



Thoughtful Households Relating Investing Experiences (THRIVE): November 2023 to July 2024

Office of Investor Research

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THRIVE summary

- Thoughtful Households Relating InVesting Experiences (THRIVE) is an online survey panel utilized within the broader umbrella of the investor testing project known as POSITIER.
- THRIVE allows the Office of Investor Research (OIR) to conduct surveys about investment behavior in real time.
- The same 7500 respondents are invited to participate in surveys at least once a quarter on topics related to financial decision making.
- The panel is representative of the overall US population, with oversamples based on race and ethnicity.
- Each quarter we ask recurring questions and novel, rotating modules.
- The panel is also used for investor testing.



THRIVE highlights to date

 **6,000**
Households
Data over **9 months**

7 Bespoke
surveys

5 Recurring



2 Investor testing
projects



Overview

- Why did we develop THRIVE
- OIR skills and expertise contributed to THRIVE
- Who we survey and how it works
- Types of data collection
- Sample findings to date
- Challenges moving forward



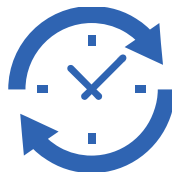
Why did we develop THRIVE?

Investor testing to support rulemaking



Online surveys allow us to test disclosures, showing respondents text and visuals.

Ability to respond to time-sensitive research needs



Because we have already identified a sample suitable for many research projects, we are able to deliver surveys quickly.

Study within-household shocks and changes (e.g., first time investing)



By surveying the same people over time, we observe individual transitions (e.g., from non-investor to investor).

Creation of metrics (e.g., quarterly information on the share of the US population purchasing new investments)



By asking a repeating set of questions, we can reliably track trends and developments (e.g., product emergence).

Cost-effective



Linking responses over time increases efficiency and reduces costs.

- Target relevant individuals using historical data
- Measure stable behavioral constructs less frequently⁵

OIR has the skills to develop this unique resource

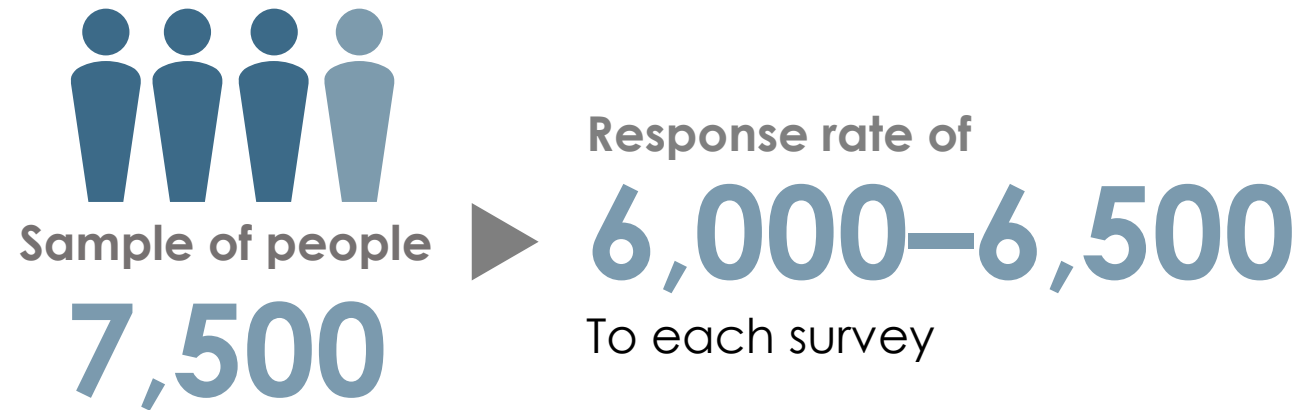


Design of Sample and Content

- We selected the NORC AmeriSpeak Panel because it is carefully designed to ensure representativeness:
 - Sample is recruited through Address Based Sampling: unlike opt-in panels, participants must be invited to join
 - Mail and face-to-face contacts are used for recruiting
 - People are randomly selected from the AmeriSpeak panel to be part of THRIVE
 - Statistical weights are applied to address any imbalances in the makeup of the panel
- OIR develops all survey questions drawing on:
 - State-of-the-art measurement of key financial, economic, and psychological concepts
 - Qualitative and quantitative pilot testing of new questions
 - Staff expertise and experience, including previously developed surveys



