

# The ConnectedEconomy™

Monthly Report

The 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 15 studies and the 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  
WHAT'S NEXT  
IN PAYMENTS:

# THE CONNECTED ECONOMY™

PYMNTS 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.



THE  
WORK-FROM-  
ANYWHERE  
SUMMER

# INTRODUCTION

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**S**ummer has come and gone, but its impact on consumers’ professional lives remains. Consumers across the United States used the warm weather not only as an opportunity to travel but also to shake up their 9-to-5 work routines. Eighteen million more consumers checked in on work during vacation last month than in November last year, while 27 million more reported working from somewhere other than their homes, whether that was a local cafe, the home of a friend or family member, a restaurant or another location.

In the September 2022 edition of The ConnectedEconomy™ Monthly Report: The Work-From-Anywhere Summer Edition, PYMNTS goes back into the field to observe how the summer months reshaped connected consumers’ daily routines, especially when it came to traveling and working. We surveyed a census-balanced sample of 2,736 U.S. consumers from July 8 to July 14 to gain a firsthand account of how consumers are further blurring lines between work life and real life.

What does the daily 9-to-5 look like now that the office is anywhere?

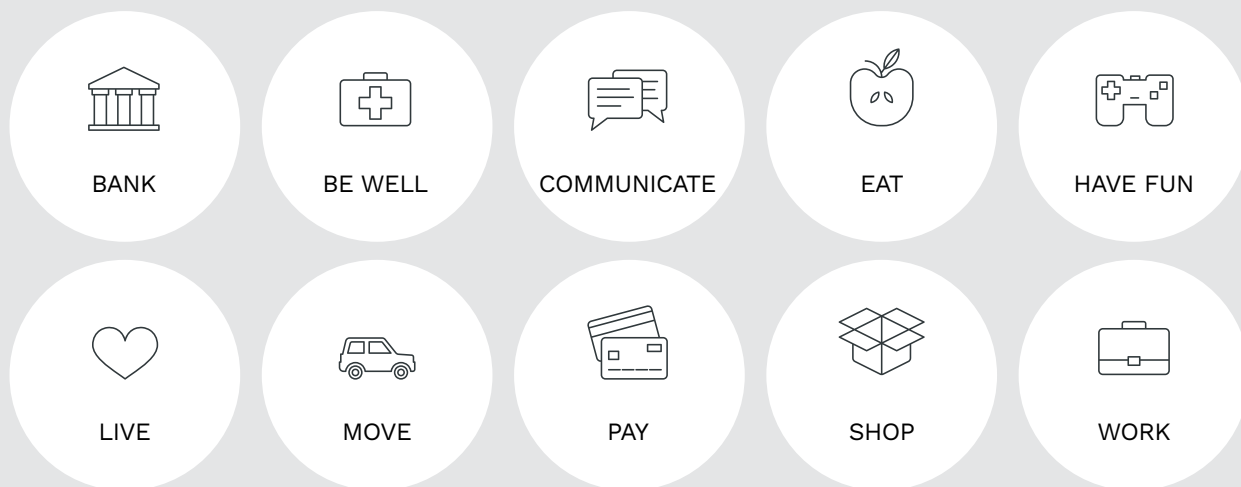
**This is what we learned.**

# 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 the pandemic 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 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 consumers' 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

- CONVENIENCE-SEEKERS**  
 These consumers are extremely interested in being able to aggregate/integrate all aspects of their lives online into a single super app.
- COMMERCE-SEEKERS**  
 These are consumers who are likely to want to aggregate/integrate data pertaining to their shopping, travel or entertainment preferences and activities into a single app, but who are also less likely than others to want to use that app to actually transact.
- FINANCIAL WELLNESS-SEEKERS**  
 These consumers are likely to want to aggregate/integrate data related to banking, money management and/or payments into a single super app to have access to that information and then, crucially, use that data to make/receive digital payments.
- WAIT-AND-SEE**  
 These consumers are likely to integrate just a few tasks from a limited area of their lives with a super app.
- NOT INTERESTED**  
 These consumers do not want to integrate any life area into a super app.

## Connected consumers and the devices that connect them

- BASIC-TECH**  
 These consumers use computers/smartphones primarily and exhibit low overall ownership of devices, possessing three devices on average.
- MAINSTREAM-TECH**  
 These consumers are computer/smartphone/tablet/smart TV/gaming console-dominant and own six to seven devices on average.
- INTEGRATED-TECH**  
 These consumers have all the devices that mainstream users have, but they also incorporate smart home and activity tracking devices into their ecosystems. They own 11 to 12 devices on average.

**PART I:**  
**Consumers aim to get more out of connected devices**

**Consumers added more and more connected activities to their daily routines.**

Watching livestreams, checking in on work after working hours, playing video games on their computers and communicating with their children via apps have all become core parts of consumers' daily routines.

