

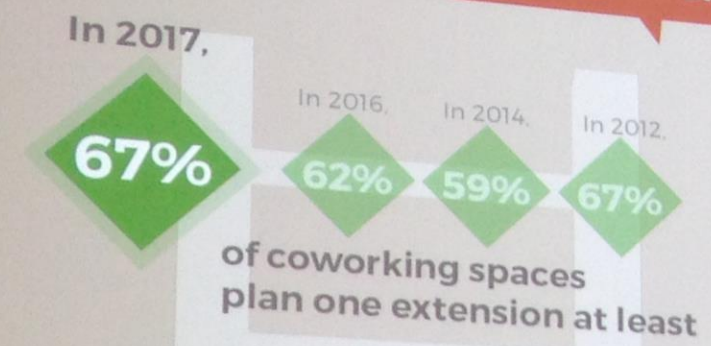


**COWORKING**  
EUROPE

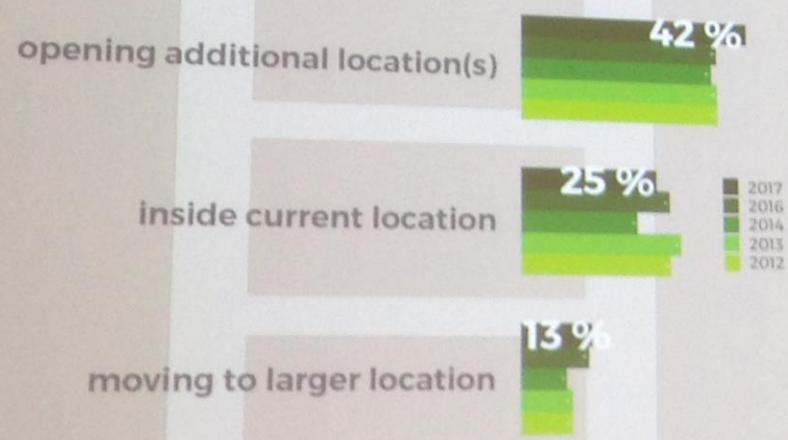
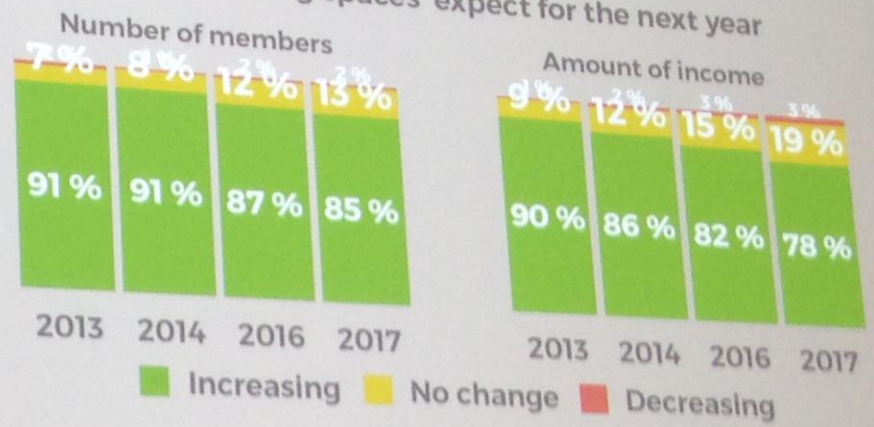


# THE COWORKING SPACES: FUTURE OUTLOOK

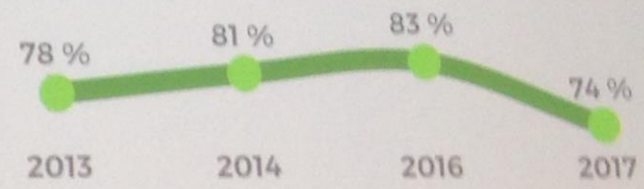
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## What coworking spaces expect for the next year



