

Impact of COVID-19 on American Workers

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Research in the time of COVID-19

STUDY OBJECTIVES

- Gauge how American workers have been impacted by COVID-19
- Understand the needs of working men and women
- Contribute insights to the broader conversation around working men and women and how to support them

WHAT WE STUDIED

The research provides current insights into Americans' financial, emotional and working lives during the continued impact of COVID-19. We looked at employment trends and job satisfaction, as well as at the gender divide that is emerging as the pandemic continues.



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COVID-19 Impact on Work Satisfaction

What is the future of employment?

There is no doubt that Americans are experiencing uncertainty over their employment futures, their career paths, and what work will look like in the coming months. As we consider current circumstances regarding employment and work, we gathered insights on satisfaction, how people are working and their confidence levels on the future of employment.

American Workers expect to continue with their current work after COVID-19

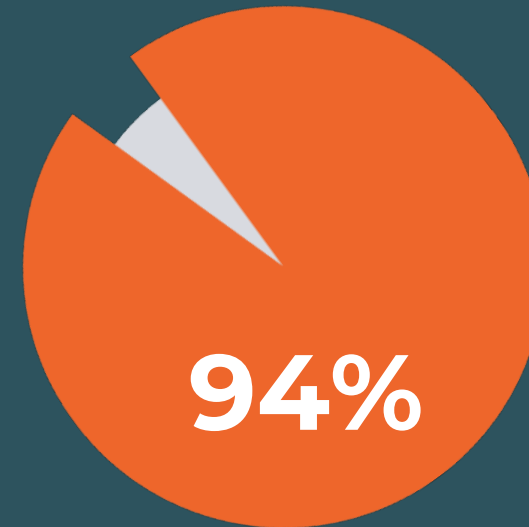
“

I was born to be a teacher, and I have no plans to stop that path.

I like my job and I need to work.

Because I love my company. They have done everything they can to keep us going.

”



Will continue with their current work after COVID

Confidence in the future of jobs is lower

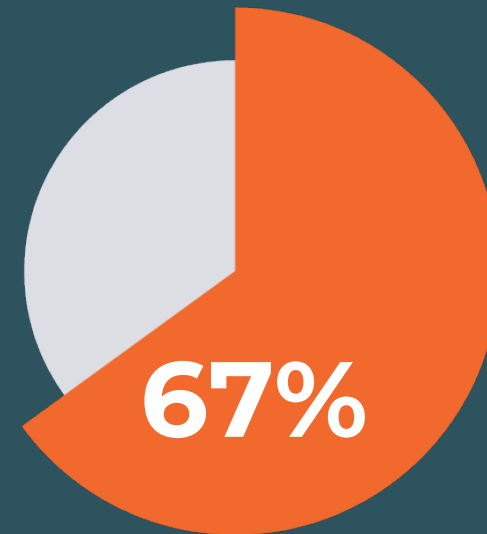
Almost seven in ten are confident their job will exist in 6 months

“ *I see the greatest career opportunities in my area, IT department, but currently I am satisfied with my role.*

More need for our services.

I believe customers will purchase more items online than in stores so I think I will be able to promote my business more for that reason.

”



of workers are extremely/very confident their job will still exist in 6 months

Workers are moderately satisfied with their employer

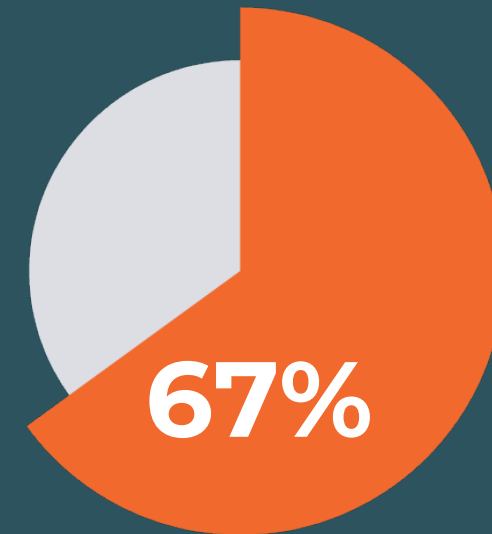
COVID-19 has had mixed impact, with almost a quarter of American Workers saying satisfaction increased, while more than one in ten say satisfaction decreased

“ *We have been furloughed with pay and insurance benefits and have not lost any of our vacation time. It doesn't get much better than that.*

Because they really showed how much they cared about their employees.