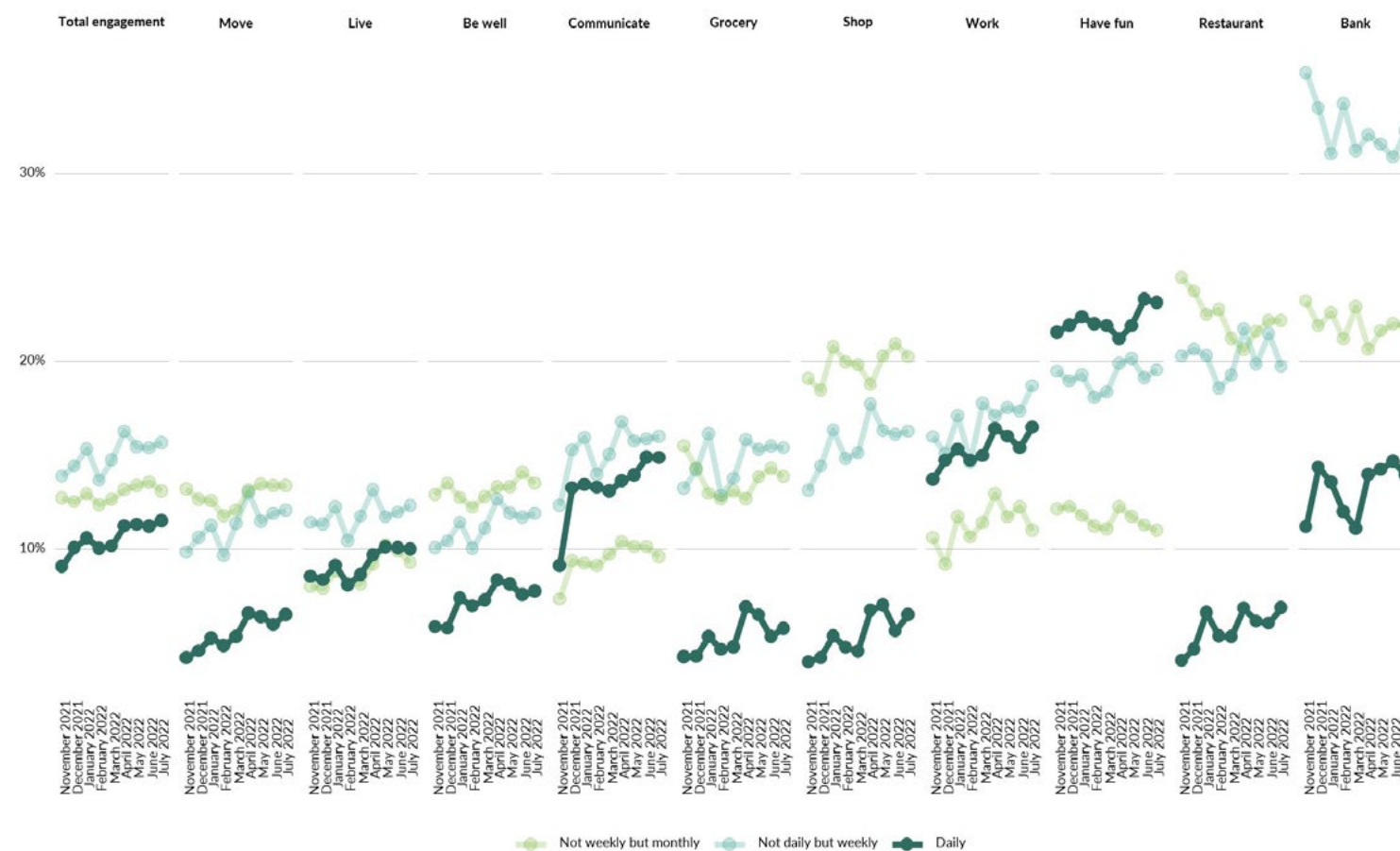
Daily digital engagement in the ConnectedEconomy™ is up 26% from November 2021, while weekly and monthly variation is up just 13% and 3%, respectively. This signals that consumers are engaging in more activities overall now than they did nine months ago, and it also suggests that they are engaging in many of those activities more frequently than they ever have.

In fact, consumers are engaging in each of the 10 pillars of the ConnectedEconomy™ more now than they did in November, and their daily engagement in the move and the work pillars has increased most of all.

Eleven percent of all workers checked in on work online remotely every day while on vacation in July, up 16% since April and up 103% compared to November 2021. In total, 14 million more consumers engaged in work-related digital activities daily in July 2022 than in November 2021.

Remote work also spiked in recent months, and 16% of employees worked online remotely daily from somewhere other than their homes in July — roughly 26 million more consumers than were doing so in November.

