

American Express Spending & Saving Tracker



Spending on Children: Summer Activities to Baby Showers

July 9, 2013

Prepared by:

ebiquity

Data-driven insights

Research Method

The **American Express Spending & Saving Tracker** research was completed among a random sample of 2,200 adults, including the general U.S. population, as well as an Affluent demographic, defined as having a minimum annual household income of \$100,000, and parents of children under 18.

Interviewing was conducted by **Ebiquity**, formerly Echo Research, between June 14 and 19, 2013.

The results have an overall margin of error of +/- 2.9 percentage points at the 95 percent level of confidence, and...

- +/- 2.9 among Parents with children under 18
- +/- 3.1 among Parents with children 6 to 17
- +/- 4.1 among Parents with children 13-17
- +/- 5.8 among Expecting parents or parents with children 0-2



Parents Spending on Summer Activities

American Express Spending & Saving Tracker

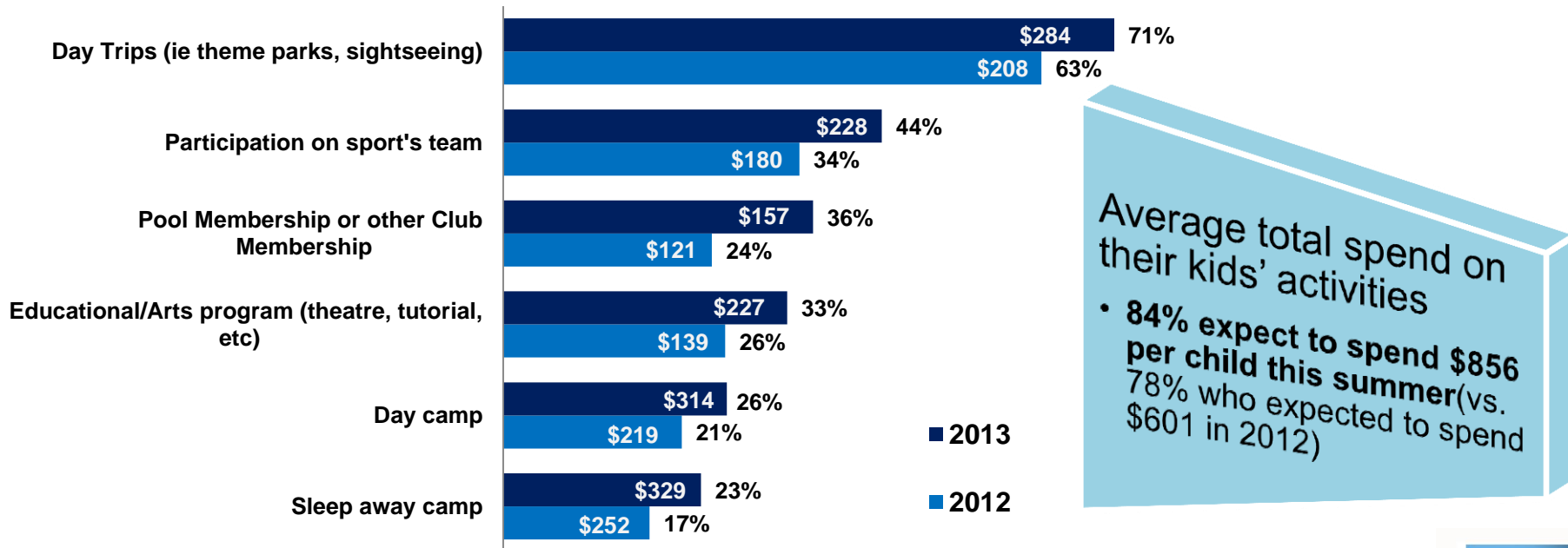
ebiquity

Data-driven insights

All Summer Activities for Kids are on the Rise

More than eight in ten (84%) parents expect to spend an average of \$856 per child on summer activities this summer. Most parents are taking their kids on day trips (71% - up from 63% in 2012). But activities aren't limited to day trips – more parents are also planning for these activities in 2013 than in 2012—sport's team, pool membership, education or arts program and camp.

