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# NEW STUDY: THE STATE OF THE AMERICAN WORKER, MARCH 13-15, 2020



By Pierre Bouvard March 17, 2020

Tags: [american worker](#) [commuting](#) [work from home](#)

How has the outbreak of the Coronavirus shifted the American workforce? CUMULUS MEDIA | Westwood One commissioned Ipsos to conduct a national study to understand how American work habits have been altered. The study took place over the weekend of March 13-15, 2020.

Here are the key findings:

**During the week of March 9-13, 11% of Americans who normally work outside the home worked from home; 19%**



## TOPICS

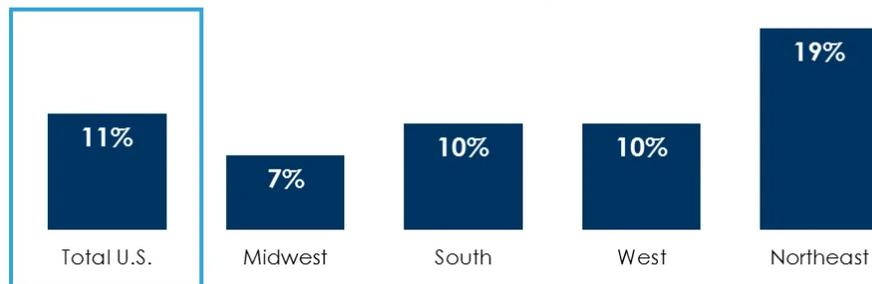
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## of those in the Northeast worked from home

Of those who normally work outside the home, nearly twice as many in the Northeast worked from home in the past week. Only 7% of those who normally work outside the home in the Midwest stayed home.

**11% of Americans worked from home the week of March 9-13 due to the Coronavirus; 19% in the Northeast**

"In the past seven days, did you work from home due to the Coronavirus outbreak?"  
Base = regular workplace outside of home; N = 522  
% who say yes



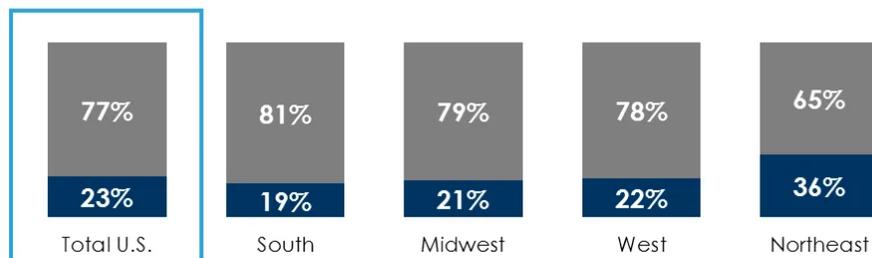
Source: Ipsos KnowledgePanel National Study, Fielded March 13-15, 2020, 1027 respondents

## For the week of March 16-20, 77% of those who work outside of the home say they will go to work; 23% will stay home the week of March 16-20, 2020

36% in the Northeast say they will work from home. In the rest of the country, about 20% of those who normally work outside the home say they will work from home the week of March 16-20.

**For the week of March 16-20, 77% of Americans will go to work; 23% will work from home due to the Coronavirus**

"Thinking about your job for the next week, will you be working from home due to the Coronavirus outbreak?"  
Base = regular workplace outside of home; N = 522  
■ % who said yes ■ % who said no



Source: Ipsos KnowledgePanel National Study, Fielded March 13-15, 2020, 1027 respondents, % may not add up to 100 due to rounding

## Income is a factor contributing to whether workers will work from home or travel to a workplace

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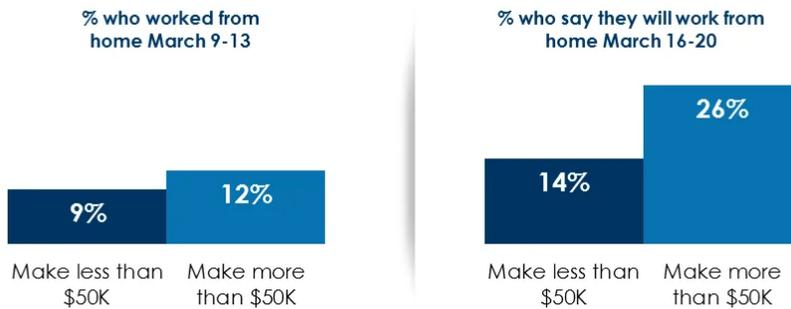
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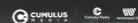
26% of workers who make over \$50,000 say they will work from home the week of March 16-20. Only 14% of those making less than \$50,000 will work from home the week of March 16-20, as many of those positions may require the presence of the employee.

**Those who make less than \$50K are less likely to be working from home due to the Coronavirus**

Base = regular workplace outside of home; N = 522



Source: Ipsos KnowledgePanel National Study, Fielded March 13-15, 2020, 1027 respondents



**American commuters are avoiding public transportation**

55% of those who normally use public transportation are already, or planning on, using it less. Those who use a car or truck to get to work are already, or planning on, sticking to that mode of transportation. 78% of car/truck users say they are using, or planning on using, their vehicle about the same. 13% say they are using, or planning on using, their car/truck more.

**Those who use public transportation are avoiding it as car/truck travel is favored**

“Please indicate to what extent you are changing, or are planning on changing, the way you get to work due to the Coronavirus outbreak.”

