



## The Power of the Purse

### Women...

- are responsible for **92%** of the money spent on **vacations**
- purchase **80%** of all **healthcare** services
- purchase **75%** of **OTC medications**
- make **66%** of all **computer** purchases
- make **51%** of all **consumer electronic** purchases
- buy **about 50%** of **new vehicles...**  
**influence 80%** of **new vehicle purchases**

*Source: Barletta, Martha,  
Marketing to Women*