

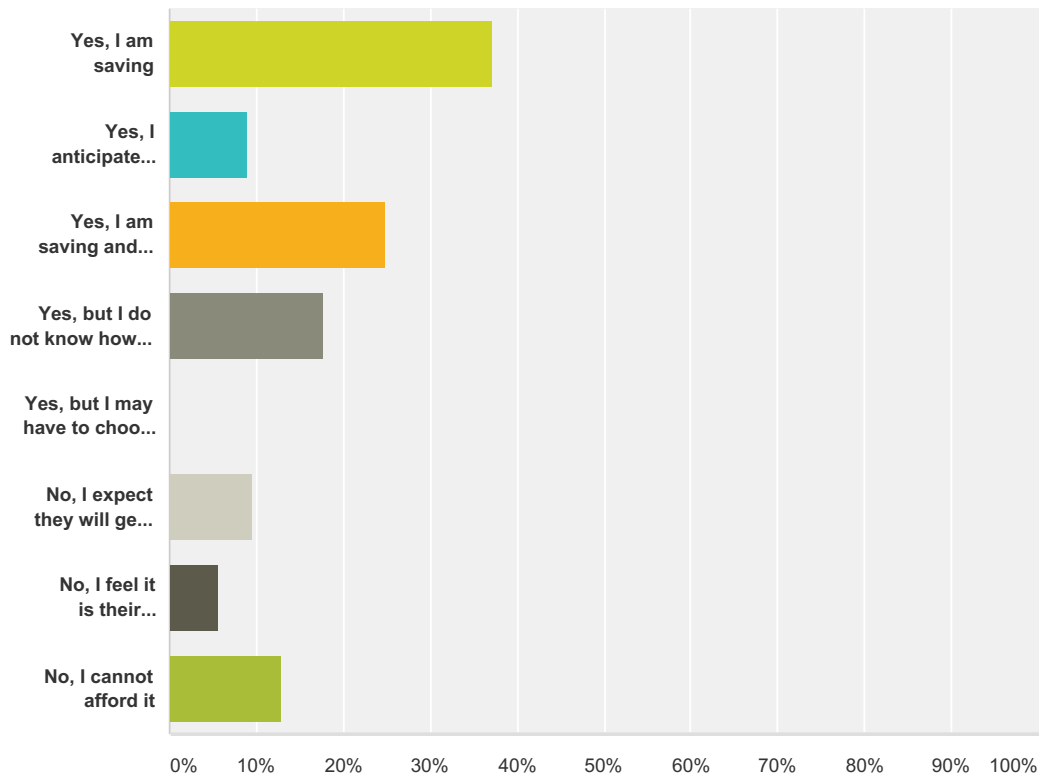
**Q1 Please indicate the number of children
you have in each age group:**

Answered: 461 Skipped: 4

Answer Choices	Responses	
Infant	91.32%	421
Toddler	91.11%	420
Preschool (3-4)	92.84%	428
Elementary School (5-10)	95.01%	438
Middle School (11-13)	93.93%	433
High School (14-18)	93.28%	430

Q2 Do you plan to fund your child/children's college education?

