



# News

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***Working From Home: CoreNet Global Survey Shows Remote Work Becoming More Commonplace***  
*Research Tracks with 2004 Gallup Survey Predictions*

**ATLANTA, 5 February 2007** — Where have the workers gone? Increasingly, according to new survey results released today by CoreNet Global's Applied Research Center (ARC), they are working remotely as companies seek to reduce their real estate portfolios and save money. Over half of respondents indicated that 10 percent or more of their knowledge workers work remotely, and 65 percent have stopped providing an assigned workspace to at least 10 percent of their workforce.

These findings are in line with CoreNet Global's landmark study, "*Corporate Real Estate 2010: Enabling Work in a Networked World* (CoRE 2010)," which indicated that at least 25 percent of corporations' knowledge workers would work remotely by 2010, a prediction that is gradually coming true. With the widespread availability of broadband and DSL, combined with extensive use of laptop computers, work no longer has to be performed in a traditional office setting. The last five years have firmly established the capability for most knowledge workers to do their jobs outside of an assigned workspace and in most cases – outside the walls of the company.

CoreNet Global, the world's leading professional association for corporate real estate executives and a thought leader in workplace strategies, announced the CoRE 2010 research in 2004 to forge a collaborative vision of the business and work models of the future.

"Today's forward-thinking, results-driven companies are sending workers home, purging underutilized real estate, saving money and reinventing the whole concept of 'going to work,'" says Eric Bowles, Director of Global Research for CoreNet Global. Bowles continues that, "today's real estate professional is wearing three hats: real estate executive, IT strategist and human resources manager."

The use of alternative workplace strategies by large companies is becoming more commonplace. In 2004, when CoreNet Global began researching the phenomena of remote

work, less than 7 percent of companies allowed hoteling, hotdesking or working from home. The resulting Gallup survey, released in 2004, predicted that by 2010, 25 percent of knowledge workers would work remotely. Today's research reports an adoption rate of 20%, three years from decade's end.

The CoreNet Global survey shows workplace trends are driven by corporations desire to reduce costs and workers desire for more flexibility in where and when they work. This combination creates a win-win for employees and their companies. From the company perspective, the desire for efficiency is driving workplace initiatives. Fifty-four percent of respondents cited higher utilization of space as one of the top three workplace objectives. Fifty-eight percent cited the need to improve efficiency and productivity, and 45 percent said they wanted to reduce cost. While workers understand the need for efficiency, there is a quid pro quo in the form of increased flexibility. So while flexibility was only identified as one of the top three reasons by 20 percent of respondents, most companies appear to understand the implicit tradeoffs.

CoreNet Global's CoRE 2010 research also showed that the "demand for assigned or traditional office space will decrease substantially by 2010 as corporations rely on unassigned office space for workers." Today's survey found that these early projections and workplace practices are indeed infiltrating companies and alternative workplace features are being found in respondents' existing workplaces.

- Seventy-three percent said introduced or increased desk sharing/ un-assigned workstations were deployed workplace tactics in the past year
- Sixty-nine percent said improved ergonomics, lighting, comfort and functionality were deployed workplace tactics in the past year
- Sixty percent said introduced or increased drop-in spaces were deployed workplace tactics in the past year

Survey findings also indicated that measurement processes and techniques and objective measurements were seen as a focus for commercial real estate leaders. "Many companies want to measure performance but need ways to measure effectively over a range of factors," said Eric Bowles, Director of CoreNet Global Research. "Currently a majority of companies track easy to measure items like cost, but other aspects such as employee satisfaction and productivity are more challenging."

Survey respondents indicated that they measure total occupancy costs, and that most measure cost per workstation and cost per person housed. All respondents measure utilization and most measure meeting room use, workplace effectiveness and quality of environment, personal comfort and well-being. But, 61 percent of respondents do not measure the effectiveness of remote worker support.

Other performance measurement results included:

- More than half measure output productivity and innovation
- Seventy percent measure collaboration and knowledge sharing
- Sixty percent track customer satisfaction, image and brand consistency
- More than fifty percent do not track revenue and services sold or customer retention
- Ninety-two percent measure employee satisfaction
- Seventy percent track employee attraction and turnover

To arrive at its conclusions, CoreNet Global recently surveyed 27 top corporate real estate professionals from Fortune 500 firms, their global equivalents or service providers.

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