



AMENITIES MOST WANTED

BUILDING AMENITIES INVESTMENT GUIDANCE

JULY 2024

Better never settles

BUILDING AMENITIES: WHAT EMPLOYEES REALLY WANT

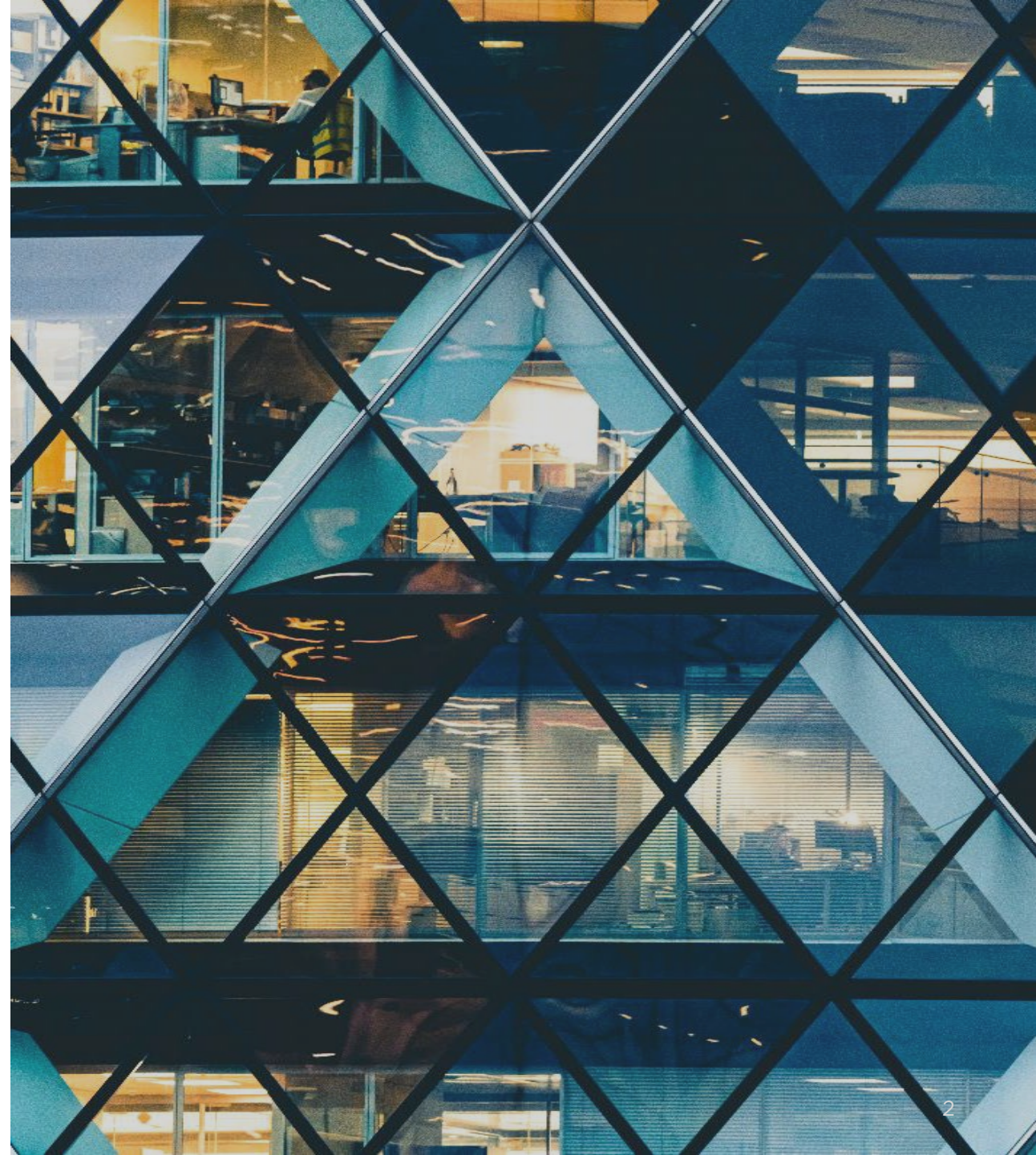
Rethinking Building Amenities in a Changing Market

In response to evolving market dynamics, companies and building owners are reassessing their approach to building amenities. Offering the most valued amenities for employees is essential for attracting and retaining top talent, which is in turn essential for securing and retaining top clients in a competitive office market.

