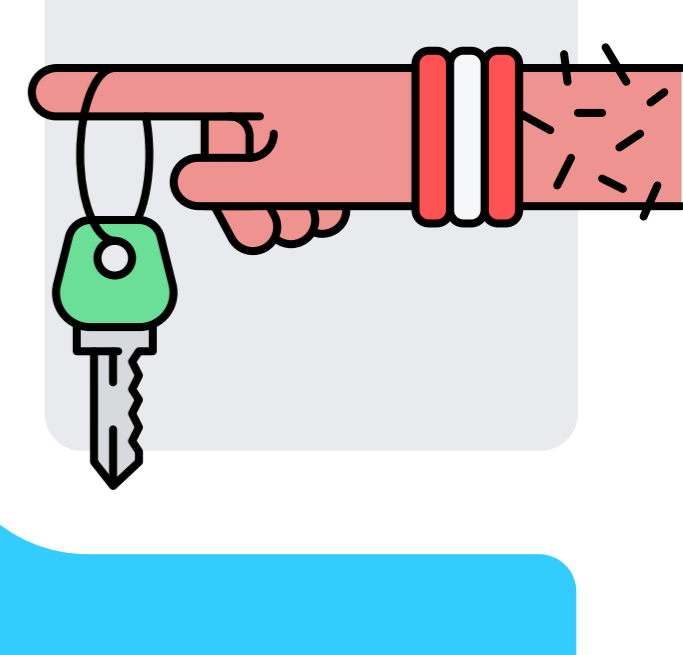


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# A New Breed of Retail Shoppers: Remote Workers

Shift to remote work fuels daytime drives, spontaneous retail visits

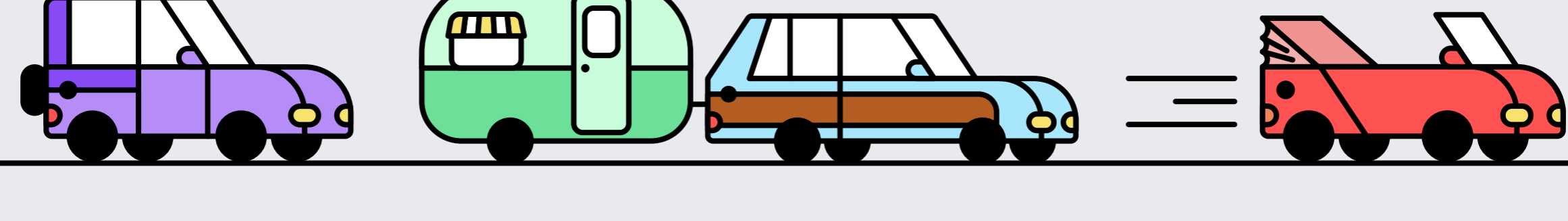
As work and home life merge as one, remote workers are hitting the road more during the work day.



For brick-and-mortar retailers, emerging work-from-anywhere habits bring new opportunities to draw shoppers into stores during historically quieter times.

