

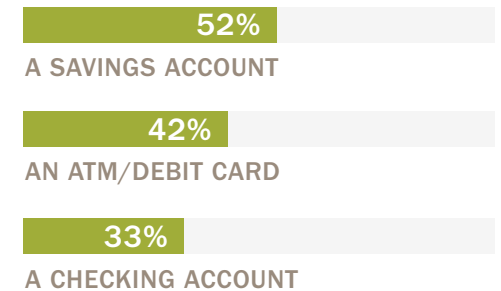


TEENS AS CONSUMERS

TEENS WHO OWN:



TEENS WHO HAVE:



TEENS TYPICALLY SPEND AN AVERAGE OF \$18.50 PER WEEK

THE OPPORTUNITY FOR PARENTS

HOW TEENS LEARN TO MANAGE MONEY



82%
PARENTS



65%
REAL-LIFE EXPERIENCE

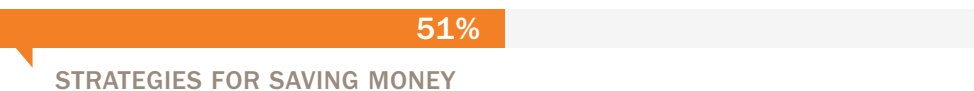
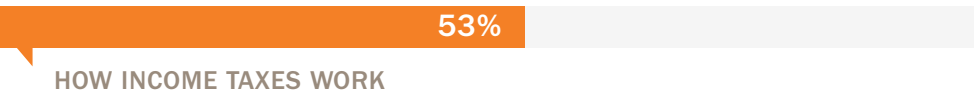


49%
SCHOOL

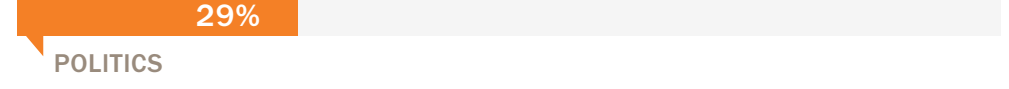
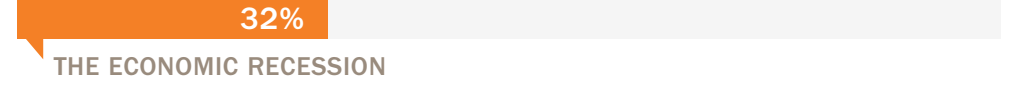
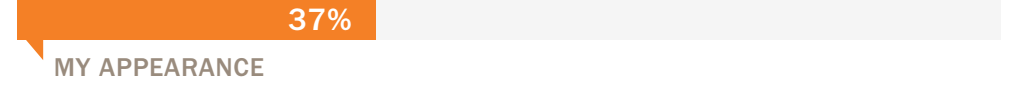
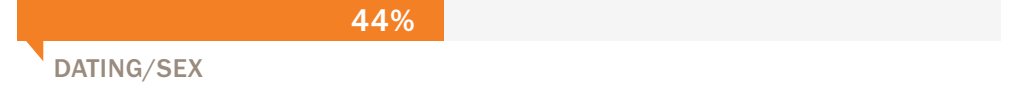
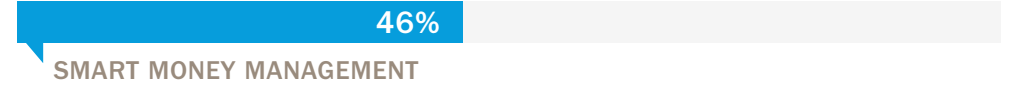
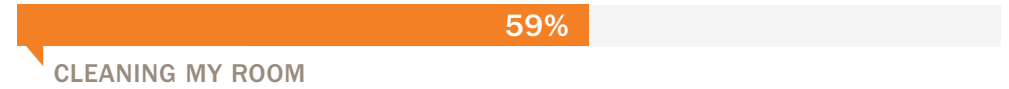
77%

