

HSBC/CNE

YourMoneyCounts™

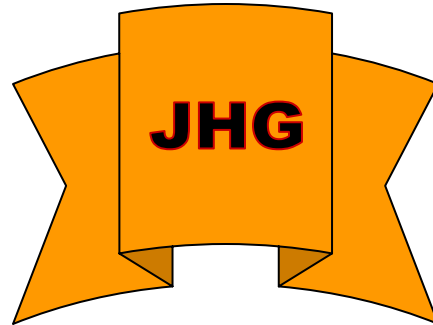
SINGLE TOPIC PRESENTATIONS PILOT PROGRAM
FINAL REPORT FINDINGS

MEAN RANKING AND 3-WAY COMPARISON
BY AFFILIATE SITES

MARCH 1, 2006 - DECEMBER 31, 2006

YMC Comprehensive Project Evaluation Services
Conducted by

JHAWK GROUP, LLC



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Strategic States and Communities Served

STRATEGIC STATE	AFFILIATE SITE	NUMBER SERVED	PERCENT OF TOTAL
CALIFORNIA	Marin Family Action	166	14.2
FLORIDA	Realized Potential Institute Tampa Bay Area FBA	47 107	13.2
GEORGIA	Macedonia Baptist Church	27	2.3
ILLINOIS	Austin Childcare Provider's Network	47	4.0
NEW YORK	Buffalo Weed and Seed Judah International	103 85	16.1
NORTH CAROLINA	Love CDC	43	3.7
OHIO	He Brought Us Out	225	19.2
TEXAS	Aldine Youth Inc. El Paso Collaborative Macedonia Outreach and Career Center	127 100 93	27.4
TOTAL		1170	100%



Mean Ranking Analysis of the Single Topic Presentations Exit Survey

Rank	Question	Mean*
1	Q15 - Begin to pay all bills on time each month.	4.37
2	Q12 - Begin to take more care of personal information and how I dispose of sensitive financial documents and information such as bank and credit card statements, receipts, etc.	4.36
3	Q6 - Track and monitor my spending so that I know where my money is going.	4.35
4	Q14 - If necessary, take steps outlined today to improve my credit score.	4.34
5	Q7 - Create a budget and spending plan.	4.32
6	Q8 - Make a commitment and set a financial goal of saving more money over the next year.	4.318
7	Q13 - Carry with me only the necessary credit or debit cards and leave the others at home.	4.314
8	Q9 - If I have a bank account, begin to pay more attention to the fees I may be charged.	4.30
9	Q11 - Get a copy of my credit report to detect if any one else has been trying to use my identity to establish credit.	4.28
10	Q5 - Compare my income and expenses to help me determine my cash flow and my own net worth.	4.27
11	Q18 - Evaluate my current financial situation to determine my credit worthiness.	4.26
12	Q17 - Open new credit accounts only when absolutely necessary.	4.25
13	Q2 - Pay more attention to the disclosure statements I receive after I open a new loan or credit card account.	4.24
14	Q16 - Begin to pay down on my credit card balances so that I am using less than 50% of my available credit limits.	4.21
15	Q1 - Compare rates on loans before I complete a loan application.	4.20
16	Q3 - Obtain and review a copy of my credit report in the next 30 days.	4.19
17	Q20 - If not currently a homeowner, begin to save for a down payment on a home.	4.16
18	Q4 - Obtain my credit score in the next 30 days.	4.14
19	Q19 - If not currently a homeowner, figure out what mortgage payment is affordable to me.	4.10
20	Q10 - If I do not have a bank account, establish a relationship with a bank.	4.08
*Strongly Disagree [1] to Strongly Agree [5] Scale		