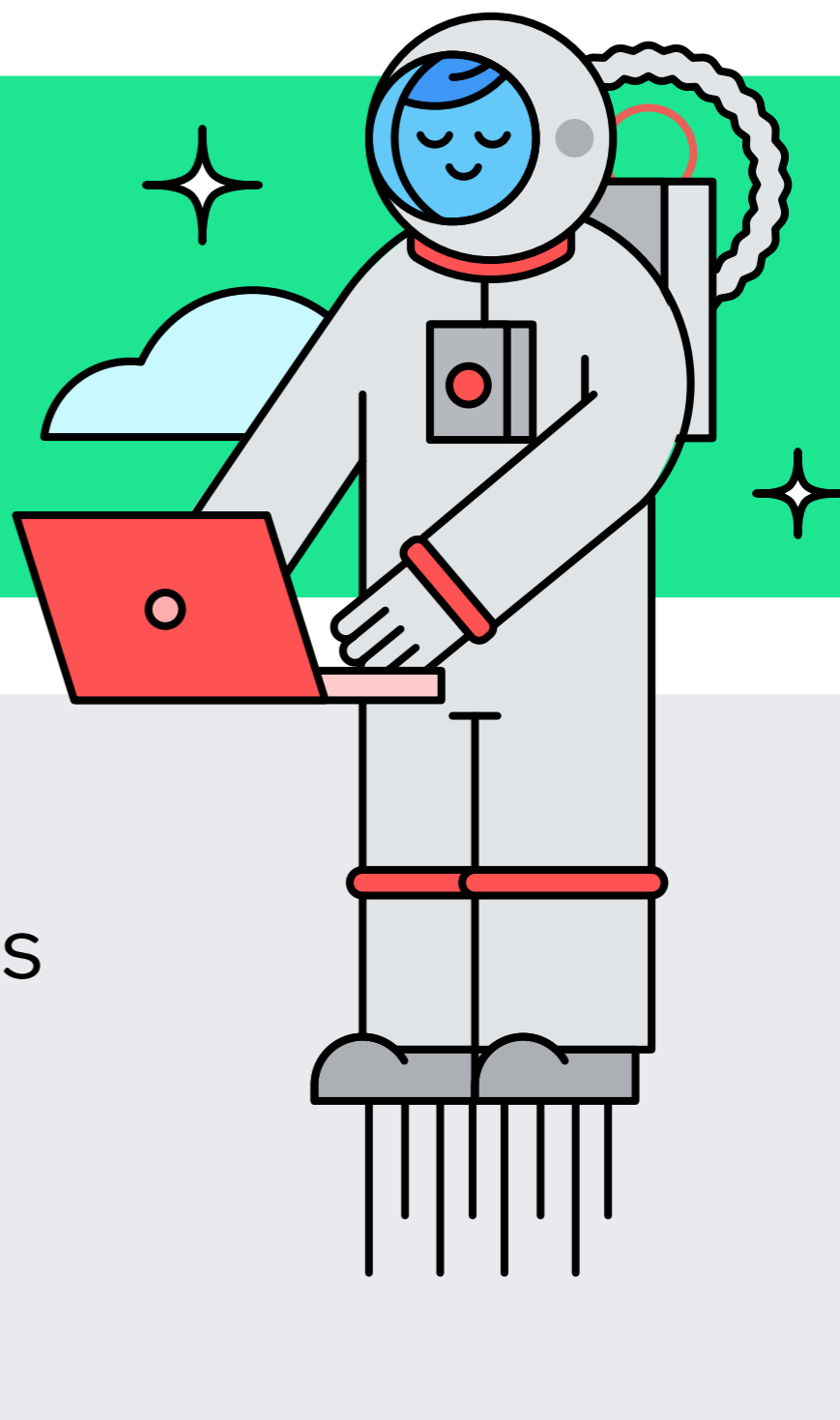
## Flexibility and autonomy fuel day drives

Billions of driving data showing 3 trends:



- People are driving more now than before the pandemic
- Old commuting routines are out the window
- They're driving faster and longer

## Rise of the digital nomad



Staycations and second homes set the stage for blended work and leisure routines

**78%**  
of consumers want to travel to alleviate pandemic stresses<sup>1</sup>

**77%**  
of travelers want to support local businesses while traveling<sup>3</sup>

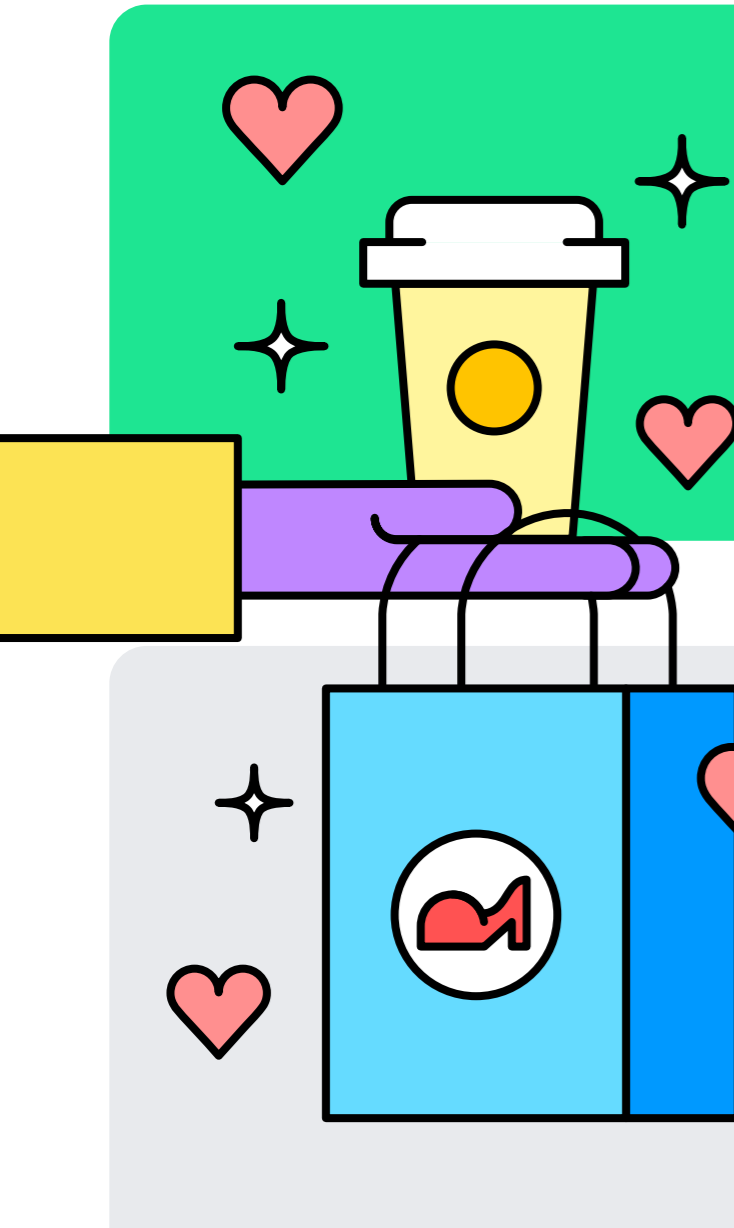
**54%**  
say the freedom to live and work while traveling is more compelling now<sup>2</sup>

