



# provoke

insights

---

## Employee Office Sentiment: Fall 2021 Trends



## Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple topics, including employee sentiment.



## Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22<sup>nd</sup> to September 28<sup>th</sup>, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

# Overview



Where employees work has forever changed. Before the pandemic, two-thirds of employees went to the office daily. Now and in 2022, this will remain at about half. Hybrid models are slowly becoming a more popular way to work.



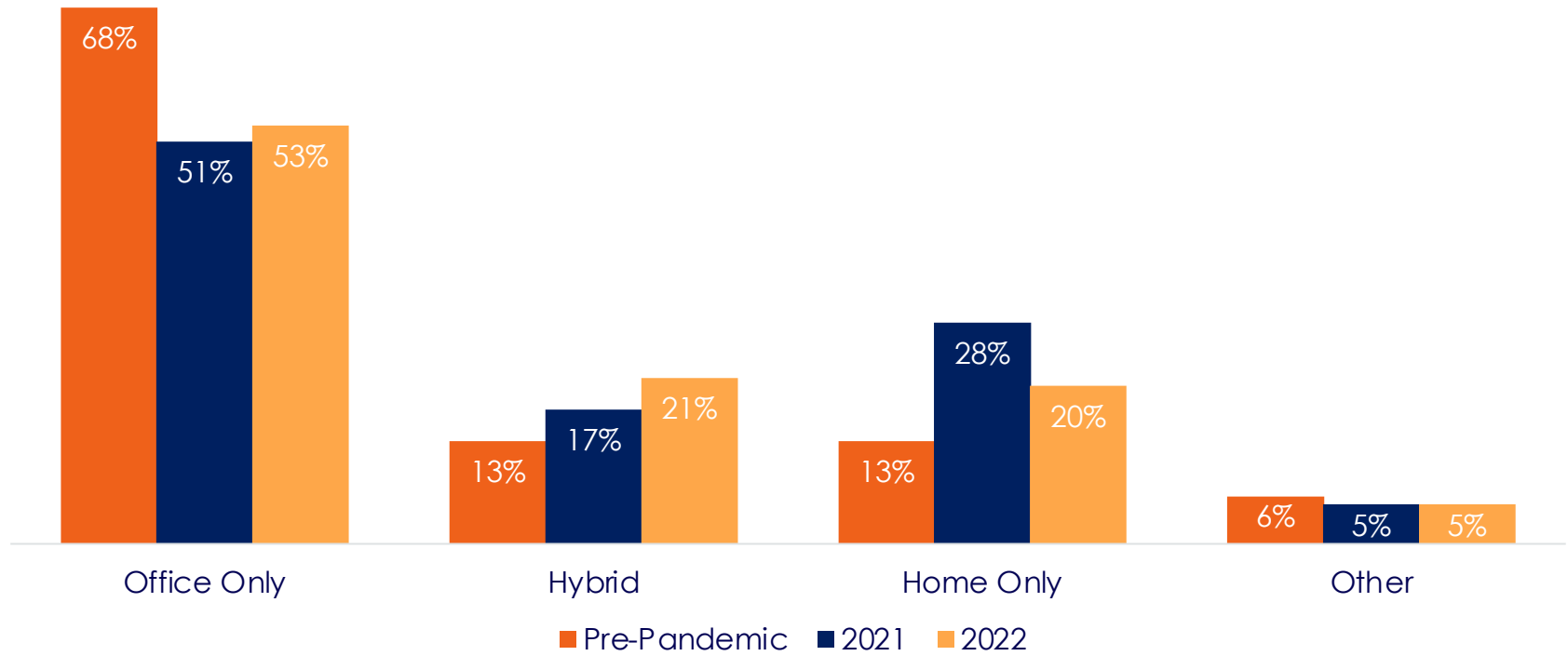
Over half of employees see themselves as productive at home as in an office. However, a third of those working only at home now do not believe they are as productive as they could be in an office.



Almost half of employees want to work at home; these professionals more often work at large companies. They are also more likely to be female, live in the South, and affiliated with the Democratic party.

