

WorkPlaceMedia®

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THE NEW AMERICAN NEIGHBORHOOD:

Cubicles and Cafeterias Replace Porches and Living Rooms as the New American Social System

- BIGresearch study shows Lifestyle Changes Force Marketers to Venture Outside the Home -



CLEVELAND, OH (October 14, 2008)—When Mister Rogers first sang “*it’s a beautiful day in the neighborhood*” during what would become the world’s most iconic wardrobe change, a windowless sea of beige cubicles is probably not what he had in mind. Yet according to a new study from consumer intelligence firm BIGresearch, the American workplace is rapidly surpassing such cornerstones of neighborhood life as the front porch and the living room to become the most powerful social network available to advertisers today.

Over half of all American workers, 68%, report socializing with co-workers while taking a break from work, and an additional 42% also confess to communicating with friends and family during the workday via telephone, email and texting.

This employee-to-employee networking has direct implications for marketers since 95.6% of at-work consumers indicate that they regularly or occasionally give advice to their peers in the workplace about products and services. Keeping with the pace, 92.9% indicate that they also seek advice from coworkers before making purchases

“With Americans now spending a record-breaking 60% of their waking hours at work, the days of stopping by your neighbor’s front porch in the afternoon to discuss current events over an iced tea are over,” said Stephanie Molnar, CEO of WorkPlace Media, the nation’s leading experts on the workplace. “These days, time-starved consumers are more likely stop by a colleague’s cubicle on their way out for an iced coffee than socialize with neighbors back at home, where household chores and family responsibilities take precedence over casual conversation.”

The benefits of targeting consumers in such a highly connected, yet traditionally “ad-free” environment has not gone unnoticed by marketers looking to stay ahead of the pack. A staggering 95% of U.S. companies who have already granted advertisers access to this highly coveted demographic indicate that

their employees regularly or occasionally talk about the advertiser offerings and promotions they receive during the workday, proving that individuals can become very influential and passionate brand advocates in the workplace.

“Let’s face it— we all wish we had more time at home, but this study reveals a really wonderful truth about human nature: we are essentially social beings who will create meaningful, neighborly interactions wherever we are. This is great news for marketers who have been feeling increasingly ignored in the home,” 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.

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. (www.workplace-media.com)

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