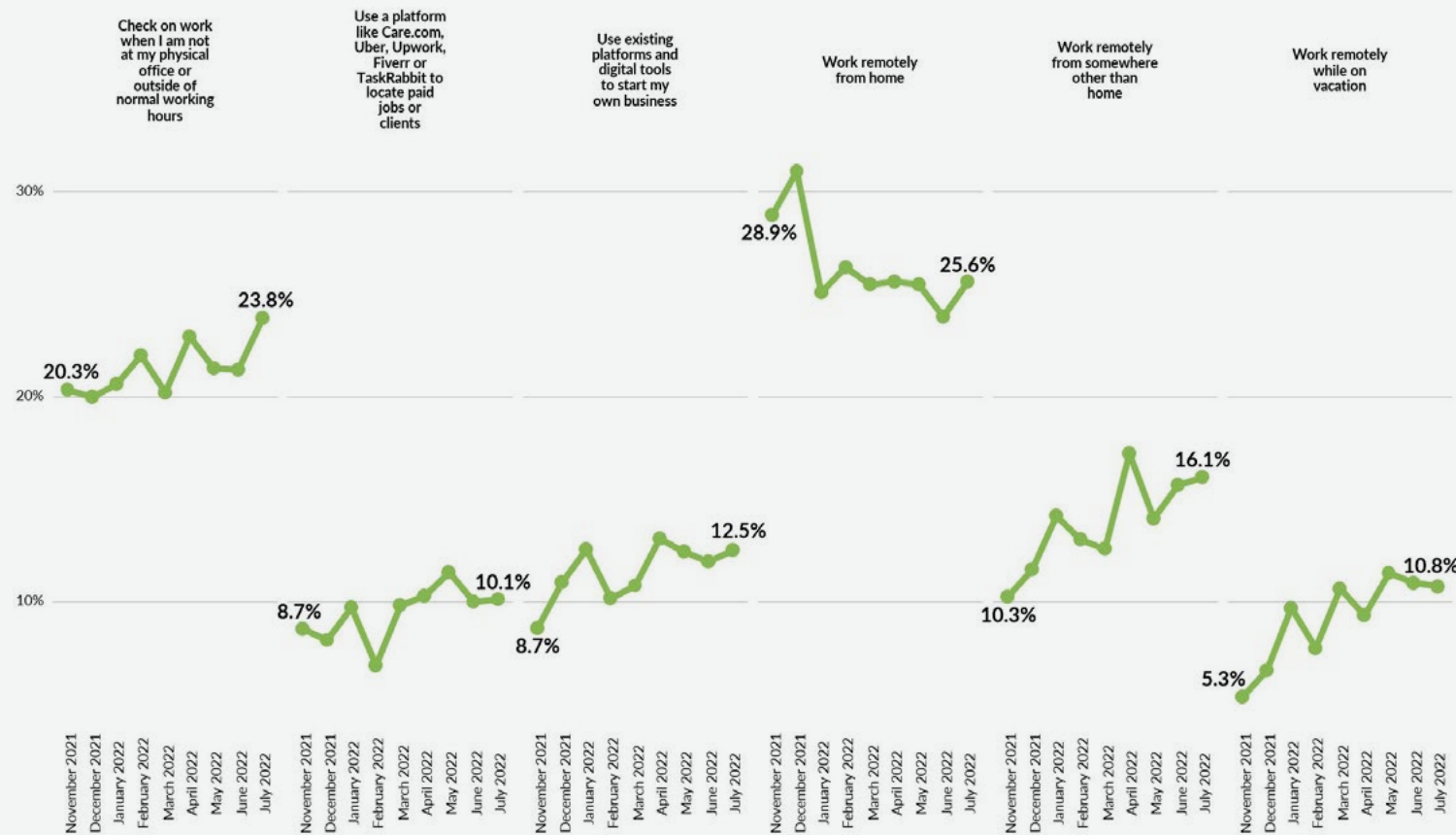
**FIGURE 1:**  
**DIGITAL ENGAGEMENT'S EVOLUTION ACROSS ALL PILLARS**  
 Average share of respondents engaging in activities related to each pillar daily, weekly and monthly



Source: PYMNTS  
 The ConnectedEconomy™ Monthly Report: The Work-From-Home Anywhere Summer Edition, September 2022  
 N = 2,736: Complete responses, fielded July 8, 2022 – July 14, 2022



**FIGURE 2:**  
**DAILY DIGITAL ENGAGEMENT IN WORK ACTIVITIES**  
Share of respondents engaging in activities related to the work pillar daily



