

# Life Priorities Assessment

Selected findings from Artemis Strategy Group's  
2024 MAP Study

July 2024



artemis  
STRATEGY GROUP





## About this Study

We're excited to share the results of our **Life Priorities Assessment** study with our clients and friends. In it we measure how Americans assess their **financial situation, physical health and emotional health**.

Going further than we have in previous MAP\* studies, this year we identify how people are faring on their overall **goals**, what they spend their **time and energy** on, what their **primary concerns and challenges** are, and what most contributes to their **happiness**.

**Why do we conduct this research?** We often touch on these topics in work we do with clients, and we find that conducting our own studies, as we have for past decade, gives us the freedom to explore what motivates people more holistically, providing a fuller context for understanding decision-making.

Please reach out to the Artemis team to learn more (see the last page for contact information).

\*MAP is an initiative based on our proprietary primary research to develop insights and practical tools that inspire marketing and communications leaders.

# Life Priorities Assessment Study Summary



## We All Want Happiness, Health and Wealth

Financial, physical and emotional health are inextricably connected. They are also the key factors occupying Americans' minds and shaping their views of personal well-being. In this new study **relationships emerge as being critical to one's well-being and happiness.**



## Priorities: Family and Friends Are Key to Happiness

The health and well-being of family is the top ranked contributor to happiness, followed by personal relationships. Actions demonstrate this: **engaging in social activity is one of the top 3 activities Americans take to improve their mental health.**



## Aligning Time and Energy with Priorities: Financial Factors Play a Crucial Role

Most Americans spend time and energy on their greatest concerns, not because they want to, but because they need to. Improving or maintaining physical health and wellness takes time and energy, but building **financial security is a looming force that has a powerful impact on both physical and emotional health.** Importantly, a **loss of financial control can negatively impact personal relationships.**

# Life Priorities Assessment Study Summary



## How Are We Doing?

Just over half of Americans feel they are meeting or close to meeting their overall personal goals. **Americans rate their goals pertaining to family, home, relationships and mental health and well-being the highest.** Goals that receive lower ratings: financial security, connection to community, job or career, and physical health.



## What Is Getting in the Way?

A majority of Americans faced **financial** and/or **health challenges** in the past year. Financial, physical and mental health are so **interconnected that a challenge in one area often compounds the other two.**



## A Holistic Measure of Well-Being **New!**

There is a considerable range in the way people assess their own health and wealth. **We've created a new Wallet-Body-Mind index that classifies Americans into three categories based on key components of well-being.** Our goal with this index is to provide insight into some of the underlying issues as well as the cumulative impact and reverberation of financial stress on health and relationships.

# Life Priorities Assessment Study Summary



## Who Fares Best on Well-Being?

The Wallet-Body-Mind index group doing the best is engaged socially, feeling financially in control, and actively working to maintain their financial, mental and physical health. **Boomers are more likely than younger generations to fare well.**



## Who Fares Worst on Well-Being?

The group doing the worst on the Wallet-Body-Mind index is dealing with multiple challenges: financial, physical health, and/or mental health. Relationships are more vulnerable, and they may lack connection to community. **Millennial and Gen X women are much less likely than their male counterparts to be doing well.**



## What Drives Better Outcomes?

**Social interaction and relationships matter. Community matters.** Those with financial insecurity can thrive but they need secure physical and emotional health. Likewise, those with mental and/or physical health challenges can manage better if they have a secure financial situation. For those facing multiple challenges to well-being, community ties are strongly linked to improved outcomes.



# Priorities

What Matters, Makes Us Happy,  
Concerns, and Consumes Us?

# Family Well-being and Relationships are Important Components of Individual Happiness and Well-being

The health and well-being of family is the top ranked contributor to happiness, followed by personal relationships



## Ranking of Areas Contributing Most To Own Happiness And Well-being

- 1** The health and well-being of your family
- 2** Your personal relationships
- 3** Your financial security
- 4** Your personal physical health and wellness
- 5** Your personal mental health and well-being
- 6** Your home/housing
- 7** Your child/children's care and education\*
- 8** Your job or career
- 9** Your connection to community

The top five areas are all closely related to **financial, physical and emotional well-being**

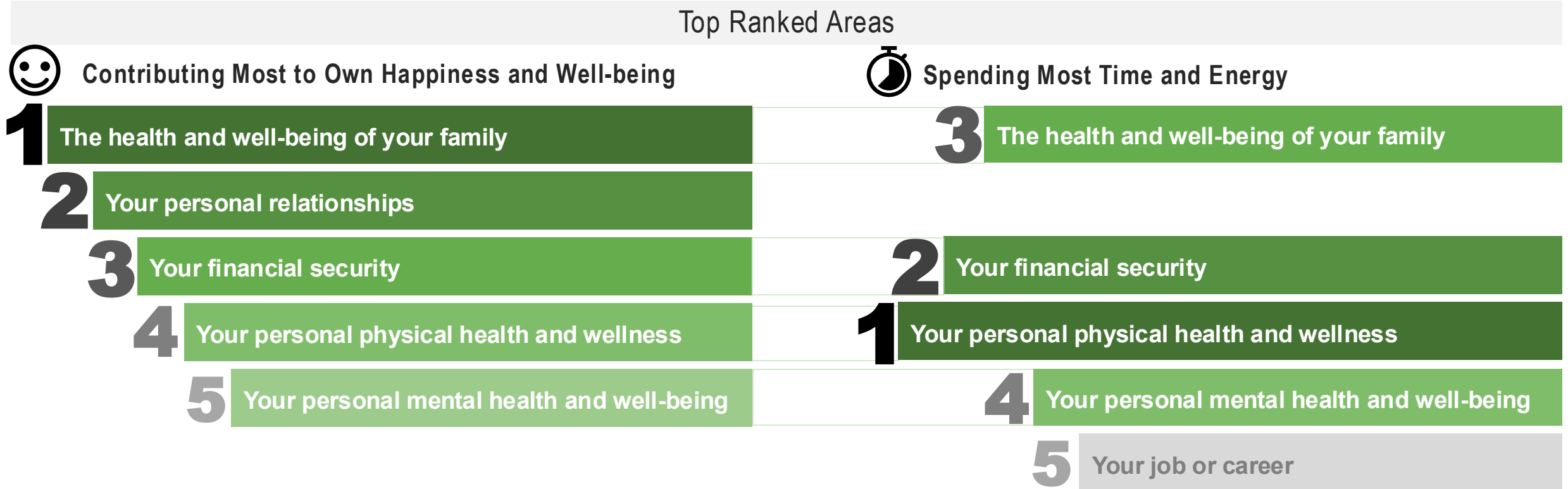
Base: Total Respondents (N=2,347)

\* Asked of parents only (N=1,324) and re-based to total

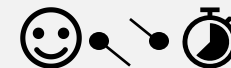
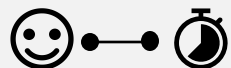
M8Q5 Which three areas do you think contribute most to your overall happiness and well-being? Rank #1

# Six in 10 Americans Do Not Spend Most of Their Time and Energy on the Areas that Contribute Most to Happiness and Well-being

The most energy is spent on maintaining personal physical health and wellness, and personal relationships fall off the top 5



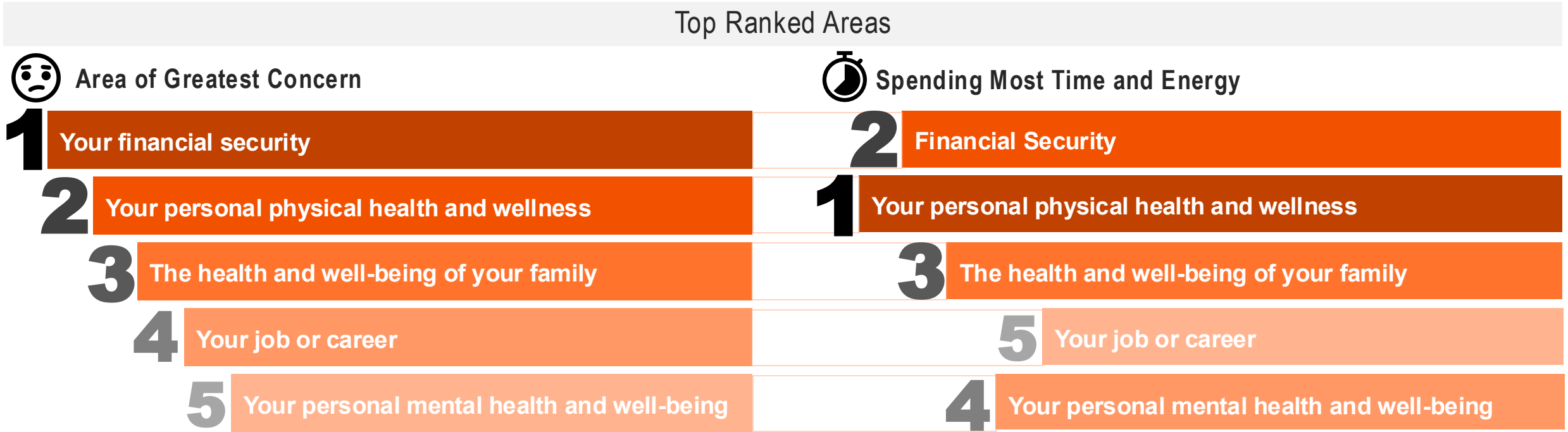
**40%** of Americans spend the most time in the area that brings them the most happiness



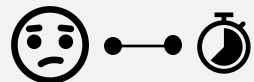
For the other **60%**, where they spend the most time is **not** in the area contributing most to their happiness

# Most Time and Energy Is Spent On The Top Areas Of Most Concern

There is a close alignment between how people spend their time and energy and their greatest concern.



