

deskmag



First results of the

The 3rd Global Coworking Survey



BACKGROUND

COWORKERS



COWORKING SPACES



COWORKING FORECAST



deskmag

deskmag



First results of the

The 3rd Global Coworking Survey



BACKGROUND

deskmag



First results of the

The 3rd Global Coworking Survey



BACKGROUND

COWORKERS



COWORKING SPACES



COWORKING FORECAST

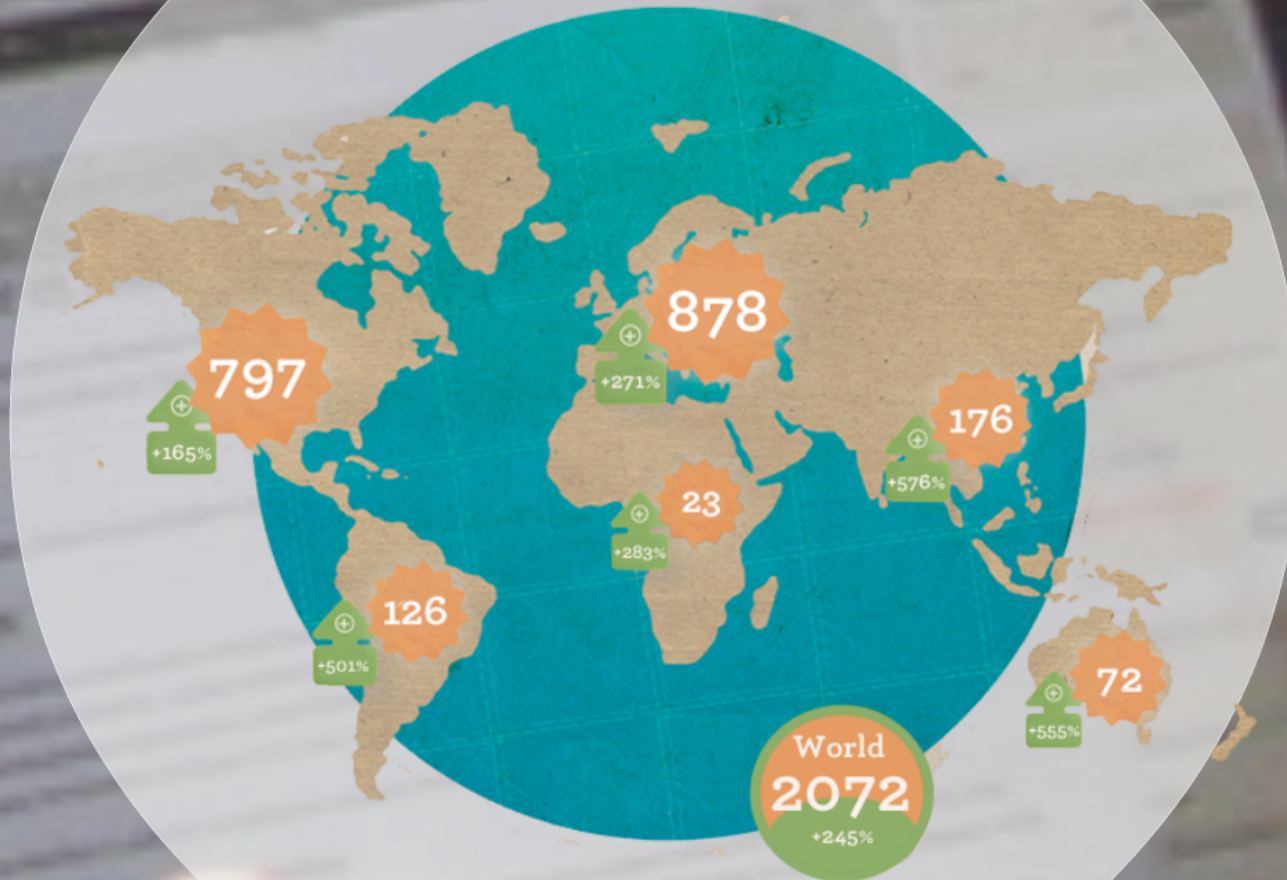


The 3rd annual Global Coworking Survey is

officially supported by



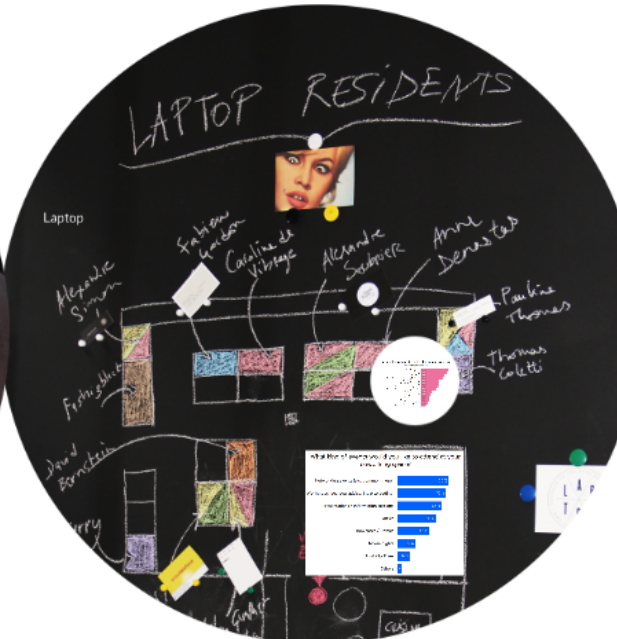
Number of Coworking Spaces



As of October 31, 2012

Growth rate from October 2010 to October 2012

COWORKERS



How much do you like your coworking space on a scale of 1 to 10?

