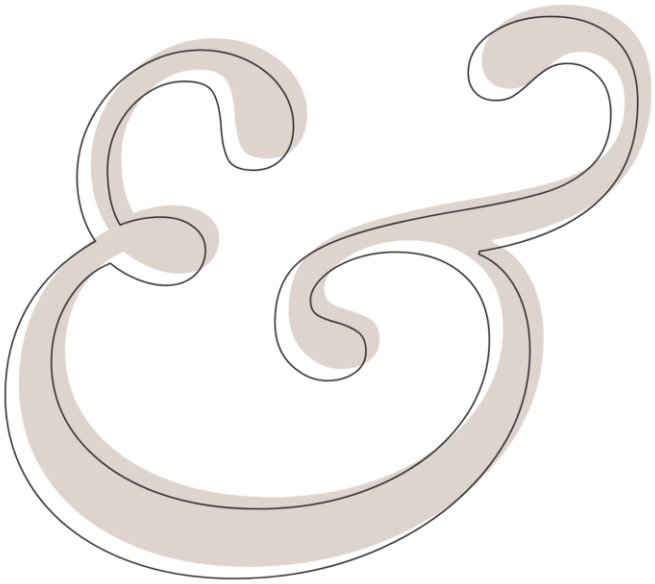
LIFE *of* AND | FIRST INTERNET BANK



FOR RELEASE NOVEMBER 12, 2026

A RESEARCH REPORT

Fluent in Everything but Wealth

Most professional women already lead their household's investing. Many still don't feel qualified to talk about it.

A RESEARCH REPORT FROM **FIRST INTERNET BANK** AND **LIFE OF AND**

FOR MEDIA OR OTHER INQUIRIES

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RECOMMENDED CITATION

First Internet Bank and Life of And, November 2026, "Fluent in Everything but Wealth"

A NOTE FROM TIFFANY AND NICOLE

You're already doing it.

Now let's talk about it.

The women we surveyed aren't waiting for permission to manage money. Most make or share their household's investment decisions, and most can build a budget, save for a goal and handle decisions about debt on their own.

And still, two out of three told us they have stayed out of a financial conversation because they didn't feel qualified.

We know that feeling. Many of us were raised to be perfectionists, to have every answer before we raise a hand. That instinct serves us well in a lot of rooms. In conversations about wealth, it can keep us quiet at the exact moment we should be asking questions.

The findings are encouraging. Women want to understand the concepts. They want advisors they trust, tools that make sense and other women to talk to. Those are all things we can build.

Thank you to the 627 women who answered honestly. If you see yourself in these numbers, you're in good company, and we hope it makes the next money conversation a little easier to start.



Tiffany Sauder

FOUNDER, LIFE OF AND



Nicole Lorch

PRESIDENT AND CHIEF OPERATING OFFICER, FIRST INTERNET BANK

OVERVIEW

For most of the professional women we surveyed, managing money is already part of the job at home:

84%

Play a direct role in their household's investment decisions.

59% say they make most of those decisions themselves, and another 25% decide equally with a spouse or partner.

66%

Have avoided a financial conversation because they felt underqualified or uninformed.

That includes 22% who say this happens frequently.

26%

Feel confident building and managing an investment strategy on their own.

By comparison, 74% feel confident saving for a specific goal and 70% can manage a household budget without help.

ABOUT THIS RESEARCH

This report looks at how professional women manage money, invest, learn about it and talk about it, and what gets in the way of building wealth. **Why we did it:** why do so many women who are fluent in their work, households and careers feel less fluent when the conversation turns to wealth? **How:** Centiment surveyed 627 U.S. women online from September 1 to 11, 2026. All work full-time, are ages 25 to 55, earn $50,000 or more a year and hold an associate degree or higher. We call out only statistically significant group differences. Full wording and results are in the appendix.

OVERVIEW

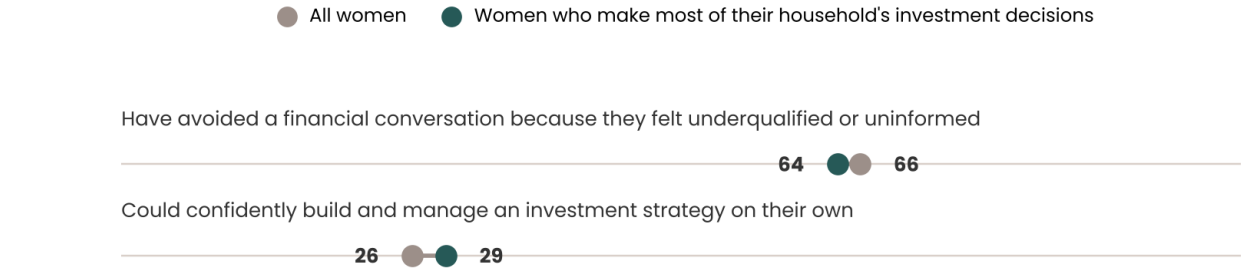
Key takeaways

- **Women are already at the table, including in two-income households.** 81% of married or partnered women play a direct role in investing, and just 11% say their partner makes most decisions. READ MORE IN CHAPTER 1 →
- **Many still sit out the conversation.** 66% have avoided one, peaking at 74% among women ages 35 to 44. Even among senior leaders and executives, 56% have. READ MORE IN CHAPTER 1 →
- **Money talk is limited, especially about net worth.** 34% rarely or never have honest conversations about investing with peers. 78% are comfortable discussing goals, but only 50% net worth. READ MORE IN CHAPTER 2 →
- **Confidence is high for everyday money and drops for long-term wealth.** 56% feel more confident with money than with other areas of life, but only 30% feel confident creating a retirement plan and 26% building an investment strategy. Investing confidence rises with income, from 19% to 36%. READ MORE IN CHAPTER 3 →
- **Many manage month to month, not by net worth.** 47% focus on monthly income and expenses, and 8% on growing assets. Most can explain net worth (61%), but far fewer can explain compound interest (34%), diversification (33%) or a tax-advantaged account (21%). READ MORE IN CHAPTER 4 →
- **Family teaches first, and younger women learn online.** 38% learned from a parent or family member. 40% of women ages 25 to 34 learned from social media, compared with 14% of women ages 45 to 55. READ MORE IN CHAPTER 5 →
- **Women want knowledge and practical help, and many want peers.** 42% want a better grasp of terms, 41% a trusted advisor and 41% clearer tools. 41% have never joined a wealth-focused peer group but would be interested, and 66% of those who have say it changed how they think about money. READ MORE IN CHAPTER 6 →

