

HAWORTH

Return to Work(place)
Polling Summary

LinkedIn™



Project Overview

Each Monday in March 2021, a poll was issued online to engage the community of LinkedIn™ on different facets of the Return to Work(place) and the impact to their work by COVID-19. This summary provides a vehicle for sharing our findings, insights and recommendations to assist in moving your workplace strategy forward.

Research Project Goal

Collect data to understand the issues that impact human, organizational and facilities performance of random professionals on LinkedIn™; leverage data to establish direction for workplace change and explore new ways of working in a post-COVID world.

Methodology

Automated online custom polling questions on LinkedIn™, issued each Monday in March 2021 (over a course of 5 weeks).

Average Participation Rate for March

56%

Participation by Week

75

Week 1 (March 1)

72

Week 2 (March 8)

17

Week 3 (March 15)

76

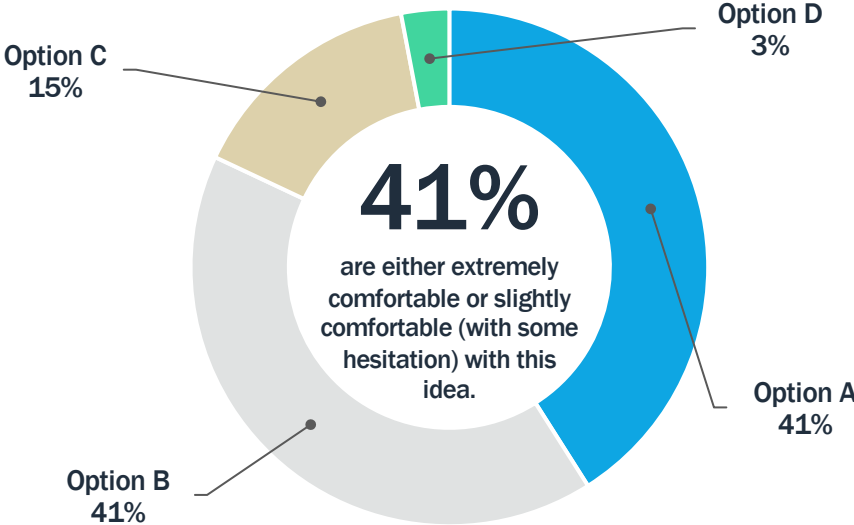
Week 4 (March 22)

38

Week 5 (March 29)

Week 1: Custom Polling Question

Q1: How comfortable are you returning to the workplace (e.g., in an office, outside of your home, or at a specific location), as we enter March 2021?



Option A: Extremely Comfortable / Ready to Return

Option B: Slightly Comfortable / Some Hesitation

Option C: Uncomfortable / Not Ready Yet

Option D: Other (Please Comment)

Summary: Custom Polling Questions

The following key findings were based on each week's polling question:

Week 1

Based on these early findings, 41% suggested they are comfortable with returning to the workplace while another 41% said they were hesitant, and potentially had some concerns.

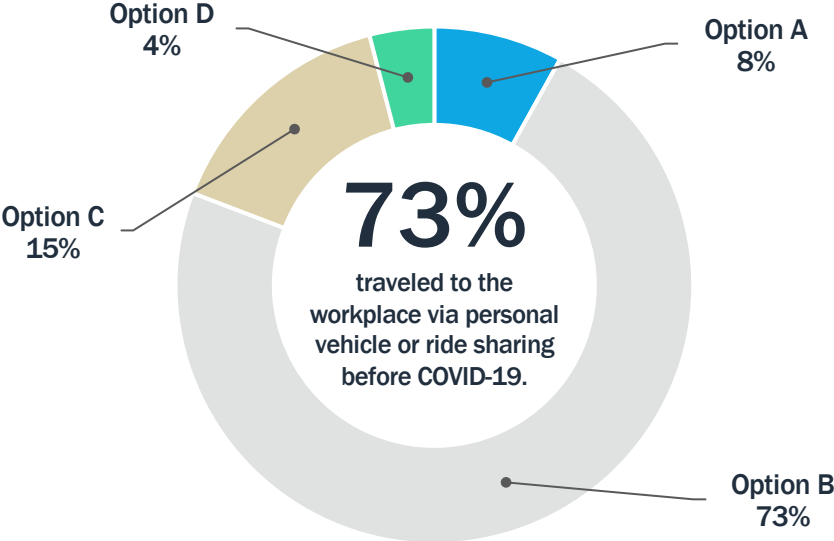
As more of the population continues to get vaccinated, will this provide more confidence to those hesitant to return? Or will the idea of working from anywhere become the key to a better work-life balance?

