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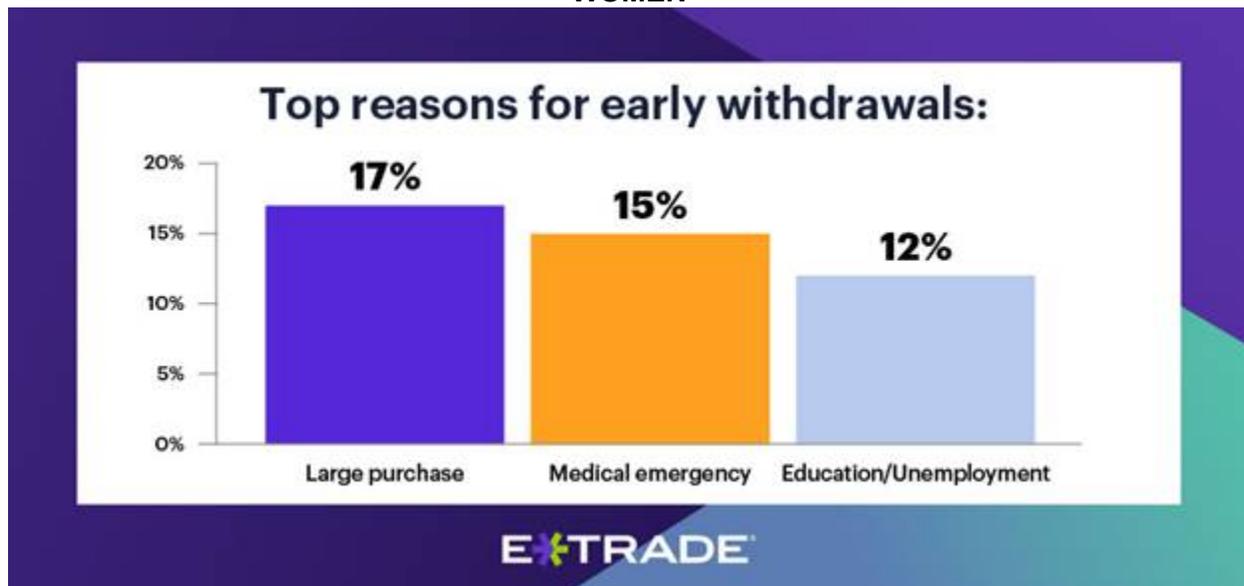
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**E\*TRADE STUDY REVEALS THE INVESTING HABITS AND CHALLENGES OF SINGLE WOMEN**



*Retirement takes a backseat with nearly half of this population taking early withdrawals*

**ARLINGTON, Va, March 16, 2020 (BUSINESS WIRE)**—E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced insights from its most recent wave of StreetWise, the E\*TRADE quarterly tracking study of experienced investors. As part of its *Diversity in Financial Services* Thought Leadership series, E\*TRADE examines niche investor populations to create a more inclusive environment around personal finance and break down the barriers of taboo money conversations. In conjunction with Women’s History Month, E\*TRADE analyzed trends among single female investors, a segment which is expected to make up almost half of the working female population between the ages of 25–44 in the next 10 years.<sup>1</sup> Results show:

- **Single women show outsized interest in less conventional investments.** Single females are more interested in marijuana securities (35%) blockchain and crypto-related securities (33%), and Environmental, Social, and Governance (ESG) investments (29%), compared to 26%, 24%, and 18% of the total population respectively. Almost two out of five single women (37%) are more likely to invest abroad than domestically, compared to 29% of the total population.
- **Many take early retirement withdrawals.** More than two out of five single women (43%) have taken early withdrawals from their retirement accounts, compared to one

third of the total population (33%). They’ve dipped into their retirement account for a large purchase (17%), a medical emergency (15%), unemployment (12%), or education costs (12%).

