



# Lasting Transformation

How the Pandemic Is Changing Americans' Priorities

Special report:  
Workers Taking Alternative Paths

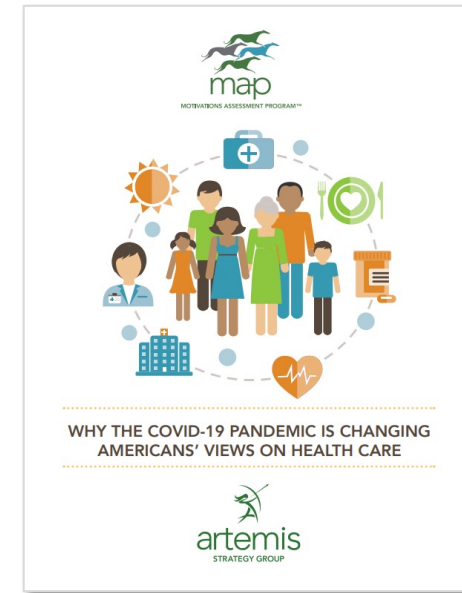


2021 ARTEMIS STRATEGY GROUP  
Motivation Assessment Program™ (MAP)

January 2022

# The 2021 Lasting Transformation Map Study

**Artemis Strategy Group** conducted a national study in August 2021 with over 1,500 Americans to assess how the COVID-19 pandemic has changed their priorities and how they approach their relationships, work, financial and health decisions.



This study is the 5<sup>th</sup> in a series of MAP studies (2013, 2016, 2019, and 2020) that Artemis has conducted to probe deeply into people's goals, actions, barriers and motivations.

An interesting group emerged from the pandemic: Workers who took control of their work situation by switching to freelancing or “gig” work, shifting to self-employment or starting a new business.

These workers are more more likely to be male, younger, non-white, and college educated. They are more likely than other workers to have:



Experienced more challenges during the pandemic



High aspirations for seeking and protecting their resources



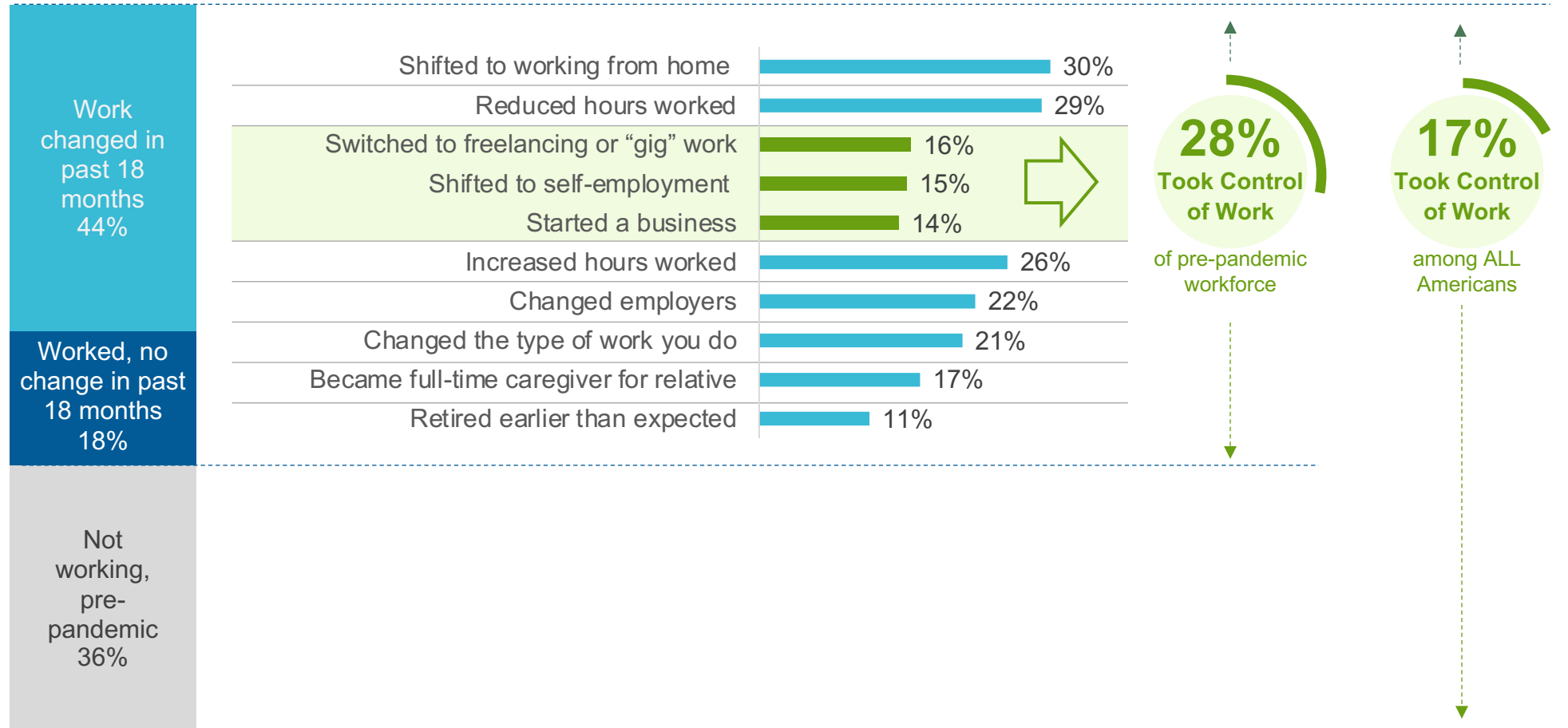
Made significant life changes such as becoming more involved in issues or starting something new



