



## Financial Literacy – School Curriculum

- based on a market research survey among parents who have children in school in Denmark, Sweden, Norway, Finland, Estonia, Ireland and Northern Ireland



Please notice that results from this survey may only be published by stating:

*"Survey conducted for Danske Bank Group by YouGov."*

Copenhagen, May 2011

Danske Bank

YouGov®



# Agenda

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# Purpose of the survey

Danske Bank wishes to investigate school children's knowledge of personal finances. Furthermore, the surveys seek to identify the children's attitude towards learning about money and personal finances in school.

This report consists of results from the survey in the seven countries. The results in this topline report make it possible to compare the fore mentioned countries.

The following topics are covered:

- Financial status
- School curriculum

NB: Please note, that the respondents in the survey are the children's parents, and not the children themselves.

## Methodology

### **Interview period:**

The data was collected online in the period from 15 March 2011 to 6 April 2011.

### **Target group:**

Parents with children (in basic school).

### **Sample size:**

YouGov has conducted 500 interviews in the target group.



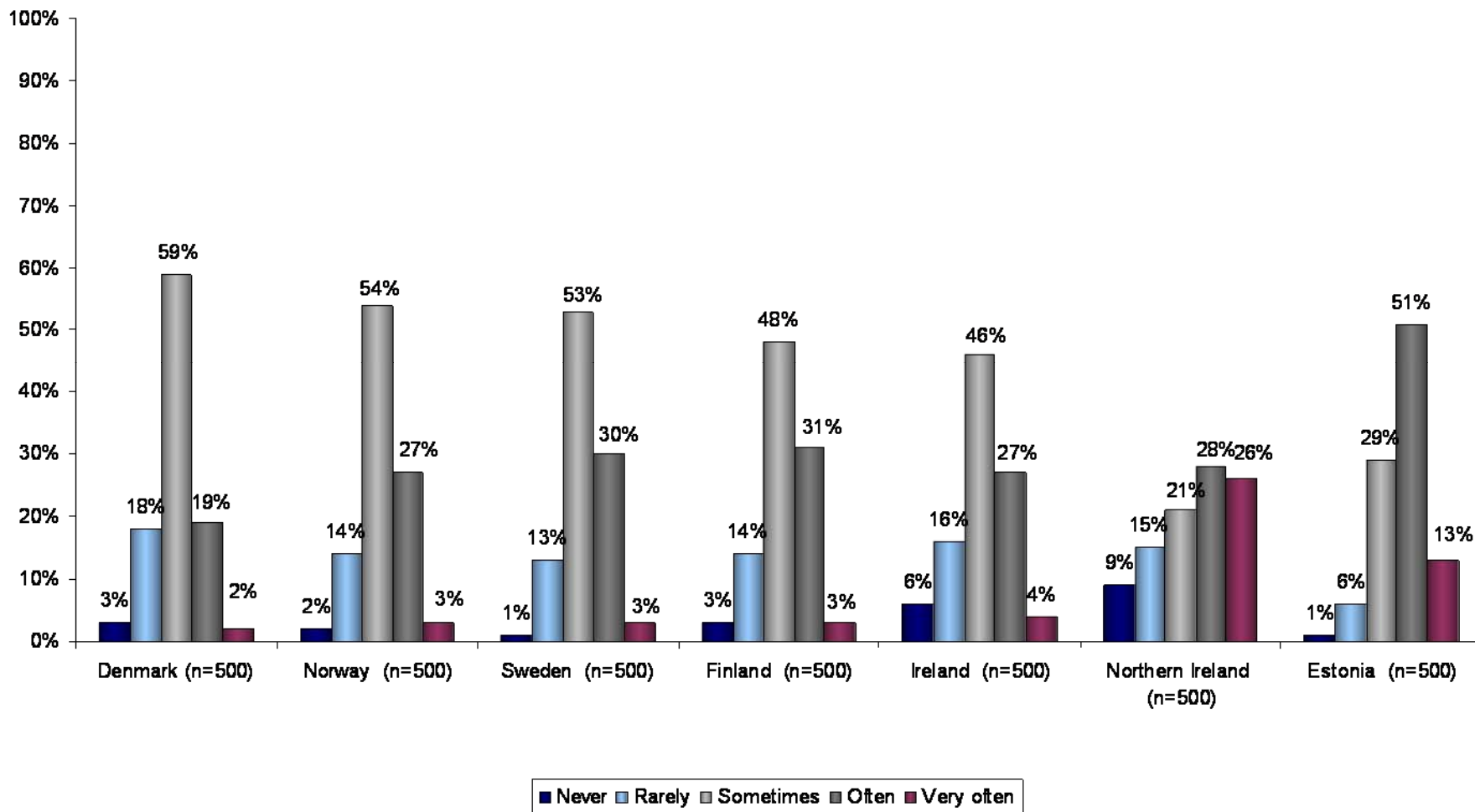
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# Results



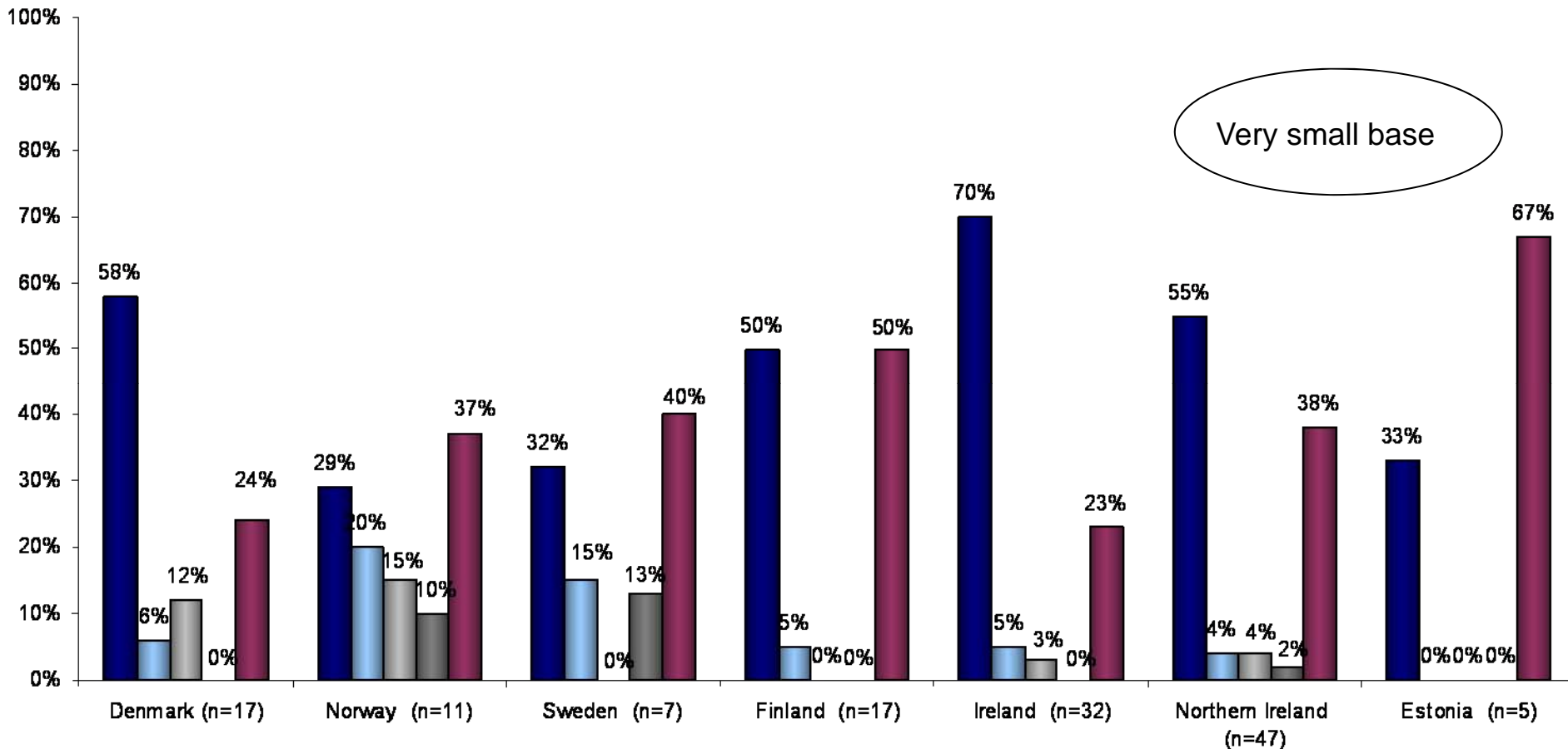
The parents in Northern Ireland talk most often with their children about money and personal finances. However, the results from Northern Ireland also indicate that the portion of parents who *never* talk to their children about finances, is proportionally higher.

