

September 2022

Re-Setting Priorities: The Pandemic's Lasting Effects on Americans



The pandemic reshaped lives

Lasting Effects

- Momentous economic and social changes in the pandemic period have **reshaped Americans' work and personal lives**
- For many Americans, the **changes are permanent**, particularly on the personal side



Catalyst for a lasting reset

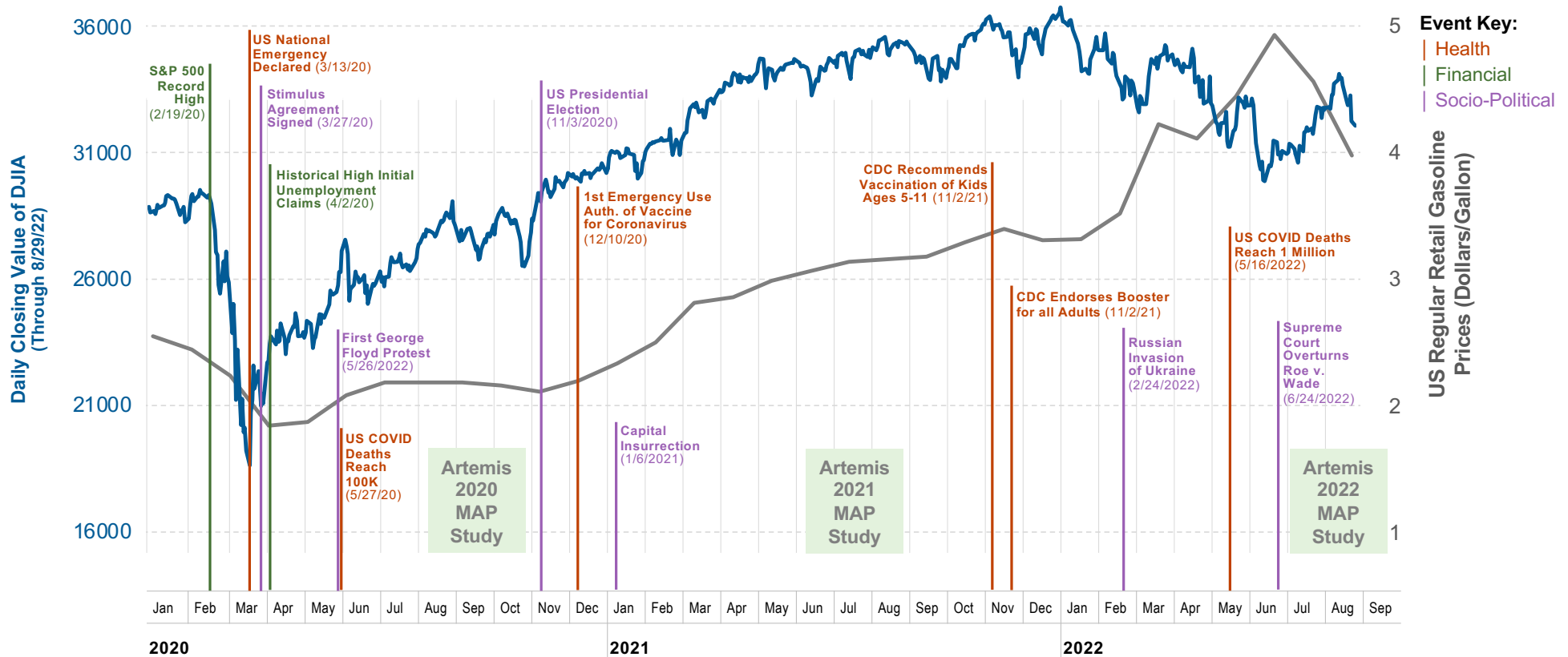
Silver Linings

- ◇ While there have been many personal losses in these past two years, there has also been **lasting positive impact for a broad cross section of Americans**
- ◇ The outcome leads nearly **seven out of 10 Americans to increased attention to financial or health matters**
- ◇ More broadly, the period was a **holistic reset for many** who now have better relationships, greater purpose and broader satisfaction with their work/life balance

