

Behavioral Change Study Results

Summary of Behavioral Change Survey Results

From over 100 workshops conducted for State of California Public Employees from October 1, 2007-December 31, 2007

87% of participants took action to improve their finances, within 30 days of the workshop.

Most common action items, in order of prevalence:

- I have reviewed the asset allocation in my retirement plan
- I have increased contributions to my 401(k), 403(b) or 457 plan
- I've reduced credit card debt
- I've used calculators and/or worksheets sent to me by Financial Finesse
- I've reduced my monthly expenses
- I've reviewed my insurance coverage and/or purchased additional insurance
- I've made changes to the way I'm investing for retirement
- I've begun saving for my financial goals
- I've changed my distribution strategy for my retirement assets
- I've met or agreed to work with a financial planner
- I've opened an IRA or increased contributions to my IRA
- I've set up a will or a trust

On average, participants made 3 changes to improve their finances.