

# WHY TODAY'S WOMEN ROCK

## AND WHY BRANDS SHOULD SIT UP AND TAKE NOTICE

FleishmanHillard and Hearst Magazines' Women, Power & Money Study

The American woman's power and influence continue to rise on practically every level: across the home, marketplace, and workplace. As America's economic anxiety eases, women of all ages are shifting priorities and charting the course for the future.

### SHIFTING PRIORITIES

The economy takes a back seat as women's top concerns shift to their children's future.

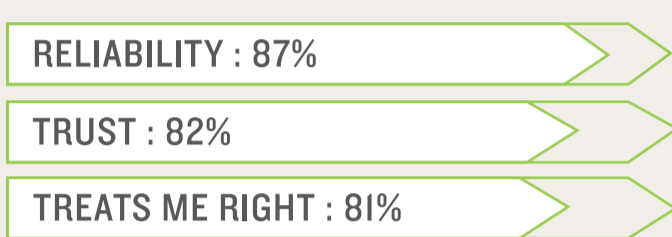
### TOP CONCERNS

- | 2013                     |
|--------------------------|
| 1. YOUR CHILD'S FUTURE   |
| 2. THE ECONOMY           |
| 3. YOUR HOUSEHOLD BUDGET |
- | 2011                     |
|--------------------------|
| 1. THE ECONOMY           |
| 2. YOUR HOUSEHOLD BUDGET |
| 3. YOUR CHILD'S FUTURE   |

### BRANDS ARE LIKE MEN:

THOSE THAT ARE **RELIABLE, TRUSTWORTHY, AND COURTEOUS** GET THE NOD.

WHAT'S IMPORTANT WHEN CHOOSING A BRAND:



### THINGS THAT MATTER

Today's women are value oriented but are willing to spend on experiences.



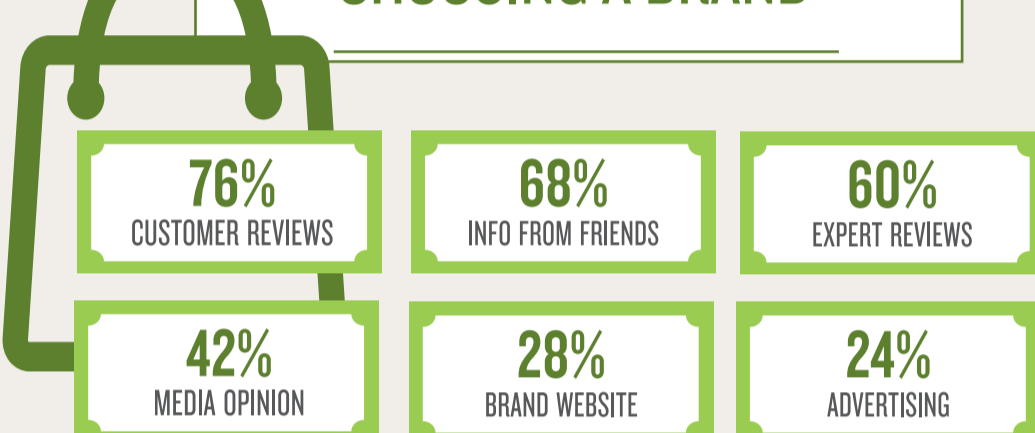
### WANDERING EYES!



