



2009 Flu/Cold Season in the Workplace

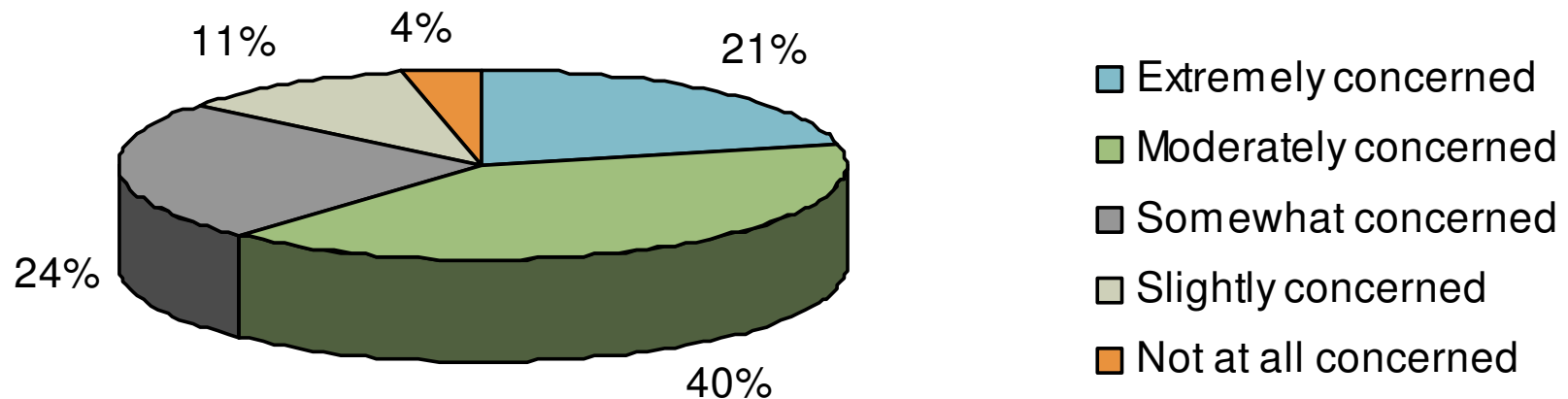
Complimentary Findings

Source: Workplace Pulse, 2009 Cold/Flu Season in the Workplace, September 2009 (Based on 898 responses)

Workforce Concern about the 2009 Flu/Cold Season

Over half of working consumers are either extremely concerned or moderately concerned about the 2009 Flu/Cold season, suggesting increased spending on prevention and remedies.

Workforce Concern about This Year's Flu/Cold Season

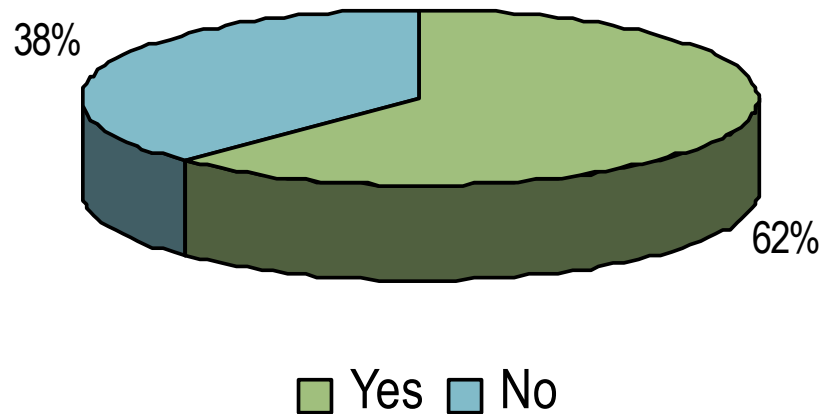


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The American Workforce and Flu Shots

62% of working consumers plan to get a flu shot for the 2009 Flu/Cold season.

Percentage of Workers Who Plan to Get a Flu Shot



Source: Workplace Pulse, 2009 Flu/Cold Season in the Workplace, September 2009 (Based on 898 responses)

Top 20 Retail Choices for Purchasing Flu/Cold Remedies among Working Consumers

Which store do you shop at MOST OFTEN for your Flu/Cold prevention and/or remedy products?			
1	Walmart	11	Publix
2	Walgreens	12	Safeway
3	CVS	13	Giant Food
4	Target	14	ShopRite
5	Rite Aid	15	Stop & Shop
6	Kroger	16	Jewel-Osco
7	Giant Eagle	17	Wegmans
8	Meijer	18	Albertsons
9	Costco	19	Discount Drug Mart
10	H-E-B	20	Marc's
Results based on 894 write-in responses.			

