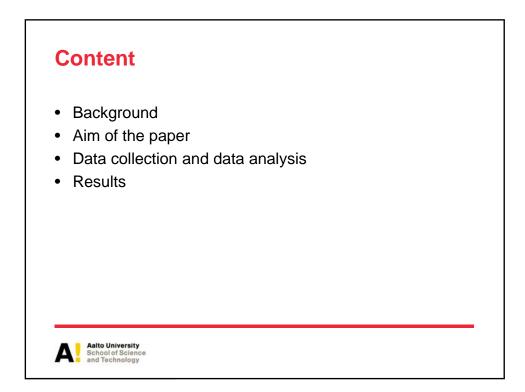


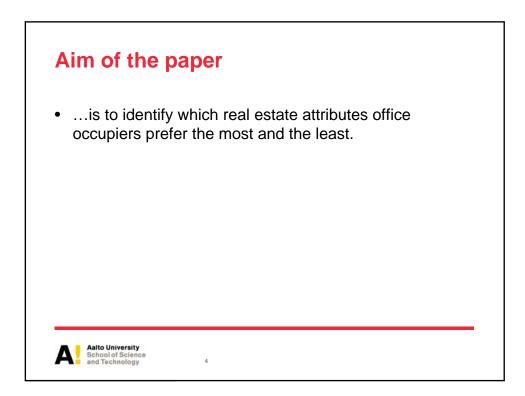
Office Occupiers' Real Estate Attributes – Identifying Occupiers' Preferences

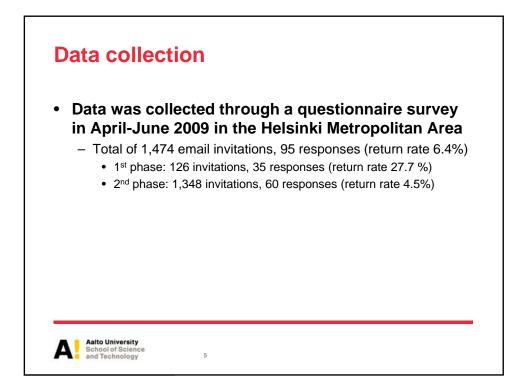
<u>Tuuli Luoma</u>, Peggie Rothe, and Anna-Liisa Lindholm Aalto University School of Science and Technology Department of Surveying Real Estate Research Group

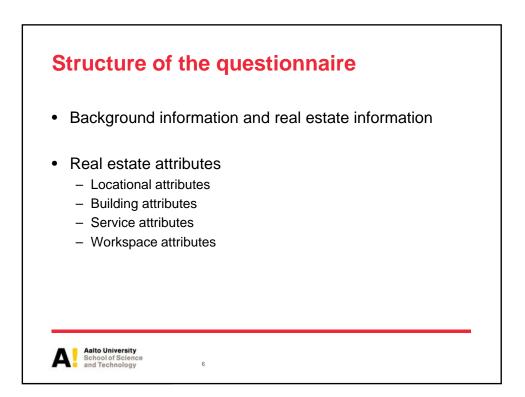
> **Jessica Niemi** KTI Property Information Ltd

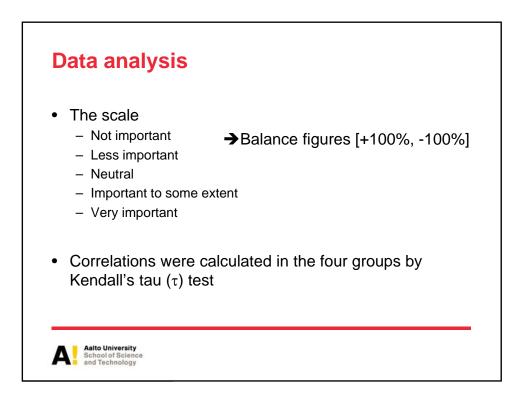












Group	Total amount of attributes	Number of important attributes	Number o unimportan attribute
Locational attributes	18	14	
Service attributes	29	16	1:
Building attributes	22	20	:
Workspace attributes	30	26	
TOTAL	(99)	76	2:

		(%)	figure (%)	
Building	95.5	0.0	95.5	1.
Building	95.5	1.1	94.4	2.
Workspace	96.6	2.3	94.3	3.
Location	94.4	3.7	91.0	4.
Location	93.3	3.7	89.9	5.
Workspace	88.8	0	88.8	6.
Workspace	92.1	3.4	88.6	7.
Location	88.8	2.3	86.5	8.
Building	87.6	1.1	86.5	9.
	Workspace Location Location Workspace Workspace Location	Workspace96.6Location94.4Location93.3Workspace88.8Workspace92.1Location88.8	Workspace 96.6 2.3 Location 94.4 3.7 Location 93.3 3.7 Workspace 88.8 0 Workspace 92.1 3.4 Location 88.8 2.3	Workspace 96.6 2.3 94.3 Location 94.4 3.7 91.0 Location 93.3 3.7 89.9 Workspace 88.8 0 88.8 Workspace 92.1 3.4 88.6 Location 88.8 2.3 86.5

Results – The 10 lowest scoring attributes

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.			

