

## CAREERBUILDER AND DUNKIN' DONUTS SURVEY FINDS WHICH PROFESSIONS NEED COFFEE THE MOST

CANTON, MA and CHICAGO, IL (September 27, 2010)— National Coffee Day is this Wednesday, September 29, and according to a new survey commissioned jointly by [Dunkin' Donuts](#) and [CareerBuilder®](#), a cup of Joe helps in keeping the nation's workforce – particularly younger workers – productive and energetic. Thirty-two percent of workers stated they need coffee to get through the workday. Forty-three percent of coffee drinkers reported they are less productive if they don't drink coffee while on the job. The survey was conducted from August 17 to September 2, 2010, and included more than 3,600 workers nationwide.

Dunkin' Donuts, the #1 retailer in the hot regular/decaf plus flavored coffee and iced coffee categories 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 workplace.

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 the most are:

- 1) Nurses
- 2) Physicians
- 3) Hotel workers
- 4) Designers/Architects
- 5) Financial/Insurance sales representatives
- 6) Food preparers
- 7) Engineers
- 8) Teachers
- 9) Marketing/Public Relations professionals
- 10) Scientists
- 11) Machine operators
- 12) Government workers

How does coffee fit into people's "daily grind" in the workplace? Highlights include:

• Working professionals need coffee to perk up. More than two-in-five American workers claim they are less productive without coffee. Geographically, workers in the Northeast stated they are the most dependent on coffee, with 48 percent of people claiming they are less productive without coffee, compared to the South at 45 percent, West at 44 percent and Midwest at 34 percent.

• Younger workers more dependent on coffee fix. Forty percent of American workers aged 18 to 24 admit they can't concentrate as well without coffee. Forty-three percent of workers aged 18 to 34 stated they have lower energy if they don't drink coffee.

• Keep the refills coming. Thirty-seven percent of American workers drink two or more cups of coffee during their workday.

• Convenience matters. Seventy-five percent of American workers who buy coffee during the workday only travel a quarter mile or less for their daily brew.

• Coffee equals congratulations? Twenty-four percent of American workers aged 18 to 34 buy coffee as a way to treat themselves for a job well done.

According to John Costello, Chief Global Customer and Marketing Officer at Dunkin' Brands, the survey results are consistent with the brand's own customer feedback and an understanding of coffee drinkers forged over the company's 60-year heritage. "A large percentage of people start their day with a cup of coffee, and more than any other product, coffee has a unique place among hard-working people looking to make it through their increasingly busy and hectic workday," Costello said.

"Today's workforce is working longer hours and shouldering heavier workloads," said Richard Castellini, Chief Marketing Officer at CareerBuilder. "The survey shows having an extra energy boost in the morning and throughout the day may be helping productivity levels."

### Survey Methodology

This survey was conducted online within the U.S. by Harris Interactive® on behalf of CareerBuilder.com among 3,661 U.S. workers (employed full-time; not self-employed; both government and non-government) ages 18 and over between August 17 and September 2, 2010 (percentages for some questions are based on a subset, based on their responses to certain questions). With a pure probability sample of 3,661 one could say with a 95 percent probability that the overall results have a sampling error of +/- 1.62 percentage points. Sampling error for data from sub-samples is higher and varies.