

Schwab Teen Investing Survey

April 2026

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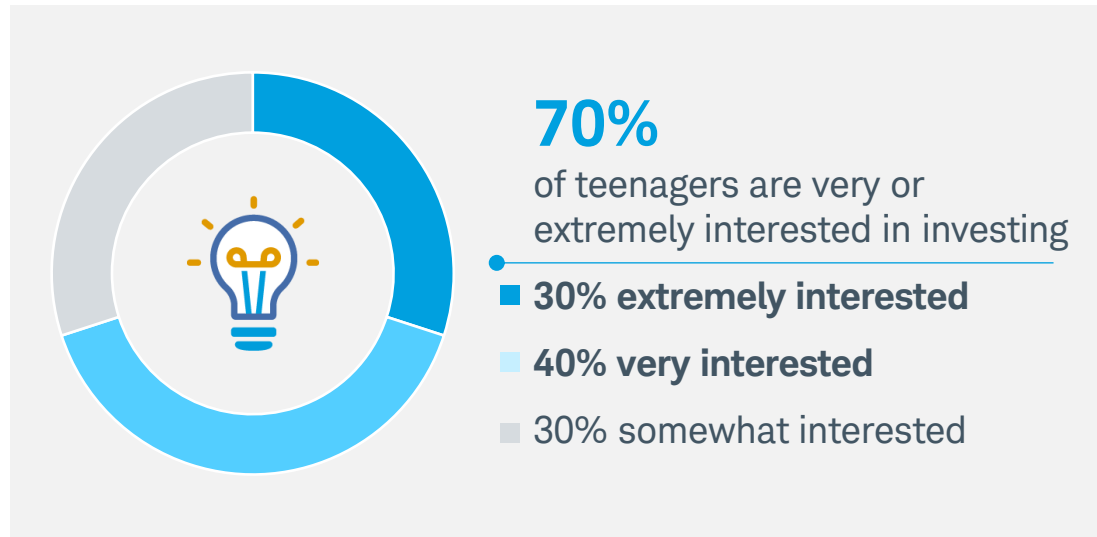
Giving Teens a Head Start on Investing

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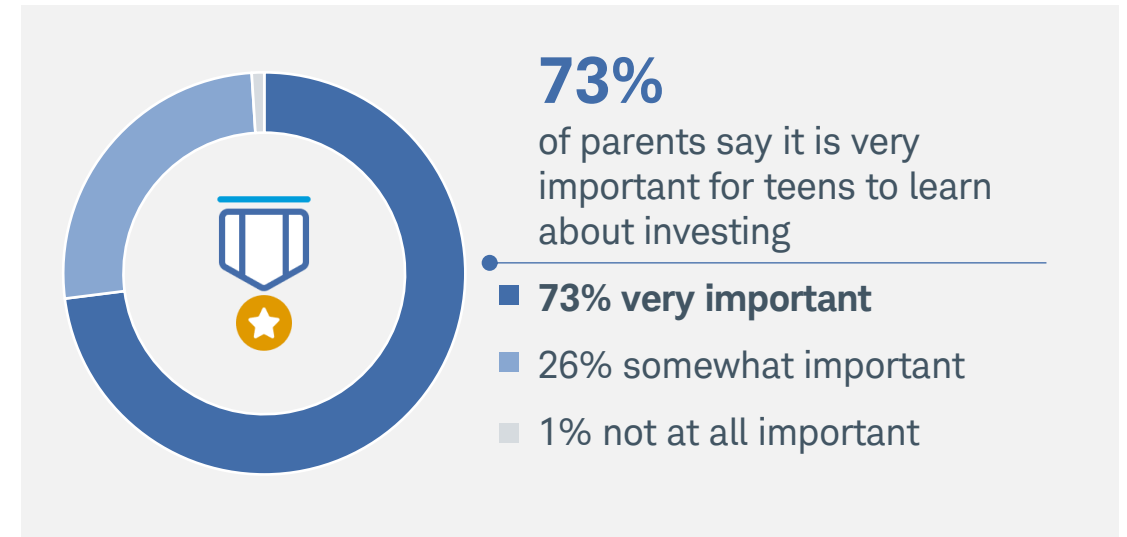
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Parents and teens are on the same page – teens are interested in investing, and parents say it's important for teens to learn

Interest in Investing Among Total Teenagers



Importance of Investing for Teenagers Among Total Parents

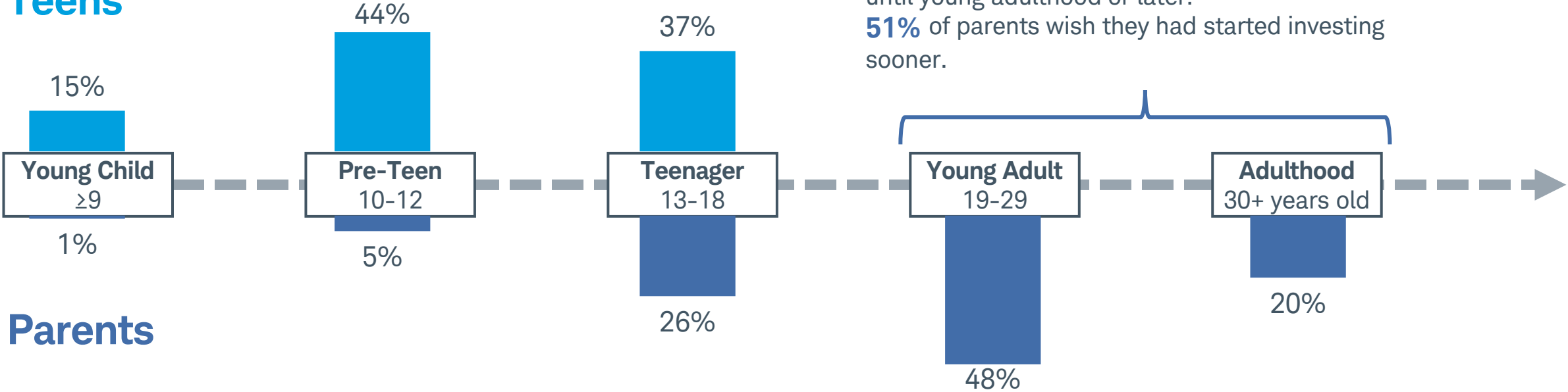


S.5_Teens: How interested are you in investing?
Q.15_Parents: How important do you feel it is for teenagers, in general, to learn about investing?
(Base: Total Teens = 1,000, Total Parents = 1,000)

Today's teens became aware of investing at a much earlier age than their parents. Parents wish they had started investing sooner.

