Money Matters

Workbook 5

Smart Shopping

ABC LifeLiteracyCanada

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Land Acknowledgement

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Vision:

We envision a Canada where everyone has the tools and opportunities they need to improve their literacy and essential skills.

ABC Life Literacy Canada is here to support Canadian literacy practitioners

ABC Life Literacy Canada strengthens organizations that promote adult learning by developing and supporting the use of high-quality introductory learning materials and resources written in clear language.

Welcome to *Money Matters!*

What will you learn?

In today's workshop, you'll learn about:

- Reasons why we shop
- Ways to think about shopping habits
- How comparison shopping helps you save money
- Ways to make smart buying decisions

Do you know ASL?

You can watch ASL videos of the information from the workbook. The playlist of ASL videos for this workbook is at:

https://tinyurl.com/4e5vdf8e

You can also find the playlist by scanning this QR code on your mobile device.

Why we shop

There are lots of ways to get things that you need and want. You could:

- Buy them from a store
- Borrow them from a friend
- Trade something you already have for the thing you want

Shopping is making decisions about how to get the things you want or need. Buying, borrowing, and trading are some different kinds of shopping.

Needs are things you must have and can't do without, like food.

Wants are things that are nice to have, but that you can live without.

Why we shop

It can be hard to make good decisions when you're shopping. You have to think about:

- Whether the item you want to buy will work for you
- Which purchases are most important for your **spending plan**
- Whether you're getting a good price

Thinking about how you make shopping choices can help you make better shopping decisions in the future.

A **spending plan** or budget is a plan for how you will spend your money. It helps you figure out how you'll pay for your needs and wants.

Getting in touch with your money

- [ ] I like to wait until I'm inside a store to decide what I might like to buy that day.
- [ ] I usually have an idea of what I want to buy when I go shopping. But I don't write it down or do any research before shopping in case I change my mind.
- [ ] I only shop for things I really need. Before I go shopping, I look around to find out where to get the best price.
- [ ] None of the above apply to me. Here's my situation:

Do you find it hard to talk about shopping and make choices about how to spend money? Here's the good news: managing your money is a skill. That means you can learn, practice, and get better at it.

Meet Tenzin and Riley

Tenzin

- Works hard to earn money, and feels proud when he buys something new at full price
- Loves to have new things that everyone is talking about, like the latest smartphone
- Sometimes buys a new phone even though his old one does everything he needs it to

Riley

- Keeps a close eye on her expenses
- Plans a weekly grocery trip and reads the store flyers to see what's on sale
- If she'll only need an item for a short amount of time, she usually tries to borrow it from a friend

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Let's talk about it

- What are some of Tenzin's shopping habits?
- What are some of Riley's shopping habits? How does shopping make her feel?
- When you shop, are you more like Tenzin or Riley?
- Do you have a shopping story you're especially proud of?

Someone's **shopping habits** are their regular patterns for how and where they spend their money. Shopping habits can be good, bad, or neither. And they might change during your life.

Let's talk about it

Examples of my shopping habits:

_____

_____

_____

Ask yourself...

- How do I feel about my shopping habits?
- Are there any habits I would like to change?
- Are there any new shopping habits I would like to learn?

How we learn to shop

Things that shape how I shop:

- ☐ Experiences I had as a child
- ☐ My parents or grandparents
- ☐ How I feel about myself
- ☐ How much money I have
- ☐ My interests
- ☐ _____
- ☐ _____
- ☐ _____

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Advertising and spending

Here are some common phrases you might hear or see in advertisements:

- New and improved
- Limited time offer
- You're worth it
- Great value
- Get results fast

An **advertisement** or ad is any message that asks you to spend money or buy something. You might see ads on the bus, TV, on the internet, or you might get them in the mail.

Let's talk about it

- Have you heard or seen any of them before?
- Where did you see them, and what were the ads selling?
- Why might each phrase convince someone to buy something?
- Do you think businesses that use these phrases are telling the truth about their products?

Understanding ads

Understanding ads

Impulse spending

Tips for preventing impulse spending

- Don't shop when you're tired or hungry
- Take time to wait and think about what you need before you buy things
- Make a list before you go to the store
- _____
- _____

Impulse spending is when you buy something you didn't plan to buy. There's no price minimum or maximum for impulse spending. If you buy something without thinking about it beforehand, it's probably an impulse buy.

Make a shopping plan

Think of something you're planning to buy. What do you need to know so you can decide what to buy and where to buy it? What other information do you need to know before you make your decision?

