

Fielding Period: October 09 - 11, 2018
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

11 Oct 2018
 Table 1

Base: All Respondents

Q2102 Are you the parent/legal guardian of any child/children who is/are...? Please select all that apply.

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2013	935	1078	529	326	341	389	428	233	154	162	198	188	296	172	179	191	240	370	778	438	427
Weighted Base	2013	973	1040	599	327	344	339	404	298	161	170	161	182	301	165	175	178	222	357	756	420	480
Parents Of Kids Under 18 (Net)	660 33%	302 31%	358 34%	276 46% FGH	204 62% DFGH	126 37% GH	44 13% H	10 2%	116 39% LM	89 55% IKLM	68 40% LM	26 16% M	4 2%	160 53% PQRI	115 69% NPQRJ	59 34% QR	18 10% R	6 3%	99 28%	264 35% SV	174 41% StV	123 26%
2 years old or younger	160 8%	52 5%	108 10% B	122 20% EFGH	32 10% FGH	6 2% GH	-	-	38 13% JKLM	9 5% LM	5 3% lm	-	-	84 28% OPQRI	23 14% PQRJ	1 1%	-	-	13 4%	62 8% S	54 13% STV	32 7% s
3-5 years old	165 8%	52 5%	113 11% B	105 17% FGH	44 14% FGH	12 4% gh	4 1% h	-	29 10% KLM	19 12% KLM	2 1% LM	2 1%	-	76 25% OPQRI	25 15% PQR	10 6% QRk	2 1%	-	16 4%	70 9% S	50 12% SV	30 6%
6-9 years old	212 11%	90 9%	122 12% B	100 17% FGH	79 24% DFGH	26 8% GH	3 1% H	3 1%	36 12% LM	41 26% IKLM	11 7% LM	2 1%	-	65 22% PQRI	38 23% PQR	15 9% QR	1 1%	3 1%	29 8%	90 12% s	49 12%	44 9%
10-12 years old	194 10%	98 10%	96 9% B	72 12% GH	75 23% DFGH	33 9% GH	10 3% h	4 1%	36 12% LM	37 23% IKLM	18 11% LM	6 4% m	1 1%	36 12% QR	38 23% NPQR	14 8% QR	5 3%	3 1%	31 9%	72 10% stV	55 13% stV	36 7%
13-17 years old	278 14%	142 15%	135 13% B	51 8% H	99 30% DGH	84 24% DGH	35 10% H	9 2%	26 9% M	45 28% ILM	45 27% ILM	21 13% M	4 2%	24 8% R	54 22% NpQR	38 15% NQR	13 8% R	5 2%	54 15% V	104 14% V	76 18% tV	43 9%
18 years of age or older	597 30%	259 27%	337 32% B	14 2% H	42 13% D	128 37% DE	200 59% DEF	212 53% DEF	10 3%	14 8% i	54 32% IJ	89 55% IJK	92 51% IJK	5 2%	28 17% Nj	74 42% NO	111 62% NOP	120 54% NOp	138 39% TUV	203 27% TU	128 30% tU	128 27%
I am not the parent/legal guardian of any children.	806 40%	436 45% C	371 36% B	302 50% EFG	102 31% D	112 33% DE	109 45% EFG	180 58% EFG	173 58% JKLMN	63 39% O	61 36% O	54 33% O	85 47% kl	129 43% OPQ	39 24% P	52 30% P	55 31% P	96 43% OPQ	135 38% U	299 40% U	136 32% U	237 49% STU
Decline to answer	28 1%	11 1%	17 2%	14 2% gh	6 2%	3 1%	2 1%	2 1%	5 2%	4 2% i	1 1%	-	1 1%	9 3% r	2 1%	2 1%	2 1%	1 1%	7 2% U	13 2% U	-	7 1% U
Sigma	2439 121%	1140 117%	1299 125%	781 130%	480 147%	405 118%	362 107%	411 102%	354 119%	231 143%	198 117%	173 107%	183 101%	428 142%	249 150%	206 118%	189 106%	227 102%	422 118%	913 121%	547 130%	557 116%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used.

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 Table 2

Base: All Respondents

Q2102 Are you the parent/legal guardian of any child/children who is/are...? Please select all that apply.

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Married	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2013	746	370	270	597	577	672	764	1148	865	695	1318	648	1365	1388	582	1070	943
Weighted Base	2013	693	345	274	671	617	760	636	1232	781	764	1249	660	1353	1371	595	944	1069
Parents Of Kids Under 18 (Net)	660	229	111	96	218	201	236	223	488	172	630	30	660	-	458	190	381	278
	33%	33%	32%	35%	33%	33%	31%	35%	40%	22%	82%	2%	100%	-	33%	32%	40%	26%
2 years old or younger	160	75	35	17	32	55	65	40	108	52	158	3	160	-	93	67	88	72
	8%	11%	10%	6%	5%	9%	9%	6%	9%	7%	21%	*	24%	-	7%	11%	9%	7%
3-5 years old	165	72	39	20	32	60	64	41	116	50	160	5	165	-	100	63	103	63
	8%	10%	11%	7%	5%	10%	8%	6%	9%	6%	21%	*	25%	-	7%	11%	11%	6%
6-9 years old	212	71	39	35	63	78	62	72	158	54	206	5	212	-	145	62	138	74
	11%	10%	11%	13%	9%	13%	8%	11%	13%	7%	27%	*	32%	-	11%	10%	15%	7%
10-12 years old	194	55	25	35	78	64	67	62	142	52	185	8	194	-	143	46	117	77
	10%	8%	7%	13%	12%	10%	9%	10%	12%	7%	24%	1%	29%	-	10%	8%	12%	7%
13-17 years old	278	69	41	44	123	58	100	119	213	64	265	13	278	-	219	53	172	105
	14%	10%	12%	16%	18%	9%	13%	19%	17%	8%	35%	1%	42%	-	16%	9%	18%	10%
18 years of age or older	597	155	106	76	249	172	232	193	287	310	102	495	77	519	474	117	376	221
	30%	22%	31%	28%	37%	28%	30%	30%	23%	40%	13%	40%	12%	38%	35%	20%	40%	21%
I am not the parent/legal guardian of any children.	806	321	131	109	230	253	314	239	489	317	98	709	-	806	482	296	232	574
	40%	46%	38%	40%	34%	41%	41%	38%	40%	41%	13%	57%	-	60%	35%	50%	25%	54%
Decline to answer	28	16	3	6	2	19	3	5	18	10	6	21	-	28	12	13	4	24
	1%	2%	1%	2%	*	3%	*	1%	1%	1%	1%	2%	-	2%	1%	2%	*	2%
Sigma	2439	833	421	341	810	759	908	772	1530	909	1180	1259	1086	1353	1668	717	1230	1209
	121%	120%	122%	124%	121%	123%	119%	121%	124%	116%	155%	101%	165%	100%	122%	121%	130%	113%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used.