**57%** of Americans spend the most time in the area of greatest concern to them



For the other **43%**, where they spend the most time is **not** in the area they are most concerned about

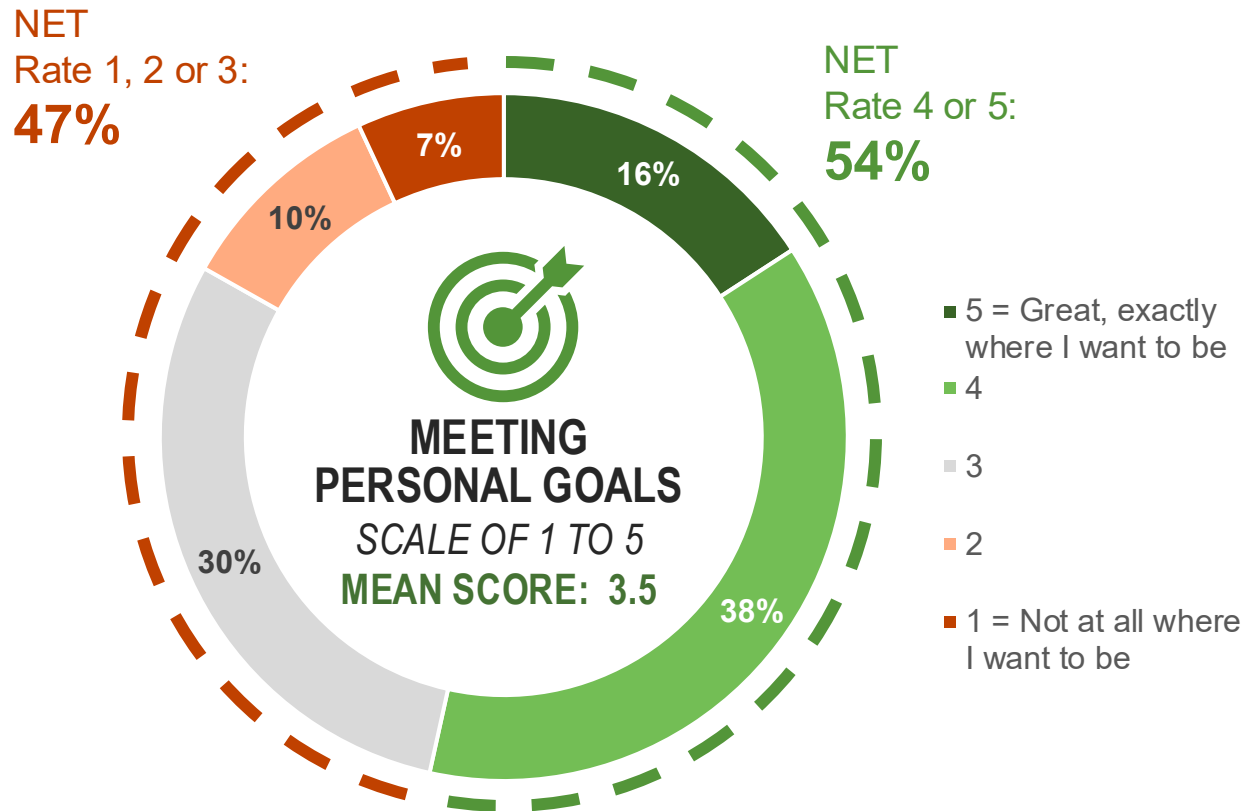
A young boy in a light blue shirt is looking up and reaching his right hand towards a height chart drawn on a chalkboard. The height chart consists of horizontal white lines of varying lengths, creating a ladder-like structure. The background is a dark chalkboard, and a large, stylized blue graphic element is on the right side of the page.

# Assessment

So, How Are We Doing?

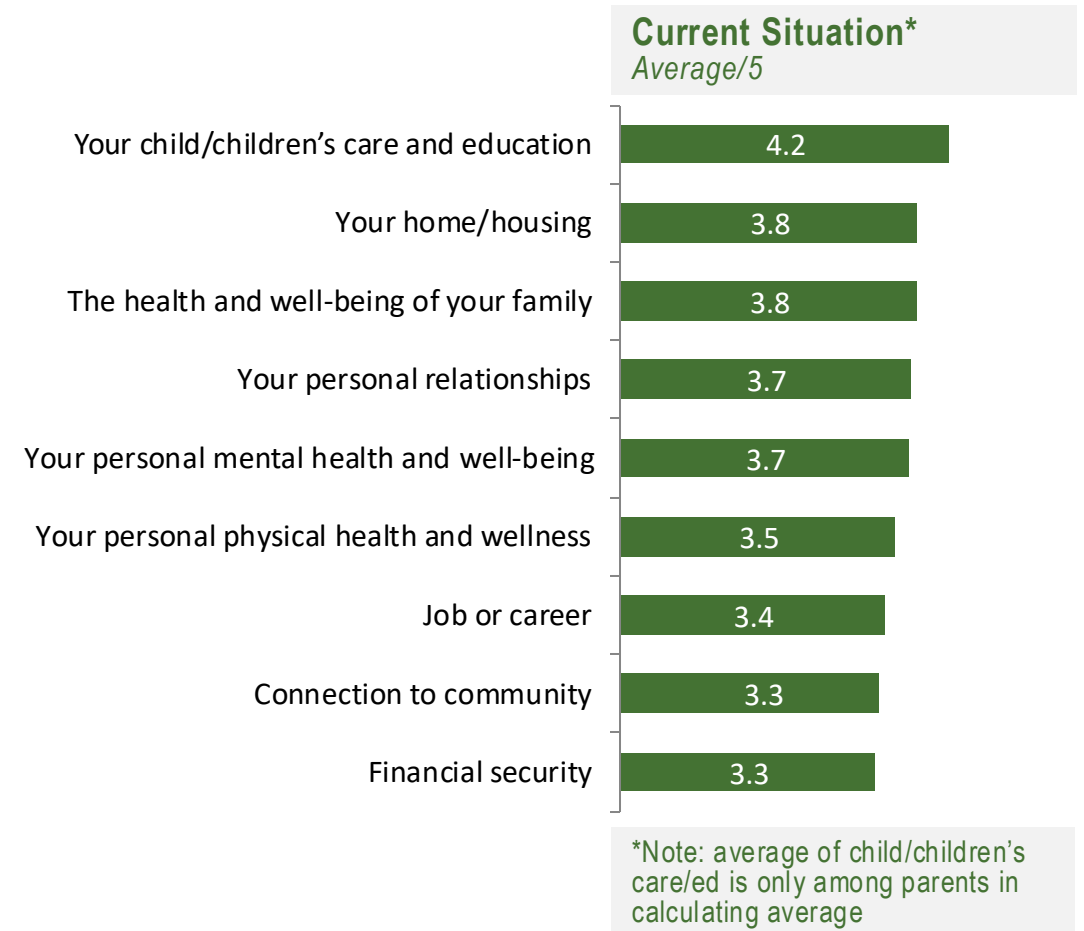
# Just Over Half of Americans Feel They are Meeting or Close to Meeting Their Personal Goals

Americans feel they are closest to where they want to be when it comes to goals pertaining to family, home, relationships and mental health and well-being; they are furthest when it comes to financial security, connection to community, job or career, and physical health.



Base: Total Respondents (N=2,347)

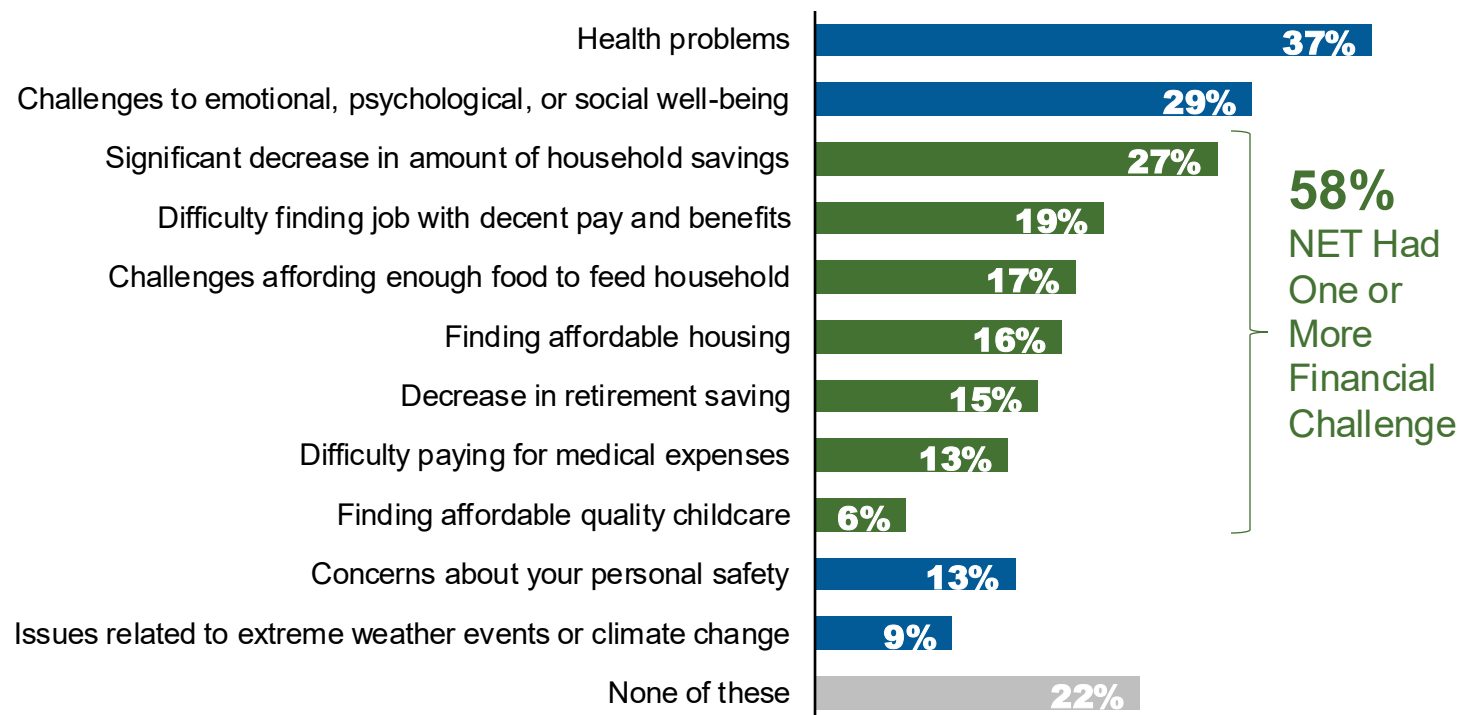
M8Q.2 First, thinking broadly about your life right now, how well do you feel you are doing overall in terms of meeting your personal goals? Using the slider scale below indicate where you feel you are where 5= Great, exactly where I want to be, and 1= Not at all where I want to be. You child/children's care and education is among only those with one or more children (N=1,324)



# What's Getting in the Way?

A majority of Americans faced financial and/or health challenges in the past year.

