

**Bespoke Intel**

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# **Work From Home, Return To Work**

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**August 3, 2021**

**BACKGROUND:** Survey of 1,271 US Consumers balanced to census.

**FINDINGS:**

❑ ***Return to Work Dynamics – Varied Feedback***

- ❑ Among those working from home, feedback on when they will be expected to return to the office is varied. Around 60% of them expect to return by the end of the year, but the remaining 40% said either January 2022 or later or that they haven't been given guidance yet.
- ❑ Among non-working respondents who would like to work again at some point, a little less than half of them would like to be working again "as soon as possible." Top reasons for not returning to work immediately include being retired and potentially wanting to work again if they get bored, having disabilities or personal issues, caring for a family member, or Covid related concern.
- ❑ Among respondents who are currently receiving unemployment benefits, a higher percentage feel they are getting more money now compared to when they were at their last job vs. less than their last job.

❑ ***Return to Work Clothes – Business Casual In Demand***

- ❑ 16.5% of employed respondents who are not currently working from home but did at one point due to Covid report having purchased return to work clothes when they stopped working from home. Among respondents who are currently employed and working from home, 27.8% said they will need to buy clothing to return to work. These respondents were most likely to fill-in that they needed/need to buy business casual clothing.

❑ ***Clothing Size Changes – Weight Gain and Casual Clothing Purchases***

- ❑ 50%+ of consumers said their weight changed since the start of Covid (33.9% gained weight and 18.1% lost weight). The majority of respondents whose weight changed said they needed to buy clothing as a result of their weight change. Pants/jeans were the most popular fill-ins, but all kinds of clothes across the casual clothing spectrum were mentioned. Notably, respondents who have been working from home due to Covid were more likely to say they gained weight since the start of Covid compared to those who were not working from home due to Covid.

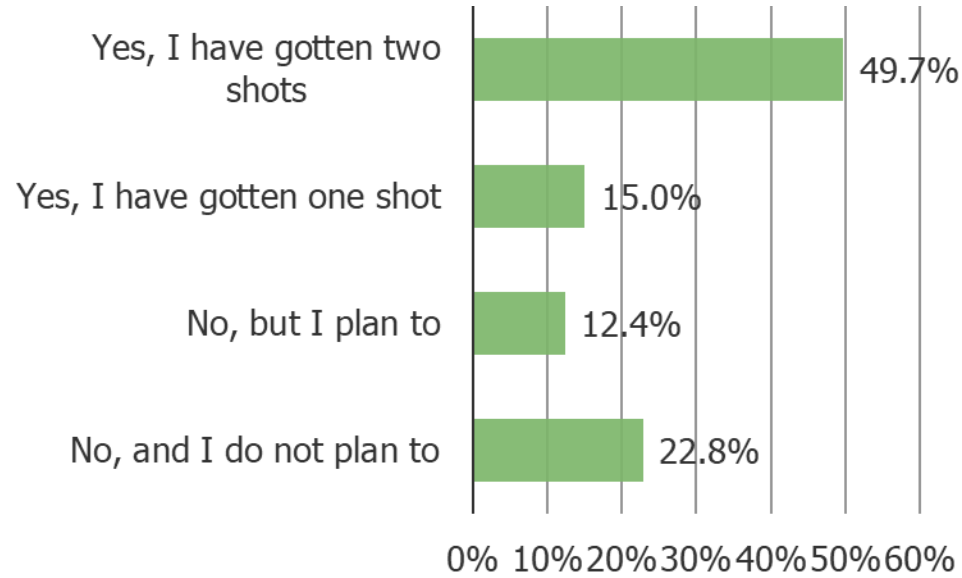
❑ ***Impacts of Commuting on Consumer Behavior***

- ❑ Respondents indicate that they'd do the following more frequently if fully working from home compared to frequency of doing the following if they are commuting: cooking at home, ordering takeout food, using food delivery apps, and ordering groceries for delivery.
- ❑ Respondents indicate that they'd do the following more frequently if commuting compared to frequency of doing the following if they were working from home: going to grocery stores, going to restaurants, buying clothes for work, wearing makeup, wearing contact lenses, using ride hailing services.