AT A GLANCE

Women who make their household's investment decisions hesitate just as often as other women

% of women who say they …



Note: "Have avoided" combines "Yes, frequently" and "Yes, occasionally." Women who make most decisions n=369. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.



IN THEIR WORDS

What women wish someone had told them earlier

We ended the survey with an open question: *"When it comes to building wealth, what I wish someone had told me earlier is …"* Nearly every woman (615 of 627) wrote an answer. The most common theme, by far, is time: more than a third wrote about starting sooner, about three in ten about saving, and more than a quarter about investing and letting compound growth do its work. Smaller groups wrote about avoiding debt, wanting someone to show them how, and the power of starting small and staying consistent. Here is some of what they told us.

START SOONER, EVEN IF IT'S SMALL

"Starting early matters even if you don't think you have much to start with. I waited way too long to begin investing in retirement or even just building up my savings account."

DIRECTOR, AGE 35 TO 44

"That you can start small and if you're consistent you will see results. That you're actually more capable of making a lot of money than you think."

DIRECTOR, AGE 25 TO 34

PROGRESS OVER PERFECTION

"[Starting] small and staying consistent matters more than trying to make perfect financial decisions."

MANAGER, AGE 35 TO 44

"That it's okay to make mistakes, it's normal, and don't beat yourself up for it."

DIRECTOR, AGE 25 TO 34

MAKE YOUR MONEY WORK, NOT JUST YOUR JOB

"Working hard alone won't make you rich; learning how to make your money work for you through investing and compound interest early on is the real key."

DIRECTOR, AGE 35 TO 44

BE CAREFUL WITH DEBT

"Be very careful with any debt you have because it's hard to get rid of."

INDIVIDUAL CONTRIBUTOR, AGE 35 TO 44

SHOW ME HOW, AND WHO TO TRUST

"I wish someone would have told me about how to build wealth and gave me the tools."

MANAGER, AGE 45 TO 55

"Where to start with topics and what to trust."

MANAGER, AGE 35 TO 44

Note: Quotes are lightly edited for spelling and punctuation. Words in brackets were added for clarity. Descriptors reflect each respondent's answers about her professional role and age.

CHAPTER 1

Women are making the investment decisions, and many still sit out the conversation

Who makes the investment decisions at home

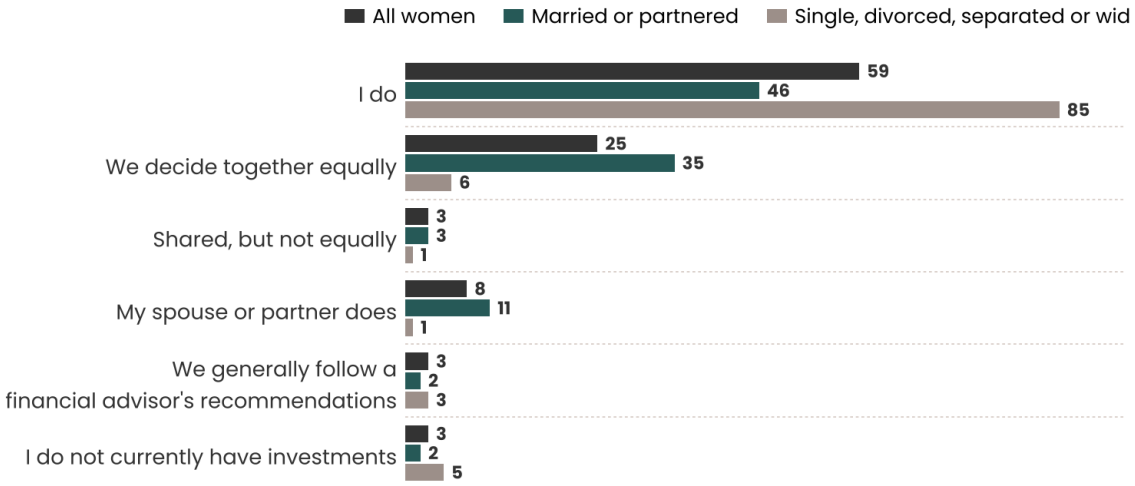
Most professional women don't hand off their household's investing. 59% make most of the decisions and 25% decide equally with a spouse or partner. Just 8% say their partner makes most of them.

It isn't only single women deciding for themselves. Among married or partnered women, 81% play a direct role: 46% make most decisions and 35% share them equally. Among women who are single, divorced, separated or widowed, 85% make most of the decisions.

CHART 1.1

Most women play a direct role in their household's investing, whether or not they have a partner

% of women who say ___ makes the majority of investment decisions in their household



Note: Married or partnered n=411; single, divorced, separated or widowed n=214. Two respondents who described their household another way are included in "All women" only. Figures may not add to 100% because of rounding. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

Seniority and income both matter. 69% of directors, vice presidents and executives make most of their household's investment decisions, compared with 54% of individual contributors. Women earning $150,000 or more are more likely to share decisions equally with a partner (37% vs. 23%), and the pattern holds among partnered women alone (44% vs. 32%).

