

How Money Types and Money Beliefs can impact your Money Behaviours, Financial Resilience & Financial Well-being

This report represents a pioneering integration of the Institute's Financial Resilience Index model and understanding Money Types and Beliefs

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Eloise Duncan CMC MA



CEO and Founder
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Author of 'Crazy about Money',
Psychologist and Financial Therapist and
Associate, Financial Resilience Institute

As a non-profit organization, Financial Resilience Institute strives to help improve the financial resilience and well-being of all Canadians and global citizens



We believe in the power of evidence to build resilience, improve lives and strengthen communities.

Financial services innovation, public policy and programs work best when rooted in **data and facts**.
Our research, impact measurement, and cross-sector collaboration spark solutions in **programs and practice**.
We're working to help expand opportunities for people and improve **financial resilience for all**.

Improving Financial Resilience for All

We partner with financial institutions, business leaders, and policymakers to develop and implement solutions that **improve financial resilience, health and well-being for all**.

Impact Goals

- 1. Reduce financial vulnerability** in Canada and globally, in particular for those who need help most or are underserved ^[1]
- 2. Be a catalyst for positive change** through thought-leadership, partnerships and cross-sector collaboration.
- 3. Foster financial inclusion and empowerment** while helping to build a resilient, equitable and inclusive Canada and the world.

[1] These include households that are most financially vulnerable based on their mean financial resilience score and/or who are challenged from a financial help or 'access' perspective. It also includes key populations facing barriers, households who are using predatory financial services, have specific financial stressors; are underserved by their primary Financial Institutions and/or exhibiting financial behaviours that impact their financial resilience and financial well-being. The Institute is leveraging the Seymour Financial Resilience Index © as a community asset for good with the Index being used to shine a light on the financial vulnerability, financial stress and financial well-being of Canadians including in particular those who are more financially vulnerable and/or underserved by Financial Institutions, Policymakers and other organizations with a stake in the financial lives of Canadians.
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- In 2018, Eloise Duncan, Founder and CEO of Financial Resilience Institute, collaborated with Dr Maggie Baker Ph.D, acclaimed author of *“Crazy About Money: How Emotions Confuse Our Money Choices and What To Do About It”* and together with Jose Jaime Guerrero, published a white paper on *‘Money Shame and Money Scripts: The Hidden Threat to Financial Wellness’*. [1,2].
- This comprehensive publication examined the concept of individuals’ “money scripts” based on emotional factors and childhood experiences with money within the family structure. The whitepaper explored the concept of “money shame”. Money shame combines a feeling of being out of control financially with embarrassment about admitting this to oneself (and sometimes others) thus negatively impacting self-esteem and problem-solving resources.
- The white paper identified eleven different money styles or “Money Types”, associated with distinct emotional drivers and money behaviours. These include ‘Conservator/Guardian’, ‘Spender/Pleasure Seeker’, ‘Binger’, ‘Saver/Hoarder’, ‘Money Avoider’, ‘Risk Avoider’, ‘Caretaker,’ ‘Empire Builder/Amasser’, ‘Money Monk/Idealist’, and ‘Dealer’ [3].
- In 2023, Financial Resilience Institute has spearheaded, and for the first time, overlaid the most prevalent Canadian money Types against the proprietary Seymour Financial Resilience Index®. This pioneering effort of integrating Money Types and their relationship to the pivotal insights revealed through the Seymour Financial Resilience Index® with over 5000 adult primary or joint financial decision makers will become fundamental to further research concerning Money Types and financial resilience and financial well-being.

[1] Money Shame and Money Scripts: The Hidden Threat to Financial Wellness whitepaper: November 2018 <https://www.finresilienceinstitute.org/index-releases-and-reports/>

[2] See Crazy about Money website: <https://crazyaboutmoney.net> and Maggie Baker PhD website: www.maggiebakerphd.com

[3] See more information on the Money Types on slides 24 to 26.

- A person's 'Money Type' such as 'Spender', 'Saver', or 'Money Avoider', is shaped by early life experiences, that are then encoded in the brain and stay active into and through adulthood. When the person becomes aware of their money type and consequences of their type, many individuals become free to develop variations in their dominant Money Type.
- Data on Money Types based on the June 2023 and October 2023 releases of the Seymour Financial Resilience Index[®] as well as Financial Well-Being studies show that Canadians have highly consistent Money Types across the two studies.
- The Institute's quantitative analytics and qualitative research highlight that peoples' money beliefs and Money Types can certainly influence their consumer and financial behaviours. These behaviours in turn can have an influence and contribute to (or detract) from one's financial resilience. They can also have an impact on a person's financial and overall well-being.
- As of October 2023, the highest proportion of individuals consider themselves to be 'Savers' (60%), followed closely by 'Spenders/Pleasure Seekers' at 41%. The least common money Type is 'Risk Taker', with only 5% of individuals identifying as this category as of October 2023.
- Comparing individuals from different life stages across various money Types, Gen X individuals are the least likely generation to consider themselves 'Savers' as of October 2023, 10% less than both Millennials and Boomers. Gen X are more likely than Baby Boomers to consider themselves 'Money Avoiders'.

- In both June and October 2023, people that described themselves as ‘Savers’ and enjoyed watching their money grow as a result of their discipline and vigilance were the most likely to be ‘Approaching Resilience’ or ‘Financially Resilient’^[1], with over 60% falling into one of these two segments.
- On the contrary, less than 30% of ‘Money Avoiders’ were ‘Approaching Resilience’ or ‘Financially Resilient’ segments in both June and October 2023.
- 52.2% of ‘Savers’ reported their level of financial well-being to be 7 or above on a 10-point scale, while this was the case for only 19.1% of ‘Money Avoiders’. Additionally, ‘Money Avoiders’ were far more likely than both ‘Spenders/Pleasure Seekers’ and ‘Savers’ to report that money worries caused them physical and emotional stress, as well as made them lose sleep at night.
- Longitudinal research and analytics conducted by the Institute proves that people can improve their financial resilience scores and improve their financial well-being (and overall well-being) by changing their day-to-day money behaviours and financial habits.
- Understanding one’s money beliefs and Money Types is the first step in developing and fostering healthy financial behaviours which ultimately can help improve your financial resilience. Conversely, people who are money avoiders and/or are unable to access their unconscious beliefs are more likely to self-sabotage.
- People can learn to ‘re-write’ their money beliefs and through this. improve their financial resilience, financial well-being, quality of relationships and overall well-being.

Source: Financial Resilience Institute, October and June 2023 Seymour Financial Resilience Index © and Financial Well-Being studies.

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[1] ‘Extremely Vulnerable’ households have a financial resilience score of 0-30; ‘Financially Vulnerable’ a score of 30.01 to 50; ‘Approaching Resilience’ a score of 50.01 to 70, and ‘Financially Resilient’ a score of 70.01 to 100.

[2] See the ‘Financial Planning as a Pathway to Improved Financial Resilience Report’ published in July 2023, commissioned by FP Canada and IQPF: <https://www.finresilienceinstitute.org/financial-planning-report/>

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Executive Summary Continued

- People can be 'Financially Resilient', but due to their money scripts, at the same time can at the same time, can have high levels of financial stress. High financial resilience does not necessarily equate to financial wellness, and peoples' money scripts can 'hold them back' from adjusting their behaviours. Money beliefs shaped by one's upbringing can also cause 'blind spots' and mean that, for example, one person may be unwilling to take risks or have more of a scarcity and/or frugal mindset despite having been financially resilient. The Institute's qualitative research also shows that spouses (and other family members) can have different money types and beliefs, with wider implications as couples may navigate financial decisions together.
- It is important for individuals to cultivate "self-efficacy", or the belief that they can change and master their behaviours. Vigilance, whether inherent or through the assistance of a financial advisor or planner, is essential to improving financial resilience and financial wellness.
- For Financial Institutions and their Financial Advisors or Financial Planners, it is essential to acknowledge the emotional aspects of money and the extent to which Money Beliefs can shaping clients' financial habits and financial resilience irrespective of wealth. Money decisions are emotional not just rational. The Institute's research and lens on financial resilience and Money Types can help Financial Institutions and their advisors to listen to and support clients in more meaningful ways. Financial advisor training and knowledge-building around this topic can add value for Financial Institutions and clients alike.



Definitions of financial health, financial resilience and financial wellness within the over-arching construct of Financial Well-Being ^[1]

Financial Well-Being

A state of being wherein a person can fully meet current and ongoing financial obligations, can feel secure in their financial future, and is able to make choices that allow them to enjoy life ^[2]

Financial Health

Financial health is about your ability to **balance your financial needs for today with those of tomorrow as a result of decisions and behaviours** that move you forward.

Measured through many financial health and behavioural indicators in the longitudinal Financial Well-Being study (2017-2023)

Financial Resilience

Financial resilience is about your **ability to get through financial hardship, stressors or shocks as a result of unplanned life events.**

Measured at the national, provincial, segment and individual household level based on behavioural, resilience and sentiment indicators through the Seymour Financial Resilience Index [®]

Financial Wellness

Financial wellness is about your **emotional peace of mind in terms of your financial situation and current and financial future obligations.** The opposite is financial stress.

Measured through many financial stress, debt stress and financial wellness indicators in the longitudinal Financial Well-Being study (2017-2023)

[1] The Financial Well-Being Framework developed by Seymour Consulting in 2016 (now the Financial Resilience Institute) is outlined on slide 3.

Definitions of financial health, financial resilience and financial wellness Financial Well-Being definitions were created by Seymour Consulting, now Financial Resilience Institute, as the leading independent authority on financial health in Canada.

[2] The definition for 'Financial Well-Being' above was developed by CFPB (Consumer Financial Protection Bureau in the US) and aligns with other definitions of financial well-being analyzed by the Institute over several years.

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Connecting individual financial health and resilience to family financial well-being, small business financial health and resilient, thriving communities

Connecting individual financial health and resilience to family financial well-being, small business financial health and resilient, thriving communities.



Financial Well-Being studies (2017 to 2024)

Canada's robust national study of Canadians' financial health, wellness and resilience and the role Credit Unions can play to help improve their members' financial wellness: with longitudinal tracking.



- The Financial Well-Being recruited are Canada's only and most robust national, independent investigation into consumer financial resilience/ financial vulnerability, financial stress/ financial wellness, financial well-being well-being and the linkage between financial health and overall personal well-being.
- Most studies have a sample size of 5000 adult Canadians from a representative sample of the population by household income, age, gender and province
- Online 15 to 18 minute study conducted annually in June 2017, 2018 and 2019, then three times a year pre-and post-pandemic (February 2020, June 2020, October 2020); annually in June 2021 and June 2022 and three times a year starting in February 2023.
- In 2023 and beyond, the Financial Well-Being study is being conducted in February, June and October of each year.
- Boost samples of specific populations conducted with the ability for benchmarking and customer analytics for any organization using the Index.

Primary or joint financial decision makers, aged 18 to 70 years from a representative sample of the population by province, age, gender and household income.

5000 survey respondents recruited through the Angus Reid Forum, Canada's most respected and engaged online panel, with all study design, analysis, Index reporting and end-to-end deliverables led by Financial Resilience Institute.

Highly robust Index and longitudinal dataset, with Quebec data included as of June 2020.

Sample sizes for the Financial Well-Being Studies (2017- 2023)

Canada's longitudinal study on Canadians' financial well-being, complementing the Seymour Financial Resilience Index ®



Financial Well-Being Study	Total Sample Size	Survey Respondents scored through the Index ^[1]	Margin of Error (MOE)
October 2023 study	5006	4462	1.20%
June 2023 study	5736	5038	1.09%
February 2023 study	5010	4304	1.20%
June 2022 study	5061	4505	1.19%
June 2021 study	5028	4504	1.20%
Feb. 2021 study	3018	2710	1.64%
Oct. 2020 study	3016	2635	1.64%
June 2020 study	4989	4462	1.20%
February 2020 study	1013	919	3.00%
June 2018 study	5067	N/A	1.19%
June 2017 study	5218	N/A	1.17%

[1] The Seymour Financial Resilience Index ® has a pre-pandemic baseline of February 2020 and builds on over seven years of longitudinal financial well-being studies data for Canada.

[2] The Financial Well-Being studies data is based on online survey data with survey respondent recruitment through the Angus Reid Forum, Canada's most engaged and respected online panel. All survey design and analysis are conducted by Financial Resilience Institute. The study has a representative sample of the population by household income, age, province and gender.

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About the Institute's Financial Resilience Index model ^[1]

Peer-reviewed by Statistics Canada, UN-PRB, C.D. Howe Institute, Haver Analytics, Financial Institutions and NPOs, the Index builds on over years of robust Financial Well-Being studies data and has applications in other countries.

What the Index measures

Financial resilience: i.e. *a household's ability to get through financial hardship, stressors and shocks as a result of unplanned life events.*

The Index measures and tracks household financial resilience across nine behavioural, sentiment and resilience indicators at the national, provincial and individual household levels in Canada.



The ability to balance your needs of today with those of tomorrow, as a result of decisions and behaviours that move you forward.



The ability to get through financial stressors, shocks and financial hardship as a result of unplanned life events.



Emotional peace of mind in terms of our financial situation, and current and future financial obligations. The opposite is financial stress.

