



Parent Survey

Sample = 550 Parents of Full-Time College Students or Recent Graduates Who Are in the Workforce or Seeking Employment



This survey is being conducted by Kelton, a leading national public opinion company. We are not trying to sell you anything, but would like to ask you a few questions for a national opinion study, the results of which will appear in the nation’s leading media outlets in the coming weeks. Your answers will be confidential and anonymous.

We’re going to ask you a few questions about your children. For the purposes of this survey, please only think about your child or children who are either full-time college students or recent college graduates who are working or seeking employment.

1. At what age do you expect your youngest child to be financially independent from you?

Average = 24		
<i>Response</i>	<i>Total</i>	<i>%</i>
18 or Younger	24	4%*
19-21	68	12%
22-24	138	25%
25-29	160	29%
30 or Older	47	9%
All of My Children Are Already Financially Independent of Me	113	21%

AMONG RESPONDENTS WHOSE CHILDREN ARE NOT FINANCIALLY INDEPENDENT OF THEM:

Average = 24		
<i>Response</i>	<i>Total</i>	<i>%</i>
18 or Younger	24	5%
19-21	68	16%
22-24	138	32%
25-29	160	37%
30 or Older	47	11%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%

2. At what age did you become financially independent from your parents? Your best guess is fine.

Average = 20		
<i>Response</i>	<i>Total</i>	<i>%</i>
18 or Younger	172	31%
19-21	198	36%
22-24	129	23%
25-29	48	9%
30 or Older	3	1%

3. After graduating from college, about how much money do you feel your children need to earn in a year in order to feel financially secure? Your best guess is fine. Please think about gross income, not net income (after taxes).

Average = \$54,200		
<i>Response</i>	<i>Total</i>	<i>%</i>
\$20,000 or Less	50	9%
\$20,001 - \$40,000	246	45%
\$40,001 - \$60,000	175	32%
\$60,001 - \$90,000	55	10%
\$90,001 or More	24	4%

4. With which of the following, if any, do you think parents should help children of theirs who are recent college graduates? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Figuring Out Where and How to Invest Their Money, Such as in Savings Accounts or Stocks	294	53%
Managing Their Budgets	265	48%
Finding Health Insurance	240	44%
Finding a Job	204	37%
Choosing Credit Cards	192	35%
Paying for Health Insurance	166	30%
Being in Charge of Most of Their Money, Such as in Savings Accounts or Stocks	116	21%
Negotiating Benefits at a Job	105	19%
Negotiating Salary at a Job	97	18%
None of These	93	17%

5. After graduating college, for about how long do you think it's fair for you to help cover your child's health insurance costs? Your best guess is fine.

Average = 2 Years		
<i>Response</i>	<i>Total</i>	<i>%</i>
Less Than a Year	119	22%
1 Year	92	17%
2 Years	130	24%
3 Years or More	154	28%
Never	55	10%

AMONG RESPONDENTS WHO THINK IT'S FAIR TO HELP COVER THEIR CHILDREN'S HEALTH INSURANCE COSTS:

Average = 2 Years		
<i>Response</i>	<i>Total</i>	<i>%</i>
Less Than a Year	119	24%
1 Year	92	19%
2 Years	130	26%
3 Years or More	154	31%

6. Do you plan to keep your child on your health insurance plan until he or she turns 26?

<i>Response</i>	<i>Total</i>	<i>%</i>
Yes	282	51%
No	208	38%
My Child or Children Who Are College Students or Recent Graduates Are Older Than 26	60	11%

AMONG RESPONDENTS WITH CHILDREN WHO ARE UNDER AGE 26

<i>Response</i>	<i>Total</i>	<i>%</i>
Yes	282	58%
No	208	42%

7. About how much would you be willing to pay each month to keep your child on your health insurance plan until age 26? (AMONG RESPONDENTS WITH CHILDREN WHO ARE UNDER AGE 26)

Average = \$225		
<i>Response</i>	<i>Total</i>	<i>%</i>
Nothing	157	32%
\$1-\$99	153	31%
\$100-\$199	110	22%
\$200 or More	70	14%

8. Which of the following do you think would be or is better for your children to do the first year after graduating college?

<i>Response</i>	<i>Total</i>	<i>%</i>
Live With Me and Be Able to Afford Health Insurance	442	80%
Live on Their Own and Go Without Health Insurance	108	20%

9. Which of the following do you think is more important for a new college graduate?

<i>Response</i>	<i>Total</i>	<i>%</i>
Finding a Job They Like That Doesn't Provide Benefits Like Health Insurance or Retirement Accounts	267	49%
Finding a Job That They Don't Like That Provides Benefits Like Health Insurance or Retirement Accounts	283	51%

10. Beginning in 2014, many single adults earning approximately \$45,000 per year or less will be eligible for receiving government subsidies to help them afford healthcare coverage. If you had to choose one, which of the following best describes how you might feel about receiving such a subsidy, if it applied to you?

<i>Response</i>	<i>Total</i>	<i>%</i>
Grateful	361	66%
Embarrassed	81	15%
Indifferent	108	20%

11. Are you currently providing care or financial support to an elderly parent or relative?

<i>Response</i>	<i>Total</i>	<i>%</i>
Yes	81	15%
No	469	85%

Methodological Notes:

The eHealth Parent Survey was conducted by Kelton Research between April 13th and April 23rd, 2012, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.2 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.