

Meet Today's Modern Family

Women's financial roles and responsibilities are evolving.



FAMILY:
traditional



FAMILY:
single parent



FAMILY:
partners living
as married



FAMILY:
divorced/separated



FAMILY:
widowed



FAMILY:
parents or relatives
living at home

75%
of single women work
full-time outside the home.



41%
of single women
are moms.



16%
of married women
say they have a
secret stash of
money that their
spouse doesn't
know about.



39% of all
women are
married.



19%
of married
women said, "I
sometimes lie
to my spouse
about the price
of something I
bought."

11.5%
of all women
surveyed have a parent
or relative living at
home.

24% of all women single.

17% of all
women are
partnered but
living as
married.



33%
of partnered
women are
same-sex
couples.



35%
of same-sex couples
have children.

13% of all women
are divorced or
separated.



64%
of divorced/separated
women said it made
them realize how
important it is to
always be financially
aware and
independent.



84%
of widows said
becoming a widow
made them realize how
important it is to always
be financially aware
and independent.

This created a financial crisis for me.



When asked what financial advice women would pass on to their daughters or granddaughters, the top answer given was, "Don't depend on others for your financial security."

Single	58%
Married	51%
Divorced/Separated	60%
Widowed	53%
Same-sex partner	48%

0%
of family pets have any
real interest in financial
independence.

