



Back to School Attitudes & Behaviors

September 2021

METHODOLOGY



METHODOLOGY:

- Five-minute online survey
- Quarterly tracking
- Sample via EWS Online Research Panel



POPULATION:

- 450 interviews per quarter
- Mobile Majority ages 18-72, determined by U.S. Census data



QUALIFYING CRITERIA

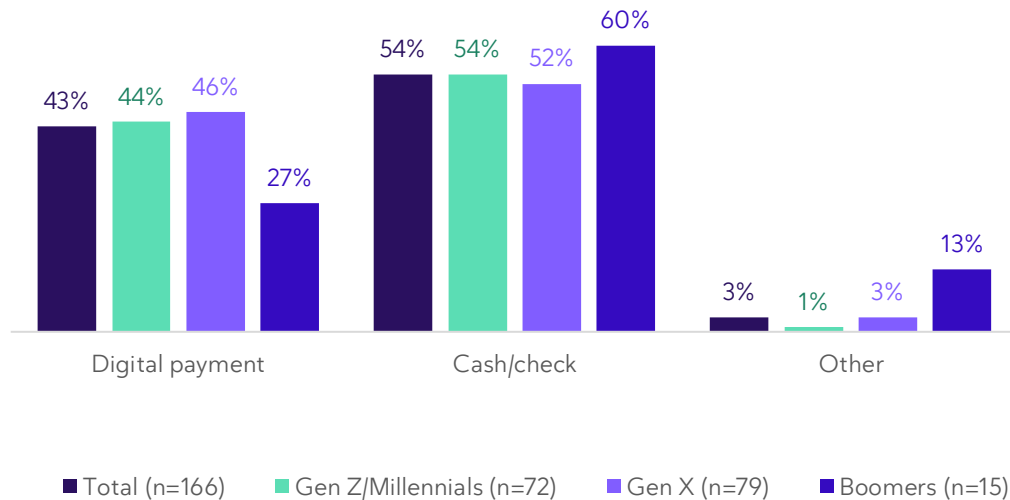
- Ages 18 – 72 | HS diploma or higher | Mix of race, gender, age, employment | Standard criteria excludes unemployed – for this study, temporarily unemployed due to crisis are included
- Not employed in a sensitive industry
- Must own a smartphone and have a checking or savings account
- Respondents were asked to enter the number of children under the age of 18 that currently live in their household

DIGITAL PAYMENTS ARE A POPULAR METHOD OF PAYMENT AMONG PARENTS

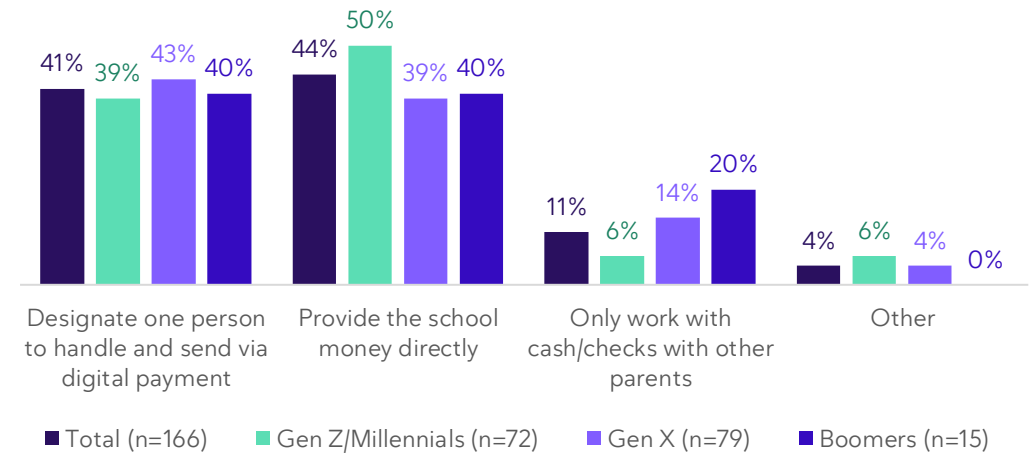
Roughly 2 out of 5 parents prefer to use digital payments to pay for school functions

- 41% of parents prefer to designate one person to handle payments and to be reimbursed via digital payments when dealing with shared expenses at school.

How do you usually pay contributions for school functions and fundraisers?



How do you usually deal with shared expenses among parents at your school?

