

Own your worth 2022

# Women on purpose

Values, money and the pursuit  
of more intentional lives



# In the past two years, the world changed in fundamental ways.

Everyone you ask has a point of view about those changes. But certainly, we can agree this time has been a catalyst for reevaluation on every level. For many women, in particular, it stirred a desire to focus on **a greater sense of purpose**.

**That's what we discovered** when, building on our five years of groundbreaking research called *Own your worth*, we spoke with thousands of women in early 2022 to take stock of where women in the U.S. stand today. Eighty percent told us the events of the past two years have made them reassess what's most important to them. Because of this, almost three quarters are more committed than ever to making a difference in the world.


This could mean increasing their charitable giving, using their purchasing power to support companies and brands whose values align with theirs, changing to jobs or careers that have more meaning, or finding more time in their already busy lives to be of service to others. Clearly, women want to do more than make a donation. They are galvanized to help the causes they support to solve problems and seize opportunities.

**This renewed drive to live intentional lives** is happening at the same time that the face of wealth is becoming more female. As of 2020, women in the U.S. controlled \$11 trillion, about a third of financial assets, and that number could reach \$30 trillion by 2030.<sup>1</sup> These two trends—women's growing financial clout coupled with their recharged commitment to leading a meaningful life—are the twin engines behind women making a greater impact than ever before.

**But here's what else needs to happen** to give women the rocket fuel to be even more powerful changemakers. More women need to step up to make the long-term financial decisions that shape their lives and their legacies. 92% of women told us that being involved in financial planning can enable them to make more of an impact.

Yet we found that half of all women in relationships defer to their spouse on money matters. Single women report feeling less confident than single men in making financial decisions. The price of this disconnect is that women are less equipped to tap into their financial power to make an even greater difference in the world. Add the impact of women investing with purpose and their influence grows exponentially.

<sup>1</sup>"Women as the next wave of growth in US Wealth Management"  
McKinsey & Company, July 2020



**“What you do makes a difference,”** said revered primatologist Jane Goodall. “And you have to decide what kind of a difference you want to make.” Many women have now decided what kind of difference they want to make. Now they need to unleash the power to do so by making their voices heard in money matters.

**At UBS, we understand purpose.** This is ours: *Reimagining the power of investing. Connecting people for a better world.* While some women seize their financial power, too many decline to take a seat at the money table.

Imagine the collective power of more women taking their rightful place at the investment table and connecting with others who share their sense of purpose.

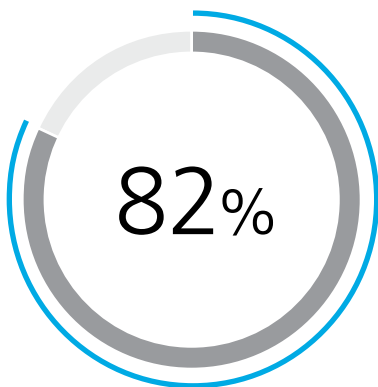
What a better world we will make.

**#ownyourworth**

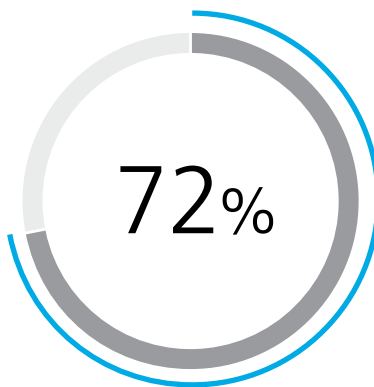
# Women are increasingly focused on living a life of greater purpose

The impact of COVID-19, social activism, economic uncertainty, and other important events over the last two years has influenced most women to reassess what's truly important to them. Seven in 10 women want to make more of a difference in the world.

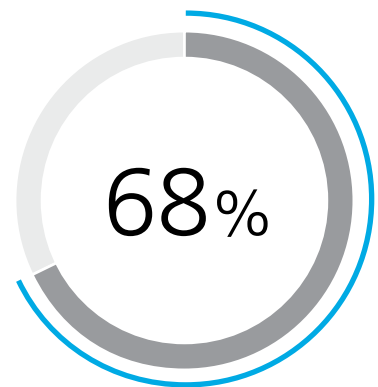
## Women's enhanced focus on making a difference



"The events of the last few years made me reassess what's most important to me."



