

# The ConnectedEconomy™

Monthly Report



WORKING  
IN THE  
"WHENEVER,  
WHEREVER"  
OFFICE

The PYMNTS ConnectedEconomy™ Monthly Report benchmarks the digital transformation of consumers across the 10 activities that represent their day-to-day lives. Each month, PYMNTS surveys a population-based sample of roughly 2,500 U.S. consumers to measure the use and adoption of digital tools for how they live, work, shop, eat (how and where they buy food), travel, bank, communicate, stay well, have fun and pay/are paid. This work builds on the 15 studies and more than 21,000 consumers PYMNTS has surveyed since March 6, 2020, and represents the largest and most consistent data set tracking the digital shift accelerated by the pandemic.

PYMNTS.com  
WHAT'S NEXT  
IN PAYMENTS: **THE**  
**CONNECTED**  
**ECONOMY™**

PYMNTS.com is where the best minds and the best content meet on the web to learn about "What's Next" in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.



# INTRODUCTION

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## The world is now the workplace.

During the last two-plus years, employees working in offices left them to work from home. In time, employers embraced a remote work culture that has redefined what it means to go to the office, if at all. At the same time, employers now use the world as their candidate pool. In a world where the office can be any place, anywhere in the world, the idea of “going to work” takes on a totally different meaning.

In this month’s ConnectedEconomy™ Monthly Report, PYMNTS surveyed a census-balanced panel of 3,239 United States consumers in January 2022 as part of our ongoing research into how the ongoing digitization of the U.S. and global economy is reshaping consumers’ lives. With lines between the digital and physical world becoming more blurred, we found significant changes in how and where employees conduct their professional lives and a growing interest in consumers consolidating more of their lives online to help them be more efficient on and off the clock.

**This is what we learned.**



# THE 10 PILLARS

## of the ConnectedEconomy™

Benchmarking consumers' digital behaviors and new routines has been a consistent part of PYMNTS' research since 2016, well before COVID-19 accelerated the shift to digital, but the transition from an app-based world to an ecosystem-driven one was abundantly clear.

PYMNTS accelerated its research efforts in early March 2020, and it now has more than 21,000 observations documenting the shift to digital since the start of the pandemic. PYMNTS' landmark study of 15,000 U.S. consumers, published in June 2021, was intended to further document their digital habits and routines as well as their interest in participating in connected ecosystems to streamline the management of their digital lives.



## The ConnectedEconomy™ persona groups

### FINANCIAL WELLNESS SEEKERS:

Financial wellness seekers represent 22% of the adult U.S. population and are principally interested in an ecosystem that makes it easier to manage their financial, banking and payments activities.

### INFORMATION SEEKERS:

Information seekers represent 15% of the U.S. adult population and are interested in a single ecosystem to aggregate relevant data related to travel, shopping (for retail products and food) and entertainment.

### CONVENIENCE SEEKERS:

Convenience seekers represent 13% of the U.S. adult population and are interested in a single ecosystem to aggregate all or most of the 10 activities that represent their day-to-day lives.

### UNLIKELY CONNECTED:

Unlikely connected consumers are those who are just slightly interested in an ecosystem for aggregating their data.

### UNCONNECTED:

The unconnected consumers, who make up 36% of the population, are the least likely to want to consolidate their online activities into a single ecosystem.



