



The Power of the Female Economy

Foundation for
Women's Financial
Education

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American Association of University Women – Buffalo Branch

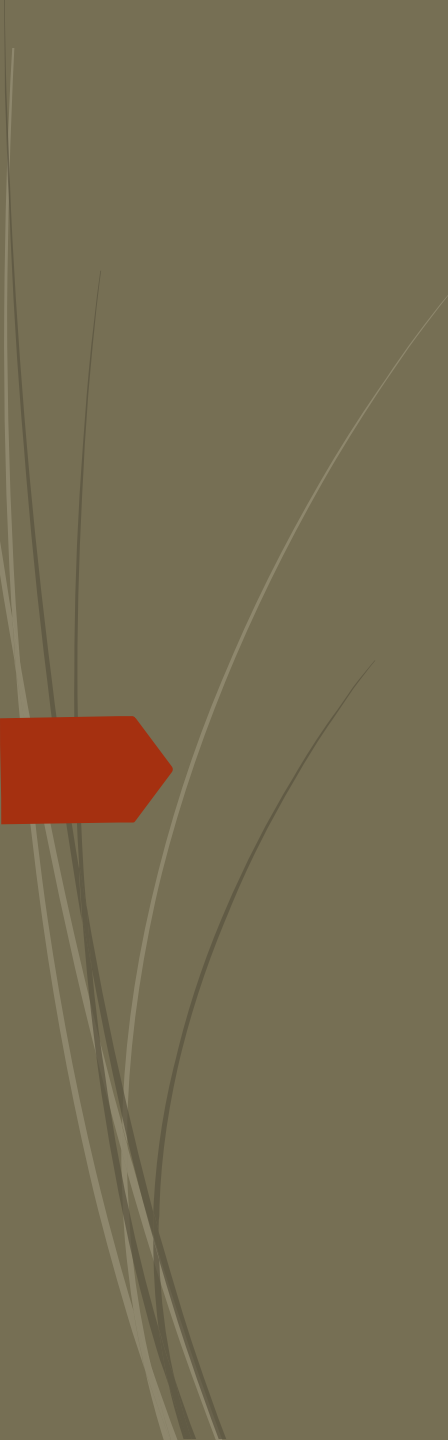
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Let's start with a quick
quiz:

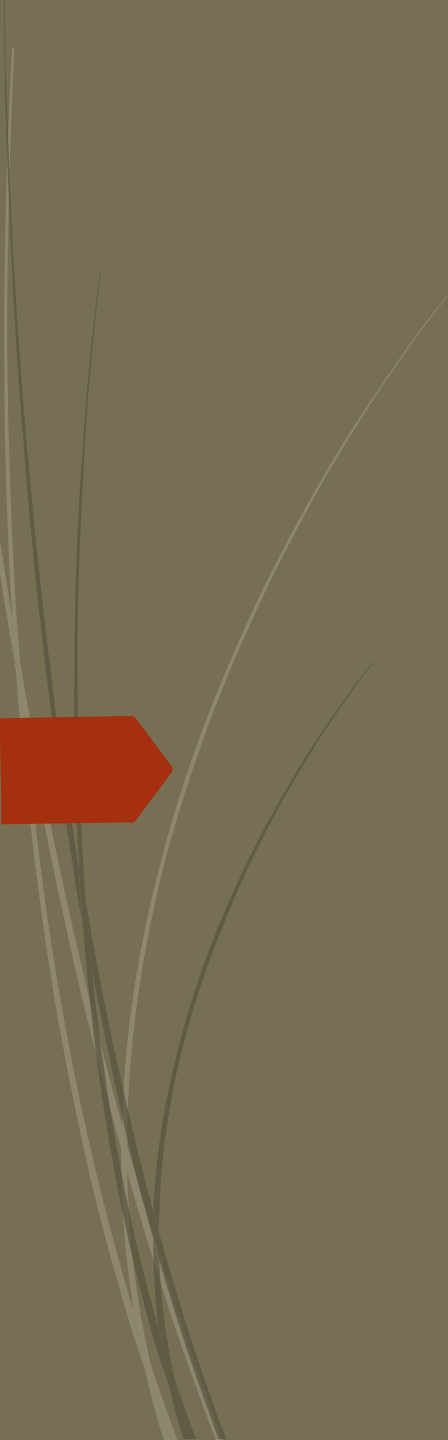


Suppose you had \$1,00 in a savings account and the interest rate was 3% per year. After five years, how much do you think you would have in the account if you left money to grow?