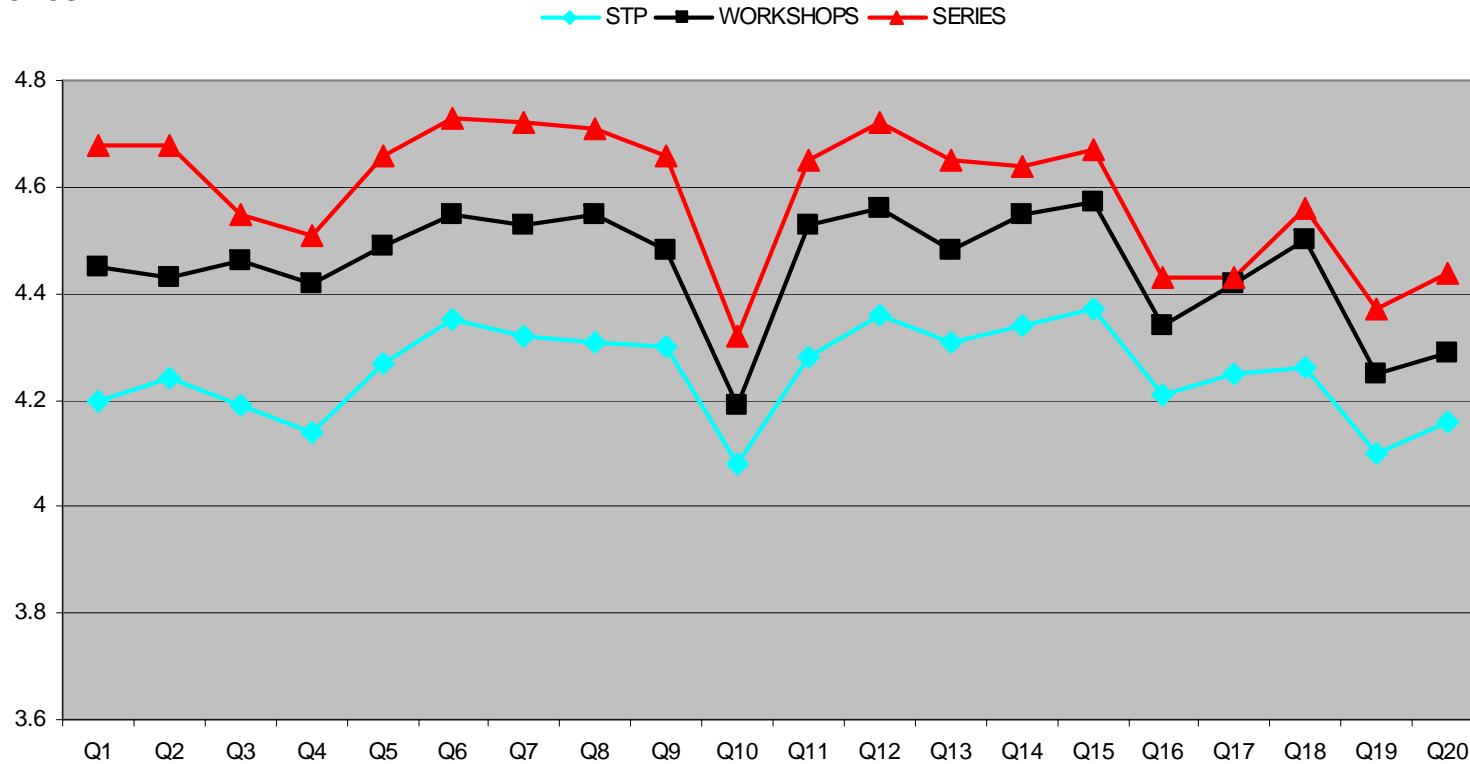
Intervention Process Summary

- At the start of the Single Topic Presentations (STP), no pretest assessments were given to or collected from participants to measure their existing knowledge of financial literacy.
- The 90-minute STP served as the sole learning intervention.
- After completing the single topic sessions, post-intervention assessments (exit surveys) were then administered to gather data on the level of learning that would result from exposure to a single topic, 90-minute financial literacy presentation.
- A total of 1,170 exit surveys were collected. 1,159 participant questionnaires were collected to obtain information about the audiences the STP program attracted.
- In addition to the mean ranking, to further analyze the impact of the STPs, a 3-way comparison was done using only the exit survey results and the post-test survey results taken from each component area of the 2006 Your Money Counts AFL Program, which included the:
 - Single Topic Presentations
 - AFL Workshops
 - Six-Part Seminar Series
- Individuals participating in the workshops and seminar series were treated as the control group; individuals participating in the single topic presentations were treated as the comparison group. Chart 1 on page 6 shows the 3-way comparison results of that analysis.

How Did the Single Topic Presentations Program Compare to the AFL Workshops and the Six-Part Series?

Researchers wanted to compare the level of learning that resulted from each component area of the 2006 Your Money Counts AFL Program including the STP, AFL Workshops, and the 6-Part Series. A 3-way comparison was done, using the mean totals taken from the results of the exit and post-test surveys for each component area of the YMC program. The chart below reflects the overall mean score that each question received after participants had been exposed to the financial literacy education.

Did the STP component of the YMC program score better, worse, or about the same as the workshops and seminar series?



