

# 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

Canada US  
79% 74%



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

Canada US  
71% 72%



Adjusting easily to working from home

Canada US  
61% 66%



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

Canada US  
59% 62%



Do not miss the commute to the office

Canada US  
57% 63%



Need as much technology as possible to work productively

43% 45%



Rarely take breaks

42% 56%



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

41% 60%



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

37% 47%



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

34% 44%



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

16% 43%



Sometimes take my laptop to work at places outside my home

## Eating Habits

49% 64%



Eat snacks as I work throughout the day

44% 54%



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

43% 54%



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

## Media Habits

63% 73%



Browse the news online throughout the day

61% 70%



Check-in/browse through social media throughout the day

30% 52%



Keep the news on TV in the background throughout the day

## Social Needs

59% 59%



Miss the social aspect of being in an office/workplace

46% 60%



Feel the need to communicate often with my colleagues

## Flexibility

64% 75%



Try to do some household chores in between work tasks

51% 62%



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

## Exercise

54% 52%



Exercising less than I used to

20% 39%



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](mailto:bernie.malinoff@element-54.com) or [juliann.ng@element-54.com](mailto:juliann.ng@element-54.com)

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

# WFH Habits and Behaviours During COVID-19

APRIL 2020



Insight Alert!

in partnership with maru/BLUE

## WFH Demographic Differences

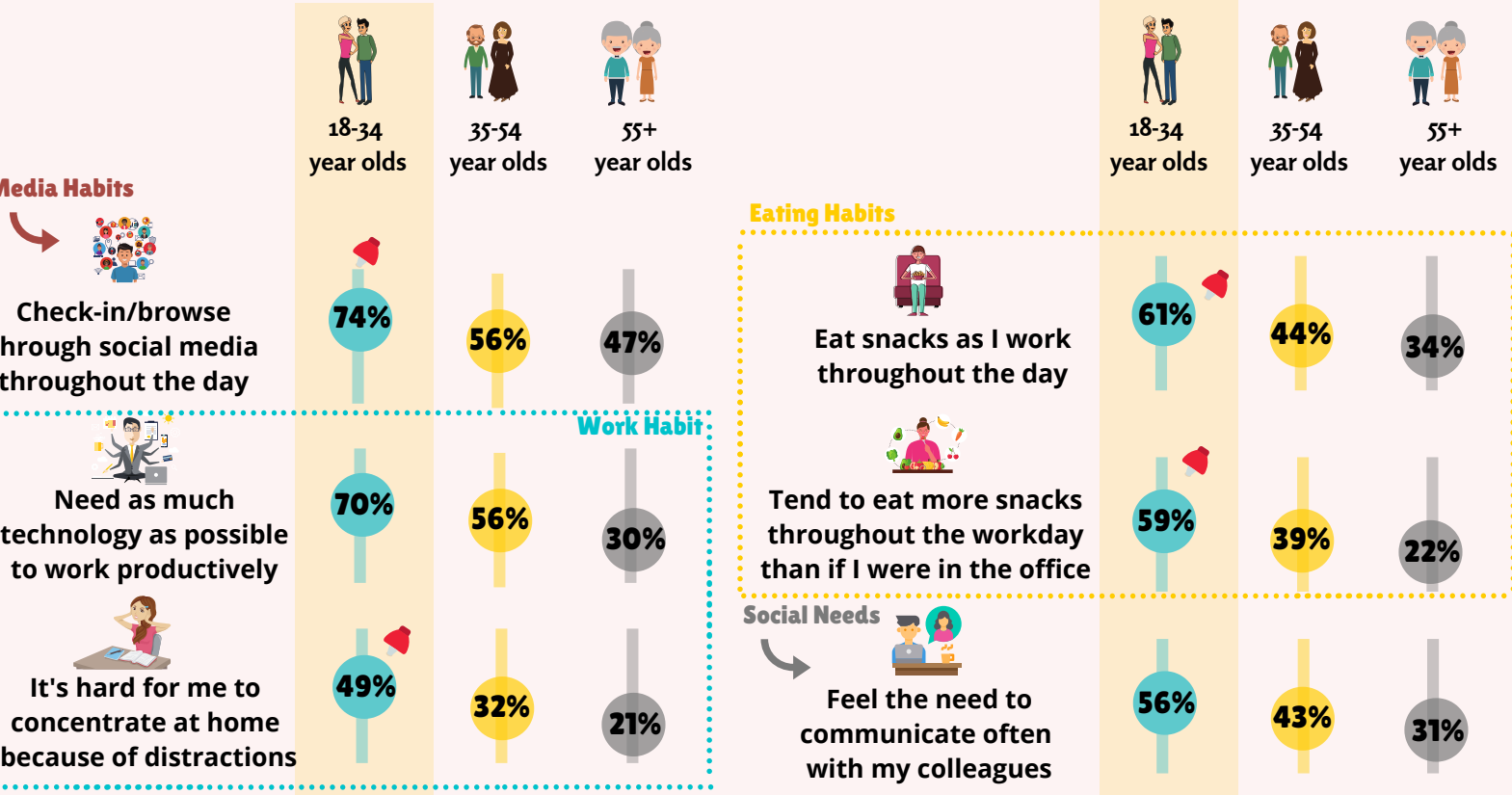
Gap of 15% or more between 18-34 year olds and other age groups

Top 2 box summary: describes me completely/somewhat

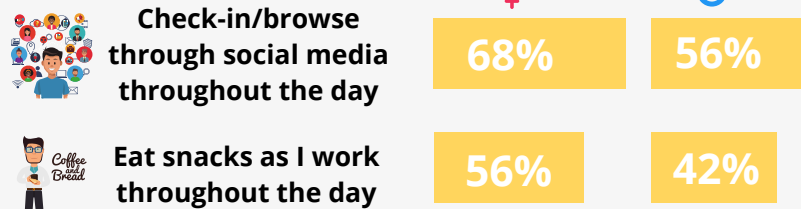
### Canadian younger adults are finding it harder to concentrate and tend to snack and browse through social media more than their older counterparts while working from home



