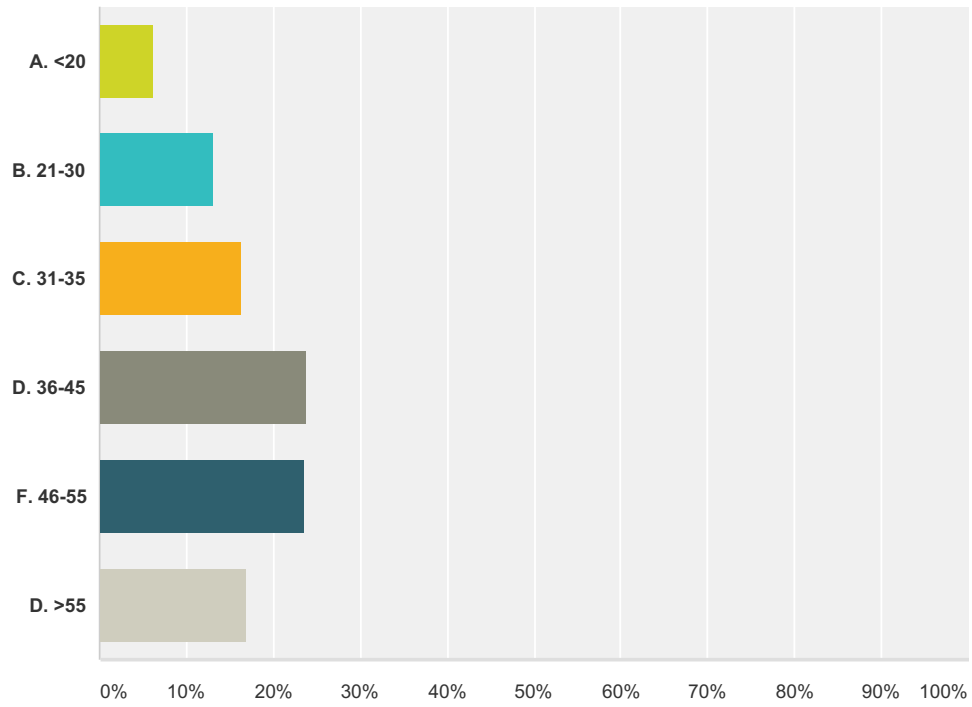


Q1 How old are you?

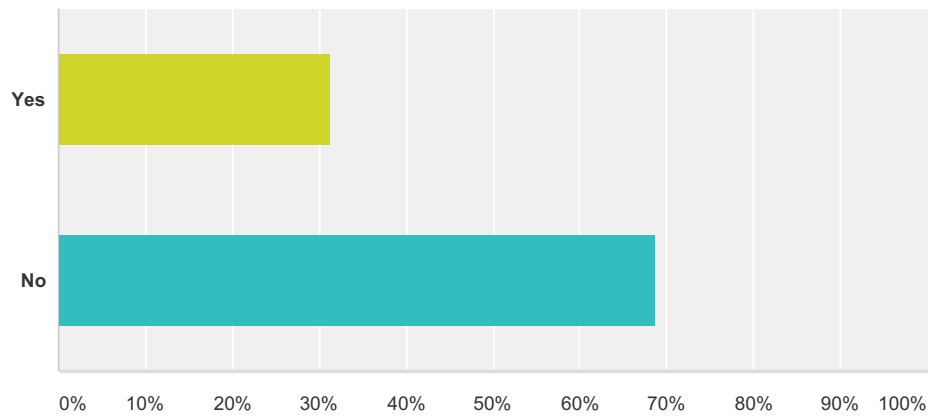
Answered: 885 Skipped: 0



Answer Choices	Responses	Count
A. <20	6.33%	56
B. 21-30	13.11%	116
C. 31-35	16.27%	144
D. 36-45	23.73%	210
F. 46-55	23.62%	209
D. >55	16.95%	150
Total		885

Q2 Do you have at least one child with the age of newborn to 5 years old?

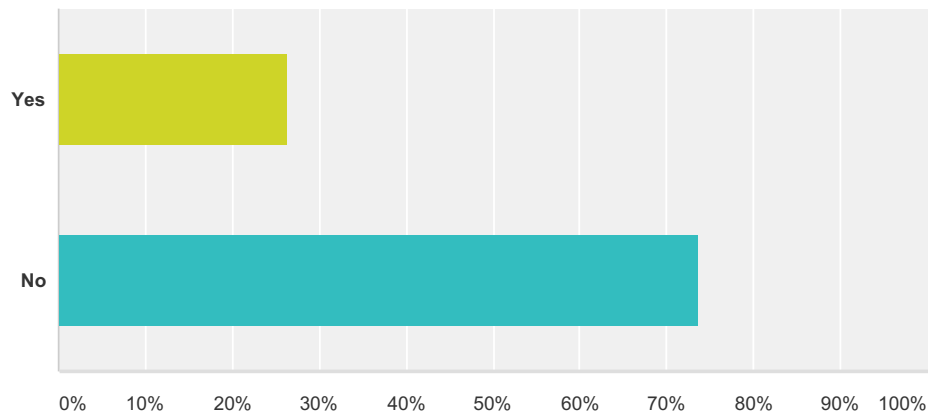
Answered: 882 Skipped: 3



Answer Choices	Responses
Yes	31.41% 277
No	68.59% 605
Total	882

Q3 Do you have at least one child 6-10 years?

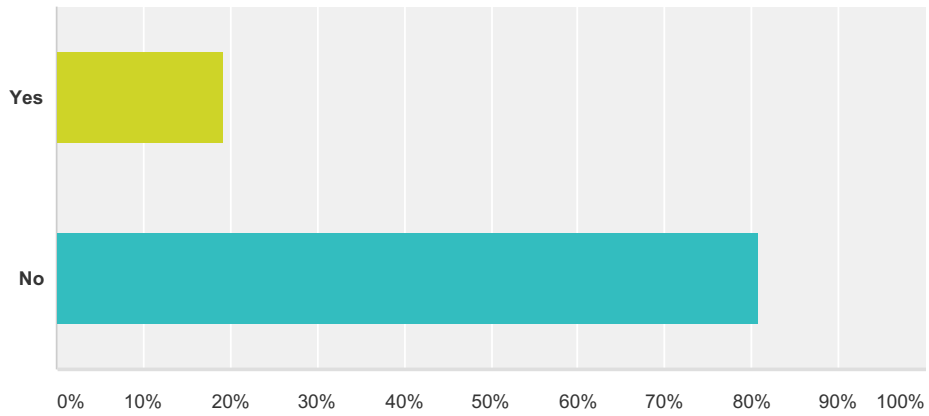
Answered: 875 Skipped: 10



Answer Choices	Responses	
Yes	26.29%	230
No	73.71%	645
Total		875

Q4 Do you have at least one child 11-13 years?

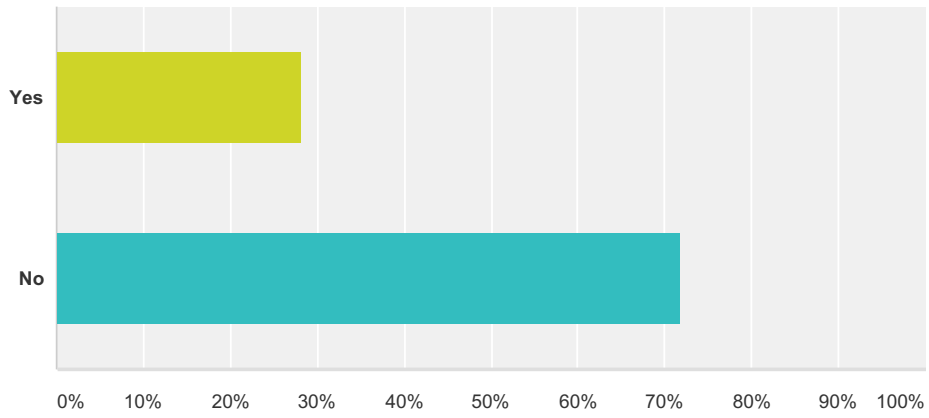
Answered: 872 Skipped: 13



Answer Choices	Responses	
Yes	19.27%	168
No	80.73%	704
Total		872

Q5 Do you have at least one child 14-18 years?

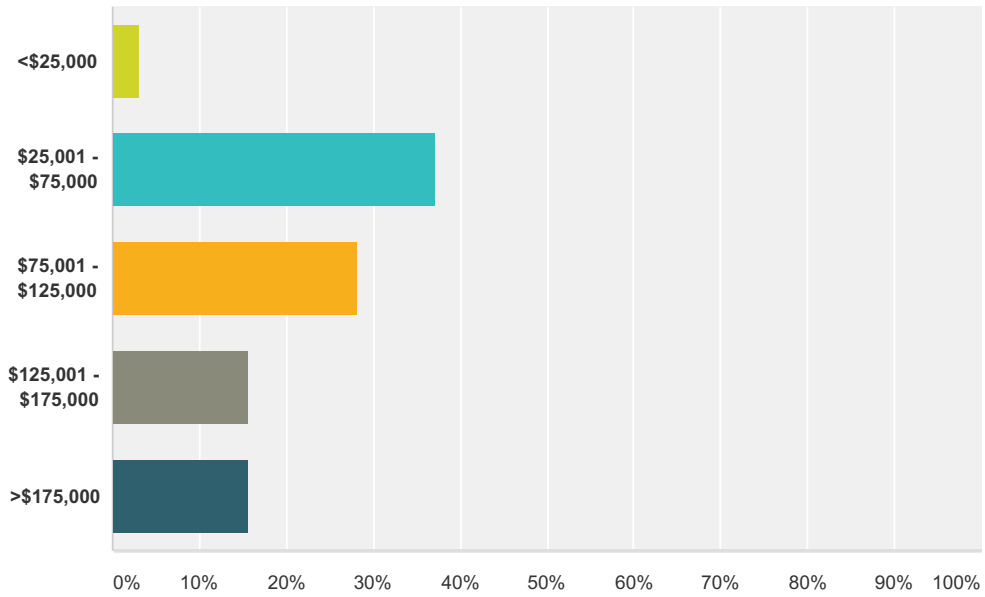
Answered: 866 Skipped: 19



Answer Choices	Responses	
Yes	28.18%	244
No	71.82%	622
Total		866

Q6 What is your annual household income?