How often do you talk to your child/children about money and personal finances?



## Why do you not talk to your child/children about money and personal finances?

Base: Doesn't talk about money and personal finances

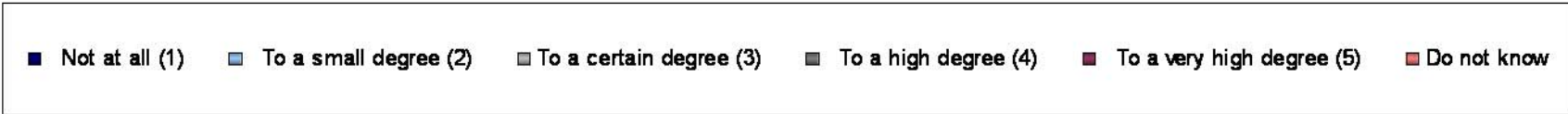
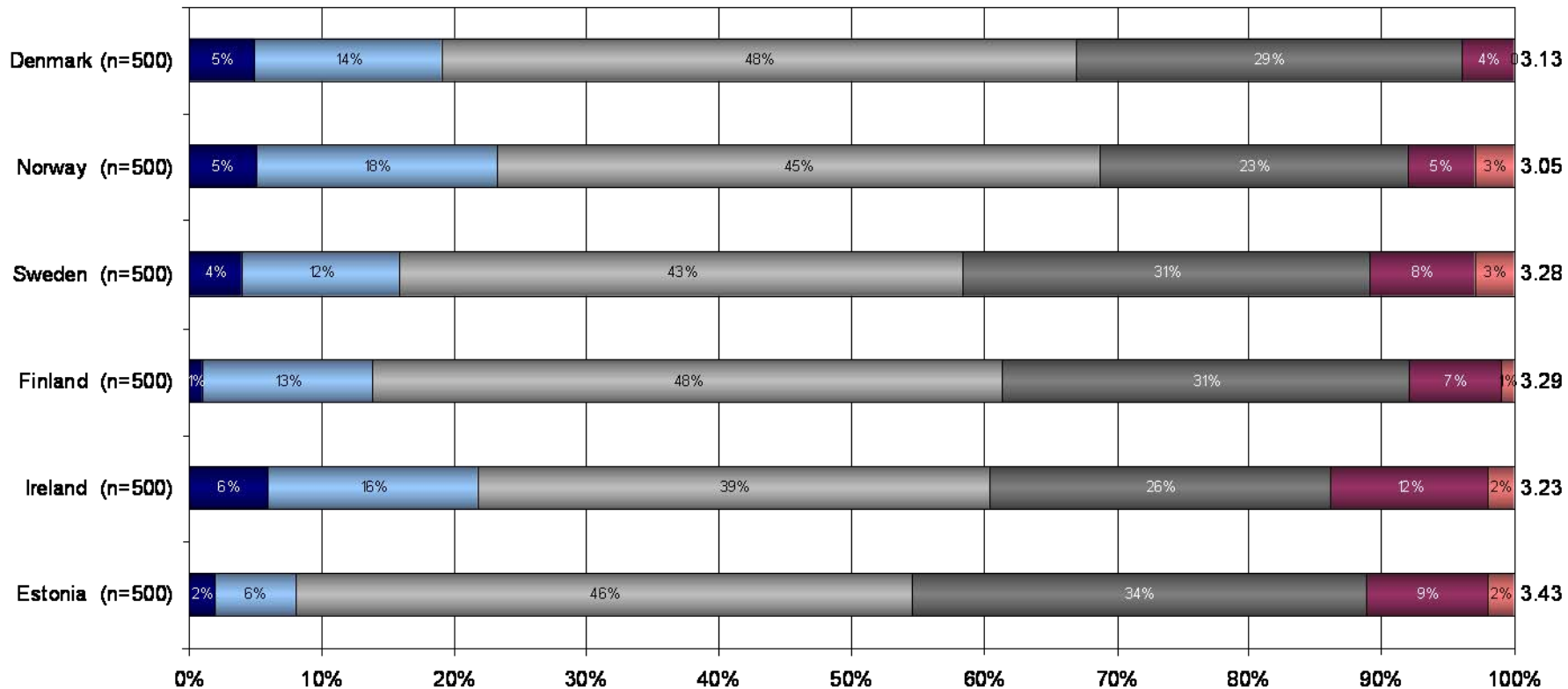


Very small base

■ I don't believe it is necessary ■ I don't think I know enough about personal finances ■ I have not had time ■ I don't believe it is my responsibility ■ Other

*To the highest degree*, parents in Estonia think that schools share the responsibility of educating children about money and personal finances.

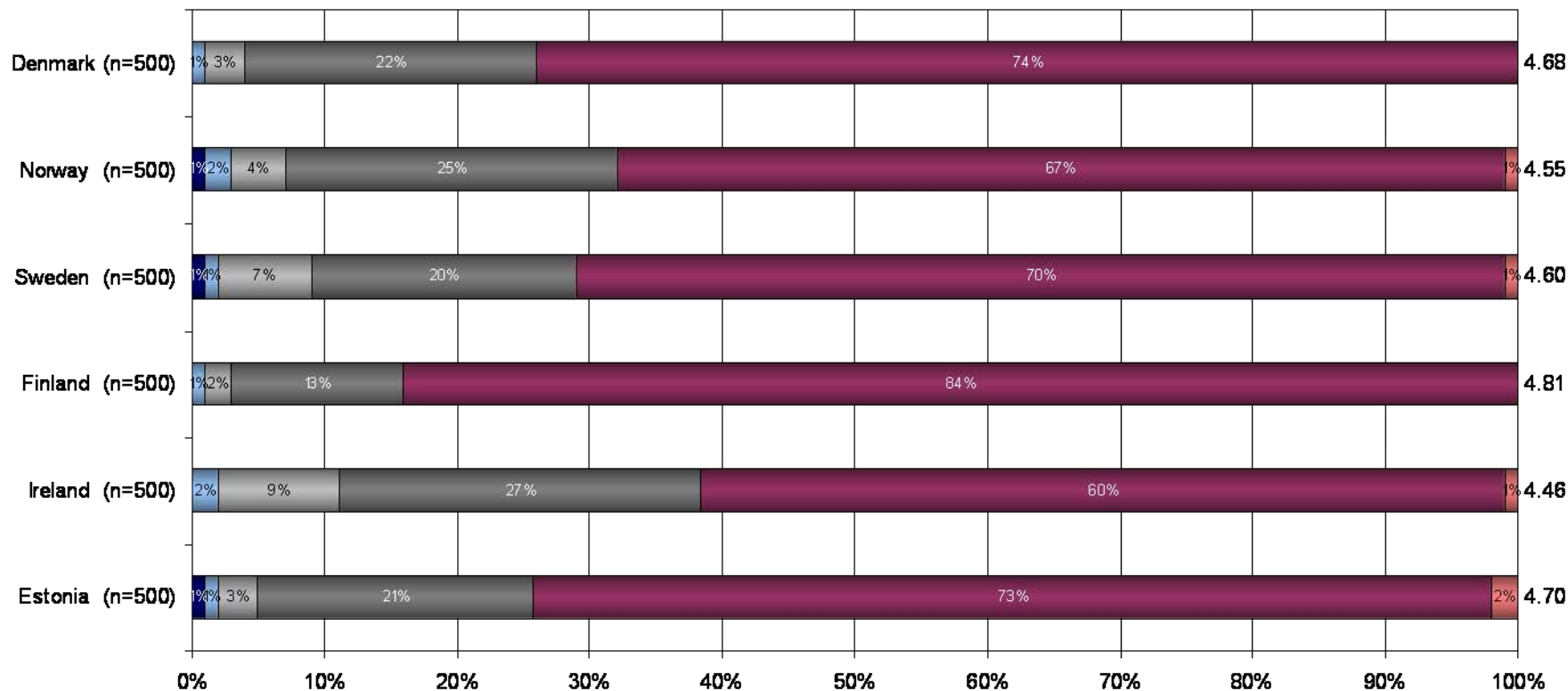
**To what extent do you think the following parties share responsibility for children's understanding of money and personal finances?**  
*The school*



The parents of Finland believe that they share responsibility for their children's understanding of money and personal finances, *to the highest degree*.

