



INTERNATIONAL FORUM FOR INVESTOR EDUCATION

2009 IFIE GLOBAL INVESTOR EDUCATION SURVEY

Full Data Report

Executive Summary

The first annual IFIE Global Investor Education Survey by the International Forum for Investor Education found:

- ▶ A significant global need for financial and investor education.
- ▶ A commitment on the part of investor education providers to serve more individuals and constituencies even in cases where budgets will be flat in 2010.
- ▶ A commitment by half of the respondents to spend more resources to serve the financial education needs of individuals and constituents in 2010.

Methodology

- ▶ The IFIE Global Investor Education Survey was conducted for the first time in the fall of 2009.
- ▶ The online poll will serve as the baseline for future IFIE Global Investor Education Survey.
- ▶ The survey targeted current IFIE members and other investor education organizations/professionals who had been invited to participate in earlier IFIE events.
- ▶ More than 50 respondents filled in at least part of the survey.
- ▶ Complete responses were provided by 39 organizations – 24 IFIE members and 15 non-members.
- ▶ Eight survey respondents operate on a global basis and 28 focus on a specific country.

Highlights (1)

The market downturn has not dimmed investor education efforts around the globe:

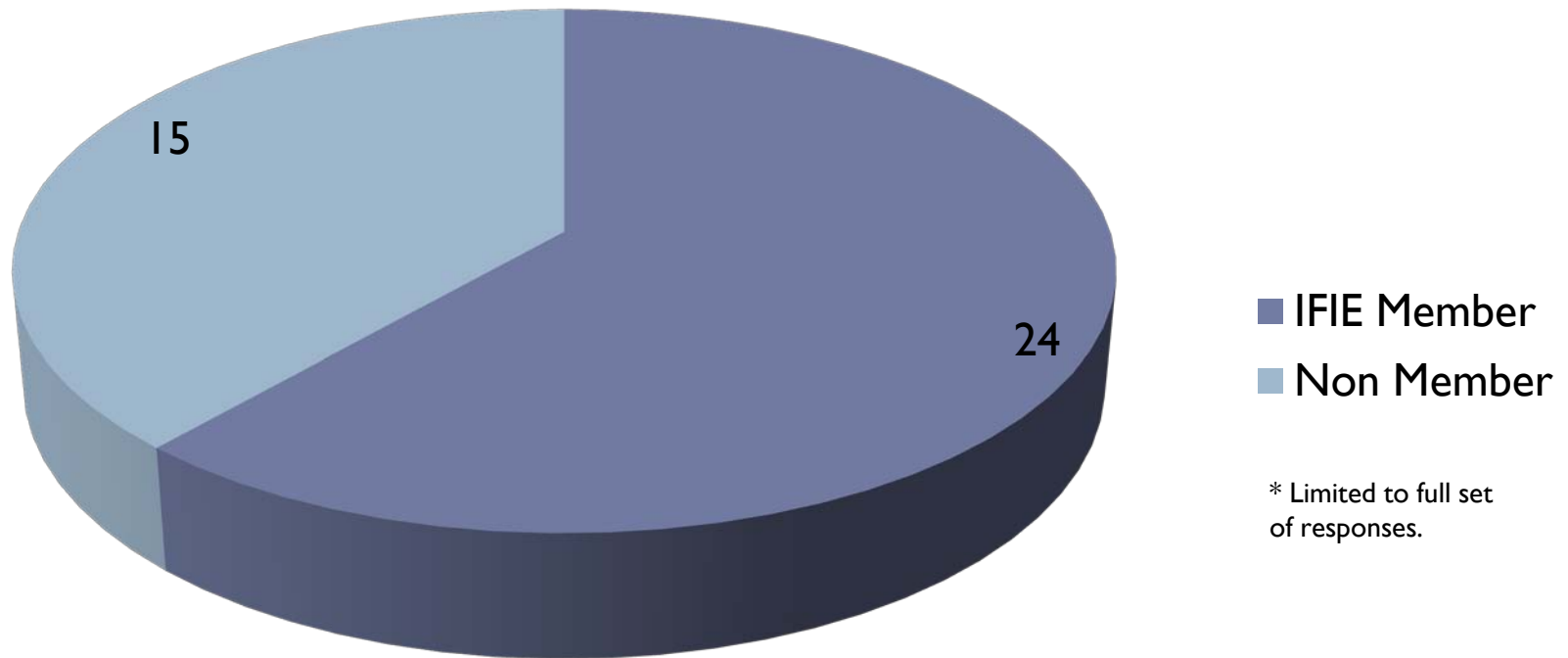
- ▶ More than three out of five respondents (63%) served more total individuals in 2009 than 2008.
- ▶ Half of the respondents served more “targeted populations” in 2009 than 2008.
- ▶ Nearly half of the respondents (47%) reported more spending on programmes/activities in 2009 versus 2008, with another 47% reporting the same level of spending.
- ▶ Well over two out of five respondents (45%) expect 2010 spending to increase from 2009 levels, with another 52 percent expecting the same level of spending.

Highlights (2)

Other key findings include:

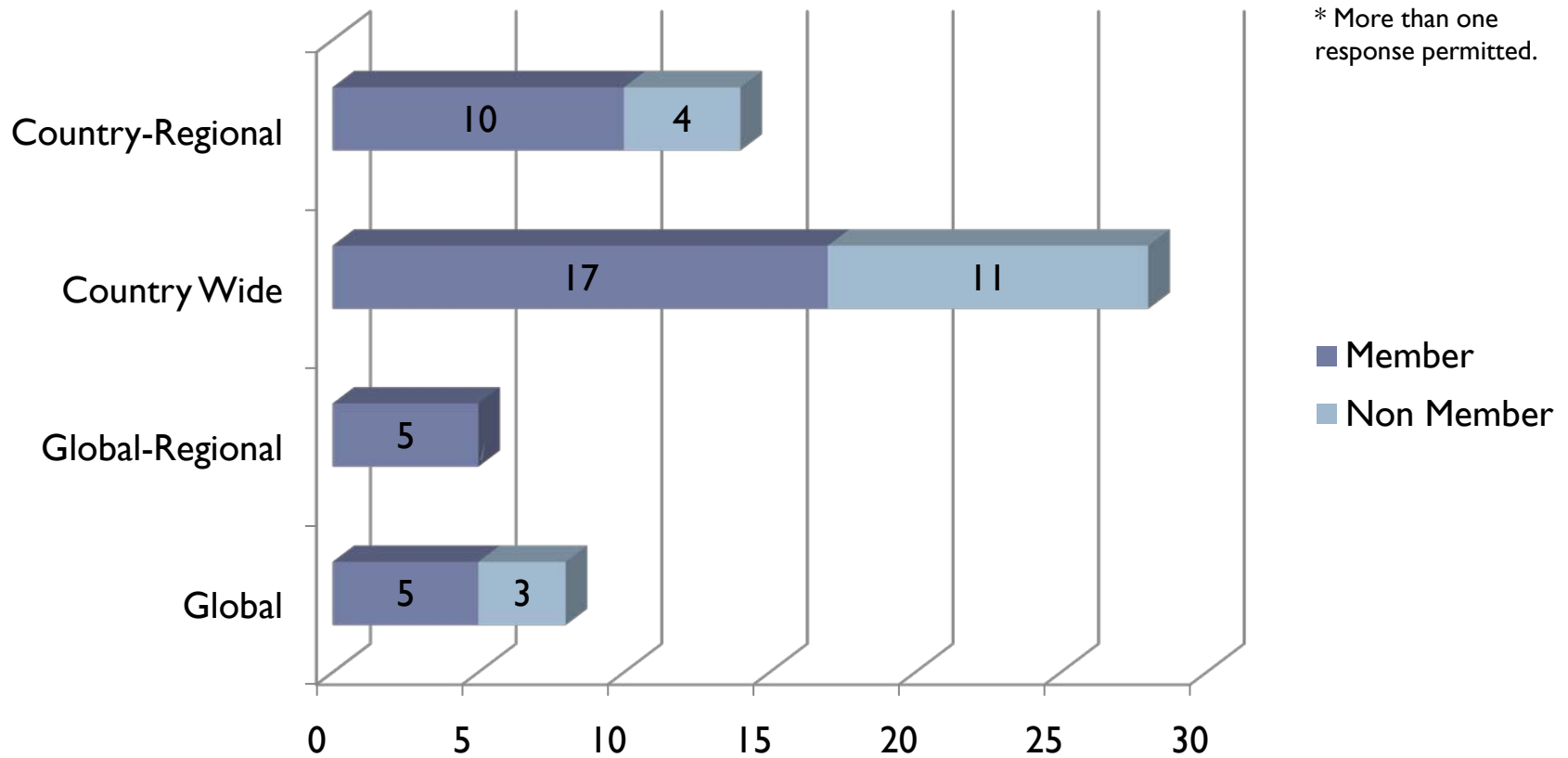
- ▶ IFIE members are more focused on multilingual, school-/child-focused, national/regional programmes and activities.
- ▶ Non-IFIE members put a greater emphasis on general adult financial/investor education and literacy programmes and activities.
- ▶ Children/low-income individuals and immigrant/non-dominant language speakers are the major targeted populations now being served.
- ▶ The biggest emphasis in current plans is on children/low-income populations and multilingual programmes/activities.
- ▶ The biggest emphasis in future plans is on school and Web/social media programmes/activities.

Type of Survey Respondents



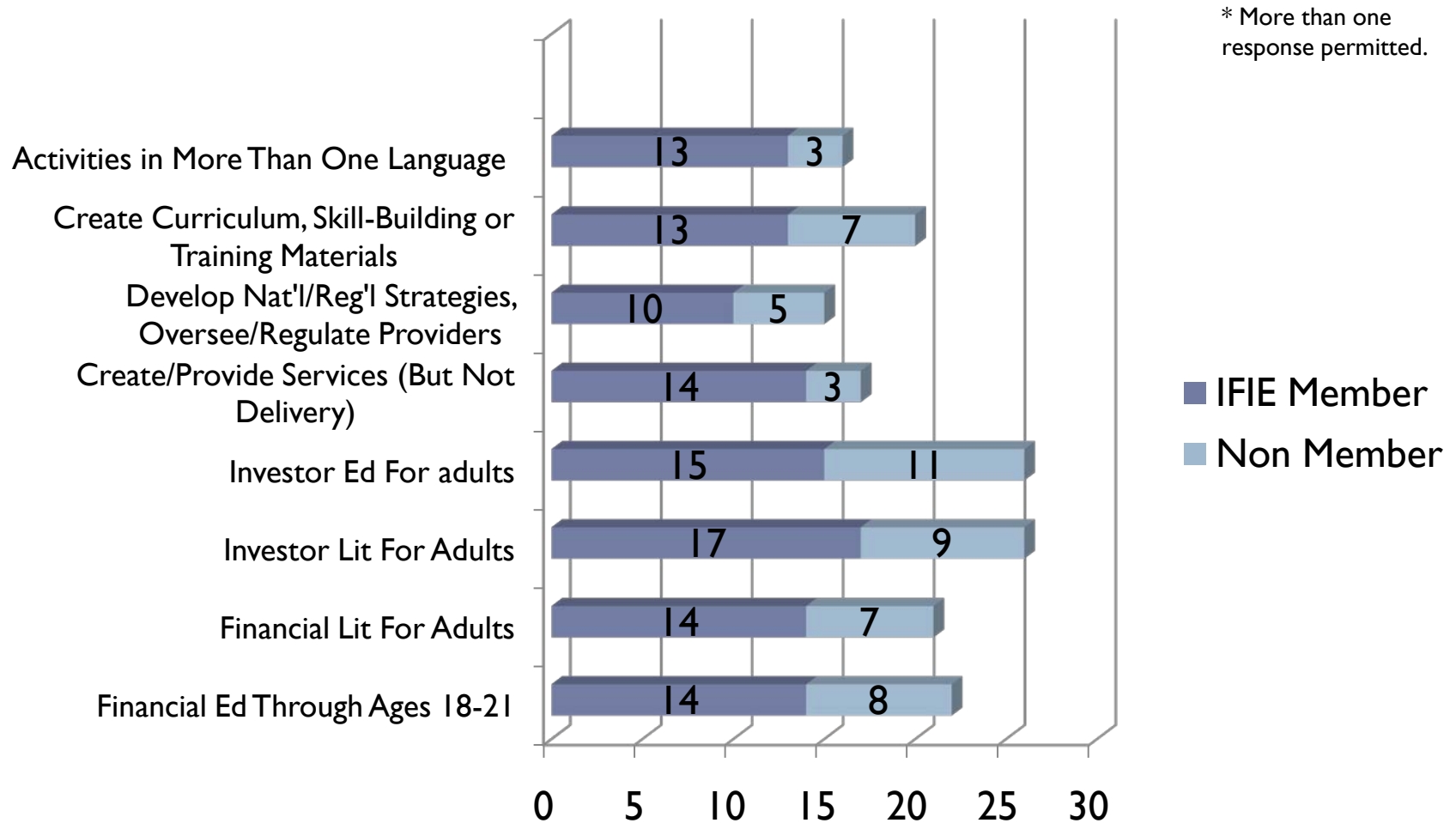
The survey attracted 39 total respondents – 24 IFIE members and 15 non-members.

