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## Remote work + the talent crunch

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**Client:** Citrix

**Date:** 5<sup>th</sup> – 26<sup>th</sup> March 2019

**Sample:** 5000

**Demographic:** US Office workers whose jobs could be done remotely

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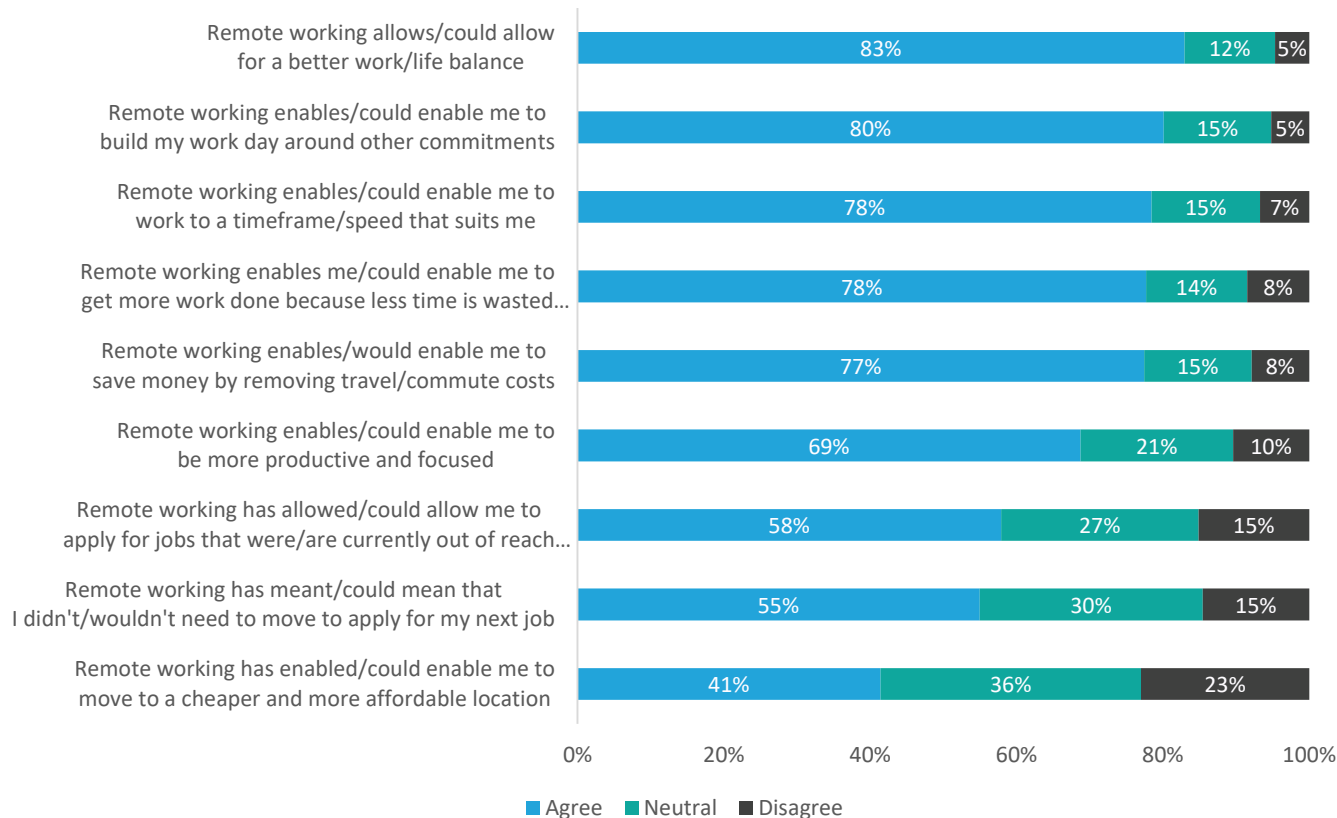
# Remote/flexible work

- The majority of US office workers (62%) think they could work flexibly for a day or more each week
  - A further 33% already do so
- More than half (58%) of those polled agree that “the quality of my home broadband impacts my ability to work from home”
  - 29% disagreed with this statement
- 43% believe that **creating a digitally connected society** would usually help people succeed/progress in a career
- **This was followed by:**
  - Building more affordable housing in urban areas (39%)
  - Increased travel links in rural areas (32%)
  - Increased travel links in urban areas (31%)



## Question:

# If we consider the issue of remote/ flexible working, to what extent do you agree or disagree with the following statements?



