



2024 Women & Investing Study

Fidelity Investments® examined the investing gender gap and women’s attitudes and behaviors when it comes to investing.

More women are investing in the stock market than ever before



71% of women invest in the stock market
Up from 60% in 2023

Young women are leading the way

77% of Gen Z women

65% of Gen X women

74% of Millennial women

70% of Boomer women

Among women who invest outside of retirement...

Invest 9.5% of their paychecks outside of retirement

Gen Z women invest 10.4% of their paycheck outside of retirement.

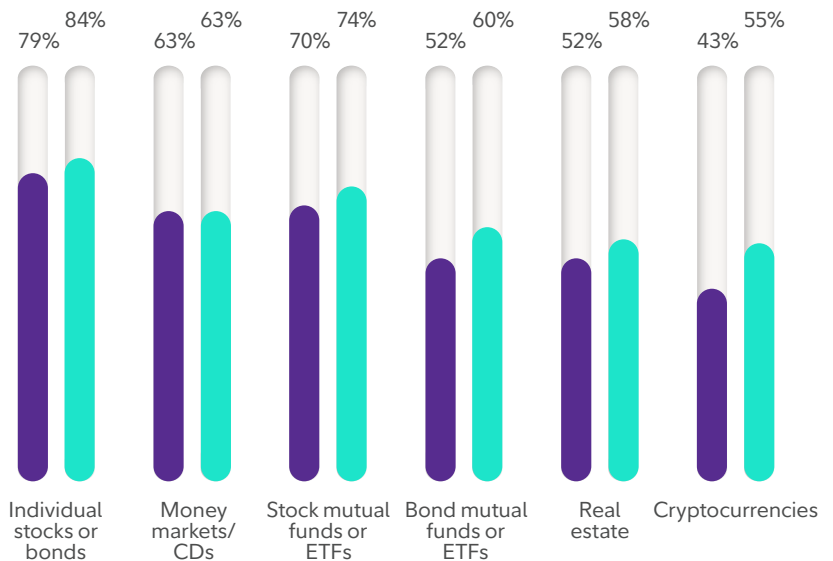


More than 1-in-3 women made a first-time investment in a new asset class in the past year

How they invest outside of retirement

Please go to appendix section for full data table.

WOMEN ● MEN ●





Women are more likely to describe their investing approach as “conservative”

Level	Women	Men
Conservative	51%	47%
Moderate	46%	48%
Aggressive	3%	6%

Younger women are less conservative when it comes to investing

Level	All Women	Gen Z Women	Millennial Women
Conservative	51%	36%	41%
Moderate	46%	62%	54%
Aggressive	3%	2%	5%

Women and men both stay the course when there is market volatility

Action	Women	Men
Do nothing and wait it out	33%	32%
Increase investments/ contributions	14%	29%
Sell investments and pull out of the market	5%	8%
Decrease investments/ contributions	8%	5%



71% of women agree that investing is a way to build generational wealth

When it comes to their money accomplishments, women are most proud of providing for their families. Their top 5 accomplishments are:

Providing for my family

39%

Living within my means

36%

Paying off debt

32%

Not accruing debt

26%

Saving as much as I can for retirement

19%



More than 7-in-10 women wished they started investing their extra savings earlier

Women's other money regrets include:

34%

Not making a plan for my money earlier

34%

Not investing earlier

31%

Not saving enough for retirement

27%

Collecting too much debt

24%

Not pursuing a career with higher income potential

Women find investing ideas and inspiration from their own communities

40%

Research I do myself

33%

Family and friends

23%

My financial advisor

19%

Social media

14%

Financial service institutions

While Gen Z women are the most likely generation to get their investing ideas from social media, they don't find it to be the most trustworthy source for investing guidance

46% of Gen Z get their investing ideas from social media



11% of Gen Z think social media is the most trustworthy source when it comes to investing guidance



Women & Retirement

Gen Z women are nearly two times more likely than Gen X women to invest outside of retirement.

On average, women who are enrolled in a workplace retirement savings account invest 9.8% of their paycheck into a workplace retirement savings plan.

– Gen Z women invest 11.1%

More than 1-in-4 women prefer working with female financial advisors and talking to other women about investing topics

Even though more women are investing than ever before, they still don't see themselves as investors



Just 64% of women who do invest consider themselves an investor, compared to 76% of men.

