

GETTING ENERGIZED ON THE JOB

The annual celebration of America's 156 million workers* is just around the corner, but as Labor Day approaches, almost half of us will stop working at full capacity in anticipation of a paid day off. Just how lacking in productivity are we?

ZONING OUT IN THE USA

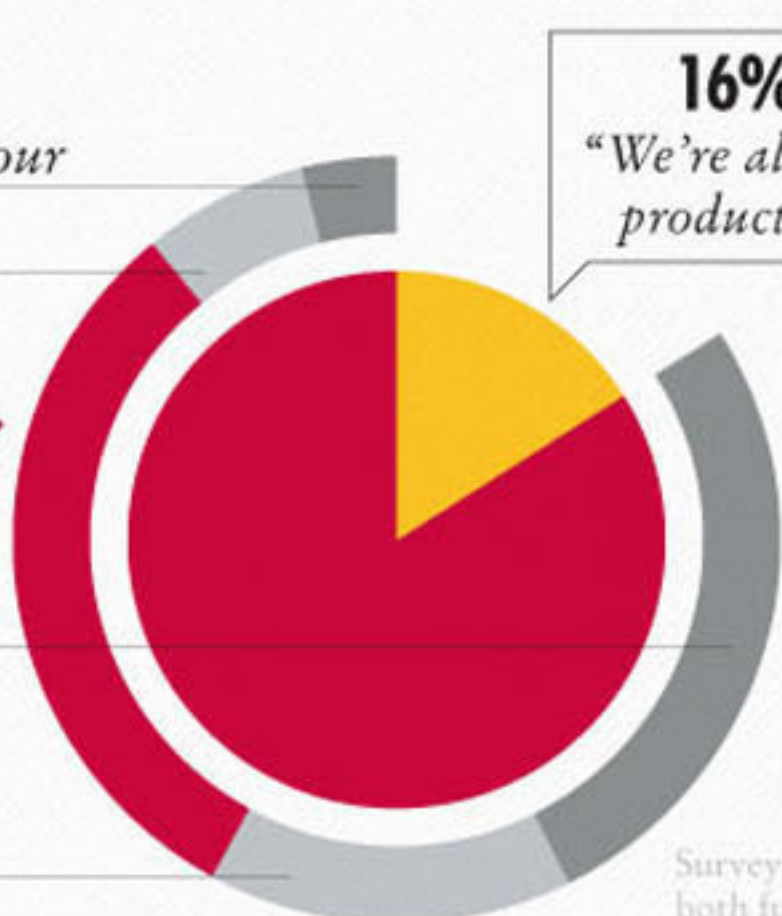
As a workforce putting in an average of 8.6 hours* for a full-time job every weekday—not to mention after-hour emails, phone calls, and to-do lists — it's not surprising that productivity can start to slip.



84% of us admit that our productivity falls at some point in the workday

16%
"We're always productive"

- 4% In the 1st Hour
- 7% 2-3 Hours
- 31% 4-6**
- 26% 7-8 Hours
- 16% > 8 Hours



Survey looked at both full-time and part-time employees

HEADED SOUTH

The results aren't the same across the country though.