"The events of the last few years made me want to make more of a difference in the world."



"I am more committed to using my financial resources to impact change."



The last couple of years have pressed me to commit to leading a more purposeful life.

**Evangeline, 40**

We can help in different ways, but financial help most directly impacts other people's challenges.

**Beverly, 55**

# And they're making deliberate choices to achieve their purpose

Nearly 9 in 10 women believe money is a tool that can be used to help achieve their purpose. This is reflected in their current actions, with 94% involved with both charitable giving and volunteering over the past year. In addition, women are using their purchasing power and career choices to make an impact.

## Money as a catalyst for change



87%

Women who agree that money is a tool that can be used to help fulfill their purpose

## How women are looking to impact change



94%

"I have donated financial resources or volunteered my time in the last 12 months."



73%

"I make purchases that align with my values."



69%

"I chose a career that aligns with my values."



If we don't put money to good use, it just sits in the bank waiting for us to die.

**Samira, 55**

Money can make and influence change.

**Catherine, 60**

# Women have increased their commitment to charitable giving

Women’s philanthropic inclinations have only grown in the last two years and they have increased their commitment in the form of giving more time, money, and expertise.

## Philanthropic support has increased in the last two years

% who have increased each over the last 2 years



I already had compassion. But the pandemic made it more urgent to do something while there is still an opportunity.

