

# *Individual Development Account Program Outcomes*

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IDA Participant Survey Results

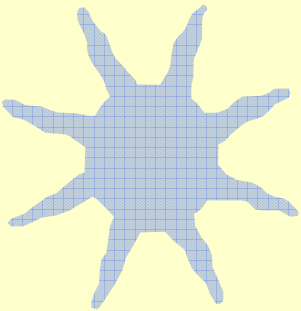
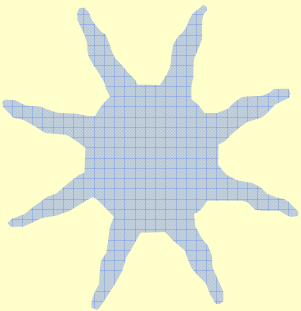
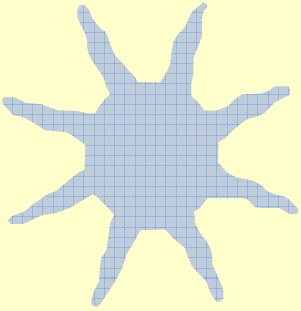
May 2009

Regional Research Institute, PSU



## *Why survey participants?*

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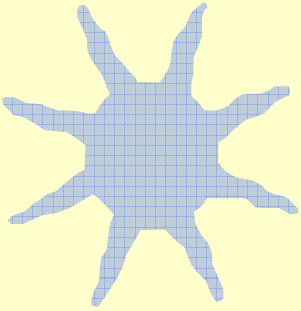


- ★ Describe individuals' experiences in more detail.
  - Capture changes in financial behaviors and wellbeing.
  - Illustrate IDA impact with qualitative data.
- ★ Assess longer-term impact.
- ★ Support continued program development.

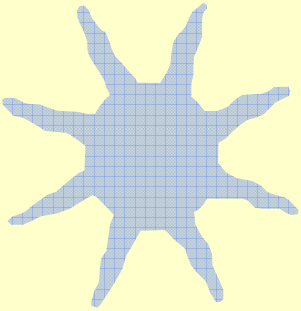


## *Three IDA Participant Surveys*

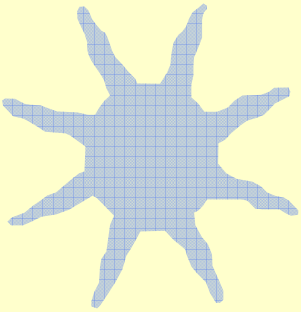
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★ Survey of graduates at exit (5 /08).



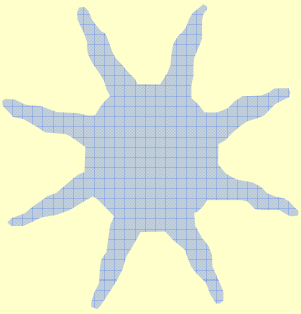
★ Brief survey at exit for participants who were not able to complete (1/09).



★ Follow-up survey 12 months after exit (1/09).

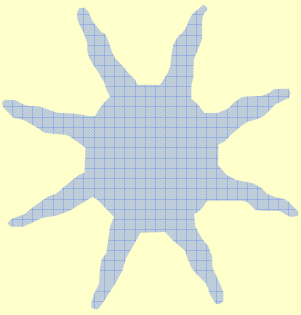


# *Samples and response rates*



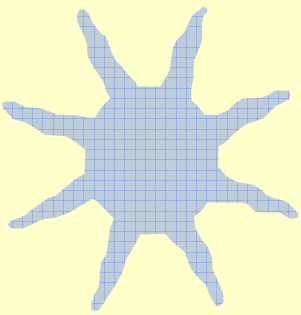
## ★ Exit Survey (May '08)

- 569 IDA participants exited May 08-May 09; 332 graduated (58%)
- 268 surveys returned (81% response rate)



