

Rural

Women's Money® Conference

Carson City, NV

January 23, 2016

2016 REPORT



RURAL Women's Money® Workshop January 23, 2016



Reach Summary

- **4** Total Partners
- **284** Registered to Attend >> 200 of those were Waitlisted
- **78** Total Attendees
- **58** Completed Exit Survey
- **651** Reached on Facebook via posts
- **6** Counties Served: Douglas, Churchill, Carson City, Washoe, Lyon, Mineral
- **Significant and Measurable** increases in financial knowledge and confidence (see pages 9 and 10)

Sponsors



Testimonials

I am attending the monthly mentoring class ONE. This was very beneficial to me and I enjoyed it. It gave me the boost I needed to keep going.

Loved the conference.
The interaction and workshops was very enlightening. Thank you

I always come away from these conferences and workshops with SOMETHING that I can use and adapt to my own situation. Being in the same room with other women who are experiencing the same type of challenges and sharing ideas and strategies is very empowering, and even though the challenges are still there, I don't feel quite so alone.

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Why is Women's Money Needed?

- **84% of women** say they are not understanding or receiving information from financial and investment institutions.
- Currently, **1 in 3 women** lives in or on the brink of poverty.
- **90% of women** say they are completely or mostly unprepared for retirement .
- As a result, **3 out of 5 women** in the U.S. will retire in poverty.

It's NOT just the Wage Gap

Many advocates site the wage gap as a solution to this issue. However, our own experience suggests that women are not receiving the financial messages they need, and thus an increase in pay alone will result in families living the same poverty lifestyle at a higher income level. 89% of financial decisionmaking are attributed to women, and they are **making financial decisions without a compass**. We've identified five gaps with women and money management: **Communication Gap, Confidence Gap, Trust Gap, Action Gap, and Wage Gap**. Women's Money® has developed methods to reduce these gaps and help women achieve measurable financial results.

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Life Level Profile

- **Jobs:**
 - **54%** Employed for Wages
- **Extra Job:**
 - **11%** have an extra job;
 - **29%** have a side business for extra income.
- **Household Income:**
 - **61%** Under \$45,000
- **Priorities:**
 - **66%** are caregiving for others in their homes
 - port **taking care of children, spouse, or adult dependents in their household.**
- **Ethnicity:**
 - **68%** Caucasian
 - **32%** nonCaucasian
- **Marital Status:**
 - **36%** single;
 - **34%** married;
 - **30%** other
- **Age:**
 - **52%** are 34-55;
 - **32%** are over 55;
 - **15%** are under 34

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Financial Profile

Budgeting and Spending Habits

- **51%** of attendees have a budget.
- **80%** of attendees indicated they were already aware of their spending habits.

Emergency and College Savings

- **52%** of attendees have a savings in place.
- **45%** of attendees were aware of College Savings plans offered by the Nevada State Treasurer's office.

Credit Scores

- **25%** did not (a) know their score, (b) didn't want to share, or (c) unable to obtain a credit score.
- **15%** had credit score UNDER 550
- **36%** had credit scores between 550650
- **15%** had credit scores between 650750
- **9%** had a credit score of 750 or greater.

Knowledge and Confidence Prior to Conference

Financial Knowledge Prior to Workshop

- **14%** None to Little
- **63%** Average
- **17%** Above Average
- **5%** Advanced/Excellent

Financial Confidence Prior to Workshop

- **42%** None to Very Little
- **34%** Average
- **24%** Above Average to Excellent

Self assessments



Immediate Outcomes AFTER the Workshop

Survey conducted last hour of the conference

Financial Knowledge After

Significant increases in the self-rating of their own financial knowledge and capabilities:

- **0%** None to Little
- **14%** Average
- **65%** Above Average
- **22%** Advanced/Excellent

Actions

Motivated to take action:

- **47%** plan to review their current budget.
- **58%** plan to create a college savings in their future.

Workshop Experience

- **35%** Rated the workshop as a Valuable experience.
- **65%** Rated the workshop as an Extremely Valuable experience.

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30 Day Results



Survey of attendees 30 days after workshop.

Since the conference...

- **65%** revised their current budget
- **12%** created a budget
- **55%** made spending adjustments
- **39%** started tracking their spending
- **42%** increased their savings
- **16%** started savings
- **27%** made a plan to manage debt better
- **21%** paid off one or more debts
- **18%** put more money towards debts
- **42%** repaired some credit problems
- **11%** actually increased their credit score

