



Fidelity® 2013 New Year Financial Resolutions Study Executive Summary

Introduction and Study Methodology

The Fidelity *New Year Financial Resolutions Study* was designed to explore attitudes toward financial New Year resolutions. This is the fourth year Fidelity has conducted this study and results are trended over time. This survey was conducted via telephone¹ among a national probability sample of 1,012 U.S. adults 18 years of age and older. Interviewing was conducted from November 9-13, 2012 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 Findings: Financial Resolutions Reach an All-Time High

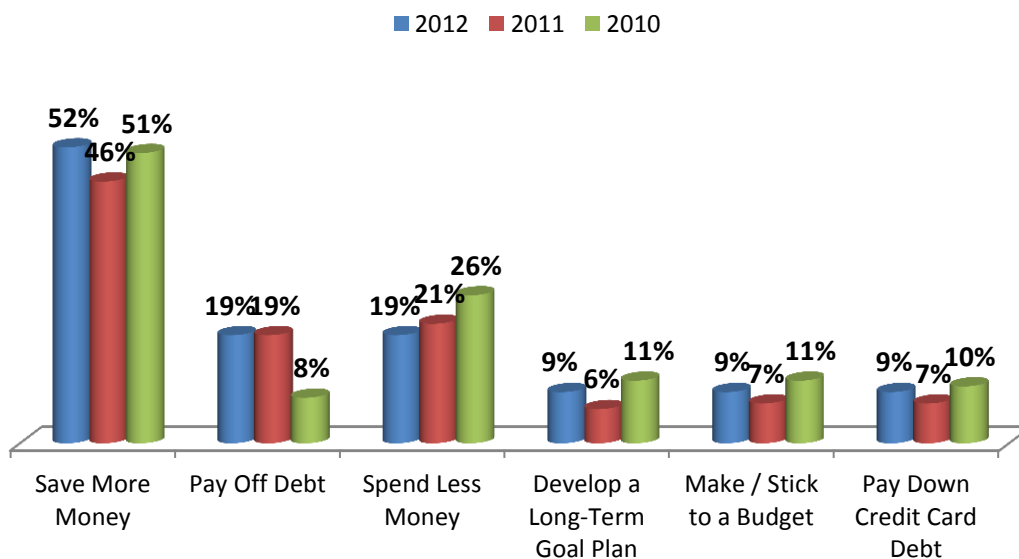
- 46 percent of consumers say they typically consider making a financial resolution – more than in any other year (up 31 percent since the first year of the survey, 2009).
- For the second consecutive year, the top three resolutions continue to be saving more (52 percent), spending less (19 percent), and paying off debt (19 percent).
- The trend of savings towards long-term goals (65 percent) continues to rise and outweigh short-term goals (29 percent), with most people putting that savings towards retirement and college savings.
- In addition, consumers plan to decrease their holiday budgets and shift their focus from spending to saving. More than one-third (37 percent) of consumers say they will spend less this holiday season compared to last year, and plan to cut their spending budget by approximately 25 percent from 2011 levels.
- Though 38 percent of respondents deem financial resolutions more difficult to keep than other types of non-financial resolutions, nearly half (46 percent) say they achieved more than 80 percent of their financial resolution goal last year.

¹ CARAVAN® dual frame sampling design consisting of 660 landline and 352 cellular phone non-overlapping sample frames

Nearly Half of Consumers Now Consider Making Financial Resolutions; Top Three Resolutions Remain Steady

- 46 percent of respondents say they typically consider making financial resolutions, up from 35 percent who said this in 2009. Importantly, nearly two-thirds (62 percent) say they stuck with their resolutions in the past, up from 58 percent in 2010.
- For the second consecutive year, the top three resolutions continue to be saving more (52 percent), spending less (19 percent), and paying off debt (19 percent).

