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"Moms on the Future"

2016 Research Study

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Moms on the Future

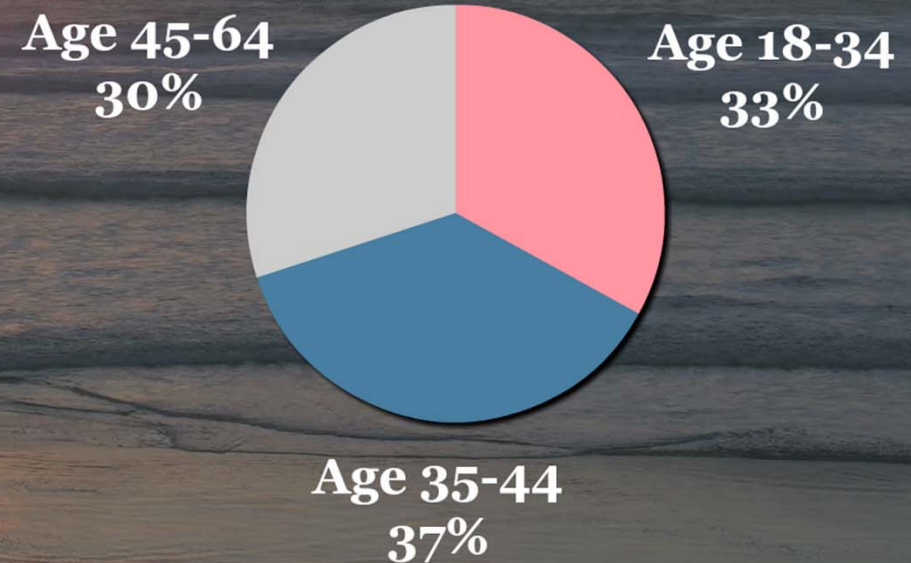
- 520 online interviews
- Women ages 18-64
- All women reported being the parent or guardian of any children age 21 and younger
- Age and race weighted to national population statistics



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Moms on the Future Sample Demographics:



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Moms on the Future Sample Demographics:

% of moms with children in...

Pre-school
(Ages 4 and under) **33%**

Grade School
(Ages 5 - 11) **50%**

Junior High/High School
(Ages 12 - 17) **49%**

Young Adult
(Ages 18 - 21) **17%**



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Moms on the Future Sample Demographics:

Employed full-time
or part-time 62%

Married 80%

Have a college
degree 58%



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“She raised us with humor, and she raised us to understand that not everything was going to be great—but how to laugh through it.”

—Liza Minnelli
(on mom Judy Garland)

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Hopes & Fears for the Future



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"What do you..."

hope / fear

"...most for your children's future?"



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Happiness

Education Success Fulfill their dreams

Independence Love Peace

Health

Good life Family Relationship with God Safety Good job Become a good person Better life

Financial stability

"What do you **hope** for most for your children's future?"



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A word cloud of fears for children's future, set against a background of a sunset over a body of water with power lines. The words are in various sizes and shades of red and orange. The largest words are 'Financial insecurity' and 'Unhappiness'. Other prominent words include 'Terrorism', 'Violence', 'Unsafe world', 'No good job', 'Disease', 'Bad people', 'Death', 'Hate', 'Failure', 'Lack of education', 'Economic collapse', 'Bad government', 'Not successful', 'Debt', 'Poverty', 'Crime', 'Loss of faith', and 'Become bad person'.

Death
Bad people
Terrorism
Violence
Become bad person
Financial insecurity
Unsafe world
Unhappiness
Debt
Poverty
Crime
Loss of faith
Hate
Failure
Lack of education
Economic collapse
Bad government
Disease
No good job
Not successful

"What do you **fear** most for your children's future?"



