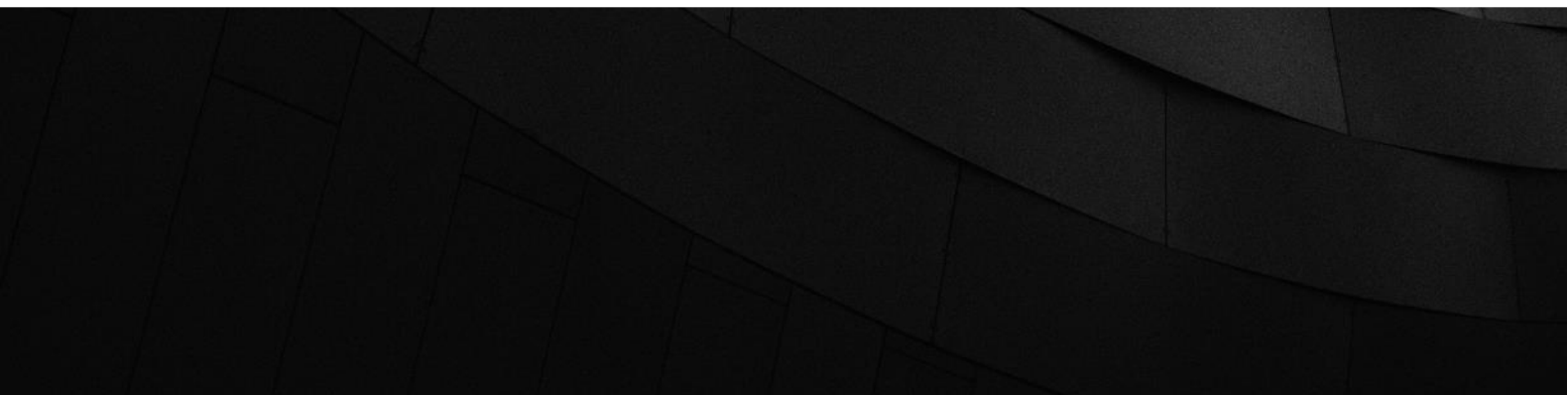# CORE|DATA

CHOOSI

WORKPLACE RESEARCH

FEBRUARY 2018

KEY FINDINGS

Australians are dressing more casually for work

- Most employers have formal dress code guidelines/policies, although many do not strictly enforce these.
- There is a view that Australian workplace dress codes are becoming less formal these days as compared to a decade ago, with a rise in casual and smart casual dress codes.

But dress standards and personal hygiene still matter

- Nonetheless, the majority believe that it's best not to 'judge a book by its cover' and that what is more important is to dress for success, look the part and fit into the culture of the workplace by dressing similarly to others.
- An employee's attire has an impact on a range of buying decisions and on the level of trust on the employee, particularly for more important purchases.
- Personal hygiene is also taken seriously with the majority of workers believing warnings should be given for lack of personal hygiene.

Home-made meals may be cheaper but are making workers more glued to their desks

- Most workers bring home made meals into work regularly, with some labelling their food clearly so they don't go missing.
- Many workers eat breakfast and/or lunch at their desk and they typically do not leave the office or go outside at all during work hours.

Australians can be annoying workers

- Working with other people can have its challenges with the majority having been exposed to annoying or irritating behaviours, including complaining/whinging, poor personal hygiene and excessive chit chat.
- Fortunately, confronting a co-worker about their annoying behavior tends to resolve the matter most of the time.

Australians value 'modern' workplace benefits and culture

- Most workers feel their employer offers 'modern' workplace benefits and culture and actually value these, including flexible hours, emphasis on work life balance and open office plan.

MAIN FINDINGS

DRESS CODE

- Most employers have formal dress code guidelines/policies, although many do not strictly enforce these.
- There is a view that Australian workplace dress codes are becoming less formal these days as compared to a decade ago, with a rise in casual and smart casual dress codes.
- Respondents spend an average of $687 a year on clothes, shoes and accessories to wear at work or approximately $8,534,531,254 Australia-wide.
- Nonetheless, the majority believe that it's best not to 'judge a book by its cover' and that what is more important is to dress for success, look the part and fit into the culture of the workplace by dressing similarly to others.
- An employee's attire has an impact on a range of buying decisions and on the level of trust on the employee, particularly for more important purchases.
- Personal hygiene is also taken seriously with the majority of workers believing warnings should be given for lack of personal hygiene.

What expectations do management in your workplace have about dress code for your profession?


Dress code	Percentage
Smart casual	34.5%
Professional	26.1%
Uniform	25.2%
Casual	6.7%
No dress code	7.5%
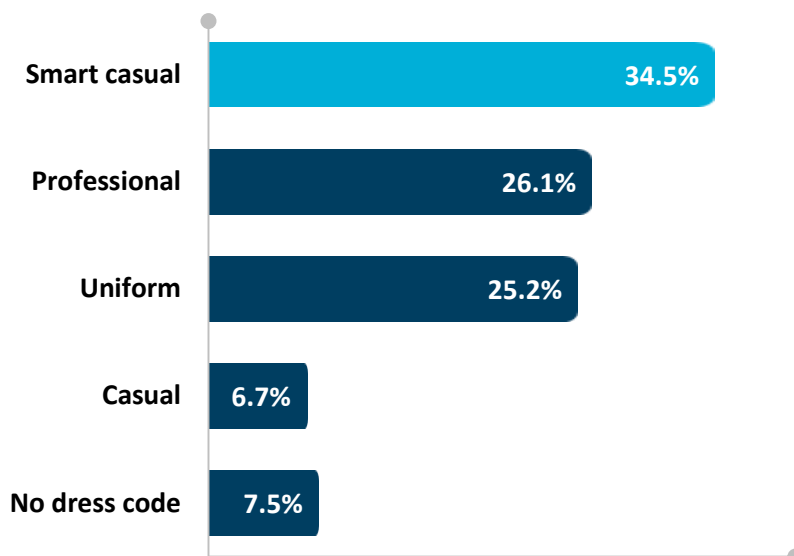
Source: CoreData Workplace Survey (February 2018)
Question: What expectations do management in your workplace have about dress code for your profession?

The most common dress code in workplaces is smart casual (34.5%), followed by professional (26.1%) and uniform (25.2%).

Are there any formal guidelines/policy provided by your employer around dress code standards?
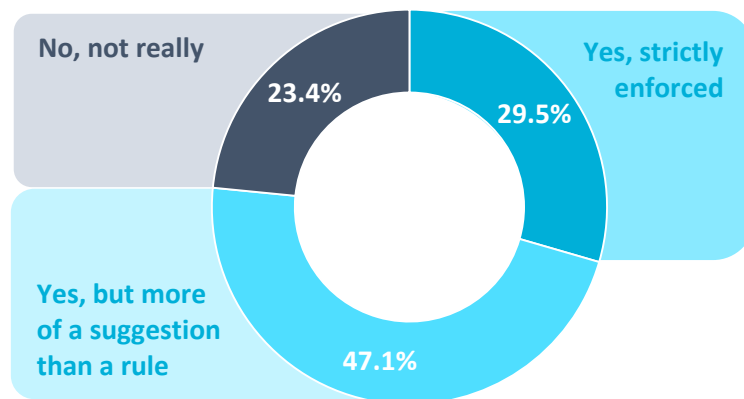
Source: CoreData Workplace Survey (February 2018)
*Question: Are there any formal guidelines/policy provided
by your employer around dress code standards?*

The large majority (76.6%) of respondents say their employer has provided formal guidelines/policies around dress code standards, although only three in 10 (29.5%) say these are strictly enforced.

Do you think this changed at all from expectations of dress code standards in your profession a decade ago?
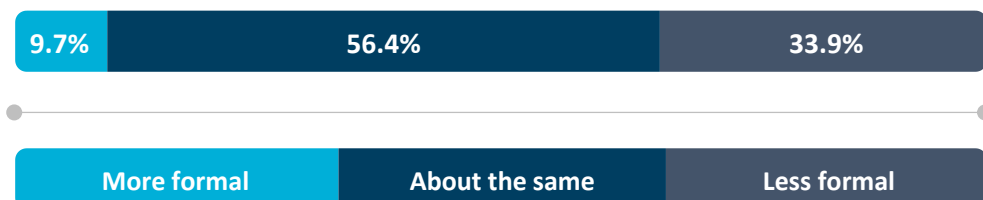
Source: CoreData Workplace Survey (February 2018)
*Question: Do you think this changed at all from expectations of dress code standards in
your profession a decade ago?*

Although most (56.4%) respondents think dress code standards in their profession are about the same these days compared to a decade ago, one in three (33.9%) think they have become less formal.

Would you dress differently if management had no expectations of dress code standards?

5.1%	81.7%	13.2%
More formal	About the same	Less formal
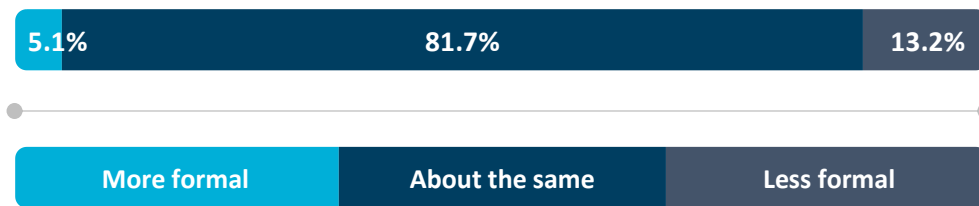
Source: CoreData Workplace Survey (February 2018)
Question: Would you dress differently if management had no expectations of dress code standards?

The vast majority (81.7%) of respondents would not dress differently compared to how they currently dress if management had no expectations on dress code standards.

If you had the choice, how would you dress at work?

|	
Smart casual	46.6%
Professional	20.2%
Uniform	16.8%
Casual	16.4%
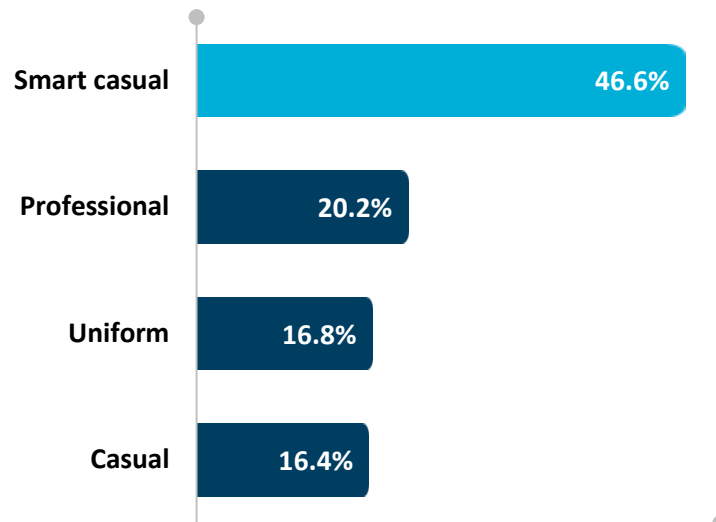
Source: CoreData Workplace Survey (February 2018)
Question: If you had the choice, how would you dress at work?

If they had the choice, respondents would most prefer to dress in smart casual attire (46.6%). One in five (20.2%) would dress in professional attire, while around one in six would dress in casual attire or uniforms (16.4% and 16.8% respectively).

Do you care much about the dress code standards of the people you work with?
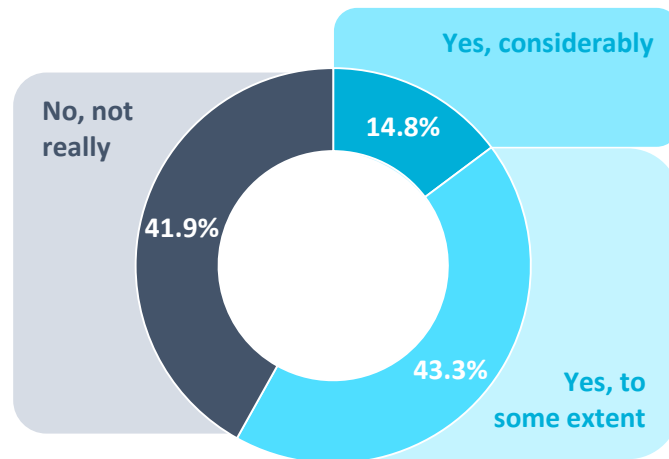
Source: CoreData Workplace Survey (February 2018)
Question: Do you care much about the dress code standards
of the people you work with?

Close to three in five (58.1%) respondents care about the dress code standards of the people they work with, although only one in seven (14.8%) care 'considerably'.
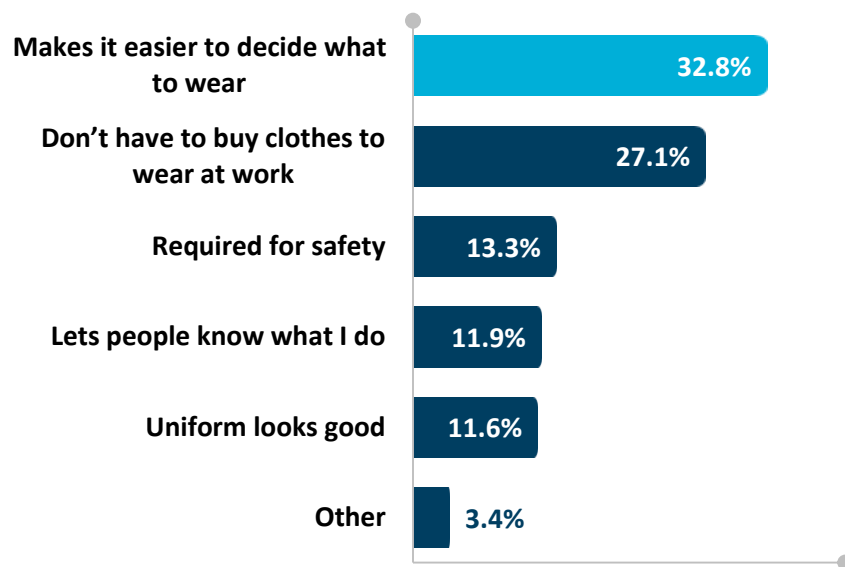
Do you mind wearing a uniform to work?
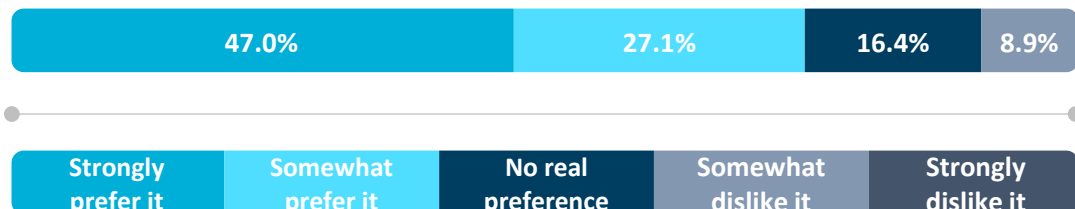
Source: CoreData Workplace Survey (February 2018)
Question: Do you mind wearing a uniform to work?