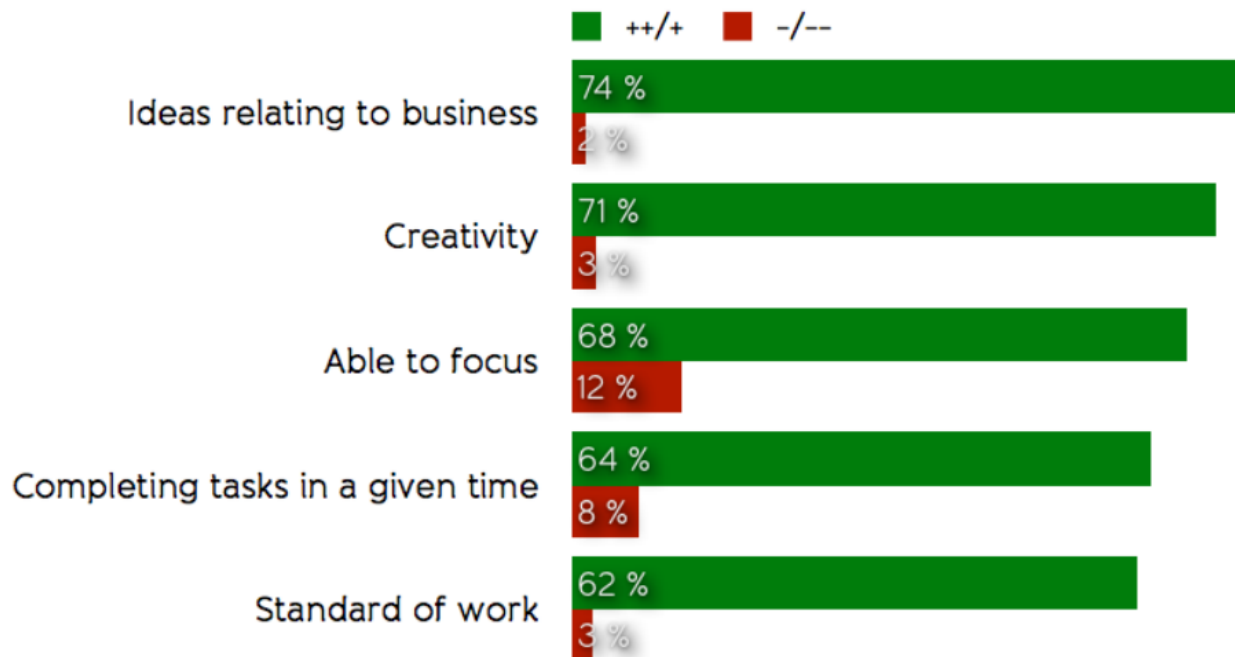
2012: 8,3 Europe: 8,2
2011: 8,4 North America: 8,4
 Latin America: 8,7
 Asia: 8,5
 Africa: 8,5



What adjectives would you use to describe "Coworking"?



How much has your workstyle altered since you work in a coworking space?





Fabien
Wardson

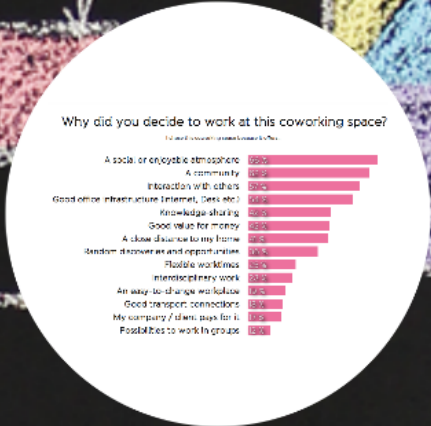
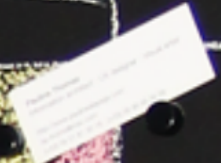
Cataline de
Vibrage

Alexandre
Soupirer

Anne
Denes tas

Pauline
Thomas

Thomas
Coletti



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...

