

Charles Schwab Modern Wealth Survey 2026

Cryptocurrency & Digital
Assets Findings

October 2026

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Own your tomorrow.

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 August 24th to September 17th, 2026, among a national sample of Americans. The survey was 10 minutes, on average.



3,500 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
 - Additional oversamples also completed the study:
 - 200 Gen Z
 - 200 Cryptocurrency investors
 - 300 high-net-worth Americans
 - 300 Gen Z with \$2k or more in investable assets
 - 500 investors with \$25k or more in investable assets
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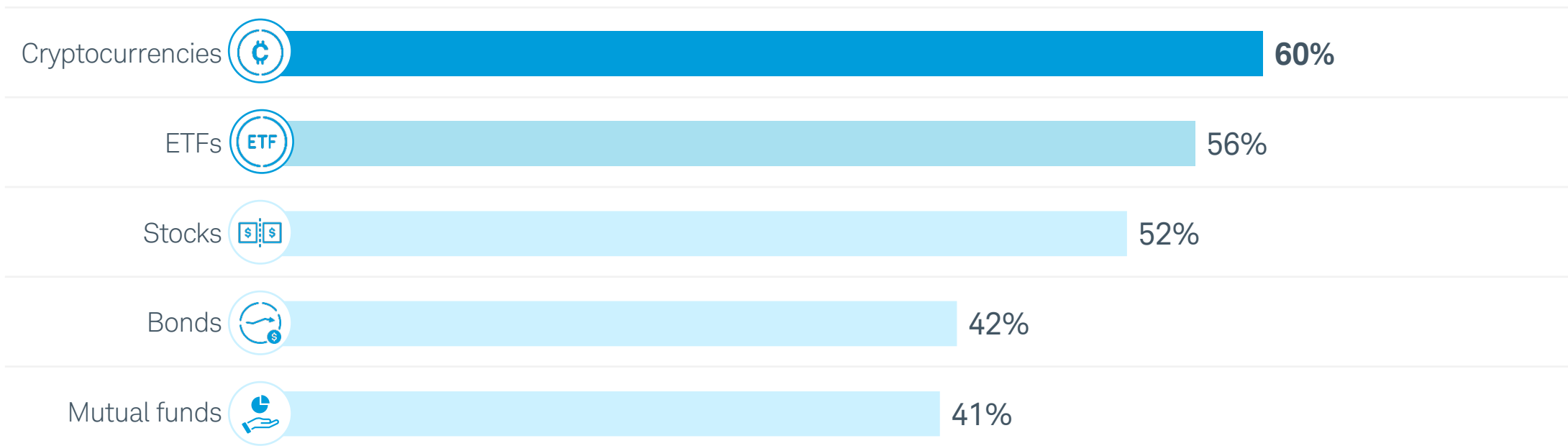


Generational definitions

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

Six in 10 cryptocurrency investors expect to increase their holdings over the next 12 months

In Next 12 Months, Where Owners Expect to Put More Money...

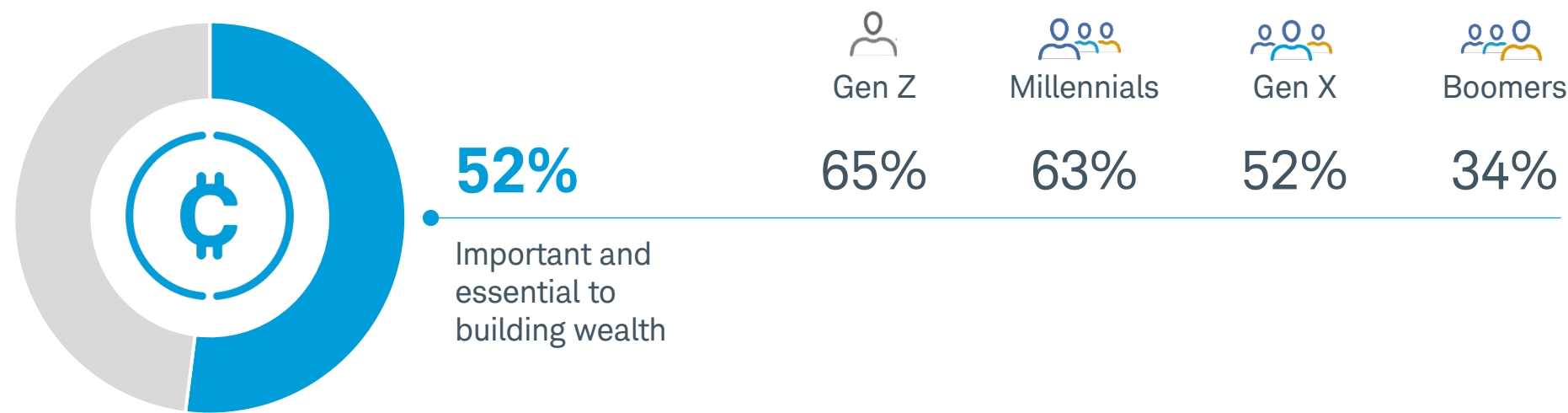


Q.15: How do you expect the amount of money you hold in each of the following to change in the next 12 months: < Summary of More >
(Base: Cryptocurrency Owners = 413 / ETF Owners = 305 / Stock Owners = 628 / Bond Owners = 330 / Mutual Funds Owners = 422)

