

The Financial Needs and Attitudes of Women of Color

Research conducted by The American College shows that most women do not feel very financially secure. A primary reason for shared uneasiness regarding their economic well-being relates directly to the fact that many have not established any cash reserves.

Cash Reserves

While the majority of women surveyed report the need to build a cash reserve (which typically includes an emergency fund), less than half of study participants indicate having one in place.

25% of Asian Women
do not have an emergency fund

42% of Hispanic Women
do not have an emergency fund

46% of African-American Women
do not have an emergency fund



Only **1 in 10** women agree they know how to invest their money to make it grow