Financial IQ Challenge

- Short, engaging online quiz for all employees
- Opportunity to learn more about employees’ financial knowledge
- Offers 5 financial questions per day to test broad financial literacy
- Encourages daily participation to increase chances of winning
- Friendly competition across departments to encourage financial awareness, education, and engagement for all your employees
- Scores are anonymous for individual participants, but can be grouped by age, gender, and department to showcase results
Overall Engagement

• 178 individuals started the Financial IQ Challenge
  • 110 females, 68 males

• 738 sessions were completed (433 by females; 305 by males)

• On average, each individual completed 4.15 sessions (15 possible)

• 77% of the questions were answered correctly

• More females participated, but males answered more questions correctly (79.6% for males and 75.8% for females)

• Of the four employee categories (Academic Affairs, Administration and Finance, Student Affairs and Other) employees identified as ‘Other’ represented the highest number of registrations and completed the most sessions

• The topic of Retirement had the lowest performance among all groups; the topic of Loans had the highest performance among all groups
Of the four employee categories (Academic Affairs, Administration and Finance, Student Affairs and Other) employees identified as ‘Other’ represented the highest number of registrations and completed the most sessions.
When performance on each type of question was averaged, the four employee categories (Academic Affairs, Administration and Finance, Student Affairs and Other) all scored in the mid-to-high 70% range.
Overall performance shows that the topic of *Retirement* had the lowest score and *Loans* had the highest score.
Academic Affairs scored the highest on 3 out of the 5 topics; Other scored the lowest overall.
Average results by topic and gender

More female employees participated than male (110 vs. 68). Males scored higher on all topics except for Loans.

Female employees were more likely than males to click on links within the FIQ to get more information. Females were also more likely to check the Leaderboard!
Ages 55 – 64 represented the highest number of registrations and answered the most questions correctly, however, ages 25 – 34 completed the most sessions.

Ages 25 – 34 were also the most likely to check the Leaderboard.
Ages 55 – 64 scored the highest on all topics except Taxes.

Scores on Retirement were lowest for ages 18 – 24.