

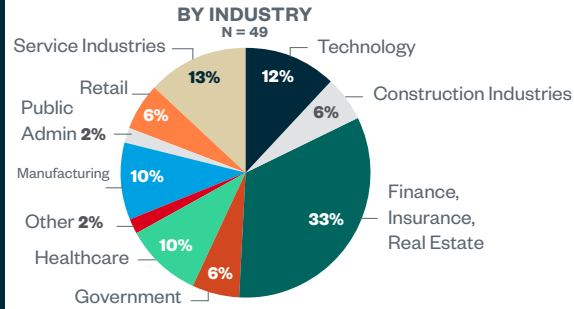
# THE HAWORTH PROFILER PROJECT EAST REGION

An in-depth look at how our East Region customers are applying Haworth product.

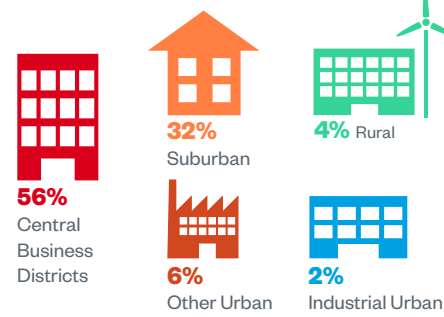
The Profiler Project | Design Research | 2019

The following data comes from Haworth client projects/opportunities that were installed from 2012-2017.

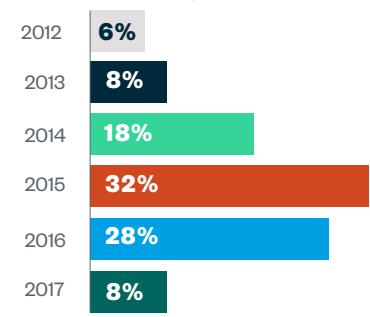
## PROJECT DATA



## LOCATION TYPE



## INSTALLATION YEAR

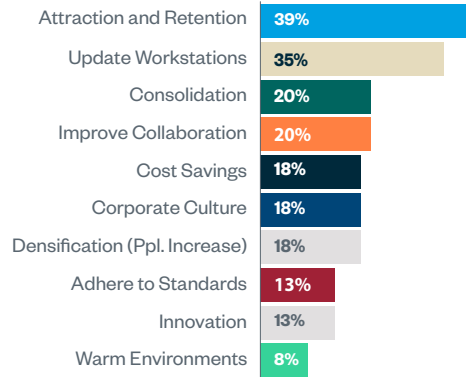


## PROJECT DRIVERS

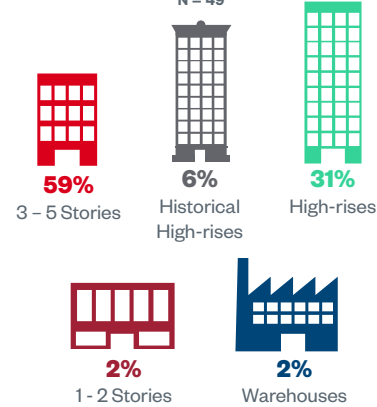


- 37% Relocation
- 32% Growth
- 20% Expansion
- 3% Renovation
- 3% Consolidation
- 3% Culture Change
- 2% Other

## PROJECT DESIGN GOALS



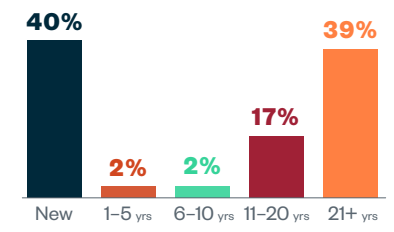
## BUILDING TYPE



## AVG. CUSTOMER COST

**\$3,367,455.00**

## FACILITY AGE

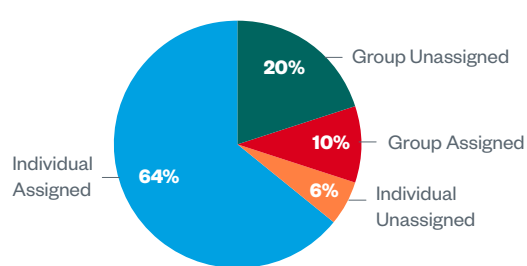


## FLOORPLATE DATA

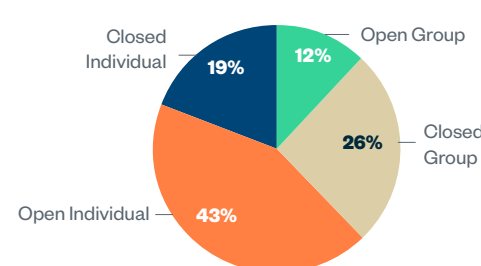
### AVERAGE OCCUPANTS PER FLOORPLATE

**143**

## ASSIGNED VS UNASSIGNED



## OPEN VS CLOSED



## HEIGHT-ADJUSTABLE WORKSTATIONS



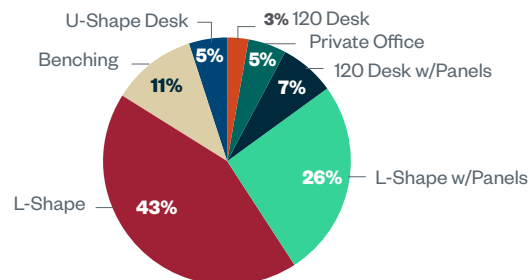
**36%** of workstations are height-adjustable

## AVERAGE PANEL HEIGHT SPINE AND WING

**Spine 54"**  
N = 35

**Wing 53"**  
N = 28

## PREDOMINANT APPLICATION TYPE



## WORKSTATION AND OFFICE OVERALL AVERAGE SIZES

**6' x 6' 5"**  
Open Plan Individual  
Workstation  
N = 42



**10' x 11'**  
Average Private  
Office  
N = 12

HAWORTH

# THE HAWORTH PROFILER PROJECT EAST REGION

An in-depth look at how our East 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 2012-2017.

## 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.

### BUILDING TYPE

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

### AVG. 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.

## FLOORPLATE 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).

All floorplate data represents a single floorplate from each of the customer projects included in the Profiler. When a project had more than one floorplate, the single most representative floorplate of the project in terms of product application and space utilization was chosen.