

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

SEGMENT COMPARISON.

SAME DEMO, DIFFERENT BEHAVIOURS



VALUES AND CHARACTER:

Adventurous

Family Oriented

THEY ARE INTERESTED IN:

Live Events

Local Issues

ONLINE CONTENT:

Travel

Family

FOLLOW ON SOCIAL MEDIA:

Contacts relevant to work

Comedians

THEY CARE ABOUT:

Gender Equality

Anti-Bullying

MUSIC PREFERENCE:

Enjoy discovering new music

Listen to artists that are well-known & popular



Career Driven Women

4.1mil

Career and success driven women executives and professionals



Yummy Mummies

2.2mil

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

3% are also Yummy Mummies

6% are also Career Driven Women