

V E R N O N
RESEARCH GROUP

Challenges to Working from Home

July 2022

Purpose and Methodology

- ▼ An online survey study was completed in order to measure perceived challenges to working from home besides interruptions from household members and not having a job that would be applicable.
- ▼ A total of 1,563 Iowa Opinion Panel (IOP) members - mostly residing in Iowa, some from adjacent states - completed the survey during May 2022.

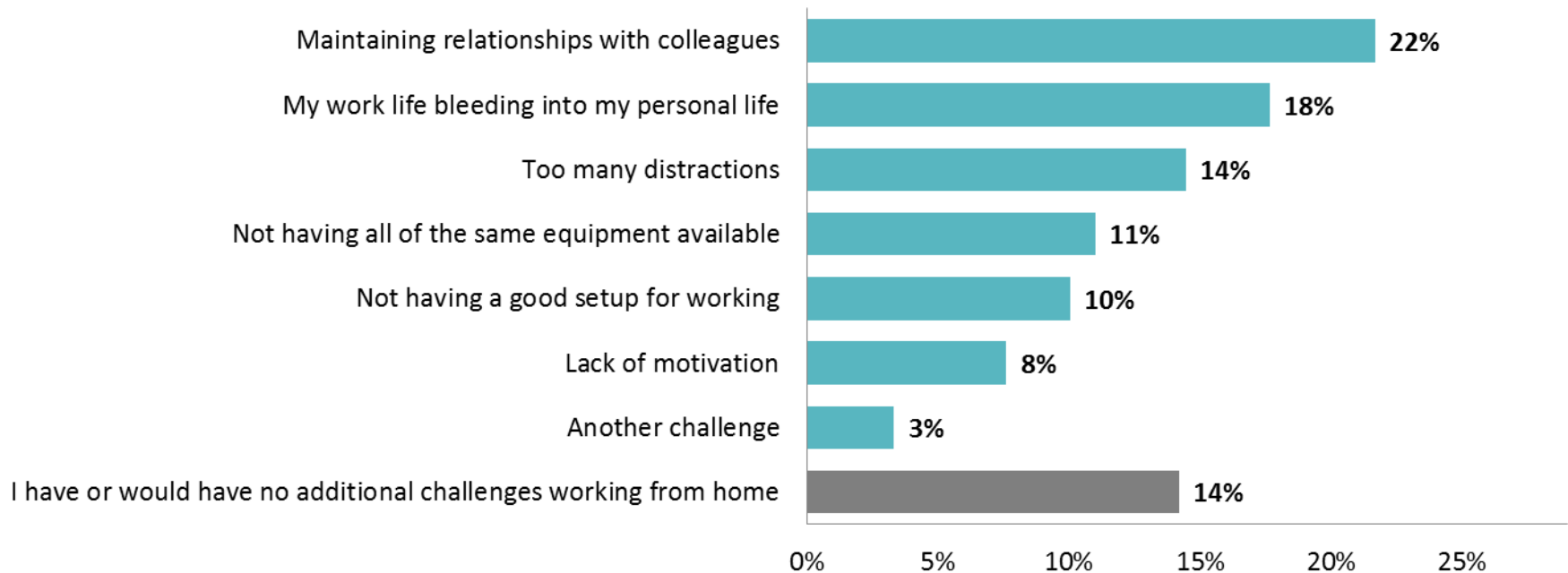
Top Challenges

The most common challenges selected were maintaining relationships with colleagues and work life bleeding into personal life. Many participants believed there were no challenges to working from home or that the only challenges were interruptions from household members.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

N = 1,563



Segmentations

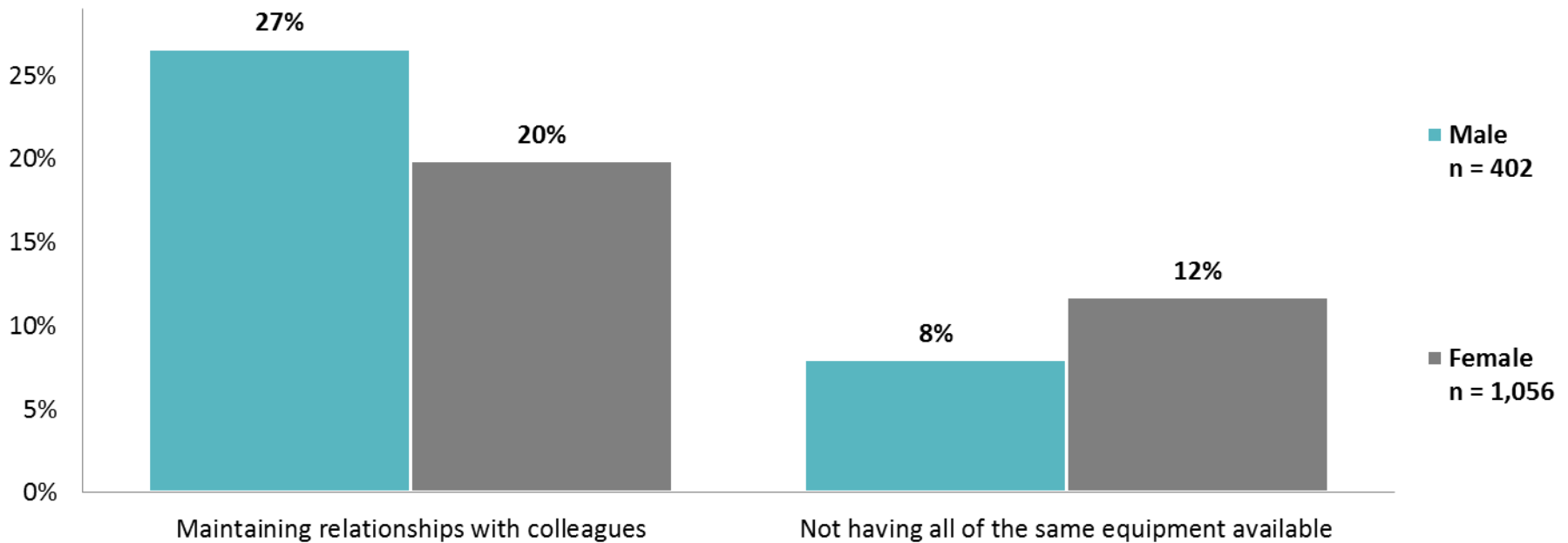
- ▼ The results were further analyzed by demographic variables
 - Gender
 - Age
 - Household Income
- ▼ The demographic variables are not unrelated
 - Women have lower household incomes than men on average
 - Household income increases, then decreases, as people age
- ▼ Charts focus on challenges that showed significant differences

