

Harris Interactive QuickQuery
 Fielding Period: March 12-14, 2014
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

14 Mar 2014

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

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2022	508	592	529	393	476	345	357	433	411	914	194	146	164	221	189	1108	282	199	193	212	222
Weighted Base	2022	435	685	439	463	575	337	344	391	375	965	285	159*	166	188	167	1057	290	179	177	203	208
Parents Of Child Under 18 In HH (Net)	462 23%	94 22%	181 26% E	98 22%	89 19%	161 28% IJ	175 52% FHIJ	92 27% IJ	29 7% J	6 2%	193 20%	70 25% OP	68 43% LNO P	41 25% OP	11 6% p	3 2%	269 25% K	91 31% UV	107 60% RTU VM	51 29% UV	18 9% V	3 2%
2 years old or younger	109 5%	20 5%	54 8% bD	15 3%	21 4%	80 14% GHIJ	26 8% HIJ	1 *	1 *	2 *	43 4%	33 12% NOP	8 5% NOP	1 1%	1 *	-	66 6%	47 16% TUV	18 10% TUV	-	-	2 1%
3-5 years old	116 6%	21 5%	53 8%	21 5%	22 5%	57 10% HIJ	49 15% HIJ	5 2% J	4 1% j	-	49 5%	21 7% NOP	22 14% NOP	2 1%	4 2% pu	-	67 6%	36 12% TUV	27 15% TUV	3 2%	-	-
6-9 years old	140 7%	24 6%	57 8%	29 7%	29 6%	52 9% IJ	62 18% FHIJ	24 7% IJ	2 1%	* *	64 7%	27 9% OP	25 16% NOP	12 7% OP	-	-	76 7%	25 9% UV	37 21% RTUV	12 7% UV	2 1%	* *
10-12 years old	130 6%	26 6%	49 7%	30 7%	24 5%	30 5% IJ	60 18% FHIJ	32 9% FIJ	7 2%	1 *	49 5%	13 5% OP	19 12% LOP	17 10% LOP	-	-	81 8% k	17 6% V	41 23% RTUV	15 8% uV	7 3% O	1 1%
13-17 years old	184 9%	44 10% e	65 9%	48 11% E	28 6%	22 4% j	78 23% FIJ	63 18% FIJ	18 5% J	4 1%	68 7%	7 2%	27 17% LOP	25 15% LOP	6 3%	3 2%	116 11% K	15 5% V	50 28% RUV	38 21% RUV	12 6% V	1 1%
I am not the parent/legal guardian of any child under 18 years old who is living at home with me.	1560 77%	341 78%	504 74%	341 78%	374 81% C	414 72% G	163 48%	252 73% G	362 93% FG H	369 98% FG HI	772 80% Q	214 75% M	91 57% S	125 75% M	177 94% LM N	164 98% LM No	788 75% S	200 69% S	72 40%	126 71% S	185 91% RS T	205 98% RSTU T
Sigma	2239 111%	477 110%	782 114%	484 110%	497 107%	654 114%	437 130%	376 110%	394 101%	377 100%	1045 108%	316 111%	192 121%	182 110%	188 100%	167 100%	1194 113%	339 117%	245 137%	194 109%	206 102%	210 101%

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

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Q3605 When was the most recent time you talked to your child(ren) under age 18 about money?

