

Statistics on Women's Influence... and the power of the Women's Choice Award!



WOMEN: A BRAND'S POWERHOUSE



It is a mistake to think that focusing on women alienates men.

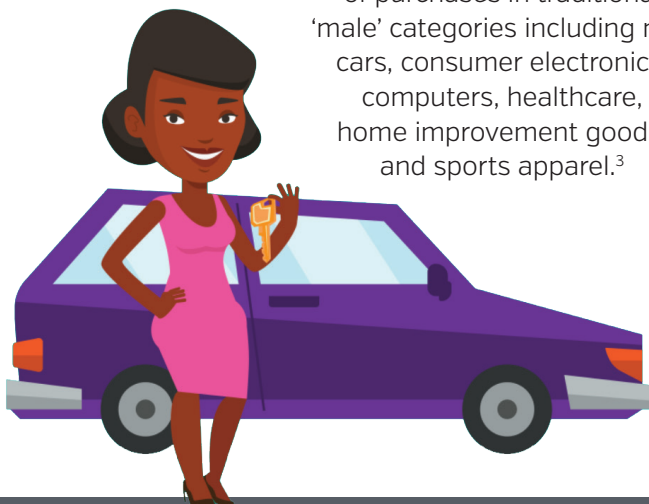
Focusing on women delivers the best to *everyone*.¹



Approximately
40%
of U.S. working women now out-earn their husbands.²

Women
make over
50%

of purchases in traditional 'male' categories including new cars, consumer electronics, computers, healthcare, home improvement goods, and sports apparel.³



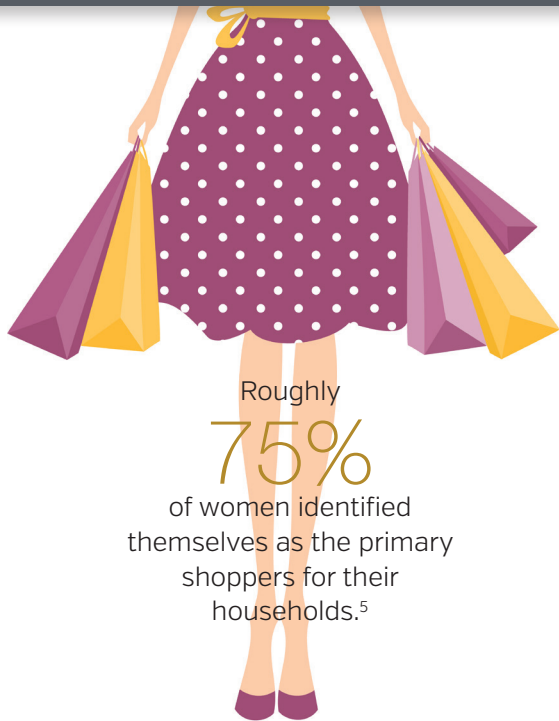
WOMEN REPRESENT
AN ECONOMIC POWERHOUSE,
MAKING OVER

85%

of the consumer purchases (in the U.S.)
and influencing over

95%

of total goods and services.⁴



Roughly
75%
of women identified themselves as the primary shoppers for their households.⁵



Globally,
women reinvest
90%

of their income in their families and communities, spending more earned income on food, healthcare, home improvement and schooling for themselves and their children.⁶

NUMBER 1 CUSTOMER

★
Women's continued control over the country's wealth will impact every aspect of the consumer industry.

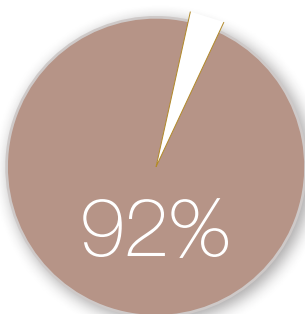
★
From home improvement and automotive, to healthcare, housing, finances, and food – this trend will only increase, leaving women with more spending power than ever.

★
Businesses must evolve in order to serve their number 1 customer – women.