SAY THEIR PARENTS HAVE BEEN GREAT ROLE MODELS
WHEN IT COMES TO MONEY MANAGEMENT AND HAVE TAUGHT THEM A LOT

TOPICS TEENS WOULD LIKE TO LEARN MORE ABOUT



TOPICS PARENTS TALK TO THEIR TEENS ABOUT A LOT



TOPICS TEENS WOULD LIKE THEIR PARENTS TO TALK ABOUT MORE



44% HOW TO
INVEST MONEY



42% HOW TO
ESTABLISH
GOOD CREDIT



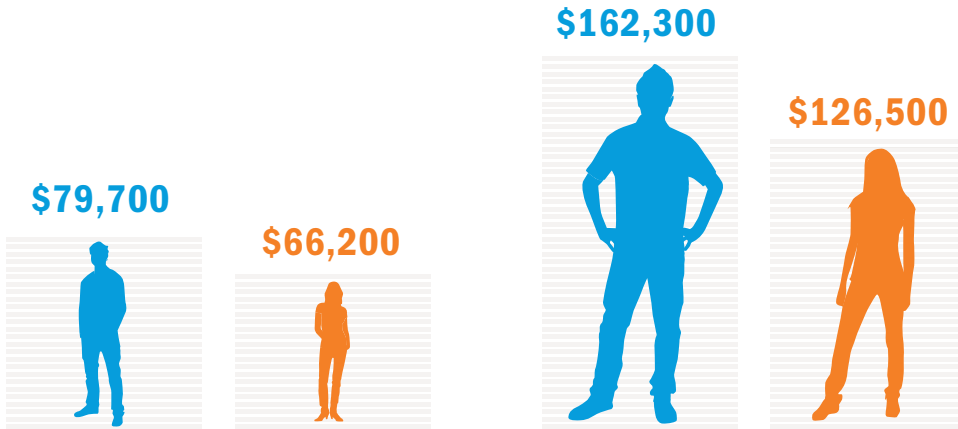
34% THEIR CAREER
ASPIRATIONS



33% HOW TO
BUDGET MONEY

GIRLS VS. BOYS

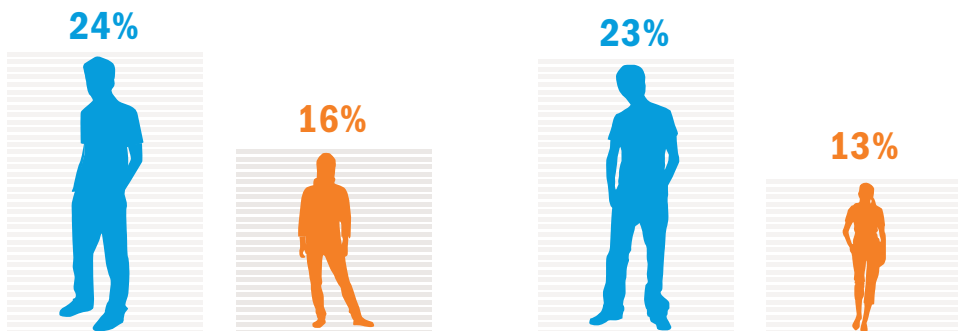
TEENS CONTINUE TO EXPECT THAT BOYS WILL HAVE GREATER EARNING POTENTIAL



THE AVERAGE STARTING SALARY **BOYS** EXPECT TO EARN IS SIGNIFICANTLY HIGHER THAN WHAT IS EXPECTED BY **GIRLS**.

THE AVERAGE SALARY **BOYS** EXPECT TO EARN ONCE ESTABLISHED IN THEIR CAREER IS EVEN FARTHER AWAY FROM **GIRLS'** EXPECTATIONS.

GENDER DIFFERENCES EXTEND TO TEENS' PARENTS



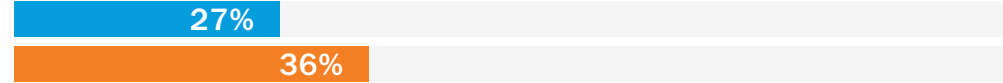
BOYS ARE MORE LIKELY THAN **GIRLS** TO REPORT THAT THEIR PARENTS HAVE SPOKEN TO THEM ABOUT THE PRESSURE TO HAVE MORE THINGS...

