



WORKING WOMEN

Workday Shopping

Complimentary Insights

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

With hectic home life and work life schedules, Working Women utilize the workday to get shopping done. Reaching them at work puts brands top of mind just as these workday purchases are being planned and executed.

During the workday she regularly/occasionally shops for...

Dining Out	95.3%	Shoes	65.5%
Groceries	93.8%	Vitamins/Supplements	62.3%
Beverages	92.4%	Personal Services (dry cleaning, etc.)	61.8%
Medicine (OTC and prescribed)	88.7%	Home Improvement Items	61.4%
Apparel	76.2%	Tires/Batteries/Auto Parts/Oil Change	60.9%
Beauty Care/Cosmetics	75.2%	Electronics	56.6%
Home Décor	67.8%		

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

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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