



provoke

insights

B2B:
Do Employees Plan to Work From Home Forever?



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

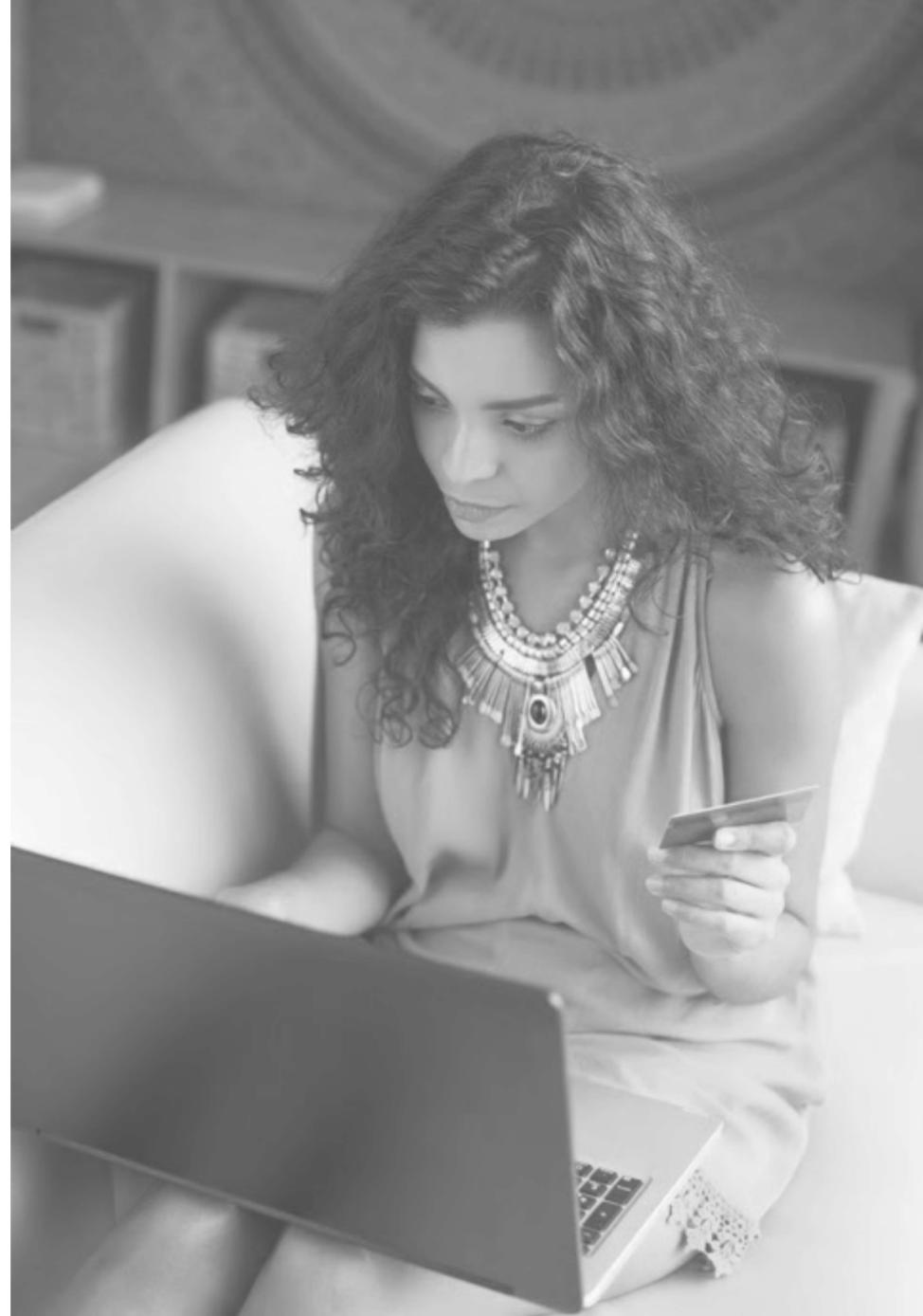
Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



Overview



Working from home has become the new norm. Since COVID-19, 70% of Americans conduct business at home, with 55% saying they plan to continue to do so in the next six months. This amount is compared to just 17% who were working remotely prior to COVID-19.

