

DALBAR study shows older women defy age and gender stereotypes when it comes to using technology to manage finances with paperless statements.

When it comes to using paperless statements to manage finances, it turns out that older women are more tech savvy than many would think.

Data from a recent DALBAR study that analyzed the interest in paperless statements, known as e-Delivery in the financial services industry, found that when it came to searching online for information about paperless statements, women across most age groups were more likely than men to be seeking out this service.

Even more interesting, women aged 55+ were 77% more likely than their male counterparts to actively seek out paperless statement solutions online.

Financial services organizations across the country face the challenge of improving e-Delivery adoption rates among their customers, which is what prompted this study to be undertaken.

Senior Analyst at DALBAR, Jared Lickliger, noted that “Industry firms tell us that they are looking to improve e-Delivery programs. What our findings point to is that for any program to be successful, it will be critical to understand consumer preferences and segment messaging in a way that connects with consumers.”

DALBAR’s *Online Search Behavior Report* provides financial services firms with data-driven insights and demographic data that help to inform e-Delivery programs. In addition to data points on age and gender, this report also covers regional trends, household income data and an analysis of the popular brands and search terms driving e-Delivery interest.

By incorporating a deeper understanding of who is and isn’t actively seeking out e-Delivery solutions and support online, firms can enhance their content offering as well as target and structure messaging with more precision.

The full report will be released in the spring of 2019 and more information about obtaining the report is available on the [DALBAR website here](#).

About DALBAR Inc.

DALBAR, Inc. is the financial community’s leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned recognition for consistent and unbiased evaluations of investment companies, registered investment advisers, insurance companies, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of a superior standard of care in the financial community.

For more information about DALBAR or research on e-Delivery, please visit <https://www.dalbarintellect.com/edelivery/> or contact Shelley-Ann Eramo at SEramo@dalbar.com.