

For Gen Z Americans, the “Meme Stocks” Market Volatility Introduced a Crossroads: To Invest or Not to Invest?

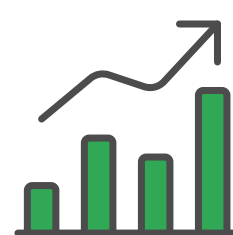
Gen Z: **Ages 18-24**
Millennials: **Ages 25-40**
Gen X: **Ages 41-56**



Recent market volatility around “meme stocks” **awakened many young Americans to the possibility of investing**--some watched from the sidelines while others jumped right in



Of Gen Z who noted that they are more motivated to start educating themselves on trading and investing due to the recent market volatility: **58% are now more excited to learn about the stock market** because of the impact it could have on their finances



62% of Gen Z respondents were familiar with the recent market volatility



Of the Gen Z market watchers in early 2021, **21% were feeling a bit of FOMO** and **27% were more hesitant to begin trading and investing**



For New Investors, Starting Slowly with Small Amounts Could be the Way In

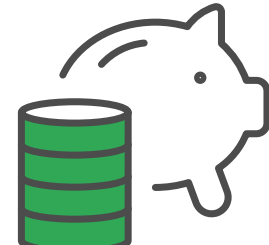


55% of Gen Z made a trade in the first three months of 2021

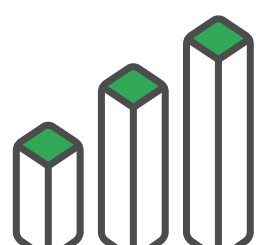
Yet, **54% of Gen Z** women did not make any trades in that period (compared to 37% of men)



Even though **45% of Gen Z** did not trade during the volatility, **36% of them** would feel more comfortable starting to trade slowly with small amounts of money



45% of Gen Z are now feeling more motivated to start educating themselves on trading and investing



Of Gen Z who were familiar with market volatility around meme stocks, **22% felt relieved** they weren't risking their money

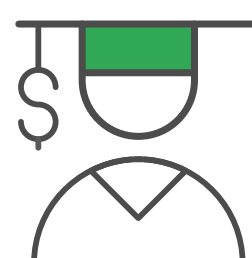
Younger American Investors Want to Learn More



59% of all those surveyed are more motivated to start educating themselves on trading and investing, are more excited because they see the impact it could have on their money



62% of millennial men are more motivated to start educating themselves on trading and investing given the recent stock market volatility



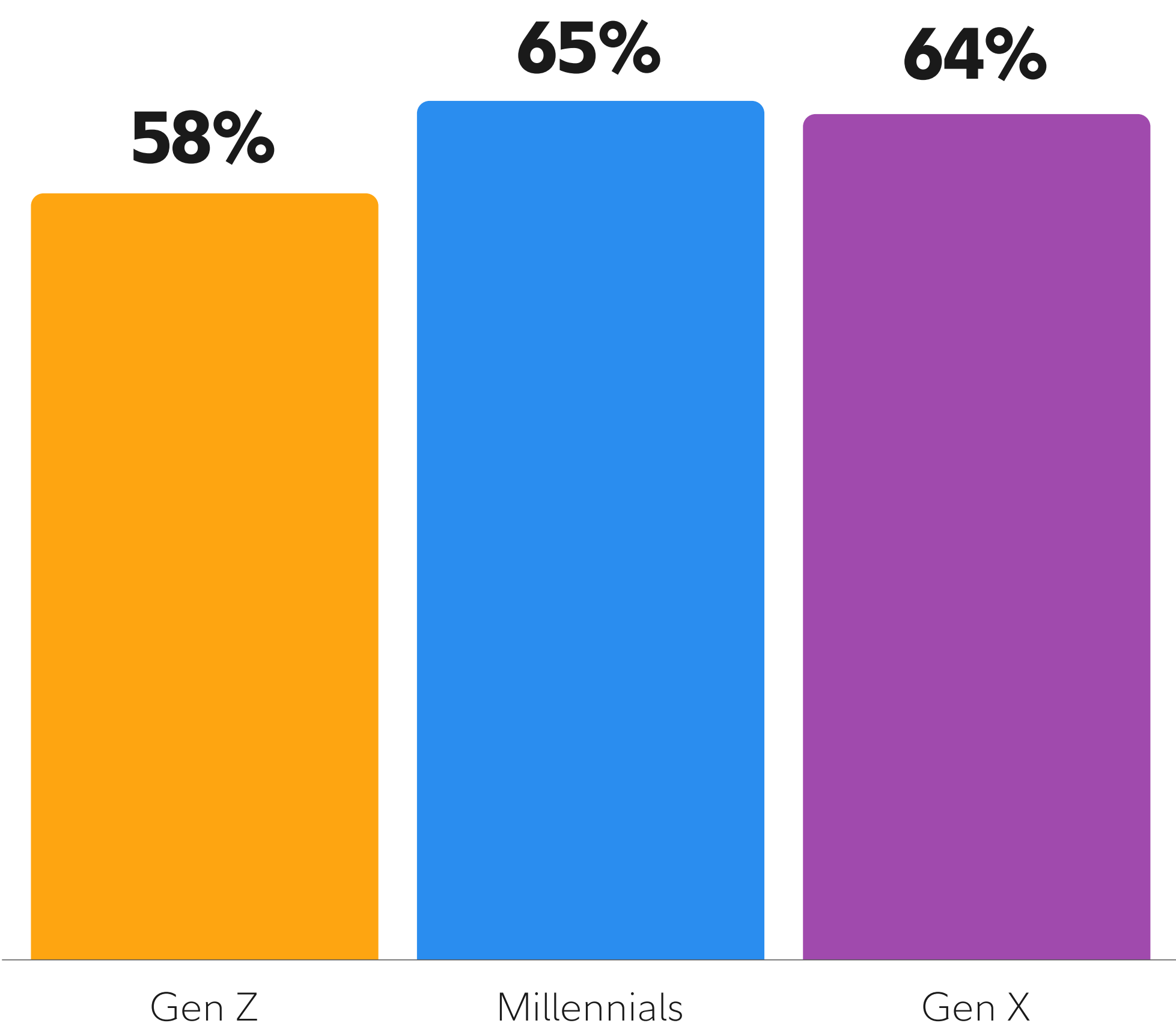
For those who made a trade in early 2021; **what would make them more comfortable to trade?**

