

Country Financial Security Index - May College Trend Survey

		Total	Gender		Age					Race				Income						Married		Children at Home	
		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Yes	No	Yes	No
Which is more important to you, saving for retirement or for your child's college education?	Savings for retirement	47.1%	49.7%	45.0%	32.0%	51.9%	50.3%	53.1%	55.2%	50.1%	35.2%	40.1%	44.3%	23.0%	47.3%	40.6%	54.2%	60.1%	63.6%	51.9%	36.6%	40.5%	66.8%
	Saving for child's education	42.3%	42.8%	41.9%	62.2%	35.6%	38.9%	36.0%	24.4%	38.4%	60.8%	51.9%	40.3%	67.0%	47.2%	50.9%	28.9%	28.5%	29.7%	37.2%	55.3%	48.2%	24.4%
	Not sure	10.6%	7.5%	13.2%	5.8%	12.6%	10.7%	10.9%	20.4%	11.5%	4.1%	8.1%	15.4%	10.0%	5.5%	8.5%	16.9%	11.4%	6.7%	10.9%	8.2%	11.3%	8.8%

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		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Yes	No	Yes	No
Given the rising cost, is college still a good financial investment?	Yes	80.9%	76.2%	84.7%	77.3%	81.8%	85.3%	78.8%	83.4%	81.6%	81.2%	77.6%	76.3%	66.3%	73.5%	82.3%	83.7%	84.2%	86.1%	83.4%	70.2%	81.8%	78.2%
	No	10.1%	16.4%	5.0%	15.0%	7.7%	7.6%	12.0%	9.5%	8.9%	11.6%	15.7%	14.2%	19.7%	12.1%	9.5%	11.3%	6.0%	6.4%	8.2%	17.4%	8.4%	15.2%
	Not sure	9.0%	7.4%	10.3%	7.8%	10.5%	7.1%	9.2%	7.1%	9.5%	7.2%	6.7%	9.5%	14.0%	14.4%	8.2%	4.9%	9.8%	7.6%	8.4%	12.4%	9.8%	6.7%

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When should parents start saving for their children's college education?	Before they are born	24.1%	27.7%	21.2%	34.3%	21.7%	22.4%	18.6%	11.8%	23.6%	28.3%	15.7%	28.5%	36.9%	34.0%	19.9%	26.4%	18.5%	18.2%	21.8%	33.5%	21.7%	31.4%
	0-6 years old	57.1%	54.2%	59.4%	47.3%	63.0%	58.0%	56.8%	46.4%	56.6%	56.9%	68.3%	53.0%	37.7%	49.7%	66.4%	48.7%	62.7%	66.0%	59.8%	44.0%	60.5%	46.7%
	7-12 years old	9.6%	9.4%	9.9%	10.7%	5.8%	12.1%	15.5%	18.5%	10.3%	7.7%	15.4%	1.6%	13.5%	6.7%	5.7%	11.8%	11.9%	11.5%	9.1%	12.9%	9.0%	11.7%
	13-18 years old	4.5%	3.8%	5.1%	3.7%	5.6%	2.9%	2.8%	10.7%	4.4%	1.7%	0.0%	14.2%	7.1%	4.1%	5.1%	6.5%	3.4%	1.8%	4.3%	5.9%	4.9%	3.3%
	Not sure	4.6%	4.9%	4.4%	4.1%	4.0%	4.6%	6.3%	12.6%	5.1%	5.3%	0.6%	2.6%	4.8%	5.5%	2.9%	6.5%	3.5%	2.5%	5.0%	3.7%	3.9%	7.0%

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Do you use tax advantaged savings vehicles (529 plans, Coverdell Savings Accounts, tax free gift programs, etc.) to save for your child's college education?	Yes	23.8%	27.1%	21.2%	17.7%	23.7%	32.0%	24.2%	32.5%	21.9%	29.4%	13.8%	41.4%	18.6%	9.3%	18.4%	18.7%	27.4%	42.7%	27.1%	12.5%	26.1%	17.0%
	No	71.8%	70.4%	73.0%	76.1%	72.5%	64.1%	73.7%	59.4%	75.2%	65.3%	64.2%	57.2%	74.1%	88.7%	77.8%	76.3%	70.8%	57.0%	69.3%	82.4%	69.0%	80.3%
	Not sure	4.3%	2.5%	5.8%	6.3%	3.8%	3.9%	2.1%	8.2%	2.9%	5.3%	22.1%	1.5%	7.3%	2.0%	3.8%	5.0%	1.8%	0.3%	3.6%	5.2%	4.9%	2.7%

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With the cost of higher education, will you be able to pay to send your children to any college they want to attend or will the costs limit their choices?	Able to attend any college	16.5%	18.9%	14.5%	17.7%	15.8%	9.7%	22.0%	27.3%	14.2%	22.4%	23.5%	22.0%	21.3%	9.4%	9.0%	5.8%	22.8%	30.1%	17.5%	13.7%	15.1%	20.6%
	Tuition costs will limit options	75.2%	73.5%	76.5%	72.3%	77.7%	77.5%	73.0%	59.1%	80.0%	64.7%	55.4%	62.9%	60.3%	76.3%	86.3%	88.7%	74.0%	66.1%	76.1%	74.0%	76.2%	72.0%
	Not sure	8.4%	7.6%	9.0%	10.0%	6.5%	12.8%	4.9%	13.6%	5.8%	12.9%	21.1%	15.1%	18.4%	14.3%	4.7%	5.5%	3.2%	3.8%	6.3%	12.3%	8.7%	7.4%