Remote work + the talent crunch

## Insight

- US office workers are most likely to agree that **remote working allows/could allow for a better work/life balance** (83%)
- While they're least likely to agree that **remote working has enabled/could enable me to move to a cheaper and more affordable location** (41%)



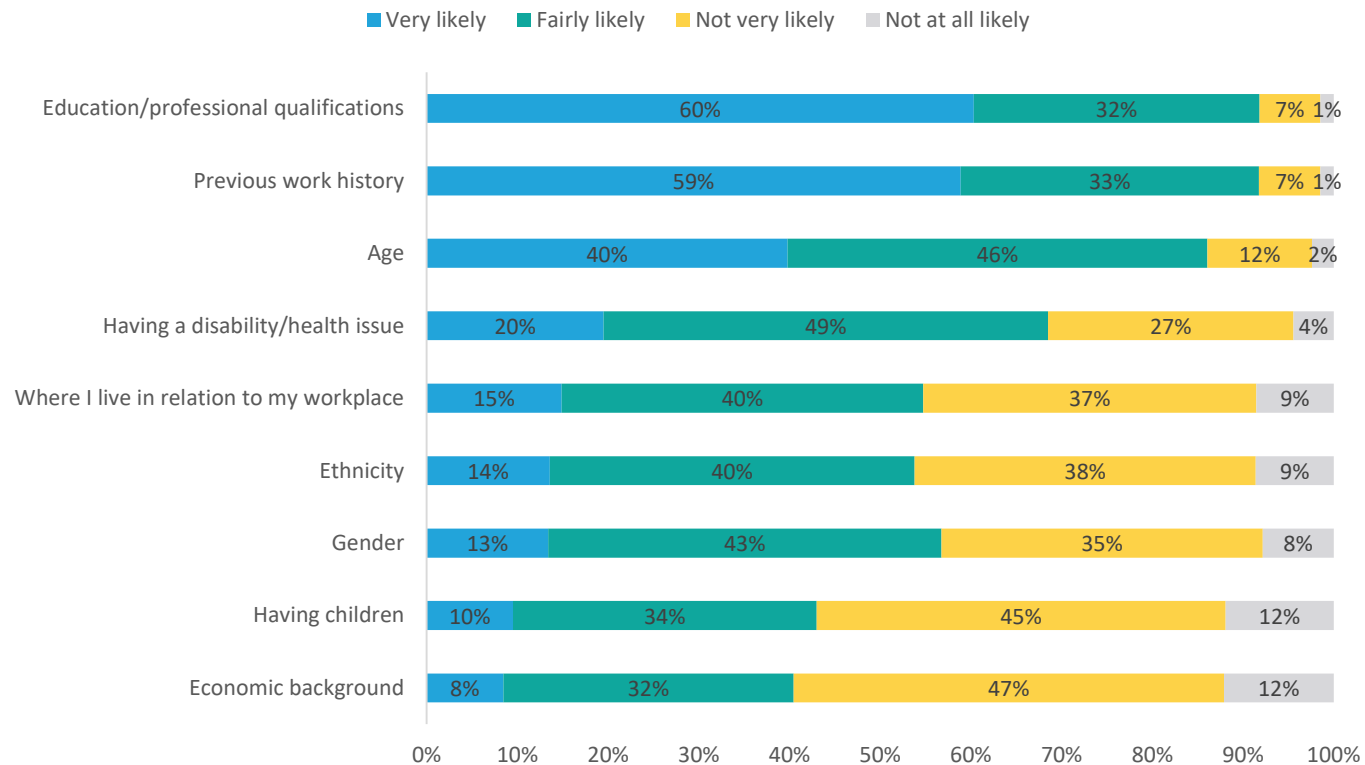
# Effects of large cities

- 54% of respondents believe that living in a large city has/would have a **positive effect** on their career
- The most popular reason for this positive effect is that **there's a large number of employers in large cities** (71%)
- **This was followed by:**
  - There are more highly skilled job opportunities available in large cities (69%)
  - The salary tends to be high in large cities (66%)
  - There are many large organisations with more scope to promote their employees in large cities (61%)
- 8% consider living in a large city as something which has/would have a **negative** effect on their career
- The main reason for this negative effect is **high living costs – unable to buy a property** (72%)
- **This was followed by:**
  - Living costs (68%)
  - The commute time is too long (56%)
  - The commute is expensive (51%)



## Question:

**In general, how likely or unlikely do you think each of the following are to impact a person's chances of securing a job/progressing in a career?**



## Insight

- US office workers believe that **previous work history** is most likely to impact a person's chances of securing a job/progressing in a career (92% very likely/fairly likely)
- **This was followed by:**
  - Education/professional qualifications (92%)
  - Age (86%)
  - Having a disability/health issue (69%)



