

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 2026* 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:

- CEO / President
- Director
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- Manager
- Senior Manager
- Supervisor
- Team Lead
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**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)

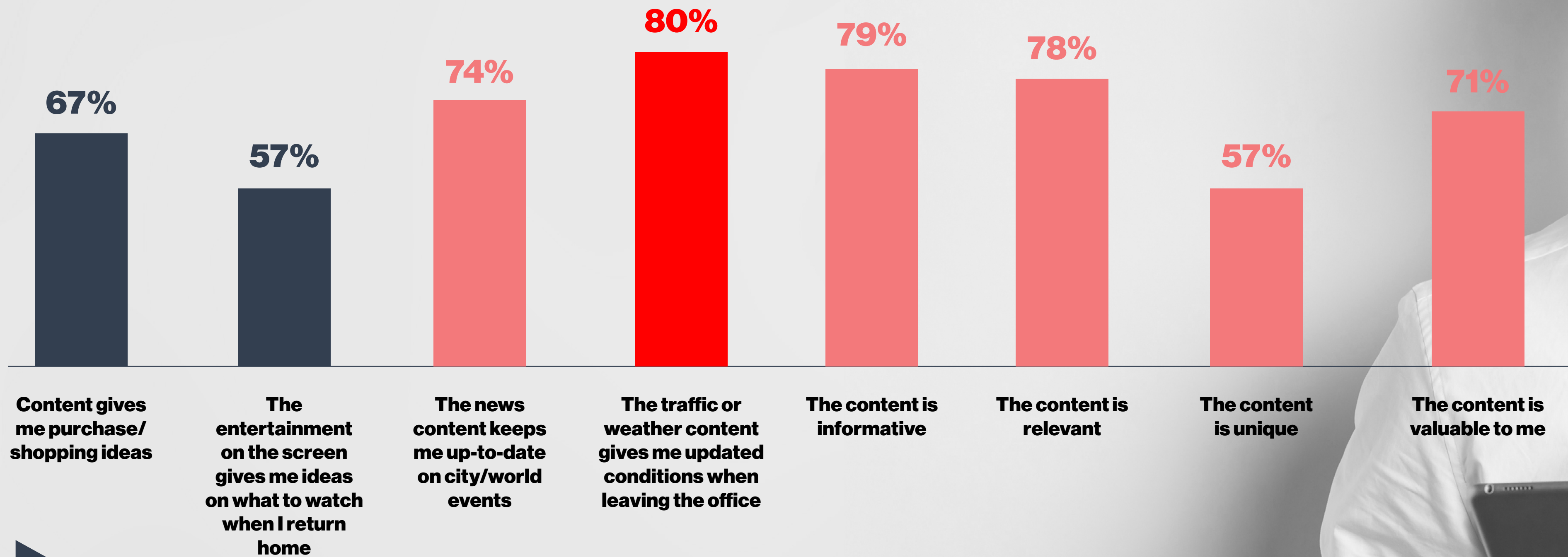


94%

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

Sentiments from Decision Makers

Agree/Strongly Agree:

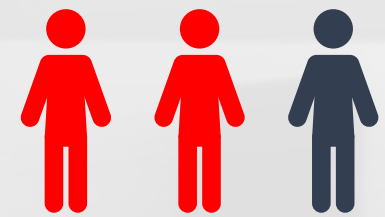


More than half of Decision Makers agree that digital screens in their office buildings gives them ideas about what to purchase and watch at home



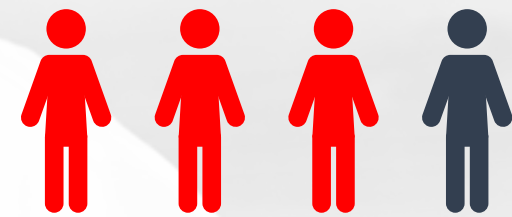
Sentiments from Decision Makers

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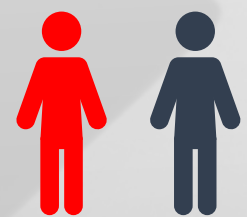
2 in 3

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).

