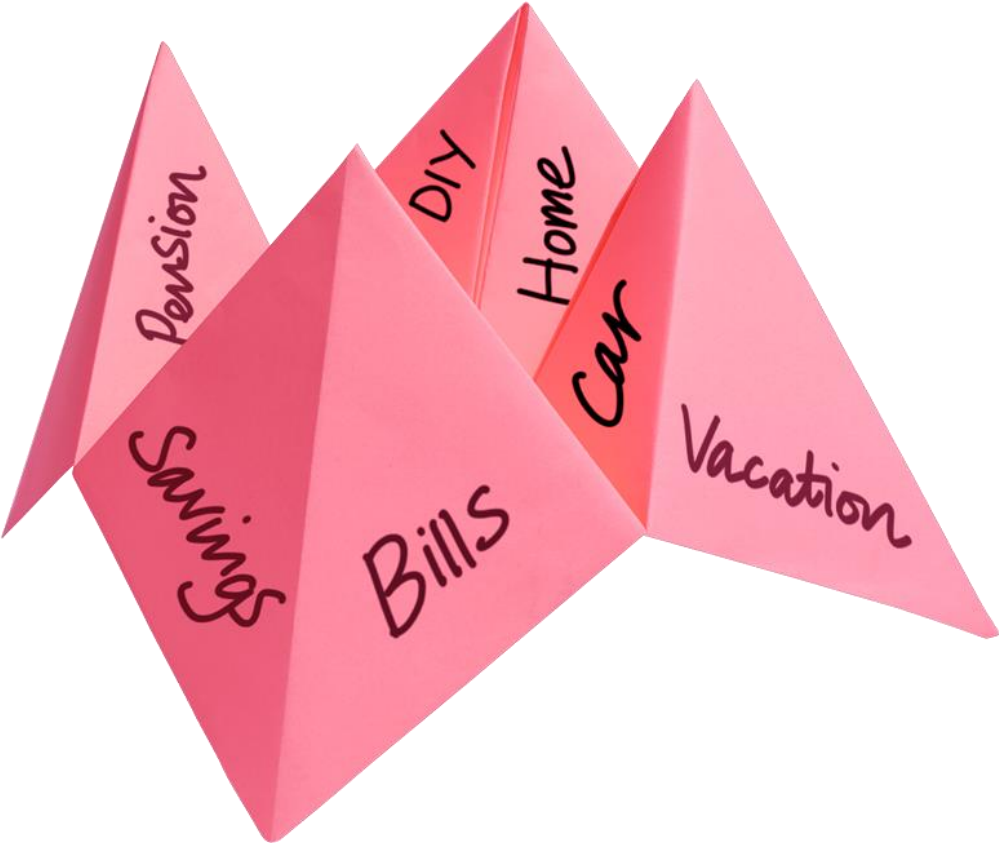


She Decides

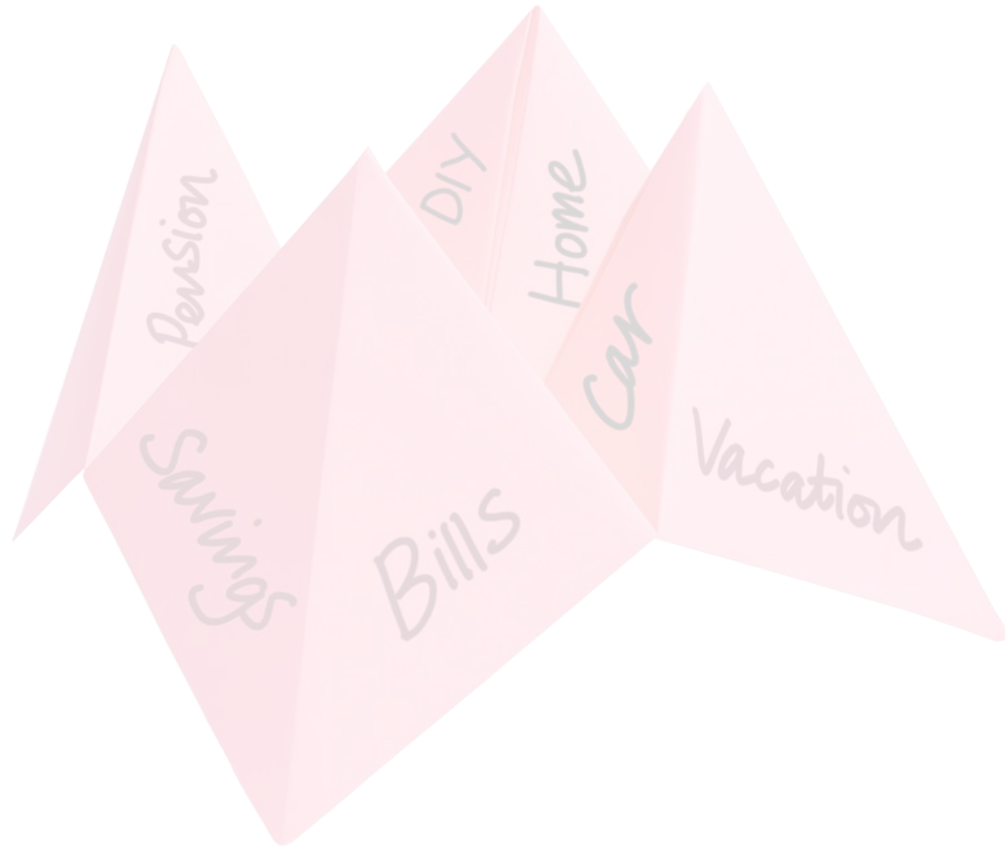
Results Women & Health survey

 Roularta
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She decides

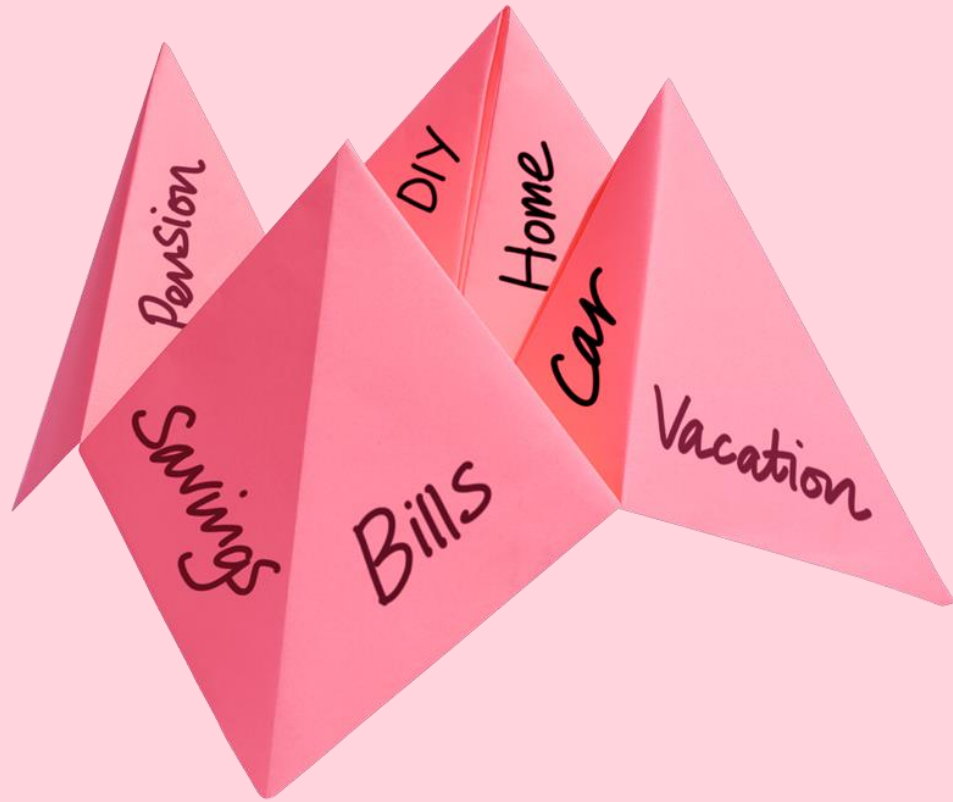


Methodology



Period:	September - October 2023
Online:	Self-completion
# Respondents:	4.201 (2.324 women)
Language:	Dutch/French
Target:	Readers of the Roularta magazines





She Decides





Above all,

women value **quality**
time with **family & friends**

Our female audiences

Q : What makes you happy and makes you feel good?

