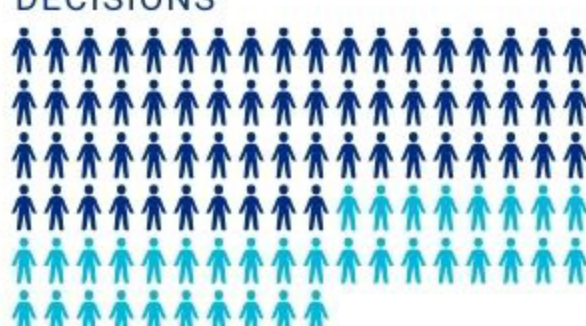


2023 FINANCIAL EMPOWERMENT STUDY*

64%

OF CONSUMERS FEEL THEY DON'T HAVE THE KNOWLEDGE TO MAKE SMART FINANCIAL DECISIONS



“The study shows the importance of finance curriculum in schools to confidently and successfully prepare consumers to manage their financial future.”



Marissa Weidner, Chief Corporate Responsibility Officer at Webster Bank.



OF CONSUMERS ARE INTERESTED IN TOOLS TO HELP BUILD THEIR FINANCIAL KNOWLEDGE



OF GEN-Z / MILLENNIALS ARE INTERESTED IN TOOLS TO HELP BUILD THEIR FINANCIAL KNOWLEDGE

57% OF CONSUMERS SAY SAVING FOR EMERGENCIES IS ONE OF THEIR FINANCIAL PRIORITIES



OF MILLENNIALS / GEN-Z RELY ON SOCIAL MEDIA FOR FINANCIAL ADVICE



*Financial Empowerment Study, an independent survey sponsored by Webster Bank.

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