

# ICI RESEARCH PERSPECTIVE

## Ownership of Mutual Funds and Shareholder Sentiment, 2025

### Key Findings

- » **Fund ownership is widespread, as more than half of US households own funds.** In 2025, 56.4 percent of US households owned shares of mutual funds or other US-registered investment companies—including exchange-traded funds (ETFs), closed-end funds (CEFs), and unit investment trusts (UITs)—representing an estimated 76.0 million US households and 128.7 million individual investors. Mutual funds were the most common type of investment company owned, with 72.7 million US households, or 53.9 percent, owning mutual funds in 2025. The survey also found that 123.2 million individual investors owned mutual funds in 2025. These numbers show an increase compared with years prior to 2022, reflecting a change in survey methodology.
- » **Many US mutual fund shareholders had moderate household incomes and were in their peak earning and saving years.** Sixty-one percent of US households owning mutual funds had incomes less than \$150,000, and 52 percent were led by household respondents between the ages of 35 and 64 in 2025.
- » **Over the past two decades, mutual fund ownership has risen among middle-income households.** Between 2005 and 2025, the share of middle-income households owning mutual funds rose from 43 percent to 57 percent, with the largest percentage point increase occurring in the second income quintile.
- » **Most shareholders have confidence that mutual funds can help them meet their investment goals and view the mutual fund industry favorably.** In 2025, 82 percent of mutual fund-owning households expressed confidence in mutual funds, and 75 percent of mutual fund-owning households familiar with mutual fund companies had a favorable impression of mutual fund companies. Mutual fund owners reported that investment performance was the most influential of the many factors that shaped their opinions of the fund industry.

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Suggested citation: Holden, Sarah, Daniel Schrass, and Michael Bogdan. 2025. "Ownership of Mutual Funds and Shareholder Sentiment, 2025." *ICI Research Perspective* 31, no. 8 (November). Available at [www.ici.org/files/2025/per31-08.pdf](http://www.ici.org/files/2025/per31-08.pdf).

For a set of supplemental tables in Microsoft Excel format, see [www.ici.org/files/2025/per31-08-data.xlsx](http://www.ici.org/files/2025/per31-08-data.xlsx).

## US Household Ownership of Mutual Funds

### In 2025, 72.7 million US Households Owned Mutual Funds

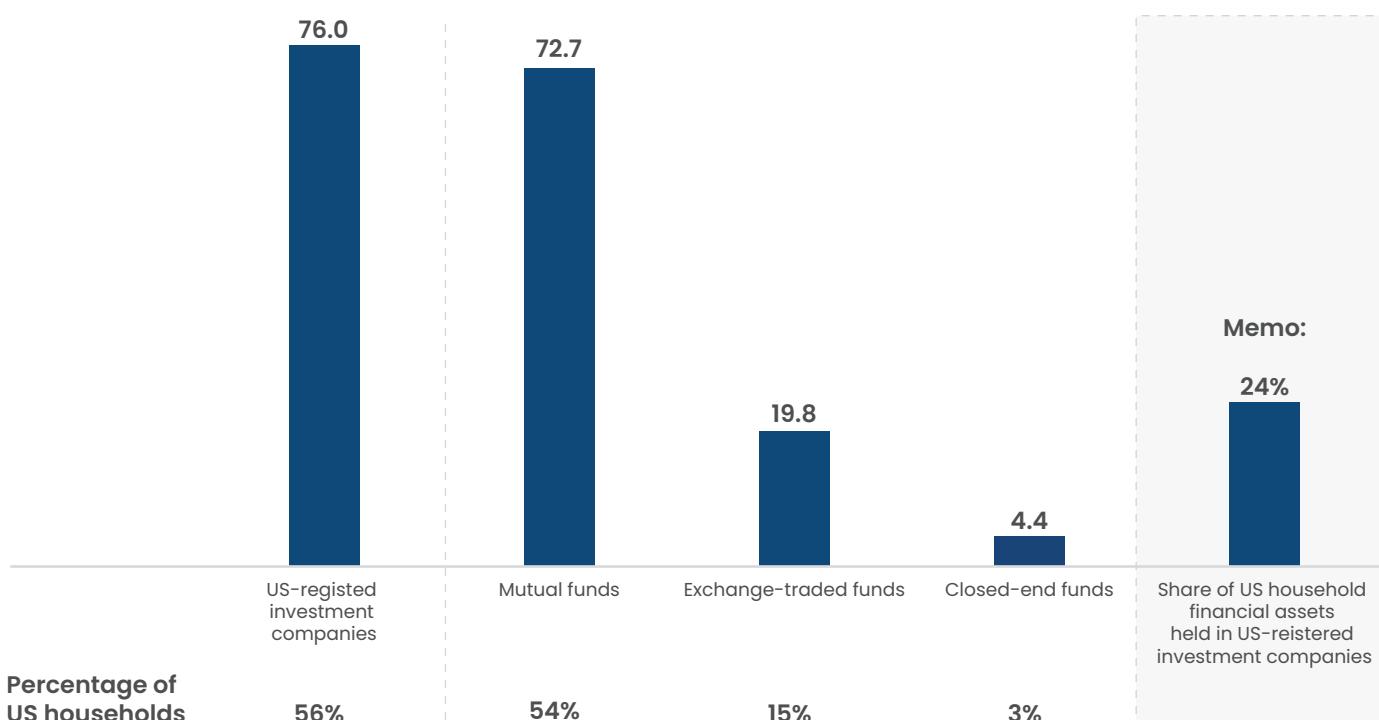
Because of the significant ownership of fund assets by US households, ICI conducts an annual nationwide survey to determine the number of households owning funds and to gain insight into fund-owning households' characteristics. Assets in US-registered investment companies—mutual funds, exchange-traded funds (ETFs), closed-end funds, and unit investment trusts (UITs)—totaled \$41.5 trillion as of mid-2025. Households held about 77 percent, or \$32.2 trillion, of all these fund assets; registered fund assets represented nearly one-quarter of households' financial assets.<sup>1</sup>

In 2025, 56.4 percent of US households owned some type of registered fund, representing an estimated 76.0 million households (Figure 1) and 128.7 million investors. Though 19.8 million households owned ETFs and 4.4 million households owned closed-end funds in 2025, mutual funds were the most common type of fund owned by households. An estimated 72.7 million US households, or 53.9 percent, owned mutual funds in 2025 (Figure 2),<sup>2</sup> and more than 84 percent of households that owned ETFs or closed-end funds also owned mutual funds. The estimated number of individual investors owning mutual funds was 123.2 million in 2025 (Table 2).<sup>3</sup> These numbers show an increase compared with surveys prior to 2022, reflecting a change in survey methodology (see full explanation on pages 12–13).

