

20TH ANNIVERSARY

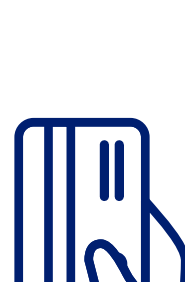
# MONEY SMART WEEK®

APRIL 9-16, 2022

## 2022 ANNUAL REPORT

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.

### 4 Events on 4 Topics



**Spend Smart. Eat Smart.**  
Iowa State University Extension and Outreach



**Buying or Refinancing a Home: Options and Tools**  
North West Housing Partnership



**Credit: Build and Improve It!**  
Consumer Financial Protection Bureau



**Social Security: Understanding Retirement, Spouse & Survivor Benefits**  
Social Security Administration



# 139,000

Total Website Views

### Webinar Views



# 3,699

Total Views

# 925

Avg. Views Per Event

# 1,507

Highest Single Day Event Views

### Registration



# 7,315

Total Registrations

# 1,829

Avg. Registrants Per Event

# 2,128

Highest Single Day Event Registration



2.6 Average Sessions per Registrant

### Presenting Organizations



Government

2



Higher Education

1



Non-Profit

1

### Participation by State

49 States (plus D.C. and Puerto Rico)

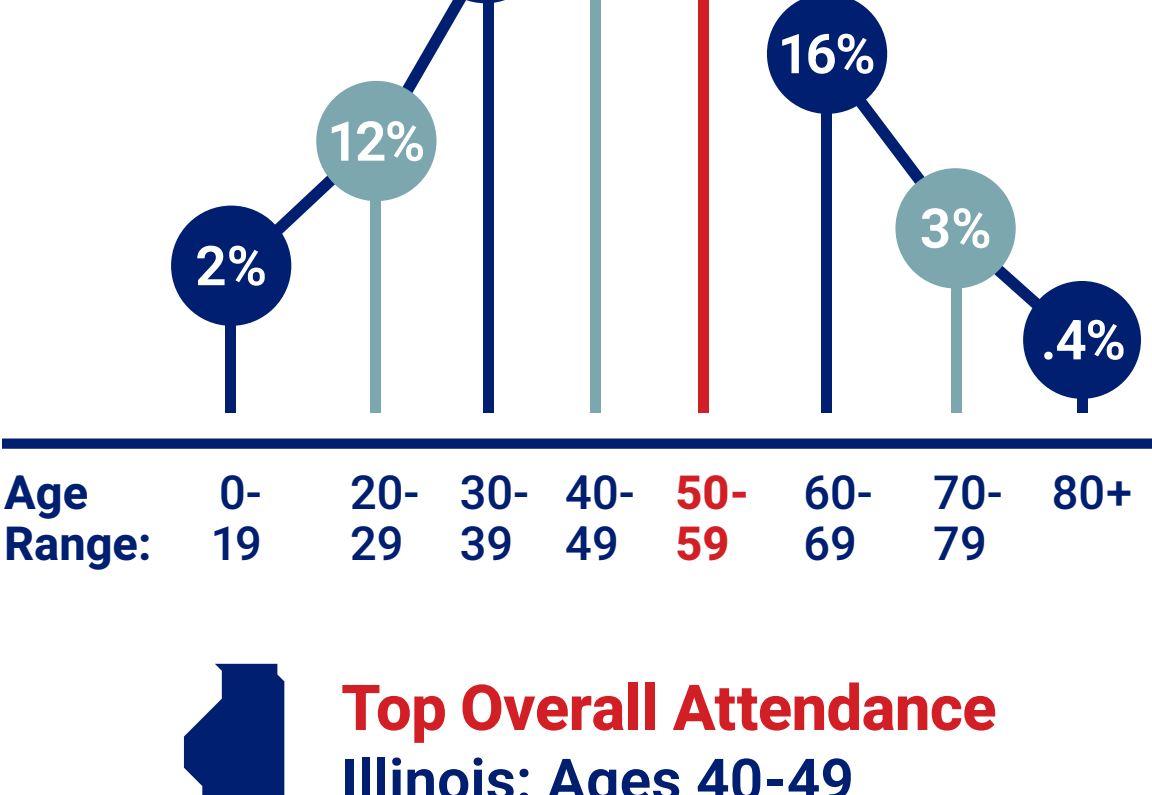


### Age Distribution

Top Registration Age Group

# 50 - 59

### Age Distribution (% Registrants)



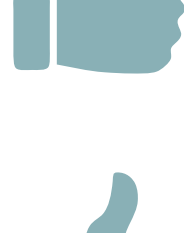
Top Overall Attendance

Illinois: Ages 40-49

### Attendee Feedback



On Future Money Smart Week Events



# 91%

Likely to recommend



# 94%

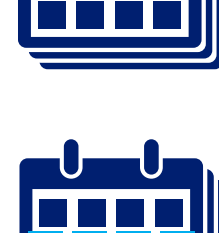
Likely to join

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

## Registrants from LMI Zip Codes



# 24.2%

 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 2020 American Community Survey (ACS).

### Digital Marketing



Email Campaign

569,000 Delivered

127,000 Opened

22,000 Clicks



Social Media

23,500 Impressions

135 Video Views

335 Clicks



Display Ads

6,975,000 Impressions

8,540 Clicks



Total Digital Marketing

6,999,000 Impressions

30,900 Clicks

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