Employees are enjoying the time away from the office, as 61% prefer conducting business at home. Sixty-four percent also feel as productive virtually as they were while working on-site. The majority believe that companies will be working more virtually from now on. However, employees miss seeing their colleagues.



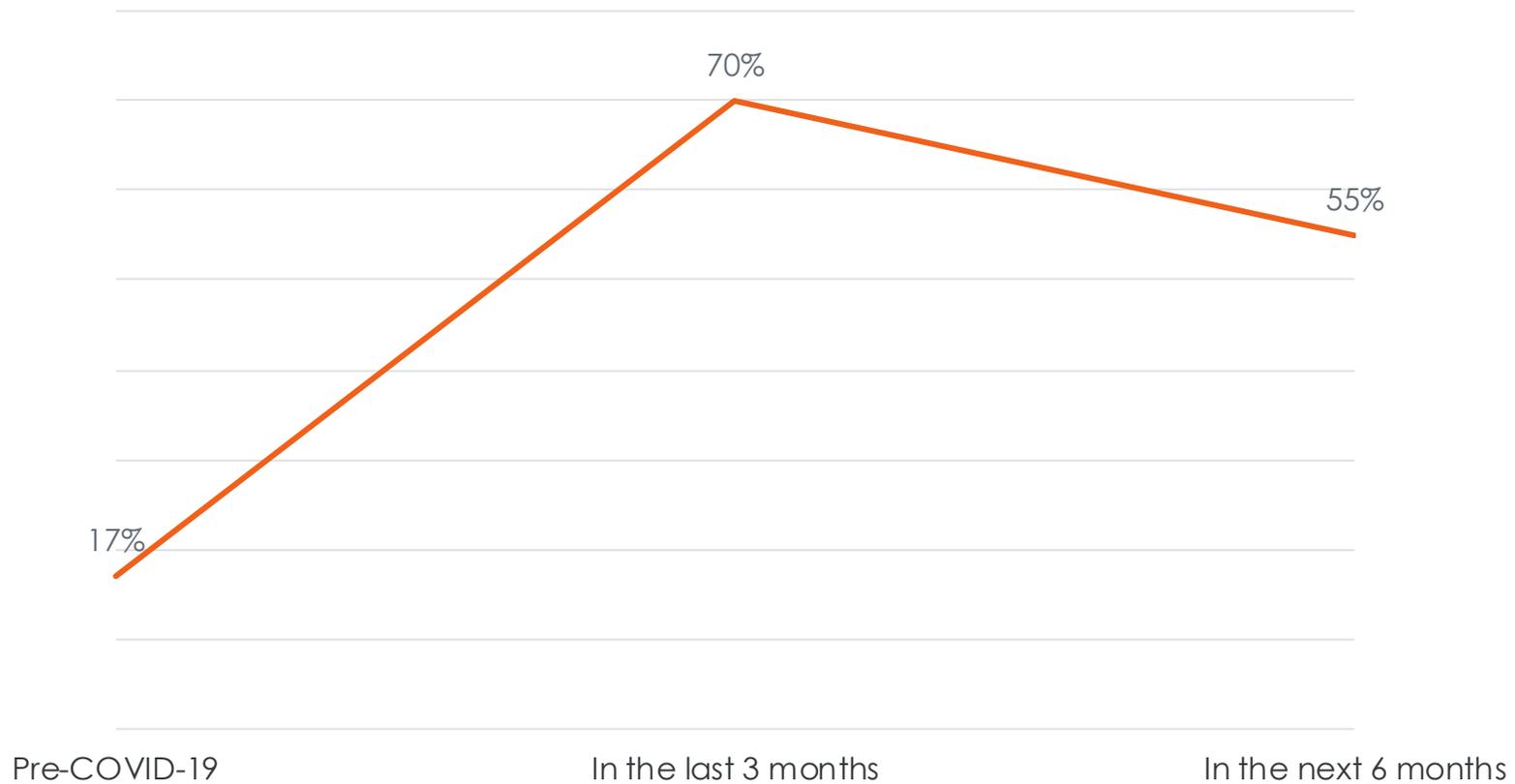
The use of video conference software has increased during the pandemic. Thirty-nine percent of Americans are using video chat/conference software once a week. Of those who use video conferencing, 78% are using the software more.

