



# *Global @dvisor*

## **Telecommuting**

Citizens in 24 Countries Assess Working Remotely  
for a Total Global Perspective



*A Global @dvisory – November 2011 – G@26  
Telecommuting*



These are the findings of the *Global @dvisor* Wave 26 (G@26), an Ipsos survey conducted between October 7<sup>th</sup> and October 20<sup>th</sup>, 2011.

---

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none"><li>The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. This month, fielding took place in 26 countries.</li></ul>	<ul style="list-style-type: none"><li>The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.</li></ul>	<ul style="list-style-type: none"><li>For the results of the survey presented herein, an international sample of 18,682 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.</li></ul>	<ul style="list-style-type: none"><li>Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.</li></ul>



# Analytic Components

---

- *The term “Telecommuting” is used to describe what an employee does when they use a stationary or portable computer to do their office work from a location outside of their office – either from their home or another location – either regularly or from time to time. These employees, called “telecommuters”, often have the flexibility of using telecommunications (such as email, phone, Online chat) to communicate with colleagues in real time or do their work Online from a remote location any time they wish—usually when they log in to their worksite—including evenings and weekends.*
- **DK1. How often do you currently telecommute with your work?**
  - a. Always—I work every day from my home which is remote or separate from my employer's real office elsewhere.
  - b. On a very consistent and constant basis like evenings and weekends
  - c. More than once or twice per week
  - d. Once or twice per week
  - e. Once or twice per month
  - f. A few times per year
  - g. Never
- **DK2. If your employer offered you the opportunity to telecommute on a full time basis from your home or other location—in other words do most, if not all of your work from a remote location--how likely would you be to take this option?**
  - a. Very likely
  - b. Somewhat likely
  - c. Not very likely
  - d. Not at all likely
  - e. I can't because my job requires me to be in the workplace at all times.



## Analytic Components... *cont'd*

---

- DK3. [Some people/Others] say that telecommuters are more productive because the flexibility allows them to work when they have the most focus and/or because having maximum control over the work environment and schedule leads to job satisfaction and happiness. [Some people/Others] say that telecommuters do not work as hard because there is less manager supervision and/or because of family and social distractions at home. Which comes closer to your point of view?
  - a. Telecommuters are more productive than those who work at the office
  - b. Telecommuters are less productive than those who work at the office
  
- DK4. To what extent do you agree or disagree with the following statements:
  - 1. Employees who telecommute are better able to achieve balance between work and family
  - 2. Telecommuting creates more family conflict because it reduces the boundaries between work and family life
  - 3. Not seeing colleagues face to face every day makes telecommuters feel socially isolated
  - 4. Telecommuting will keep talented women in the workforce instead of leaving temporarily or completely to raise children
  - 5. Telecommuters have less stress due to less time spent in getting to their workplace
  - 6. Working remotely damages the employee's chances for promotion
  - a. Strongly agree
  - b. Somewhat agree
  - c. Somewhat disagree
  - d. Strongly disagree

