

OVERVIEW

The Consumer Credit Research Institute (CCRI) is an applied science venture dedicated to better understanding the circumstances, decisions, and activities of financially distressed consumers. In partnership with leading universities, non-profit organizations, and governmental agencies, we apply behavioral science methods to describe and predict the ways in which consumers get into financial trouble. We aspire to discover new ways to break the chronic debt cycles that can lead to ongoing financial distress and advance thinking in the areas of public policy, financial education, and business operations.

ENHANCE Consumer Intelligence

Conduct research to understand financially distressed consumers' choice, consumptive, and financial behaviors

PROMOTE Financial Literacy

Create and manage a tailored suite of programs that provide significant, measurable benefit to consumers

IMPROVE Business Practices

Integrate experimental psychology and behavioral finance into marketing and operational practices

RESEARCH AREAS

(a) Consumer Psychology

- How and why consumers make choices, the ways in which they express those choices, and how those choices impact their financial well-being are questions central to our research program
- Through laboratory and field experiments we are creating the first comprehensive view of subprime and financially distressed consumer psychology

(b) Consumer Credit Markets

- The relationship between collection activity, credit availability, and consumer welfare is poorly understood, but critically important for policy-makers and regulators
- Our experimental economics approach will characterize the household balance sheets of financially distressed consumers and relate consumer credit availability to market dynamics

(c) Consumer Welfare

- Although consumer spending is the single largest driver of the U.S. economy, traditional approaches to financial education have generally failed to prevent aggregate consumer indebtedness
- We seek to develop innovative products and services that will improve consumers' financial health, and new approaches to financial education that acknowledge our cognitive biases

NEWS AND RESOURCES

Additional information about the Consumer Credit Research Institute is available on our website (www.encoreccri.org) or by emailing us at info@encoreccri.org. We frequently release information related to consumer financial decision making on our blog (www.encoreccri.org/blog).