

IWG Women Hybrid Workers Sentiment Survey

March 2023

The survey provides a fascinating insight into how hybrid work is revolutionizing work for American women. To gauge current views and preferences of workers and managers regarding hybrid work, International Work Group commissioned a survey conducted by Mortar Research of 1,008 female, full-time hybrid workers in the U.S. in late February 2023.

[International Workplace Group](#) (IWG) is the world's leading provider of flexible workspace – with 3,500 locations in more than 120 countries and brands including Spaces and Regus. Unprecedented demand from companies of all sizes and workers looking for hybrid working solutions means IWG will add 1,000 new locations over the next year.

Key Takeaways

- **Hybrid Promotes Equity** - The vast majority (88%) believe that the flexibility of hybrid working serves as an equalizer in the workplace, and 66% share that hybrid allows them to experience less biases in the workplace.
- **Employers, Take Note: Hybrid is a Make-or-Break Point for Women** - Nearly three fourths (72%) of women will look for a new job if their employer takes away the flexibility of working hybrid.
- **Hybrid Helps Women Further Their Careers** - Two thirds (67%) believe that overall, hybrid working has a positive impact on their career growth path, including being more efficient and productive (73%); being allowed to partake in additional career training (49%); and having increased visibility with senior leadership (40%).
- **Hybrid Considered a Caregiving Benefit**- More than half (53%) of respondents who identify as caregivers see flexible work arrangements are a caregiving benefit as it can help them save money or spend more time participating in family events.

Survey Data Points

Hybrid Promotes Equity

The vast majority (88%) believe that the flexibility of hybrid working serves as an equalizer in the workplace, and 66% share that hybrid allows them to experience less biases in the workplace. Respondents shared:

- 88% believe that the flexibility of hybrid working 'serves as an equalizer in the workplace'
- 66% believe that hybrid working 'allows me to experience less biases in the workplace, whether due to my gender, race or otherwise'
- 82% believe that 'hybrid working allows me to prioritize my family and children'
 - This is most strongly felt among those aged 45-54 (88%) followed by those aged 35-44 (87%)
- 83% believe that the flexibility of hybrid workings 'allow me to prioritize my physical and mental health'
 - This is most strongly felt among those aged 35-44 and 45-54 (both 88%)
- 67% believe that in comparison to remote working 'hybrid work gives workers more chance to be seen and recognized by managers and co-workers' – demonstrating that most understand that face-to-face time in the office is still important
- 66% believe that hybrid working 'broadens by work relationships with colleagues outside of my own office location'

Hybrid is Make-or-Break Benefit for Women

Being able to work in a hybrid way is now 'make or break' for U.S. employees – with nearly three quarters saying that they would look for another job if their employer did not offer them hybrid working. This is felt most strongly among those aged 24 and under – many of whom will be hybrid-native workers, and already used to this.

- The majority of female workers say that, if their current employment did not have a hybrid work option, they would look for another job (72%)
 - This comprises 37% that say it is 'extremely likely' and 35% who say it is 'somewhat likely'.
 - 16% say that it is neither likely or unlikely
 - Just 13% say it is not likely, which breaks down as 8% saying it is 'somewhat unlikely' and 5% saying it is 'extremely unlikely'
- There is a clear trend with age – **78% of respondents aged 18-24** say it is likely they would look for another job. This then falls to:
 - 75% for those aged 25-34
 - 73% for those aged 35-44
 - 64% for those aged 45-54
 - 56% for those aged 55-65 (with just 17% saying it is extremely likely)

Hybrid Working Helps Women Further Their Careers

The key benefit of hybrid working is the increased ability to be productive and efficient whilst at home – with many clearly finding it easier to work without the distractions and noise of a busy office environment. Many also believe being able to pursue goals outside of work helps their career, whilst there have also been training and learning benefits for many.