Base: Parents Of Child Under 18 In HH

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	441	102	149	114	76	135	179	96	27	4	161	44	63	43	10	1	280	91	116	53	17	3
Weighted Base	462	94*	181*	98*	89*	161*	175	92*	29**	6**	193*	70**	68*	41**	11**	3**	269	91*	107*	51*	18**	3**
Ever Talked To Child(ren) About Money (Net)	390	83	146	93	68	118	152	89	27	5	156	45	58	40	9	3	234	73	94	48	18	2
	84%	88%	81%	95%CE	76%	73%	87%F	97%FG	94%	75%	81%	64%	86%	99%	85%	100%	87%	81%	87%	95%r	100%	52%
Today	73	20	28	12	12	33	20	14	4	1	28	16	8	4	-	-	45	18	12	10	4	1
	16%	22%	15%	12%	14%	21%g	11%	15%	14%	22%	14%	22%	12%	10%	-	-	17%	20%	11%	19%	23%	43%
Within the past two to seven days	214	43	77	55	38	47	92	58	14	3	81	11	35	24	7	3	133	36	57	33	7	-
	46%	46%	43%	56%c	43%	29%	53%F	63%F	48%	48%	42%	16%	52%	60%	63%	100%	50%	40%	53%	66%R	39%	-
Within the past 8-14 days	55	13	21	11	10	12	26	12	5	-	23	3	10	9	1	-	32	9	16	3	4	-
	12%	14%	12%	11%	11%	8%	15%	13%	17%	-	12%	5%	15%	22%	5%	-	12%	10%	15%	5%	24%	-
More than two weeks to one month ago	29	5	14	7	4	15	8	4	2	*	17	8	5	2	2	-	12	7	3	1	*	*
	6%	5%	8%	7%	4%	9%	5%	4%	8%	5%	9%	11%	7%	6%	17%	-	5%	8%	3%	3%	2%	10%
More than one month to six months ago	15	1	3	7	4	8	5	1	2	-	7	6	*	*	-	-	8	2	4	*	2	-
	3%	1%	2%	7%c	4%	5%	3%	1%	7%	-	4%	9%	*	1%	-	-	3%	2%	4%	1%	12%	-
More than six months to one year ago	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
More than a year ago	3	-	2	*	-	1	1	1	-	-	-	-	-	-	-	-	3	1	1	1	-	-
	1%	-	1%	*	-	1%	1%	1%	-	-	-	-	-	-	-	-	1%	1%	1%	1%	-	-
Never	72	11	34	5	21	43	23	3	2	2	37	26	9	*	2	-	35	17	13	2	-	2
	16%	12%	19%D	5%	24%D	27%GH	13%H	3	6%	25%	19%	36%	14%	1%	15%	-	13%	19%t	13%	5%	-	48%
Sigma	462	94	181	98	89	161	175	92	29	6	193	70	68	41	11	3	269	91	107	51	18	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Q3610 How was the topic of money brought up when you most recently talked to your child(ren) about money?

Base: Ever Talked To Child(ren) About Money

	Region					Age					Male Age					Female Age						
	Total	North- east	South	Mid- west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	383	89	124	106	64	103	160	92	25	3	138	31	56	42	8	1	245	72	104	50	17	2
Weighted Base	390	83*	146*	93*	68*	118*	152	89*	27**	5**	156*	45**	58*	40**	9**	3**	234	73*	94*	48*	18**	2**
My child(ren) had asked me something related to money.	220 56%	41 50%	84 58%	57 61%	38 56%	67 57%	91 60%	45 51%	18 67%	- -	85 55%	26 57%	33 57%	20 49%	7 72%	- -	135 58%	41 56%	57 61%	25 52%	11 64%	- -
I first brought up the subject of money to my child(ren).	103 26%	30 36% ^c	33 22%	22 24%	18 26%	28 24%	36 24%	29 33%	5 18%	4 93%	42 27%	10 22%	15 26%	14 35%	- -	3 100%	61 26%	18 25%	21 23%	15 31%	5 28%	1 82%
It was during an argument with my child(ren) about something related to money.	34 9%	7 8%	12 8%	9 10%	7 10%	8 7%	15 10%	10 11%	1 4%	- -	13 8%	3 7%	6 10%	3 8%	1 6%	- -	21 9%	5 6%	10 10%	6 13%	* 2%	- -
Other	33 9%	5 6%	17 12%	6 6%	5 8%	15 12%	10 7%	5 6%	3 12%	* 7%	15 10%	6 13%	4 8%	3 8%	2 23%	- -	18 8%	9 12%	6 6%	2 4%	1 6%	* 18%
Sigma	390 100%	83 100%	146 100%	93 100%	68 100%	118 100%	152 100%	89 100%	27 100%	5 100%	156 100%	45 100%	58 100%	40 100%	9 100%	3 100%	234 100%	73 100%	94 100%	48 100%	18 100%	2 100%

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

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Q3615 When your child(ren) make(s) a spending decision that you find frustrating, what is the main reason for your frustration?