...AS WELL AS HOW TO INVEST MONEY TO MAKE IT GROW.

EARNING, SAVING AND SPENDING VARIES BY GENDER



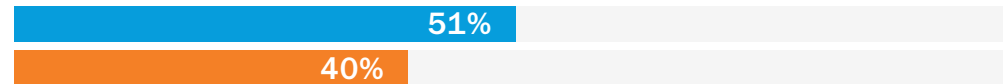
BOYS REPORT HAVING EARNED MORE MONEY THAN **GIRLS** IN 2010.



MORE **GIRLS** REPORT SAVING THEIR MONEY FOR SMALL PURCHASES LIKE MUSIC OR CLOTHES.

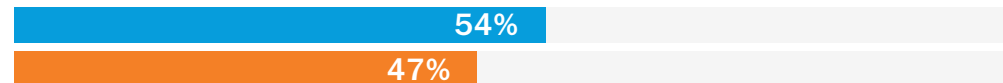


MORE **BOYS** REPORT SAVING THEIR MONEY FOR BIGGER PURCHASES, LIKE AN IPOD® OR COMPUTER.

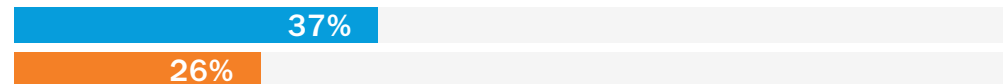


BOYS ARE MORE LIKELY TO HAVE THEIR OWN TV.

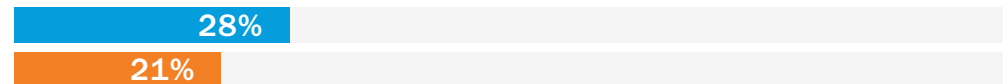
MORE BOYS THAN GIRLS REPORT KNOWING THE FOLLOWING...



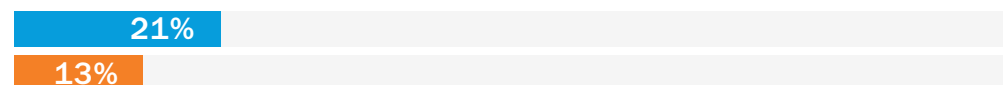
HOW TO PROTECT THEIR PERSONAL INFORMATION ONLINE



HOW CREDIT CARD INTEREST AND FEES WORK



WHETHER A CHECK CASHING SERVICE/STORE IS GOOD TO USE



WHAT A 401K PLAN IS

WHAT'S CHANGED SINCE THE 2007 TEENS & MONEY SURVEY

2007

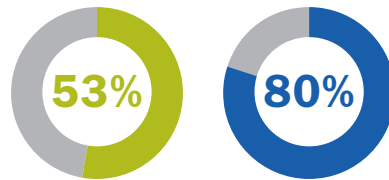
2011

KNOWLEDGE OF MONEY MANAGEMENT SEEMS TO HAVE DECLINED

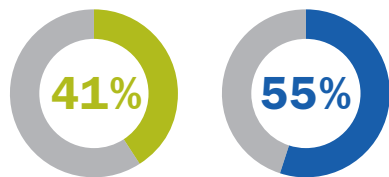


BUT THE DESIRE TO LEARN ABOUT MONEY MANAGEMENT HAS INCREASED:

MORE 17-YEAR-OLDS SAY THAT LEARNING MORE ABOUT MONEY MANAGEMENT IS ONE OF THEIR TOP PRIORITIES.

