



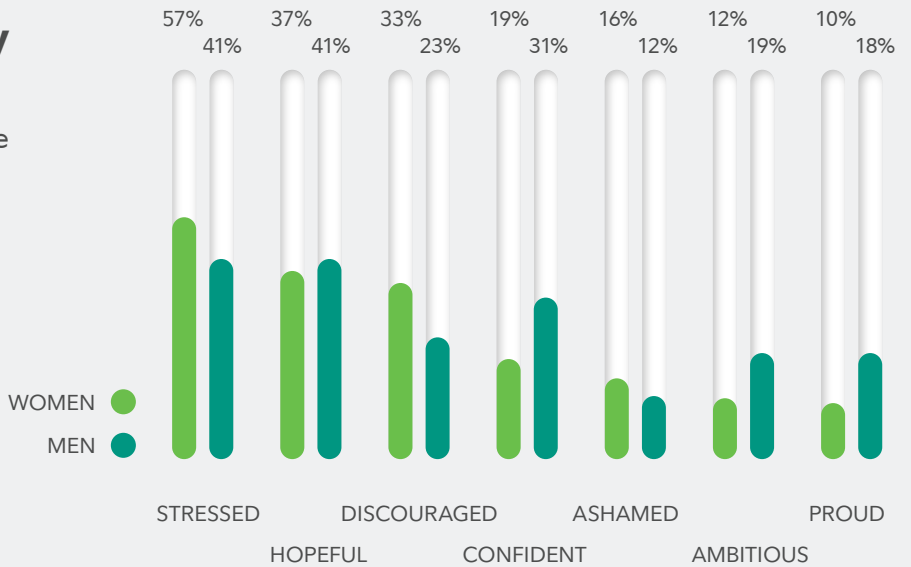
WOMEN'S HISTORY MONTH 2024 SURVEY



In recognition of Women's History Month, Fidelity Investments conducted new research to examine the current state of women's finances, ways to minimize financial stress and how parents are setting the next generation up for financial success.

Women feel increasingly stressed about money

Stress is the no. 1 word women use to describe their current emotions around money.



Key stressors include

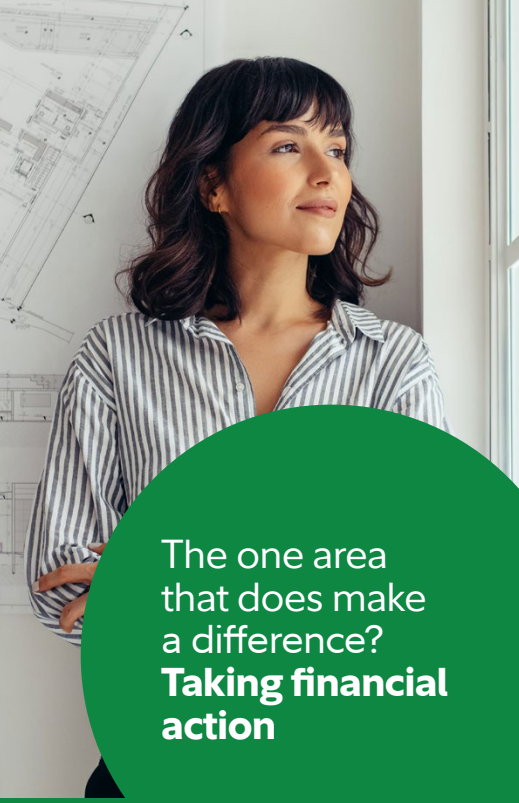
55%
Monthly bills

49%
Inflation

42%
Being able to cover an emergency

39%
Debt

37%
Having enough money to enjoy day-to-day life



The one area that does make a difference?
Taking financial action

Given these stressors, it's not surprising **93% of women feel stress** when it comes to managing money. That number remains fairly consistent among women, no matter their total household income.



Or their education level...



Women who took action with their money **in the past 6 months were more likely to feel less stress managing their money** than women who did not.



