

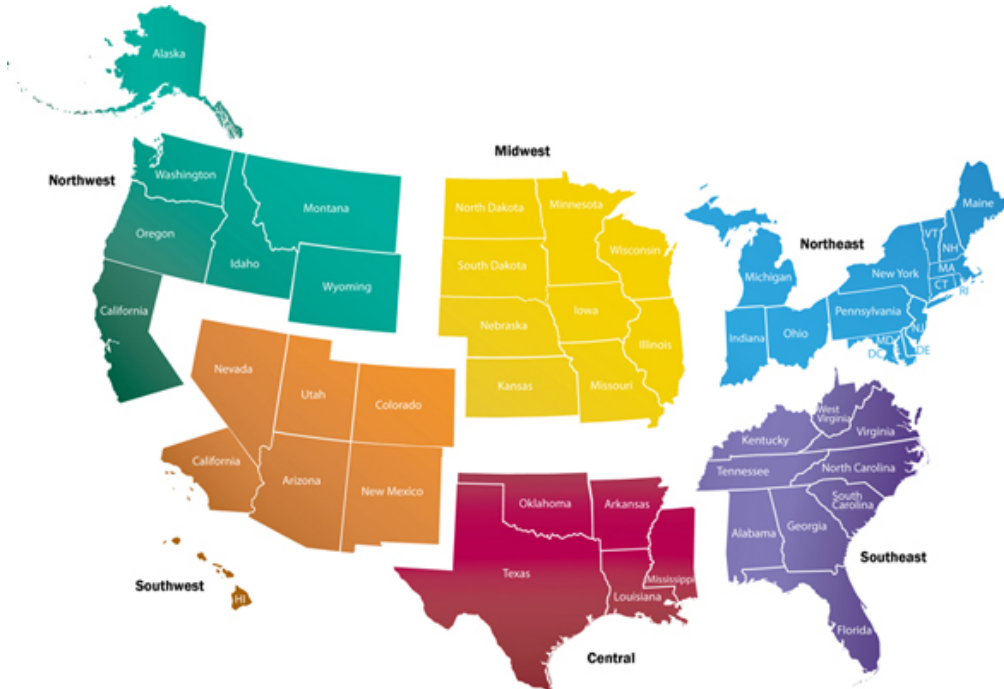
DMM Survey Overview

We would like to thank the AADMM members who responded to the survey. We had an 45% percent participation rate. This high participation rate helps provide all members with the best information possible. We hope you find the survey results helpful.

To help you navigate the various sections of the survey, we have included the below information.

When referring to DMM throughout the survey all participants are being referenced; where the survey says DMM vs CDMM the two are being shown separately with CDMM referencing those who hold the Certified Daily Money Manager® certification.

Regional Breakdown:



Employment Level:

Full-Time – 40 hours per week or more

Part-Time – 39 hours per week or less

City Size by Population:

Large City - Over 600,000

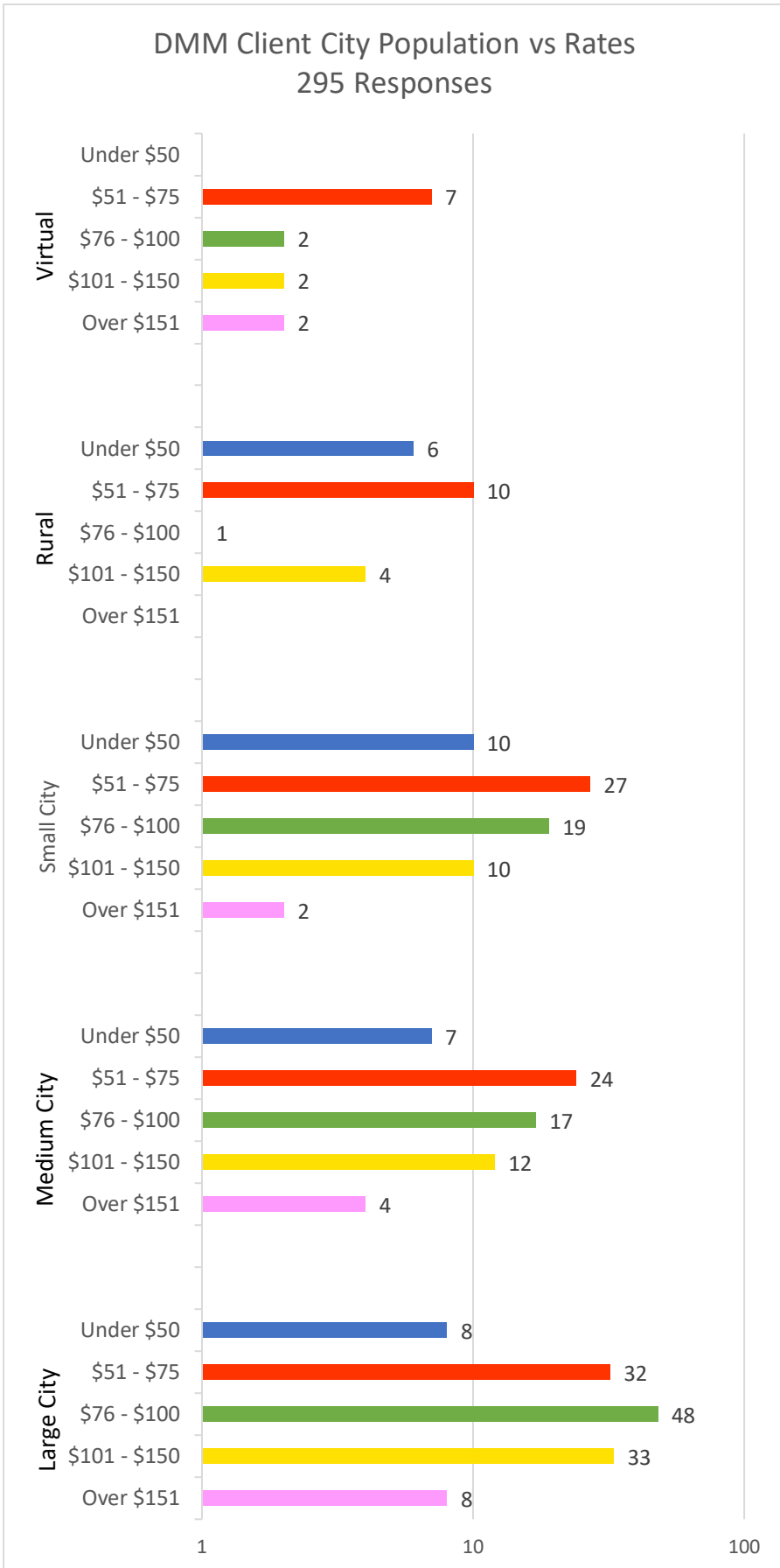
Medium City- 200,000-600,000

Small City - 50,000-200,000

Rural – Less than 50,000

Virtual – meeting clients 90% online/electronically

Overall DMM Survey Responses



Virtual

Rates	Responses
Under \$50	0
\$51 - \$75	7
\$76 - \$100	2
\$101 - \$150	2
Over \$151	2

Rural

Rates	Responses
Under \$50	6
\$51 - \$75	10
\$76 - \$100	4
\$101 - \$150	1
Over \$151	0

Small City

Rates	Responses
Under \$50	10
\$51 - \$75	27
\$76 - \$100	19
\$101 - \$150	10
Over \$151	2

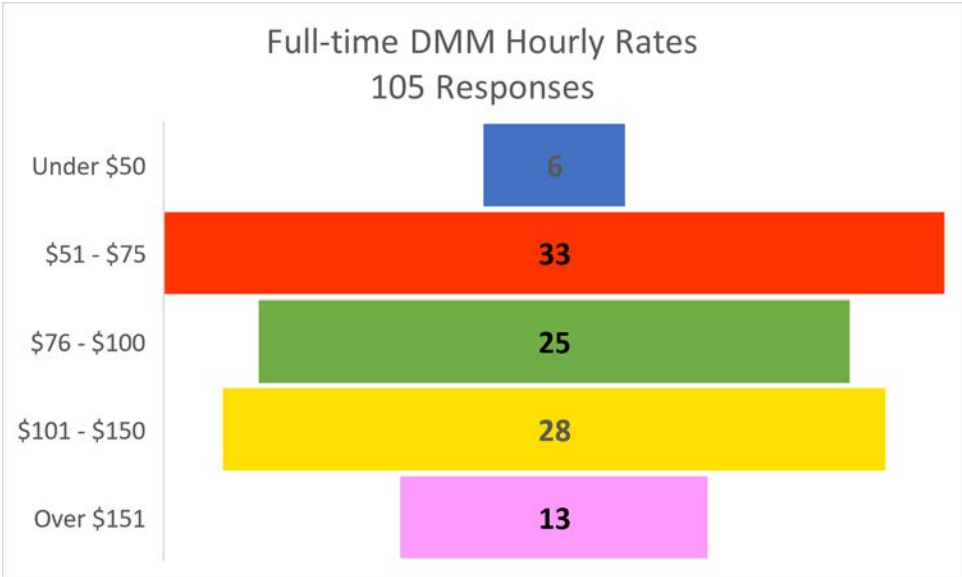
Medium City

Rates	Responses
Under \$50	7
\$51 - \$75	24
\$76 - \$100	17
\$101 - \$150	12
Over \$151	4

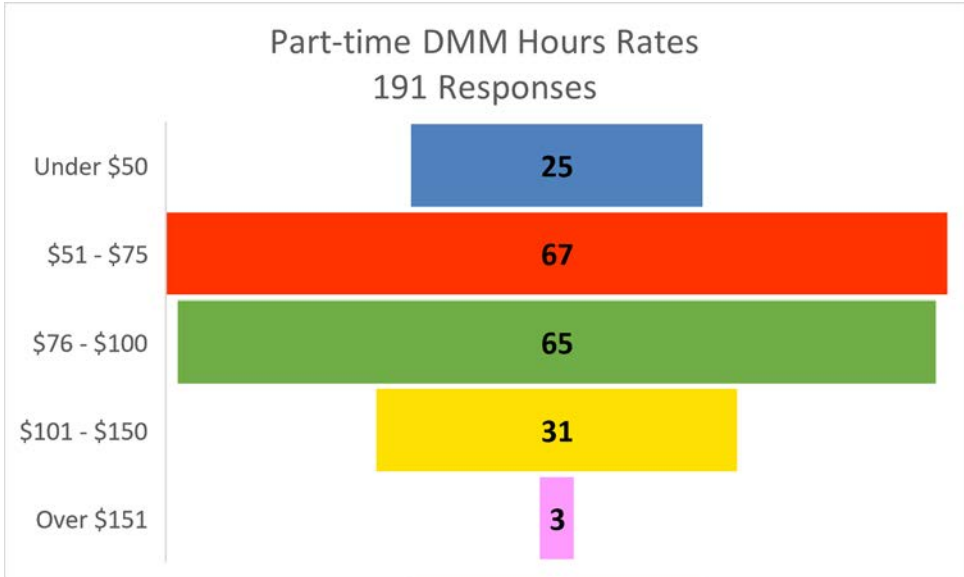
Large City

Rates	Responses
Under \$50	8
\$51 - \$75	32
\$76 - \$100	48
\$101 - \$150	33
Over \$151	8