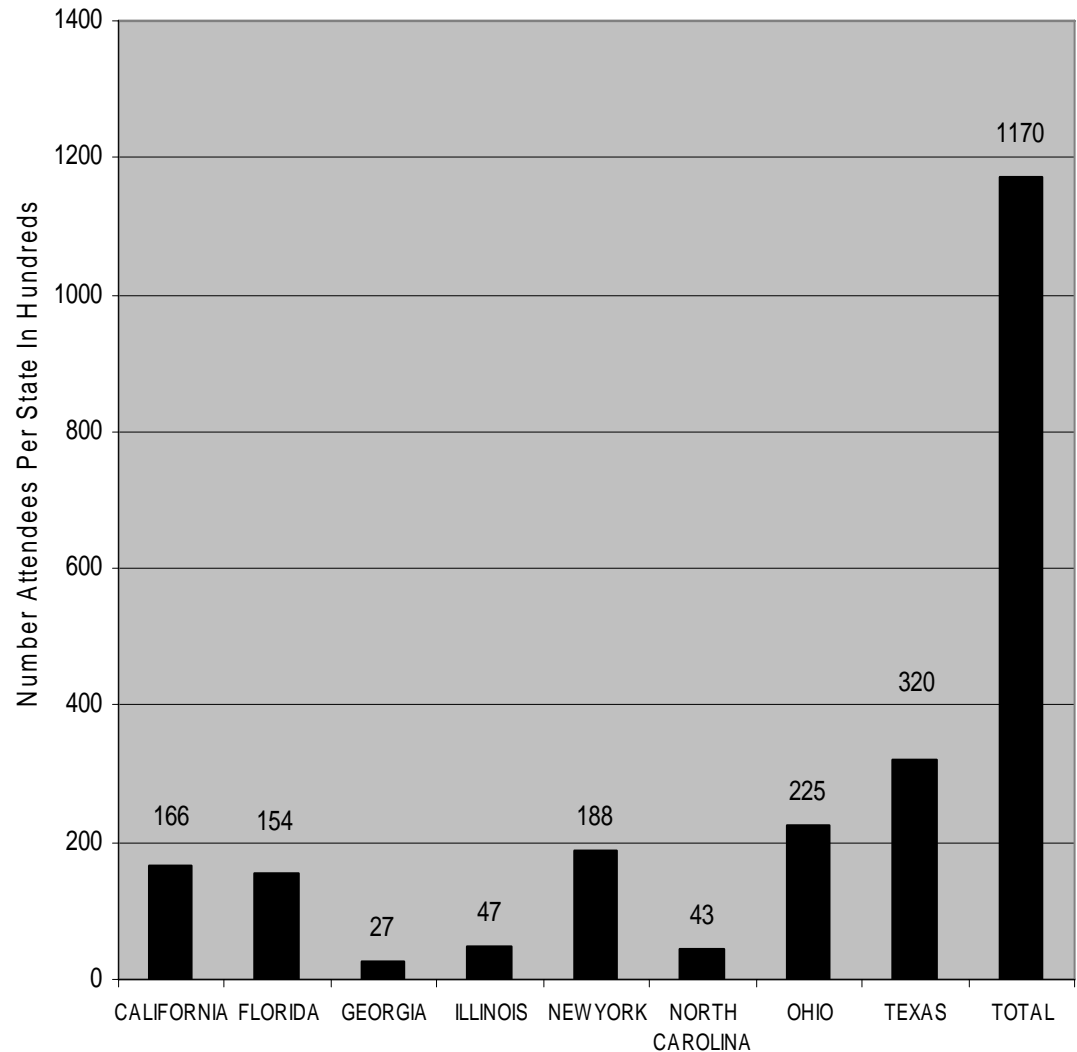
DEMOGRAPHIC FINDINGS

Your Money Counts Single Topic Presentation Summary

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■ Count

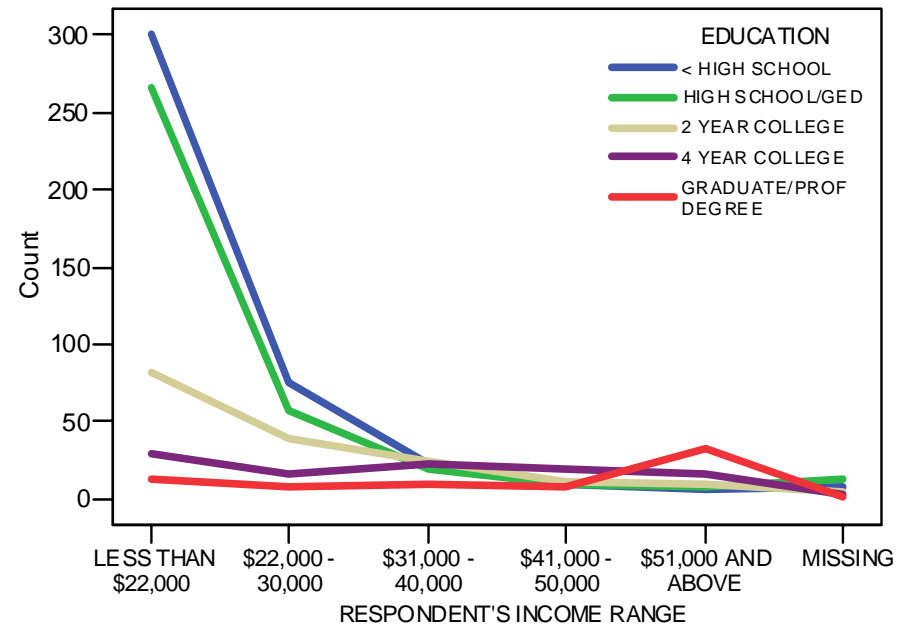
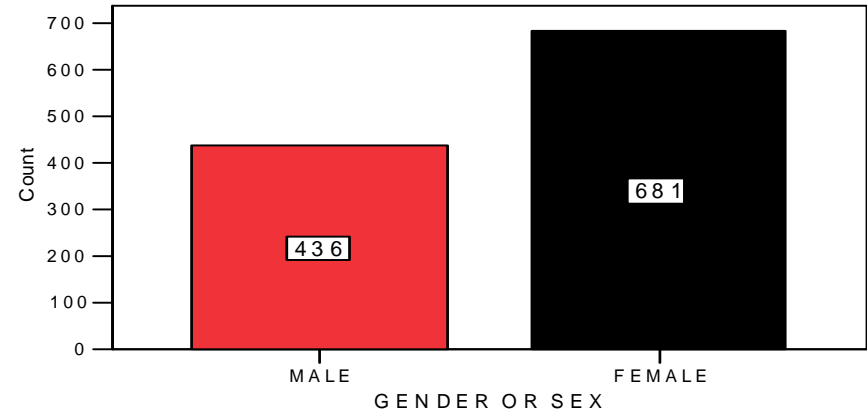
- Eight [8] strategic states participated in the Single Topic Presentations (STP) Pilot Program offered by HSBC/CNE.
- Twelve [12] site affiliates partnered with HSBC/CNE to market the program, recruit participants, coordinate and deliver the presentations training, and report on the processes used in their outreach efforts.
- Twenty-five [25] STP were conducted by site affiliates collectively. Each presentation lasted approximately 90-minutes.
- The 1,170 member target population included attendees and clients from various venues including:
 - Women’s conferences
 - 1 Local radio network
 - A naval reserve unit
 - Workforce development partnerships
 - Faith- and community-based organizations servicing housing, transitional, homeless, seniors, youth, and families needs
 - Civic groups



Who Did the Single Topic Presentations Serve?

