

National College Funding Survey of 3,000 Adults

| | | Total | Gender | | Age | | | | | Race | | | | |
|-------------------|-------------------------------|--------|--------|--------|-------|-------|-------|-------|-----|-------|-------|----------|-------|-------------|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under \$20K |
| More Important... | Saving for retirement | 43% | 44% | 41% | 31% | 43% | 50% | 55% | 53% | 45% | 32% | 45% | 39% | 18% |
| | Savings for child's education | 43% | 40% | 46% | 56% | 42% | 36% | 33% | 26% | 41% | 56% | 44% | 37% | 64% |
| | Not sure | 14% | 16% | 12% | 13% | 15% | 14% | 12% | 21% | 14% | 12% | 11% | 24% | 18% |

| | | Total | Gender | | Age | | | | | Race | | | | |
|-----------------|------------------|--------|--------|--------|-------|-------|-------|-------|-----|-------|-------|----------|-------|-------------|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under \$20K |
| Cost of College | Less than \$50K | 25% | 25% | 26% | 30% | 22% | 26% | 24% | 28% | 26% | 28% | 16% | 20% | 26% |
| | \$50K to \$100K | 45% | 44% | 46% | 41% | 48% | 43% | 49% | 42% | 46% | 42% | 61% | 32% | 37% |
| | \$100K to \$200K | 18% | 18% | 18% | 13% | 21% | 21% | 20% | 9% | 20% | 12% | 5% | 28% | 18% |
| | More than \$200K | 4% | 7% | 2% | 5% | 3% | 5% | 3% | 3% | 2% | 8% | 6% | 10% | 2% |
| | Not sure | 7% | 5% | 8% | 10% | 6% | 5% | 3% | 17% | 6% | 10% | 12% | 10% | 17% |

| | | Total | Gender | | Age | | | | | Race | | | | |
|--------------------------|-----------------------------------|--------|--------|--------|-------|-------|-------|-------|-----|-------|-------|----------|-------|-------------|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under \$20K |
| How Much Will You Borrow | Little or no money | 41% | 49% | 33% | 40% | 37% | 37% | 53% | 62% | 40% | 37% | 22% | 67% | 39% |
| | Less than half the money required | 19% | 18% | 20% | 17% | 19% | 24% | 21% | 14% | 19% | 15% | 49% | 6% | 12% |
| | About half the money required | 18% | 18% | 17% | 17% | 22% | 17% | 10% | 7% | 18% | 21% | 16% | 11% | 15% |
| | Most of the money required | 13% | 9% | 16% | 10% | 15% | 14% | 11% | 5% | 14% | 8% | 10% | 11% | 12% |
| | All of the money required | 4% | 2% | 6% | 8% | 4% | 1% | 2% | 4% | 3% | 11% | 0% | 4% | 12% |
| | Not sure | 6% | 4% | 8% | 8% | 4% | 8% | 3% | 9% | 6% | 8% | 3% | 1% | 10% |

| | | Total | Gender | | Age | | | | | Race | | | | |
|--|----------------------|--------|--------|--------|-------|-------|-------|-------|-----|-------|-------|----------|-------|-------------|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under \$20K |
| How Much Will Children Be Responsible For? | Little or none of it | 35% | 40% | 31% | 41% | 34% | 26% | 36% | 40% | 34% | 35% | 49% | 34% | 36% |
| | Less than half of it | 27% | 27% | 27% | 24% | 25% | 36% | 30% | 23% | 28% | 22% | 27% | 23% | 27% |
| | About half of it | 20% | 21% | 19% | 18% | 22% | 18% | 20% | 21% | 19% | 25% | 14% | 28% | 21% |
| | Most of it | 11% | 9% | 13% | 10% | 13% | 11% | 8% | 8% | 12% | 11% | 5% | 6% | 9% |
| | All of it | 3% | 2% | 4% | 2% | 3% | 5% | 1% | 3% | 3% | 1% | 6% | 7% | 3% |
| | Not sure | 4% | 2% | 6% | 5% | 4% | 4% | 3% | 6% | 5% | 6% | 0% | 2% | 4% |

| | | Total | Gender | | Age | | | | | Race | | | | |
|--|----------|--------|--------|--------|-------|-------|-------|-------|-----|-------|-------|----------|-------|-------------|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under \$20K |
| Financial Knowledge to Make Right Decision | Yes | 60% | 67% | 53% | 56% | 55% | 68% | 70% | 74% | 62% | 51% | 52% | 58% | 45% |
| | No | 25% | 19% | 30% | 31% | 28% | 18% | 13% | 12% | 23% | 33% | 36% | 24% | 32% |
| | Not sure | 15% | 13% | 17% | 12% | 17% | 15% | 17% | 14% | 15% | 15% | 12% | 17% | 24% |

