

# Consumer sentiment during a time of global crisis



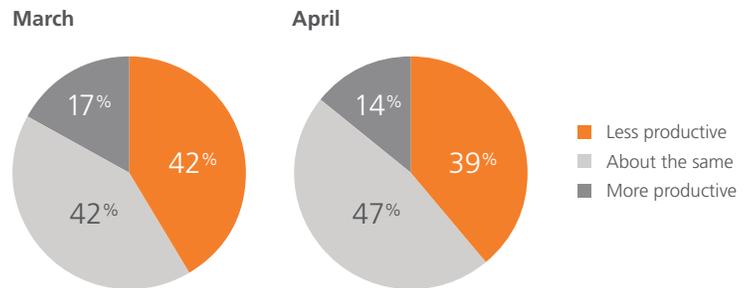
How the consumer mindset has shifted over time

As employers across the nation consider their return-to-worksite strategies, Optum® continues to explore its consumer survey dataset to identify practical insights that can help inform the “next normal.” This time, we focused on how reported productivity levels have shifted from March to April, and what those results may mean for businesses as they prepare their employees to pivot to a return-to-worksite mindset.

## As the crisis continues, low productivity levels persist

Last month, we reported that more than 40 percent of employees were experiencing a productivity decline. Although numbers have improved slightly, almost four in 10 people continue to report diminished levels of productivity. Clearly, employees are continuing to struggle with evolving work arrangements.

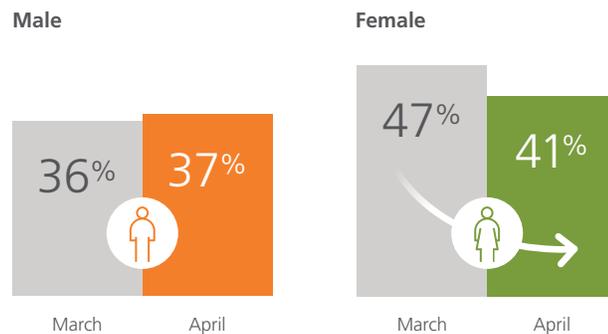
Q: “To what extent have COVID-19-related work/life changes impacted your workplace productivity?”



## Women are making small gains — but at what cost?

Although men continue to be slightly less likely to report declines in productivity than women, female survey respondents have been making notable productivity gains since last month as they adapt to their new normal. But, our previous research also revealed a potential red flag: Women are reporting greater declines in well-being compared to men during this survey period. Could this uptick in female productivity be happening at the expense of their well-being? Employers should keep these differences in mind as they plan and communicate their return-to-worksite strategy.

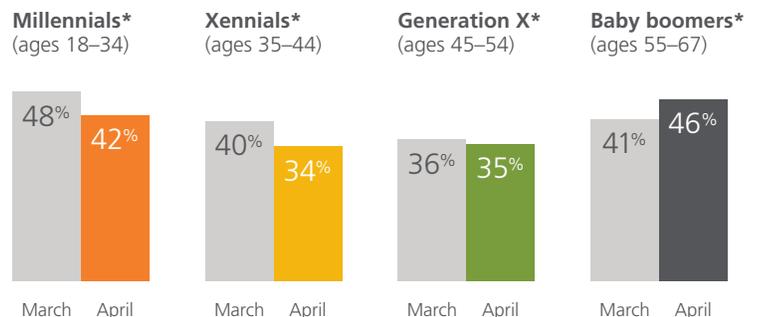
Percentage reporting less productivity by gender



## Diminished productivity levels shift from generation to generation

At the initial onset of COVID-19, millennials (ages 18 to 34) struggled the most with managing productivity. However, as the crisis has evolved, baby boomers (ages 55 to 67) are now reporting the highest levels of worsening productivity. Both millennial and Xennial generational cohorts are now reporting notable productivity gains.

Percentage reporting less productivity by age



\*Generational cohorts are approximations only.

## Key considerations

To ensure a smooth return-to-worksite process that carefully balances the productivity needs of your organization with the safety of employees, employers should consider working with partners who can ease employee concerns using a phased, four-step approach:

- **Prepare:** Worksite readiness and resources to get employees ready to return to the worksite
- **Test:** Self-administered and clinician testing for symptoms
- **Support:** Help for employees as they transition back to the worksite
- **Care:** Continuing resources and support for medical and behavioral treatment

Optum is ready to support you throughout any challenge — no matter how big.

We've curated the most relevant and helpful in-person, telephonic and digital tools from our preventive, clinical and supportive solutions to enable you to implement a return-to-worksite plan.

Please contact us for a personalized, complimentary consultation of how to help your employees safely return to the "new" workplace and drive business performance.

[Learn more here.](#)

## Our methodology

**Online survey: March 25–26, 2020, and April 20–21, 2020**

N=500 U.S. adults employed full-time (March)

N=500 U.S. adults employed full-time (April)

### Employer size:

- 300 survey participants work for employers with 3,000+ employees
- 200 survey participants work for employers with 500 to 2,999 employees

### Survey requirements:

- All participants were enrolled in health insurance sponsored by their employer for at least three months prior to taking this survey.
- All participants consider themselves a health care decision-maker for their household.

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