

# Daylighting Facts and Figures

## Employee Recruitment and Retention

- WRQ, a software development company in Seattle, is well aware of the competition it faces when attracting and retaining its high-tech employees. Part of WRQ's strategic human resources plan includes offering recruits a facility with amenities such as ample daylight, good air quality and temperature controls.  
*(betterbricks.com, 2001)*
- The Container Store, a national storage and organization products retailer, was placed for the third consecutive year on Fortune Magazine's list of the "100 Best Companies to Work For" (ranked as number two in 2002). The retailer's physical work environment, which includes daylighting, has been noted as a contributing factor. "Our store design serves to take away the stress typically associated with the workplace. Happy employees equal better customer service," reported Container Store executives.  
*(Display & Design Ideas, August 2002)*
- Winners of the Business Week/Architectural Record Awards, which recognize projects in which architecture is used to find solutions for businesses, had a common feature – inventive use of daylight. This included offices for The Gap, Inc., in San Bruno, Calif., in which daylighting is used to reinforce the corporation's support of healthy living and a commitment to offering its employees a visually comfortable work environment, which has a positive impact on productivity. The entire complex is designed so that any office area is at most 22 feet from a source of natural light. During the designing of the building, the company did an extensive cost-benefit analysis to measure the amount of savings the daylighting and other "green" features would provide. They were interested in a pay-back of under 10 years and came out far lower than that.  
*(Architectural Record, October 1998)*  
*(Environmental Design & Construction, January 2001)*
- When conducting a site search for its new call center in Massachusetts, high-tech outsourcer Cerida Corp. specifically looked for buildings with plenty of natural light and interesting design, believing that these features help enable the company to attract and keep bright and creative agents who generate leads and sell and service the business customers better.  
*(Call Center, June 2001)*
- The "Intelligent Workplace" research project at Carnegie Mellon University seeks to prove that an initial investment in a "smart" facility not only benefits workers but also saves money in the long run. The project maximizes natural light and ventilation. According to the research team, the benefits of the project include reduced energy costs, reductions in medical insurance costs and absenteeism, increased productivity, improved employee retention rates, as well as less easily measured benefits that result from a workforce that likes being at work.  
*(MIT's Technology Review, September 1998)*
- According to *Business Week*, "Today's small companies seek an environment that communicates an image of success and creativity, that wows potential clients, reassures investors, attracts hard-to-find recruits and helps employees forget how hard they're working." One of the "design tips that won't bust your budget" is allowing more natural light into cubicle work areas.  
*(Business Week, November 6, 2000)*

