

# Study Reveals Women Feeling Growing Financial Pressures on Family Life

## Findings Reveal Insights on What Key Issues Matter Most to Women and Role Women Play in Shaping the Upcoming Presidential Election

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NEW YORK, April 28 /PRNewswire-FirstCall/ -- In a unique collaboration between two of the nation's leading media companies, Meredith Corporation (NYSE: MDP) and NBC Universal (NYSE: GE) today announced key findings of a nationwide survey conducted among more than 3,000 women that covered a wide range of important topics to women, including marriage and family, health and fitness, safety, and financial matters.

The below findings from the Meredith/NBC Universal "What do Women Want?"™ study examines why the economy and personal financial challenges are at the forefront of the upcoming Presidential election and how women are shaping the debate. Women and their families are experiencing tremendous financial woes -- on issues ranging from housing to credit card debt to healthcare -- and are very concerned about their long term financial security.

- Two-thirds (68%) of women cite "financial strain" as a major threat to the American Family -- and a much bigger threat than "divorce" (48%), "loss of faith/spirituality" (47%), "liberal views on sex and sexuality" (32%), "both parents working" (28%), "unwed mothers" (21%) and "couples living together instead of getting married" (19%)
- The majority (79%) of women in dual income HHs say it is "essential for both spouses/partners to be employed in order to make ends meet"
- Six in 10 women are concerned about being able to pay their bills each month (60%) -- especially high among single mothers with children under 18 (80%)
- 72% of women are concerned about rising taxes -- especially Boomer women (81%)
- 4 in 10 (38%) women "feel overwhelmed by financial burdens" -- even higher for Gen X (47%) and mothers of children under 18 (47%) and single mothers with children under 18 (52%)
- 4 in 10 (38%) women have incurred medical debt -- even higher among mothers of children under 18 (49%), especially young mothers 18-34 (59%)
- Only 15% of women say they do not have any debt
- 22% of women report being over \$20,000 in non-mortgage debt -- even higher for Gen X women (30%)
- Three quarters of women are concerned about the future of social security (77%) and saving enough for retirement (75%)

"What do Women Want?"™ brings together the resources of Meredith, recognized for its well-known media brands such as Ladies' Home Journal, More, Family Circle, Better Homes and Gardens, Fitness, Siempre Mujer and BHG.com among others, and NBC Universal whose brands include The Today Show, MSNBC, Bravo, Oxygen, Access Hollywood, Telemundo, and iVillage.

### DETAILED FINDINGS\*:

Women & Financial Woes:

Housing

- 57% of women are concerned about being able to pay monthly mortgage/rent -- even higher among Gen X women (65%) and mothers with children under 18 (64%) and single mothers with children under 18 (72%)
- One quarter (26%) of women and/or their partners are counting on real estate and home equity for retirement
- 72% of women are concerned about rising taxes -- even higher among Boomer women (81%)

#### Non-Mortgage Debt & Credit Cards

- 85% of women report being in some sort of debt -- with Gen Y women being the least likely to have debt (24% report no debt)
- 22% of women have over \$20,000 in debt, excluding mortgage debt -- Gen X (30%) especially likely to be more than \$20,000 in non-mortgage related debt
- 62% of women have credit card debt -- even higher among Gen X (72%) and young mothers 18-34 (70%)
- 51% of women are concerned about credit card debt -- even higher among Gen X (64%)
- 28% of women say "credit card debt prevents me from saving for the future" -- even higher for Gen X women (36%)
- Only 31% of women report paying off their credit card bills every month -- even lower for Gen X (26%), young mothers 18-34 (21%) and single mothers with children under 18 (21%)
- 26% say they "dread the arrival of their credit card bills every month" -- even higher among Gen X women (35%) and mothers of children under 18 (34%) and single mothers with children under 18 (41%)

#### Healthcare

- Nearly half (46%) of women are extremely concerned about rising health care costs -- especially high among Boomer women (55%) and single mothers with children under 18 (52%)
- 38% have incurred debt from medical bills -- even higher among mothers of children under 18 (49%), especially young mothers 18-34 (59%)
- One in 5 (18%) women report that they do not have health insurance coverage -- even higher among single mothers with children under 18 (24%)
- Among those women who do have health coverage, nearly half (46%) are worried about being able to afford healthcare when they retire and 40% say their "co-payments keep increasing and becoming too expensive"
- Baby Boomer women with health insurance coverage are especially likely to be worried about how they will afford healthcare when they retire (52%) as are single mothers with children under 18 (53%)
- One-quarter of insured women say they "can only afford generic prescriptions" (25%) and "sometimes don't fill a prescription because it is too expensive" (22%)
- Single mothers are especially likely to say that they can only afford generic brand prescriptions (38%)
- 18% of single mothers with children under 18 also say that their current healthcare coverage doesn't include all members of their family (vs. 11% of Total insured women) and to say that "the family plan is too expensive to add to my existing plan" (23% vs. 9% Total insured women)
- When given a list of social issues that affect American society, "uninsured Americans" is among the top 5 concerns among women along with "child abuse", "drug/substance abuse", "domestic violence", and "homelessness"

#### Women & Their Financial Future

##### Retirement & Social Security

- Three quarters of women are concerned about the future of social security (77%) and saving enough for retirement (75%) -- Baby Boomer women are especially concerned about the future of social security (84%) while Gen X women are particularly concerned about saving enough for retirement (84%)
- Two-thirds (67%) of women and/or their partners are counting on social security for retirement -- this is especially high for Baby Boomer women (79%)
- Two-thirds of Gen X women and/or their partners are counting on social

- security (65%) and their 401(k)/Roth/IRAs for retirement (64%)
- 32% of women and/or their partners are counting on a company pension for retirement, especially Boomer women (42%)
- Mothers of children under 18 and single mothers are more likely than most to be concerned about saving enough for retirement as well (82%, 85% respectively)

#### Personal Savings & Investing

- 52% of women and/or their partners are counting on personal savings/investments for their retirement
- Only half (54%) of women put money in savings on a regular basis -- somewhat higher for Gen Y (60%)
- Only 13% of women say they regularly make investments in stocks, bonds or mutual funds
- 38% say they feel overwhelmed by the complexities of investing

Please credit all data to Meredith/NBC Universal "What do Women Want?" survey of 3,000 women

Applied Research & Consulting conducted an online survey among 3,000\*\* women ages 18-64 from October 1 to October 12, 2007. The data was sample balanced to reflect the U.S. Census Bureau and has an overall margin of error or +/- 2.5% at the 95% confidence level. \*\* Some sections were administered to a split sample to accommodate the length of the survey.

#### About NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

#### About Meredith Corporation

Meredith Corporation (NYSE: MDP:)(NYSE: <http://www.meredith.com>) is a one of America's premier media and marketing companies. Meredith combines well-known national brands -- including Better Homes and Gardens, Parents, Ladies' Home Journal, Family Circle, American Baby, Fitness and More -- with local television brands in fast growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness, and self-development. The Company then uses multiple distribution platforms -- including print, television, online, mobile and video -- to give consumers content they desire and to deliver the messages of its marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. The goals of these programs are to increase consumer loyalty and produce repeated consumer interaction. In the last two years, Meredith has significantly added to its capabilities in this area through the acquisition of cutting-edge companies in areas such as online, word-of-mouth and database marketing. Meredith employs approximately 3,000 people throughout the United States, including approximately 1,000 in Des Moines and 750 in New York City. The Company's 2007 annual revenues were \$1.6 billion.

SOURCE: Meredith Corporation

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