Challenges by Gender

Men were more likely than women to select *maintaining relationships with colleagues* as the top challenge to working from home, while women were more likely than men to select *not having all of the same equipment available*.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

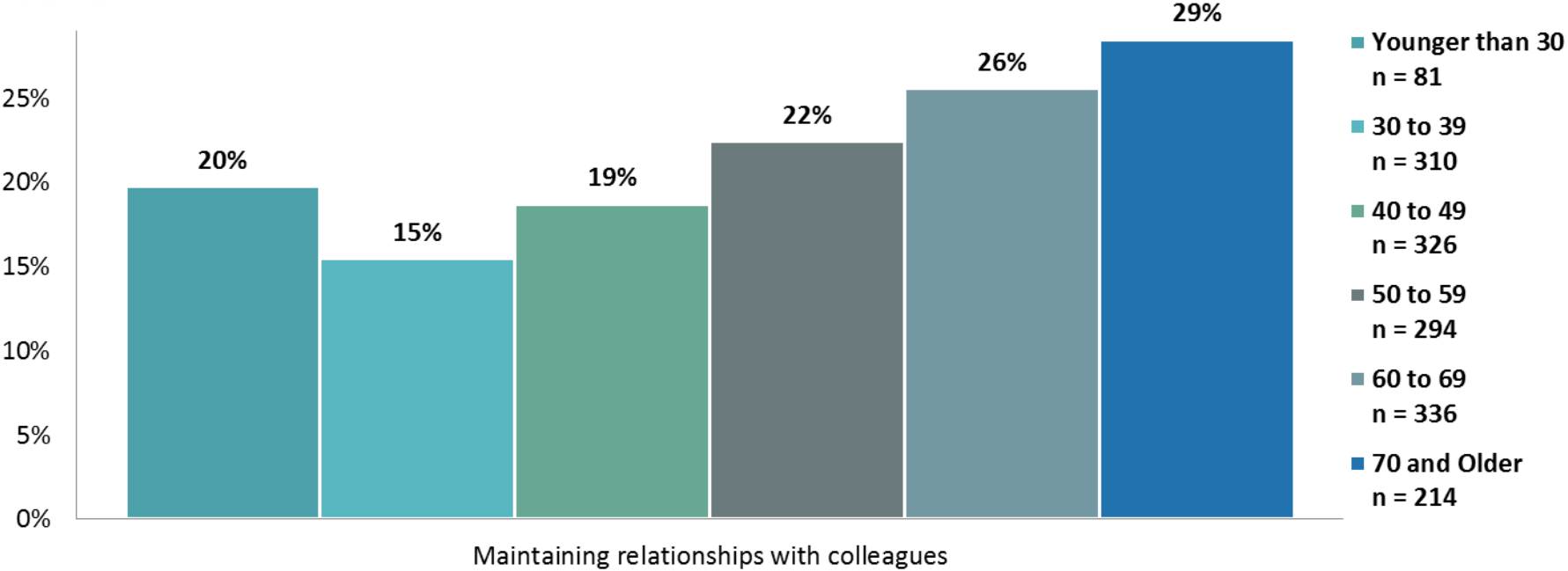


Challenges by Age

There was a trend for participants to be more likely to select *maintaining relationships with colleagues* as their age increased.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

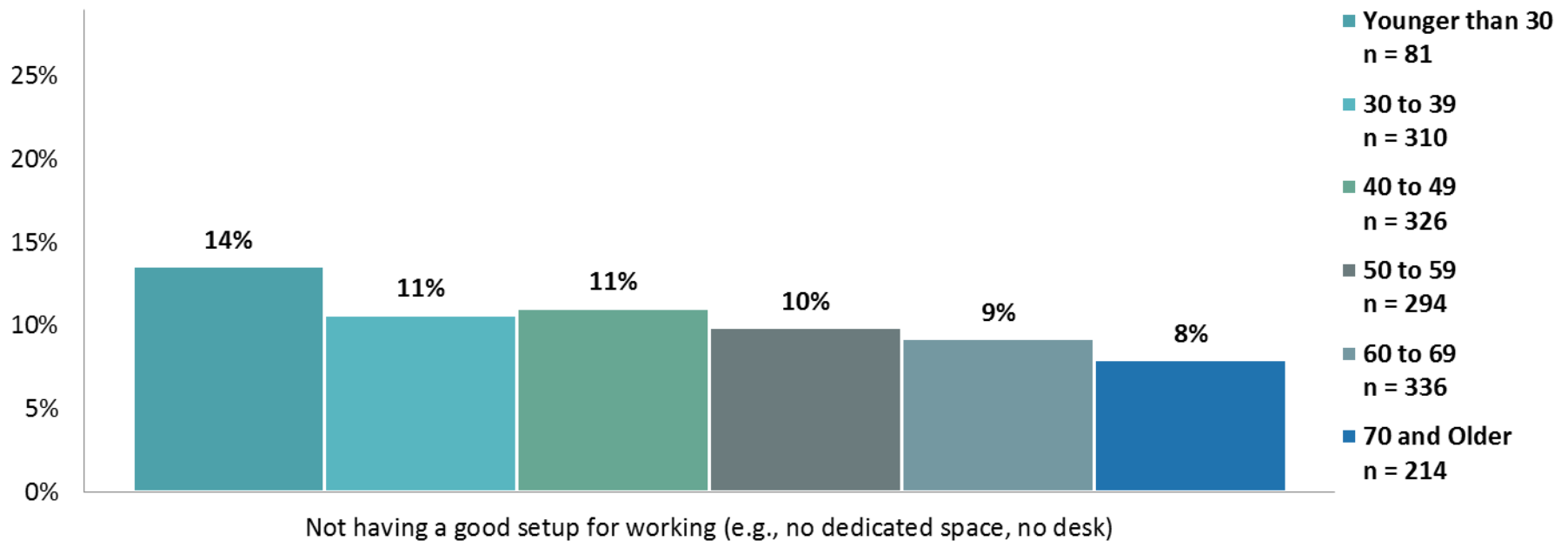


Challenges by Age

There was a trend for participants to be less likely to select *not having a good setup for working* as their age increased.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

