

When did you become a self-directed investor?

	Total	Age		
		18-34	35-54	55+
	A	D	E	F
Base: DIY Investor				
Unweighted Base	900	314	436	150
Before the pandemic began	558	162	273	123
	62%	52%	63%	82%
		D	DE	
During the pandemic	342	152	163	27
	38%	48%	37%	18%

My self-directed investments are an important part of my future financial security - When it comes to self-directed investing, how much do you agree or disagree with the following statement

	Total	Age		
		18-34	35-54	55+
	A	D	E	F
Base: DIY Investor				
Unweighted Base	900	314	436	150
(1) Strongly Agree	356	126	173	57
	40%	40%	40%	38%
(2) Somewhat Agree	416	144	206	66
	46%	46%	47%	44%
(3) Somewhat Disagree	108	36	50	22
	12%	11%	11%	15%
(4) Strongly Disagree	20	8	7	5
	2%	3%	2%	3%

My self-directed investments are an important part of my long-term financial goals (long-term online investor) - When it comes to self-directed investing, how much do you agree or disagree

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	Total	Age		
		18-34	35-54	55+
	A	D	E	F
Base: DIY Investor				
Unweighted Base	900	314	436	150
(1) Strongly Agree	397	145	193	59
	44%	46%	44%	39%
(2) Somewhat Agree	394	128	195	71
	44%	41%	45%	47%
(3) Somewhat Disagree	90	35	39	16
	10%	11%	9%	11%
(4) Strongly Disagree	19	6	9	4
	2%	2%	2%	3%

I invest to reach my long-term goals - How much do you agree or disagree with the following statements?

	Total	Age		
		18-34	35-54	55+
	A	D	E	F
Base: Total Respondents				
Unweighted Base	900	314	436	150
(1) Strongly Agree	398	130	202	66
	44%	41%	46%	44%
(2) Somewhat Agree	410	136	199	75
	46%	43%	46%	50%
(3) Somewhat Disagree	77	38	30	9
	9%	12%	7%	6%
(4) Strongly Disagree	15	10	5	0
	2%	3%	1%	-

I take a lot of time before I act on my investing/trading decisions - How much do you agree or disagree with the following statements?

	Total	Age		
		18-34	35-54	55+
	A	D	E	F
Base: Total Respondents				
Unweighted Base	900	314	436	150
(1) Strongly Agree	216 24%	85 27%	98 22%	33 22%
(2) Somewhat Agree	482 54%	157 50%	244 56%	81 54%
(3) Somewhat Disagree	178 20%	59 19%	84 19%	35 23%
(4) Strongly Disagree	24 3%	13 4%	10 2%	1 1%

I'm smarter about money than you think I am - What would you like your parents' generation to know about how you think about money/investing?

	Total	Age		
		18-34	35-54	55+
	A	D	E	F
Base: 18-34 Year Old's				
Unweighted Base	529	529	.**	.**
I'm smarter about money than you think I am	142 27%	142 27%	0 -	0 -
I understand investing better than you think I do	104 20%	104 20%	0 -	0 -
I have goals for what I want to do	235 44%	235 44%	0 -	0 -

I think about the long-term as well as short-term	258	258	0	0
	49%	49%	-	-
I see investing as a way to support what I want now as well as in the future	204	204	0	0
	39%	39%	-	-
It's okay if I invest differently than you do	195	195	0	0
	37%	37%	-	-
I worry about money	167	167	0	0
	32%	32%	-	-
Some other thing	10	10	0	0
	2%	2%	-	-
None of the above	14	14	0	0
	3%	3%	-	-

I like the challenge of researching ideas and putting them into action - How much do you agree or disagree with the following statements about investing?

	Total	Age		
		18-34	35-54	55+
	A	D	E	F
Base: Total Respondents				
Unweighted Base	1530	529	736	265
(1) Strongly Agree	405	158	190	57
	26%	30%	26%	22%
		F		
(2) Somewhat Agree	915	301	444	170
	60%	57%	60%	64%
(3) Somewhat Disagree	176	51	92	33
	12%	10%	13%	12%
(4) Strongly Disagree	34	19	10	5
	2%	4%	1%	2%
		E		

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