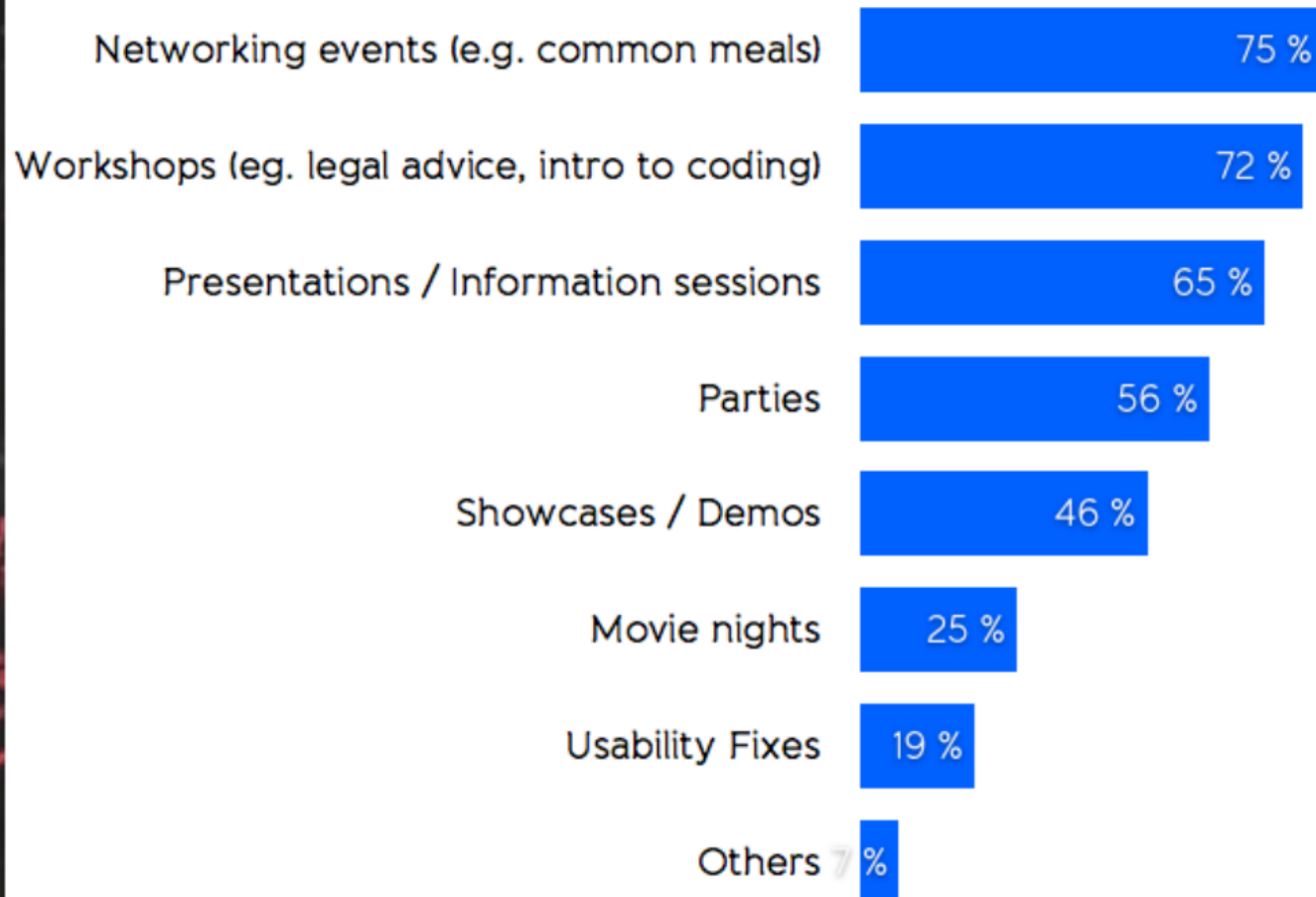


Why did you decide to work at your coworking space?

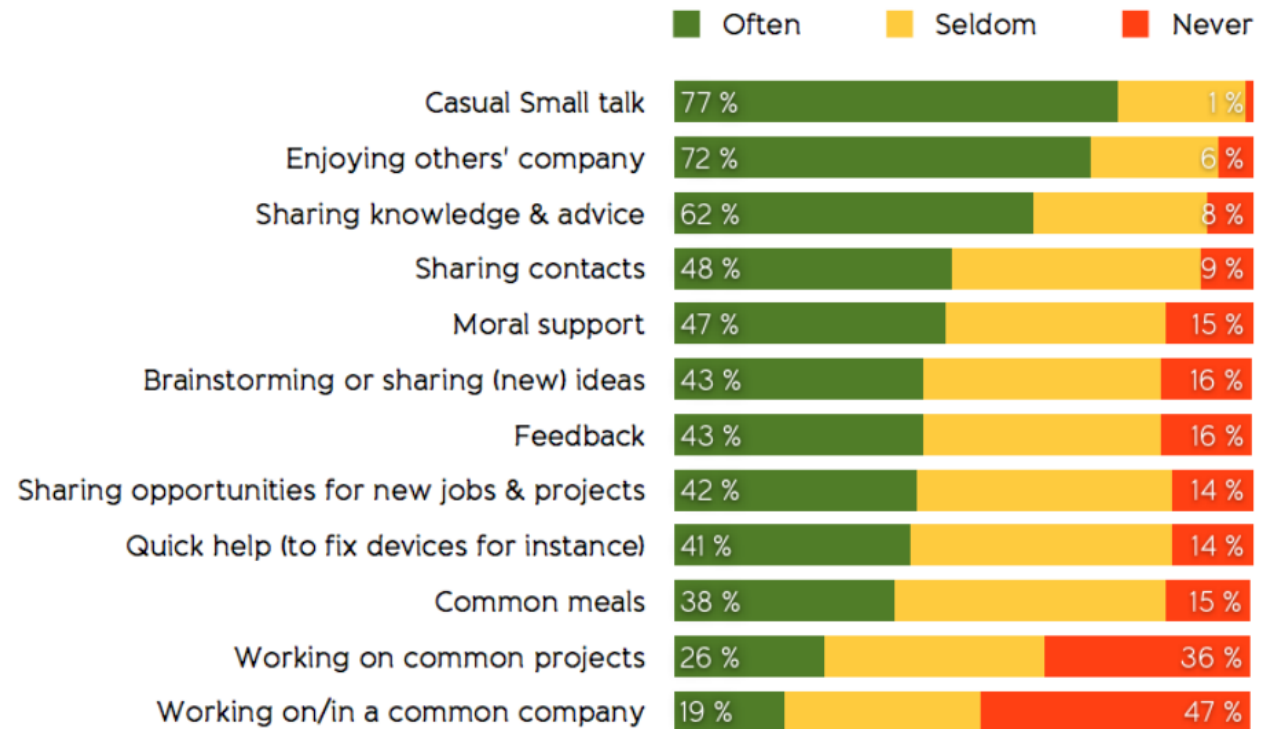
AVERAGE RANKING, IF RANKED on a scale, starting at rank 1 = the most important
I chose this coworking space because it offers...