Not everyone loves video conferencing. Fifty-two percent of employees are self-conscious about showing their faces on video calls.

When it comes to internet and security, now that Americans rely on their infrastructure and not their offices, they have new issues to contemplate. Almost half are worried more about cybersecurity than prior to the pandemic.

Percent of People Who Work At Least Partially From Home

Working from home will remain more prevalent.

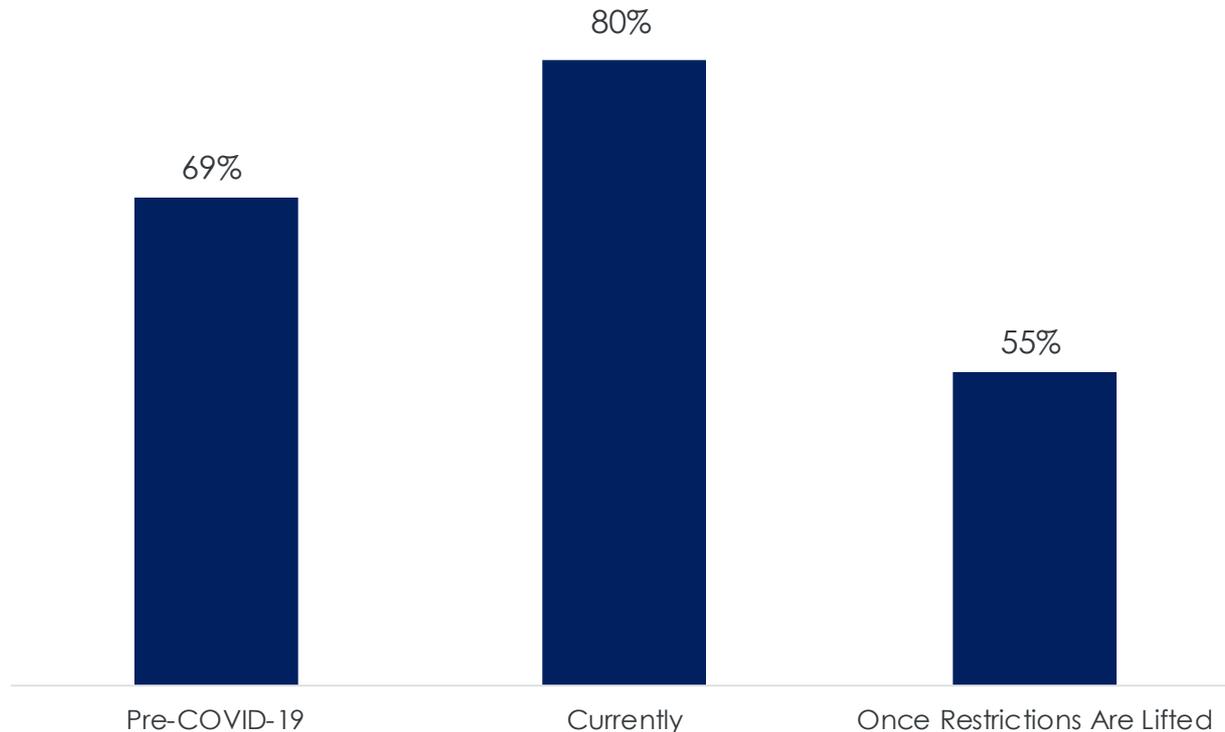


Q.Pre-COVID-19, where did you work?

Q.What percent of the time did you work from home? (Please insert a whole number)

Amount of Time Working From Home

Those who work from home, on average, do it for half the time. However, during COVID-19 restrictions, on average, people worked from home the majority of the time (80%).