Overall DMM Survey Responses



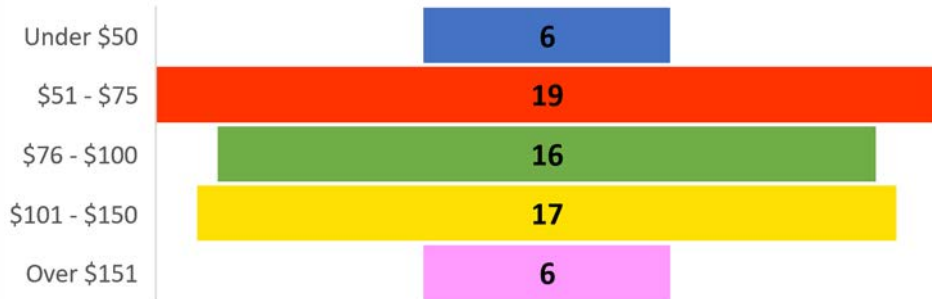
Full-Time Rates	Responses
Under \$50	6
\$51 - \$75	33
\$76 - \$100	25
\$101 - \$150	28
Over \$151	13



Part-Time Rates	Responses
Under \$50	25
\$51 - \$75	67
\$76 - \$100	65
\$101 - \$150	31
Over \$151	3

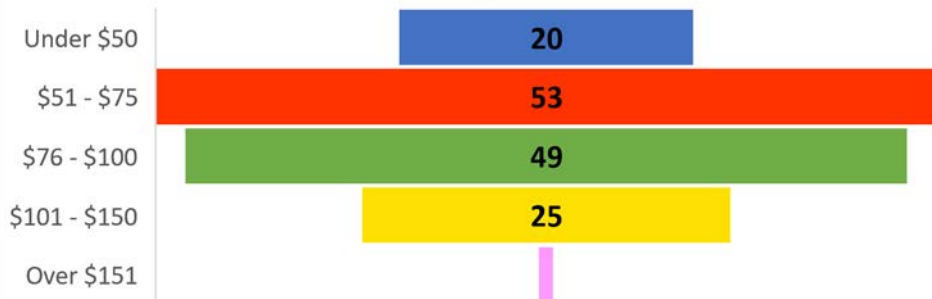
Overall DMM Survey Responses

Onsite Full-Time Rates
64 Responses



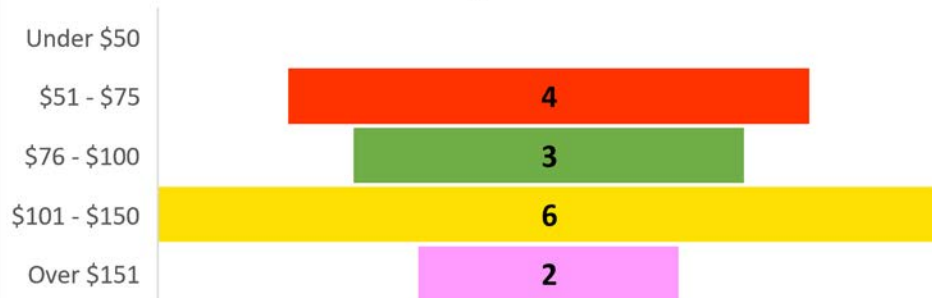
Onsite Full-Time Rates	Responses
Under \$50	6
\$51 - \$75	19
\$76 - \$100	16
\$101 - \$150	17
Over \$151	6

Onsite Part-Time Rates
148 Responses



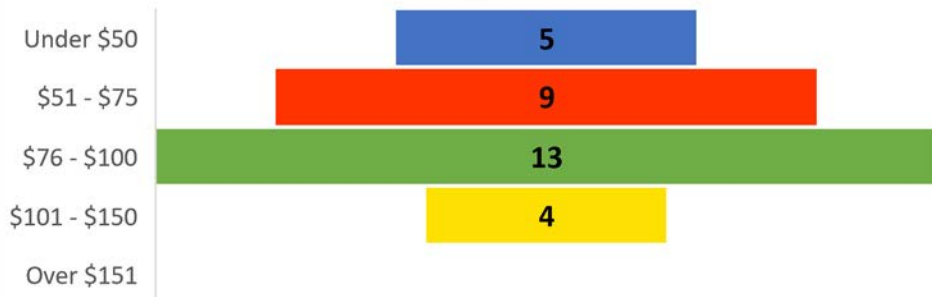
Onsite Part-Time Rates	Responses
Under \$50	20
\$51 - \$75	53
\$76 - \$100	49
\$101 - \$150	25
Over \$151	3

Virtual Full-Time Rates
15 Responses



Virtual Full-Time Rates	Responses
Under \$50	0
\$51 - \$75	4
\$76 - \$100	3
\$101 - \$150	6
Over \$151	2

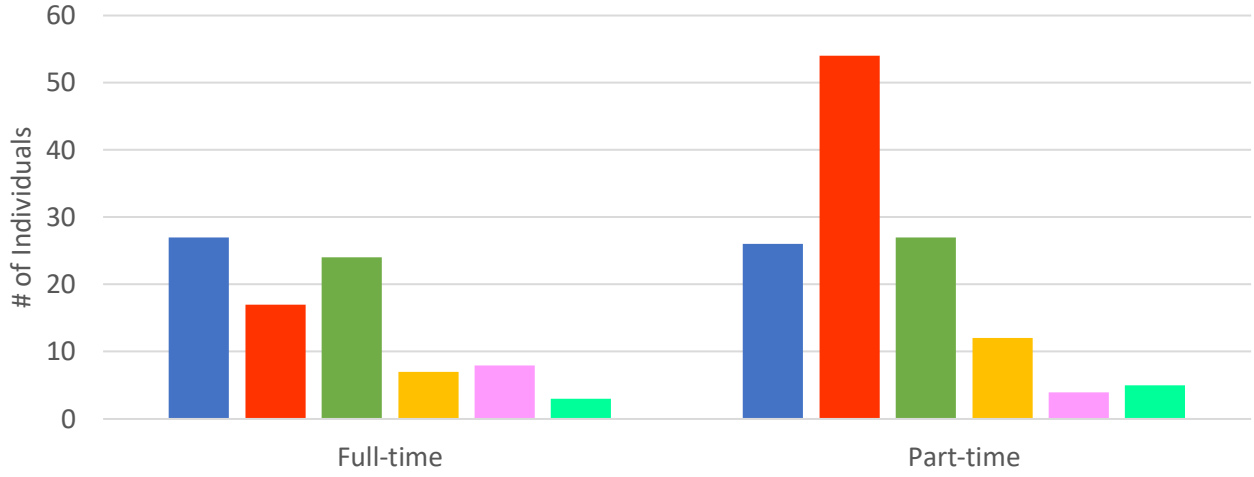
Virtual Part-Time Rates
31 Responses



Virtual Part-Time Rates	Responses
Under \$50	5
\$51 - \$75	9
\$76 - \$100	13
\$101 - \$150	4
Over \$151	0