Geographic Reach of Programmes

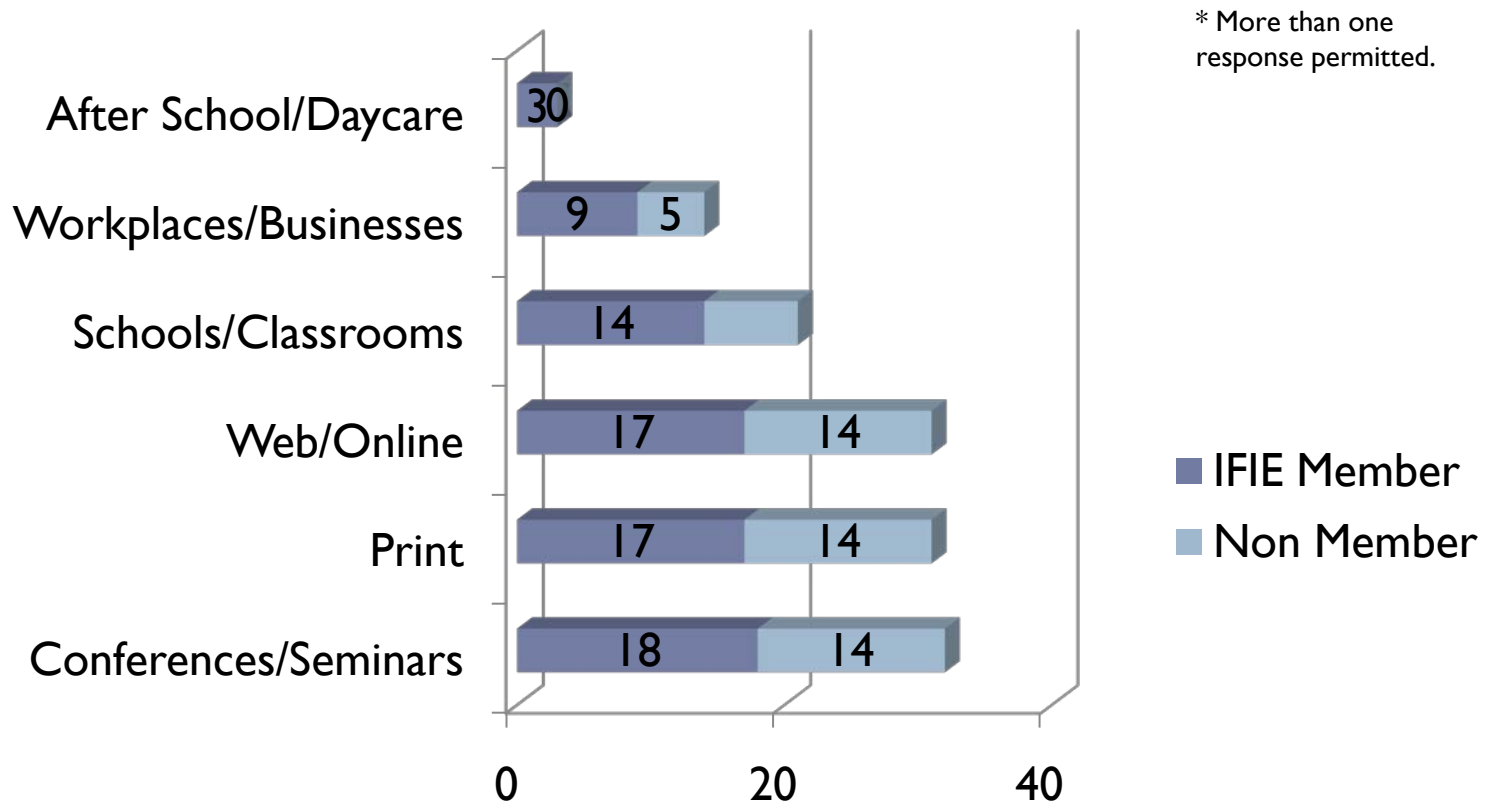


Eight respondents operate on a global basis and 28 focus on a specific country.

Types of Programmes/Activities



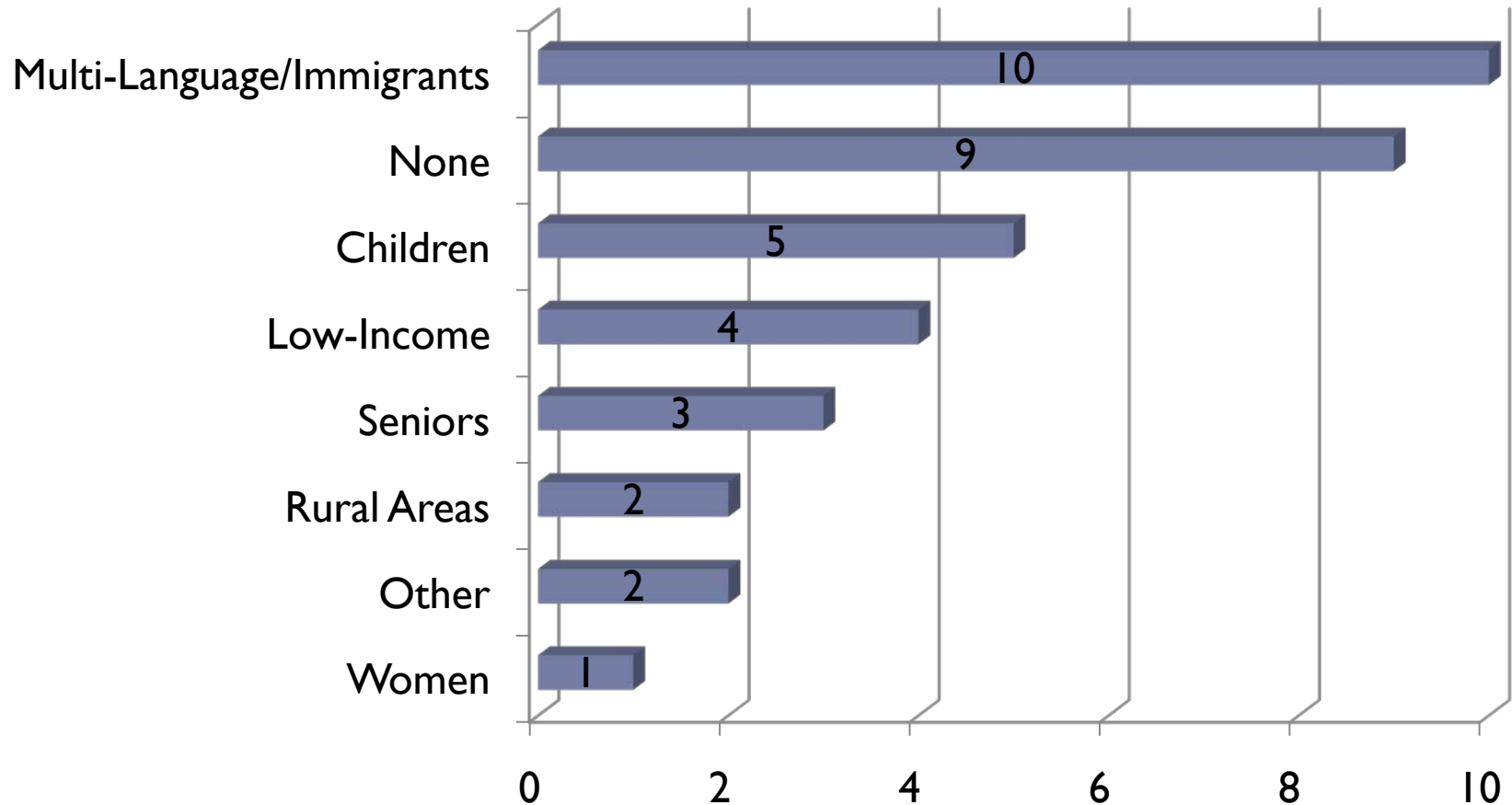
Where Programmes/Activities Are Delivered



