



Sports Parents Survey

April 2019



Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of TD Ameritrade from February 28 - March 14, 2019, among 1,001 U.S. adults ages 30-60. Sports parents also had:

- 1 or more children of all ages who play/or played “club or elite competitive youth sports,” defined as “paying for highly competitive or elite club teams run by a non-school organization”
- More than \$25,000 in investable assets

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About The Harris Poll

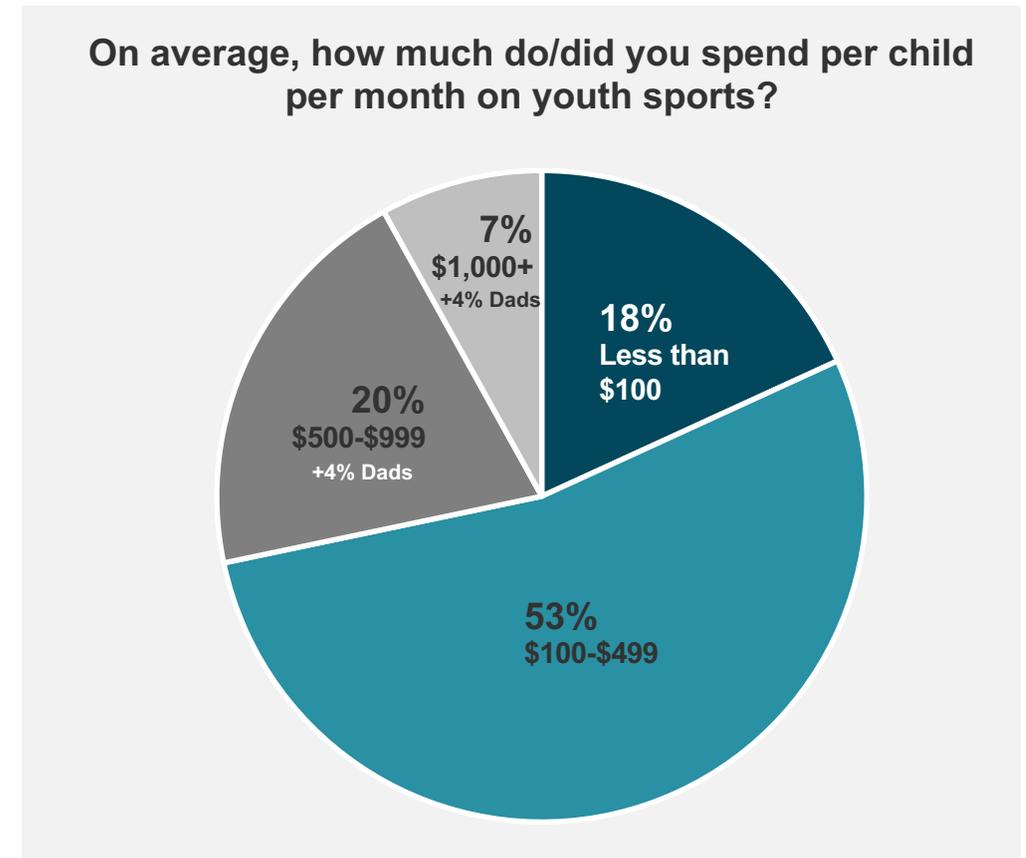
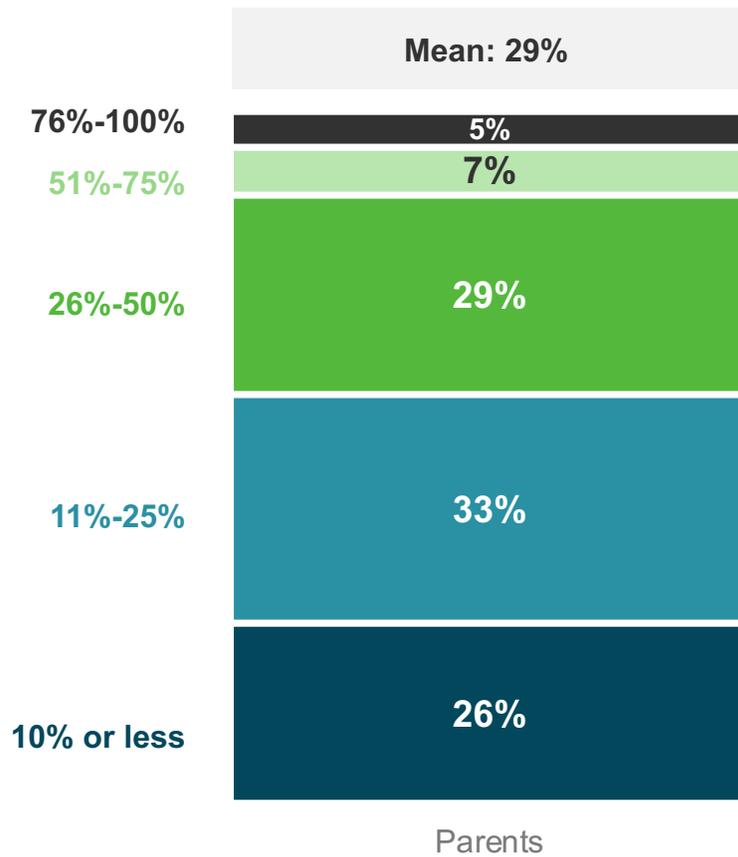
The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

