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Contact: Allie Curry, The Rosen Group

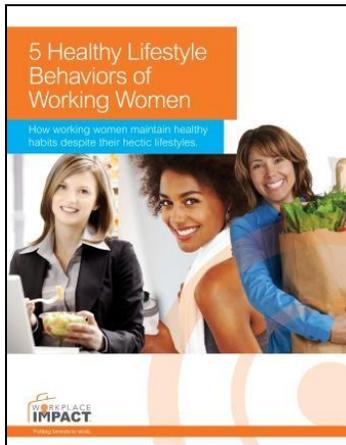
646.695.7042

allie@rosengrouppr.com



New study finds working women focused on health, wellness

Many rely on coworkers for motivation



CLEVELAND (February 10, 2015)—Today’s working women are remarkably health-conscious. According to a new study from [WorkPlace Impact](#) (WPI), the leader in workplace marketing, 85 percent of working women are focused on maintaining a healthy lifestyle or losing weight.

“It is no surprise that working women want to achieve and maintain a healthy lifestyle,” said WorkPlace Impact President Shelly Sekki. “Just how widespread this sentiment is creates a huge opportunity for brands to match products and marketing with working women who want to balance their work and personal lives. The ideal setting for this engagement is the workplace.”

“This study reconfirms the commitment working women are making across all avenues from taking advantage of employer health programs to dishing about diet and recipes with co-workers,” Sekki added.

The study found that 56 percent of working women rely on employers and coworkers for motivation and support. Participants rated face-to-face interaction as their top method to rely on others for support.

The study also found that working women are looking beyond diet to accomplish their health and wellness goals. Other findings include:

- Nearly 53 percent of working women in 2014 reported that their employer has a wellness program above and beyond health insurance. This is up from 44 percent who said the same in 2012.
- The top three initiatives working women cited in their company’s healthy lifestyle program were weight loss challenges (60.9 percent), exercise tips (54.5 percent) and on-site screenings for cholesterol, blood glucose, weight, BMI, etc. (49.8 percent).
- Of those who indicated that their employer had a health and wellness program, a little over 87 percent said that they appreciate their employers’ efforts.
- 81 percent of working women rely on others for encouragement with their exercise plans.
- 62 percent seek out support when it comes to diet.
- Both diet and recipes had a positive increase over 2012 data, while exercise and smoking cessation categories decreased.
- The majority of working women indicated that the workday makes it easier for them to stick to healthy eating habits.
- 59 percent of working women said they share tips about food to obtain or achieve a healthy lifestyle during the workday. 53 percent said they share tips about diet and 40 percent about exercise for the same reason.

- Nine out of ten participants reported that they regularly or occasionally exercise. (34 percent do so regularly.)
- The most popular activity was outdoor exercise such as walking, running and hiking (97.4 percent). The second most popular was an indoor program at home (62.1) and rounding out the top three was going to the gym, with 56 percent reporting that they regularly or occasionally visit a facility.

The study's findings are gathered in "5 Healthy Lifestyle Behaviors of Working Women", which polled 1,164 American working female consumers in late 2014. (The same study was conducted in 2012, and in some cases the report presents data from both years.) Media and marketers who wish to read the report can request a copy by email at marketing@workplaceimpact.com.

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To speak with Shelly Sekki, President of WorkPlace Impact, please contact Allie Curry at 646.695.7042 or allie@rosengrouppr.com.

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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 leader in workplace marketing, WorkPlace Impact works with its proprietary permission-based network of over 1 million U.S. businesses to deliver advertiser offers and samples directly into the hands of over 71 million working consumers. For more information, visit WorkPlace [online](#) or connect on [LinkedIn](#).