### Have you gotten a Covid vaccine yet?

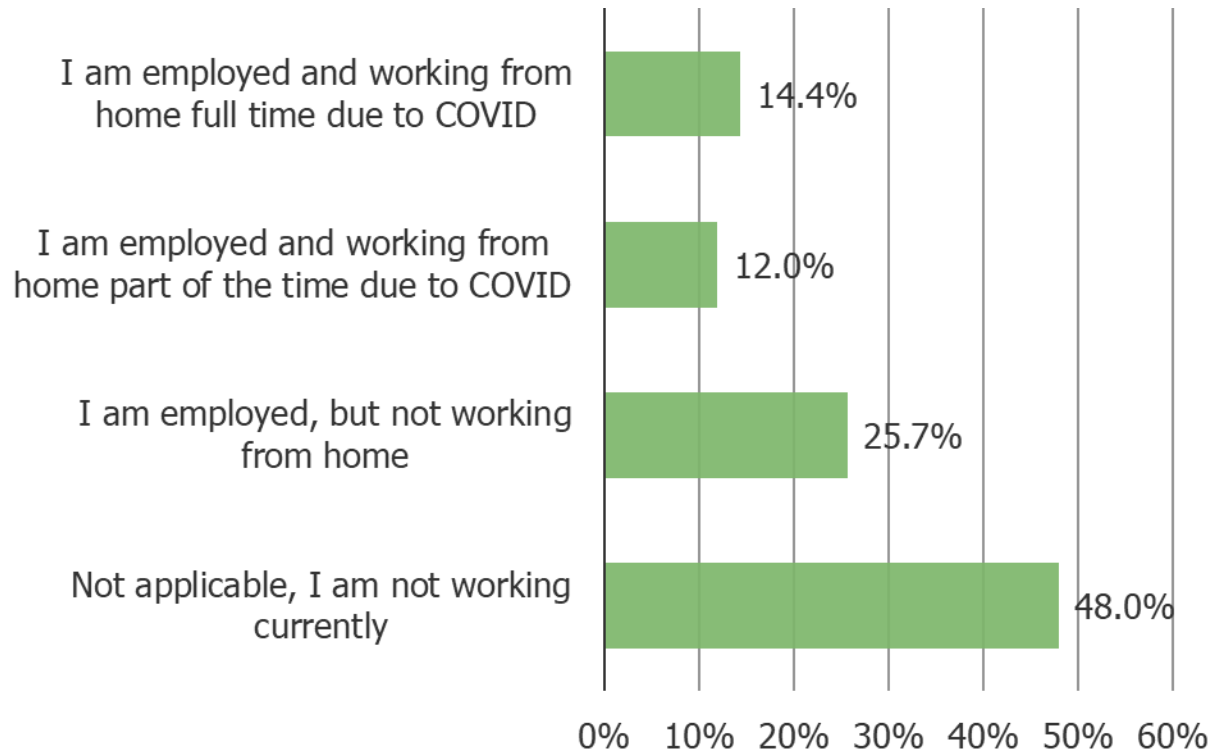
Posed to all respondents.



N = 1271

### Are you currently working from home due to Covid?

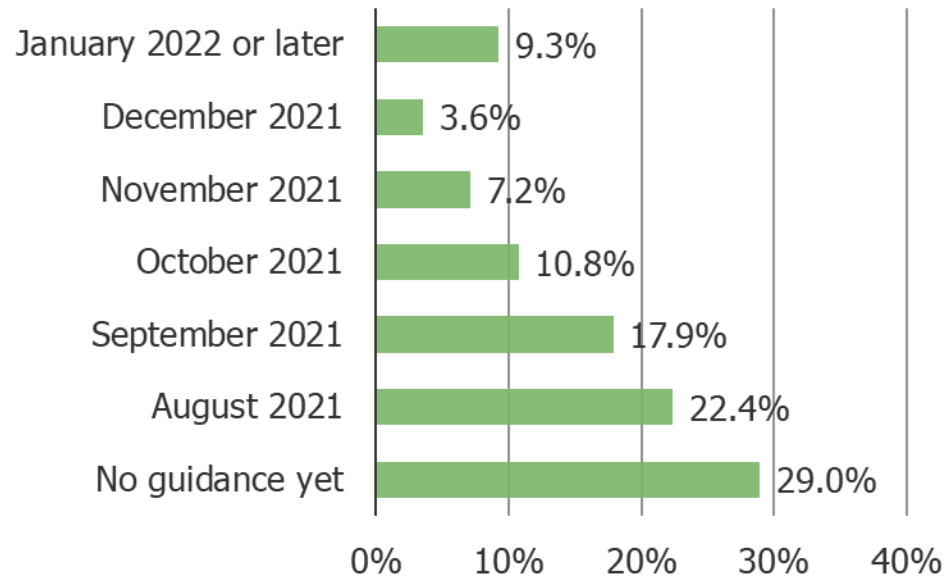
Posed to all respondents.



N = 1271

### Have you received any guidance on if/when you will be expected to return to the office

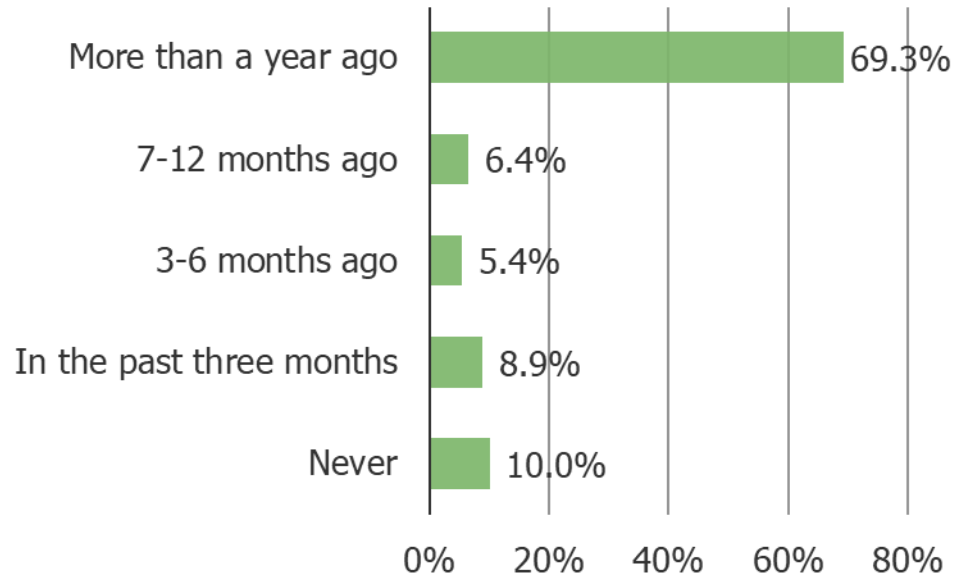
Posed to respondents who said they are employed and working from home part of the time or full time.



