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.
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

- **Country-Regional**: 10 Member, 4 Non Member
- **Country Wide**: 17 Member, 11 Non Member
- **Global-Regional**: 5 Member, 3 Non Member
- **Global**: 5 Member, 3 Non Member

*More than one response permitted.

Eight respondents operate on a global basis and 28 focus on a specific country.
Types of Programmes/Activities

- Activities in More Than One Language: 13 IFIE Member, 3 Non Member
- Create Curriculum, Skill-Building or Training Materials: 13 IFIE Member, 7 Non Member
- Develop Nat'l/Reg'l Strategies, Oversee/Regulate Providers: 10 IFIE Member, 5 Non Member
- Create/Provide Services (But Not Delivery): 14 IFIE Member, 3 Non Member
- Investor Ed For adults: 15 IFIE Member, 11 Non Member
- Investor Lit For Adults: 17 IFIE Member, 9 Non Member
- Financial Lit For Adults: 14 IFIE Member, 7 Non Member
- Financial Ed Through Ages 18-21: 14 IFIE Member, 8 Non Member

* More than one response permitted.
Where Programmes/Activities Are Delivered

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

* More than one response permitted.
Focus on Targeted/Underserved Populations (All)

- Multi-Language/Immigrants: 10
- None: 9
- Children: 5
- Low-Income: 4
- Seniors: 3
- Rural Areas: 2
- Other: 2
- Women: 1

* More than one response permitted.
Current Spending on Programmes/Activities (in US Dollars)

- $10 million plus: 2
- $5 million - $10 million: 1
- $3 million - $5 million: 1
- $1 million - $3 million: 1
- $500,001-$1 million: 1
- $250,001-$500,000: 5
- $75,001-$250,000: 5
- $0-$75,000: 5

Legend:
- IFIE Member
- Non Member
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)

- More
  - IFIE Member: 10
  - Non Member: 10
- About the Same
  - IFIE Member: 7
  - Non Member: 3
- Fewer
  - IFIE Member: 2

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)

- **Low-Income/Children**: 8
- **None**: 7
- **Other**: 7
- **Multiple Languages**: 6
- **Immigrants**: 3
- **Rural/Remote Areas**: 2

* More than one response permitted.
Top *Future* Plans for Financial Ed/Lit & Investor Ed Efforts (All)

- **Web/Social Media**: 9
- **Schools**: 9
- **Other**: 5
- **PSAs/TV Shows**: 3
- **Games/Competitions**: 3
- **Retirees**: 1

* More than one response permitted.
Biggest Relevant Developments in Last Year (All)

- New Investor Education Programmes: 10
- Participation in Conferences/Programmes: 2
- Market Volatility/Downturn: 2
Greatest Unmet Needs in Financial Ed/Lit & Investor Ed (All)

- School Programmes: 3
- Retirees: 3
- Other: 2
- Targeted Populations: 1
- Fraud Prevention: 1
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.