The large majority (74.1%) of respondents whose dress code is uniform actually prefer wearing a uniform. Only one in 10 (9.5%) dislike wearing a uniform to work.
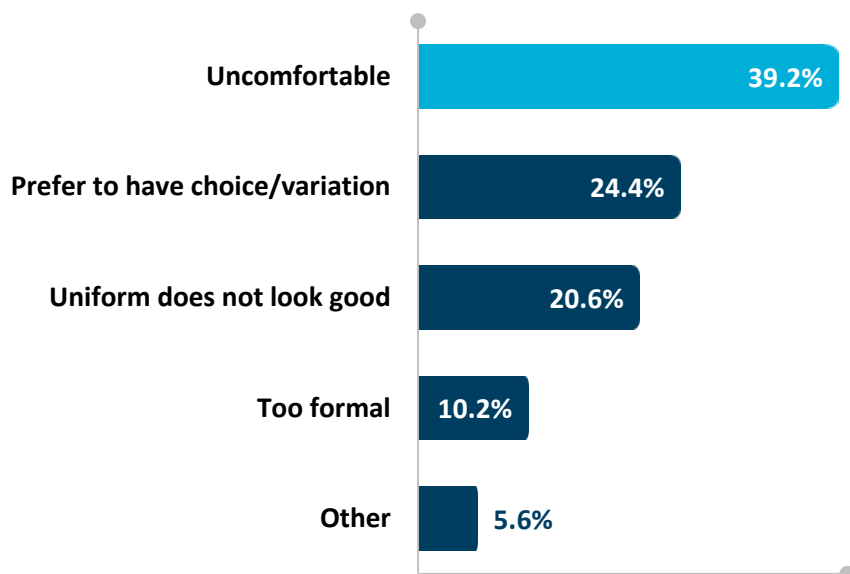
Why do you prefer wearing a uniform to work?

Makes it easier to decide what to wear	32.8%
Don't have to buy clothes to wear at work	27.1%
Required for safety	13.3%
Lets people know what I do	11.9%
Uniform looks good	11.6%
Other	3.4%

Source: CoreData Workplace Survey (February 2018)
Question: Why do you prefer wearing a uniform to work?

Those who prefer wearing a uniform to work most commonly cite how it makes it easier to decide what to wear (32.8%) and how it means they don't have to buy clothes to wear at work (27.1%).

Why do you dislike wearing a uniform to work?

Uncomfortable	39.2%
Prefer to have choice/variation	24.4%
Uniform does not look good	20.6%
Too formal	10.2%
Other	5.6%

Source: CoreData Workplace Survey (February 2018)
Question: Why do you dislike wearing a uniform to work?

Those who dislike wearing a uniform to work most commonly cite how it is uncomfortable (39.2%) and a preference to have choice/variation (24.4%).

How much time do you spend deciding what to wear every day for work?
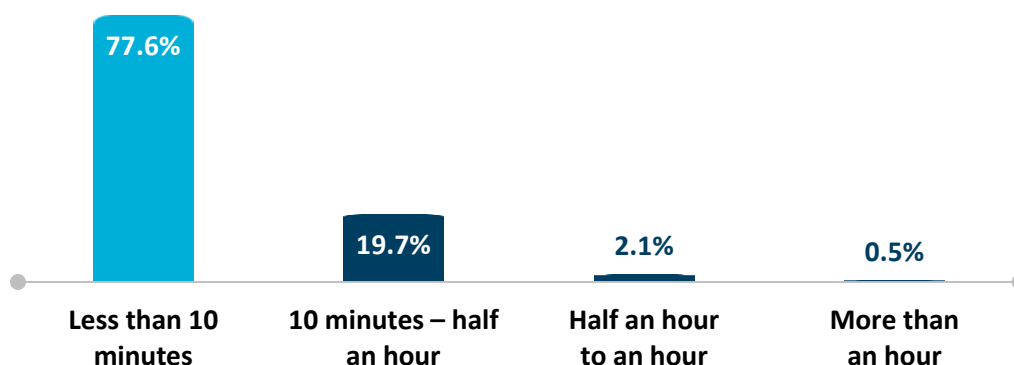
Source: CoreData Workplace Survey (February 2018)
Question: How much time do you spend deciding what to wear every day for work?

The large majority (77.6%) of respondents whose dress code is not uniform typically spend less than 10 minutes a day deciding what to wear for work.

How do you decide on what to wear to work?
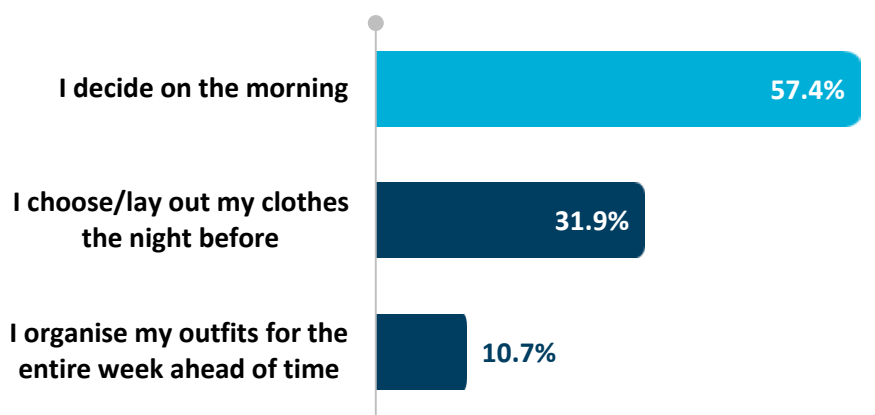
Source: CoreData Workplace Survey (February 2018)
Question: How do you decide on what to wear to work?

Most (57.4%) respondents whose dress code is not uniform typically decide what to wear to work on the morning, while close to one in three (31.9%) typically choose/lay out their clothes the night before.

How often do you wear 'formal' clothes to work (e.g. a suit or smart dress)?
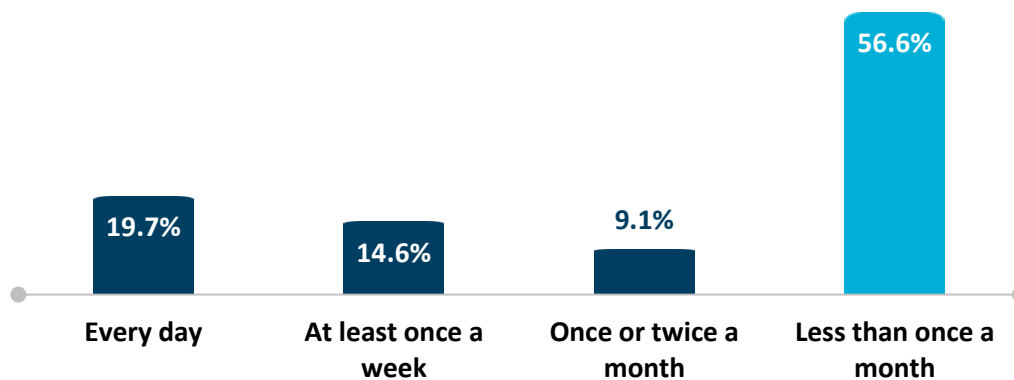
Source: CoreData Workplace Survey (February 2018)
Question: How often do you wear 'formal' clothes to work (e.g. a suit or smart dress)?

Most (56.6%) respondents wear 'formal' clothes to work less than once a month. One in five (19.7%) wear 'formal' clothes every day, while one in seven (14.6%) do so at least once a week.

How often do you wear jeans (casual dress) to work?
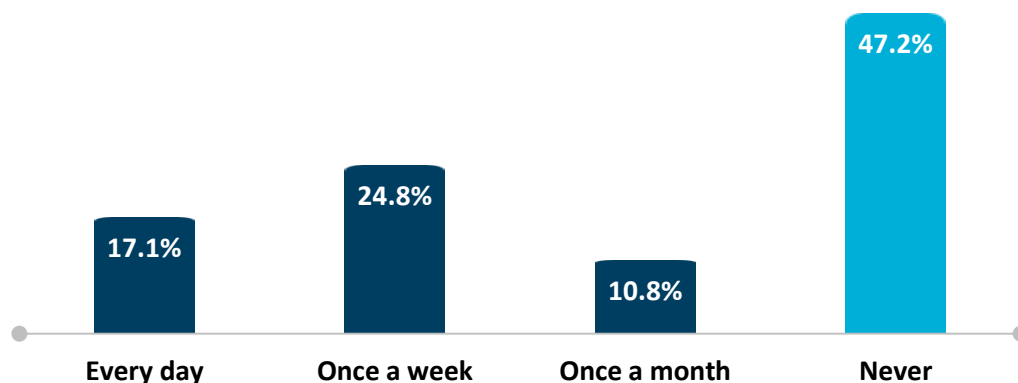
Source: CoreData Workplace Survey (February 2018)
Question: How often do you wear jeans (casual dress) to work?

More than half (52.7%) of respondents wear jeans (casual dress) to work at least once a month, with one in six (17.1%) wearing it every day.

In general, do you think Australian workplace dress codes are becoming more or less formal these days as compared to a decade ago?

9.2%	34.6%	56.1%

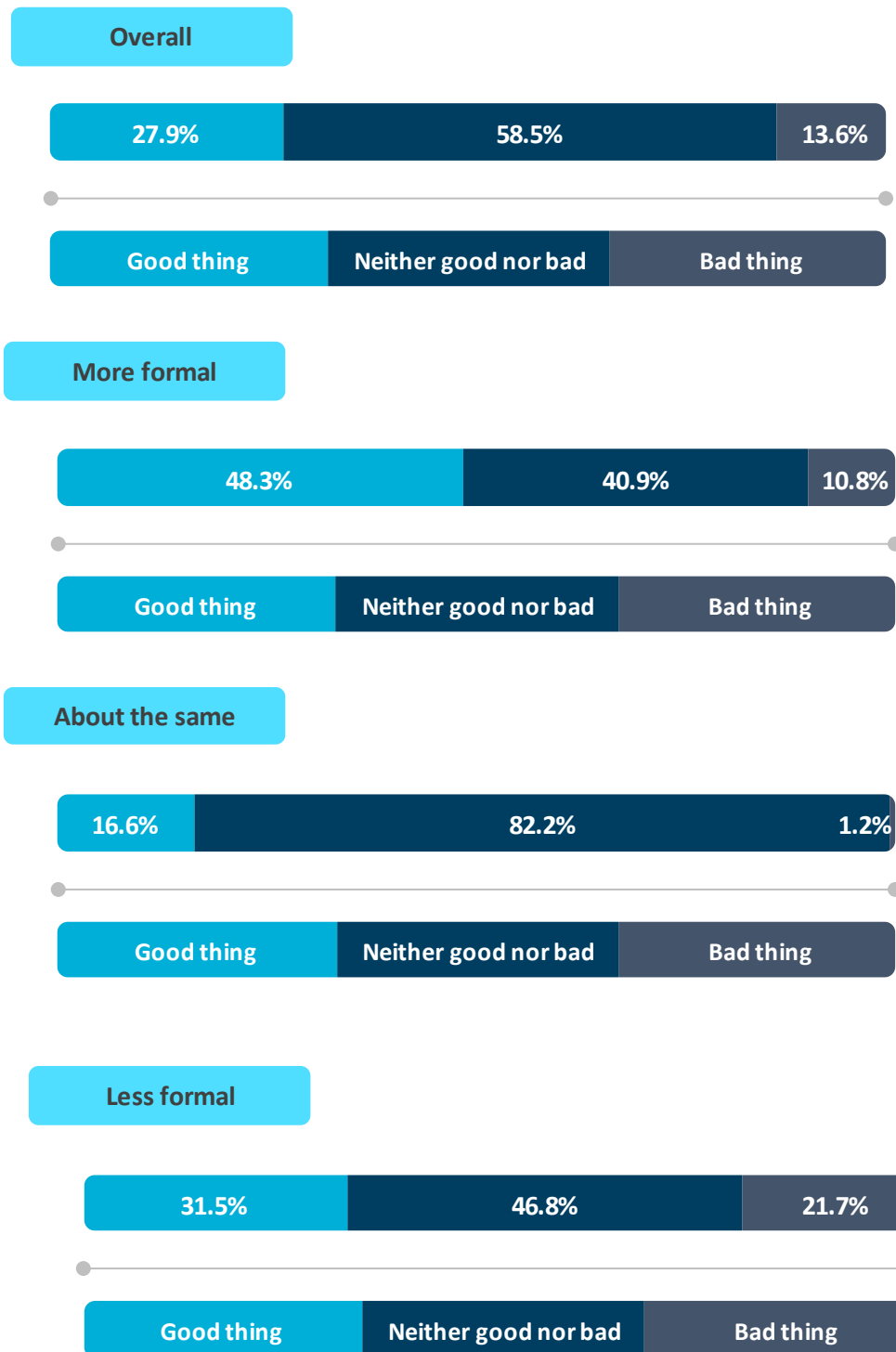| More formal	About the same	Less formal

Source: CoreData Workplace Survey (February 2018)
Question: In general, do you think Australian workplace dress codes are becoming more or less formal these days as compared to a decade ago?

