



## The Changing Face of Financial Services

- Women hold half of America's wealth – estimated to be \$11 Trillion by 2020.<sup>1</sup>
- Women represent a growth market that is more than twice that of China and India combined.<sup>1</sup>
- Women-owned firms have an economic impact of \$3 trillion annually, which translates into the creation and/or maintenance of more than 23 million (16%) U.S. jobs.<sup>4</sup>
- By 2030, women will control two-thirds of the nation's wealth.<sup>2</sup>
- Women control the vast majority of consumer spending. For example, they buy 90% of food, 55% of consumer electronics and most of the new cars.<sup>3</sup>
- The number of wealthy women in the U.S. is growing twice as fast as the number of wealthy men.<sup>10</sup>
- Women outlive men by an average of five years and over 75% of women are widowed at an average age of 56.<sup>5,6</sup>
- Women need more long-term care than men – over 70% of nursing home residents are women and over three fourths of resident in assisted living facilities are women.<sup>11</sup>
- Divorce or widowhood plunges nearly half of all women into financial crisis or drives a major change in how they seek out financial guidance.<sup>9</sup>
- An estimated 70% of women who are widowed change advisors within one year.<sup>8</sup>
- 95% of women will be their family's primary financial decision maker at some point in their lives.<sup>7</sup>
- Nearly three of four women lack some type of outside assistance with their financial strategies.<sup>9</sup>
- 90% of women feel somewhat financially insecure.<sup>9</sup>