Who we survey



General population

- Investors
- Non-investors

Respondent Oversamples

- Non-Hispanic Black
- Hispanic
- Asian

Historical Data Available

1/3 2019 and 2020
Respondents
answered

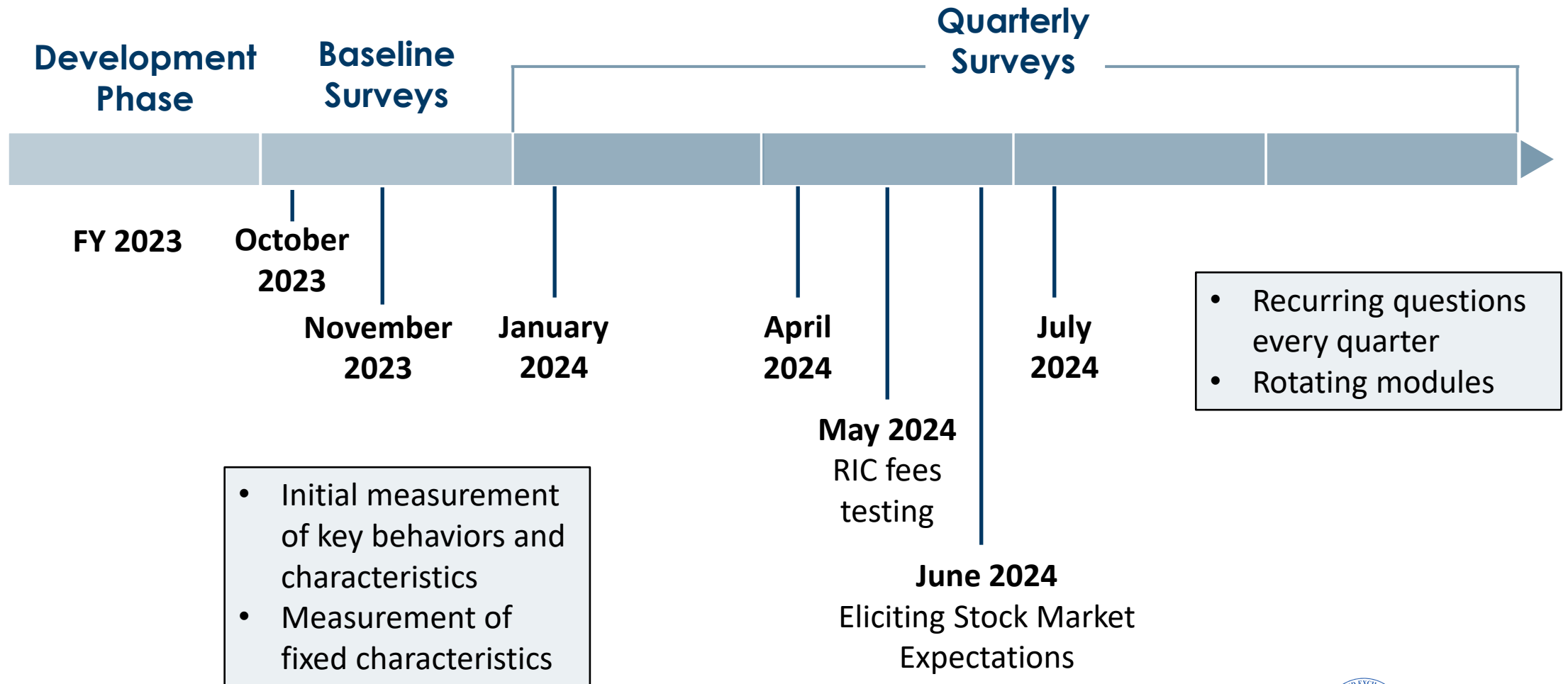


How it works

- THRIVE surveys began in October 2023.
 - As of August 30, 2024, seven surveys have been fielded.
- Builds on prior work conducted by OIR.
- All surveys are administered online.
- Surveys are designed by OIR staff.
- Surveys are conducted through a contract with NORC.
- Respondents are compensated for responding to surveys.



