

# Single women investors seek opportunities to build their retirement preparedness.



Women continue to make strides toward greater financial freedom, but they're also challenged by today's uncertain economic climate. Single women in particular are coping with unique financial circumstances in the modern economy, while also navigating the historical gaps in wealth equality that women have faced for generations.

The latest Advisor Authority survey, powered by the Nationwide Retirement Institute®, explored the financial planning considerations that single women investors have in common and uncovered insights to help financial professionals focus on solutions for their unique needs.

## Many women investors are rethinking retirement in today's economic climate.

**7 out of 10** women investors say they're rethinking if and when they can retire, because of inflation and recession signs.



More than **4 in 10** single women investors (44%) say they're worried about their ability to afford their monthly bills in retirement.



## Women investors value tactical guidance from financial professionals.

The topics that single women investors most frequently discuss with their financial professionals:

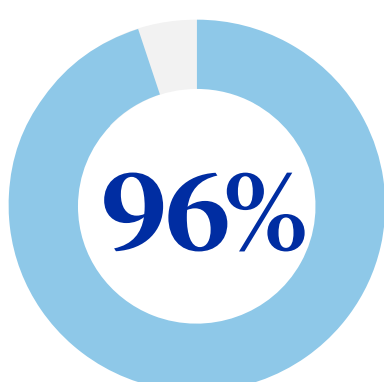
**37%** Tax planning strategies

**34%** Building sufficient retirement savings

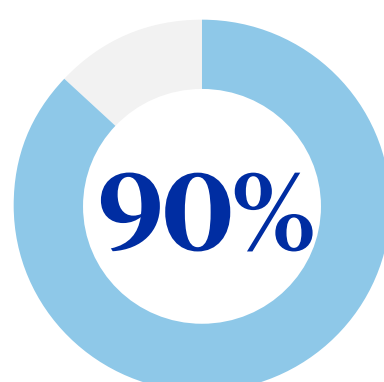
**27%** Converting accumulated savings into retirement

More than two in five (**41%**) single women investors with a financial professional began working with their financial professional in the last 12 months.

## Financial professionals are ready and prepared to work with women clients.



Nearly all financial professionals feel well-equipped to serve the needs of their women clients.



Nine in ten financial professionals plan to grow the number of women clients in their practices over the next 12 months.

## Women investors bring unique experiences to financial planning conversations.

As you work with single women clients, come to the table with an understanding of their individual points of view and an openness to discovering where they want to be in the future. As a trusted partner, Nationwide is here to help with insights and resources focused on the financial needs of women investors.



**Find retirement planning resources to share with women clients.**



**Methodology:** The research was conducted online within the U.S. by The Harris Poll on behalf of Nationwide from January 8-23, 2024, among 518 advisors and financial professionals and 2,346 investors ages 18+ with investable assets (IA) of \$10K+. Advisors and financial professionals included 257 RIAs, 178 broker-dealers, 130 wirehouse and 42 other financial professionals. Among the investors, there were 601 Mass Affluent (IA of \$100K-\$499K), 518 Emerging High Net Worth (IA of \$500K-\$999K), 410 High Net Worth (IA of \$1M-\$4.99M) and 217 Ultra High Net Worth (IA of \$5M+), as well as 600 investors with \$10K to less than \$100K investable assets ("Less affluent"). Investors included a subset of 391 "pre-retirees" age 55-65 who are not retired, and a subset of 346 single women and 726 married women.

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

Investing involves market risk, including possible loss of principal, and there is no guarantee that investment objectives will be achieved. Diversification does not assure a profit or protect against loss in a down market.

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