

Charles Schwab Modern Wealth Survey 2025

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Methodology



The Modern Wealth 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 study was conducted from April 24th to May 23rd, 2025, among a national sample of Americans. The survey was 10 minutes, on average.



2,200 adults completed the study

- 2,000 adults nationally representative of the U.S. population
 - Adults had to be 21 to 75 years old to qualify
 - Adults were not required to have a specific level of income or assets to qualify
 - 200 additional Gen Z completed the study
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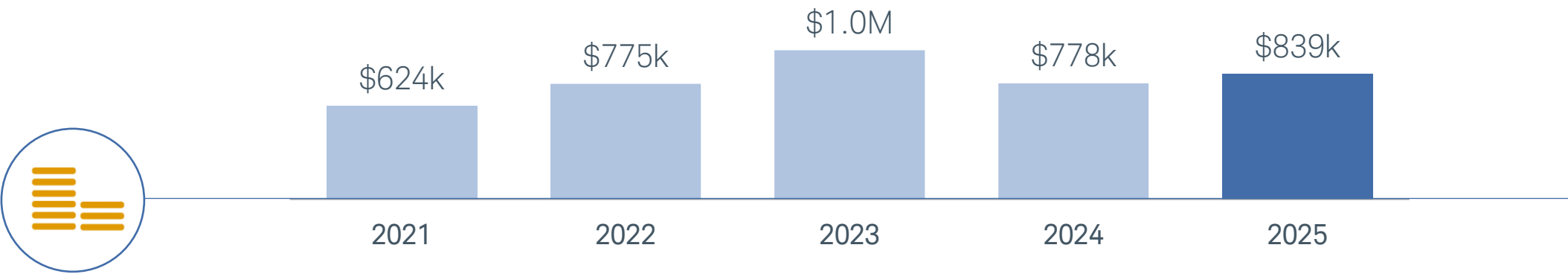


Generational definitions

- Gen Z: 1997-2003
- Millennials: 1981-1996
- Gen X: 1965-1980
- Boomers: 1948-1964

Americans believe it takes more than \$800k to be financially comfortable

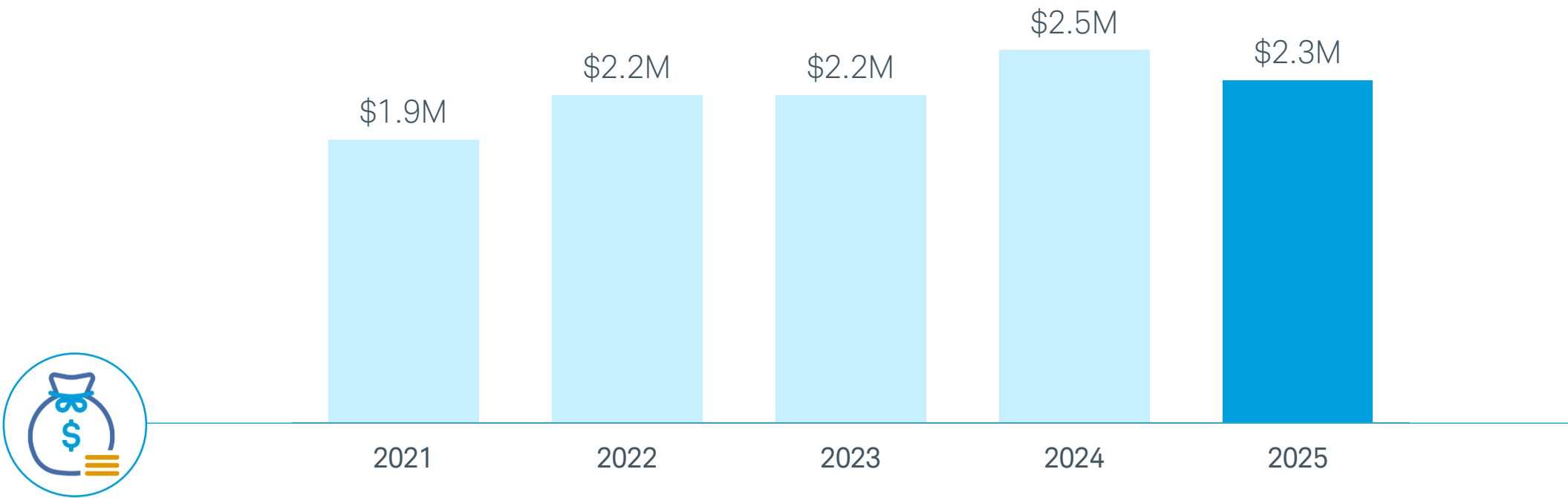
What It Takes To Be Financially Comfortable



