**Nationwide**

**Flash Poll: Family Finances – DRAFT**

V1, V2, V3,

**METHODOLOGY**

Edelman Data & Intelligence will conduct a 15-minute online survey among n=1,000 parents of minor children in the United States, as well as an oversample of n=100 Gen Z parents of children under the age of 7.

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## **SCREENER**

**P1.**

1. **US PARENTS OF MINOR CHILDREN – NAT REP**
2. **GEN Z PARENTS OF CHILDREN UNDER THE AGE OF 7**

**[UNLESS OTHERWISE SPECIFIED, SHOW QUESTIONS TO ALL]**

C1. Thank you for your interest in our survey. The survey data collected will be used for research purposes only and all responses you provide are voluntary, anonymous and will be processed in aggregate to assist us and our client in understanding audiences like you. All information collected and processed will be done in accordance with local and international data protection laws. Based on the information above, do you agree to participate?

1. Yes **[CONTINUE]**
2. No **[TERMINATE]**

SINT. Thank you for participating in our survey today. It should take about 15 minutes of your time. Your responses are completely anonymous and confidential, so please answer openly and honestly.

S1. Please indicate your current age**: [NUMERIC OPEN END] [RANGE 0-100] [ADD CHECKBOX FOR PREFER NOT TO ANSWER]**

S1A. **[DON’T SHOW QUESTION] [PROGRAMMING NOTE: RECODE INTO THE FOLLOWING SCALE OR AGE BRACKETS]**

1. Under 18 **[TERMINATE]**
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65+
8. Prefer not to answer **[TERMINATE]**

S1B. **[DON’T SHOW QUESTION] [PROGRAMMING NOTE: RECODE INTO GENERATIONS]**

1. Generation Z (18-25)
2. Millennials (26-41)
3. Generation X (42-57)
4. Boomer+ (58-100)

S2. What is your gender? Please select one. **[SINGLE-SELECT]**

1. Man
2. Woman
3. Non-Binary
4. Prefer to self-describe, specify: [SPECIFY]

99. Prefer not to answer

S3. In which state do you live? **[INSERT DROPDOWN OF 50 STATES AND WASHINGTON, DC WITH CENSUS REGION RECODE] [ADD CHECKBOX FOR “I don’t live in the US” AND TERMINATE]**

**S3A\_Recode [PROGRAMMING NOTE: CODE RESPONSES INTO CATEGORIES BELOW]**

1. Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT)
2. Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
3. South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)
4. West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)

S4. What is the last grade you completed in school? **[SINGLE SELECT]**

* 1. Some grade school (1-8)
  2. Some high school (9-11)
  3. High school graduate (12)
  4. Technical or vocational school
  5. Some College
  6. College Graduate
  7. Graduate or Professional School
  8. Prefer not to answer

S5a. Do you consider yourself to be of Hispanic or Latino/a/x origin? Please select one response. **[SINGLE SELECT]**

1. No
2. Yes
3. Prefer not to answer

S5b. **[ASK IF S5a/1,99]** Which of the following best describes your racial background? Please select all that apply. **[MULTI SELECT]**

1. White or Caucasian
2. Black or African American
3. Asian or Asian American
4. Native Hawaiian or Other Pacific Islander
5. Indigenous American or Indigenous Alaskan
6. Middle Eastern or North African
7. Other
8. Prefer not to answer **[EXCLUSIVE]**

S5c Recode (Race/Ethnicity) **[DON’T SHOW]**

1. Hispanic [S5A=02]
2. NH-Asian [S5A=01,99 AND S5B=03,04 AND S5B ANSWER COUNT = 1]
3. NH-Black [S5A=01,99 AND S5B=02 AND S5B ANSWER COUNT = 1]
4. NH-White [S5A=01,99 AND S5B=01,06 AND S5B ANSWER COUNT = 1]
5. NH-Other [S5A=01,99 AND S5B=05,07 OR S5B ANSWER COUNT > 1]
6. Prefer not to answer [S5A=1,99 AND S5B=8]

S6. Are you the parent or guardian of any children under the age of 18? **[SINGLE SELECT]**

1. Yes
2. No **[TERMINATE]**

S7. How many children under the age of 18 are you the parent or guardian of? **[NUMERIC OPEN END] [RANGE 1-20]**

S8a. **[ASK IF S7=1]** Please indicate the current age of your child under 18**: [NUMERIC OPEN END] [TERMINATE IF P1/2 AND S8a > 6] [RANGE 1-17]**