Make a shopping plan

As with many things in life, you can make better shopping decisions when you have a plan. Your plan can include:

- What you want to buy
- How much money you have to spend
- What features and options are most important to you
- Where and when you're going to shop for the item

Let's talk about it

- Have you ever made a shopping plan before?
- What advice do you have for someone making a shopping plan for the first time?
- Do you need a shopping plan for everything you buy?
- Does making a shopping plan before you buy something make shopping more fun or more stressful for you? Does everyone agree?

Where to shop

You don’t always have to buy the first item you see. **Comparison shopping** can help you find a product that’s right for your needs and that fits into your budget.

When you **comparison shop**, you consider two or more similar items before you decide what to buy. This is sometimes called shopping around, because you can compare the cost of the same item at two or more different stores.

Unit prices at the grocery store

Some stores list the **unit price** on the shelf tag. Look near the product's price for a price per 100 grams, per ounce, or other measurement.

The **unit price** is what you pay for each quantity of something, like cents per 100 grams. It can help you compare the cost of two different sizes of similar items to figure out the best price.

If you're looking at products online, the unit price may be listed just below the product price.

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Money math: unit prices

Smaller can of coffee

Price of coffee	$4.00
Divided by the number of grams	÷ 320
Price per gram	$0.0125 or 1.25 cents per gram
Multiply the price per gram	$0.0125
by	× 100
to get the **price per 100 grams**	**$1.25**

Larger can of coffee

Price of coffee	$6.00
Divided by the number of grams	÷ 600
Price per gram	$0.01 or 1 cent per gram
Multiply the price per gram	$0.01
by	× 100
to get the **price per 100 grams**	**$1.00**

Money math: unit prices

550 ml bottle

Price of olive oil		
Divided by the number of ml	÷	_____
Price per ml		
Multiply the price per ml		
by	×	100
to get the **price per 100 ml**		

1,000 ml bottle

Price of olive oil		
Divided by the number of ml	÷	_____
Price per ml		
Multiply the price per ml		
by	×	100
to get the **price per 100 ml**		

Let's talk about it

- Have you ever used the unit price to decide which item to buy?
- When does it make the most sense to look at the unit price?
- Are there certain types of items where unit prices are helpful?
- When would it make sense to buy an item with a higher unit price rather than a lower one?
- Figuring out the unit price can be hard. Are there ways to make it easier?
- Do you always shop at the same grocery store, or do you like trying different stores?
- Do things like brands or quality matter when you shop for groceries? Does everyone in our group agree?

Usually the price you see listed on the shelf or price tag isn't the total amount you have to pay. The total price will also include sales tax, an extra amount usually between 5% and 15% of the price listed on the tag. How much depends on what you're buying and where in Canada you're shopping. You can use a calculator to help you find the total amount you'll pay.

Talking about money

What would you say if you needed to:

- Tell your friends you can't afford to go to dinner with them?
- Tell your child they can't have a new skateboard?

Even if you keep a spending plan and look for bargains, you may find that you can't afford everything you want to buy.

- Is it easy to be honest with people about how much money you have?
- Have you ever tried to hide the fact that you can't afford something?
- How do you feel when you have to say "no" to something that's not in your budget?

Name-brand and generic products

Grocery stores and pharmacies often have both **name-brand** and **generic** products.

Name-brand items are made by big companies that spend a lot of money on advertising. You may recognize their packaging in stores, but they often cost more.

Generic items are made specifically for the store where you're shopping. Sometimes they're called store-brand items. They often cost less than the name-brand versions. In many cases, the quality is the same.

What's better?

Item to buy	What I prefer to buy			
	Name brand	Generic	Both	I don't buy it
Cereal				
Cookies				
Coffee or tea				
Stomach medicine				
Home cleaning products				
Shampoo				
Diapers				
Winter coat				
Everyday shoes				

What's better?

Item to buy	What I prefer to buy			
	Name brand	Generic	Both	I don't buy it
T-shirt				
Purse or backpack				
Pots and pans				
Couch or sofa				
Cellphone				
Power drill				

Sales and discounts

Here are a few ways you can find out about sales:

- Posters or signs in a store window
- Store or brand's email list or social media
- Store website
- Coupons in an ad or a store's flyer

A **discount** is when you can buy an item for a lower price than usual. Discounts are usually a dollar amount or a percentage of the total price.

A **coupon** is a certificate that gives you a discount. You present it when you pay for an item. It usually has an expiration date, and you can't use it after that date.

