

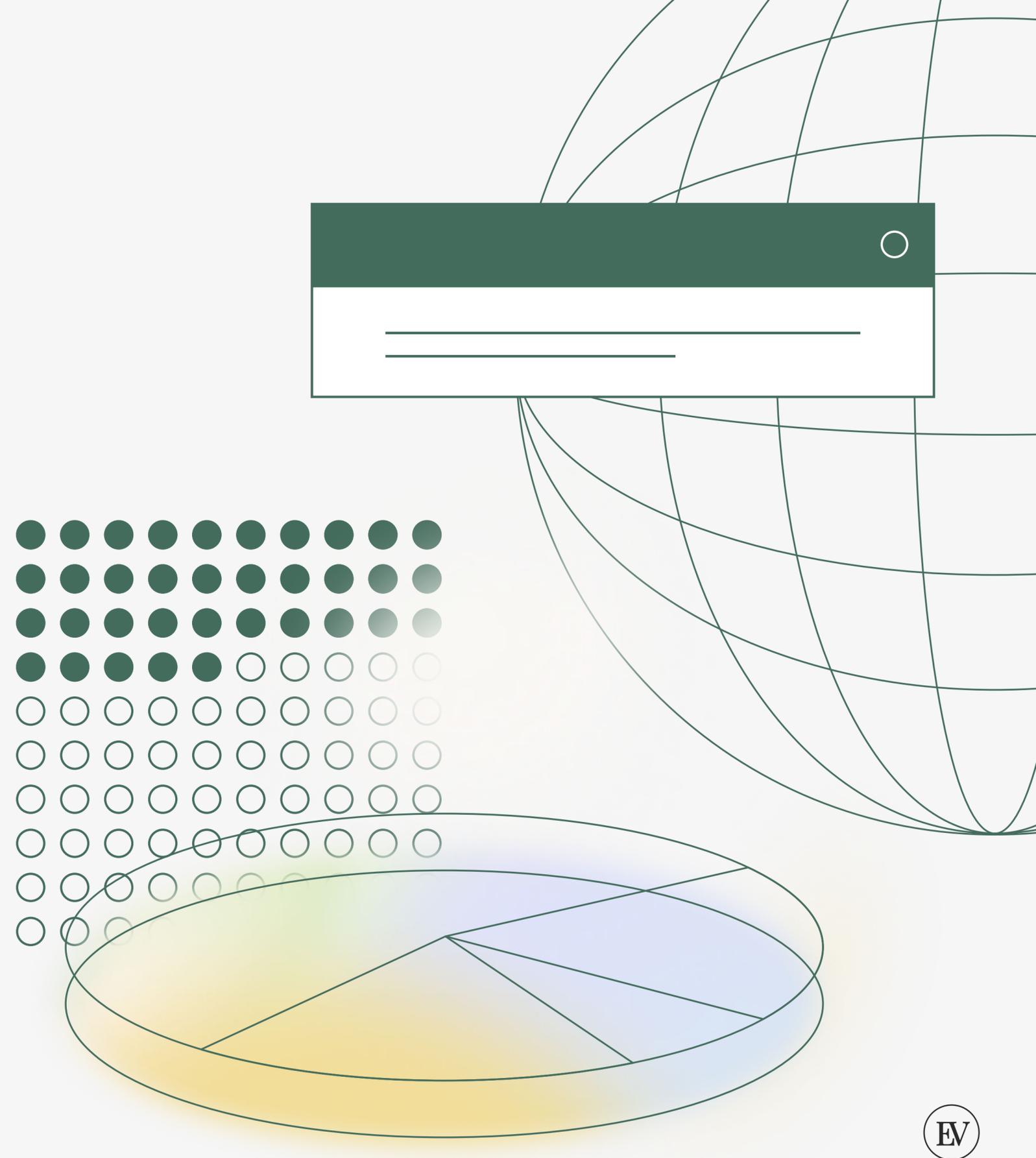
ELLEVEST

The State of Women's Financial Wellness in 2022

Helping women build their best financial futures.