More than half of Americans familiar with cryptocurrency say it is important or essential to building wealth

Importance of Cryptocurrency When Building Wealth

Among the **9 in 10** Americans aware of cryptocurrency:



Q.13: For each of the following, please select the answer that best describes you: <Summary of Cryptocurrency – Aware> (Base: Total Americans = 2000)
Q.17: How important are each of the following to building wealth: < Cryptocurrencies > (Base: Aware of Cryptocurrency = 1808, Gen Z = 313, Millennials = 665, Gen X = 568, Boomers = 427)

Half of those who own cryptocurrency see it as a complement to traditional investments

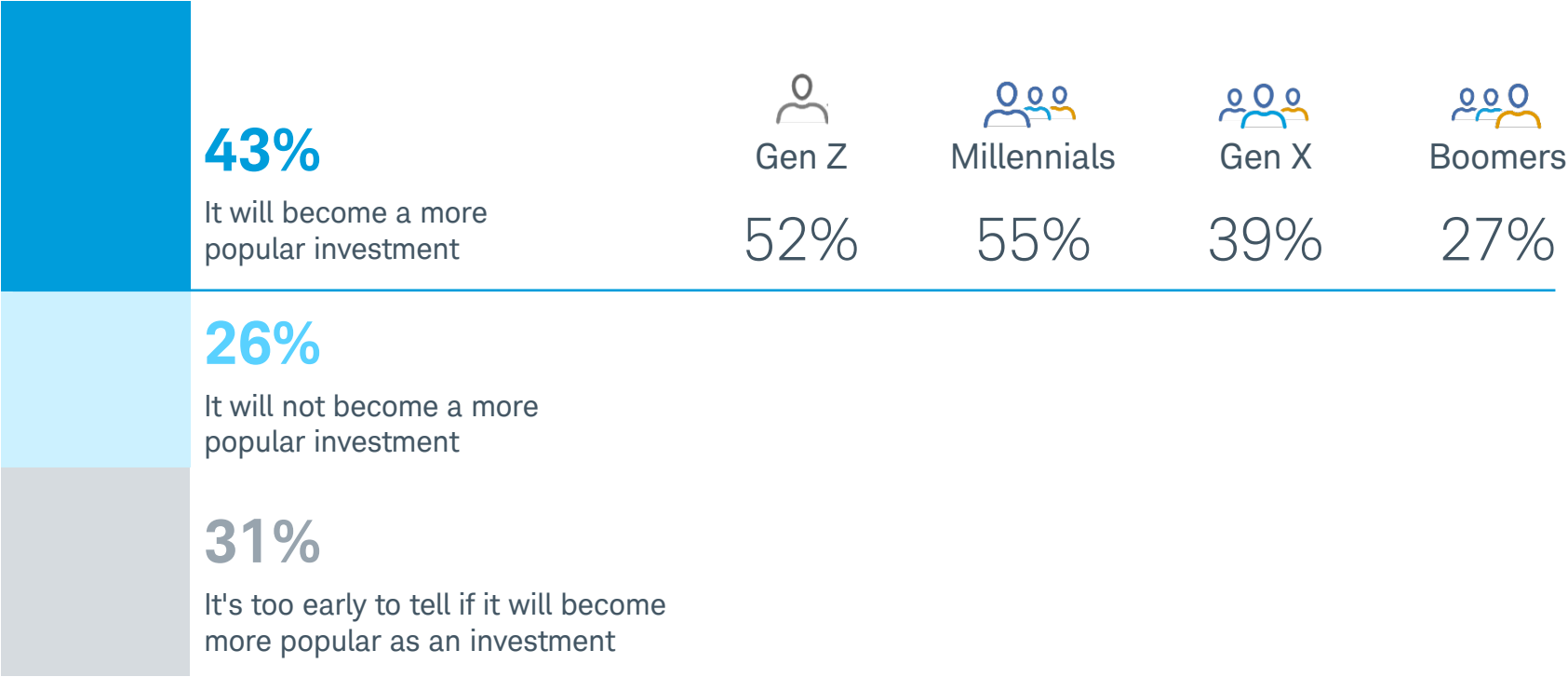
View of Cryptocurrency in Relation to Traditional Investments



