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Prepared by: Edelman DxI
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- Methodology
- Key Audience Demographics
- Who Did We Speak To?
- Key Findings
- Detailed Findings
Survey Objective & Methodology

Objective
U.S. Bank is partnering with Edelman to understand the behavior and attitudes shaping today’s growing base of young wealth investors. The research will glean insights on the level of support needed and priorities when it comes to preparing for their financial future.

A 15-minute online survey of

- N=3000 Active Investors, N=500 Active California Investors
- N=1000 Aspiring Investors, N=500 Aspiring California Investors

Survey samples are nationally representative for our U.S. audiences by age, gender, race/ethnicity, region, and income.

Interviewing for this study was conducted from May 12 – May 24, 2023
The margin of error for this study is ±1.83% for U.S. Active Investors, ±4.47% for California Active Investors, ±3.16% for U.S. Aspiring Investors, and ±4.47% for California Aspiring Investors.
Who We Survey

Active Investors
- Must have a minimum of $1,000 in investable assets
  - **Investable assets include**: Stocks, bonds, mutual funds/ETFs, cryptocurrency, cash in an investment/brokerage account or robo-advisor, CDs, and IRAs (not employer-sponsored retirement plans).

- OR make at least one investment per month, defined as:
  - Purchasing a stock, bond, ETF, mutual fund, or cryptocurrency.

Aspiring Investors
- Those who plan to make an investment within the next year.
  - **Investments can include**: Stocks, bonds, mutual funds/ETFs, cryptocurrency, cash in an investment/brokerage account, CDs, and IRAs (not employer-sponsored retirement plans).
Active Investors

**Region**
- West: 17%
- Midwest: 23%
- Northeast: 21%
- South: 40%

**Household Income**
- Less than $24,999: 11%
- $25,000-$49,999: 37%
- $50,000-$74,999: 20%
- $75,000-$99,999: 13%
- $100,000+: 19%

**Gender Identity**
- Male: 47%
- Female: 53%

**Race/Identity**
- White: 61%
- Hispanic: 17%
- Black: 14%
- Asian: 6%
- Other: 2%

**Generation**
- Gen Z (18–26): 34%
- Millennial (27–42): 30%
- Gen X (43–58): 16%
- Boomer+ (59+): 21%
Aspiring Investors

Region
- West: 16%
- Midwest: 20%
- Northeast: 16%
- South: 48%

Gender Identity
- Male: 33%
- Female: 66%

Household Income
- Less than $24,999: 29%
- $25,000-$49,999: 35%
- $50,000-$74,999: 17%
- $75,000-$99,999: 7%
- $100,000+: 9%

Race/Identity
- White: 40%
- Black: 28%
- Hispanic: 24%
- Asian: 5%
- Other: 3%

Generation
- Gen Z (18–26): 32%
- Millennial (27–41): 38%
- Gen X (43–58): 12%
- Boomer+ (59+): 18%
Gen Z Looks At Wealth Differently Than Boomers, But Both See The Value Of Financial Security
Key Findings

- Gen Z investors are highly motivated by experiences, passions, and the pursuit of personal interests and opportunities.

- Boomers primarily associate wealth with financial security and stability for their future.

- Investors across generations prioritize financial security as the top motivator.
For Gen Z, the pursuit of a better quality of life, personal interests, and new experiences drive their investment decisions.

Which of the following makes you feel wealthy? (Showing % selected – max of 3 selections)

Q12: Take a moment to think about what the word “wealth” means to you. Which of the following makes you feel wealthy?
Base: U.S. Active Investors n=3,000, Gen Z n=477, Boomer n=959

U.S. ACTIVE INVESTORS

52% Financial security
32% A better quality of life
25% Being able to afford what I want not just what I need
25% Living life how I want
24% Having good health
24% The freedom to do what I want
22% Being able to support a family
18% Owning a home
17% Being surrounded by people I love and care for
14% Being successful

U.S. ACTIVE GEN Z INVESTORS

38% A better quality of life
36% Financial security
28% Living life how I want
27% Being able to support a family
25% Being successful
24% Being able to afford what I want not just what I need
22% The freedom to do what I want
21% Owning a home
19% Having good health
16% Being able to retire early

U.S. ACTIVE BOOMER INVESTORS

61% Financial security
33% Having good health
28% Being able to afford what I want not just what I need
27% Living life how I want
27% A better quality of life
22% Being surrounded by people I love and care for
22% The freedom to do what I want
22% Owning a home
15% Being able to support a family
10% Being able to retire early
When asked what the word "wealth" means to them, Gen Z said...

