



Illuminating Participant Knowledge

Fidelity Stock Plan Services 2018 Participant Survey

As part of our ongoing effort to understand our participants' perceptions and knowledge of their company stock plan, Fidelity Stock Plan Services conducted an online survey from March to May of 2018. Participants from around the globe, representing more than 170 companies, responded.

Key takeaways? The correlation between participant comprehension of the plan and overall satisfaction continues. The better participants understand their plan, the higher their reported loyalty, motivation, and satisfaction.

Differences were found, however, in plan knowledge by gender. Women reported lower levels of plan comprehension, but greater interest in stock plan education programs.

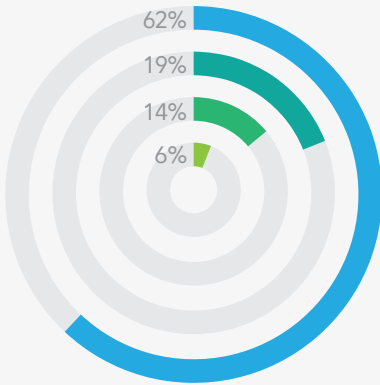
These responses reinforce the need to provide educational communications designed for this segment.



Key Finding: Participants who are more knowledgeable about their stock plan have higher satisfaction, and are more loyal and motivated. Female and older participants reported higher levels of satisfaction, loyalty, and motivation relative to their male and younger counterparts.*

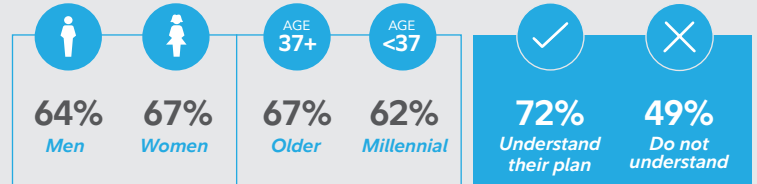
Satisfaction

How satisfied are you with your stock plan?



62%
are **very satisfied**

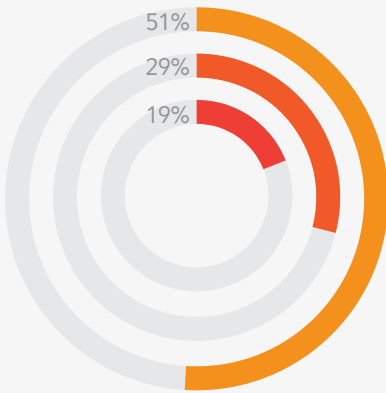
Closer look by segment: Who is very satisfied?



■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Dissatisfied

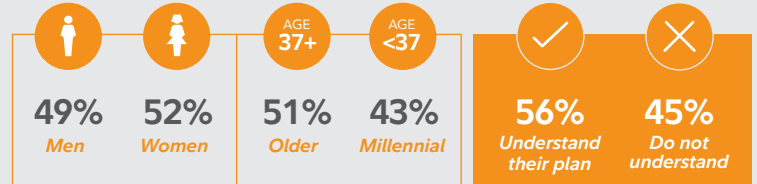
Loyalty

"I am more loyal to my current employer as a result of the stock plan."



51%
agree

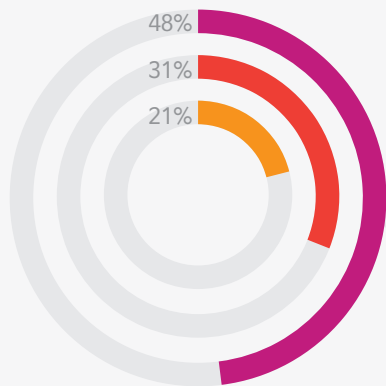
Closer look by segment: Who agrees?



■ Strongly/Somewhat Agree ■ Neutral ■ Somewhat/Strongly Disagree

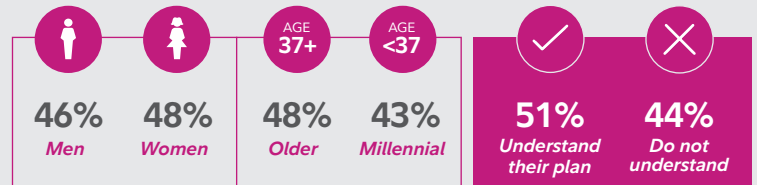
Motivation

"I work harder knowing my stock plan will reward me for my company's performance."



48%
agree

Closer look by segment: Who agrees?

