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Charles Schwab Women Investors Survey 2025

Methodology



The Women Investors Survey is an online study conducted for Charles Schwab by Logica Research. Logica Research is neither affiliated with, nor employed by, Charles Schwab & Co., Inc.



The online study was conducted from January 7th to January 23rd, 2025, among a sample of American women.



1,200 women ages 18+ in the U.S. completed the study.

- Must have at least \$5,000 in investable assets, not including retirement or real estate accounts
 - Must be primary or joint household financial decisionmakers
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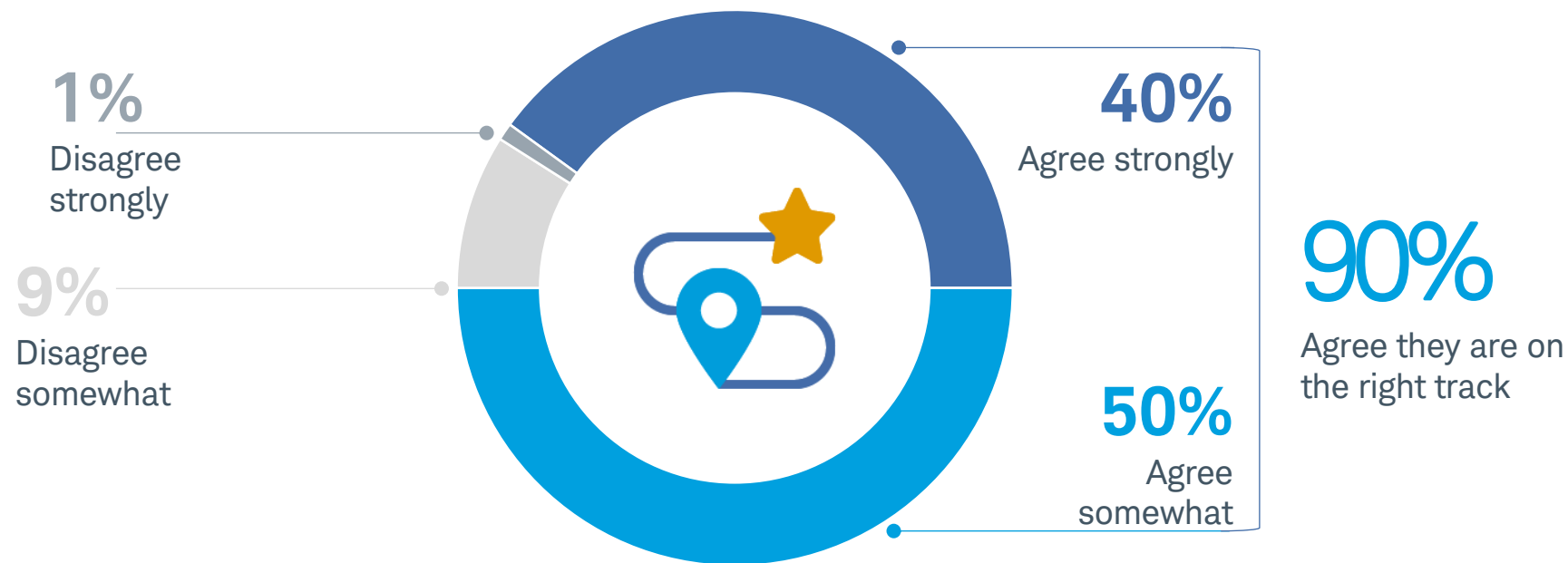


Generational definitions

- Gen Z: 18-27
- Millennials: 28-43
- Gen X: 44-59
- Boomers: 60-77
- Silent: 78+

Nine in ten women investors feel they are on the right track to achieve their financial goals

On Track to Achieve Financial Goals



Q.22: Please indicate how much you agree or disagree with each statement
(Base: Total = 1,200)

Most women investors are focused on their long-term financial goals when it comes to their investments

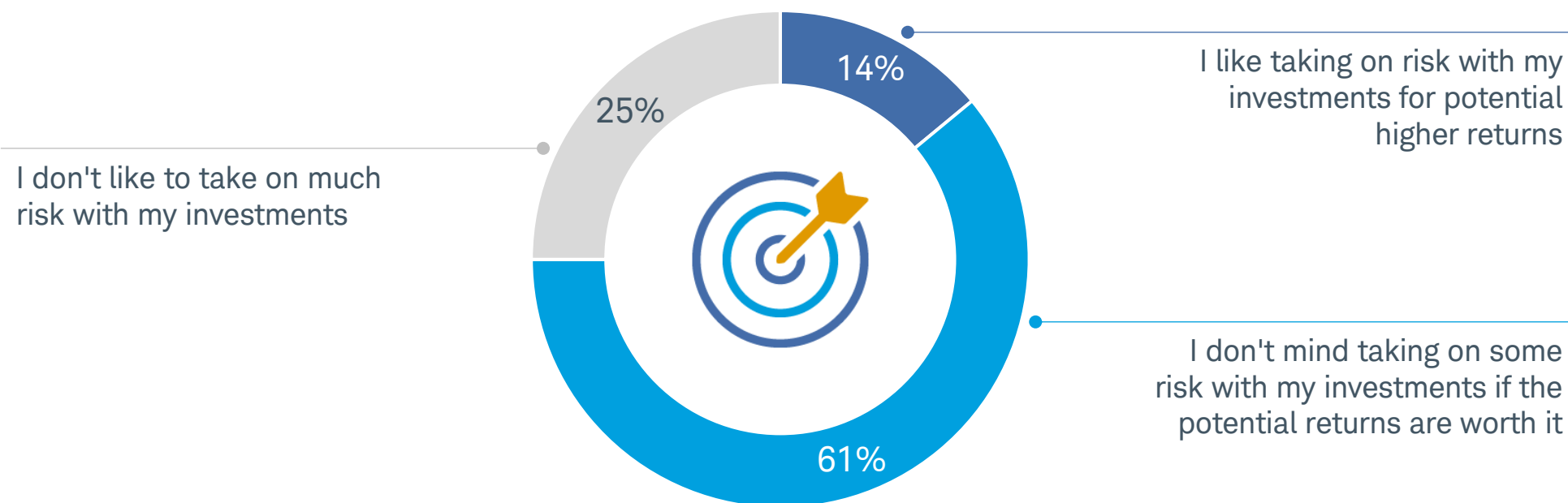
Long-Term Financial Goals vs Short-Term Financial Goals



