

Behavioral Change Study Results

Summary of Behavioral Change Survey Results

Compiled from 1492 workshops conducted between January 1, 2007 – April 15, 2009.

93% of participants who answered this survey took action to improve their finances.

Most common action items, in order of prevalence:

I've reduced my monthly expenses.

I've reduced my credit card debt.

I've used the calculators and/or worksheets sent to me by Financial Finesse.

I've reviewed the asset allocation in my retirement plan.

I've increased contributions to my 401(k), 403(b), or 457 Plan.

I've begun saving for my financial goals (e.g. home down payment, college, etc.).

I've set up an emergency cash reserve.

I've reviewed my insurance coverage.

I've made changes to the way I'm investing for retirement.

I've made changes to my distribution strategy for my retirement assets.

I've met with or agreed to work with a financial planner.

I've opened an IRA or increased contributions to an existing IRA.

I've met with an insurance agent to discuss and/or purchase insurance.

I've set up a will and/or a trust.

I've attended additional Financial Finesse classes.

I've completed a Personal Financial Consultation with Financial Finesse.

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

Select Participant Comments:

(transcribed directly as written)

“The workshop was a great catalyst to review all aspects of retirement. Typically only financial is looked at – this workshop added another element – What do you want from retirement? Great question and something as key as financial and really wasn't thought through.”

“...The workshop made me realize I need to take action now in order to put myself in a better retirement position.”

“...Thank you so much – great workshop.”

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“...The seminar was very helpful.”

“Being older I’ve been conscious of this throughout my career and I appreciate the tool and education Aetna has provided me in helping me reach my goals!”

“I am more confident that I can retire comfortably.”

“I’ve begun a healthier lifestyle – reviewing what health benefits I was not currently taking advantage of. Thank you – the workshop was an eye-opening experience for me.”

“Overall, I’ve taken a more disciplined approach to my financial wellbeing.”

“I am now cognizant of what it takes to save for my retirement.”

“More focused on looking ahead and preparing for the future.”

“I feel better educated on how I can better prepare myself for retirement.”

“I am actually LOOKING at my debts and putting them into a spreadsheet. I am not in denial anymore!”

“I have not made any changes. The workshop reinforced the decisions I had already made regarding benefits. Just made me more motivated to save more and pay off credit card debt from moving expenses.”

“I think I can now safely say I can retire anytime after I reach the age of 55.”

“I am more confident that I can retire comfortably.”

“It was a good review of things I already knew. Plus I picked up a few new ideas like high interest savings, free credit reports.”

“...This class was fabulous because I’ve found that I’m having a difficult time knowing who to turn to without the exception that I’ll buy something from them. A lot of what was presented in the class was wonderful affirmation that I’m traveling the right path. I plan to attend more in the future. This is a resource that is truly golden!”

“The class made me realize the need to cut expenses and save more toward future.”

“I will take more classes – these are fantastic and very necessary to know what the heck to do!”

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“It was an excellent workshop for preparation awareness.”

“The class gave good review. I am currently reconsidering my long-term insurance plan. I loved this class, thank you.”

“Encouraged fellow workers to attend planning classes. I have learned/confirmed a lot.”

“The class was extremely beneficial.”

“There is more clarity and I understand it better.”