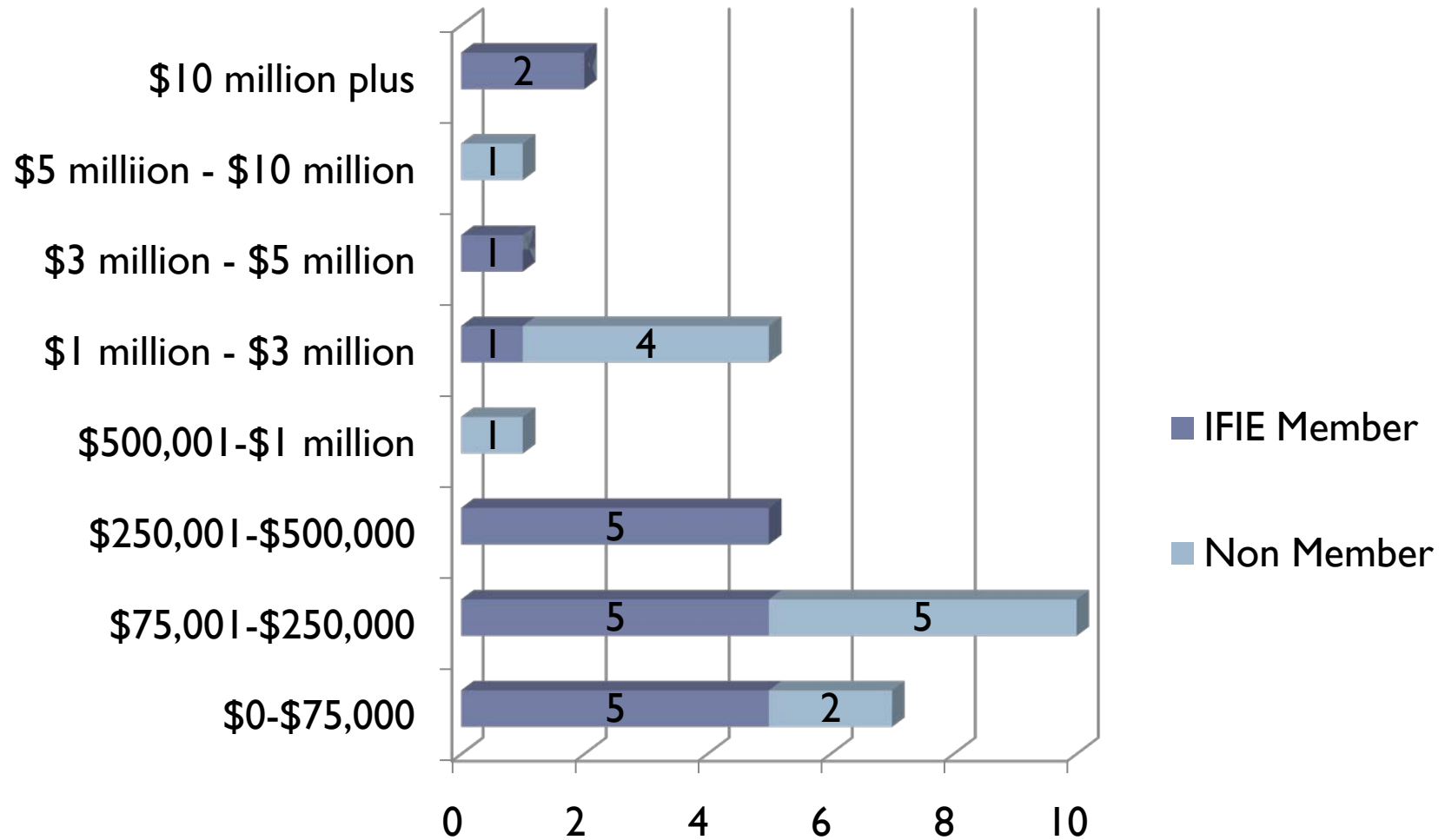
Conferences/Seminars and Schools/Classrooms are the most widely used ways that Programmes/ Activities are delivered.

Focus on Targeted/Underserved Populations (All)

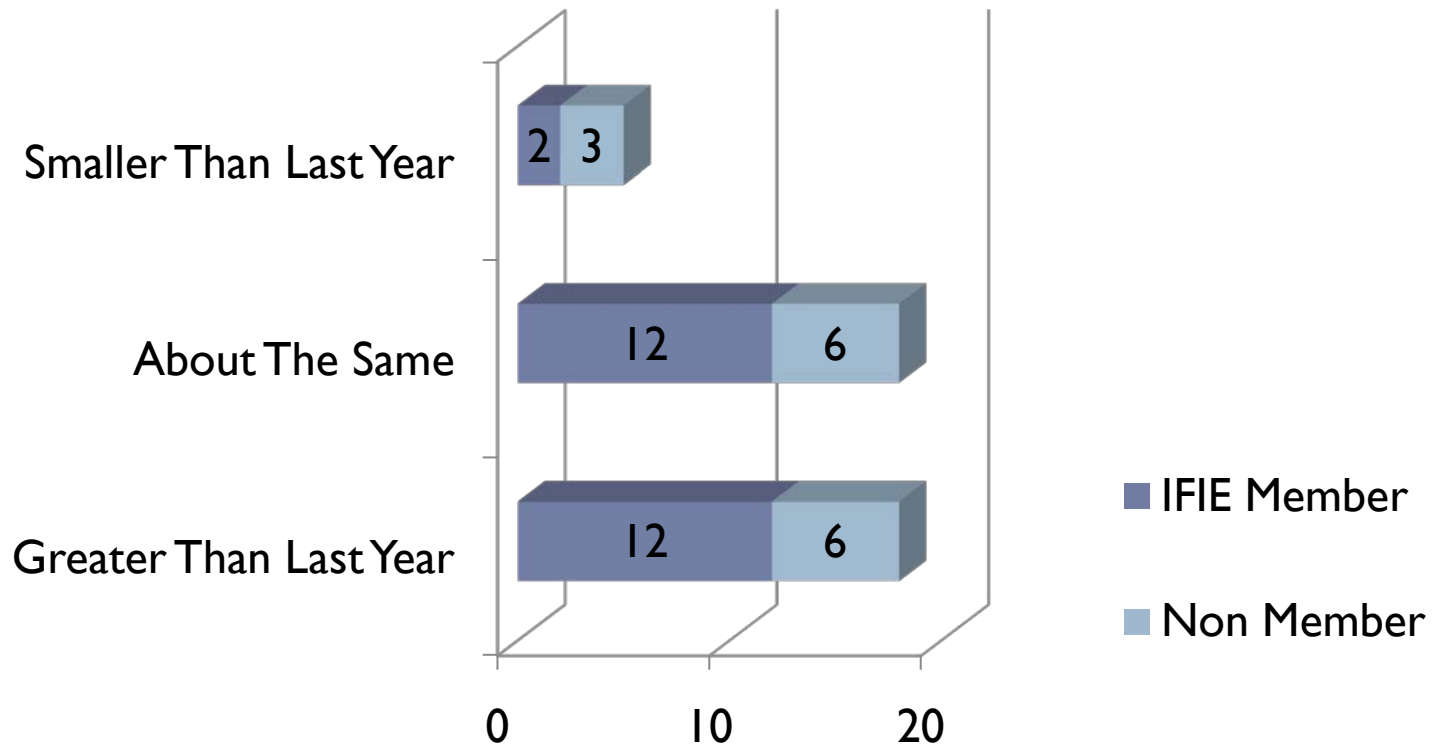
* More than one response permitted.



