The Stock Market Game™
Teacher Survey

Fall 2012
Spring 2013
Method

• Online Survey via email invitation to survey link
  • 11,374 teachers were invited, 3,851 responded
    – 34% response rate
• Reliable, repeatable results
  – Fall 2012 and Spring 2013 results virtually identical
Key Satisfaction Measures

- **97%** of teachers were very/somewhat satisfied with The Stock Market Game

- **99%** would recommend The Stock Market Game to other teachers
Key Reasons Teachers Would Recommend to Others

Teaches financial skills
Develops critical thinking skills
Helps teach life skills
Key Satisfaction Measures (continued)

• 98% are very or somewhat likely to participate in SMG again
Key Reasons Teachers are Likely to Participate Again

- Students like program: 90%
- Helps teach financial education: 80%
- Helps teach life skills: 70%
- Helps meet Common Core Standards: 40%
SMG Improves
(greatly/somewhat)

- Students’ understanding of the importance of investing: 100%
- Students’ level of financial literacy: 100%
- Student's math skills: 80%
- Graduation rates among participants: 70%
SMG Helps
(greatly/somewhat)

- Students utilize critical thinking skills: 100%
- Students develop teamwork skills: ~95%
- Fulfill STEM requirements: ~75%
- Meet the Common Core State Standards: ~85%

[Logos: SIFMA Foundation, The Stock Market Game, Capitol Hill Challenge, InvestWrite]
SMG Contributes
(greatly/somewhat)

To your student's college readiness
To your student's career readiness
SMG Increases
(strongly/somewhat agree)

Students’ motivation in the classroom 89%
Students’ participation in the classroom 89%
Teachers’ understanding of the stock market 91%
Students’ ability to apply basic skills to life decisions 93%
Confidence and self-esteem through challenging classroom competition 88%
Students’ ability to apply economic reasoning to life decisions 94%
SMG Encourages/Motivates

- Encourages students to attend class
- Encourages student-parent interaction at home
- Motivates students to work outside the classroom on SMG vs. Other Programs
STEM Impact

• What impact, if any, do STEM requirements have on your ability to use SMG in the classroom?

– 40% say encourages use (vs. no effect or discourages use)
Common Core State Standards Impact

• What impact, if any, do CCSS have on your ability to use SMG in the classroom?

– 53% say encourages use (vs. no effect or discourages use)
Meeting Common Core Standards/STEM Requirements

• **20%** use SMG to fulfill STEM requirements  
  – An additional **17%** plan to do so in the future

• **44%** of participants use SMG to meet Common Core Standards  
  – An additional **18%** plan to do so in the future
Primary Reasons for InvestWrite Participation

- Participation among 14% of teachers’ students

- It is a good writing assessment tool
- It is a good culminating project for SMG
- Students are motivated by prizes
- Helps meet Common Core Standards
SMG Technology

- Very/Somewhat Satisfied: 100%
- Smart phone apps would be very/somewhat beneficial: 90%
- Very/somewhat beneficial to have lessons and activities as videos: 90%

Very/Somewhat Satisfied | Smart phone apps would be very/somewhat beneficial | Very/somewhat beneficial to have lessons and activities as videos
Teacher Support and Level of Comfort

Very/somewhat comfortable teaching SMG
Teacher Support Center is very/somewhat useful
Teachers would benefit from having volunteers

Presentations on Investment topics
Weekly Time Spent on SMG

- Up to 30 minutes: 40%
- 31 - 60 minutes: 50%
- 61 - 90 minutes: 10%
- 91 - 2 hours: 5%
- More than 2 hours: 5%
Student Motivators

Competitive rankings are important or somewhat important

Prizes are important or somewhat important
Decision Influencers

- 42% learned about SMG from another teacher
- 28% of teachers said school principal was very/somewhat influential
- Other influencers:
  - Instructional Supervisor 22%
  - District Personnel 14%
  - Parents 11%
- 97% say the school administration is very/somewhat supportive of SMG