Two-thirds have avoided a money conversation

Leading the decisions doesn't mean feeling ready to talk about them. 66% of women have avoided a financial conversation because they felt underqualified or uninformed: 22% frequently and 44% occasionally. Only 14% say it has never happened.

It isn't limited to newer investors. 64% of women who make most of their household's investment decisions have avoided one, as have 61% of women who feel more confident with money than in other areas of life and 56% of senior leaders and executives.

CHART 1.2

Avoiding money conversations is more common among women under 45 and earlier in their careers

% of women who have avoided a financial conversation because they felt underqualified or uninformed



Note: Combines "Yes, frequently" and "Yes, occasionally." Early-career n=83; mid-career n=417; senior leaders or executives n=121. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

The hardest topics are tied to sitting out. 80% of women who find private investing most intimidating have avoided a conversation, compared with 33% of women who say no topic intimidates them. Confidence helps, but less than you might expect: 55% of women who feel confident building an investment strategy have still avoided one, compared with 70% of those who don't.

SPOTLIGHT

Women ages 35 to 44

Women ages 35 to 44 are as likely as other women to make most household investment decisions (59%). These are often the years when career, home, family and retirement decisions stack up. They are also the years when money conversations feel hardest:

- **74% have avoided a financial conversation,** compared with 56% of women ages 45 to 55.
- **20% feel confident building an investment strategy,** compared with 37% of women ages 25 to 34.
- **40% are uncomfortable discussing their net worth** with people they trust, compared with 22% of women ages 25 to 34.

"I'm going to make mistakes, but keep doing my research to learn how to correct my decision"

MANAGER, AGE 35 TO 44



CHAPTER 2

Talking about money

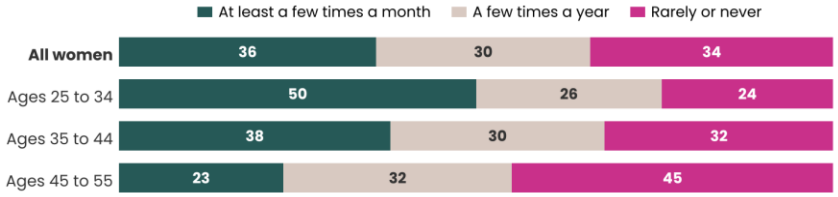
How often women talk about wealth

36% have honest, in-depth conversations with peers about investing, wealth-building or financial goals at least a few times a month, including 11% weekly. 30% do so a few times a year, and 34% rarely or never. Younger women talk far more: 50% of women ages 25 to 34 do so monthly or more, compared with 23% of women ages 45 to 55, and 45% of the older group rarely or never discuss investing with peers.

CHART 2.1

Younger women talk about investing and wealth more often

% of women who have honest, in-depth conversations with friends, colleagues or peers about investing, wealth-building or financial goals …



Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

Net worth is the hardest topic to talk about

Women are most comfortable discussing financial goals (78%) and salary (73%), then investment decisions (67%). Comfort drops for the more personal numbers: 56% are comfortable discussing financial mistakes and 50% their net worth. 33% are uncomfortable discussing net worth and another 16% don't discuss it at all.

CHART 2.2

Women are comfortable talking about goals and salary, less so about mistakes and net worth

% of women who say they are ___ discussing each topic with people they trust



Note: "Comfortable" combines "Very" and "Somewhat comfortable." "Uncomfortable" combines "Very" and "Somewhat uncomfortable." Figures may not add to 100% because of rounding. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

Talking more goes hand in hand with confidence

Compared with women who rarely or never talk about investing with peers, women who do so at least monthly are more likely to feel confident building an investment strategy (41% vs. 13%), to feel more confident with money than in other areas of life (75% vs. 35%) and to be comfortable discussing net worth (72% vs. 23%). One thing doesn't change: they are just as likely to have avoided a conversation because they felt underqualified (68% vs. 70%). The survey can't tell us whether talking builds confidence or confident women simply talk more, but the link is strong.

> *"You need to be able to take risks and be uncomfortable"*
>
> **INDIVIDUAL CONTRIBUTOR, AGE 25 TO 34**

CHAPTER 3

Confident with the basics, less so with building wealth

Most women feel capable with money overall

56% feel more confident managing their finances than other important areas of their lives, including 22% who feel much more confident. 25% feel equally confident and 20% feel less. Confidence grows with seniority: 69% of senior leaders and executives feel more confident, compared with 52% of mid-career women.

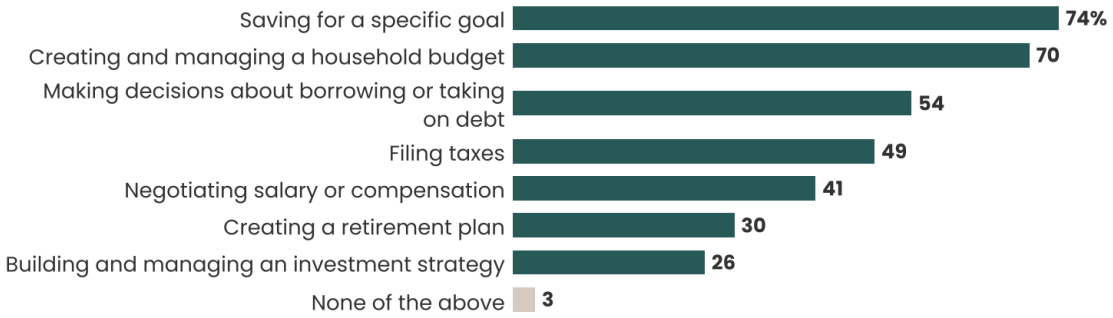
Confidence drops as tasks move from managing money to growing it

Most women can save for a specific goal (74%) or manage a household budget (70%) without help, and about half can handle borrowing decisions (54%) or taxes (49%). Only 30% feel confident creating a retirement plan and 26% building an investment strategy. The gap shows up even among women who feel good about their finances: 34% of them could build an investment strategy without guidance. One bright spot: 41% feel confident negotiating their own pay, rising to 52% among senior leaders and executives.

