

# ATTRACTIVENESS OF REMOTE JOBS

Using an innovative research method, respondents compared and evaluated jobs, which demonstrated the attractiveness of remote jobs.

Job profiles were composites of these seven factors:



Results showed that job decisions are mostly based on three of these factors: location (remote is better), shorter commutes (if required to be on-site) and higher financial compensation.

Specific sets of factors can also be compared to each other in order to demonstrate the importance of location and commute on compensation required.

EXAMPLE 1:

Remote job vs.  
 On-site job

**\$ 20%↑**

**30min**

compensation must be at least 20% higher for an on-site job with a 30-minute commute to be as attractive as a remote job.



This represents an increase of  
**\$12,600**  
 in annual compensation for these two jobs to have equal attractiveness to job seekers.

EXAMPLE 2:

Remote job vs.  
 On-site job

**\$ 15%↑**

**15min**

compensation must be at least 15% higher for an on-site job with a 15-minute commute to be as attractive as a remote job.



This represents an increase of  
**\$9,450**  
 in annual compensation for these two jobs to have equal attractiveness to job seekers.

EXAMPLE 3:

Remote job vs.  
 Hybrid job

**\$ 10%↑**

**30min**

compensation must be at least 10% higher for a hybrid job (about half remote days and half on-site days) with a 30-minute commute to be as attractive as a remote job.



This represents an increase of  
**\$6,300**  
 in annual compensation for these two jobs to have equal attractiveness to job seekers.

**METHODOLOGY:** 1,702 U.S. workers were surveyed using an existing vendor panel. The survey was administered in April 2022. Out of the 1,702 respondents, 457 were working fully remotely, 510 were working fully in person and 723 were working a hybrid schedule. Of those not working completely remote, 707 (57%) indicated *that it would be possible to perform job while fully remote.*