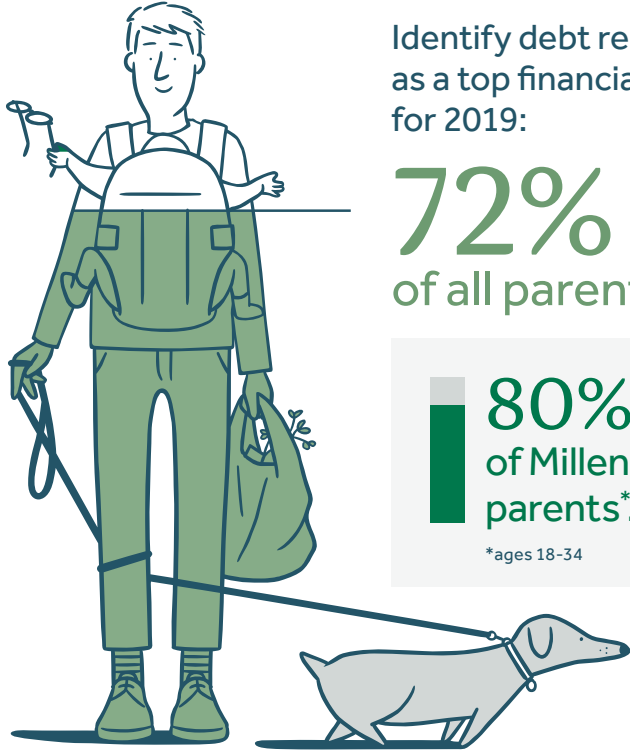


Parents say debt reduction is top financial priority for 2019.



Identify debt reduction as a top financial priority for 2019:

72%
of all parents.

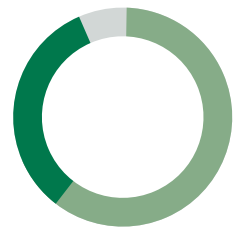
80%
of Millennial parents*.

*ages 18-34



67%
of parents
say they plan
to save more.

How they'd use hypothetical \$5 million lottery jackpot:



33% save for retirement.
58% pay off debt.

Plan to seek professional financial planning advice in 2019:

30%*



44% of younger parents



*versus 38% last year

28%
of parents

believe it is important to have a financial plan in place to care for their children in case something happens to them.



Survey Methodology: These findings are from a poll conducted between November 15–19, 2018 by Ipsos on behalf of New York Life Insurance Company. A sample of 1,102 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. In order to qualify for the survey, respondents had to have at least one child under the age of 18 living at home.

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