



## FUTURETRUST® UNCOVERS AMERICAN HOPES & DREAMS *As the Years Pass, Hopes Can Turn to Worries*

When Futuretrust commissioned a recent nationwide survey, conducted by Harris Interactive®, to learn about the “Hopes & Dreams” of the average American family, it found that the assumptions and perceptions about paying for college changed noticeably among different age groups. Not surprisingly, younger parents<sup>1</sup>, who have yet to face the challenge of tuition head on, had more confidence and optimism about the future. Older parents (whose children are presumably closer to college age) had more concerns and worries about providing for their child’s college education, perhaps after learning that costs have skyrocketed, interest rates have risen and grants are scarcer than they thought.

### Consider this\*:

- **37%** of parents of pre-school children or younger say financing their child’s college education worries them a lot. That number increases to **53%** for parents of elementary school children.
- Only **21%** of parents of children pre-school age or younger say they are absolutely certain they will save enough money for their child’s college education within the next 10 years. That number, which is already sadly low, goes down to **12%** for parents of elementary school children. A meager **7%** of parents of junior high school aged children say they are absolutely certain they will save enough.
- **67%** of parents aged 18-34 expect scholarships and grants to help them pay for their child’s college education. That number declines **39%** for parents 55 and older.

With that in mind, it is not surprising that many parents begin saving for college when their child is about ten years old – right around the time when the fear of paying for college starts to set in. **But the ten years that they have already lost is irreplaceable in terms of savings power.** “If parents would start saving when their children are young, or even better, before they are born, they would be able to afford more ambitious hopes and dreams later on when the reality of tuition gets closer,” says Rebecca Matthias, President and Founder of Futuretrust.

In fact, according to Futuretrust, parents who start saving \$25 a month when their child is born will have \$11,716 by the time they’re ready for college, with 8% compounded interest. Parents who start saving \$25 a month when their child is ten will only have \$4,518. Parents who start saving \$200 a month when their child is ten will save \$36,143. And for parents who start saving \$200 per month when their child is born? Their grand total will be **\$93,729!** No investment is too small when you have time on your side.

Futuretrust is dedicated to educating young families about the importance of starting to save early with a tax-free 529 account – even before their child is born. Using the Futuretrust MasterCard® will add to whatever savings families have with shopping rebates that are deposited directly into their 529 account. **And unlike other college savings programs, Futuretrust has no cap on the amount of savings that a family can earn.**

\*Source: The 2007 Futuretrust “Hopes & Dreams” survey. The “Hopes & Dreams” survey was conducted online for Futuretrust by Harris Interactive between July 20 and 24, 2007 among 2,757 U.S. adults, of whom 989 are parents or expectant parents of children likely to attend college. Sampling error is +/- 3 percentage points. To learn more, log onto [www.futuretrust.com](http://www.futuretrust.com)

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<sup>1</sup> For the purposes of this study “parents” have been defined as adults ages 18+ who are parents or expectant parents of children who are likely to attend college in the future.