CHART 3.1

Most women can budget and save on their own. Far fewer feel ready to invest.

% of women who say they could handle each of these confidently on their own, without needing to ask anyone for guidance



Note: Respondents could select more than one answer. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

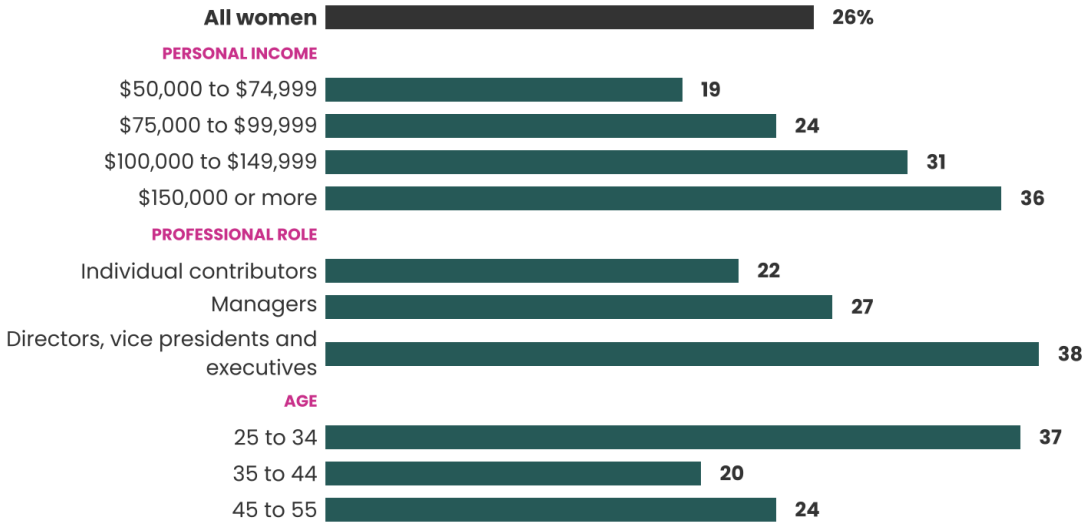
Who feels ready to invest

Investing confidence rises with income and seniority, and is higher among the youngest women.

CHART 3.2

Confidence building an investment strategy rises with income and seniority

% of women who say they could build and manage an investment strategy on their own



Note: Earning $150,000 or more n=114; directors, vice presidents and executives n=118. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

What feels most intimidating. Investing and portfolio management (30%) comes first, then retirement planning (20%), tax strategies (16%), estate planning (14%) and private investing (11%). 9% say none of these intimidate them.

"I wish someone told me earlier that it's easier to understand and that it may look intimidating, but it's a bit easier than expected if you know what you're doing."

MANAGER, AGE 25 TO 34



CHAPTER 4

The language of wealth, and how women frame their finances

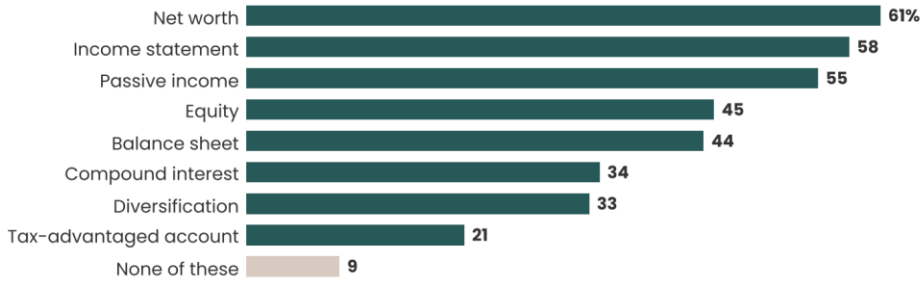
Fluent in some financial terms, not all

We asked which of eight common terms women could comfortably explain to someone else. Most can explain net worth (61%), an income statement (58%) or passive income (55%). The terms tied most closely to growing a portfolio are the least familiar: compound interest (34%), diversification (33%) and a tax-advantaged account (21%). 49% could not explain any of those three, and just 7% could explain all eight.

CHART 4.1

The terms tied to investing are the hardest to explain

% of women who say they could comfortably explain each term to someone else



Note: Respondents could select more than one answer. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

Familiarity rises with income and seniority. Half of senior leaders and executives (50%) can explain diversification, compared with 30% of mid-career women, and 26% to 31% of women earning $100,000 or more can explain a tax-advantaged account, compared with 15% of women earning under $100,000.

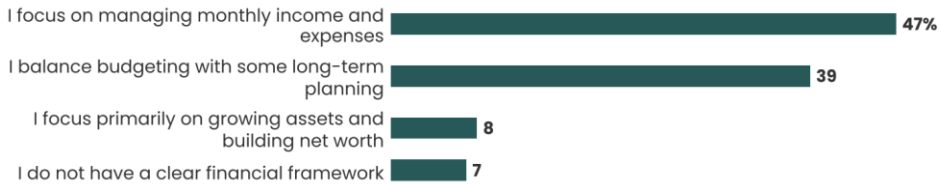
Most women manage money month to month

47% focus on managing monthly income and expenses and 39% balance budgeting with some long-term planning. Only 8% focus primarily on growing assets and building net worth, and 7% have no clear financial framework. A growth focus is the exception even at higher incomes (13% of women earning $150,000 or more, compared with 6% of those earning under $100,000).