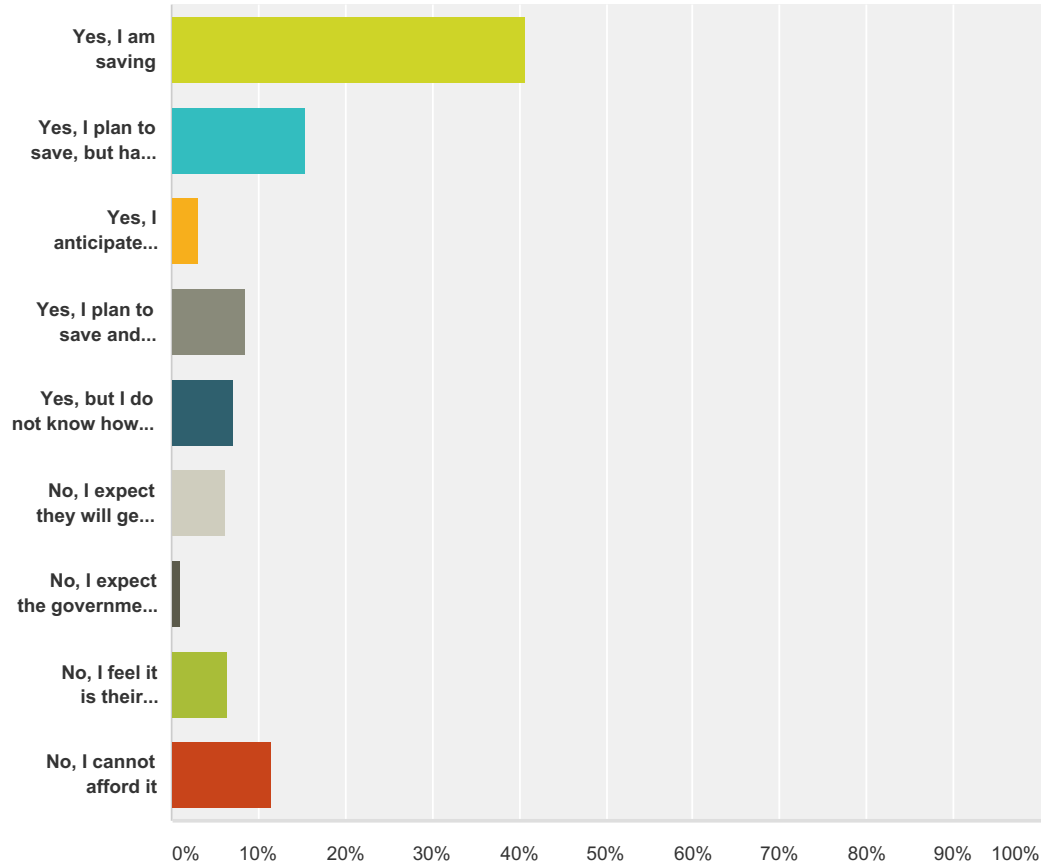
Answered: 871 Skipped: 14



Answer Choices	Responses	
<\$25,000	3.21%	28
\$25,001 - \$75,000	37.08%	323
\$75,001 - \$125,000	28.24%	246
\$125,001 - \$175,000	15.73%	137
>\$175,000	15.73%	137
Total		871

Q7 Do you plan to help fund your child/children's college education? (Select One)

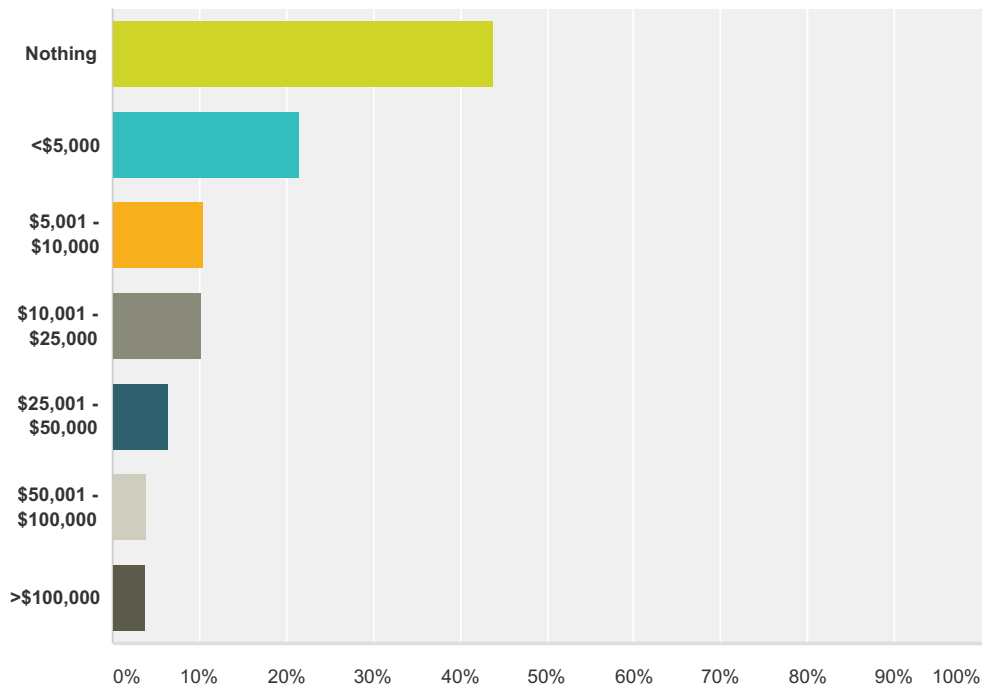
Answered: 847 Skipped: 38



Answer Choices	Responses
Yes, I am saving	40.73% 345
Yes, I plan to save, but have not yet started	15.35% 130
Yes, I anticipate taking out loans	3.07% 26
Yes, I plan to save and anticipate taking out loans	8.50% 72
Yes, but I do not know how I am going to pay	7.08% 60
No, I expect they will get scholarships	6.26% 53
No, I expect the government to help me	0.94% 8
No, I feel it is their responsibility	6.49% 55
No, I cannot afford it	11.57% 98
Total	847

Q8 How much have you saved for your children's college education (per child)?

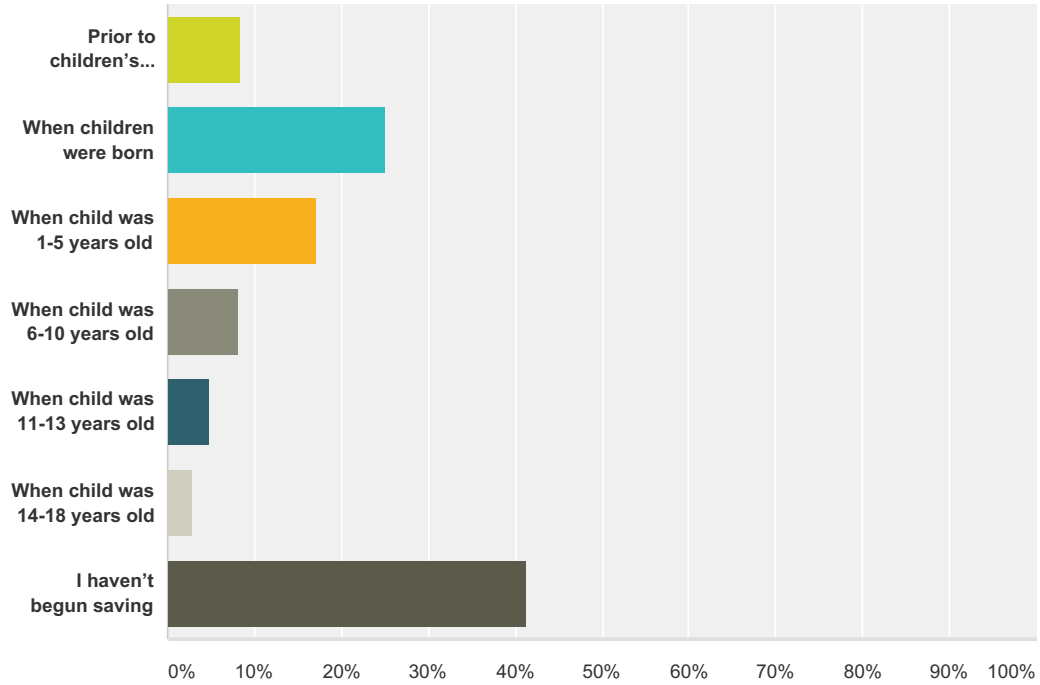
Answered: 848 Skipped: 37



Answer Choices	Responses	
Nothing	43.87%	372
<\$5,000	21.46%	182
\$5,001 - \$10,000	10.38%	88
\$10,001 - \$25,000	10.14%	86
\$25,001 - \$50,000	6.49%	55
\$50,001 - \$100,000	3.89%	33
>\$100,000	3.77%	32
Total		848

Q9 When did you start saving for your child/children's college education? (If you have more than one child, and you started saving at different times for each, check all that apply).

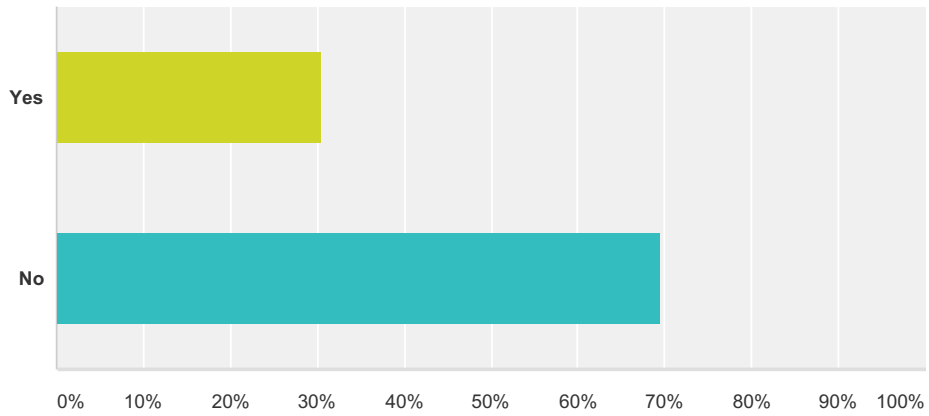
Answered: 851 Skipped: 34



Answer Choices	Responses
Prior to children's birth	8.34% 71
When children were born	25.15% 214
When child was 1-5 years old	17.04% 145
When child was 6-10 years old	8.23% 70
When child was 11-13 years old	4.70% 40
When child was 14-18 years old	2.94% 25
I haven't begun saving	41.25% 351
Total Respondents: 851	

Q10 Do you know how much you'll need to save to fund college for your children?

