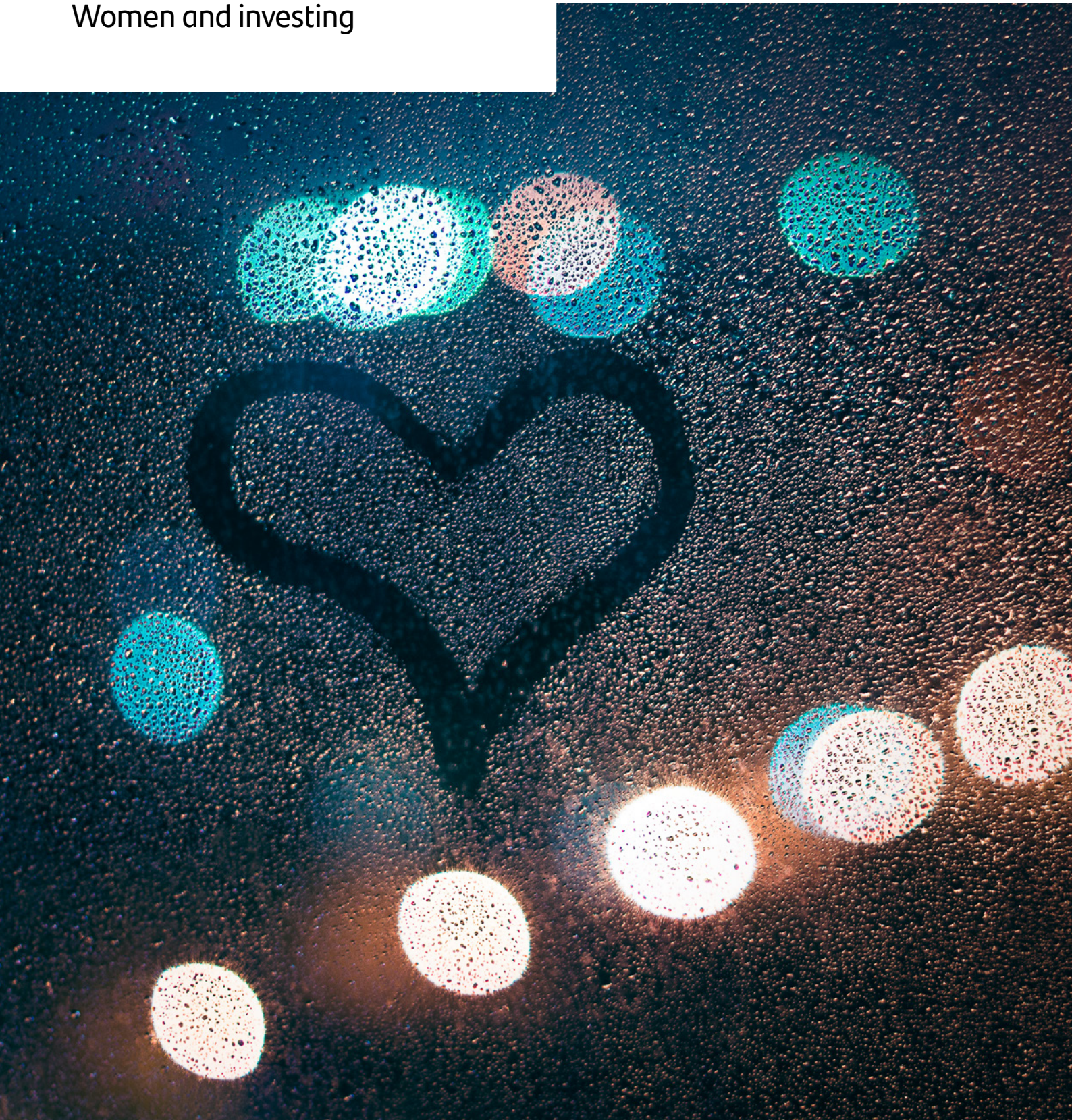


“It’s the best thing we’ve done”: What women say about investing

Women and investing



Investing can sometimes feel like a taboo subject. It's one of those areas of life we feel we should know more about but aren't always sure if it's right for us. And if we do decide we'd like our money to work harder for us, we don't always know the best way to go about it and where to start.

In the research we did for our report **Understanding women's relationship with investing**, women from different walks of life shared their views on wealth and investing. What we heard was realistic and inspiring. There are also some stories that show the positive impact investing can have on women's lives. Here is a snapshot of some of them.

What does 'wealthy' mean to you?

When we asked women what being 'wealthy' meant to them, the same words came up again and again. Wealthy means 'having enough' money to live life as you want. 'Not having to worry' about the price of things or looking after yourself or your family. And generally feeling 'comfortable' about money and in everyday life.

Similar words came up when women who already invested said how they felt about their decision to do so. A lot talked about feeling 'comfortable', 'happy', 'confident' and 'content'. Not only about their decision to invest, but that they'd taken steps to secure their financial future.

Women's experience of investing

Of course, not everyone's experience has been so positive. Some women had been burned in the past and were wary of so-called investing 'experts'. Some felt nervous about getting started. Or about whether they had made the right decision with the investments they had chosen. Or were nervous about stock markets going down, given the economic uncertainty in the world.

Looking back, some women felt that playing it safe and avoiding investing, or putting it off, wasn't the best thing to do. Some admitted they could have taken on more investment risk to achieve more with their money in the longer term.

One said: "I don't think I have maximised my earnings potential. I have probably been too cautious." Another told us: "I wish I had started looking at my pension way sooner."

One person's experience of investing will be very different to another person, which could be due to where they are in their life. We heard from one 89-year-old who has invested and saved. She is now drawing an income from her investments as and when she needs it. She wondered if she'll have enough, and how long her money will need to last.

There was also a range of views when it came to how interested women were in the mechanics of investing itself. One told us: "I'm glad I embarked on investing, particularly when interest rates were low and particularly for my pension pot. I have little interest in learning more than the basics about investing – I'd rather make the decision and just check in on performance from time to time." Others were keen to empower themselves by learning as much as they could.

There was an appetite for ethical or sustainable investing too. Some women were pleased that their money could be used for good and in line with their values. Others talked about getting financial advice, and the benefits of that. One woman simply said: "I am so grateful to my adviser."

The feel-good stories

For the many women who reported a positive experience with investing, what was it they felt they got out of it? Here are just a few of the highlights:

"I feel really pleased with what I have achieved through investing over the past 23 years. Of course it has its ups and downs, but that is the nature of the stock market. I am in it for the long term and most importantly to provide an inheritance for my children, so I have plenty of time on my side. I feel confident that overall it will be worthwhile."

"I'm quite happy. I retired, aged 55, in July 2022 and am now free to enjoy the money that I've invested over the last 30+ years, mostly taking the advice of someone who turned out to be a very good financial adviser."

"I feel quietly confident."

"Investing has been the best thing we have done. It was good to start in our 30s when we started to have more disposable income, and learn from our decisions. We started retirement planning years in advance enabling me to have a very comfortable early retirement and help our son with a major purchase. We take full stock of our finances at least once a year so we know where we stand."

"I'm happy... there's a good balance between living for today and investing in my future."

Explore more

Do you want to learn more about investing? Get inspired by other women's stories through our women and investing series. Including many articles, and our research report, **Understanding women's relationship with investing**.

If you're ready to think about investing, visit **santander.co.uk** and search Investment advice, to see how we can help you.