



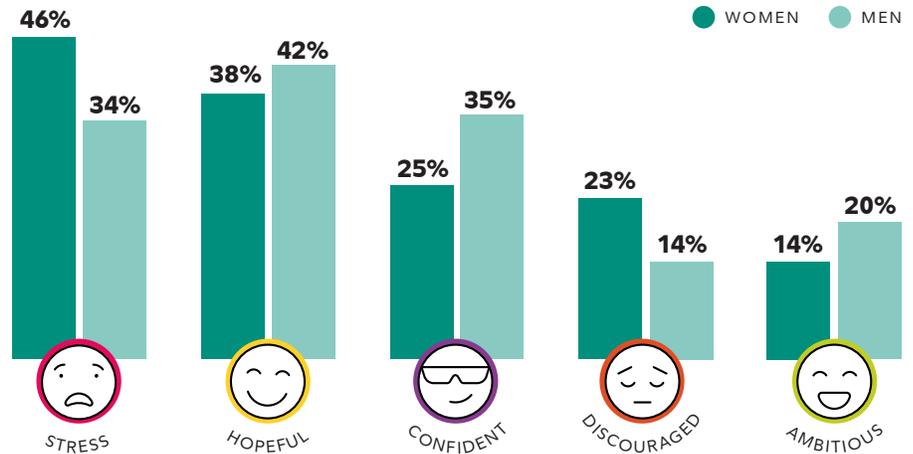
# WOMEN'S HISTORY MONTH 2023 SURVEY



In recognition of Women's History Month, Fidelity Investments conducted new research to examine the current state of women's finances, how women support each other and where they turn for financial guidance.

## Although stress continues to dominate women's feelings toward money, they're taking meaningful action

**Stress** is the no. 1 word women use to describe how they feel about money, while **hopeful** is the most common word for men.



And work continues to be a significant stressor for women, with **85% of all women feeling some sort of stress from work**, especially younger generations.

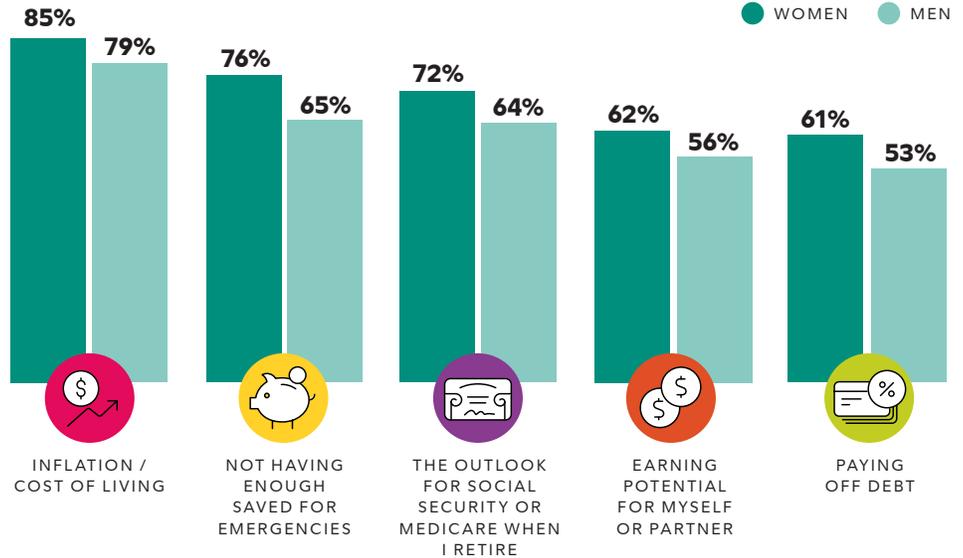


The no. 1 long-term financial goal for women is to feel secure and not worry about money (59%).

- 59% Feel secure and not worry about money
- 33% Provide for a family or loved one
- 32% Live the lifestyle I want
- 30% Save enough money to retire or work less
- 25% Achieve financial independence



Women are most concerned about **inflation** and **not having enough saved for emergencies**.