Implications for Business Leaders

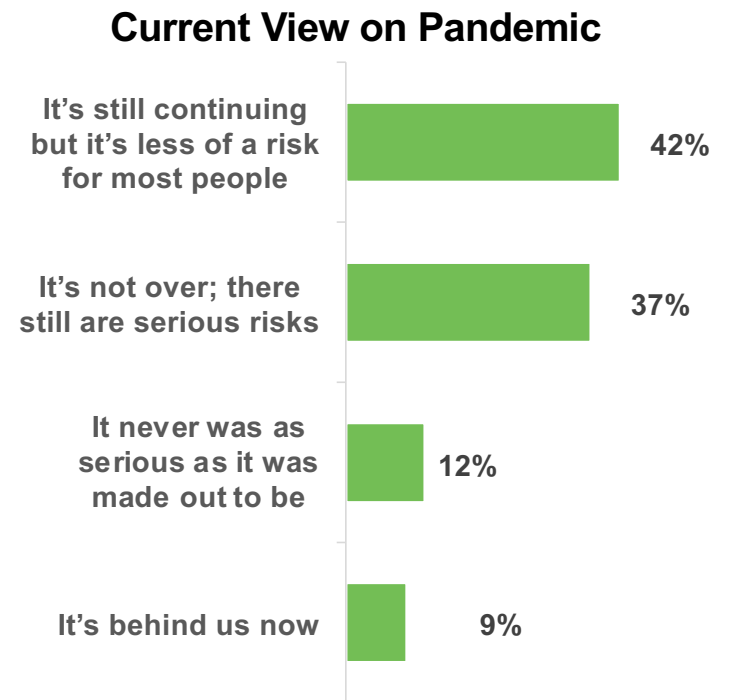
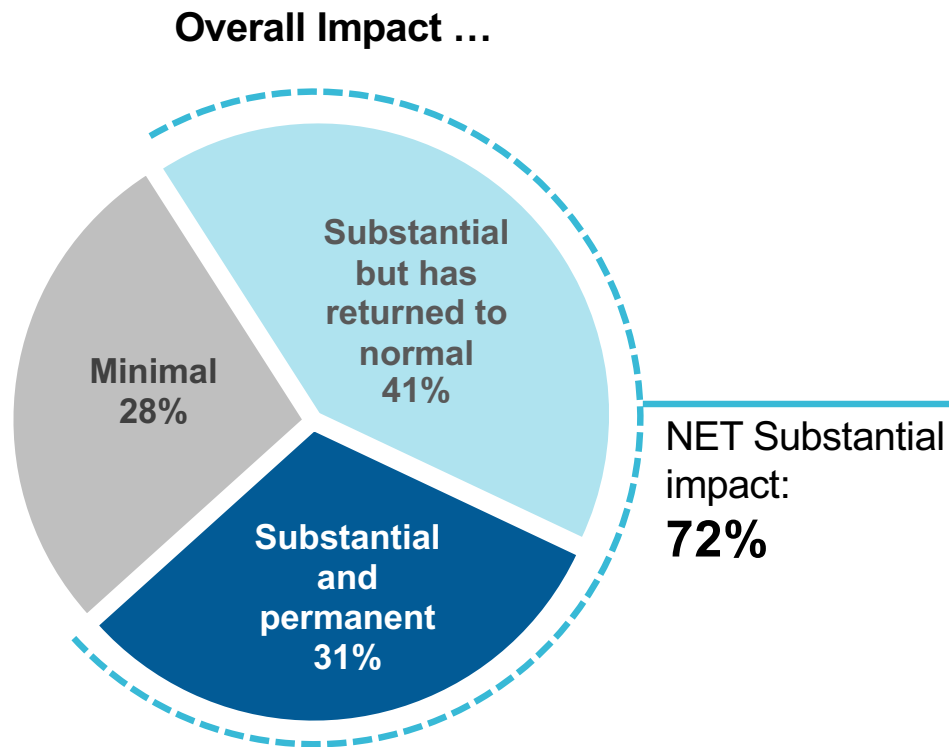
- ✓ *Consider which segments of the population benefitted most and least and how their needs can be met in the post-pandemic period*
- ✓ *Identify ways to channel increased attention to financial and physical health to lasting positive behavioral changes*

An extraordinary array of significant events occurred between 2020 and 2022



Wall Street Journal: Markets; Dow Jones Industrial Average (DJIA) stock market index daily closing price: <https://www.wsj.com/market-data/quotes/index/DJIA/historical-prices>
 U.S. Energy Information Administration: U.S. Regular All Formulations Retail Gasoline Prices (Dollars per Gallon) https://www.eia.gov/dnav/pet/hist/LeafHandler.ashx?n=PET&s=EMM_FPMR_PTF_NUS_DPG&f=M
 CNN Covid-19 Pandemic Timeline Fast Facts <https://www.cnn.com/2021/08/09/health/covid-19-pandemic-timeline-fast-facts/index.html>

