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Characteristics of Mutual Fund Investors, 2013

KEY FINDINGS

- » **In 2013, most households that owned mutual funds were headed by individuals in their peak earning and saving years.** Two-thirds of mutual fund-owning households were headed by individuals between the ages of 35 and 64.
- » **The majority of mutual fund owners were employed and had moderate household incomes.** Sixty-nine percent of individuals heading households owning mutual funds were employed either full- or part-time. Fifty-six percent of U.S. households owning mutual funds had incomes between \$25,000 and \$99,999.
- » **Mutual fund-owning households often held several funds, and equity funds were the most commonly owned type of mutual fund.** Among households owning mutual funds in 2013, 81 percent held more than one fund and 86 percent owned equity funds.
- » **Almost all mutual fund investors were focused on retirement saving.** Saving for retirement was one of the financial goals for 92 percent of mutual fund-owning households, and almost three-quarters indicated that retirement saving was the household's primary financial goal.
- » **Employer-sponsored retirement plans increasingly are the gateway to mutual fund ownership.** Sixty-three percent of mutual fund-owning households that purchased their first fund in 2005 or later purchased that fund through an employer-sponsored retirement plan, compared with 52 percent of those that made their first purchase before 1990. In 2013, 42 percent of mutual fund-owning households owned funds both inside and outside employer-sponsored retirement plans. An additional 39 percent owned mutual funds only inside employer-sponsored retirement plans.

U.S. Household Ownership of Mutual Funds in 2013

In 2013, the annual ICI survey of mutual fund ownership found that 56.7 million, or 46.3 percent of, households in the United States owned mutual funds.¹ This report highlights the characteristics of those households.

Most Mutual Fund Owners Are Married, Educated, and in Their Prime Earning Years

Mutual fund shareholders vary in their age, educational attainment, and marital status. In 2013, the median age of individuals heading mutual fund-owning households

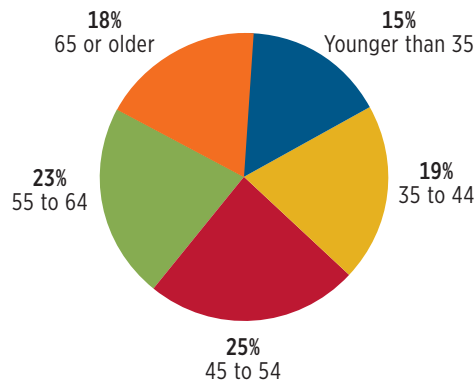
was 52 (Figure 1). Most mutual fund-owning households (67 percent) were headed by individuals between the ages of 35 and 64, the age range in which saving and investing traditionally is the greatest.²

FIGURE 1

Mutual Fund Owners Represent a Variety of Demographic Groups

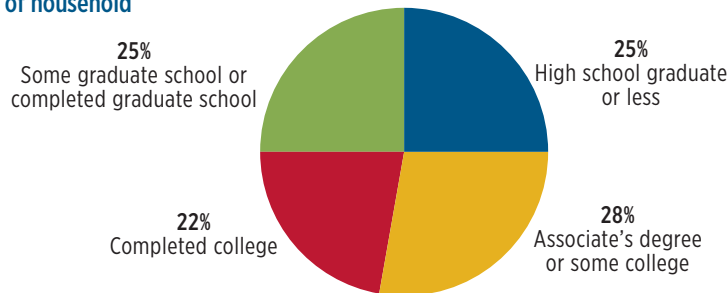
Percentage of U.S. households owning mutual funds, 2013

Age of head of household

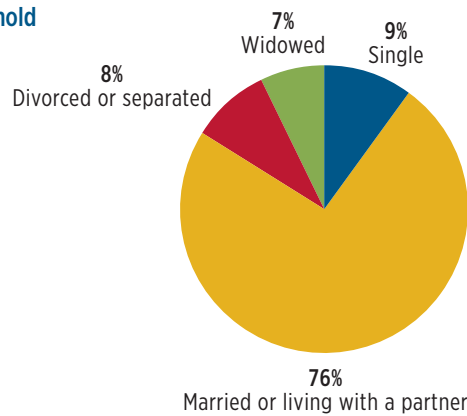


Mean: 52 years
Median: 52 years

Education level of head of household



Marital status of head of household



Note: Head of household refers to the sole or co-decisionmaker for household saving and investing.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

In 2013, 15 percent of mutual fund–owning households were headed by individuals younger than 35, and 18 percent were headed by individuals aged 65 or older (Figure 1). Among heads of mutual fund–owning households, 47 percent had college degrees or postgraduate education, and another 28 percent had obtained associate’s degrees or some college education. Seventy-six percent were married or living with a partner.

