

THE BUSINESS IMPACTS OF

# Investing in Financial Education

Lack of financial literacy cost 254 million Americans

**\$436 Billion**

Individuals in the US lack basic knowledge and skills to navigate today's complex financial world

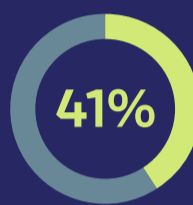
It's increasingly difficult for consumers to navigate their finances. There's a growing number of financial products, apps, and services that need to be understood in order to make informed, financially viable decisions—and a growing gap in the understanding of these options. Compounding the issue, longer lifespans and increasing choice and control over financial services are making retirement planning more complicated.

## Lack of financial literacy, knowledge, and capability



20% of US adults demonstrated a high level of ability to apply financial knowledge to make sound financial decisions.

Source: TIAA survey



41% of US adults have tried to figure out financial needs for retirement.

Source: NFCS

There are low levels of financial knowledge for different concepts:



Source: FINRA Foundation National Financial Capability Study

## Invest in financial education as a trusted institution

'FinTok' – TikTok's personal finance sector has ranked over 3.5 Billion views for its "educational" content on how to make and save. Full of bad advice out there from influencers suggesting to not invest but instead, promoting get rich quick schemes with potential legality issues

Business is now the sole institution seen as competent and ethical

Source: Edelman Trust Barometer



## Increased reputation and ROI

**131%**

Consumers are 131% more likely to buy from a brand immediately after they consume education content

Source: Conductor

Investing in financial education elevates your brand as a trusted advisor by meeting consumers' needs long before they're ready to make a buying decision. By delivering credible, unbiased guidance in a landscape crowded with misinformation, your institution builds meaningful brand awareness and reduces hesitation when it matters most.

Today's consumers are actively seeking tools and insights to help them achieve their financial and wealth goals—when you provide sound education backed by products and services designed to support their journey, you strengthen your reputation while driving long-term ROI.