38% of Gen Z say a better quality of life

Compare that with the more tangible definitions of wealth

24% of Gen Z say being able to afford what they want

21% of Gen Z say owning a home
Delving deeper into their investment motivations, Gen Z’s desire to invest is driven by experiences and passions.

4 in 5

Active Gen Z Investors are highly motivated to invest to pursue their interests / buy the things they really want

79% Gen Z vs. 70% U.S. Active Investors
vs. 80% U.S Millennial Investors
vs. 72% U.S. Gen X Investors
vs. 54% U.S. Boomer Investors

White Active Investors are significantly less likely to be motivated to invest to pursue their interests / buy the things they really want (Hispanic: 75%, Black: 81%, Asian: 74%, white: 65%) and to open new opportunities / experiences compared to other races (Hispanic: 72%, Black: 79%, Asian: 70%, white: 57%).

4 in 5

Active Gen Z Investors are highly motivated to invest to open new opportunities / experiences

78% Gen Z vs. 63% U.S. Active Investors
vs. 76% U.S Millennial Investors
vs. 68% U.S. Gen X Investors
vs. 42% U.S. Boomer Investors
Key Finding 02

For Gen Z, Investing Is Not Just About Generating Wealth
It Should Align With Their Values and Beliefs
Key Findings

Younger generations are willing to accept lower returns on their investments if it aligns with their values and beliefs.

Separately, Gen Z and Millennials are not only motivated by financial gains but are also passionately invested in supporting causes they care about.
When it comes to investing, Gen Z and Millennials are passionate about supporting causes they care about most.

**Motivated to Invest to Support Causes They Care About**

(% selected)

- **65%** Gen Z
- **59%** Millennials
- **45%** Gen X
- **30%** Boomers

**OVER half** of Gen Z + Millennial Active Investors say they will only invest in businesses that take a public stance on certain issues.

53% Gen Z, 52% Millennials vs. 38% Gen X vs. 28% Boomers

Hispanic Active Investors, Black Active Investors, and Active Investors with a $140K+ income are significantly more likely to be motivated to invest to support causes they care about.

Q15: What motivates you to invest your money?
Q16: To what extent do you agree or disagree with the following statements?
Base: US Active Investors Gen Z n=477, Millennials n=894, Gen X n=616, Boomers n=959, White n=1,815, Hispanic n=495, Black n=425, Less than $140K n=2,772, $140K+ n=198
Return individuals would accept to invest in a company that aligns with their beliefs* - compared to the S&P 500**

What return would you be willing to accept on an investment in a company that aligns with your beliefs?

<table>
<thead>
<tr>
<th>Return Acceptance</th>
<th>Gen Z</th>
<th>Millennial</th>
<th>Gen X</th>
<th>Boomer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9% or less</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>3% to 5.9%</td>
<td>30%</td>
<td>22%</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>6% to 8.9%</td>
<td>29%</td>
<td>32%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>9% to 11.8%</td>
<td>19%</td>
<td>21%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>None. I would not make an investment in something that aligns with my beliefs if it yielded a less than average return</td>
<td>15%</td>
<td>17%</td>
<td>30%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Note. **The average return for the S&P 500 is 12% for the past 10 years.

More than one-third of Boomer Active Investors would NOT make an investment in something that aligns with their beliefs if it yielded a less than average S&P return, significantly more than all other generations (Gen Z: 15%, Millennials: 17%, Gen X: 27%, Boomers: 35%).
Younger generations are ready to put their money where their mouths are—even if it means they'll have less of it as a result.

8 in 10 aspiring investor Gen Z + Millennials say they would accept a return below 11.9% on their investment—less than the average return of the S&P 500.