To what extent do you think the following parties share responsibility for children's understanding of money and personal finances?

*The parents*

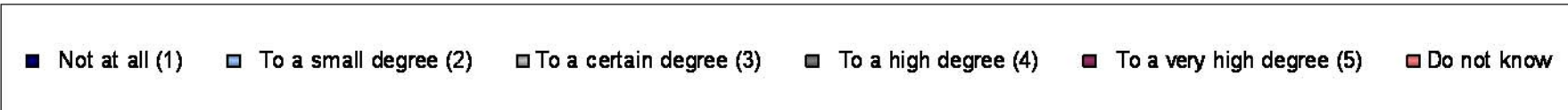
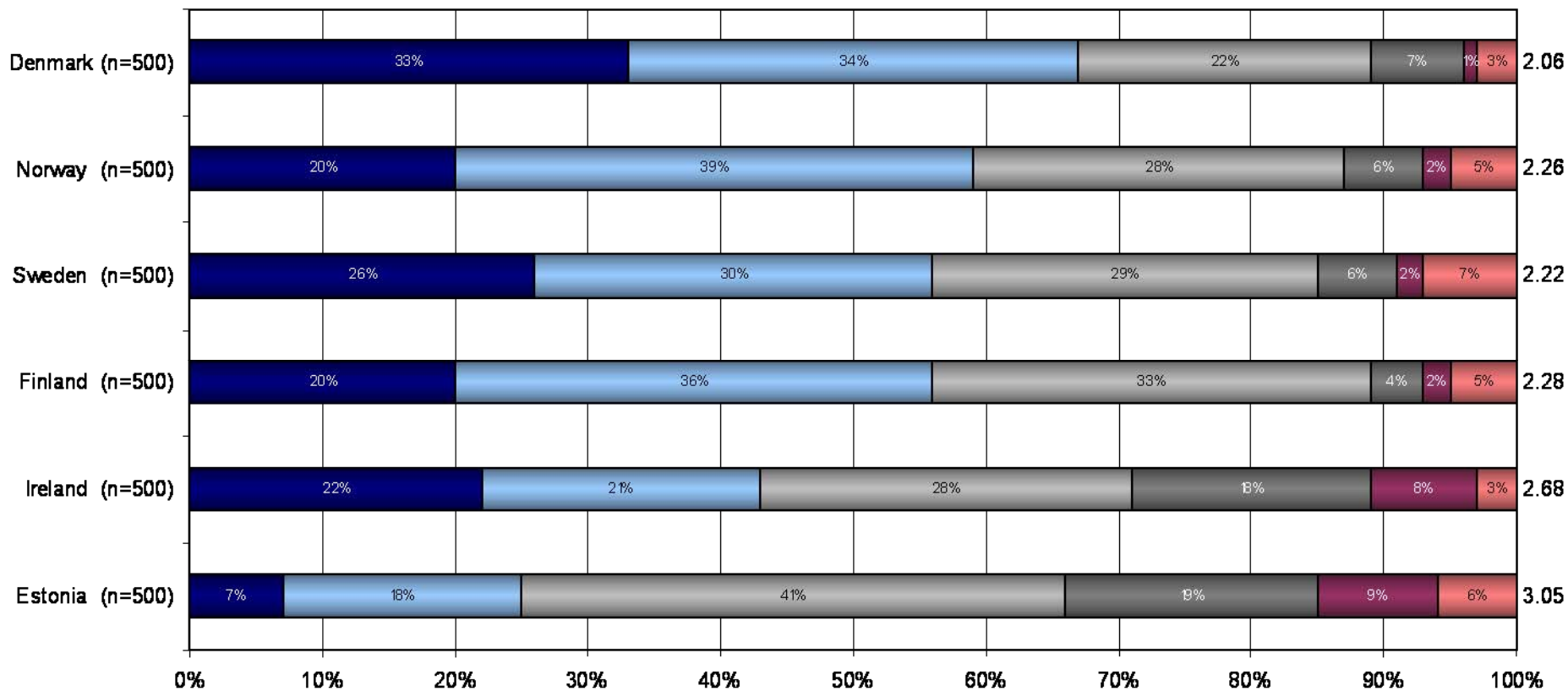


■ Not at all (1) ■ To a small degree (2) ■ To a certain degree (3) ■ To a high degree (4) ■ To a very high degree (5) ■ Do not know

The parents of Estonia think the state shares responsibility for children's understanding of money and personal finances *to the highest degree*.

To what extent do you think the following parties share responsibility for children's understanding of money and personal finances?

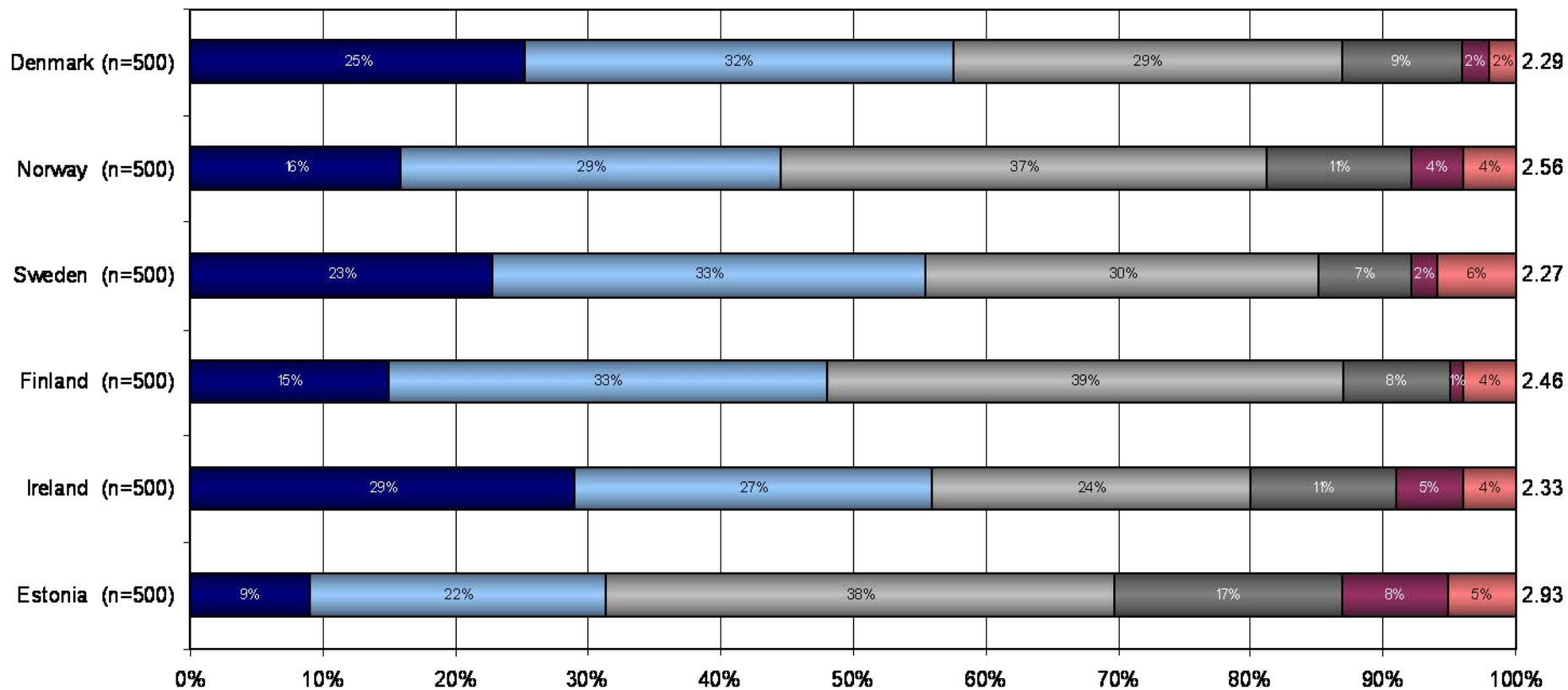
*The state*



The parents of Estonia think the banks share responsibility for children's understanding of money and personal finances *to the highest degree*.