Most (56.1%) respondents think Australian workplace dress codes are becoming less formal these days as compared to a decade ago, while more than one in three (34.6%) think they are about the same.

Do you think this is a good or a bad thing?

Overall

27.9%	58.5%	13.6%

Good thing	Neither good nor bad	Bad thing

More formal

48.3%	40.9%	10.8%

Good thing	Neither good nor bad	Bad thing

About the same

16.6%	82.2%	1.2%

Good thing	Neither good nor bad	Bad thing

Less formal

31.5%	46.8%	21.7%

| Good thing	Neither good nor bad	Bad thing

Source: CoreData Workplace Survey (February 2018)
Question: Do you think this is a good or a bad thing?

Among respondents who think Australian workplace dress codes are becoming more formal, close to half (48.3%) says this is a good thing. For those who think dress codes are becoming less formal, close to a third (31.5%) say this is a good thing.

Do you feel there are different standards in appropriate dress codes for men and women?

Yes, to a great extent

16.2%

No, not really

40.7%

43.0%

Yes, to some extent
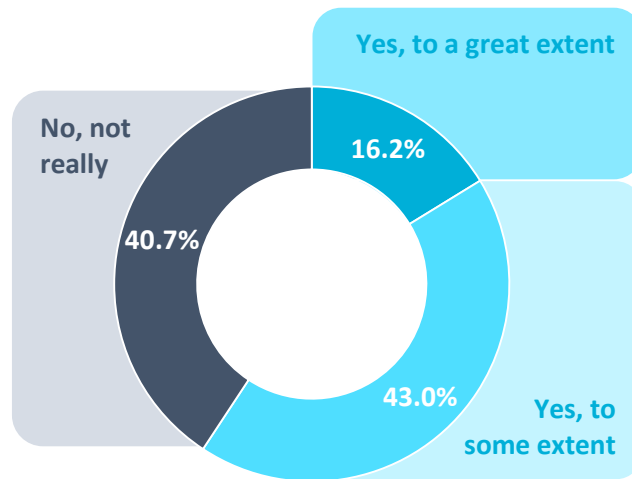
Source: CoreData Workplace Survey (February 2018)
Question: Do you feel there are different standards in appropriate dress codes for men and women?

How do you feel these are different?

57.9%	42.1%
Women expected to be more formal/well kept	Men expected to be more formal/well kept

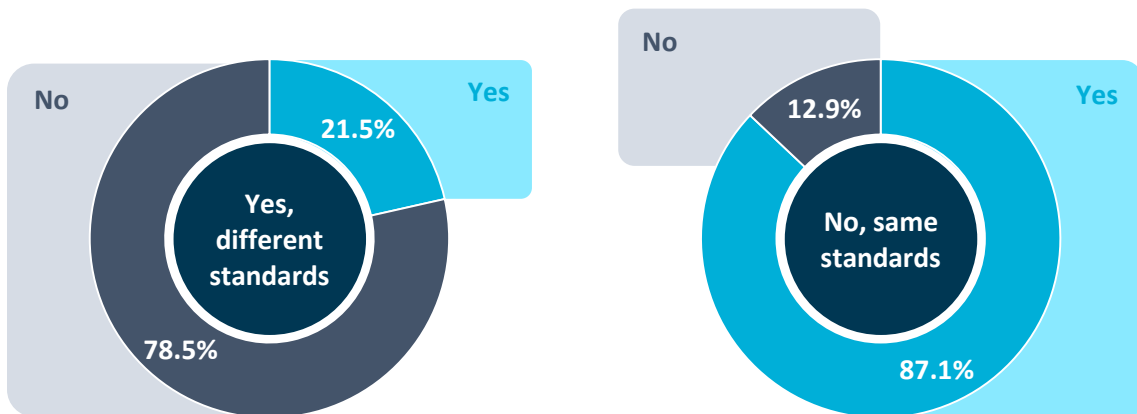*Source: CoreData Workplace Survey (February 2018)*
Question: How do you feel these are different?

Close to three in five (59.2%) respondents feel there are different standards in appropriate dress codes for men and women. Among these respondents, close to three in five (57.9%) feel women are expected to be more formal/well-kept, while more than two in five (42.1%) feel men are expected to be more formal/well-kept.

Do you think that is the way it should be?
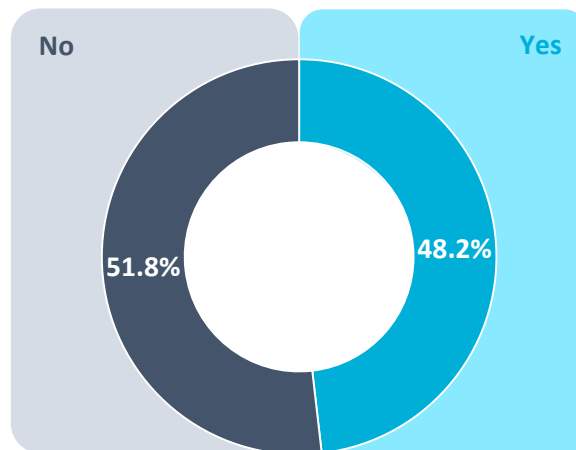
Source: CoreData Workplace Survey (February 2018)
Question: Do you think that is the way it should be?

Source: CoreData Workplace Survey (February 2018)
Question: Do you think that is the way it should be?

Source: CoreData Workplace Survey (February 2018)
Question: Do you think that is the way it should be?

Among those who feel there are different standards in appropriate dress codes for men and women, the large majority (78.5%) do not think that is the way it should be.

For those who feel there are no different standards in appropriate dress codes for men and women, the vast majority (87.1%) think that is the way it should be.

How much do you agree with following statements about dress code standards in Australian workplaces these days?

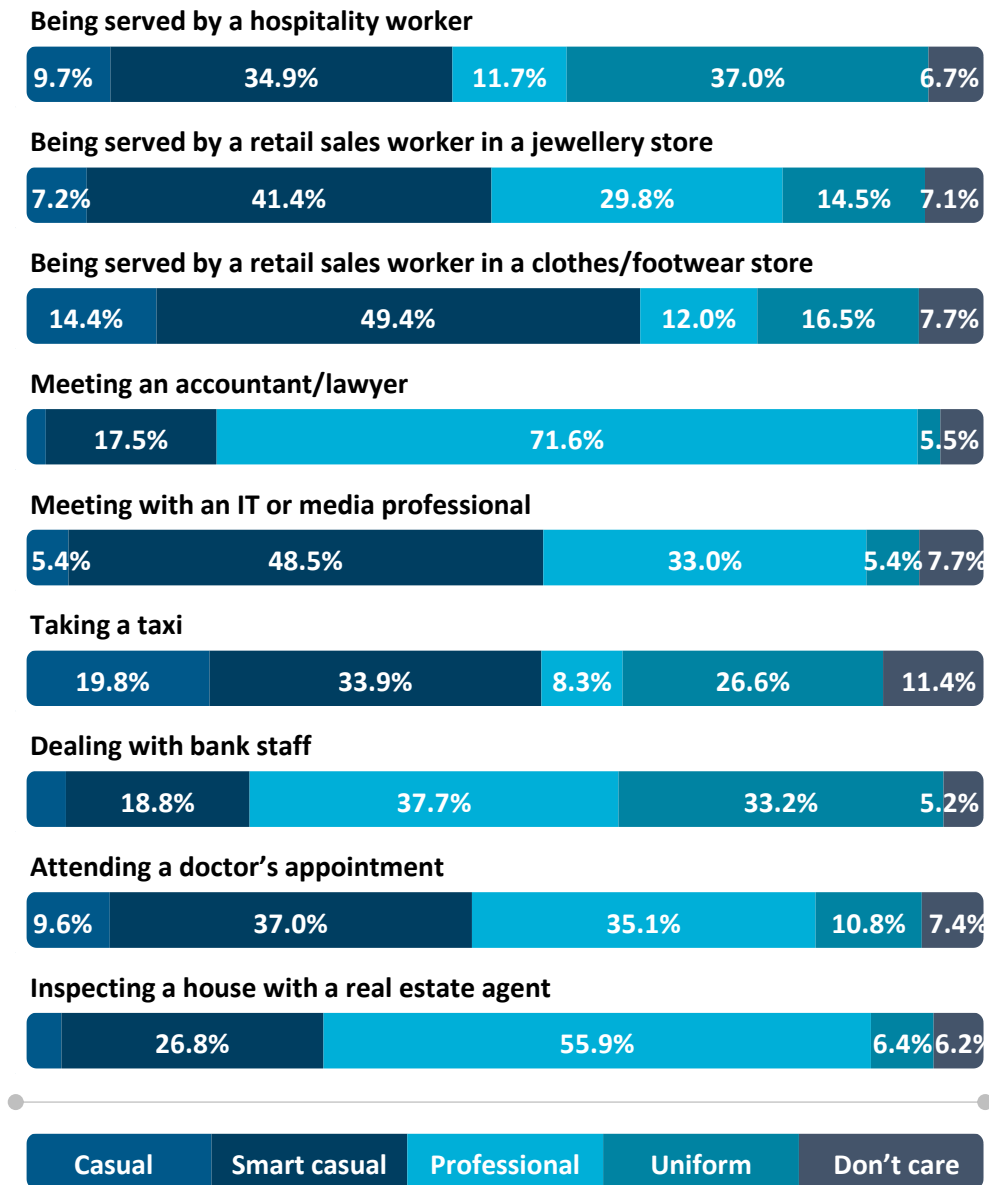| Statement	Strongly agree	Agree	SUM
It's best not to 'judge a book by its cover'	33.4%	57.6%	91.0%
It is important to dress for success and look the part	22.1%	63.0%	85.1%
It's important to fit into the culture of your workplace by dressing similar to others	17.2%	61.6%	78.8%
Women tend to be judged more harshly than men in respect to dress code	30.4%	47.3%	77.7%
Remote working is encouraging less formal dress code standards	15.6%	60.1%	75.7%
Clothes have a strong impact on prospects for promotion	16.3%	58.2%	74.5%
People spend more money on work clothes	14.3%	53.0%	67.3%
People are more fashion conscious at work		53.0%	65.5%
While less formal people generally dress with more style		47.3%	55.4%
It's ok for younger people to dress more informally than those who are older		23.8%	28.9%

Source: CoreData Workplace Survey (February 2018)
Question: How much do you agree with following statements about dress code standards in Australian workplaces these days?

There is broad agreement with most of the listed statements about dress code standards in Australian workplaces these days. The overwhelming majority (91.0%) of respondents believe that it's best not to 'judge a book by its cover' and the vast majority (85.1%) believe that it is important to dress for success and look the part.

The large majority also believe that it is important to fit into the culture of the workplace by dressing similarly to others (78.8%), that women tend to be judged more harshly in respect to dress code (77.7%) or that remote working is encouraging less formal dress code standards (75.7%).

As a customer, what are your expectations about staff dress codes in the following circumstances?

Being served by a hospitality worker

| 9.7% | 34.9% | 11.7% | 37.0% | 6.7% |

Being served by a retail sales worker in a jewellery store

| 7.2% | 41.4% | 29.8% | 14.5% | 7.1% |

Being served by a retail sales worker in a clothes/footwear store

| 14.4% | 49.4% | 12.0% | 16.5% | 7.7% |

Meeting an accountant/lawyer

| 17.5% | 71.6% | 5.5% |

Meeting with an IT or media professional

| 5.4% | 48.5% | 33.0% | 5.4% | 7.7% |

Taking a taxi

| 19.8% | 33.9% | 8.3% | 26.6% | 11.4% |

Dealing with bank staff

| 18.8% | 37.7% | 33.2% | 5.2% |

Attending a doctor's appointment

| 9.6% | 37.0% | 35.1% | 10.8% | 7.4% |

Inspecting a house with a real estate agent

| 26.8% | 55.9% | 6.4% | 6.2% |

| **Casual** | **Smart casual** | **Professional** | **Uniform** | **Don't care** |

Source: CoreData Workplace Survey (February 2018)
Question: As a customer, what are your expectations about staff dress codes in the following circumstances?

A professional dress code is most expected in meeting with an accountant/lawyer (71.6%), while smart casual attire is most expected while being served by a retail sales worker in a clothes/footwear store (49.4%).

Uniforms are most expected while being served by a hospitality worker (37.0%), while casual attire is most expected while taking a taxi (19.8%).

Would an employee's attire impact whether or not you bought something from their company in the following circumstances?
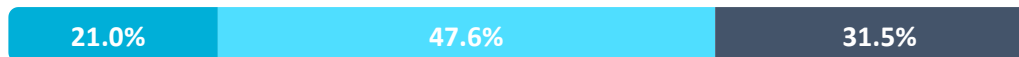
Seeking the services of a lawyer or financial adviser

32.4%	45.2%	22.4%

Buying a home

22.8%	46.0%	31.3%

Staying at a hotel

21.0%	47.6%	31.5%
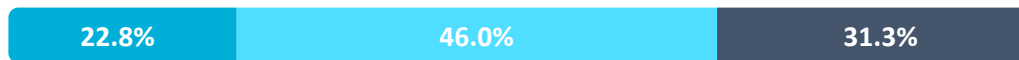
Eating at a mid-priced restaurant

11.2%	51.5%	37.3%

Buying clothes or footwear

9.6%	38.3%	52.1%

Seeking the services of tradesman

8.0%	38.2%	53.7%

Getting a haircut

7.4%	34.3%	58.3%

| To a great extent	To some extent	No not really
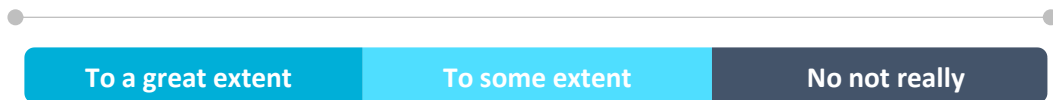
Source: CoreData Workplace Survey (February 2018)
Question: Would an employee's attire impact whether or not you bought something from their company in the following circumstances?