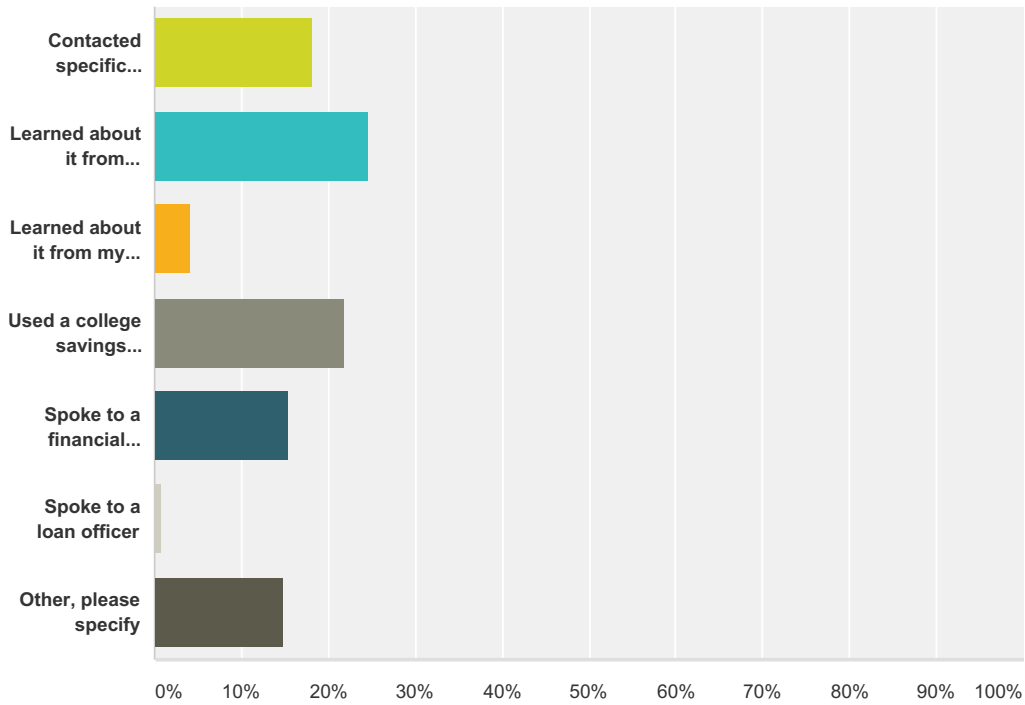
Answered: 885 Skipped: 0



Answer Choices	Responses	
Yes	30.40%	269
No	69.60%	616
Total		885

Q11 How did you determine the amount?

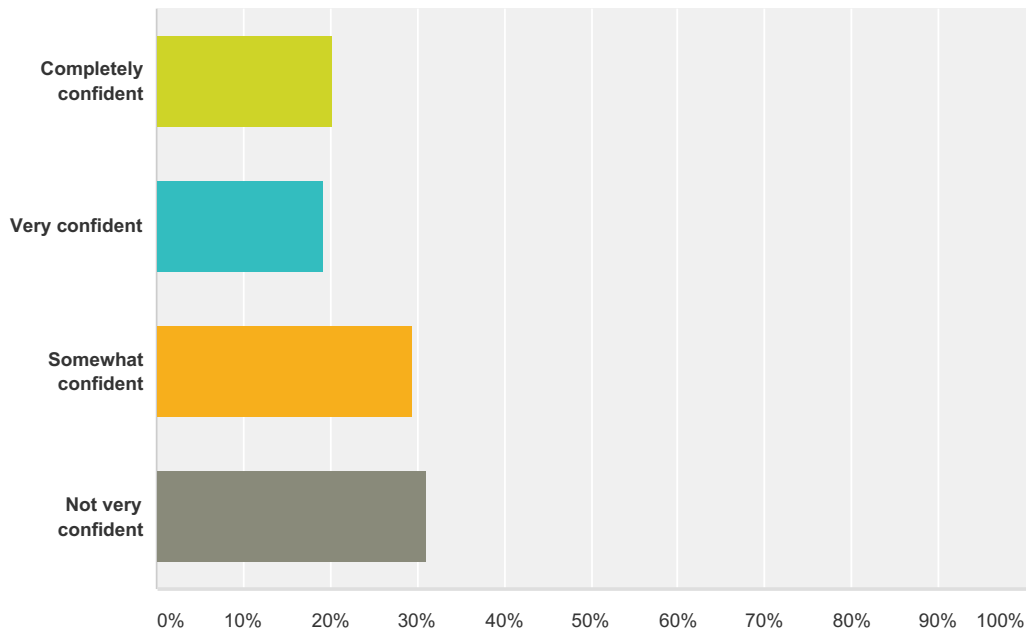
Answered: 264 Skipped: 621



Answer Choices	Responses	Count
Contacted specific colleges I have in mind	18.18%	48
Learned about it from articles, on the web, through TV programs	24.62%	65
Learned about it from my child/children's school	4.17%	11
Used a college savings calculator	21.97%	58
Spoke to a financial advisor	15.53%	41
Spoke to a loan officer	0.76%	2
Other, please specify	14.77%	39
Total		264

Q12 How confident are you that you will reach your college savings goals?

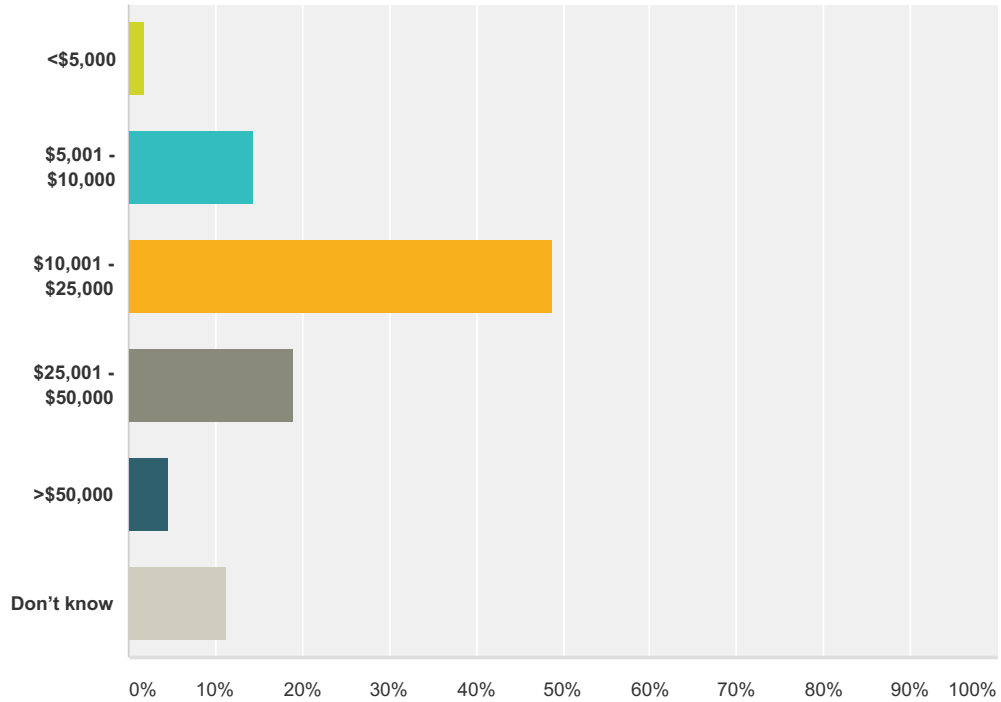
Answered: 826 Skipped: 59



Answer Choices	Responses	
Completely confident	20.22%	167
Very confident	19.13%	158
Somewhat confident	29.54%	244
Not very confident	31.11%	257
Total		826

Q13 How much do you think the average public college costs (tuition, room, board and supplies) today per year?

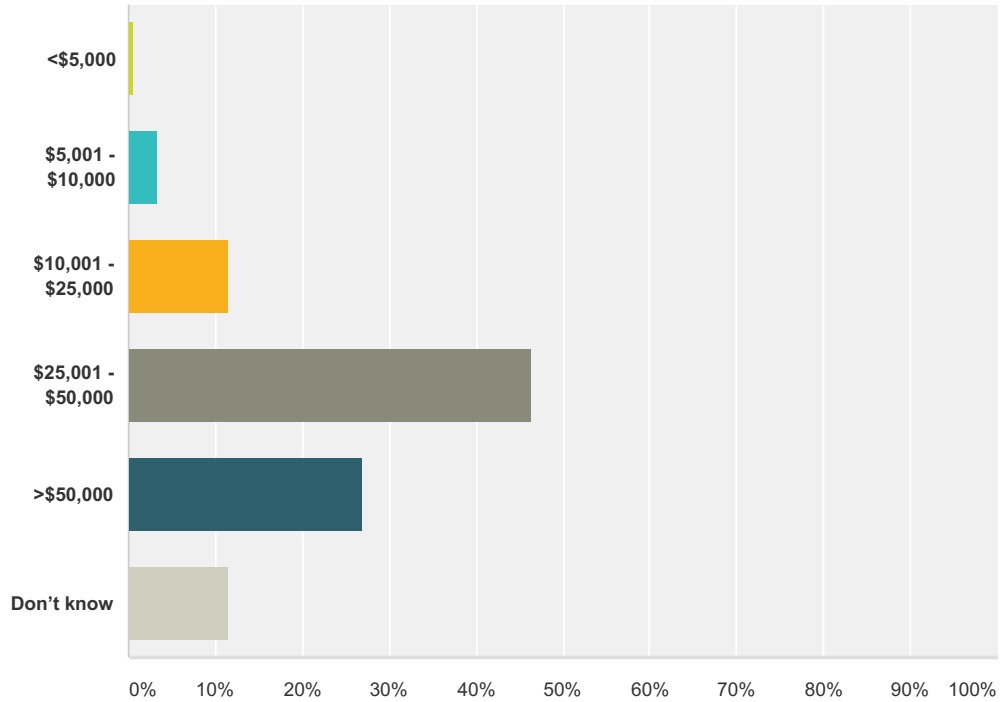
Answered: 835 Skipped: 50



Answer Choices	Responses	
<\$5,000	1.80%	15
\$5,001 - \$10,000	14.49%	121
\$10,001 - \$25,000	48.86%	408
\$25,001 - \$50,000	18.92%	158
>\$50,000	4.67%	39
Don't know	11.26%	94
Total		835

Q14 How much do you think the average private college costs (tuition, room, board and supplies) today per year?

