

WOMENSWEAR



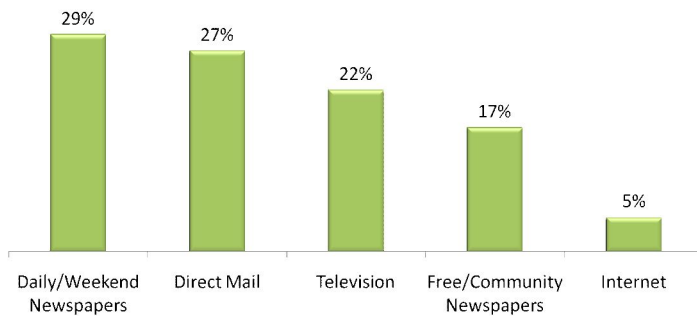
**MORE THAN
1.6 MILLION**

people aged 15+ state that they visited a women's fashion store in the last month.

So, which media do these consumers buy into?

Well, **67%** of these people have read a newspaper in the last seven days.

Main Media Source for Information on Women's Clothing/Footwear



People that have visited a women's fashion store in the last month choose daily/weekend newspapers for information on Clothing/footwear more than any other media source.

Out of the top five media sources for information on womenswear, almost a third of people 15+ look to daily/weekend newspapers.

Moderate to Heavy Media Consumption*

	Fashion Section (Daily Paper) %	TV %	Radio %	Internet %
Prefer to Dress Casually	69	70	71	69
Care Most About Quality	52	48	48	50
Like to Keep up with the Latest Fashion	19	17	17	20
Spend Lots of Money on Clothes	13	11	11	14

* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w
TV: watch 14+ hours p/w
Radio: listen to 7+ hours p/w
Internet: Use 60+ mins p/w



Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ Visited Women's Fashion Store in Last Month-
Population: 1,695,000 Sample: 6,169

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