

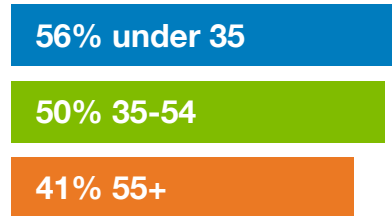
# Women and Wealth Insights Research



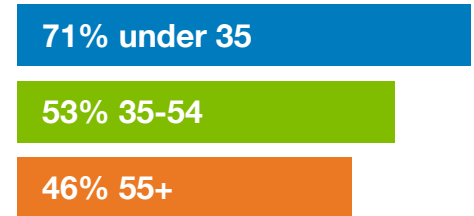
U.S. Bank's latest research shows that women — particularly younger women — are taking control of more of the financial decisions for their families, associate financial planning with feelings of confidence, joy, and excitement, and are confident they will be able to retire when they're ready.

U.S. Bank's first women and wealth survey, released in March 2020, showed that **women were less confident and less engaged with managing money** than men. The new results show that **many of these gaps are shrinking.**

**2020** % of women who said they were confident in their ability to manage their finances



**2022** the % of women's numbers went up for all generations



● **Gen Z** (born 1997 or later) ● **Millennial** (born 1981–1996) ● **Gen X** (born 1965–1980) ● **Boomer** (born 1946–1964)

## Positive

When I think of financial planning, I feel...

● Gen Z/Millennial  
● Gen X  
● Boomer

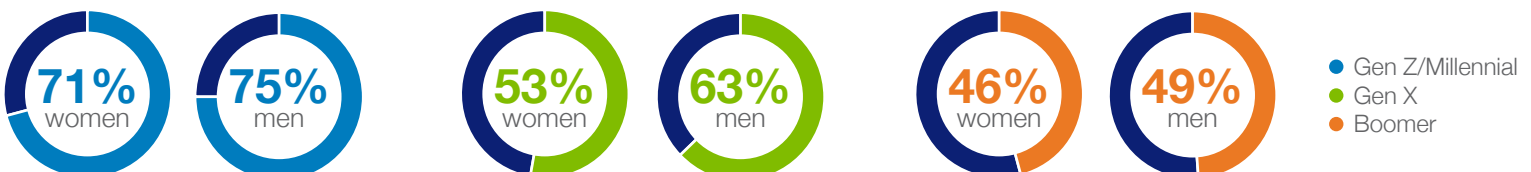
	W <sub>omen</sub>			M <sub>en</sub>		
Competitiveness	43%	27%	17%	39%	36%	21%
Excitement	52%	38%	22%	52%	44%	31%
Joy	24%	16%	11%	24%	20%	14%
Pride	27%	35%	44%	31%	31%	41%
Self-confidence	55%	50%	55%	58%	58%	66%

## Negative

When I think of financial planning, I feel...

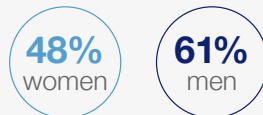
	W <sub>omen</sub>			M <sub>en</sub>		
Anxiety	17%	25%	33%	11%	20%	26%
Dread	7%	9%	8%	5%	4%	6%
Fear	4%	10%	10%	5%	8%	6%
Inadequacy	6%	9%	16%	3%	5%	9%

## % confident in their ability to manage finances

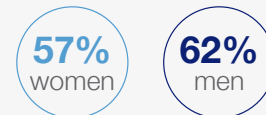


The new survey also showed that despite the pandemic, **more women and men were confident** they would be able to retire than they were two years ago.

**2020**  
% of people confident they will be able to retire when they are ready

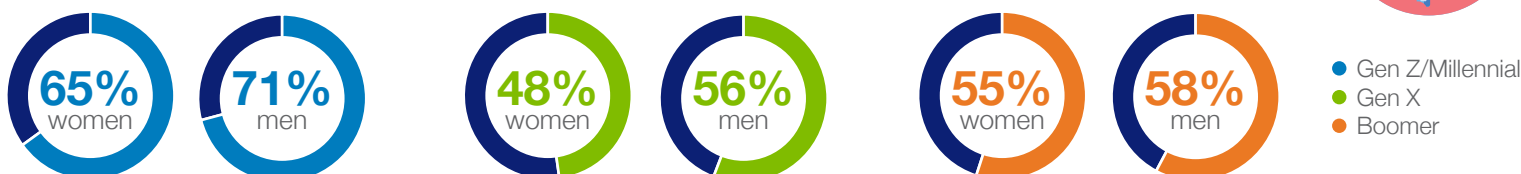


**2022**  
that gap shrunk



## The Road to Retirement

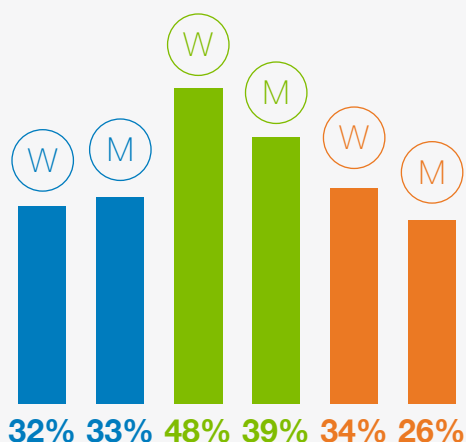
% of those who are confident that when they are ready to retire they will be able to afford it



