

The Occupant Experience Survey: Overview

Understand tenants better and improve their office experience

1 Purpose

This survey is designed to be given to tenants by landlords in order to gain a better understanding of tenants' experience of the office space and ultimately improve the overall occupant experience.

The survey provides an industry-vetted set of questions together with information on how to interpret the responses. It can be used as a tool to help improve the value of the space. Surveys are not an especially innovative approach to understanding tenants and are not the only method that should be employed. However, the intention is to keep it simple and make it easier for all landlords to collect tenant information to inform investment decisions related to improving the office and occupant experience.

We would suggest offering respondents an incentive to complete the survey such as a gift card. It is also critical to show tenants that their efforts to provide feedback are appreciated and that action is being taken as a result of the survey. This will help foster an open dialogue between landlords and tenants. It can also make tenants feel their needs are being addressed.

We highly recommend following best practices on data and privacy protection. It is essential to act in accordance with the relevant legal requirements, which can vary between jurisdictions.

This document lists the survey questions, paired with additional information about their relevance and how to interpret the responses. The survey is designed to be anonymous and should take the tenant 5–10 minutes to complete. Below you will find the full contents.

A clean version of the survey, which can be sent to tenants, is available [here](#).

Access all toolkit documents on the [website](#):

- [Future of the Office: A Toolkit for Improving the Occupant Experience](#)
- [The Occupant Experience Survey: Overview](#)
- [The Occupant Experience Survey](#)
- [Finding the Right Technology Guide](#)
- [Technology Assessment Questionnaire](#)





2 Survey questions and insights

5–10-minute survey about your office space

Hi, we'd like to learn how to serve you and your team better. Please reply by <insert day of the week, date>. Thank you, <the management>.

Why ask: This part allows you to embed a short introductory message to explain the purpose of the survey and ensure they are fully informed. You can use it to indicate how much of their time will be required, as well as the expected deadline. You may also want to offer an option to converse with you if they have any questions.

Let us better understand your company and office needs

1. Please share your company's LinkedIn or website URL

Why ask: This will help you understand the tenant type and their business.

Insights based on reply: Information such as company size, locations, revenue and market cap, as well as their industry, products and services, can be researched subsequently. This can help reveal their preferences and needs.

2. From your perspective, how frequently or infrequently do your colleagues come into the office per week? **Select one option for each category.**

	No days	2–3 days	All days	It varies	Not sure
C-suite	<input type="radio"/>				
Senior level	<input type="radio"/>				
Manager	<input type="radio"/>				
Junior level	<input type="radio"/>				
Other	<input type="radio"/>				

Why ask: Both seniority and occupancy patterns can provide additional information on how to invest in the space.

Insights based on reply: The question is broken down by level in order to determine the seniority of staff who do or do not come into the office and how attendance varies according to seniority. It may indicate how important in-person work is to the office culture. Depending on what cohort regularly goes into the office, you can cater offerings to retain their attendance or pull in other segments.

3. How long is your daily one-way commute to the office?

Why ask: The responses provide insights into commute times and potential influences of the location on building usage and occupancy.

Insights based on reply: Responses can be used in conjunction with the previous question to determine whether and how much commuting times are affecting office attendance.

4. How satisfied or dissatisfied are you working in your office space? **Select one option.**

Highly satisfied
 Somewhat satisfied
 Neutral
 Somewhat dissatisfied
 Highly dissatisfied

Why ask: The responses provide a basic overview of tenants' satisfaction with the space and building.

Insights based on reply: Depending on the trend of replies and your office strategy, it will help you to understand how much change you may need to make to the building.

5. Why are you satisfied or dissatisfied?

Why ask: The responses should help you understand what matters to the tenants.

Insights based on reply: The why behind this question matters a lot. Is there a trend in the responses? Location? Commuting? Amenities? Comfort? Access? Flashiness? Vibe? Differentiation from home (for better or worse)? Also, consider ties to the above question on attendance – whether respondents are dissatisfied and coming into the offices versus dissatisfied and not coming in, or if they are satisfied and coming in versus satisfied and not coming in. Dig into why they are or are not coming in.