Q.1: At what level of personal net worth would you say a person in your area could be considered financially comfortable?
Base: Total 2021/2022/2023/2024/2025 = 1000/1000/1000/1000/2000)

What it takes to be considered wealthy drops slightly compared to last year, though on par with five-year trend

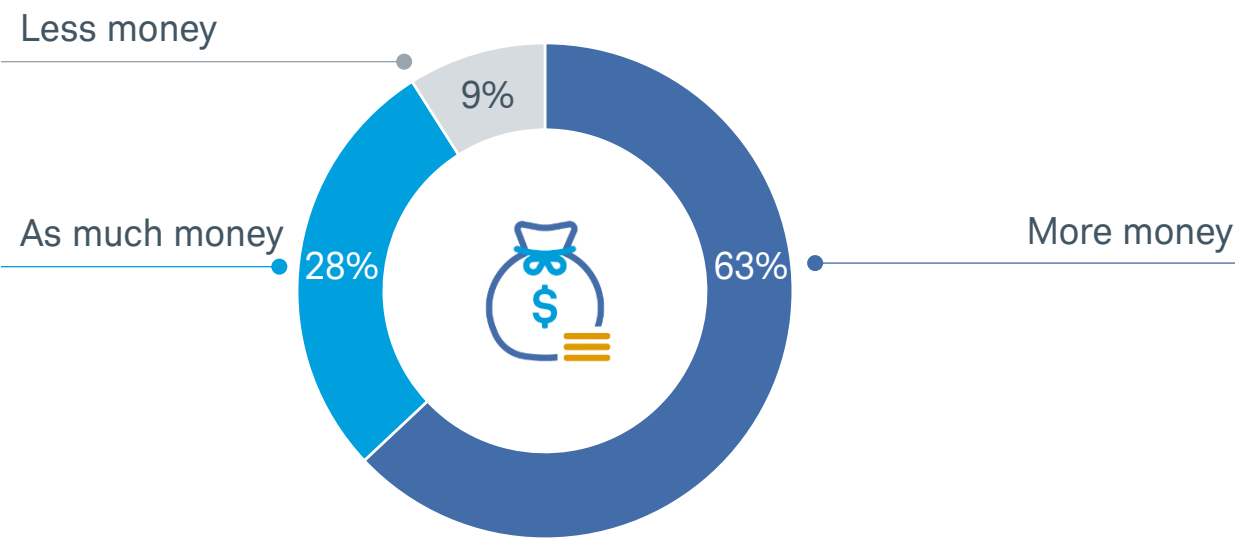
What It Takes To Be Wealthy



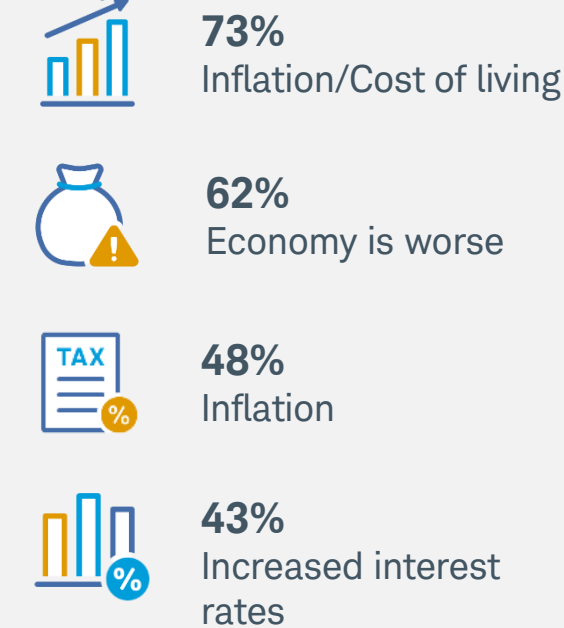
Q.2: At what level of personal net worth would you say a person in your area could be considered wealthy?
(Base: Total 2021/2022/2023/2024/2025 = 1000/1000/1000/1000/2000)