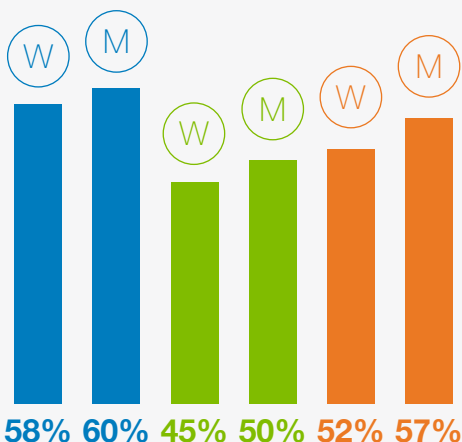
However, not everyone is thriving post-pandemic. **Gen X women have the least amount of money saved** — possibly the byproduct of being the “sandwich” generation.

● Gen Z/Millennial  
● Gen X  
● Boomer

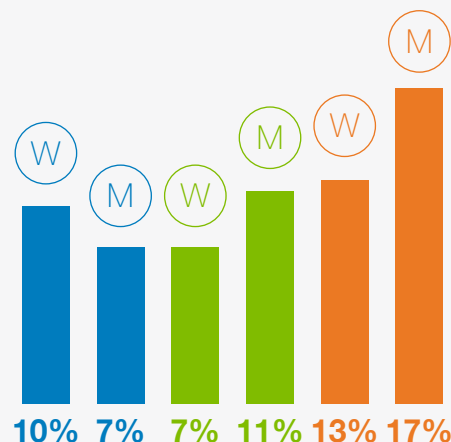
% who have **\$25K–\$100K saved**



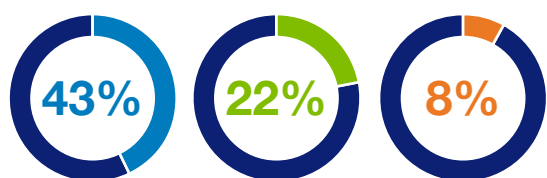
% who have **\$100K–\$1M saved**



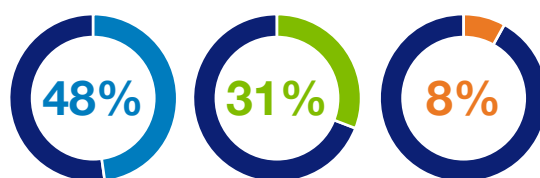
% who have **\$1M+ saved**



**W**omen who consider themselves wealthy

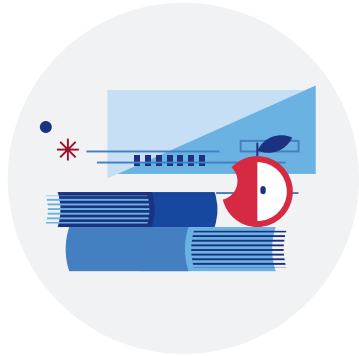


**M**en who consider themselves wealthy



● Gen Z/Millennial  
● Gen X  
● Boomer

All generations of women **still worry about barriers** that could get in the way of their wealth goals.



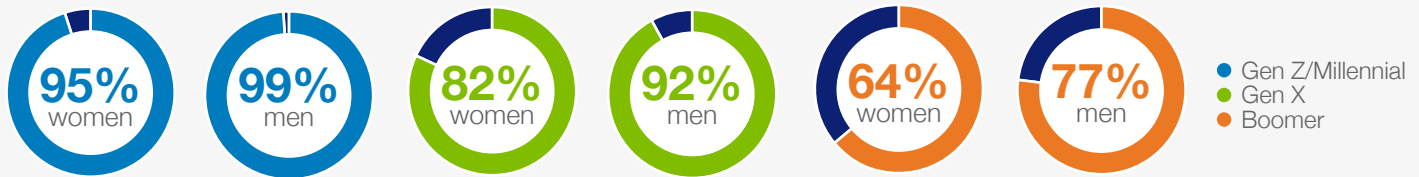
If you saved \$ during the pandemic, **how do you plan to use it?**

- Gen Z/Millennial
- Gen X
- Boomer

	W <sub>omen</sub>			M <sub>en</sub>		
health	33%	33%	43%	32%	32%	43%
market downturn	26%	35%	51%	34%	36%	49%
underperformance of investments	21%	28%	38%	26%	27%	38%
not enough money for retirement	19%	49%	44%	16%	32%	37%
lack of financial expertise	23%	14%	9%	18%	17%	8%

	W <sub>omen</sub>			M <sub>en</sub>		
plan to invest it	62%	35%	19%	71%	54%	33%
plan to spend it on a house	22%	12%	9%	24%	14%	9%
plan not to spend it	9%	28%	35%	7%	21%	25%

**% of those** who are the **decision-maker** of the main account they have with their wealth manager



## Advisors, listen up!

Women of all generations and boomer men highly value an advisor who takes the time to listen to them.

- Gen Z/Millennial
- Gen X
- Boomer

Most important trait in a financial advisor

	W <sub>omen</sub>			M <sub>en</sub>		
financial planning expertise	72%	73%	81%	68%	71%	71%
takes time to listen to me	70%	76%	88%	67%	64%	81%
understands & respects my priorities	66%	70%	78%	65%	60%	67%