

# Women Predict 2021

UDPATED: February 8, 2021





# Who We Are

SheSpeaks is the largest and most diverse community of female consumers and influencers in America.

With a reach of more than 300 million consumers, SheSpeaks is an award-winning marketing and insights platform that connects women with the brands who want to reach them.



Coca-Cola

P&G

HERSHEY'S

Campbells

PHILIPS

KRAFT

Reckitt  
Benckise

Kimberly-Clark

J. Jill

Prudential



## Study Overview & Topline Insights:

2020 was a year like no other. With this in mind, SheSpeaks asked women age 25+ from across the US to tell us more about their thoughts on the year ahead.

- While 31% of women are not optimistic about their personal finances, they are optimistic about the economy. Year-over-year 21% more say it will improve.
- Although, women are ambivalent about social platforms they say that their use of social will increase by 32% in 2021.
- Generally, women believe the outcome of the Presidential & Congressional elections **will have a positive impact** on issues important to them. The only outlier is their **personal finances**.

### Methodology:

- TWO SURVEYS: 1) Fielded Dec. 7-11, 2020 2) Fielded Feb 1-3 2021
- 1,459 respondents completed the surveys





Hopeful knocks Uncertain out as the *#1 emotion*

HOPEFUL



48%

UNCERTAIN



45%

OVERWHELMED



31%

GRATEFUL



38%

ANXIOUS/SCARED



32%

vs. Dec 2020:

38%

47%

40%

36%

36%

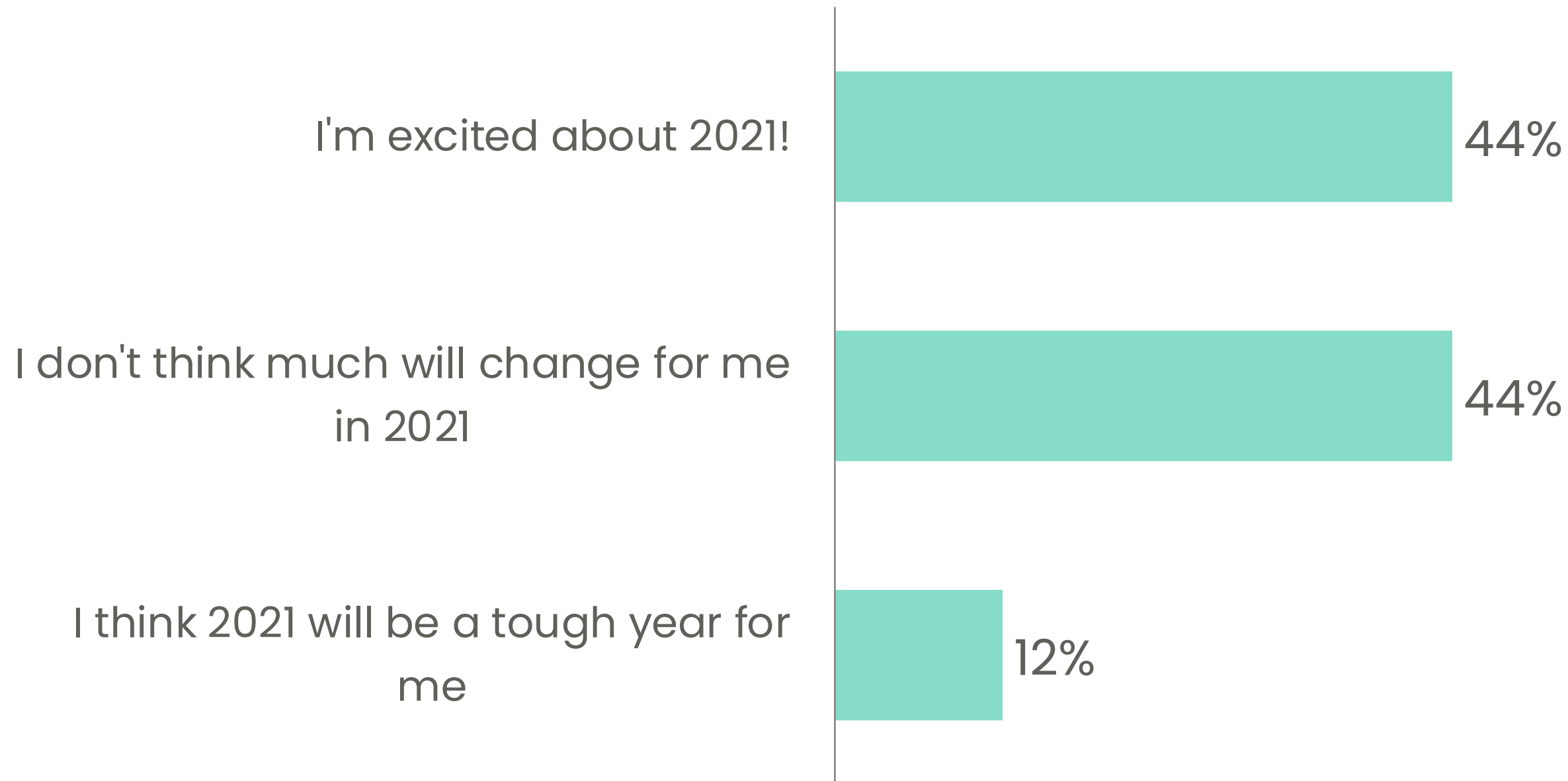
This number dropped from **75%** in Dec. 2019



There's a *big drop* in excitement for the New Year.