Organizations should continue with open communication about their strategy and approach on how to safely bring everyone back to the workplace (at the appropriate time). Choice is still key.



Week 2: Custom Polling Question

Q2: Before COVID-19, what means of transportation did you use to travel to the workplace?



Option A: Walking / Bicycle

Option B: Personal Vehicle / Ride Share

Option C: Public Transportation

Option D: Other (Please Comment)

Summary: Custom Polling Questions

The following key findings were based on each week's polling question:

Week 2

Almost $\frac{3}{4}$ of those polled (73%) said they traveled to the workplace via their personal vehicle or a ride sharing program prior to the pandemic.

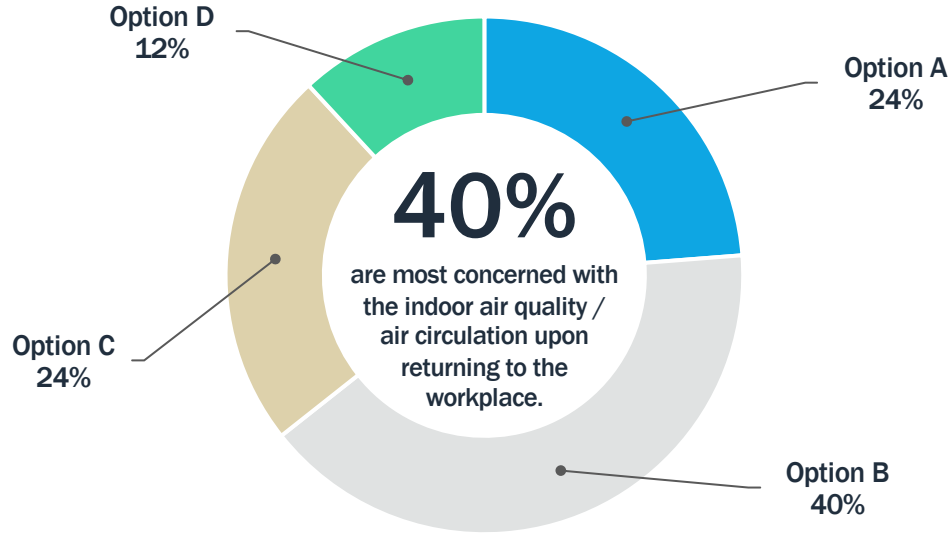
Looking ahead, does this change because of opportunities to work from anywhere?

Working from home jobs can reduce the number of vehicles on the road, thereby reducing overall greenhouse gas emissions, fossil fuel consumption, and energy usage (office buildings use twice as much energy as homes).



Week 3: Custom Polling Question

Q3: When you think about returning to the workplace, are you concerned about any of the following?



Option A: Having In-Person Interactions

Option B: Air Quality / Air Circulation

Option C: Childcare / Caring for Family

Option D: Other (Please Comment)

Summary: Custom Polling Questions

The following key findings were based on each week's polling question:

Week 3

40% were most concerned about the overall indoor air quality and air circulation of their workplace. Organizations will need to develop a strategy on how to assess, measure, and communicate their plans to continue creating a healthy work environment moving into the future.

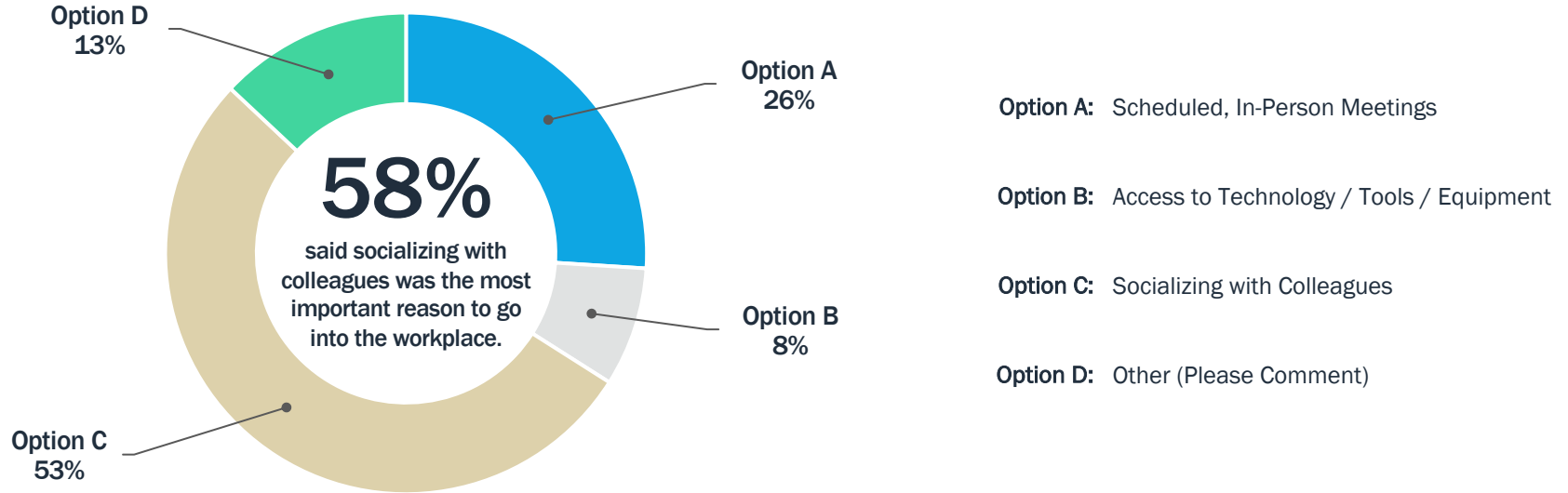
Early stages of the 2020 pandemic saw concerns with touch/interacting with the physical environment, but issues with respiratory droplets (via air transfer) is a significant factor on how COVID-19 is spread. This concern of indoor air quality and circulation is directly aligned to new findings from the CDC.

