



WorkPlaceMedia[®]
Remarkable Results. At Work.[™]

Workplace Foodservice Consumer

Executed by:

TECHNOMIC

Methodology



The following research was executed as an online study by Technomic for WorkPlace Media in August 2011.

Sample size: 600 working consumers.

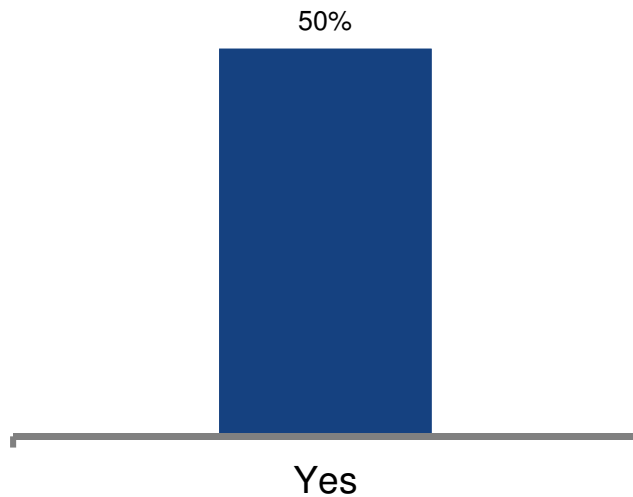
Confidence level is 95%; margin of error is +/- 4%.

A decorative graphic on the left side of the title bar consisting of four vertical bars of varying heights, rendered in a dark blue color.

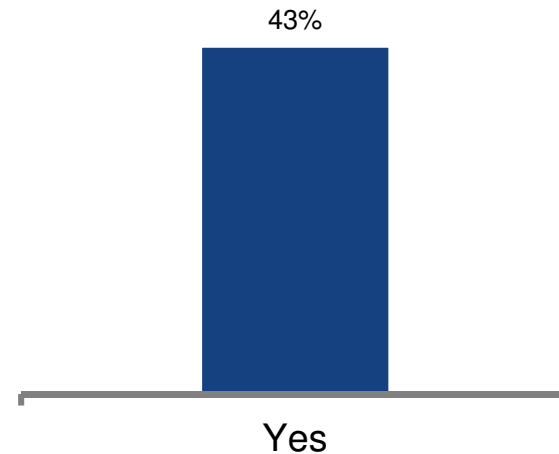
Restaurant Usage at Holidays

The Holidays spur a greater likelihood for increased dining occasions among employed

