

Disconnect Between Parents' Attitudes about Savings and Savings Behavior

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Abstract

This study explored the extent to which low-to moderate income parents of elementary school age children were saving for their future, and if they were also helping their children to save. The data are from a convenience sampling of 1,764 low income households with a child attending a public elementary school across the State of Hawaii. An overwhelming number of respondents (98 percent) agreed that saving is very important for the future. Yet only 56 per cent were saving money regularly, and even a fewer percent of parents (42 percent) had started a savings account for their children. Significant differences were found between the banked and unbanked groups on savings attitudes, annual household income, number of children in the household, age of child, amount saved in an account every month, savings attitude, and actual savings behavior.

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