**+ 14%**  
more trips to locations 75+ miles away in 2021<sup>5</sup>

**+ 71%**  
28-night minimum Airbnb bookings<sup>4</sup>

**+ 25%**  
more miles driven in trips 75 minutes or longer<sup>6</sup>

## Burnout ignites push for self-care



U.S. workers are among the most stressed in the world.

**57%**  
feel stressed on a daily basis<sup>7</sup>

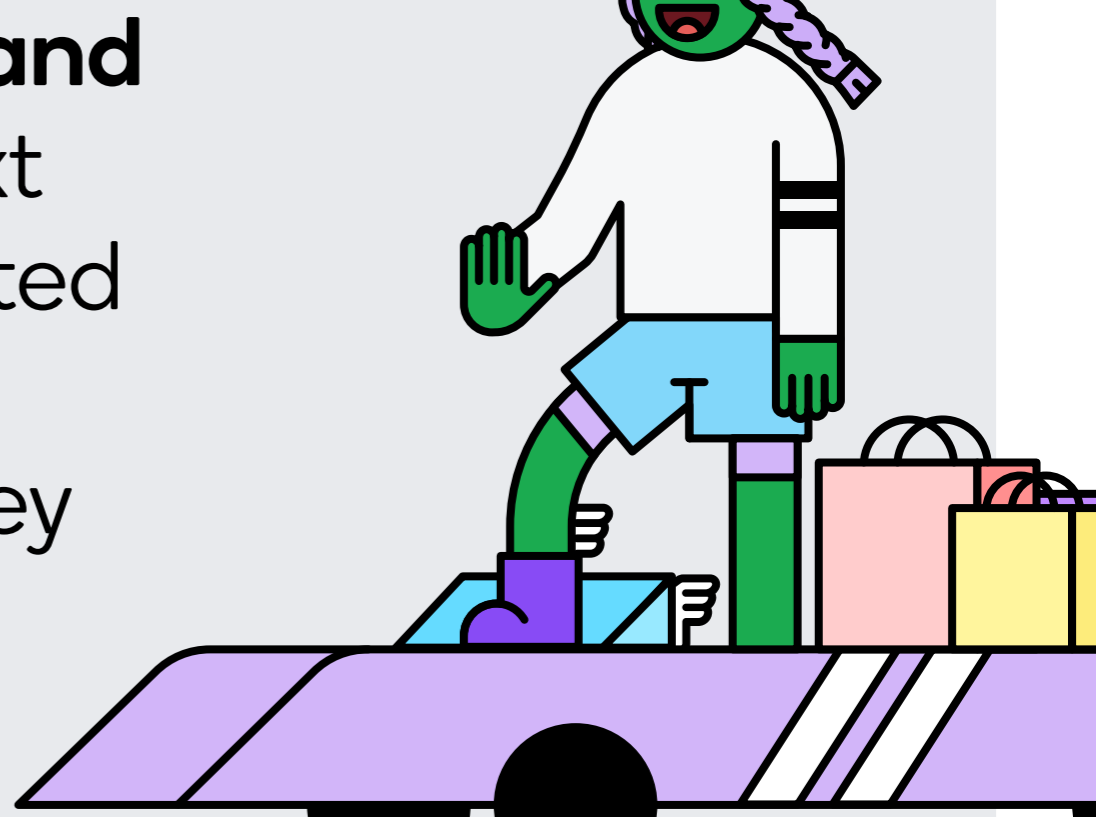
**73%**  
surveyed HR/benefits leaders report investment in behavioral health benefits<sup>8</sup>