# DETAILED FINDINGS

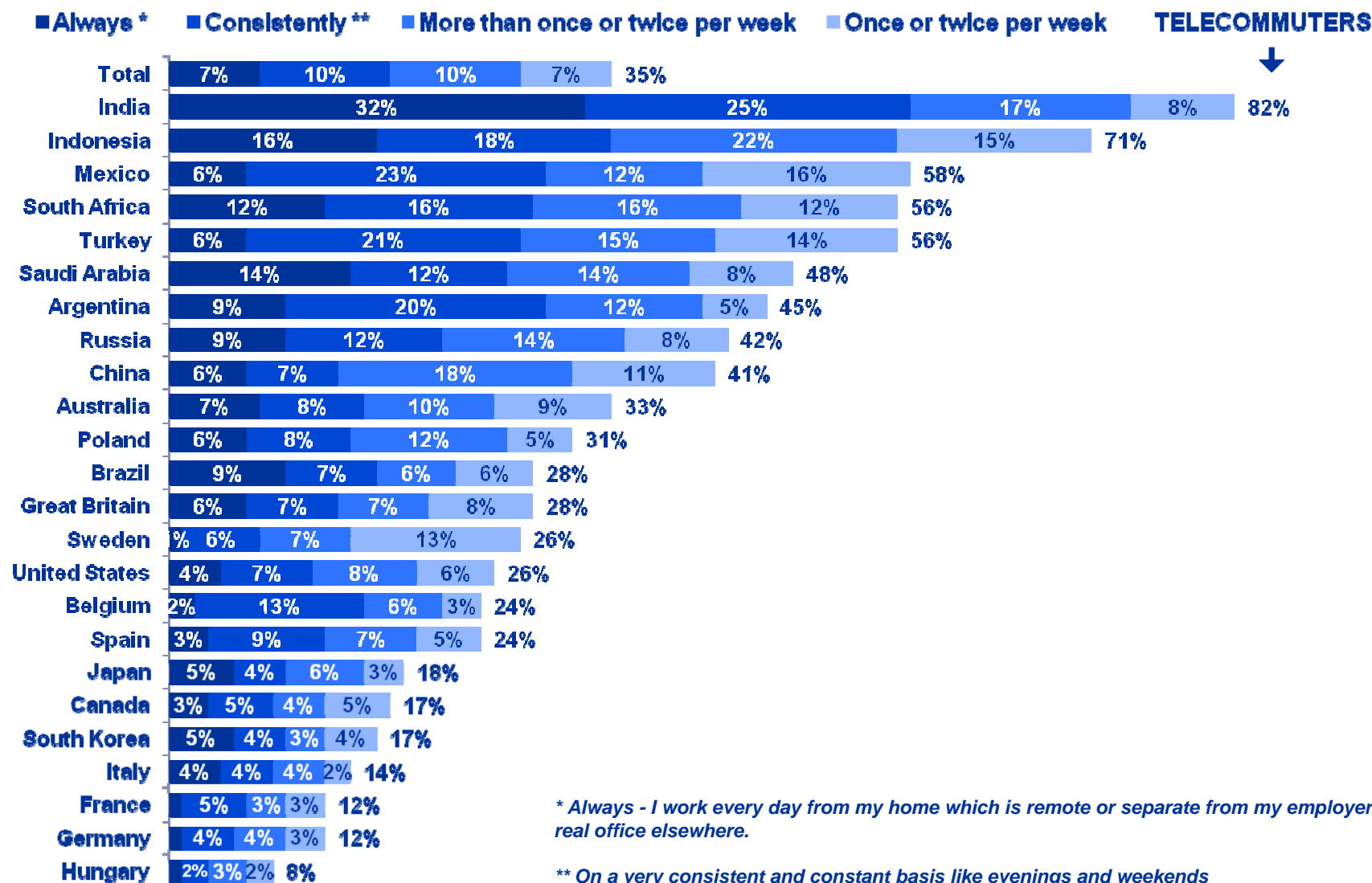


## How often do you currently telecommute with your work?





## How often do you currently telecommute with your work?



DK1. How often do you currently telecommute with your work?  
Base: Working Full time or Part time

A Global @dvisory – November 2011 – G@26  
Telecommuting



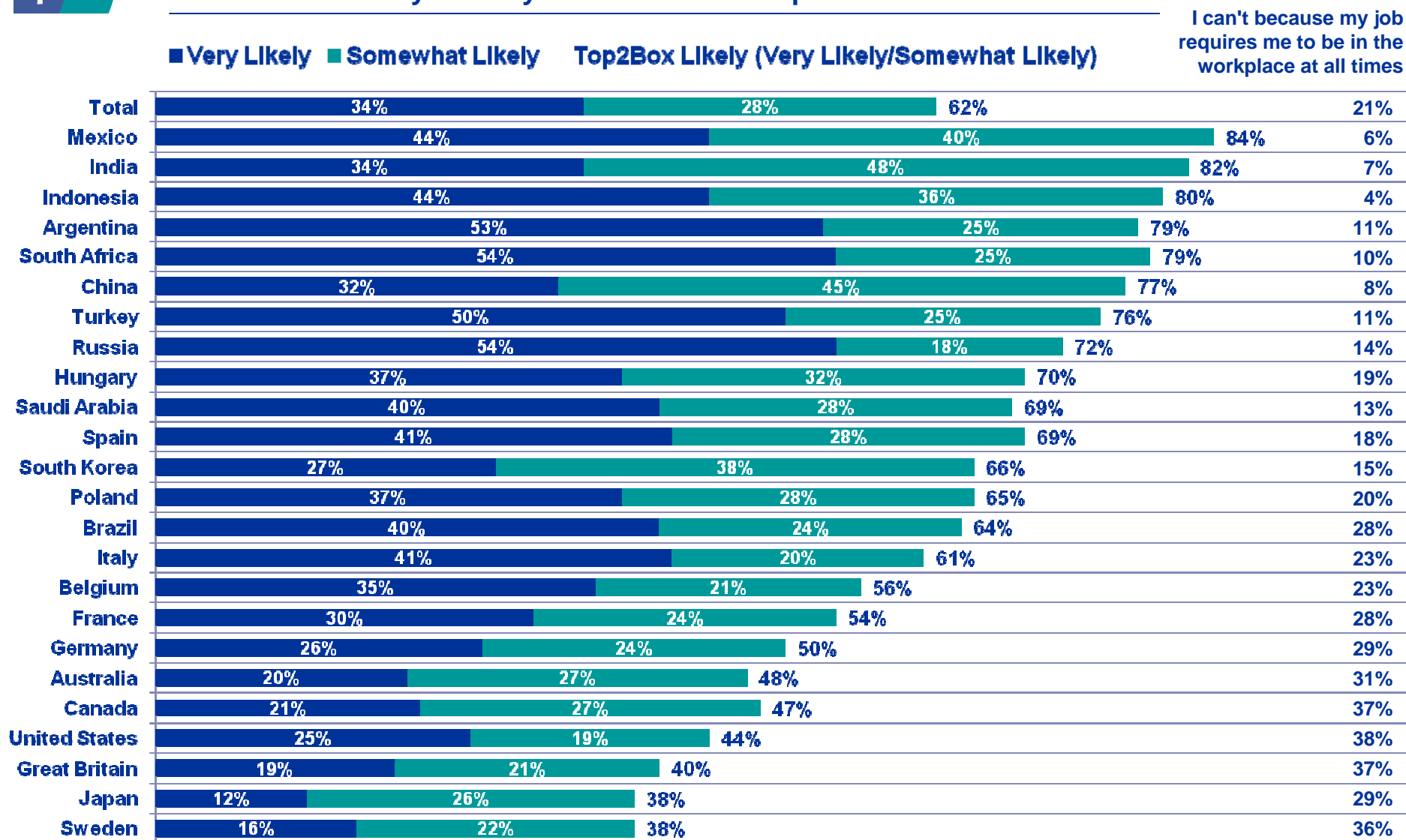
**If your employer offered you the opportunity to telecommute on a full time basis from your home or other location, in other words, do most, if not all of your work from a remote location--how likely would you be to take this option?**







**If your employer offered you the opportunity to telecommute on a full time basis from your home or other location, in other words, do most, if not all of your work from a remote location--how likely would you be to take this option?**



DK2. If your employer offered you the opportunity to telecommute on a full time basis from your home or other location, in other words do most, if not all of your work from a remote location--how likely would you be to take this option?

Base: Telecommute Regular/Infrequently

*A Global @dvisory – November 2011 – G@26 Telecommuting*

Some people/Others] say that telecommuters are more productive because the flexibility allows them to work when they have the most focus and/or because having maximum control over the work environment and schedule leads to job satisfaction and happiness. [Some people/Others] say that telecommuters do not work as hard because there is less manager supervision and/or because of family and social distractions at home.

