### Women & Money

### WHERE ARE YOU NOW?

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#### **OBJECTIVES**

- Determine current & desired financial situation
- Understand unique challer as faced by women
- Explore mone values, entions
- Identify parriers, challenges
- Fine-tune your spending plan
- Develop checklists, goals





### QUIZ: WHERE ARE YOU NOW?







Women & Money 1: Where Are You Now?



# WHAT'S YOUR LIFE EXPECTANCY?

Your age today	Your life <u>exectancy</u>
20	5'\ 'more _ears)
30	51
40	42
50	32
60	24
70	16
80	9

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#### **WIDOWHOOD**

### What is the average age of widowhood?

- a) 55
- b) 60
- c) 65
  - d) 7





## REMEMBER "FATHER KNOWS BEST"?

Women account for what percentage of all consumer purchases



- a) 20%
- b) 40%
- c) 60%
- d) 80%