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 Table 3

Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply.

By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).

Base: Parents Of Kids Under 18

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	648	284	364	269	202	122	46	9	98	88	65	29	4	171	114	57	17	5	99	268	161	120
Weighted Base	660	302	358	276	204	126*	44*	10**	116*	89*	68*	26**	4**	160	115*	59*	18**	6**	99*	264	174	123*
Expect Child(ren) To Pursue College/Post High School Education (Net)	643 97%	298 99% c	344 96%	267 97%	200 98%	122 97%	43 97%	10 100%	113 98%	89 100%	68 100%	25 97%	4 100%	154 96%	112 97%	55 94%	18 97%	6 100%	95 96%	259 98%	171 98%	118 96%
Saving For Child(ren)'s College/Post High School Education (Sub-Net)	504 76%	258 85% C	246 69%	211 77%	155 76%	93 73%	35 80%	10 100%	106 91% KN	73 83% o	53 78%	22 85%	4 100%	106 66%	82 71%	40 68%	13 72%	6 100%	78 79%	204 78%	124 71%	97 79%
Saving in a personal savings account	332 50%	176 58% C	156 44%	144 52%	107 53%	53 42%	24 55%	5 47%	70 61% n	54 61% o	34 51% p	14 53%	3 85%	73 46%	53 46%	18 31%	11 58%	1 22%	37 37%	142 54% S	88 51% s	65 53% S
Saving through investments (e.g., stock, bonds, mutual funds)	169 26%	111 37% C	58 16%	62 22%	46 23%	38 30%	21 47% DEF	3 25%	36 31% N	31 35% O	26 39% p	15 60%	2 54%	25 16%	15 13%	12 20%	5 29%	* 7%	30 31%	62 24%	42 24%	35 28%
Saving in a 529 savings plan	140 21%	79 26% C	60 17%	42 15%	50 25% D	32 26% D	13 29% d	3 27%	25 21% N	26 29%	19 27%	10 40%	-	17 11%	24 21% N	14 24% N	2 13%	3 45%	30 30% Tu	50 19%	32 18%	28 23%
Saving in another way	133 20%	70 23%	63 18%	65 24%	34 17%	21 17%	9 21%	3 31%	37 32% KN	18 20%	14 17%	4 17%	1 38%	29 18%	16 14%	12 20%	5 26%	2 26%	23 23%	64 24% uv	27 16%	19 15%
N/A - I am not saving for my child(ren)'s college/post high school education.	139 21%	41 14%	98 27% B	56 20%	45 22%	30 24%	8 18%	-	8 7%	15 17% i	15 22% l	3 12%	-	48 30% l	30 26%	15 26%	4 25%	-	17 17%	55 21%	47 27% v	21 17%
N/A - I don't expect my child(ren) to pursue college/post high school education.	17 3%	3 1%	14 4% b	9 3%	3 2%	4 3%	1 3%	-	3 2%	-	-	1 3%	-	6 4%	3 3%	4 6% k	1 3%	-	4 4%	4 2%	3 2%	5 4%
Sigma	930 141%	480 159%	449 126%	377 137%	286 140%	178 141%	76 172%	13 130%	178 154%	144 163%	103 153%	48 185%	7 177%	199 124%	142 123%	75 127%	28 154%	6 100%	142 142%	377 143%	239 137%	173 141%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 4

Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply.

By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).

Base: Parents Of Kids Under 18

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status	
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	648	244	124	96	177	188	207	253	455	193	616	32	648	-	437	198	413	235
Weighted Base	660	229	111*	96*	218	201	236	223	488	172	630	30**	660	**	458	190	381	278
Expect Child(ren) To Pursue College/Post High School Education (Net)	643 97%	222 97%	106 96%	92 96%	217 99%	191 95%	233 99%	219 98%	480 98%	162 94%	614 97%	29 97%	643 97%	-	453 99%	179 94%	375 98%	267 96%
Saving For Child(ren)'s College/Post High School Education (Sub-Net)	504 76%	145 63%	78 70%	72 75%	203 93%	127 63%	179 76%	198 89%	393 81%	111 64%	478 76%	26 86%	504 76%	-	376 82%	119 63%	297 78%	207 74%
Saving in a personal savings account	332 50%	86 38%	55 50%	51 54%	139 64%	80 40%	121 51%	131 59%	271 56%	61 36%	321 51%	11 36%	332 50%	-	253 55%	74 39%	204 53%	128 46%
Saving through investments (e.g., stock, bonds, mutual funds)	169 26%	19 8%	27 24%	23 24%	98 45%	27 13%	47 20%	96 43%	154 32%	15 9%	165 26%	4 13%	169 26%	-	148 32%	17 9%	115 30%	54 19%
Saving in a 529 savings plan	140 21%	21 9%	12 11%	24 25%	82 38%	10 5%	39 17%	91 41%	117 24%	22 13%	132 21%	7 25%	140 21%	-	124 27%	15 8%	94 25%	46 16%
Saving in another way	133 20%	52 23%	19 17%	13 14%	45 21%	51 26%	39 17%	42 19%	97 20%	36 21%	124 20%	9 31%	133 20%	-	89 20%	42 22%	78 21%	55 20%
N/A - I am not saving for my child(ren)'s college/post high school education.	139 21%	77 33%	28 25%	20 21%	14 6%	63 31%	55 23%	21 9%	87 18%	52 30%	136 22%	3 11%	139 21%	-	77 17%	60 31%	78 21%	61 22%
N/A - I don't expect my child(ren) to pursue college/post high school education.	17 3%	8 3%	5 4%	3 4%	1 1%	10 5%	2 1%	4 2%	7 2%	10 6%	16 3%	1 3%	17 3%	-	5 1%	11 6%	6 2%	11 4%
Sigma	930 141%	262 114%	146 132%	135 141%	380 174%	241 120%	303 129%	385 173%	734 151%	195 114%	894 142%	35 119%	930 141%	-	697 152%	218 115%	576 151%	354 127%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 5

Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply.

By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).

Base: Saving For Child(ren)'s College/Post High School Education

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	486	241	245	202	152	87	36	9	89	74	50	24	4	113	78	37	12	5	78	199	116	93
Weighted Base	504	258	246	211	155	93*	35**	10**	106*	73*	53*	22**	4**	106*	82*	40**	13**	6**	78*	204	124*	97*
Saving in a personal savings account	332 66%	176 68%	156 63%	144 68%	107 69%	53 57%	24 69%	5 47%	70 66%	54 74%	34 65%	14 63%	3 85%	73 70%	53 65%	18 46%	11 80%	1 22%	37 47%	142 69% S	88 71% S	65 67% S
Saving through investments (e.g., stock, bonds, mutual funds)	169 34%	111 43% C	58 24%	62 29%	46 30%	38 41%	21 59%	3 25%	36 35%	31 42% O	26 50%	15 71%	2 54%	25 24%	15 19%	12 30%	5 40%	* 7%	30 39%	62 30%	42 34%	35 36%
Saving in a 529 savings plan	140 28%	79 31%	60 25%	42 20%	50 32% D	32 35% D	13 36%	3 27%	25 23%	26 35%	19 35%	10 47%	-	17 16%	24 30% n	14 35%	2 18%	3 45%	30 38% t	50 24%	32 26%	28 29%
Saving in another way	133 26%	70 27%	63 26%	65 31%	34 22%	21 23%	9 26%	3 31%	37 35% k	18 24%	9 17%	4 20%	1 38%	29 27%	16 20%	12 30%	5 35%	2 26%	23 29%	64 31% v	27 22%	19 19%
Sigma	774 154%	436 169%	338 137%	313 148%	237 153%	144 156%	67 191%	13 130%	168 159%	129 176%	88 168%	44 200%	7 177%	144 137%	108 133%	56 140%	23 174%	6 100%	120 154%	318 156%	189 152%	147 151%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 6

Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply.

By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).

Base: Saving For Child(ren)'s College/Post High School Education

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	486	148	91	78	162	116	149	221	365	121	460	26	486	-	361	117	324	162
Weighted Base	504	145*	78*	72*	203	127*	179	198	393	111*	478	26**	504	**	376	119*	297	207
Saving in a personal savings account	332 66%	86 59%	55 71%	51 71%	139 68%	80 63%	121 68%	131 67%	271 69%	61 55%	321 67%	11 42%	332 66%	-	253 67%	74 62%	204 69%	128 62%
Saving through investments (e.g., stock, bonds, mutual funds)	169 34%	19 13%	27 35%	23 32%	98 48%	27 21%	47 26%	96 48%	154 39%	15 14%	165 35%	4 15%	169 34%	-	148 39%	17 14%	115 39%	54 26%
Saving in a 529 savings plan	140 28%	21 15%	12 16%	24 33%	82 40%	10 8%	39 22%	91 46%	117 30%	22 20%	132 28%	7 29%	140 28%	-	124 33%	15 12%	94 32%	46 22%
Saving in another way	133 26%	52 36%	19 24%	13 18%	45 22%	51 40%	39 22%	42 21%	97 25%	36 32%	124 26%	9 36%	133 26%	-	89 24%	42 35%	78 26%	55 26%
Sigma	774 154%	178 123%	113 145%	111 155%	365 179%	168 132%	246 138%	360 182%	640 163%	134 121%	743 155%	31 122%	774 154%	-	615 164%	148 124%	492 166%	282 137%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 7

Q2 Why aren't you saving for your child(ren)'s college/post high school education? Please select all that apply.

