


STAT: THE FINANCE SECTOR NEEDS TO NURTURE FEMALE WEALTH

By Livvy Houghton and Alex Hawkins

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70% of UK women surveyed by WealthiHer said they had average or below self-esteem when engaging with the finance industry.

Source: WealthiHer

Confidence remains a barrier to women engaging more with the finance sector, according to a new report from the **WealthiHer Network**. With as much as 70% of respondents citing average or below average self-esteem, the findings show there is a need for the industry to better cater to female clients and the diversity of women's wealth.

Of those surveyed, 36% noted a lack of knowledge as the reason they don't engage and the same percentage feel patronised through their experiences. Factors contributing to this lack of confidence also include the use of excessive jargon, which was repeatedly cited as a barrier and cause of frustration.

As women become more prominent wealth-holders, the sector needs to evolve to better nurture and improve their finances. For more, read our two-part **Women's Wealth Market**.