- 37%** Become more educated on investing terminology and language
- 37%** Understand the potential risks and rewards



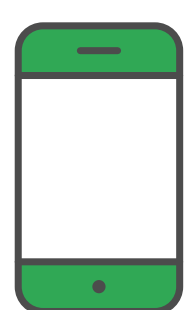
Of all the generations, Gen Z (**41%**) was most likely to say that they turn to social media influencers to educate themselves on investing

Across all generations, **learning about investing and getting started on their own feels overwhelming**



Fidelity Can Help

Fidelity is committed to helping young investors who are just beginning their financial journeys by providing the resources and tools to help make their money work for them



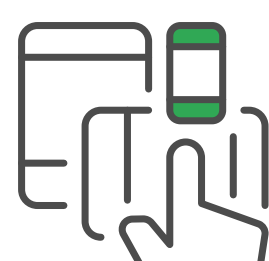
Get Started:

Fidelity Spire® is a mobile app designed to help young investors save, plan and invest for short- and long-term goals. They can link an account and track financial progress toward a specific goal and time-frame and the Learn section has tips that are related to those goals.



Start Small:

Fidelity Spire® includes dollar-based investing which allows anyone to buy or sell a dollar amount of a U.S. stock or exchange-traded fund (ETF) instead of having to buy a whole share. Customers can start trading with as little as \$1.



Keep it Simple:

Fidelity has a digital experience curated specifically for young investors to make it simple to make a transaction, check account balances, and track savings toward a specific goal. These services are paired with our decades of experience and expertise of money management and financial education.

Fractional share quantities can be entered out to 3 decimal places (.001) as long as the value of the order is at least \$1.00. Dollar-based trades can be entered out to 2 decimal places (e.g. \$250.00).

Keep in mind that investing involves risk. The value of your investment will fluctuate over time, and you may gain or lose money.

METHODOLOGY
This online CARAVAN omnibus survey was conducted by ENGINE INSIGHTS among a U.S. sample of 2,004 adults who are Gen Z (18-24), millennials (25-40), and Gen X (41-56). Fielding was April 2-7, 2021. Fidelity and ENGINE INSIGHTS are not affiliated. Keep in mind that investing involves risk. The value of your investment will fluctuate over time, and you may gain or lose money. Fidelity Brokerage Services LLC, Member NYSE, SIPC 900 Salem Street, Smithfield, RI 02917 983153.1.0 ©2021 FMR LLC. All rights reserved.