## Challenges Faced in the Past Year



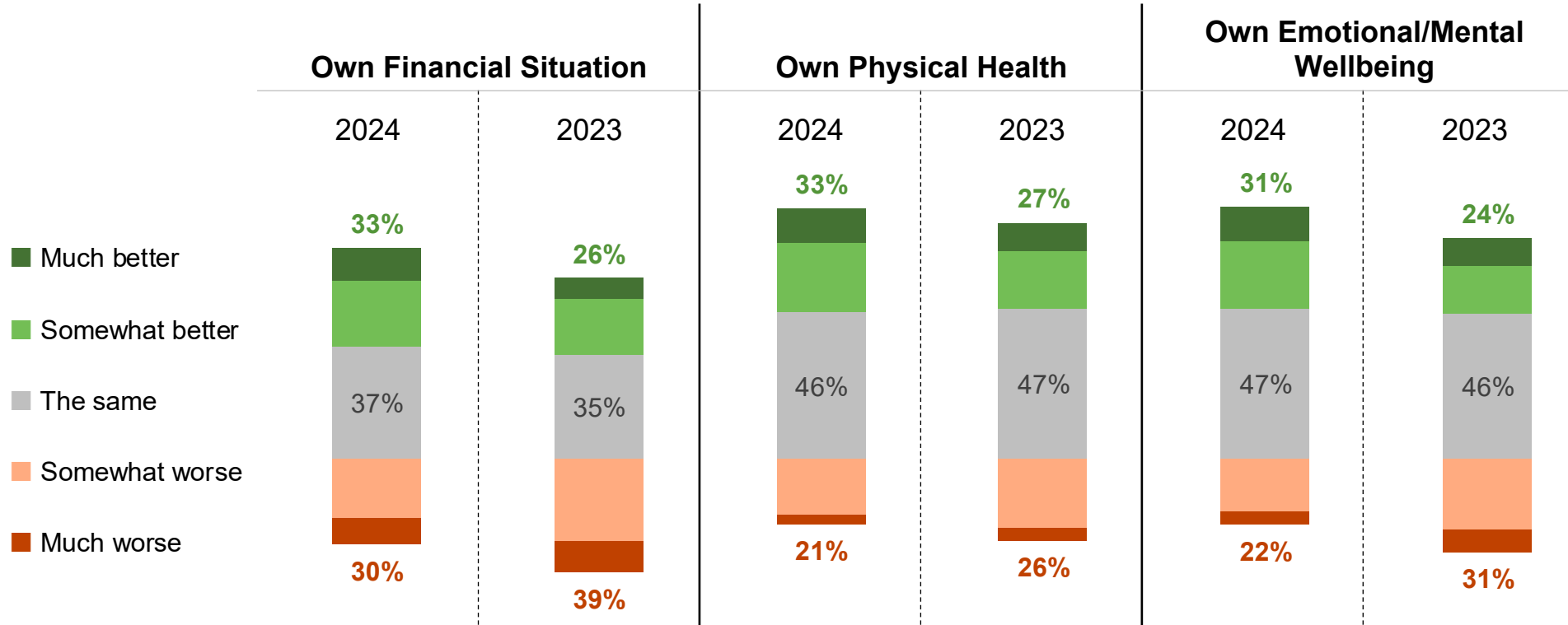
The average American faced two of these challenges in the past year

These pose a barrier to attaining one's goals: Americans who **aren't where they want to be** face twice as many challenges compared to those who are closest to where they want to be

# Many have Experienced an Improvement in Financial, Physical and Mental Health Year over Year, but Three out of 10 say their Financial Situation is Worse



More Americans saw improvement in their lives between 2023 and 2024 than they did in the previous year.



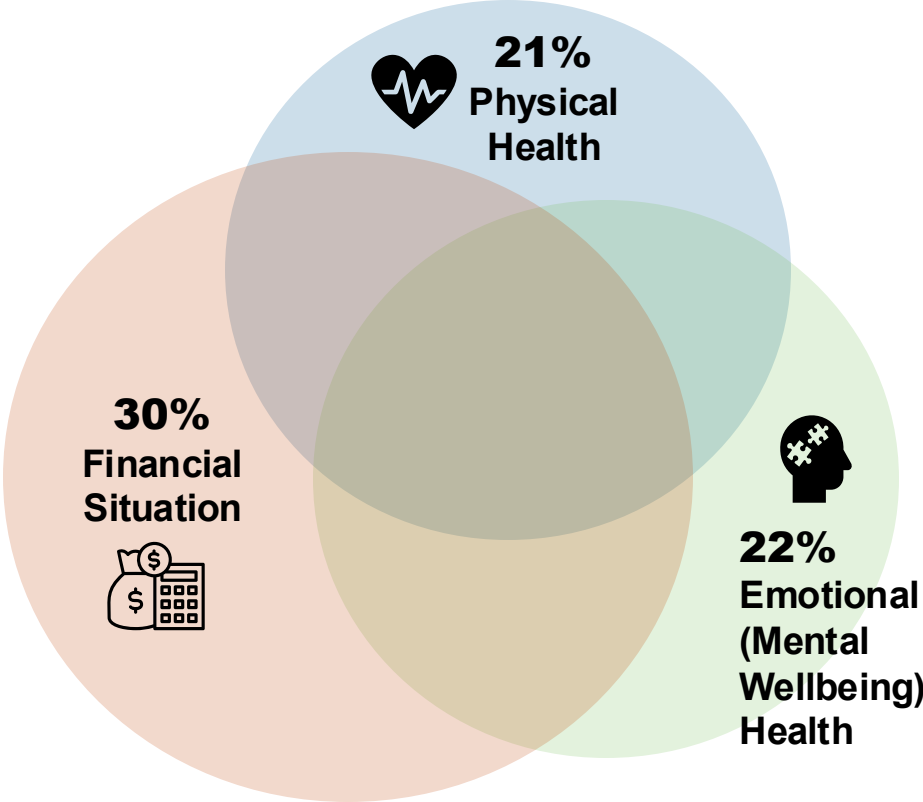
# A Quarter have Experienced a Decline in Multiple Areas in the Past Year; Nearly One out of 10 are Feeling Worse in all Three Areas

**45%** of Americans have done worse **physically**, **financially** or **emotionally** in past year

**1** Worse in **one** area: **24%**

**2** Worse in **two** areas: **13%**

**3** Worse in **all three** areas: **7%**





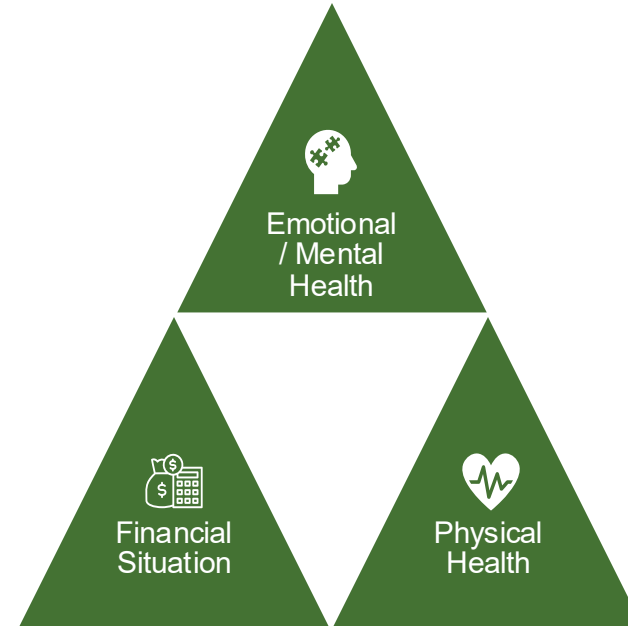
# Disparities

Who is Thriving, Who is Struggling  
and How are the Rest Managing?

# Why a Holistic Measure of Well-Being Matters

There is more to the picture...

- We know that financial and health challenges play a big role in interfering with reaching life goals. The interplay between these challenges is critical to understand because the spillover amplifies negative impact and has serious consequences for society and public health.
- Our goal was to create a measure of well being that incorporates **all three dimensions**: Emotional well-being, physical health, and financial well-being into a comprehensive composite measure.
- Ultimately, we hope this will:
  - Provide insight into some of the underlying issues as well as the cumulative impact and reverberation of financial stress on health and relationships.
  - Allow us to track this measure over time, exploring the impact of potential policy solutions and other initiatives.

