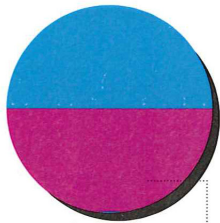


money

What Women Want

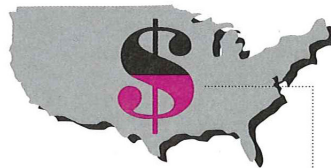
The results of Minneapolis-based Ginger Consulting's 'What Women Want' survey are in and they show spending is back.

Women in the U.S.



Including:
60% of all cars
40% of all stocks

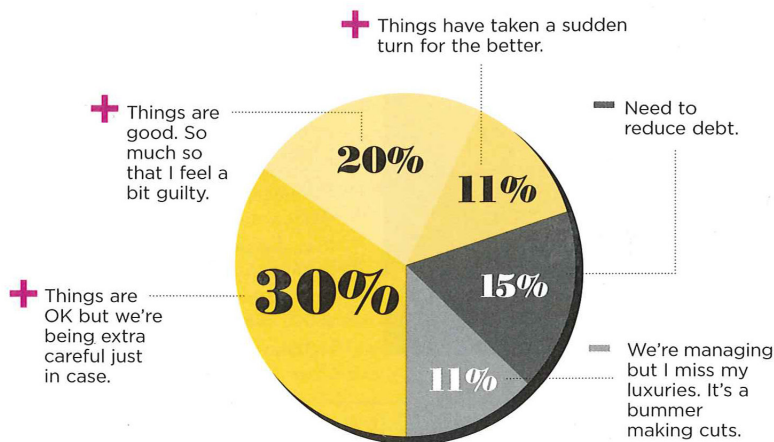
Women and Wealth



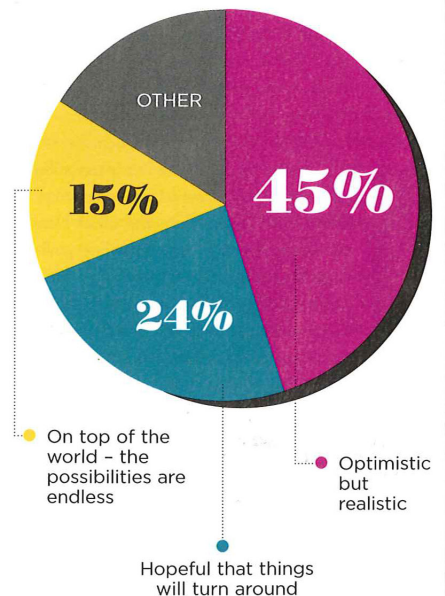
51.3% of all wealth in the U.S. is controlled by women

FINANCIALLY SPEAKING

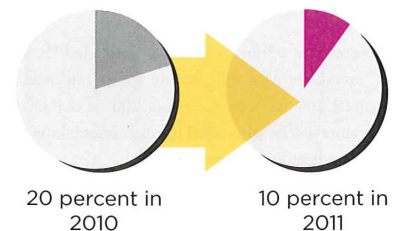
Women are more upbeat about their finances now than in recent years. There were positive responses by 60 percent of panelists, up three points from 2010. Negative responses were down three points to 40 percent of the total.



GOING INTO 2011 WOMEN ARE ...



Percent of negative responses to financial questions



For more info go to gingerminneapolis.com

COMPILED BY DANA OELPKE. SOURCE: GINGER CONSULTING'S WHAT WOMEN WANT SURVEY 2010