When Parents and Teenagers First Became Aware of Investing
Among Total Teenagers and Parents

Teens



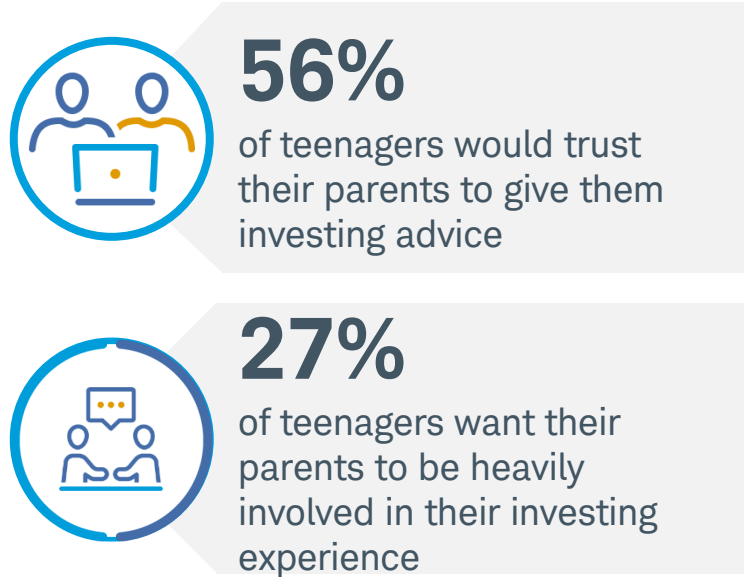
68% of parents didn't become aware of investing until young adulthood or later.
51% of parents wish they had started investing sooner.

Parents

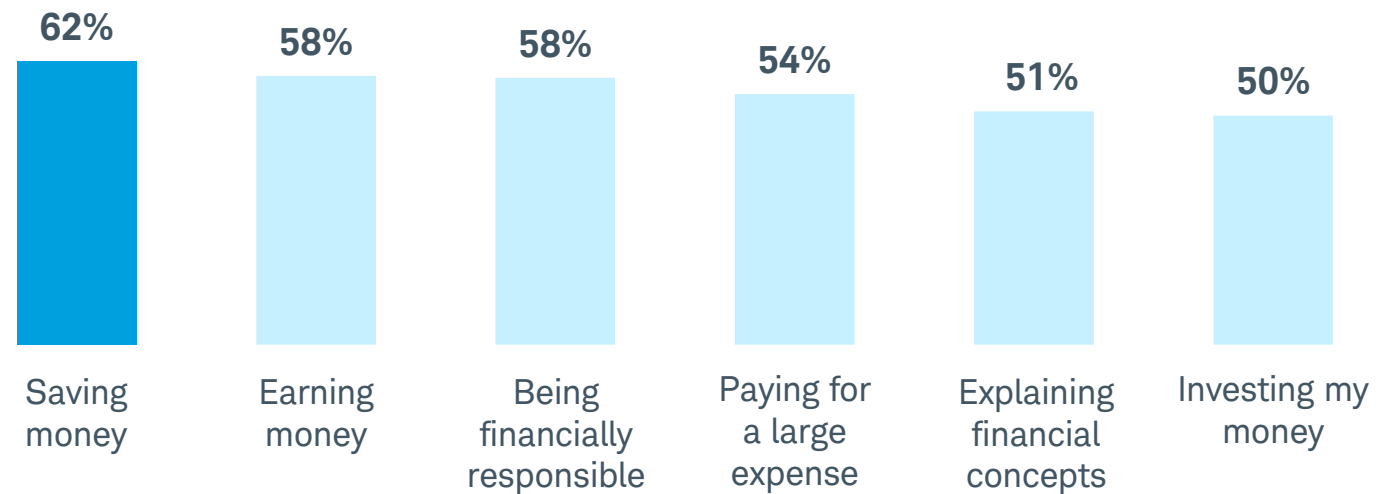
S.7_Teens: Do you remember how old you were when you first became aware of the idea of investing?
Q.4_Parents: When did you first become aware of the idea of investing?
Q.7_Parents: Which statement best applies to you?
(Base: Total Teens = 1,000, Total Parents = 1,000)

Teens trust their parents' guidance on a wide variety of financial topics and want them to be involved in their investing experience

Teenagers' Views and Trust in Parents' Advice on Financial Topics Among Total Teenagers



Teens trust their parents “a lot” when it comes to sharing advice on:



Q.16_Teens: Who, if anyone, would you trust to give you investing advice, like which companies to invest in?
Q.17_Teens: How much would you trust your parents/legal guardians if they gave you advice on these topics?
Q.18_Teens: How involved do you want your parents/legal guardians to be you when you are investing?
(Base: Total Teens = 1,000)

Both parents and teens agree that investing can provide teens financial benefit and valuable knowledge

Top Reasons for Wanting to Invest Among Total Teenagers

45%	Get started as early as possible with investing and getting more money
34%	Pay for college
33%	Learn more about how money works
33%	Learn about how investments work
30%	Buy something big, like a car
28%	Learn how financial markets work

Top Reasons for Teenagers to Learn About Investing Among Parents Who See Teen Investing as Important

69%	Teaches them financial responsibility
65%	Gives them a financial head-start
64%	Teaches them important financial concepts like growing wealth over time
52%	Helps them avoid financial mistakes in the future
51%	Familiarizes them with the mechanics of investing, types of investment products, etc.
36%	Motivates them to stay up to date on financial news and market conditions