6 out of 10

... delicious food & enjoying meals



54%

... me-time

feeling
GAEL 59%

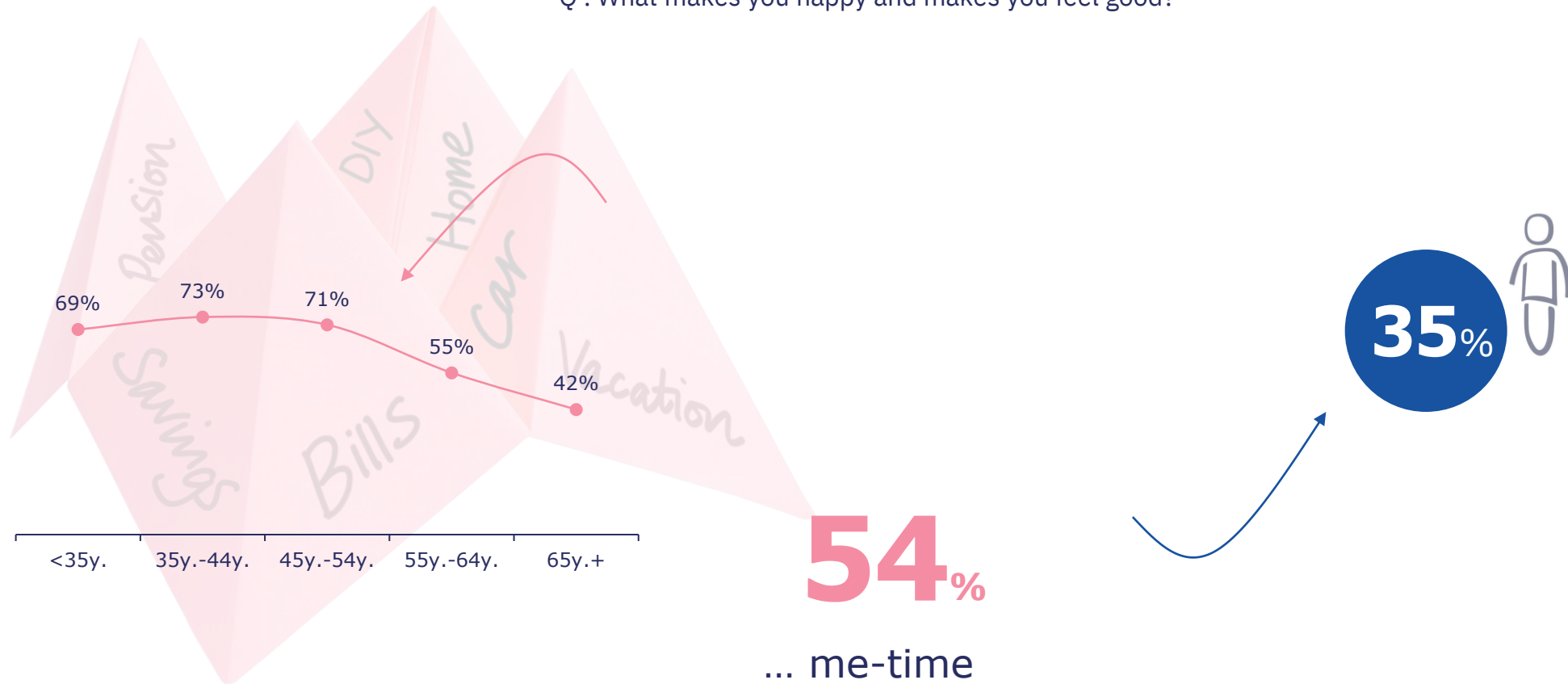
1 out of 2

... traveling & discovering new places



Our female audiences

Q : What makes you happy and makes you feel good?



Our female audiences

Q : What makes you happy and makes you feel good?

up to **3x** as many **women** as men
experience **happiness** from **shopping**



Our female audiences

Q : What would you like to spend more time on?



less than **1** out of **4** women
claims to have **enough time** to do
all the things she wants

Flair
11%



Our female audiences

Q : What would you like to spend more time on?



Women & health

Q : What would you like to spend more time on?



1 out of **5** women
would like to **spend more time**
on a **healthy lifestyle**