Base: Parents Of Child Under 18 In HH

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	441	102	149	114	76	135	179	96	27	4	161	44	63	43	10	1	280	91	116	53	17	3
Weighted Base	462	94*	181*	98*	89*	161*	175	92*	29**	6**	193*	70**	68*	41**	11**	3**	269	91*	107*	51*	18**	3**
Child(ren) Make Spending Decisions (Net)	314	70	111	76	57	80	125	78	25	6	128	33	46	37	9	3	186	47	78	42	17	3
	68%	74%	62%	78%Ce	63%	50%	71%F	85%FG	89%	95%	66%	47%	68%	89%	80%	100%	69%	52%	73%R	82%R	94%	90%
Any (Sub-Net)	263	56	94	62	50	69	106	66	19	3	106	27	41	31	7	-	157	42	65	35	12	3
	57%	60%	52%	63%	56%	43%	61%F	71%F	66%	47%	55%	38%	61%	75%	61%	-	58%	47%	61%	69%R	70%	90%
I feel they are wasting money.	104	28	38	23	15	22	55	20	7	-	30	3	21	6	1	-	73	19	34	14	6	-
	22%	30%	21%	23%	17%	14%	31%F	22%	24%	-	16%	4%	31%	14%	8%	-	27%K	21%	32%	28%	34%	-
They should be saving money	86	14	35	21	15	25	28	30	3	-	35	9	9	16	1	-	51	16	19	14	2	-
	19%	15%	20%	22%	17%	15%	16%	33%FG	11%	-	18%	13%	13%	39%	8%	-	19%	17%	18%	28%	13%	-
They are spending just for status (e.g., technology, clothes, dating).	27	8	4	9	6	7	10	5	6	-	23	7	8	2	5	-	5	-	2	2	*	-
	6%	9%c	2%	9%c	6%	4%	6%	5%	19%	-	12%Q	10%	12%S	6%	46%	-	2%	-	2%	4%	3%	-
They should be paying back debt.	11	2	1	5	3	5	2	4	-	-	7	3	1	3	-	-	4	2	1	1	-	-
	2%	2%	*	5%C	4%	3%	1%	4%	-	-	4%	5%	1%	8%	-	-	1%	2%	1%	2%	-	-
They are buying forbidden items (e.g., cigarettes, tattoos, revealing clothing)	6	3	1	2	-	4	1	*	-	-	-	-	-	-	-	-	6	4	1	*	-	-
	1%	3%	1%	2%	-	2%	1%	1%	-	-	-	-	-	-	-	-	2%	4%	1%	1%	-	-
Other	29	2	14	2	11	7	10	7	3	3	11	5	2	3	-	-	19	2	7	3	3	3
	6%	2%	8%	2%	12%BD	4%	6%	7%	12%	47%	6%	7%	3%	8%	-	-	7%	2%	7%	6%	20%	90%
I am never frustrated by any of my child(ren)'s spending decisions.	52	14	17	15	6	11	19	13	6	3	22	6	5	6	2	3	29	5	13	7	4	-
	11%	14%	10%	15%	7%	7%	11%	14%	23%	48%	11%	9%	8%	14%	19%	100%	11%	5%	13%	14%	25%	-
N/A - My child(ren) are too young to make most spending decisions.	148	24	69	22	33	81	50	14	3	*	65	37	21	4	2	-	83	44	29	9	1	*
	32%	26%	38%D	22%	37%d	50%GH	29%H	15%	11%	5%	34%	53%	32%	11%	20%	-	31%	48%ST	27%	18%	6%	10%
Sigma	462	94	181	98	89	161	175	92	29	6	193	70	68	41	11	3	269	91	107	51	18	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Q3615 When your child(ren) make(s) a spending decision that you find frustrating, what is the main reason for your frustration?

