

Client of the future: The rise of the female breadwinner

More women have become economic forces within the modern workplace



All of the college degrees women are earning compared to years past and the evolution of family structure has contributed to a mom phenomenon: about two-thirds of families rely at least in part on a mother's income, according to a 2014 U.S. Congress Joint Economic Committee report. What's more is that women are the sole or primary breadwinners in four out of 10 households with children, according to a report by the Pew Research Center.

Women – moms in particular – have become a major economic force, changing the modern workforce. Today, 71% of mothers with children at home are working, the Bureau of Labor Statistics reports; in 1962, the level was half that.

So what does this mean?

1. The increase of women in the workforce has fueled U.S. economic growth.

The economy is 13.5% bigger than it would have been if women hadn't increased the time they spent working for pay since the 1970s, translating to an additional \$2 trillion in gross domestic product, according to government estimates. In fact, GDP could be 5% higher if female employment rates matched those of males in the U.S., according to a 2012 study by Booz & Co. Currently, women make up about 47% of the workforce in the United States.

2. Working mothers have a positive influence on their children.

According to a study released in 2015 by Harvard Business School, daughters of working moms earned 23% more than those of stay-at-home mothers, and sons were more likely to help with housework and spend time caring for children and family as adults.

3. Many of these breadwinner women are leading their family's financial futures.

In a 2014 study, 27% of married women said they take charge of financial and retirement planning, up from 14% in 2006. The same study pointed out that 53% of the women who turn to a financial advisor for guidance consider themselves on track or ahead of schedule on their financial goals.

Chances are your bank and investment program have female clients that are among these working women who help strengthen the economy, inspire a generation of children and take charge of their family's financial well-being. With this in mind, be sure to proactively develop strong relationships with all of your clients. For example, communicate to both spouses/partners regarding financial decisions, understand both party's investment goals, and create collaborative, trusting relationships.

HERE ARE SOME MORE NUMBERS TO HELP ILLUMINATE THE ROLE OF WOMEN IN THE WORKFORCE:

Partner with a paycheck

65% OF MARRIED MOTHERS ARE EMPLOYED, contributing more than **40%** OF FAMILY INCOME ON AVERAGE.



Head of household

About **74%** OF SINGLE MOMS WORK OUTSIDE THE HOME, versus **68%** OF MARRIED MOTHERS. Nearly **2/3** OF BREADWINNER MOMS ARE SINGLE.

For the children

49 MILLION CHILDREN DEPEND ON WOMEN'S SALARIES.



Simply smart

In 2012 **38%** OF WOMEN AGE 25 TO 64 HELD COLLEGE DEGREES. In 1992 **25%**

What women want

80% SAY HAVING A FLEXIBLE WORK SCHEDULE IS EITHER VERY IMPORTANT OR EXTREMELY IMPORTANT.



Women are projected to account for more than **60%** OF TOTAL UNDERGRADUATE ENROLLMENT BY 2019.

Sources: U.S. Census Bureau, U.S. Bureau of Labor Statistics, Pew Research Center, Accenture's Defining Success study, Prudential Financial Experience & Behaviors Among Women study, Harvard Business Review

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