

Insights to power your conversations with women



Women are a growing financial power

Women are growing in financial power, but many remain underserved or overlooked by traditional advice models.

Research shows that...

60% of the UK's wealth is expected to be in the hands of women by the end of 2025¹

yet **92%** of women are navigating the financial landscape without adviser support²

- Only **46% of women** say that speaking to an adviser made them **feel more confident** about retirement planning².
- Nearly **48% of women** over 55 say they would **never consider investments involving any financial risk**².

Sources: ¹The Centre for Economics and Business Research, 2022, ²LV= Wealth and Wellbeing 20, 2025, ³ONS, National life tables – life expectancy in the UK: 2020 to 2022, ⁴ONS, Older people living in care homes in 2021 and changes since 2011, ⁵LV= Member Community and consumer sample, 2025.

Later life worries...

73%

of women are **worried about the costs** of long-term care in retirement, vs 61% of men²

- Women in the UK live on average **4 years longer** than men³.
- Research from ONS shows that in 2021 there were **23 female residents to every 10 male residents** living in care homes⁴.
- Almost **1/3 (26%) of women** would not feel confident about managing their finances **if their spouse was to pass away**².

This highlights the need for women to be more financially prepared for later-life care.

The advice gap...

52%

of women have **never held an investment** compared to 34% of men².

Similarly only **42% of women** report they understand the **implications of taking tax-free cash from pensions**, compared to 58% of men who do².

How women describe their ideal adviser

We asked the women in our member community what they are looking for in a financial adviser⁵.

Here's what they told us...

*My ideal financial adviser would be **patient, trustworthy, and easy to talk to.***

*Patient, friendly, knowledgeable and **being able to explain things in simple terms.***

*Friendly, easy to understand and **knowledgeable, taking the burden of the process off my shoulders.***

If you'd like us to send you this document or any future correspondence in another format, such as Braille or large print, please just let us know

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47017-2025 08/25

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