

Lasting Transformation

How the Pandemic is Changing Americans' Priorities

SPECIAL SEGMENTATION REPORT



STUDY OVERVIEW:

A Holistic Approach

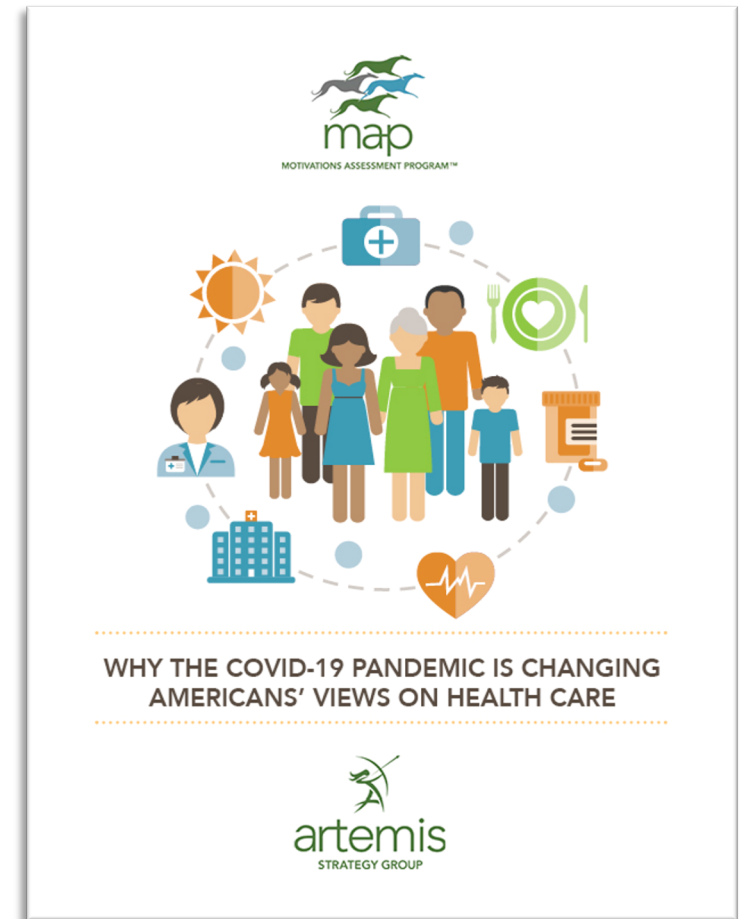
Changes wrought by the COVID pandemic have **affected the lives of most Americans in a multitude of ways.**

We use our primary motivation research to **assess how the pandemic has changed us.**

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 changed their priorities and how they approach their relationships, work, financial and health decisions.



This study is the 5th in a series of MAP studies (2013, 2016, 2019, 2020 and 2021) that Artemis has conducted to probe deeply into people's goals, actions, barriers and motivations.

LASTING TRANSFORMATION:
Comprehensive Impact

OVERALL IMPACT OF COVID-19 (Past 18 Months)

Substantial and permanent

27%

Substantial but has returned to normal

35%

Minimal

38%

**NEARLY
TWO-THIRDS**

say the pandemic
has substantially
impacted their lives



Segmentation

To better identify and understand this range of experience, we conducted a segmentation analysis.

THE INPUT INCLUDED QUESTIONS ACROSS FOUR DIMENSIONS



WORK

Changes in work status, type of work, amount of work due to Pandemic



LIFESTYLE

Changes in lifestyle, perspective, and ability to pursue personal goals due to the Pandemic



HEALTH

Changes to physical and mental health due to the Pandemic



FINANCIAL

Changes to financial situation due to the Pandemic

GETTING TO KNOW

The Four Experience Segments

35%

SURVIVED

† The pandemic was a major blow to financial stability, physical and mental health, and they are **much worse off than before.**

29%

UNAFFECTED

† Largely insulated from the negative impact of the pandemic despite the inconveniences, **not much changed for this group** of mainly retired Americans.