Shopping online

Good things about buying online:

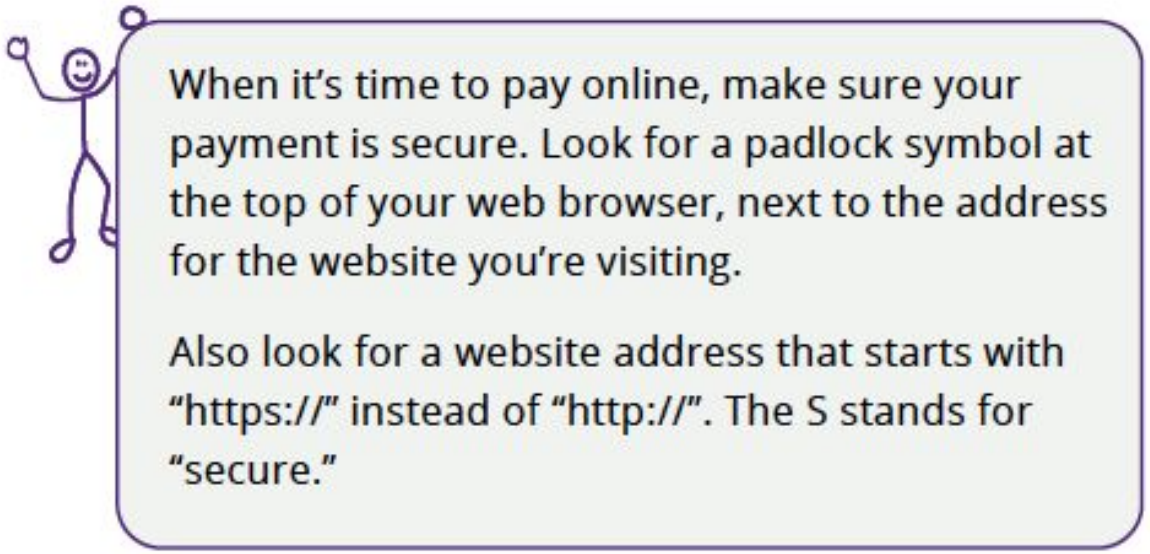
- Can have the item delivered to your home
- More choices than what your local store has
- Prices might be lower than in a local store
- _____

Bad things about buying online:

- Can't touch or try on an item before you buy it
- Too many choices can make online shopping confusing
- Not knowing if an online store will keep your information safe
- _____

Let's talk about it

- Have you shopped online before? How did you feel about it?
- What tools and knowledge do you need to shop online?
- Do you know anyone who was disappointed or felt cheated after they bought something online?
- What advice would you give to someone who is nervous about shopping online?



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Secondhand shopping

Places to shop secondhand

There are lots of places you can buy things secondhand. You can add your own ideas to the list below.

- Thrift stores
- Used bookstores
- Consignment shop
- Facebook marketplace
- Kijiji
- _____

A **bargain** is something you buy for a good price or for less than you thought you would have to pay.

A **secondhand** item is something that's been used before. Its condition depends on the previous owner.

Let's talk about it

- Is an item less special if you buy it used instead of new?
- What's good about buying new items?
- What's good about buying secondhand?
- Have you ever purchased secondhand items?
- Where did you shop for them?

Keep safety in mind if you're purchasing from someone you don't know well. Meet them in a public place, like a busy coffee shop or your local library, instead of inviting them to your home or going to theirs.

How to learn more

Did you learn anything from this workbook that might change how you shop? Do you feel like you can make better buying decisions? What else would you like to know?

"Get Cyber Safe" is an online tool from the Government of Canada to help you stay safe online:
https://www.getcybersafe.gc.ca/en

Sales tax calculator:
https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/gst-hst-businesses/charge-collect-which-rate/calculator.html

Momentum has online courses on topics like budgeting and buying things where you can learn more about smart shopping:
https://courses.momentum.org/

The ABC Skills Hub has courses to help you learn more about taking care of your money:
https://abcskillshub.ca

Congratulations

You've completed the *Money Matters* Smart Shopping workbook.

You learned about:

- Comparison shopping and saving strategies
- Impulse buying and planning your shopping
- Different ways to shop, like in secondhand stores and online

For the last activity, we hope you will make a **pledge**.

A **pledge** is a serious promise to yourself or to others.

The **pledge** can be personal, or you can share it with others.

My pledge

I pledge to work on my shopping skills by:

_____

Sometimes a pledge needs an action plan: a list of steps you'll take to make your pledge happen.

My action plan

What do I need to do first?

Who will support me?

How will I overcome setbacks and obstacles?

Thank you for participating in

Money Matters!

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