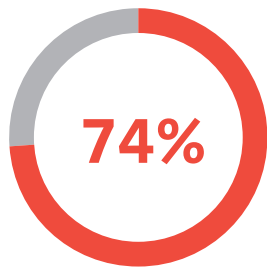


INVESTORS IN THE UNITED STATES 2016

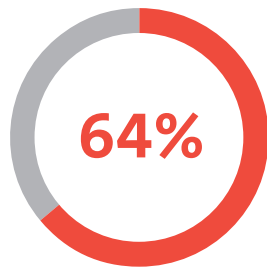
This infographic is based on the FINRA Investor Education Foundation's report *Investors in the United States 2016*. The report, which is part of the FINRA Foundation's National Financial Capability Study, used an online sample of 2,000 respondents who indicated that they have investments in non-retirement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

▶ INVESTING BEHAVIORS ◀

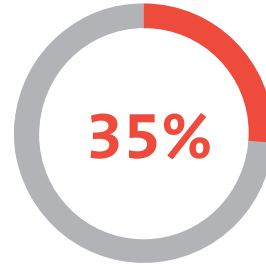
Individual stocks are the most commonly held investment, followed by mutual funds



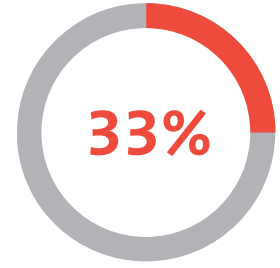
Individual stocks



Mutual funds



Individual bonds



Annuities

LESS COMMONLY HELD INVESTMENTS



Exchange-traded funds



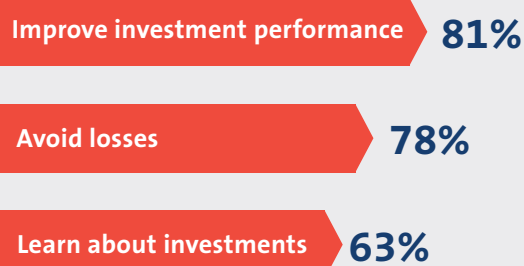
REITS, Options, Private Placements, Structured Notes



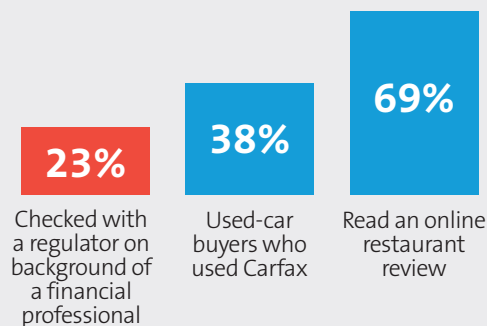
Commodities or Futures

▶ MORE THAN HALF OF INVESTORS USE A BROKER OR PROFESSIONAL ADVISOR ◀

Reasons for using professional advisor



Background research—investing vs. other decisions



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

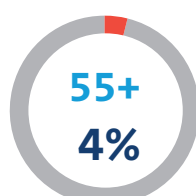
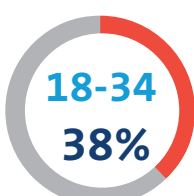


Males performed better than females on the quiz

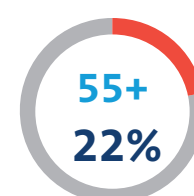
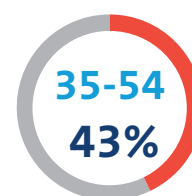
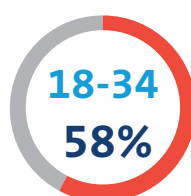


▶ GENERATIONAL DIFFERENCES EXIST AMONG INVESTORS ◀

Investors who have used "robo-advisors" (age)



Investors who have heard of investment crowdfunding



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.