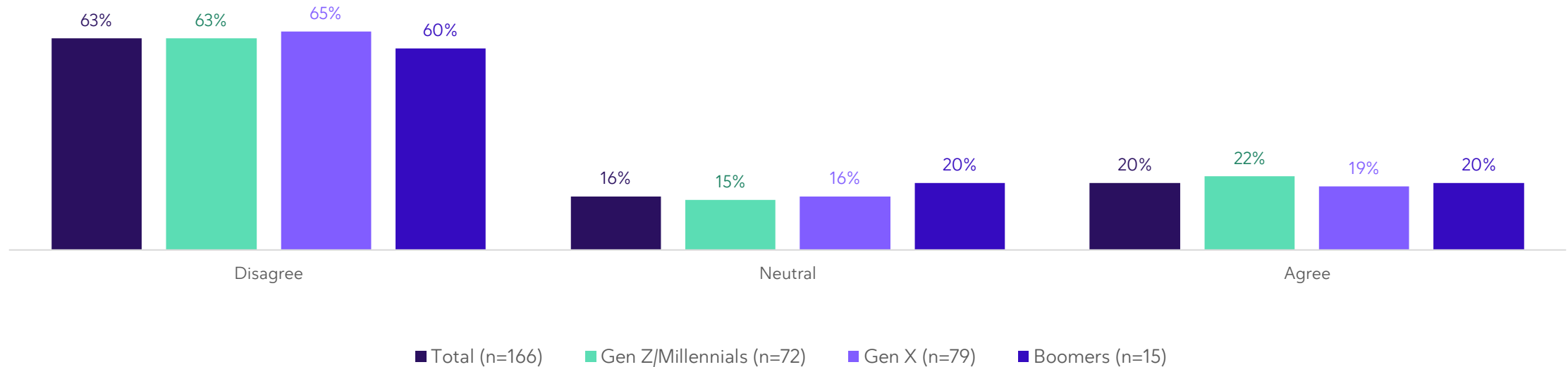


Source Q8. How do you usually pay contributions for school functions and fundraisers? | Q11. How do you usually deal with shared expenses among parents at your school?

PARENTS DO NOT BELIEVE THAT SCHOOLS ARE DOING ENOUGH TO EDUCATE STUDENTS ON FINANCIAL LITERACY

Only 1 in 5 parents agree that schools are doing enough to educate students on practical financial literacy topics

Please rate your level of agreement with the following statement: I believe that schools are doing enough to educate students on practical financial literacy topics like budgeting, modern banking, doing taxes, credit cards, etc.



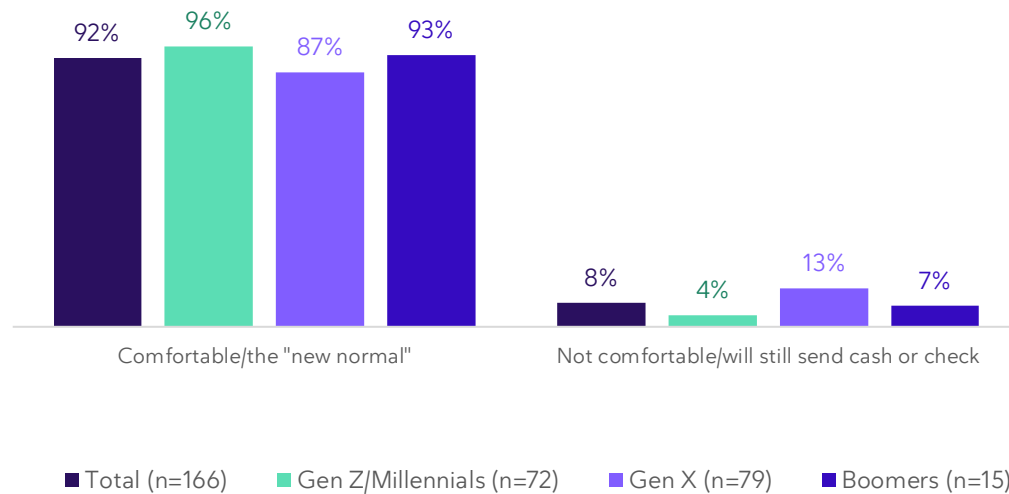
Source Q9. Please rate your level of agreement with the following statement; I believe that schools are doing enough to educate students on practical financial literacy topics like budgeting, modern banking, doing taxes, credit cards, etc.

DIGITAL PAYMENTS ARE THE "NEW NORMAL"

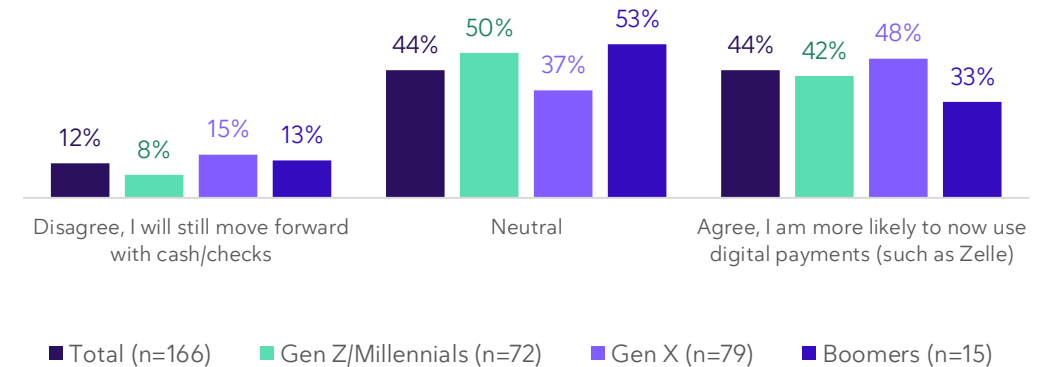
92% of parents are comfortable with using digital payments to pay for school fees

- 44% of parents report that they are more likely to use digital payments to share school costs.

How comfortable are you with paying school fees using digital payments?



"The pandemic has changed how I will share costs among parents at school"



Source Q10. How comfortable are you with paying school fees/tuition/extra-curricular activities/sports using digital payments? | Q12. Please indicate whether you agree or disagree with the following statement: The pandemic has changed how I will share costs among parents at school.

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