Q.16: Which is a bigger priority for your investments right now?
(Base: Total = 1,200)

Women are risk savvy, and over half are comfortable taking risk in their investments

Approach to Investing



Q.19: Which of the following best describes your approach to investing?
(Base: Total = 1,200)

Patience and discipline are women's top strengths as investors, followed by consistency and planning

Investing Strengths



50%

Patience

Willing to wait for investments to grow



45%

Discipline

Stick to a plan and avoid emotional or impulsive decisions



33%

Consistency

Invest regularly to build portfolio over time



32%

Planning/Strategy

Carefully plan investments to align with goals



29%

Open-Mindedness

Willing to explore new investing products or strategies



24%

Collaboration/Mentorship

Seek advice to guide investment decisions



21%

Knowledge

Strong understanding of investment products and strategies



17%

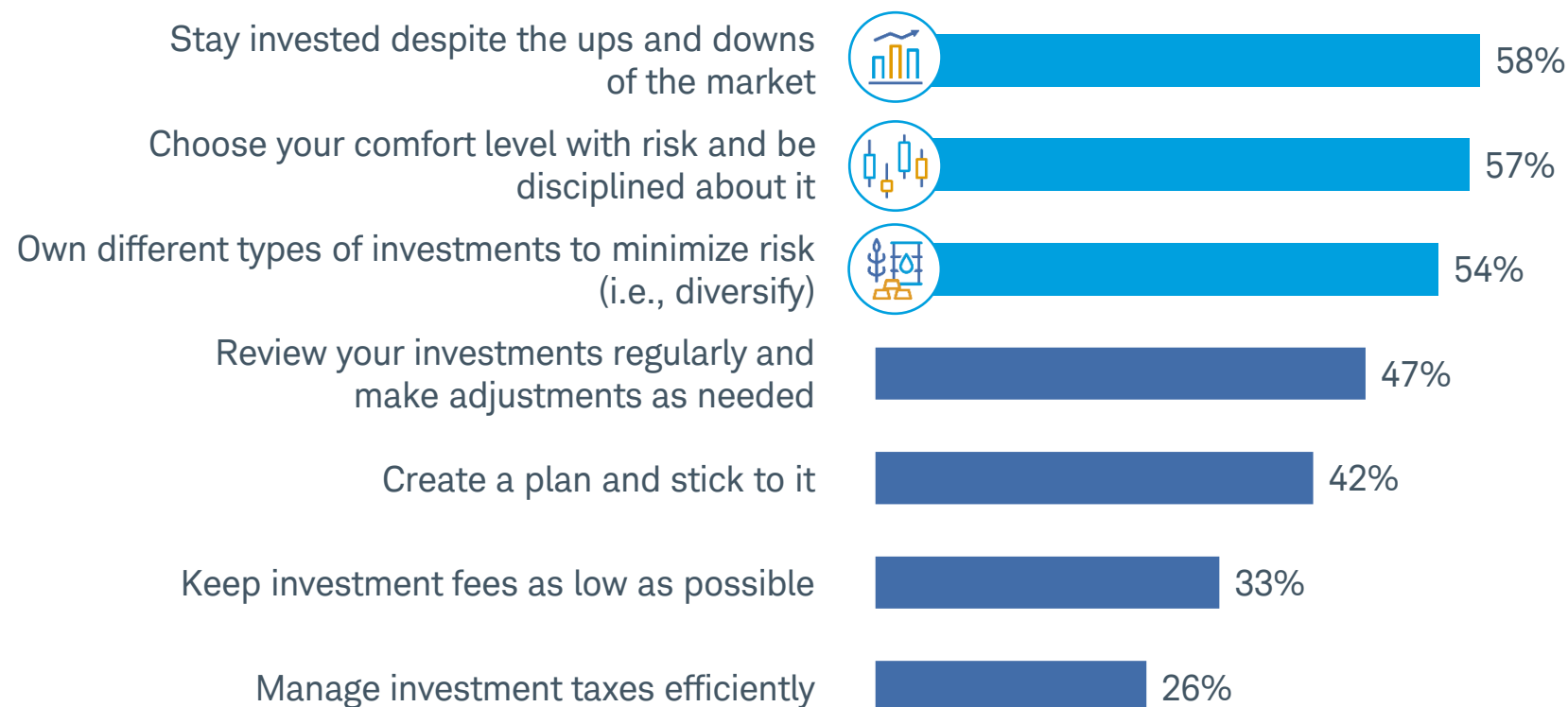
Curiosity

Thoroughly research and ask question to understand opportunities and risk

Q.20: Which of the following strengths do you think you have when it comes to investing, if any?
(Base: Total = 1,200)

The three biggest lessons women investors say they have learned are staying invested through volatility, acknowledging their risk tolerance, and diversifying