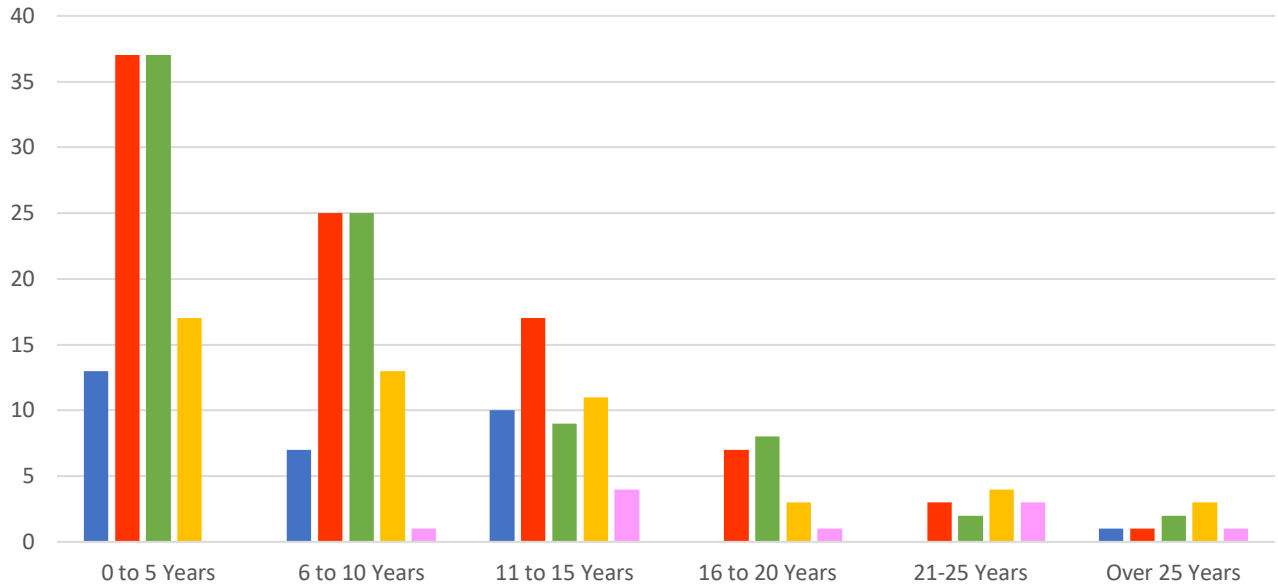
Overall DMM Survey Responses

Employment Level vs Years of Service - 214 Responses



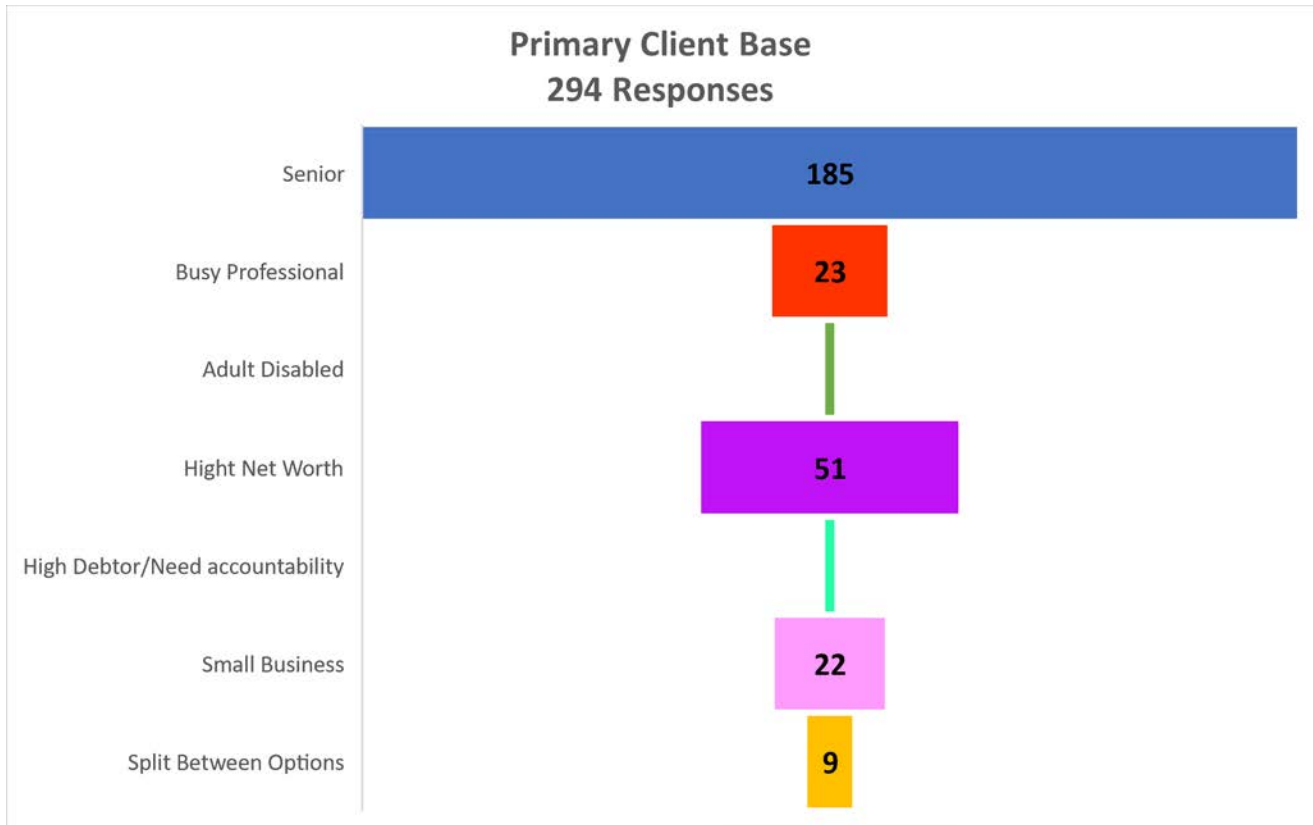
	0 to 5 Years	6 to 10 Years	11 to 15 Years	16 to 20 Years	21-25 Years	Over 25 Years
Full-time	27	17	24	7	8	3
Part-time	26	54	27	12	4	5

Rates Vs Years of Service - 265 Responses



	0 to 5 Years	6 to 10 Years	11 to 15 Years	16 to 20 Years	21-25 Years	Over 25 Years
Under \$50	13	7	10	0	0	1
\$51 - \$75	37	25	17	7	3	1
\$76 - \$100	37	25	9	8	2	2
\$101 - \$150	17	13	11	3	4	3
Over \$151	0	1	4	1	3	1

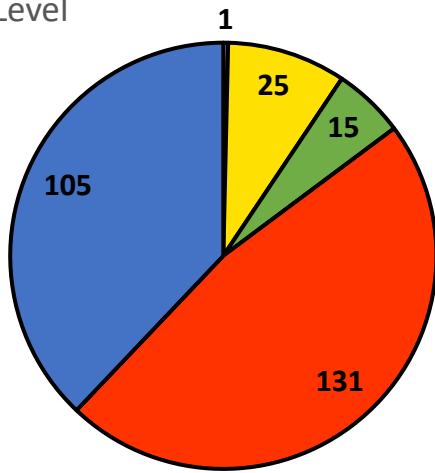
Overall DMM Survey Responses



Primary Client Base	Responses
Senior	185
Busy Professional	23
Adult Disabled	2
Hight Net Worth	51
High Debtor/Need accountability	2
Small Business	22
Split Between Options	9

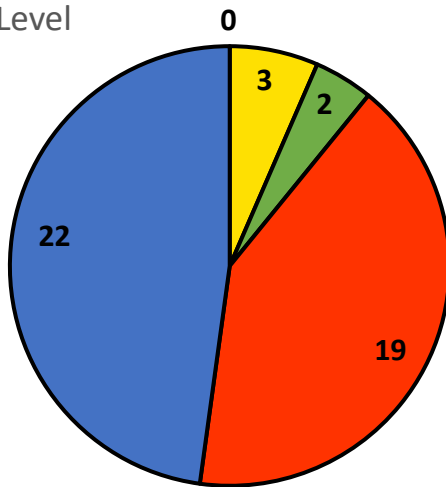
DMM vs CDMM Survey Responses

Overall Education Level
277 Responses



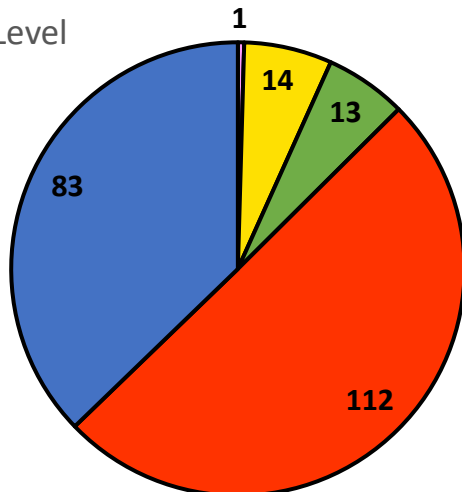
Overall Education Level	Responses
High School	1
Some College	25
Associates Degree	15
Bachelor's Degree	131
Master's Degree or Higher	105

CDMM Education Level
46 Responses



CDMM Education Level	Responses
High School	0
Some College	3
Associates Degree	2
Bachelor's Degree	19
Master's Degree or Higher	22

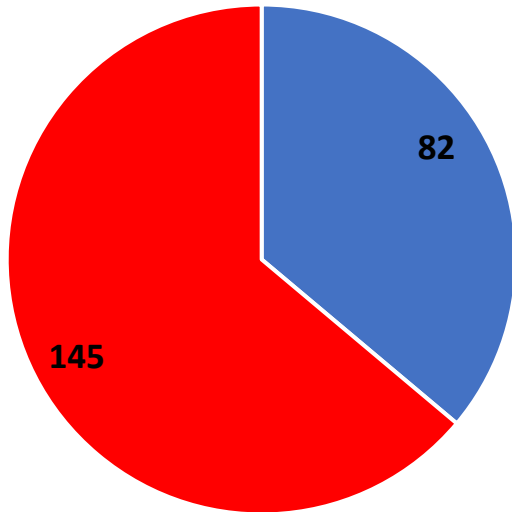
DMM Education Level
223 Responses



DMM Education Level	Responses
High School	1
Some College	14
Associates Degree	13
Bachelor's Degree	112
Master's Degree or Higher	83

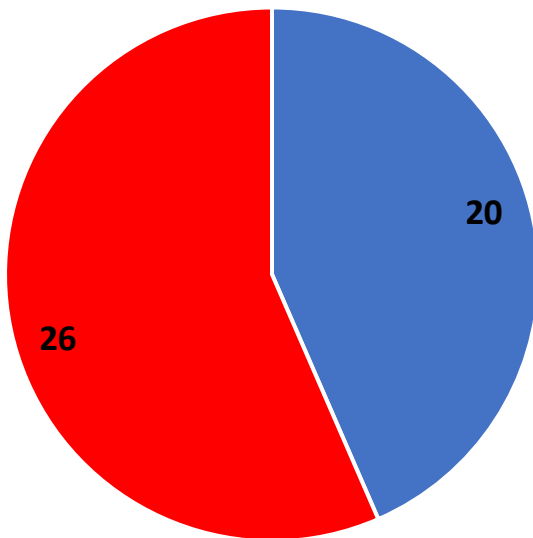
DMM vs CDMM Survey Responses

DMM's with other Certifications
227 Responses



DMMs w/Other Certifications	Responses
Yes	82
No	145

CDMMs with other Certifications
46 Responses



CDMMs w/Other Certifications	Responses
Yes	20
No	26

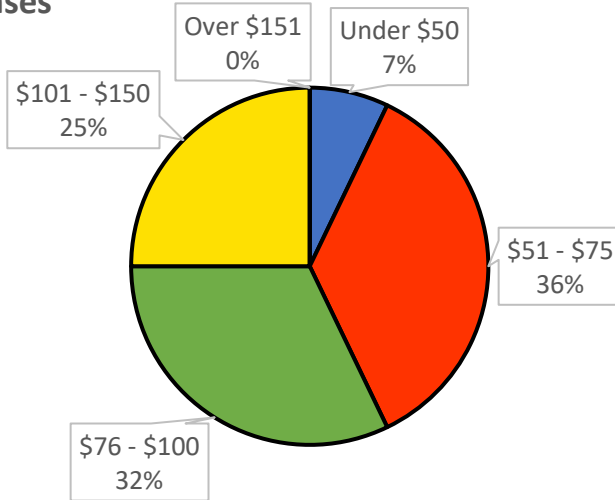
Northwest DMM Survey Responses

Northwest Overall Rates Per Hour
42 Responses



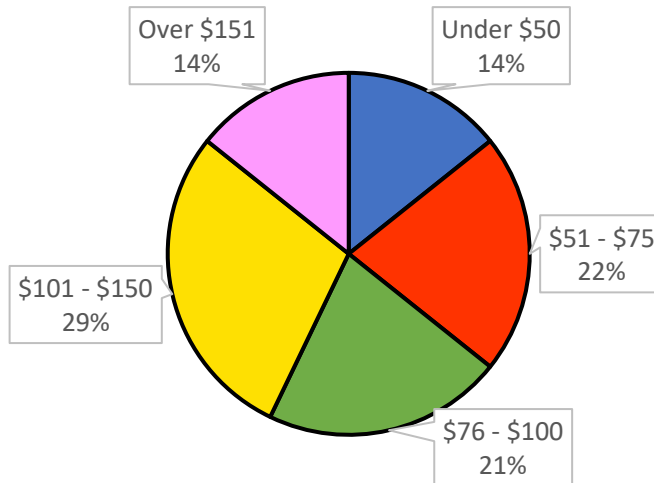
Rates	Responses
Under \$50	4
\$51 - \$75	13
\$76 - \$100	12
\$101 - \$150	11
Over \$151	2

Part-Time Northwest Rates Per Hour
28 Responses



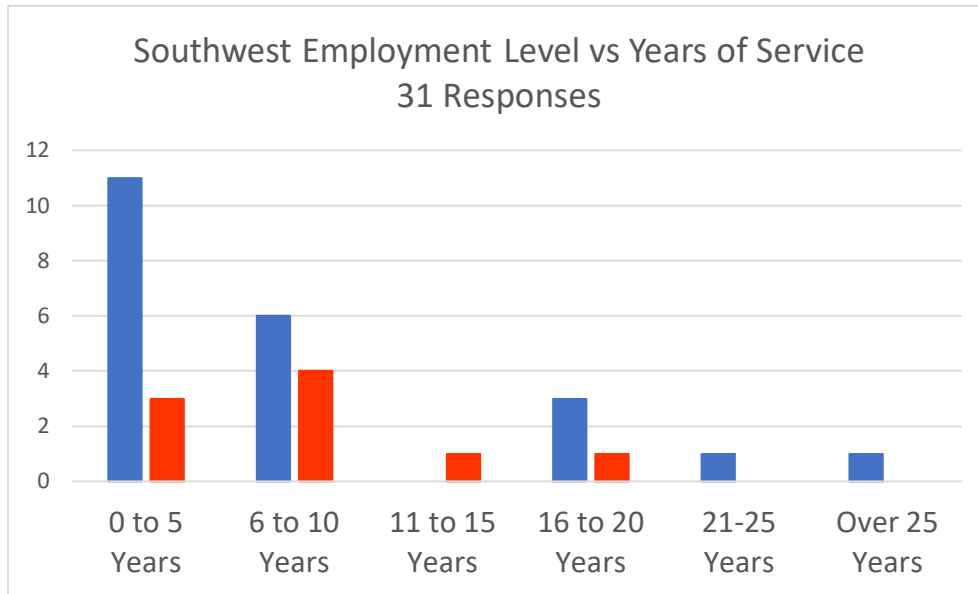
Part-Time Rates	Responses
Under \$50	2
\$51 - \$75	10
\$76 - \$100	9
\$101 - \$150	7
Over \$151	0