Most Americans are feeling the impact of the current economic conditions and say it takes as much or more money to be wealthy

Perception of What It Takes To Be Wealthy This Year



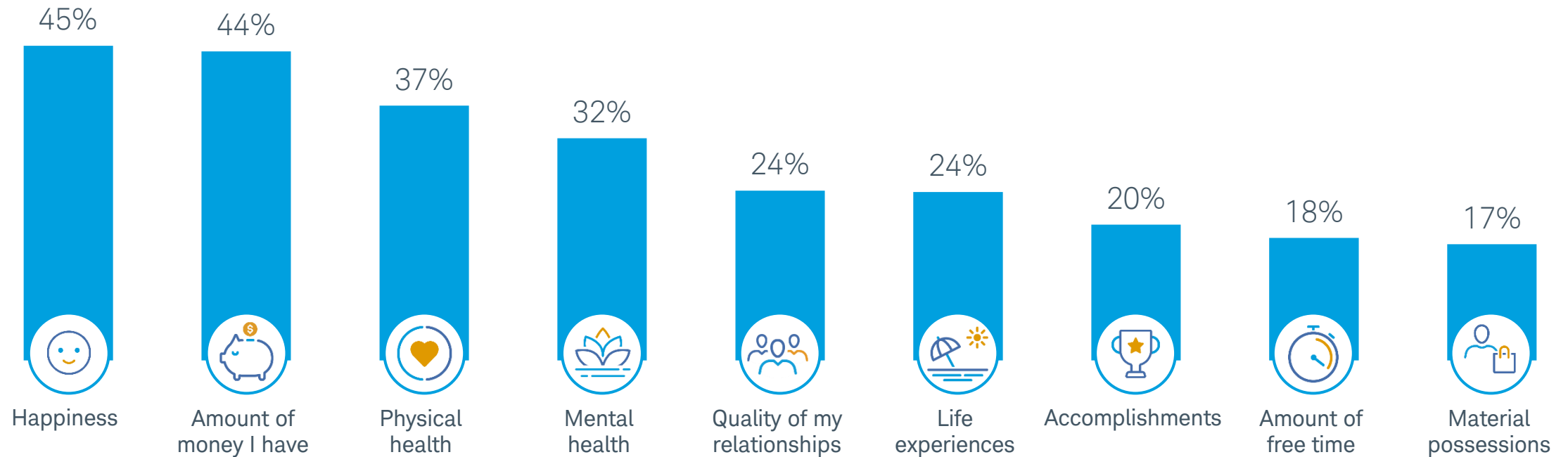
Drivers of Perceptions for “More Money”



Q.5: Compared to a year ago, how much money do you think it takes to be considered wealthy today? (Base: Total = 2000)
Q.6: Why do you think it takes more money to be considered wealthy today compared to a year ago? (Base: Those who say it takes more money = 1265)

When asked what it means to be wealthy, Americans place equal value on happiness as they do the amount of money they have