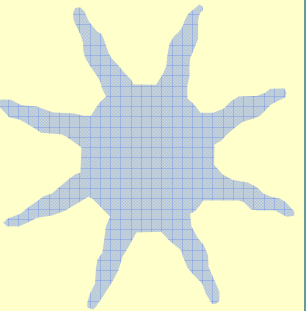
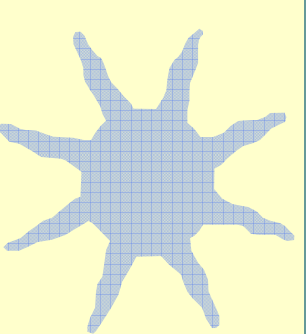
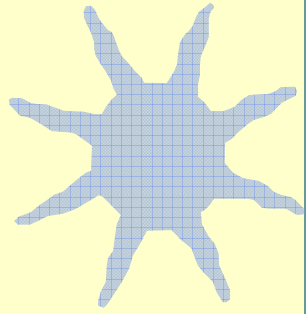
## ★ Brief Survey (Jan '09)

- 76 participants exited without match 1/09–5/09
- 22 surveys returned (29% response rate)



## ★ 12-month Follow-up Survey (Jan '09)

- 149 participants exited 1/08-5/08
- 44 surveys returned (29% response rate)

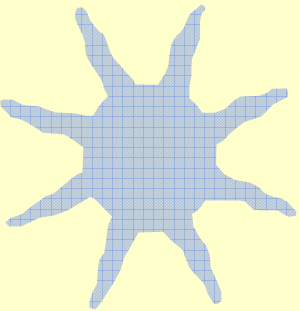
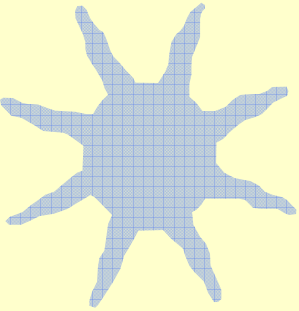
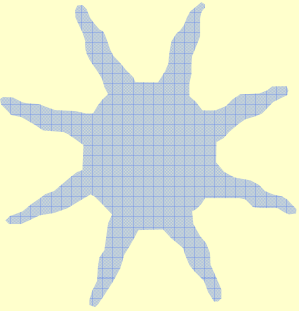


# *Current Findings*

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# *Exit Survey of Graduates*

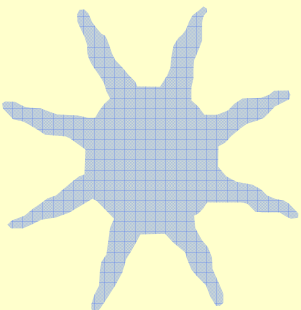
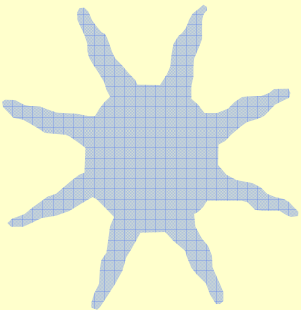
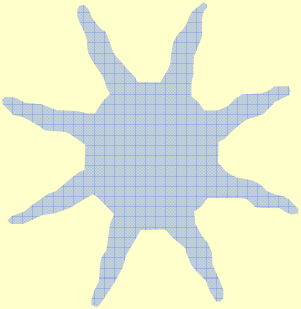


- ★ 268 surveys submitted to PSU
- ★ 61% women
- ★ 82% English speaking
- ★ 84% identify as 'white'
  - 7% Slavic
  - 16% Hispanic
  - 5% Native American
  - 3% Asian; 3% African American
- ★ 14 counties represented



# *Financial goals and outcomes*

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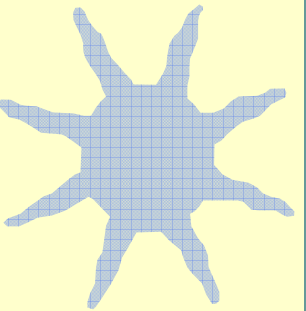
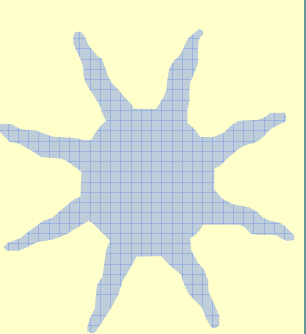
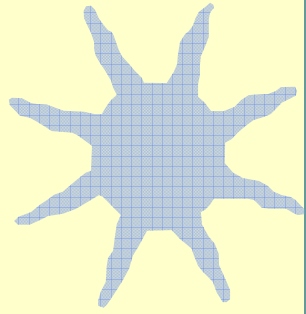


## ★ Asset goals

- 39% wanted to start/expand business
- 17% wanted more education
- 38% wanted to buy a home

