

**VIRTUAL**

# MONEYSMARTWEEK®

APRIL 10-17, 2021



## 2021 ANNUAL REPORT

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.

### 8 Events on 8 Topics



**Talking About Money**  
University of Chicago Financial Education Initiative



**Fraud + Identity Theft**  
Internal Revenue Service



**Savings**  
FINRA Investor Education Foundation



**Personal Finances**  
Global Financial Literacy Excellence Center



**Banking**  
Economic Awareness Council



**Housing**  
Consumer Financial Protection Bureau



**Student Loans**  
U.S. Department of Education, Federal Student Aid



**Managing Money Ups + Downs**  
The University of Wisconsin at Madison

### Webinar Views

### Registration



**4,313**  
Total Views

**539**  
Avg. Views Per Event

**843**  
Highest Single Day Event Views



**9,236**  
Total Registrations

**1,155**  
Avg. Registrants Per Event

**1,357**  
Highest Single Day Event Registration

**4.7 Average Sessions per Registrant**

### Presenting Organizations



**Government**

**3**



**Higher Education**

**3**

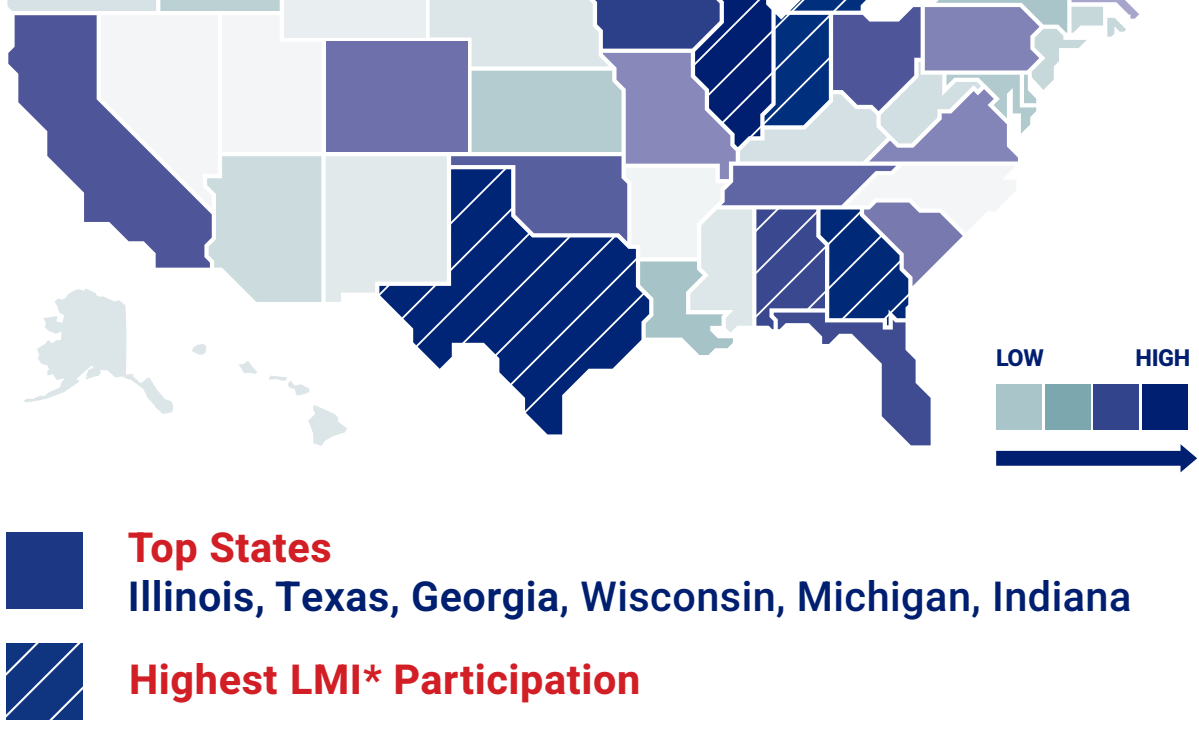


**Non-Profit**

**2**

### Participation by State

47 of 50 States (+DC & Puerto Rico)

