

## Metropolitan Areas Office Demand Survey

Autumn 2017



Expansion of work style reforms and changes in office space demand

December 7, 2017

More companies are starting to allow employees to be flexible on where and when they work, in order to secure human resources and improve productivity on the back of a decline in labor force. This trend will have an impact on office space demand. Against this backdrop, Xymax Real Estate Institute started a survey on a semi-annual basis in autumn 2016 on office use and work styles, analyzing their influence on office space demand. This report covers the results of our third survey.

### Summary of Survey Results

#### 1. Office Space Demand Change (October 2016 – September 2017) (Page 2 – Page 6)

- 37.5% of companies **had** an increase in the number of office workers over the past year. This is larger than companies that **had** a decrease (12.3%) (Figure 1). 8.6% of companies expanded their office space, while 2.2% downsized (Figure 2). **Office space demand was robust.**
- Similar result for rent per tsubo (incl. CAM): Increased (15.9%) Decreased (1.9%) (Figure 3).
- 32.6% of companies still **think that their current office is not large enough** (Figure 4).

#### 2. Promoting Work Style Reforms (Page 7 – Page 11)

- 29.1% of companies currently promote work style reforms. Including companies that have already carried out the reforms, 37.9% of companies **have introduced work style reforms** (Figure 6).
- Most popular motive was decision of management (77.9%, Figure 7). Most popular purpose was to improve productivity (67.1%, Figure 8).
- **70%** of companies realize the effects of the reforms “very much” or “somewhat” (Figure 9).

#### 3. Diversification of Work Places (Promotion of Telework) (Page 12 – Page 16)

- 26.2% of companies are **making efforts in providing places and programs for telework** (Figure 18). Alternative work places are becoming more available, as evidenced in the growth in “work-from-home program” (19.2%) and “use of serviced or shared offices provided by specialized operators” (6.7%) from the previous survey (Figure 19).
- Larger companies have a higher introduction rate of work-from-home programs and third place offices (Figure 20).
- **Office space per person is smaller** at firms allowing telework than those that do not (Figure 22).

#### 4. What Companies Require in an Office (Page 17 – Page 19)

- The most popular tangible element was “convenient location” (88.6%), followed by “good cleaning, sanitation, and maintenance conditions” (82.8%) and “high security performance” (82.0%) (Figure 23). The most intangible elements were “comfortable work environment” (89.6%) and “motivates employees” (85.5%), indicating companies’ **awareness toward employee satisfaction** (Figure 24).

#### 5. Topics: Interest in Using Third Place Offices (Page 20 – Page 21)

- **20–30%** of companies are very interested or somewhat interested in the five major third place offices (Figure 26). Especially high in “**support features for workers with small children**” (35.7%).

# 1. Office Space Demand Change October 2016 – September 2017

1-1. Changes in the Number of Office Workers, Size of Office, and Rent per tsubo (incl. CAM charge) Over the Past Year

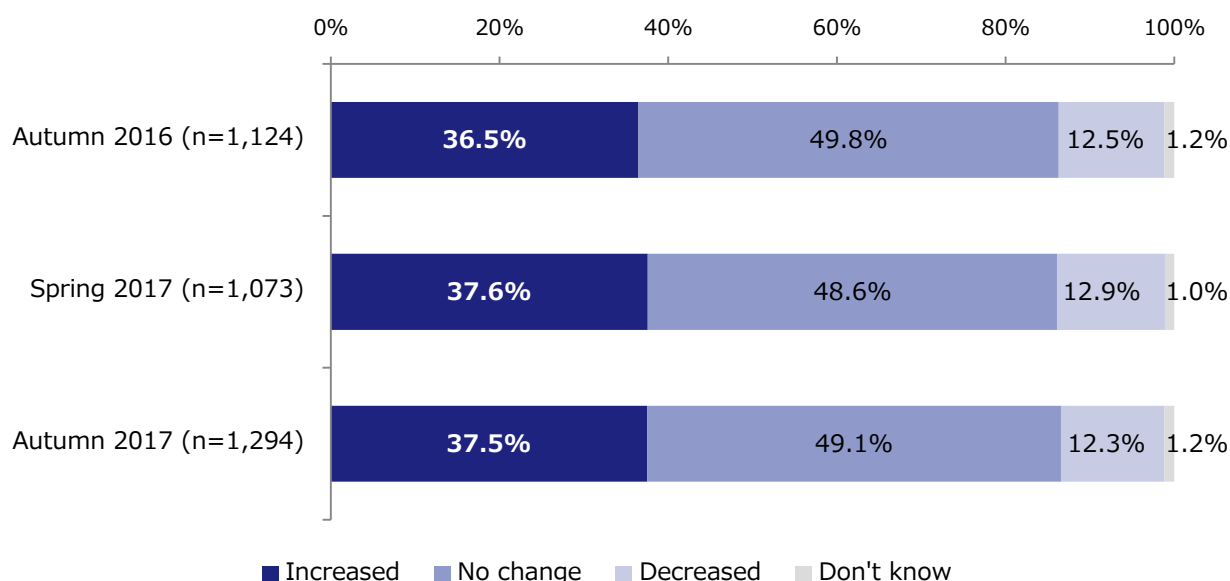
- ✓ More companies had an increase in number of office workers (37.5%) than a decrease (12.3%).
- ✓ More companies expanded (or decided to expand) office size (8.6%) than downsized (or decided to downsize) (2.2%).
- ✓ More companies saw an increase in rent per tsubo (incl. CAM) (15.9%) than a decrease (1.9%).

Changes in the number of office workers, size of office, and rent per tsubo (including CAM charge; the same applies hereafter) over the year starting October 2016 and ending September 2017 are as follows.

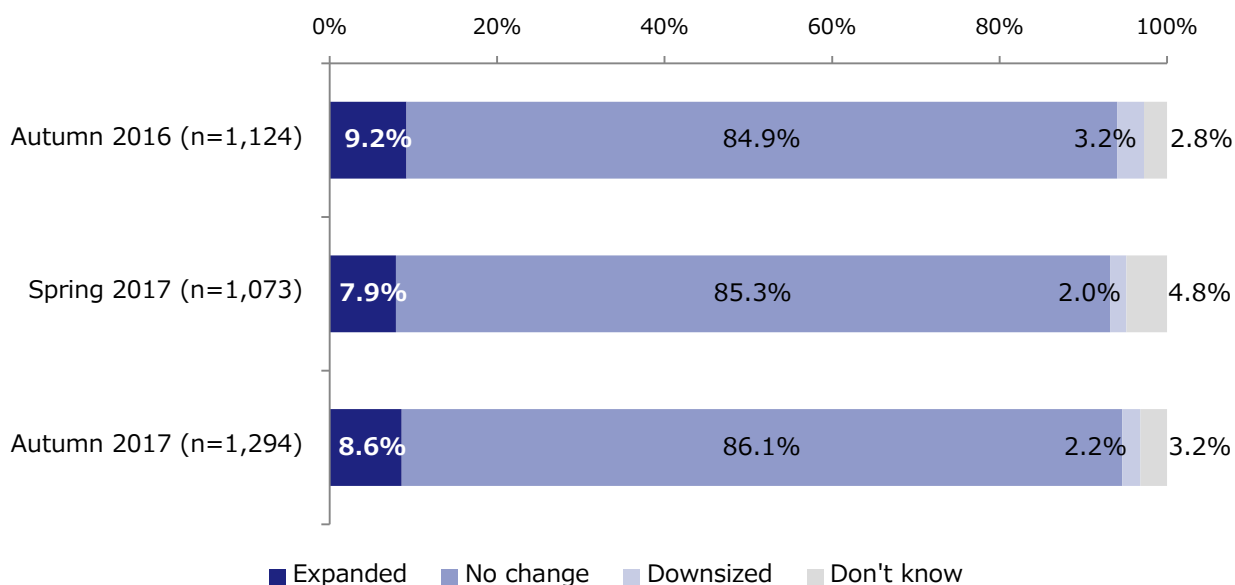
The number of office workers has a large impact on office demand. Companies that had an increase in the number of workers far exceeded companies that had a decrease by 25.2 points (**Figure 1, bottom row**). Likewise in the size of office space, the companies that expanded (or decided to expand; the same applies hereafter) exceeded companies that downsized (or decided to downsize; the same applies hereafter) by 6.4 points (**Figure 2, bottom row**), while companies that saw an increase in rent per tsubo exceeded those that saw a decrease by 14.0 points (**Figure 3, bottom row**). There was no significant change to this trend from the past two surveys (autumn 2016 and spring 2017; refer to end of report for details), indicating that demand remained strong.

This continued strength in office demand may be one of the factors of the limited availabilities of office space in metropolitan areas. The survey also indicates that some companies added workers without expanding their office space, since fewer companies expanded their office space compared to those that had an increase in the number of office workers. Such situation may have led to the results of the impression of office size (**Figure 4**).

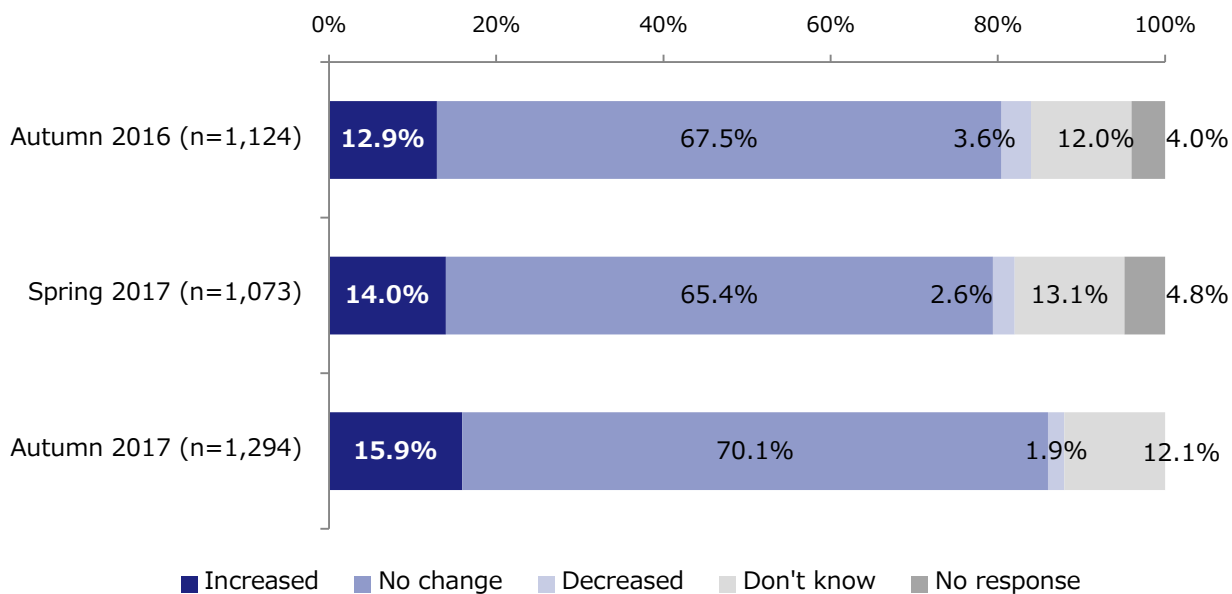
**Figure 1: Change in Number of Office Workers**



