

Passerinvest

Satisfaction of employees of companies headquartered in Brumlovka

Results of 2022 online quantitative survey

STEM  MARK
MARKETINGOVÝ VÝZKUM JE DIALOG

Brumlovka.

About the survey



Data collection method
Online questionnaire



Target group

Employees of companies
headquartered in Brumlovka



Number of completed questionnaires
3290 questionnaires



Client:

Passerinvest

Data collection dates
30.5 – 24.6.2022



Processor:

STEM  MARK


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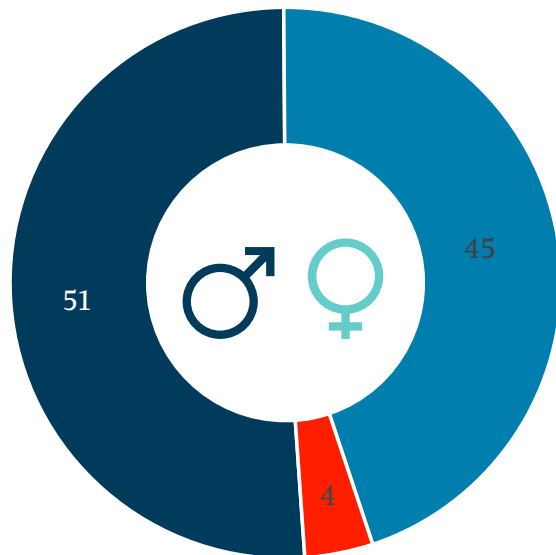
Who participated in the survey



Division by sex and age group

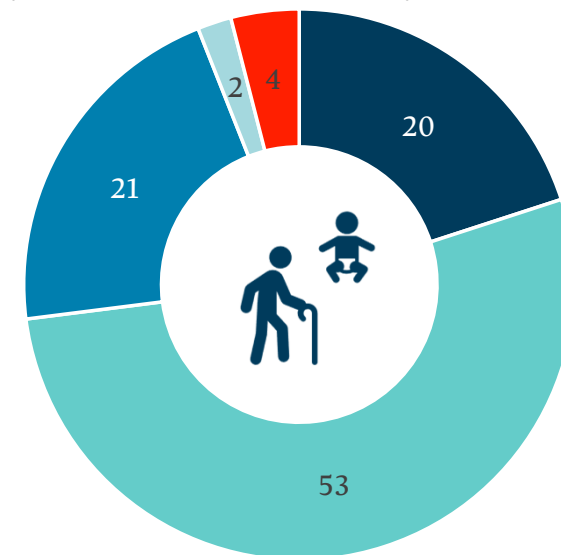
- S3. Are you a... man/woman
- S4. What age category do you fall under?

■ Men ■ Women ■ Did not want to say



All respondents, n=3290 [info in %]

■ 18 - 30 years ■ 31 - 45 years ■ 46 - 60 years
■ More than 60 years ■ I do not want to say



All respondents, n=3290 [info in %]

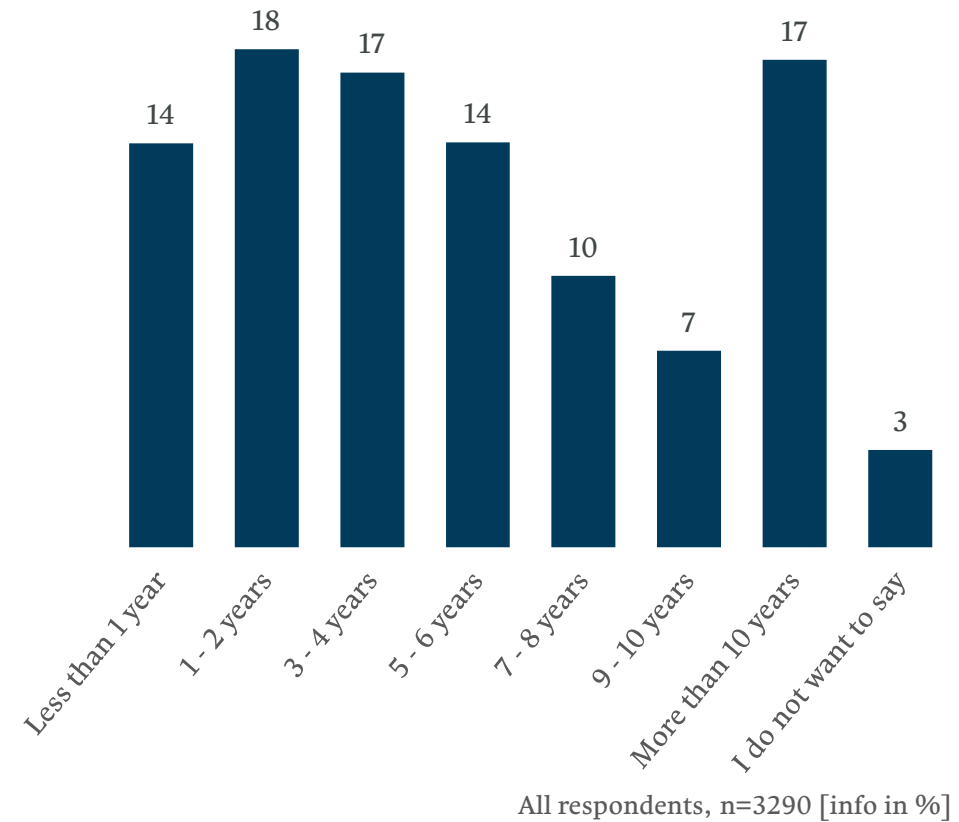


Division according to years worked in Brumlovka

- S7. How many years have you worked in Brumlovka?

Half of those questioned have worked in Brumlovka for four years or less.

Women work for a shorter time in Brumlovka than men. 53 % of women have worked in Brumlovka for four years or less. For men the share of this group is 47 %.