Greater Likelihood to Dine Out During Holidays

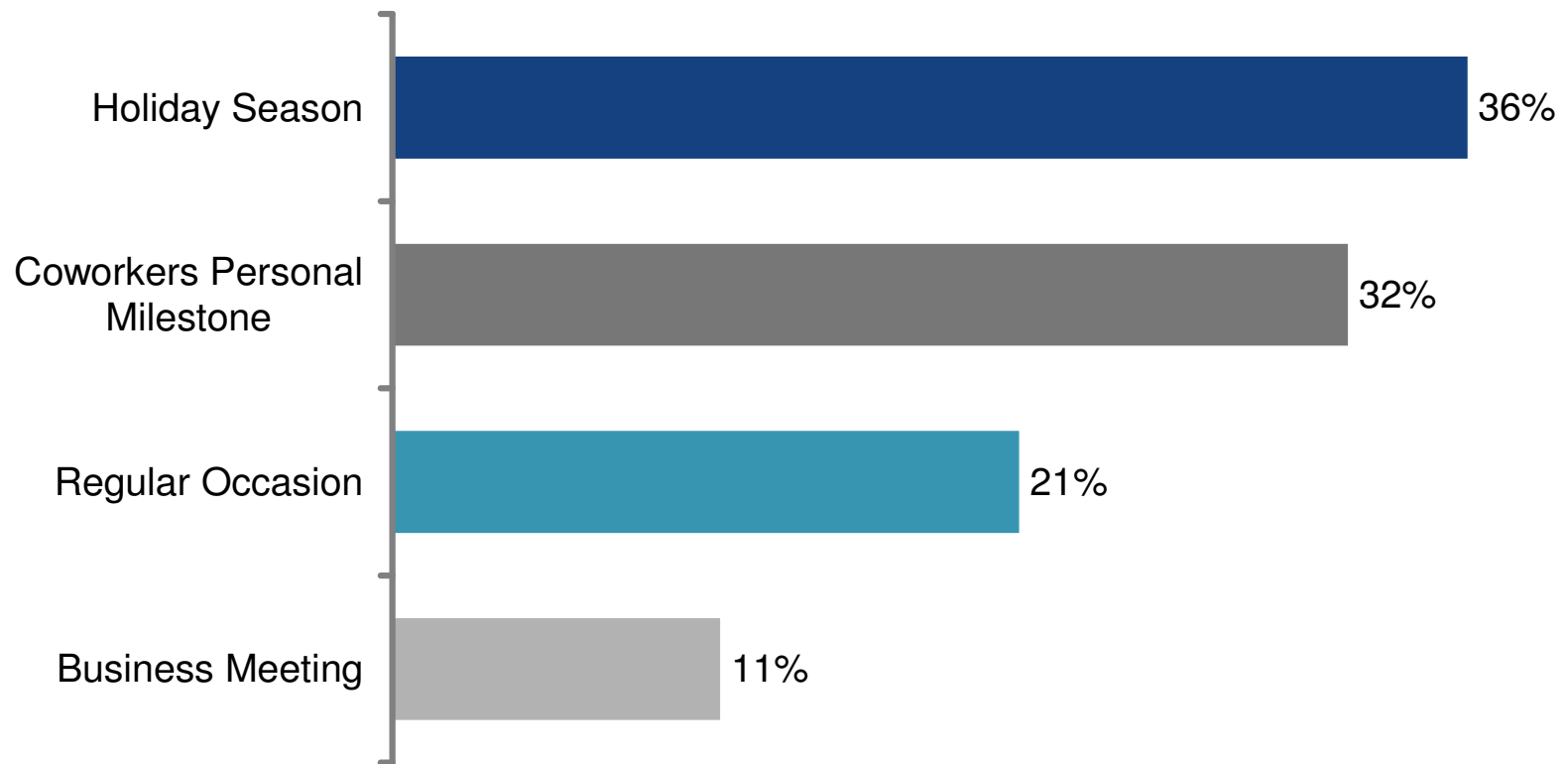


Greater Likelihood to Dine Out With Co-workers During Holiday Season



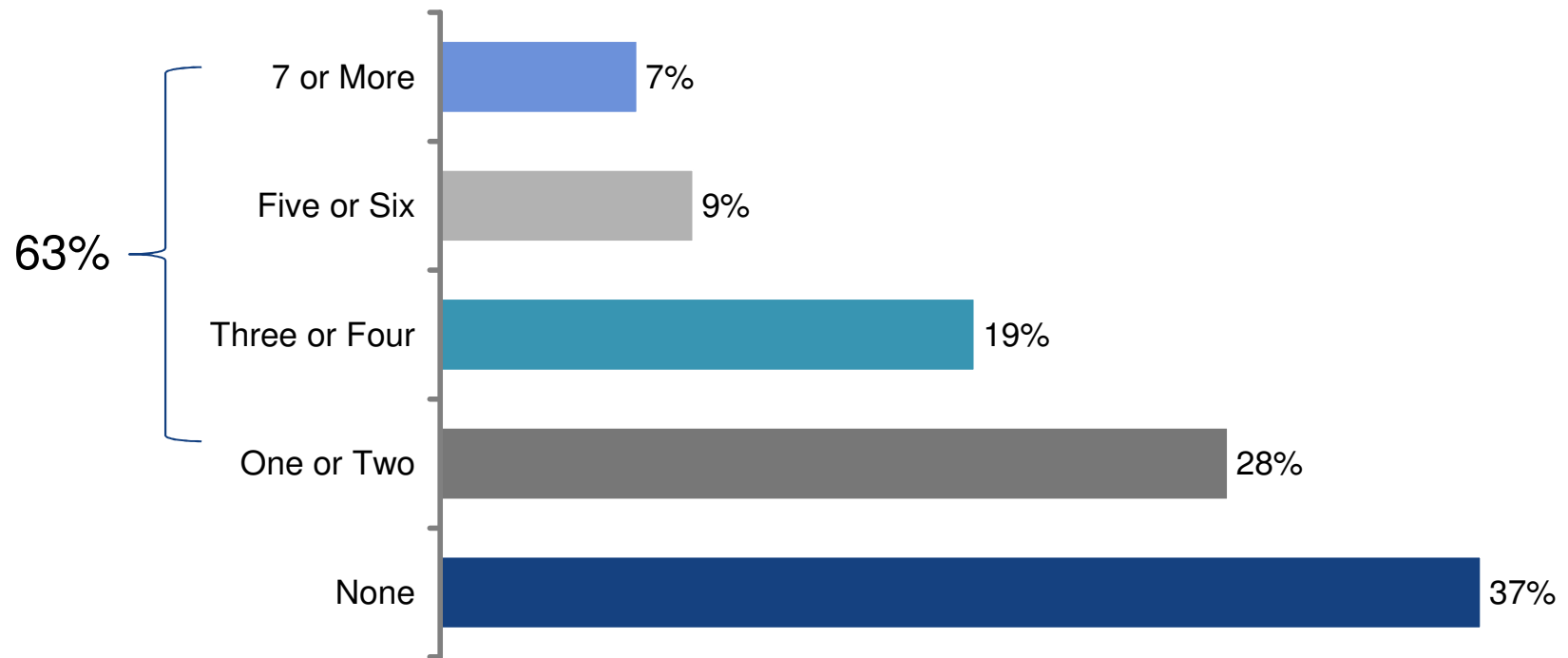
The Holiday Season is the leading time period for working consumers to participate in Happy Hour

