

WorkPlaceMedia®

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H1N1/Flu Season in the Workplace

New Survey Looks at Concerns and Prevention

CLEVELAND, OH (**September 21, 2009**)—When it comes to locations for contracting viruses like the flu, there's two usual suspects: schools and the workplace. And with many working Americans having kids in school, it's often a double-whammy, and a cycle of sickness that perpetuates even more sickness. WorkPlace Media's "2009 Flu & Cold Season in the Workplace" survey, released today, examines attitudes and prevention in the workplace as the flu season approaches.

In the survey, 21% of respondents reported feeling "extremely concerned" about the upcoming cold/flu season. This contrasts with just 4% that expressed no concern. 40% reported feeling "moderately concerned" and 35% reported feeling "somewhat/slightly concerned." 62% of the working population said they would be getting a flu shot this season, which compares to 50% of the general population according to a recent study conducted by Opinion Research Corporation on behalf of CVS.

However, it's not just employees taking steps to combat the virus this year, employers are also taking preventative steps. 73% of respondents said their employer was offering flu-related health tips and 27% said their employer was offering actual products (hand sanitizer, over-the-counter remedies, and other antibacterial products).

One of the more interesting findings of this survey is the workers' heightened concerns over illness measured against concerns over their job security and the state of the economy. 70% of workers reported coming to work sick on occasion. The leading reasons given were, "concerned about my work not getting done"-69%, "feel guilty for missing work"-50%.

“This survey suggests that due to the community nature of the workplace, workers are concerned this flu season,” says Stephanie Molnar, CEO of WorkPlace Media, a marketing solutions firm that specializes in targeting advertising messages to people in their cubicles. “Drug manufacturers, pharmacies, and other retailers have an exceptional opportunity to help workplace communities, as well as drive brand awareness and retail activation this season by communicating with employers and employees right in the workplace. We’ve been helping brands do this for years.”

Additional findings from the survey:

- Asked which drug store they shop at most often, the responses were: 50%-Walgreens, 35%-CVS, 11%- Rite-Aid, 4%-other
- Asked how likely you would be to use an offer received at work for cold/flu remedies, 90% were “somewhat” to “very likely”
- Asked which over-the-counter brand workers purchase most often for cold/flu symptoms, they responded: 28%-Tylenol Cold, 13%-NyQuil, 9%-TheraFlu, 7%-generic brand

The “2009 Flu & Cold Season in the Workplace” was conducted by WorkPlace Media in September 2009 among over 800 American workers and employers. For more information and complimentary research and charts, visit www.workplacemedia.com and click on “Complimentary Research.”

To interview Stephanie Molnar, CEO of WorkPlace Media, please contact Mark Ballard at 212.255.8455 or mark@rosengrouppr.com.

About WORKPLACE MEDIA:

WorkPlace Media is an award-winning media company that delivers superior ROI for the world’s most prestigious brands by helping them reach consumers at work. As the leading expert on the American workplace, WorkPlace Media works with its proprietary permission-based network of over 920,000 U.S. companies to deliver advertiser offers and samples directly into the hands of over 64 million working Americans. Additionally, the company conducts ongoing research into the attitudes and purchase behavior of this valuable, largely untapped consumer channel through regular polls and surveys. (www.workplacemedia.com)