## Share of members who plan to remain for at least one year, or don't plan to leave



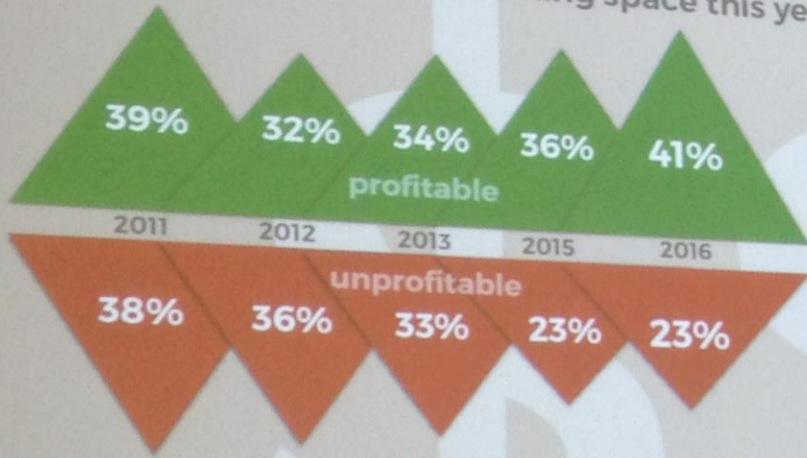
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# THE COWORKING SPACES: PROFITABILITY

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How profitable is your coworking space this year?



**29%**  
of coworking spaces don't need to be profitable on their own in order to run the entire business successfully.

- n.a.
- Very good
- Rather good
- Somewhat
- Rather bad
- Very bad

How do you rate your salary or compensation which you receive from your coworking space?



Owner, Founder    Staff

Too many or too few coworking spaces in your region?



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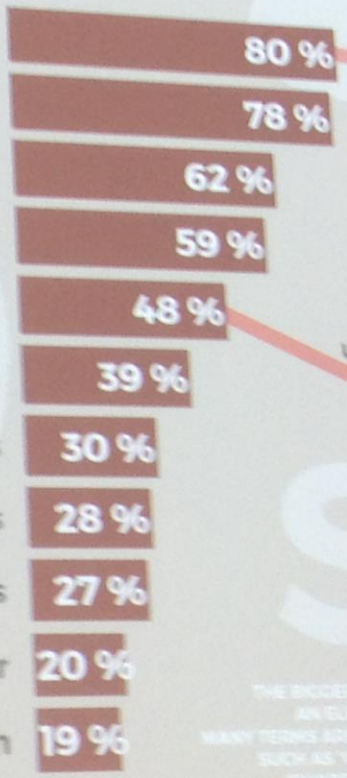
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# THE COWORKING SPACES: MAIN ACTIVITIES TO ATTRACT NEW MEMBERS

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- Social & online media activities
- Community building
- Events for potential members
- Free trial(s) or free coworking day(s)
- SEO for website
- Advertising
- Referral programs
- Events with other coworking spaces
- Discounts for partners or groups
- Coworking visa program or similar
- Working in a coworking association



Most often used elements of SEO terms

SEO

THE BIGGER THE MORE OFTEN AN ELEMENT IS USED  
 MANY TERMS ARE USED IN COMBINATIONS  
 SUCH AS "COWORKING SPACE"  
 "SHARED OFFICE SPACE"  
 OR "MEETING SPACE"

**SPACE**  
 ENTREPRENEUR CENTER  
**OFFICE**  
 COLLABORATIVE  
 AFFORDABLE TEMPORARY  
 REMOVE RENT CO-WORKING  
 SPACE FURNISHED COWORK  
 FLEXIBLE FREELANCERS ROOM STARTUP  
 SERVICES "CO-WORKING" VIRTUAL  
**COWORKING**  
 MEETING ADULT BUSINESS EVENTS  
 CREATIVE EVENT WORKSPACE  
 COMMUNITY SHARED  
**"CITY NAME"**  
**"LOCATION NAME"**  
 PRIVATE OFFICE

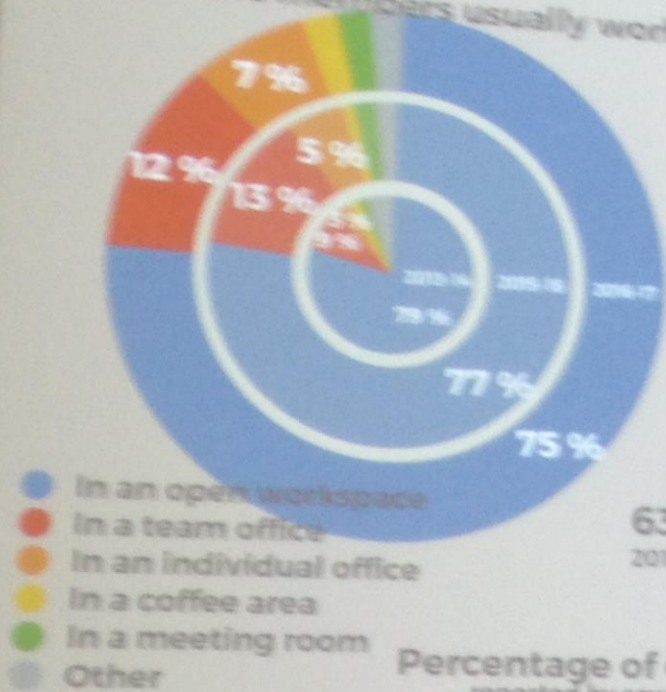
Often used to present or to promote a coworking space

