

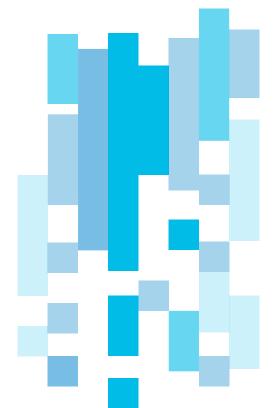
APRIL 2016 CIPM® PROGRAM CANDIDATE SURVEY REPORT

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 $\pm 4.5\%$).





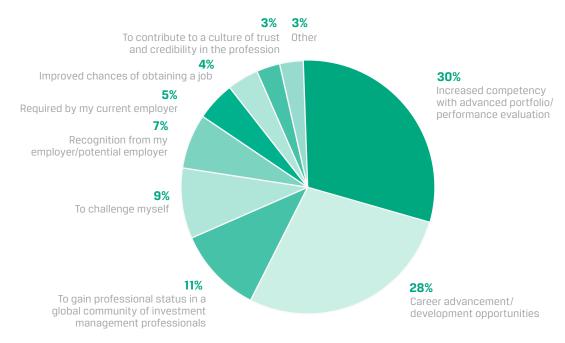


Candidates rate the value of earning the designation highly, with an average value rating of **8.1 out of 10**.

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

AVERAGE HOURS SPENT STUDYING FOR THE EXAM:

Total **115**

108

122

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

97%

It improved my understanding of important topics

93%

It focuses on concepts important to my profession

93%

The in-text examples help to explain the concepts taught

90%

It accurately reflects current best practices

88%

It effectively teaches the Learning Outcome Statements (LOS)

87%

The end-of-chapter problems help to explain the concepts taught

85%

It is well written

76%

It is easy to understand

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:

	who us	t of candidates ed the following are for the exam:	Percent of candidate the resource who it useful or very u preparing for th	o found iseful in
٧	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	73%	
		preparatory	resources	

APRIL 2016 EXAM



agree the test center environment was conducive to taking the exam



agree the exam fairly represented the CIPM Program curriculum



agree the exam questions were based on Learning Outcome Statements (LOS)

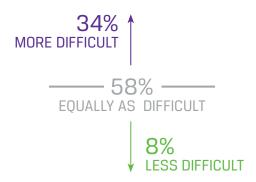


agree the exam questions covered subject matter of importance to portfolio performance



agree the exam questions were clearly written

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



DIFFICULTY OF EXAM TOPIC AREAS:

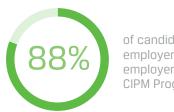
Percent of candidates rated as difficult or very difficult





EMPLOYER AWARENESS/SUPPORT

AWARENESS AND REGISTRATION



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%

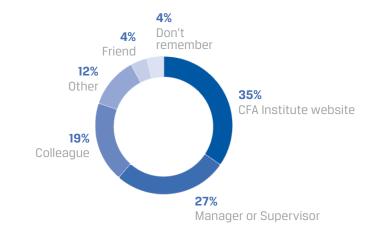
Provides related study materials or courses for employees

2% Other

19%

None (my employer does not support the CIPM Program)

HOW DID YOU FIRST BECOME AWARE OF THE CIPM PROGRAM?



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

within the past 3 months	17%
4-6 months ago	24%
7–11 months ago	17%
1–2 years ago	22%
more than 2 years ago	19%

