



provoked
insights

Consumer Trends
Employee Workspace
Winter 2023

Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries. The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Winter 2023 Wave

Three years since Covid began, fears of the pandemic have decreased, but consumers have other growing concerns, from inflation to the economy. Provoke Insights wants to understand how these new issues impact consumers' buying behavior. In this wave, Provoke Insights dives deep to understand how these new issues have impacted category buying behavior.

This deck focuses on employee workspace preferences.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in Autumn 2022.

A random stratified sample was used followed by weighting to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).

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



Employee Workspace Trends

Nearly three-quarters of Americans are currently working outside the home at least partially. Although, more than two-thirds prefer to work from home. This is especially true of affluent workers and females.

While Gen Z is known for being tech savvy, they report being the least productive working virtually compared to their older cohorts.

Those who prefer to work from home are planning on major life events in the near future, including home renovations, starting a new job, and moving homes.

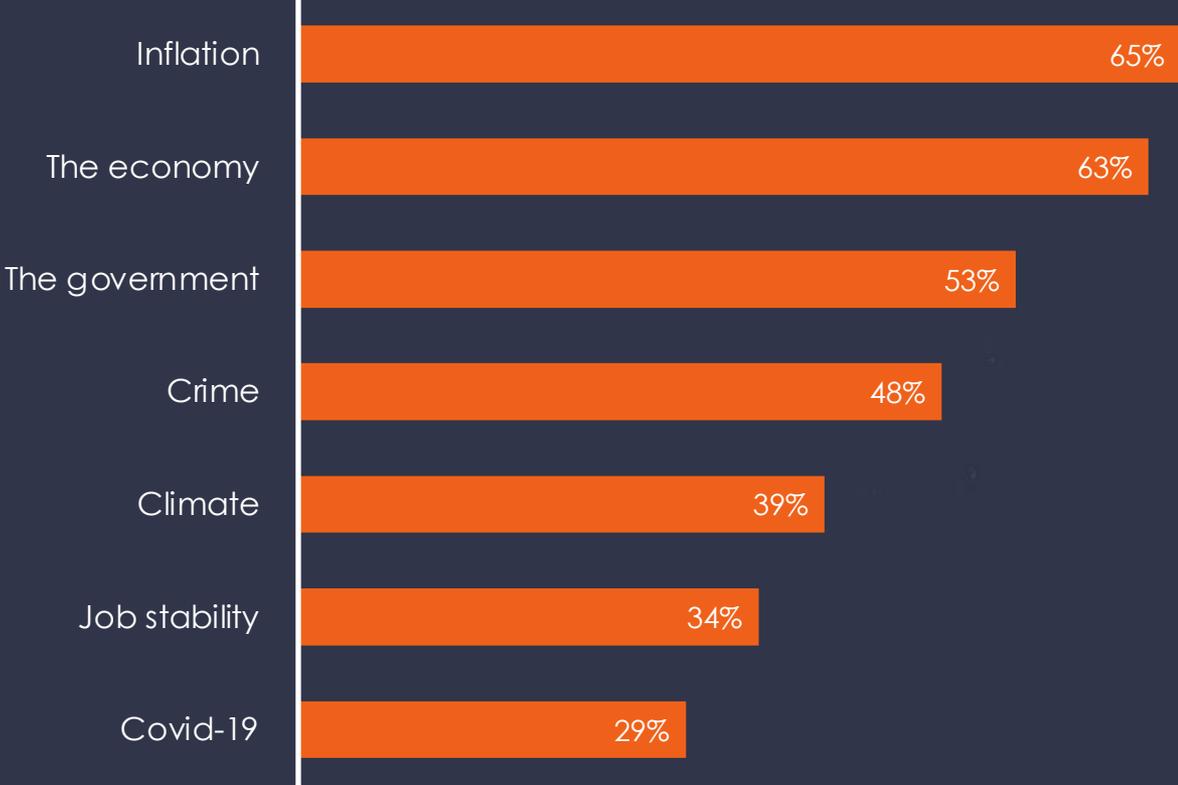
A Black man with a beard, wearing a dark suit jacket over a light blue button-down shirt, is sitting at a desk in an office. He is smiling broadly and waving his right hand towards a laptop screen. He is holding a coffee cup in his left hand. The background is a bright, modern office with glass partitions.

Trends in Employee Workspace

Top Concerns Impacting Consumers

Inflation and the economy are major issues for most Americans. Job stability and Covid-19 are not key worry areas.

