

# Women as Audiences and Consumers

## How Brands Can Reach This Influential Segment

There's no doubt women are a powerful consumer group. Making up 51% of the U.S. population,<sup>1</sup> they control most purchase decisions and show loyalty to brands they trust. Still, they're often an afterthought to marketers, consistently underrepresented and misrepresented in advertising. By gaining a better understanding of this audience and planning strategic TV advertising campaigns, brands can more effectively reach women and win their business.



01

## Women as Consumers

Women hold a significant amount of consumer power, largely due to the fact that they are often the primary caregivers, decision-makers, and shoppers of the household.



of all consumer purchase decisions are made by women<sup>2</sup>

**And winning their business pays off long-term.**



of women say they'll remain loyal to brands they like<sup>2</sup>

 **Key Takeaway**

Women form a group of consumers you can't afford to overlook.





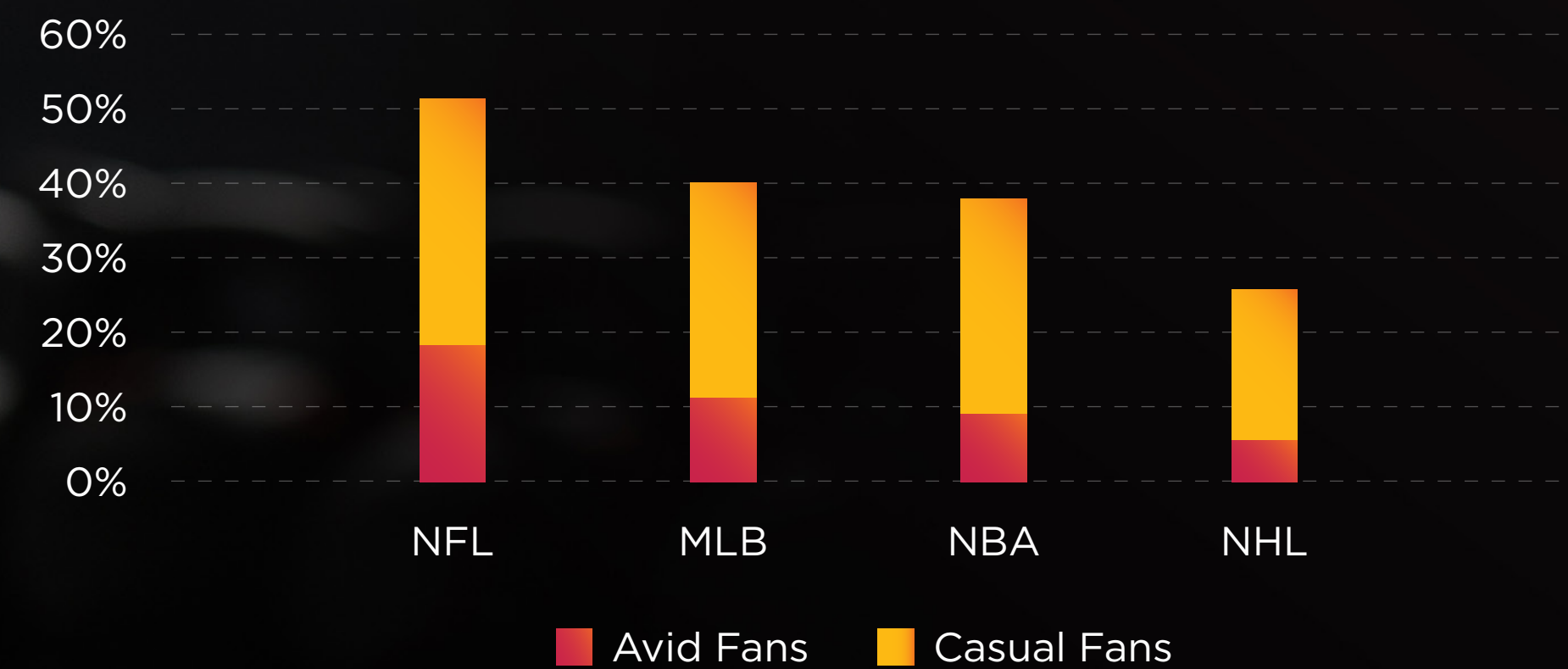
## 02 Sports Viewership

Among most demographics, sports programming makes up some of the most popular TV content, a trend that holds true in households with women.<sup>3</sup> Advertising during sports is a surefire way to reach women, with 59% saying they're sports fans.<sup>4</sup> Women's favorite sport? Football.

**51%** of women are NFL fans<sup>5</sup>

**47%** of NFL viewers are women<sup>6</sup>

% of Women Who Are Fans<sup>5</sup>



### Key Takeaway

Reach women during the content they love, especially sports.

