

HER VIEW

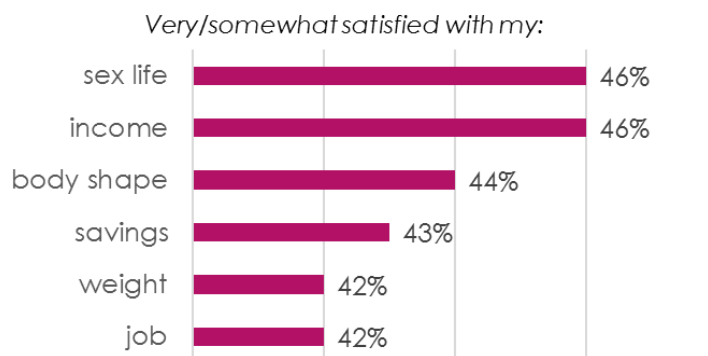
Recently Discovery surveyed 1,200 Women to get a pulse check of how are they feeling, what stresses them out, what makes them happy, and their thoughts on being a woman today.

The GOOD NEWS: Things are mostly okay

- Women today feel positive about how their life is going, rating it a 7 on a 10pt scale from awful to fantastic.
- Overall, 73% of women say they are slightly/very optimistic about their personal happiness. The majority of women also have positive feelings around the personal spending (59%) and personal security (59%).
- Stress levels are manageable. On average women rated their current stress levels a 5 on a 10 pt scale (10 is extremely stressful)
- The simple things shine through as key drivers of happiness for women:
 - ❖ Listening to Music - 86%
 - ❖ Reading - 79%
 - ❖ Cooking/Baking- 74%
 - ❖ Watching TV- 65%
 - ❖ Traveling- 66%

But there is room for improvement:

- ❖ Satisfaction with family life is high (80%), however less than half of all women say they are satisfied with some key aspects of their lives like their job, income, savings and sex life.
- ❖ The majority of women feel that more time and money would make their lives better.



My life would be better if:

- ❖ I had more money 72%
- ❖ I had more free time 53%

For all women, food comes up as an important part of their lives. When it comes to how confident they feel about the topic, three in four women feel like experts/that they could hold a decent conversation about it. 61% of women consider cooking/baking to be stress-free, providing them with a productive way to escape daily life stressors. Given that they are experts when it comes to food, nearly all women (99%) have a role in decision-making when it comes to food-related purchases.

Not #metoo:

While there has been a significant amount of media attention paid, not all women feel recent hashtag movements are personal relevant.

- Nearly 4 in 10 women 18-64 say #metoo is irrelevant to them personally, 45% saying the same for #timesup (bottom 2 box).
- Relevance increases among younger demographics; however, we still see that a quarter of W18-34 find little to no personal connection to the #metoo movement.

While they may not feel personal relevance to some gender issues, most women feel confident about the future of females

- 53% of women say they will see a female president and vice president in their lifetime.
- Women are generally more optimistic about seeing more women in management positions (67%) and STEM (64%).

Women report struggling to be seen - from a pressure to hide their true selves, to being represented in politics, the workforce and in advertising.

Feel Represented by:	W18+
Beauty brands	40%
Characters on TV	33%
The workforce	32%
Advertising on TV	32%
Characters in movies	32%
Advertising in magazines	30%
Community politics	29%
National politics	26%

46% of women say

'I don't know if anyone knows the "real" me

Social media may be the best way to stay in touch, but women are growing more and more distrustful

- ❖ One in three women agree that social media is an important part of their lives. This is even more pronounced among Millennials (43%), whose social media usage is much higher compared to other generations. Most women agree that social media is the best way to stay in touch with friends and family. Over a quarter of women also say that they can't

