

FOR IMMEDIATE RELEASE
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ONE IN THREE WOMEN CONFESS THEY WANT TO BE A WAG

'Footballers Wives syndrome' threatens women's financial future

It's official. WAG syndrome is here so British men better dig deep into their pockets. According to new research* out today from Scottish Widows, one of the leading financial services in the UK, one in three women (39%) have aspirations to be a WAG and depend on her partner financially.

Contrary to popular perception of the 'independent' 21st century woman, the results reveal that this syndrome particularly affects women living in Northern Ireland, the South West and the East of England where almost half believe their partner should look after them financially and pay for their lifestyle.

And for many that dependency is for life. The research also found that forty per cent of women are relying on their partner's income, pension and savings for their own financial security in the future.

Regardless of whether a woman is financially dependent or not, her partner's financial standing is significant – the vast majority (91%) of women asked said that it was important that their partner is financially secure.

Anne Young, senior marketing manager at Scottish Widows said: "We are surprised that so many women still want to be financially dependant on their partner in this day and age and are failing to take responsibility for their own

financial future. Whilst the WAG lifestyle may be fine for those with very rich partners and a copper-bottomed pre-nup, the harsh reality is that women are particularly vulnerable to poverty in later life, often as a result of divorce, being in and out of the workforce because of children, and other factors. It is vital that we are financially savvy, whatever our lifestyle and whether we are in a relationship or not. Financial planning should never be out of fashion.”

ENDS

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Notes to editors:-

About the research

The research was carried out during June 2006 by Tickbox.net and surveyed 1,700 women aged 18–65 across the UK.

Scottish Widows was founded in 1815 as Scotland's first mutual life office. Becoming part of the Lloyds TSB Group in 2000, Scottish Widows has become one of the most recognised brands in the life, pensions and investment industry in the UK. The product range includes ordinary long term insurance, such as life assurance, pensions, annuities and permanent health insurance, and savings and investment products. Using a multi-sales network of Financial Advisers, Direct Sales, Direct Marketing, the Internet and via the branch network of Lloyds TSB, Scottish Widows currently employs about 4,000 people.

Scottish Widows news releases appear on our website at www.scottishwidows.co.uk/mediacentre