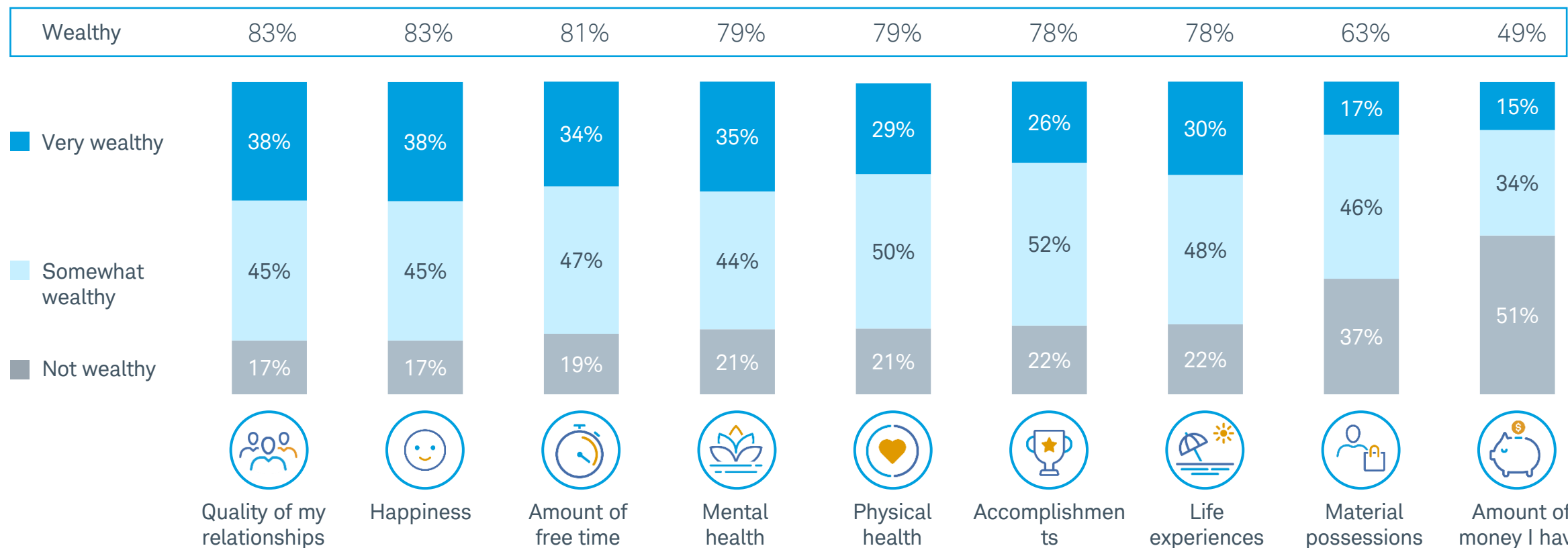
Personal Definition of Wealth



Q.9: Which of the following factors contribute most to your personal definition of wealth?
(Base: Total = 2000)

Eight in ten Americans feel wealthy when it comes to the quality of their relationships, their happiness, and free time they have

Feelings of Wealth



Q.10: For each of the following, how wealthy do you feel today?
(Base: Total = 2000)

Compared with other generations, Gen Z sets lower thresholds for what it takes to be wealthy and financially comfortable

What It Takes to Be Wealthy and Financially Comfortable



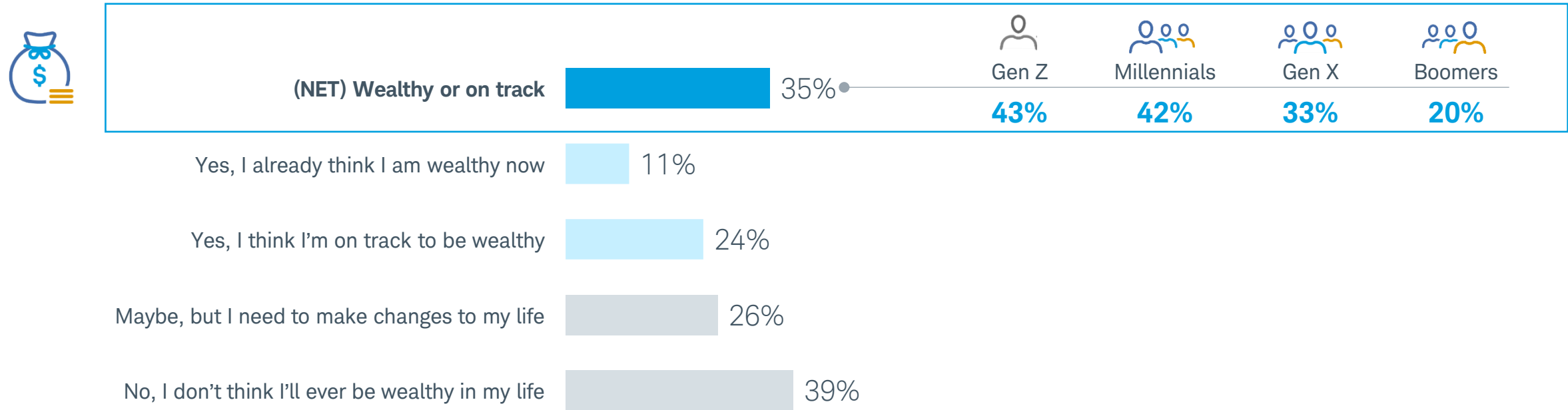
Q.1: At what level of personal net worth would you say a person in your area could be considered financially comfortable?