Occasions That Influence Happy Hour Participation



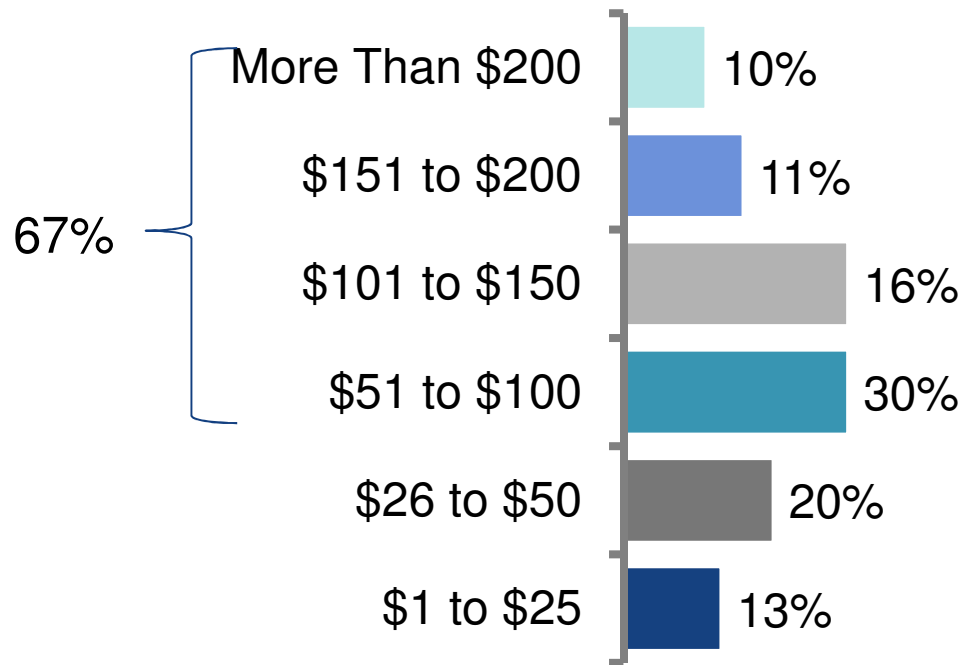
Over half of working consumers plan to purchase gift cards this Holiday Season

Restaurant Gift Card Purchase Plans for 2011 Holiday Season



Nearly 7 in 10 who plan to purchase dining gift cards this season will spend \$51 or more

