**Market Opportunities**

66% of women* identify themselves as primary decision makers in the U.S., while only 58% describe their financial situation as "increasing in assets". Additionally, 62% identify themselves as the source of household assets, not just influencers.

$11.2 trillion of the nation's investable assets are controlled by women, not just influencers, as financial confidence is on the rise.

**Market Failure**

53% of women do not have financial advisors.

**Snapshot of Nuances in the U.S. Market**

- **40 AND OVER**
  - "Wealth means to me"
    - Financial Security: 90%
    - Financial Independence: 62%
    - Career Latitude: 16%

- **UNDER 40**
  - "Wealth means to me"
    - Financial Security: 72%
    - Financial Independence: 44%
    - Career Latitude: 38%

**Understanding the Global Female Market**

**Financial Confidence Across Geographies**

- **U.S.**
  - Financial confidence: 41% vs. 34%
  - Financial literacy: 35% vs. 39%

- **U.K.**
  - Financial confidence: 65%
  - Financial literacy: 65%

- **China**
  - Financial confidence: 71%
  - Financial literacy: 66%

- **India**
  - Financial confidence: 31%
  - Financial literacy: 44%

- **Singapore**
  - Financial confidence: 33%
  - Financial literacy: 54%

- **Hong Kong**
  - Financial confidence: 41%
  - Financial literacy: 44%

**Greater Basket of Goods**

Women want from their wealth... financial security & financial independence... and also want...

- Latitude in career choice
- Funding to fulfill their aspirations and drive their agenda
- To invest according to their values

**Values Agenda**

88% of women want to invest in organizations that promote social well-being. But women in the U.S. invest less in causes they believe in... regardless of... gender equality, environment, and health.

**Diversity Matters**

77% of women want to invest in organizations with diversity in senior leadership.

Women whose advisors...

- Efficiently manage the relationship: 69%
- Are loyal to their advisors: 56%
- Are minority at senior leadership levels: 42%
- Help align their investment and life goals: 41%
- Communicate well: 32%

Women who leverage their wealth in powerful ways can drive positive social change. If banks tap into this growing market, it’s a win-win for everyone involved.

*The Center for Talent Innovation surveyed 5,924 men and women in the US, UK, China, India, Singapore, and Hong Kong with a personal income of at least $500k (USD) or investible assets of at least $1m (USD).