Future Labs / Samsung

**Hybrid Living - Sweden**

A group of people sitting on a couch looking at a painting

Description automatically generated with low confidence

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| Key findings |
| OP17515 |
| 30 November 2021 | |

Project details

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| Project number | OP17515 |
| PROJECT NAME | Hybrid Living - Sweden |
| CLIENT COMPANY NAME | Future Labs / Samsung |
| CLIENT CONTACT NAME |  |
| CLIENT CONTACT EMAIL |  |
| PROJECT MANAGER NAME |  |
| PROJECT MANAGER EMAIL |  |
| SAMPLE | 1,500 Swedish workers |
| FIELDWORK DATES | 8th – 13th October 2021 |

Hybrid living

A sixth of Swedish workers have adopted a hybrid lifestyle

Over six in ten (64%) Swedish workers feel that they have adopted a hybrid lifestyle, rising to 70% of 18-34s (compared to 67% of 35-54s and 48% of over 55s).

Workers in the Sweden feel fairly positive towards the concept of hybrid living, with 44% saying they like this lifestyle, compared to just 14% who feel negatively toward it. Those who have adopted hybrid living in their own lifestyles feel more positively towards the concept (57% compared to 16% of those who have not adopted hybrid living).

Just under half (48%) of workers aged 35-54 felt positively about the concept of hybrid living, with slightly fewer younger workers aged 18-34 feeling positively about the arrangement (46%). At 32%, those aged 55+ were considerably less likely to feel positively toward hybrid living.

Over two fifths (45%) of Swedish workers say that their view of hybrid living has become more positive in the last 18 months, rising to just under half (49%) of younger workers (compared to 47% of 35-54s, and 35% of over 55s). Those who have adopted this lifestyle are also more likely to feel more positively towards it now (57%).

The top reasons among those whose view of hybrid living has improved are that it’s easier to fit in household tasks and other commitments (43%), ability to complete more tasks in a shorter time (37%), finding more motivation to work (33%), and ability to rest during the day (30%).

Those who view hybrid living more negatively now complain of a negative effect on their mental wellbeing (44%), as well as the creation of an ‘always on’ culture (34%), other impacts including:

* Less control over my own time – **29%**
* My friendships have suffered – **29%**
* It’s hard to stay organised – **22%**
* I feel uncomfortable with my colleagues/clients seeing into my life – **20%**
* Pressure to keep on top of household tasks in around work – **20%**

More than two in five Swedish workers feel that they have more time due to hybrid living

More than two in five (43%) Swedish workers feel that hybrid living has created more free time in their life, while only 13% feel that they have less free time as a result. Younger workers are especially likely to feel the benefits of more leisure time, as just under half (47%) workers aged 18-34 feel that they have more time because of hybrid living, compared to just a third (32%) of workers aged 55 and over.

Workers are using their newfound free time in a variety of ways, the most common including family time (52%), exercise (44%), and household chores (43%). Just under further two fifths (38%) are watching tv and films, while 34% are socialising, and 31% are gaming.

Older workers are more likely to have increased their family time, while younger workers are more likely to have used it to watch TV or films (42%) or socialising (40%).

Encouragingly, workers who have adopted a hybrid lifestyle say that the quality of various aspects of their lives has improved because of this change – both 57% say that their relaxation and family time has improved, with 53% also saying their productivity has improved. A slightly lower proportion (45%) say hybrid living has benefitted their sleep.

Being able to make more efficient use of their time is credited as the foremost reason behind improved productivity (50%), followed by the flexibility to operate at their own schedule (40%) and less distractions (39%). The flexibility to operate at their own speed as well as more motivation (both 39%) followed by better planning and organisation (33%) were also improvers of productivity.

The most common way for Swedish workers to manage their work and home demands is to juggle both at once (29%), have strict dedicated times for each (24%), while a fifth set alarms to remind them of tasks to complete. Where 15% said they prioritise work at the expense of their home tasks, 13% said the opposite in prioritising home tasks.

Over six in ten younger workers are making home improvements to better suit hybrid living

To accommodate hybrid living nearly two thirds (65%) say they have made or are considering making home improvements, with 51% saying the same of changing the purpose of existing rooms in their house and 43% of moving home.

Younger workers are most likely to have done or be considering these actions, with three quarters (77%) of workers aged 18-34 making or considering home improvements, and almost three fifths (59%) moving or considering moving house.

Three in ten (31%) said they had made or are considering making these changes to improve the ambience, while 26% want a more natural environment, and a quarter (25%) desire more space inside.

Younger workers are more likely to desire improved ambience (34% compared to 25% of workers aged 55+), while older workers are slightly more likely to want a dedicated working space (25% of over 55s, compared to 23% of 18-34s).

Older Swedish workers have a preference for adhering to their contracted hours

When thinking about their usual working patterns, just over a third (36%) of Swedish workers say that they generally stick to their contracted hours, while 23% prefer to get their work done early and 21% combine productive stints of working with downtime. One in seven (15%) feel like they work all hours, while 13% start and finish early.

Shorter days without breaks are popular among Swedish workers, with over a quarter (28%) saying that they would prefer to have a shorter day without breaks, and 23% preferring core hours with flexibility to start/finish slightly earlier or later. Just over a fifth (22%) prefer flexible shifts, with a tenth (11%) preferring a traditional 9 to 5 schedule.

Older workers have a preference for flexibility, with just over a quarter (27%) over 55s preferring flexible shifts, compared to just a fifth (18%) of 18-34s.

Half of younger workers are looking for ways to create a boundary between their personal and professional lives

Three in five Swedish workers (62%) agree they find it easy to disconnect from work. However, over half (53%) are actively looking for ways to create a boundary between their personal and professional life, rising to over three in five (61%) workers aged 18-34. A further 48% have created space in their home to enforce these boundaries.

The most popular ways to disconnect from work include family time (46%), music (41%), running and walking (40%), as well as socialising along with cooking and baking (both 32%).

Older workers are more likely to spend time running/walking to disconnect (48% compared to 33% of 18-34s), while younger workers are more likely to disconnect through gaming (40% compared to 19% of over 55s).

Workers appreciate that technology helps increase their productivity and adapt to new routines

Swedish workers have a generally positive view of technology, with two thirds agreeing that technology enables them to work more efficiently and productively (66% and 65%), as well as enabling them to do more at once (63%).

A further 64% say that technology has enabled them to adapt to a new routine, while just over half (54%) say that it helps them to avoid making mistakes. Furthermore half (49%) say technology helps create boundaries between different parts of their life. Younger workers are more likely than older workers to agree that technology helps them in all these ways.

The most common technologies workers use to help support their hybrid lifestyle are laptops (55%), this is followed headphones (48%), a tablet (31%) and smart appliances (21%). A further fifth (21%) use connected speakers and 17% make use of an extra monitor.

When thinking about the technologies they plan to use to support their hybrid lifestyle in the future, answers are similar:

* Laptop – **36%**
* Headphones – **29%**
* Tablet – **23%**
* Smart appliances – **20%**
* Smart home solutions – **20%**

About Opinium

**OPINIUM** is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think**, **feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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