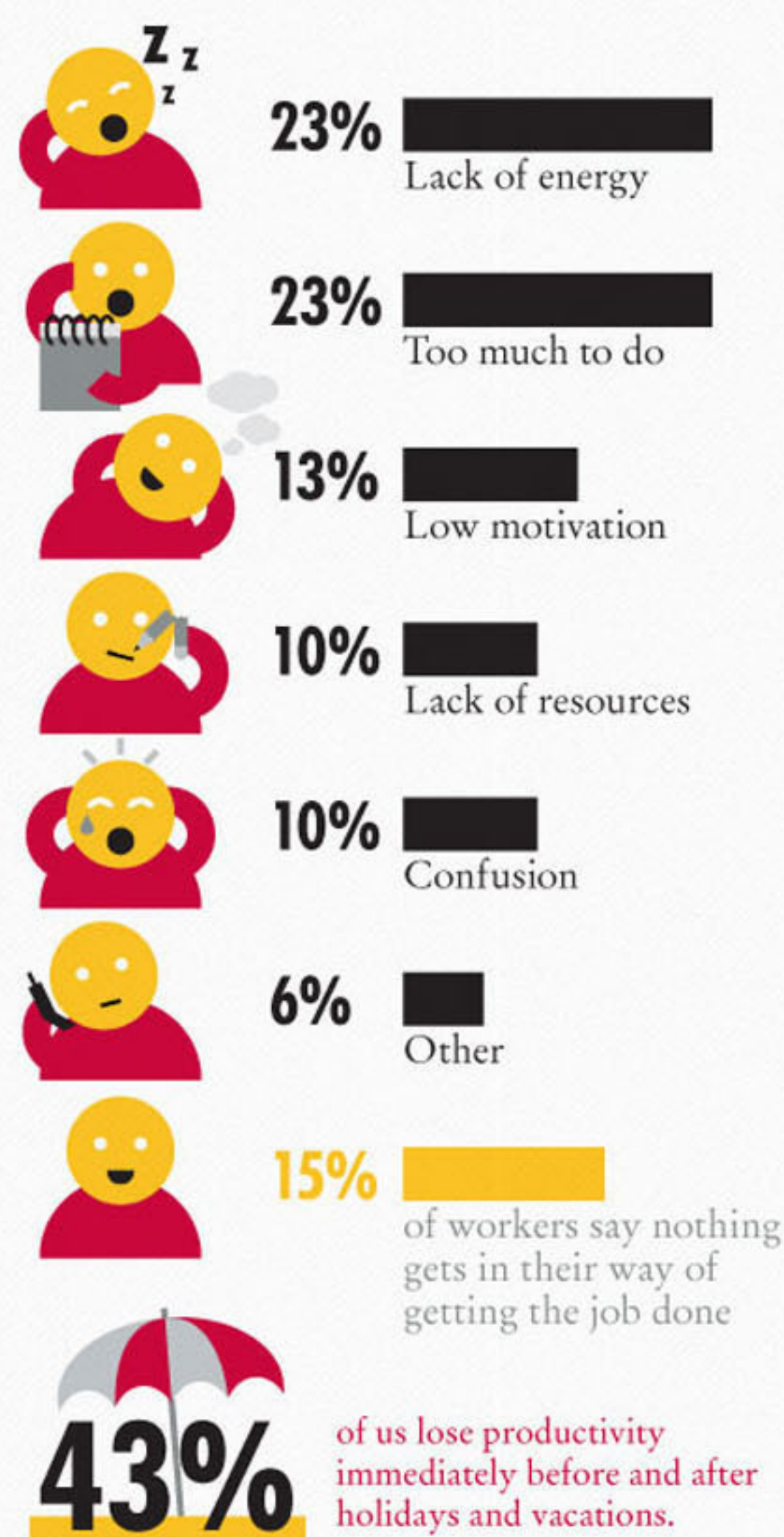


22% of Southerners say their productivity never dips as compared

- 14% Westerners
- 13% Northeasterners
- 10% Midwesterners

NOT GETTIN' IT DONE

The greatest hindrance to our productivity is:



FIGHTING BACK

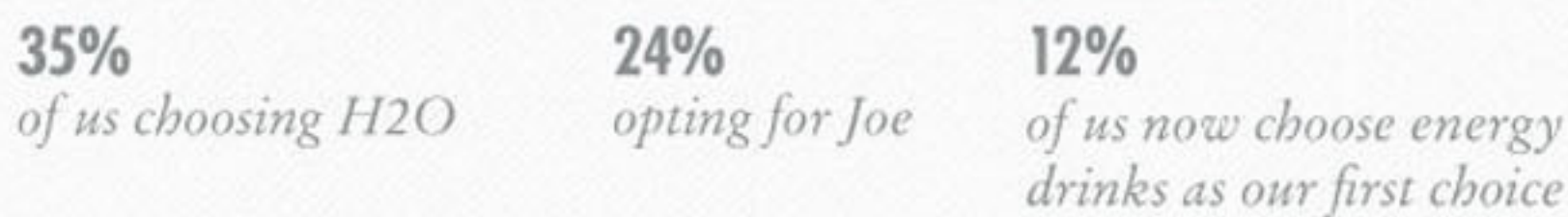
Reaching for a refreshing drink is our go-to strategy for boosting concentration and combating workplace fatigue.