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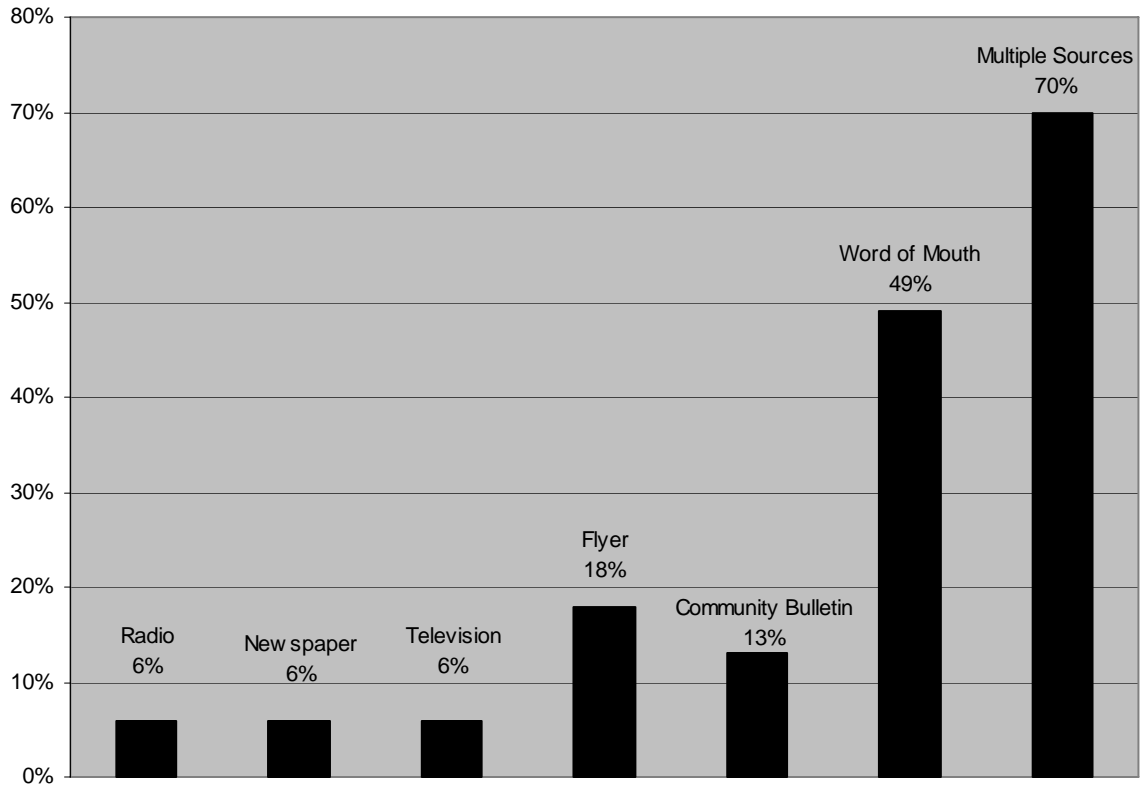
- The highest percentage of participants (30%) were between the ages of 26-40; 26% between the age of 41-55; 21% were 56 years old or above, 13% were in the 18-25 age range, and 5% were under 18.
- 59% of participants were female; 38% were male.
- 52% of the participants were African American; Whites comprised 19%, and Hispanics 19%.
- 60% of participants earned less than \$22K annually; 17% fell within the \$22-30,000 income range; 14% earned \$31-\$50,000, and 6% earned \$51,000 or more annually.
- 69% of participants possessed a high school or less education; 15% possessed 2 years of college, and 15% possessed 4 or more years of college.



How Did Participants Learn of the Single Topic Program?

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■ How Participants Learned of the STP Program



Breakdown by Number*

TV (69)
Newspaper (68)
Radio (67)
Community Bulletin Board (146)
Flyer (204)
Multiple Sources (809) (including site, family, friends, work, partnering organizations, etc.)
Word of Mouth (572)

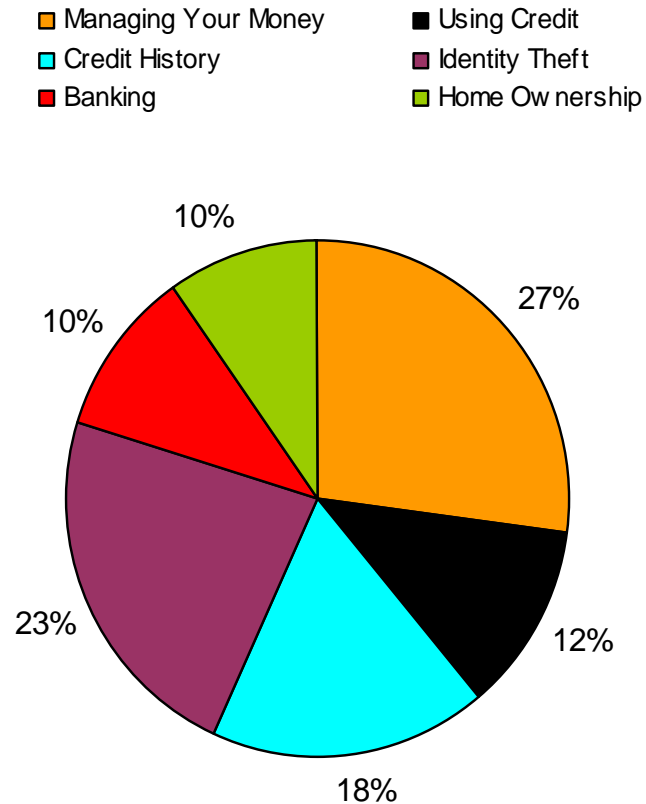
*Multiple responses were recorded for some respondents.



