



Investor Education: The Working Years

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An 11-year Journey with the IEF

- **Step 1: The Rational Approach to Learning**
 - Life events as triggers
 - Decision-making paths
 - Limits on learning
- **Step 2: Building on current behaviour**
 - Information-seeking & knowledge
 - Think like a marketer: Segments, messages, media & learning styles
- **Step 3: Engagement as a catalyst**



Some of the Research

- Rational
 - Lit. review & modeling
 - Personal interviews and formal content analysis
 - Advisor interviews
 - Consumer survey
 - Build decision paths
 - Intensive and extensive building of learning modules at 5 levels of literacy
 - Validate decision paths
- Build on behaviour
 - Benchmarking Financial Knowledge
 - How People Learn About Financial Matters
- Engagement as Catalyst
 - Youth financial literacy
 - Advisor relationships
 - Investor decision-making
 - Budgeting, saving, investing
 - Home equity & retirement income



What People Want to Know

People want to know just enough...

To make a decision they must make...

Due to a life event and ...

Be comfortable with their choice.

... This is less than you think they should know!

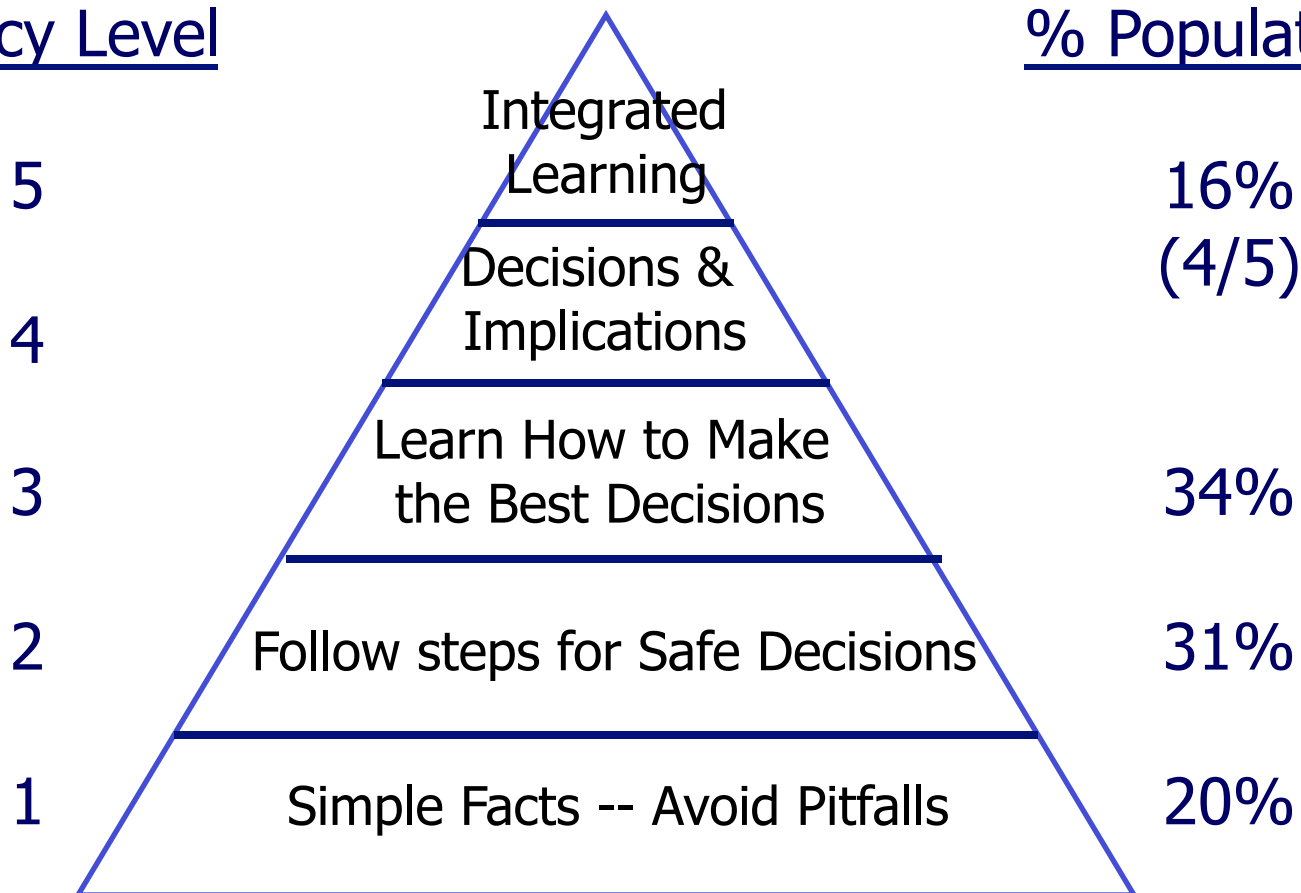


What Can People Learn?

