

OPPORTUNITY

OPPORTUNITIES ARE WHAT **WE** MAKE THEM

EXPERIENCE
SQUARE FOOT™

WHAT DRIVES REGULAR
OFFICE ATTENDANCE?

OCTOBER 2023

 CUSHMAN &
WAKEFIELD



DON'T LOSE SIGHT OF PRODUCTIVITY NEEDS WHEN IT COMES TO THE OFFICE

Employees often cite community and connection as the main purpose of the office. In response to this, occupiers are largely focused on better enabling these activities through the workplace.

However, this report reveals that while bringing people together is a top reason people go to the office, regular office-goers are in pursuit of a work environment that optimizes their own productivity.

The future work environment needs to enable personal productivity to attract the workforce and improve attendance.



WHAT DRIVES REGULAR OFFICE ATTENDANCE?

- **Office Regulars** are employees going into the office **3+ days/week**. **Hybrid and Remote** employees are those going into the office **2 days/week or less**.
- Office Regulars are **more likely** than other employees to come into the office for the sake of **productivity**.
- Office Regulars are **less likely** than other employees to come into the office to **socialize with coworkers**.
- Productivity is a key driver of regular office attendance, so ensure that your workplace enables it.

**+12
POINTS**

Office Regulars (22%) are more likely than Hybrid & Remote employees (10%) to cite **better workspace setup** as a reason they work from the office.

**+12
POINTS**

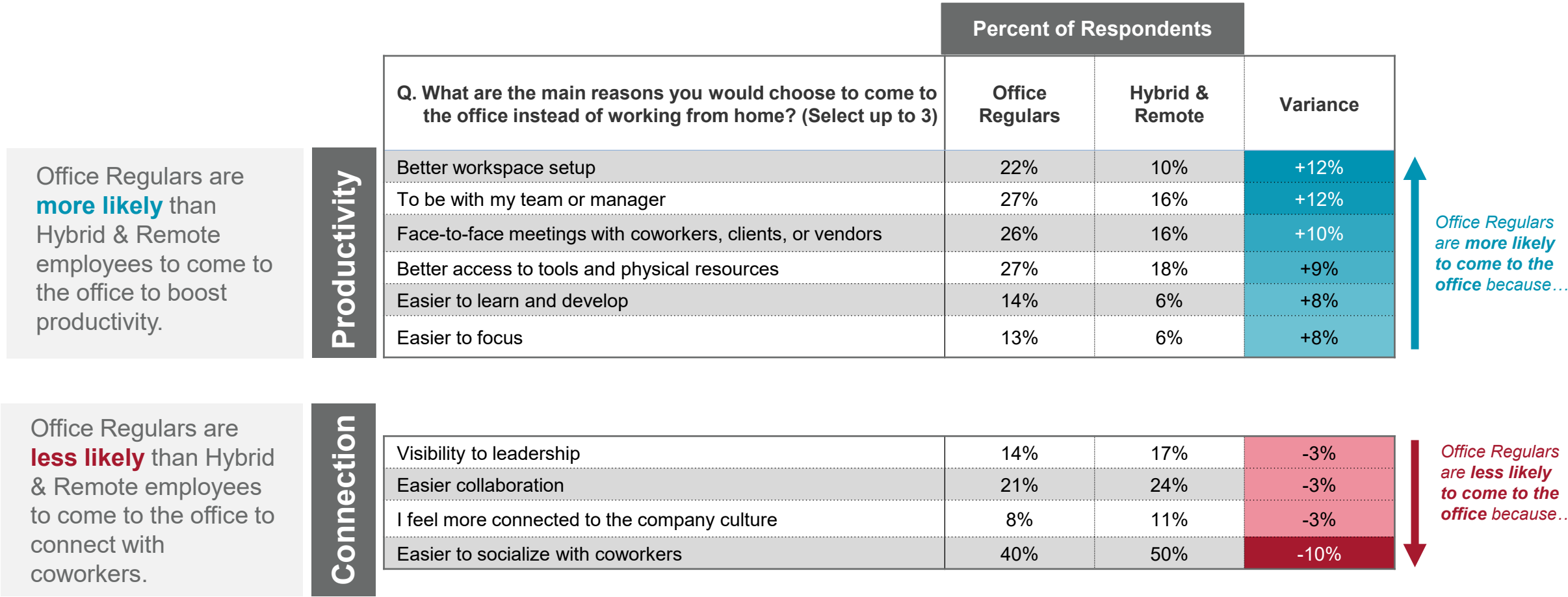
Office Regulars (27%) are more likely than Hybrid & Remote employees (16%) to cite **to be with my team or manager** as a reason they work from the office.

**-10
POINTS**

Office Regulars (40%) are less likely than Hybrid & Remote employees (50%) to cite **easier to socialize with coworkers** as a reason they work from the office.

OFFICE REGULARS ATTEND IN PURSUIT OF PRODUCTIVITY

How do office drivers cited by Office Regulars differ from those cited by Hybrid and Remote employees?



Source: C&W Experience Per Square Foot™ survey results from January 1, 2022 – September 1, 2023; n= 9,142
Office Regulars are employees working from the office 3+ days/week. Hybrid and Remote employees are those working from the office 2 days/week or less

OPPORTUNITIES ARE WHAT **WE** MAKE THEM



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

EUGINE CABANG

Workplace Analyst, Total Workplace Research & Innovation
eugine.cabang@cushwake.com

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in approximately 400 offices and 60 countries. In 2022, the firm reported revenue of \$10.1 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more. For additional information, visit www.cushmanwakefield.com.

Copyright ©2023 Cushman & Wakefield. All rights reserved.



To share ideas and suggestions, email XSF@cushwake.com