



APRIL 2016 CIPM[®] PROGRAM CANDIDATE SURVEY REPORT

ABOUT THE SURVEY

Pre- and post-exam surveys were sent to all April 2016 CIPM exam candidates. The pre-exam survey was open from 5–12 February and the post-exam survey from 6–20 May.

273 candidates responded to the pre-exam survey (43% response rate with a margin of error of $\pm 4.5\%$). 262 candidates responded to the post-exam survey (52% response rate with a margin of error of $\pm 4.5\%$).



CFA Institute

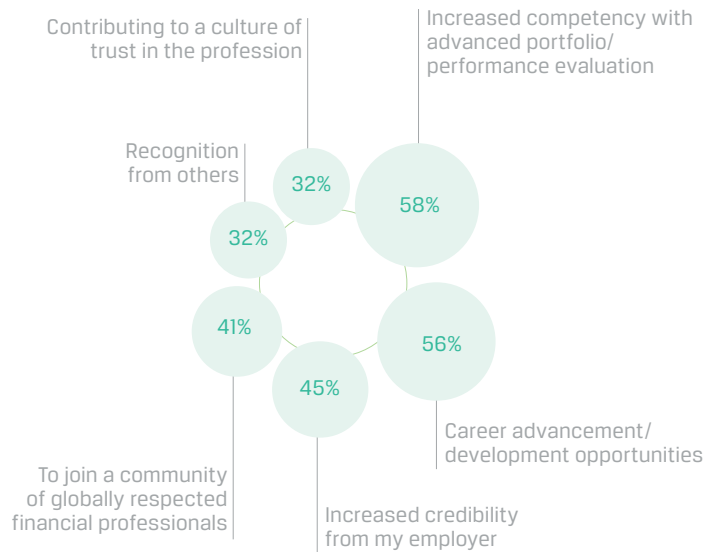


VALUE

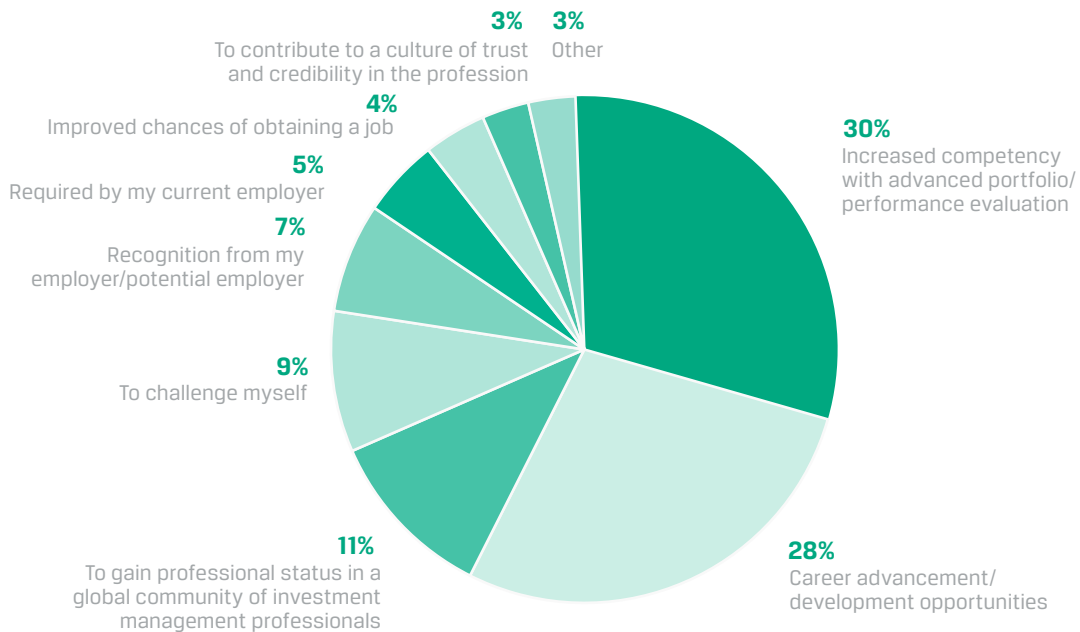


Candidates rate the value of earning the designation highly, with an average value rating of **8.1 out of 10**.

WHAT ARE THE BENEFITS OF THE CIPM PROGRAM FOR YOU?



WHICH BEST DESCRIBES YOUR PRIMARY MOTIVATION FOR REGISTERING FOR THE APRIL 2016 CIPM PROGRAM EXAM?



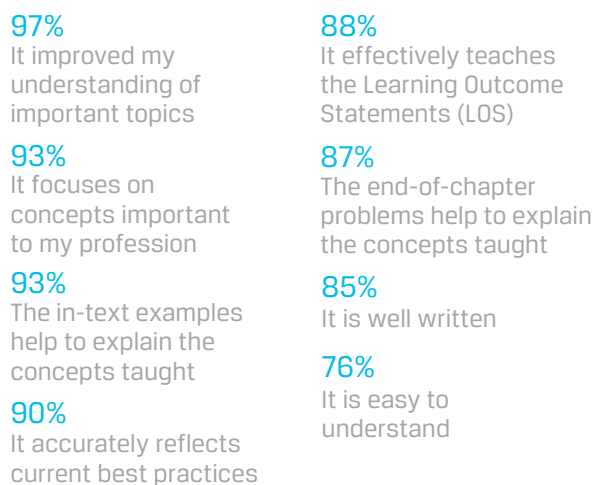
EXAM PREPARATION

APRIL 2016 EXAM

AVERAGE HOURS SPENT STUDYING FOR THE EXAM:



PERCENT WHO AGREE WITH THE FOLLOWING STATEMENTS ABOUT THE CIPM CURRICULUM:



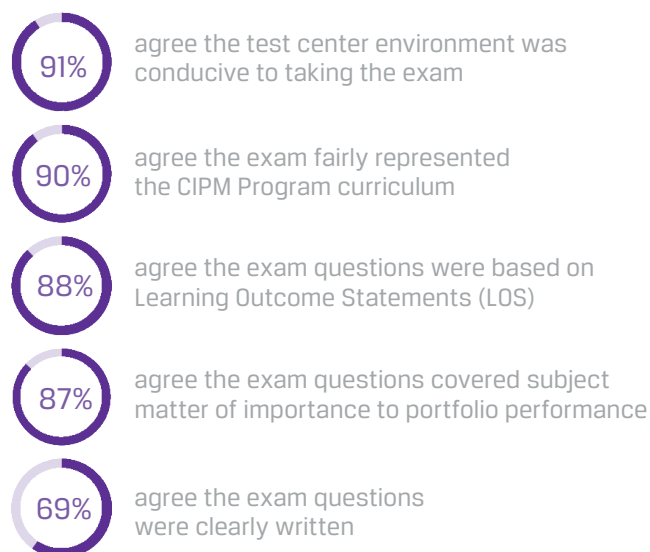
WITHIN THE CURRICULUM, PLEASE RATE THE DEGREE OF USEFULNESS OF EACH TOPIC AREA AS IT RELATES TO YOUR JOB:

Percent of candidates rated as useful or very useful

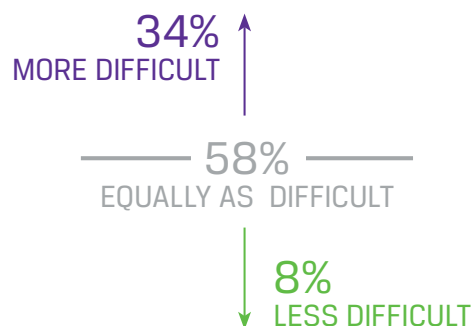
	USEFUL
Performance Measurement	97%
Performance Attribution	92%
Ethics	89%
Performance Appraisal	87%
Investment Performance & Reporting Standards	85%
Manager Selection	70%

PREPARATORY RESOURCES USED:

Percent of candidates who used the following to prepare for the exam:		Percent of candidates using the resource who found it useful or very useful in preparing for the exam:
100%	End-of-reading questions	86%
89%	CIPM mock exam	91%
80%	CIPM curriculum readings (eBook)	82%
68%	CIPM curriculum readings (print)	97%
27%	Non-CFA Institute preparatory resources	73%

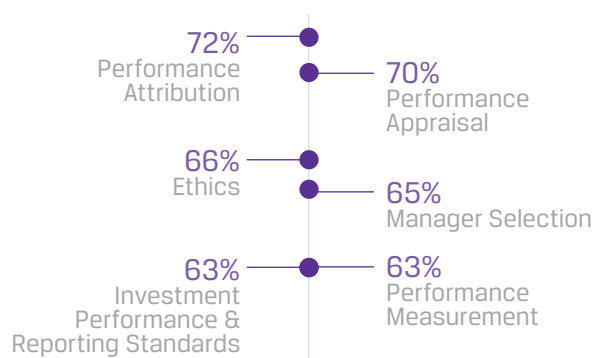


COMPARED WITH YOUR EXPECTATIONS, DID YOU FIND THE EXAM QUESTIONS TO BE:



DIFFICULTY OF EXAM TOPIC AREAS:

Percent of candidates rated as difficult or very difficult



EMPLOYER AWARENESS/SUPPORT



of candidates (with an employer) indicate their employer is aware of the CIPM Program

HOW DOES YOUR EMPLOYER SUPPORT THE CIPM PROGRAM?

Percent of those with an employer

65%

Pays/reimburses for exam registration fees

33%

Encourages employees to register for the CIPM Program

30%

Provides time off to study for the CIPM Program

14%

Provides incentives or recognition for passing the exam or earning the CIPM designation

11%

Provides related study materials or courses for employees

2%

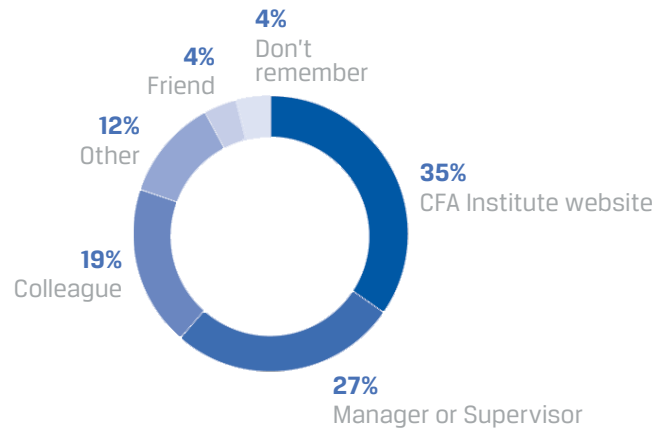
Other

19%

None (my employer does not support the CIPM Program)

AWARENESS AND REGISTRATION

HOW DID YOU FIRST BECOME AWARE OF THE CIPM PROGRAM?



HOW LONG AGO DID YOU FIRST BECOME AWARE OF THE CIPM PROGRAM?

