

# The Office Study

As workplace attendance continues to rise across Canada, office environments have re-emerged as powerful hubs of daily audience engagement. *The Office Study 2025* examines how professionals interact with digital screens in office buildings — particularly within lobby and elevator networks — and how this exposure shapes attention, sentiment, and purchase consideration.



# Year-over-Year Increase (2024–2025)

The proportion of employed Canadians who commute to work rose to

# 83%

in May 2025, marking a **+1.3 percentage point increase from May 2024**. This represents **the fourth consecutive year of growth**.

Commuting continues to trend upward across Canada, with more than eight in ten employed people now working primarily outside the home. The steady rise over four years signals sustained momentum in workplace attendance and daily movement patterns. This increase reflects greater Out-Of-Home activity overall, reinforcing the strength and scale of audiences present in public environments.

# Source **and** Methodology

Source: *Dynata*

**283**  
**Respondents**

White-Collar professionals (e.g. office-based roles such as management, administration, finance, IT, education) aged 18+ with digital screens in their office building surveyed in 8 markets



# Audience Segments

## Professionals

Respondents with office-based roles such as management, administration, finance, IT, education.

## Regular Watchers

This audience are 'regular watchers' of the content displayed to them on screens, with the cadence of (every/most of the time, some/half of the time).

## Decision-Makers

This audience consists of professional roles such as:

- CEO / President
- Director
- Executive Director
- Manager
- Senior Manager
- Supervisor
- Team Lead
- Vice President

**Professionals are  
in office on average**

**4 days per  
week,**

**with mid-week being the most  
trafficked days.**

**Professionals**

Respondents with office-based roles such as management, administration, finance, IT, education.



**88%**

**of professionals regularly watch the content displayed on digital screens in their office building.**

### **Professionals**

Respondents with office-based roles such as management, administration, finance, IT, education.



# Audience Segments

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# Decision Makers Audience

## Decision-Makers

This audience consists of professional roles such as:

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- Director
- Executive Director
- Manager
- Senior Manager
- Supervisor
- Team Lead
- Vice President

**Potentially exposed  
to ~30 brand messages  
per day**

**42** Average Age

**12** Average # of Floors

**4** Average Daily Lobby Visits

**4.5** Daily Average Elevator Trips

**4** Days in Office  
(Present 30% more in Office than other workers)

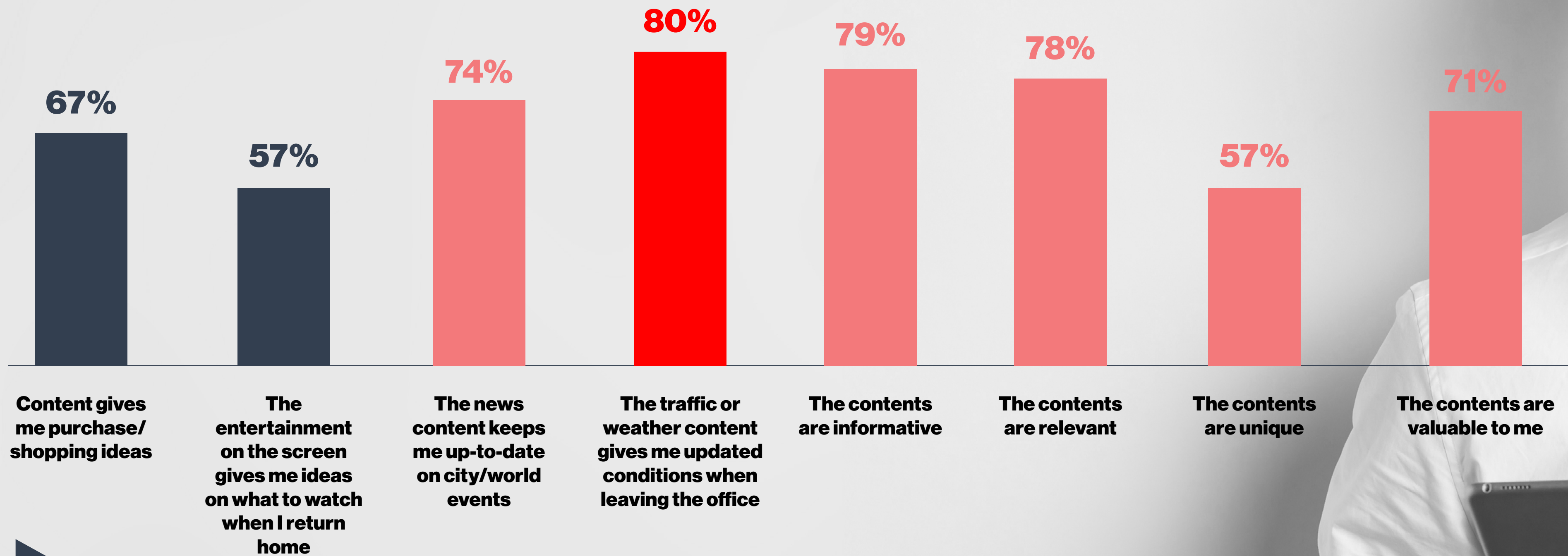


**94%**

**of Decision Makers regularly  
watch digital office screens**

# Sentiments from Decision Makers

Agree/Strongly Agree:

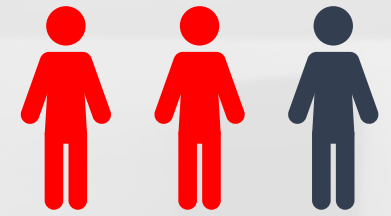


**More than half of Decision Makers agree that digital screens in their office buildings gives them ideas about what to purchase and watch at home**



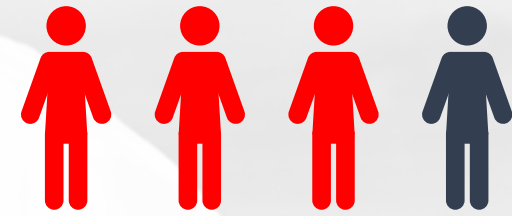
# Sentiments from Decision Makers

Agree/Strongly Agree:



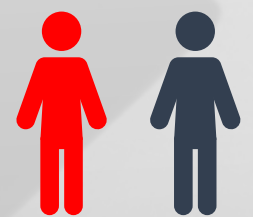
**2 in 3**

**agree on-screen content gives them purchasing/shopping ideas**



**3 in 4**

**agree news content keeps them up-to-date**



**1 in 2**

**agree on-screen entertainment content gives them ideas about what to watch at home**



**71%**

**find the content valuable to them**

# Regular Watchers Audience

## Regular Watchers

This audience are 'regular watchers' of the content displayed to them on screens, with the cadence of (every/most of the time, some/half of the time).