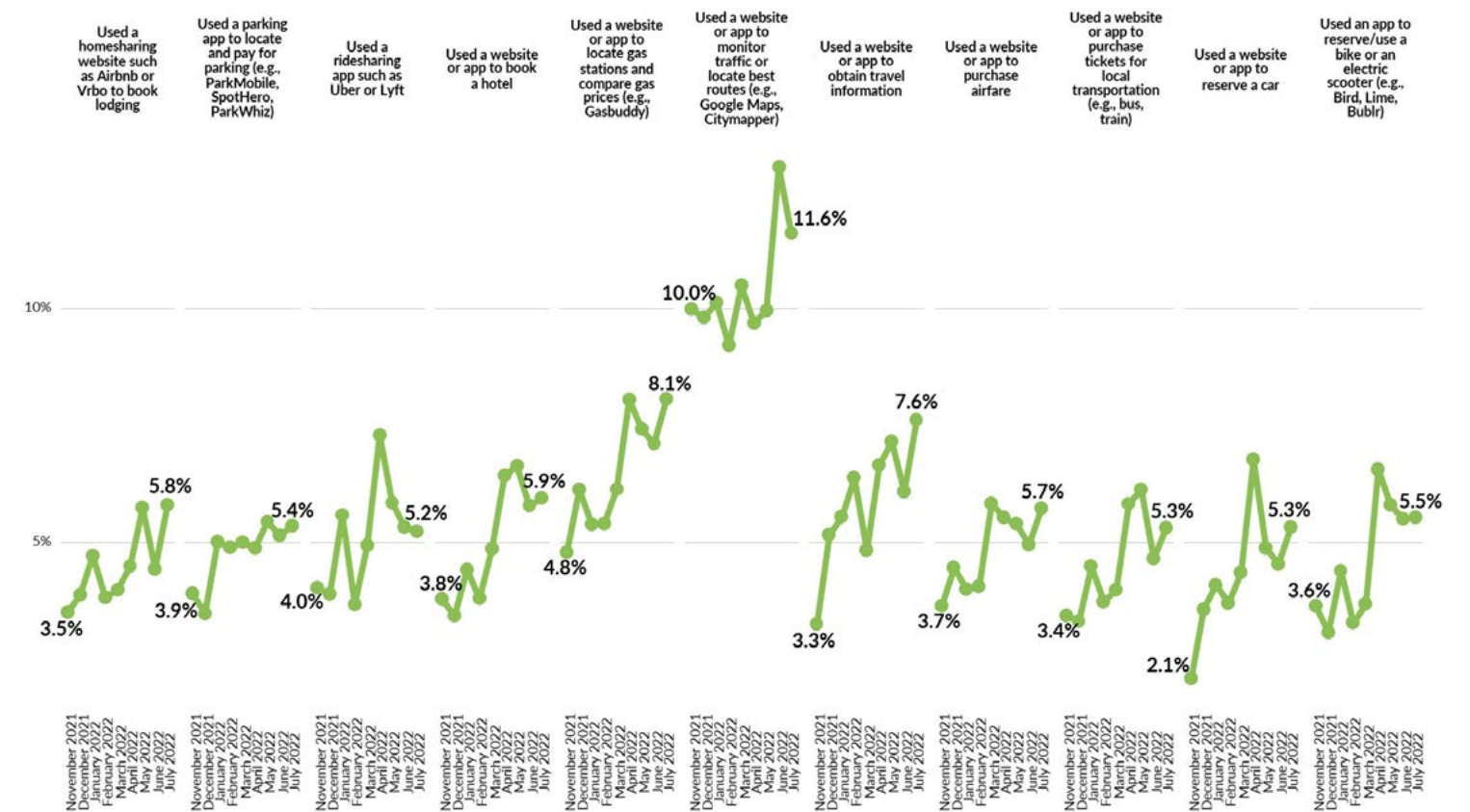
Source: PYMNTS

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Similarly, more consumers also engaged in travel- and transportation-related activities every day as warm weather continued. Daily usage of hotel-booking sites, car reservation tools and online travel information all spiked in May and remained high ever since.

Digital navigation tools were the most likely of all features to be used daily, with 12% of all consumers now using them every day — up 16% from November 2021. Using digital tools daily to obtain travel information doubled from the end of 2021, reaching 7.6% in July — a 130% increase from November.

**FIGURE 3:**  
**DAILY DIGITAL ENGAGEMENT IN MOVE ACTIVITIES**  
Share of respondents engaging in activities related to the move pillar daily