My boss has almost never communicated with us since we closed and were furloughed.

”



23%

increased satisfaction with their employer

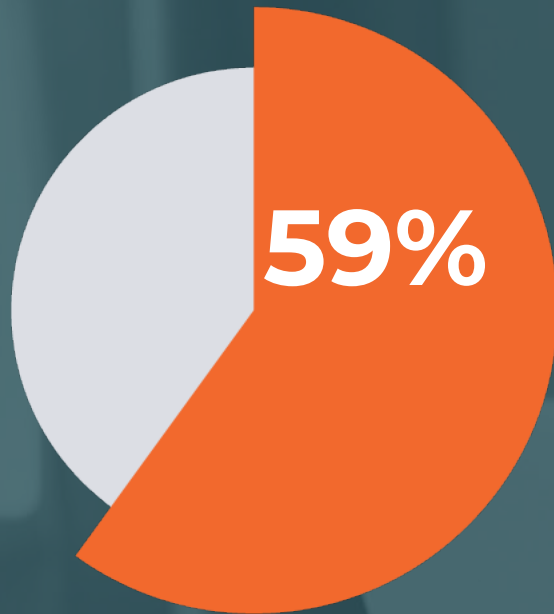
14%

decreased satisfaction with their employer

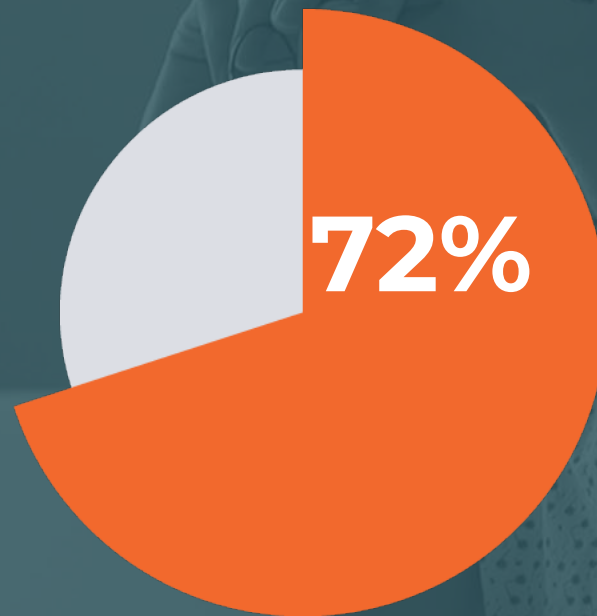
of American workers are currently extremely/very satisfied with their employer

Satisfaction with career is relatively low

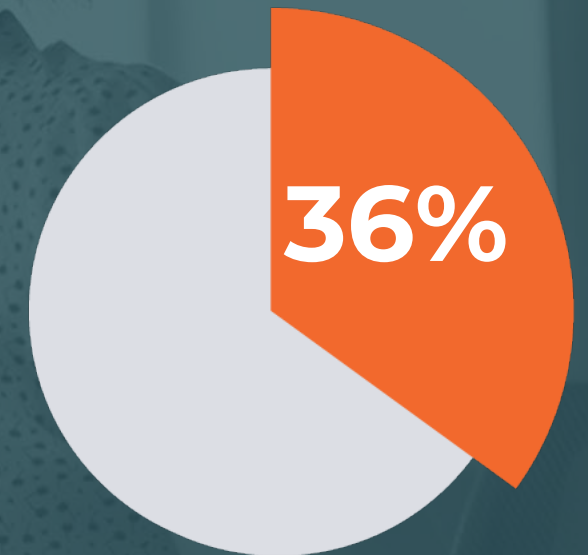
There are mixed perceptions of changes in career opportunities post COVID-19



Workers are extremely or very satisfied with their career



Workers report their career satisfaction has stayed the same compared to before COVID-19



Do not see career opportunities changing post COVID-19

Productivity is mixed

The majority report being very or somewhat productive

13%

Extremely productive

34%

Very productive

38%

Somewhat productive

Managers report that the top challenges of managing remotely are:

39%

Productivity of
Employees

33%

Internet Reliability

28%

Scheduling

20%

Using Technology

19%

Background Noise



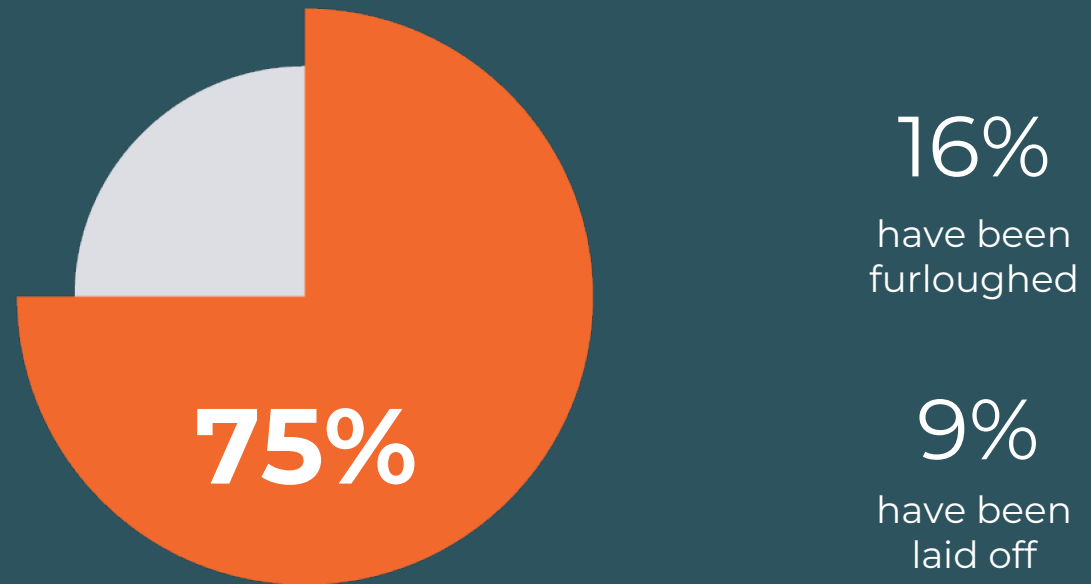
COVID-19 Impact on Finances

Financial outlook after the pandemic

What are things looking like in the realm of personal finances during this time? We uncovered how people are feeling in the face of job loss, uncertain futures, and inconsistent CARES act payments.

One-quarter of workers have been furloughed or laid off

“ We put a staged plan in place with reduced hours, furloughs, etc. so that we could delay lay-offs as much as possible. —Research firm executive ”



Have not been laid off or furloughed due to COVID (June 2020)

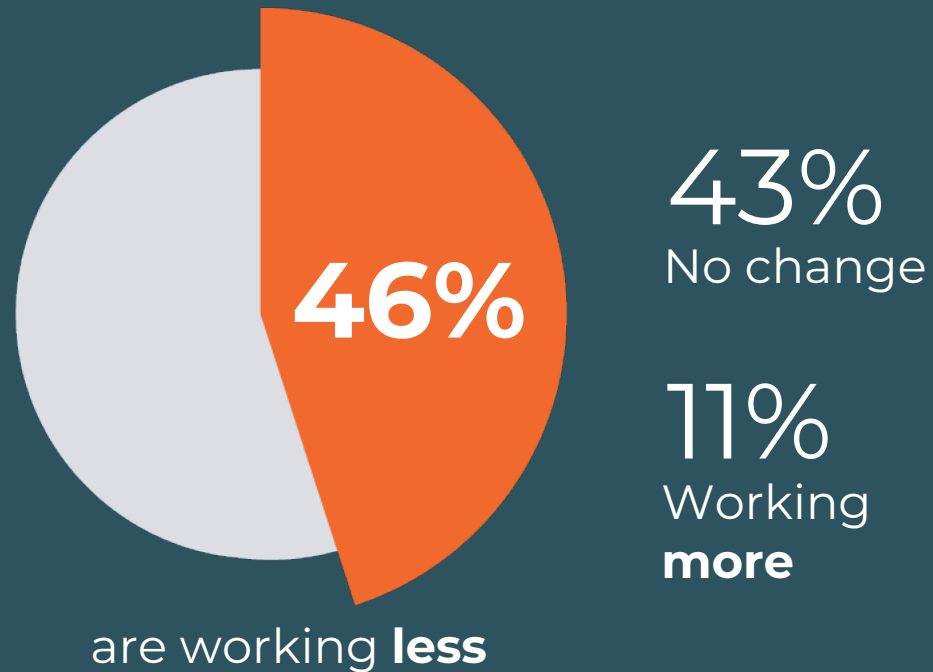
About two-thirds of Americans received a stimulus check

