

Fact Sheet: The Fidelity Investments® 2015 New Year Financial Resolutions Study

A Few Words about the Study

The Fidelity Investments **New Year Financial Resolutions Study** was designed to explore attitudes toward making financial New Year's resolutions. This is the sixth year Fidelity has conducted the study, with results trended over time.

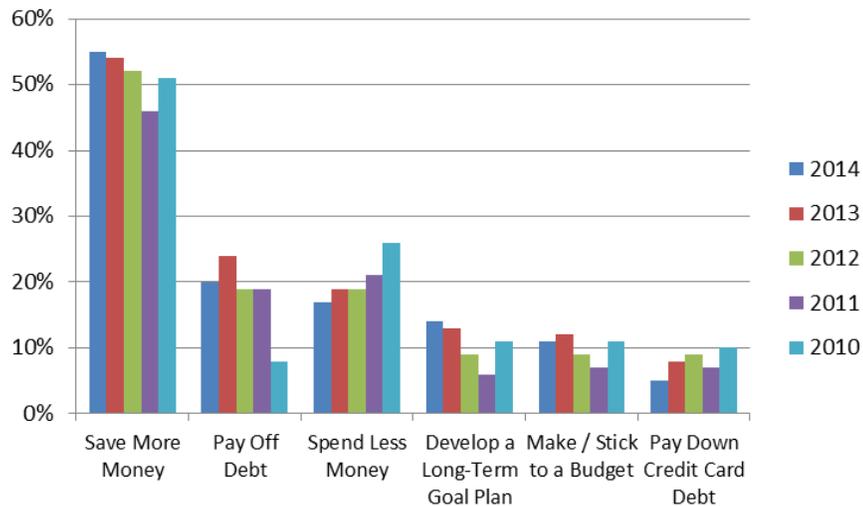
Key Findings

Finding #1: This Year, Fewer Americans are Making Financial Resolutions

The number of respondents considering a financial resolution for 2015 is only 31%, compared to 43% in 2014 (a 28% decrease over last year, which was an all-time high).

- Among those considering a financial resolution, the top three remain consistent to the last four years – save more (55%), pay off debt (20%), and spend less (17%).
 - Of those planning to save more, the median amount they anticipate saving is an additional \$200 per month.
 - “Develop a plan to reach longer-term goals” has increased to 14%, more than doubling since 2011 (6%).

Leading Financial Resolutions



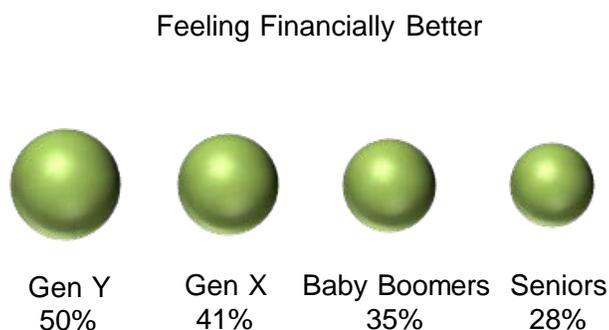
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- Of those who say they plan to save more money as one of their top financial resolutions, more people plan to focus on long-term goals rather than the short-term (57% versus 37%).
 - The most popular long-term goals are to save for retirement in an IRA or workplace savings plan (56%), save for retiree healthcare costs (35%), and save for college (27%).
 - The most popular short-term goals are to place the money in an emergency fund (52%), save for a vehicle (39%), pay down credit card debt (38%), and save for a home (35%) or big ticket household item (35%).
- Among all respondents, when asked if they plan to increase their annual retirement savings contribution by 1% or more in 2015, 47% said they agree. Some ways in which they can achieve this is through increased contributions in an IRA or workplace savings account, such as a 401(k).

Finding #2: Despite the Decline in Financial Resolutions, More Americans are Increasingly Feeling Better about Their Finances

Though fewer people are considering a financial resolution, many people are feeling good about their current economic state. When asked how they feel about their financial situation now versus the same time last year, 41% say they feel better.

- Generationally, the younger generations feel better than the older set¹. Those saying they feel financially better this year than they did at this time last year:



- Even better news: not only do respondents say they are in a better financial situation, 36% of the overall respondents say they are carrying less debt and 64% expect their bonus or tax refund to be the same or larger than the previous year.

¹ The generations are defined as follows:

- Generation Y: Age 18 to 35 (born 1979-1996)
- Generation X: Age 36 to 49 (born 1965-1978)
- Boomers: Age 50 to 68 (born 1946-1964)
- Seniors: Age 69-plus (born 1945 or earlier)

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Finding #3: Be Warned, Making Resolutions May Improve Your Financial Condition

For those who say they made a resolution at the start of 2014, more than one-half (51 percent) now feel they are better off financially. **In contrast, only 38 percent of those who did not can say the same.**

- And, it's appears that it's not that difficult to stick to them. Of those who made a financial resolution last year, 74% realized at least 50% of their goal; 29% achieved their financial goal completely.

Finding #4: To Achieve Financial Resolutions, YOU are Your Most Powerful Motivator

There are many methods people use to stick to a financial resolution; however, the most effective motivator may simply be will power. When asked what would help them make or stick to a financial resolution, the most popular answer was self-motivation or feeling encouraged by the progress you've made (64%). Top answers include:

Self-motivation or feeling encouraged by progress you've made so far	64%
Being able to see or calculate the bottom-line benefit of sticking to your financial resolution over the year	54%
Breaking into smaller, more attainable short-term goals	49%
Having a reward if you reach your goal by the end of the year	48%
Automatic increase programs (such as to 401(k) contributions direct from your paycheck, etc.)	39%
Talking with friends or family who can help you stay focused on your goal	37%
Having a consequence if you don't stick to your financial resolution	36%
Having a daily or weekly reminder	34%
Meeting with someone on a regular basis to help you track your progress	30%

Finally, the survey found that achieving a financial resolution isn't as difficult as one might think. When comparing financial resolutions to other popular resolutions such as exercising regularly or give up smoking, 42% say it's easier to stick to a financial resolution. Why not make one of your own today?

Looking for ways to identify and stick to YOUR New Year's resolution?

Visit: www.fidelity.com/resolutions

Methodology

This survey was conducted by telephone² among a national probability sample of 2,014 U.S. adults 18 years of age and older. Interviewing was conducted from October 23-27, 2014 by ORC International, an independent research firm not affiliated with Fidelity Investments. The results of the survey may not be representative of all adults meeting the same criteria as those surveyed for this study.

Key Demographics of Sample

Male	49%
Female	51%
Average Age	46
Average HH Income	\$55,800
Employed	57%
Not Employed	10%
Fully or Partially Retired	22%
Homemaker	4%
Student	5%
Refused	2%

Graduate School	13%
Some College or College Graduate	43%
High School or Less	42%
Refused	2%

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² CARAVAN® dual frame sampling design consisting of 1,214 landline and 800 cellular phone non-overlapping sample frames

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