



Three (Big) Ways Women's Financial Health Is Different from Men's: ▶ Financial Coping Tips

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Three (Big) Ways Women's Financial Health Is Different from Men's: Financial Coping Tips

This presentation will explore the differences in relative income, expense and lifetime asset needs. It will identify ways we can improve our own financial health and how this is related to our leadership development.

Income Differences

22% - 5% due to gender.

- At 5% of \$50,000 * (68-18 yo = 50 years) = \$125,000 (1/8 of a million dollars)

Gaps in earnings

- Having and raising children
- Eldercare

Demands outside of work

- Relationship inequality

Cultural obstacles

- Need for education
- Inheritance differences

Women's Products	 \$10.00 Each	 \$5.29	 \$29.99	 \$12.99
Men's Products	 \$5.99	 \$4.99	 \$17.99	 \$9.99

Expense Differences

- ▶ More likely to raise children
- ▶ More likely to be caretaker of parents/other relatives
- ▶ Women live longer on average
- ▶ Make-up and hygiene
- ▶ Pink Tax - women's products like razors and drycleaning cost an average of 7% more, which is about \$1,351/year.
- ▶ Culture also plays a role
 - ▶ <https://people.com/chica/how-latinas-are-affected-by-pink-tax/> [//people.com/chica/how-latinas-are-affected-by-pink-tax/](https://people.com/chica/how-latinas-are-affected-by-pink-tax/)
- ▶ But effect is worldwide: <https://www.businessinsider.co.za/pink-tax-south-africa-women-pay-more-than-men-2018-7>
- ▶ Some products directly taxed: <https://www.cnn.com/2018/07/22/health/india-tampon-tax-intl/index.html>
- ▶ Highlighted by some marketers: <https://www.usatoday.com/story/money/2018/07/26/burger-king-protests-pink-tax-chicken-fries/838288002/>



Asset Needs

Higher retirement savings because women live longer

Increased healthcare costs because women live longer

Long-term care insurance

Less likely to have adequate pension: career breaks & less income.

What Are Women to Do?

Income:

- Be more sensitive to the need for a well-paying career
 - Negotiate
 - Maintain mobility
- Maintain a skill set that allows for side gigs
- Plan for a longer career
- Consider partial retirement

Expenses:

- Control spending
- Comparison shop for gender
- Evaluate insurance needs carefully: life, long-term care
- Control debt

Assets:

- Investment fees are costly: women trade less frequently
- Less risky portfolio
- Less likely to have an adequate pension, so replace with social system and savings
- Consider housing and other large expenses carefully

Traits That Affect Our Income, Expenses and Assets

- ▶ We doubt ourselves.
 - ▶ Bad for income, because we settle for less income and rank, and pull out of negotiations sooner (settle).
 - ▶ May be a cultural backlash if we don't. We don't always support one another.
 - ▶ We may gather data for mobility, but may not fully leverage it, leaving us discouraged.
 - ▶ Mixed for expenses: may not *ask* for discounts but may cross-shop.
 - ▶ Good for investments, because we research investments more.
- ▶ We are more loss tolerant.
 - ▶ Bad for income, because we settle; do not change jobs as often.
 - ▶ Bad for expenses: may not return items.
 - ▶ Good for investments, because we do not bail during momentary downturns. We hold investments for longer.

Questions



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