

The Relationship Between WORK & WHERE WE LIVE

WHAT DOES IT MEAN FOR TALENT ATTRACTION?



WE ASKED

1,000+
adults

ABOUT THE ROLE OF
WORK IN WHERE THEY
CHOOSE TO LIVE



With increased remote work flexibility and shifting attitudes about the role of work, how does employment still influence where people live? In a tight labor market, employees have more options than ever before to pursue employment that feels right for them. Are people less likely to move to your city for a job if their field allows for remote work? Where does hybrid work fit into the equation?

To examine the current relationship between location and livelihood, we contracted with a leading research firm, IPSOS, to survey a nationally representative sample of 1,063 adults with questions like these. In our study of adults employed full-time, 36% are fully remote or hybrid.

Read on for insights on the role of work in where we choose to live post-pandemic, and how they relate to your talent attraction and retention efforts.

KEY INSIGHT #1

Work isn't the sole driver of where people live, though growing the workforce is a top priority for communities.

73%

Define their relationship between work and their current home city as: Found work they can do from where they already live.

20%

Came to their current city for a job.

- » 14% don't work for the same employer who brought them there.

KEY TAKEAWAY:

A job opportunity alone isn't always enough to draw new residents. It's key to market not only your employment opportunities but also quality of life amenities, affordability and ways to help people build community. That's not to say that jobs aren't a key puzzle piece – just 5% of respondents said they moved to a market they knew had good jobs and then conducted a job search.

KEY INSIGHT #2

Respondents were pretty evenly split on how likely they are to consider moving for a career reason now versus 5 years ago.

38% Were less likely to consider a career-related move.

When asked why, they said things like:

- » Home and family are now my priority.
- » If I move, it will be because I'm going somewhere I want to go, not because of a job.
- » There is no need to move with all the remote job opportunities.

32% Were more likely to consider a career-related move.

When asked why, they said things like:

- » Change of scenery and maximizing pay while minimizing cost of living.
- » Right now, I don't have the job I want, so I'm willing to do whatever it takes to get it.
- » I'm more willing to move than five years ago. I believe the job market is more competitive and wouldn't want to pass up a good opportunity.
- » I would move, but the location would have to be worth the move.

30% Noted no difference in their likelihood to consider a career-related move.



WORKERS WHO ARE ALREADY FULLY REMOTE TEND TO BE LESS LIKELY TO CONSIDER A CAREER-RELATED MOVE

KEY TAKEAWAY:

Other recent research has shown work-related reasons again becoming more common relocation triggers as pandemic concerns abated, but we still see many of the other top considerations that have emerged in our past research, like proximity to family and finances, playing a key role. Respondents mentioned that paid relocation would increase their likelihood of moving, and their hesitations included not wanting to uproot children, the stress of big moves, liking where they currently live and housing concerns in the current economic climate – mostly homeowners who don't want to sell and become prospective buyers now.

KEY INSIGHT #3

Lack of remote work flexibility isn't necessarily a deal breaker for making a move, but many prefer hybrid options.

Only 11% of respondents said that lack of remote work flexibility would be a deal breaker for work-related relocation. However, younger respondents, particularly those 18 to 34, were more like to say it's a deal breaker. Most 18- to 34-year-olds were also likely to view a hybrid work environment as a great perk that might encourage them to relocate. Only 4% of overall respondents said they prefer a fully in-person environment.

KEY TAKEAWAY:

While many thought almost no one would return to the office post-pandemic and communities would compete for remote workers, the biggest workplace shift has been the emergence of hybrid work, where workers work remotely some of the time and in-person some of the time. Many competitive employers have embraced the hybrid model and our research shows this can positively impact talent attraction.