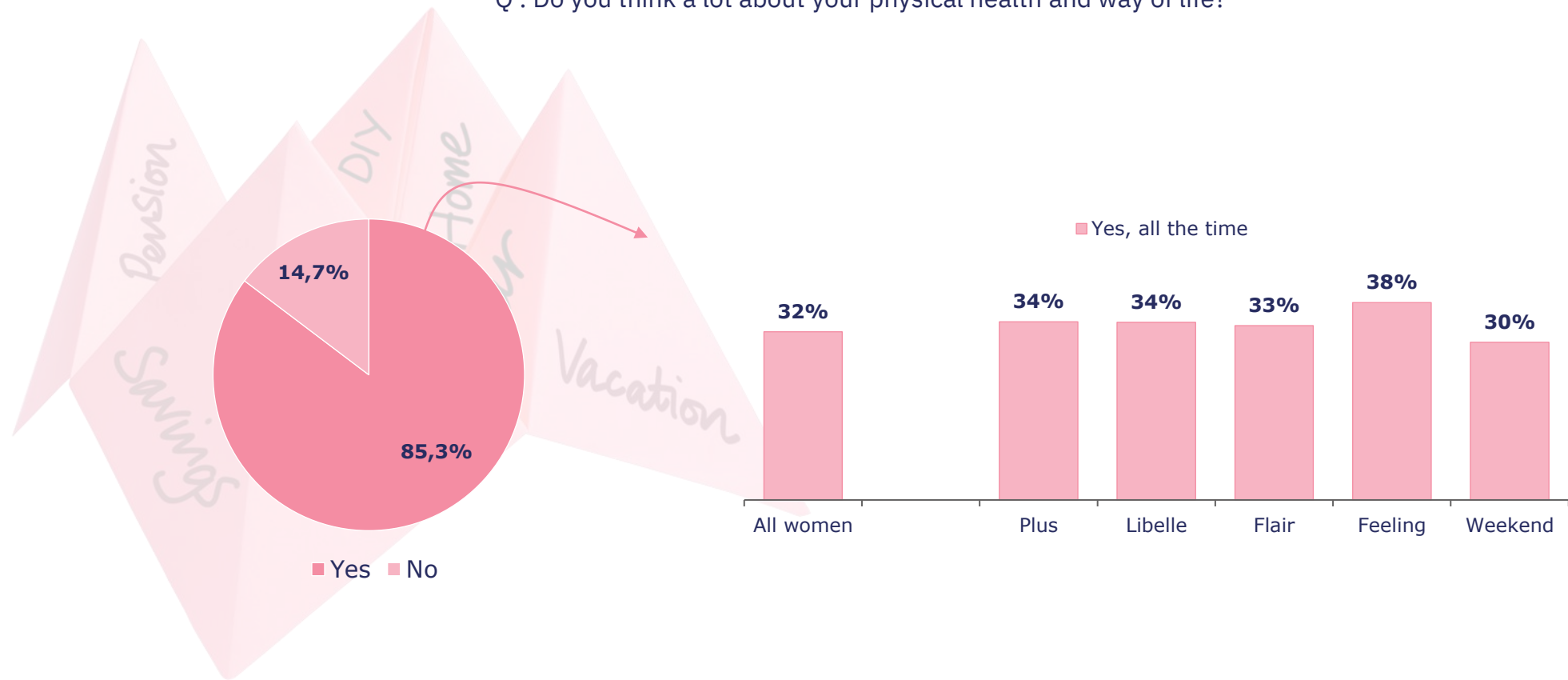
For women,

health is a n°1 **priority**



Women & health

Q : Do you think a lot about your physical health and way of life?



Women & health

Q : Which of the following actions do you consciously take to stay in good health?

1. I pay attention to my diet (65%)
2. I exercise a lot (49%)
3. I regularly have a medical check-up (39%)



For women,

health is a n°1 priority



Women & health

Q : Which of the following actions do you consciously take to stay in good health?

Plus
MAGAZINE



2,0x

Flair



2,6x



Women & health

Q : What would you never save money on?



67% of our female readers
would **never save** money on their **health**



Women & finances

Q : What would you never save money on?



67 % of our female readers
would **never save**
on their **health**

2. Food & drinks (56%)

3. Insurance/financial protection (45%)

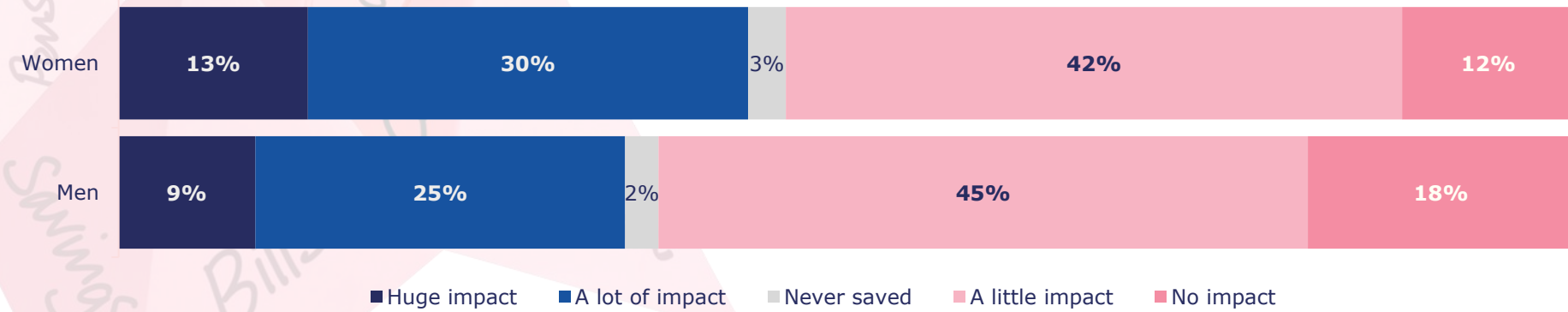
4. (Grand)Children (43%)

5. Heating (37%)



Women & finances

Q : Life has become much more expensive in recent months. To what extent has this had an impact on how much money you can put aside/save?