**Figure 2: Change in Size of Office**



**Figure 3: Change in Rent per tsubo**

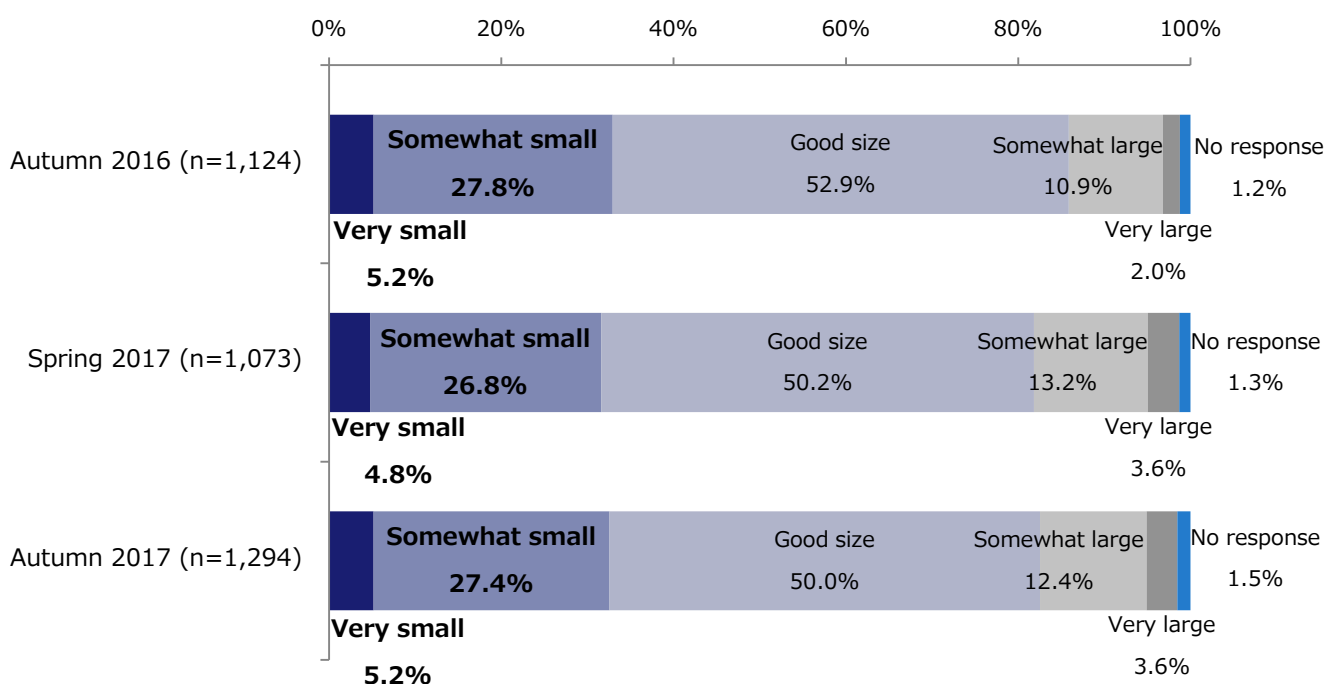


1-2. Impression of Office Size

- ✓ More than 30% of the companies think that their current office is “very small” or “somewhat small.”

We asked the respondents about the size of their current office. In total, 32.6% replied that their office was “very small” or “somewhat small” (**Figure 4, bottom row**). This is larger than the percentage of companies that said their office was “very large” or “somewhat large” (16.0%). This can be looked as a continued potential demand for office expansion, which has been seen since the beginning of this survey (**Figure 4, top and middle rows**).

Figure 4: Impression of Office Size



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### Changes in Size of Office and Rent per tsubo by Company Type

Analysis by type of company (size of company, industry, and location of office) showed different ranges in the increase and decrease of office space and rent.

**Figure 5** shows the two types of diffusion index (DI) based on changes in the year starting October 2016 and ending September 2017: Office Size DI, which is the percentage of companies that expanded their office minus the percentage of companies that downsized their office; and Rent DI, which is the percentage of companies that saw an increase in rent minus the percentage of companies that saw a decrease in rent.

▲ By Size of Company (Number of Employees)

Office Size DI was relatively high among large companies with employees of 1,000 or more, while Rent DI was relatively large at medium-sized companies with employees of 100–999.

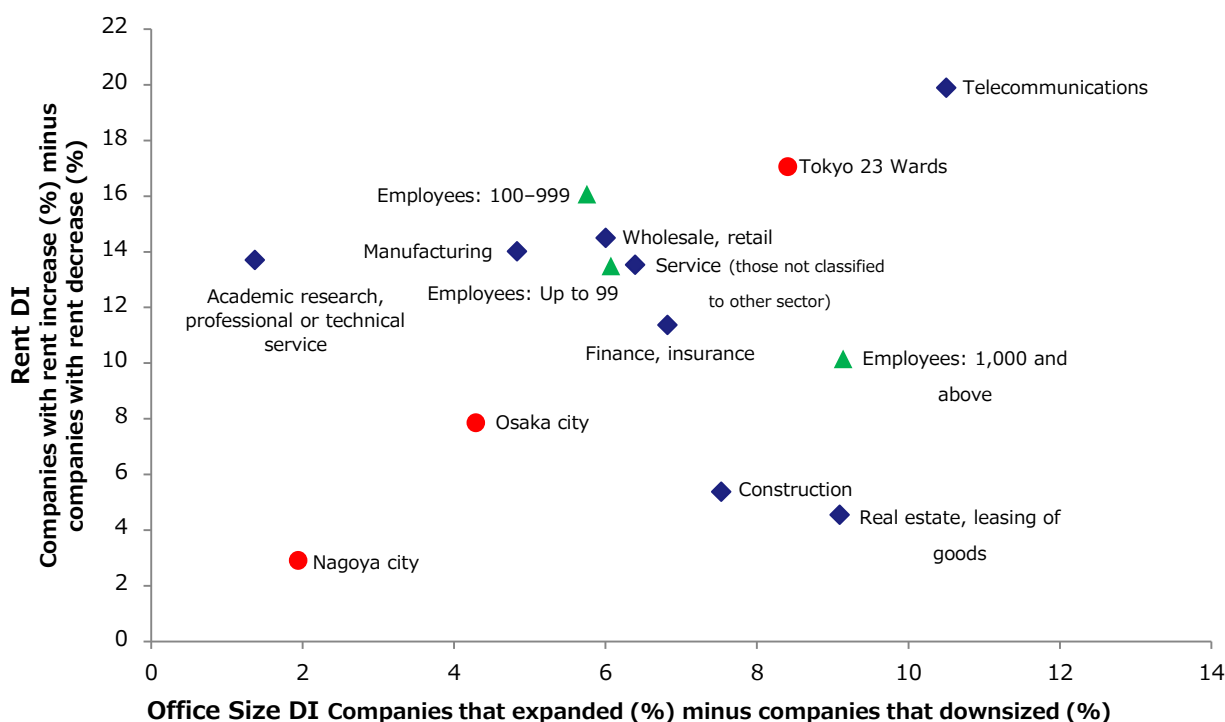
◆ By Industry

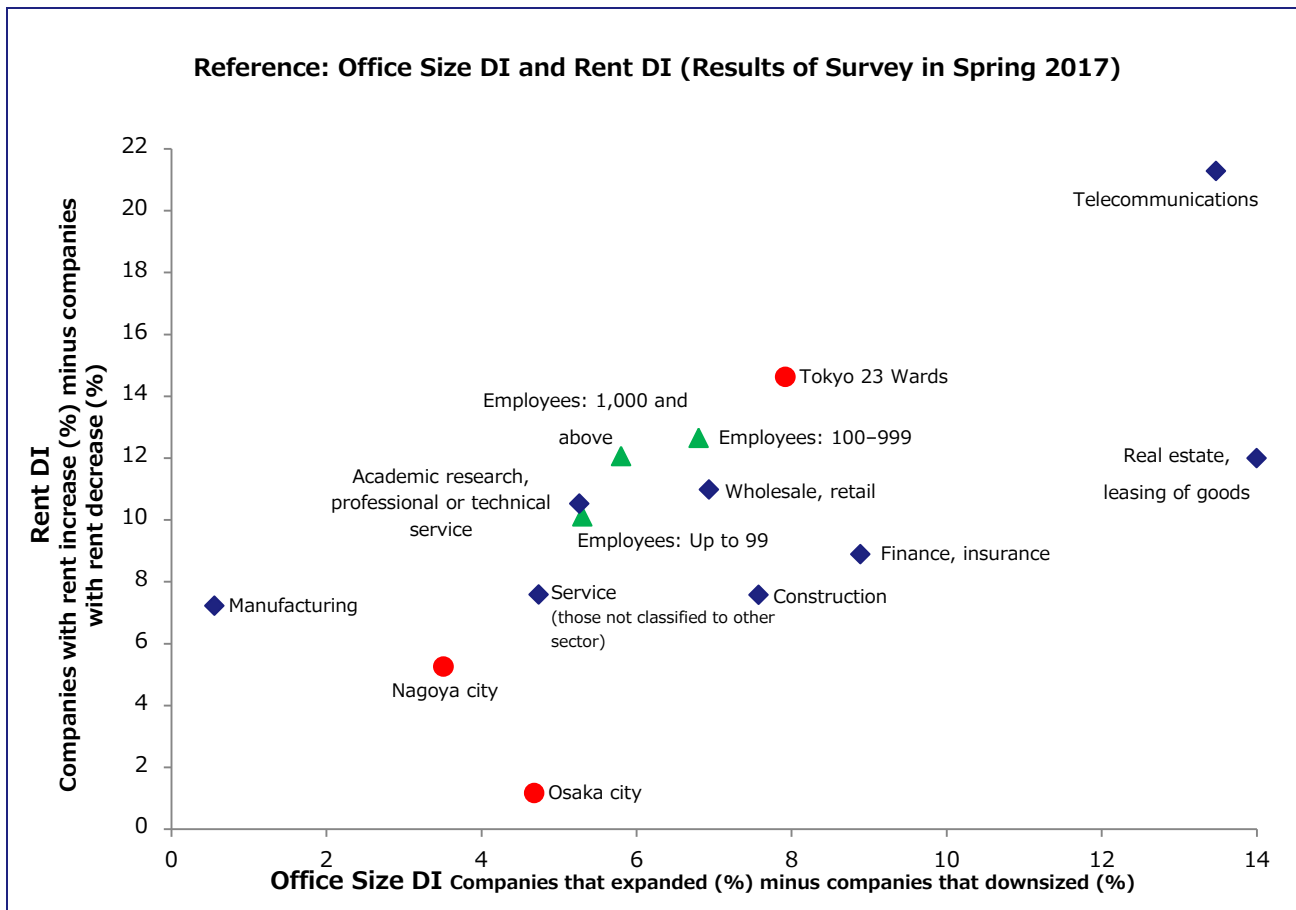
In the telecommunications industry, both Office Size DI and Rent DI were higher than other industries. The DI for rent increase was lower than the DI for office expansion in the construction and real estate/leasing of goods industries. The manufacturing industry, which was the most conservative in the spring 2017 survey (**Reference**), showed a jump in both DIs.