## ★ Outcomes

- 94% met their asset goal
- 93% received matching funds

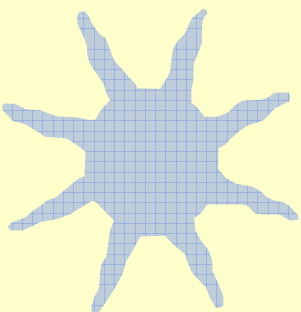
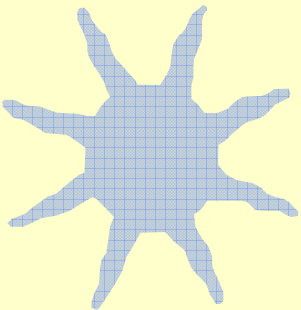
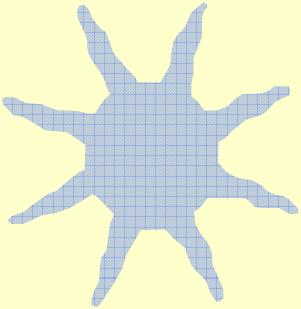


*What changed for participants?*

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## *Financial wellbeing improved*

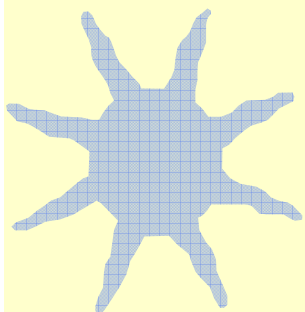
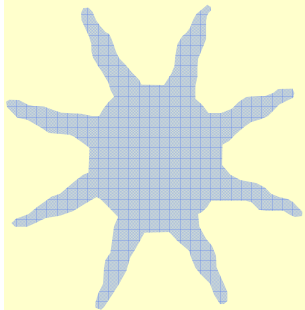
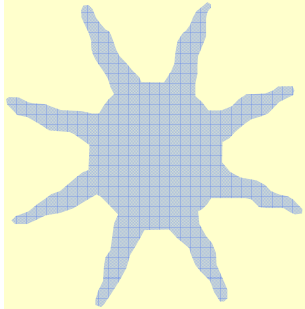


- ★ Satisfaction with financial status increased from 46% to 78%.
  - ‘Very satisfied’ increased from 7% to 26%
- ★ 45% reported reduced debt (22% reported increase in debt).
  - Increases were related to IDA goal or asset more than half the time.
  - Other reasons varied.
- ★ 44% reported increased income (only 16% report decrease).



## *Financial wellbeing and behavior*

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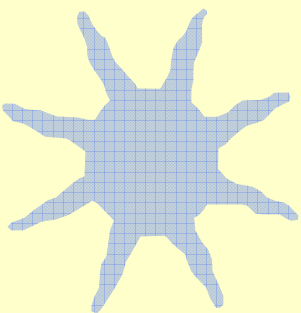
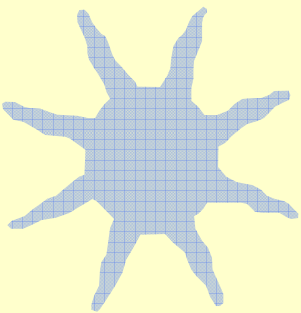
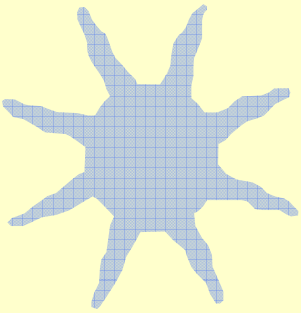


- ★ Reported ability to pay bills ‘always’ on time increased from 63% to 78%.
- ★ Ability to pay for health care/medical needs grew from 37% to 53%.
- ★ **Regular deposits to savings grew from 23% to 65%.**
- ★ **Use of budgeting grew from 32% of participants to 69%.**
- ★ Knowledge of credit score (27% to 70%).



## *Participants set new savings goals*

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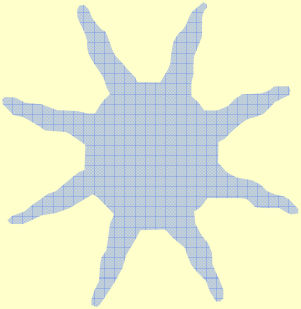


- ★ 59% had started emergency fund savings.
- ★ 33% were saving to purchase or improve home.
- ★ 30% were saving for a trip.
- ★ 18% had started IRA or other long-term savings.
- ★ 21% were saving for education.



