

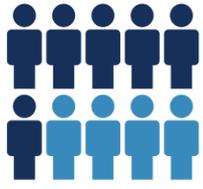
The ABC's of Financial Literacy

Being smart about your money is more important than ever. As life expectancy increases, we need to make sure our finances can last during these exciting years in our lives. Every stage of life can help us prepare for a more financially fit future.

What is financial literacy? Why is it important?

financial literacy *noun.*

1. the ability to use knowledge and skills to manage financial resources effectively for a lifetime of financial well-being¹



64% of Americans feel they are **not good at living within their means**²

When quizzed on financial literacy, over

50%³ failed

Learning financial literacy early on in life helps you manage things like **mortgage, credit, debt, retirement & more!** It's never too early to start. Here's how:

Children

59%

of kids feel that they could be **smarter about money**.⁴

but

75%

of kids say they **rarely or never go to a bank**.⁴

and

74%

of parents have some **reluctance to discuss financial topics** with their children.⁴

From gifts to allowances, there are many ways for kids to **learn about finances**:



saving up



budgeting



setting goals



shopping wisely

Teens & Young Adults

what can **teens** do?

- If you haven't already, consider **opening a savings account**. The sooner you start, the more you **stand to save over time**.
- Newfound freedom and your own income can open a lot of doors to spending. **Build your lifestyle around spending wisely**. For example, **a latte at a café can cost 5x more than one brewed at home**.

55%

borrowers are worried about their **student loans**.⁵



Adults

Keep an eye on **Retirement**



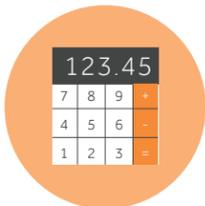
More than **1 in 3** Americans have considered **delaying retirement**.⁶

avoid **bad credit & debt**



of adults have **credit card debt**.⁴

Create **a plan**



Live by your budget⁷



Save at least 15% of every paycheck⁷



Pay off credit cards every month⁷



Contribute now for later. Learn about your employer-sponsored retirement plan.



Consider adding whole life insurance to your portfolio⁷

Financial literacy starts now.

¹ PBS Your Life, Your Money: What is Financial Literacy?
² Guardian Study of Financial and Emotional Confidence 2016
³ National Financial Educators Council: National Financial Literacy Test Results 2017.
⁴ T. Rowe Price: 8th Annual Parents, Kids, & Money Survey 2016.
⁵ Journal of Family and Economic Issues: Financial Socialization, Financial Education, and Student Loan Debt 2018.
⁶ Guardian Study of Financial and Emotional Confidence 2016
⁷ The LBS Financial Balance® Video (02/17)

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