

WOMEN, MEN AND MONEY

What's The Difference and Why It Matters.



What advice would you give your
20 year old self about money?



The Rise of the “Sheconomy”



Women receive more bachelor and advanced degrees than men.



The Rise of the “Sheconomy”





22%

of married women out earn their husbands

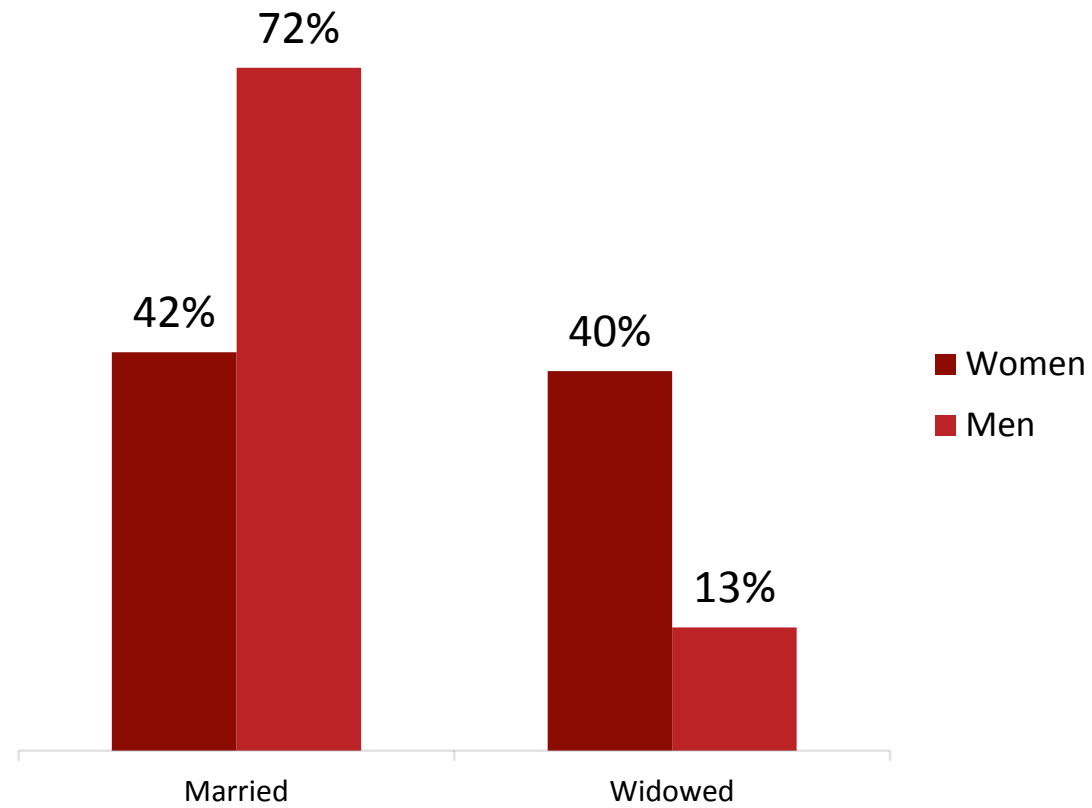
The Rise of the “Sheconomy”



At some point in their lives, __% of women will be solely responsible for their own or their family's finances.