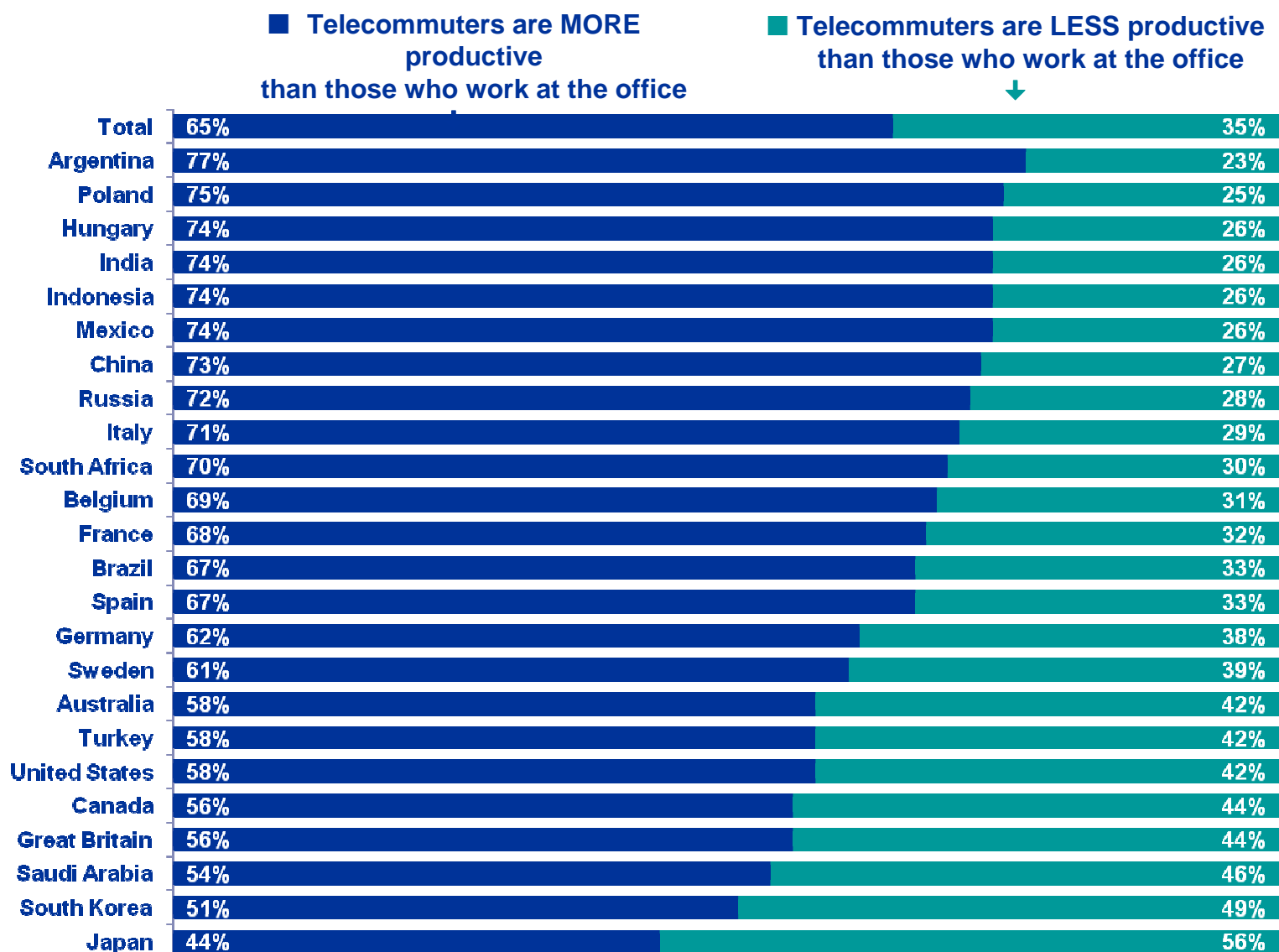
Which comes closer to your point of view?

- a. **Telecommuters are MORE productive than those who work at the office**
- b. **Telecommuters are LESS productive than those who work at the office**