Most Mutual Fund Owners Are Employed and Middle-Income

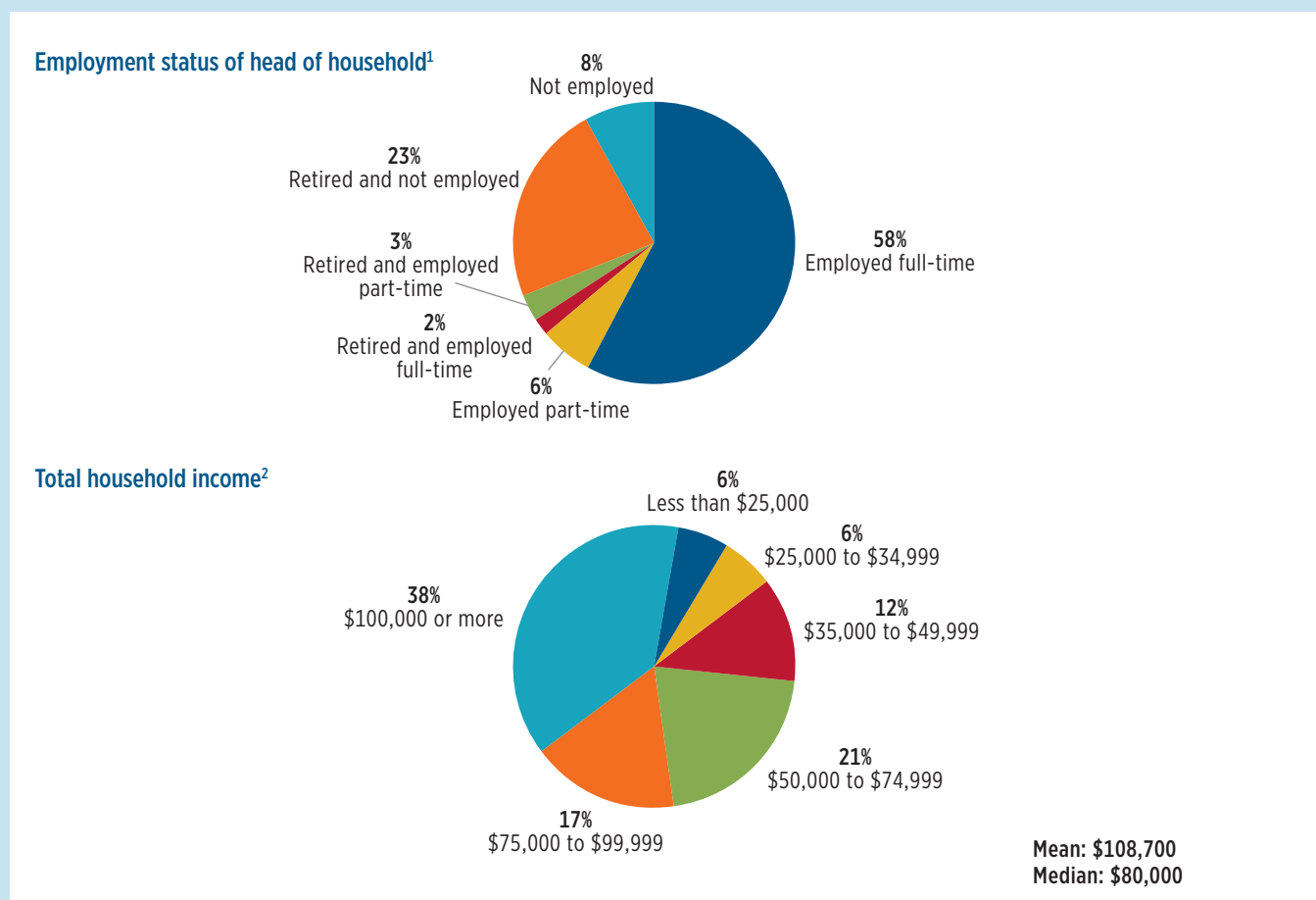
Individuals across all employment and income groups own mutual funds. Among households that owned mutual funds

in 2013, 69 percent were headed by individuals who were employed full- or part-time (Figure 2). Among the 31 percent who were not employed, 74 percent were retired—that is, they responded affirmatively to the question: “Are you retired from your lifetime occupation?” Overall, 28 percent of individuals heading households that owned mutual funds said that they were retired.³ The median household income of mutual fund–owning households was \$80,000; 24 percent had household incomes of less than \$50,000; 21 percent had household incomes between \$50,000 and \$74,999; 17 percent had incomes between \$75,000 and \$99,999; and 17 percent had incomes between \$75,000 and \$99,999; and 17 percent had incomes between \$75,000 and \$99,999. The remaining 38 percent had household incomes of \$100,000 or more.

FIGURE 2

Mutual Fund Owners Represent Many Different Employment and Income Groups

Percentage of U.S. households owning mutual funds, 2013



¹ Head of household refers to the sole or co-decisionmaker for household saving and investing.