TD Ameritrade is separate from and not affiliated with the Harris Poll, and is not responsible for their services or policies.

On average, parents say a third of their income goes towards covering their children's expenses, including sports

27 percent spend \$500 or more per month on youth sports – this is especially true for dads

What percent of your income goes towards covering your children's expenses, if any?



Sports Parents are burning themselves out to fund their children's activities

1 in 3 are taking fewer vacations, 1 in 5 are getting second jobs and delaying retirement

Which of the following are you willing to do or have you done in order to pay for youth sports expenses?



Cut back on entertainment (37%)



Take fewer vacations (36%)



Fundraise (21%)



Work longer / delay retirement (21%)
+4% from 2016



Cut back on money set aside for savings / retirement (19%)



Get a second job / work overtime (19%)
+7% from 2016



Incur more credit card debt (17%)



Sell personal possessions (14%)
+6% from 2016



Ask grandparents to help out (13%)



Get loan from family / bank (11%)
+5% from 2016



Sell a luxury item (11%)
+6% from 2016



Cut back on money set aside for child's education (9%)



Downsize to a smaller house (7%)
+4% from 2016

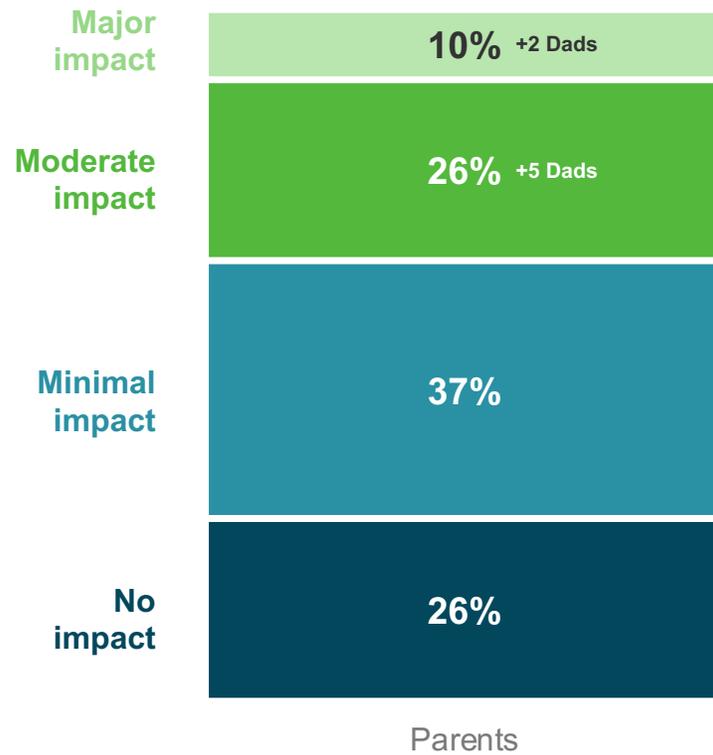


Declare bankruptcy (5%)