Presentations of Most Interest to Single Topic Participants

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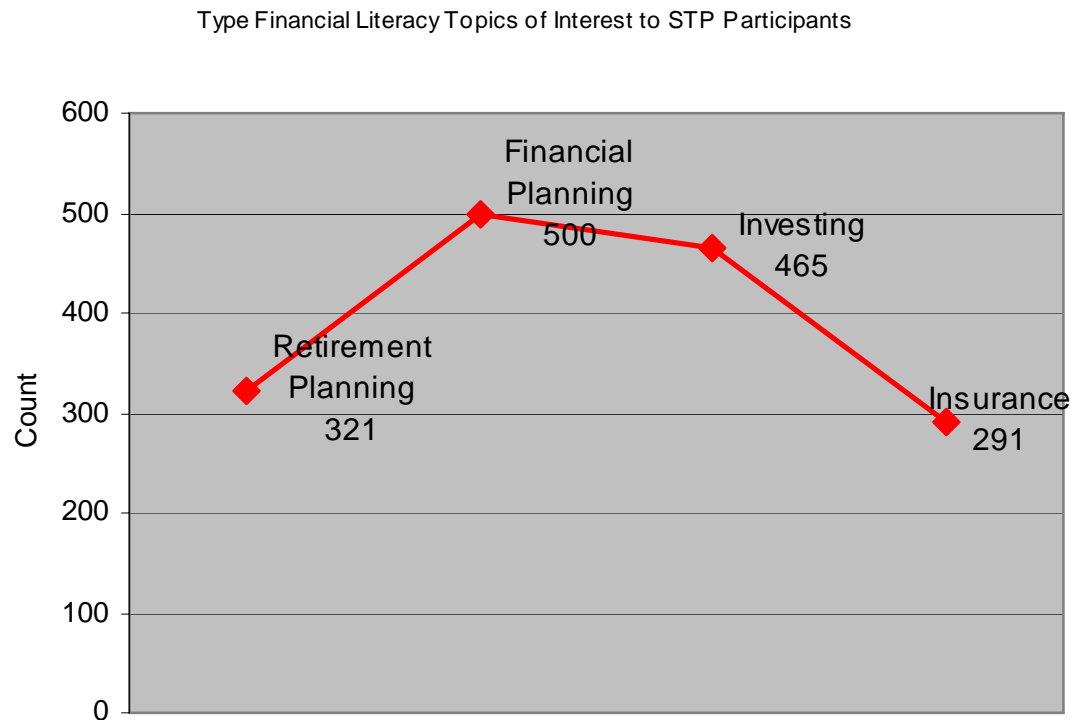
- 587 of the Single Topic participants attended the Managing Your Money presentations.
- 502 attended the Identity Theft presentations.
- 384 attended the Credit History presentations.
- 255 attended the Using Credit presentations.
- 225 attended the Banking presentations.
- 212 attended the Homeownership presentations.



Other Financial Literacy Topics of Interest to Single Topic Participants

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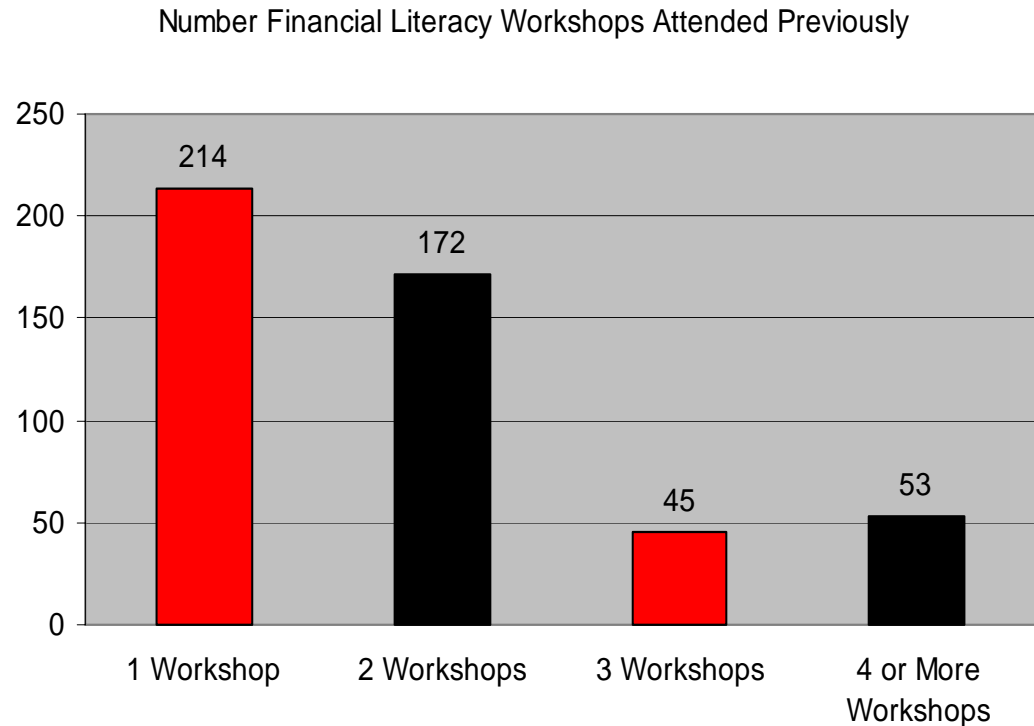
- 43% expressed an interest in Financial Planning.
- 40% expressed an interest in Investing.
- 28% expressed an interest in Retirement Planning.
- 25% expressed an interest in Insurance.
- 73% (844) would like to attend other HSBC/CNE offered workshops.
- 753 will visit the Your Money Counts website as a result of attending the STP.



