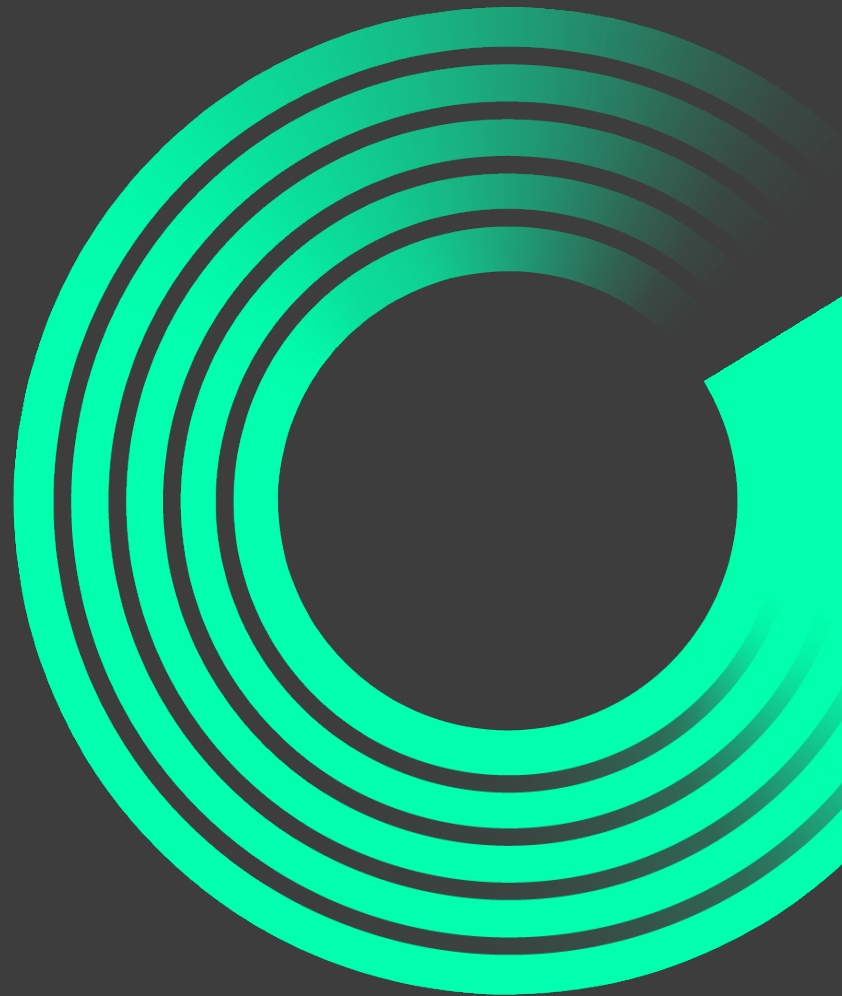




Return to Work

Consumer Insights Study

August 2021



Sense360 uses unblinded data at massive scale to help you navigate today's fast-changing world.



Movement Data

Tracking 2M+ Consumers 24/7
(T-5 day lag)



Spend Data

Analyzing Debit & Credit
Spend of 5M+ Consumers
(T-10 day lag)



Opinion Data

Largest US Panel of visit-based
survey takers who can be
tracked 24/7 (24/48h post-trip).





Return to Work Consumer Insights Study



From Sense360 smartphone location panel of 2 million U.S. consumers



From Sense360 credit / debit transaction panel of 5 million U.S. consumers



From Sense360 Return to Work Survey (n=2,012; collected 7/8/21 – 7/13/21)



