

# Many US adults are first taught about investing by nonprofessionals

Article

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**More than half of US adults were first taught about investing by either themselves or nobody.** Among the 44% who first learned via an external resource, many were taught by a

parent, friend, or relative, or by a creator on social media, suggesting that a substantial number of Americans are introduced to investing through nonprofessionals.

## Who First Taught US Adults About Investing?

*% of respondents, Aug 2021*

Self-taught

31%

Nobody

22%

My dad

10%

My mom

6%

A friend

5%

A relative

4%

Social media (e.g., YouTube, TikTok, podcasts)

4%

A colleague or boss

3%

College

3%

High school

3%

Other

5%

No answer

3%

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*Note: n=5,530; numbers may not add up to 100% due to rounding*

*Source: CNBC and Momentive, "Invest in You" conducted by SurveyMonkey, Aug 25, 2021*

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