Almost three in ten did not benefit from the CARES act

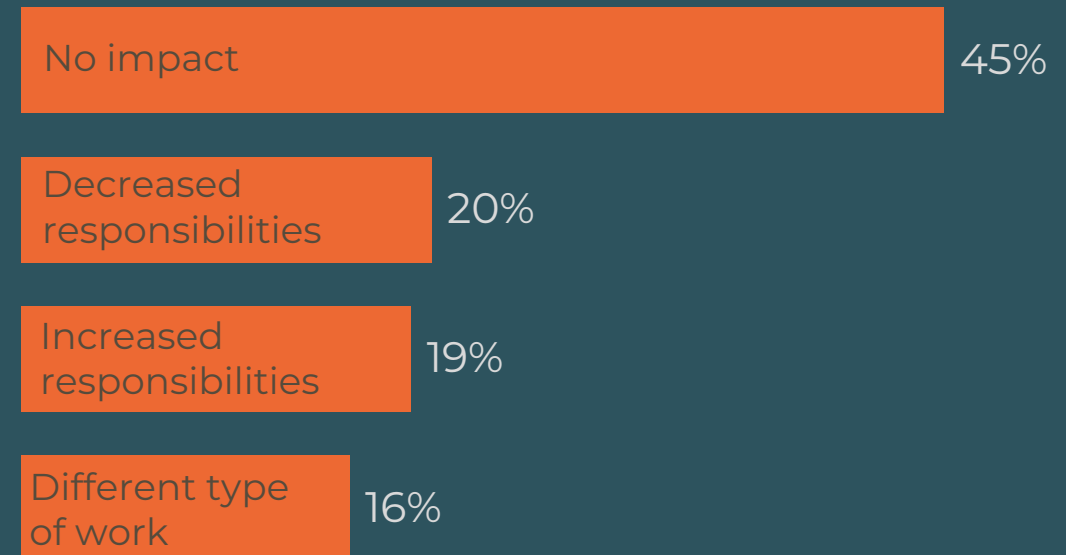


About half are working fewer hours

With a mix of increased and decreased responsibilities



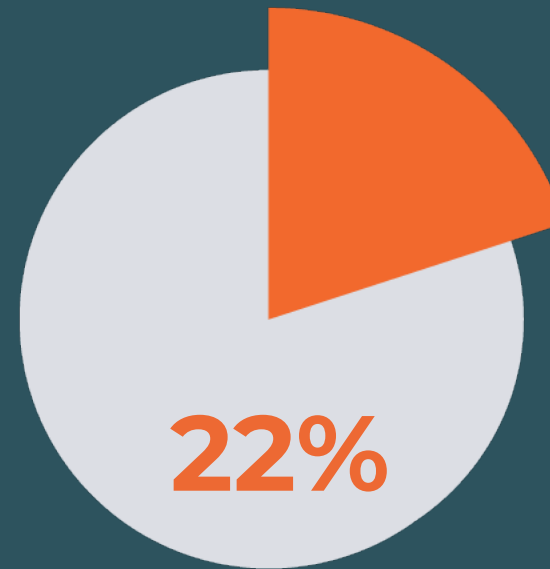
COVID-19's Impact on Nature of Work



Companies have been laying off but also hiring

One-fifth of managers said their company laid off or furloughed, while three in ten were hiring during COVID-19

“ Other firms laid off people immediately. We didn’t do that. Those firms need to realize that companies that succeed during this time are those that support people along the way. —Research firm executive ”



Managers/owners who had to furlough or lay off someone on team/company

44%

Average percentage of workforce managers/owners had to lay off or furlough

52%

Average percentage of workforce managers/owners had to lay off or furlough but plan to rehire after COVID