Full-Time Northwest Rates Per Hour
14 Responses

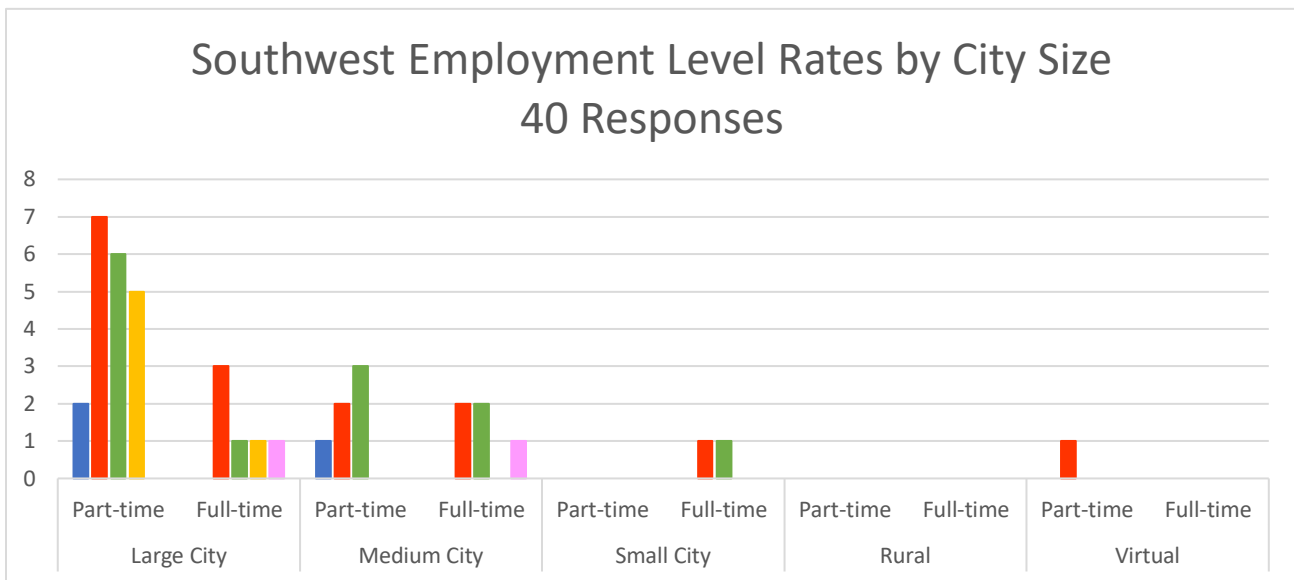


Full-Time Rates	Responses
Under \$50	2
\$51 - \$75	3
\$76 - \$100	3
\$101 - \$150	4
Over \$151	2

Southwest DMM Survey Responses

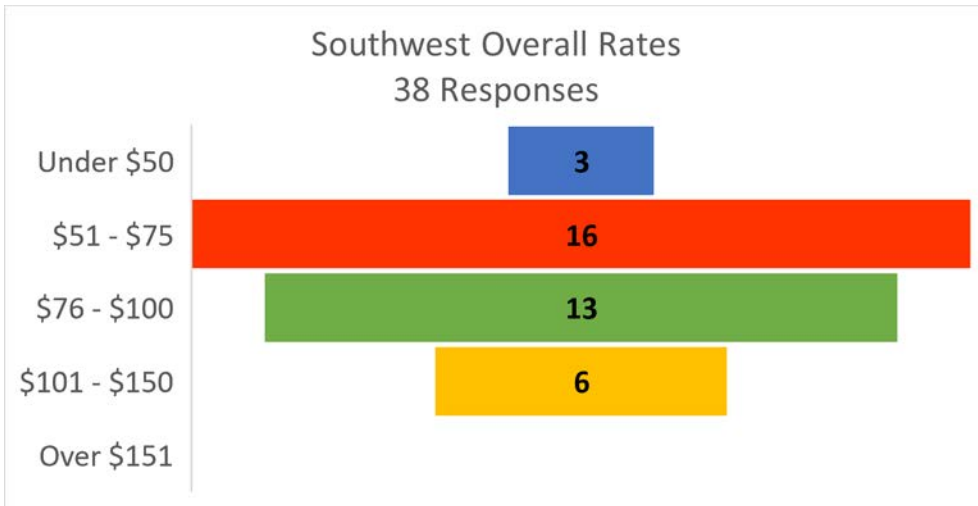


	0 to 5 Years	6 to 10 Years	11 to 15 Years	16 to 20 Years	21-25 Years	Over 25 Years	Total
Part-time	11	6	0	3	1	1	22
Full-time	3	4	1	1	0	0	9

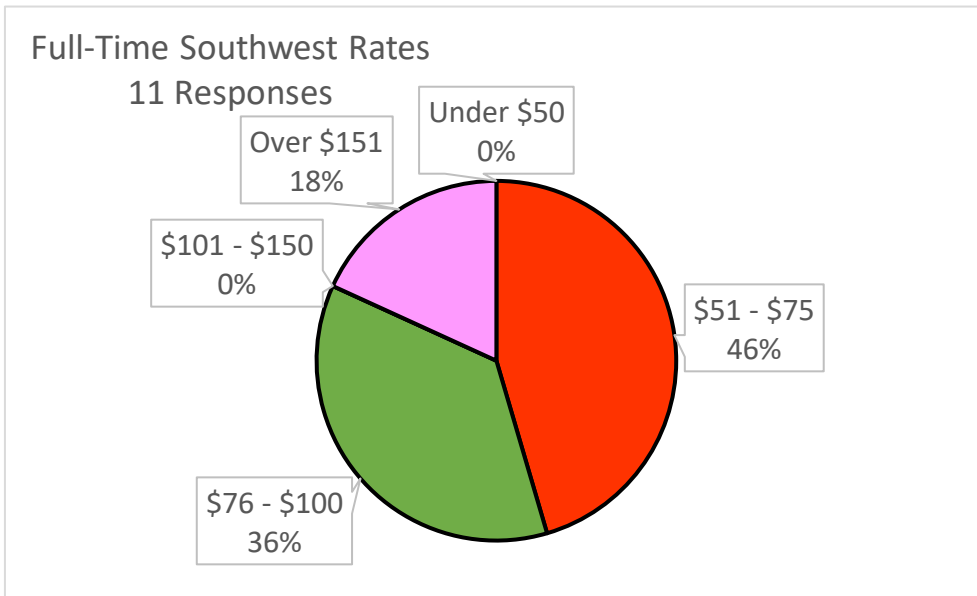


Client City Size	Large City		Medium City		Small City		Rural		Virtual		Total
Employment Level	Part	Full	Part	Full	Part	Full	Part	Full	Part	Full	
Under \$50	2	0	1	0	0	0	0	0	0	0	3
\$51 - \$75	7	3	2	2	0	1	0	0	1	0	16
\$76 - \$100	6	1	3	2	0	1	0	0	0	0	13
\$101 - \$150	5	1	0	0	0	0	0	0	0	0	6
Over \$151	0	1	0	1	0	0	0	0	0	0	2

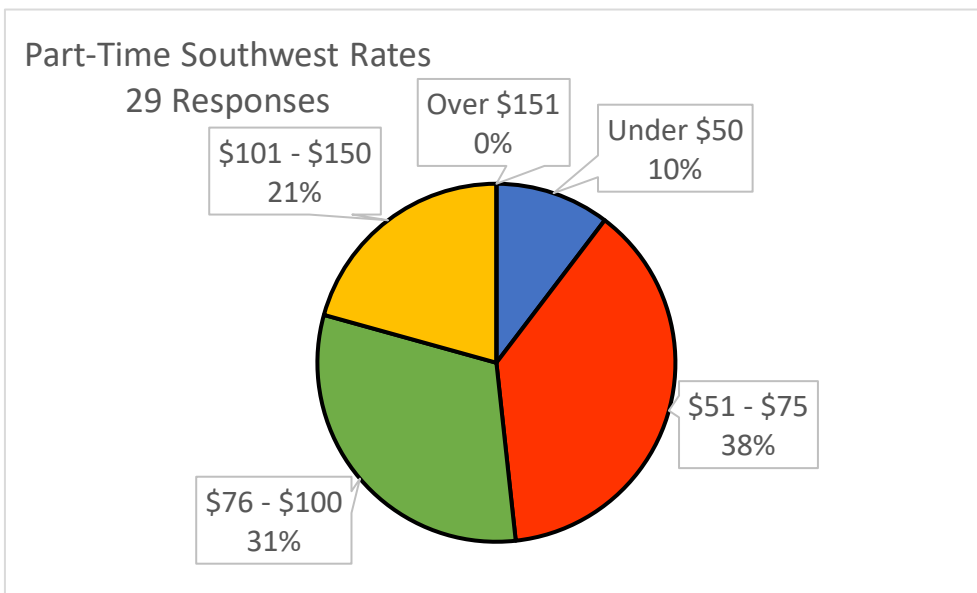
Southwest DMM Survey Responses



Rates	Responses
Under \$50	3
\$51 - \$75	16
\$76 - \$100	13
\$101 - \$150	6
Over \$151	0

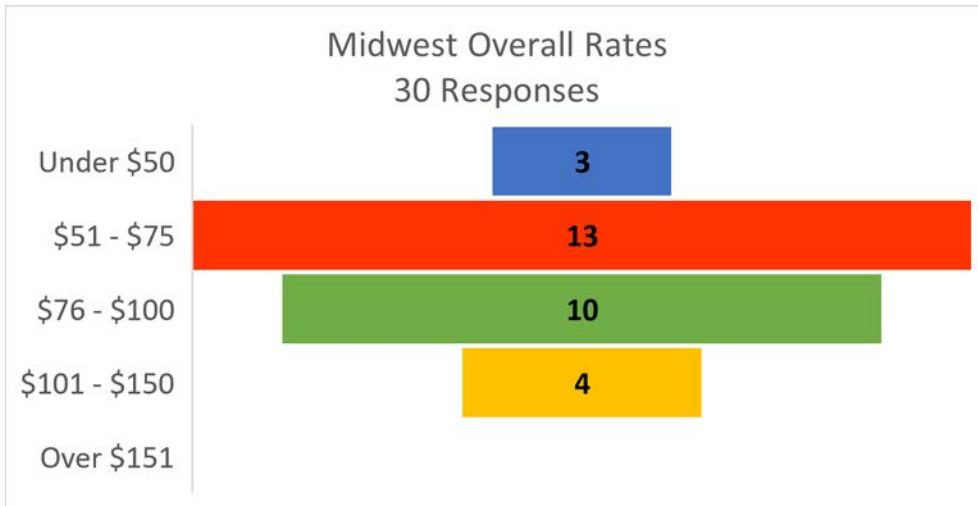


Part-Time Rates	Responses
Under \$50	0
\$51 - \$75	5
\$76 - \$100	4
\$101 - \$150	0
Over \$151	2