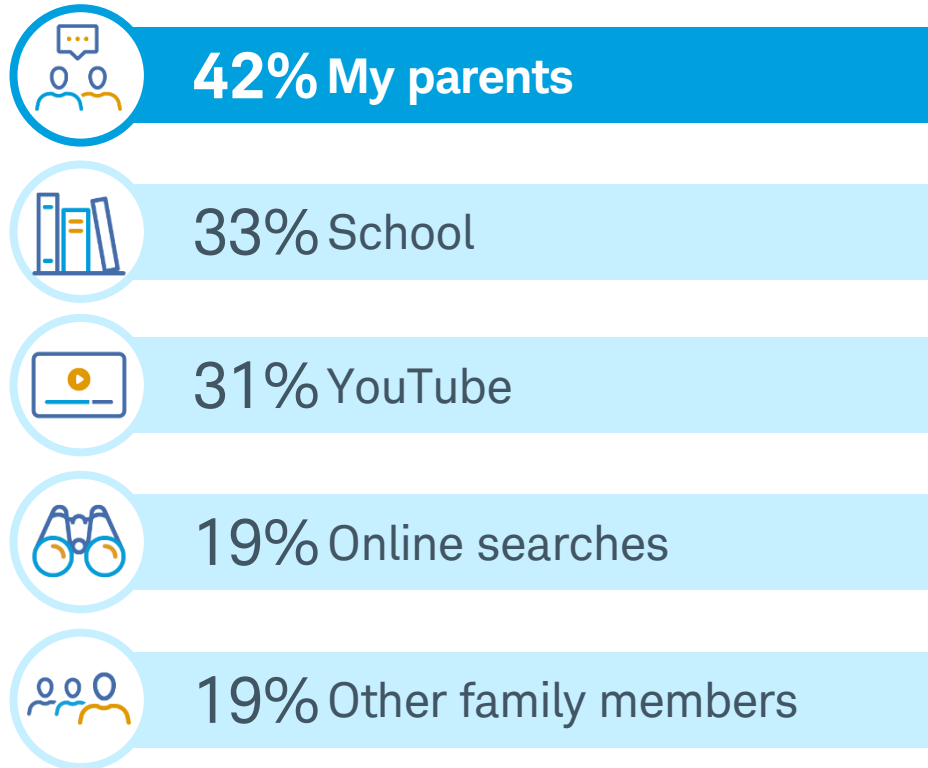
Q.8_Teens: Why do you want to invest?

Q.17_Parents: Why do you feel it is important for your teenager(s) to learn about investing?

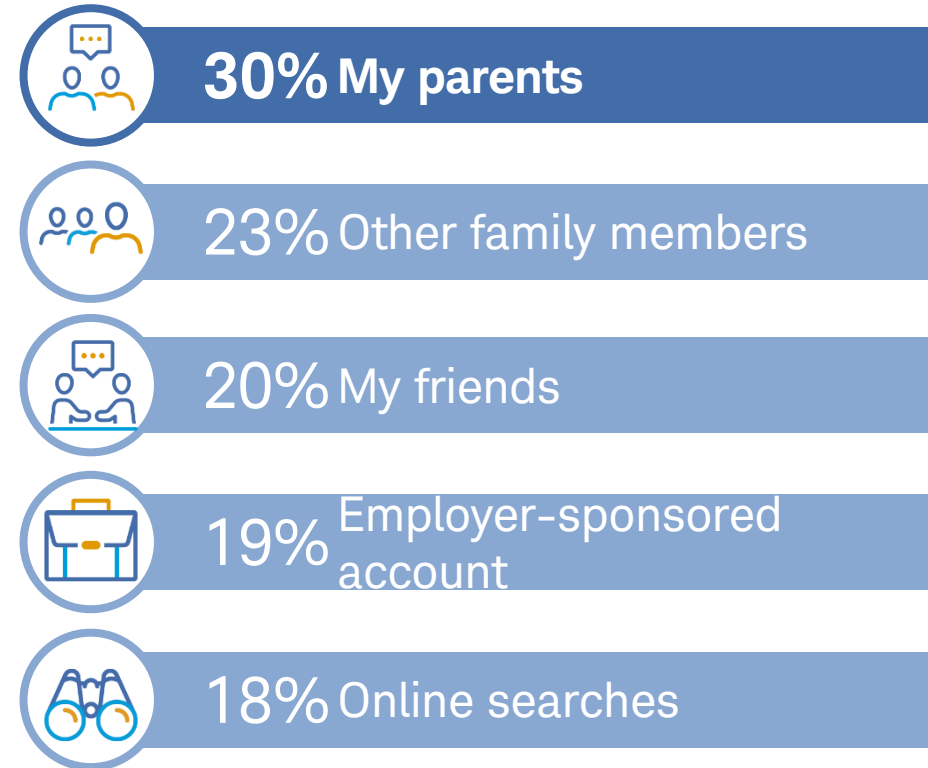
(Base: Total Teens = 1,000, Parents Who Seen Teen Investing as Important = 994)

Parents are the top source for learning about investing, and learning from parents is even more common among today's teens

How Teenagers First Learned About Investing Among Total Teenagers



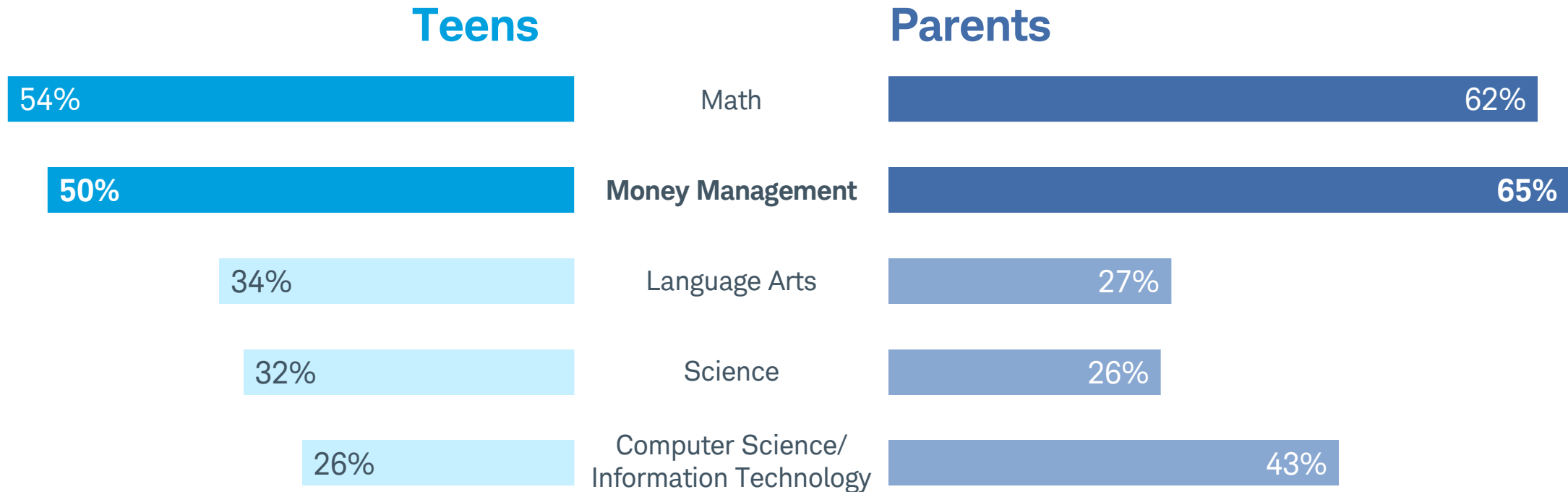
How Parents First Learned About Investing Among Total Parents



