

— Whynomics Team presents:

Future Forecasting

**Measuring Impact For Life
After Covid-19**

April 2020



— Future Forecasting

Study Methodology

Online Survey

Fielded March 23-30, 2020

Nationwide General Audience

200 Participants

Age: 18-72



“If you see stress as bad, catastrophic and something you need to avoid at all costs, each time you get stressed, it’s going to have a very negative effect on you. If you see it as something that can make you more resilient, you will experience it very differently.”

- Tal Ben-Shahar, Positive Psychology Professor, Harvard



— Cultural Trend

Shift to Resiliency

As a society, we are changing the script around emotion – pushed to feel our feelings and see ourselves through difficult times. In doing so, we learn and grow our resilient tendencies to be stronger through each hardship.



WE SEE
WHAT
WE
WANT

While this is a time filled with **worry, stress and frustration**, many also view it as a humbling experience, resulting in a changed perspective that is equally filled with **hope, appreciation and gratitude.**

— Key Finding

Emotional State

We feel out of control, bringing a rush of difficult emotions. In feeling grief, consumers seek meaning and emotions they can control – Gratitude being the perfect example.



When asked for their top three emotions, more than half included a positive emotion.



At a time when emotions
are high, results showcase
resilient mentalities prepared
to prevail and find the **good**.



98% of
respondents
believe there will
be positive long-
term impact



— Key Finding

Appreciation

The strongest emerging theme was the expectation that, as a society, we will rise as a more appreciative and grateful collective.

“Everyone will learn how to slow down and take more moments to appreciate everything they have and the good moments they get to experience.”

— Insight

Realization

Self-care has been emphasized in recent years, but as priority moves to focus on oneself, the balance can tip too far to result in living life with blinders on.

In the last few weeks, newfound time has given us opportunity to think, breathe, and become aware of not only our own emotional state, but also what's going on around us - leading to a broader perspective.



**In times of crisis
we move **outward**
through the sphere.**



— Self

Evolution

3 months ago

Tunnel Vision

Priority: Just Keeping Up

- Chaotic list of to-do's
- No time for yourself but your world is centered only around your focus

Today

Realization

Priority: Processing Change

- Complete lifestyle change
- Consumed by worry & frustration about the unknown
- Forced end to the rat race
- A moment of reflection

Tomorrow

Growth

Priority: Evolve with Intention

- Opportunity for reassessment
- Desire to return to "normal" but through a filtered lens of what is most important



— Friends & Family

Reconnection

“The increase in time together at home will reignite the value of the nuclear family.”

This new-normal has revealed a deep-seeded desire for connection that we didn't know we needed.



— Community

Those Around Us

Insight 1

Realization of the inequality in our communities, including lack of access to essential resources.

As brands increase charitable support to those in need, the public is more aware of the issues at hand.



55% stated they were now more supportive of meal programs in schools.

-Source: Resonate



— Community

Those Around Us

Insight 2

Appreciation for the roles and sacrifice of crucial workforce:

- Service industry: truck drivers, delivery, grocery store staff
- Teachers
- Healthcare workers

“[Socially] breed a new resolve to see each other as equals and deepen the importance of community.”



— Global Collective

In This Together

With a common enemy on our minds, there is an overwhelming desire to push past our differences and band together - locally, nationally, and globally.

Few times in history has every nation across the globe stood together in the same battle.

“We come out of this better appreciating that the entire globe has battled this virus and that we really aren't all that different in our core.”

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— Key Finding

“The situation provides as many opportunities as it does challenges.”

As human beings we are incredibly resilient, adapting to a new normal and finding the learning opportunity that comes from trials like this.



— Insight

Crisis Begets Growth & Opportunity

“With any time of crisis comes big learning.”

If we look back over history, we as people, and as a country, have experienced incredible growth after times of crisis.

— Future Forecasting

Future Implications

Crisis forces us to evaluate, innovate and evolve.

Environment

- Rapid improvement seen in the short term
- Fuels proof for impact initiatives
- Learnings could also impact natural disaster response

“The Office”

- Greater workplace flexibility
- Decentralized cities
- An evolution of how we collaborate and connect with team members

Education

- New learning models & tech innovation
- Global curriculums
- Conversation started about schools' services beyond education

Small Businesses

- Impacted by shutdowns
- Purchases reflect a civil act of support over service or product necessity
- Emphasis on local

Technology

- Serving an emotional need now more than ever before
- Innovation and creativity in this space will not stop after the return to “normal”

Preparation

- Healthcare improvements implemented
- Development of response protocols to ensure better preparedness in the future

Connection

- Separation brought back together long-distance friends and family (both immediate and distant)
- Relationships will hold increased importance

We challenge you to use this time to
learn, innovate and grow.

**How will *you* be a part of the
next evolution in our society?**

THANK YOU.

There's no better time than now to know your customer by understanding what they're going through and what they need, both now and as things return to "normal."

We're here to help you.

Learn more about how we can help by visiting whynomics.com

For business inquiries, please contact hello@whynomics.com