To what extent do you think the following parties share responsibility for children's understanding of money and personal finances?

**Banks**

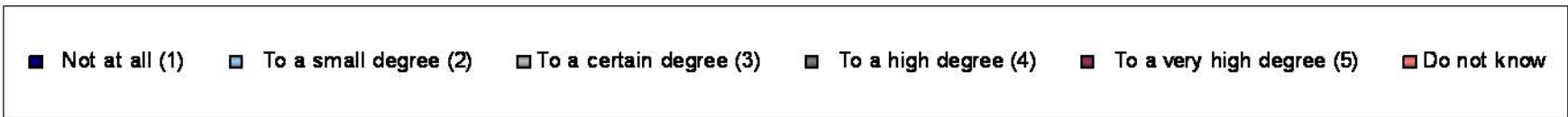
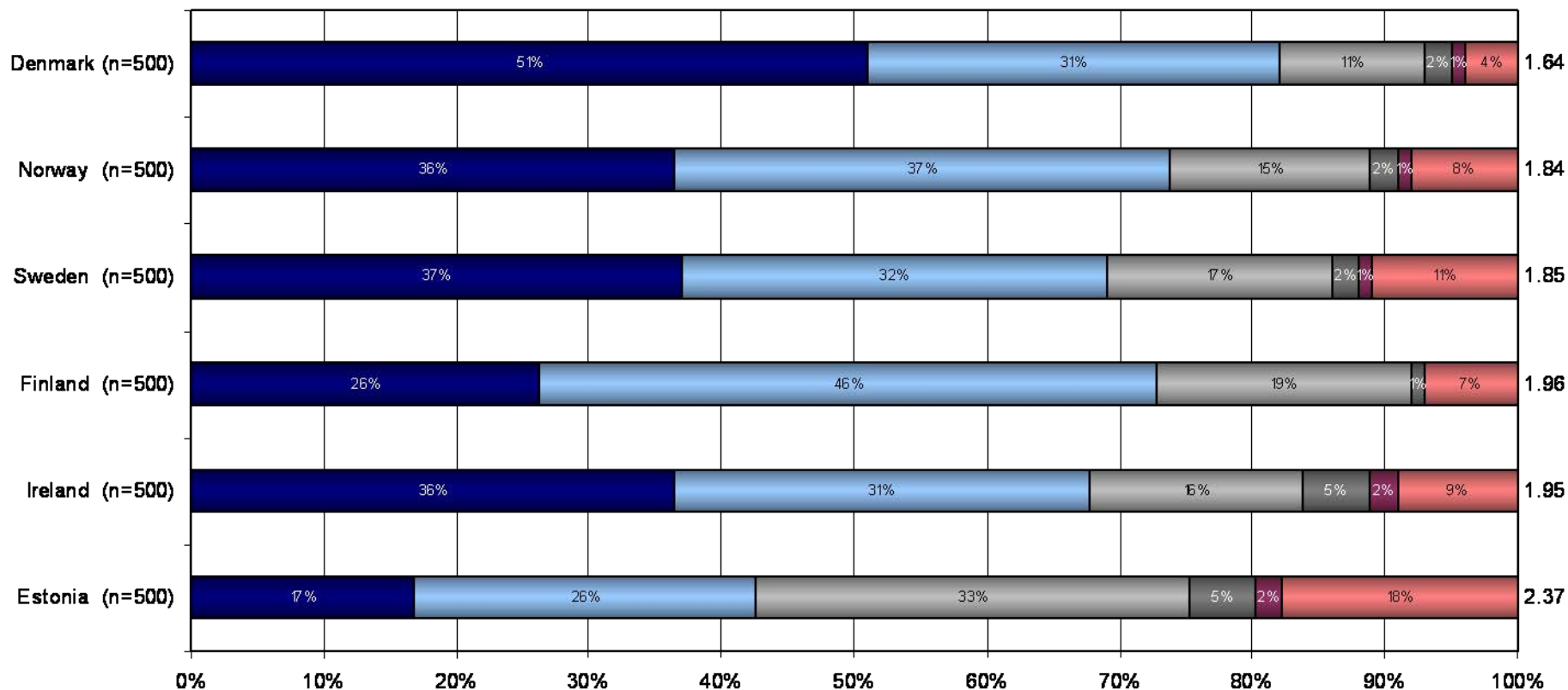


Not at all (1)
  To a small degree (2)
  To a certain degree (3)
  To a high degree (4)
  To a very high degree (5)
  Do not know

The parents of Estonia think private organisations share responsibility for children's understanding of money and personal finances *to the highest degree*.

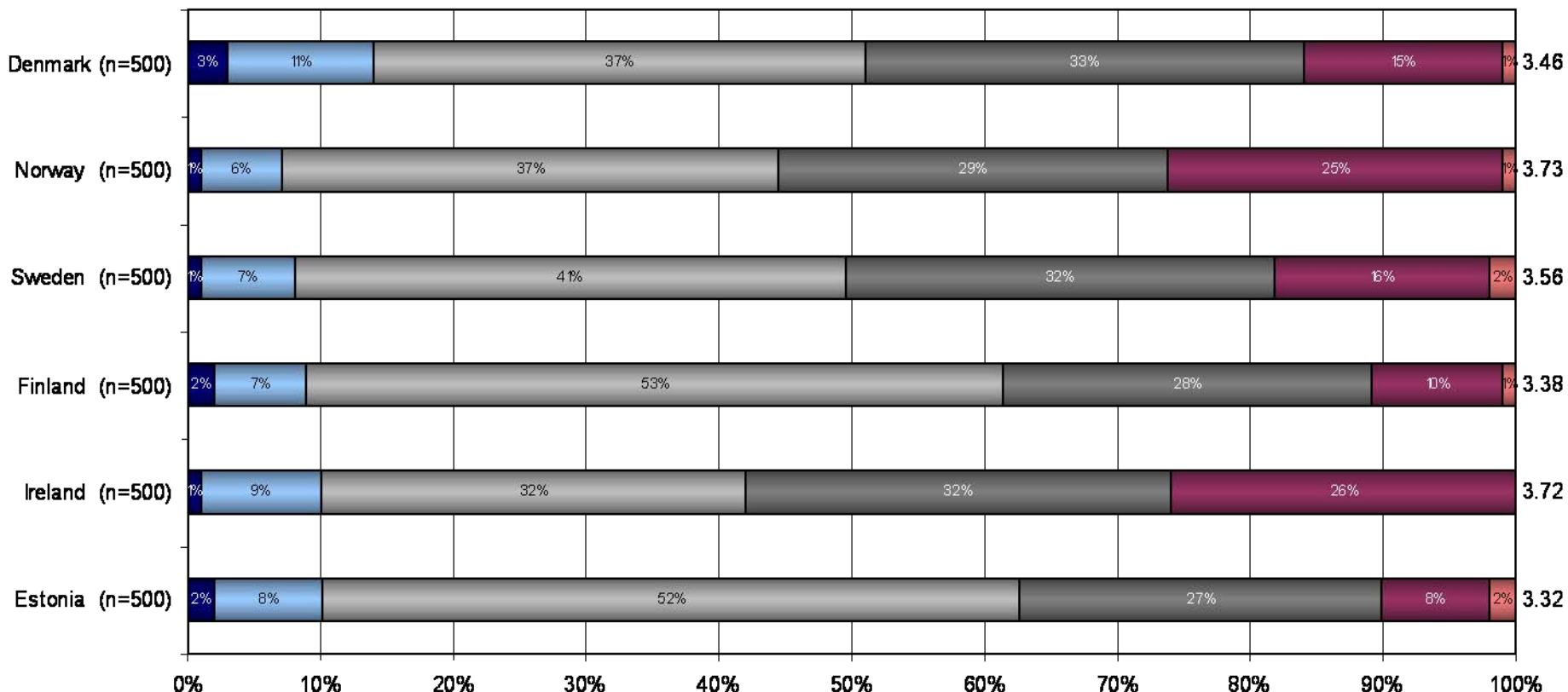
To what extent do you think the following parties share responsibility for children's understanding of money and personal finances?

