



1. What is LifeTuner?

LifeTuner.org is an expert-backed online personal finance site that brings together practical, unbiased advice from volunteer financial experts with a community of peers and individuals who've been there before -- all of whom can share their experiences and learn from each other. It offers tools, tips, articles and real-life stories and also features "8 habits," a proven set of behaviors that can help anyone greatly improve their chances of achieving strong financial health.

2. What makes LifeTuner unique?

- Nonprofit: LifeTuner is mission-driven and not trying to advertise or sell products to its site visitors. Its goal is to educate individuals on the importance of being in control of their money decisions.
- Community-Driven: LifeTuner provides ways to connect with peers, volunteer financial experts and individuals who've been there before to the information and support needed to make sound financial decisions.
- Interactive Tools: intentionally designed to limit the number of data fields for the user to enter information. The tools create "aha" educational moments and bring textbook principles to life.
- Intergenerational: focus is to connect the learning with experience and pass on information and guidance to the younger generation.

3. Why is AARP offering LifeTuner?

There is a growing recognition that young adults need to take a much more active role than previous generations in planning and preparing for their own financial security. A survey among AARP members revealed that 69% of AARP members are providing some level of financial support to their adult age children – from gas and groceries, to health insurance premiums, to home down payments. This, coupled with the fact that young adults turn to their parents as *the* primary source of financial advice and information, led AARP to create LifeTuner as a solution. AARP members can supplement their advice and guidance with LifeTuner, by recommending it as a helpful resource to their children and grandchildren to help them with money decisions, both large and small.

4. Why the name LifeTuner?

LifeTuner was vigorously tested with our young adult target group and conveyed brand attributes that we desired in the short-term, where our focus is initially on personal finance, and also longer-term where we see different ways that LifeTuner can develop. The name is really all about helping young adults 'tune up' various areas of their lives, so they can enjoy their best life.

5. Why is LifeTuner targeting 18-34 year-olds?

Based on research, AARP discovered that the 18-34 demographic is a group consisting of a cross-section of individuals who need significant help in building their future economic security. However, our hope is that much of the content and community support on LifeTuner will resonate with adults of all ages, as they seek to improve their personal finances and make positive life decisions.

6. Why are there no ads on the LifeTuner site?

At this time, AARP is not including ads on LifeTuner.org. We believe the absence of ads helps support LifeTuner's positioning as an unbiased, trusted resource.