Anticipated 2011 Holiday Spending on Gift Cards

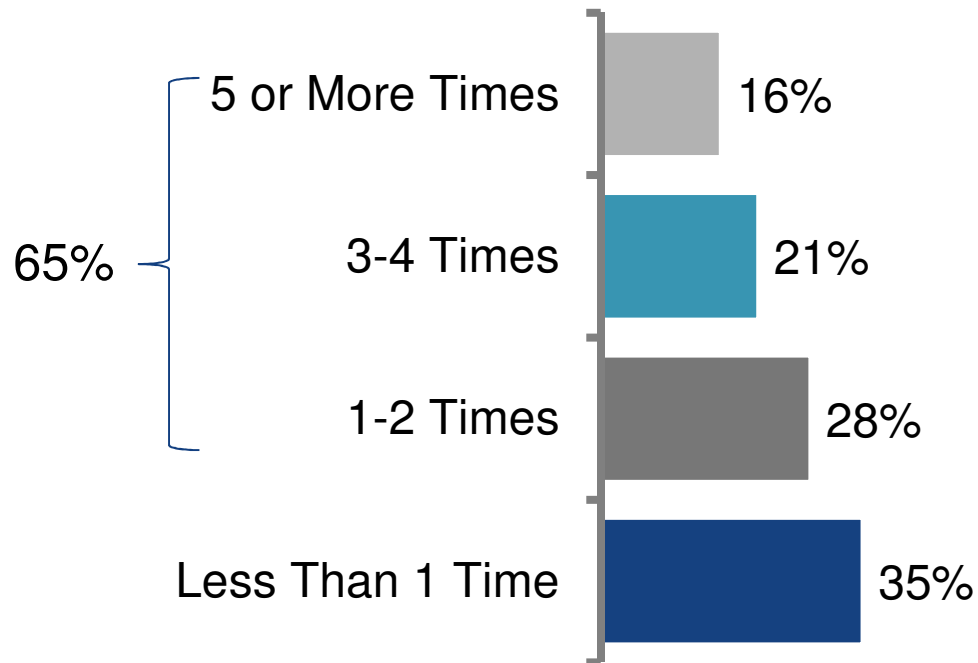


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Workweek Restaurant Usage

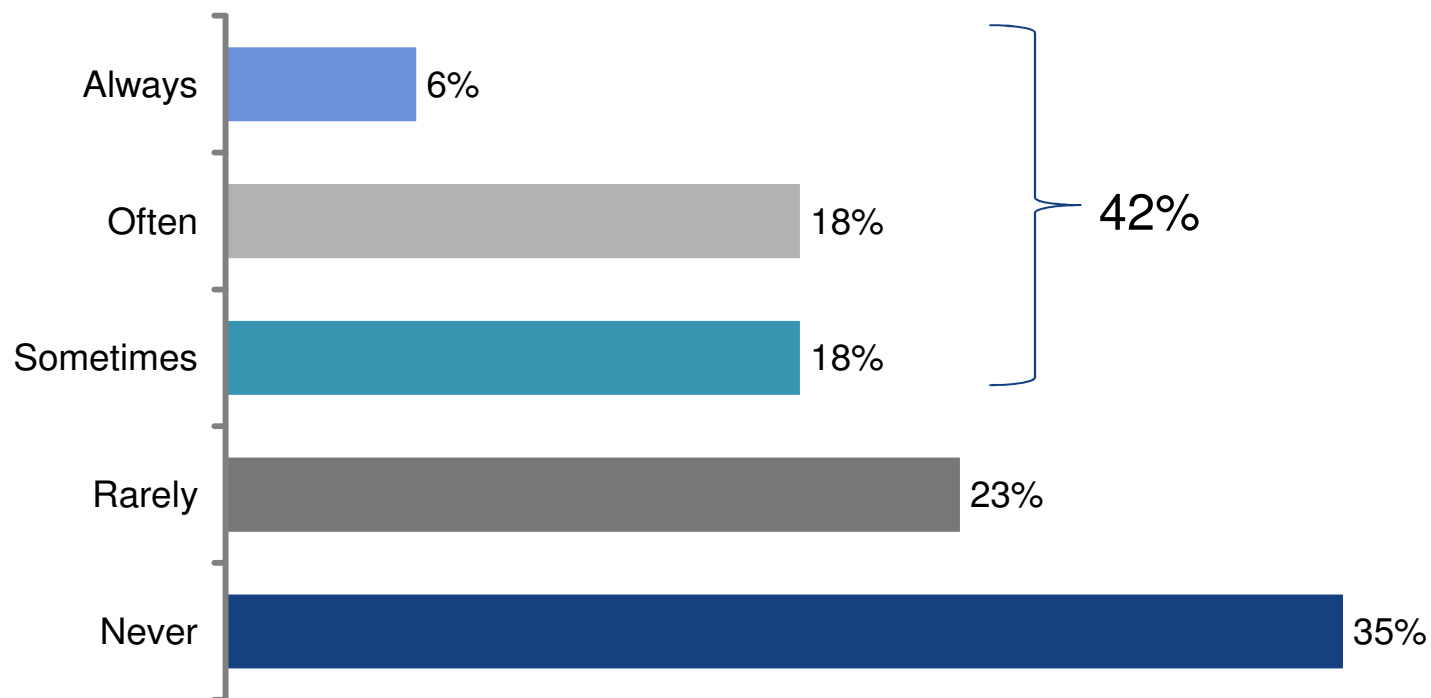
Nearly 2/3 of working consumers eat out for lunch during their workweek