Q. Pre-COVID-19, where did you work?

Q.What percent of the time did you work from home? (Please insert a whole number)

Attitudes Towards Working From Home

Most employees are convinced that the way we work will be changed forever and that companies will work more virtually. Two-thirds are just as productive working from home as they are in the office. Over 60% prefer working from home.

However, working virtual creates some issues, including missing colleagues, and showing your face on video calls.

Top 2 – Strongly agree/Agree



85%

Companies will now be working more virtually



63%

Miss seeing work colleagues in-person



64%

Find that I am just as productive working virtually as I am in the office



52%

Self-conscious showing my face on video calls



61%

Prefer working from home

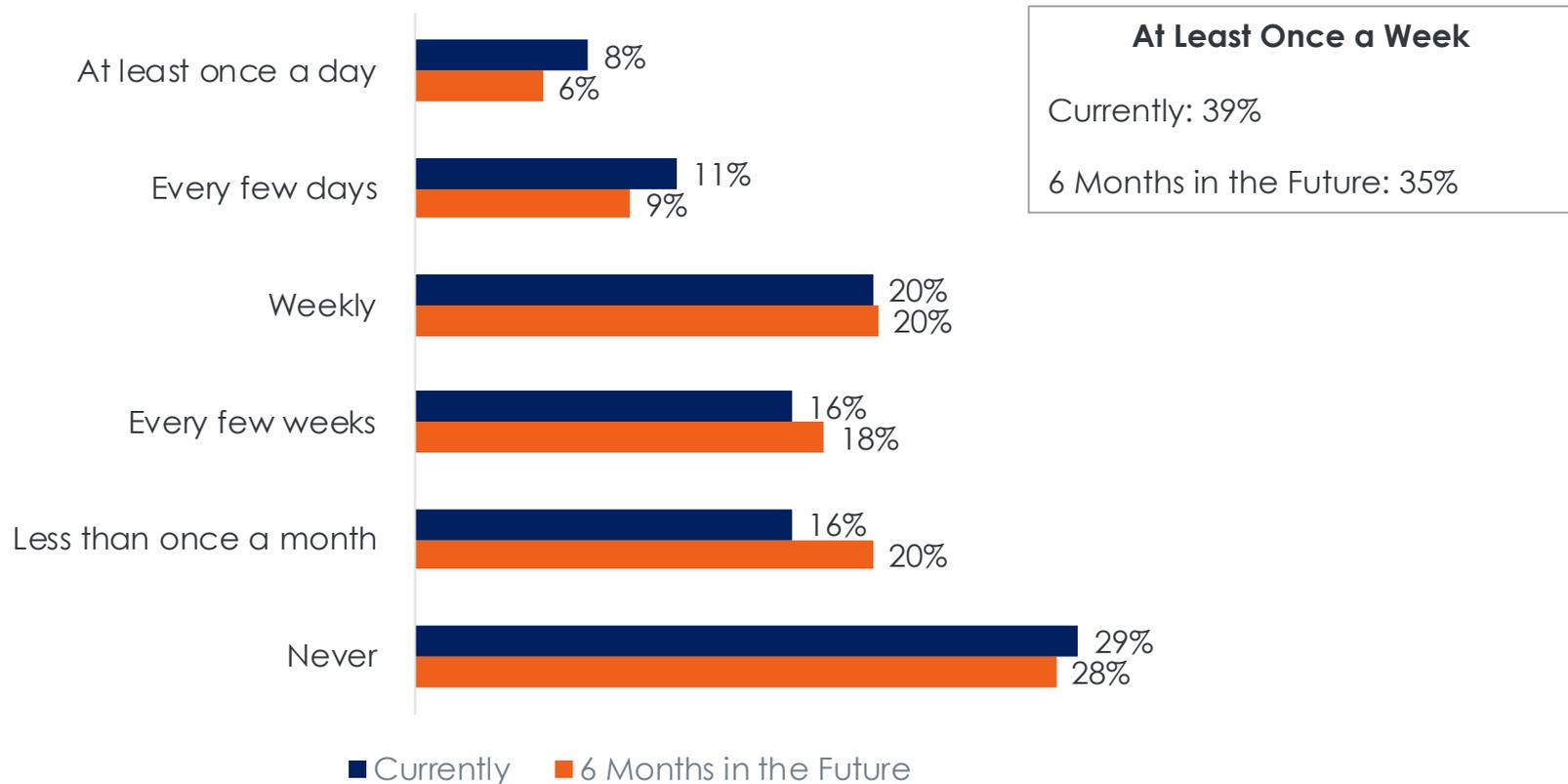


49%

Worried that my workplace is not sanitized often enough

Frequency Video Chat/Conferencing

The frequency of video chat is expected to remain high even after the pandemic.

