METHODOLOGY

- Ten-minute online survey
- Quarterly tracking
- Sample via EWS Online Research Panel

POPULATION

- 450 interviews per quarter
- Mobile Majority ages 18-75, determined by U.S. Census data

QUALIFYING CRITERIA

- Ages 18-75 | Mix of race, gender, age, employment | Not employed in a sensitive industry
- Must have a checking or savings account
KEY FINDINGS

- Consumers are open to the idea of offering financial education programs in schools.
  - Roughly three in five consumers (58%) feel as though they did not learn enough about financial literacy through their schools when they were younger.
  - Ninety-five percent of consumers wish more financial education programs were offered in schools.
- Four in five consumers report that the status of their finances directly impacts their mental health.
- Most consumers (82%) take personal responsibility for managing their own finances.
- Banks/financial institutions, family, and financial apps are the three most used resources for financial education and money management (65%, 45%, and 40% respectively).
FINANCIAL LITERACY AND THE EDUCATION SYSTEM

More than half of consumers (58%) feel as though they did not learn enough about financial literacy through their schools growing up. Nearly all (95%) consumers would like to see more financial education programs being offered in schools.

Financial Literacy At School (During Youth)

I learned enough about financial literacy through the education system growing up.

- 28% Strongly Disagree
- 30% Disagree
- 18% Neutral
- 15% Agree
- 9% Strongly Agree

Total (n=450)

Appeal of More Financial Education Programs At Schools

I wish more financial education programs were offered in schools, whether for myself or a loved one.

- 0% Strongly Disagree
- 0% Disagree
- 5% Neutral
- 26% Agree
- 69% Strongly Agree

Total (n=450)

Source: Q1. Please rate your level of agreement with the following statement. I learned enough about financial literacy through the education system growing up. | Q2. Please rate your level of agreement with the following statement. I wish more financial education programs were offered in schools, whether for myself or a loved one.
Four in five consumers report that their finances have a direct impact on their mental health. Seventy-six percent of consumers feel like they have a handle on how to manage their personal finances.

**MENTAL HEALTH AND CONFIDENCE WITH MANAGING PERSONAL FINANCES**

Impact of Finances on Mental Health

*The status of my finances directly impacts my mental health.*

- False: 16%
- Not Sure: 4%
- True: 80%
- Total (n=450)

Confidence With Managing Personal Finances

*I feel like I have a handle on how to manage my finances.*

- False: 24%
- True: 76%
- Not Sure: 4%
- Total (n=450)

Source: Q3. The status of my finances directly impacts my mental health. | Q5. I feel like I have a handle on how to manage my finances.
Most consumers (82%) rely on themselves to manage their own personal finances.

Source: Q4. I rely on _____ to manage my finances as it relates to my financial goals
RESOURCES FOR FINANCIAL EDUCATION AND MANAGEMENT
Banks/financial institutions (65%), family (45%), and financial apps (40%) are the most used resources for financial education and money management.

Source: Q6. Please rank your usage of the following resources for financial education and money management, with 1 being the 'most used' and 5 being the 'least used'.
Appendix: Demographics
### DEMOGRAPHIC PROFILE

**Age**

- Gen Z: 7%
- Millennial: 34%
- Gen X: 30%
- Boomer: 29%

**Gender**

- Male: 1%
- Female: 60%
- Non-Binary: 39%

**Income**

- Less than $50,000: 39%
- $50,000 to $74,999: 22%
- $75,000 to $99,999: 15%
- $100,000 to $149,999: 16%
- $150,000 or more: 8%

**Education**

- Graduate Degree: 18%
- Bachelor's Degree: 31%
- Associate Degree: 15%
- Some College: 24%
- High School: 11%
- Less than High School: 1%

**Employment**

- Employed full-time: 52%
- Employed part-time: 13%
- Retired: 17%
- Disabled/Unable to work: 5%
- Full-time homemaker: 5%
- A full/part-time student: 2%
- Unemployed: 6%

**Ethnicity**

- White or Caucasian: 44%
- Black or African American: 29%
- Hispanic: 16%
- Asian or Pacific Islander: 16%
- Mixed Race: 3%

**Marital Status**

- Married: 41%
- Single, never married: 34%
- Separated/divorced/widowed: 18%
- Domestic Partnership: 6%

**Consumer Segmentation**

- Always on Socializers: 24%
- Connected Conductors: 24%
- Pragmatic Introverts: 11%
- Savvy Empty Nesters: 26%

**Regions**

- Midwest: 16%
- Northeast: 18%
- Southeast: 16%
- Southwest: 16%
- West: 37%