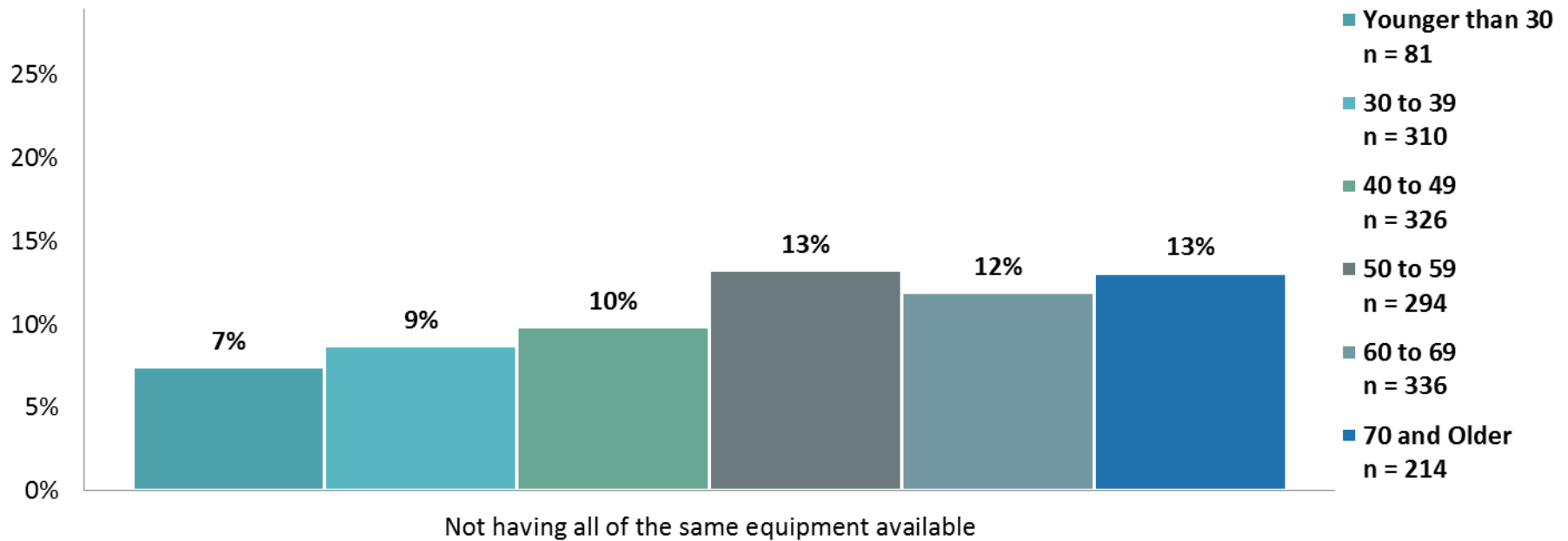


Challenges by Age

There was a trend for participants to be more likely to select *not having all of the same equipment available* as their age increased up to age 50.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

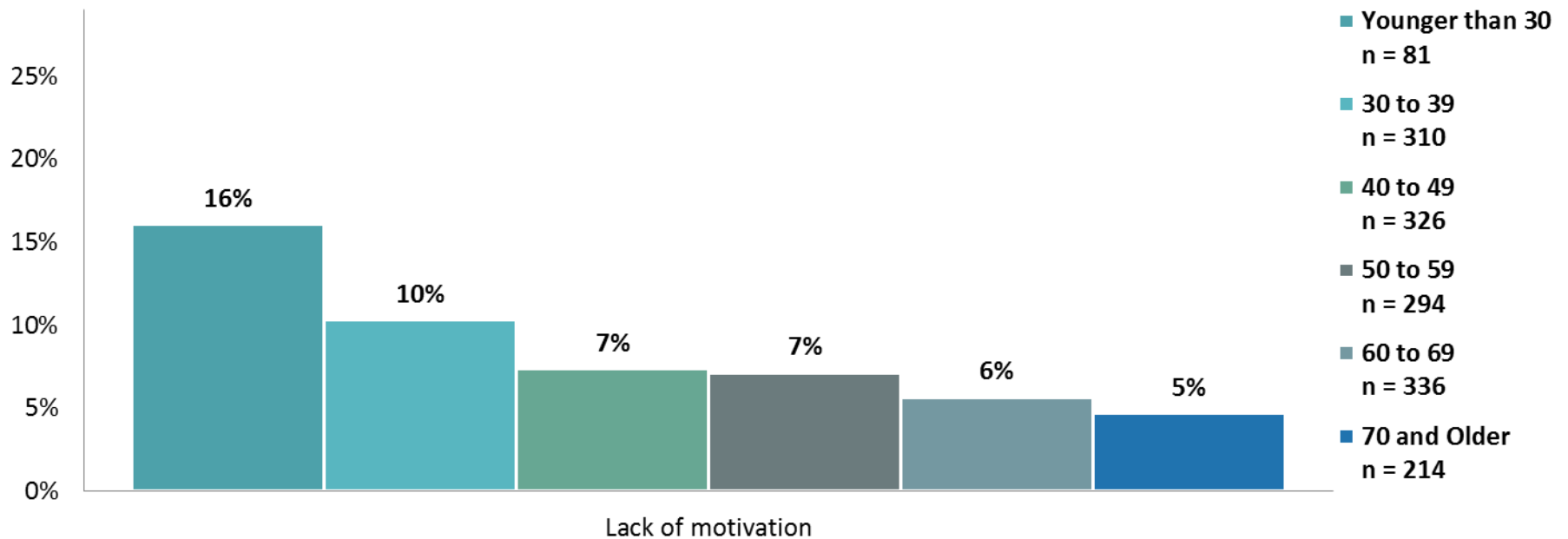


Challenges by Age

There was a trend for participants to be less likely to select *lack of motivation* as their age increased.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