A positive outlook about actions they have taken, such as staying on top of their finances, or working on their emotional well being

Nearly three in ten working Americans shifted to employment that was more in their control during the pandemic.

### Made change to work status or job type in past 18 months



Base: Total (N=1542)

M5N2: Which of the following best describes your work experience during the peak of the COVID-19 pandemic when stay at home orders were in effect in most places across the U.S.?

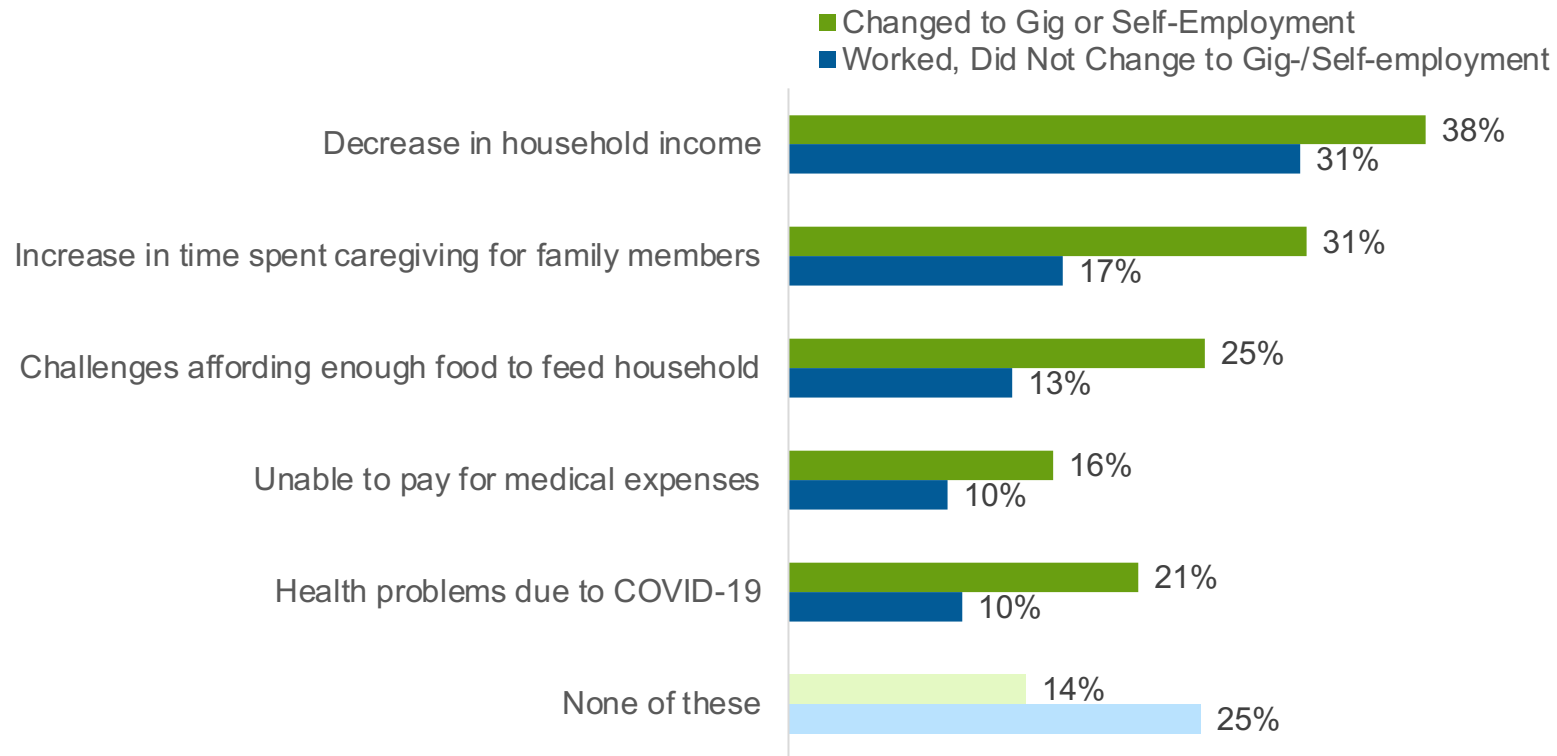
Base: Working prior to start of pandemic (N=963)