An employee's attire is most likely to impact the buying decision when seeking the services of a lawyer or financial adviser (77.6%), buying a home (68.8%) and staying at a hotel (68.6%).

Does how a company representative is dressed affect how much you trust that person?
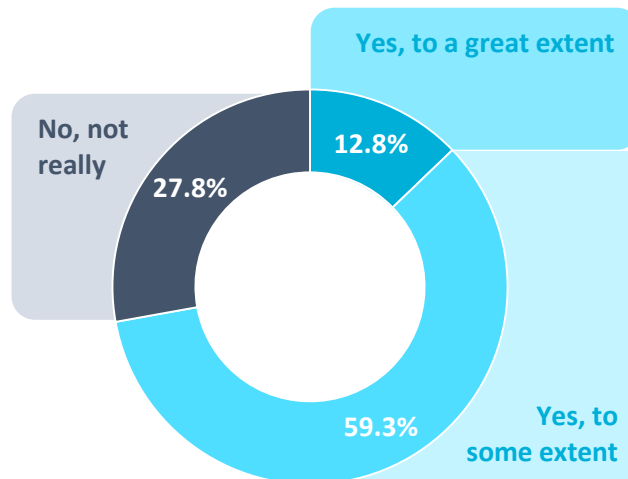
Source: CoreData Workplace Survey (February 2018)
Question: Does how a company representative is dressed affect how much you trust that person?

How someone is dressed also has an impact on the level of trust on that person, with the large majority (72.1%) of respondents saying how a company representative is dressed affects how much they trust that person.
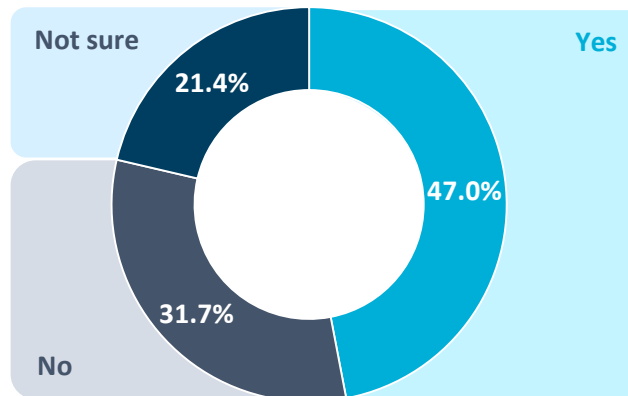
Do you think your customers and/or clients judge you on your clothes?
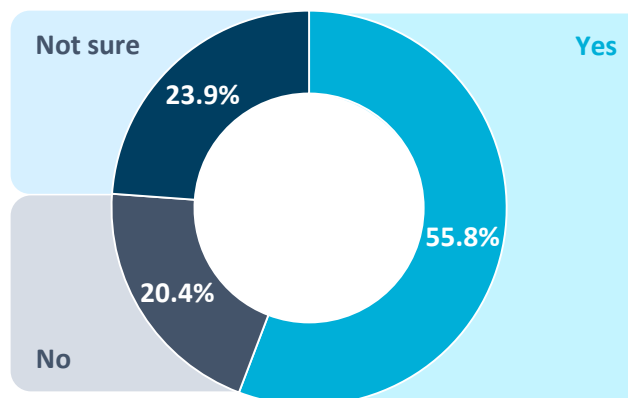
Source: CoreData Workplace Survey (February 2018)
Question: Do you think your customers and/or clients judge you on your clothes?

More than half (55.8%) of respondents think their customers and/or clients judge them on their clothes, while close to one in four (23.9%) are not sure.

Do you think your <u>co-workers</u> judge you on your clothes?

Source: CoreData Workplace Survey (February 2018)
Question: Do you think your co-workers judge you on your clothes?

Less than half (47.0%) of respondents think their co-workers judge them on their clothes, although more than one in five (21.4%) are not sure.

Should people in a work environment receive warnings for lack of personal hygiene?
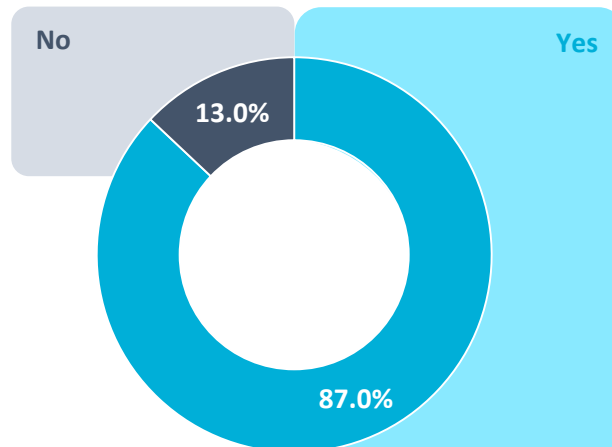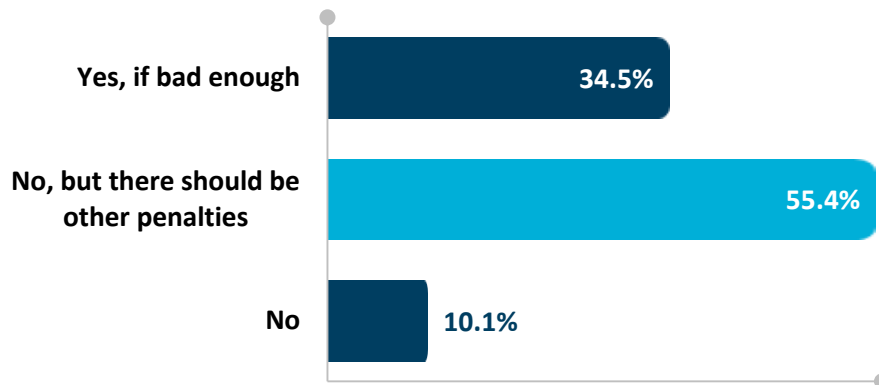

Source: CoreData Workplace Survey (February 2018)
Question: Should people in a work environment receive warnings for lack of personal hygiene?

The vast majority (87.0%) of respondents believe people in a work environment should receive warnings for lack of personal hygiene.

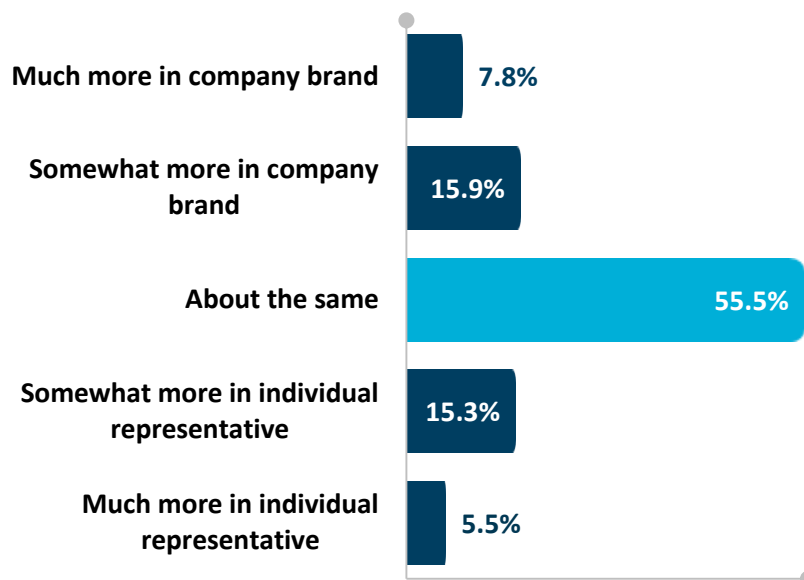**If warnings are ignored do you think this should be a fireable offence?**

Yes, if bad enough — 34.5%

No, but there should be other penalties — 55.4%

No — 10.1%

Source: CoreData Workplace Survey (February 2018)
Question: If warnings are ignored do you think this should be a fireable offence?

Among those who believe there should be warnings for lack of personal hygiene, more than one in three (34.5%) believe it is a fireable offence to ignore such warnings if they are bad enough. While more than half (55.4%) do not think it is a fireable offence, there should be other penalties for ignoring such warnings.

Do you tend to place more trust in a company's brand or the individual representatives you are dealing with?

Much more in company brand — 7.8%

Somewhat more in company brand — 15.9%

About the same — 55.5%

Somewhat more in individual representative — 15.3%

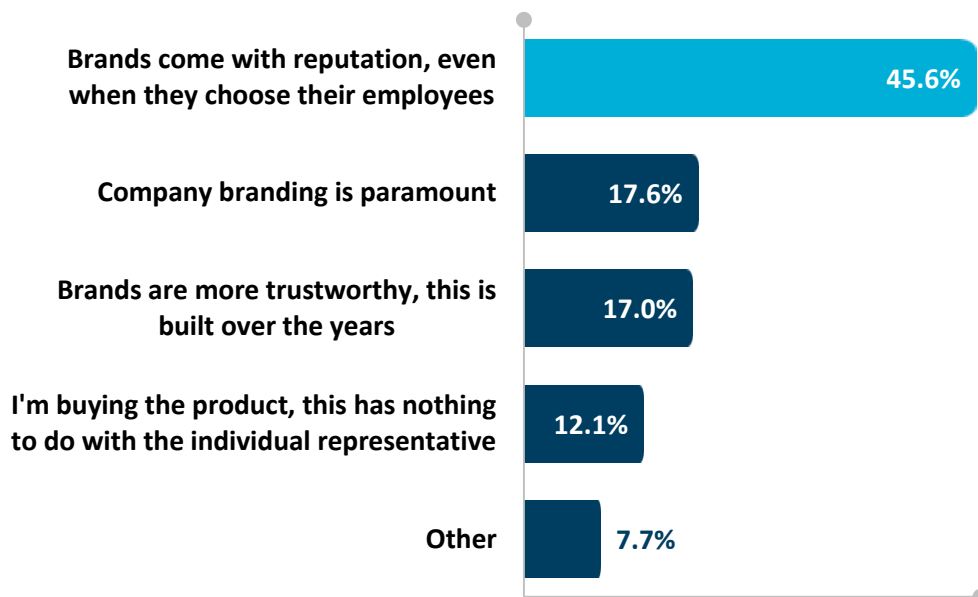Much more in individual representative — 5.5%

Source: CoreData Workplace Survey (February 2018)
Question: Do you tend to place more trust in a company's brand or the individual representatives you are dealing with?

Most (55.5%) respondents tend to place similar levels of trust on the company's brand and on the company's individual representatives. Close to one in four (23.7%) tend to place more trust on the brand, while a similar proportion (20.8%) tend to place more trust on the individuals.

Those who tend to place more trust on the brand most commonly cite the brand reputation, while those who tend to place more trust on the individual most commonly cite how the individuals represent their company.

Why do you tend to place more trust in a company's brand?

Brands come with reputation, even when they choose their employees	**45.6%**
Company branding is paramount	**17.6%**
Brands are more trustworthy, this is built over the years	**17.0%**
I'm buying the product, this has nothing to do with the individual representative	**12.1%**
Other	**7.7%**

Source: CoreData Workplace Survey (February 2018)
Question: Why do you tend to place more trust in a company's brand?

"Because when I go to buy a specific product, I go for the product and not for the individual representative, so it is important for me to trust the company brand much more than the individual representative. It is important to have an individual representative to explain the product and give alternatives, but if I don't trust the product, this will make me regret it later." (Female, 21, VIC)

"It could be that the brand has a number of different locations and businesses so you are probably not going to be served by the same person. Therefore, you can't expect everyone to represent the brand uniformly. The brand is usually what I need so it doesn't matter who I interact with as long as I get good service." (Female, 52, QLD)

"If the person is dressed professionally, you know they are serious about their job and will give you their best customer service. If they are dressed casually or scruffy, then they are probably there for the money." (Female, 51, QLD)

"The brand generally has a work place history. If it has a good reputation, I then tend to trust the individual I'm dealing with because the company would be extra careful in selecting its staff." (Male, 61, QLD)

"People are never to be trusted a hundred percent, and we all have different opinions about a number of things. It would be good to experience the brand and see if they are suitable for me." (Female, 41, NT)

"A company's brand is very important to me when I purchase quality products. The quality of the product is determined by the skill of the people working for that company." (Male, 53, QLD)
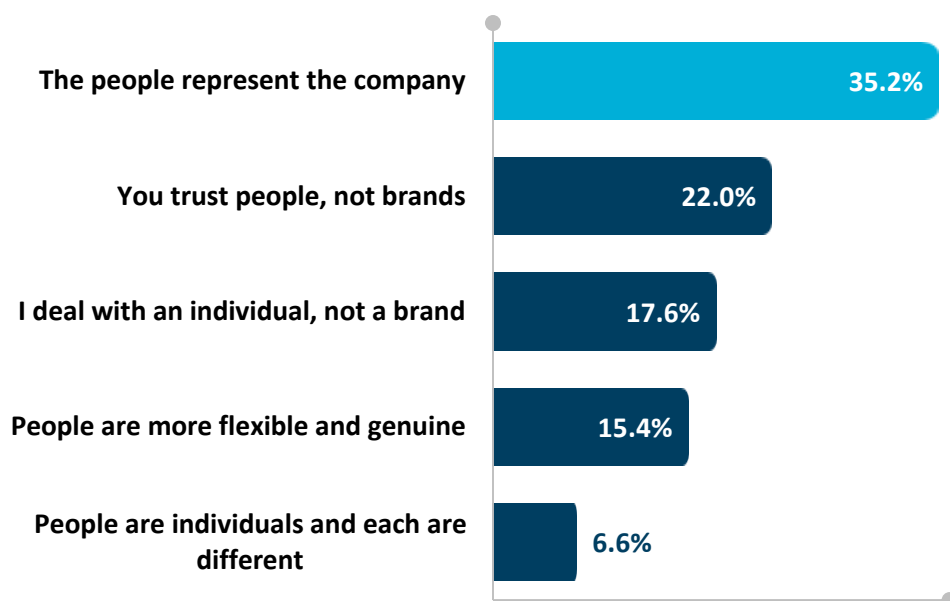
"If the person is neat and tidy with good hygiene I tend to think they can take pride in themselves so they can take pride in their work and customer satisfaction." (Female, 41, QLD)

"The company needs to realize that we shop there because of the brand. Sometimes the staff is unpleasant, but if I like the shop, I am going to still shop there." (Female, 36, VIC)

"They are representing the brand, and that is who we buy from mostly, company name on receipt on a person, standards should be told to people and enforced." (Female, 38, WA)

"The brand's reputation is more important than what the staff is wearing. If their reputation is good, then staff's clothes will not deter my decision." (Female, 40, NSW)

Why do you tend to place more trust in the individual representatives you are dealing with?