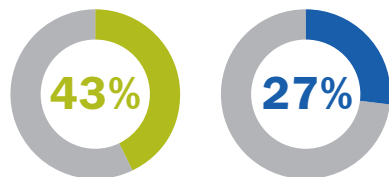


TEENS ARE SPENDING LESS



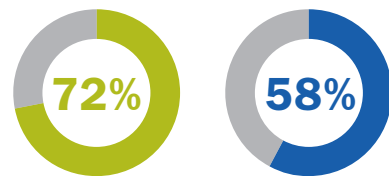
SPEND LESS THAN \$20 PER WEEK

FEWER TEENS HAVE CARS

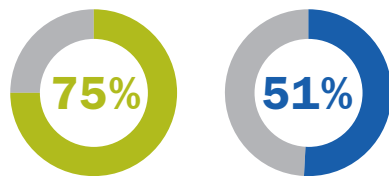


OWN A CAR

FEWER 18-YEAR-OLDS HAVE BANK ACCOUNTS

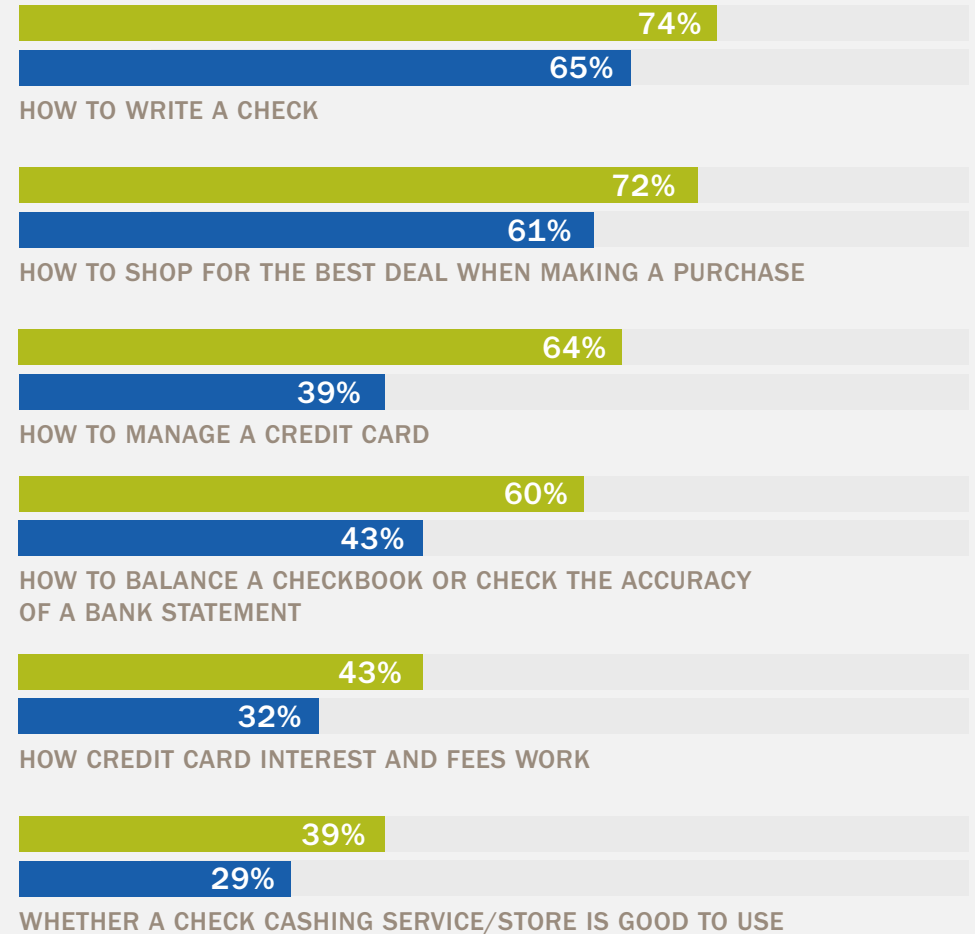


SAVINGS ACCOUNTS



CHECKING ACCOUNTS

THE DECLINE IN KNOWLEDGE IS ESPECIALLY PRONOUNCED AMONG 18-YEAR-OLDS



ABOUT THE 2011 TEENS & MONEY SURVEY

The Charles Schwab 2011 Teens & Money survey was conducted by Koski Research, an independent research firm, on behalf of Charles Schwab. The nationally-representative online survey polled 1,132 American teens between the ages of 16-18 from February 21 through March 14, 2011, to better understand their views, behavior and knowledge of spending, saving, borrowing, and earning money. The survey, which has a margin of error of plus or minus 2.97% at the 95 percent confidence level, was conducted using the Harris Interactive Panel.

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