

GENERAL COMPARISON	Traditional families 	Multi-generational families 	Single-parent families 	Same-sex couple families 	Blended families 	Older parents with young children families 	Boomerang families 
Age	Mean age: 44.7 26% are 50+	Mean age: 46.2 32% are 50+	Mean age: 45.9 30% are 50+	Mean age: 50.2 55% are 50+	Mean age: 47.2 37% are 50+	Mean age: 43.5 8% are 50+	Mean age: 54.8 80% are 50+
Percent married	100%	68%	—	74%	87%	100%	97%
Full-time members of household	100% have a spouse 100% have their own child 0% have a stepchild 0% live with extended family	69% have a spouse or significant other 96% have their own child 10% have a stepchild 100% live with extended family	—	100% have a spouse or significant other 100% have their own child 4% have a stepchild 5% live with extended family	100% have a spouse or significant other 85% have their own child 33% have a stepchild 20% live with extended family	100% have a spouse or significant other 100% have their own child 3% have a stepchild 6% live with extended family	100% have a spouse or significant other 92% have their own child 11% have a stepchild 25% live with extended family
Mean number of children	2.1	2.5	1.8	2.1	3.3	2.6	2.8
Age of children	Runs the gamut	Runs the gamut	Tweens/teens (9-17)	Adults (21+)	Teens/adults (13-21+)	Young children (0-8)	Adults (21+)
Ethnicity	75% White 12% Hispanic 5% African American	73% White 11% Hispanic 8% African American	79% White 5% Hispanic 12% African American	88% White 7% Hispanic 2% African American	81% White 8% Hispanic 8% African American	83% White 7% Hispanic 4% African American	89% White 4% Hispanic 4% African American
Percentage with college degree	65%	50%	66%	62%	41%	65%	42%
Employment status	81% employed 16% homemaker 2% retired	74% employed 12% homemaker 7% retired	94% employed 3% homemaker 1% retired	75% employed 5% homemaker 15% retired	76% employed 16% homemaker 5% retired	74% employed 23% homemaker 1% retired	67% employed 13% homemaker 15% retired
Family dynamics <sup>1</sup>	Hierarchical Collaborative Structured	Codependent with other family Stressed	Close Supportive Hierarchical	Cooperative Collaborative Close	Focused on individual needs Codependent Traditional	Collaborative Traditional Hierarchical	Traditional View adult children as friends Hierarchical
Financial stability <sup>1</sup>	Focused and prepared	Struggling and overwhelmed	Struggling yet optimistic	Well-off	Struggling and discouraged	Comfortable and prepared	Comfortable yet unprepared
Financial expertise	Higher than modern family	Low/average	Highest	High	Low	High/average	Lowest
Causes a great deal of financial stress	Getting out of debt 27% Future \$ needs 27%	Getting out of debt 37% Future \$ needs 33%	Retirement/college at same time 33% Future \$ needs 31%	Future \$ needs 24% Getting out of debt 21%	Getting out of debt 33% Future \$ needs 32%	Children's education costs 28% Getting out of debt 28%	Future \$ needs 29% Getting out of debt 27%
Mean household income	\$112,700	\$99,200	\$83,900	\$113,700	\$93,600	\$102,800	\$100,100
Mean household savings/investable assets	\$264,300	\$180,900	\$171,300	\$281,200	\$158,600	\$200,000	\$204,700

# LoveFamilyMoney®

## Meaningful conversations for today's families

For many people, talking about money can be uncomfortable. But discussing today's families' financial challenges and opportunities can be eye-opening – and valuable. That's one of the reasons Allianz commissioned the 2014 LoveFamilyMoney study. In addition to traditional families, the study identified six unique family types and explored their financial concerns.



**Traditional families** consist of adults ages 35-65 married to someone of the opposite sex, with at least one child under 21 living in the household.



**Multi-generational families** consist of three or more generations living in the same household, including children and a parent and/or grandparent.



**Single-parent families** consist of one unmarried adult with at least one child under 18 living in the household the majority of the time, and no other adults in the household.



**Same-sex couple families** consist of married or unmarried couples living together with a member of the same gender. Our study considers same-sex couples a family regardless of whether they have children.



**Blended families** consist of parents who are married or living together with someone of the opposite sex, and who live with a child and/or stepchild from a previous relationship in the household.



**Older parents with young children families** consist of a family where one parent is older than 40 and there is at least one child under age five in the household.



**Boomerang families** consist of adults ages 40-65 who are married or living with someone of the opposite sex, with at least one adult child (ages 21-35) who left home and then returned to live with his or her parents.

**Do you see yourself in any of these family types?**

- Not FDIC insured • May lose value • No bank or credit union guarantee • Not a deposit • Not insured by any federal government agency or NCUA/NCUSIF

This document was accurate at the time of release and reflects the responses and interpretation of findings for that period in time. For more information on this and other studies, please visit our website at [www.allianzlife.com](http://www.allianzlife.com) or [www.allianzlife.com/new-york](http://www.allianzlife.com/new-york).

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## 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 2014 **LoveFamilyMoney** study.

First, we explored the topic through qualitative research fielded by *NowWhat*. Using the qualitative insights we uncovered, we then partnered with *The Futures Company* to develop and field a 110-question, 30-minute quantitative online survey of 4,500 respondents with a minimum annual household income of \$50,000 per year.

To learn more about The Allianz **LoveFamilyMoney** Study, please contact your Allianz financial professional, or visit us online at [www.lovefamilymoney.com](http://www.lovefamilymoney.com).

