

Economic anxiety creates contradictory trends

66% of women say they are "doing very well," up 8 points from 2016

40% Yet, only 40% of women feel comfortable with a splurge purchase (e.g., vacation), down 38 points from 2016

What does
"adulting"
mean to you?

#1 answer by
generation

Boomers & Gen X



Managing "sandwich
generation" issues



Gen Z



Doing their
own taxes

Sticking to a budget
Millennials



If they have to choose one, what do women want?

Wine (59%)
over coffee
(41%)

A good man
or woman
(67%) over a
good time
(33%)

Salty (54%)
over sweet
(46%)

European
vacation
(84%) over
California
Closets (16%)

When deciding how to spend extra money, women are making more substantive choices

YES
NO

charitable giving

organic foods

medi-spa services

style subscriptions

MOST
MOST
MOST
MOST
MOST

Decluttering
Decluttering
Decluttering
Decluttering

Family
cooking

What home activities are most or least satisfying?

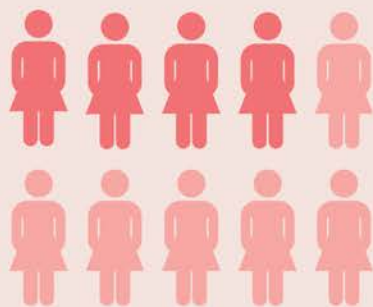
SATISFYING
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Holiday and
seasonal
decorating

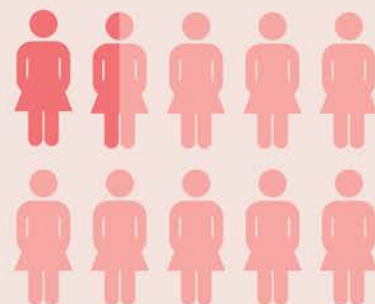
LEAST
LEAST
LEAST
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LEAST

When it comes to career, women want flexibility and autonomy

MORE POPULAR

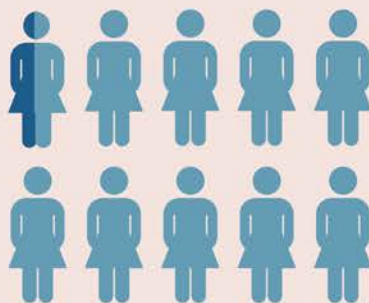


14% say they are pursuing entrepreneurship

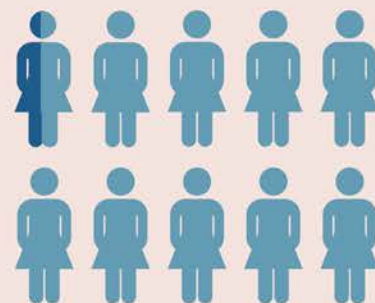


40% want passion projects and part time work

LESS POPULAR



3% would choose volunteer positions over salaried work



3% would like to be full time stay-at-home moms or homemakers