[1] The proprietary Index was developed by Seymour Consulting over more than five years, based on an iterative process of regressing and evaluating over 35 potential indicators against self-reported "financial resilience" or "financial stress" measures, using the multiple linear regression technique. In the end, 9 variables were determined to account for 63 percent of the variance in the financial resilience construct as of June 2023, 62 percent of the variance in the financial resilience construct as of February 2023 and June 2022, and 64 percent of the variance in the financial resilience construct as of February 2021.

The regression model's indicators (independent variables) are significant at a 95% confidence interval, with p-values less than 0.05. Index development and methodology details are at <https://www.finresilienceinstitute.org/why-we-created-the-index/>.

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Index Indicators and Scoring model ^[1]

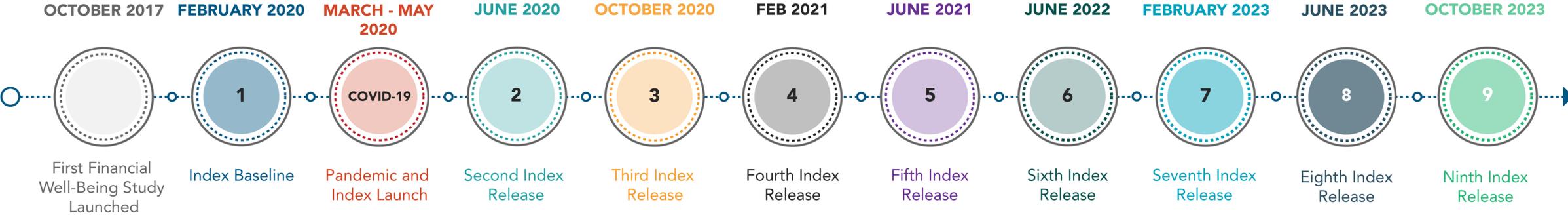


'Extremely Vulnerable' households have a financial resilience score of 0 to 30; 'Financially Vulnerable' a score of 30.01 to 50; 'Approaching Resilience' a score of 50.01 to 70, and 'Financially Resilient' a score of 70.01 to 100. Index indicators do not have an equal weighting.

[1] The Index is called the Seymour Financial Resilience Index ®. The original Index release report and Index development methodology are available at <https://www.finresilienceinstitute.org/about-the-seymour-financial-financial-resilience-index/>. Seymour Financial Resilience Index ® is a registered trademark used under license by the Financial Resilience Society.

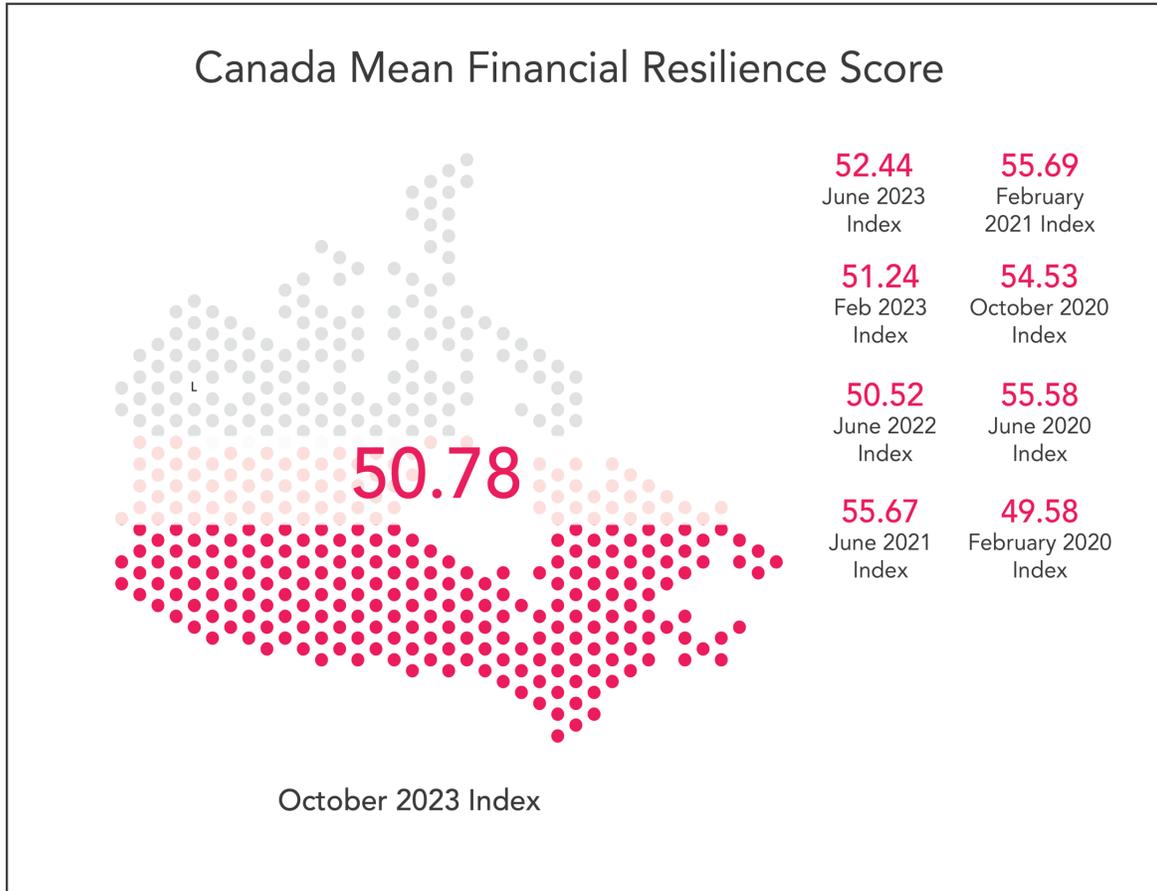
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October 2023 marks the ninth release of the peer-reviewed Seymour Financial Resilience Index[®] with a pre-pandemic baseline of February 2020

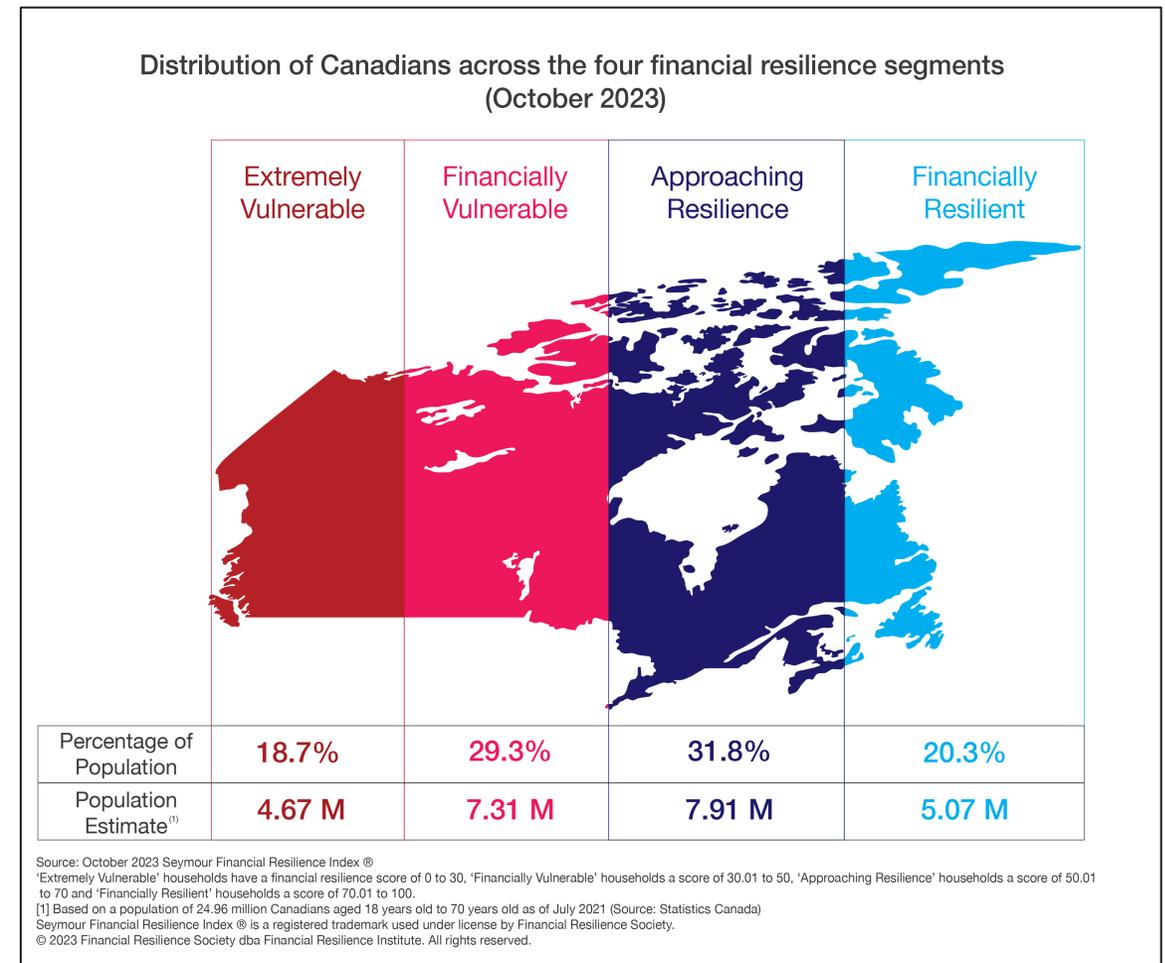


More information is available in the at: <https://www.finresilienceinstitute.org/why-we-created-the-index/>
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The Canada mean financial resilience score is 50.78 as of October 2023 with Canadians at the national level 'Approaching Resilience'



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The October 2023 Financial Well-Being study is based on a sample size of 5006 households with 4462 scored through the Index. MOE of +/- 1.20% and 95% confidence interval across all provinces.

Data is weighted to be representative of Canadian population based on household income, gender, age and province, with survey respondents recruited through the Angus Reid Forum.

All survey design and analytics conducted by Financial Resilience Institute.

For more detail and data: October 2023 Index report and other reports here: <https://www.finresilienceinstitute.org/index-releases-and-reports/>

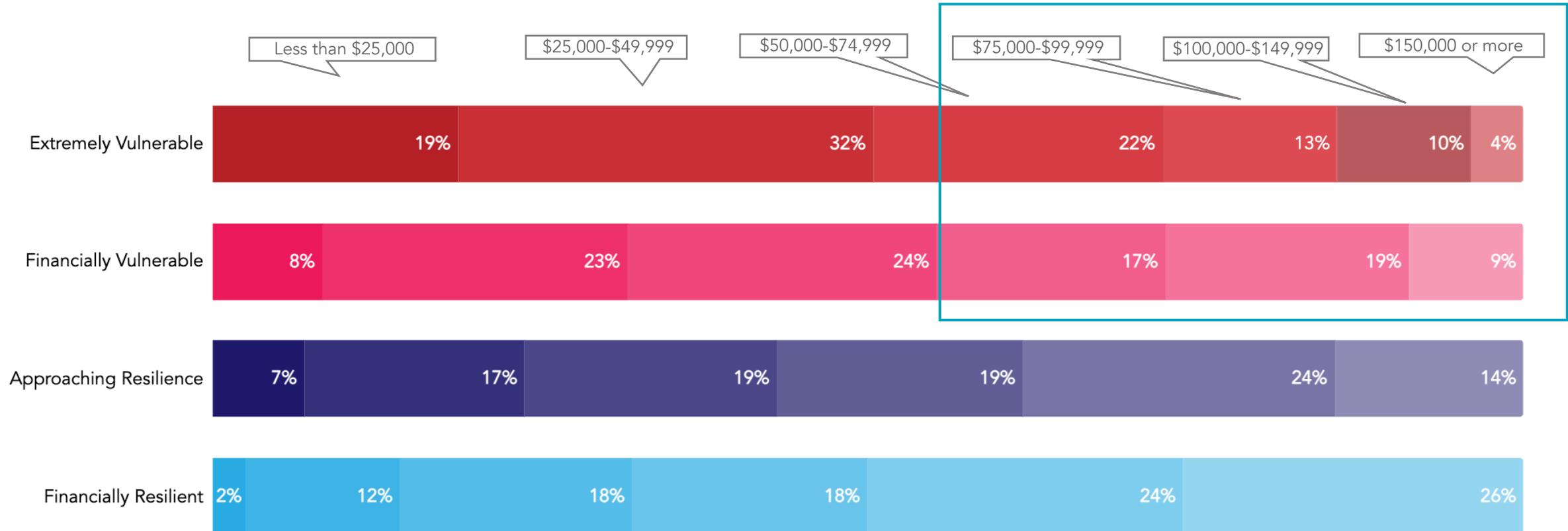
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Financial vulnerability spans all household income demographics

For example, as of October 2023, 27% of Canadians with household incomes above \$75,000 are 'Extremely Vulnerable', while 45% are 'Financially Vulnerable'.

Distribution of individuals across financial resilience segments as of October 2023



Source: October 2023 Seymour Financial Resilience Index ®

[1] 'Extremely Vulnerable' households have a financial resilience score of 0 to 30; 'Financially Vulnerable' a score of 30.01 to 50; 'Approaching Resilience' a score of 50.01 to 70, and 'Financially Resilient' a score of 70.01 to 100.