- More than \$103
- Exactly \$103
- Less than \$103
- Do not know

Imagine that the interest rate on your savings account was 1% per and inflation was 2% per year. After one year, how much would you be able to buy with the money in this account?

- More than today
- Exactly the same
- Less than today
- Do not know



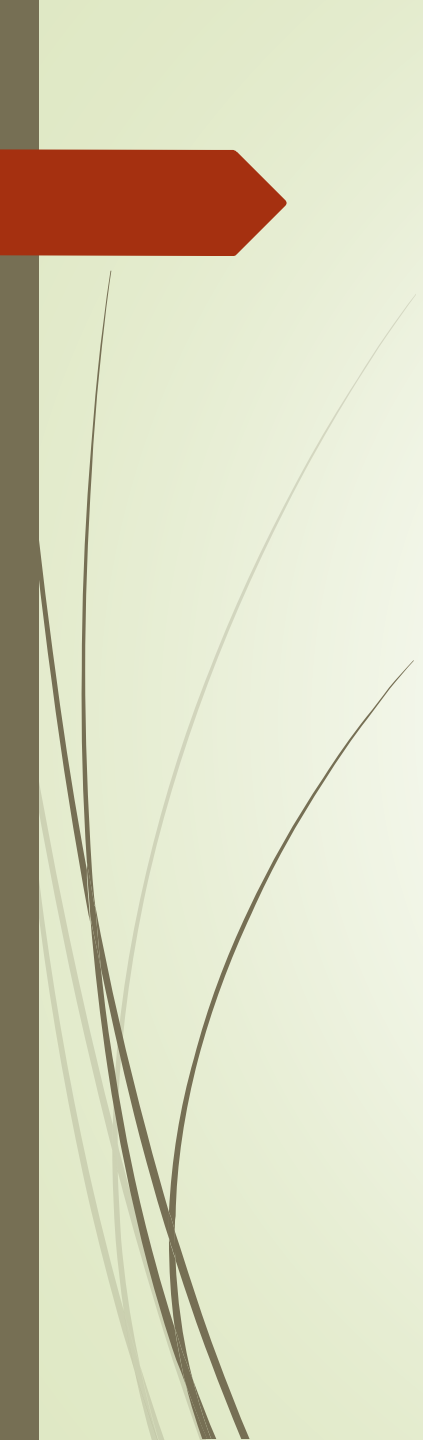
Please tell me whether this statement is true or false.
“Buying a single company’s stock usually provides a safer return than a stock-based mutual fund.”

- True
- False
- Do not know




Financial Literacy

- ▶ 43% of American respondents are able to answer all three questions correctly.
 - ▶ Respondents 30 years old and under – Only 33% answered all three correctly
 - ▶ 29% of women answered all three correctly (and only 49% of men did).



Women reinvest up to 90% of their incomes back into their families (compared with 30% - 40% by men).

- ▶ 10 reasons why investing in women and girls is so important (globalization.org)



Women hold nearly 2/3 of all student loan debt (although men hold more debt overall).

▀ American Assoc of University Women



Power Move #1

- ❖ Working from a “Budget” allows you to make educated decisions on where to spend your income.
- ❖ Bringing “mindfulness” reduces the “mindlessness” spending.

By 2030 (SEVEN [*now SIX...*]) short years from now) American women will control a majority of the \$30 trillion in baby boomer assets – a wealth transfer that approaches the annual GDP of the United States.

► McKinsey PriceMetrix, 2019

Analyzing 5.2 million Fidelity investors over the last 10 years find that, on average, women account holders outperformed men by 40 basis points.