Leading Financial Resolutions

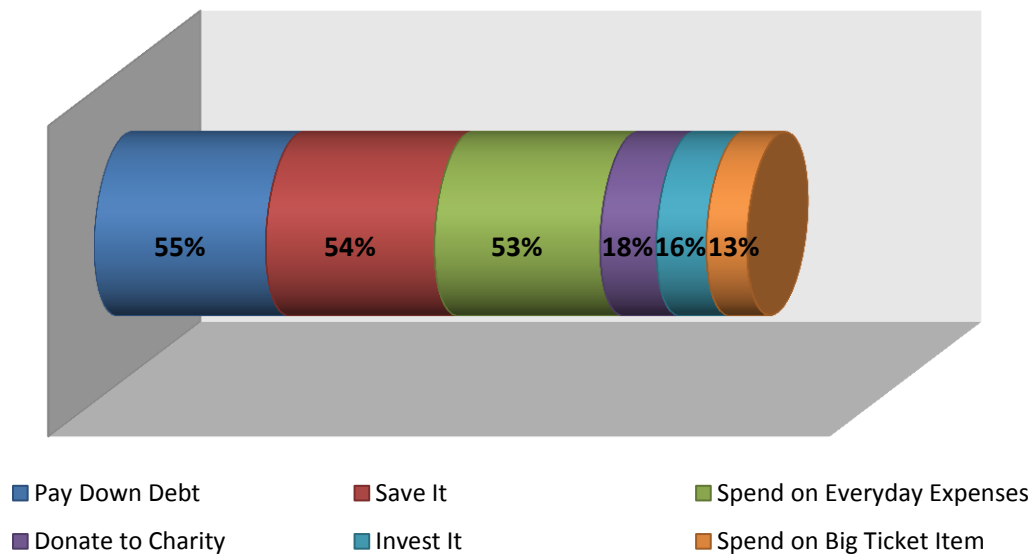


- The median annual amount respondents plan to save remains at \$2,400, the same as last year and double the goal of 2010.
- The continued focus on saving could be fueled by consumer sentiment as respondents say they are in a worse financial situation today than last year (26 percent) and more in debt (17 percent).
- For those Americans not considering a financial resolution for 2013, the top three reasons cited are the same as last year: low confidence in the market (39 percent), never make financial resolutions (37 percent) and lack of interest (36 percent).

Holiday Budgets Cut in Favor of Saving

- New to the survey this year were questions about holiday spending plans. Results show more than one-third (37 percent) of consumers say they will spend less this holiday season compared to last year, cutting their spending budget 25 percent from a median amount of \$800 to \$600.
- The top three areas in which consumers say they plan to redirect these savings are towards paying down debt (54 percent), saving it (54 percent), and spending on everyday household expenses (53 percent).