Transportation

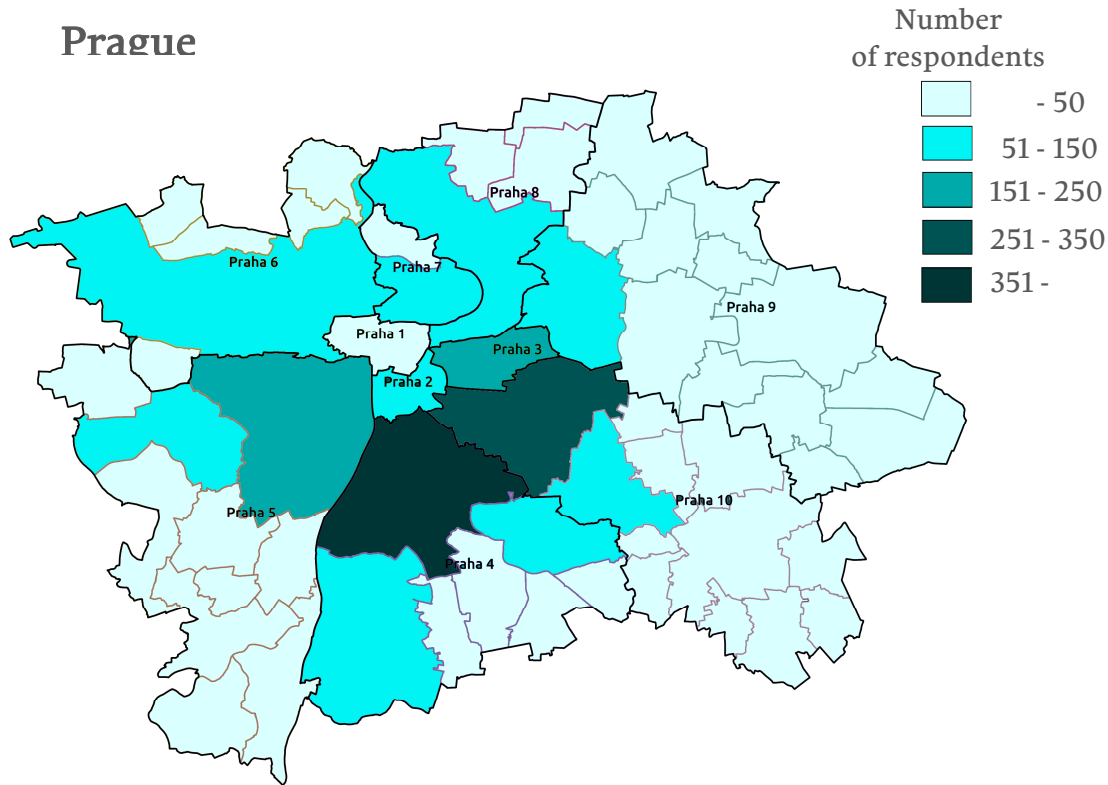




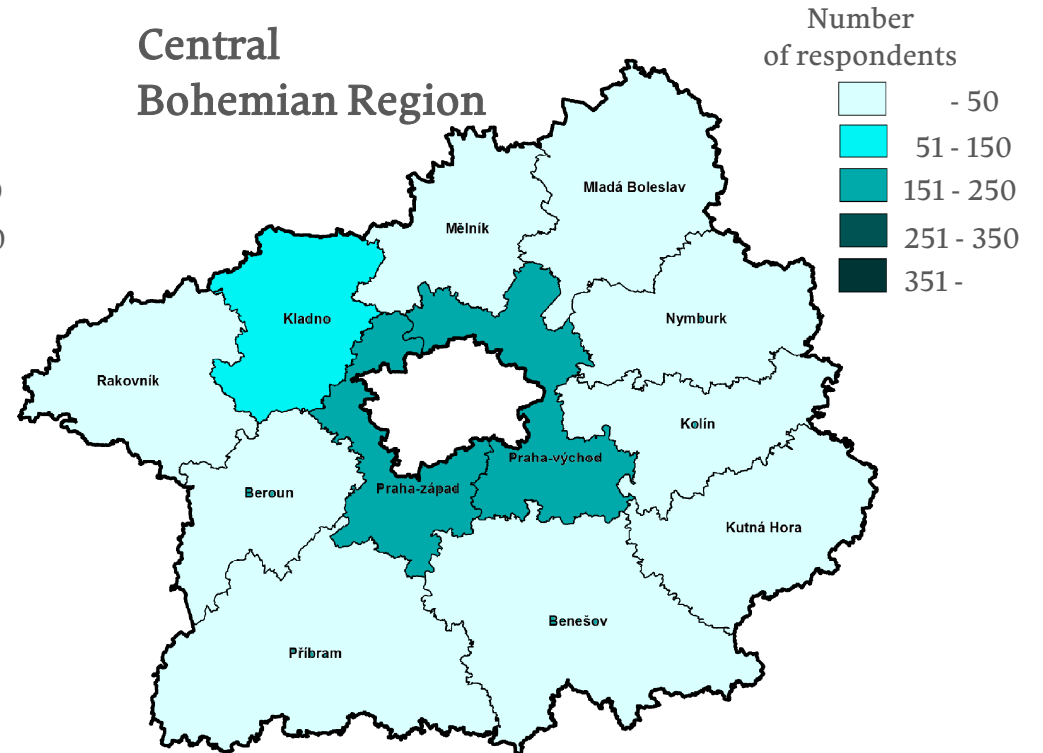
From where do people commute to Brumlovka

7 out of 10 respondents travel to Brumlovka from Prague

Prague



Central Bohemian Region





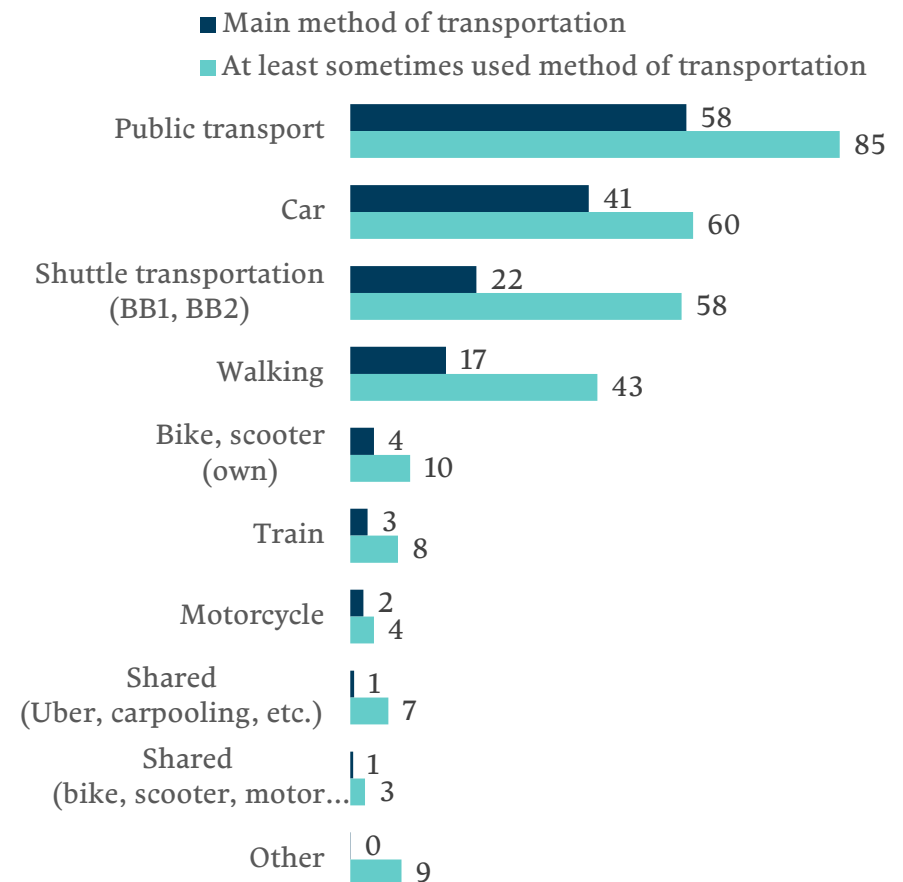
Method of transportation to Brumlovka

- Q1. Which of the following means of transportation do you use when travelling to work (main method/sometimes)?

Mass transit is the most commonly used means of transportation. It is used considerably more at least sometimes by people 18-30 years of age (91 %) and by women (87 %). Both of these groups also use the shuttle transportation more (both 61 %).

People 18-30 years of age at least sometimes walk

In comparison with 2016, the use of shuttle transportation increased slightly while the number of people who come by car decreased.

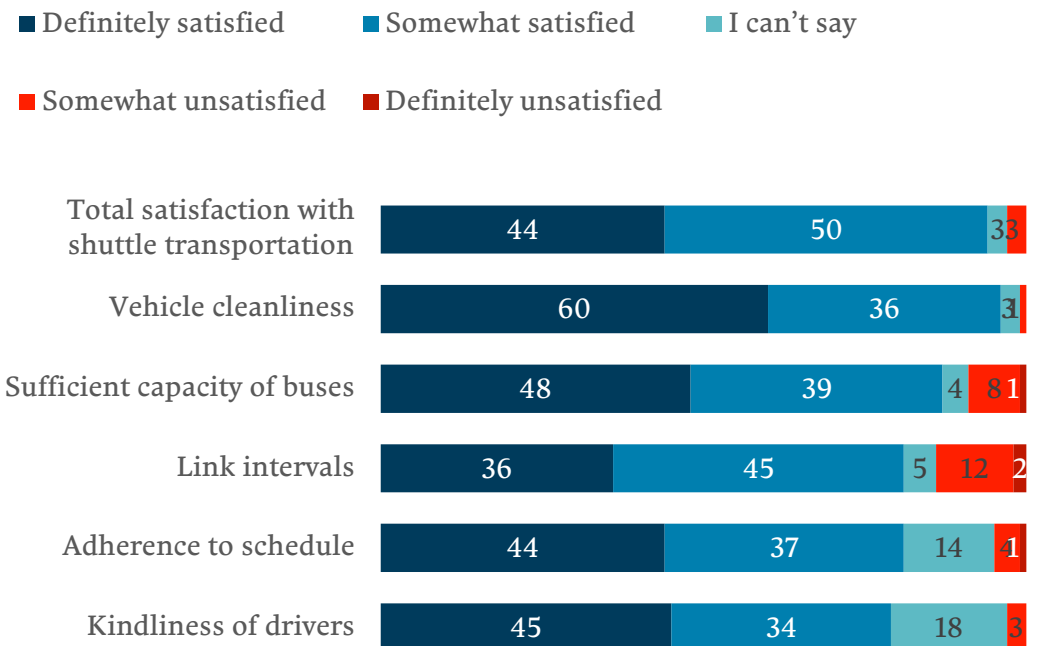


All respondents, n=3290 [info in %]



Satisfaction with shuttle transportation

- Q2. Please specify how satisfied you are with the shuttle transportation in terms of the following parameters:



A total of 94 % of those surveyed are satisfied with the shuttle transportation.

