

Power of the Purse



85% of consumer spending is controlled by women.



70% of major financial decisions are made by women.



Women are the primary breadwinners in **40%** of U.S. households.

\$14 TRILLION

Women-controlled personal wealth in the U.S. (expected to grow to **\$22 trillion** by 2020).

Women Make Smart Investing Choices



Risk

Of 5,000 women surveyed, **85%** believed risk was worth the chance of reaping higher returns.



Emotions

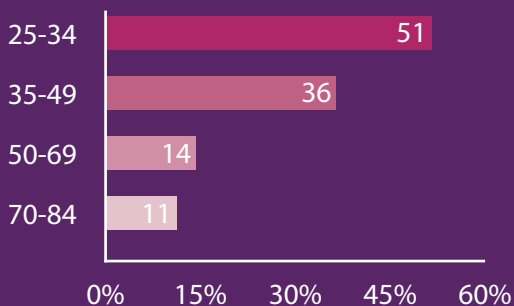
Of 5,000 women surveyed, **81%** could adapt to changing markets and investment outcomes.



Behavior

54% of women who earn \$200,000+ are willing to take a "significant investment risk"

What Confidence Gap?



Millennial aged women **far outpace** their elders in their reported confidence in their investing skills.



Between 2007 and 2016, the number of women-owned companies grew at a rate **five times faster** than the national average (45% versus 9% among all businesses).

It's Not Just About the Income Gap



\$325,000

Average lifetime wage earnings and benefits lost by women caring for children or elderly family members.



177%

Median debt of women compared to men.



Women suffer this loss of income and wealth despite being **14% more likely** to voluntarily participate in a 401(k).



Download the eBook for free here:
humphreysgroup.com/women-money-myths

humphreysgroup.com | (415) 928-0401

Disclosure

The Humphreys Group ("Humphreys") is an investment advisor registered with the U.S. Securities and Exchange Commission under the Investment Advisers Act of 1940. Information pertaining to Humphreys' advisory operations, services and fees is set forth in Humphreys' current Form ADV Part 2A brochure, copies of which are available upon request at no cost or at www.adviserinfo.sec.gov.

The information contained in any third-party resource cited herein is not owned or controlled by Humphreys, and Humphreys does not guarantee the accuracy or reliability of any information that may be found in such resources. Third-party citations are provided as a courtesy for reference only and are not intended to be, and do not act as, an endorsement by Humphreys of the third party or any of its content. The standard information provided in this article is for general purposes only and should not be construed as, or used as a substitute for, financial, investment, legal or other professional advice. If you have questions regarding your financial situation, you should consult your financial planner or investment advisor.

Sources

All facts and figures derived from Bourdo, D. and Kraus, H. (2018). *Rewriting the Rules – Telling Truths about Women and Money*. San Francisco, CA: The Humphreys Group.