Category	Percentage
The people represent the company	35.2%
You trust people, not brands	22.0%
I deal with an individual, not a brand	17.6%
People are more flexible and genuine	15.4%
People are individuals and each are different	6.6%

Source: CoreData Workplace Survey (February 2018)
Question: Why do you tend to place more trust in the individual representatives you are dealing with?

"The Individual is selling the brand. So you would want to believe what they have to say. If they are well presented, then they take pride in themselves and therefore, I believe, they would also have a strong belief in what they are selling." (Female, 37, WA)

"They are the person you are dealing with. If you don't feel that you can trust them, then the brand wouldn't matter because they represent the brand. If that company hired them and keeps them employed, then that impacts the company culture." (Male, 44, SA)

"Because they are my point of contact and I need to think I trust that person enough to ensure whatever service or product I am buying it will be good, and if not this person will do whatever they can to resolve it." (Female, 26, NSW)

"You can trust people because they're focused on what's best for them and best for you. That's something you can ascertain. Corporations/brands have to do what's best for the shareholders, which can be pretty opaque." (Male, 29, NSW)

"Because they are who you have contact with you need to feel like you can trust them, mannerisms, what someone wears, how they speak and behave all have an impact on how much we believe what they are telling us." (Female, 56, QLD)

"Trust is intrinsic to human relationships and negotiation, not inanimate brands. A brand can be representative of trustworthiness but it didn't get that reputation without the people behind it." (Female, 39, NSW)

"The individual is the company as that's who I'm dealing with. I feel they are the face of the company and if they are sloppy or dirty in attire then I feel the company can't be totally trusted." (Male, 62, NSW)

"Because the person representing the brand is not only someone they have chosen to represent the brand but the person must have also thought highly enough of the brand to apply for a position." (Female, 27, VIC)

"They are representing the company they work for and should uphold the company's standards and ideals. They are who you have to deal with. I am less likely to go back if the server is rude." (Female, 23, QLD)

"Representatives are the brand, whether they like it or not. We are all reps for our company's brand image and need to portray that in the correct manner for whatever brand we work for." (Male, 43, NSW)

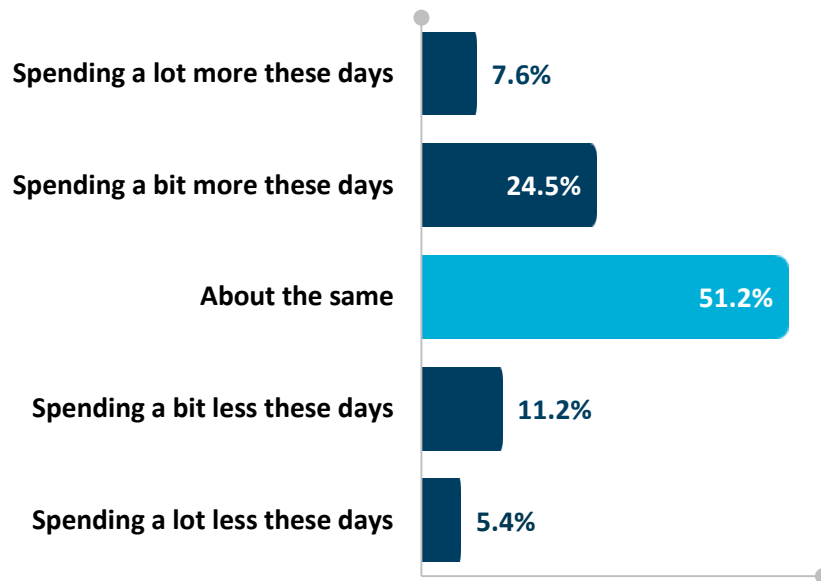How much would you estimate you typically spend each year on clothes, shoes and accessories to wear at work?
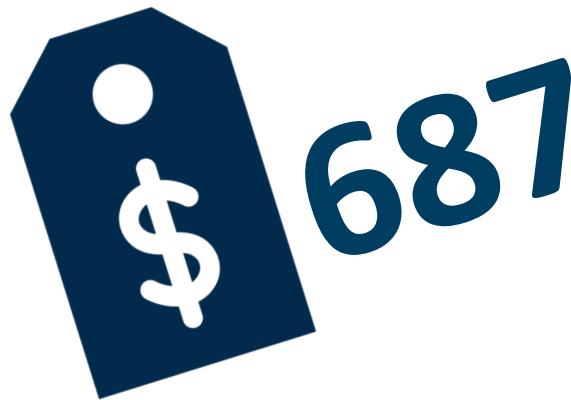
Source: CoreData Workplace Survey (February 2018)
Question: How much would you estimate you typically spend each
year on clothes, shoes and accessories to wear at work?

Respondents spend an average of $687 a year on clothes, shoes and accessories to wear at work. Australia-wide, this translates to approximately $8,534,531,254 annually, with females spending more than males ($4,740,347,663 vs. $3,730,249,308).

Has this expenditure changed much in the last 5-10 years?

Spending a lot more these days 7.6%

Spending a bit more these days 24.5%

About the same 51.2%

Spending a bit less these days 11.2%

Spending a lot less these days 5.4%

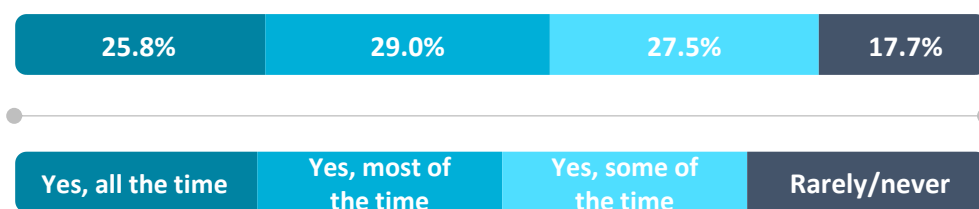*Source: CoreData Workplace Survey (February 2018)*
Question: Has this expenditure changed much in the last 5-10 years?

While more than half (51.2%) of respondents say this expenditure has not changed much in the last five to 10 years, close to one in three (32.1%) claim to be spending more these days, while one in six (16.6%) claim to be spending less these days.

WORK BEHAVIOURS

- Most workers bring home-made meals into work regularly, with some labelling their food clearly so they don't go missing.
- Many workers eat breakfast and/or lunch at their desk and they typically do not leave the office or go outside at all during work hours.
- Workers spend an average of $31 purchasing lunch during the entire week or approximately $17,110,378,089 annually.
- They buy on average two cups of coffee on an average workday, spending an average of $4 per cup. This translates to 4,640,316,271 cups of coffee, valued at approximately $18,697,890,676 annually.
- Working with other people can have its challenges with the majority having been exposed to annoying or irritating behaviours, including complaining/whinging, poor personal hygiene and excessive chit chat.
- Fortunately, confronting a co-worker about their annoying behavior tends to resolve the matter most of the time.
- Those who went on sick leave over the past year took an average of six days or Australia-wide, 73,154,195 days in total.
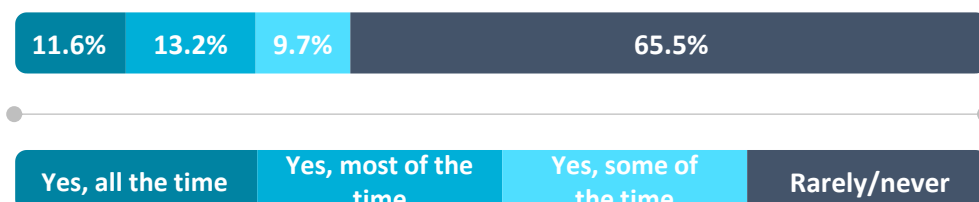
Do you bring your home-made meals into work?

25.8%	29.0%	27.5%	17.7%
Yes, all the time	Yes, most of the time	Yes, some of the time	Rarely/never

Source: CoreData Workplace Survey (February 2018)
Question: Do you bring your home made meals into work?

The vast majority (82.3%) of respondents bring home-made meals into work at least some of the time, with more than half (54.8%) doing so all or most of the time.

Do you label this food clearly to make sure everyone knows it's yours?

| 11.6%	13.2%	9.7%	65.5%
Yes, all the time	Yes, most of the time	Yes, some of the time	Rarely/never

Source: CoreData Workplace Survey (February 2018)
Question: Do you label this food clearly to make sure everyone knows it's yours?

Among those who bring home-made meals into work, more than one in three (34.5%) label their food clearly at least some of the time.

Have you ever had your home-made meals go missing (in whole or part)?

9.2%	11.8%	77.0%

Yes, frequently	Yes, sometimes	Yes, at least once	No
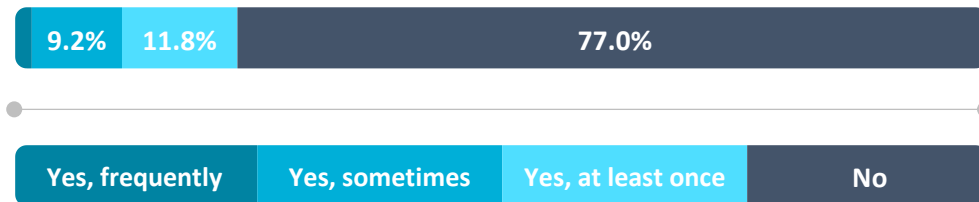
Source: CoreData Workplace Survey (February 2018)
Question: Have you ever had your home made meals go missing (in whole or part)?

Among those who bring home-made meals into work, less than one in four (23.0%) have had their food go missing at least once.

**How much do you typically spend on purchasing lunch during the entire work week in total?**

$31

Source: CoreData Workplace Survey (February 2018)
Question: How much do you typically spend on purchasing lunch during the entire work week in total?

Respondents spend an average of $31 purchasing lunch during the entire week. Annually, Australians spend approximately $17,110,378,089 on lunch.
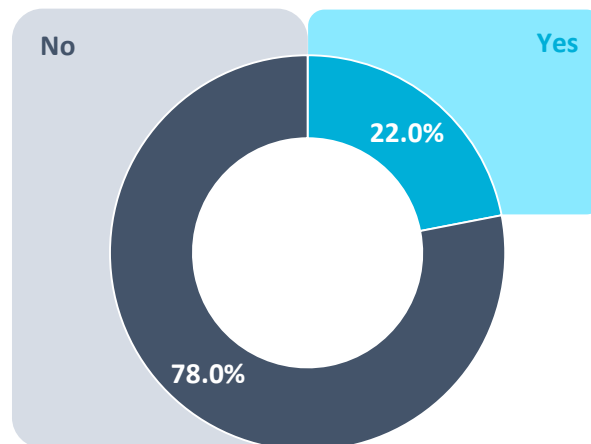
Do you regularly eat <u>lunch</u> at your desk?
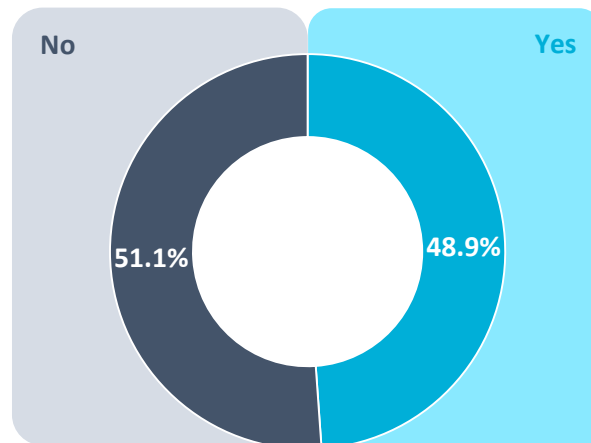
Source: CoreData Workplace Survey (February 2018)
Question: Do you regularly eat lunch at your desk?

Respondents are split roughly evenly when it comes to eating lunch at the desk, with close to half (48.9%) saying they do this regularly and a similar proportion (51.1%) saying they do not.
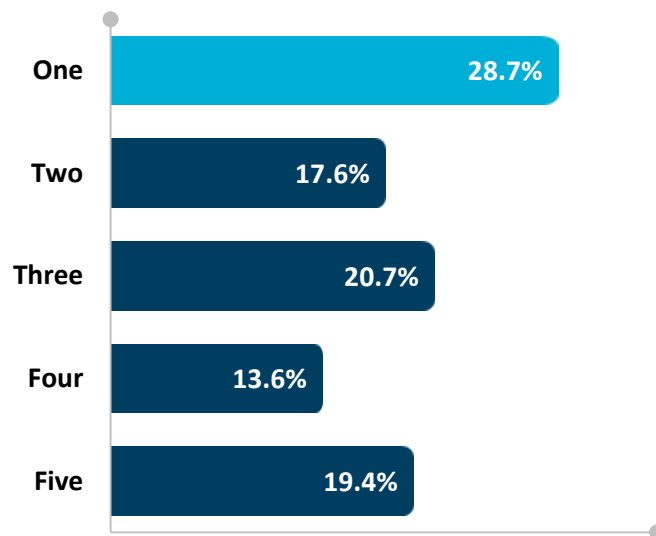
Do you regularly eat <u>breakfast</u> at your desk?

