



# APRIL 2016 CIPM<sup>®</sup> PROGRAM CANDIDATE SURVEY REPORT

## ABOUT THE SURVEY

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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

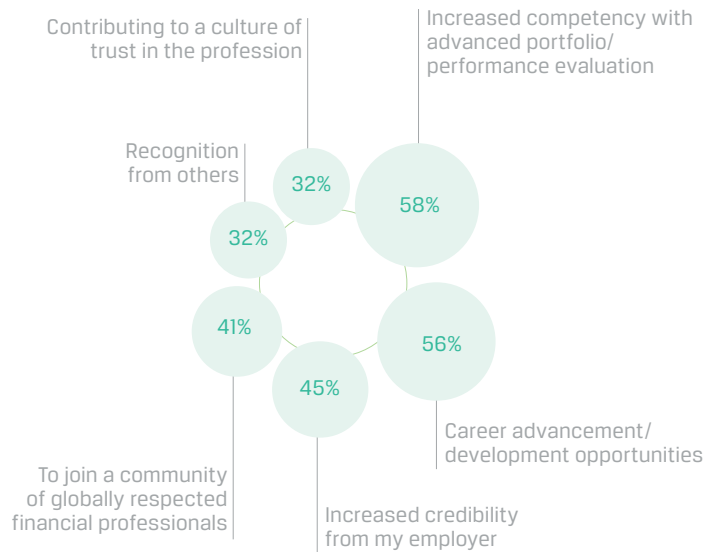


# VALUE

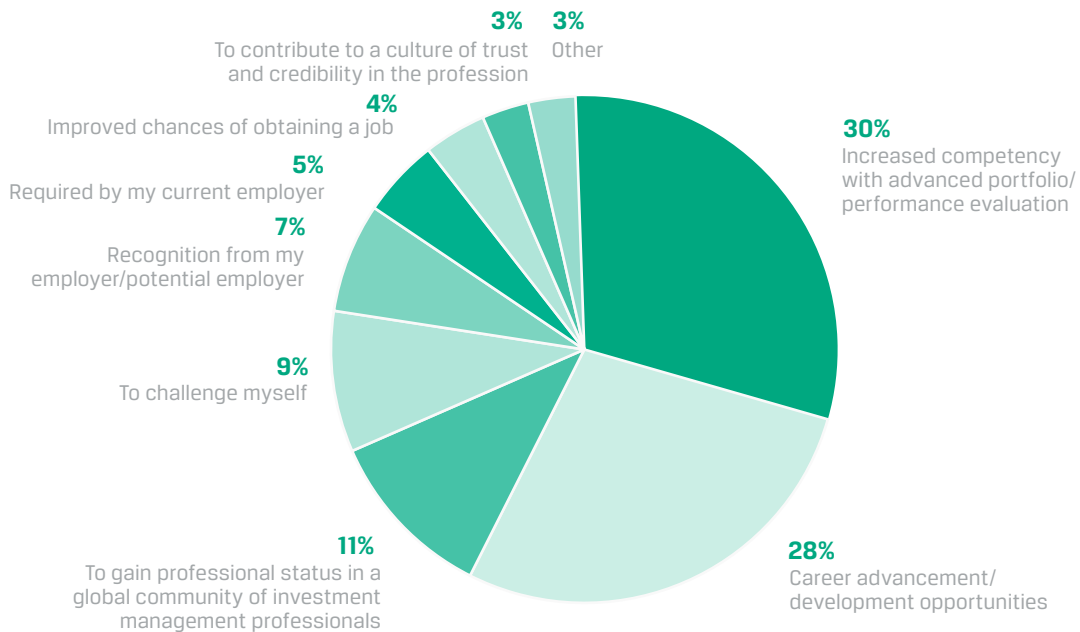


Candidates rate the value of earning the designation highly, with an average value rating of **8.1 out of 10**.