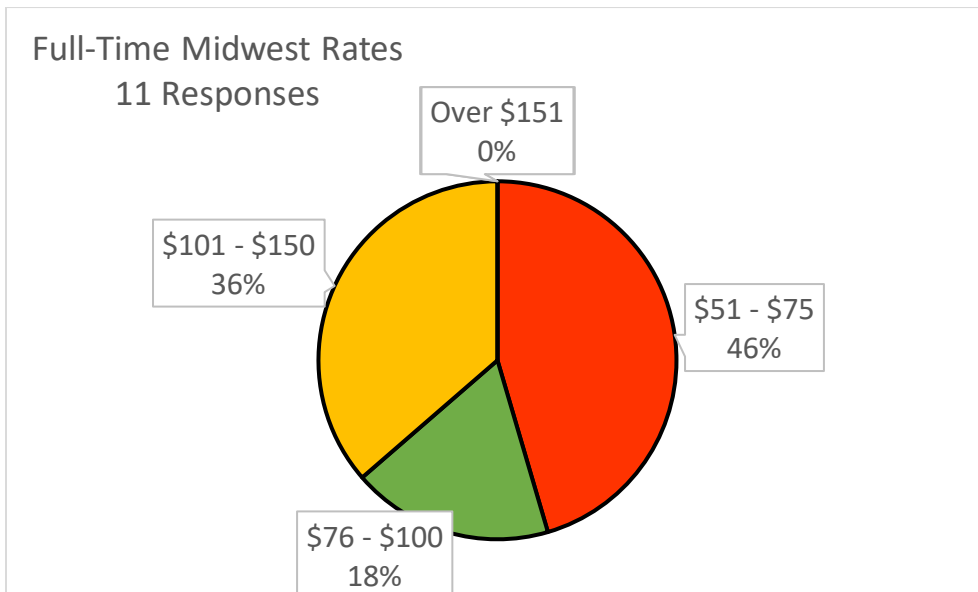


Full-Time Rates	Responses
Under \$50	3
\$51 - \$75	11
\$76 - \$100	9
\$101 - \$150	6
Over \$151	0

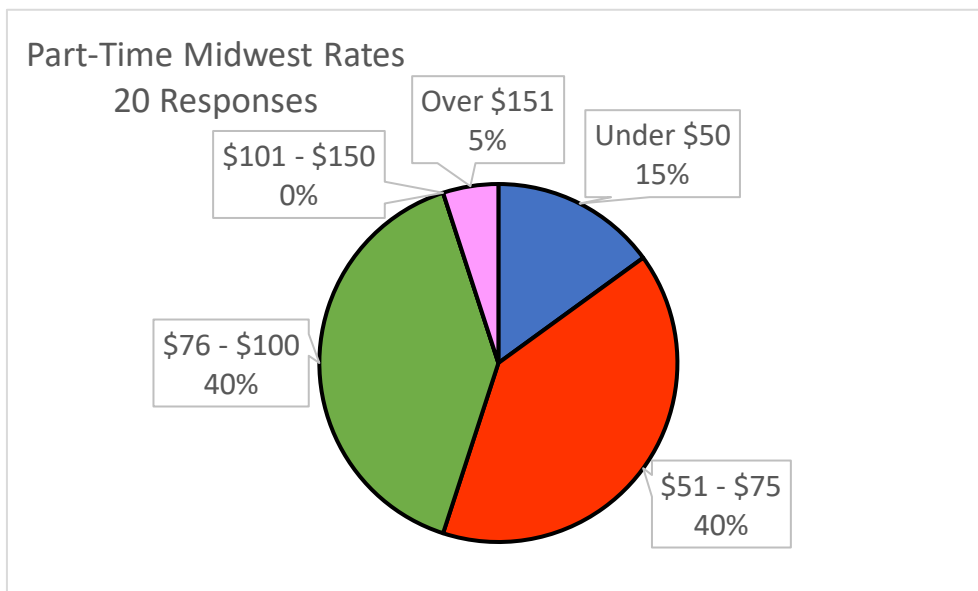
Midwest DMM Survey Responses



Rates	Responses
Under \$50	3
\$51 - \$75	13
\$76 - \$100	10
\$101 - \$150	4
Over \$151	0

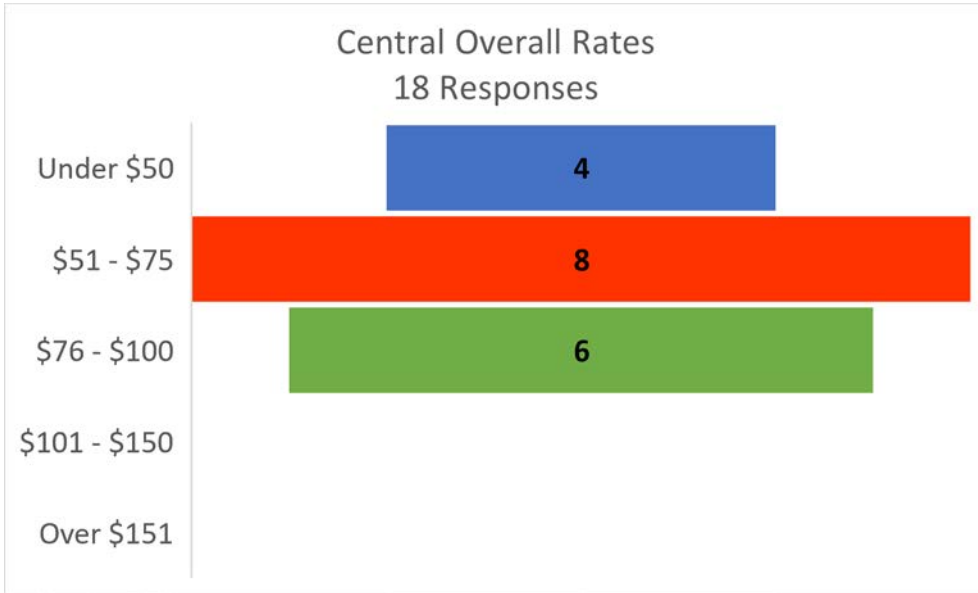


Part-Time Rates	Responses
Under \$50	0
\$51 - \$75	5
\$76 - \$100	2
\$101 - \$150	4
Over \$151	0

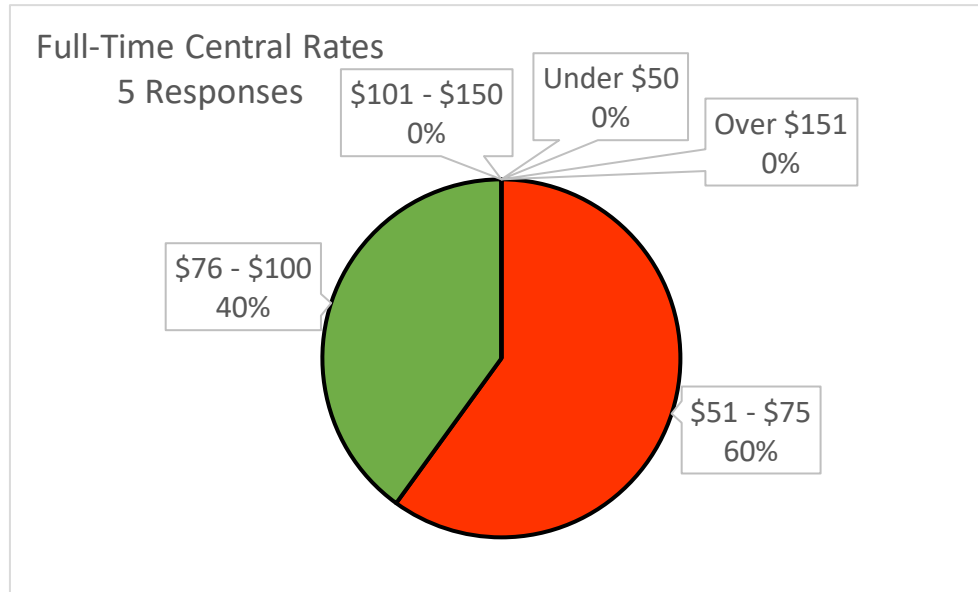


Full-Time Rates	Responses
Under \$50	3
\$51 - \$75	8
\$76 - \$100	8
\$101 - \$150	0
Over \$151	1

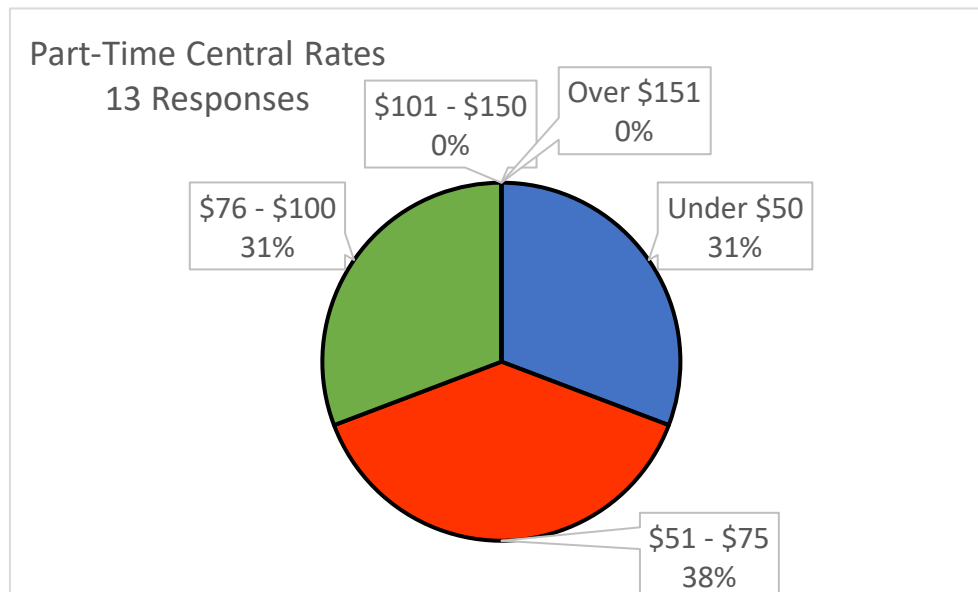
Central DMM Survey Responses



Rates	Responses
Under \$50	4
\$51 - \$75	8
\$76 - \$100	6
\$101 - \$150	0
Over \$151	0