79% Gen Z, Millennials vs. 73% Gen X vs. 65% Boomers

What return would you be willing to accept on an investment in a company that aligns with your beliefs? (% selected)

Q28: If you made an investment based on your personal values and beliefs, would you accept a lesser return?

The average return for the S&P 500 is 12% for the past 10 years. With that in mind, what return would you be willing to accept on an investment in a company that aligns with your beliefs?

U.S. Aspiring Investors n=3,000, Gen Z n=324, Millennial n=377, Gen X n=184, Boomer n=148
Key Finding 03

Investors Are Losing Faith That This Too Shall Pass
Recent economic events have led many to lose trust in stable assets as investment options.

Active investors are feeling less certain about the future of their investments and express doubts about meeting their investment goals compared to the previous year.

Investors across generations are actively adapting their investment strategies in response to the economic climate.
Concerns about the current economic climate are not going away.

In addition to concerns around inflation and a recession, more than two-thirds of Active and Aspiring Investors fear the collapse of the U.S. dollar.

Active Boomers are more concerned about a significant financial market downturn and the stability of U.S. financial institutions than other generations.

The overwhelming majority of Active and Aspiring Investors are concerned about the economy.

Level of Concern with the Current State of the Economy
(Showing % Extremely/Very Concerned)

<table>
<thead>
<tr>
<th></th>
<th>U.S. ACTIVE INVESTORS</th>
<th>U.S. ASPIRING INVESTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>Recession</td>
<td>79%</td>
<td>83%</td>
</tr>
<tr>
<td>Rising interest rates</td>
<td>74%</td>
<td>82%</td>
</tr>
<tr>
<td>Social Security running out of money</td>
<td>71%</td>
<td>77%</td>
</tr>
<tr>
<td>U.S. dollar collapse</td>
<td>68%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Extent Concerned Compared to One Year Ago
(Showing % More Concerned)

<table>
<thead>
<tr>
<th></th>
<th>U.S. ACTIVE INVESTORS</th>
<th>U.S. ASPIRING INVESTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stability of U.S. financial institutions</td>
<td>61%</td>
<td>59%</td>
</tr>
<tr>
<td>Significant financial market downturn</td>
<td>53%</td>
<td>48%</td>
</tr>
</tbody>
</table>
Trust in financial services and other subsectors is waning.

Have recent economic events changed your level of trust in any of the following?
(Showing % of people who indicated trust decreased)

<table>
<thead>
<tr>
<th>PERCENTAGE OF U.S. ACTIVE INVESTORS WHO INDICATED LOSING TRUST IN...</th>
<th>PERCENTAGE OF U.S. ASPIRING INVESTORS WHO INDICATED LOSING TRUST IN...</th>
</tr>
</thead>
<tbody>
<tr>
<td>44% Stock Market</td>
<td>44% Major Banks</td>
</tr>
<tr>
<td>43% Major Banks</td>
<td>42% Stock Market</td>
</tr>
<tr>
<td>41% Cryptocurrency Exchanges</td>
<td>35% Regional / Local Banks</td>
</tr>
<tr>
<td>36% Regional / Local Banks</td>
<td>32% Cryptocurrency Exchanges</td>
</tr>
<tr>
<td>28% Investment / brokerage firms</td>
<td>30% Investment / brokerage firms</td>
</tr>
<tr>
<td>28% The bond market</td>
<td>30% The bond market</td>
</tr>
<tr>
<td>27% Robo-advisors</td>
<td>27% Financial Advisors</td>
</tr>
<tr>
<td>25% Financial Advisors</td>
<td>26% Robo-advisors</td>
</tr>
</tbody>
</table>

Q2: Have recent economic events changed your level of trust in any of the following? Base: US Active Investors n=3,000, US Aspiring Investors n=1,000.
Even the most stable of investment options are losing the trust of American Investors.