S8b. **[ASK IF S7>1]** Please indicate the current ages of your children under 18**: [NUMERIC OPEN END] [RANGE 1-17] [ADD # OF OPEN END TEXTBOXES BASED ON S7 ANSWER] [TERMINATE IF P1/2 AND S8b > 6 FOR ALL CHILDREN; KEEP IF P1/2 AND S8b < 7 FOR ANY CHILD]**

1. Child 1 age (years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Child 2 age (years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[SHOW 1-2 IF S7=2]**
3. Child 3 age (years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[SHOW 1-3 IF S7=3]**
4. Child 4 age (years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[SHOW 1-4 IF S7=4]**
5. Child 5 age (years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[SHOW 1-5 IF S7=5]**
6. Child 6 age (years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[SHOW 1-6 IF S7=6]**
7. **[ADD ADDITIONAL BASED ON ANSWER TO S7]**

S9. Which of the following best describes your marital status? Please select one. **[SINGLE SELECT]**

1. Single, never married
2. Married
3. Divorced/Separated
4. Widowed
5. Civil union/Domestic partnership
6. Other

S10. Do you currently invest in any of the following types of assets or accounts? Choose all that apply. **[MULTISELECT]**

1. Individual stocks
2. Mutual funds
3. Index funds
4. Exchange-traded funds (ETFs)
5. Employer retirement plan (for example: 401k, 403b)
6. Individual retirement plan (for example: traditional IRA, Roth IRA)
7. Bonds
8. Commodities
9. Real estate
10. Annuities
11. Life insurance
12. Savings account
13. Cryptocurrency
14. None of the above **[EXCLUSIVE]**
15. Prefer not to answer

S11. Which of the following best describes your employment status? Please select one. **[SINGLE SELECT]**

1. Employed full-time
2. Employed part-time
3. Retired
4. Homemaker/Stay-at-home parent
5. Student
6. Unemployed
7. Prefer not to answer

S12**.** Which one of the following best describes your total household income? **[SINGLE SELECT]**

1. Under $30,000
2. $30,000 to $49,999
3. $50,000 to $74,999
4. $75,000 to $99,999
5. $100,000 to $149,999
6. $150,000 to $199,999
7. $200,000 or more
8. Prefer not to answer

S13. How familiar are you with the following organizations? [GRID]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **[RANDOMIZE]** | **Not at all familiar** | **Slightly familiar – I have heard the name but not much else** | **Moderately familiar** | **Very familiar** | **Extremely familiar** |
| 1. The Federal Reserve | 1 | 2 | 3 | 4 | 5 |
| 1. Fannie Mae | 1 | 2 | 3 | 4 | 5 |
| 1. Consumer Financial Protection Bureau | 1 | 2 | 3 | 4 | 5 |
| 1. Clovebear Corporation **[TERMINATE IF S13/4~~5~~=2,3,4,5]** | 1 | 2 | 3 | 4 | 5 |

**AUDIENCE QUALIFICATION CRITERIA**

**S100A – US Parents of Minor Children (NAT REP) Qualification Criteria:**

* Consent to survey (C1/1)
* Age 18+ (S1A/2-7)
* Live in the US (S3A\_Recode/1-4)
* Parent or guardian of children under the age of 18 (S6/1)
* Passes DQ Check (S13/4=1)

1. Qualified n1,000
2. Non-target **[TERMINATE]**

**S100B – Gen Z Parents of Children Under the Age of 7 Qualification Criteria:**

* Consent to survey (C1/1)
* Age 18-25/Gen Z (S1B/1)
* Live in the US (S3A\_Recode/1-4)
* Parent or guardian of children under the age of 18 (S6/1)
* Parent or guardian of children under the age of 7 (S8a < 7 OR S8b < 7 for any child)
* Passes DQ Check (S13/4=1)

1. Qualified n100
2. Non-target **[TERMINATE]**

**US Parents of Minor Children Quotas (Nationally Representative) (P1/1)**

**[PN: P1/1 applies to S101A-S105A]**

**S101A: Age P1/1 US Parents of Minor Children**

1. 18-24 (S1A/2) [n40]
2. 25-34 (S1A/3) [n286]
3. 35-44 (S1A/4) [n407]
4. 45-54 (S1A/5) [n221]
5. 55-64 (S1A/6) [n41]
6. 65+ (S1A/7) [n5]

