



Don't Show Me the Money: Why *Not* To Choose Financial Messaging to Influence Your Low-Income Customers

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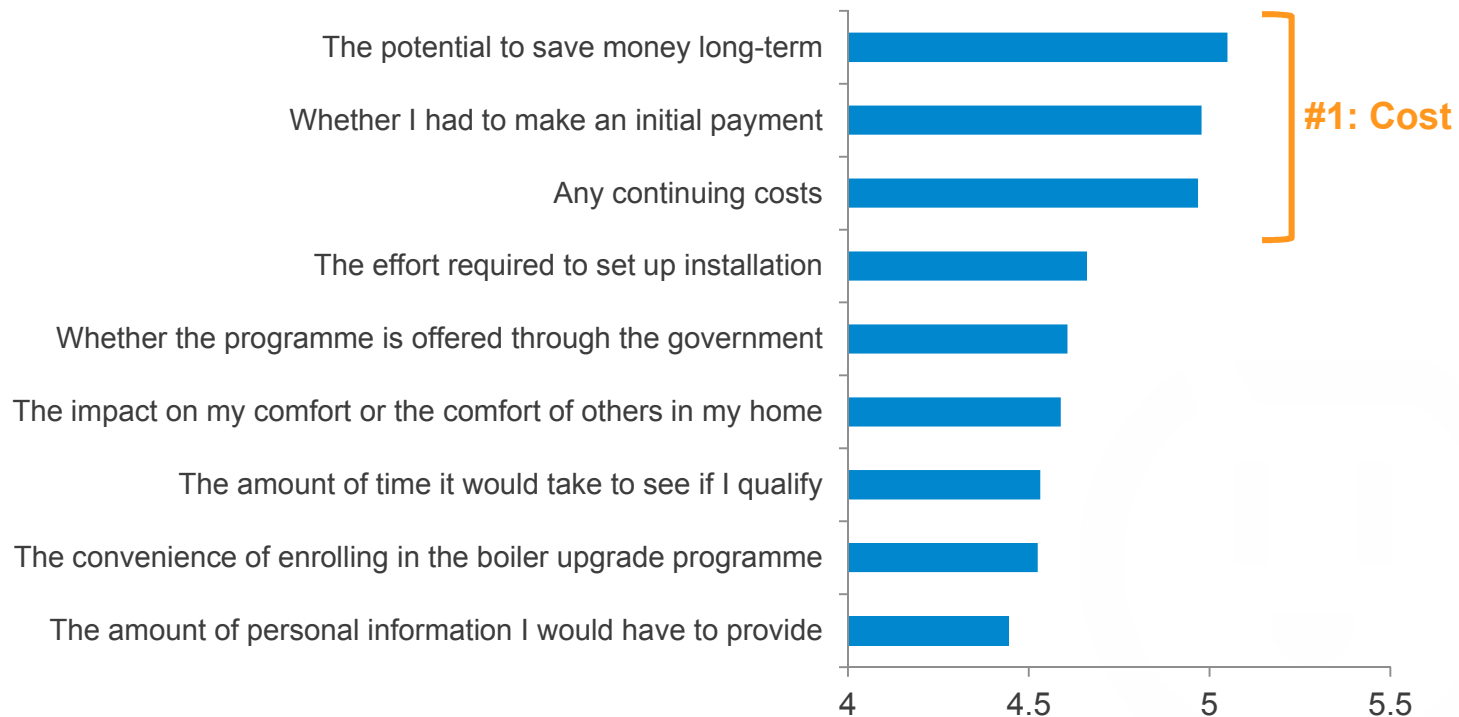
For low-income households, money talks