Q.20: Which of the following best describes your view on cryptocurrency?
(Base: Cryptocurrency Investors = 572, Aware of Cryptocurrency = 1808)

More than two in five Americans familiar with cryptocurrency expect it to become a more popular investment

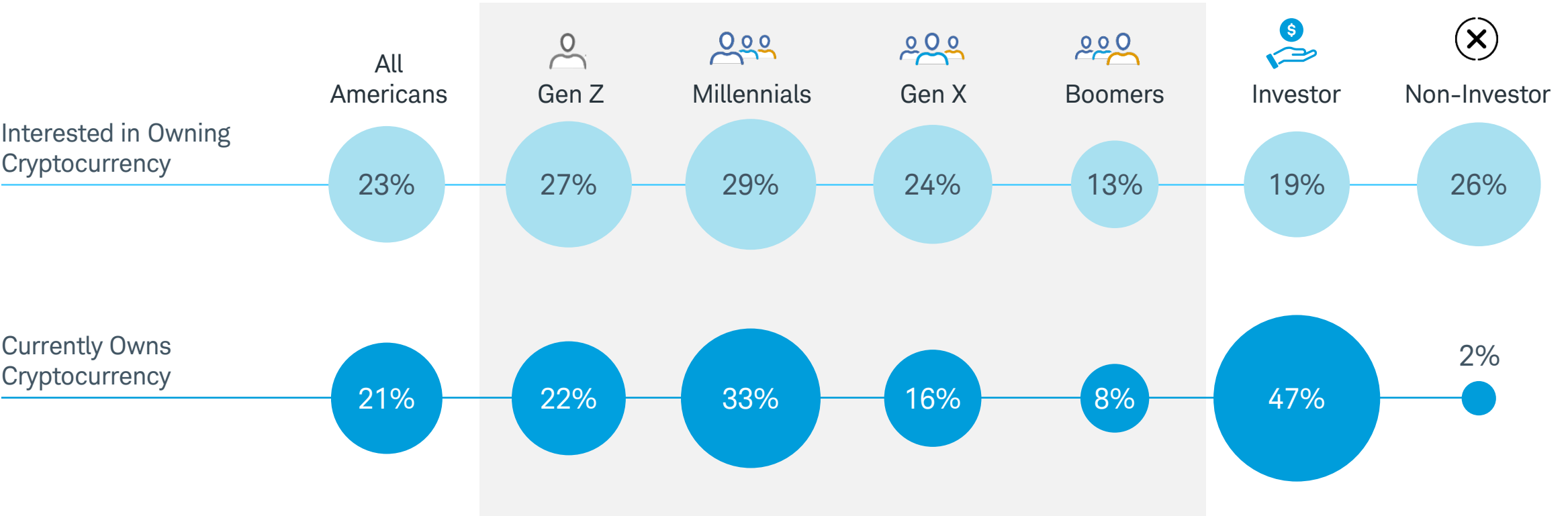
Expectations Around Cryptocurrency's Popularity as an Investment Among Americans Aware of Cryptocurrency



Q.19: Which of the following do you think is true about cryptocurrency?
(Base: Aware of Cryptocurrency = 1808, Gen Z = 313, Millennials = 665, Gen X = 568, Boomers = 427)

Millennials are most likely generation to own and be interested in cryptocurrency

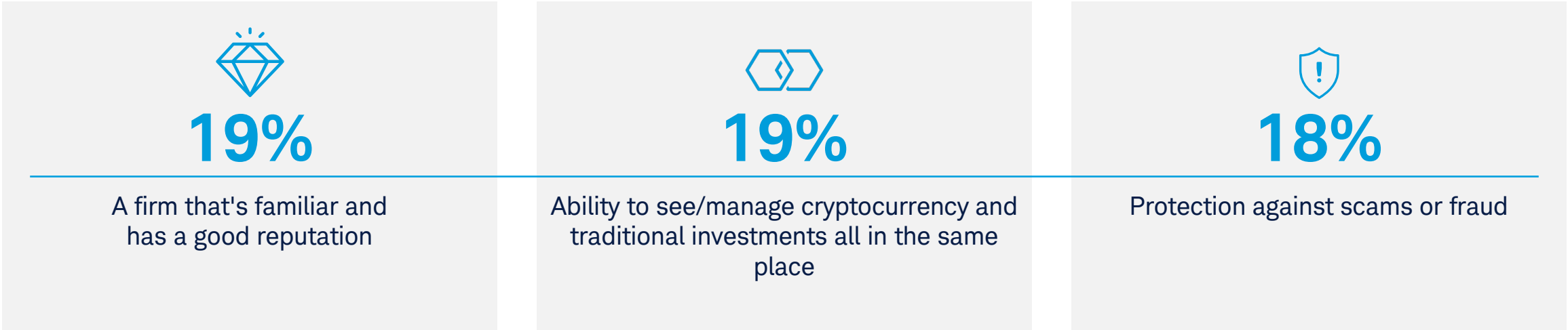
Current and Future Plans for Cryptocurrency Ownership



