

TWO SIDES OF THE SAME COIN



When asked, it's clear: many women are focusing on what they're doing today at the expense of what they should be doing for tomorrow. A lack of confidence in their financial futures seems to be the result.



SOME MONEY MATTERS ARE CLEAR...

92%

understand savings accounts and how they work.

75%

understand life insurance.

TALKING THE TALK...

93%

The percentage of women who say having enough money to maintain their lifestyle in retirement is important.

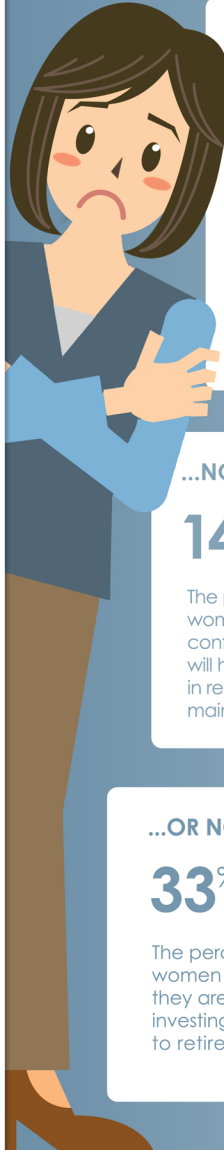


PASSING MARKS...



88%

The percentage of women who give themselves a passing grade when it comes to knowledge about saving for retirement.



...OTHER INVESTMENTS ARE MURKIER

37% understand mutual funds well.

31% understand annuities well.



...NOT WALKING THE WALK

14%

The percentage of women who feel very confident that they will have enough in retirement to maintain their lifestyle.



...OR NOT MAKING THE GRADE?

33%

The percentage of women who say they are on track in investing and saving to retire.



WHY THE DISCONNECT?

What are the factors contributing to the confidence gap among women? [Financial Experience & Behaviors Among Women](#) takes a deeper look at how women's short-term focus is impacting their long-term financial planning and what we can do to help.

For the full study, [click here](#) or visit www.prudential.com/women