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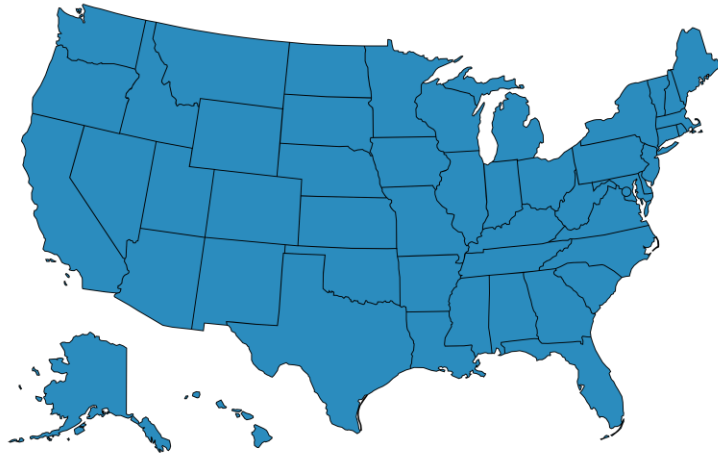
Active Workspace Study

May 2018

- Approach
- Executive Summary
- Study Results
- Study Demographics

The study reached 1,050 online respondents, using Qualtrics' global online panels (consisting of more than 50M consumers) to target for millennials age 18-35 and screen out those who do not work in an office environment / work primarily at a desk. Because we leveraged an online sample, non-probability based sampling (convenience sampling) was the methodology used. To create census representativeness, we impose quotas on various demographic groups (e.g., age, income, etc.). The study aimed to explore differences in employee satisfaction & retention between employees that work in an active workspace and employees that work in an inactive workspace, or a traditional cubicle farm. Additional areas of study included alternatives to an active workspace as well as preferences towards type of workspace.

Markets Surveyed: United States



Panel Quality

- Third-party verification and digital fingerprinting (via Verity and RelevantID)
- Recruitment via double-opt-in

Two-Step Data Scrubbing/Cleaning Process:

- Checking for and eliminating straight-lining
- Eliminating speeders
- Deleting bad verbatim responses
- Identification of respondents who take the survey multiple times and deletion of their response
- Identifying and eliminating bots

Sample & Qualification Criteria

- Millennials – age 18-35
- Work in an office
- Primarily work at a desk
- Nationally representative sample in Region & Gender



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Overall Findings

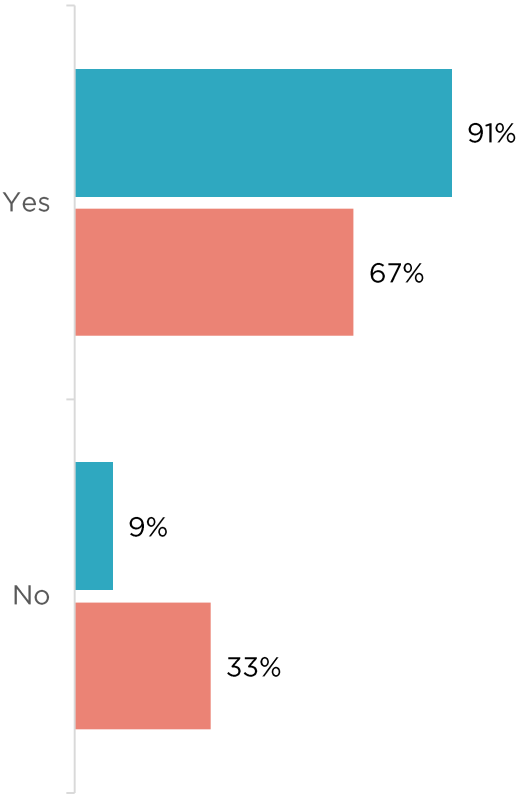
- 91% of Active Workspace Employees feel their employer cares about their health, while only 67% of Inactive Workspace employees feel the same
- 89% of Active Workspace Employees are satisfied with their current workspace, while only 61% of Inactive Workspace employees feel satisfied
- Moving Active Workspace Employees to a cube farm increases the likelihood that they will look for a new job
 - 56% would be likely to look for a new job within 3 months of being moved
 - 61% would be likely to look for a new job within 6 months of being moved
 - 65% would likely look for a new job within a year of being moved
- 75% of Inactive Workspace Employees would prefer to work in an active workspace
 - 58% would be less likely to look for a new employer if their current employer invested in an active workspace
- An active workspace is most preferred over a company-sponsored sporting team or an employer-sponsored club like quilting/hiking club
 - PTO for community service or a gym membership are two options that most Inactive Workspace Employees would prefer instead of an active workspace