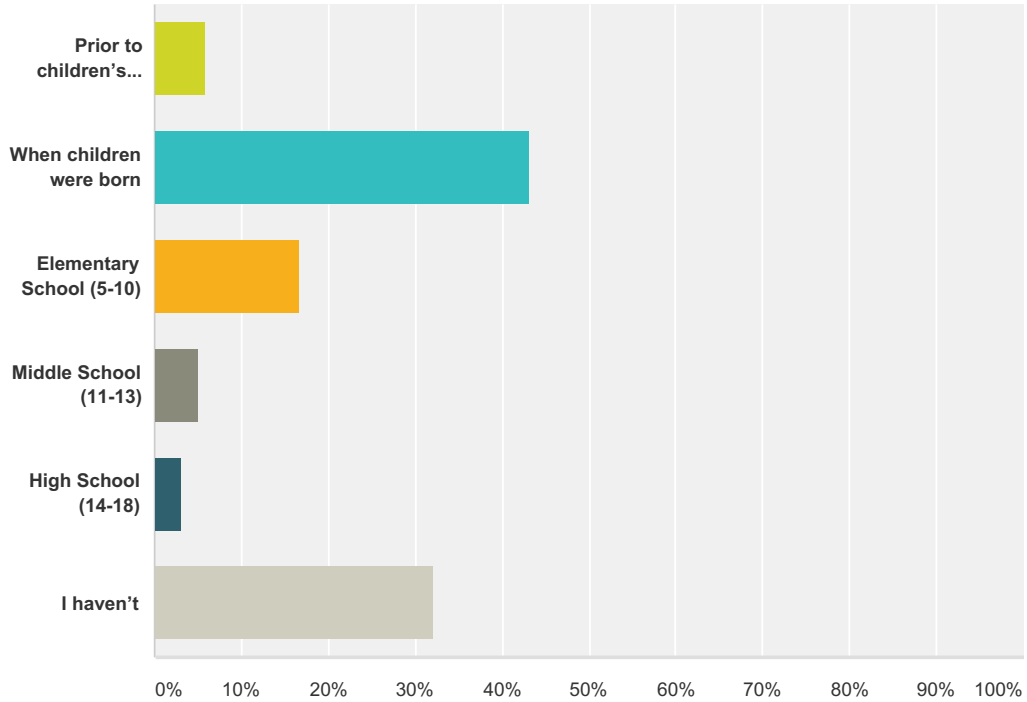
Answered: 462 Skipped: 3



Answer Choices	Responses
Yes, I am saving	37.23% 172
Yes, I anticipate taking out loans	8.87% 41
Yes, I am saving and anticipate taking out loans	24.89% 115
Yes, but I do not know how I am going to pay	17.75% 82
Yes, but I may have to choose which child to send	0.00% 0
No, I expect they will get scholarships	9.52% 44
No, I feel it is their responsibility	5.63% 26
No, I cannot afford it	12.99% 60
Total Respondents: 462	

Q3 When did you start saving for your child/children's college education? (If you have more than one child, and you started savings at different times for each, check all that apply).

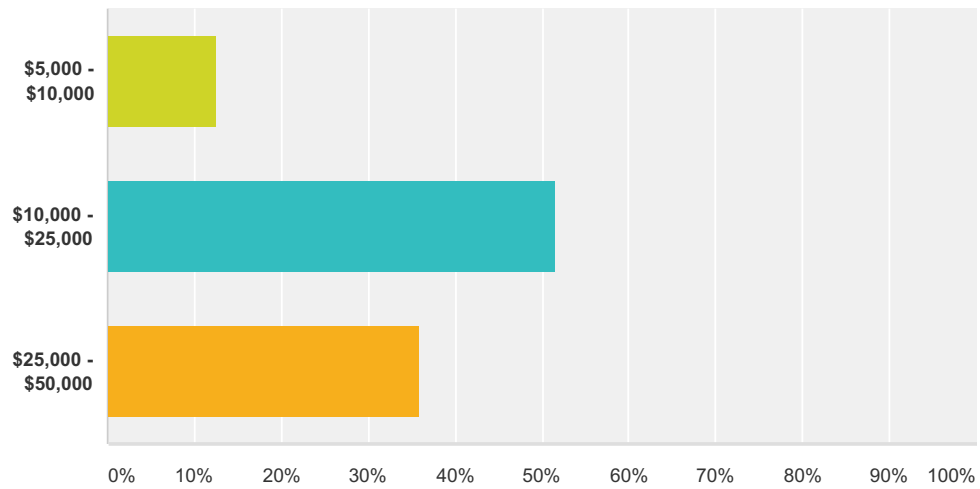
Answered: 460 Skipped: 5



Answer Choices	Responses
Prior to children's birth	5.87% 27
When children were born	43.26% 199
Elementary School (5-10)	16.74% 77
Middle School (11-13)	5.00% 23
High School (14-18)	3.04% 14
I haven't	32.17% 148
Total Respondents: 460	

Q4 How much do you think public college costs today per year?

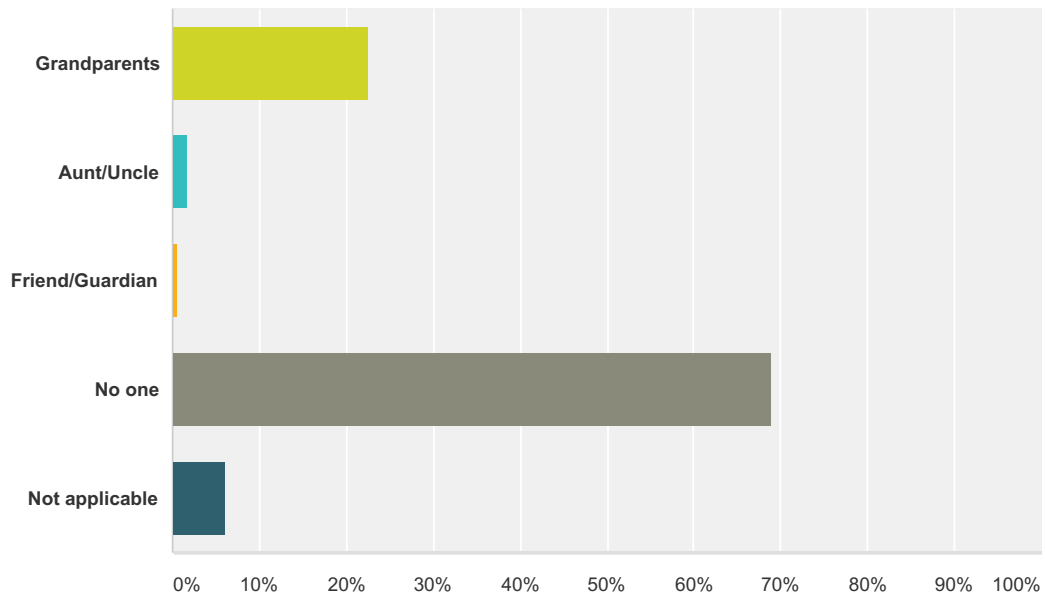
Answered: 457 Skipped: 8



Answer Choices	Responses
\$5,000 - \$10,000	12.47% 57
\$10,000 - \$25,000	51.64% 236
\$25,000 - \$50,000	35.89% 164
Total	457

Q5 Who else, if anyone, is helping or will help pay for college?

