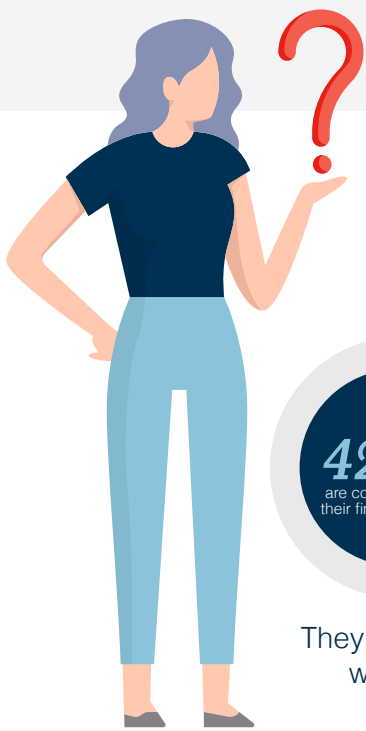


Why Are Women Better at Investing and Why They Aren't

Although fewer women are investing than men, it doesn't automatically mean they are poor investors. According to a 2017 study by Fidelity Investments, they outperform men by **generating higher returns by 0.4% on average.**¹

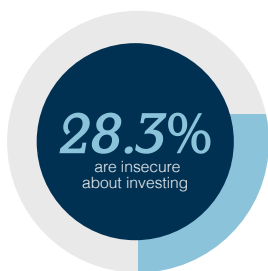


But what's holding women back from realising their investment potential?

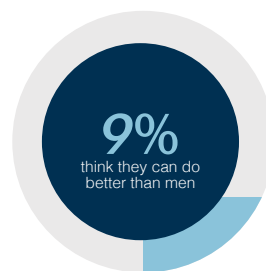
Many women do not invest because:²



They are active worriers



They lack confidence



They are not optimistic about their chances of success

Gender Perspectives on Investing

Women are more focused on dealing with daily finances and not investing because they were taught that at an early age.³



29%



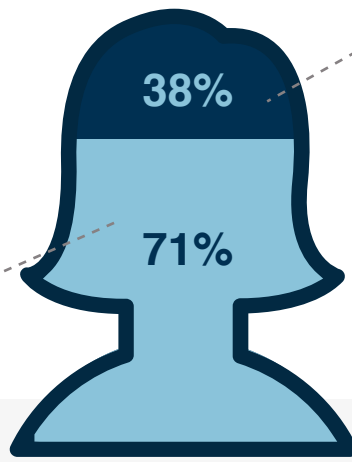
41%

41% of men were taught about investing early compared to only 29% of women

Women are also generally less engaged in investment decisions. **Only 38% were found to be active participants** while 71% are more hands-on on general household budgets and financing.

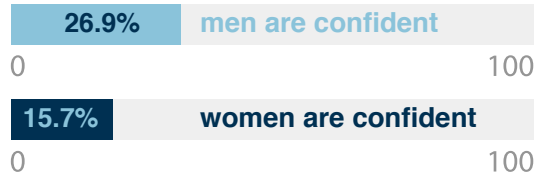


more hands-on on general household budgets and financings



45% of men trade more than women because they see it as a game they need to win compared to women who look at investing as a means to accomplish their goals of financial security.

Women need to be more comfortable and confident in the concept of investing.



Looking at the bright side...

Even with these reservations, studies revealed that women are eager to make better investment decisions.

92% want to learn more about financial planning.

75% want to learn more about money and investing.

83% want to get more involved in their finances within the next year.⁴

Women are doing a good job at taking the right steps.

1. Women are **saving more** from their income.⁵

Women save an annual average of 9.0% of their paychecks.

Men save an annual average of 8.6% of their paychecks.

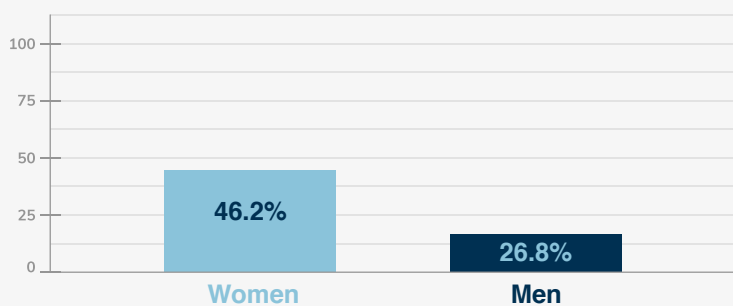
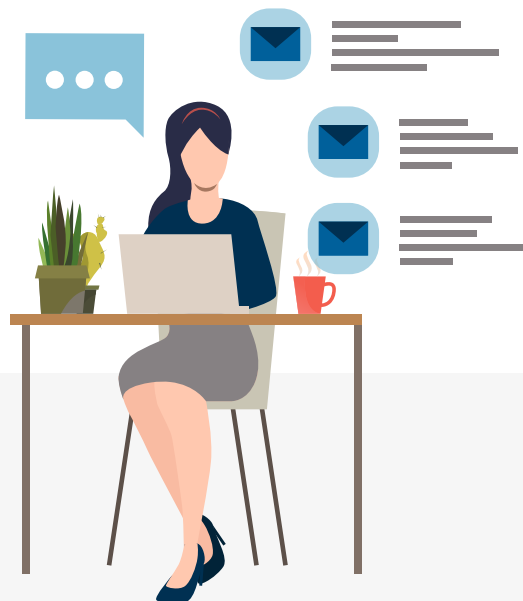
2. Women are **setting aside** more in their savings accounts.

Women added an average of 12.4% to their account balance.

Men only added an average of 11.6% to their account balance.

3. Women are **calculating risks**.

46.2% of women exercise caution when investing compared to only 26.8% of men.⁶



Reasons women hold back can be used to help move them forward and make better investment decisions.

- Women may not be as aggressive in investing but that only means they want to make the right decision so they **evaluate the risks** and **exercise due diligence** before making a move.
- Women are more likely and **willing to learn** more about investing.
- Women **plan purposely** and **take on a holistic approach**.
- Women are **focused** on achieving the goals they have set for themselves and their families, which is why they tend to be more conservative.
- Women are **more patient** when making investment decisions.



Sources

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- ² Chantiri, Emily. "Worry And Lack of Confidence: Top Barriers for Women Investing." The Sydney Morning Herald, 13 March 2019, <https://www.smh.com.au/money/investing/worry-and-lack-of-confidence-top-barriers-for-women-investing-20190311-p513am.html>
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