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## **A Year of Cutbacks: American Women Scaling Back on Life's Luxuries** *Edwards® Singles Desserts Survey Assesses the Habits of Today's American Woman*

### **Survey Findings**

In these uncertain times, it's important to enjoy life's simple pleasures and add balance to life. According to a new survey\* commissioned by the makers of *Edwards®* frozen desserts, nearly a third of women feel that little indulgences play an even more important role in their lives than they did one year ago. But increasingly busy schedules and tightened wallets are causing American women to forego life's indulgences and put themselves at the bottom of their to-do list.

### **Back to Basics**

Layoffs, pay cuts, and downsizing are dominating the media. A tough and uncertain economy is causing many women to cut out the majority of life's carefree indulgences:

- **More than nine in 10 (91%) American women admit they've had to cut back on many of their indulgences in the past year, including shopping or going out with friends**
  - **Ninety-five percent of women ages 18-54 admit they've cut back on their indulgences in the past year**
- **Fifty-six percent of women say they don't treat themselves as often as they'd like because they can't afford to**
- **Thirty-five percent say they've cut back on such minor treats as manicures and favorite desserts in the last year**

### **Squeezing in Fun**

Between long days at the office, fitness classes, social events, and caring for family, it's especially important that women value the "free" moments in life. Schedules are becoming more and more hectic, making it difficult to enjoy a treat every now and then:

- **Nearly all (94%) American women in the study admit she doesn't indulge or treat herself as often as she'd like because other people or commitments come first**
- **Nearly a third (32%) of women say they now have less free time for themselves than a year ago**

### **Simple Solutions**

Many women are adapting to the times as expensive tastes are being thrown out the window. However, many women are finding small ways to treat themselves:

- **Nearly eight in 10 women are still dining out and shopping, just more cheaply or less frequently than in the past**
- **Nearly four in 10 continue to purchase desserts, but instead go for less expensive options**

Unwinding from the day's pressures can be as simple as saving a few minutes for yourself. The makers of *Edwards®* frozen desserts recently launched *Edwards®* Singles À La Modes, which are located in the frozen pie section of your grocers' freezers. Baked hot from the microwave in under one minute with no mixing, this delicious and indulgent treat comes in Hot Turtle Brownie, Hot Fudge Brownie and Hot Apple Crisp varieties topped with cold, creamy ice cream, each priced at just \$2.89 for two servings.

To encourage women to share their tips on simple indulgences and how they prefer to unwind and rejuvenate, the makers of *Edwards®* frozen desserts are hosting the "Simple Indulgences Spa Sweepstakes" on *EdwardsBaking.com* from now through October 9, 2009. Participants can sign-up to receive a coupon for \$1.00 off one package of delicious and indulgent *Edwards®* Singles À La Modes desserts and enter for a chance to win one of 10 \$500 SpaFinder.com gift cards to treat themselves to a relaxing spa experience.

For more information on *Edwards®* Singles À La Modes desserts, the "Simple Indulgences Spa Sweepstakes" and complete rules, visit *EdwardsBaking.com*.

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\*The *Edwards®* Singles Dessert Survey is a nationally representative telephone survey of 516 American Women, ages 18 and over, conducted between June 30 and July 7, 2009. The margin of error for the overall study is +/- 4.3% at the 95% confidence level.