

For Immediate Release

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**THE CRAZY ECONOMY IS MAKING MOST PEOPLE CROSS THEIR FINGERS
WHILE TRADERS ARE CROSSING THEIR LEGS**

*Research Shows Economy Keeping Your
Traders Out Of The Bathroom*

It's funny what an advertising agency turns up when doing research for a new client's pitch. For instance, DiMassimo Brand Advertising found that since the economy has gone haywire, traders go to the bathroom at work less than any other profession. That's right, these days **brokers average 1.20 visits a day to the "special room", compared to lawyers, who go more than anyone, averaging 10.4, visits per day. Traders were also five times more likely to experience a day with no b-room visits than lawyer. Lawyers went potty the most, while legal secretaries went the second least.**

The research of 400 people (50 from 8 different professions) showed that the recent roller coaster economy could be **good for your dentist's waistline too. Findings revealed that dentists were the profession who most often skipped lunch to work harder, followed by accountants, traders and real estate brokers. But your lawyer is probably still a fat cat...lawyers were least likely to miss a meal during a work day.**

What might be most surprising is that many said they are working hard, not necessarily to make more money, but because the competition has become much more fierce and winning much more of a motivating factor. **Lawyers were tops at giving the thrill of victory as the number one reason they work harder, followed by traders, football coaches, real estate brokers.** The number one profession who said **they are working harder these days to make more money was doctors.**

According to Mark DiMassimo, the survey gave extremely interesting information. "As far as traders are concerned, I had no idea how pressure filled it is, or how much these people care about winning or losing or about making the perfect trade. I also think it is surprising to see what really motivates certain types of professionals in tougher times, it's not what the stereotypes of these professions would include. Look is this a rock hard scientific study, no, it is more anecdotal, but it sure is fun"

Other "key" findings include: **investment bankers take more days off to play golf than any other, followed by doctors, advertising execs, and lawyers. Ad execs had more personal bookmarks on their work computers than any other group, but lawyers had more personal bookmarks they wouldn't want their mother to know about.**

Mark DiMassimo is available for interviews.

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Did You Know That...
According To A Survey By DiMassimo Brand Advertising

Dentists were twice as likely as any other profession to skip lunch during a work day – with accountants coming in a close second on the list of non-lunch eaters followed by traders and real estate brokers.

Doctors and lawyers were the least likely to skip lunch during a work day.

While lawyers take the longest lunch and bathroom breaks, they were the least likely to take phone calls from their spouses during the work day.

Football coaches were the most likely to take a phone call from their spouses, followed computer consultants and traders.

Traders were the group to have spent the least amount of minutes touched by the sun during a work day, followed by legal secretaries and financial advisors.

Investment bankers were the profession that was most likely to take a day off to play golf in the Summer, followed by doctors, ad execs and lawyers.

Traders were the profession with the least amount of personal bookmarks on their computer at work compared to any other profession, while ad execs had the most amount of personal bookmarks on their work computer.

Lawyers were the profession with the most amount of bookmarks on their computer at work that they wouldn't want their mother to see.

Lawyers were the profession most likely to say that the thrill of victory was the number reason for working harder, followed by traders, football coaches and real estate brokers.

The number one motivation for doctors to work hard was money.

On average, traders were five times more likely to experience a day with no bathroom visits than lawyers.

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Professions that Go To The Bathroom Most During The Work Day

1. Lawyers (10.4)
2. Plumbers (7.3)
3. Doctors (6.8)
4. Computer Consultants (5.9)
5. Ad Execs (4.1)

Professions that Go To The Bathroom Least During the Work Day

1. Traders (1.2)
2. Legal Secretaries (1.9)
3. Football Coaches (in season) (2.1)
4. Nurses (2.3)
5. Chefs (2.4)

Top Five Phone Calls A Broker Would Take To Interrupt Trading

1. Mother
2. Pat Riley
3. Kids
4. Alan Greenspan
5. Spouse

Top Five Phone Calls A Lawyer Would Take To Interrupt Their Day

1. Trader
2. Golf Pro
3. Mother
4. Doctor
5. Parking Attendant

Top Five Phone Calls A Doctor Would Take To interrupt Their Day

1. Lawyer
2. Trader
3. Golf Pro
4. Travel Agent
5. Mother

Top Phone Calls A Football Coach Would Take Interrupting Practice

1. Wife
 2. Kids*
- *nobody else over 1%.