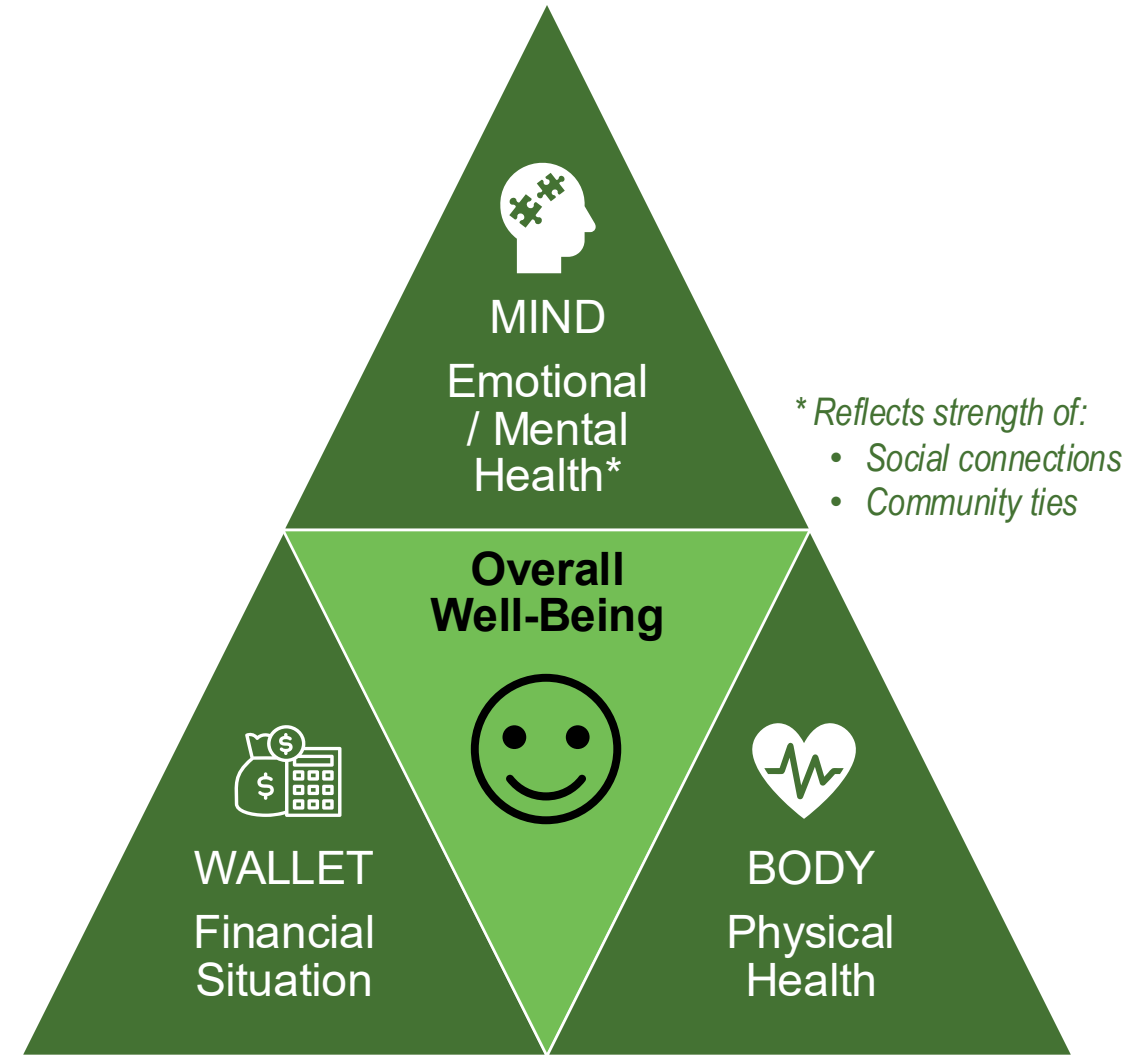


- The important **connection between health and wealth** is [well documented](#).
- An array of insightful assessments tend to **prioritize one aspect** over the other:
  - Either [financial health](#)
  - Or [physical health](#)
- [Mental/emotional health](#) has received more attention in recent years. Young people in particular have struggled.
- [Skyrocketing health costs](#) and **financial stress** has also received a great deal of attention.

# A Holistic Measure of Well-Being

## The **Wallet-Body-Mind Index**

- To develop a holistic indicator of an individual's well-being, we examined a broad range of measures covering financial situation, physical health, emotional-mental health, social connection, work/job status, family well-being and community ties.
- We found the combination of one's financial situation (**Wallet**) and one's health, both physical (**Body**) and emotional/mental (**Mind**) is strongly related to well-being in other areas, including social connections, family well-being and community connection.
- The **Wallet-Body-Mind Composite Index** for assessing overall well-being is computed based on self-reported measures of emotional/mental health, physical health, and overall financial situation.



# The New **Wallet-Body-Mind Index (WBMI)** Classifies Americans into Three Categories Based on Key Components of Well-Being

The index is a composite of the three self-assessment measures: Financial Situation, Physical Health and Emotional Health

Based on the **Wallet-Body-Mind Index score** we categorize respondents into a **well-being group**:

1 ← → 15  
Lowest score    Highest score

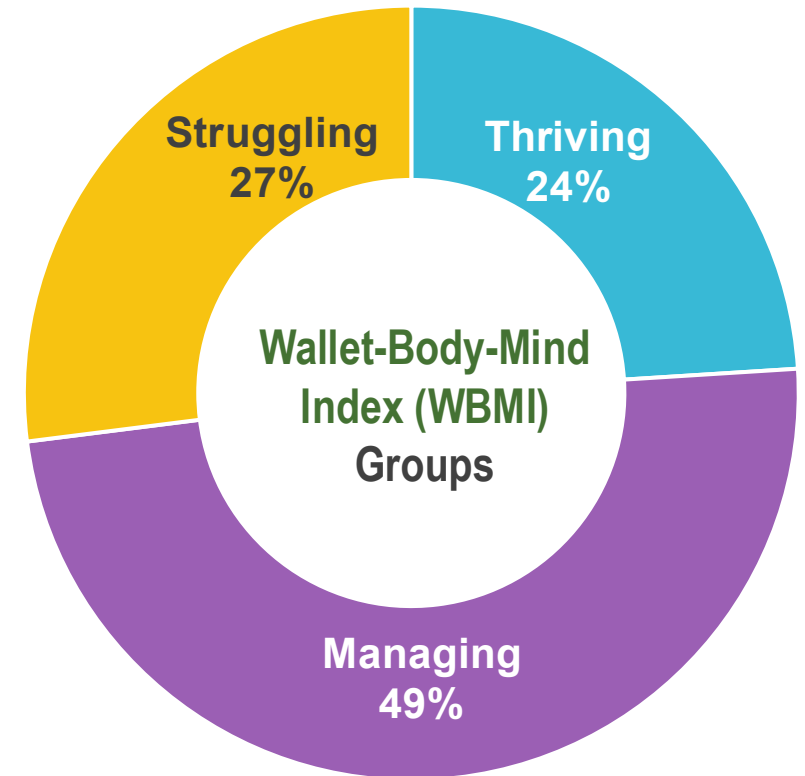
- **Struggling:** those who are having a difficult time overall, in two or three of the areas: financial, physical and/or mental health
- **Managing:** those who are getting by in some areas but challenged in others, or are moderately challenged in all three areas
- **Thriving:** those with who are doing excellent or very well across all areas

Scores:  
1-6

Scores:  
7-10

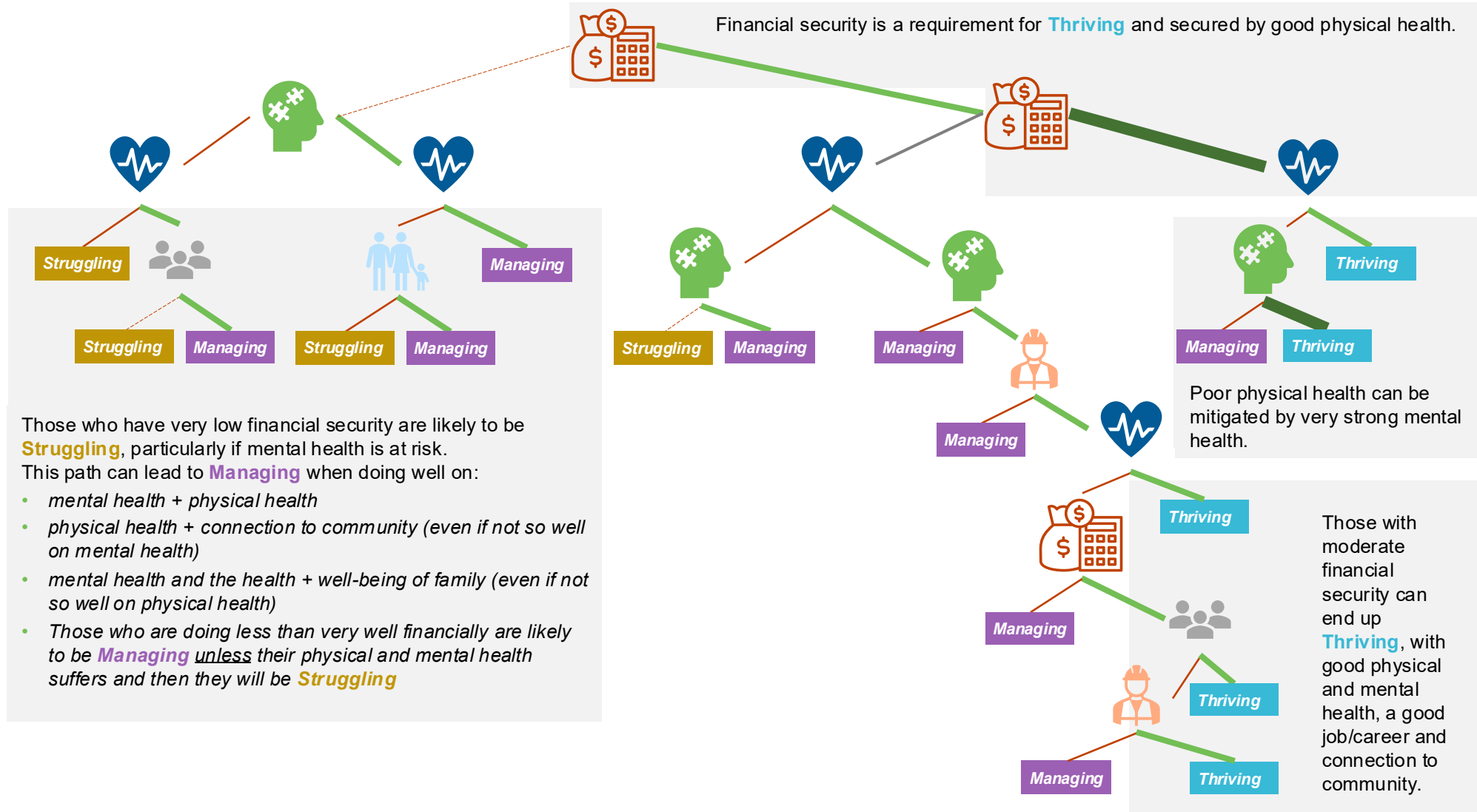
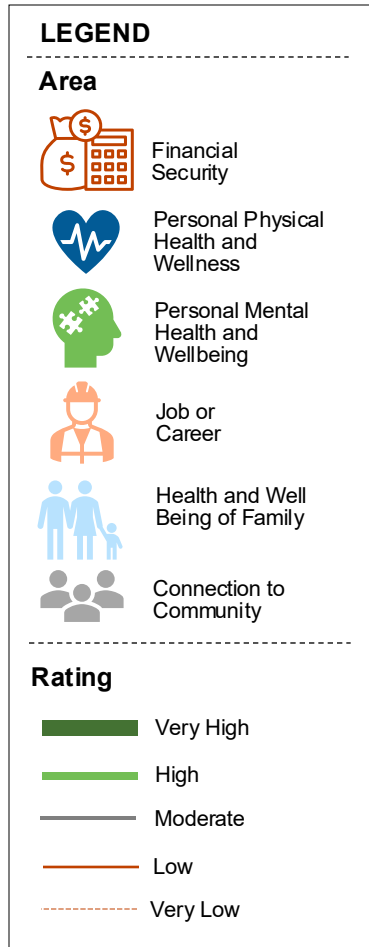
Scores:  
11-15

