

THE SHESpot

Why Women are the Market for Changing the World and How to Reach Them

(BK Business, June 2008)

by Fenton Communications executives
Lisa Witter and Lisa Chen.



Pre-orders available at BKConnection.com
and Amazon.com.

For more information contact
Lisa Witter at lisa@fenton.com or
visit www.shespotbook.com

The She Spot Pop Quiz

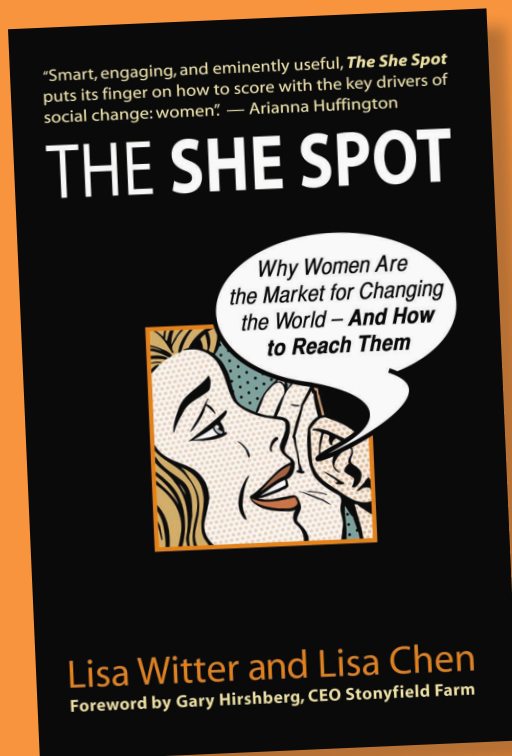
1. Women make X percent of all household purchasing decisions.
 - a) 30
 - b) 50
 - c) 80
2. Who buys more riding lawn mowers?
 - a) Men
 - b) Women
3. Women control over X of the total wealth in America, and all evidence points to their inheriting and managing more wealth in the near future.
 - a) 1/3
 - b) 1/4
 - c) 1/2
4. Women also account for roughly X percent of socially conscious investors.
 - a) 30
 - b) 40
 - c) 60
5. Who volunteers more?
 - a) Single women
 - b) Mothers who work
 - c) Men
6. Men or women give to more non-profit organizations?
 - a) Men
 - b) Women
7. What is the top priority for unmarried women?
 - a) The war in Iraq
 - b) Health care
 - c) A woman's right to choose
8. Who is online and blogs more?
 - a) Men
 - b) Women
9. True or False: African American women give more than white women, but get solicited for donations less often.
 - a) True
 - b) False
10. Since the 1960s, have men or women have turned out in higher numbers at the voting booth and have decided the U.S. presidency?
 - a) Men
 - b) Women

THE SHE SPOT

Why Women are the Market for Changing the World and How to Reach Them

(BK Business, June 2008)

by Fenton Communications executives
Lisa Witter and Lisa Chen.



Pre-orders available at BKConnection.com and Amazon.com.

For more information contact
Lisa Witter at lisa@fenton.com or
visit www.shespotbook.com

The She Spot Pop Quiz

11. Are Men or women are more distrustful of the political process?
 - a) Men
 - b) Women

12. Women are more likely to give to:
 - a) Political candidates
 - b) Non-profit organizations

13. Research shows that moms are X percent more likely to buy a product from a company that recognizes the multiple roles she plays in her life.
 - a) 25
 - b) 55
 - c) 80

14. Women will or won't favor a female candidate over a male one just because she's a woman.
 - a) Will
 - b) Won't

15. Women are most likely to get their news from:
 - a) Newspapers
 - b) Television
 - c) Radio

16. In recent Gallop poll, X percent of women under 50 rated religion as "extremely important" at significantly higher rates than men.
 - a) 30
 - b) 65
 - c) 83

17. Word-of-mouth is more likely to be spread by:
 - a) Men
 - b) Women

18. What tone works better in communicating with women?
 - a) I think I can
 - b) The sky is falling

19. For women, life is:
 - a) "a community, a struggle to preserve intimacy and avoid isolation"
 - b) "a contest to preserve independence and avoid failure"

20. What is the She Spot?
 - a) Something X-rated
 - b) A lipstick stain
 - c) The recognition that women are the not-so-secret secret to changing the world

Answers: 1. c, 2. b, 3. c, 4. c, 5. b, 6. b, 7. a, 8. b, 9. a, 10. b, 11. b, 12. b, 13. c, 14. b, 15. b, 16. b, 17. b, 18. a, 19. a, 20. c