What kind of events would you like to attend at your coworking space?



Which of the following interactions with fellow coworkers do you have?



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%

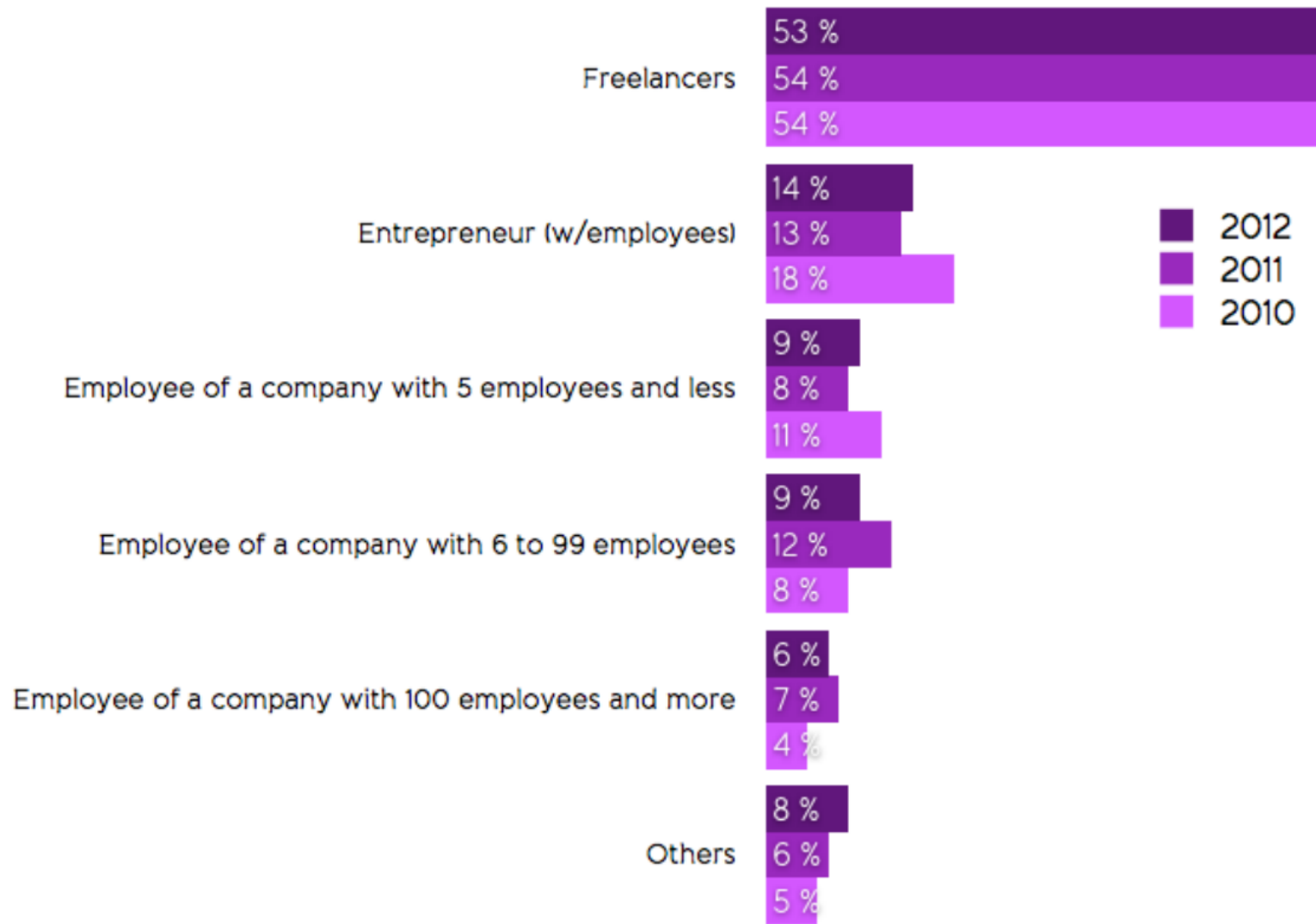
North America: 37%

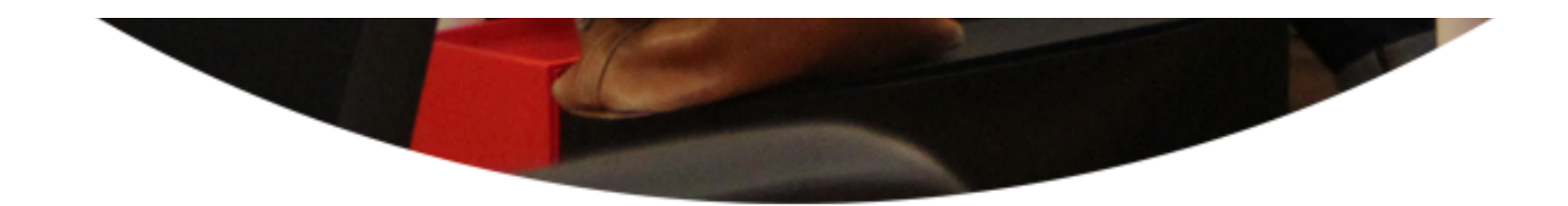
Latin America: 33%

Asia: 28%



Most of coworkers are still freelancers





How much do you like your
coworking space on a scale of 1 to 10?

2012: 8,3

2011: 8,4

Europe: 8,2

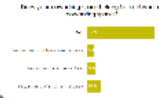
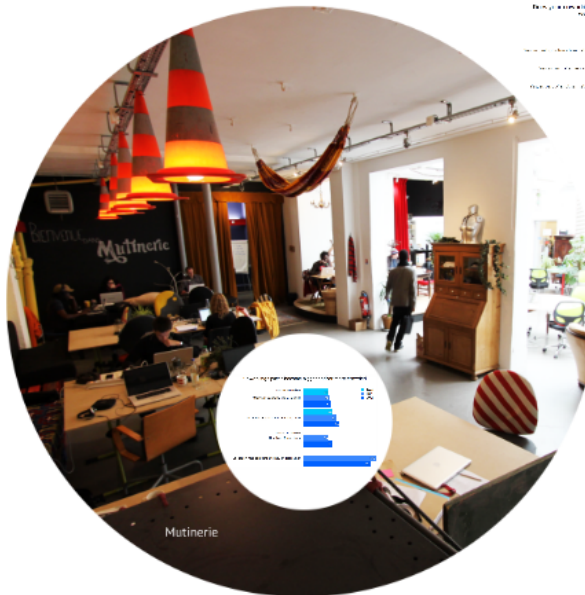
North America: 8,4

