

GENDER: **WOMEN**
KEY AGE GROUP: **25 – 44**

SEGMENT COMPARISON.

SAME DEMO, DIFFERENT BEHAVIOURS



VALUES AND CHARACTER:

Adventurous

Family Oriented

THEY ARE INTERESTED IN:

Career and Business

DIY / Home Improvement

WANT BRANDS TO BE:

Exclusive

Authentic

HOW THEY DISCOVER BRANDS:

Endorsements by celebrities/influencers

Product Samples or Trials

THEY CARE ABOUT:

Gender Equality

Anti-Bullying

MUSIC PREFERENCE:

Enjoy discovering new music

Listen to well-known / popular artists



Career Driven Women

1.4mil

Career and success driven women executives and professionals



Yummy Mummies

948k

Mums who keep up to date with the latest fashion and style trends

4% are also Yummy Mummies

6% are also Career Driven Women