

Women's Worth

WHERE WOMEN TURN FOR ADVICE

The primary source of financial advice for executive women is themselves, with 52 percent of women in one study relying on their own instincts when making financial decisions. Forty-seven percent get advice from financial news and publications.

--*"Finances and Female Executives," Met Life study, July 2010.*

The websites of financial service firms, along with news articles, were considered by 14 percent of women as "very credible sources of financial information. This was the highest percentage given to any single source of information. The least reliable sources were blogs and advertising, which respectively were chosen by only 2% and 1% of women as "very credible."

--*"Financial Experience and Behaviors Among Women," Prudential study, 2008-2009.*

WHY WOMEN TURN AWAY FROM ADVISORS

Women have all sorts of individual reasons for leaving a financial advisor. In a Met Life study of executive women, 30% were not very specific, citing only "Other" as their reason for discontinuing their work with an advisor. This response tied with "inadequate investment returns" as the most popular reason. Other explanations included "too expensive" at 20%; "did not listen" at 17%; "did not trust them" at 15%; and just plain "did not like them" at 11%.

--*"Finances and Female Executives," Met Life study, July 2010.*

WOMEN IN THE WORKPLACE

The percentage of women in senior management in the US fell to 17% in 2012, down from its 20% level in 2004. Russia leads the way at 46%, and there are 34 countries with higher percentages than the United States.

--*"Women in Senior Management: Still Not Enough," Grant Thornton study, 2012.*

The top 10 companies for women to work for are, in order: Bank of America, Cisco, General Mills, IBM, Johnson & Johnson, KPMG, The New York Times, Proctor & Gamble, Prudential, and State Farm.

--*"Top Companies for Executive Women," chosen by the National Association for Female Executives, 2012.*

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