Latin America: 8,7

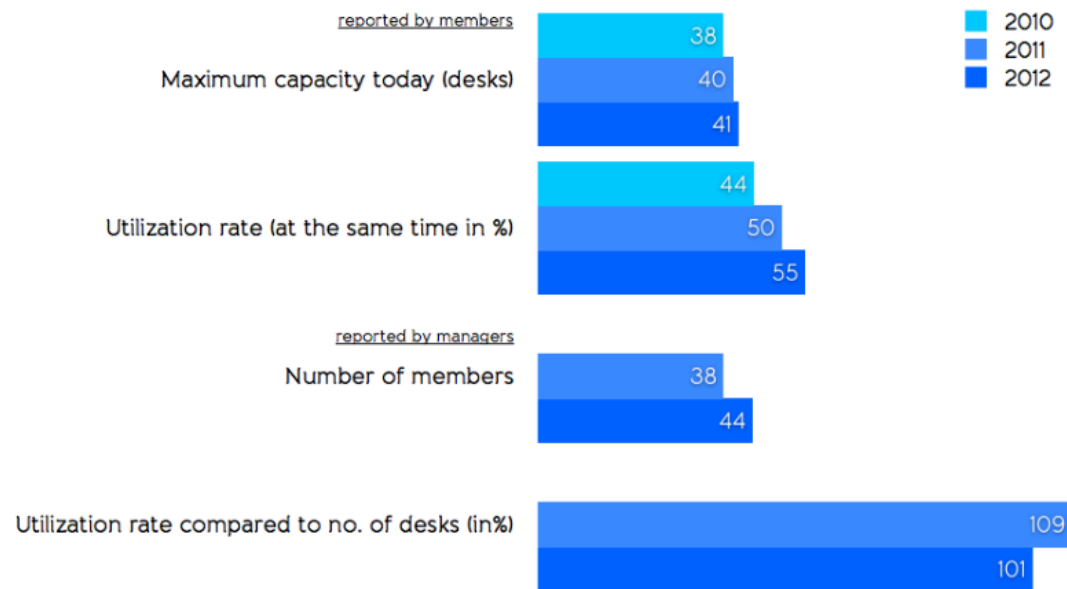
Asia: 8,5

Africa: 8,5

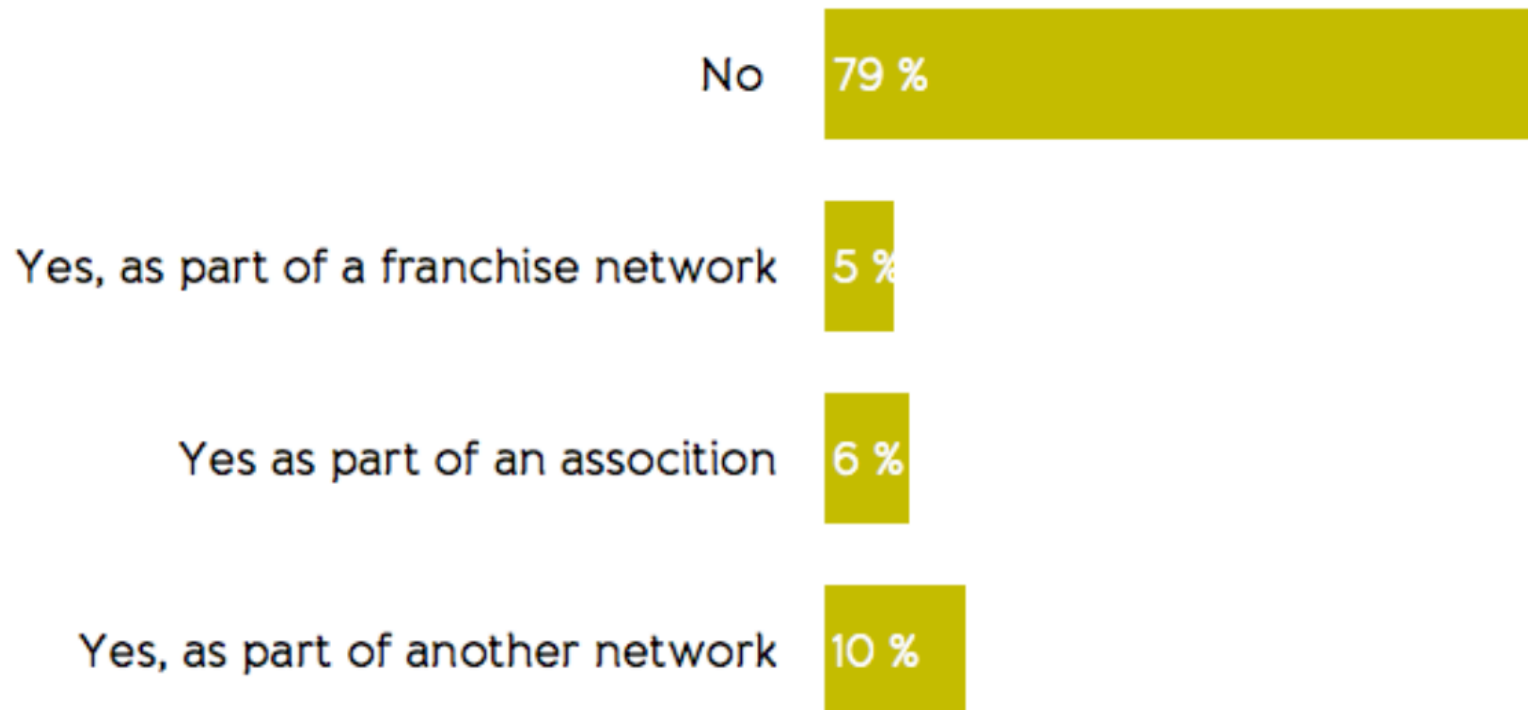
COWORKING SPACES



Coworking Spaces become bigger and/or more crowded



