



REFINERY29

CENTS AND SENSIBILITY

THE #1 EMOTION

young women feel when thinking about their overall financial situation is

'WORRY'

THIS COULD BE BECAUSE

1 IN 4 WOMEN have less than

\$250

in their savings account.

AND

NEARLY HALF RECOGNIZE THAT THEY ARE

NOT SAVING ENOUGH

ONLY **1** IN **3** WOMEN AGREE THAT THEY HAVE A GOOD GRASP ON THEIR FINANCES...

THIS COULD BE BECAUSE

FINANCE IS THE NEW

FWORD

LESS THAN **10%** OF WOMEN FEEL THAT THEY ARE PROS AT FINANCIAL PLANNING.

AND THEY ARE

NOT

TURNING TO THEIR SOCIAL CIRCLES FOR ADVICE TO IMPROVE THIS...

ONLY

17%

SAY: "I turn to my friends for financial advice."

IT TURNS OUT

REFINERY29 IS THE LEADING NEXT-GEN MEDIA AND ENTERTAINMENT COMPANY FOCUSED ON WOMEN. CENTS & SENSIBILITY IS A QUALITATIVE AND QUANTITATIVE LOOK AT THE PIVOTAL RELATIONSHIP BETWEEN WOMEN AND MONEY, AND THE LATEST STUDY FROM THE REFINERY29 INTELLIGENCE

"HER BRAIN ON DIGITAL" RESEARCH SERIES.

n=3,701 respondents across a variety of income levels in the U.S. & U.K, including women and men aged 13-55