● By Location of Office

Both the DI for office expansion and rent increase were higher in Tokyo 23 Wards than other areas. They were relatively low in Nagoya, although both were positive. The rent DI for Osaka rose from the survey in spring 2017.

Figure 5: Office Size DI and Rent DI





**Metropolitan Areas Office Demand Survey Autumn 2017**

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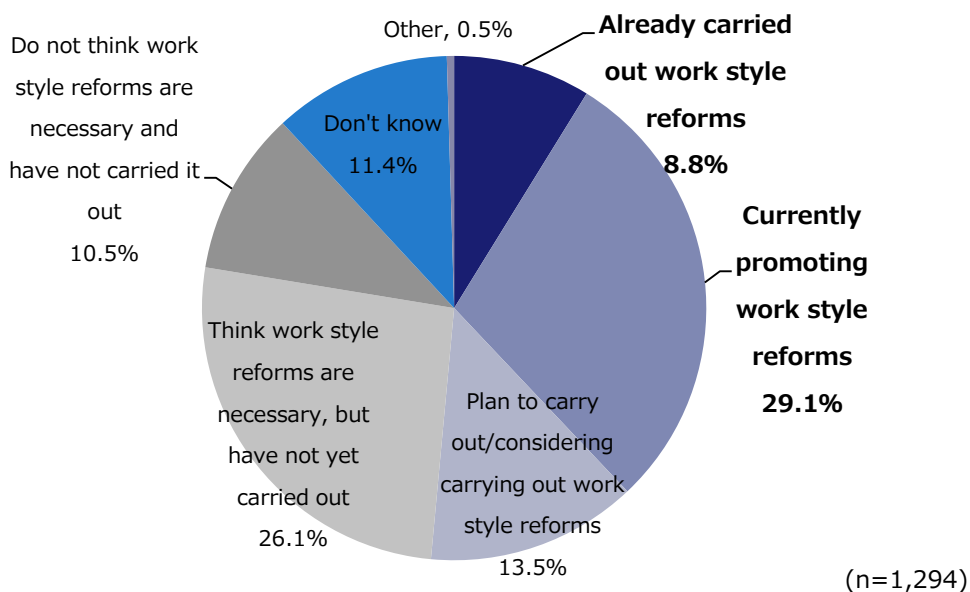
## 2. Promoting Work Style Reforms

### 2-1. Promoting Work Style Reforms

- ✓ 37.9% of companies replied that they were “currently promoting work style reforms” or had “already carried out work style reforms.”
- ✓ The top motive for introducing work style reforms was “decision of management” (77.9%). The most popular purpose of the reforms was to “improve productivity” (67.1%), followed by employee satisfaction purposes such as “work-life balance of employees” (59.5%) and “motivate employees” (58.4%).
- ✓ Around 70% of companies said they realized the effects of the reforms “very much” or “somewhat.”

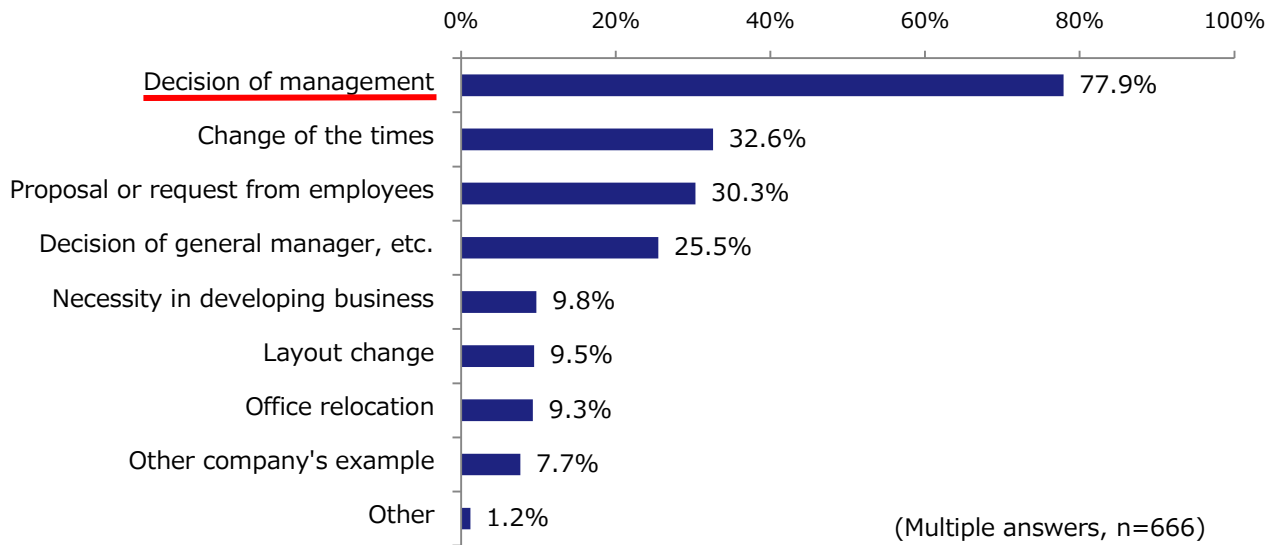
29.1% of companies replied that they were “currently promoting work style reforms.” Including companies that have “already carried out work style reforms,” the survey indicated that 37.9% of companies have embarked on reforms (**Figure 6**). In addition, 13.5% of the companies said they “plan to carry out/considering carrying out” the reforms. It is expected that work style reforms will continue to accelerate.

**Figure 6: Implementation of Work Style Reforms**

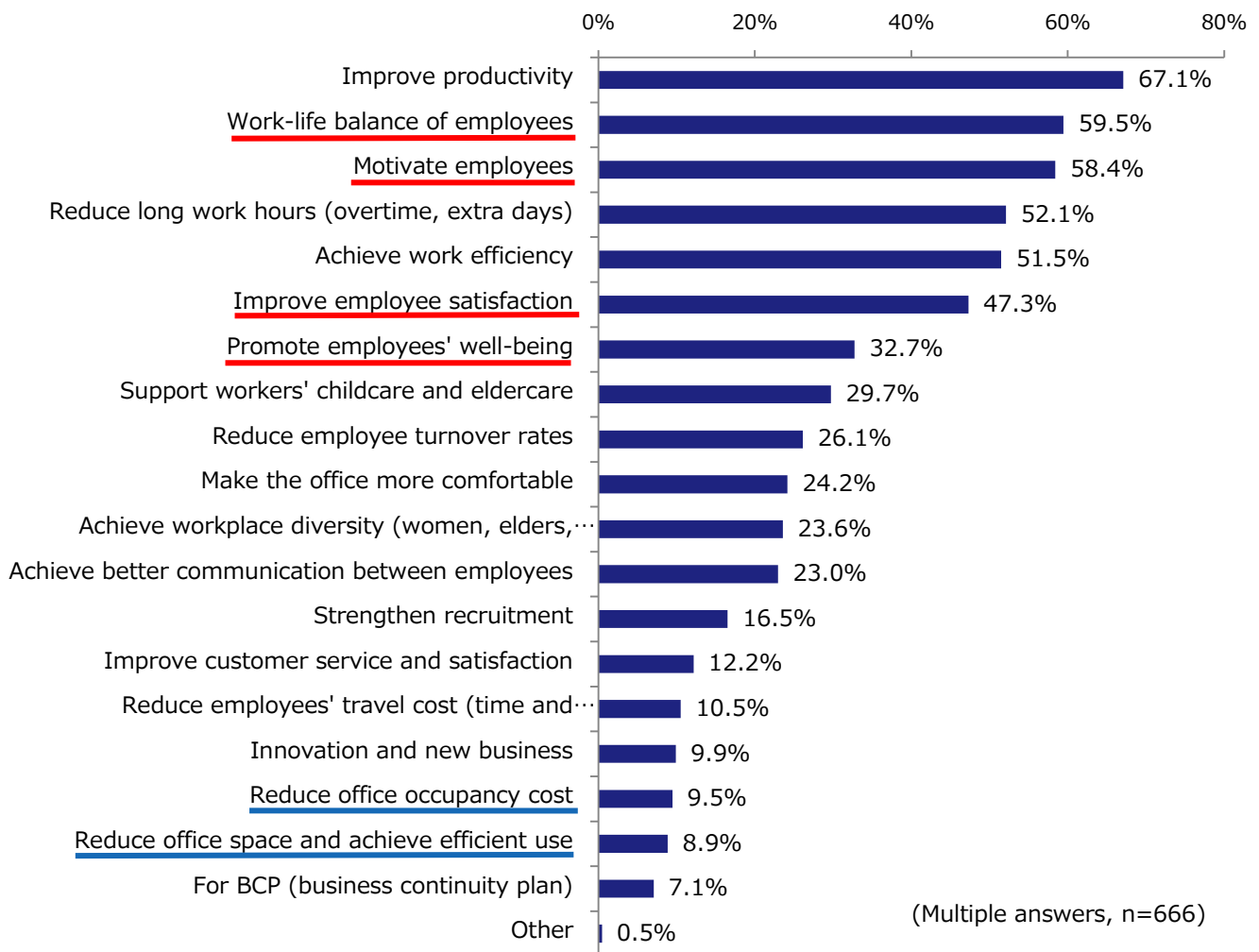


We asked companies that have carried out, currently promoting, plan to carry out, or considering carrying out work style reforms what motivated them to promote the reforms. “Decision of management” ranked top with 77.9% of replies (**Figure 7**). In terms of the purpose of promoting the reforms, “improve productivity” was top (67.1%), followed by “work-life balance of employees” (59.5%) and “motivate employees” (58.4%). Others high on the list were “improve employee satisfaction” (47.3%) and “promote employees’ well-being” (32.7%), while cost-related purposes such as to “reduce office occupancy cost” (9.5%) and “reduce office space and achieve efficient use” (8.9%) ranked low, indicating a rise in companies’ awareness in employee satisfaction (**Figure 8**).

**Figure 7: Motive for Promoting Work Style Reforms**



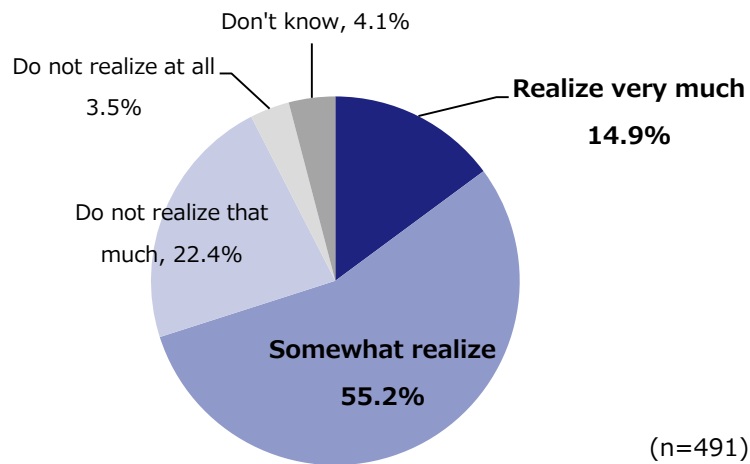
**Figure 8: Purpose of Work Style Reforms**





We asked companies that said they had already carried out or were promoting work style reforms about the effects of the reforms. As much as 70% of the companies replied that they realize the effects “very much” or “somewhat” (Figure 9). The highest-ranking effects were “work-life balance of employees” (47.7%) (Figure 10) and the top objectives of promoting work style reforms mentioned in the previous paragraph (Figure 8). It is assumed that companies that promoted the reforms with a sense of purpose feel the effects of the reforms.