Frequency of Buying Lunch During the Workweek



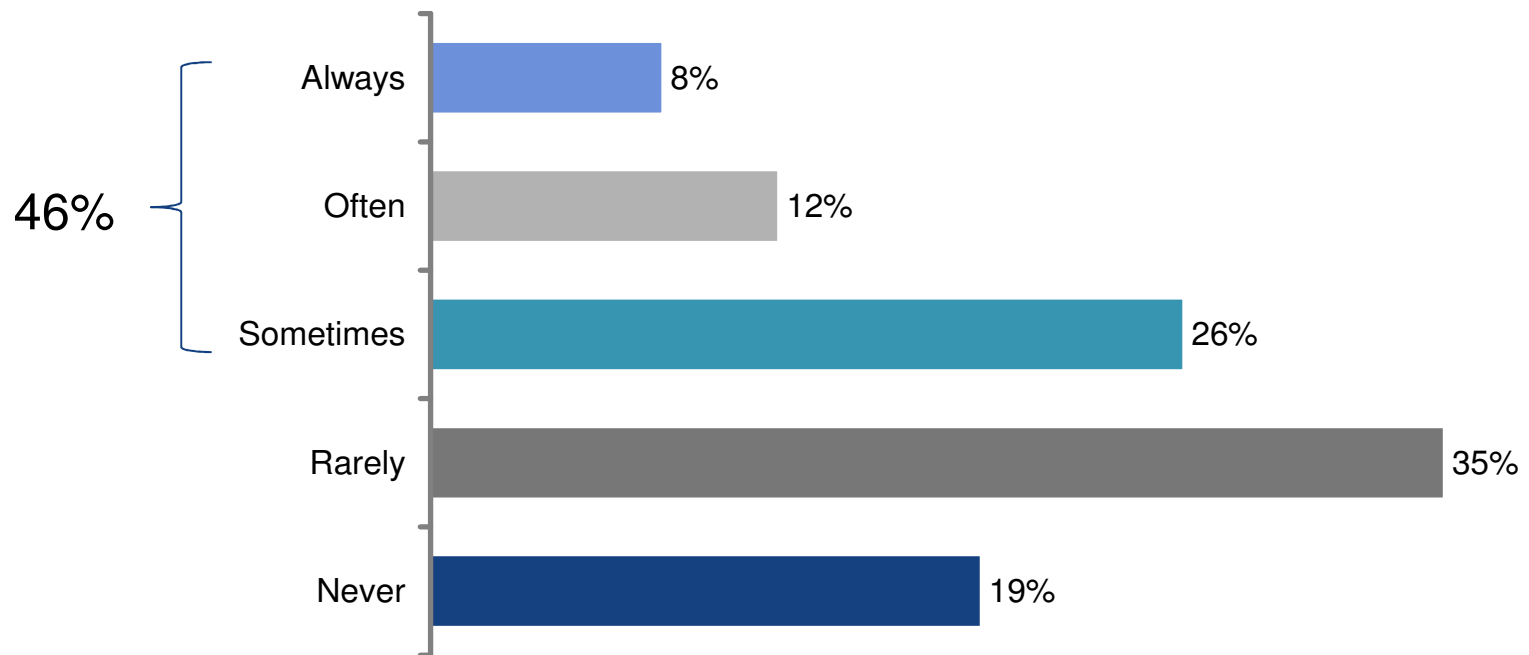
Nearly half of working consumers dine out with co-workers for lunch

Dining Out with Co-workers at Lunch



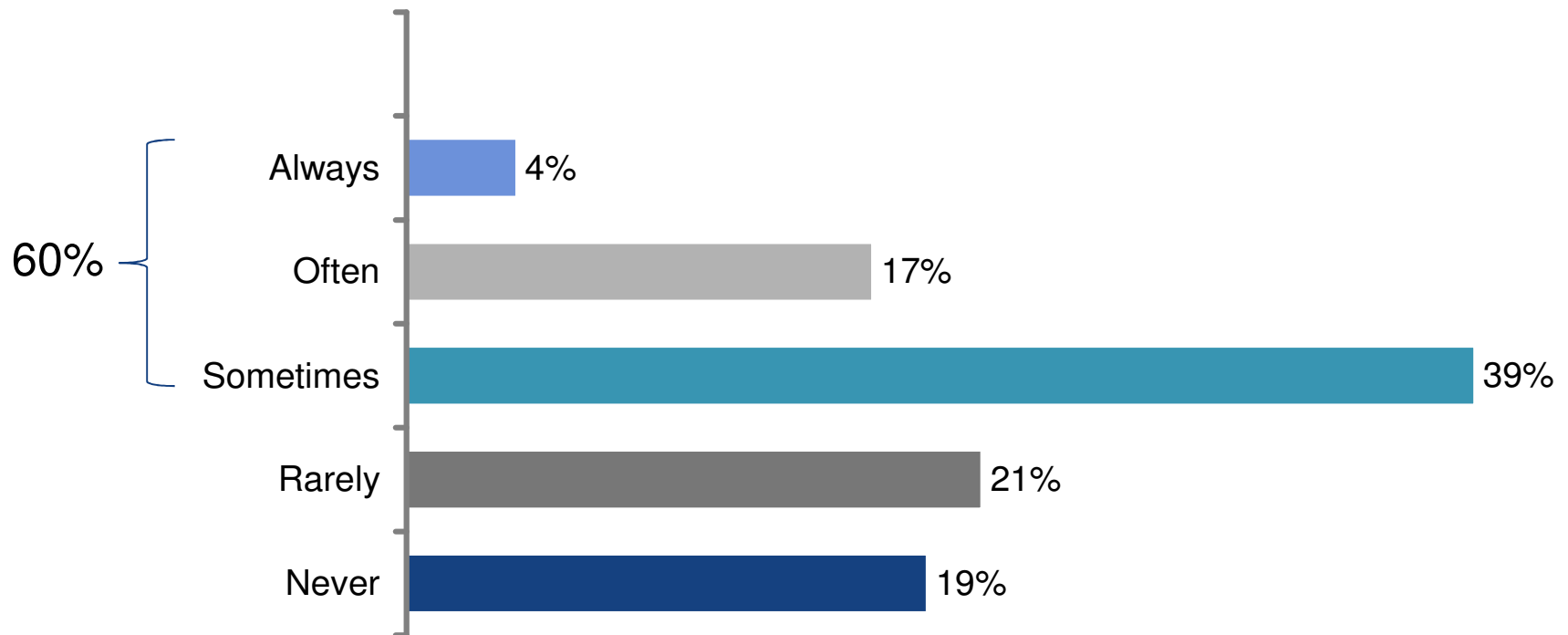
Nearly half of at-work consumers meet friends/family at a restaurant during the workweek