Source: CoreData Workplace Survey (February 2018)
Question: Do you regularly eat breakfast at your desk?

Only one in five (22.0%) respondents regularly eat breakfast at their desk.

How many days each week do you not leave the office/go outside at all during work hours?

One	28.7%
Two	17.6%
Three	20.7%
Four	13.6%
Five	19.4%

Source: CoreData Workplace Survey (February 2018)
Question: How many days each week do you not leave the office/go outside at all during work hours?

Among those who regularly eat breakfast and/or lunch at their desk, more than half (53.7%) say they typically do not leave the office or go outside at all during work hours on at least three out of the five working days.

How many coffees do you tend to have on an average workday?

2

Source: CoreData Workplace Survey (February 2018)
Question: How many coffees do you tend to have on an average workday?

Respondents have on average two cups of coffee on an average workday.

How many of these coffees do you typically buy each day (i.e. not provided by free coffee facilities at work)?

Source: CoreData Workplace Survey (February 2018)
Question: How many of these coffees do you typically buy each day
(i.e. not provided by free coffee facilities at work)?

How much do you typically pay for each coffee you buy when you are at work?

Source: CoreData Workplace Survey (February 2018)
Question: How much do you typically pay for each coffee
you buy when you are at work?

Respondents buy on average two cups of coffee on an average workday, spending an average of $4 per cup. This translates to 4,640,316,271 cups of coffee, valued at approximately $18,697,890,676 annually.

Do you go outside during work hours, even if for a short time, every day?
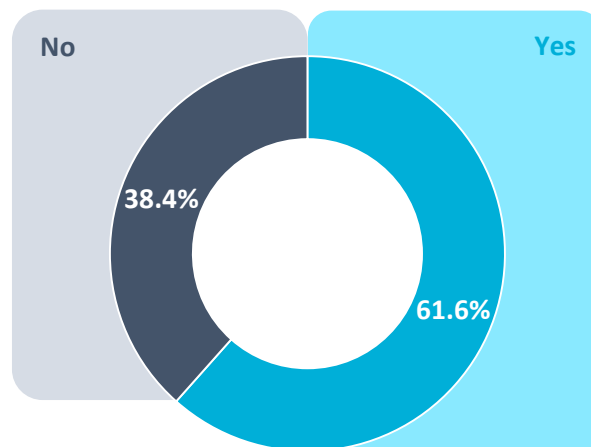
Source: CoreData Workplace Survey (February 2018)
Question: Do you go outside during work hours, even if for a short time, every day?

The majority (61.6%) of respondents go outside during work hours every day, even if for a short time.

Have you ever been annoyed or irritated by your colleagues at work?

| 27.4% | 45.1% | 20.2% | 7.3% |

| Yes, often | Yes, on several occasions | Yes, at least once | No |
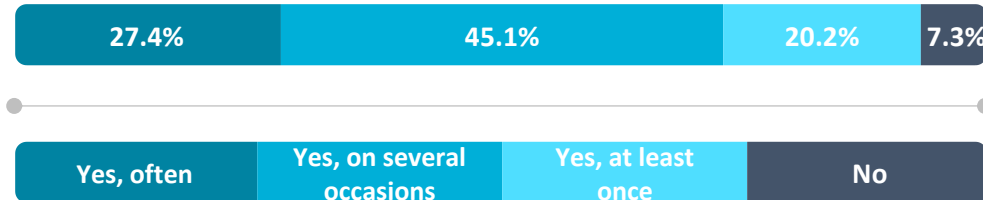
Source: CoreData Workplace Survey (February 2018)
Question: Have you ever been annoyed or irritated by your colleagues at work?

The overwhelming majority (92.7%) of respondents have been annoyed or irritated by their colleagues at work at least once.

Are men or women more likely to annoy you with your pet peeves at work?
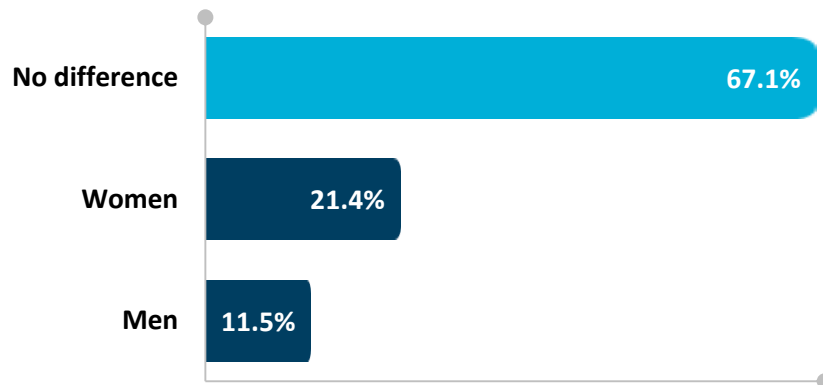
Source: CoreData Workplace Survey (February 2018)
Question: Are men or women more likely to annoy you with your pet peeves at work?

More than two in three (67.1%) respondents say men are just as likely as women to annoy them with their pet peeves at work. More than one in five (21.4%) say women are more likely to annoy them, while one in 10 (11.5%) say men are more likely to do so.

What are the top three habits you find most annoying at your workplace?

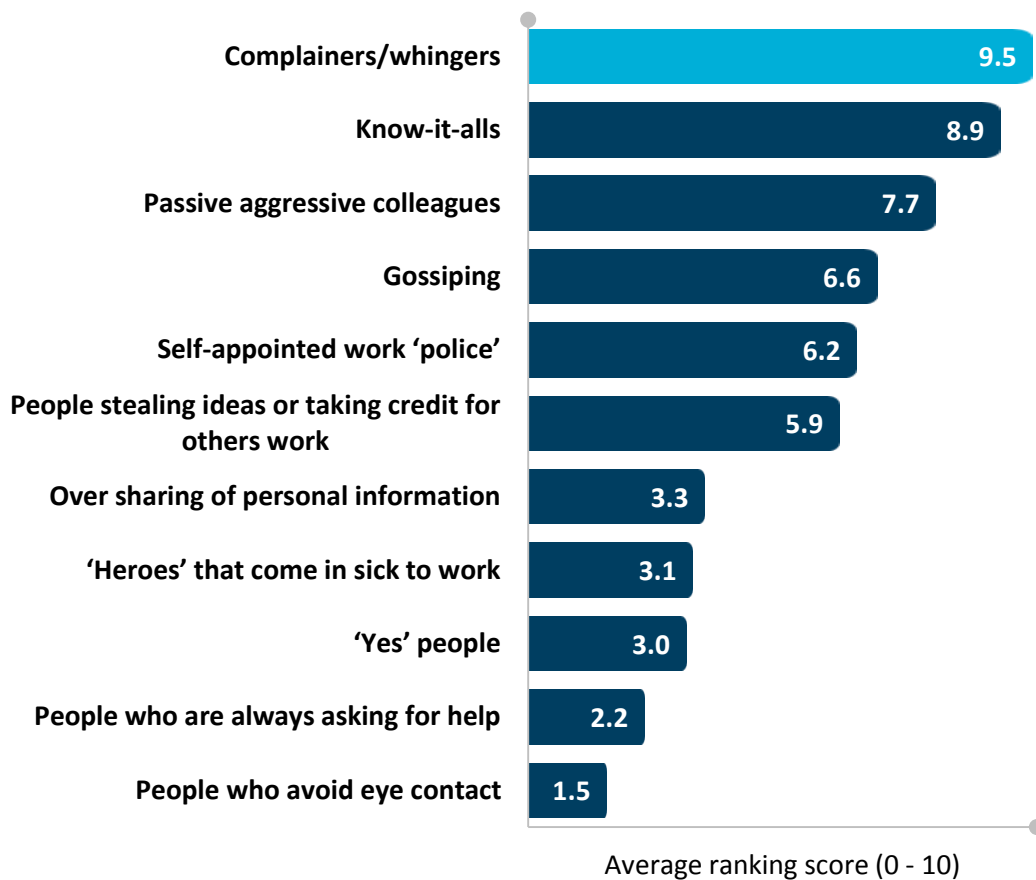Average ranking score (0 - 10)

*Top 10 answers

Source: CoreData Workplace Survey (February 2018)
Question: What are the top three habits you find most annoying at your workplace?

The most annoying workplace habits are complainers/whingers, poor personal hygiene/habits and excessive chit chat.

What are your top three most annoying personality traits of people you work with?

| Trait	Average ranking score
Complainers/whingers	9.5
Know-it-alls	8.9
Passive aggressive colleagues	7.7
Gossiping	6.6
Self-appointed work 'police'	6.2
People stealing ideas or taking credit for others work	5.9
Over sharing of personal information	3.3
'Heroes' that come in sick to work	3.1
'Yes' people	3.0
People who are always asking for help	2.2
People who avoid eye contact	1.5

Average ranking score (0 - 10)

Source: CoreData Workplace Survey (February 2018)
Question: What are your top three most annoying personality traits of people you work with?

The most annoying personality traits are complainers/whingers, know-it-alls and passive aggressive colleagues.

Have you ever confronted a co-worker about behaviour that annoys you?
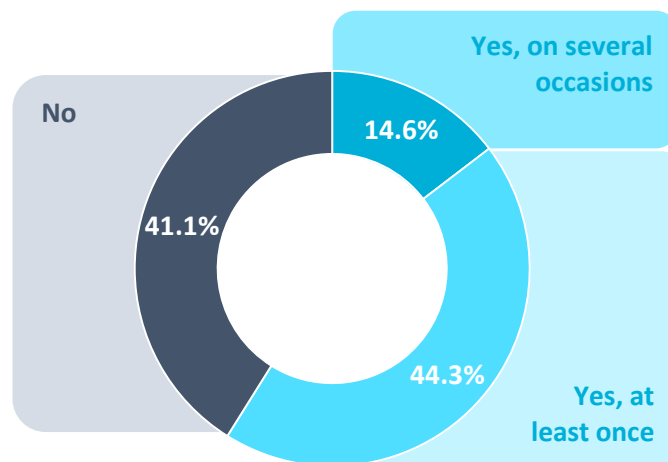
Source: CoreData Workplace Survey (February 2018)
Question: Have you ever confronted a co-worker about behaviour that annoys you?

The majority (58.9%) of respondents have confronted a co-worker about behavior that annoys them, with one in seven (14.6%) having done so on several occasions.

Did this tend to resolve the matter?
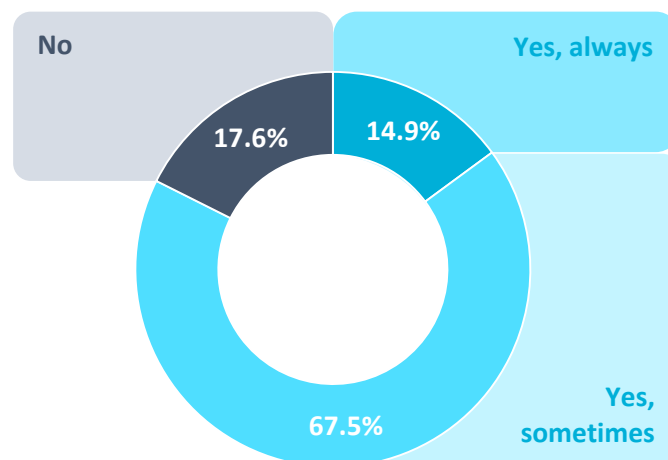
Source: CoreData Workplace Survey (February 2018)
Question: Did this tend to resolve the matter?

Confronting a co-worker about their annoying behaviour tends to resolve the matter most of the time, with the vast majority (82.4%) of those who have done so saying it tends to resolve the matter at least sometimes.

Would you tell a co-worker if they had BO?

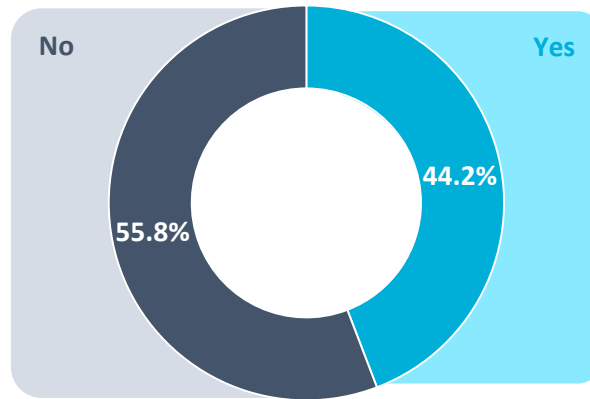*Source: CoreData Workplace Survey (February 2018)*
Question: Would you tell a co-worker if they had BO?

More than two in five (44.2%) respondents would tell a co-worker if they had BO, although more than half (55.8%) would not.

Thinking back over the past year, did you take any of your sick leave?

58.4%	28.9%	12.7%
Yes	No, didn't take any	Don't get any
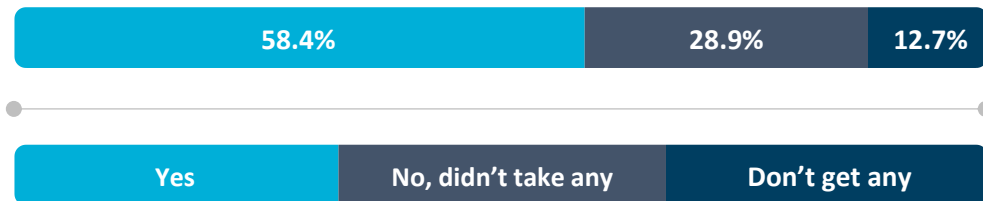
Source: CoreData Workplace Survey (February 2018)
Question: Thinking back over the past year, did you take any of your sick leave?

