

Financial Fitness Greater Austin 2013 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 2013, it occurred from April 22-29.

Behavior Change

Participants were asked about their next action after leaving the class. Roughly 40% said they would start saving and also work on a budget. Eighteen percent said they would pay off debt. Twelve percent of the participants said they would attend another financial education class. Thirty four percent plan to check their credit score. 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
	1%	4%	8%	21%	66%
Would Recommend to Others:	1	2	3	4	5
	2%	2%	7%	22%	67%

Our Audience is Struggling Financially

Twenty five percent of our audience this year is unemployed, 25% have low credit scores, 17% carry student loan debt, 6% struggle with high debt levels, 6% struggle with high medical debt, 7% are homeless, and 4% are underemployed. Fortunately, none reported a struggle with foreclosure or bankruptcy. The statistics below show 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	31%	18%	25%	11%	15%
Can meet monthly living expenses	11%	15%	24%	24%	26%
Able to save as often as I'd like	19%	23%	20%	19%	19%
Able to handle a financial emergency of \$1,000 or more	31%	13%	16%	16%	24%

It seems our audience uses financial products. Sixty six percent have a checking account, 49% have a savings account and 32% have credit cards. Only 6% are using prepaid cards and only 8% are saving for retirement currently. Only 2% reported using payday loans.

Numbers Reflect Our Impact

In 2013, we hosted 94 workshops; empowering 1,021 people. Of those 94 events, some demographic information was collected from 29% of participants. FFGA reached a diverse age, gender and income demographic; as reflected in the tables below.

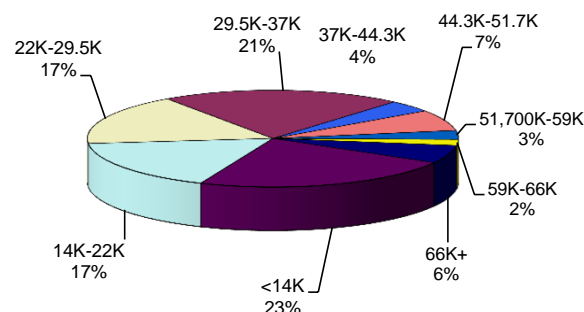
Ethnicity	African American	Asian	Hispanic	White	Other
2013	12%	0%	72%	15%	1%
2012	19%	1%	57%	19%	3%
Education	Some HS	HS/GED	Some College	College Graduate	No Answer
2013	25%	23%	28%	24%	0%
2012	10%	25%	46%	20%	0%

Gender

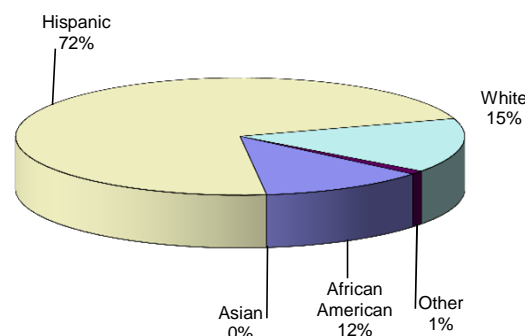
Household Income (\$)

Male	Female	<14K	14K-22K	22K-29.5K	29.5K-37K	37K-44.3K	44.3K-51.7K	51.7K-59K	59K-66K	66K+
33%	67%	23%	17%	17%	21%	4%	7%	3%	2%	6%

Household Income



Ethnicity



Education

