



NerdWallet Launches 5toThrive, a Free Online Course to Help Americans Build Financial Confidence

New NerdWallet course to help instill five key behaviors and support the 82% of Americans who lack confidence in their financial knowledge

San Francisco, CA – JUNE 24, 2025 – [NerdWallet, Inc.](#) (NASDAQ: NRDS), which provides trustworthy financial guidance to consumers and small and mid-sized businesses (SMBs), today announced the launch of [5toThrive](#) by NerdWallet, a new consumer-focused educational series designed to bridge the gap between financial intention and financial action.

NerdWallet envisions a world where everyone makes financial decisions with confidence, but that is not the reality for many Americans. In fact, a recent NerdWallet survey, conducted online by The Harris Poll, reveals 82% of Americans lack confidence in their overall financial knowledge and 21% of these Americans say it's because they do not know where to start learning. NerdWallet understands that true long-term financial stability comes from not just knowing what to do, but from making meaningful behavior shifts that turn intention into consistent action.

5toThrive by NerdWallet is a free self-guided online educational series focused on five key financial behaviors. The program condenses thousands of articles from NerdWallet's library into five simple modules aimed at instilling five key behaviors that lead to long-term financial stability, including:

1. **Get Smarter About Your Finances:** Get familiar with the basics of personal finance
2. **Budget Today for a Better Tomorrow:** Learn how to choose the right budget, track expenses and tools for paying off debt
3. **Make a Financial Game Plan:** Strategies to lower expenses and grow savings
4. **Invest on Your Own Terms:** Introductory course on investing and financial planning
5. **Stay the Course:** Tips for how to make the new money habits stick to achieve long-term financial stability

"We're trying to create more equitable access to financial resources to help people get started. Whether you're starting out, starting over, or already on your financial journey, 5toThrive by NerdWallet can be a trusted resource and partner to help lighten the mental load that comes with managing personal finances," says Shai Poulard, NerdWallet Director of Global Talent



Enablement & Belonging. “By focusing on five financial habits, 5toThrive can help consumers create long-term behavioral changes, build positive habits and foster greater peace of mind.”

NerdWallet’s survey also found that 79% of Americans have concerns about their current financial situation and 83% have taken action to save money in the last 12 months. The first three modules of 5toThrive by NerdWallet are particularly focused on the basics of personal finance and how to navigate immediate financial needs, while the final two modules provide guidance for long-term financial wellbeing.

“In times of economic stress and uncertainty, many Americans make short-term changes to their household finances — saving money in a precautionary way and cutting back on discretionary spending such as dining out and travel. Our recent survey substantiates this,” says Elizabeth Renter, NerdWallet Senior Economist. “Such short-term cuts are a simple way to deal with current and near-future financial stressors, but many people lack confidence in planning for the longer term. Expert information paired with behavioral nudges can empower Americans to take the initial steps in building positive financial habits to shape long-term financial security.”

5toThrive by NerdWallet provides accessible and actionable steps to improve financial behavior and reduce financial overwhelm and those who complete the 5toThrive course earn a digital LinkedIn badge.

Learn more about how to shift financial habits with 5toThrive by NerdWallet and sign up for the course [here](#).

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About NerdWallet

NerdWallet (Nasdaq: NRDS) is on a mission to provide clarity for all of life’s financial decisions. As a personal finance website and app, NerdWallet provides consumers with trustworthy and knowledgeable financial information so they can make smart money moves. From finding the best credit card to buying a house, NerdWallet is there to help consumers make financial decisions with confidence. Consumers have free access to our expert content and comparison shopping marketplaces, plus a data-driven app, which helps them stay on top of their finances



and save time and money, giving them the freedom to do more. NerdWallet is available for consumers in the U.S., UK, Canada and Australia.

NerdWallet Survey Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of NerdWallet from April 29 – May 1, 2025, among 2,098 U.S. adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact press@nerdwallet.com.