**FIGURE 1**

### Mutual Funds Are a Key Investment Product for US Households

Ownership of US-registered investment companies; millions of US households, 2025



Sources: Investment Company Institute, US Census Bureau, and Federal Reserve Board

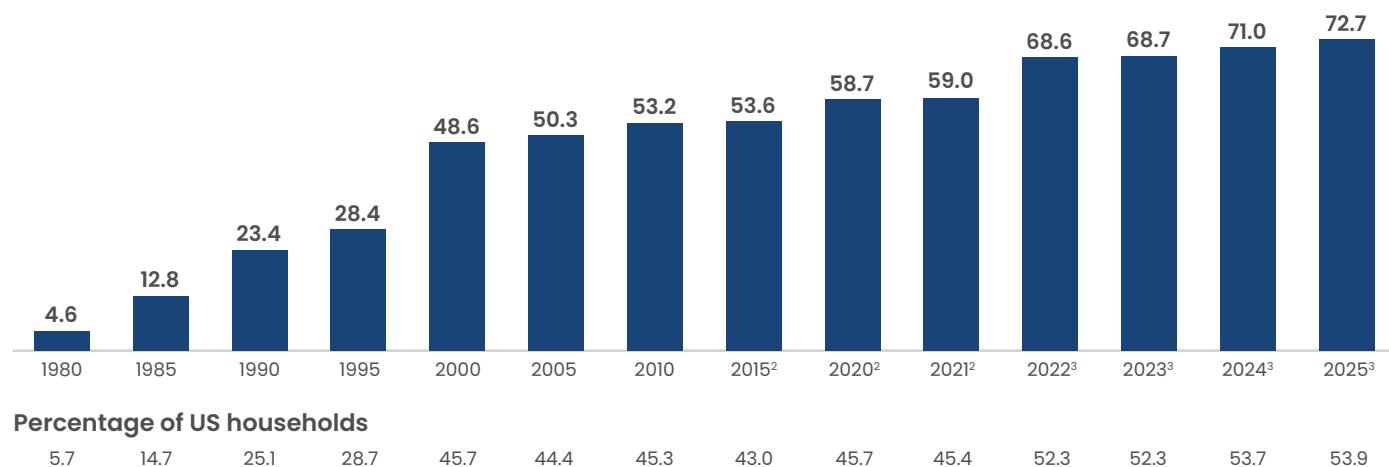
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## FIGURE 2

### More Than Half of US Households Owned Mutual Funds in 2025

Number and percentage of US households owning mutual funds<sup>1</sup>

#### Millions of US households owning mutual funds



<sup>1</sup> Households owning mutual funds in 1980 through 1986 were estimated by dividing the total number of household accounts by the number of accounts per household. Beginning in 1987, the incidence of mutual fund ownership is estimated through household surveys. Incidence estimates for 1987 through 1993 exclude households owning mutual funds only through employer-sponsored retirement plans; estimates for 1994 through 2025 include households owning mutual funds only through employer-sponsored retirement plans. Incidence estimates for 1998 through 2025 include fund ownership through variable annuities. Incidence estimates for 2000 through 2025 include fund ownership through Roth IRAs, Coverdell education savings accounts, SAR-SEPs, SEP-IRAs, and SIMPLE IRAs.

<sup>2</sup> Starting in 2014, the Annual Mutual Fund Shareholder Tracking Survey was revised to include a dual-frame random digit dial (RDD) sample design. In prior years, the survey used a landline RDD sampling frame.

<sup>3</sup> Starting in 2022, the Annual Mutual Fund Shareholder Tracking Survey was fielded on the KnowledgePanel®, a probability based online panel designed to be representative of the US population. The KnowledgePanel® was designed and administered by Ipsos, an online consumer research company.

Note: For the complete time series of data from 1980 through 2025, see Table 1 in the supplemental tables.

Sources: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey and US Census Bureau

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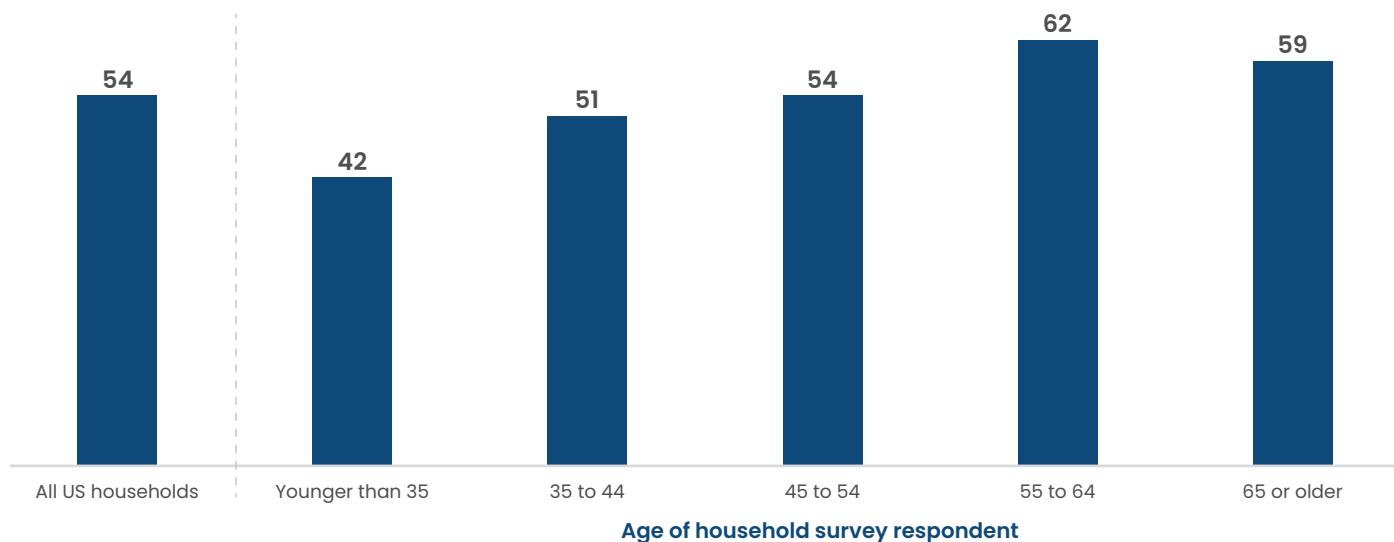
### Mutual Fund Ownership Tends to Rise with Investor Age

People of all ages own mutual funds, but ownership tends to increase among individuals in their prime earning and saving years and into retirement. In 2025, 42 percent of households younger than 35 owned mutual funds, compared with more than half of households aged 35 or older (Figure 3).<sup>4</sup> As a result, in 2025, the majority (52 percent) of households owning mutual funds were led by household respondents between the ages of 35 and 64 (Table 4), the age range in which saving and investing traditionally are greatest.<sup>5,6</sup> Many of these households are introduced to mutual fund ownership through retirement plans at work, and more than eight in 10 mutual fund-owning households aged 35 to 64 held mutual funds in such plans (Figure 4).