**Figure 9: Realization of the Effects of Work Style Reforms**



**Figure 10: Effects of Work Style Reforms**



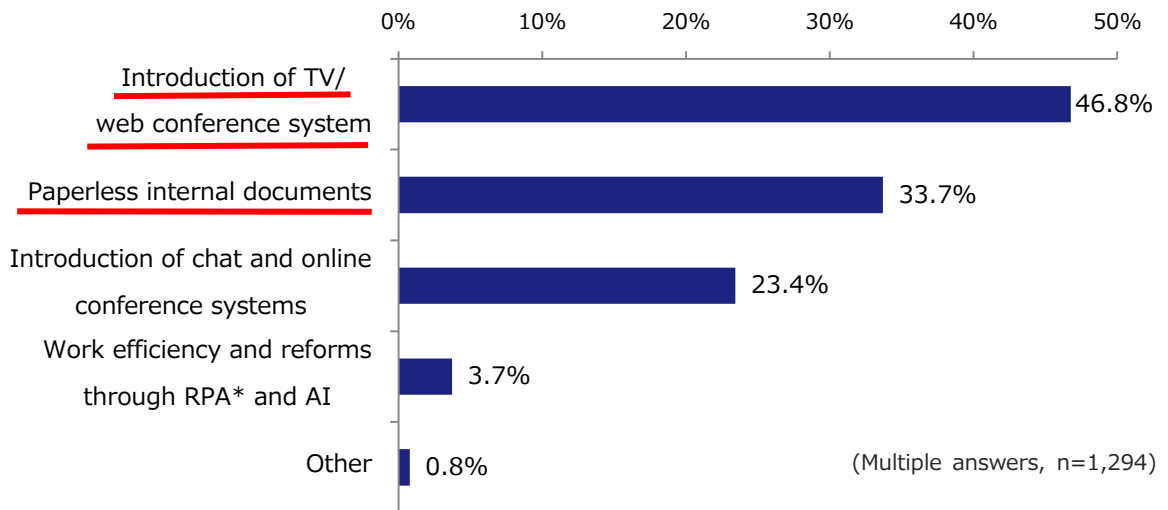
We also asked all respondents, including companies that have not promoted work style reforms, what efforts they were making in the following four areas to enable employees to work better: Use of ICT, commitment of management, human resources and labor, and education/enlightenment of workers.

In the use of ICT, relatively many companies promoted initiatives such as “introduction of TV/web conference system” (46.8%) and “paperless internal documents” (33.7%) (Figure 11).

In terms of initiatives in the commitment of management, 34.5% of the companies had issued a message by top management on work styles, which indicates the large impact management has on a company’s work styles (Figure 12), which is also evident in the “motive for promoting work style reforms” described earlier (Figure 7).

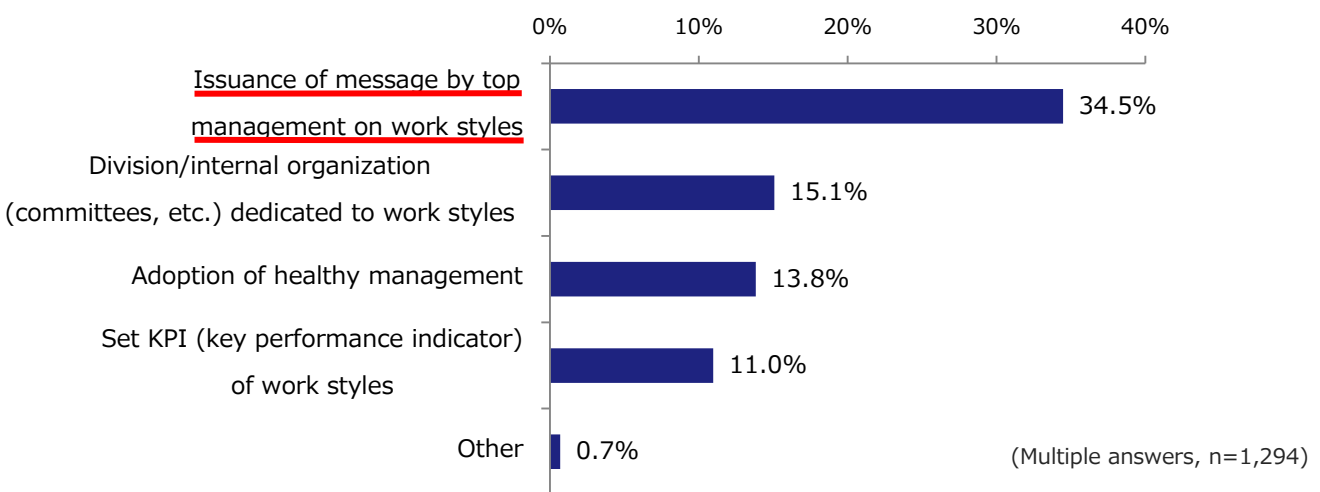
In human resources and labor, around 30% of the companies had introduced evaluation based on achievement instead of work hours or a flextime program (Figure 13). Regarding initiatives in education and enlightenment of workers, education of managers was carried out slightly more than education of members (Figure 14).

**Figure 11: Initiatives in Work Styles – Use of ICT**

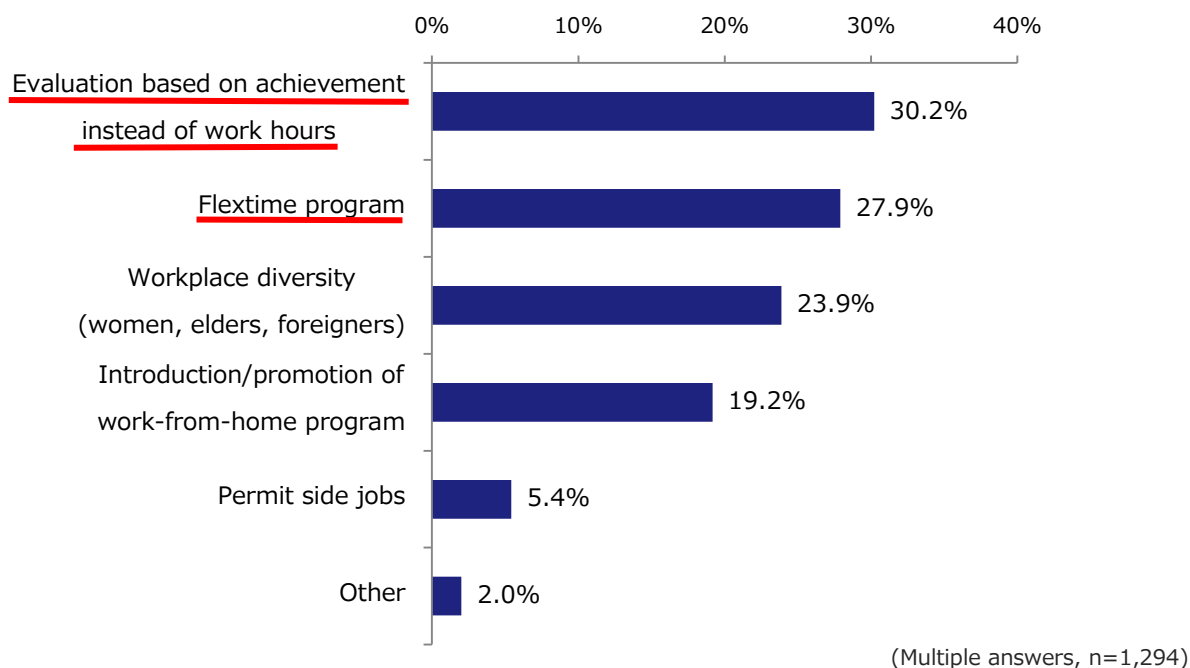


\*RPA (Robotic Process Automation): Automation of work processes using machine learning and cognitive technology.

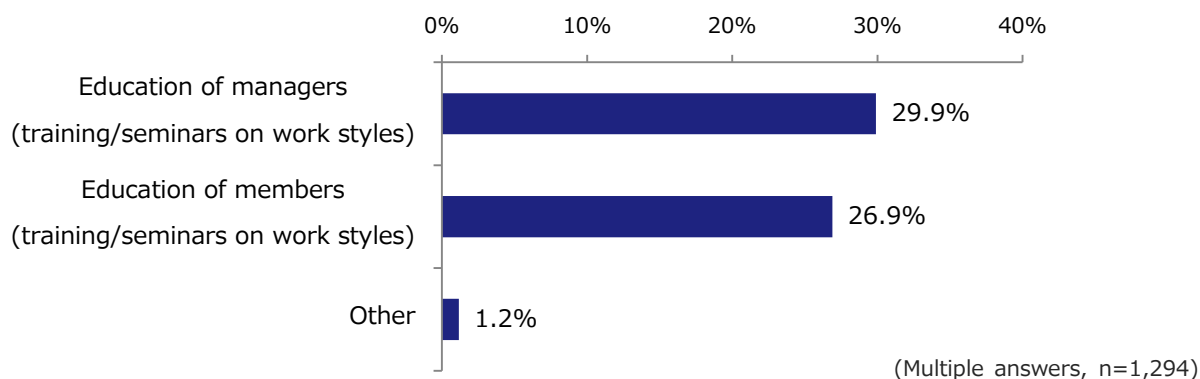
**Figure 12: Initiatives in Work Styles – Commitment of Management**



