

お金の知識をあなたの力に  
Financial literacy, part of your life

# OECD/INFE-Banco de Mexico

## Symposium on financial Literacy: The brain and financial decision making

Session3-Designing behaviorally-inspired  
financial literacy programmes and  
initiatives

8 May 2025

**J-FLEC**  
JAPAN FINANCIAL LITERACY  
& EDUCATION CORPORATION



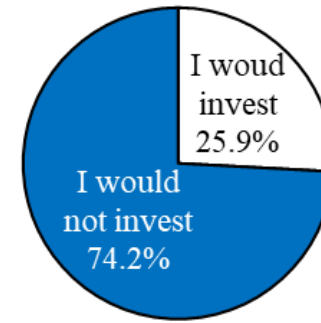
## □ Outline

- ✓ An online survey targeting 30,000 individuals aged 18 to 79 who were chosen roughly in proportion to Japan's demographic structure.
- ✓ Every 3 years starting in 2016 (next survey in 2025).
- ✓ 40% of the questions are comparable to those of OECD/INFE and FINRA.

## □ Behavioral Analysis

Behavioral bias	Question	Agree ←————→ Disagree				
		1	2	3	4	5
<b>Myopic behavior</b>	If I had the choice of (1) receiving 100,000 yen now or (2) receiving 110,000 yen [in 1 year/1 year later], I would choose (1), provided that I can definitely receive the money	32.1	14.3	16.5	12.0	25.2
<b>Herd behavior</b>	When there are several similar products, I tend to buy what is recommended as the best-selling product, rather than what I actually think is a good product	4.7	12.8	42.8	20.8	18.9

Behavioral bias	Question
<b>Loss Aversion behavior</b>	Suppose that, if you invested 100,000 yen, you would either get a capital gain of 20,000yen or a capital loss of 10,000 yen at a 50%probability. What would you do?



(Characteristics of respondents with a strong behavioral bias)

	Percentage of correct answers	Those who invested in stocks	Those who experienced financial trouble	Those who had consumer loans	Those who felt they had too much debt
All respondents	55.7	33.8	7.3	4.6	11.6
Respondents with myopic behavioral bias	55.4	33.6	9.3	6.8	17.0
Respondents with herd behavioral bias	48.5	38.3	9.7	6.0	22.2
Respondents with loss aversion bias	52.5	24.1	6.2	4.0	10.2

- ❑ J-FLEC dispatches lecturers to schools, workplace and others to give lectures using Standard Lecture materials aligned with the Financial Literacy Map\*.

Explain the importance of life planning from a **medium- to long-term perspective**.  
Use of simulators during lectures or encourage the use of them after the lecture.

Age Group	Materials
Schools	Primary School (Grade1,2)
	Primary School (Grade3,4)
	Primary School (Grade5,6)
	Secondary School
	High School
	College, University
Workplace and others	Younger Generation (~20s)
	Mid-career Generation (~40s)
	Older Generation (~60s)

\* Financial Literacy Map sets out “Minimum level of financial literacy that should be attained as a life skill” for different age groups.

**J-FLEC ② (参考) シミュレーションの紹介** 13

○シミュレーションを使って実際にライフプランを立ててみましょう。

**J-FLEC ② 生活設計 (ライフプランニング)**

○「将来どんな人生を送りたいか」について『生活設計 (ライフプランニング)』という

どんな仕事をしたい？  
独身？ 結婚？  
子どもは？  
どこに住む？

金融庁提供  
ライフプランシミュレーター

性別・学歴・雇用種別・年収・結婚・子ども・マイホーム購入等のライフイベントを入力することで、簡易的なシミュレーションを作成することができます。

ライフプランシミュレーター以外にも、家計管理や資産形成、借金のシミュレーターもあります。

金融庁 ライフプランシミュレーター 検索

Explain the concept of risk and mitigate risk through **long-term, periodic, and diversified** investments.

**J-FLEC ④ 分散投資 – 主な分散方法** 53

○分散方法は主に3つあります。『資産・地域・時間の分散』を通じてリスク (運用成果の振れ幅) を抑えることが重要です。

**J-FLEC ④ 資産運用におけるリスクの意識**

○資産運用におけるリスクとは『運用成果』です。「リスクが大きい」とは、「とても危険」「大きく儲かるかもしれないし、大きく損する (運用成果の振れ幅・不確実性が大きい)」「保険で備えるリスク (危険)」とは意

**資産の分散**

預貯金、株式、債券、投資信託

**地域の分散**

世界地図

**時間の分散**

ドル・コスト平均法

長期・積立・分散投資の組み合わせでリターン (運用成果) を得るために効果的

長期・積立・分散投資のシミュレーション (2003年1月～2022年12月の毎月定額1万円を積立投資した結果)

運用成果 時間

購入価格

運用成果 時間

振れ幅が小さい

振れ幅が大きい

リスクが小さい

リスクが大きい

type

1

**Dispatch of classes or lecturers, events and seminars**

Provide financial education opportunities to understand the importance of life planning, household management, asset formation, etc.

**J-FLEC  
Instructor**

type

2

**Free experience of "J-FLEC First Money Plan"**

Through the one-hour free consultation experience, he/she will know the specific actions to take for himself/herself, and to recognize the value and significance of the advice on money matters.

**J-FLEC  
Consultant**

type

3

**Discount coupon for "J-FLEC First Money Plan"**

By distributing discount coupons for consultation fees, he/she will have an opportunity to actually receive advice on money matters, and to deepen understanding of the practical actions that he/she should take.

**J-FLEC  
Certified Advisor**

**Changes in Financial Attitudes  
and Behaviors of Individuals**

**Realization of financial  
wellbeing as envisioned by  
each individual**



Thank you !

**Shinji Kawai**

**Deputy Managing Director, Educational Planning Department**

**Japan Financial Literacy and Education Corporation**

**[shinji.kawai.ih@j-flec.go.jp](mailto:shinji.kawai.ih@j-flec.go.jp)**

**Website**

<https://www.j-flec.go.jp/>



**J-FLEC Official X Account**

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