ETF Enthusiasm is on the rise.
Schwab’s 2017 ETF Investor Study reveals the views of more than 1,200 individual investors.

More and more investors say ETFs are their investment vehicle of choice, especially millennials.

- **Millennials**: 56%
- **GenX**: 44%
- ** Boomers**: 30%
- **Matures**: 23%

45% of investors plan to increase ETF investments in the next year. Up from 31% in 2015.

42% of investors expect ETFs will be their primary investment type in the future. Up from 30% in 2015.

Investors believe trading ETFs without commissions or fees is important.

- Most/Very important: 55%
- Somewhat important: 35%
- Not important: 10%

Most investors use ETFs to achieve their long-term financial goals.

- Long-term goals: 59%
- Long- and short-term goals: 29%
- Short-term goals: 12%

Younger generations are more likely to increase investments in ETFs in the next year.

- **Millennials**: 60%
- **GenX**: 48%
- **Boomers**: 29%
- **Matures**: 25%

Understanding of ETFs has increased but there’s room to improve.

Investment returns will fluctuate and are subject to market volatility, so that an investor's shares, when redeemed or sold, may be worth more or less than their original cost. Unlike mutual funds, shares of ETFs are not individually redeemable directly with the ETF. Shares are bought and sold at market price, which may be higher or lower than the net asset value (NAV).

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Millennials are bullish on ETFs. Not all generations are equal when it comes to their views on ETFs.

Millennials, more than any other generation, expect ETFs to be their primary investment vehicle in the future.

More than half of all investors use ETFs to reach their long-term financial goals.

Millennials are most likely to consider holding only ETFs instead of individual securities.

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