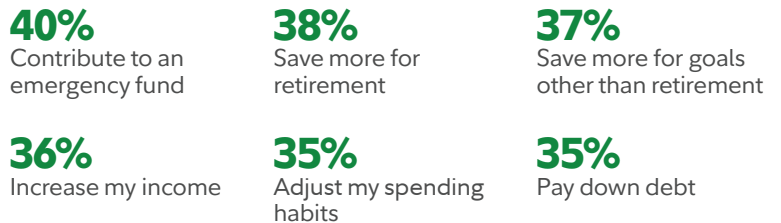
Women and Money Actions:

Women are tackling stressors head on, with nearly 8-in-10 either taking money action in the past 6 months or planning to in the months ahead.

Actions Women Took in the Past 6 Months



Actions Women are Planning to Take in the Next 6 Months



Women who feel **financially confident** are more likely to have taken the following money actions in the past six months:

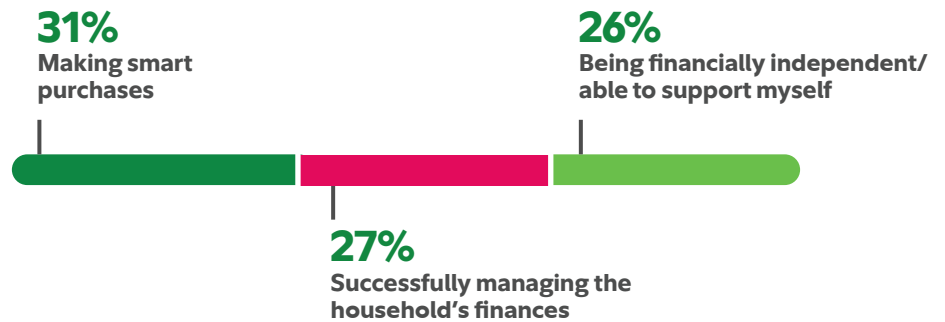
- Saved more for retirement**
(26% of confident women versus 18% of non-confident women)
- Invested in something new or changed their investment strategy**
(20% of confident women versus 12% of non-confident women)
- Started working with a financial professional**
(15% of confident women versus 10% of non-confident women)



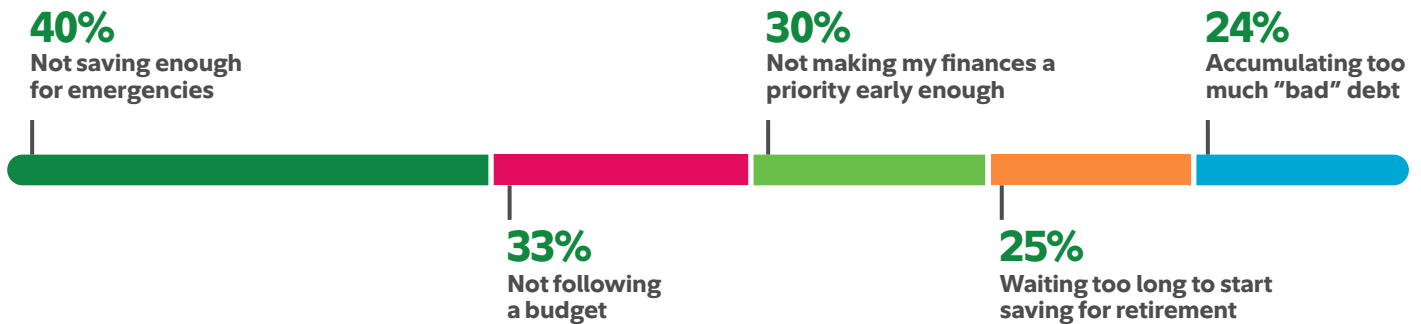
The no. 1 long-term financial goal for women remains consistent from 2023: **to feel secure and not worry about money.**

	2024	2023
Feel secure and not worry about money	58%	59%
Live the lifestyle I want	36%	32%
Save enough money to retire or work less	34%	30%
Achieve financial independence	29%	25%
Provide for a family or loved one	28%	33%

Women are most proud of how they manage their money by:



But, they also admit to making financial mistakes:



Women who invest or save outside of their retirement accounts are most likely to save in:

Traditional bank checking/savings account

44%
Women

Individual stocks

16%
Women

Mutual funds

13%
Women

Money market accounts

12%
Women

CDs

11%
Women





Women admit there are things that hold them back from starting to invest or invest more outside of retirement, including that they:

47%

Don't have enough money

30%

Fear losing all their money

27%

Aren't confident in their ability to invest

26%

Don't know how to invest

17%

Prefer to keep savings in cash for short-term needs or emergencies

16%

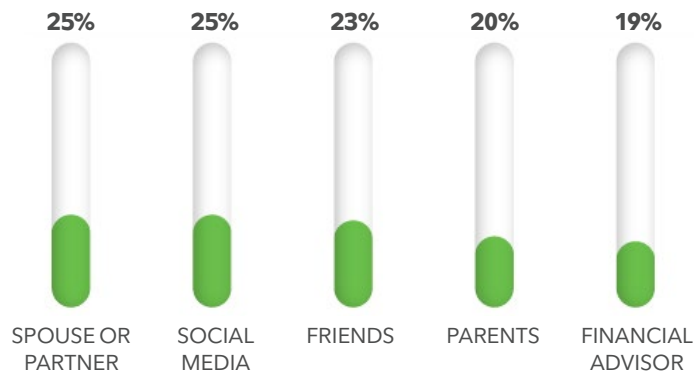
Need professional help



Where do people go for financial advice and inspiration?

Social media and their own communities.

Men and women have gotten financial advice and inspiration from:



Gen Z is the most likely to get financial advice and inspiration from social media (46%), their parents (45%), or their spouse, partner or friends (24%).

Women would rather discuss other topics than financial topics with their friends



Ballots vs. Budgets

Nearly 3-in-5 women would rather tell their friends who they're voting for in the 2024 presidential election than talk about their monthly budgets, except younger women.



But younger generations disagree.

More than half of Gen Z and Millennials would prefer to talk to their friends about their monthly budgets, rather than which candidate will be getting their vote.



Heartache vs. Wallet Woes

Nearly 7-in-10 women would rather give their best friend advice about their relationship problems than their financial problems.

Women are unlearning the stereotypes that hold them back from being financially confident.

Today, just 15% of Gen Z women feel men are better at managing finance.



More than 1-in-3

women had to unlearn stereotypes about men being better at managing finances.



44%
Gen Z women



32%
Millennial women



29%
Gen X women

Parents are helping to bridge the gender gap and build financial confidence at a young age.

Parents are speaking to their children about money and finances more often than their own parents spoke to them about these topics.

84% of respondents speak to their kids about financial topics vs.

72% of respondents' parents spoke to them about financial topics

Parents are discussing important topics with their kids, with parents talking to their children about:



And they're helping set their children up for financial success.



68%

of parents have established an account for their children, including a checking or savings account, an educational savings account, a retirement account or another custodial or investment account.

But while moms and dads talk to their kids about budgeting and spending responsibly at the same rate, dads are more likely to discuss investing with their kids than moms are (37% of men versus 29% of women).

Why is this?

The answer comes back to confidence.

More moms indicate they don't talk to their kids about investing because they don't feel confident to offer guidance on the topic.

17%
of women

10%
of men

How Fidelity can help

Fidelity understands getting started with your finances can be challenging and is committed to creating resources and education that are free and accessible to help women take the next step on their financial journey.



Fidelity's Women's History Month Series: The series will celebrate the progress women have made with their finances and help inform and inspire women to take the next step with their money. Featuring special guests and women across Fidelity, conversations will focus on unlocking your money's full potential, building career success, creating a financial playbook, creating healthy money habits, balancing sandwich generation responsibilities, and teaching kids about money.



Learning Series for Teen Girls and their Parents:

Register for Fidelity's newest educational series launching in April: Women Talk Money: Teen Girl Learning Series, a free digital learning series for parents and teen girls to help them build positive money habits.



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



Get Guidance: Fidelity representatives are available 24/7 at no cost at 1-800-FIDELITY, or online at [Fidelity.com](https://www.fidelity.com).



About Fidelity's Women's History Month Study

This study presents the findings of a national online survey, among 3,008 adults, 18 years of age and older. Interviewing was conducted January 3-12, 2024, 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 +/- 1.8 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins. Fidelity was not identified as the sponsor of this study.

The generations are defined as: Boomers (ages 59-77), Gen X (ages 43-58), Millennials (ages 27-42), and Gen Z (ages 18-26); although this generation has a wider range, we only surveyed adults for the purposes of this survey.

About Fidelity Investments

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