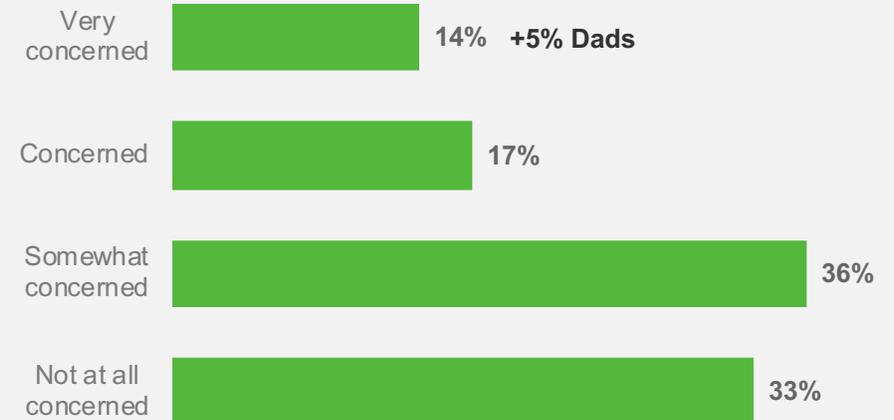
This spending is especially impacting their retirement savings

1 in 5 dads are “very concerned” about the impact of their kids’ athletics on their own ability to save

What impact has the cost of youth sports had on your ability to save and invest for your retirement?



How concerned are/were you about the cost of youth sports and its impact on your ability to save/invest for your retirement?



Sports Parents suffer a blind spot when it comes to their financial goals

Sports Parents today are less likely to save for retirement and maintain a budget than they were 3 years ago

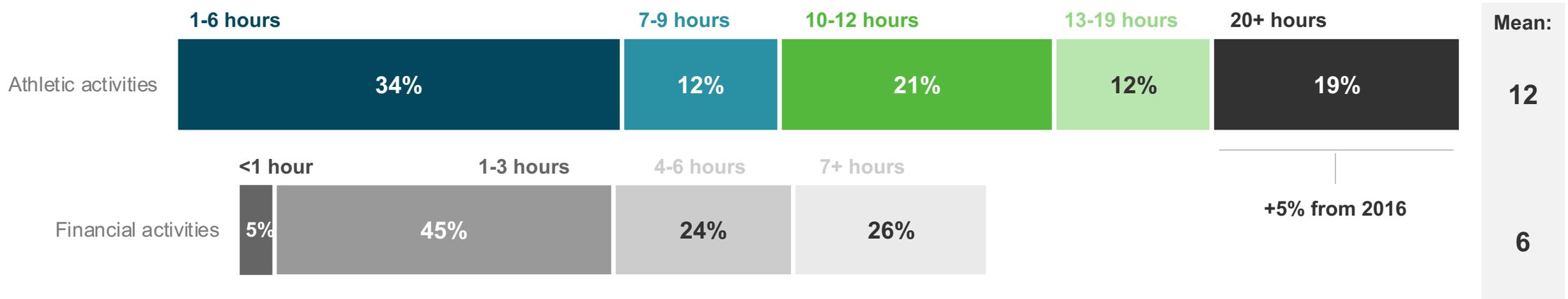
Which of the following steps have you taken to reach your financial goals?