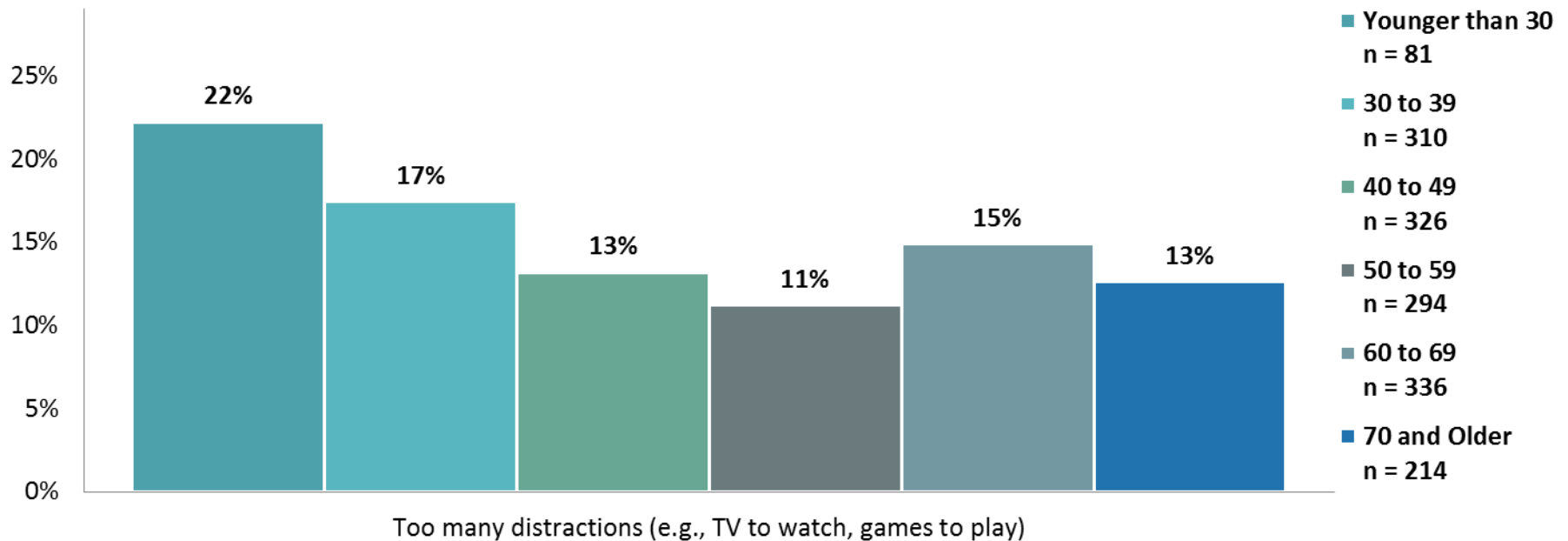


Challenges by Age

There was a trend for participants to be less likely to select *too many distractions* as their age increased up to around age 50.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

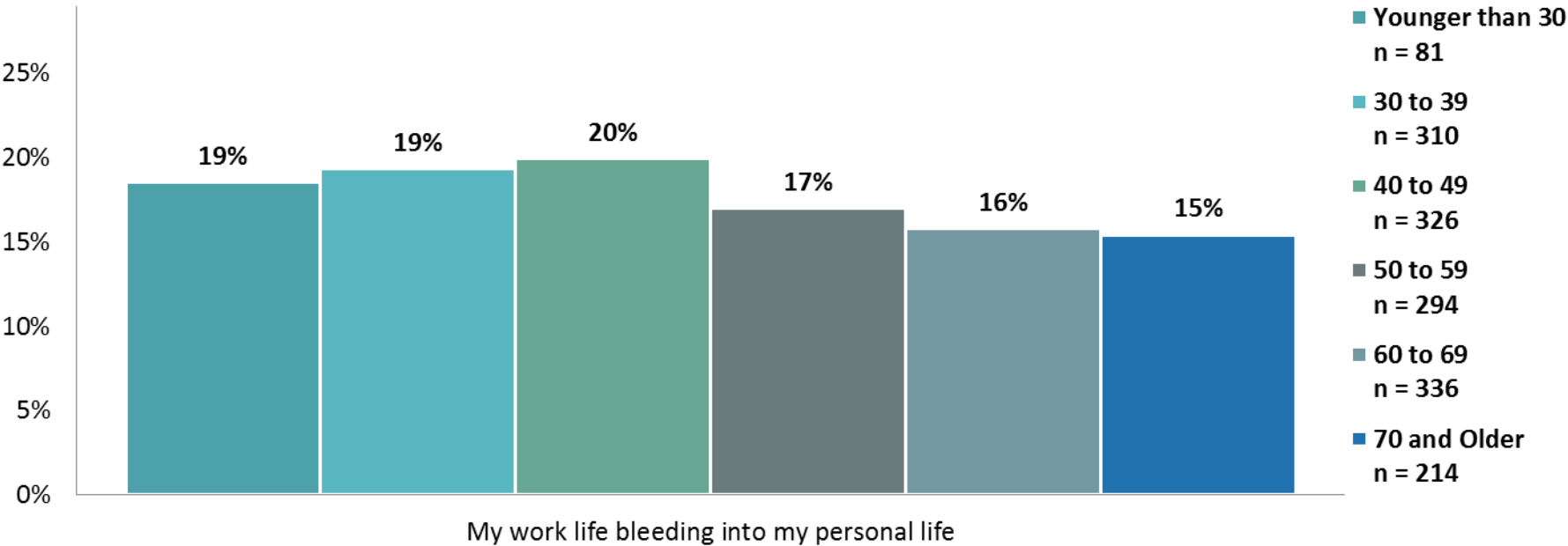


Challenges by Age

Participants were fairly consistent in their likelihood to select *my work life bleeding into my personal life* across all age groups.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

