WORKING FROM HOME: PRE AND DURING COVID-19 IMPACT

Glean attitudinal and behavioral insights among employed persons on the impact COVID-19 has on both home and work.

Type of information requested via survey questions (24 in total fielded 06/18/20 - 06/25/20)

- **WFH Sentiments/Behaviors**: Hours worked on a typical workday when working from home. Descriptions of the time that survey respondents get up in the morning and the time that they go to bed when working from home. Level of engagement they feel currently with their job. Main reason(s) they worked from home at least occasionally pre-COVID. Sentiments regarding working from home. Work from home productivity. Ideal working situation in the future once restrictions have lifted. Frequency of other activities while working from home in a typical work week.

- **Media Use**: Devices used to watch, stream, listen to media (video and audio). Genres being viewed or listened to. News consumption across television and radio. Ownership and actions taken toward subscribing to additional paid, subscription video streaming services during the past three months.

- **Lifestyle Changes**: Main motivation for moving to a different location if given the ability to work remotely from "anywhere". Sentiments regarding moving to a different location if given the ability to work remotely from "anywhere". Types of discretionary spending if they moved to a location with a lower cost of living and were able to maintain current salary level and benefits.

Results by:
- **Age**: 18+, 18-34, 35-49, 50-64, 65+
- **Sex**: Male/Female
- **Race**: Black, White, Asian, Other
- **Ethnicity**: Hispanic, Non-Hispanic
- **Work From Home Status**: WFH Pre-COVID and During COVID, Started WFH During COVID, Was WFH but returned to work, All WFH due to COVID
- **Note - other custom breakouts may be available upon request for an additional fee**

**Deliverable**: Results will be delivered in Excel workbook. It will include all questions asked reported by demos listed above.

**Cost**: Standard Excel ($2,500), Custom demo extracts available for a fee based on sample size and feasibility.

**IF INTERESTED, PLEASE REACH OUT TO YOUR NIELSEN CLIENT SERVICE REPRESENTATIVE OR EMAIL MARKETINGSOLUTIONS@NIELSEN.COM**