

# Women online – which one is yours?



One of the advantages you have as a woman online marketer is being able to relate to other women online. Since men are still working on what women want, you are uniquely positioned to market to this audience.

Our best understanding of this audience covers published data from 2012 – 2014. It's likely the data estimates are somewhat similar or can be projected to be higher for 2016.

According to the Nielsen report in 2013, there were 14 million more women engaged in online activity than men (116 million women vs. 102 million men).

Women in terms of their decision powers have the advantage of making the majority of consumer purchases (85%) and financial services (93%). Within the decade they will control two-thirds of U.S. consumer wealth.

## **Women Online Activity**

In terms of the activity for women online

- 58% make consumer purchases online
- 22% shop online at least once a day
- 92% pass along information about deals or finds to others

## **Group Features of Women Online**

We can understand these women better by looking at different group features.

**Moms** – estimated \$2.1 trillion in purchasing power

- 51% of the online audience
- 33% + are bloggers
- 3 hours/day average online activity
- 64% trust recommendations from personal social contacts

## **Working Moms**

- 57% use social media to research products and services

## **Stay at home moms**

- 71% unemployed with at least 1 child search for brand

deals

### **Millennial Moms** – 20% of U.S. moms

- 79% access social media with mobile devices
- 61% share content daily online
- 3.4 social media accounts vs 2.6 for all other moms (average)

### **Non-Moms** – 19 million women without children

- 38% of women age 20-44
- 59% are single
- 17.5% identify as GLBTQ
- 75% have some college education
- 40% prioritize career success as number 1
- 1500 followers or friends on social media (average)
- 28 hours/week online

### **Business Women**

While we don't have any specifics of how many business women are online, it's plausible to assume a good number are making business purchases online.

- 59% increase in the number of women-owned business (1997-2013)
- 62% question whether if the companies they buy from understand their needs as business owners
- 76% question whether most companies understand their needs as women

According to the U.S. Bureau of Labor of Statistics in 2010, women were:

- 55% of purchasing agents
- 46% of purchasing managers
- 52% of wholesale and retail buyers
- 69% of HR managers
- 59% of financial managers

### **Baby Boomer Women** (age 50 and over)

According to Pamela Lockard, CEO, founder of the direct marketing agency DMN3, these are some of the highlights for Baby Boomer Women.

- Super consumers (95% make household purchase decisions)
- Fastest growing demographic of U.S. population
- \$19 trillion in combined net worth
- 30 million are online (9% of U.S. users)
- 22% shop online at least once/day
- 92% pass along information about deals to others
- \$4 billion+ spent online according to Nielsen report, 2011
- Spend billions in the fastest growing e-commerce segment of apparel and accessories
- Prefer email communications
- Spend more time on social media, especially Facebook
  - 41% of Facebook users are Boomers
  - 48% of Twitter users are Boomers
  - 53% of Pinterest users are Boomers

### **Women of Wealth and Affluence**

We really don't know much about their online habits, but I think it's safe to assume they are just as engaged as the other groups of women we've profiled.

### **High-Net-Worth Women**

- Wealthy women investors are growing at a faster rate than men
- 39% of the country's top wealth earners are high-net-worth women
- 2.5 million have \$4.2 trillion in combined assets
- 1.3 million women professionals and executives earn in excess of \$100,000 annually
- 43% of women have assets of more than \$500,000

### **Affluent Working Women** (family incomes of \$75,000 +)

- Growing segment of this population
- 94.3% access the Internet during an average month
- About 50% are estimated to be heavy Internet users

Do you think you can expand your product or service to a woman you haven't thought of before?

**Note:** unless otherwise specified, all figures and information cited here come from the She Economy Report by Stephanie Holland and represent her original citations. Any changes in wording and abbreviations were made for clarity and content brevity while retaining the original content meaning.

Sources:

<http://she-economy.com/report/marketing-to-women-quick-fact>

<https://www.dmn3.com/dmn3-blog/what-you-should-know-about-the-boomer-woman-and-e-commerce>

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