

SURVEY NAME

# 2025 GOLD INVESTMENT SURVEY

DATE

Friday, May 23, 2025

POWERED BY





Q1

TYPE: SINGLE SELECTION

Over the last 20 years (2005–2024), how do you think gold’s average annual return compares to the following investment types?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Higher than stocks (~10%)	36.83%	221	34.85%	209.12
A2	Lower than stocks (~10%) but higher than real estate (~9%)	12.67%	76	14.29%	85.75
A3	Lower than real estate (~9%) but higher than bonds (~2.5%)	9.83%	59	12.30%	73.78
A4	Lower than bonds (~2.5%) but higher than CDs/savings (~2%)	4.50%	27	4.38%	26.3
A5	I have no idea	36.17%	217	34.18%	205.06

COMPLETES 600

## Q2

TYPE: SINGLE SELECTION

What do you think has been the average annual return of gold over the past 20 years?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1%	2.50%	15	2.90%	17.38
A2	4%	14.17%	85	15.26%	91.57
A3	6%	16.17%	97	19.04%	114.26
A4	8%	13.83%	83	15.12%	90.73
A5	10%	21.17%	127	19.69%	118.15
A6	I have no idea	32.17%	193	27.99%	167.92

COMPLETES 600

## Q3

TYPE: SINGLE SELECTION

As of May 21, 2025, the price of gold is approximately \$3,305 per troy ounce. Where do you think most analysts expect the price to be by 2030?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Below \$2,500	2.50%	15	2.77%	16.59
A2	Around \$3,000	8.17%	49	10.60%	63.63
A3	Around \$4,000	41.33%	248	40.47%	242.85
A4	Around \$5,000	21.67%	130	21.73%	130.35
A5	Above \$6,000	6.33%	38	6.48%	38.9
A6	I don't follow price forecasts	20.00%	120	17.95%	107.68

COMPLETES 600

## Q4

TYPE: SINGLE SELECTION

Gold has delivered an average annual return of approximately 7.8% over the past 20 years — lower than stocks (~10%) and real estate (~9%), but higher than bonds (~2.5%) and high-yield savings (~2%). Analysts also project the price of gold could reach around \$5,000 per ounce by 2030 (up from ~\$3,305 today). Based on this information, has your perception of gold as an investment changed?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	More favorable — gold seems more appealing than I thought	59.33%	356	60.20%	361.2
A2	Unchanged	37.33%	224	36.24%	217.44
A3	Less favorable — I expected better performance	3.33%	20	3.56%	21.36

COMPLETES 600

## Q5

TYPE: MATRIX, SINGLE SELECTION

What best describes your experience and interest in each of the following investment types?

#	ANSWERS	I DON'T INVEST AND I'M NOT INTERESTED	I DON'T INVEST BUT I'M INTERESTED	I INVEST AND RELY ON A PRO OR PLATFORM	I INVEST AND ACTIVELY CHOOSE WHERE MY MONEY GOES
A1	401(k)	28.50%	17.33%	31.67%	22.50%
A2	Traditional or Roth IRA	30.50%	22.17%	28.33%	19.00%
A3	Brokerage account (stocks, ETFs)	38.50%	20.50%	19.67%	21.33%
A4	Bonds (government or corporate)	47.67%	28.83%	11.17%	12.33%
A5	Gold (physical, Gold IRA, or ETFs)	35.00%	47.83%	8.00%	9.17%
A6	Bitcoin or other cryptocurrencies	65.50%	19.50%	7.50%	7.50%

COMPLETES 600

Q6

TYPE: MULTIPLE SELECTION

Which of the following best describes your experience with gold investing?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	I currently own physical gold (coins, bullion, etc.)	14.83%	13.84%	89	15.54%	14.20%	93.26
A2	I have invested in a Gold IRA	5.50%	5.13%	33	7.47%	6.82%	44.82
A3	I've invested in gold ETFs or mining stocks	10.00%	9.33%	60	11.79%	10.77%	70.76
A4	I'm interested but haven't invested in gold yet	47.50%	44.32%	285	47.50%	43.38%	285.0
A5	I'm not interested in gold investing	29.33%	27.37%	176	27.19%	24.83%	163.14