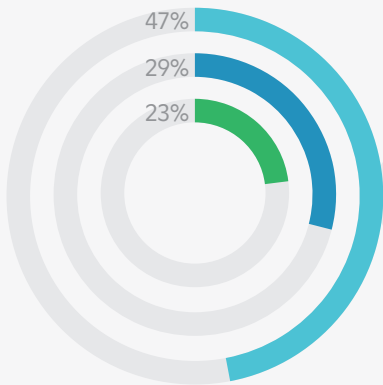


■ Strongly/Somewhat Agree ■ Neutral ■ Somewhat/Strongly Disagree

Key Finding: When participants are more knowledgeable about their stock plan, they are more likely to feel ownership in their company and consider a stock plan an important factor in changing jobs. Women reported the highest levels of difficulty in giving up stock plan benefits when changing jobs.*

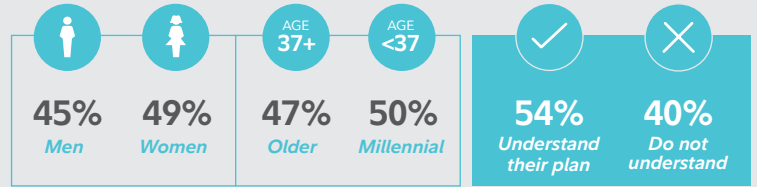
Importance

"Stock plan availability is an important consideration for me in changing jobs."



47%
agree

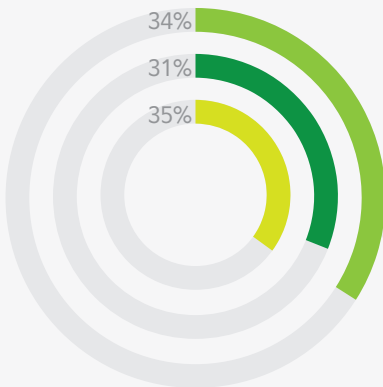
Closer look by segment: Who agrees?



■ Strongly/Somewhat Agree ■ Neutral ■ Somewhat/Strongly Disagree

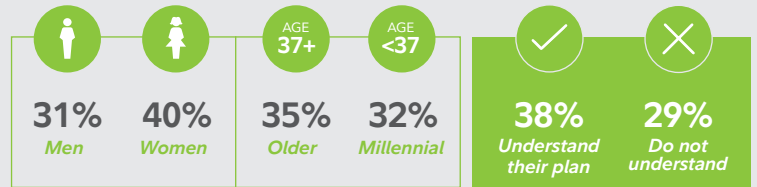
Retention

"Giving up my stock plan benefits would make it difficult for me to change jobs."



34%
agree

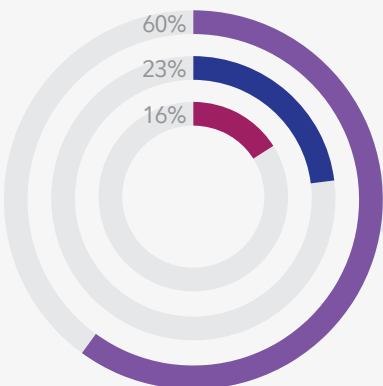
Closer look by segment: Who agrees?



■ Strongly/Somewhat Agree ■ Neutral ■ Somewhat/Strongly Disagree

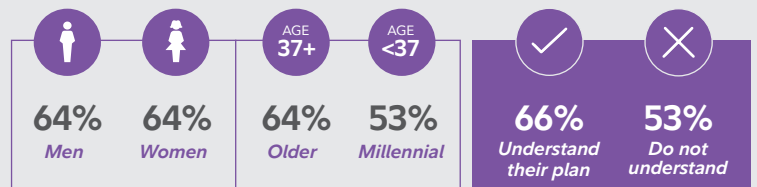
Ownership

"My stock plan provides me with a sense of ownership in the company."