Portion of Americans in each of the three **Well-Being Groups**



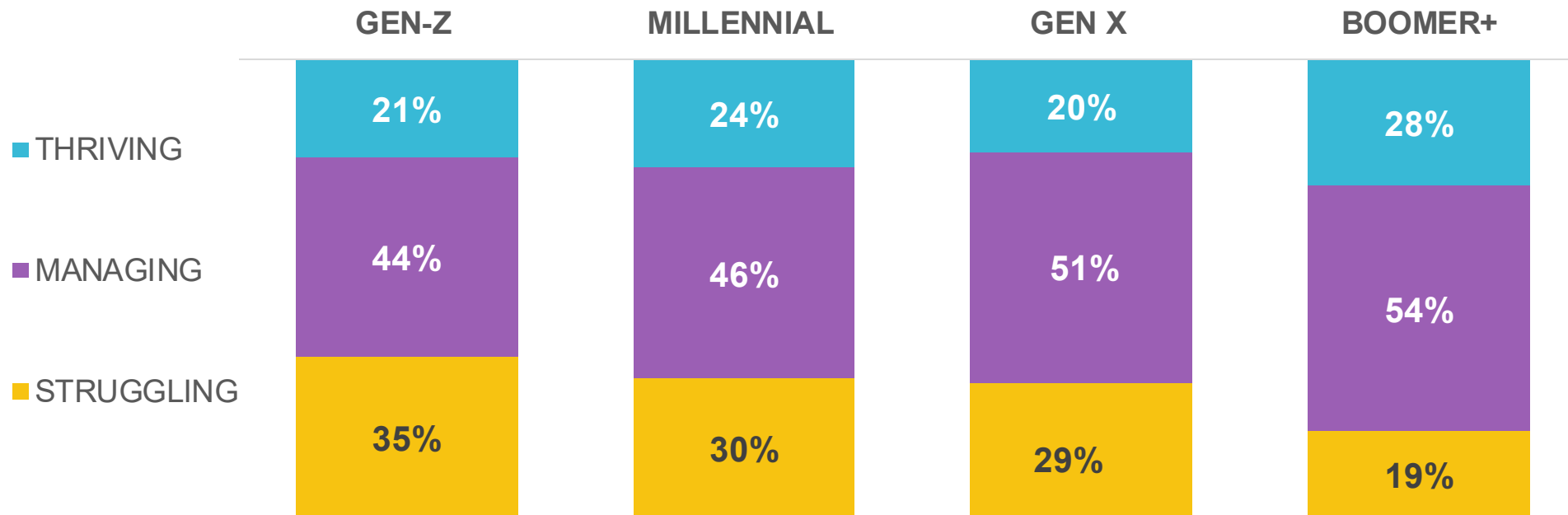
# Predicting Wallet-Body-Mind Outcomes

- Financial security is the strongest predictor of WBM outcome; physical and mental health are also critical.
- Connection to community, family well-being, and job and career satisfaction can play an important role when struggling.



# The Oldest Generation Is Most Likely to Be Thriving

While a portion of each generation is struggling and a portion is thriving, the ratio of thriving to struggling flips among boomers.

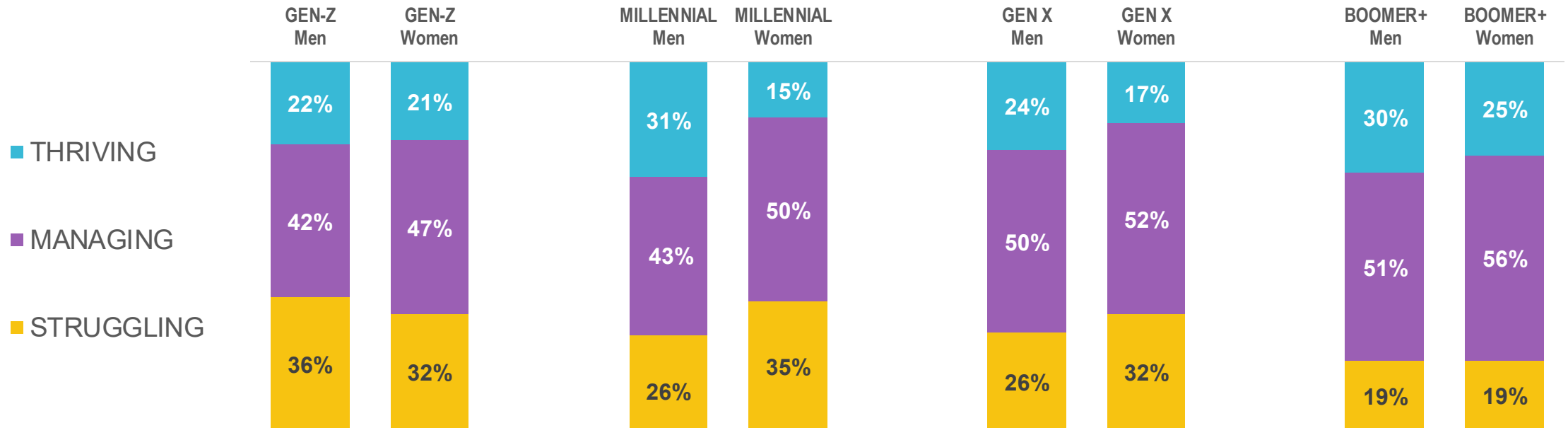


The financial dimension of the index aligns with data from the [Federal Reserve](#): In 2023 American Baby Boomers owned **52%** of the country's wealth despite comprising only **20%** of the population.

# Millennial and Gen X Women Are Less Likely than Men to Be Thriving *and* Are More Likely to Be Struggling

This finding is consistent with our report from 2023:

[Young American Women Experience Triple Whammy: Financial, Physical and Mental Well-Being Challenges](#)



# There Is a **Strong Correlation** between **Wallet-Body-Mind Well-Being** and a **Sense of Goal Attainment**

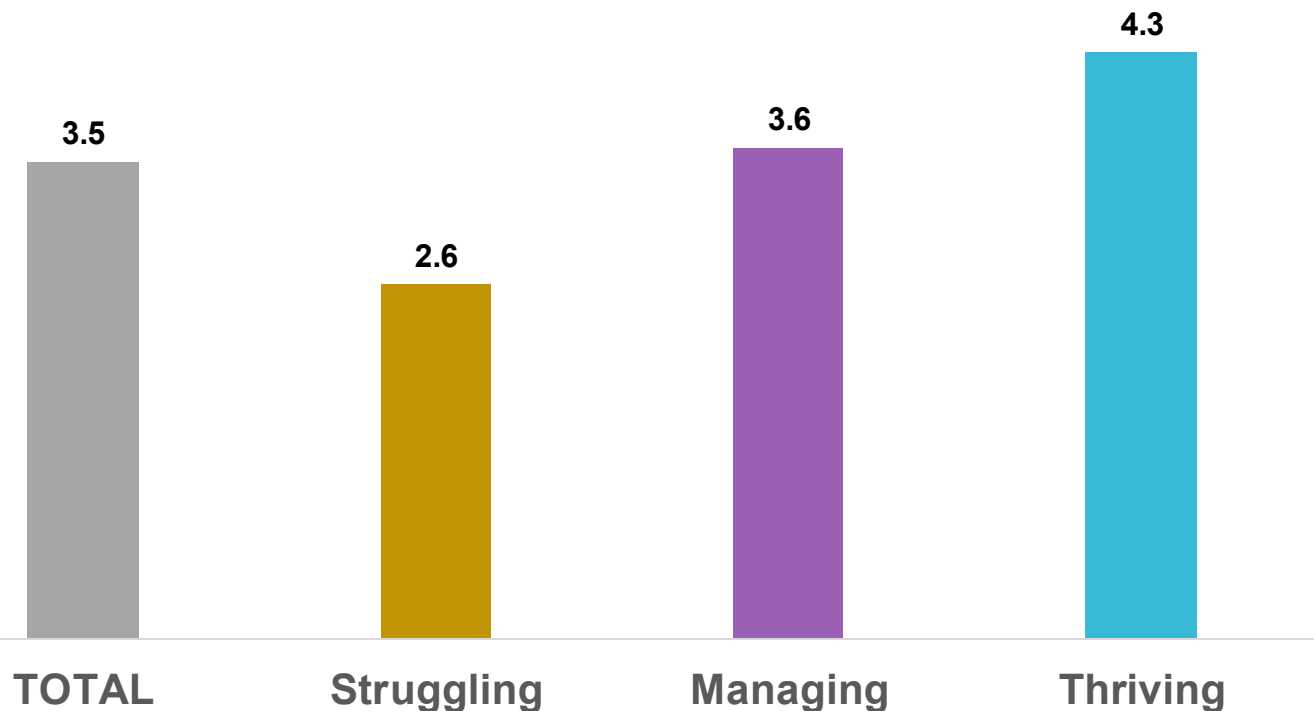
On average, the **Thriving** are most likely to be meeting their personal goals, overall as well as in the individual domains. The **Struggling** aren't doing so well – the largest disparity is on financial security.