Respondents who use the shuttle transportation, n=1891 [info in %]

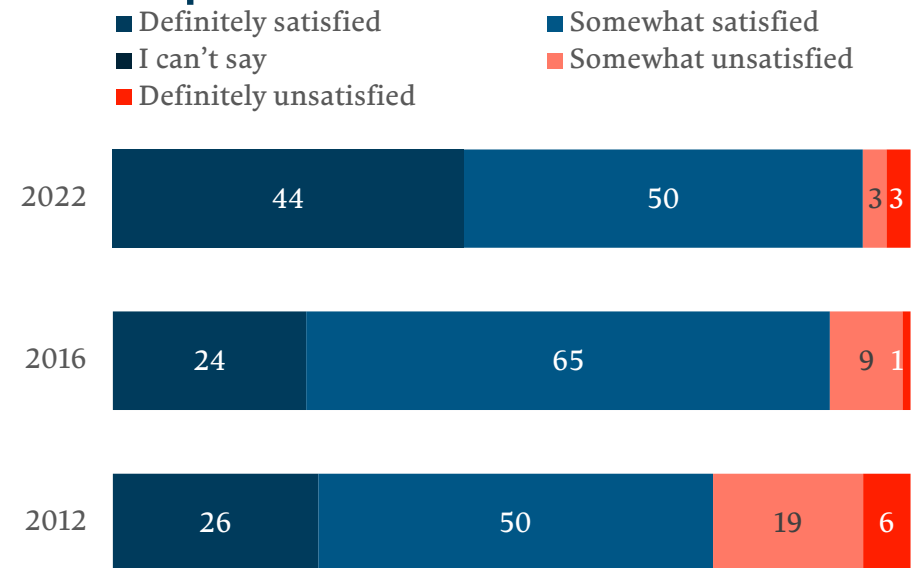


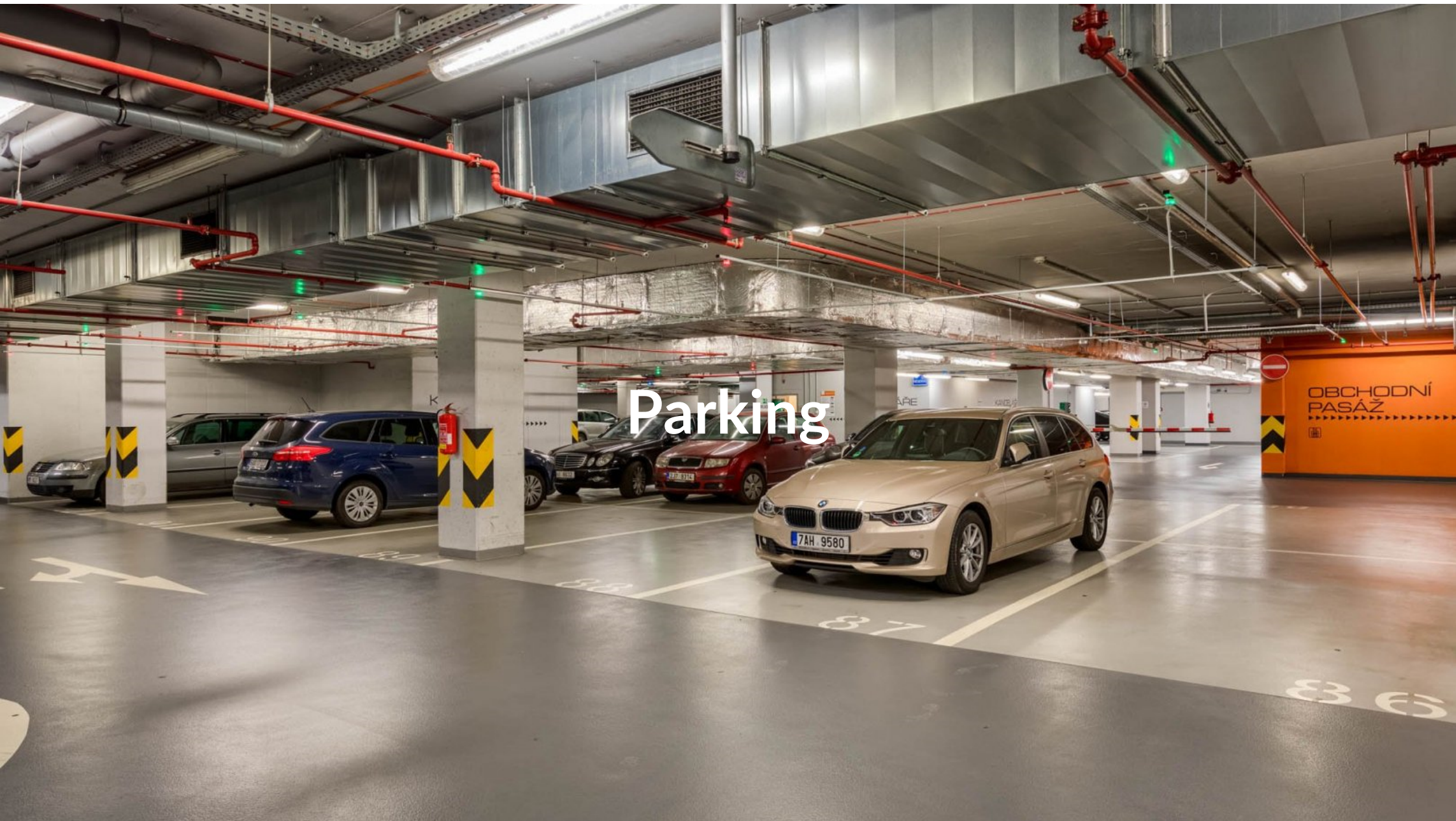
Comparison with results of previous surveys

A comparison with the results of previous surveys shows a significant increase in satisfaction, especially in the category of Definitely satisfied, where satisfaction rose by 20 p.p.



Satisfaction with shuttle transportation





Parking

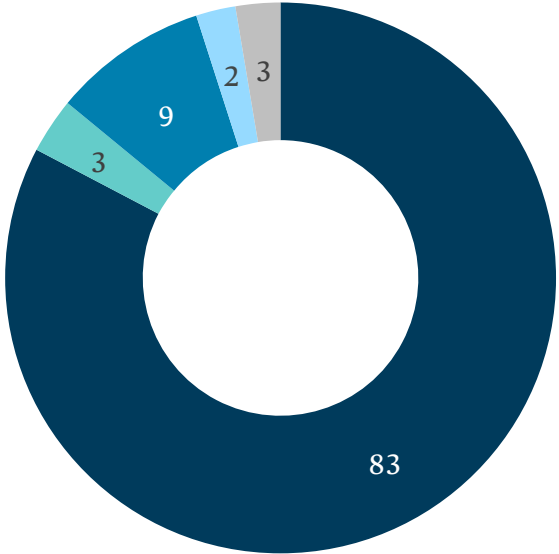
OBCHODNÍ
PASÁŽ

Five out of six drivers park in underground garages

- N1. Where do you most often park when driving to work?

A total of 86 % of the employees who come to Brumlovka by car or by motorcycle most frequently park right in Brumlovka.

- Underground garages of one of the buildings in Brumlovka
- Public parking in Brumlovka (underground and outdoor)
- Around the complex/where possible
- City of Prague commuter or other parking lot in combination with mass transit P+R
- Other



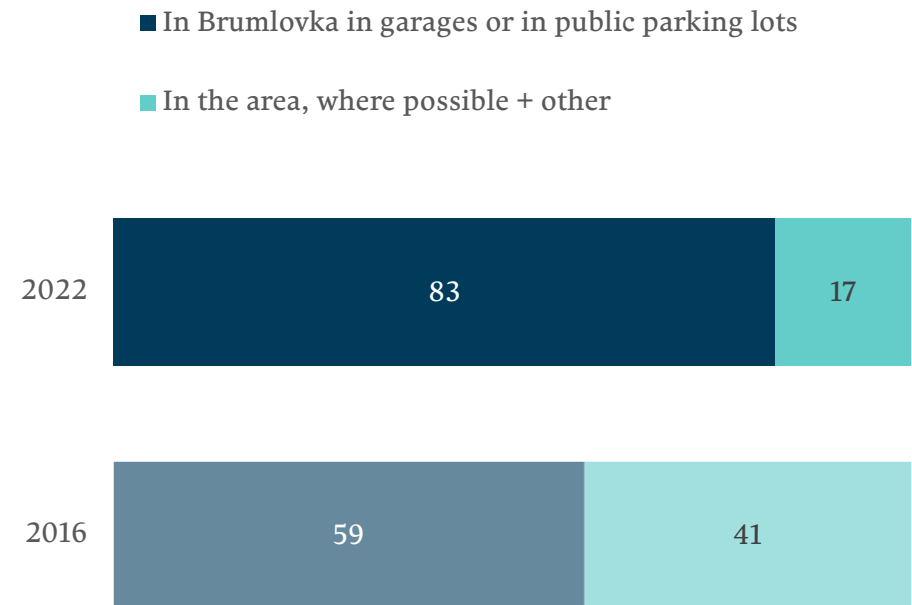
Respondents who at least sometimes come by car or motorcycle, n=1977 [info in %]



Comparison with results of previous survey

The share of people who park in underground garages or in public parking lots in Brumlovka has increased significantly in the last six years.