Lower income American workers are more impacted

And less confident in the future

| | American Workers <\$75K | American Workers \$75K+ |
|---|----------------------------|----------------------------|
| Impact on work | | |
| Been laid off or furloughed | 33% | 17% |
| Working less hours | 53% | 38% |
| Decreased responsibilities | 25% | 16% |
| Decreased satisfaction with employer | 18% | 10% |
| Impact on the future | | |
| State of personal finances in 6 months (Very optimistic) | 13% | 19% |
| Extremely confident job will exist in 6 months | 34% | 41% |



COVID-19's Gender Divide

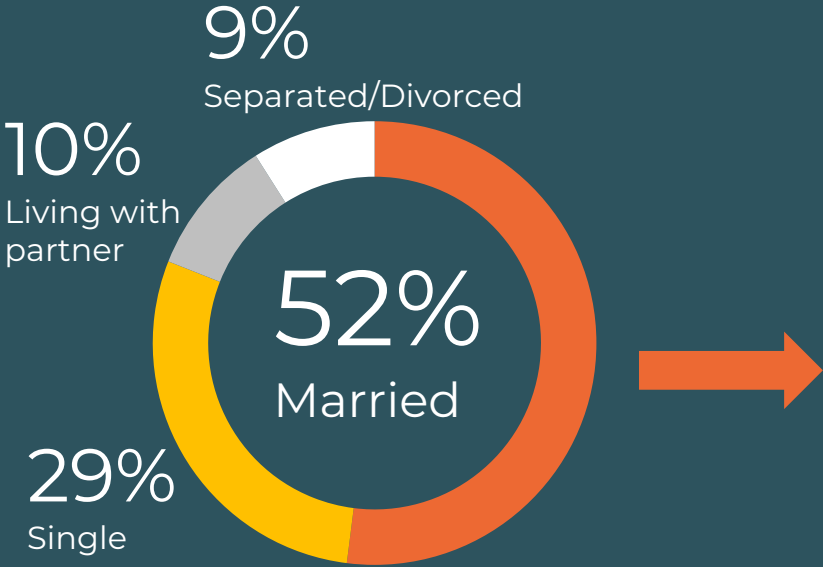
Women are reporting more negative impacts

Back to school and back to work as we previously knew it may not be happening any time soon, especially as we see COVID-19 cases increase across the United States. What does this mean for working parents, stress levels, and personal finances? As we look more closely at how the pandemic is affecting childcare, work, finances, and life, we find a gender divide where women are reporting more negative impact than their male counterparts.

Men are the primary wage earner

Over half of American workers are married or with a partner

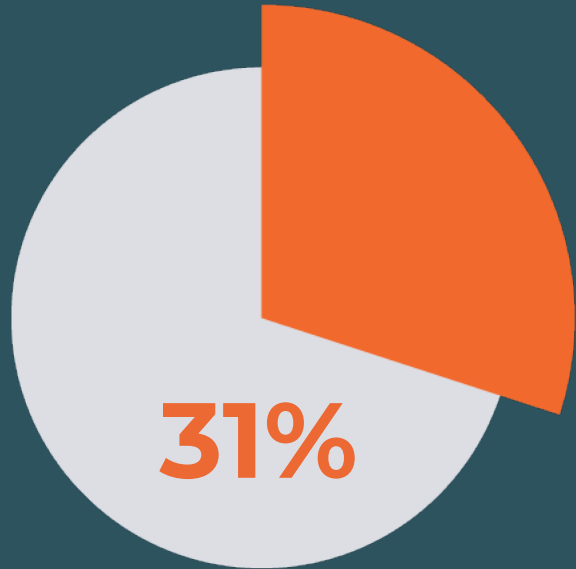
Marital Status



Primary Wage Earner



Men are more likely to have partners who've been impacted



Have partners' work negatively impacted



Women Report...

28%

Partner's work has been impacted by COVID-19 (June 2020)



Men Report...

