

COUNTRY Financial - January Trend Survey		Total	Gender		Age					Race				Income						Married		Kids at Home		Worked with Financial Planner		What Role You Play In Financial Decisions			
		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	Yes	No	Alone make decisions	Share decision making	Influence on decisions	Not involved in decisions
What is One Area of Finances You Want to Work on Most in 2011?	Planning for retirement	11.8%	12.1%	11.6%	6.2%	8.5%	10.8%	23.5%	5.5%	12.3%	7.7%	9.0%	17.2%	8.1%	10.7%	9.4%	13.1%	16.6%	14.7%	13.1%	9.2%	6.3%	15.6%	18.3%	9.7%	13.2%	11.7%	8.0%	2.4%
	Saving for children's college	6.8%	5.3%	8.1%	10.0%	8.5%	11.1%	4.5%	1.5%	5.3%	11.0%	20.0%	8.0%	6.8%	5.5%	5.4%	8.9%	10.4%	10.4%	7.6%	5.2%	13.6%	2.2%	7.7%	6.6%	4.8%	7.9%	3.5%	1.8%
	Increasing your investment activity	8.5%	8.6%	8.4%	14.4%	5.8%	6.3%	7.7%	11.1%	7.6%	11.2%	17.5%	7.8%	4.5%	8.1%	8.4%	17.3%	5.7%	10.1%	7.9%	10.4%	4.8%	11.0%	10.4%	7.9%	9.8%	7.8%	7.6%	15.1%
	Boosting your savings	21.1%	23.5%	19.2%	28.4%	22.5%	19.8%	16.2%	20.2%	21.4%	19.2%	19.5%	22.3%	15.8%	23.7%	21.8%	22.2%	17.8%	24.1%	21.1%	20.4%	22.8%	19.9%	21.6%	21.3%	20.7%	21.3%	27.6%	17.2%
	Reducing your debt	28.2%	27.5%	28.8%	15.8%	37.7%	33.5%	27.0%	19.2%	30.6%	23.9%	17.5%	14.9%	25.4%	29.7%	33.9%	31.0%	34.3%	27.0%	32.0%	22.9%	35.0%	23.6%	21.0%	31.5%	24.1%	32.8%	21.5%	19.3%
Some other area	13.8%	14.4%	13.3%	17.8%	12.5%	10.8%	11.3%	18.8%	12.8%	19.9%	8.8%	17.0%	26.3%	12.2%	11.7%	5.9%	8.1%	10.8%	10.5%	18.7%	13.0%	14.4%	12.8%	17.1%	11.2%	13.9%	20.9%	20.9%	
Not sure	9.7%	8.6%	10.6%	7.5%	4.4%	7.8%	9.8%	23.7%	10.0%	7.1%	7.8%	12.8%	13.0%	10.0%	9.2%	5.1%	8.6%	2.9%	7.7%	13.3%	4.4%	13.3%	8.2%	9.5%	10.4%	7.3%	17.9%	23.6%	
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Amt Your Spent on Leisure Increased/Decreased in Last 6 Months?	Increased	8.8%	9.7%	8.1%	20.6%	6.5%	7.1%	6.2%	7.9%	7.8%	12.9%	6.8%	14.8%	9.6%	4.9%	7.8%	10.2%	10.8%	11.5%	7.6%	11.2%	8.1%	9.3%	12.3%	7.6%	10.0%	7.4%	13.4%	25.1%
	Decreased	50.7%	51.2%	50.3%	38.0%	55.8%	55.8%	54.9%	42.4%	52.9%	42.6%	55.6%	36.3%	61.3%	63.4%	48.3%	41.2%	48.1%	36.8%	53.0%	46.6%	54.9%	47.9%	45.6%	52.6%	47.9%	54.1%	43.1%	41.1%