Current Spending on Programmes/ Activities (in US Dollars)

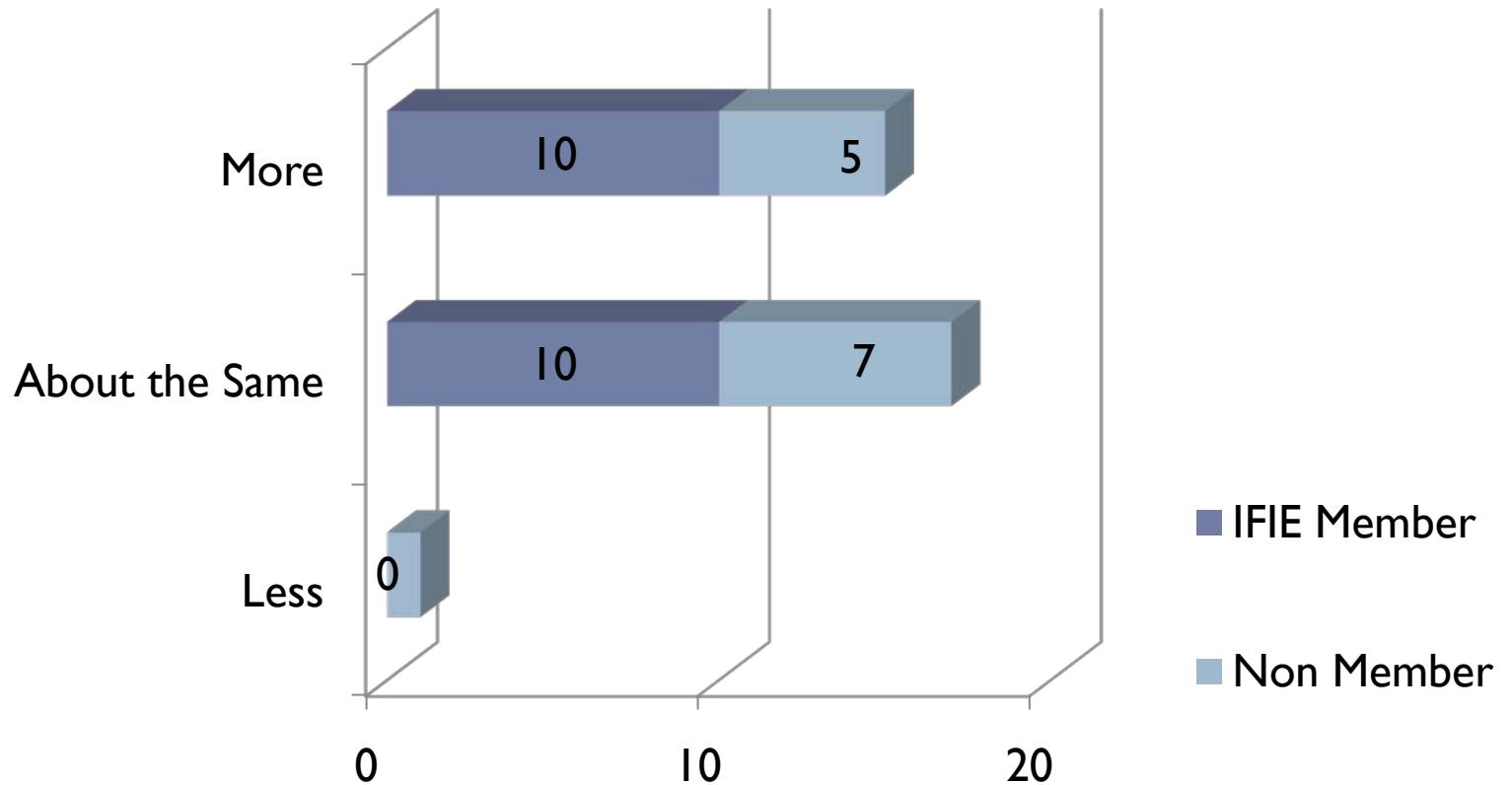


Spending on Programmes/Activities (Current Year Versus Last Year)



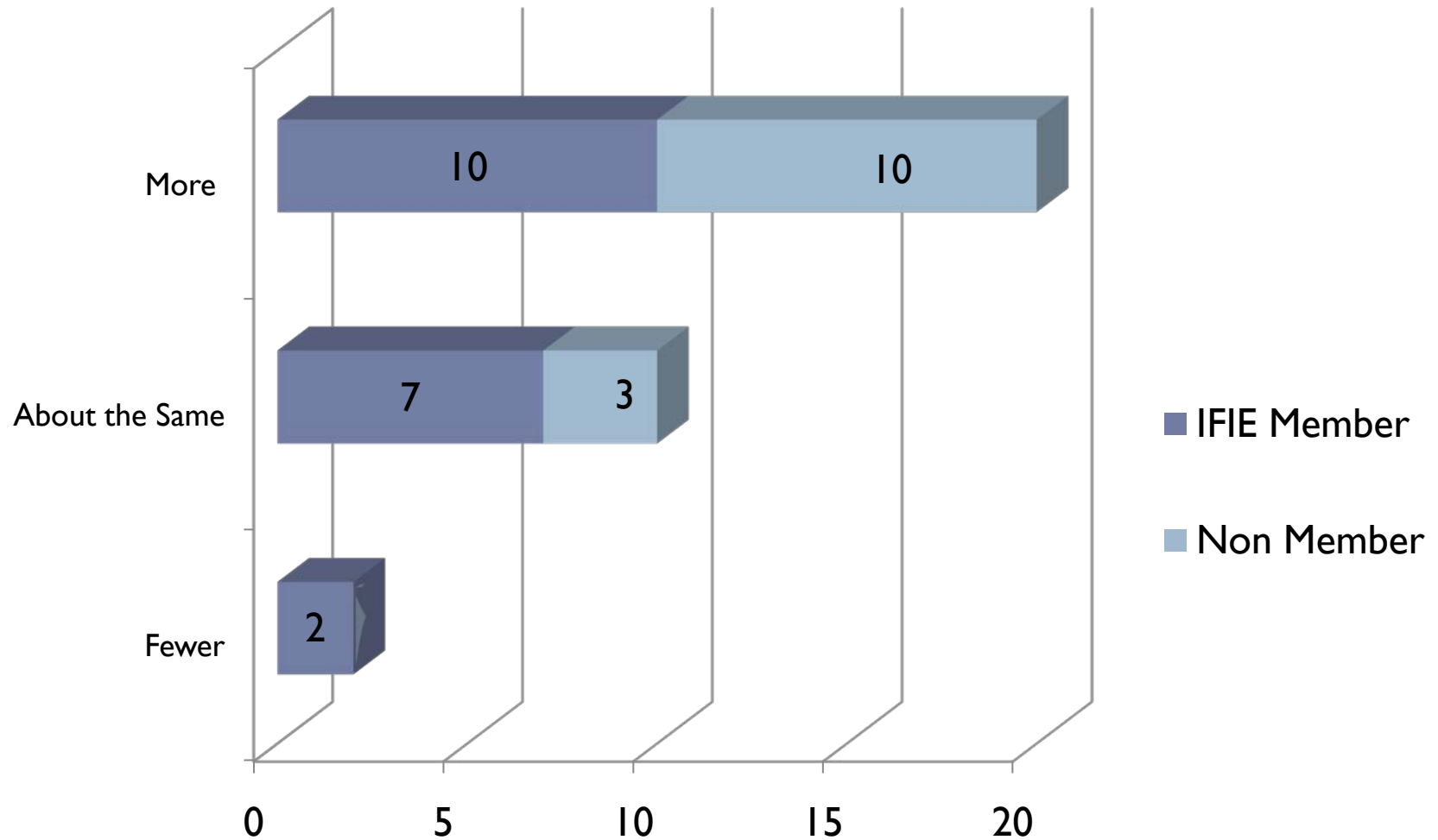
Roughly half (47%) reported more spending on programmes/activities in 2009 versus 2008, with another 47% reporting the same level of spending.