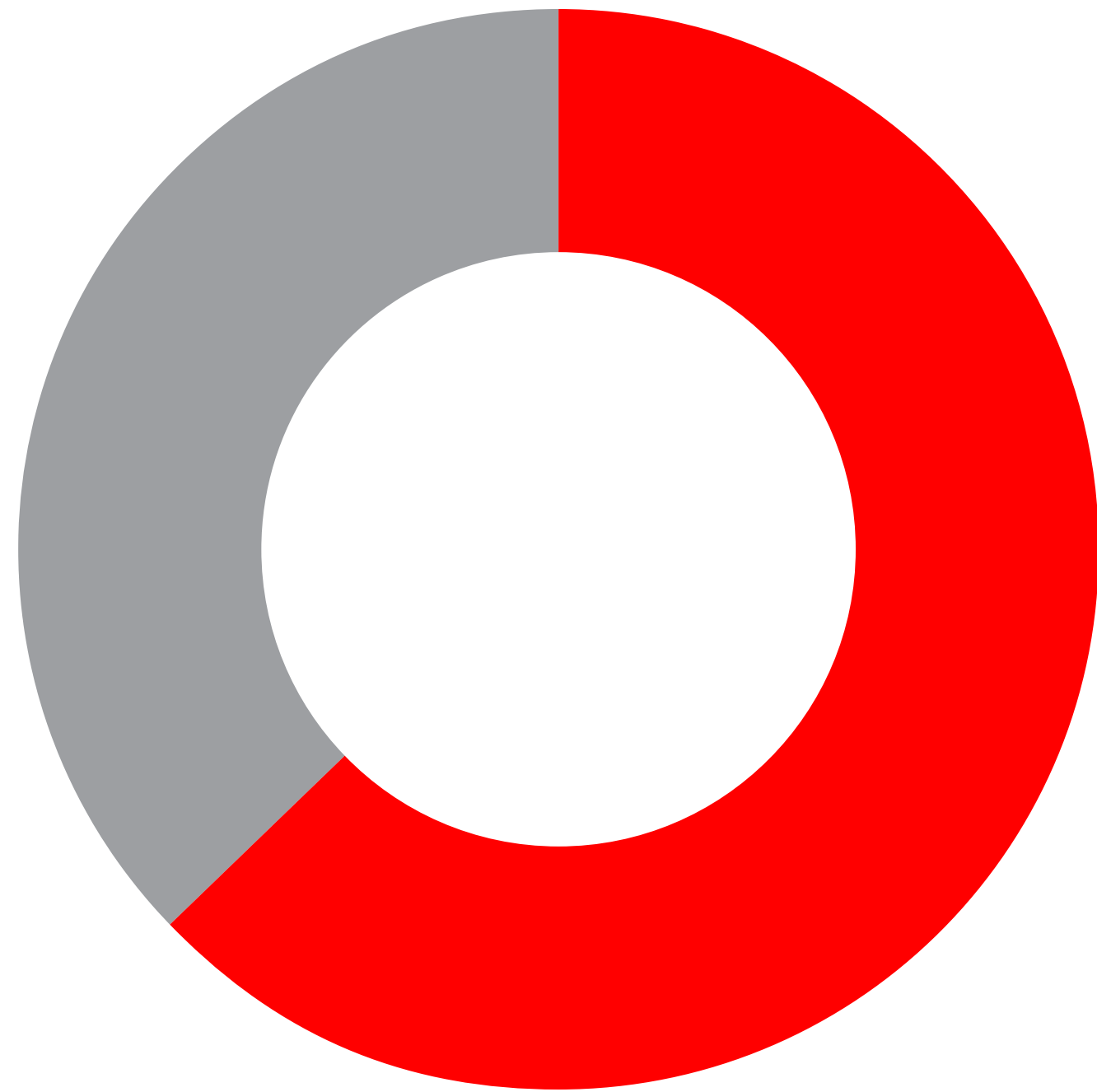
**42.5** Average Age

**12.5** Average # of Floors

**4** Average Daily Lobby Visits

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**4** Days in Office  
(Present 30% more in Office than other workers)

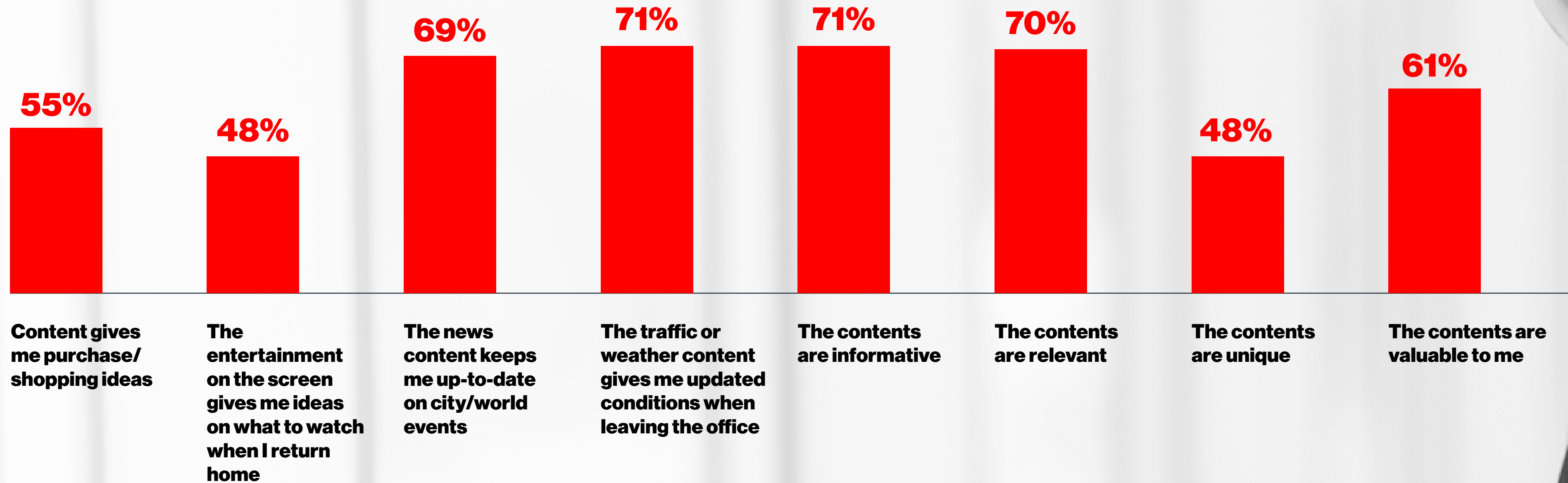


**63%**

**agree or strongly agree that the advertisement content gives them some purchase/shopping ideas (e.g., grocery, gift, car, etc.)**

# Sentiments from Regular Watchers

Agree/Strongly Agree:



# Summary

Agree/Strongly Agree:

## Decision Makers

67%



57%



74%



80%



79%



78%



57%



71%



## Regular Watchers

55%



48%



69%



71%



71%



70%



48%



61%



Content gives me purchase/  
shopping ideas

The entertainment on the screen  
gives me ideas on what to watch  
when I return home

The news content keeps me up-  
to-date on city/world events

The traffic or weather content  
gives me updated conditions  
when leaving the office

*The contents are  
informative*

*The contents are  
relevant*

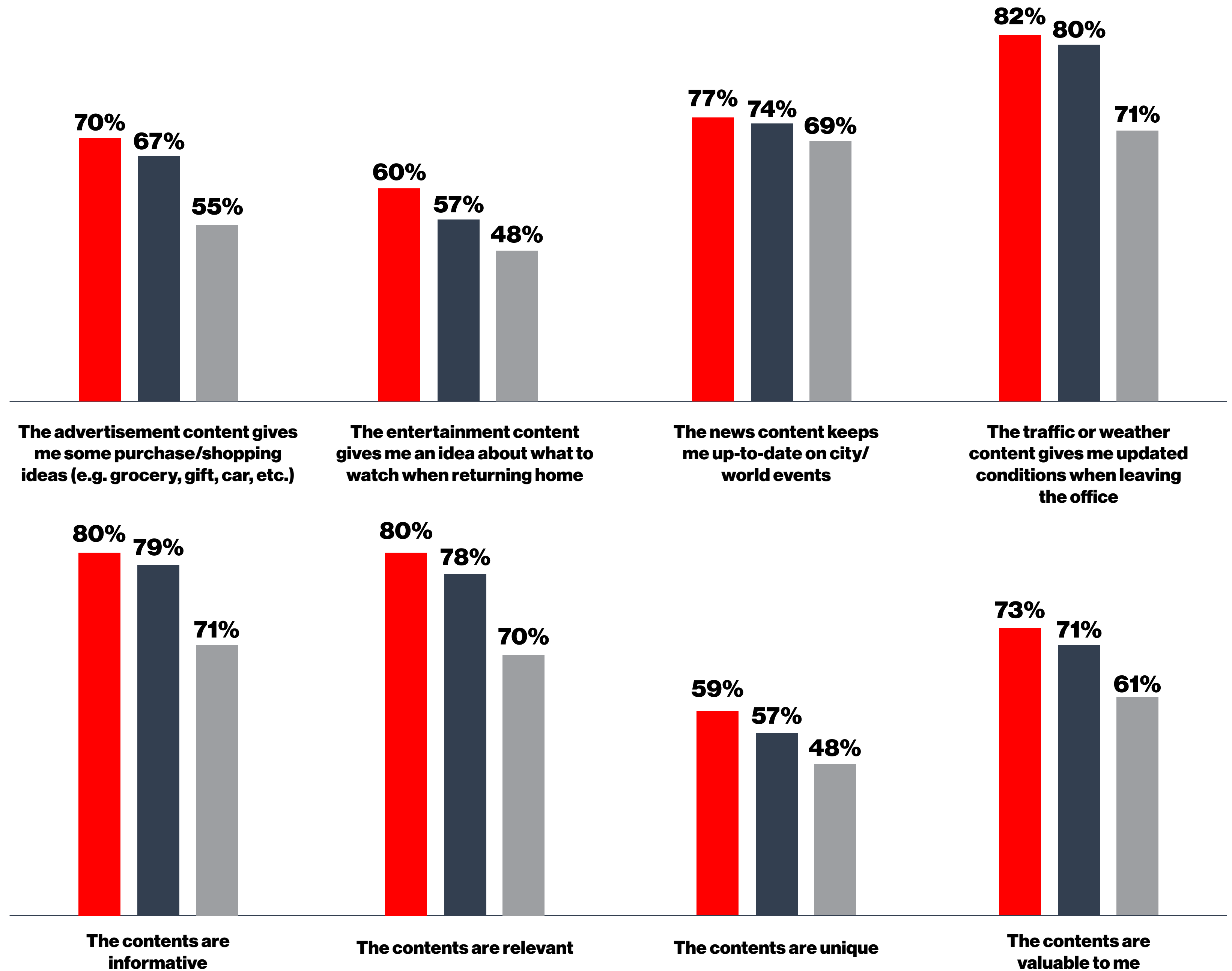
The contents  
are unique

*The contents are  
valuable to me*

# Summary

**A key audience in this study is the 187 respondents who are both Decision Makers and Regular Watchers.**

This group combines purchasing authority with high attention to screens, making them especially receptive to content and more likely to act on what they see. As a result, this segment provides a strong indicator of how screen-based environments can influence consideration and purchase behavior among high-value audiences.





# Thank you!

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