Q.13: For each of the following, please select the answer that best describes you: <Summary of Cryptocurrency – Interested in Owning / Currently own> (Base: Total = 2000, Gen Z = 370, Millennials = 727, Gen X = 636, Boomers = 467, Investors = 833, Non-Investor = 1,167)

Reputation, managing investments in one place and fraud protection are top considerations when choosing a firm for cryptocurrency investing

Most Important Factors When Choosing Where to Invest in Cryptocurrency

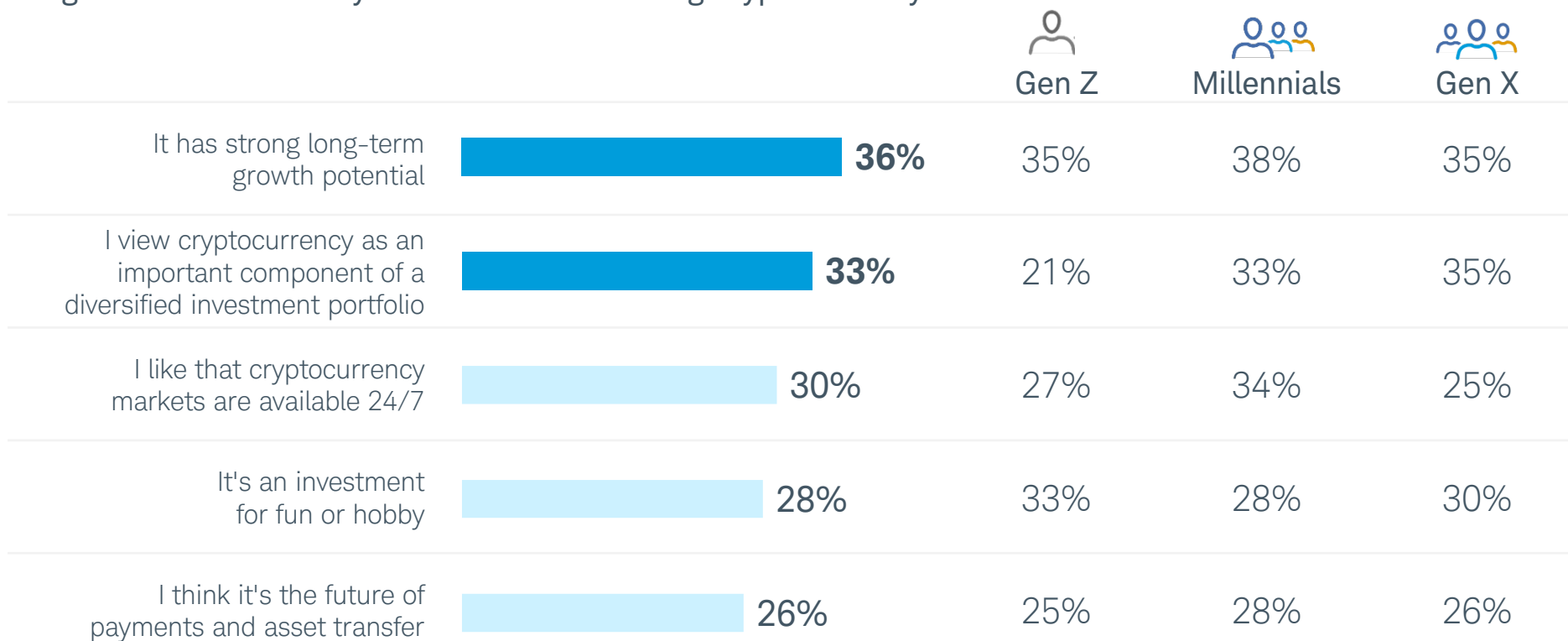


Q.26: Which of the following are most important to you when considering where to invest in cryptocurrency?
(Base: Americans Who Own Cryptocurrency = 413)

Long-term growth potential and portfolio diversification are the top reasons for owning or considering cryptocurrency

