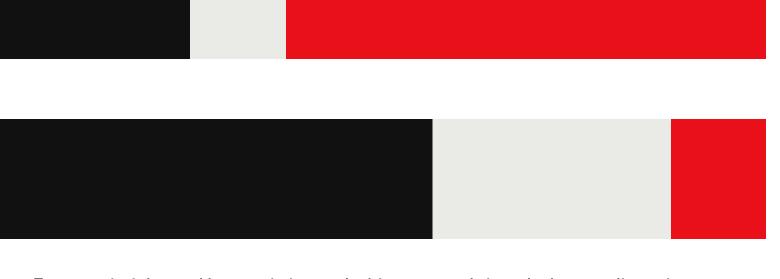
## Many US adults are first taught about investing by nonprofessionals

**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





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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