Q.1_Teens: How did you first learn about investing?
Q.8_Parents: How did you first learn about investing?
(Base: Total Parents = 1,000, Total Teens = 1,000)

Both teens and parents consider money management one of the most important subjects for teens to learn in school

Most Important Subjects for Teens to Learn in School
Among Total Teenagers and Parents



Q.4_Teens: What are the three most important subjects for you to learn in school?

Q.26_Parents: Please select the three most important school subjects for your teenager(s) to learn in school.

(Base: Total Parents = 1,000, Total Teens = 1,000)

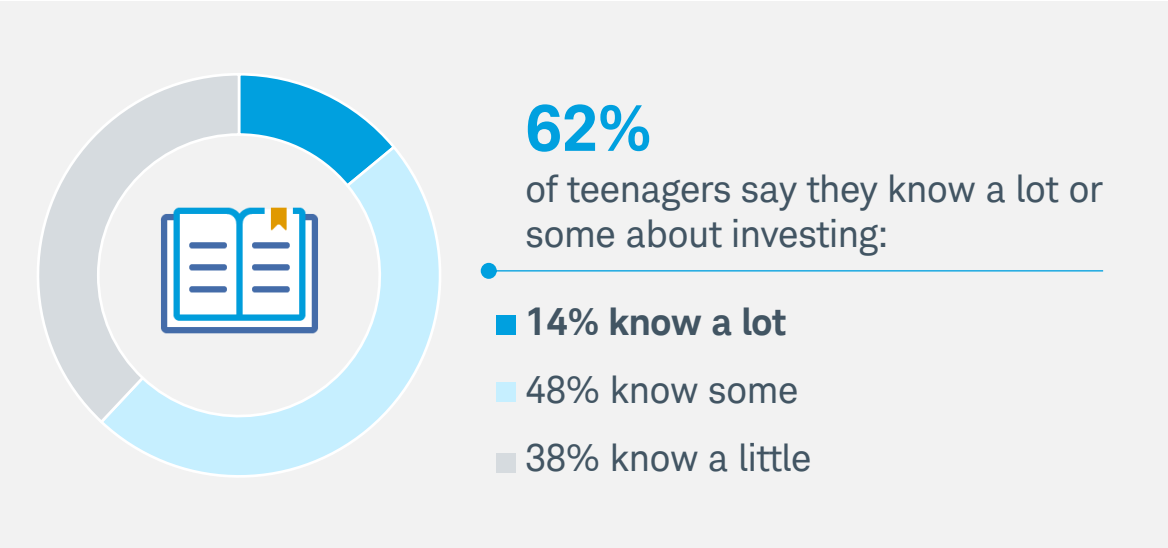
How Teens Are Learning and Thinking About Investing

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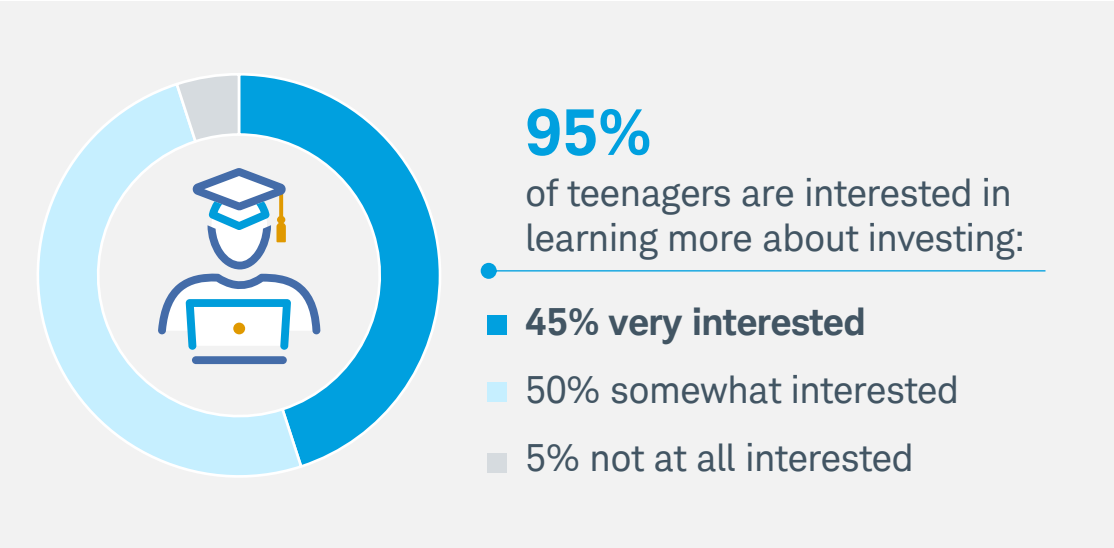
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Few teens say they know a lot about investing, but most are motivated to learn more

Current Knowledge Levels About Investing Among Total Teenagers



Interest in Learning More About Investing Among Total Teenagers



S.6_Teens: How much do you know about investing?
Q.2_Teens: How interested are you in learning even more about investing?
(Base: Total Teens = 1,000)

