

# MoneyShe Research



August 2024



# Research Questions

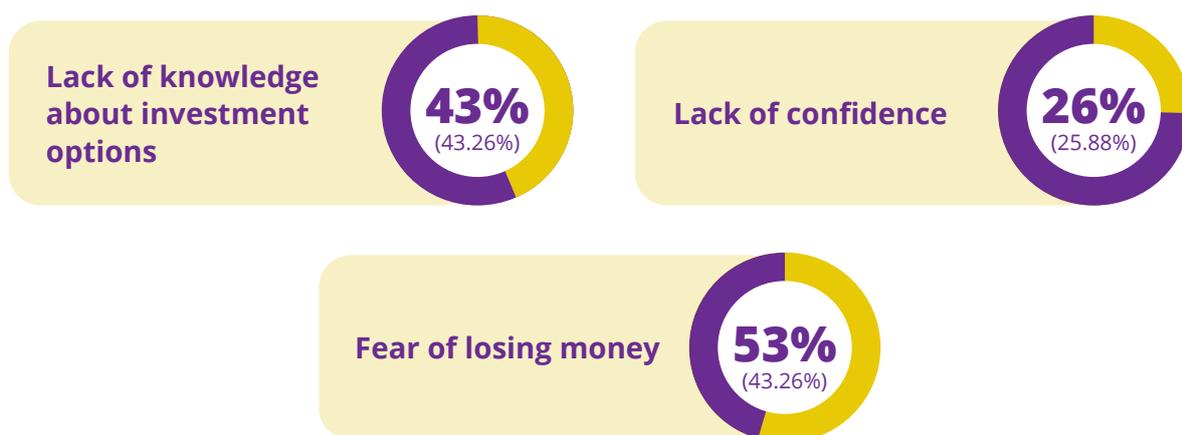
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## How confident do you feel about making investment decisions?



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## What factors influence your decision to invest or not invest in the stockmarket?





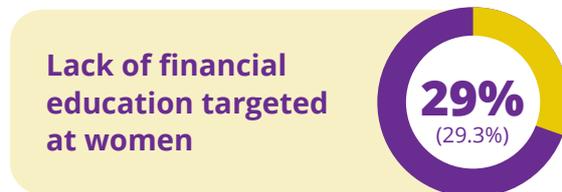
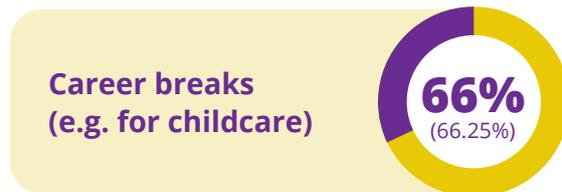
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### How important do you believe it is to start saving for your life goals and retirement?



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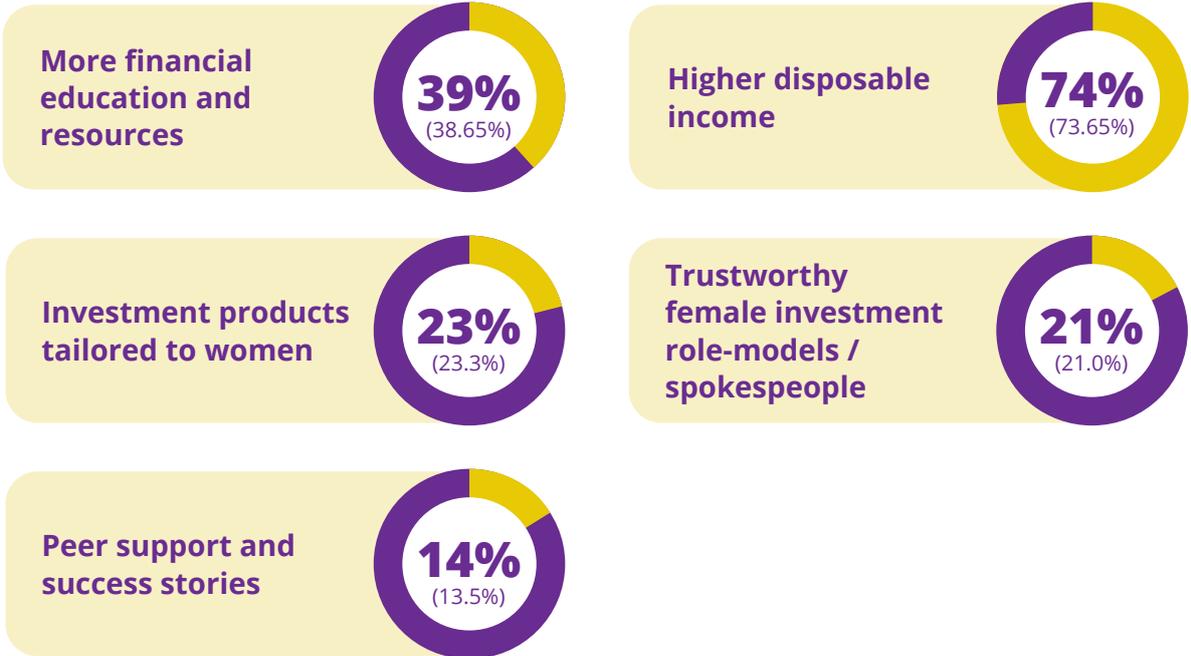
### What do you think are the main reasons for the gender gap in pensions and investments?