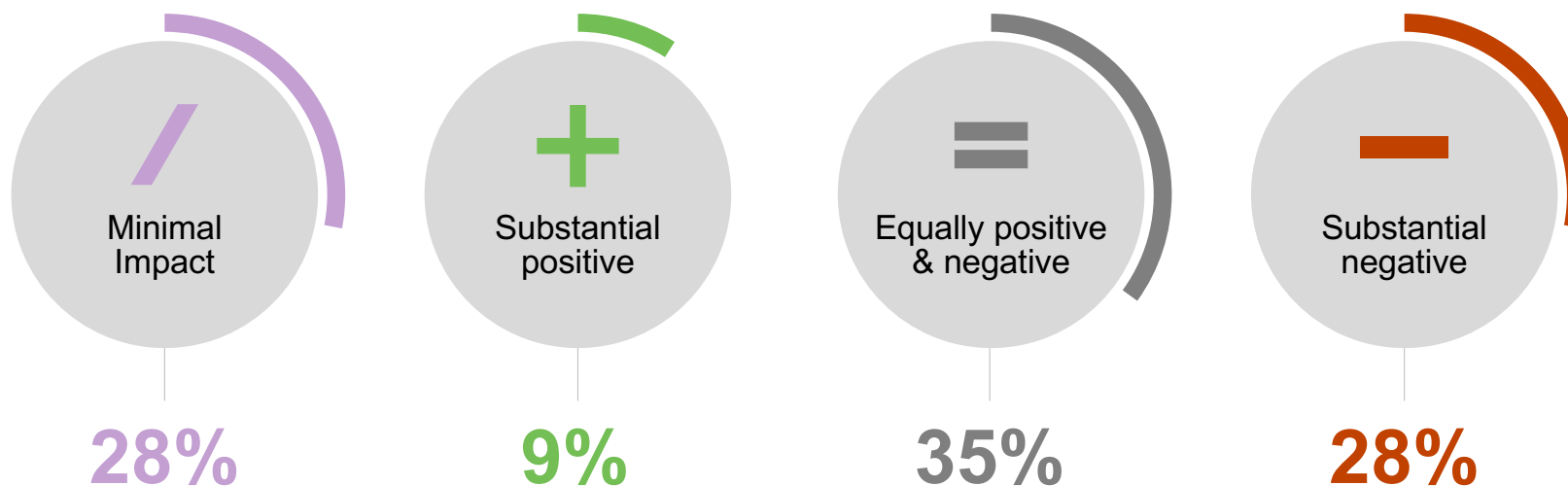
Seven in 10 feel substantial impact from events of past 2 years; few believe it's over



- Now, considering all the ways your life may have been affected by the impact of COVID-19 over the last two years, would you say the overall impact on your life has been...
- Which of these statements comes closest to your overall view about the COVID-19 pandemic we have experienced since 2020?