Base: Child(ren) Make Spending Decisions

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	293	71	88	86	48	62	126	79	23	3	105	20	40	37	7	1	188	42	86	42	16	2
Weighted Base	314	70*	111*	76*	57**	80*	125*	78*	25**	6**	128*	33**	46**	37**	9**	3**	186	47**	78*	42**	17**	3**
Any (Net)	263	56	94	62	50	69	106	66	19	3	106	27	41	31	7	-	157	42	65	35	12	3
	84%	81%	84%	81%	89%	86%	85%	84%	75%	50%	83%	82%	89%	84%	76%	-	84%	90%	83%	84%	74%	100%
I feel they are wasting money.	104	28	38	23	15	22	55	20	7	-	30	3	21	6	1	-	73	19	34	14	6	-
	33%	40%	34%	30%	27%	28%	44% ^{fH}	25%	27%	-	24%	8%	45%	16%	9%	-	39% ^K	41%	43%	34%	36%	-
They should be saving money	86	14	35	21	15	25	28	30	3	-	35	9	9	16	1	-	51	16	19	14	2	-
	27%	20%	32%	28%	27%	31%	22%	39% ^G	13%	-	27%	27%	19%	44%	22%	-	28%	33%	24%	34%	14%	-
They are spending just for status (e.g., technology, clothes, dating).	27	8	4	9	6	7	10	5	6	-	23	7	8	2	5	-	5	-	2	2	*	-
	9%	12%	4%	12%	10%	9%	8%	6%	22%	-	18% ^Q	21%	18%	7%	57%	-	3%	-	3%	5%	3%	-
They should be paying back debt.	11	2	1	5	3	5	2	4	-	-	7	3	1	3	-	-	4	2	1	1	-	-
	4%	3%	1%	7% ^c	6%	6%	2%	5%	-	-	6%	10%	2%	9%	-	-	2%	4%	2%	2%	-	-
They are buying forbidden items (e.g., cigarettes, tattoos, revealing clothing)	6	3	1	2	-	4	1	*	-	-	-	-	-	-	-	-	6	4	1	*	-	-
	2%	4%	1%	2%	-	5%	1%	1%	-	-	-	-	-	-	-	-	3%	8%	2%	1%	-	-
Other	29	2	14	2	11	7	10	7	3	3	11	5	2	3	-	-	19	2	7	3	3	3
	9%	2%	13% ^{bd}	3%	20%	8%	8%	8%	14%	50%	8%	15%	5%	9%	-	-	10%	4%	9%	7%	21%	100%
I am never frustrated by any of my child(ren)'s spending decisions.	52	14	17	15	6	11	19	13	6	3	22	6	5	6	2	3	29	5	13	7	4	-
	16%	19%	16%	19%	11%	14%	15%	16%	25%	50%	17%	18%	11%	16%	24%	100%	16%	10%	17%	16%	26%	-
Sigma	314	70	111	76	57	80	125	78	25	6	128	33	46	37	9	3	186	47	78	42	17	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	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)	(S)	(T)
Unweighted Base	2022	944	367	261	299	728	625	669	1089	933	109	465	507	1515	441	1581	1304	667	1015	1007
Weighted Base	2022	780	345	250	495	834	595	592	1126	896	129*	440	560	1462	462	1560	1320	656	1033	989
Parents Of Child Under 18 In HH (Net)	462 23%	163 21%	84 24%	75 30%B	123 25%	149 18%	151 25%F	162 27%F	319 28%JKL	143 16%L	12 9%	24 5%	457 82%N	5 *	462 100%P	-	293 22%	161 25%	335 32%T	127 13%
2 years old or younger	109 5%	53 7% ^d	20 6%	8 3%	25 5%	36 4%	37 6%	36 6%	75 7%JL	34 4%L	3 3%L	-	109 19%N	* *	109 24%P	-	50 4%	58 9%Q	84 8%T	25 3%
3-5 years old	116 6%	47 6%	17 5%	20 8%	27 5%	26 3%	43 7%F	47 8%F	79 7%JL	37 4%L	6 5% ^l	5 1%	114 20%N	2 *	116 25%P	-	71 5%	43 7%	88 9%T	28 3%
6-9 years old	140 7%	43 6%	26 7%	24 10% ^b	41 8%	40 5%	46 8% ^f	54 9%F	103 9%JL	37 4%L	9 7%L	2 *	140 25%N	-	140 30%P	-	85 6%	55 8%	101 10%T	39 4%
10-12 years old	130 6%	36 5%	29 8%B	18 7%	42 9%B	43 5%	41 7%	46 8%	89 8%JKL	41 5%L	1 1%	8 2%	129 23%N	1 *	130 28%P	-	91 7%	38 6%	102 10%T	28 3%
13-17 years old	184 9%	60 8%	36 10%	37 15% ^{Be}	45 9%	66 8%	63 11%	55 9%	116 10%KL	69 8%L	4 3%	13 3%	182 32%N	2 *	184 40%P	-	119 9%	61 9%	130 13%T	54 5%
I am not the parent/legal guardian of any child under 18 years old who is living at home with me.	1560 77%	618 79%D	261 76%	175 70%	372 75%	685 82%GH	444 75%	431 73%	807 72%	753 84%I	117 91%I	416 95%I	103 18%	1457 100%M	-	1560 100%O	1027 78%	495 75%	698 68%	862 87%S
Sigma	2239 111%	857 110%	388 113%	283 114%	552 111%	896 107%	674 113%	669 113%	1269 113%	970 108%	140 108%	444 101%	776 139%	1463 100%	679 147%	1560 100%	1443 109%	750 114%	1203 116%	1036 105%

