

## **Money Zone: June 22, 2009**

Monday, June 22nd 2009

### **Advice Wanted**

More workers are turning to their employers for personal financial advice, researchers found.

Nearly 40% of executives surveyed by [Charles Schwab](#) reported that, since last fall, employee requests for broader financial education, such as guidance on budgeting and debt management, have increased.

Eight in 10 believed access to 401(k) investment advice was more important for workers than it was a year ago.

When asked to grade 401(k) plans, more than half said they believed the current system needed only slight improvements.

### **Rising small biz sales**

While starting a small business may sound risky these days, some fields have enjoyed significant sales growth over the past year, according to a new study.

Sales for computer program designers jumped 10.4%, revenue for day care providers grew 4.3%, and management and consulting firms posted sales growth of 5.4%, according to research firm Sageworks. Sales in the personal care services category, including hair and nail treatments, posted sales increases of about 5.1%.

Sageworks said these fields are popular for newcomers because startup barriers are low.

### **Helping entrepreneurs**

The [U.S. Small Business Administration](#) is offering new help for struggling small business owners.