



# Wise Women & Wealth

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**Advice you can bank on™**

A combination of awareness, knowledge, skill, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual financial wellbeing

- ❖ how to make it,
- ❖ how to manage it,
- ❖ how to invest it and
- ❖ how to donate it to help others.

# Women in Society



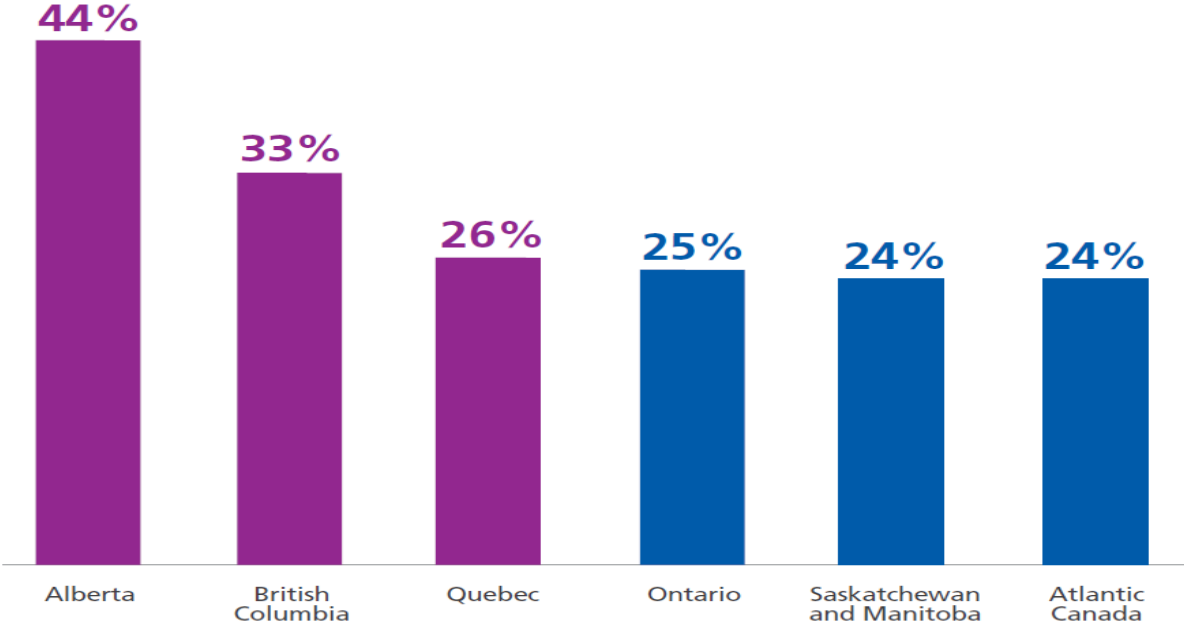
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- ➔ In 2010, **50.4%** of total population of Canada was women
- ➔ In 2011, women comprised **48%** of the employed workforce
- ➔ Between 1991 & 2001 the proportion of employed people aged 25 to 34 with university degrees rose from **19% to 40%** among women and from **17% to 27%** among men.
- ➔ The average annual income for working women is **\$30,100** compared to **\$47,000** for men however the gap is closing!

# Perceived Salary Gaps



Perceived salary divide by province  
(for perceptions of a very large divide between men and women)



- ➔ Although women make up almost one-half of RRSP contributors, their share of total contributions is lower.
- ➔ Women's contributions made up 39% of total contributions, men's made up 61% (2008).

- ➔ Most women will spend at least part of their life on their own
  - Never marry
  - Lose a spouse to divorce or death.
  
- ➔ Many women will be forced to manage their own finances in their later years without the support of a partner. And because women tend to live longer, their money will need to stretch further.