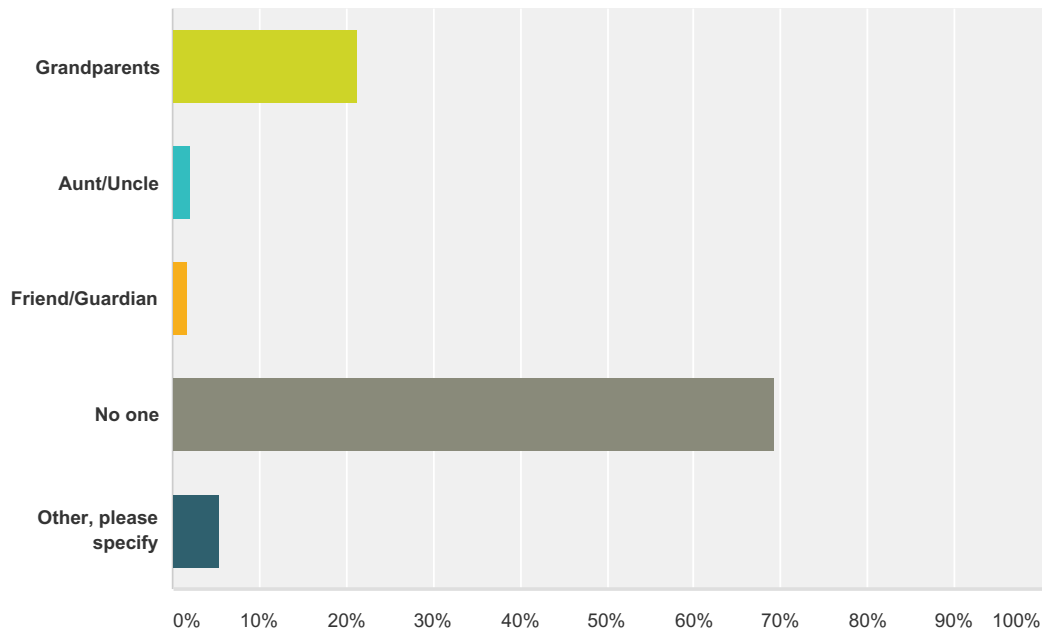
Answered: 834 Skipped: 51



Answer Choices	Responses
<\$5,000	0.60% 5
\$5,001 - \$10,000	3.24% 27
\$10,001 - \$25,000	11.39% 95
\$25,001 - \$50,000	46.40% 387
>\$50,000	26.86% 224
Don't know	11.51% 96
Total	834

Q15 Who else, if anyone, is helping or will help pay for college?

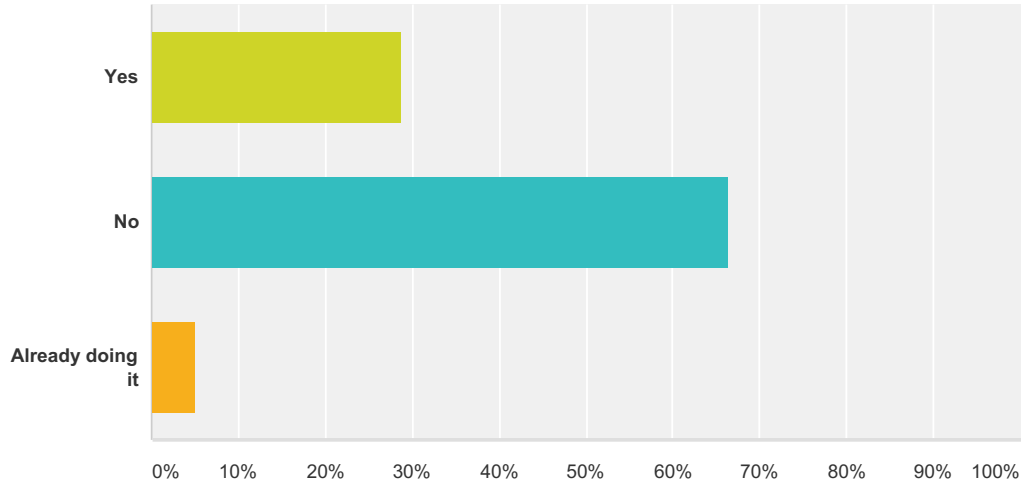
Answered: 832 Skipped: 53



Answer Choices	Responses	
Grandparents	21.39%	178
Aunt/Uncle	2.16%	18
Friend/Guardian	1.68%	14
No one	69.23%	576
Other, please specify	5.53%	46
Total		832

Q16 Would you ask friends or family to contribute toward college instead of material gifts?

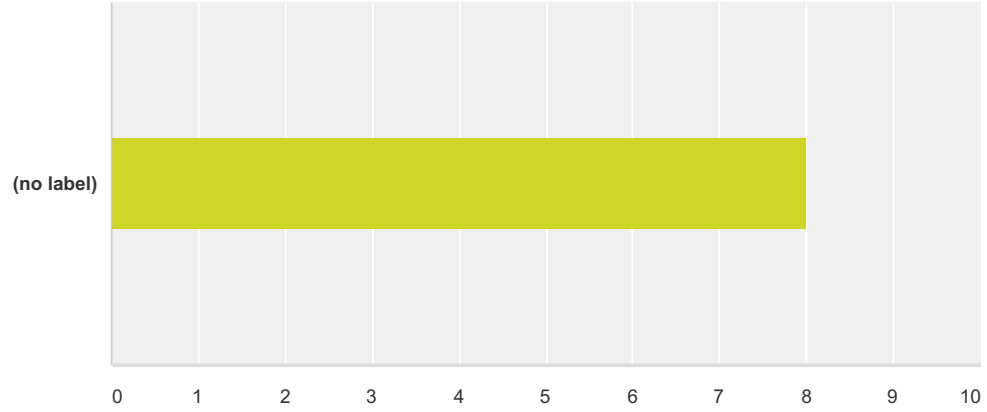
Answered: 829 Skipped: 56



Answer Choices	Responses
Yes	28.71% 238
No	66.34% 550
Already doing it	4.95% 41
Total	829

Q17 How would you feel if your child could not go to college? (On a scale of 1-10, with 10 being the most disappointed)

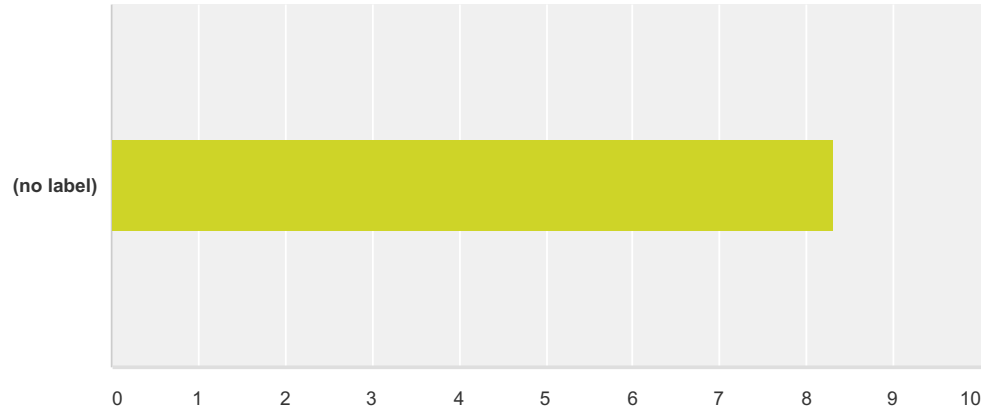
Answered: 828 Skipped: 57



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	6.16% 51	1.93% 16	1.33% 11	1.33% 11	8.57% 71	5.07% 42	7.13% 59	8.70% 72	10.75% 89	49.03% 406	828	7.99

Q18 How would you feel if your child could not afford to go to college? (On a scale of 1-10, with 10 being the most disappointed)

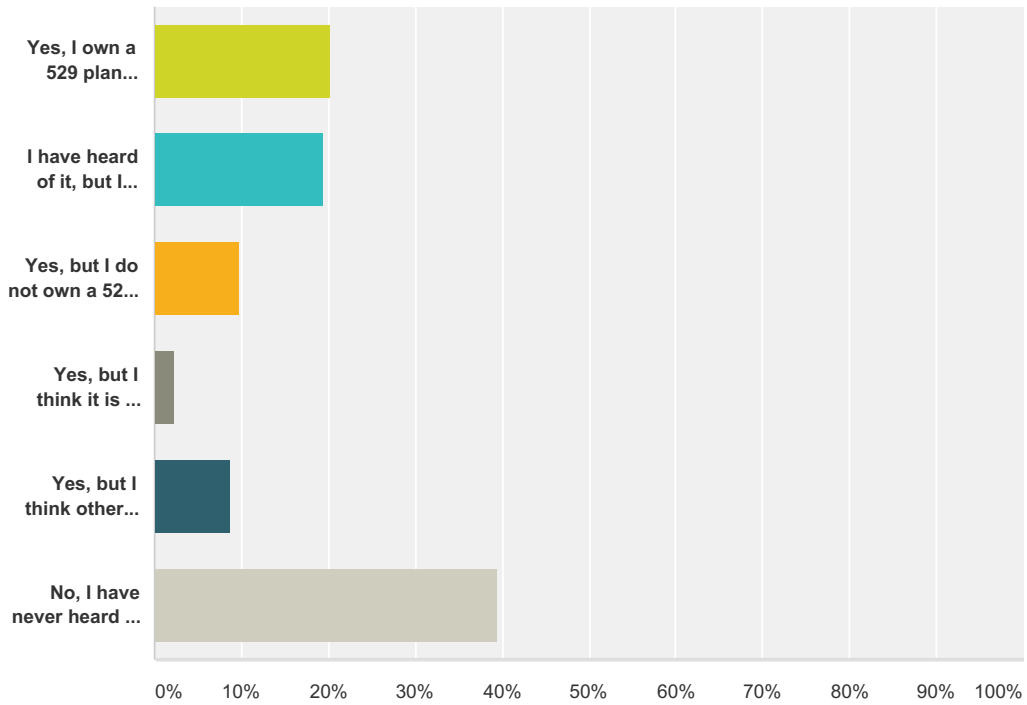
Answered: 824 Skipped: 61



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	6.19% 51	1.70% 14	0.73% 6	1.33% 11	6.19% 51	4.37% 36	5.83% 48	6.07% 50	8.25% 68	59.34% 489	824	8.31

Q19 Do you know what a 529 plan is?