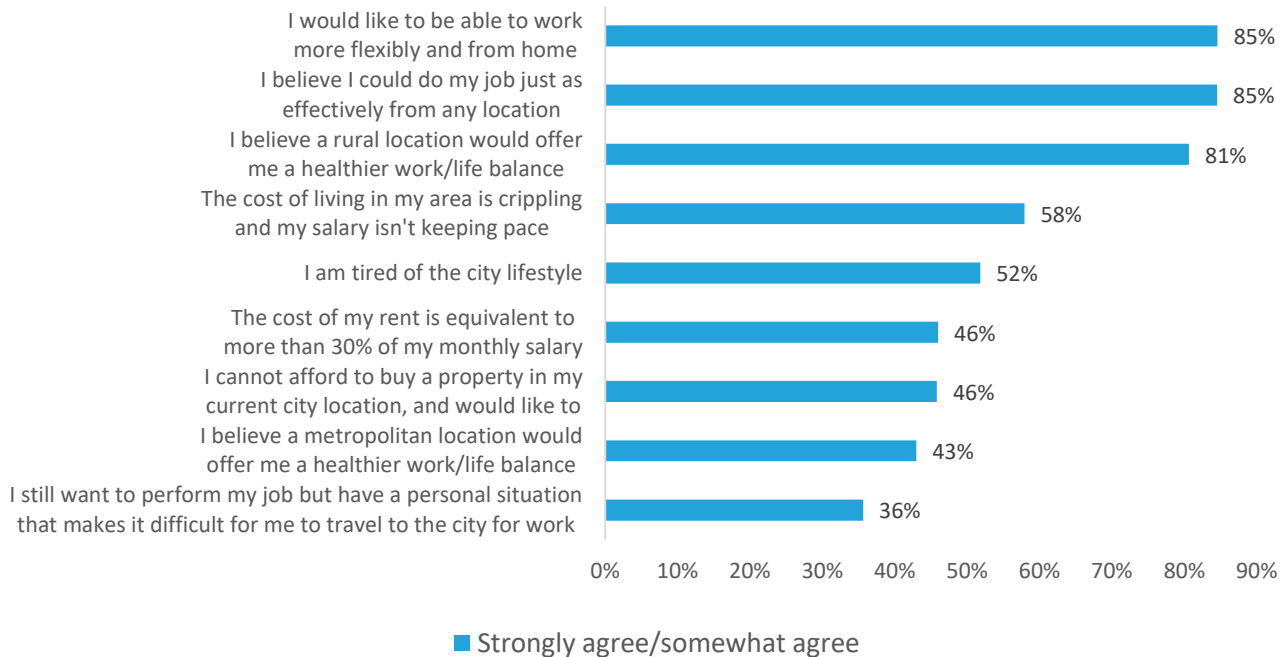
# Relocating

- 47% of those not already living in a rural area say they would be very likely/fairly likely to consider **relocating to a rural area** if they could still perform their role to the same level.
  - 26% are not very likely to relocate to a rural area
  - While 16% are not at all likely
- 59% of those not already living in a broader metro area say they would be very likely/fairly likely to consider **relocating out of a city to a broader metro area** if they could still perform their role to the same level without commuting (through flex/telework)
  - 22% are not very likely to relocate
  - While 12% are not at all likely
- Overall, 70% of US workers, who are not already living in a rural county or broader metro area, would be very likely or fairly likely to consider relocating one of these areas if they knew their professional life wouldn't suffer and they could still perform their role to the same level.



Question: In the previous question you indicated a willingness to relocate out of a city to a rural area or metropolitan area, given the right work circumstances.

**Listed below are possible reasons for why you might say this. Please indicate how much you agree or disagree with each statement.**



## Insight

- The statement about wanting to relocate that people were most likely to agree with was **'I would like to be able to work more flexibly from home'** (85%)
- **This was followed by:**
  - 'I believe I could do my job just as effectively from any location' (85%)
  - 'I believe a rural location would offer me a healthier work/life balance' (81%)



# Talent shortages

- When asked if their organisation struggles to source talent for skilled roles, 31% of respondents said this is a current issue
  - A further 18% say it's not an issue yet, but they foresee it being an issue in the next 5 years
  - And 33% say it's not a concern for them
- **Increase salaries for skilled roles** (36%) is the main way respondents say their organisation is tackling, or planning to tackle, the talent shortage they face
- **This was followed by:**
  - Introduce better flexible working policies, to widen the talent pool (35%)
  - Look for talent nationwide, including rural areas (31%)
  - Actively promote diversity initiatives to encourage applications from a range of backgrounds (28%)
  - Invest in education and training programs, outside of city locations (20%)



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**Any questions?**

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