Reasons for Currently or Being Interested in Owning Cryptocurrency

Among Americans Currently Or Interested in Owning Cryptocurrency



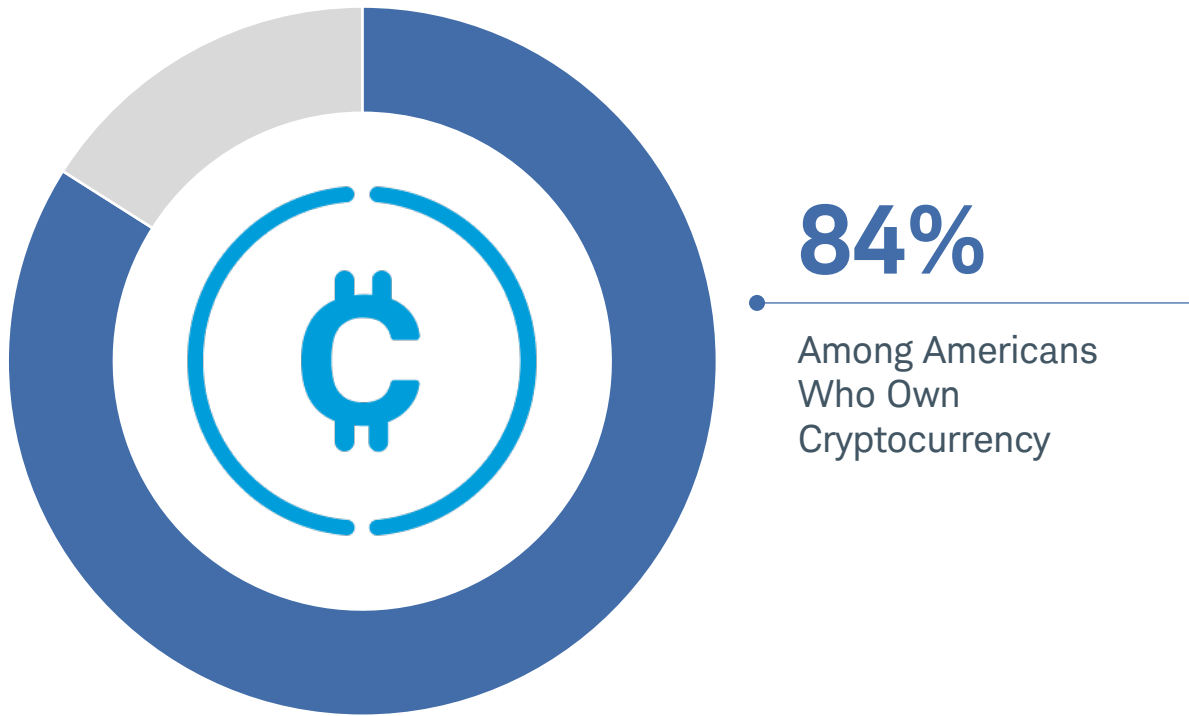
***Note: Boomer data not reported due to having a sample size below 100n**

Q.23: Which of the following are reasons why you own cryptocurrency or are interested in owning it?

(Base: Investing in cryptocurrency or is interested in owning = 876; Gen Z = 183, Millennials = 447, Gen X = 257)

More than eight in 10 current owners are confident they hold the right amount of cryptocurrency

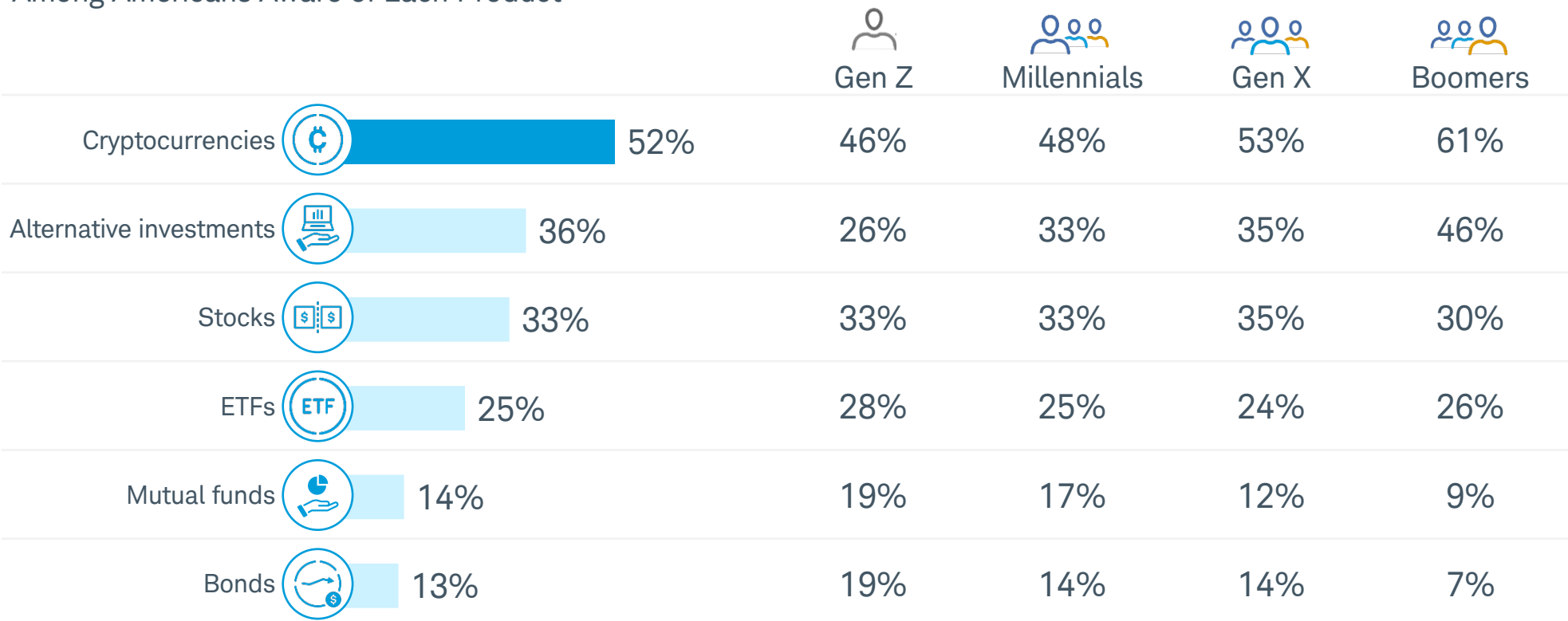
Very or Somewhat Confident in Amount of Cryptocurrency in Portfolio
Among Crypto Owners



