

# 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.**

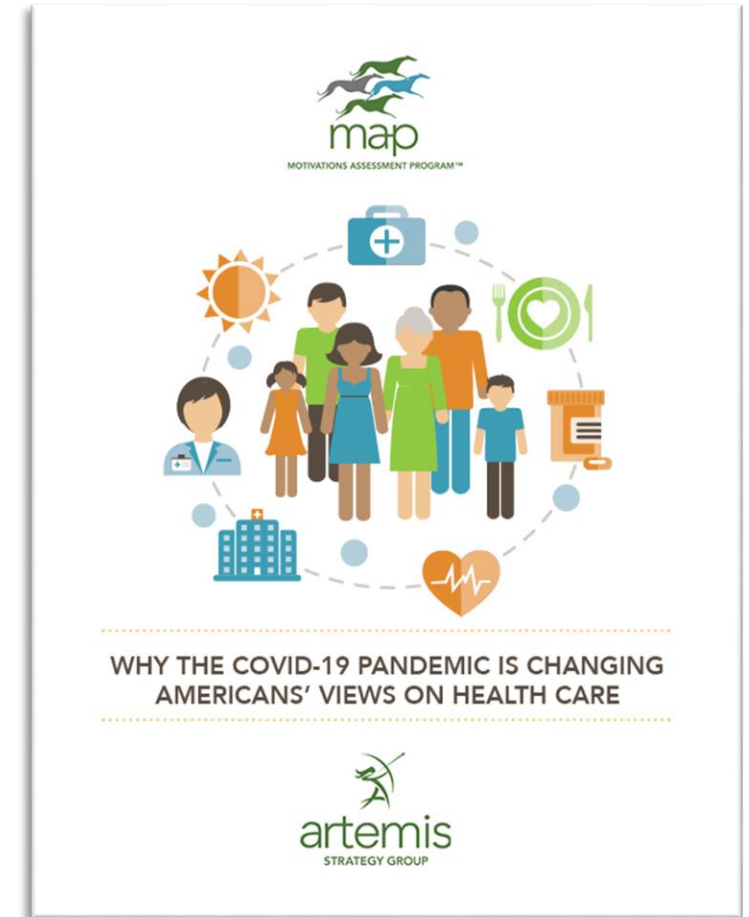
We use our primary motivation research to **assess how the pandemic has changed us.**



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 5<sup>th</sup> 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 the 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

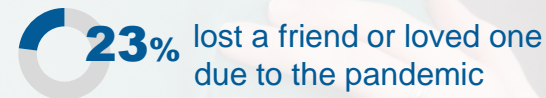
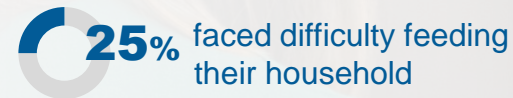
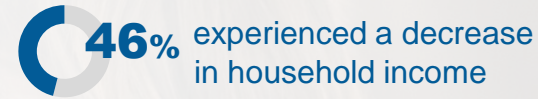
The pandemic hit one in three Americans hard and while they survived, they are still struggling to recover from a confluence of financial, mental and physical stressors.



*“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.”*

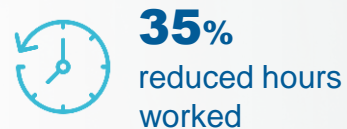
IMPACT OF PANDEMIC: **Substantial**

### Challenges Faced



### Response to Pandemic

#### CHANGES TO WORK



#### CHANGES TO LIFESTYLE



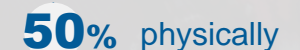
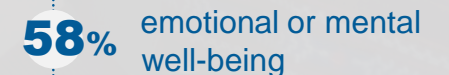
### Survivors feel more:

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

## Outcome



*Compared to pre-pandemic,  
doing worse:*







29%

## UNAFFECTED

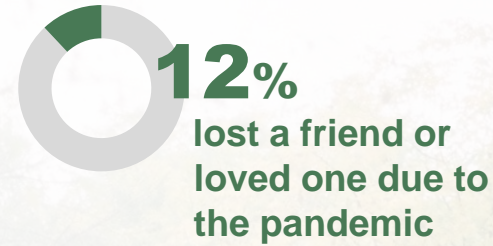
The pandemic had a minimal impact on the lives of the unaffected, the majority of whom are tired of hearing about COVID and just want to live their lives.