## Which comes closer to your point of view?



DK3. Which comes closer to your point of view?  
Base: All Respondents

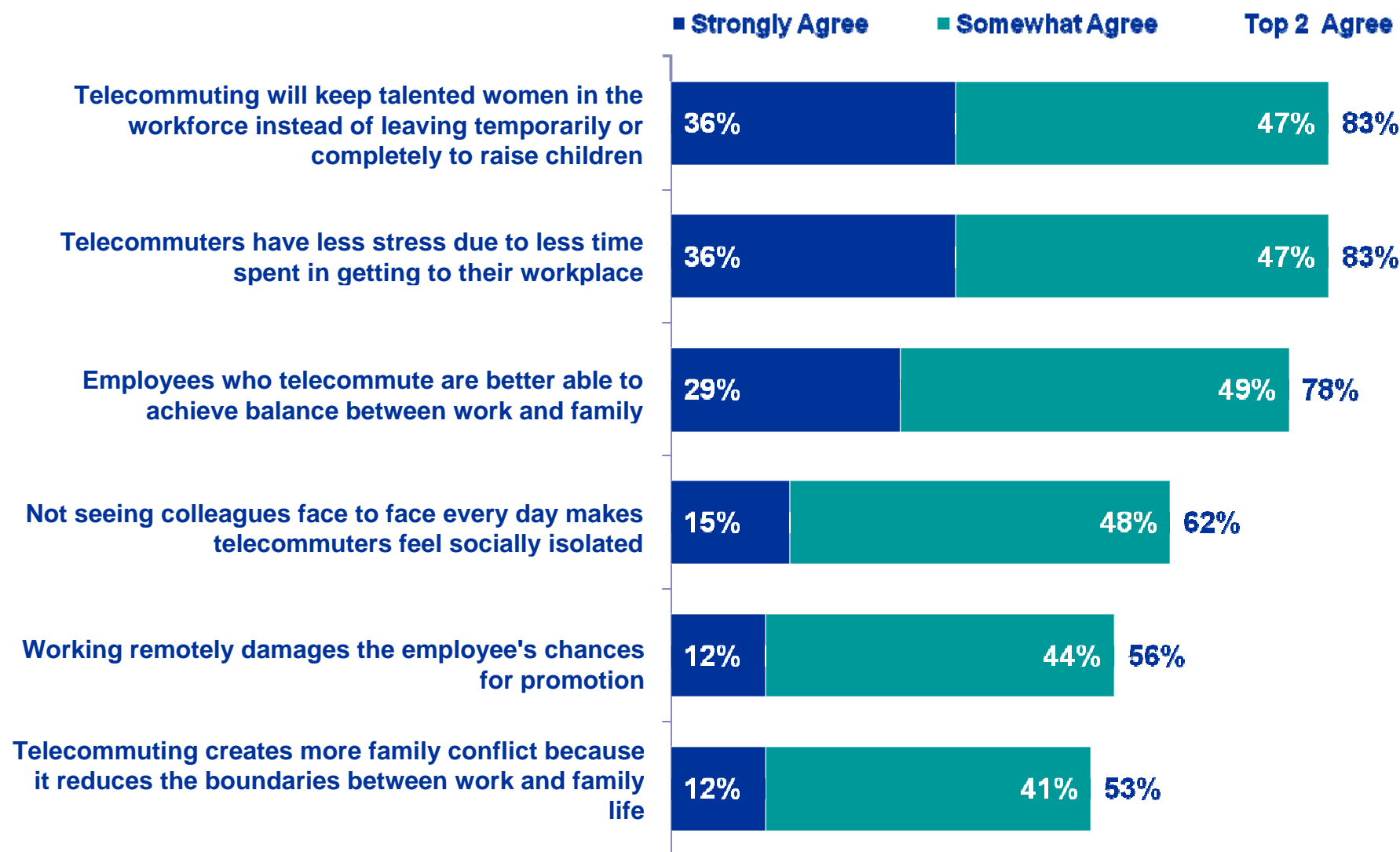
*A Global @dvisory* – November 2011 – G@26  
Telecommuting

## To what extent do you agree or disagree with the following statements...





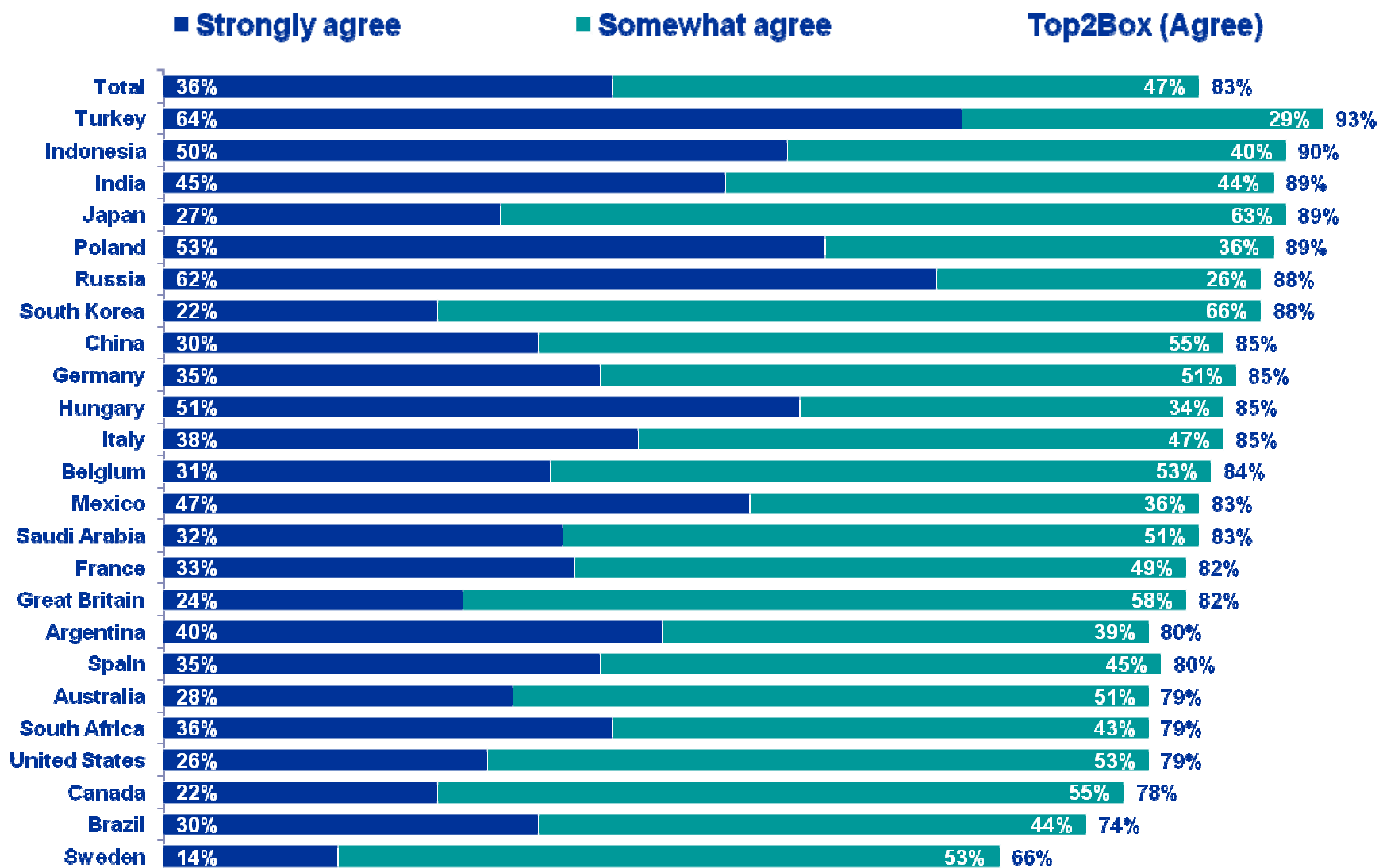
## Global Totals



DK4\_1. [Employees who telecommute are better able to achieve balance between work and family]  
To what extent do you agree or disagree with the following statements:  
Base: All Respondents