N = 339

### When were you most recently employed?

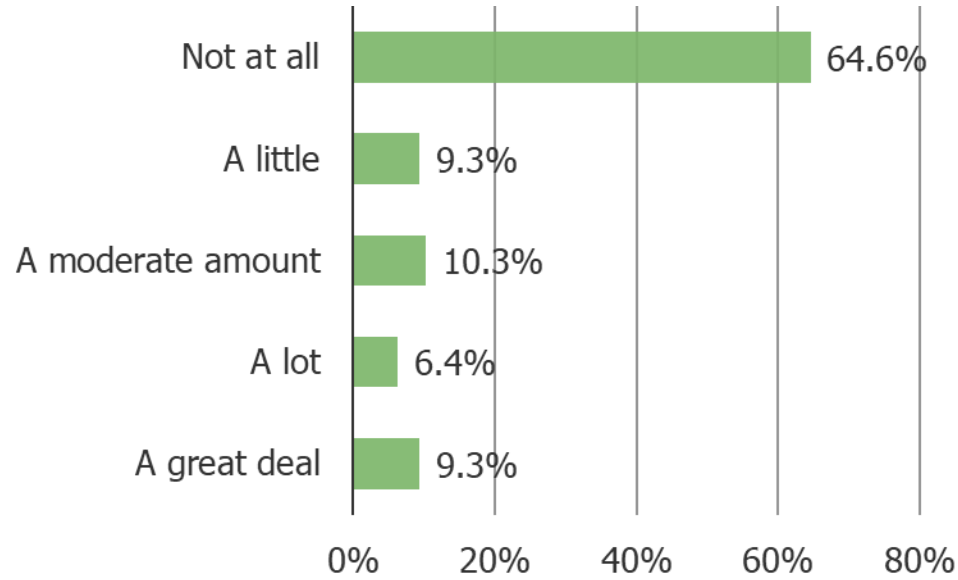
Posed to respondents who said they are not currently employed.



N = 610

### How actively are you looking for a new job?

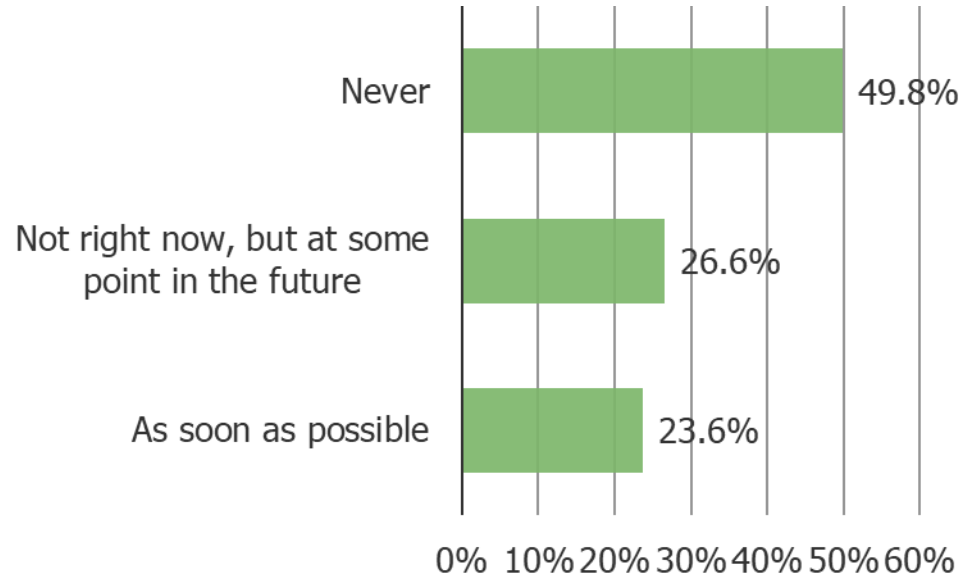
Posed to respondents who said they are not currently employed.