*Private organisations*



The parents of Norway think that knowledge of money and personal finances should be a fixed part of the school curriculum *to the highest degree*.

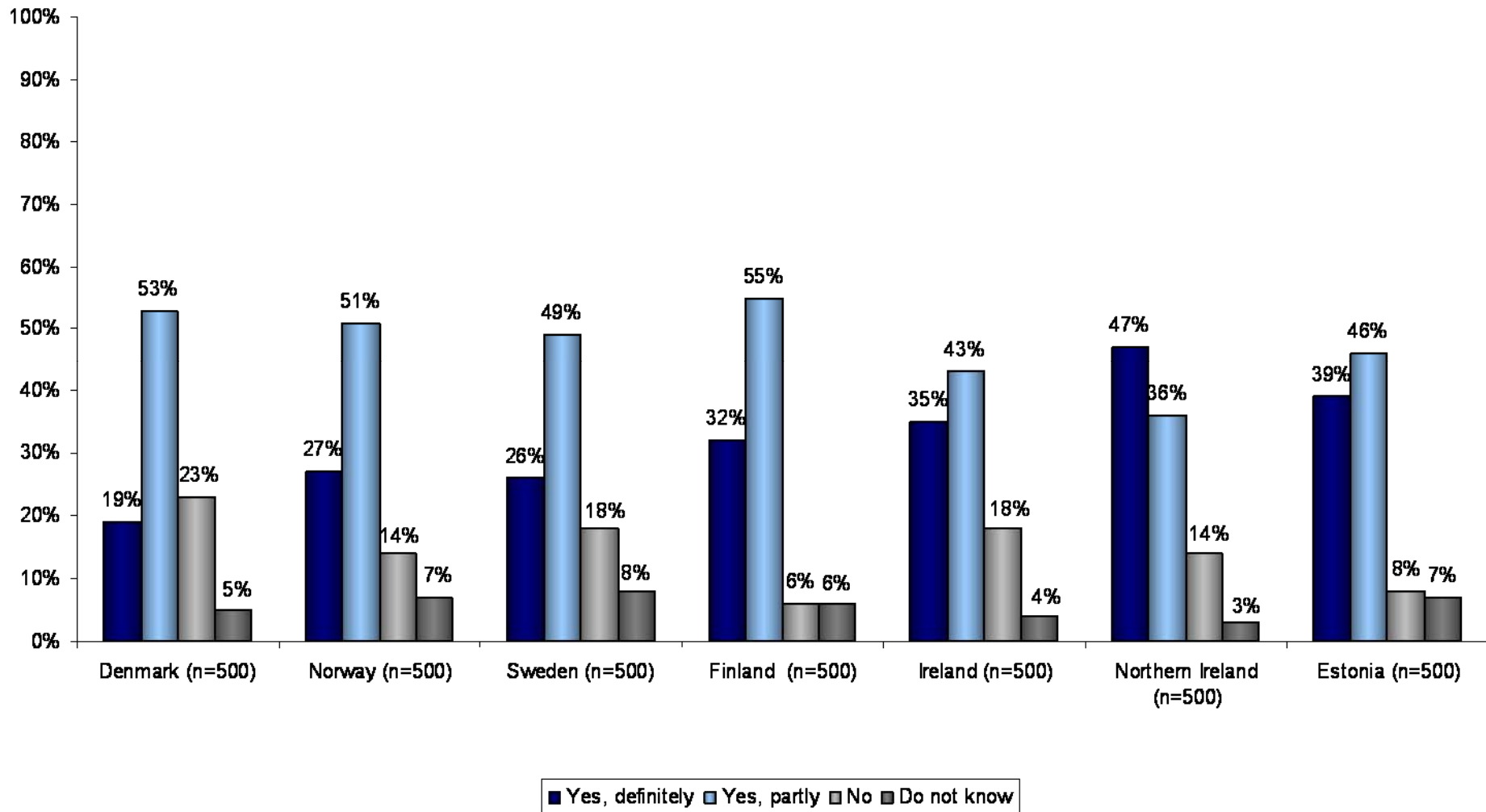
**To what extent do you think that knowledge of money and personal finances should be a fixed part of the school curriculum?**



■ Not at all (1) ■ To a small degree (2) ■ To a certain degree (3) ■ To a high degree (4) ■ To a very high degree (5) ■ Do not know

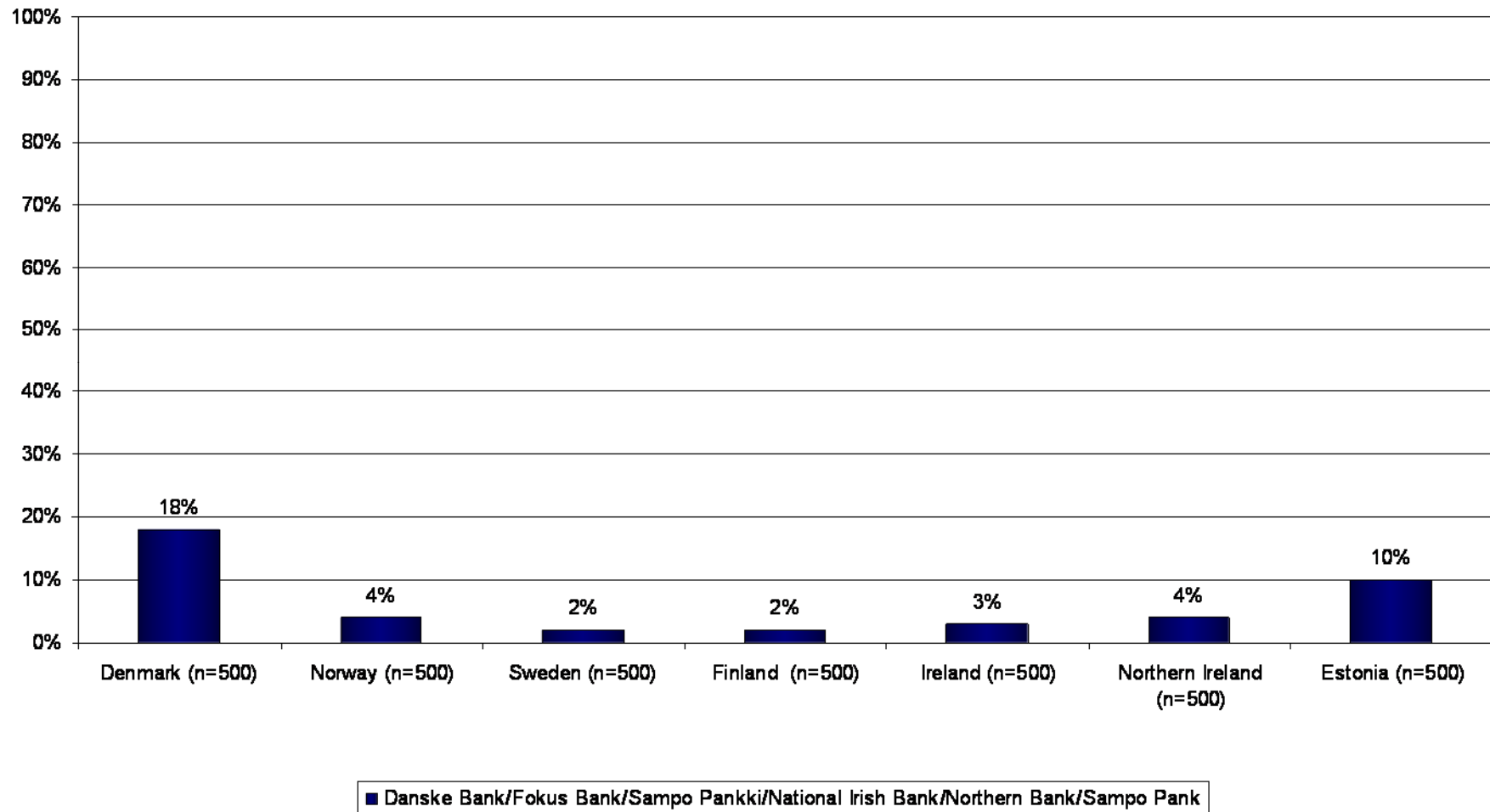
The parents in Denmark do not consider it relevant for a bank to provide teachers with educational material regarding money and personal finance, *to a higher degree* than the other countries.

