



## PRESS RELEASE

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### **New National Survey: In Tough Election Year, 14<sup>th</sup> Annual “Attitudes in the American Workplace” Poll Finds Major Cuts in Utilities, Food and Clothing**

*Zogby International Poll Commissioned by The Marlin Company Finds Younger Workers Most Hopeless about Economic Future*

**WALLINGFORD, CT, JUNE 24, 2008** – More than one third (41%) of US workers are cutting back on utilities, nearly half have reduced food purchases (48.5%) and a large percentage are buying less clothing, according to results released today by The Marlin Company in a poll conducted for it by Zogby International.

The national survey of US workers, conducted May 12-14, 2008, also found that younger workers (between the ages of 18 to 29) are being hit the hardest by the economy and are the most desperate about their economic future. More than one third (34.3%) of young American workers say their financial situation has caused them to “feel hopelessness or despair about their economic future.” That compares with 28.8% of workers age 30 to 49, 23.5% of workers 50-64 and 17.9% of workers 65 or older.

“These statistics send a strong message during an election year,” said Frank Kenna III, President of The Marlin Company, The Workplace Communication Experts™. “Whether we call this a recession or an economic slowdown, our poll found that American workers are struggling more to make ends meet, have distractions on the job due to financial pressures and tend to be more irritable at work.”

“Presidential candidates will need a broad range of solutions to give the American worker new hope and optimism, especially our young people. Those workers should be the most optimistic about the future, yet far too many are despairing,” Kenna said.

Nearly a third (31.4%) of workers report being occasionally kept awake at night because they worry they will not meet housing payments, credit cards, or other personal expenses, 36.8% of whom were between the ages of 18 and 29.

And nearly one fourth (23.4%) of US workers say their financial situation has distracted them on the job, with the most distracted being young workers, age 18 to 29 (36.8%).

“US workers are hurting on multiple fronts, and their pain is growing,” stated Kenna. “This year’s poll clearly illustrates exactly how damaging the current state of the US economy is to its workers.”

In particular, with gas prices topping \$4 a gallon this summer, more than a quarter of workers (25.7%) are already choosing alternatives to driving into work – such as carpooling or public transportation; 35.9% were between the ages of 18 and 29, with more females (32%) than males (23.1%) conserving.

For complete survey results on the economy, please see ([marlin results](#)).

### **Survey Methodology**

Zogby International was commissioned by the Marlin Company to complete a nationwide telephone survey from May 12, 2008 thru May 14, 2008 of employed adults, both part-time and full-time. The sample was 755 interviews with approximately 43 questions. Samples were randomly drawn from telephone CDs of a national listed sample. The selection probabilities were proportionate to population size within area codes and exchanges. The results of the survey were calculated by using American Association for Public Opinion Research (AAPOR) approved methodologies; comparable to other professional public opinion surveys conducted using similar sampling strategies. Weighting by education, age, race and gender is used to adjust for non-response. The margin of error is +/- 3.6 percentage points. Margins of error are higher in sub-groups.

### **About The Marlin Company**

For more than 90 years, The Marlin Company of Connecticut (now headquartered in Wallingford) has been the Workplace Communication Experts™, helping companies improve employee morale, productivity and performance through the innovative use of workplace posters and electronic message boards.

Its corporate posters and electronic display systems, which contain content customized by industry, are helping companies of all sizes address workplace issues, such as safety, stress management, health/wellness, communication with employees and dozens of other topics involving workplace morale and customer service. Through its many years of experience, The Marlin Company has developed a strong database of, and experience in, issues affecting the workplace. It routinely surveys thousands of clients to determine their current issues, works with industry experts across North America, and conducts national polling. Since 1995, it has conducted its annual “Attitudes in the American Workplace” poll. For more information, please see [www.themarlincompany.com](http://www.themarlincompany.com).

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