

3. Who taught you about investing?

		Gender		Age			Household Income		Region				Children in HH			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Children in HH under 5	Children in HH 5-10	Children in HH 11-15	Children in HH 16+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2011	895	1116	530	747	734	803	1208	496	505	644	366	174	266	216	518
Base: All Respondents (wtd)	2011	969	1042	596	701	713	778	1233	360	426	752	473	168	280	216	537
Myself	794	499	295	234	269	292	206	588	140	170	302	183	59	135	97	229
	39%	51%	28%	39%	38%	41%	27%	48%	39%	40%	40%	39%	35%	48%	45%	43%
		B						F						L		
Parents	380	200	180	175	131	75	127	253	66	77	141	97	45	58	56	111
	19%	21%	17%	29%	19%	10%	16%	21%	18%	18%	19%	21%	27%	21%	26%	21%
				DE	E											
School	267	151	116	128	78	61	94	174	49	65	92	60	22	52	31	64
	13%	16%	11%	21%	11%	9%	12%	14%	14%	15%	12%	13%	13%	18%	15%	12%
		B		DE										O		
Someone else	412	162	250	88	151	173	127	285	71	95	159	88	36	50	53	114
	20%	17%	24%	15%	22%	24%	16%	23%	20%	22%	21%	19%	22%	18%	24%	21%
			A		C	C		F								
Nobody	700	255	445	170	259	271	373	328	129	150	264	158	60	74	53	158
	35%	26%	43%	29%	37%	38%	48%	27%	36%	35%	35%	33%	36%	26%	25%	30%
			A		C	C		G					MN			
Sigma	2554	1267	1287	794	888	871	927	1627	454	557	957	586	221	369	289	677
	127%	131%	124%	133%	127%	122%	119%	132%	126%	131%	127%	124%	132%	132%	134%	126%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
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Minimum Base: 30 (**), Small Base: 100 (*)

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3. Who taught you about investing?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2011	515	1496	1142	869	943	220	414	434	1111	900	1792	219
Base: All Respondents (wtd)	2011	520	1491	1103	908	950	225	420	415	1110	901	1560	451
Myself	794	233	561	333	462	468	80	87	159	484	310	626	168
	39%	45%	38%	30%	51%	49%	36%	21%	38%	44%	34%	40%	37%
		B			C	FGH	G		G	J			
Parents	380	114	267	165	215	222	38	81	39	189	192	306	75
	19%	22%	18%	15%	24%	23%	17%	19%	9%	17%	21%	20%	17%
					C	H	H	H			I		
School	267	82	185	104	163	131	52	47	38	131	136	205	63
	13%	16%	12%	9%	18%	14%	23%	11%	9%	12%	15%	13%	14%
					C	H	EGH						
Someone else	412	106	305	183	229	214	38	61	99	242	170	327	85
	20%	20%	20%	17%	25%	22%	17%	14%	24%	22%	19%	21%	19%
					C	G			G				
Nobody	700	147	553	506	195	245	75	220	161	366	334	534	166
	35%	28%	37%	46%	21%	26%	33%	52%	39%	33%	37%	34%	37%
			A	D				EFH	E				
Sigma	2554	683	1871	1291	1263	1279	284	495	496	1412	1142	1998	556
	127%	131%	126%	117%	139%	135%	126%	118%	120%	127%	127%	128%	123%

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Minimum Base: 30 (**), Small Base: 100 (*)
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4. How well have you prepared your children (under the age of 22) to manage their own money?

		Gender		Age			Household Income		Region				Children in HH			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Children in HH under 5	Children in HH 5-10	Children in HH 11-15	Children in HH 16+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have Children Under The Age Of 22 (unwtd)	986	438	548	246	465	275	288	698	267	228	325	166	172	260	213	518
Base: Have Children Under The Age Of 22 (wtd)	1013	501	512	284	449	280	287	727	203	200	389	222	165	272	213	537
Very well - I am confident they know all the basics	322	166	156	91	143	88	91	232	69	58	127	69	30	76	60	196
	32%	33%	31%	32%	32%	31%	32%	32%	34%	29%	33%	31%	18%	28%	28%	37%
														L	L	L
Ok - I have provided some knowledge, but haven't touched on everything	434	207	227	85	195	154	124	310	92	93	155	94	48	114	106	247
	43%	41%	44%	30%	43%	55%	43%	43%	46%	46%	40%	43%	29%	42%	50%	46%
					C	CD								L	L	L
Poorly - There is a lot I haven't taught them	111	59	52	35	49	27	37	74	14	16	60	21	20	35	24	56
	11%	12%	10%	12%	11%	10%	13%	10%	7%	8%	15%	9%	12%	13%	11%	10%
											HI					
Not at all - I haven't made an effort to teach them at all	42	18	24	25	12	5	12	30	13	8	10	11	19	19	3	12
	4%	4%	5%	9%	3%	2%	4%	4%	7%	4%	3%	5%	11%	7%	1%	2%
				DE					J				NO	NO		
Not at all - I manage their money for them	104	51	53	48	50	7	22	82	14	25	38	26	48	28	20	26
	10%	10%	10%	17%	11%	2%	8%	11%	7%	13%	10%	12%	29%	10%	9%	5%
				E	E								MNO	O		
Sigma	1013	501	512	284	449	280	287	727	203	200	389	222	165	272	213	537
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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4. How well have you prepared your children (under the age of 22) to manage their own money?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have Children Under The Age Of 22 (unwtd)	986	506	480	528	458	540	116	199	131	707	279	877	109
Base: Have Children Under The Age Of 22 (wtd)	1013	511	502	503	510	566	119	199	129	719	294	775	238
Very well - I am confident they know all the basics	322	137	185	151	171	196	31	48	47	223	99	233	90
	32%	27%	37%	30%	34%	35%	26%	24%	36%	31%	34%	30%	38%
			A			G	*		*				*
Ok - I have provided some knowledge, but haven't touched on everything	434	202	232	230	203	225	51	90	69	301	132	339	95
	43%	40%	46%	46%	40%	40%	43%	45%	53%	42%	45%	44%	40%
							*		E*				*
Poorly - There is a lot I haven't taught them	111	59	52	56	55	60	15	23	12	84	27	93	18
	11%	12%	10%	11%	11%	11%	13%	12%	9%	12%	9%	12%	8%
							*		*				*
Not at all - I haven't made an effort to teach them at all	42	31	11	21	22	23	4	14	1	32	10	35	7
	4%	6%	2%	4%	4%	4%	3%	7%	*	4%	3%	5%	3%
		B					*	H	*				*
Not at all - I manage their money for them	104	81	23	46	58	62	18	23	1	78	26	76	28
	10%	16%	4%	9%	11%	11%	15%	12%	1%	11%	9%	10%	12%
		B				H	H*	H	*				*
Sigma	1013	511	502	503	510	566	119	199	129	719	294	775	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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5. Do you think financial literacy should be taught in schools?