Time is also a sacrifice, as Sports Parents spend twice as much time on their children's athletics as their own financial planning

1 in 5 Sports Parents spend 20 hours or more a week on their child's activities

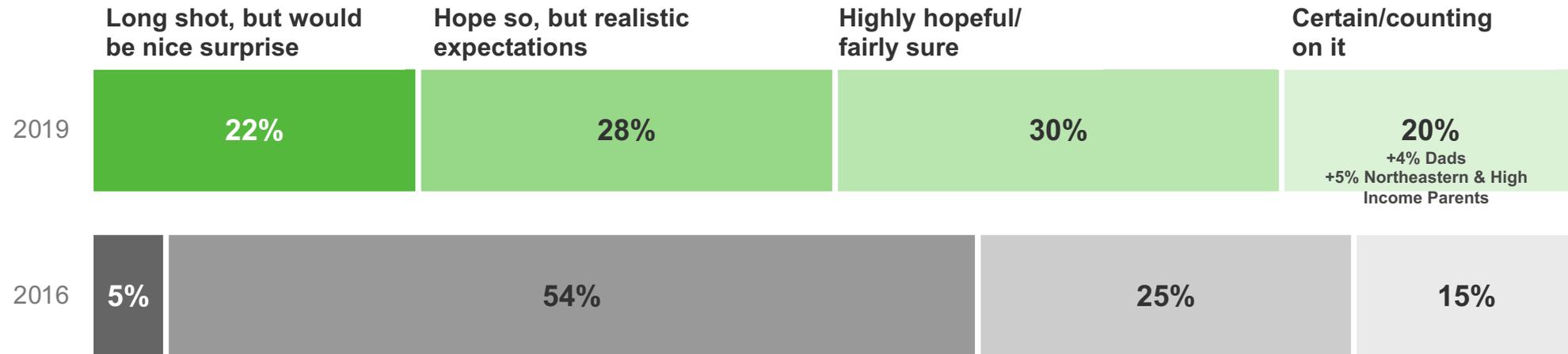
On average, how many hours per week do/did you personally devote to all of your child(ren)'s athletic activities?
How many hours, on average, do you spend each week on personal finance and/or financial planning activities?



Sports Parents are betting big on scholarships as the payoff – especially dads

Most are more confident that their children will receive a college scholarship, though the number who report having children who actually received one has dropped by half

How hopeful are you that your child will secure a college athletic scholarship?

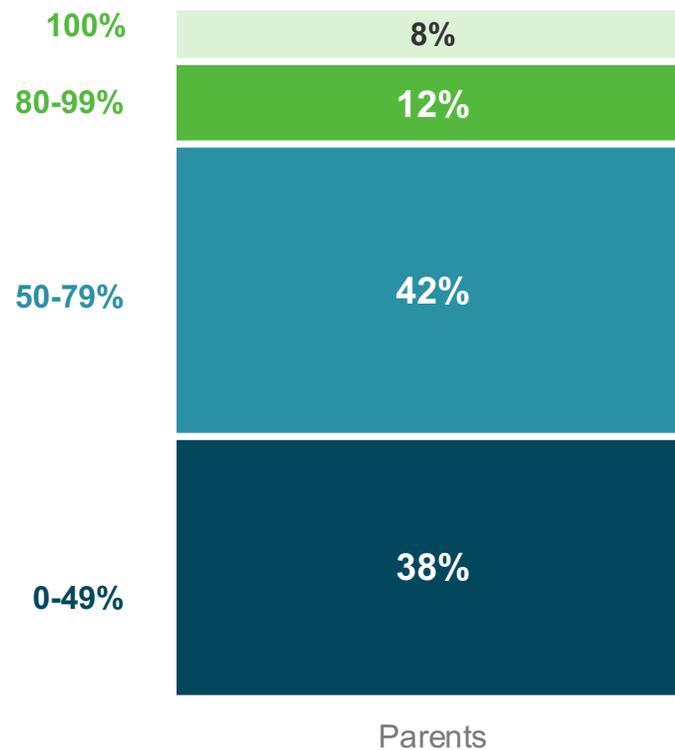


From 2016 to 2019, the number of Sports Parents' children who secured an athletic scholarship has **declined more than half (24% in 2016; 11% in 2019)**.

