



Women Have Different Financial Planning Worries

Unique health and caregiving worries and an industry that doesn't listen well

Women have special concerns about financial security that financial advisors need to address. For one thing, they tend to live longer than men, so they need to worry about paying for an extended old age. For another, women of all ages are an increasingly dominant part of the economy.

Pick up any newspaper, turn on the TV or tune into any radio program and you will notice the clout of women in the marketplace, community affairs, business, politics and finance.

The data is remarkable and underscores the need for conversations that financial advisors should have with their female clients, recognizing that the challenges women face are myriad.

- Women comprise 51% of the U.S. population and roughly 65% of the workforce.
- They are the sole heads of 32% of American households.
- 60% of college students are female.
- Women control 65% of global spending and more than 80% of U.S. spending.

Establishing Financial Security

A survey by Family Wealth Advisors Council indicates that 54% of women consider health a major risk to their financial future. They worry about their death and

the death of their spouse as a major risk. So, is your disability insurance lacking or inadequate, and will your life insurance deliver sufficient financial horsepower if the breadwinner dies? Are you sure?

A surprising number of women, single and married, do not have wills and have not provided for their children. And the International Foundation for Retirement Education states that the number one retirement issue for women is the threat of poverty. Consider that of people age 85 and older:

- 71% are woman;
- The median income for older women is \$15,248; and
- The median income for older women is only 53% of that of older men.

Early in the planning game, women should focus on retirement income-building vehicles, insurance, Social Security strategies, estate planning and financial freedom. And caregiving is the number two issue.

Did you know that of unpaid caregivers, 57% are caring for parents, and over 70% of caregivers are women? When women assume caregiver roles, they are 2.5 times as likely to end up in poverty as non-caregivers single caregivers are four times more likely to end up in poverty than married women.

Families should discuss financial security, for both the baby boomers and their parents. Understanding the ins and outs of long-term care insurance is important in the planning process.

It's About You

If you are among the 75% of women who do not have a financial advisor you can utilize your financial counseling benefit to develop an effective strategy to help achieve your long-term financial goals. Of course, if you are in the 25% of women who do have a financial advisor you can still use your financial counseling program, for additional peace of mind.