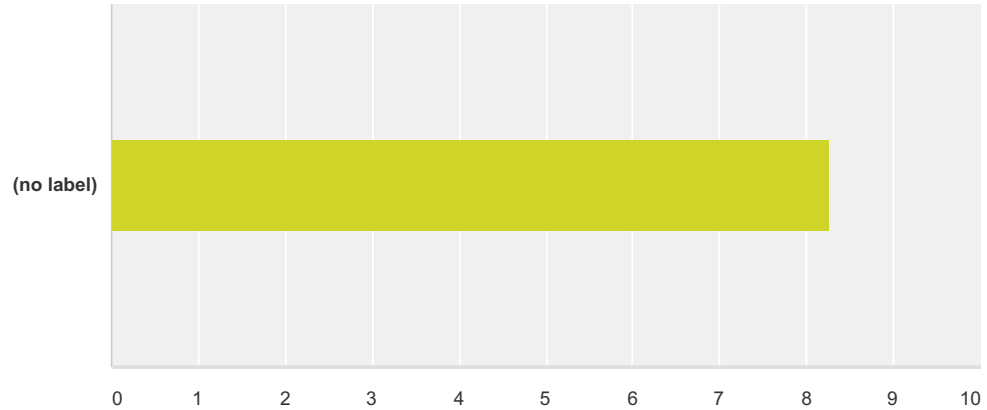
Answered: 461 Skipped: 4



Answer Choices	Responses	
Grandparents	22.56%	104
Aunt/Uncle	1.74%	8
Friend/Guardian	0.65%	3
No one	68.98%	318
Not applicable	6.07%	28
Total		461

Q6 How would you feel if your child could not go to college? (Please answer on a scale of 1-10 with 1 being "Not At All Disappointed" to 10 being "Extremely Disappointed").

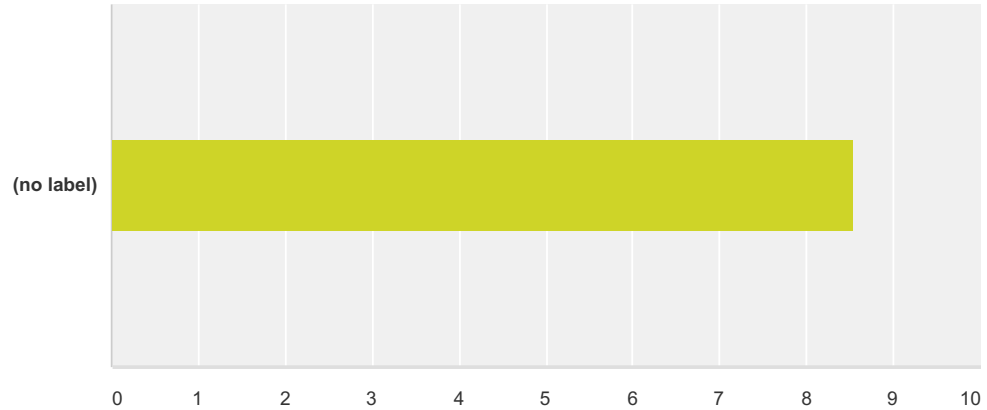
Answered: 455 Skipped: 10



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	4.18% 19	2.20% 10	1.10% 5	1.32% 6	9.45% 43	2.64% 12	5.27% 24	10.33% 47	9.01% 41	54.51% 248	455	8.26

Q7 How would you feel if your child could not afford to go to college? (Please answer on a scale of 1-10 with 1 being "Not At All Disappointed" to 10 being "Extremely Disappointed").