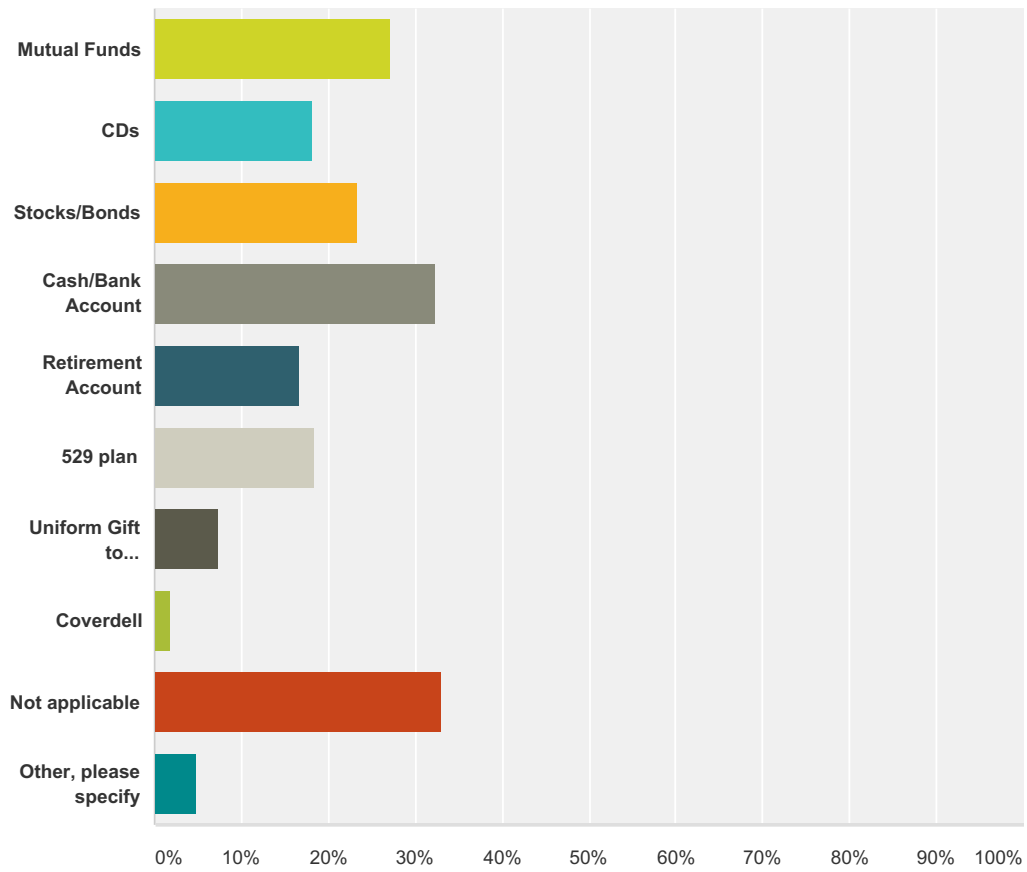
Answered: 826 Skipped: 59



Answer Choices	Responses
Yes, I own a 529 plan account	20.22% 167
I have heard of it, but I don't know exactly what it is	19.49% 161
Yes, but I do not own a 529 plan account because I do not want to lose the money if my child does not go to college	9.81% 81
Yes, but I think it is too complicated, I don't understand the benefits	2.30% 19
Yes, but I think other vehicles have better tax benefits	8.72% 72
No, I have never heard of it	39.47% 326
Total	826

Q20 If you are saving, what vehicles are you using? (Check all that apply)

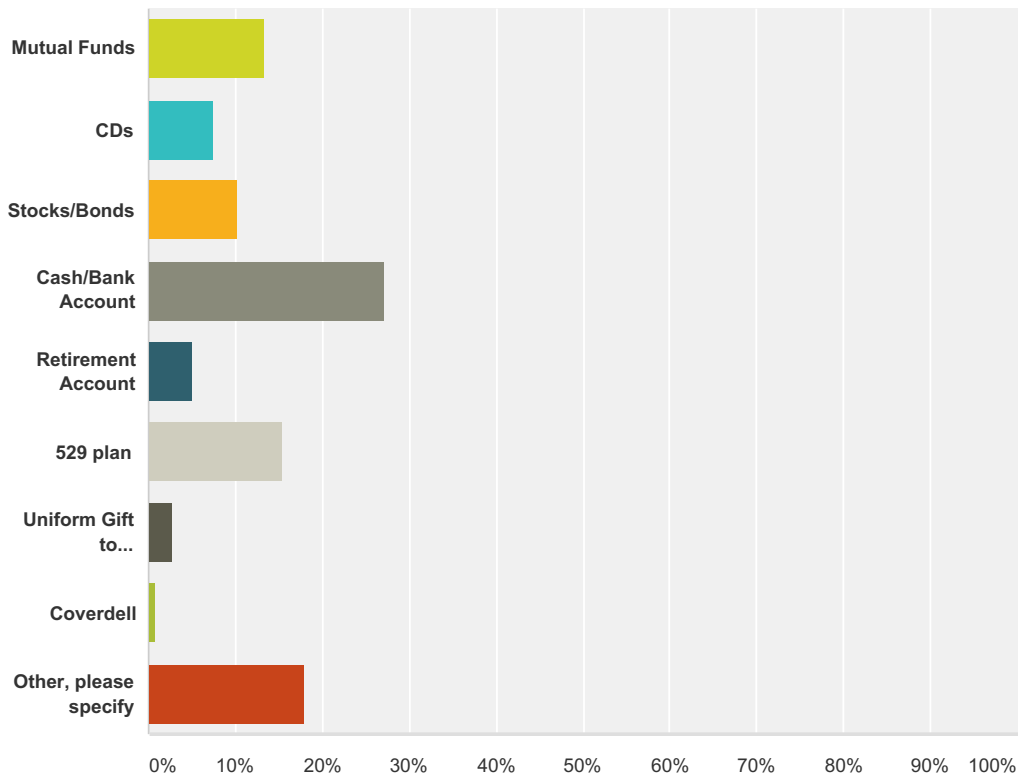
Answered: 827 Skipped: 58



Answer Choices	Responses	
Mutual Funds	27.21%	225
CDs	18.26%	151
Stocks/Bonds	23.46%	194
Cash/Bank Account	32.41%	268
Retirement Account	16.69%	138
529 plan	18.38%	152
Uniform Gift to Minor/Uniform Gift to Trust Accounts	7.26%	60
Coverdell	1.93%	16
Not applicable	33.01%	273
Other, please specify	4.84%	40
Total Respondents: 827		

Q21 What is your primary college savings vehicle? (Check one)

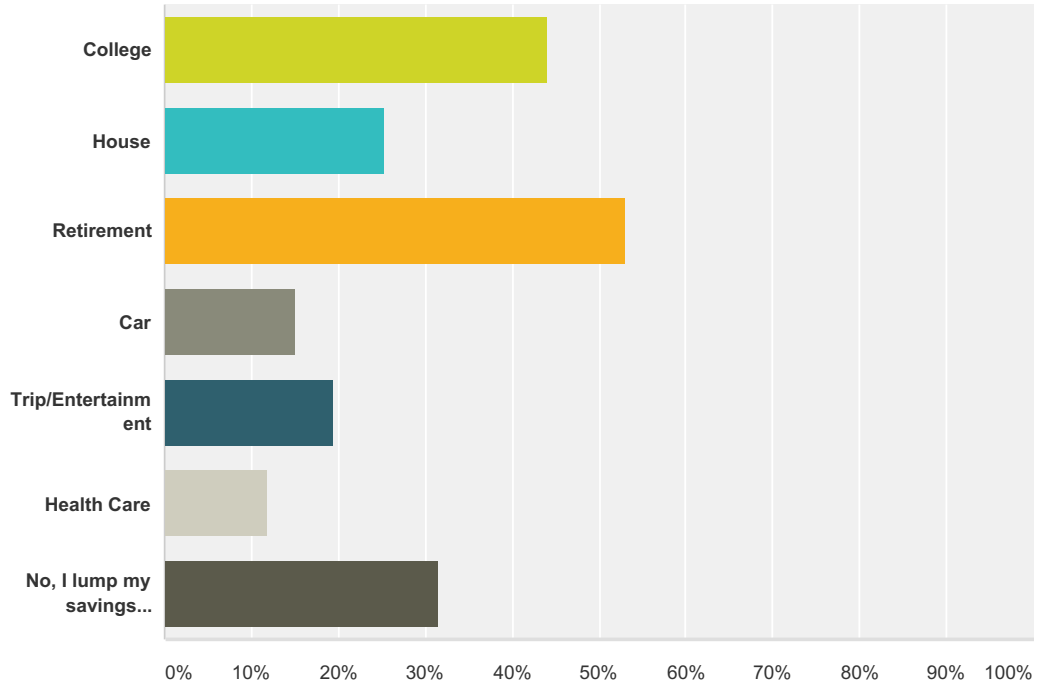
Answered: 768 Skipped: 117



Answer Choices	Responses	
Mutual Funds	13.28%	102
CDs	7.42%	57
Stocks/Bonds	10.16%	78
Cash/Bank Account	27.08%	208
Retirement Account	5.08%	39
529 plan	15.49%	119
Uniform Gift to Minor/Uniform Gift to Trust Accounts	2.73%	21
Coverdell	0.78%	6
Other, please specify	17.97%	138
Total		768

Q22 When you think of savings, do you think of a specific goal? (Check all specific goals that apply)

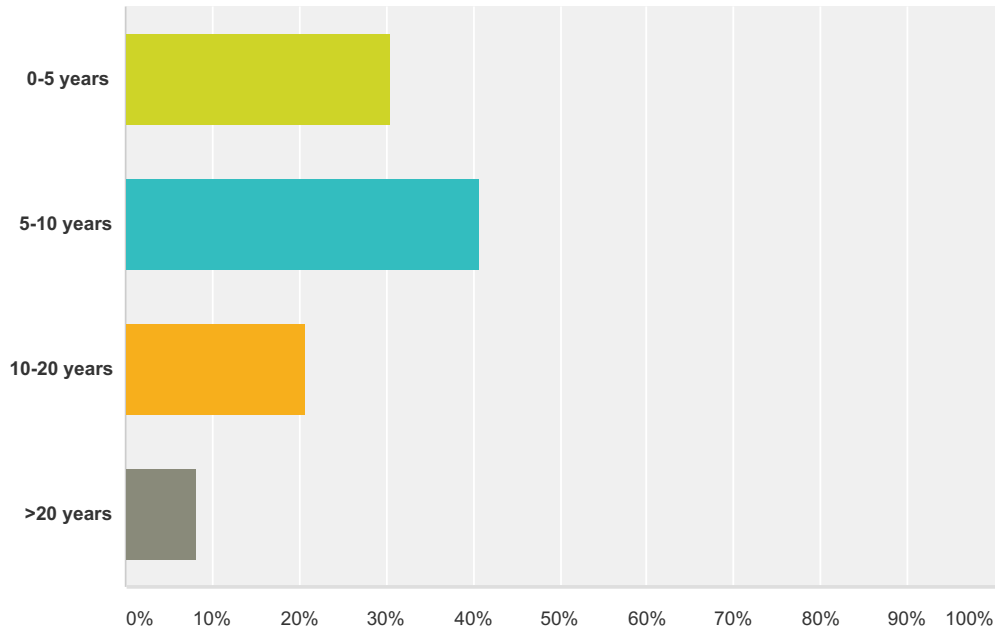
Answered: 817 Skipped: 68



Answer Choices	Responses	
College	44.06%	360
House	25.34%	207
Retirement	53.00%	433
Car	15.06%	123
Trip/Entertainment	19.46%	159
Health Care	12.00%	98
No, I lump my savings together	31.46%	257
Total Respondents: 817		

Q23 How long do you anticipate it will take you or your child to pay off the average college tuition and costs funded through loans?

