

# Money Counts

## Fascinating Financial Facts



Money is a big part of everybody's life in the United States. Large companies and government study what people do with their finances. They've learned some fascinating facts about American women and their money, including:

- Women control more than 50 percent of all personal wealth in America.
- 90 percent of married women are the principal shopper in their household.
- 70 percent of women participate in decision-making for buying electrical appliances, audio equipment, tools and household furnishing.
- Women make 62 percent of all car purchases.
- Women generally are more aware than men of inflation and price changes in stores, and have a better sense of how to handle a budget when costs fluctuate.
- Women tend to invest more conservatively than men and hold onto stocks longer.
- Women are quite likely to be solely responsible for making financial decisions at some point in their lives.
- 55 percent of married women bring in half of the household income and 25 percent earn more than their husbands.
- 80 percent of women participate in the decision-making for purchases of vehicles, household appliances, televisions and kitchen/cooking appliances.
- Women buy more than half of all electronic items sold in the country.
- 92 percent of women shopping on the Internet share information about bargains with friends and families.
- Women are more likely than men to seek financial advice.
- Most American women and men traditionally save less than 1 percent of their wages.
- Surveys show overwhelmingly that women who feel in control of their lives save and invest.