

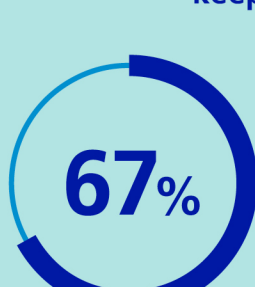
What do UK workers hope to see in their future workplace?



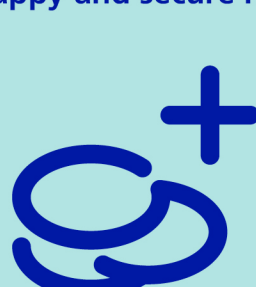
The way we work has changed rapidly. And it looks like companies will need to keep adapting to a more flexible way of working as UK workers share how and where they'd like to work in future.

Most of us want more flexible working

Offering flexible working is an effective way for a business to keep their existing employees happy and secure new talent.



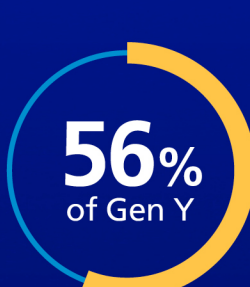
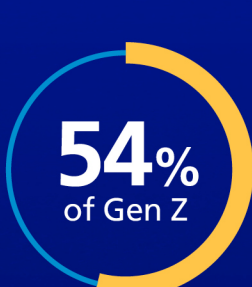
of employees ranked flexible working in their five most important workplace benefits



Flexible working was ranked twice as important as pension, holiday and bonuses

We will leave the bright lights of the city behind

Today, many of us feel we need to live close to a city for work. But an increase in remote working will mean satellite towns and the countryside become more popular options.



54% of Gen Z and 56% of Gen Y wish jobs were more spread out geographically so they could live where they want to

Satellite towns could become twice as popular as places to live

Those escaping to the countryside could quadruple



2/3 of people would be happy to live at least 1 hour away from their office if remote working were more common. Currently just 1/3 of employees live more than 30 minutes from their main workplace.

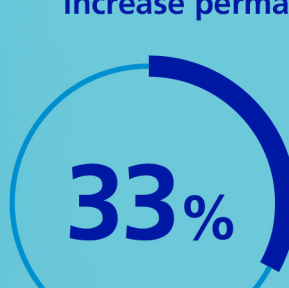


Source: ICM Unlimited completed a survey of 2,019 working adults, aged 16+, covering all UK nations and regions, between March 20th and 27th, 2020.

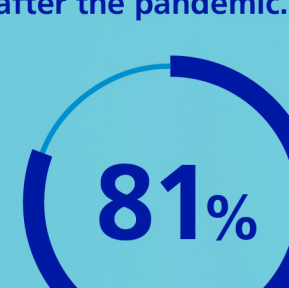


Working from home will be the norm

Amongst workers who can work flexibly, almost half think flexible working will increase permanently after the pandemic.



plan to work from home at least three days a week



expect to work from home at least once a week

Workers want employers to focus on flexibility

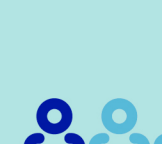
Employees believe their employers can and should do more to support flexible working.



6 in 10 people think it's very important for their employer to focus on connectivity in the future



1 in 5 employees think their company could allow flexible working



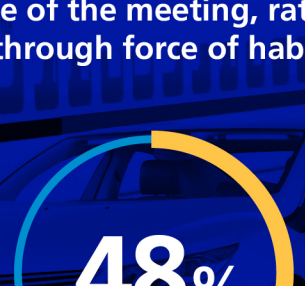
Nearly 1 in 3 employees think their company could feasibly introduce flexi-hours

Is all the business travel really necessary?

Many believe remote working focuses on the purpose of the meeting, rather than physically getting everyone together, mainly through force of habit.



say there's an expectation to travel for work even when they feel it's unnecessary.



are concerned about the environmental impact from business travel.

You can download a full version of the research report here

Report Methodology

- ICM Unlimited completed a survey of 2,019 working adults, aged 16+, covering all UK nations and regions, between March 20th and 27th, 2020 (just as the UK moved into lockdown). This was complemented by:
 - Six in-depth employee case studies with people who have begun to work more from their home or non-office base, aged 30-50. 10th-17th March 2020.
 - Six diaries from GenZ (18-23 years of age) 9-14 April 2020
 - Expert interview commentary from specialists in environmental transport, regional economics and the modern workplace.

A separate survey was commissioned with YouGov Plc. Total sample size was 2394 workers. Fieldwork was undertaken between 22nd - 26th April 2020. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).