

Female Empowerment



Our core makeup is **Gen Z females, accounting for 76% of our engaged user base**. Let's take a deeper look at these young women who are using Wattpad as their platform of choice to share their message.

Early 2019 saw
35%
more stories
tagged #girlpower
from 2018.

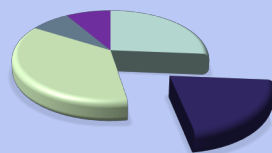
Body Positivity

The #FreeYourBody campaign started on Wattpad by writer Tahlie Purvis to help promote the acceptance of all body types, skin conditions, disorders and illnesses that are not usually depicted in books. It is now a hub where like-minded people can find stories that contain characters with diverse body types, and has extended to a movement off Wattpad and into mainstream media and pop culture.

Sisterhood

We recently asked our community what it meant to be a female today – **there is a rising theme of sisterhood, cited by 21%.**

In addition to strong female bonds, our future leaders also are empowered by:



- Equality/Rights **36%**
- Strength **26%**
- Breaking the Mold **8%**
- Changing the World **8%**

Control Over Their Bodies

The rise in period tracker and birth control apps (FemTech) are proving to feed into the sisterhood narrative. Young women feel as though these apps act as communities centered around specific life moments and lifestyle choices.

13% of Wattpad app users have period tracker apps

Want to connect with Gen Z females in an authentic way?

- They're likely to engage with brands that create ad campaigns which reflect themselves
- Look for opportunities to bring girls together in genuine ways through products or campaigns, and grow the **"sisterhood"**

Want us to explore a specific theme?
Get in touch.

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