

# Wells Fargo Affluent Women Retirement Survey 2013

## As Women Achieve Affluence, Does Investing Confidence Follow?

### Affluent Women...

Of the National U.S. sample of 600 women ages 40-69 that were interviewed\*...

- \$455,000 in median investable assets.
- \$145,000 in median household income.
- 88% married.



\*Interviewed by Koski Research, on behalf of Wells Fargo.



### Affluent Women Make Significant Income Gains

Among affluent women,

**20% earn about the  
same as their spouse...**

**...while 24% earn more.**

### Confident Investing

**91%** of women say it is important that women be confident in their ability to invest.

*However...*

**41%** say they are “not at all confident” in their investing ability.

### Confident Women Investors Say...

**67%** ...they were “taught about investing” by someone.

**59%** ...the stock market is best place to grow savings over time.

**47%** ...they are interested in learning more about how to invest.



**88%** of affluent women define a successful life by peace of mind.