PART I:  
Back to the (virtual) office

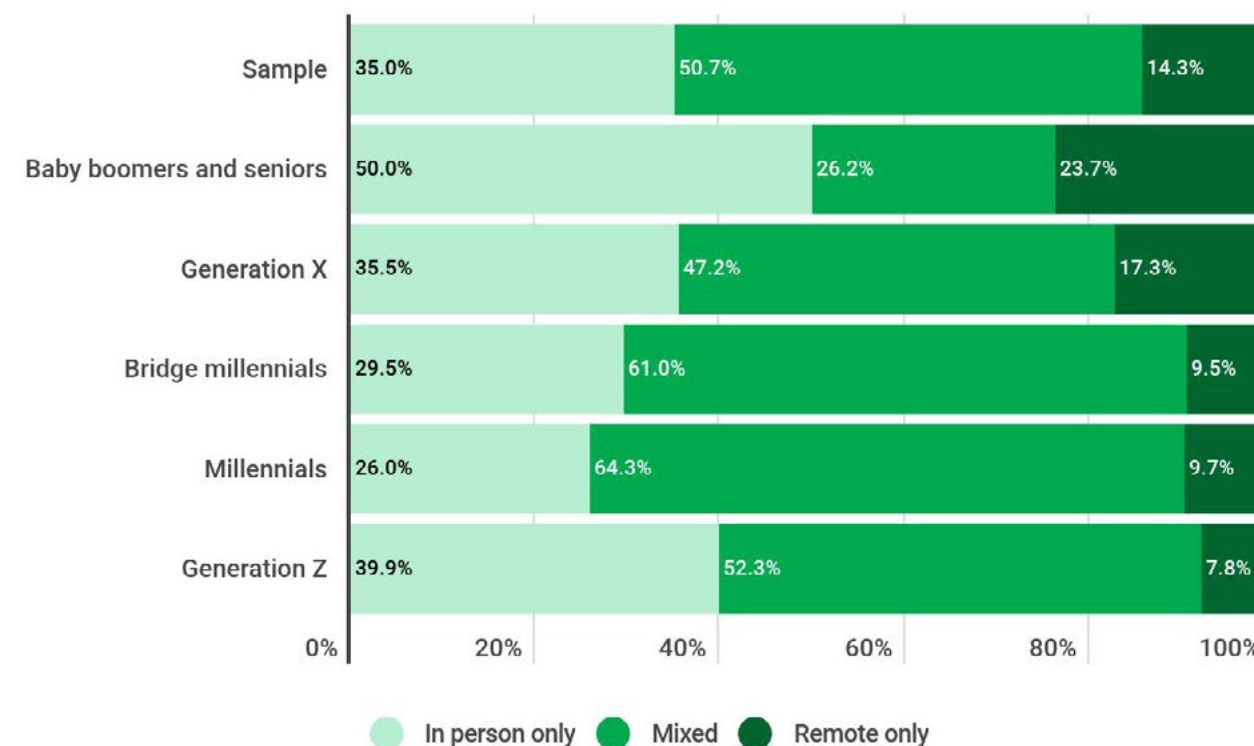
**Work is no longer defined by going to an office five days a week.**

Forty-five percent more consumers — 70 million more people — now work in a so-called “hybrid” environment than in a traditional office space.

The remote workforce is now larger than the physical in-office workforce – and it is still growing. Five percent more consumers are working remotely on at least a partial basis now than at the end of 2021. Sixty-five percent of U.S. consumers reported working remotely online in January 2022, meaning that the virtual workforce in the U.S. is now roughly 89 million workers. This is up from 63% of consumers who worked remotely online at least some of the time in December 2021.

The remote workforce may be larger than ever, but it is also important to bear in mind that remote work is just part of the equation. Rather than working remotely on a full-time basis, most employed consumers now work remotely some of the time and in person the rest. This has given rise to a so-called “hybrid” workforce, in which 51% of all employed persons take part. This is 45% more than the share who work in a physical location during all their working hours and two and a half times as many as those who work on an entirely remote basis. It is safe to say that the hybrid office is now ubiquitous.

FIGURE 1:  
**THE WAYS CONSUMERS IN DIFFERENT GENERATIONS WORK**  
Share of consumers in different generations who work entirely online, entirely on-site or a mixture of both



Source: PYMNTS.com



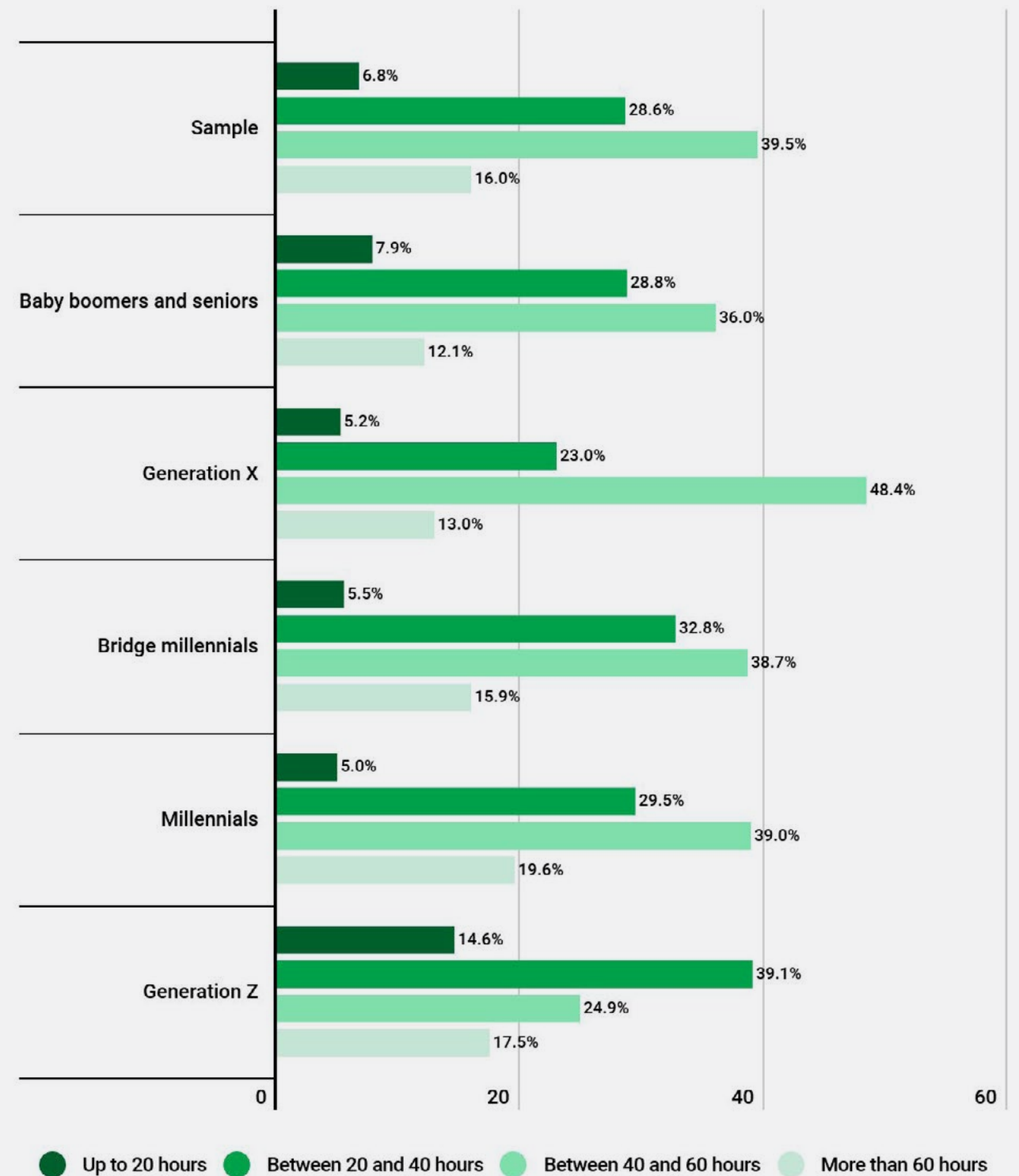
Millennials are the most likely of all generations to be part of the remote or hybrid workforce, with 64% now splitting their work time between the office and elsewhere. This compares to 61% of bridge millennials and 52% of Gen Z who do the same.