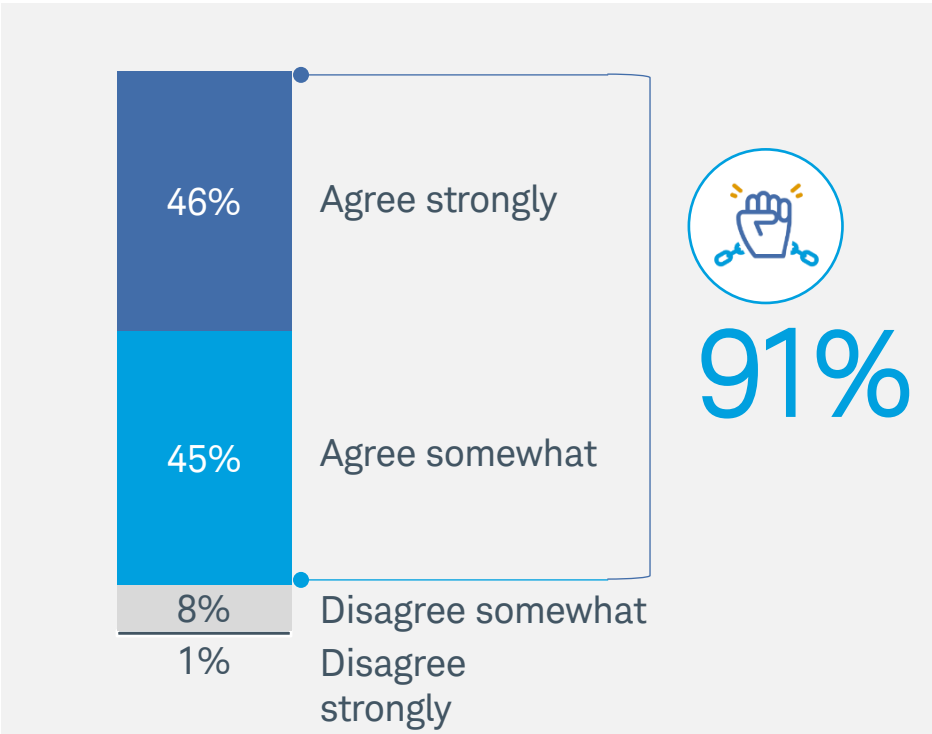
Investing Lessons Learned



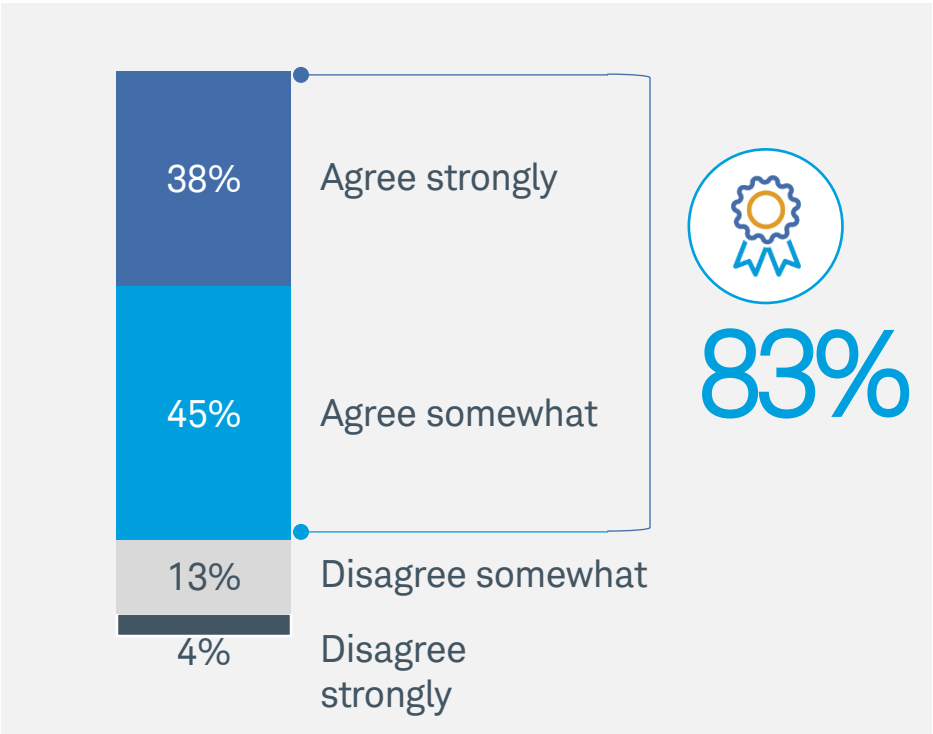
Q.15: What are the biggest investing lessons you have learned?
(Base: Total = 1,200)

Most women investors agree that managing their investments gives them a feeling of empowerment and is something they enjoy

Managing My Investments Gives Me a Feeling of Empowerment

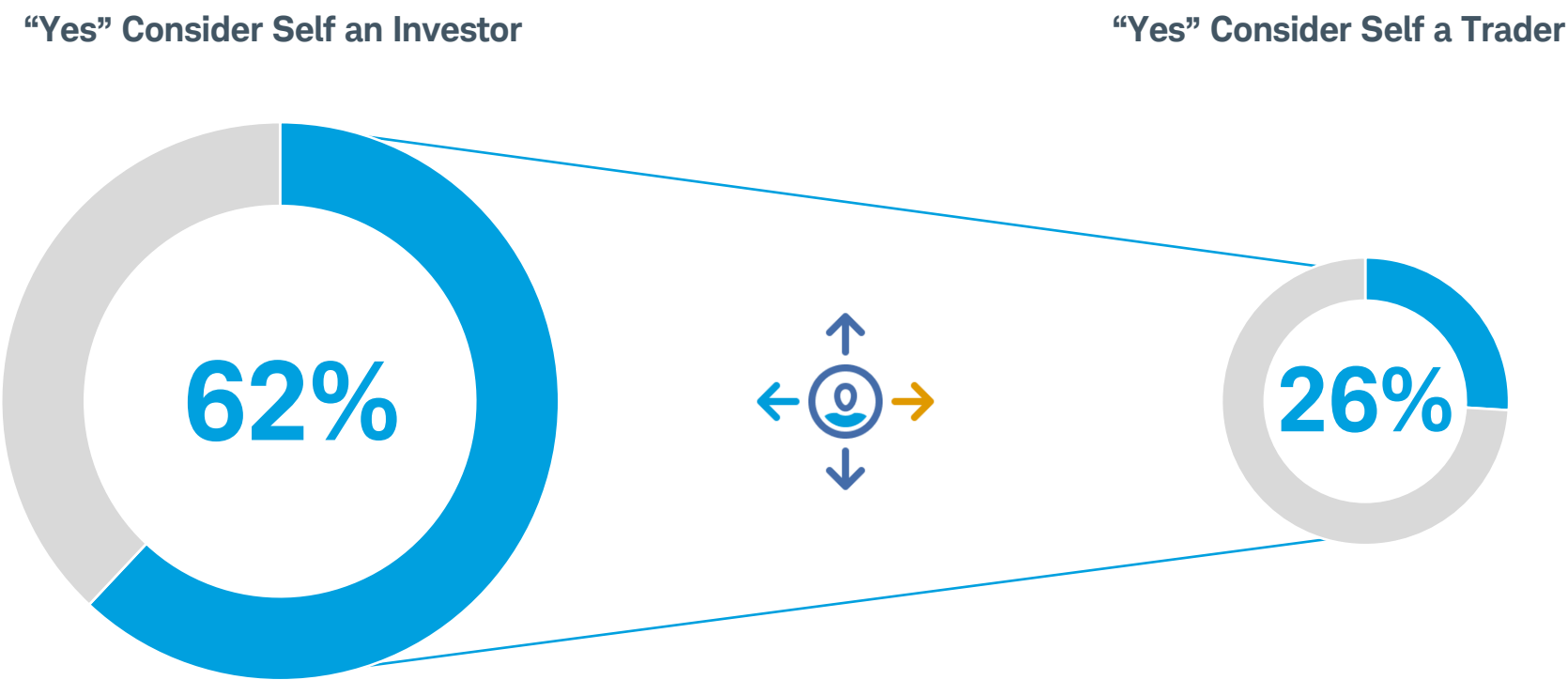


Investing is Something I Enjoy



Q.22: Please indicate how much you agree or disagree with each statement .
(Base: Total = 1,200)