Source: PYMNTS

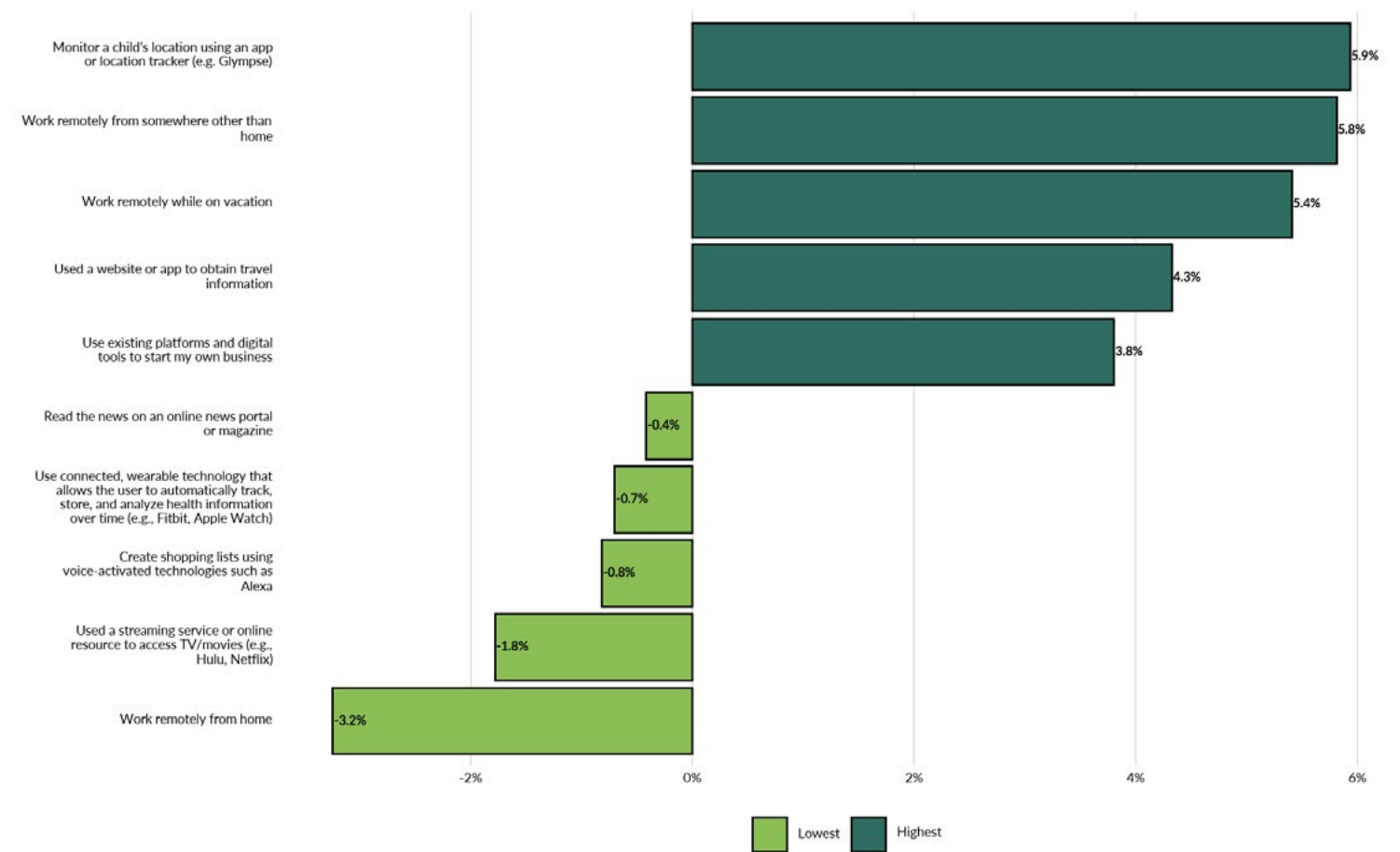
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PART II:  
**Consumers embraced the “work from anywhere” trend**

**A**s the summer months rolled on, consumers went out of their way to find places to work outside their homes. Three of the top five digital activities in which we have seen the greatest increase in engagement since November 2021 all pertain to working online. Thirteen million more consumers either worked remotely from outside their homes, worked on vacation or built their own businesses online than were doing so nine months ago. At the same time, 7 million fewer were working from home.

**24%**  
 SHARE OF CONSUMERS  
 WHO CHECK IN ON WORK  
 OUTSIDE OF NORMAL WORKING  
 HOURS EVERY SINGLE DAY

FIGURE 4:  
**TOP ACTIVITIES CONSUMERS HAVE ADDED OR REMOVED FROM THEIR DAILY ROUTINES**  
 Share of consumers who started or stopped engaging daily in select activities since November 2021



Source: PYMNTS  
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PART II:  
Consumers embraced the “work from anywhere” trend

## High-income workers were working on vacation, while mid-income consumers explored new places to work outside their homes.

Nine million more high-income workers worked on vacation, and 4 million more mid-income workers worked either on vacation or somewhere other than their homes.