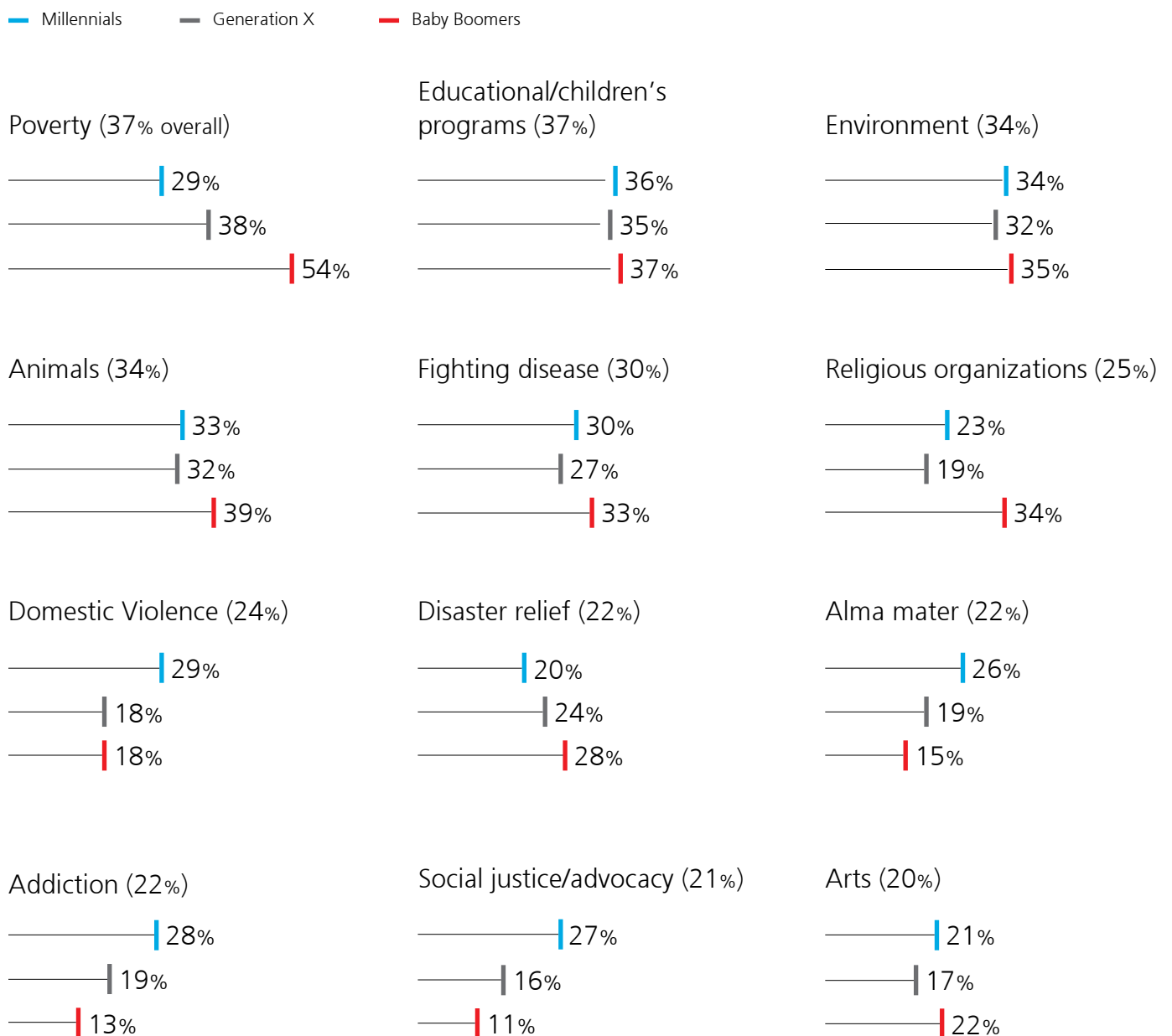
Marta, 68

I give more because I feel so fortunate.

Adrian, 58

# And support a broad range of causes

Women across all generations share interest in a variety of causes, with the greatest differences between Baby Boomers and Millennials. Boomers are more likely to focus on helping religious organizations and fighting poverty. Millennials are more focused on addressing inequality and supporting social justice. Educational programs and environmental causes resonate equally among the generations.



# Most women want to align their investments with their values, yet less than half do so

Women value making a positive impact through ESG (environmental, social and governance) investing. Three in four women expect ESG investments to have comparable or better returns than traditional investing. However, less than half (47%) hold these types of investments in their portfolios.

## ESG investments are highly appealing to women

79%



"It's important to me that my investments align with my values."

% who feel it's highly important that their investments make a positive impact

67%

Environmental

e.g., climate change, pollution control

67%

Social

e.g., equality, inclusion, community development

62%

Governance

e.g., board diversity, business ethics



You can make an impact by investing in companies who share your values and support a purpose you are passionate about.

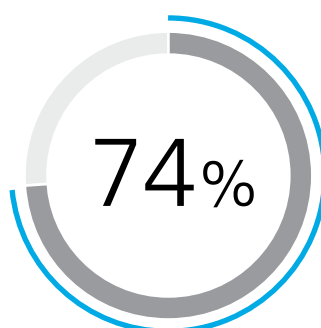
Emma, 40

Investing in companies that take account of important issues is a good way to make a positive impact.

Claire, 34

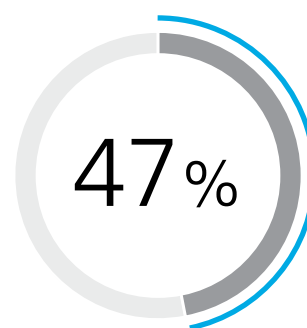
## Expectations for returns are high, but adoption is low

Expected financial returns from ESG investments



Expect comparable or better returns than traditional investing

YET



Have ESG investments



# The pandemic prompted more Millennial women to make a difference

Due to COVID-19 and the events of the last two years, Millennial women are leading the way in using their money to fulfill their purpose and create positive change. More than half of them have ensured their investments align with their values, compared to 24% of Boomer women. Millennial women are also twice as likely to intentionally buy from companies that have a positive environmental or social impact. Four in 10 have changed careers to find more meaningful work.

## Millennial women are more committed than before to changing the world

% of women who agree	Millennials	Gen X	Boomers
Due to the events over the last two years, I'm more committed to using my financial resources to change the world for the better	83%	62%	38%
% of women who have...			
Ensured my investments align with what matters to me	52%	38%	24%
Made purchases that align with my values	51%	41%	24%
Found more meaningful work	41%	32%	11%



I love donating to causes I believe in because I desperately want to be a part of change. It's fulfilling to know that I will help by raising money.

Sloane, 32

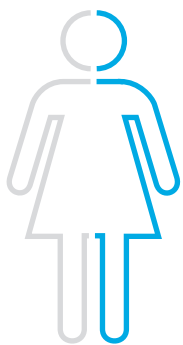
Charitable donations can increase the resources that an organization has, and that can lead to true change.

Charlize, 35

# Half of married women still defer financial decisions

Over the last five years, our research has shown that half of married women defer investing and long-term financial decisions to their spouses. However, of the women who defer, 9 out of 10 are actively engaged in charitable giving.