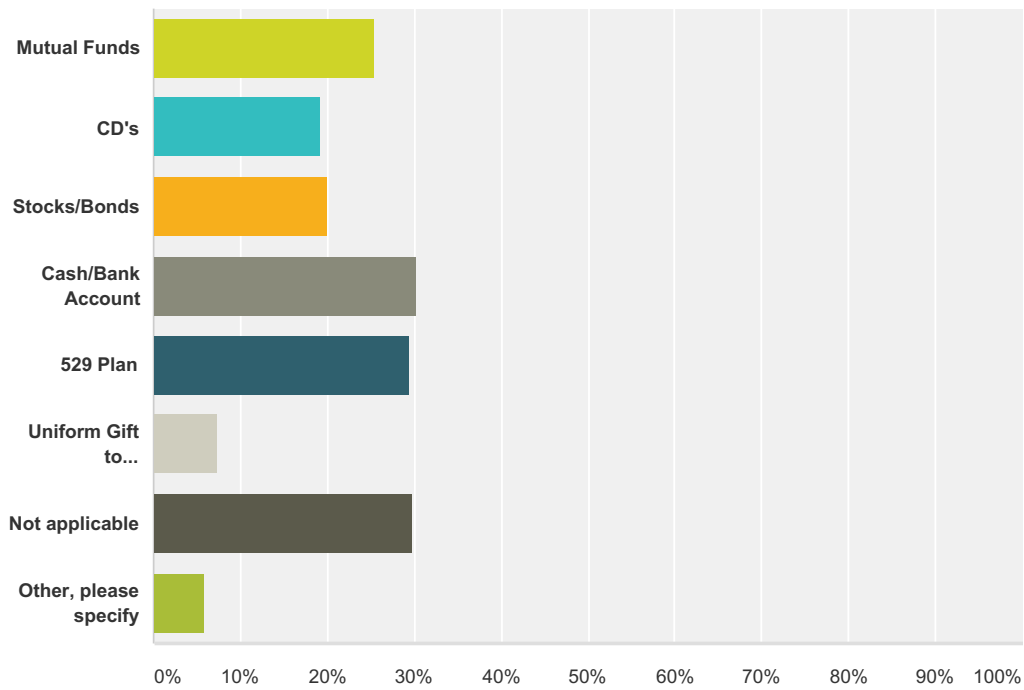
Answered: 456 Skipped: 9



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	4.17% 19	1.32% 6	1.10% 5	1.32% 6	6.58% 30	1.97% 9	3.95% 18	10.75% 49	9.21% 42	59.65% 272	456	8.53

Q8 If you are saving, what vehicles are you using? (Check all that apply)

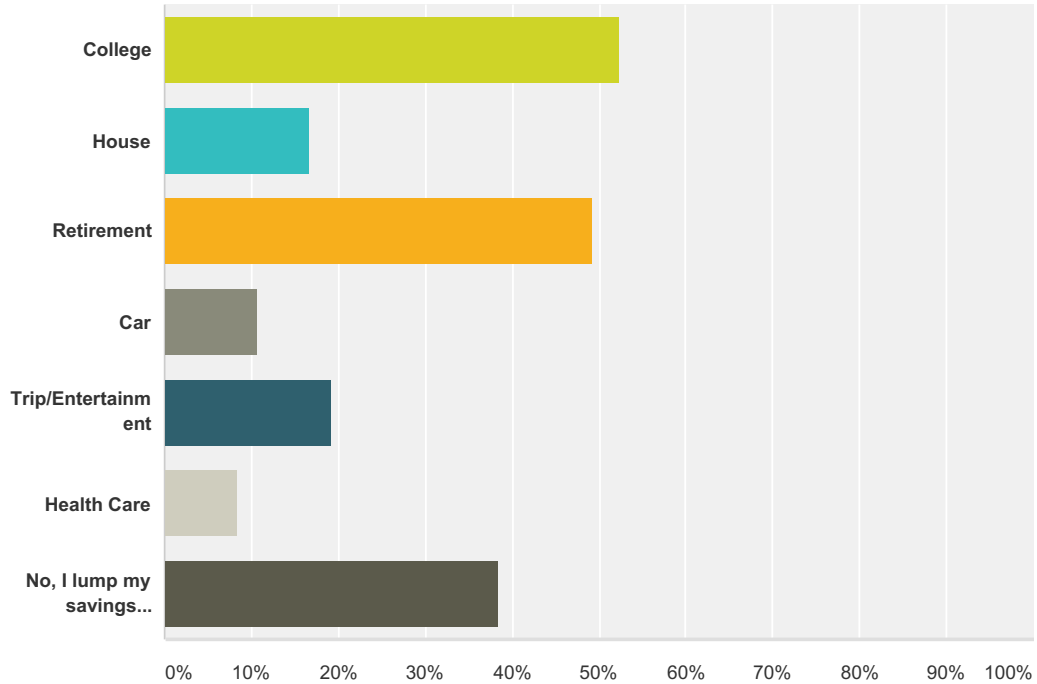
Answered: 456 Skipped: 9



Answer Choices	Responses	
Mutual Funds	25.44%	116
CD's	19.30%	88
Stocks/Bonds	19.96%	91
Cash/Bank Account	30.26%	138
529 Plan	29.39%	134
Uniform Gift to Minor/Uniform Gift to Trust Accounts	7.24%	33
Not applicable	29.82%	136
Other, please specify	5.92%	27
Total Respondents: 456		

Q9 When you think of savings, do you think of a specific goal? (check all specific goals that apply)

