Nissan Research Shows That Friday Is The Least Productive For Workers Across The UK

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- **Nissan conducts research into workers' productivity levels following unveil of unique 'crossover' office workstation complete with in-car technology**
- **21% of UK workers admit that Friday is their least productive working day**
- **50% of UK workers are stressed on a regular basis**
- **To see how the revolutionary workstation can enhance the working day, visit:http://youtu.be/sjo4blkwy7k**

The UK's workforce has disclosed its workplace habits admitting that Friday is the least productive day of the week, according to research by leading auto-manufacturer Nissan.

What's more, 50% of workers confessed to feeling stressed on a regular basis which could be having an impact on their productivity.

Nissan conducted the study following the recent unveil of an innovative office workstation – inspired by the technologies in the Nissan Qashqai and a novel approach by Nissan engineers.

The study, which was carried out by YouGov and surveyed 2,155 of UK adults, found that 21% of workers were at their least productive on a Friday, compared to 18% who struggled on a Monday.

Nearly a quarter (23%) of all UK workers who experience a dip in productivity did so between 1:30pm-3pm and almost another quarter (23%) of all workers admitted to experiencing a dip between 15:00pm-16:30pm.

Activities that workers confessed to doing whilst they should be working include looking at news and entertainment websites (64%) and browsing social media (41%).

However, employees will be pleased to learn that companies seem to be more relaxed in their approach to web browsing, with 88% of workers saying that they have never been reprimanded for using any type of website for non-work purposes whilst at work.

The prototype workstation was created following an observation by an engineer at Nissan's European Technical Centre, that the vehicle's crossover technology could boost productivity in the workplace.

The principles of Nissan's Around View Monitor (AVM) and Moving Object Detection (MOD) were installed to help workers stay one step ahead of their colleagues, while the addition of the vehicle's Driver Attention Alert (DAA) helps prevent any loss of concentration and the occasional mid-afternoon lull in productivity.

The workstation also comes complete with the Qashqai's NASA-inspired spinal seat and provides continuous support of the pelvis, lumbar, vertebrae and chest.

David Moss, Vice President at Nissan's European Technical Centre, said: "Having unveiled the 'crossover' workstation we were interested to find out more about working habits across Europe.

"Our crossover technology could clearly help to make people's lives easier and also boost productivity during the mid-afternoon lull that research supports the existence of in the workplace.

"While there are no plans to put the workstation into production it certainly seems like there could be a place for it in an office environment one day."

To see how the revolutionary workstation can enhance the working day visit: http://youtu.be/sjo4blkwy7k

For more information about the Nissan Qashqai and its AVM, MOD and DAA technology, visitwww.nissan.co.uk

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Notes to Editors

* All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,155 adults. Fieldwork was undertaken between 18th - 25th March 2015. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 16+).

About Nissan in the UK

- NissanSunderland Plant produces the Nissan Qashqai, Note and Juke and the 100% electric Nissan LEAF
- Production of lithium-ion batteries for electric vehicles began in 2012
- Total plant volume since 1986 stands at more than eight million units with 80 per cent of production exported to 100 markets worldwide
- Total investment made and announced since then is over £3.5 billion
- 500,238 units were produced at Sunderland plant in 2014
- In 2014, one in three cars built in the UK was a Nissan.
- Sunderland Plant currently employs more than 6,700 people
- Nissan's European Design Centre is located in Paddington, London and employs around 65 people
- Nissan's European Technical Centre is based in Cranfield, Bedfordshire and employs around 1,000 people
- Nissan's sales and marketing headquarters in Rickmansworth, Hertfordshire employs around 190 people

About Nissan in Europe

Nissanhas one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,600 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last financial year Nissan plants in the UK, Spain and Russia produced more than 675,000 vehicles including award-winning crossovers, small cars, SUVs, commercial vehicles and electric vehicles, including the Nissan LEAF, the world's most popular electric vehicle with 96% of customers willing to recommend the car to friends. Nissan now offers a strong line-up of 23 diverse and innovative models in Europe under the Nissan and Datsun brands.

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