

Consumer sentiment during a time of global crisis



To understand how work/life changes have impacted consumers during the global health crisis, Optum® researched well-being indicators across gender, age, geographic region and industry. The findings below represent consumer perceptions and offer valuable insights to guide workforce strategy development during this challenging time.

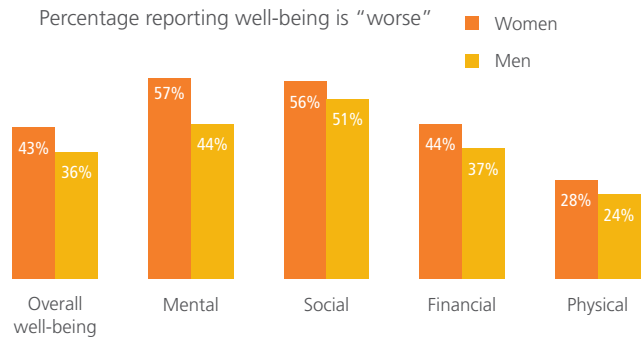
Gender differences

Overall, women report a broader impact on well-being than men:

- Female respondents (57 percent) are significantly more likely to report a negative impact on their mental health.
- Females (44 percent) are also more likely to report that their financial well-being is “worse” than men (37 percent).

Men also report a decline in multiple dimensions of well-being, but they report being most impacted socially (51 percent worse).

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

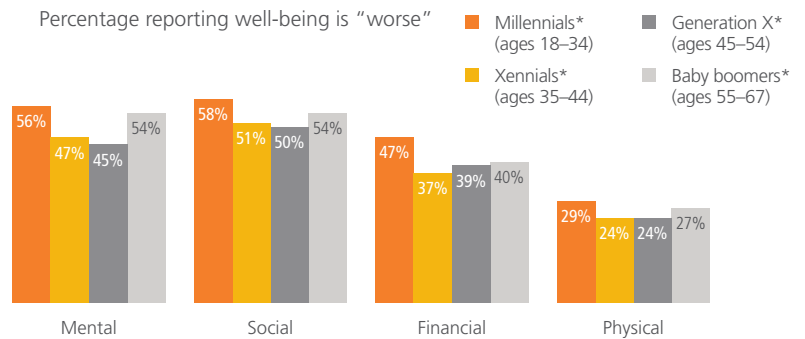


Generational differences

People of all ages are understandably experiencing a negative effect on their social well-being, with 50 percent or more reporting it is now “worse.”

- Baby boomer and millennial respondents are being impacted the most across all dimensions of well-being.
- Millennials and baby boomers both report a greater impact on mental well-being than other generations. However, millennials stand out for reporting a notable strain on financial well-being (47 percent).

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

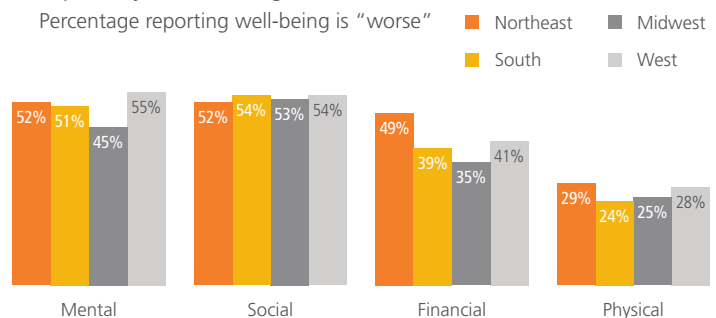


*Generational cohorts are approximations only.

Regional differences

Financial well-being is worsening especially for consumers in the Northeast region of the country, while respondents in the West are experiencing a slightly greater impact on mental well-being. The Midwest is generally reporting the least amount of impact.

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



Industry differences

Consumers reported wide variations in well-being across industries. Not surprisingly, retail and food service employees are reporting a notable impact on overall well-being, while professional, scientific and technical service employees are reporting significantly better measures.

- With regard to mental well-being, food service, retail and health care employees appear to be struggling the most.
- The industries experiencing the greatest impact on social well-being include retail, finance/insurance and food/hospitality.
- The industry reporting the greatest effect on financial well-being is food and hospitality.

Q: "To what extent have COVID-19-related work/life changes impacted your well-being?"

Percentage reporting well-being is "worse"

- 50% or more report "worse"

	Industry						
	Finance and insurance (N=43)	Food and hospitality (N=30)	Government, public service and religion (N=48)	Health care and medical (N=75)	Manufacturing (N=32)	Professional, scientific and technical services (N=95)	Retail (N=34)
Overall well-being	37%	55%	40%	43%	40%	31%	53%
Mental well-being	48%	70%	47%	56%	32%	43%	65%
Social well-being	61%	60%	58%	47%	49%	44%	67%
Financial well-being	33%	58%	35%	39%	43%	33%	44%
Physical well-being	29%	36%	19%	20%	29%	22%	38%

Industry groups tested at 95% confidence level.

Key considerations

American employers are responding swiftly to the health crisis by putting in place workforce well-being strategies to minimize the human and economic effects. As the situation continues to evolve, it may be helpful to consider the following when deploying supportive services and resources:

1. The demographic make-up of your employee population
2. Regional differences in well-being measures
3. The unique well-being needs of industry-specific populations

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Our methodology

Online survey: March 25–26, 2020

N=500 U.S. adults employed full-time

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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