CHART 4.2

Few women organize their finances around building net worth

% of women who say each statement best describes how they primarily think about their finances



Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

Many check their net worth, but few manage toward it

61% review their net worth at least quarterly, including 34% who do so monthly, and 16% have never calculated it. Yet among women who review it at least quarterly, only 8% say growing assets is their primary focus, and 46% still think about money mainly in monthly terms.

> *"I wish someone had told me earlier about the incredible power of compound interest."*
>
> **MANAGER, AGE 35 TO 44**

CHAPTER 5

Where women learn about money

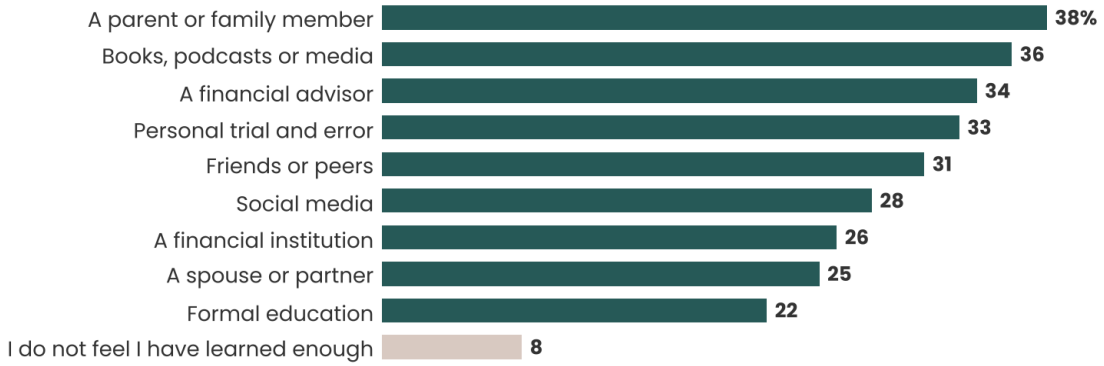
No single source dominates

Women have pieced together what they know from many places, and no source reaches even four in ten. The most common are a parent or family member (38%), books, podcasts or media (36%), a financial advisor (34%) and trial and error (33%). Women name nearly three sources on average, and 8% say they haven't learned enough.

CHART 5.1

Women learn about investing from family, media, advisors and experience in roughly equal measure

% of women who say they have learned most of what they know about investing and wealth-building from …



Note: Respondents could select more than one answer. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

People matter most: 62% have learned from someone close to them, and 56% from a professional or formal source.

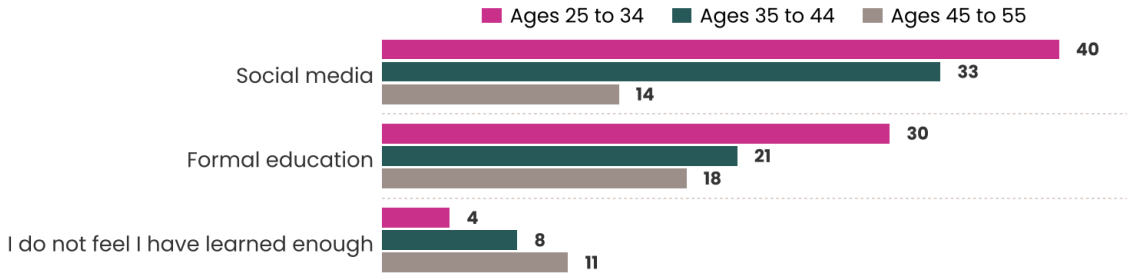
Younger women are learning differently

40% of women ages 25 to 34 say social media is a main source, compared with 14% of women ages 45 to 55. They are also more likely to cite formal education (30% vs. 18%). Women ages 45 to 55 are more likely to say they haven't learned enough (11% vs. 4%).

CHART 5.2

Social media is a major source for younger women, and much less so for women 45 and older

% of women who say they have learned most of what they know about investing from …



Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

Advisors become more common as women advance

Half of senior leaders and executives (50%) count a financial advisor among their main sources, compared with 32% of mid-career and 23% of early-career women.

> *"I wish there was a financial literacy component to all forms of education from childhood onward through secondary education."*
>
> **MANAGER, AGE 35 TO 44**

CHAPTER 6

What gets in the way, and what would help

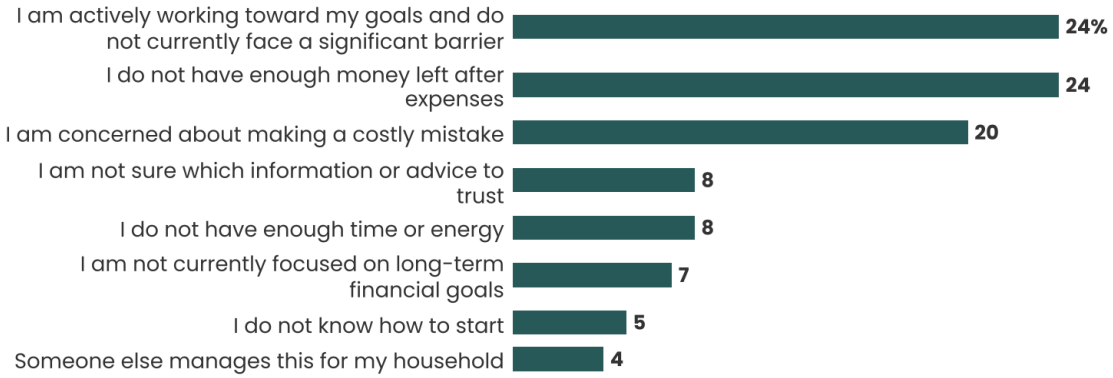
The biggest barriers to long-term goals

24% of women say they're actively working toward their goals and face no significant barrier. Another 24% don't have enough money left after expenses, and 20% worry most about a costly mistake. Smaller shares aren't sure which information or advice to trust (8%), lack time or energy (8%), aren't focused on long-term goals (7%), don't know how to start (5%) or have someone else managing this for the household (4%). A third of women (33%) name a barrier rooted in uncertainty. Higher earners are less likely to lack money after expenses (12% vs. 29% under $100,000), but worry about a costly mistake is similar across income groups (17% vs. 19%).