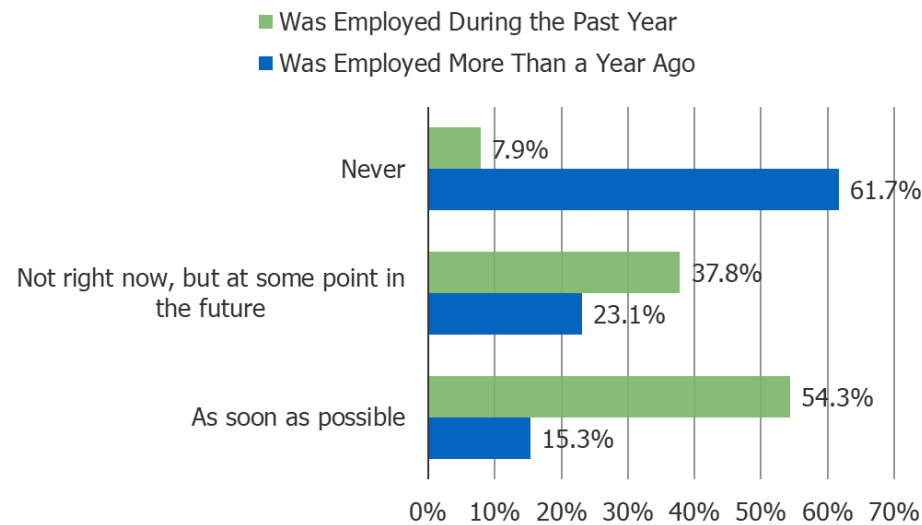
N = 610

### When would you like to be working again?

Posed to respondents who said they are not currently employed.



N = 610





## Why are you not looking to get a job as soon as possible?

Posed to respondents who are not currently employed, who plan to get a job, but not right now.

- |   |  |
|---|--|
| Anxiety and depression  | Economy get my bills paid  |
| Army life   | Family business  |
| Babysitting   | grandkids  |
| Babysitting   | have some health issues to deal with at the present time   |
| Because I already have a plan to make it huge in music  | health issues  |
| Because I am a severely anxious person and I can't right now  | health issues  |
| because i am presently taking care of a sick relative   | Health issues and the spread of COVID  |
| Because I have a few health problems  | Health issues/ disabled  |
| Because I have a son that's not old enough to take care of himself or to tell me if anyone harmed him | home with kids   |
| Because I have a special needs child  | Homemaker  |
| Because I just returned   | Homemaker  |
| Because I'm a student   | I am 69 and it's harder to be hired for a part-time job.   |
| Because I'm mainly looking for an online job to from home   | i am a caretaker full time   |
| Because of the covid-19   | I am a substitute teacher and have sent in my document.  |
| Because, it's hard!   | I am about to go back to college and I am taking 13 credits. I want to devote my time to that.     |
| cant work do to sickness  | I am currently a full time student   |
| caregiver to wife   | I am currently caretaker for my 97 year old mother who suffers with Alzheimer's and other ailments |
| Caring for a child right now  | I am disabled  |
| Chronic Health Condition  | I am disabled and have to find appropriate work.   |
| College   | I am disabled right now  |
| Comfortable   | I am disabled, so it is tricky for me.   |
| Complicated   | I am going to be moving soon   |
| Corona virus and with school coming up.   | I am retired   |
| Covid   | I am retired   |
| Covid 19  | I am retired and just starting to get a little bored   |
| Covid 19  | I am retired and the variant is out there  |
| covid is still present  | I am retired now but would like a part time job.   |
| Currently in college and busy with activities   | I am retired.  |
| Disabled  | I am retired. Only looking for short term work   |
| disabled  | I am retired. Just want a job because I am bored   |
| disabled  | I am the one who take care of my daughter  |
| Disabled  | i am tired   |
| Disabled as well  | I am trying to work from home doing side hustle jobs until some life changes are made.             |
| Do not want my old job  | I can't drive  |
| Do to persona issues that cannot be explained at this point but will do in later time.                | I could use 2 more months of a break before returning  |
| dont know   | I don't feel safe or comfortable even being outside  |
| Don't know  | I don't like the idea of working during covid  |
| Don't know  | I don't need   |

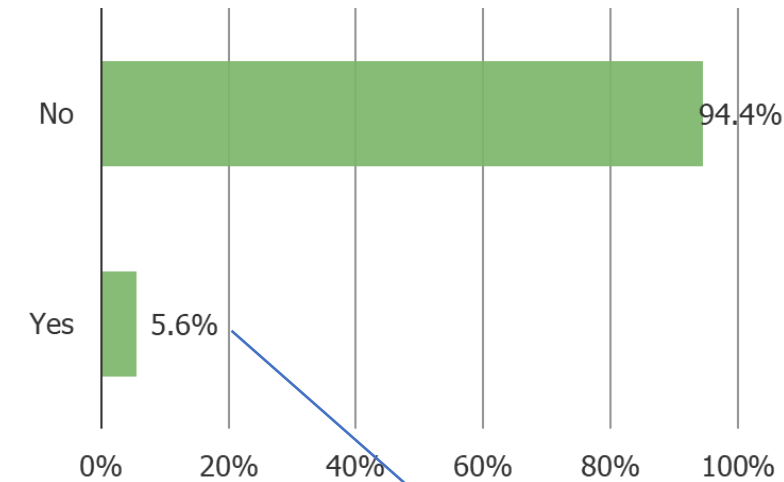
## Why are you not looking to get a job as soon as possible? (Continued)

Posed to respondents who are not currently employed, who plan to get a job, but not right now.