Most frequent parking spots

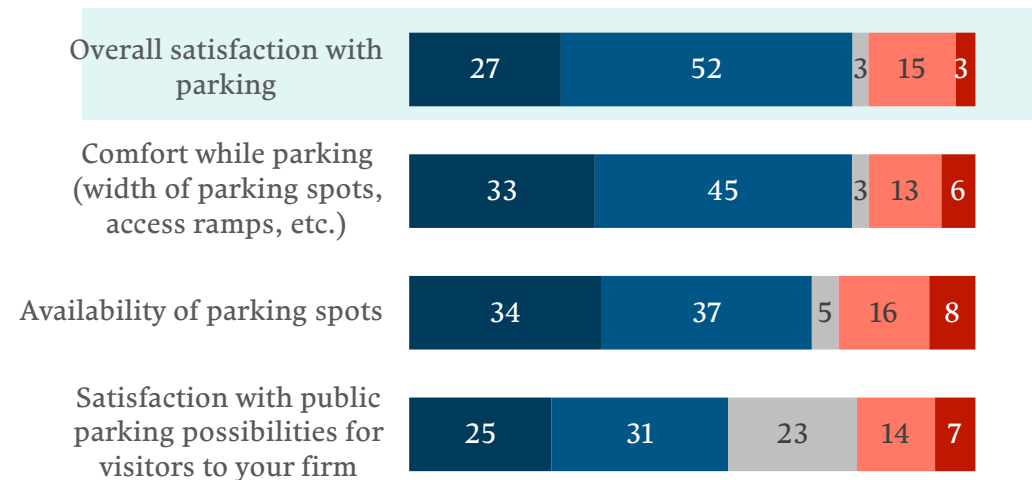




Satisfaction with parking in Brumlovka

- Q8. Please state how you personally are satisfied with parking throughout all of Brumlovka, with regards to the following parameters:

A total of 78 % of the people who park in Brumlovka are satisfied with the parking.



Respondents who park in Brumlovka, n=1690 [info in %]

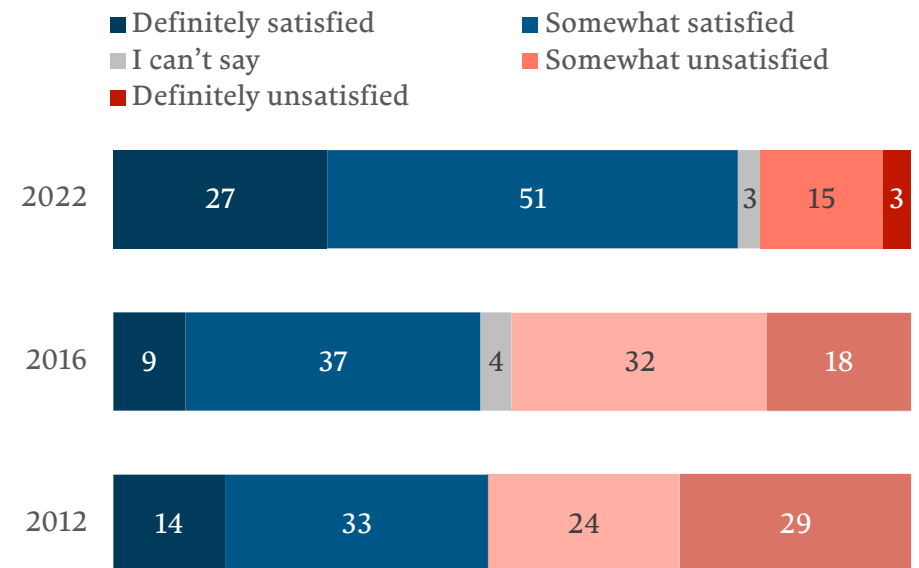
Comparison with results of previous surveys

Compared to the results of the survey from 2016, the overall satisfaction with parking has increased significantly by 32 p.p.

It is quite unusual for surveys concerning parking in Prague to produce such positive results. The fact that the parking possibilities in Brumlovka are assessed predominantly positively points to the well thought out solution to this issue.



Satisfaction with parking





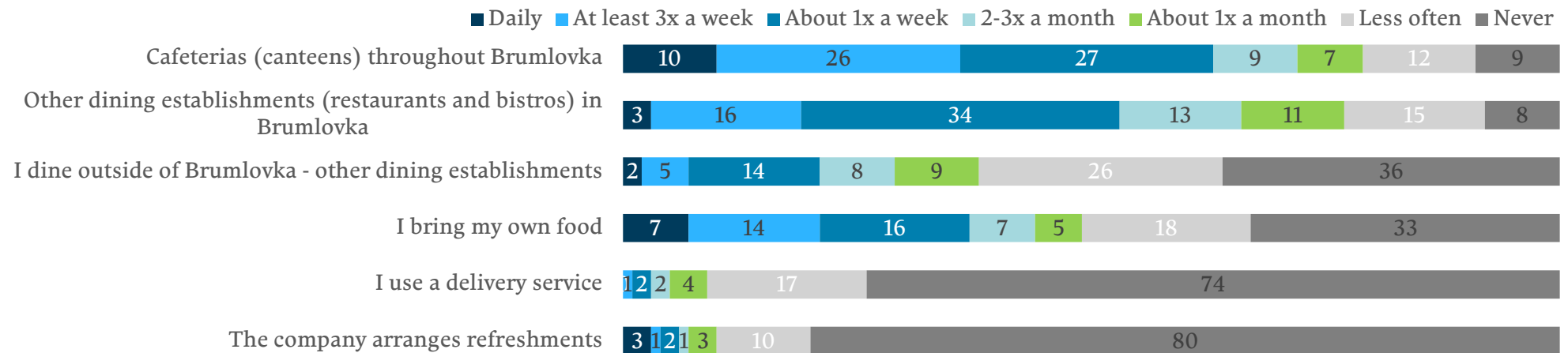
Dining



Dining preferences in Brumlovka

- Q10. How often do you dine at work in the following manners:

The most popular dining method in Brumlovka is cafeterias, which 2/3 of those surveyed visit at least once a week.



All respondents, n=3290 [info in %]