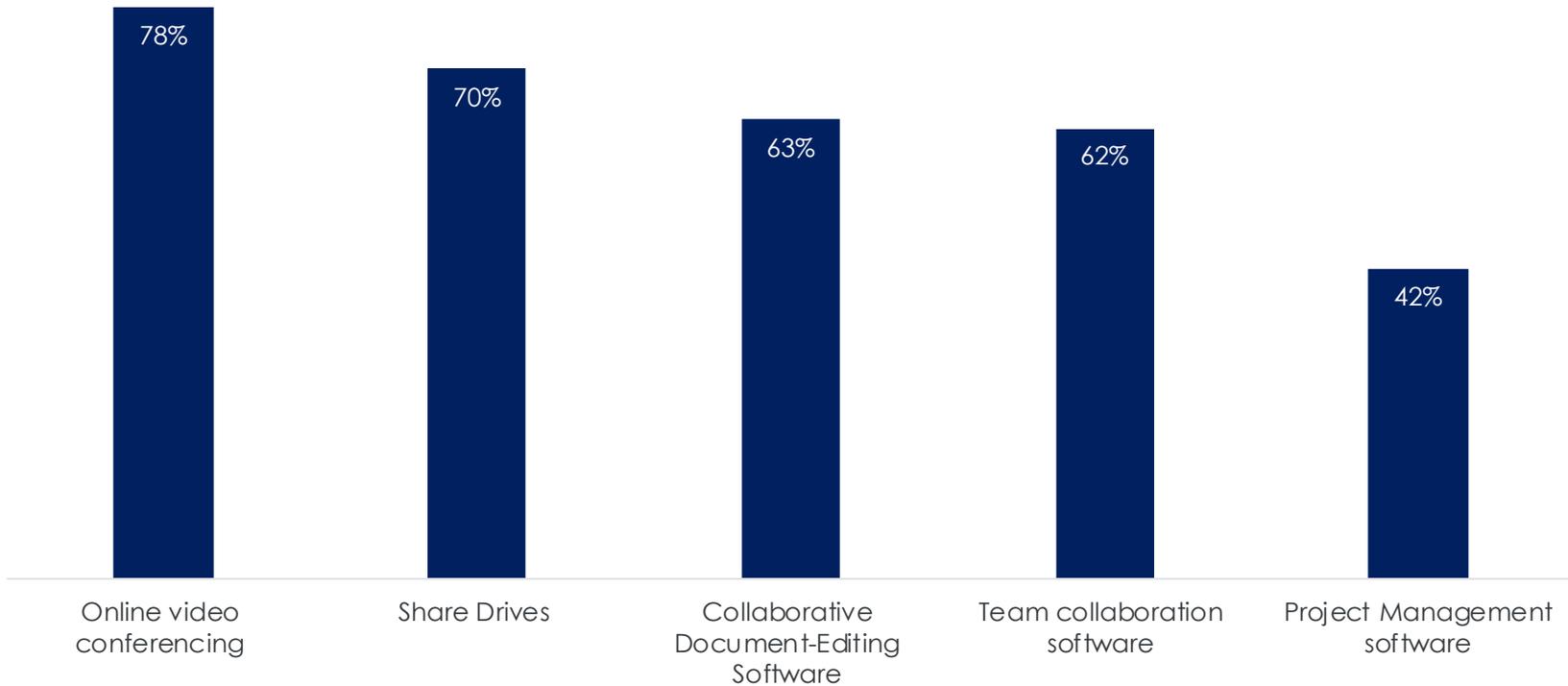


Q. How frequently do you currently use video chat/conferencing (e.g. Facetime, Zoom) with friends or family? / Thinking six months in the future, how frequently do you expect to use video chat/conferencing with friends or family?