Reflecting a role for mutual fund investing through older ages as households transition into retirement, about six-in-10 households age 55 or older owned mutual funds (Figure 3) and 52 percent of mutual fund-owning households were 55 or older (Table 4). Indeed, 68 percent of mutual fund-owning households aged 65 or older indicated that they owned mutual funds through traditional or Roth individual retirement accounts (IRAs), compared with about half of those younger than 54 (Figure 4).<sup>7</sup> Fifty-one percent of older mutual fund-owning households held funds outside retirement plans or IRAs, compared with 37 percent of those younger than 35.

**FIGURE 3****Incidence of Mutual Fund Ownership by Age**

Percentage of US households within each age group, 2025



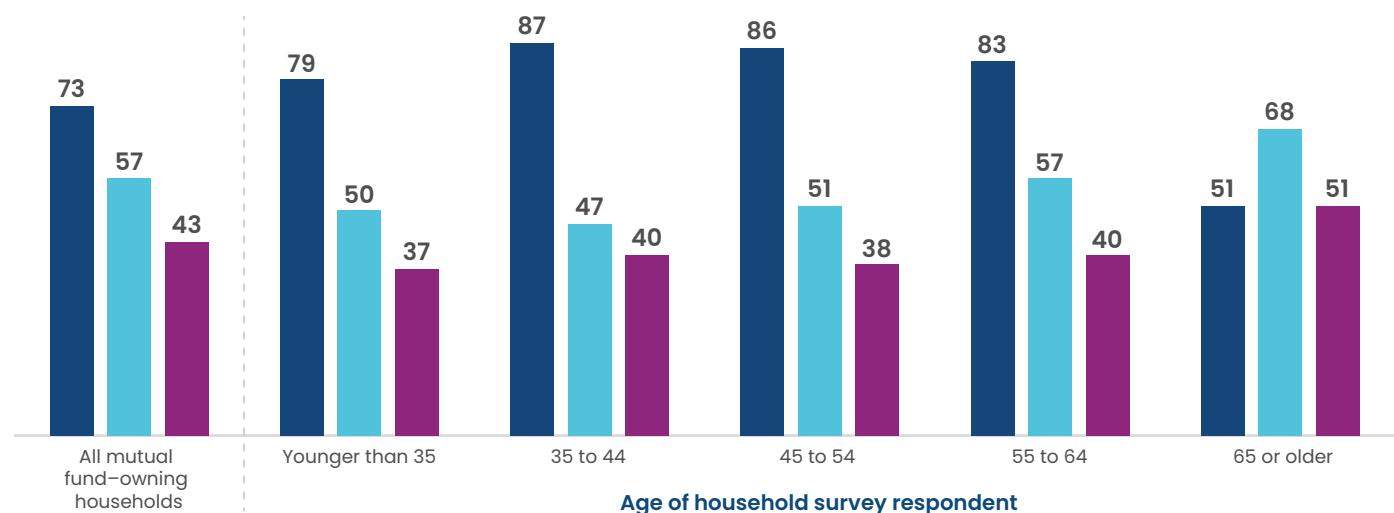
Note: For the complete time series of data from 1994 through 2025, see Table 3 in the supplemental tables.

Sources: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey and US Census Bureau

**FIGURE 4****Ownership of Mutual Funds Often Through Retirement Accounts**

Percentage of US households owning mutual funds by age, 2025

● Employer-sponsored retirement plans\*      ● Traditional or Roth IRAs      ● Outside employer-sponsored retirement plans or IRAs



\* Employer-sponsored retirement plans include DC plans (such as 401(k), 403(b), or 457 plans) and employer-sponsored IRAs (SEP IRAs, SAR-SEP IRAs, and SIMPLE IRAs).

Note: Multiple responses are included." above the sources.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

## Middle-Income Households' Ownership of Mutual Funds Increased over the Past Two Decades

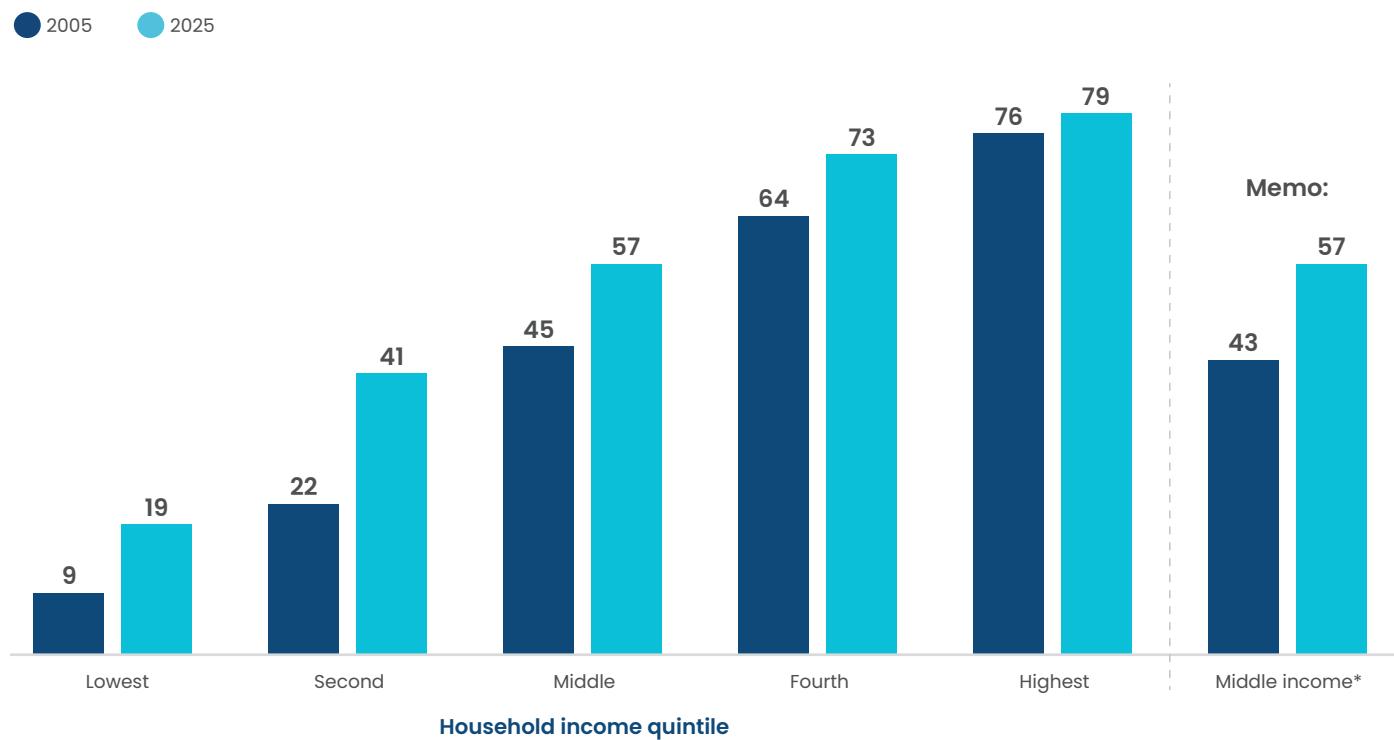
Ownership of mutual funds has risen over the past two decades among many moderate- or lower-income households. Among middle-income households in