Does your coworking space belong to a network of coworking spaces?



How much money was invested to open your
coworking space?

2012:

Euro-zone: 73.100 Euro

USA: US\$ 83.900

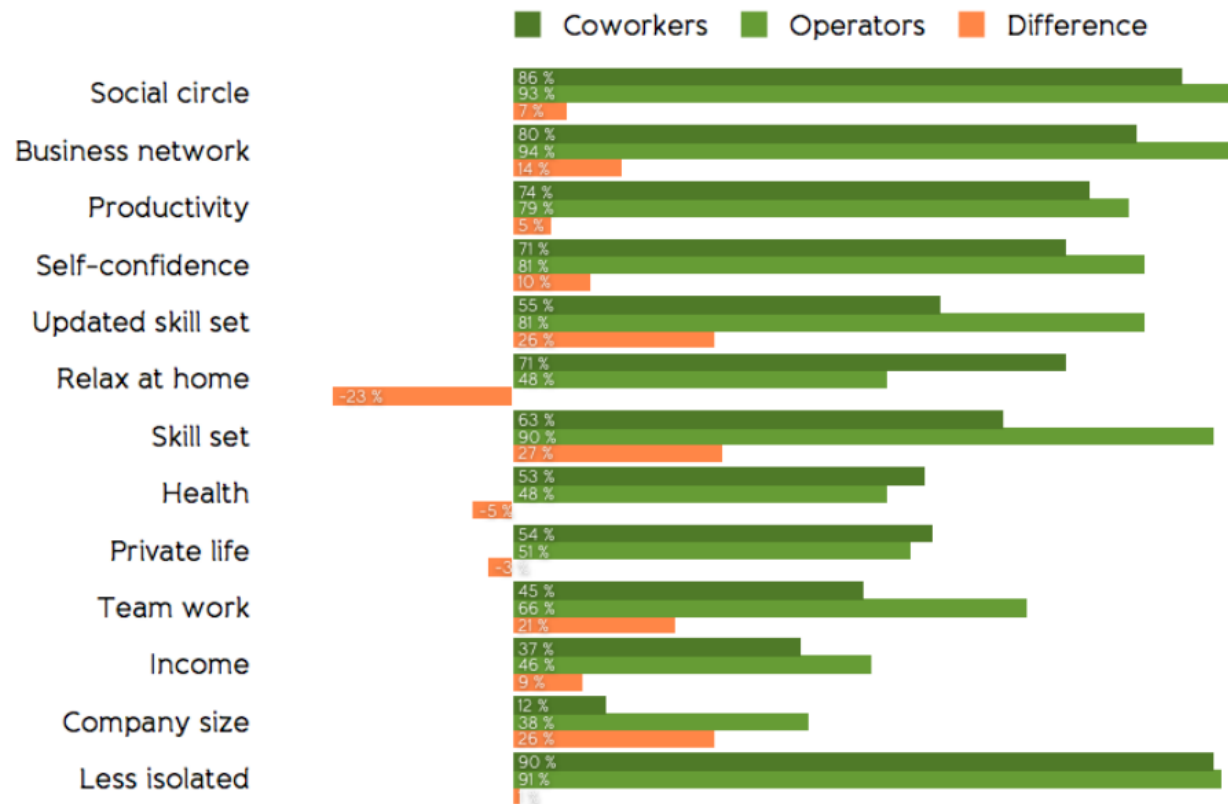
2011:

Euro-zone: 45.800 Euro

USA: US\$ 58.200

The (dis-)advantages of being a coworking space operator

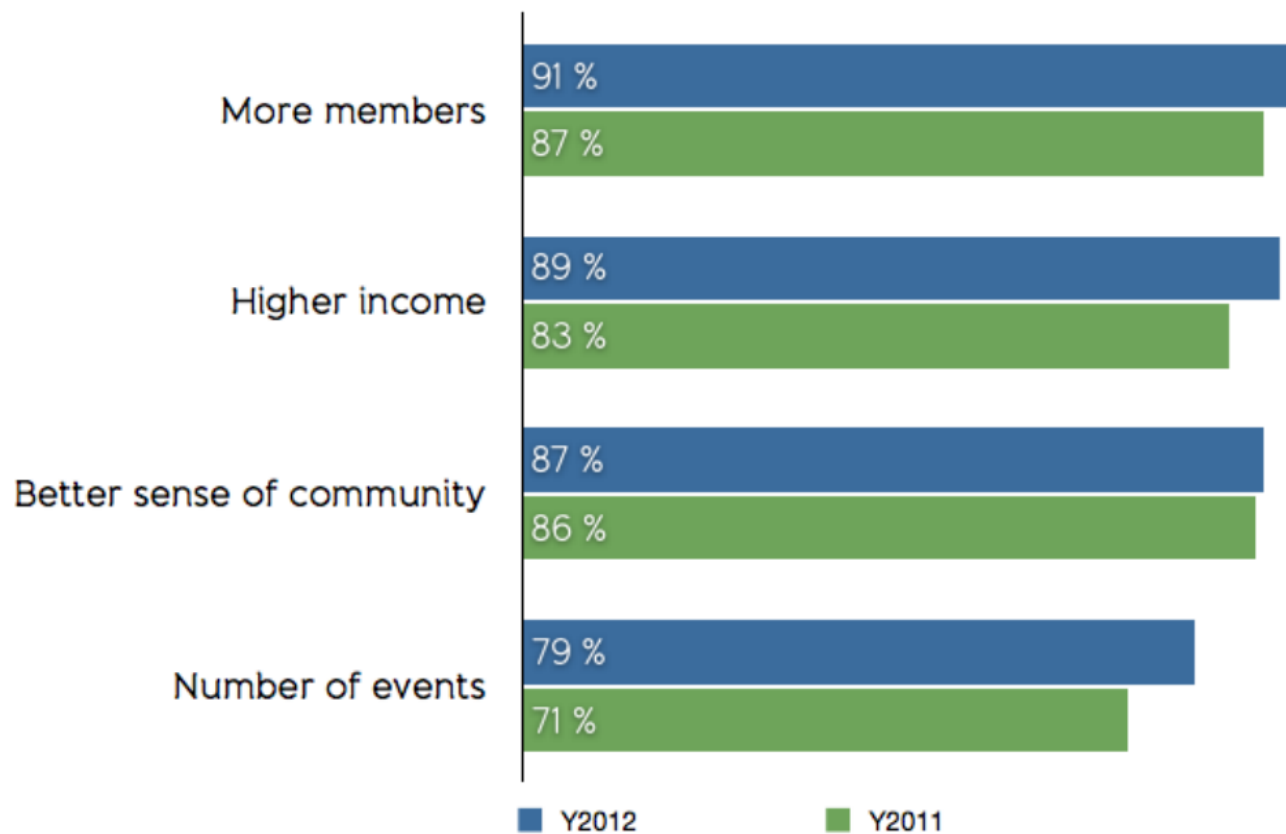
Comparison of positives impacts of working at a coworking space