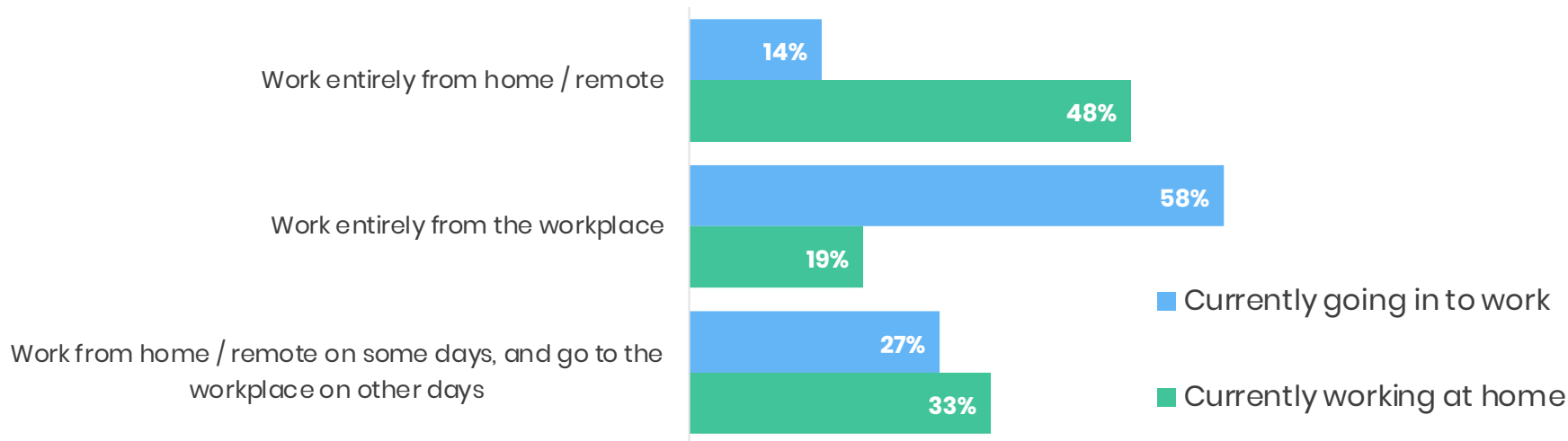
From Sense360 Vaccines Survey (n=2,001; collected 8/9–8/12)

Under 1 in 5 that are currently working from home want to fully return to the workplace without any at-home flexibility

The majority that are currently going into work are satisfied with that setup

What is your preferred working setup for the future? Please consider the best choice that would enable you to still complete your current job responsibilities.

Among current workers (at home or at a workplace); n=1,280

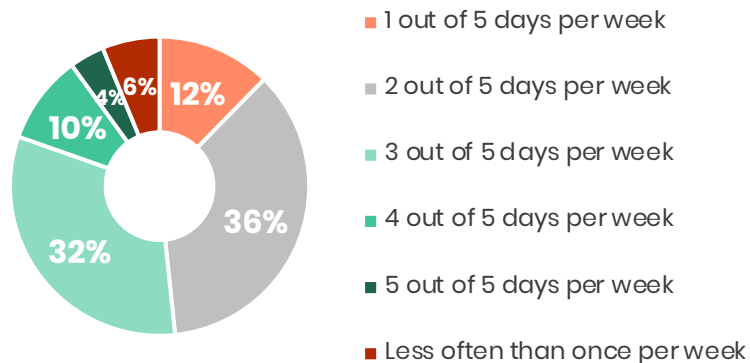


Those wanting a mixed setup of at-home and at-workplace see the sweet spot as 2 or 3 days of going into work per week

Roughly half of all workers have some likelihood of seeking a new job if their desired working setup isn't available

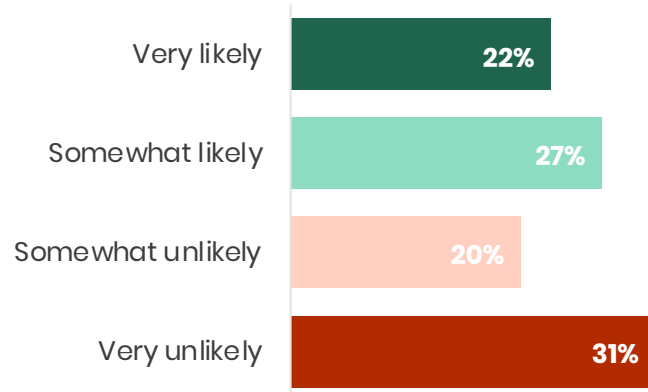
How many days per week would you prefer to go into your workplace? Please consider the best choice that would enable you to still complete your current job responsibilities.