Encouragingly, many women are tackling stress head on by taking control of their finances. In fact, the vast majority of women (nearly 90%) have either made money moves recently or plan to within the next 6 months:



ADJUST MY SPENDING HABITS



SAVE MORE FOR OTHER GOALS  
—  
PAY DOWN DEBT



IMPROVE MY CREDIT SCORE



CONTRIBUTE TO AN EMERGENCY FUND

And women are proud of their smart money moves:

 **36%**  
Financially independent/able to support myself

 **34%**  
Making smart purchases

 **30%**  
Successfully managing the household's finances

 **27%**  
Earning a good income



# Women want to support and be supported by other women when it comes to their finances

Women prefer to learn about money from other women, particularly younger generations.



Women want to pave the way toward financial equality and break gender stereotypes.

**66%**

of women agree it's important to do everything they can to help lessen the gender wealth gap, with Gen Z and Millennials leading the charge at 71%.

**74%**

of women agree it's important to be open about the support system they have in place to combat the stereotype that successful women must 'do it all.'

Because of this desire, women are happy to support other women in their lives.

**86%** are genuinely happy when their female friends and coworkers achieve money success.

**69%** go out of their way to help other women because they want others to have the help they never received.

**52%** seek out opportunities to share their financial knowledge with the women in their lives.

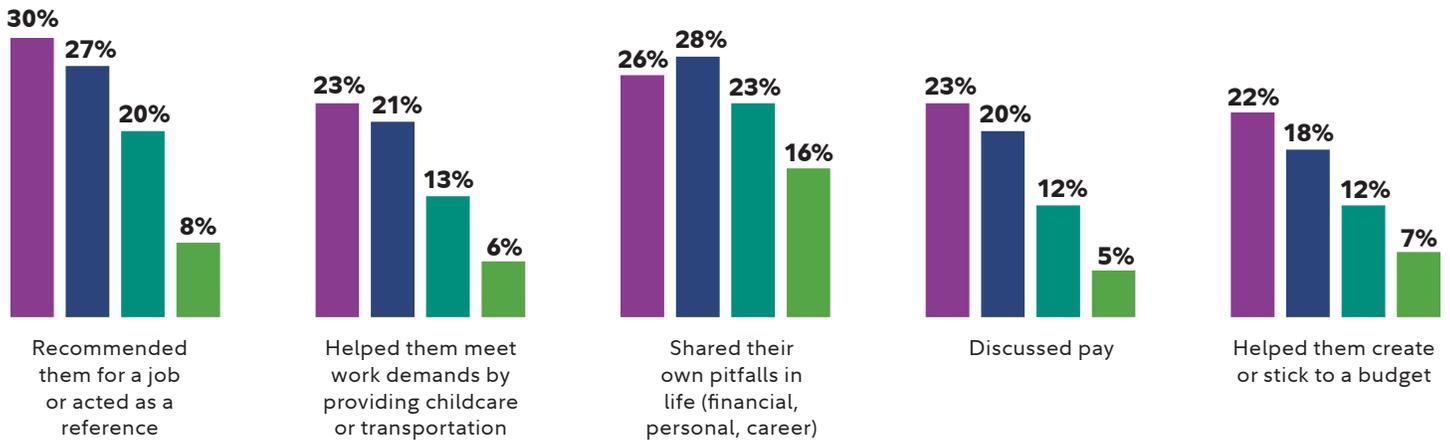
**56%** have taken an action to support another woman with their finances or career.

Gen Z and Millennials are leading the way at **80%** and **72%**, respectively.