**Figure 13: Initiatives in Work Styles – Human Resources and Labor**



**Figure 14: Initiatives in Work Styles – Education and Enlightenment of Workers**



### 3. Diversification of Work Places (Promotion of Telework)

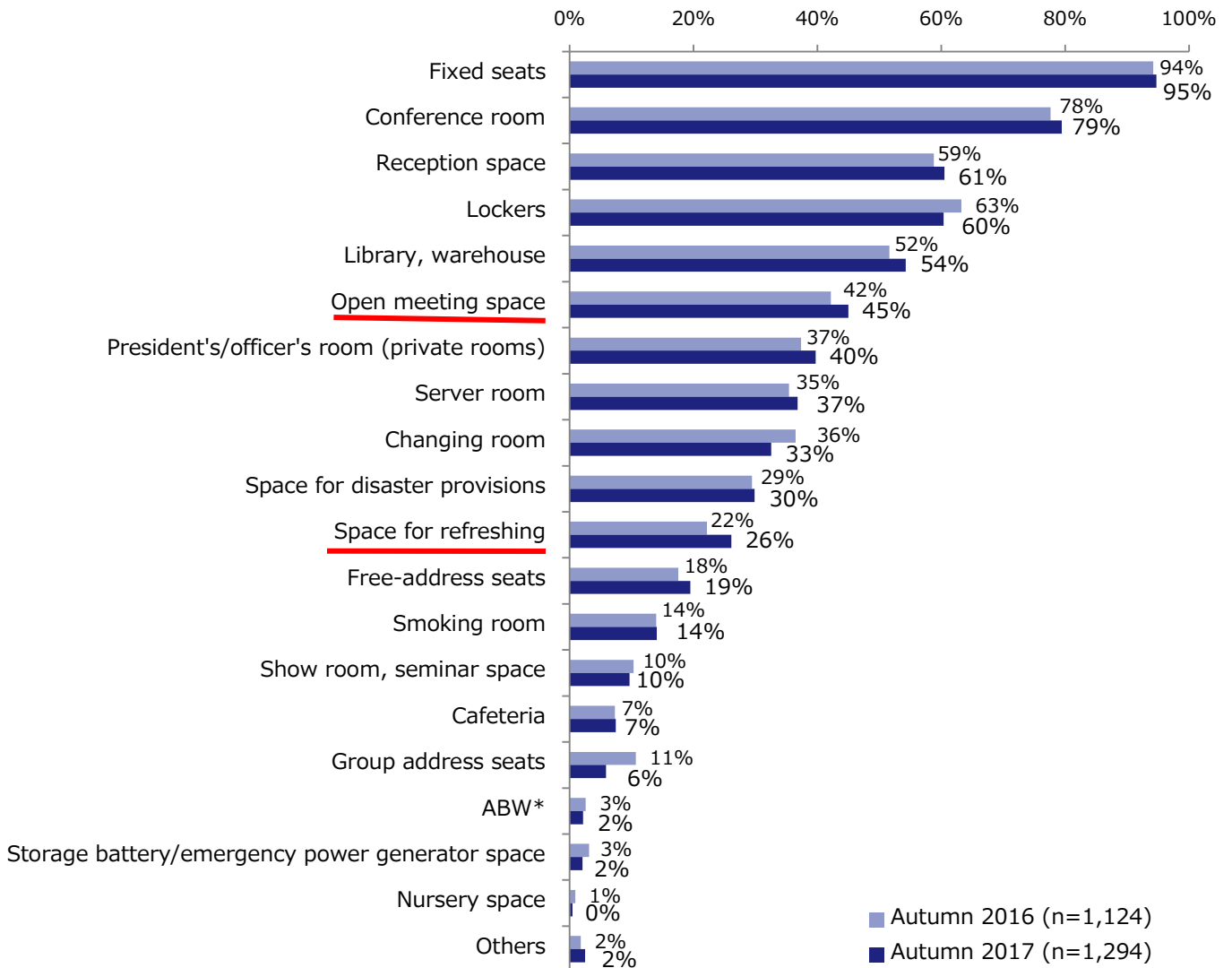
3-1. Office Layout

- ✓ Although there was no significant change from the survey conducted a year ago, spaces that allow flexible use such as open meeting space and refreshment space saw a small increase.

Figure 15 (lower row) shows the layout of companies' current offices.

Although there was no significant change from the survey in autumn 2016 (Figure 15 (upper row)), the results show that spaces allowing flexible use according to users' needs such as open meeting space and refreshment space are on a mild increasing trend.

Figure 15: Layout of Current Office



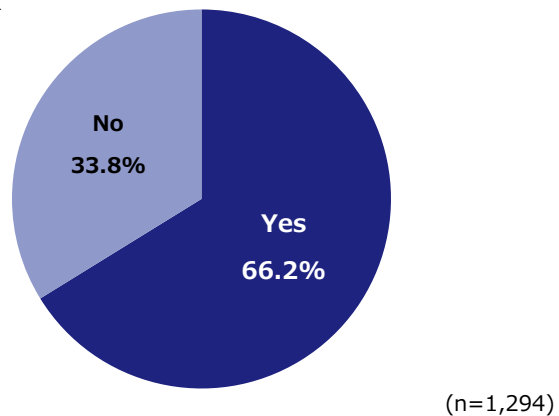
\*ABW (Activity Based Working): An office layout that features various work areas within the office, such as booths that enable workers to concentrate and space for team work.

3-2. Initiatives in Promoting Telework

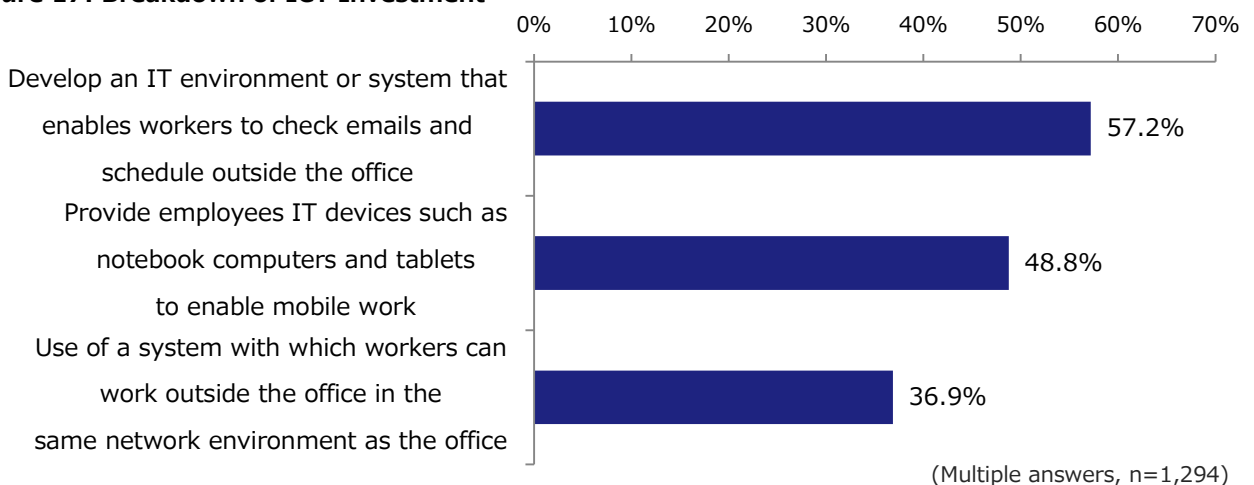
- ✓ 66.2% of companies have made some kind of ICT investment to support telework of employees.
- ✓ 26.2% of companies replied that they were developing places and programs for employees to do telework. “Work-from-home program” (19.2%) and “use of serviced offices and shared offices provided by specialized operators” (6.7%) have increased, while some companies have provided “satellite offices that are owned or leased by own company” (5.4%). The results indicate that alternative work places are becoming more available.
- ✓ Development of places and programs for telework is active among large companies with 1,000 employees or more as well as in the telecommunications industry.

66.2% of all companies said they have implemented at least one of the following initiatives to support telework of employees: “Develop an IT environment or system that enables workers to check emails and schedule outside the office;” “use of a system with which workers can work outside the office in the same network environment as in the office;” and “provide IT devices such as notebook computers and tablets” (Figures 16, 17). These indicate that a majority of companies have made some kind of ICT investment to achieve efficient work styles.

**Figure 16: ICT Investment to Support Telework**



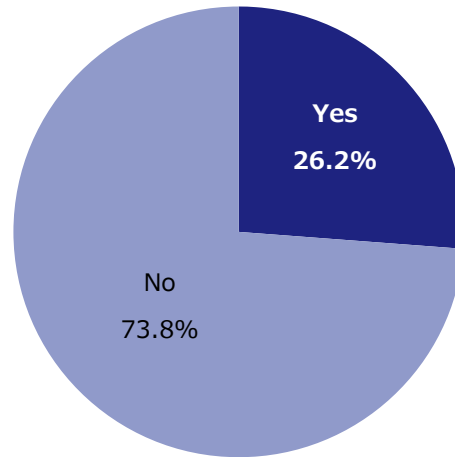
**Figure 17: Breakdown of ICT Investment**



Furthermore, 26.2% of all companies said they were making efforts in developing places or programs for employees to do telework (**Figure 18**).

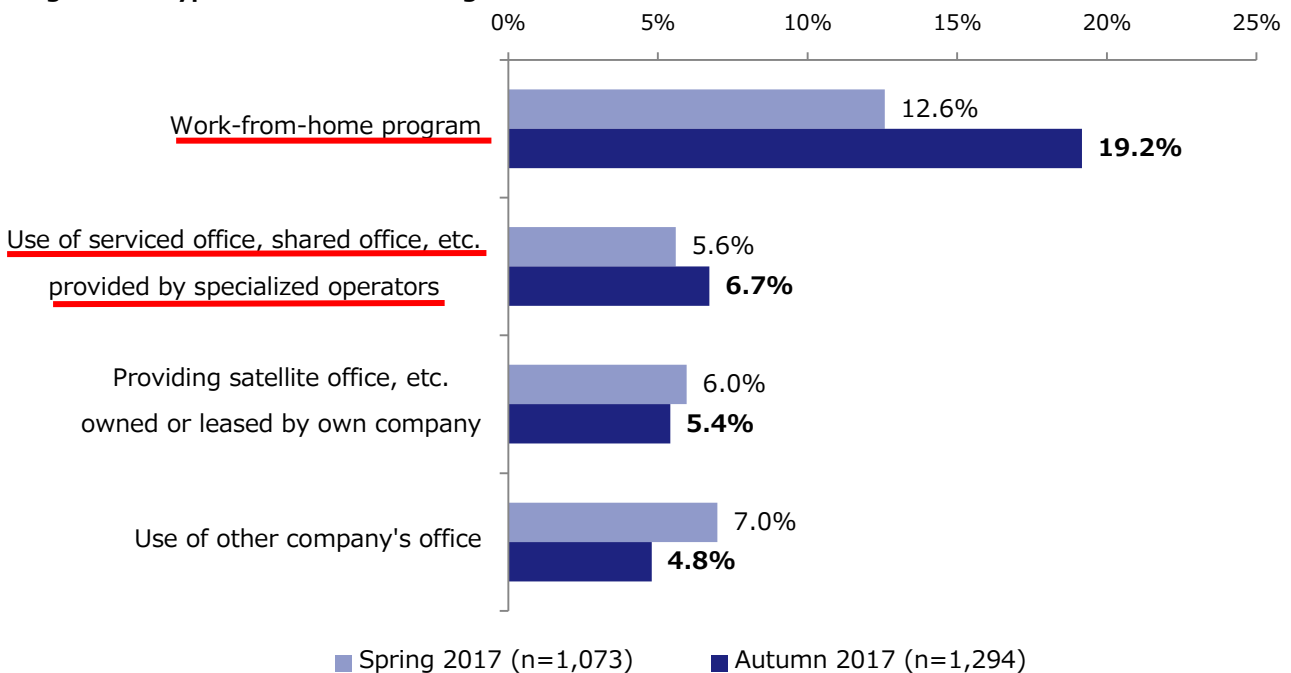
“Work-from-home programs” (19.2%) and “use of serviced offices or satellite offices provided by specialized operators” (6.7%) increased from the survey in spring 2017 by 6.6 points and 1.1 points, respectively, while some companies provided a “satellite office or other similar facility owned or leased by own company” (5.4%). These results illustrate that alternative work places are slowly becoming more available (**Figure 19**).