2025, 57 percent owned mutual funds, compared with 43 percent in 2005 (Figure 5). The largest percentage point increase in ownership rates occurred among households in the second income quintile, rising from 22 percent owning mutual funds in 2005 to 41 percent in 2025.

**FIGURE 5**

## Middle-Income Households' Ownership of Mutual Funds Increased over the Past Two Decades

Percentage of US households within each income quintile group owning mutual funds



\* Middle income includes the middle three income quintiles.

Note: Household income in 2005 is total household income before taxes in 2004 reported in 2024 C-CPI-U adjusted dollars. Household income in 2025 is total household income before taxes in 2024.

Sources: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey, US Census Bureau, and US Bureau of Labor Statistics

## Mutual Fund Shareholders Represent a Full Range of Household Incomes

While households across all income groups own mutual funds, ownership rates tend to rise with household income. In 2025, 67 percent of all US households with incomes of \$50,000 or more owned mutual funds, compared with 24 percent of households with incomes

of less than \$50,000 (Figure 6).<sup>8</sup> It is also the case that lower-income households are less likely to have any type of savings. Across all US households, the typical household with income less than \$50,000 had \$7,500 in savings and investments, while the typical household with income of \$50,000 or more had \$250,000 in savings and investments.<sup>9</sup>

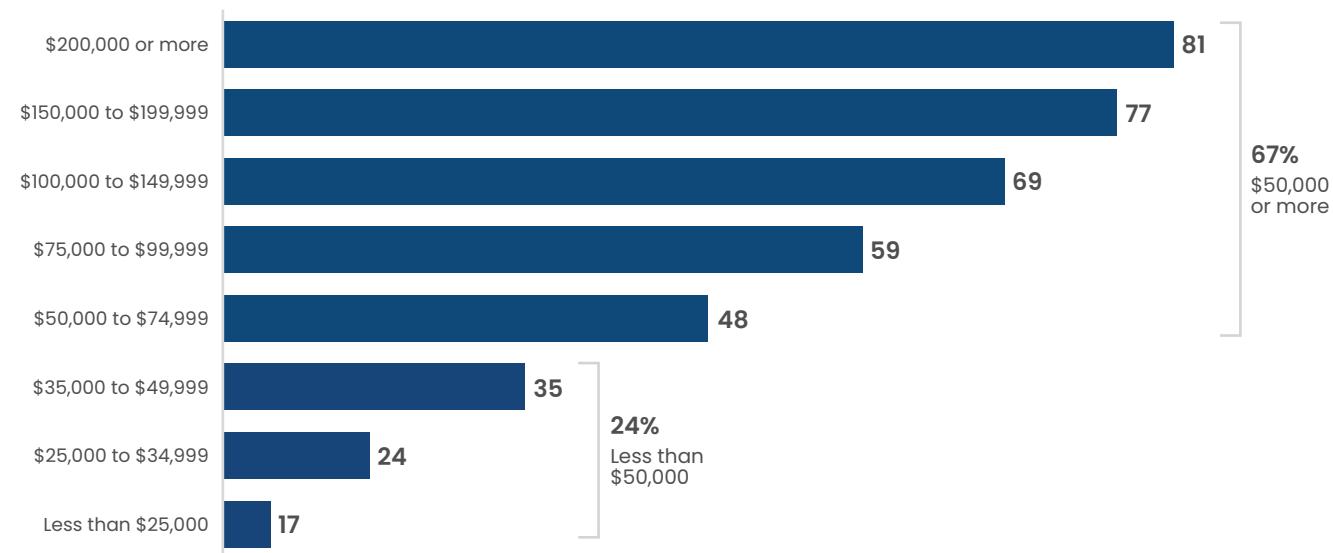
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## FIGURE 6

### Ownership of Mutual Funds Increases with Household Income

Percentage of US households within each income group,<sup>1</sup> 2025<sup>2</sup>

#### Household income<sup>1</sup>



<sup>1</sup> Total reported is household income before taxes in 2024.

<sup>2</sup> For the complete time series of data from 1994 to 2025, see Table 5 in the supplemental tables.

Sources: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey and US Census Bureau

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Reflecting the range of incomes across which mutual fund-owning households occur, 61 percent of US households owning mutual funds in 2025 had moderate or lower incomes—that is, incomes less than \$150,000 (Figure 7, upper panel).<sup>10</sup> Incomes among mutual fund-owning households tended to be somewhat higher than that of the typical US household, reflecting their tendency to be more highly educated (Figure 7,

lower panel).<sup>11</sup> Seven percent of US households owning mutual funds had incomes of less than \$35,000, while 20 percent of all US households earned less than \$35,000 (Figure 7, upper panel). Thirty-nine percent of households owning mutual funds reported incomes of \$150,000 or more, compared with 26 percent of US households overall.