Extremely/Very Concerned



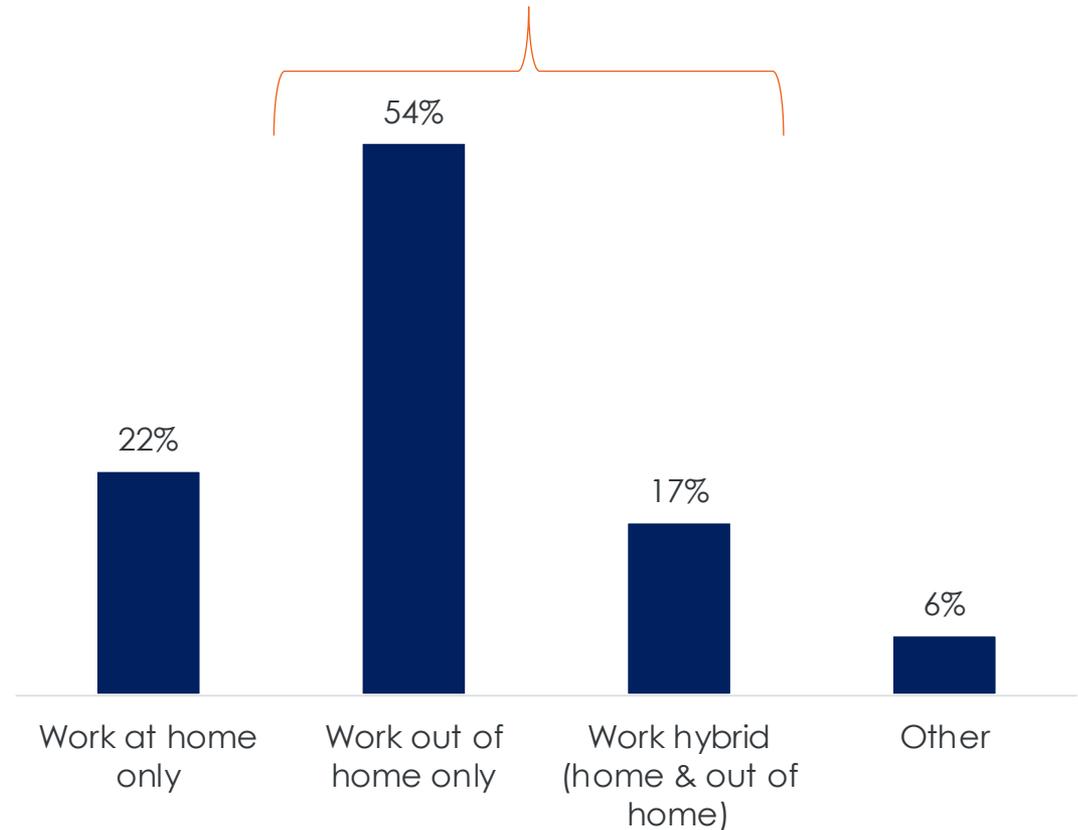
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Americans Are Working Outside the Home

Less than one-quarter of Americans are working from home exclusively.



71% work outside the home at least partially





37% of Americans prefer
to work from home

These consumers are
significantly more likely to
be...