Thinking about investment options, has your trust in each of the following increased, decreased, or remained unchanged due to recent economic events? (Showing % of people who indicated trust decreased)

**U.S. ACTIVE INVESTORS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percent Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cryptocurrency</td>
<td>50%</td>
</tr>
<tr>
<td>Foreign Stocks</td>
<td>41%</td>
</tr>
<tr>
<td>Government Bonds</td>
<td>40%</td>
</tr>
<tr>
<td>Corporate Bonds</td>
<td>38%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>36%</td>
</tr>
<tr>
<td>Domestic Stocks</td>
<td>35%</td>
</tr>
<tr>
<td>Exchange-traded funds (ETFs)</td>
<td>33%</td>
</tr>
<tr>
<td>Market money funds</td>
<td>29%</td>
</tr>
<tr>
<td>Mutual funds</td>
<td>27%</td>
</tr>
</tbody>
</table>

**U.S. ASPIRING INVESTORS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percent Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Bonds</td>
<td>50%</td>
</tr>
<tr>
<td>Cryptocurrency</td>
<td>44%</td>
</tr>
<tr>
<td>Foreign Stocks</td>
<td>44%</td>
</tr>
<tr>
<td>Corporate Bonds</td>
<td>44%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>41%</td>
</tr>
<tr>
<td>Exchange-traded funds (ETFs)</td>
<td>38%</td>
</tr>
<tr>
<td>Market money funds</td>
<td>36%</td>
</tr>
<tr>
<td>Domestic Stocks</td>
<td>35%</td>
</tr>
<tr>
<td>Mutual funds</td>
<td>32%</td>
</tr>
</tbody>
</table>

For active investors, trust in Cryptocurrency has declined primarily among Gen X (42% trust declined) and Boomers (50%), less so among Gen Z (36%) and Millennials (32%).

For aspiring investors, Boomers lost more trust in Corporate bonds (63%) and Cryptocurrency (62%) in comparison to younger generations. Gen Z (44% & 42%), Millennials (41% & 42%), and Gen X (43% & 43%).

Q: Thinking about investment options, has your trust in each of the following increased, decreased, or remained unchanged due to recent economic events?

Base: US Active Investors n=3,000, US Aspiring Investors n=1,000.
Compared to last year, Active Investors are less certain about their investment futures and the ability to meet their investing goals.

1 in 3 of Active Investors say they are more pessimistic about the future of their investments.

34% U.S. Active Investors

MORE THAN 1 in 4 of Active Investors say they are more doubtful that they can meet their investment goals.

30% U.S. Active Investors

White, Gen X, Boomer and Female Active Investors are more pessimistic about the future of their investments and more doubtful that they can meet their investment goals.
The days of set it and forget are over for American Investors.

They’re watching their investments and looking for ways to mitigate risk and find stability in a tumultuous economic landscape.

**Boomers, Gen Xers, Female, and White Active Investors** made fewer changes to their investment strategies vs. others surveyed.

**Nearly 4 in 5 Active (79%) Investors** have responded to the economic climate by changing their investment strategies in some way in the past three months.

**The top changes to investment strategies and money habits include...**

(% selected)

- 40% Monitoring the market more closely
- 27% Increased investments in assets considered ‘safer’
- 23% Decreased investments in assets considered to be more ‘risky’
- 21% Reduced investments and keeping assets in cash

---

Q: Which changes, if any, have you made to your investment strategy and money habits in the past three months?

Base: US Active Investors n=3,000, Gen Z n=477, Millennials n=996, Gen X n=894, Boomer n=616, Female n=1,582, Male n=1,397, White n=1,815, Hispanic n=495, Black n=425, Asian n=184

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U.S. Bank | Public Information
Economic Uncertainty Has Triggered
Investor Fatigue
The current state of the economy is taking a mental toll on both Active and Aspiring Investors, leading to increased concerns about fatigue with economic news and events, as well as feeling overwhelmed.

Aspiring Investors often feel negative emotions when contemplating starting their investing journeys.

Boomers have learned the lesson of not comparing themselves to others, particularly in terms of wealth and investment goals unlike their younger peers.
The implications of growing economic concerns go beyond individuals rethinking their investment strategies.

The current state of the economy is taking a mental toll on Active and Aspiring Investors.

Both Active and Aspiring Investing females are significantly more fatigued by economic news and current events and are more overwhelmed by the news than men.

Half of Active and Aspiring Investors are more fatigued with economic news and current events than they were a year ago.

Half of Active and Aspiring Investors are more overwhelmed by everything going on than they were a year ago.