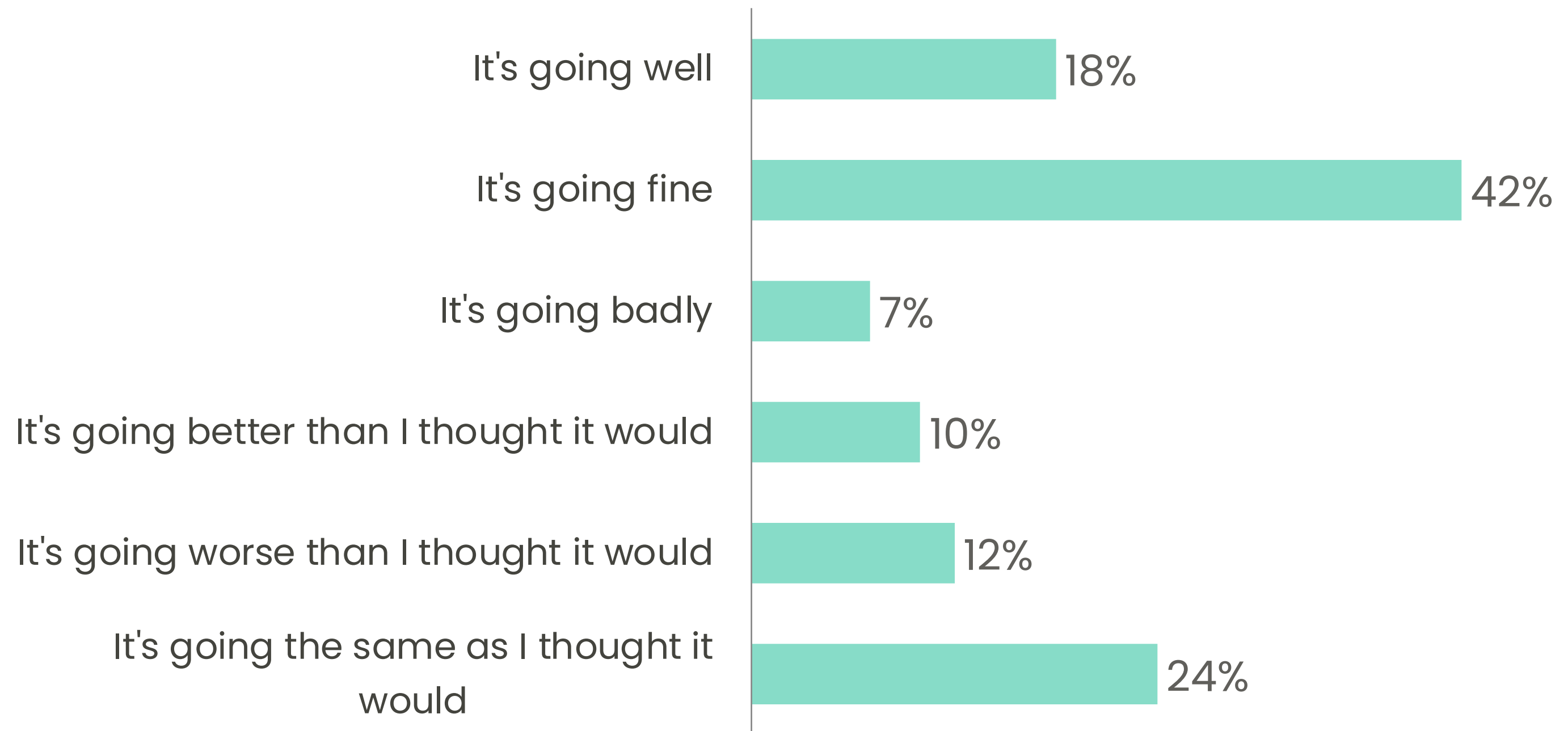


**27% Year Over Year**





How women feel 2021 is going for them *personally* so far:







Now **39% of women** say the country is headed in the right direction.

**Vs. 24% in Dec.**

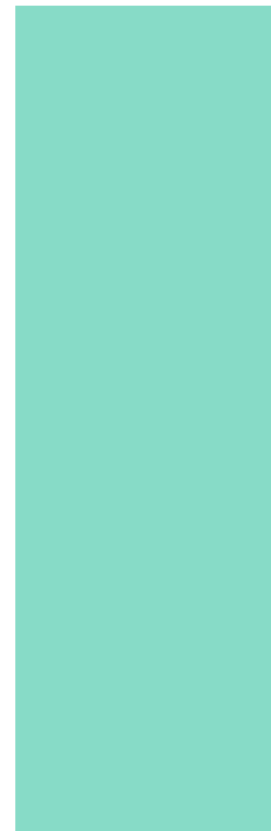
**39%**



Yes

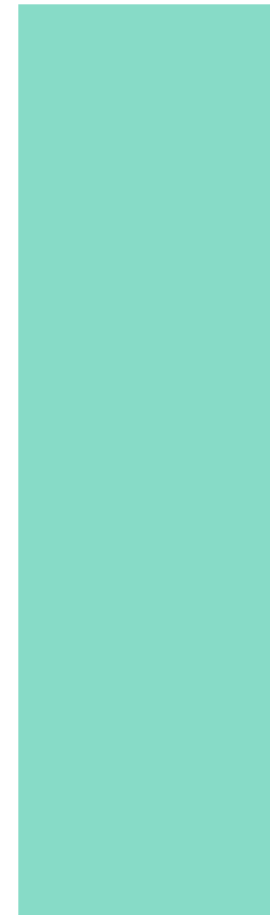
**Vs. 36% in Dec.**

**29%**



No

**32%**



I'm not sure





**End of Year Plans Canceled:** Just 29% say they will get together with friends/family for Christmas/Hanukkah/Kwanzaa & 15% for New Year's.