Introducing Ellevest's new research about the state of women's financial health and the role financial wellness plays in their lives. It includes the **Ellevest Women's Financial Health Index[®]**, the first-ever comprehensive measure of women's financial health, and the **Ellevest Financial Wellness Survey 2022**, which dives deeper into how women think about money — and what they do with it — in 2022.

The index shows that women's financial health is tracking at the lowest level seen over the past five years — lower even than it did during the depths of the pandemic. That's why it's essential that we work to create opportunities for women to take action to build their best financial futures.



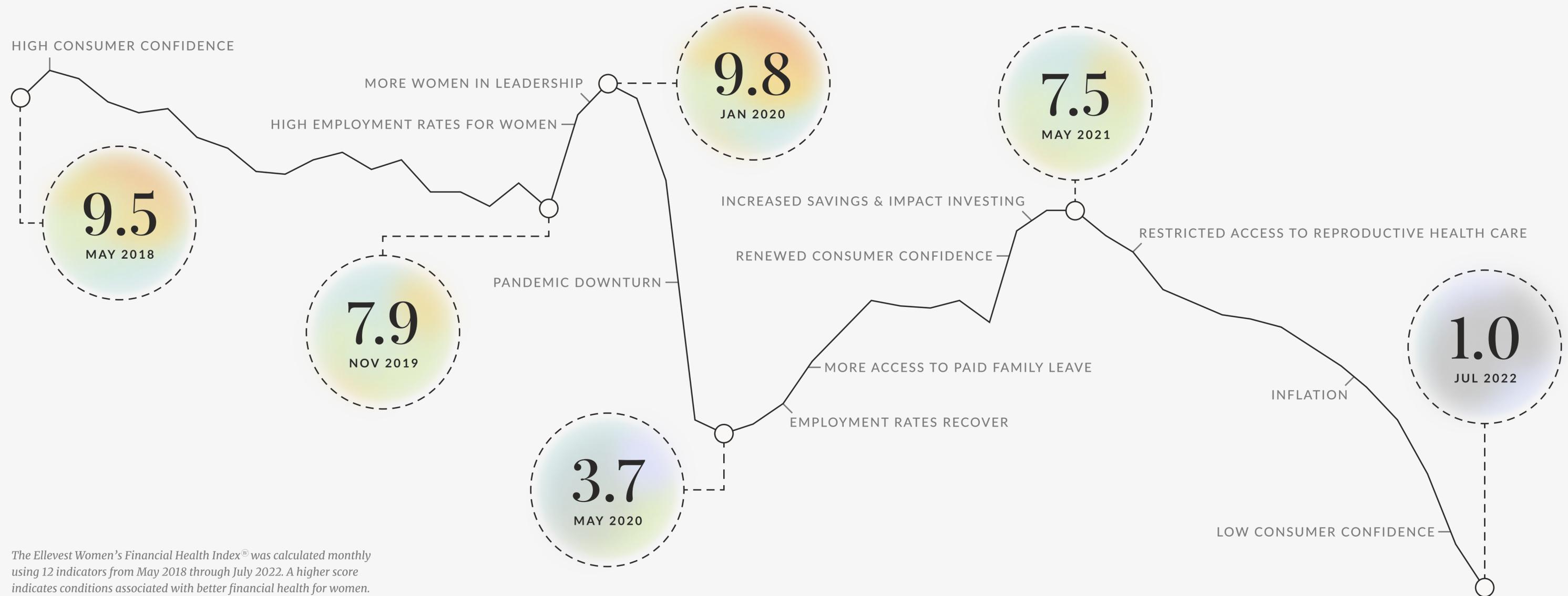
“When women are *financially healthy*,
our communities, economies, and
planet are all better off.”

– SALLIE KRAWCHECK, ELLEVEST CEO AND CO-FOUNDER

ELLEVEST

Women's Financial Health Index^{EV}

We're living through a tumultuous time for women. Today, the **Ellevest Women's Financial Health Index^{EV}** finds women's financial health is under serious pressure right now. Due primarily to inflation, low consumer confidence, and the overturning of *Roe v. Wade*, it's tracking at the lowest level seen over the past five years.



