

WELCOME TO MY COUCH OFFICE

Work From Home: Implications & Opportunities

COVID-19 continues to alter the way we live, teach and work. According to [Big Village](#), 27% of Americans have been impacted by mandatory work from home policies. What does this mean for companies? What does it mean for brands? Are there new opportunities as we settle into our new norm?

Facts to Digest

The work-from-home (WFH) [initiatives](#) would save US employers

\$30 BILLION

dollars a day during the COVID-19 outbreak.

Results from a Redfin survey indicate that over

45%

of individuals with income over \$200k a year saw an increase in their WFH needs.

Only **13%** of individuals that made less than

100K A YEAR

said they are working [remotely more frequently](#).

[GWA](#) estimates that we will see up to

30%

of the workforce working at home on a multiple days/ week basis over the next two years.

THE IMPACT IS FELT & THE OPPORTUNITIES ARE THERE

INTERNET SERVICE PROVIDERS

Between March 22-28, [Broadbandnow](#) found that of the 200 top US cities they are tracking, 117 cities (59%) have now shown signs of potential network strain, up from 88 cities (44%) in last week's report.

144 (72%) cities have experienced degradation in upload speeds, with three seeing decreases greater than 40% in out of range.

CYBERSECURITY

40% of companies surveyed by [Threatpost](#) reported seeing increased cyberattacks as they have enabled remote working as a results of COVID-19.

[Bitdefender](#) telemetry reports an increase of more than 475% of malicious reports related to Coronavirus in March compared to February.

TRAVEL & COMMUTING & GAS PRICES

71% of American's have or considered avoiding public transportation and 62% of Americans have or considered avoiding traveling for business [as a result of COVID-19](#).

As of April 7 the national average price for gas was \$1.92—82 cents cheaper than the average a year ago, according to [AAA](#).

POLLUTION

Researchers at Columbia University have seen emissions of carbon monoxide over New York City [decline more than 50 percent](#) below typical levels over the past week.

Preliminary data from the European Space Agency's Sentinel-5P satellite show that [atmospheric levels of nitrogen dioxide](#), which are influenced in large part by car and truck emissions, were considerably lower over Los Angeles in the first two weeks of March compared to the same period last year.

HOME OFFICE SUPPLIES & SERVICES

NPD said computer monitor sales doubled in the first two weeks of March to 80,000 units. Sales of laptops, mice and keyboards all increased by 10%.

[Marketplace Pulse](#) tracks Amazon lists of most widely used search terms and "computer monitor" rose 410 spots and "webcam" shot up 1,297 spots.

COMMERCIAL REAL ESTATE & OFFICE SPACE

Green Street Advisors reviewed stock market trading in commercial real estate investment trusts and are estimating a 24% drop in commercial property values.

[GWA](#) estimates a typical employer can save about \$11k per half-time remote worker per year.

HOME IMPROVEMENT

[Wall Street](#) speculates that while many employees across the globe have all been asked to WFH they will now have more time to work on DIY home improvement projects.

In particular, [gardening](#) seems to have grown in interest which could be attributed to empty grocery store shelves.

UNEMPLOYMENT

According to the [US Bureau of Labor Statistics](#) the unemployment rate rose to 4.4% in early April with almost 10 million people filing for unemployment over a two week period.

Economists at the Federal Reserve Bank of St. Louis forecast a possible 32% unemployment rate, with as many as 47 million people out of work.

SMALL BUSINESS

According to [FEMA](#), roughly 40-60% of small businesses never reopen their doors following a disaster.

Congress has dedicated \$350 billion to make [small business loans](#) as part of the \$2 trillion coronavirus support package it passed in March.

[Google](#), [Facebook](#), [Amazon](#), [JP Morgan](#), and [Microsoft](#) are among some of the larger companies setting up relief funds for small businesses being effected by COVID-19.



COVID-19 MAY KEEP MANY OF US WORKING FROM HOME FOR WEEKS ON END.

The shift in the US work force from offices to homes touches on so many different aspects of our business world. There is still much to speculate about the impact of the WFH migration but it is clear that its impact will be strong and likely lasting on the US business environment.



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