Q.28: How confident are you that you have the right amount of cryptocurrency in your portfolio?
(Base: Crypto Owners = 572)

More than half of Americans familiar with cryptocurrency rate it as high risk, the highest share for any investment measured

Investments Considered “High Risk”
Among Americans Aware of Each Product

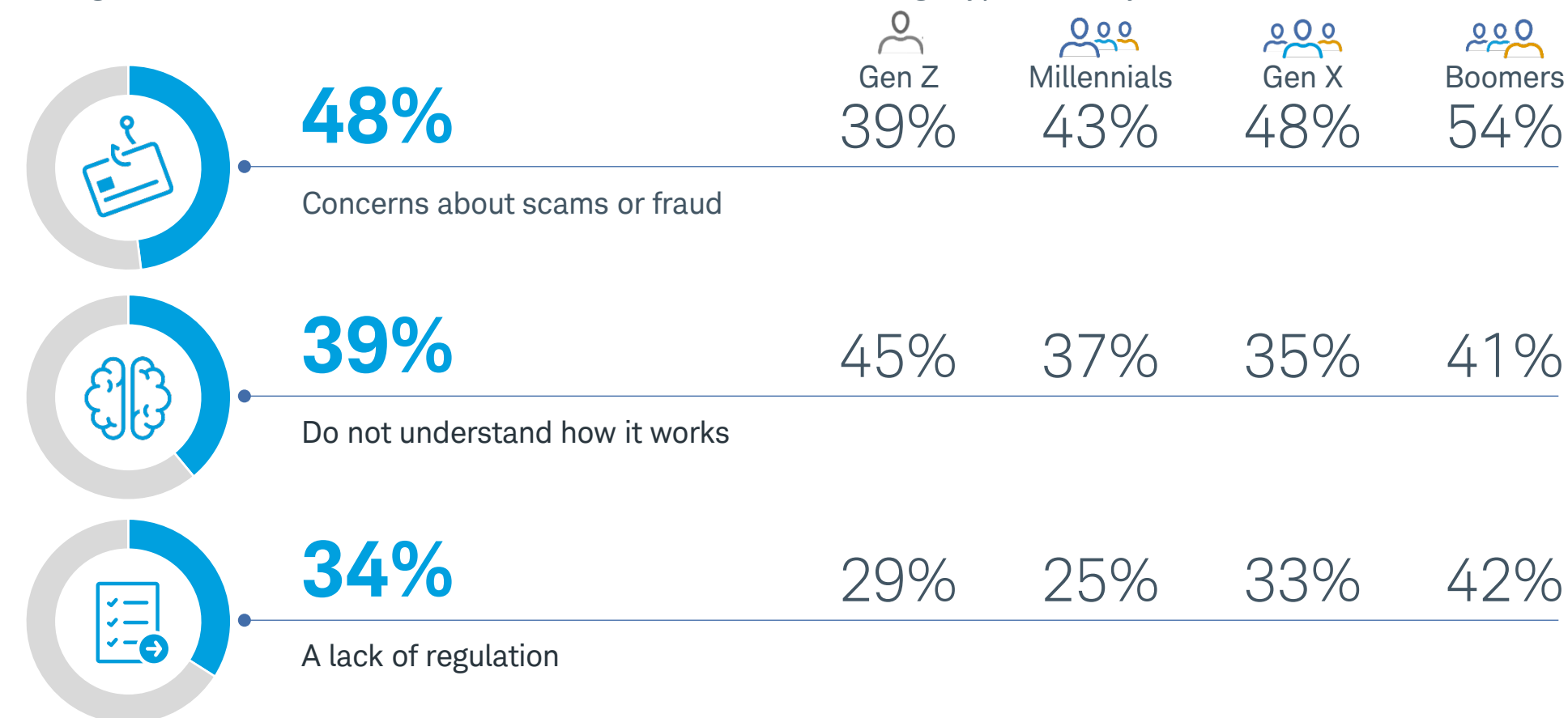


Q.16: How would you rate the level of risk associated with each of the following: < Summary of High risk >
 (Base: Aware of Cryptocurrency = 1808, Gen Z = 313, Millennials = 665, Gen X = 568, Boomers = 427 / Aware of Alternative Investments = 1636, Gen Z = 262, Millennials = 602, Gen X = 515, Boomers = 405 / Aware of Stocks = 1895, Gen Z = 332, Millennials = 689, Gen X = 602, Boomers = 451 / Aware of ETFs = 1456, Gen Z = 218, Millennials = 558, Gen X = 454, Boomers = 354/ Aware of Mutual Funds = 1772, Gen Z = 268, Millennials = 635, Gen X = 572, Boomers = 447 / Aware of Bonds = 1819, Gen Z = 281, Millennials = 656, Gen X = 593, Boomers = 445)

Scams or fraud, lack of understanding and regulation are the leading barriers to cryptocurrency ownership

Reasons For Not Owning Cryptocurrency

Among Americans Who Do Not Own or Are Not Interested in Owning Cryptocurrency



Q.25: Which of the following are reasons why you don't own cryptocurrency?
(Base: Not invested in cryptocurrency or not interested in owning = 932, Gen Z = 130, Millennials = 218, Gen X = 311, Boomers = 332)

Americans familiar with cryptocurrency are considering a range of ways to participate

Current Ownership or Interest in Cryptocurrency and Cryptocurrency-Related Investments