Types of data collection

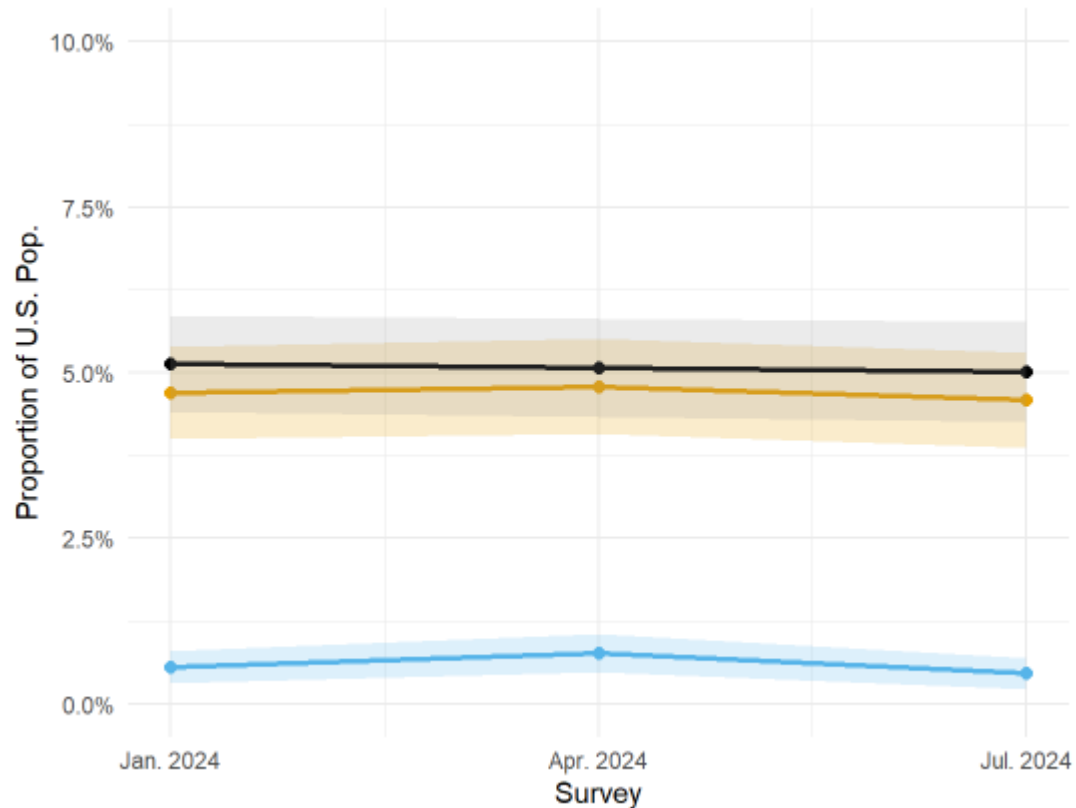


KEY FINDINGS TO DATE

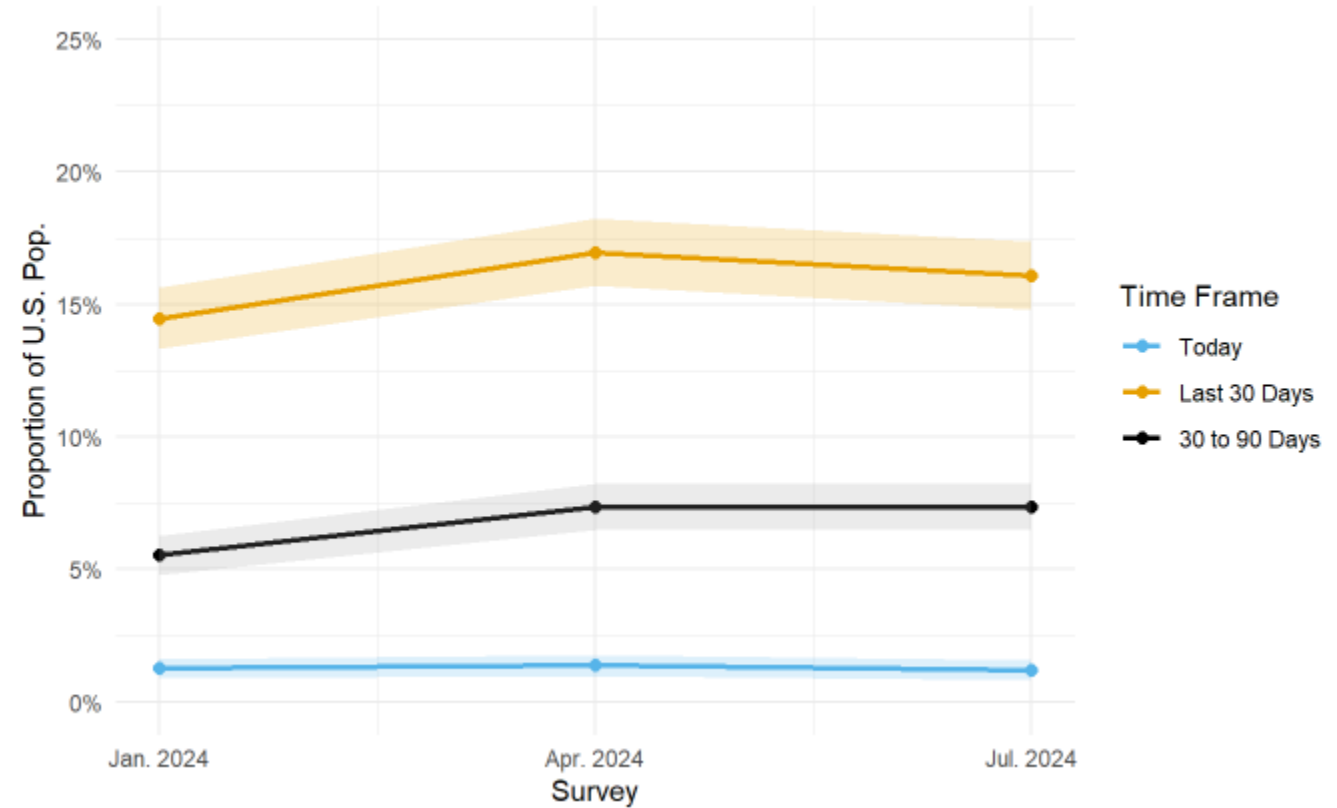


1. Purchases and Sales of Investments In Last 90 Days

