



WORKING WOMEN

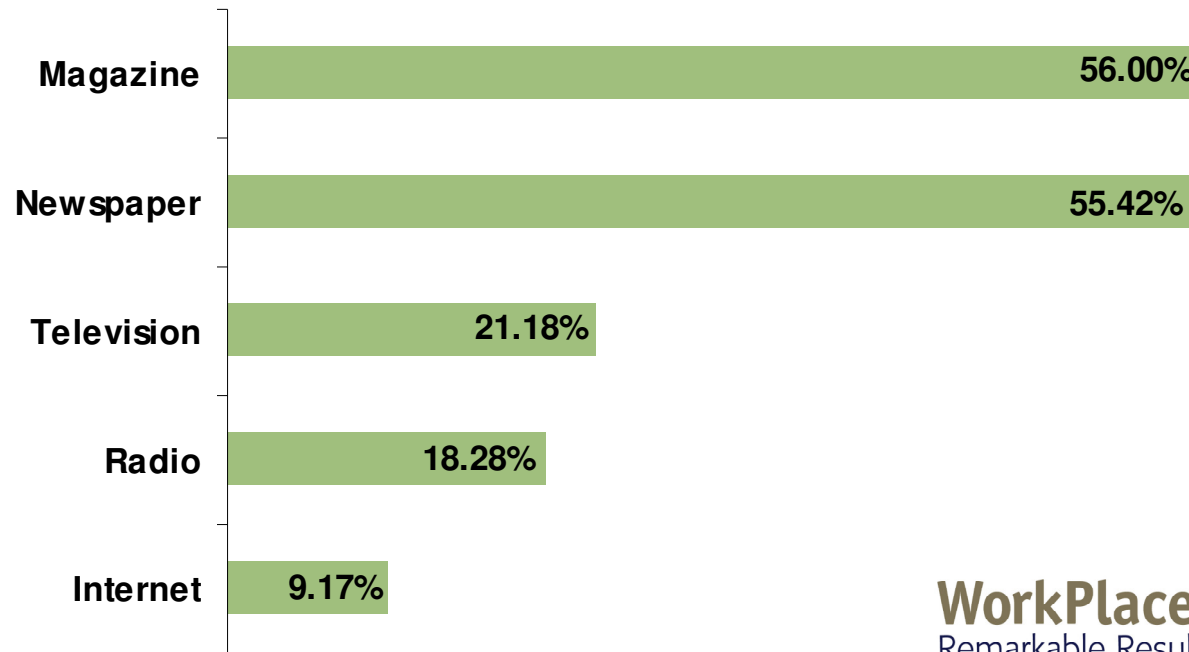
Media Usage

Complimentary Insights

Source: WorkPlace Media, "Media Usage by Working Women," July 2010
Based on sample size of 1,015 working women.

Over half of working women don't spend time during the day reading newspapers or magazines, compared to less than 10% who don't use the Internet. This indicates that working women are less likely to notice traditional in-home media. Therefore, finding a new way to reach them has become paramount. Reaching them in the workplace provides an uncluttered atmosphere that's unmatched.

WORKING WOMEN % of Daily Non-Users



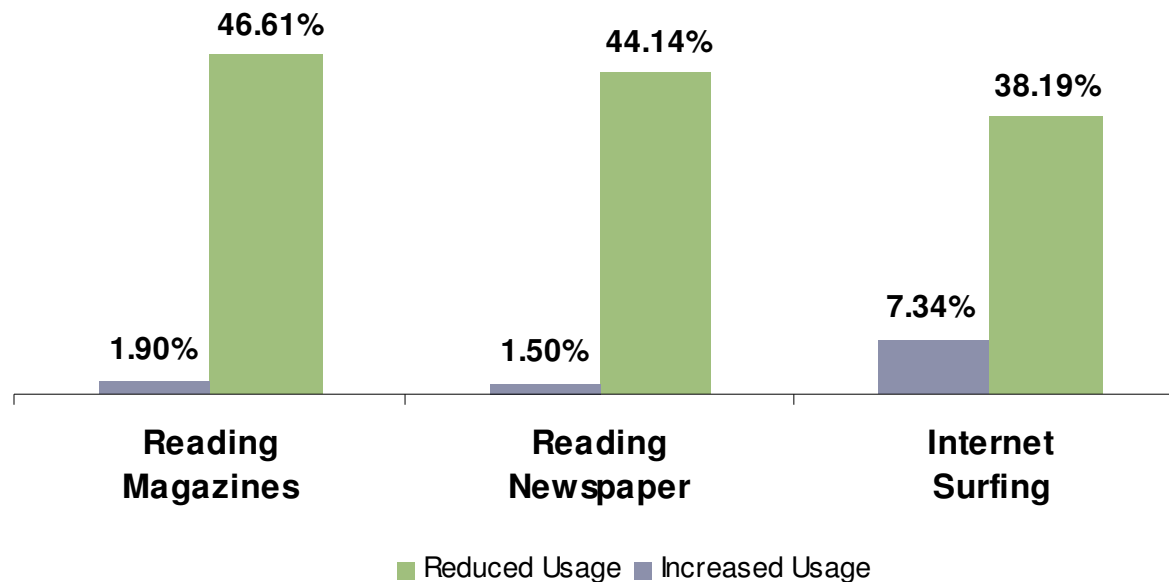
Source: WorkPlace Media, "Media Usage by Working Women," July 2010