I face to stay home to take care of my son	Not able
I have a disability that prevents me from doing a lot of things	Not applicable
I have a kid at home	Not interested
I have a lot to do.	not interested right now
I have kids that I need to be home for	Not sure
I have some health issues and am trying to find something from home.	not sure
I just had a baby and I want to stay home with her	Pregnant.
I just retired last year.	Retired
I probably will in the future when things get better	Retired
I retired early at age 59	Retired
I suffered a debilitating injury from an auto accident. I was was hit by a delivery vehicle backing out of a driveway.	Retired
I take care of my grandson	Retired and want to work from home
I want to focus on my studies first.	retired!
I'm a full time student	School
I'm a homemaker	Small kids
I'm currently a student	Soon
I'm on disability but I could work part time	Stay at home mom homeschooling
I'm currently a stay at home parent.	Stay at home parent
I'm disabled	Still afraid of COVID-19
I'm disabled	Still worried about covid
I'm disabled (visually) and I have a bad leg.	Summer fun
I'm happy at home right now	Taking a step back
I'm injured from accident	Taking care of a lot of my kids stuff over the summer.
I'm retired	Taking time off
i'm retired	The health of my elderly parents is very precarious and at any time things could dramatically change. I don't think I could deal with taking on a job at the same time.
I'm retired from the military so I'm living comfortably off of retirement.	The virus isn't completely done.
I'm taking care of my kids	To have better chances
I'm waiting for my youngest child to start school because I cant afford childcare.	Transition to music
Insurance complications	Travelling
jobs are hard to get these because of this stupid ass plandemic that the u.s feds started for pure control over everyone	Trying to start a business
Later maybe next few year	Unknown
More income	Waiting to see if I need to go through hip surgery
My age	
My husband passed away and my mind has not been fully functional.	
Need a mental break - it's complicated	
no need	
No need	
None	

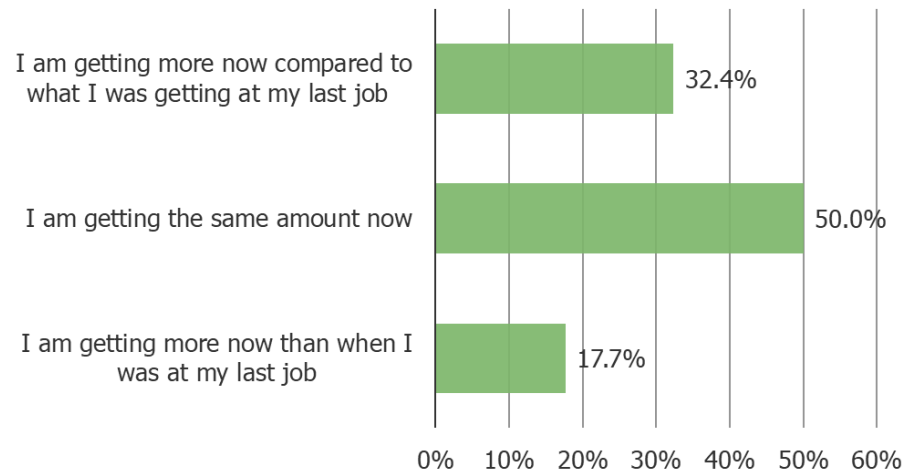
### Are you currently receiving unemployment benefits?

Posed to respondents who said they are not currently employed.



N = 610

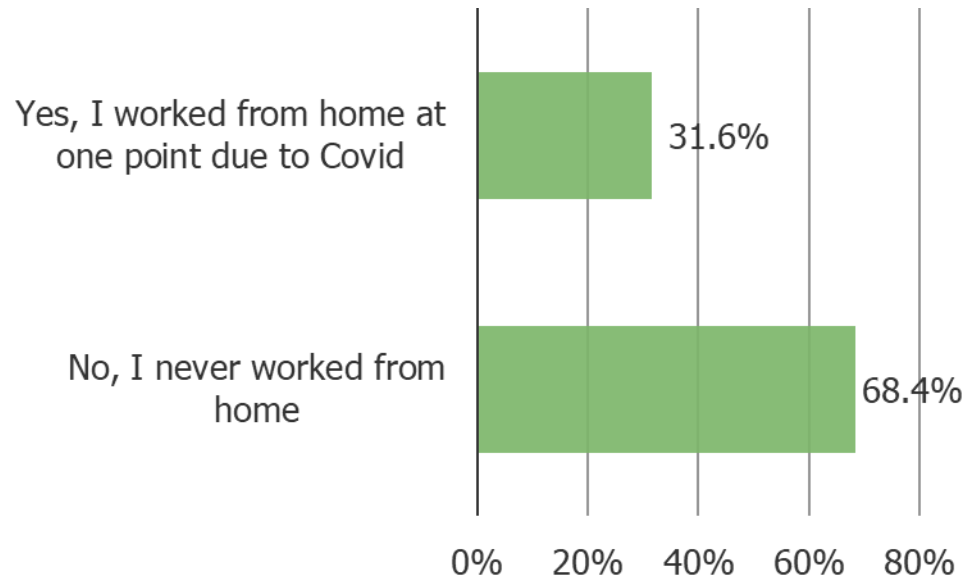
### Are you getting more money now on unemployment compared to the amount of money you were making when you were at your last job?



