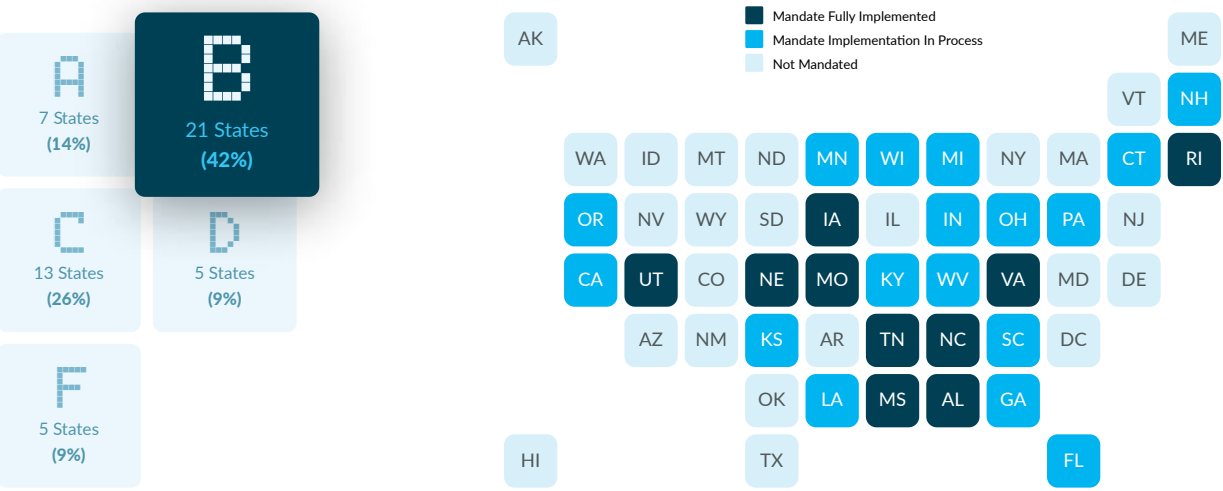


# Only 57% of adults in the U.S. are financially literate.<sup>1</sup>

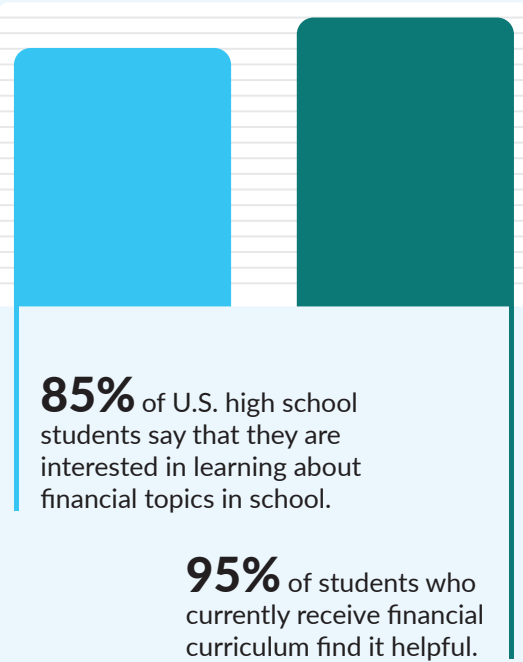
Gen Z will represent 30% of the workforce by 2030. Despite their growing presence in the workforce, more than one-quarter of Gen Z admits to lacking confidence in their financial knowledge, making them the least financially confident generation.<sup>2</sup>

As of March 2025, 27 states in the U.S. mandate a standalone personal finance course as a requirement for high school graduation.