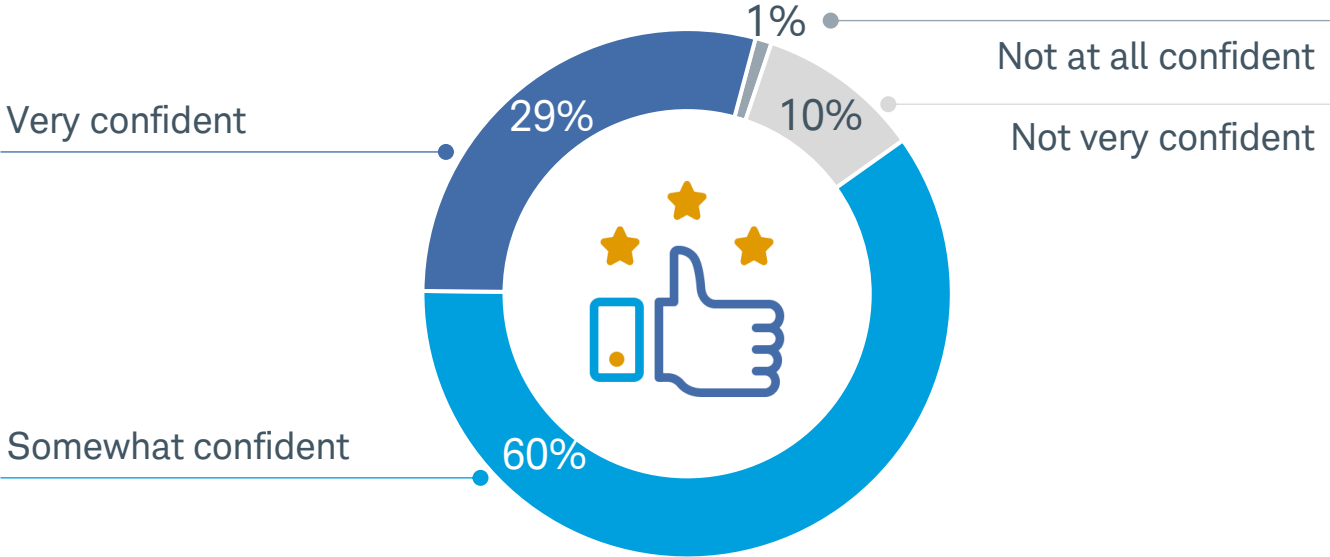
Nearly two-thirds of women surveyed think of themselves as investors, and a quarter think of themselves as traders



Q.3: Do you think of yourself as an investor?
Q.5: Do you think of yourself as a trader?
(Base: Total = 1,200)

Almost nine in ten women investors feel very or somewhat confident in their overall investment strategy

Confidence in Investment Strategy



Q.18: How confident are you in your overall investment strategy?
(Base: Total = 1,200)

Women investors are highly engaged in the process, and most prefer a combination of doing their own research and guidance from professionals

Preferences When Making Investment Decisions



24%

Prefer to make decisions independently after doing my own research



33%

Prefer to rely on the guidance of financial professionals



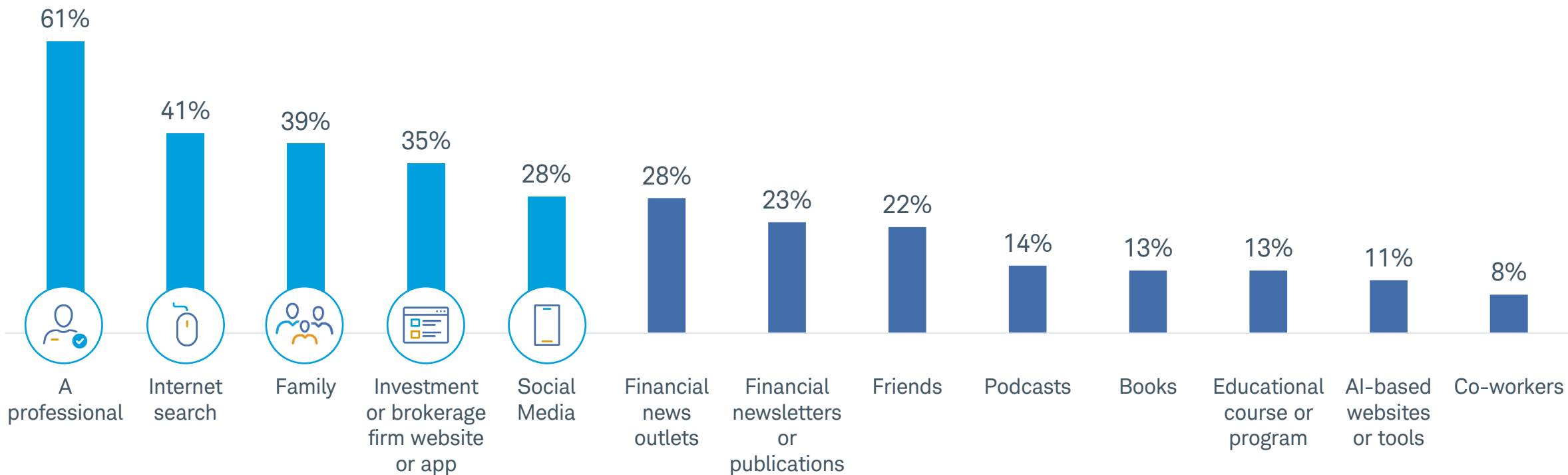
42%

Prefer a combination of own research and financial professionals

Q.21: When making investment decisions, which of the following do you prefer?
(Base: Total = 1,200)

More than half of women investors turn to professionals for financial information, along with internet searches, family and resources from investment firms

