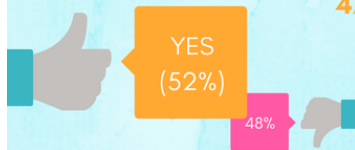


EVERYTHING YOU WANTED TO KNOW ABOUT THE SUNDAY SCARIES

Inside ForceBrands' *Start It Sunday* campaign, an initiative designed to empower you to fear no Sunday, and take on every Monday.*

SUNDAY SCARIES BY THE NUMBERS

Have you heard of the Sunday scaries?



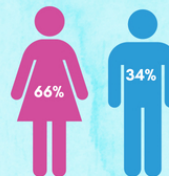
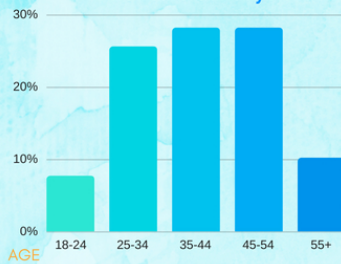
NO
47%



YES
45%

NOT SURE
8%

Who fears Sundays the most?



DESCRIBE YOUR SUNDAY SCARIES

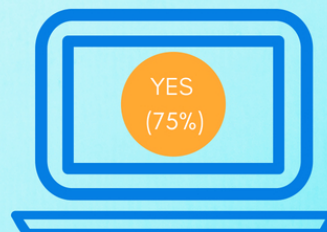
"Constantly thinking about work the next day."
—Randy, New Jersey

"...[It usually starts] after dinner when I want to relax and watch our Sunday shows. I start getting anxious about all I have on my plate the upcoming week."
—Andrea, Thousand Oaks, Calif.

"Just making mental notes about the things that need to be done first thing Monday morning."
—Susan, Los Angeles

THE SUNDAY DISCONNECT

Do you check work email on Sundays?



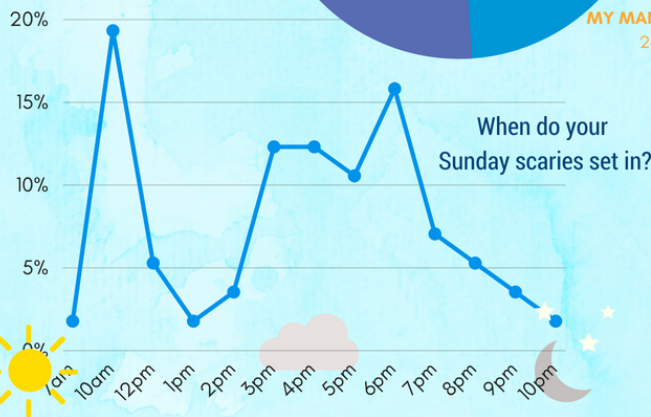
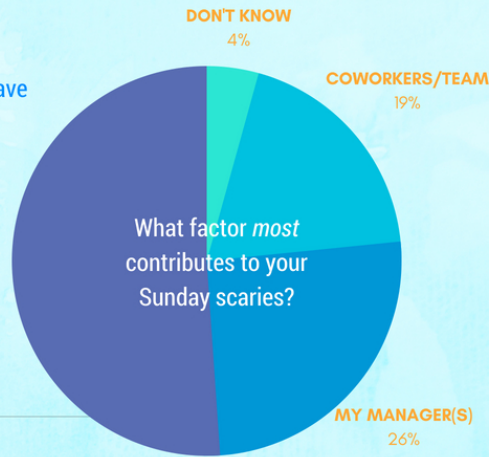
* This survey was conducted in May 2018 by ForceBrands, the consumer product industry's leading recruiting firm

EVERYTHING YOU WANTED TO KNOW ABOUT THE SUNDAY SCARIES

"I only do things I want to do on Sunday. I try to have control of my Sunday."
 —Kal, Boston



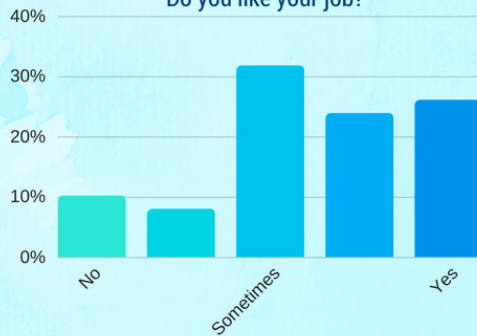
OTHER
51%



YOU AND YOUR WORKPLACE



Do you like your job?



Which best describes your typical Sunday afternoon?

Prep for Week
30%

Sunday Funday
7%

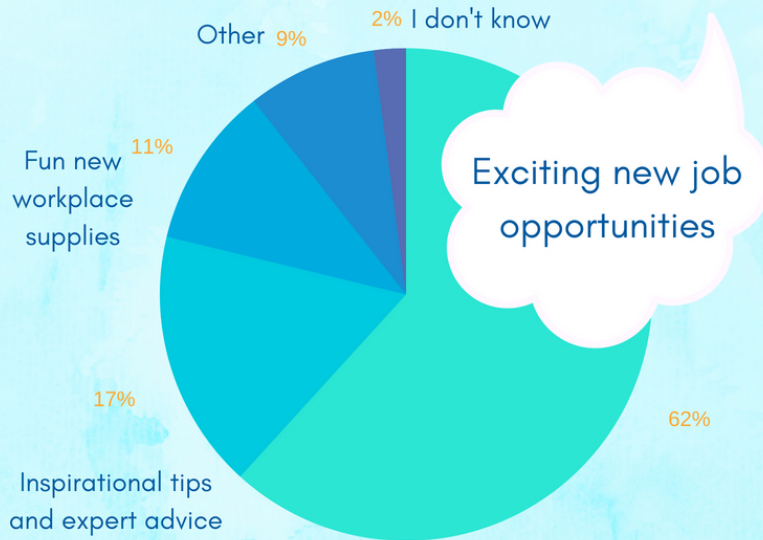


"I usually have a glass of wine or two to ignore the scaries, which makes it even harder to plan for the week. If I can do my planning earlier in the day, Sundays are much more relaxing."
 —Lauren, New York

R&R
64%

EVERYTHING YOU WANTED TO KNOW ABOUT THE SUNDAY SCARIES

What would you find most helpful in alleviating your Sunday scaries?



SO WHAT NOW?

Here at ForceBrands, we know that where you work and what you do matters. The average person will spend 90,000 hours at work over a lifetime. And those precious hours add up – meaning, they have a huge impact on your quality of life.

We were thrilled when we conducted this survey to learn that the majority of respondents enjoy their jobs. And even among those who are happy in their careers, their anxiety about the start of another workweek could be improved by the prospect of exciting new job opportunities.

Our Start It Sunday initiative is more than a bi-weekly email reminder to inspire you to overcome the Sunday scaries. Sure, we offer motivational advice from some of the industry's greatest thought leaders, and weekly giveaways. But more than that, we offer career resources (executive search services, board of director assembly and industry-specific job boards —BevForce, FoodForce, and BeautyForce) so that you can reach your highest potential.

let's **start it sunday** ✓
Even if you love your job, you can always go HIRE.



join the movement
startitsunday.com