COUNTRY Financial - September 2011 Trend Survey

Answered by 3,000 Adults		Total	Gender		Age					Race				Income						Married		Kids at Home		Worked with Financial Planner			What Role Do 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	Not sure	Alone make decisions	Share decision making	Influence on decisions	Not involved in decisions	Not sure
Buying a Home The Best Investment a Family Could Make?	Yes	41.0%	36.8%	44.6%	40.0%	40.0%	41.8%	41.8%	42.0%	40.4%	50.3%	49.1%	20.9%	40.2%	41.8%	37.8%	56.7%	45.1%	29.7%	42.7%	37.8%	43.6%	39.5%	43.0%	40.7%	27.5%	41.1%	42.1%	45.0%	15.0%	47.0%
	No	31.0%	39.8%	23.6%	37.4%	33.5%	32.9%	29.1%	22.3%	32.0%	19.6%	21.6%	52.9%	25.0%	24.9%	33.1%	22.9%	39.5%	49.2%	32.6%	28.5%	33.2%	29.8%	34.6%	29.8%	21.3%	28.9%	32.7%	24.2%	36.4%	13.1%
	Not sure	28.0%	23.4%	31.9%	22.5%	26.5%	25.3%	29.0%	35.7%	27.7%	30.1%	29.3%	26.2%	34.7%	33.3%	29.1%	20.4%	15.4%	21.1%	24.7%	33.7%	23.2%	30.7%	22.4%	29.6%	51.2%	30.0%	25.2%	30.8%	48.6%	39.9%

Answered By 1,455 Adults Who Own Homes and Have a Mortgage		Total	Gender		Age					Race				Income						Married		Kids at Home		Worked with Financial Planner			What Role Do 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	Not sure	Alone make decisions	Share decision making	Influence on decisions	Not involved in decisions	Not sure
If You Become Unemployed How Long Could You Continue to Pay Mortgage?	Less than 3 months	27.3%	28.4%	26.2%	44.4%	28.7%	31.8%	21.3%	11.3%	25.5%	42.2%	4.0%	52.5%	58.5%	38.8%	35.0%	18.6%	35.9%	13.7%	27.3%	27.9%	30.1%	24.0%	19.5%	34.1%	9.3%	31.9%	26.5%	12.9%	41.5%	0.0%
	3-6 months	31.3%	25.5%	37.2%	22.3%	39.4%	27.6%	21.0%	23.3%	30.8%	29.4%	67.3%	6.5%	3.9%	35.3%	36.4%	46.7%	25.5%	26.4%	31.6%	29.8%	37.4%	23.9%	33.9%	29.9%	12.7%	30.6%	32.2%	19.0%	41.5%	6.2%
	6-9 months	9.7%	8.7%	10.7%	0.0%	8.5%	10.0%	13.4%	7.2%	10.6%	6.9%	9.1%	3.9%	1.9%	6.8%	6.6%	8.0%	14.0%	11.9%	10.5%	5.9%	9.7%	9.7%	12.5%	7.6%	5.5%	7.3%	9.7%	40.6%	0.0%	18.4%
	9-12 months	7.9%	11.3%	4.3%	22.1%	5.3%	8.7%	9.6%	8.5%	9.6%	4.7%	0.0%	0.0%	1.8%	3.5%	8.2%	12.0%	4.9%	12.3%	6.6%	13.6%	5.3%	10.9%	7.0%	8.4%	10.9%	5.9%	8.5%	16.0%	17.1%	0.0%
	More than year	20.3%	21.9%	18.7%	11.2%	14.9%	18.2%	30.6%	41.7%	19.8%	10.9%	19.6%	35.1%	29.9%	10.1%	9.2%	9.3%	18.8%	35.4%	21.1%	17.4%	14.6%	27.2%	24.5%	15.9%	52.3%	23.2%	19.8%	11.5%	0.0%	6.2%
	Not sure	3.5%	4.1%	2.9%	0.0%	3.2%	3.8%	4.1%	8.1%	3.7%	6.0%	0.0%	2.1%	4.1%	5.5%	4.5%	5.3%	0.8%	0.4%	2.9%	5.4%	2.9%	4.3%	2.6%	4.0%	9.3%	1.1%	3.4%	0.0%	0.0%	69.3%