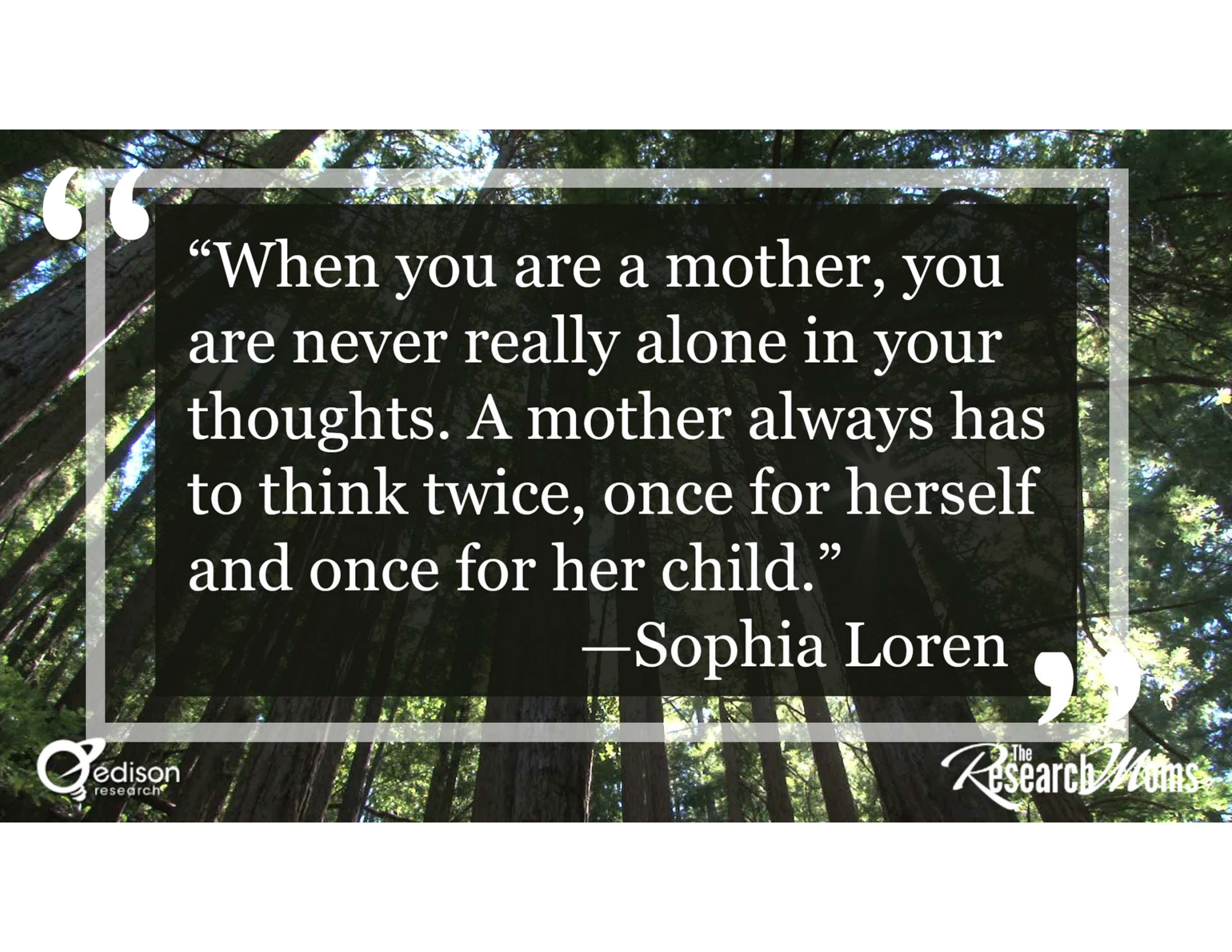
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Preparing For Her Own Future



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“When you are a mother, you are never really alone in your thoughts. A mother always has to think twice, once for herself and once for her child.”

—Sophia Loren

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% of moms who have a...

Last will and
testament

37%

Guardianship plan

51%

Life insurance policy
on herself or another
primary caregiver

70%

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% of moms on pace to retire as they hope



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"How much do
you fear not
having enough
money saved
for retirement?"

Moms:

41%

"a lot"

45%

"a little"

13%

"not at all"



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"How much do
you fear not
having someone
to care for you
when you're
older?"

Moms:

22%
fear "a lot"



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Investing in Her Children's Future



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“My mother is my root, my foundation. She planted the seed that I base my life on, and that is the belief that the ability to achieve starts in your mind.”

—Michael Jordan

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83%

of moms say it is important
that their children pursue a
college education

75%

Among moms without a
college education

90%

Among moms with a college education



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% of moms who have money
saved specifically for their
children's college education

57%

39%

Among moms without a
college education

69%

Among moms with a college education



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"How much do you fear not having enough money to afford college for your children?"



Moms:

82%

fear at a least "a little"

38%

fear "a lot"

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"Parents should be responsible for paying the majority of their children's college education"



Moms:

39%
agree

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A Better Life?