Close to three in five (58.4%) respondents took some sick leave over the past year.

How many days of sick leave would you estimate you took over the past year?

Source: CoreData Workplace Survey (February 2018)
Question: How many days of sick leave would you estimate you took over the past year?

Those who went on sick leave over the past year took an average of six days or Australia-wide, 73,154,195 days in total.

Did you get sick at all in your holiday time over the past year?
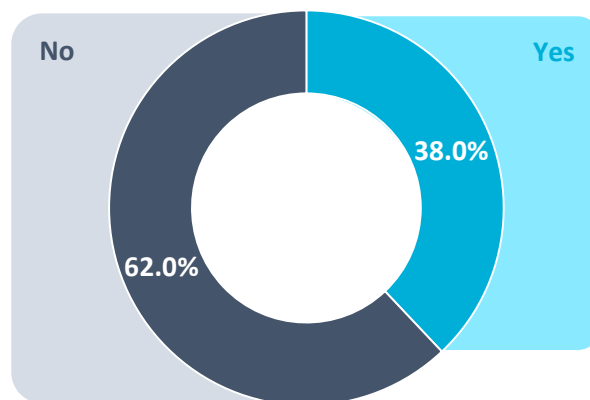
Source: CoreData Workplace Survey (February 2018)
Question: Did you get sick at all in your holiday time over the past year?

Close to two in five (38.0%) respondents got sick in their holiday time over the past year.

Did you take sick leave within a fortnight of returning to work from holiday over the past year?
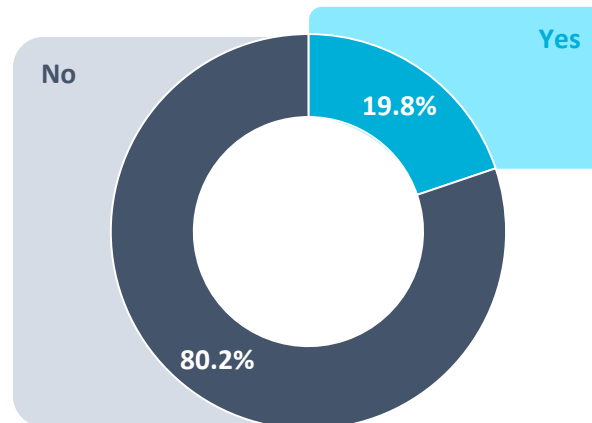
Source: CoreData Workplace Survey (February 2018)
Question: Did you take sick leave within a fortnight of
returning to work from holiday over the past year?

Among those who took some sick leave over the past year, one in five (19.8%) took sick leave within a fortnight of returning to work from holiday.

Has your happiness at work ever been impacted when a client or co-worker leaves that you have established a strong relationship with?
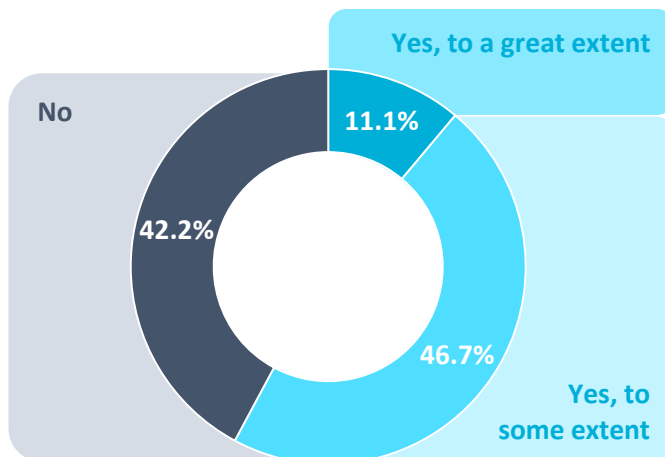
Source: CoreData Workplace Survey (February 2018)
Question: Has your happiness at work ever been impacted when
a client or co-worker leaves that you have established a strong
relationship with?

More than half (57.8%) of respondents have had their happiness at work impacted when a client or co-worker left after having established a strong relationship with them.

WORKPLACE TRENDS 2018

- Most workers feel their employer offers 'modern' workplace benefits and culture and actually value these, including flexible hours, emphasis on work life balance and open office plan.
- Those who admit to spending time on their personal social media while at work spend an average of 1.1 hours a day doing so or approximately 3,088,595,959 hours annually Australia-wide.

Do you feel your current place of employment offers 'modern' workplace benefits and culture?
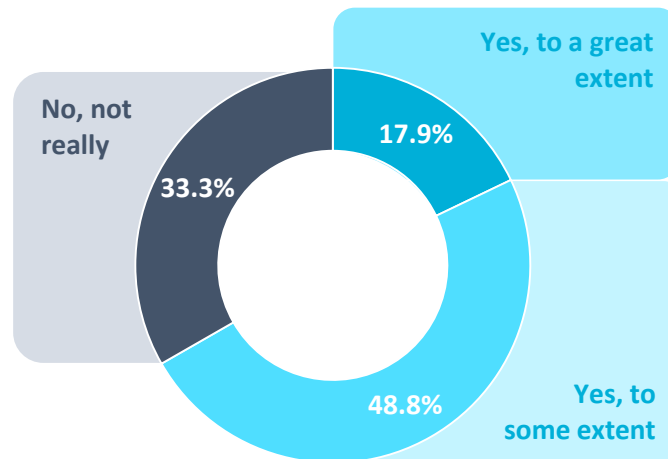
Source: CoreData Workplace Survey (February 2018)
Question: Do you feel your current place of employment offers 'modern' workplace benefits and culture?

Two in three (66.7%) respondents feel their current place of employment offers 'modern' workplace benefits and culture.

What kind of 'modern' workplace benefits and culture <u>do you have</u>?
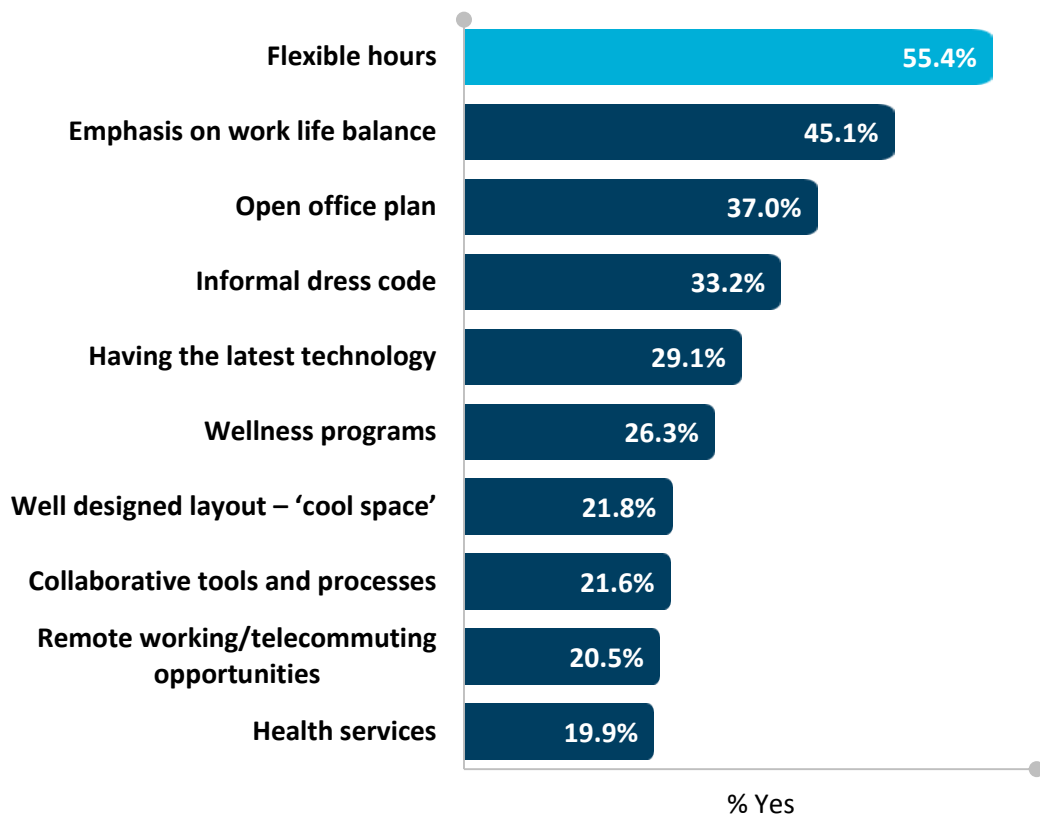
Benefit	% Yes
Flexible hours	55.4%
Emphasis on work life balance	45.1%
Open office plan	37.0%
Informal dress code	33.2%
Having the latest technology	29.1%
Wellness programs	26.3%
Well designed layout – 'cool space'	21.8%
Collaborative tools and processes	21.6%
Remote working/telecommuting opportunities	20.5%
Health services	19.9%

% Yes

*Top 10 answers
*Multiple answers allowed

Source: CoreData Workplace Survey (February 2018)
Question: What kind of 'modern' workplace benefits and culture do you have?

The most commonly offered 'modern' workplace benefits and culture are flexible hours (55.4%), emphasis on work life balance (45.1%) and open office plan (37.0%).

What kind of 'modern' workplace benefits and culture are <u>most important to you</u>?
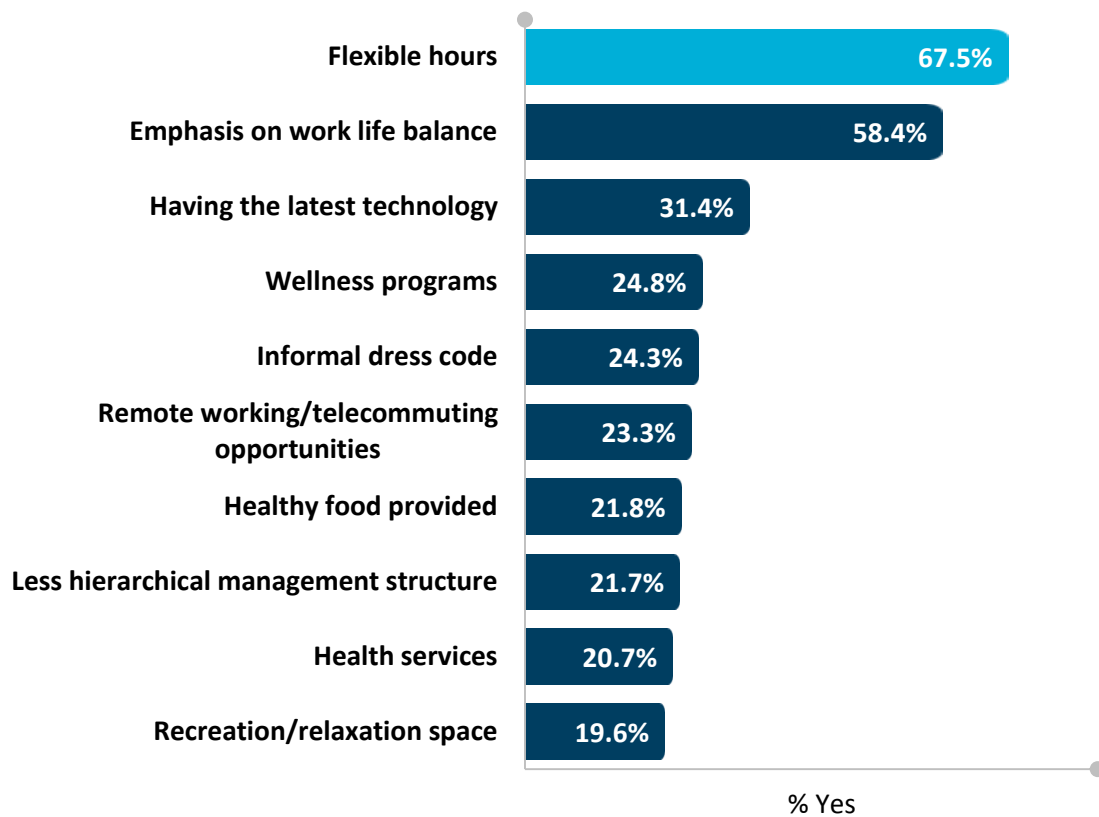
Benefit	% Yes
Flexible hours	67.5%
Emphasis on work life balance	58.4%
Having the latest technology	31.4%
Wellness programs	24.8%
Informal dress code	24.3%
Remote working/telecommuting opportunities	23.3%
Healthy food provided	21.8%
Less hierarchical management structure	21.7%
Health services	20.7%
Recreation/relaxation space	19.6%

% Yes

*Top 10 answers
*Multiple answers allowed

Source: CoreData Workplace Survey (February 2018)
Question: What kind of 'modern' workplace benefits and culture are most important to you?

The most important 'modern' workplace benefits and culture are flexible hours (67.5%), emphasis on work life balance (58.4%) and having the latest technology (31.4%). It appears therefore that employers are largely offering 'modern' workplace benefits and culture that are valued by workers.