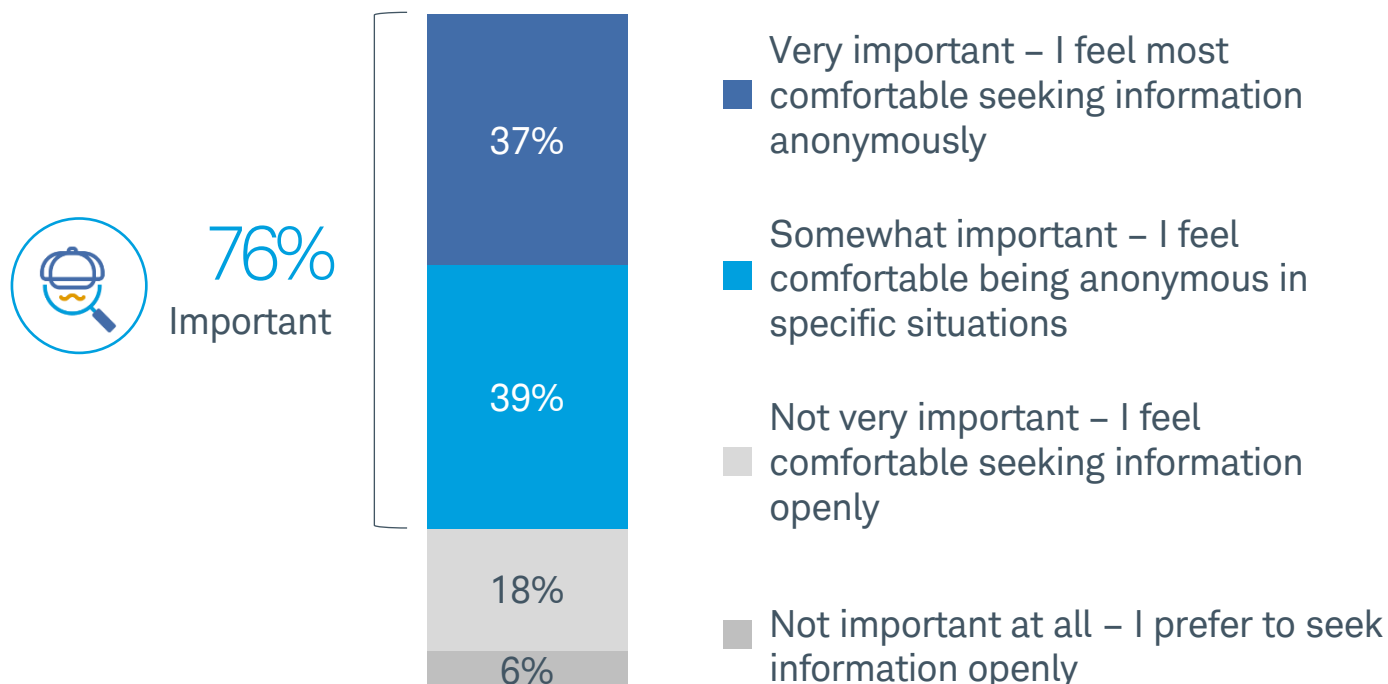
Sources of Financial Information



Q.23: Where do you go for financial information, research or advice, if any?
(Base: Total = 1,200)

Seeking information, research or advice anonymously is important to three-quarters of women investors

Importance of Seeking Advice Anonymously



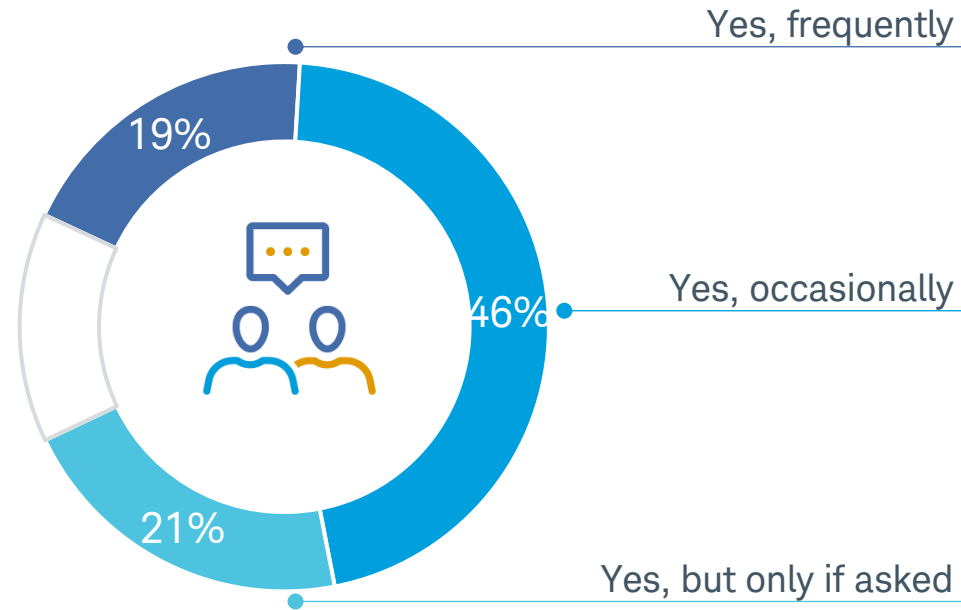
Q.26: How important is the ability to seek financial information, research, or advice anonymously to you?
(Base: Total = 1,200)

Over four in five women investors discuss financial information or advice with others, and almost half do so on an occasional basis

