



Fidelity BloomSM

Fidelity Investments[®] 2022 Money Mindset Study

Fidelity's 2022 Money Mindset study examines the challenges, perceptions, and general mindset of younger generations (18 to 44-years-old) when it comes to spending and saving, and how they view their relationship with money.

KEY FINDINGS

When It Comes to Money, It's Out of Sight Out of Mind for Most 18 To 44-Year-Olds

59%

cringe at the thought of checking their bank account balance

51%

don't pay attention to saving and spending, as long as they have money in the bank

32%

say they are anxious when they check the balance of their checking/savings account



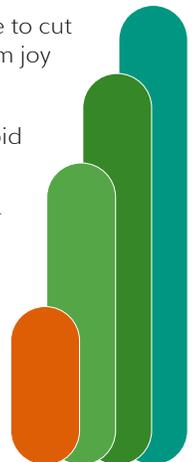
Just the Thought of Saving More Is Stressful

76% believe to save money, they would have to cut back spending on things that bring them joy

65% say they should save more but are so stressed about their finances – they avoid thinking about them altogether

49% say they wouldn't even be able to cover an unexpected expense of \$1,000

26% say "stress spending" is keeping them from saving money



People Say They Want to Save But...

When asked about receiving a raise at work,

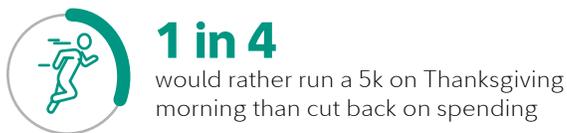


54% say they'd put the extra cash into savings, yet **more than half (59%)** admit to failing when attempting to save more

Budgeting Isn't Always Easy



Some would rather do almost anything else:



FOMO Is Taking a Toll on Savings for Gen Z



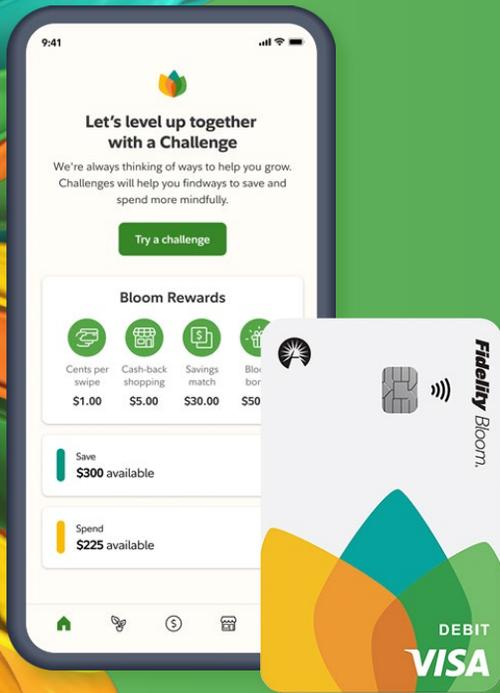
feel it's important to spend money on experiences that make them happy



are motivated to save money, but don't want to sacrifice their lifestyle



admit the fear of missing out (FOMO) has them spending more money than initially intended



Enter Fidelity Bloom

To help tackle the multiple root causes that make it so difficult for Americans to save, Fidelity launched **Fidelity BloomSM** – a free financial app¹ and debit card with built-in cash rewards that's grounded in behavioral science and helps people save through mindful money habits.

Visit Fidelity.com/Bloom to learn more.

About Fidelity's 2022 Money Mindset Study

The 2022 Money Mindset Study presents the findings of an online sample of 2,010 adults 18 years of age and older with a checking or savings account, which represents 98% of American adults, with a focus on the 1,008 respondents 18-44 years old. Interviewing for this CARAVAN omnibus survey was conducted April 15-20, 2022, by ENGINE INSIGHTS, which is not affiliated with Fidelity Investments. The results of this survey may not be representative of all respondents meeting the same criteria as those surveyed for this study.

About Fidelity Investments

Fidelity's mission is to inspire better futures and deliver better outcomes for the customers and businesses we serve. With assets under administration of \$10.5 trillion, including discretionary assets of \$4.0 trillion as of April 30, 2022, we focus on meeting the unique needs of a diverse set of customers. Privately held for over 75 years, Fidelity employs more than 58,000 associates who are focused on the long-term success of our customers. For more information about Fidelity Investments, visit <https://www.fidelity.com/about-fidelity/our-company>.

1. The Fidelity Bloom App does not charge subscription fees. Fees associated with your account positions or transacting in your account apply.

The Fidelity Bloom App is designed to help with your saving and spending behaviors through your Save and Spend accounts, which are brokerage accounts covered by SIPC insurance. They are not bank accounts and therefore are not covered by FDIC insurance.

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