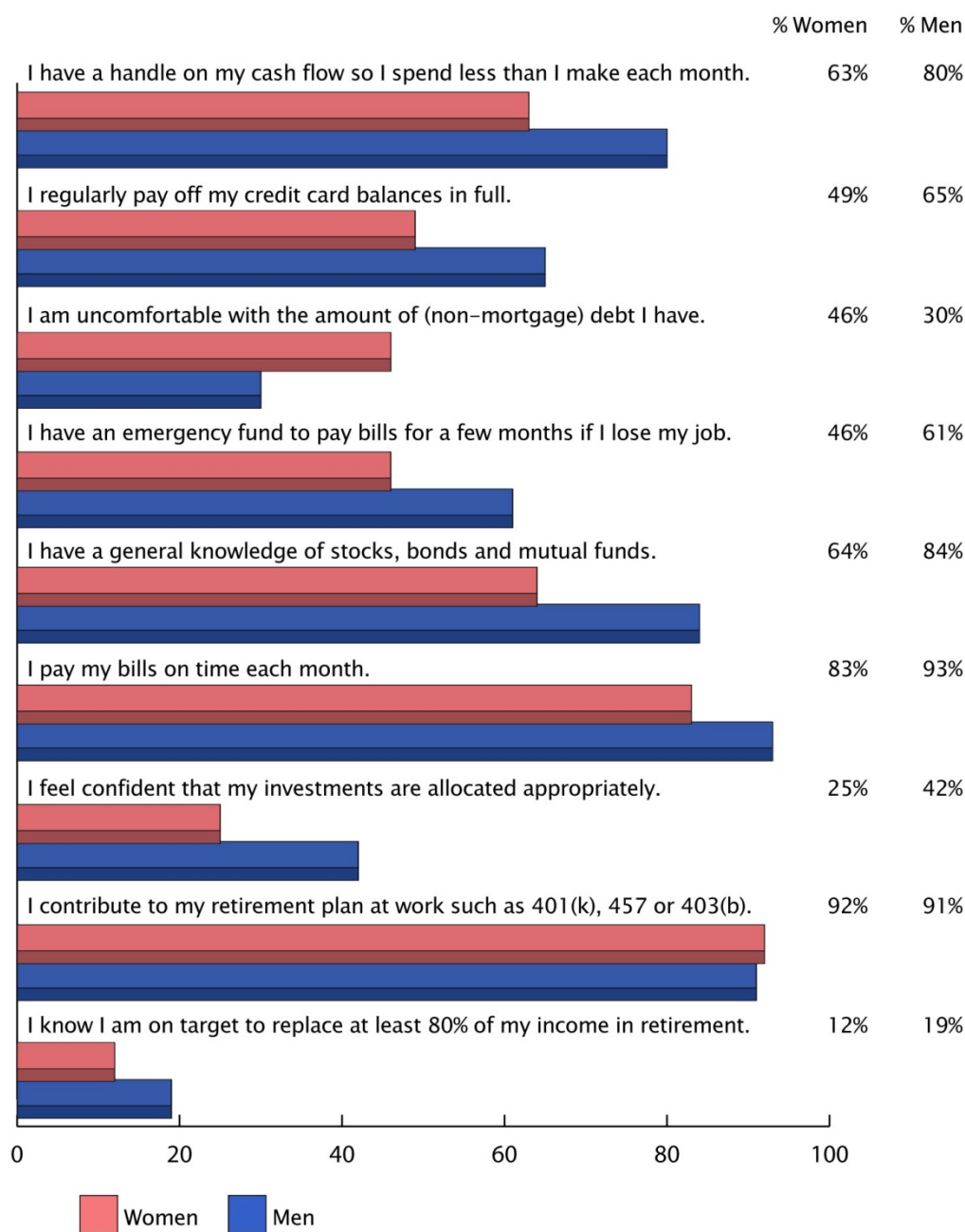


Gender Gap in Financial Literacy

Responses to Online Financial Planning Questionnaire



Users who assessed their own financial situation: January 1, 2011 through March 31, 2011.

Gender Gap in Financial Literacy

Analysis of the Gender Gap

Where Gender Gap Is the Largest	Where Gender Gap Is the Smallest	Where There Is No Gender Gap
Knowledge and Confidence About Investing	Retirement Preparedness	401(K) Plan Participation
Budgeting / Cash Management		

Forecast of Women's Financial Security

Improving, but still serious danger signs

Key Improvements:

Perhaps due to the economic recovery, the gender gap narrowed significantly in Q1 2011, after widening in 2010—with women gaining ground in virtually all areas of financial planning. Young women under 30, in particular, gained the most ground on their male counterparts with a gender gap among the lowest of all age groups. This is a good sign, though this change is still in early stages so we don't know if it's a temporary blip or part of a longer term trend towards women finally closing the gender gap.

Key Danger Signs:

Not saving enough: Women remain significantly behind men with respect to basic money management skills, which will ultimately compromise their ability to save for longer term financial goals. While a nearly equal percentage of women and men participate in their company-sponsored retirement plans, their levels of participation are, in most cases, not sufficient to reach their retirement goals.

Investing too conservatively so that savings don't grow sufficiently: Women are markedly less confident than men about investing, and investors with lower confidence levels tend to invest overly conservative out of fear of losing their principal. In many cases, these investors end up investing most or all of their capital in low yielding investments, such as money market and conservative bond funds, that may not even keep pace with inflation. When you combine this with the fact that most women are not saving enough and consider the fact that women live an average of 5 years longer than men, most women still face a troubling financial future.

Gender Gap in Financial Literacy



About this Research

All of Financial Finesse's research is primary—based on tracking employees' most pressing financial concerns through their usage of our financial education services.

Trend analysis research is compiled by tracking calls into Financial Finesse's Financial Helpline service, which is available to over 500,000 employees from more than 400 organizations. Financial Wellness data is compiled by tracking employees' usage of Financial Finesse's Online Financial Learning Center which provides employees with a personalized financial education plan and analysis of their current financial wellness.

Employers and employees are located across the country—in similar proportion to the demographics of the national population.

About Financial Finesse

Financial Finesse was founded in 1999 with a single mission: To provide people with the information and guidance they need to become financially secure and independent. Today, we are the leading provider of unbiased financial education programs to corporations, municipalities and credit unions. We deliver content on all financial topics, from serious debt issues to advanced estate planning, through a wide variety of formats (in person, online, over the phone, through workshops and webcasts, and through print materials). All education is developed and delivered by on-staff CERTIFIED FINANCIAL PLANNER™ professionals. We accept less than 2% of applicants who apply to be a Resident Financial Planner with Financial Finesse. For more information on the company, please go to www.financialfinesse.com.

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