M5N3: During the past 18 months, did you consider or make any of the following lasting changes to your work status or job type? For each row, please indicate whether you made the change, considered it only, or did not consider.

**28%**  
Took Control  
of Work  
of pre-pandemic  
workforce

These workers experienced more challenges during the pandemic than those who did not make a change, which likely spurred them into action.

### Challenges Experienced During the Past 18 Months



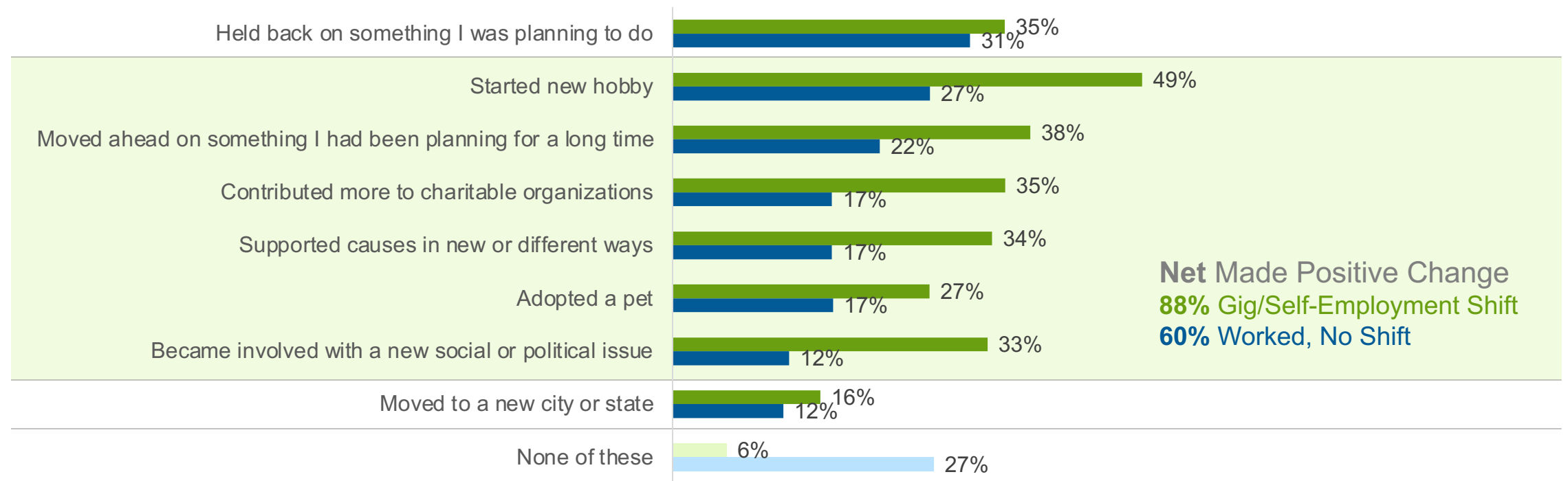
Base: Worked during pandemic and shifted to gig or self-employment (N=265); Worked during pandemic but did not shift to gig or self-employment (N=698)  
M5R12. Which of the following, if any, did you experience in the past 18 months?