**A bank has created non-commercial material that can better prepare teachers to teach personal finances at school. Do you consider it relevant for a bank to take on social responsibility in this way?**



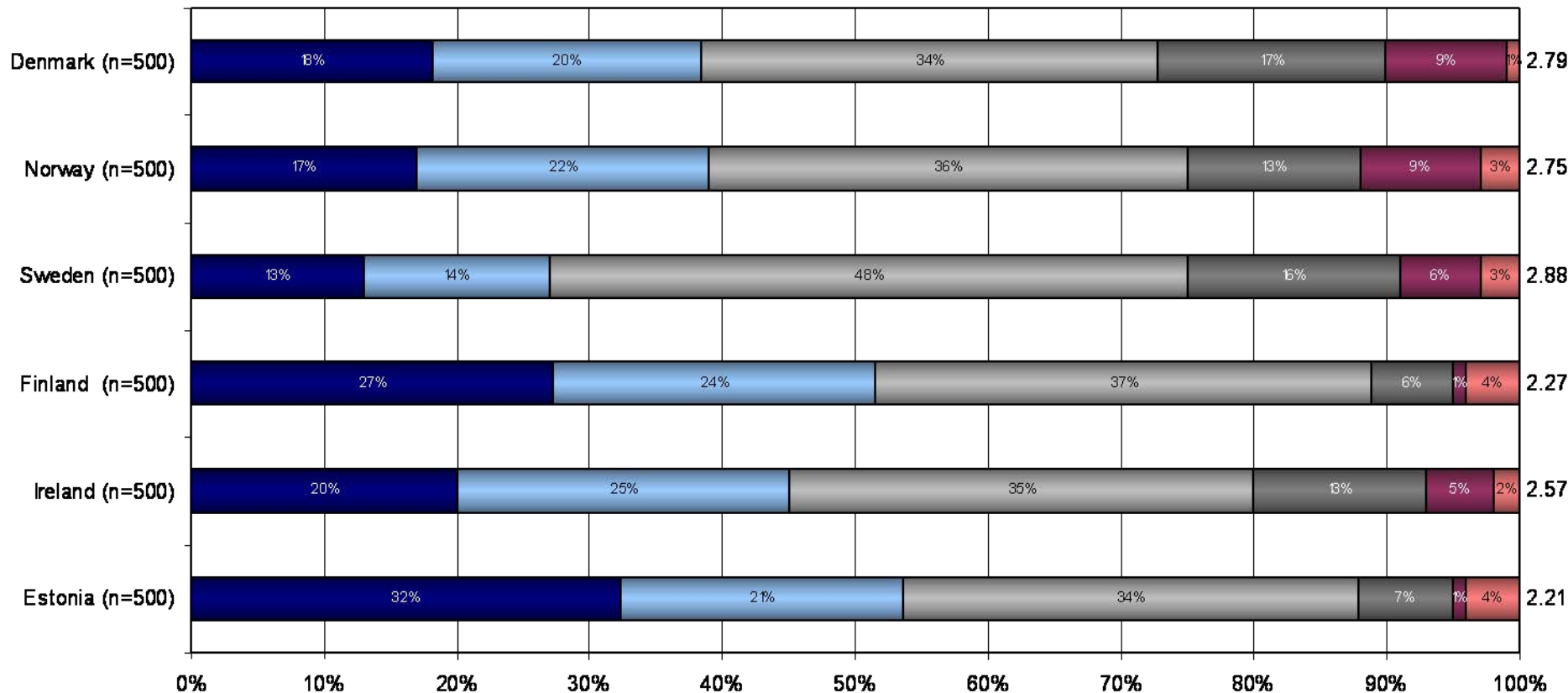
The parents in Denmark know which bank have created Moneyville and Controlyourmoney to the highest degree.

Do you know which bank has created Moneyville and Controlyourmoney to teach personal finances in schools?



The parents of Sweden save up to be able to help their children financially when they move away from home *to the higher degree* than the other countries.

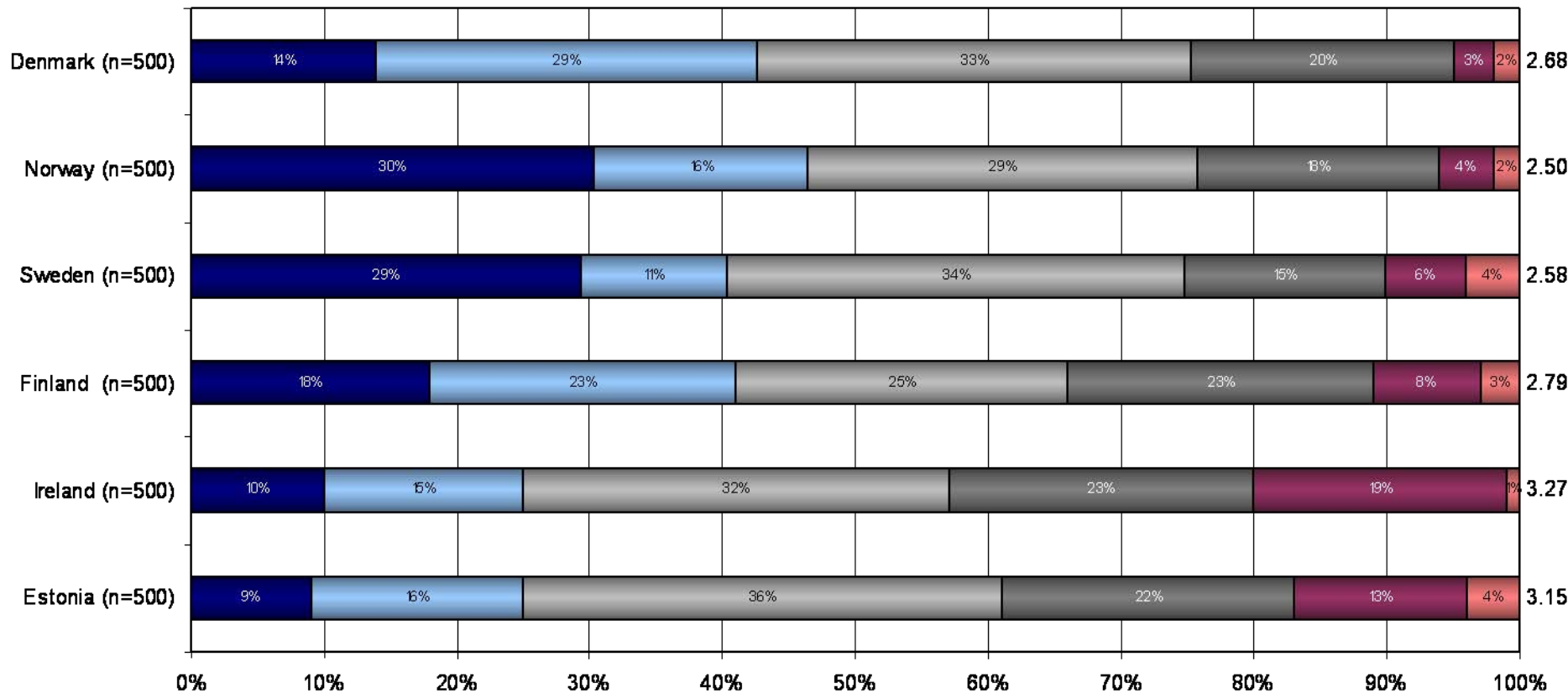
**To what extent do you save up in order to be able to help your child/children financially when they move away from home (for example by saving up for buying an apartment or education)?**



■ Not at all (1) ■ To a small degree (2) ■ To a certain degree (3) ■ To a high degree (4) ■ To a very high degree (5) ■ Do not know

To the highest degree, the parents of Ireland and Estonia think that the financial crisis has influenced them to talk more often with their children about money or personal finances.

