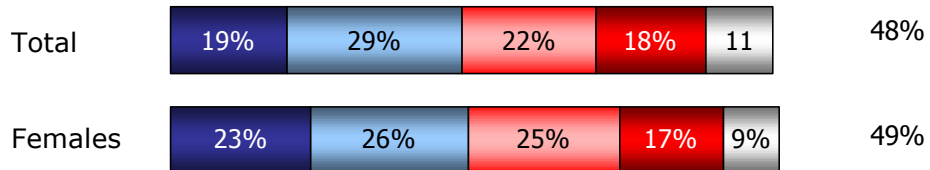


Omnibus – Plum study statistics

- 500 telephone interviews with Greater Vancouver adults, 18 years and over
- Margin of error (MOE): $\pm 4.5\%$ at 95% confidence level in the most conservative case; 6 percentage point spread required between measures. Margin of error (MOE) on sample of 260 female interviews: $\pm 6.2\%$
- Industry-standard, multi-stage random selection techniques employed
- Municipal quotas ensure the population is represented according to its actual distribution
- At tabulation stage, weighting adjustments bring basic characteristics of age, gender and region into their correct known proportions based on Statistics Canada population figures
- Interviewing conducted August 8th to August 20th, 2007

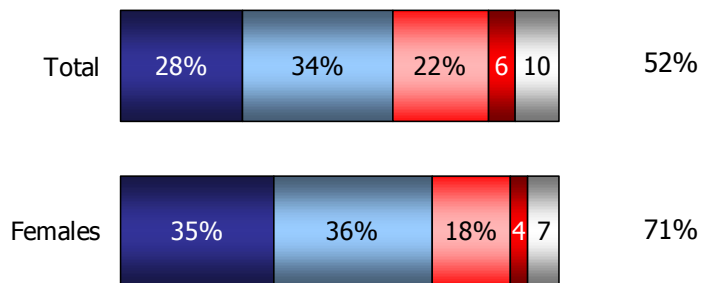
People who dress in the current fashion are more likely to get promoted

Total agree



Are more likely to buy clothes that are comfortable rather than fashionable

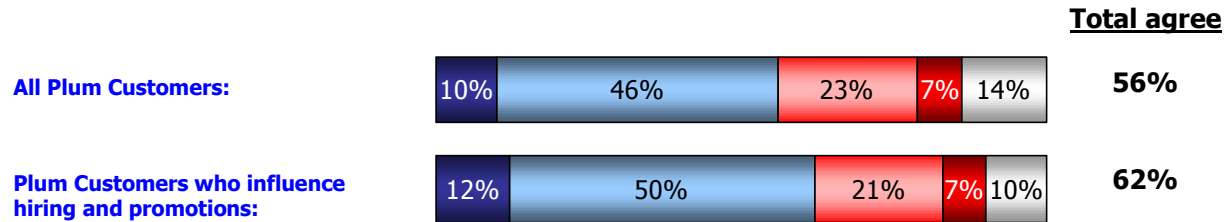
Total agree



Plum customer survey

- E-mail surveys completed by 3,500 women, 18 years and over from Greater Vancouver, Victoria, Kelowna and Calgary
- Respondents sourced from Plum's customer database
- Survey conducted August 30 – September 14, 2007

**People who dress in the current fashion are more likely to get promoted.
More than 3,500 Plum Customers answered the following questions.**








What I wear to work has an effect on my confidence and performance.

Answer	Bar Chart	Percent
Strongly Agree		54.30%
Somewhat Agree		37.24%
Somewhat Disagree		5.03%
Strongly Disagree		1.83%
Don't Know / No Opinion		1.60%






It is important that I have clothes that I can wear to work and then go out wearing them after work.

Answer	Bar Chart	Percent
Strongly Agree		31.40%
Somewhat Agree		47.54%
Somewhat Disagree		14.17%
Strongly Disagree		4.73%
Don't Know / No Opinion		2.16%




I take great care in deciding what to wear to work.

Answer	Bar Chart	Percent
Strongly Agree		43.32%
Somewhat Agree		46.12%
Somewhat Disagree		7.48%
Strongly Disagree		1.57%
Don't Know / No Opinion		1.51%

What I wear to work seems to have an effect on how people judge my performance at work.

Answer	Bar Chart	Percent
Strongly Agree		21.25%
Somewhat Agree		45.84%
Somewhat Disagree		17.83%
Strongly Disagree		7.37%
Don't Know / No Opinion		7.71%

What best describes the dress code at your place of work?

Answer	Bar Chart	Percent
I have a formal dress code at work		20.38%
There is an informal dress code at work		66.43%
No one cares what I wear to work		13.19%