- **They show pronounced interest in emerging benefits.** Single females are more likely to be interested in financial wellness benefits like student loan refinancing (24%) and education reimbursements (42%), compared to 17% and 34% of the total population, respectively.

“Many single people carry the financial burden of an entire household, which can make it difficult to prioritize and visualize long-term financial goals when you’re trying to stay above water on the day-to-day,” said Kerry McDermott, Senior Director of E\*TRADE Advisor Services. “For those who are hesitant to get started, it bears repeating that it’s critical to create a foundation, however small. Over time, the power of compounding can help women build their wealth and put them on the path to financial security.”

E\*TRADE aims to enhance the financial independence of traders and investors through a powerful digital offering and professional guidance.

To learn more about E\*TRADE trading and investing platforms and tools, visit [etrade.com](https://etrade.com).

For useful trading and investing insights from E\*TRADE, follow the company on Twitter, [@ETRADE](https://twitter.com/ETRADE).

### About the Survey

This wave of the survey was conducted from January 1 to January 10 of 2020 among an online US sample of 907 self-directed active investors, composed of 121 single female investors, who manage at least \$10,000 in an online brokerage account. The survey has a margin of error of ±3.20 percent at the 95 percent confidence level. It was fielded and administered by Dynata. The panel is broken into thirds of active (trade more than once a week), swing (trade less than once a week but more than once a month), and passive (trade less than once a month). The panel is 60% male and 40% female, with an even distribution across online brokerages, geographic regions, and age bands.

### Referenced Data:

In general, please rate your current interest in each of the following...		
	Total	Single Females
<b>Blockchain and crypto-related securities</b>	24%	33%
<b>Marijuana securities</b>	26%	35%
<b>ESG investments</b>	18%	29%
<b>Real estate</b>	43%	53%
<b>Renewable resources</b>	42%	52%
<b>Payment stocks</b>	38%	46%

<b>I am more likely to invest abroad than domestically this quarter.</b>		
	<b>Total</b>	<b>Single Females</b>
<b>Agree (Top 2 Box)</b>	<b>29%</b>	<b>37%</b>
<b>Strong agree</b>	10%	16%
<b>Somewhat agree</b>	19%	21%
<b>Neither agree nor disagree</b>	27%	30%
<b>Somewhat disagree</b>	29%	26%
<b>Strongly disagree</b>	15%	7%
<b>Disagree (Bottom 2 Box)</b>	<b>44%</b>	<b>33%</b>

<b>Have you ever taken out money from an IRA or 401(k) before the age of 59.5 and, if so, for what?</b>		
	<b>Total</b>	<b>Single Females</b>
<b>No</b>	67%	57%
<b>Yes</b>	33%	43%
<b>Yes, to make a large purchase</b>	12%	17%
<b>Yes, because I became unemployed</b>	11%	12%
<b>Yes, to pay for education</b>	8%	12%
<b>Yes, for a medical emergency</b>	8%	15%
<b>Yes, to simply spend on myself or my family</b>	6%	11%
<b>Yes, to spend on a vacation</b>	4%	6%

<b>Which of the following benefits that a potential employer could provide would be the most important to you?</b>		
	<b>Total</b>	<b>Single Females</b>
<b>Retirement plans</b>	82%	79%
<b>Insurance other than health (e.g., life, legal, and auto)</b>	63%	62%
<b>Employer stock at a discount or bonus</b>	48%	41%
<b>Education reimbursement</b>	34%	42%
<b>Commuter benefits</b>	24%	28%
<b>Gym discounts</b>	19%	17%
<b>Student loan refinancing</b>	17%	24%
<b>Product discounts</b>	12%	7%

### **About E\*TRADE Financial and Important Notices**

1. Morgan Stanley, "Rise of the SHEconomy," Morgan Stanley, September 23, 2019.

<https://www.morganstanley.com/ideas/womens-impact-on-the-economy>



Automatic Investment Plans and dollar-cost averaging do not ensure a profit or protect against a loss in declining markets.

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