| | | Total | Gender | | Age | | | | | Race | | | | |
|------------------------------------|----------|--------|--------|--------|-------|-------|-------|-------|-----|-------|-------|----------|-------|-------------|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under \$20K |
| College Good Financial Investment? | Yes | 78% | 76% | 80% | 69% | 80% | 79% | 89% | 79% | 81% | 71% | 68% | 63% | 70% |
| | No | 8% | 11% | 6% | 13% | 7% | 8% | 4% | 7% | 6% | 11% | 20% | 14% | 8% |
| | Not sure | 14% | 13% | 14% | 18% | 13% | 13% | 6% | 14% | 12% | 18% | 12% | 23% | 22% |

| Income | | | | | Married | | Kids at Home | |
|-------------|-------------|-------------|--------------|---------|---------|-----|--------------|-----|
| \$20K-\$40K | \$40K-\$60K | \$60K-\$75K | \$75K-\$100K | \$100K+ | Yes | No | Yes | No |
| 37% | 53% | 55% | 42% | 55% | 49% | 28% | 41% | 47% |
| 54% | 34% | 37% | 41% | 31% | 39% | 56% | 44% | 41% |
| 9% | 13% | 9% | 17% | 13% | 12% | 16% | 15% | 12% |

| Income | | | | | Married | | Kids at Home | |
|-------------|-------------|-------------|--------------|---------|---------|-----|--------------|-----|
| \$20K-\$40K | \$40K-\$60K | \$60K-\$75K | \$75K-\$100K | \$100K+ | Yes | No | Yes | No |
| 29% | 33% | 21% | 27% | 15% | 25% | 26% | 27% | 22% |
| 47% | 48% | 65% | 46% | 39% | 48% | 37% | 46% | 44% |
| 10% | 11% | 11% | 24% | 33% | 19% | 17% | 17% | 21% |
| 4% | 2% | 3% | 1% | 12% | 4% | 6% | 3% | 5% |
| 10% | 6% | 0% | 2% | 1% | 4% | 13% | 7% | 7% |

| Income | | | | | Married | | Kids at Home | |
|-------------|-------------|-------------|--------------|---------|---------|-----|--------------|-----|
| \$20K-\$40K | \$40K-\$60K | \$60K-\$75K | \$75K-\$100K | \$100K+ | Yes | No | Yes | No |
| 25% | 34% | 44% | 39% | 59% | 40% | 39% | 36% | 52% |
| 25% | 21% | 19% | 23% | 23% | 20% | 20% | 21% | 15% |
| 20% | 23% | 20% | 20% | 12% | 20% | 14% | 18% | 17% |
| 16% | 12% | 15% | 10% | 5% | 11% | 12% | 14% | 9% |
| 4% | 5% | 2% | 2% | 0% | 4% | 7% | 5% | 3% |
| 10% | 3% | 0% | 7% | 1% | 5% | 9% | 6% | 4% |

| Income | | | | | Married | | Kids at Home | |
|-------------|-------------|-------------|--------------|---------|---------|-----|--------------|-----|
| \$20K-\$40K | \$40K-\$60K | \$60K-\$75K | \$75K-\$100K | \$100K+ | Yes | No | Yes | No |
| 31% | 23% | 29% | 27% | 53% | 33% | 38% | 32% | 42% |
| 27% | 28% | 29% | 33% | 26% | 29% | 24% | 26% | 28% |
| 15% | 29% | 24% | 23% | 15% | 21% | 19% | 22% | 16% |
| 17% | 13% | 12% | 9% | 4% | 11% | 10% | 11% | 11% |
| 2% | 4% | 4% | 3% | 1% | 2% | 3% | 4% | 0% |
| 10% | 2% | 0% | 5% | 2% | 4% | 6% | 5% | 3% |

| Income | | | | | Married | | Kids at Home | |
|-------------|-------------|-------------|--------------|---------|---------|-----|--------------|-----|
| \$20K-\$40K | \$40K-\$60K | \$60K-\$75K | \$75K-\$100K | \$100K+ | Yes | No | Yes | No |
| 41% | 59% | 64% | 68% | 85% | 64% | 47% | 57% | 66% |
| 41% | 23% | 24% | 19% | 11% | 23% | 33% | 27% | 21% |
| 18% | 19% | 12% | 13% | 4% | 13% | 20% | 16% | 13% |

| Income | | | | | Married | | Kids at Home | |
|-------------|-------------|-------------|--------------|---------|---------|-----|--------------|-----|
| \$20K-\$40K | \$40K-\$60K | \$60K-\$75K | \$75K-\$100K | \$100K+ | Yes | No | Yes | No |
| 76% | 78% | 88% | 81% | 85% | 82% | 68% | 78% | 78% |
| 13% | 9% | 3% | 5% | 6% | 6% | 13% | 7% | 11% |
| 11% | 12% | 9% | 14% | 8% | 12% | 19% | 15% | 11% |