\$ 44% HHI \$100K+

♀ 43% Female

🐴 42% Democrat

🐷 40% Budget Conscious

Those Who Prefer to Work from Home Are Planning for Major Life Events

Will personally experience in the next 3 months



15%

make a major home improvement
vs. 10%



12%

Start a new job
vs. 7%



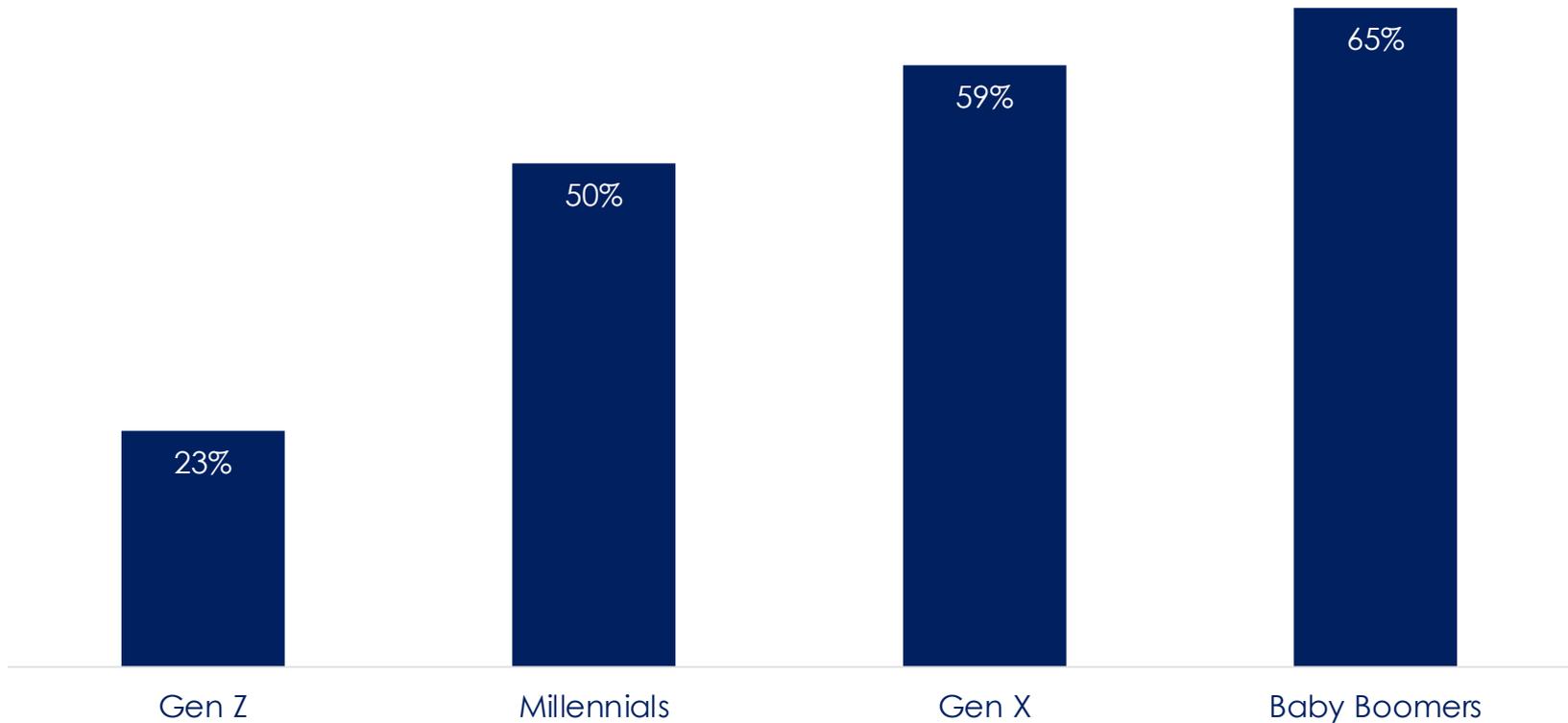
10%

Move homes
vs. 6%

Productivity Differs by Generation

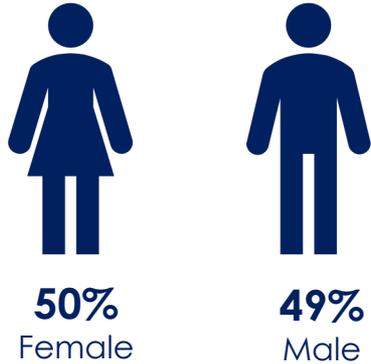
Gen Z is the least likely to feel they are as productive working from home as when they are in the office. Baby boomers feel the most accomplished working virtually.

*Just as productive working virtually as when in the office
Top 2 on a 7-point agree scale.*



Respondent Overview

Gender



*1% other identity

Generation

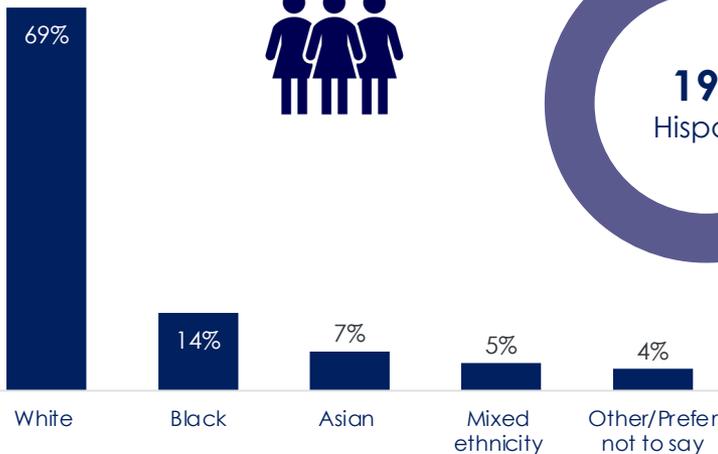
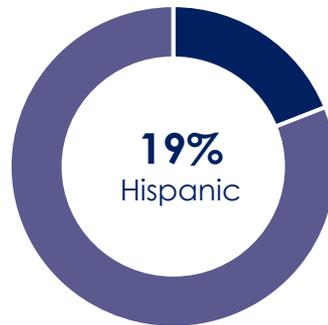
42 years old
Average Age



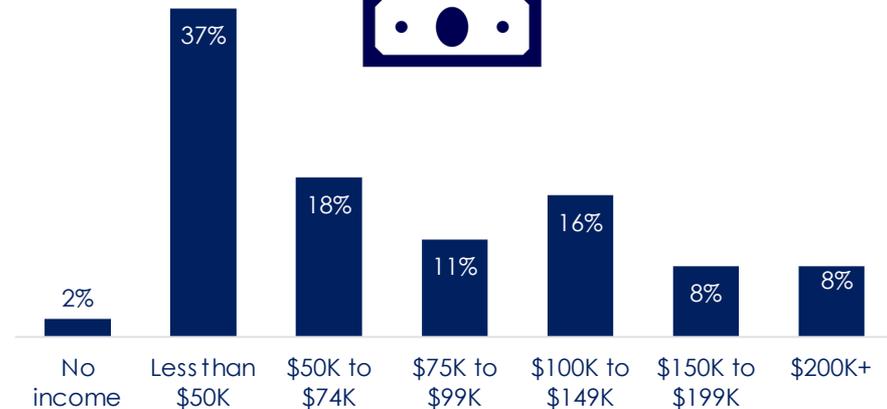
Parental Status



Ethnicity



Household Income



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 info@provokeinsights.com.