N = 34

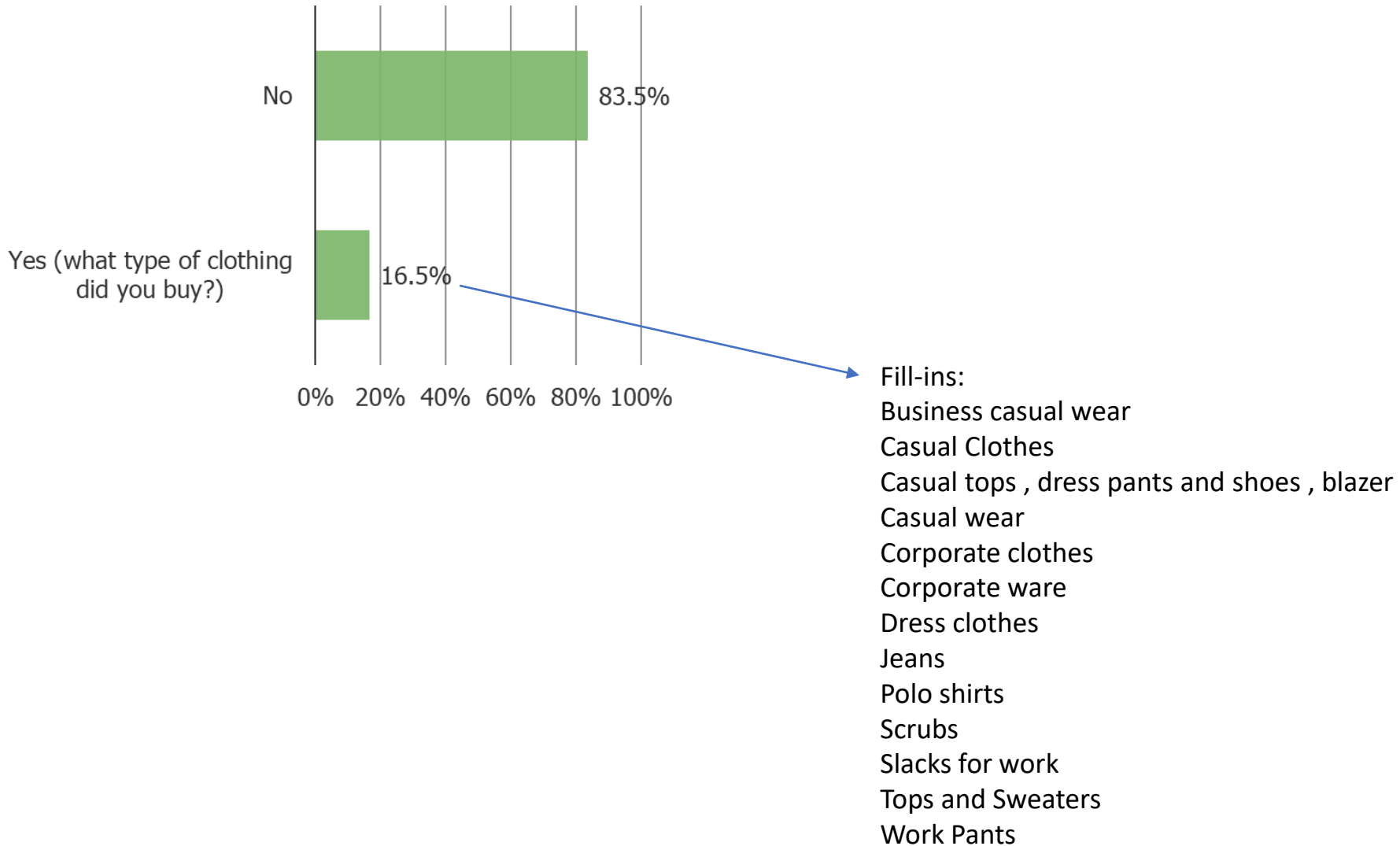
### Were you working from home at any point due to Covid?

Posed to respondents who are currently employed and NOT working from home due to Covid.



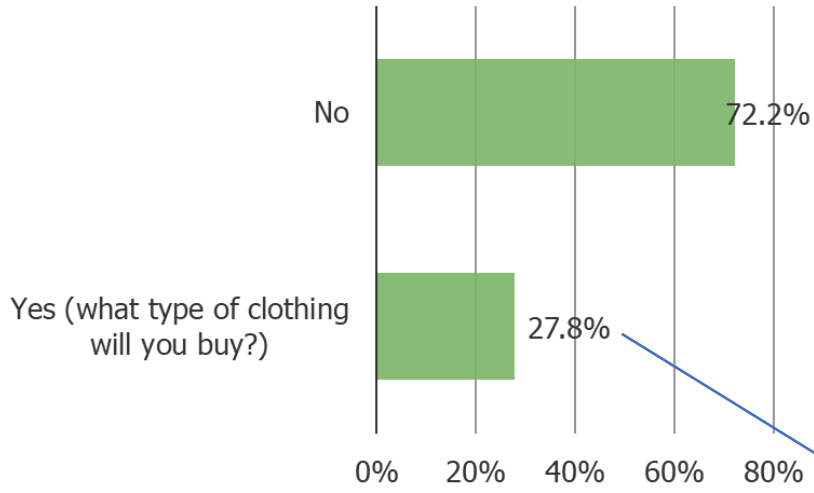
### Did you buy return to work clothes when you stopped working from home due to Covid?