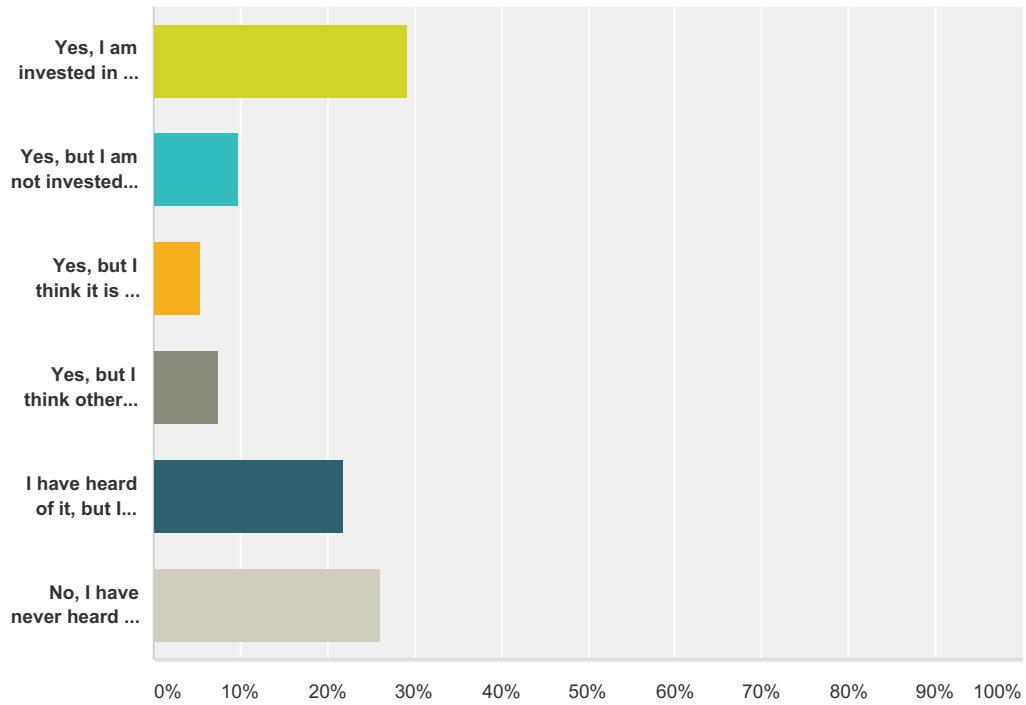
Answered: 455 Skipped: 10



Answer Choices	Responses	
College	52.31%	238
House	16.70%	76
Retirement	49.23%	224
Car	10.55%	48
Trip/Entertainment	19.12%	87
Health Care	8.35%	38
No, I lump my savings together	38.46%	175
Total Respondents: 455		

Q10 Do you know what a 529 plan is?

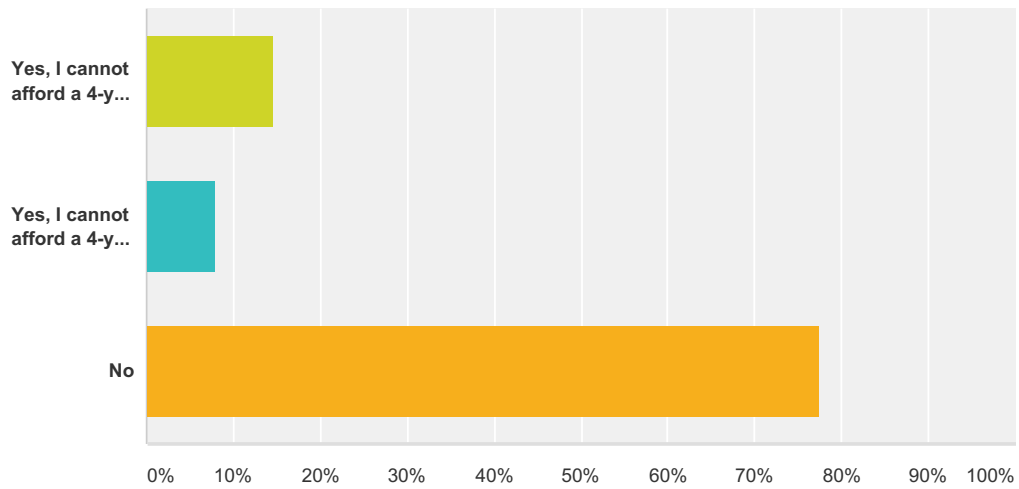
Answered: 452 Skipped: 13



Answer Choices	Responses
Yes, I am invested in a 529	29.20% 132
Yes, but I am not invested in a 529 because I do not want to lose the money if my child does not go to college	9.73% 44
Yes, but I think it is too complicated, I don't understand the benefits	5.53% 25
Yes, but I think other vehicles have better tax savings	7.52% 34
I have heard of it, but I don't know exactly what it is	21.90% 99
No, I have never heard of it	26.11% 118
Total	452

Q11 Have you had to narrow your child's choices for college because of the cost?

