



Topline Findings

Office Furniture Omnibus

June 2017

1. To what extent do each of the following factors influence your impression of a company's brand? Select one for each.

Office design and aesthetic	All Respondents
	(n=2,013)
Strongly influences my impression	16%
Somewhat influences my impression	40%
Has little influence on my impression	27%
Has no influence on my impression	17%
Top 2 Box (Net)	55%
Bottom 2 Box (Net)	45%

Company logo	All Respondents
	(n=2,013)
Strongly influences my impression	13%
Somewhat influences my impression	32%
Has little influence on my impression	37%
Has no influence on my impression	18%
Top 2 Box (Net)	45%
Bottom 2 Box (Net)	55%

Company website	All Respondents
	(n=2,013)
Strongly influences my impression	25%
Somewhat influences my impression	42%
Has little influence on my impression	21%

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Topline – continued –

Company website	All Respondents
	(n=2,013)
Has no influence on my impression	13%
Top 2 Box (Net)	66%
Bottom 2 Box (Net)	34%

Office location	All Respondents
	(n=2,013)
Strongly influences my impression	17%
Somewhat influences my impression	38%
Has little influence on my impression	29%
Has no influence on my impression	16%
Top 2 Box (Net)	55%
Bottom 2 Box (Net)	45%

The way employees are dressed	All Respondents
	(n=2,013)
Strongly influences my impression	21%
Somewhat influences my impression	43%
Has little influence on my impression	22%
Has no influence on my impression	14%
Top 2 Box (Net)	64%
Bottom 2 Box (Net)	36%

2. Do you currently work in an office environment? Select one.

	All Respondents
	(n=2,013)
Yes (Net)	44%
Yes, all of the time	27%
Yes, most of the time	9%
Yes, some of the time	9%

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	All Respondents
	(n=2,013)
Not at all	56%

3. How much do you agree or disagree with each of the following statements? Select one for each statement.

I feel inspired by my office's design and functionality	Currently Work in Office Environment
	(n=842)
Strongly agree	22%
Somewhat agree	39%
Somewhat disagree	31%
Strongly disagree	9%
Top 2 Box (Net)	60%
Bottom 2 Box (Net)	40%

I wish my office would consider an upgrade	Currently Work in Office Environment
	(n=842)
Strongly agree	29%
Somewhat agree	41%
Somewhat disagree	23%
Strongly disagree	7%
Top 2 Box (Net)	70%
Bottom 2 Box (Net)	30%

When I visit an office, it's design/aesthetics impact my impression of the company	Currently Work in Office Environment
	(n=842)
Strongly agree	27%
Somewhat agree	54%
Somewhat disagree	15%
Strongly disagree	4%

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When I visit an office, it's design/aesthetics impact my impression of the company	Currently Work in Office Environment
	(n=842)
Top 2 Box (Net)	81%
Bottom 2 Box (Net)	19%

My current employer's office layout positively impacts my productivity, morale, and overall job satisfaction	Currently Work in Office Environment
	(n=842)
Strongly agree	24%
Somewhat agree	46%
Somewhat disagree	23%
Strongly disagree	7%
Top 2 Box (Net)	70%
Bottom 2 Box (Net)	30%

About the Study

These are the findings from an Ipsos poll conducted June 14-16, 2017 on behalf of [National Business Furniture](#). For the survey, a sample of 2,013 adults over the age of 18 living in the continental U.S., Alaska and Hawaii was interviewed online, in English. This includes a subsample of 842 adults who currently work in an office environment at least some of the time.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll

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has a credibility interval of plus or minus 2.5 percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,013, DEFF=1.5, adjusted Confidence Interval=4.0).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

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The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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