The Ellevest Women's Financial Health Index^{EV} was calculated monthly using 12 indicators from May 2018 through July 2022. A higher score indicates conditions associated with better financial health for women.

SPRING 2018

FALL 2022



Money stress is dominating women's lives.

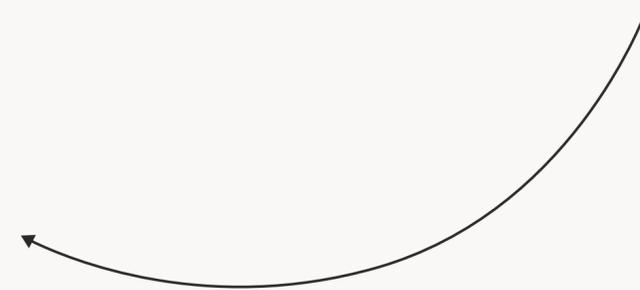


of women *stress* about money more than **once a week**



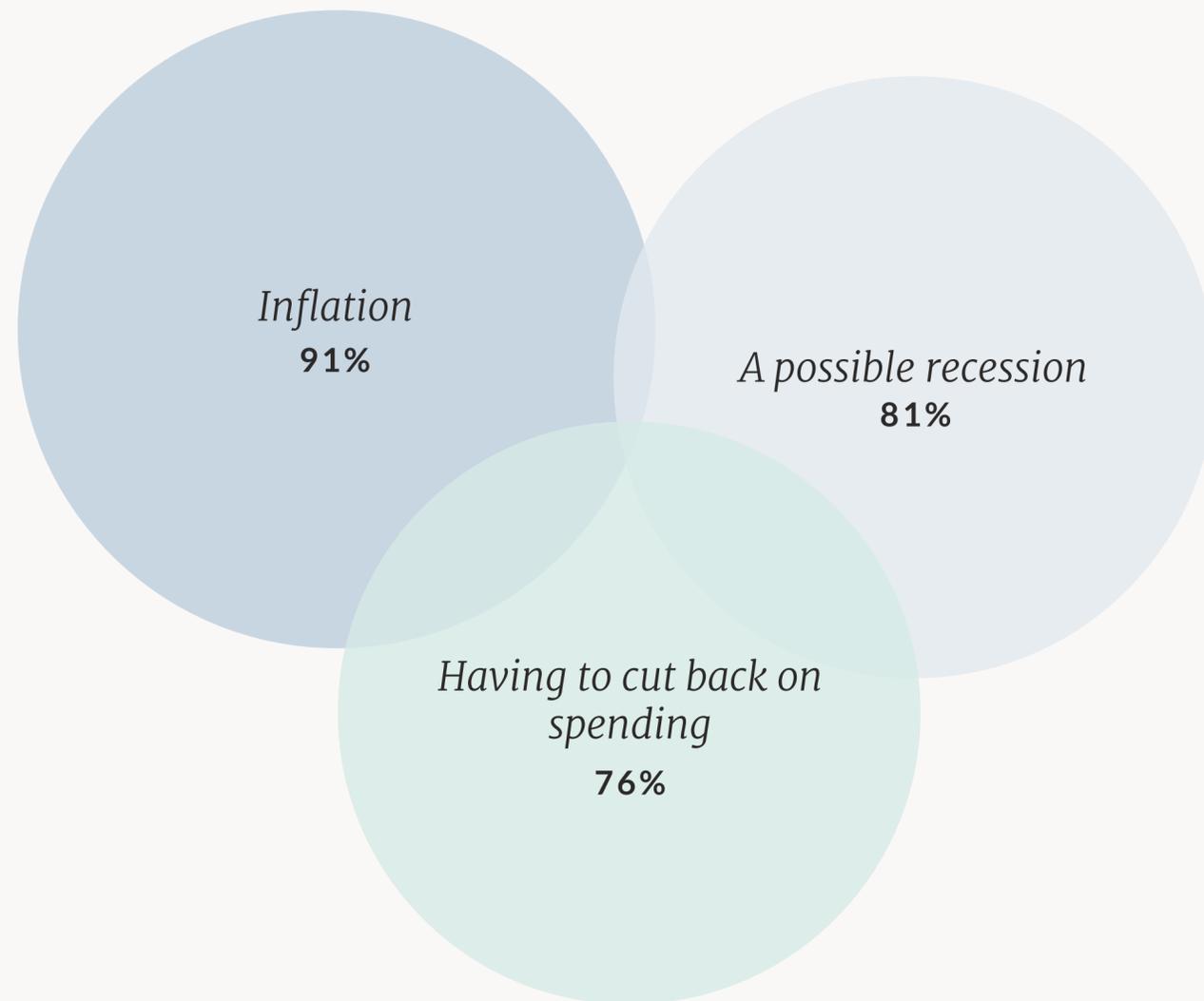
of women *actively worry* about money at least **once a day**