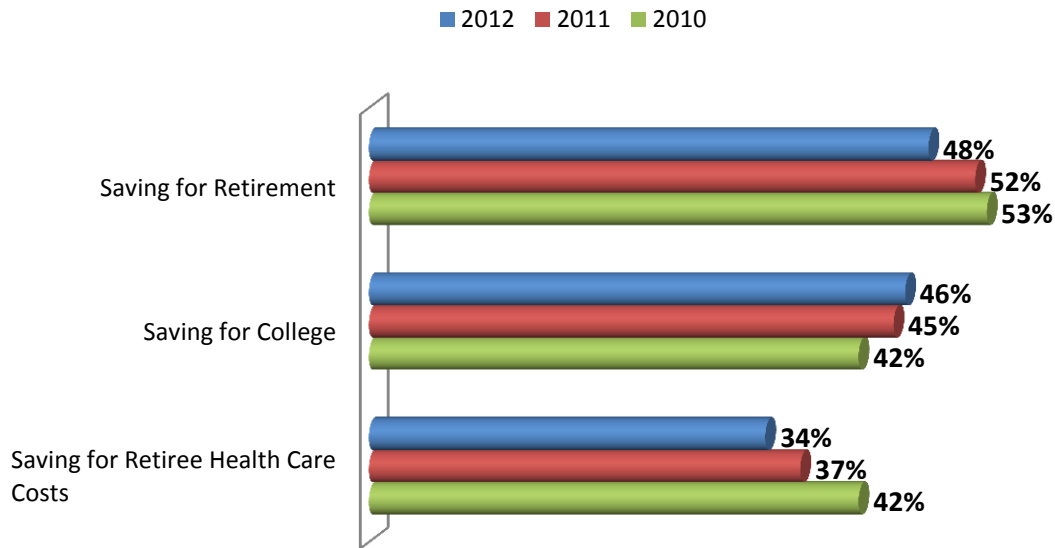
Shift from Spending to Saving



Savings Toward Long-Term Goals Continues to Lead Short-Term Goals

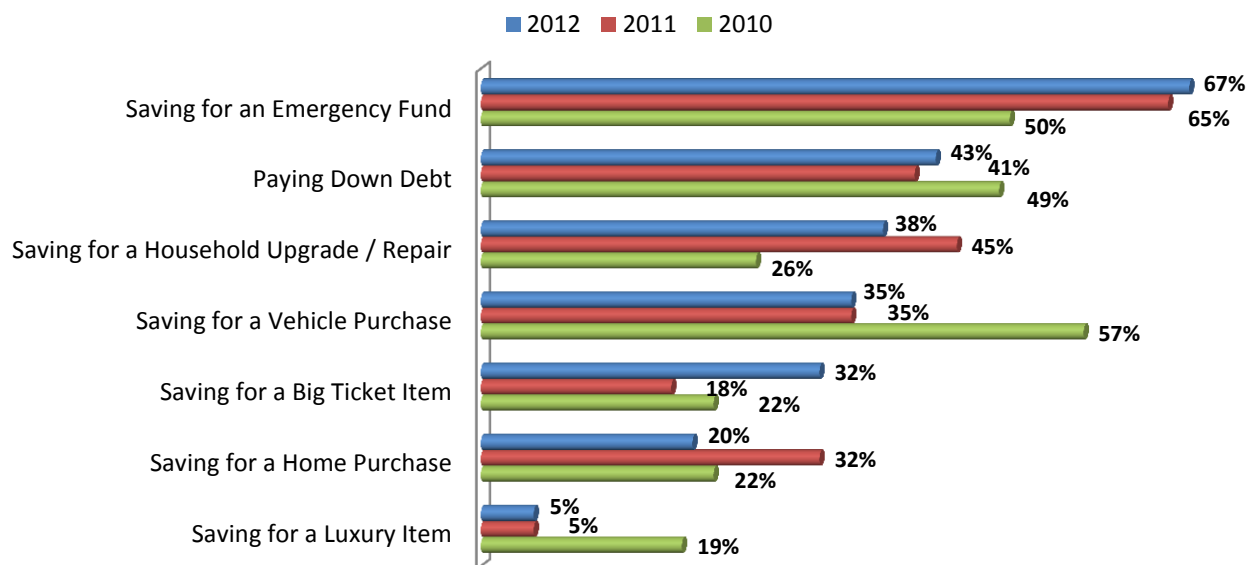
- The trend of savings towards long-term goals (65 percent) continues to rise (up from 59 percent in 2010) and outweigh short-term goals (29 percent). The leading long-term goal was saving more for retirement in a tax-advantaged/tax deferred account (48 percent), followed by saving for college (46 percent) and retiree health care costs (34 percent).

Long-Term Savings Goals



- Of the 29 percent who are saving for short-term goals, there's been a big shift over the years in saving money towards practical investments versus luxury items. The most common answer for short-term savings goals is saving towards an emergency fund (67 percent in 2012; 50 percent in 2010) versus saving towards luxury items and larger purchases like boats, jewelry, or vehicles. Significant decreases in these latter categories have been seen since 2010.

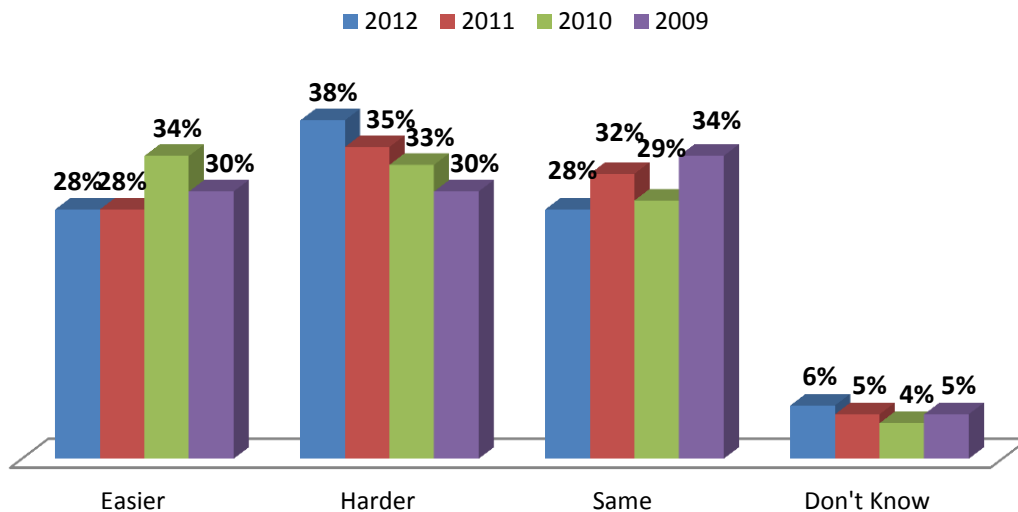
Short-Term Savings Goals



Financial Resolutions are Difficult to Keep, but Many Achieving Success

- In relation to other popular resolutions (e.g., exercise more, stop smoking, find a new job), many consumers (38 percent) find financial resolutions more difficult to keep (up from 30 percent in 2009).
- Although widely regarded as more difficult to keep, nearly half (46 percent) say they achieved more than 80 percent of their resolution last year.

Keeping Financial Resolutions Versus Other Popular Resolutions



Key Demographics of Sample

Of the 1,012 total respondents:

Male	46%
Female	54%
Average Age	46
Average HH Income	\$54,100

Employed	53%
Not Employed	12%
Fully or Partially Retired	20%
Homemaker	8%
Student	5%
Refused	2%

Graduate School	11%
Some College or College Graduate	44%
High School or Less	43%
Refused	2%

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Fidelity Investments is one of the world's largest providers of financial services, with assets under administration of \$3.8 trillion, including managed assets of \$1.6 trillion, as of October 31, 2012. Founded in 1946, the firm is a leading provider of investment management, retirement planning, portfolio guidance, brokerage, benefits outsourcing and many other financial products and services to more than 20 million individuals and institutions, as well as through 5,000 financial intermediary firms. For more information about Fidelity Investments, visit www.fidelity.com.

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