

THE ALLIANZ WOMEN MONEY & POWER STUDY

FAST FACTS #1:

Financial Insecurity, Avoid Becoming a Bag Lady

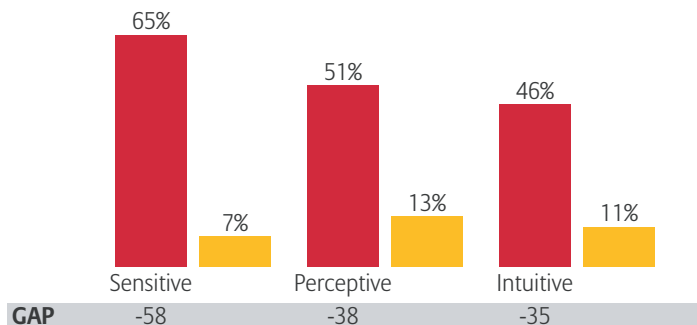
The Allianz Women, Money, and Power Study found that a vast majority of women (90%) feel financially insecure, despite the fact they are more educated, more involved in financial decisions, and are controlling more of the wealth than ever before. Regardless of this level of insecurity, women said financial security and freedom are 15-20 times more important than money-related status and respect, with nearly two-thirds saying that the best thing about having money is feeling secure and not the things money can buy.

Even though women feel financially insecure, we discovered they are much more secure about the non-financial aspects of their lives.

- When associating personality attributes in their financial vs. non-financial lives, the numbers dropped dramatically as they assessed their financial persona:

Survey Question: Which of the following personality traits describe you?

Survey Question: Which of the following personality traits describe you when it comes to money and investing?



Along with this financial insecurity is a tremendous fear of becoming a bag lady.

- About half (46%) of women had this fear – surprisingly enough, almost half (48%) of women with \$100,000+ incomes also felt this way.
- This might explain why women are twice as likely as men to have a secret stash of money that their spouses are unaware of.
- Women are almost twice as likely as men to advise younger women to keep a secret stash of money.

What are the top three purposes of the secret stash?

1. To be able to treat myself when I want to
2. To have an emergency fund in case of financial difficulty
3. To be able to treat my spouse when I want to

The data demonstrate that women who work with a financial advisor feel generally more empowered, and also:

- Feel 50% more responsible, confident, and optimistic
- Are 50% more likely to have more financial security, clarity, and satisfaction
- Are more likely to teach their children to be financially independent – by a factor of 2:1 when compared to those who don't work with a financial advisor

■ Describes you (in general)
■ Describes you when it comes to money/investing

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