INVESTORS IN THE UNITED STATES 2016

This infographic is based on the FINRA Investor Education Foundation’s report Investorg in the United States 2016. The report, which is part of the FINRA Foundation’s National Financial Capability Study, used an online sample of 2,000 respondents who indicated that they have investments in non-retirement accounts.

INVESTING BEHAVIORS

Individual stocks are the most commonly held investment, followed by mutual funds.

- Individual stocks: 74%
- Mutual funds: 64%
- Individual bonds: 35%
- Annuities: 33%

LESS COMMONLY HELD INVESTMENTS

- Exchange-traded funds: 22%
- REITs, Options, Private Placements, Structured Notes: 15%
- Commodities or Futures: 12%

MORE THAN HALF OF INVESTORS USE A BROKER OR PROFESSIONAL ADVISOR

- Improve investment performance: 81%
- Avoid losses: 78%
- Learn about investments: 63%

Background research—investing vs. other decisions

- Checked with a regulator on a background of a financial professional: 23%
- Used-car buyers who used Carfax: 38%
- Read an online restaurant review: 69%

Advisor pay

- I understand how my advisor gets compensated: 56%
- Incentives affect the advice financial advisors provide: 43%

INVESTOR LITERACY SHOWS ROOM FOR IMPROVEMENT

On average, investors who took a 10-question investor literacy quiz could answer 4.4 questions correctly.

Males performed better than females on the quiz.

GENERATIONAL DIFFERENCES EXIST AMONG INVESTORS

- Investors who have used “robo-advisors” (age)
  - 18-34: 38%
  - 55+: 4%
- Investors who have heard of investment crowdfunding
  - 18-34: 58%
  - 35-54: 43%
  - 55+: 22%

About the Report

More information about the National Financial Capability Study, including the survey instruments and detailed methodological information, can be found at www.USFinancialCapability.org.