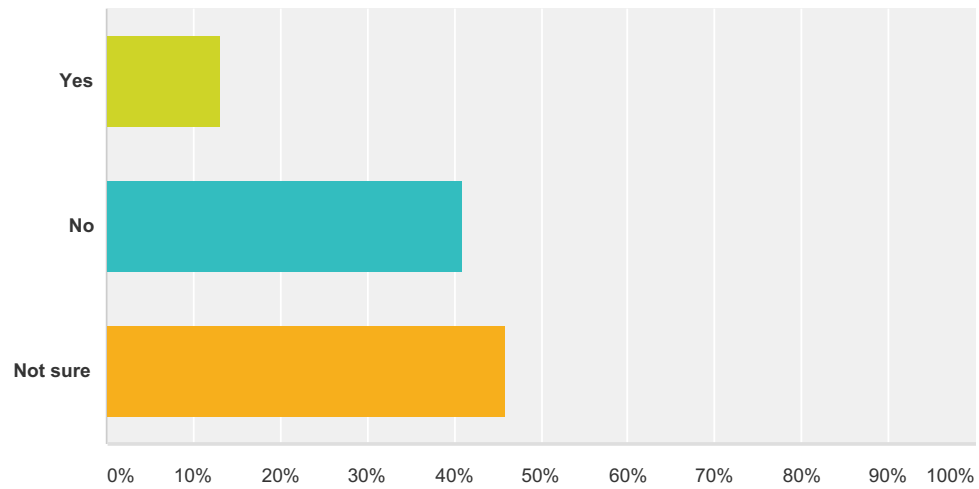
Answered: 454 Skipped: 11



Answer Choices	Responses	
Yes, I cannot afford a 4-year private school. My child/children will attend public school.	14.54%	66
Yes, I cannot afford a 4-year public school. My child will attend community college.	7.93%	36
No	77.53%	352
Total		454

Q12 Is there enough financial help from the Federal government for college?

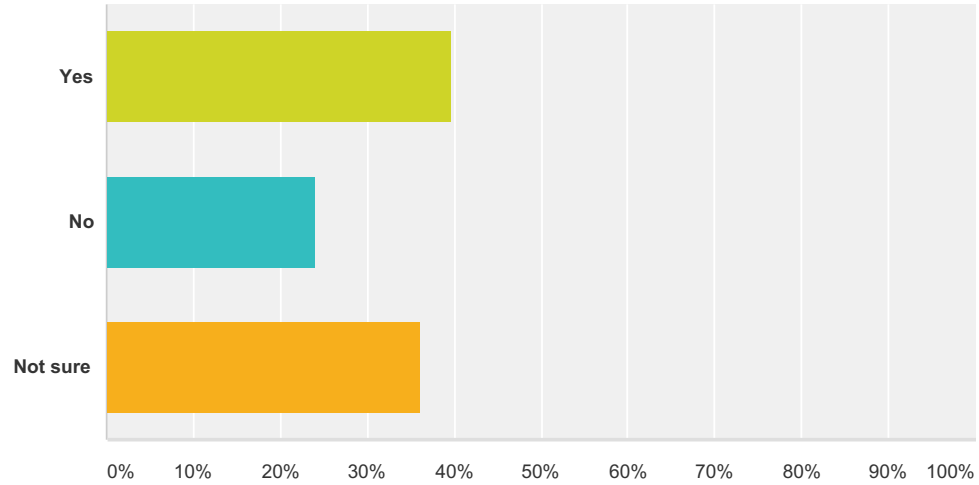
Answered: 456 Skipped: 9



Answer Choices	Responses	
Yes	13.16%	60
No	41.01%	187
Not sure	45.83%	209
Total		456

Q13 If the government offered Federal tax benefits for college savings for low-to moderate-income families, would this increase your likelihood of saving for college?

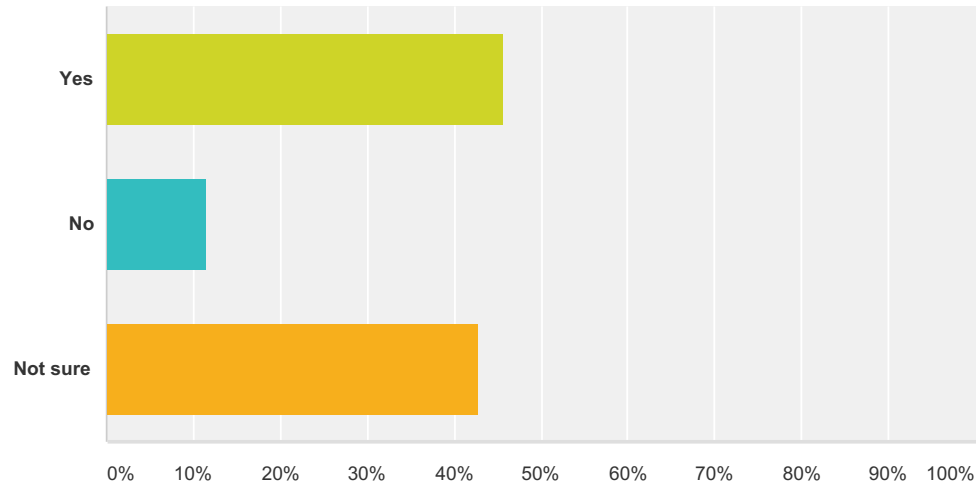
Answered: 453 Skipped: 12



Answer Choices	Responses
Yes	39.74% 180
No	24.06% 109
Not sure	36.20% 164
Total	453

Q14 Would your family benefit if the amount you saved in 529 plans did not affect the amount of financial aid you would be eligible for from the Federal government?