CHART 6.1

Lack of money and fear of a costly mistake are the most common barriers

% of women who say each best describes the biggest challenge they face in working toward their long-term financial goals



Note: 1% gave another answer. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

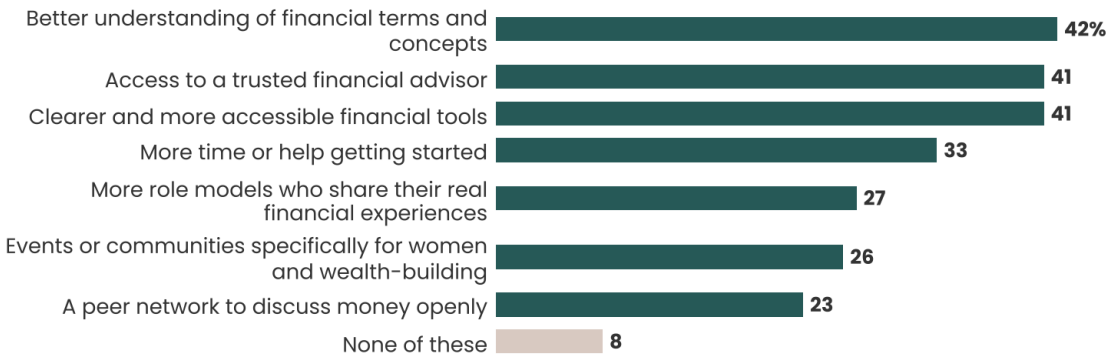
What would help: knowledge, advice and tools

Women's top answers are evenly split: a better understanding of financial terms and concepts (42%), access to a trusted financial advisor (41%) and clearer, more accessible tools (41%). A third (33%) want more time or help getting started, and 75% chose at least one of the top three. Women want to understand money and get practical help, not one or the other.

CHART 6.2

Women want knowledge, a trusted advisor and better tools in equal measure

% of women who say each would most help them build confidence in managing and growing their wealth



Note: Respondents could select more than one answer. 1% gave another answer. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

> *"Scared money don't make money"*
>
> **DIRECTOR, AGE 25 TO 34**

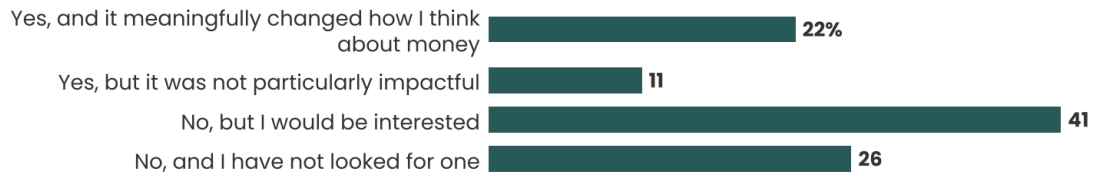
The role of peers

A third of women (33%) have been part of a peer group, mastermind or community where wealth-building or investing was regularly discussed. For most of them it mattered: 22% of all women say it meaningfully changed how they think about money, which is two-thirds (66%) of those who have joined one. Many more are open to it. 41% of all women have never joined one but would be interested, which is 62% of women who have never joined.

CHART 6.3

Most women who have joined a wealth-focused peer group say it changed how they think about money

% of women who say this about whether they have ever participated in a peer group, mastermind or community where wealth-building or investing was regularly discussed

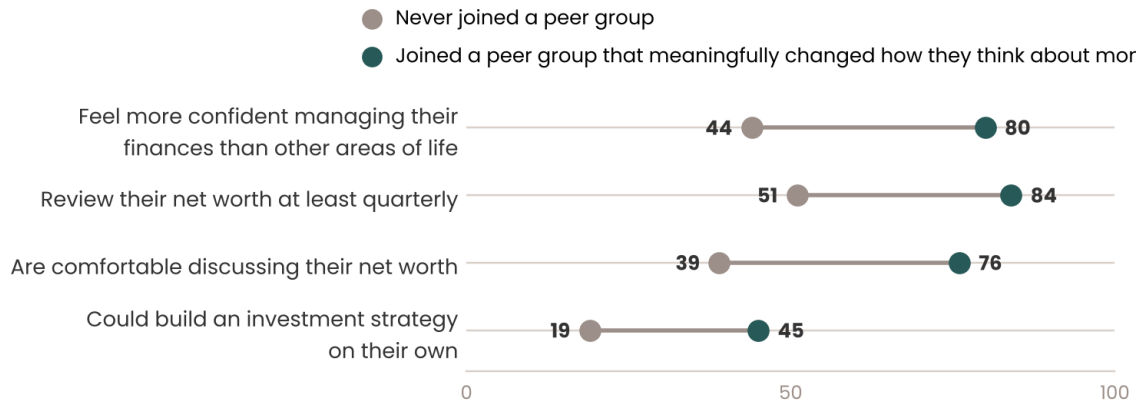


Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

CHART 6.4

Women whose peer group changed their thinking are more confident across the board

% of women who …



Note: Joined and changed n=138; never joined n=418. Source: First Internet Bank and Life of And survey of U.S. women employed full-time, September 1 to 11, 2026.