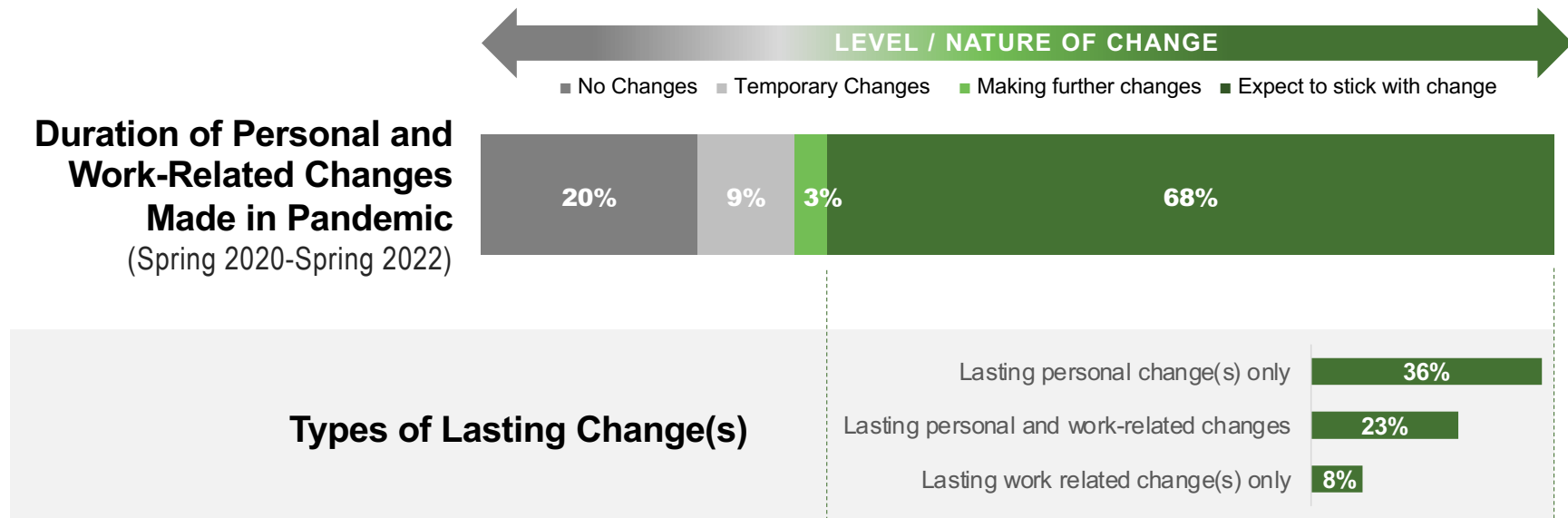
Almost two-thirds of Americans think the impact of the pandemic has been minimal or equally positive and negative

Was the Impact More Positive or Negative?



Over two-thirds of Americans made lasting personal or work-related changes in their lives in the pandemic period

While much has been made about professional changes in the news, personal changes are considerable and lasting



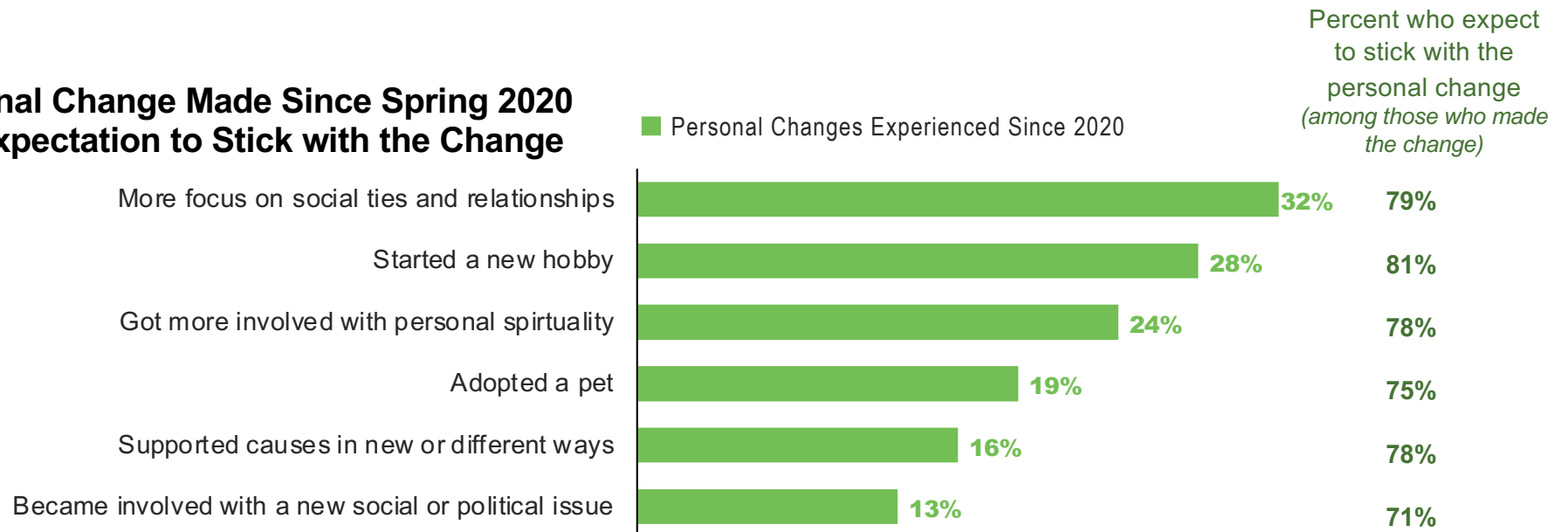
Base: Total Respondents (N=1,885)

- In the past two years, did you make any of the following changes to your work status or job type.
- Which of the following, if any, changes did you make in the years following the start of the COVID-19 Pandemic?
- Now, thinking ahead to the next year, please indicate whether you are more likely to stick with that change, go back to what you were doing before, or make further changes.

