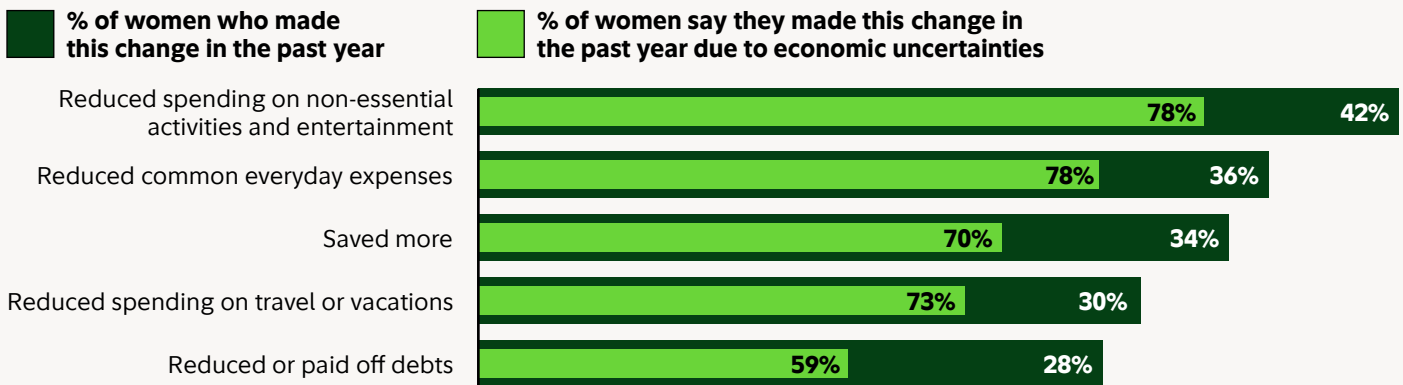


2025 Women & Money Study

In this study, Fidelity Investments® explored how women are managing their money as they navigate economic shifts, career changes, wealth transfers, and other significant life events.

Women embrace frugality in the face of economic uncertainty

Over the past year, **four in five women (79%)** made at least one financial change due to economic uncertainties like inflation or tariffs. Some of the most common changes made include:

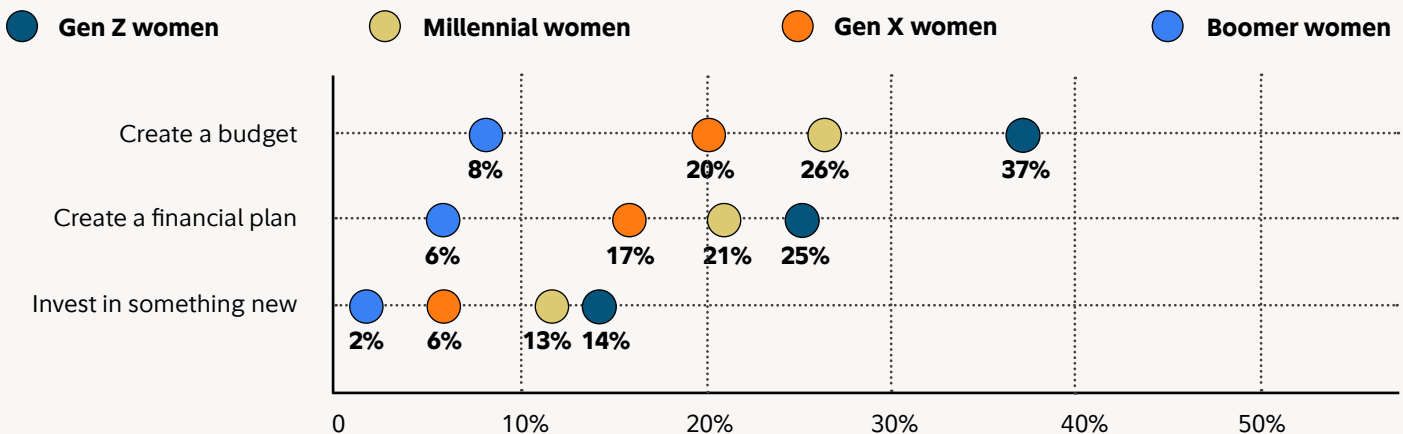


Women also plan to maintain their financial frugality into the new year, with most feeling confident about their ability to successfully make these changes:



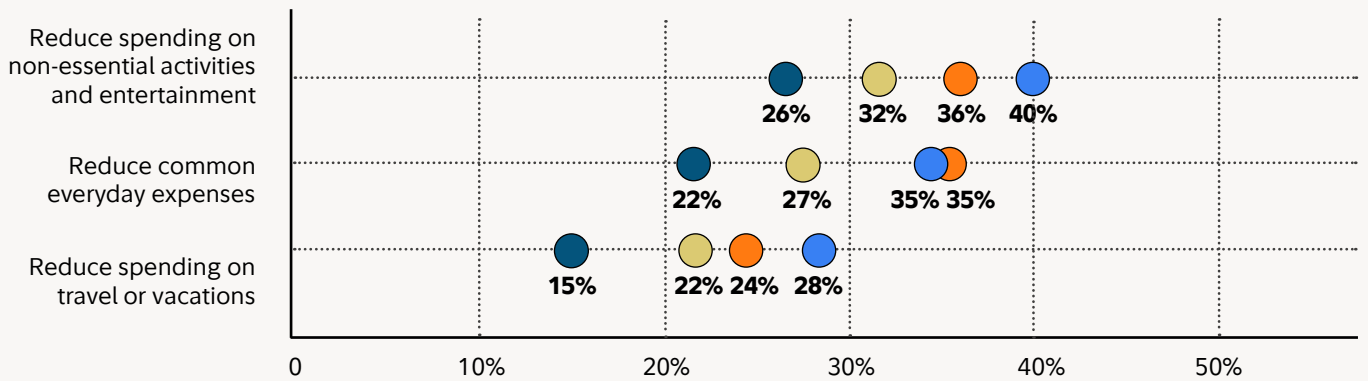
Younger generations are prioritizing money management while older generations focus on reducing spending.

When thinking about their plans for the new year, Gen Z and Millennial women are becoming more involved with their finances:



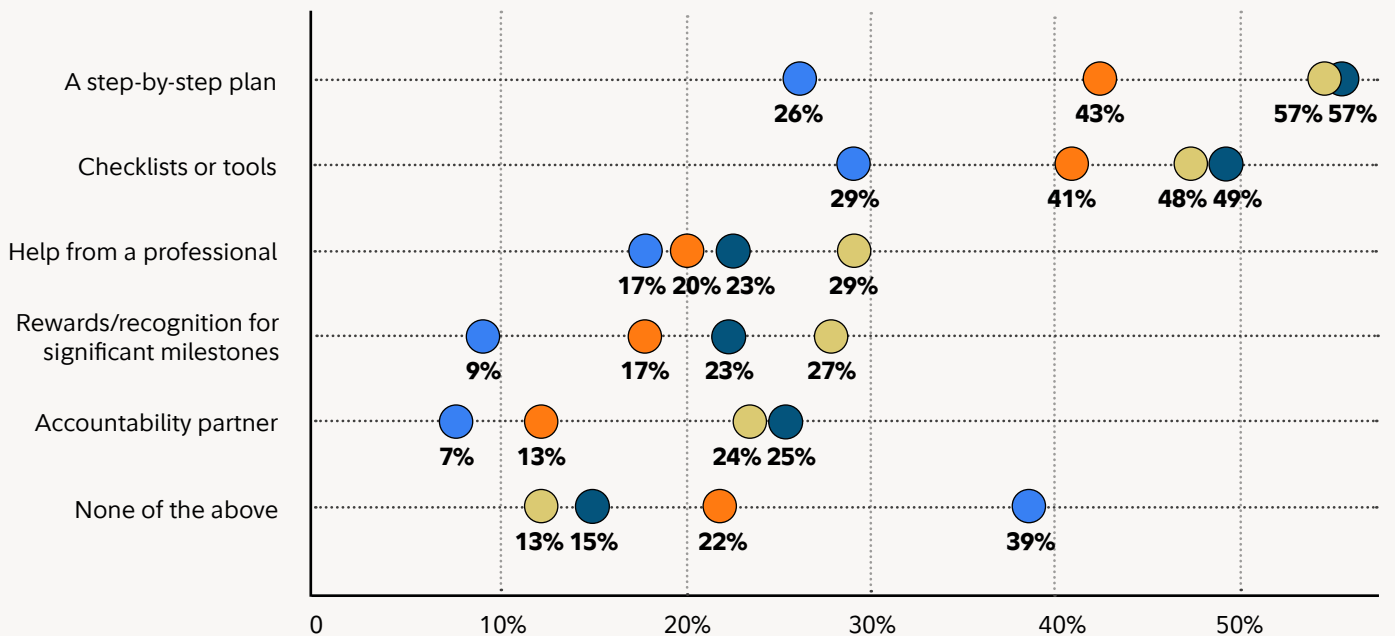
● **Gen Z women**
● **Millennial women**
● **Gen X women**
● **Boomer women**