6. Which elements of the building do you like the most and the least?

7. Rank the following areas based on what matters most to your enjoyment of the space. (1 = I care the most about this, 5 = I don't care about this.) **Rank options from 1 to 5.**

RANK #	AREA
	Health and well-being: Space that feels healthier and provides well-being support (e.g. air quality, comfortable temperature, safety, sustainability/ green space)
	Amenities: Non-work spaces for extracurricular activities (e.g. gym, access to food and drink, common areas, outdoor space, community events)
	Access: Quick and easy access to the office for me and my guests (e.g. to get into the building and reach my work space, parking, guest registry)
	Useful common areas: Comfortable, accessible space to enable meetings, collaboration, productivity and inspiration (e.g. space for events, space to sit and meet, welcoming lobby)
	Other: (please provide details)

Why ask: Questions 6 and 7 will help you understand which aspects of the office and its offering the tenants most enjoy or like the least. It will also help you to understand the tenants' priorities with regard to improving the offerings of the physical spaces.

Insights based on reply: Understanding tenants' top priorities will allow for smarter, more targeted investment decisions.

8. Please go to the category below that you ranked highest in Question 7 – then rate the individual elements within that group. (Note that this is not an exhaustive list.)

Health and well-being	Highly important	Somewhat important	Neutral	Not important
Air quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adjustable temperatures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-being programmes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space for meditation or other private activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Amenities	Highly important	Somewhat important	Neutral	Not important
Gym	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food and drink outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Access	Highly important	Somewhat important	Neutral	Not important
Lift/elevator waiting times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lobby/security check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle lockers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Postroom/package delivery/parcel lockers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Useful common areas	Highly important	Somewhat important	Neutral	Not important
Space for events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space to sit and meet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming lobby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other	Highly important	Somewhat important	Neutral	Not important
(Please provide details)				

Why ask: This will help you to understand the specific elements of the office's physical space that your tenants are looking to improve.

Insights based on reply: If there are trends among tenant preferences, this again helps guide better investment decisions. If there are no clear trends, we encourage conducting structured experiments to see what resonates and to determine what works best. For example, if people want fitness-related amenities, consider giving away gym vouchers to see if they are used.

- Anything else you'd like to share about your office building needs and preferences?

Why ask: This question enables participants to share anything else that the survey does not cover.

Insights based on reply: No survey will be wholly comprehensive, so giving participants room to share what is most critical is essential to getting an accurate view of their needs and preferences.

Closing statement upon submission

Thank you so much for your feedback. If you have any questions, please send an email to [<insert email address>](#). We will follow up in [<insert the month>](#).

Why: This part allows you to embed a short closing message. We encourage providing some information about any follow-up research, as well as explaining potential next steps (where relevant).





3 Interpreting the results and next steps

The goal of the survey is to help you understand what matters most to your tenants in relation to their office experience. Based on the results, we encourage you to:

1. Determine the top two or three aspects cited by tenants as most critical to their satisfaction. If there are no clear front runners, more research will be needed to gain an understanding of the improvements that would have most impact.
2. Pursue additional assessment methods regardless. The survey should not be your only source of information. Talking to tenant decision-makers directly on a regular basis, having discussions with peers, conducting industry research, observing and walking around the building etc. are all essential in making an informed decision.
3. Once you have verified one or two areas to prioritize, assess the viability of investing in them. This may require getting initial quotes or asking peers to give you a sense of upfront and ongoing costs.
4. As part of your initial feasibility assessment, explore whether digital technology solutions can enhance the delivery of the targeted improvements, amenities or services. The **Request for Technology Solutions** document can aid in this process of collecting information from technology vendors to help you understand what is possible in the marketplace; this can be found in the [Finding the Right Technology Guide](#).
5. If you find technology solutions that could potentially provide an important service or enhance the delivery of your targeted improvements, amenities or services, proceed to the [Technology Assessment Questionnaire](#) to aid in the vendor and product selection process; this is also available in the [Finding the Right Technology Guide](#).