First results of the
The 3rd Global Coworking Survey
deskmag
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The 3rd annual Global Coworking Survey is officially supported by
Number of Coworking Spaces

As of October 31, 2012
Growth rate from October 2010 to October 2012
COWORKERS
What adjectives would you use to describe "Coworking"?
How much has your work style altered since you work in a coworking space?

- Ideas relating to business: 74% ++/+ 2% --/
- Creativity: 71% ++/+ 3% --/
- Able to focus: 68% ++/+ 12% --/
- Completing tasks in a given time: 64% ++/+ 8% --/
- Standard of work: 62% ++/+ 3% --/
What kind of events would you like to attend at your
Why did you decide to work at this coworking space?

I chose this coworking space because it offers...

- A social or enjoyable atmosphere: 66%
- A community: 62%
- Interaction with others: 57%
- Good office infrastructure (Internet, Desk etc.): 54%
- Knowledge-sharing: 42%
- Good value for money: 42%
- A close distance to my home: 41%
- Random discoveries and opportunities: 36%
- Flexible worktimes: 25%
- Interdisciplinary work: 23%
- An easy-to-change workplace: 19%
- Good transport connections: 18%
- My company / client pays for it: 17%
- Possibilities to work in groups: 12%
Why did you decide to work at your coworking space?

AVERAGE RANKING, IF RANKED on a scale, starting at rank 1 = the most important
I chose this coworking space because it offers...

- A community 2.8
- My company/client pays for it 2.9
- Interaction with others 3.2
- A social or enjoyable atmosphere 3.3
- Flexible worktimes 3.6
- A close distance to my home 3.6
- Good office infrastructure 3.6
- Knowledge-sharing 3.6
- Good value for money 3.7
- Interdisciplinary work 3.8
- Random discoveries and opportunities 3.9
- Possibility to work in groups 4.2
- Good transport connections nearby 4.6
- An easy-to-change workplace 4.9
What kind of events would you like to attend at your coworking space?

- Networking events (e.g. common meals): 75%
- Workshops (e.g. legal advice, intro to coding): 72%
- Presentations / Information sessions: 65%
- Parties: 56%
- Showcases / Demos: 46%
- Movie nights: 25%
- Usability Fixes: 19%
- Others: %
Which of the following interactions with fellow coworkers do you have?

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Often (%)</th>
<th>Seldom (%)</th>
<th>Never (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casual Small talk</td>
<td>77%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Enjoying others' company</td>
<td>72%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Sharing knowledge &amp; advice</td>
<td>62%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Sharing contacts</td>
<td>48%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Moral support</td>
<td>47%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Brainstorming or sharing (new) ideas</td>
<td>43%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Feedback</td>
<td>43%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Sharing opportunities for new jobs &amp; projects</td>
<td>42%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Quick help (to fix devices for instance)</td>
<td>41%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Common meals</td>
<td>38%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Working on common projects</td>
<td>26%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Working on/in a common company</td>
<td>19%</td>
<td>47%</td>
<td></td>
</tr>
</tbody>
</table>
More women go coworking!
reported by members

2012: 38%
2011: 34%
2010: 32%
Europe has the highest share in female coworkers!

on average, reported by managers of coworking spaces

Europe: 42%
North America: 37%
Latin America: 33%
Asia: 28%
Most of coworkers are still freelancers

- Freelancers: 53%, 54%, 54%
- Entrepreneur (w/employees): 14%, 13%, 18%
- Employee of a company with 5 employees and less: 9%, 8%, 11%
- Employee of a company with 6 to 99 employees: 9%, 12%, 8%
- Employee of a company with 100 employees and more: 6%, 7%, 4%
- Others: 8%, 6%, 5%
How much do you like your coworking space on a scale of 1 to 10?

2012: 8,3  
2011: 8,4

Europe: 8,2  
North America: 8,4  
Latin America: 8,7  
Asia: 8,5  
Africa: 8,5
COWORKING SPACES
Coworking Spaces become bigger and/or more crowded

- Maximum capacity today (desks)
  - Reported by members:
    - 2010: 38
    - 2011: 40
    - 2012: 41

- Utilization rate (at the same time in %)
  - Reported by managers:
    - Number of members:
      - 2010: 38
      - 2011: 44
      - 2012: 55
    - Utilization rate compared to no. of desks (in %):
      - 2010: 109
      - 2011: 101
Does your coworking space belong to a network of coworking spaces?

- No: 79%
- Yes, as part of a franchise network: 5%
- Yes as part of an association: 6%
- Yes, as part of another network: 10%
How much money was invested to open your coworking space?

2012:
Euro-zone: 73.100 Euro
USA: US$ 83.900

2011:
Euro-zone: 45.800 Euro
USA: US$ 58.200
### The (dis-)advantages of being a coworking space operator

Comparison of positives impacts of working at a coworking space

<table>
<thead>
<tr>
<th></th>
<th>Coworkers</th>
<th>Operators</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social circle</td>
<td>86%</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Business network</td>
<td>80%</td>
<td>94%</td>
<td>14%</td>
</tr>
<tr>
<td>Productivity</td>
<td>74%</td>
<td>79%</td>
<td>5%</td>
</tr>
<tr>
<td>Self-confidence</td>
<td>71%</td>
<td>81%</td>
<td>10%</td>
</tr>
<tr>
<td>Updated skill set</td>
<td>51%</td>
<td>81%</td>
<td>30%</td>
</tr>
<tr>
<td>Relax at home</td>
<td>77%</td>
<td>48%</td>
<td>-29%</td>
</tr>
<tr>
<td>Skill set</td>
<td>63%</td>
<td>90%</td>
<td>27%</td>
</tr>
<tr>
<td>Health</td>
<td>53%</td>
<td>48%</td>
<td>-5%</td>
</tr>
<tr>
<td>Private life</td>
<td>54%</td>
<td>59%</td>
<td>5%</td>
</tr>
<tr>
<td>Team work</td>
<td>45%</td>
<td>66%</td>
<td>21%</td>
</tr>
<tr>
<td>Income</td>
<td>37%</td>
<td>46%</td>
<td>9%</td>
</tr>
<tr>
<td>Company size</td>
<td>12%</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>Less isolated</td>
<td>50%</td>
<td>91%</td>
<td>41%</td>
</tr>
</tbody>
</table>
COWORKING FORECAST
What developments do you forecast for your space next year?

- More members: 91% (Y2012), 87% (Y2011)
- Higher income: 89% (Y2012), 83% (Y2011)
- Better sense of community: 87% (Y2012), 86% (Y2011)
- Number of events: 79% (Y2012), 71% (Y2011)
How long will you stay at your coworking space?

Respondents: coworkers

- **2012**
  - I'm not planning to leave: 62%
  - A minimum of a year: 17%
  - Only this month: 18%

- **2011**
  - I'm not planning to leave: 68%
  - A minimum of a year: 17%
  - Only this month: 14%

- **2010**
  - I'm not planning to leave: 69%
  - A minimum of a month: 14%
  - Only this week: 10%

Legend:
- Green: I'm not planning to leave
- Orange: A minimum of a year
- Yellow: Only this month
- Red: Only this week
- Purple: Only today
Do you plan to expand next year?

- No: 2012 (28%), 2011 (27%)
- Yes, with more desks in our current location: 2012 (29%), 2011 (27%)
- Yes, we plan to move to a larger location: 2012 (9%), 2011 (10%)
- Yes, we plan to expand to another extra location: 2012 (36%), 2011 (36%)
- Other: 2012 (8%), 2011 (8%)
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