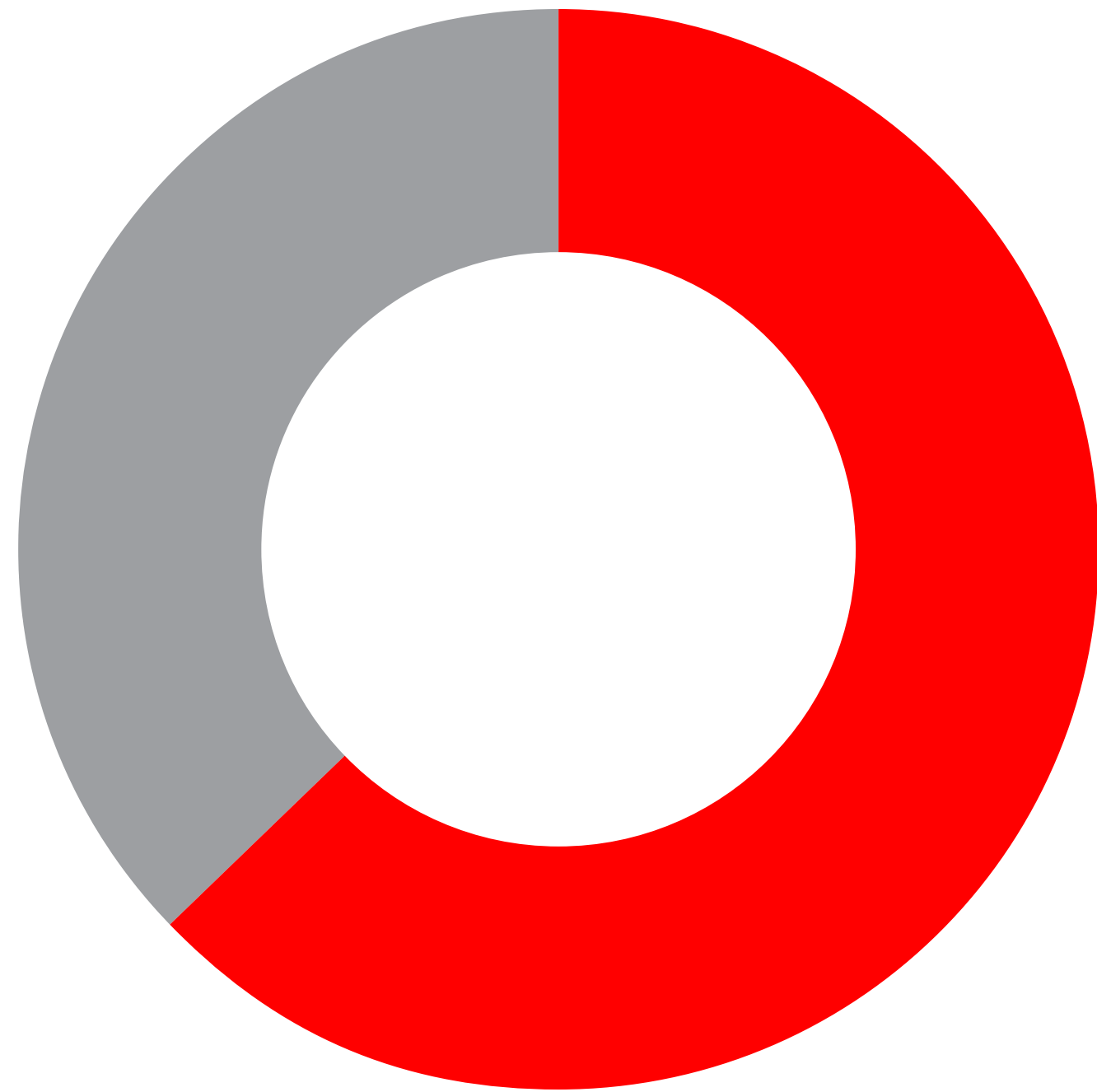
42.5 Average Age

12.5 Average # of Floors

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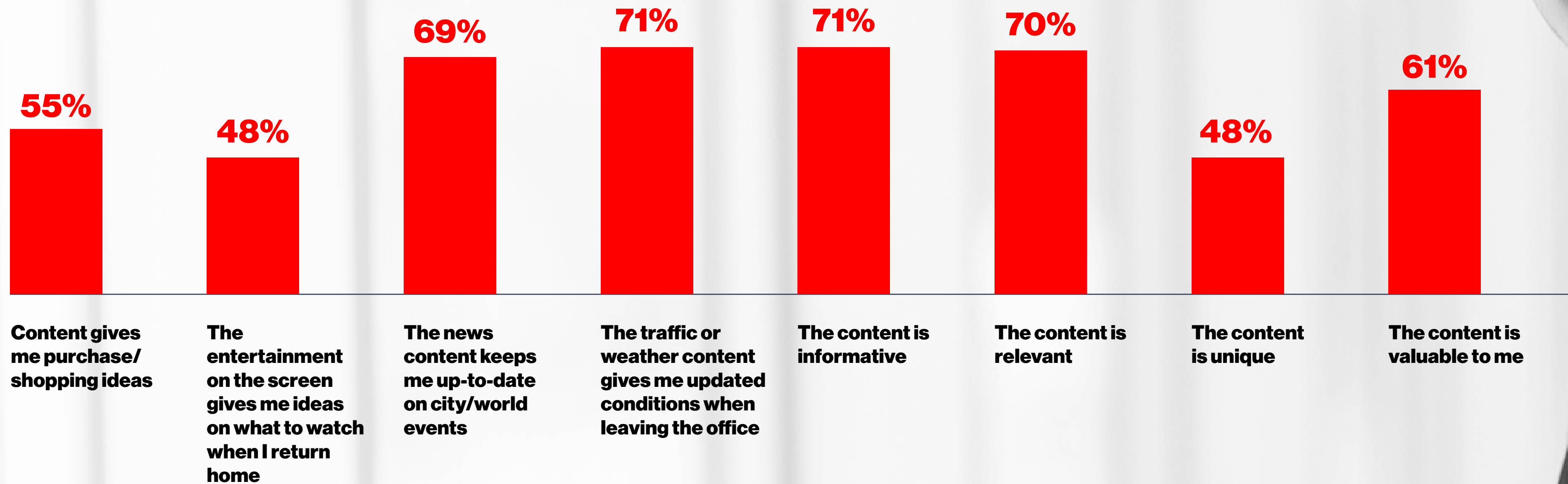


