



one
poll.

citrix

Home Workers

JM TVC 1902 HE

Client: Citrix

Date: 1st to 9th September 2020

Sample: 2005

Demographic: US Knowledge workers

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Home Working

With reference to post-lockdown behaviour

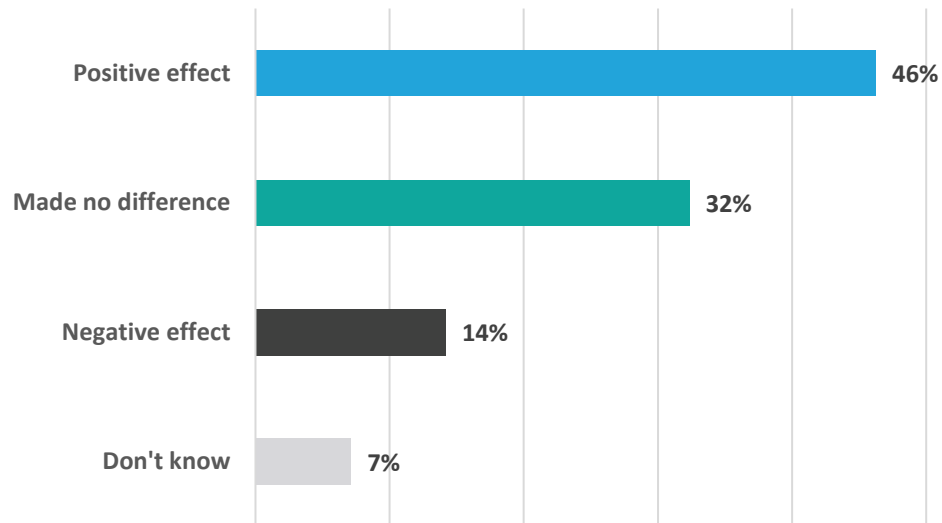
- Post lockdown, views on the benefits of city life have changed:
- The proportion who see big city living as beneficial to the career has fallen from 46% (46.27%) to just 21% (21.31%)
- The neutral sentiment is up from 32% (32.37%) to 41% (41.21%)
- 28% (28.21%) of US Knowledge Workers now say living in a city can hurt your career
- 47% (47.4%) of US Knowledge workers think they'd be likely to relocate to a rural area, if they could still work as normal
- While 57% (57.38%) would relocate to the suburbs if circumstances allowed
- Just over three quarters (78.82%)* of US Knowledge workers now say they could do their jobs just as effectively from any location
- Almost the same proportion (77.04%)* now want to be able to work more flexibly and from home
- When asked if they had or were going to relocate as a result of permanent remote working due to the pandemic 25% (24.66%) (494 individuals) said 'Yes'.



Question:

BEFORE LOCKDOWN.

Do you think that living in a large city (e.g. New York, Chicago, San Francisco, Los Angeles etc.) had a positive or negative effect on residents'; career opportunities and progression?

