

Marketing to Women - UK - February 2017

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“There is a temptation for marketers to view women as ‘mothers’ but more diverse lifestyles mean that starting a family is not as strong an aspiration for today’s young women as it once was. Brands could benefit from meeting demands for strong female role models that inspire confidence, but move away from less relatable celebrity brand ambassadors that can feed insecurities.”

– **Lucy Cornford, Category Director - Lifestyles**

This report looks at the following areas:

- **Women as more than mothers**
- **The anti-celebrity movement**
- **Breaking gender divides down further**

Women in the earliest stages of adulthood are on the lookout for female role models that align with their aspirations, extolling traits that imply vocational success, strength and independence, in stark contrast to the family values at the heart of the older generation.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Executive Summary

The market

Self-employment booms

Age of motherhood continues to rise

It's good to share

The consumer

Young women prepare for the future

Figure 1: Aspirations over the next three years, by youngest and oldest demographics, October 2016

Hobbies and interests offer an 'escape' from modern lives

Figure 2: Main hobbies and interests, October 2016

A polarised view of female role models

Figure 3: Attitudes towards female role models, October 2016

Women gravitate towards traditional roles

Figure 4: Confidence in life skills, October 2016

Young women under pressure

Figure 5: Top seven causes of stress over last 12 months, by youngest and oldest demographics, October 2016

Walk it out

Figure 6: Ways in which stress has been tackled, October 2016

The rise of feminism

Figure 7: Women's attitudes, October 2016

Relatable advertising most resonant

Figure 8: Perceptions of common advertising themes, October 2016

What we think

Issues and Insights

Women as more than mothers

The facts

The implications

The anti-celebrity movement

The facts

The implications

Breaking gender divides down further

The facts

The implications

The Market – What You Need to Know

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Older female workers indicate opportunities for brands
 Self-employment booms
 Financial confidence strong
 Age of motherhood continues to rise
 It's good to share

Market Drivers

An ageing population

Figure 9: Trends in the age structure of the UK female population, 2011-21

Employment

The boom in female self-employment

Figure 10: Employment and unemployment, by gender, 2011-21

Gender inequality

Promoting diversity to boost UK economy

Getting mothers back into the workplace

'Period' leave

Financial confidence improving

Figure 11: The financial confidence index, females only, April 2013-November 2016

Figure 12: Past and future spending, females only, November 2016

Age of motherhood continues to climb

Figure 13: Total fertility rate (TFR) and number of live births, England and Wales, 2009-15

Effort put into staying healthy

Figure 14: Amount of effort people put into staying healthy, females only, by age, August 2016

Digital activities indicate interest in sharing

Figure 15: Selected online activities performed in the last three months, females only, December 2015 and July 2016

The Consumer – What You Need to Know

Young women prepare for the future
 Hobbies and interests present an 'escape' from modern lives
 A polarised view of female role models
 Women gravitate towards traditional roles
 Young women under pressure
 The rise of feminism
 Blurring gender roles
 Relatable advertising most resonant

Future Aspirations

Travel is a leading aspiration

Figure 16: Aspirations over the next three years, by youngest and oldest demographics, October 2016

Preparation is in for today's young women

Seniors need a hobby

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Hobbies and Interests

Reading is a top interest

Figure 17: Main hobbies and interests, October 2016

Sport and exercise as an aspiration

Financial challenges dampen travel plans

Attitudes towards Female Role Models

Young women seek independent role models

Figure 18: Attitudes towards female role models, by youngest and oldest demographics, October 2016

The rise of feminism

Figure 19: Under Armour 'I Will What I Want' campaign starring Misty Copeland, 2015

The celebrity-(non)effect

Confidence in Life Skills

Traditional roles rule

Figure 20: Confidence in life skills, October 2016

Necessity breeds confidence

Dealing with Stress

Money, money, money

Figure 21: Causes of stress over last 12 months, October 2016

Young women and mental health

Figure 22: Repertoire of causes of stress over last 12 months, October 2016

Figure 23: Meik Wiking's The Little Book of Hygge, 2016

Walk it out

Figure 24: Ways in which stress has been tackled, October 2016

A problem shared is a problem halved

Women's Attitudes

The rise of feminism...

Figure 25: Women's attitudes, October 2016

...could be damaged by celebrity involvement

A gender-less society?

Perceptions of Common Advertising Themes

Relatable advertising viewed as most positive

Figure 26: Perceptions of common advertising themes, October 2016

Figure 27: Attitudes towards advertising themes, October 2016

Figure 28: Rose & Willard 'Confidence' clothing campaign, 2016

Emotion out-performs the 'hard-sell'

Appendix – Data Sources, Abbreviations and Supporting Information

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Abbreviations

Consumer research methodology

Correspondence analysis methodology

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