	Stayed about the same	37.3%	35.2%	39.1%	33.2%	35.4%	35.8%	37.4%	46.0%	37.5%	35.2%	31.7%	43.5%	25.9%	30.0%	40.9%	44.8%	41.2%	51.2%	37.2%	38.8%	34.2%	39.5%	41.4%	36.8%	39.3%	37.1%	41.0%	29.6%
	Not sure	3.1%	3.9%	2.5%	8.2%	2.3%	1.3%	1.5%	3.8%	1.6%	9.4%	5.9%	5.4%	3.2%	1.8%	3.0%	3.8%	0.0%	0.4%	2.2%	3.5%	2.9%	3.3%	0.7%	2.9%	2.8%	1.3%	2.4%	4.2%
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Do You Use Household Budget System?	Yes	50.8%	52.5%	49.4%	40.6%	56.6%	48.4%	51.9%	48.4%	51.2%	43.5%	63.7%	51.7%	46.2%	51.1%	51.8%	55.7%	59.7%	52.6%	55.3%	43.0%	57.2%	46.5%	58.4%	48.4%	46.5%	56.3%	34.0%	25.7%
	No	38.6%	38.3%	38.9%	44.1%	33.9%	43.3%	39.5%	38.9%	39.1%	39.2%	26.6%	40.9%	38.4%	36.3%	39.2%	34.6%	37.6%	42.4%	37.5%	41.6%	36.2%	40.3%	32.8%	41.8%	40.8%	37.0%	36.7%	59.6%
	Not sure	10.5%	9.2%	11.6%	15.3%	9.4%	8.3%	8.6%	12.7%	9.7%	17.3%	9.7%	7.4%	15.4%	12.6%	9.0%	9.7%	2.8%	5.0%	7.2%	15.4%	6.6%	13.2%	8.8%	9.7%	12.7%	6.6%	29.3%	14.7%
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In Past Year Ever Been Scared to Check Balance in Bank Statement?	Yes	32.9%	27.8%	37.1%	39.4%	42.8%	37.4%	25.8%	15.5%	31.5%	43.3%	26.3%	33.7%	43.2%	40.6%	34.2%	27.6%	32.7%	21.2%	33.5%	32.3%	46.3%	23.8%	24.3%	36.2%	32.7%	33.5%	35.5%	9.1%
	No	61.1%	67.1%	56.2%	48.7%	52.9%	58.4%	69.7%	77.1%	63.3%	47.0%	70.7%	55.0%	47.7%	53.3%	61.6%	71.0%	65.4%	74.6%	61.8%	60.4%	48.2%	69.9%	71.3%	58.2%	60.9%	62.7%	56.4%	60.8%
	Not sure	6.0%	5.1%	6.7%	11.9%	4.3%	4.2%	4.5%	7.4%	5.1%	9.7%	3.1%	11.3%	9.1%	6.1%	4.1%	1.4%	1.9%	4.2%	4.7%	7.4%	5.5%	6.3%	4.4%	5.6%	6.4%	3.9%	8.1%	30.2%
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Do You Rely on Credit to Meet Monthly Bills Even If You Don't Have Money to Pay off Charges?	Yes	12.9%	11.3%	14.3%	16.3%	14.9%	14.2%	10.6%	8.7%	12.9%	13.4%	9.2%	15.6%	19.7%	17.1%	12.1%	12.1%	10.0%	9.0%	11.6%	15.2%	14.5%	11.9%	8.1%	15.4%	18.1%	9.8%	14.8%	12.7%
	No	79.8%	82.9%	77.2%	73.9%	79.6%	79.4%	83.2%	80.5%	81.4%	74.0%	81.3%	70.2%	72.2%	76.2%	81.0%	85.7%	88.6%	88.5%	82.8%	74.7%	79.9%	79.7%	88.0%	77.4%	75.8%	85.7%	67.8%	40.4%
	Not sure	7.2%	5.7%	8.5%	9.8%	5.4%	6.4%	6.1%	10.8%	5.7%	12.6%	9.5%	14.1%	8.1%	6.7%	11.0%	2.2%	1.4%	2.5%	5.5%	10.0%	5.6%	8.4%	3.8%	7.2%	6.2%	4.5%	17.4%	46.9%