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Ladies: Globally – We're Stressed

So ladies, I'm sure if you're like me and any of the women I know personally, you have been running hither and yon to keep all of your hats – home, work, parents, children, finances, and relationships – in the air all at once. And sometimes, you find yourself wondering, “Is it just me? Am I the only one feeling like I'm an exotic juggling act in the three ring circus of life trying to keep all these things balanced?” Well, shout hallelujah and signal the ringmaster to shine the spotlight on you in the center ring because the answer is a resounding No, you are not alone. Nielsen's latest comprehensive report Women of Tomorrow: a Study of Women around the World confirms women around the globe are feeling pressure like never before and are stressed!

Nielsen is known for its measurement capabilities and for analyzing consumer behavior and trends in media, online, mobile and more around the globe. We recently conducted this study among nearly 6500 women in 21 countries throughout Africa, Asia Pacific, Europe, Latin America, and North America, representing 60 percent of the world's population and 78 percent of the Gross Domestic Product (GDP). We included women in both developed markets – like ours – and several emerging markets like India and Nigeria. Some of the key findings:

Ninety percent of women believe their role is evolving for the better from gender equality to workplace opportunities.

NIELSEN WIRE

Cheryl Pearson-McNeil

Women control 12 trillion dollars in global spending of 18 trillion dollars, but want to share jointly in life responsibilities and decision making.

While women are indeed increasingly empowered, we are increasingly stressed.

Whoop! There it is! Call your girlfriends and tell them “Girl, it's

on food is staggering. In Nigeria, for example, 40 percent of household spending is on food, vs. 7 percent in the U.S. So if women in emerging countries found themselves with any additional dollars it would go toward savings, clothes and education. While women in developed countries like ours are more likely to use extra cash for luxuries like vacations, savings and paying off debt.

In conducting this research, women were divided into three segments – daughters (average age

the least stressed segment. Perhaps not surprisingly, grandmothers are also most likely to believe that they have successfully achieved that delicate work-life balance.

Fellas, I think the most notable take away from this study for you is that women would like to share more male/female responsibilities. We may be doing it all but would love to have a little more help from you. Umm hmm, did you hear that? Ladies, they may have missed that point, so if you want to cut this column out and post it up on the 'fridge for those times when you need a little back up, feel free. Guys don't like arguing with you, let alone taking on women from 21 countries and arguing in multiple languages! (You should highlight the multiple languages part).

Consider this ladies: if based on our global spending power of \$12 trillion we were our own country (and lord knows there are times we wish we were don't we?) we'd be about the size of the United States (based on GDP). That's a lot of power. So, there's no doubt that you and I and our sisters across the globe are agents of change. Can you imagine how much more powerful we'd be if we got a little more support on the home front? So, when's the last time you actually asked for the help you need? I'm just sayin'.

Cheryl Pearson-McNeil is senior vice president of public affairs and government relations for Nielsen. For more information and studies go to www.nielsen-wire.com

Women everywhere around the world report being pressured for time

official! Women everywhere around the world report being pressured for time, rarely have the time to unwind; feel stressed and overworked most of the time. And yes, want just a tad bit of help from the fellas' time to time. It is

30), mothers (average age 47) and grandmothers (average age 67). The high stress factor is universal, but it breaks down generationally. The “daughter” generation is the most stressed. This stands to reason as this woman's family is

In Nigeria, 40 percent of household spending is on food, vs. 7 percent in the U.S.

NOT just us!”

How we cope with stress varies between developed and emerging markets. Our sisters in emerging countries are often faced with maintaining every day basics like food and clothing. The percentage of their household income spend

young and she has not likely achieved her full earning potential. Among “mothers” the stress is mid-level. Makes sense because by the average age of 47, income levels are (usually) higher; but finances are still cause for concern. Lastly, “grandmothers” are

Lockout? NFL Fans Need To Get Mobilized

After constant attention on negotiations in the National Football League and the subsequent lockout [where the employers refuse to let the employees work] by the owners, there has been something close to silence. Recent court rulings have permitted the owners to go forward with their lockout, at least for now. And, the rest of us just sit back and watch the calendar slowly approach the beginning of the next season.

The gist of the dispute, as I have discussed in earlier commentaries, has been the greed of the owners. There is really no other way to put it. They are seeking concessions from the player, including an extension of the football season, in a situation where the owners cannot demonstrate any economic need for such givebacks. The only logical conclusion as to why the owners have pushed this dispute to the point of a lockout is so that they can destroy the union of the players—the NFL Players Association—and achieve total dominance over the players and the sport.

The Players Association, under its relatively new Executive Director DeMaurice Smith, has been doing a great job of fighting the good fight. In fact, sports writers and fans have expressed significant support for the Players and have, correctly, identified the greed on the part of the owners as

TRANS AFRICA



Bill Fletcher Jr.

the major source of this conflict. Yet the owners see no particular

What the owners seem to be counting upon is passivity on the part of the fans. The owners actually do not care whether the fans support them or not. What they are concerned with, however, is what the fans do. It is for this reason that the fans of football need to become motivated and active if we want justice to be won by the players. Here are a few ideas:

1. There needs to be a highly visible organization of the fans,

participate.

2. This organization of fans needs to ensure that governmental bodies, particularly municipalities, that have been considering or negotiating any deals that concern new stadiums, put such talks on hold. Not only do most sports stadiums NOT bring economic advancement to locales, but they almost always involve major financial concessions by cities and counties, that is, by the taxpayers. Let's temper the greed of the owners by putting a freeze on further talks for the moment.

3. Few fans, except the most tried and true, have any idea who the actual owners are. So, let's go visit them and introduce ourselves. Let's have large delegations of fans show up at the offices of the owners and make clear, non-violently, our concern about their greed. Perhaps we should have massive vigils to pray for the souls of the owners.

This is a start. It is not a complete list but it is enough to get us running. Time to get away from the television and the sports bars and into the streets. Let's get the voices of the fans heard and put the owners on the hot seats.

Bill Fletcher, Jr. is a Senior Scholar with the Institute for Policy Studies, the immediate past president of TransAfrica Forum, and the co-author of Solidarity Divided.

The gist of the dispute, as I have discussed in earlier commentaries, has been the greed of the owners

reason to back down. Conservative court decisions in their favor, along with a national

something like “We stand with the Players” or something like that. This needs to be more than a cou-

Most sports stadiums NOT bring economic advancement to locales

political climate that promotes the destruction of labor unions, encourages their arrogance.

ple of people setting up a website. There need to be thousands of active members who sign up to