Women & finances

Q : Do you know the exact amount that's on your savings account?




more than **84%** of our female readers
know the **amount of money**
that's on their **savings account**

more than 1 in 4 knows this down to the euro exactly



Women & finances

Q : Have you postponed important purchase decisions/plans/appointments during the past months due to financial reasons?

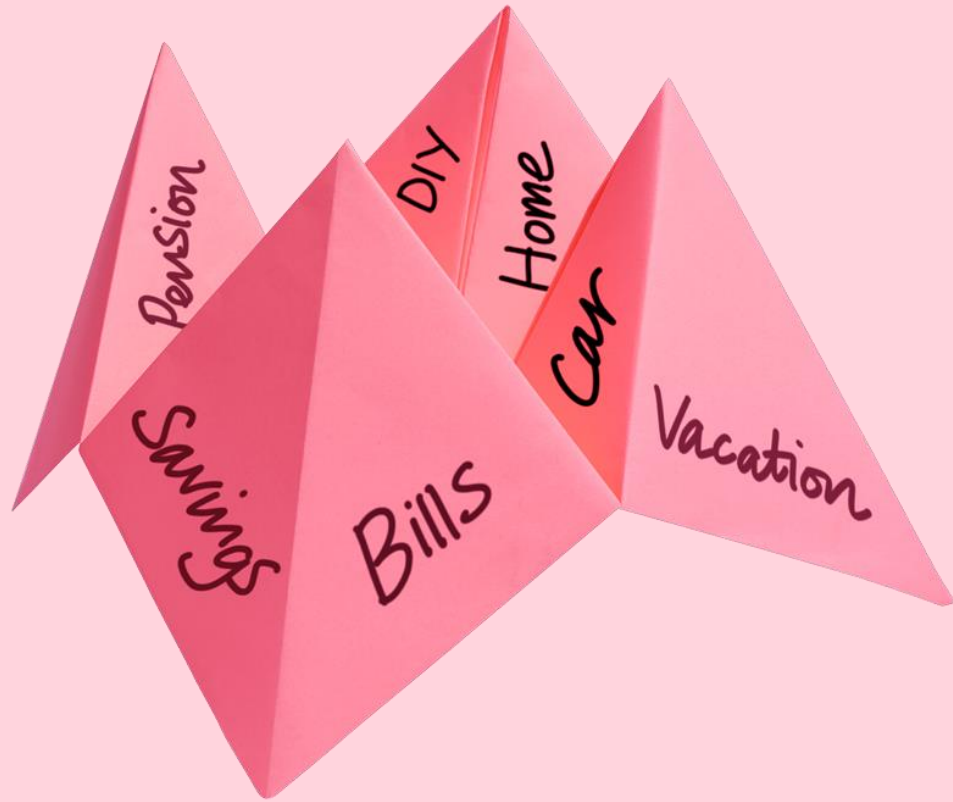


No!



renovation
home
household appliances
doctor's appointment
clothing
medical procedure
furniture
getaway
vacation
car





She Decides



She purchases

Q : Before you make a purchase, you read / consult ... ?

93% compares **prices, promotions & discounts**

86% looks up **product features & specifications**

77% consults **product reviews & evaluations**

74% relies on **brand reputation**



She purchases

Q : Before you make a purchase, you read / consult ... ?



Brands **engaged** in **sustainability**
have an **upper edge**

4 out of 10 women regularly check out sustainability and environmental initiatives of a brand/company before making a purchase

weekend

57%



She purchases

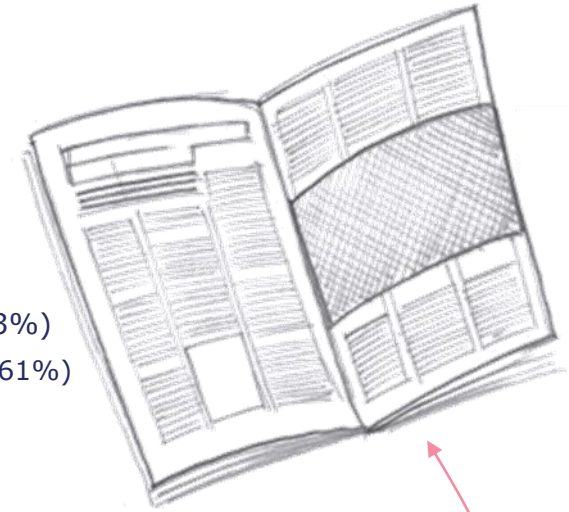
Q : Which channels do you search for information on a brand/product before making a purchase?