20%

ADAPTED

† All aspects of life up-ended by the pandemic and they made sweeping professional and personal changes. **Their lives are better for it across all dimensions.**

17%

THRIVED

† Not directly negatively impacted by the pandemic; they changed priorities and made some lifestyle changes. **Are doing just as well or better than before.**





35%

SURVIVED

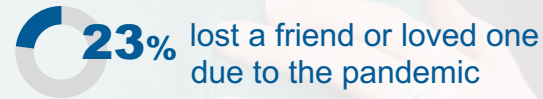
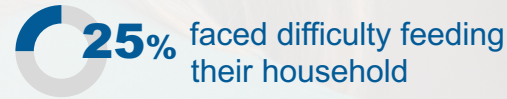
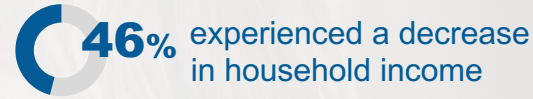
The pandemic hit one in three Americans hard and while they survived, they are still struggling to recover from a confluence of financial, mental and physical stressors.



“Worked for a school that was shut down. Went back but hours were reduced. Staffing had shortages so I was put in a position that was not my job field. So, I quit because it wasn’t worth what I was paid.”

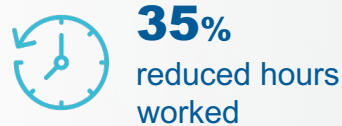
IMPACT OF PANDEMIC: Substantial

Challenges Faced



Response to Pandemic

CHANGES TO WORK



CHANGES TO LIFESTYLE



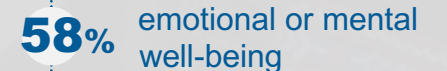
Survivors feel more:

- ✓ Grateful
- ✓ Vulnerable
- ✓ Overwhelmed
- ✓ Anxious
- ✓ Uncertain
- ✓ Weary

Outcome



Compared to pre-pandemic, doing worse:





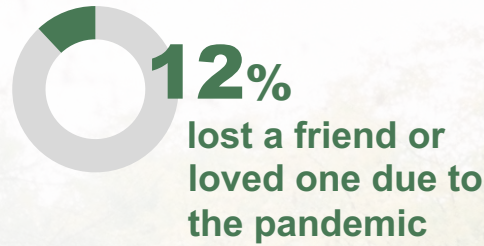
UNAFFECTED

The pandemic had a minimal impact on the lives of the unaffected, the majority of whom are tired of hearing about COVID and just want to live their lives.

“I have nothing else to do but just wait out until things get back to normal.”

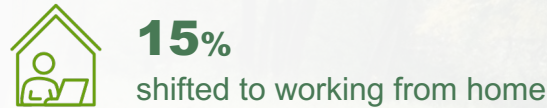
IMPACT OF PANDEMIC: Minimal

Challenges Faced

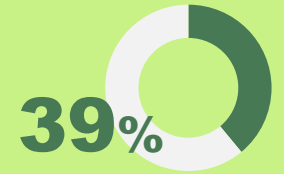
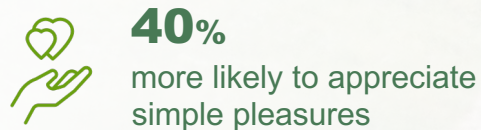


Response to Pandemic

CHANGES TO WORK



CHANGES TO LIFESTYLE



of the Unaffected feel...

✓ Grateful

Outcome



Portion doing same versus pre-pandemic:

89% work/professional goals

79% physically

72% financially

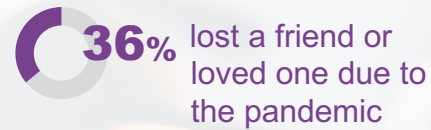


ADAPTED

The pandemic turned the lives of many working families upside-down. The Adapted segment was affected across all aspects of their lives and responded by making major changes. The shift seems to have worked: the adapted are happier and feel they have a better work-life balance than before.