Summer Activities and Average Spend Per Child





Summer Jobs and Chores

American Express Spending & Saving Tracker

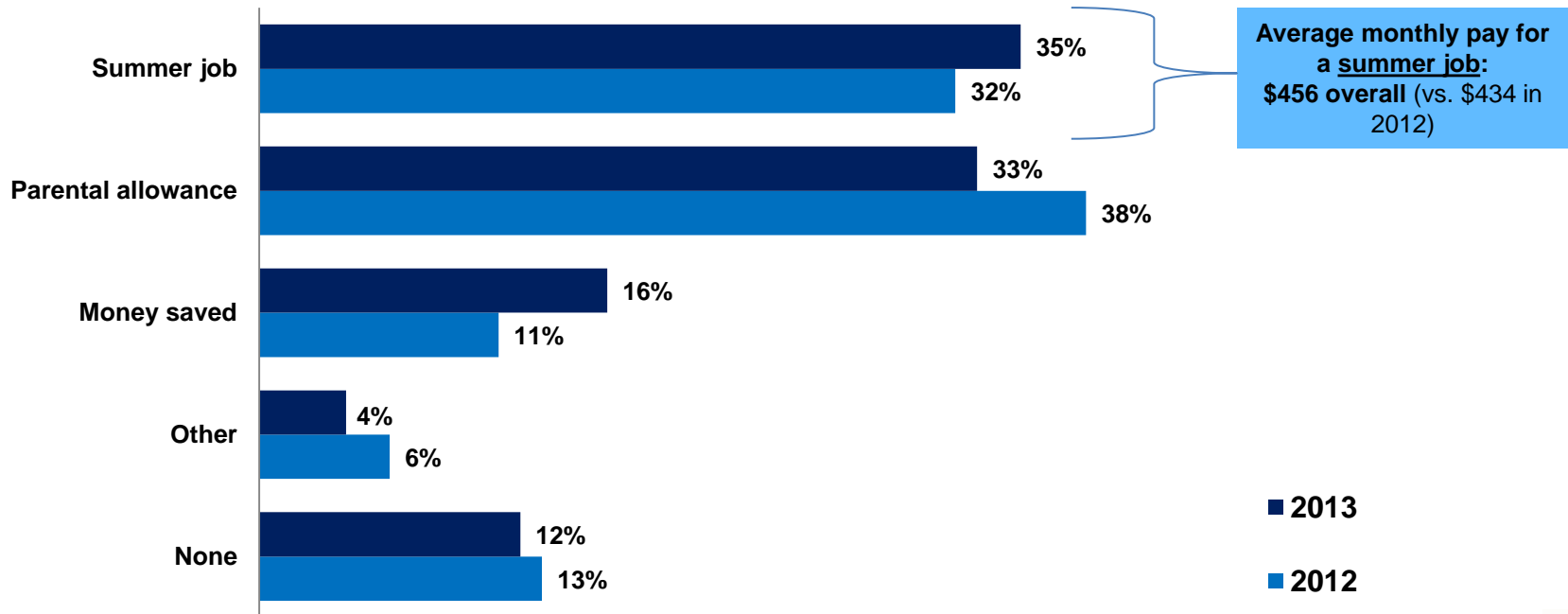
ebiquity

Data-driven insights

Primary Resource for Teens Making Money this Summer is to Enter the Workforce

More than one-third (35%) of parents, up from 32% in 2012, say their teens primary resource of spending money will come from a summer job.

