

# 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, respectively) find it hard to concentrate
- 66% vs. 37% (18-34 vs. 35+ year olds, respectively) 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

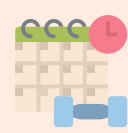
51% 62%



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%



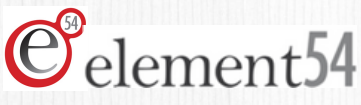
Participating in online exercise classes

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

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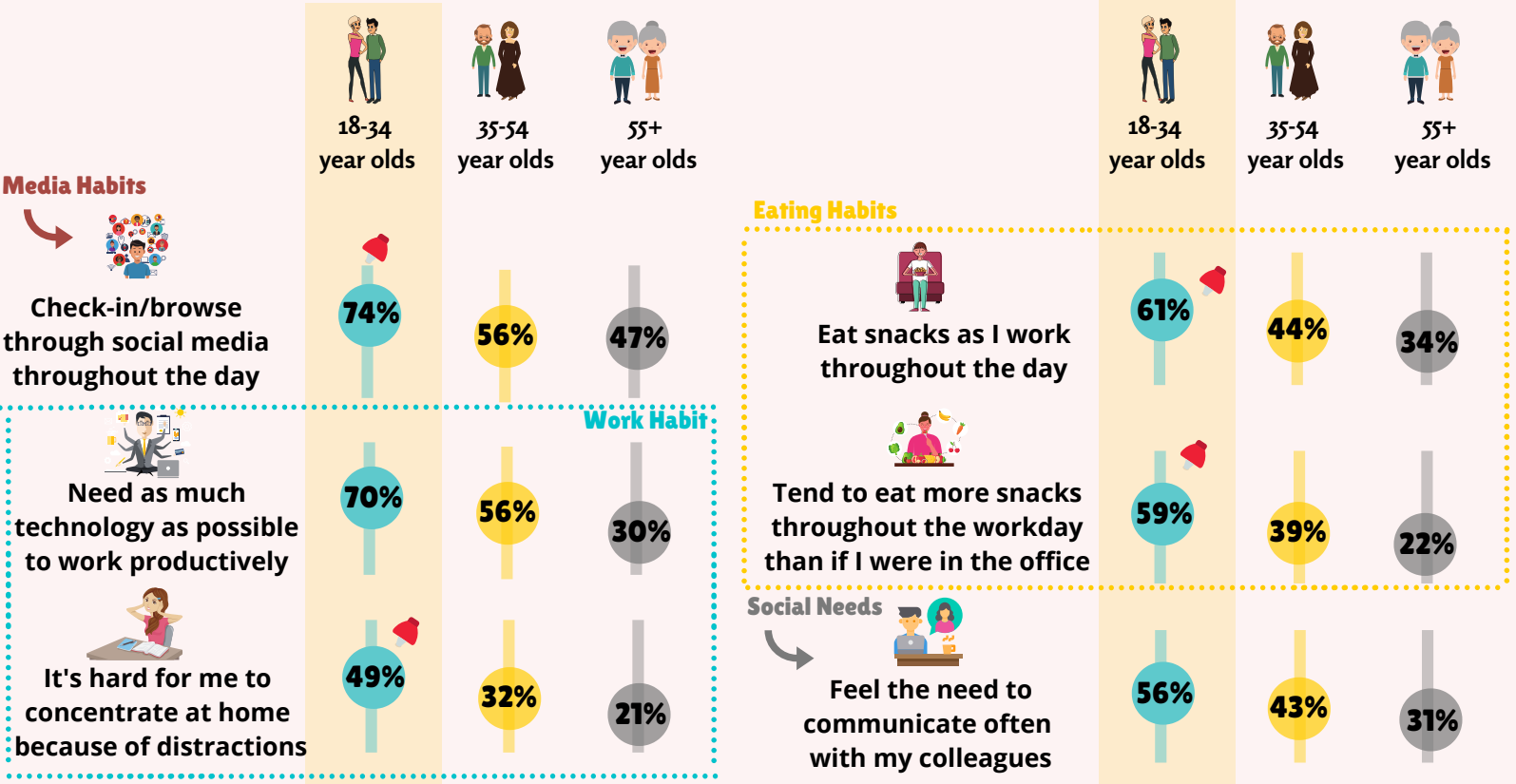
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## WFH Demographic Differences

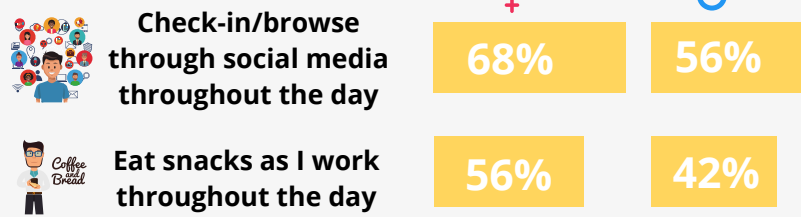
Gap of 15% or more between 18-34 year olds and other age groups