Among those wanting mix of at-home & at-workplace; n=370



If your **preferred working setup** (e.g. remote vs. at workplace) **will not be available** in your current job, in the next year **how likely are you to seek employment somewhere else** that does offer your preferred working setup?

Among current workers (at home or at a workplace); n=1,280

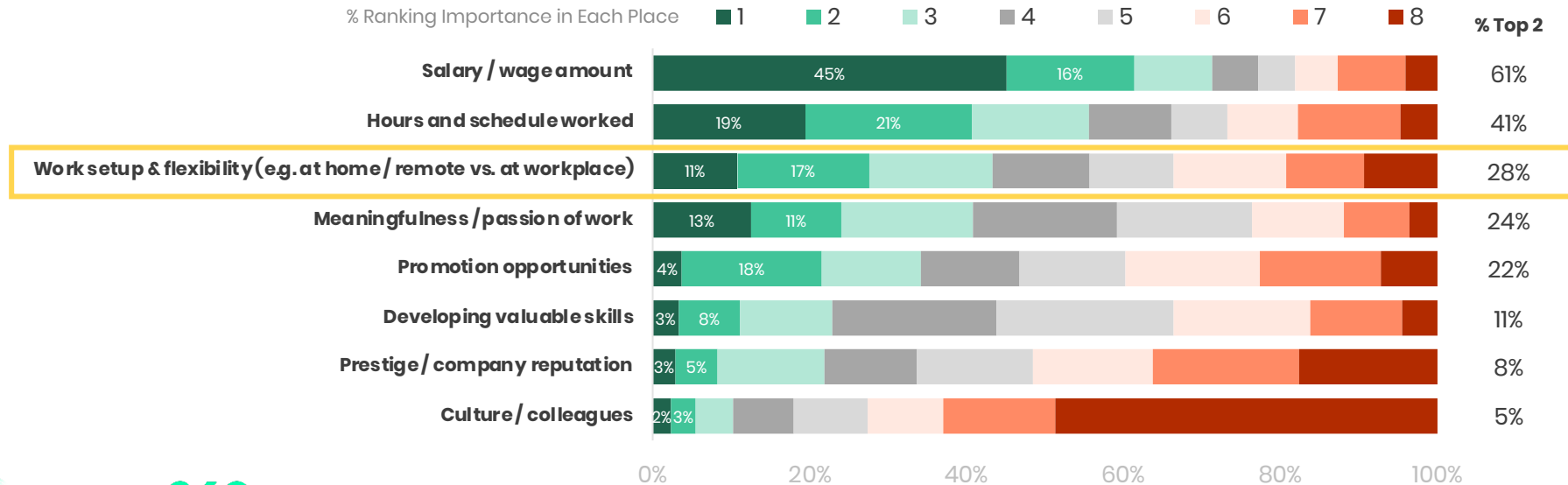


Work setup & flexibility ranks relatively high in importance for choosing a future job

Only compensation and hours / schedule worked are more often ranked in top 2 considerations. Work setup ranks ahead of promotion opportunities, developing valuable skills, and culture

Where do the following characteristics rank in importance for choosing a future job? Rank order 1-8