**S102A: Gender P1/1 US Parents of Minor Children**

1. Male (S2/1) [n658]
2. Female (S2/2) [n342]
3. Non-binary (S2/3) [nCOUNTER]
4. Other (S2/4) [nCOUNTER]
5. Prefer not to answer (S2/99) [nCOUNTER]

**S103A: Race/Ethnicity P1/1 US Parents of Minor Children**

1. White (S5C\_RECODE/4) [nx]
2. Black/African American (S5C\_RECODE/3) [nx]
3. Asian-American/Asian (S5C\_RECODE/2) [nx]
4. Hispanic or Latino (S5C\_RECODE/1) [nx]
5. Other (S5C\_RECODE/5) [nx]
6. Prefer not to answer (S5C\_RECODE/6) [nCOUNTER]

**S104A REGIONS P1/1 US Parents of Minor Children**

1. Northeast (P1/1 AND S3A RECODE/1) **[n154]**
2. Midwest (P1/1 AND S3A RECODE/2) **[n402]**
3. South (P1/11 AND S3A RECODE/3) **[n211]**
4. West (P1/1 AND S3A RECODE/4) **[n233]**

**S105A INCOME P1/1 US Parents of Minor Children**

1. Under $30,000 (S12/1) **[n128]**
2. $30,000 to $49,999 (S12/2) **[n125]**
3. $50,000 to $74,999 (S12/3) **[n151]**
4. $75,000 to $99,999 (S12/4) **[n127]**
5. $100,000 to $149,999 (S12/5) **[n202]**
6. $150,000 to $199,999 (S12/6) **[n137]**
7. $200,000 or more (S12/7) **[n130]**
8. Prefer not to answer (S12/8) [nCOUNTER]

**Gen Z Parents of Children Under the Age of 7 Quotas (P1/2)**

**[PN: P1/2 applies to S101B]**

**S101B: Gender P1/2 Gen Z Parents of Children Under the Age of 7**

1. Male (S2/1) [nCOUNTER]
2. Female (S2/2) [nCOUNTER]
3. Non-binary (S2/3) [nCOUNTER]
4. Other (S2/4) [nCOUNTER]

## **MAIN QUESTIONNAIRE: ASK OF ALL RESPONDENTS**

**[DISPLAY]** Thank you! Based on your answers, you qualify to participate in our survey today. This survey will discuss various topics relating to personal finances and financial planning. Please note that your responses will be kept strictly confidential.

Additionally, this survey will include some questions related to your family. Please note that for the purposes of this survey, “family” refers to immediate family only and not extended family.

Q1. How would you rate **your** **family’s financial situation** today? **[SINGLE SELECT]**

1. Poor
2. Fair
3. Good
4. Excellent

Q2. What are your **top** financial goals? *You may choose up to five.*   
**[MULTI-SELECT, MAX 5]** **[RANDOMIZE]**

1. Improving my financial literacy
2. Maintaining a balanced budget
3. Paying off debt
4. Building credit
5. Acquiring insurance (for example, life, auto, home, medical, etc.)
6. Saving for my educational needs
7. Saving for my child’s/children’s educational needs
8. Saving for experiences (for example, travel, hobbies, etc.)
9. Saving for large purchases (for example, a car, boat, wedding, etc.)
10. Managing essential expenses (for example, housing, food, gas, utilities, etc.)
11. Managing childcare expenses
12. Managing healthcare expenses
13. Financially supporting my parent(s) or other loved ones
14. Buying a home
15. Saving for retirement
16. Estate planning
17. Something else (please specify) **[TEXT BOX] [ANCHOR]**

Q3. Looking ahead to the next 12 months, which of the following best describe your top financial concerns?   
*You may choose up to five.* **[MULTI-SELECT, MAX 5]** **[RANDOMIZE]**

1. Inflation or rising living costs
2. Managing debt
3. Lack of savings for unexpected or emergency expenses
4. Sticking to my budget
5. Not being on track for retirement
6. Cost of rent or housing
7. Childcare expenses
8. Healthcare expenses
9. Education expenses
10. Poor purchasing or investment decisions
11. Tax compliance
12. Unemployment or job loss
13. Inability to financially support family
14. Paying for gas
15. Repaying student loans
16. Something else (please specify) **[TEXT BOX] [ANCHOR]**

Q4. Over the past year, as inflation has risen within the U.S., which of the following have you done in response to inflation pressures to meet your family’s financial needs? *Choose all that apply.* **[MULTISELECT] [RANDOMIZE]**