Frequency of Meeting Friend or Family Member at a Restaurant During Workweek



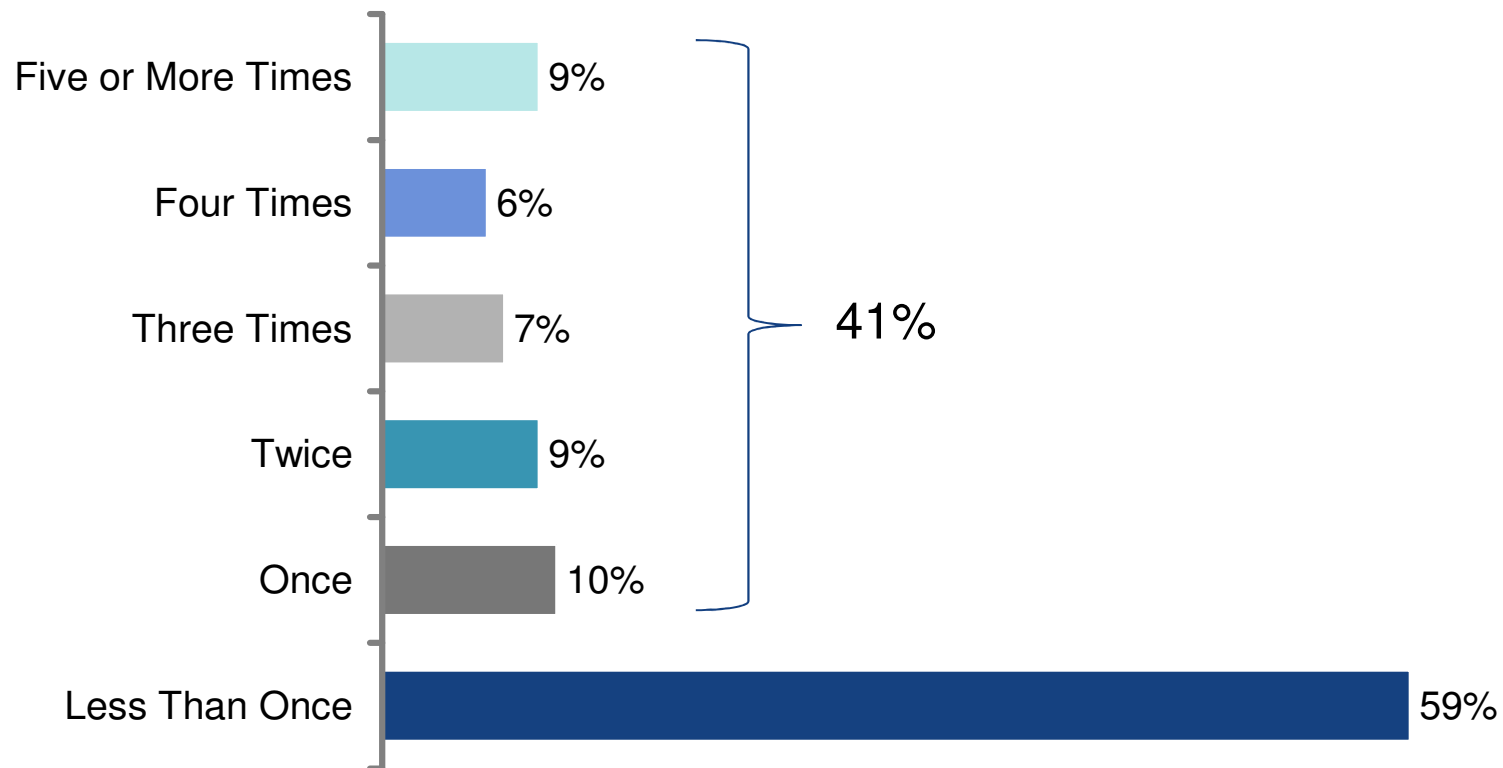
Over half of working consumers create buzz about their dining experiences

