

CURRENT GLOBAL DEVELOPMENTS AND VULNERABILITIES - IMPLICATIONS FOR DIOS AND FINANCIAL SYSTEMS

PUBLIC AWARENESS

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Prepared for Caribbean Regional Committee of IADI meeting
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Public Awareness 2019 vs 2021

9%
2019

18%
2021

DIC
AWARENESS

12% vs
2019

25%
2021

AWARENESS
of the term
DEPOSIT
INSURANCE

The Process



- **Surveyed** over 1000 households across both islands.
- **Conducted focus groups** with varying geographic, education and demographic parameters
- **Depth Interviews** with the Executives member institutions and other safety-net players

- **9%** of the population were aware of the DIC.
- **12%** of the population were aware of the term “deposit insurance”.
- **72%** of respondents preferred social media advertising vs **28%** print advertising.
- Members requested more sensitization

Implemented programs targeted to each audience

- General Public by Demographic
- Member Institutions
- Safety Net Players

REASSESSED BASELINE

Program in Action and Metrics

The Public

The Member Institutions

- February 2020**
 - Facebook and Instagram 8 monthly posts
- September 2020**
 - Newspaper Ads Daily Placement
 - Magazines - 50+ audience can see more of us in TTARP Quarterly
- March 2021**
 - Online Calculator - This helps depositors to work out deposit insurance coverage.
- April 2021**
 - LinkedIn- Pen to Paper Series easy to read blog articles.

- June 2020**
 - Bulletins - quarterly messaging to CEO's of member institutions
- December 2020**
 - Dedicated Online Training Portal 67% participation by the community of Institutions and 10% completion rate by their staff.

Maintains an average engagement rate of 3.5% on Facebook and 9.1% on Instagram.

Overall website traffic increased by 32%

Pen to Paper Series received over 1100 page views with an average of 2 mins per session.

Online Calculator received over 1300 page views with an average of 2:30 mins per session.

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