Just 26% of employed baby boomers and seniors report working in a hybrid office environment — but this does not mean that they just work on site. At 24%, employed baby boomers and seniors are also the most likely to be working on an entirely remote basis.

Working remotely does not necessarily mean working less, however. Employed consumers still work an average of approximately 43 hours each week, with many putting in even more hours. Not only do 55% of consumers now spend 40 hours or more each week on the job, but 16% work more than 60 hours a week.



**FIGURE 2:**  
**HOURS CONSUMERS WORK EACH WEEK**  
Share of consumers working a select number of hours per week, by generation



Source: PYMNTS.com



PART II:  
The “whenever, wherever” workweek

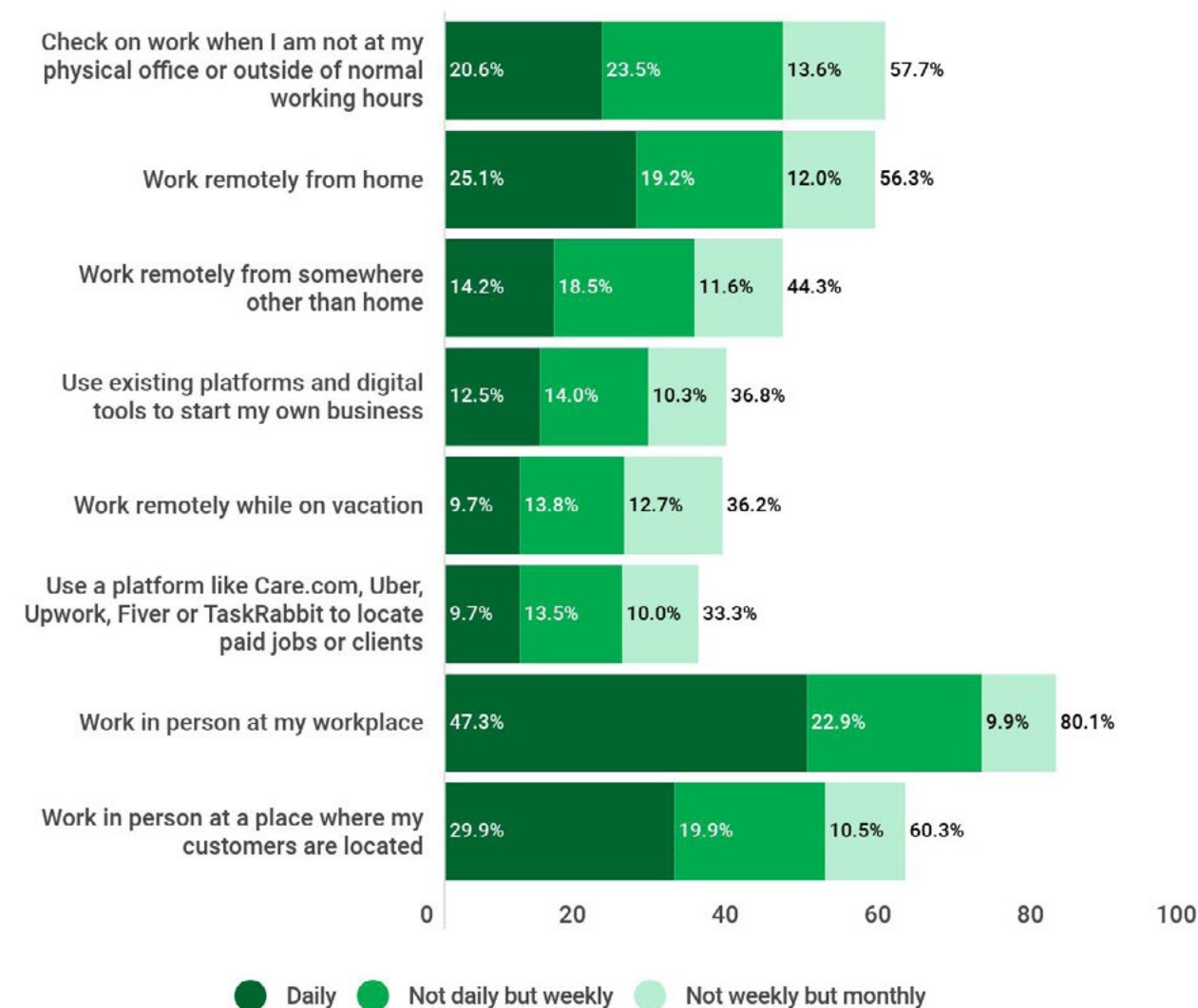
**Connected consumers can be “on the clock” whenever and wherever they need to be.**