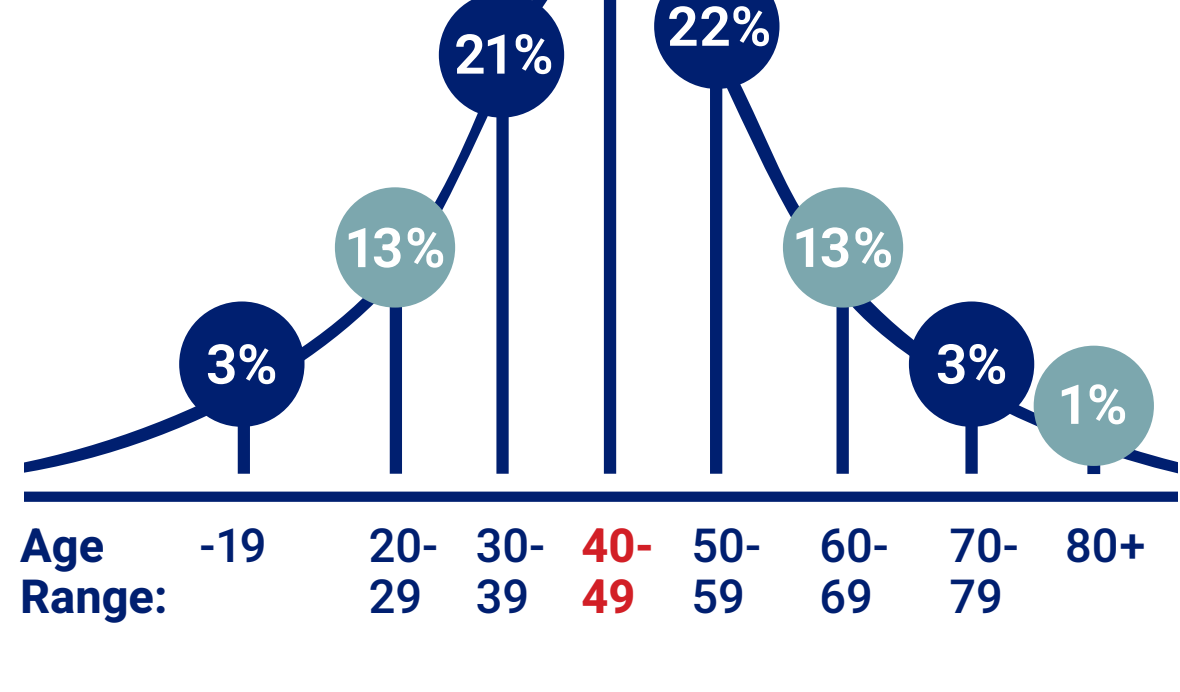


### Age Distribution

Top Registration Age Group

# 40-49

Age Distribution (% Registrants)



### Top Topics

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



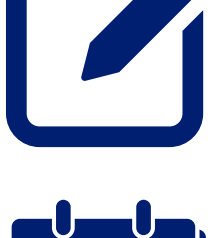
### Top Overall Attendance

- Illinois: Ages 30-59

### Low and Moderate Income (LMI)\*



## Registrants from LMI Zip Codes



**42%** Total Registrations



More Likely to Attend **2+ Sessions**



Registered + Attended **More Sessions**

\*Low and moderate income (LMI) communities are defined as communities in zip codes with an average annual household income of less than \$50,000, sourced from the 2019 American Community Survey (ACS)

### Attendee Feedback



## On Future Money Smart Week Events



**88%** Likely to recommend



**92%** Likely to join

### Digital Marketing



**Email Campaign**

**214,300** Delivered

**37,800** Opened

**5,400** Clicks



**Social Media**

**1,270,000** Impressions

**22,000** Video Views

**8,500** Clicks



**Display Ads**

**1,385,000** Impressions

**2,800** Clicks



**Total Digital Marketing**

**2,655,000** Impressions

**16,700** Clicks

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