

Back to the Office?

Here's What Candidates and Hiring Managers Think

Data based on a survey, conducted March 16–30, 2022, of more than 7,000 candidates and hiring managers who have worked with Creative Circle



WHY DON'T CANDIDATES WANT TO RETURN TO THE OFFICE?

Cost, Comfort, and Freedom



“By working from home, people are saving money on gas, car maintenance, train/bus tickets, and food. But most importantly, people are saving so much time by not commuting.”



“There's no monetary amount, or 'perk,' that would incentivize me to deal with the added stresses and diminished freedom of going to work in an office full-time.”



“We've been doing our jobs remotely for the last two years and most employees' mental and physical health is a lot better.”

CANDIDATES WANT TO BE PAID MORE FOR IN-PERSON ROLES. BUT HIRING MANAGERS ARE UNWILLING TO DO SO.

Candidates:

Would you want to be paid more for roles where you are required to go into the office **100% of the time** (as compared to fully remote roles)?



YES: 81%
NO: 19%

Would you want to be paid more for roles where you are required to go into the office **some of the time** (as compared to fully remote roles)?



YES: 68%
NO: 32%

Hiring Managers:

Are you willing to pay more to employees who come into the office **100% of the time** (as compared to fully remote employees)?



YES: 8%
NO: 92%

Are you willing to pay more to employees who come into the office **some of the time** (as compared to fully remote employees)?



YES: 9%
NO: 91%



BESIDES RAISING PAY, HOW CAN EMPLOYERS INCENTIVIZE WORKERS TO COME INTO THE OFFICE?

Perks like casual dress code, free food and drinks, comfortable furniture, etc. aren't enough. To come into the office, candidates want the following:



Make It Worthwhile

“Meaningful engagement, brainstorming sessions, creative opportunities. Networking, community building, career advancement. If it can be a Zoom meeting or an email, it should be.”

“Am I coming in to meet with people? Or am I sitting at a desk trying to avoid distractions and conversations happening around me?”



Schedule Flexibility

“I'd rather not have specific days of the week I need to come in and would like to choose what days to come into the office.”

“Offer some flexibility as to when we need to be there. Can we start at 10 am instead of 9 am to avoid traffic? Or could we come in early and leave early?”

“Don't require our in-office days to be the full day if unnecessary.”



Reimburse Commuting Costs

“PAY FOR GAS.”

“Offer commuters compensation for gas/car maintenance/public transportation.”

“A refund for public or personal transportation costs, based on distance traveled.”

“HYBRID” VS. “FLEX”



Candidates understand “**hybrid**” to refer to **where** they work (combination of in-office and remote)



Candidates understand “**flex**” to refer to **when** they work (not a 9-to-5 schedule)

FUTURE FORUM PULSE INSIGHTS*



78%

of knowledge workers want flexibility in **where** they work



95%

of knowledge workers want flexibility in **when** they work



68%

of knowledge workers say they prefer **hybrid** (remote/onsite) work

Underrepresented groups (women, parents, Hispanic/Latinx, Asian/Asian American, Black) prize location and schedule flexibility the most

*January 2022. <https://futureforum.com/pulse-survey/>