

# US ONLINE INVESTING KEY HIGHLIGHTS

2023 Edition

## MARKET DYNAMICS:

11.4m

Americans have placed online trades on stocks/ETFs in the last 12 months. See graph below.

## MARKET BEHAVIOURS:

1 in 4

US investors are interested in podcasts to gain investing-related information/education.

## MARKET PERFORMANCE:

51%

Of US online investors communicated they have seen better investment outcomes in 2023 compared to 2022.

## MARKET OPPORTUNITIES:

80%

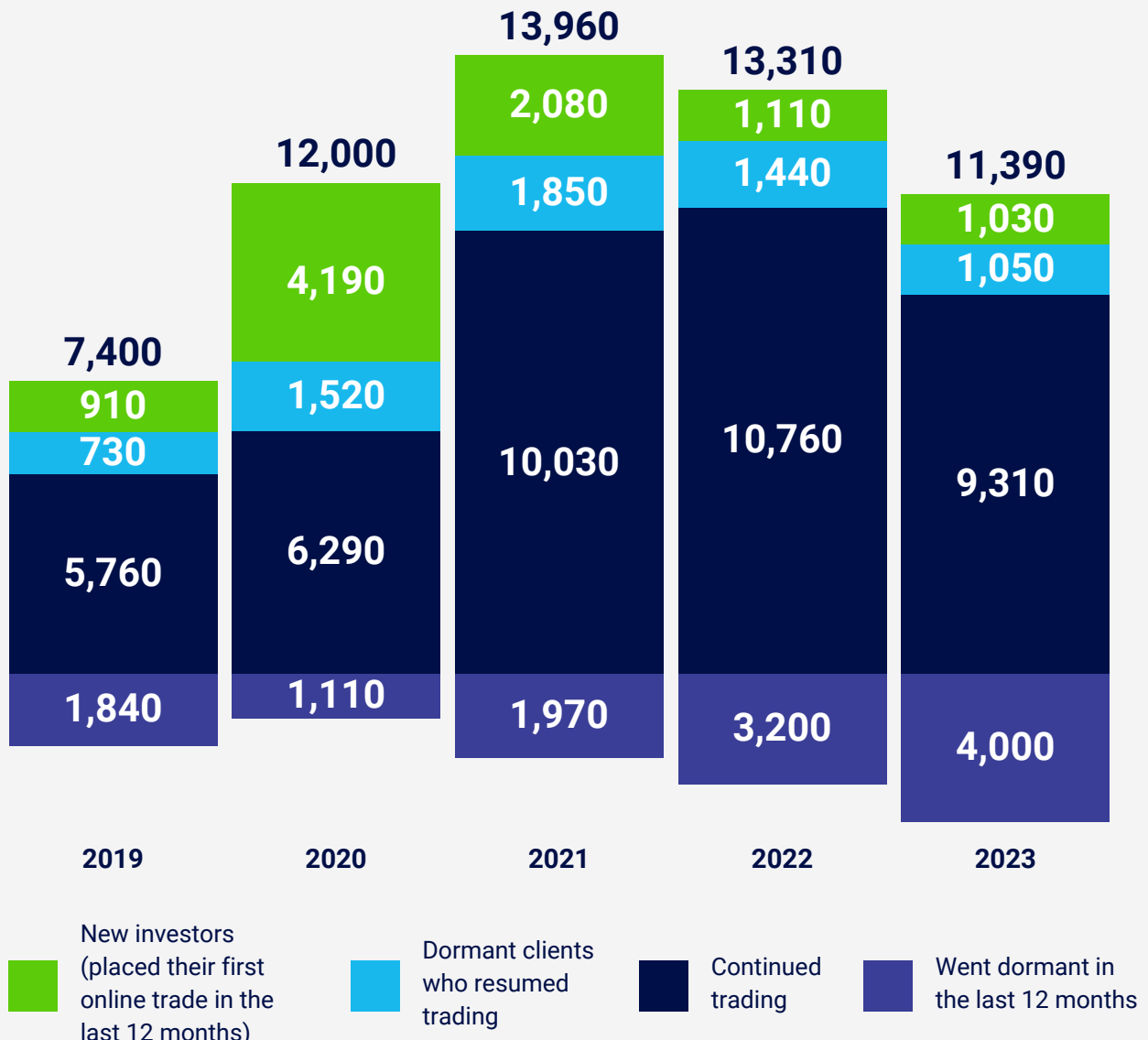
Of US online investors have unmet advice needs of some description. 1 in 2 call for support in planning their retirement.



The profile of new-to-market online investors continues to rapidly evolve. This year's cohort is on average still amongst the youngest but vastly wealthier than any annual intake during the pandemic.

## MARKET DYNAMICS OVER THE LAST FIVE YEARS:

Number of unique individuals who placed an online trade over stocks/ETFs in the preceding 12 months (in thousands).



## REFERENCES

The material in this infographic is sourced from the **Investment Trends 2023 US Online Investing Report: Industry Analysis**. A quantitative online survey of 8,088 online investors conducted between June and July 2023. To access the full report or for further information, please contact Brian Chong on [b.chong@investmenttrends.com](mailto:b.chong@investmenttrends.com).