

Women's Worth

SEGMENTING THE WOMEN'S MARKET

*Timely Research &
Statistics about Issues
Concerning Women*

Bringing Money Home



The Allianz “Women, Money & Power Study,” 2006

- **Alpha Female** (18% of population): Confident, and pro-active, this woman believes she must take financial care of herself and those she cares about.
- **Perceptive Planner** (35%) A thorough researcher who weighs all options before making financial decisions.
- **Power Partner** (24%) She considers herself as a financial equal to her partner.
- **Uncertain Searcher** (11%) She's confused and worried about finances. But she avoids making decisions because she “doesn't know enough.”
- **The Supportive Traditionalist** (8%) Fine with someone else making major financial decisions. This is the model followed by most women for generations before women gained the right to earn and control their own money.

“The Female Economy,” Harvard Business Review, 2009

- **Fast Tracker** (34% by earned income) The economic elite, seeks adventure and learning; further segmented into financial independents and achievers.
- **Relationship Focused** (13%) Optimistic, has ample discretionary income and time, focused on experience, not products.
- **Pressure Cooker** (23%) Married with kids, feels ignored and stereotyped
- **Making Ends Meet** (5%) Little discretionary income, lacking advanced education, wants credit, value, and small luxuries
- **On Her Own** (9%) Single again after partner death or divorce. Seeks community and connection.
- **Fulfilled Empty Nester** (16%) Largely ignored by marketers. Concerned about health and aging well.

“Selling Financial Services to Women,” by Holly Buchanan, 2011.

- **Traditional Tess:** Wants to feel safe.
- **Power Broker Pam:** Wants to feel smart.
- **Relationship Rose:** Wants to believe she can trust her advisor.
- **Deliberate Debbie:** Wants to feel prepared

Information provided by:



DIRECTIONS

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