Answered By 2,264 Adults Who Own Homes		Total	Gender		Age					Race				Income						Married		Kids at Home		Worked with Financial Planner			What Role Do 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	Not sure	Alone make decisions	Share decision making	Influence on decisions	Not involved in decisions	Not sure
Last Time You Reviewed Home Insurance Coverage?	Less than one year ago	63.4%	65.6%	61.5%	66.7%	61.3%	61.1%	63.5%	66.3%	64.4%	69.4%	52.5%	46.2%	52.6%	62.3%	67.0%	60.2%	72.5%	63.4%	64.9%	58.6%	64.1%	63.0%	72.2%	57.7%	52.7%	62.1%	64.8%	49.2%	71.6%	19.4%
	1-2 years ago	19.4%	19.9%	19.0%	16.7%	19.3%	17.1%	20.1%	21.0%	18.8%	19.8%	46.0%	9.7%	19.1%	24.4%	16.1%	25.9%	12.7%	18.7%	18.9%	21.3%	17.2%	20.8%	15.2%	22.3%	22.9%	21.9%	18.7%	10.5%	3.6%	48.1%
	2-5 years ago	8.9%	7.8%	9.8%	2.8%	11.3%	10.9%	9.2%	6.1%	9.0%	3.7%	1.4%	21.2%	9.1%	5.0%	7.8%	10.1%	12.4%	11.5%	9.5%	7.1%	9.2%	8.7%	7.0%	10.1%	10.4%	8.1%	9.0%	12.7%	13.1%	7.3%
	More than 5 years ago	5.3%	4.2%	6.3%	11.1%	5.7%	6.8%	4.3%	2.8%	5.1%	0.4%	0.0%	20.9%	11.8%	3.1%	7.3%	3.1%	2.0%	6.1%	4.2%	8.5%	6.7%	4.5%	3.7%	6.6%	2.4%	6.2%	4.3%	17.0%	10.8%	7.4%
	Not sure	3.0%	2.5%	3.3%	2.8%	2.4%	4.1%	2.8%	3.7%	2.7%	6.6%	0.0%	1.9%	7.4%	5.2%	1.8%	0.8%	0.4%	0.3%	2.5%	4.5%	2.9%	3.0%	1.9%	3.3%	11.7%	1.6%	3.2%	10.6%	0.9%	17.8%

Answered By 2,264 Adults Who Own Homes		Total	Gender		Age					Race				Income						Married		Kids at Home		Worked with Financial Planner			What Role Do 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	Not sure	Alone make decisions	Share decision making	Influence on decisions	Not involved in decisions	Not sure
How Important is Home Value to Your Retirement Plan?	Very important	33.9%	30.7%	36.7%	52.7%	27.4%	35.4%	33.3%	35.9%	29.4%	60.3%	43.9%	40.9%	45.8%	43.9%	33.5%	36.8%	23.8%	17.6%	31.1%	43.2%	28.4%	37.2%	31.9%	34.5%	47.6%	41.9%	29.6%	51.2%	63.2%	25.1%
	Somewhat important	34.1%	32.8%	35.2%	30.6%	29.9%	32.3%	38.6%	36.1%	37.4%	24.1%	23.7%	12.4%	28.7%	28.1%	35.3%	32.2%	41.7%	36.4%	34.5%	31.1%	33.1%	34.7%	34.7%	34.5%	17.6%	28.7%	37.2%	17.6%	15.0%	20.0%
	Not very important	23.5%	26.5%	20.8%	11.2%	29.8%	24.0%	22.0%	21.3%	24.3%	8.2%	32.5%	34.3%	16.3%	19.5%	21.1%	21.3%	32.5%	34.7%	26.4%	15.5%	27.8%	20.9%	24.9%	22.7%	20.2%	21.2%	25.1%	17.2%	12.7%	11.9%
	Not at all important	5.2%	8.0%	2.6%	5.5%	8.0%	5.5%	3.2%	3.4%	5.6%	0.3%	0.0%	11.1%	5.3%	1.9%	5.1%	6.3%	1.6%	11.0%	5.4%	4.6%	6.3%	4.5%	6.2%	4.6%	2.4%	6.9%	4.3%	11.3%	6.9%	0.0%
	Not sure	3.4%	1.9%	4.6%	0.0%	4.9%	2.9%	3.0%	3.3%	3.2%	7.1%	0.0%	1.3%	3.9%	6.5%	5.0%	3.4%	0.3%	0.3%	2.6%	5.7%	4.4%	2.7%	2.2%	3.7%	12.1%	1.4%	3.9%	2.7%	2.2%	43.0%

