

# WorkPlaceMedia®

## **FOR IMMEDIATE RELEASE:**

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## **The Recession Diet**

### *New Survey Examines Workers' Eating Habits in Today's Economy*

**CLEVELAND, OH (July 20, 2009)**—Breakfast may be the most important meal of the day, but that doesn't mean some of today's workers aren't cutting corners, or even cutting it out entirely. A new survey released today from WorkPlace Media, outlines some of the changes workers are making when it comes to their coffee, their meals, and even their trips to the supermarket.

Overall, 31% of workers surveyed reported making less money due to the recession, and 76% reported making some sort of cuts to their food and beverage consumption. Furthermore, when it comes to health, 34% said that cheaper fast food trumped health concerns during the recession, while 66% disagreed with that statement.

Additional findings from the WorkPlace Media survey:

#### **For working consumers who drink coffee, when asked how the recession had most affected their on-the-go (not brewed at work or home) coffee consumption:**

- 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 asked how the recession had affected their grocery store shopping habits:**

- 57% said they use more coupons
- 50% said they buy more generic products
- 31% said they save their trips for larger stock-up trips
- 23% said they buy fewer items on stock-up trips
- 17% said they shopped more during lunch or on the way home from work

“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, a marketing solutions firm that specializes in targeting people in the workplace. “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. For more information and complimentary research and charts, visit [www.workplacemedia.com](http://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](mailto:mark@rosengrouppr.com).**

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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](http://www.workplacemedia.com))