Virtual Money Smart Week 2021 successfully reached thousands of people in communities most affected by the Covid-19 pandemic with useful guidance on a range of common financial concerns.

**Registrants from LMI Zip Codes**

- **4,313** Total Views
- **539** Avg. Registrants Per Event
- **843** Highest Single Day Event Registration

**Age Distribution (% Registrants)**

- **24%** 20-29
- **13%** 30-39
- **21%** 40-49
- **22%** 50-59
- **1%** 60+

**Top Registration Age Group**

- **40-49**

**Top Topics**

- Managing Money Ups + Downs
- Savings: A Little Can Make a Big Difference

**Total Digital Marketing Impressions**

- **1,385,000**
- **2,800** Clicks

**Digital Marketing**

- Email Campaign: 215,426 Views, 4,040 Clicks
- Social Media: 1,127,149 Impressions, 22,626 Video Views, 8,365 Clicks

**On Future Money Smart Week Events**

- **88%** Likely to recommend
- **92%** Likely to join