Posed to respondents who are currently employed and NOT working from home due to Covid, but did work from home due to Covid at some point during the pandemic.



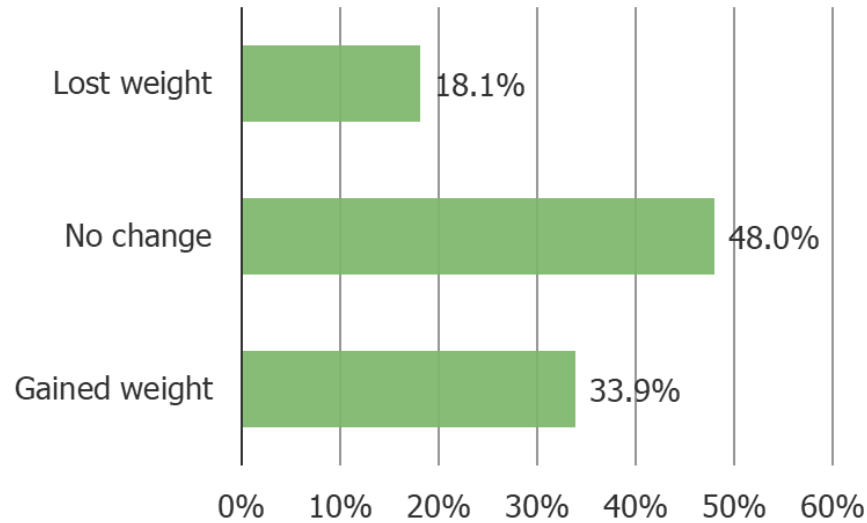
### When you return to working in person again at your place of business, will you need to buy clothing to return to work?

Posed to respondents who are currently employed and working from home due to Covid.

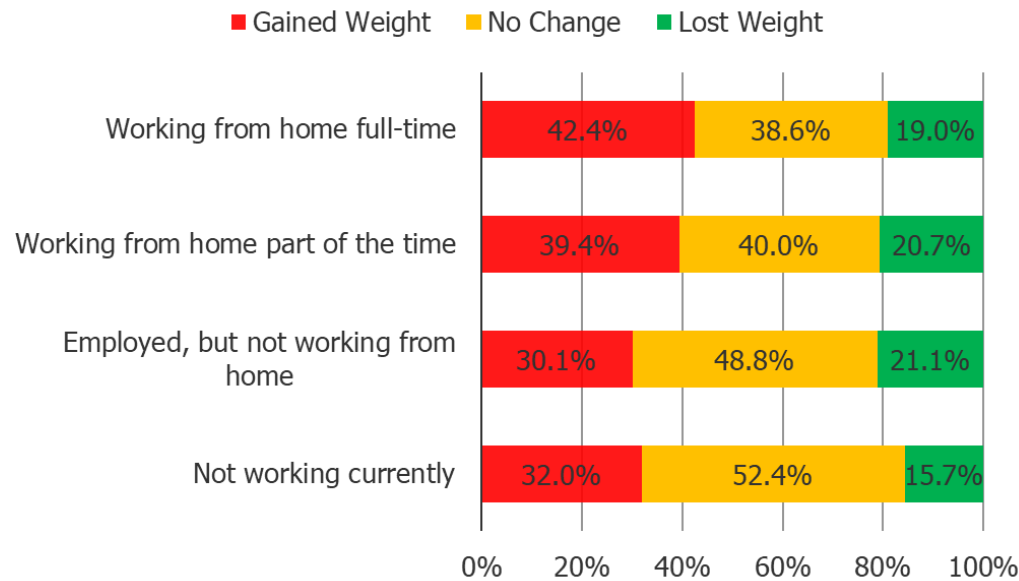


Since the start of Covid, would you estimate you have:

Posed to all respondents.

