

Hungarians would prefer to work in easily accessible, modern offices with tailored layout

Budapest, 22 June 2015 – Hungarians would prefer to work in centrally located, modern and stylish offices designed specifically for their daily activities. This is the outcome of an online survey involving over 1,100 people, conducted by HB Reavis, one of Hungary's leading real estate developers.

HB Reavis conducted the survey in cooperation with the Szeretlek Magyarország online portal and questioned over 1,100 people in the 35-50 (Generation X) and 20-35 (Generation Y) age groups to gain comprehensive insight into their perception of an ideal office environment.

One of the key findings of the survey is that over 81 percent of respondents prefer divided office spaces, especially the 40+ generation, meanwhile over 55 percent of respondents currently work in an open-layout office.

“The lesson learnt from the research is that most people have had bad experiences with open-plan offices as they tend to have a poor design that doesn't take into consideration the needs of the employees. Besides, employers are often unfamiliar with new design and layout ideas, such as the activity-based approach. The new approach focuses on creating an open space that provides a more user-friendly environment and takes into consideration the individual needs of employees, enhancing their daily performance. As attracting and retaining talented employees is key to the success of many businesses, we expect that in the near future centrally located, modern and stylish offices which facilitate the bespoke adaptation of floor plates to individual needs will dominate the office market” – said Mariann Tóth, Leasing Manager of HB Reavis Hungary.

The survey has also determined that 82 percent of respondents consider it key that their workplace is centrally located and easily accessible, with as few transport changes as possible. Creative design and recreation opportunities at work are important characteristics of a dream office, and of chief importance for over 80 percent of men aged 18-25.

The availability of parking spaces is of equally major importance: over 71 percent of respondents indicated this as a very important feature, especially for Generation X. The survey shows that both Generation X and Y find it crucial that an office complex should offer bike storage facilities, changing rooms and showers. One in three respondents marked this as highly important for them. The availability of a fitness gym, a swimming pool or electric car recharging stations is very much appreciated by Generation Y members, and particularly by men.

The survey also shows that members of Generation Y find the availability of a selection of restaurants and cafés around the office with the potential for setting up client meetings there as more important than Generation X. All in all, over 55 percent of respondents found this an important criterion.

One in two of those who completed the questionnaire marked the architectural style and appearance of the office building as decisive, and attached high importance to having an interior garden or a park around the office building.

Nearly 30 percent of respondents think it is highly important that the office complex should be environmentally friendly and use sustainable solutions such as rain water harvesting or a zero carbon footprint. Women in particular focus on this feature, with two thirds believing sustainable office solutions determine how attractive an office is.

When it comes to ranking the features of an office complex in order of importance, it turns out that convenience services and sustainability are preceded by central location, leaving the prestige of the other businesses located in the building as the least important consideration.

“The findings of the survey reflect international results. People working in open plan offices typically complain about high noise levels and, most importantly, about the difficulties of maintaining their private sphere. For this reason, from an environmental psychological perspective, the two most important elements to consider when designing an open plan office are ergonomics and the ability to control the environment: in addition to having the ability to personalize their workspaces, people should also be provided with opportunities to move away from the crowd (individually, in pairs or in groups) as required by the work process. Besides leisure and relaxation, this ability to control the environment can be enhanced by on-the-job recreational opportunities. While the environment should be creative and inspiring, the design should prevent employees from “getting overly active” in the vibrant, creative spaces – a balanced design of space should also give room for recreation. And then we again go back to environment control: an organizational design that creates an organic connection with outdoor facilities (café, parking lot, etc.) enables both employee productivity and on-the-job recreation. It is the different space requirements of X and Y generations that call for the right balance and quality of communication, inspiration, work and relaxation.” – said Andrea Dull, Environmental Psychologist about the survey.

About HB Reavis Hungary

A member of the HB Reavis Group, HB Reavis Hungary is a leading real estate developer with presence in the Hungarian market since 2007. Apart from Hungary, HB Reavis Group has operations in Slovakia, Poland, the Czech Republic, the United Kingdom and Turkey, employing more than 400 professionals. Since its foundation in 1993, the company has implemented several successful projects, yielding a total of 750,000 sqm of leasable space, including modern offices, shopping and entertainment spaces and logistics facilities, with another 1 million sqm being in the permit or construction stages. HB Reavis relies on an integrated business model covering development, construction, property management, and investments. The Group's equity is EUR 964 million net, while the assets under its management are valued at EUR 1.8 billion. HB Reavis' strong market position has been confirmed through numerous awards, such as the CEE Quality Award in the "Developer of the Year in CEE, 2015" category and the "Office Developer of the Year, CEE" title in the Eurobuild Awards

Further information about the HB Reavis Group is available at www.hbreavis.com

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