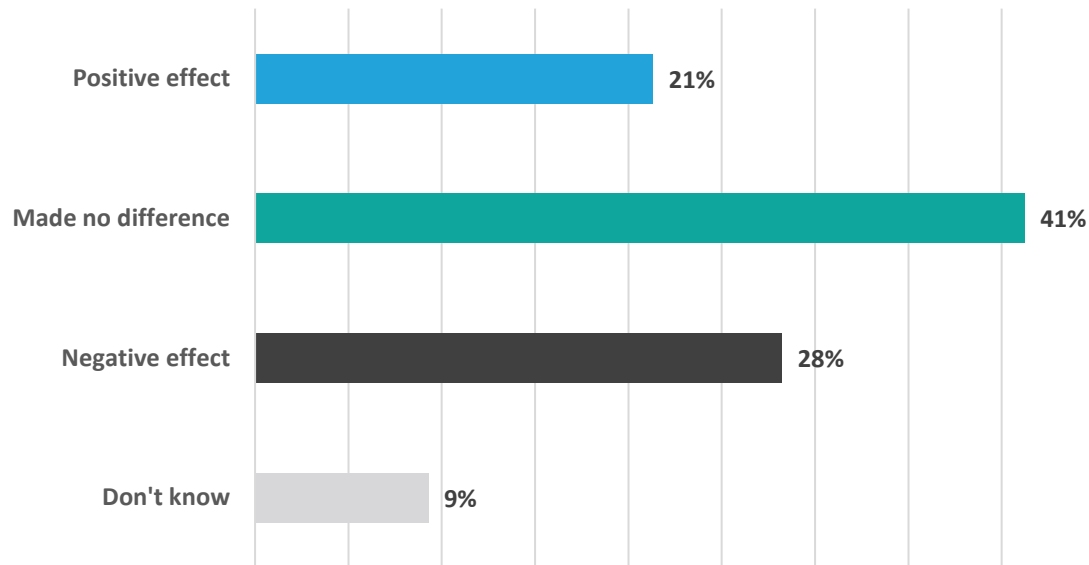


Insight

- Up until early 2020, Knowledge Workers were fairly sanguine that being a resident of a big city was a positive (46%) or a neutral (32%) thing for one's career

Question:

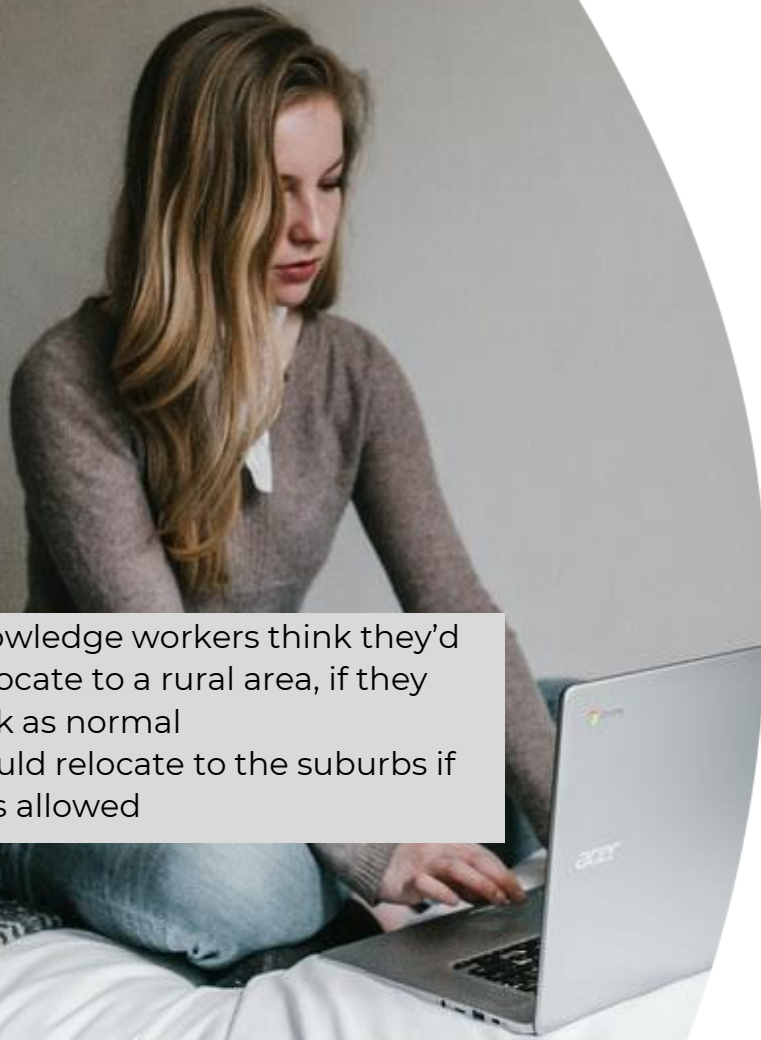
**Present Day - AFTER LOCKDOWN.
Do you think that living in a large city
(e.g. New York, Chicago, San Francisco,
Los Angeles etc.) had a positive or
negative effect on residents'; career
opportunities and progression?**