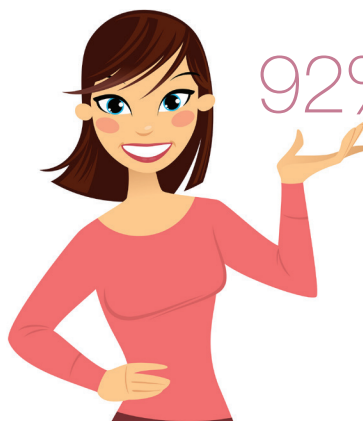


92% of women would trust a brand more if it earned the Women's Choice Award⁷

POWER OF RECOMMENDATIONS



of Americans trust recommendations over other forms of advertising.⁸



92% of women pass along information about deals or online recommendations to others.⁹



Recommendations

are the #1 factor across all stages of the purchase cycle, from becoming initially aware of a product right on through to the actual purchase decision.



Other areas, such as advertising or online sources of information, are important for one or another phase but not throughout. And none are as important as recommendations.¹⁰



When choosing between two brands at a similar cost, 95% of women say that the Women's Choice Award would help make their decision easier.¹¹

WOMEN AT RETAIL



61%

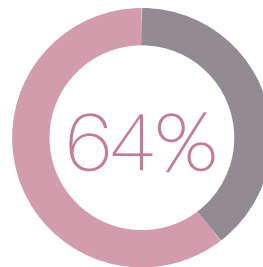
of women are more likely to include an item on their list if they're currently using the brand,

57%

if they have a coupon,

56%

if they have seen the item in a store ad or circular.¹²



of people think that customer experience is more important than price in their choice of a brand.¹³



54%

would consider ending their relationship with a retailer if they are not given tailor-made, relevant content and offers.¹⁴

It costs **6x** more to attract a new customer than to retain an existing one.¹⁵



3 out of **4** customers are more likely to visit a store if the online info is useful. And, digital interactions influence 36 cents of every dollar spent in a brick & mortar store.¹⁷

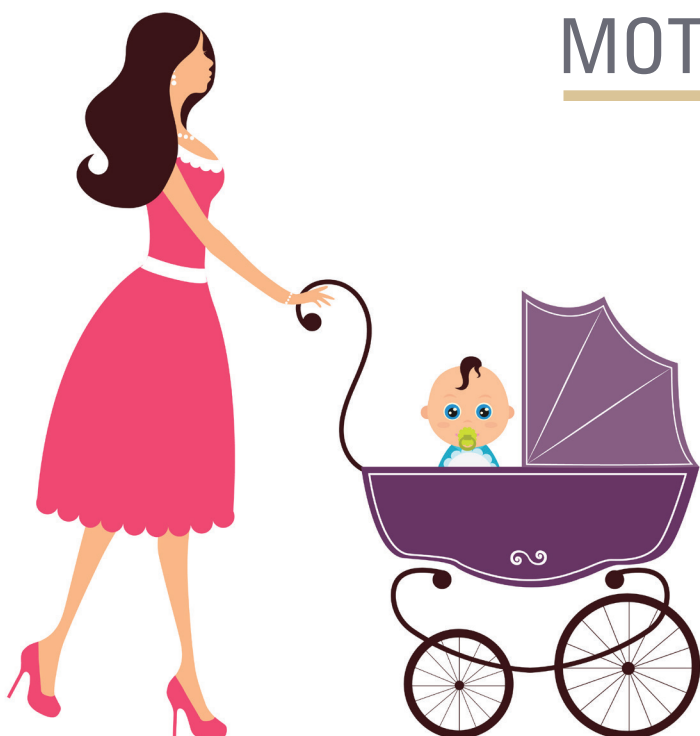
89%

of companies expect to compete mostly on the basis of customer experience, not the channel. Finding new ways to combine e-commerce and retail, providing convenience and personalized experiences is the only way to win the match.¹⁶



Assuming there wasn't a big price difference, over **90%** of women would be more inclined to purchase a different product than they normally use if they knew that it earned the Women's Choice Award.¹⁸

MOTHERHOOD



The labor force participation rate of mothers with children under 18 years of age is

