

The Weekly Listen: Virtual Water Coolers, Frugal Consumers, and Instagram on Facebook

AUDIO |

Mark Dolliver, Blake Droesch and Paul Verna

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio at Insider Intelligence Paul Verna discuss how to recreate those water cooler moments in the digital world, how much Super Bowl LV commercials are going for, watching Instagram Stories on Facebook, parents' more positive view of devices, the number of Facebook Watch viewers, the difference between frugal and cheap, what you didn't notice about that double rainbow, and more.

What Are the Most Important Reasons for US Office Workers to Go Into the Office After the Coronavirus Pandemic?

% of respondents, May 2020

Impromptu face-to-face interaction	54%
Scheduled meetings with colleagues	54%
Socializing with colleagues	54%
To be part of the community	45%
Access to technology	44%
Scheduled meetings with clients	40%
To focus on my work	40%
Professional development/coaching	33%
Access to amenities	29%

Source: Gensler, "US Work from Home Survey 2020," May 26, 2020

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