U.S. Bank's latest research shows that women — particularly younger women — are taking control of more of the financial decisions for their families, associate financial planning with feelings of confidence, joy, and excitement, and are confident they will be able to retire when they're ready.

U.S. Bank's first women and wealth survey, released in March 2020, showed that women were less confident and less engaged with managing money than men. The new results show that many of these gaps are shrinking.

### 2020 % of women who said they were confident in their ability to manage their finances

- **56% under 35**
- **50% 35-54**
- **41% 55+**

### 2022 the % of women's numbers went up for all generations

- **71% under 35**
- **53% 35-54**
- **46% 55+**

### Positive

<table>
<thead>
<tr>
<th></th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitiveness</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Excitement</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Joy</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Pride</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>Self-confidence</td>
<td>55%</td>
<td>58%</td>
</tr>
</tbody>
</table>

### Negative

<table>
<thead>
<tr>
<th></th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anxiety</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Dread</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Fear</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Inadequacy</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

% confident in their ability to manage finances

- **71%** women
- **75%** men
- **53%** women
- **63%** men
- **46%** women
- **49%** men
The new survey also showed that despite the pandemic, more women and men were confident they would be able to retire than they were two years ago.

The Road to Retirement

% of those who are confident that when they are ready to retire they will be able to afford it

- 65% women
- 71% men
- 48% women
- 56% men
- 55% women
- 58% men

However, not everyone is thriving post-pandemic. Gen X women have the least amount of money saved — possibly the byproduct of being the “sandwich” generation.

% who have $25K–$100K saved
- 32% women
- 33% men
- 48% women
- 39% men
- 34% women
- 26% men

% who have $100K–$1M saved
- 58% women
- 60% men
- 45% women
- 50% men
- 52% women
- 57% men

% who have $1M+ saved
- 10% women
- 7% men
- 7% women
- 11% men
- 13% women
- 17% men

Women who consider themselves wealthy
- 43%
- 22%
- 8%

Men who consider themselves wealthy
- 48%
- 31%
- 8%
All generations of women still worry about barriers that could get in the way of their wealth goals.

If you saved $ during the pandemic, how do you plan to use it?

% of those who are the decision-maker of the main account they have with their wealth manager

Advisors, listen up!

Women of all generations and boomer men highly value an advisor who takes the time to listen to them.