

1_1. [Teach children how to manage their finances] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Teach children how to manage their finances | | | | | | | | | | |
| Very important | 625 | 279 | 346 | 150 | 224 | 250 | 84 | 219 | 233 | 88 |
| | 62% | 57% | 67% | 54% | 60% | 71% | 73% | 64% | 59% | 57% |
| | | | A | | | CD | HI | | | |
| Somewhat important | 303 | 168 | 135 | 100 | 115 | 88 | 29 | 90 | 126 | 59 |
| | 30% | 35% | 26% | 36% | 31% | 25% | 25% | 26% | 32% | 38% |
| | | B | | E | | | | | | FG |
| Not very important | 54 | 25 | 29 | 21 | 22 | 11 | 1 | 22 | 28 | 4 |
| | 5% | 5% | 6% | 8% | 6% | 3% | 1% | 6% | 7% | 3% |
| | | | | E | | | | F | FI | |
| Not at all important | 22 | 15 | 7 | 8 | 11 | 3 | 1 | 10 | 7 | 4 |
| | 2% | 3% | 1% | 3% | 3% | 1% | 1% | 3% | 2% | 3% |
| | | | | | E | | | | | |
| Summary | | | | | | | | | | |
| Top2Box (Very/ Somewhat important) | 928 | 447 | 481 | 251 | 339 | 338 | 113 | 309 | 359 | 147 |
| | 92% | 92% | 93% | 89% | 91% | 96% | 98% | 91% | 91% | 95% |
| | | | | | | CD | GH | | | |
| Low2Box (Not very/ Not at all important) | 77 | 40 | 37 | 30 | 33 | 15 | 2 | 32 | 35 | 8 |
| | 8% | 8% | 7% | 11% | 9% | 4% | 2% | 9% | 9% | 5% |
| | | | | E | E | | | F | F | |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_2. [Teach children the role of business] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Teach children the role of business | | | | | | | | | | |
| Very important | 348 | 170 | 178 | 74 | 127 | 147 | 50 | 121 | 131 | 46 |
| | 35% | 35% | 34% | 26% | 34% | 42% | 44% | 35% | 33% | 30% |
| | | | | | C | CD | I | | | |
| Somewhat important | 474 | 224 | 250 | 135 | 176 | 163 | 53 | 164 | 184 | 74 |
| | 47% | 46% | 48% | 48% | 47% | 46% | 46% | 48% | 47% | 48% |
| | | | | | | | | | | |
| Not very important | 142 | 65 | 77 | 58 | 50 | 34 | 10 | 39 | 68 | 25 |
| | 14% | 13% | 15% | 21% | 14% | 10% | 9% | 11% | 17% | 16% |
| | | | | DE | | | | | FG | |
| Not at all important | 41 | 28 | 13 | 13 | 18 | 9 | 2 | 17 | 12 | 9 |
| | 4% | 6% | 2% | 5% | 5% | 3% | 2% | 5% | 3% | 6% |
| | | B | | | | | | | | |
| Summary | | | | | | | | | | |
| Top2Box (Very/ Somewhat important) | 823 | 394 | 428 | 209 | 303 | 310 | 103 | 285 | 314 | 120 |
| | 82% | 81% | 83% | 75% | 82% | 88% | 89% | 84% | 80% | 78% |
| | | | | | C | CD | HI | | | |
| Low2Box (Not very/ Not at all important) | 182 | 93 | 89 | 71 | 69 | 43 | 12 | 56 | 80 | 35 |
| | 18% | 19% | 17% | 25% | 18% | 12% | 11% | 16% | 20% | 22% |
| | | | | DE | E | | | | F | F |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_3. [Teach children how to run a business] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Teach children how to run a business | | | | | | | | | | |
| Very important | 284 | 141 | 143 | 60 | 96 | 127 | 47 | 106 | 101 | 31 |
| | 28% | 29% | 28% | 22% | 26% | 36% | 40% | 31% | 26% | 20% |
| | | | | | | CD | HI | I | | |
| Somewhat important | 461 | 215 | 246 | 128 | 172 | 161 | 53 | 155 | 180 | 73 |
| | 46% | 44% | 48% | 46% | 46% | 46% | 46% | 45% | 46% | 47% |
| | | | | | | | | | | |
| Not very important | 209 | 98 | 110 | 74 | 81 | 54 | 13 | 58 | 94 | 43 |
| | 21% | 20% | 21% | 26% | 22% | 15% | 12% | 17% | 24% | 28% |
| | | | | E | E | | | | FG | FG |
| Not at all important | 51 | 33 | 18 | 18 | 23 | 11 | 2 | 22 | 20 | 7 |
| | 5% | 7% | 4% | 6% | 6% | 3% | 2% | 6% | 5% | 5% |
| | | B | | | E | | | | | |
| Summary | | | | | | | | | | |
| Top2Box (Very/ Somewhat important) | 745 | 356 | 389 | 189 | 268 | 288 | 100 | 261 | 281 | 104 |
| | 74% | 73% | 75% | 67% | 72% | 82% | 87% | 76% | 71% | 67% |
| | | | | | | CD | GHI | I | | |
| Low2Box (Not very/ Not at all important) | 260 | 131 | 129 | 92 | 104 | 65 | 16 | 80 | 113 | 51 |
| | 26% | 27% | 25% | 33% | 28% | 18% | 13% | 24% | 29% | 33% |
| | | | | E | E | | | F | F | FG |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_4. [Teach children the importance of budgeting their money] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Teach children the importance of budgeting their money | | | | | | | | | | |
| Very important | 667 | 297 | 370 | 167 | 234 | 265 | 84 | 231 | 257 | 96 |
| | 66% | 61% | 72% | 60% | 63% | 75% | 73% | 68% | 65% | 62% |
| | | | A | | | CD | | | | |
| Somewhat important | 271 | 152 | 119 | 82 | 112 | 77 | 29 | 86 | 105 | 50 |
| | 27% | 31% | 23% | 29% | 30% | 22% | 26% | 25% | 27% | 32% |
| | | B | | E | E | | | | | |
| Not very important | 45 | 22 | 23 | 24 | 13 | 7 | 2 | 12 | 24 | 6 |
| | 4% | 5% | 4% | 9% | 4% | 2% | 2% | 4% | 6% | 4% |
| | | | | DE | | | | | | |
| Not at all important | 22 | 17 | 5 | 7 | 12 | 3 | 0 | 11 | 8 | 3 |
| | 2% | 3% | 1% | 2% | 3% | 1% | - | 3% | 2% | 2% |
| | | B | | | E | | | | | |
| Summary | | | | | | | | | | |
| Top2Box (Very/ Somewhat important) | 938 | 448 | 490 | 249 | 346 | 342 | 113 | 317 | 362 | 145 |
| | 93% | 92% | 95% | 89% | 93% | 97% | 98% | 93% | 92% | 94% |
| | | | | | | CD | H | | | |
| Low2Box (Not very/ Not at all important) | 67 | 39 | 28 | 31 | 26 | 11 | 2 | 23 | 32 | 9 |
| | 7% | 8% | 5% | 11% | 7% | 3% | 2% | 7% | 8% | 6% |
| | | | | E | E | | | | F | |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_5. [Teach children the skills needed to succeed in the workplace] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Teach children the skills needed to succeed in the workplace | | | | | | | | | | |
| Very important | 613 | 278 | 335 | 146 | 214 | 252 | 80 | 224 | 228 | 81 |
| | 61% | 57% | 65% | 52% | 58% | 71% | 69% | 66% | 58% | 52% |
| | | | A | | | CD | HI | HI | | |
| Somewhat important | 312 | 162 | 150 | 101 | 126 | 85 | 33 | 91 | 131 | 57 |
| | 31% | 33% | 29% | 36% | 34% | 24% | 29% | 27% | 33% | 37% |
| | | | | E | E | | | | | G |
| Not very important | 58 | 33 | 25 | 28 | 21 | 10 | 1 | 13 | 28 | 15 |
| | 6% | 7% | 5% | 10% | 6% | 3% | 1% | 4% | 7% | 10% |
| | | | | DE | | | | | F | FG |
| Not at all important | 22 | 15 | 7 | 6 | 11 | 6 | 1 | 12 | 7 | 2 |
| | 2% | 3% | 1% | 2% | 3% | 2% | 1% | 4% | 2% | 1% |
| | | | | | | | | | | |
| Summary | | | | | | | | | | |
| Top2Box (Very/ Somewhat important) | 924 | 439 | 485 | 247 | 340 | 337 | 113 | 315 | 358 | 138 |
| | 92% | 90% | 94% | 88% | 92% | 96% | 98% | 93% | 91% | 89% |
| | | | A | | | CD | GHI | | | |
| Low2Box (Not very/ Not at all important) | 81 | 48 | 33 | 33 | 31 | 16 | 2 | 25 | 36 | 17 |
| | 8% | 10% | 6% | 12% | 8% | 4% | 2% | 7% | 9% | 11% |
| | | B | | E | E | | | F | F | F |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_6. [Participate in schools to teach children about financial literacy] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Participate in schools to teach children about financial literacy | | | | | | | | | | |
| Very important | 417 | 189 | 228 | 108 | 141 | 168 | 63 | 139 | 161 | 55 |
| | 41% | 39% | 44% | 38% | 38% | 48% | 54% | 41% | 41% | 35% |
| | | | | | | CD | GHI | | | |
| Somewhat important | 444 | 217 | 227 | 126 | 176 | 141 | 45 | 151 | 172 | 76 |
| | 44% | 45% | 44% | 45% | 47% | 40% | 39% | 44% | 44% | 49% |
| | | | | | E | | | | | |
| Not very important | 114 | 62 | 53 | 40 | 38 | 37 | 7 | 39 | 50 | 18 |
| | 11% | 13% | 10% | 14% | 10% | 10% | 6% | 11% | 13% | 12% |
| | | | | | | | | | | |
| Not at all important | 30 | 20 | 11 | 6 | 17 | 7 | 1 | 12 | 11 | 6 |
| | 3% | 4% | 2% | 2% | 5% | 2% | 1% | 3% | 3% | 4% |
| | | | | | E | | | | | |
| Summary | | | | | | | | | | |
| Top2Box (Very/ Somewhat important) | 860 | 406 | 454 | 234 | 317 | 309 | 107 | 290 | 333 | 131 |
| | 86% | 83% | 88% | 84% | 85% | 88% | 93% | 85% | 84% | 84% |
| | | | A | | | | HI | | | |
| Low2Box (Not very/ Not at all important) | 145 | 81 | 63 | 46 | 55 | 44 | 8 | 51 | 61 | 24 |
| | 14% | 17% | 12% | 16% | 15% | 12% | 7% | 15% | 16% | 16% |
| | | B | | | | | | | F | F |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_7. [Provide parents with tools to teach their children about financial literacy] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Provide parents with tools to teach their children about financial literacy | | | | | | | | | | |
| Very important | 495 | 226 | 270 | 124 | 162 | 209 | 72 | 173 | 187 | 63 |
| | 49% | 46% | 52% | 44% | 44% | 59% | 63% | 51% | 47% | 40% |
| | | | | | | CD | GHI | I | | |
| Somewhat important | 398 | 200 | 198 | 111 | 166 | 121 | 38 | 130 | 157 | 72 |
| | 40% | 41% | 38% | 40% | 45% | 34% | 33% | 38% | 40% | 46% |
| | | | | | E | | | | | F |
| Not very important | 92 | 47 | 45 | 40 | 31 | 21 | 4 | 28 | 43 | 18 |
| | 9% | 10% | 9% | 14% | 8% | 6% | 3% | 8% | 11% | 11% |
| | | | | DE | | | | | F | F |
| Not at all important | 20 | 15 | 5 | 5 | 12 | 2 | 1 | 10 | 6 | 3 |
| | 2% | 3% | 1% | 2% | 3% | 1% | 1% | 3% | 2% | 2% |
| | | B | | | E | | | | | |
| Summary | | | | | | | | | | |
| Top2Box (Very/ Somewhat important) | 893 | 425 | 468 | 235 | 329 | 329 | 111 | 303 | 344 | 134 |
| | 89% | 87% | 90% | 84% | 88% | 93% | 96% | 89% | 87% | 87% |
| | | | | | | CD | GHI | | | |
| Low2Box (Not very/ Not at all important) | 112 | 62 | 50 | 45 | 43 | 23 | 5 | 37 | 49 | 20 |
| | 11% | 13% | 10% | 16% | 12% | 7% | 4% | 11% | 13% | 13% |
| | | | | E | E | | | F | F | F |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Teach children the importance of budgeting their money | 938 | 448 | 490 | 249 | 346 | 342 | 113 | 317 | 362 | 145 |
| | 93% | 92% | 95% | 89% | 93% | 97% | 98% | 93% | 92% | 94% |
| | | | | | | CD | H | | | |
| Teach children how to manage their finances | 928 | 447 | 481 | 251 | 339 | 338 | 113 | 309 | 359 | 147 |
| | 92% | 92% | 93% | 89% | 91% | 96% | 98% | 91% | 91% | 95% |
| | | | | | | CD | GH | | | |
| Teach children the skills needed to succeed in the workplace | 924 | 439 | 485 | 247 | 340 | 337 | 113 | 315 | 358 | 138 |
| | 92% | 90% | 94% | 88% | 92% | 96% | 98% | 93% | 91% | 89% |
| | | | A | | | CD | GHI | | | |
| Provide parents with tools to teach their children about financial literacy | 893 | 425 | 468 | 235 | 329 | 329 | 111 | 303 | 344 | 134 |
| | 89% | 87% | 90% | 84% | 88% | 93% | 96% | 89% | 87% | 87% |
| | | | | | | CD | GHI | | | |
| Participate in schools to teach children about financial literacy | 860 | 406 | 454 | 234 | 317 | 309 | 107 | 290 | 333 | 131 |
| | 86% | 83% | 88% | 84% | 85% | 88% | 93% | 85% | 84% | 84% |
| | | | A | | | | HI | | | |
| Teach children the role of business | 823 | 394 | 428 | 209 | 303 | 310 | 103 | 285 | 314 | 120 |
| | 82% | 81% | 83% | 75% | 82% | 88% | 89% | 84% | 80% | 78% |
| | | | | | C | CD | HI | | | |
| Teach children how to run a business | 745 | 356 | 389 | 189 | 268 | 288 | 100 | 261 | 281 | 104 |
| | 74% | 73% | 75% | 67% | 72% | 82% | 87% | 76% | 71% | 67% |
| | | | | | | CD | GHI | I | | |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] Please indicate how important it is for volunteers to do the following:

| | | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1005 | 468 | 537 | 255 | 401 | 349 | 101 | 308 | 442 | 154 |
| Weighted | 1005 | 487 | 518 | 280 | 372 | 353 | 116* | 341 | 394 | 155 |
| Teach children how to run a business | 260 | 131 | 129 | 92 | 104 | 65 | 16 | 80 | 113 | 51 |
| | 26% | 27% | 25% | 33% | 28% | 18% | 13% | 24% | 29% | 33% |
| | | | | E | E | | | F | F | FG |
| Teach children the role of business | 182 | 93 | 89 | 71 | 69 | 43 | 12 | 56 | 80 | 35 |
| | 18% | 19% | 17% | 25% | 18% | 12% | 11% | 16% | 20% | 22% |
| | | | | DE | E | | | | F | F |
| Participate in schools to teach children about financial literacy | 145 | 81 | 63 | 46 | 55 | 44 | 8 | 51 | 61 | 24 |
| | 14% | 17% | 12% | 16% | 15% | 12% | 7% | 15% | 16% | 16% |
| | | B | | | | | | | F | F |
| Provide parents with tools to teach their children about financial literacy | 112 | 62 | 50 | 45 | 43 | 23 | 5 | 37 | 49 | 20 |
| | 11% | 13% | 10% | 16% | 12% | 7% | 4% | 11% | 13% | 13% |
| | | | | E | E | | | F | F | F |
| Teach children the skills needed to succeed in the workplace | 81 | 48 | 33 | 33 | 31 | 16 | 2 | 25 | 36 | 17 |
| | 8% | 10% | 6% | 12% | 8% | 4% | 2% | 7% | 9% | 11% |
| | | B | | E | E | | | F | F | F |
| Teach children how to manage their finances | 77 | 40 | 37 | 30 | 33 | 15 | 2 | 32 | 35 | 8 |
| | 8% | 8% | 7% | 11% | 9% | 4% | 2% | 9% | 9% | 5% |
| | | | | E | E | | | F | F | |
| Teach children the importance of budgeting their money | 67 | 39 | 28 | 31 | 26 | 11 | 2 | 23 | 32 | 9 |
| | 7% | 8% | 5% | 11% | 7% | 3% | 2% | 7% | 8% | 6% |
| | | | | E | E | | | | F | |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base