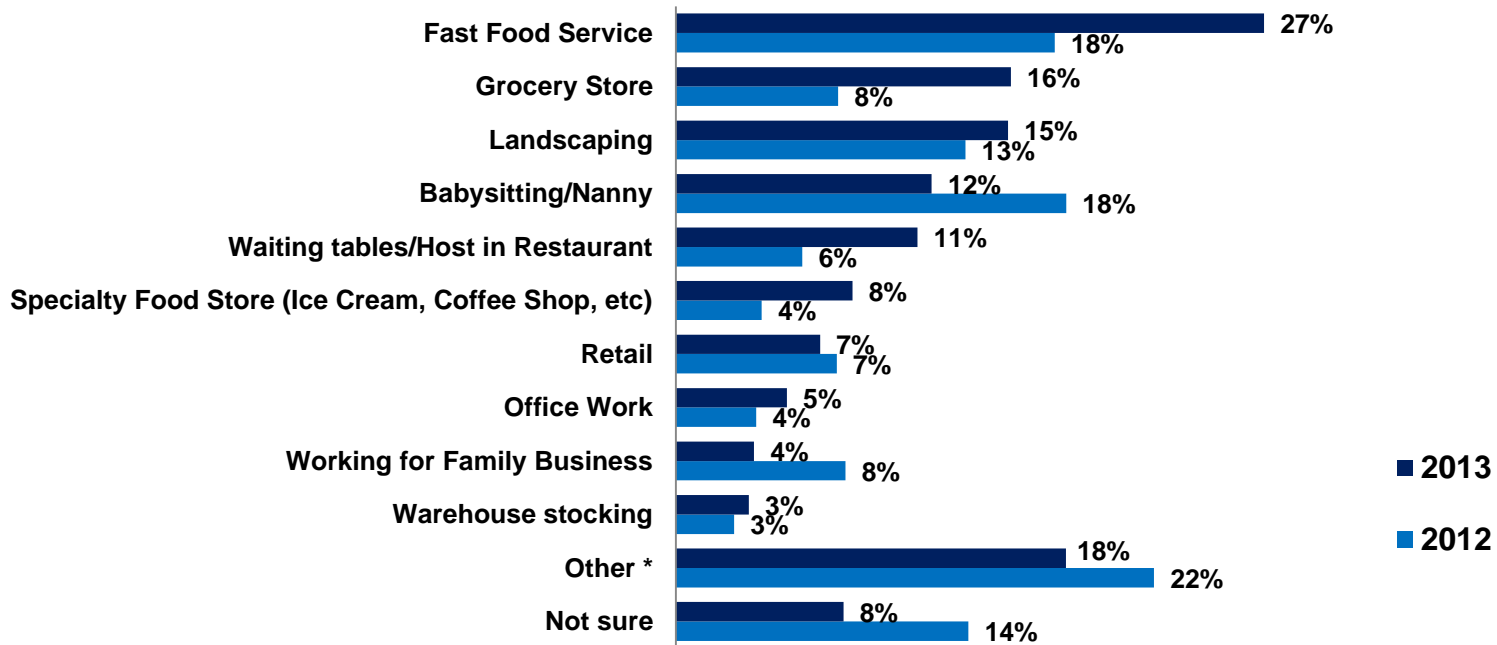
Primary Resource for Teenager's Making Money this Summer



More Parents Expect their Teens to Turn to Fast Food Service for Employment this Summer

More than one-fourth (27%) of parents expect their teenager to be employed in a fast food service type job – up from 18% in 2012, according parents who say their teenagers primary income will come from a summer job.

Jobs Parents say their Teenager will Employ this Summer



* Other (i.e. camp counselor, lifeguard, house cleaning, etc.)

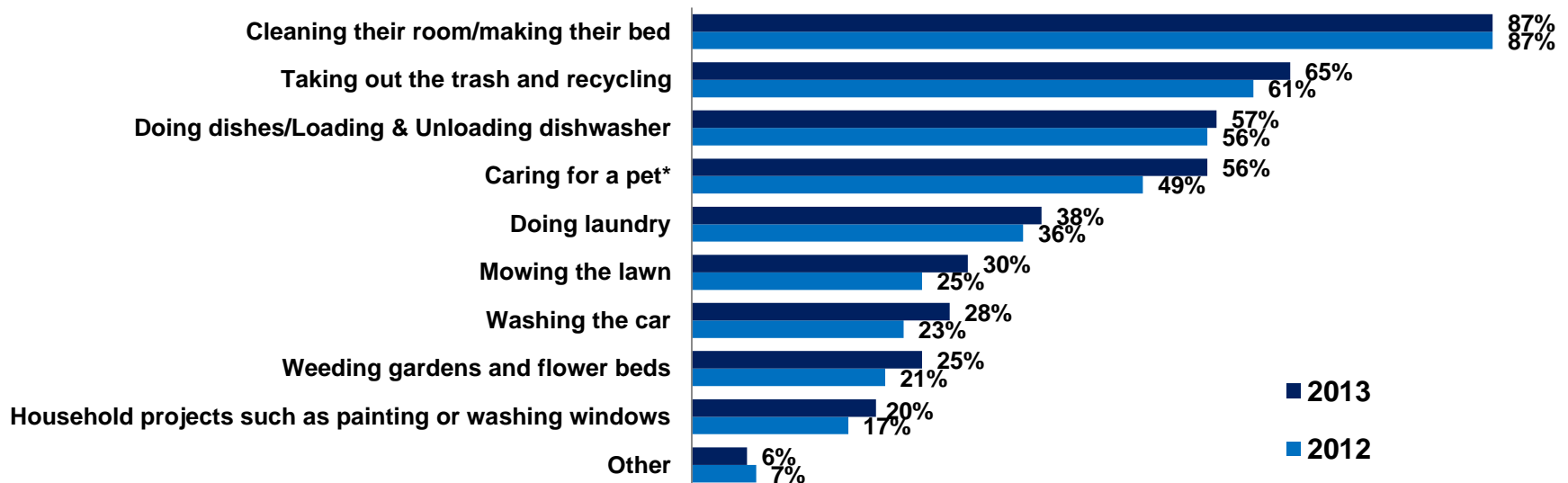
Q.R20 What is or will be your teenager's summer job? BASE: Total whose child's summer job is their primary resource for making money