Personal changes are lasting

Over three in four who experienced one of these personal changes during the pandemic years expect to stick with it moving ahead; the number is slightly lower for social and political involvement

Personal Change Made Since Spring 2020 and Expectation to Stick with the Change



Base: Total Respondents (N=1,885)

- Which of the following, if any, changes did you make in the years following the start of the COVID-19 Pandemic? Select all that apply.
- Now, thinking ahead to the next year, please indicate whether you are more likely to stick with that change, go back to what you were doing before, or make further changes.

Six out of 10 made changes to work during the pandemic; three out of 10 are permanent

I made **permanent** changes as a result of the pandemic

30%

Not that much has changed for me in terms of my employment

39%

NET Made work change: **61%**

Employment Change vs. Pre-pandemic

30%

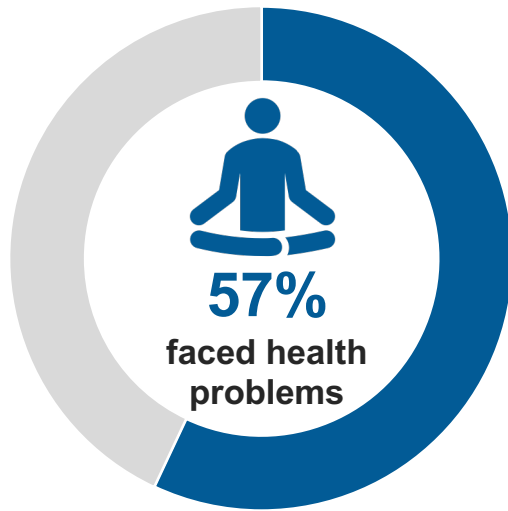
I had to make changes during the pandemic but am **generally back to where I was before**



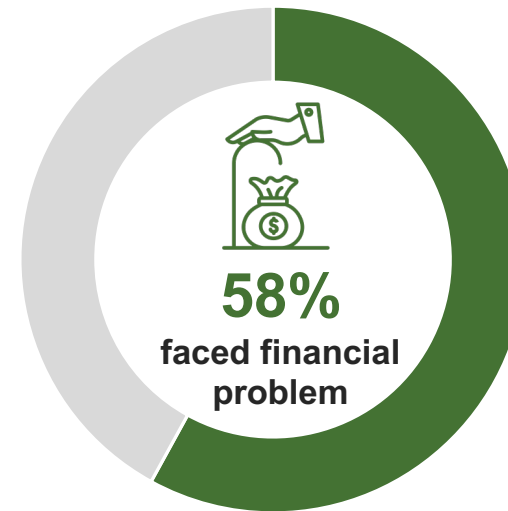
Nearly equal numbers who made work changes did not have a choice (31%) vs. making a conscious decision about the change (29%).

Nearly eight out of 10 experienced health or financial problems in the past 2 years