34%

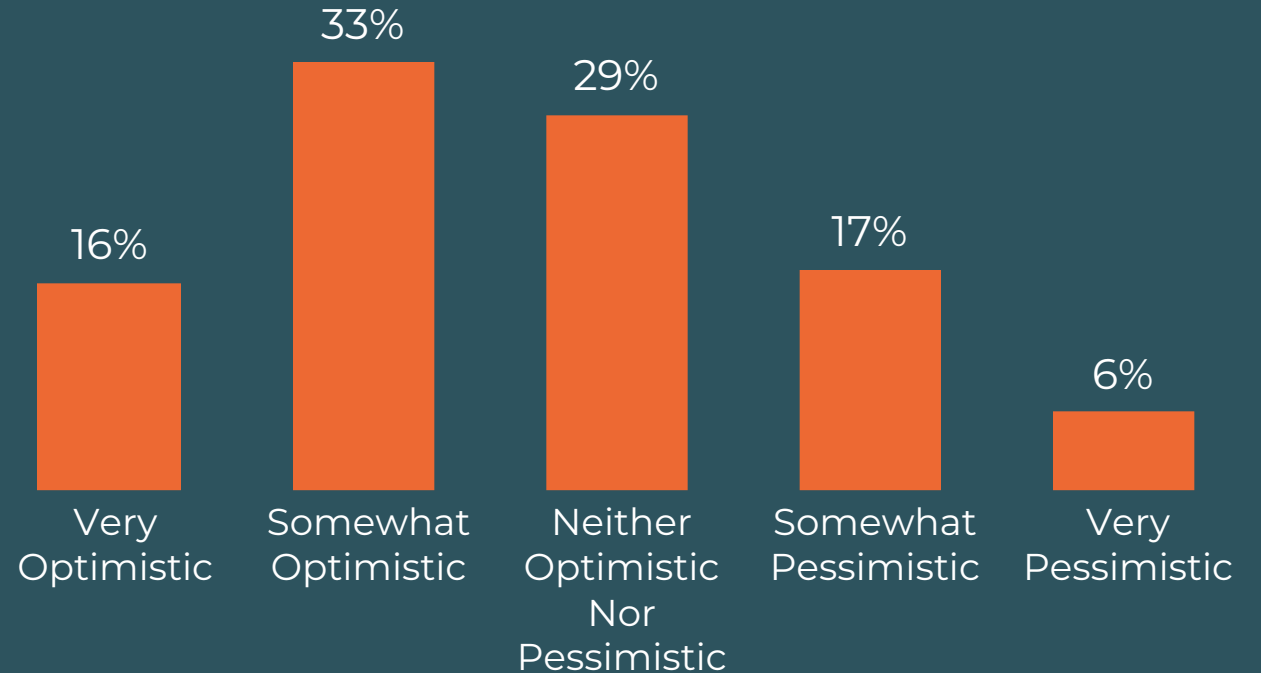
Partner's work has been impacted by COVID-19 (June 2020)