## FIGURE 7

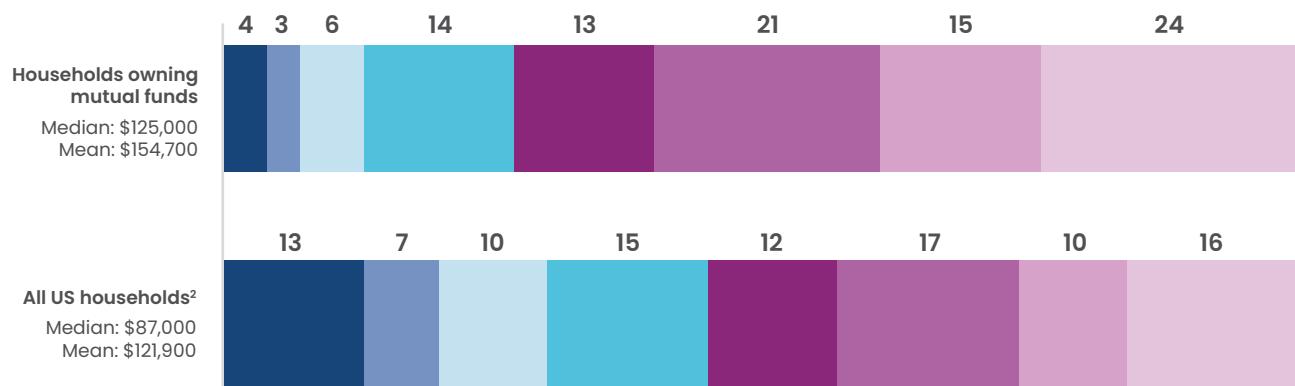
### Mutual Fund Shareholders Have a Range of Incomes

Percent distribution of households owning mutual funds and all US households by household income,<sup>1</sup> 2025

#### Household income<sup>1</sup>

● Less than \$25,000   ● \$25,000 to \$34,999   ● \$35,000 to \$49,999   ● \$50,000 to \$74,999   ● \$75,000 to \$99,999

● \$100,000 to \$149,999   ● \$150,000 to \$199,999   ● \$200,000 or more



### Mutual Fund Shareholders Have a Range of Education Levels

Percent distribution of households owning mutual funds and all US households by education level of the household respondent, 2025

Education level of household survey respondent	Households owning mutual funds	All US households
High school diploma or less	20	33
Associate's degree or some college	26	27
Completed college	31	24
Completed graduate school	23	16

<sup>1</sup> Total reported is household income before taxes in 2024.

<sup>2</sup> The percentage of all households in each income group is based on ICI survey data and is weighted to match the US Census Bureau's Current Population Survey (CPS). For 2024, the estimated median and mean income for all US households from the CPS is \$83,730 and \$121,000 respectively. Sources: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey and US Census Bureau

### Mutual fund Ownership Inside Tax-Deferred Accounts Is Significant

In 2025, an estimated 67.9 million households owned mutual funds inside tax-deferred accounts—including 401(k) and other defined contribution (DC) plans, IRAs, education savings accounts, and variable annuities—compared with 24.8 million households owning funds outside tax-deferred accounts (Table 7).<sup>12</sup>

Additionally, 81 percent of households that owned funds outside tax-deferred accounts also held funds in tax-deferred accounts. Households owning mutual funds only through tax-deferred accounts constitute much of the growth in household mutual fund ownership, having risen from 27.0 million in 2000 to 47.9 million in 2025. The number of households holding mutual funds only in taxable accounts has declined in that time.

## Shareholder Sentiment About the Mutual Fund Industry

### Most Shareholders View the Mutual Fund Industry Favorably in 2025

The percentage of fund shareholders with positive opinions about the mutual fund industry was high in 2025, with 75 percent of mutual fund-owning households familiar with mutual fund companies having a “very” or “somewhat” favorable impression of fund companies (Table 9). Narrowing the analysis to mutual fund-owning households familiar with mutual fund companies and with an opinion about fund companies, 86 percent had “very” or “somewhat” favorable impressions of fund companies.

### Fund Performance Influences Investor Opinion of the Fund Industry

Although many factors influence shareholders’ overall opinion of the mutual fund industry, investors said fund performance was the primary factor that shaped their overall opinion of the mutual fund industry. In 2025, 71 percent of all mutual fund-owning households familiar with mutual fund companies cited fund performance as a “very” important factor in forming their opinions of the industry, and 56 percent said it was the most important factor (Table 10). Other important factors that influence shareholder views of mutual fund companies include personal experience with a mutual fund company, current events in financial markets, the opinion of professional financial advisers, stock market fluctuations, and friends and family.

### Risk Tolerance and Investing

Risk tolerance can be measured using survey data in various ways—ICI’s survey asks respondents to choose from a range that describes how much risk they are willing to take to get higher investment returns. Mutual fund-owning households express higher willingness to take financial risk than non-owning households (Figure 8). In 2025, 34 percent of mutual fund-owning households were willing to take above-average or substantial investment risk, compared with 15 percent of US households not owning mutual funds. One-fifth of mutual fund-owning households reported below-average or no willingness to take investment risk, compared with almost three-fifths of non-owning households.