Q19: To what extent do the following circumstances concern you right now compared to one year ago?
Base: US Active Investors n=3,000, Male n=1,397, Female n=1,582, US Aspiring Investors n=1,000, Male n=329, Female n=663
And this anxiety and seemingly perpetual uncertainty taints the perspective of Aspiring Investors and leaves them feeling dejected.

More than two-thirds (69%) of Aspiring Investors feel negative emotions when thinking of beginning their investing journeys.

81%

“Recent economic events make me question what investment approach I should take”

61%

“I feel overwhelmed by everything happening in the world that I can’t focus on investing right now”

84%

“I wish investing / financial planning was less overwhelming”
However, with age comes (financial) wisdom. Boomers have learned a vital lesson—comparing themselves to others is the thief of joy.

As Active Investors get older, they are less likely to compare their wealth and investment goals to others, with 40% of Boomers comparing themselves to no one.

Q13: When thinking about your own wealth and investment goals, who, if anyone, do you compare yourself to? This can include using others’ achievements or milestones to set up goals for yourself or measuring your own progress against someone else’s.

Base: US Active Investors Gen Z n=677, Millennial n=894, Gen X n=616, Boomer n=959, US Aspiring Investors Gen Z n=324, Millennial n=377, Gen X n=184, Boomer n=110
Conversely, Gen Z Active Investors are significantly more likely to compare themselves to:

**TOTAL ACTIVE INVESTORS**

- 27% Parents
- 25% Friends
- 18% Siblings
- 16% People I grew up with
- 15% Colleagues/coworkers
- 12% People on social media
- 9% People on TV

**GEN Z ACTIVE INVESTORS**

- 35% Parents
- 34% Friends
- 27% People on social media
- 26% Siblings
- 25% Colleagues/coworkers
- 23% People I grew up with
- 18% People on TV

When thinking about your own wealth and investment goals, who, if anyone, do you compare yourself to? (% Selected)

Q13: When thinking about your own wealth and investment goals, who, if anyone, do you compare yourself to?
Base: US Active Investors n=3,000, Gen Z n=477
Aspiring Investors Aren’t Sure What Steps to Take Next
Key Findings

- Many Aspiring Investors feel they are behind where they want to be with their financial goals, particularly when comparing themselves to their own aspirations.

- Aspiring investors face investing paralysis due to a lack of knowledge, concerns about risk and losses, fear of making mistakes, and a need for more guidance and support.

- Gen Z and Millennials often compare their wealth and financial dreams to social media standards.
Young Investors gauge their wealth and financial dreams against social media standards.

Of those who compare themselves to individuals they see on social media and TV, more than three in five Aspiring Millennials and Gen Z Investors state that they are behind with respect to wealth and investment goals.*

NEARLY

3 in 4

of Aspiring Gen Z and Millennial Investors agree social media posts and influencers make investing look easy
And the majority of Aspiring Investors feel they are behind where they want to be with their financial goals.

MORE THAN

1 in 3

say that they compare their wealth and investment goals to their own idea of who they want to be

And of those who compare their wealth and investment goals to their own version of who they want to be...

NEARLY

2 in 3

feel they are behind where they’d like to be with their financial goals
Despite this, Aspiring Investors are struggling with investing paralysis.

They want to begin their investing journeys but won’t do it until they feel they can guarantee substantial returns.

Q10: To what extent do you agree or disagree with the following statements? Base: US Aspiring Investors n=1,000

- NEARLY 3 in 4 don’t know where to start when it comes to investing
- MORE THAN 3 in 4 of Aspiring Investors are concerned about the potential risks and losses involved with investing
- NEARLY 3 in 4 are nervous that they’d make a mistake with their money if they did anything beyond saving it
- MORE THAN 3 in 4 need more guidance and support in making financial decisions
Key Finding 06

Relationships Hold The Key To Building Trust
Key Findings

- **Gen Z exhibits a higher level of trust in financial advisors and family compared to other generations**

- **Across generations, key desired traits for ideal financial advisor relationships include expertise, attentiveness, understanding of priorities and being results oriented**

- **Gen Z and Millennials prioritize diversity and shared values when choosing a financial advisor. They value advisors who understand their cultural background and reflect the ethnic diversity of their clients**
When it comes to giving financial advice, financial advisors are among the most trusted, with investors turning to them for finance queries more than most sources.

