The #1 emotion young women feel when thinking about their overall financial situation is ‘worry’.

1 in 4 women have less than $250 in their savings account.

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 F-word.

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...

17% say: “I turn to my friends for financial advice.”

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=7,701 respondents across a variety of income levels in the U.S. & U.K., including women and men aged 13-55.