

SURVEY FINDS:

## Traditional Financial Services Fail Women

### 84% OF WOMEN

were, are, or expect to be solely responsible for managing their finances.



### WOMEN WANT MORE EDUCATION, CLEAR COMMUNICATION

63%

Nearly two-thirds of women believe that investing is confusing.

48%

Nearly half of women say they are not knowledgeable about investing.

75%

3 out of 4 women feel it's hard to stay on top of financial information & investing options.

### A STRONG SENSE OF DISCONNECTION

More than 9 out of 10 women feel sold to vs. educated by financial service companies.



Only 10% believe that Wall Street pays equal attention to men and women.



71% believe that Wall Street is not in touch with women's financial needs and concerns.



### A DIGITAL OPPORTUNITY

The vast majority of women pay bills and bank online, but few invest online.

ONLINE:

PAY BILLS

BANK

INVEST

20%

76%

81%

### 70% OF WOMEN

believe there should be financial services/products geared towards women.

