

# Personal Finance Decision Makers

**| TARGET:**

Personal Financial Experts

**| MARKET:**

US

**| METHODOLOGY:**

60-Minute Telephone/ Web IDI

**SPECS:**

- Entrepreneurs pushing the future of personal finance
- Anthropologists studying how socio-economic shifts have changed user expectations
- Personal finance professionals on the front lines of customer interactions
- Innovators in the financial services space
- Psychologists familiar with the nuances around personal finance stress and the current shifts and pressures consumers are experiencing
- Economics with focus/view towards personal finance implications
- Journalists writing about personal finance, and consumer-driven shifts in the industry

**SAMPLE PROFILES:**

- Founder/Editor in Chief at Money & Mimosas
- Personal Finance Writer at Marmont House, LLC
- Reporter at Dow Jones -- Barron's