Christmas/Hanukkah/Kwanzaa  
**Yes - 29%**



New Year's  
**Yes - 15%**

	Yes	Yes – but while keeping social distance	No	Not sure yet
<b>Christmas/Hanukkah/Kwanzaa</b>	29%	18%	39%	14%
<b>New Year's</b>	15%	10%	57%	17%

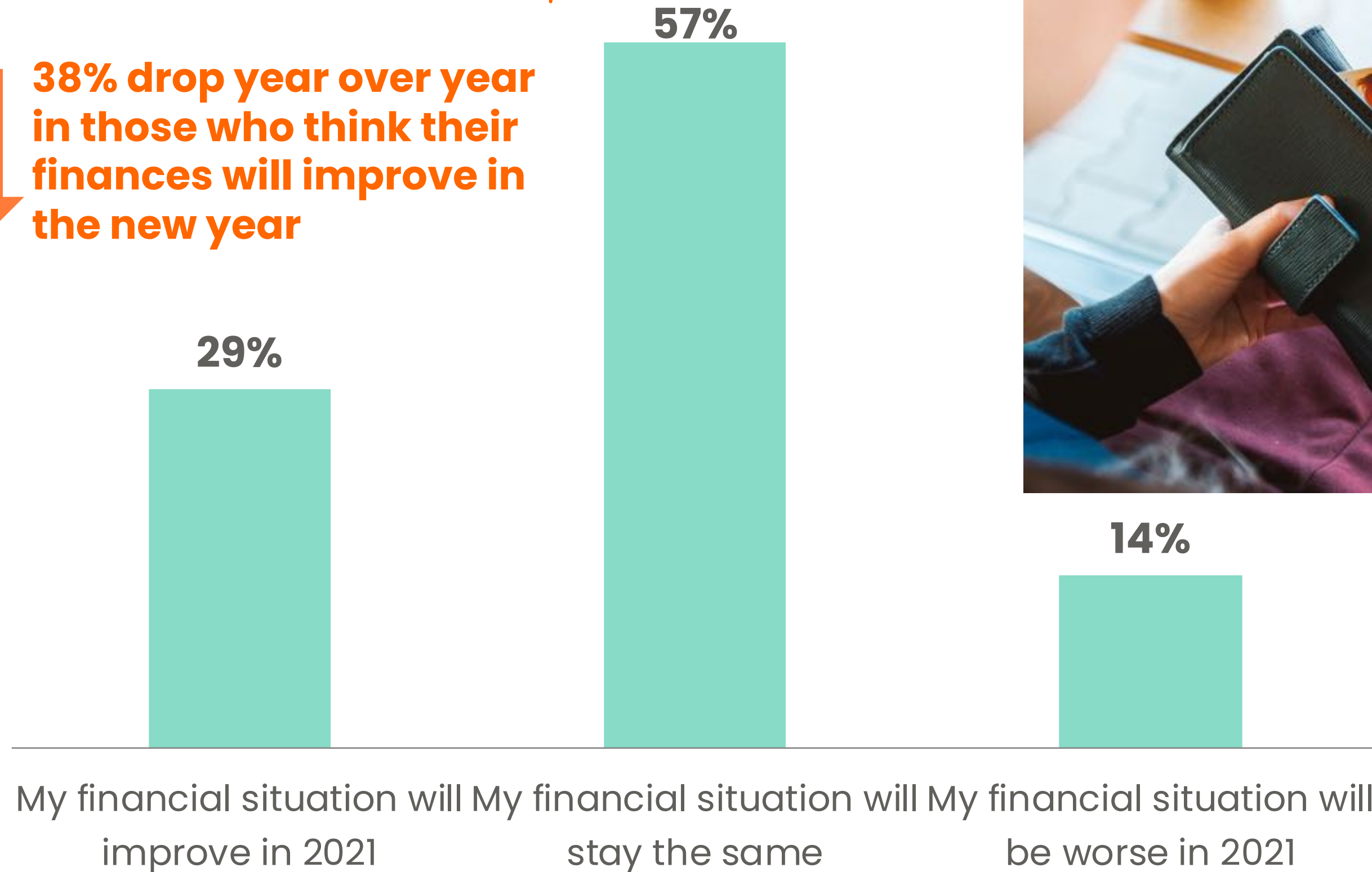




Women are *not optimistic* about their finances for 2021.



