

Women's Worth

*Timely Research &
Statistics about Issues
Concerning Women*



Bringing Money Home

Women as homeowners

- Women were 32 percent more likely to receive a subprime mortgage, regardless of income and despite better credit scores, and the disparity actually increases as incomes rise.
--Consumer Federation of America study, Dec 2006

Women as centers of influence

- Research has shown that when women have a negative experience with a brand, they will tell on average 23 people (not counting the number they may tell in a blog or tweet).
--Muse Communication, Issue 11, Nov 2011
- Nearly 60% of women globally believe that if magazines were considered to be reflective of a population, then readers would conclude that women over 50 did not exist.
--Holly Buchanan, "Marketing to Women Online"

Women as corporate board members

- There is a strong link between female numbers on boards and good-governance credentials: 94% of boards with three or more women (compared to 58% of all-male boards) insist on conflict-of-interest guidelines; more women than men directors pay attention to audit and risk oversight and control; and women, more than men, tend to consider the needs of more categories of stakeholders.
--The Conference Board of Canada, May 2002
- However, women hold only approximately 15% for Fortune 500 executive officer or corporate board positions.
--US Women's Chamber of Commerce, June 2010.

Woman entrepreneurs

- Whereas men tend to start businesses to be the "boss," and want their businesses to grow as big as possible, women start businesses to be personally challenged and to integrate work and family. They want to stay at a size where they personally can oversee all aspects of the business.
--WSJ, "Why are Women-Owned Firms Smaller than Men-Owned Ones?" May 2010

Information provided by:



DIRECTIONS

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