

KEY 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

Handicrafts and Gardening

ONLINE CONTENT:

Real Estate

Family

USE SOCIAL MEDIA FOR:

Networking for work

Share details of their lives

THEY CARE ABOUT:

Animal Rights

Anti-Bullying

WHY FOLLOW ARTISTS ON SOCIAL MEDIA

Think they are interesting personalities

Value their opinions on social issues



Career Driven Women

2.8mil
Career and success driven women executives and professionals



Yummy Mummies

1mil
Mums who keep up to date with the latest fashion and style trends

3% are also Yummy Mummies

8% are also Career Driven Women