

**National COUNTRY Financial Survey of 1,241 Adults  
College Funding 2009**

		Total	Gender		Age					Race				Income						Married		Kids 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
What is more important: saving for your child's college education or saving for your own retirement?	Saving for your child's education	47.0%	49.7%	44.8%	63.8%	45.2%	38.4%	36.6%	41.5%	47.0%	44.1%	45.3%	52.4%	66.1%	55.0%	45.9%	33.9%	38.6%	43.8%	43.7%	55.7%	47.1%	46.6%
	Saving for your own retirement	40.7%	37.5%	43.3%	25.2%	43.1%	50.9%	46.8%	38.1%	41.7%	33.4%	41.0%	40.9%	23.3%	26.3%	33.2%	55.6%	54.7%	47.9%	44.9%	27.4%	41.0%	39.8%
	Not sure	12.3%	12.7%	11.9%	11.0%	11.7%	10.8%	16.7%	20.4%	11.3%	22.6%	13.7%	6.7%	10.6%	18.7%	20.9%	10.5%	6.8%	8.3%	11.4%	16.9%	11.9%	13.6%

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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
Have the recent economic events caused you to change plans for your child's college education?	Yes	28.9%	29.4%	28.5%	40.5%	19.6%	34.3%	38.6%	31.8%	27.1%	37.0%	40.2%	24.6%	46.0%	36.0%	25.9%	30.4%	20.9%	18.5%	25.0%	41.3%	26.9%	36.6%
	No	60.9%	59.9%	61.7%	51.0%	69.2%	57.6%	51.3%	51.1%	64.8%	49.9%	45.3%	55.1%	35.9%	53.7%	60.7%	57.4%	71.8%	75.6%	63.8%	49.9%	61.9%	56.9%
	Not sure	10.2%	10.7%	9.8%	8.6%	11.2%	8.0%	10.2%	17.1%	8.1%	13.1%	14.5%	20.4%	18.1%	10.3%	13.4%	12.2%	7.3%	5.9%	11.2%	8.8%	11.1%	6.5%

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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
When thinking about the challenges of your children going to college for the first time, what causes more concern--the cost of college or the thought that your child is leaving home?	The cost of college	65.3%	63.6%	66.6%	72.1%	59.2%	69.5%	71.0%	73.2%	65.4%	68.1%	51.7%	72.9%	67.0%	66.7%	60.5%	67.5%	64.3%	65.4%	64.7%	66.9%	62.8%	74.7%
	The thought of your child leaving home	23.7%	21.2%	25.7%	20.4%	27.6%	23.2%	17.6%	6.8%	25.1%	14.6%	34.1%	13.4%	22.0%	22.0%	26.9%	16.9%	27.2%	28.2%	24.6%	22.7%	26.5%	13.0%
	Not sure	11.0%	15.2%	7.7%	7.5%	13.2%	7.3%	11.3%	19.9%	9.5%	17.3%	14.2%	13.7%	11.0%	11.2%	12.6%	15.6%	8.5%	6.4%	10.7%	10.4%	10.7%	12.2%

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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 of college, is a college education still a good financial investment for a young adult these days?	Yes	79.1%	76.2%	81.5%	76.7%	80.7%	79.6%	76.5%	82.1%	81.7%	57.6%	80.2%	82.3%	69.0%	71.0%	81.0%	87.1%	80.3%	83.9%	81.4%	70.8%	79.2%	78.8%
	No	11.8%	13.1%	10.7%	12.0%	12.3%	10.3%	11.7%	6.3%	9.6%	30.6%	8.7%	10.8%	18.9%	14.8%	14.6%	6.4%	10.1%	8.3%	10.6%	17.1%	11.7%	12.1%
	Not sure	9.1%	10.7%	7.8%	11.3%	7.0%	10.1%	11.8%	11.6%	8.7%	11.8%	11.0%	7.0%	12.1%	14.2%	4.4%	6.5%	9.6%	7.8%	8.0%	12.1%	9.1%	9.2%

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Answered by only those that have children - 986 adults																							
Does your child have an understanding of how much college costs?	Yes	28.9%	27.4%	30.0%	21.5%	24.7%	37.6%	58.5%	86.6%	28.7%	7.4%	43.9%	37.9%	37.0%	28.8%	24.6%	28.3%	20.1%	30.2%	29.3%	26.6%	28.9%	0.0%
	No	66.9%	68.5%	65.8%	72.6%	72.8%	55.5%	35.8%	0.0%	67.5%	79.9%	56.1%	59.5%	57.5%	67.9%	66.9%	70.7%	78.4%	68.4%	67.5%	66.3%	66.9%	0.0%
	Not sure	4.2%	4.0%	4.3%	6.0%	2.5%	7.0%	5.6%	13.4%	3.8%	12.8%	0.0%	2.6%	5.5%	3.2%	8.5%	1.0%	1.6%	1.4%	3.2%	7.1%	4.2%	0.0%

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Is it possible for everyone to go to college if they really want to?	Yes	54.4%	58.8%	50.9%	49.1%	60.5%	44.7%	52.1%	46.1%	53.1%	37.6%	69.7%	72.5%	51.3%	48.2%	45.0%	53.0%	66.4%	56.3%	57.1%	41.8%	55.2%	51.5%
	No	38.0%	36.0%	39.7%	42.8%	33.9%	43.7%	39.0%	41.7%	40.3%	49.8%	23.5%	18.0%	44.1%	41.4%	44.4%	37.3%	28.6%	39.5%	36.1%	47.7%	37.5%	40.1%
	Not sure	7.5%	5.2%	9.4%	8.1%	5.6%	11.5%	8.9%	12.2%	6.6%	12.6%	6.8%	9.6%	4.6%	10.4%	10.6%	9.7%	4.9%	4.2%	6.7%	10.5%	7.3%	8.4%