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Holiday Shopping in the Workplace

Restaurants lead gift card sales preference among American workers this holiday season.

CLEVELAND, OH (October 14, 2009)—As Andy Williams famously sang: “It’s the most wonderful time of the year.” But for companies looking to share in Williams’ holiday cheer, they would be well-advised to stay in tune with a challenging economy and a shifting marketplace for holiday shopping—especially when it comes to working Americans. A new survey from WorkPlace Media, released today, found that approximately 1 in 3 working Americans will do *at least* 40% of their holiday shopping on the way to/from work, online at work, or during a work break. Furthermore, as a reflection on today’s difficult economic conditions, 43% of working Americans said they would be spending less than they did last year.

Additional findings from the WorkPlace Media survey:

Working Americans’ preferred holiday marketing offers: Asked from which brands working Americans would likely use a holiday offer received at work this season, respondents indicated:

Retail		Restaurant Casual/ Quick Casual		Restaurant QSR	
Walmart	86%	Olive Garden	77%	Subway	77%
Target	85%	Applebee’s	71%	Wendy’s	71%
Kohl’s	79%	Outback Steakhouse	69%	McDonald’s	69%
Best Buy	74%	Chili’s	66%	KFC	60%
JCPenney	71%	Panera Bread	65%	Starbucks	60%
Lowe’s	69%	T.G.I. Friday’s	61%	Arby’s	54%
The Home Depot	68%			Quiznos	53%
Sears	65%			Chick-fil-A	53%
Old Navy	59%			Dunkin’ Donuts	49%
Macy’s	58%			Sonic	39%
Toys “R” Us	56%				
Amazon	55%				
T.J. Maxx	54%				
Sam’s Club	52%				
Kmart	49%				

Over half of working Americans plan to spend at least \$500 this holiday season:

Working Americans
2009 Holiday Spending Plans

<i>Anticipated Spend</i>	<i>Percentage</i>
\$1 - \$500	49%
\$501 - \$1,000	35%
\$1,001 - \$2,000	12%
Over \$2,000	4%

Asked what types of gifts they plan to purchase this holiday season, working Americans responded: Apparel/Apparel Accessories (73%), Books/CDs/DVDs/Video Games (72%), Electronics/Computers (46%), Restaurants (38%), Personal Care/Beauty Items (37%), Entertainment (33%), Jewelry (31%), Home Décor (25%), Sporting Goods (24%), and Food/Groceries (21%).

Gift card purchase intentions:

Asked how many gift cards they plan to purchase this holiday season, 56% of working Americans said between 1-5 and 33% said more than six.

The most popular categories for gift card purchases were: Restaurants (55%), Apparel/Apparel Accessories (40%), Books/CDs/DVDs/Video Games (40%), Entertainment (26%), Electronics/Computers (20%), and Food/Groceries (18%).

“With American workers busier than ever at their jobs, many, if not most, are now forced to shop during work or on their way to and from work,” explained Stephanie Molnar, CEO of WorkPlace Media, a marketing solutions firm that specializes in targeting people in the workplace. “Understanding the changing shopping habits of these consumers will be crucial for any company looking to meet their goals this holiday season.”

The 2009 Workplace Holiday Shopping survey was conducted by WorkPlace Media in October 2009 among 1,124 American workers. For more information and complimentary research and charts, visit www.workplacemedia.com and click on “Complimentary Research.”

To interview a representative 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)