In both instances, **we're out-worrying men** (55% and 36%, respectively).

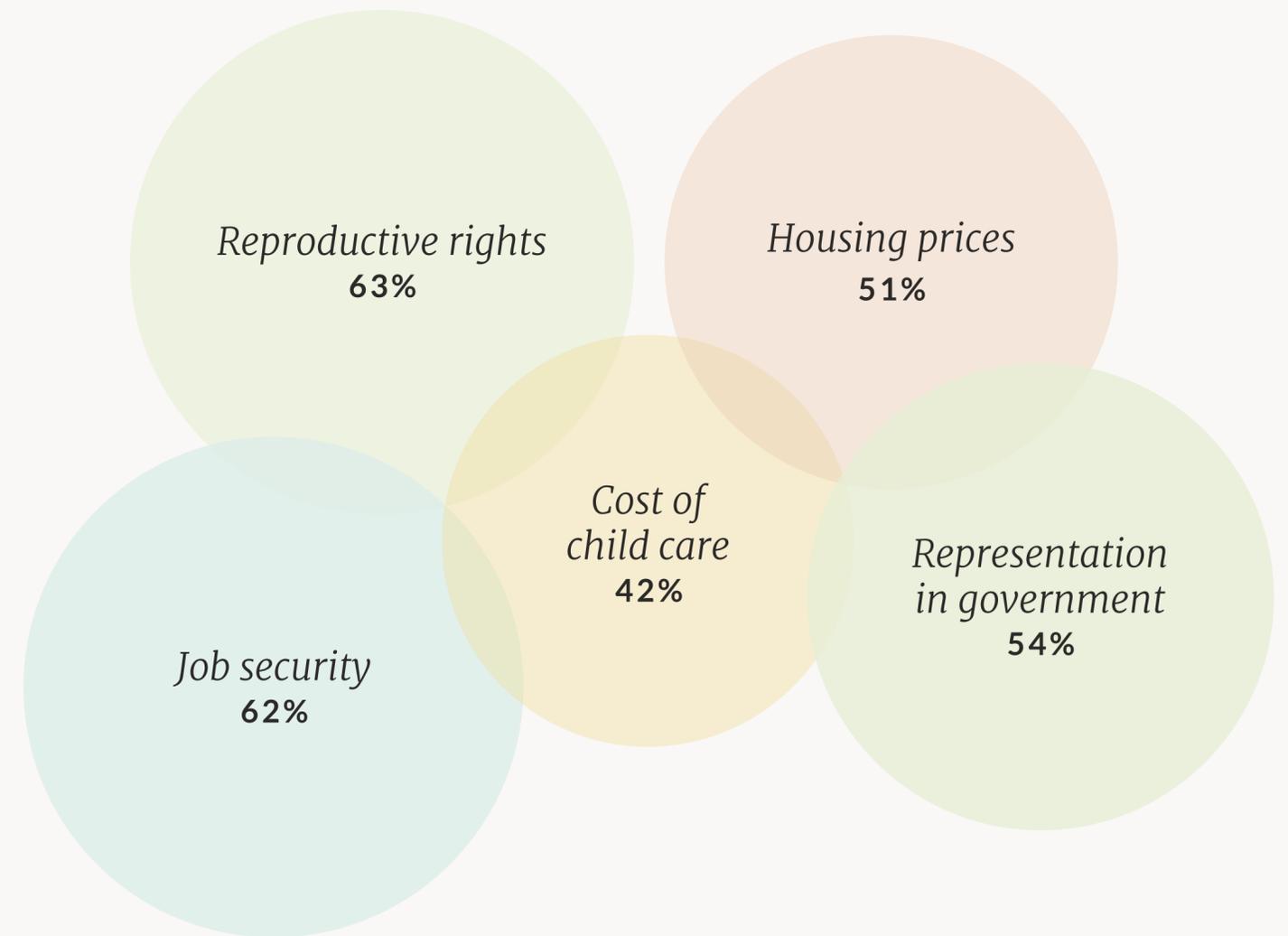


Women's top financial worries