71.3%¹⁹



Facebook is the leader in social networking across all mom subgroups with

72%

of moms using the site.²⁰

“ Many women now have two jobs: one inside the home and one outside the home. The resulting “time compression” means women have less time to engage in the marketplace. When time for shopping goes down, expectations for service and convenience go up. ”

Bridget Brennan, *Why She Buys*



When looking to purchase baby products, moms and moms-to-be across America say that the Women's Choice Award, Most Recommended for Mom & Baby seal would be the most influential accolade in their decision-making process. (As compared to Babycenter 'Moms' Picks', The Bump 'Best of Baby', and The Cribsie Awards).²¹



HEALTHCARE

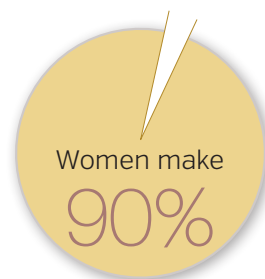


Healthcare marketing is in the Top 3 industries doing the **worst** job of meeting women's needs.²²



Women account for **93%** OTC pharmaceutical purchases.²³



66% of women feel misunderstood by healthcare marketers.²⁴



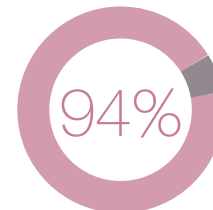
of household healthcare decisions.²⁵



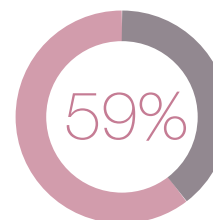
97%
of consumers choose
hospitals based on safety,
regardless of cost.²⁶

95%  
of women say that their trust
in a hospital would increase,
knowing that it earned
the Women's Choice Award.²⁷

Over
96%
of women would prefer to
go to a hospital that has earned
the Women's Choice Award.²⁸



of women make their own
healthcare decisions and



make healthcare decisions
for others.²⁹



9 of 10

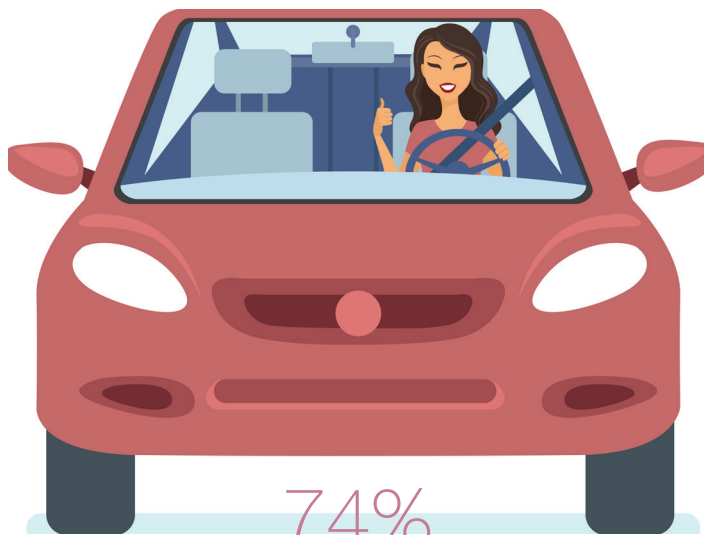


women online seek health
information via the web.
The Internet – more than the
family doctor – is the primary
source for healthcare
information, and women seek
such information online
more than men.³⁰



Women across America find the Women's
Choice Award 'America's Best Hospitals'
designation, to be the **most empowering
award** in healthcare, as compared to U.S.
News, Healthgrades and Truven awards.
It is also one the top 2 most trusted awards for
hospital recommendations.³¹

AUTOMOTIVE



74%
feel misunderstood by
automotive marketers.³²

68%
of cars are purchased by women.³⁵

85%
of car buying decisions are
influenced by women.³⁶



45%
of all light trucks and SUVs are
purchased by women.³⁷

75%
of women don't feel confident
about car-buying.³³



77%
of women take a man
along to a dealership to prevent
being taken advantage of.³⁴



Women are more likely
than men to purchase
smaller, safer and more
fuel-efficient cars, to
drive less, and to have
a lower fatality rate
per distance driven.³⁸



75% of women would feel more
confident purchasing a car from a car
salesman, if it earned and displayed
the Women's Choice Award.³⁹



Women spend over
\$200 billion
on new cars & mechanical servicing
of vehicles each year.⁴⁰



The Female Powerhouse

FOOD



Women are responsible for **62%** of all grocery shopping trips.

