

HOMING FROM WORK



The Path to a Better Work/Life Balance

With busy professionals spending more time in the workplace, how are they able to maintain a healthy work/life balance?
By Homing From Work, or taking time to do more of their personal needs during the business day:

Since 2011...

there has been a **30% increase** in the number of people working more than 9 hours per day



80% of white collar workers say they have a healthy work/life balance



93%

of busy professionals take care of personal and family needs during the work day by Homing From Work

Fastest Growing Homing From Work Activities:

SURFING THE WEB/SHOPPING ONLINE

up 63%

More Time Online Leads To A Better Work/Life Balance

More than **2 out of 3** busy professionals go online for personal reasons some of which include:



GOING OUT SHOPPING

up 34%

Retail Therapy Is One Way White-Collar Workers Preserve A Healthy Work/Life Balance

Almost **1/3** of people "Homing From Work" report leaving the workplace to shop. Top retail destinations include:



RUNNING ERRANDS

up 31%

Longer Hours Means Less Time to Run Errands Before Closing Time

Nearly **half** of professionals surveyed admit to running personal errands during work



While Homing From Work Has Become Commonplace And Is Practiced Consistently By All Types Of Employees, There Are Some Interesting Ways That Behavior Differs By Age, Gender And Income:

Women are **23%** more likely than men to go shopping

Those making more than \$100,000 per year are **30%** more likely to exercise

Workers 30 and under are **76%** more likely to visit social networking sites than workers 50+



White-collar workers maintain a healthy work-life balance

by moving through the workplace and beyond to shop & run errands on a regular basis. They are also connecting with colleagues to share and seek advice and recommendations and welcome information from trusted sources to help make purchase decisions.