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## Survey reveals working consumers skipping meals

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According to a new study conducted by WorkPlace Media, 76 percent of workers surveyed have made cuts to their food and beverage consumption.

Overall, 31 percent of workers surveyed reported making less money due to the recession while 34 percent said cheaper fast food trumped health concerns during the economic downturn.

Additional findings from the WorkPlace Media survey include:

For working consumers who drink coffee on-the-go (not brewed at work or home):

- 40% have been spending less than top dollar (Dunkin' Donuts, McDonald's, etc.)
- 35% stopped purchasing on-the-go coffee
- 18% still spend top dollar (Starbucks, café, etc)
- 7% opt for the cheapest option (generic brand/deli)

When asked how the recession had affected their breakfast consumption:

- 37% said their breakfast habits had not changed
- 35% said they prepared breakfast at home more
- 23% said they lessened the amount of times they purchase breakfast out
- 10% discontinued purchasing breakfast out
- 9% said they rarely eat breakfast anymore
- 3% said they chose cheaper fast food alternatives for breakfast

When asked how the recession had affected their lunch consumption:

- 40% said they lessened the number of times they purchase lunch out
- 39% said they prepared their lunch at home more
- 28% said their lunch spending habits had not changed
- 8% said they chose cheaper fast food alternatives for lunch
- 7% discontinued purchasing lunch out
- 3% said they rarely eat lunch anymore

When asked how the recession had affected their dinner consumption:

- 48% said they lessened the number of times they purchase dinner out
- 42% said they prepared dinner at home more
- 23% said their dinner spending habits had not changed
- 7% said they chose cheaper fast food alternatives for lunch
- 5% said they discontinued purchasing dinner out
- 2% said they rarely eat dinner anymore

"When it comes to how the recession has affected the daily routines of workers, fewer working consumers are purchasing breakfast, lunch and dinner out. Some have even resorted to skipping meals to save money," said Stephanie Molnar, CEO of WorkPlace Media. "You can expect even more changes to these habits as the recession plays itself out — and hopefully recedes. But staying in touch with these changing attitudes is utterly crucial for any company looking to stay in step with today's working consumer."

The Recession Habits Survey was conducted by WorkPlace Media in June 2009 among 760 American workers.