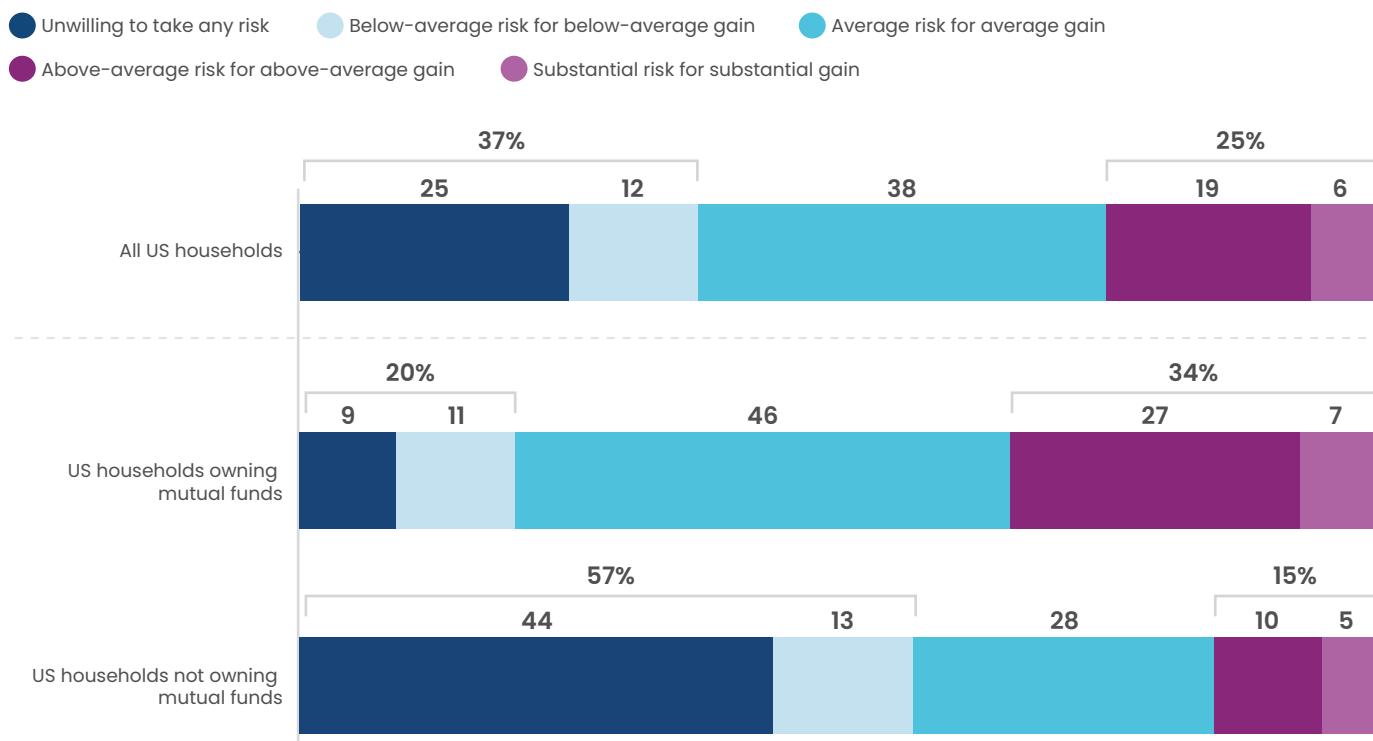
Willingness to take financial risk varies over time, typically rising and falling to reflect recent stock market performance. For example, US households became less willing to take investment risk after the 2007–2009 financial crisis, reflecting the reduced risk tolerance of households owning mutual funds (Table 11). In 2008, 36 percent of US households owning mutual funds were willing to take above-average or substantial risk with their investments; this number fell to about three in 10 mutual fund-owning households in the wake of the financial market crisis before rising to about four in 10 in 2020 and 2021. In 2025, 34 percent of US households owning mutual funds were willing to take above-average or substantial risk with their investments, about in line with 2022, 2023 and 2024.

Risk tolerance also varies with the age of the household survey respondent—younger households tend to be more willing to take investment risk than older households (Table 12). In 2025, 36 percent of mutual fund-owning households younger than 35 were willing to take above-average or substantial financial risk, while 26 percent aged 65 or older were willing to do so.

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**FIGURE 8****Households' Willingness to Take Investment Risk**

Percentage of US households, 2025

**Level of risk willing to take with financial investments**

Note: For the complete time series of data from 2008 through 2025, see Table 11 in the supplemental tables. For variation in willingness to take risk by age, see Table 12 in the supplemental tables.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

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Shareholders who indicated that they have a higher tolerance for financial risk when investing were more favorable toward the mutual fund industry than shareholders who indicated less tolerance for financial risk (Table 13). For example, among mutual fund-owning households familiar with mutual funds who indicated that they take little (below average) or no investment risk when investing, 65 percent had favorable views of the mutual fund industry in 2025. This increased to 74 percent for those shareholders who were willing to take average investment risk and 81 percent for those who were willing to take at least above-average investment risk.

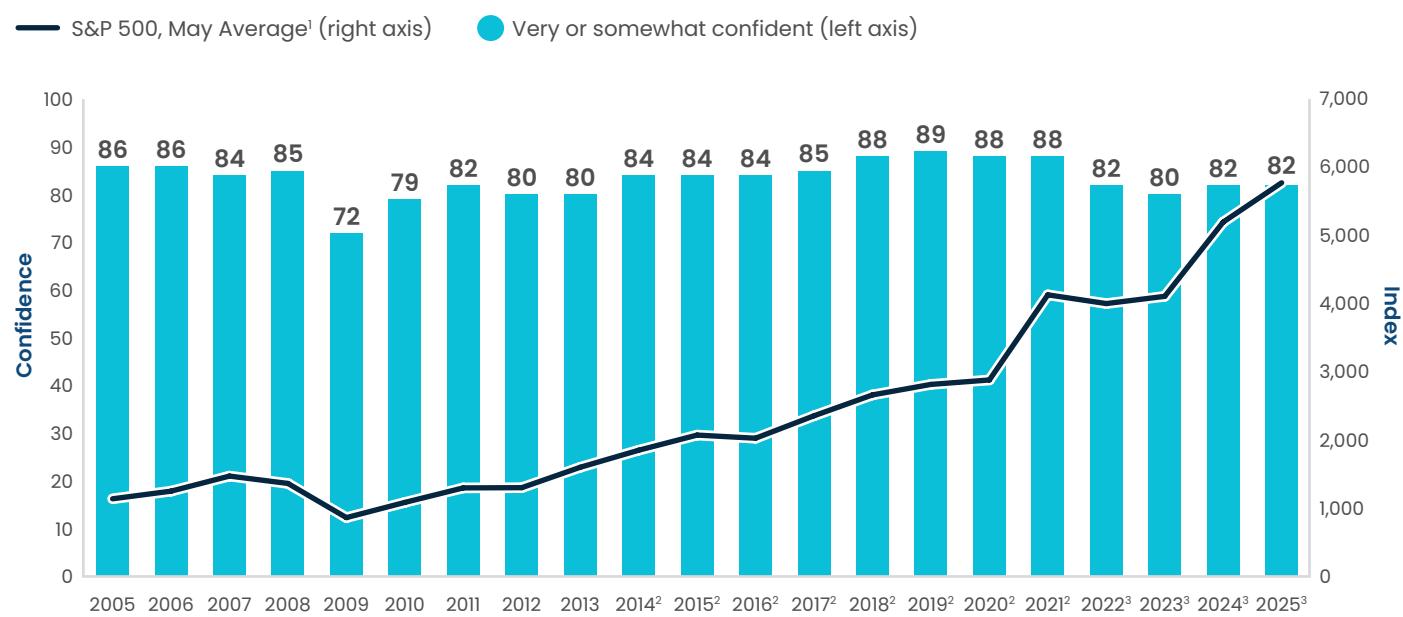
**Fund Owners Are Confident About Achieving Investment Goals**

ICI's Annual Mutual Fund Shareholder Tracking Survey finds that investors were confident that mutual funds could help them reach their financial goals. In 2025, 82 percent of all mutual fund-owning households said they were confident in mutual funds' ability to help them achieve their financial goals (Figure 9). Indeed, 23 percent of mutual fund-owning households were "very" confident that mutual funds could help them meet their financial goals (Table 14).