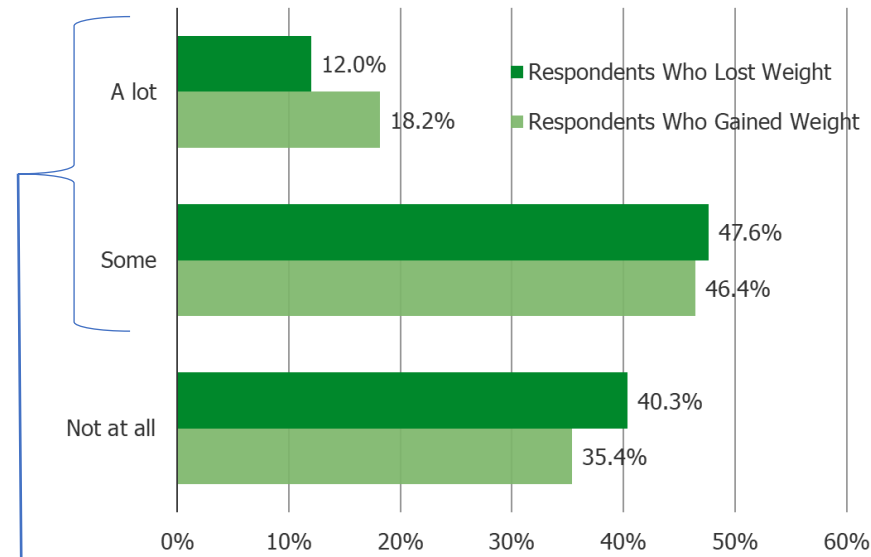


Data Above Cross-Tabbed



### Have you had to buy any clothing as a result of gaining or losing weight due to Covid?

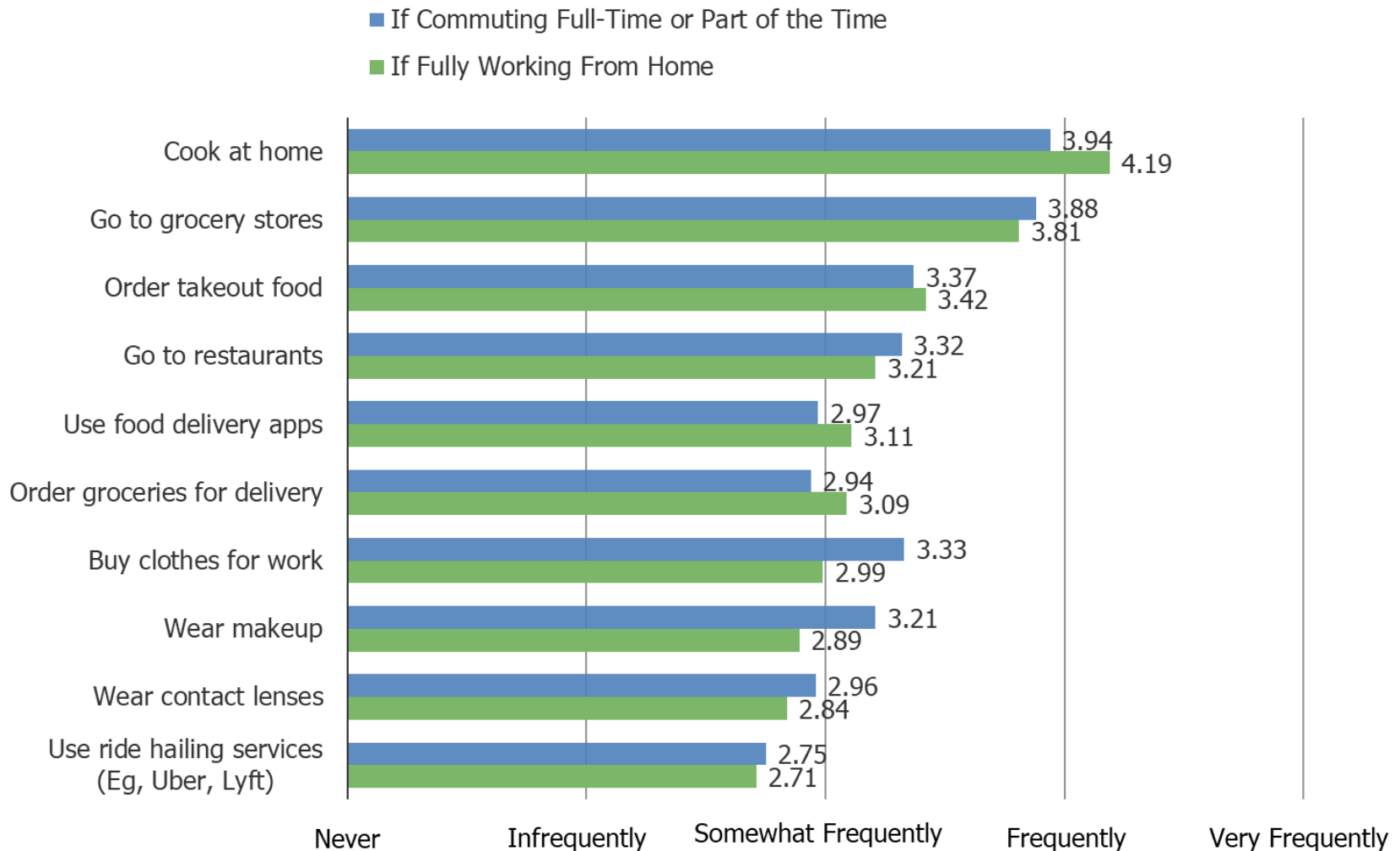
Posed to respondents who said they gained or lost weight due to Covid.





### How often would you do the following if you were...

Posed to respondents who are currently employed.



### When are you more likely to cook at home more often?

Posed to respondents who are currently employed.

