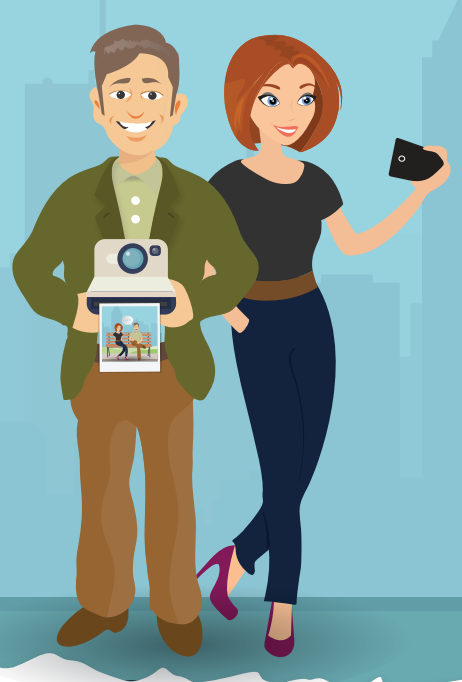
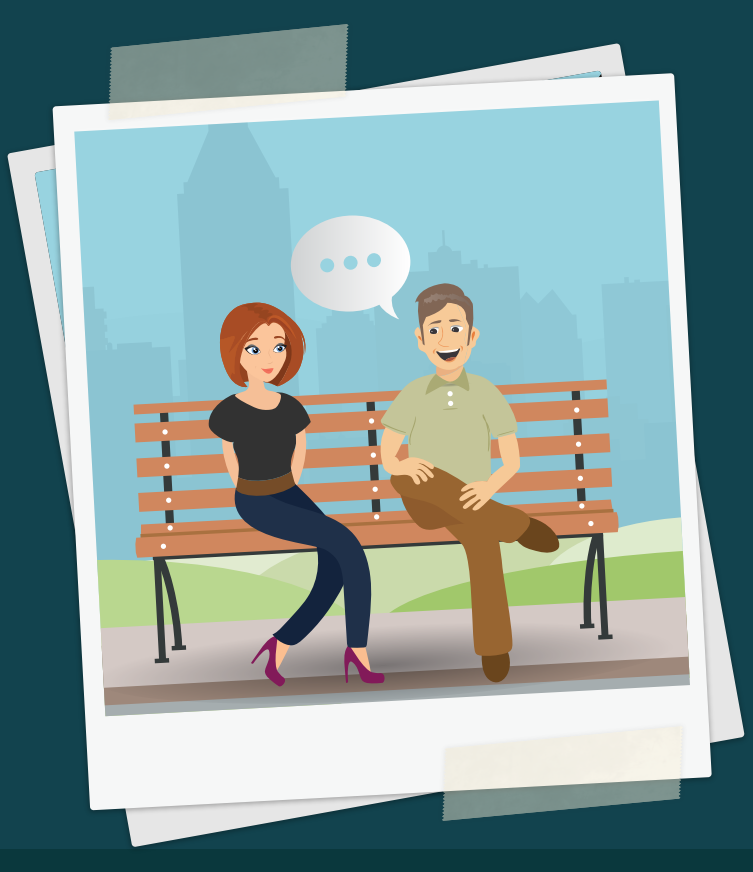


LIKE FATHER LIKE DAUGHTER?

A Father's Day Snapshot of Boomer Men and Millennial Women's Financial Habits

According to Fidelity Investments' **Retirement Savings Assessment**, sharing financial advice across generations could help both dads and daughters improve their financial picture.

WHAT DAUGHTERS CAN LEARN FROM THEIR DADS



SUPPLEMENT YOUR SAVINGS:

Boomer men have a median savings rate of **11%**

compared to

7% for Millennial women

Millennials, time is on your side.
Up your savings rate whenever you can to take advantage of the years your money can grow.

IMPORTANCE OF INVESTING:

What would you do if you received a windfall?

20% of Boomer men would invest the $

compared to

8% of Millennial women

Fathers and daughters:
talk about how investing with a diversified portfolio can help grow your wealth.

HEALTH/WEALTH CONNECTION:

While equally active,

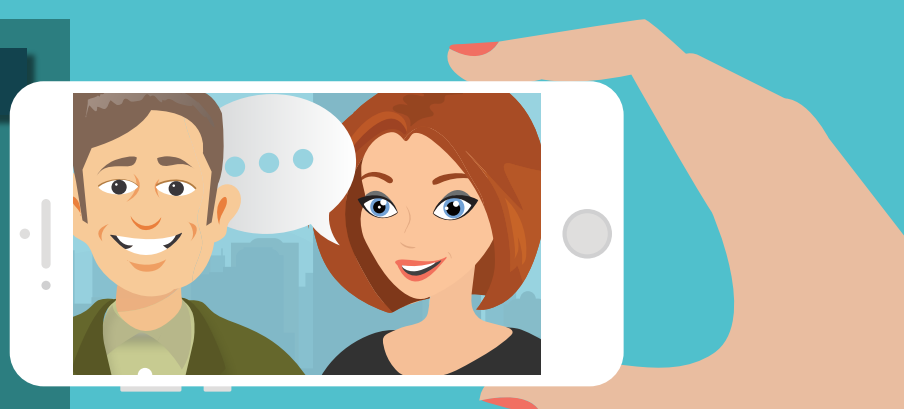
15% of Millennial women feel they have an unhealthy diet

compared to

10% of Boomer men

No matter what your age,
there can be a direct—sometimes unforeseen—link between your health and your finances.

WHAT DADS CAN LEARN FROM THEIR DAUGHTERS



TALKING MONEY:

Millennial women are 3x more likely than Boomer men to frequently consult with others when making important decisions, such as investing and saving for retirement.

24% vs **8%**

Fathers don't need to fly solo: connect with trusted parties to improve your financial health.

TRACKING SUCCESS:

One trick of the personal finance trade:
use tracking tools to stay the course. Millennial women have taken this message to heart, with

67% using budgeting aids

compared to

38% of Boomer men

BALANCE...BEYOND WORK:

Millennial women value downtime:

47% say paid time is one of the three most important factors in a job offer

compared to

20% of Boomer men

Taking time outside of work is critical for your emotional well-being, putting you in the right frame of mind for sound financial decision-making.

Finances might not be top of mind this Father's Day, but family conversations between dads and their children, both daughters and sons, can lead to greater financial health.

To get started, check out Fidelity's online series:
Special Report: Families and Money.

About the Study
Data for the Fidelity Investments Retirement Savings Assessment were collected during August 2015 through a national online survey of 4,650 working households earning at least $20,000 annually, with respondents age 25 to 75. All respondents expect to retire at some point and have already started saving for retirement. Data collection was completed by GfK Public Affairs and Corporate Communication using GfK's KnowledgePanel®, a nationally representative online panel. The responses were benchmarked and weighted against the 2014 Current Population Survey by the Bureau of Labor Statistics. GfK Public Affairs and Corporate Communication is an independent research firm not affiliated with Fidelity Investments. Fidelity Investments was not identified as the survey sponsor.

Baby boomers are ages 51-69, born between 1946-64. Millennials are ages 25-34, born between 1981-90.

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

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