## Telecommuting will keep talented women in the workforce instead of leaving temporarily or completely to raise children



DK4\_4. [Telecommuting will keep talented women in the workforce instead of leaving temporarily or completely to raise children]

To what extent do you agree or disagree with the following statements:

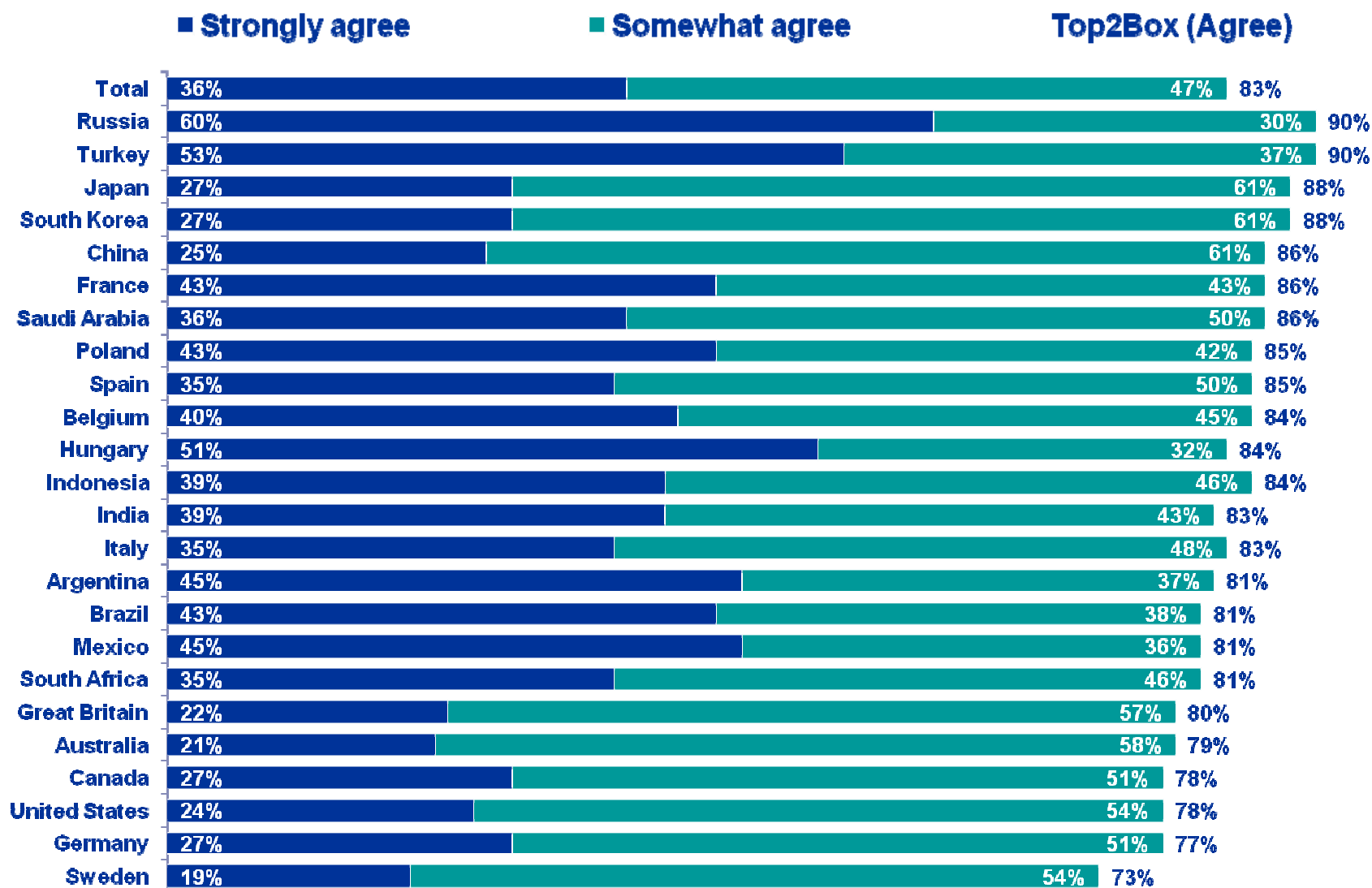
Base: All Respondents

*A Global @dvisory* – November 2011 – G@26  
Telecommuting





## Telecommuters have less stress due to less time spent in getting to their workplace

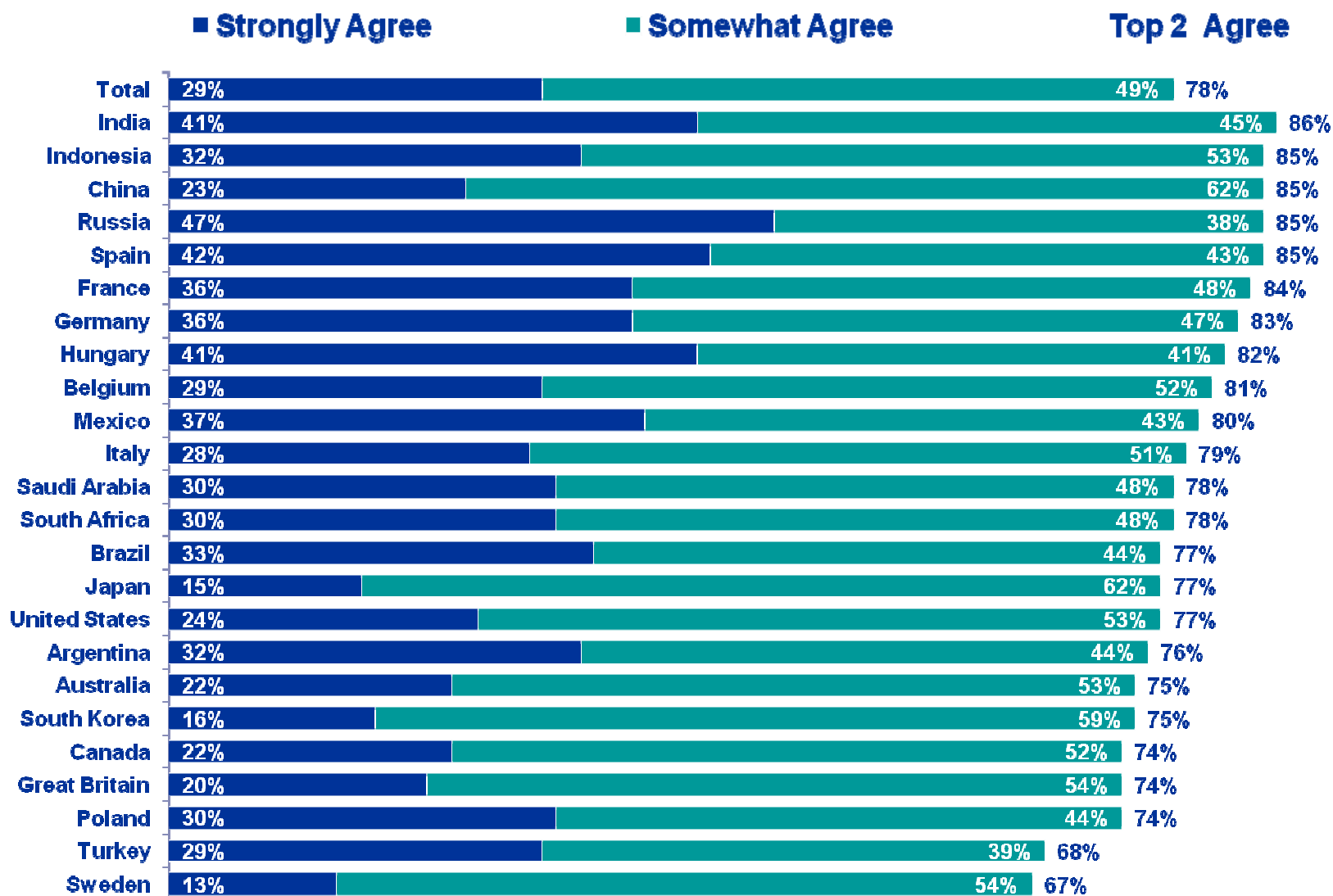


