

Innovative Approaches to Educating Consumers

Karen Duncan

University of Manitoba

FCAC National Research Symposium on Financial Literacy

November 26-27

Toronto, ON



UNIVERSITY
OF MANITOBA

Rady Faculty of
Health Sciences

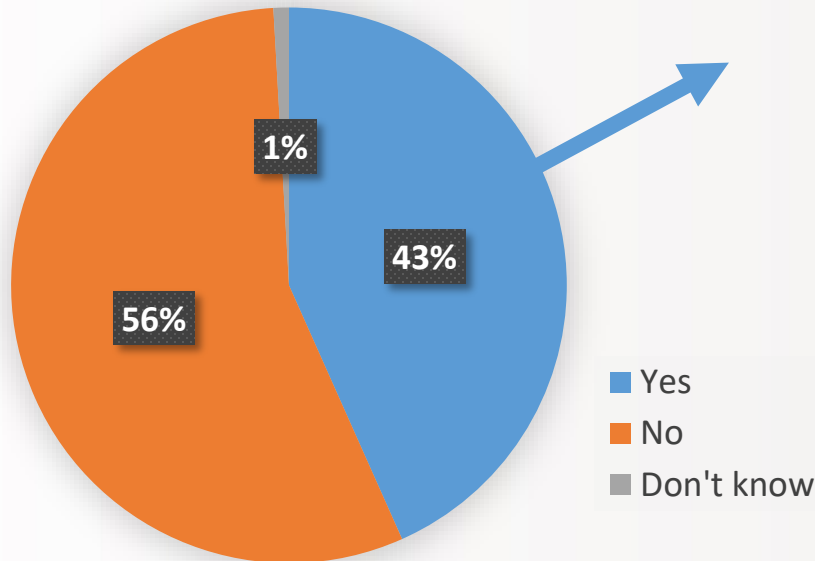
Context

- High levels of debt
- Low levels of savings
- Rising interest rates
- Evidence of financial stress
- Changing financial landscape
- Intergenerational financial support?