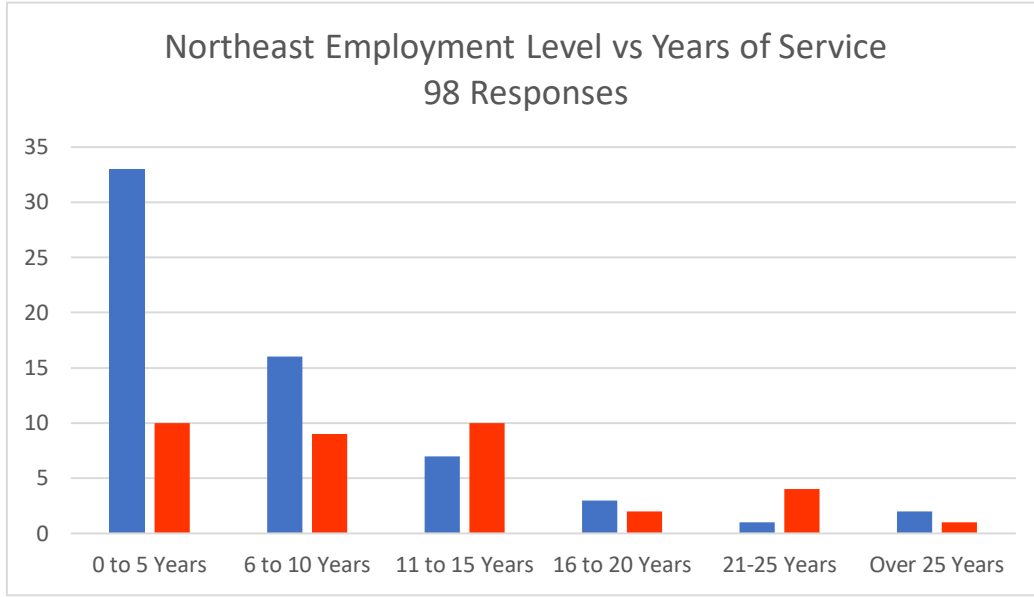


Part-Time Rates	Responses
Under \$50	0
\$51 - \$75	3
\$76 - \$100	2
\$101 - \$150	0
Over \$151	0

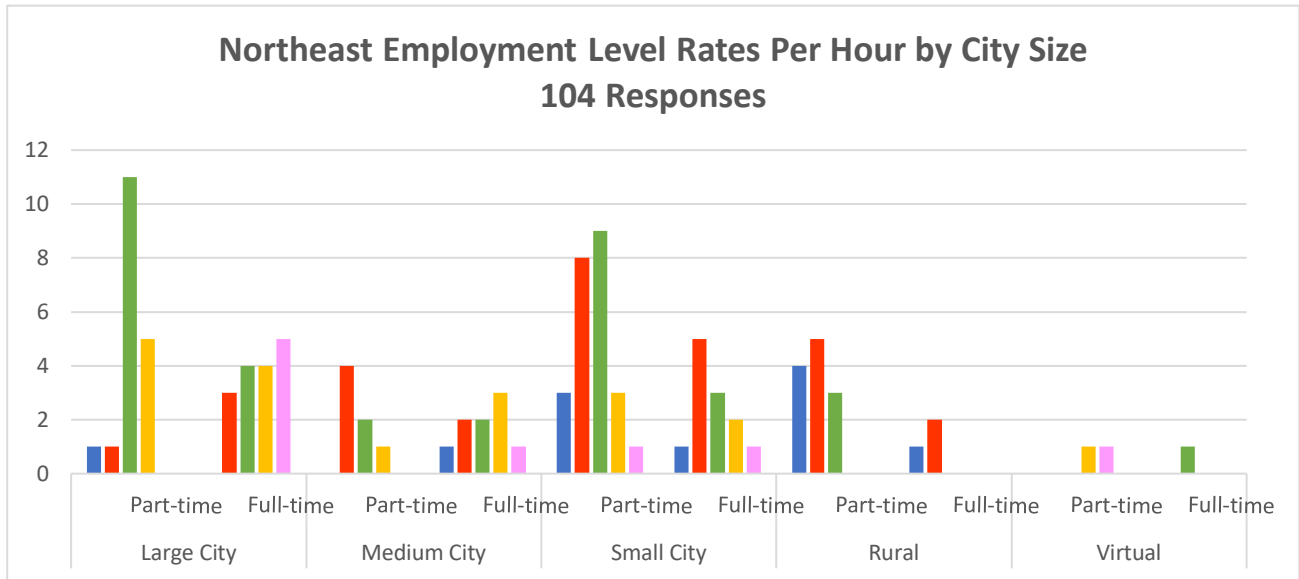


Full-Time Rates	Responses
Under \$50	4
\$51 - \$75	5
\$76 - \$100	4
\$101 - \$150	0
Over \$151	0

Northeast DMM Survey Responses

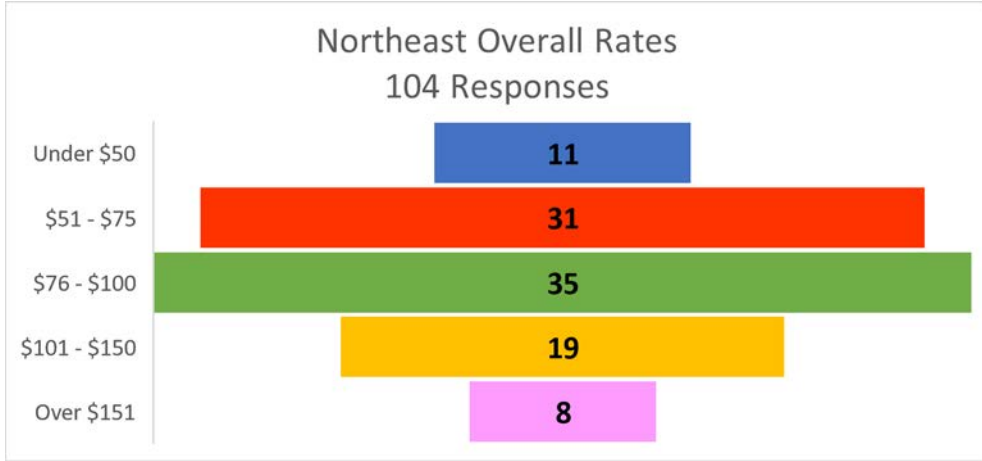


	0 to 5 Years	6 to 10 Years	11 to 15 Years	16 to 20 Years	21-25 Years	Over 25 Years	Total
Part-time	33	16	7	3	1	2	62
Full-time	10	9	10	2	4	1	36

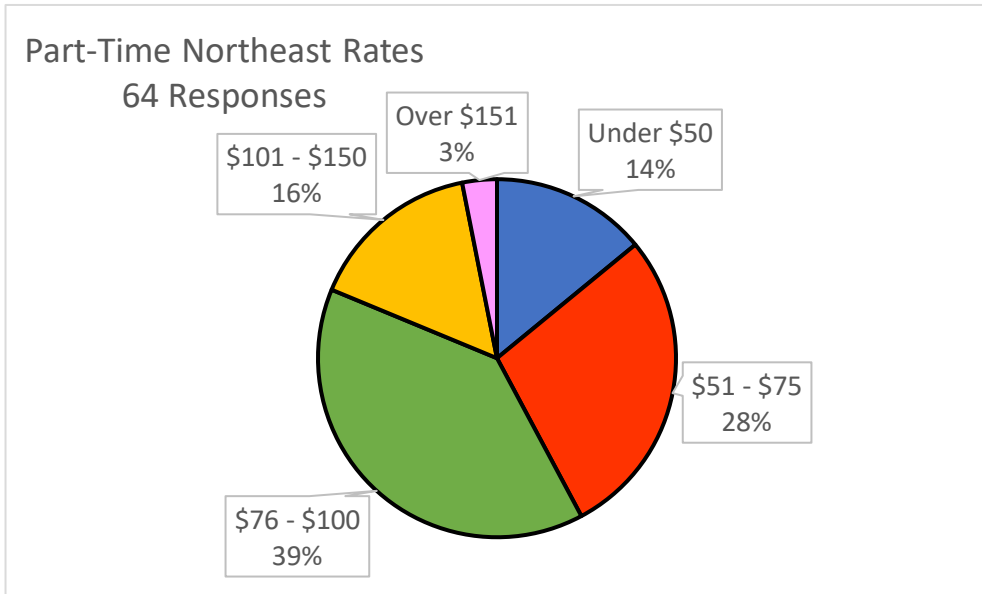


Client City Size	Large City		Medium City		Small City		Rural		Virtual		Total
Employment Level	Part	Full	Part	Full	Part	Full	Part	Full	Part	Full	
Under \$50	1	0	0	1	3	1	4	1	0	0	11
\$51 - \$75	1	3	4	2	8	5	5	2	0	0	30
\$76 - \$100	11	4	2	2	9	3	3	0	0	1	35
\$101 - \$150	5	4	1	3	3	2	0	0	1	0	19
Over \$151	0	5	0	1	1	1	0	0	1	0	9

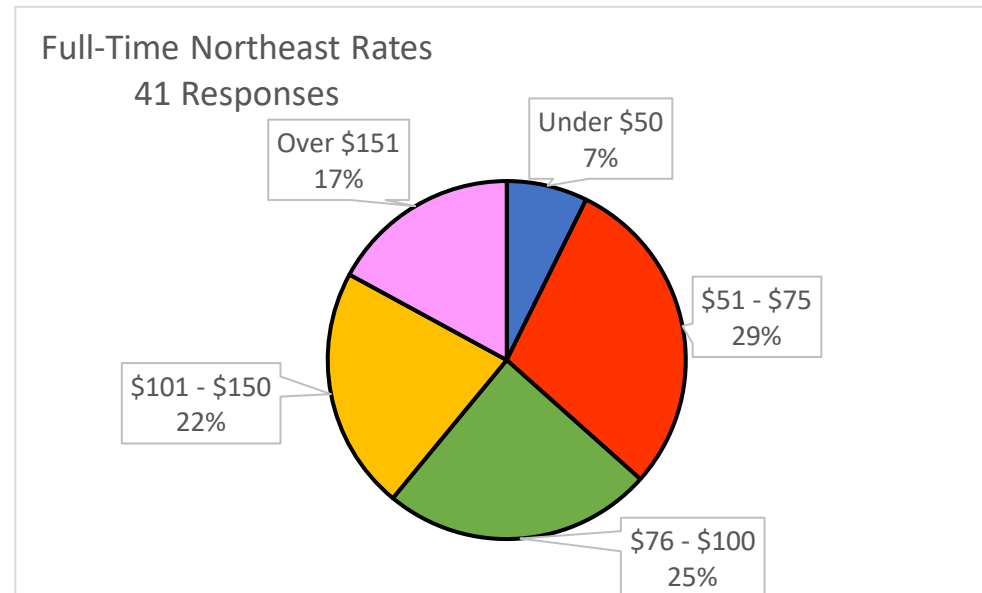
Northeast DMM Survey Responses



Rates	Responses
Under \$50	11
\$51 - \$75	31
\$76 - \$100	35
\$101 - \$150	19
Over \$151	8