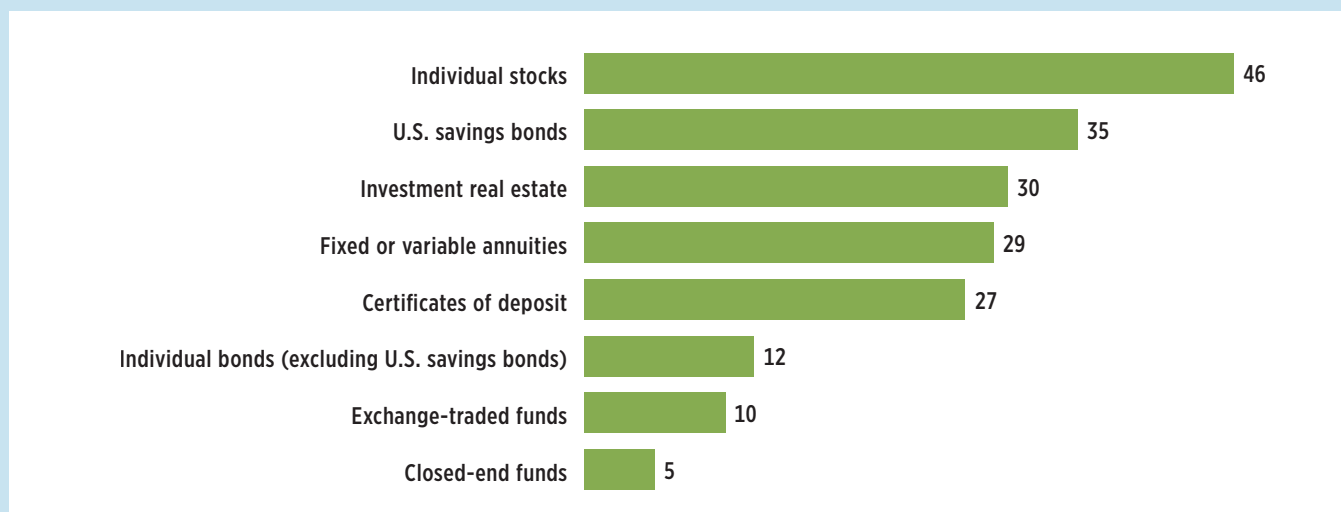
² Total reported is household income before taxes in 2012.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

FIGURE 3

Mutual Fund–Owning Households Hold a Mix of Financial Assets

Percentage of U.S. households owning mutual funds, 2013



Note: Multiple responses are included.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

Mutual Fund Owners Hold a Range of Other Investments

Mutual fund–owning households typically have other types of savings and investments: 46 percent owned individual stocks, 35 percent owned U.S. savings bonds, 30 percent owned investment real estate, and 29 percent owned

fixed or variable annuities in 2013 (Figure 3). In addition, 27 percent owned certificates of deposit, 12 percent owned individual bonds (excluding U.S. savings bonds), 10 percent owned exchange-traded funds (ETFs), and 5 percent owned closed-end funds.

Additional Reading

For more detailed information about mutual fund owners, see “Profile of Mutual Fund Shareholders, 2013,” ICI’s full report of the findings of the 2013 Annual Mutual Fund Shareholder Tracking Survey. This report presents a comprehensive overview of mutual fund owners, including their demographic characteristics, the ways in which they purchase fund shares, and the ways in which U.S. households use funds to meet their current and long-term financial needs. “Profile of Mutual Fund Shareholders, 2013” will be published in early 2014. See also “Ownership of Mutual Funds, Shareholder Sentiment, and Use of the Internet, 2013,” *ICI Research Perspective* 19, no. 9 (October), available at www.ici.org/pdf/per19-09.pdf.

Mutual Funds Are Important Components in Investor Portfolios

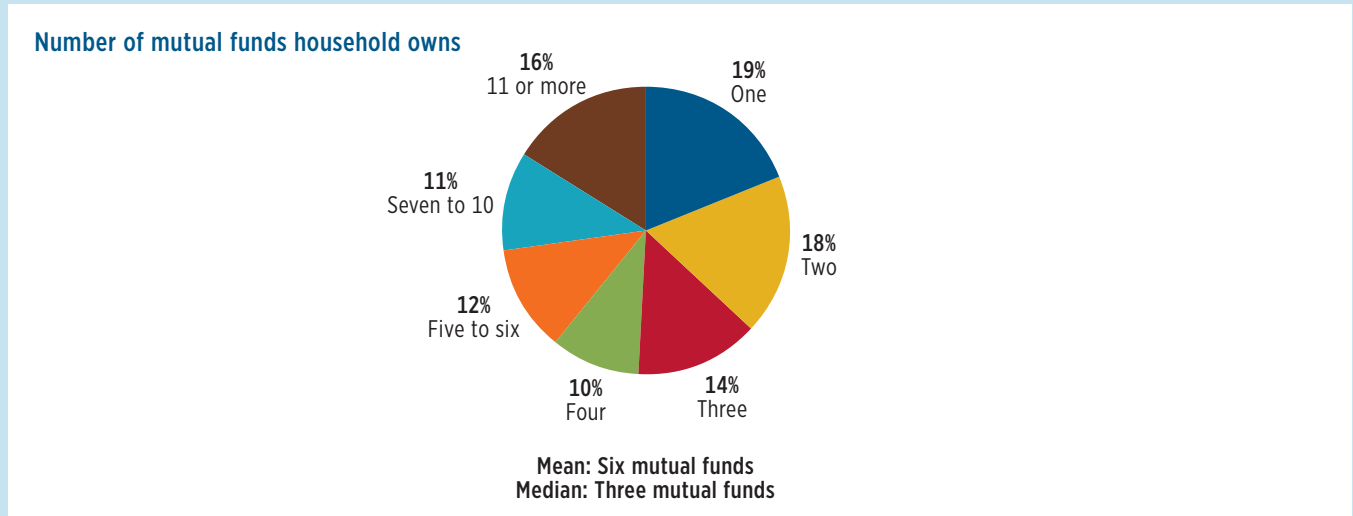
Mutual fund-owning households often hold more than one mutual fund. In 2013, the median number of mutual funds owned by shareholder households was three (Figure 4). Among these households, 51 percent owned three or fewer funds, and 49 percent owned four or more, with 16 percent reporting they held 11 or more funds.