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**FIGURE 9****More Than Eight in 10 Mutual Fund–Owning Households Have Confidence in Mutual Funds**

Percentage of all mutual fund–owning households by level of confidence that mutual funds can help them meet their investment goals



<sup>1</sup> The S&P 500 is an index of 500 stocks chosen for market size, liquidity, and industry group representation.

<sup>2</sup> Starting in 2014, the Annual Mutual Fund Shareholder Tracking Survey was revised to include a dual-frame random digit dial (RDD) sample design. In prior years, the survey used a landline RDD sampling frame. Please see pages 12–13 for a discussion of the revision to the survey methodology and the effect of that revision on the results.

<sup>3</sup> Starting in 2022, the Annual Mutual Fund Shareholder Tracking Survey was fielded on the KnowledgePanel®, a probability based online panel designed to be representative of the US population. The KnowledgePanel® was designed and administered by Ipsos, an online consumer research company. Please see pages 12–13 for a discussion of the revision to the survey methodology and the effect of that revision on the results.

Note: The question has four choices; the other two possible responses were "not very confident" and "not at all confident."

Sources: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey and Standard and Poor's

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## Survey Methodology

### About the Annual Mutual Fund Shareholder Tracking Survey

ICI conducts the Annual Mutual Fund Shareholder Tracking Survey each year to gather information on the demographic and financial characteristics of mutual fund-owning households in the United States. The most recent survey was conducted from May to June 2025 and was fielded on the KnowledgePanel®, a probability-based online panel designed to be representative of the US population.

The KnowledgePanel® is designed and administered by Ipsos. Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people. The Annual Mutual Fund Shareholder Tracking Survey sample for 2025 included 9,021 US households drawn from the KnowledgePanel®. Of the households contacted, 4,861 households, or 53.9 percent, owned mutual funds. The overall margin of sampling error for the 2025 sample of US households is  $\pm 1.0$  percentage points at the 95 percent confidence level.

### Revisions to ICI's Annual Mutual Fund Shareholder Tracking Survey

The Annual Mutual Fund Shareholder Tracking Survey interviews a random sample of US households to determine their ownership of a variety of financial assets and accounts, including mutual funds, individual stocks, individual bonds, defined contribution (DC) plan accounts, individual retirement accounts (IRAs), and education savings accounts. In the usual course of household survey work, researchers periodically reexamine sampling and weighting methods to ensure that the results published are representative of the millions of households in the United States.<sup>13,14</sup> ICI reexamined its Annual Mutual Fund Shareholder

Tracking Survey in 2022, and the figures presented in this paper for the 2025 survey reflect a revised sampling and weighting methodology and an increased sample size. Starting in 2022, the Annual Mutual Fund Shareholder Tracking Survey was changed from a dual frame RDD telephone survey to a self-administered online survey on the KnowledgePanel®, a probability-based online panel administered by Ipsos. The KnowledgePanel® includes about 60,000 individuals from randomly sampled households. Initially, participants are chosen scientifically by a random selection of residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate but do not already have internet access, Ipsos provides a laptop and internet service provider (ISP) connection at no cost. People who already have computers and internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online and are sent emails throughout each month inviting them to participate in research.

### Survey Sample

Prior to 2022, the Annual Mutual Fund Shareholder Tracking Survey was conducted using random digit dial (RDD) telephone surveys. Before 2014, the surveys were based on samples of landline phone numbers.<sup>15</sup> Between 2014 and 2018, the surveys were based on dual-frame samples of landline (about half) and cell phone numbers (about half). The combined samples for 2019, 2020, and 2021 included about 45 percent of households reached on a landline and about 55 percent of households reached on a cell phone. Starting in 2022, ICI transitioned the Annual Mutual Fund Shareholder Tracking Survey to the KnowledgePanel®, a probability-based online panel designed to be representative of the US population.

## **Survey Weights**

When a survey sample is drawn from a population, the proportions of segments within the sample (by age, income, or other key variables) may not match the distribution of those segments within the population. The sample's distribution may be different due to sampling techniques, varying degrees of nonresponse from segments of the population, or a survey design that was not able to cover the entire population. It is possible to improve the relation between the sample and the population from which it was drawn by applying weights to the sample that match the proportions present in the population. This process is known as sample-balancing or raking.<sup>16</sup> Because the sample methodology for the 2022 Annual Mutual Fund Shareholder Tracking Survey was changed to the KnowledgePanel®, it was necessary to adjust the weighting methodology for the survey.

For the 2022, 2023, 2024, and 2025 data, an initial design weight was created for each respondent that reflected their probability of selection from the panel. A second stage of weighting included the standard raking to control totals based on census region, householder age, household income, educational attainment of the household respondent, gender of the household respondent, and the race/ethnicity of the household respondent from the most recent version of the Annual Social and Economic Supplement (ASEC) to the Current Population Survey (CPS).<sup>17</sup> The weighting adjusts for differences among the households sampled in the ICI survey and the population of US households.<sup>18</sup> Due to the changes in the survey sampling and weighting methodology for this year, the 2025 data are not directly comparable to data prior to 2022. Caution should be exercised when comparing data from the 2025 survey to results prior to 2022.

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## Notes

<sup>1</sup> As of June 2025, households owned 88 percent of mutual fund assets. Households' total financial assets were \$134.6 trillion as of June 2025 (see US Federal Reserve Board 2025).