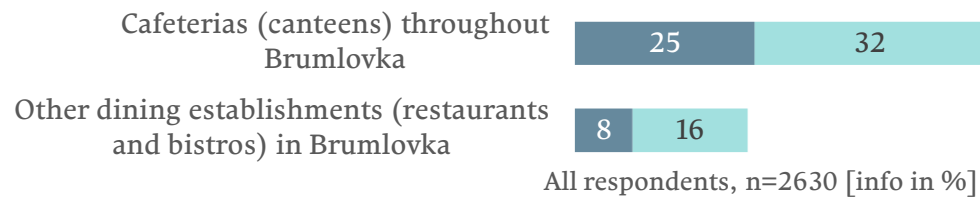


Comparison with results of previous surveys

Dining methods

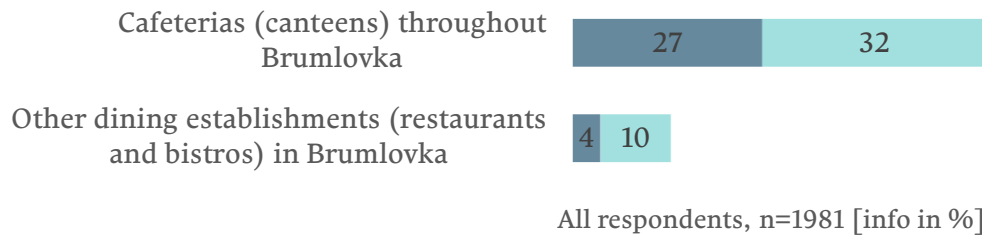
2016

■ Daily ■ At least 3x a week



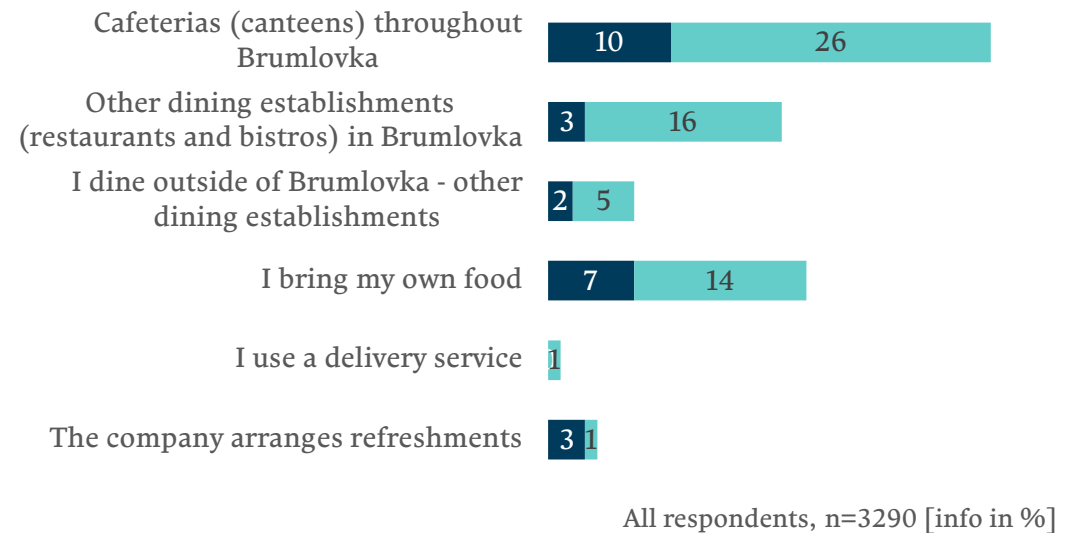
2012

■ Daily ■ At least 3x a week



2022

■ Daily ■ At least 3x a week



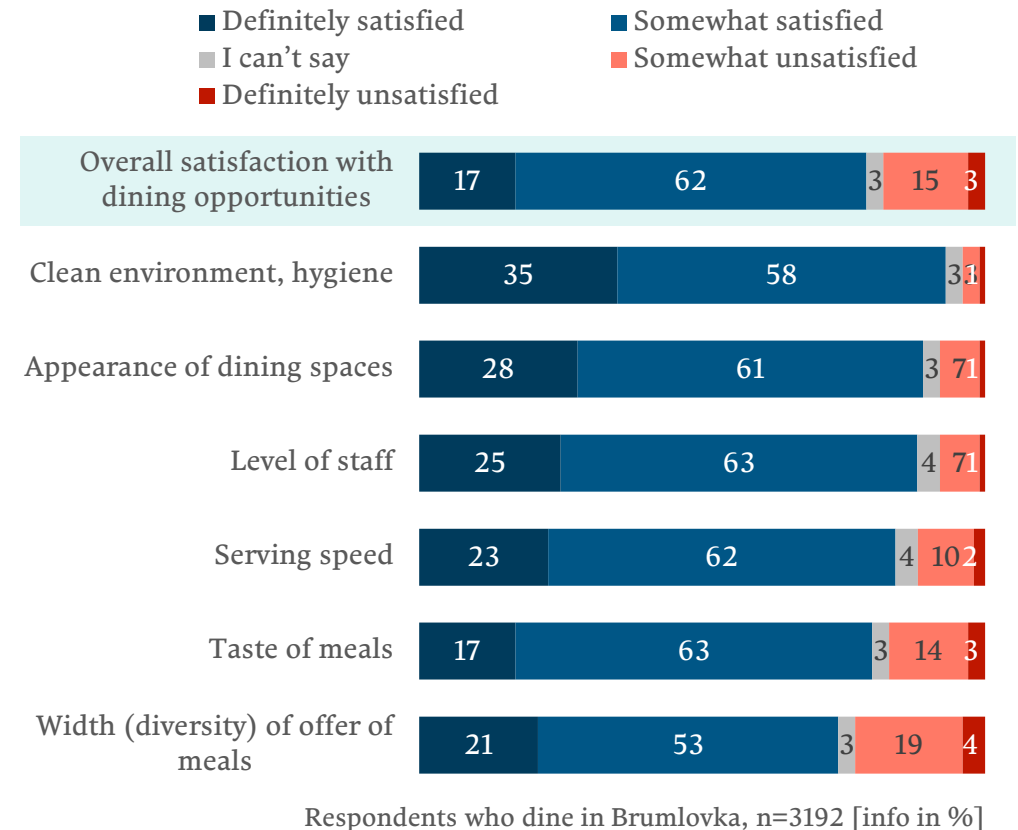


Satisfaction with dining in Brumlovka

- Q12. Please state how you personally are satisfied with dining in Brumlovka.

A total of 79 % of the respondents who dine in Brumlovka are satisfied with the dining in Brumlovka.

Satisfaction predominates in all the evaluated aspects.



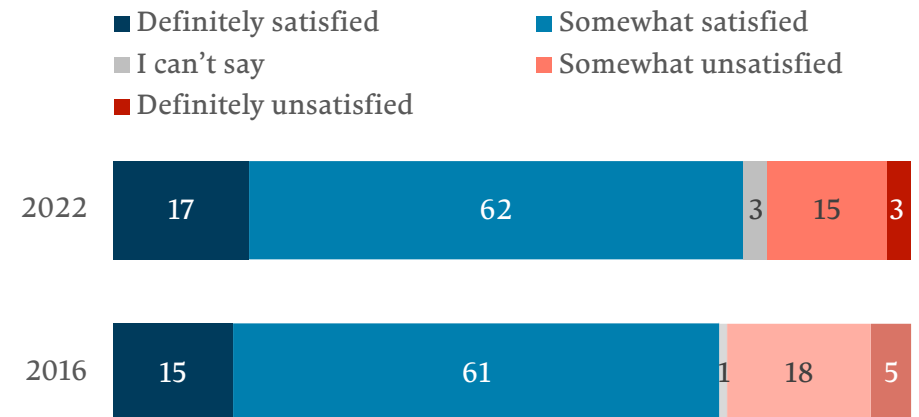


Comparison with results of previous survey

Compared to the results of the survey in 2016, satisfaction of dining opportunities shows only a slight increase by 3 p.p.



Satisfaction with dining opportunities



A photograph of a modern building courtyard. The building has a mix of brown and blue facades with large windows. In the foreground, there is a water feature with a small waterfall and a planter box with various plants. The text "Buildings, technologies and services" is overlaid in the center.

Buildings, technologies and services



Overall satisfaction with building facilities

- Q18. Overall satisfaction with building technical facilities.

Those **employees who were trained in how to handle the technology are more often satisfied (90 %) with the technical facilities.**

Satisfaction with personnel

- N12. Please state how satisfied you are with the following services in your building. Reception personnel and building security

92 % of employees in Brumlovka are satisfied with the reception personnel.

79 % of employees in Brumlovka are satisfied with the security.

Satisfaction with cleaning of public spaces

94 % of employees in Brumlovka are satisfied with the cleaning of public spaces.





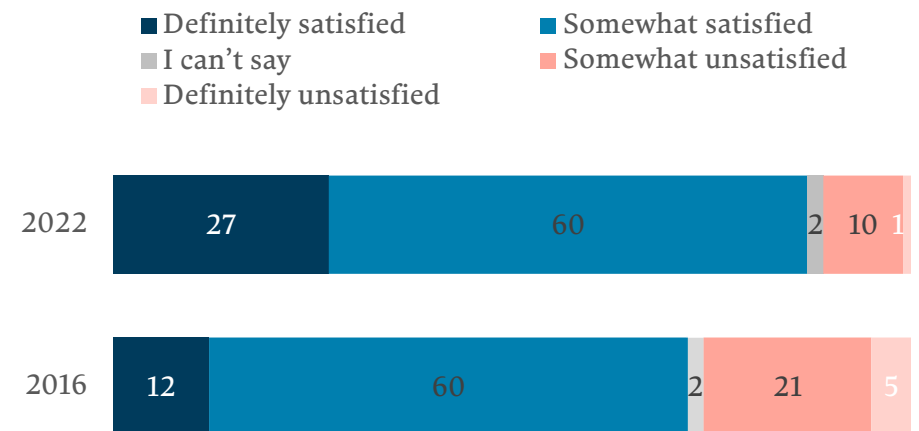
Comparison with results of previous survey

The increase in satisfaction with the technical facilities of buildings took place in the *definitely satisfied* category. This significant improvement can be attributed to the reconstruction of the buildings.