Equity funds were the most commonly owned type of mutual fund, held by 86 percent of mutual fund-owning households (Figure 5). In addition, 32 percent owned balanced funds, nearly half owned bond funds, and 54 percent owned money market funds. Mutual fund holdings represented a significant portion of these households' financial assets: 66 percent had more than half of their household financial assets invested in mutual funds (Figure 6).

FIGURE 4

Most Mutual Fund-Owning Households Own Multiple Funds

Percentage of U.S. households owning mutual funds, 2013

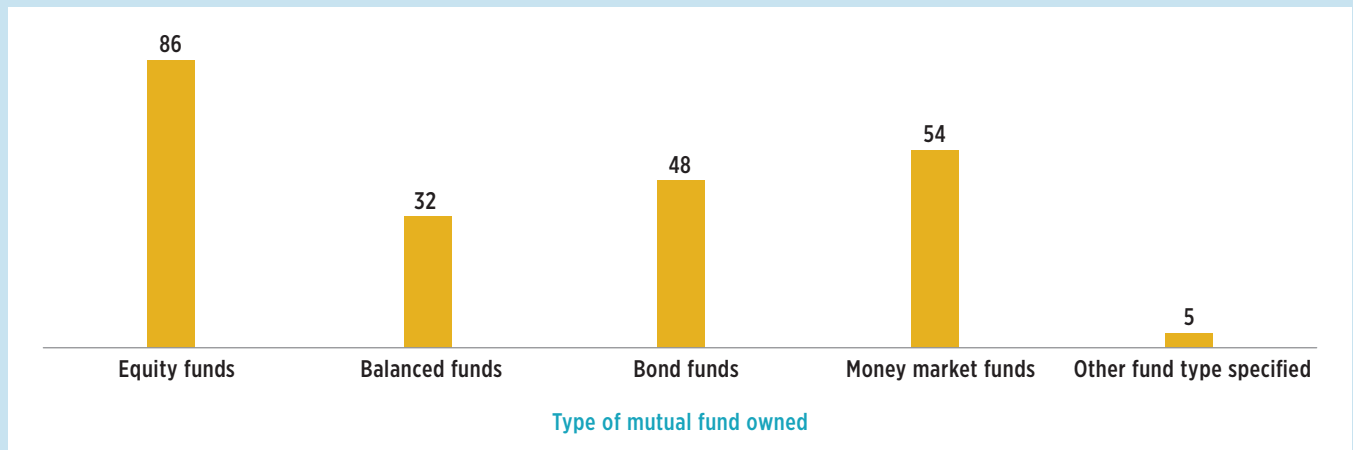


Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

FIGURE 5

Equity Funds Are the Most Commonly Owned Type of Mutual Fund

Percentage of U.S. households owning mutual funds, 2013



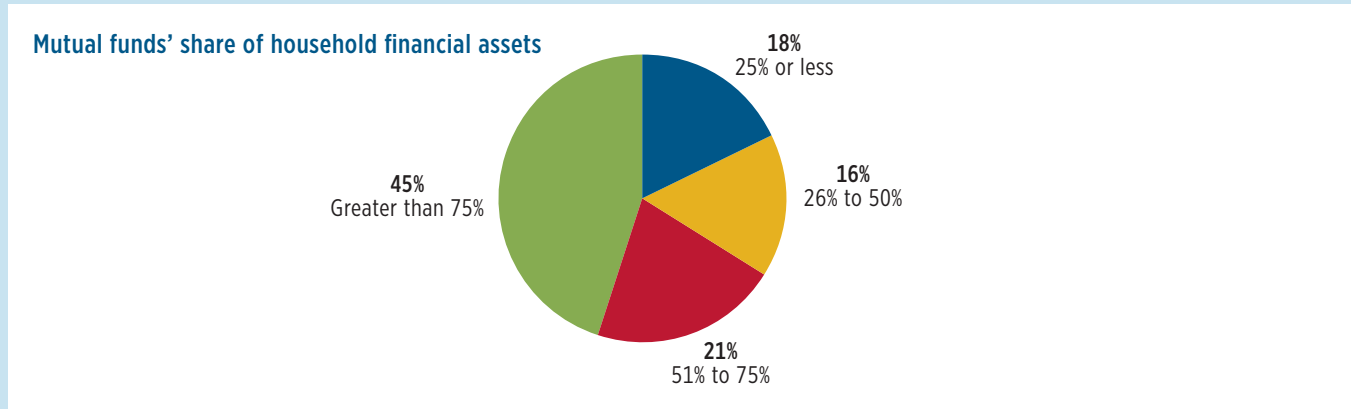
Note: Multiple responses are included.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

FIGURE 6

Mutual Funds Are an Important Component of Investor Portfolios

Percentage of U.S. households owning mutual funds, 2013



Note: Household financial assets include assets in employer-sponsored retirement plans but exclude the household's primary residence.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

Retirement Saving Is Often the Goal of Mutual Fund Investors

Mutual fund-owning households have a variety of financial goals for their mutual fund investments. The vast majority, 92 percent, indicated they were using mutual funds to save for retirement (Figure 7), and 72 percent indicated that saving for retirement was their household's primary financial goal.