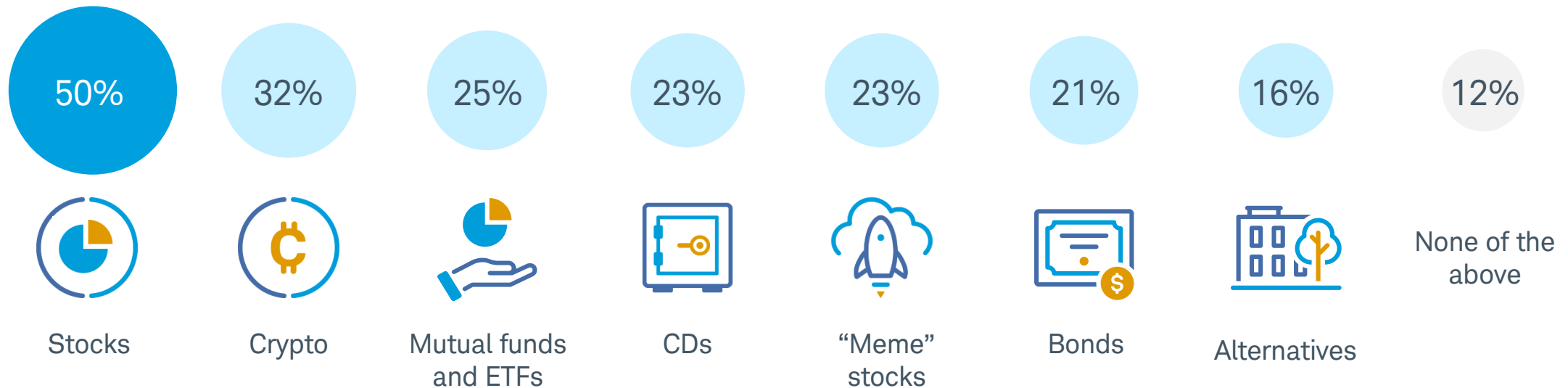
Teens are interested in investing but also worry they will lose money, not know what to do and stress over how their investments perform

Concerns with Investing Among Total Teenagers



Teens say they know the most about stocks when compared with other types of investments

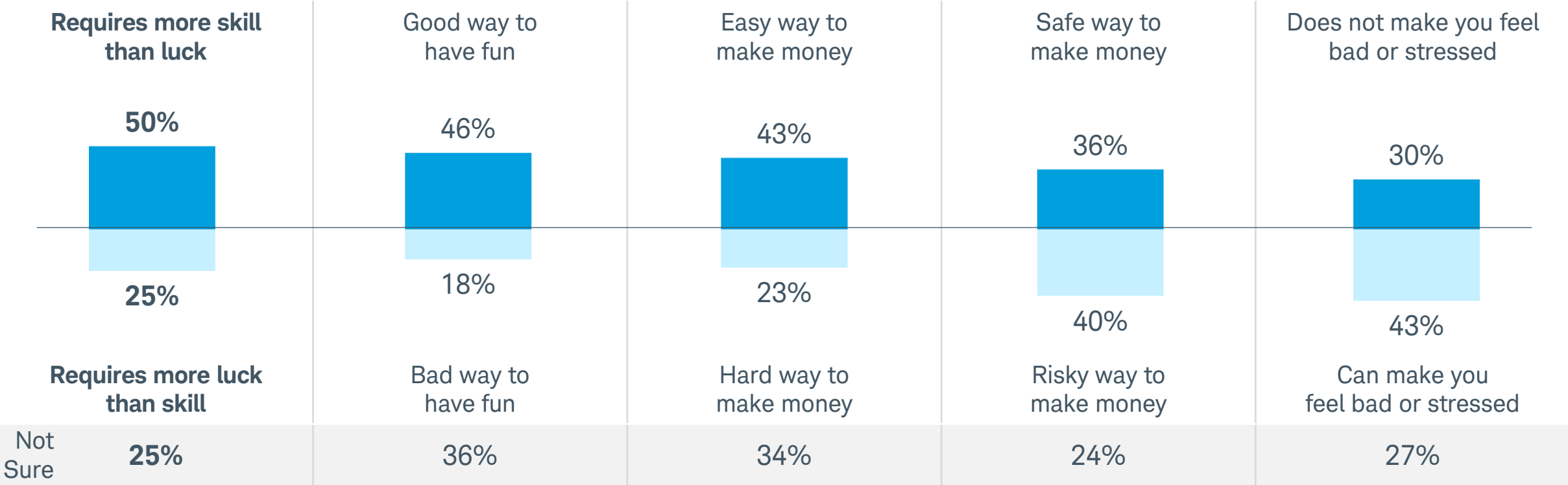
Knowledge of Investments Among Total Teenagers



Q.7_Teens: What are the types of investments you feel you know the most about?
(Base: Total Teens = 1,000)

Teens are more likely to believe that investing requires more skill than luck, though one in four are uncertain

Perceptions of Investing Among Total Teenagers



Q.15a_Teens: Thinking about investing, please read the following and select which you agree with.
(Base: Total Teens = 1,000)

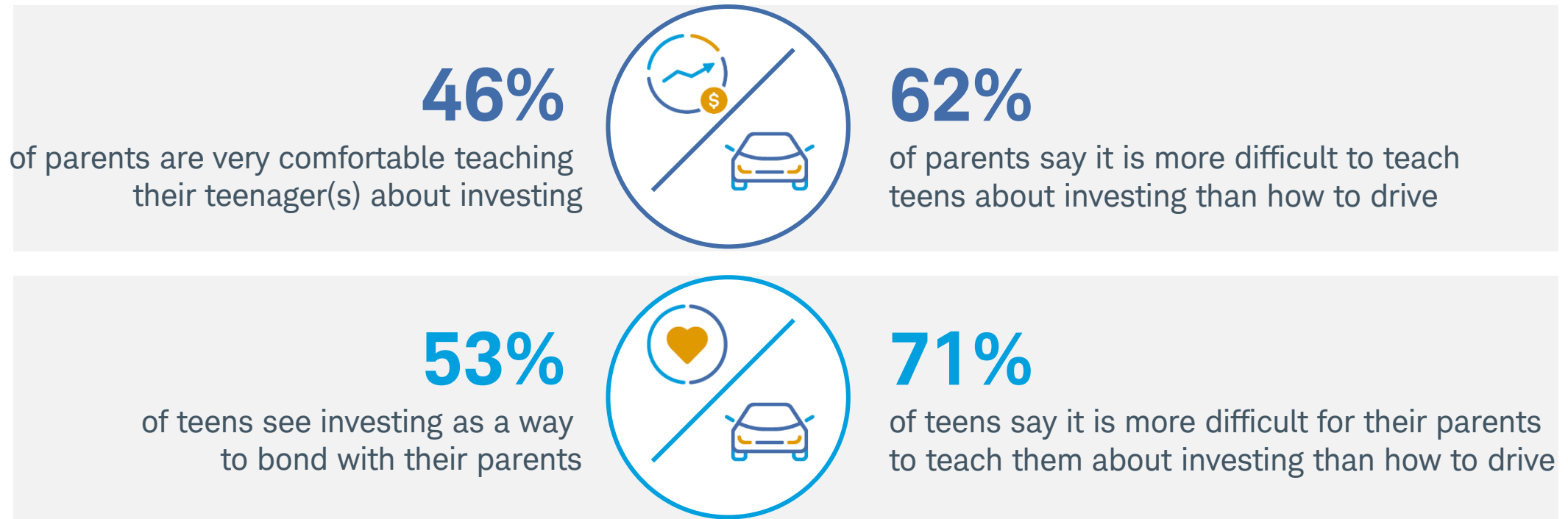
How Parents Are Teaching Their Teens About Investing