The evaluation of the respondents for this year is very positive, even though from the last survey in 2016 the demands on the quality and technical condition of office buildings and the offices themselves have generally increased considerably.



The satisfaction with technical facilities of buildings improved by 15 p.p.





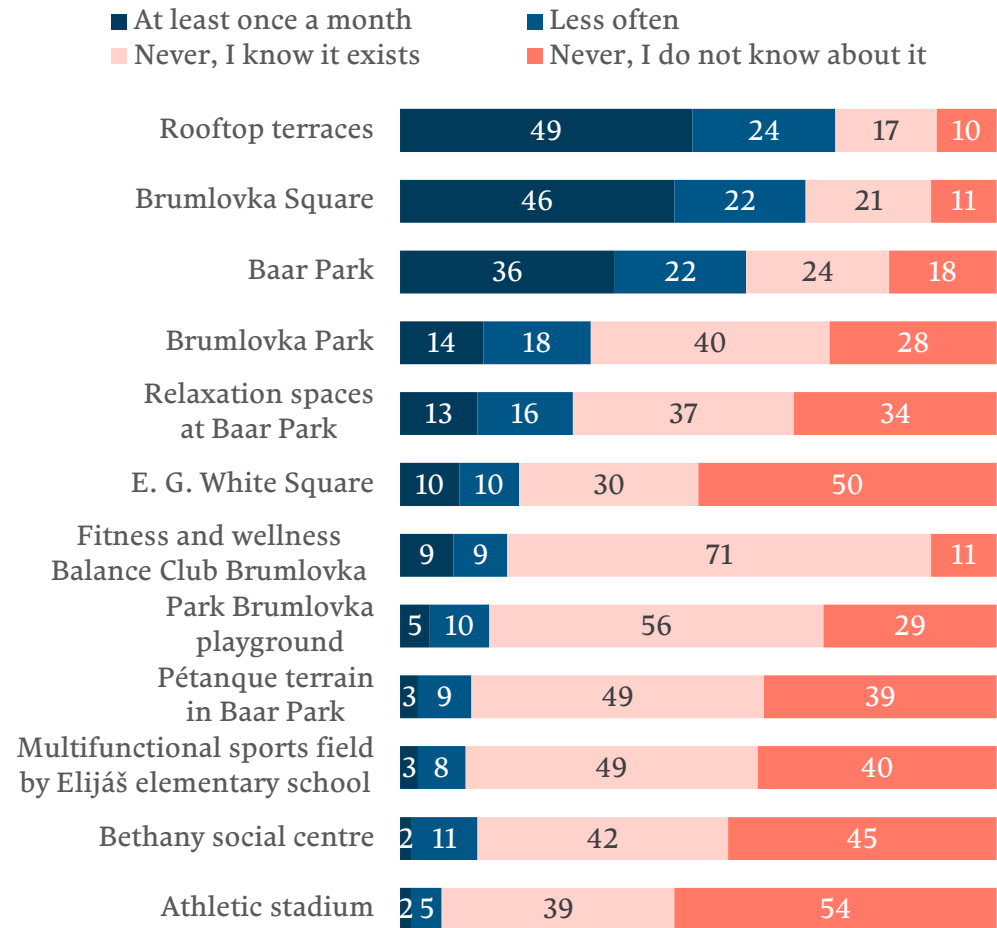
Services



The usage and knowledge of places in Brumlovka

- Q20. Which of the following places in Brumlovka do you visit or use their services and roughly how often?

More than half the people visit the rooftop terraces of buildings, Brumlovka Square and Baar Park.



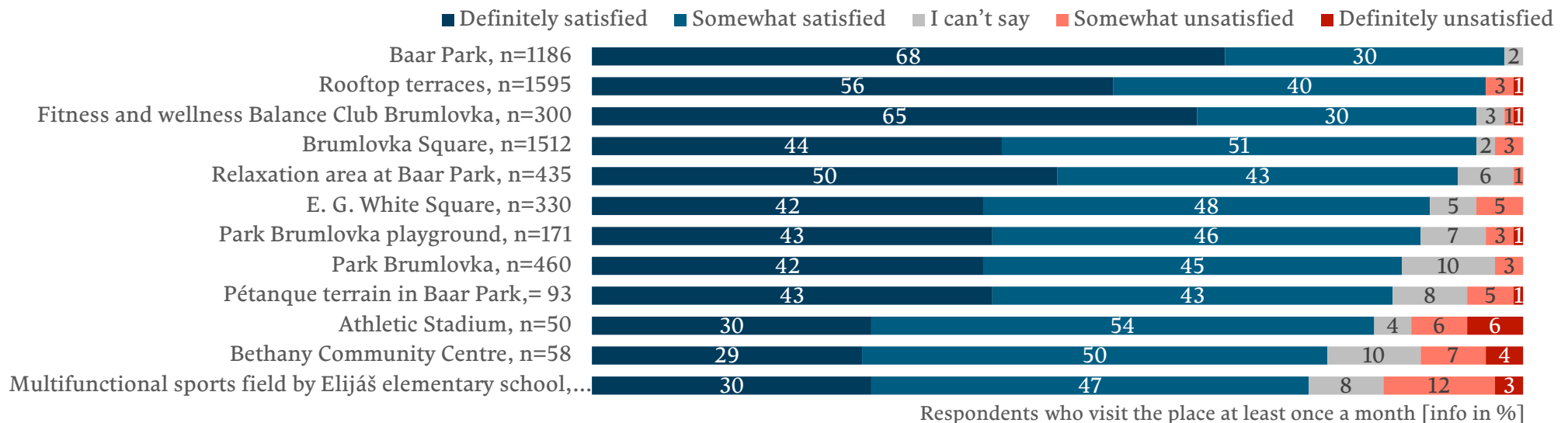
All respondents, n=3290 [info in %]



Satisfaction with places in Brumlovka

- Q21. Please state how you personally are satisfied with:

The best evaluated places in Brumlovka include the public spaces Baar Park and Brumlovka Square, but also the rooftop terraces and Balance Club Brumlovka.

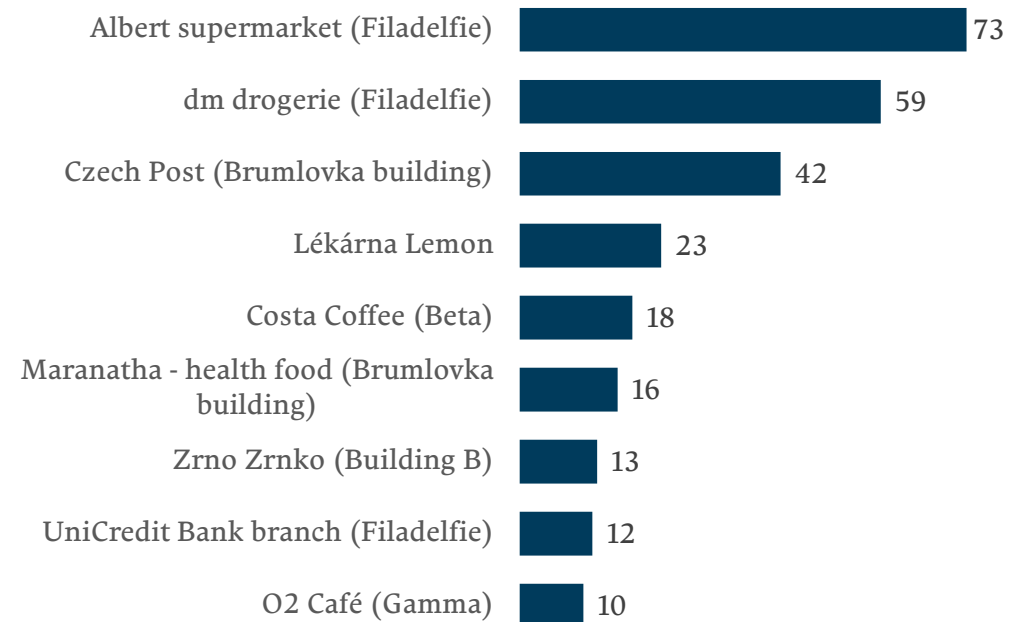




Most frequently visited shops and services

- Q22. Which of the following shops and services in Brumlovka do you visit most often? Up to 5 of the most used

Three quarters of the employees chose the Albert supermarket as **among the 5 most visited shops or services.**



All respondents, n=3290 [info in %]



Popular types of cultural/social events

- N16. What types of cultural/social events do you like to visit/use in Brumlovka?