Base: Not Saving For Child's College/Post High School Education

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	145	41	104	60	46	31	8	-	8	14	15	4	-	52	32	16	4	-	17	64	41	23
Weighted Base	139*	41**	98*	56*	45**	30**	8**	**	8**	15**	15**	3**	**	48*	30**	15**	4**	**	17**	55*	47**	21**
I am unable to save	83 60%	25 62%	58 59%	35 63%	24 52%	20 66%	4 58%	-	5 62%	8 50%	12 80%	1 32%	-	30 63%	16 53%	8 53%	3 76%	-	10 59%	35 63%	24 51%	15 71%
My child(ren)'s education will be paid for using loans or other financial aid	28 20%	7 17%	21 21%	9 16%	6 14%	9 31%	3 40%	-	1 13%	1 6%	3 23%	2 50%	-	8 17%	5 18%	6 38%	1 33%	-	7 42%	13 24%	4 8%	4 18%
My child(ren)'s education will be paid for using scholarships or grants	22 16%	3 6%	20 20%	7 12%	9 20%	5 18%	1 19%	-	-	1 9%	1 8%	-	-	7 14%	8 25%	4 27%	1 33%	-	2 15%	11 21%	5 10%	4 18%
I have plenty of time before I need to worry about it	16 11%	5 12%	11 11%	10 17%	3 7%	2 7%	1 8%	-	2 25%	2 12%	1 8%	-	-	8 16%	1 5%	1 7%	1 14%	-	2 10%	7 12%	6 13%	1 5%
I believe my child should pay for their own college/post high school education	14 10%	7 17%	7 7%	1 1%	11 24%	2 6%	1 8%	-	-	5 31%	2 11%	1 18%	-	1 2%	6 20%	-	-	-	2 10%	2 3%	11 23%	-
Someone else will be paying for it (e.g., relative, friend)	3 2%	* 1%	2 2%	-	2 4%	-	* 6%	-	-	* 3%	-	-	-	-	2 5%	-	* 10%	-	1 5%	1 2%	-	1 3%
Other reason	11 8%	1 2%	11 11%	9 16%	2 4%	1 2%	-	-	-	-	1 4%	-	-	9 18%	2 5%	-	-	-	-	4 7%	6 13%	2 8%
Sigma	176 127%	48 117%	129 131%	70 125%	57 125%	39 130%	11 138%	-	8 100%	17 112%	20 134%	3 100%	-	63 129%	40 131%	19 126%	7 165%	-	24 141%	72 131%	55 118%	25 123%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

NEFE
Weighted To The U.S. General Adult Population - Propensity

Q2 Why aren't you saving for your child(ren)'s college/post high school education? Please select all that apply.

Base: Not Saving For Child's College/Post High School Education

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status	
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Married	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	145	87	28	16	14	61	55	29	84	61	140	5	145	-	71	70	82	63
Weighted Base	139*	77*	28**	20**	14**	63*	55*	21**	87*	52*	136*	3**	139*	**	77*	60*	78*	61*
I am unable to save	83 60%	49 64%	17 60%	9 46%	8 56%	38 60%	30 55%	15 71%	52 60%	31 60%	80 59%	3 86%	83 60%	-	41 54%	40 68%	47 60%	36 59%
My child(ren)'s education will be paid for using loans or other financial aid	28 20%	15 19%	5 16%	3 13%	6 40%	12 20%	11 21%	4 18%	17 19%	11 21%	27 20%	1 25%	28 20%	-	20 26% p	7 11%	14 17%	14 23%
My child(ren)'s education will be paid for using scholarships or grants	22 16%	16 20%	4 14%	2 9%	1 6%	10 16%	9 16%	4 17%	9 11%	13 25% i	21 16%	1 25%	22 16%	-	12 16%	9 16%	9 11%	14 23%
I have plenty of time before I need to worry about it	16 11%	7 10%	7 24%	-	1 10%	7 12%	7 13%	1 6%	13 15%	2 5%	16 12%	-	16 11%	-	5 6%	10 17% o	11 14%	5 8%
I believe my child should pay for their own college/post high school education	14 10%	2 3%	1 3%	9 46%	2 12%	10 15%	4 8%	-	9 10%	5 10%	14 10%	-	14 10%	-	12 16% p	1 1%	12 16% R	1 2%
Someone else will be paying for it (e.g., relative, friend)	3 2%	1 2%	-	2 2%	1 5%	1 1%	* 1%	1 5%	1 1%	1 3%	2 2%	* 14%	3 2%	-	2 2%	1 2%	1 1%	1 2%
Other reason	11 8%	8 10%	2 8%	-	1 7%	-	9 16% F	2 10%	5 5%	6 12%	11 8%	-	11 8%	-	7 9%	4 7%	3 4%	8 13%
Sigma	176 127%	99 128%	35 125%	24 117%	19 137%	78 124%	71 130%	27 127%	106 122%	70 135%	171 126%	5 150%	176 127%	-	99 129%	72 122%	97 124%	79 130%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 09 - 11, 2018
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

11 Oct 2018
 Table 9

Q3 What types of money/funding do you plan to rely on to pay for your child(ren)'s college/post high school education?
 Please select all that apply.