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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	Yes	No	Not sure	Alone make decisions	Share decision making	Influence on decisions	Not involved in decisions	Not sure
How Much Value Has Home Lost Due to Housing Market Collapse?	None	15.8%	12.5%	18.8%	25.0%	17.8%	11.4%	12.0%	16.9%	15.1%	17.1%	18.8%	21.5%	22.0%	14.4%	12.3%	13.4%	20.4%	16.0%	16.0%	14.9%	19.7%	13.5%	16.5%	15.4%	15.5%	19.8%	14.7%	6.2%	9.7%	6.6%
	1%-10%	23.8%	22.9%	24.6%	25.1%	28.2%	21.7%	20.8%	21.7%	23.6%	27.7%	46.1%	3.8%	22.4%	27.0%	21.2%	32.0%	18.4%	26.5%	25.8%	18.2%	25.4%	22.8%	22.7%	25.3%	9.2%	22.4%	24.8%	25.8%	11.6%	3.0%
	11%-15%	18.5%	21.5%	15.9%	24.9%	12.1%	17.9%	20.6%	23.1%	18.7%	22.6%	3.5%	18.9%	11.2%	17.9%	23.4%	16.9%	21.1%	15.9%	18.4%	18.9%	14.3%	21.1%	21.5%	17.0%	6.7%	20.9%	17.1%	20.0%	42.3%	7.4%
	16%-25%	17.3%	18.6%	16.2%	2.8%	11.3%	22.5%	26.0%	17.1%	18.8%	16.0%	4.5%	7.4%	7.8%	18.5%	19.5%	14.1%	19.1%	21.4%	17.0%	18.1%	12.7%	20.1%	19.9%	15.6%	13.6%	15.6%	18.5%	13.8%	7.1%	7.4%
	26%-50%	14.5%	16.6%	12.6%	13.8%	18.5%	16.3%	12.5%	10.3%	13.9%	12.2%	22.5%	21.0%	19.0%	15.5%	13.6%	15.7%	10.3%	15.4%	14.1%	16.2%	16.9%	13.0%	13.3%	14.6%	27.0%	12.4%	15.5%	22.0%	6.2%	11.0%
	More than 50%	3.8%	5.0%	2.8%	2.8%	6.4%	3.9%	2.6%	2.0%	2.9%	1.2%	0.6%	24.2%	7.6%	0.9%	5.2%	2.7%	7.4%	3.8%	3.5%	5.1%	6.0%	2.5%	2.8%	4.7%	2.9%	4.0%	3.8%	2.6%	13.3%	0.0%
	Not sure	6.3%	3.0%	9.2%	5.6%	5.7%	6.4%	5.5%	8.9%	7.0%	3.2%	4.0%	3.3%	10.0%	5.9%	4.8%	5.3%	3.4%	1.2%	5.2%	8.5%	5.2%	6.9%	3.2%	7.4%	25.3%	5.0%	5.6%	9.5%	9.7%	64.5%