Canada



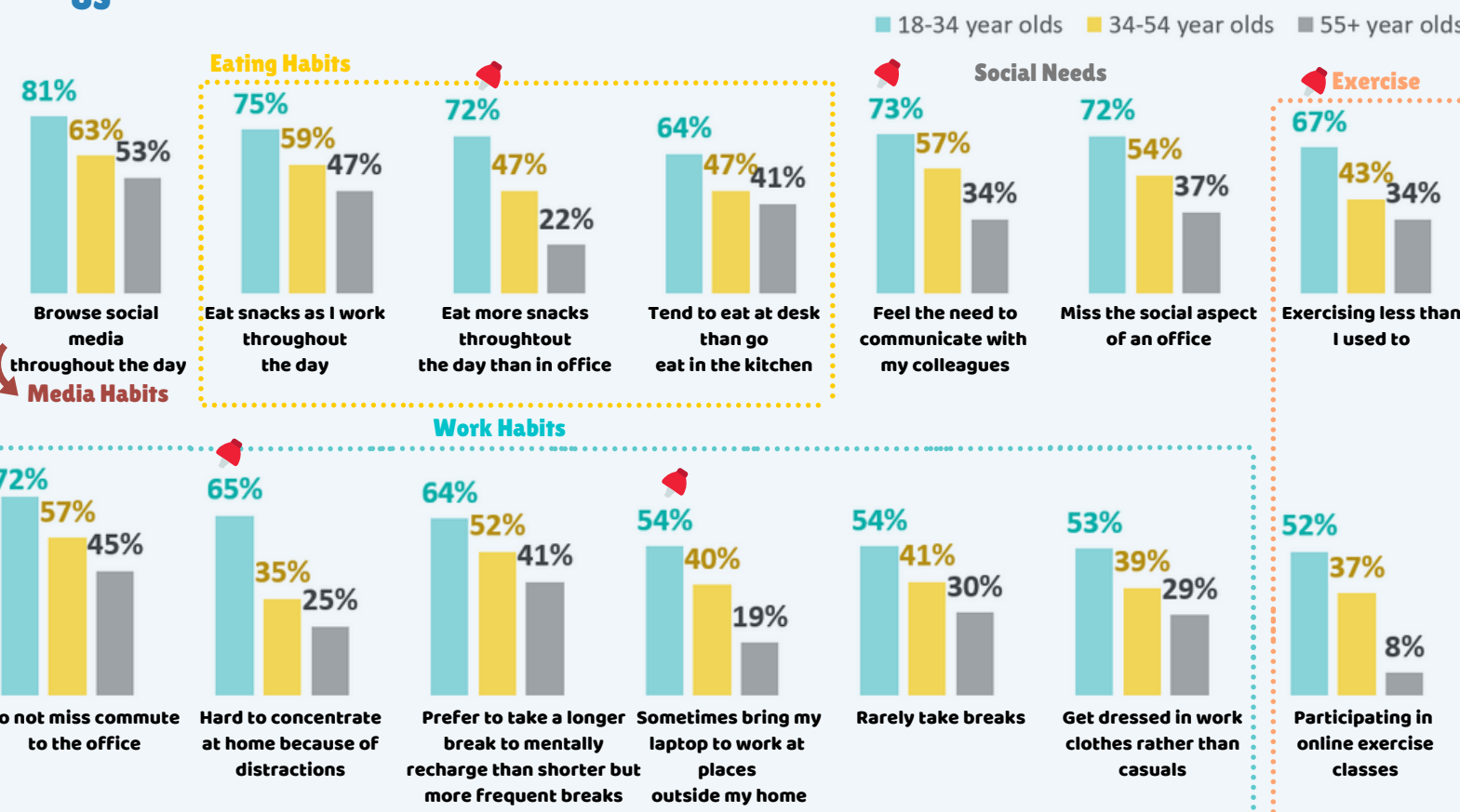
### Women are more likely to eat snacks and browse through social media while working from home



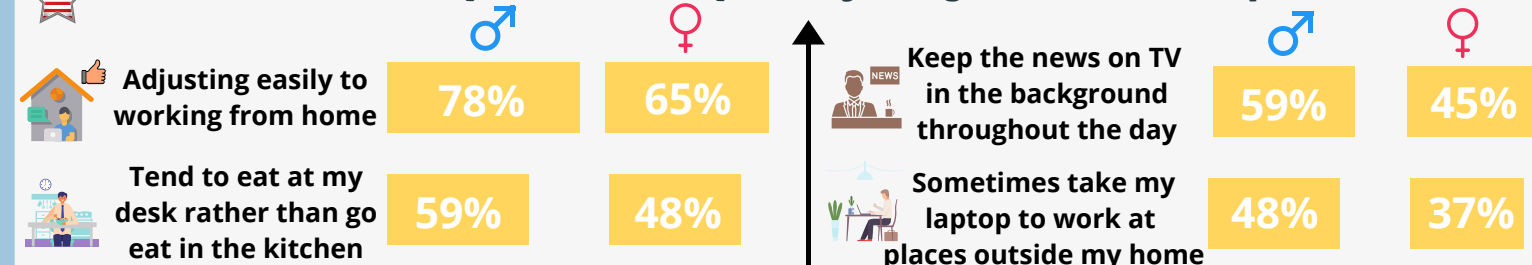
### American younger adults are finding it harder to adjust to working at home. They see the home as being full of distractions, are eating more, and exercising less.



US



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



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

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