Q : Which type of content do you find useful (when deciding on a purchase)?

Physical store / showroom (81%)

Magazines (54%)

1. Articles / text (83%)
2. Pictures / images (61%)



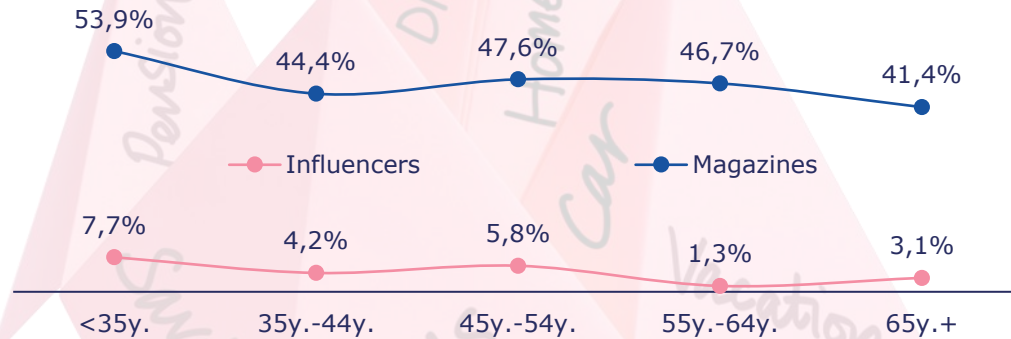
more than **1** out of **2** women turn to **magazines**
in their **search for information**



She purchases

Q : Which channels do you search for information on a brand/product before making a purchase?

Q : Which type of information do you find useful (when deciding on a purchase)?



 Social media / influencers (13%)

recommendations by influencers are considered the **least useful** type of information available ...

because it isn't trusted!

Product recommendations ...

in a magazine



by influencers on social media



■ Trust a lot

■ Generally trust

■ Trust more or less

■ Absolutely don't trust



She purchases

Q : Which type of information do you find useful (when deciding on a purchase)?



- 1.** Product reviews by other buyers (62%)
- 2.** Comparisons of different brands/products (61%)
- 3.** Factual information about the product/brand (57%)



Practical uses & tips >< Product tests



She purchases

Q : Do you like to test/taste/try out products before you purchase them?

Q : Have you ever bought a product after you had the chance to test/taste/try it out ?



Yes!

68%

likes to **test/taste/try out** products

78%

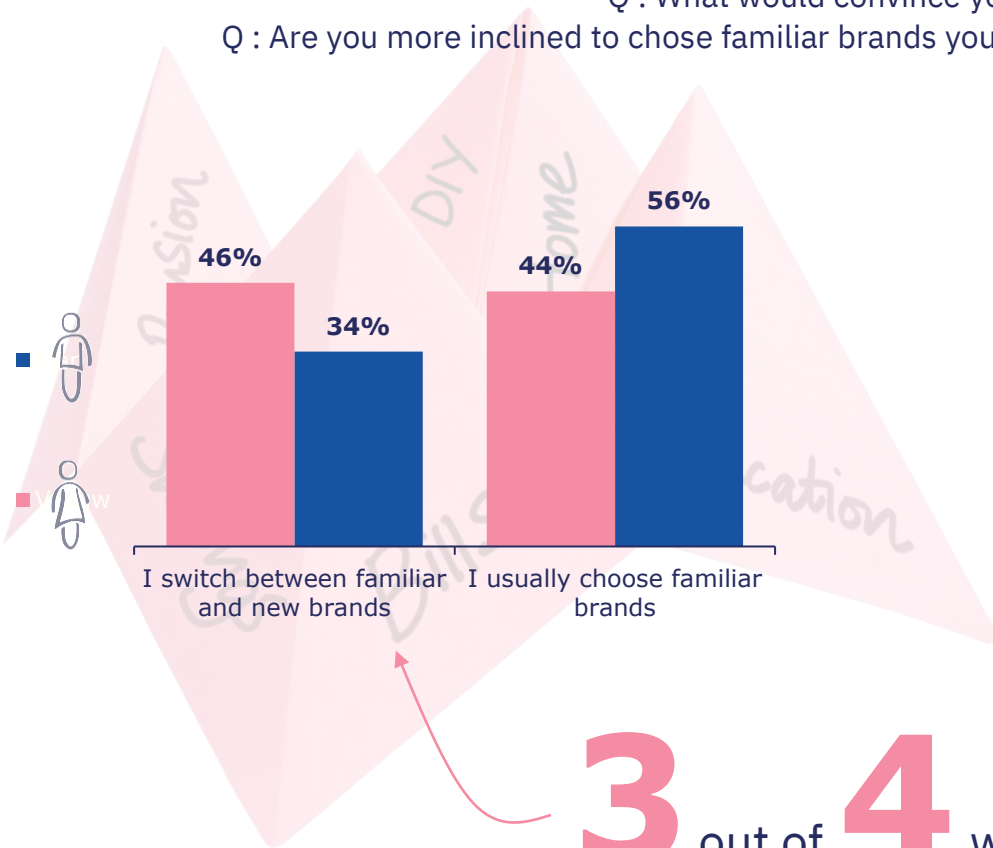
has already **bought** a product after **testing/tasting/trying it out**