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Financial vulnerability is a mainstream issue as reported by Financial Resilience Institute: with 24% households having a liquid savings buffer of less than three weeks as of October 2023 and 80% not 'Financially Resilient'

80% of Canada's population has **some level of financial vulnerability**



24%

24% of the population have a **liquid savings buffer of less than 3 weeks**

19% of Canadians are **'Extremely Vulnerable'**
(with a financial resilience score of 0 to 30)

19%

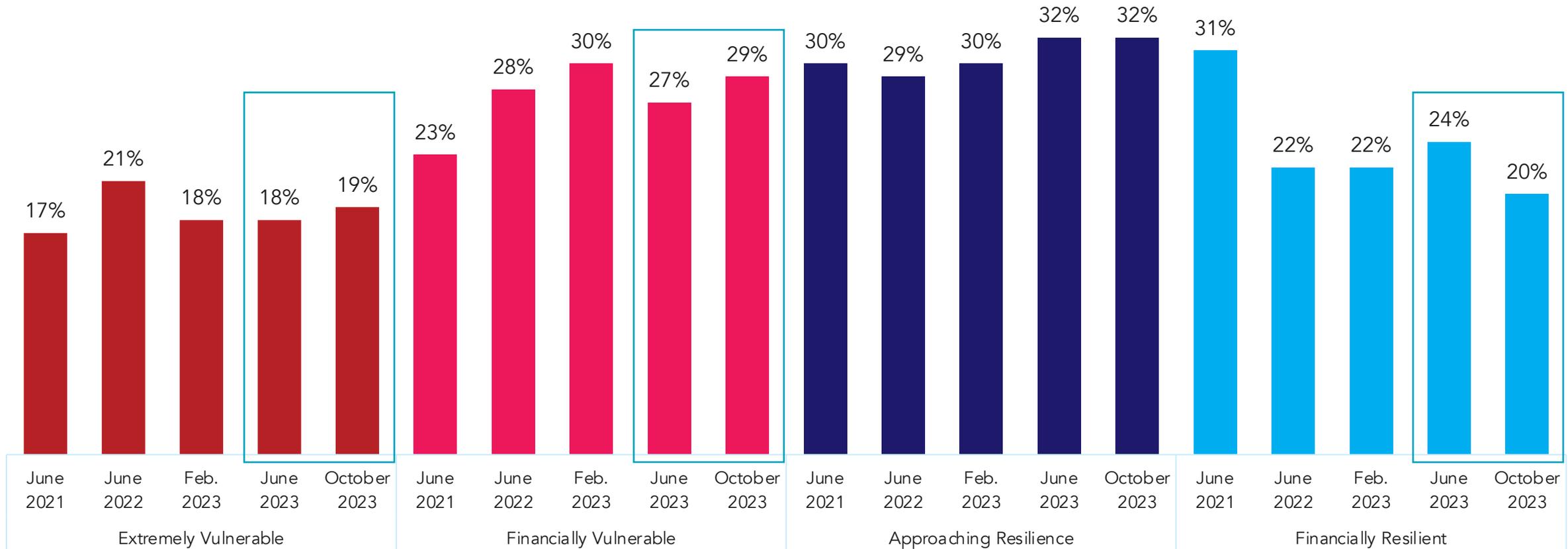
88%

88% of **'Extremely Vulnerable'** households have a **negative or zero household savings rate**



There has been an increase in 'Extremely Vulnerable' and 'Financially Vulnerable' households and a significant decrease in 'Financially Resilient' households as of October 2024, with this now representing one in five households

Proportion of households represented across financial resilience segments: June 2021 to October 2023

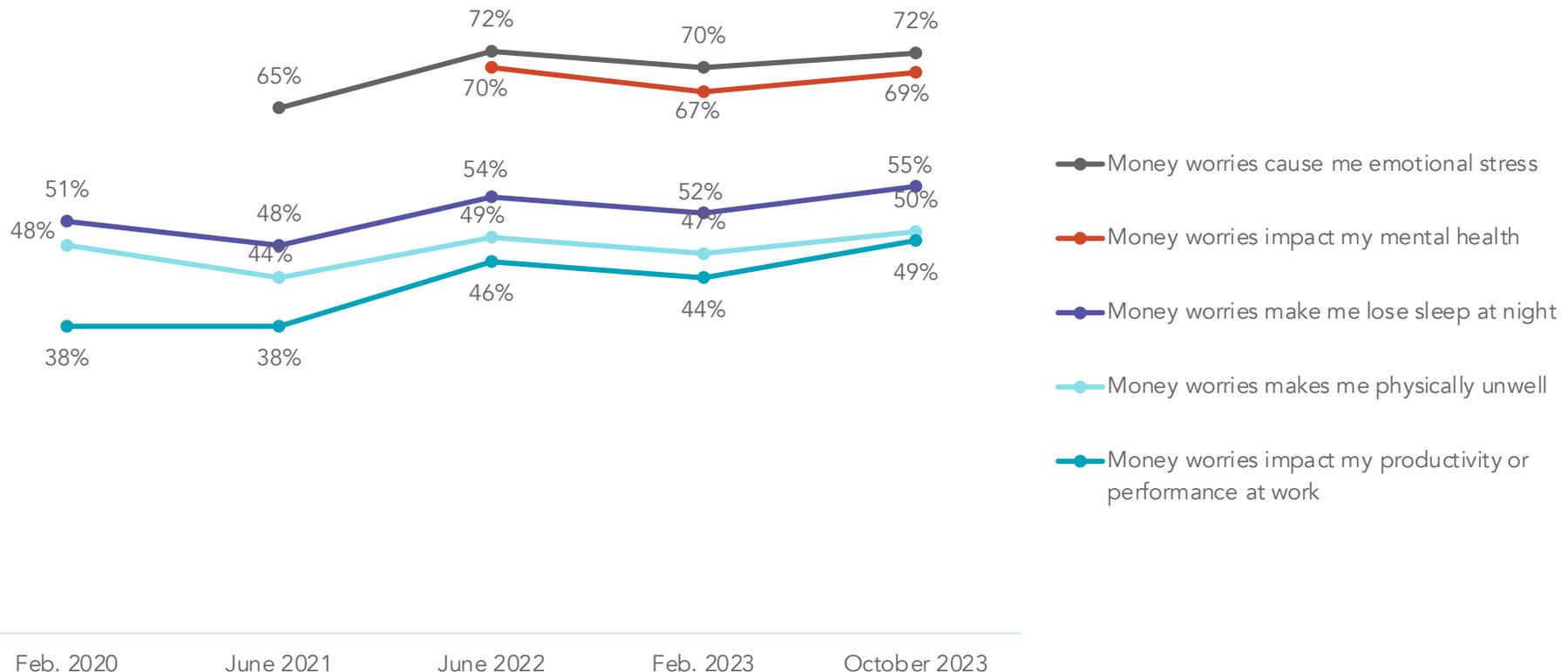


Source: Seymour Financial Resilience Index ©
 'Extremely Vulnerable' households have a financial resilience score of 0 to 30; 'Financially Vulnerable' a score of 30.01 to 50; 'Approaching Resilience' a score of 50.01 to 70, and 'Financially Resilient' a score of 70.01 to 100.
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The Institute has been a leader in measuring the impact of money worries on peoples' mental health, emotional well-being, physical health, productivity or performance at work and the extent to which it causes fights between spouses since 2017

Financial stress continues to be a mainstream issue, with 59% of Canadians report that money worries impact their mental health, 49% their productivity or performance at work and 50% their physical health as of October 2023. People's money beliefs and Money Types can impact their financial and overall well-being.

Financial stress impacts on Canadians: February 2020 to October 2023

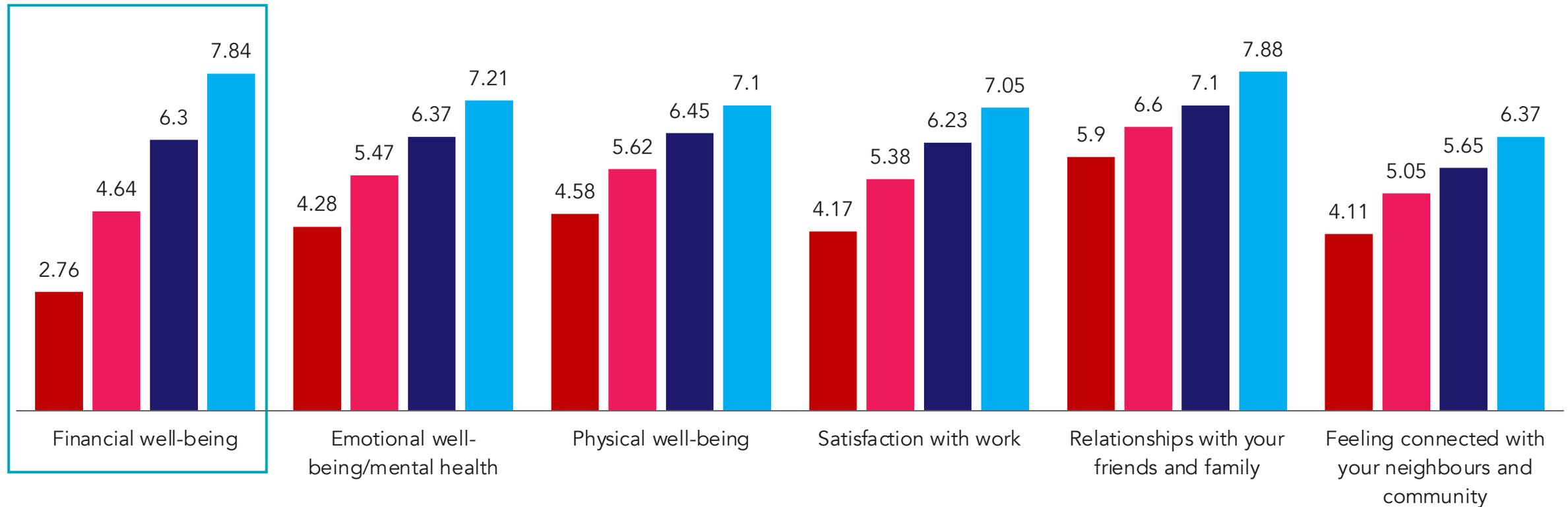


Source: Financial Resilience Institute, Financial Well-Being studies. Financial Well-Being studies and Seymour Financial Resilience Index® with the impact of financial stress on different well-being dimensions measured since 2017. See more information and data on 'Why Financial Well-Being Matters' at <https://www.finresilienceinstitute.org/why-financial-health/> and in our many reports published since 2017. <https://www.finresilienceinstitute.org/research-reports/> © 2024 Financial Resilience Society. All Rights Reserved. Not for copying or re-distribution.

Canadians from more financially vulnerable households experience lower levels of well-being across all well-being dimensions, as reported on in our joint report with Statistics Canada in 2021 ^[1]

Analytics on well-being dimensions for Canadians across the four financial resilience segments: based on the June 2023 Index ^[2]

■ Extremely Vulnerable ■ Financially Vulnerable ■ Approaching Resilience ■ Financially Resilient



Source: Financial Resilience Institute, 2018 to June 2023 Financial Well-Being studies and Seymour Financial Resilience Index ©
 Based on a sample size of 5736 adult primary or joint financial decision maker households with 5038 households scored through June 2023 Index model, from a representative sample of the population by household income, age, province and gender.
 [1] 'The financial resilience and financial well-being of Canadians during the Covid-19 pandemic' joint report published on September 9, 2021 with Statistics Canada <https://www150.statcan.gc.ca/n1/en/catalogue/75F0002M2021008>
 [2] 'Extremely Vulnerable' households have a financial resilience score of 0 to 30; 'Financially Vulnerable' a score of 30.01 to 50; 'Approaching Resilience' a score of 50.01 to 70, and 'Financially Resilient' a score of 70.01 to 100.
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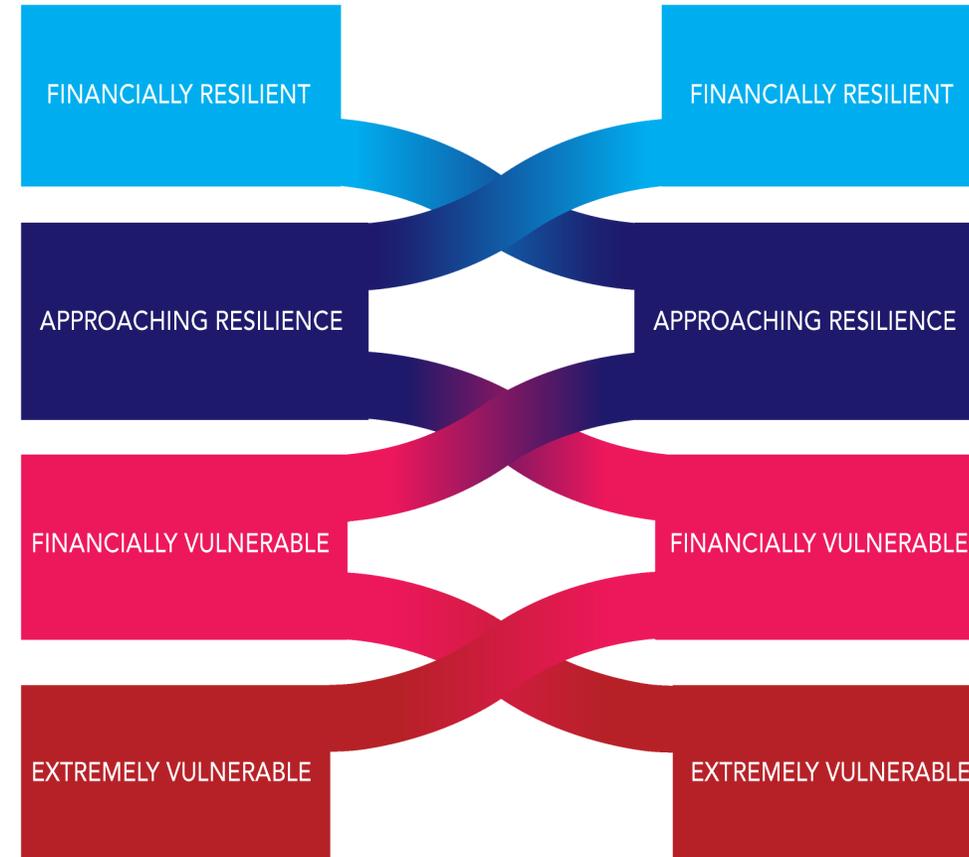
People's financial resilience (and financial vulnerability) can change over time as they navigate planned and unplanned life events



