

Office Occupiers' Real Estate Attributes – Identifying Occupiers' Preferences

Tuuli Luoma, Peggie Rothe, and Anna-Liisa Lindholm

Aalto University School of Science and Technology
Department of Surveying
Real Estate Research Group

Jessica Niemi
KTI Property Information Ltd

Content

- Background
- Aim of the paper
- Data collection and data analysis
- Results

Background

- Office occupiers are customers of many players in the real estate sector
 - They all aim to succeed in the market
 - Occupiers' needs are heterogenous
 - Climate change, new ways of working etc.
- Constructors, landlords, service providers etc. need to understand occupiers' needs in order to achieve success in a changing business environment**

Aim of the paper

- ...is to identify which real estate attributes office occupiers prefer the most and the least.

Data collection

- **Data was collected through a questionnaire survey in April-June 2009 in the Helsinki Metropolitan Area**
 - Total of 1,474 email invitations, 95 responses (return rate 6.4%)
 - 1st phase: 126 invitations, 35 responses (return rate 27.7 %)
 - 2nd phase: 1,348 invitations, 60 responses (return rate 4.5%)

Structure of the questionnaire

- Background information and real estate information
- Real estate attributes
 - Locational attributes
 - Building attributes
 - Service attributes
 - Workspace attributes

Data analysis

- The scale
 - Not important → Balance figures [+100%, -100%]
 - Less important
 - Neutral
 - Important to some extent
 - Very important
- Correlations were calculated in the four groups by Kendall's tau (τ) test

Results

Group	Total amount of attributes	Number of important attributes	Number of unimportant attributes
Locational attributes	18	14	4
Service attributes	29	16	13
Building attributes	22	20	2
Workspace attributes	30	26	4
TOTAL	99	76	23

→ Most of the attributes were identified important

Results – The 10 highest scoring attributes

Attributes	Group	Important (%)	Unimportant (%)	Balance figure (%)	Rank
Adjustability of temperature	Building	95.5	0.0	95.5	1.
Adjustability of air conditioning	Building	95.5	1.1	94.4	2.
Small meeting room	Workspace	96.6	2.3	94.3	3.
To locate near public transportation	Location	94.4	3.7	91.0	4.
Adequacy of parking spaces near the office	Location	93.3	3.7	89.9	5.
The possibility to archive and storage documents digitally	Workspace	88.8	0	88.8	6.
Large meeting room	Workspace	92.1	3.4	88.6	7.
Safety of the area	Location	88.8	2.3	86.5	8.
Adjustability of lighting	Building	87.6	1.1	86.5	9.
Shower and dressing room	Building	87.6	2.3	85.4	10.

Results – The 10 lowest scoring attributes

Attributes	Group	Important (%)	Unimportant (%)	Balance figure (%)	Rank
Cultural services within walking distance	Service	4.5	65.2	-61.8	-1.
Day care in the office building	Service	4.5	65.2	-60.7	-2.
Car rental services within walking distance	Service	10.1	67.4	-57.3	-3.
To locate near competitors	Location	4.5	61.8	-57.3	
Day care within walking distance	Service	6.7	61.8	-55.1	-5.
Cultural history of the area	Location	7.9	60.7	-52.8	-6.
Dry cleaning services in the office building	Service	9.0	59.6	-50.6	-7.
Beauty care services in the office building	Service	12.4	59.6	-47.2	-8.
Building that has other players in the same business field	Building	13.5	58.4	-44.9	-9.
Dry cleaning services within walking distance	Service	13.5	57.3	-43.8	-10.

Summary of the results

- There are attributes that all organisations highly value
 - The highest balance figure +95.5 %
- The respondents were not as unanimous in the case of unimportant attributes
 - The lowest balance figure -61.8 %
 - There were more neutral answers among unimportant attributes
- The majority of the least preferred attributes were part of service group

Thank you for your attention!

Questions?