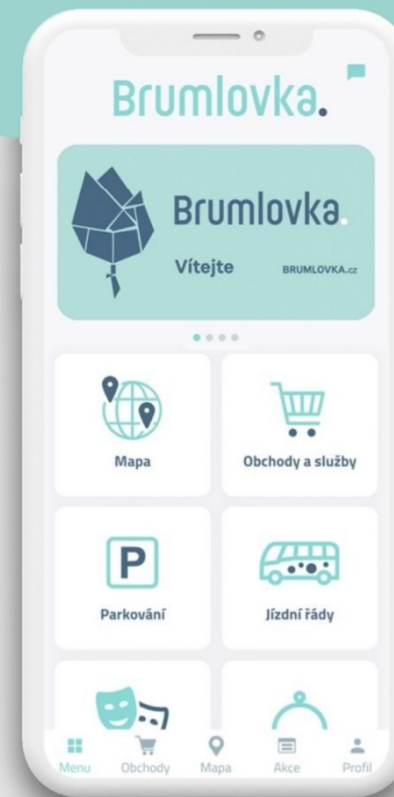
The most popular type is food events. Four out of five surveyed like to visit Souping, the street food festival, St Martin's Fair, etc. This type of event is popular throughout various groups.

Women (73 %) and people older than 45 (82 %) prefer the regular traditional markets.



Respondents who visit an event at least once a month, n=781 [info in %]

Information





Most used sources of information about Brumlovka

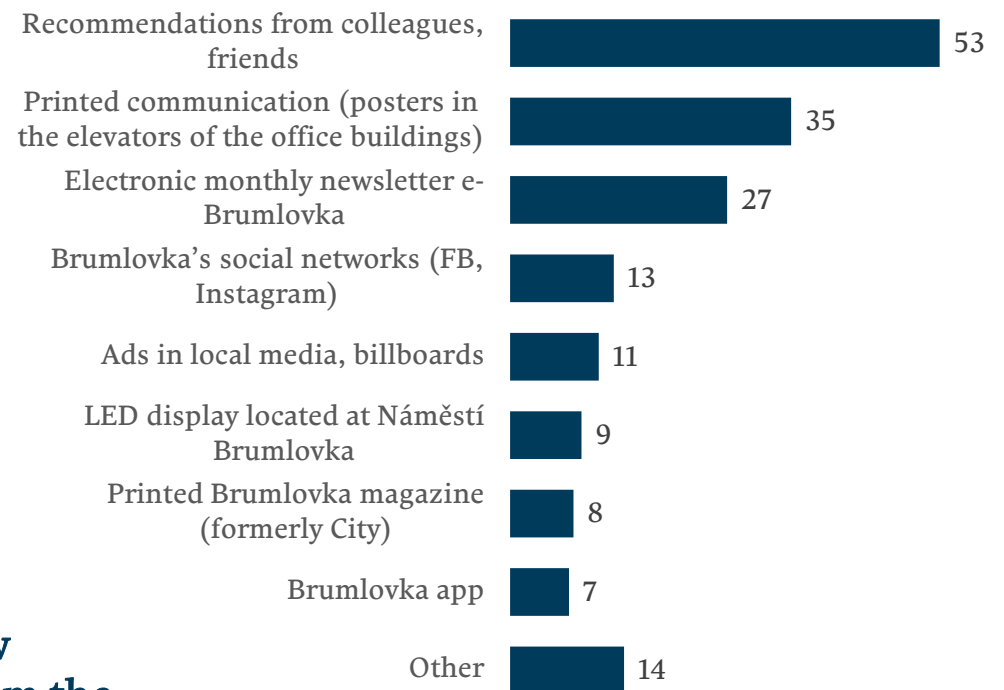
- Q31. From where do you most often get information about the complex, locality, shops and services in Brumlovka?

Recommendations from colleagues and friends is one of the most used sources of information for more than half of the respondents.

The readership of the electronic monthly e-Brumlovka as a source of information increases with the number of years spent in Brumlovka.

Two of five employees of firms in Brumlovka know the Brumlovka app

One out of four employees draw information from the brumlovka.cz website



All respondents, n=3290 [info in %]

A rooftop garden with a wooden deck, outdoor furniture, and various plants, overlooking a city skyline under a clear blue sky. The scene is bright and sunny, with a clear blue sky and a cityscape in the background. The garden features a wooden deck with a table and chairs, and several raised garden beds filled with various plants and flowers. A modern building with large windows is visible on the right side of the image.

Brumlovka Locality

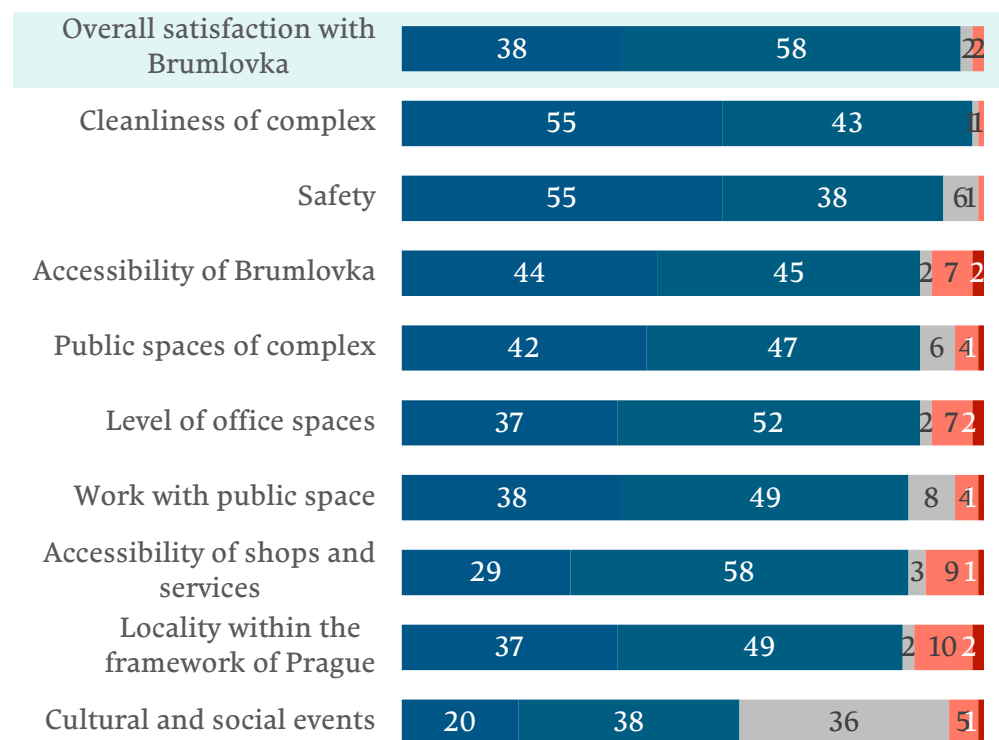
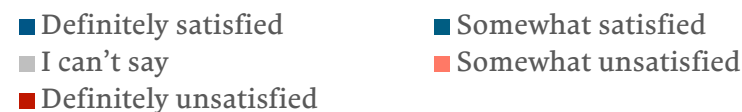
Satisfaction with Brumlovka Locality



- Q27. Please specify how satisfied you are with Brumlovka in terms of the following parameters:

A total of 96 % of employees are satisfied with Brumlovka.

The cleanliness of the complex and safety are among the strengths.