The power of behaviour change and fostering healthy financial behaviours

With this having a material impact on people improving their financial resilience within months as validated by the Institute's longitudinal research analytics since 2020 [1]

Behaviours include planning ahead financially, saving or investing, reducing or consolidating debt, or seeking out help and Advice from my Financial Institutions as examples

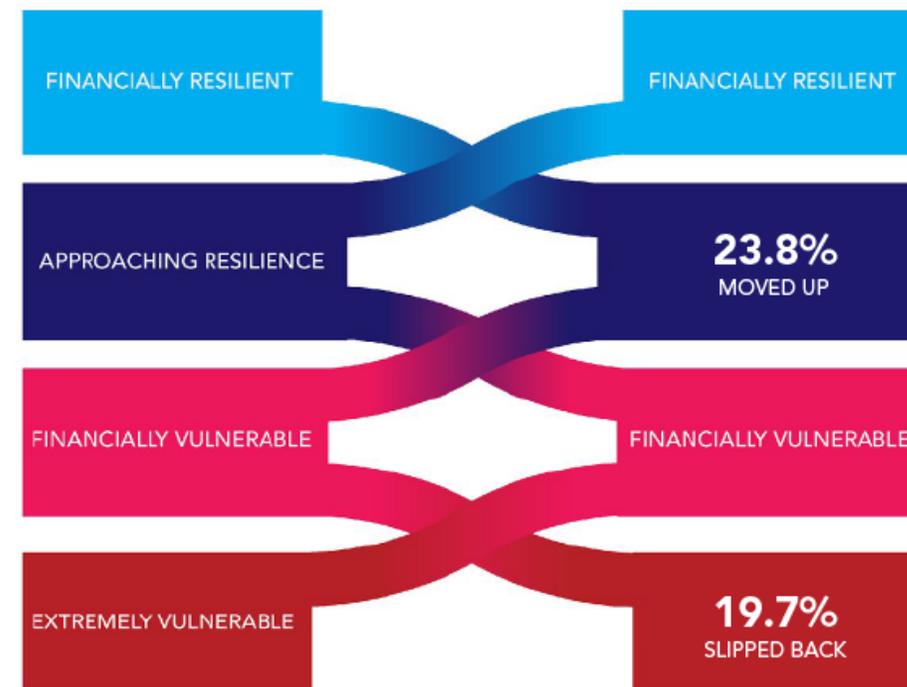


[1] See Seymour Financial Resilience Index © February 2021 Ecosystem report for further insights: <https://www.finresilienceinstitute.org/index-releases-and-reports/>
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Healthy financial behaviours and accessing relevant support for example from Financial Institutions can make a measurable difference in people improving their financial resilience as proven by the Institute through its Index model

Sample longitudinal research and analytics conducted with over 1000 adult Canadians who answered both the June 2021 and June 2022 studies for examination on changes on their financial resilience and why

Financially Vulnerable households in June 2022	Slipped back	Move forward
Have significantly reduced non-essential expenses	79.5%	66.0%
Have a zero or negative household savings rate	95.5%	11.3%
Sought out help or advice from their FI	18.2%	28.3%
Reduced or consolidated debt	18.2%	39.6%

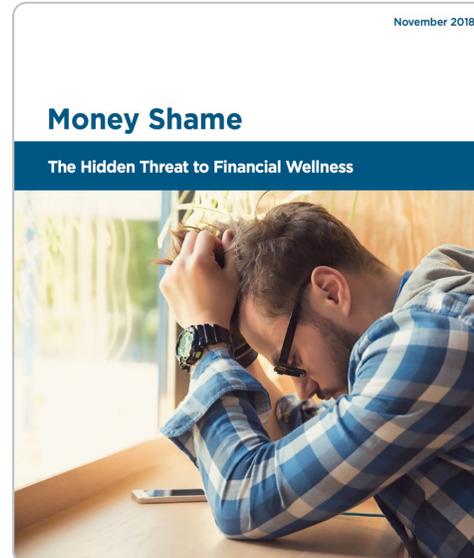
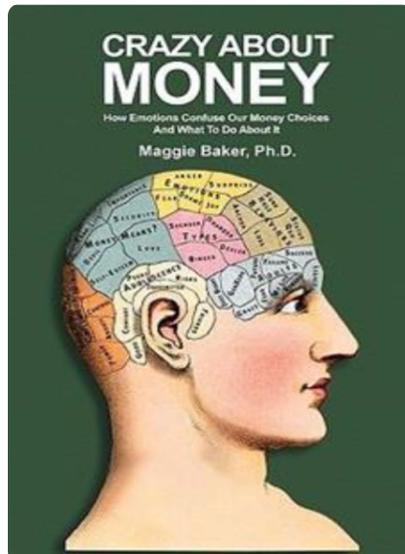


[1] Based on longitudinal analysis of 1082 the same survey respondents that were scored against the June 2021 and June 2022 based on the Seymour Financial Resilience Index ®.
 [2] Longitudinal analysis was also conducted every four months through the pandemic with this also confirming households financial resilience mobility for individual households.
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“

I don't talk about money with my family in order to avoid conflict and shame. Instead, my behaviours continue, and money flies away from me.”

‘It's shameful to feel financially strapped. It's better to keep this a secret, and put up a non-needy “I'm financially ok”



[1] Money Shame and Money Scripts: The Hidden Threat to Financial Wellness whitepaper: November 2018 <https://www.finresilienceinstitute.org/index-releases-and-reports/>

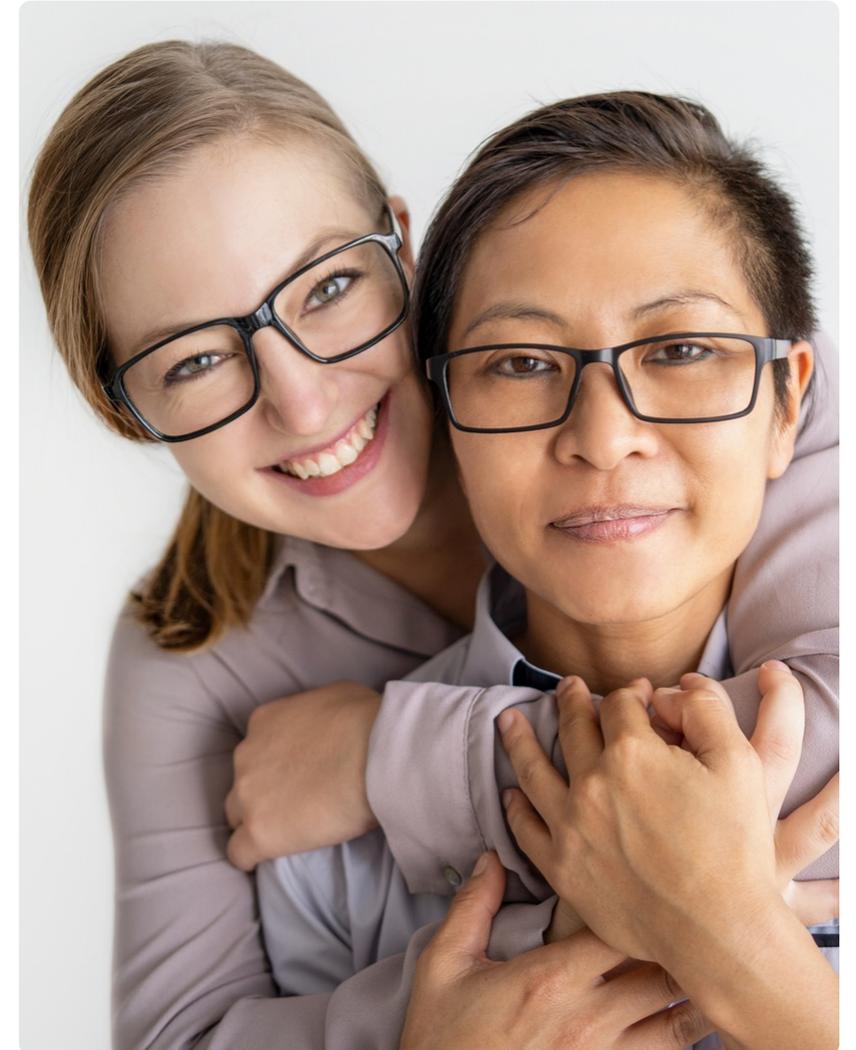
[2] See Crazy about Money website: <https://crazyaboumoney.net> and Maggie Baker PhD website: www.maggiemakerphd.com

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Eleven Money Types summarized in 2018 report: with five of these overlaid onto the Seymour Financial Resilience Index ® in June and October 2023

Emotional drivers and money behaviours described in the 'Money Shame' 2018 Whitepaper

	Emotional drivers	Money Behaviour
Conservor or Guardian	<ul style="list-style-type: none"> • External fear, doubt, pessimism. • Motivated to find the best value for money, no matter what it takes. • Determined not to waste resources or be taken advantage of. • Want to feel safe from being exploited 	<ul style="list-style-type: none"> • Protect it by all means • Don't spend it
Spender or Pleasure Seeker	<ul style="list-style-type: none"> • Insecurity, need for attention/love. • Affirmation 'I'm important'. • Seek immediate pleasure and/or fear deprivation 	<ul style="list-style-type: none"> • Spend it. • Show it. • Enjoy it.
Binger	<ul style="list-style-type: none"> • Save obsessively, then binge-spend compulsively 	<ul style="list-style-type: none"> • Pride in saving. • Spontaneous relief of splurging
Saver or Hoarder	<ul style="list-style-type: none"> • Anxiety; fear of making bad decisions. • Fear of losing money 	<ul style="list-style-type: none"> • Don't spend it on self or loved ones



[1] Money Shame and Money Scripts: The Hidden Threat to Financial Wellness whitepaper: November 2018 <https://www.finresilienceinstitute.org/index-releases-and-reports/>

[2] See Crazy about Money website: <https://crazyaboumoney.net> and Maggie Baker PhD website: www.maggiiebakerphd.com

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Money Types Continued: with five of these overlaid onto the Index

	Emotional drivers	Money Behaviour
Money Avoider	<ul style="list-style-type: none"> • Discouragement, financial inadequacy, powerlessness. • Overwhelmed; anxious or fearful of dealing with money or making financial choices 	<ul style="list-style-type: none"> • Don't worry, all will be fine. Someone or something will take care of the money
Risk Avoider	<ul style="list-style-type: none"> • Fear of debt and risk. • Dislike of financial surprises and setbacks. • Prefer safety and security in all things financial 	<ul style="list-style-type: none"> • Taking out a loan or investing in the market scares me. • What if something unexpected happens?
Caretaker	<ul style="list-style-type: none"> • Control, martyrdom, power. • Need to be needed. 	<ul style="list-style-type: none"> • Protect someone. • Control someone



[1] Money Shame and Money Scripts: The Hidden Threat to Financial Wellness whitepaper: November 2018 <https://www.finresilienceinstitute.org/index-releases-and-reports/>

[2] See Crazy about Money website: <https://crazyaboumoney.net> and Maggie Baker PhD website: www.maggiiebakerphd.com

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	Emotional drivers	Money Behaviour
Empire Builder or Amasser	<ul style="list-style-type: none"> • Fear of poverty, vulnerability or abuse • Need to feel sense of growth or power • Happiest when possessing large amounts of money 	<ul style="list-style-type: none"> • Pile it up. • Smile when you see your account balance rising. • Try not to spend it, even if you need something
Money Monk or Idealist	<ul style="list-style-type: none"> • Resentment, detachment, blame • Believe there is something immoral about liking money. • Believe that a life of creativity, simplicity, or spirituality is more meaningful 	<ul style="list-style-type: none"> • Despise it. • Blame it. • Do without it as much as possible
Risk Taker	<ul style="list-style-type: none"> • Enjoy the thrill of taking a risk, especially with money. • Feel braver or smarter than others – maybe even invincible – when they win 	<ul style="list-style-type: none"> • Enjoy the risks and thrill
Dealer	<ul style="list-style-type: none"> • Power, control • Enjoy visibly dominating others. • Determined to aggressively negotiate discounts on everything • If a passive dealer, may be more subtle, negotiating with 'an iron fist in a velvet glove 	<ul style="list-style-type: none"> • Get the most for your money. • Don't settle for the same deal everybody else receives

[1] Money Shame and Money Scripts: The Hidden Threat to Financial Wellness whitepaper: November 2018 <https://www.finresilienceinstitute.org/index-releases-and-reports/>

[2] See Crazy about Money website: <https://crazyaboumoney.net> and Maggie Baker PhD website: www.maggiiebakerphd.com