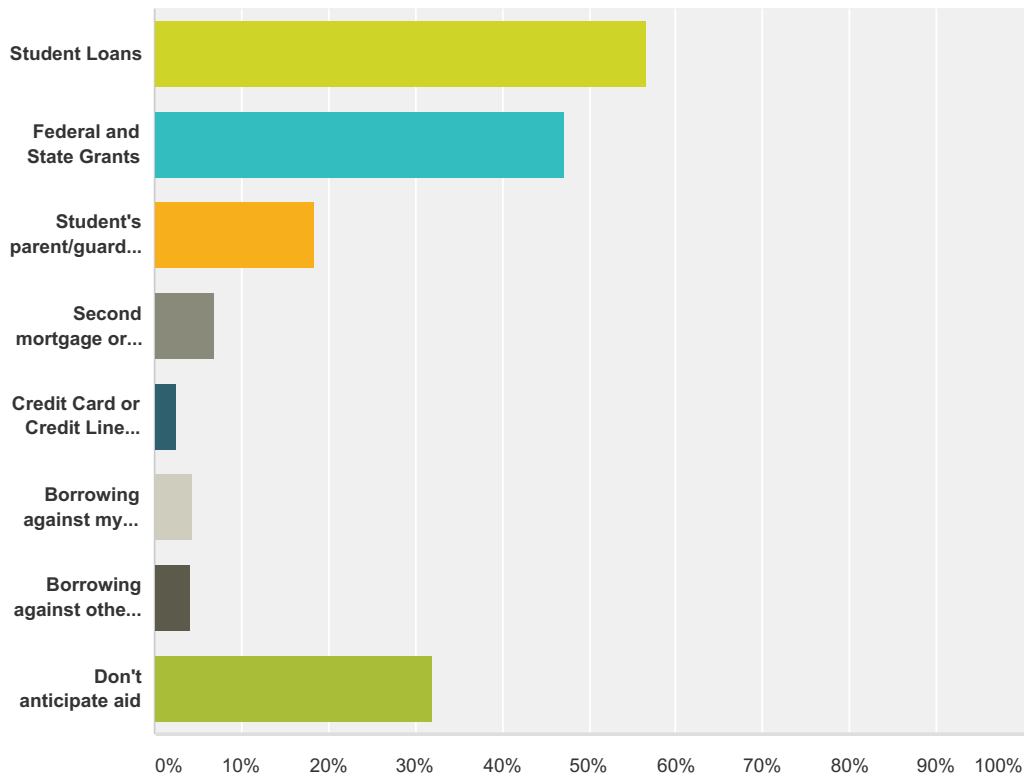
Answered: 811 Skipped: 74



Answer Choices	Responses
0-5 years	30.46% 247
5-10 years	40.81% 331
10-20 years	20.59% 167
>20 years	8.14% 66
Total	811

Q24 What kinds of aid do you anticipate getting? (Check all that apply)

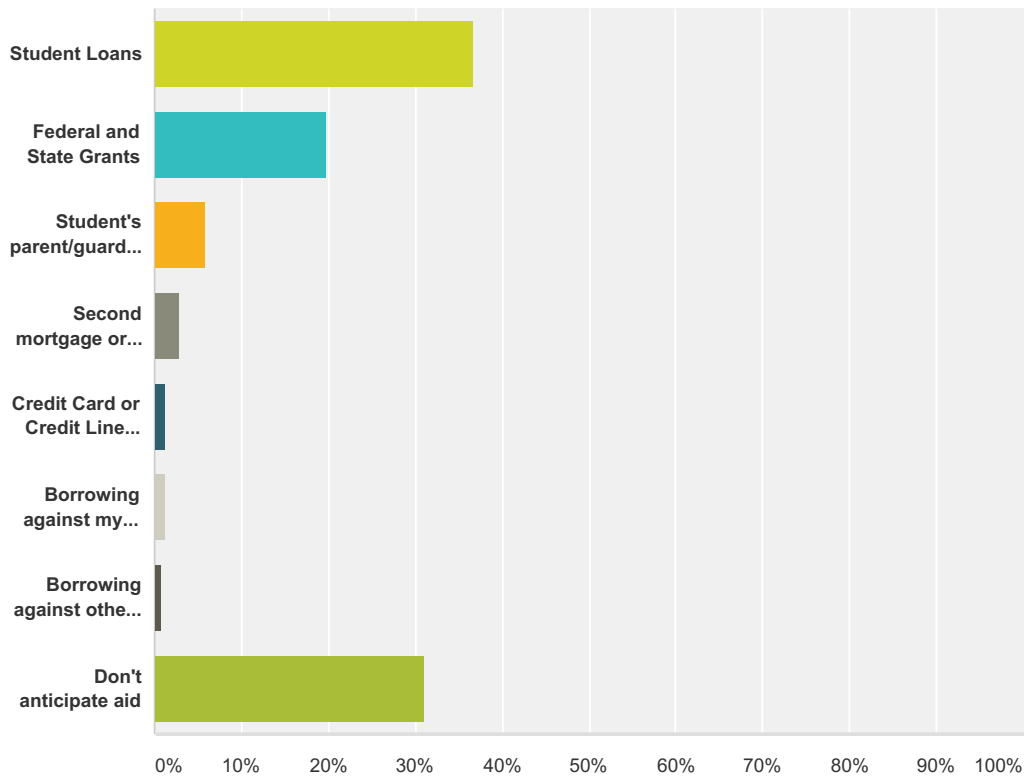
Answered: 810 Skipped: 75



Answer Choices	Responses
Student Loans	56.54% 458
Federal and State Grants	47.28% 383
Student's parent/guardian taking a loan	18.27% 148
Second mortgage or Home Equity Loan	6.91% 56
Credit Card or Credit Line cash advance	2.59% 21
Borrowing against my Retirement Account	4.44% 36
Borrowing against other investments	4.07% 33
Don't anticipate aid	31.85% 258
Total Respondents: 810	

Q25 What do you anticipate will be your number one aid source? (Check one)

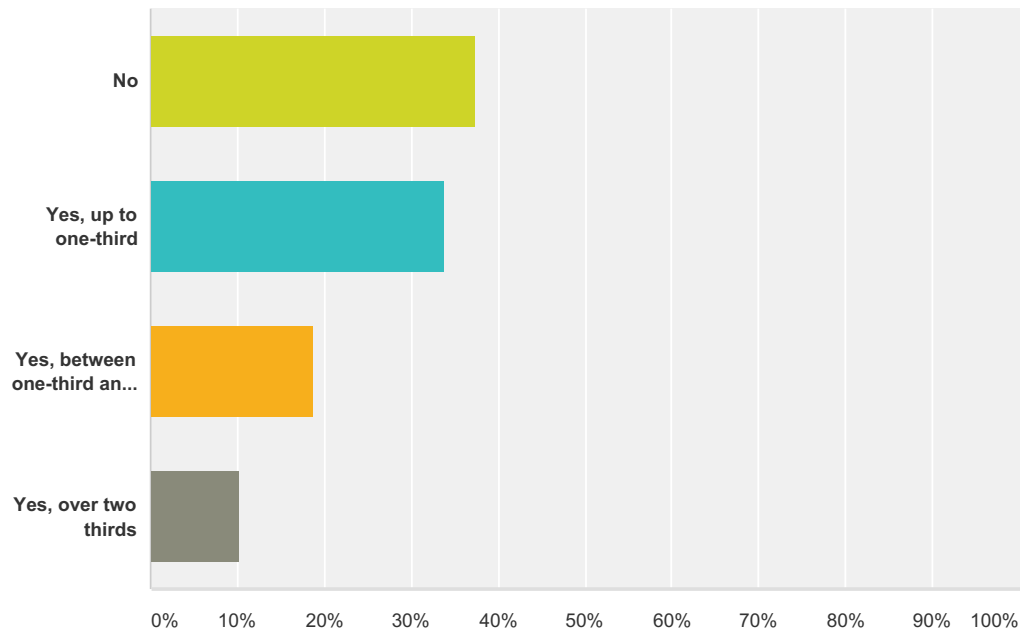
Answered: 811 Skipped: 74



Answer Choices	Responses	
Student Loans	36.74%	298
Federal and State Grants	19.85%	161
Student's parent/guardian taking a loan	5.80%	47
Second mortgage or Home Equity Loan	2.96%	24
Credit Card or Credit Line cash advance	1.36%	11
Borrowing against my Retirement Account	1.36%	11
Borrowing against other investments	0.86%	7
Don't anticipate aid	31.07%	252
Total		811

Q26 Will your child/children shoulder some of the debt? (Check one)

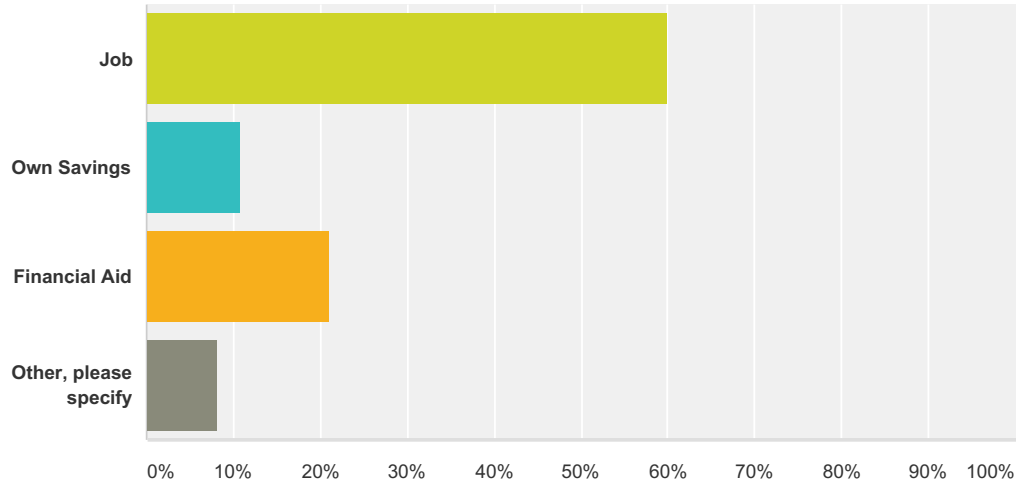
Answered: 796 Skipped: 89



Answer Choices	Responses
No	37.31% 297
Yes, up to one-third	33.79% 269
Yes, between one-third and two-thirds	18.72% 149
Yes, over two thirds	10.18% 81
Total	796

Q27 Are there other ways your child/children will contribute to college costs?