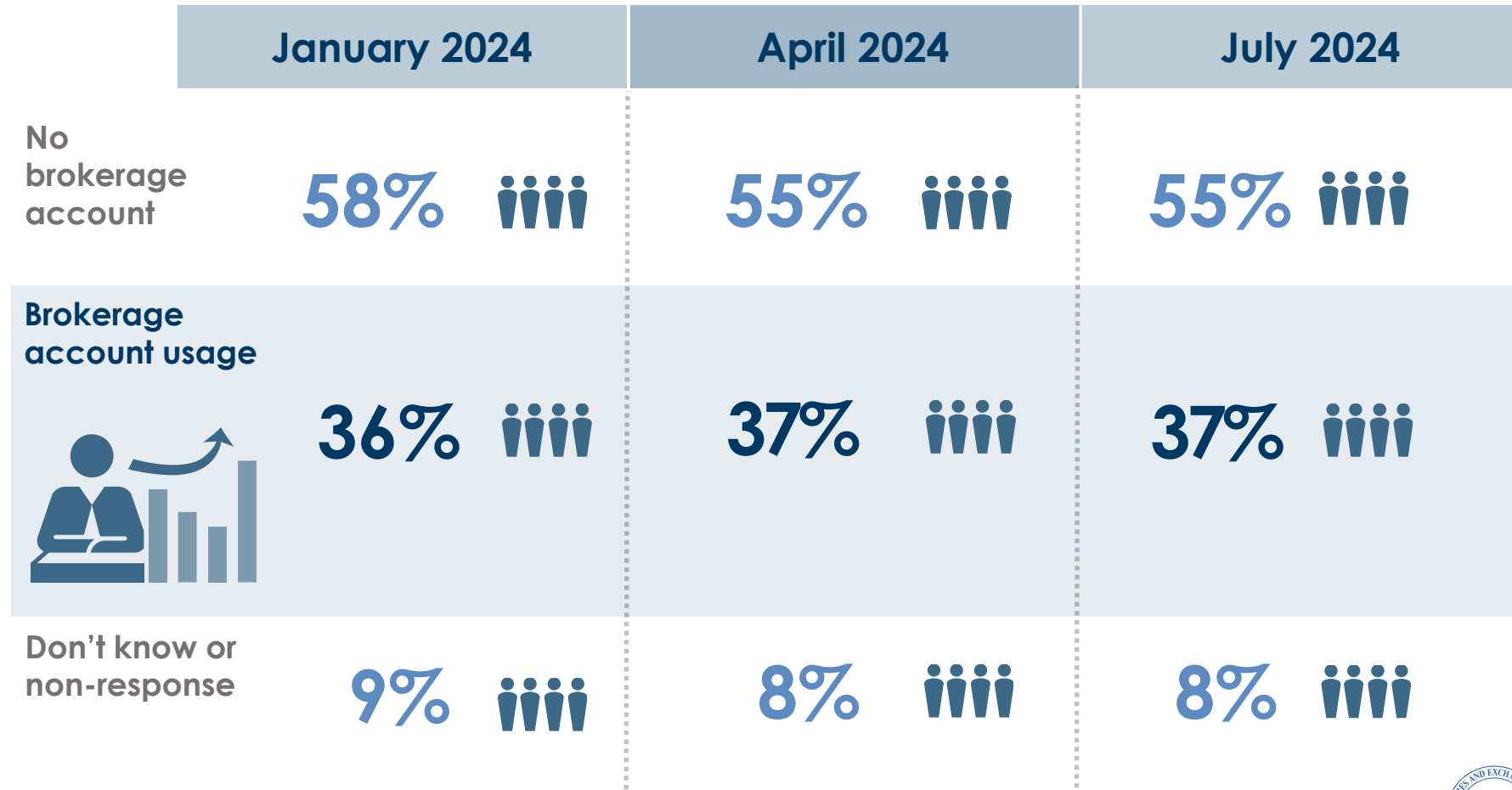
Last Sale of a Financial Investment



Last Purchase of a Financial Investment

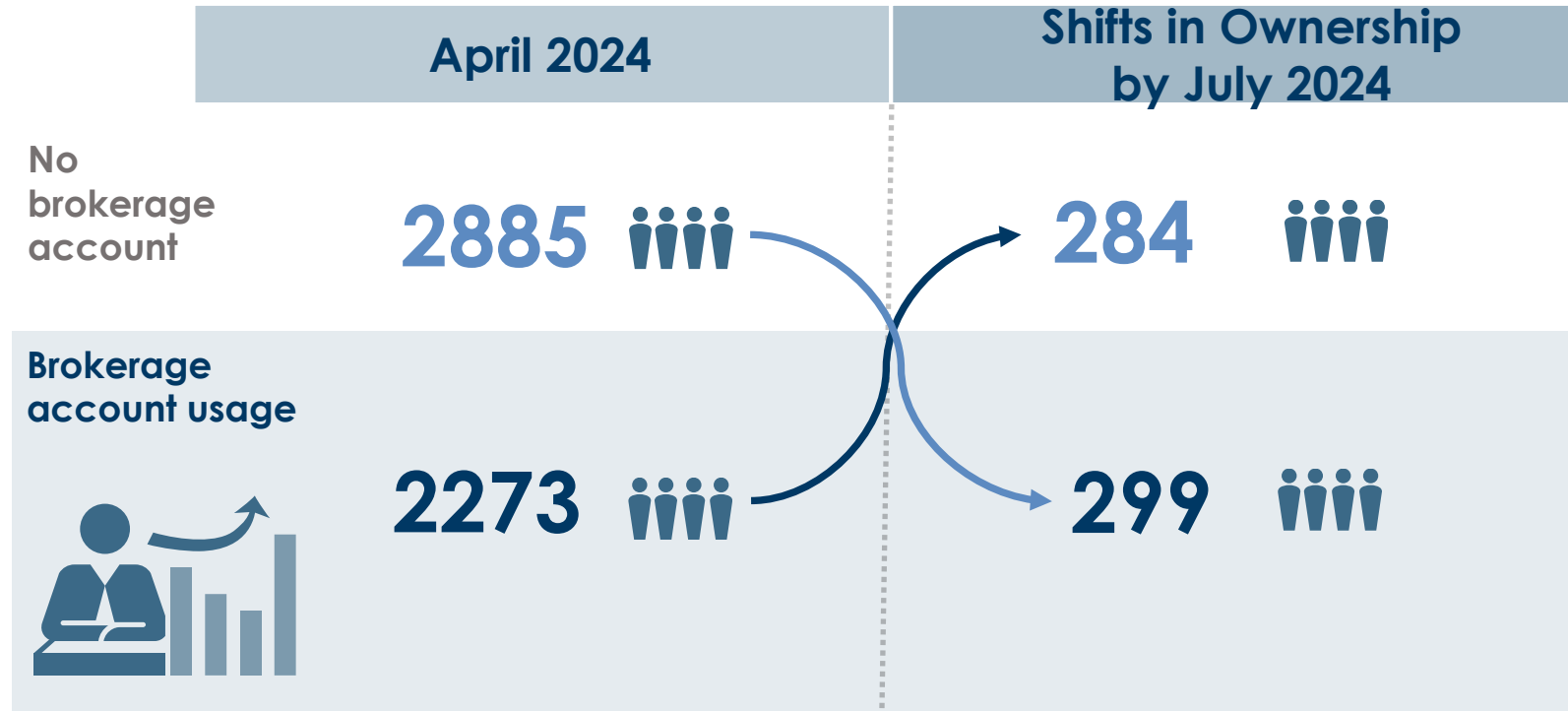