**To what extent do you agree with the following statements?**  
*The financial crisis has made me talk more often with my child/children about money or personal finances*

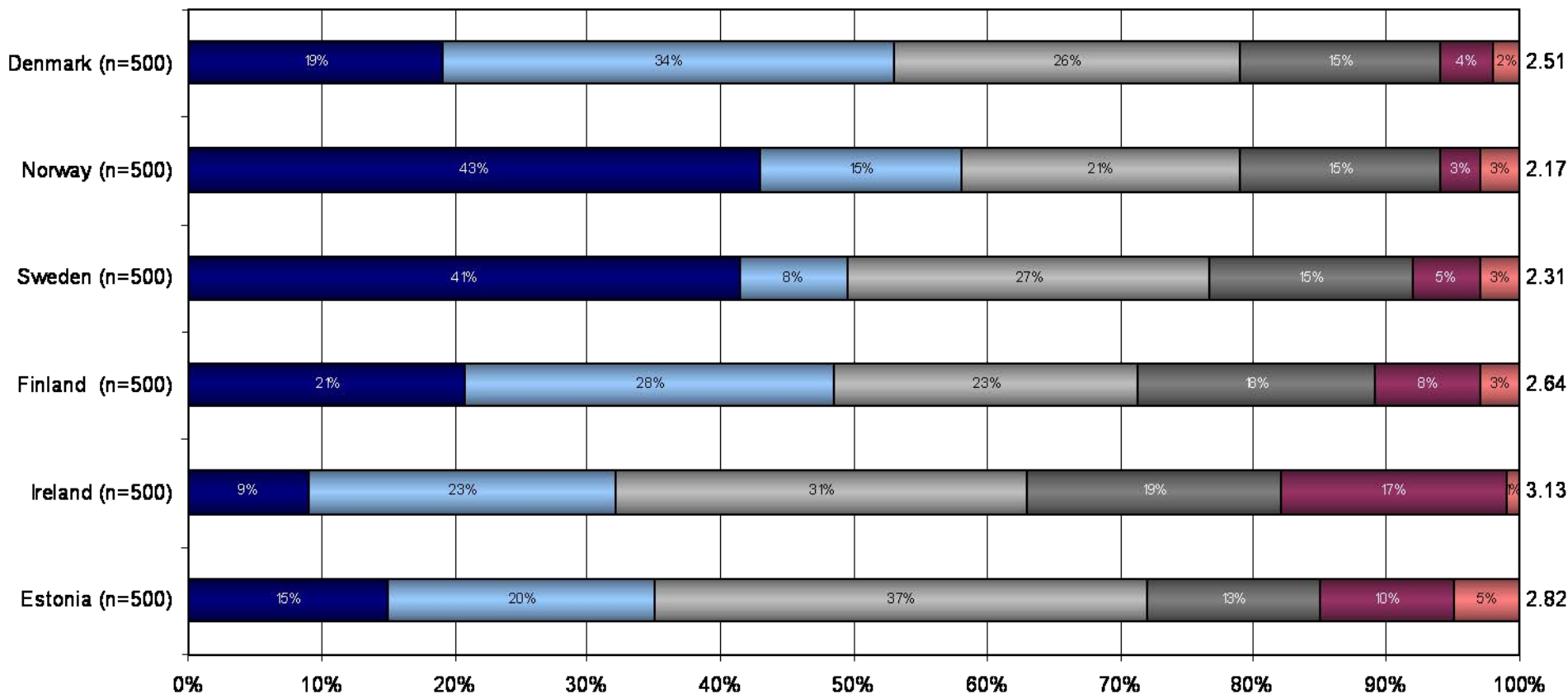


■ Disagree (1) ■ Disagree Slightly (2) ■ Neither agree nor disagree (3) ■ Agree to certain extent (4) ■ Agree completely (5) ■ Do not know

The parents of Ireland think that the financial crisis has led to them spending less money on their children *to the highest degree*.

**To what extent do you agree with the following statements?**

*The financial crisis means that I spend less money on my child/children - either in pocket money or on things for the child*

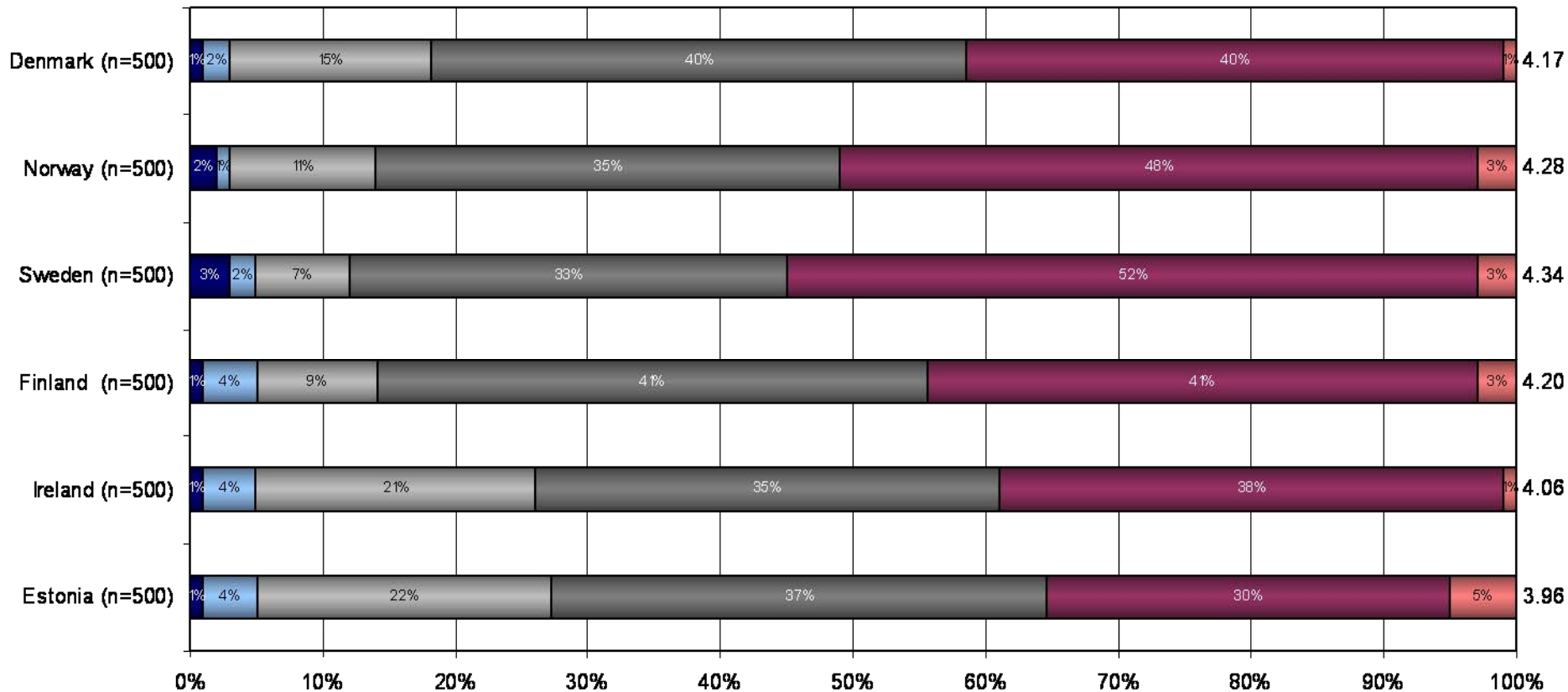


■ Disagree (1) 
 ■ Disagree Slightly (2) 
 ■ Neither agree nor disagree (3) 
 ■ Agree to certain extent (4) 
 ■ Agree completely (5) 
 ■ Do not know

The parents in Sweden think that their children’s ability to handle money and personal finance will have a major influence on their future success in life, *to the highest degree* .

