



DOLLARS & SENSE™
BY H&R BLOCK

Financial Fitness: By the Numbers



50% of high school seniors received an “F” when tested on general financial knowledge

- Jumpstart Coalition

94% of teens say they are likely to go to their parents for financial insight

- National Endowment for Financial Education

Nearly **80%** of parents feel it's very important to discuss personal finance topics with their teenagers

- The University of Kansas, Center for Economic Education and Center for Survey Research



Yet **26%** of parents feel well prepared to teach their kids about basic personal finances

- Networks Financial Institute at Indiana State University



80% of teens have their own cell phone

10% of them know what it's like to pay their own cell phone bill

- National Endowment for Financial Education

In a survey of mothers, women admitted it is nearly **twice** as difficult to talk to their children about finances as it is the birds and the bees

- iVillage National Survey