Women whose group changed their thinking are more confident across the board. As with conversation, we can't say which comes first: women who are already confident may be more likely to seek out a group. But those who've found one that works describe a real shift in how they think about money.

> *"I wish I met someone who advised me to start investing earlier than I did."*
>
> **VICE PRESIDENT, AGE 25 TO 34**



LOOKING AHEAD

What this means

The women in this study are not starting from zero. They run budgets, save toward goals and make investment decisions for their households. Where many get stuck is the step from managing money to growing it, and the confidence and support to take that step out loud.

FOR WOMEN	
You're already in the decisions, so ask the questions.	Asking a question is part of making a good decision, not proof that you aren't ready to make one.
Learn the words that compound.	Compound interest, diversification and tax-advantaged accounts are the terms women explain least, and the ones most tied to growing wealth. A handful of concepts unlocks a lot of conversations.
Look at the balance sheet, not just the budget.	Most women already check their net worth. The next step is deciding what you want it to do.
Find your people.	Two-thirds of women who have joined a wealth-focused peer group say it changed how they think about money.

FOR ADVISORS, FINANCIAL INSTITUTIONS AND EMPLOYERS	
Teach, advise and simplify, all three.	Women's top requests are almost perfectly tied: understanding financial concepts, a trusted advisor and clearer tools. As one woman put it, "not just tell me, but show me."
Make it easy to ask.	Hesitation is common at every level, from senior leaders to the women who make most of their household's investment decisions. It peaks among women ages 35 to 44.
Don't mistake seniority for certainty.	More senior women are more likely to want a better understanding of financial terms. Experience raises the stakes and the appetite to learn.
Create the room for women to talk.	Most women who have never joined a wealth-focused peer group would be interested. Many are waiting for the right invitation.

HOW WE DID THIS

Methodology

- **The survey.** Centiment fielded an online survey from September 1 to 11, 2026, using its audience panel. It reached 627 U.S. women employed full-time, ages 25 to 55, earning $50,000 or more a year in personal income with an associate degree or higher. All 627 completed the survey and correctly answered an attention-check question. The median completion time was a little over three minutes.
- **Reading the numbers.** Results are based on all 627 respondents unless noted and are not weighted. Percentages are rounded from unrounded data, so they may not add to 100%, and combined figures such as "comfortable" may differ by one point from the sum of their rounded parts. Questions that allowed more than one answer may total more than 100%.
- **Comparing groups.** Differences described in this report are statistically significant at the 95% confidence level, based on two-sided tests of proportions. Small groups were combined ("directors and above" includes directors and vice presidents or executive leaders, and income comparisons generally use three groups: under $100,000; $100,000 to $149,999; $150,000 or more). Groups with fewer than 50 respondents are not reported on their own.
- **A note on precision.** Because this survey draws on an opt-in online panel rather than a random sample, a traditional margin of sampling error does not strictly apply. For reference, a random sample of 627 would carry a margin of error of plus or minus 3.9 percentage points at the 95% confidence level. Margins are larger for subgroups.
- **Open-ended responses.** 615 women answered the open-ended question about what they wish someone had told them earlier. Responses were grouped into themes, and a response could fall into more than one theme.

TERMS USED IN THIS REPORT

- *Play a direct role in investment decisions*: women who say they make most of their household's investment decisions or decide together equally with a spouse or partner.
- *Have avoided a financial conversation*: women who answered "Yes, frequently" or "Yes, occasionally" when asked if they have ever avoided a financial conversation because they felt underqualified or uninformed.
- *Senior leaders and executives*: women who describe their career stage this way. This is separate from professional role, where we use "directors and above."
- *Married or partnered* and *single, divorced, separated or widowed*: based on how women described their household structure.

SAMPLE SIZES FOR GROUPS USED IN THIS REPORT

Group	Respondents	Group	Respondents
All women	627	Individual contributors	240
Ages 25 to 34	174	Managers	225
Ages 35 to 44	235	Directors and above	118
Ages 45 to 55	218	Early-career professionals	83
$50,000 to $74,999	201	Mid-career professionals	417
$75,000 to $99,999	162	Senior leaders or executives	121
$100,000 to $149,999	150	Married or partnered	411
$150,000 or more	114	Single, divorced, separated or widowed	214

Note: Earning under $100,000 combines the first two income rows (363). 44 women described their professional role another way, six described their career stage another way and two described their household another way. They are included in all results for all women.

APPENDIX

Full survey results

Results for every question, among all 627 respondents. Percentages are rounded from unrounded data and may not add to 100%. Questions that allowed more than one answer may total more than 100%. Counts are shown only as percentages; the sample sizes for the groups used in this report are on the previous page.

About the respondents

Q1. What is your age range?	
25 to 34	**28%**
35 to 44	**37%**
45 to 55	**35%**
Q2. What is your approximate annual personal income?	
$50,000 to $74,999	**32%**
$75,000 to $99,999	**26%**
$100,000 to $149,999	**24%**
$150,000 to $249,999	**14%**
$250,000 or more	**4%**
Q3. What is the highest level of education you have completed?	
Associate degree	**3%**
Bachelor's degree	**62%**
Graduate or professional degree	**36%**
Q4. Which best describes your professional role?	
Individual contributor / non-manager	**38%**
Manager	**36%**
Director	**13%**
Vice president or executive leader	**6%**
Other (written in)	**7%**
Q5. Which best describes your household structure?	
Single	**23%**
Married or partnered	**66%**
Divorced or separated	**9%**
Widowed	**2%**
Prefer not to say	**0%**
Other (written in)	**<1%**
Q6. Which best describes your stage of career?	
Early-career professional	**13%**
Mid-career professional	**67%**
Senior leader or executive	**19%**
Other (written in)	**1%**

Money confidence and knowledge

Q7. Compared with other important areas of your life, how confident do you feel managing your finances?

