

# Women's Worth

## GENERATIONAL DIFFERENCES BETWEEN WOMEN

Differences between Baby Boomer and Gen X/Gen Y women may be most apparent at work. Only 23% of women under age 34 said older co-workers "energize me and bring new ideas to the table." --*Randstad USA survey, 2006.*

Boomer female managers are reluctant to be mentors. When they were young, there were few female role models, so their attitude is, "I toughed it out and made it on my own." --- *Susan Barash, "Tripping the Prom Queen: The Truth about Women and Rivalry," 2006*

It's important to recognize the communication styles of women in different generations: Boomer females like print, conventional mail, and face-to-face meetings, while Gen X women will accept in person meetings if really needed. Gen Y is totally wired and online: You can connect with her completely through technology. --*L. Reynolds, E. Campbell Bush, and R. Geist, "The Gen Y Imperative," Communication World, March-April 2008.*

## COUPLES COMMUNICATION ABOUT MONEY

There's more than one way to cheat on your partner. In a recent survey, one in three Americans (31%) who have combined their finances admitted lying to their spouses about money, and another one-third of these adults said they'd been deceived. Among both offenders and victims, the leading money crimes were hiding cash, minor purchases and bills. Meanwhile, a significant number of people admitted hiding major purchases, keeping secret bank accounts and lying about their debt or earnings.

--*Harris Interactive online poll, conducted for ForbesWomen and National Endowment for Financial Education, 2011.*

## WOMEN AND THEIR ADVISORS

Only 15% of women have a good understanding of how their primary financial advisor earns money, a key trust driver, as compared to 25% of men.

Women investors demand significantly more from financial service providers than men. In a study of more than 4,500 U.S. households, women investors were found to be much pickier than men about their financial suitors, both in terms of firms and advisors.

--*Quantitative Panel 2011 Insight Module: Understanding Women Investors, Hearts & Wallets LLC, 2011.*

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