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 - S/T
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 12-14, 2014
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

14 Mar 2014

Q3605 When was the most recent time you talked to your child(ren) under age 18 about money?

Base: Parents Of Child Under 18 In HH

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	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)	(S)	(T)
Unweighted Base	441	173	87	76	84	112	163	166	297	144	14	16	434	7	441	-	275	157	308	133
Weighted Base	462	163	84*	75*	123*	149*	151	162*	319	143*	12**	24**	457	5**	462	-**	293	161*	335	127*
Ever Talked To Child(ren) About Money (Net)	390	132	74	70	100	120	128	142	268	122	12	24	387	4	390	-	252	133	280	111
	84%	81%	88%	94% ^b	81%	81%	85%	88%	84%	85%	97%	100%	85%	67%	84%	-	86%	82%	84%	87%
Today	73	35	17	6	10	30	25	17	51	21	2	6	71	1	73	-	43	27	51	22
	16%	21% ^d	20% ^e	9%	8%	20% ^h	16%	11%	16%	15%	20%	27%	16%	26%	16%	-	15%	17%	15%	17%
Within the past two to seven days	214	63	37	34	72	54	72	88	147	67	8	11	214	-	214	-	147	64	158	56
	46%	39%	44%	45%	58% ^B	36%	48%	55% ^F	46%	47%	67%	44%	47%	-	46%	-	50%	40%	47%	44%
Within the past 8-14 days	55	15	8	14	16	19	17	20	35	20	*	5	55	-	55	-	36	19	47	9
	12%	9%	9%	19%	13%	13%	11%	12%	11%	14%	3%	20%	12%	-	12%	-	12%	11%	14%	7%
More than two weeks to one month ago	29	9	9	10	1	12	7	11	20	10	-	2	29	*	29	-	14	16	15	15
	6%	6%	11% ^E	13% ^E	1%	8%	4%	7%	6%	7%	-	9%	6%	4%	6%	-	5%	10%	4%	12% ^S
More than one month to six months ago	15	7	1	6	-	2	8	5	12	3	1	-	15	-	15	-	10	6	8	8
	3%	5% ^e	1%	8% ^E	-	2%	5%	3%	4%	2%	8%	-	3%	-	3%	-	3%	4%	2%	6%
More than six months to one year ago	1	-	1	-	-	-	-	1	-	1	-	-	-	1	1	-	-	1	1	-
	* ¹	-	1%	-	-	-	-	* ¹	-	1%	-	-	-	15%	* ¹	-	-	* ¹	* ¹	-
More than a year ago	3	2	1	-	-	2	1	-	2	1	-	-	2	1	3	-	2	1	1	2
	1%	1%	1%	-	-	2%	* ¹	-	1%	* ¹	-	-	* ¹	22%	1%	-	1%	* ¹	* ¹	1%
Never	72	31	10	5	24	29	23	19	51	21	*	-	70	2	72	-	41	28	55	17
	16%	19% ^d	12%	6%	19% ^d	19%	15%	12%	16%	15%	3%	-	15%	33%	16%	-	14%	18%	16%	13%
Sigma	462	163	84	75	123	149	151	162	319	143	12	24	457	5	462	-	293	161	335	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	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 - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 12-14, 2014
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

14 Mar 2014

Q3610 How was the topic of money brought up when you most recently talked to your child(ren) about money?

