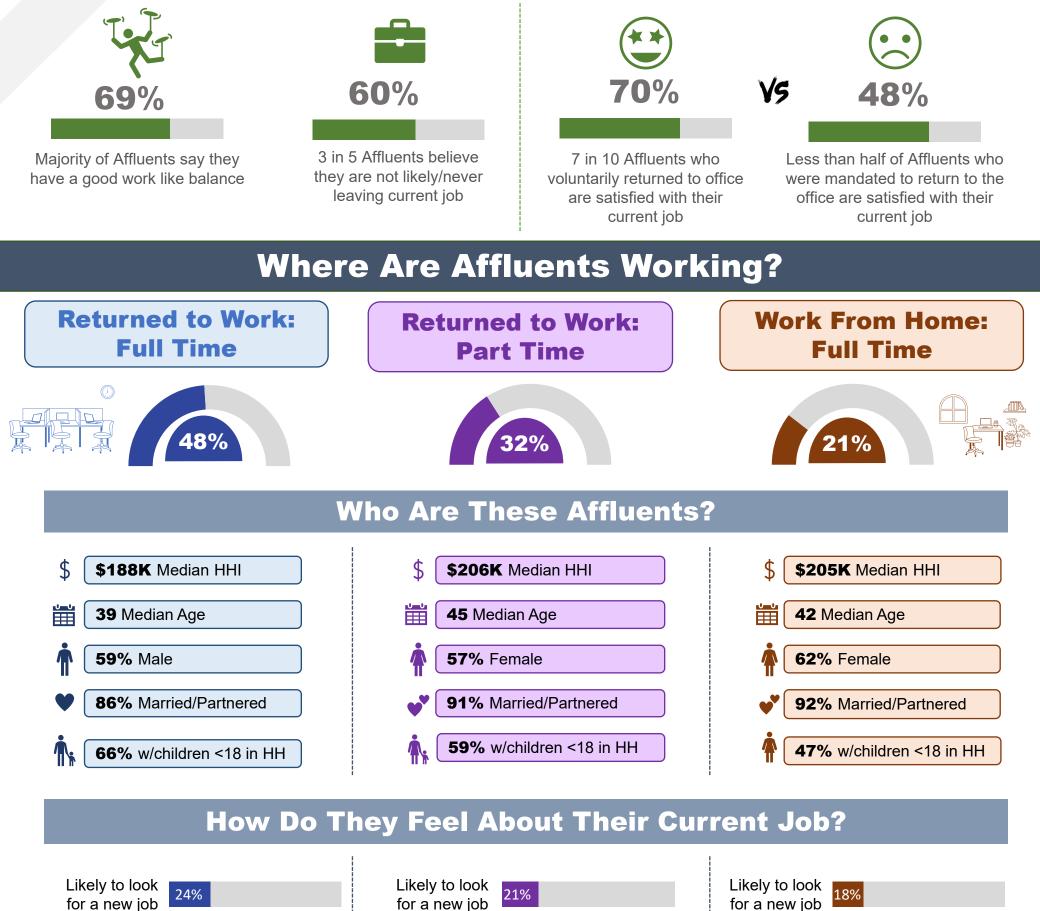
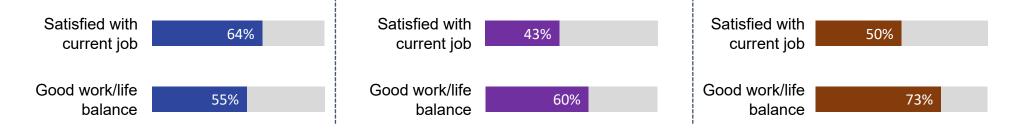
How Has Returning to Office Affected Affluents?



Working Attitudes of Affluents

Majority of Affluents have a good work/life balance – with many of them believing they are not likely to leave their current employment. Affluents who voluntarily return to office are considerably more likely to be satisfied with their job compared to those who were mandated to return.





When it comes to employment, Affluents require different spaces to thrive in their work and life environment, especially after the pandemic. The majority of Affluents have returned to the office either on a full-time or part-time basis - while 1 in 5 continue to work from home full-time. Many of those who have returned to the office full-time are doing it voluntarily. They typically have lower income but are younger and more satisfied with their current jobs compared to those who work from home. Allowing workers to choose what works best for their current life stage can lead to increased job satisfaction and a better work/life balance.

Source: Q3 Barometer 2023 Ipsos Affluent Survey USA, HH Income \$125K+

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