“

*"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



**15%**  
shifted to working from home

#### CHANGES TO LIFESTYLE



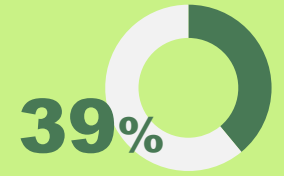
**40%**  
more likely to appreciate simple pleasures



**32%**  
spent less money



**38%**  
had more time to themselves



**39%**  
of the Unaffected feel...

✓ Grateful

## Outcome



**No change**

Portion doing same versus pre-pandemic:

**89%** work/professional goals

**79%** physically

**72%** financially





20%

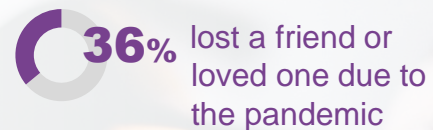
## ADAPTED

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.”

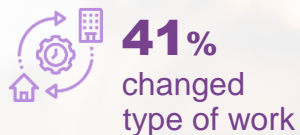
IMPACT OF PANDEMIC: **Substantial**

### Challenges Faced

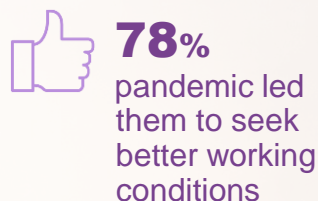
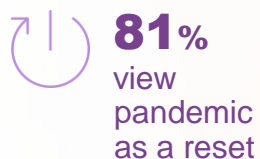


### Response to Pandemic

#### CHANGES TO WORK



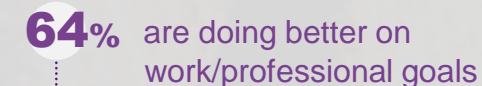
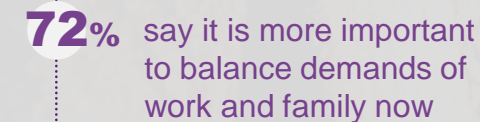
#### CHANGES TO LIFESTYLE



*The Adapted  
feel more:*

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

## Outcome





17%

## THRIVED

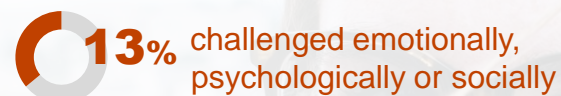
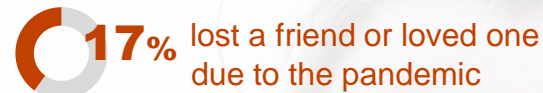
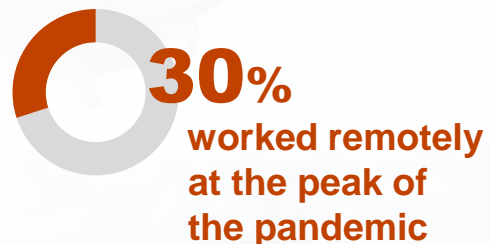
The financial and health impact of the pandemic on the Thrived segment was minimal. The big impact was on lifestyle adjustments which ultimately seem to have improved their lives.



"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

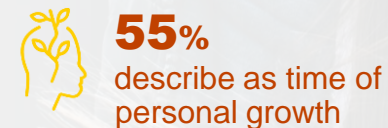
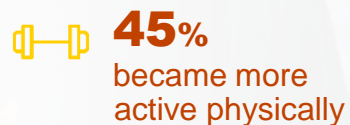
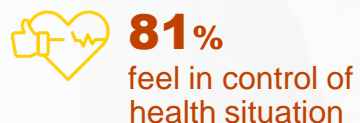


### Response to Pandemic

#### CHANGES TO WORK



#### CHANGES TO LIFESTYLE



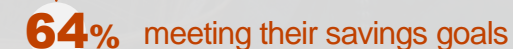
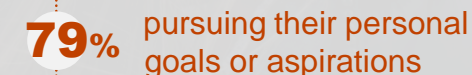
**Thrivers  
feel more:**

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

## Outcome



Portion doing better  
versus pre-pandemic:





# 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](https://artemisstrategygroup.com/pandemic-experience-quiz)





*If you would like more information please contact Anne Aldrich:*

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