vary across generations.

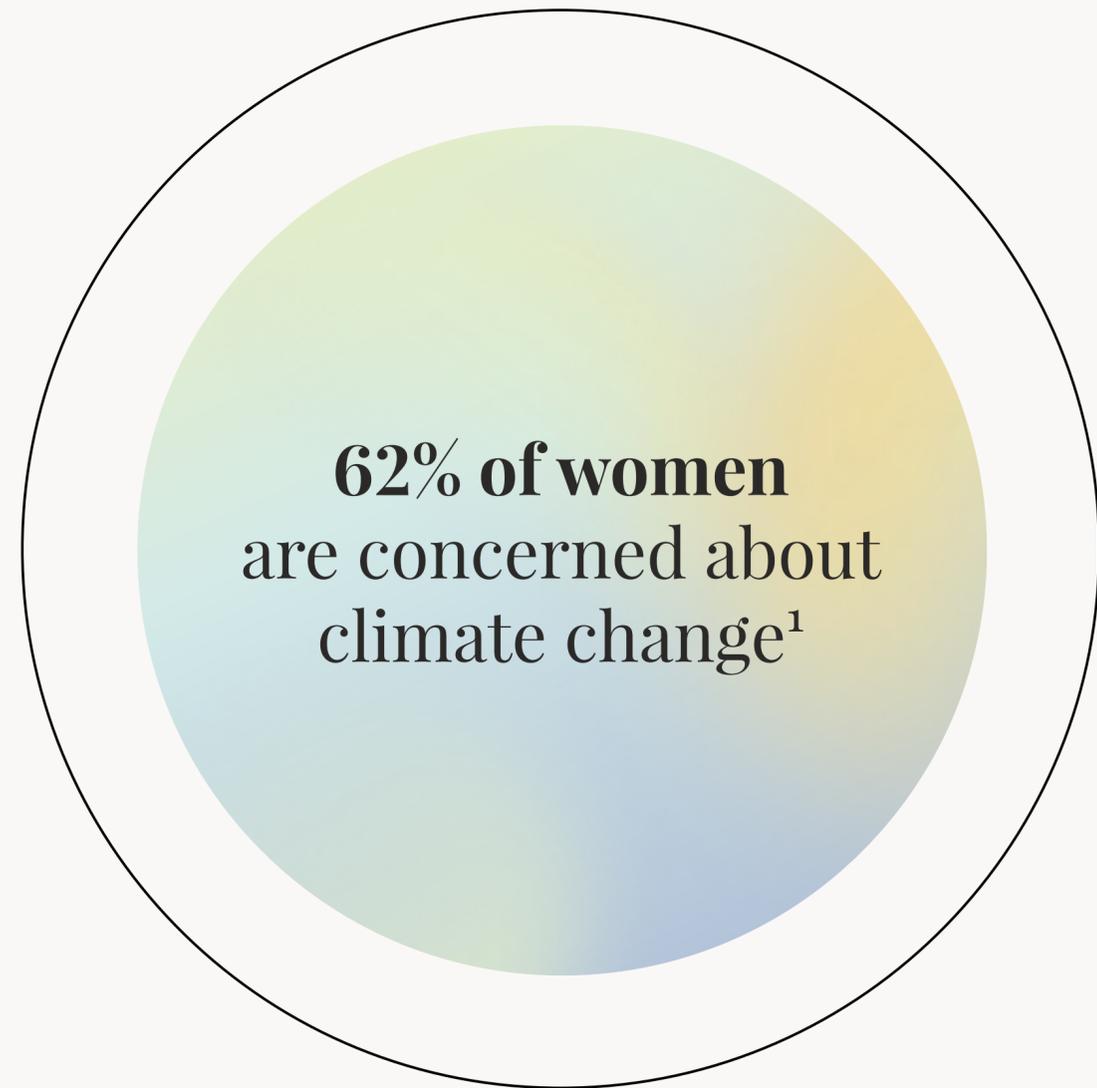
Older women (Gen X and Baby Boomers)
are more likely to be worried about ...