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Top 20 Brand Preferences for Flu/Cold Remedies among Working Consumers

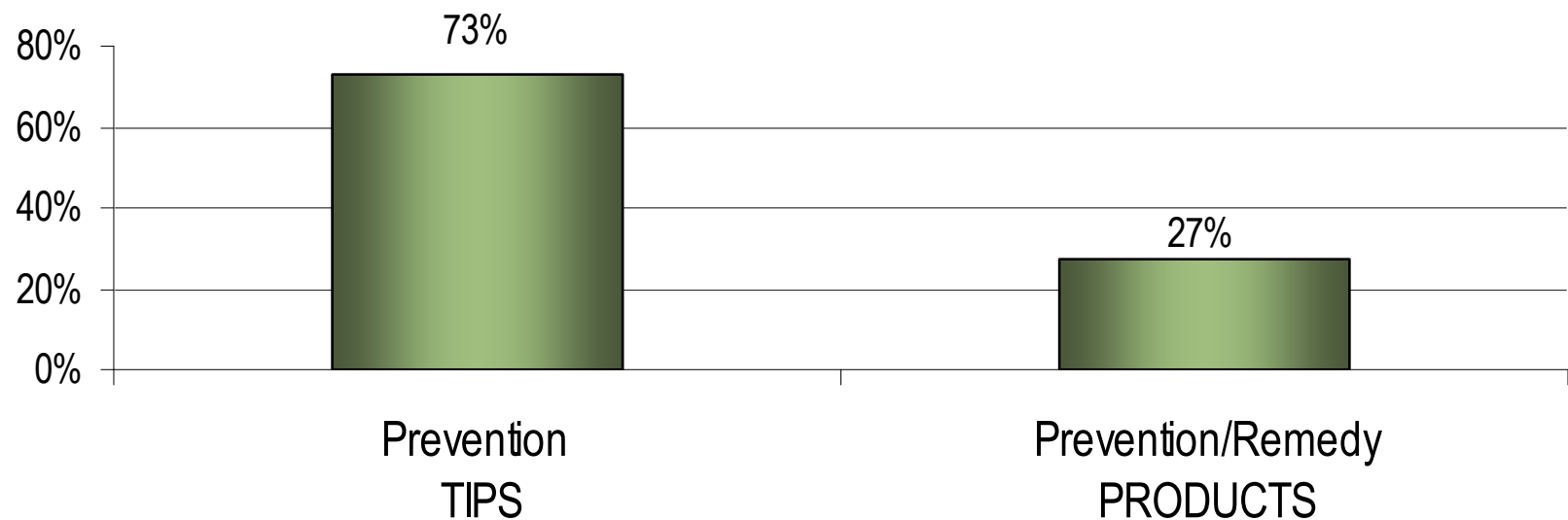
Which over-the-counter brand do you purchase MOST OFTEN for Flu/Cold prevention and/or remedy needs?			
1	Tylenol Cold	11	Alka-Seltzer
2	NyQuil	12	Advil Cold & Sinus
3	Theraflu	13	Airborne
4	Generic Brand*	14	Walgreens
5	Sudafed	15	Equate
6	DayQuil	16	Alka-Seltzer Plus
7	Advil	17	Mucinex
8	Vicks	18	Benadryl
9	Robitussin	19	Coricidin HBP
10	Zicam	20	Aleve
Results based on 853 write-in responses. *Not tied to a specific store brand.			

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Employers plan to offer tips and products to their employees to fight the Flu/Cold this season.

73% of employers plan to offer Flu/Cold prevention **tips**.

27% of employers plan to offer prevention/remedy **products**.

