

THE FUTURE OF MONEY INSIGHTS KIT

Act on what your customers are thinking.

Consumer attitudes and behaviors toward money are changing rapidly. For your business, understanding how your customers feel about spending, saving and investing is crucial to your competitive advantage.

The Logica® Future of Money Study is a twice-yearly research report that offers a detailed 360° snapshot of the current consumer money mindset.

We've been sharing results from our Future of Money Study since it was first established in 2017. Now we're giving financial services businesses the opportunity to connect directly to the wealth of information we compile each year.

Loaded with in-depth insights and trend analysis, the study focuses on the key factors driving financial decision making today – providing your business with the knowledge to shape strategy and develop meaningful financial products and experiences that anticipate customer needs.



What's covered in the study

The Future of Money Study includes a 1,000 U.S. Adult National Rep sample of adults, plus an over-sample of 200 Gen Zers. **We examine their attitudes and behaviors on a range of topics, including:**

WORK

We get their feelings on timely topics such as retirement, money management needs from employers and more.

SAVE

We get their thoughts on saving and debt management, including the impact of COVID and changes in the marketplace.

SPEND

We ask about payment brand awareness and usage, preferred ways to pay, as well as timely topics related to payment trends such as Buy Now Pay Later.

INVEST

We cover personal finance and money management, including preferred sources of help and advice and perceptions of investment trends.

What's included in Insights Kit

- The Future of Money report with executive summary, trending and generational differences
- Data tables for current year and trending for prior year
- A presentation of the report delivered by a Logica consultant to your internal stakeholders
- 2 hours of analyst time to answer any questions you have
- The ability to set one custom question in the study
- Unlimited ability to share the report internally
- The right to use stats from the report in your own content, citing Logica

Special Promotion:

Get the Spring and Fall 2024 waves: Only \$18k if you sign up by October 15th

Price increases to \$22k after October 15th through December 1st

Price increases to \$25k after December 1st

Access insights that could change your future.

Our Future of Money Insights Kit provides full access to both our Spring and Fall reports, including detailed data tables, access to analysts, your own custom question and more. Each report also contains a series of deep dives into generational differences and topical subjects such as Gen Z or cryptocurrency.

With the Future of Money Insights Kit, your business can take advantage of deep insights that will drive marketing and product strategy at a fraction of the cost of conducting your own study.

Optional Insights Add-Ons (priced separately)

- Full custom study
- Extra custom questions
- Additional trending topics
- Specialty over-samples
- Creation of social graphics
- Additional analyst time
- Qualitative deep dive with video