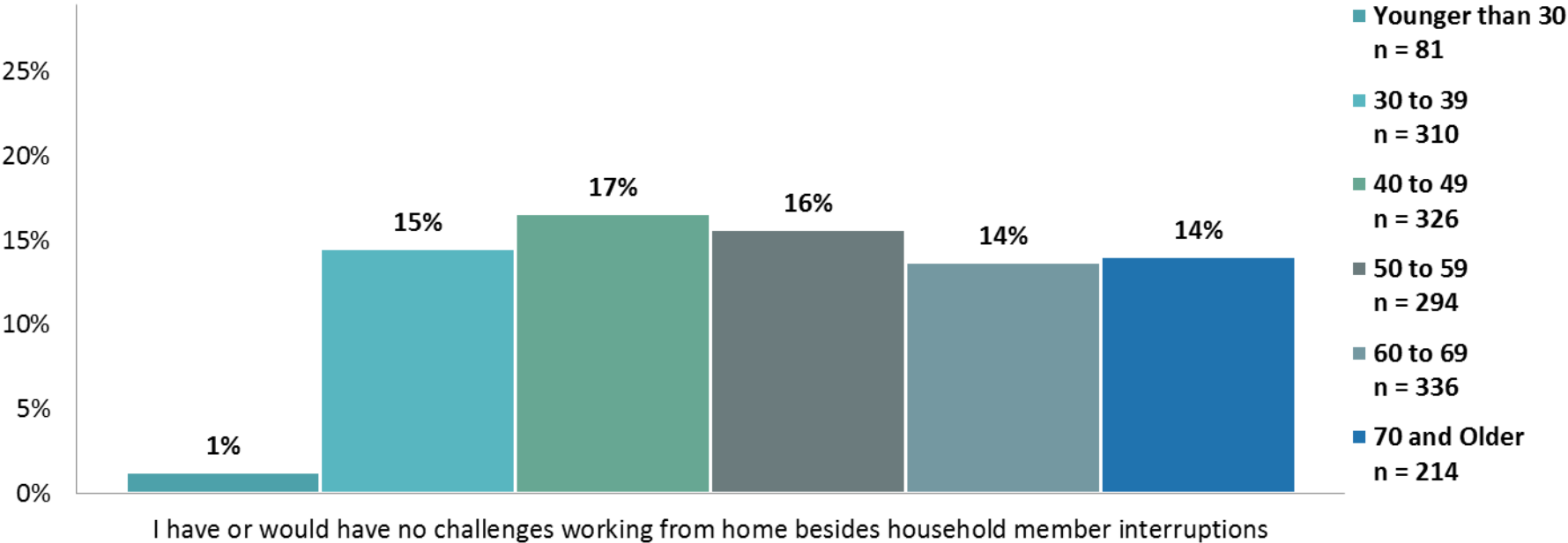


Challenges by Age

Participants were fairly consistent in their likelihood to have/see no challenges across age groups except for participants younger than 30, who nearly all selected a challenge.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

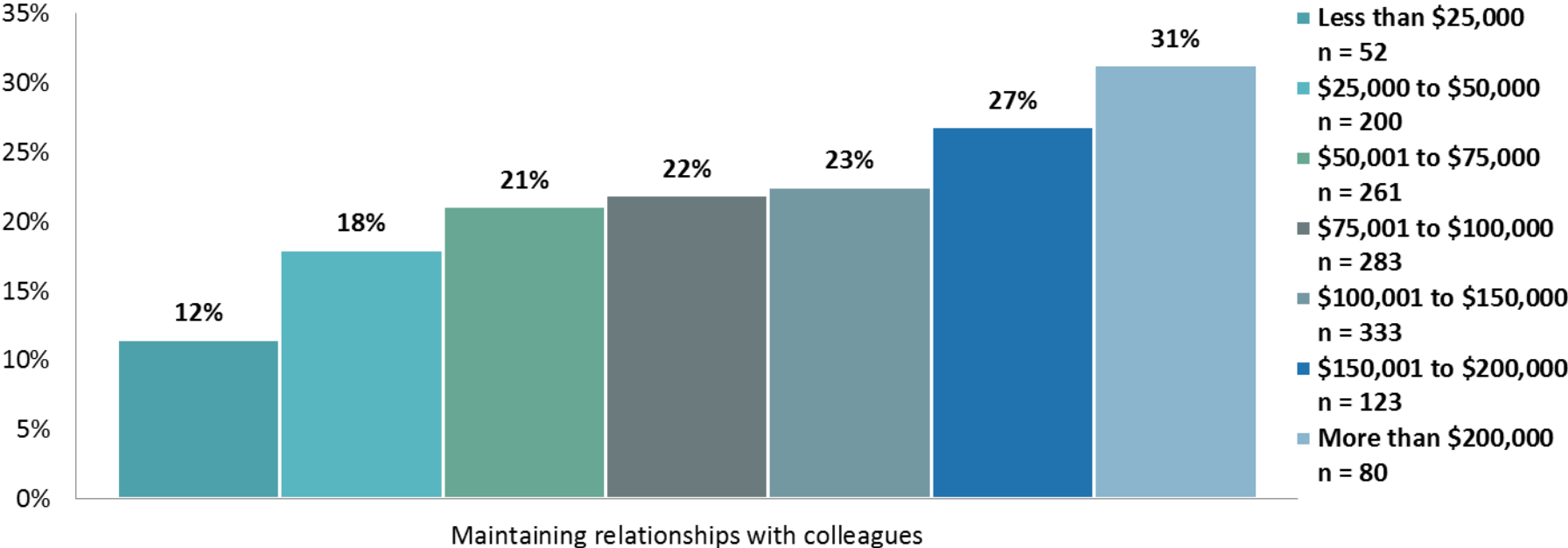


Challenges by Household Income

There was a trend for participants to be more likely to select *maintaining relationships with colleagues* as their household income increased.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

