

Financial Fitness Greater Austin 2012 Annual Report

Financial Fitness Greater Austin (FFGA) is an education and awareness movement pioneered by the Alliance for Economic Inclusion and Senator Kirk Watson and championed by more than 50 community partners in the Greater Austin Area. The goal of FFGA is to provide financial awareness and information to the Greater Austin community and emphasize the importance of financial literacy and the need for consumers to be proactive about managing their finances. In 2012, it occurred from April 21-29.

Behavior Change

Participants were asked about their next action after leaving the class. Roughly 22% said they would start saving and also work on a budget. Seventeen percent said they would pay off debt while 15% said they would open a checking account. Thirteen percent of the participants said they would attend another financial education class. Overall, FFGA was very successful in helping participants expand their financial education skills and it motivated them to take action. Furthermore, the vast majority said they found the information useful and would recommend FFGA to others.

With 1 being "no" and 5 being "yes".

Found Information Useful:	1	2	3	4	5
	3%	3%	8%	16%	69%
Would Recommend to Others:	1	2	3	4	5
	1%	2%	7%	15%	76%

Our Audience is Struggling Financially

Twenty six percent of our audience this year is unemployed, 23% have low credit scores, 16% carry student loan debt, 8% struggle with high debt levels, 7% struggle with high medical debt, and 7% are underemployed. Fortunately, only a small fraction have struggled with foreclosure, homelessness or bankruptcy. The statistics below show what financial products they use and how they feel about certain financial situations.

A "1" means the statement does not apply to me and "5" means it strongly applies.

Statement	1	2	3	4	5
Satisfied with financial situation	39%	16%	25%	10%	9%
Can meet monthly living expenses	18%	17%	28%	17%	21%
Able to save as often as I'd like	29%	20%	22%	16%	13%
Able to handle a financial emergency of \$1,000 or more	41%	13%	16%	12%	19%

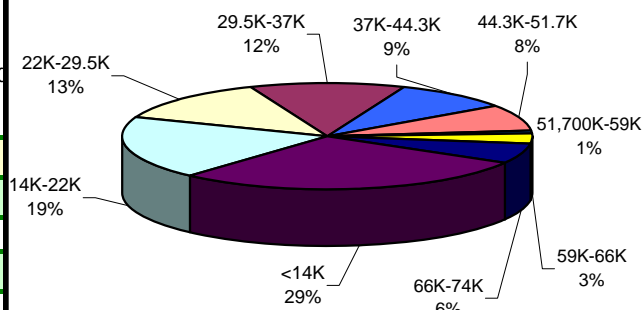
It seems our audience uses financial products. Seventy four percent have a checking account, 50% have a savings account and 30% have credit cards. Only 9% are using prepaid cards and only 12% are saving for retirement currently. None reported using payday loans.

Numbers Reflect Our Impact

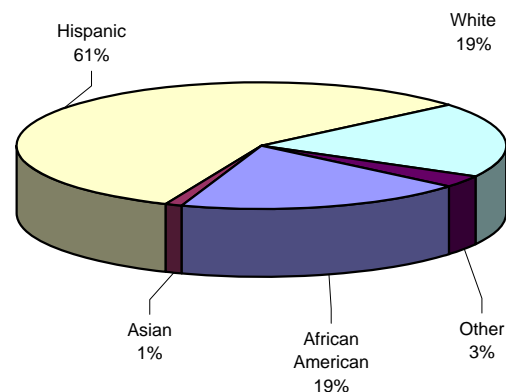
In 2012, we hosted just over 90 workshops; empowering 1,143 people. Of those 90 events, some demographic information was collected from 36% of participants. FFGA reached a diverse age, gender and income demographic; as reflected in the tables below.

Ethnicity	African American	Asian	Hispanic	White	Other
2012	19%	1%	57%	19%	3%
2011	20%	4%	49%	27%	0%
Education	Some HS	HS/GED	Some College	College Graduate	No Answer
2012	10%	25%	46%	20%	0%
2011	23%	25%	18%	23%	11%

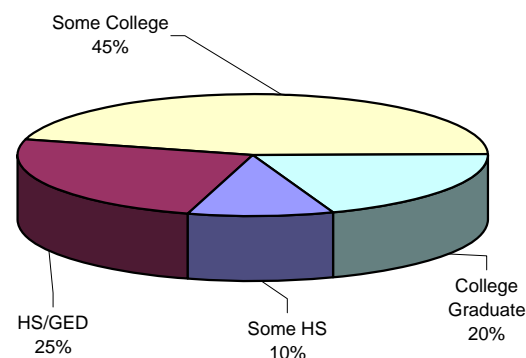
Household Income



Ethnicity



Education



Gender

Household Income (\$)

Male	Female	<14K	14K-22K	22K-29.5K	29.5K-37K	37K-44.3K	44.3K-51.7K	51.7K-59K	59K-66K	66K-74K
21%	79%	28%	19%	13%	12%	9%	8%	1%	3%	6%