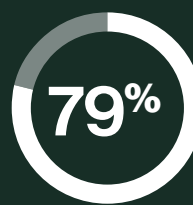


Work Shift 2020:

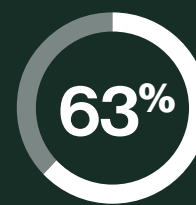
How Crisis Culture Is Changing the Priorities of the American Workforce

Highlights from Ketchum's study on how COVID-19 is impacting worker attitudes and the evolution of the workplace.

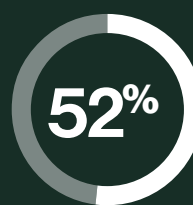
2020 is making American workers reassess what really matters to them, personally and professionally.



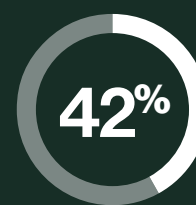
Say employer values are more important to them now than pre-COVID



Say the pandemic has dramatically shifted their priorities



Believe feeling safe at work is more important than being promoted



Say their company's values are more important to them than being promoted

Many are reevaluating their work preferences while looking at their employment and workplace priorities in a new light.



Believe diversity and inclusion values are more important than before the pandemic



Concede they are torn between the desire to get ahead and feeling grateful to have a job



Say they are more likely to request to work remotely more often



Say being able to work flexible hours is more important than receiving a promotion

How are employees evolving?

We've aligned the evolutions in employee behavior to specific personas. Based on how comfortable they are going to a physical workplace and how much their personal values have become more or less important during this phase of nonstop disruption, employees can be divided into one of four types.



READY RESUMERS

Eager to pick up where things left off

30% of employees

They are ready to resume everyday life—but want it to be the way it was before. They are most likely to feel comfortable in shared spaces and with not wearing masks in the workplace. They are most consistent in their priorities and have changed little since the outbreak of the pandemic.

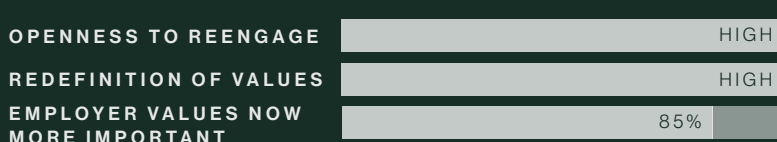


VALUES-CONSCIOUS ADVANCERS

Transformed and looking forward to reconnecting

25% of employees

They are ready to explore the new normal in the workplace—with a new attitude. This persona has grown to care more deeply about health, safety, job security and corporate purpose—as well as diversity and inclusion.



STATIC SUSTAINERS

Content to watch and wait as things play out

20% of employees

They are content to watch and wait on the sidelines, placing less value on feeling connected to co-workers and earning promotions. Their satisfaction with remote work (for the office workers* among them) and relative lack of value disruption suggests they are easy to manage, but their stability comes at a cost: distraction and less engagement with work.



ANXIOUS EVALUATORS

Most worried about the effects of COVID-19

25% of employees

They are the least engaged at work and most concerned about contracting COVID-19. The office workers* within this group are not yet ready to return to the workplace. As a whole, they have redefined their values and place the highest value on health and safety.



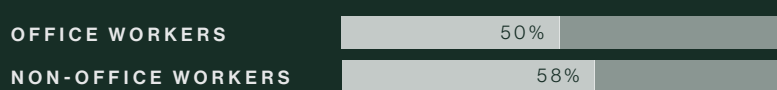
Each persona represents the full spectrum of ages, incomes, workplace types and education levels.

Office workers vs. non-office workers

When it comes to things like remote work, workplace comfort levels and employment benefits, some clear distinctions emerge between traditional office workers and non-office workers.

OFFICE WORKERS ARE 2X AS LIKELY TO WORK FULLY REMOTELY AS A RESULT OF COVID-19

FEEL COMFORTABLE GOING TO THE WORKPLACE



NOW PLACE HIGHER IMPORTANCE ON SICK/VACATION TIME & FLEXIBLE HOURS



Find out more about our methodology and how we can help your organization navigate the redefined workforce and workplace.

How were the *Work Shift* employee personas determined? How are workers redefining the workplace? And how does today's constantly disrupted environment influence employee engagement? Take a deeper dive at [Ketchum.com/covid-employee-survey](https://ketchum.com/covid-employee-survey)—and connect with us to learn how Ketchum's workforce diagnostic tool can help you identify and engage the employee personas that make up your organization.

The *Work Shift 2020* study is part of a larger Ketchum research series. For information on our *Brand Reckoning 2020* consumer personas, visit [Ketchum.com/covid-consumer-survey](https://ketchum.com/covid-consumer-survey).

Background/Methodology: Data based on results of a nationally representative online survey of 3,883 Americans aged 18+, conducted by Ketchum Analytics and fielded 6/14 – 6/23/2020. Base sizes vary for specific questions; the most common reduced base sizes are n=1,054 Americans in the workforce (margin of error ± 3.0%) and n=811 currently employed Americans (margin of error ± 3.4%).

*Office worker describes those who report spending 75% or more of their time working at a computer in an office/professional environment (independent of current remote work policies).