# Where are Americans Working?

Where employees work has forever changed. Before the pandemic, two-thirds of employees went to the office daily. Now and in 2022, this will remain at about half. Hybrid models are slowly becoming a more popular way to work.



# Work Productivity at Home

Over half of employees see themselves as productive at home as in an office. This is especially true among Generation X, females and Republicans.

Interestingly, over a third of those working at home now do not believe they are as productive as they could be in an office.



**59%**  
of employees are  
as productive at  
home as in the  
office



**People with these characteristics have  
a higher likelihood to have this  
attitude:**

 Generation X **67%**


 Females **64%**

 Work full time at home **64%**

 Republicans **63%**

# Preference For Working at Home

Almost half of employees want to work at home; these professionals more often work at large companies. They are also more likely to be female, live in the South, and affiliate with the Democratic party.



**42%**  
of employees  
prefer working at  
home



People with these characteristics have  
a higher likelihood to have this  
attitude:



Co. with 5,000+ employees **47%**



Females **46%**



Live in the South **46%**



Democrats **46%**

# Respondent Overview

## Gender



**52%**  
Female



**48%**  
Male

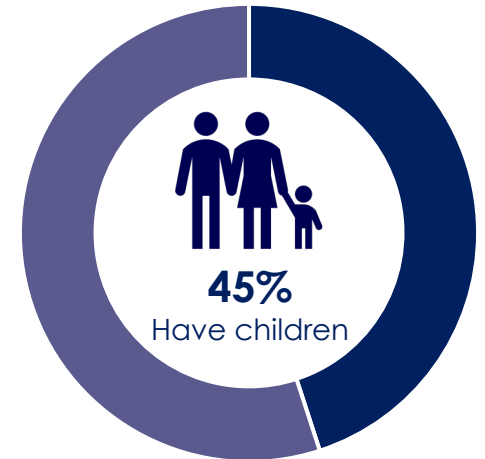
## Generation

**42 years old**  
Average Age

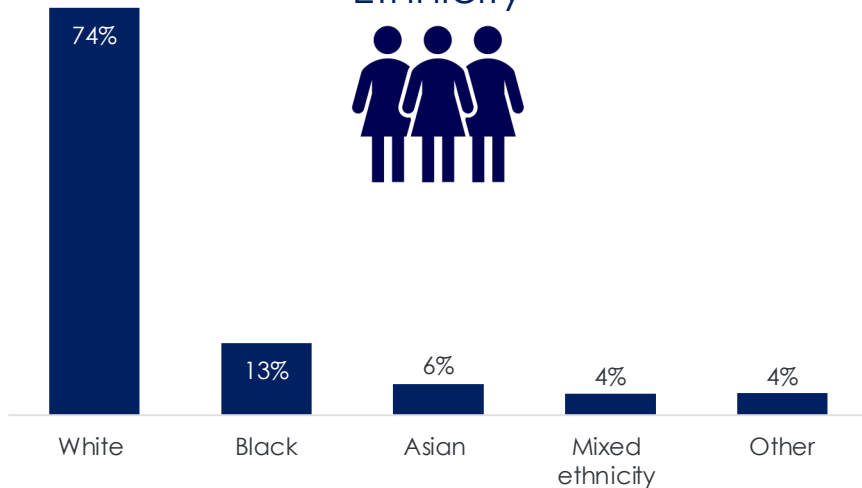


<b>M</b> <b>43%</b> Millennials	<b>X</b> <b>33%</b> Gen X
<b>B</b> <b>18%</b> Baby Boomers	<b>Z</b> <b>6%</b> Gen Z

