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MORE AMERICAN FAMILIES TURNING TO DIGITAL TOOLS FOR TRACKING CHORES

DoughMain reveals the most popular chores for the Net Generation

PRINCETON, NJ — February 1, 2012 — New generation. New tools. The majority of kids in American homes today are part of the “Net Generation,” who are growing up with a significant aptitude for using information technology and devices, such as iPhones and iPads. As a result, more families are abandoning traditional paper methods of family organization and are utilizing online and digital tools, such as online chore charts, that are easily accessible from their computers, smartphones and mobile devices. Using online chore charts, parents can teach kids about their responsibility to contribute to the household and keep track of these efforts with a digital tool. By connecting chores to allowance or a rewards program, parents can also teach kids about the fundamentals of money management through real-world experiences.

[DoughMain](#), a free financial education and family organization website, reviewed a blind sample of 1,500 families using their online Chore Tracker platform to determine the most popular chores and responsibilities parents are assigning to their internet-savvy kids.

“The environment our kids are growing up in is decidedly different from when we grew up. The Net Generation is extremely well versed and comfortable participating in the digital world and using cutting-edge technology for everyday tasks. In a lot of instances, the kids are teaching their parents how to use technology and leverage the Internet,” said Ken Damato, president and chief executive officer of DoughMain. “As parents, we can close the technology gap and leverage online tools to engage with our kids, help keep our family organized and help reinforce technology as a learning tool — and not just the cool new thing.”

According to DoughMain’s research, the most popular chores and responsibilities are:

1. Brush and floss teeth
2. Clean bedroom
3. Do homework

4. Make bed
5. Be on time for bus/school
6. Clean bathroom

Parents can also customize and create their own chores using DoughMain's Chore Tracker, and the most popular customized chores include:

1. Put toys away
2. Get dressed
3. Personal hygiene
4. Fold laundry
5. Clean inside of car
6. Organize closets

DoughMain's Chore Tracker, the first chore platform paired with financial education curriculum, provides an age-relevant interface with creative icons to track chores, responsibilities and activities. The Chore Tracker is customizable enough to enable parents to select from a list of preset chores or add their own, determine the frequency and set to automatic or manual approval mode.

Embracing the concept of gamification, where game mechanics are integrated into activities to encourage participation and engagement, the Chore Tracker ties completed chores to a rewards system using virtual currency called Dough Points. Accumulated through chore completion or special achievements, Dough Points can be converted into real money based on exchange rates set by parents. Children may also exchange Dough Points for privileges selected from a fully customizable online catalog, choosing rewards like going to the movies or enjoying some one-on-one time with Mom or Dad.

Damato added, "Assigning chores is an age-old traditional to help kids understand how they need to contribute to the household, but we all know it's often a challenge to get kids excited to participate. With today's creative online chore charts tied to a rewards program, you can make it more fun and relevant for today's generation."

For more ideas and tools to help manage your family and teach kids about money through real-world experiences, visit DoughMain.com.

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About DoughMain

DoughMain is the first and only service to combine family coordination and financial education into one simple and convenient platform. Helping families manage their lives while empowering them to become better educated about money, DoughMain offers a suite of on- and off-line

services, including an integrated family calendar, chore tracker, allowance/rewards tool and three age-relevant gaming websites: TheFunVault.com (ages 5 and up), SandDollarCity.com (ages 8-12) and IRuleMoney.com (ages 13-18). To learn more about DoughMain, please visit DoughMain.com.

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