If you ask, people will tell you money is a key motivator

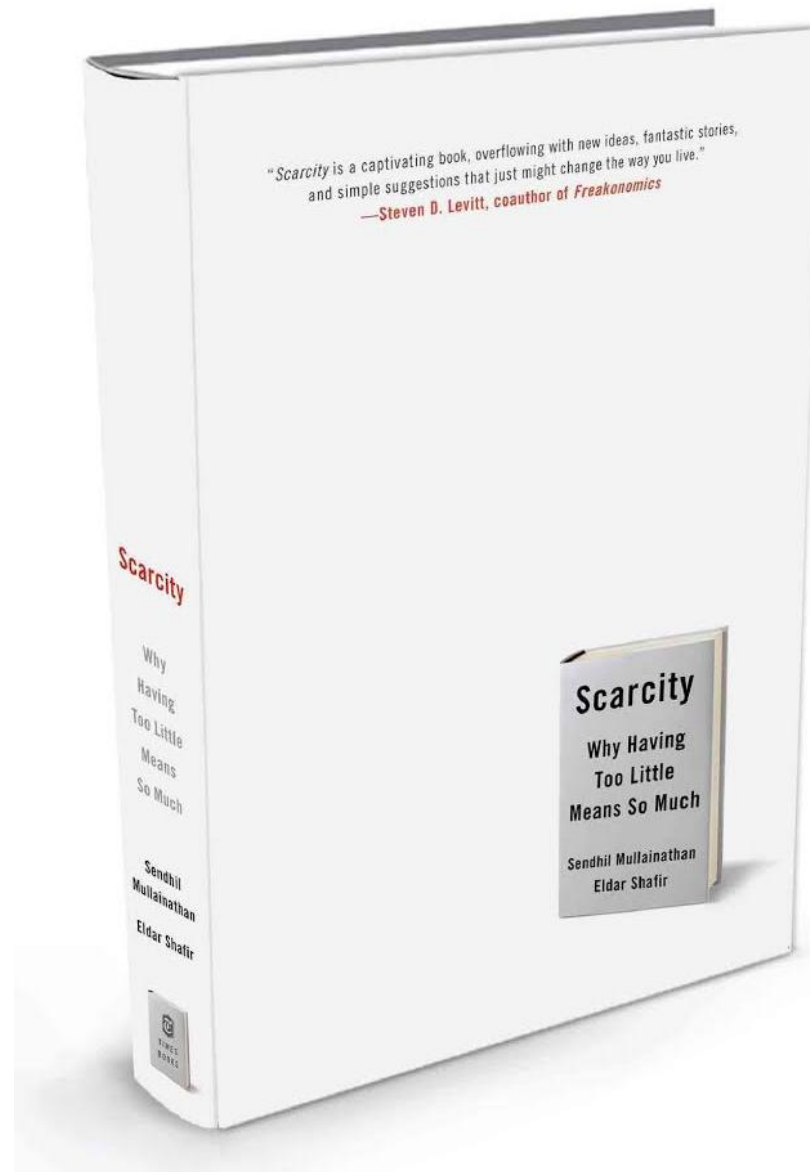
Client Survey

Self-Reported Importance of Factors Determining Participation Decision



**Scarcity
brings
focus . . .**

**sometimes
to a fault**

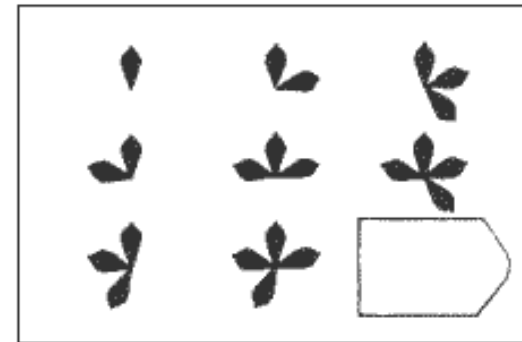


We tested the influence of financial vs. non-financial calls to action on cognitive resources

Online experiment

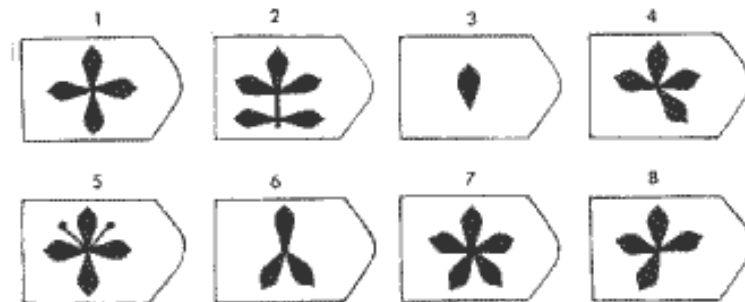
Financial condition:

Weatherize your home.
Minimize your bills.



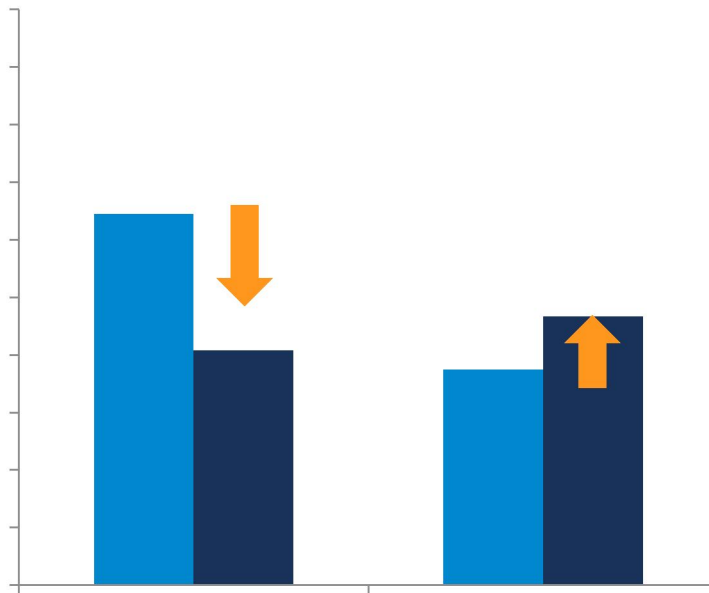
Non-financial condition:

Weatherize your home.
Maximize your comfort.



