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Hybrid Work Mode the way forward? 57% Urban Indians expect their employers to support a more flexible work situation in the future: Ipsos Essentials Study

4 in 10 like the flexibility at work now, though 4 in 10 want to work more outside of home

New Delhi, 4 July 2021: According to the **Ipsos Essentials** Syndicated Study conducted in July end, there is a strong indication among Urban Indians (who are WFH because of Covid) towards a hybrid mode of work culture. At least 57% Urban Indians expect their employers to support a more flexible work situation going forward. And while 4 in 10 said they were looking forward to working outside of their homes, at least 43% of those polled were strong votaries of the current mixed mode.

Will we head back to old way of work situation?

There is cautious optimism – 4 in 10 believe it will take at least 6 months for the situation to normalize; while another bunch (4 in 10) believes it might stretch beyond six months.

Interestingly, at least 1 in 2 urban Indians (51%) said they missed seeing their colleagues face-to-face.

*“The pandemic and the shutdowns showed us it is possible to work remotely, albeit with some challenges. Interestingly, there is also WFH (work from home) fatigue, with many of us possibly missing the face-to-face chats and brainstorming. As a consequence of these two trends co-existing, a hybrid model with a mix of work from office and remote working could increasingly be the go-to option for employers in the future,” says **Krishnendu Dutta, Group Service Line Leader, Ipsos Innovation & Market Strategy.***

Pandemic turns Urban Indians into Savers (than Spenders)?

2 in 3 Urban Indians said they are saving more during the pandemic. Interestingly, savings are being done for the following end objectives – of securing their future, saving for a big-ticket purchase (home, vehicle, travel) and saving with no motive.

*“The pandemic has led to some bit of cautionary spending. From pre-pandemic compulsive and impulsive spenders, consumers are turning discretionary spenders and savers,” says **Archana Gupta, Country Service Line Leader, Market Strategy and Understanding.***





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Vocal for Local?

4 in 10 (41%) Urban Indians said they buy domestic products over foreign made ones. Last year at least 1 in 2 held this view, which clearly shows a decline in “MADE IN INDIA” fixation.

About the Study

Ipsos Essentials is a syndicated fortnightly study conducted among 16,000 respondents in 16 global markets including India. The fieldwork was conducted between July 20th-22nd, 2021. The findings are of interest to marketers and governments.

The samples in Australia, Canada, France, Germany, Great Britain, Italy, Japan, South Korea, and the U.S. can be taken as representative of these countries’ general adult population under the age of 75.

The samples in China (mainland), India, Mexico, Russia and South Africa are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don’t know or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of N=2,000 accurate to +/-2.5 percentage points, of N=1,500 accurate to 2.9 percentage points, of N=1,000 accurate to +/- 3.5 percentage points, and of N= 500 accurate to +/- 4.8 percentage points. For more information on Ipsos’s use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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