

The Ways of Money—Market Research

NEEDED

“Two in five U.S. adults [40%] gave themselves a C, D, or F on their knowledge of personal finance.”

“81% of parents feel it is their responsibility to teach their kids about money and savings.”

“More than half of parents (57%) with kids in high school and college give schools below average or failing grades in teaching kids responsible spending...”

Making the Case for Financial Literacy – 2012

“About 3 in 4 U.S. adults (76%) agree that they could benefit from some advice and answers to everyday financial questions from a professional, and more than 1 in 4 (28%) – about 64.2 million Americans – *strongly agree*.”

The 2011 Consumer Financial Literacy Survey

HAPPIER

“To create a happier, healthier, and more productive work environment, employers should consider their options to assist with or prevent employees’ financial distress.

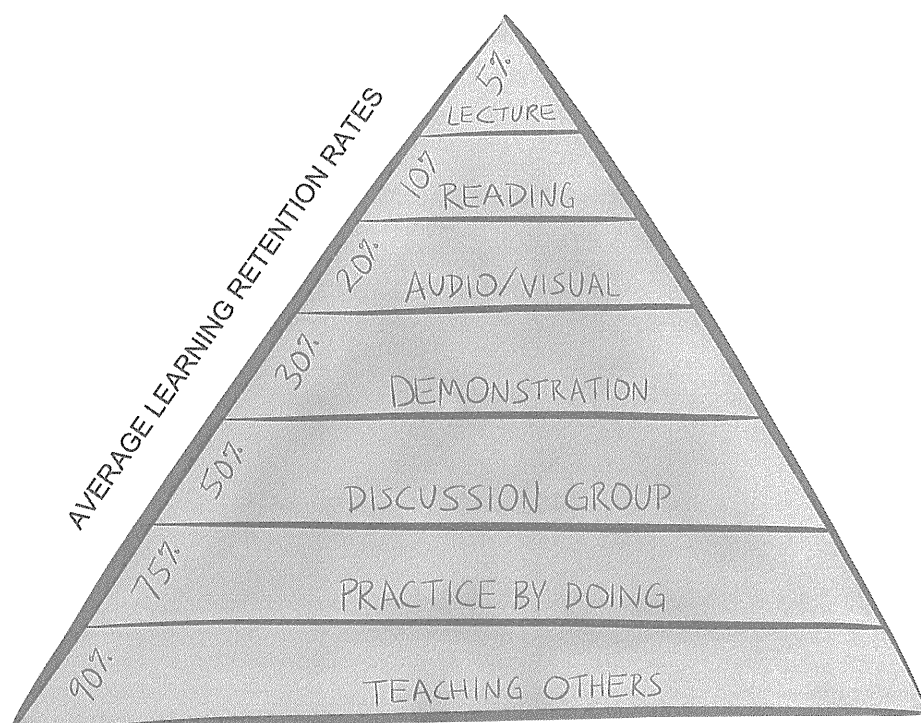
“...employees who have their finances in order will be more productive. Companies providing financial education show results such as improvements in financial wellness and performance ratings, and reductions in absenteeism, turnover, health care costs, and workplace distractions. Financial education programs have the effect of contributing hundreds of thousands of dollars each year to the company's bottom line. The ROI generally has a return of 3:1.”

Personal Finance Employee Education Foundation (PFEEF)

The Ways of Money—Market Research

WHY ILLUSTRATIONS?

The average learning retention rates are as follows, 5% during lecture, 10% when reading, 20% with audio and visual, 30% if it's a demonstration, 50% in a discussion group, 75% if practice by doing, and 90% by teaching others. Or in other 'words':



How do we learn? Our program will have all of the above components to maximize effectiveness.

TESTIMONIALS

"I actually want to read this book."

- 50-something, who has no interest in personal finance

"I feel like you're talking to me. I don't feel condescended to; I don't feel like you're talking over my head."

- 40-something, mid-range income, voracious reader who rarely finds a financial book that she likes and uses

"It's engaging, enticing and intriguing. I can't believe it's about personal finances."

- 30-something, business professional, interested in personal finance

"It makes me want to tackle my money stuff. "

- 20-something, college student attending private school