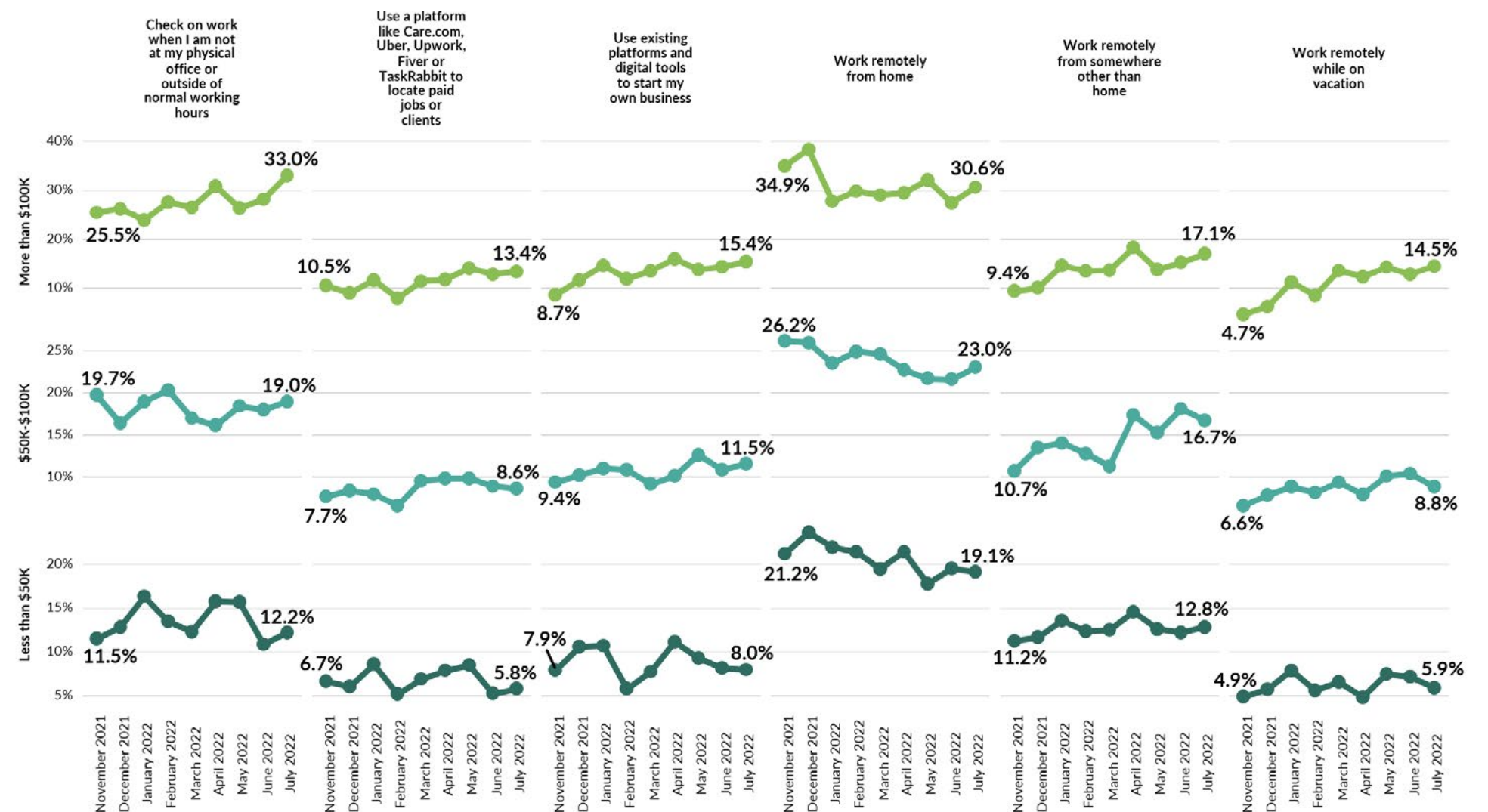
Consumers earning more than \$100,000 annually — those we call high-income consumers — were more likely than those in other income brackets to engage daily in every type of digital work activity we studied, whether working remotely from home, working from a cafe or restaurant or even starting their own businesses online.

Nevertheless, we saw engagement increase the most since November in working on vacation: 15% of high-income consumers worked during their vacations

every day last month — 208% more than did so in November 2021. The increases of mid-income consumers and low-income consumers were just 33% and 20%, respectively, over that same span.

Mid-income consumers also spent the summer taking their work outside their homes, but they did not do so while on vacation. Among consumers earning between \$50,000 and \$100,00 annually, 17% reported working online remotely from locations outside their homes.

FIGURE 5:  
**INCOME'S IMPACT ON DAILY DIGITAL ENGAGEMENT IN WORK ACTIVITIES**  
Share of respondents participating in select work pillar activities daily, by income



Source: PYMNTS  
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PART II:  
Consumers embraced the “work from anywhere” trend

## Workers living paycheck to paycheck were the most likely to stay connected to work after hours.

Twenty million more workers who live paycheck to paycheck and struggle to pay bills used the internet to check in on work after hours every single day than did so in November 2021.