## 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?



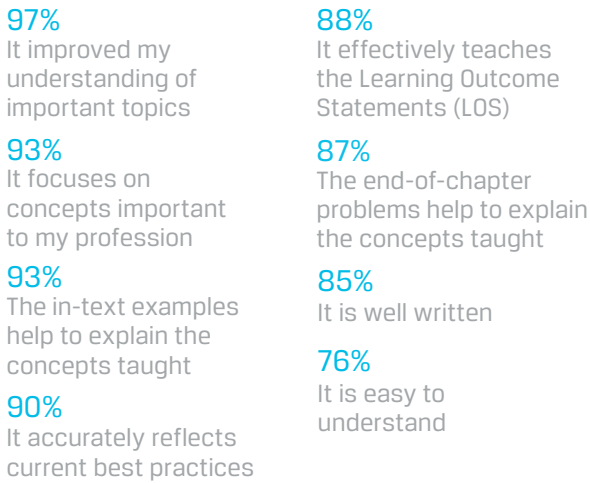
# EXAM PREPARATION

# APRIL 2016 EXAM

## AVERAGE HOURS SPENT STUDYING FOR THE EXAM:



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



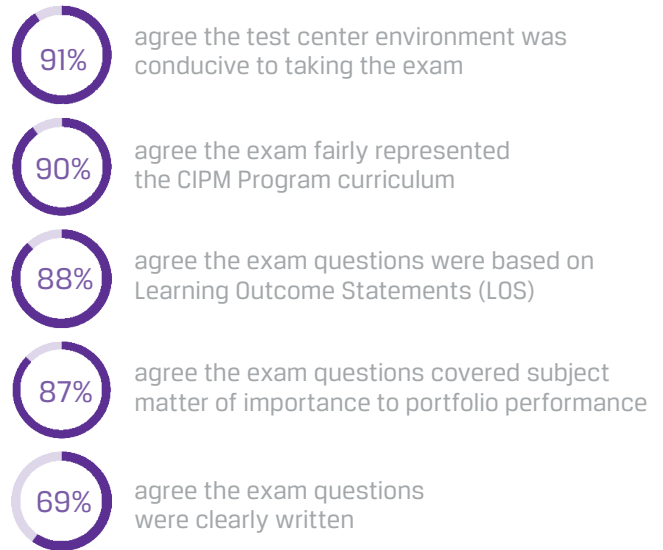
## WITHIN THE CURRICULUM, PLEASE RATE THE DEGREE OF USEFULNESS OF EACH TOPIC AREA AS IT RELATES TO YOUR JOB:

Percent of candidates rated as useful or very useful

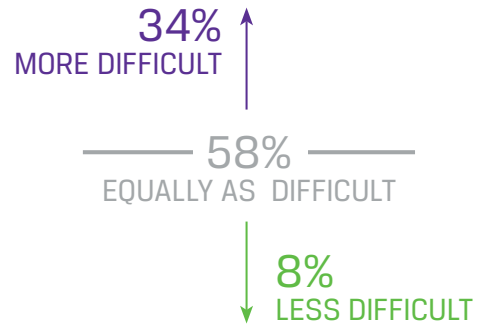
	USEFUL
Performance Measurement	97%
Performance Attribution	92%
Ethics	89%
Performance Appraisal	87%
Investment Performance & Reporting Standards	85%
Manager Selection	70%

## 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:
<b>100%</b>	End-of-reading questions	<b>86%</b>
<b>89%</b>	CIPM mock exam	<b>91%</b>
<b>80%</b>	CIPM curriculum readings (eBook)	<b>82%</b>
<b>68%</b>	CIPM curriculum readings (print)	<b>97%</b>
<b>27%</b>	Non-CFA Institute preparatory resources	<b>73%</b>

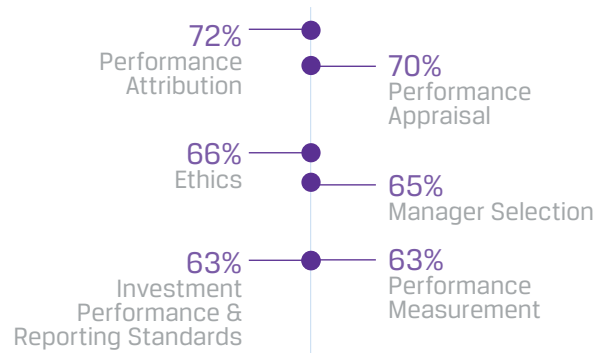


## COMPARED WITH YOUR EXPECTATIONS, DID YOU FIND THE EXAM QUESTIONS TO BE:



## 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%**

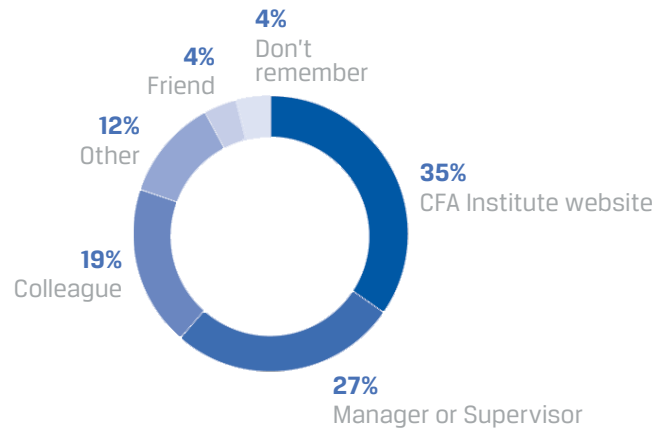
Other

**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?