COWORKING FORECAST

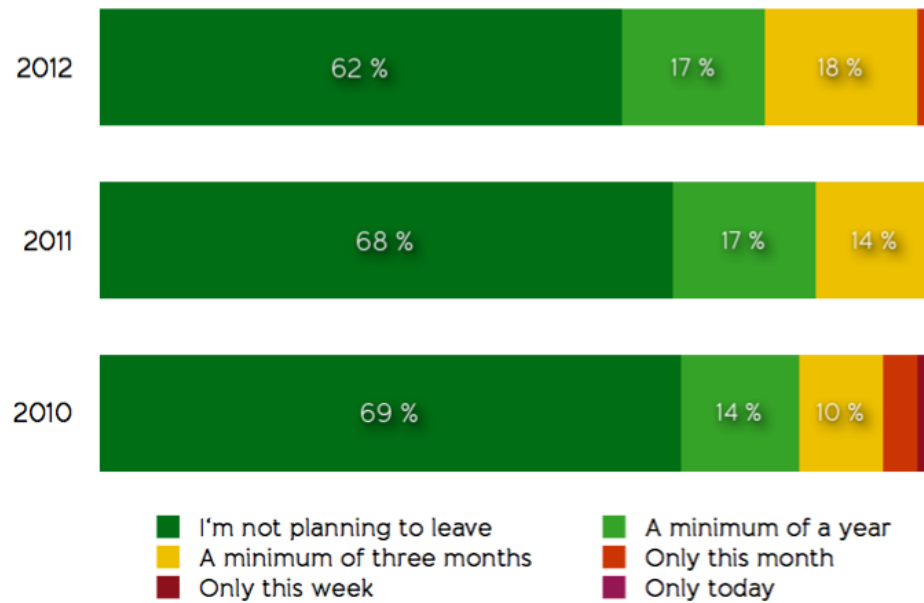


What developments do you forecast for your space next year?

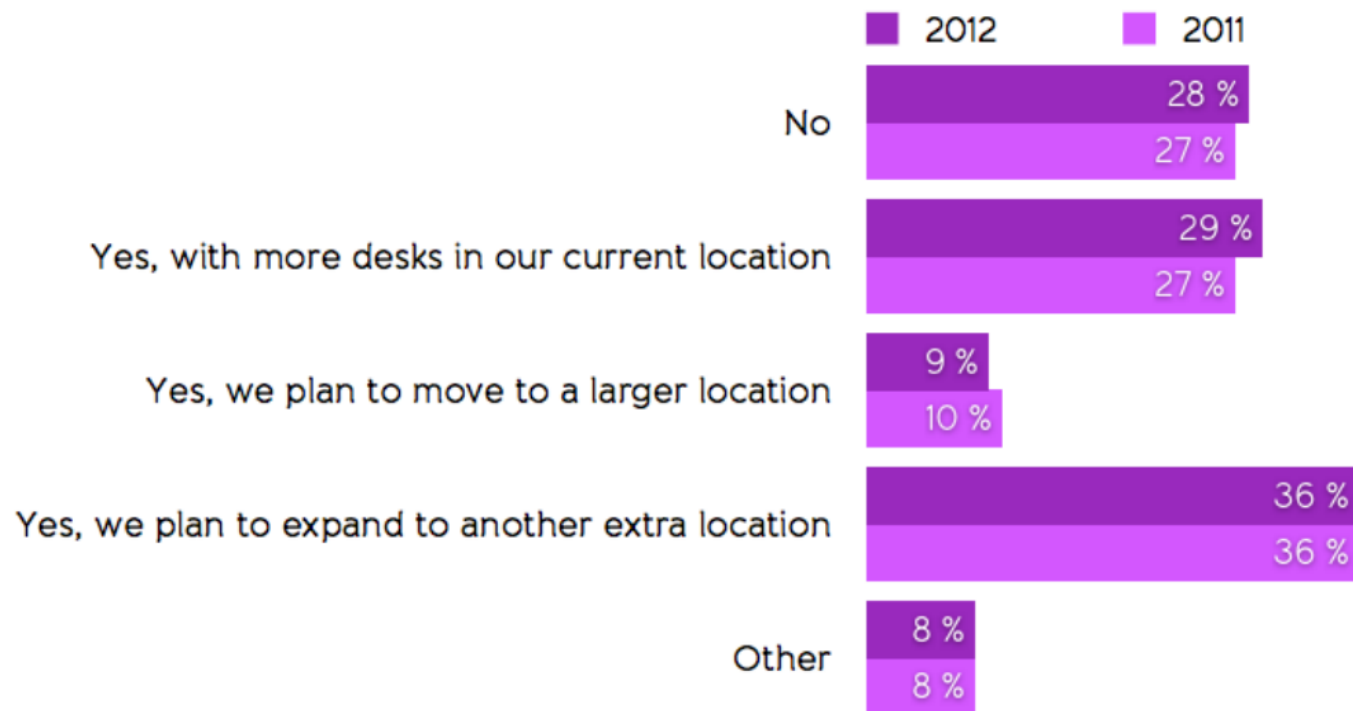


How long will you stay at your coworking space?

Respondents: coworkers



Do you plan to expand next year?



deskmag



First results of the

The 3rd Global Coworking Survey



BACKGROUND

COWORKERS



COWORKING SPACES



COWORKING FORECAST