Younger women (Millennials and Gen Z),
meanwhile, are more likely to be worried about ...



Climate change is a *top financial concern* for all women.

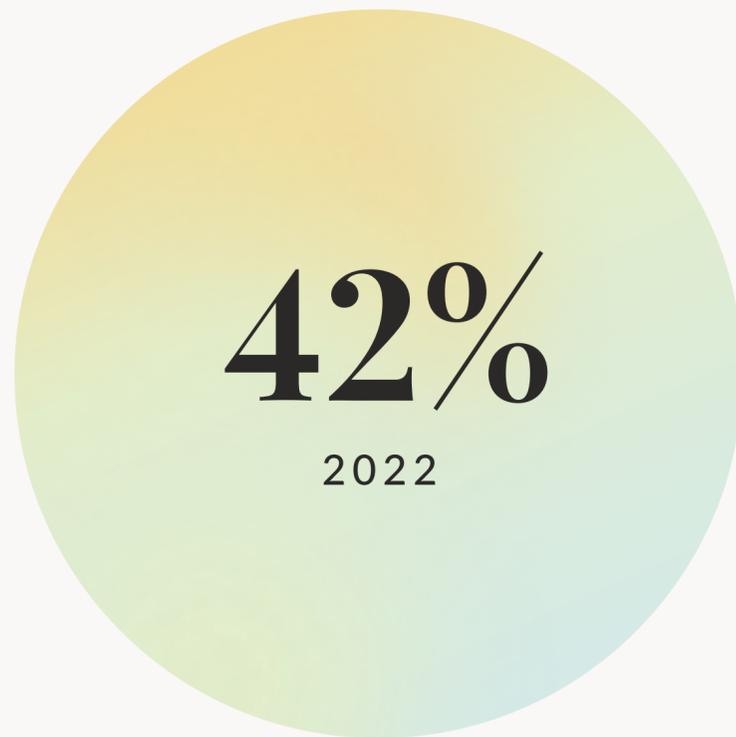


While climate change is a collective problem, its impacts will be disproportionate — skewed in its effects on the world's *most vulnerable populations*, specifically **women and girls**.²

More women ranked it as a top financial concern above retirement planning (51%), credit card debt (46%), stock market (38%), and child care costs (30%).

¹Ellevest Financial Wellness Survey 2022 | ²DESA Working Paper No. 152

Women are three times more likely to prioritize *financial wellness* in 2022.



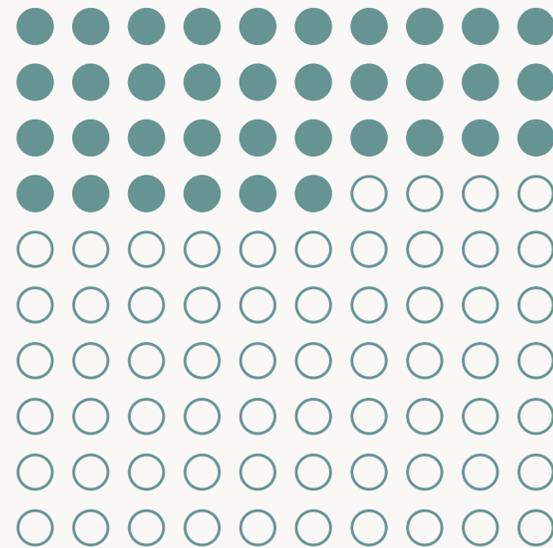
In 2021, women ranked financial wellness as the least important form of wellness — less important than physical, emotional, and spiritual wellness.