Key Findings About the Single Topic Program

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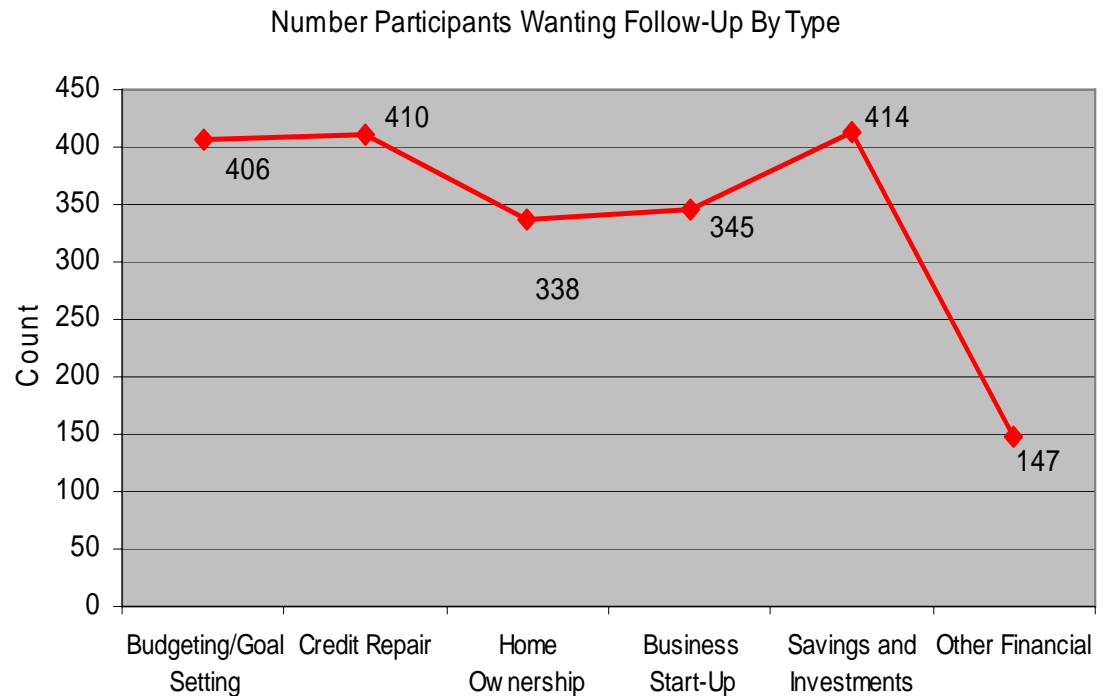
- 4 out of 10 participants have had some type financial literacy exposure previously.
- 484 (42%) participants reported having attended between 1 and 4 financial literacy workshops before attending the single topic sessions.
- Participants told about 570 non-participants about the STP program.



Key Findings About the Single Topic Program

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- Participants expressed a desire for some type follow-up service relevant to better understanding financial matters including:
 - 35% would like budgeting and goal setting.
 - 35% would like credit repair.
 - 29% would like home ownership information.
 - 30% would like information on business development.
 - 36% would like savings and investment information.
 - 13% would like general financial information.

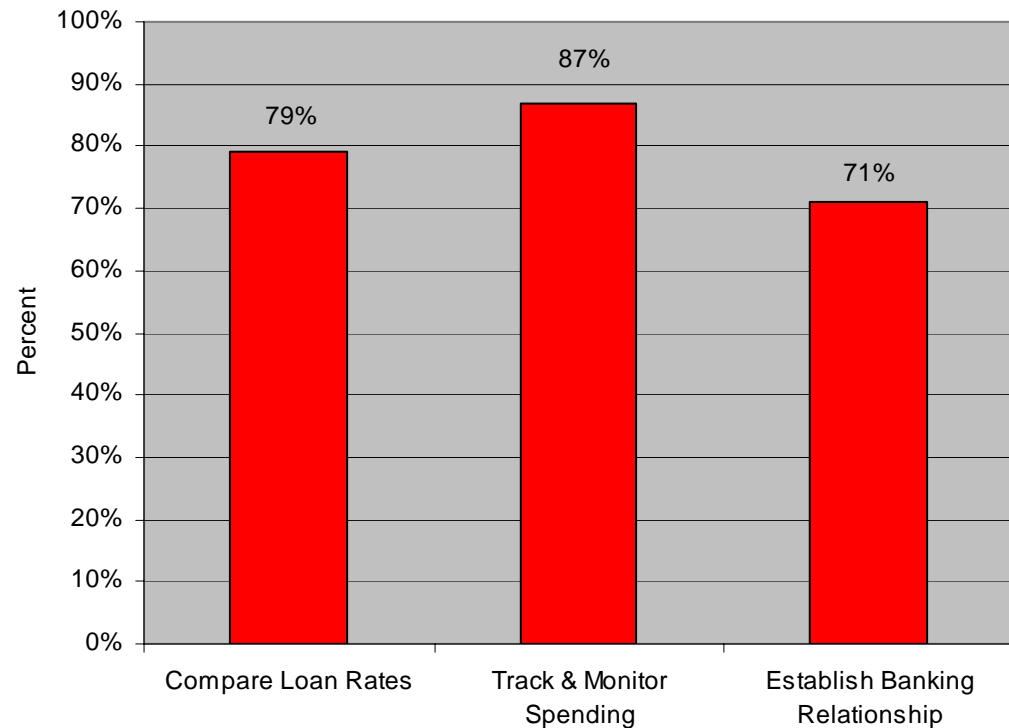


STP Introduced Participants to Financial Management Strategies Needed to Improve their Financial Situations