(A Global Concern with Local Numbers)

Literacy Level

% Population*





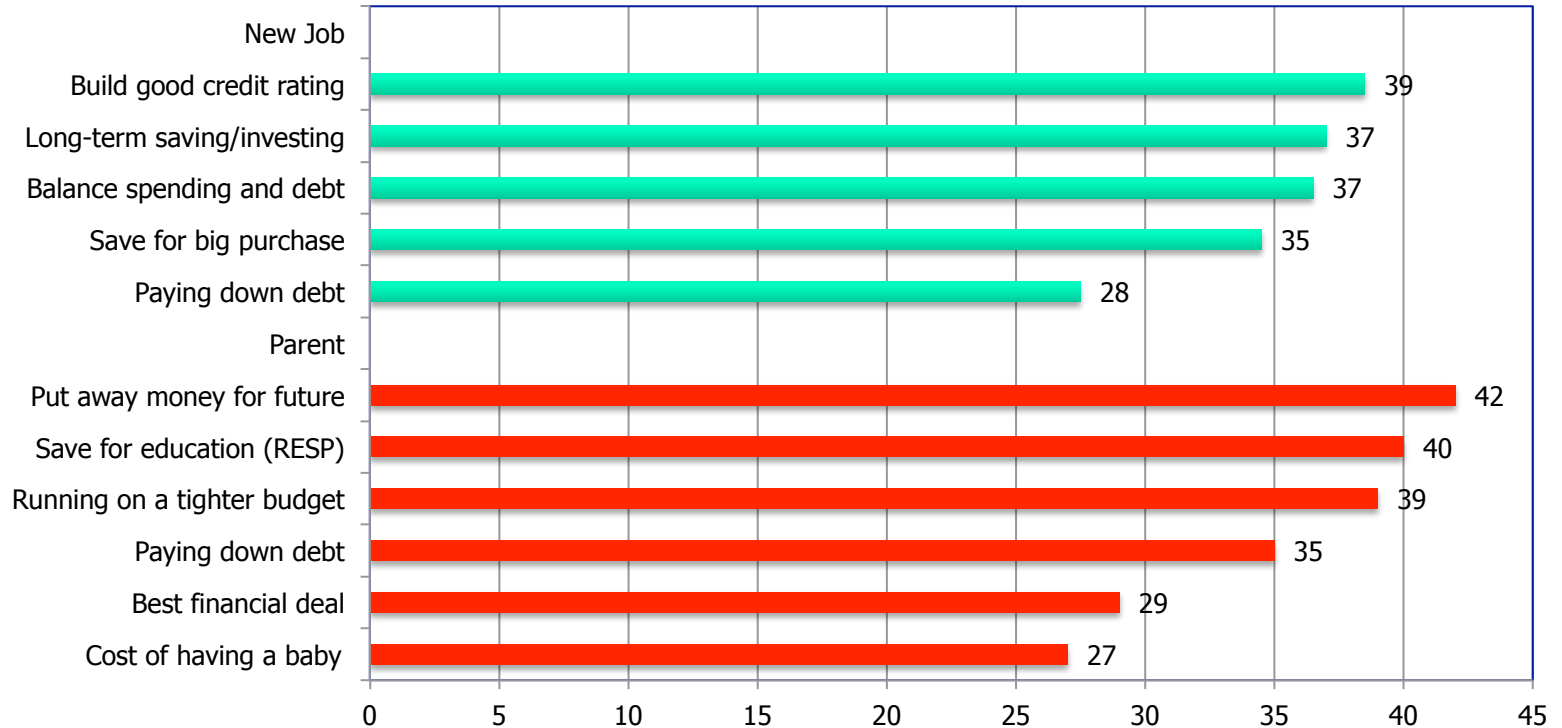
Building on Current Behaviour

- Meet the consumer “on their terms”
- Segmented Approach – Match content and delivery to segments
 - Right content – Right method – Right tools
- Exact answers are particular to Canadians but concepts are applicable everywhere



