



INTENTIONALLY
Wealthy Women

Women's Financial Challenges

22 percent of American women report they'd be unable to afford their lifestyle if they encountered financial difficulties, compared to 13 percent of men. ([S&P Global](#))

85 percent of women control their families' day-to-day finances, few control long-term financial planning decisions. ([UBS Media](#))

Nearly one-third of the gender financial literacy gap is attributed to women's lower confidence levels versus a knowledge gap. ([GFLEC: Financial Literacy and Stock Market Participation](#))

Three-fourths of women who apply for welfare do so because of a divorce. ([Marripedia](#))

Women's Financial Challenges

Women are 80 percent more likely to face financial hardship at age 65 or older & SS benefits are 80% of male counterparts. (National Institute on Retirement Security)

30 percent of single mothers are living below the poverty line, compared to 17 percent of single fathers. (Pew Research Center)

Women age 65 or older are about 43% more likely than men to live on an income below the poverty level. And about 65% of the elderly poor are women.



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