

The Future of Finance is Female

Merrill Edge® Report: Spotlight on Women

Today, women feel increasingly in charge of their finances

Primary financial decision-maker for their household



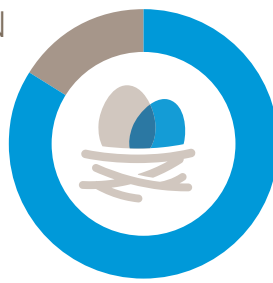
55%

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

75%

And women appear to be more proactive than men

WOMEN



Retirement
84%

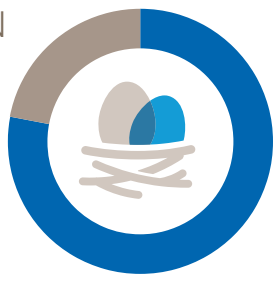


Emergency fund
74%



Buying a house
72%

MEN



Retirement
78%



Emergency fund
67%



Buying a house
66%

Rather than procrastinate on future investments, women are proactively saving for...

All at higher rates than men

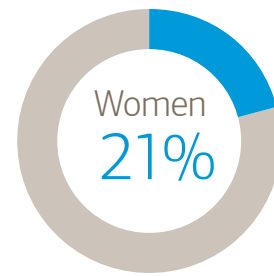
But there's still a confidence gap

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

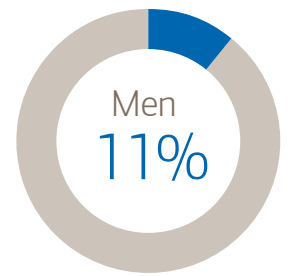
↓ 20%

lower than their male counterparts

Don't have money in the stock market



Women
21%



Men
11%

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%

As they gain financial prowess, women are looking to invest in companies that support women's financial empowerment and demonstrate social responsibility¹



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%



Source: [Merrill Edge Report Spring 2018](#)

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Methodology

Convergys (an independent market research company) conducted a nationally representative, panel-sample online survey on behalf of Merrill Edge April 9-20, 2018. The survey consisted of 1,000 mass affluent respondents throughout the U.S., including 516 female respondents. Respondents in the study were defined as aged 18 to 40 (Gen Z/Millennials) with investable assets between \$50,000 and \$250,000 or those aged 18 to 40 who have investable assets between \$20,000 and \$50,000 with an annual income of at least \$50,000; or aged 41-plus with investable assets between \$50,000 and \$250,000. For this purpose, investable assets consist of the value of all cash, savings, mutual funds, CDs, IRAs, stocks, bonds and all other types of investments such as a 401 (k), 403 (B), and Roth IRA, but excluding primary home and other real estate investments. The margin of error is +/- 3.1 percent for the national sample and about +/- 5.6 percent for the oversample market, reported at a 95 percent confidence level.

Investment products:

Are Not FDIC Insured	Are Not Bank Guaranteed	May Lose Value
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