All respondents, n=3290 [info in %]



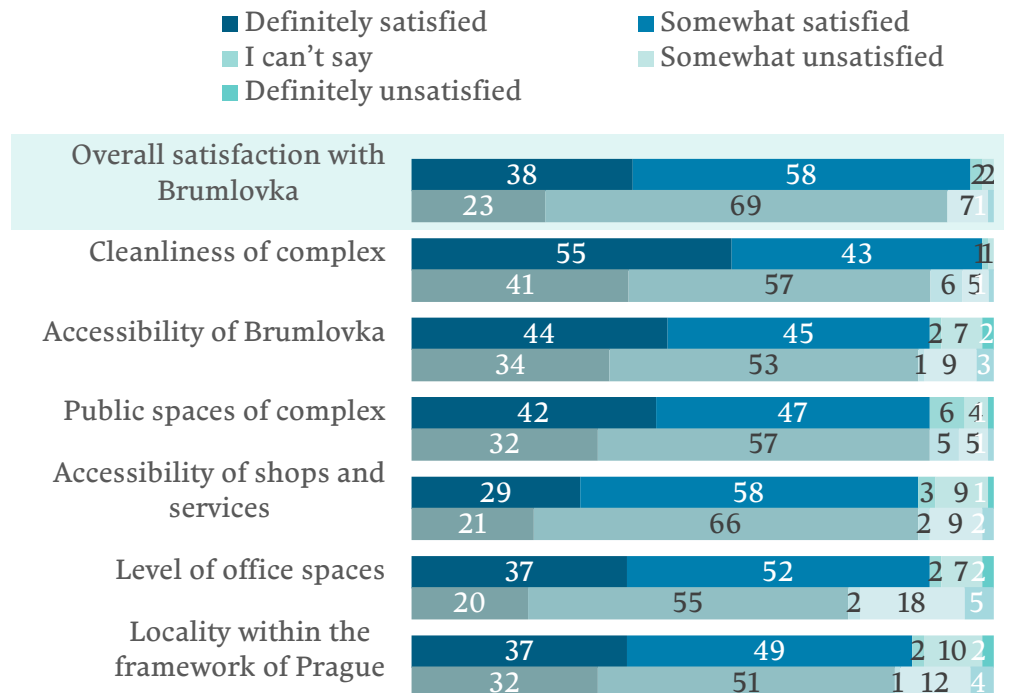
Comparison with results of previous survey

The share of definitely satisfied respondents increased significantly from 2016 by 15 p.p.

Most of the changes in the individual aspects took place in the shift from the *somewhat satisfied* category to *definitely satisfied*.

This shift between response categories is interesting seeing that Czechs tend to be more critical in surveys than other nationalities and are not used to voting at the extremes of the scale even when they are very satisfied. However, the developments in Brumlovka have convinced them to express their utmost satisfaction.

Comparison of 2022 and 2016



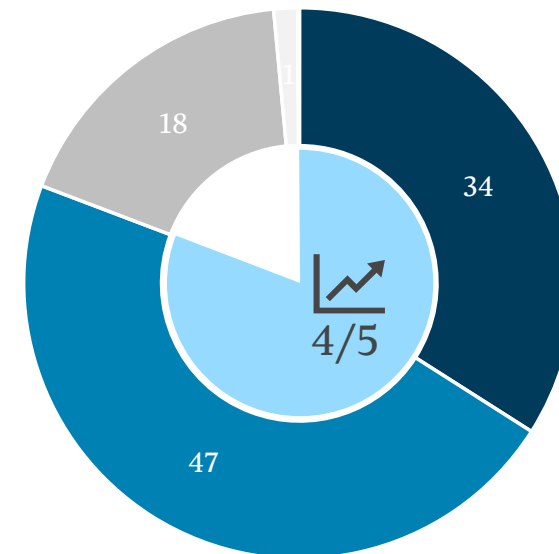


Development of Brumlovka

- Q30. In your opinion, Brumlovka is, over time...

Four out of five employees think that Brumlovka is improving over time.

- Definitely improving
- Somewhat improving
- Remaining the same
- Somewhat worsening
- Definitely worsening



All respondents, n=3290 [info in %]

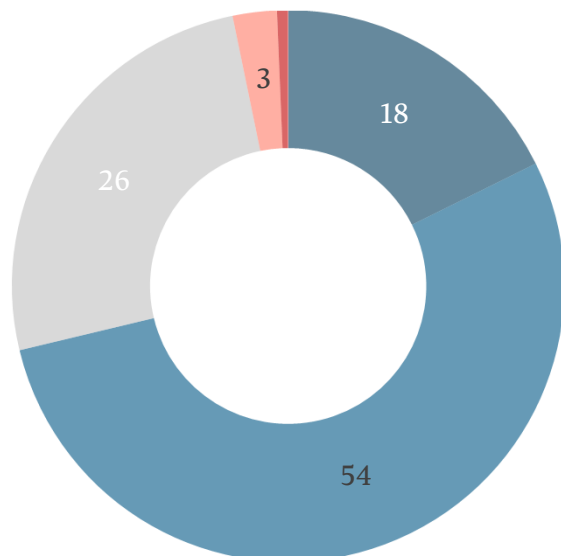


Comparison with results of previous survey

Evaluation of development of locality

2016

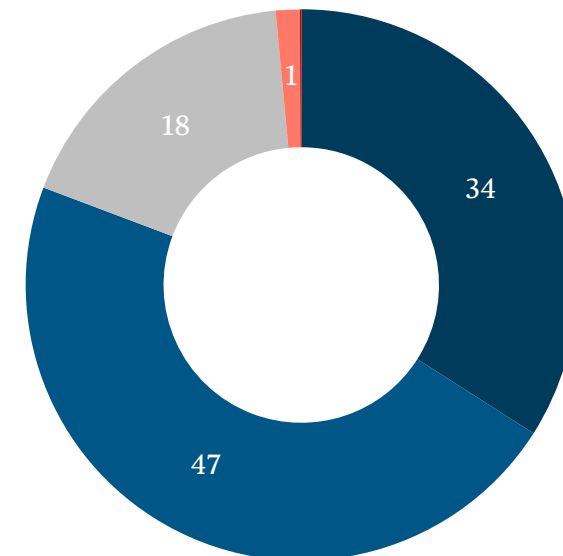
■ Definitely improving ■ Somewhat improving ■ Remaining the same
■ Somewhat worsening ■ Definitely worsening



All respondents, n=2630 [info in %]

2022

■ Definitely improving ■ Somewhat improving ■ Remaining the same
■ Somewhat worsening ■ Definitely worsening



All respondents, n=3290 [info in %]

Messages to Brumlovka



Messages to Brumlovka

- Q32. Do you want to tell Brumlovka something? Do you have any comments, suggestions, comments?

“
Brumlovka is a very pleasant to work for me, but also to live.”

“
Brumlovka is a nice place, I like where it is headed and how all the communication is handled.”

“
Brumlovka is an amazing place! The architecture, trees, cleanliness, everything on an amazing level. If only I could visit Costa at the weekend and also shop at Albert, I would be delighted.”

“
Brumlovka is nice, green, clean.”

“
Brumlovka is a modern business centre.”

“
I hope the site thrives and turn from a business centre into a place where people want to live.”

“
Brumlovka is for me (an older vintage) really a city in a city, I really like it here and it is well taken care of by the owner, it would be nice if property everywhere was so cared for, thanks.”

“
Yes, I would like to say that this is a very beautiful place and I am glad that I work in this area. Thank you for all the activities that are taking place here, I definitely see that it is perfectly cared for and it is constantly getting better.”

“
Baar Park is a great place for a break and a short rest, beautifully maintained, super.”

“
Brumlovka is super. I have been coming to work here for 17.5 years.”





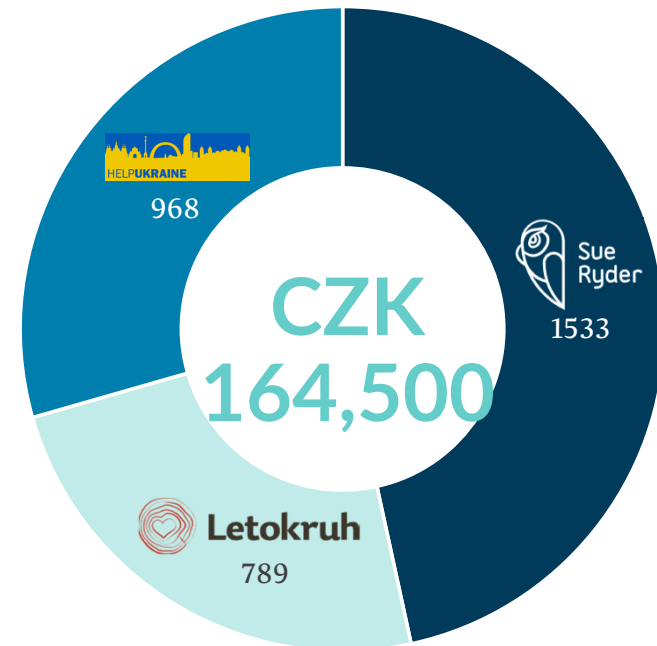
Passerinvest Group helps

Passerinvest Group donated CZK 50 to charity for each completed questionnaire.

In total, Passerinvest Group handed out CZK 164 500.

Each respondent could choose an organisation to which the money was dedicated.

- SUE RYDER - support for a home for seniors in Prague Michle
- LETOKRUH - active involvement of seniors in voluntary activities in Prague
- HELP UKRAINE - current support for a fund for refugees from Ukraine



All respondents, n=3290

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Brumlovka.

Passerinvest