Expected Spending on Programmes/ Activities Next Year (in US Dollars)



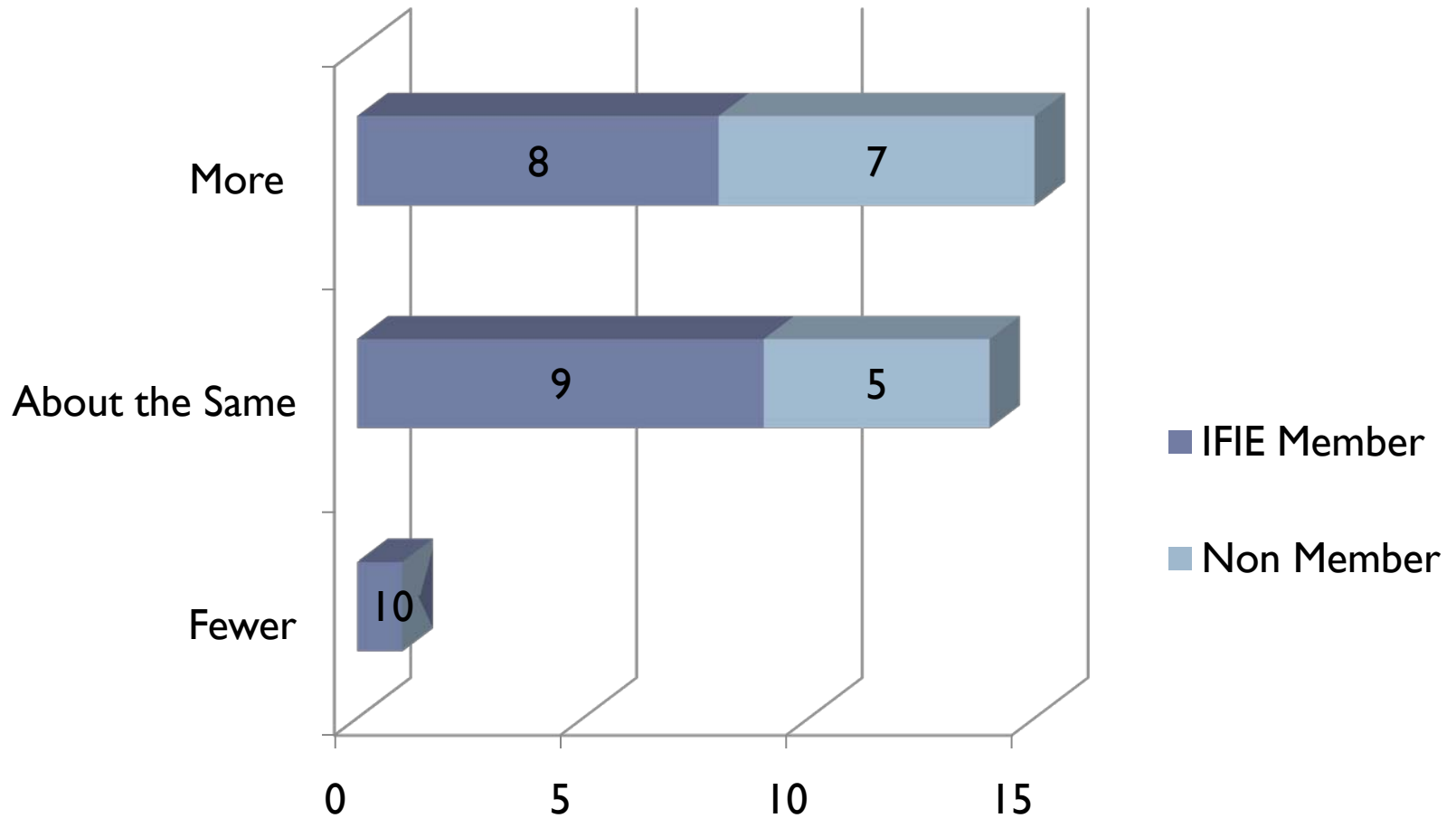
Despite the current economic downturn, nearly half (45%) expect 2010 spending to increase from 2009 levels, with another 52 percent expecting the same level of spending.

Total Individuals Served (Current Year Versus Last Year)



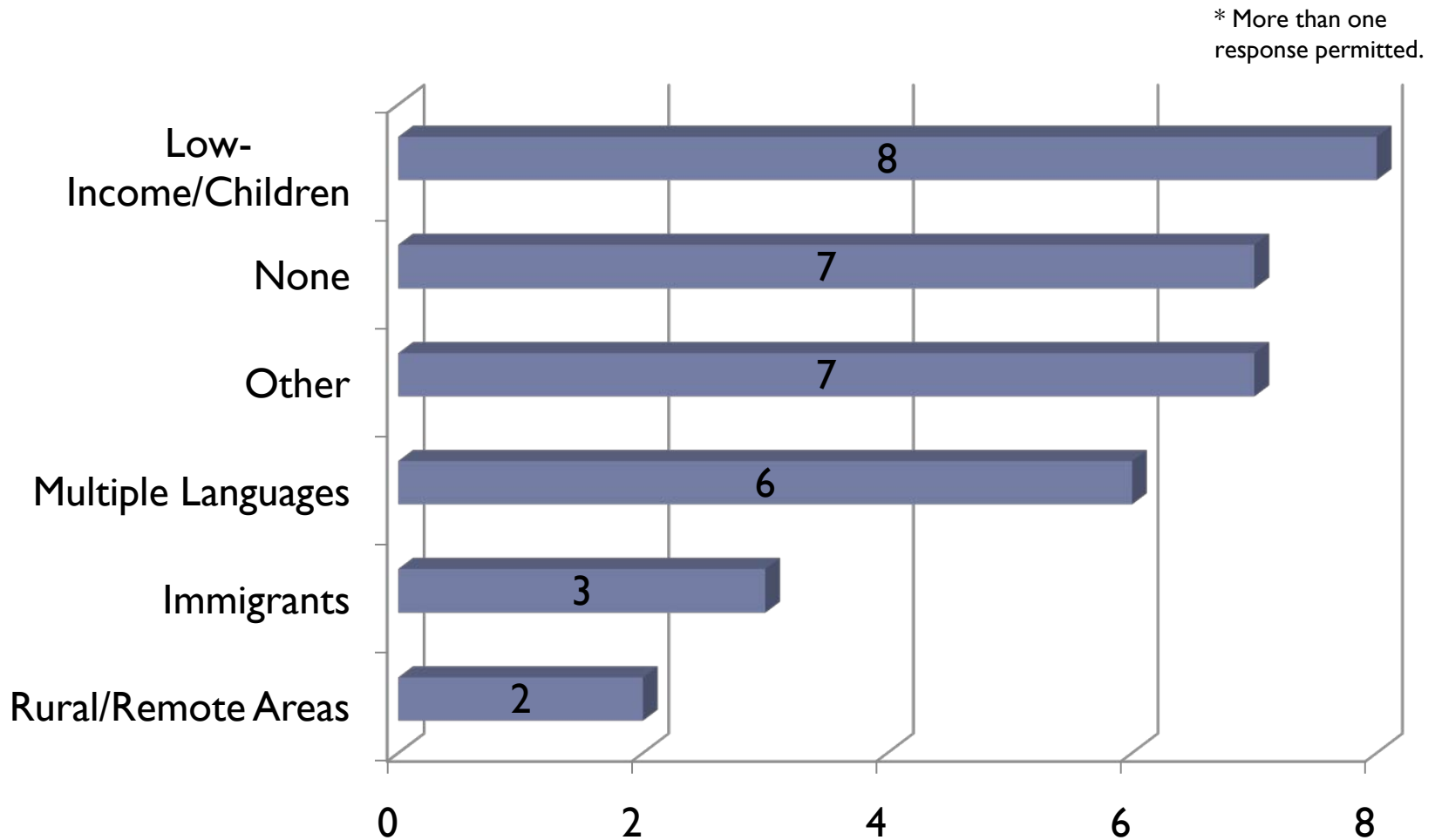
63% served more total individuals in 2009 than 2008