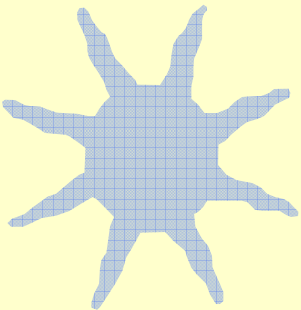
## *Wide range of positive comments*

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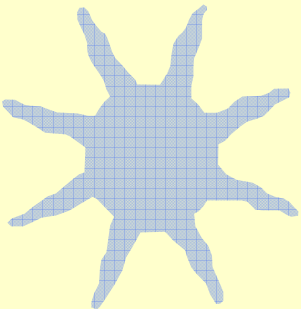
★ Learning to budget and monitor spending.

★ Establishing regular savings habit.

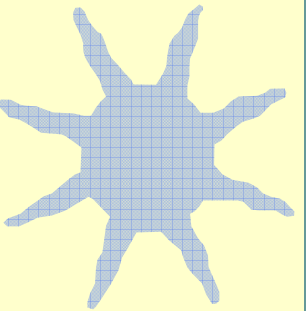
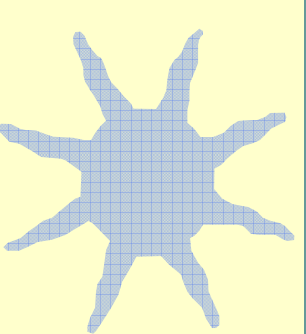
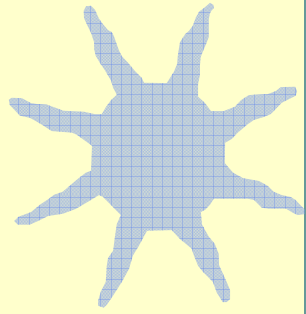


★ Setting goals.

★ Information, education, training, classes.



★ Personal support and assistance from IDA program staff.

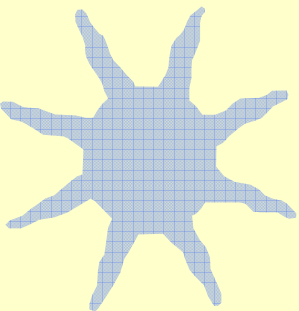
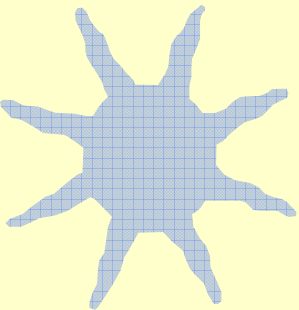
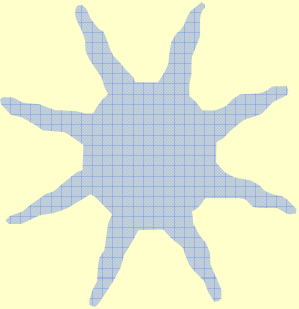


# *12-month follow-up survey*

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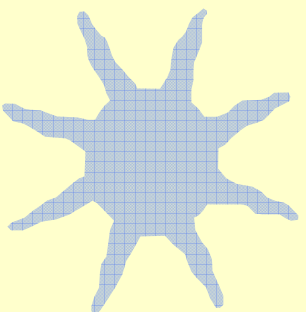
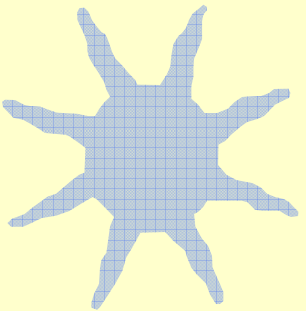
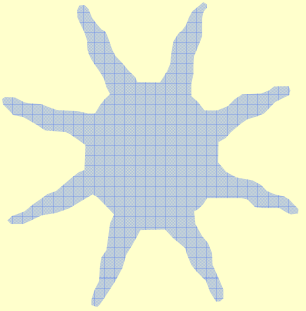
## *Sample (n=44)*



- ★ 83% women respondents
- ★ 76% identified as ‘white’
  - 7% Latino
  - 2% Slavic; 2% Asian
  - 7% African American
  - 5% Native American
  - 12% ‘other’
- ★ 10 counties represented.



