

Opportunity analysis

CBRE Build NYC – Industrial & Logistics
September 2018

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<p>Role? (All survey recipients)</p>

Please note: we are using a modified quantitative methodology from the JTBD ODI framework. Instead of only counting IMP or SAT as responses marked 4 or 5, we weigh each answer on the 5-point scale linearly. This gives us a more granular signal, especially with fewer responses.