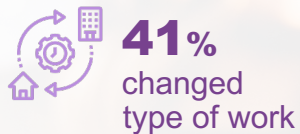
“I don’t want anxiety to take valuable years of my life. I resist and try to live a meaningful life.”

Challenges Faced

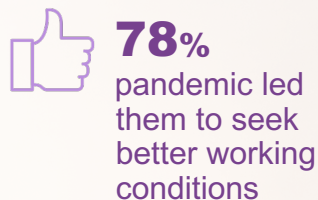
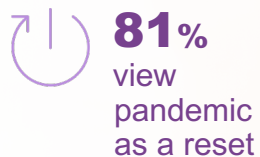


Response to Pandemic

CHANGES TO WORK



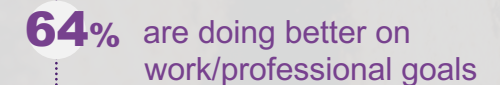
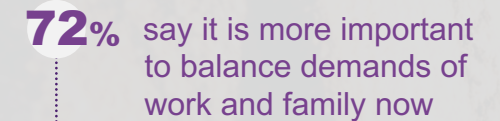
CHANGES TO LIFESTYLE



The Adapted feel more:

- ✓ Adaptable
- ✓ Nurturing
- ✓ Grateful
- ✓ Resilient
- ✓ Focused
- ✓ Driven

Outcome





17%

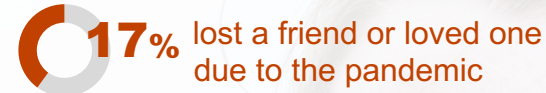
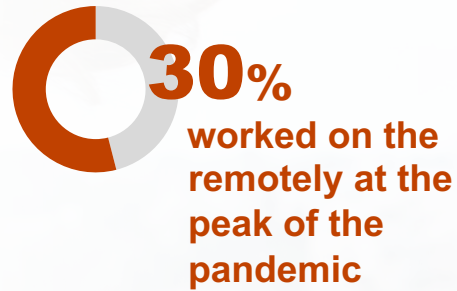
THRIVED

The financial and health impact of the pandemic on the Thrived segment was minimal. The big impact was on lifestyle adjustments which ultimately seem to have improved their lives.

“Covid makes me feel that we can't take a day for granted. Need to be healthy and enjoy best we can.”

IMPACT OF PANDEMIC: **Minimal**

Challenges Faced

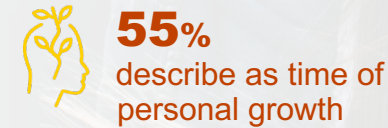
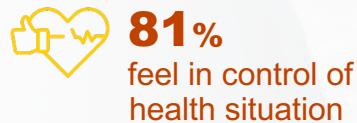


Response to Pandemic

CHANGES TO WORK



CHANGES TO LIFESTYLE



Thrivers feel more:

- ✓ Focused
- ✓ Grateful
- ✓ Resilient
- ✓ Adaptable
- ✓ Nurturing
- ✓ Patient

Outcome



Portion doing better versus pre-pandemic:

- 79%** pursuing their personal goals or aspirations
- 64%** meeting their savings goals
- 55%** work/professional goals

Observations

ABOUT THE SEGMENTS



We are struck by the significant **size of the groups who have dealt with serious setbacks** during this time period.



The **serendipity by which people were impacted by the pandemic is important to understand;** the Adapted and Survivor groups each are demographically diverse.



The size and diversity of the Adapted group is encouraging; the **transformation has been a decidedly positive one for many.**

WHICH OF THE FOUR EXPERIENCE SEGMENTS

*are you most
likely to be in?*

TAKE OUR QUIZ TO FIND OUT

artemisstrategygroup.com/pandemic-experience-quiz



If you would like more information please contact Anne Aldrich:

aaldrich@artemissg.com