Fifty-eight percent of consumers check in on work when they are out of the office or outside their normal working hours, and 44% work remotely from somewhere other than their homes.

The rise of the hybrid workforce means that consumers are no longer bound to the nine-to-five workday that once controlled their daily lives. With no commute and less defined work-based routines, many hybrid workers find their schedules are more flexible than they might have been in the past. This often means that consumers find themselves working outside the traditional nine-to-five, with 58% of all consumers (79 million people) saying that they used their connected devices — smartphones, laptops and others — to check in on work even when they were not in the physical office. There are also 36% who check in on work even when they are on a paid vacation.

This new flexible work schedule means that many working professionals can put in their hours from any location they choose. Forty-four percent of consumers now say they work at least some of the time neither at the office nor at home, but other locations, whether they be cafés, restaurants, the homes of friends or relatives or while traveling on trains, planes, buses and automobiles. The ConnectedEconomy™ has transformed much of the physical world into a potential office space.

FIGURE 3:  
**WAYS CONSUMERS WORK ON- AND OFFLINE, ON AND OFF THE CLOCK**  
Share of consumers who engaged in select work-related activities in the last 30 days, by frequency



Source: PYMNTS.com

The same ConnectedEconomy™ has also served as a cradle of entrepreneurial activity, providing many working professionals easy access to build their own businesses or pursue other professional endeavors in the gig economy. Thirty-seven percent of the consumers living and working in this omnipresent hybrid office space say they are using the online platforms and other digital tools to start their own businesses, and 33% are using platforms like Care.com, Uber, Upwork, Fiver or TaskRabbit to connect with new clients and job opportunities.