Base = regular workplace outside of home, mode of commuting; N = 522

	Use less	Use about the same	Use more
Car/truck among those who use car/truck (N = 479)	8%	78%	13%
Public transportation among those who use public transportation (N41)	55%	39%	6%
Walk among those who walk (N = 31)	21%	70%	9%

**How to read:** Among those who use public transportation to get to their regular workplace outside of the home, 55% say they will use public transportation less to get to work due to the Coronavirus outbreak.

Source: Ipsos KnowledgePanel National Study, Fielded March 13-15, 2020, 1027 respondents



**Workers who are staying home typically use public transportation or walk to work; Out of the 77% of workers**

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## who are still commuting to work, most are using their car or truck

Among those who say they will work from home the week of March 16-20, 35% typically get to work via public transportation, walking, or using some other means besides a car or truck. Among the 77% of workers who say they will go to work the week of March 16-20, the vast majority (90%) typically use their vehicle.

**Those who are staying home the week of March 16-20 typically use public transportation or walk to work; Those going to work typically use a car or truck**

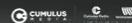
“Thinking about your job for the next week, will you be working from home due to the Coronavirus outbreak?”

Base = regular workplace outside of home; N = 522

Typical method of getting to work		How all Americans can get to work (N = 522)	Will work from home March 16-20 (N = 120)	Will go to work March 16-20 (N = 401)
		Car/truck	85%	65%
Public transportation		8%	19%	5%
Walk		5%	12%	4%
Other		2%	4%	1%

**How to read:** 90% of those who will go to work March 16-20 typically use their car to get there. 19% of those who will work from home March 16-20 typically use public transportation to get to work.

Source: Ipsos KnowledgePanel National Study, Fielded March 13-15, 2020, 1027 respondents



## Heavy AM/FM radio listeners say they will listen more to AM/FM radio overall and AM/FM radio news reports

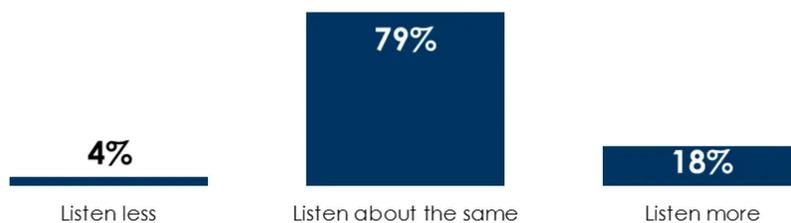
Nearly one in five (18%) heavy AM/FM radio listeners, those who listen to more than 5 hours each week, say they will be listening even more to AM/FM radio due to the Coronavirus outbreak.

**Heavy AM/FM radio listeners say they will listen more to AM/FM radio because of the Coronavirus outbreak**

“Please indicate to what extent you find yourself doing the following activities because of the Coronavirus outbreak.”

Base = Heavy AM/FM radio listeners; N = 201

% listening to AM/FM radio, either over-the-air or online



Source: Ipsos KnowledgePanel National Study, Fielded March 13-15, 2020, 1027 respondents



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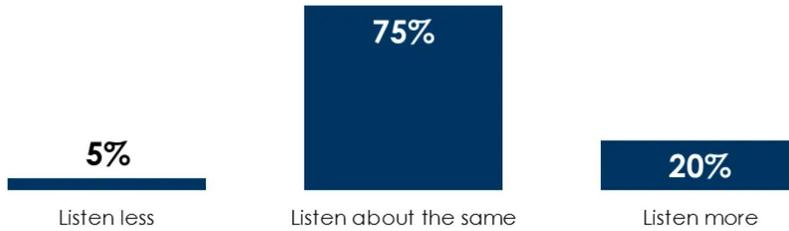
Additionally, 20% of heavy AM/FM radio listeners say they will be listening more to news reports on AM/FM radio. The crisis has also turned many into news fanatics. Nearly one-third say they will be consuming more news online and news on TV.

### Heavy AM/FM radio listeners say they will be listening to more AM/FM radio news

"To what extent do you find yourself doing any of the following activities because of the Coronavirus outbreak?"

Base = Heavy AM/FM radio listeners; N = 201

% listening to news on AM/FM radio, either over-the-air or online



Source: Ipsos KnowledgePanel National Study, Fielded March 13-15, 2020, 1027 respondents



### A snapshot in time

While the number of businesses, venues, and locations that have closed or curtailed visitation has grown sharply even since this study was fielded just two days ago, this data serves to quantify the state of the American workforce during a period in time.

### Key takeaways:

- As of March 14-15, 11% of those employed outside the home had worked from home in the prior week.
- For the week of March 16-20, 77% of those who worked outside their home said they would go to work; 23% said they intended to work from home.
- The Northeast is pacing ahead of the rest of the country in working from home.
- Commuters are avoiding public transportation.
- Among the 77% of workers who say they will go to work the week of March 16-20, the vast majority (90%) typically use their vehicle.
- Heavy AM/FM radio listeners say they are listening even more, especially to AM/FM radio news.

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- The fast-moving crisis is creating news fanatics as nearly one-third of heavy AM/FM radio listeners say they are spending more time with news on TV and online.

**Methodology:** *The study was conducted online in Ipsos’s Omnibus using the web-enabled “KnowledgePanel,” a probability-based panel designed to be representative of the U.S. general population, not just the online population. The study consisted of 1,027 nationally representative interviews conducted between March 13 -15 among adults aged 18+. The margin of error is +/-3 percentage points.*

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