



For Immediate Release

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**NEW RESEARCH RELEASED BY FINANCIAL FINESSE SHOWS EMPLOYEES' GAINING NEW CONSCIOUSNESS ABOUT THEIR FINANCES**

Manhattan Beach, Calif.—May 25, 2010—Financial Finesse ([www.financialfinesse.com](http://www.financialfinesse.com)), the leading provider of workplace financial education programs, released today its Q1 2010 report on employee financial trends. The report is showing increasing evidence that the recession may have an enduring impact on employees' outlook toward how they handle their finances, as they continue to take a more proactive role in bettering their financial situations.

According to the report, employees are beginning to proactively plan for retirement and better manage their daily expenses and debt load. Financial Finesse has seen a nearly 50 percent jump in employees' interest in retirement planning vs. this time last year. Retirement planning has risen to the second top concern for employees calling the company's financial helpline—tied with debt management in importance and putting it just behind tax related questions as a top priority for employees in Q1.

Employees also appear to be recovering from financial setbacks and are showing signs of improved cash management and financial responsibility. Within the budgeting and savings category, calls this quarter were more proactive in nature than in 2009, including calls related to hardships which dropped in Q1.

More significantly, employees' focus on budgeting and savings appears to be paying off. Financial Finesse saw overall financial wellness scores increase in all but one category captured by users of the company's online Financial Learning Center, with the highest jumps seen in money management and debt management over the last two quarters. The research also found that more employees consider their financial stress level to be "low" to "none", at 24 percent in Q1 2010 from 17 percent in Q4.

Financial Finesse Founder and CEO Liz Davidson, says the actions employees are taking now in managing their daily finances have long-term implications for employers. "We're going to continue to see wellness programs gain momentum and financial education will become a bigger part of them. We're also going to see companies reviving retirement education efforts," she says, "and now, employees are really grasping to the knowledge they are able to gain from these resources."

Beyond proactive planning, employees also seemed to be more self-aware of their true financial picture in Q1, Davidson says, indicating that this shifting mindset is leading to more self-reliant and educated employees.



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#### About Financial Finesse

Financial Finesse is the leading provider of unbiased financial education programs to organizations nationwide. They provide a variety of content on all financial topics through workshops, a financial helpline, one-on-one sessions and an online learning platform all delivered and developed by CERTIFIED FINANCIAL PLANNER™ professionals. For more information, visit [www.financialfinesse.com](http://www.financialfinesse.com).

#### About this Research

Financial Finesse's research is compiled from direct calls to the company's helpline and gathering online data from employees of over 300 nationwide employers. The company's quarterly reports are one of the only primary research studies regularly released on consumer financial trends-tracking and analyzing the financial information American consumers are seeking. To view the company's Executive Summary go to: <http://bit.ly/SummaryEmployeeTrends-Q1-2010>.

For a copy of the full report, contact [Danielle.Perry@FinancialFinesse.com](mailto:Danielle.Perry@FinancialFinesse.com).