**38% drop year over year  
in those who think their  
finances will improve in  
the new year**

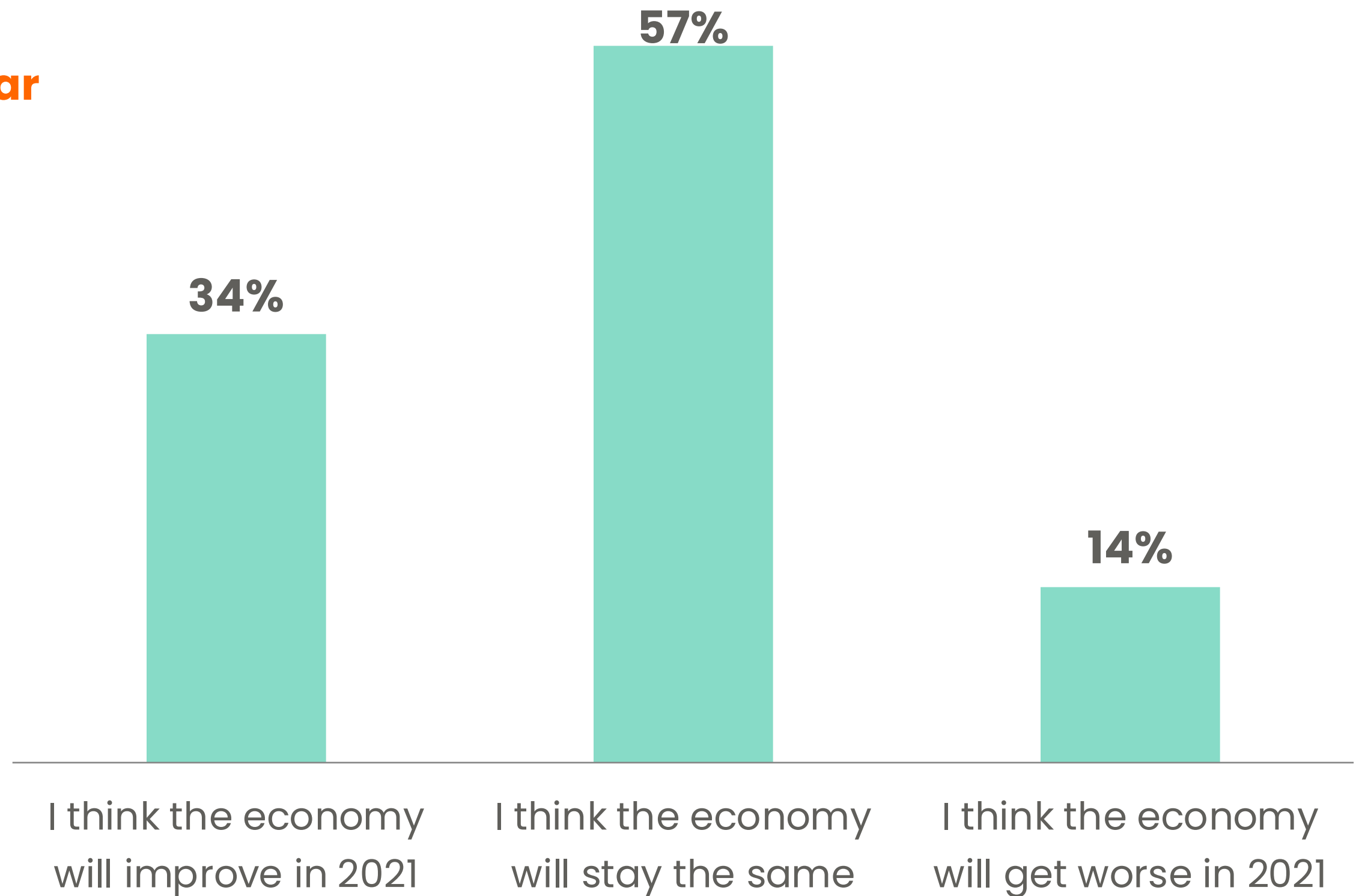




Women are *more optimistic* about the economy.



**38% more year over year  
in those who think the  
economy will improve**







# Women view various social platforms *differently*



	I like it	I find it frustrating	I'm neutral
<b>Facebook</b>	57%	22%	21%
<b>Twitter</b>	44%	22%	34%
<b>Instagram</b>	63%	11%	25%
<b>YouTube</b>	67%	6%	26%
<b>LinkedIn</b>	32%	12%	56%
<b>Pinterest</b>	66%	1%	25%
<b>Snapchat</b>	38%	18%	44%
<b>TikTok</b>	42%	19%	39%



Women plan to increase usage of some platforms and decrease usage of others.



	My use will increase	My use will stay the same	My use will decrease
Facebook	9%	78%	13%
Twitter	11%	78%	11%
Instagram	18%	77%	5%
YouTube	15%	81%	4%
LinkedIn	11%	76%	13%
Pinterest	17%	77%	7%
Snapchat	11%	75%	15%
TikTok	17%	68%	14%



