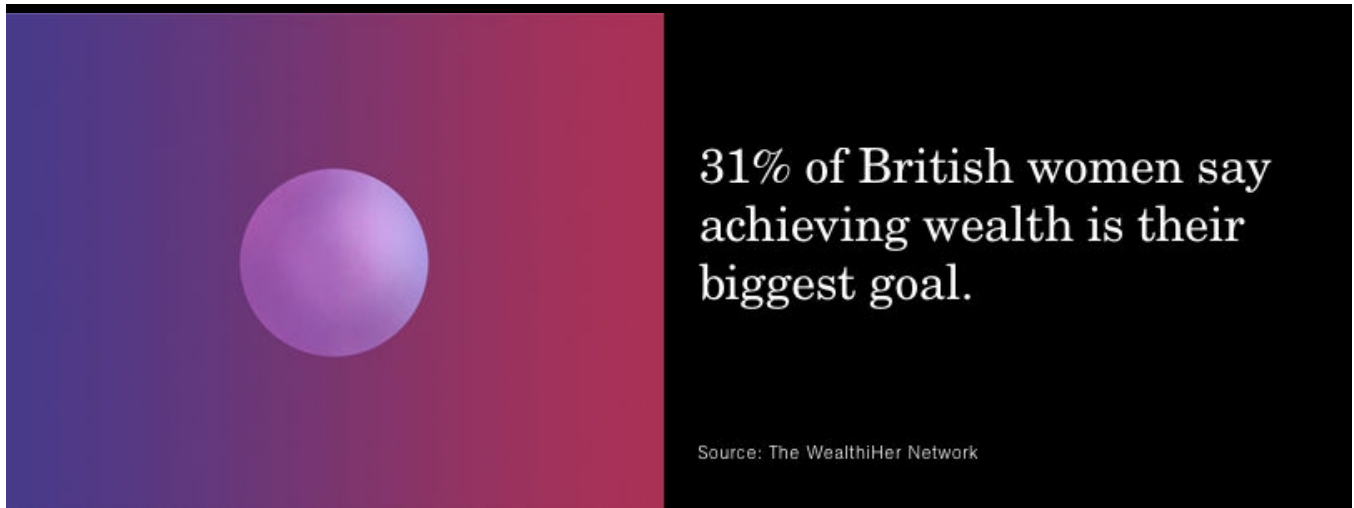


STAT: WEALTH IS A COMPLEX SUBJECT FOR WOMEN

By Livvy Houghton and Kathryn Bishop

08 : 03 : 2019 Female Futures : Finance : Wealth



A new report from Kantar and **The WealthiHer Network** reveals a need for banking and insurance institutions to create greater gender balance in wealth.

In a study of over 2,500 British adults, some 45% of men say achieving wealth is their biggest goal, compared to 31% of women. Meanwhile, women aged 18–34 are nearly twice as likely (32%) to have no savings or investments versus men (18%) of the same age.

'Research suggests that money and financial success is not something that women talk about and that they lack the confidence in doing so,' explains Tamara Gillan. In response, she has launched The WealthiHer Network, a group of change-agents from financial and insurance companies such as HSBC, Barclays Private Bank, J.P. Morgan and Chubb that aims to inspire and empower women to grow and protect their wealth. And in doing so, create positive change.

For more on how women's approach to spending and saving differs from men, explore our two-part **Women's Wealth Market**.