Women also spend more money on average: \$44.43 per trip compared to \$34.81 for men.⁴¹



Facebook, Pinterest and web searches are among the most common ways consumers digitally engage with food culture. About half of all shoppers engage with food digitally through social media – especially younger generations.⁴⁴



Among women who consciously choose a specific brand of fruit, **96%** of them would choose to purchase the brand that displays the 'Women's Choice Award, #1 Recommended' seal– even if just initially to try it out.⁴²

59% of women feel misunderstood by food marketers.⁴³

BEAUTY



More-than-half of all women (55%) and nearly 2-in-3 Millennials (62%) read beauty product ingredient labels prior to making a purchase, in order to avoid specific ingredients, including chemicals.⁴⁵

When asking women across America which award they would trust most to support their decision in buying beauty products, the Women's Choice Award 'Best in Beauty' designation, was significantly more influential, as compared to Allure 'Best of Beauty', Cosmopolitan 'Beauty Awards', and Prevention 'Beauty Awards'.⁴⁶

OTHER PURCHASES

Apparel



Women make 60% of apparel purchases.⁴⁷

Electronics



In 61% of all consumer electronics purchases, a woman either initiated the purchase or was involved in the purchase process.⁴⁸

Finance



93% of women say they have significant influence on what financial services their family purchases.⁴⁹

Travel



Women make 70% of all travel decisions.⁵⁰

HOME

Women influence 91% of all home purchases.⁵¹

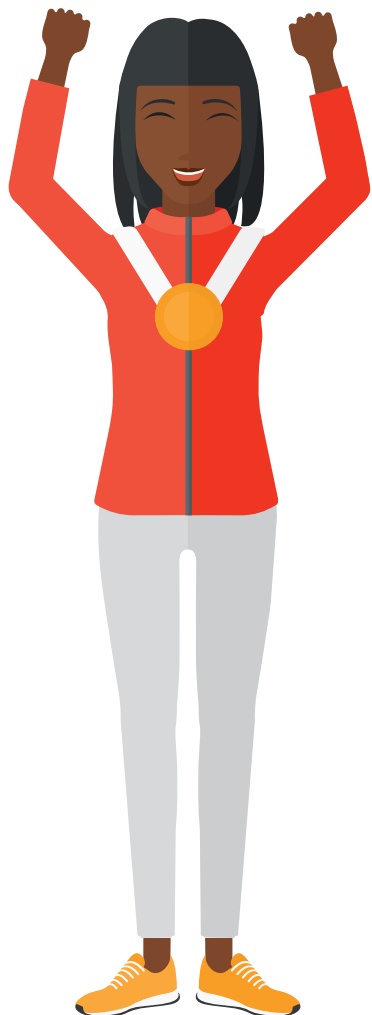


Women initiate 80%

of home improvement purchases, and do most of their pre-purchase research online rather than in-store.⁵²



When choosing between two brands at a similar cost, 95% of women say that the Women's Choice Award would help make their decision easier.⁵³



SPORTS

Of the NFL's
185
million fans,
45%
are women.⁵⁴



44%
of women say they
prefer ads during the
Super Bowl to any other
aspect of the game.⁵⁶



Women make
46%
of official NFL
merchandise purchases.⁵⁵



Sales

of women's NFL apparel have
tripled in the last four years.⁵⁷



More women tuned into
the Super Bowl than
watched the
Oscars, Grammys,
and Emmys.⁵⁸



Emmys 8 million

Grammys 23.8 million

Oscars 24.5 million

Super Bowl 50.4 million



Find out what your “Brand Love” score is among women!
Call 954-922-0846 or email info@womenschoiceaward.com

Sources



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