2. The share of people with brokerage accounts has been relatively stable ...



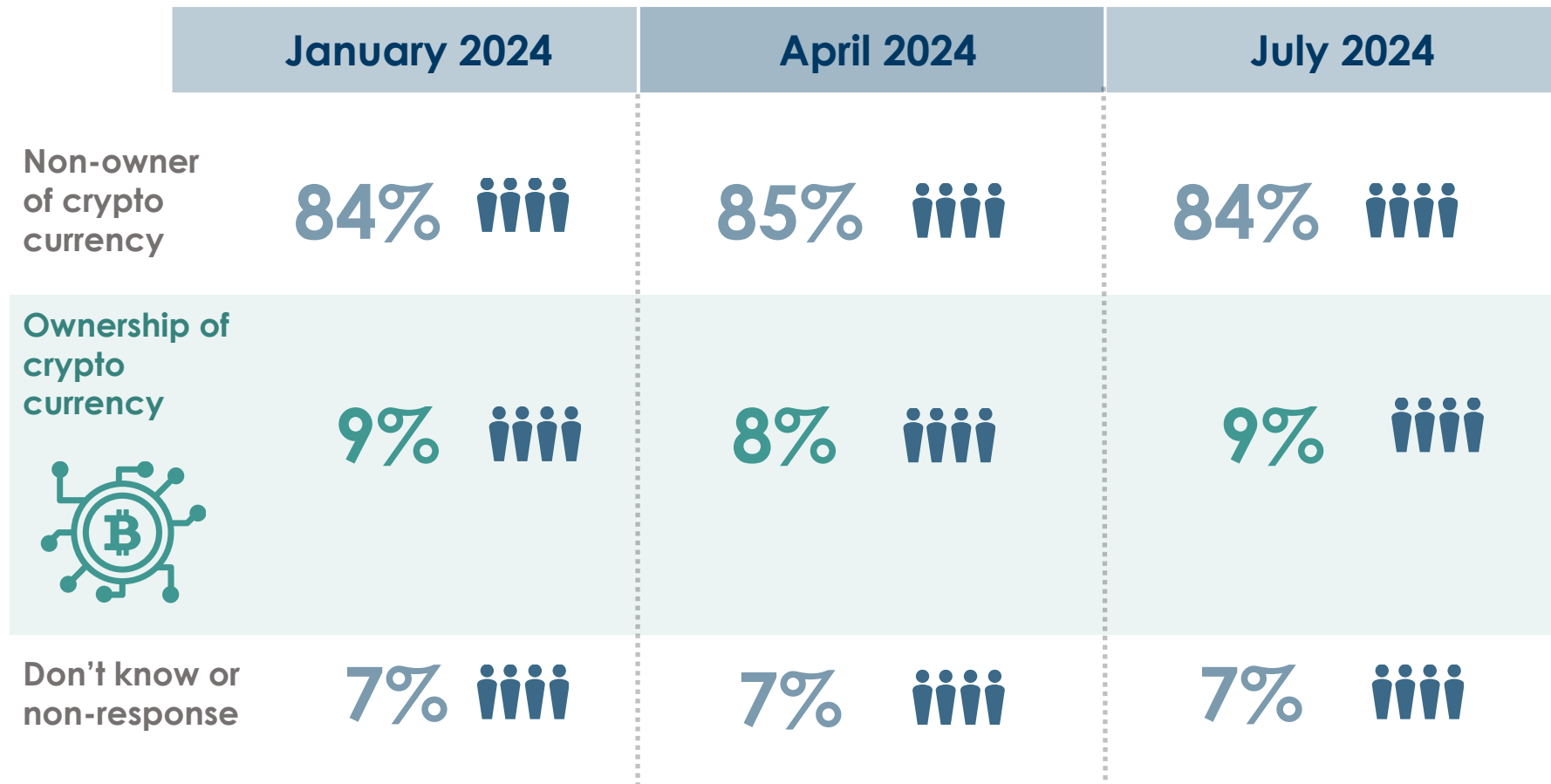
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...But that masks underlying churn.