Level Of Trustworthiness In Giving Financial Advice
(Showing % Very/Extremely Trusting)

Who Investors Consult for Finance Advice/Info
(Showing % Selected)

Nearly two-thirds (62%) of Gen Z trust financial advisors—significantly more than all other generations.
The ideal financial advisor relationship may take different forms. Expertise, attentiveness, and experience emerge as key desires across generations for ideal financial advisor relationships.

How important or unimportant are the following traits/aspects when considering what an ideal relationship with a financial advisor looks like? (Showing % extremely/somewhat important)

**Takes time to listen to me**
- **ACTIVE INVESTOR**: 93%
- **GEN Z**: 86%
- **MILLENNIALS**: 92%
- **GEN X**: 93%
- **BOOMERS**: 96%

**Understands and respects my priorities**
- **ACTIVE INVESTOR**: 92%
- **GEN Z**: 87%
- **MILLENNIALS**: 91%
- **GEN X**: 92%
- **BOOMERS**: 93%

**Results Oriented**
- **ACTIVE INVESTOR**: 91%
- **GEN Z**: 83%
- **MILLENNIALS**: 90%
- **GEN X**: 92%
- **BOOMERS**: 95%

**Financial planning expertise**
- **ACTIVE INVESTOR**: 91%
- **GEN Z**: 84%
- **MILLENNIALS**: 91%
- **GEN X**: 92%
- **BOOMERS**: 95%

**Years of Experience**
- **ACTIVE INVESTOR**: 90%
- **GEN Z**: 85%
- **MILLENNIALS**: 90%
- **GEN X**: 90%
- **BOOMERS**: 93%

Female Active Investors consider all 5 traits as being more important than their male counterparts.
Gen Z and Millennials seek representation, placing an emphasis on financial advisor diversity and shared values.

How important or unimportant are the following traits/aspects when considering what an ideal relationship with a financial advisor looks like?

(Showing % extremely/somewhat important)

Black, Hispanic and Asian Active Investors are significantly more likely to consider the following traits as being more important than White Investors: Has shared personal values, looks like me, gets my cultural and background, and has marketing that reflects ethnic diversity of clients. This is especially true for Black Investors who feel more strongly about the importance of these traits than all other races.
Key Findings

- Boomers have a singular definition of wealth, not so much for Gen Z
- Investing means more than just generating wealth for Gen Z
- Investors are losing faith that this too shall pass
- Economic uncertainty has trigged investor fatigue among Americans
- Aspiring Investors feel stuck with the next step(s) they should take
- Relationships rather than institutions hold the keys to building trust
**DEMOGRAPHICS**

**CA Active Investors**

**Region**
- Greater Bay Area: 18%
- Greater LA Area: 51%
- Greater San Diego Area: 10%
- Other Regions: 21%

**Gender Identity**
- Male: 46%
- Female: 53%

**Household Income**
- Less than $24,999: 12%
- $25,000-$49,999: 35%
- $50,000-$74,999: 21%
- $75,000-$99,999: 12%
- $100,000+: 19%

**Race/Identity**
- White: 56%
- Black: 14%
- Hispanic: 20%
- Asian: 7%
- Other: 3%

**Generation**
- Gen Z (18–26): 30%
- Millennial (27–41): 32%
- Gen X (43–58): 24%
- Boomer+ (59+): 12%
CA Aspiring Investors

Demographics

Region:
- Greater Bay Area: 16%
- San Joaquin Valley: 14%
- Greater LA Area: 52%
- Other Regions: 19%

Household Income:
- Less than $24,999: 29%
- $25,000-$49,999: 31%
- $50,000-$74,999: 19%
- $75,000-$99,999: 7%
- $100,000+: 11%

Gender Identity:
- Male: 32%
- Female: 66%

Race/Identity:
- White: 39%
- Black: 14%
- Hispanic: 33%
- Asian: 10%
- Other: 4%

Generation:
- Gen Z (18–26): 22%
- Millennial (27–41): 29%
- Gen X (43–58): 41%
- Boomer+ (59+): 7%
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