## Meeting Personal Goals

### Average Rating by **WBMI** Group

Scale of 1 to 5: 1 Not at all where I want to be / 5 Great, exactly where I want to be



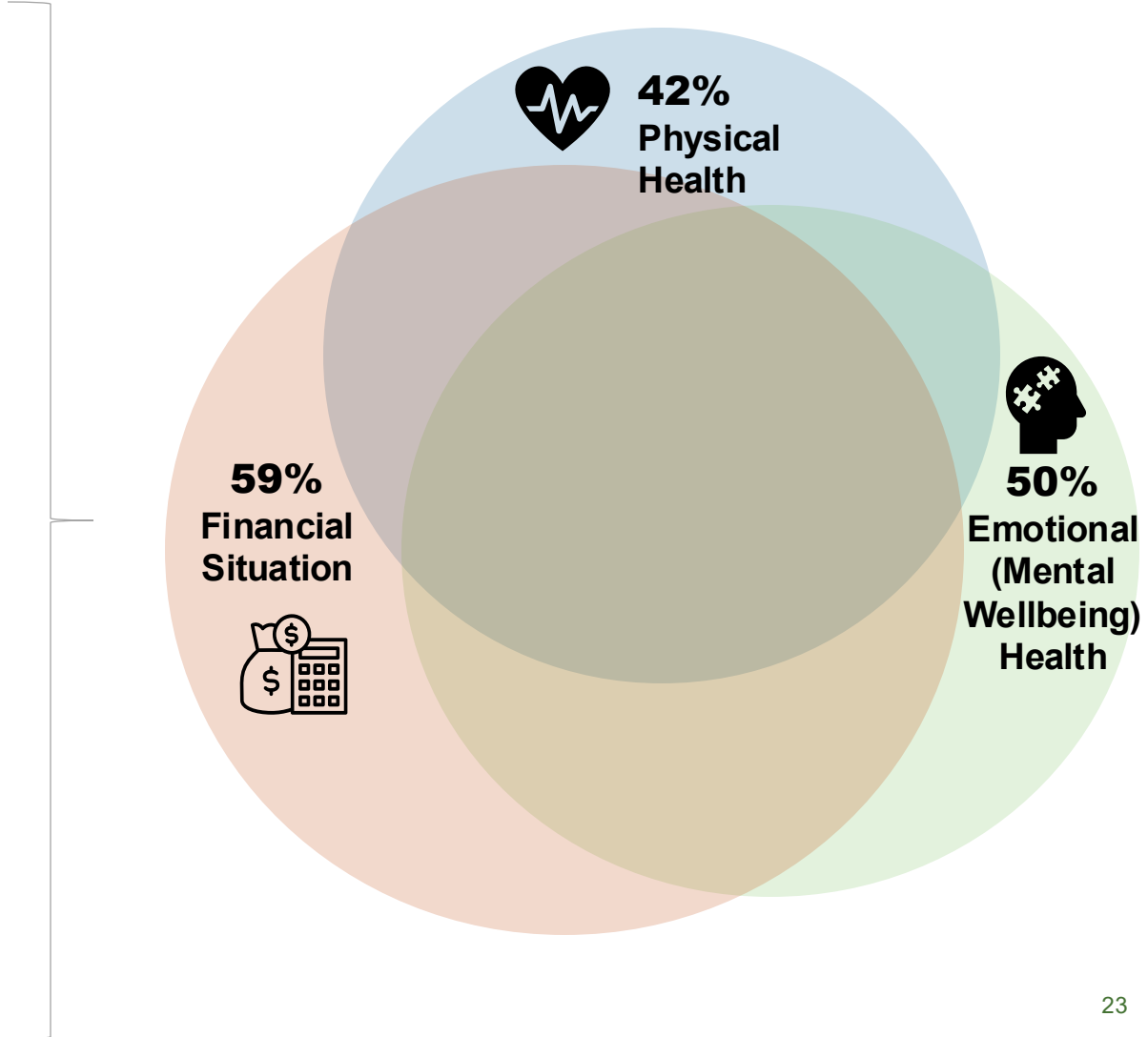
Base: Total respondents (N=2,347)

M8Q.3 Now, still thinking about your own life, how would you describe your current situation right now in each of the following areas? Using the slider scale below indicate where you feel you are where 5= Great, exactly where I want to be, and 1= Not at all where I want to be.







# Three in 10 **Struggling** Experienced a Decline in Two Well-being Areas in the Past Year; Two in 10 Have Done Worse in all Three Areas

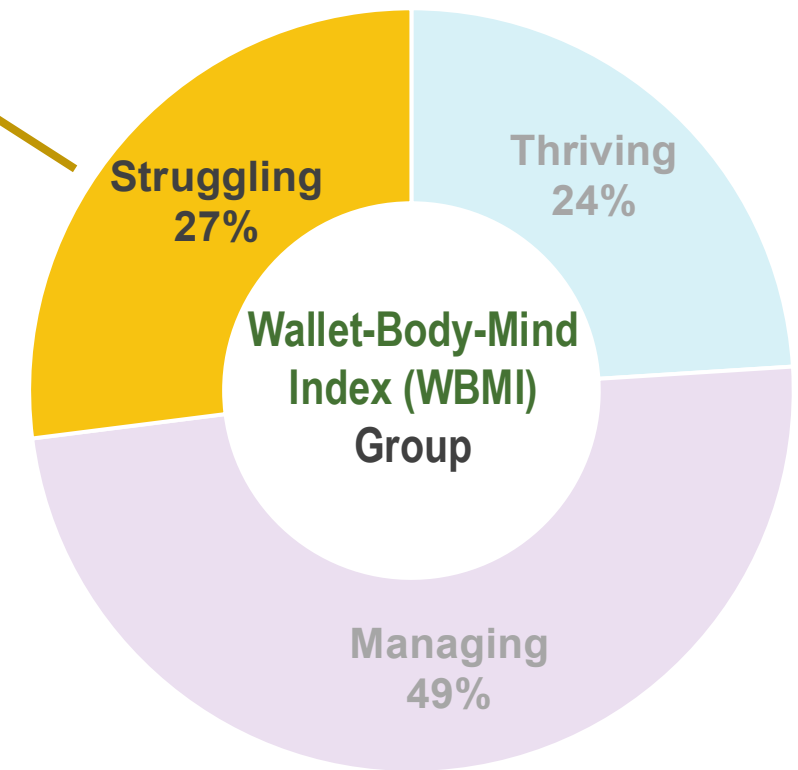
**77%** of **Struggling** have done worse **physically**, **financially** or **emotionally** in past year

- 1** Worse in **one** area: **24%**
- 2** Worse in **two** areas: **31%**
- 3** Worse in **all three** areas: **22%**



# Financial Security is the Biggest Concern for **Struggling** Followed by Mental and Physical Health

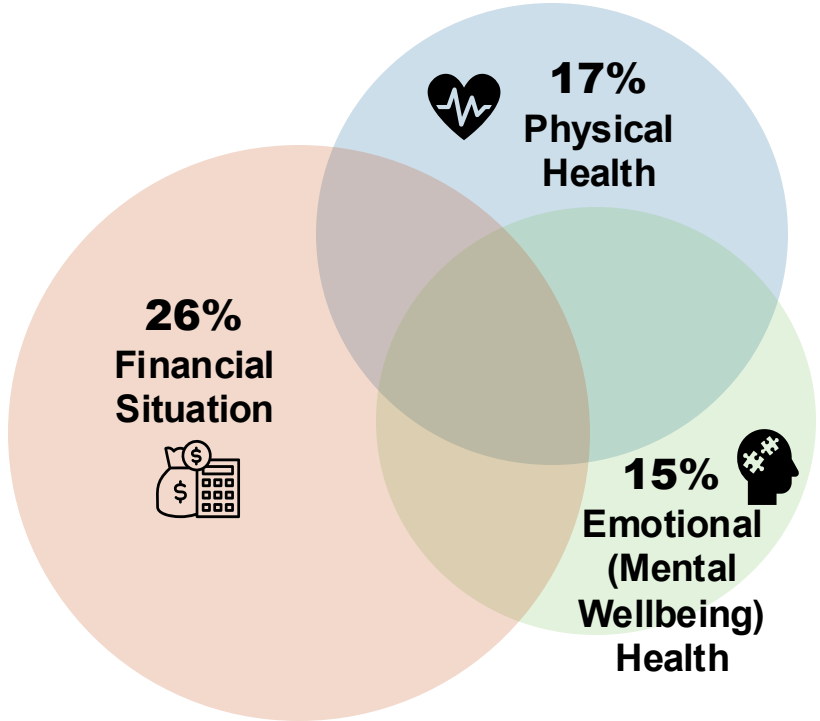
-  The Struggling are doing best in the areas of **family health/well-being, home and personal relationships.**
-  **Health and well being of family is the top contributor to happiness** followed by financial security and personal relationships.
-  **Top three areas for spending time and energy:** financial security, health/well-being of family, mental health/wellness and physical health/wellness (tie).
-  **Financial security is the biggest concern** by far, followed by mental and physical health. **Most have faced one or more financial or health challenges** in the past year, one in three have had a hard time finding a job with decent pay/benefits, and nearly one in four have difficulty paying health expenses.
-  **Struggling** are the group most likely to have taken **prescription medication** and seen a **medical professional to improve their mental health.** They are less likely than others to have **spent time outdoors, engaged in hobbies, exercised and eaten a balanced diet** to improve either their **mental or physical health.**
-  To feel more in control of their **financial situation, Struggling** are more likely than other groups to target **job and education advancement, finding affordable food/goods, housing, transportation options, improving their credit rating and reducing student loans.**



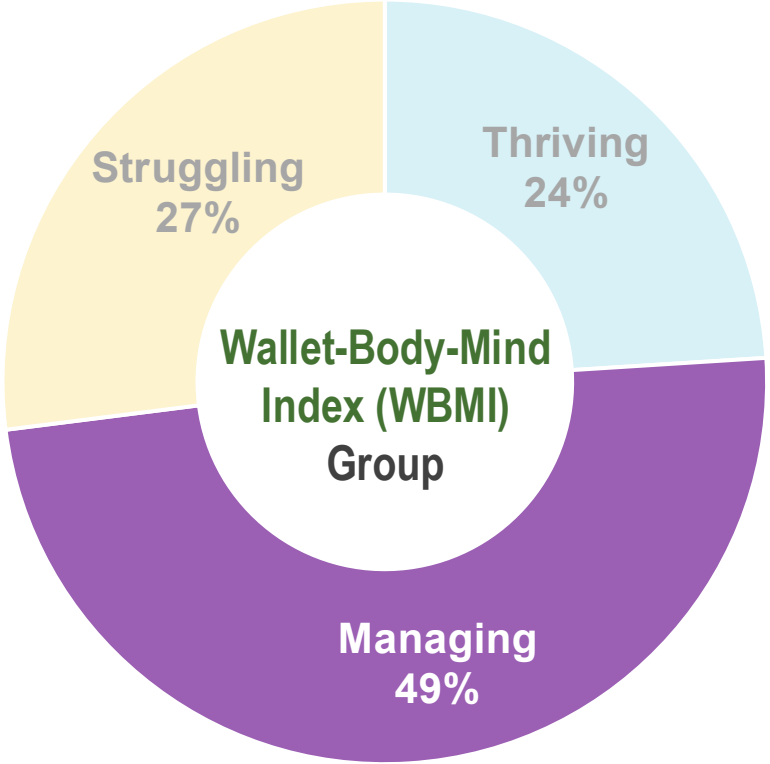
# Four in 10 **Managing** Have Done Worse in at Least One Well-being Area in the Past Year; Few Have Done Worse in all Three Areas







