

Gender, Generation and Financial Knowledge

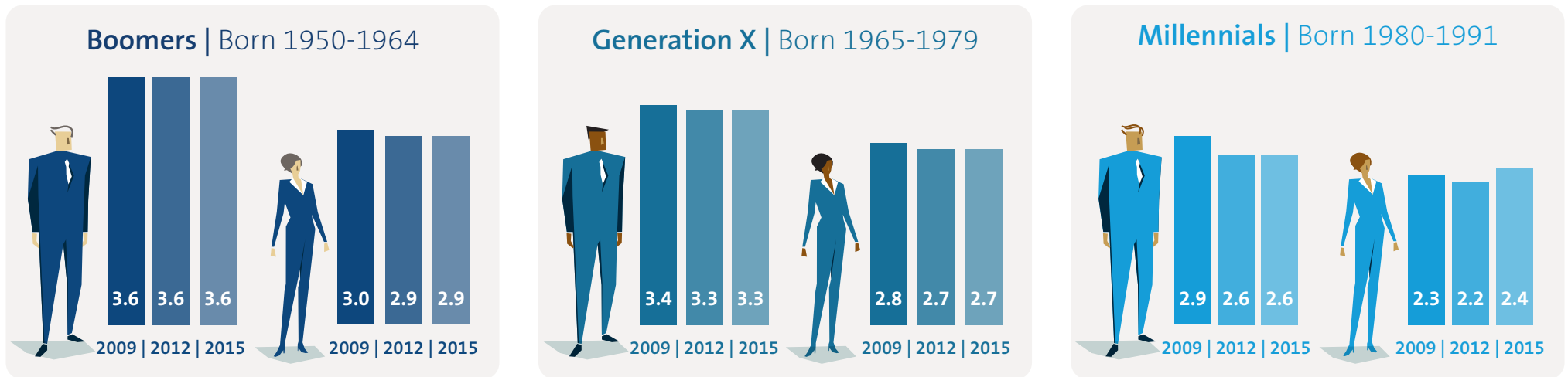
A Six-Year Perspective

Across all generations, women consistently score lower than men on financial and investor literacy measures, based on data captured by a multi-year study by the FINRA Investor Education Foundation. These measures have been linked to outcomes such as wealth accumulation, stock market participation and sound financial decision making.

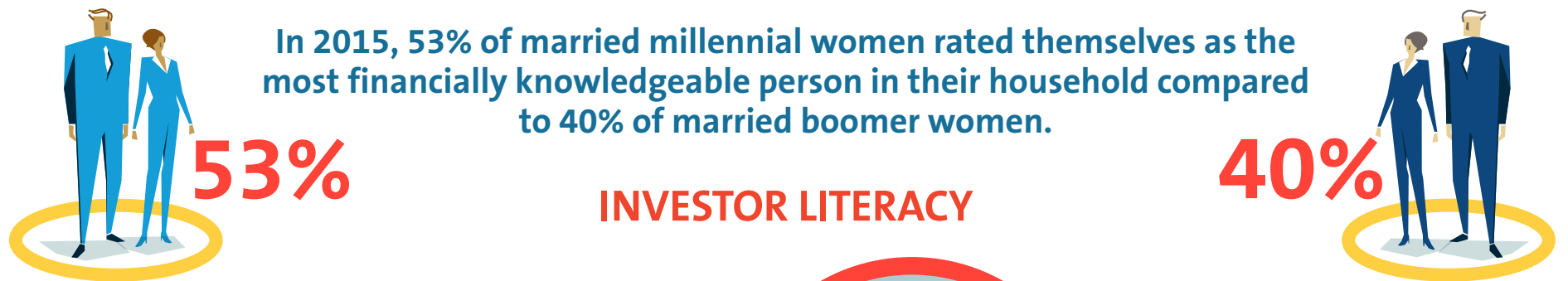
FINANCIAL LITERACY

Millennial women have the lowest levels of financial literacy across gender and generations.

*Average number of questions answered correctly on a five-question financial literacy quiz.



On a positive note, women are becoming more confident in their financial knowledge.



INVESTOR LITERACY

For each generation, the investor literacy level of women is lower than men.

Highest investor literacy to lowest investor literacy

60%

The investor literacy levels of boomer men are 60% higher than millennial women.

THE ROLE OF FINANCIAL EDUCATION?

Across every generation, men were more likely than women to report having been offered financial education. Participating in financial education is associated with higher levels of financial literacy.