Targeted Populations Served (Current Year Versus Last Year)



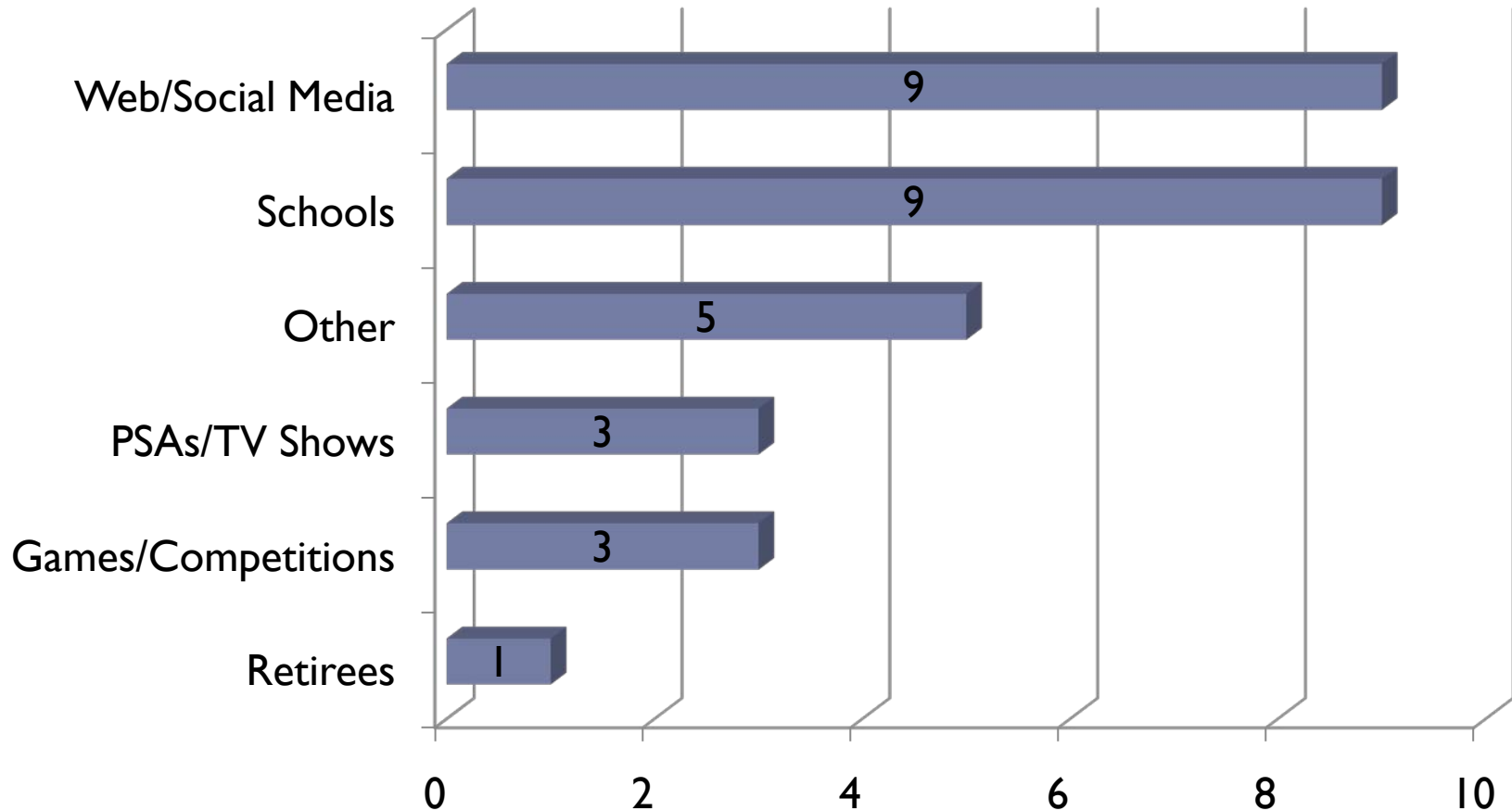
Half served more targeted populations in 2009 than 2008.

Top *Current* Plans for Financial Ed/Lit & Investor Ed Efforts (All)