## Actions women have taken to support another woman:

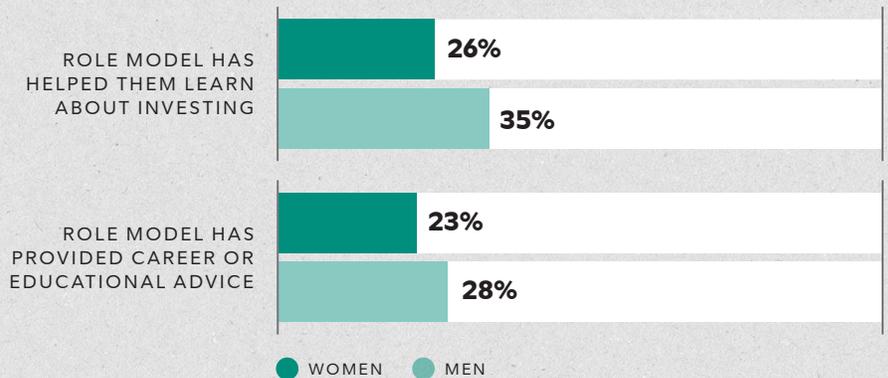
● GEN Z ● MILLENNIALS ● GEN X ● BOOMER+



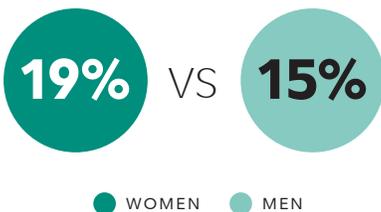
## Role models can make a difference

A majority (64%) of women say their role models set good examples of 'how it's done.'

However, women are less likely than men to get help with investing or career advice, which has an impact on their long-term financial journeys:



## Women are more intimidated about getting help with their financial decisions,



while men are more likely to describe investing as enjoyable.



## Women are getting more comfortable talking about money.

**72%** of women would rather have a serious money talk than a serious sex talk

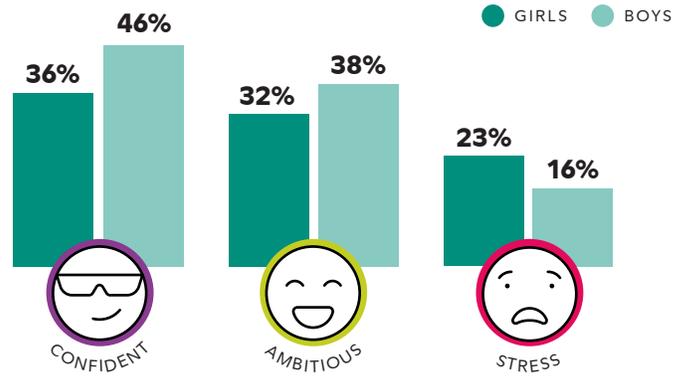
**70%** of women would rather ask someone out on a first date than ask to borrow money from a stranger

**68%** of women would rather reveal their worst money mistake than their juiciest text message

**68%** of women would rather save money for the future than spend money on something fun today

# The barriers women face start as early as teenage years, leaving a lasting impact

Teen girls are more likely to feel **stress** than teen boys when it comes to money. Teen boys are more likely to feel **confident**.



## Parents talk about money with their sons earlier than with their daughters.

**58%**

of men recall having money talks with their parents under the age of 18

COMPARED TO

**53%**

of women

**27%**

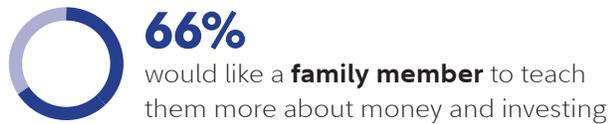
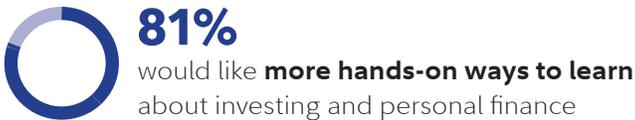
of teen boys have had conversations around how to invest