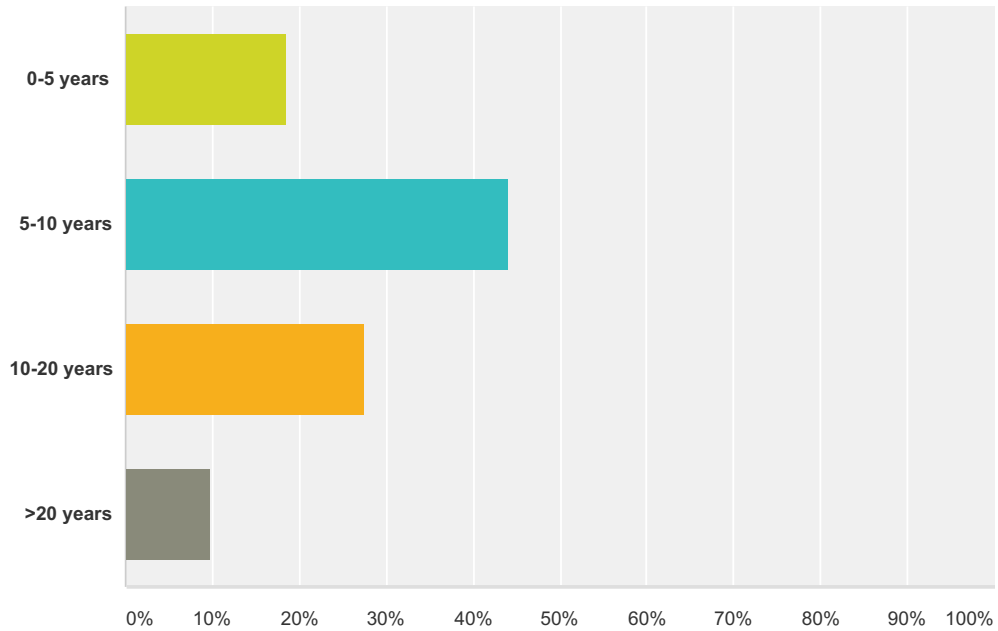
Answered: 453 Skipped: 12



Answer Choices	Responses	
Yes	45.70%	207
No	11.48%	52
Not sure	42.83%	194
Total		453

Q15 Do you anticipate how long it will take for you or your child to pay off the average private college tuition funded through loans?

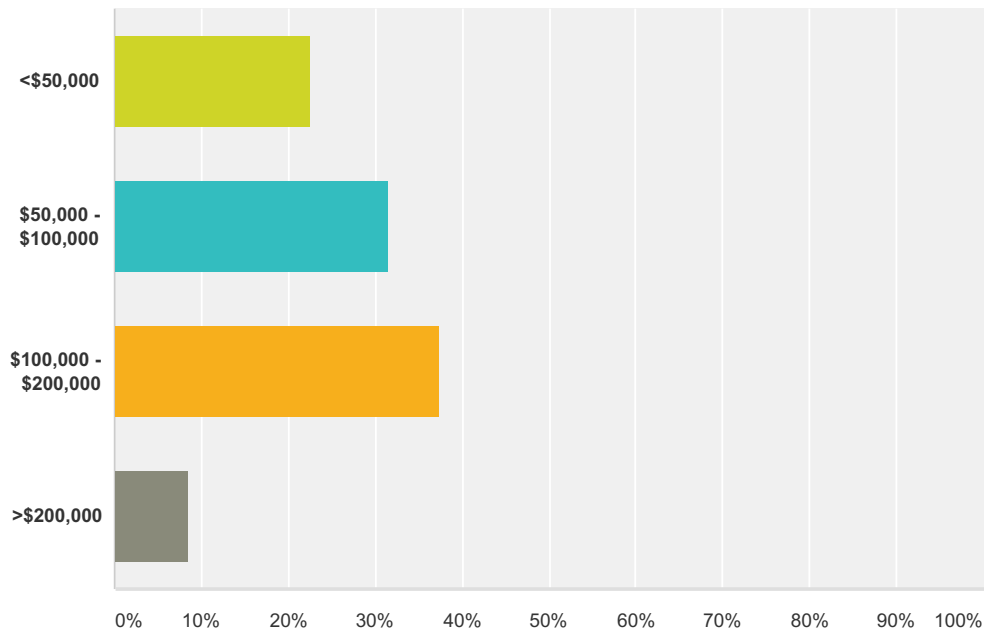
Answered: 453 Skipped: 12



Answer Choices	Responses
0-5 years	18.54% 84
5-10 years	44.15% 200
10-20 years	27.59% 125
>20 years	9.71% 44
Total	453

Q16 What is your annual household income?