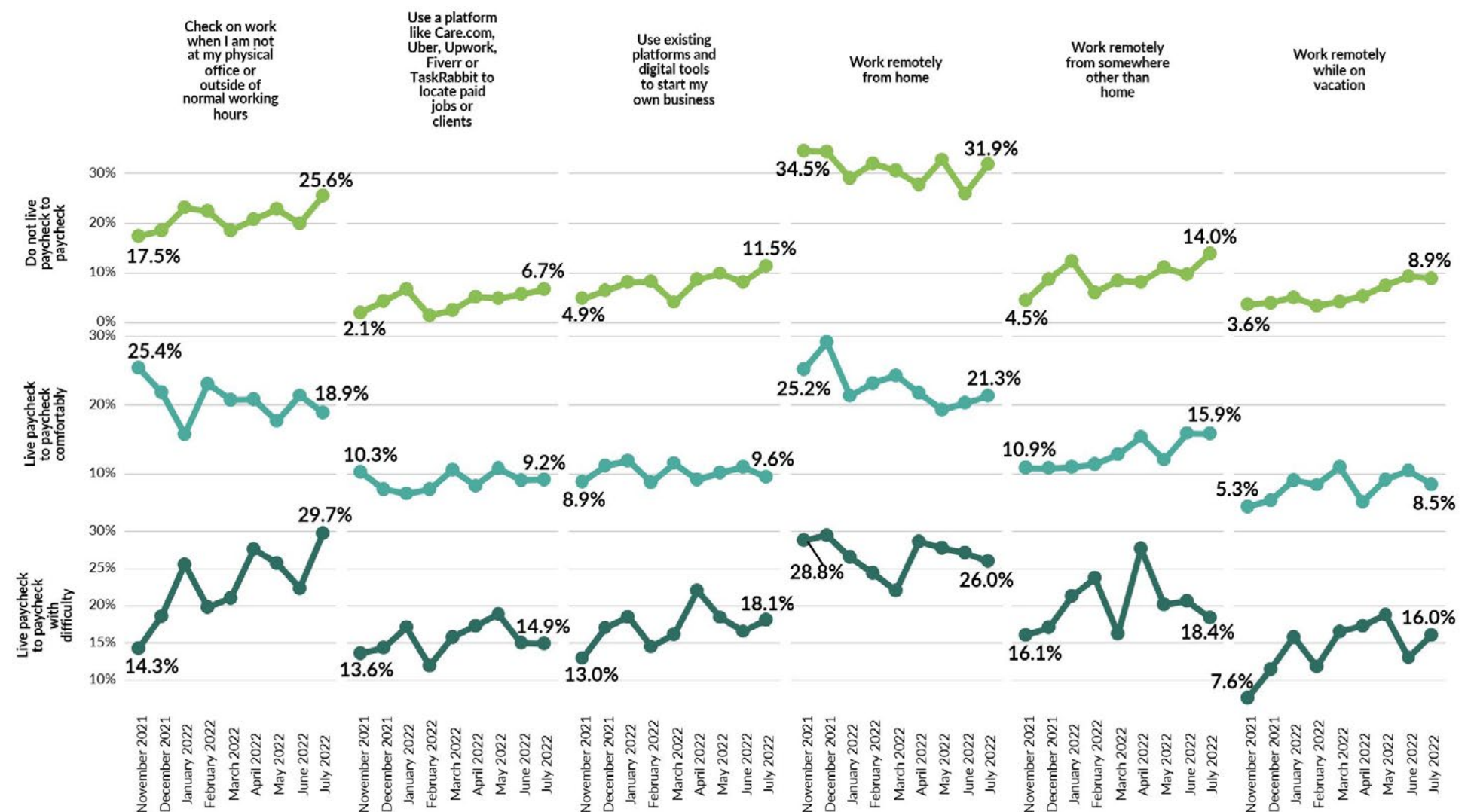
In total, 30% of workers who live paycheck to paycheck and struggle to pay their bills checked in on work after hours every day in July. This means 107% more financially struggling workers were checking in on work after hours every single day last month than did so in November 2021.

Moreover, workers who live paycheck to paycheck and struggle to pay their bills were nearly twice as likely to check on

work online after hours than they were to check in on work online during vacations, suggesting that the cost of traveling may have been too much for their budgets.

Among workers who live paycheck to paycheck but do not struggle to pay their bills, 19% reported checking in on work after hours last month, as did 26% of those who did not live paycheck to paycheck.

