For Gen Z Americans, the “Meme Stocks” Market Volatility Introduced a Crossroads: To Invest or Not to Invest?

Recent market volatility around “meme stocks” awakened many young Americans to the possibility of investing—some watched from the sidelines while others jumped right in.

In early 2021, online discussion boards impacted the value of certain stocks—sometimes referred to as “meme stocks”—causing market volatility. We surveyed younger Americans to understand their familiarity with the events, and their actions and attitudes.

62% of Gen Z respondents were familiar with the recent market volatility.

Of the Gen Z market watchers in early 2021, 21% were feeling a bit of FOMO and 27% were more hesitant to begin trading and investing.

Of Gen Z who noted that they are more motivated to start educating themselves on trading and investing due to the recent market volatility:

- 58% are now more excited to learn about the stock market because of the impact it could have on their finances.

55% of Gen Z made a trade in the first three months of 2021.

Yet, 54% of Gen Z women did not make any trades in that period (compared to 37% of men).

45% of Gen Z are now feeling more motivated to start educating themselves on trading and investing. Of Gen Z who were familiar with market volatility around meme stocks, 22% felt relieved they weren’t risking their money.

Even though 45% of Gen Z did not trade during the volatility, 80% of those who didn’t trade said they would be comfortable to trade slowly with small amounts of money.

Fidelity Can Help

Fidelity is committed to helping young investors who are just beginning their financial journeys by providing the resources and tools to help make their money work for them.

For New Investors, Starting Slowly with Small Amounts Could be the Way In

Across all generations, learning about investing and getting started on their own feels overwhelming:

- 58% of Gen Z
- 65% of Millennials
- 64% of Gen X

For those who made a trade in early 2021; what would make them more comfortable to trade?

- Understand the potential risks and rewards
- Become more educated on investing terminology and language

62% of millennial men are more motivated to start educating themselves on trading and investing given the recent stock market volatility.

59% of all those surveyed are more motivated to start educating themselves on trading and investing, and more specifically that they will be more equipped to navigate the stock market volatility.

Fidelity Spire® is a mobile app designed to help young investors save, plan and invest for short- and long-term goals. They can link an account and track financial progress toward a specific goal and time-frame and the Learn section has tips that are related to those goals.

Get Started:
Fidelity has a digital experience curated specifically for young investors to make it simple to make a transaction, check account balances, and track savings toward a specific goal. These services are paired with our decades of experience and expertise of money management and financial education.

Keep it Simple:
Fidelity Spire® includes dollar-based investing which allows anyone to buy or sell a dollar amount of a U.S. stock or exchange-traded fund (ETF) instead of having to buy round-number share quantities. Customers can start trading with as little as $1.

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59% of all those surveyed are more motivated to start educating themselves on trading and investing, are more excited because they see the impact it could have on their money.

Of all the generations, Gen Z (41%) was most likely to say that they turn to social media influencers to educate themselves on investing.

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