## *Financial goals and outcomes*

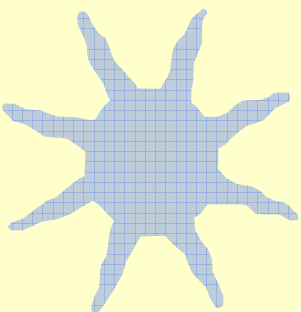
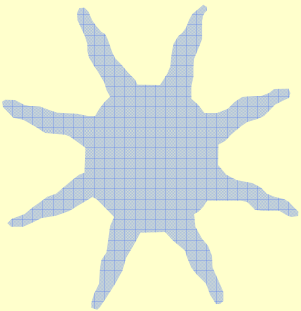
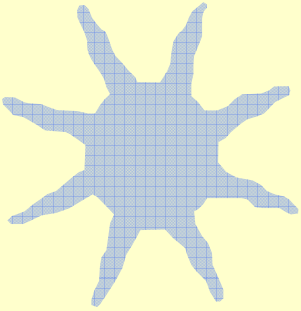


- ★ IDA asset goals suggest subgroup.
  - 48% saving for a home
  - 43% saving for a business
  - 7% for education
- ★ 74% received matching funds.
- ★ 76% met savings goal by exit.
- ★ 86% maintained asset.



## *Financial behavior and wellbeing 12 months later*

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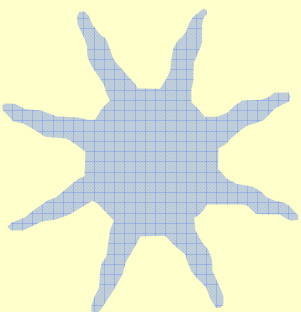
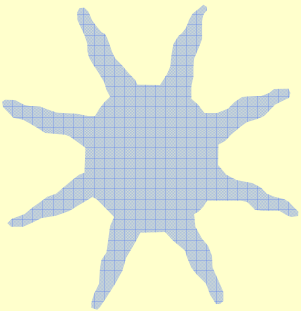
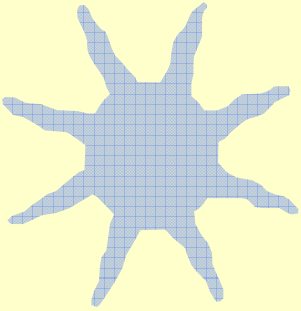


- ★ 71% can ‘always’ pay bills on time.
- ★ 86% can ‘always’ pay mortgage or rent.
- ★ 63% know their credit score.
- ★ **59% often use a budget to monitor expenses.**
- ★ **41% are regularly making deposits to savings.**



## *Continuing to create assets*

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- ★ 28% saving for family needs.
- ★ 34% saving for a trip.
- ★ 25% saving for an IRA or other long-term saving plan.
- ★ 27% saving to purchase or improve home.
- ★ 16% saving to start or expand business.
- ★ 18% for more education



## *Respondents said*

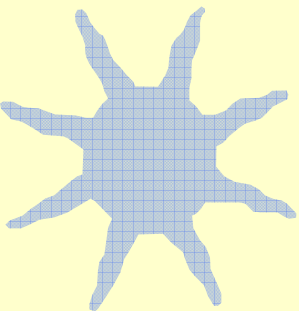
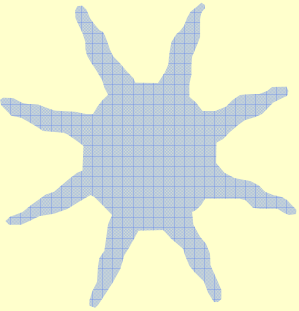
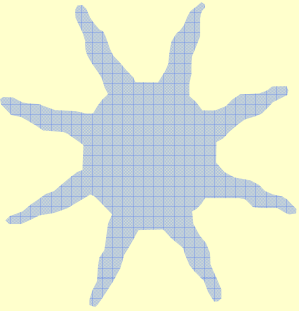
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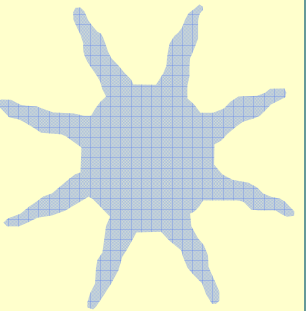
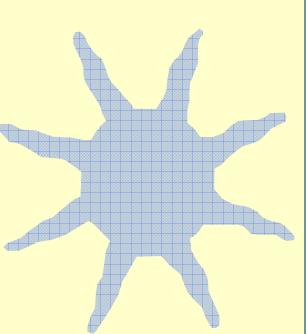
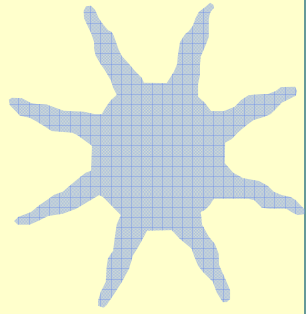
### ★ Concrete impact:

- “I have a house!”
- “It helped me start my business...has brought me the most financial stability I’ve ever had.”
- “I completed college and am now a teacher.”

### ★ Changed behaviors

- “More organized...using a budget...”
- “I learned to treat a savings account like a bill...”
- “Taught us we can save if we put our minds to it.”



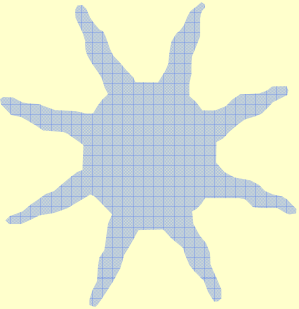


# *Feedback from brief survey*

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## *Sample (n=22)*

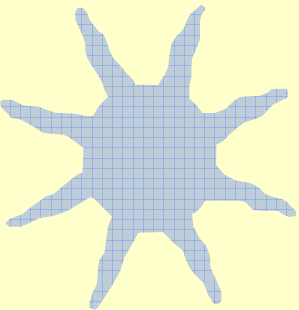


★ **77% women**

★ **86% identified as White**

– 23% Latino

– 10% Slavic

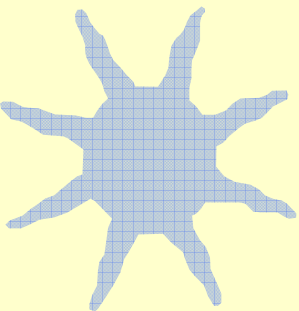


★ **10 Counties represented**

★ **Asset goals**

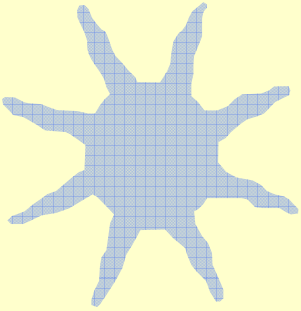
– 64% were saving for a home (IDA goal)

– 36% for school or business



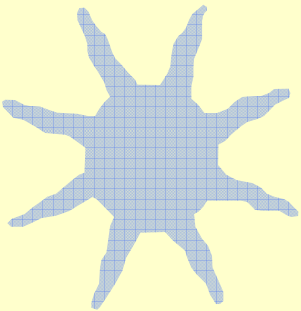


# *Experience in the program*



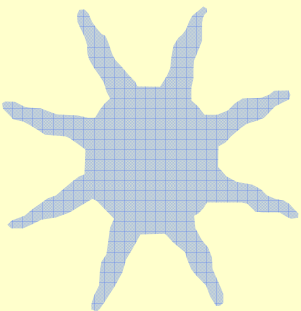
## ★ Length of participation

- 23% left within 5 months
- 56% stayed more than a year



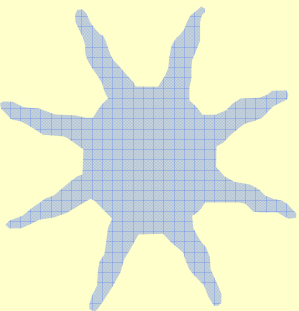
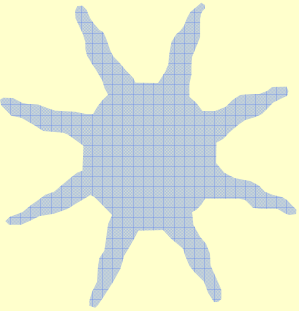
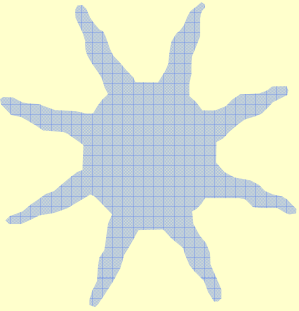
## ★ Reasons for leaving