43% of **Managing** have done worse **physically**, **financially** or **emotionally** in past year

- 1 Worse in **one** area: **31%**
- 2 Worse in **two** areas: **9%**
- 3 Worse in **all three** areas: **3%**



# Just Over Half Of The **Managing** are Doing Well on Their Overall Life Goals; They are Doing Best in the Areas of Home, Family Health/Well-being, and Mental Health



-  The Managing feel more in control than out of control overall but **tend to feel only “somewhat” in control** (vs. “very”) of their financial situation, physical health, and emotional/mental health.
-  **Health and well being of family is the top contributor to happiness** followed by personal relationships, and physical health/wellness.
-  **Top three areas for spending time and energy:** physical health/wellness, health/well being of family, and financial security.
-  **Financial security is the biggest concern**, followed by physical health, then family health. Around **half have faced one or more financial or health challenges** in the past year, most commonly a health challenge or reduction in savings
-  The Managing are more likely than others to have **taken an action to improve their physical health** and more likely than Struggling to take prescription medication for their physical health.
-  The Managing are more likely than other groups to feel that **increasing savings and less likely to say that finding high quality affordable healthcare** will help them feel more in control of their financial situation.

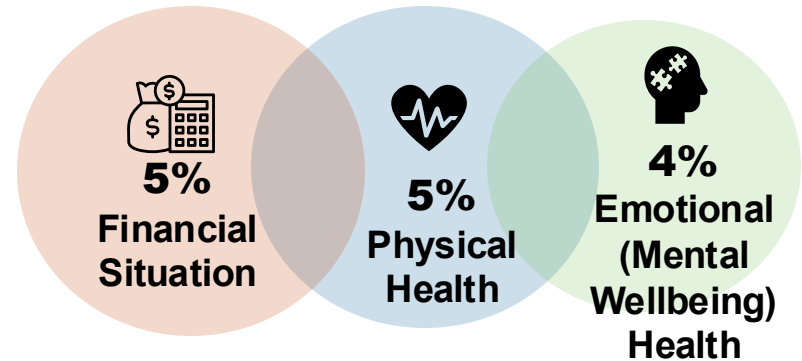
# Only one in 10 **Thriving** Have Done Worse in Any of the Well-being Areas in the Past Year and Few have Done Worse in More than One

**12%** of **Thriving** have done worse **physically**, **financially** or **emotionally** in past year

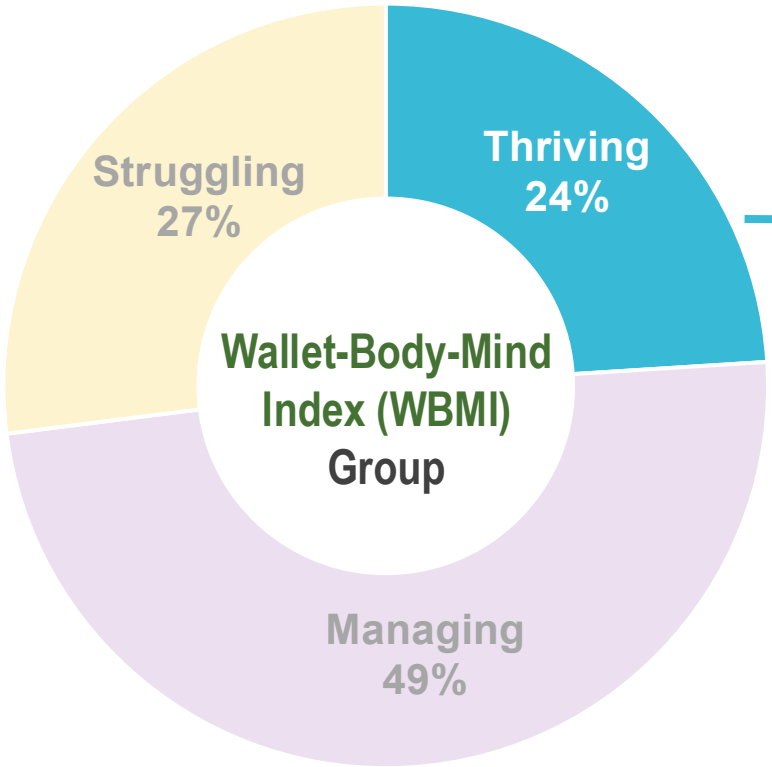
**1** Worse in **one** area: **10%**

**2** Worse in **two** areas: **2%**

**3** **NONE** are doing worse in **all three** areas



# The **Thriving** are Most Likely to Feel in Control of Their Financial Situation, Physical Health, and Emotional/Mental Health



Most are close or right where they want to be in terms of their overall life goals. They are doing best in the areas of and mental health, home, and personal relationships.



Health and well-being of family is the top contributor to happiness followed by personal relationships and physical health/wellness.



Top three areas for spending time and energy: physical health/wellness, health/well being of family, and financial security.



Family well-being is the biggest concern, followed by physical health, and financial security



Thriving are more likely than others to have improved their mental health through a **balanced diet, and homeopathic remedies**. They are more likely to have engaged in **hobbies** to improve physical health.



They are more likely than other groups to have **attended support groups and classes** to improve both physical and mental health.



They are more likely to feel **learning more about investing** would increase control of their financial situation, while being less likely to consider **increasing savings, affordable housing or debt barriers** to financial control.



# Determinants

What Are Americans Doing to Improve Their Well-Being? What Circumstances Most Impact WBMI (Wallet-Body-Mind Index)?

# Top Actions Taken to Improve Physical, Mental and Financial Health

Most know what actions to take to improve the different aspects of health, but the powerful interplay between physical, mental and financial health can pose challenges. For example: Increasing savings is a challenge when one cannot work due to a disability, spending time outdoors is hard to do when one works 50 hours a week indoors, and eating a healthy diet is expensive.



## Top Actions Taken to Improve Physical Health

1. Exercised
2. Healthy diet
3. Spent time outside and in nature



## Top Actions Taken to Improve Mental Health

1. Spent time outside and in nature
2. Engaged in hobbies
3. Engaged in social activity with others



## Top Actions Taken to Improve Financial Situation

1. Increasing savings
2. Improving credit rating
3. Advancing or improving job or career



# Wallet-Body-Mind Groups Differ in the Actions They Take to Improve their Emotional/Mental Health

## Similarities in Actions Taken to Improve Mental Health Across All Three Groups

For all three groups the **top actions taken** are:

1. Spent **time outside and in nature**
2. Engaged in **hobbies**
3. Engaged in **social activity** with others

There is **no significant difference** in the likelihood to have taken the following actions by group:

- Engaged **meditation, relaxation** or **prayer**
- Engaged in **therapy**
- Used **online tools** or **wellness apps**

## Differences in the Actions the Struggling Take to Improve Mental Health

**Strugglers** are **more likely** than others to have:

- Taken **prescription medication**
- Seen a **medical professional**

**Strugglers** are **less likely** than others to have:

- Spent **time outside** in **nature**
- Engaged in **hobbies**
- Engaged in **social activity** with others
- **Exercised**
- Eaten a **balanced diet**

## Differences in the Actions the Thriving Take to Improve Mental Health

**Thriving** are **more likely** than others to have:

- Eaten a **balanced diet**
- Taken **homeopathic remedies**
- Attended **support groups** or **classes**



# Wallet-Body-Mind Groups Differ in the Actions They Take to Improve their Physical Health

## Similarities in Actions Taken to Improve Physical Health Across All Three Groups

For all groups, the **order of the actions taken is nearly identical** except:

- **Thriving:** #1 Exercise, #2 Healthy Diet
- **Managing:** Exercise, Healthy Diet tied #1
- **Struggling:** #1 Healthy Diet, #2 Exercise

There is **no significant difference** in the likelihood to have taken the following actions by group:

- Saw a **medical professional**
- Engaged in **meditation, relaxation or prayer**
- Used **online tools or wellness apps**
- Took **homeopathic remedies**
- Engaged in **therapy**

## Differences in the Actions the Struggling Take to Improve Physical Health

**Struggling** are **less likely** than others to have:

- **Exercised**
- Eaten a **balanced diet**
- Spent **time outside in nature**
- Engaged in **hobbies**
- Attended **support groups or classes**

## Differences in the Actions the Managing Take to Improve Physical Health

- **Managing** are **more likely** than all others to have taken **any** action
- **Managing** are **more likely** than **Struggling** to have **taken prescription medication**

## Differences in the Actions the Thriving Take to Improve Physical Health

- Thriving** are **more likely** than others to have:
- Engaged in **hobbies**
  - Attended **support groups or classes**

**Thriving** are **more likely** than **Struggling** to have engaged in **social activity** with others



# Wallet-Body-Mind Groups Differ in What Would Make Them Feel More In Control of Their **Financial Situation**

## Similarities in Actions Making All Three Groups Feel More In Control of their Financial Situation

For all groups, the **top factor is increasing savings.**

There is **no significant difference** in the impact of **developing a plan or sources of income for retirement.**

## Differences in What the **Struggling** Feel Would Make Them More In Control of Their Financial Situation

**Struggling** are **more likely** than others to say:

- Advancing or improving **job** or **career**
- Getting access to quality **food/household items** I can **afford**
- Improving **credit rating**
- Finding **affordable housing**
- Furthering my **education**
- Reducing or paying off my **student loans**
- Finding **affordable transportation** options

**Struggling** are **more likely** than Managing to say learning about **how to manage money**

**Struggling** are **less likely** than others to say learning about **investing**

## Differences in What the **Managing** Feel Would Make Them More In Control of Their Financial Situation

- **Managing** are **more likely** than all others to say increasing my **savings**
- **Managing** are **less likely** than all others to say finding high-quality, affordable **healthcare**

## Differences in What the **Thriving** Feel Would Make Them More In Control of Their Financial Situation

**Thriving** are **more likely** than others to say:

- Learning more about **investing**

**Thriving** are **less likely** than others to say:

- Increasing my **savings**
- Finding good, **affordable housing**
- Reducing or paying off both **student** and **non-student loan debt**

# Life Priorities Assessment Study Upcoming Reports



## We're Excited to Dig Deeper into the Wealth of Data in this Study

Future reports will focus on:

- Financial Deep Dive
- Public Health and Implications
- The Impact of Caregiving on Health, Wealth and Happiness
- Generational and Gender Insights

Contact us if there are any areas you're particularly interested in. We'd love to discuss!