To what extent do you agree with the following statements?

*My child/children's ability to handle money and personal finance will have a major influence on their future success in life*



■ Disagree (1) ■ Disagree Slightly (2) ■ Neither agree nor disagree (3) ■ Agree to certain extent (4) ■ Agree completely (5) ■ Do not know

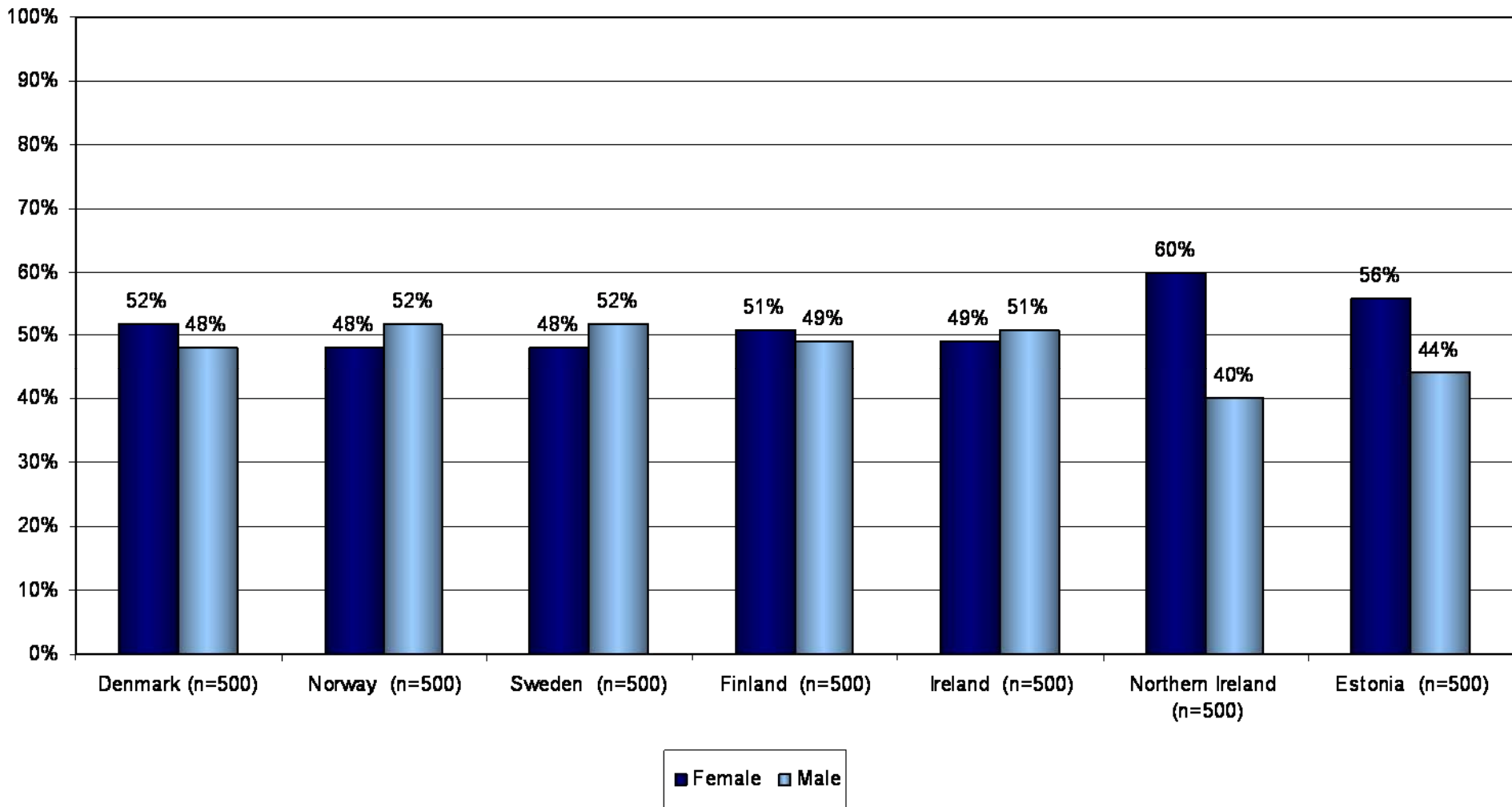


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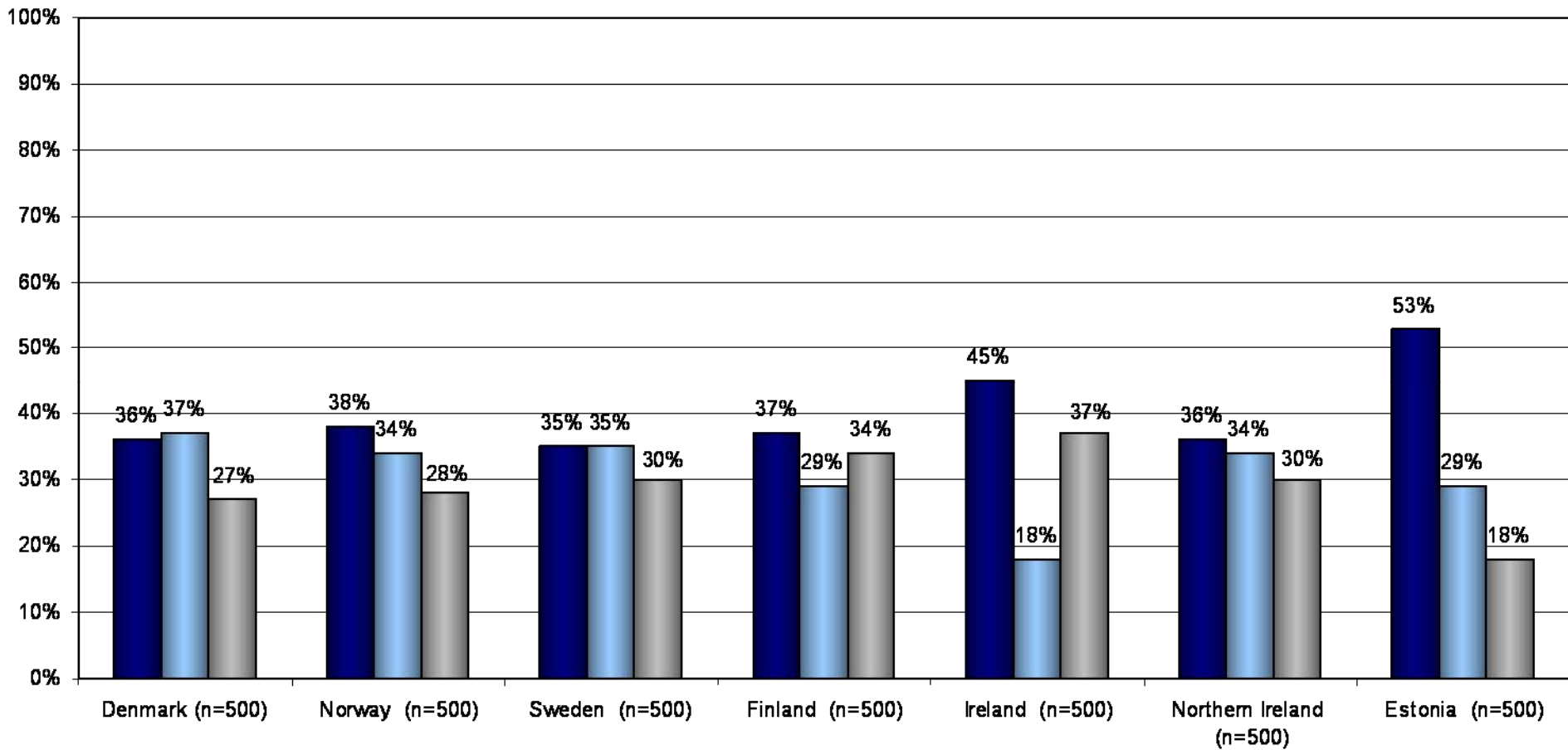
# Background



### Gender



### Age



■ Under 40 years ■ 40-45 years ■ 46 years or older