



The Modern Workplace: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on the modern workplace and the subsequent influence these changes have on consumer behavior across categories
- The current state of work for Americans and their expectations for work in 2021
- The role that someone's occupation can have on their identity and sense of self
- Americans' priorities when it comes to work and what they expect of their employers



"COVID-19 has significantly changed what the modern workplace looks like for Americans, including where and how they effectively work."

- Lisa Dubina, Senior Culture and Identity Analyst

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- **Consumer survey data**
- **Consumer qualitative research**
- **Direct marketing creative**
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- **Abbreviations**
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