

Practical Money Skills
™

2011 Father's Day Survey



Mom and Dad 'MIA' on Teaching Money Management?

Visa Inc. Father's Day Survey: Too Few Parents Teach Kids Personal Finance

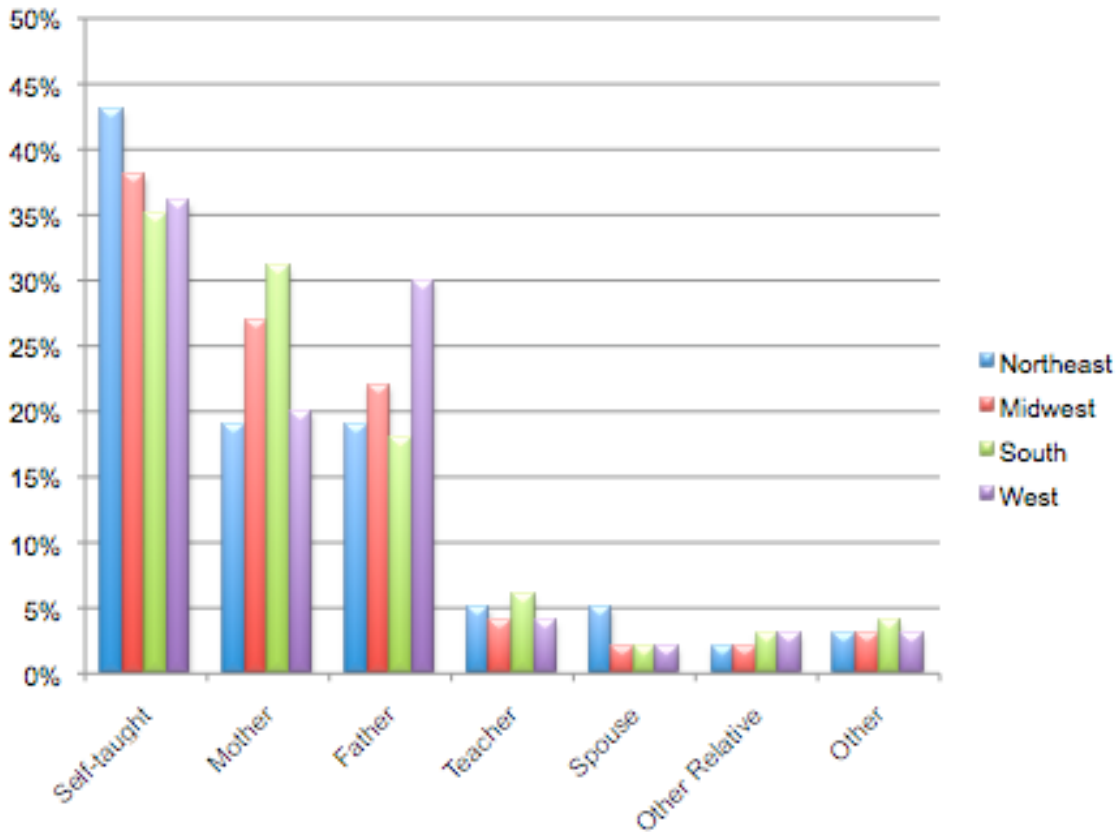
Less than half of all Americans learned about money management from their parents – a new survey from Visa Inc. released just prior to Father's Day shows.

The survey finds that a plurality of Americans – 37% – learned basic money management on their own. Mothers were the primary source for 25% of respondents, while just 22% learned about personal finance from their fathers.

Parents who hope their children are learning financial literacy at school will find those hopes misplaced after hearing that only 5% of those surveyed say they learned about money matters from a teacher. Just 3% learned basic money management from a spouse while another 3% stated that they learned from another "relative," such as a son, daughter, grandparent, aunt, or uncle.

In a related survey conducted in April, 85% of American parents surveyed thought that a course in personal finance should be a high school graduation requirement.

The survey also shows significant disparities among regions in the U.S. (see charts below):



About the 2011 Father's Day Survey

The survey results are based on 1,000 telephone interviews conducted nationally from April 15 - 17, 2011 in cooperation with GfK Roper OmniTel.