Base: Ever Talked To Child(ren) About Money

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	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)	(S)	(T)
Unweighted Base	383	146	76	69	73	92	144	147	262	121	13	16	379	4	383	-	242	136	267	116
Weighted Base	390	132*	74*	70*	100*	120*	128*	142*	268	122*	12**	24**	387	4**	390	-**	252	133*	280	111*
My child(ren) had asked me something related to money.	220 56%	76 58%	38 51%	40 58%	58 59%	75 62%	63 49%	82 58%	156 58%	64 53%	4 30%	13 56%	220 57%	- -	220 56%	- -	147 58%	71 53%	151 54%	69 62%
I first brought up the subject of money to my child(ren).	103 26%	23 17%	26 35%B	18 26%	30 30%b	22 18%	40 31%f	41 29%	68 26%	34 28%	8 63%	8 33%	102 26%	1 38%	103 26%	- -	66 26%	37 28%	80 29%	23 20%
It was during an argument with my child(ren) about something related to money.	34 9%	14 10%	5 7%	8 12%	7 7%	13 11%	8 6%	13 9%	20 7%	14 12%	1 7%	* 1%	33 8%	1 29%	34 9%	- -	16 7%	17 13%q	23 8%	11 10%
Other	33 9%	19 15%e	5 6%	3 5%	4 4%	11 9%	17 13%H	6 4%	24 9%	9 8%	- -	2 10%	32 8%	1 32%	33 9%	- -	23 9%	8 6%	25 9%	8 8%
Sigma	390 100%	132 100%	74 100%	70 100%	100 100%	120 100%	128 100%	142 100%	268 100%	122 100%	12 100%	24 100%	387 100%	4 100%	390 100%	- -	252 100%	133 100%	280 100%	111 100%

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 - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 12-14, 2014
 NEFE
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14 Mar 2014

Q3615 When your child(ren) make(s) a spending decision that you find frustrating, what is the main reason for your frustration?

Base: Parents Of Child Under 18 In HH

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	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)	(S)	(T)
Unweighted Base	441	173	87	76	84	112	163	166	297	144	14	16	434	7	441	-	275	157	308	133
Weighted Base	462	163	84*	75*	123*	149*	151	162*	319	143*	12**	24**	457	5**	462	-**	293	161*	335	127*
Child(ren) Make Spending Decisions (Net)	314 68%	105 65%	58 69%	52 70%	86 69%	111 75%	98 65%	105 65%	209 66%	105 73%	4 31%	22 95%	310 68%	4 75%	314 68%	-	195 66%	115 71%	222 66%	92 72%
Any (Sub-Net)	263 57%	80 49%	52 62%	43 57%	78 63%b	93 63%g	75 50%	94 58%	175 55%	88 61%	3 24%	17 72%	259 57%	4 75%	263 57%	-	165 56%	95 59%	185 55%	77 61%
I feel they are wasting money.	104 22%	36 22%	16 19%	18 25%	29 24%	40 27%	29 19%	35 21%	69 22%	34 24%	1 4%	7 28%	103 23%	* 9%	104 22%	-	64 22%	39 24%	79 24%	25 19%
They should be saving money	86 19%	23 14%	21 25%	12 17%	24 20%	27 18%	25 16%	35 21%	54 17%	32 22%	-	3 13%	84 18%	2 41%	86 19%	-	55 19%	31 19%	55 16%	31 24%
They are spending just for status (e.g., technology, clothes, dating).	27 6%	1 1%	8 9%B	5 6%B	13 11%B	7 5%	6 4%	14 9%	19 6%	8 6%	1 10%	7 31%	27 6%	-	27 6%	-	18 6%	7 5%	26 8%T	1 1%
They should be paying back debt.	11 2%	1 1%	-	6 8%BC	4 3%	2 1%	4 2%	5 3%	6 2%	5 3%	-	-	11 2%	-	11 2%	-	7 2%	4 3%	4 1%	7 5%S
They are buying forbidden items (e.g., cigarettes, tattoos, revealing clothing)	6 1%	3 2%	-	-	2 2%	1 1%	4 3%h	-	4 1%	1 1%	1 10%	-	5 1%	* 4%	6 1%	-	5 2%	* *	-	6 4%S
Other	29 6%	15 9%d	8 9%d	1 1%	6 5%	16 11%h	7 5%	6 3%	22 7%	7 5%	-	-	28 6%	1 22%	29 6%	-	16 5%	13 8%	21 6%	8 7%
I am never frustrated by any of my child(ren)'s spending decisions.	52 11%	25 16%e	6 7%	10 13%	8 6%	18 12%	22 15%h	11 7%	34 11%	17 12%	1 7%	5 23%	52 11%	-	52 11%	-	30 10%	19 12%	37 11%	15 12%
N/A - My child(ren) are too young to make most spending decisions.	148 32%	58 35%	26 31%	22 30%	38 31%	38 25%	54 35%	57 35%	110 34%	38 27%	8 69%	1 5%	147 32%	1 25%	148 32%	-	98 34%	47 29%	113 34%	35 28%
Sigma	462 100%	163 100%	84 100%	75 100%	123 100%	149 100%	151 100%	162 100%	319 100%	143 100%	12 100%	24 100%	457 100%	5 100%	462 100%	-	293 100%	161 100%	335 100%	127 100%