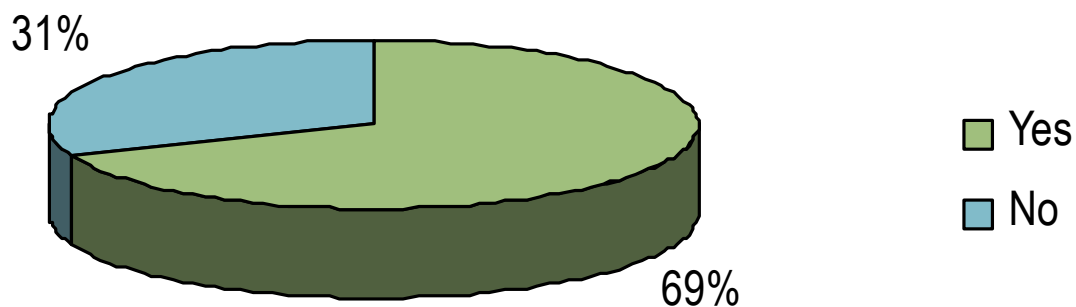


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Employer-to-Employee Communication about H1N1 Flu this Season

Concern about the H1N1 Flu is compelling companies to correspond with their employees about its effects and prevention, thus providing marketers with an exceptional opportunity to assist with educational and product messaging.

Percentage of employers who are communicating (prevention, education, etc.) with their employees about H1N1 Flu.

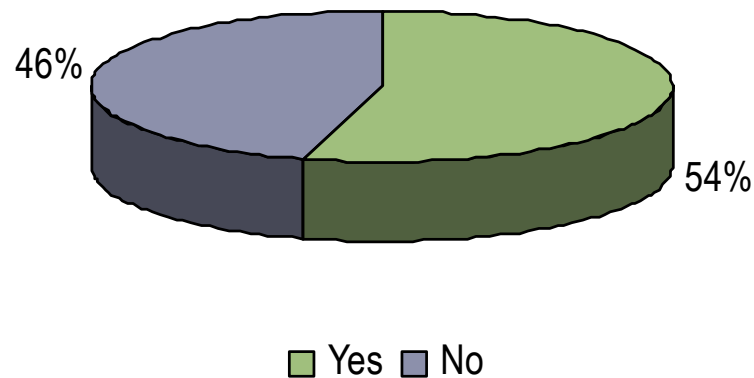


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Offices Taking Extra Precautions to Combat H1N1

Hand sanitizer is the #1 product being purchased in increased quantities and frequency for offices across the country.

Percentage of workplaces taking extra precautions to combat H1N1 this flu season.



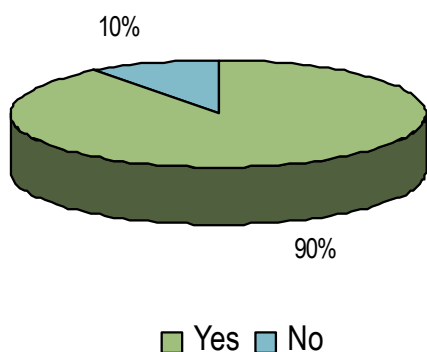
Top Precautions:

- #1 Hand sanitizer supplies
- #2 Education materials/sessions
- #3 Increased office cleaning
- #4 Antibacterial products (soap, wipes, sprays, etc.)

Employees Who Come to Work Sick

90% of workers report that their company has employees who come to work sick with the flu or a cold.

Are there employees at your company who come to work sick with the flu or cold?



Describe how you feel when a co-worker comes to work sick with the flu or a cold.

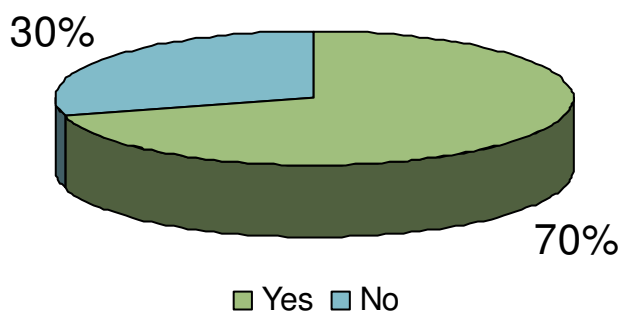
Top Responses

- #1 I feel at risk
- #2 He/she should go home
- #3 It makes me angry
- #4 It irritates me
- #5 I try to avoid the person

Employees Who Come to Work Sick

Despite 90% of workers reporting that their company has employees who come to work sick, only 70% of workers report that they have come to work sick.

Have you ever come to work sick with the flu or a cold?



Top reasons

- #1 Concerned about work not getting done
- #2 Feel guilty for missing work
- #3 Have little or no sick time
- #4 Afraid boss will think I'm not dedicated
- #5 Concern about job loss

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More Information

For additional research and white papers about the consumption and spending behavior of working consumers, please visit www.workplacemedia.com and click on “Complimentary Research.”

For questions regarding the data contained in this report, please contact:

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