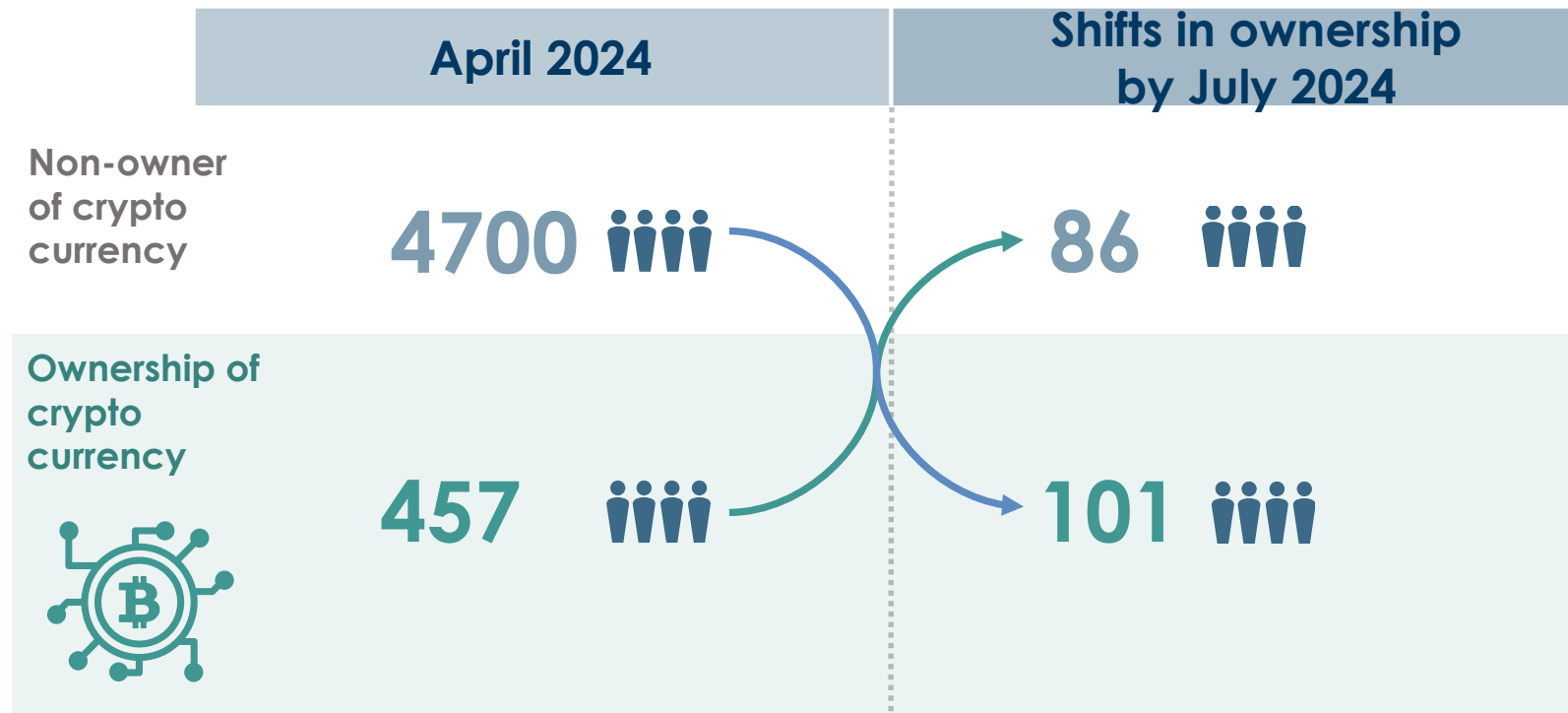


Note: numbers include only those in both waves, and exclude don't know and non-response