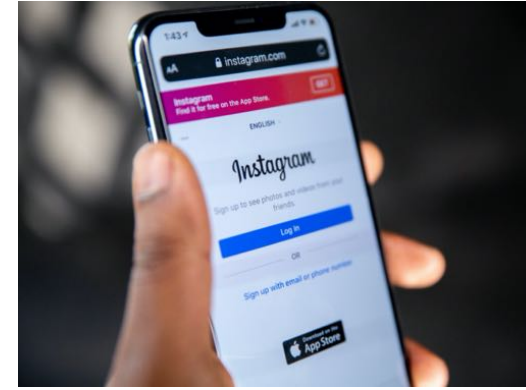


# *Top reasons* women use the following social media platforms:



## **Facebook:**

To connect with friends, share photos, news/current events



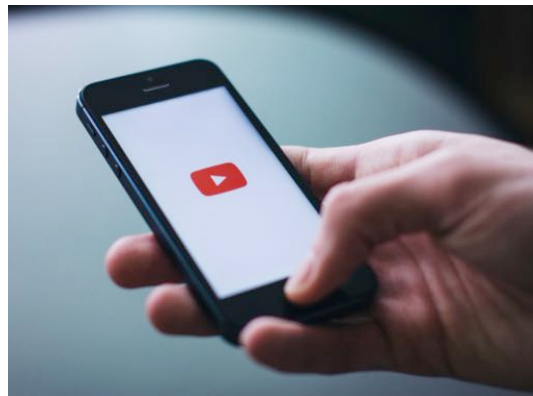
## **Instagram:**

To share pictures/videos & connect with friends



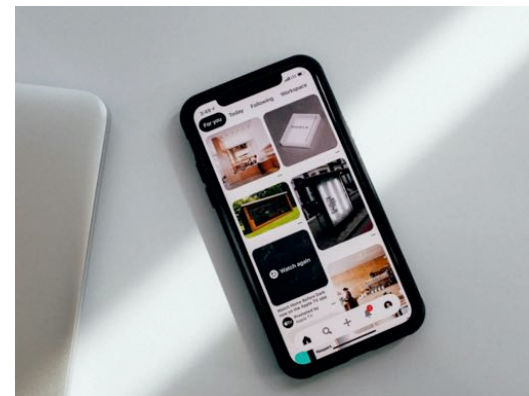
## **Twitter:**

To keep up news/current events & to connect on Issues they care about



## **YouTube:**

To be entertained & to research



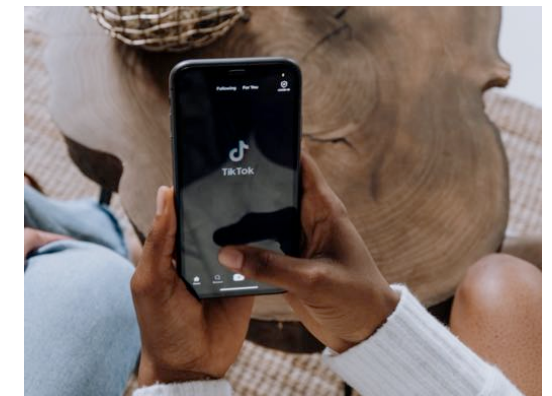
## **Pinterest:**

To research & purchase products



## **LinkedIn:**

For professional networking & job search



## **TikTok:**

To be entertained & to pass the time





# What women *want to accomplish* in 2021:



Losing weight/maintaining  
a healthy weight  
**62%**



Getting my home  