**Figure 18: Development of Places and Programs for Telework**



(n=1,294)

**Figure 19: Types of Places and Programs for Telework**

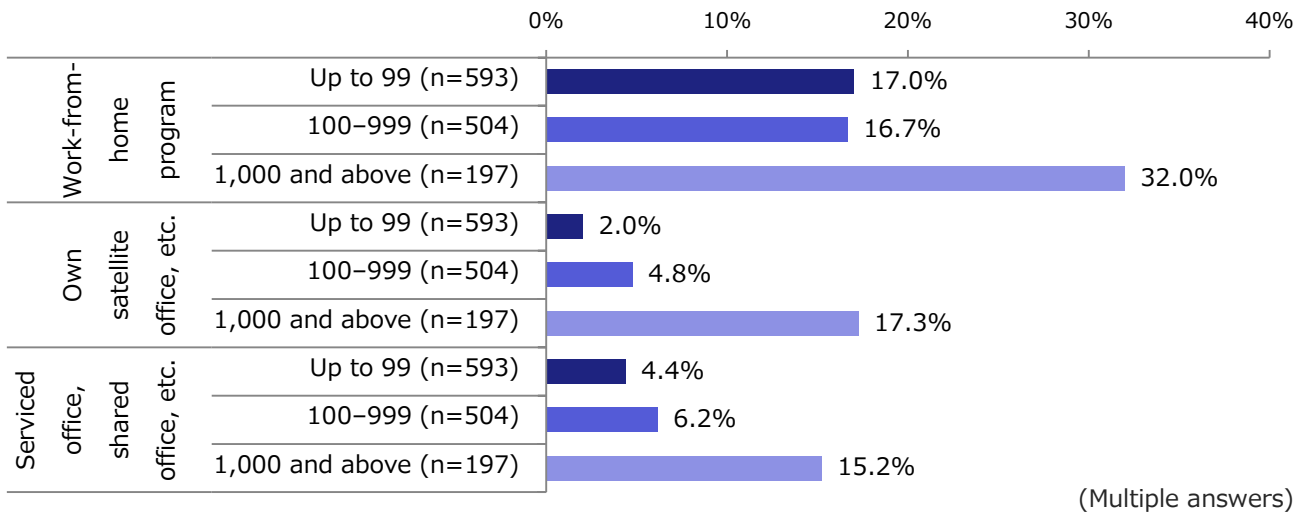


(Multiple answers)

These initiatives varied depending on the attributes of the companies, such as company size.

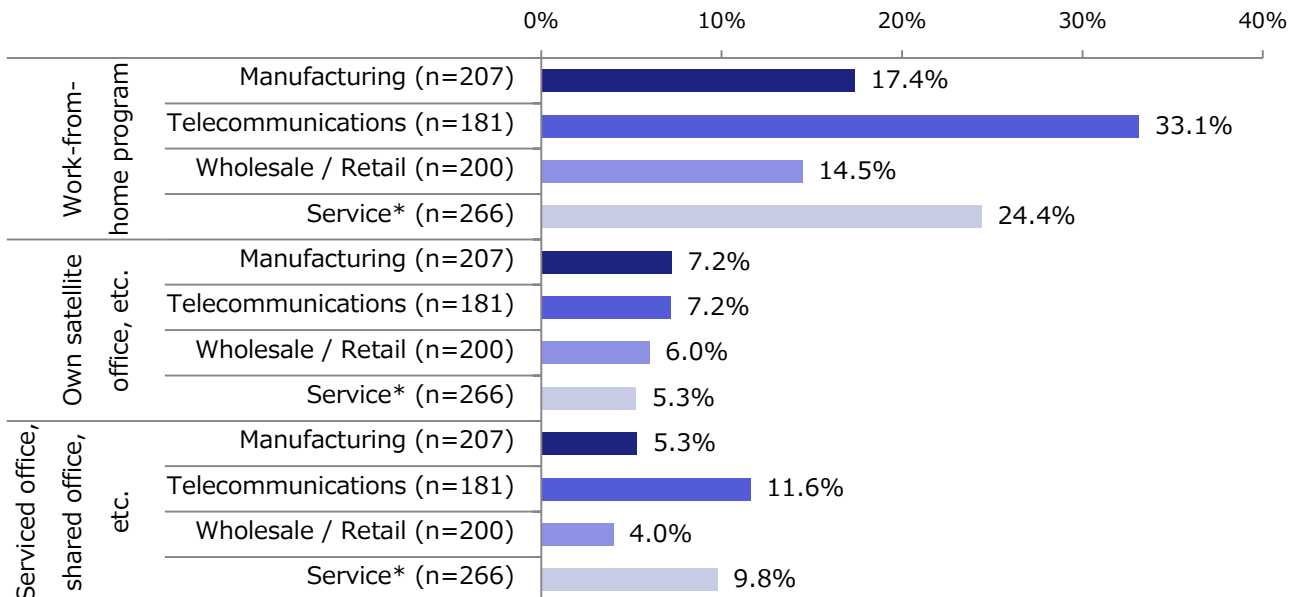
By company size, larger companies are more likely to have work-from-home programs and third place offices (Figure 20). For example, while 5.4% of all companies said they had a “satellite office or other similar facility owned or leased by own company” (Figure 19), 17.3% of large companies with 1,000 employees or more did so. Similarly, as much as 15.2% of large companies used a “serviced office, shared office, or other similar facility provided by specialized operators,” while 6.7% of all companies did so. These results indicate that large companies with financial resources are beginning to offer diversified and flexible work places.

**Figure 20: Telework Spaces and Programs – By Company Size**



By industry, although telework is being promoted relatively more in the telecommunications industry, there was not much difference between industries as there was between different company sizes. This illustrates that telework is being promoted in a broad range of industries (Figure 21).

**Figure 21: Telework Spaces and Programs – By Industry**



(Multiple answers, major industries only)

\*Service industries that do not fall into any other sector

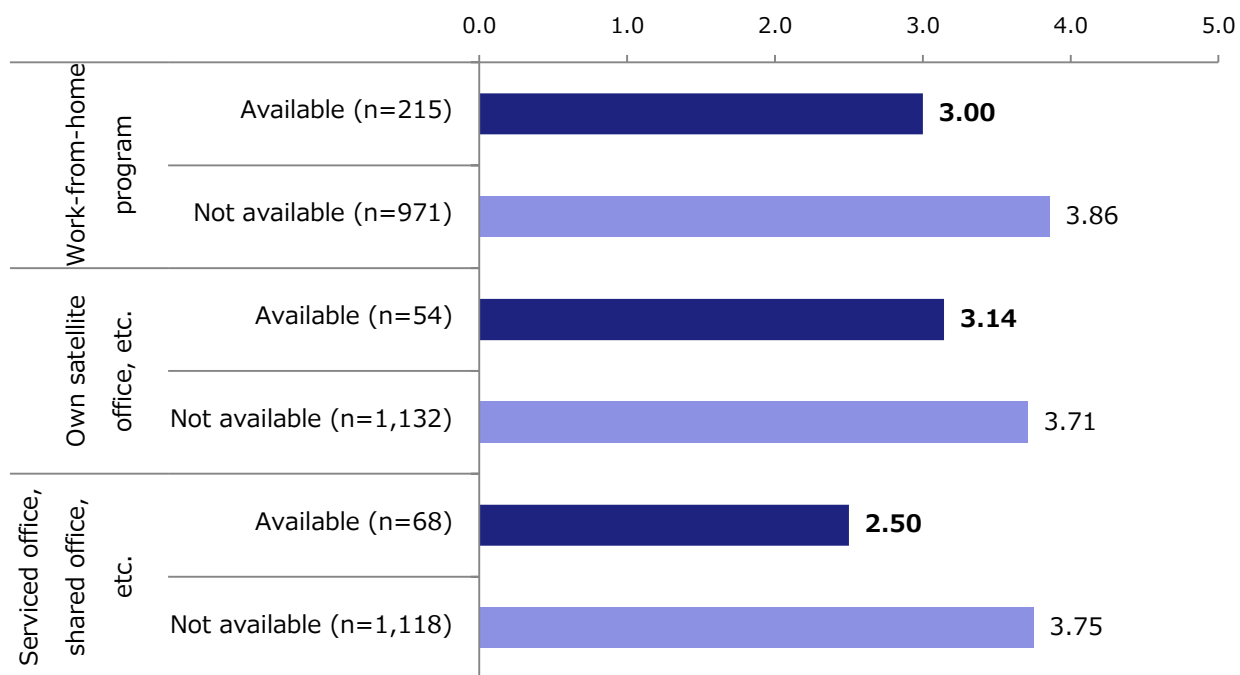
**PICK UP**

**Office Space per Person by Companies' Telework Availability**

A calculation of office space per person (median value) by telework availability indicates that in all types of telework, companies that allow employees to do telework have a smaller office space per person than companies not allowing telework (**Figure 22**).

In particular, the office space per person was 3.00 tsubo at companies that have a work-from-home program (compared to 3.86 tsubo at companies that do not), and 2.50 tsubo at companies that use a serviced office or shared office (compared to 3.75 tsubo at companies that do not). The diversification of work places may be contributing to more efficient use of conventional office space. Attention should be paid to the impact on the demand for office space, since further availability of telework may cause workers to shift from fixed office space such as company headquarters to various work places in diverse locations.

**Figure 22: Office Space per Person by Companies' Telework Availability**



(Median value, tsubo. 1 tsubo = 3.3 sqm)



## 4. What Companies Require in an Office

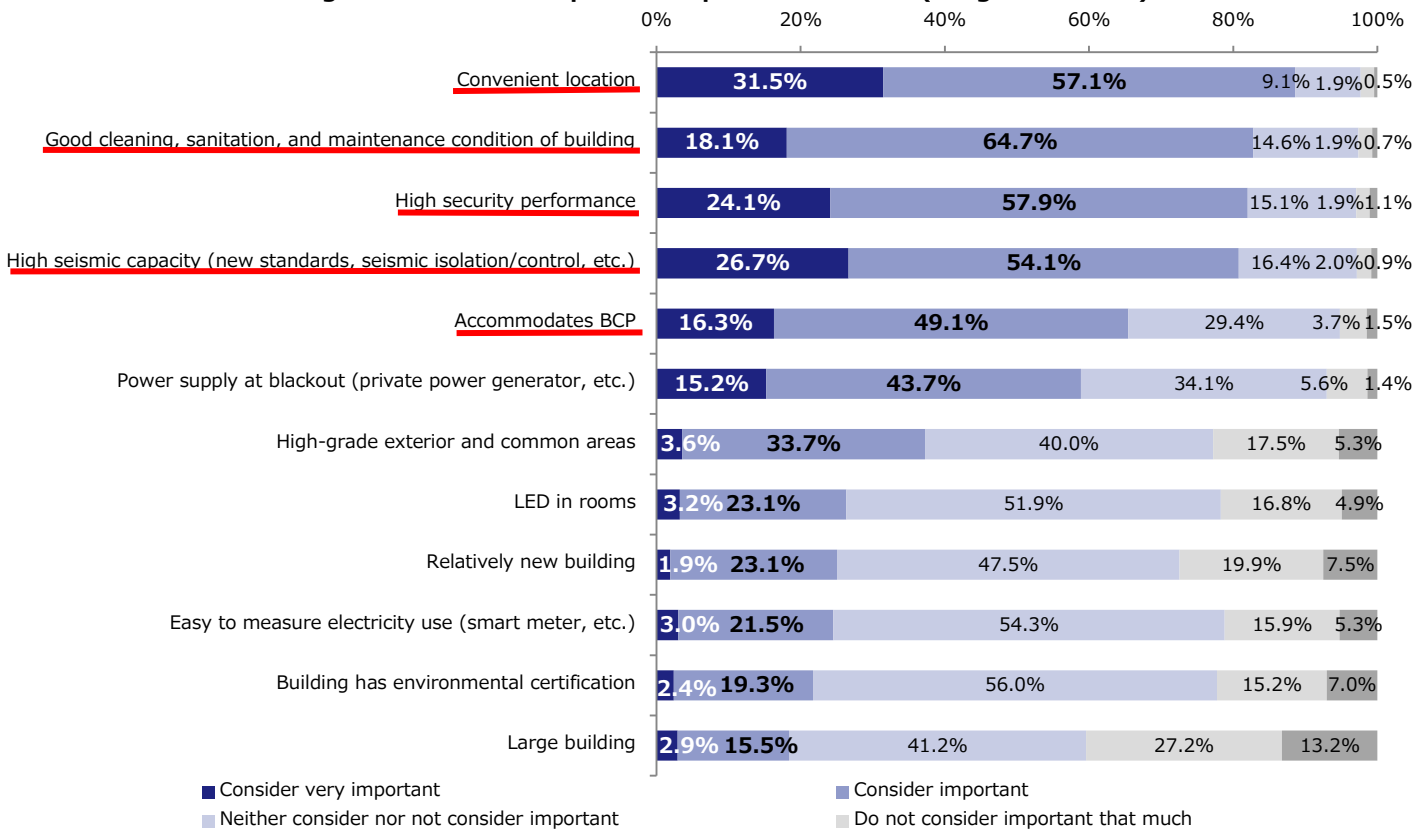
### 4-1. What Companies Require in an Office