90%



67% of women marry a man that is older than them

Universal Responsibilities

1. Larger number of financial products and increasing complexity.



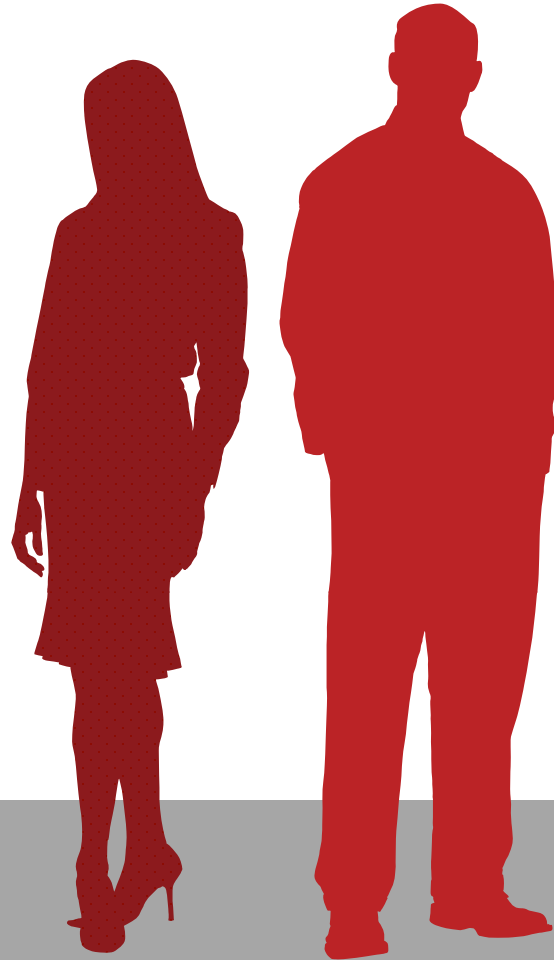
2. Decline in employer-offered defined benefit pension plans.
3. Increase in defined contribution pension plans.

- ◆ Different Retirement Plans
- ◆ Different Investment Products

- ◆ 401k Plans

Gender Based Responsibilities

27 years ←
in the workforce



→ **40 years**
in the workforce

\$325,000

lifetime losses for caregivers who are typically women

Asset Accumulation and Costs

| Income | % of Men's |
|-----------------|------------|
| Pension | 50 |
| Social Security | 77 |
| Income | 76 |



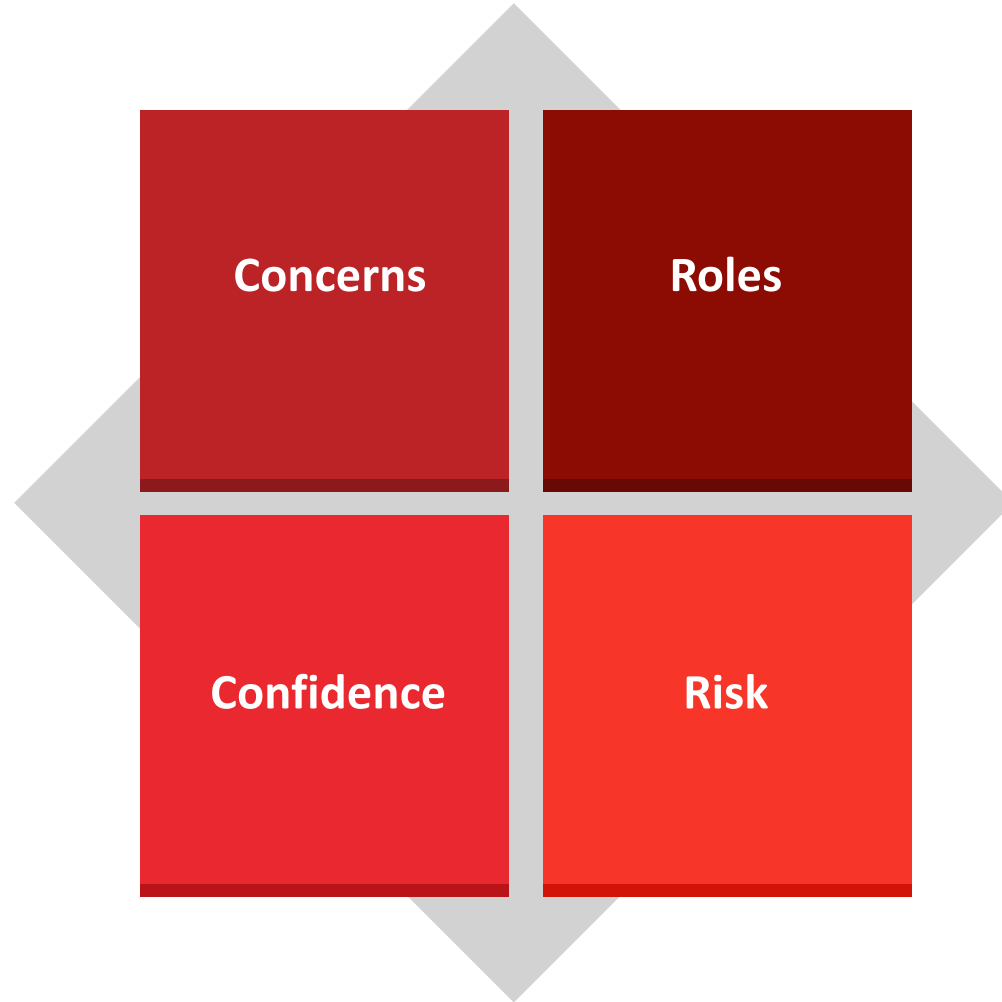
OBLIGATION
I have to...