Creating opportunities for working outdoors might also be a consideration for those organizations that can benefit from the appropriate season / climate conditions.



Week 4: Custom Polling Question

Q4: Which of the following reasons is it most important to come to the workplace to do your work?



Note: 5% of participants in Option D stated 'knowledge transfer or brainstorming' was the primary reason (this was added to Option C).

Summary: Custom Polling Questions

The following key findings were based on each week's polling question:

Week 4

Almost 60% said the most important reason to bring them into the workplace is the connection to other humans (socializing, transfer of knowledge, brainstorming, etc.).

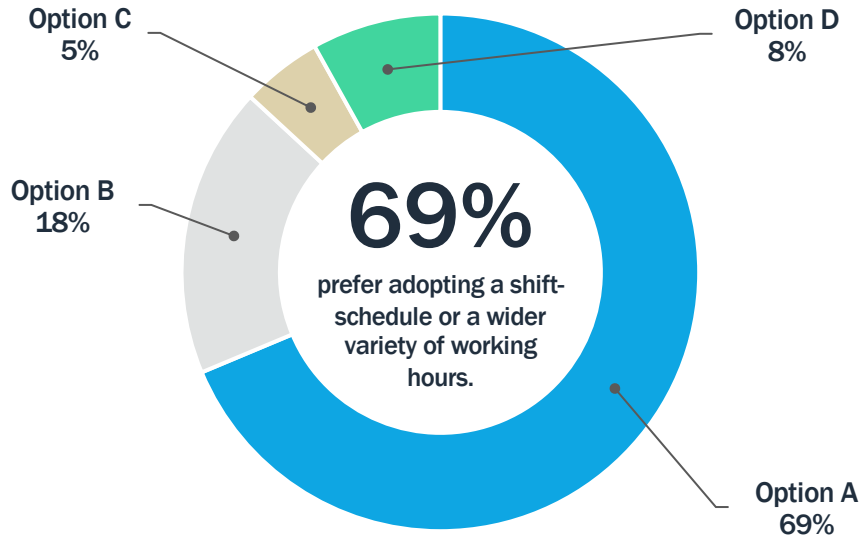
This was followed by 26% who said scheduled, in-person meetings were the primary reason to physically go into the workplace. Researchers suggest that at least half of how we communicate is through non-verbal cues, and this can be difficult through virtual collaboration.

While working from home and a third place can help support focus / concentrative tasks, the ideal environment for knowledge transfer and developing relationships continues to be in person – at the workplace.



Week 5: Custom Polling Question

Q5: Looking beyond COVID and everyone's eventual return to the workplace, would you want your company to implement any of the following?



- Option A:** Adopting a Shift-Schedule or Offering a Wider Variety of Working Hours
- Option B:** Increased Virtual Meetings instead of Business Travel
- Option C:** Reducing and/or Removing the number of Shared Workspaces
- Option D:** Other (Please Comment)

Summary: Custom Polling Questions

The following key findings were based on each week's polling question:

Week 5

Almost 70% would prefer hybrid work options from their employers, a concept that we continue to see with most companies who are reviewing / developing their own Return to the Workplace.

Providing choice and flexibility continues to be an important asset that knowledge workers are looking for from their employer – now and into the future.

Companies will need to assess how this new hybrid work model (formerly called worker mobility) can be best supported by their organizational culture.