COMPLETES 600



Q7

TYPE: SINGLE SELECTION

## What most appeals to you about investing in gold?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	It protects against inflation and currency devaluation	25.24%	107	26.68%	116.57
A2	It adds diversification and balance to my portfolio	20.75%	88	22.92%	100.14
A3	It acts as a safe-haven asset during market turmoil	19.34%	82	18.39%	80.35
A4	It's recognized globally and easy to exchange or sell	22.17%	94	20.63%	90.1
A5	It's not tied to the performance of any company or government	10.85%	46	9.86%	43.08
A6	There is nothing appealing about investing in gold	1.65%	7	1.51%	6.62
A7	Other	0.00%	0		

COMPLETES 424

Q8

TYPE: MATRIX, SINGLE SELECTION

How comfortable do you feel with each of the following methods of investing in gold?

#	ANSWERS	UNCOMFORTABLE	NEUTRAL	COMFORTABLE
A1	Buying physical gold to store myself	19.10%	33.73%	47.17%
A2	Opening a Gold IRA through a provider	12.03%	50.24%	37.74%
A3	Investing in a gold ETF through my brokerage	17.69%	41.04%	41.27%
A4	A mix of physical and digital gold	22.64%	43.87%	33.49%

COMPLETES 424

Q9

TYPE: MATRIX, SINGLE SELECTION

How comfortable do you feel with each of the following asset types?

#	ANSWERS	VERY UNCOMFORTABLE	SOMEWHAT UNCOMFORTABLE	NEUTRAL	SOMEWHAT COMFORTABLE	VERY COMFORTABLE
A1	Under \$5,000	2.59%	5.42%	16.04%	39.62%	36.32%
A2	\$5,000 – \$25,000	5.90%	14.39%	21.93%	35.38%	22.41%
A3	\$25,000 – \$100,000	14.62%	22.17%	26.89%	19.81%	16.51%
A4	\$100,000+	31.13%	17.92%	23.58%	11.56%	15.80%

COMPLETES 424

## Q10

TYPE: SINGLE SELECTION

What's the biggest deal-breaker for you when choosing a gold investment company?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	High minimum investment (e.g., \$50,000+)	28.07%	119	26.73%	116.78
A2	Hidden or confusing fees	24.53%	104	26.88%	117.44
A3	Pushy sales tactics	14.15%	60	13.40%	58.56
A4	Poor customer service	5.90%	25	7.49%	32.71
A5	Bad customer reviews	6.60%	28	7.57%	33.08
A6	Difficult or slow account setup	2.59%	11	2.44%	10.65
A7	I don't know how to evaluate companies	17.92%	76	15.32%	66.92
A8	Other	0.24%	1	0.17%	0.73
A9	All of the above				

COMPLETES 424

## Q11

TYPE: SINGLE SELECTION

## What is your biggest hesitation or concern about investing in gold?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	It doesn't generate income like dividends or interest	8.33%	50	8.69%	52.12
A2	There are ongoing costs (like storage and insurance)	7.83%	47	8.36%	50.16
A3	The price of gold can be volatile in the short term	11.67%	70	11.52%	69.09
A4	I'm concerned about taxes on gains (up to 28%)	8.33%	50	9.68%	58.05
A5	I'm afraid of getting scammed	21.33%	128	22.33%	134.0
A6	Other investments seem safer	4.67%	28	3.99%	23.96
A7	Other investments seem to have better returns	4.67%	28	4.59%	27.52
A8	Investing in gold doesn't align with my economic or political worldview	2.33%	14	2.54%	15.22
A9	I don't understand how to invest in gold	15.17%	91	13.61%	81.65
A10	I have no concerns about investing in gold	13.33%	80	12.77%	76.6