

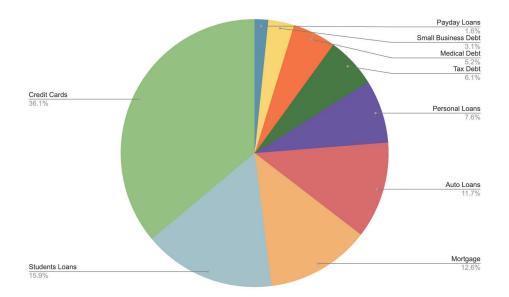
Announcing The HOPE Insider

First Proprietary Survey

Operation HOPE has conducted its most comprehensive, nationwide survey to date – **The HOPE Insider** – to gather client sentiment on housing, debt, small business, work, and general economic optimism. With more than 3,500 responses, **Operation HOPE heard loud and clear that it is addressing the financial literacy concerns of Americans.**

Even though more than two-thirds of the participants work full-time for an employer (69%), they continue to feel the strain of current economic factors and are "VERY concerned" about debt levels, higher interest rates, inflation, economic instability, and personal financial strain (67% of total sample). Rising debt levels are their biggest source of worry for the next year (32%).

Credit card debt is by far participants' biggest financial burden (36%), followed by student loans (16%), mortgages (13%), and auto loans (12%).



Most financially stressful or burdensome type of debt

Almost one-third of participants say they are most worried about affordable housing costs in 2024 (29%), and over half are "VERY concerned" over the current cost of housing in their community (56%). **41% considered purchasing a home last year, but found it unaffordable.** Many are living paycheck-to-paycheck, with 40% making \$50,00 or less.

CURRENT HOUSING SITUATION

YEARLY HOUSEHOLD INCOME



Despite these specific areas of concern, Operation HOPE clients tend to have a high level of optimism, thanks in part to the resources, tools, and coaching provided through our services.

85% say they are hopeful that their financial well-being will increase in 2024

o 50% say they are "VERY hopeful"

87% say their business/career situations are looking optimistic for 2024 65% of participants are hopeful that business growth in their community will

- increase over the next year
 - o Almost one-quarter say they are "VERY hopeful"

This level of impact is also echoed through HOPE's Q3 2023 Impact Report, showing an average increase of 41 points in our clients' credit scores (of those who saw improvement), a median decrease in debt of \$1,902, and a median increase in savings of \$800.

When asked to describe what participants were most optimistic about for the next year, common themes fell into the following categories: paying off debt and increasing savings, the future of their career/business, the possibilities of homeownership, and the empowerment that financial literacy has brought them. Among the comments sent are:



"I feel like I have a plan going forward thanks to your assistance and insight into financial options. I really 'HOPE' this program will be available next year for... people who are continuing to struggle with financial burdens. This is a lifesaving benefit to those of us stressing over making financial ends meet every day."



"I'm extremely optimistic that I can tap into a resource like Operation HOPE to educate me and provide strategies on how to view finances... I just started the process of entrepreneurship and purchased a home this year and it wouldn't have been possible without the education I received." 66

"I am hopeful that I will get a better paying job and we will be able to get our dream house because we are consistently making plans and writing down our goals."