Experiences During Pandemic

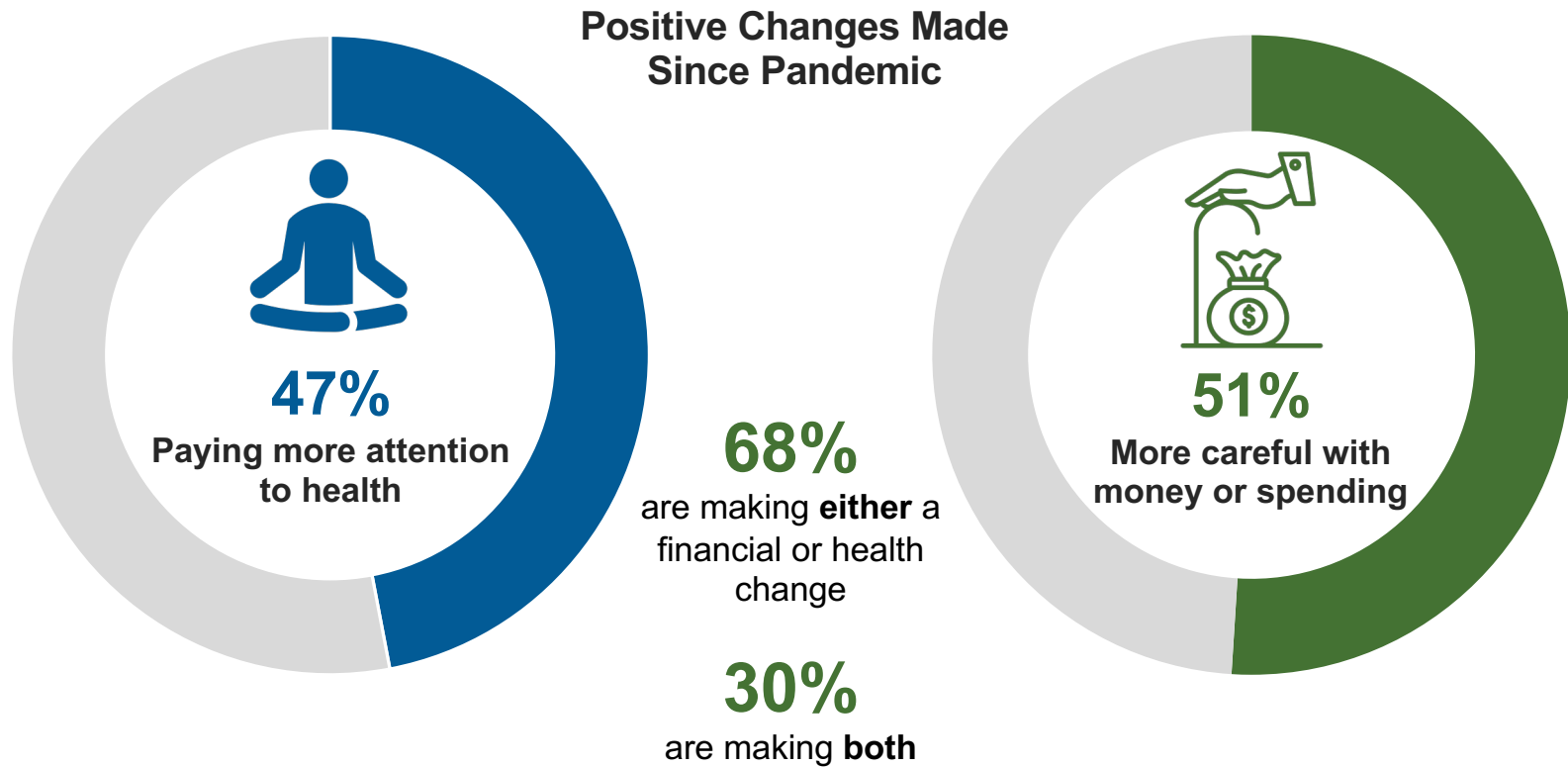


- Challenges to emotional, psychological, or social well-being
- Health problem, unrelated to COVID
- Health problems due to COVID



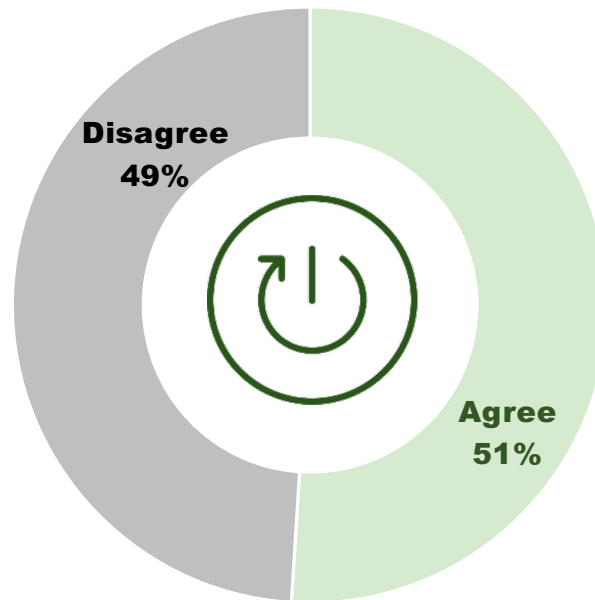
- Significant decrease in household savings
- Challenges affording enough food to feed household
- Decrease in retirement saving
- Unable to pay rent or mortgage
- Unable to pay medical expenses