PART II:  
The “whenever, wherever” workweek

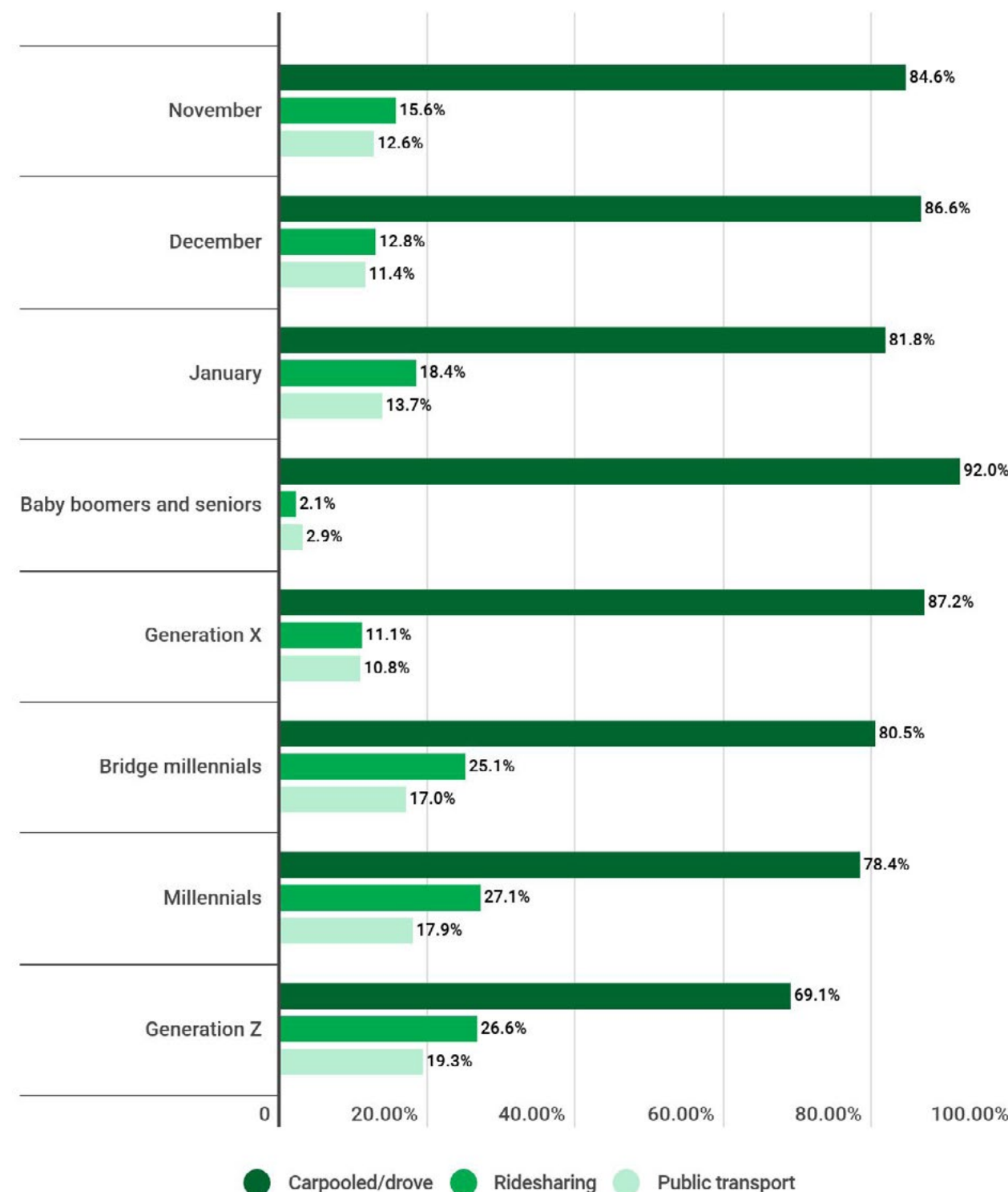
### Ridesharing to work is just as common as taking the train or the bus.

Eighteen percent of the consumers who do work in a physical location hitch a ride via an aggregator app, and 14% take public transportation.

Even when consumers in this hybrid workforce do commute to work, they often tap the ConnectedEconomy™ to get there. Ridesharing apps are now more commonly used than using public transportation. Eighteen percent of consumers now use ridesharing apps like Uber, Lyft, Via or BlaBla to commute to work, whereas just 14% of consumers traveled to work on a public train, bus or trolley in January 2022.

Driving or carpooling to work is still the predominant way consumers commute, but it may not be for long. Driving to work is far less common among Millennials and Gen Z than Gen X, baby boomers and seniors. Seventy-eight percent of millennial commuters and just 69% of Gen Z commuters carpool or drive to work. This compares to 87% and 92% of commuters in Gen X and baby boomers and seniors who do the same, respectively.

FIGURE 4:  
**WAYS CONSUMERS COMMUTE TO WORK IN THE ConnectedEconomy™**  
Share of commuters of different generations using select modes of transportation to get to work in the last 30 days



