

Women Invested

Closing the Gender Wealth Gap Through Investing

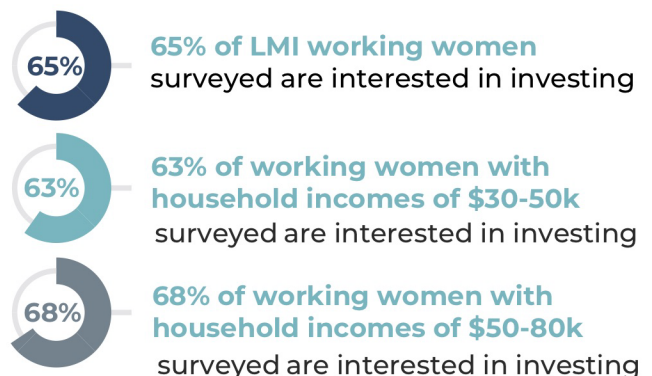
Report preview

Commonwealth is pursuing a [portfolio of wealth creation pathways](#) where we see opportunities for innovation that will have a sustainable impact on the income, race, and gender wealth gaps.

Investing is one promising pathway to closing the gender wealth gap. Yet, significant barriers to investing exist for low- and moderate-income (LMI) women who are disproportionately Black and Latinx. With barriers comes enormous innovation opportunities for traditional investment companies and new fintech platforms. [Stay tuned for Women Invested, Commonwealth's Summer 2021 report](#), that will provide research and insights from a survey of 1,500 LMI women on their investing needs and aspirations. Here's a preview:

A majority of LMI working women want to invest.

Interest in investing is high for low- and moderate-income working women with 65 percent expressing interest.



Just under

4 in 10

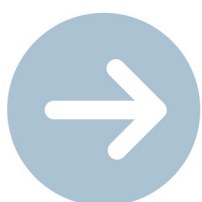
LMI working women are investing today.

Yet, most are not investing.

Just under four in ten working LMI women surveyed are currently investing in the stock market, ETFs, mutual funds, and other equity and bond instruments.

This is a significant untapped consumer segment.

The time is ideal for innovation. LMI working women represent a significant untapped market. However, barriers must be addressed to make the investment ecosystem more accessible to these new investors.



Learn more through our upcoming survey report of 1,500 LMI women.

To begin to understand this untapped consumer segment watch this [video](#) summarizing Commonwealth's pre-pilot with lower-income women investing.

And to learn more about how investment companies, fintech platforms and others can help close the gender gap, *be the first to receive the Women Invested survey report in Summer of 2021 by signing up for Commonwealth updates [here](#).*