Among current workers (at home or at a workplace); n=1,280

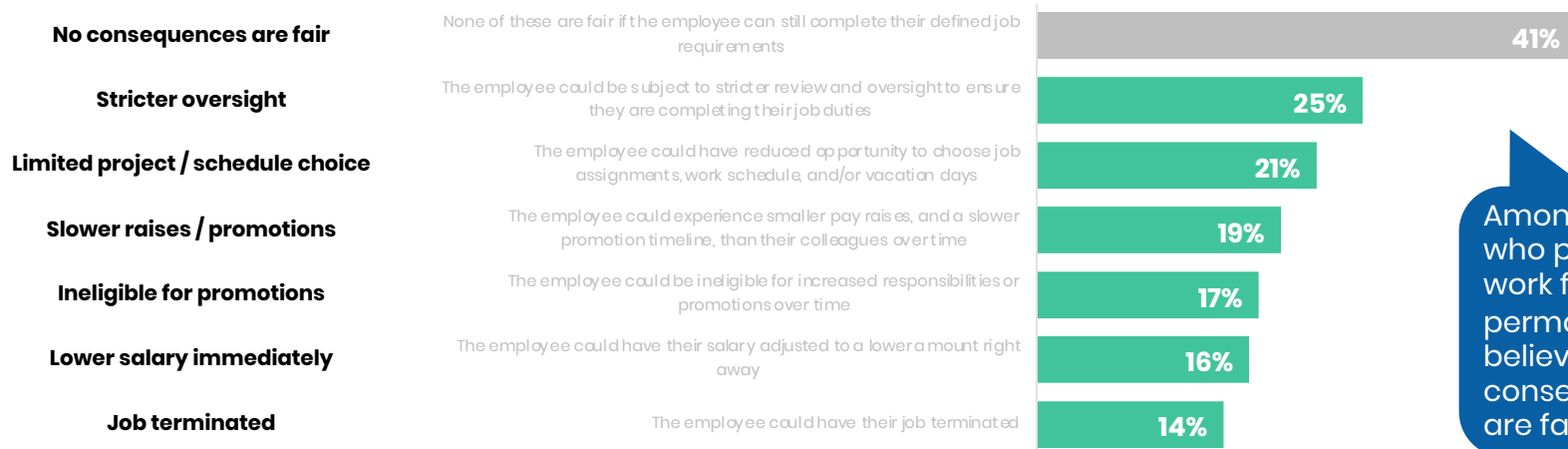


Most people believe that some consequences are fair for employees who stay remote forever, while their co-workers are back in an office

However, only 1 in 5 believe job termination or immediate salary reduction are fair

Consider office jobs where employees have worked remotely during COVID-19, but plans are starting for a future return to the workplace. **What, in your view, is fair if an employee plans to stay remote forever** but the rest of their department returns to the office daily? Select all that apply.

Among all respondents; n=2,012



Among those who prefer to work from home permanently, **56%** believe no consequences are fair

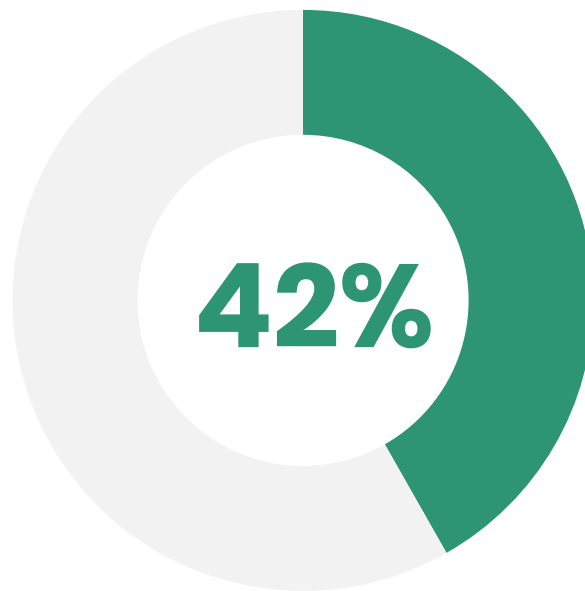
2 out of 5 in-person workers have seen workplaces policies change due to Delta Variant

This figure is similar for full-time workers who worked in offices vs. non-office workplaces

“In the past few weeks, has your employer changed its workplace policies about mask wearing, social distancing, or other activities due to the Delta Variant?”

