

BUYING POWER WOMEN IN THE US

WHAT IS BUYING POWER?

Buying power is defined as the total personal income that is available, after taxes, for spending on virtually everything including goods and services.¹ It is also called "discretionary income" or "disposable income."

EDUCATION

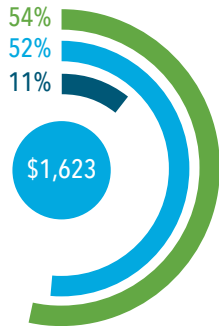
EARNINGS INCREASE WITH LEVEL OF EDUCATION AND TODAY WOMEN ARE ATTAINING MORE COLLEGE DEGREES THAN EVER

Percentage of degrees conferred to women²

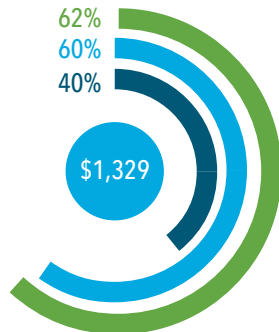
● 1970/71 ● 2012/13 ● 2020/21 (projected)

\$ Median Weekly Earning Men and Women 2013³

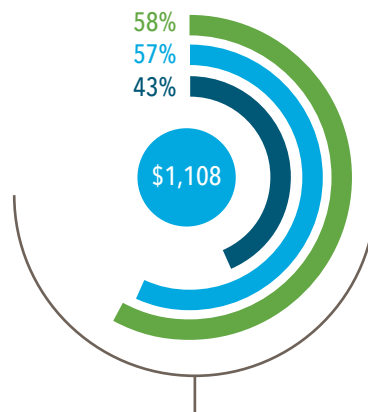
Doctoral Degree



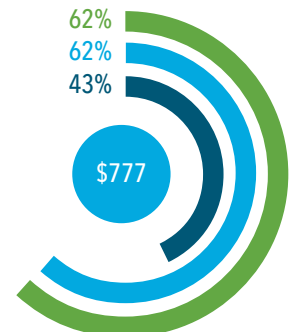
Master's Degree



Bachelor's Degree

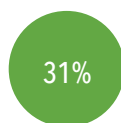


Associate's Degree



In 2013, 69% of women with a Bachelor's degree were employed compared to 46% of women who attained only a high school diploma.⁴

WOMEN HOLD LARGE PERCENTAGES OF SOME OF THE HIGHEST PAYING JOBS, INCLUDING:⁵



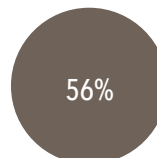
Dentists



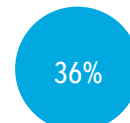
Lawyers



Marketing and Sales Managers



Pharmacists



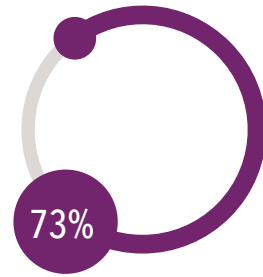
Physicians and Surgeons

TOTAL HOUSEHOLD SPENDING

Household spending in 2013:⁶

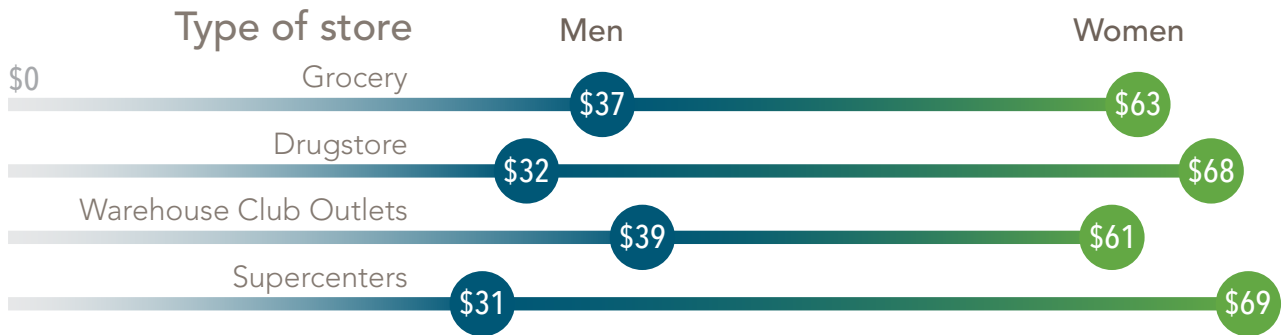
\$11.2
trillion dollars

Women in the US report controlling or influencing:



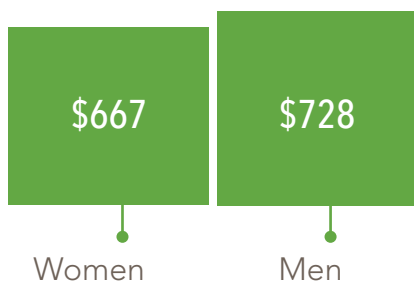
of all household spending.⁷

WOMEN SPEND MORE THAN MEN ON SHOPPING TRIPS⁸

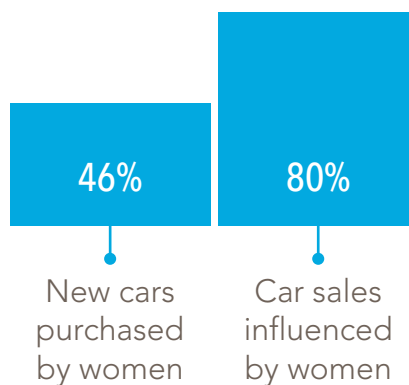


WOMEN ARE CLOSING THE GAP ON CONSUMER ELECTRONICS SPENDING⁹

Average spending over 12 months

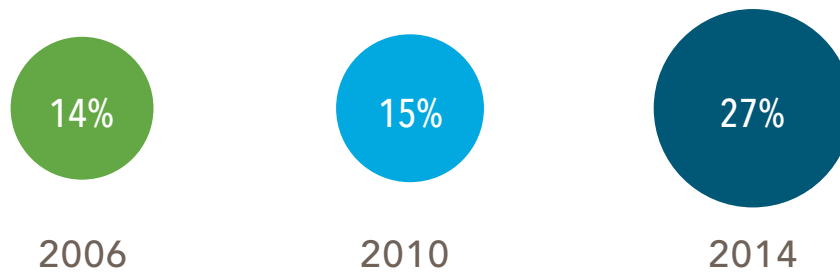


AUTOMOBILE PURCHASES¹⁰

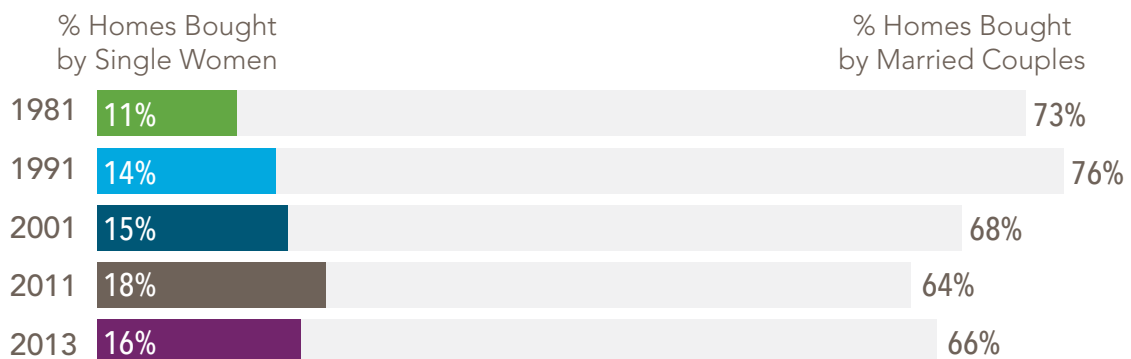


of women share in the household investment decisions.¹¹

MARRIED WOMEN INCREASINGLY CONTROL HOUSEHOLD FINANCIAL PLANNING¹²



SINGLE WOMEN HAVE ACCOUNTED FOR APPROXIMATELY ONE OUT OF SIX HOME BUYERS SINCE THE 1990S.¹³



HIGH-NET WEALTH OWNED/CONTROLLED BY INDIVIDUALS¹⁴

will grow from

\$14
trillion



\$22
trillion
by 2020



50%
will be controlled
by women.

FACT Highest income households spend: **10X** more on non-essential goods and services than the lowest income households¹⁵

Strategic businesses stay competitive by understanding their consumer base, which is composed of a growing number of women with increased earning and buying power.

NOTE

Buying power is challenging to measure, especially by gender, since census income data are reported by household unit. Isolating the individual spending of married women (almost half of women are married) is difficult because “household” spending measures the spending of married couples. However, by combining statistics we can tell that women’s buying power is increasing as their levels of educational attainment, labor force participation, and earning power increase. In addition, more women than ever before claim to control or influence household purchases.

SOURCES

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