Gen X and Boomer women are planning to make lifestyle adjustments to rein in spending:



DIY tools would be the biggest help for younger women to achieve their financial goals.

According to Gen Z and Millennial women, tools that empower them to take charge of their own finances would be the most useful in helping them realize their financial goals. Older women are more likely to say they don't need help.



Despite an emphasis on savings, women have fallen behind men — and it’s reflected in their stress levels.

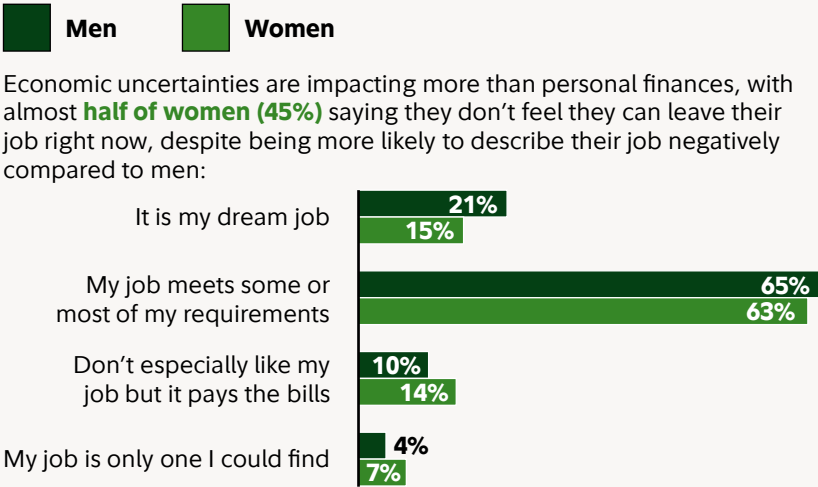
Compared to men, women have less in their cash savings and in their emergency fund on average:

Total cash savings	Men	Women	Emergency fund	Men	Women
Average amount saved	\$62,000	\$54,000	Average amount saved	\$47,000	\$36,000
Do not currently have any cash savings	11%	21%	Do not currently have an emergency fund	11%	18%

The lack of an emergency fund could fuel stress. Among the **four-in-five women (81%)** who say their finances keep them up at night, **one-in-three (35%)** say paying for an emergency expense is a top stressor. Other top financial stressors include:



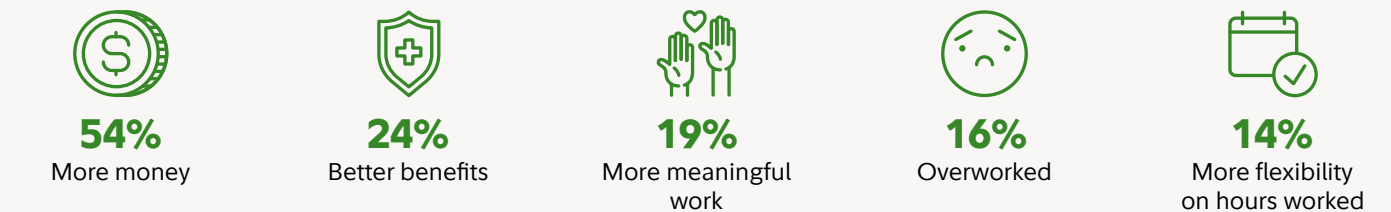
Women are prioritizing stability through “job hugging” over “job hopping”



