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).

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SURVEY
Why did you choose to visit Target?

Sense360 by Medallia

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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

14% Work entirely from home / remote
48% Work entirely from the workplace
19% Work from home / remote on some days, and go to the workplace on other days
27% Currently going in to work
33% Currently working at home

*Based on Sense360 Return to Work Survey, fielded 7/8/21 - 7/13/21
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

- 1 out of 5 days per week: 12%
- 2 out of 5 days per week: 43%
- 3 out of 5 days per week: 32%
- 4 out of 5 days per week: 6%
- 5 out of 5 days per week: 10%
- Less often than once per week: 6%

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

- Very likely: 22%
- Somewhat likely: 27%
- Somewhat unlikely: 20%
- Very unlikely: 31%

*Based on Sense360 Return to Work Survey, fielded 7/8/21 - 7/13/21
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

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>% Ranking Importance in Each Place</th>
<th>% Top 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary / wage amount</td>
<td></td>
<td>61%</td>
</tr>
<tr>
<td>Hours and schedule worked</td>
<td></td>
<td>41%</td>
</tr>
<tr>
<td>Work setup &amp; flexibility (e.g. at home / remote vs. at workplace)</td>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>Meaningfulness / passion of work</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Promotion opportunities</td>
<td></td>
<td>22%</td>
</tr>
<tr>
<td>Developing valuable skills</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Prestige / company reputation</td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Culture / colleagues</td>
<td></td>
<td>5%</td>
</tr>
</tbody>
</table>

*Based on Sense360 Return to Work Survey, fielded 7/8/21 - 7/13/21
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

- No consequences are fair: 41%
- Stricter oversight: 25%
- Limited project/schedule choice: 21%
- Slower raises/promotions: 19%
- Ineligible for promotions: 17%
- Lower salary immediately: 16%
- Job terminated: 14%

*Based on Sense360 Return to Work Survey, fielded 7/8/21 – 7/13/21*
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

42%

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

- **Will increase how often I go to the workplace in-person**: 4%
- **Will not change how often I go to the workplace in-person**: 85%
- **Will decrease how often I go to the workplace in-person**: 10%

Works in office: 91%
Works in non-office workplace: 5%

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

- No change communicated / not applicable: 28% worked in office pre-COVID, 26% worked in non-office workplace pre-COVID
- It is instituting new policies / restrictions for when people are at the workplace: 28% worked in office pre-COVID, 28% worked in non-office workplace pre-COVID
- It is reducing the number of people who will return to the workplace at all: 28% worked in office pre-COVID, 27% worked in non-office workplace pre-COVID
- It is delaying our return to the workplace: 32% worked in non-office workplace pre-COVID, 19% worked in office pre-COVID
- It is reducing how many times per week / month we come in to the workplace: 23% worked in non-office workplace pre-COVID, 15% worked in office pre-COVID
- Something else not listed here: 7% worked in non-office workplace pre-COVID, 6% worked in office pre-COVID

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

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By Medallia