- Voluntarily withdrew 50%
- Family crisis 14%
- Could not make deposits 5%
- Could not meet other program requirements 9%
- Moved out of area 9%





## *What changed?*



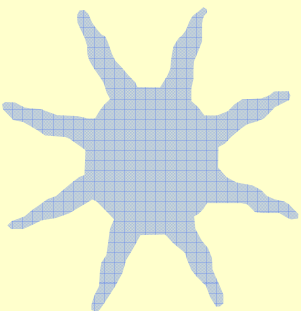
★ **32% said ‘big change’ in how they handle money.**

- ‘I know how to save.’
- ‘I can save money now when I couldn’t before.’
- ‘I watch where every penny goes now.’
- ‘I put money in an account I don’t touch’ [for emergencies].



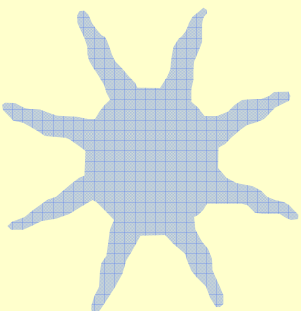
## *What was 'very' helpful*

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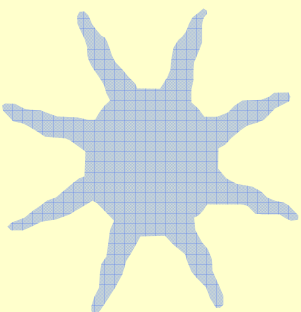
★ 68% said 'required regular savings.'

★ 50% said 'learning to use a budget.'



★ 64% said personal development plan.

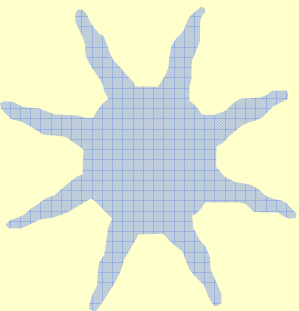
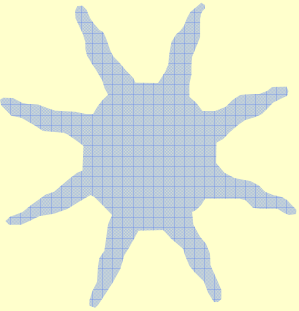
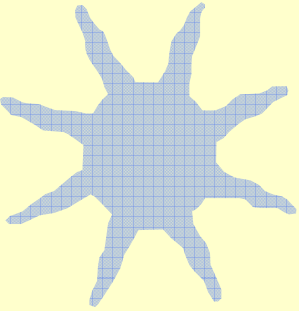
★ 52% said asset class.





## *Suggestions for improvement*

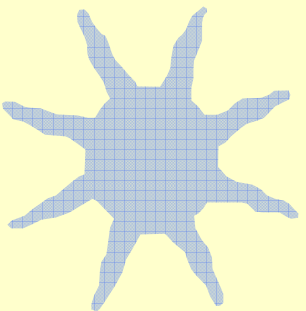
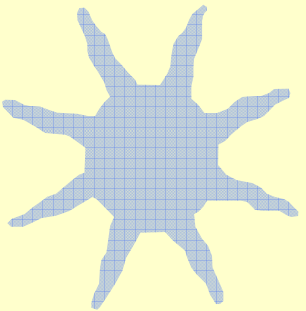
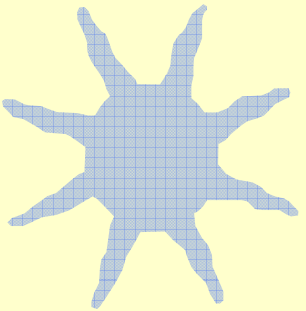
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- ★ Some said *none*: ‘program is great...we want to try again.’
- ★ Increase program visibility (high schools, colleges).
- ★ Provide alternatives to attending classes.
- ★ Minimize staff turnover; provide more one-on-one counseling.
- ★ Clear communication about requirements and deadlines.



# *Summarizing*



- ★ **FOs have done a tremendous job for the evaluation.**
- ★ **Participants strongly endorse program.**
- ★ **Participants note immediate and long-term impact on financial behaviors and wellbeing, especially...**
  - Use of budgets to set goals and monitor spending.
  - Regular saving.
  - Improved life circumstances.