- ✓ The most popular tangible element was “convenient location” (88.6%), followed by “good cleaning, sanitation, and maintenance conditions” (82.8%), “high security performance” (82.0%), and “high seismic capacity” (80.8%).
- ✓ In intangible elements, “enables employees to work comfortably” (89.6%) and “motivates employees” (85.5%) dominated top ranks, indicating companies’ awareness in employee satisfaction.

We asked companies how much importance they place on major tangible elements (building specifications, etc.) and intangible elements (those related to work styles, etc.) of offices.

The most popular tangible element was “convenient location,” with 88.6% of companies saying they considered very important or important (**Figure 23**). This was followed by “good cleaning, sanitation, and maintenance conditions” (82.8%), “high security performance” (82.0%), and “high seismic capacity” (80.8%). These results indicate that such elements have become preconditions when choosing an office. A majority of companies also consider “accommodates BCP (business continuity plan)” (65.4%) important, implying companies’ high awareness toward safety after the Great East Japan Earthquake.

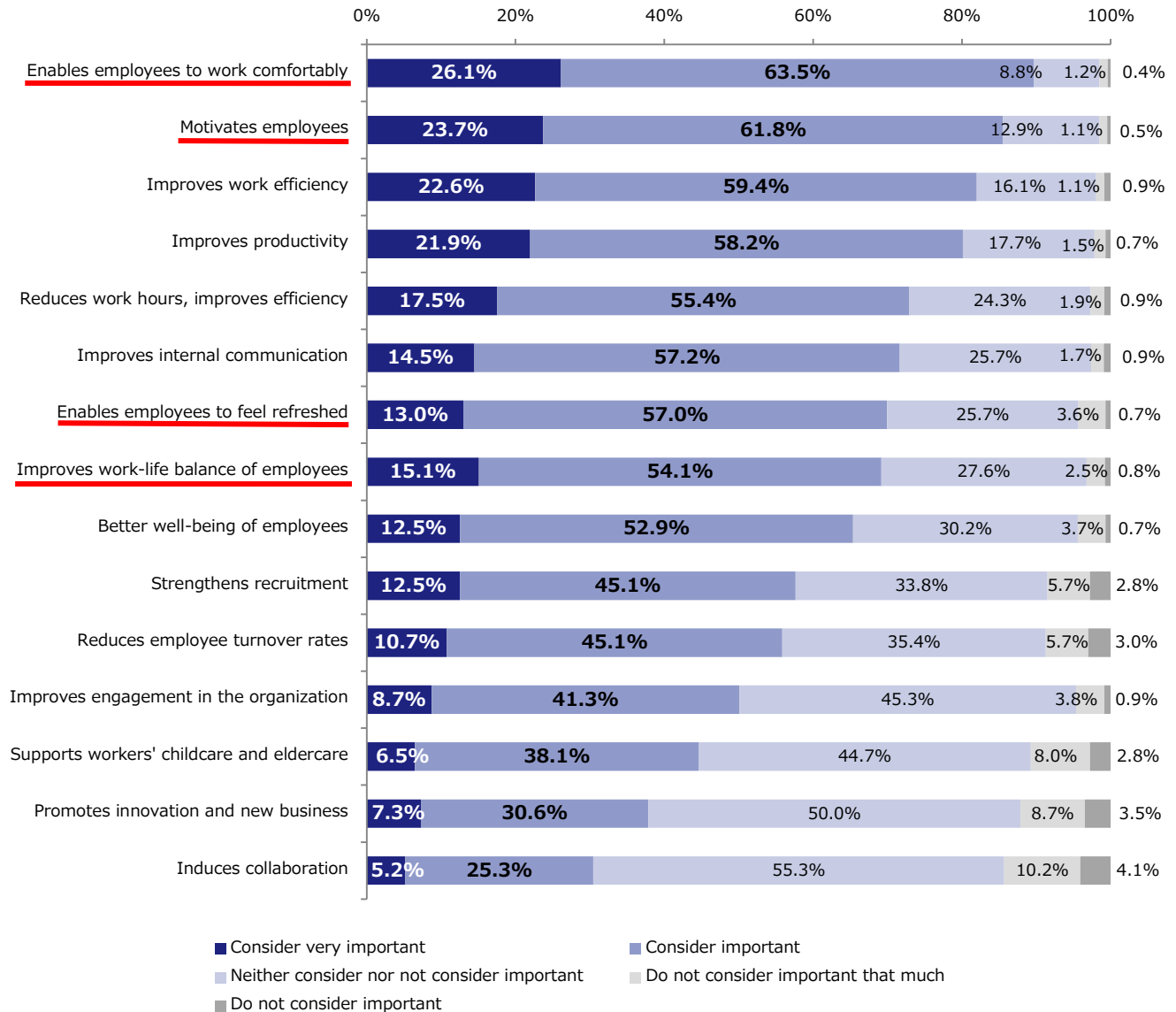
**Figure 23: What Companies Require in an Office (Tangible Factors)**



(Multiple answers, n=1,294)

On the intangible side, the most popular elements were “enables employees to work comfortably” (89.6%) and “motivates employees” (85.5%). Companies also placed emphasis on elements related to employee satisfaction, such as “enables employees to feel refreshed” (70.0%), and “improves work-life balance of employees” (69.2%) (Figure 24). These probably express companies’ recognition that offices focusing on workers improve the company’s productivity and work efficiency. On the other hand, relatively few companies required elements such as “promotes innovation and new business” (37.9%) and “induces collaboration” (30.5%).

**Figure 24: What Companies Require in an Office (Intangible Factors)**



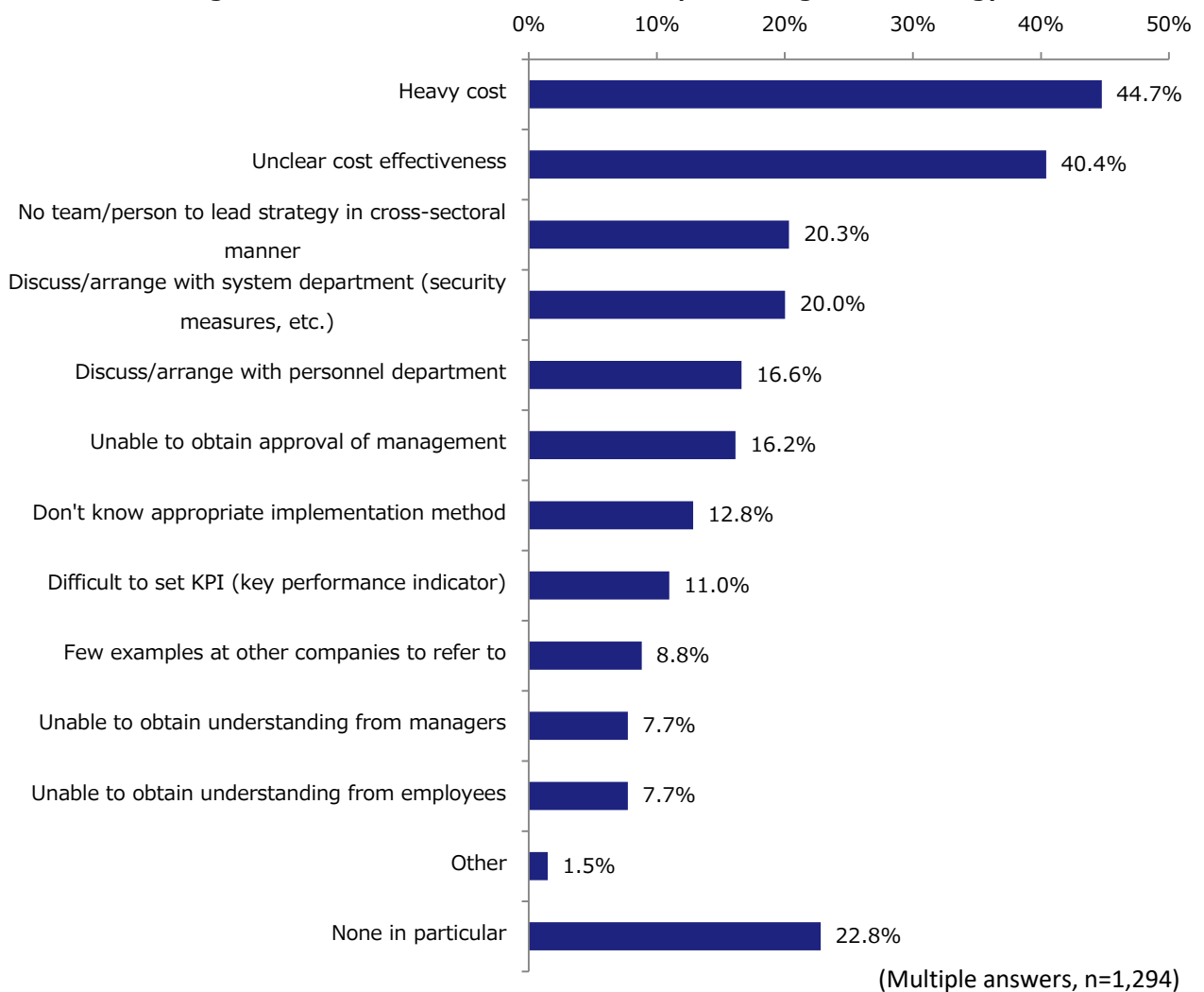
(Multiple answers, n=1,294)

4-2. Concerns and Obstacles in Implementing Office Strategy

- ✓ Cost-related concerns and obstacles such as “heavy cost” (44.7%) and “unclear cost effectiveness” (40.4%) ranked high on the list.

