

WOMEN UNDERSTANDING MONEY






WOMEN'S THOUGHTS ON INVESTMENT DIFFER TO MENS

Sources: LJ Hooker Property Management News, May 2009 and Understanding Money Website www.understandingmoney.gov.au
Submitted by: Peter Hevesi-Nagy

In research undertaken by the Financial Literacy Foundation, some interesting differences were cited between the way men and women manage and think about money.

It seems that while women are comfortable with budgeting and everyday money management, they are less confident than men when it comes to investing.

Findings included:

-  63 per cent of women said they have the ability to invest money (compared with 75 per cent of men surveyed)
-  64 per cent of women said they own or are currently paying off the home they live in (compared with 60 per cent men)
-  16 per cent said they have an investment property and 43 per cent say they have other investments (men 20 per cent and 49 per cent respectively)
-  30 per cent would consider both risk and return when choosing an investment (men 38 per cent)
-  68 per cent are interested in learning more about investing (men 71 per cent)

The percentage of women who own or have a mortgage on their home compared with the percentage of women who say they have the ability to invest may suggest that many women just don't realise the ability they do have.

This suggests it may be confidence that is holding many women out of the investment property market. It's time to attend an FMCC or TAM seminar and find out about the resources, the financial information and the assistance available that will boost that confidence.

[Click here](#) to read the whole report titled Women Understanding Money