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 - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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14 Mar 2014

Q3615 When your child(ren) make(s) a spending decision that you find frustrating, what is the main reason for your frustration?

Base: Child(ren) Make Spending Decisions

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	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)	(S)	(T)
Unweighted Base	293	114	54	50	60	84	108	101	198	95	6	13	288	5	293	-	185	104	202	91
Weighted Base	314	105*	58*	52**	86*	111*	98*	105*	209	105*	4**	22**	310	4**	314	-**	195	115*	222	92*
Any (Net)	263 84%	80 76%	52 90%b	43 82%	78 91%B	93 84%	75 77%	94 89%g	175 84%	88 83%	3 78%	17 76%	259 83%	4 100%	263 84%	-	165 85%	95 83%	185 84%	77 84%
I feel they are wasting money.	104 33%	36 34%	16 27%	18 35%	29 34%	40 36%	29 30%	35 33%	69 33%	34 33%	1 14%	7 30%	103 33%	* 12%	104 33%	-	64 33%	39 34%	79 36%	25 27%
They should be saving money	86 27%	23 22%	21 36%	12 24%	24 28%	27 24%	25 25%	35 33%	54 26%	32 31%	- -	3 14%	84 27%	2 54%	86 27%	-	55 28%	31 27%	55 25%	31 33%
They are spending just for status (e.g., technology, clothes, dating).	27 9%	1 1%	8 14%B	5 9%	13 15%B	7 6%	6 6%	14 13%	19 9%	8 8%	1 32%	7 32%	27 9%	-	27 9%	-	18 9%	7 6%	26 12%T	1 1%
They should be paying back debt.	11 4%	1 1%	-	6 12%	4 4%	2 2%	4 4%	5 5%	6 3%	5 4%	- -	- -	11 4%	-	11 4%	-	7 4%	4 4%	4 2%	7 7% s
They are buying forbidden items (e.g., cigarettes, tattoos, revealing clothing)	6 2%	3 3%	-	-	2 3%	1 1%	4 4%h	-	4 2%	1 1%	1 32%	-	5 2%	* 6%	6 2%	-	5 3%	* *	-	6 6% S
Other	29 9%	15 14%	8 14%	1 1%	6 7%	16 15%	7 7%	6 5%	22 10%	7 7%	- -	- -	28 9%	1 29%	29 9%	-	16 8%	13 12%	21 9%	8 9%
I am never frustrated by any of my child(ren)'s spending decisions.	52 16%	25 24% cE	6 10%	10 18%	8 9%	18 16%	22 23% h	11 11%	34 16%	17 17%	1 22%	5 24%	52 17%	-	52 16%	-	30 15%	19 17%	37 16%	15 16%
Sigma	314 100%	105 100%	58 100%	52 100%	86 100%	111 100%	98 100%	105 100%	209 100%	105 100%	4 100%	22 100%	310 100%	4 100%	314 100%	-	195 100%	115 100%	222 100%	92 100%

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 - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing