## Demographic Data

### Question: What percent of summer earnings do you / your children plan to save?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>12 %</td>
<td>62</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>32 %</td>
<td>157</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>30 %</td>
<td>147</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>17 %</td>
<td>83</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>7 %</td>
<td>35</td>
</tr>
</tbody>
</table>

Total Votes: 484

### Demographic Data (Age)

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 or younger</td>
<td>44 %</td>
<td>214</td>
</tr>
<tr>
<td>18 - 29</td>
<td>23 %</td>
<td>116</td>
</tr>
<tr>
<td>30 - 45</td>
<td>19 %</td>
<td>93</td>
</tr>
<tr>
<td>46 - 59</td>
<td>11 %</td>
<td>54</td>
</tr>
<tr>
<td>60 or older</td>
<td>1 %</td>
<td>7</td>
</tr>
</tbody>
</table>

Total Votes: 484

### Demographic Data (Gender)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44 %</td>
<td>213</td>
</tr>
<tr>
<td>Female</td>
<td>55 %</td>
<td>271</td>
</tr>
</tbody>
</table>

Total Votes: 484

### Demographic Data (Location)

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwest</td>
<td>56 %</td>
<td>274</td>
</tr>
<tr>
<td>Northeast</td>
<td>12 %</td>
<td>61</td>
</tr>
<tr>
<td>South</td>
<td>12 %</td>
<td>62</td>
</tr>
<tr>
<td>West</td>
<td>9 %</td>
<td>47</td>
</tr>
<tr>
<td>Other</td>
<td>8 %</td>
<td>40</td>
</tr>
</tbody>
</table>

Total Votes: 484
### Poll: What percent of summer earnings do you / your children plan to save?

**Date range:** 03/20/2008 - 06/24/2008

#### Demographics

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>12 %</td>
<td>62</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>32 %</td>
<td>157</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>30 %</td>
<td>147</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>17 %</td>
<td>83</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>7 %</td>
<td>35</td>
</tr>
</tbody>
</table>

**Total Votes:** 484

#### Age

**17 or younger**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>15 %</td>
<td>33</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>28 %</td>
<td>60</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>27 %</td>
<td>58</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>17 %</td>
<td>38</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>11 %</td>
<td>25</td>
</tr>
</tbody>
</table>

**Total Votes:** 214

**18 - 29**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>10 %</td>
<td>12</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>38 %</td>
<td>45</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>26 %</td>
<td>31</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>18 %</td>
<td>22</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>5 %</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Votes:** 93

**30 - 45**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>11 %</td>
<td>11</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>37 %</td>
<td>35</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>36 %</td>
<td>34</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>11 %</td>
<td>11</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>2 %</td>
<td>2</td>
</tr>
</tbody>
</table>

**Total Votes:** 93

**46 - 59**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>3 %</td>
<td>2</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>31 %</td>
<td>17</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>40 %</td>
<td>22</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>22 %</td>
<td>12</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>1 %</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total Votes:** 54

**60 or older**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>57 %</td>
<td>4</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>0 %</td>
<td>0</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>28 %</td>
<td>2</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>0 %</td>
<td>0</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>14 %</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total Votes:** 7

#### Location

**Midwest**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>9 %</td>
<td>26</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>35 %</td>
<td>96</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>31 %</td>
<td>87</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>18 %</td>
<td>50</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>5 %</td>
<td>15</td>
</tr>
</tbody>
</table>

**Total Votes:** 274

**Northeast**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>16 %</td>
<td>10</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>34 %</td>
<td>21</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>31 %</td>
<td>19</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>8 %</td>
<td>5</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>9 %</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Votes:** 61

**South**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>22 %</td>
<td>14</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>27 %</td>
<td>17</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>24 %</td>
<td>15</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>17 %</td>
<td>11</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>8 %</td>
<td>5</td>
</tr>
</tbody>
</table>

**Total Votes:** 62

**West**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>10 %</td>
<td>5</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>23 %</td>
<td>11</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>31 %</td>
<td>15</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>29 %</td>
<td>14</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>4 %</td>
<td>2</td>
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</table>

**Total Votes:** 47

**Other**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>17 %</td>
<td>7</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>30 %</td>
<td>12</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>27 %</td>
<td>11</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>7 %</td>
<td>3</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>17 %</td>
<td>7</td>
</tr>
</tbody>
</table>

**Total Votes:** 40

#### Gender

**Male**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>13 %</td>
<td>28</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>33 %</td>
<td>71</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>27 %</td>
<td>58</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>18 %</td>
<td>40</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>7 %</td>
<td>16</td>
</tr>
</tbody>
</table>

**Total Votes:** 213

**Female**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t plan to save</td>
<td>12 %</td>
<td>34</td>
</tr>
<tr>
<td>Up to 25%</td>
<td>31 %</td>
<td>86</td>
</tr>
<tr>
<td>Up to 50%</td>
<td>32 %</td>
<td>89</td>
</tr>
<tr>
<td>Up to 75%</td>
<td>15 %</td>
<td>43</td>
</tr>
<tr>
<td>Plan to save all earnings</td>
<td>7 %</td>
<td>19</td>
</tr>
</tbody>
</table>

**Total Votes:** 271