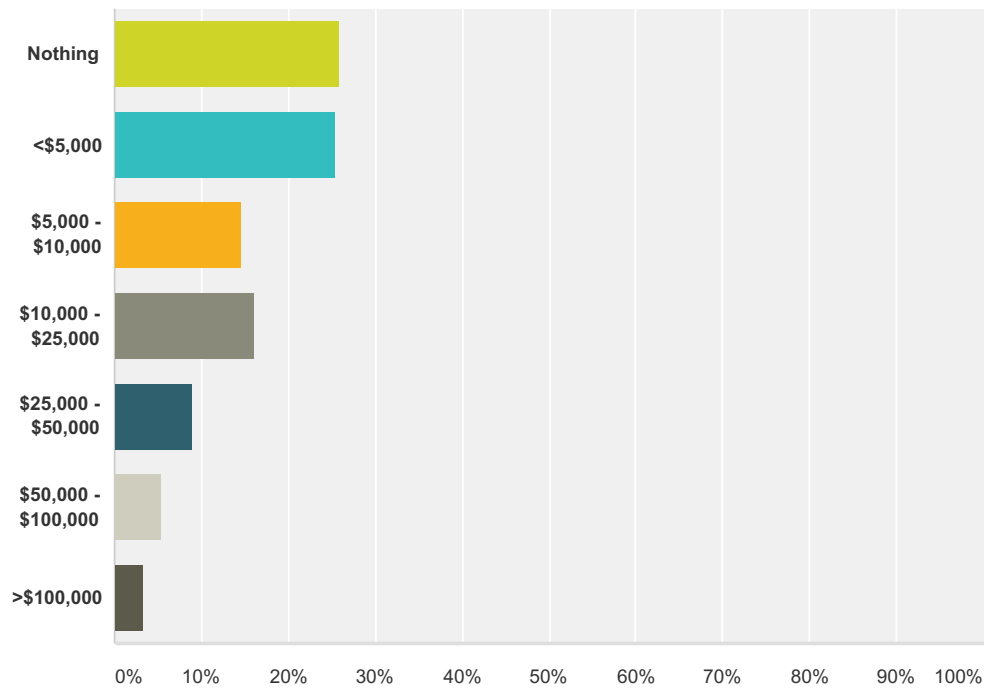
Answered: 455 Skipped: 10



Answer Choices	Responses	
<\$50,000	22.64%	103
\$50,000 - \$100,000	31.43%	143
\$100,000 - \$200,000	37.36%	170
>\$200,000	8.57%	39
Total		455

Q17 How much have you saved for your children's college education (per child)?

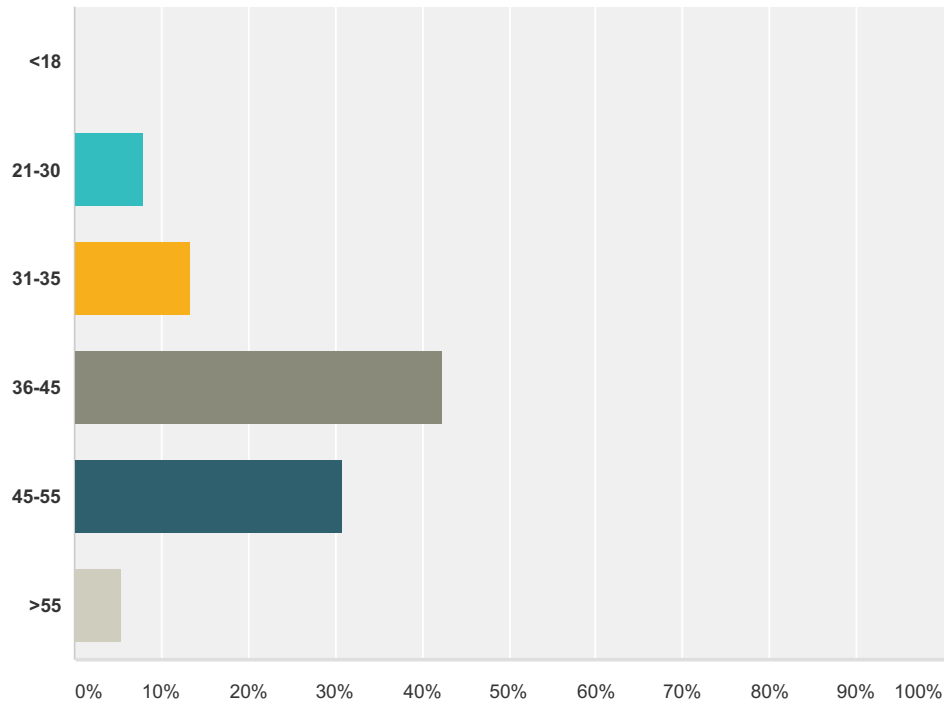
Answered: 452 Skipped: 13



Answer Choices	Responses	
Nothing	25.88%	117
<\$5,000	25.44%	115
\$5,000 - \$10,000	14.60%	66
\$10,000 - \$25,000	16.15%	73
\$25,000 - \$50,000	9.07%	41
\$50,000 - \$100,000	5.53%	25
>\$100,000	3.32%	15
Total		452

Q18 How old are you?

Answered: 449 Skipped: 16



Answer Choices	Responses	
<18	0.00%	0
21-30	8.02%	36
31-35	13.36%	60
36-45	42.32%	190
45-55	30.96%	139
>55	5.35%	24
Total		449