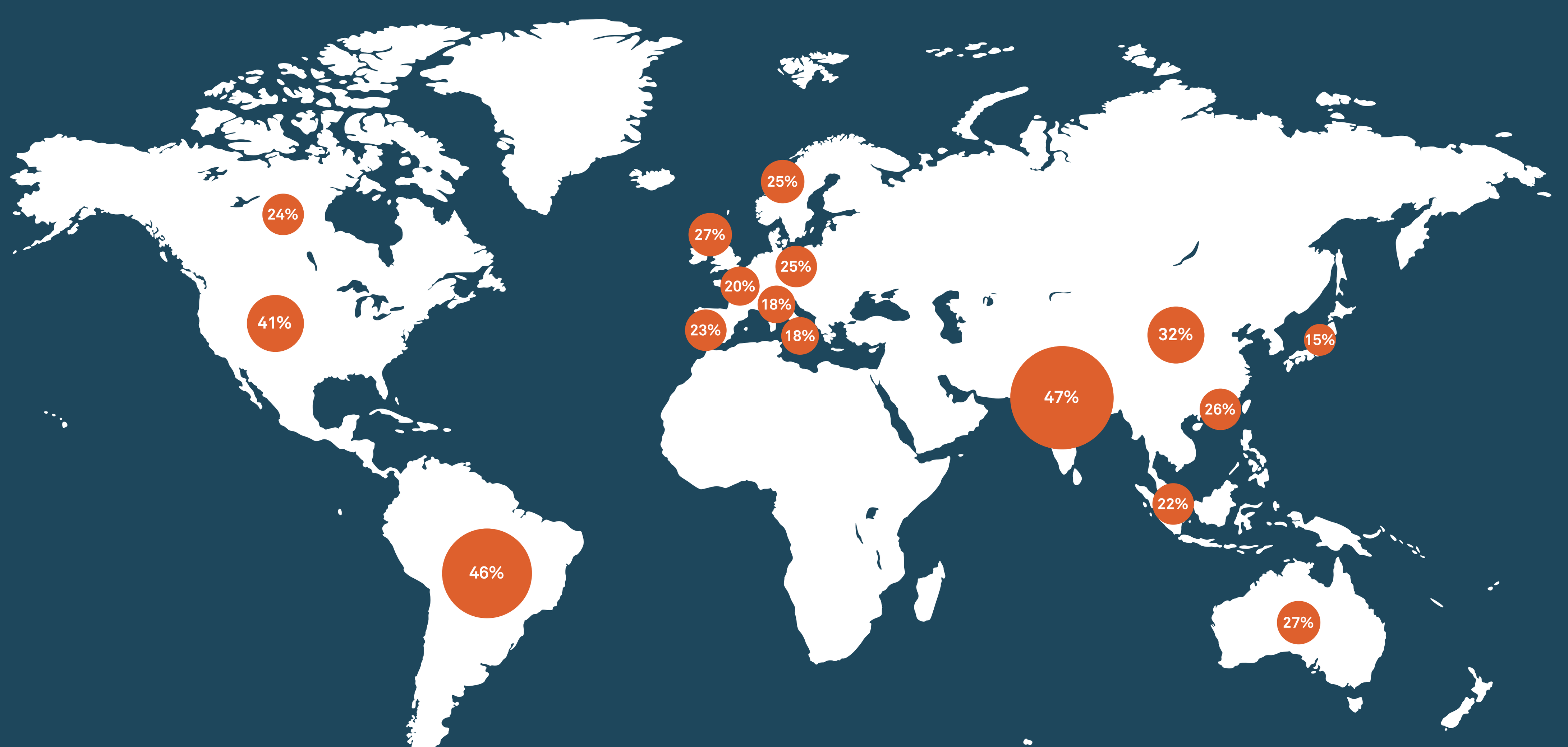
Building an inclusive investment world

Women's confidence in investing varies widely across the world and can be relatively low...

WOMEN'S INVESTMENT CONFIDENCE MAP



Source: Pathway to Inclusive Investment, BNY Investments research, January 2022.

...research[1] shows there are three key barriers to women investing...

The income hurdle

On average, women globally believe they need US$4,092 of disposable income each month — or US$50,000 per year — before investing some of their money.

The high risk investment myth

Misperceptions of the level of risk are deterring women from investing.

The engagement crisis

Globally, just 28% of women feel confident about investing some of their money.

...yet greater levels of female investment could have a very positive social and environmental impact.

US$3.2trn

in assets women could add to global investment if they invested (and were able to invest) at the same rate as men.[2]

US$1.8trn

of this could flow into more responsible investments.[3]

55%

of women would invest — or invest more — if the fund they invested in had a clear purpose for good.[4]

[1] According to BNY research. Pathway to Inclusive Investment. BNY Investments research. January 2022.

[2] Pathway to Inclusive Investment BNY Investments research/Cerulli. January 2022. This calculation was made using the data from the research on the average volumes of investments held by men and women to find the difference. We then used data from Cerulli to calculate the size of the retail investment market in each of the geographies within the study and applied the difference between male and female investment volumes to that number to show how much more investment would be available if female investment volumes matched male. It is impossible to know exactly what percentage of the individual retail investors in each market are male and female, so the calculation assumes that there are equal numbers of each, in line with population averages. Because typically more men invest than women this number can therefore be viewed as a conservative estimate of the total investment uptick that would be seen if the gender investment gap were closed (which is why the report references this number as "at least" US$3.22 trillion).

[3] Pathway to Inclusive Investment. BNY Investments research/Cerulli. January 2022. Our research also provided data on the share of investments made by men and women that are responsible — i.e. investments that are qualified according to either their positive impact on society and the planet or at least their absence of a negative impact. The average share of female investments that are responsible was then applied to the overall uptick in investment volumes to reveal the percentage of those investments that can be expected to be responsible.

[4] Pathway to Inclusive Investment BNY Investments research/Cerulli. January 2022.

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Can women change the face of the investment industry?

It is clear that increasing women's participation in investment is critical not only for their personal prosperity but also will help increase the allocation of capital that benefits the society and environment. Today, women still invest at a lower rate than men, and the investment industry can do more to engage women and inspire them to invest.

Inclusive investment means ensuring the investment industry is accessible to all. At BNY, we are committed to doing our part to better engage not only women but all genders, to encourage investment and boost diversity overall. By doing this, we hope more women will not only invest but also see the industry as a great place to work.

Hanneke Smits, former chief executive officer of BNY Investments

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