



HARRIED WOMEN SHOULD TAKE A BREAK WITHOUT GUILT

Research shows that it's critical for women to take a break and enjoy a little indulgence.

Yet, it's not as easy as it sounds. A recent survey conducted by Angus Reid* for the Quaker® brand says women find it challenging to incorporate small indulgences into their everyday lives. More than 80 percent of women surveyed admitted that they deprive themselves of something they want, at least occasionally.

Add today's financial worry to the picture and women feel even more inclined to put other things before their personal needs. In fact, one in ten (11%) women surveyed said they have abandoned the practice of treating themselves altogether during the current economic crisis. Additionally, a whopping 58% of the females polled experience some degree of guilt or bad feeling after over-indulging or splurging.

"Remembering the importance of small indulgences is the first step to increasing a woman's sense of wellbeing," says Quaker® brand spokesperson, Kath Matheson. "Quaker believes food is a very important indulgence item for women, and products like our 90- and 100-calorie bite-sized snack packs, like Quaker® Crispy Delights® and 100 Calorie Granola Bars give women the chance to indulge a little, without the guilt."

Leading Canadian cultural anthropologist Johanna Faigelman agrees. She studies human behaviour and cultural trends as president of Human Branding Inc., and has uncovered a direct correlation between small indulgences and emotional wellbeing. Faigelman says it's vitally important to look for small ways to indulge yourself, especially when times are tough. In fact, she says affording yourself small indulgences can have a direct impact on your emotional wellbeing, especially for women.

"Women are deeply engrained nurturers and, as a result, often think of others before thinking of themselves," explains Faigelman. "A little bit of indulgence can go a long way towards helping women to refocus in a more positive and self-nurturing direction – my research shows that this can directly impact women's feelings of wellbeing. This is especially so when there is so much negativity all around us in terms of the recession and the world economy."

* A poll conducted by Angus Reid Strategies from March 12 to March 14, 2009 of 1,004 Canadians.