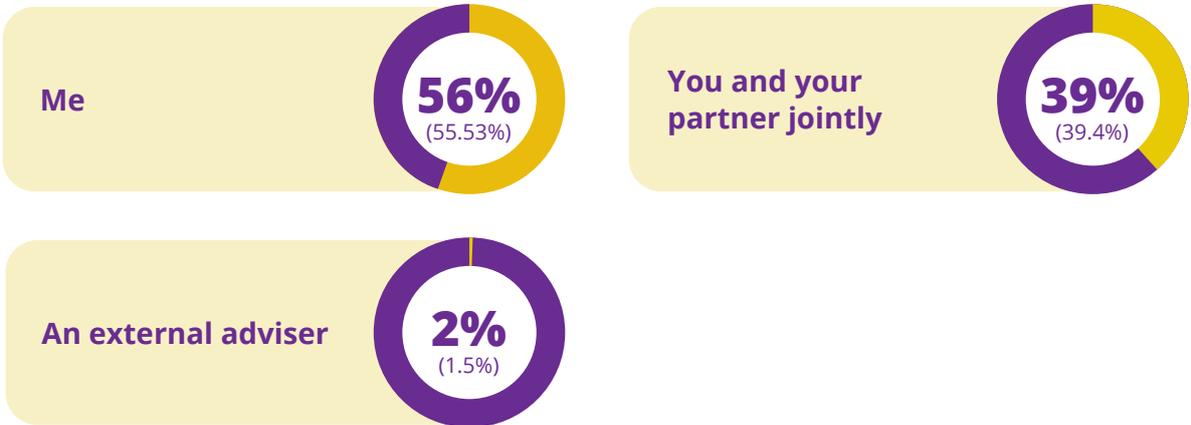
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## What would encourage you to invest more or save more for your pension?



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## In your household, who makes the savings and investment decisions?

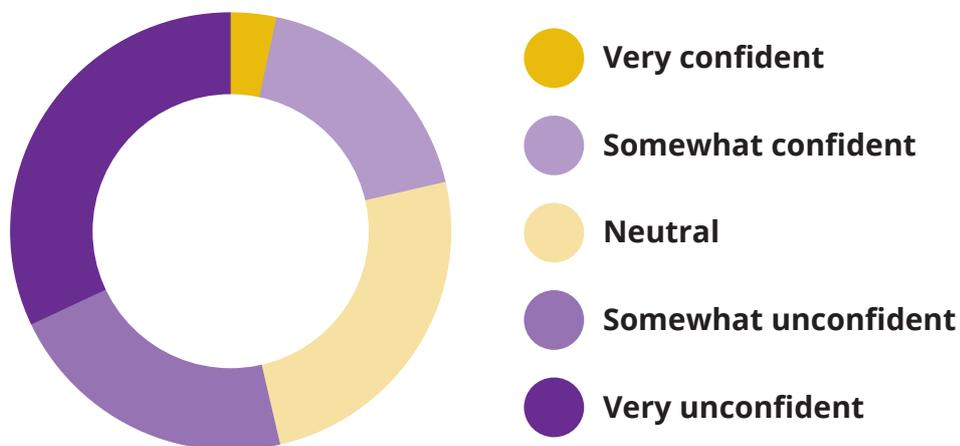




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## How confident are you that your current savings and investments will afford you to enjoy a comfortable life in retirement?

(experts say you need about £750,000 on top of your state pension)



Over 75% of women are not confident that they are saving / investing enough to enjoy a comfortable retirement

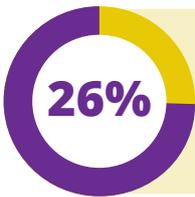


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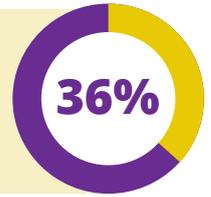
## Have you ever felt trapped in a relationship or situation because of a lack of financial independence?



Nearly 30% of women feel trapped in a relationship or situation due to lack of financial independence



Nearly 26% of married women have confidence that they will enjoy a comfortable retirement vs 36% in civil partnerships



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