However, relying on assumptions and gut-feeling for amenity decisions can be costly for building owners if those amenities don't resonate with companies and their employees, leading to wasted investments and challenges in client retention.

To address these challenges, building owners, landlords, and investors are prioritizing employee feedback to develop data-driven amenity solutions. By listening to employees, they can enhance the value proposition of their buildings and reduce risks associated with attracting and retaining clients.

Our research evaluated employee preferences for 30 different building amenities across numerous companies in U.S. office buildings. Read on for our preliminary findings on the amenities employees value most.



TOP 10 BUILDING AMENITIES

We surveyed **1,100+** employees across **122** companies in six U.S. office buildings, asking them to rank 30 building amenities.

Top building amenities rank-ordered by employee preference:

- | | | | | | |
|---|---|---------------------------------|----|---|------------------------------|
| 1 |  | Free snacks & beverages | 6 |  | Green space |
| 2 |  | Onsite café / pop-up restaurant | 7 |  | Recreation area / game room |
| 3 |  | Fitness center | 8 |  | Health & wellness support |
| 4 |  | Onsite bar | 9 |  | Personal care services |
| 5 |  | Pet daycare | 10 |  | Relaxation / meditation room |

APPENDIX



UNCOVERING WHAT MATTERS MOST TO EMPLOYEES

30 Building Amenities Rank-Ordered by Employee Preference

We used statistical analysis to measure employee preference for 30 building amenities, resulting in the following rank-ordered list. Rank numbers repeated in the case of a tie.

Rank Order	Amenities	Rank Order	Amenities continued...
1	Free snacks & beverages	16	Personal convenience (e.g., dry cleaning, banking)
2	Onsite café / pop-up restaurant	16	Lounge
2	Fitness center	18	Bike storage
4	Onsite bar	19	Car services (e.g., wash, maintenance)
4	Pet daycare	20	Creative space (e.g., makers space, podcast studio)
4	Green space	20	Valet parking / shuttle
7	Recreation area / game room	20	Collaboration spaces (e.g., conference rooms, classrooms, huddle rooms)
7	Health & wellness support (e.g., vitamin D lights, advanced air filtration)	23	Rideshare coordination app (to connect employees interested in carpooling)
7	Personal care services (e.g., salon, barber, massage)	23	Secure lockers for package delivery or personal storage
10	Relaxation / meditation room	25	Sports equipment for rent
11	Childcare	25	Mail room
11	Walking trail	25	Tech kiosk / “Genius Bar”
13	Personal training	28	Coworking / flex space
14	Onsite healthcare / dental	29	Device charging station
14	Meal / grocery pick-up (during or after work)	29	Concierge / event support

Source: C&W Tenant Experience Survey powered by Experience Per Square Foot™ results from Q1 2023 – Q2 2024; n = 1,131 representing 122 tenants across 6 buildings



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

Senior Global Director, Total Workplace Research & Innovation
linsey.smith@cushwake.com

MARY SZELIGA

Consulting Manager, Total Workplace Research & Innovation
mary.szeliga@cushwake.com

HASSAN AMIRI

Workplace Analyst, Total Workplace Research & Innovation
hassan.amiri@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 nearly 400 offices and 60 countries. In 2023, the firm reported revenue of \$9.5 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), sustainability and more. For additional information, visit www.cushmanwakefield.com.

Better never settles

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