Virtually All Children will be Responsible for Chores this Summer

Ninety-six percent of parents say their children, age 6-17, will be responsible for chores this summer –cleaning their room (87%), taking out the trash (65%), doing the dishes (57%), and pet care (56% - up from 49% in 2012) will top the list of chores.

96% of parents say their children 6 to 17 are responsible for summer chores.
Average weekly allowance is \$32 per week (overall) – vs. \$19 in 2012

Chores Children are Responsible for this Summer



* (walking, feeding, grooming, cleaning up after)

Q.R10 What types of chores will your child/children between *(AGES)* be responsible for this summer?

BASE: Total with child/children 6 to 17 in household responsible for chores

Q.R11 How much do you pay your child/children between *(AGES)* in allowance per week, among those who give allowance?



Key to Raising a Successful Child

American Express Spending & Saving Tracker

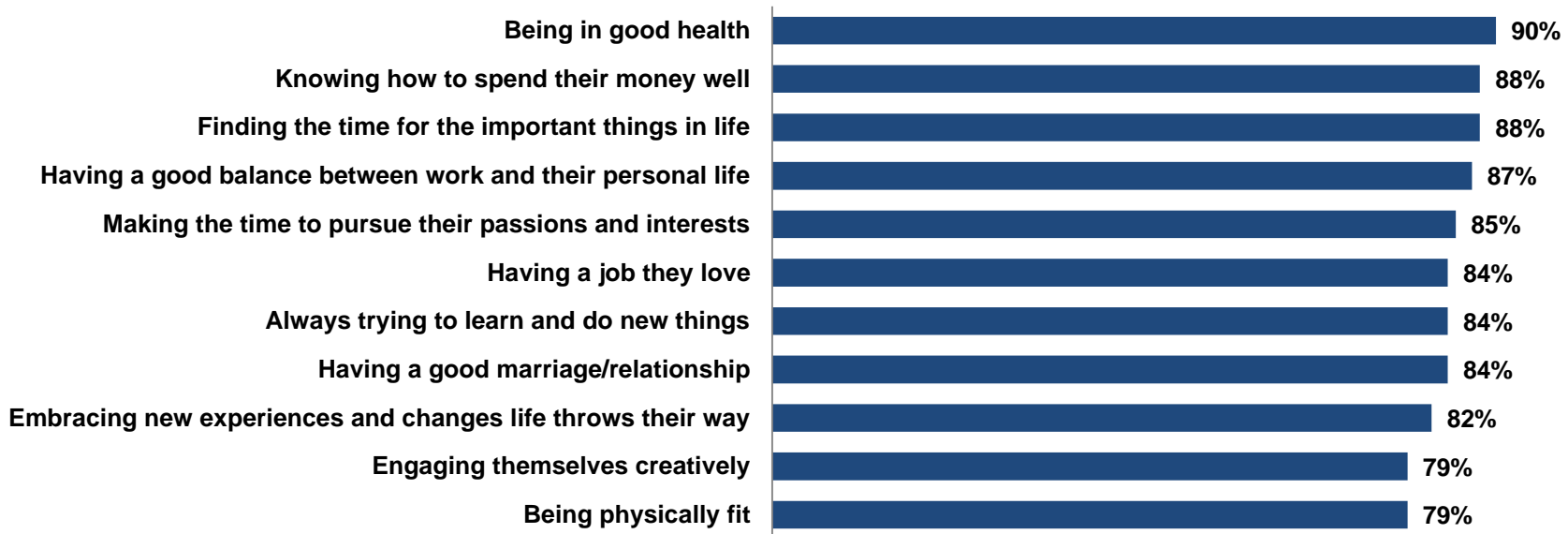
ebiquity

Data-driven insights

The Majority of Parents Rank “Knowing How to Spend their Money Well” as the Second Most Important Factor to their Child’s Success

In ranking various statements on importance for contributing to their child having a successful life - nearly nine-in-ten (88%) rank “knowing how to spend their money well” second, proceeded only by “being in good health” (90%).

