

# Did You Know?

Working Moms Value:  
\$71,860/year in  
addition to their  
paying jobs working  
another 59 hours per  
week at home.

Salary.com, 2010.

# Did You Know?

In 2009, women  
controlled half  
the wealth in the  
United States.

[cnnmoney.com](http://cnnmoney.com), The female economy:  
What women want, 2009.

# Did You Know?

American women  
spend about \$5 trillion  
annually, over half the  
U.S. GDP.

[m2w.biz/fast\\_facts.php](http://m2w.biz/fast_facts.php), Fast Facts, 2010.

# Did You Know?

American females have earned more bachelor's and master's degrees than men every year for three decades, leading to increased earning power.

[financial-planning.com](http://financial-planning.com), Untapped Market, 2010.

# Did You Know?

In 28% of two-income U.S. households, she makes more money than he does. Of couples ages 25 to 30, more than half the women make more money than the men.

[cnrmoney.com](http://cnrmoney.com), The female economy: What women want, 2009.

# Did You Know?

Women influence  
95% of all purchases  
and control 80% of all  
household spending.

[ezinearticles.com](http://ezinearticles.com), Marketers Should Not Ignore the She-Economy - Women Make Key Buying Decisions at Home and at Work, 2010.

# Did You Know?

10.4 million U.S. firms are owned or controlled by women. Those companies employ more than 12.8 million people and generate \$1.9 trillion in sales.

limra.com, Center for Women's Business Research, March 2009.

# Did You Know?

39% of the top wealth holders in the US are women and of that percentage 42% of them are single or widowed.

On Wall Street, Courting the High-Net-Worth Woman, 2005.

# Did You Know?

90% of women  
feel financially  
insecure, despite  
controlling more  
wealth, having more  
education and being  
more involved with  
financial decisions.

"The Emerging Profile of Women Investors"  
Financial Advisor Magazine, [fa-mag.com](http://fa-mag.com).

# Did You Know?

At some point in their lives, 90% of women will be responsible for their own finances.

[huffingtonpost.com](http://huffingtonpost.com), Closing the Female Financial Knowledge Gap, 2010.

# Did You Know?

According to the Social Security Administration, the average life expectancy for women is 81 years, compared to 73 years for men.

US Census Bureau, Statistical Abstract of the United States, 2010, Table 126.

# Did You Know?

Over 75 percent of women are widowed at an average age of 56, and 1 in 4 of these women are broke within two months of being widowed.

womensmedia.com, Women and Investing: Take Charge of Your Financial Life, 2009.

# Did You Know?

The current divorce rate is estimated at between 36 and 50 percent.

US Census Bureau, Statistical Abstract of the United States, 2010, Table 126.

# Did You Know?

Nearly two-thirds of U.S. women ages 40 to 79 have already dealt with a major financial “life crisis,” such as job loss, divorce, the death of a spouse, or serious illness.

AARP, “Understanding Women’s Financial Needs and Behavior,” 2007 survey.

# Did You Know?

89% of people were forced to make substantial financial changes to their lives after the premature death of a spouse.

MetLife Premature Death Study, 2006.

# Did You Know?

Even 7 years after the loss of a spouse, financial pressures and drastic lifestyle adjustments are needed and 36% say they remain financially vulnerable.

MetLife Premature Death Study, 2006.

# Did You Know?

Families with dependent children had a \$371,000 insurance deficit gap when compared to their needs.

Advisor Today, High Anxiety, March 2008.

# Did You Know?

According to the Department of Labor, women are twice as likely as men to live below the poverty line during their retirement years, and almost three out of four Americans over 65 classified as “poor” are female.

“Untapped Market” [financial-planning.com](http://financial-planning.com).

# Did You Know?

Seven in 10 women say they could work until age 65 and still not have enough saved for their retirement needs.

Women & Retirement: Current Outlook & New Opportunities, August 2010, [transamericacenter.org](http://transamericacenter.org).

# Did You Know?

Women retirees  
receive only  
half the average  
pension benefits  
that men receive.

"Women and Investing: Take Charge of  
Your Financial Life," [womensmedia.com](http://womensmedia.com).

# Did You Know?

Half of women surveyed do not plan to purchase long-term care insurance in retirement, yet 93% of women are concerned about healthcare costs in retirement.

"Women & Investing Survey Finds: Widows = Model Investors," women buildingwealth.wordpress.com.

# Did You Know?

College expenses have been rising four times faster than the overall inflation rate for the last couple of decades.

CNNMoney.com, Is College still worth the Price? 2009.

# Did You Know?

At four-year private college the total cost (tuition, fees and room and board) for 2009/2010 averages \$39,029.

The College Board trends in College Pricing 2009.

# Did You Know?

The total cost (tuition, fees, and room and board) for 2009/2010 at four-year public colleges for in-state tuition averages \$19,388.

The College Board trends in College Pricing 2009

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You  
Know?

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