



WORKING WOMEN

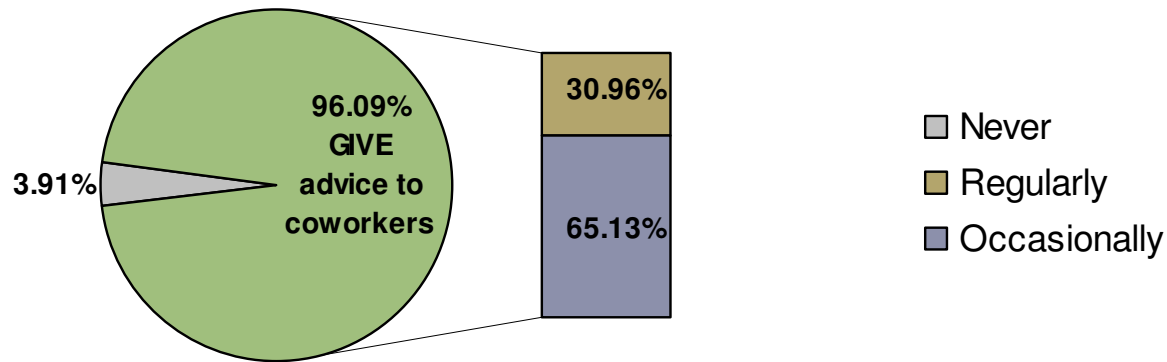
Word of Mouth at Work

Complimentary Insights

Source: WorkPlace Media, "Working Women's Workday Shopping," March 2010
Based on sample size of 1,565 working women.

Marketers reaching Working Women right where they work tap into the added benefit of the social nature of the workplace. Working Women frequently give advice about purchases. Therefore, a marketer's message that's delivered to a working woman right where she works will not stop with her; she will talk about it to her coworkers and family.

WORKING WOMEN % Who GIVE Advice to Coworkers about Purchases

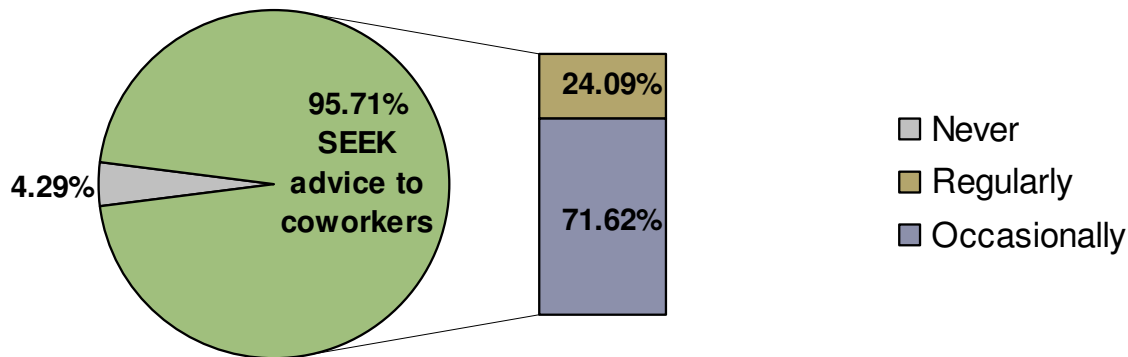


Source: WorkPlace Media, "Working Women's Workday Shopping," March 2010

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In addition to giving advice, Working Women also rely on coworkers by seeking recommendations regarding purchases. This is indicative of the workplace community where employees spend a large portion of time together, thus talking about products and purchases is common.

WORKING WOMEN % Who SEEK Advice from Coworkers about Purchases



Source: WorkPlace Media, "Working Women's Workday Shopping," March 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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