



INTERNATIONAL FORUM FOR INVESTOR EDUCATION

**IFIE 2012 STATE OF GLOBAL INVESTOR
EDUCATION SURVEY**

IFIE 4th Annual State of Global Investor Education --2012

Note: Not all respondents answered all questions.

1. Are you a member of IFIE?

- 36% --- Yes
- 64% --- No

2. Are you a member if IFIE-MENA?

- 5% --- Yes
- 95% --- No

3. Are you a member of AFIE?

- 25% --- Yes
- 75% --- No

4. Are you a member of IFIE-Americas?

- 21% --- Yes
- 79% --- No

5. How would you describe your market? (Check all that apply)

- 29% --- Advanced markets
- 57% --- Emerging markets
- 27% --- Regional markets
- 8% --- Global markets

6. How long has your organization been involved in financial education; financial literacy or financial capability; and/or investor education?

- 1% --- Less than a year
- 14% --- 1-3 years
- 40% --- 3-10 years
- 36% --- 10-25 years
- 9% --- More than 25 years

7. How long have you been involved in financial education; financial literacy or financial capability; and/or investor education?

- 5% --- Less than a year
- 17% --- 1-3 years
- 49% --- 3-10 years
- 28% --- 10-25 years
- 1% --- More than 25 years

8. Describe the geographical reach of your programme.

- 38% --- Country-regional (within a region or spanning multiple regions within a country)
- 57% --- Country wide
- 3% --- Global-regional (within a region or spanning multiple regions around the world)
- 2% --- Global

9. Describe the type of your programmes and activities (check all that apply)

- 76% --- Investor education programmes for adults
- 63% --- Financial education through ages 18-21
- 59% --- Financial literacy/capability programmes for adults
- 59% --- Investor literacy programmes for adults
- 59% --- Create financial and investor education curriculum, skill-building or training materials
- 45% --- Create/provide strategies or materials or training (but do not directly deliver programmes)
- 44% --- Develop national or regional strategies
- 35% --- Activities in more than one language
- 21% --- Oversee/regulate providers of financial and investor education

10. Describe where, how and by what means your programmes and activities are delivered (check all that apply)

- 82% --- Print/publications
- 81% --- Conferences/seminars
- 76% --- Websites and online/internet/cell phone/via other remote and virtual technologies
- 57% --- Community meeting places/libraries

- 55% --- Schools, classrooms
- 52% --- Work places/businesses
- 52% --- Technical schools, community colleges, universities
- 46% --- Regulatory oversight and national strategy/policy creation
- 35% --- Training the trainer locations
- 29% --- Policy advocacy
- 23% --- Places of worship/churches/mosques/synagogues/other
- 22% --- Funding the programmes of others
- 16% --- Afterschool and care locations for children
- Other:
 - “We use media as a category of distribution:
 - mass media (TV program—including public television, movie, newspaper) (3);
 - booths and exhibitions and “on the road” shows country wide (2)
 - social media (1)
 - investing games for high school and college students (1)
 - “Professional, business and community associations” (2)
 - “We look to the National Strategy/Plan” (2)

11. Does your organization attempt to measure the success of its programme?

- 29% --- Yes, all programmes are measured
- 52% --- Yes, some programmes are measured
- 19% --- No, programmes are not measured

12. What sort of tools do you use to measure the success of your programmes?
(check all that apply)

- 28% --- Review by independent experts
- 73% --- Formal surveys of the target population (s)
- 44% --- Informal surveys of the target population (s)
- 41% --- Miscellaneous/other means of measurement

Descriptions (optional):

- Questionnaires for/evaluation of knowledge gained by program participants (5)
- Program specific metrics such as downloads, site visit statistics, other web ‘traffic’ statistics (5); ‘beginning of measurement of social media impact ‘(1)
- Choosing what measurements to use and using them is still a challenge (3)
- Monitor mass media and public perceptions/opinions (1)

13. In US dollars, is the range of current annual spending on your programmes and activities

- 37 % --- \$0 - \$75,000
- 20 % --- \$75,001 - \$250,000
- 14 % --- \$250,001 - \$500,000
- 9 % --- \$500,001 - \$1 million
- 11.5% --- \$1 million - \$3 million
- 5% --- \$3 million - \$5 million
- 1% --- \$5 million - \$10 million
- 2.5% --- More than \$10 million

14. Do you expect to spend _____ more _____ less _____ about the same amount of resources on your programmes in 2013 as you did in 2012?

- 37% --- More
- 12% --- Less
- 51% --- About the same

15. Did you serve _____ about the same _____ more _____ fewer individuals in our programmes in 2012 as you did in 2011?

- 38% --- About the same
- 53% --- More
- 9% --- Fewer

16. Did you operate _____ more _____ fewer _____ about the same number of programmes and activities in 2012 as you did in 2011?

- 53% --- More
- 12% --- Fewer
- 35% --- About the same

17. Does your organization involve financial services industry professionals in delivering your programmes?

- 62 % --- Yes
- 18.5% --- No
- 8.5% --- No, but we did in the past
- 11 % --- No, but we are planning to do so in the future

18. If you responded, “Yes” or “No, but we did so in the past” or “No, but we are planning to do so in the future”, how have you (or may you) involve financial services industry professionals in delivering your programmes? Select as many of the following answers as are appropriate.

- 75% --- Making presentations to target audiences
- 52% --- Acting as a channel by which investors can get materials
- 41% --- Serving in an advisory capacity
- 33% --- Providing financial support for programmes
- 6% --- None of the above

19. Below is a list of challenges that have been identified as priority concerns by IFIE members and global colleagues. Which ones are your organization most concerned about addressing? (Check all that apply)

- 54% --- Sustainability of our programmes and initiatives
- 53% --- Funding/resourcing our programmes
- 53% --- Developing materials to share with target audiences
- 46% --- Strategies to address, identify and quantify the challenge/s
- 44% --- Practical implementation steps—figuring out “how do we address the challenge”
- 41% --- Learning how to partner with other organizations
- 40% --- Learning what works and adapting programmes to take into account what works
- 38% --- Staff leadership and professional/skill development in my organization to meet the challenges
- 36% --- Addressing the “scale” and scope of the challenge in our jurisdiction or programme areas
- 25% --- We have the basics, but we need to work on how to take the next steps
- 19% --- Having relevant materials in multiple languages

Additional challenges:

- “Development of effective delivery tools and strategies to meet points of need of target audiences” (2)
- “Public awareness of our organization as unbiased source of quality information on FC/IE”
- “Improved understanding of what works with respect to behavior change”
- “Extending value and impact of strategy jurisdiction wide to meet FC/IE needs”

20. Are there issues or questions to financial and investor education priorities and challenges for 2013 that we have not addressed in this survey that you would like considered?

- Use and effectiveness of media, communications methods, social media for delivery of FC/IE programmes (4); and use of mobile technologies and apps (2)
- Training professionals to deliver FC/IE programmes
- Marketing to other partners such as government entities so they will work with us (2) and to stakeholders so they will appreciate the value of FC/IE work (2)
- Role of behavioural economics in our work and need to change behaviour (2)
- More on financial inclusion agenda (1); especially for younger people (1)
- Case studies on implementation successes and failures (1)
- Finding resources to develop programmes (1)