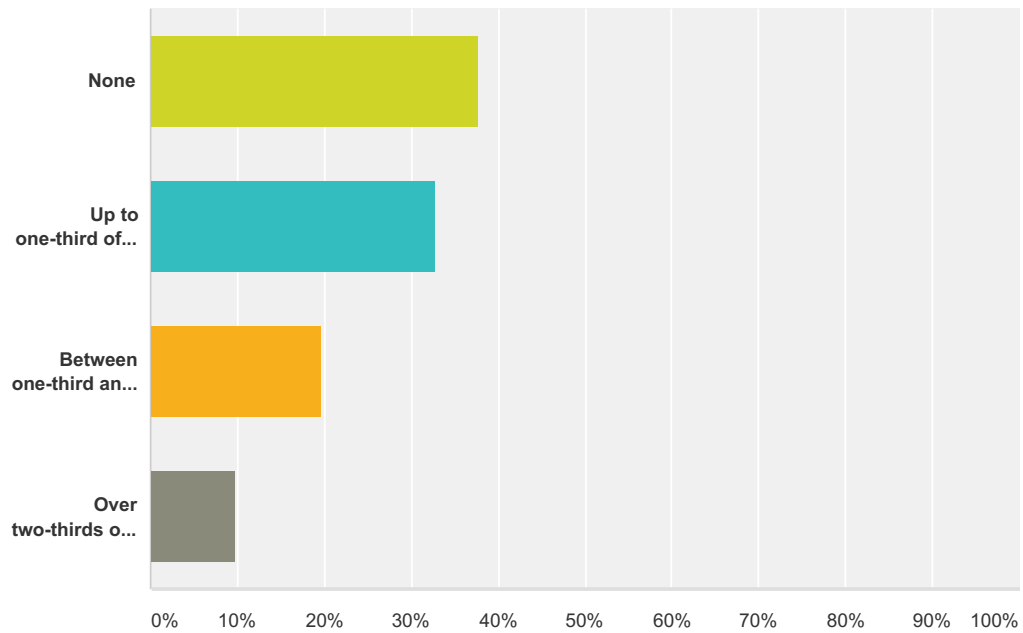
Answered: 795 Skipped: 90



Answer Choices	Responses	
Job	59.87%	476
Own Savings	10.94%	87
Financial Aid	21.13%	168
Other, please specify	8.05%	64
Total		795

Q28 How much financial aid do you anticipate receiving?

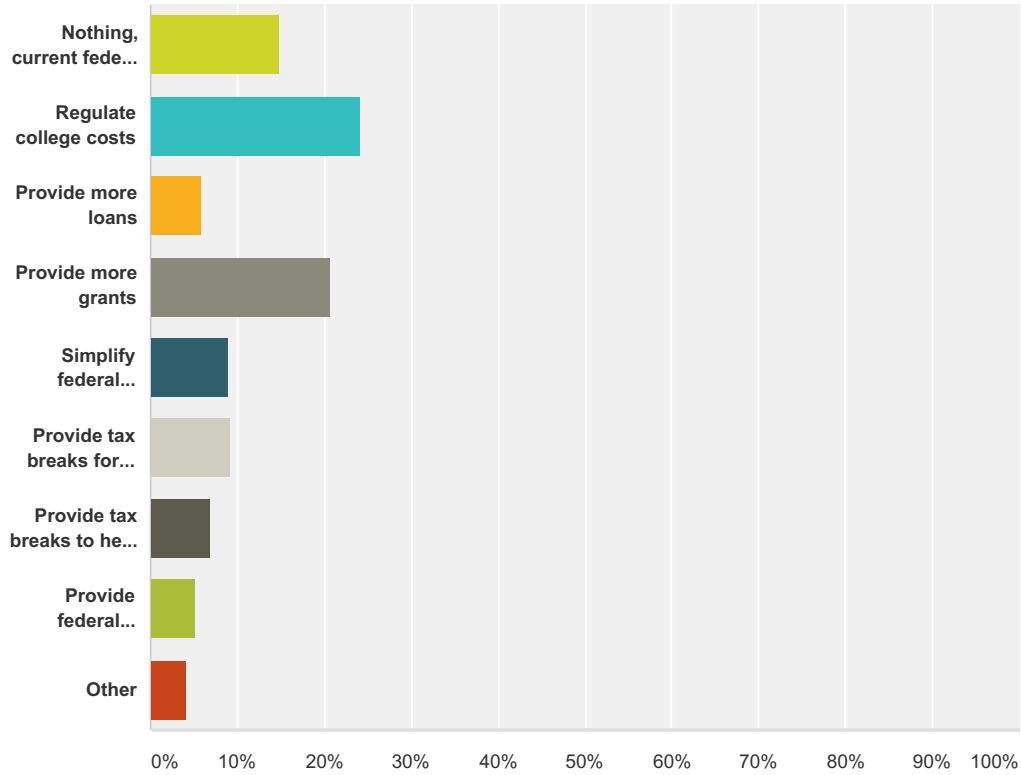
Answered: 813 Skipped: 72



Answer Choices	Responses
None	37.76% 307
Up to one-third of college costs	32.72% 266
Between one-third and two-thirds of college costs	19.68% 160
Over two-thirds of college costs	9.84% 80
Total	813

Q29 What should the next President and Congress do to help families with college costs? (Check One)

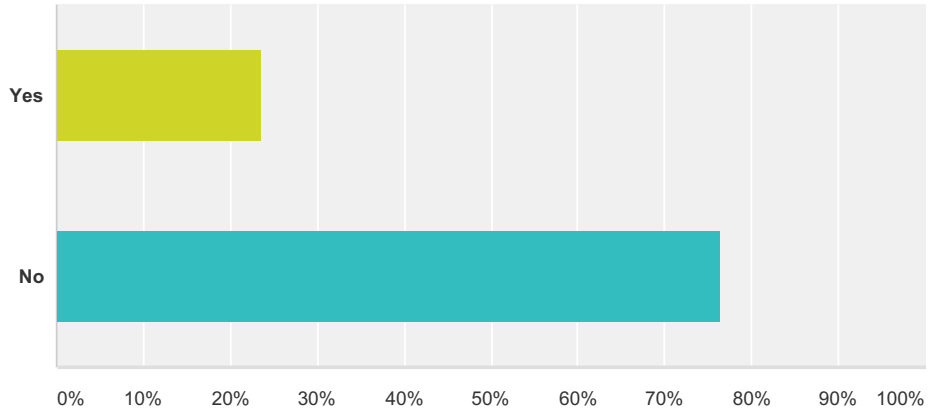
Answered: 801 Skipped: 84



Answer Choices	Responses
Nothing, current federal financial aid and tax breaks for college are enough	14.73% 118
Regulate college costs	24.22% 194
Provide more loans	5.87% 47
Provide more grants	20.72% 166
Simplify federal financial aid process	8.99% 72
Provide tax breaks for employers to help their employees/families save for college	9.11% 73
Provide tax breaks to help lower-income families save for college	6.99% 56
Provide federal government seed money for college savings accounts for newborns	5.24% 42
Other	4.12% 33
Total	801

Q30 Do you currently have an automatic monthly savings plan set up for college savings?

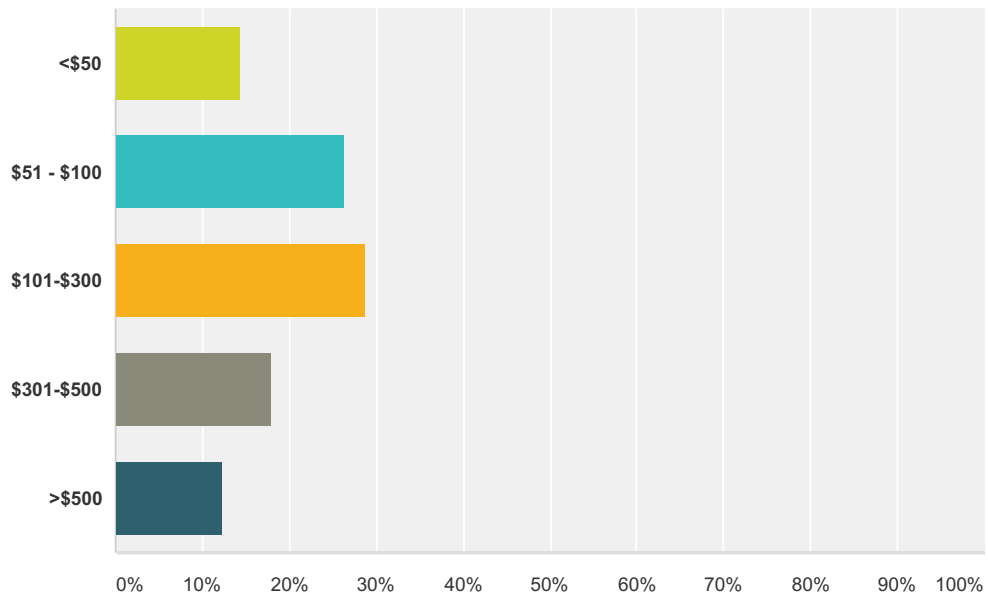
Answered: 835 Skipped: 50



Answer Choices	Responses
Yes	23.59% 197
No	76.41% 638
Total	835

Q31 If yes, how much do you save monthly?