FIGURE 6:  
**FINANCIAL STABILITY'S IMPACT ON DAILY DIGITAL ENGAGEMENT IN THE WORK PILLAR**  
Share of respondents participating in select work pillar activities daily, by financial lifestyle



Source: PYMNTS  
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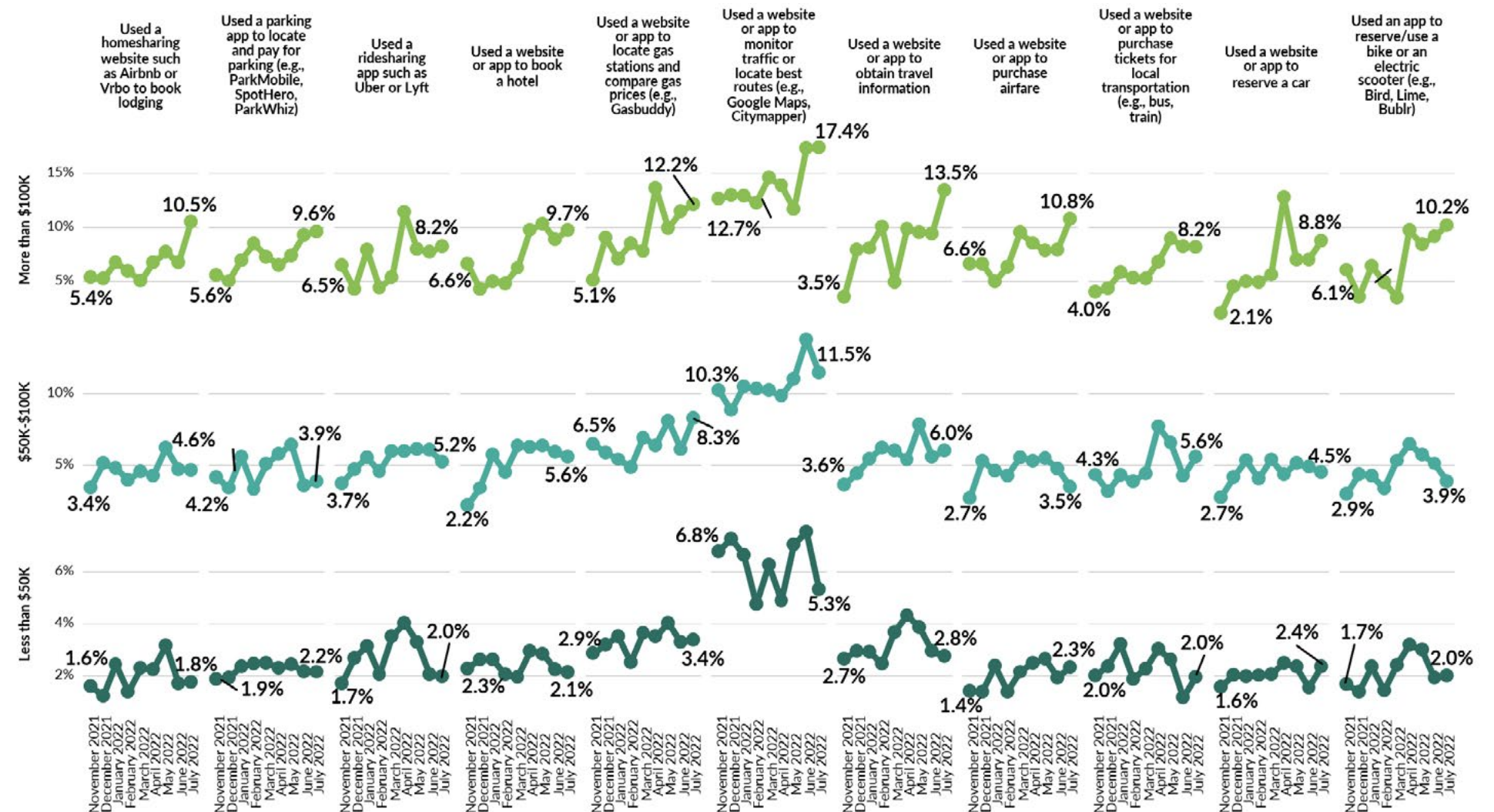
PART II:  
Consumers embraced the “work from anywhere” trend

## High-income consumers increasingly engaged in travel-related digital activities as they headed out on summer vacation.

Eleven percent of all high-income consumers — a projected 10 million individuals — engaged in digital travel and commuting tools every day last month. This was especially true for navigation tools and travel information sites and apps.

The most common digital travel activity in high-income consumers’ daily routines was using digital navigation tools; uses included both navigation and locating better gas prices. Seventeen percent of consumers in this income bracket used these tools every day. Only 12% of mid-income consumers and 5% of low-income consumers reported using digital navigation tools last month, by contrast.

FIGURE 7:  
INCOME’S IMPACT ON DAILY DIGITAL ENGAGEMENT  
IN THE MOVE PILLAR  
Share of respondents participating in select move pillar activities daily, by income level



Source: PYMNTS  
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## METHODOLOGY

The ConnectedEconomy™ Monthly Report is based on a survey of a census-balanced panel of 2,736 U.S. consumers conducted between July 8 and July 14 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 48 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 annual incomes 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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