

WORKING WOMEN

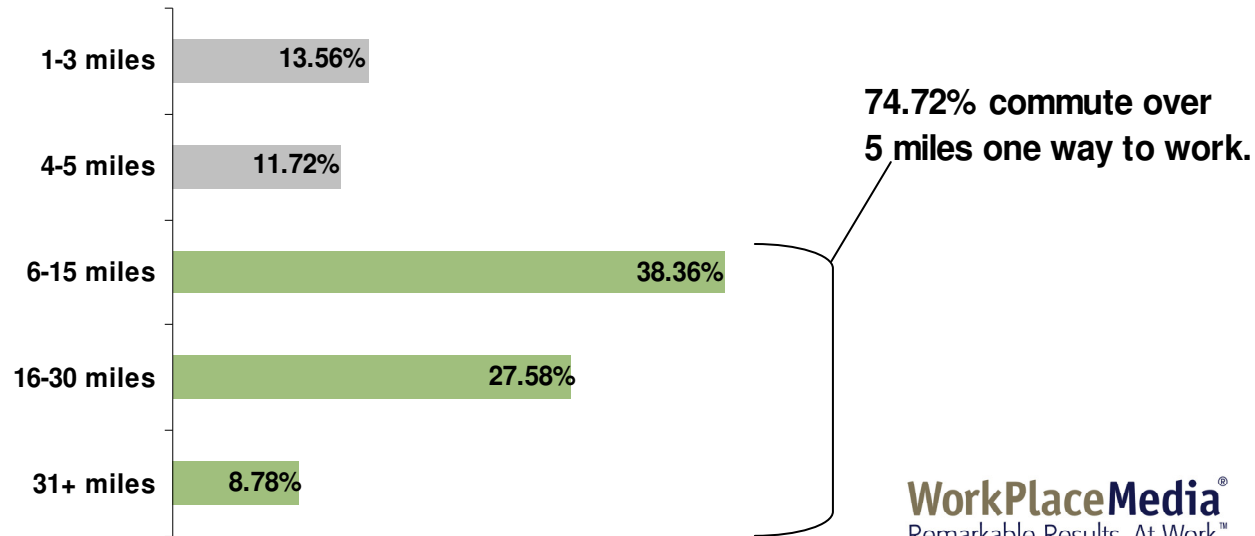
Commute Patterns

Complimentary Insights

Source: WorkPlace Media, "Commute Patterns of Working Women," May 2010
Based on sample size of 1,903 working women.

Nearly three in four working women commute over 5 miles one way to work. This means that nearly 75% of female commuters driving into a retail or restaurant marketer's trade area do not receive that location's in-home advertising. As a result, reaching them where they work is an excellent way to engage new customers.

WORKING WOMEN Commute Distance

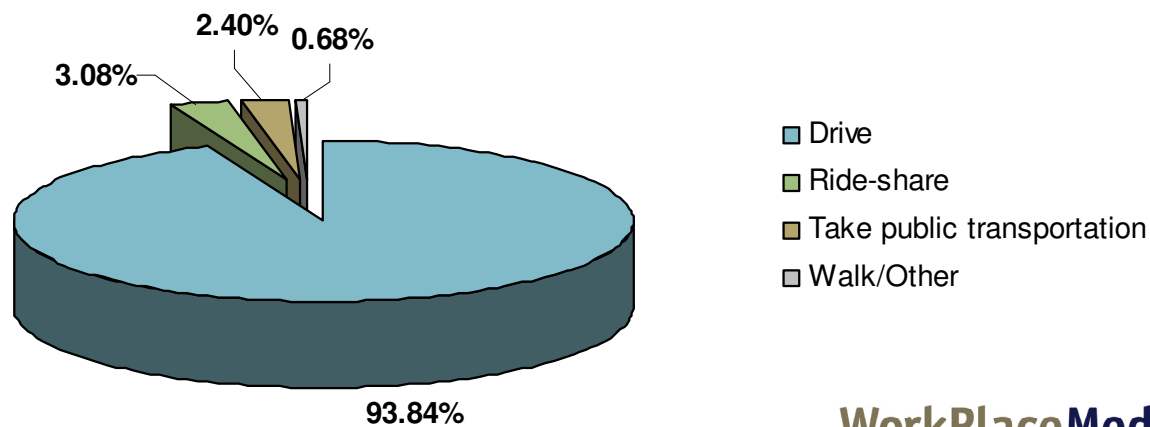


Source: WorkPlace Media, "Commute Patterns of Working Women," May 2010

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There are millions of Working Women who drive to work, and with commutes that typically exceed 5 miles one way, marketers have an opportunity to engage them as they are making purchases during the workday.

WORKING WOMEN Method of Transportation to Work



Source: WorkPlace Media, "Commute Patterns of Working Women," June 2010

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More Information

For questions regarding the data contained in this report or to see other data about Working Women, please contact:

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