Insight

- Post lockdown the position is massively different.
- The proportion who see big city living as beneficial to the career has fallen from 46% to just 21%
- The neutral sentiment is up from 32% to 41%
- And, most concerning/ interesting, a full 28% of US Knowledge Workers think living in a city can hurt your career

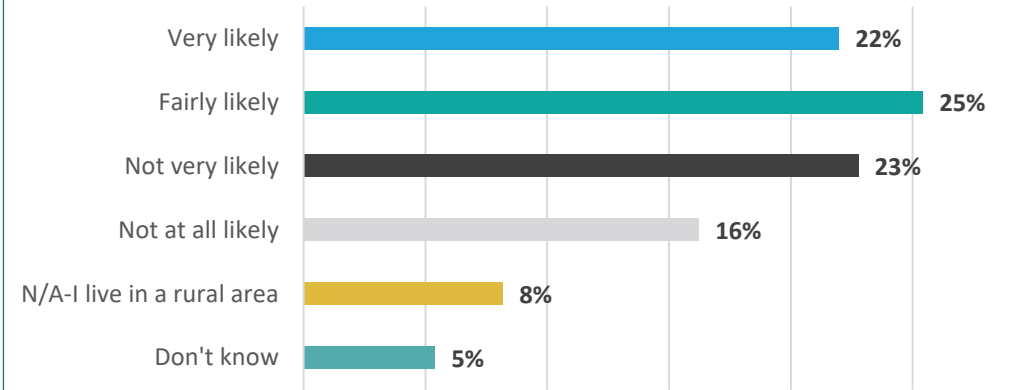
Insight



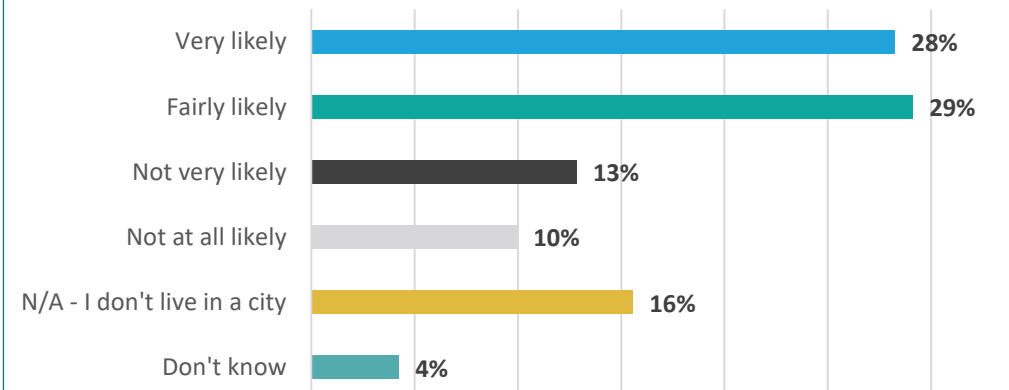
- 47% of US Knowledge workers think they'd be likely to relocate to a rural area, if they could still work as normal
- While 57% would relocate to the suburbs if circumstances allowed

Home Working

How likely would you be to consider relocating to a **rural area** if you could still perform your role to the same level without commuting?



How likely would you be to consider relocating to a **SUBURB** if you could still perform your role to the same level without commuting?