Frequency of Discussing Dining Experiences with Co-workers



4 in 10 working consumers regularly participate in happy hour

Frequency of Happy Hour Participation in a Month



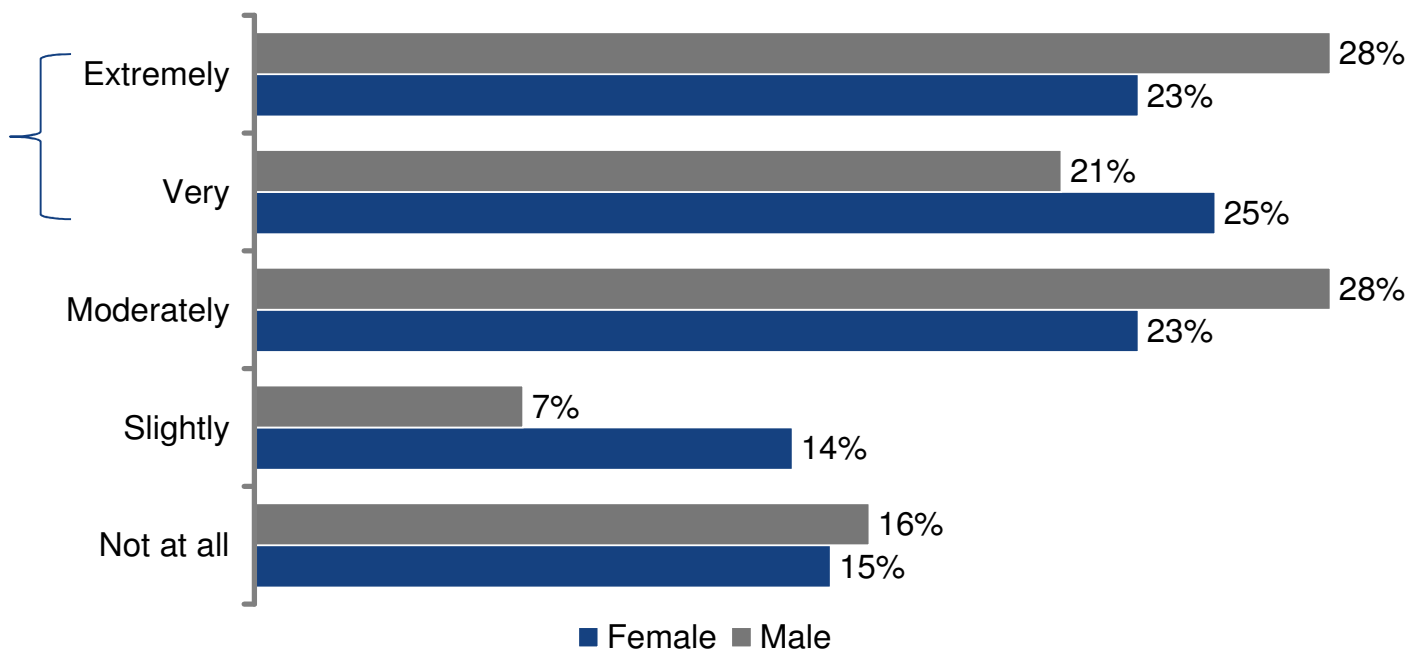


The Influence of Coupons

Coupons drive decisions on restaurant selection for male and female employees

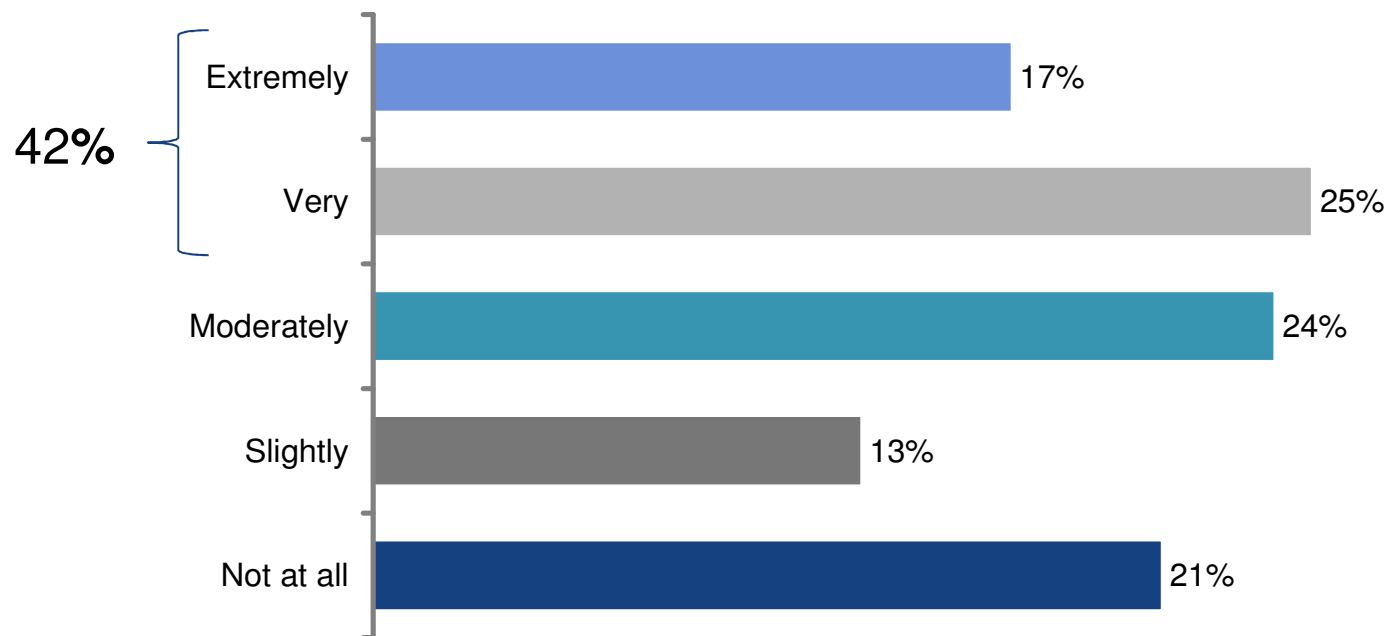
Influence of Coupons on Restaurant Selection

