

Financial Fitness Greater Austin 2014 Annual Report

Financial Fitness Greater Austin (FFGA) is an education and awareness movement championed by 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. FFGA 2014 occurred from April 21-28.

Behavior Change

Participants were asked about their next action after leaving the class. Roughly half said they would start saving and also work on a budget. Approximately one third said they would pay off debt. Twenty seven percent of the participants said they would attend another financial education class. Thirty seven 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
	0%	2%	7%	22%	69%
Would Recommend to Others:	1	2	3	4	5
	0%	1%	3%	17%	79%

Our Audience is Struggling Financially

Our audience this year indicated that they are struggling with unemployment, low credit scores, and student loan debt. To a lesser degree, they struggle with high debt levels, high medical debt, and are underemployed. The statistics below show how they feel about certain financial situations.

Statement	No	Sometimes	Yes
Satisfied with financial situation	54%	29%	17%
Can meet monthly living expenses	33%	29%	38%
Able to save as often as I'd like	45%	27%	28%
Able to handle a financial emergency of \$1,000 or more	54%	19%	27%

Our audience uses financial products. Two thirds have a checking account, about half have a savings account and a third use credit cards. Seventeen percent are using prepaid cards. Only 8% are saving for retirement. A very small percentage reported using payday loans.

Numbers Reflect Our Impact

In 2014, we hosted 60 workshops; empowering 943 people. Of those 60 events, some demographic information was collected from 61% of participants. FFGA reached a diverse age, gender and income demographic; as reflected in the tables below.

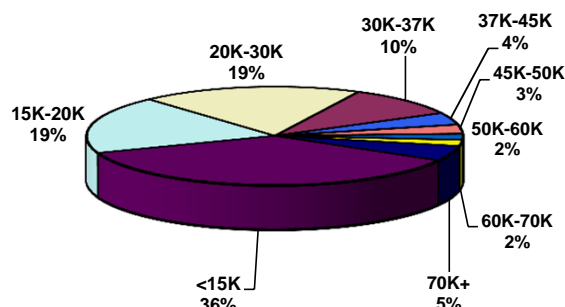
Ethnicity	African American	Asian	Hispanic	White	Other
2014	28%	1%	45%	23%	3%
2013	12%	0%	72%	15%	1%
Education	Some HS	HS/GED	Some College	College Graduate	No Answer
2014	27%	24%	27%	22%	0%
2013	25%	23%	28%	24%	0%

Gender

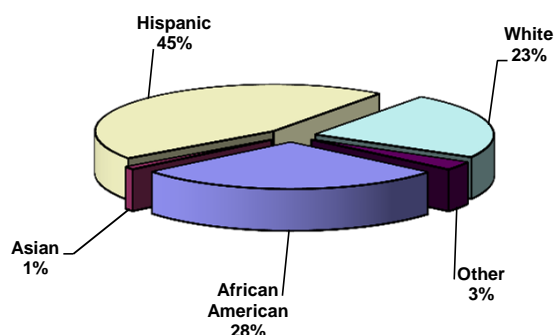
Household Income (\$)

Male	Female	<15K	15K-20K	20K-30K	30K-37K	37K-45K	45K-50K	50K-60K	60K-70K	70K+
22%	78%	36%	19%	19%	10%	4%	3%	2%	2%	5%

Household Income



Ethnicity



Education