Question:

... you indicated a willingness to relocate to a suburb or rural 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:

Statement	Nett Agreement %
I could do my job just as effectively from any location	74%
I would like to be able to work more flexibly and from home	73%
I believe a suburban location would offer me a healthier work/life balance	66%
I believe a rural location would offer me a healthier work/life balance	57%
The cost of living in a city area is crippling and my salary isn't keeping pace	50%
There is no need for me to be a city location anymore as my job is now a remote role	28%
I am tired of the city lifestyle	25%
There is no need for me to be in a city location anymore as my company has reduced or closed office space	21%
I cannot afford to buy a property in my current city location, and would like to	16%
The cost of my rent is equivalent to more than 30% of my monthly salary	9%
I still want to perform my job but have a personal situation (i.e. health, disability, caring for a family member) that makes it difficult for me to travel to the city for work	-17%

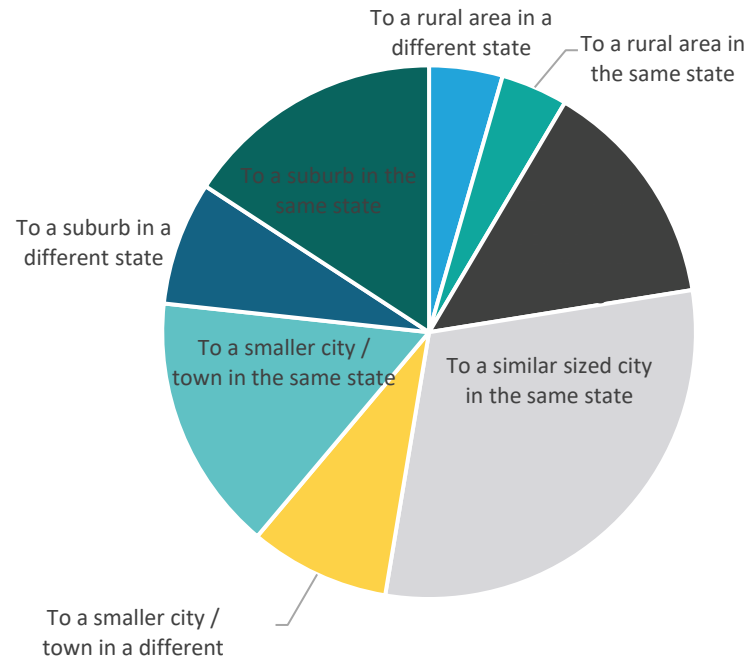
Insight

- Three quarters (74%) of US Knowledge workers now say they could do their jobs just as effectively from any location
- Almost the same proportion (73%) now want to be able to work more flexibly and from home
- The “death of the office” may not yet have arrived, but it’s clear that – for many US Knowledge Workers – the pandemic has moved them in that direction

The exodus has begun

- ASKED: Do you plan to, or have you already, relocated somewhere as a result of permanent remote working due to the pandemic?
 - 25% (24.66%) (494 individuals) said **Yes**.

Where the 494 relocatees plan to go/ have gone



- 9% of the people relocating are moving (or have moved) somewhere rural.
- While 23% have relocated to the suburbs.

Permanent change

- 44% (43.56%) of the relocators (213 individuals) think their move is permanent
- Motives among these 213 were:



12. Why have you chosen to relocate to a smaller city, suburb, rural area or different state? *

My job is now permanently 100% remote due to the coronavirus pandemic	37%
I only need to go to the office once a week	25%
I wanted to move to a quieter area	24%
The coronavirus pandemic has shown that I can do my job from anywhere and my employer supports this	22%
Lower taxes	20%
Lower living costs	19%
Lower housing/ accommodation cost	18%
I wanted to move to a more stable area	17%
I can afford to buy a house by moving location	16%
I only need to go to the office once a month	15%
It's easier to maintain social distance from others	13%
I only need to go to the office once a quarter	13%
I only need to go to the office every six months or more	11%

* percentages reworked to base on 213, not whole base

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Any questions?

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A background image of an open report or magazine. The pages contain various data visualizations, including a pie chart with a 80% segment, a bar chart with 88% and 53% values, and a 50% figure. There are also some text snippets and icons scattered across the pages.

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russ.budden@onepoll.com - 0207 138 3041