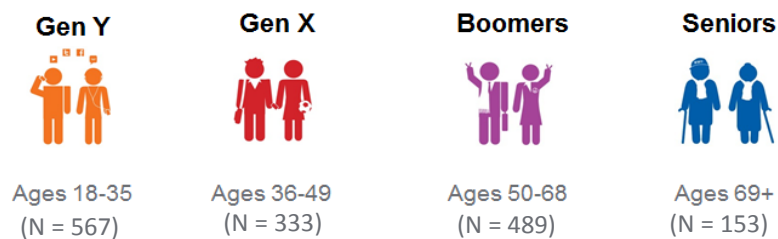


Introduction

This summary presents key findings from the 2015 Fidelity Investments Money FIT Women Study. The study was designed to measure how women view and address their finances, including the obstacles that may hold them back from being more engaged, and incentives that would encourage them to take action

Kelton, a leading global insights firm, conducted the online study on behalf of Fidelity Investments from October 6 to October 30, 2014 among a national sample of 1,542 women ages 18+. All respondents were employed or retired and had a qualifying retirement plan such as a 401(k); 403(b); 401(a) or 457 (margin of error +/- 2.5%). Fidelity Investments was not identified as the sponsor.

Breakdown of respondents by generation:



Key Findings

- Women are eager for information about financial planning and investing
 - 92% of women want to learn more about financial planning
 - 75% want to learn more about money and investing
 - 83% want to get more involved in their finances within the next year
- Yet a majority of women hold back when it comes to talking about money; eight in 10 women confess they have refrained from discussing their finances with those they are close to
 - Only 47% of women say they would be confident discussing money and investing with a financial professional on their own
- Confidence is a leading factor holding women back; 60% worry about not having enough money to last through retirement
 - Lack of financial knowledge and experience, and not knowing where to turn for guidance among leading reasons
- There is a significant missed opportunity in the workplace. Among women who are offered retirement guidance through their employer, 65% do not take advantage of it.

Women Want to Get More Engaged With Their Finances, but Talking About Money Remains Taboo

- Study results show that 83% of women would like to become more engaged with their finances within the next year. More specifically:
 - 92% want to learn about financial planning
 - Three in four (75%) want to learn more about money and investing
- Yet, when asked about their comfort level with discussing different topics with friends and family the results were surprising. Women are less likely to discuss their finances with friends and family than other traditionally “taboo” topics.

Women are most likely to talk with their partners about

Health issues 78%
Issues at work 71%

And less likely to discuss

65% Investment ideas
48% Difficulties with eldercare
47% Shopping tips

Women are most inclined to speak with friends about

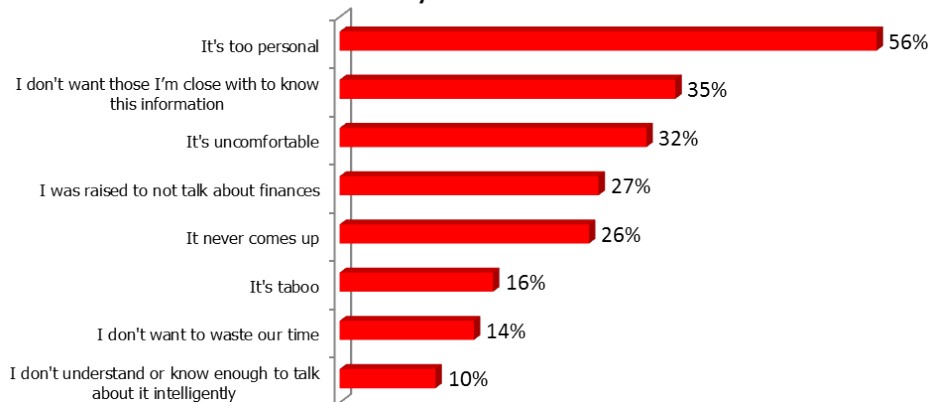
Shopping tips 65%
Parenting issues 46%
Issues at work 44%
Health issues 43%

But less inclined to discuss

17% Investment ideas
25% Spending habits

- In fact, four in five women (80%) have, at some point, refrained from talking about their finances to those they are close with. A number of factors hold women back from talking money with loved ones.

Why have you refrained from discussing your finances with those you are close with?*



* among respondents who say that at some point, they have refrained from discussing their finances with those they are close to

- This hesitation to talk about money extends beyond family and friends, and women are even reluctant when discussing with qualified investment professionals. Study results show that while 77% of women are confident discussing medical issues with a doctor on their own, only 47% would be comfortable talking about money and investing with a financial professional.
- In fact, one in two (50%) of women who have a primary investment firm have not spoken with a representative there. The top reasons for bypassing these conversations include:
 - They haven't made time for it (33%)
 - They don't think they are at a stage in their life where they need financial guidance (21%)
 - They feel intimidated (17%)
 - They would rather talk to someone else (17%)
- Despite this, women say more support would encourage them to become more engaged in their finances over the next twelve months. Motivating factors include:

What would motivate you to become more engaged in your finances within the next 12 months?*



**among respondents who would be motivated to become more engaged in their finances within the next 12 months; **among married respondents*

- In addition, 70% of women currently not working with a financial professional would be motivated to do so in the future.