Top 2 box summary: describes me completely/somewhat

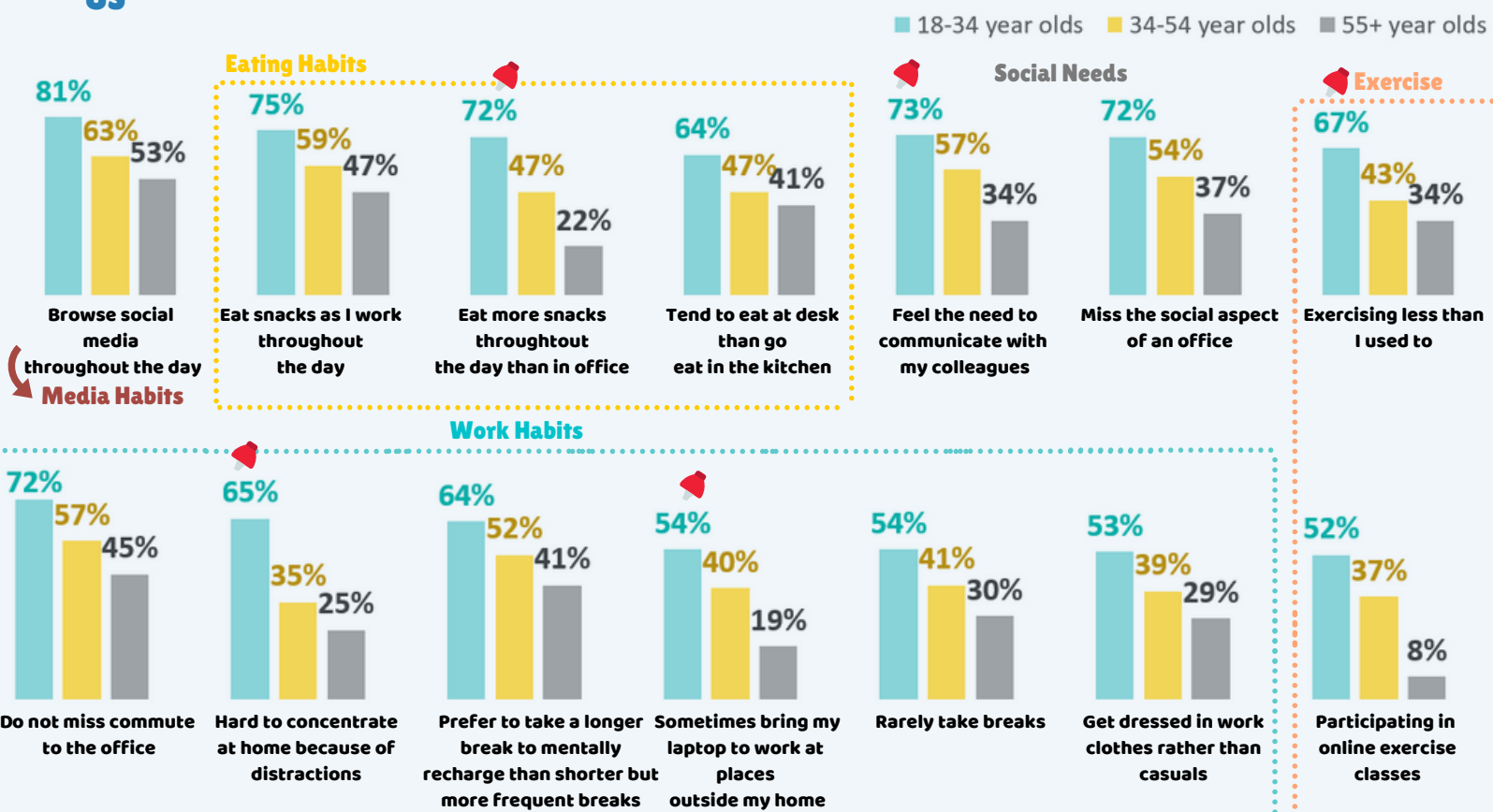
**Canadian younger adults are finding it harder to concentrate and tend to snack and browse through social media more than their older counterparts while working from home**



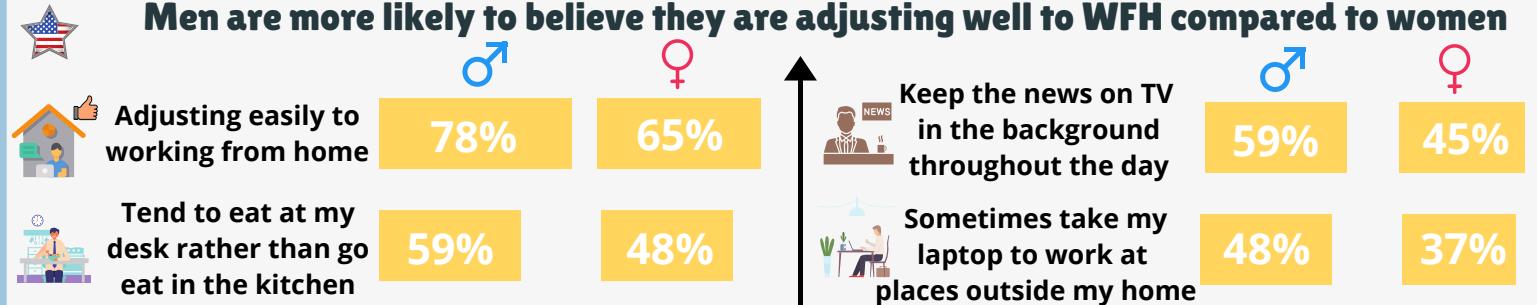
**Women are more likely to eat snacks and browse through social media while working from home**



**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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