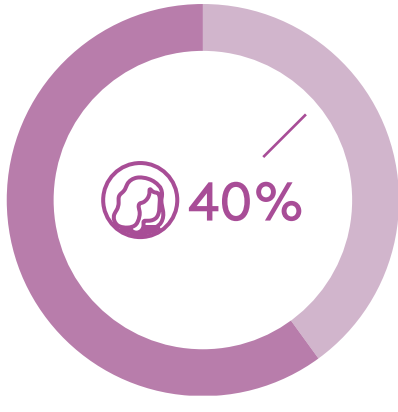


Women in the Digital World

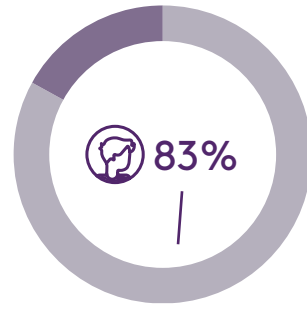
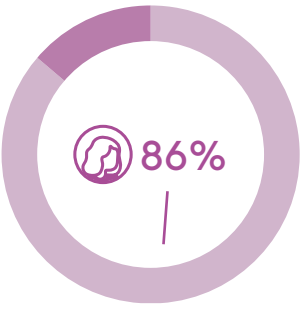
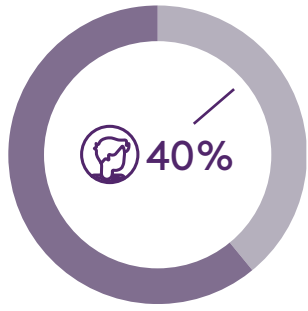
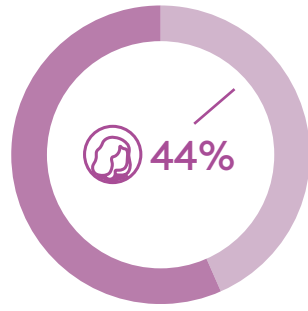


Women, more present than men in the digital age?

"I use the internet constantly throughout the day"



Device ownership : tablets & smartphones



Top 5 countries where connected women own tablets the most

Tablets	
Spain	60%
Norway	59%
GB	58%
Turkey	56%
Denmark	56%

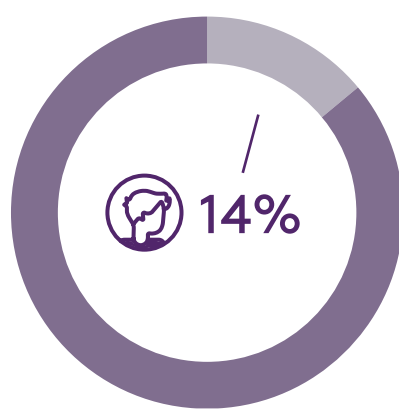
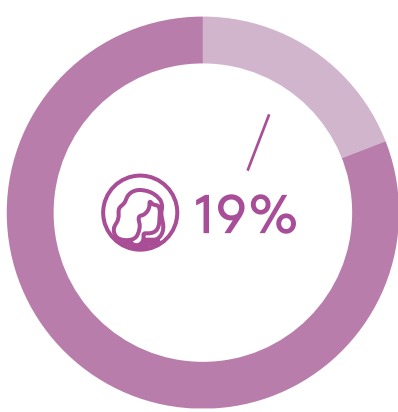
Top 5 countries where connected women own smartphones the most

Smartphones	
China	92%
Sweden	91%
South Korea	90%
Italy	89%
South Africa	89%



Women & social media

"I spend a lot of my time online on social media"



Top 10 of the most used social networks

	Women	Men
1. Facebook	35%	31%
2. YouTube	23%	29%
3. Instagram	22%	16%
4. Twitter	8%	10%
5. Wechat	8%	9%
6. Snapchat	7%	6%
7. Pinterest	5%	2%
8. Weibo	3%	3%
9. VKontakte/VK.com	2%	2%
10. QQ Space/Gzone	2%	2%