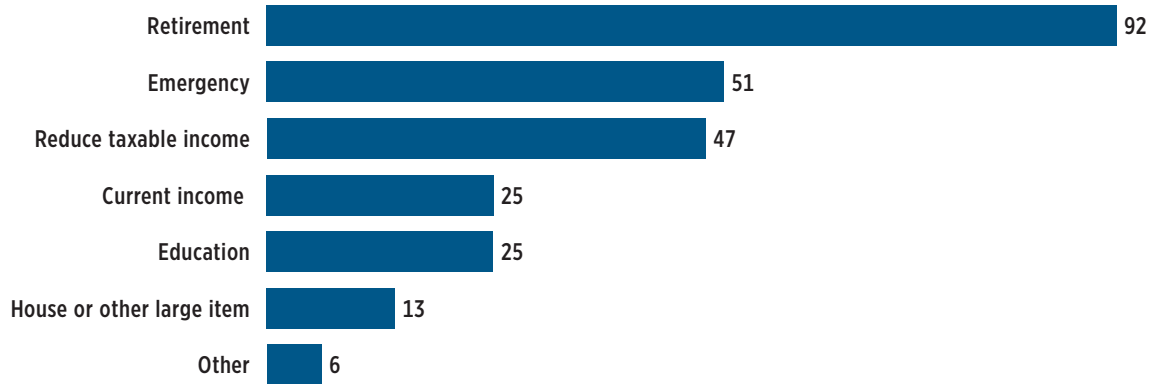
Retirement is not the only financial goal for households' mutual fund investments. Fifty-one percent listed saving for an emergency as a goal, and 25 percent reported saving for education among their goals (Figure 7). Nearly half of mutual fund-owning households reported that reducing their taxable income was one of their goals. While many mutual fund-owning households (52.9 million) held funds in tax-deferred savings accounts,⁴ 12.8 million U.S. households held long-term mutual funds (stock, bond, and balanced/hybrid funds) in taxable accounts in 2013.

FIGURE 7

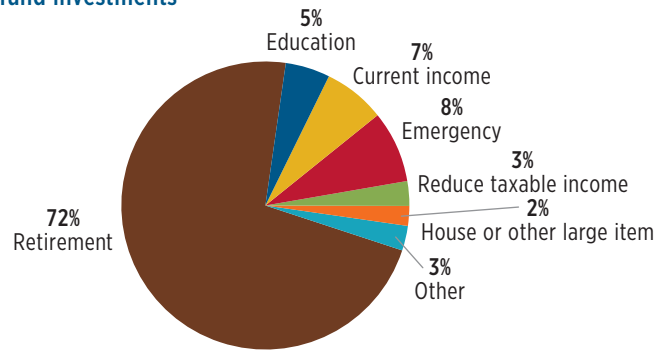
Majority of Mutual Fund Investors Focus on Retirement

Percentage of U.S. households owning mutual funds, 2013

Financial goals for mutual fund investments*



Primary financial goal for mutual fund investments



*Multiple responses are included.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

Employer-Sponsored Retirement Plans and Investment Professionals Are the Main Channels of Fund Investments

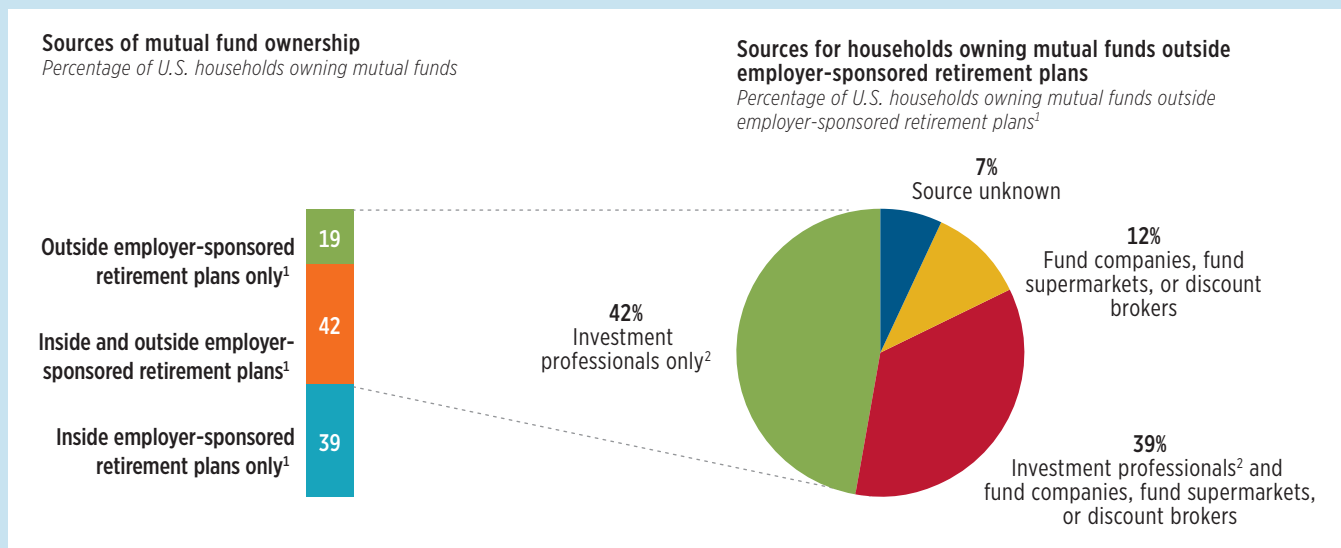
Among mutual fund-owning households, 39 percent invested in mutual funds solely inside employer-sponsored retirement plans, which include defined contribution (DC) plans and employer-sponsored individual retirement accounts (IRAs);⁵ 19 percent owned funds solely outside

these plans; and 42 percent had funds both inside and outside employer-sponsored retirement plans (Figure 8).⁶ Altogether, 81 percent of mutual fund-owning households owned funds through employer-sponsored retirement plans, and 61 percent owned funds outside of these plans.⁷ Among households owning mutual funds outside of employer-sponsored retirement plans, 81 percent owned funds purchased from an investment professional.⁸