This year, in that same ranking, women were now **three times as likely** to see financial wellness as critical. What a difference a year — and high inflation — make.

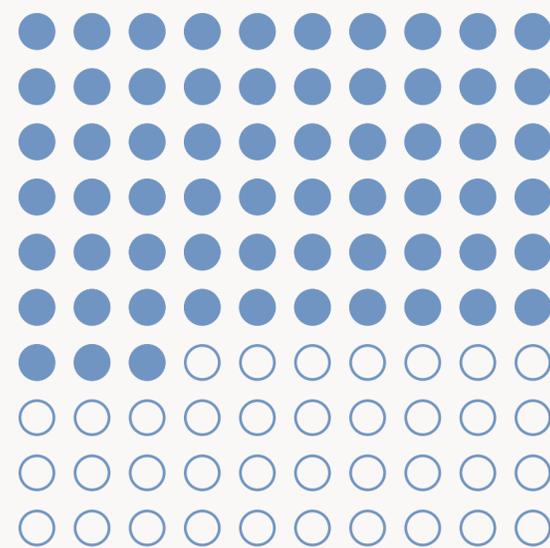


The #1 goal women are investing for with Ellevest? Build wealth.

Financial priorities vary dramatically across gender.



Only **36%** of women are currently investing



... vs **63%** of men.

MEN'S #1 FINANCIAL PRIORITY:

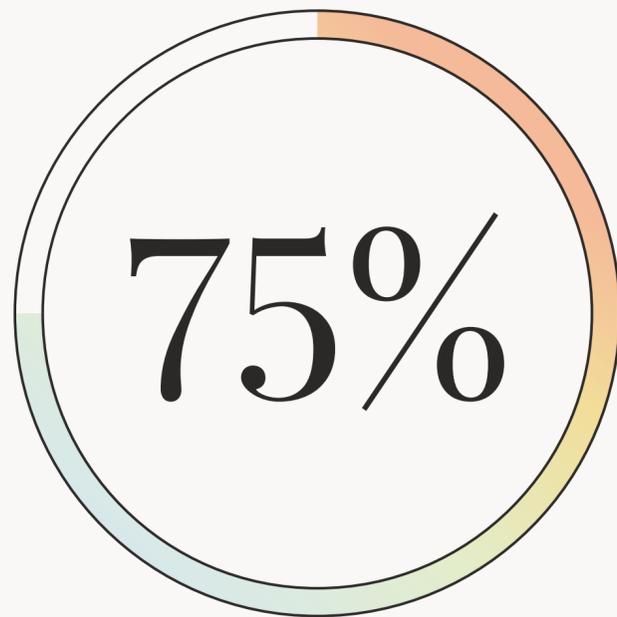
Their retirement

WOMEN'S #1 FINANCIAL PRIORITY:

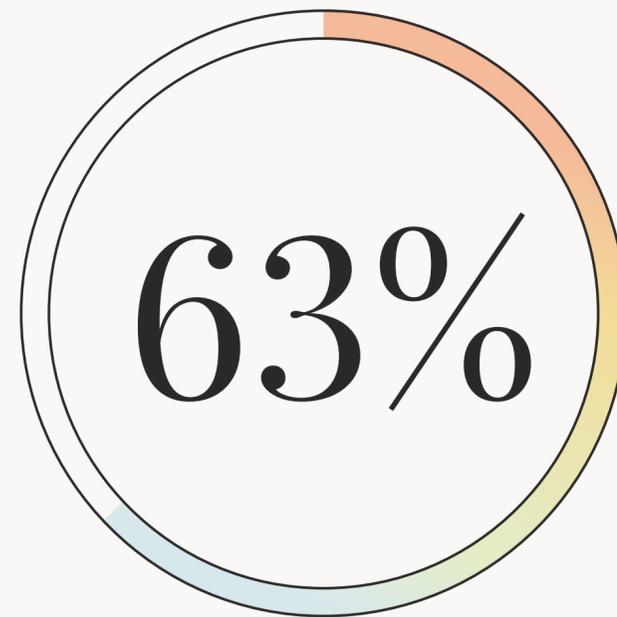
Their family

Only **31%** of women have met with a financial advisor before, compared to **59%** of men.