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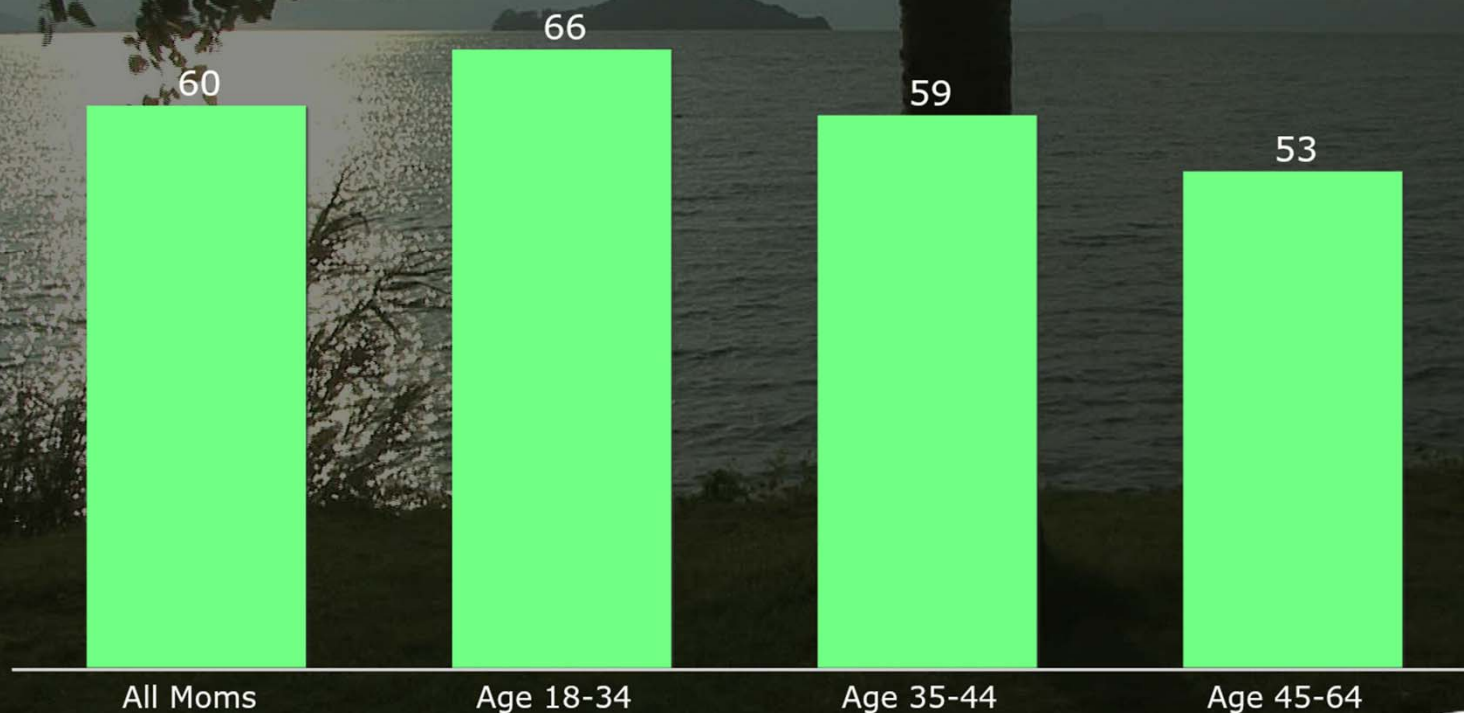
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“[My mother] had handed down respect for the possibilities—and the will to grasp them.”

—Alice Walker

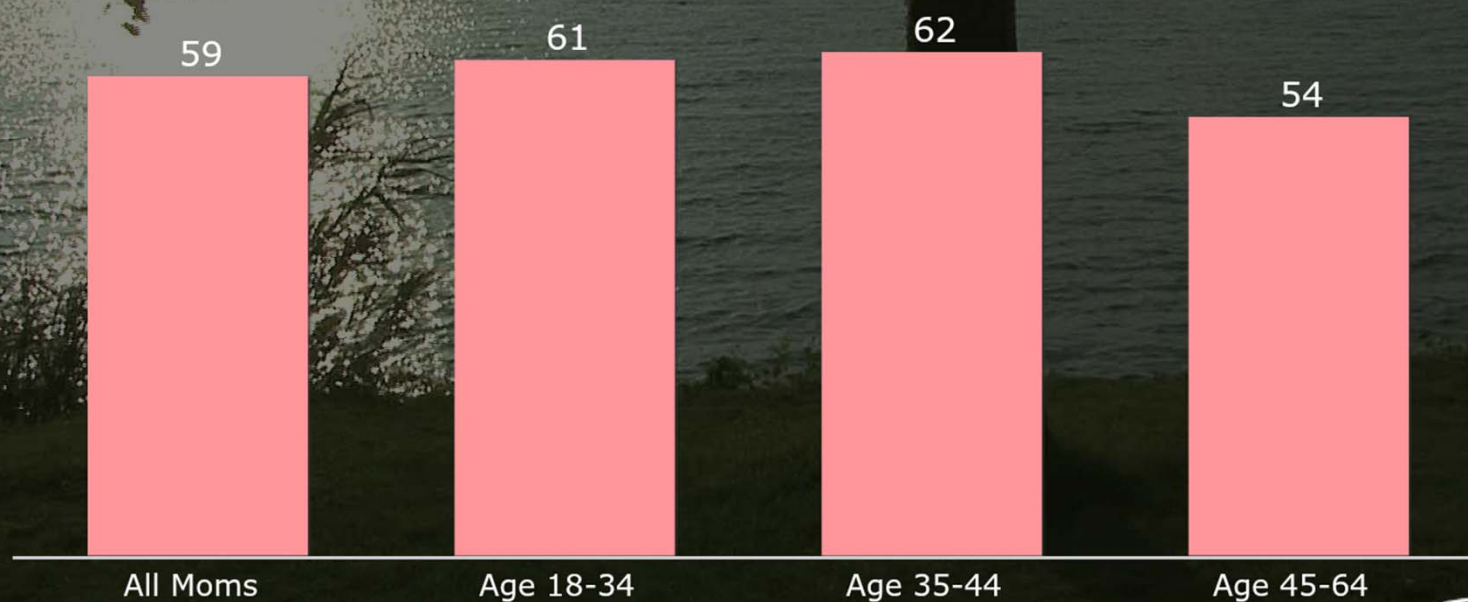
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% of moms saying their children's adult lives will be better than their own lives as adults



