



OFFICE WORKERS SURVEY

PARTICIPATE IN THE 2017 OFFICE WORKERS SURVEY

We invite you to participate in this survey to find out how your office buildings compare with industry best practice and identify the key gaps in your commercial and retail spaces.

Retail, end-of-trip and other facilities in office buildings are adding value to commercial properties. They can generate high rents from ground floor and street-front space as well as contribute to attracting and retaining office tenants and their staff and support the market positioning of the building.

In 2013, Urbis conducted the inaugural national office worker survey to quantify the spending patterns of office workers. The survey found that nationally, each office worker spent close to \$10,500 per annum on retail goods and services while they were at work. The level of expenditure varied quite substantially by capital city and type of location.

The results also highlighted considerable variation in the ability of office buildings to retain their worker's expenditure within their building. The right amount, quality and categories of retail, plus selection of brands aligned to the profile of workers is becoming more important in today's competitive market than it ever has been.

We are about to embark on the second national office worker survey to track spending levels and retail preferences. This year, the survey will be extended to capture the importance and usage of other facilities in and around workers' office locations. All office buildings in Australia can participate in this survey.

NATIONALLY, OFFICE WORKERS SPEND CLOSE TO \$10,500 PER ANNUM ON RETAIL GOODS AND SERVICES WHILE THEY ARE AT WORK.

HOW DO YOUR BUILDINGS COMPARE?

WHAT ARE THE KEY GAPS IN YOUR OFFER?

SURVEY FEATURES

- A fast, hassle-free online survey for employees to complete. The chance to go into a draw for a substantial prize is provided to incentivise participation.
- The questionnaire will address the following:
 - How much office workers spend on key categories of retail: take-away and sit-down food, coffee and snacks, after-work drinks; convenience/grocery shopping, services, apparel and accessories;
 - Where they spend their money
 - Who is spending and who is not spending
 - What creates variation in expenditure
 - How satisfied workers are with the retail offer in and around their building
 - What retail facilities do they want
 - What value do workers place on end-of-trip facilities and how often do they use them
 - What other facilities or services do they want in and around their building
 - One precoded/multi-choice question designed specifically for your building.

WHAT YOU WILL RECEIVE

1. An overview of the Australian office worker market. The results of the survey will be outlined by state and office location (i.e. Central CBD, edge of CBD, business park etc)
2. A portfolio summary, showing the results for the buildings you own or manage compared with the industry benchmark
3. Building specific data and staff feedback.

PRICING

Based on obtaining a minimum of 20 buildings in the survey, the price structure for this study is:

For single building contributor	\$9,500*
For contributors of multiple buildings:	2-4 buildings: \$8,500* per building
	5+ buildings: \$7,500* per building.

**Quoted prices exclude GST.*

HOW TO PARTICIPATE

- [Contact us on OfficeWorkersSurvey@urbis.com.au](mailto:OfficeWorkersSurvey@urbis.com.au) to confirm your interest and let us know how many buildings you want to include in the survey
- We will then contact you with more details or let us know if there is someone else in your organisation we should follow up.

For more information please contact our retail survey experts below.

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