

Women's Worth

*Timely Research &
Statistics about Issues
Concerning Women*



Bringing Money Home

Baby Boomer Women Speak

- 75% of women baby boomer respondents defined financial security as “self-reliance,” “independence,” and “ability to plan their own futures.”
- 52% used words like “fear,” “scared,” or “anxiety,” to express their feelings about their financial future in the wake of the recent recession.

--findings in survey conducted by Vibrant Nation, as reported in Credit Union Times, July 27, 2011.

Women in the Workplace

- The ratio of women's to men's earnings, for all occupations, was 81.2 percent in 2010. This ratio varies considerably by occupation. In food preparation and serving jobs, women earnings are 112% of men's. In the personal financial advisory professional the ratio of women's earnings to men's is 58.4%.

-- U.S. Bureau of Labor Statistics, 2010 data.

- There is a direct link between increased female labor participation and growth. It is estimated that if women's paid employment rates were raised to the same level as men's, America's GDP would be 9 percent higher; the euro-zone's would be 13 percent higher, and Japan's would be boosted by 16 percent.

--Annual Report of the UN Economic and Social Commission for Asia and the Pacific (ESCAP), 2007

Working with Women

- Brain differences between women and men result in her requiring more time and evaluation of more criteria than a man.

--from Michele Miller and Holly Buchanan, The Soccer Mom Myth, 2008.

Information provided by:



DIRECTIONS

www.directionsforwomen.com