# Population in couples by age group and sex, Canada, 2006



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Age group	Women	Men
	percentage	
15 to 19	2.6	0.9
20 to 24	23.2	12.6
25 to 29	54.5	42.2
30 to 34	70.6	64.9
35 to 39	73.7	72.1
40 to 44	73.4	73.5
45 to 49	73.2	74.6
50 to 54	72.5	76.5
55 to 59	70.9	78.7
60 to 64	68.1	80.1
65 to 69	62.7	80.7
70 to 74	54.9	79.0
75 to 79	42.1	76.2
80 and over	22.3	65.7

**Source:** Milan, A., M. Vézina and C. Wells. 2007. *Family portrait: Continuity and change in Canadian families and households in 2006: 2006 Census*. Statistics Canada Catalogue no. 97-553-X.

# Trends fuelling growth of woman-controlled wealth



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In North America, women control 33% of all wealth with an expected increase of 8% per year until 2014

➔ The female economy represents the largest emerging pool of wealth on the horizon.

➔ Women have become more active in the workforce

- ❖ Increase number in the workforce
- ❖ Income gap between men & women has declined

➔ Women have gained both confidence & experience to become more involved in family finances

- ❖ Women play an increasingly important role in managing a family's money

➔ More women are inheriting wealth due to their longevity



Women are a growing economic force yet many lag behind men when it comes to using those assets to plan and build financial security for the future.

Many intelligent, well educated women have little knowledge and/or interest in investing and retirement planning.

“ I know I need to do something about financial planning but.....

- o I don't want to think about it
- o I just don't have any interest in/knowledge of that sort of thing
- o My husband handles our investments

# Women and financial advice



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- Women do not feel understood but rather stereotyped when dealing with financial advisors
- Women focus on long-term objectives that can change with major milestones in their lives
- Women's investment profile is highly affected by major life changes

Source: TD Waterhouse Women Investor Poll, 2012

Source: Boston Consulting Group, 2010

# Women and financial advice



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- 53% of Canadian women agree that there are differences in the way that women approach investing and work with advisors
- When it comes to their investments, Canadian women want their advisors to inform them and allow them to take part in the decision making process
- They require a realistic plan for short, medium and long term goals that can follow through when life events become a reality.

Source: TD Waterhouse Women Investor Poll, 2012

Source: Boston Consulting Group, 2010

# How are Women Different?



➔ In addition to holding down highly demanding jobs they are the primary caregivers to children and often aging parents

➔ They are the household organizers & cleaners, food shoppers, menu planners and cooks.

“Too many tasks, too little time”

➔ Generally, women do not seek to accumulate money for its own sake but view it as a way to care for themselves and their families, improve their lives and – most important – ensure security.

➔ They have a need for short-term simplicity and long-term stability.

## Managing money as a couple

- 53% of couples discuss their finances on a monthly basis
- Men are more likely to say their financial goals are aligned with their spouses (64% vs. 54%)

## Managing money as a couple

In an Environics Research Group\* poll done, when responsibilities are divided:

- Fewer women than men in Canada are responsible for managing investments (32% vs. 49%)
- Fewer women than men in Canada are responsible for dealing with financial professionals (33% vs. 44%)
- Fewer women than men in Canada are responsible for planning their own retirement (30% vs. 38%)

➔ 53% of women have the confidence to invest compared to 82% of men who are confident investors

YET

➔ Women are mostly better investors than men.

# Taking Action



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Get in the game



Make friends with Risk



Make communication a priority



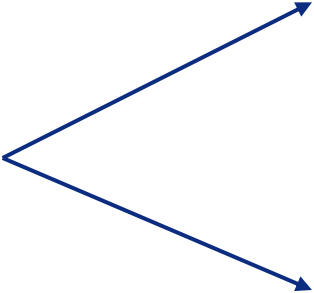
Collaborate on a plan



# Today's Realities



The future may be uncertain for some...



# Disclaimer



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A woman with her arms raised in a field of tall grass at sunset. The sun is low on the horizon, creating a warm, golden glow. The woman is seen from behind, wearing a green top. The background shows a line of trees under a clear blue sky.

# Advancing Women

{ Life Skills for Leadership ~ Women in Ag Conference }

Thank you