

WFH Habits and Attitudes During COVID-19

APRIL 2020



Insight Alert!

in partnership with
maru/BLUE

Though North Americans may miss the social aspects of work, most are adjusting easily and feel they could get used to it.

70% of workers are adjusting easily to working from home

Over half miss the social aspects of work

Over half are eating more snacks throughout the day

18-34 year olds in both countries find it nearly 2x harder to concentrate at home and are eating more snacks vs. their older counterparts.

58% vs. 31% (18-34 vs. 35+ year olds) find it hard to concentrate

66% vs. 37% (18-34 vs. 35+ year olds) are eating more snacks

LEGEND

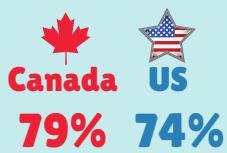


Difference greater than 15%

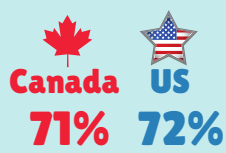


Summary of:
Describes me completely/somewhat

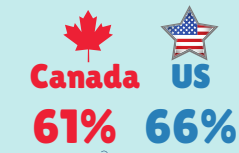
Work Habits



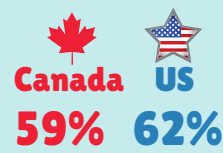
Stay in a fixed location in my home rather than work from room to room



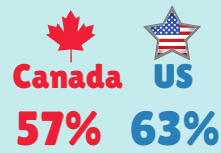
Adjusting easily to working from home



Could get used to/enjoy working from home (assuming the kids are back at daycare/school)



Do not miss the commute to the office



Need as much technology as possible to work productively



Rarely take breaks



Prefer to take one or two longer breaks to mentally recharge rather than shorter but more frequent breaks



More productive working from home than at the office (assuming the kids are back at daycare/school)



It's hard for me to concentrate at home because of distractions



Get dressed in work clothes rather than stay in pajamas or more casual clothing



Sometimes take my laptop to work at places outside my home

Eating Habits



Eat snacks as I work throughout the day



Tend to eat more snacks throughout the workday than if I were in the office



Tend to eat at my desk rather than go eat in the kitchen

Media Habits



Browse the news online throughout the day



Check-in/browse through social media throughout the day



Keep the news on TV in the background throughout the day

Social Needs



Miss the social aspect of being in an office/workplace



Feel the need to communicate often with my colleagues

Flexibility



Try to do some household chores in between work tasks



Like being able to run errands outside the home and then work earlier/longer hours to compensate

Exercise



Exercising less than I used to



Participating in online exercise classes

For additional insights from this study or to find out about our overnight solutions, please email bernie.malinoff@element-54.com or juliann.ng@element-54.com

MARU/BLUE Omnibus of 1087 employed Americans and Canadian respondents (nationally representative), March 31, 2020

