

A photograph of a person in a red shirt sitting at a desk. The person's hands are visible, one holding a pen and the other pointing at a document. A calculator is on the desk in the foreground. The background is a dark wooden desk with several papers.

Risk Literacy Survey Charts

From a global study by TNS entitled
Personal Risk Assessment and Risk Literacy

TNS Canadian Facts • February 2010



Correct responses to individual and all three risk questions

	All Countries	Netherlands	Hong Kong	Luxembourg	Singapore	UK	USA	Germany	Italy	Canada	France	Mexico	Portugal	Argentina
Assessing lottery payouts	40%	43%	41%	48%	38%	40%	39%	41%	44%	36%	39%	47%	36%	38%
Investment risks and returns	36%	40%	43%	42%	45%	39%	41%	39%	42%	37%	24%	27%	21%	19%
Single stock versus basket	53%	65%	70%	64%	64%	49%	61%	50%	52%	57%	42%	45%	42%	29%
Answered all questions correctly	13%	21%	18%	18%	17%	15%	15%	14%	14%	13%	10%	7%	6%	5%

Question wording is proprietary to TNS



Canada: Correct responses to individual and all three risk questions

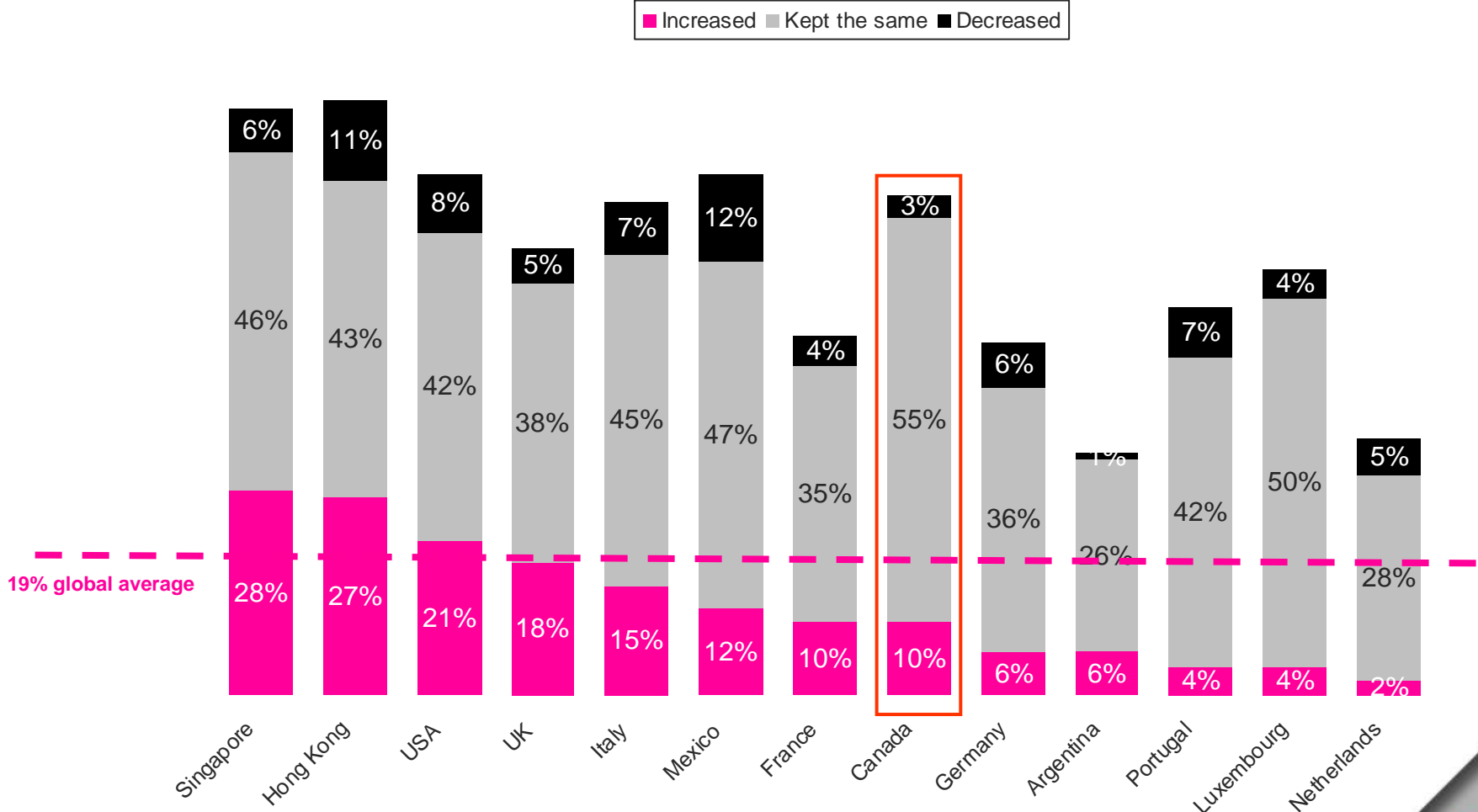
	Total Canada	Region				
		Atlantic	Quebec	Ontario	Prairies	BC
Assessing lottery payouts	36%	34%	39%	39%	31%	31%
Investment risks and returns	37%	37%	31%	36%	43%	40%
Single stock versus basket	57%	50%	47%	58%	64%	64%
Answered all questions correctly	13%	16%	11%	15%	10%	10%



Canada: Correct responses to individual and all three risk questions (cont'd)

	Total Canada	Gender		Age			
		Male	Female	18-24	25-34	35-49	50+
Assessing lottery payouts	36%	40%	33%	44%	36%	40%	32%
Investment risks and returns	37%	42%	32%	44%	34%	38%	35%
Single stock versus basket	57%	61%	52%	52%	51%	64%	55%
Answered all questions correctly	13%	16%	9%	14%	9%	19%	10%

Change in activities to acquire knowledge about financial matters since the global financial crisis



Since the economic crisis have you increased, decreased or kept the same the following? Note: Don't know/not applicable to me not shown



Canada: Increased activity to acquire financial knowledge

