The Journal of Consumer Education

Dedicated to the advancement of consumer education for all members of society

Financial Education in 2010 and Beyond: Helping Consumers Adapt to a "New Normal"
Barbara O’Neill ................................................................. 1

From Financial Education to Financial Capability: Opportunities for Innovation
Joshua Sledge, Jennifer Tescher, and Sarah Gordon ................................ 16

Using Promotoras to Deliver Financial Education in Low-Income Communities
Curtis P. Ogland ......................................................................... 30

Risk-Tolerance Estimation Bias: Do Married Women And Men Differ?
John Gilliam and John E. Grable.................................................. 45

Telephonic Financial Education with Rural Low-Wage Earners
Sara Croymans, Debra Carpenter, and Therese Perro....................... 59

Understanding Saving and Debt Behavior among Chinese Seniors: An Exploratory Study
Yi Cai, Allen Martin, and Wei Cao .................................................. 73

Raising Consumers’ Awareness of Savings Opportunities: The Saver’s Credit and Tax Season
Lance Palmer, Joseph W. Goetz, and Nathaniel J. Harness.................. 87

The Consumer Interest in 2010 and Beyond: Defining an Agenda for the Future
Brenda Cude, John E. Grable, George Haynes, Larry Kirsch, Angela C. Lyons, Robert Mayer, and Jing Jian Xiao.............................................. 102

Published by The Illinois Consumer Education Association
2011 CALL FOR PAPERS
THE JOURNAL of CONSUMER EDUCATION
http://www.cefe.illinois.edu/JCE/

Articles should be in one of the following categories:

A. **Research Paper.** A presentation of a recently completed research project that has implications for consumer educators. The manuscript should clearly present (a) the problem statement and background on the problem; (b) research procedures including population identification, sampling techniques, data collection methods, and data analysis; (c) a summary of findings and conclusions; and (d) a discussion of the implications for consumer education instruction or curriculum development.

B. **Position Paper.** A discussion of consumer education issues, problems, and trends including social and economic developments related to consumer education content, curriculum development, legislation, or instructional materials and techniques.

**Manuscript format:**

1. All manuscripts must be double spaced with 1-inch margins. Authors should use minimal formatting and 12-point, Times New Roman font.
2. Manuscripts should be no more than twenty (20) pages including the text, references, tables, and figures.
3. The title page of the manuscript should include contact information for each author (i.e., position, school affiliation, telephone number, mailing address, and e-mail address). Authors’ names should not appear elsewhere in the manuscript.
4. Headings should be used to highlight the main sections of the manuscript.
5. References in the text should be cited in APA (6th Edition) style, page number if appropriate.
6. The title page of the manuscript should include contact information for each author (i.e., position, school affiliation, telephone number, mailing address, and e-mail address). Authors’ names should not appear elsewhere in the manuscript.

**Submission procedures:**

Authors of submitted manuscripts must either be members of the Illinois Consumer Education Association (dues $20) or pay a $20 submission fee per article (check payable to the Illinois Consumer Education Association). For refereed review process, submit an electronic version of the manuscript by Friday, February 25, 2011 to jce-editors@gmail.com. Submissions must be sent as a Microsoft Word document. Submission fees can be mailed to:

Dr. Helen Roberts, Co-Editor
The Journal of Consumer Education
Department of Economics
University of Illinois at Chicago
601 S. Morgan #709 (m/c 144)
Chicago, IL 60607-7107
Phone: (312) 355-0378
Email: hroberts@uic.edu

---

**Editors**

Mary Arends-Kuenning, University of Illinois
Angela C. Lyons, University of Illinois
Urvi Neelakantan, University of Illinois

**2010 Editorial Board**

Brenda Cude..........................University of Georgia
Yunhee Chang........................University of Mississippi
Jeffrey Dew............................Utah State University
Dorothy Bagwell Durband...............Texas Tech University
John Grable..........................Kansas State University
Michael Gutter........................University of Florida
Deborah Haynes......................Montana State University
Jeanne Hogarth......................Federal Reserve Board
Katia Jacob...........................Federal Reserve Bank of Chicago
Hyungsoo Kim.........................University of Kentucky
Jinhee Kim............................University of Maryland
Joan Koonce..........................University of Georgia
Frances C. Lawrence...............Louisiana State University
Jean M. Lown.........................Utah State University
Robin Newberger....................Federal Reserve Bank of Chicago
Robert Nielson......................University of Georgia
Beth Olson............................Michigan State University
Barbara O'Neill......................Rutgers University
Lance Palmer........................University of Georgia
Sherrie L. W. Rhine.................Federal Deposit Insurance Corporation
Helen Roberts.......................University of Illinois at Chicago
Barbara Robles......................Federal Reserve Board
Erik Scherpf........................Economic Research Service, USDA
Jonathan Spader......................Abt Associates, Inc.
William B. Walstad................University of Nebraska-Lincoln
Jing Jian Xiao.......................University of Rhode Island
Donald Zabelin.....................West Chicago Community High School