Top 5 countries where connected women use Facebook the most

Facebook	
Mexico	70%
Brazil	65%
Argentina	61%
Norway	60.5%
Denmark	57%

Top 5 countries where connected women use Instagram the most

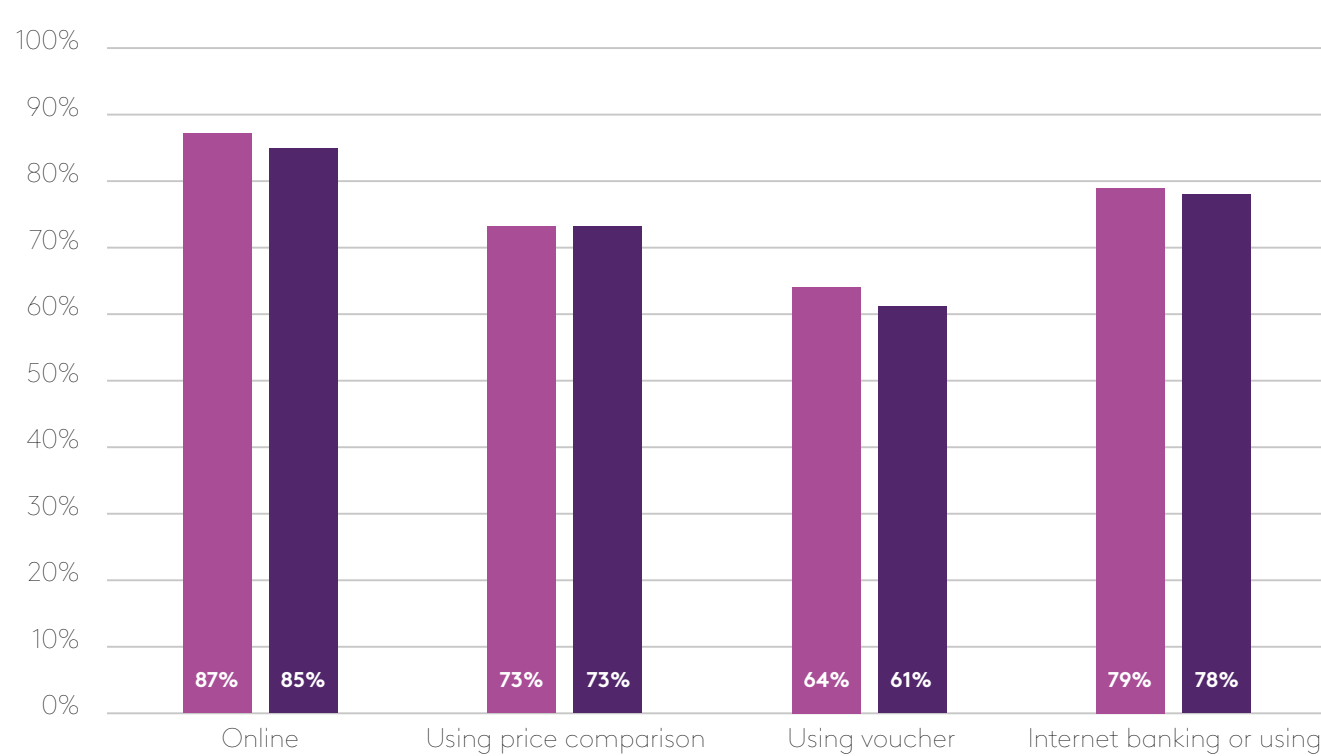
Instagram	
Turkey	65%
Brazil	51%
Argentina	43%
Sweden	37.5%
Spain	34.5%

Top 5 countries where connected women use Snapchat the most

Snapchat	
Norway	41%
USA	14%
France	14%
GB	14%
Canada	13%



Not only women but also men shop online



Top 5 countries where connected women shop online the most

Online shopping	
South Korea	94%
Poland	93.5%
China	93.5%
Brazil	93%
Germany	92%

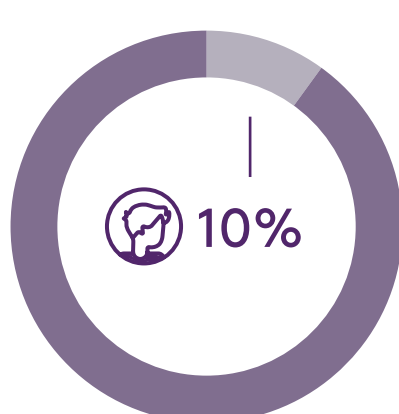
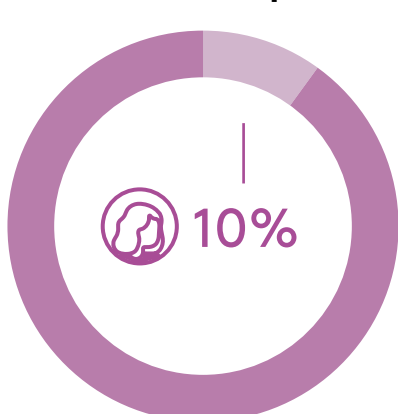
Top 5 countries where connected women use voucher code websites the most

Using voucher code websites	
Brazil	87%
Turkey	79%
Italy	78.5%
Poland	76%
China	73%

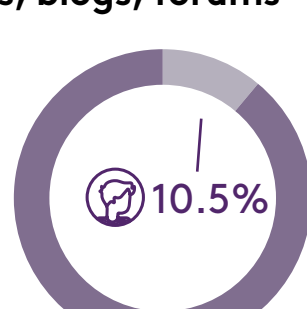
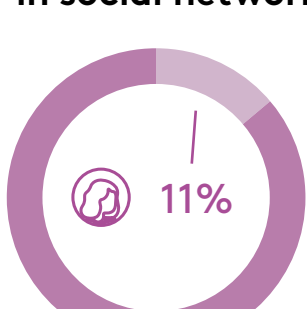


Influence & word of mouth

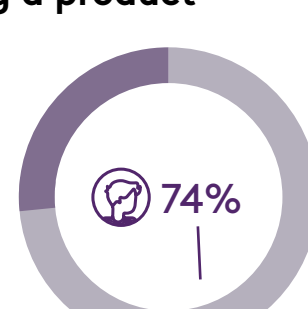
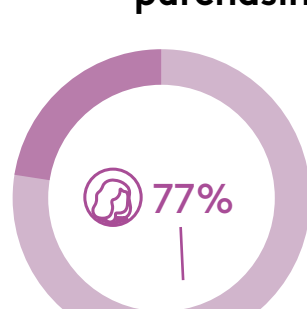
"I often express my opinion on brands online"



"I enjoy express my views online, in social networks, blogs, forums"



Looking for user reviews before purchasing a product



Top 5 countries where connected women enjoy express their views online

Brazil	21%
Mexico	17%
China	15%
USA	10%
GB	7%

Top 5 countries where connected women look for user reviews before purchasing a product

Brazil	90%
Turkey	89%
Russia	87%
South Korea	86%
Italy	84.5%

Source : TGI Global Quick View - Connected (internet-using) consumers (aged 16+) across 22 of the world's largest markets