

Women's Worth

*Timely Research &
Statistics about Issues
Concerning Women*

WEALTHY WOMEN

Wealthy married and single women do not have a strong preference for a woman advisor, citing honesty and competency as more important than gender. However, gender does appear to matter to widows and divorcees, who believe that a woman advisor has better listening skills and empathy for their situation.

--*"Women of Wealth," 2011 study by the Family Wealth Advisors Council*

IMPOVERISHED WOMEN

Thirty-one percent of households headed by single women are below the federal poverty level.

--*US Bureau of the Census, "Income, Poverty, and Health Insurance Coverage in the United States," 2010*

In 2009, 45 percent of all elderly unmarried females receiving Social Security benefits relied on Social Security for 90 percent or more of their income.

--*"Social Security is Important to Women," 2011 fact sheet, Social Security Administration*

WORKING WOMEN

Of the 70+ percent of women who are in the workforce,

- 85 percent do most of the meal preparation
- 84 percent do the laundry
- 84 percent do the bulk of the cleaning

--*"Women Want More," Boston Consulting Group, 2009*

STAY-AT-HOME MOMS (SAHMs)

There are approximately \$5 million SAHMs in the US.

Compared with other mothers, SAHMs in 2007 were more likely to be younger, Hispanic, foreign-born, and living with a preschool child.

--*US Census Bureau, 2010 and 2007 census data*

Bringing Money Home



Information provided by:



DIRECTIONS

www.directionsforwomen.com