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Money Shame, Money Beliefs and Money Type Summary Insights published in our 2018 Report' ^[1]

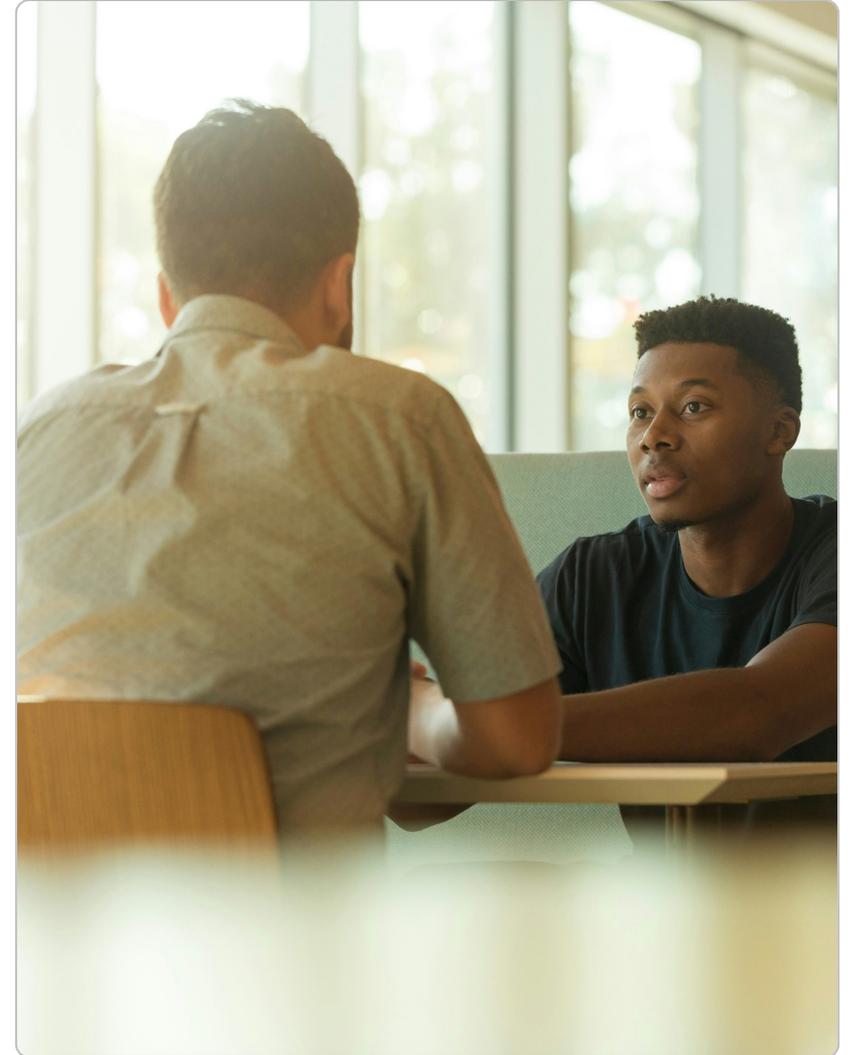
1 Many Canadians worry about money every day, but don't share their feelings with anyone.

2 Now more than ever, unplanned life events can significantly undermine financial wellness.

3 Money shame and secrets affect many people's sense of resilience and general well-being.

4 Different money styles often reflect people's 'money scripts' - deeper beliefs about money usually shaped by parents or other influences.

5 Money scripts can be a major cause of disconnects between people's goals and financial aspirations and their actual behaviours.



[1] Money Shame and Money Scripts: The Hidden Threat to Financial Wellness whitepaper: November 2018 <https://www.finresilienceinstitute.org/index-releases-and-reports/>
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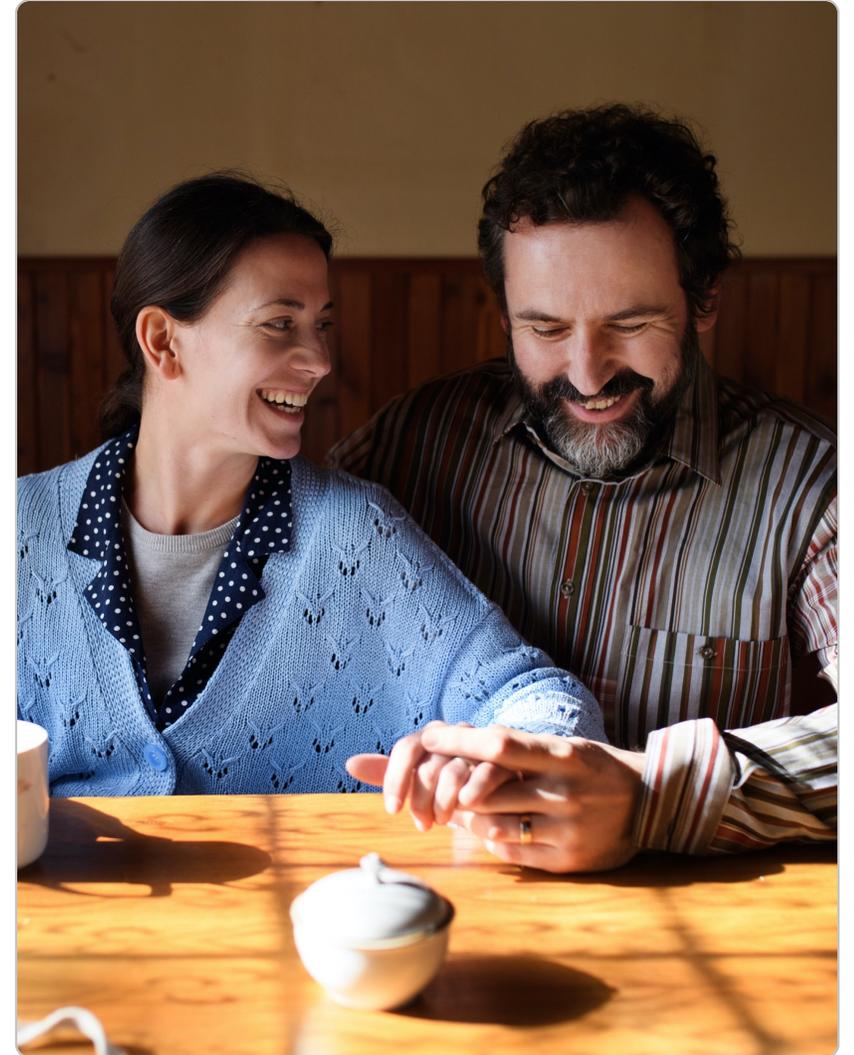
Money Shame, Money Beliefs and Money Type Summary Insights published in our 2018 Report Continued

6 Different money styles and scripts can cause significant stress and challenges in couple relationships and within families.

7 Children are highly influenced by money attitudes and behaviours modelled by their parents.

8 Understanding one's money scripts and money type(s) is the first step to developing healthier financial behaviours.

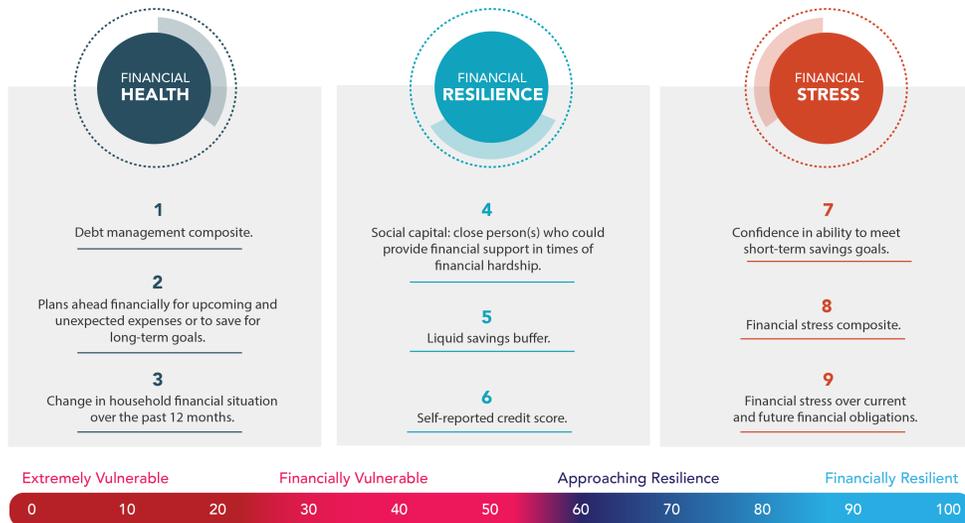
9 People can consciously 're-write' their money scripts, and in turn adjust their behaviours and improve their financial well-being and overall well-being.



For the first time ever, Money Types have been overlaid onto the Institute's Index model and robust Financial Well-Being studies data

To understand and confirm if there is an association between peoples' money beliefs and types, and their levels of financial resilience, and financial wellness.

Seymour Financial Resilience Index



Five of eleven Money Types overlaid onto the Index



'Extremely Vulnerable' households have a financial resilience score of 0 to 30; 'Financially Vulnerable' a score of 30.01 to 50; 'Approaching Resilience' a score of 50.01 to 70, and 'Financially Resilient' a score of 70.01 to 100. Index indicators do not have an equal weighting.

[1] The Index is called the Seymour Financial Resilience Index®. The original Index release report and Index development methodology are available at <https://www.finresilienceinstitute.org/about-the-seymour-financial-financial-resilience-index/> Seymour Financial Resilience Index® is a registered trademark used under license by the Financial Resilience Society.

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63% of Canadians report their dominant Money Type to be a 'Saver' as of June 2023 with this qualified as 'satisfaction comes from watching your money grow as a result of discipline and vigilance.'

38% of Canadians describe themselves as Spenders or Pleasure Seekers and another 22% 'Money Avoiders', with this based on highly robust data with 5736 primary and joint financial decision makers

Proportion of 'Saver', 'Spender', 'Money Avoider', 'Caretaker', 'Risk Taker and 'Money Monk' Money Types – June 2023



Source: Financial Resilience Institute, June 2023 Financial Well-Being study.

The June 2023 Financial Well-Being study is based on a sample size of 5736 households. MOE of +/- 1.20%.

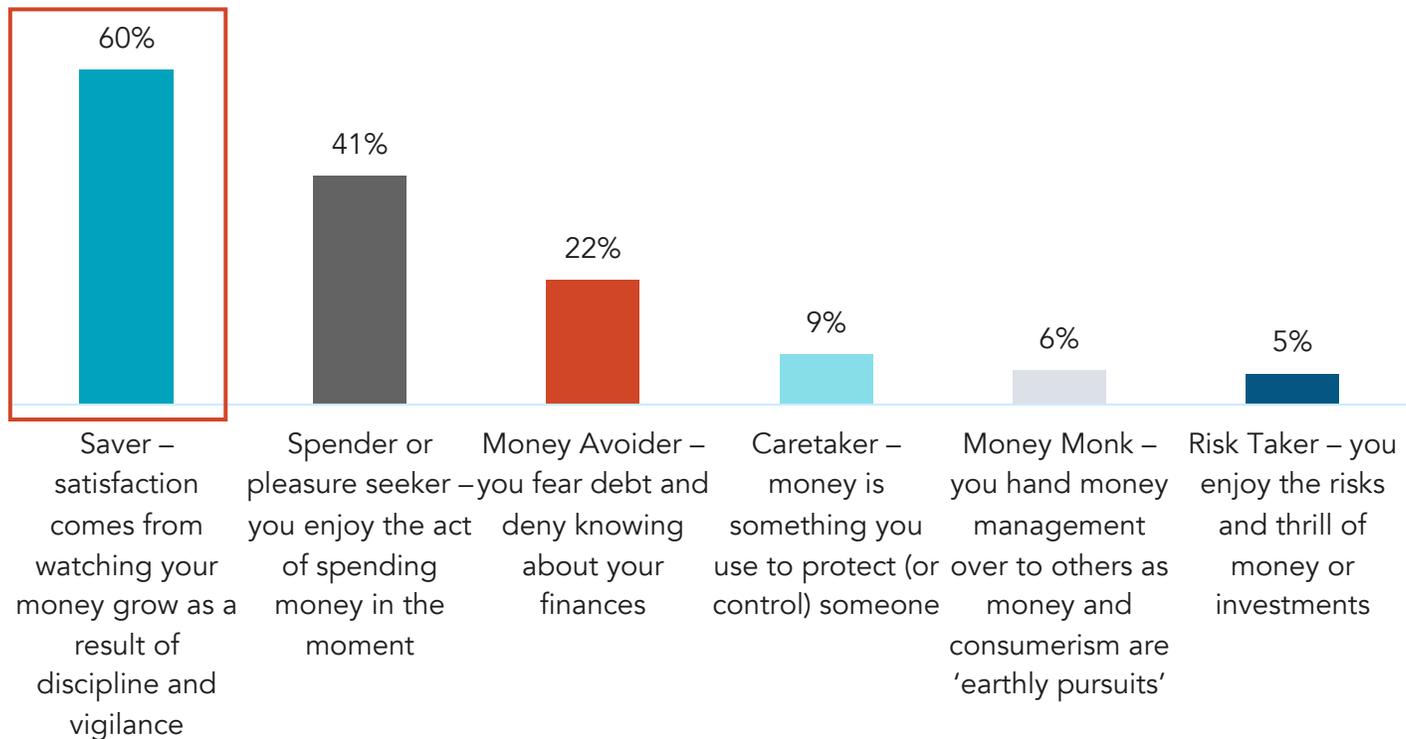
[1] Survey respondents can report having more than one Money Type in the survey question.