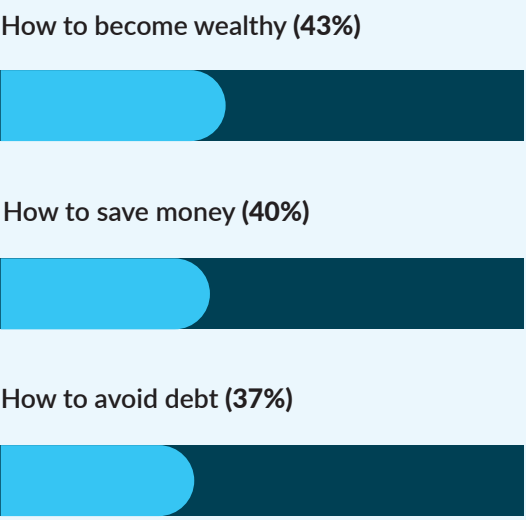
The Center for Financial Literacy at Champlain College in Vermont issued report cards to the 50 states & DC as part of a 2023 study grading each on its ability to provide students with proper education in personal finance.



According to Intuit's Financial Education survey, most high school students today rely on their parents for any financial knowledge.<sup>3</sup>



The top three things high school students wish they knew about managing finances are:



A recent report from the Global Financial Literacy Excellence Center shows that the average American scored just 48% on a financial literacy test, with groups scoring as low as 37% in certain areas. A few of the most concerning statistics:<sup>4</sup>

- Women scored an average of 10 points lower than men.
- Black and Hispanic Americans scored lower than Asian and white Americans
- On average, Gen Z correctly answered only 37% of the index questions in 2024, the worst performance of any age group.

The study also shows those with low financial literacy are:

- 3.5x more likely to be financially fragile.
- 4x more likely to not have even one month of emergency savings.
- 3x more likely to lack strong retirement income planning.

Financial institutions need to show young consumers that they truly care about their financial well-being.

51% of consumers are not comfortable approaching their financial institution because they don't know what questions to ask.<sup>5</sup>



56% of those same consumers say financial education would make them more comfortable engaging their financial institution on products or services.



Among the high school juniors and seniors EVERFI surveyed, just 4 in 10 reported that they often talk to their parents about how to manage money.<sup>6</sup> However, further research<sup>7</sup> (link to MM study) shows that these conversations tend to happen more often when students are taking a financial education course in school.

While most students plan to pursue higher education after graduation, 53% of students don't believe they can put together a plan for how to pay off student loans post-college.

## EVERFI's Impact

23,000+

schools using EVERFI personal financial resources

5.9M+

student learners annually

42%

of active schools are low- to moderate-income

750,000+

schools using EVERFI personal financial resources

## Help Schools Address Financial Literacy Mandates

By sponsoring critical financial education in the communities you serve, you're playing a key role in helping school districts address this graduation requirement. Learn how you can attach your brand to learning that drives impact at [everfi.com/sponsorship](https://everfi.com/sponsorship).

1. <https://www.marketwatch.com/guides/banking/financial-literacy-statistics>  
2. <https://www.forbes.com/sites/christinecruzvergara/2024/12/23/what-we-can-expect-from-gen-z-in-the-workforce-in-2025>  
3. <https://www.intuit.com/blog/innovative-thinking/intuit-survey>  
4. [https://gflec.org/wp-content/uploads/2024/04/TIAA\\_GFLEC\\_Report\\_PFin\\_April2024\\_07.pdf](https://gflec.org/wp-content/uploads/2024/04/TIAA_GFLEC_Report_PFin_April2024_07.pdf)  
5. <https://plaid.com/blog/consumer-insights-reshaping-finance>  
6. [https://res.cloudinary.com/everfi/images/v1742824688/state-of-financial-literacy-research-report-2025/state-of-financial-literacy-research-report-2025.pdf?\\_i=AA](https://res.cloudinary.com/everfi/images/v1742824688/state-of-financial-literacy-research-report-2025/state-of-financial-literacy-research-report-2025.pdf?_i=AA)  
7. [https://res.cloudinary.com/everfi/images/v1738948379/massmutual-year-3-research-report/massmutual-year-3-research-report.pdf?\\_i=AA](https://res.cloudinary.com/everfi/images/v1738948379/massmutual-year-3-research-report/massmutual-year-3-research-report.pdf?_i=AA)