

What's your WFH Personality Type?

APRIL 2020

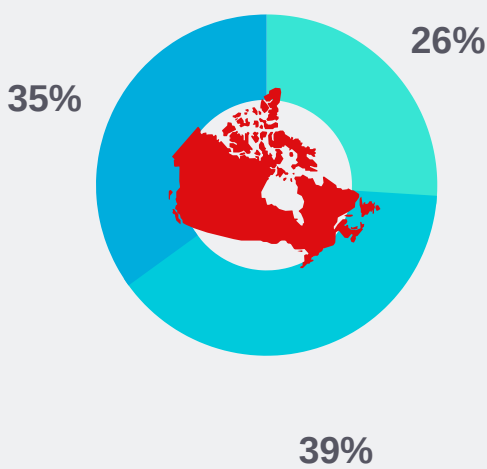


Insight Alert!

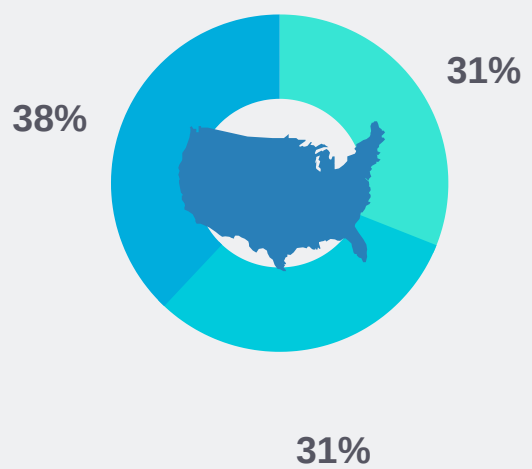
in partnership with maru/BLUE

Among the working population in Canada and the US, the proportion of the workforce now working from home has more than doubled due to COVID-19

Canada



US



■ Already WFH before COVID-19 ■ Started WFH after COVID-19 ■ Still going to the workplace

We discovered 4 WFH personality types using a marketing sciences segmentation analysis through a large scale custom quantitative study

Segment Size 13% 35%

The No-Nonsense Nomad

You are comfortable and have the ability to focus while working anywhere around the home.

In pre-COVID-19 times, you may even take your laptop to a coffee shop. Though you may have the news on throughout the day, you have the ability to stay focussed on the task at hand. You even prefer to work non-stop with minimal breaks until the day is done (and then is it ever really done?).

Segment Size 35% 29%

The Mega-Focussed Multitasker

You most likely have a fully loaded home office set up, with all the right tech, maybe even a sit-stand desk. You are a master of efficiency and so even getting dressed is considered a time waster when there is work to be done. You love all the time saved of not having to commute and as much as you may miss socializing, the trade-off of being able to toss a load of laundry in the machine in between work tasks is worth its weight in gold!

Segment Size 38% 19%

The Socializing Snacker

You miss your colleagues so much when you have to work from home so you will try to mimic the workplace by communicating often with them by any means possible. It's a little hard for you to focus at home because you feel isolated. You have a strong craving for social interaction, and very possibly for snacks too. You may find yourself making an extra trip to the kitchen though you spend most of your time eating at your desk in one fixed location.

Segment Size 14% 18%

The Office Enthusiast

You are the most likely to be counting down the days until the COVID-19 physical isolation is over. You miss the full workplace set up including your colleagues and really need it to thrive. Instead, when you're at home, you end up roaming a bit, taking breaks to check social media, doing some household chores and browsing the news to alleviate the monotony. You love the office and can't understand why anyone would want to work from home long term!

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 3025 nationally representative American and Canadian respondents, April 1, 2020