OPTIONAL
It's my decision...

OPPORTUNITY
I want to...

Shifting Our Mindset

4 Differences





80%

Families Daily Finances



83%

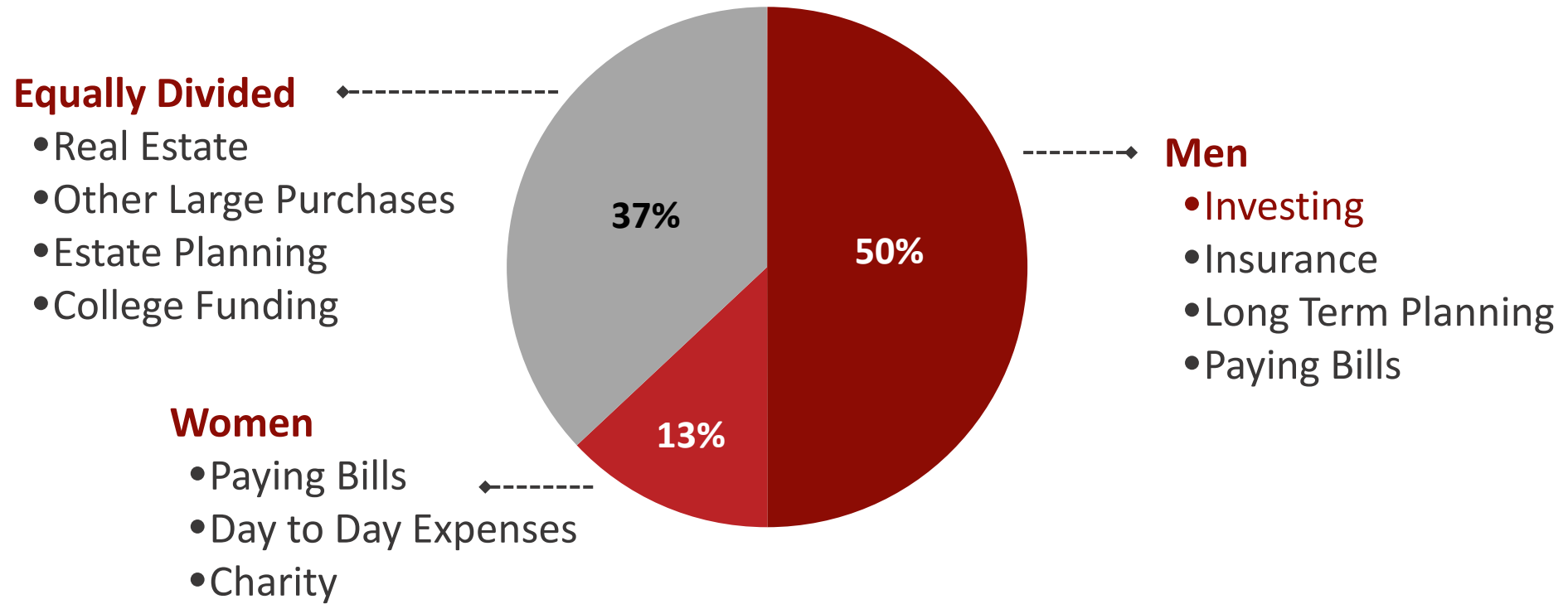
Products and Services



91%