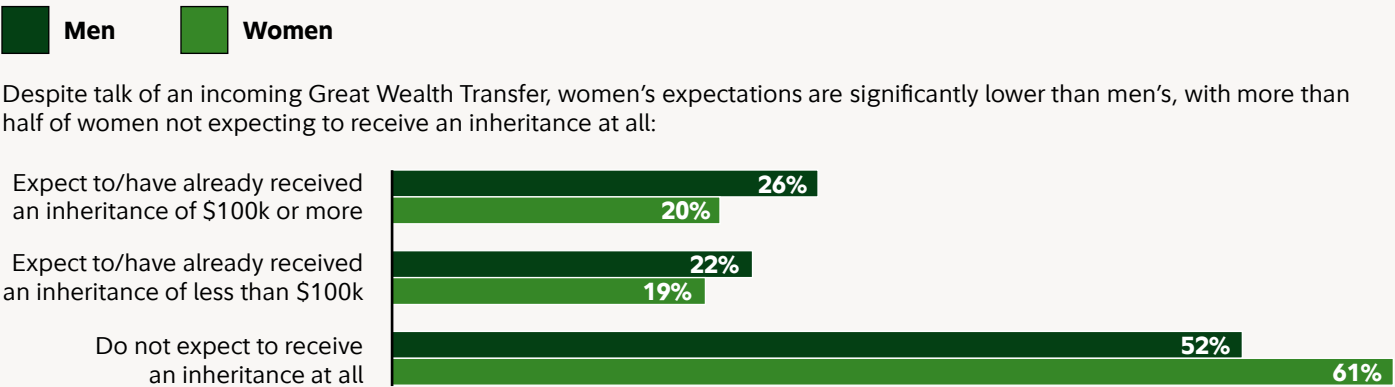
Women are also less likely to report positive sentiments in the workplace compared to men:



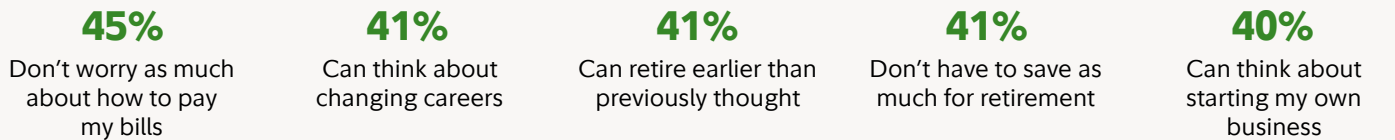
For the **15%** of women who are planning to start looking for a new job in the next year, the top reasons why include:



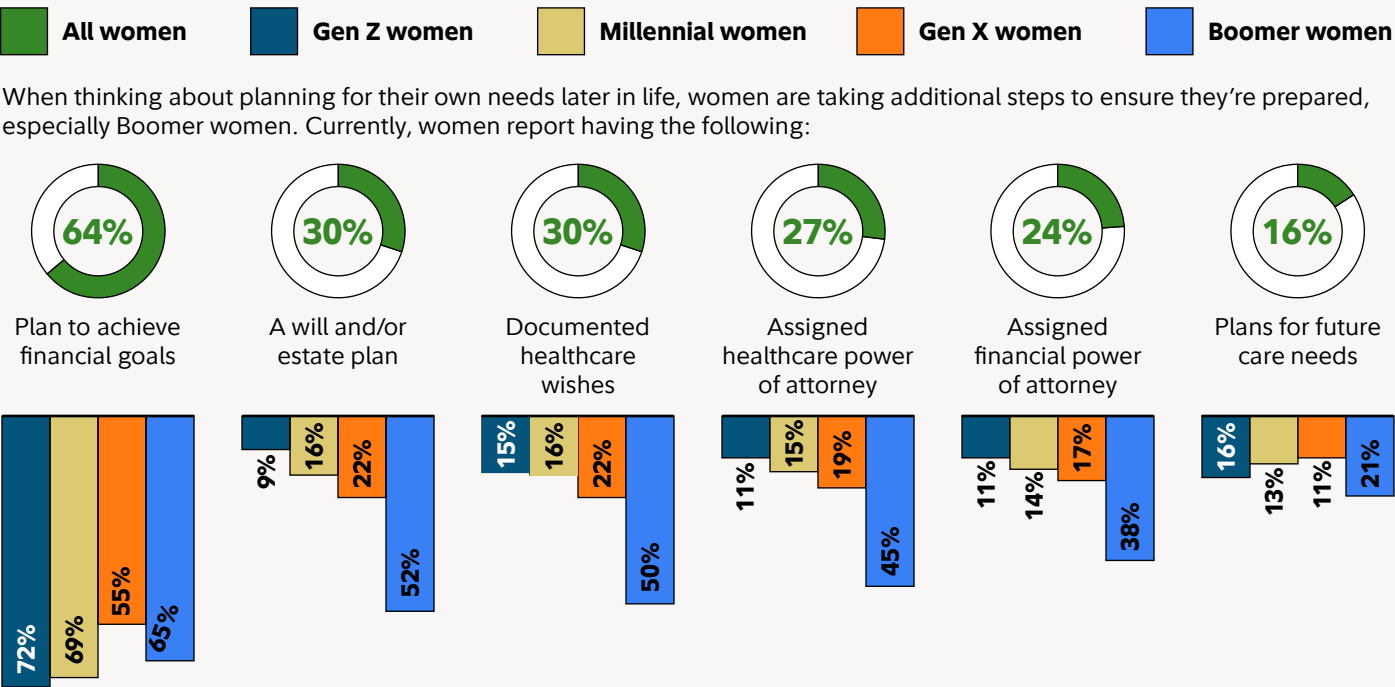
For some women, the Great Wealth Transfer will be transformative; for others, it will miss them entirely



However, for women who do expect to receive an inheritance, the benefits are plentiful and potentially life-changing:



While most women have a plan for their financial goals, progress still needs to be made for them to be secure later in life and to pass on their wealth



In an encouraging sign, **three-in-four women (75%)** who are living with their partner feel very or somewhat confident they could manage their finances should their partner pass before them, with Boomer women being the most confident (**87%**).



Fidelity tools for women looking to make the most of their money

Fidelity offers free and accessible resources and education to help women grow their financial confidence and make the most of their money, no matter their life stage.

Women Talk Money fall event series

Fidelity brings together celebrity guests and Fidelity leaders for a free event series focused on planning for your future. Earlier this month, the community was joined by GRAMMY, Emmy, and Tony®-award-winning and three-time Oscar nominee Cynthia Erivo to discuss the power of betting on yourself. In November, actor, model, author, and entrepreneur Brooke Shields joins a conversation about making career and financial choices that can help you thrive at any age. For more information and to sign up for free, head to fidelityevents.com/women-talk-money-events.

Women Talk Money

Fidelity's [Women Talk Money community](#) offers practical guidance for women at every financial stage and is free to join for everyone. From those just starting to save to those planning for retirement, Fidelity knows that financial confidence grows through education, practice and community support.

**WOMEN
TALK
MONEY**

Year-round support built for women

Fidelity's [women-focused website experience](#) provides insights on the unique factors women often need to plan for, saving and investing strategy thought starters, which accounts can help achieve your goals, and clear next steps.

24/7 access to live help

Fidelity also offers free 1:1 consultations with financial professionals who are specifically trained to aid women in the unique money challenges they encounter. This guidance is available 24/7 at 1-800-FIDELITY, or online at Fidelity.com.

About Fidelity's 2025 Women & Money Study

This study presents the findings of a national online survey, among 3,000 adults, 18 years of age and older, with a gender breakdown of 1,500 women and 1,500 men. Interviewing was conducted August 27–September 10, 2025, by an independent research firm. The results of this survey may not be representative of all adults meeting the same criteria as those surveyed for this study.

