Money Smart Week 2022 successfully reached thousands of people in communities across the United States. The campaign provided guidance on common financial concerns most relevant to low and moderate income communities but applicable to all.

Registrants from LMI Zip Codes
- 4 Events on 4 Topics

**Attendee Feedback**
- 91% Likely to recommend
- 94% Likely to join

**Top Registration Age Group**
- 50 - 59

**Top States**
- Illinois, Michigan, Texas, Wisconsin, Tennessee, Georgia

**Top Cities**
- Chicago, IL; El Paso, TX; Detroit, MI; Nashville, TN; Charlotte, NC; Atlanta, GA

**Digital Marketing**
- Email Campaign: 6,019,000 Opens, 93,600 Clicks
- Social Media: 23,013 Impressions, 151 Views, 30 Clicks

**Total Website Views**
- 139,000

**Total Views Total Registrations**
- 6,179,000

**On Future Money Smart Week Events**
- More Likely to attend
- More Sessions

**More Sessions**
- Registered + Attended
- Top Cities
- 24.2% Total Registrations
- Low and Moderate Income (LMI)*

**Registration**
- 7,315 Avg. Registrants Per Event
- 1,829 Avg. Registered Per Event
- 2,128 Avg. Registrants Per Event
- 1,507 Avg. Views Per Event

**Webinar Views**
- 3,699 Avg. Views Per Event
- 925 Avg. Views Per Event

**Avg. Registrants Per Event**
- 3,699

**Social Media**
- 335 Video Views
- 271 Clicks

**Total Digital Marketing**
- 135 Video Views
- 8,999,000 Impressions
- 23,500 Impressions

**Age Distribution**
- 3,699 in 20-29
- 925 in 0-19
- 2,128 in 50-59
- 1,829 in 40-49
- 1,507 in 30-39
- 2,128 in 60-69
- 7,315 in 40-49

**Top Overall Attendance**
- Illinois: Ages 40-49

**Likely to recommend**
- 91% to likely recommend

**Likely to attend**
- More sessions

**More Likely to attend**
- 2 Sessions

**Top Ongoing Attendance**
- Ages 40-49

**Top Age Group**
- 50 - 59

**Age**
- Range: 20-80+

*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 2020 American Community Survey (ACS).*