Type of Software Used For Work

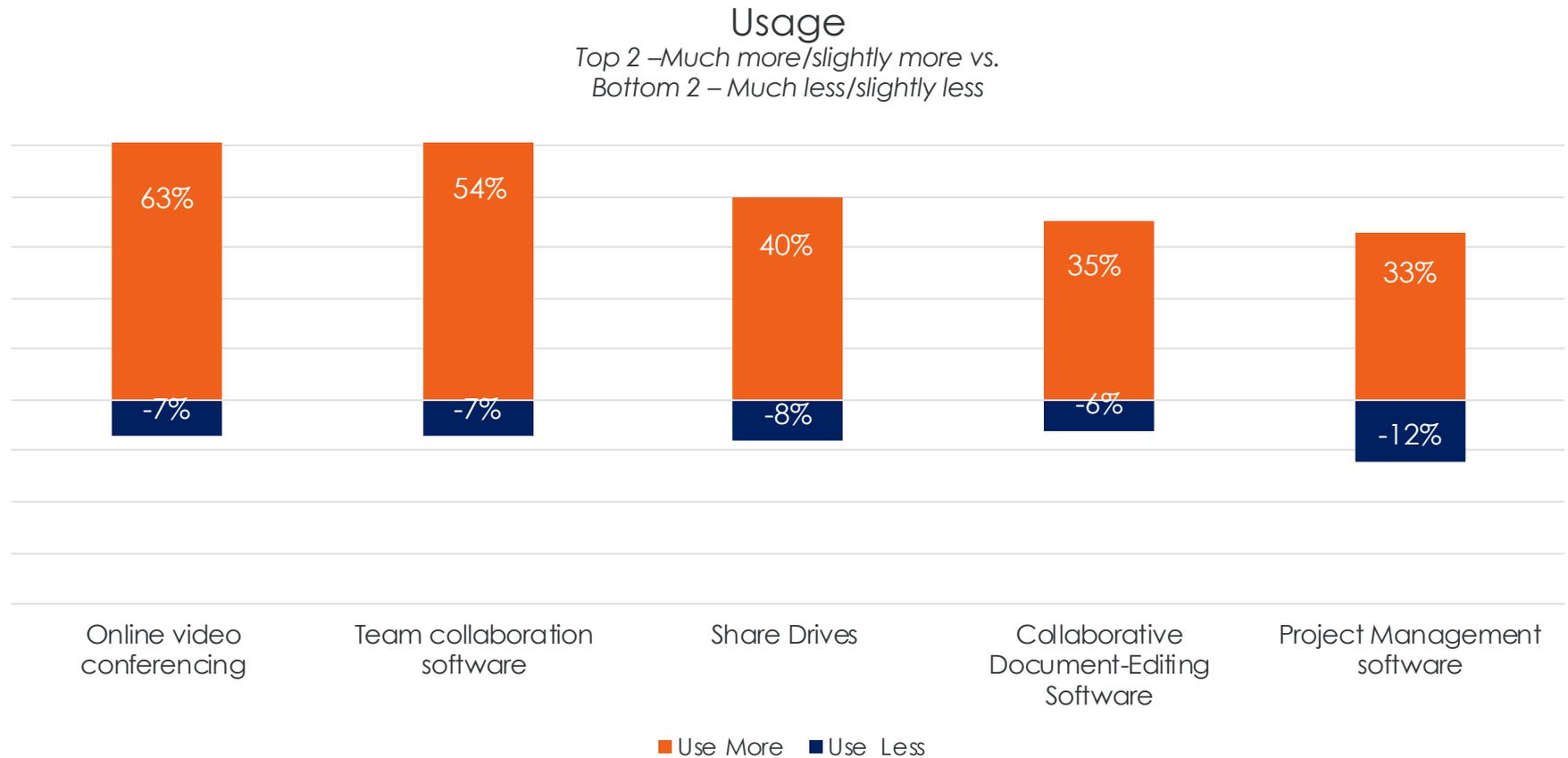
The majority of companies use online video conferencing and share drive for business.

