THE HAWORTH PROFILER PROJECT
CENTRAL REGION
An in-depth look at how our Central Region customers are applying Haworth product.

The Profiler Project | Design Research | 2019

The following data comes from Haworth client projects/opportunities that were installed from 2010-2019.

PROJECT DRIVERS
N = 49

39% Growth
27% Relocation
16% Renovation
10% Other
4% Culture Change
2% Expansion
2% Consolidation

PROJECT DESIGN GOALS
N = 49

Update Workstations 42%
Improve Collaboration 30%
Attraction and Retention 28%
Access to Natural Light 22%
Corporate Culture 19%
Cost Savings 16%
Innovation 16%
Densification (Ppl. Increase) 15%
Adhere to Standards 14%
Warm Environments 14%

BUILDING TYPE
N = 49

49% 3 – 5 Stories
2% Historical High-rises
28% High-rises

AVG. CUSTOMER COST
N = 49

$1,133,305.00

FACILITY AGE
N = 32

41% New
10% 1-5 yrs
4% 6-10 yrs
16% 11-20 yrs
29% 21+ yrs

FLOORPLATE DATA

AVERAGE OCCUPANTS PER FLOORPLATE
N = 38
91

ASSIGNED VS UNASSIGNED
N = 49

Individual Assigned 70%
Group Assigned 9%
Individual Unassigned 14%
Group Unassigned 7%

OPEN VS CLOSED
N = 47

Open Individual 42%
Closed Individual 24%
Open Group 26%
Closed Group 8%

WORKSTATION AND OFFICE OVERALL AVERAGE SIZES

6' x 6' 5"
10' x 11'
Average Private Office
N = 23

PREDOMINANT APPLICATION TYPE
N = 46

L-Shape w/Panels 12%
Private 9%
Benching 20%
U-Shape Desk w/Walls 3%
120 Desk w/Panels 3%
120 Desk 3%
3-120 Desk 7%
L-Shape w/Panels 43%

WORKSTATION AND OFFICE OVERALL AVERAGE SIZES

Spine 52"
N = 39
Wing 50"
N = 24

6' x 6' 5"
10' x 11'
Average Private Office
N = 23

LOCATION TYPE
N = 49

38% Central Business Districts
42% Suburban
6% Industrial Urban
11% Other Urban
11% Rural

INSTALLATION YEAR
N = 49

2010-2011 2%
2013 3%
2014 5%
2015 45%
2016 11%
2017 17%
2018 15%
2019 2%

BY INDUSTRY
N = 49

Service Industries 14%
Retail 2%
Manufacturing 14%
Healthcare 13%
Government 14%
Technology 11%
Energy 6%
Finance, Insurance, Real Estate 24%
Education 5%

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**Floorspace Data**

**Average Occupants per Floorplate**
The number of working employees on average per floorplan.

**Assigned vs Unassigned**
A comparison of how space is assigned in customer floorplans.

Definitions:
- Individual Assigned
  Workspace designated for one individual.

- Individual Unassigned
  Workspace not designated for one employee (e.g., touchdown or hoteling station).

- Group Assigned
  Consists of collaborative spaces designated for a specific group (e.g., boardroom or design studio).

- Group Unassigned
  Collaborative space that can be reserved or used by anyone.

**Open vs Closed**
A comparison of how space is defined within a work area.

Definitions:
- Open
  Space not divided by floor-to-ceiling walls.

- Closed
  Individual or group space divided by floor-to-ceiling walls with a door. These spaces are completely enclosed (e.g., private offices or enclosed conference rooms).

**Height-Adjustable Workstations**
The average percentage of workstations on a floorplan that are height-adjustable.

**Average Panel Height – Spine and Wing**
The average height of divider panels in the work area.

**Predominant Application Type**
The most common application purchased per project. For example, if a customer bought 100 workstations (75 L-shapes, 15 Benching applications, and 10 U-shapes), the predominant application type would be the L-shape.

**Workstation and Office Overall Average Sizes**
The overall space allocated to an open plan workstation and to a private office (measuring from wall to wall).

**Building Type**
The architectural category of buildings where our customer projects take place.

**Average Customer Cost**
The amount a customer spends on Haworth furniture, on average per project.

**Facility Age**
The age of the buildings where our customer projects are located.

**Project Data**

BY INDUSTRY
The major customer industries and the representation of collected Profiler projects in these fields.

LOCATION TYPE
The breakdown of geographical locations where Profiler projects take place.

INSTALLATION YEAR
The year a project was installed. This is used to compare the differences and trends occurring from year to year.

PROJECT DRIVERS
The various reasons a customer initiates contact, or reaches out to us.

PROJECT DESIGN GOALS
A measurement of success, or what the customer wants to achieve in designing their space.