

The New College Investor:

Opportunities and Challenges for Building Wealth

commonwealth

A survey of 1,012 participants conducted by Commonwealth highlights the opportunities and challenges of students earning low to moderate incomes (LMI) who are interested in or actively investing in capital markets.



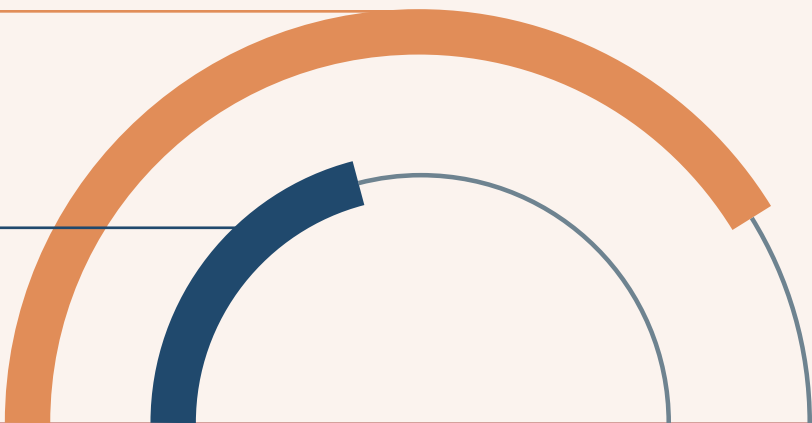
Barriers to Building Wealth

Despite interest, students face significant barriers to investing in capital markets, including a lack of awareness regarding investment options, little exposure, student debt, and other systemic barriers.

80%

of non-investor students earning LMI **express a desire to invest.**

44% of students are currently investing. 62% of those who are investing have less than \$1,000 in total investments, and 36% have less than \$500.



Gender Differences

There is a noticeable gender gap in investment behavior, suggesting that women may face additional barriers that discourage them from participating in the stock market.



Financial Capability

A lack of financial exposure and experience in navigating the financial markets is a major barrier to investing among college students.



50% of men are actively investing, while only **34% of women are doing the same.**



62% of students express concerns about their limited understanding of investment options and strategies.



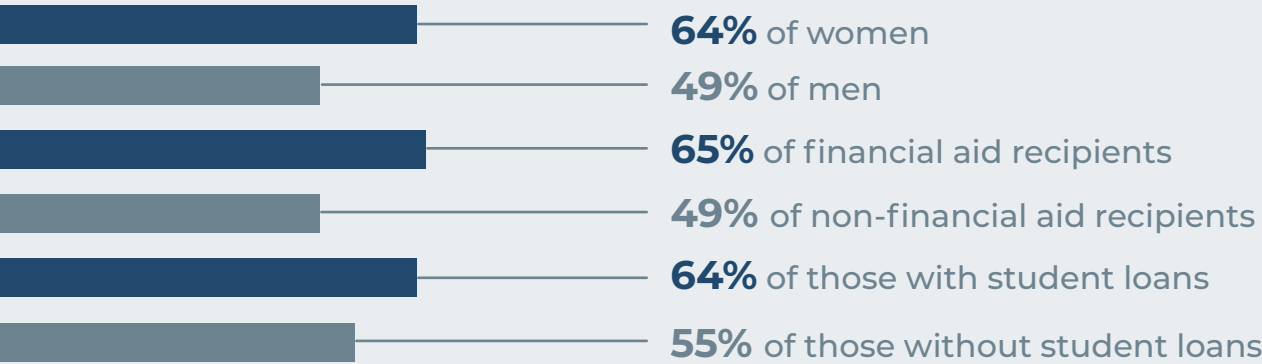
Fear of Losing Money

deters many students from engaging in the stock market—women, financial aid recipients, and those with student debt disproportionately cite this barrier.

58%

of non-investors who said they were interested in investing selected **fear of losing money** as a barrier.

Non-investors who cited fear of losing money as a barrier



Opportunities for Industry Leaders

Students and recent graduates indicate a desire for more hands-on experiential investing and learnings resources.



Students who feel their college provides adequate investing resources are much more likely to invest (61%) compared to those who do not (36%).

College students who agreed that they had mentors who were successful investors were significantly more likely to invest (57%) than college students who did not agree (31%).



40% of non-investor students are interested in investment education apps.