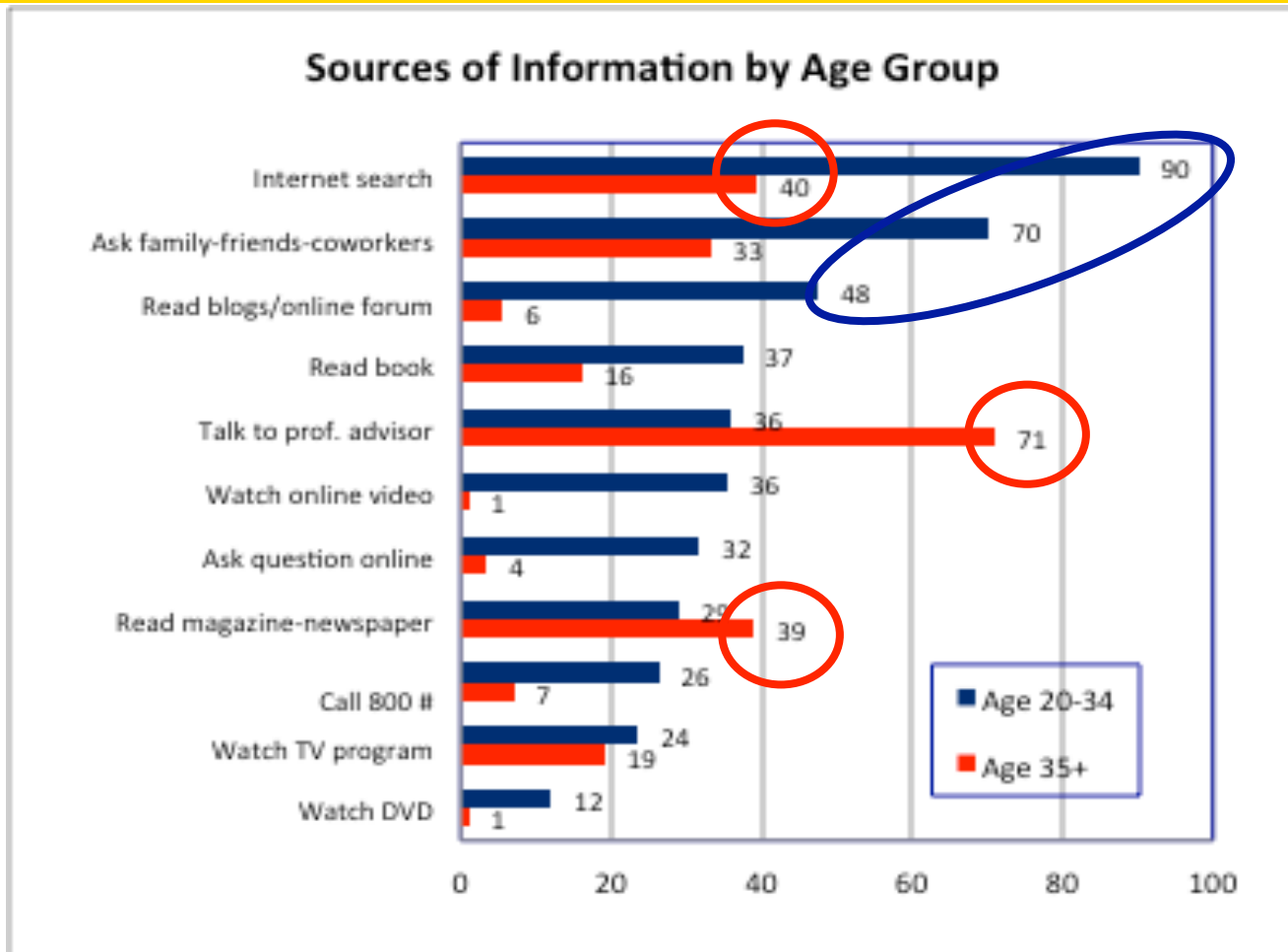
Right Content: Find out what they want to know!