Planning for Child’s Success – Key Contributors



Top 11 out of 22 are listed above.

Q.N1-2 Thinking about the future success of your children, how important do you think each of the following are as contributors to your child having a successful life? *** "EXTREMELY/VERY IMPORTANT" SUMMARY *** BASE: Total have children under 18



Baby Spending

American Express Spending & Saving Tracker

ebiquity

Data-driven insights

Those Expecting a Child Anticipate a Higher Increase in Monthly Expenses than Current Mom's and Dad's Experienced their First 2 Years, on Average

Expecting a 43% increase, on average

- 97% expecting a monthly increase in household expenses the first 2 years – according to those expecting a child

Actual increase of 39%, on average

- 98% report an actual increase in monthly household expenses the first 2 years – according to parents with a child 0-2

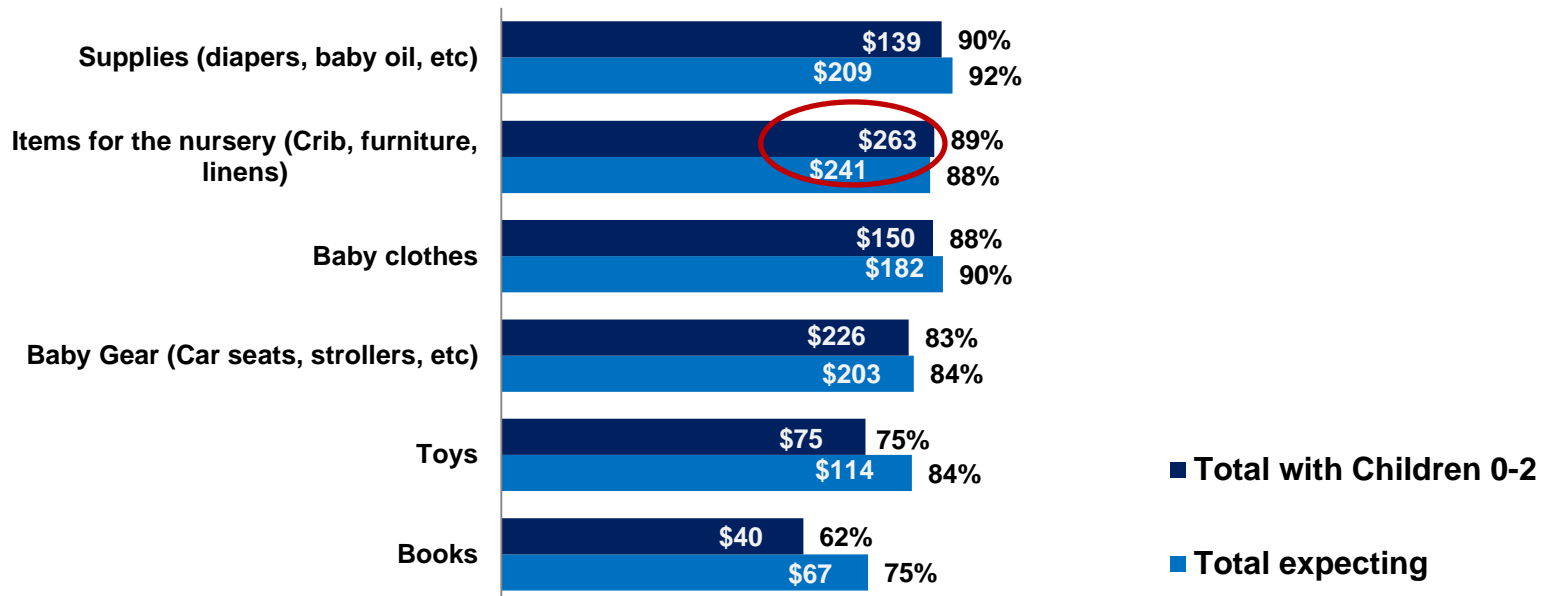
B8 How much has or do you anticipate your monthly household expenses to increase within the first two years?
Base: Total with children 0-2 vs. Total expecting

Parents and those Expecting will Spend Most on Items for the Nursery, On Average

About nine-in-ten parents of children 0-2 have spent an average of \$139 on supplies and \$263 on nursery items when their child was born.