DK4\_5. [Telecommuters have less stress due to less time spent in getting to their workplace]  
 To what extent do you agree or disagree with the following statements:  
 Base: All Respondents

*A Global @dvisory* – November 2011 – G@26  
 Telecommuting



## Employees who telecommute are better able to achieve balance between work and family



DK4\_1. [Employees who telecommute are better able to achieve balance between work and family]

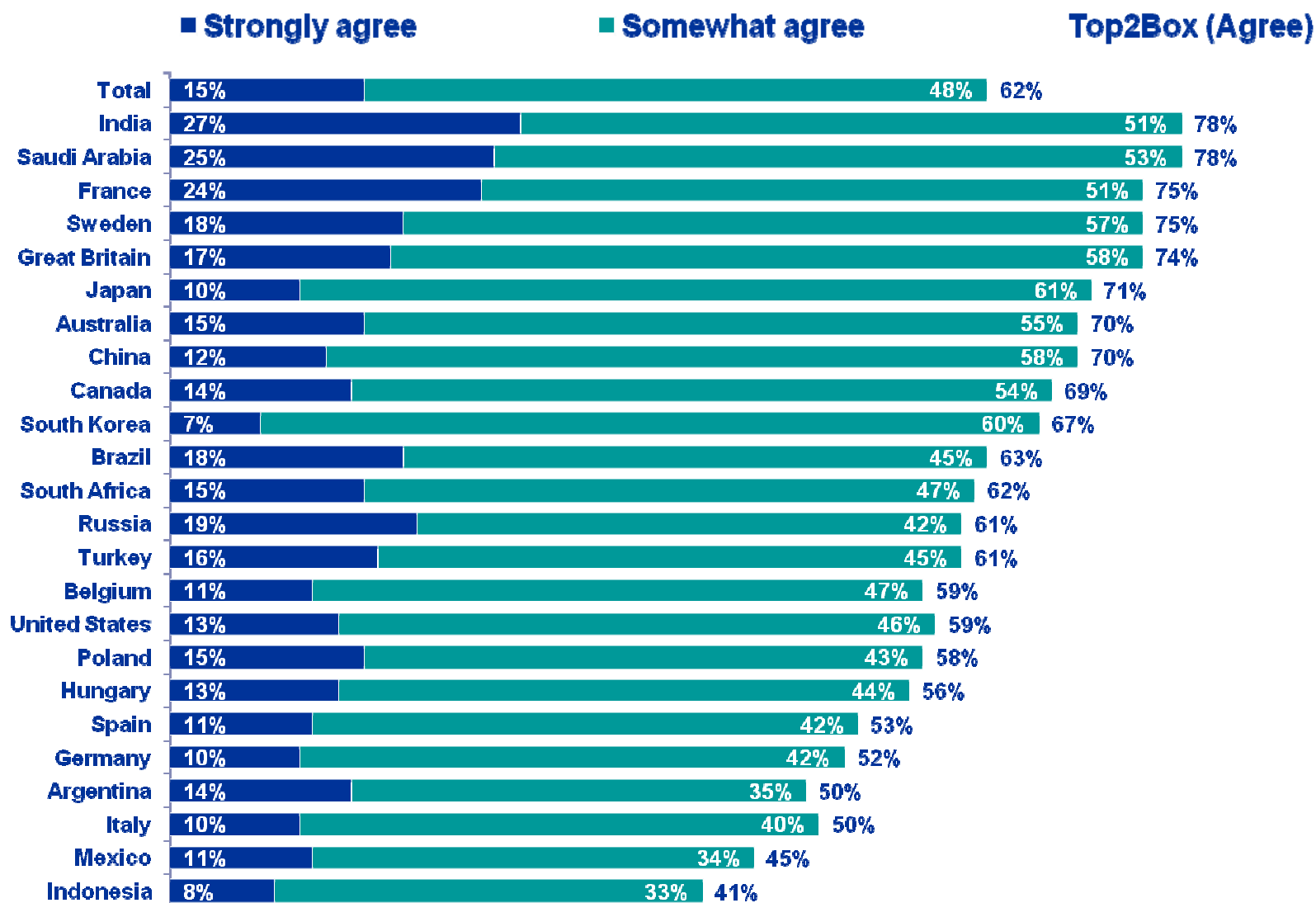
To what extent do you agree or disagree with the following statements:

Base: All Respondents

*A Global @dvisory* – November 2011 – G@26  
Telecommuting



## Not seeing colleagues face to face every day makes telecommuters feel socially isolated



DK4\_3. [Not seeing colleagues face to face every day makes telecommuters feel socially isolated]

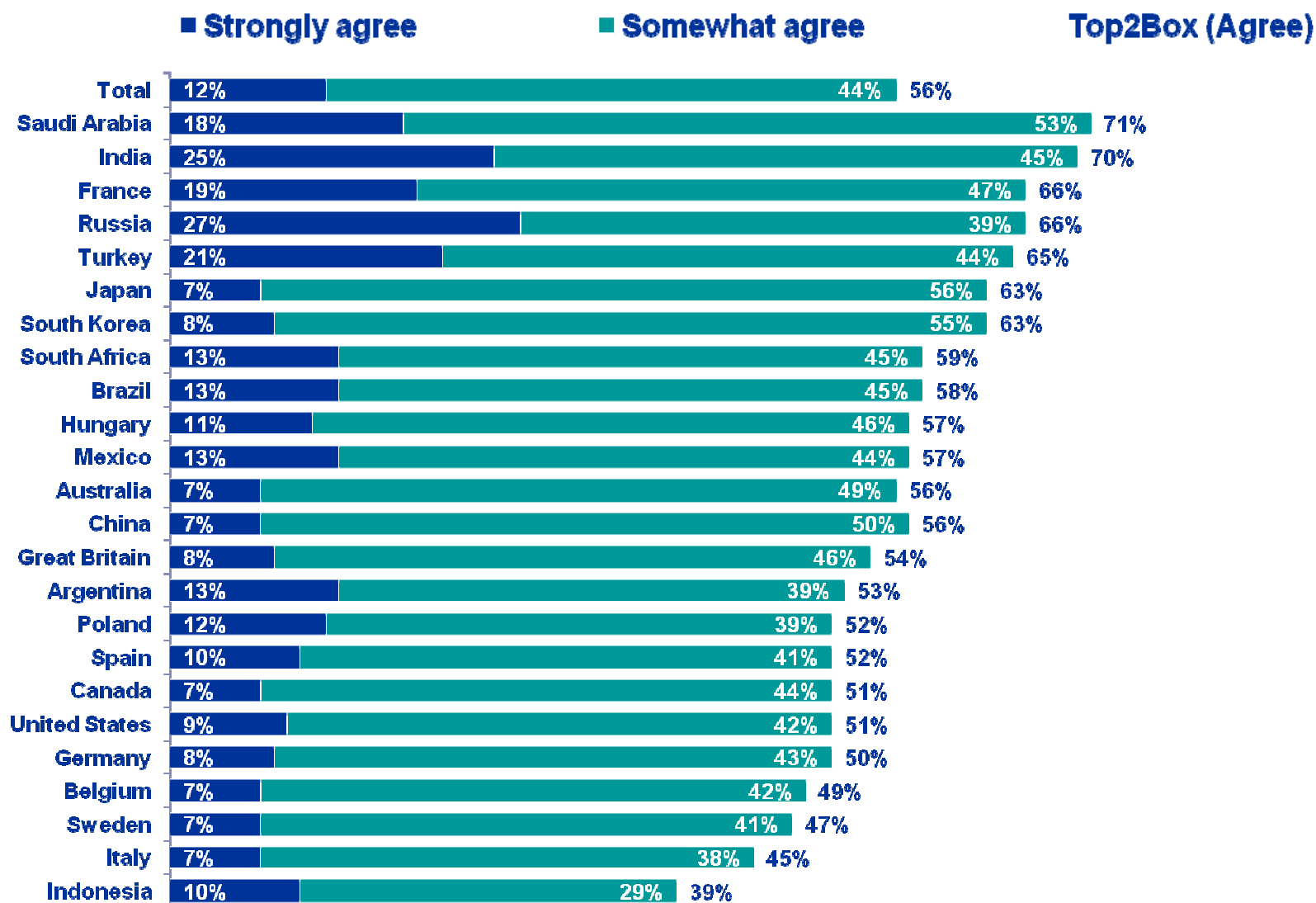
To what extent do you agree or disagree with the following statements:

Base: All Respondents

*A Global @dvisory* – November 2011 – G@26  
Telecommuting



## Working remotely damages the employee's chances for promotion



DK4\_6. [Working remotely damages the employee's chances for promotion]