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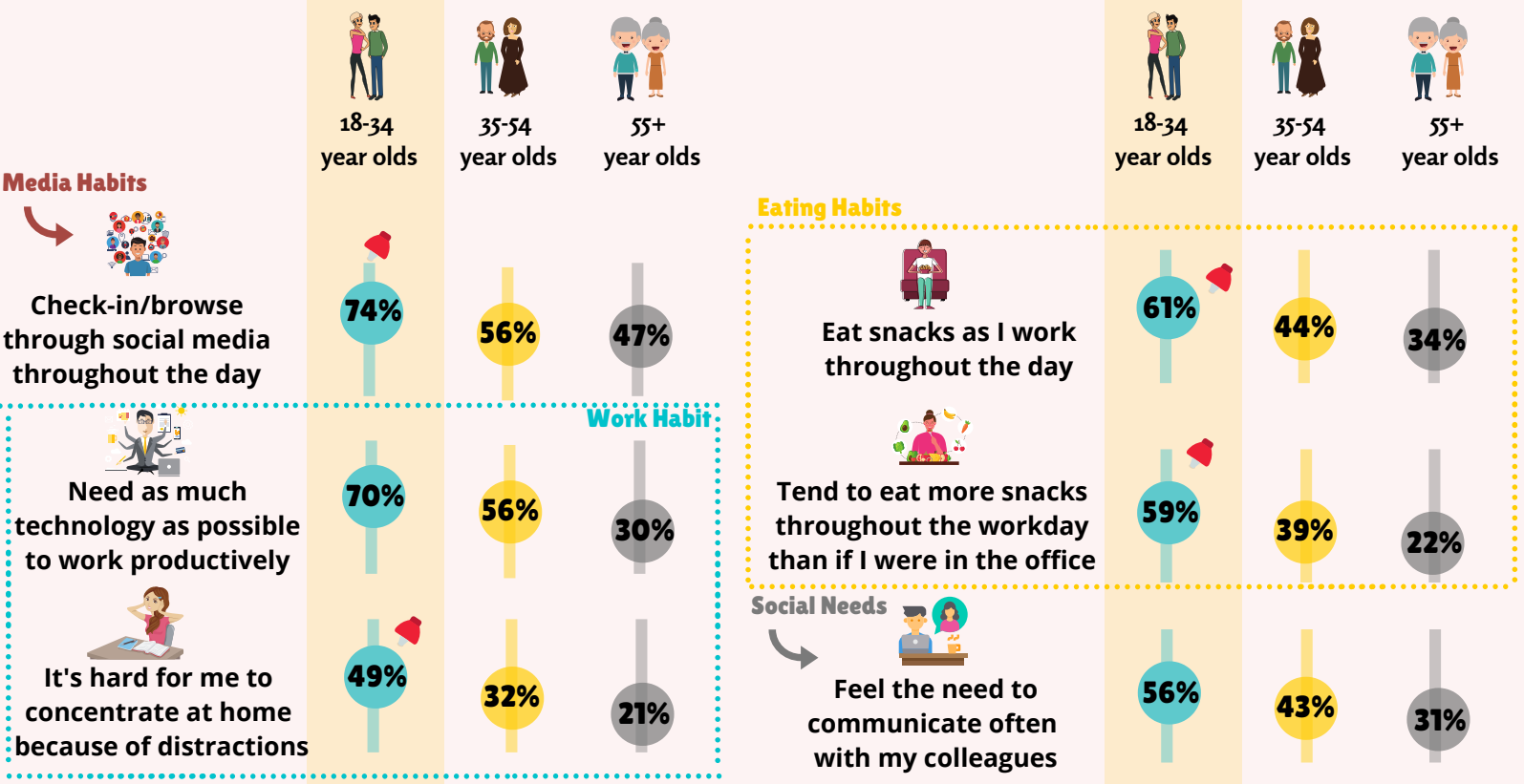
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WFH Demographic Differences

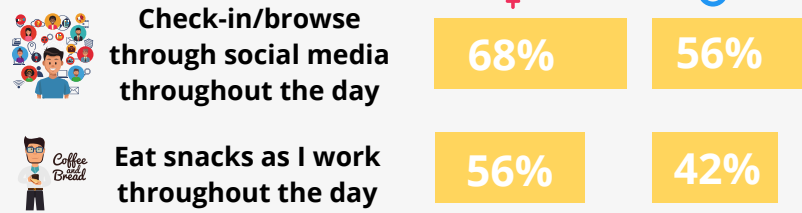
Gap of 15% or more between 18-34 year olds and other age groups