More than nine-in-ten (92%) expecting parents anticipate spending \$209 on supplies and 88% to spend \$241 on nursery items, on average.

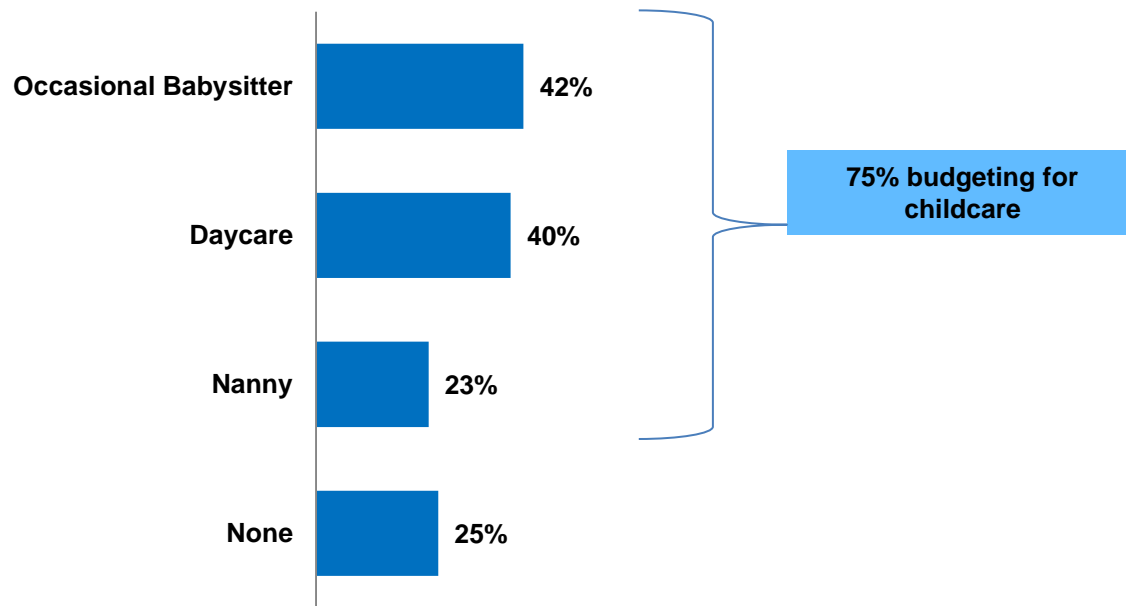
Items Purchased vs. Expected to Purchase



Most Parents Budget for Childcare

Three-in-four (75%) expecting parents and parents of children 0-2 are budgeting for some level of childcare. Two-in-five will opt for the occasional babysitter (42%) or day care (40%), while nearly a quarter indicate a budget for a nanny (23%).

Parents Budgeting for Childcare



American's with Baby Shower Plans in 2013 Prefer to Give Baby Clothes

Three-in-ten (30%) consumers will or have attended a baby shower in 2013, and baby clothes are what they prefer to give. Baby gear, baby clothes and supplies are favorites to receive among those expecting and parents of children 0-2.



Favorite Baby Items
Among those Expecting or have a Child 0-2



6% said no favorite

Q.B1 Have you attended and/or will you be attending a baby shower this year? BASE: Total respondents
 Q.B2 How much do you typically spend on a shower gift? BASE: Total have or will be attending a baby shower this year
 Q.B3 What is your preferred gift for a baby shower? BASE: Total have or will be attending a baby shower this year
 Q.B5a Thinking about the baby items your child received - which of the following was your favorite baby item received? Base: Total with children 0-2 or expecting

More American's Say the Royal Couple will have a Girl

American's make their guess on the gender of the baby to be born to the Royal Couple – 49% say a girl and 37% a boy.

Guesses on the Gender of The Royal Baby