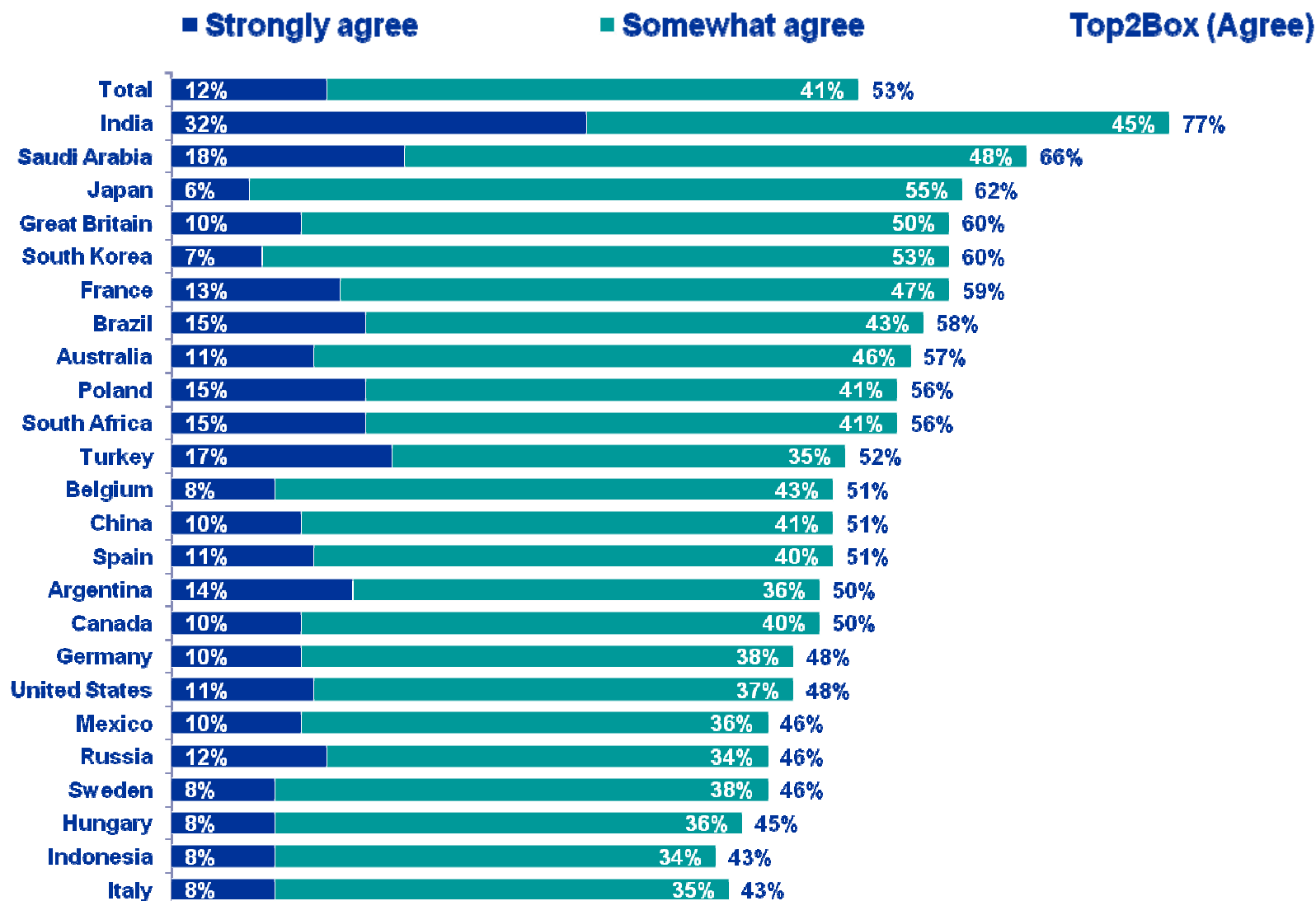
To what extent do you agree or disagree with the following statements:

Base: All Respondents

*A Global @dvisory* – November 2011 – G@26  
Telecommuting



## Telecommuting creates more family conflict because it reduces the boundaries between work and family life



DK4\_2. [Telecommuting creates more family conflict because it reduces the boundaries between work and family life]

To what extent do you agree or disagree with the following statements:

Base: All Respondents

*A Global @dvisory* – November 2011 – G@26  
Telecommuting



## About Ipsos...

---

- We are an independent company among the large global research companies, and are owned and managed by research professionals.
- Our ambition: to make survey-based research one of the primary means to understand contemporary society and economy. And to make Ipsos a strategic partner for those who wish to better understand the world and play an active part in it, with lasting success.
- Our experts are specialised in five areas of activity: we assess market potential and interpret market trends, develop and test emergent or existing products or services and build brands, test advertising, study audience responses to various media, and measure public opinion on issues and reputation.
- We have 10,000 employees working in wholly owned operations in 66 countries, and regularly conduct research in over 100 countries.
- Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2010, Ipsos' revenues exceeded 1B Euros.

Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.





## For information about this and other *Global @dvisory* products contact:

---

### **John Wright**

Senior Vice President and Managing Director, Public Opinion Polling

Ipsos Public Affairs +1 (416) 324-2002

[john.wright@ipsos.com](mailto:john.wright@ipsos.com)

### **Keren Gottfried**

Research Manager, Public Opinion Polling

Ipsos Public Affairs +1 (416) 572-4481

[keren.gottfried@ipsos.com](mailto:keren.gottfried@ipsos.com)

The Ipsos *Global @dvisor Omnibus* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

### **Chris Deeney**

Senior Vice President and Managing Director, Omnibus Division

Ipsos Public Affairs +1 (312) 665-0551

[chris.deeney@ipsos.com](mailto:chris.deeney@ipsos.com)

Visit [www.ipsos.com](http://www.ipsos.com) for information about all of our products and services.

Copyright Ipsos 2010. All rights reserved. The contents of this publication constitute the sole and exclusive property of Ipsos.