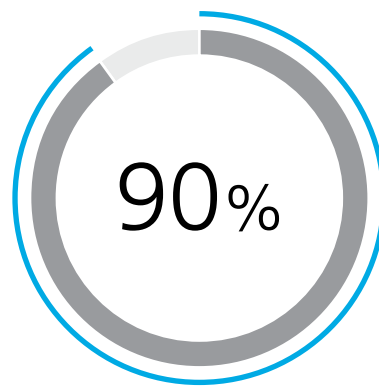
Of those who defer, nearly all are engaged in giving



1/2

of married women defer investing decisions to their spouses

YET



are actively engaged in charitable giving



Charitable giving is more in my wheelhouse than my husband's. I enjoy making these decisions and seeing the impact of our contributions.

Nina, 62

I have no interest in stocks and investing. My husband is more comfortable with that. My passion is with our charitable giving.

Erin, 40

# Women who lead in long-term financial decisions are paving the way

There has been progress in the number of women who lead on financial decisions (26%, up from 21% in 2018) and a drop in those who defer (51%, down from 56% in 2018). These women have found a variety of ways to make a positive impact on the world beyond charitable giving, thereby helping them fulfill their life's purpose in the process.

## Women who lead on financial decisions are on the rise

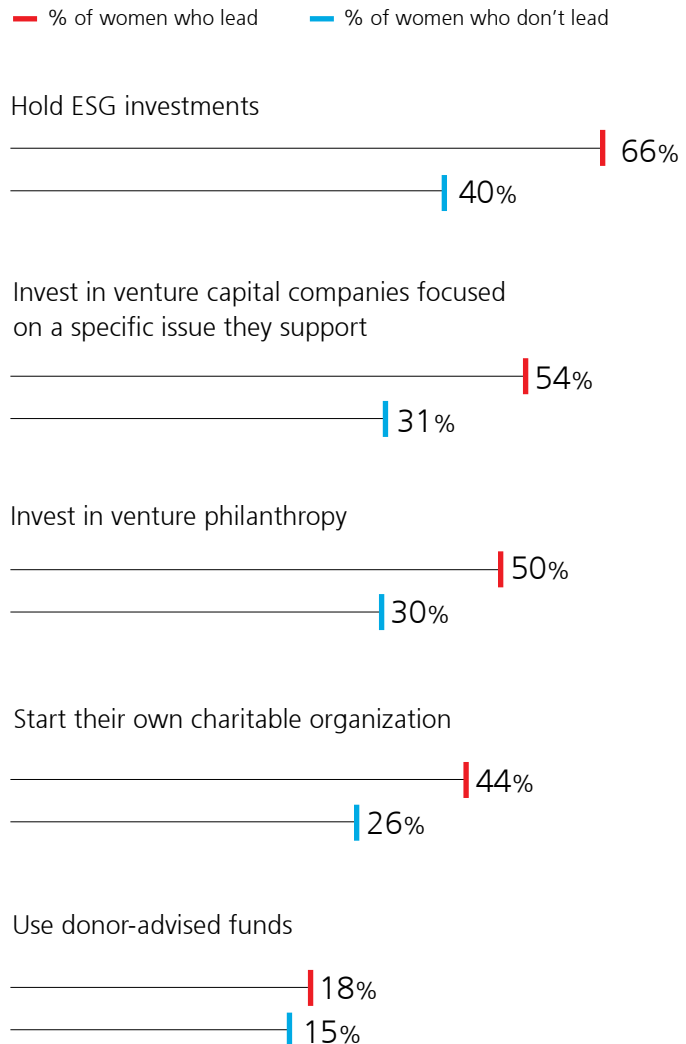
	Lead	Share	Defer
2022	26%	23%	51%
2018	21%	23%	56%



I spent 40 years helping countries improve their natural resource management. Now I use our donor-advised fund to continue this work.