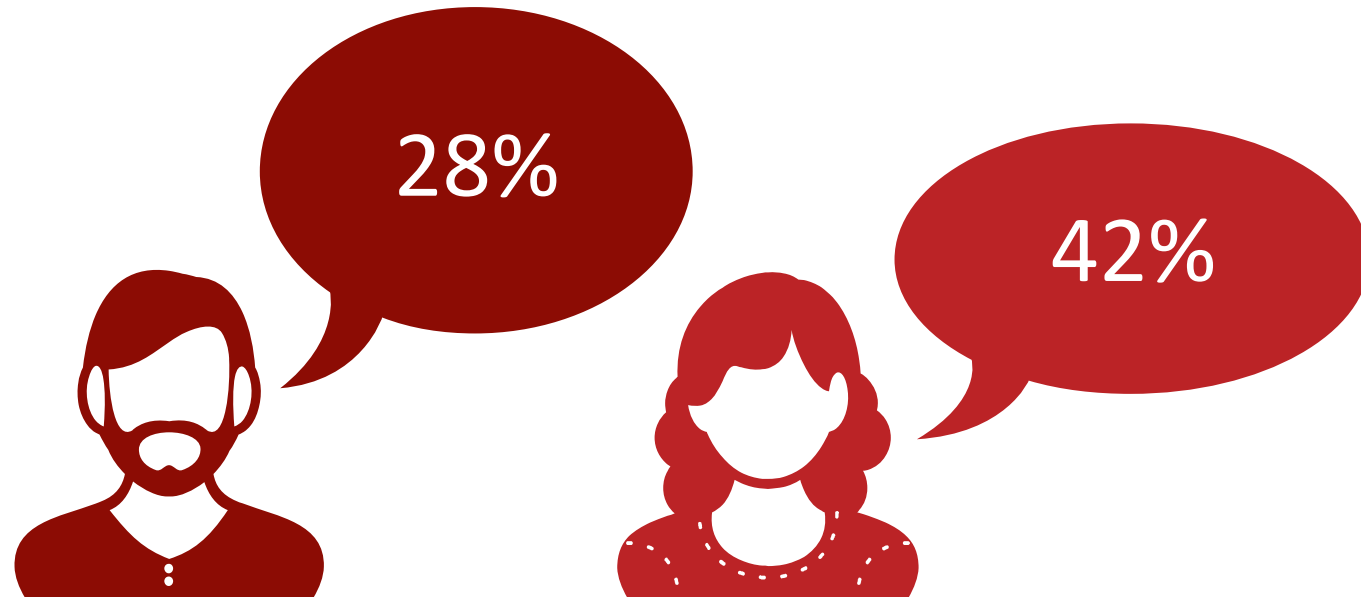
New Homes

Financial Decisions \neq Investing Decisions

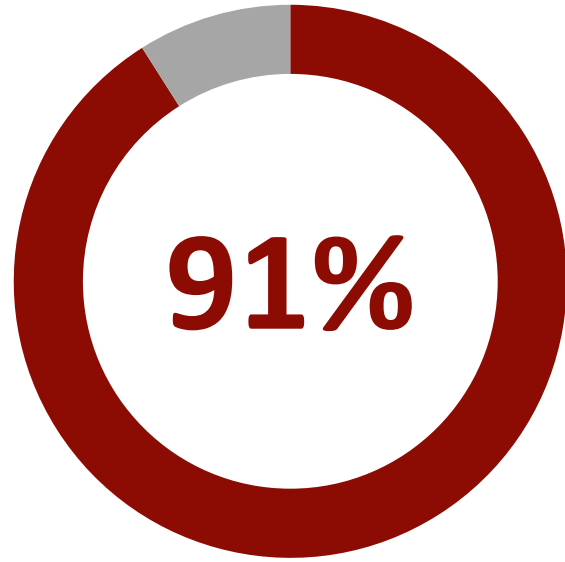


How do you and your partner divide financial responsibility?