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Based on October 2023 analytics, results were very similar, with 60% of Canadians reporting their dominant Money Type as a ‘Saver’ with 41% considering themselves ‘Spenders or Pleasure Seekers’

Proportion of ‘Saver’, ‘Spender’, ‘Money Avoider’, ‘Caretaker’, ‘Risk Taker and ‘Money Monk’ Money Types: October 2023

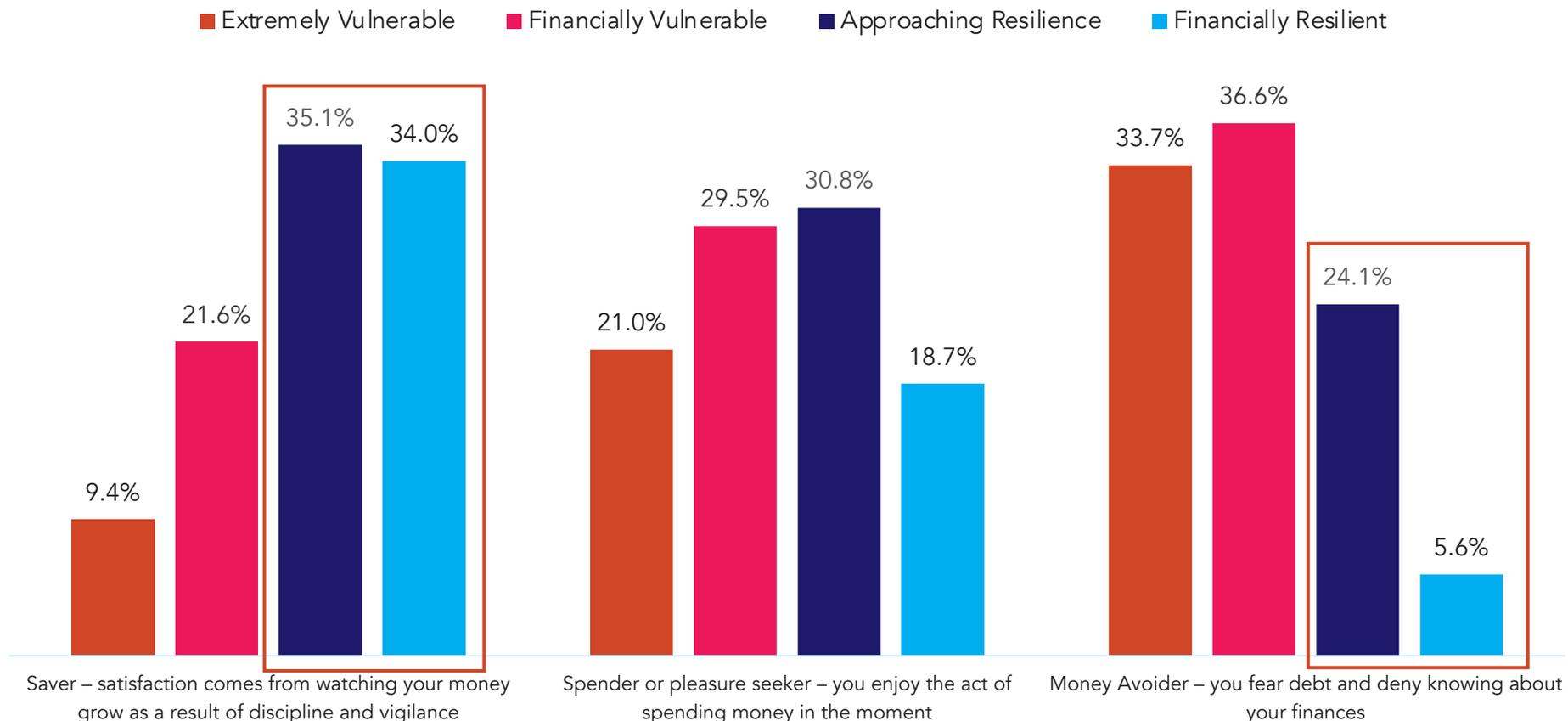


Source: Financial Resilience Institute, October 2023 Financial Well-Being study.
 The June 2023 Financial Well-Being study is based on a sample size of 5006 households. MOE of +/- 1.09%.
 [1] Survey respondents can report having more than one Money Type in the survey question.
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Ground-breaking Seymour Financial Resilience Index® Analytics by Money Type

Levering the Institute’s peer-reviewed Index, this research analytics validates that Money Types and beliefs have an influence on peoples’ financial behaviours, in turn impacting their financial resilience and their financial resilience scores. 69% of ‘Savers’ are ‘Financially Resilient’ (with a financial resilience score of 70.01 to 100) or ‘Approaching Resilience’ (with a score of 50.01 to 70) compared to just 29.7% of ‘Money Avoiders.’

Proportion of ‘Saver’, ‘Spender’ & ‘Money Avoider’ Money Types by financial resilience segment: June Seymour Financial Resilience Index®



Source: Financial Resilience Institute, June 2023 Seymour Financial Resilience Index®

The June 2023 Financial Well-Being study is based on a sample size of 5006 households with 5038 scored through the Index. MOE of +/- 1.09%.

‘Extremely Vulnerable’ households have a financial resilience score of 0-30; ‘Financially Vulnerable’ a score of 30.01 to 50; ‘Approaching Resilience’ a score of 50.01 to 70, and ‘Financially Resilient’ a score of 70.01 to 100.

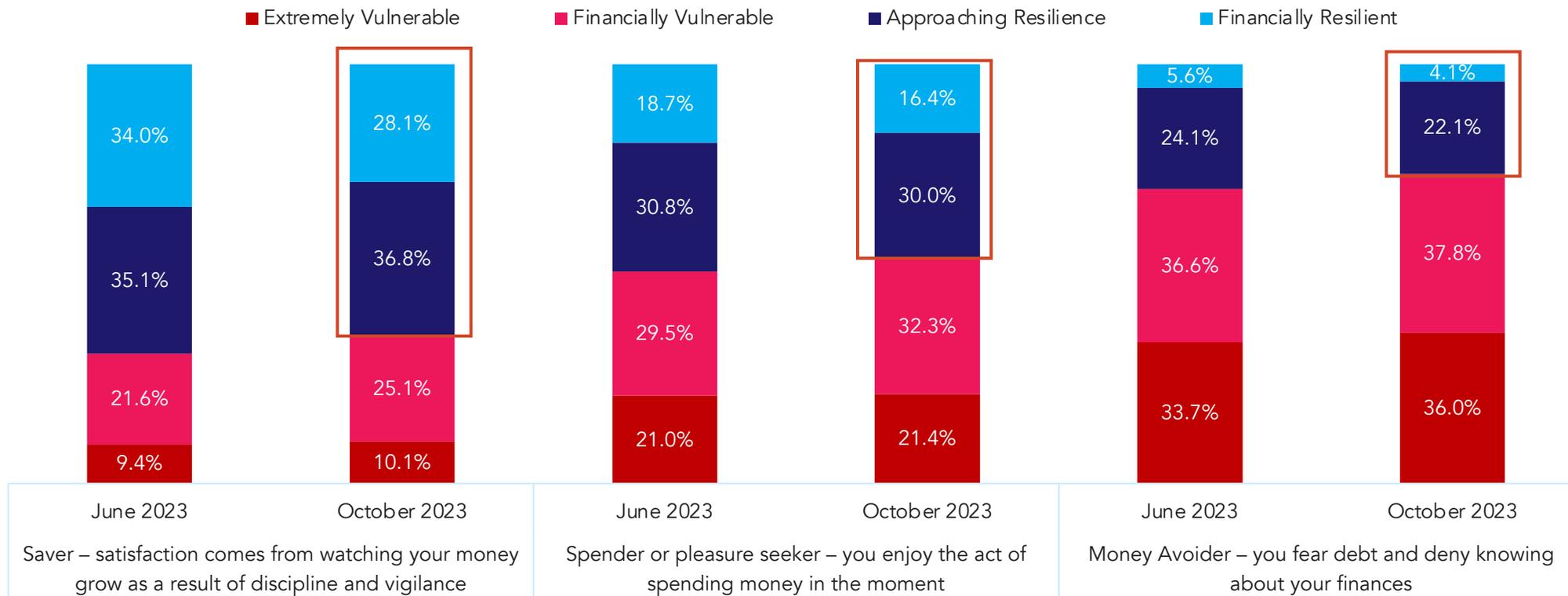
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Index Analytics by Money Type show strong consistency in results and the influence of money types on peoples' behaviours and their financial resilience

26% of 'Money Avoiders' are 'Financially Resilient' or 'Approaching Resilience' based on the October Seymour Financial Resilience Index[®] compared to 65% of 'Savers' and 46% of 'Spenders or Pleasure Seekers'

Proportion of 'Saver', 'Spender' & 'Money Avoider' Money Types by financial resilience segment: October 2023 and June Seymour Financial Resilience Index[®]



Source: Financial Resilience Institute, October and June 2023 Seymour Financial Resilience Index[®]

The June 2023 Financial Well-Being study is based on a sample size of 5006 households with 5038 scored through the Index. MOE of +/- 1.09%.

The October 2023 Financial Well-Being study is based on a sample size of 5006 households with 4462 scored through the Index. MOE of +/- 1.20%.

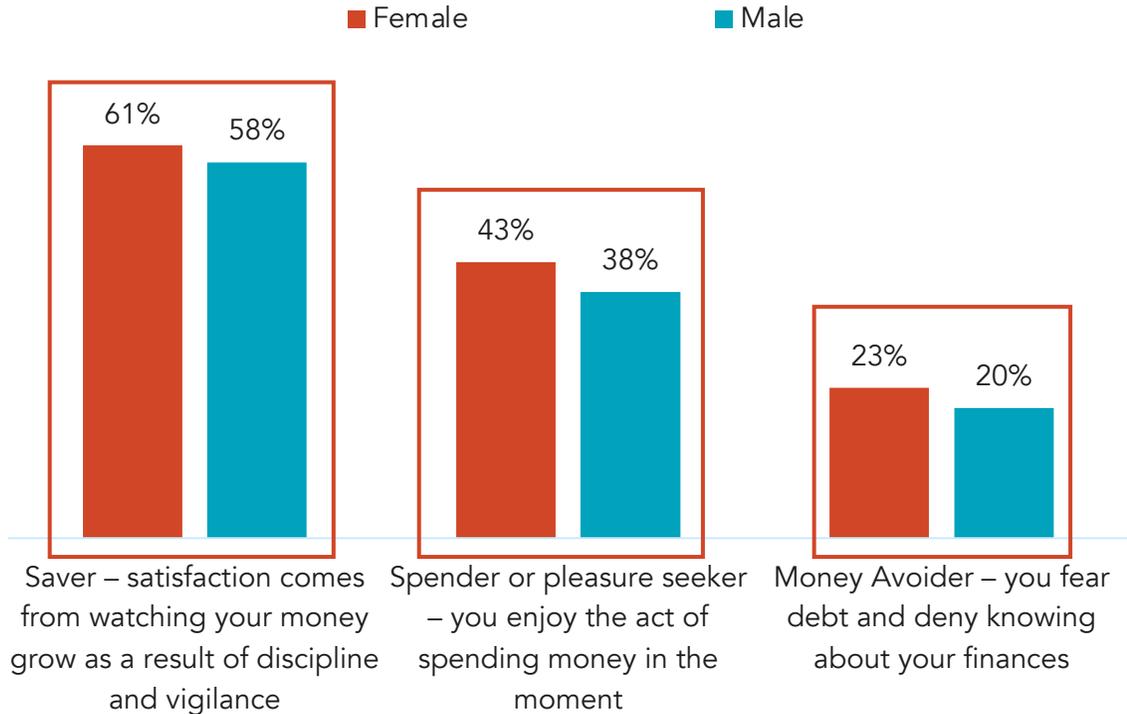
'Extremely Vulnerable' households have a financial resilience score of 0-30; 'Financially Vulnerable' a score of 30.01 to 50; 'Approaching Resilience' a score of 50.01 to 70, and 'Financially Resilient' a score of 70.01 to 100.

