



2024 WOMEN IN WEALTH: RESULTS OF SURVEY

Total respondents = n 906

Please note that certain sections of the survey allowed respondents to select multiple answers.



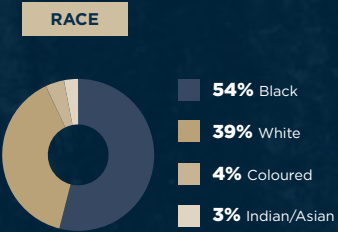
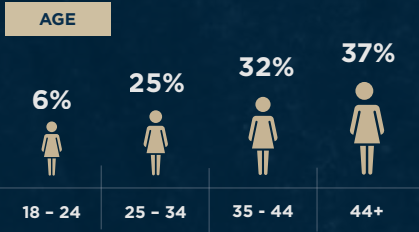
EDUCATION
Population: 60 414 495

3.65% 2 205 696 3-year degree or higher (men and women)
0.84% 505 812 4-year degree or higher

GRADUATE DEGREE HOLDERS
66% of these women have children and on average, two children.
83% are financially responsible for taking care of someone

EMPLOYMENT STATUS
68% Full-time employed
13% Self-employed
The balance is part-time, retired, or not working.

INCOME SOURCES
1.7 AVERAGE SOURCES
45% one source



AFFLUENT WOMEN
63% between the ages of 25 - 34 year old
95% have children
3.3% avg have financial dependents

PRODUCTS
43% Aspiring wealthy women (PMI R62.5k - R80k)
46% Wealthy women (PMI R80k)

PERCEPTIONS OF WEALTH
25% Freedom
25% Security
25% Comfort

HOW THEY MAKE HOUSEHOLD FINANCIAL DECISIONS
48% by themselves
33% with a partner/someone else
72% deal with financial planner for complex financial matters

FINANCIAL PLANNING (18 - 34 YEARS OLD)
23% financial planner takes care of almost all my needs
28% I prefer to deal with FSPs directly (no financial planner)
49% only deal with financial planner for more complex needs



ABILITY TO MAKE FINANCIAL DECISIONS
73% are highly confident in their ability to make financial decisions
69% consider themselves financially literate

TAKING CARE OF EXTENDED FAMILY
16% to no extent at all
20% to a low extent
31% to a moderate extent
20%* to a high extent
13%* to no extent at all
*This pressure intensifies among higher earning women:
45% of aspiring wealthy women
51% of wealthy women

DEBT INVESTMENT			
Savings and investments with financial institution	38%	ETFs	14%
Equities / company shares	21%	Offshore investments	10%
Cryptocurrency	15%	Listed shares	11%
Employer long-investment schemes	16%	Investment clubs	11%

	WOMEN'S BELIEF IN INCLUSIVITY AND REPRESENTATION (OPPORTUNITIES FOR MEN & WOMEN)		
	Poor Performance	Moderate Performance	High Performance
Wage equality	44%	39%	18%
Having enough women in leadership positions	38%	46%	16%
Equal hiring/promotion opportunities for women without family obligations	39%	41%	20%
Lack of gender biases/stereotypes by financial institutions	34%	46%	20%
Good representation of women among professionals	16%	49%	36%
Equal education opportunities	14%	29%	56%

WHAT KEEPS WOMEN UP AT NIGHT

ASPIRING AFFLUENT WOMEN	WEALTHY WOMEN
35% State of the economy	46% State of the economy
14% Inflation levels	22% Climate change
11% High crime levels	10% Unemployment
	Inflation vs salaries that don't increase accordingly

IMPORTANT ASPECTS OF FINANCIAL ADVICE
15% Holistic approach
20% Investment performance
21% Trust

DESPITE USAGE OF FINANCIAL PLANNERS

GRADUATE PROFESSIONAL WOMEN	AFFLUENT WOMEN
47% Plan to start investing in the next 12 months	58% Plan to start investing in the next 12 months
32% Plan to start using digital self-service tool for investing	53% Plan to start using digital self-service tool for investing
39% Plan to seek help from an adviser on financial planning	50% Plan to seek help from an adviser on financial planning

Life Insurance | Investments | Financial Planning | Short-Term Insurance | Medical Aid

PPS is a life insurer, controlling company and authorised FSP.