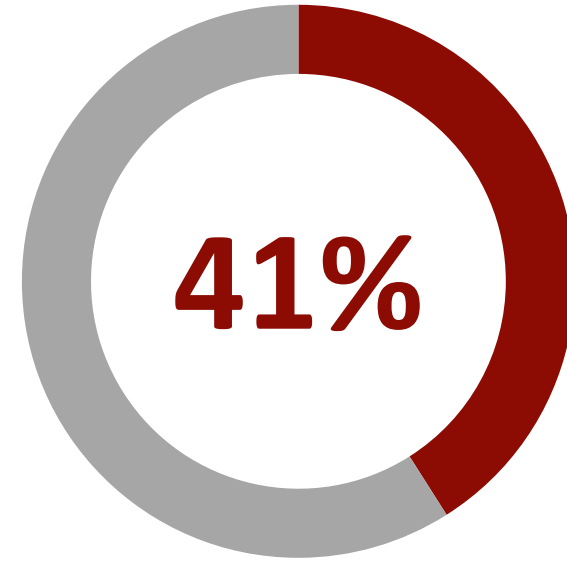
Are women more risk averse than men?



Percent of each gender that say they are
“very uncomfortable” taking on investment risk,

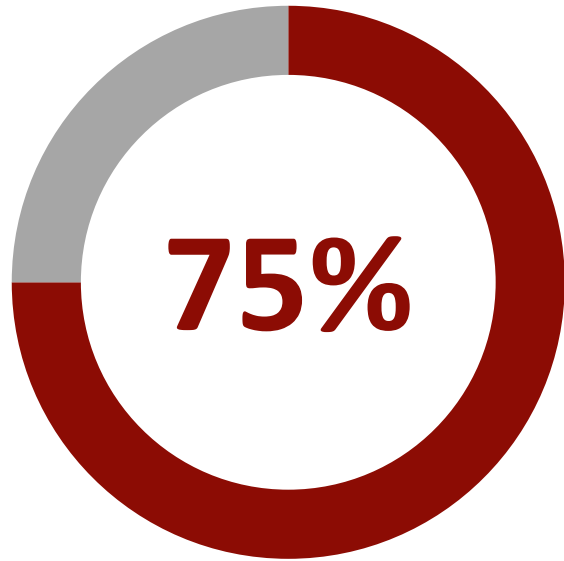


Very important

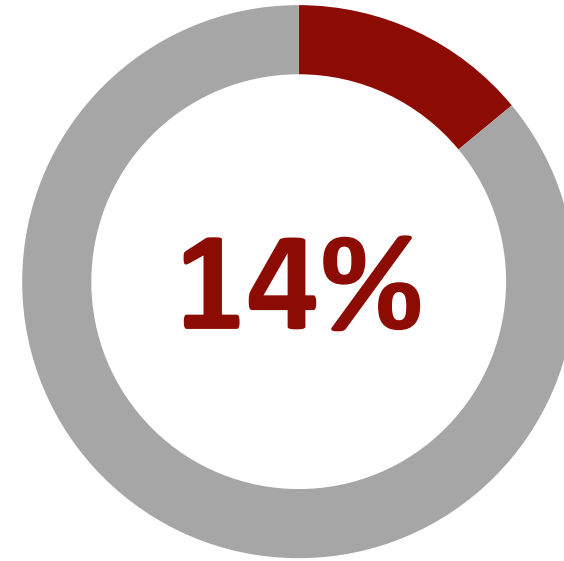


Not at all confident

How important is it for women to be
confident in their ability to invest?