Using the Software the Same Amount/Slightly more/Much more



Impact of COVID on Software Usage

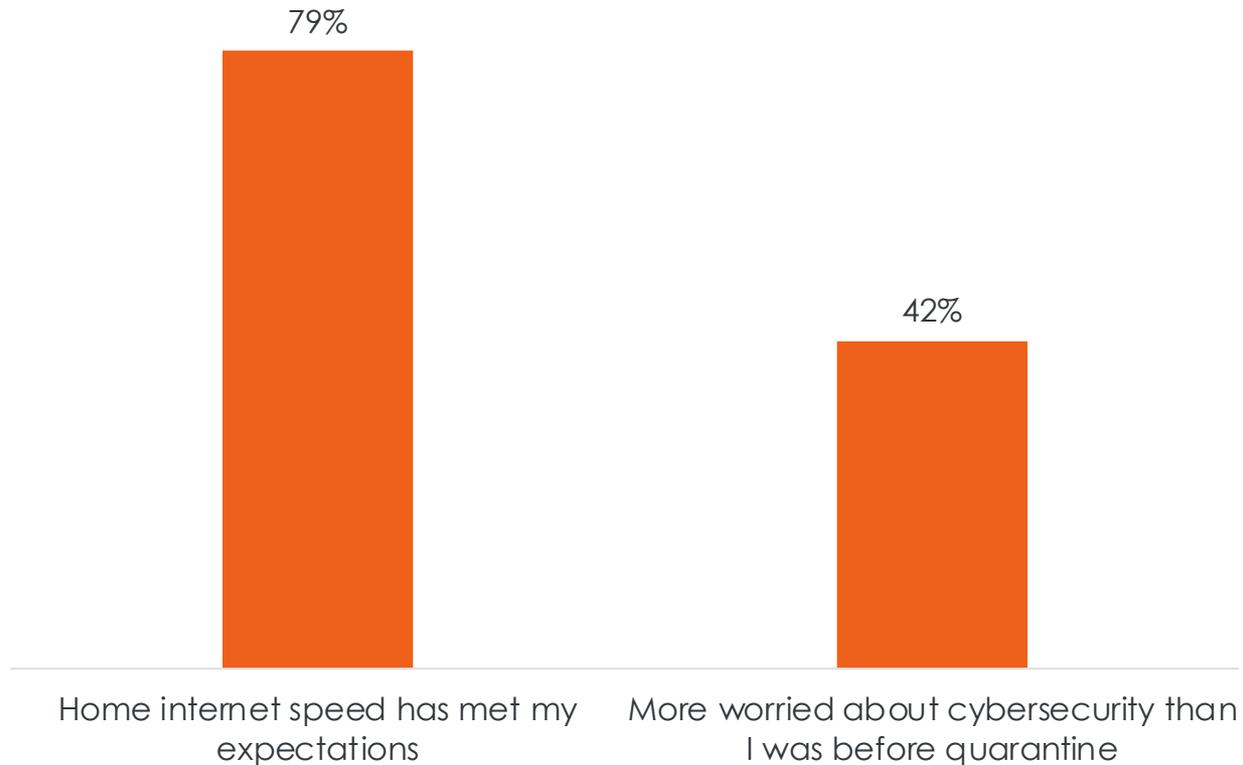
Usage of online video conferencing and team collaboration software skyrocketed since Covid-19.



Attitudes Towards Technology

The majority of consumers are happy with their home internet speeds at the moment. Forty-two percent are more worried about cybersecurity now than they were before the pandemic.

Top 2: Strongly Agree/Agree





Home Office Supplies

A little more than a quarter of consumers buy office supplies. That rate has remained consistent during COVID-19.

◀◀ **29%** bought office supplies pre-COVID-19

▶ **27%** bought home office supplies in the last three months

▶▶ **26%** plan to buy office supplies in the next six months

Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future