Today, women feel increasingly in charge of their finances

Primary financial decision-maker for their household

55%

Gained more financial-decision making power over the last 20 years

75%

And women appear to be more proactive than men

<table>
<thead>
<tr>
<th></th>
<th>WOMEN</th>
<th>MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement</td>
<td>84%</td>
<td>78%</td>
</tr>
<tr>
<td>Emergency fund</td>
<td>74%</td>
<td>67%</td>
</tr>
<tr>
<td>Buying a house</td>
<td>72%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Women rather than procrastinate on future investments, are proactively saving for...

20% have more than their male counterparts

Women don’t have money in the stock market

Women 21%

Men 11%

Women trust their instincts for nearly every aspect of life including:

- Having children 91%
- Supporting or donating to charities 83%
- Becoming a homeowner 78%

But they are less likely to trust their instincts alone when it comes to:

- Retiring 75%
- Buying a car 68%
- Investing their money 56%

Women are more likely to buy stock in a company that:

- Pays women the same as men 91%
- Offers employees 3+ months of family leave 85%
- Has diverse leadership 90%
- Demonstrates a commitment to environmental sustainability 87%
- Supports the LGBTQ community 67%

But there’s still a confidence gap

Nearly half of women reported making money in the market in the past year

20%

Lower than their male counterparts

Don’t have money in the stock market

Women 21%

Men 11%

As they gain financial prowess, women are looking to invest in companies that support women’s financial empowerment and demonstrate social responsibility

Women are more likely to buy stock in a company that supports...