Anne Aldrich: [aaldrich@artemissg.com](mailto:aaldrich@artemissg.com)

Christine LePottier: [clepottier@artemissg.com](mailto:clepottier@artemissg.com)

# Methodology



Online survey



**2,347**

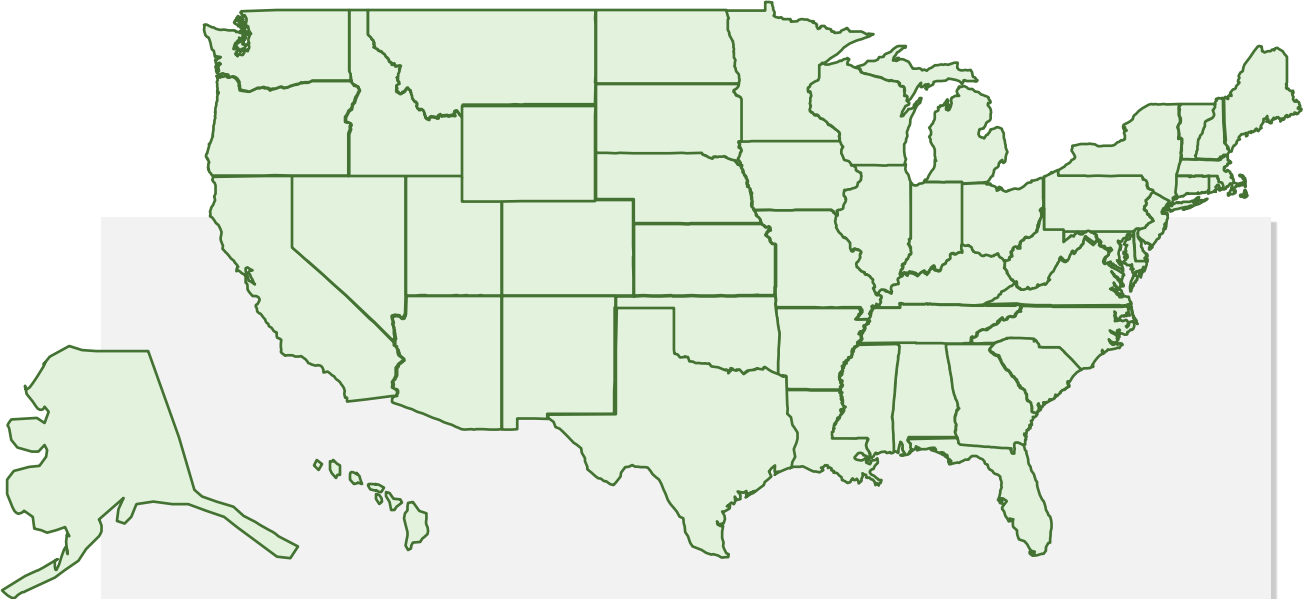
U.S. adults, age 18+



Conducted from  
June 12-21, 2024



Median interview length was  
approximately 15.5 minutes



Overall demographic targets set for age within gender, race and ethnicity, registered voter party and income to obtain a sample reflective of the U.S. adult population based on Census data.

# Wallet-Body-Mind Index Group Demographic Profiles

% Struggling % Managing % Thriving

## GENDER

Female	54%	54%	43%
Male	45%	46%	57%
Non-binary/Non-conforming	1%	<1%	0%

## Age

18-24	17%	10%	9%
25-34	20%	17%	16%
35-44	17%	15%	18%
45-54	18%	17%	12%
55-64	17%	17%	16%
65+	12%	23%	28%

## Generation

Gen-Z	20%	14%	14%
Millennial	32%	27%	29%
Gen X	26%	25%	20%
Boomer+	22%	34%	37%

## RACE/ETHNICITY

White/Caucasian	76%	79%	81%
Black/African American	19%	15%	14%
Hispanic/Latin	23%	16%	18%
Asian/Asian American	2%	3%	3%
American Indian or Alaska Native	3%	1%	1%
All others	5%	3%	2%

## QUALIFIED DISABILITY (6 MO+ PHYSICAL/MENTAL/EMOTIONAL)

Yes, Self	32%	15%	10%
Yes, Other Person in Household	25%	14%	11%

## MARITAL STATUS

Married	26%	47%	60%
Living with partner	12%	7%	8%
Single, never married	43%	30%	23%
All others	19%	16%	9%

## CHILDREN IN HOUSEHOLD

Under age 5	12%	9%	11%
Ages 5 to 11	5%	14%	20%
Ages 12 to 18	14%	17%	21%
Ages 19 or older	21%	33%	26%
No children living in household	53%	42%	41%

## EDUCATION

High School or Less	42%	27%	21%
Some College no Degree	37%	30%	23%
College Grad or Higher	21%	43%	55%

## RESIDENCE TYPE

Rural Area	18%	12%	12%
Small City or Town	23%	18%	14%
Suburb Near Large City	35%	49%	48%
Large City	24%	21%	26%

## REGION

Northeast	19%	18%	16%
Midwest	18%	21%	20%
South	39%	40%	40%
West	23%	21%	23%

## HOUSEHOLD ASSETS

Less than \$5,000	30%	12%	5%
\$5,000 to \$49,999	29%	26%	16%
\$50,000 to \$99,999	14%	16%	14%
\$100,000 to \$499,999	11%	24%	26%
\$500,000 or more	3%	14%	24%
Prefer not to say/Don't know	13%	7%	4%

## HOUSEHOLD INCOME

Less than \$25,000	29%	13%	8%
\$25,000 to \$49,999	28%	22%	12%
\$50,000 to \$99,999	29%	31%	27%
\$100,000 or more	13%	34%	52%
Prefer not to say/Don't know	1%	1%	<1%

## PERSONAL PRIMARY HEALTH INSURANCE

Medicaid or Indian Health Service	33%	16%	13%
Medicare	21%	27%	35%
Employer or other private	36%	53%	52%
ACA (either subsidized or not)	6%	6%	7%
None or don't know	13%	5%	3%

## EMPLOYMENT

Employed full-time	37%	46%	54%
Employed part-time/season/gig	18%	17%	12%
Not employed	33%	16%	8%
Retired	13%	22%	26%

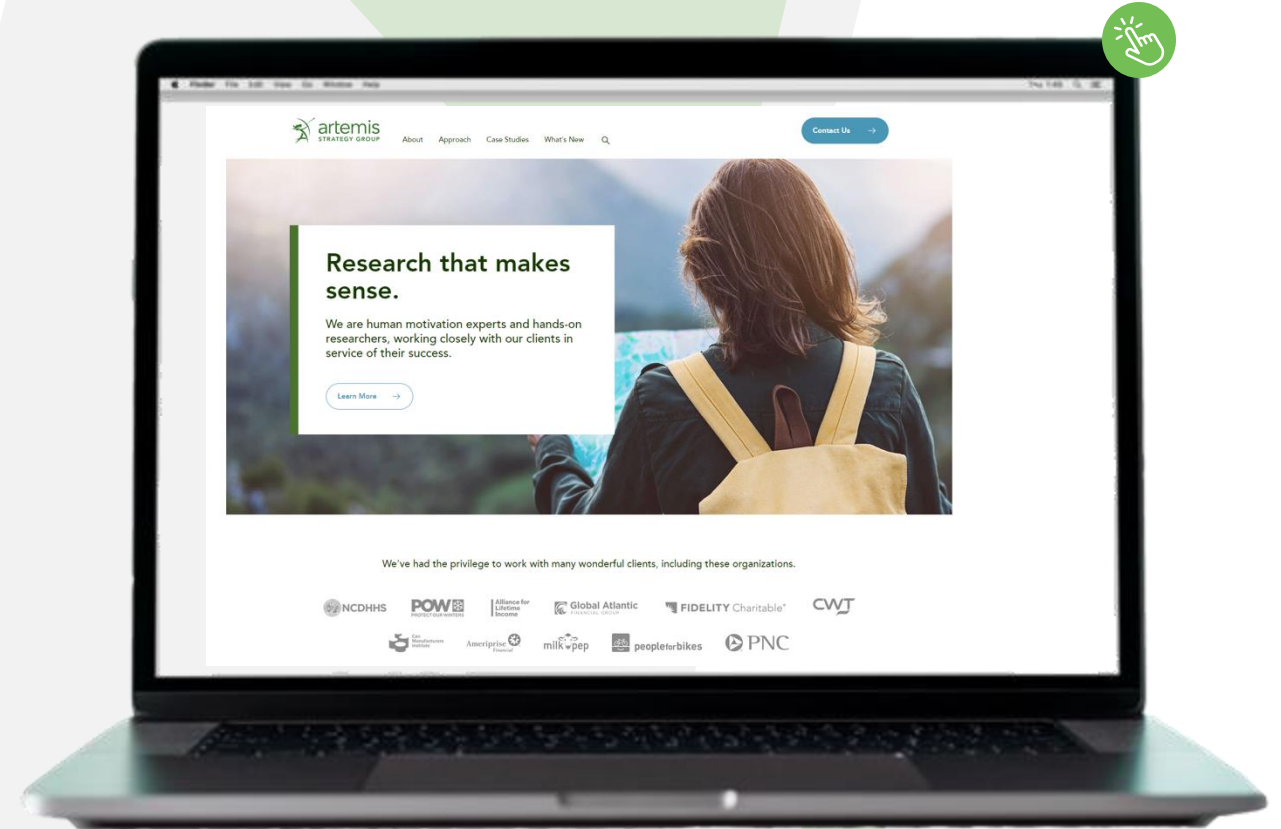
# About Us

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## Artemis Strategy Group, LLC

is a communications strategy research firm specializing in brand positioning and policy issues. The women-owned firm provides communications research and consulting to a range of public and private sector clients.



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