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BATHINTELIGENCE HUMANGRAPHXPERIENCE

What Women Want

Exploring Women's Perspectives on Care

Self-care is not a one size fits all

Women might find themselves caught in a confusing cycle of self-care and caring for others, misunderstanding the underlying concept, and meaning of self-care with women.

As it seems, they may not recognize their own individual needs for self-care and end up projecting their time and energy onto others. When asked what they would like to do to take care of themselves, most respondents mentioned spending time with their family. This is especially true for married and more mature women (35-55 years old) who are more prone to prioritize spending time with their family, determinal to "me time".

In comparison, young women (18-24 years old) seem to be more aware of their needs, focusing more on taking a break from their responsibilities or using their favorite series as a relaxing and soothing escape from the mundane.

When taking care of themselves, 55+ women are more inclined to choose being active during the day and getting good quality sleep at night.

Their own physical health appears to be at the bottom of their priorities with only 17% of urban women citing medical check-ups as part of self-care.

Caring big for others, but way less on themselves

Juggling multiple responsibilities such as work, family, household chores, and social obligations, women might fail to distinguish between the time they spend on themselves versus doing things for themselves.

However, in declarative level, one third of women spends maximum 1 hour a day nurturing activities just for themselves.

In comparison, women tend to put others first – children, spouses, parents – spending 3-4 hours or more per day caring for others.

Not surprisingly, women with kids have alarmingly less time for self-care (60% spend less than 1 hour for themselves).

Roadblocks to self-nurture

When asked what would they change in their life, women cited the time constraints, the largest number of women (44%) said they would need more financial resources, especially 55+.

Mature women are also more inclined to make changes in their lifestyle in terms of physical health and emotional wellbeing (allocating more time to activities that spark joy).

Looking at the younger generation of women (18-24 years old), they were more likely to admit the need for optimizing their time and prioritizing themselves more as the way to self-care.

Despite progress in gender equality, most women may still believe it's their responsibility to manage everything. They often feel the pressure to handle things on their own, rather than working towards shared responsibilities with their partners. Only 20% of the surveyed women said they thought that their partner/people in household to take on more daily tasks so they could take time for themselves.

The Media Landscape for Women:

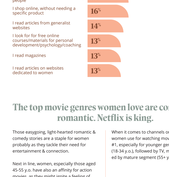
An Overview of Consumption Habits

In their free time, women mostly feed their need for recreation

Juggling all the things daily can make women, regardless of age or stage of life, to feed depleted.

In order to recharge their batteries, most women look for ways to relax and entertain themselves when they get some spare time. Watching TV series/movies and mindlessly scrolling through social media platforms mostly 18-24 y.o.), listening to music (especially young women 18-24 y.o.), accessing social networks (both generations, with a higher affinity in mature women).

Next in line, around 3 out 10 women look for connection when they have free time on their hands, turning to their family or close friends.



The top movie genres women love are comedy & romantic. Netflix is king.

Those easygoing, light-hearted romantic & comedy stories are a staple for women, probably as they tackle their need for entertainment & connection.

Next in line, women, especially those aged 45-55 y.o. have also a strong affinity for action movies, as they might ignite a feeling of empowerment or excitement and documentaries (especially 35-44 y.o.) which are an easy, relaxing way to learn new information.

When it comes to channels or platforms women use for watching movies, Netflix is #1, especially for younger generations (18-34 y.o.), followed by TV, most appreciated by mature segment (55+ y.o.).

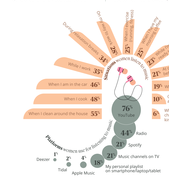
Health content articles are in high demand

Even though women may be less likely to engage in actual health investigations, such as going to the doctor for check-ups or getting screening tests, they seem highly interested in consuming health-related content.

However, this high interest might be related mostly to issues around mental health and personal development, given the emerging trend of discussion on these topics.