Base: Expect Child(ren) To Pursue College/Post High School Education

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	631	282	349	262	198	118	44	9	97	88	65	28	4	165	110	53	16	5	95	263	157	116
Weighted Base	643	298	344	267	200	122*	43*	10**	113*	89*	68*	25**	4**	154	112*	55*	18**	6**	95*	259	171	118*
Grants/Scholarships (Net)	408 63%	194 65%	213 62%	174 65%	121 61%	75 62%	31 73%	6 56%	79 69%	56 63%	40 60%	16 65%	3 68%	96 62%	65 58%	35 64%	15 83%	3 48%	61 64%	160 62%	120 70% v	66 56%
Scholarships	364 57%	163 55%	201 58%	153 57%	109 54%	68 56%	30 69%	5 48%	66 58%	47 53%	33 49%	15 59%	3 68%	88 57%	62 55%	35 64%	15 83%	2 35%	51 54%	144 56%	108 63%	61 52%
Grants	299 47%	145 48%	155 45%	128 48%	94 47%	49 40%	23 53%	6 56%	58 51%	43 49%	30 45%	11 44%	3 68%	71 46%	51 46%	18 33%	12 66%	3 48%	38 40%	124 48%	93 54% sV	45 38%
Personal savings (e.g., savings account, 529 account)	325 51%	167 56% C	158 46%	134 50%	100 50%	61 50%	25 57%	5 55%	62 55%	50 56%	37 54%	16 63%	3 85%	72 47%	51 45%	25 45%	9 49%	2 35%	43 45%	140 54%	85 50%	58 49%
Loans (Net)	221 34%	117 39% c	104 30%	89 33%	71 36%	41 34%	15 36%	4 44%	38 34%	38 43%	29 43% P	10 39%	1 38%	51 33%	33 30%	12 22%	6 31%	3 48%	35 37%	80 31%	62 36%	44 38%
Federal loans	183 28%	91 30%	92 27%	73 27%	59 29%	34 28%	12 28%	4 44%	28 25%	29 33%	24 36% P	8 31%	1 38%	45 29%	30 27%	10 18%	4 24%	3 48%	30 32%	63 24%	55 32%	34 29%
Private loans	96 15%	53 18%	43 12%	41 15%	30 15%	20 16%	5 13%	1 6%	20 17%	20 22% O	9 14%	4 16%	1 15%	21 14%	10 9%	11 20%	1 7%	-	12 13%	42 16%	26 15%	15 13%
Family gifts (e.g., grandparent's savings, inheritance)	171 27%	84 28%	87 25%	84 31% F	55 27%	24 19%	8 19%	1 12%	42 37% K	27 31%	13 20%	1 4%	1 31%	42 27%	28 25%	10 19%	7 40%	-	33 34% t	62 24%	41 24%	35 30%
Paying out of earnings as expenses arise	138 22%	69 23%	69 20%	58 22%	45 22%	22 18%	12 29%	-	30 26%	21 23%	11 17%	7 28%	-	29 19%	24 22%	11 20%	6 31%	-	16 17%	71 28% sV	37 21% v	14 12%
Credit cards	118 18%	70 24% C	47 14%	59 22% F	33 16%	12 10%	12 29% F	1 12%	35 31% KN	23 26% KO	5 8%	6 23%	1 32%	24 16%	10 9%	6 12%	7 37%	-	16 16%	50 19%	26 15%	27 23%
Borrowing From Home Equity/Retirement Savings (Net)	88 14%	51 17% C	37 11%	32 12%	26 13%	21 17%	7 17%	1 12%	21 18% N	13 15%	10 15%	5 21%	1 31%	11 7%	13 11%	11 20% N	2 12%	-	19 20%	36 14%	20 12%	12 11%
Borrowing from retirement savings	58 9%	39 13% C	19 5%	25 9%	22 11%	8 6%	4 8%	-	19 16% N	11 13%	10 10%	3 11%	-	6 4%	11 10%	1 2%	1 5%	-	14 14%	21 8%	13 8%	10 9%
Borrowing from home equity	43 7%	18 6%	25 7%	14 5%	10 5%	14 11% de	4 9%	1 12%	7 6%	3 4%	4 6%	3 10%	1 31%	7 5%	7 6%	10 18% No	1 7%	-	7 7%	17 7%	15 9% v	3 3%
Other	30 5%	13 4%	17 5%	8 3%	15 7% d	4 3%	2 5%	1 12%	4 3%	8 9%	1 2%	* 1%	-	4 3%	7 6%	2 4%	2 12%	1 20%	1 1%	23 9% SU	3 2%	4 3%
Not at all sure	61 10%	21 7%	40 12%	20 7%	26 13%	11 9%	2 4%	3 27%	4 4%	8 9%	7 11%	2 6%	-	16 10%	18 16%	4 7%	-	3 45%	12 13%	20 8%	19 11%	10 8%
Sigma	1887 294%	934 313%	953 277%	797 298%	597 298%	326 266%	139 324%	28 285%	373 330%	289 326%	183 270%	75 297%	14 367%	424 275%	308 276%	143 261%	64 361%	14 232%	272 286%	777 300%	522 305%	317 269%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 09 - 11, 2018
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

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 Table 10

Q3 What types of money/funding do you plan to rely on to pay for your child(ren)'s college/post high school education?
 Please select all that apply.

Base: Expect Child(ren) To Pursue College/Post High School Education

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status	
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Married	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	631	235	119	94	176	177	204	250	449	182	600	31	631	-	432	187	406	225
Weighted Base	643	222	106*	92*	217	191	233	219	480	162	614	29**	643	-.**	453	179	375	267
Grants/Scholarships (Net)	408 63%	140 63%	67 63%	49 53%	151 69% D	109 57%	150 64%	149 68%	312 65%	96 59%	394 64%	14 48%	408 63%	-	288 64%	112 62%	225 60%	183 68% q
Scholarships	364 57%	123 55%	61 57%	46 50%	133 61%	94 49%	131 56%	139 64%	281 58%	83 51%	358 58%	6 21%	364 57%	-	257 57%	100 56%	208 55%	157 59%
Grants	299 47%	111 50%	47 45%	35 38%	104 48%	90 47%	110 47%	100 46%	222 46%	78 48%	288 47%	11 39%	299 47%	-	203 45%	90 51%	155 41%	145 54% Q
Personal savings (e.g., savings account, 529 account)	325 51%	88 40%	50 47%	48 52% b	139 64% BC	67 35%	115 49% F	143 65% FG	263 55% J	62 38%	316 52%	9 32%	325 51%	-	252 56% P	70 39%	205 55% r	120 45%
Loans (Net)	221 34%	66 30%	33 31%	35 38%	88 40% b	44 23%	82 35% F	95 44% F	177 37% j	45 28%	213 35%	8 29%	221 34%	-	161 35%	59 33%	131 35%	90 34%
Federal loans	183 28%	59 27%	29 27%	25 27%	70 32%	33 17%	74 32% F	76 35% F	144 28% j	38 24%	178 29%	5 16%	183 28%	-	128 28%	53 29%	108 29%	75 28%
Private loans	96 15%	28 12%	13 13%	13 14%	42 19%	17 9%	34 14%	46 21% F	80 17% j	17 10%	92 15%	4 15%	96 15%	-	73 16%	23 13%	60 16%	36 13%
Family gifts (e.g., grandparent's savings, inheritance)	171 27%	58 26%	32 30%	21 23%	60 28%	48 25%	67 29%	56 26%	135 28% j	36 22%	166 27%	5 17%	171 27%	-	127 28%	43 24%	93 25%	78 29%
Paying out of earnings as expenses arise	138 22%	33 15%	23 21%	21 23%	61 28% B	28 15%	49 21%	61 28% F	115 24% J	23 14%	133 22%	5 19%	138 22%	-	102 23%	33 18%	78 21%	60 22%
Credit cards	118 18%	27 12%	15 14%	21 23% b	54 25% Bc	28 15%	40 17%	50 23% f	94 20% j	24 15%	112 18%	6 21%	118 18%	-	91 20%	27 15%	83 22% R	35 13%
Borrowing From Home Equity/Retirement Savings (Net)	88 14%	26 12%	17 16%	15 16%	29 14%	18 9%	36 16%	33 15%	78 16% J	10 6%	83 14%	4 15%	88 14%	-	72 16% P	16 9%	49 13%	39 15%
Borrowing from retirement savings	58 9%	13 6%	10 9%	12 14% b	22 10%	12 6%	23 10%	23 10%	50 10% j	7 5%	55 9%	3 11%	58 9%	-	46 10%	11 6%	34 9%	23 9%
Borrowing from home equity	43 7%	16 7%	10 10% d	2 2%	14 6%	9 5%	18 8%	16 7%	39 8% j	4 3%	40 7%	2 8%	43 7%	-	37 8% p	6 3%	19 5%	24 9%
Other	30 5%	9 4%	3 3%	4 5%	13 6%	6 3%	15 6%	9 4%	20 4% j	10 6%	29 5%	1 3%	30 5%	-	20 5%	9 5%	20 5%	11 4%
Not at all sure	61 10%	26 12% E	7 7%	17 18% CE	8 4%	31 16% gH	22 9% H	8 4%	32 7% J	29 18% I	57 9%	4 15%	61 10%	-	36 8%	24 13% o	40 11%	21 8%
Sigma	1887 294%	589 265%	302 284%	266 289%	721 332%	464 243%	696 298%	728 333%	1474 307%	413 254%	1824 297%	63 216%	1887 294%	-	1374 303%	488 273%	1102 294%	785 293%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 09 - 11, 2018