- Among the majority who say that hybrid working has had a positive impact on their career growth, the reasons for this are:
 - Makes me more efficient and productive (73%)
 - It has helped me learn more about other roles at my company (54%)
 - Allows me to partake in additional training to support my career (49%)
 - Increased my visibility with senior leadership (40%)
- Some specific, additional responses highlighted include:
 - "I can multitask – and also save on clothes, gas and tolls"
 - "It allows me to prove I can be self-sufficient and show my employer I can work autonomously"

Most Respondents Consider Hybrid Work a Caregiving Benefit

The majority of female office workers (53%) are also caregivers and those that identify as such highlighted many key benefits:

- 65% agree that it helps them to save money on caregiving expenses
- 63% consider hybrid work a caregiving benefit
- 71% agree hybrid working allows them to participate in child or parent events (rising among age groups most likely to have children)
- 80% agree hybrid work allows them to get time back to focus on projects around the house including daily maintenance
- Those aged 35-44 are most likely to be a caregiver (64%)

Parents make up 75% of the respondents who identify themselves as caregivers, and they believe that hybrid work helps not only with the practicalities of parenting, but also benefits their children.

- Among all respondents (including the 25% who are not parents):
 - 48% believe that hybrid working increases their children's understanding of what they do (rising to 62% for those aged 35-44)
 - 40% believe that it shows them I am valued / needed / productive in the workplace.
 - 36% believe it shows them how to be passionate and engaged with work
 - 33% believe it shows them how to speak to colleagues in the workplace
 - 29% believe it increases workplace customs and norms
- Some specific, additional responses highlighted include:
 - "Allows children to understand technology in a work-related environment"
 - "Seeing me work helps my son who has autism"

Personal and Work Friendships Help Alleviate Job Pressures- Most (58%) of women hybrid workers lean on their personal friends most for support at work, followed closely by . Meanwhile less than three in ten say they go to their boss for help with work pressures. And nearly a quarter see a therapist to help with work pressures. A further one in ten pay for a career coach.

- Ninety-four percent of respondents say that they use some kind of resource in order to manage work pressures. The most popular ones are:
 - Personal friends (58%)
 - Work friends (52%)
 - Boss (29%)
 - Mentors at their company (25%)
 - Employee advocacy group (24%)
 - Former co-workers (24%)
 - Therapist (24%)
 - Trade organization or industry peer group (18%)
 - Paid career coach (11%)
- When given the opportunity to add additional responses:
 - Many highlighted that their partner or family helps them to manage work pressures
 - Vacations were also highlighted by some. As was the gym/working out.

Hybrid Contributes to Women's Health - The vast majority see strong health benefits when it comes to hybrid working – with six in ten (61%) highlighting being able to go to more wellness appointments and the same number highlighting the ability to relax and sleep more. The ability to cook your meals at home was highlighted too, with 57% saying it means you can have healthier eating habits.

- A resounding 96% believe that hybrid working allows for a healthier lifestyle. The main ways it does this are:
 - More time to relax or sleep (61%)
 - More time for doctor or wellness appointments (61%)
 - Better eating habits (57%)
 - More time to work out or go to the gym (55%)
 - Increased social interaction in the office (34%)

Hybrid Drives Productivity

The key benefit of hybrid working is the increased ability to be productive and efficient while at home and has also made a significant positive impact on motivation as well, with most workers clearly feeling they are able to work better if not always at the office. Work life balance is also positively impacted. For more than four in ten, this leads to lower levels of stress.

- When asked to quantify the benefits of hybrid working versus working fully in the office:
 - 82% say productivity is higher
 - 47% say much higher and 36% say somewhat higher
 - 72% say motivation is higher
 - 39% say much higher and 33% say somewhat higher
 - 81% say their work-life balance is better
 - 52% say much better, 29% say somewhat better
 - 42% say stress levels are lower
- Looking more closely at work/life balance compared to pre-pandemic levels:
 - 85% say their work/life balance has improved significantly(50%) or improved slightly (35%)

Most Women Hybrid Workers Incentivized to Head to the Office- Interaction and collaboration are key. But for many, a change of scene or a break from those they live with, is also a key incentive. Perks are also helping employers attract female hybrid workers into the office. Having the right equipment – from desks to technology – is an important perk of working in the office. As is benefitting from things they would have to pay for if they were at home – for example, fitness classes and food and drink. Sixteen percent even benefit from massages at work.

