

WOMEN IN INVESTING

Investing is a great way to grow wealth and attain financial security, but women seem to struggle with it more than men. Female investors may continue to lag, especially when it comes to long-term wealth and retirement savings.



WOMEN ARE LESS CONFIDENT IN INVESTING THAN MEN

Fidelity reports that **only 9% of women think they make better investors than men**. A study by Merrill Lynch and Age Wave found that only 52% of women say they feel confident managing their investments, compared to 68% of men.

WOMEN INVEST MORE CONSERVATIVELY THAN MEN

Most research indicates that **women have a tendency to shy away from stocks**, despite the growth potential that comes with them. 56% of millennial women say fear holds them back from investing, according to Fidelity. That's unfortunate, because millennial women have a long investment horizon and ample time to ride out the stock market's ups and downs.

WOMEN ARE MORE DISCIPLINED SAVERS THAN MEN

Despite grappling with substantially lower paychecks on average, **women tend to have higher savings rates than men**. In a 2017 Fidelity survey, women saved an average of 9% of their annual paychecks, compared to an average of 8.6% saved by men. And Vanguard reports that women at all income levels have higher retirement plan participation rates than men.

WOMEN EARN BETTER INVESTMENT RETURNS THAN MEN

Women's tendency to do better than men at investing dates all the way back to the early 1990s. A study over a six-year period found that **women generated returns that were 1% higher, on average, than men**. In fact, 43% of women-managed mutual funds outperformed their benchmark in 2020, compared to just 41% of those managed by men, according to Goldman Sachs.

HOW WOMEN CAN BECOME MORE SUCCESSFUL INVESTORS

It's clear that when it comes to investing, **women are doing a lot of things right**. They're saving a respectable portion of their income, trading at a reasonable frequency, and choosing investments that let them outperform men. **But women still have work to do**, and 41% **regret not investing more of their money**, reports Merrill Lynch. As such, women should pledge to **take a more proactive role in securing their futures**. Furthermore, **outliving their male counterparts** puts women at an increased likelihood of needing some type of long-term care in their lifetime, the cost of which can be expensive. **A conservative portfolio, however, won't perform as well**. Getting on board with the idea of going heavy on stocks, we stand to accumulate an impressive amount of wealth and **give male investors a run for their money**.