Source: PYMNTS.com

## PART III:

## Connected devices and the workers who use them

## Employed consumers are three times as likely as the unemployed to own more than six connected devices.

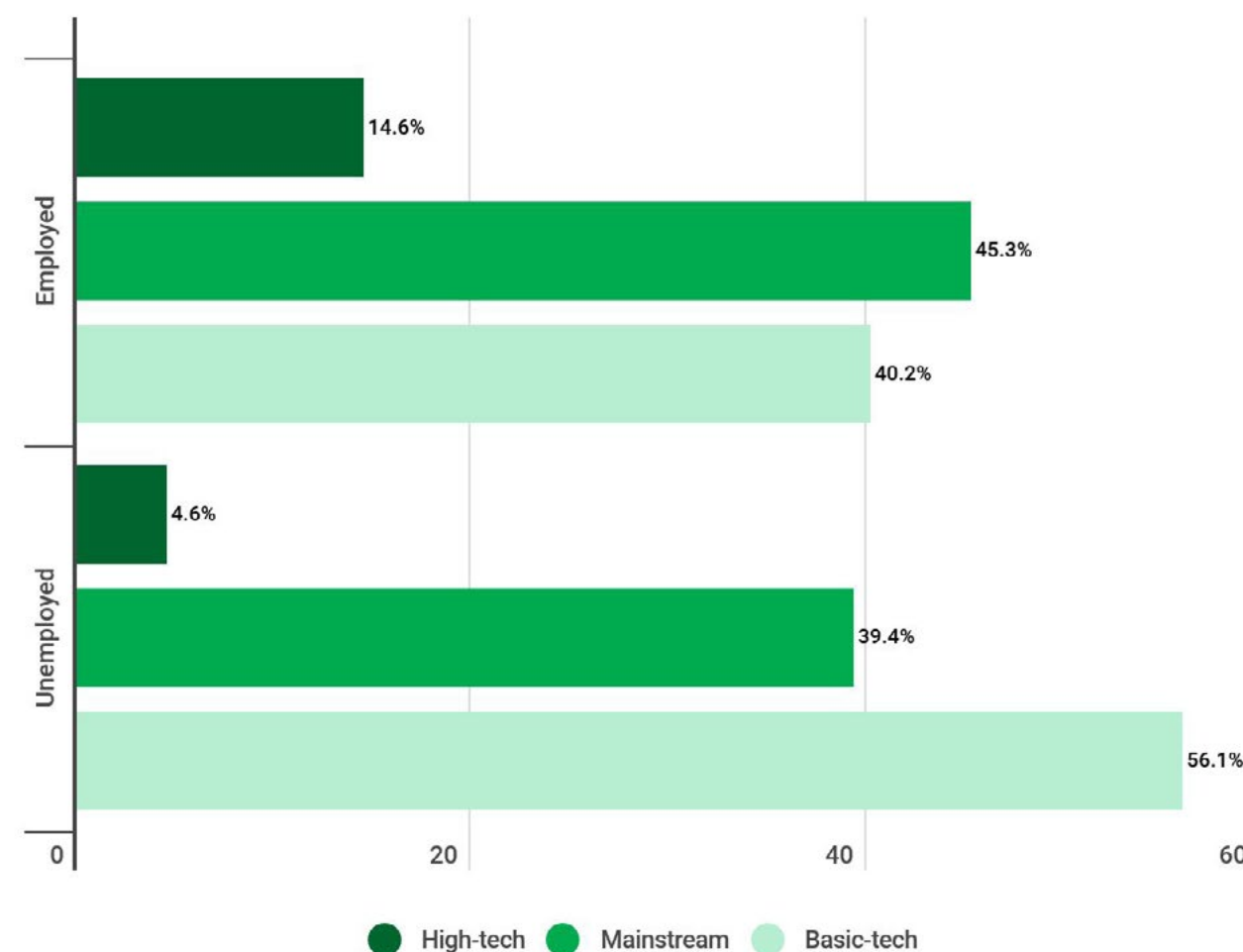
They are also four times as likely to want to consolidate their lives online into a single super app.

Connected devices like laptops, smartphones, tablets, voice assistants and others play a central role in the hybrid workforce. Working professionals rely on these devices to log onto work, check in with the office after hours and connect with new clients and job opportunities. Their jobs also provide the income needed to purchase and maintain those devices. It follows that employed individuals would be the most connected, owning more devices on average than their unemployed counterparts: 5.5 devices versus 4.3 devices, respectively.

Fifteen percent of employed persons own 11.8 connected devices, making them what we call “high-tech” consumers. This is nearly three times the share of unemployed persons who own the same number of devices. Unemployed consumers are also roughly 39% more likely than employed consumers to be “basic-tech” consumers, who own just 2.8 devices.

Employed consumers are also four times likelier than unemployed consumers to want to centralize their entire lives online into a single, central digital ecosystem. These so-called “convenience seekers” make up 20% of the working population, approximately 25.6 million people, and just 5.2% of unemployed consumers, roughly 5.6 million people.

FIGURE 5:  
NUMBER OF CONNECTED DEVICES EMPLOYED AND UNEMPLOYED CONSUMERS OWN  
Share of consumers who own select types of connected devices, by employment status