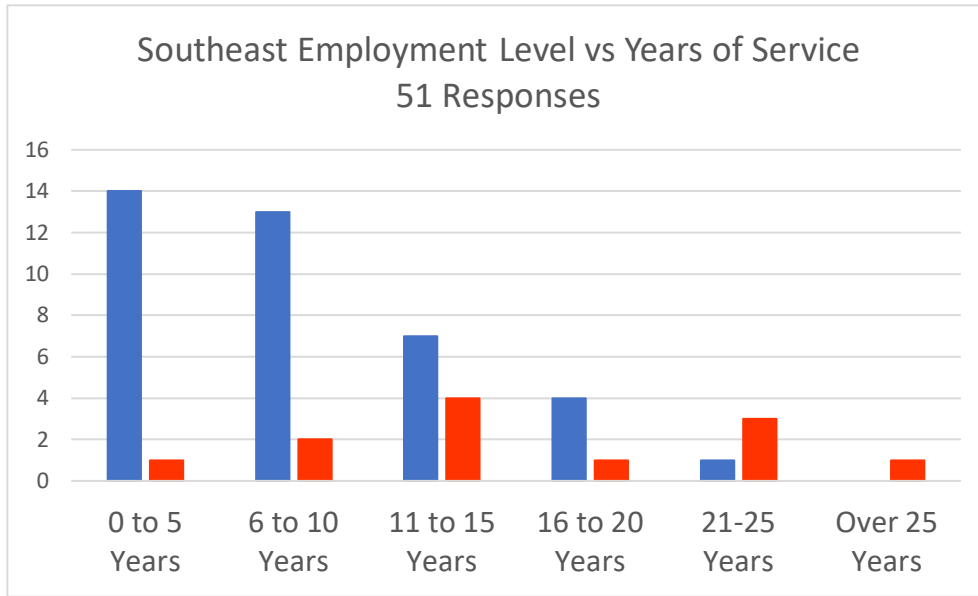


Part-Time Rates	Responses
Under \$50	9
\$51 - \$75	18
\$76 - \$100	25
\$101 - \$150	10
Over \$151	2

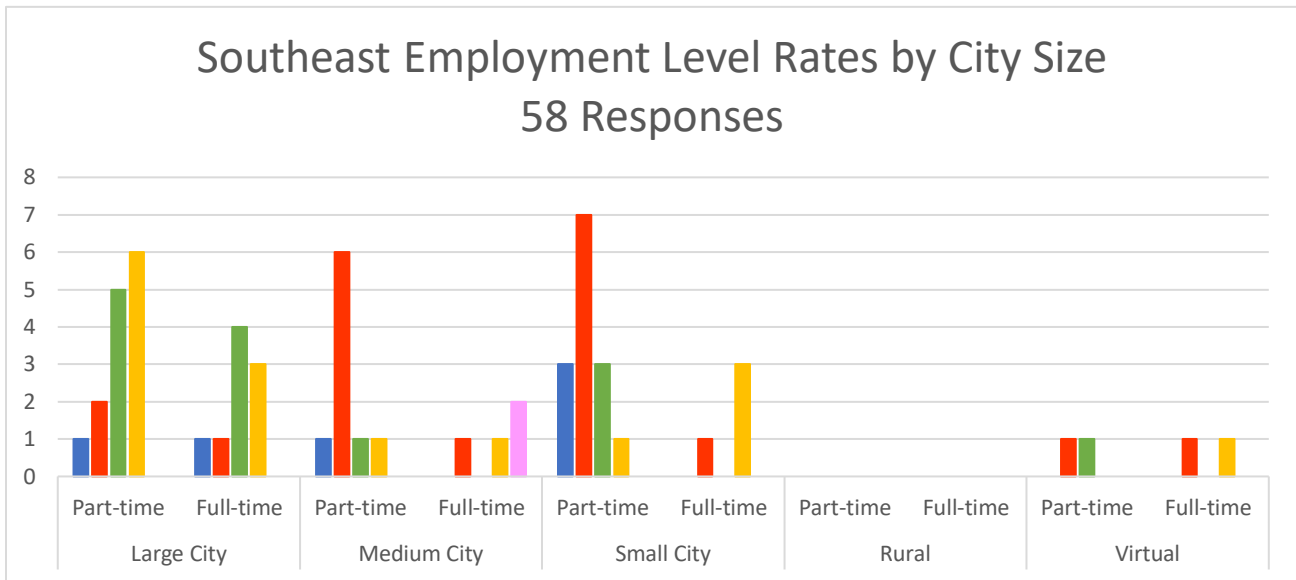


Full-Time Rates	Responses
Under \$50	3
\$51 - \$75	12
\$76 - \$100	10
\$101 - \$150	9
Over \$151	7

Southeast DMM Survey Responses

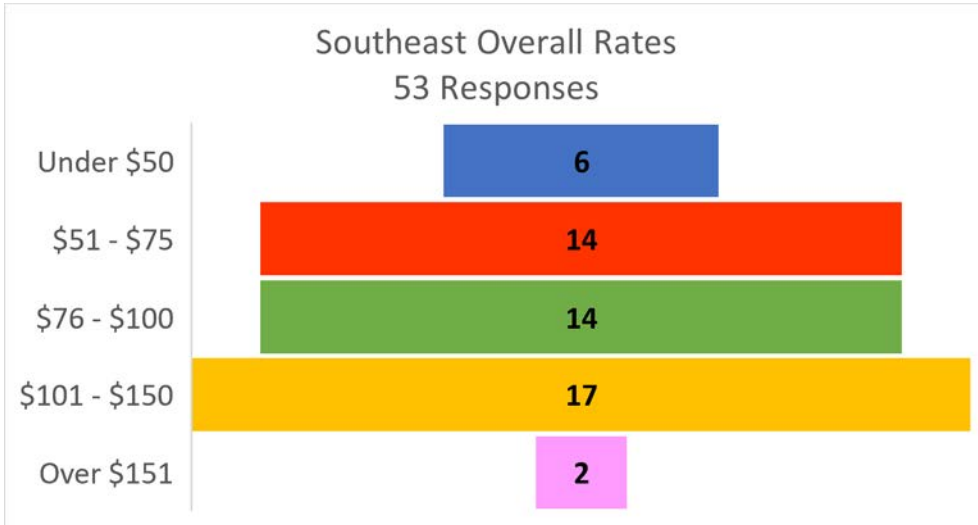


	0 to 5 Years	6 to 10 Years	11 to 15 Years	16 to 20 Years	21-25 Years	Over 25 Years	Total
Part-time	14	13	7	4	1	0	39
Full-time	1	2	4	1	3	1	12

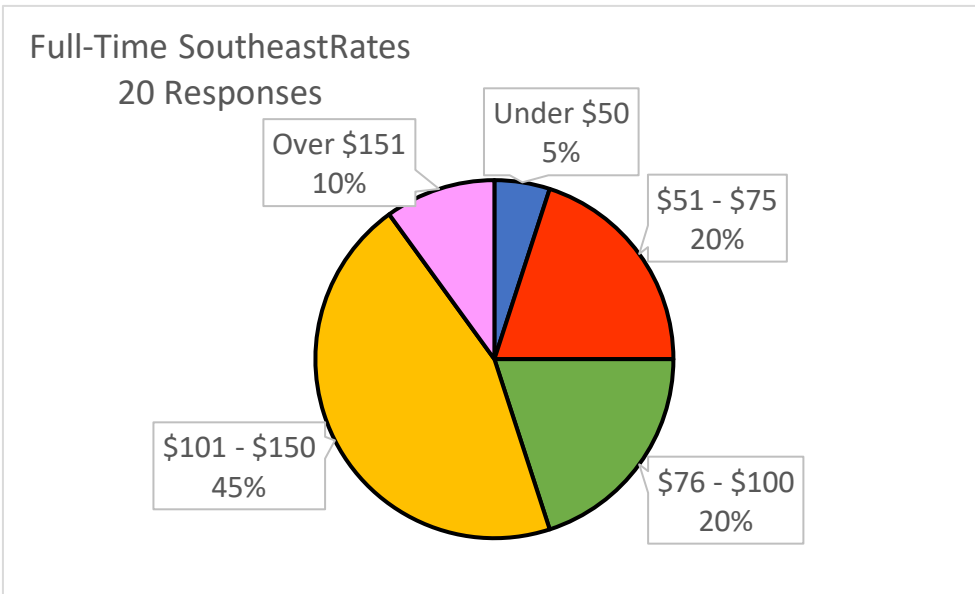


Client City Size	Large City		Medium City		Small City		Rural		Virtual		Total
Employment Level	Part	Full	Part	Full	Part	Full	Part	Full	Part	Full	
Under \$50	1	1	1	0	3	0	0	0	0	0	6
\$51 - \$75	2	1	6	1	7	1	0	0	1	1	20
\$76 - \$100	5	4	1	0	3	0	0	0	1	0	14
\$101 - \$150	6	3	1	1	1	3	0	0	0	1	16
Over \$151	0	0	0	2	0	0	0	0	0	0	2

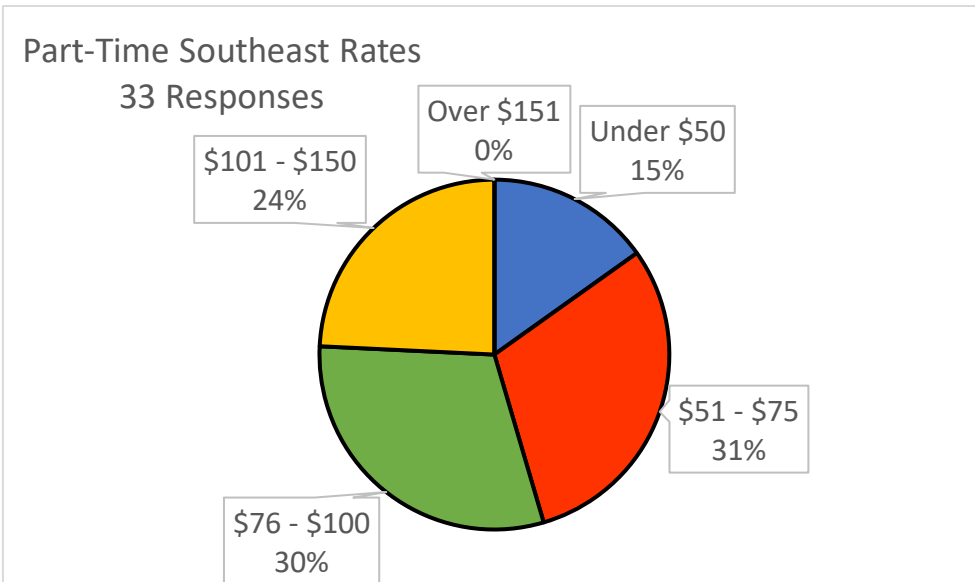
Southeast DMM Survey Responses



Rates	Responses
Under \$50	6
\$51 - \$75	14
\$76 - \$100	14
\$101 - \$150	17
Over \$151	2