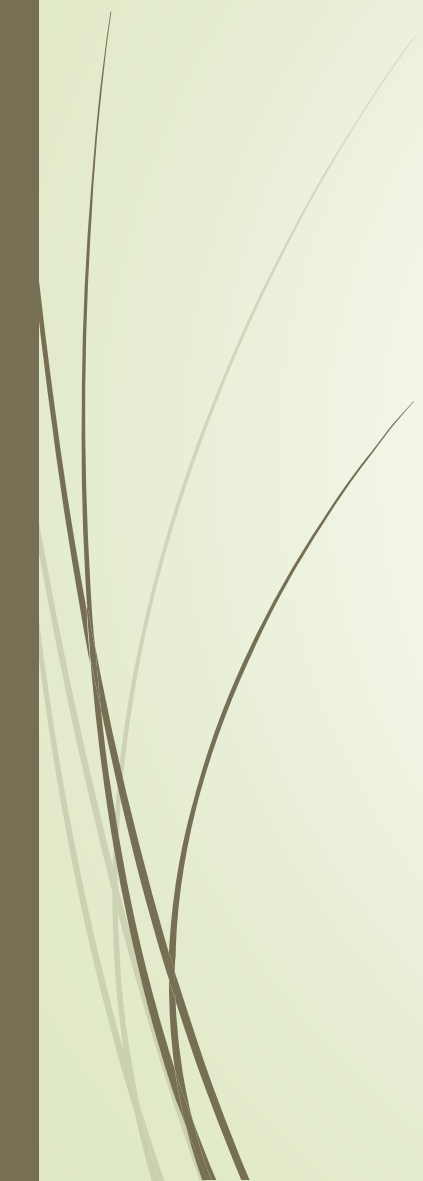

- Fidelity self-directed retail accounts 2011-2020

Globally, companies that are taking a holistic approach toward equal gender representation have outperformed their less diverse peers by 3.1% per year.

➤ Morgan Stanley
Research, 2011 – 2019

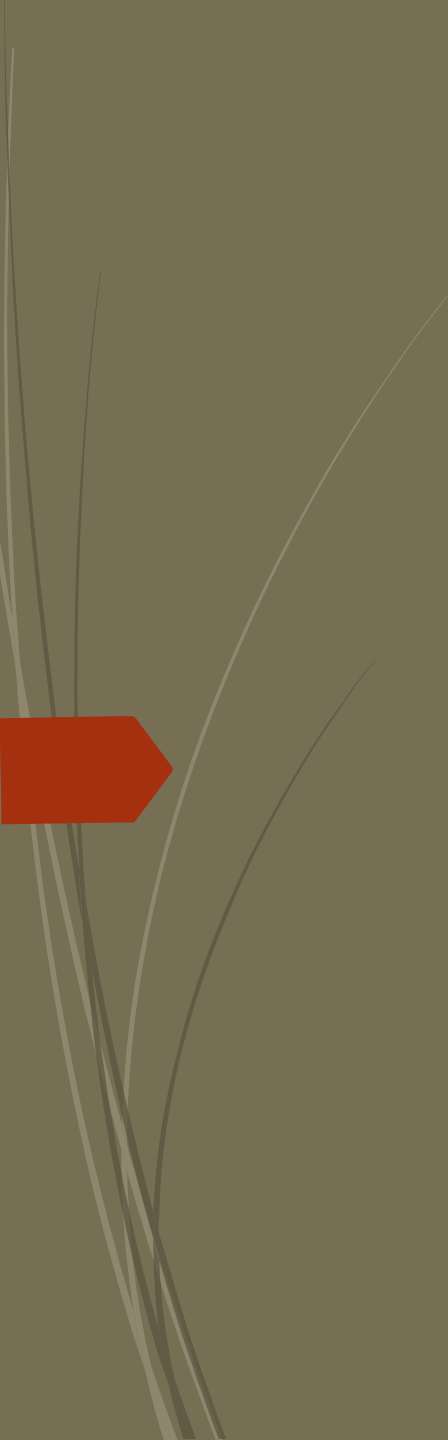
Power Move #2

- ❖ Understanding who is managing your dollars (banking, investments, and/or retirement).
- ❖ Making choices and moves that bring those dollars into better alignment with your personal choices.





Women-owned businesses represent 42% of all businesses, employing 9.4 million people and generating \$1.9 trillion in revenues.

▀ American Express 2019 State of Women-Owned Business Report





Women's life expectancy is expected to will reach 87.3 by 2060 and three out of four will be single when they die.

■ US Census Bureau



29% of women indicate that they have never used a financial professional but would consider using one in the future. Only 26% say they are currently working with one.

▀ Allianz Life 2021 Women, Money & Power Study



Globally, 73% of charitable donors are women. In the US, women are more likely to be active donors (often donating online) and focus on causes that support women and girls.

➡ Charitable Impact

The United States
ranks 23rd for women's
health out of the 116
countries surveyed.

➡ 2021 Global Women's Health
Index

Power Move #3

- ❖ Power moves can be small, a little bigger, or sweeping.
 - Small moves could be as simple as starting to learn a little more about your current providers, joining a CSA, or making slightly different choices when you do your regular shopping.
 - Looking for something bigger? Change your credit card, change your advisor, change your investments.
 - A long-term change would be to build a checklist you used for any upcoming decision based on what's important to you:
 - Is this a women-owned (or women-friendly) choice
 - Does this company act in a way that moves the world forward



Questions?



Thank You

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