Among those currently going to work in-person; n=1,052

% Saying Workplace Policies Have Changed due to Delta Variant

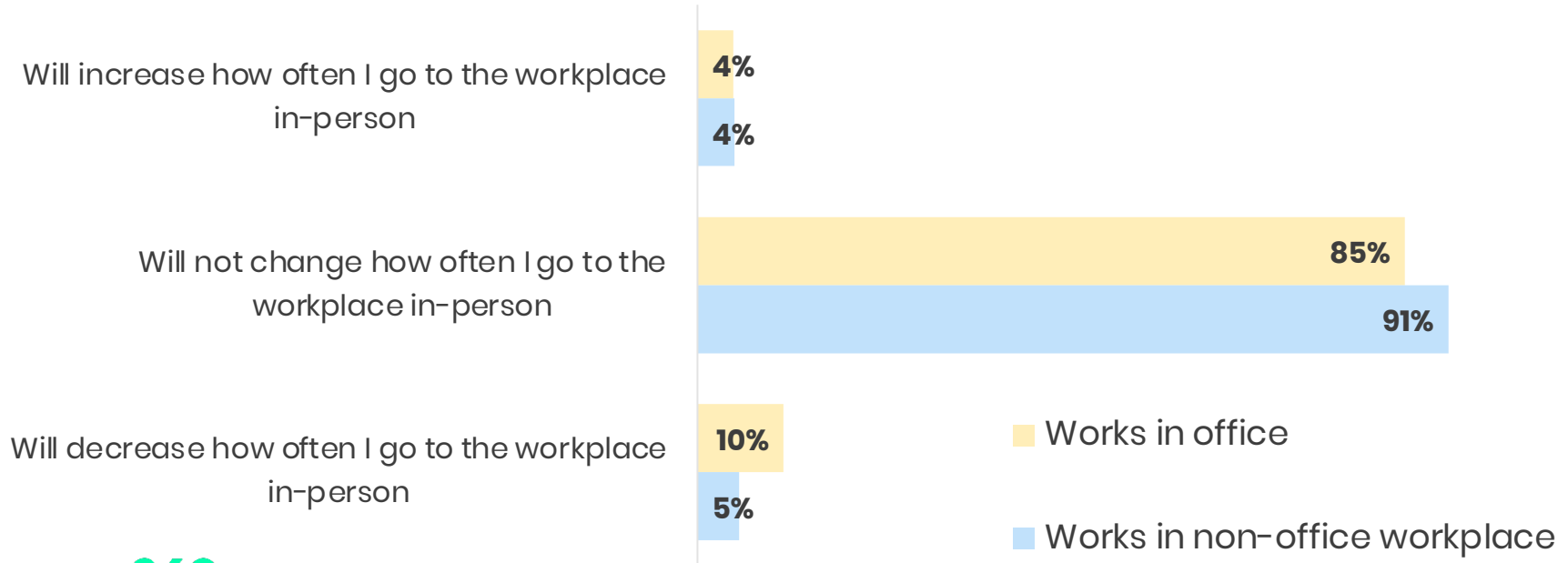


From Sense360 Vaccines Survey (n=2,001; collected 8/9-8/12)

For most of those already working in-person, Delta Variant news will have little effect on in-person work frequency

“How, if at all, has recent news about the Delta Variant affected your plans to go to your workplace in-person? Choose the answer that best applies.”