Q.2: At what level of personal net worth would you say a person in your area could be considered wealthy?

(Base: Total 2025 = 2000, Gen Z = 285, Millennials = 822, Gen X = 602, Boomers = 491)

A third of Americans think they are either on track or already wealthy, especially younger people

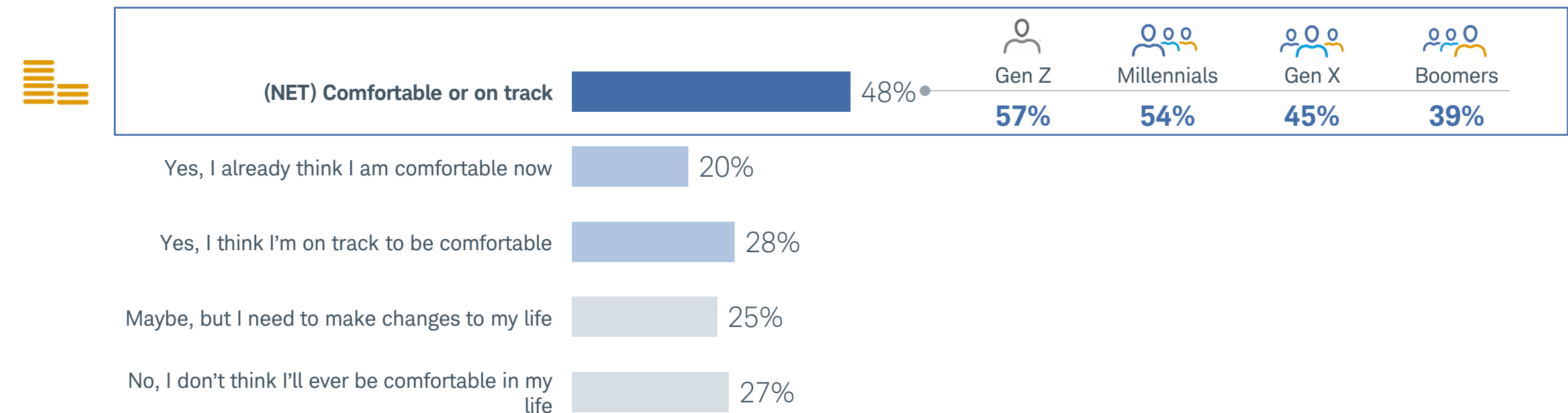
On Track to Be Wealthy



Q.4: Based on what you think it takes to be considered wealthy, do you think that you will be wealthy in your lifetime?
(Base: Total = 2000, Gen Z = 285, Millennials = 822, Gen X = 602, Boomers = 491)

Younger Americans are also more likely to think they are financially comfortable or on track to be