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Nearly nine in ten workers who took control made at least one personal positive change in the past 18 months.

### Changes Made During the Past 18 Months

■ Changed to Gig or Self-Employment



**Net Made Positive Change**  
88% Gig/Self-Employment Shift  
60% Worked, No Shift

Base: Worked during pandemic and shifted to gig or self-employment (N=265); Worked during pandemic but did not shift to gig or self-employment (N=698) M5N6. Which of the following, if any, changes did you make in the past 18 months?

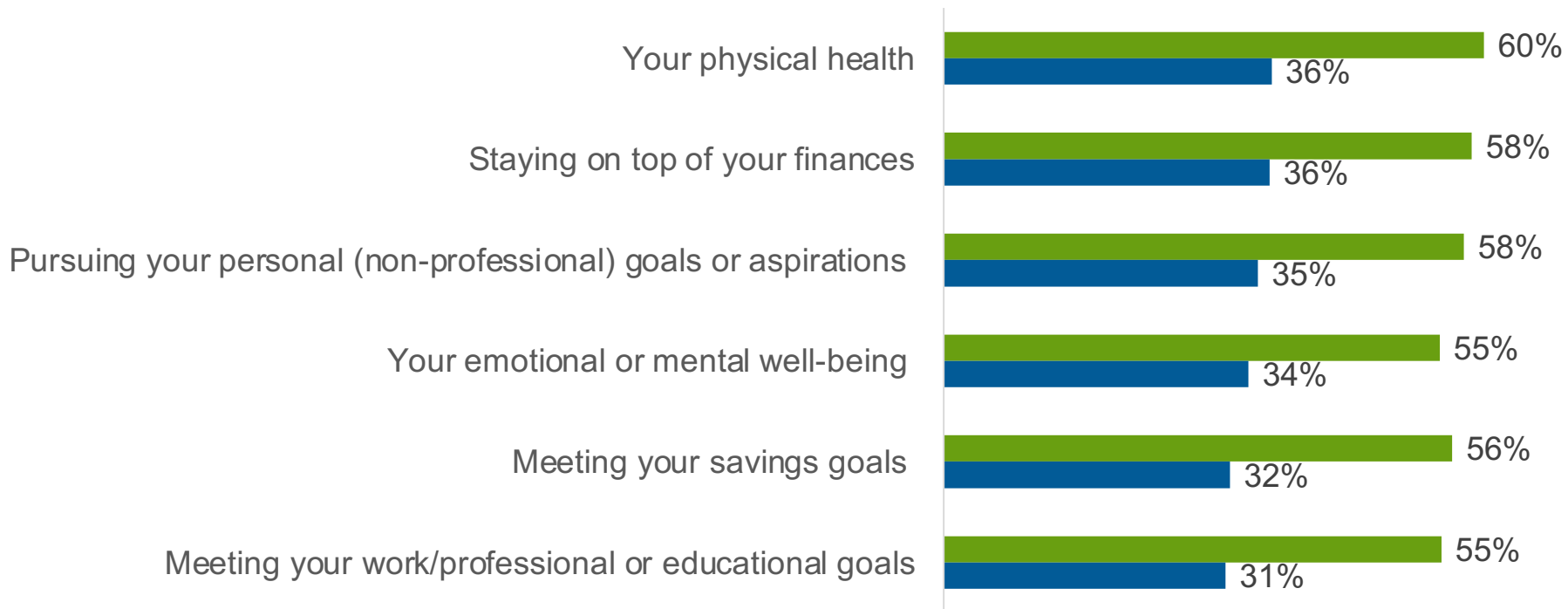


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The 28% who took control of work also took control over multiple aspects of their lives, and they are feeling good about it.

### “Doing Better” on Aspect of Life Compared to 18 Months Ago

■ Changed to Gig or Self-Employment  
■ Worked, Did Not Change to Gig-/Self-...