**ISSN:** 1042:5950

*Volumes 1-2 of the Illinois Journal of Consumer Education and Volumes 3-26 of The Journal of Consumer Education are available online at http://www.cefe.illinois.edu/JCE/archives/.*
2010 Editorial Board
Brenda Cude………………………………..University of Georgia
Yunhee Chang…………………………….. University of Mississippi
Jeffrey Dew……………………………….. Utah State University
Dorothy Bagwell Durband………………… Texas Tech University
John Grable…………………………………. Kansas State University
Michael Gutter…………………………… University of Florida
Deborah Haynes…………………………… Montana State University
Jeanette Hogarth………………………… Federal Reserve Board
Kate Jacob…………………………………. Federal Reserve Bank of Chicago
Hyungsoo Kim…………………………….. University of Kentucky
Jinhee Kim………………………………… University of Maryland
Joan Koonce……………………………… University of Georgia
Frances C. Lawrence……………………… Louisiana State University
Jean M. Lown…………………………….. Utah State University
Robin Newberger………………………… Federal Reserve Bank of Chicago
Robert Nielson…………………………….. University of Georgia
Beth Olson………………………………… Michigan State University
Barbara O'Neill…………………………… Rutgers University
Lance Palmer……………………………… University of Georgia
Sherrie L. W. Rhine……………………… Federal Deposit Insurance Corporation
Helen Roberts…………………………….. University of Illinois at Chicago
Barbara Robles…………………………….. Federal Reserve Board
Erik Scherpf……………………………… Economic Research Service, USDA
Jonathan Spader………………………… Abt Associates, Inc.
William B. Walstad……………………… University of Nebraska-Lincoln
Jing Jian Xiao…………………………….. University of Rhode Island
Donald Zabelin…………………………… West Chicago Community High School

ISSN: 1042:5950

Volumes 1-2 of the Illinois Journal of Consumer Education and Volumes 3-26 of The Journal of Consumer Education are available online at http://www.cefe.illinois.edu/JCE/archives/.

2011 CALL FOR PAPERS
THE JOURNAL of CONSUMER EDUCATION
http://www.cefe.illinois.edu/JCE/

Articles should be in one of the following categories:

A. Research Paper. A presentation of a recently completed research project that has implications for consumer educators. The manuscript should clearly present (a) the problem statement and background on the problem; (b) research procedures including population identification, sampling techniques, data collection methods, and data analysis; (c) a summary of findings and conclusions; and (d) a discussion of the implications for consumer education instruction or curriculum development.

B. Position Paper. A discussion of consumer education issues, problems, and trends including social and economic developments related to consumer education content, curriculum development, legislation, or instructional materials and techniques.

Manuscript format:
1. All manuscripts must be double spaced with 1-inch margins. Authors should use minimal formatting and 12-point, Times New Roman font.
2. Manuscripts should be no more than twenty (20) pages including the text, references, tables, and figures.
3. The title page of the manuscript should include contact information for each author (i.e., position, school affiliation, telephone number, mailing address, and e-mail address). Authors' names should not appear elsewhere in the manuscript.
4. Headings should be used to highlight the main sections of the manuscript.
5. References in the text should be cited in APA (6th Edition) style, page number if appropriate.
6. The reference list at the end of the manuscript should be in alphabetical order. Citations should follow APA (6th Edition) style.
7. Tables and figures should be placed at the end of the text and follow APA (6th Edition) style.

Submission procedures:
Authors of submitted manuscripts must either be members of the Illinois Consumer Education Association (dues $20) or pay a $20 submission fee per article (check payable to the Illinois Consumer Education Association). For refereed review process, submit an electronic version of the manuscript by Friday, February 25, 2011 to jce.editors@gmail.com. Submissions must be sent as a Microsoft Word document. Submission fees can be mailed to:

Dr. Helen Roberts, Co-Editor
The Journal of Consumer Education
Department of Economics
University of Illinois at Chicago
601 S. Morgan #709 (m/c 144)
Chicago, IL 60607-7107
Phone: (312) 355-0378
Email: hroberts@uic.edu
THE JOURNAL OF CONSUMER EDUCATION

Volume 27 2010

Dedicated to the advancement of consumer education for all members of society

Financial Education in 2010 and Beyond: Helping Consumers Adapt to a "New Normal"
Barbara O'Neill ................................................................. 1

From Financial Education to Financial Capability: Opportunities for Innovation
Joshua Sledge, Jennifer Tescher, and Sarah Gordon .......................... 16

Using Promotoras to Deliver Financial Education in Low-Income Communities
Curtis P. Ogland ......................................................................... 30

Risk-Tolerance Estimation Bias: Do Married Women And Men Differ?
John Gilliam and John E. Grable................................................. 45

Telephonic Financial Education with Rural Low-Wage Earners
Sara Croymans, Debra Carpenter, and Therese Perro.................... 59

Understanding Saving and Debt Behavior among Chinese Seniors: An Exploratory Study
Yi Cai, Allen Martin, and Wei Cao .............................................. 73

Raising Consumers’ Awareness of Savings Opportunities: The Saver’s Credit and Tax Season
Lance Palmer, Joseph W. Goetz, and Nathanial J. Harness............... 87

The Consumer Interest in 2010 and Beyond: Defining an Agenda for the Future
Brenda Cude, John E. Grable, George Haynes, Larry Kirsch, Angela C. Lyons, Robert Mayer, and Jing Jian Xiao.......................... 102

Published by The Illinois Consumer Education Association