organized  
**55%**



Building physical  
strength/stamina/fitness  
**54%**



Spending more time with  
my family & friends  
**52%**



Getting my finances in  
order/paying off debt  
**47%**



Traveling more  
**47%**





# How women will stay *happy and balanced* in 2021:



Doing little things for myself here and there

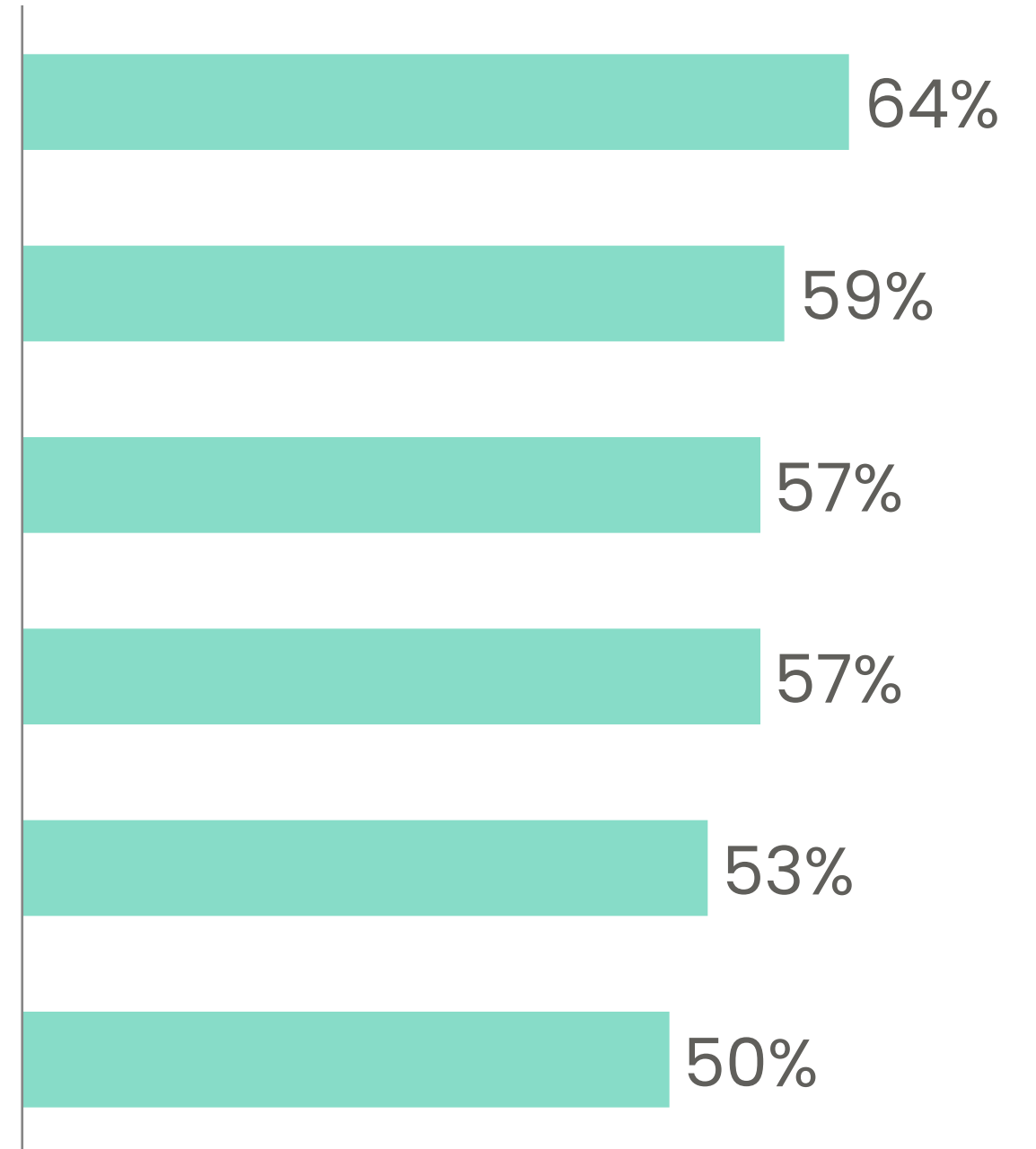
Spending time outside/in nature

Spending time with/Reaching out to family

Watching TV and/or movies

Exercising

Hobbies





By far, **COVID-19/health** and **the economy** are the two most *concerning* things for 2021.



COVID-19/Health  
**67%**



Economy  
**56%**





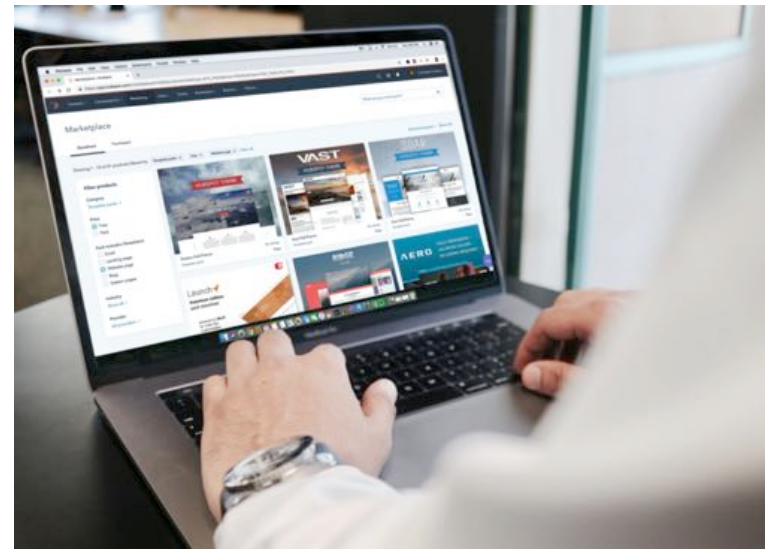
Price, experience, online reviews & recommendations from others are the best ways to *drive purchase* in 2021.