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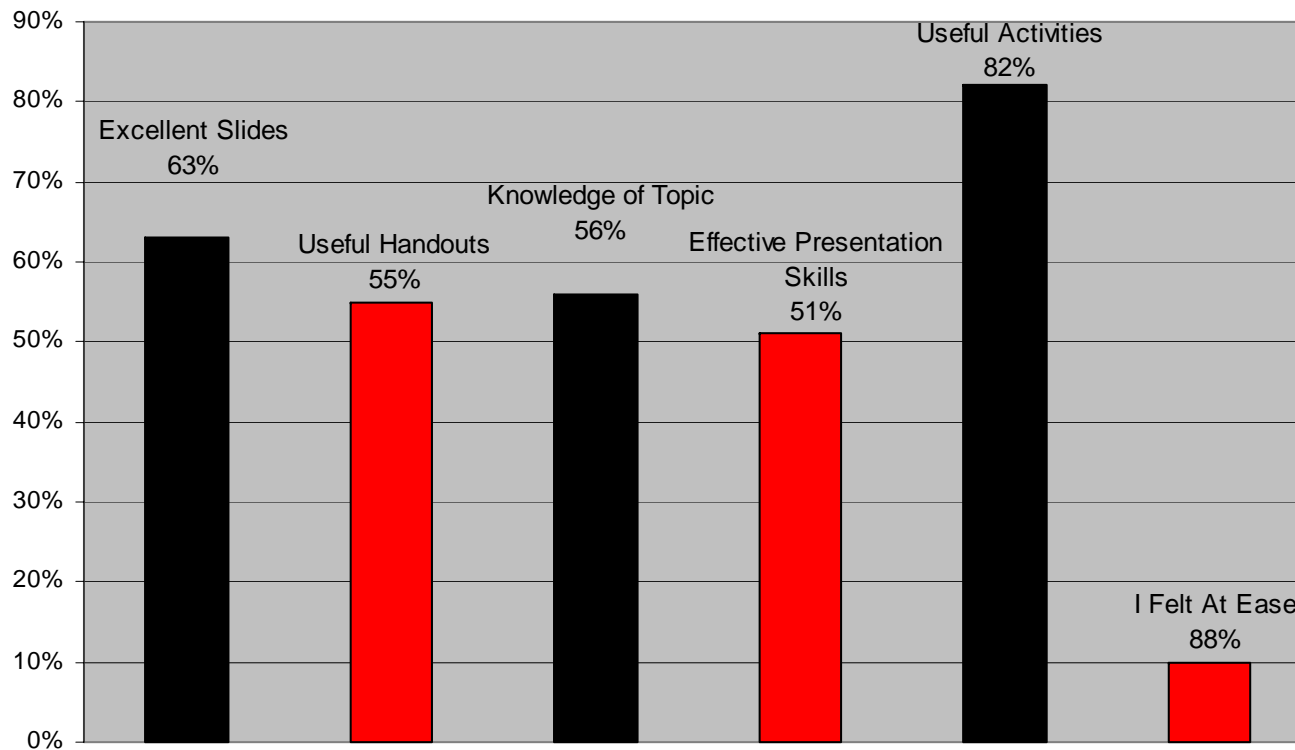
- 924 will now compare rates before completing loan applications, as a result of attending the Single Topic sessions. *N=1170*
- 1,015 will track and monitor their spending. *N=1170*
- 830 will establish a relationship with a bank. *N=1170*
- 676 participants will get a credit report
- 484 will develop a plan to repair their credit.
- 275 will contact past due creditors and make arrangements to pay.
- 373 will make payments to pay off delinquent debts.

Action Participants Will Take As a Result of Attending STP



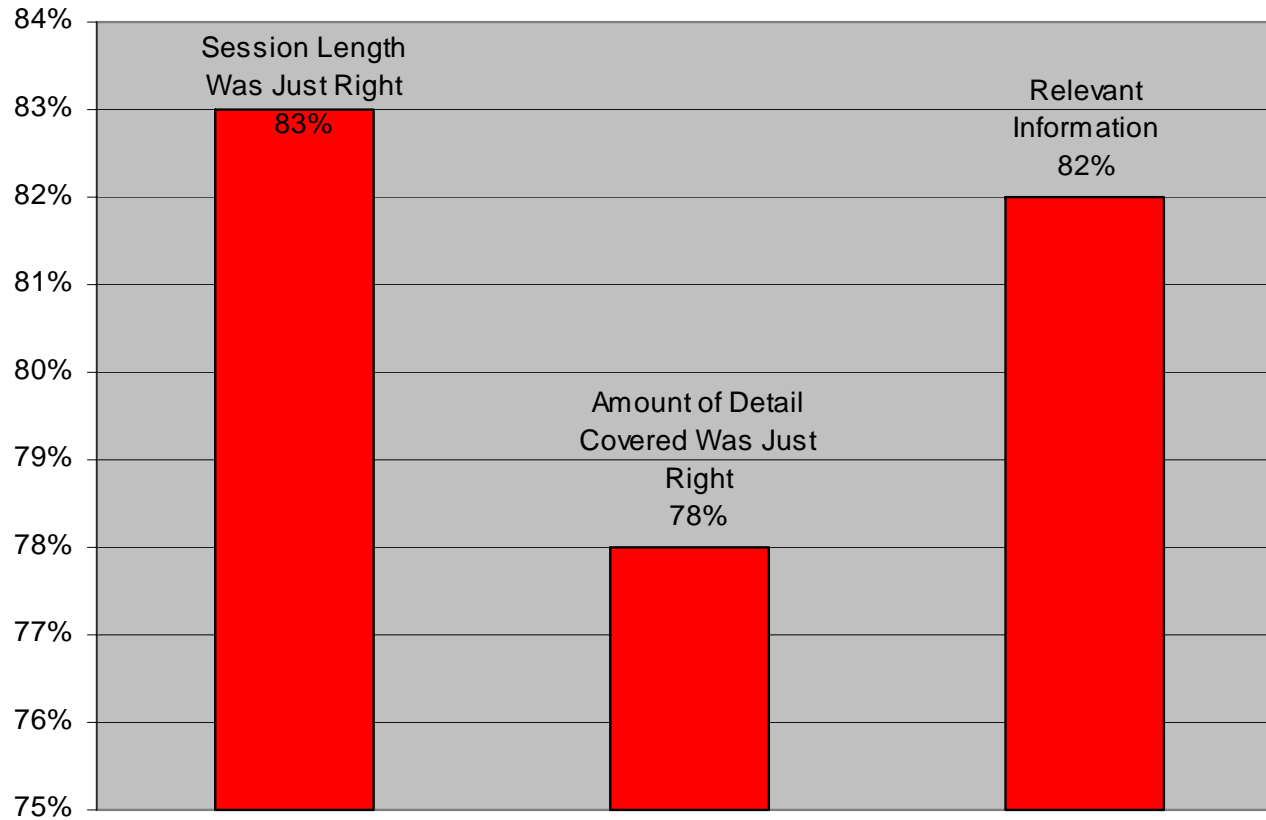
How Did Single Topic Participants Feel About the Techniques Used to Educate Consumers About Money Management Practices?

