

OPPORTUNITIES
ARE WHAT
WE MAKE THEM

A Generational Approach to Improve Wellbeing

MAY 2024

Cushman & Wakefield's
Experience per Square Foot™
Monthly Insight Series



EXPERIENCE
SQUARE FOOT™

A GENERATIONAL APPROACH TO IMPROVE WELLBEING

Wellbeing levels have experienced a precipitous drop since 2019 and have yet to recover. While all generations struggle, our youngest generations struggle the most.

In this report, we delve into the primary drivers of wellbeing for each generation, highlighting both commonalities and critical differences. This understanding lays the groundwork for a targeted approach to enhance wellbeing across age cohorts.

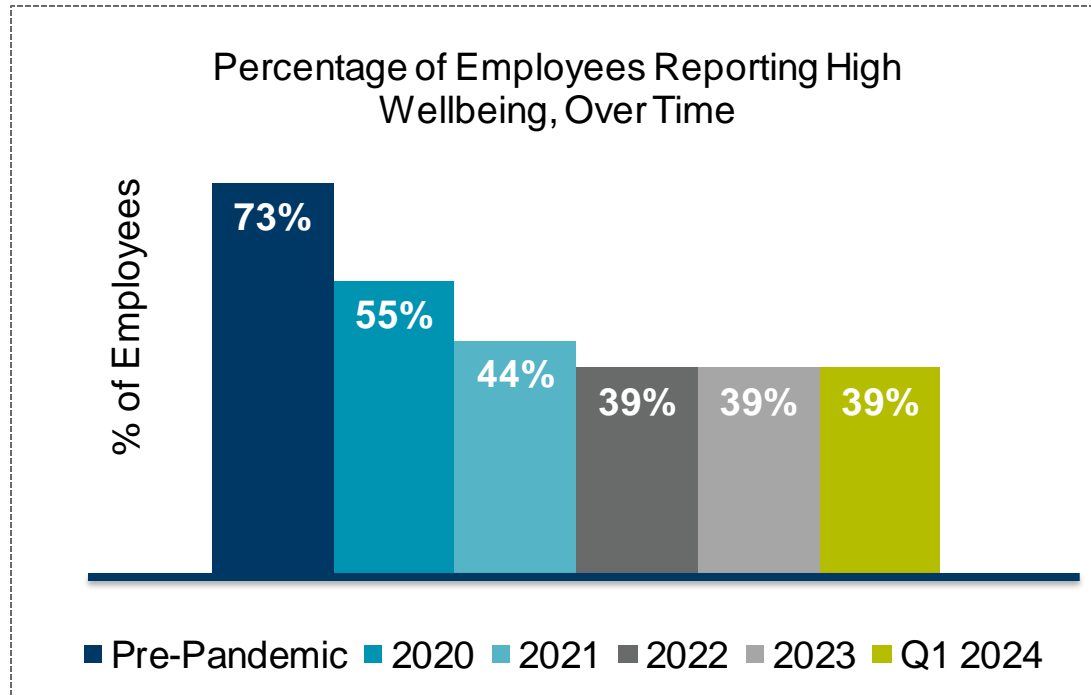
While aggregate research provides insight into broad trends, individual organizational patterns vary. C&W's Experience per Square Foot™ tool can help companies identify their at-risk groups and gather the necessary data to develop a tailored and effective wellbeing improvement plan.



While all generations struggle with their wellbeing, our youngest generations struggle the most.

LOW WELLBEING THREATENS PERFORMANCE

Wellbeing is at a low point. In Q1 of 2024, the portion of employees who say they have high wellbeing remained at just 39%.



Wellbeing is tied to employee performance. Therefore, organizations have an incentive to prioritize employee wellbeing, within and outside of the office.

EMPLOYEES WITH HIGH WELLBEING ARE:

6.8x more likely

to say they can **do their best work** compared to their peers with low wellbeing.

Source: Q1 2024 Wellbeing statistics: C&W Experience Per Square Foot™ survey results from 2019– Q1 2024. Best Work statistic: Q1 2022 – Q1 2024; n= 5,459. High Wellbeing includes survey respondents who reported “Very Good” or “Excellent” wellbeing. Low Wellbeing includes survey respondents who reported “Very Poor” or “Terrible” wellbeing.

EVERYONE HAS LOW WELLBEING, WITH THE YOUNGEST GENERATIONS HIT HARDEST

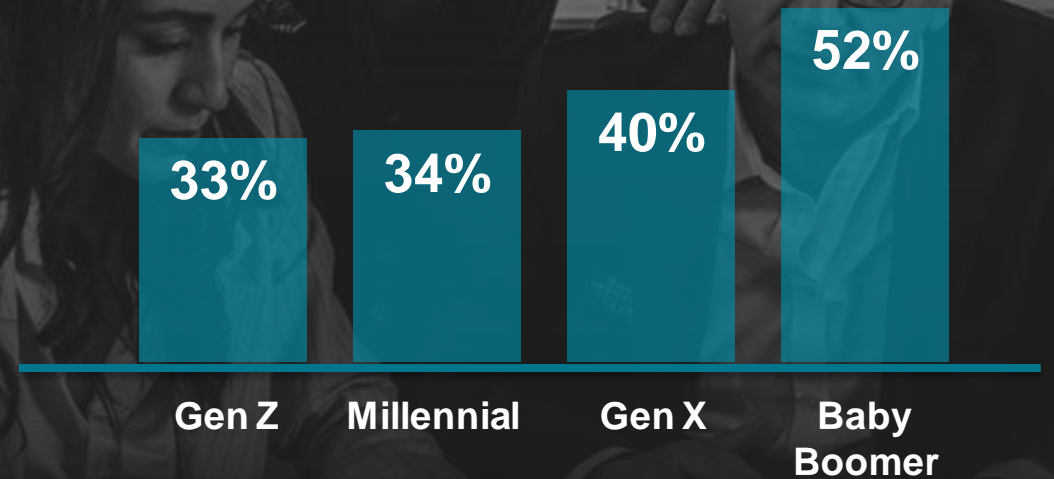
- Both **Gen Z** and **Millennials** exhibit the lowest levels of wellbeing, with only one-third expressing high (very good or excellent) wellbeing.
- **Gen X** fares only slightly better, with just 40% of them reporting high wellbeing.
- **Baby Boomer** employees lead the pack with just over half reporting high levels of wellbeing.

Source: C&W Experience Per Square Foot™ survey results from Q1 2023 – Q1 2024. Baby Boomer (n=522), Gen X (n=2,230), Millennial (n=3,117), and Gen Z (n=850).

High Wellbeing includes survey respondents who reported “Very Good” or “Excellent” wellbeing.

Percentage of Employees Reporting High Wellbeing

(Q1 2023 – Q1 2024)



TOP 5 DRIVERS OF WELLBEING, BY GENERATION

Work aspects impacting wellbeing are largely consistent across generations, with some notable differences.



Source: C&W Experience Per Square Foot™ survey, results from Q1 2023 – Q1 2024. Baby Boomer (n=522), Gen X (n=2,230), Millennial (n=3,117), and Gen Z (n=850). Top drivers of wellbeing for each generation determined by regression analysis.

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