Coupons influence restaurant selection for nearly half of working consumers—and drive decision-making for both men and women



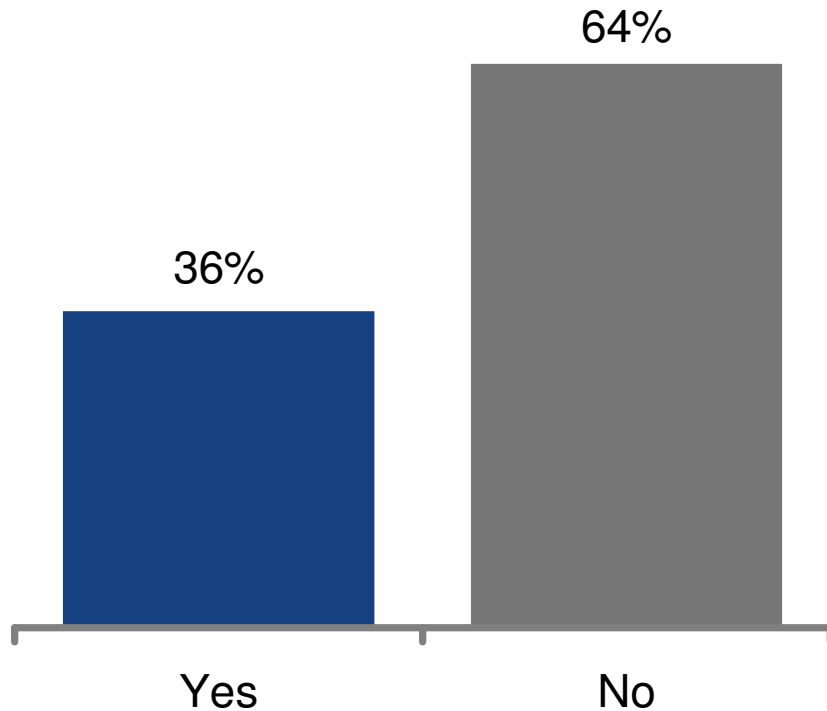
Coupons can sway almost half of employees to skip brown bagging at work

Influence of Coupons to Skip Brown Bagging

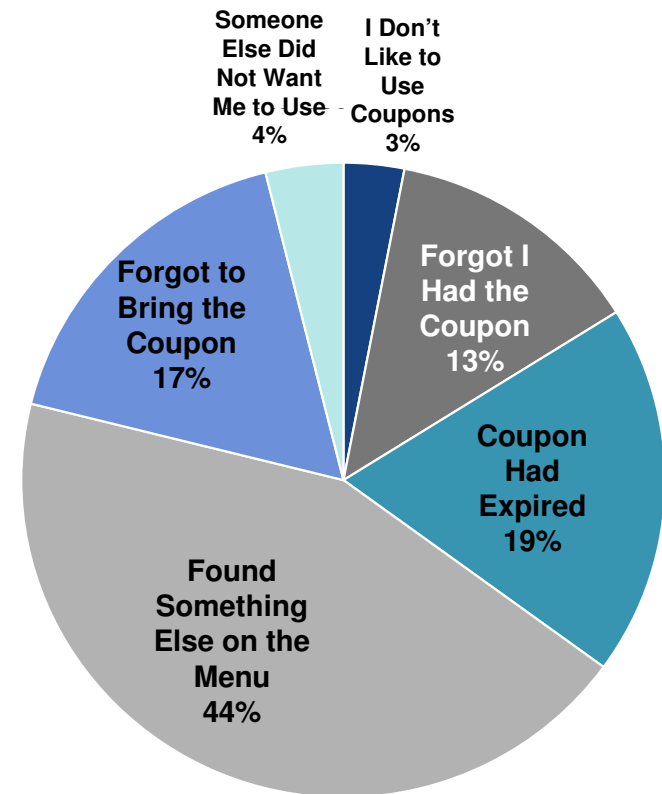


Coupons have a positive effect on employed consumers beyond redemption

Visited Due to Coupon but Did Not Use



Reasons for Not Using Coupon





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