3. The share of people with cryptocurrency is relatively stable...

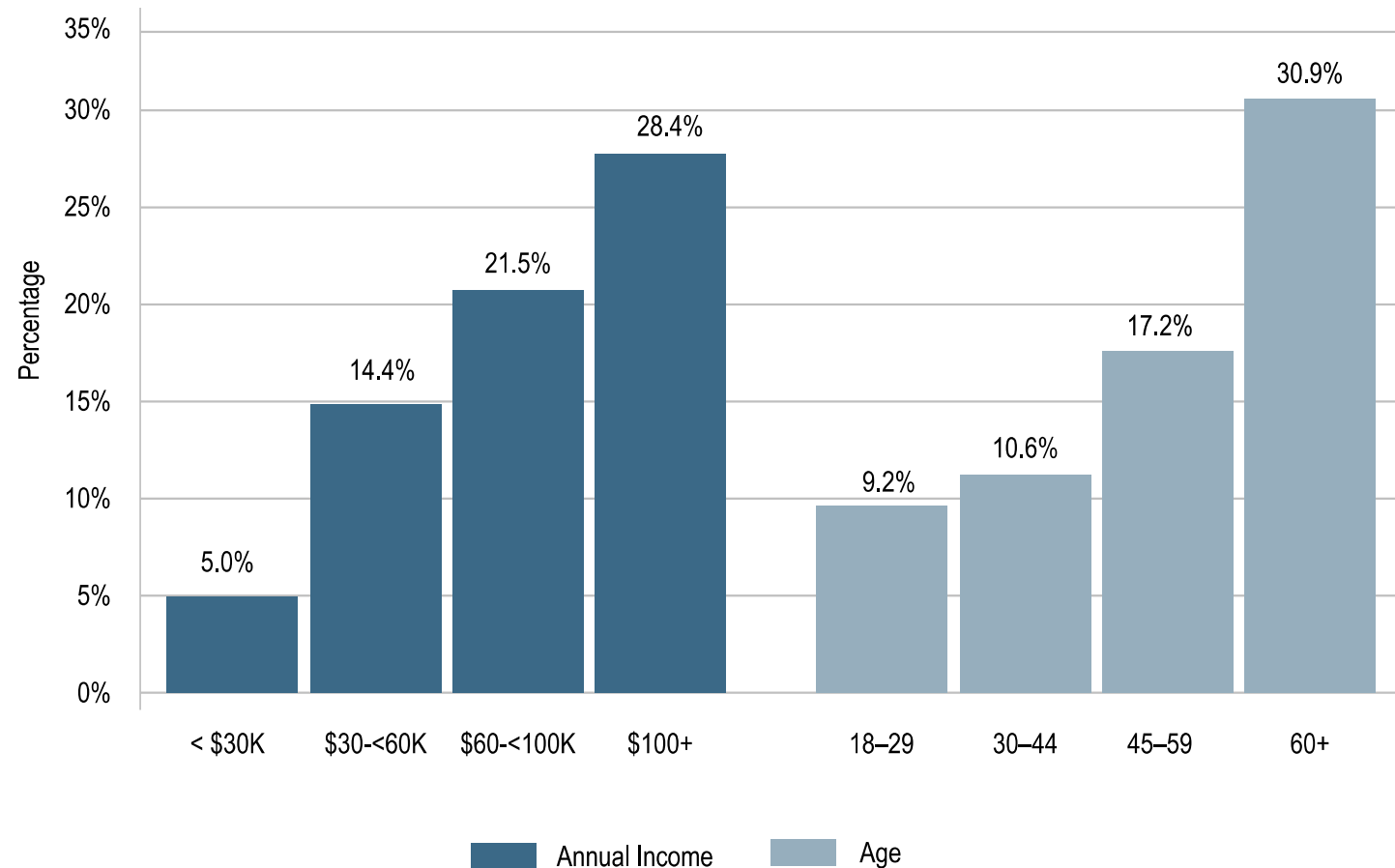


... But that masks underlying churn: Each quarter over 15% of cryptocurrency owners liquidate their assets.



Note: numbers include only those in both waves, and exclude don't know and non-response

4. Who uses investment advice?



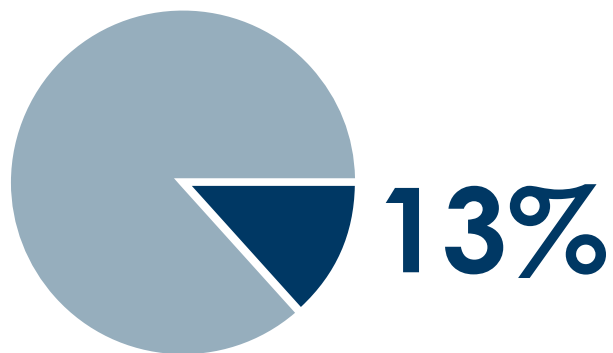
18%
of U.S. Population
Reports receiving
investment advice
*As of January 2024



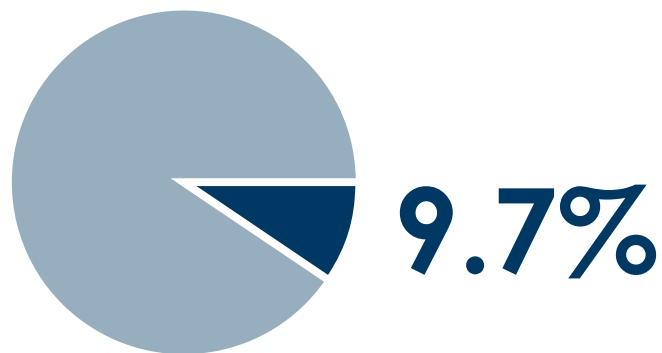
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Exchange Commission**

5. Accredited Investors

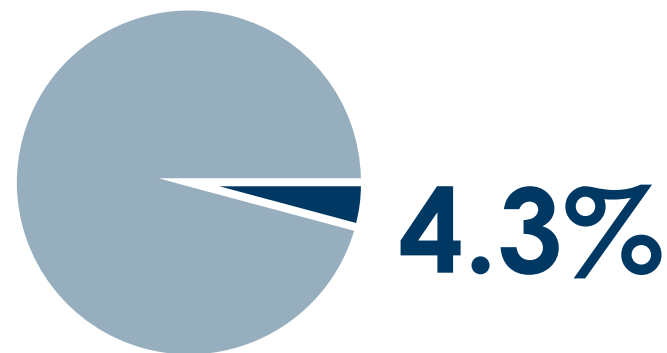
- In January 2024, we asked targeted questions about the accredited investor qualifying criteria.



of the U.S. population
qualifies as an accredited
investor



of the U.S. population
qualifies because of net
worth.



of those who qualify as
accredited investors report
owning private funds or
private offerings.