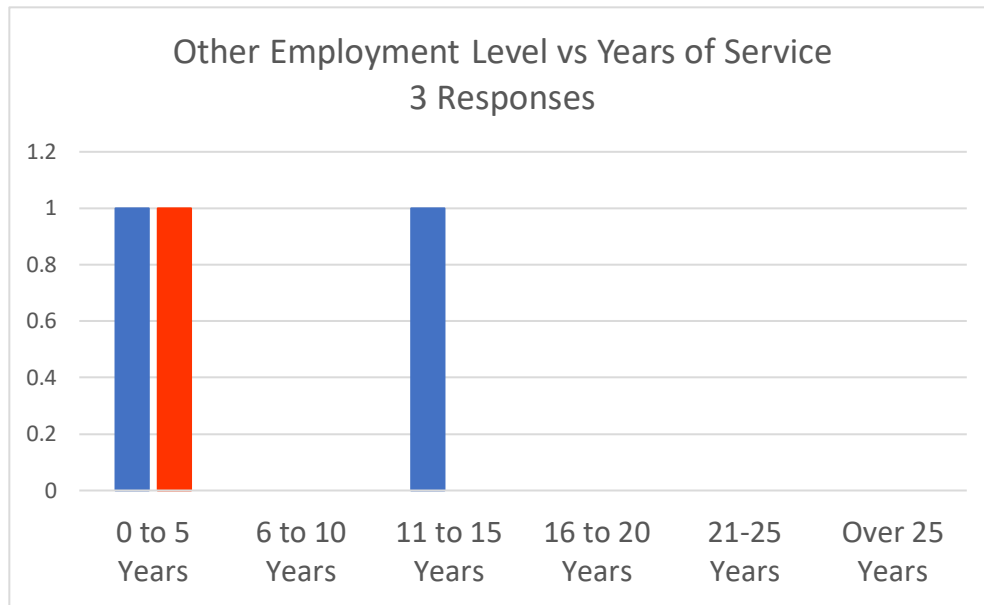


Part-Time Rates	Responses
Under \$50	1
\$51 - \$75	4
\$76 - \$100	4
\$101 - \$150	9
Over \$151	2

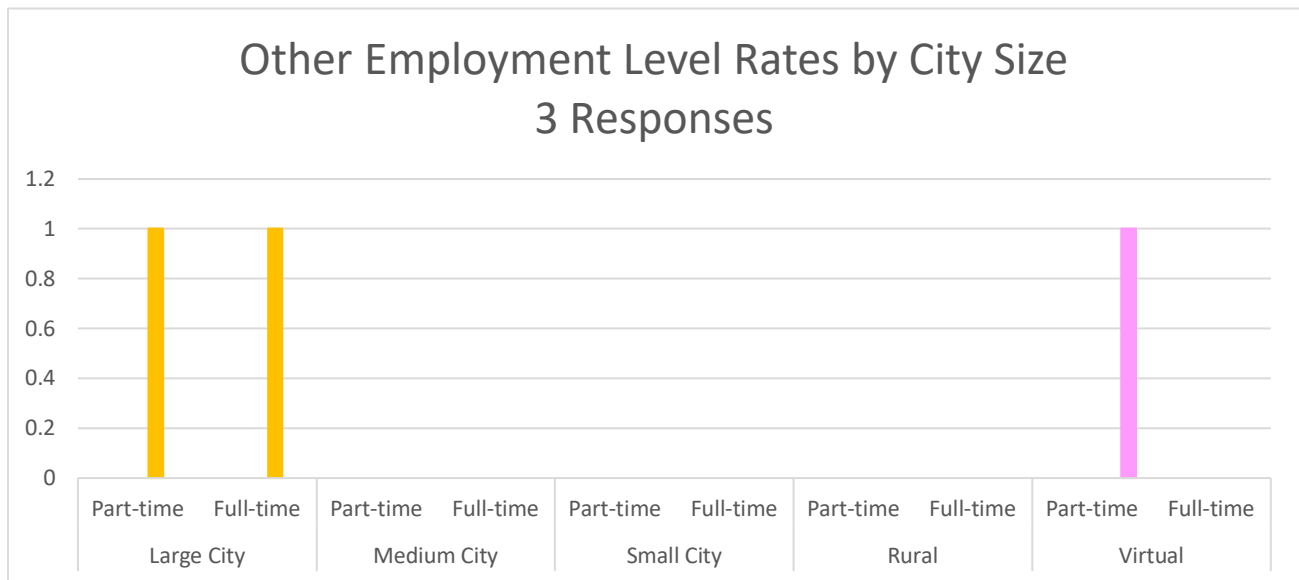


Full-Time Rates	Responses
Under \$50	5
\$51 - \$75	10
\$76 - \$100	10
\$101 - \$150	9
Over \$151	0

Other (serve clients outside the US regions) DMM Survey Responses

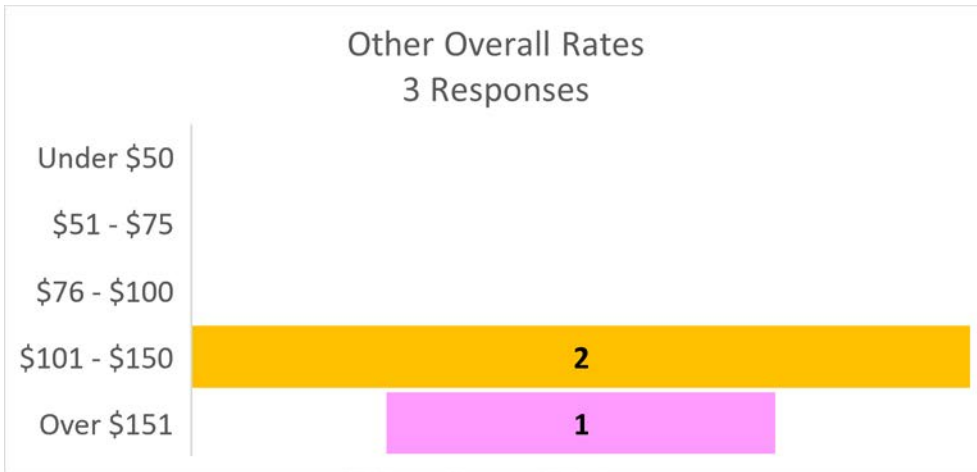


	0 to 5 Years	6 to 10 Years	11 to 15 Years	16 to 20 Years	21-25 Years	Over 25 Years	Total
Part-time	1	0	1	0	0	0	2
Full-time	1	0	0	0	0	0	1

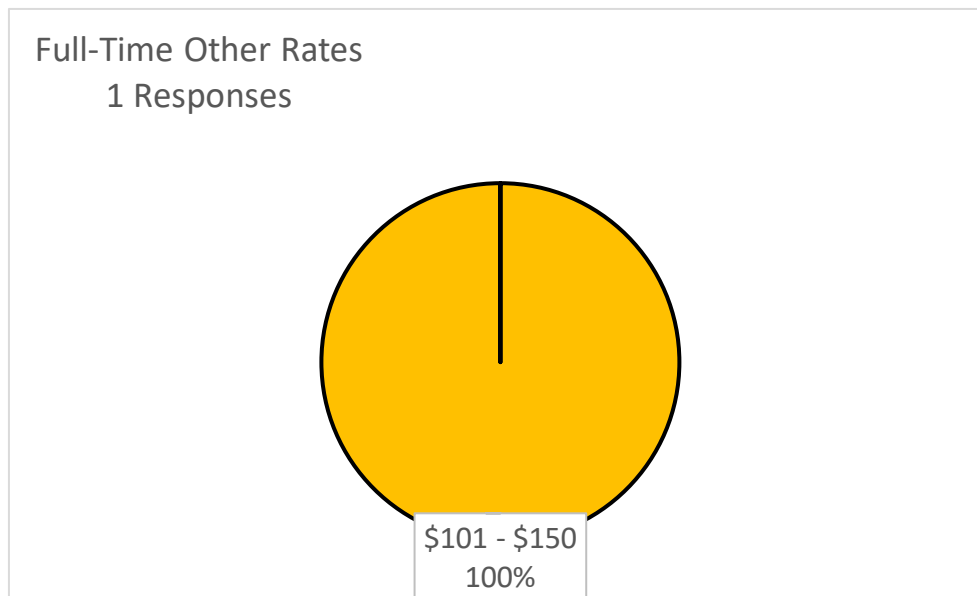


Client City Size	Large City		Medium City		Small City		Rural		Virtual		Total
Employment Level	Part	Full	Part	Full	Part	Full	Part	Full	Part	Full	
Under \$50	0	0	0	0	0	0	0	0	0	0	0
\$51 - \$75	0	0	0	0	0	0	0	0	0	0	0
\$76 - \$100	0	0	0	0	0	0	0	0	0	0	0
\$101 - \$150	1	1	0	0	0	0	0	0	0	0	2
Over \$151	0	0	0	0	0	0	0	0	1	0	1

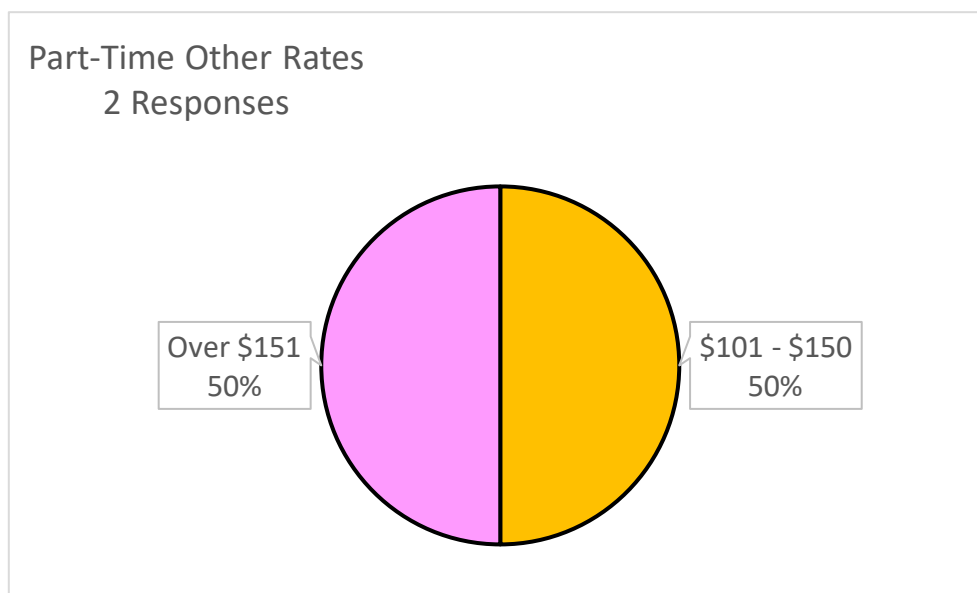
Other (serve clients outside the US regions) DMM Survey Responses



Rates	Responses
Under \$50	0
\$51 - \$75	0
\$76 - \$100	0
\$101 - \$150	2
Over \$151	1



Part-Time Rates	Responses
Under \$50	0
\$51 - \$75	0
\$76 - \$100	0
\$101 - \$150	1
Over \$151	0



Full-Time Rates	Responses
Under \$50	0
\$51 - \$75	0
\$76 - \$100	0
\$101 - \$150	1
Over \$151	1