



Traditional Families

Traditional families consist of adults ages 35-65 who are married to someone of the opposite sex, with at least one child under 21 living in the household. Traditional families have no stepchildren, no adult children who have returned home, and no one besides the spouse or children living in the household. N=748

Gender	57% female 43% male
Age	45 years old (average) 30% are 35-39 years old 43% are 40-49 years old
Children	26% have 1 child 48% have 2 children 26% have 3+ children
Ages of children	42% 0-8 years 41% 9-12 years 51% 13-17 years 19% 18-20 years 15% 21+ years
Race	75% Non-Hispanic white 12% Hispanic 5% Non-Hispanic Black
Marital history	100% married (89% in first marriage)
Employment	81% employed (65% employed full-time) 88% of spouses/significant others employed (79% employed full-time) 2% are retired Expect to retire: 31% before age 65 42% age 65-69 13% age 70+ 15% never
Education	28% some college/VoTech or AA degree 65% college degree (39% BA/BS degree, 21% graduate/postgraduate degree)
Income	\$112,700 average annual household income before taxes (74% earn \$75,000+)
Savings	\$264,300 average household savings and investable assets \$251,100 average retirement savings (15% with \$500,000 or more) 24% could last one year or more if the main breadwinner(s) lost source of income
Debt	\$32,960 average debt (not including mortgage) 14% more than half of monthly pre-tax income going to debt payments (including mortgage) 58% are comfortable with the amount of household debt
Financial products	69% own life insurance 29% have an education savings plan (e.g., 529 plan) 13% own an annuity
Financial advisor	53% have ever used a financial advisor 33% currently have one

ABOUT THE STUDY

Over the past 40 years, shifting demographics and profound attitudinal changes have helped redefine the concept of family for many Americans. To understand how this evolving family structure is changing Americans' relationship with money and financial planning, Allianz commissioned the Allianz **LoveFamilyMoney** Study, 2014.