**U.S. Securities and
Exchange Commission**

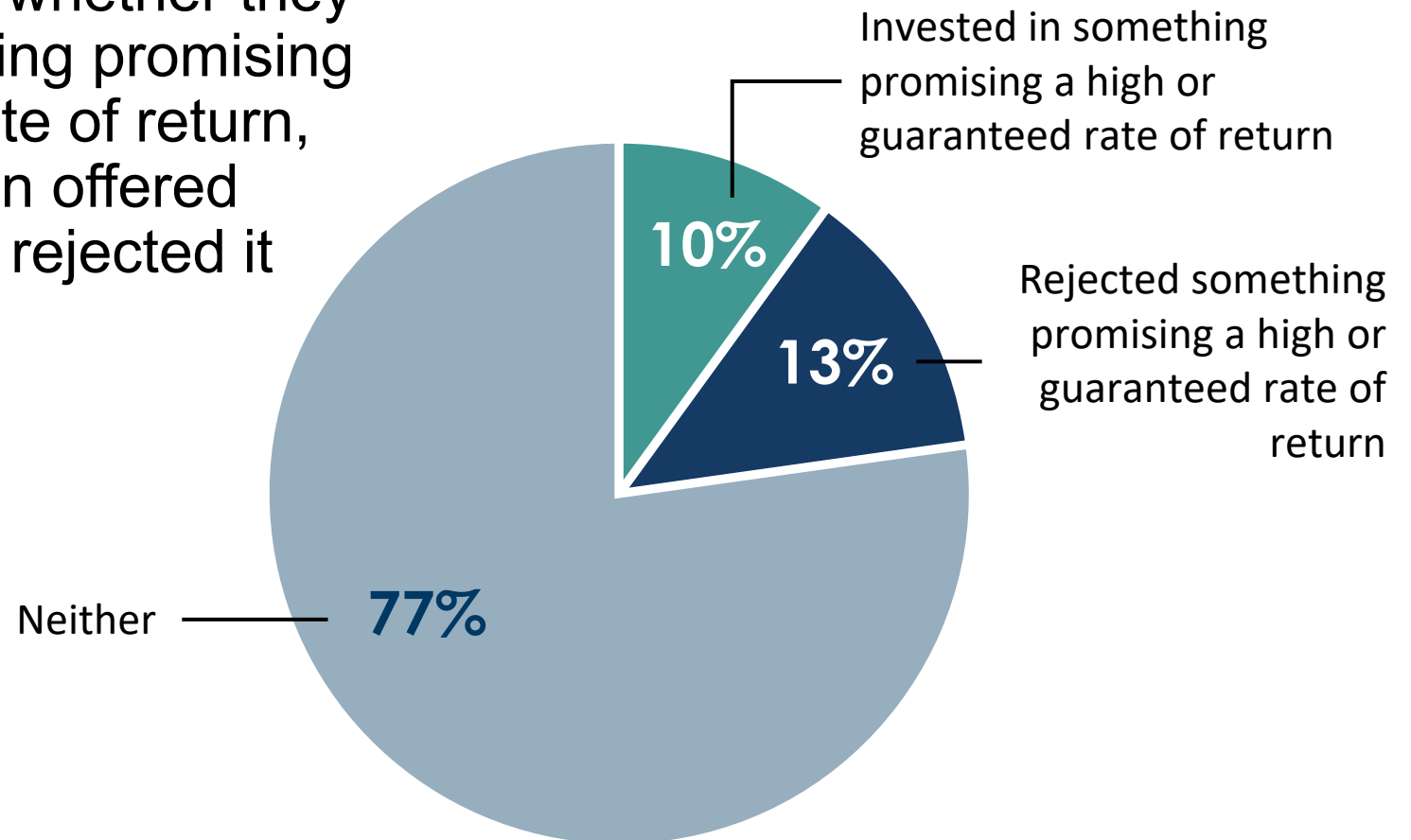
6. Barriers to Investing

- We asked non-investors to report reasons why they do not have investments (unweighted)



7. Potential Fraud Incidence

- We asked respondents whether they had invested in something promising a high or guaranteed rate of return, or believe they had been offered such an investment but rejected it



Note: Excludes don't know and non-response

Challenges Moving Forward

- THRIVE is more efficient than recruiting new respondents from scratch; however, it does have some maintenance costs.
- Quarterly data collection requires frequent staff engagement.
- OIR must maintain specialized staff expertise to ensure continued quality of THRIVE.

