Investor Protection and Education Going Forward- What does it take to change behavior?

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The growing importance of financial literacy

A new economic landscape

Major changes that increase individuals’ responsibility for their financial well-being

- Changes in the pension landscape
  - More individual accounts and DC pensions

- Changes in labor markets
  - Divergence in wages – skills are critical
  - More flexibility – workers change job often

- Changes in financial markets
  - More opportunities to borrow & in large amounts
  - Greater complexity
Increase in individual responsibility

Being our own CFO

- In many countries individuals are now in charge of deciding
  - How much to contribute to retirement accounts
  - How to invest retirement wealth
  - How to decumulate retirement wealth

- Not enough to look at asset side; liability side is equally important
  - Increase in household debt
  - Debt normally incurs higher interest rates than what is earned on assets

- Financial decisions are complex
  - Many more financial products than in the past
The importance of financial literacy

Financial literacy is like reading and writing

As it was not possible in the past to participate in society without being able to read and write, so it is not possible to thrive in today’s society without being financially literate.

- Building human capital for the 21st century
  - Everyone deals with finance and finance is sufficiently complex that we cannot leave it to the individual to learn it (or to grandma!)
Are students well prepared for future challenges? Can they analyze, reason and communicate effectively? Do they have the capacity to continue learning throughout life?

Every three years the OECD Programme for International Student Assessment (PISA) answers these questions and more. It assesses to what extent students near the end of compulsory education have acquired some of the knowledge and skills essential for full participation in society.
PISA 2012 Results: Students and Money
FINANCIAL LITERACY SKILLS
FOR THE 21ST CENTURY
VOLUME VI
Mean score

Strong performance in financial literacy

Shanghai-China

Flemish Community (Belgium)

Australia

Estonia

New Zealand

Poland

Latvia

United States

Slovenia

Spain

Croatia

Israel

Slovak Republic

Italy

French Federation

Colombia

Low performance in financial literacy

Average performance of 15-year-olds in financial literacy
How are younger generations doing?

Findings from the 2012 PISA financial literacy data

- Large differences across countries
- A sizeable proportion of students in many countries scored below the proficiency level
- There are large differences across demographic groups.
- Most of the variation in financial literacy is explained by socio-economic status
The importance of research

Research can inform policy makers, regulators and practitioners

1. New Research Committee at the OECD/International Network on Financial Education

2. Informing new data collection
   – National Financial Capability Study supported by FINRA Investor Education Foundation in the USA

3. Effectiveness
   – Assessing rigorously what works
A large amount of research in past 15 years

What we have learned

1. Scalability
   - How to reach large segments of the population

2. Differences across individuals
   - One size does not fit all

3. Behavior changes
   - How to affect behavior

Scalability: Reaching the population

Venues for financial education

➢ In schools
  • Easier to reach the young

➢ In the workplace
  • Easier to reach the adults

➢ In libraries, local communities, museums
  • Where people go to learn
Financial education in schools

Need to prepare the new generations

Financial education in school is critically important:

- Investment in higher education is one of the most important decisions the young face
  - In some countries, young people start their economic life in debt

- Need to be financially literate *before* engaging in financial transactions

- Provide a basis on which to build
  - It will be cheaper to do adult financial education
How to make fin education work in school

Learning from the experience of several countries

1. Start early

2. Make it rigorous (like every other course); need a solid curriculum

3. Train the teachers
Reaching adults

The importance of workplace education

Reaching the young at school and the adults at work

- **Most of the adult population is at work**
  - A potentially effective way to do financial education

- **Workers have to make financial decisions at work**
  - Financial and health benefits

- **Financial fitness**
  - Financial fitness in addition to health and physical fitness.
Affecting behavior

Translating knowledge into behavior

What we have learned from research

- It is incorrect to expect changes in 100% of the population
  - Individuals are different

- Teachable moments
  - Promotion, tax time, life events (marriage, new child)

- Triggers when people are close to making decisions
  - Tools, make it easy
NYSE Workplace Financial Fitness Toolkit

A program for any company

- Ten steps divided into 3 stages: Basic, Intermediate, and Advanced
- Customize the program for employees
  One size does not fit all
- The Employee Checklist
  Ten guidelines with implementation tips to improve employees’ financial fitness
The success of employee benefit programs depends on employee participation rates! Nearly four in five employees claim they would benefit from financial advice and answers to everyday questions. Improve employee participation rates, employee welfare and your company’s bottom line by using our customizable employer and employee financial fitness toolkits.

**THE BASICS**

**Automatic Enrollment**
Participation soars when employees are automatically enrolled.

MORE

**Automatic Escalation**
Scheduled increases make the most of automatic enrollment.

MORE

**Lifecycle Asset Allocation**
Give employees the chance to grow their retirement savings.

MORE

**Did You Know?**

Bells were introduced on the NYSE when continuous trading was instituted in the 1870s. Originally a Chinese Gong was used, but brass bells have been used since the Exchange moved to its current location in 1903. Visit our history page to learn more fascinating facts. MORE
**Intermediate**

**Employee Toolkit**
Increase participation rates by empowering employees to customize programs. [MORE]

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**Advanced**

**Debt Management**
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Educate your employees about the customized financial plans available to them. [MORE]
Thinking outside the box: Financial literacy games
Thinking outside the box: A saving museum
Concluding remarks

Shifting paradigm

- Equipping people to make financial decisions
  - Financial literacy is an essential skill for the 21st century
- Need to start early
  - The importance of financial literacy in school. Regulators should work with Department of Education
- Need targeted approach
  - Individuals are very different
- Cannot focus on one behavior only
  - Most financial decisions are interrelated
"Well-informed consumers, who can serve as their own advocates, are one of the best lines of defense against the proliferation of financial products and services that are unsuitable, unnecessarily costly, or abusive."

*Ben Bernanke, Former Chairman of the Fed*
Contact and sources of information

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