

# PARIS LA DÉFENSE

## Employee satisfaction scale: the results

Survey conducted by BVA for Defacto,  
from 3 to 14 October 2016, among 1,178  
employees working at La Défense on a  
daily basis.

[www.ladefense.fr](http://www.ladefense.fr)

BVA

PARIS  
LA DÉFENSE

by  
Defacto 



# - The survey

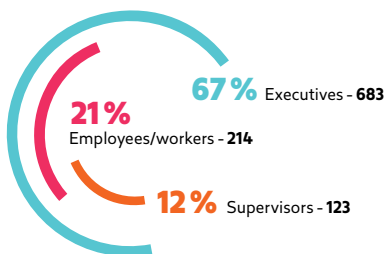
## WHY THIS SURVEY?

The results are in for the fourth edition of the satisfaction scale put together by BVA for Defacto. Each year, the public institution responsible for the management of Paris La Défense gauges the opinions of the business district's users to better understand their expectations in terms of improvements to services and quality of public space.

## WHAT METHODOLOGY?

1,178 face-to-face interviews were carried out on the site, from 3 to 14 October 2016. In order to ensure the representativeness of the sample, the team applied a quota method based on 3 variables (sex, age, professional status).

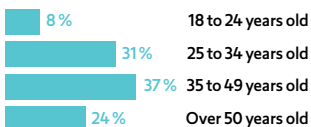
### PROFESSIONAL STATUS



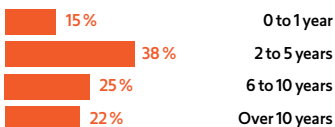
### GENDER OF RESPONDANTS



### DISTRIBUTION ACCORDING TO AGE



### SENIORITY ON THE SITE OF LA DÉFENSE





# - Image

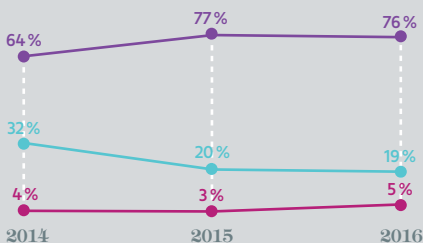
## PARIS LA DÉFENSE, A CONSISTENTLY ATTRACTIVE DISTRICT

**92 %**

of employees consider Paris La Défense to be a pleasant working environment

The district is mainly seen as a lively district during the week (97%) and as having an international scope (95%). It is also praised for its accessibility (91%). Satisfaction with the cultural aspects of the site has increased, from 59% in 2013 to 71% in 2016. Efforts to improve entertainment and cultural activity on the site have clearly paid off. La Défense Jazz Festival, the Urban Week Paris La Défense, L'été Defacto are among many cultural events that make La Défense such an attractive leisure destination.

**WOULD YOU CONSIDER THAT IN THE LAST FEW YEARS, LA DÉFENSE HAS CHANGED FOR THE BETTER, FOR THE WORSE OR HAS NOT CHANGED AT ALL?**

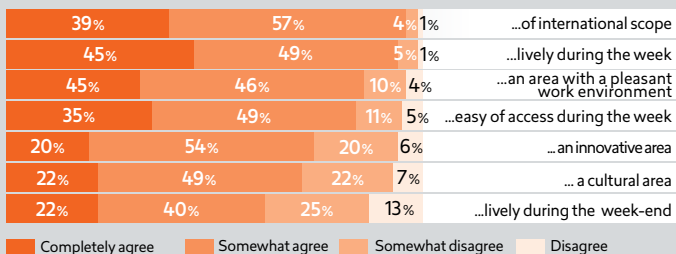


**76 %**

of employees consider that Paris La Défense has changed for the better

- For the better
- It has not changed at all
- For the worse

### THE BUSINESS DISTRICT OF LA DÉFENSE IS...

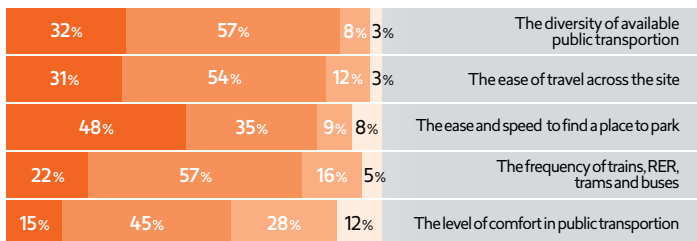




# – Accessibility

## THE ACCESSIBILITY JUDGED GLOBALLY SATISFACTORY

REGARDING ACCESSIBILITY OF LA DÉFENSE BUSINESS DISTRICT, ARE YOU SATISFIED WITH THE FOLLOWING ?



Very satisfied

Somewhat satisfied

Somewhat unsatisfied

Very unsatisfied



Since September 2015, following a 5-month experiment, cycling has been authorised at Paris La Défense.

**70 %**

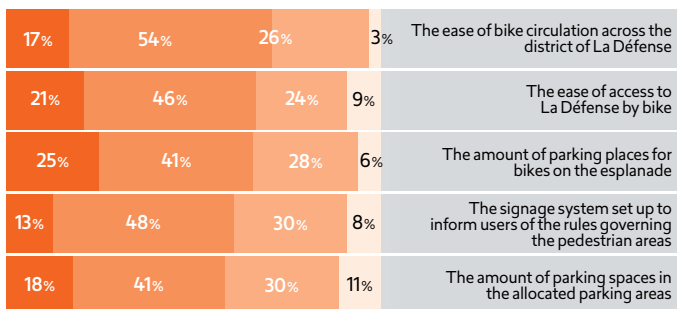
of employees consider that cyclists and pedestrians co-habit well at Paris La Défense.