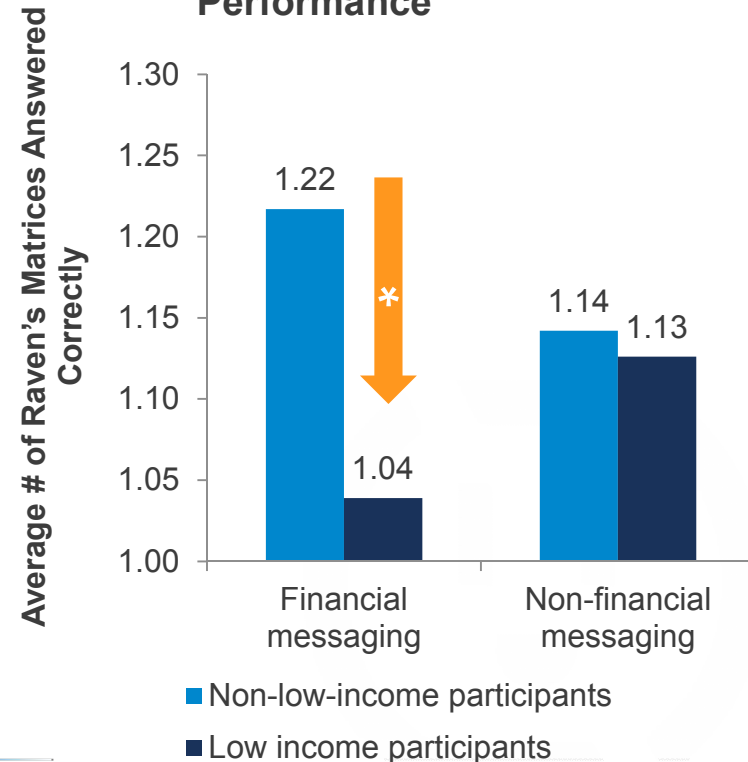
Financial messaging seizes cognitive resources, but only from low-income participants

Client Survey



Product Study

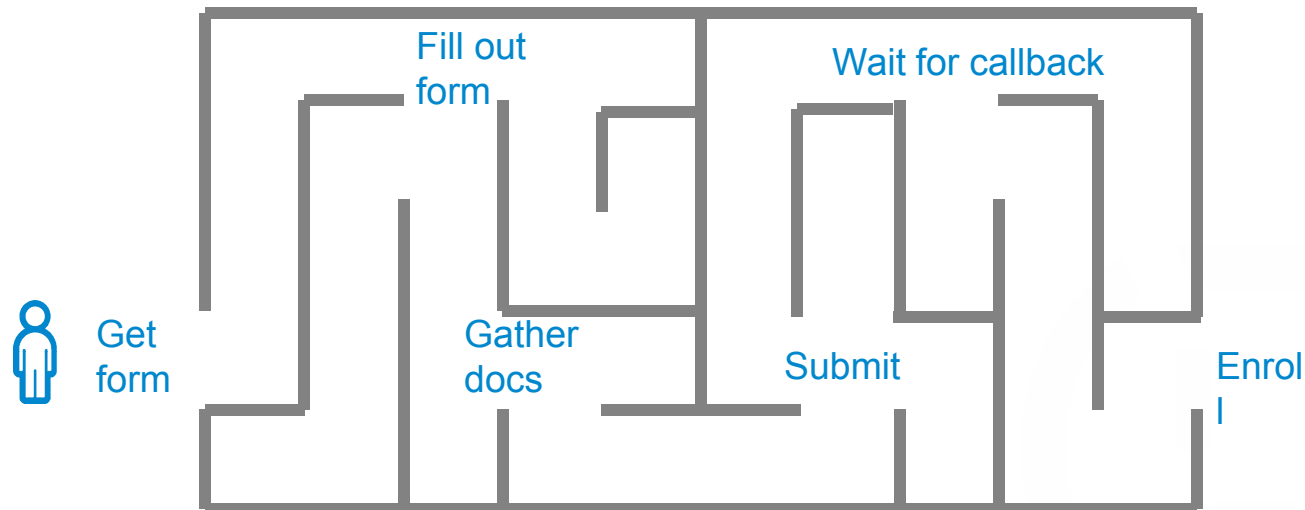
Fluid Intelligence Task Performance



Sometimes, **urgent focus may spur immediate action** in a low-income household.



But **scarcity effects may impede planning, navigating, and completion** of multi-step processes.



Thank you!

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