

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

# SEGMENT COMPARISON.

**SAME DEMO, DIFFERENT BEHAVIORS**



## VALUES AND CHARACTER:

Adventurous

Family Oriented

## THEY ARE INTERESTED IN:

Fine Art

Handicrafts

## ONLINE CONTENT:

Jobs & Education

Family

## USE SOCIAL MEDIA FOR:

Network for Work

Share Opinion Online

## THEY CARE ABOUT:

Gender Equality

Anti-Bullying

## WHY THEY FOLLOW ARTISTS ON SOCIAL MEDIA

Trust them when they recommend products

Think they are interesting personalities



Career Driven Women

**26mil**  
Career and success driven women executives and professionals



Yummy Mommies

**9.5mil**  
Moms who keep up to date with the latest fashion and style trends

3% are also Yummy Mommies

6% are also Career Driven Women