Nearly seven out of 10 Americans are making lasting financial or health changes



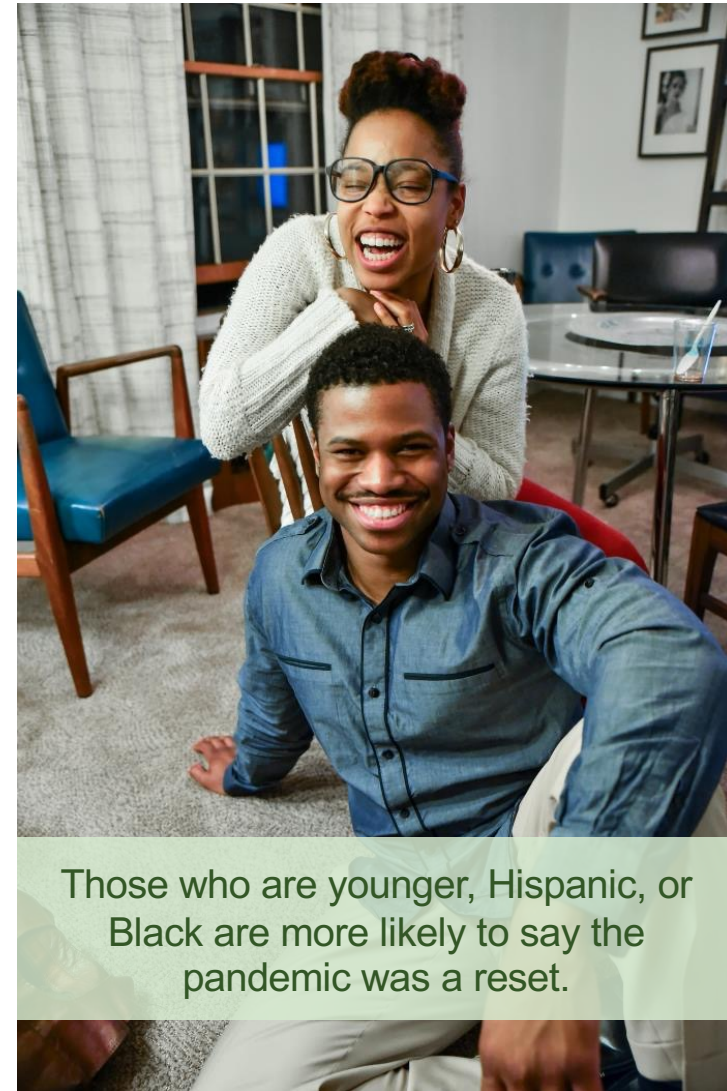
Half of Americans say the pandemic was a **reset**; an opportunity to do something different

The Pandemic was a Reset



Base: Total Respondents (N=1,885)

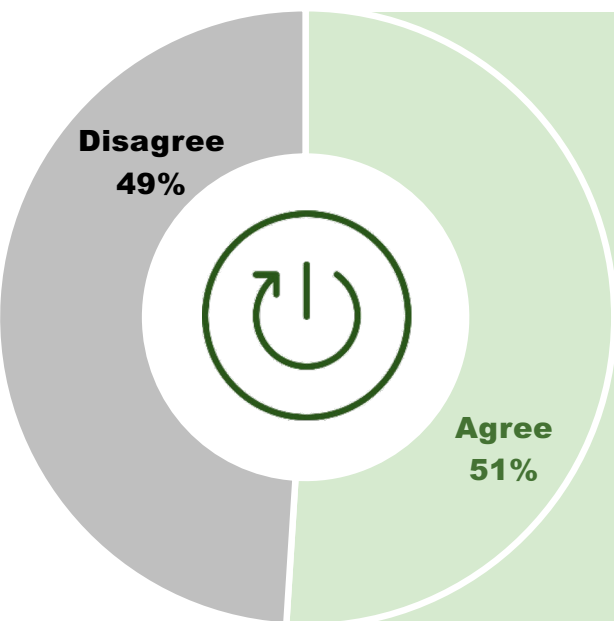
Do you agree or disagree with the following statement: The period of COVID-19 was a reset for me and gave me the opportunity I needed to do something different with my life



A Holistic Reset

Nearly eight out of 10 (78%) of those who experienced a "Reset" had some time of lasting personal or professional change.