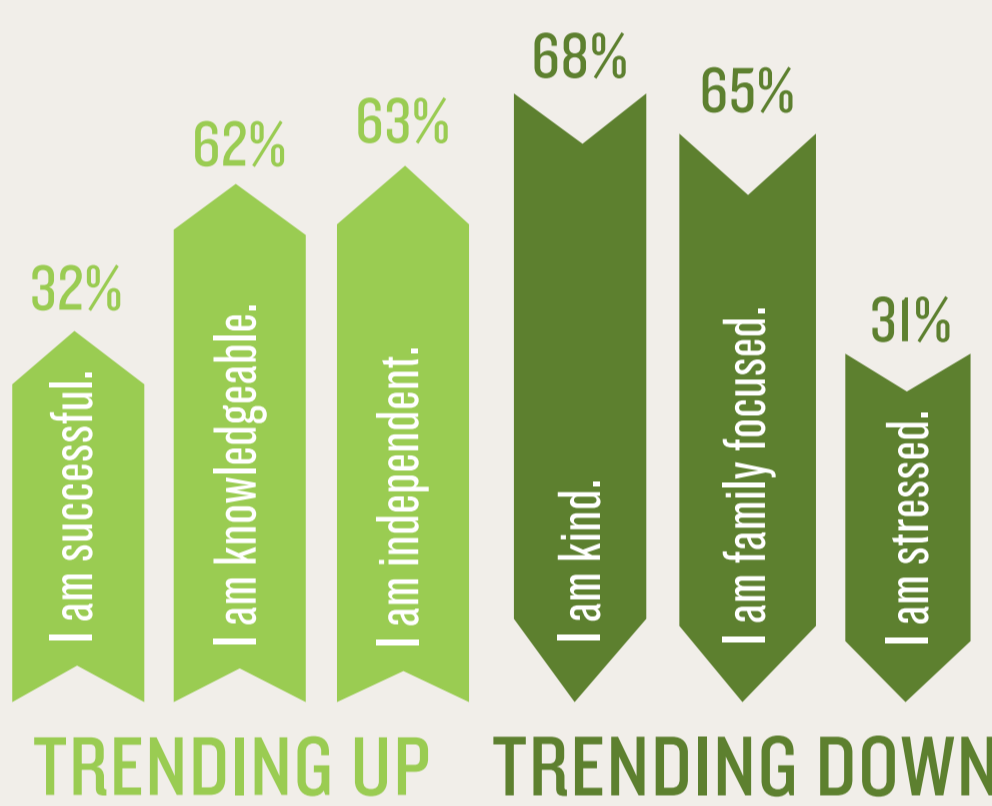
29% PREFER NAME BRANDS

79% of women agree that store brands are just as good as name brands.

### WHAT'S IMPORTANT WHEN CHOOSING A BRAND



### THE WAY SHE DESCRIBES HERSELF IS CHANGING.



### TOO MANY CHOICES!

Percentage of women overwhelmed by product choices in key categories:

- 62% FINANCE
- 51% TECHNOLOGY
- 41% BEAUTY PRODUCTS
- 38% AUTOMOBILES

### MILLENNIALS: SMART. UNSATISFIED.

I CONSIDER MYSELF TO BE...

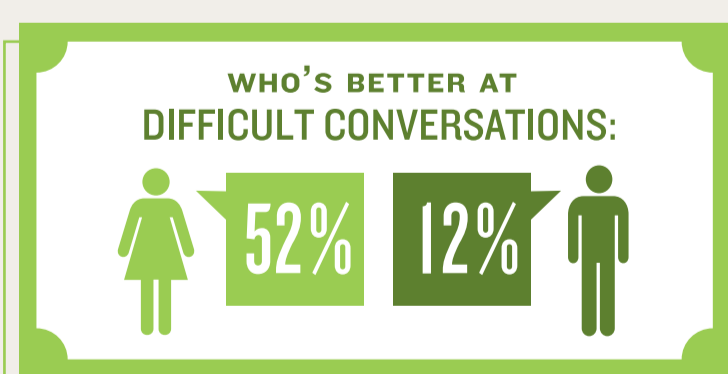
	SMART	SATISFIED with my career
MILLENNIALS	70%	35%
GENERATION X	63%	36%
BOOMERS	57%	49%

### KEEP IT SIMPLE!

Relationships with consumers and profit margins can grow with simpler offerings, straightforward messaging, and better service.

### SHOW ME THE MONEY

Women say they are better at having difficult conversations, but not when it comes to asking for a raise:



### SHE SAID / HE SAID

Who is responsible for household finance decisions:



47 PERCENT OF WOMEN AND 42 PERCENT OF MEN SAY MALES RESENT THE ADVANCEMENTS WOMEN HAVE MADE IN RECENT YEARS.

#### SOURCE

The fifth wave of Women, Power & Money led by FleishmanHillard and Hearst Magazines with leading research company Ipsos MediaCT. The study was conducted online during February 2013 among 1,008 women in the U.S. aged 25-69 with an annual household income of \$25,000 or more. For comparison purposes, 503 men were also surveyed.