

During the pandemic, more women have turned to their mobile devices for work.



In July 2020, WerkLabs surveyed approximately 1,000 professionals to determine how women's use of mobile devices for work has changed relative to pre-pandemic. Work is defined as efforts that contribute to work completion, anything ranging from email to mobile app usage.

70%

Compared to pre-pandemic work, there is a 70% increase of women reporting that they conduct at least half of their work on a mobile device.

Among women, mothers are driving a shift to mobile work.

The number of moms who use their mobile device for at least half of their work increased by 80% compared to pre-pandemic work. For non-moms, the increase in mobile work is only 30%.

52%

Of women report that using their mobile device for work helps them to feel **more productive & socially connected** throughout the day.

Moms report more benefits of mobile work in terms of feeling productive & connected.

Of women surveyed, 14% more moms than non-moms report that mobile work makes them feel more productive, and 10% more moms than non-moms report greater feelings of social connectedness.

However, moms also report feeling more pressure to stay online due to mobile usage.

Significantly more moms than non-moms surveyed report that mobile work results in them feeling more pressure to stay online.

72%

Of women report that using their mobile device for work results in feeling **more pressure to stay online** throughout the day.

The motives behind using mobile

We asked women to indicate all the reasons as to why they are currently using mobile for work.



Reason for Mobile Work Usage	Non-moms	Moms with kids ages 0-12	Moms with kids ages 12+
To respond in a more timely manner	64%	66%	59%
To work & look after children	0%	59%	26%
To work & be active (ie. walking outside, etc.)	47%	42%	29%
To work & accomplish household responsibilities	22%	49%	30%
To gain flexibility in work location	42%	51%	50%

* Columns do not add to 100%, as women were asked to indicate all reasons to use mobile for work.

We asked women to indicate all the tools/apps they use for work throughout their day.



94%

Of women report using their mobile device to respond to emails throughout the day.

 zoom 60%*

 42%

 Suite 29%

 slack 28%

 15%

* % of women indicating they use the tool/app

The benefits of Instant Messaging (IM) for work communications

faster

74% of women agree that IM has made work communications faster.

efficient

68% of women agree that IM has made work communications more efficient.

organized ?

16% of women strongly agree, while 11% strongly disagree that IM has made work communications more organized.

enjoyable

57% of women agree that Instant Messaging has made work communications more enjoyable.

Women rate their overall written work communications now compared to pre-COVID-19.

63%

Report that that work communications have gotten
more concise

58%

Report that that work communications have become
higher quality

64%

Report that that work communications have become
more frequent

WerkLabs' predictive analytics determines that mobile work performance - conciseness, frequency, and quality of communications - is impacted by **two drivers**:

The extent to which employees leverage (1) the benefits of mobile devices, and (2) the benefits of IM for work.

Interested in gaining prescriptive & predictive insights, contact us at insights@werklabs.com

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