She purchases

Q : What would convince you to try out a new, unfamiliar brand?

Q : Are you more inclined to chose familiar brands you've bought before or do you also try out new, unfamiliar brands?



- ✓ Clear **information** about how the product performs (62%)
- ✓ Good **reviews & recommendations** by other customers (54%)
- ✓ The **chance to try out** the product first (53%)

3 out of **4** women love to **try out new brands**

versus 57% of men



She purchases

Q : Before you make a purchase, you read / consult ... ?

81%

a product of a **well-known brand** inspires **confidence**

65%

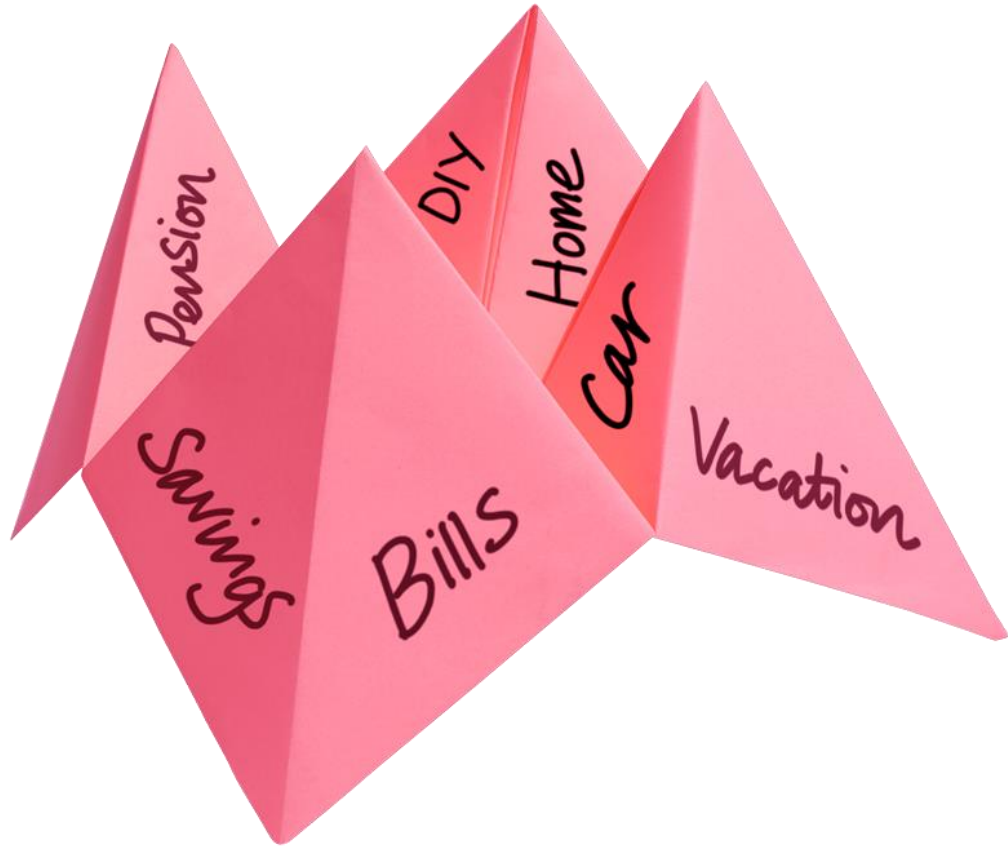
a **well-known brand** name influences my **willingness to buy a product**