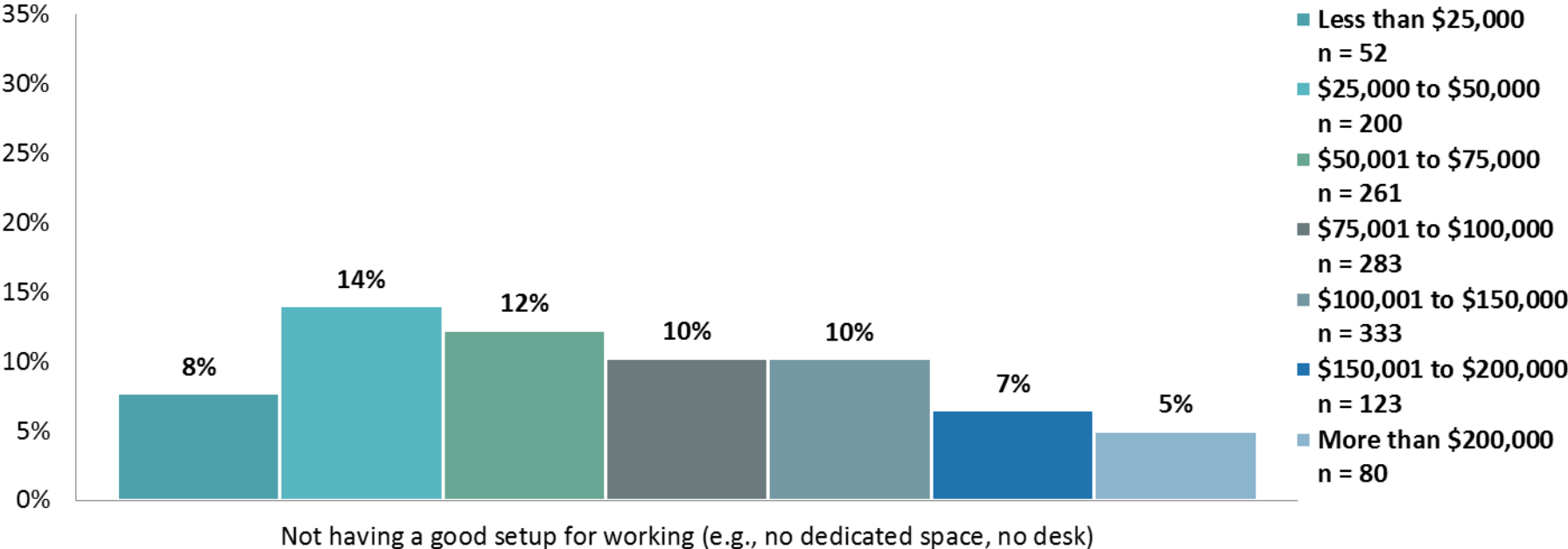


Challenges by Household Income

There was a trend for participants to be less likely to select *not having a good setup for working* as their household income increased.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

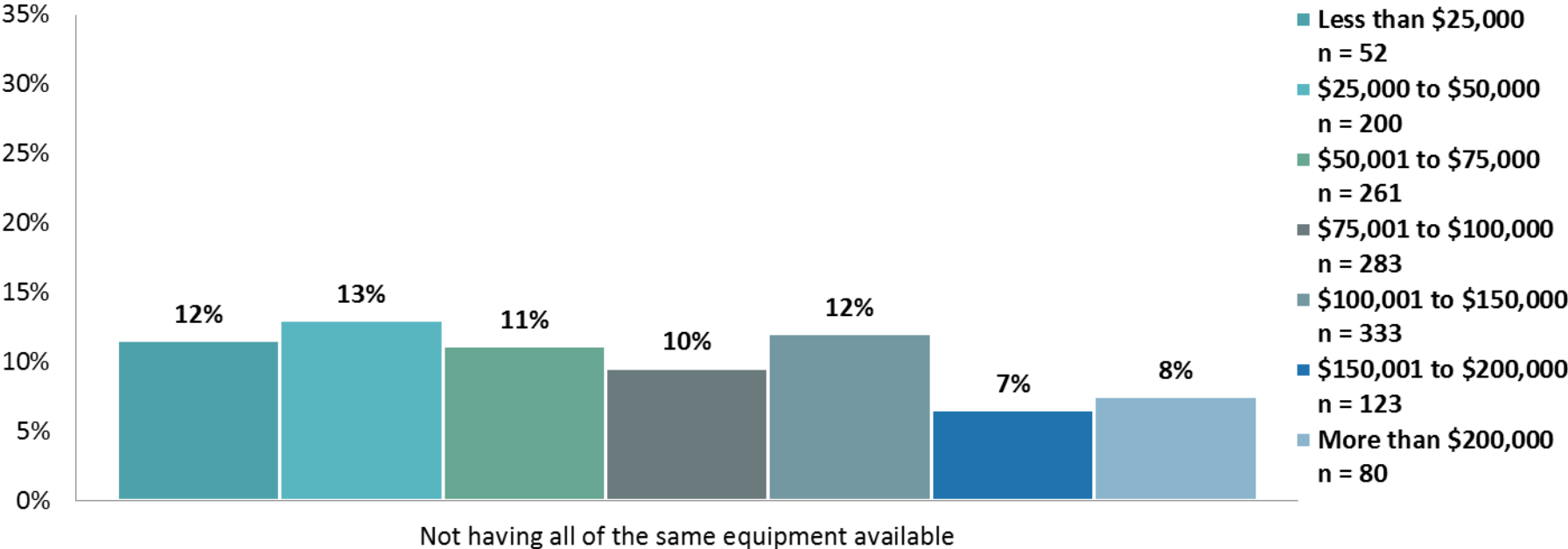


Challenges by Household Income

Participants with household incomes larger than \$150k were less likely to select *not having all of the same equipment available*.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

