

# DAYLIGHT SATISFACTION Talking Points

PARTNERSHIP INITIATIVE  
INTEGRATED DESIGN LAB  
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## Engaged employees...



50%

post messages, pictures  
and videos about  
employers on social



33%

have shared unsolicited  
praise or positive  
comments



24%

more likely to help boost  
sales than uninvolved  
employees

Source: Weber Shandwick

**Figure 1:**

Daylight has been shown to increase employee satisfaction, indirectly impacting employee engagement which have financial benefits for their employers.

<https://getbambu.com/blog/culture-in-the-workplace/>

**Keywords:**

daylight, customer satisfaction, employee satisfaction, burnout, job turnover

## CONTENT OVERVIEW

- I. Improved Customer Satisfaction
- II. Improved Job/Employee Satisfaction
- III. Key References

## DAYLIGHT + SATISFACTION SUMMARY

Daylight is one of many factors that impact environmental satisfaction for building occupants, but it is an important one. Daylight has been shown to increase the mood and perception of customers, particularly in healthcare and retail environments. Daylight is important for employees too, helping increase job satisfaction and preventing burnout and turnover due to stress.

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## **I. Improved Customer Satisfaction**

- i. Improved mood and perception
  - a. The dynamic qualities in spectral distribution and amounts have a positive outcome on mood and perception.
  - b. Daylight has been shown to increase satisfaction by decreasing amounts of complaints due to stress.
  - c. For hospital patients, adequate daylighting has been found to be a key component affecting their hospital stay.

## **II. Improved Job/Employee Satisfaction**

- i. Job Satisfaction
  - a. Increased exposure to daylight has been linked to higher job satisfaction.
    - 1. A study of nurses in Turkey found increases in daylight at a 74% positive impact on their working environment.
  - b. Access to a minimum of 3 hours of sunlight a day resulted in less stress and higher satisfaction at work.
  - c. Based on survey data of hospital staff, improving access to daylight has the most positive environmental impact on staff satisfaction of changes made.
  - d. One study found that employees seated near windows were more satisfied with their job, while those with less daylight access complained more.
    - 1. Another study found that employees in windowless buildings had much less job satisfaction and were less positive.
- ii. Employee Turnover
  - a. Moving to daylit offices has been shown to decrease rates of employee turnover.
    - 1. Story County Human Services, in Iowa, saw a 200% decrease in staff turnover and received a record number of job applicants and transfer requests from other counties.
  - b. Environmental investments that increase staff satisfaction can reduce the cost of staff turnover.
    - 1. In 2008, Ulrich estimated a cost of \$62,100 per nurse replaced due to turnover.
  - c. Daylight has indirect effects on job burnout due to work-related stress and job satisfaction.

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## III. KEY REFERENCES

### Review Articles

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### Primary Research

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### Popular Press

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- ["Why Sunlight is So Good for You"](#) - TIME
- ["Harnessing the Power of Natural Light"](#) - Work Design Magazine