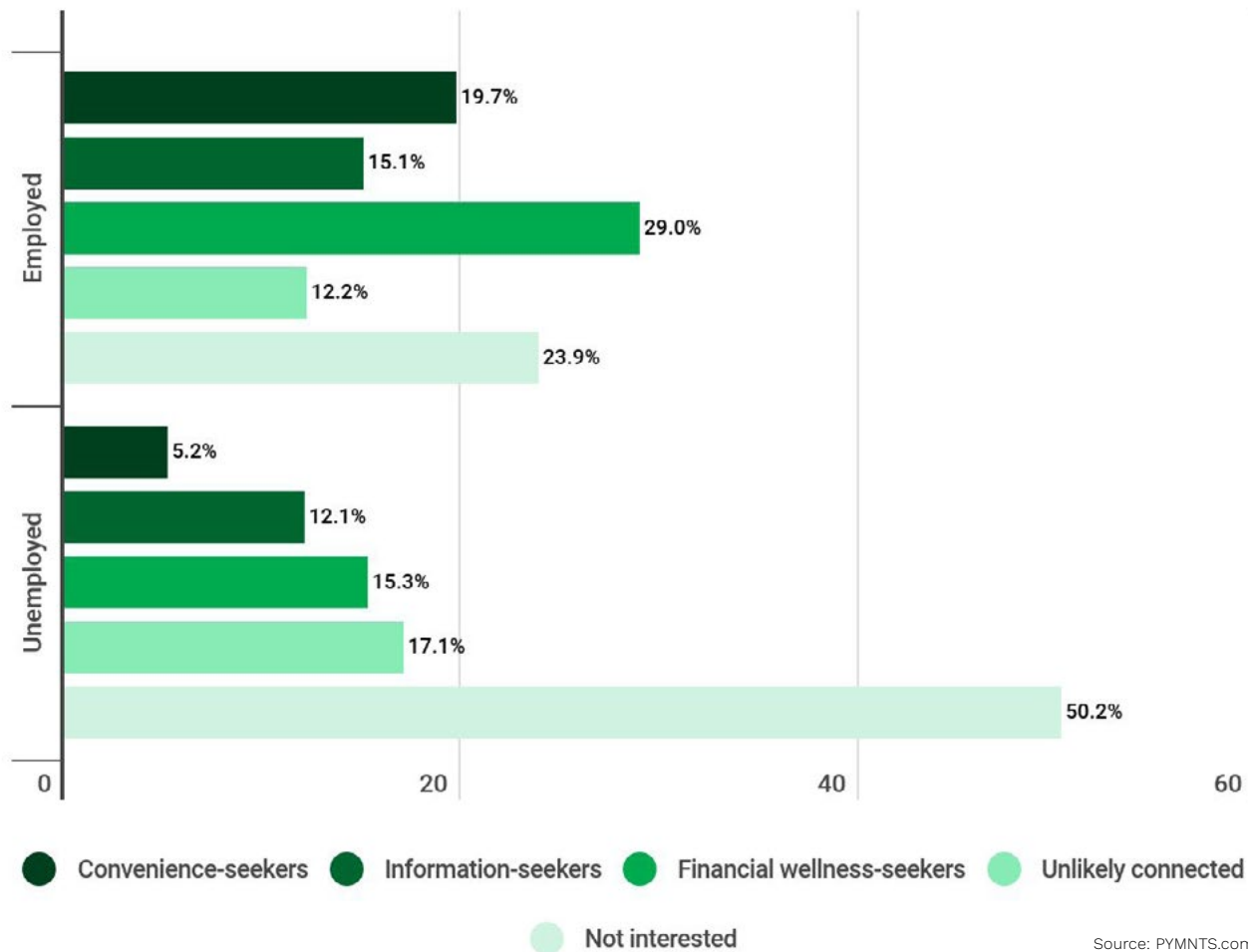


Source: PYMNTS.com

Employed consumers are also 89% more likely than unemployed consumers to want to consolidate their financial and payment information into a single, central location. Our research shows that 29% of employed persons want to use their connected devices to collect and manage their transactional information in this manner, compared to just 15% of unemployed persons.



**FIGURE 6:**  
**WAYS EMPLOYMENT STATUSES VARY, BY CONNECTED PERSONA GROUP**  
 Share of consumers in select connected persona groups who were employed or unemployed



## Connected consumers and the devices that connect them

### “BASIC-TECH”

These consumers represent 47% of the population. They predominantly use laptop and desktop computers and smartphones, owning an average of 2.8 devices. This class is chiefly made up of baby boomers, seniors and low-income consumers.

### “MAINSTREAM”

These consumers represent 43% of the population and own an average of 6.5 devices, including computers, smartphones, tablets, smart TVs and gaming consoles. They may use any of these devices as their go-to connected devices. Mainstream consumers are chiefly composed of baby boomers, Gen X and Millennials, and the plurality of them are high-income consumers.

### “HIGH-TECH”

These consumers, who make up 10% of the population, have all the devices that mainstream users do, in addition to smart home and activity tracking devices. They own an average of 12 devices and are chiefly millennials and high-income consumers.