Price



**78%**

Good experience with product/service



**72%**

Positive online product review



**60%**

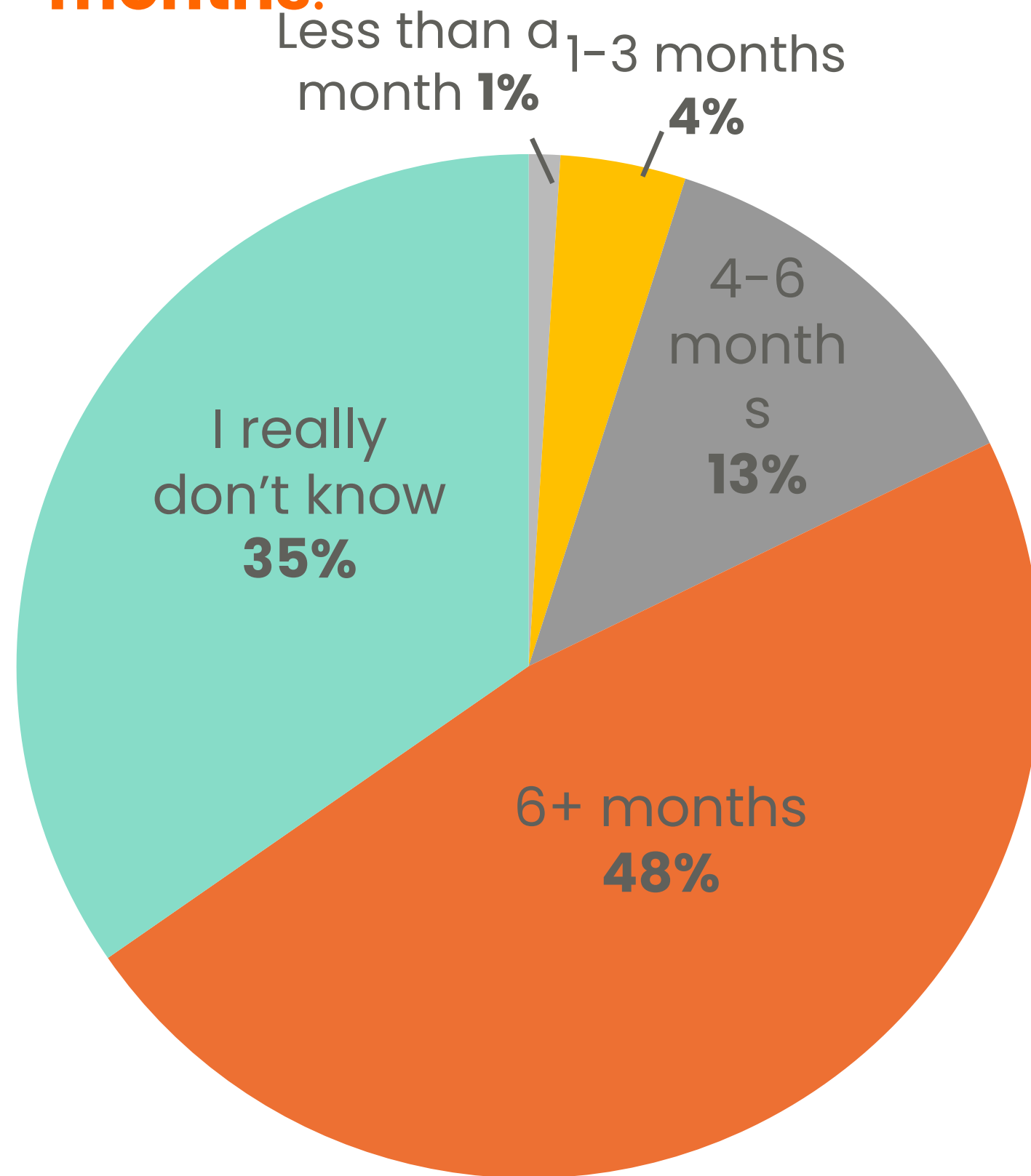
Friend recommendation



**41%**



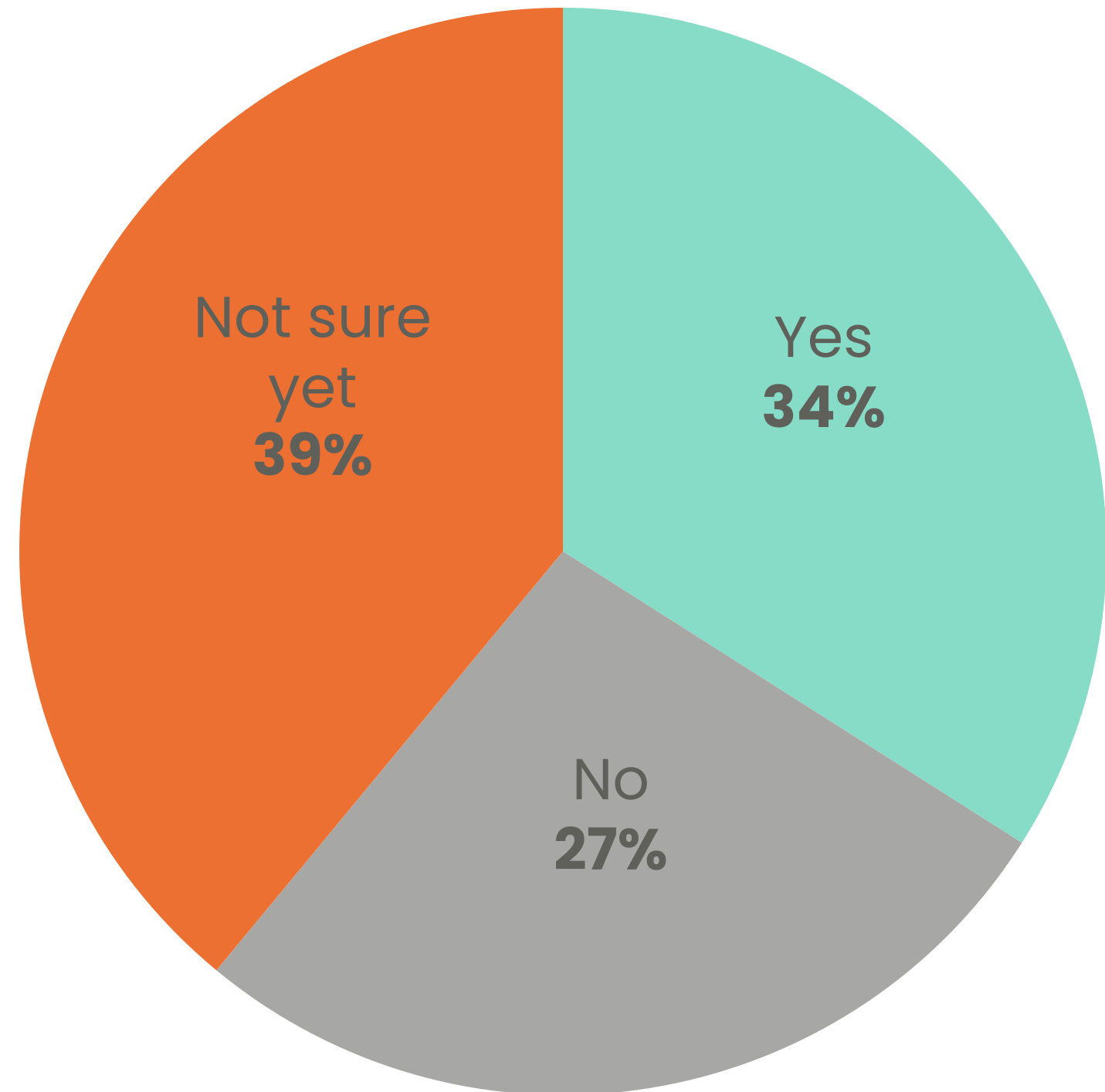
Most women expect the Coronavirus crisis to last **at least 6 more months.**