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% of moms saying their children's lives are better than their own lives as children



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"How much do
you fear your
children not
being able to
find a good job
in the future?"



Moms:

39%

"a lot"

45%

"a little"

16%

"not at all"

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Outlook on the Future



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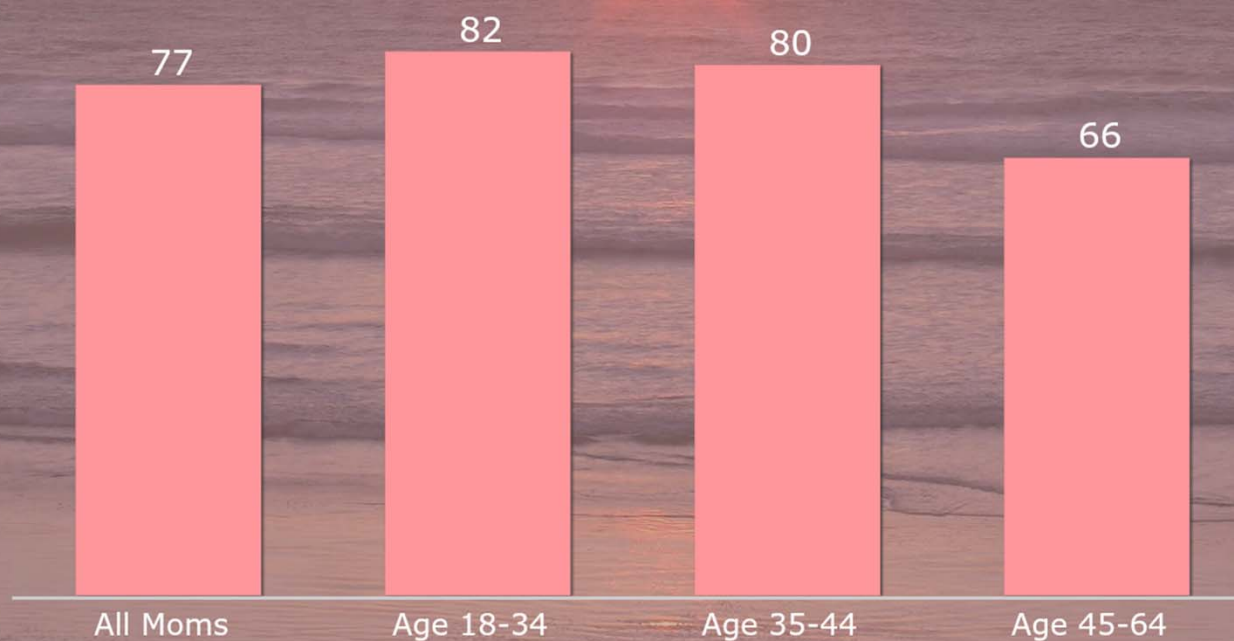
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“[Motherhood is] the biggest gamble in the world. It is the glorious life force. It’s huge and scary—it’s an act of infinite optimism.”

—Gilda Radner

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% of moms with a positive outlook about the future world their children will live in



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"Do you feel your children have a fair opportunity to achieve the life they hope for?"



Moms:

84%
said "yes"

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Moms:

94%
said "yes"



"Do you feel your children will have the education, skills, and experience necessary to succeed in life?"

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**Moms believe the future holds
promise and opportunity for children**

**Despite a positive outlook, moms have concern
about children getting good jobs**

**Strong supporters of a college education, moms
are realistic about the economic implications**

**Moms' biggest fears for their children
relate to financial insecurity**

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Find this study and more at:

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