

COUNTRY Financial - July trend survey: College

		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+	Not sure	Yes	No	Yes	No
Asked of 3,000 respondents																								
Given the rising cost of college, is a college education still a good financial investment for a young adult these days?	Yes	63.5%	60.8%	65.9%	63.5%	65.0%	66.9%	62.0%	61.5%	64.1%	63.2%	56.5%	62.4%	51.6%	59.4%	67.2%	72.9%	65.9%	78.4%	39.4%	65.0%	59.1%	66.4%	62.0%
	No	18.7%	21.5%	16.3%	19.9%	17.1%	16.7%	21.4%	17.0%	19.1%	13.1%	23.6%	21.2%	25.2%	24.0%	17.8%	16.3%	13.4%	10.8%	22.3%	19.6%	19.0%	14.7%	20.9%
	Not sure	17.7%	17.7%	17.8%	16.6%	17.9%	16.4%	16.5%	21.5%	16.8%	23.8%	19.9%	16.4%	23.2%	16.6%	15.0%	10.8%	20.7%	10.8%	38.3%	15.4%	21.9%	18.9%	17.1%
Asked of 3,000 respondents																								
Did you go to college and borrow money to pay for it?	Yes	30.9%	26.8%	34.4%	36.6%	38.9%	41.0%	26.5%	11.6%	29.8%	38.4%	17.1%	39.8%	25.4%	21.8%	32.7%	29.4%	44.4%	44.5%	24.1%	32.9%	27.7%	39.6%	26.2%
	No	63.4%	66.6%	60.7%	57.3%	55.2%	55.5%	70.1%	78.5%	65.9%	54.4%	75.8%	41.9%	69.0%	71.3%	59.6%	65.4%	54.5%	54.6%	60.1%	62.9%	64.5%	54.7%	68.1%
	Not sure	5.7%	6.6%	4.9%	6.1%	5.9%	3.5%	3.4%	9.9%	4.3%	7.2%	7.2%	18.3%	5.6%	6.9%	7.8%	5.2%	1.1%	0.9%	15.7%	4.2%	7.8%	5.7%	5.7%
Asked of Those Who Borrowed Money - 927 adults																								
Have you completed paying off your education loans?	Yes	64.3%	70.4%	60.3%	37.7%	57.8%	76.8%	86.0%	90.7%	69.6%	38.0%	95.3%	54.9%	36.2%	48.9%	73.2%	80.9%	67.4%	81.9%	34.8%	70.5%	49.4%	59.9%	67.9%
	No	34.0%	28.5%	37.6%	58.5%	42.2%	21.3%	12.2%	5.2%	29.3%	55.7%	4.7%	45.1%	63.3%	49.0%	25.2%	17.8%	32.3%	18.1%	46.4%	28.7%	47.0%	37.8%	30.9%
	Not sure	1.7%	1.1%	2.1%	3.8%	0.0%	1.8%	1.8%	4.0%	1.0%	6.3%	0.0%	0.0%	0.5%	2.1%	1.6%	1.2%	0.3%	0.0%	18.7%	0.8%	3.6%	2.3%	1.2%
Asked of Those Who Borrowed Money - 927 adults																								
How much have your education loans impacted other life decisions like getting married, buying a home or saving for your retirement?	A lot	19.6%	17.3%	21.0%	40.0%	12.9%	14.2%	16.0%	10.7%	15.5%	21.2%	4.1%	56.8%	38.3%	23.9%	9.6%	17.5%	9.6%	15.3%	21.5%	19.0%	18.8%	18.1%	20.7%
	Somewhat	28.0%	25.8%	29.5%	37.7%	24.6%	31.6%	23.6%	23.9%	26.8%	30.6%	54.7%	25.9%	32.7%	34.8%	33.5%	23.2%	24.1%	21.9%	7.6%	20.1%	40.3%	29.1%	27.2%
	Not much	31.6%	34.9%	29.4%	14.4%	39.3%	29.6%	36.0%	33.8%	33.7%	28.7%	41.2%	14.7%	9.4%	29.6%	34.6%	44.1%	46.2%	31.4%	57.6%	38.0%	23.1%	34.0%	29.6%
	Not at all	18.3%	21.7%	16.0%	7.9%	17.2%	23.0%	24.4%	28.7%	22.9%	7.1%	0.0%	2.6%	4.1%	11.2%	22.2%	15.1%	19.3%	31.4%	13.3%	22.7%	10.7%	17.1%	19.3%
	Not sure	2.6%	0.2%	4.1%	0.0%	6.0%	1.7%	0.0%	2.8%	1.0%	12.4%	0.0%	0.0%	15.5%	0.5%	0.2%	0.0%	0.7%	0.0%	0.0%	0.3%	7.1%	1.7%	3.3%
Asked of 3,000 respondents																								
Should parents be responsible for paying for all of their child's college education, part of their child's college education or should they not be responsible for paying for any of their child's education?	All of it	17.9%	21.5%	15.0%	20.9%	19.6%	19.4%	14.2%	17.0%	16.8%	17.9%	17.4%	31.4%	18.2%	18.0%	13.6%	13.7%	19.4%	19.7%	19.8%	16.8%	18.4%	18.2%	17.8%
	Part of it	64.8%	60.9%	68.0%	57.9%	66.0%	61.0%	67.8%	67.5%	66.5%	57.7%	72.3%	52.0%	57.6%	64.7%	69.8%	76.1%	67.0%	68.8%	53.4%	68.4%	60.8%	66.2%	64.0%
	None of it	13.3%	14.0%	12.7%	15.2%	11.7%	15.0%	13.9%	11.9%	13.4%	17.9%	9.2%	6.2%	15.9%	14.1%	15.2%	8.7%	10.6%	9.0%	18.0%	12.4%	14.4%	12.3%	13.8%
	Not sure	4.0%	3.6%	4.3%	6.1%	2.7%	4.5%	4.1%	3.6%	3.3%	6.4%	1.1%	10.5%	8.3%	3.2%	1.4%	1.5%	3.0%	2.5%	8.9%	2.4%	6.5%	3.3%	4.4%
Asked of Those Who Are Financially Responsible for Child Going to College - 1192 adults																								
What is more important: saving for your child's college education or saving for your own retirement?	Saving for your child's education	40.7%	41.5%	39.9%	54.3%	36.4%	35.2%	37.3%	34.1%	36.1%	54.5%	36.4%	61.0%	53.2%	50.7%	35.0%	37.2%	22.5%	38.0%	53.3%	36.6%	49.9%	43.7%	32.1%
	Saving for your own retirement	42.8%	43.8%	41.8%	28.7%	45.8%	48.0%	50.1%	53.6%	47.8%	21.3%	52.0%	26.1%	23.8%	30.7%	48.4%	47.6%	53.7%	52.5%	39.9%	49.1%	26.2%	39.7%	51.6%
	Not sure	16.5%	14.7%	18.3%	17.0%	17.8%	16.8%	12.6%	12.2%	16.1%	24.3%	11.6%	13.0%	23.0%	18.6%	16.6%	15.2%	23.8%	9.4%	6.8%	14.3%	23.9%	16.6%	16.3%