

Ginger Consulting National Survey Results: What Women Want 2019

Ginger Consulting goes inside the minds of the world's most powerful consumers with their 2019 What Women Want Survey

Ginger Consulting, a Minneapolis market research and brand strategy firm, uncovers trends women are considering from spending to career to home

MINNEAPOLIS, March 12, 2019 /PRNewswire/ -- Does anyone *actually* know what women want? Today, [Ginger Consulting](#) releases new information on how the Year of the Woman and female voices will impact the consumer economy. From discretionary spending to career, the [2019 What Women Want survey](#) is an inside look at the future.

Household CEOs say they're spending less, on hold for a possible economic downturn. *"While 66% of women tell us they're better off, they're becoming permanently prudent about their money,"* said Beth Perro- Jarvis, co-founder of Ginger. A few years ago, 78% were planning a splurge or two (e.g. new furniture). In 2019, that number dove to 40%.

When it comes to career, women want flexibility and autonomy: 40% want passion projects and part-time work, and 14% say they're pursuing entrepreneurship. Meanwhile, only 3% each want to be full time moms or homemakers, or would choose volunteering over salaried work.

So what *is* on her economic agenda? 2019 spending is more thoughtful. She's saying yes to charitable giving (70%) and organic foods (57%), and no to style subscriptions and medi-spa services. *"Women hit the pause button on spending recently, but they are generally willing to stretch for more substantive luxuries,"* said Ginger co-founder Mary Van Note.

As U.S. women manage the stress of daily life, they're coping in surprising ways. Home organizing is a top de-stressor, and decluttering is her most satisfying home-related activity (seasonal decorating was least satisfying). Decorating for St. Patrick's Day may not spark joy, but tossing things will.

For full survey findings or to speak with co-founders Beth Perro-Jarvis and Mary Van Note email beth@gingerminneapolis.com.

About Ginger Since 2003, Ginger Consulting has been developing razor-sharp insights and strategies to combat the most vexing marketing problems. Owners are Beth Perro-Jarvis and Mary Van Note.

Ginger's Alpha Panel™ is a proprietary panel of 350 women nationwide; ahead-of-the-curve, self-described "alpha" women that have their fingers on the pulse. They participate in the *What Women Want* digital survey that covers topics from spending to social and lifestyle trends.

CONTACT Beth Perro-Jarvis
Partner, Ginger Consulting
612-396-4352

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