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[Survey Shows ETF Adoption Continues to Trend Higher.](#)

Stocks might still be the preferred investment of choice. But exchange traded funds (ETFs) are quickly gaining ground. According to a “People & Money” survey conducted by BlackRock in conjunction with YouGov, ETF adoption continues to expand while also seeing a shift demographically.

ETFs are already having a record year. They’ve surpassed the previous year’s \$1.14 trillion inflows. And adoption is projected to rise, according to the survey. So it could mean more broken records in the coming years.

“ETFs have revolutionized how millions of people invest today,” said Elise Terry, head of U.S. iShares at BlackRock. “These findings reflect growing demand for diversified exposures through efficient, transparent vehicles — and a rising appetite for choice in how Americans seek to grow their wealth. This momentum underscores the need to accelerate innovation, broaden access, and scale education to pursue better outcomes for all investors.

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etftrends.com

by Ben Hernandez

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