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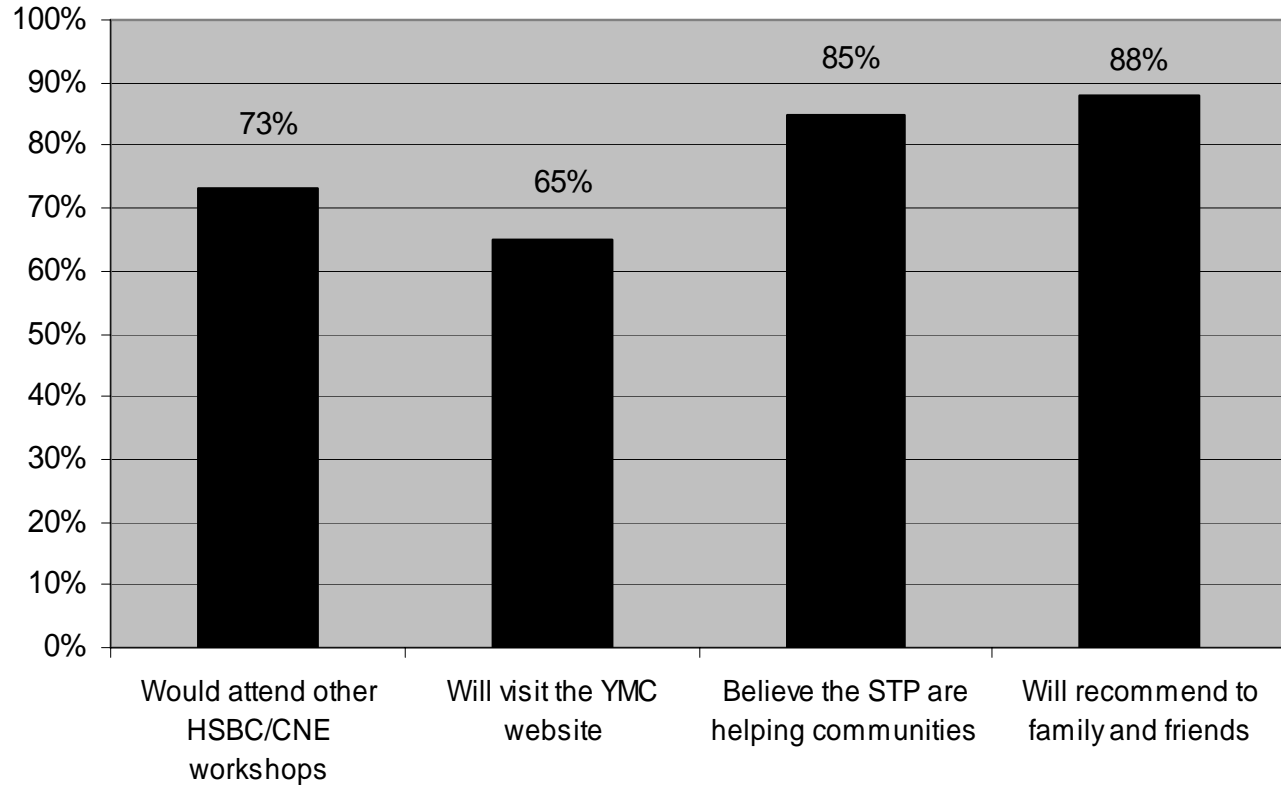
The Workshop Length, Detail Covered, and Information Presented Were All Highly Rated

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Participants Felt Positive About the Single Topic Program

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Strategic State	Zip Codes (Reported by Strategic State)	Site Affiliates Represented
CALIFORNIA	838XX, 949XX	Marin Family Action
FLORIDA	218XX, 224XX, 225XX, 226XX, 283XX, 321XX, 327XX, 328XX, 335XX, 336XX, 337XX, 338XX, 342XX, 346XX	Realized Potential Institute Tampa Bay Area FBA
GEORGIA	201XX, 212XX, 310XX, 312XX	Macedonia Baptist Church
ILLINOIS		Austin Childcare Provider's Network
NEW YORK	104XX, 112XX, 112XX, 140XX, 142XX	Buffalo Weed and Seed Judah International
NORTH CAROLINA	271XX, 272XX, 274XX, 282XX	Love CDC
OHIO	160XX, 430XX, 432XX, 433XX, 434XX, 435XX, 439XX, 440XX, 441XX, 442XX, 443XX, 444XX, 446XX, 447XX, 448XX, 449XX, 455XX	He Brought Us Out
TEXAS	770XX, 773XX, 774XX, 775XX, 798XX, 799XX	Aldine Youth Inc. El Paso Collaborative Macedonia Outreach and Career Center
SUBTOTAL	52 Zip Code Groups	12 Site Affiliates



HSBC/CNE

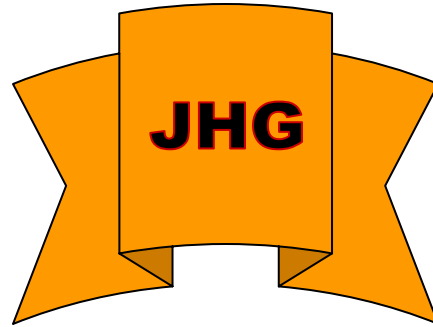
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