



Press release
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REVEALED: THE HIDDEN FINANCIAL GENDER GAP

- MEN 10% MORE LIKELY TO HAVE INVESTMENTS THAN WOMEN
- 9% MORE WOMEN THAN MEN SPENDING MORE ETHICALLY THAN THEY DID 10 YEARS AGO
- MEN WITH PENSIONS TWICE AS LIKELY TO INVEST BASED IN WHATEVER WILL GIVE THEM THE BEST RETURN

XX OCTOBER 2017 – Further financial inconsistency between men and women has been revealed in new research that outlines differences in their spending and investment habits.

The YouGov research, commissioned for Good Money Week which runs from 8-14th October and aims to help people make 'ethical' money choices, revealed that 10% more men have investments than women do – only 36% of women are investing their money (in pensions, ISAs, etc.) compared with 46% of men.

These findings follow research from a pension provider earlier this year that revealed that [one in five women will retire with no pension savings this year](#) - more than double the number of men.

Furthermore, another sample* from the Good Money Week research showed that out of women that do have investments, they are 17% less likely than men to be concerned about just making money on their investments over wanting to make a positive difference to the world. Nearly half of British men (48%) with investments are only concerned about whether their investments make money, rather than



the impact their investments have on society and the environment, compared with just 31% of women who hold this view.

Furthermore, men with a pension are twice as likely to invest in whatever will give them more ROI.

Another trend highlighted in the research was that nearly 10% more UK women (42%) than men (33%) say that they are spending their money in a more ethically conscious way than they did 10 years ago. And these exact figures were also replicated in the question of whether they make a conscious effort to buy free range or organic produce where possible.

Charlene Cranny, Programme Manager, UK Sustainable Investment and Finance Association, said:

“It’s interesting to see the differences in how ethically men and women are using their money. Particularly interesting is the attitude among men, that they are only concerned about whether their investments make money. When it comes to ethical funds, getting good returns and holding good values do not need to be mutually exclusive.

Regardless of gender, we would encourage everyone to think about and challenge how their pensions and investments are invested and whether that reflects their values this Good Money Week, particularly as everyone will be enrolled in a workplace pension by the end of February.”

Find out more about Good Money Week at www.goodmoneyweek.com and find out about steps you can take to ensure your money is in the right hands at <http://goodmoneyweek.com/take-action>.



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For more press information please contact Wonderland Communications:

ellie@wonderlandcomms.com 07595 667 729

EDITOR'S NOTES

About Good Money Week

Good Money Week is the campaign to raise awareness of sustainable, responsible and ethical finance to help people make good money choices. Good Money Week aims to ensure that everyone knows they have sustainable and ethical options when it comes to their financial decisions.

What do you mean by 'good money'?

'Responsible banking', 'Ethical investment', 'socially responsible investment', 'sustainable finance', 'ethical banking'... Whatever you want to call it! We simply mean thinking about the social and environmental impact of the money you keep in your bank account, pension pot, investments or savings.

<http://goodmoneyweek.com/take-action>

<http://goodmoneyweek.com/resources/case-studies>

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2128 adults. Fieldwork was undertaken between 25th - 26th September 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).



*Second sample: Total sample size was 2114 adults. Fieldwork was undertaken between 27th - 28th September 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).