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Parents are comfortable teaching investing, but say it's harder than driving lessons; teens agree, but also see it as chance to bond

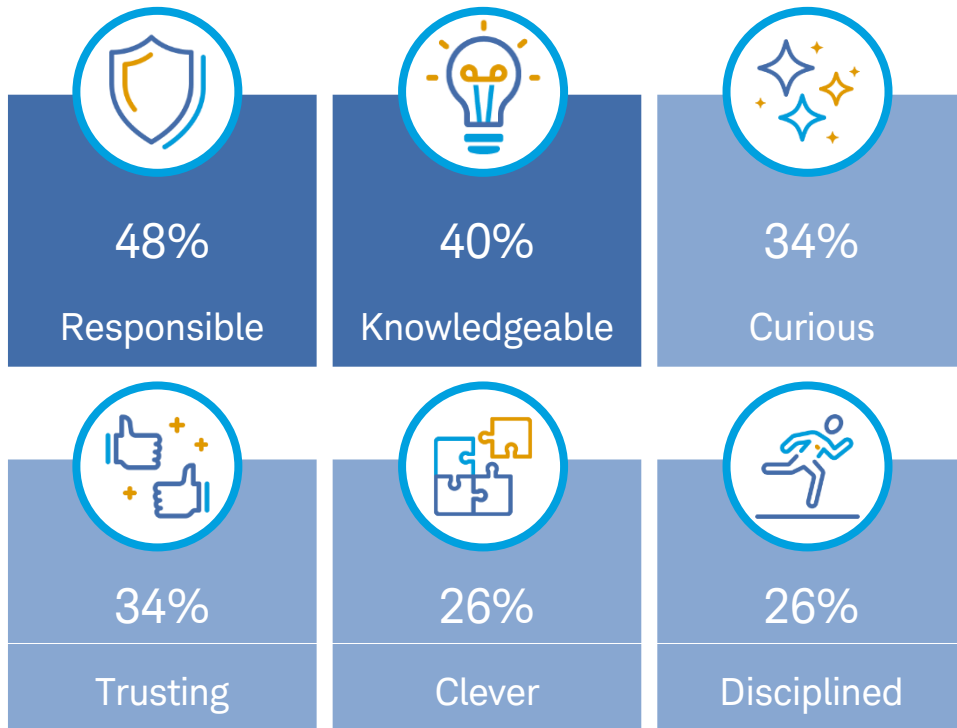
Comfort with Teaching About Investing Among Total Parents



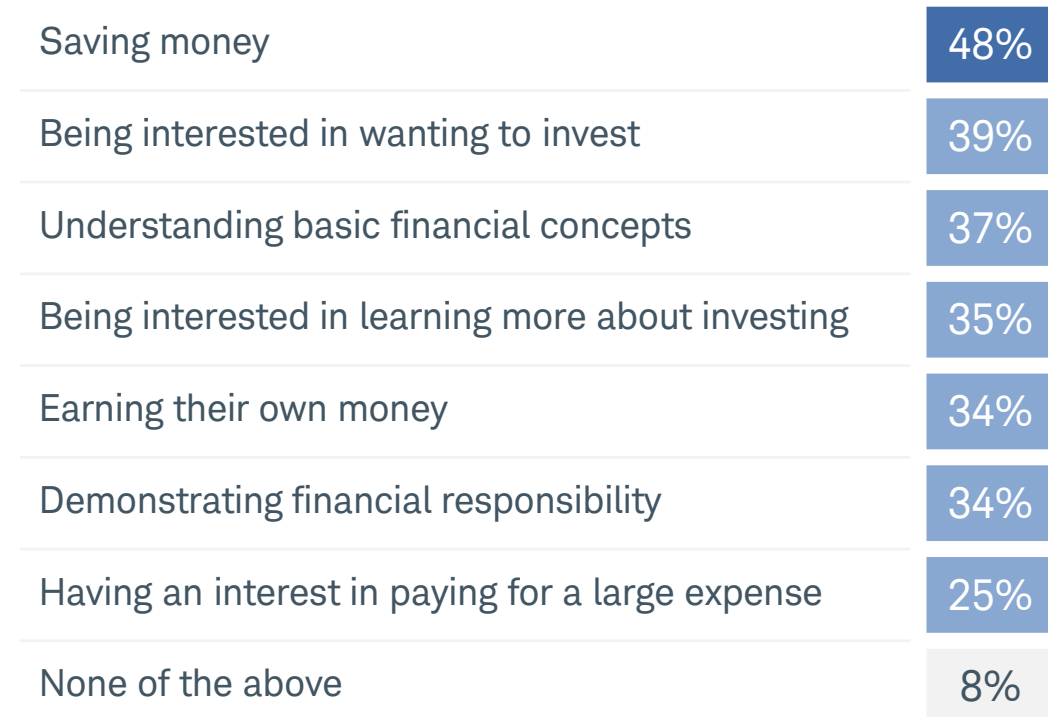
Q.22_Parents: How comfortable do you feel when it comes to teaching your teenager(s) about investing? | Q.23_Parents: Which is more difficult for you to teach your teenager(s)?
Q.20_Teens: Do you see investing as a way to bond with your parents/legal guardians? | Q.19_Teens: What do you think would be more difficult for your parents/legal guardians to teach you?
(Base: Total Parents = 1,000, Total Teens = 1,000)

Parents consider their teenagers to be responsible and more prepared for investing than they were at the same age