Women Lack Financial Confidence, But Underestimate Their Financial Strengths

- While 82% of women are confident in managing their day-to-day budgeting, their confidence slips when it comes to longer term financial planning.
 - While most women are confident they can balance a checkbook or manage the family budget without help, they are less confident regarding planning for their financial needs during retirement or selecting the right financial investments

Women who are confident they can do this task without help from someone

Balance a checkbook

79%

Manage and balance the family budget

72%



Plan for retirement financial needs

37%

Select the correct financial investments

28%

- In addition, many women are nervous about the financial decisions they make and confused about their financial future. In fact:
 - 50% are often nervous about the financial decisions they make; higher among Gen X (58%) and Gen Y (57%) women than their Boomer peers (41%)
 - 62% are at least a little confused when it comes to navigating their future financial path
 - 60% often worry about not having enough money to last through their retirement
 - 62% say they could use more knowledge to enable them to make smart financial decisions

- Results of this study show that this lack of confidence among women is due to many factors.

What makes you generally feel not confident when making financial decisions?*



*among respondents who say they do not feel confident making financial decisions;
**among married respondents

- However, women already possess strong financial habits and are taking strides to get more engaged, including:
 - 81% say they have become more involved in their long-term financial planning in the last five years
 - 74% say they are proactive about saving for the future; 60% say they are more focused on the future than the present, when it comes to saving and spending
 - Fidelity's customer data¹ supports these positive savings habits, finding that women at every income level contribute a higher percentage of their salaries toward workplace retirement savings plans than their male counterparts.

60% think more about tomorrow than today when it comes to saving and spending



74% save funds toward their future...



¹ Fidelity Investments, "Empowering Women to Take Control of Their Retirement," February 2015

Opportunity to Better Leverage Workplace Retirement Plans and Resources

- While three-fourths (74%) of women are putting aside money for their future, an equal number have not increased their contribution amount to their workplace retirement plan in the last 12 months.
- Although many women worry they will not have enough money saved to last through retirement (60%), some women still are not paying close attention to how much they have saved:

33% don't know their workplace retirement plan balance



- In addition, more than one-third (35%) of women say their workplace retirement plan provider doesn't offer financial guidance; one in five (21%) don't even know if this service is available from their employer.
- There is a huge "missed opportunity" here: close to two in three women (65%) who are offered guidance at their workplace don't take advantage of it.
- In the workplace, 91% of women who have not taken advantage of guidance from their workplace retirement plan provider say they would be motivated to so. The number one motivator would be if the provider offered a class during work hours on-site (32%). Other motivators include:

What would motivate you to take advantage of the guidance your workplace retirement plan provider offers? If...



Answers provided by respondents who are offered guidance by their workplace retirement plan provider, don't take advantage of it, but would be motivated to do so

***among working respondents*

Most Women Want Face-to-Face Financial Support

- Among the 92% of women who would like to learn more about financial planning, more than half (55%) would like to learn by meeting with a financial professional in person.
- 41% of them said they would learn through researching information online via a laptop or desktop and 27% would be willing to speak with a financial professional on the phone.

About Fidelity Investments

Fidelity's goal is to make financial expertise broadly accessible and effective in helping people live the lives they want. With assets under administration of \$5.1 trillion, including managed assets of \$2.0 trillion as of December 31, 2014, we focus on meeting the unique needs of a diverse set of customers: helping 23 million people investing their own life savings, 20,000 businesses to manage their employee benefit programs, as well as providing 10,000 advisory firms with technology solutions to invest their own clients' money. Privately held for nearly 70 years, Fidelity employs 41,000 associates who are focused on the long-term success of our customers. For more information about Fidelity Investments, visit www.fidelity.com.

#

Investing involves risk including the risk of loss.

Fidelity, Fidelity Investments, Fidelity Viewpoints and Fidelity Investments and the Pyramid Design logo are registered service marks of FMR LLC.

Kelton is not affiliated with Fidelity Investments.

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

Fidelity Investments Institutional Services Company, Inc., 500 Salem Street, Smithfield, RI 02917

National Financial Services LLC, Member NYSE, SIPC, 200 Seaport Boulevard, Boston, MA 02110

714663.1.0

© 2015 FMR LLC. All rights reserved.