Women are making the right money moves, *despite* turbulent times.



of women who invest for retirement have **not paused** their contributions



of women have **cut back** on daily spending

Women are making a lot of the right moves financially. They're continuing to invest in their retirement portfolios regardless of the economic storm they've been weathering this year.

Only 38% of women reported feeling concerned about market volatility, vs 58% of men — which may explain why women did not change their investing habits. Staying the course in investing has been a winning strategy in past downturns.

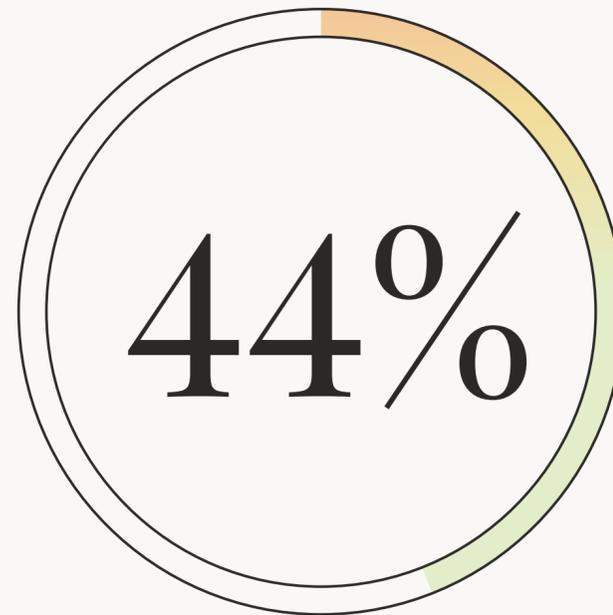


And then there are the women investing with Ellevest, from whom we've seen a net positive inflow of investments every single week of this downturn.

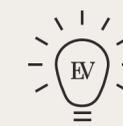
Women factor *current events* into their financial mindsets.



of women say the overturning of Roe v. Wade has impacted their financial mindset



of women (and 56% of millennial women) would leave their current company if their values on reproductive rights **did not** align with their own



Nearly half of Ellevest digital members' assets under management are in impact portfolios.

Economic uncertainty has women thinking *differently* about work.

More money

55% of women are looking for a *new job* to increase their **salary**

More security

1 in 2 women are currently *concerned* about their **job security** and employment

Our Methodology

How Ellevest is taking a closer look at the financial landscape for women

WHAT'S IMPACTING WOMEN AND THEIR MONEY

ELLEVEST

Women's Financial
Health Index^{EV}



A comprehensive and holistic analysis revealing real-time trends in women's financial health and a window into women's financial decisions in the US. The index combines publicly available data with Ellevest's proprietary data on women's investing behavior to create a single score that measures and tracks financial health based on a comprehensive set of 12 indicators.

WHAT THAT LOOKS LIKE IN THEIR DAY-TO-DAY LIVES

ELLEVEST

Financial Wellness Survey 2022



New research from Ellevest takes a closer look at the current state of financial wellness for women in the US, plus how current events have impacted the investing and spending habits and money mindsets of women today.¹

¹Censuswide conducted research on behalf of Ellevest, between August 5, 2022 and August 15, 2022 among 2,487 people ages 18+, in the US.

About Ellevest

Ellevest's mission is to get more money in the hands of women. As a financial company built by women, for women, Ellevest provides investing and financial planning to help women feel confident about their finances.

Read more about our financial wellness efforts — the **Ellevest Women's Financial Health Index[®]** and the **Ellevest Financial Wellness Survey 2022**, and [get started on your own financial wellness journey today.](#)

LEARN MORE AT [ELLEVEST.COM](https://www.ellevest.com)