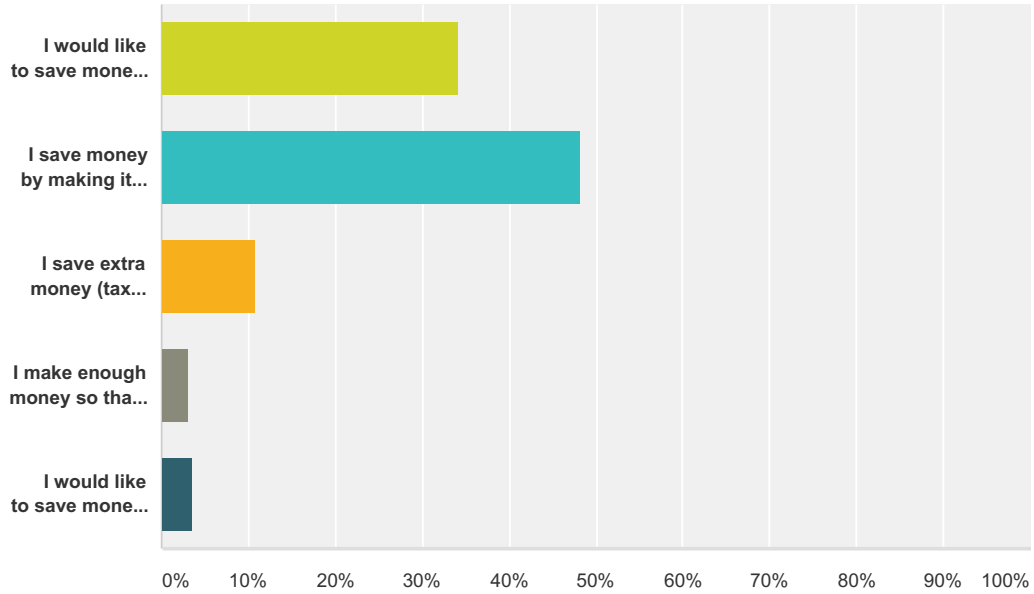
Answered: 194 Skipped: 691



Answer Choices	Responses	Count
<\$50	14.43%	28
\$51 - \$100	26.29%	51
\$101-\$300	28.87%	56
\$301-\$500	18.04%	35
>\$500	12.37%	24
Total		194

Q32 Which of the following statements best summarizes your approach to saving money?

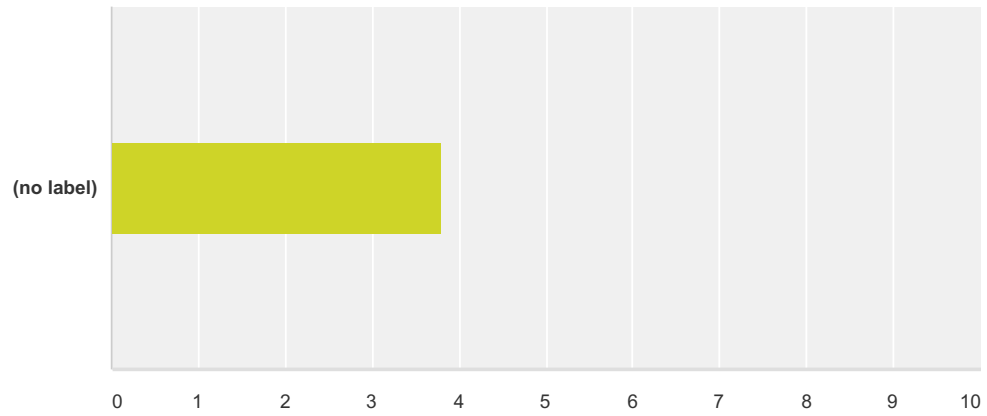
Answered: 786 Skipped: 99



Answer Choices	Responses
I would like to save money, but I never seem to have enough money left after my other expenses to make it worthwhile.	34.22% 269
I save money by making it a regular part of my budget.	48.22% 379
I save extra money (tax refunds, gifts, rebates, overtime pay), but don't save out of my regular income.	10.94% 86
I make enough money so that I don't need to worry about saving.	3.05% 24
I would like to save money, but I never seem to have enough time to set up an account.	3.56% 28
Total	786

Q33 How painful is it for you to save money?

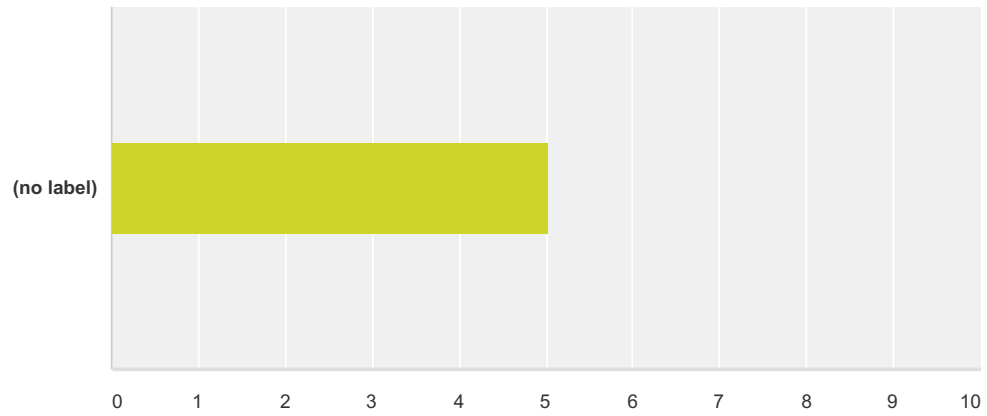
Answered: 792 Skipped: 93



	Not at all painful	2	3	4	5	6	Very painful	Total	Weighted Average
(no label)	15.78% 125	14.52% 115	15.15% 120	17.42% 138	14.39% 114	9.60% 76	13.13% 104	792	3.81

Q34 Which of the following descriptions fits you better?

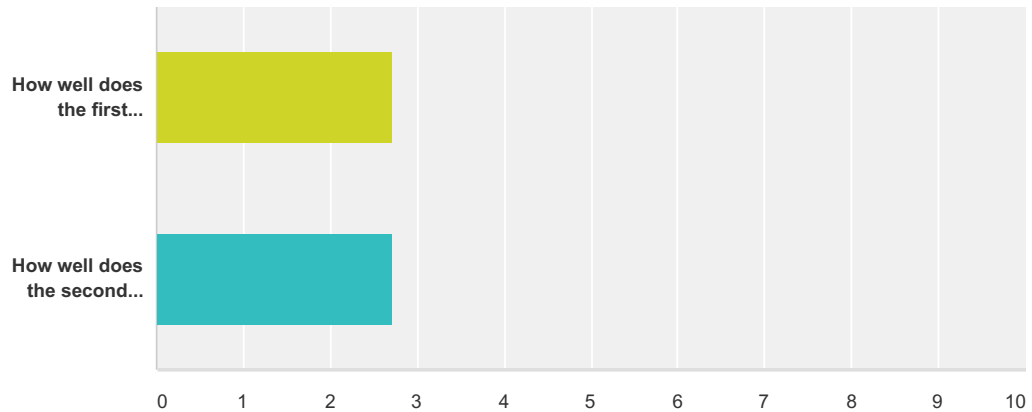
Answered: 787 Skipped: 98



	Tightwad (Difficulty Spending Money)	2	3	4	About the same or neither	6	7	8	9	Spendthrift (Difficulty Controlling Spending)	Total	Weighted Average
(no label)	3.81% 30	4.70% 37	11.18% 88	12.58% 99	37.74% 297	10.17% 80	9.28% 73	6.10% 48	1.65% 13	2.80% 22	787	5.03

Q35 Some people have trouble limiting their spending: they often spend money—for example on clothes, meals, vacations, phone calls—when they would do better not to. Other people have trouble spending money. Perhaps because spending money makes them anxious, they often don't spend money on things they should spend it on.

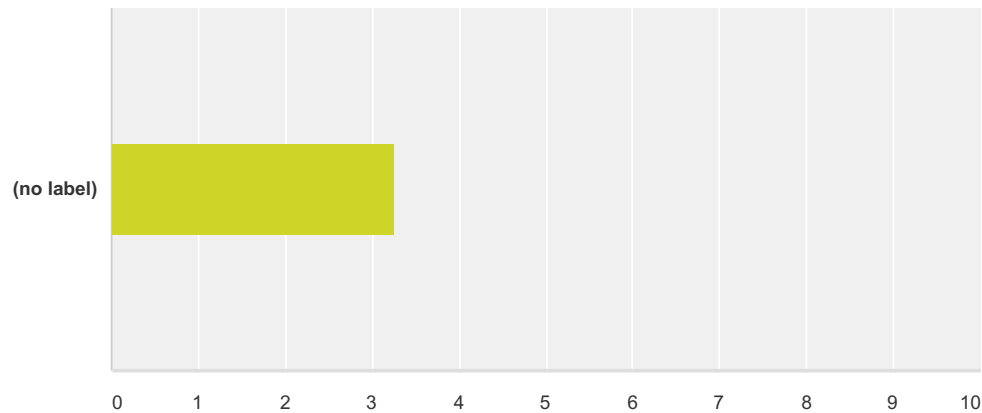
Answered: 790 Skipped: 95



	Never	Rarely	Sometimes	Often	Always	Total	Weighted Average
How well does the first description fit you? That is, do you have trouble limiting your spending?	8.88% 70	28.93% 228	47.59% 375	11.68% 92	2.92% 23	788	2.71
How well does the second description fit you? That is, do you have trouble spending money?	10.19% 80	25.73% 202	47.90% 376	13.76% 108	2.42% 19	785	2.72

Q36 Following is a scenario describing the behavior of two shoppers. After reading about each shopper, please answer the question that follows. **Mr. A** is accompanying a good friend who is on a shopping spree at a local mall. When they enter a large department store, Mr. A sees that the store has a “one-day-only-sale” where everything is priced 10-60% off. He realizes he doesn’t need anything, yet can’t resist and ends up spending almost \$100 on stuff. **Mr. B** is accompanying a good friend who is on a shopping spree at a local mall. When they enter a large department store, Mr. B sees that the store has a “one-day-only-sale” where everything is priced 10-60% off. He figures he can get great deals on many items that he needs, yet the thought of spending the money keeps him from buying the stuff. In terms of your own behavior, who are you more similar to, Mr. A or Mr. B?

Answered: 784 Skipped: 101



	Mr. A	2	About the same or neither	4	Mr. B	Total	Weighted Average
(no label)	5.99%	14.03%	41.07%	26.28%	12.63%	784	3.26
	47	110	322	206	99		