NEFE
Weighted To The U.S. General Adult Population - Propensity

Q3 What types of money/funding do you plan to rely on to pay for your child(ren)'s college/post high school education?
Please select all that apply.

11 Oct 2018
Table 10

Base: Expect Child(ren) To Pursue College/Post High School Education

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	643	222	106*	92*	217	191	233	219	480	162	614	29**	643	-**	453	179	375	267

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 09 - 11, 2018
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

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 Table 11

Q4 Which of the following alternatives are you considering/would you consider to help keep your child(ren)'s college/post high school education costs lower? Please select all that apply.

Base: Expect Child(ren) To Pursue College/Post High School Education

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	631	282	349	262	198	118	44	9	97	88	65	28	4	165	110	53	16	5	95	263	157	116
Weighted Base	643	298	344	267	200	122*	43*	10**	113*	89*	68*	25**	4**	154	112*	55*	18**	6**	95*	259	171	118*
Having them take college credit course while in high school (e.g., AP classes)	261 41%	124 41%	137 40%	112 42%	79 39%	49 40%	15 35%	6 61%	48 42%	41 46%	25 37%	9 35%	1 23%	65 42%	38 34%	23 42%	6 36%	5 87%	35 37%	101 39%	79 46%	46 39%
Encouraging them to work while getting their education	260 41%	120 40%	140 41%	105 39%	87 43%	52 42%	14 32%	4 36%	43 38%	40 45%	28 41%	7 28%	3 68%	62 40%	47 42%	24 43%	7 38%	1 16%	33 34%	111 43%	71 41%	46 39%
Attend community college, then transferring to a 4 year university to finish/obtain degree	233 36%	91 30%	142 41% B	97 36%	75 37%	44 36%	12 28%	5 46%	38 34%	28 32%	17 26%	5 19%	2 53%	59 38%	47 42%	27 49% K	7 41%	2 42%	25 26%	105 40% S	57 33%	47 40% s
Choose a public school over a private school	213 33%	112 37% c	101 29%	74 28%	68 34%	47 39% d	19 45% D	4 40%	38 33%	32 37%	30 45%	10 41%	1 23%	36 23%	36 32%	17 31%	9 51%	3 52%	40 42% T	71 28%	59 34%	43 36%
Having them go to an in-state school or out-of-state school with tuition reciprocity	182 28%	82 27%	100 29%	57 21%	61 31% d	46 38% D	14 34%	3 31%	23 20%	26 29%	24 35% I	7 29%	3 68%	35 22%	36 32%	23 41% N	7 40%	* 7%	23 24%	76 29%	48 28%	35 30%
Taking college courses online	173 27%	83 28%	90 26%	74 28% g	59 29% g	30 25%	5 12%	4 45%	21 19%	36 41% IO	21 31%	4 16%	1 31%	53 35% Opl	22 20%	10 18%	1 7%	3 54%	15 16%	74 29% S	52 30% S	32 27% s
Attend community college instead of getting a 4 year degree	137 21%	73 24%	64 19%	58 22%	41 21%	28 23%	10 23%	- -	27 24%	26 29% O	14 21%	6 22%	- -	31 20%	16 14%	13 25%	4 24%	- -	11 12%	63 24% S	37 21% s	26 22% s
Attend vocational/trade school instead of college	103 16%	49 16%	54 16%	48 18%	33 16%	16 13%	5 13%	- -	20 18%	21 23% Ko	6 9%	2 9%	- -	28 18%	12 11%	10 19%	3 18%	- -	7 8%	42 16% s	31 18% S	22 19% S
Having them take a gap year to work and save money	84 13%	50 17% C	33 10%	49 18% Ef	17 8%	13 10%	5 13%	- -	28 25% jkn	11 13% o	7 10%	4 17%	- -	21 14% O	5 5%	6 10%	1 7%	- -	12 13%	38 15% u	12 7%	21 18% U
Relying on other family members to contribute	55 9%	28 9%	27 8%	28 10%	18 9%	6 5%	2 5%	1 12%	12 11%	11 12%	3 4%	1 4%	1 31%	15 10%	7 6%	3 6%	1 7%	- -	8 9%	24 9%	11 6%	12 10%
Other	33 5%	15 5%	18 5%	18 7% F	12 6% f	1 1%	1 3%	1 8%	6 5%	7 8%	1 1%	1 5%	- -	12 8% p	5 4%	- -	- -	1 13%	4 4%	16 6%	6 4%	7 6%
None	59 9%	32 11%	27 8%	16 6%	20 10%	15 12% d	8 18% D	1 12%	4 4%	8 9%	11 17% I	8 30%	1 32%	12 8%	12 11%	3 6%	- -	- -	14 15% V	26 10%	14 8%	5 4%
Sigma	1793 279%	859 288%	934 271%	736 275%	569 284%	347 283%	112 261%	29 293%	308 272%	287 324%	187 277%	64 255%	13 328%	428 278%	282 253%	159 291%	48 270%	16 270%	226 238%	749 289%	475 278%	342 291%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 09 - 11, 2018
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

