

DOES THE OFFICE SUPPORT ITS MAIN PURPOSE?

JUNE 2023

CUSHMAN & WAKEFIELD

EMPLOYEES COME TO THE OFFICE TO CONNECT



51%

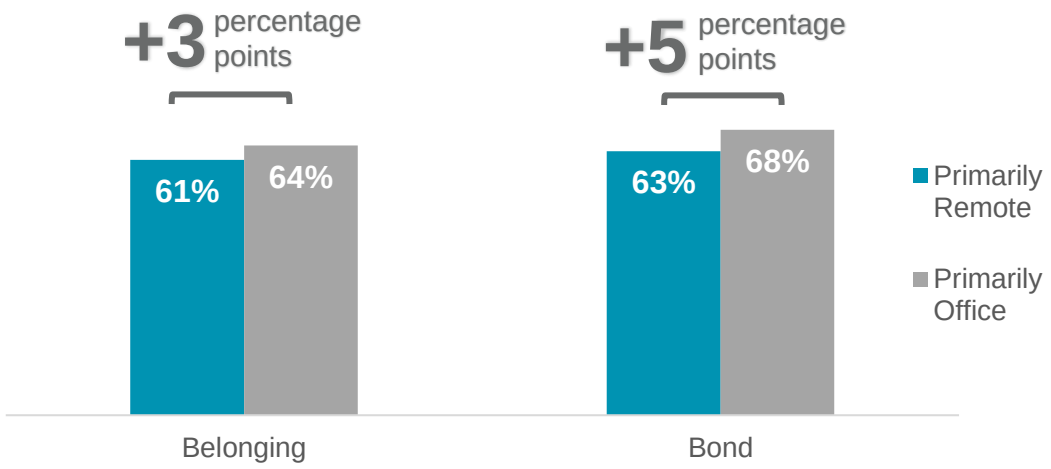
of employees say they come to the office to **socialize**.

39%

of employees say they come to the office to **collaborate**.

Source: C&W Experience Per Square Foot™ survey, results from January 1, 2022 – December 31, 2022. n = 5,327

MODEST IN-OFFICE BOOST FOR SOCIAL CONNECTION



Source: C&W Experience Per Square Foot™ survey, results from January 1, 2022 – December 31, 2022. n = 5,327; "Primarily Office" refers to employees coming into the office 3+ days per week, "Primarily Remote" refers to employees coming into the office 3 days per month or less. A chi-square test of independence was performed to examine the relation between office attendance and each of the social metrics (bond and belonging). The relation between bond and office attendance was significant at the p<.01 level; the relation between belonging and current office attendance was not.

Employees generally feel connected to their colleagues but get a small boost in-office.

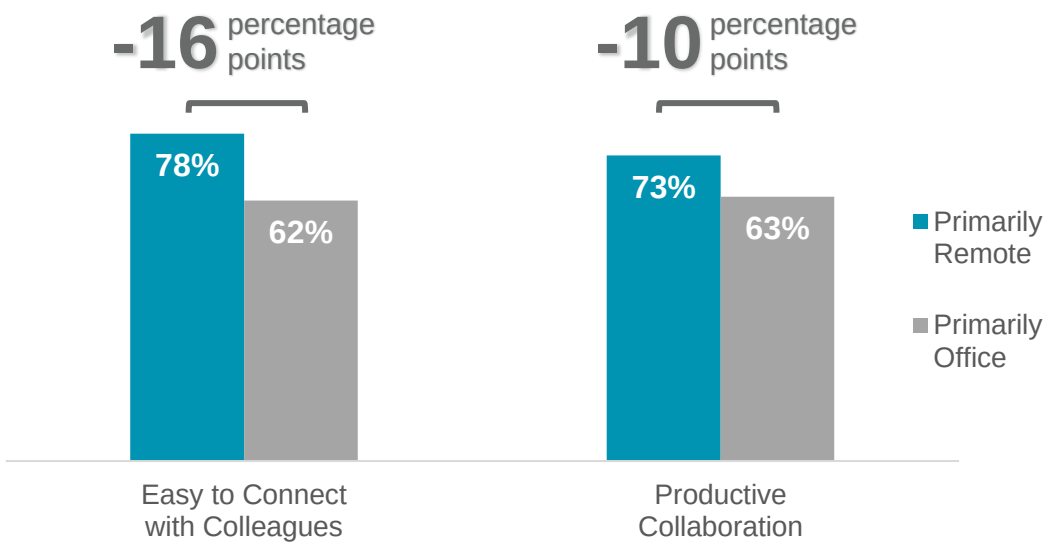
3 percentage-point

advantage in sense of belonging for primarily in-office employees

5 percentage-point

advantage in ability to bond with colleagues for primarily in-office employees

OPPORTUNITY TO IMPROVE IN-OFFICE COLLABORATION



Source: C&W Experience Per Square Foot™ survey, results from January 1, 2022 – December 31, 2022. n = 5,327; "Primarily Office" refers to employees coming into the office 3+ days per week, "Primarily Remote" refers to employees coming into the office 3 days per month or less. A chi-square test of independence was performed to examine the relation between office attendance and each of the collaboration metrics (productive collaboration and easy to connect). The relation between each of the metrics and office attendance was significant at the p<.01 level.

Employees working primarily remotely report higher collaboration scores.

16 percentage-point

advantage in ability to connect with colleagues for primarily remote employees

10 percentage-point

advantage in productive collaboration for primarily remote employees



USE WORKPLACE STRATEGY TO IMPROVE CONNECTION

As it stands, the current office environment provides adequate opportunity for socializing and collaboration. But when compared to the remote employee experience, it becomes clear that there is room for growth.

While virtual interactions happen anywhere regardless of location, face-to-face interaction is the most powerful way for people to connect and collaborate.

Organizations can and should use workplace enhancement and workplace policies to capitalize on face-to-face interactions to boost employee connections while in the office.

There are many ways the best companies are developing these practices.

OPPORTUNITIES ARE WHAT WE MAKE THEM

EXPERIENCE SQUARE FOOT™

BRYAN BERTHOLD
Global Lead, Workplace Experience
bryan.berthold@cushwake.com

STEVEN ZATTA
Global Lead, Total Workplace Research & Innovation
steven.zatta@cushwake.com

LINSEY SMITH, PHD
Global Director, Total Workplace Research & Innovation
linsey.smith@cushwake.com

MARY SZELIGA
Senior Research Analyst, Total Workplace Research & Innovation
mary.szeliga@cushwake.com

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 50,000 employees in over 400 offices and approximately 60 countries. In 2021, the firm had revenue of $9.4 billion across core services of property, facilities and project management, leasing, capital markets, and valuation and other services.

To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

Copyright ©2023 Cushman & Wakefield. All rights reserved.

CUSHMAN & WAKEFIELD