

Despite Decades of Gains in the Workforce, Women Still the Predominant Household Shoppers

--Responsible for Purchasing Food and Other Household Products--

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NEW YORK, NY, November 12, 2009—Even though women will soon outnumber men in the workplace, they are still largely responsible for purchasing food and other items used by the entire household, according to data from Mediamark Research & Intelligence (MRI).

For instance, in 1989, 85.5% of principal household shoppers were female. By the spring of 2009, that figure had dropped to 75.1%, according to MRI--meaning women are still the predominant purchasers of food (including food for pets), household items and baby/children's products.

According to a recent TIME magazine cover story, women are expected to outnumber men in the workplace by the end of 2009, partly due to the economic downturn. In addition, almost 40% of the primary breadwinners in households are women, according to TIME.

“Although in a financial sense, women as breadwinners are far more commonplace than they were two decades ago, they’re clearly still responsible for bringing home the edible bread and everything that goes on it,” said Anne Marie Kelly, SVP, Marketing and Strategic Planning, at MRI. “Think of anything in the typical kitchen or pantry and, chances are, it was brought home by the lady of the house.”

<u>PERCENTAGE OF FEMALES AS PRIMARY SHOPPER</u>	<u>2009</u> %	<u>1989</u> %
ALL HOUSEHOLD PRODUCTS	75.1	85.5
BABY/CHILDREN'S PRODUCTS	78.4	88.8
FOOD PRODUCTS	75.1	85.5
NON-FOOD PRODUCTS	75.1	85.6
PET FOOD & PRODUCTS	78.0	88.4
Source: Mediamark Research & Intelligence Spring 1989 and 2009 <i>Survey of the American Consumer</i>		

While the Internet has revolutionized many aspects of consumers' lives, grocery shopping is still done the old-fashioned way. According to MRI data, less than 1% of U.S. households shop for groceries online.

About MRI:

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from its *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

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