Parents' Descriptions of Their Teenager Among Total Parents



Teenagers' Strengths Compared to Parents at the Same Age Among Total Parents



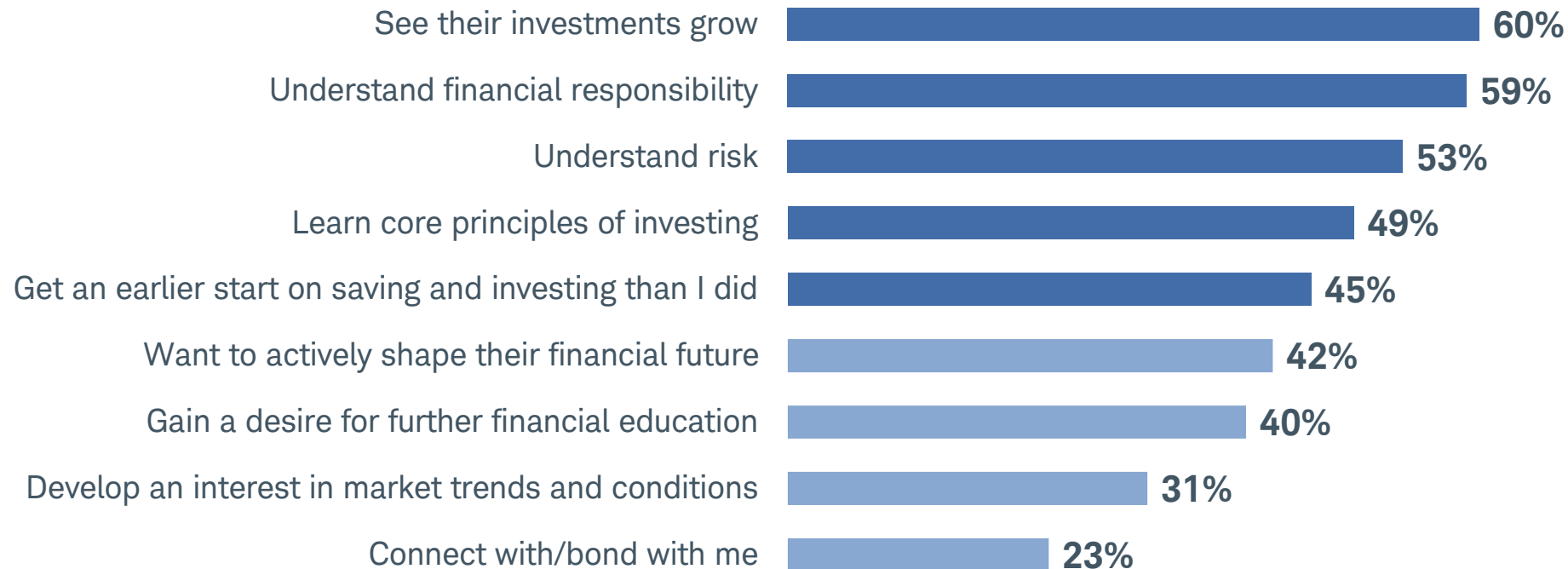
Q.28_Parents: Please review the following words and pick the top three that describe your teenager(s).

Q.21_Parents: Compared to when you were a teenager, in which areas do you feel your teenager(s) are better when it comes to being ready for investing?

(Base: Total Parents = 1,000)

Through investing, parents want their teenagers to build wealth and understand what it means to be financially responsible

Top Outcomes for Teenage Investing Among Total Parents



Q.31_Parents: What outcomes would you want for your teenager(s) if they have their own investing account?
(Base: Total Parents = 1,000)

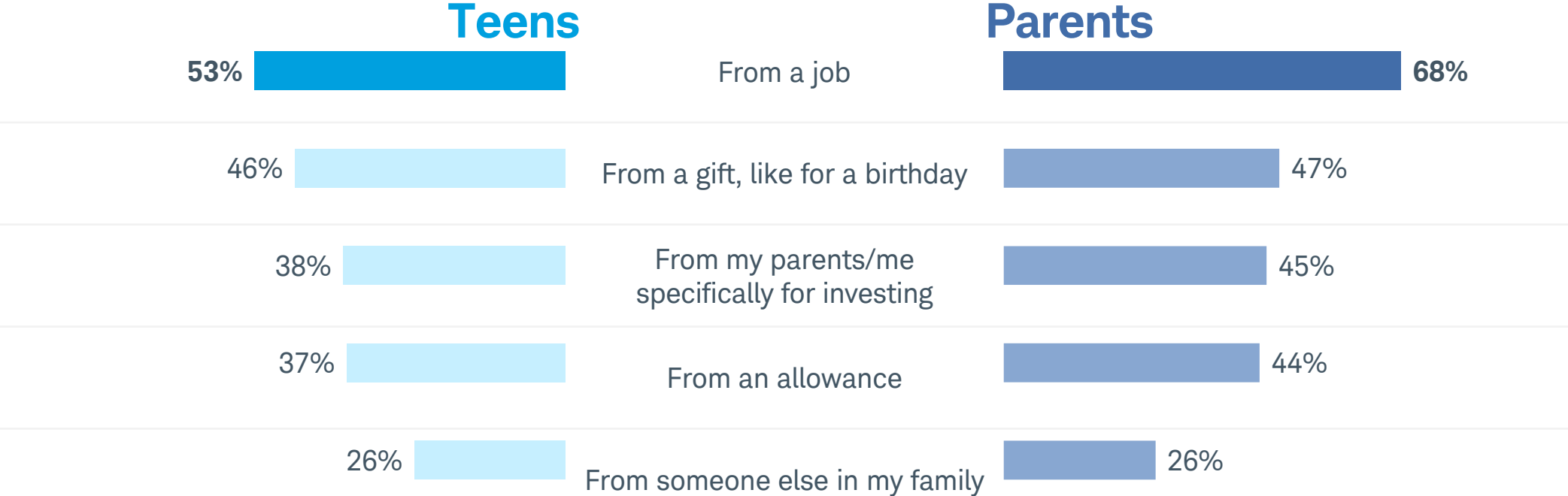
How Parents and Teens Align and Diverge When Investing

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Both teens and parents agree that funding for teens' investing will come from teens' jobs