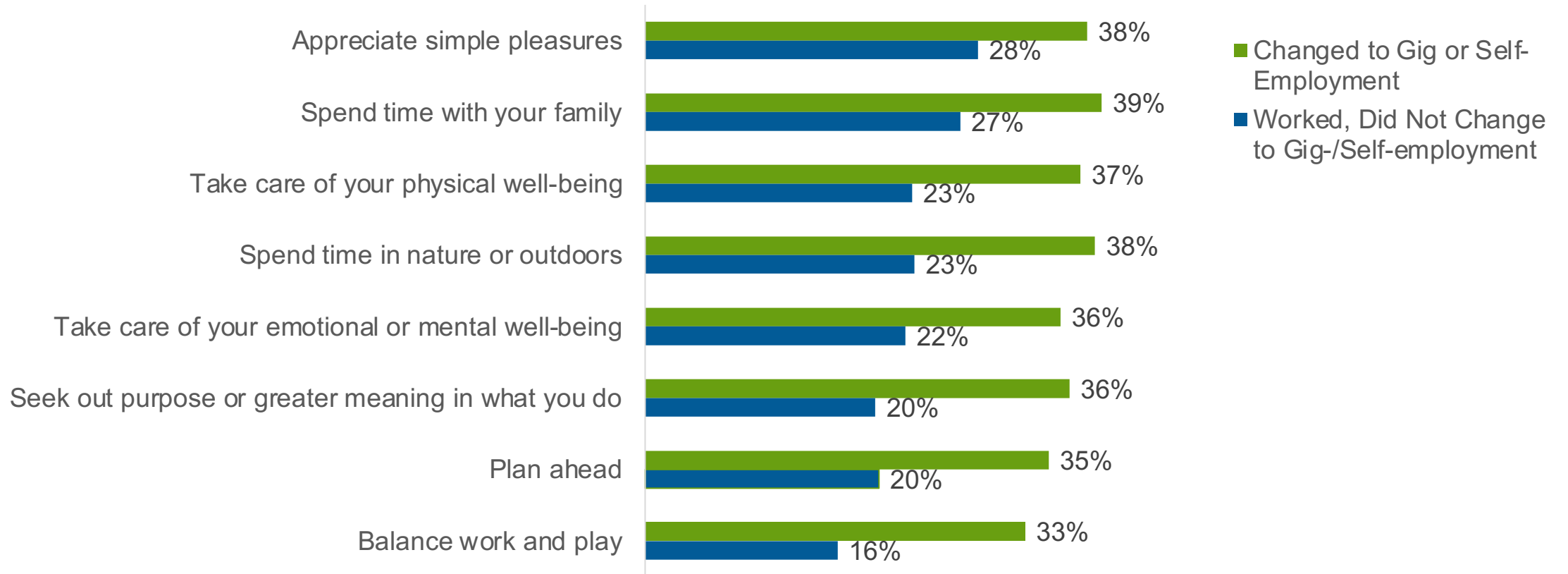


Base: Worked during pandemic and shifted to gig or self-employment (N=265); Worked during pandemic but did not shift to gig or self-employment (N=698)  
M5N10: Thinking about these various aspects of your life now (in 2021) as compared to 18 months ago, before the COVID-19 pandemic, would you say you are doing better, worse, or the same on each of the following?  
BETTER THAN BEFORE

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workforce

These workers are now more likely to spend time on positive, enjoyable aspects of their lives, as well plan ahead and take care of their well-being.

**Compared to Pre-pandemic, Much More Likely to...**



Base: Worked during pandemic and shifted to gig or self-employment (N=265); Worked during pandemic but did not shift to gig or self-employment (N=698)  
M5N11. Would you say you are more, less, or equally likely to do each of the following as compared to 18 months ago, before the COVID-19 pandemic? MUCH MORE LIKELY



# What has had the biggest permanent impact on your life?



*“Realization that I had to create my own work rather than work for a company.”*

*“Deciding to start a small business at my age.”*

*“It has made me realize how self sustainable and confident in my abilities I am. It has taught me to be myself and do what is right for ME.”*

*“I was able to stand on my own two feet and it was great for me.”*

*“This time during lockdown gave me the break I needed to clear my mind and truly focus on the route my life has to take.”*



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