**73 %**

of employees are satisfied with the signage system for pedestrian areas at Paris La Défense.

REGARDING THE USE OF BICYCLES AT LA DÉFENSE, HOW SATISFIED ARE YOU WITH THE FOLLOWING ?



Very satisfied

Somewhat satisfied

Somewhat unsatisfied

Very unsatisfied



## – Services

### A RANGE OF SERVICES APPRECIATED BY EMPLOYEES

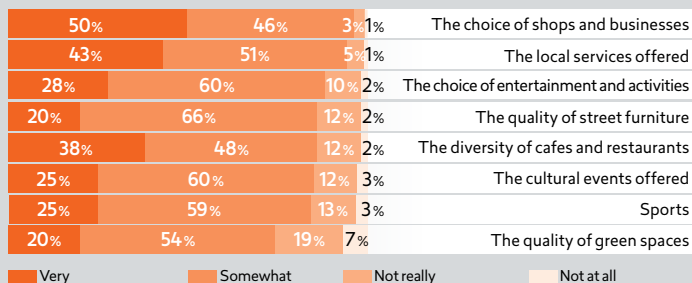
**96 %**

of employees are satisfied with the choice of shops and businesses at Paris La Défense.

The choice of services is considered even more satisfactory than in 2014 and 2015, especially in regards to the following: the choice of entertainment and activities (88% satisfied compared with 80% in 2014), sports (84% against 70% in 2014), cultural events (85% in 2016 against 79% in 2014), the diversity of cafés and restaurants (86% against 81% in 2014) and the quality of street furniture (86% against 80% in 2014).

The quality of green spaces, that met with 60% of employees' needs and requirement back in 2015, has clearly improved in 2016: 74% of employees are satisfied.

#### ARE YOU SATISFIED WITH THE VARIOUS SERVICES OFFERED AT LA DÉFENSE?



#### THE EMPLOYEES BY AND LARGE KNOW ABOUT THE FOODTRUCKS AND THE FOOD MARKET, 2 NEW SERVICES THAT APPEARED IN 2016.

Among the employees who know about these new services

**94 %** 

**92 %** 

Consider that they are a welcome addition to the existing choice of services.



# – Maintenance

## SITE MANAGEMENT AND MAINTENANCE ARE WIDELY APPRECIATED

**93 %**

of employees of Paris La Défense are largely satisfied with the maintenance and cleanliness of the site

The level of satisfaction regarding maintenance and cleanliness has remained high (93%). More specifically, employees are particularly happy with the cleanliness of the street furniture (90%), green spaces (90%) and the esplanade (87%).

However, there is a difference in reactions to street-level areas and underground ones. As such, the level of satisfaction regarding underground spaces only reaches 56%.

64% of employees are satisfied with the maintenance and adequate operation of the escalators and lifts.

Employees were particularly happy with the maintenance of the car parks (82% satisfied against 76% in 2015).

### REGARDING THE MAINTENANCE AND CLEANLINESS OF THE PUBLIC SPACES OF THE DISTRICT, ARE YOU SATISFIED WITH THE FOLLOWING?

|     |     |     |     |   |
|-----|-----|-----|-----|---|
| 25% | 67% | 7%  | 1%  | The proper functioning of the lighting system               |
| 22% | 67% | 9%  | 1%  | The maintenance and cleanliness of the street furniture     |
| 26% | 64% | 9%  | 1%  | The maintenance and cleanliness of the green spaces         |
| 26% | 61% | 11% | 2%  | The maintenance and cleanliness of the esplanade            |
| 31% | 51% | 11% | 7%  | The maintenance and cleanliness of the car parks            |
| 16% | 48% | 24% | 12% | The maintenance and cleanliness of the escalators and lifts |
| 15% | 41% | 32% | 12% | The maintenance and cleanliness of the underground areas    |

Yes, absolutely

Yes, somewhat

No, not really

Absolutely not



# – Safety

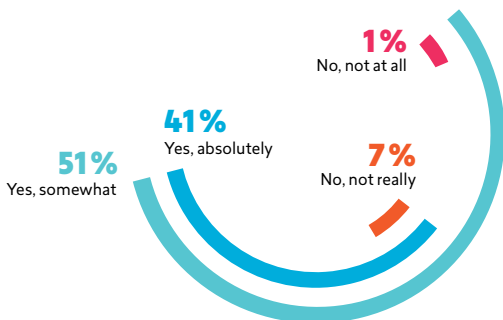
## RESPONDENTS FEEL EVEN SAFER

**92 %**  
of employees feel  
safe at La Défense.

This is particularly the case with the towers (97%), the esplanade (93%), the stations and subway stops (85%).

The response was more nuanced regarding the underground areas (67%). It showed great improvement regarding the car parks, with satisfaction levels increasing from 59% in 2014 to 71%.

**ON THE WHOLE, DO YOU FEEL  
SAFE AT LA DÉFENSE?**



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**92 % of  
employees  
are satisfied  
with working  
at Paris  
La Défense**



**Defacto**  
Établissement public de gestion  
du quartier d'affaires de la Défense



**PARIS  
LA  
DÉFENSE**