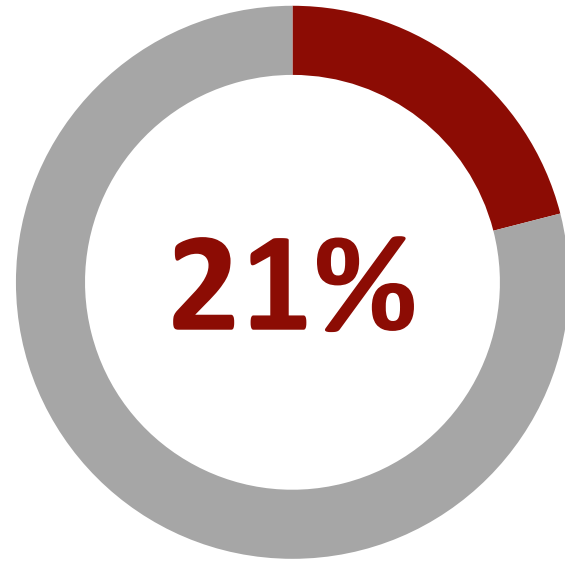


Important

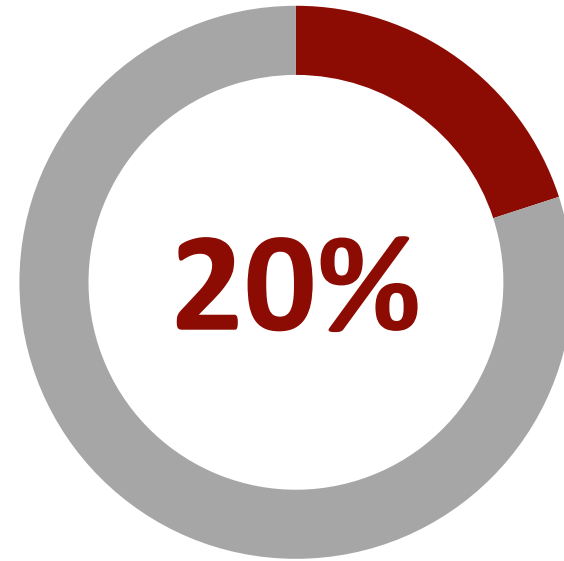


Very Confident of meeting goal

_____% believe having enough money in retirement
to maintain their lifestyle is important



2005



2015

Women feel no better prepared to make wise financial decisions than they did a decade ago

What About Men?



45%

turnover



93%

returns

“Boys will be Boys: Gender Overconfidence”



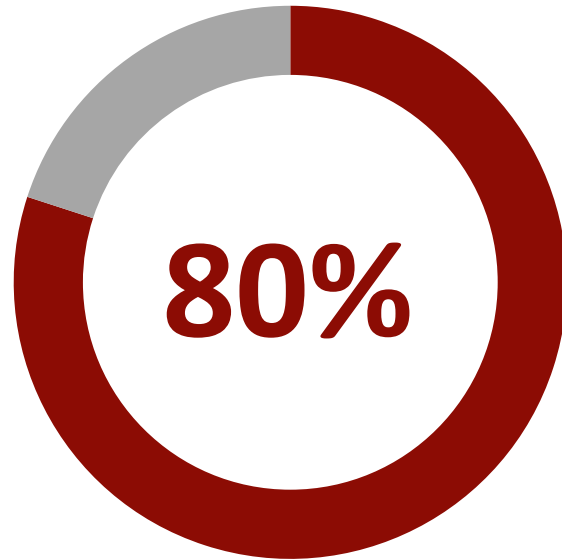
Why The Gap?

Financial
Contribution

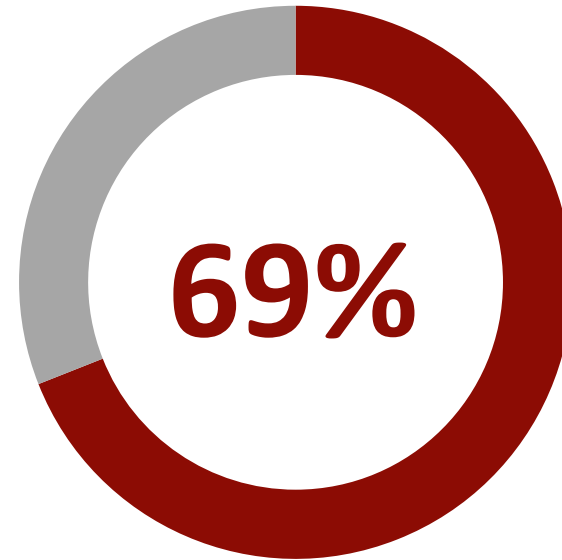
Investing Confidence

Are boys and girls equally prepared
for their Financial Future?

% Kids Who Say They Are Very/Extremely Smart About Money



Boys



Girls

Financial Conversations In Families

BOYS

Saving

Spending

Investing

Earning

GIRLS

Saving

Spending

Earning

Checking

Bridging The Gap



Where You Are Now

You're Financial Goals

Create Clarity

Assume Ownership

Insist on Understanding

(for yourself and your children)