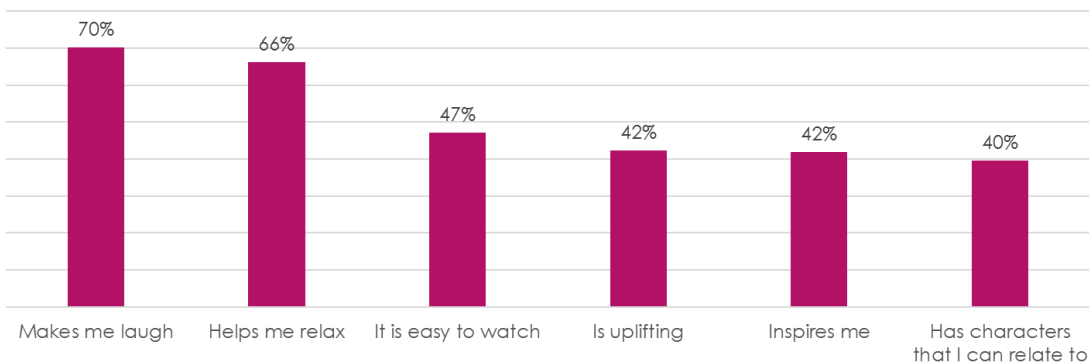
imagine their lives without social media (37% for millennials). Not surprisingly, Facebook leads with the highest engagement among all women.

- ❖ However, one in five women admit they are addicted to social media. This growing addiction leads to feelings of stress, leaving women overwhelmed with their social media accounts (28%). Millennials get hit hardest here, with 40% finding social media overwhelming and stressful.
- ❖ Despite their high engagement, millennials find social media slightly more stressful than any other generation. The constant emphasis on sharing and liking posts seems to be contributing to unnecessary stress. Unlike other age groups, millennials “do it for the ‘gram.” 46% are motivated to have life experiences that they can share on social media. Additionally, getting likes/views on social media is crucial to the millennial user and significantly more important than any other generation (35%).
- ❖ With the proliferation of advertising on social media, it’s no wonder women are overwhelmed. Over six in ten women agree that it bothers them to think that their social media activity is being tracked. Consequently, nearly half of women report they are actively decreasing the amount of time on social media. Perhaps most surprising of all is that over half of women are finding social media to be less and less relevant.
- ❖ Six in 10 women believe there is a lot of misinformation on social media. 45% of women believe social media is to blame in spreading “fake news.” They mention time and time again that they are overwhelmed by the number of stories in the news (24%) and that they often find themselves needed to “take a break” or “shut off” the news (37%).

What Women Want (from TV)

- ❖ Watching TV is an activity that contributes to her happiness (65%), and for 7 in 10 women it is a form of escape from the noise of life. For women, content needs to be relatable and real - 57% of women say they prefer shows that show real life and real-life scenarios. Women want shows that entertain them, are easy to watch and has relatable characters. They are much less interested in programming that is shocking or controversial (17%).

What do you look for in the shows you watch?



- ❖ Discovery Networks connect with Women - In an average month, more than three-fourths of Women 25-54 watch at least one of Discovery networks on linear or digital - more than any other cable entertainment portfolio in the U.S. (76.0%) -Nielsen.
- ❖ Networks like Food, Discovery, HGTV, Animal Planet and Travel resonate with women by delivering high quality content, focused on the topics and activities that make them happy.

- ❖ When asked to rate networks along several affinity metrics Discovery consistently comes out on top.
 - Women are more likely to say that Discovery networks represent who they are (#1 Food - 43%) and are made specifically for someone like them.
 - Women report that networks like HGTV (31%) and Food (35%) have impacted how they live their lives - adding value to their day to day lives (Food 44%; DSC,APL, HGTV 38%).
 - All of this adds up to a valued relationship - Women LOVE Discovery networks (Food 50%, DSC 44%, APL & HGTV 43%)

Top 5 Networks

Among list of provided networks - Food, USA, DSC, Hall, Travel, APL, ID, OWN, TLC, Life, TBS, Bravo, Oxygen, HGTV, CNN, MSNBC, FoxNews



Has impacted how I live my life
For someone like me
Represents me
Is a network I love
Delivers high quality content
Adds value to my life