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A slightly higher proportion of women (58%) than men (61%) consider themselves to be 'Savers', 'Spenders/ Pleasure Seekers' and 'Money Avoiders' based on the October 2024 Seymour Financial Resilience Index[®] with people able to identify with more than one Money Type

Proportion of Men compared to Women that report having 'Saver', 'Spender', and Money Avoider' Money Type: October 2023

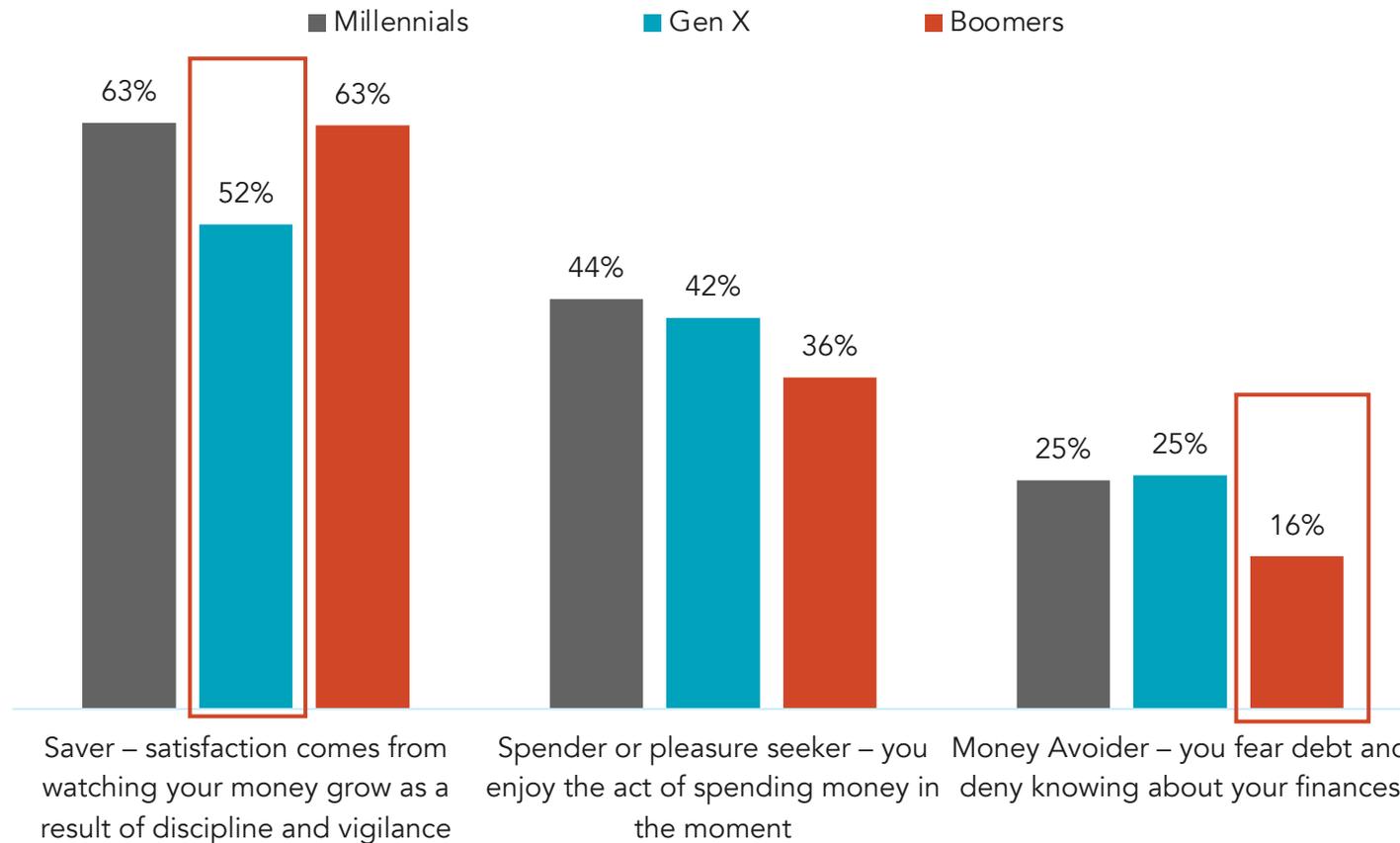


Source: Financial Resilience Institute, October 2023 Financial Well-Being study.
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Gen X are the least likely to consider themselves 'Savers' with 10% less of them reporting this as their dominant Money Type compared to Millennials and Boomers

16% of Baby Boomers consider themselves to be 'Money Avoiders', compared to a quarter of Millennials and Gen X Canadians.

Proportion of Canadians by life stage that report having 'Saver', 'Spender', and Money Avoider' Money Types: October 2023

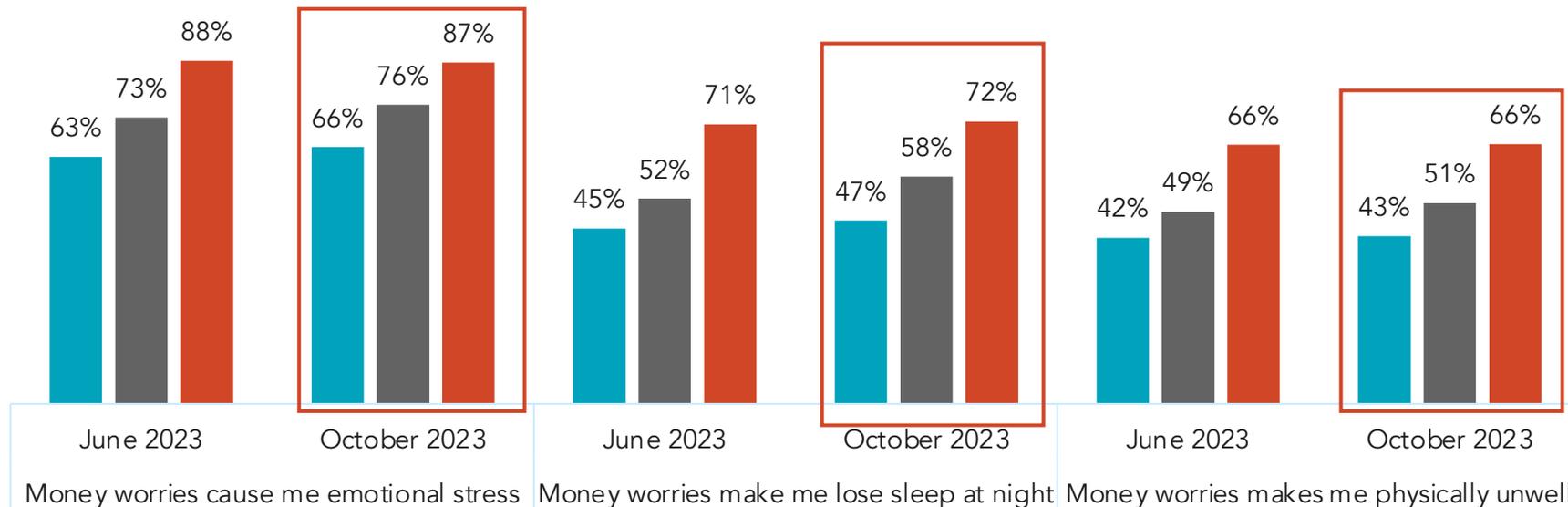


The Institute's analytics validates that your Money Type not only influences your financial resilience, but your financial wellness and overall well-being

43% of 'Savers' report the money worries/ financial stress makes them physically unwell compared to 66% of 'Money Avoiders' and 47% of 'Savers' report that money worries makes them lose sleep at night compared to 72% of 'Money Avoiders'.

Proportion of households by money Type that have high levels of financial well-being and that report that money worries have negative impacts on their emotional wellness and physical health

- Saver – satisfaction comes from watching your money grow as a result of discipline and vigilance
- Spender or pleasure seeker – you enjoy the act of spending money in the moment
- Money Avoider – you fear debt and deny knowing about your finances

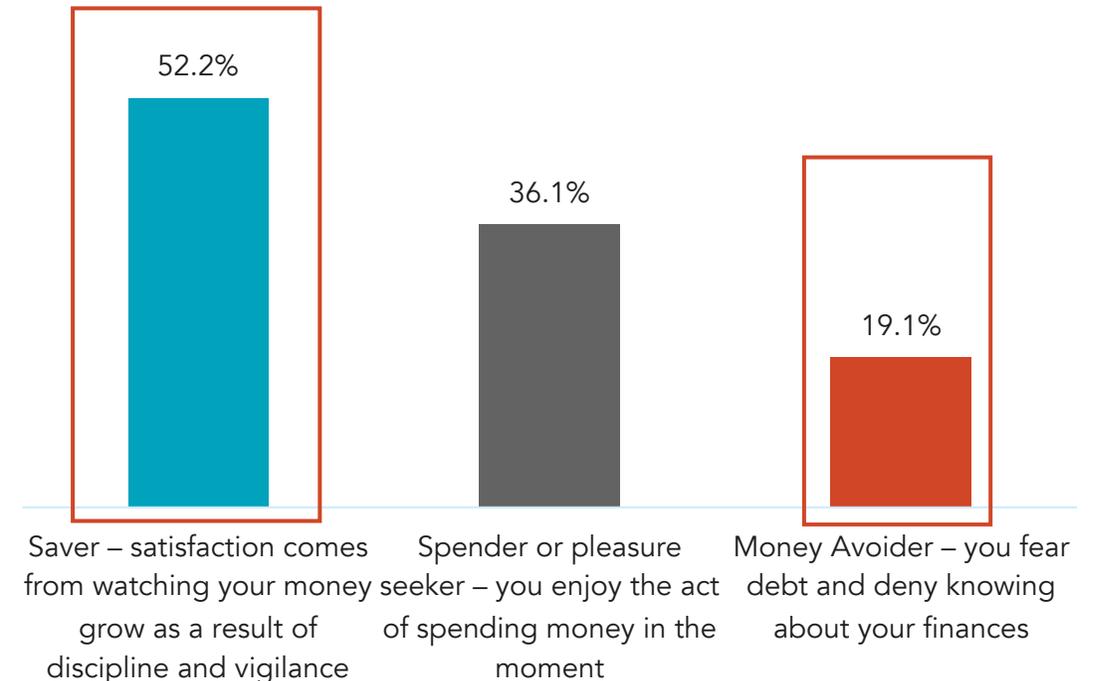


Source: Financial Resilience Institute, June 2023 Financial Well-Being study.
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'Savers' are significantly more likely to have high levels of financial well-being compared to Money Avoiders' and Spenders/ Pleasure Seekers

When asked to report their level of financial well-being on a 10-point scale, 52.2% of 'Savers' reported scores of 7 and above, while this was the case for 36.1% of 'Pleasure Seekers' and only 19.1% of 'Money Avoiders'

Proportion of households by money Type that have high levels of financial well-being and that report that money worries have negative impacts on their emotional wellness and physical health as of June 2023



Deep-dive complementary analytics on the impact of planning ahead financially and of working with a financial planner and improved financial resilience and financial wellness outcomes are highlighted in our 'Financial Planning: A Pathway to Financial Resilience' Report ^[1]

Key Report themes: there is an association between Canadians planning ahead financially, working with a financial planner and/or adhering to their financial plan and improved financial resilience, financial wellness and financial well-being.



[1] See the 'Financial Planning as a Pathway to Improved Financial Resilience Report' published in July 2023 authored by Eloise Duncan, CEO and Founder, Financial Resilience Institute, with this report commissioned by FP Canada and IQPF. <https://www.finresilienceinstitute.org/financial-planning-report/>

64% of people working with a financial planner rate their primary Financial Institution (FI) highly for helping to improve their financial wellness over the past 12 months, compared to 51.2% of households that are not working with a financial planner.

[2] 65% of households working with a financial planner report that adhering to their financial plan has helped to improve their financial resilience over the past 12 months,

with this the case for 48% of 'Financially Resilient' households

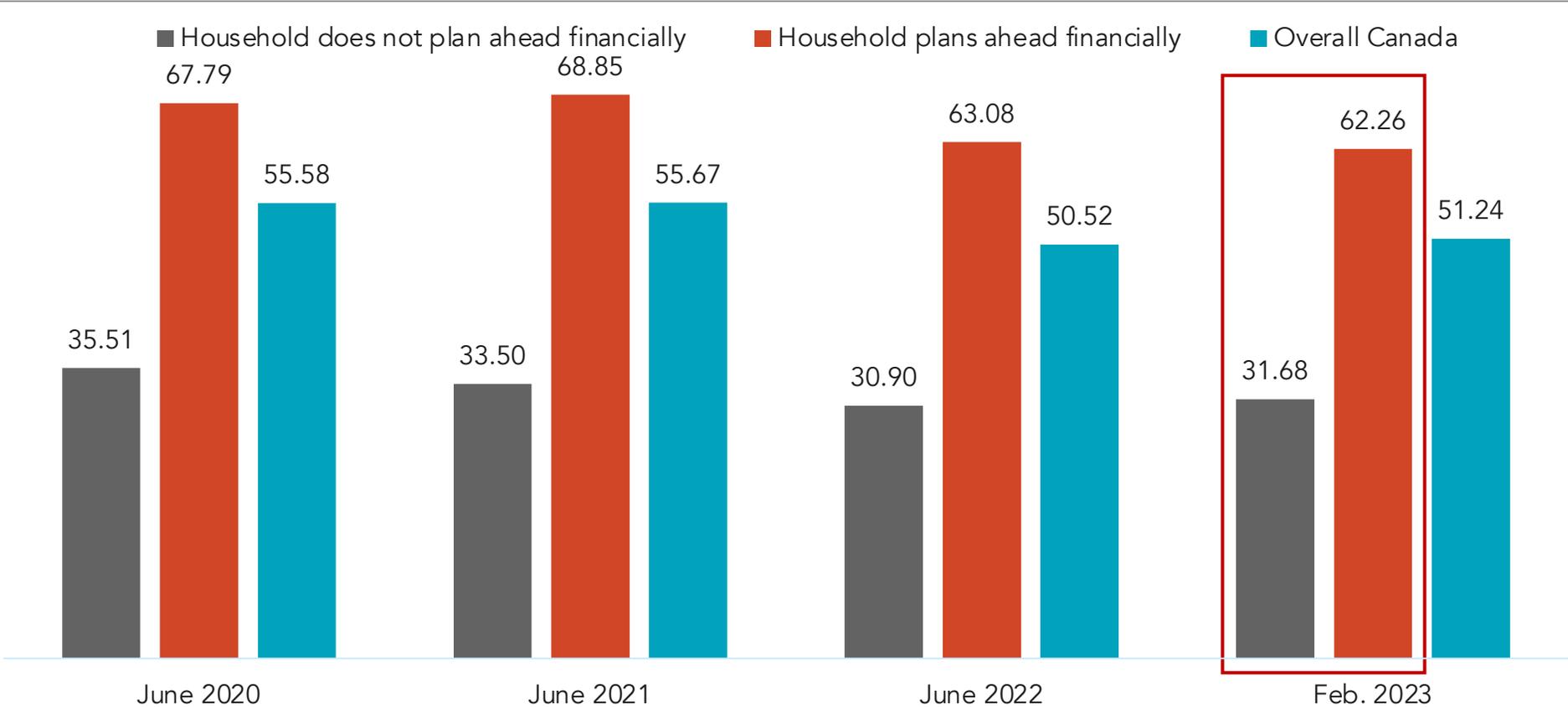
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The positive impact of planning ahead financially for upcoming or unexpected expenses or to save for long term goals is proven, with this one of the Index indicators



As of February 2023, households that plan ahead financially have a mean financial resilience score of 62.26, which is 30.58 points higher than households that don't, who have a mean financial resilience score of 31.68. They also have a much higher mean financial resilience score than Canadians overall, whose mean financial resilience score was 51.24 as of February 2023.