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# THE MEMBERS: WHERE THEY WORK

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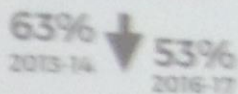
Where members usually work



Type of chair when sitting



Flex desk



Percentage of open space reported by coworking spaces



**4%**  
WORK ALWAYS AT A STANDING DESK.  
11% OFTEN.

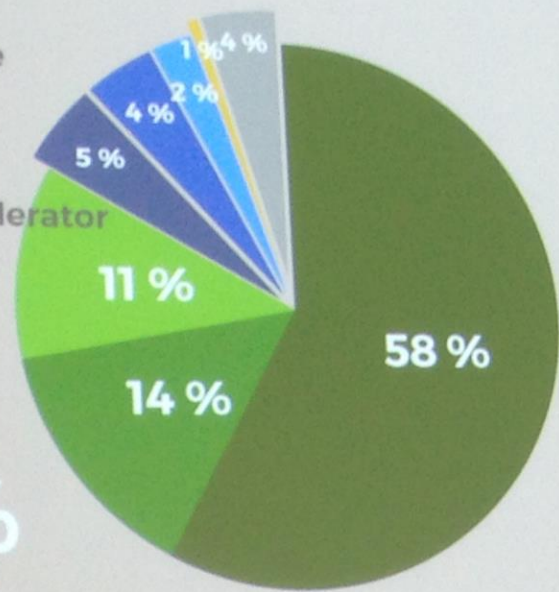
**BUT 76%!**  
WOULD LIKE TO SIT ON AN ERGONOMIC OFFICE CHAIR

**72%**  
PREFER A WINDOW VIEW TO THE SURROUNDING AREA WHEN WORKING.  
25% A VIEW OF PEOPLE & ONLY 2% A VIEW TO A WALL

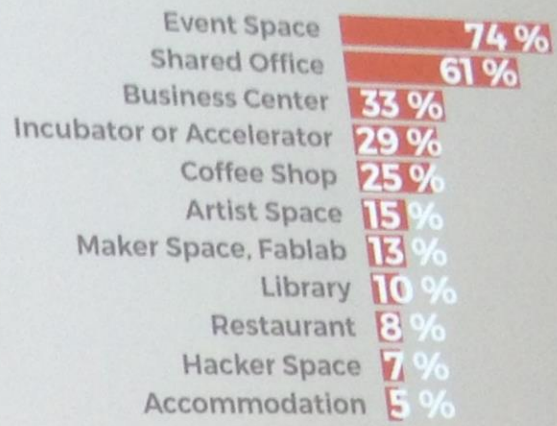
# THE COWORKING SPACES: SELF-DESCRIPTION AND ELEMENTS

## The location is mainly a...

- Coworking Space
- Community Space
- Mixed Space
- Shared Office
- Business Center
- Incubator or Accelerator
- Artist Space
- Other

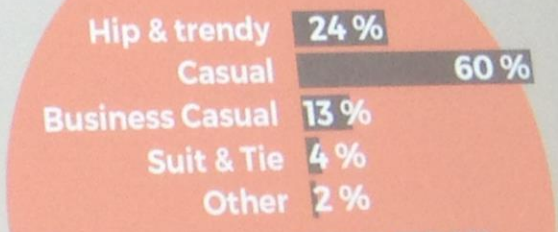


## with elements of a...



**79%**  
of coworking spaces say, they are "more than just a coworking space".  
15% are fine with this description, and 6% can't make a decision

## How members describe the atmosphere of their coworking space



# THE MEMBERS: COLLABORATION AMONG MEMBERS

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55%

2016-17

work on their own,  
not in teams

56%

2015-16

61%

2013-14

71%  
of members  
collaborated  
with other  
members

within the last  
twelve months

29%  
did not

4  
collaborations  
on average

## Type of collaboration within the last twelve months

Small task **76%**

Partnering on a project without contracts **42%**

Contracting a project **27%**

Hiring an employee **5%**

Forming a company or new business **11%**

"Almost all or many members  
know my first name"

66%

56%

2015-16

2016-17

On average,  
a member talks  
with  
**5.2**  
other members  
per day  
2015/16: 5.3

Coworking  
Spaces receive

**11**

job requests for  
their members from  
non-members  
per month  
on average

but...