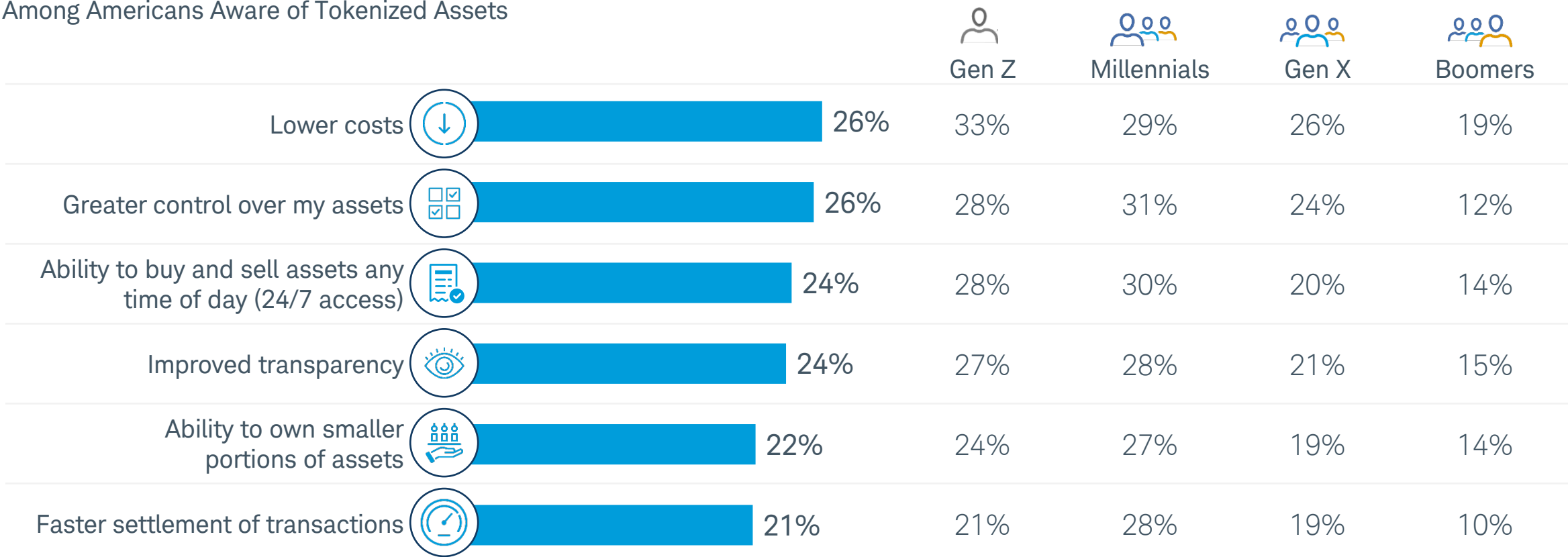
Among Americans Aware of Cryptocurrency

	 Gen Z	 Millennials	 Gen X	 Boomers
44% Direct ownership of mainstream coins, like Bitcoin & Ethereum	49%	61%	40%	22%
39% Cryptocurrency-related stocks (i.e., companies involved in digital assets)	49%	56%	35%	16%
37% Cryptocurrency ETFs or mutual funds	43%	54%	35%	16%
37% Direct ownership of stablecoins, Like USD Coin and Tether	40%	55%	33%	15%
31% Tokenized assets (i.e., digital representations backed by real-world assets)	34%	48%	27%	11%

Q.22: How interested are you in owning the following kinds of cryptocurrency and cryptocurrency-related investments
(Base: Aware of Cryptocurrency = 1808, Gen Z = 313, Millennials = 665, Gen X = 568, Boomers = 427)

Lower costs and greater control are the most appealing potential benefits of tokenized assets

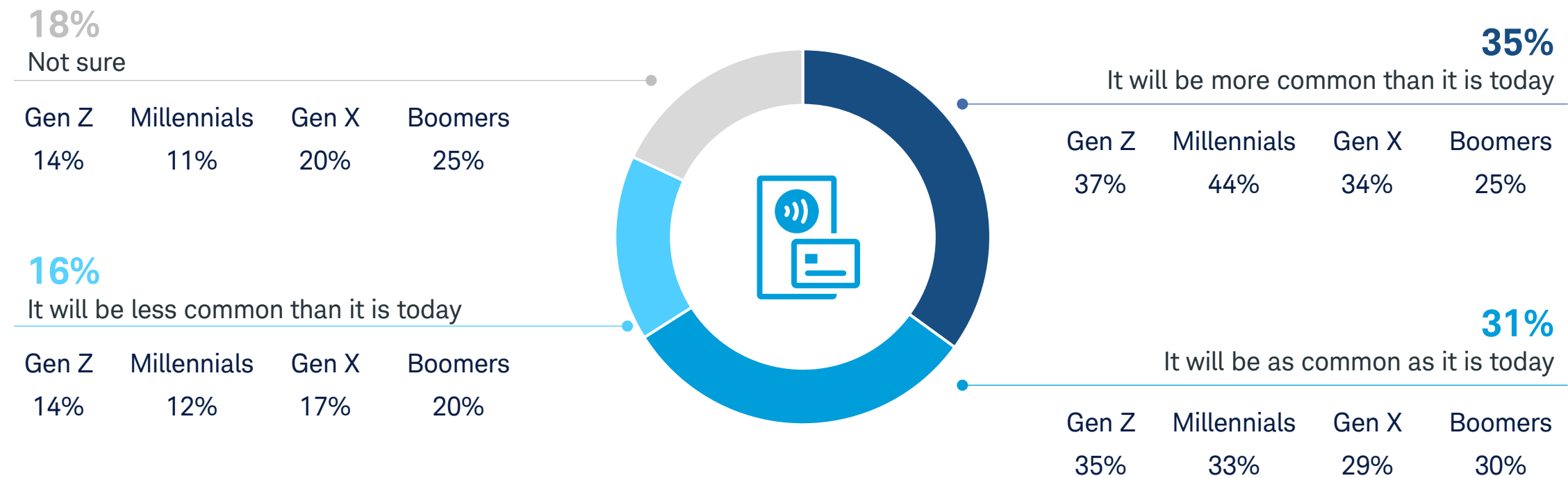
Most Appealing Potential Benefits of Tokenized Assets
Among Americans Aware of Tokenized Assets



Q.24: Which of the following potential benefits of tokenized assets, if any, are most appealing to you?
(Base: Aware of tokenized assets = 1134, Gen Z = 198, Millennials = 490, Gen X = 361, Boomers = 202)

More than a third of Americans familiar with cryptocurrency expect it to become a more common payment method

Future of Cryptocurrency as a Payment Method Among Americans Aware of Cryptocurrency



Q.21: How common do you believe cryptocurrency will be as a payment method in the next five years?
(Base: Aware of Cryptocurrency = 1808, Gen Z = 313, Millennials = 665, Gen X = 568, Boomers = 427)

Demographic Snapshot

Gender



Man
49%

Woman
50%

Generations



Gen Z
9%

Millennials
36%

Gen X
32%

Boomers
23%

HH income



Mean
\$94K

Median
\$68K

Investable assets



Mean
\$335K

Median
\$20K

Employment



Full-time
50%

Part-time
11%

Retired
21%

Other
18%

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