



# ACORNS EQUAL PAY DAY

## Stats on the Gender Investing Gap

The pay gap isn't the only gender gap. There's an investing gap as well. Given the wage disparity and longer average life spans, women need to invest even more than men. But the opposite is happening.

\*Based on findings from the 2016 & 2017 Acorns Money Matters Reports™

Did your high school and/or college education  
prepare you to manage your money?

27%

of **women** said yes

35%

of **men** said yes



What are your concerns about investing?

37%

of **women** cited lack of knowledge

26%

of **men** cited lack of knowledge

61% of **women** vs 43% of **men** described their level of investing savviness as low, they know that it's important but are not sure how to go about it.

How often do you follow financial market trends?

56%

of **women** said never

29%

of **men** said never

Whose investing advice would you be most likely to take?

42%

of **women** are most likely to  
take advice from Oprah

52%

of **men** are most likely to  
take advice from Warren Buffett

How much did you invest last year?

57%

of **women** didn't invest

44%

of **men** didn't invest

If you were given \$1,000,  
what would you put it toward?

2.5X

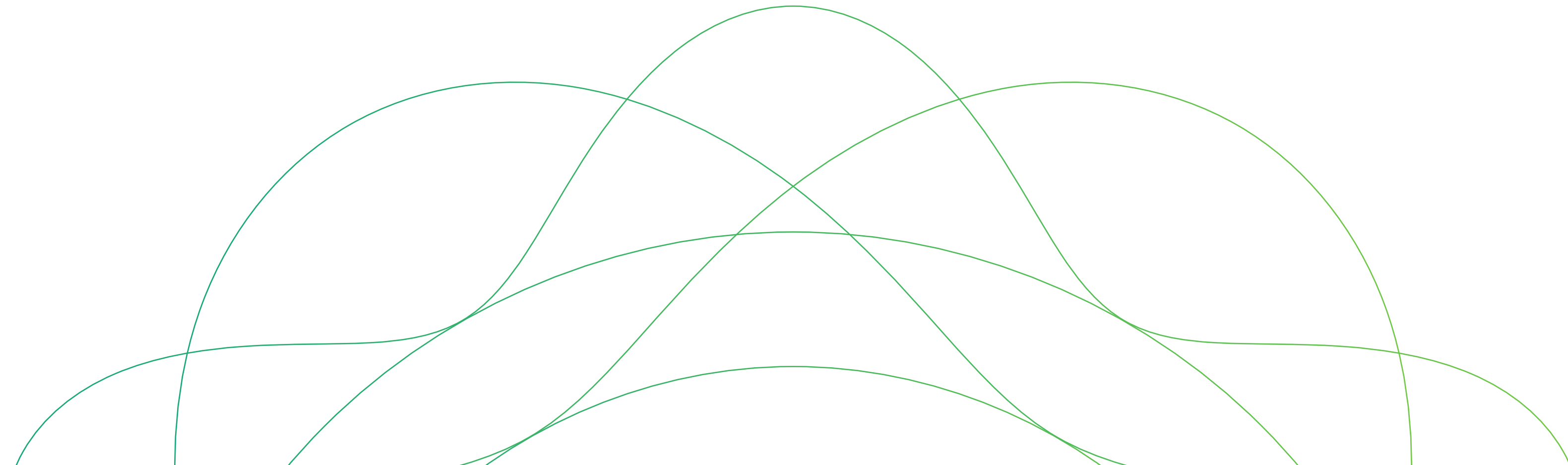
more **men** than **women** said they'd invest it in stocks

How would you complete the following sentence?

“The political climate in the past year makes me want to \_\_\_\_\_.”

2X

more **men** than **women** said it made them  
want to invest their money





When you think about your financial future,  
how do you feel?

31%

of men feel  
confident

16%

of women feel  
confident

30%

of men feel  
anxious

46%

of women feel  
anxious

What life event are you currently saving the most for?

7%

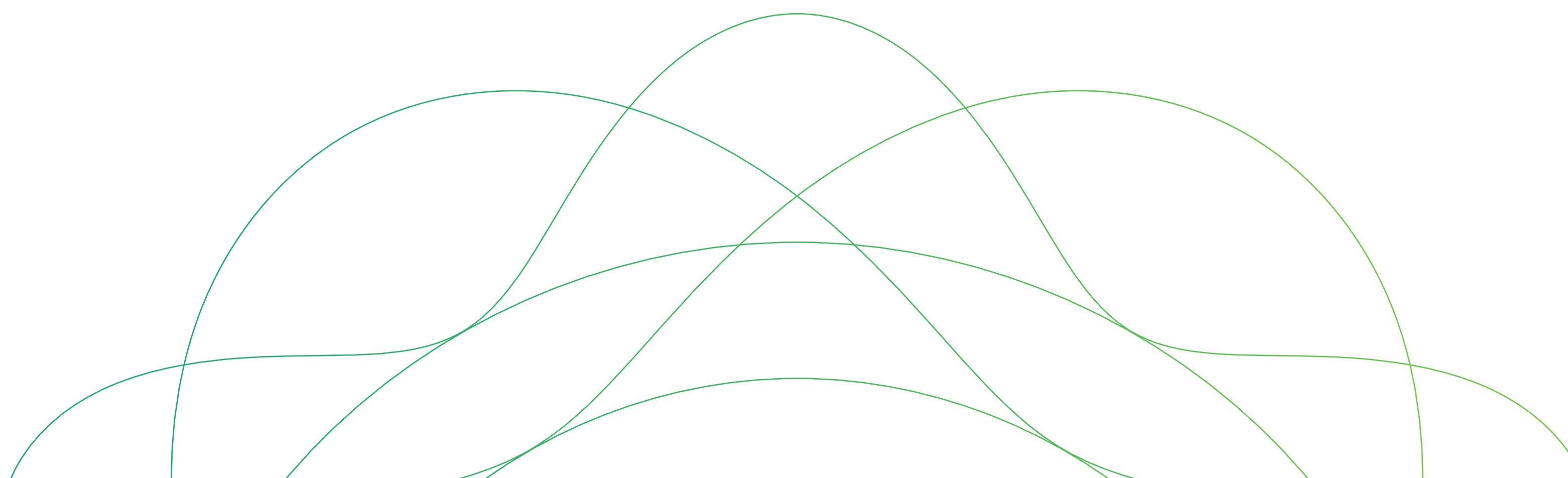
of **women** said retirement

11%

of **men** said retirement

The top life event for both genders was education:

23% of **women** and 22% of **men** are saving to grow their knowledge.



At what age do you think you'll be financially secure enough to retire?

37%

of women said older than 65

28%

of men said older than 65