The majority believe college scholarships will cover more than half of tuition

1 in 10 are optimistic their child will receive a full-ride

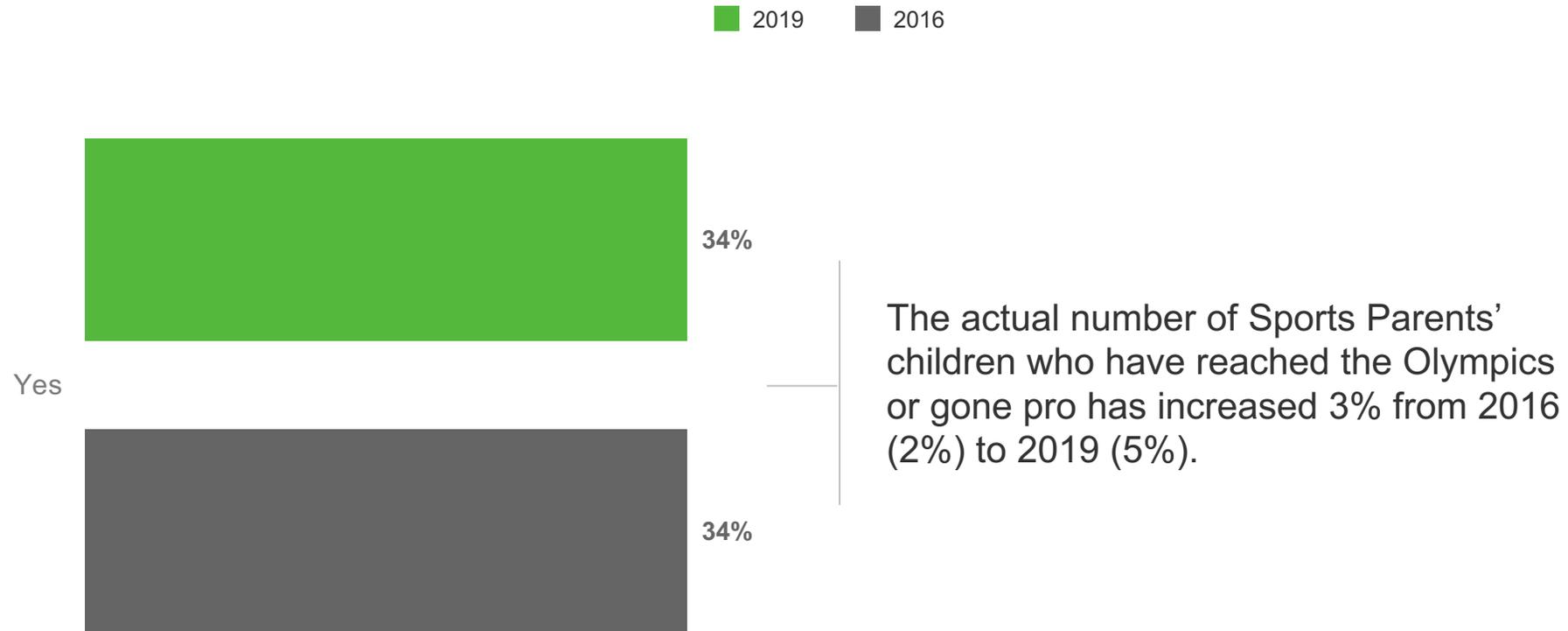
If your child does receive an athletic scholarship, what % of total annual costs would you expect this to cover?



1 in 3 Sports Parents hope their children will reach the Olympics or “Go Pro”

Despite the very low number that actually make it to that elite level

Do you have professional sports and/or Olympic dreams for any of your child(ren)?
Did your child go into professional sports or compete in the Olympics?



For athletes, the ultimate pay off comes in the form of life skills

One-third of Millennials and Gen Zs say they played club sports at some point and nearly half attribute this with their current success

Which of the following was true about your experience playing club sports?