There is optimism in their own future

Men more optimistic than women

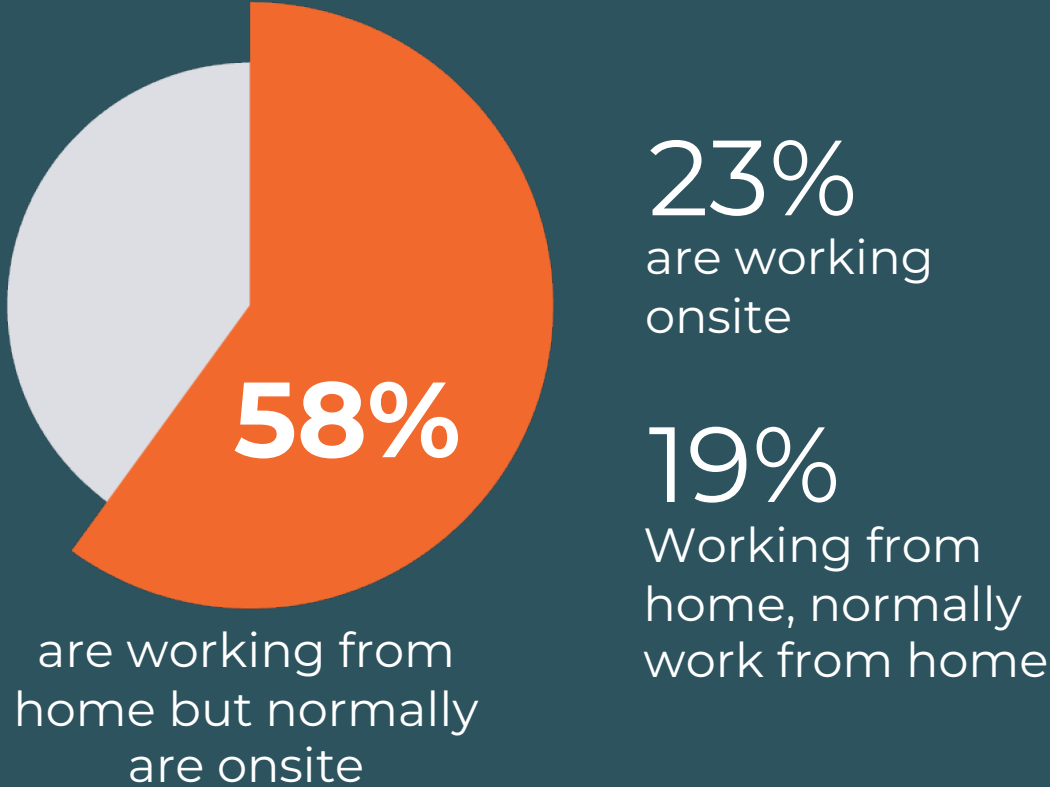
49%

Are optimistic about their personal finances in the next 6 months

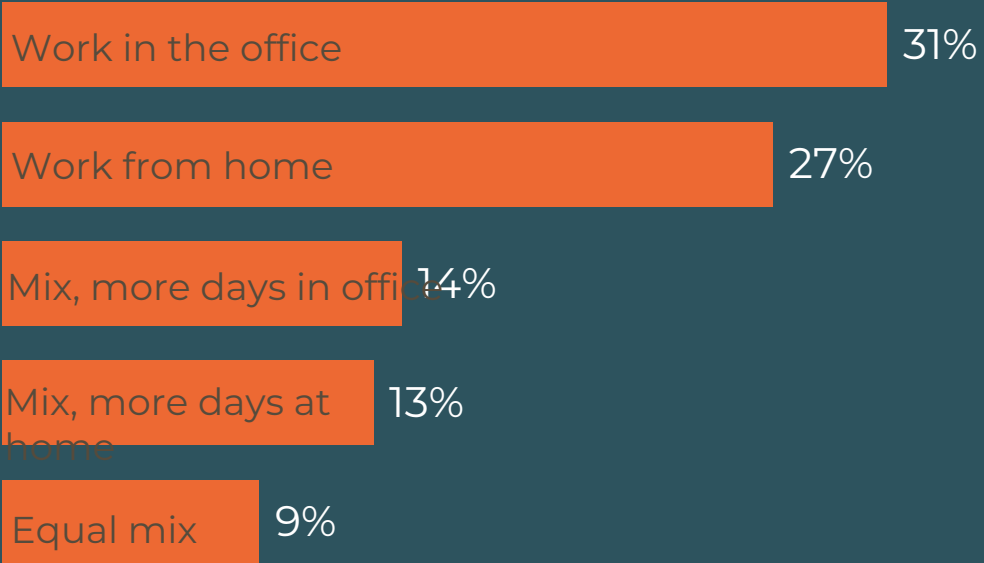


Nearly six in ten are working from home

After COVID-19, over one quarter want to work from home but more than a third want flexibility mixing home and office



Post COVID-19's Work Location Preference



Women are most responsible for children

About four in ten claim to share the burden equally

42%
Equal
with
partner

40%
Female



14%
Male



4%: older children

Taking care of children has impacted work

Almost three in ten have reduced hours to take care of children

44%

Say taking care of children has impacted their work

29%

Have reduced/partner reduced hours to take care of children

Of those with children and a partner, who is helping with school activities?