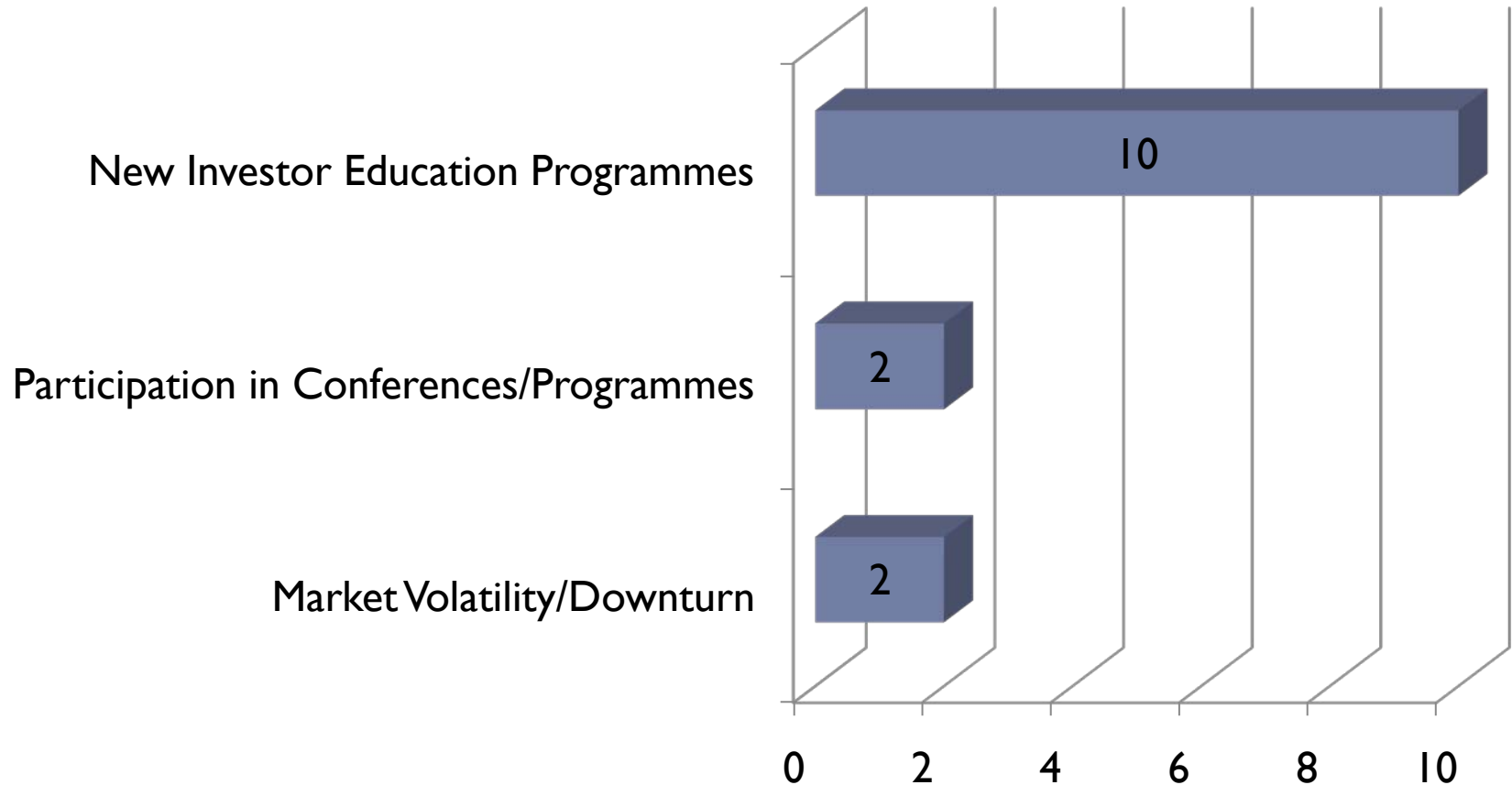


Top *Future* Plans for Financial Ed/Lit & Investor Ed Efforts (All)

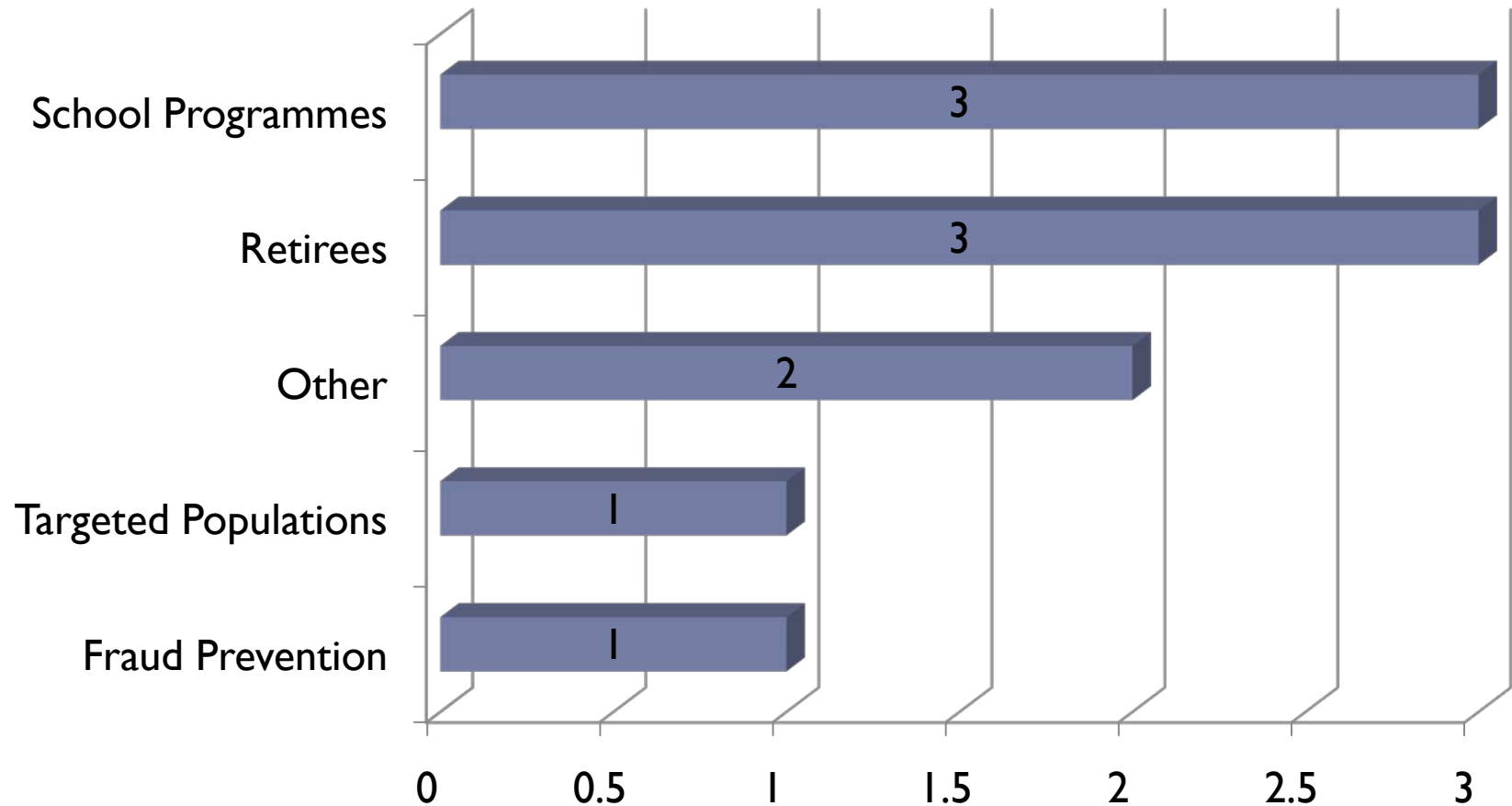
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Biggest Relevant Developments in Last Year (All)



Greatest Unmet Needs in Financial Ed/Lit & Investor Ed (All)



About IFIE

- ▶ The International Forum for Investor Education — IFIE — is a unique alliance chartered in 2005 that brings together private sector and public sector providers of investor education to improve the effectiveness of investor education programs around the world.
- ▶ IFIE serves as a clearinghouse for the exchange of information and ideas among providers of investor education from different jurisdictions, including organizations that are just developing or planning to develop investor education programs.
- ▶ For more information, contact secretariat@ifie.org.