

Part a: https://strathsci.qualtrics.com/jfe/form/SV_2mXNKcWy0Gf7JPg

Part b:

Firstly, we need to understand the respondents' backgrounds, therefore, questions on employment status, work setup, and industry are asked. This helps us identify who has the opportunity to work remotely and who cannot and we can gauge whether they have differing attitudes toward remote work. A multiple-choice format is selected as this is ideal for these types of questions.

Proceeding to the body of the survey, we start with a matrix set of questions to measure agreement or disagreement with statements related to remote working, including questions regarding preferences about the topic before and after the Covid-19 pandemic. This aligns with the research objective of assessing how people in Glasgow felt about remote work then and now. The Bipolar format is then used to capture preferences between two opposing work arrangements, such as remote versus onsite, flexible versus fixed schedules, and in-person versus virtual interactions. These statements were intentionally constructed in a way to ascertain the preference of the respondents whether they are fully remote, hybrid or office-based. This is a strong approach to capture attitudes towards the topic regardless of existing work arrangements and we also collect a diverse set of opinions.

Questions about individual perceptions aim to uncover deeper values regarding remote work including its perceived impact on Glasgow's economy. The matrix format again fits best, as it allows efficient and intuitive responses to multiple related items. A slider question then presents a hypothetical scenario asking how many days respondents would choose to work remotely if given full freedom ranging from zero (fully onsite) to five (fully remote). Intermediate choices (1-4) indicate hybrid preferences and specific levels of desired flexibility. A ranking question identifies key factors influencing the choice to work remotely, even for pure office based respondents. This query structure allows us to peer and infer what primarily drives respondents' attitudes towards remote work regardless of whether they are positive or negative.

Moving forward, we create another question measuring how likely respondents are to apply for fully remote, onsite, or hybrid jobs. This will provide us another supporting answer on whether they have the opportunity to work remotely in the sense that people are more likely to assess what is available to them in terms of opportunity when answering this question. Respondents are also asked to specify their area of residence in Glasgow to compare attitudes across locations. This may show whether geographic factors influence remote work preferences, for instance, if suburban residents favour remote work more than those in the city centre.

Finally, a potential approach to obtaining a sample is using stratified random sampling based on geographic location in which respondents are randomly selected within each area. It will encompass a good representation to the population in relation to the survey purpose and will also minimise bias. We want to avoid taking samples in only one area such as the city centre, where on-site work may be more common. However, this approach may be time-consuming and costly, as it requires gathering data from multiple areas.