FIGURE 8

Mutual Fund Investments Outside Retirement Plans Are Often Guided by Financial Advisers

2013



¹ 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).

² Investment professionals include registered investment advisers, full-service brokers, independent financial planners, bank and savings institution representatives, insurance agents, and accountants.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

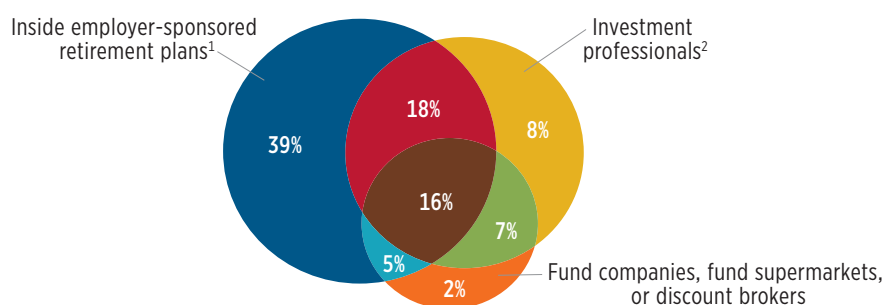
Nearly half (49 percent) of mutual fund-owning households held mutual funds through multiple sources. In May 2013, 18 percent of mutual fund-owning households held mutual funds both inside employer-sponsored retirement plans and through investment professionals; 5 percent owned mutual funds both inside employer-sponsored retirement plans and directly through fund companies, fund supermarkets, or discount brokers; and 7 percent held mutual funds

through investment professionals and fund companies, fund supermarkets, or discount brokers (Figure 9).⁹ Another 16 percent owned mutual funds through all three source categories. When owning funds only through one source category, the most common route to fund ownership was employer-sponsored retirement plans: 39 percent of mutual fund-owning households owned funds only through their employer-sponsored retirement plans.

FIGURE 9

Nearly Half of Mutual Fund-Owning Households Held Shares Through Multiple Sources

Percentage of U.S. households owning mutual funds, 2013



¹ 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).

² Investment professionals include registered investment advisers, full-service brokers, independent financial planners, bank and savings institution representatives, insurance agents, and accountants.

Note: Figure does not add to 100 percent because 5 percent of households owning mutual funds outside of employer-sponsored retirement plans did not indicate which source was used to purchase funds. Of this 5 percent, 3 percent owned funds both inside and outside employer-sponsored retirement plans and 2 percent owned funds only outside of employer-sponsored retirement plans.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

First Mutual Fund Purchases Increasingly Are Made Through Employer-Sponsored Plans

Mutual fund-owning households often purchase their first mutual fund through employer-sponsored retirement plans. In 2013, across all mutual fund-owning households, 62 percent had purchased their first fund through that channel (Figure 10). Households that made their first mutual

fund purchase more recently were more likely to have done so through employer-sponsored retirement plans. Among households that bought their first mutual fund in 2005 or later, 63 percent bought that first fund through such a plan, compared with 52 percent of households that first purchased mutual funds before 1990.

FIGURE 10

Employer-Sponsored Retirement Plans Are Increasingly the Source of First Fund Purchase

Percentage of U.S. households owning mutual funds, 2013

	Year of household's first mutual fund purchase					Memo: all mutual fund-owning households
	Before 1990	Between 1990 and 1994	Between 1995 and 1999	Between 2000 and 2004	2005 or later	
Source of first mutual fund purchase						
Inside employer-sponsored retirement plans	52	68	73	67	63	62
Outside employer-sponsored retirement plans	48	32	27	33	37	38

Note: 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).

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

Most Mutual Fund–Owning Households Bought Their First Fund Before 2000

Most mutual fund–owning households have invested in mutual funds for many years: 35 percent bought their first mutual fund before 1990; 15 percent purchased their first

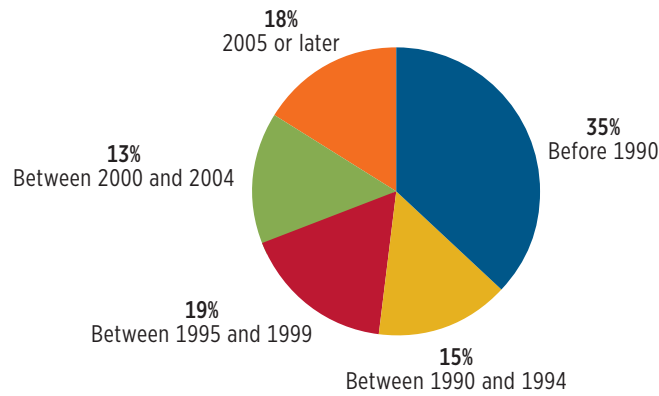
fund between 1990 and 1994; and 19 percent bought their first fund between 1995 and 1999 (Figure 11). Thirty-one percent of mutual fund–owning households purchased their first fund in 2000 or later.