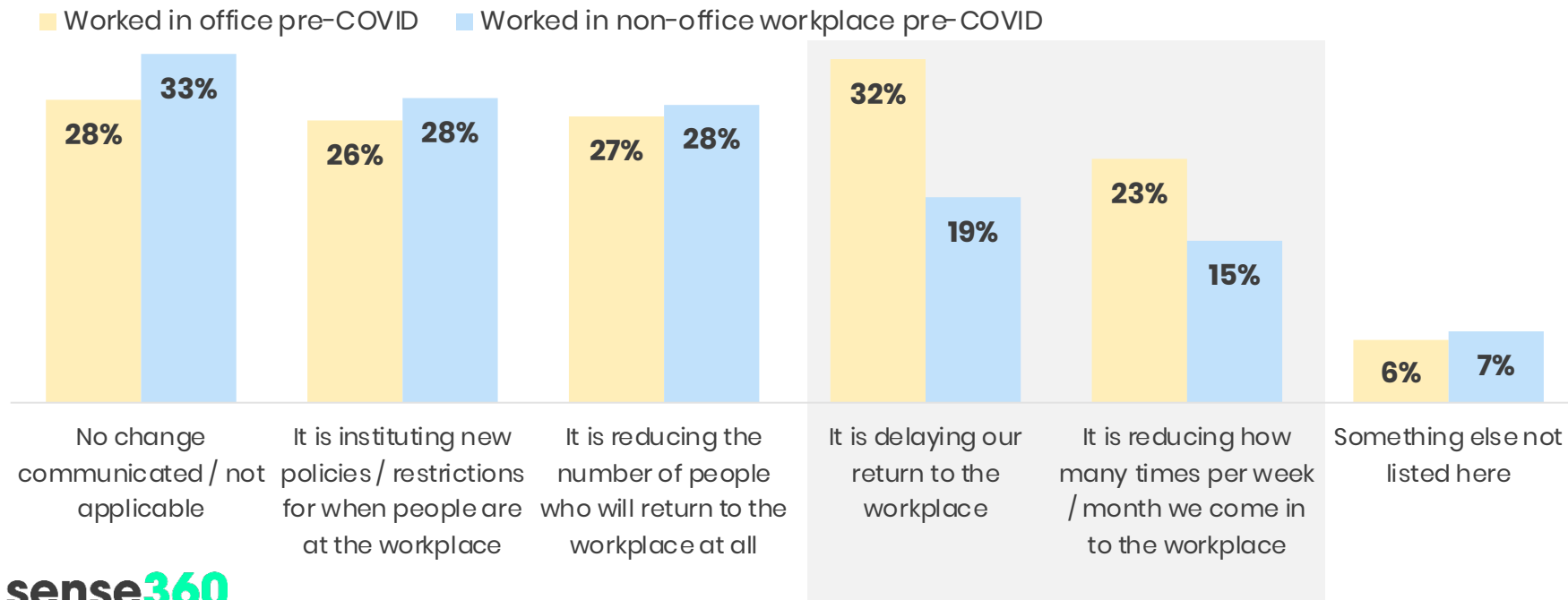
Among those currently going to work in-person; n=1,052



For those still working from home, the Delta variant is causing an office return delay for ~1/3, vs. under 1/5 for non-office workers

“How, if at all, has recent news about the Delta Variant affected your plans to go to your workplace in-person? Choose the answer that best applies.”

Among those currently working from home; n=328



Questions?

For questions about our capabilities or methodology, don't hesitate to [contact us](#).

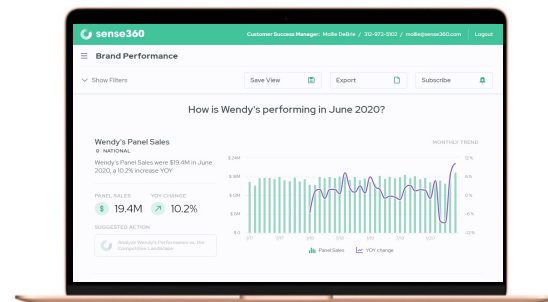
Intelligence by Sense360

Intelligence is a first-of-its-kind, self-service insights platform for retailers.

It uses machine learning to stitch together three always-on datasets: Transactions, Foot Traffic, and Surveys.

Intelligence is the culmination of Sense360's deep understanding of the industry, so you get instant answers to the most important questions in the retail space.

[Learn more and request a demo](#)



Thank you



sense360

By Medallia