Parents View Financial Institutions as Trusted Partners in Expanding Financial Education in Schools

750
Parents of K-12 Students Nationwide Surveyed
March 2026

A national survey of 750 parents shows strong support for financial education in schools and a clear opportunity for financial institutions to help expand access. Nearly 8 in 10 parents say they would trust a financial institution more if it provided financial education, signaling that school-based money skills instruction is not just an education priority, but a way for banks and credit unions to demonstrate long-term commitment to the families and communities they serve.

Financial Education Builds Trust

79% would trust a financial institution more if it provided financial education

76% believe financial institutions should give back to the communities they serve

64% say it is appropriate for financial education to be privately funded

Key Takeaway:
Parents believe that providing financial education is a sign that banks and credit unions are invested in helping students build practical money skills and strengthening the communities they serve.

Parents Agree: Financial Education Matters

88% believe financial education should be required for high school graduation

87% say teaching children about money is as important as reading, math, or science

85% believe financial education belongs in the K-12 curriculum

84% say that financial education is critical for their own child

Key Takeaway:
Parents see financial education as a core part of preparing students for life after graduation and believe practical money skills should be taught alongside other foundational subjects.

Demand Is High, But Access Still Lags

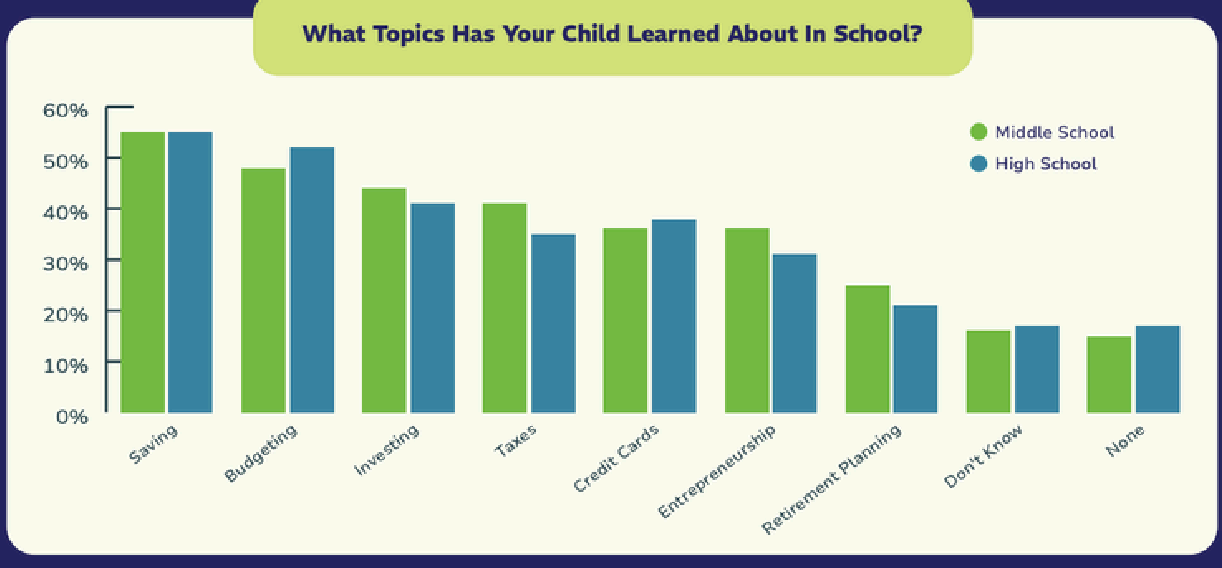
88% of parents want financial education required for gradaution

BUT

61% say their child has received financial education in school

Key Takeaway:
Many parents are not aware of school or state financial education requirements, reinforcing the need to expand access and make these opportunities easier for families to recognize.

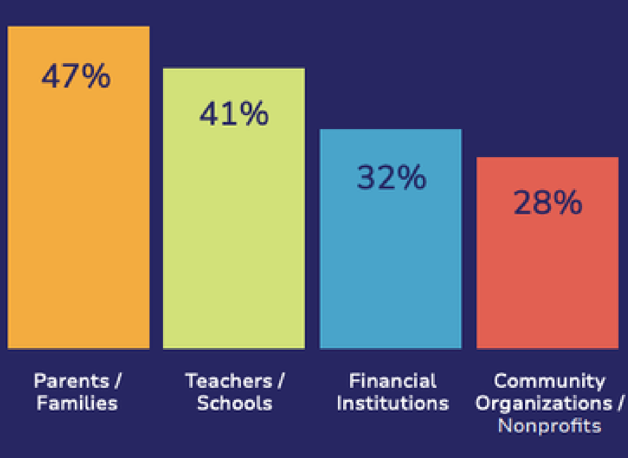
Students Learn the Basics, But Parents Want More



Key Takeaway:
Parents report less exposure to topics that shape long-term financial well-being, including investing, taxes, credit, and retirement planning.

Financial Education is a Shared Responsiblity

Parents see financial education as a shared effort supported by families, educators, financial institutions, and community organizations, with each playing a role in helping students build practical money skills.



The Opportunity Ahead

Parents want financial education in schools, and they trust the financial institutions that help make it possible. For banks and credit unions, supporting K-12 financial education can expand access to practical money skills while demonstrating a meaningful commitment to the families and communities they serve.

Source Parent Sentiment Study 2026

Methodology Data was collected online in one day in March of 2026 through the SurveyMonkey platform. 45% of respondents had at least one child in middle school and 49% had at least one child in high school.

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