**1 in 5**

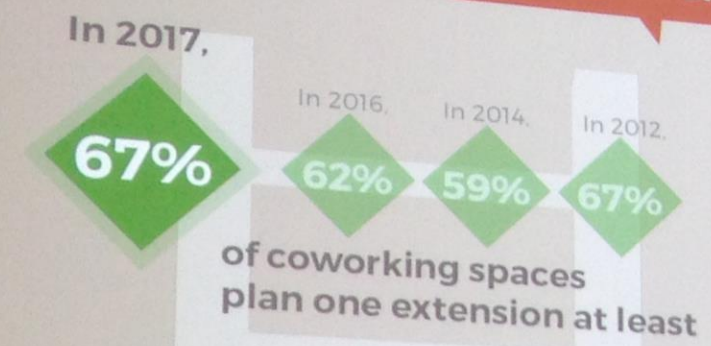
doesn't get any  
request.

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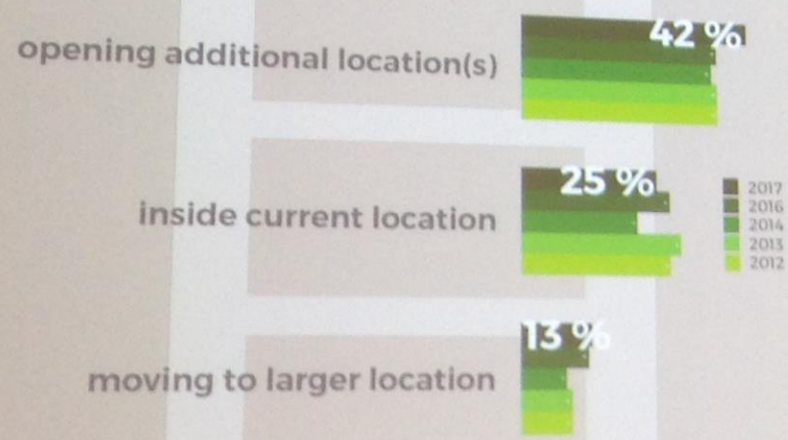
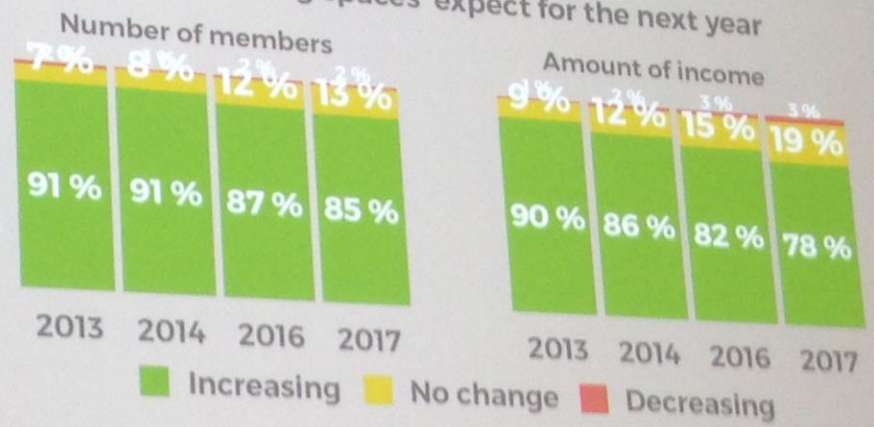
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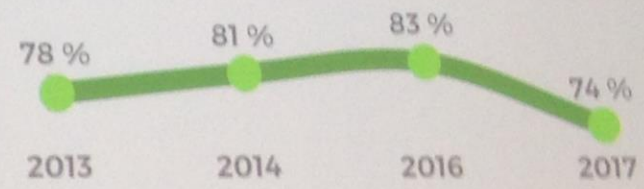
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PARTNERS & SUPPORTERS OF THE GLOBAL COWORKING SURVEY

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COLLABORATION PARTNER

SOCIAL  
WORKPLACES.com

MAIN SUPPORTERS

NEXUDUS-SPACES

essensys

communitas

OFFICIAL SUPPORTERS