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89% of Active Workspace Employees are satisfied with their current workspace, while only 61% of Inactive Workspace employees feel satisfied

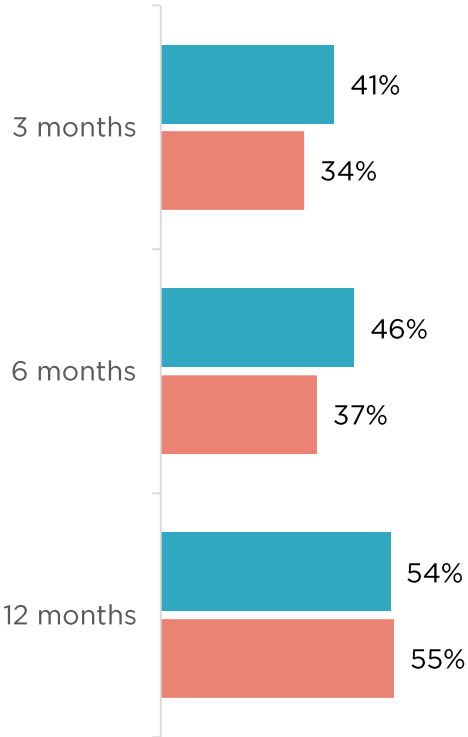
Employer Cares About Health?

Do you feel your employer cares about your health?
Percent Selected
N = 525, 525



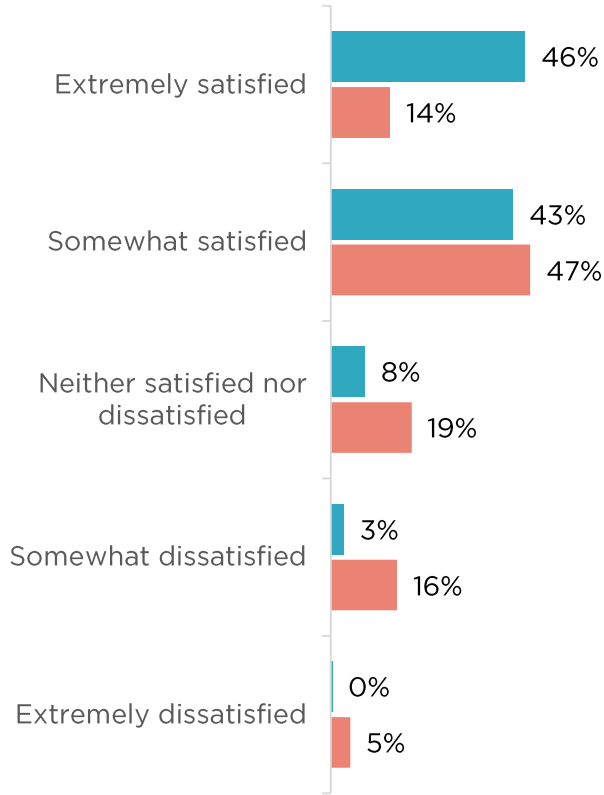
Likelihood of Job Change

How likely are you to look for a new job within the next:
Percent Selected "Extremely Likely" or "Somewhat Likely"
Mean Scores: 3 months: 3.0 / 5.0; 2.6 / 5.0;
6 months: 3.1 / 5.0; 2.8 / 5.0;
12 months: 3.4 / 5.0; 3.3 / 5.0
N = 525, 525



Satisfaction with Current Workspace

How satisfied are you with the current workspace your employer provides?
Percent Selected
Mean Scores: 4.3 / 5.0; 3.5 / 5.0
N = 525, 525



Moving Active Workspace Employees to a cube farm increases likelihood they will look for a new job: 65% would likely look for a new job within a year of being moved

Effect of Cube Farm on Likelihood to Change Jobs

If your employer were to move you to a traditional cubicle farm, like the photo below, how likely would you be to look for a new employer within the next:

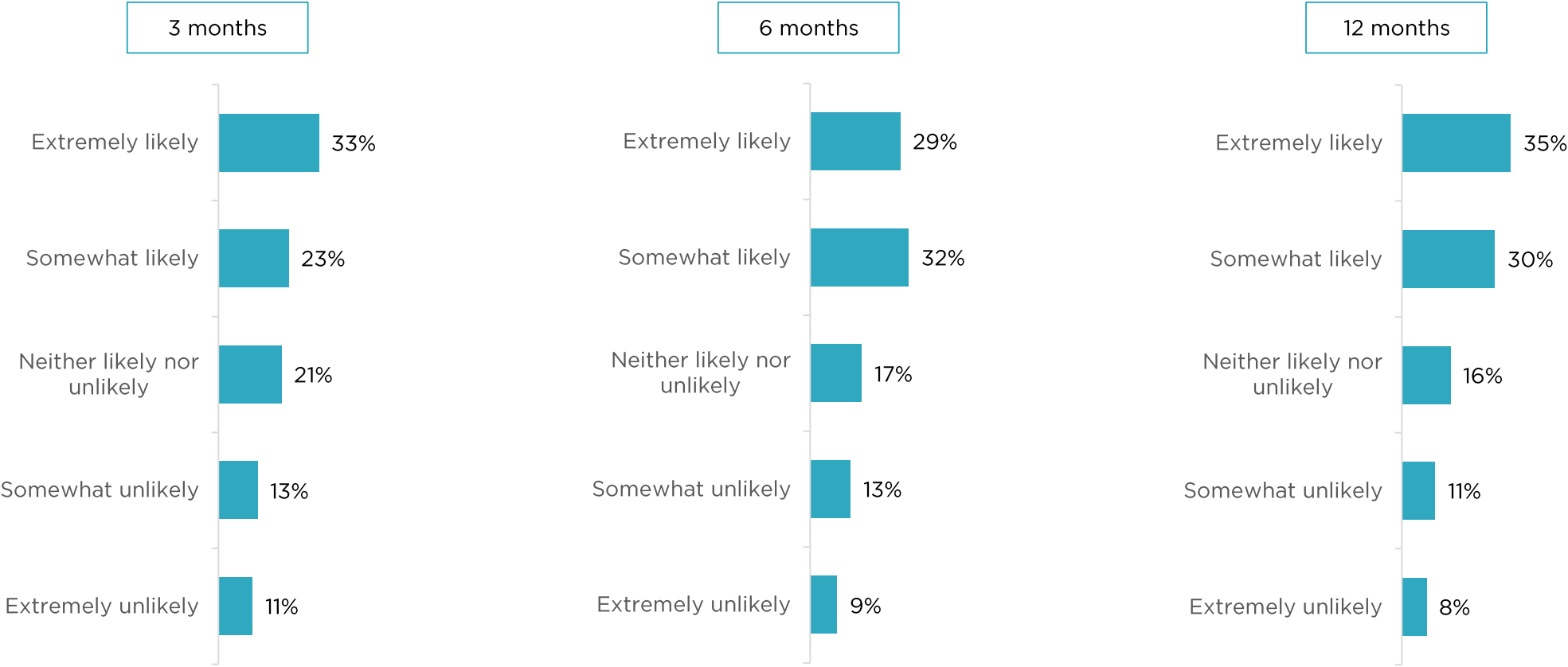
Percent Selected (525 Active Workspace Employees)

Mean Scores:

3 months: 3.5 / 5.0

6 months: 3.6 / 5.0

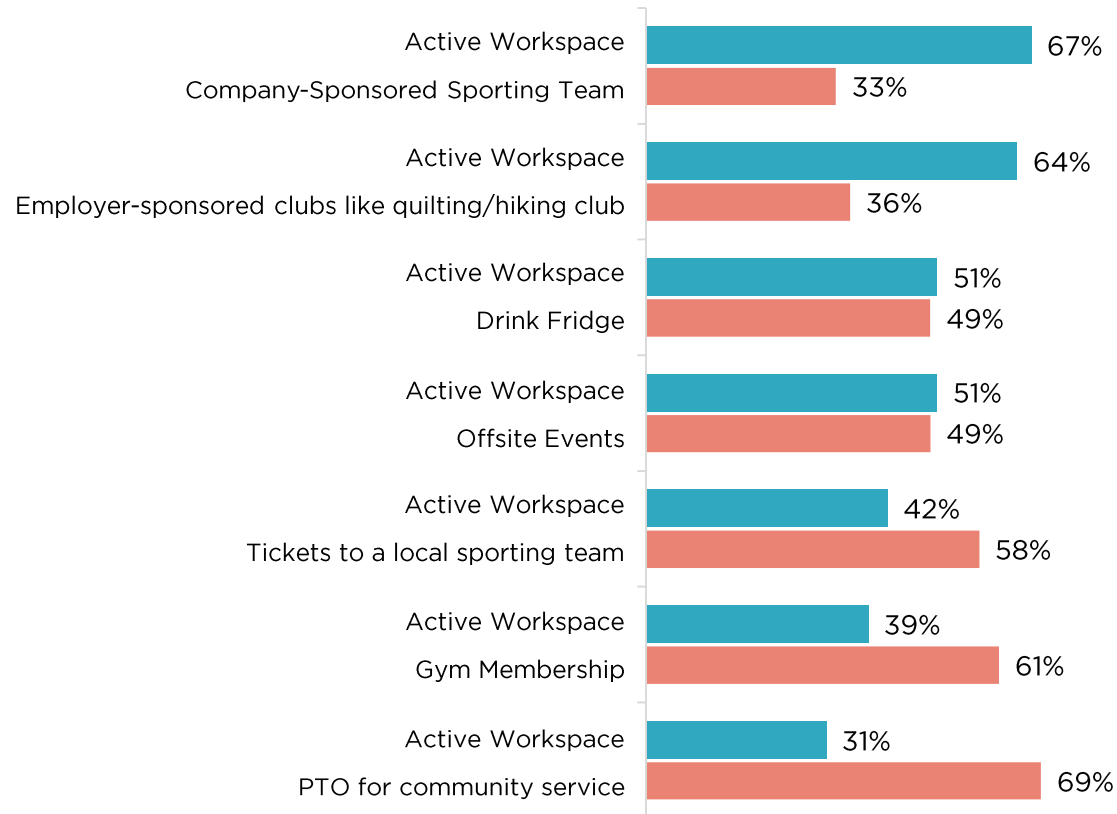
12 months: 3.7 / 5.0



75% of Inactive Employees would prefer to work in an active workspace; 58% would be less likely to look for a new employer if they had such a space

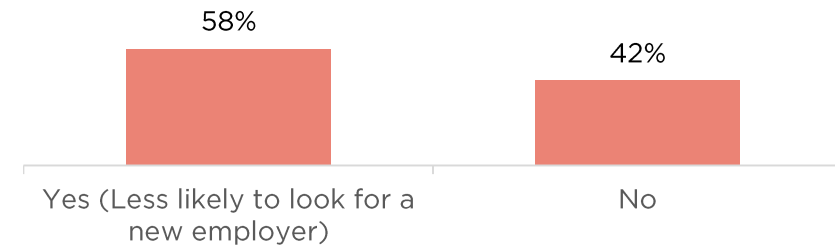
Face-Off: Active Workspace vs. Other Perks

Would you rather have an active workspace or the following
Percent Selected (Inactive Workspace Employees)



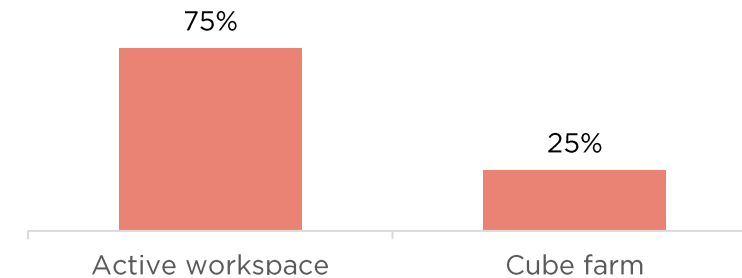
Investment in Active Workspace: Employee Retention

If your employer invested in an active workspace would you be less likely to look for a new employer?
Percent Selected (525 Inactive Workspace Employees)



Preference: Active Workspace vs. Cube Farm

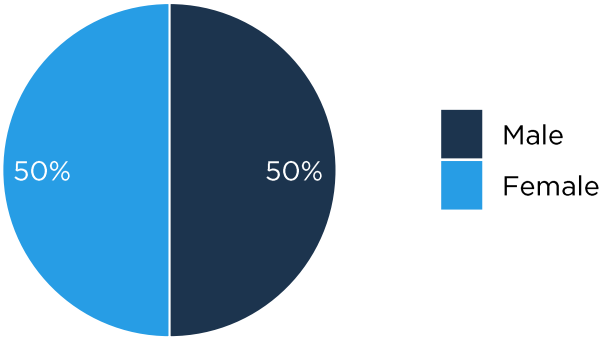
Would you rather work from an active workspace or a traditional cube farm?
Percent Selected (525 Inactive Workspace Employees)



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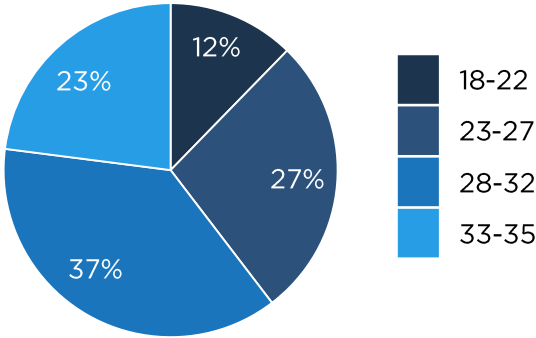
Gender

Percent Selected



Age

Percent Selected



Work From Stand Up/Adjustable Desk?

Mean age