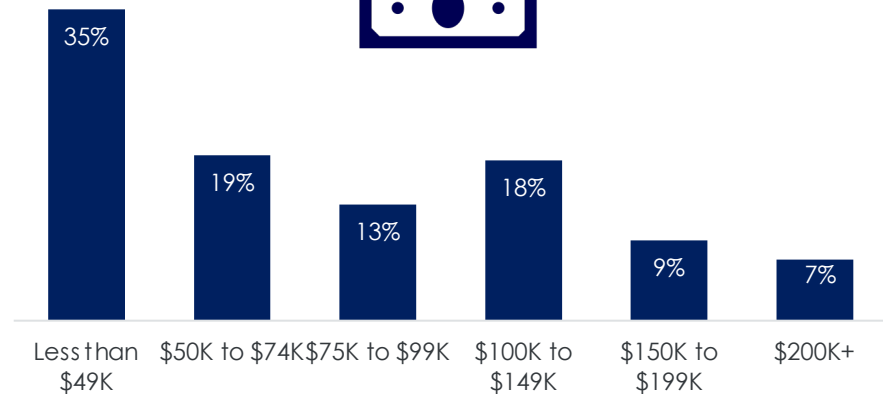
## Parental Status



## Ethnicity



## Household Income





# Respondent Overview (Continued)

## Vaccinated



**68%**

Vaccinated



**30%**

Unvaccinated

**2%** Prefer not to say

## Region



**44%** South



**22%** Midwest

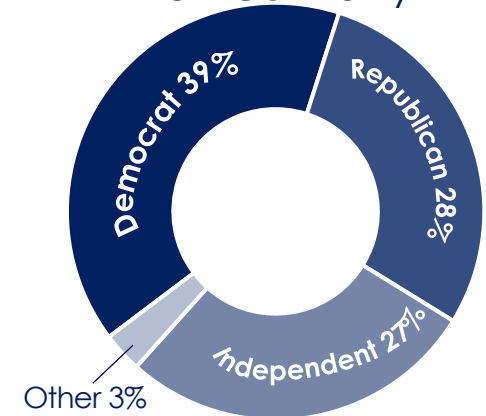


**17%** Northeast



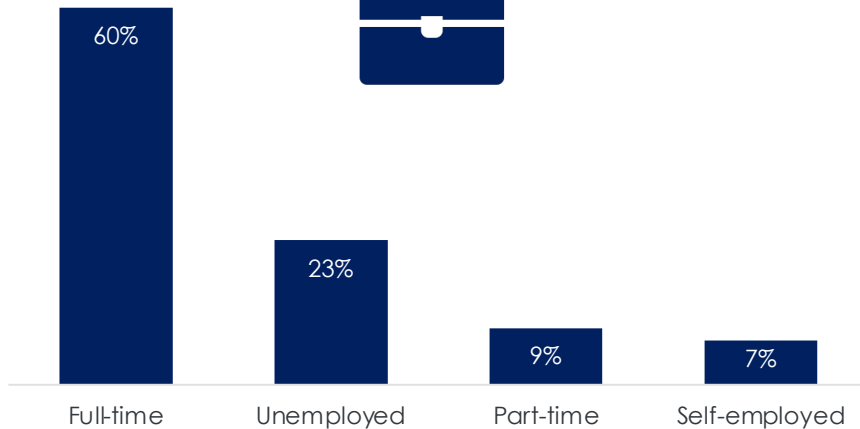
**17%** West

## Political Party

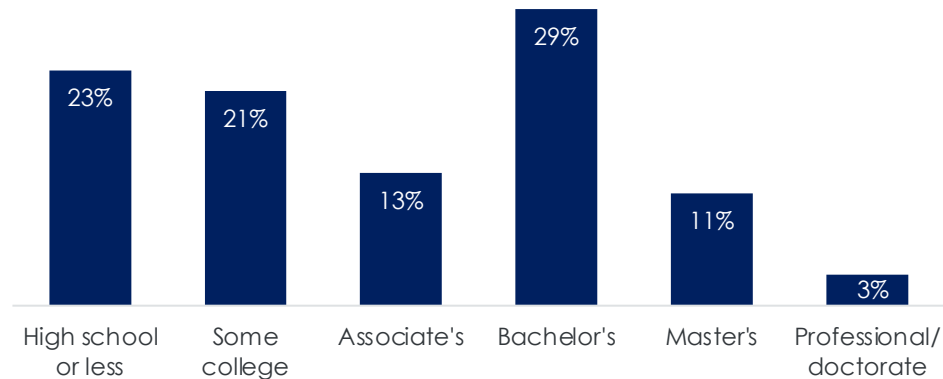


**3%** Prefer not to say

## Employment Status



## Highest Level of Education



# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).