Barbara, 72

## And they're finding many ways to use money to fulfill their life's purpose

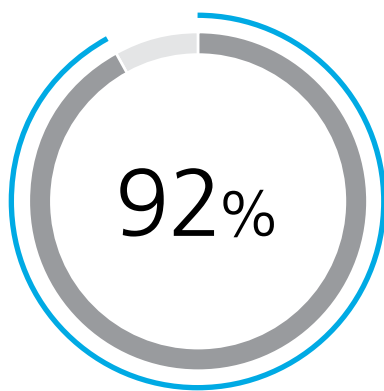


# The power of financial engagement

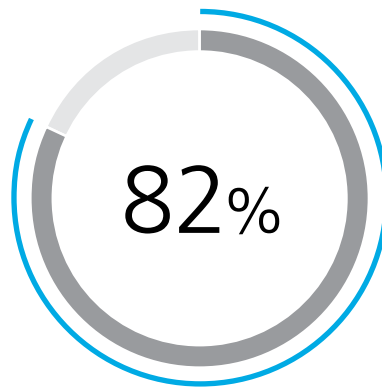
Nine in 10 women believe being involved in long-term financial planning can enable them to make more of an impact. And 8 in 10 believe they can pursue a more meaningful life without having to sacrifice their own financial well-being.

## Women see path to greater impact

% who agree



"Being involved in long-term financial planning can enable me to make more of an impact."



"I can pursue a more meaningful life without sacrificing my financial well-being."

## More women can become fully empowered in their finances

More women can step up to financial planning, from short-term strategies such as managing cash flow and giving while living to long-term strategies such as securing the legacy they leave behind. That's how their power would be greatly compounded. Only then will women be positioned to fulfill their purpose, whatever that may be, and make a truly lasting impact on the world.



If you have a handle on how much money you have and need to save, you can use surplus money to make a positive impact.

**Maria, 67**

The more engaged you are in managing your finances, the more you can choose how to use your money for things that are important to you.

**Amelia, 60**

# A way forward for pursuing your purpose

Understanding the bigger picture is the first step to helping you pursue your greater purpose today, tomorrow and beyond. UBS has created a framework called UBS Wealth Way that our Financial Advisors use to help women uncover what's most important, identify their life's goals and build portfolios to achieve them.

## Get to the heart of your ambitions and passions

1

What excites you about the future?

2

Who are the people who matter most to you?

3

What impact would you like to have on your loved ones and community?

4

What keeps you up at night?

5

How do you plan to achieve your life's vision?

## Organize your financial life into 3 key strategies

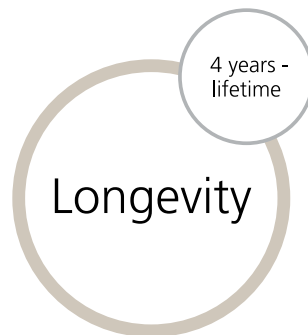
This approach gives you a clearer understanding of where your money is—and why.



To help provide cash flow for short-term expenses—to help maintain your lifestyle

### Why it matters

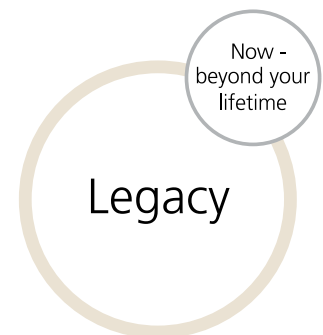
Helps take the emotion out of investing because you've made a plan for what you need



For longer-term needs—to help improve your lifestyle

### Why it matters

Allows you to focus on your long-term financial goals



For needs that go beyond your own—to help you improve the lives of others

### Why it matters

Helps you plan to make a difference for the people and causes you care about

UBS Wealth Way is an approach incorporating Liquidity, Longevity, Legacy, strategies that UBS Financial Services Inc. and our Financial Advisors can use to assist clients in exploring and pursuing their wealth management needs and goals over different time frames. This approach is not a promise or guarantee that wealth, or any financial results, can or will be achieved. All investments involve the risk of loss, including the risk of loss of the entire investment. Time frames may vary. Strategies are subject to individual client goals, objectives and suitability.



If you are engaged in your finances then you have a better understanding of how much you can give back to causes you support or to make a positive difference.

**Nora, 38**



**About the survey**

For this publication, UBS surveyed 1,400 women investors from January 24 – February 7, 2022. Those between ages 25-30 had at least \$250k in investable assets, those 31-39 had at least \$500k in investable assets and those 40 and older had at least \$1M in investable assets. All data included in this report are based on UBS proprietary research unless otherwise noted.

## #ownyourworth

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