The generations are defined as: Boomers (born 1946–1964), Gen X (born 1965–1980), Millennials (born 1981–1996), and Gen Z (born 1997–2012; 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 \$16.4 trillion, including discretionary assets of \$6.4 trillion as of June 30, 2025, we focus on meeting the unique needs of a broad and growing customer base. Privately held for 79 years, Fidelity employs more than 78,000 associates across the United States, Ireland, and India. For more information about Fidelity Investments, visit Fidelity.com/about-fidelity/our-company.

Data tables

Over the past year, four in five women (79%) made at least one financial change due to economic uncertainties like inflation or tariffs. Some of the most common changes made include:

	Percent of women who made this change in the past year	Percent of women say they made this change in the past year due to economic uncertainties
Reduced spending on non-essential activities and entertainment	42%	78%
Reduced common everyday expenses	36%	78%
Saved more	34%	70%
Reduced spending on travel or vacations	30%	73%
Reduced or paid off debts	27%	59%

[Explore the full chart](#)

Women also plan to maintain their financial frugality into the new year, with most feeling confident about their ability to successfully make these changes:

	Percent of women planning to do this over the next year	Percent of women who are very or somewhat confident they can do this over the next year
Save more	47%	86%
Reduce spending on non-essential activities and entertainment	36%	93%
Reduce or pay off debts	35%	84%

[Explore the full chart](#)

When thinking about their plans for the new year, Gen Z and Millennial women are becoming more involved with their finances:

	Gen Z women	Millennial women	Gen X women	Boomer women
Create a budget	37%	26%	20%	8%
Create a financial plan	25%	21%	17%	6%
Invest in something new	14%	13%	6%	2%

[Explore the full chart](#)

Gen X and Boomer women are planning to make lifestyle adjustments to rein in spending:

	Gen Z women	Millennial women	Gen X women	Boomer women
Reduce spending on non-essential activities and entertainment	26%	32%	36%	40%
Reduce common everyday expenses	22%	27%	35%	35%
Reduce spending on travel or vacations	15%	22%	24%	28%

[Explore the full chart](#)

According to Gen Z and Millennial women, tools that empower them to take charge of their own finances would be the most useful in helping them realize their financial goals. Older women are more likely to say they don’t need help.

	Gen Z women	Millennial women	Gen X women	Boomer women
A step-by-step plan	57%	57%	43%	26%
Checklists or tools	49%	48%	41%	29%
Help from a professional	23%	29%	20%	17%
Rewards/recognition for significant milestons	23%	27%	17%	9%
Accountability partner	25%	24%	13%	7%
None of the above	15%	13%	22%	39%

[Explore the full chart](#)

Economic uncertainties are impacting more than personal finances, with almost half of women (45%) saying they don’t feel they can leave their job right now, despite being more likely to describe their job negatively compared to men:

	Men	Women
it is my dream job	21%	15%
My job meets some or most of my requirements	65%	63%
Don’t especially like my job but it pays the bills	10%	14%
My job is only one I could find	4%	7%

[Explore the full chart](#)

Women are also less likely to report positive sentiments in the workplace compared to men:

	Men	Women
Contributions are recognized and valued	59%	46%
Feel engaged	59%	46%
Has a workplace mentor or advocate	44%	31%

[Explore the full chart](#)

Despite talk of an incoming Great Wealth Transfer, women’s expectations are significantly lower than men’s, with more than half of women not expecting to receive an inheritance at all:

	Men	Women
Expect to/have already received an inheritance of \$100,000 or more	26%	20%
Expect to/have already received an inheritance of less than \$100,000	22%	19%
Do not expect to receive an inheritance at all	52%	61%

[Explore the full chart](#)

When thinking about planning for their own needs later in life, women are taking additional steps to ensure they’re prepared, especially Boomer women. Currently, women report having the following:

	All women	Gen Z women	Millennial women	Gen X women	Boomer women
Plan to achieve financial goals	64%	72%	69%	55%	65%
A will and/or estate plan	30%	9%	16%	22%	52%
Documented healthcare wishes	30%	15%	16%	22%	50%
Assigned healthcare power of attorney	27%	11%	15%	19%	45%
Assigned financial power of attorney	24%	11%	14%	17%	38%
Plans for future care needs	16%	16%	13%	11%	21%

[Explore the full chart](#)

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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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