Common Questions - Two Events





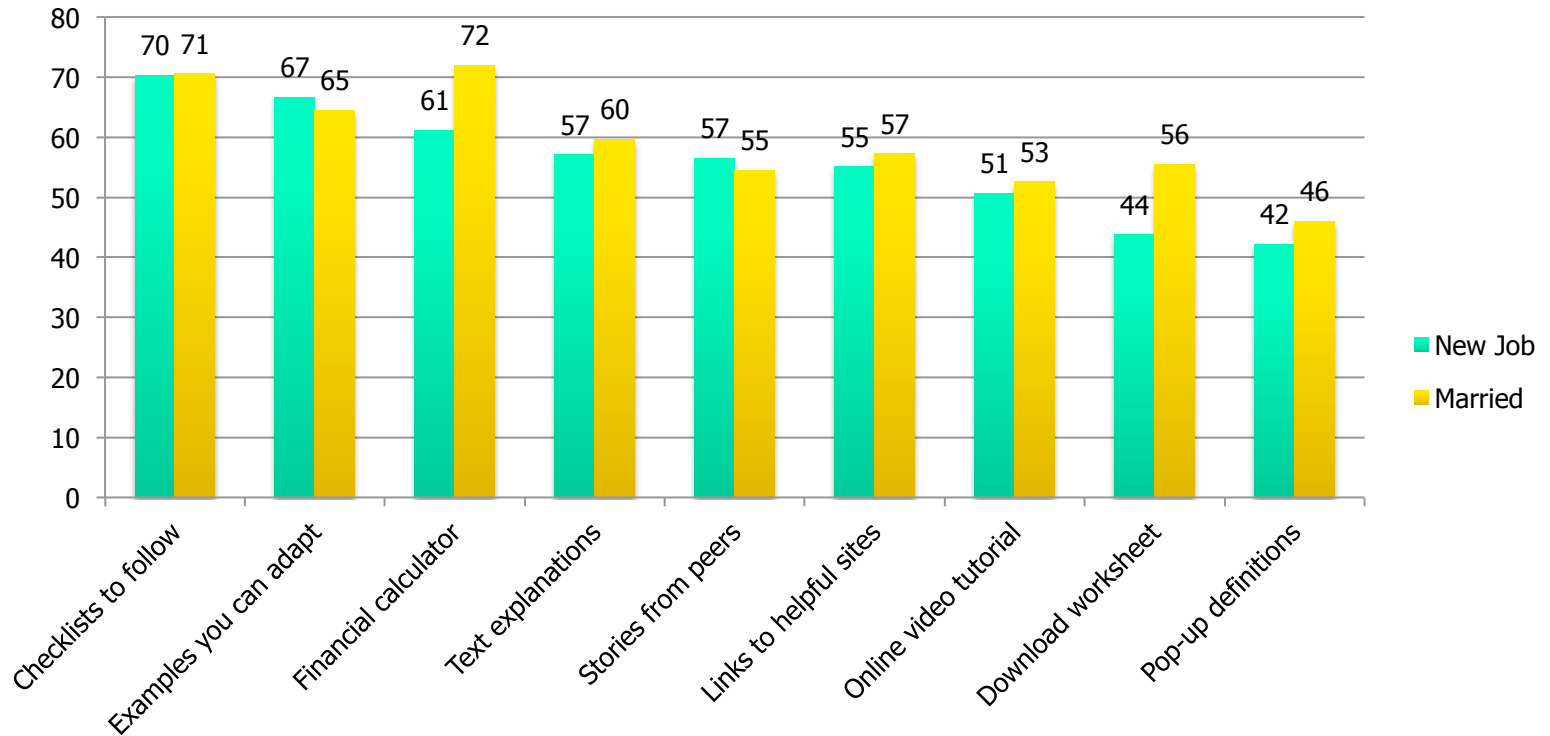
Right Method: Find out how they want to learn.





Right Tools: Find out what helps them.

Useful Tools - Two Events





Right People: Tailor Approach to segments

- Under-35's* are skeptics. They are more peer-oriented seeking out the views of like-minded people both online and off. They trust the motives of peers over advisors. They compare a wider range of sources and infer 'the truth' by finding the common ground. They don't stop until they find the common ground.
- Over-35* trust experts. They talk to advisors and read articles by experts in newspapers, magazines and books. Even though everyone we interviewed uses the internet, it is not a primary vehicle for information-seeking. Once they find "an answer" they can live with, they generally stop looking for information.

* Now under/over 40 according to most recent research.



Simple Information Engages

- **Engage and Expand**
- Change website name to engage interest
 - “Investor Education Fund” becomes “Get Smarter About Money”
- Use simple information to interest people in learning more
- Draw them to the website ... and give them the tools to learn – An example for the over-50 pre-retirement segment



Is your retirement plan adding up?

As Canada's population ages and household debt level increases, recent research¹ shows that for homeowners aged 50+, the answer may be no.



Does $1 + 1 = 0$ for your retirement planning?

Get positive about your retirement plan with:



Retirement cash flow calculator



RRSP savings calculator



Retirement lifestyle quiz



Pay down debt or invest calculator

JOIN THE DISCUSSION

/GetSmarterAboutMoney

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¹Investor Education Fund, "Home Equity as a Source of Retirement Income," January 2013.



To Learn More ...

<http://www.getsmarteraboutmoney.ca/en/research/Our-research/Pages/default.aspx>

Thank You