11 Oct 2018
 Table 12

Q4 Which of the following alternatives are you considering/would you consider to help keep your child(ren)'s college/post high school education costs lower? Please select all that apply.

Base: Expect Child(ren) To Pursue College/Post High School Education

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status	
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Married	Not married
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted Base	631	235	119	94	176	177	204	250	449	182	600	31	631	-	432	187	406	225
Weighted Base	643	222	106*	92*	217	191	233	219	480	162	614	29**	643	-**	453	179	375	267
Having them take college credit course while in high school (e.g., AP classes)	261 41%	70 32%	49 46% B	32 35%	109 50% BD	47 25%	105 45%	109 50% F	207 43% j	54 34%	255 42%	6 20%	261 41%	-	194 43%	63 35%	150 40%	111 42%
Encouraging them to work while getting their education	260 41%	88 40%	46 44% B	44 47%	80 37%	81 43%	96 41%	83 38%	192 40%	69 42%	256 42%	5 16%	260 41%	-	184 41%	73 41%	161 43%	100 37%
Attend community college, then transferring to a 4 year university to finish/obtain degree	233 36%	93 42% e	40 37%	31 34%	68 31%	52 27%	106 46% FH	75 34%	183 38%	50 31%	231 38%	2 6%	233 36%	-	163 36%	67 38%	123 33%	110 41% q
Choose a public school over a private school	213 33%	47 21%	41 38% B	32 34% B	91 42% B	46 24%	73 31%	93 43% FG	166 34%	47 29%	206 34%	7 23%	213 33%	-	163 36% p	48 27%	133 35%	79 30%
Having them go to an in-state school or out-of-state school with tuition reciprocity	182 28%	48 22%	37 35% B	27 29%	69 32% b	33 17%	69 30% F	80 37% F	143 30%	39 24%	178 29%	4 14%	182 28%	-	138 31%	42 24%	104 28%	78 29%
Taking college courses online	173 27%	49 22%	36 33% B	27 29%	60 28%	47 25%	77 33% H	50 23%	129 27%	44 27%	168 27%	6 20%	173 27%	-	116 26%	56 31%	104 28%	70 26%
Attend community college instead of getting a 4 year degree	137 21%	47 21%	23 22%	25 27%	41 19%	52 27% h	47 20%	38 18%	101 21%	37 23%	129 21%	8 28%	137 21%	-	102 23%	30 17%	78 21%	59 22%
Attend vocational/trade school instead of college	103 16%	35 16%	18 17%	21 23% e	29 13%	36 19%	39 17%	28 13%	73 15%	30 18%	101 16%	2 7%	103 16%	-	70 16%	29 16%	65 17%	37 14%
Having them take a gap year to work and save money	84 13%	24 11%	19 18% d	7 8%	33 15%	22 12%	31 13%	31 14%	64 13%	20 12%	81 13%	3 10%	84 13%	-	61 13%	20 11%	46 12%	38 14%
Relying on other family members to contribute	55 9%	19 9%	11 11% d	3 4%	21 10%	11 6%	27 12% f	17 8%	44 9%	11 7%	53 9%	2 8%	55 9%	-	38 8%	16 9%	31 8%	24 9%
Other	33 5%	16 7%	5 5%	5 5%	6 3%	7 4%	17 7%	9 4%	22 4%	11 7%	32 5%	1 3%	33 5%	-	16 4%	16 9% O	18 5%	14 5%
None	59 9%	24 11%	7 7%	10 11%	17 8%	22 11%	17 7%	21 9%	43 9%	16 10%	54 9%	5 18%	59 9%	-	42 9%	16 9%	41 11%	19 7%
Sigma	1793 279%	559 252%	333 313%	264 287%	623 287%	456 239%	703 301%	634 290%	1365 284%	428 264%	1743 284%	50 172%	1793 279%	-	1288 284%	476 266%	1053 281%	740 277%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 13

Q5 When do you think is the best time for a parent to start saving for their child(ren)'s college/post high school education?

