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## **Ladies Who Lunch**

*New Survey Reveals the Majority of Working Women Make Lunch Purchasing Decisions at Work*

CLEVELAND (July 22, 2015)—*The million dollar question: what should I get for lunch?* Over half (51%) of working women purchase lunch at least three times during the workweek, according to a new survey conducted by [WorkPlace Impact](#), the nation's leading marketing company that targets consumers directly at work.

The survey found that 9 out of 10 working women don't decide where they will purchase lunch until the morning of or as they are headed out of the office during their lunch break.

"Our survey underscores the fact that working women are busy and don't have a lot of time to think about where to get lunch during the workweek," said Tara Peters, Director of Marketing at WorkPlace Impact. "Not only are working women spending money frequently on lunch, but they are making last-minute decisions on where to go. Marketers should take notice and try to influence women directly where they make their lunch purchasing decisions – at the office."

Other findings from the survey include:

- **Food Factors:** The most important factors for deciding which restaurant to visit for lunch are quick service (79% of women said this was important), low cost menu options (68%) and healthy menu options (57%).
- **Social Hour:** Lunch isn't always a social activity – women divide their time dining among colleagues, friends and themselves. While 92% of working women regularly or occasionally eat out with co-workers, 86% regularly or occasionally eat lunch alone.
- **Dining Decisions:** Social media and mobile advertising did not play a significant role in workers' decisions on where to get lunch. Instead, the top three most important media influencers were coupons (88% of respondents said they influenced their decision), word-of-mouth recommendations (78%) and restaurant loyalty (55%).

The survey was conducted online among a national sample of 3,435 working women.

To learn more about the survey and/or to speak with Tara Peters, Director of Marketing at WorkPlace Impact, please contact Kari Arneson at 646.695.7042 or [kari@rosengrouppr.com](mailto:kari@rosengrouppr.com).

### **About WorkPlace Impact:**

WorkPlace Impact is an award-winning marketing firm that delivers superior ROI for the world's most prestigious brands by helping them reach consumers at work. As the leading expert on the American workplace, WorkPlace Impact works with its proprietary permission-based network of over 844,000 U.S. businesses to deliver advertiser offers and samples directly into the hands of over 57 million working consumers. For more information, visit WorkPlace [online](#) or connect on [LinkedIn](#).

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