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Reduced media usage is tied directly to being employed, with over 40% of working women stating that their work has caused them to reduce their time spent reading the newspaper and magazines.

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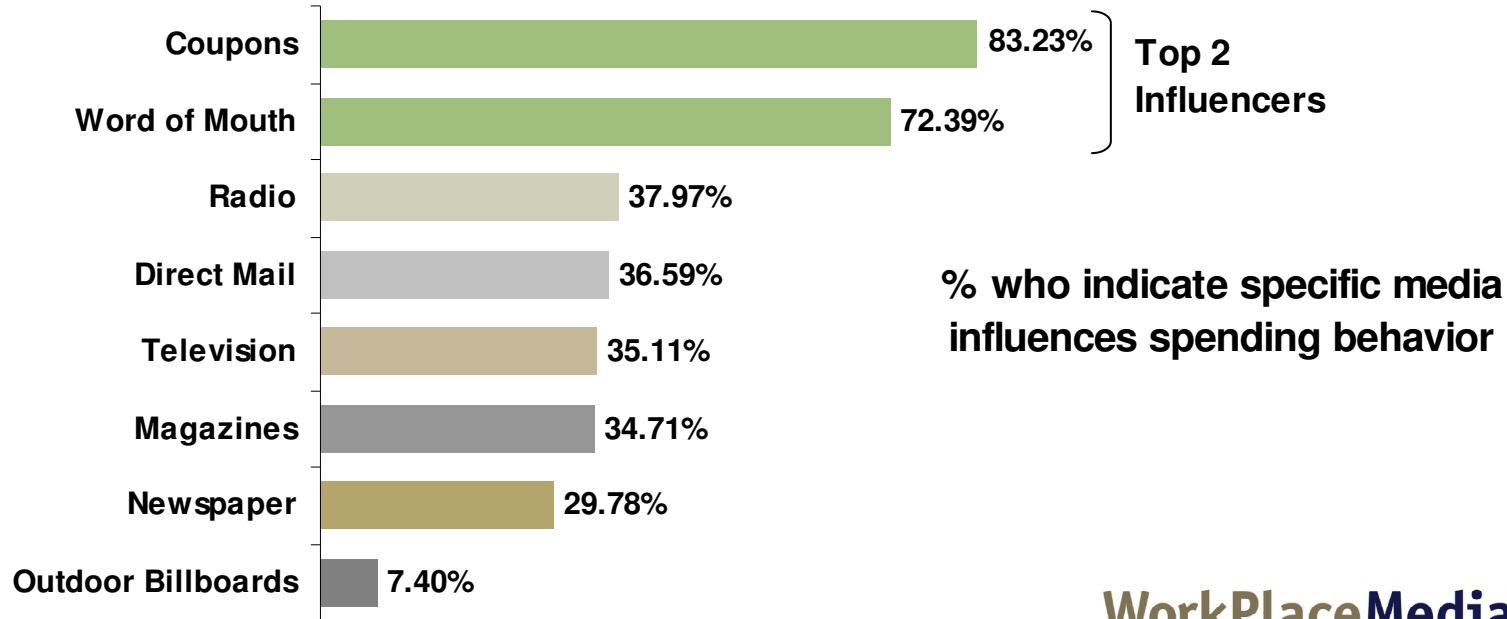
% who have reduced usage because of work schedule

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Source: WorkPlace Media, "Media Usage by Working Women," July 2010

Coupons and Word of Mouth strongly outpace other forms of media in relation to having a direct impact on the spending behavior of Working Women. Marketers who use outlets which can deliver both of these influential media are more likely to capture the attention of Working Women and reduce advertising waste.

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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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