Discussing Financial Information and Advice

86%

Discuss financial
information or advice with
others



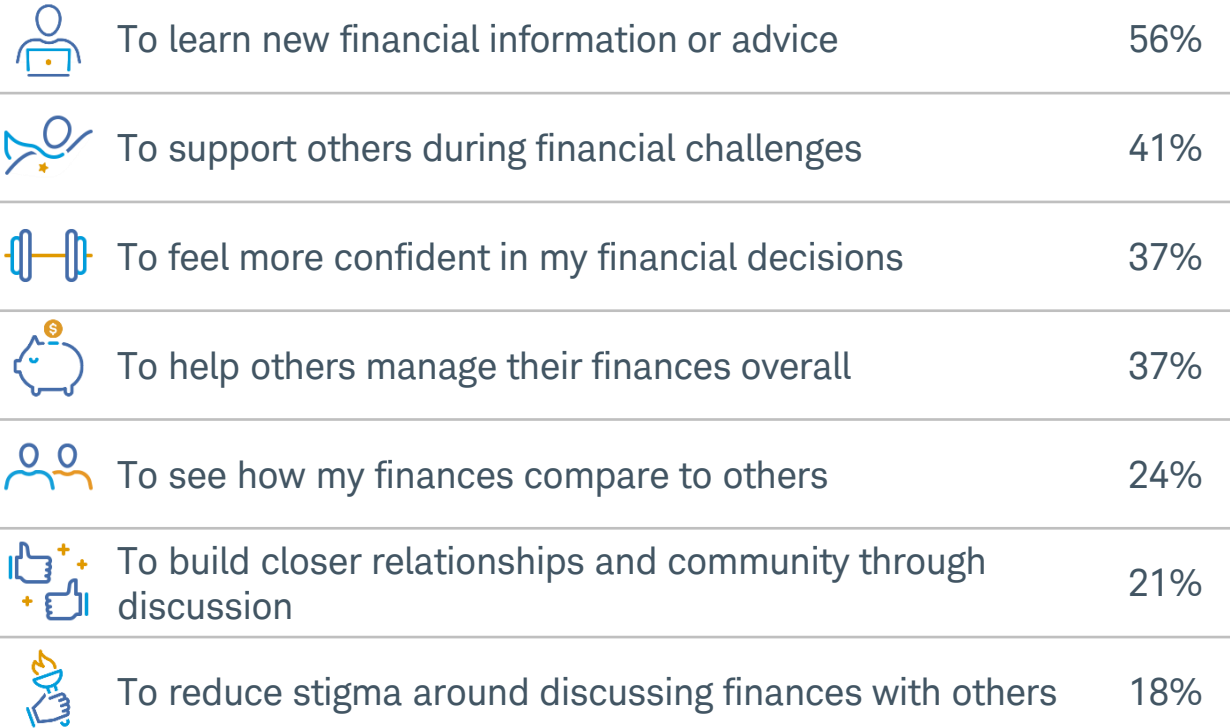
Q.27: Do you discuss financial information or advice that you have researched or received with others?
(Base: Total = 1,200)

Women investors most frequently discuss finances with their family and friends to learn new information, support others and feel confident in their decisions

Women Investors Discuss Financial Information and Advice with:



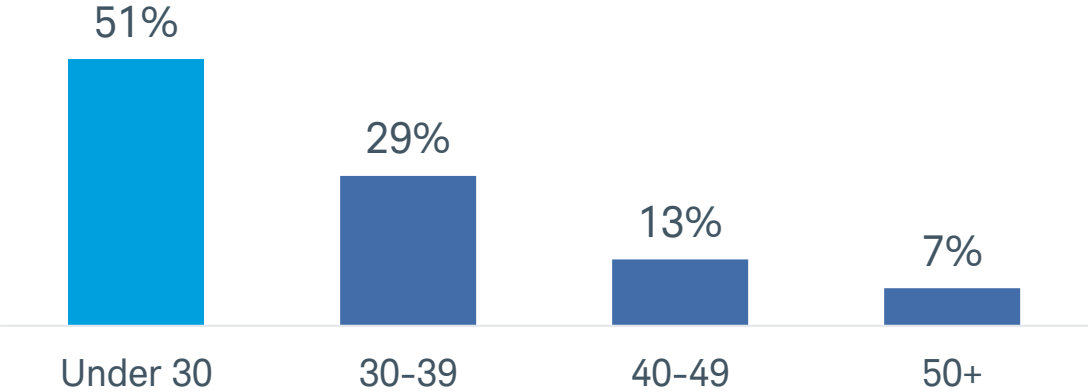
Reasons Women Investors Discuss Financial Information and Advice



Q.28: Who do you discuss financial information or advice with, if any?
Q.29: Why do you discuss financial information or advice with others?
(Base: Discusses Finances with Others = 1,036)

On average, women investors began investing at 31 years old, and about half started before the age of 30

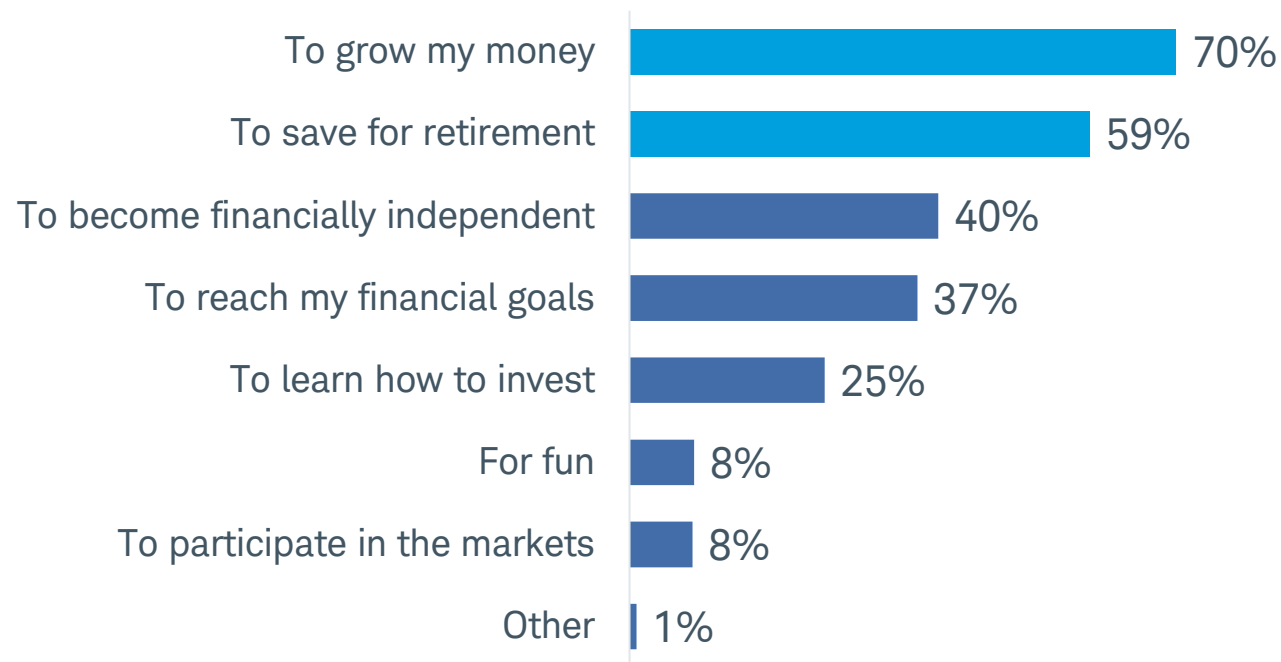
Age First Started Investing



Q.7: At what age did you first begin investing?
(Base: Investing on Own = 1,168)