COMPARED TO

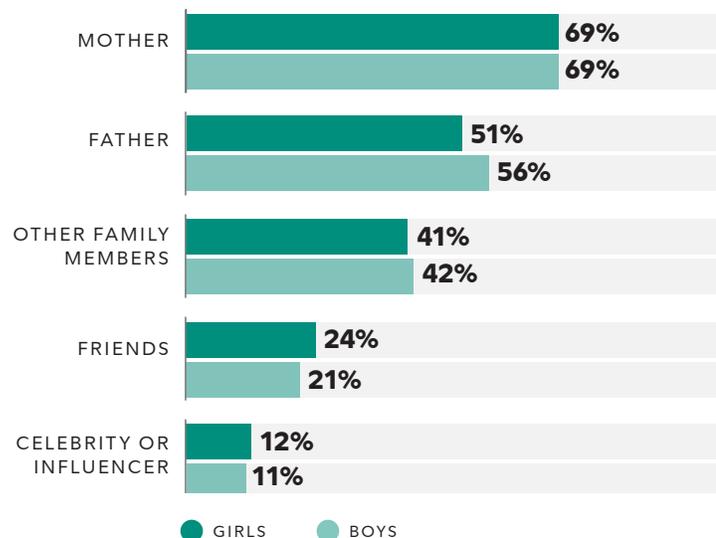
**20%**

of teen girls

## Teen girls wish they had more financial resources available to them.

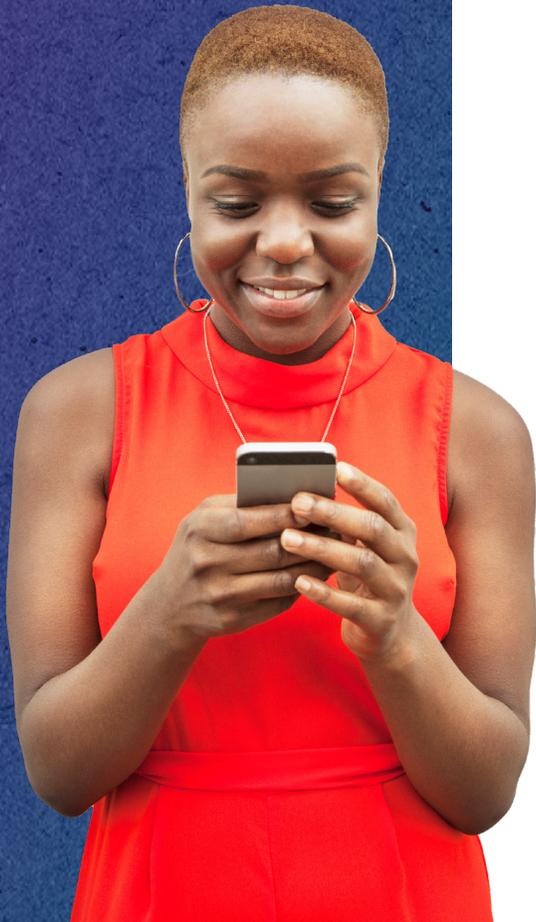


## Teens are most likely to look up to their mothers as their financial role model (69%).



# Take action with support from Fidelity

Fidelity's month-long event series, starting on March 7, will celebrate women and help them take money steps toward their goals, for themselves and the next generation.



## Attend [Fidelity's Special Event Series](#)

The series will feature roundtable discussions with special guests and women across Fidelity on the topics of career and money goals and the realities that make finances different for women. Additional workshops and live Q&A sessions will dive deeper and provide action steps on saving, tackling debt, building an investment strategy in today's market, and planning for future goals.



## Join [Women Talk Money](#)

The Women Talk Money community provides always-on opportunities to connect and learn, including virtual monthly discussions, Q&As, free workshops, ongoing conversations on LinkedIn, and more.



## Explore [Fidelity's Life Events Hub](#)

An online experience designed to help plan for and manage major life milestones.



## Get Guidance

Fidelity representatives are available 24/7 at no cost at 1-800-FIDELITY, or online at [Fidelity.com](#).

### About Fidelity's Study

This study presents the findings of a national online survey, among 3,747 adults, 18 years of age and older. Interviewing was conducted January 3-12, 2023 by Big Village, which is not affiliated with Fidelity Investments. The results of this survey may not be representative of all adults meeting the same criteria as those surveyed for this study.

The theoretical sampling error for all respondents is +/- 2% at 95% confidence. Fidelity was not identified as the sponsor of this study. Fidelity also surveyed members of its Women Talk Money community in mid-January 2023. The study was designed to understand their current emotions surrounding money and how Women Talk Money has influenced their financial knowledge or financial well-being.

### 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 \$9.6 trillion, including discretionary assets of \$3.6 trillion as of December 31, 2022, we focus on meeting the unique needs of a diverse set of customers. Privately held for over 75 years, Fidelity employs more than 60,000 associates who are focused on the long-term success of our customers. For more information about Fidelity Investments, visit [Fidelity.com/about-fidelity/our-company](#).

### Fidelity Investments and Fidelity are registered service marks of FMR LLC.

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

Fidelity Distributors Company LLC

500 Salem Street, Smithfield, RI 02917

National Financial Services LLC, Member NYSE, SIPC

245 Summer Street, Boston, MA 0211

1075408.1.0

© 2023 FMR LLC. All rights reserved.

**Fidelity**