The Pandemic was a Reset



Those who view the pandemic as a reset are twice as likely to have made other positive changes in their lives

- **45%** improved their relationship with their family
- **35%** have a closer connection to friends, neighbors or community
- **32%** looked for purpose or greater meaning in their lives
- **32%** found a better work/life balance
- **31%** started to do things they have always wanted to do before
- **20%** found work that fit better with personal goals



Methodology



Online survey



1,885

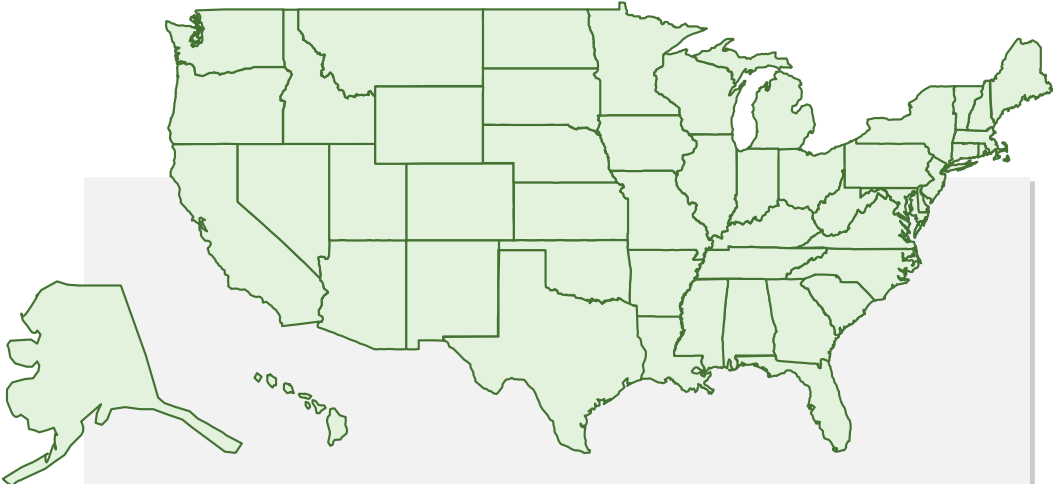
U.S. adults, age 18+



Conducted from July 7-18,
2022



Median interview length was
approximately 10 minutes



Overall demographic targets set for age within gender, race and ethnicity, geographic region, education, income and 2020 voting to obtain a sample reflective of the U.S. adult population based on Census data.

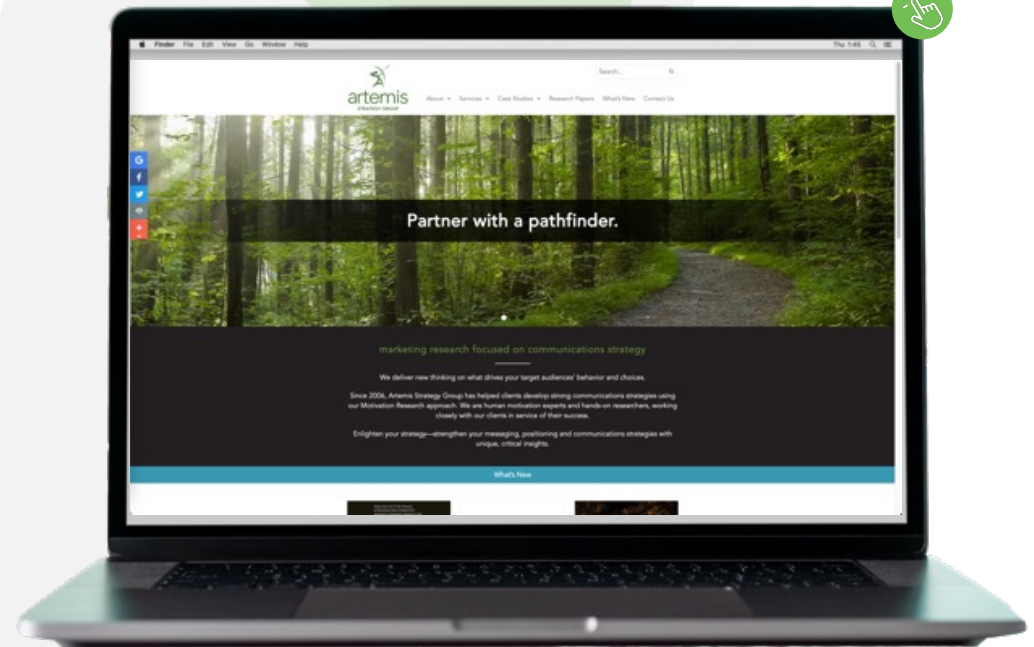
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