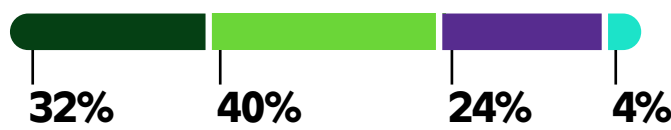


Women are more likely than men to describe their investing knowledge as "beginner"

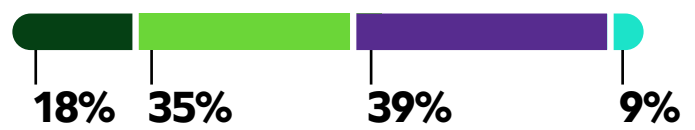
Self-reported level of investing knowledge:

● NON-EXISTENT ● BEGINNER
● INTERMEDIATE ● ADVANCED

WOMEN



MEN



Please go to appendix section for full data table.



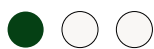
Most women admit investing intimidates them

58% of women say investing intimidates them

55% of women are overwhelmed when it comes to their finances

48% of women are embarrassed they don't know more about investing

If given \$25,000 to invest in the stock market...



Only 1-in-3

women say they'd know what to do compared to 1-in-2 men.





More than 1-in-2 women say their financial situation keeps them up at night at least monthly

7-in-10 Gen Z and Millennials say their finances keep them up at least monthly. Roughly 5-in-10 say their finances keep them up at night at least weekly.



Women want to continue taking meaningful action with their money

Women would be more likely to invest if...



68%
they had clear steps on how to invest

Women plan to take the following financial actions:

67%
Create a financial plan to reach their short- and long-term goals

65%
Increase their general understanding of financial planning and investing

62%
Invest their savings

60%
Learn how to select different investment types that are appropriate for their goals

Women are most interested in learning about:

26%
How to start investing

23%
How to manage investments

25%
Budgeting

23%
Planning for retirement

While motivated to invest, there are still things women would rather do than invest in the stock market



62%
of women would rather invest in self-care than in the stock market



60%
of women would rather invest in real estate than in the stock market



37%
of women would rather purchase a splurge item than invest in the stock market

How Fidelity can help

It's never too late to get started or seek support! Fidelity is focused on helping women take the next step with their finances.



Women Talk Money is a Fidelity community that offers a forum for real talk about money, investing and careers for women through live events, on demand content and actionable resources. It's free to join for everyone.



Women Talk Money Fall Event Series: Fidelity is hosting a special fall event series with celebrity guests and Fidelity leaders to help women take the next step to invest in their future. Virtual events begin October 17 and are free for everyone to join.



Women Talk Money: Teen Girl Learning Series is a free digital, self-paced learning series designed to help parents and teen girls build positive money habits.



Year-Round Support Built for Women: Fidelity's tailored website experience provides insights on the unique factors women often need to plan for, when to save and invest based on your individual situation, which accounts make the most sense for your goals, and clear next steps to move forward.



24/7 Access to Live Help: Fidelity offers free 1:1 consultations with financial professionals who are specifically trained to discuss and help plan for the unique money factors that women often face. This guidance is available 24/7 at 1-800-FIDELITY, or online at Fidelity.com.



About Fidelity's 2024 Women & Investing Study

This study presents the findings of a national online survey, among 3,012 adults, 18 years of age and older with a gender breakdown of 1,533 women and 1,463 men. Interviewing was conducted July 18-25, 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 (born 1946 to 1964), Gen X (born 1965 to 1980), Millennials (born 1981 to 1996), and Gen Z (born 1997 to 2012; only those ages 18+ were considered for this study).

About Fidelity Investments

Fidelity's mission is to strengthen the financial well-being of our customers and deliver better outcomes for the clients and businesses we serve. Fidelity's strength comes from the scale of our diversified, market-leading financial services businesses that serve individuals, families, employers, wealth management firms, and institutions. With assets under administration of \$14.1 trillion, including discretionary assets of \$5.5 trillion as of June 30, 2024, we focus on meeting the unique needs of a broad and growing customer base. Privately held for 78 years, Fidelity employs more than 75,000 associates across the United States, Ireland, and India. For more information about Fidelity Investments, visit <https://www.fidelity.com/about-fidelity/our-company>.

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

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Fidelity Brokerage Services LLC, Member NYSE, SIPC 900 Salem Street, Smithfield, RI 02917

Fidelity Distributors Company LLC 900 Salem Street, Smithfield, RI 02917

National Financial Services LLC, Member NYSE, SIPC 245 Summer Street, Boston, MA 0211

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Appendix

How women invest outside of retirement

Type*	Women	Men
Individual stocks or bonds	79%	84%
Money markets/CDs	63%	63%
Stock mutual funds or ETFs	70%	74%
Bond mutual funds or ETFs	52%	60%
Real estate	52%	58%
Cryptocurrencies	43%	55%

* Among those who invest outside of retirement

Women are more likely than men to describe their investing knowledge as “beginner”

Level	Women	Men
Non-existent	32%	18%
Beginner	40%	35%
Intermediate	24%	39%
Advanced	4%	9%