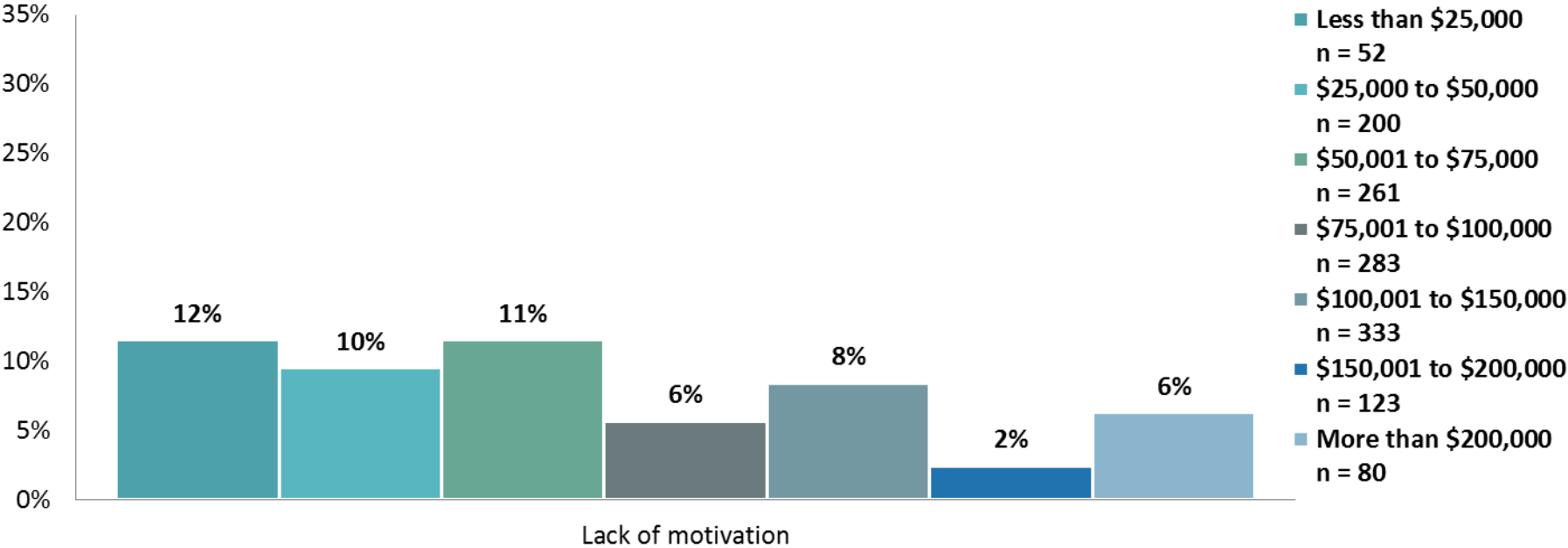


Challenges by Household Income

There was a trend for participants to be less likely to select *lack of motivation* as their household income increased.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

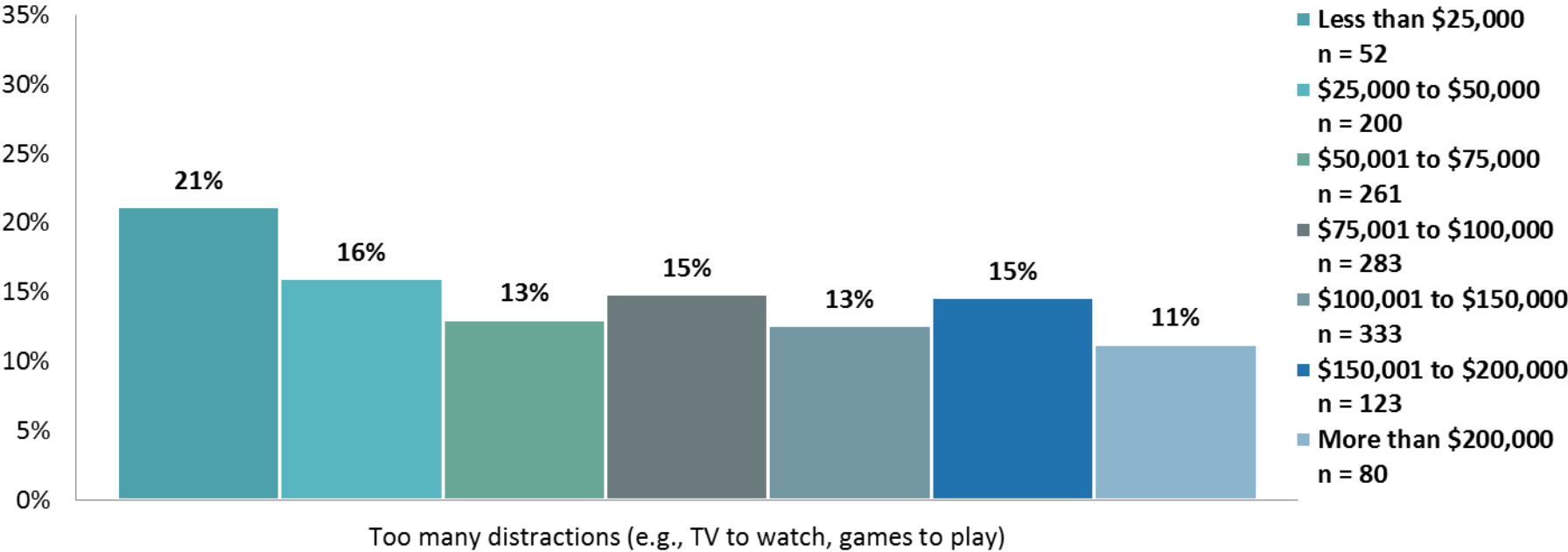


Challenges by Household Income

There was a trend for participants to be less likely to select *too many distractions* as their household income increased, especially through \$50k.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?