<sup>2</sup> Ownership includes mutual funds held in variable annuities. See Table 1 in the supplemental tables for the complete time series of mutual fund ownership. Starting in 2013, the survey questionnaire was refined in several ways. First, the order of the account type choices in the question regarding ownership of retirement and other savings accounts was changed in 2013. This change was made to avoid possible confusion between individual accounts in 401(k) and other employer-sponsored DC plan accounts versus IRAs. Starting in 2013, respondents were asked if they own a 401(k) or other employer-sponsored DC retirement plans; then respondents were asked if they own a traditional IRA or a Roth IRA; then if they own an employer-sponsored IRA; and, finally, if they own a 529 plan or Coverdell Education Savings Account (ESA). In prior years, respondents were first asked if they own a traditional IRA or Roth IRA; then if they own a Coverdell ESA; then if they own an employer-sponsored IRA; and, finally, if they own a 401(k) or other employer-sponsored plan account (529 plan ownership was a separate question). In previous years, respondents were asked separately if they have an employer-sponsored IRA and about the size of their employer. Starting in 2013, the questions were not asked separately. When asked what type of employer-sponsored IRA they own, respondents were told that a SIMPLE IRA is offered by businesses with fewer than 100 employees and has employer and employee contributions; a SAR-SEP includes only employee contributions; and a SEP IRA includes only employer contributions. Respondents who owned any type of account were asked about the mutual funds in that account. Starting in 2013, the list of possible mutual funds was refined to include more types of mutual funds and names most commonly used for different mutual fund types. This change was made to keep up to date with new types of investments and the names used for them. For example, "stock funds, such as equity income or growth funds" was not familiar to some respondents, but the phrases "large-, mid-, or small-cap stock funds" and "stock index funds including the S&P 500 index fund" triggered respondent recollection of their holdings of such funds. Respondents were also asked if they hold "money

market funds that pay a money market rate of interest, are not federally insured, and may be taxable or tax-exempt," if they hold "international or global stock funds," if they hold "bond funds including corporate, municipal, or government bond funds," if they hold "balanced funds including hybrid, lifestyle, or asset allocation funds," or if they hold "target date funds." Starting in 2014, a category for "lifecycle funds" was added. Finally, respondents were asked if they hold "any other funds."

<sup>3</sup> The survey data include the number of mutual fund owners per household, which is applied to the number of US households owning mutual funds.

<sup>4</sup> See Table 3 in the supplemental tables for the complete time series showing incidence of mutual fund ownership by age. In the 2022, 2023, 2024, and 2025 surveys, the mutual fund ownership rate among households aged 65 or older was higher than in previous data. This result is most likely due to the change in the survey methodology starting in 2022. See pages 12–13 for a discussion of the revisions to the survey for 2022, 2023, 2024, and 2025.

<sup>5</sup> The life-cycle pattern of savings suggests that older individuals are able to save at higher rates because they no longer face the expenses of buying a home, putting children through college, or paying for their own education. An augmented version of the life-cycle theory predicts that the optimal savings pattern increases with age. For a summary discussion of life-cycle models, see Browning and Crossley 2001. In addition, see discussion in Brady and Bass 2021 and Brady and Bogdan 2014. See Table 4 in the supplemental tables for the complete time series showing the age composition of mutual fund–owning households. For additional information on the characteristics of mutual fund–owning households, see Holden, Schrass, and Bogdan 2025 and Schrass and Bogdan, forthcoming.

<sup>6</sup> In 2025, households led by individuals aged 65 or older held the largest amount of mutual fund assets, 48 percent. Twenty-four percent of mutual fund assets were held by households aged 55 to 64. Thirteen percent of total household mutual fund assets were held by households aged 45 to 54 and nine percent were held by households aged 35 to 44. The remaining 6 percent was held by household respondents younger than 35.

<sup>7</sup> For a discussion of the role of IRAs in US households' retirement saving, see Holden and Schrass 2025.

<sup>8</sup> See Table 5 in the supplemental tables for the complete time series showing incidence of mutual fund ownership by household income.

<sup>9</sup> These results are from the 2025 ICI Annual Mutual Fund Shareholder Tracking Survey. The Federal Reserve Board's Survey of Consumer Finances finds a similar pattern: In 2022, the typical household with income less than \$50,000 had \$2,500 in savings and investments, while the typical household with income of \$50,000 or more had \$116,900 in savings and investments.

<sup>10</sup> See Table 6 in the supplemental tables for the complete time series showing the income composition of mutual fund-owning households. For additional information on the characteristics of mutual fund-owning households, see Holden, Schrass, and Bogdan 2025 and Schrass and Bogdan, forthcoming.

<sup>11</sup> Among mutual fund-owning households, 54 percent had college degrees or postgraduate education, compared with 40 percent of all US households (Figure 7, lower panel).

<sup>12</sup> Mutual fund ownership inside tax-deferred accounts includes ownership of funds held inside employer-sponsored retirement plans, any type of IRA, educational savings accounts, and mutual funds held in variable annuities. Table 8 in the supplemental tables reports mutual fund ownership inside and outside of employer-sponsored retirement plans. For additional information on mutual funds in DC plans and IRAs, see Investment Company Institute 2025.

<sup>13</sup> Many organizations have recently transitioned their surveys from telephone to self-administered web surveys. Some examples include the American National Election Studies (ANES), the California Health Interview Survey (CHIS), the National Household Education Survey (NHES), and the National Household Travel Survey (NHTS). See Olson et al. 2021.

<sup>14</sup> The Federal Reserve Board Survey of Consumer Finances (SCF) researchers have revised survey weights at least twice. In 1997, they determined that weights created for the 1989, 1992, and 1995 surveys were inconsistent and in 1999 the SCF researchers revised their sample weighting procedures to include race/ethnicity and home ownership. In addition, the US Census Bureau has revised the weights of the Current Population Survey in 1998, 2003, and 2012. See Kennickell and Woodburn 1999, Kennickell 1999, and US Census Bureau 2019.

<sup>15</sup> See note 2 for additional detail on changes to the survey.

<sup>16</sup> See Izrael, Hoaglin, and Battaglia 2004.

<sup>17</sup> See US Census Bureau 2025.

<sup>18</sup> For a description of the weighting methodology for data prior to 2022, see Holden, Schrass, and Bogdan 2021. For a description of the survey changes in 2022, see Holden, Schrass, and Bogdan 2022.



**Sarah Holden**

Sarah Holden, ICI senior director of retirement and investor research, leads the Institute's research efforts on investor demographics and behavior and retirement and tax policy. Holden, who joined ICI in 1999, heads efforts to track trends in household retirement saving activity and ownership of funds as well as other investments inside and outside retirement accounts. She is responsible for analysis of 401(k) plan participant activity using data collected in a collaborative effort with the Employee Benefit Research Institute (EBRI), known as the EBRI/ICI Participant-Directed Retirement Plan Data Collection Project. In addition, she oversees the IRA Investor Database™, which contains data on millions of IRA investors and allows analysis of IRA investors' contribution, rollover, conversion, and withdrawal activity, and asset allocation. Before joining ICI, Holden served as an economist at the Federal Reserve Board of Governors. She has a PhD in economics from the University of Michigan and a BA in mathematics and economics, cum laude, from Smith College.



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