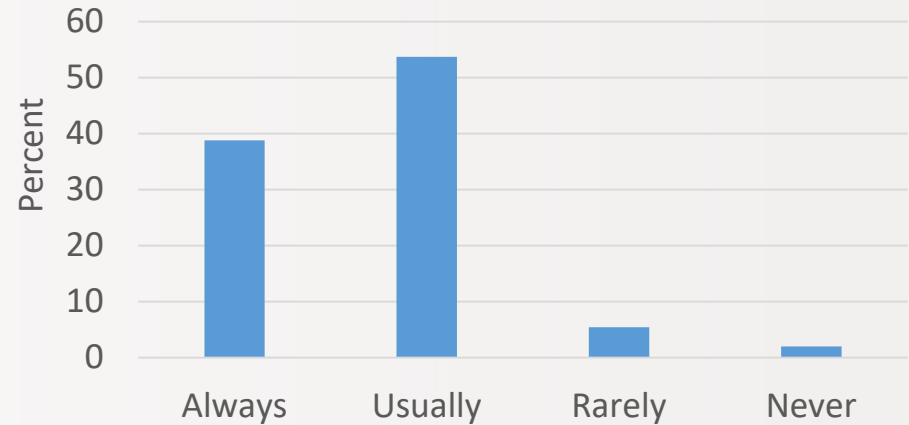


Canadian Financial Capability Survey 2014

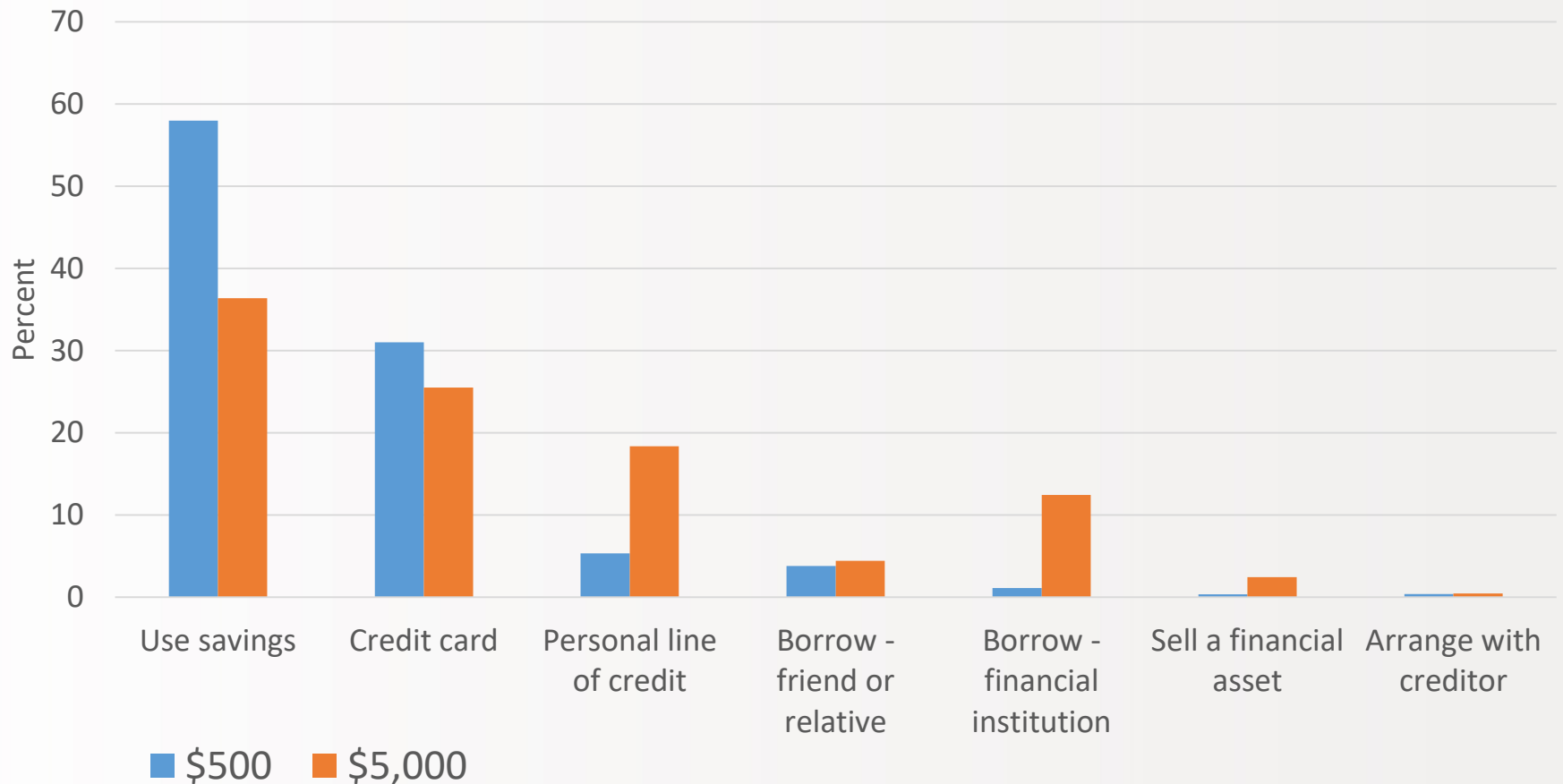
Have a household budget?



How often do you stay within your budget?



How would you pay for an unexpected expense of . . . ?



– Canadian Financial Capability Survey 2014



How do we . . .

- Encourage people to save?
- Teach children to save?
- Encourage non budgeters to budget?
- Help people make sense of long-term savings choices?
- Evaluate success?



Panelists

- Nicole Rivest
Financial Consumer Agency of Canada
- Nick Watkins
Money Advice Service (UK)
- Pierre-Carl Michaud
HEC Montréal



– Pictures of Money www.flickr.com