# 03

## Women and Advertising

In TV content, women only get about 38% of total time on screen.<sup>7</sup>

Advertising shows similar trends. In commercials:<sup>8</sup>

- Men speak **7X** more than women
- Men get **4X** more time on screen than women
- Men are **62%** more likely to be shown as “smart”

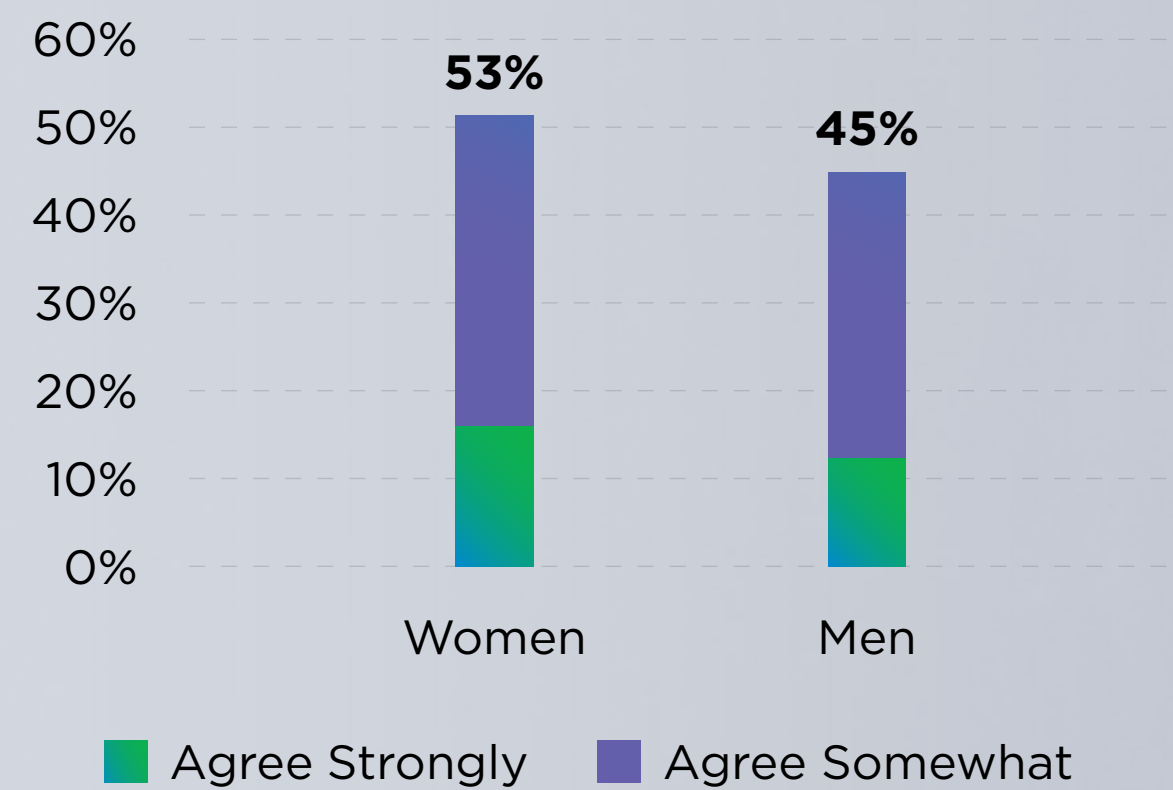
So it’s no wonder: **76%** of female consumers believe the way they’re represented in advertising is completely wrong.<sup>8</sup>

### Reaching Women Through Advertising

Despite the misrepresentation, women are influenced by advertising and are more likely than men to agree that TV ads provide useful information.

- **72%** of women say TV and radio ads influence them to try new products<sup>9</sup>
- **80%** of women say TV and radio ads influence them to try new brands<sup>9</sup>

### Advertising on TV Provides Useful Information<sup>10</sup>





The most successful approach for brands is to show and speak to both genders equally. Brands are rewarded when they cultivate a wider gender appeal.

But only 1/3 of brands strike the right balance.<sup>8</sup>

Average Company Value (Millions)<sup>8</sup>




32%  
Male Skew



35%  
Female Skew

33%  
Balanced

 **Key Takeaway**

Be more deliberate in how you show and appeal to women, and make sure your advertising doesn't play into gender stereotypes.



Whether you want to reach a broad variety of women or women matching particular criteria, Effectv can help you deliver your message to the right households and devices during the multiscreen content they love.

Learn more about Effectv's advertising solutions:

**[www.Effectv.com](http://www.Effectv.com)**

**888.877.9799**

Sources:

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