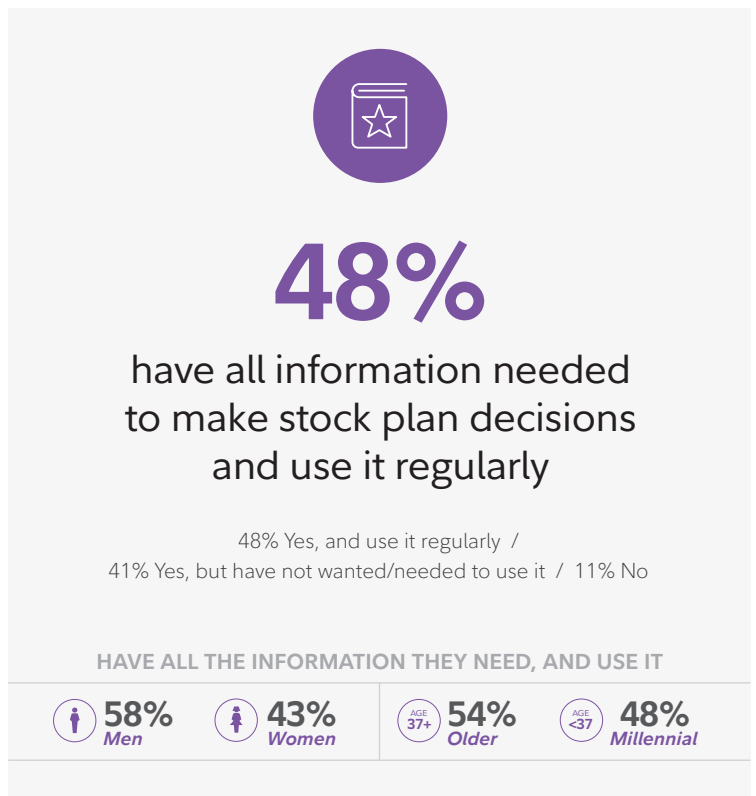
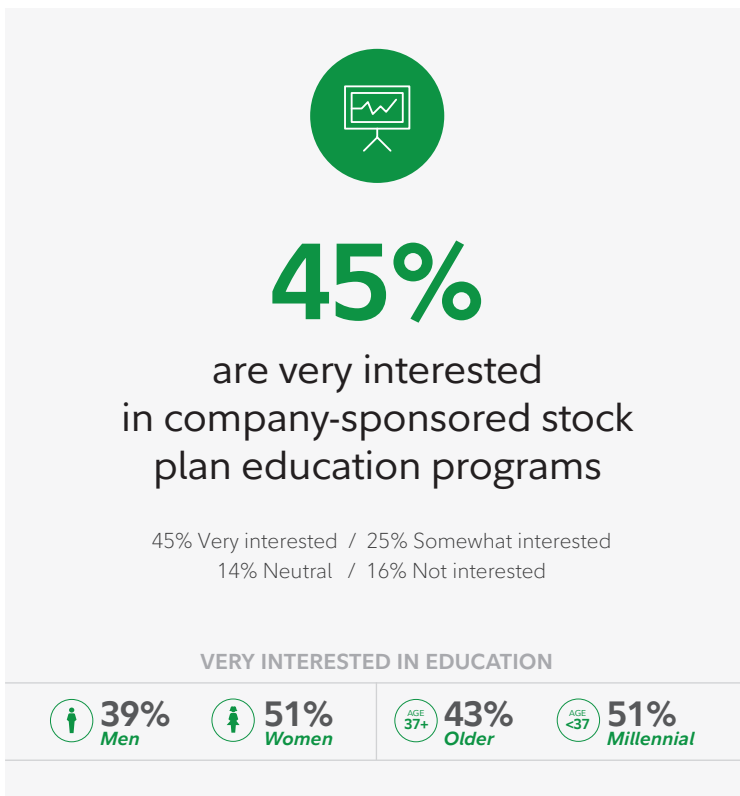
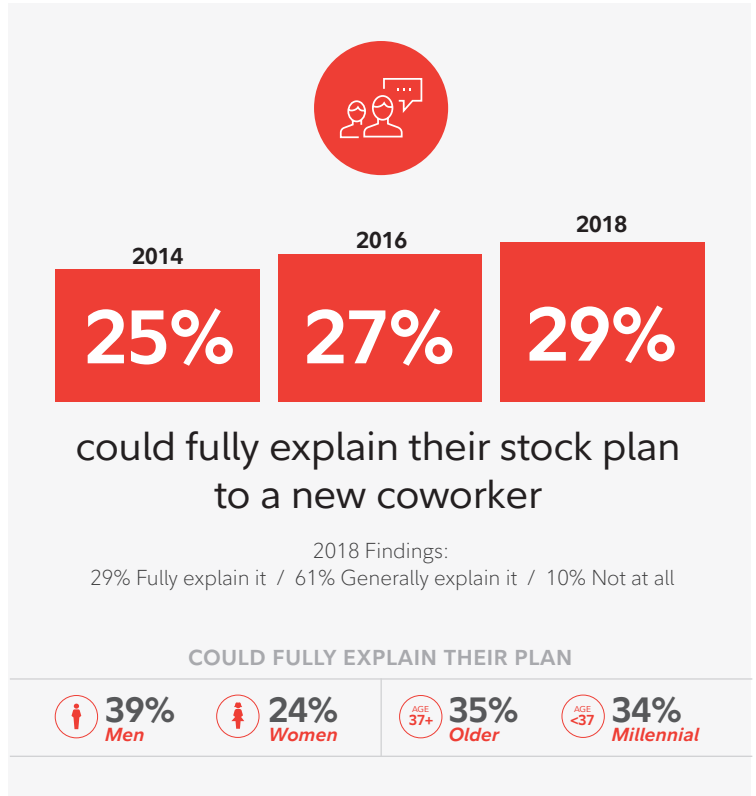
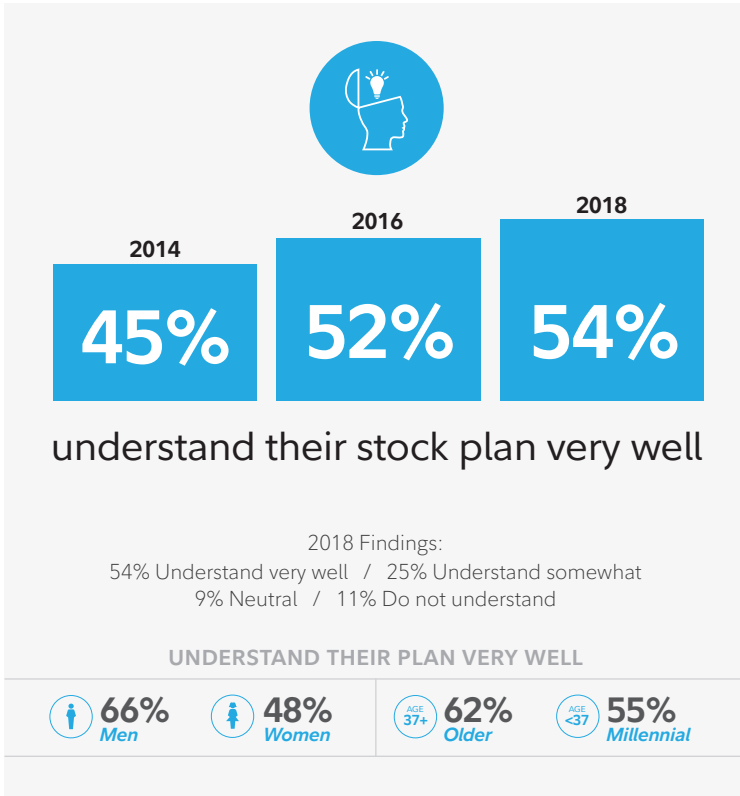
60%
agree