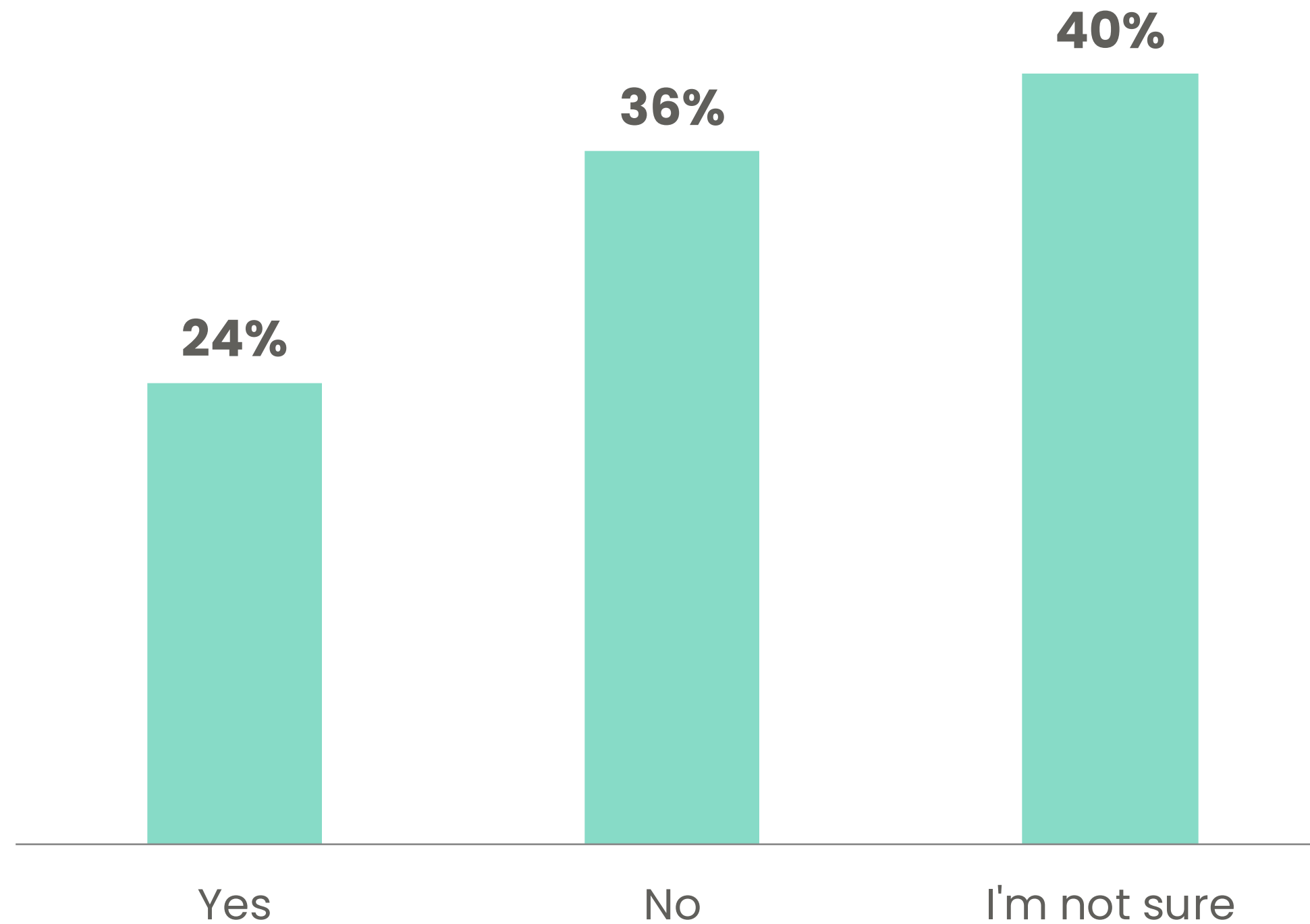
Just 34% say **they will take** the COVID-19 vaccine when it's available.







Only **¼ of women** say the country is headed in the right direction.





Generally, women believe the outcome of the Presidential & Congressional elections **will have a positive impact** on issues important to them. The only outlier is their **personal finances**.



	Will have positive effect	Will have no effect	Will have negative effect
Economy	46%	24%	30%
COVID-19 Infections	51%	32%	17%
Racial Issues	49%	31%	19%
Gender Equality	48%	39%	14%
Environment	50%	35%	15%
Your Personal Finances	26%	48%	26%
Education	45%	37%	17%

**We have ideas to make  
2021 a great one!  
Let's chat.**

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