Top 2 box summary: describes me completely/somewhat

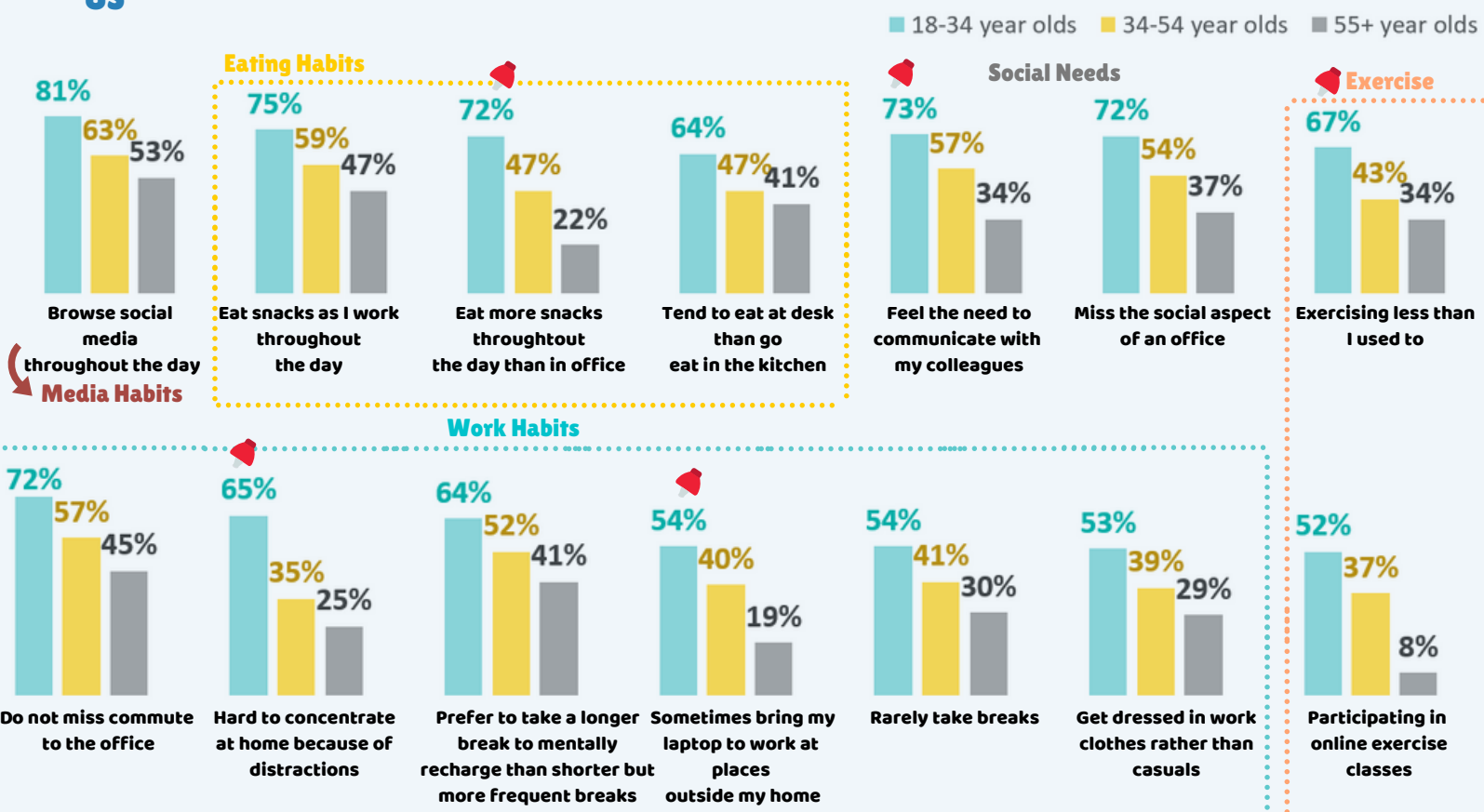
Canadian younger adults are finding it harder to concentrate and tend to snack and browse through social media more than their older counterparts while working from home



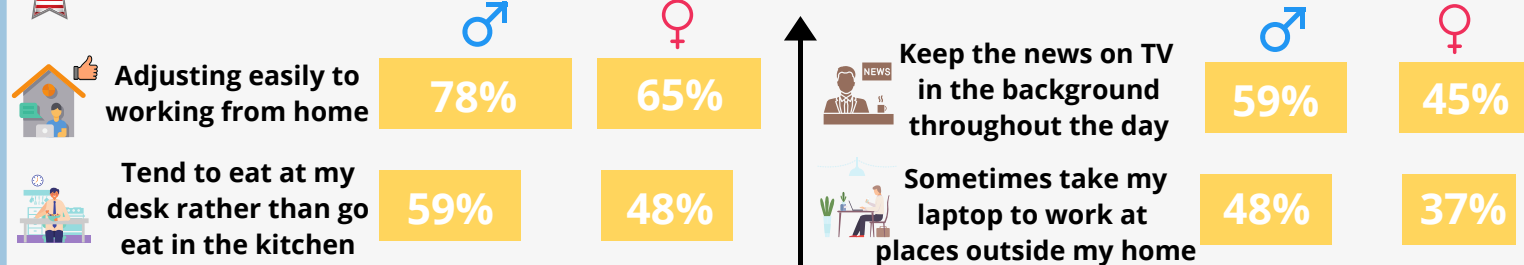
Women are more likely to eat snacks and browse through social media while working from home



American younger adults are finding it harder to adjust to working at home. They see the home as being full of distractions, are eating more, and exercising less.



Men are more likely to believe they are adjusting well to WFH compared to women



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