



WOMEN, POWER & MONEY

A Study of Women's Lives, Lifestyles and Marketplace Impact



Communications is about engagement. And engagement requires insights into what is important and influential to an audience. This is the idea at the foundation of our commitment to research and analytics.

It's also the foundation of our Women, Power & Money study, which provides a look – both quantitative and qualitative – at the marketplace opinions and preferences of women. The research, a joint effort between FleishmanHillard and Hearst Magazines, was launched in 2008 as a U.S.-focused study. It continues to evolve, now incorporating a variety of insights from several countries. It's crucial data that helps guide our counsel and can be applied to a wide range of consumer organizations.

Methodology

Women, Power & Money uses qualitative and quantitative research to explore the lives of women across various countries. It's conducted in three phases:

- Exploratory qualitative research – Women and men describe how they feel about gender relations, marketplace experiences and the future.
- 20-minute online interviews – Respondents from a wide age range who meet select income standards are questioned on broad attitudes as well as detailed information about marketplace preferences and decision-making in 12 categories.
- One-on-one interviews – Conducted with a subset of women, these interviews layer qualitative richness on top of quantitative conclusions.

Key Takeaways From Previous Studies:

Women firmly in control as the explicit or implicit CEO, COO, CPO and CFO of most American households. She leads with her distinct voice and consensus-oriented style; she is not "the new man."

Women's leadership intensified during the financial upheaval of late 2008; her pragmatic approach to brands and finances fit the new marketplace zeitgeist; her priorities became the de facto priorities for the marketplace as a whole.

Emotional reverberations of The Great Recession – she became more resourceful, more confident and happier as her family pulled closer together.

With the "new normal" of economic concern settling in, she is increasingly a game-changer in the marketplace, spreading word of mouth through expanding spheres of influence.

As economic concerns lessen, she increasingly looks toward the future – gaining traction toward a longer-term, more meaningful strategic vision for self, family and business.



Key Data Points From Previous Studies:

91% agree, "I am the manager for the quality of my family's life."

86% agree, "I usually wait for something to go on sale before buying."

54% agree, "I feel it is my responsibility to help friends and family make smart purchase decisions."

79% agree, "In the end, my opinion determines family financial decisions."

81% felt their family had drawn closer together as a result of the economy.

42% agree, "I regularly influence friends and family to buy or not buy a particular product or service."

87% agree, "I am more thoughtful than ever before about every purchase I make."

79% of mothers are satisfied with their relationships with their children.

68% felt happy, up from 61% in previous study.

FLEISHMANHILLARD HEARST magazines

BOOKMARK THIS

The Lives, Lifestyles and Marketplace Impact of Women

The sixth annual Women, Power & Money study finds women aren't exactly an open book as they balance difficult choices daily and strive to design a more satisfying future for themselves and their families. The research, which spans four powerhouse countries, finds that women care financial security over being rich, quality of time for family, family closeness over satisfying their own needs, and sleep or technology over sex. Unsurprisingly, women continue to place their loved ones' needs over their own in nearly all aspects of their life.

SLEEP IN
KEEP A PRECIOUS CONNECTION...
SLEEP OVER SEX

With over 80 percent of women still not sleeping in generally or even just occasionally, most women would choose a night of sleep over a night of satisfying sex (79% in the U.S., 82% in the U.K. and 79% in China).

Only 20 percent of female women would choose sleep over sex. However, the study also found women with a technology partner in the U.S. and U.K. would prefer to go without sex.

Financial Security
Sue Gold

Asked to define success, women most frequently cited financial security, being able to support their families, working hard and being successful. When asked if she would prefer more money or more time with her family, most women choose the latter, which means more time with their family.

NOT THAT KIND OF POST
Less Sharing

The interest of women in the U.S., U.K. and China, and about 80 percent across all three countries, has been significantly higher than in the previous study.

In the U.S., U.K. and China, about one-third of women have become more socially active than they were in the past year.

At least 10 percent of women have become more active about what they share on social media over the past year.

LESS PLEASE
FELIXE BISHOP

Most men (82 percent) of women in the U.S., U.K. and China, and more than 80 percent in China, agree "I'm comfortable with the amount of money I have." However, only 10 percent of women agree with this statement.

Women that responded by too many thanks within the marketplace for women (79%), health products (79%), home care products (79%), financial products (79%) and the auto industry (79%).

Ative
A Life Well Lived

When asked if they needed to live 20 more years with financial security, 79% of women said they would not, more than 80 percent of women in every country have said they would not.

Nearly 70 percent of female women that becoming a book boss would be a good idea, with women from the U.S. (79%), U.K. (82%) and China (79%) following suit.

#KIDBOSS

Seventy-five percent of Chinese mothers would rather see their kids play for an hour than have a night of shopping, with 81 (79%), 80 (79%) and 81 (79%) percent agreeing.

Millennials across the board placed their child's future as their top concern.

The global Women, Power & Money study was commissioned by FleishmanHillard, one of the world's most complete communications agencies, and conducted by research firm Kantar. The largest objective of monthly responses to panel questions, with leading research company Kantar. The study is based on more than 8,000 interviews conducted in four countries: the United States, the United Kingdom, Spain and China.

FLEISHMANHILLARD HEARST magazines

WOMEN, POWER & MONEY: WAVE 6

A Study of Women's Lives, Lifestyles and Marketplace Impact
Published September 2014

Spice Mediacast
AMG
A Media Management Group

LEARN MORE

For more information about FleishmanHillard's consumer products and services expertise, please visit fleishmanhillard.com/consumer-products-services.