Base: Parents Of Kids Under 18

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	648	284	364	269	202	122	46	9	98	88	65	29	4	171	114	57	17	5	99	268	161	120
Weighted Base	660	302	358	276	204	126*	44*	10**	116*	89*	68*	26**	4**	160	115*	59*	18**	6**	99*	264	174	123*
Before the child is born	221 33%	100 33%	120 34%	97 35%	63 31%	43 34%	16 36%	2 19%	42 37%	25 28%	21 31%	10 41%	1 38%	54 34%	38 33%	22 37%	6 31%	* 7%	29 29%	85 32%	66 38%	40 33%
When the child is toddler age to pre-teen	311 47%	140 46%	171 48%	111 40%	104 51% d	63 50%	25 56% d	8 81%	43 37%	48 55% l	32 48%	14 53%	2 62%	68 43%	55 48%	31 52%	11 61%	6 93%	47 47%	120 46%	85 49%	59 48%
When the child becomes a teen	48 7%	26 9%	21 6%	23 8%	15 7%	8 6%	2 4%	-	10 9%	9 10%	7 11% p	1 1%	-	13 8%	6 5%	1 1%	1 8%	-	8 8%	26 10%	8 5%	6 5%
When the child starts high school	33 5%	18 6%	15 4%	22 8% E	6 3%	4 3%	1 2%	-	11 10%	4 4%	2 3%	1 3%	-	11 7% o	2 2%	2 3%	-	-	5 5%	16 6%	4 2%	9 7% u
When the child is a junior or senior in high school	15 2%	6 2%	9 3%	9 3%	3 2%	3 2%	-	-	4 4%	-	2 3%	-	-	5 3%	3 3%	1 1%	-	-	5 5%	7 3%	2 1%	2 2%
Some other time	11 2%	5 2%	6 2%	5 2%	5 2%	-	1 1%	-	3 2%	2 2%	-	1 2%	-	3 2%	3 3%	-	-	-	-	4 1%	2 1%	5 4% s
N/A - I believe child(ren) should pay for their own college/post high school education.	22 3%	6 2%	16 4%	8 3%	8 4%	6 5%	-	-	2 2%	1 1%	3 4%	-	-	5 3%	7 6%	3 5%	-	-	7 7% t	6 2%	7 4%	3 2%
Sigma	660 100%	302 100%	358 100%	276 100%	204 100%	126 100%	44 100%	10 100%	116 100%	89 100%	68 100%	26 100%	4 100%	160 100%	115 100%	59 100%	18 100%	6 100%	99 100%	264 100%	174 100%	123 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 14

Q5 When do you think is the best time for a parent to start saving for their child(ren)'s college/post high school education?

Base: Parents Of Kids Under 18

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	648	244	124	96	177	188	207	253	455	193	616	32	648	-	437	198	413	235
Weighted Base	660	229	111*	96*	218	201	236	223	488	172	630	30**	660	-**	458	190	381	278
Before the child is born	221 33%	75 33%	35 32%	30 31%	78 36%	71 36%	72 30%	77 35%	161 33%	60 35%	217 34%	4 12%	221 33%	-	159 35%	56 29%	121 32%	99 36%
When the child is toddler age to pre-teen	311 47%	106 46%	54 49%	43 45%	106 48%	82 41%	110 47%	118 53%	243 50%	67 39%	304 48%	6 21%	311 47%	-	216 47%	91 48%	189 50%	122 44%
When the child becomes a teen	48 7%	18 8%	11 9%	4 4%	15 7%	16 8%	22 9%	10 5%	36 7%	12 7%	39 6%	9 29%	48 7%	-	31 7%	16 8%	24 6%	23 8%
When the child starts high school	33 5%	9 4%	8 7%	4 4%	12 5%	11 6%	13 5%	9 4%	24 5%	8 5%	26 4%	6 21%	33 5%	-	24 5%	9 4%	19 5%	14 5%
When the child is a junior or senior in high school	15 2%	8 3%	* *	1 1%	5 2%	7 4%	6 2%	2 1%	9 2%	7 4%	12 2%	4 12%	15 2%	-	8 2%	7 4%	7 2%	9 3%
Some other time	11 2%	2 1%	2 2%	7 7%	-	2 1%	4 2%	5 2%	8 2%	3 2%	10 2%	1 2%	11 2%	-	8 2%	3 1%	5 1%	5 2%
N/A - I believe child(ren) should pay for their own college/post high school education.	22 3%	11 5%	1 1%	6 6%	3 2%	11 6%	9 4%	1 1%	7 2%	14 8%	21 3%	1 3%	22 3%	-	12 3%	9 5%	16 4%	6 2%
Sigma	660 100%	229 100%	111 100%	96 100%	218 100%	201 100%	236 100%	223 100%	488 100%	172 100%	630 100%	30 100%	660 100%	-	458 100%	190 100%	381 100%	278 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Page	Table	Title
1	1	Q2102 Are you the parent/legal guardian of any child/children who is/are...? Please select all that apply.
2	2	Q2102 Are you the parent/legal guardian of any child/children who is/are...? Please select all that apply.
3	3	Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply. By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).
4	4	Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply. By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).
5	5	Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply. By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).
6	6	Q1 In which of the following ways are you regularly saving for your child(ren)'s college/post high school education? Please select all that apply. By regularly we mean more than once from the same source (e.g., every tax refund, bonus, birthday money, weekly/monthly contributions from a paycheck, savings account or checking account).
7	7	Q2 Why aren't you saving for your child(ren)'s college/post high school education? Please select all that apply.
8	8	Q2 Why aren't you saving for your child(ren)'s college/post high school education? Please select all that apply.
9	9	Q3 What types of money/funding do you plan to rely on to pay for your child(ren)'s college/post high school education? Please select all that apply.
10	10	Q3 What types of money/funding do you plan to rely on to pay for your child(ren)'s college/post high school education? Please select all that apply.
12	11	Q4 Which of the following alternatives are you considering/would you consider to help keep your child(ren)'s college/post high school education costs lower? Please select all that apply.
13	12	Q4 Which of the following alternatives are you considering/would you consider to help keep your child(ren)'s college/post high school education costs lower? Please select all that apply.
14	13	Q5 When do you think is the best time for a parent to start saving for their child(ren)'s college/post high school education?
15	14	Q5 When do you think is the best time for a parent to start saving for their child(ren)'s college/post high school education?