FIGURE 11

Most Mutual Fund–Owning Households Purchased Their First Fund More Than a Decade Ago

Percentage of U.S. households owning mutual funds, 2013

Year of household's first mutual fund purchase



Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

Baby Boomers Own the Largest Share of Mutual Fund Assets

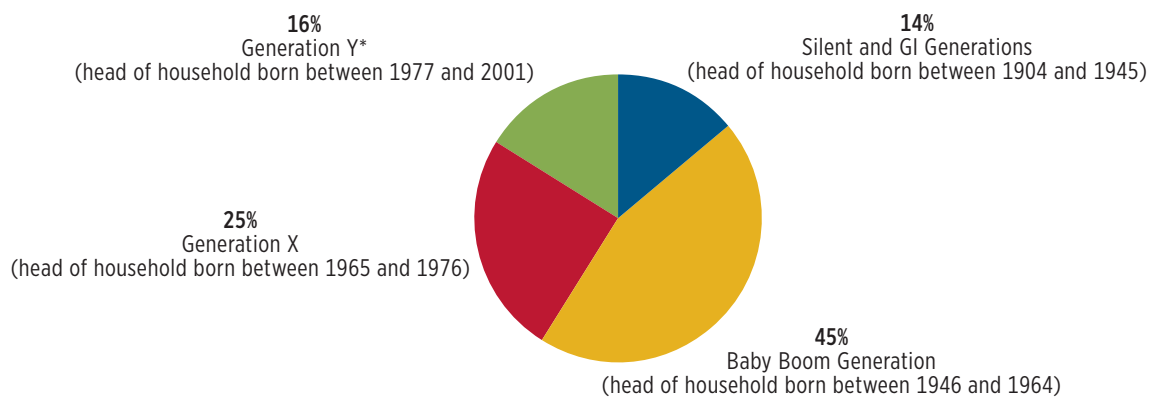
Mutual fund-owning households are headed by members of all generations, but members of the Baby Boom Generation (head of household born between 1946 and 1964) were the largest share in 2013. Forty-five percent of households owning mutual funds were headed by members of the Baby Boom Generation (Figure 12). In addition, 25 percent of

households owning mutual funds were headed by members of Generation X (head of household born between 1965 and 1976) and 16 percent were headed by members of Generation Y (head of household born between 1977 and 2001).¹⁰ Fourteen percent of households owning mutual funds were headed by members of the Silent and GI Generations (head of household born between 1904 and 1945).¹¹

FIGURE 12

Baby Boomers Are the Largest Mutual Fund-Owning Generation

Percentage of U.S. households owning mutual funds, 2013



*Survey participants must be 18 or older and be the most knowledgeable about the household's savings and investments; so although people born between 1977 and 2001 are members of Generation Y, only those born between 1977 and 1995 are included in this survey.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

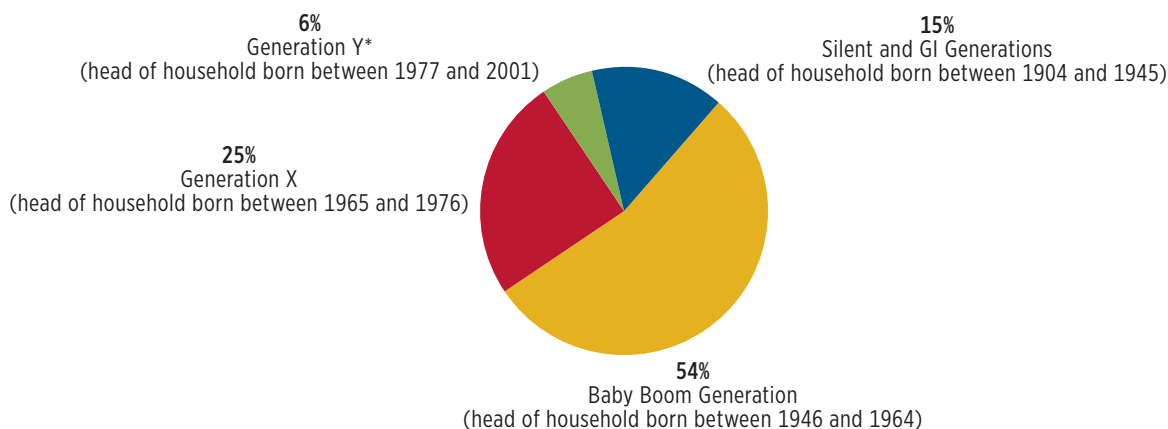
In addition to being the largest shareholder group, the largest percentage of mutual fund assets owned by households was held by Baby Boomers. Fifty-four percent of households' total mutual fund assets were owned by households headed by members of the Baby Boom

Generation (Figure 13). Households headed by members of the Silent and GI Generations held another 15 percent of households' total mutual fund assets, Generation X held 25 percent, and Generation Y held the remaining 6 percent of households' total mutual fund assets.¹²

FIGURE 13

The Majority of Mutual Fund Assets Are Held by Baby Boomers

Percentage of households' total mutual fund assets held by generation, 2013



*Survey participants must be 18 or older and be the most knowledgeable about the household's savings and investments; so although people born between 1977 and 2001 are members of Generation Y, only those born between 1977 and 1995 are included in this survey.

Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey

About the Survey

The Investment Company Institute conducts the Annual Mutual Fund Shareholder Tracking Survey each spring to gather information on the demographic and financial characteristics of mutual fund-owning households in the United States. The most recent survey was undertaken in May 2013 and was based on a sample of 4,001 U.S. households selected by random digit dialing, of which 1,853 households, or 46.3 percent, owned mutual funds. All interviews were conducted over the telephone with the member of the household who was the sole or co-decisionmaker most knowledgeable about the household's savings and investments. The standard error for the 2013 sample of households owning mutual funds was ± 2.3 percentage points at the 95 percent confidence level. In the usual course of household survey work, researchers periodically reexamine the questions asked in the survey to ensure that the results published are representative of the characteristics of the millions of household in the United States. ICI reexamined its Annual Mutual Fund Shareholder Tracking Survey this year, and the figures presented in this paper for the 2013 survey results reflect a revised questionnaire.¹³

Notes

¹ The 2013 ICI Annual Mutual Fund Shareholder Tracking Survey included a randomly selected sample of 4,001 U.S. households, of which 1,853 households, or 46.3 percent, owned mutual funds. The standard error for the 2013 sample of households owning mutual funds is ± 2.3 percentage points at the 95 percent confidence level. Survey data have been weighted to match census region, age distribution, household income distribution, and educational attainment of the U.S. population. For additional discussion of incidence of mutual fund ownership in the United States, see Burham, Bogdan, and Schrass 2013. For additional detail on the characteristics of U.S. households that own mutual funds, see Bogdan and Schrass 2014, forthcoming. U.S. Census Bureau 2013 reported that there were 122.5 million households in the United States in 2013.

In the usual course of household survey work, researchers periodically reexamine the questions asked in the survey to ensure that the results published are representative of the characteristics of the millions of households in the United States. ICI reexamined its Annual Mutual Fund Shareholder Tracking Survey this year, and the figures presented in this paper for the 2013 survey results reflect a revised questionnaire. The order of the account type choices in the question regarding ownership of retirement and other savings accounts was changed in 2013. This change, which moved 401(k) and other DC plan accounts to be first on the list, primarily was made to avoid possible confusion between individual accounts in 401(k) and other DC plans versus IRAs. In addition, more survey respondents were asked about the types of mutual funds they possibly owned and were asked about more types of mutual funds. 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. For additional detail on the survey methods, see Burham, Bogdan, and Schrass 2013.

² 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 Bogdan 2013, as well as Sabelhaus, Bogdan, and Schrass 2008.

³ Among households whose heads reported they were retired, 82 percent were not employed, 11 percent were employed part-time, and 7 percent were employed full-time.

⁴ Tax-deferred accounts include employer-sponsored retirement plans (including employer-sponsored IRAs), traditional IRAs, Roth IRAs, and variable annuities. See Burham, Bogdan, and Schrass 2013 for additional information.

⁵ DC plans include 401(k), 403(b), 457 plans, and other DC plans. Employer-sponsored IRAs include SEP IRAs, SAR-SEP IRAs, and SIMPLE IRAs. For more information on employer-sponsored retirement plans, see Investment Company Institute 2013. For additional information on households that own IRAs, see Holden and Schrass 2012a and 2012b.

⁶ Likely resulting from the change in the ordering of the different retirement and education savings accounts households can own, incidence of IRA ownership fell in the 2013 survey. This reduced the percentage of mutual fund-owning households who own mutual funds only outside employer-sponsored retirement plans. In 2012, 28 percent of mutual fund-owning households owned mutual funds only outside employer-sponsored plans, 37 percent owned funds both inside and outside employer-sponsored retirement plans, and 35 percent owned mutual funds solely inside employer-sponsored retirement plans. See Schrass, Bogdan, and Holden 2012 for additional information.

⁷ Mutual funds held in traditional IRAs or Roth IRAs were counted as funds owned outside employer-sponsored retirement plans. Forty-one percent of U.S. households that owned mutual funds held funds in traditional IRAs or Roth IRAs in 2013 (see Bogdan and Schrass 2014, forthcoming).

⁸ Investment professionals include registered investment advisers, full-service brokers, independent financial planners, bank and savings institution representatives, insurance agents, and accountants. For additional information on mutual fund owners' use of investment professionals, see Bogdan and Schrass 2014, forthcoming; Leonard-Chambers and Bogdan 2007; and Schrass 2013.

⁹ In addition, 3 percent of mutual fund-owning households owned mutual funds both inside and outside employer-sponsored retirement plans, but did not indicate specifically which outside source they used.

¹⁰ Survey participants must be 18 or older and be the most knowledgeable about the household's savings and investments; so although people born between 1977 and 2001 are members of Generation Y, only those born between 1977 and 1995 are included in this survey.

¹¹ Households headed by members of the Silent Generation (born between 1925 and 1945) were 13 percent of all mutual fund-owning households; the GI Generation (born between 1904 and 1924) represented 1 percent. For additional information on mutual fund-owning households by generation, see Bogdan and Schrass 2014, forthcoming.

¹² See note 10.

¹³ See Burham, Bogdan, and Schrass 2013 for additional information.

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