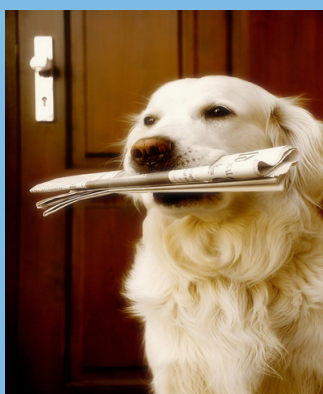


# Women's Worth

*Timely Research &  
Statistics about  
Financial Issues  
Concerning Women*



*Bringing Money Home*

## Women and Financial Services

- The 2009 Boston Consulting Group global study on the female economy found that of all industry categories, financial services was “the least sympathetic to women – and one in which companies stand to gain the most if they can change their approach.”
- In a June 2011 research report, titled “Does Gender Really Matter,” 34% of single women and 22% of married women prefer working with a female advisor. Only 10% of men prefer working with a woman.

## Health and Wealth

- Women face a 50 percent greater likelihood than men of entering a nursing home after age 65.  
-- *American Health Insurance Plans, “Guide to Long-Term Care Insurance*
- Savings needed at age 65 to pay Medigap premiums have been estimated between \$47,000 and \$118,000.  
-- *“Baby Boomer Women: Secure Futures or Not?” Global Generations Policy Initiative, 2006.”*

## Money and Relationships

- The value of a woman’s contribution to the home was estimated at \$33,256, while a man’s contribution is \$19,322.  
-- *3rd Annual Worth for Women Survey, Penn Mutual, June 2011*
- Women in 2009 were 28 percent more likely to have a non-working spouse than they were in 2004.  
-- *“Off-Ramps and On-Ramps Revisited” by Diana Forster et.al., Center for Work-Life Policy, 2009.*

## Women in the Workplace

- Women forfeit approximately \$142,693 in wages by leaving the labor force early in order to take care of elderly relatives.  
-- *2011 MetLife Study of Caregiving Costs to Working Caregivers.*
- Fifty-four percent of women who leave workplace for family responsibilities do not discuss flex options with their employers, though 69 percent claim they would not have left if such options were offered.  
-- *“Off-Ramps and On-Ramps Revisited” by Diana Forster et.al., Center for Work-Life Policy, 2009.*

Information provided by:



**DIRECTIONS**

www.directionsforwomen.com