Regarding the concerns or obstacles in implementing office strategy, more than 40% of the companies said they felt the cost was heavy, which was also the most popular response in the survey in spring 2017 (41.8%) (**Figure 25**). Issues relating to the organization also ranked high, such as “no team/person to lead the strategy in a cross-sectoral manner” (20.3%) and “discuss/arrange with system department (security measures, etc.)” (20.0%).

**Figure 25: Concerns and Obstacles in Implementing Office Strategy**



## 5. Topics: Interest in Using Third Place Offices

The presence of the third work place (“third place office”) after offices at the company or home is increasing with the diversification of work styles. Types of offices that are gaining attention in particular are serviced offices and shared offices, which are provided to companies by operators for use by employees of the contract company. Such services are often available on a monthly or hourly basis, allowing flexible use compared to conventional fixed offices owned or leased by the company.

Unique services are emerging with the boom in the market, but what kind of work place does companies’ staff in charge of offices actually want the employees of their company to use? We asked their interest in using the following five major types of third place offices.

### Five major types of third place offices

#### (1) Touch-down type (mainly used by individuals)

- Area, period** · Major office area in city center. Irregular, one-off use.
- Ideas of use** · Sales representatives drop by while out of the office or upon direct attending/direct leaving, and work as in the office.
  - Concentrate in paper work, etc.
  - Can choose a convenient place each time and use immediately.



#### (2) Project room type (mainly used in team units)

- Area, period** · Major office area in city center. Monthly or annual contract.
- Ideas of use** · Fixed-term use for system development or projects.
  - Use when working with internal and external personnel.



#### (3) Shared satellite type (used in company units)

- Area, period** · Suburban residential area. Monthly or annual use agreements.
- Ideas of use** · Jointly used by several companies as a satellite office.
  - Exclusive sections for companies with dedicated lines, and common space.
  - Employees living nearby can gather to work.



#### (4) Office with support features for workers with small children

- Area, period** · Suburban residential area. Irregular, one-off use.
- Ideas of use** · There is a nursery space, which can be used mainly by individual employees with small children on a one-off basis as needed.



#### (5) Co-working type

- Area, period** · Major office area in city center.
- Ideas of use** · Jointly used by people from various industries and professions, inducing collaboration and innovation.
  - Not only corporate but also individual contracts are often possible.

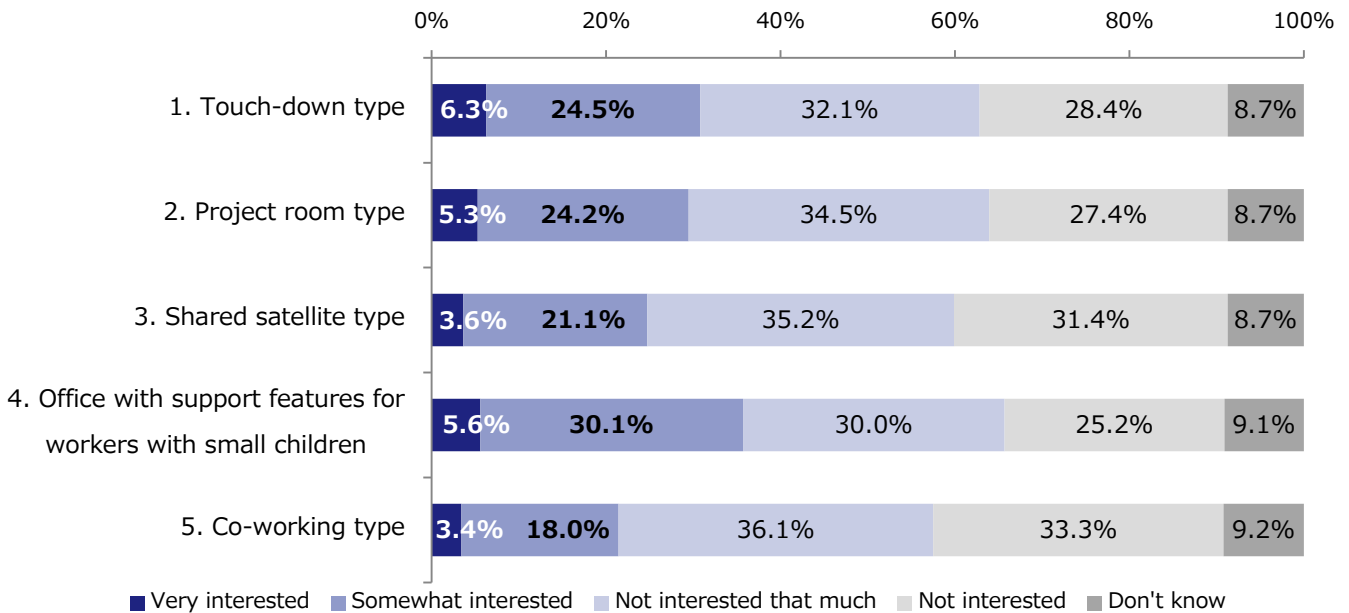


- ✓ 20–30% of the companies said they were “very interested” or “somewhat interested” in all five types.
- ✓ Interest was especially high (35.7%) in “office with support features for workers with small children,” indicating companies’ large needs in supporting employees with small children.

When asked about their interest in the five types of third place offices, 20–30% of the companies replied that they were “very interested” or “somewhat interested” in all types (**Figure 26**).

Interest was especially high in “office with support features for workers with small children” (35.7%), indicating companies’ large needs in supporting employees with small children. Shared offices with nursery space for young mothers are gaining attention on the back of labor shortage and the issue of children waiting for admission in day care centers. The market may continue to expand following an increase in demand. On the other hand, interest was the lowest in the “co-working type” (21.4%), which aims at exchanges and collaboration between users.

**Figure 26: Interest toward the Five Types of Third Place Offices**



(Single answer for all types, n=1,294 for all)

## 6. Summary

As was illustrated in **Figure 19**, places for telework and work-from-home programs by companies are slowly becoming more available. It is expected that the switch to flexible work styles not tied down to fixed offices will accelerate. **Figure 22** indicated a decreasing trend of office space per person due to more available alternative work places. Furthermore, with the emergence of diverse services as introduced in “**5. Topics,**” options for office workers’ work places are increasing.

The continuation of work style diversification may change office space demand, as conventional office space such as company headquarters is reduced and alternative work places become more available. In addition to quantitative changes such as demographics, we will continue to focus on the qualitative changes in office space demand due to social factors including work style reforms.

### Survey Overview

<b>Timing</b>	October 2017
<b>Target Respondents</b>	4,234 companies <ul style="list-style-type: none"> <li>• Companies that are tenants of office buildings managed by Xymax Group</li> <li>• Client companies of XYMAX INFONISTA Corporation</li> </ul>
<b>Valid Responses</b>	1,294 companies    Response rate: 31%
<b>Geographical Coverage</b>	Nationwide (Tokyo, Osaka, Aichi, Fukuoka, Kanagawa, Saitama, Chiba Prefectures and others)
<b>Survey Method</b>	Either by email or questionnaire sheet
<b>Topics Covered in Survey</b>	<p>Current office</p> <ul style="list-style-type: none"> <li>• Location, contracted area, number of office workers, percentage of fixed seats, impression of office size, rent per tsubo</li> </ul> <p>How the office is used</p> <ul style="list-style-type: none"> <li>• Office layout</li> <li>• Initiatives in promoting employees to do telework</li> </ul> <p>Office space demand change (October 2016 – September 2017)</p> <ul style="list-style-type: none"> <li>• Change in number of office workers (increased, decreased, no change)</li> <li>• Change in size of office (expanded, downsized, no change)</li> <li>• Change in rent per tsubo (increased, decreased, no change)</li> </ul> <p>Promoting work style reforms</p> <ul style="list-style-type: none"> <li>• Promoting reforms or not</li> <li>• Motive, purpose, effects</li> <li>• Initiatives in work styles, office strategy</li> </ul> <p>What companies require in an office</p> <ul style="list-style-type: none"> <li>• Priority elements (tangible, intangible)</li> <li>• Concerns and obstacles in implementing office strategy</li> </ul> <p>Interest in using third place offices (by office type)</p> <p>Company profile</p> <ul style="list-style-type: none"> <li>• Industry, location of headquarters, number of employees, year of establishment</li> </ul> <p>Respondent profile</p> <ul style="list-style-type: none"> <li>• Division, position, age</li> </ul>

Related surveys

- “Metropolitan Areas Office Demand Survey 2016 Demand Trends” January 12, 2017: [Autumn 2016 Survey](https://www.xymax.co.jp/english/research/release/170112.html)  
<https://www.xymax.co.jp/english/research/release/170112.html>
- “Metropolitan Areas Office Demand Survey 2016 New Ways of Working and Office” January 30, 2017: [Autumn 2016 Survey](https://www.xymax.co.jp/english/research/release/170130.html)  
<https://www.xymax.co.jp/english/research/release/170130.html>
- “Metropolitan Areas Office Demand Survey 2017 Demand Trends” August 2, 2017: [Spring 2017 Survey](https://www.xymax.co.jp/english/research/release/170802_2.html)  
[https://www.xymax.co.jp/english/research/release/170802\\_2.html](https://www.xymax.co.jp/english/research/release/170802_2.html)

### Metropolitan Areas Office Demand Survey Autumn 2017

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Profile of Respondent Companies (Upper row: % Lower row: number)

**Industry**

Service (those not classified to other sector)	Manufacturing	Wholesale / Retail	Telecommunications	Construction	Academic reseach / Profesional or technical service	Real estate / Leasing of goods
20.6%	16.0%	15.5%	14.0%	7.2%	5.6%	5.1%
266	207	200	181	93	73	66

Financial / Insurance	Unclassified	Transportation / Postal service	Education / Learning support	Medical / Welfare	Daily life services / Entertainment	Multi-service business
3.4%	3.3%	2.3%	1.5%	1.3%	1.1%	0.9%
44	43	30	20	17	14	11

Electricity, Gas, Heat, Water	Civil service (except for those classified to other sectors)	Accommodation / Food & beverage service	Agriculture / Forestry	Fishery	Mining / Quarry / Gravel extraction
0.7%	0.6%	0.6%	0.2%	0.1%	0.1%
9	8	8	2	1	1

**Number of Employees**

Up to 99	100 – 999	1,000 and above
45.8%	38.9%	15.2%
593	504	197

**Type of Office**

Head Office	Branch Office	Sales Office	Satellite Office	Call Center	Computer Room	Other
60.3%	26.8%	9.4%	1.7%	0.3%	0.2%	1.4%
780	347	121	22	4	2	18

**Location of Office**

Tokyo 23 Wards	Osaka City	Nagoya City	Fukuoka City	Other
62.5%	10.8%	8.0%	5.4%	13.3%
809	140	103	70	172

**Size of Office under Lease Contract** (1 tsubo = 3.3 sqm)

Up to 30 tsubo	Up to 50 tsubo	Up to 100 tsubo	Up to 200 tsubo	Over 200 tsubo	No response
18.2%	14.5%	21.4%	17.7%	22.7%	5.6%
235	187	277	229	294	72

About the charts contained in this report:

- The sum of percentage mix may not be 100% since they are rounded to the second decimal place.

**Please contact below for inquiries on this report**

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