Much more confident	**22%**
Somewhat more confident	**33%**
Equally confident	**25%**
Somewhat less confident	**16%**
Much less confident	**3%**

Q8. Which financial tasks could you handle confidently on your own, without needing to ask anyone for guidance? *(Select all that apply)*

Creating and managing a household budget	**70%**
Building and managing an investment strategy	**26%**
Creating a retirement plan	**30%**
Making decisions about borrowing or taking on debt	**54%**
Saving for a specific goal	**74%**
Negotiating salary or compensation	**41%**
Filing taxes	**49%**
None of the above	**3%**

Q9. Which of the following financial terms could you comfortably explain to someone else? *(Select all that apply)*

Compound interest	**34%**
Diversification	**33%**
Net worth	**61%**
Tax-advantaged account	**21%**
Equity	**45%**
Passive income	**55%**
Income statement	**58%**
Balance sheet	**44%**
None of the above	**9%**

Money confidence (continued)

Q10. Which statement best describes how you primarily think about your finances?

I focus on managing monthly income and expenses	**47%**
I balance budgeting with some long-term planning	**39%**
I focus primarily on growing assets and building net worth	**8%**
I do not have a clear financial framework	**7%**

Q11. How often do you review your overall net worth?

Monthly	**34%**
Quarterly	**28%**
Annually	**14%**
Less than annually	**9%**
I have never calculated my net worth	**16%**

Q12. Which financial topic feels most intimidating or difficult to understand?

Investing and portfolio management	**30%**
Retirement planning	**20%**
Tax strategies	**16%**
Estate planning	**14%**
Private investing	**11%**
None. I feel confident across all of these.	**9%**

Talking about money

Q13. How often do you have honest, in-depth conversations with friends, colleagues, or peers about investing, wealth-building, or financial goals?

At least weekly	**11%**
A few times a month	**25%**
A few times a year	**30%**
Rarely	**24%**
Never	**10%**

Q14 to Q18. How comfortable are you discussing the following topics with people you trust?

Topic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	I do not discuss this
Q14. Salary	31%	42%	14%	4%	8%
Q15. Investment decisions	26%	40%	15%	8%	11%
Q16. Net worth	19%	31%	22%	12%	16%
Q17. Financial mistakes	21%	35%	21%	14%	10%
Q18. Financial goals	36%	42%	11%	5%	7%

Q19. Have you ever avoided a financial conversation because you felt underqualified or uninformed?

Yes, frequently	**22%**
Yes, occasionally	**44%**
Rarely	**20%**
No	**14%**

Learning, decisions and support

Q20. Where have you learned most of what you know about investing and wealth-building? *(Select all that apply)*

Parent or family member	**38%**
Spouse or partner	**25%**
Friends or peers	**31%**
A financial advisor	**34%**
A financial institution	**26%**
Formal education	**22%**
Books, podcasts, or media	**36%**
Social media	**28%**
Personal trial and error	**33%**
I do not feel I have learned enough	**8%**

Q21. Have you ever participated in a peer group, mastermind, or community where wealth-building or investing was regularly discussed?

Yes, and it meaningfully changed how I think about money	**22%**
Yes, but it was not particularly impactful	**11%**
No, but I would be interested	**41%**
No, and I have not looked for one	**26%**

Q22. Who makes the majority of investment decisions in your household?

I do	**59%**
My spouse or partner does	**8%**
We decide together equally	**25%**
Investment decisions are shared, but not equally	**3%**
We generally follow recommendations from a financial advisor	**3%**
I do not currently have investments	**3%**

Q23. Which of the following best describes the biggest challenge you face in working toward your long-term financial goals?

I am actively working toward my goals and do not currently face a significant barrier	**24%**
I do not have enough money left after expenses	**24%**
I am concerned about making a costly mistake	**20%**
I am not sure which information or advice to trust	**8%**
I do not have enough time or energy	**8%**
I am not currently focused on long-term financial goals	**7%**
I do not know how to start	**5%**
Someone else manages this for my household	**4%**
Other (written in)	**1%**

Q24. What would most help you build confidence in managing and growing your wealth? *(Select all that apply)*

Better understanding of financial terms and concepts	**42%**
Access to a trusted financial advisor	**41%**
A peer network to discuss money openly	**23%**
More role models who share their real financial experiences	**27%**
Clearer and more accessible financial tools	**41%**
Events or communities specifically for women and wealth-building	**26%**
More time or help getting started	**33%**
None of these	**8%**
Other (written in)	**1%**

Q25. When it comes to building wealth, what I wish someone had told me earlier is … *(Open-ended)*

615 of 627 respondents wrote an answer. See "In their words" for themes and selected responses.

Q26. Attention check.

All 627 respondents answered correctly. This question is used for quality control only.

ABOUT

Life of And

Life of And helps ambitious women build full lives at work and at home, without choosing one over the other. Founded by Tiffany Sauder, Life of And includes the Life of And podcast, part of the IBJ podcast network, along with programs, retreats and coaching for women and the companies that employ them.

ABOUT

First Internet Bank

First Internet Bank opened for business in 1999 as an industry pioneer in the branchless delivery of banking services. With assets of $5.9 billion as of September 30, 2026, the Bank provides consumer and small business deposits, consumer loans and specialty finance services nationally. The Bank also offers commercial real estate loans, commercial and industrial loans, SBA financing and treasury management services. Additional information about the Bank, including its products and services, is available at firstib.com. The Bank is a wholly-owned subsidiary of First Internet Bancorp (Nasdaq: INBK). First Internet Bank is a Member FDIC.

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