1. Decreased my retirement plan contributions
2. Delayed setting up a retirement fund
3. Delayed or decreased saving for my child’s/children’s college education
4. Withdrew funds/took a loan from my retirement savings
5. Adjusted my family’s budget
6. Relocated my family
7. Moved in with family members
8. Delayed a large purchase or investment
9. Received food or household goods from a food bank
10. Began to purchase cheaper/different items than I typically would
11. Moved my child/children to less expensive childcare
12. Moved my child/children to a less expensive or public school
13. Accumulated additional credit card debt
14. Used my credit card points for essential items
15. Used “buy now, pay later” apps or services
16. Reduced the amount I drive
17. Delayed or cancelled a vacation
18. Dined out (e.g., visited restaurants) less frequently
19. Something else (please specify) **[TEXT BOX] [ANCHOR]**
20. None of the above **[ANCHOR]**

Q5. Over the past year, as inflation has risen within the U.S., which of the following job-related changes have you made in response to inflation pressures to better meet the needs of your child/children? Choose all that apply. **[MULTISELECT] [RANDOMIZE]**

1. Quit my full-time job
2. Quit my part-time job
3. Temporarily left my job
4. Worked reduced hours
5. Worked at-home/remotely
6. Changed jobs
7. Took on another job
8. My spouse or partner changed or took on another job
9. Something else (please specify) **[TEXT BOX] [ANCHOR]**
10. None of the above **[ANCHOR]**

Q6. Which of the following benefits offered by an employer, if any, would be most helpful to you in balancing work and childcare needs? Choose all that apply. **[MULTISELECT]**

1. Discounted backup care
2. On-site daycare
3. Increased flexibility in work hours
4. Increased flexibility in work location
5. Improved parental leave benefits
6. Improved adoption/surrogacy support
7. Improved health insurance benefits
8. Something else (please specify) **[TEXT BOX] [ANCHOR]**

Q7. On average, about how much of your current take-home income goes towards your childcare expenses? **[SINGLE SELECT]**

1. 1%-9%
2. 10%-19%
3. 20%-29%
4. 30%-39%
5. 40%-49%
6. 50%-59%
7. 60%-69%
8. 70%-79%
9. 80%-89%
10. 90%-99%
11. 100%

Q8. How much do you agree or disagree with the following statements about your financial situation as a parent today? **[CARD SORT – SINGLE SELECT PER ROW]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **[RANDOMIZE]** | **Strongly disagree** | **Somewhat disagree** | **Somewhat agree** | **Strongly agree** |
| I have control over my day-to-day, month-to-month finances | 1 | 2 | 3 | 4 |
| I am on track to meet my financial goals | 1 | 2 | 3 | 4 |
| I have the financial freedom to make the choices that allow me to enjoy life | 1 | 2 | 3 | 4 |
| I live paycheck-to-paycheck most of the time | 1 | 2 | 3 | 4 |
| I could pay for an unexpected expense of $1,000 if I needed to | 1 | 2 | 3 | 4 |
| I feel secure in my financial future | 1 | 2 | 3 | 4 |
| I am confident I will be able to save enough money for retirement | 1 | 2 | 3 | 4 |
| I am confident I will be able to save enough money for my child’s/children’s educational expenses | 1 | 2 | 3 | 4 |
| I wish I started saving or investing earlier | 1 | 2 | 3 | 4 |

Q9. Which of the following do you turn to for advice or support on your family finances? *Choose all that apply.*   
**[MULTISELECT] [RANDOMIZE]**

1. Professional services (for example, financial advisor or planner, money coach, accountant)
2. Friends or family
3. Current or previous colleagues
4. A mentor or sponsor
5. Online resources (for example, websites, blogs, discussion forums)
6. Social media (for example, influencers, brand posts, livestreams)
7. Media sources (for example, Newspapers, Podcasts, Broadcast TV)
8. Academic resources
9. Prayer
10. Something else (please specify) **[TEXT BOX] [ANCHOR]**
11. None of these **[ANCHOR] [EXCLUSIVE]**

Q10. **[ASK IF USE PROFESSIONAL SERVICES Q9/1]** Do you use any of the following professional financial resources? *Choose all that apply.*   
**[MULTISELECT] [RANDOMIZE]**