Gastronomy comes second in women's preferences, content consumed both in magazines and on websites.

Women seem to be less eager to read parenting related articles, probably as they feel the need to have a break from reflecting upon the more life and instead focus on themselves when time allows.



Cleaning, driving and cooking with background music. YouTube is dominant.

55% of women who listen to music do so while cleaning the house, the most popular music listening situation, probably as it makes the house more enjoyable.

Cooking, another activity that does not require over-full undivided attention, is second at 48%, followed by travelling by car (46%). Listening to music while cooking makes women lose the traffic more easily.

When it comes to channels or platforms that women use for listening to music, YouTube comes first, followed by radio.

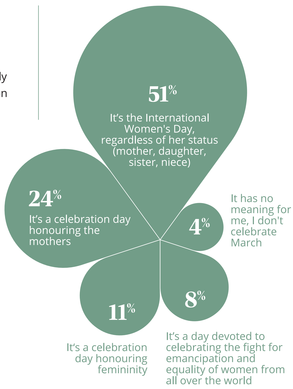
When I clean the house
55%
When I drive
46%
When I cook
48%
When I have around the house
53%
Cleaning the house
Driving
Cooking
Cleaning the house
Cooking
Cleaning the house
Cooking
Cleaning the house

Women's Voices, Women's Choices:
A Look at Gift Preferences on March 8th

On March 8, most women celebrate International Women's Day

Most women are aware and celebrate one way or another when the calendar strikes March 8.

Nowadays, 5 out of 10 women (especially 55+) associate March 8 with a celebration for women all around the world, regardless of their status, while for 24% of women, this day remains all about honoring their mothers (especially women aged 35-44 y.o. and women who have children).



Most women like receiving flowers on March 8

Since March 8 is mostly associated with celebrating women, gift-giving is a common way to mark the occasion.

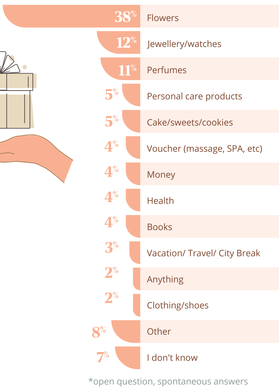
It appears that simple yet thoughtful gifts, in form of flowers and candies are the most popular items that women receive on this day as a gesture of appreciation.

Perfumes are also a popular gift that women receive which is also in line with their desires.

On March 8, jewelry and watches seem to be received less often than women would like, according to the respondents' spontaneous answers.

Gifts women **usually receive** on March 8

Gifts women **would like to receive** on March 8*



*open question, spontaneous answers

Symbolic gifts from loved ones and high expectations from employers

When it comes to women's preferences, most would like to receive flowers from their loved ones as a gift on March 8.

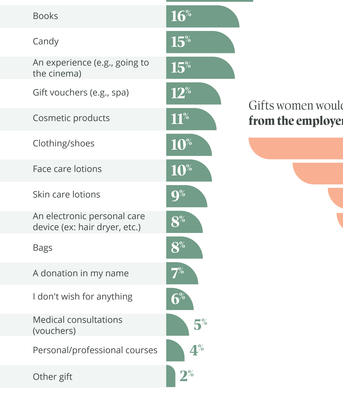
Next on women's list of desires for this occasion come perfumes (especially 55y.o.), travel opportunities (especially 45-55 y.o.) and jewelry/watches (especially 35-44 y.o.).

In contrast, very few women would appreciate vouchers for medical consultations or personal/professional courses as gifts.

Looking over to their employers, most women, especially those aged 45-55 years old, would like to receive some sort of financial reward, probably as it would allow them to choose a gift of their own liking.

While gift cards would be highly appreciated, facilitation of a breast ultrasound or a therapy session seem to be the last on women's minds.

Gifts women would like to receive on March 8 **from dear ones**



Gifts women would like to receive on March 8 **from the employer**

Ask for details from consumer@starcomww.com