



Media Release

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One in ten workers admit to lifting colleagues' lunch

Nearly one in ten people from New South Wales, Queensland and Victoria admit to having secretly helped themselves to a colleague's lunch, according to new research revealed today by Domino's Pizza Enterprises (Domino's).

The Eastern states top the list of the country's most unscrupulous workers, with close to a third (29 per cent) confessing the only reason they haven't swiped their workmate's sandwich is because there's never anything worth pinching.

According to the research, Tasmanians are the most honest – not a single respondent admitted to regularly lifting their colleagues' lunches, while a small percentage (7 per cent) admitted to being only occasionally tempted.

The survey of Australians' secret lunchtime habits, commissioned as part of the launch of Domino's new Oven Baked Sandwiches range, also revealed that Australia's laid-back attitude to work is something of a myth. Over two thirds of respondents nationally (71 per cent) claimed to take less than half an hour for their lunchbreak before heading back to the grindstone, while nearly a fifth take a mere 15 minutes.

What's more, 22 per cent of Aussie workers are too busy to even leave their desks come lunchtime, preferring to work through their break instead.

Other key findings of the survey include:-

- Victorians enjoy the longest lunches – 33 per cent of workers regularly take their full lunch hour (or as long as they can get away)
- Queenslanders are the hardest working - 75 per cent of workers claimed to take half an hour or less at lunchtime, compared with the national average of 71 per cent.
- Western Australians are the most likely to eat their lunch at their desks (26 per cent)
- 17 per cent of respondents from Tasmania and the ACT pretend to work through their lunchbreaks – when they are really on Facebook
- Workers from South Australia and NSW are the biggest lunchtime spenders – over a quarter splash out at least \$40 a week
- Queenslanders make their lunch money go the furthest – 48 per cent spend less than \$20 a week
- The laziest states are NSW, South Australia and Western Australia, where 27 per cent of respondents say they can't be bothered to prepare a packed lunch from home
- One in ten Victorians and twice as many men as women said they only bring in a packed lunch if their mum or partner makes it for them

Domino's CEO Don Meij said that the survey of nearly 5000 Australians revealed some fascinating insights into the country's lunchtime patterns.

"Australians purchase 7 million lunchtime meals every week – but as our survey has shown, our preferences and what we are prepared to spend varies considerably from state to state," Mr Meij said.

"Perhaps the most interesting statistic, however, is the sheer number of people out there who are prepared to pinch their colleague's lunch if the opportunity arises. That means that in the average workplace of ten or more people, chances are a secret sandwich thief is lurking at a desk near you!"



Domino's new lunch offering is available for delivery or pick-up between the hours of 11am and 4pm. Customers can choose from five varieties; meatball, sweet chilli chicken, chicken delight, Italian, and tomato, spinach and bacon.

Made using premium quality ingredients on ciabatta style bread, each sandwich is made fresh to order in store and oven baked at 260 degrees for seven minutes to ensure a delicious fusion of flavours.

The oven baked sandwich range is priced from \$5.95 pick-up or \$7.95 delivered. To place your order contact Domino's on 1300 DOMINOS or order online at www.dominos.com.au

For further information, interviews or images please contact:

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Domino's Pizza Enterprises Ltd and its franchisees have 517 stores across Australia and New Zealand, employing more than 14,000 part-time and full-time staff and making more than 50 million pizzas each year.

Domino's Pizza (DMP) is Australia's first publicly-listed pizza chain, making its debut on the Australian Stock Exchange in May 2005.