42%
Equal with partner



I do it
55% 24%
Women Men



My partner does it
4% 25%
Women Men

4%: Other

Anxiety is up due to COVID-19

Although moderate, almost half say their anxiety is higher compared to pre-pandemic

4.28 out of 10
Is the average anxiety
score of American
Workers

49%
Higher anxiety
since COVID

12%
Lower anxiety
since COVID

Emotions are high

And workers are feeling more stressed, especially women

Emotions Felt More Frequently

42%
Stressed

33%
Overwhelmed

31%
Having trouble sleeping

30%
Overeating

28%
Depressed

27%
Trouble focusing



Gender

Female versus Male Experience

| | Women | Men |
|--|------------|------------|
| Partner's work has been impacted by COVID | 28% | 34% |
| Optimistic about personal finances in next 6 months | 44% | 54% |
| Working from home, normally work from home | 21% | 16% |
| Most responsible for supervising and helping with children | 40% | 14% |
| Felt more frequently...overwhelmed | 39% | 26% |
| Felt more frequently...having trouble sleeping | 35% | 26% |
| Felt more frequently...overeating | 33% | 26% |
| Felt more frequently...trouble focusing | 31% | 22% |

Ethnicity

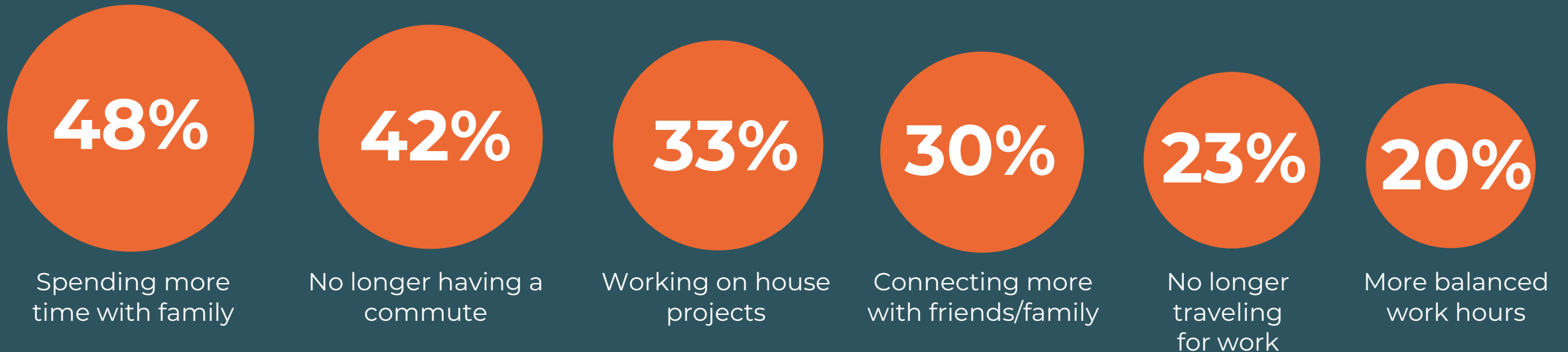
White demographic vs. minorities

| | Non-White | White |
|---|-------------|-------------|
| Working Part-time | 21% | 16% |
| Married | 47% | 54% |
| Single | 35% | 25% |
| COVID Impact: Decreased work responsibilities | 24% | 18% |
| Career Satisfaction: Very Satisfied | 32% | 44% |
| Satisfaction with employer: Decreased | 19% | 11% |
| Positive outcomes from COVID for company: | | |
| greater understanding of the importance of childcare and school | 26% | 20% |
| focusing on decreasing inequalities in our society | 19% | 12% |
| focusing on our impact on our environment | 24% | 17% |
| Current anxiety level | 4.59 | 4.10 |

Positive impacts of COVID-19

Almost half of American workers are spending more time with their family

Positive Outcomes of COVID: Personally Experienced



Conclusions: Empathy

- Understand what your employees are experiencing and what they need
- Understand what your customers are experiencing and what they need
- Identify ways you can help and take action

Methodology

How: Quantitative 12-minute online survey

Who: 1,000 American workers

Working or laid off or furloughed due to COVID-19

Excludes frontline workers

When: Fielded May 20th to June 2nd, 2020

Where: United States

This study was conducted with sample from InnovateMR in collaboration with WIRexec members, Lisa Wilding-Brown of InnovateMR, Brin Moore of Trusted Talent, Katrina Noelle of KNow Research, and Heidi Dickert, Consultant. This study was conducted in parallel with a study of Women in Research members.

Who did we hear from?

A look at the survey population of working Americans