The top reasons women investors first started were to grow their money and save for retirement

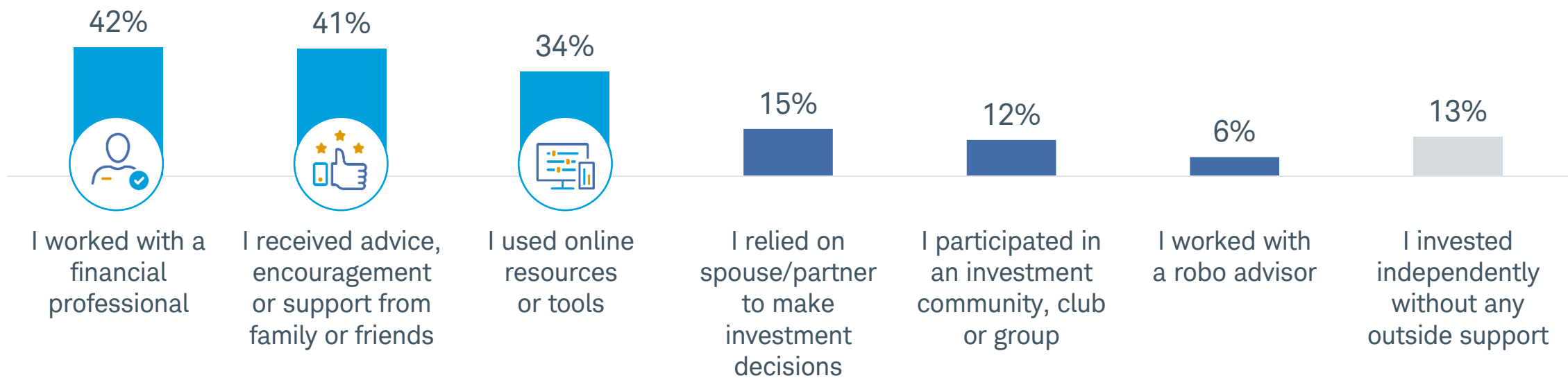
Reasons First Started Investing



Q.8: What were the primary reasons you first started investing?
(Base: Investing on Own = 1,168)

Many women investors worked with experts, received support from family and friends and used online tools early in their investing journey

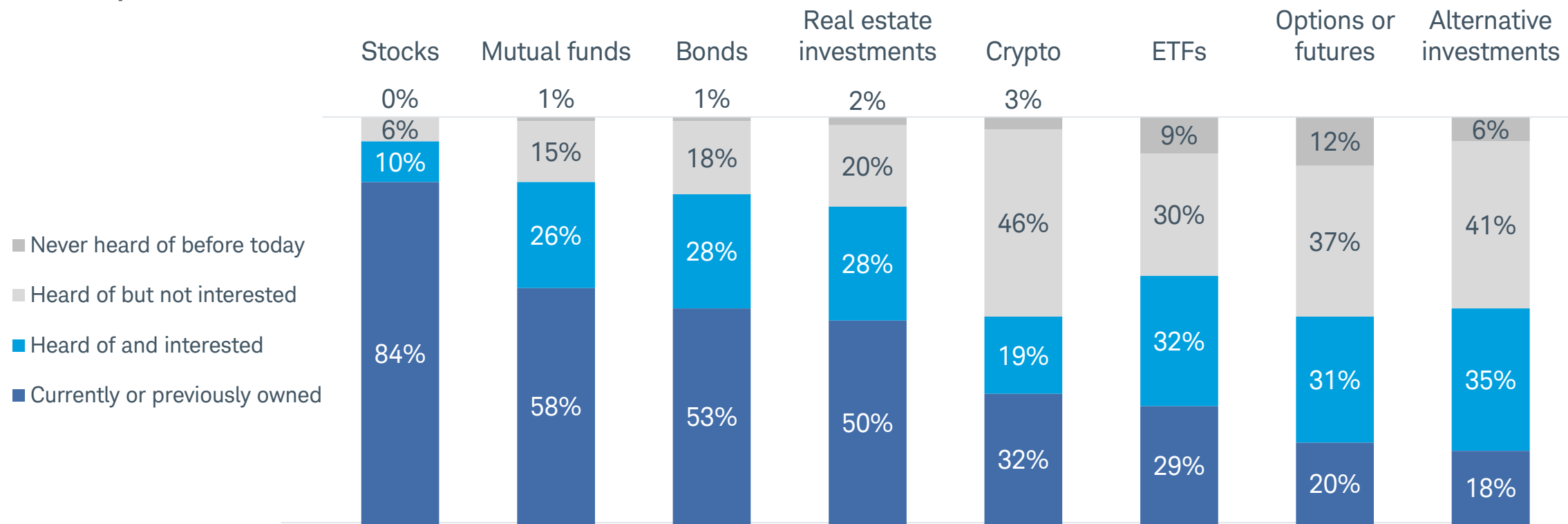
Actions Taken When First Started Investing



Q.9: Which of the following describes you when you first started investing?
(Base: Total = 1,200)

Women investors are invested across a variety of products today, with individual stocks being the most popular investment type

Ownership of Investment Products



Q.2: For each of the following investment products, please select the answer that best describes you.
(Base: Total = 1,200)

Most women investors wish they started sooner, and two-thirds delayed saving and building wealth because they did not have extra earnings set aside

Investing Challenges



I wish I had started investing sooner

85%



I made sure I felt financially ready before I began investing

77%



I delayed saving and building wealth because I didn't have enough extra earnings to set aside

65%



I delayed saving and building wealth because of my caregiving responsibilities to others

48%

Q.22: Please indicate how much you agree or disagree with each statement.
(Base: Total = 1,200)

Limited knowledge and money were the primary challenges women investors faced when they first began