On Track to Be Financially Comfortable

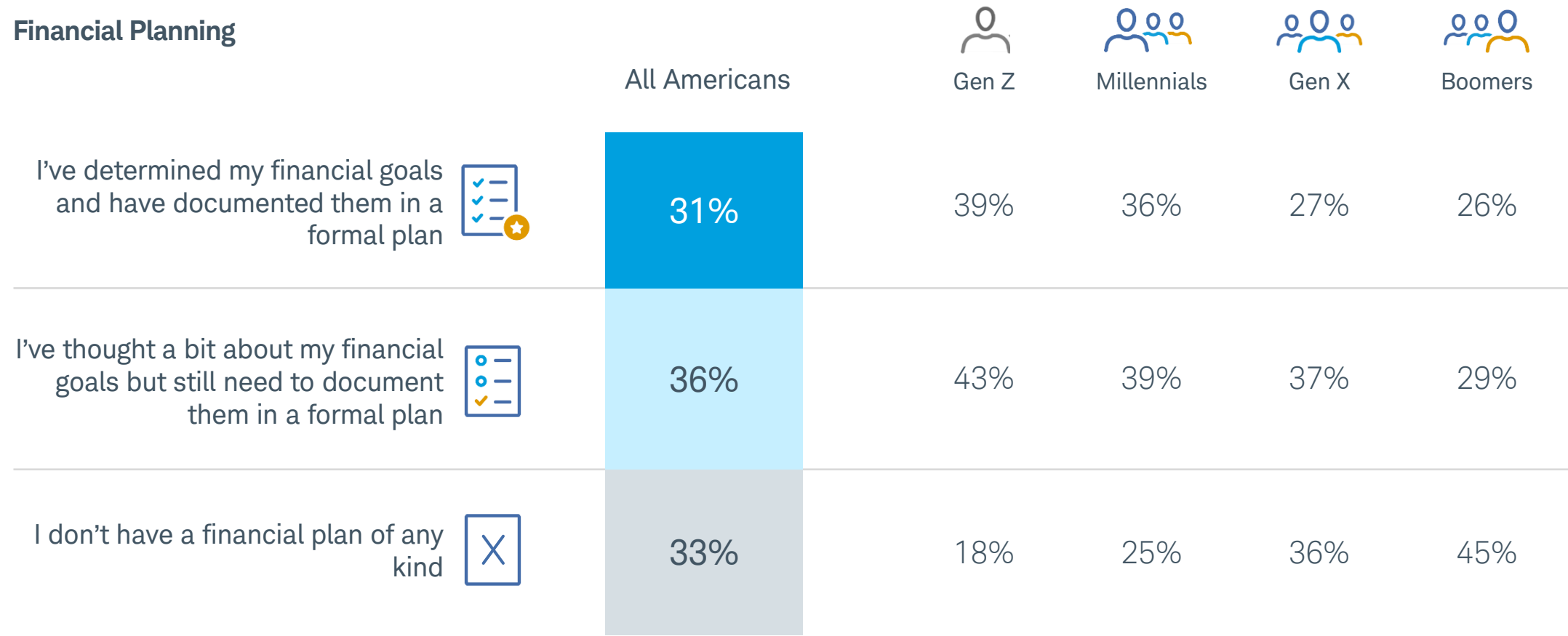


Q.3: Based on what you think it takes to be considered financially comfortable, do you think that you will be wealthy in your lifetime?

(Base: Total = 2000, Gen Z = 285, Millennials = 822, Gen X = 602, Boomers = 491)

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Younger people are the most likely to have documented their financial goals in a formal plan




Q.43: Which of the following best describes your approach to financial planning?
(Base: Total = 2000, Gen Z = 285, Millennials = 822, Gen X = 602, Boomers = 491)

Americans who are saving, investing, and have a financial plan are more optimistic about their wealth status or ability to reach wealth

On Track to Be Wealthy and Financially Comfortable

		All Americans	Savers	Investors	Planners
	Yes, I already think I am wealthy now	11%	17%	17%	25%
	Yes, I think I'm on track to be wealthy	24%	33%	34%	36%
	Maybe, but I need to make changes to my life	26%	26%	25%	19%

		All Americans	Savers	Investors	Planners
	Yes, I already think I am comfortable now	20%	31%	31%	39%
	Yes, I think I'm on track to be comfortable	28%	39%	38%	35%
	Maybe, but I need to make changes to my life	25%	19%	19%	17%

Q.3: Based on what you think it takes to be considered wealthy, do you think that you will be wealthy in your lifetime?

Q.4: Based on what you think it takes to be considered financially comfortable, do you think that you will be wealthy in your lifetime?

(Base: Total = 2000, Those currently saving = 999, Those currently investing = 756, Those with a financial plan = 626)

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Demographic Snapshot

Gender



Man
50%

Woman
49%

Investable assets



Mean
\$288K

Median
\$75K

Generations



Gen Z
4%

Millennials
41%

Gen X
30%

Boomers
25%

Employment



Full-time
50%

Part-time
12%

Retired
22%

Other
16%

HH income



Mean
\$84K

Median
\$68K

Important Information

About the Modern Wealth Survey

The online survey was conducted by Logica Research from April 24, 2025, to May 23, 2025, among a national sample of 2,000 Americans aged 21 to 75. An additional 200 Gen Z Americans completed the study. Quotas were set to balance the national sample on key demographic variables.

Disclosures

The information provided here is for general informational purposes only and should not be considered an individualized recommendation or personalized investment advice. All expressions of opinion are subject to changes without notice in reaction to shifting market, economic, and geopolitical conditions.

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Investing involves risk, including loss of principal.

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