Do these 'modern' workplace benefits and culture live up to your expectations?
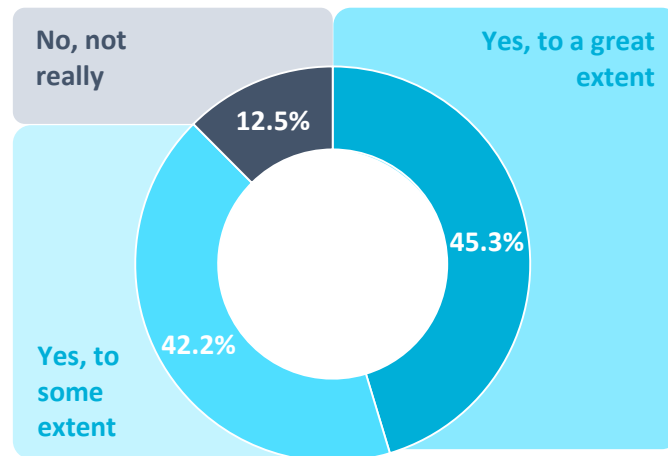
Source: CoreData Workplace Survey (February 2018)
Question: Do these 'modern' workplace benefits and culture live up to your expectations?

'Modern' workplace benefits and culture offered by employers live up to expectations for the vast majority (87.5%).

Why are these 'modern' workplace benefits and culture not completely living up to your expectations?

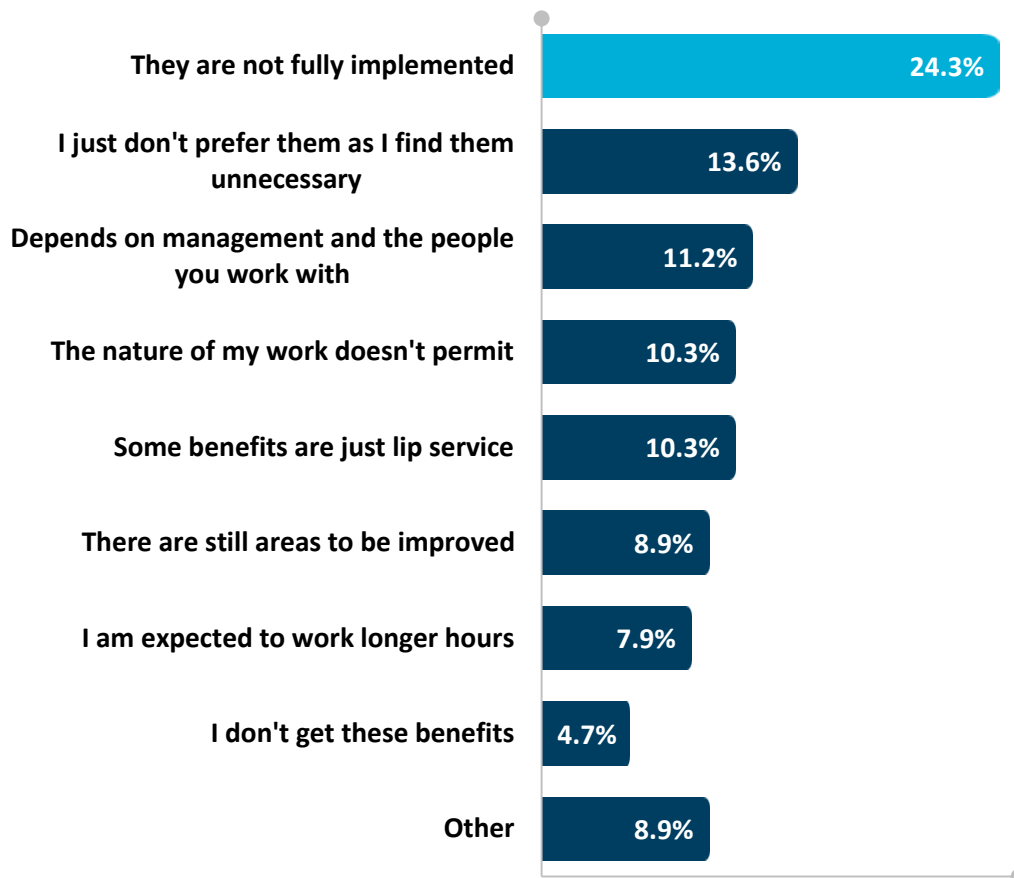| Response	Percentage
They are not fully implemented	24.3%
I just don't prefer them as I find them unnecessary	13.6%
Depends on management and the people you work with	11.2%
The nature of my work doesn't permit	10.3%
Some benefits are just lip service	10.3%
There are still areas to be improved	8.9%
I am expected to work longer hours	7.9%
I don't get these benefits	4.7%
Other	8.9%

Source: CoreData Workplace Survey (February 2018)
Question: Why are these 'modern' workplace benefits and culture not completely living up to your expectations?

Those who believe the 'modern' workplace benefits and culture offered by employers do not live up to expectations most commonly cite how they are not fully implemented, unnecessary or dependent on management and co-workers.

"Flexible work hours often get exploited by employers. While we're encouraged to come in or work from home in hours that suit us, what happens is that they then contact us outside of hours because hours are flexible (e.g. I completed 4 12 hour days including working over the weekend and then took time in lieu to be at home with my family but my boss kept calling me for "5 minute" calls which were more like 30 min calls and then needed immediate follow up online). So, I don't feel modern workplaces are benefiting employees." (Male, 44, SA)

"Sometimes workplaces talk about work life balance and how important it is but don't actually do anything to support it. Open plan is absolutely unproductive for me. Wellness programs only work if you have enough time to go to them. If you have the latest technology, you need the IT support to ensure it works." (Female, 49, WA)

"Has had some flow on issues that weren't expected, (i.e. where everyone has flexible hours and urgent client facing items are needed). Just need to work through 'structured flexible'." (Female, 33, VIC)

"There's no focus on work life balance and long working hours. The administration is not realising that we can't constantly be working and don't understand burnout /fatigue." (Female, 30, WA)

"No matter what efforts management put into new initiatives, it is sometimes hard to change the old culture (some in our workplace have been there for decades)." (Female, 45, TAS)

"It is implied that some of these benefits are only for some people and not others. There is still a stigma against people taking flexible arrangements." (Female, 28, QLD)

"Expectations constantly change therefore it would be naive to expect perfection however more emphasis needs to be place on work lifestyle balance." (Female, 48, WA)

"I wish we could be more flexible in our uniform options. There's also too many layers of management and control from management." (Female, 50, VIC)

"Open plan is a pain as there are sometimes when there is not much to do so I feel uncomfortable sitting doing nothing." (Male, 27, NSW)

"Not always provided at the best level. Sometimes only just enough to say they have it without it being really useful." (Male, 54, NSW)

Does having 'modern' workplace benefits and culture influence where you choose to work?

Yes, to a great extent
18.1%

No, not really
37.8%

Yes, to some extent
44.0%
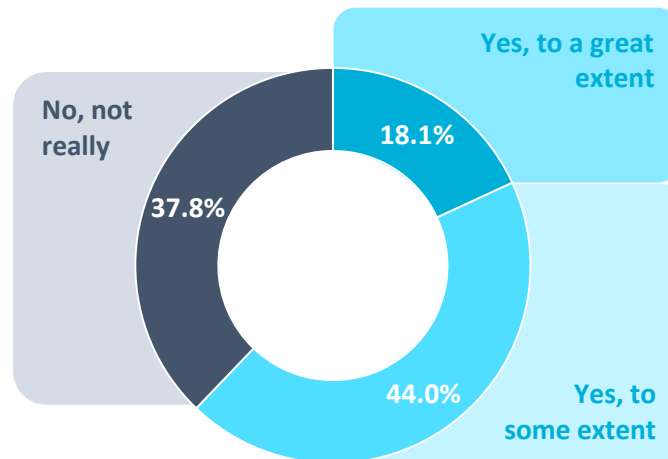
Source: CoreData Workplace Survey (February 2018)
Question: Does having 'modern' workplace benefits and culture influence where you choose to work?

Having 'modern' workplace benefits and culture influences the majority (62.1%) of respondents on where they choose to work.

Do you spend time on your personal social media while at work?

No

Yes
39.1%

60.9%
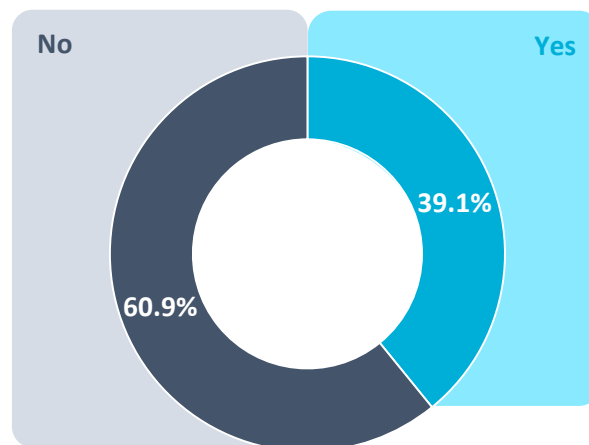
Source: CoreData Workplace Survey (February 2018)
Question: Do you spend time on your personal social media while at work?

Close to two in five (39.1%) respondents admit to spending time on their personal social media while at work.

How much time do you spend a day on personal social media during work hours?

1.1 hours

Source: CoreData Workplace Survey (February 2018)
Question: How much time do you spend a day on personal
social media during work hours?

Those who admit to spending time on their personal social media while at work spend an average of 1.1 hours a day doing so. Australia-wide, this translates to approximately 3,088,595,959 hours annually.

DEMOGRAPHICS

Gender	
Female	50.6%
Male	49.4%
TOTAL	**100.0%**

Age Banded	
29 years old & below	25.3%
30 - 39 years old	25.4%
40 - 49 years old	22.8%
50 - 59 years old	19.5%
60 years old & above	7.0%
TOTAL	**100.0%**

Age Generation	
Generation Y	46.7%
Generation X	33.5%
Baby Boomers	19.5%
Pre-Boomers	0.4%
TOTAL	**100.0%**

Marital Status	
Single	28.2%
Living with partner/married	63.8%
Separated/divorced/widowed	7.7%
Other	0.2%
TOTAL	**100.0%**

Living Arrangements	
Living alone (never had children)	13.7%
Living with flatmate(s) (never had children)	7.0%
Living with parents/siblings (never had children)	10.0%
Living with partner only (never had children)	22.4%
Living with your children (under 18 years) at home	26.6%
Living with your children (over 18 years) at home	7.7%
Living with your children (both over and under 18 years) at home	2.5%
Children have all left home	9.7%
Other	0.4%
TOTAL	**100.0%**

State	
ACT	2.0%
NSW	19.6%
NT	1.4%
QLD	21.7%
SA	13.3%
TAS	3.7%
VIC	19.8%
WA	18.5%
TOTAL	**100.0%**

Area	
The capital city of my state/territory	68.2%
A regional centre	23.5%
A rural area	8.3%
TOTAL	**100.0%**

Educational Attainment	
Primary	0.0%
Part of high school	4.3%
Completed high school	17.7%
Diploma or certificate qualification	33.3%
Degree qualification	27.7%
Postgraduate qualification	17.0%
TOTAL	**100.0%**

Work Status	
Full-time paid employment	63.0%
Part-time paid employment	22.4%
Self-employed	7.5%
Casual employment	6.8%
Transitioning to retirement and working part-time	0.3%
TOTAL	**100.0%**

Profession	
Business owner	7.2%
Manager	14.9%
Office worker	23.1%
Technician	2.7%
Community and personal service worker	5.8%
Professional	22.5%
Hospitality worker	3.5%
Retail/sales worker	9.1%
Machinery operators and driver	1.6%
Labourer	5.3%
Trades person	4.0%
Other	0.5%
TOTAL	**100.0%**

Work Industry	
Accommodation and Food Services	5.3%
Administrative and Support Services	5.8%
Agriculture, Forestry, Fishing	2.4%
Arts and Recreation Services	2.5%
Construction	4.2%
Education and Training	10.3%
Electricity, Gas, Water, Waste Services	2.5%
Financial and Insurance Services	6.2%
Health Care and Social Assistance	11.9%
Information Media and Telecommunications	5.0%
Manufacturing	4.2%
Mining	2.2%
Professional, Scientific, Technical Services	8.4%
Public Administration and Safety	6.6%
Rental, Hiring and Real Estate Services	1.8%
Retail Trade	10.7%
Transport, Postal and Warehousing	3.4%
Wholesale Trade	2.9%
Household and Personal Services	2.5%
Other	1.1%
TOTAL	**100.0%**

Personal Income	
$20,000 or less	8.0%
$20,001 to $30,000	8.3%
$30,001 to $40,000	9.3%
$40,001 to $50,000	12.2%
$50,001 to $60,000	12.9%
$60,001 to $70,000	10.6%
$70,001 to $80,000	8.4%
$80,001 to $90,000	8.1%
$90,001 to $100,000	6.7%
$100,001 to $125,000	7.1%
$125,001 to $150,000	4.9%
$150,001 to $200,000	1.5%
More than $200,000	2.0%
TOTAL	**100.0%**

Household Income	
$50,000 or less	14.1%
$50,001 to $75,000	18.8%
$75,001 to $100,000	20.4%
$100,001 to $125,000	15.3%
$125,001 to $150,000	13.6%
$150,001 to $200,000	10.4%
$200,001 to $250,000	4.1%
$250,001 to $350,000	2.4%
$350,001 or more	0.9%
TOTAL	**100.0%**

Investment Portfolio	
I have no investments	31.0%
$50,000 or less	15.6%
$50,001 to $150,000	16.7%
$150,001 to $250,000	7.5%
$250,001 to $350,000	6.3%
$350,001 to $450,000	5.2%
$450,001 to $550,000	3.1%
$550,001 to $650,000	3.3%
$650,001 to $750,000	2.8%
$750,001 to $1 million	2.7%
More than $1 million to $3 million	5.5%
More than $3 million to $5 million	0.4%
More than $5 million	0.1%
TOTAL	**100.0%**

Wealth Segment	
Mass Market	39.4%
Mass Affluent	38.8%
Core Affluent	14.9%
HNW	7.0%
TOTAL	**100.0%**

ABOUT COREDATA

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research

- Deep understanding of industry issues and business trends

- In-house proprietary industry benchmark data

- Industry leading research methodologies

- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.

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