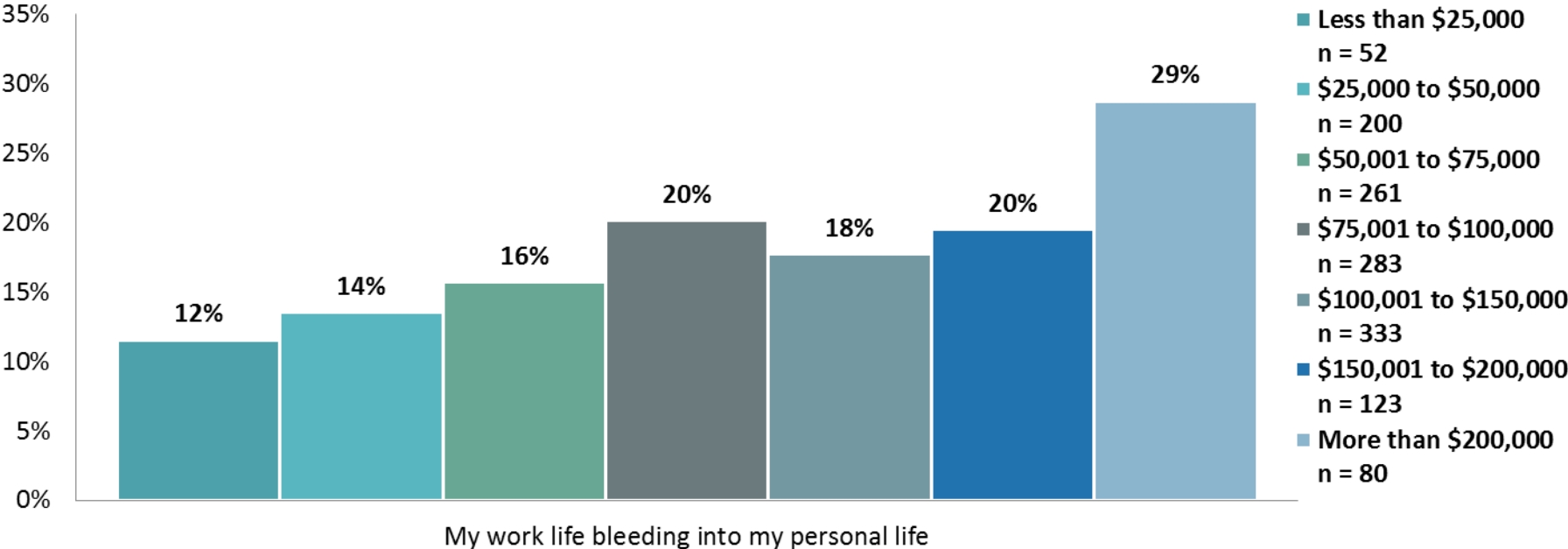


Challenges by Household Income

Participants were more likely to select *my work life bleeding into my personal life* as household income increased.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?



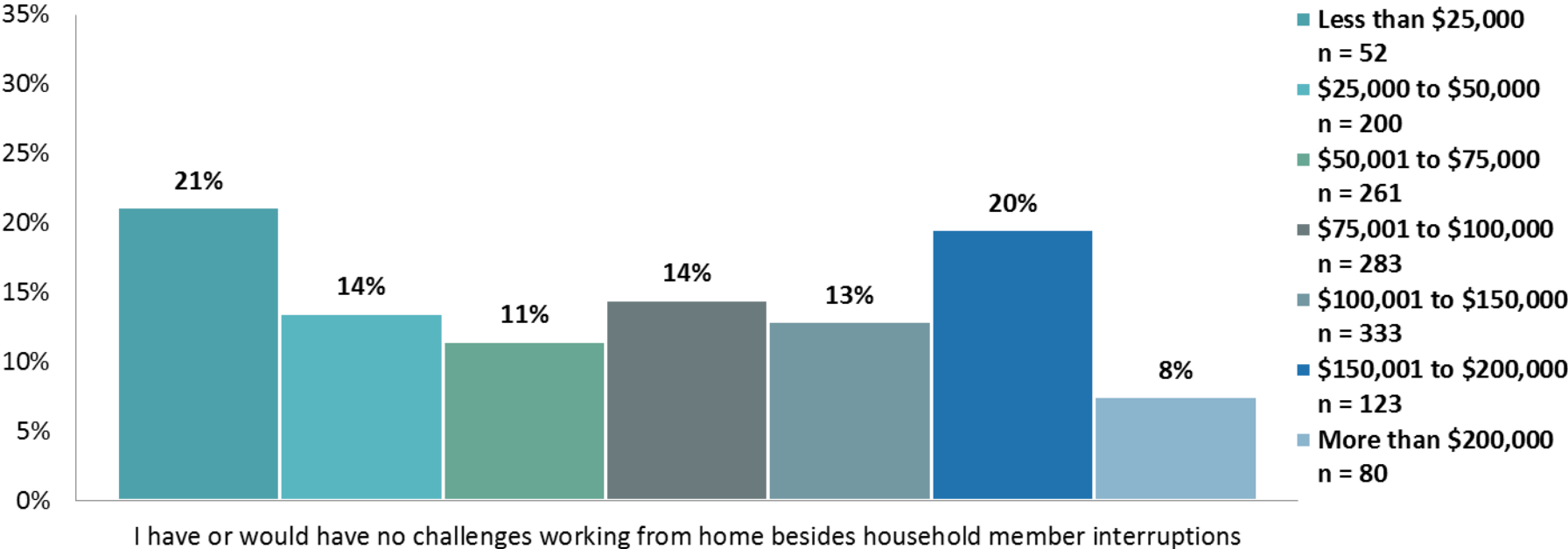
Challenges by Household Income

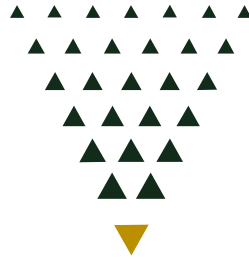
Participants were fairly consistent in their likelihood to have/see no challenges to working from home as their household income increased.

Participants with household incomes greater than \$200k were most likely to select a challenge.



Besides interruptions from family, roommates, and pets, what do you think is or would be the most challenging aspect of working from home?





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