3 out of 4 women

rely on **brand reputation**
when making a purchase

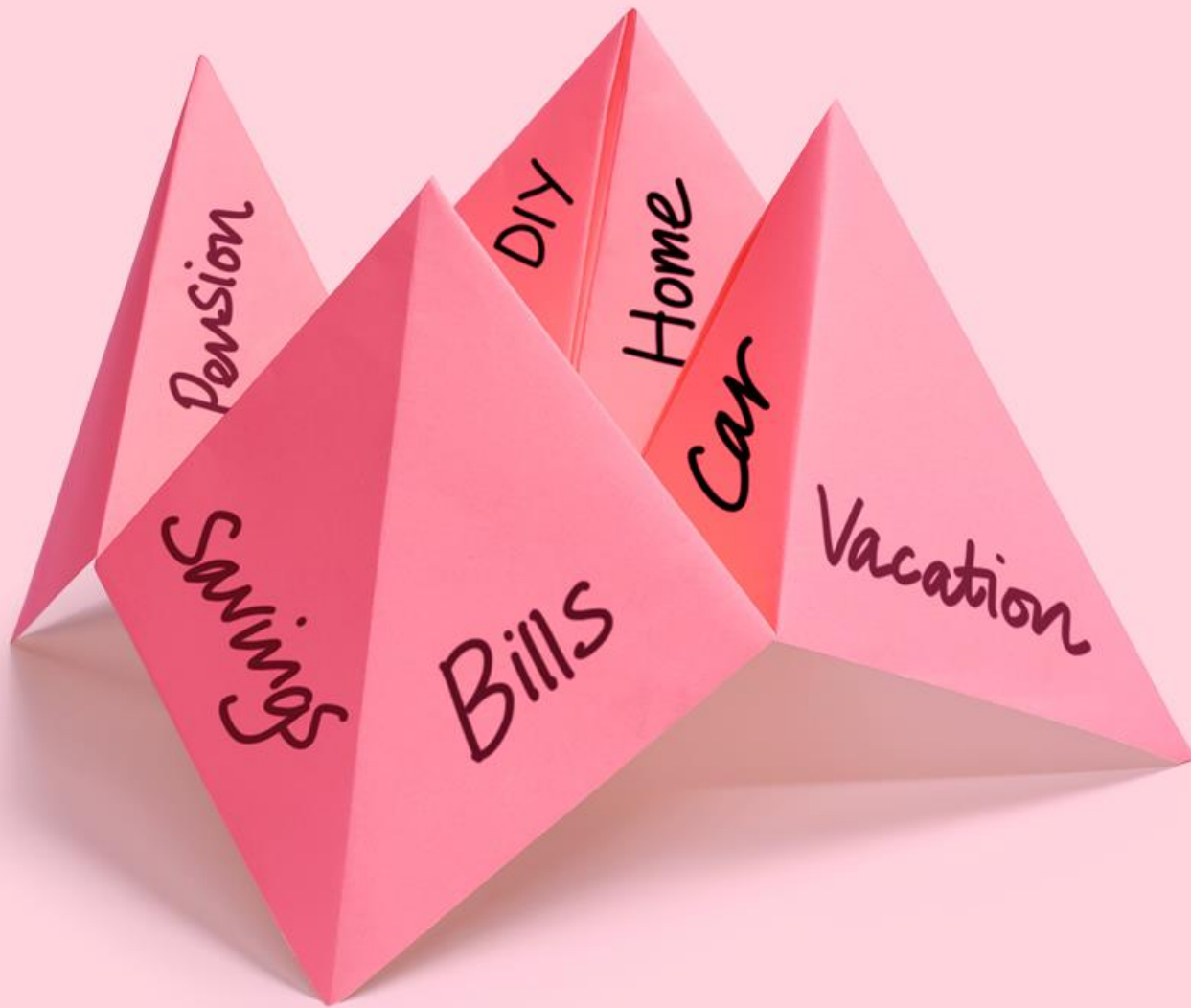


Key take-aways



- ✓ **Women are (main) decision takers**
- ✓ They value **quality time** with family & friends, **food, travel & me-time**
- ✓ **Health** is a **n°1 priority**
- ✓ **Women are money-conscious buyers**
- ✓ **Women** want to be **well-informed** on all fronts: from **price to product to brand**
- ✓ **Sustainability matters**
- ✓ **Women** are open to **trying out new, unfamiliar brands**





She Decides

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