63%

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%



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 content is
informative*

*The content
is relevant*

The content
is unique

*The content is
valuable to me*

Regular Watchers

55%



48%



69%



71%



71%



70%



48%



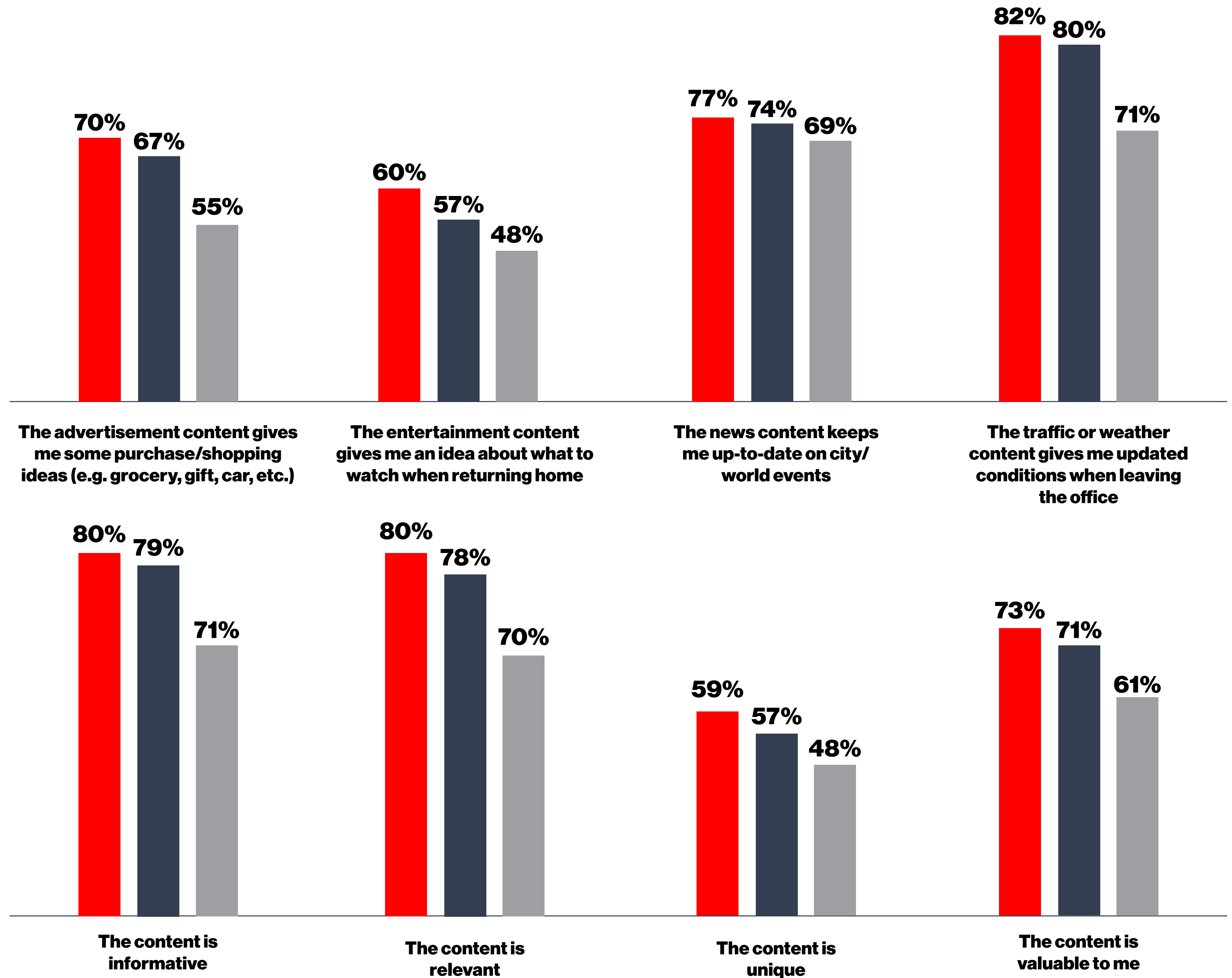
61%



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 behaviour among high-value audiences.





Thank you!

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