Top Investing Challenges When First Started Investing



54%

Lack of financial knowledge or education



53%

Limited funds or money



21%

Limited access to financial resources or tools



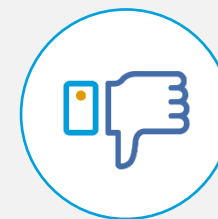
20%

Limited access to professional financial advice



19%

Lack of role models in investing



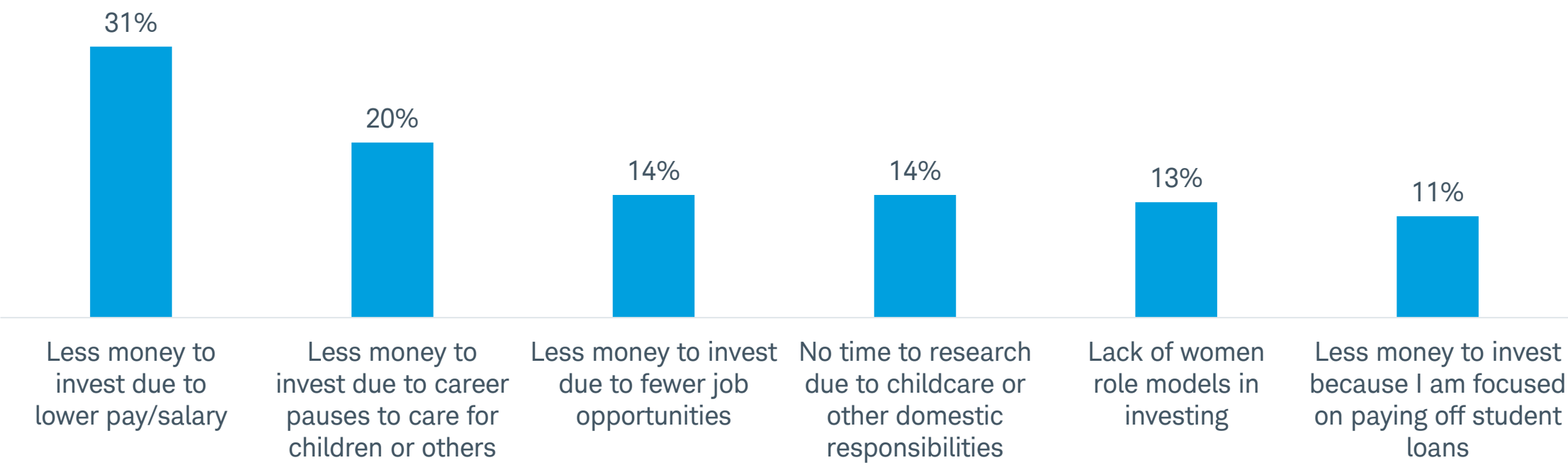
12%

Lack of advice, encouragement or support from family or friends

Q.10: What challenges did you have when you first began investing, if any?
(Base: Total = 1,200)

Challenges such as lower pay, career pauses to care for others and fewer job opportunities have the greatest impact on women’s ability to invest

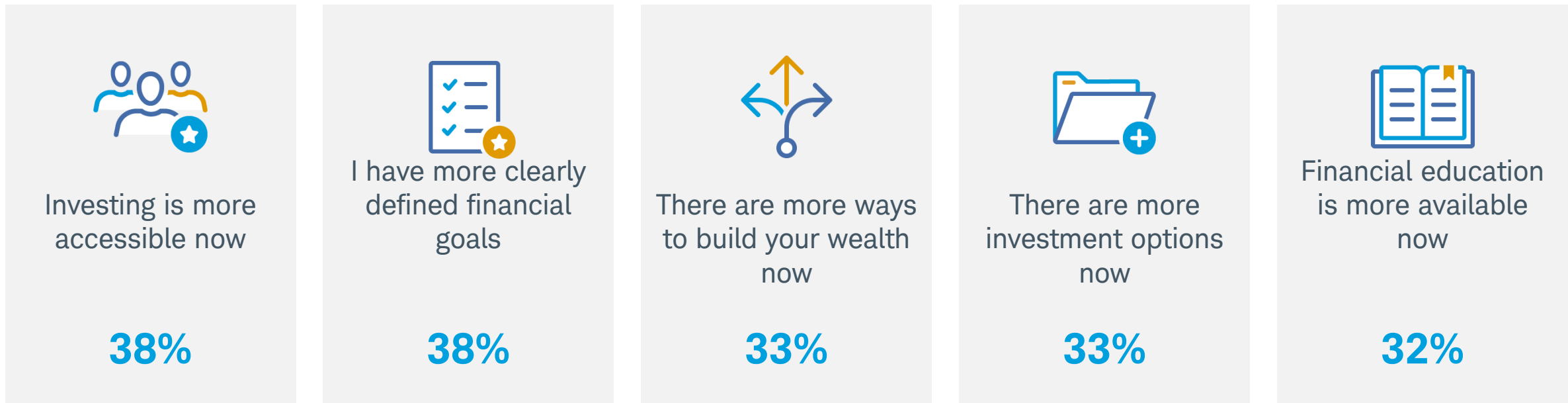
Ongoing Challenges Impacting Ability to Invest



Q.12: Which of the following do you feel have impacted your ability to invest, if any?
(Base: Total = 1,200)

Greater access to investing, clear goals and more ways to build wealth and learn have also made women investors feel more likely they will reach their goals

Top 5 Factors Increasing Confidence in Reaching Financial Goals



Q.32: Which of the following do you feel have made it more likely you will reach your financial goals, if any?
(Base: Total = 1,200)

Important Information

About Schwab Women Investors Survey

The online survey was conducted by Logica Research from January 7, 2025, to January 23, 2025, among a national sample of 1,200 women investors in the United States, aged 21 to 75, with at least \$5,000 in investable assets and who are primary or joint financial decisionmakers in their households.

About Charles Schwab

The Charles Schwab Corporation (NYSE: SCHW) is a leading provider of financial services, with 36.9 million active brokerage accounts, 5.5 million workplace plan participant accounts, 2.0 million banking accounts, and \$10.28 trillion in client assets as of February 28, 2025. Through its operating subsidiaries, the company provides a full range of wealth management, securities brokerage, banking, asset management, custody, and financial advisory services to individual investors and independent investment advisors. Its broker-dealer subsidiary, Charles Schwab & Co., Inc. (member SIPC, <https://www.sipc.org>), and its affiliates offer a complete range of investment services and products including an extensive selection of mutual funds; financial planning and investment advice; retirement plan and equity compensation plan services; referrals to independent, fee-based investment advisors; and custodial, operational and trading support for independent, fee-based investment advisors through Schwab Advisor Services. Its primary banking subsidiary, Charles Schwab Bank, SSB (member FDIC and an Equal Housing Lender), provides banking and lending services and products.

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