

# WOMEN ARE GREAT SHOPPERS!

Statistics on the power and influence of WOMEN in today's marketplace are astounding and undeniable

## HERE'S HOW TO REACH THE FEMALE TARGET GROUP



**These 3 Stations reach the  
5 Groups of Female Consumers  
and are the Number One Stations\*  
for Audience Share of Tuning for:**

Females 18+, Females 18-49,  
Females 18-54, Females 25-49,  
Females 25-54 and Females 50+



[www.bayshorebroadcasting.ca](http://www.bayshorebroadcasting.ca)

\* Source: Numeris Fall Radio 2015  
Daypart: Mon-Sun 5a-1a  
Geography: 5449, Owen Sound Central  
Stations: CFOS, CIXK, CKYC

## THE FACTS ABOUT THE FEMALE CONSUMER

**There are 5 distinct groups of  
Female Consumers**

**7% are Emerging Consumers..**  
not working full-time yet but forming key spending habits.

**10% are New Earners...**  
with more discretionary income and described as  
"Canada's most powerful consumers".

**30% are Mothers...**  
with children under 18 whose spending habits have  
likely changed dramatically due to household  
demands. They are the Chief Purchasing Officers of  
their households!

**22% are the "Established"...**  
Women without young children at home and lots of  
spending power.

**31% are the "Silver Spenders"...** Women 50+,  
who have the highest average income and indulge  
most in leisure spending.

*(Globe and Mail)*

**According to MasterCard Canada and the  
EnviroNics Research Group...**

**96%** of all Canadian Women living with a spouse or  
partner say they've got a say in household spending!  
**55%** say they are the sole financial decision maker.  
*(Marketing Daily).*

Women influence **85%** of all car-buying decisions!  
*(National Post)*

**58%** of all Canadian Women describe themselves as  
"spenders" versus "savers".

*(Marketing Daily)*

# DID YOU KNOW...

**Two Thirds of Consumer Wealth is in the Hands of Women?**

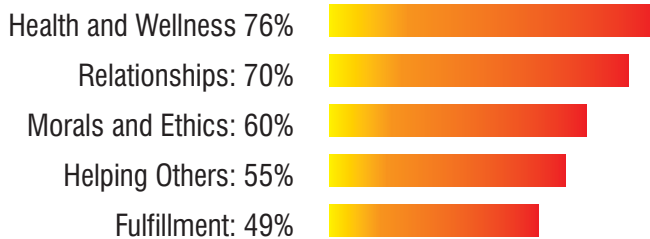
**Women spend 6.67 hours completing household chores each week.**

**80% of home improvement projects are initiated by Women!**

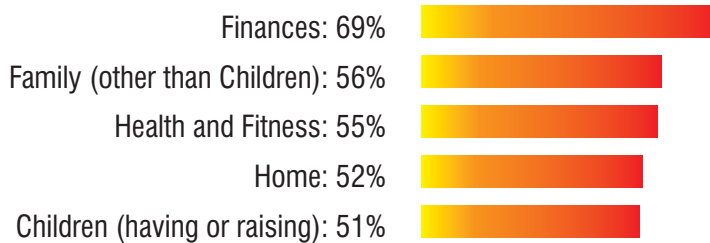
## What Brands do that Drives Women Away?

1. Lack of nutrition in food products
2. Questionable business ethics
3. Not practicing what they preach
4. Ignoring women as legitimate consumers
5. Objectifying women in advertising

## What Women Value



## What's High on Her List of Priorities?



## What Drives Brand Loyalty?