Source of Money for Teen Investing
Among Total Parents and Teenagers



Q.22_Teens: How would you get the money needed to invest?
Q.30_Parents: If your teenager(s) invests on their own, how would you expect them to get the money needed to invest?
(Base: Total Teens = 1,000, Total Parents = 1,000)

Parents and teens both worry about teens losing money when investing, though parents overall have fewer concerns

Teens' Top Concerns with Investing Among Total Teenagers

59%	Losing money because of a bad investment
42%	Not knowing what to do when investing
41%	Getting stressed over how my investments perform
38%	Getting bad advice
37%	Not knowing where to go for reliable investing advice or information
28%	Investing in a company that does something against my values or beliefs
3%	No concerns about investing

Parents' Top Concerns with Their Teenager Investing Among Total Parents

36%	They may lose money
33%	They may have trouble telling the difference between good and bad investment advice
29%	They may have the wrong mindset when investing (e.g., treating it like gambling)
28%	They may become anxious/nervous over investment outcomes
27%	They may make a mistake that turns them off investing for the long term
27%	They may lose interest
11%	None of the above

Q.14_Teens: What concerns do you have about investing, if any?

Q.27_Parents: What concerns, if any, do you have about your teenager(s) investing their money?

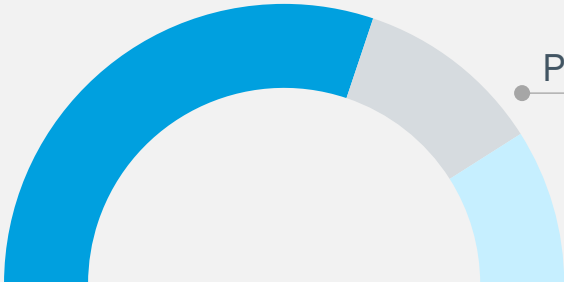
(Base: Total Teens = 1,000, Total Parents = 1,000)

Parents and teens favor investments that can make money over time as opposed to riskier investments

Investment Risk Preferences Among Total Teenagers and Parents

Teens

60%
Prefer investments that have the potential to make money over time and that are less likely to lose money quickly

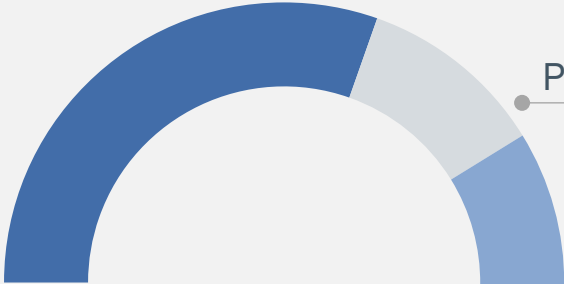


22%
Prefer both

18%
Prefer investments that have the potential to make money quickly but may lose money quickly too

Parents

61%
Prefer investments that have the potential to make money over time and that are less likely to lose money quickly



22%
Prefer both

17%
Prefer investments that have the potential to make money quickly but may lose money quickly too

Q.10_Teens: What type of investments do you like?
Q.11_Parents: What type of investments do you prefer?
(Base: Total Teens = 1,000, Total Parents = 1,000)

While parents want to be heavily involved in their teens' investing journey, teens prefer a lighter touch

Areas Parents Want to be Heavily Involved with Teenagers Investing Among Total Parents

Setting up a brokerage account	57%
Reviewing the tax implications of the account	57%
Monitoring where they get information, education, or tips	56%
Staying informed on their portfolio performance	52%
Deciding the size of the investment	51%
Deciding how much of their money goes into investments	50%
Completing specific transactions	49%
Exploring which types of investments to trade	49%
Researching brands/companies they want to invest in	48%
Selecting the investments	44%

Involvement and Control of Parents when Investing Among Total Teenagers

When investing, teens want their parents to be...

27%	Heavily involved
60%	Somewhat involved
10%	Not at all involved
3%	Not sure

For investment decisions, teens want parental control to be...

20%	A lot
64%	A little
12%	None
4%	Not sure

Q.29_Parents: If your teenager(s) started investing, how involved would you want to be with each of the following:
 Q.18_Teens: How involved do you want your parents/legal guardians to be you when you are investing?
 Q.21_Teens: How much control would you want your parents/legal guardians to have over your investment decisions?
 (Base: Total Teens = 1,000, Total Parents = 1,000)

Appendix

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Methodology



The Schwab Teen Investing 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 October 13th to October 27th, 2025, among a national sample of American parents and teenagers. The survey was 10 minutes, on average.



2,000 people completed the study

- 1,000 parents of teenagers (ages 13-17), nationally representative of the U.S. population
 - Parents of teenagers must have at least \$50k in investable assets and be at least partially responsible for investment decisions in their household
- 1,000 teenagers (ages 13-17) balanced by age, region and gender
 - Teenagers must be at least somewhat interested in investing and know at least a little about the subject

Generational definitions for parents:

- Millennials: 1981 to 1996
- Gen X: 1965 to 1980
- Boomers: 1948 to 1964

Demographic Snapshot – Parents

Gender



Man	Woman
51%	49%

Investable Assets



Mean	Median
\$732K	\$375K

Generations

Average age = 45 years old



Millennials	Gen X	Boomers
50%	47%	3%

Employment



Full-time	Part-time	Retired	Other
88%	5%	2%	5%

Household Income



Mean	Median
\$157K	\$88K

Teenage Child Age

Average age of teenager = 15 years old



13	14	15	16	17
19%	22%	21%	18%	20%

Demographic Snapshot – Teenagers

Gender



Man	Woman	Self-Identity
49%	50%	1%

Sources of Income



From family as a reward or gift	Allowance for doing chores	Scheduled allowance	Informal job (i.e., babysitting)	Part-time job at a business	Other	Don't make or receive money
68%	33%	22%	21%	19%	3%	8%

Age

Average age = 15 years old



13	14	15	16	17
15%	18%	25%	20%	22%

Investing Experience

Average age started investing = 13 years old



Yes, I invest now	Used to invest but not anymore	No	Not sure
27%	12%	57%	4%

Current Amount of Money

Average = \$1,224



> \$100	\$100 - \$500	\$500+	Not sure
22%	24%	35%	19%

Family Financial Well Being



Less money than most people I know	Same amount of money as people I know	More money than people I know	Not sure
19%	55%	20%	6%

Disclosures

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