

## CAREERBUILDER AND DUNKIN' DONUTS SURVEY REVEALS PROFESSIONS THAT NEED COFFEE THE MOST

CANTON, MA and CHICAGO, IL (September 25, 2012) – National Coffee Day is Saturday, September 29, and according to a new survey commissioned jointly by [Dunkin' Donuts](#) and [CareerBuilder®](#), food preparation and service workers are the professions that need coffee the most, followed by scientists and sales representatives. The survey results also show that coffee plays a major role in helping professionals perk up at work, as 43 percent of those who drink coffee claim they are less productive without a cup of Joe.

For the third year in a row, Dunkin' Donuts, the national leading quick service retailer of hot brewed/flavored and iced coffee, according to The NPD Group/CREST®, and CareerBuilder, the global leader in human capital solutions, partnered to determine the latest coffee consumption trends brewing in the U.S. workplace. The survey was conducted from August 13 to September 6, 2012 and included more than 4,100 workers nationwide.

According to the results, the professions with the highest proportions of workers stating they are less productive without coffee vary widely. Those who need coffee to get through the workday the most are:

- 1) Food Preparation/Service Workers
- 2) Scientists
- 3) Sales Representatives
- 4) Marketing/Public Relations Professionals
- 5) Nurses (Nurse, Nurse Practitioner or Physician Assistant)
- 6) Editors/Writers/Media Workers
- 7) Business Executives
- 8) Teachers/ Instructors (K-12)
- 9) Engineering Technicians/Support
- 10) IT Managers/Network Administrators

The survey also shows other ways that coffee fits into people's "daily grind" in the workplace. For example:

- Let's drink two: Sixty-three percent (63%) of workers who drink coffee actually drink two cups or more each workday. Twenty-eight percent (28%) drink three cups or more.
- Coffee helps younger workers stay productive: The majority of younger workers need coffee for energy and motivation, as 62 percent of workers aged 18 to 24 say they are less productive without coffee, with 58 percent of workers aged 25 to 34 making the same claim.
- Workers in the Northeast are cup champions: Fifty-five percent (55%) of workers claim to drink at least one cup of coffee each workday. Geographically, 64 percent of workers in the Northeast drink at least one cup per day, compared to the South at 54 percent and the Midwest and West at 51 percent.
- Higher productivity boost for women: Overall, 43 percent of workers who drink coffee claim they are less productive without their cup of Joe. Forty-seven percent (47%) of female workers claim they are less productive without coffee, compared to 40 percent of male workers.

According to John Costello, Chief Global Marketing and Innovation Officer at Dunkin' Brands, "On National Coffee Day we celebrate the important and unique role coffee plays as a vital part of our daily lives. As these survey results show, coffee continues to become more and more essential in the workplace in particular, helping workers across all professions stay productive throughout the workday," he said.

According to Cynthia McIntyre, Vice President of Marketing & Communications at CareerBuilder, "There's a reason why coffee is a staple in the workplace. Workers report that coffee fuels higher energy and productivity, and serves as a means to socialize with colleagues."

###

### Survey Methodology

This survey was conducted online within the U.S. by Harris Interactive© on behalf of CareerBuilder among 4,152 U.S. workers (employed full-time, not self-employed) ages 18 and over between August 13 and September 6, 2012 (percentages for some questions are based on a subset, based on their responses to certain questions). With a pure probability sample of 4,152, one could say with a 95 percent probability that the overall results have a sampling error of +/-1.52 percentage points. Sampling error for data from sub-samples is higher and varies.

### About Dunkin' Donuts



Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

#### About CareerBuilder®

CareerBuilder is the global leader in human capital solutions, helping companies target and attract their most important asset - their people. Its online career site, CareerBuilder.com®, is the largest in the United States with more than 24 million unique visitors, 1 million jobs and 49 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from employment branding and talent intelligence to recruitment support. More than 10,000 websites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. (NYSE:GCI), Tribune Company and The McClatchy Company (NYSE:MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).