Employer-sponsored wellness breaks grow more common<sup>9</sup>

- midday breaks
- days off for mental health
- shortened work hours

“On-the-go consumers in their cars represent a **critical — and largely untapped —** context for advertising, where targeted messages influence buyer behavior at the moment they are most **ready to act.**”

Forrester Consulting in a study commissioned by Waze<sup>10</sup>



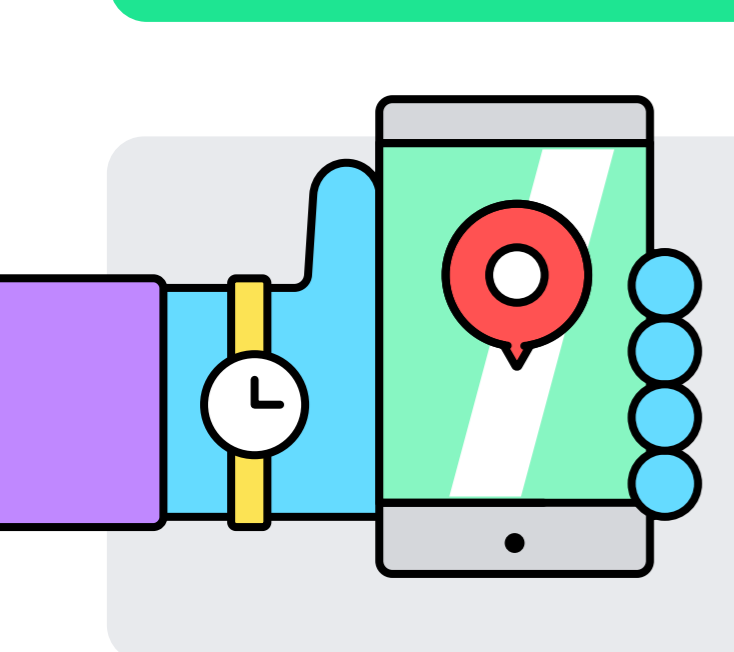
**3X** rate of investment in digital out-of-home by top brands<sup>11</sup>

**+ 9.1%**  
growth in sales volume<sup>12</sup>

**+ 18%**  
more navigations to retail on once a location goes on the Waze map<sup>14</sup>

**+ 8.3%**  
increase in size of sales<sup>13</sup>

## Use Drive Time to Your Advantage



Sway shoppers by showing up in decision-making moments, before they pull into a competitor's parking lot.

Learn how out-of-home advertising captures on-the-go shoppers at [waze.com/ads](https://waze.com/ads).

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<sup>1</sup> <sup>2</sup> <sup>3</sup> "Global Travel Trends Report." American Express, March 2021, <https://www.americanexpress.com/en-us/travel/discover/get-inspired/global-travel-trends>, Accessed 27 September 2021

<sup>4</sup> "Synchronos: Reset the clocks for burned out consumers." Trendwatching, July 2021, <https://info.trendwatching.com/make-shift/synchronos>, Accessed 9 October 2021

<sup>5</sup> <sup>6</sup> "Here's How Americans Are Returning to the Roads in 2021." Metromile, 15 April 2021, <https://www.metromile.com/blog/covid-19-pandemic-2021-driving-rebound/>, Accessed 27 September 2021

<sup>7</sup> "State of the Global Workplace." Gallup, June 2021, <https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx>, Accessed 10 October 2021

<sup>8</sup> "The State of Mental Health at Work in 2021." Lyra Health, 2021, <https://get.lyrahealth.com/state-of-mental-health-report.html>, Accessed 9 October 2021

<sup>9</sup> "America's workers are exhausted and burned out — and some employers are taking notice." The Washington Post, 29 June 2021, <https://www.washingtonpost.com/business/2021/06/28/employee-burnout-corporate-america/>, Accessed 9 October 2021

<sup>10</sup> <sup>11</sup> <sup>12</sup> <sup>13</sup> "Intercept Consumers On The Go With Digital Out-Of-Home Advertising." Forrester|Waze, April 2020, <https://www.waze.com/ads/article/forrester-tilp/>, Accessed 9 October 2021

<sup>14</sup> Waze Internal Data, 2021