

WorkPlaceMedia®

FOR IMMEDIATE RELEASE:

Contact:
Mark Ballard
212.255.8455
Mark@rosengrouppr.com



The New American Consumer:

Analysis Highlights Working Consumers, Coupons,
Comparative Shopping and Needs over Wants

*Working Consumers Changing Their
Spending Habits in New Economy*

CLEVELAND, OH (April 28, 2009)—It's no secret that the down economy has cash-strapped consumers cutting discretionary spending, but WorkPlace Media's recent analysis of BIGresearch's March Consumer Intentions & Actions (CIA) Survey shows they are spending, but differently—it's actually "how" these consumers are spending which has changed the most. In the new economy more working Americans report using coupons (38.9%), shopping comparatively online (27.6%), eating more home-cooked meals (47.4%), focusing on needs rather than wants (62.1%), and looking harder for sales and deals (44.5%).

The analysis also suggests that marketers may have their best luck for sales when reaching working consumers; consumers who still have jobs significantly outpace the general population in their future shopping plans.

Anticipated big dollar purchases for the next 6 months: Working Consumers vs. General Population

	Working Consumers	General Population
Computer:	12.6%	10.5%
Furniture:	9.7%	8.1%
Home appliances:	7.0%	6.0%
House:	4.8%	3.5%

Stereo Equipment:	10.9%	8.4%
TV:	11.4%	10.0%
Vacation/Travel:	19.7%	15.8%

Source: BIGresearch, CIA-Mar 09

“It makes sense,” says Stephanie Molnar, CEO of WorkPlace Media, a marketing solutions firm that specializes in targeting people in their cubicles. “People who make money are more likely to spend money, and in an economy like this, targeting consumers who have paychecks is just smart business.”

Additional findings from the study of workplace consumers:

- 36.7% reported buying more generic/store brand products
- 59.8% reported becoming “more practical and realistic” in their purchases
- 10.7% said they had made no changes in their spending
- 19.9% said they had become more environmentally responsible
- 21.8% said they strongly agreed/agreed with the statement: “I am saving enough to meet my future needs.” 46.2% disagreed/strongly disagreed with the statement

The Consumer Intentions and Actions Study was conducted by BIGresearch in March 2009. For more information and complimentary research and charts, visit www.workplacemedia.com and click on "Complimentary Research."

To interview Stephanie Molnar, CEO of WorkPlace Media, please contact Mark Ballard at 212.255.8455 or mark@rosengrouppr.com.

About BIGresearch:

BIGresearch is a consumer intelligence firm providing analysis of behavior in areas of products and services, retail, financial services, automotive and media. BIGresearch conducts the monthly Consumer Intentions and Actions Survey (CIA) of 8,000+ respondents and the semi-annual Simultaneous Media Survey (SIMM) of 15,000+ respondents. More information is available at <http://www.bigresearch.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)