- The biggest incentives workers picked for going into the office are:
 - Bring able to interact with colleagues at work (59%)
 - This rises to 81% for those aged 55-65
 - In-person collaboration with colleagues (48%)

- This rises to 65% for those aged 55-65
 - Change of scenery / change of pace (41%)
 - Facetime with manager and senior leaders (36%)
 - Having a social engagement after work (34%)
 - Getting a break from your partner or roommate (22%)
 - Rises to 27% for those aged 18-24
 - Getting to show off new hair/clothes/shoes etc. (20%)
 - Being able to share social media posts about your office view or environment (20%)
 - Rising as high as 25% for those aged 35-44 and as low as 7% for those aged 55-65
- Most offices seem to offer perks that help attract employees to come into the office. Just 19% say their office offers no perks. The top perks that female workers identified are:
 - Tech equipment (54%)
 - Food and drink (50%)
 - Rising to 66% for those aged 18-24
 - More comfortable desk / chair (42%)
 - Meditation room (19%)
 - Fitness classes (18%)
 - Massages (16%)
 - Healthy kitchen or garden (16%)
 - Rising to 22% for those aged 18-24
 - Lactation room (14%)
 - Farmers market (9%)

What Women Can Achieve, Thanks to Hybrid- From losing weight due to increased success at work, respondents shared some remarkable achievements they have made in their lives as a result of hybrid working. These include:

- "I finally enjoy my job"
 - "I have lost 15 pounds"
 - "I run daily and have lost 10 pounds"
 - "I got an achievement award"
 - "I got a bigger bonus"
 - "I lost 30 pounds"
 - "Graduated top of my class"
 - "I've been able to buy a new car"
 - "Hitting 400% of my annual goal"
 - "I've become the CIO"
 - "I managed to buy my own home"
 - "I have made an extra \$10,000"
 - "I graduated with a degree in civil engineering"
- Many respondents answered with variations of spending more time with their kids or family – with some going as far as to say they are a better parent
- Many respondents also highlighted getting a promotion

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About IWG PLC

IWG is the global leader in hybrid work solutions and workspace brands. We create personal, financial, and strategic value for businesses of every size. From some of the most exciting companies and well-known organizations on the planet, to individuals and the next generation of industry leaders. All of them harness the power of IWG's hybrid working platform to increase their productivity, efficiency, agility, and market proximity.

IWG's unrivaled network coverage includes approximately 3,500 locations across more than 120 countries and 83% of Fortune 500 companies are among our growing customer base.

Through our brands including Regus, Spaces, HQ and Signature, we help millions of people and their businesses to work more productively. We do so by providing the world's leading hybrid work platform with professional, inspiring and collaborative workspaces and digital services all available via the IWG app.

For more information, visit www.iwgplc.com and for more information on partnering with IWG, see: <https://www.iwgplc.com/develop-a-location>

Survey Methodology

MORTAR RESEARCH: SURVEYING HYBRID WORKING WOMEN IN THE USA

Mortar Research carried out a survey targeting full-time employed women in the USA. The sample was nationally representative of the region. Respondents were asked about the benefits and drawbacks of hybrid working, particularly for career growth and work-life balance. All were incentivised and each provided opt-in consent in line with MRS and GDPR guidelines.

AUDIENCE: 4,772 Survey Entrants | 1,008 Completed Surveys

This survey was taken by a total of 4,772 respondents on both mobile and desktop devices. All were based in the USA. The study ran between February 22 - 27, 2023.

MULTI SOURCED APPROACH: The different recruitment methods used alongside the supplier blend removes any potential single source bias.

QUALITY CONTROL: Measures in place on both a supplier and respondent level. These include Geo IP tracking and digital fingerprint checks to ensure that there is no duplication or link manipulation.

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