Mean financial resilience score of households that are planning ahead financially – June 2020 to February 2023



Source: Financial Resilience Institute, February 2023 Seymour Financial Resilience Index® 'Financial Planning as a Pathway to Improved Financial Resilience Report' published in July 2023. <https://www.finresilienceinstitute.org/financial-planning-report/>
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Regardless of household income, Canadians who work with a financial planner are more financially resilient compared to those who don't work with one as highlighted in the Institute's 'Planning as a Pathway to Financial Resilience' report.



For example, people with an income of less than \$49,999 working with a financial planner have an index score of 50.16, compared to their counterparts not working with a financial planner (40.46)

Mean financial resilience score of households working with a financial planner versus not by household income demographics as of February 2023

Mean financial resilience score of households working with a financial planner compared to those not working with a financial planner by household income demographic as of February 2023



Source: Financial Resilience Institute, February 2023 Seymour Financial Resilience Index®
[1 See the 'Financial Planning as a Pathway to Improved Financial Resilience Report' published in July 2023. <https://www.finresilienceinstitute.org/financial-planning-report/>
64% of people working with a financial planner rate their primary Financial Institution (FI) highly for helping to improve their financial wellness over the past 12 months, compared to 51.2% of households that are not working with a financial planner.
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Contact us at info@finresilienceinstitute.org for more information or feedback on this whitepaper



This data and work research was featured in the Globe and Mail in October 2024

Two-thirds of Canadians choose the word 'saver' to describe their main money personality



Rob Carrick – **Globe and Mail**

October 24, 2023



Eloise Duncan, CEO and Founder

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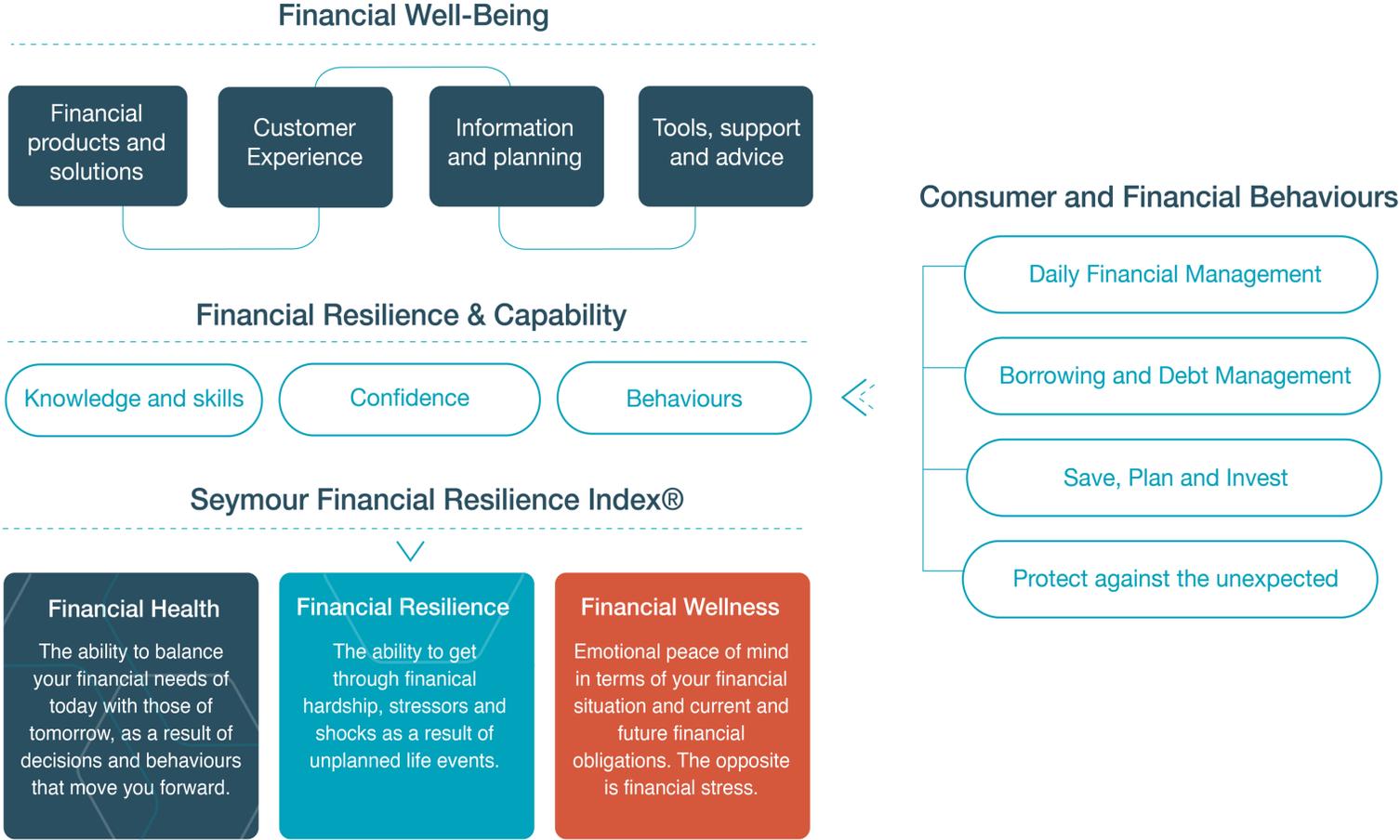
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Appendices



Financial Well-Being Framework developed in 2016



^[1]
Financial Well-Being Definition

A state of being wherein a person can fully meet current and ongoing financial obligations, can feel secure in their financial future, and is able to make choices that allow them to enjoy life.

[1] The definition for 'Financial Well-Being' was developed by CFPB (Consumer Financial Protection Bureau) in the US and was adopted by Financial Resilience Institute for this framework. The proprietary Financial Well-Being Framework was developed by Seymour Consulting (now Financial Resilience Institute) with this peer-reviewed by many organizations and academics around the world. © 2024 Financial Resilience Society DBA Financial Resilience Institute. All Rights Reserved.

- The Seymour Financial Resilience Index ® is a proprietary regression model developed over 5 years based on an iterative process to regressing and evaluating over 35 potential indicators against self-reported “financial resilience” or “financial stress” measures, using the multiple linear regression technique.
 - In the end, 9 variables were determined to account for 60 percent of the variance in the financial resilience construct as of October 2023, 63 percent as of June 2023, 62 percent as of February 2023 and June 2022, and 64 percent of the variance in the financial resilience construct as of February 2021.
 - The regression model’s indicators (independent variables) are significant at a 95% confidence interval, with p-values less than 0.05.
 - The model has been validated against all years of Financial Well-being studies data between 2017 and 2023. This has revealed consistency in results, represented by a strong R-squared as well and similar weights of the independent variables as predictors of financial resilience.
 - Weightings for the model are based on their overall contribution to the dependent variable in the model and are not equal.
- Five stages of Index development and validation:
 1. Identification of potential indicators
 2. Data collection for Index development
 3. Regression model development with different combinations of potential indicators
 4. Indicator selection and
 5. Model validation leveraging multiple linear regression model technique.
 - Based on 2017 and 2018 data, six of the nine index model independent variables were available, and in the 2019 data, seven of the independent variables were available. All nine variables are available based on the February 2020 Index baseline data. In July 2022, one of the two variables within the debt composite indicator was replaced [1].

The Index has been peer-reviewed by Statistics Canada, UN-PRB, C.D. Howe Institute. Haver Analytics and leading Financial Institutions and other organizations using it. It was developed building on over seven years of national Financial Well-Being studies data, with a pre-pandemic baseline of February 2020. The Index is complemented with the Financial Well-Being studies instrument, with longitudinal research and analytics being conducted with around 1500 of the same households (from the total sample of 5000 households) over time. The Index is being used by financial institutions and other organizations to measure and track the financial resilience and financial well-being of their customers and stakeholders over time and other aspects such as the extent to which their customers rate them for helping to improve their financial wellness; financial inclusion challenges, financial stressors, financial behaviours and more.

[1] The 8 unchanged indicators account for 93% of the predictability of household financial resilience as of February 2023 and 90% as of June 2022.

Financial health, stress and vulnerability data is available dating back to 2017 with mean financial resilience score data based on the Index available from 2020. The Index is complemented with financial health, stress and vulnerability data available by household income and for key populations dating back to 2017 based on the national Financial Well-Being studies dataset.

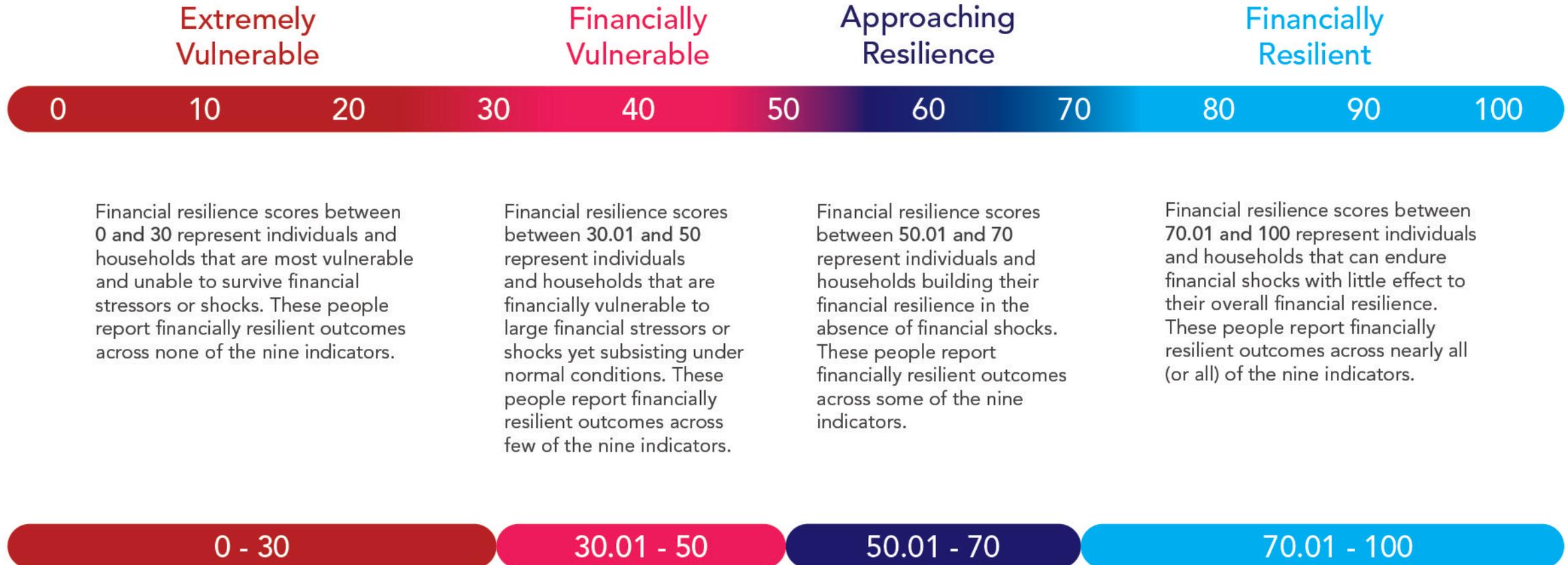
More information on the Index is available in the at: <https://www.finresilienceinstitute.org/why-we-created-the-index/>

Information on the financial resilience and financial well-being of Canadians during the COVID-19 pandemic is available at <https://www150.statcan.gc.ca/n1/en/catalogue/75F0002M2021008>

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Index Scoring Model and Financial Resilience Segments



Contact us for more information about our services and impact or to become a clients, partner, subscriber or supporter

Improving Financial Resilience for All

We partner with financial institutions, business leaders, and policymakers to develop and implement solutions that improve financial resilience, health and well-being for all.

Financial services innovation, public policy and programs work best when rooted in data and facts.

Our research, impact measurement, and cross-sector collaboration spark solutions in programs and practice.

We're working to help expand opportunities for people, small businesses and communities and improve financial resilience for all.



Research,
Measurement
and Analytics



Strategic
Consulting
and Advisory



Custom
Projects
and Solutions