



FOUNDATION

Press Release

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Most Parents Would Move Children to Schools Offering Financial Education Curriculum, SIFMA Foundation Survey Finds

Nine in 10 parents agree it is critical that their children learn to invest

New York, October 30, 2024 – Seventy-four percent of parents of K-12 students would likely enroll their children in a different school if it offered financial education courses, all else being equal, according to new survey findings released today by the SIFMA Foundation, a leading non-profit focused on financial education and preparing underserved youth for wealth-building opportunities. The survey, titled “Building Financial Futures: Parents’ Perspectives on Youth Financial Education”, was conducted in partnership with Wakefield Research and polled 1,000 parents of K-12 students across the U.S. for their views on the importance of finance and capital markets education in schools.

While nearly all parents surveyed (92 percent) agree it’s critical that their children learn to invest to prepare for their financial future, 78 percent are not completely confident in their ability to teach their children about investing basics at home. Instead, they’re looking to the school system for support, with 91 percent seeing a class or program in school about investing as more valuable to their children’s future success than many of the required K-12 classes.

“Financial competence is an essential skill that lays the foundation for a secure and prosperous future,” said Melanie Mortimer, President of the SIFMA Foundation. “We have seen first-hand that teaching young people about money management, investing, and economic principles can open windows of opportunity for them. Teachers, too, take a more active role in their own personal financial lives when they incorporate financial and investing education into their classrooms.”

Additional highlights from the survey include:

- **Few parents are experienced enough to teach their children about investing.** Only 30 percent of parents actively invest and regularly review and monitor their investment strategy.

Almost as many (29 percent) say they do not have enough money or know-how to build their own wealth, suggesting few have personal experience to draw on in teaching their children about finance and investing concepts.

- **Financial education promotes economic equality.** Eighty-eight percent of parents agree financial education in schools is critical to eliminating economic inequalities, suggesting the importance of learning to invest goes beyond simply ensuring their own children are financially prepared for the future.
- **School districts mostly earn a passing grade on financial education, with room for improvement.** Only one-in-five parents (20 percent) give their children’s school district an ‘A’ grade for how well their current tools and curricula prepare students with the financial skills to be successful. The majority (62 percent) give a ‘B’ or ‘C’ grade while 19 percent give a ‘D’ or ‘F’ grade.
- **Learning about finance earlier is better.** More than three-quarters (76 percent) believe children should start learning about finances in school before they reach high school, including more than half (52 percent) who feel this education should begin by 6th grade.
- **Recent market turbulence prompting interest in youth financial education.** Nearly nine-in-10 parents (87 percent) agree that recent shifts in the stock market have made it more important now than ever that their children learn how to invest well.

SIFMA Foundation’s survey comes at a time when momentum is building across the country to make personal finance courses a graduation requirement, with California becoming the 26th and latest state to mandate passing a personal finance course to receive a high school diploma.

Mortimer added: “The interest in and enthusiasm for bringing finance into the classroom is greater than ever, but it’s imperative that we ensure these topics go beyond budgeting and savings topics, and teach students how to access markets and invest. Investing knowledge is foundational to leveling the wealth-building playing field and we at SIFMA Foundation are honored to bring our programming to hundreds of thousands of young people every year.”

To read the full set of findings from the survey, click [here](#).

About the research

The SIFMA Foundation Survey was conducted by [Wakefield Research](#) among 1,000 nationally representative U.S. parents of kids in grades K-12, between September 23rd and September 30th, 2024, using an email invitation and an online survey. Data has been weighted. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About the SIFMA Foundation

The SIFMA Foundation is committed to closing the opportunity gap by fostering greater knowledge of the financial markets for young people of all backgrounds. Drawing on the support and expertise of educators and the financial industry, the Foundation provides financial education to strengthen economic opportunity across communities and increase awareness of the benefits of the global marketplace. Since 1977, the Foundation's flagship program, The Stock Market Game™, has guided more than 23 million students on their path to financial independence by attaining stronger life skills, improving academic achievement, and boosting their social-emotional learning. For more information on the SIFMA Foundation, visit www.sifma.org/foundation.

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