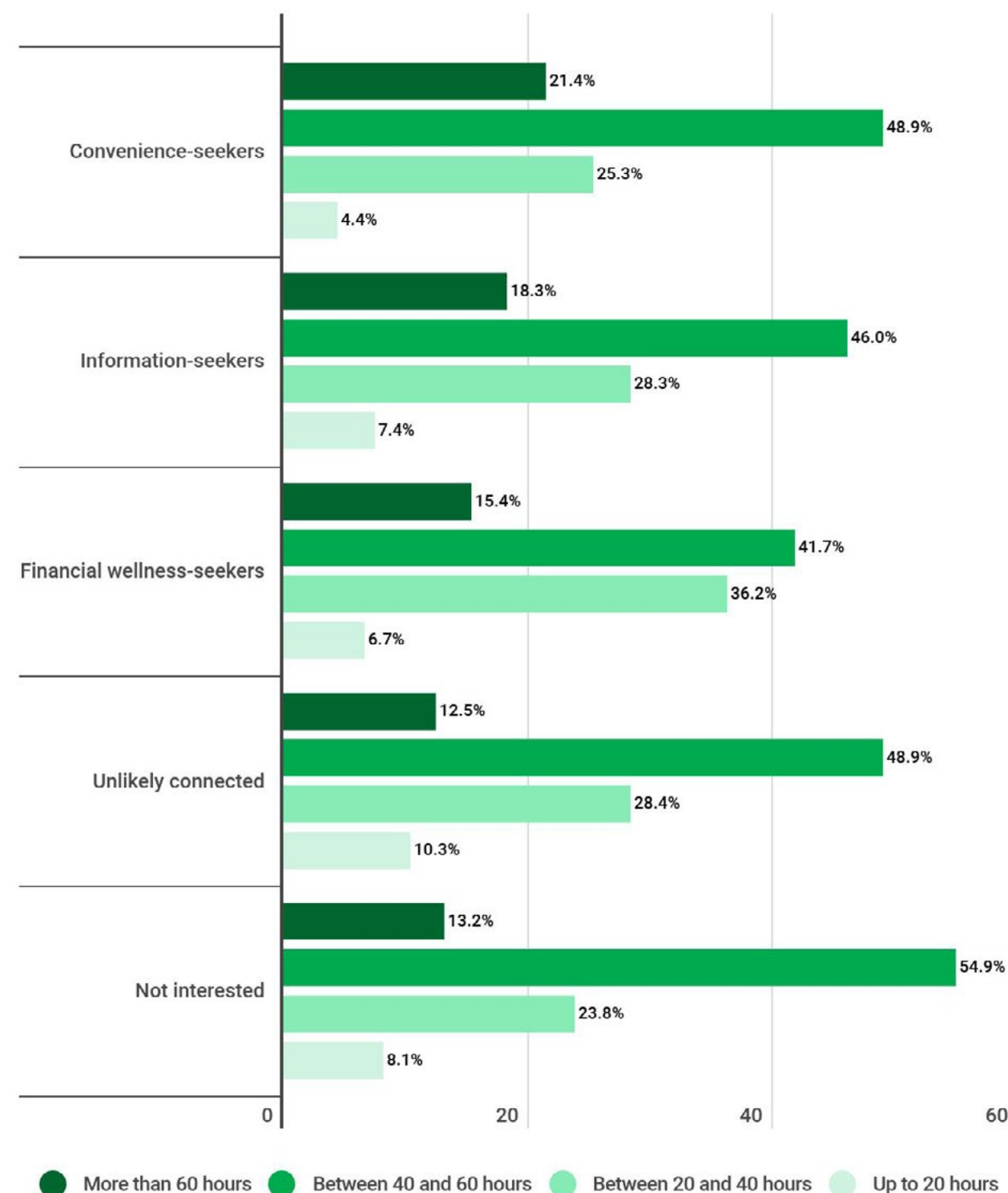
PART III:  
**Connected devices and the workers who use them**

**The more hours people work,  
 the more connected they want their digital lives.**

The more hours consumers work per week, the more aspects of their digital lives they want to integrate into that super app.

Having a central command hub to manage their lives online — a “super app” — is especially appealing to consumers who work the longest workweeks. Twenty-one percent of consumers who work more than 60 hours per week want to be able to consolidate not one but all aspects of their lives online into a single super app. This compares to 18% of those who work more than 60 hours a week who want to collect the data on their online shopping preferences into a super app and 15% who want to consolidate all of their financial and payment information into a super app that they may then use to transact online.

FIGURE 7:  
**NUMBER OF HOURS DIFFERENT CONNECTED PERSONA GROUPS SPEND WORKING EACH WEEK**  
 Share of consumers in different connected persona groups working a select numbers of hours per week



Source: PYMNTS.com





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## METHODOLOGY

The PYMNTS ConnectedEconomy™ Monthly Report is based on a survey of a census-balanced panel of 3,239 U.S. consumers conducted between Jan. 13, 2022 and Jan. 21, 2022 as a follow-up to a continuing series of studies examining consumers' shift to a more digital way of engaging in everyday activities. Respondents were 47 years old on average, and 52% were female. Thirty-two percent of respondents held college degrees. We also collected data from consumers in different income brackets: 36% of respondents declared an annual income of more than \$100,000, 31% earned between \$50,000 and \$100,000 and 33% earned less than \$50,000. Additional proprietary data from PYMNTS was used for supplementary analysis.

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