

WorkPlaceMedia®



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Contact:

Meredith Turner

212.255.8455

Meredith@rosengrouppr.com

HIGH FUEL COSTS DRIVE AT-WORK CONSUMERS TO CONSOLIDATE SHOPPING TRIPS

New Consumer “Pit Strategy” Has Retailers Looking to the Workplace to Increase ROI During Troubled Times

CLEVELAND, OH (September 2, 2008)— In motorsports, choosing the optimum pit strategy of how many stops to make and when to make them is crucial to having a successful race. In today’s troubled economy, with gas prices topping off at nearly \$4 a gallon, a new study from consumer intelligence firm BIGresearch suggests cash-strapped consumers are calculating their own pit strategy— to save both time and money.

In one year’s time, gas prices have more than doubled, resulting in a 20% increase in the number of consumers opting to “drive less.” Indeed, nearly ¾ of all working Americans indicate they are consolidating their shopping trips and making purchases on the commute route to and from work, where they spend an average of 48 minutes per day.

“It used to be that an afternoon of shopping was considered a leisurely pursuit. Now, with soaring fuel costs, it’s all about getting in and out with as few unscheduled stops as possible,” said Stephanie Molnar, CEO of WorkPlace Media, the nation’s leading experts on the workplace. “Retailers would do well to recognize the value of reaching consumers at their workplace, where they usually plan their pit strategy.”

Commute Route Pit Strategy

Not surprisingly, pit stops involve refueling— but not the kind you might think. Rather, 74% of at-work consumers report regularly or occasionally dining out during the workday, with another 72% purchasing food, beverages or other grocery items. And offering further proof that some people are willing to starve for beauty, 53% of at-work consumers confess to spending their lunch break shopping for beauty care products and cosmetics, 61% for apparel, 48% for shoes and 24% for jewelry and watches.

For the Health of It

Just because the health of the economy has taken a turn for the worse doesn’t mean consumers are willing to accept the same fate. They may be making fewer pit stops, but

more than half of all at-work consumers, 56%, are ensuring their bodies will go the long run by regularly purchasing medicines, vitamins and supplements on the commute route.

Practically Speaking

Even with a dramatic surge in workday shopping trips traditionally reserved for weekends, some workday errands will never change. 49% of respondents report utilizing the commute route for the mundane chores of picking up dry-cleaning and purchasing new eyewear.

Start Me Up

And in the true spirit of motorsports, 35% of workers use the commute route to— what else?— have their car serviced with new tires, oil changes, etc.

So, what do these dramatic changes in consumer shopping behavior mean for retailers who are also feeling the strain? “Drastic changes in shopping behavior call for drastic changes in marketing methods. As a result, aggressive retailers are leveraging the commute route for retail activation and influencing purchasing decisions,” said Molnar.

METHODOLOGY:

The At-Work Consumer Media & Shopping Behavior survey was conducted by BIGresearch in December 2007 from a national sample of 3,989 U.S. employees across a variety of industries. Other statistics cited were taken from BIGresearch’s Consumer Intentions & Actions Trends Database.

For complimentary research and charts, please visit www.workplace-media.com and click on "Complimentary Research."

To interview Stephanie Molnar, CEO of WorkPlace Media, please contact Meredith Turner at 212.255.8455 or meredith@rosengrouppr.com.

ABOUT BIGRESEARCH:

BIGresearch is a consumer intelligence firm providing solution-based insights of consumer behavior, present and future, in areas of products and services, retail, financial services, automotive and media. BIGresearch conducts the Simultaneous Media Survey (SIMM) bi-annually and the Consumer Intentions and Actions Survey (CIA) monthly. Clients include CPG, media, financial services companies, automotive, major retailers and Wall Street firms. The National Retail Federation uses the (CIA) to forecast industry sales, trends and public relation initiatives.

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.
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