

## **ABSTRACT**

The goal of this thesis is to complete a raster-based site suitability analysis that identifies varying levels of need for financial education in the City of Malden Massachusetts. The research product is intended to help decision makers evaluate where to site financial education training events or invest in support programs for the communities or neighborhoods in need. The thesis begins by reviewing the current state of financial education and arguments for its application. Individual factors and supporting evidence that seek to identify individuals in need of financial education is organized. The data preparation steps and multi-criteria evaluation (MCE) spatial methodology used to create the final research output is detailed. The MCE results in the City of Malden identify multiple regions with a high level of need for financial education. A review of these high need areas coincident with city zoning and a variety of geographic features highlights additional spatial relationships of interest. The author concludes the research by outlining how the final output can support deciding on locations for financial education events.