1. Financial advisor/planner
2. Credit counselor
3. Financial coach
4. Accountant
5. Tax professional
6. Something else (please specify) **[TEXT BOX] [ANCHOR]**
7. None of these **[ANCHOR] [EXCLUSIVE]**

Q11a. How much financial planning would you say you did before you had children? **[SINGLE SELECT]**

1. None at all
2. Only a little
3. Some
4. A lot

Q11b. How much financial planning would you say you do now, after you had children? **[SINGLE SELECT]**

1. None at all
2. Only a little
3. Some
4. A lot

Q12. Regardless of current contributions, if any, how likely would you be to contribute to a retirement account that allows you to withdraw up to $1,000 as needed for emergencies? **[SINGLE SELECT]**

1. Very unlikely
2. Unlikely
3. Likely
4. Very likely

Q13.Which of the following do you feel would most benefit you regarding your family’s finances and financial planning?*You may choose up to three.*   
**[MULTISELECT, MAX 3] [RANDOMIZE]**

1. Increased financial literacy
2. Support from a financial professional (e.g., financial planner/advisor)
3. Legislation to ease the financial burden on parents/caregivers
4. Improved benefits for unmarried partners (e.g., tax code reformation, Social Security, inheritance rights, etc.)
5. Improved family-focused benefits from employers
6. Improved digital/mobile tools for money management and financial planning
7. Something else (please specify) **[TEXT BOX] [ANCHOR]**
8. None of these **[EXCLUSIVE] [ANCHOR]**

Q14. How much do you agree or disagree with the following statements about inflation/rising living costs as you look toward the future? **[CARD SORT – SINGLE SELECT PER ROW]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **[RANDOMIZE]** | **Strongly disagree** | **Somewhat disagree** | **Somewhat agree** | **Strongly agree** |
| I expect there will be a recession or economic downturn in the U.S. within the next year | 1 | 2 | 3 | 4 |
| I expect inflation/living costs will increase within the next year | 1 | 2 | 3 | 4 |
| Inflation/rising living costs will impact the way I vote in midterm elections | 1 | 2 | 3 | 4 |

## **DEMOGRAPHICS: ASK OF ALL RESPONDENTS**

**[DISPLAY]** Thank you. We have just a few more questions for classification purposes.

D1. Which of the following best describes the area where you live? **[SINGLE SELECT]**

1. Urban, or a downtown area
2. Suburban, on the outskirts of an urban area
3. Rural, or a country area

D2. **[ASK IF CURRENTLY INVESTS IN ANY ASSET, S10/1-9, 13]** Which of the following ranges best describes the total value of your investment portfolio, across all assets? **[SINGLE SELECT]**

1. Less than $10,000
2. $10,000 to less than $50,000
3. $50,000 to less than $100,000
4. $100,000 to less than $250,000
5. $250,000 to less than $500,000
6. $500,000 to less than $1 million
7. $1 million to less than $5 million
8. More than $5 million
9. Prefer not to answer

D3. **[ASK IF INVEST IN RETIREMENT PLAN, S10/5-6]** Do you regularly (at least once per year) contribute money to your retirement plan? **[SINGLE SELECT]**

1. Yes
2. No

D4. How would you describe your political beliefs? **[SINGLE SELECT]**

1. Very conservative
2. Somewhat conservative
3. Moderate
4. Somewhat liberal
5. Very liberal
6. Something else
7. Unsure
8. Prefer not to answer

D5. Which of the following best describes your current living situation? **[SINGLE SELECT]**

1. I own my primary residence
2. I rent my primary residence
3. None of the above

D6. What types of insurance policies do you currently have? Please select all that apply. **[MULTISELECT][RANDOMIZE]**

1. Auto insurance
2. Health insurance
3. Homeowners/Renters insurance
4. Life insurance
5. Motorcycle insurance
6. Boat insurance
7. Identity theft insurance
8. Long-term care insurance
9. Other **[SPECIFY] [ANCHOR]**
10. No insurance policies **[ANCHOR] [EXCLUSIVE]**

D7. Are you the parent or guardian of a child with disabilities? **[SINGLE SELECT]**

1. Yes
2. No
3. Prefer not to answer

D8. In what year were you born? [Open numeric, allow responses 1900-2022]

DQC. [PN: Behind the scenes recode for QC1]

1: (2022-S1) is +/- 2 of QC1 or equal

2: (2022-S1) is more than +/- 2 of QC1

FLAG IF DQC==2

**[DISPLAY]** Those are all the questions we have for you. Thank you for your time.