Closer look by segment: Who agrees?



■ Strongly/Somewhat Agree ■ Neutral ■ Somewhat/Strongly Disagree

Key Finding: While the trending of overall comprehension continues to improve, women reported lower levels of plan understanding than men and higher levels of interest in company-sponsored stock plan education programs.* The responses from women reinforce the importance of providing an educational offering designed to meet their needs, which in turn will help educate all participants.



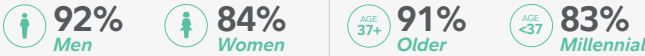
Key Finding: Engagement is strong, as each segment reports a high level of awareness regarding stock price and plan value. However, fewer participants include the value of their plan in their overall compensation. Additionally, there is a knowledge gap among women and millennials concerning the tax implications of selling stock in the plan.*



85%

are aware of the current price of their company's stock

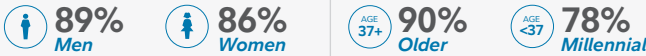
LOOKING EVEN CLOSER



83%

have a good idea how much their grants are worth in today's dollars

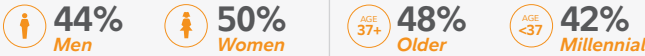
LOOKING EVEN CLOSER



45%

include the value of their stock plan when calculating their total compensation

LOOKING EVEN CLOSER

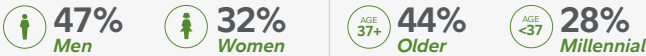


34%

understand the tax implications of selling the stock in their stock plan very well

34% Understand very well / 22% Understand somewhat
11% Neutral / 33% Do not understand

UNDERSTAND TAX IMPLICATIONS VERY WELL





FIDELITY STOCK PLAN SERVICES

For more information about this research survey, contact your Communications Consultant or client team.

If you have questions about how Fidelity Stock Plan Services can help you with your stock plan needs, call **800.468.5521**.



**To normalize the comparison for gender and age, we chose participants with similar asset/grant value within the United States.*

Overall results do not always total 100, because of the rounding of numbers.

Source: Fidelity Stock Plan Services 2018 Participant Survey, March 15, 2018–May 20, 2018—2,932 respondents from within and outside the United States, and from across 172 Fidelity Stock Plan Services client companies.

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