Water and coffee are the old standbys with:

Ages 25 - 49



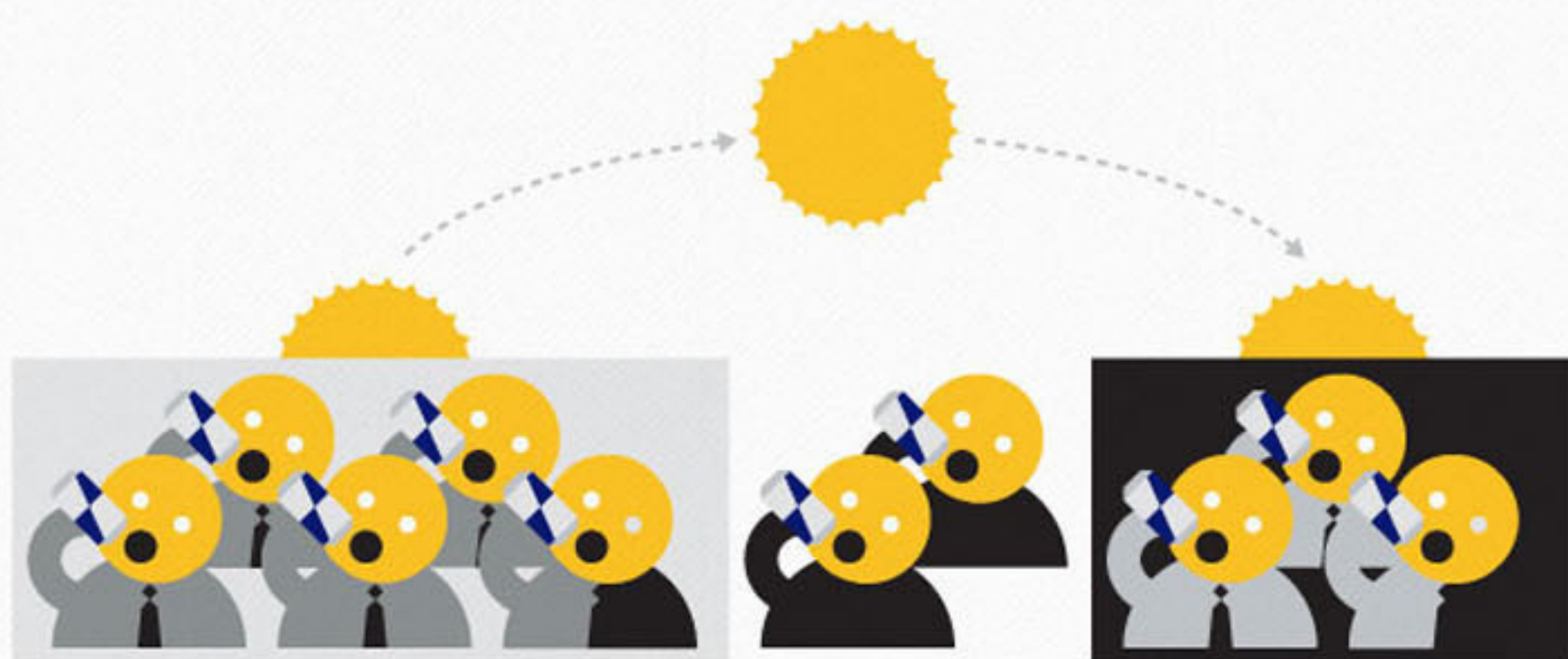
28%
Something Else or Nothing



38% of us (ages 25-49) drink at least one energy drink in a typical workweek.



Those of us who drink energy drinks on the job will drink an average of **4 PER WEEK**



45% start the day with one

26% end the day with one

92% of us are more energetic, motivated and focused after drinking an energy drink



Is the cure for lost workplace productivity as simple as a sip?

All figures (except *) from a Harris Interactive Survey on behalf of Red Bull, June 7-11, 2013.

Survey Methodology: This survey was conducted online within the United States by Harris Interactive on behalf of Red Bull from June 7-11, 2013 among 2,046 adults ages 18 and older, among whom 1,093 are employed. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

*bls.gov