		Gender		Age			Household Income		Region				Children in HH			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Children in HH under 5	Children in HH 5-10	Children in HH 11-15	Children in HH 16+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2011	895	1116	530	747	734	803	1208	496	505	644	366	174	266	216	518
Base: All Respondents (wtd)	2011	969	1042	596	701	713	778	1233	360	426	752	473	168	280	216	537
Yes (Net)	1760	822	938	516	597	647	683	1077	313	391	660	396	142	232	180	478
	88%	85%	90%	87%	85%	91%	88%	87%	87%	92%	88%	84%	85%	83%	83%	89%
			A			D				HK						
Yes, in elementary school	309	159	150	101	125	82	122	186	61	49	114	85	38	83	48	72
	15%	16%	14%	17%	18%	12%	16%	15%	17%	11%	15%	18%	22%	30%	22%	13%
				E	E				I			I	O	O	O	
Yes, in middle and high school	1452	664	788	415	472	565	561	891	252	342	546	311	104	149	132	405
	72%	68%	76%	70%	67%	79%	72%	72%	70%	80%	73%	66%	62%	53%	61%	76%
			A			CD				HJK			M			LMN
No (Net)	251	147	104	80	104	67	95	156	47	36	92	77	26	48	36	59
	12%	15%	10%	13%	15%	9%	12%	13%	13%	8%	12%	16%	15%	17%	17%	11%
		B			E				I			I				
No, it should be taught by parents	157	80	77	46	65	46	64	93	26	26	62	44	18	26	26	46
	8%	8%	7%	8%	9%	7%	8%	8%	7%	6%	8%	9%	11%	9%	12%	9%
No, because kids aren't ready to learn about money until they get a job	94	67	27	34	40	20	31	63	21	10	30	33	8	22	10	14
	5%	7%	3%	6%	6%	3%	4%	5%	6%	2%	4%	7%	5%	8%	5%	3%
		B		E	E				I			I		O		
Sigma	2011	969	1042	596	701	713	778	1233	360	426	752	473	168	280	216	537
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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5. Do you think financial literacy should be taught in schools?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2011	515	1496	1142	869	943	220	414	434	1111	900	1792	219
Base: All Respondents (wtd)	2011	520	1491	1103	908	950	225	420	415	1110	901	1560	451
Yes (Net)	1760	433	1327	956	805	831	188	369	372	973	788	1369	392
	88%	83%	89%	87%	89%	87%	84%	88%	90%	88%	87%	88%	87%
			A										
Yes, in elementary school	309	123	185	149	160	177	32	57	43	173	136	223	86
	15%	24%	12%	14%	18%	19%	14%	13%	10%	16%	15%	14%	19%
		B			C	H							
Yes, in middle and high school	1452	310	1142	807	645	654	156	312	329	800	652	1146	306
	72%	60%	77%	73%	71%	69%	69%	74%	79%	72%	72%	73%	68%
			A						EF				
No (Net)	251	87	164	147	103	119	37	52	43	137	114	192	59
	12%	17%	11%	13%	11%	13%	16%	12%	10%	12%	13%	12%	13%
		B											
No, it should be taught by parents	157	55	102	96	61	65	30	33	29	79	78	121	36
	8%	11%	7%	9%	7%	7%	13%	8%	7%	7%	9%	8%	8%
		B					EH						
No, because kids aren't ready to learn about money until they get a job	94	32	62	52	42	54	7	19	14	58	36	71	23
	5%	6%	4%	5%	5%	6%	3%	4%	3%	5%	4%	5%	5%
Sigma	2011	520	1491	1103	908	950	225	420	415	1110	901	1560	451
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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