

New leadership style shapes how Americans think about the future





### New insights into the Great Resignation, Urban Collapse and our Cultural Divide

America's **FutureThink:** 

**Transparency Dialogue Knowledge-sharing** 

A New Model of Connected Leadership

Is the American Dream dead?

Do they matter?

How does it shape future outlook and current actions?

#### **OVERVIEW**

Ruder Finn's FutureThink Index is a new tracking study that aims to measure how Americans think about the future and how business leaders play a deciding role in shaping their "FutureThink."

Conducted in partnership with research and data analysis firm Full Spectrum Insights, Ruder Finn's FutureThink Index asked 2,000 Americans a series of questions about current and future outlook based on three areas with significant impact on future lives: Career, Healthcare and Technology.

The study explores the specific connection each respondent has with their employer, healthcare and technology providers, and how a new leadership model based on transparency, dialogue, and knowledge-sharing impacts the respondent's future outlook and current behaviors.

The inaugural Ruder Finn FutureThink Index study was conducted on Pollfish over an 8-week period ending August 31, 2021 and will be tracked quarterly.



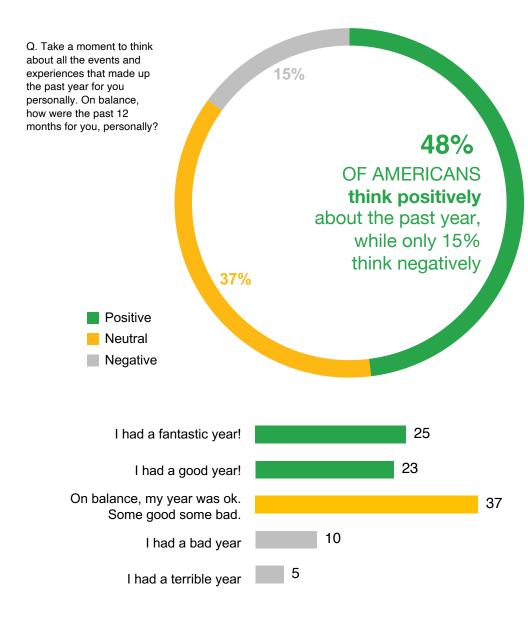
#### **CURRENT THINK**

### Despite reports of doom and gloom, **Americans overall lean positive** about their current experience.

Even with the myriad of challenges we've all faced in the past 12 months, from an acrimonious election to the rise of the COVID Delta variant, nearly half of people living in the United States say they think positively about their experience over the past year.

Only 15% of respondents in the study said they had a bad or terrible year.

More than a third of people living in the United States (37%) say they had a balance of positive and negative experiences in the last 12 months.



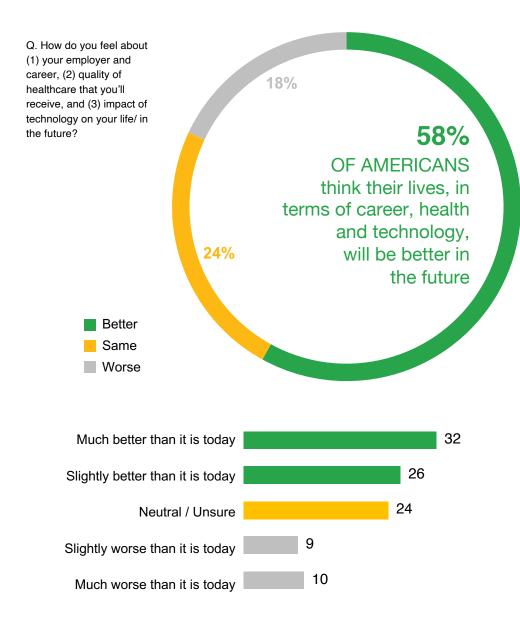
#### **FUTURE THINK**

The American Dream is far from dead: Americans are even more positive about the future.

When queried specifically about the future impact of three game changing forces that will impact their future lives -Career, Healthcare and Technology – Americans think increasingly positively about their futures.

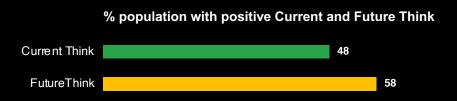
Over half of Americans – 58% – think their lives will be better in the future (both near and long term) than they are today, with nearly a third – 32% – thinking their lives will be much better than today. Only 19% fear their lives will be worse.

American's FutureThink shows a significant overall increase in forward-looking positivity, with 48% of Americans with positive Current Think compared to 58% of Americans with positive FutureThink.



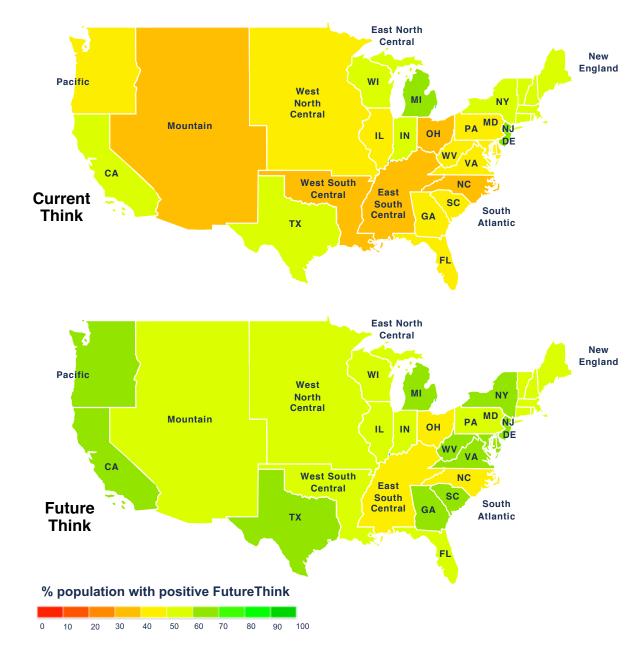
#### **FUTURE THINK**

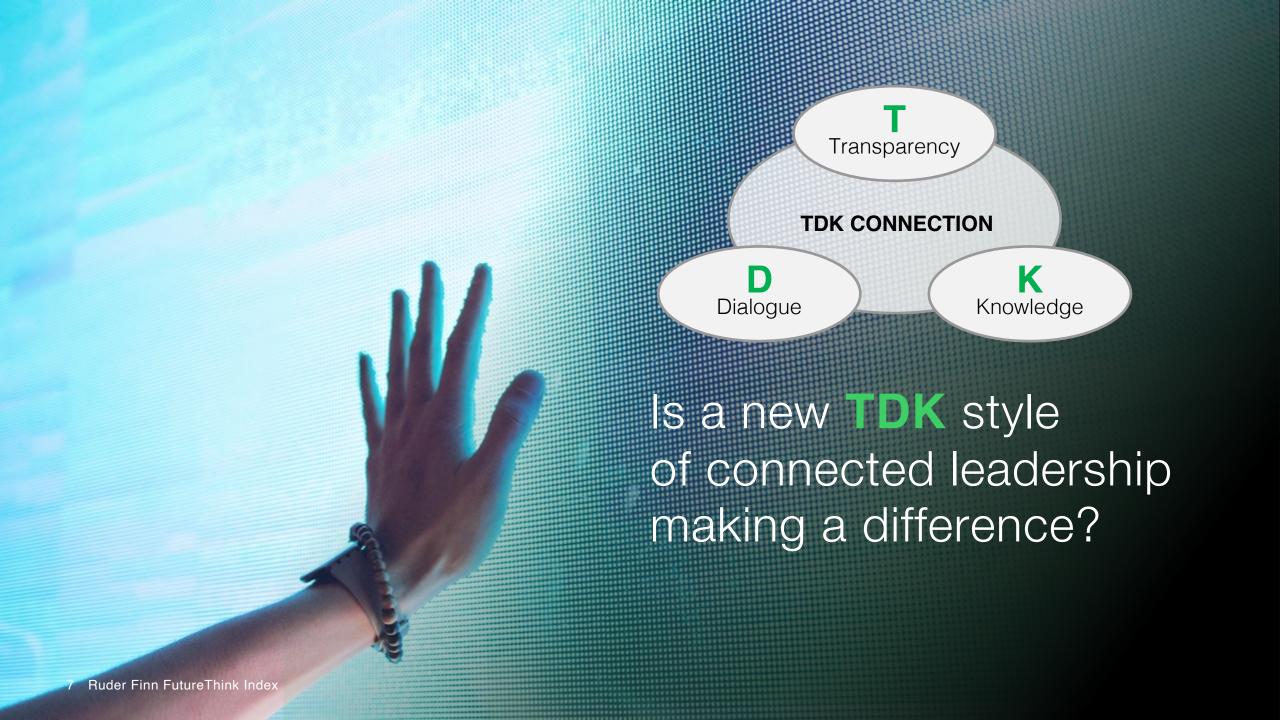
### Future outlook increases in positivity across all regions and demographics.



This rise in FutureThink positivity is reflected across every region. The one notable exception is the state of Michigan, where positivity declines from a Current Think of 63% to a FutureThink of 53%. This might be due to ongoing concerns about tech automation and the automobile industry and their impact on people's careers.

The rise in positive FutureThink over current experience is also reflected across every demographic. The one notable exception is with Gen Z, where 53% of Gen Z has positive FutureThink, statistically equivalent to 55% with positive Current Think. While still positive, increasing future uncertainty among Gen Z presents a significant challenge and opportunity to employers in particular.





#### TRANSPARENCY DIALOGUE KNOWLEDGE-SHARING

THE NEW TDK LEADERSHIP MODEL

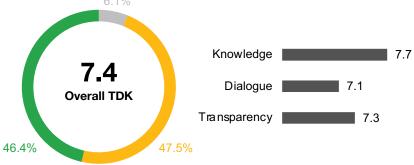
### So given the challenges facing America, what is driving this positive *FutureThink*?

We know there is a new model of business leadership built on transparency, dialogue and knowledge-sharing that aims to build greater connection and community with constituents. We wanted to understand if and how this new leadership style is having real and meaningful impact. In order to do that, we asked respondents a range of guestions to measure their connection to employers, healthcare and technology providers in terms of transparency (T), dialogue (D), and knowledge (K). The results from these questions were aggregated into 10-point TDK scores as follows:

- 0 to 4 = Low TDK (little to no connection)
- 5 to 7 = Medium TDK (open to higher connection)
- 8 to 10 = High TDK (strong connection)

#### Employer Working Americans Knowledge have the strongest 7.6 TDK with their Dialogue employers, signaling **Overall TDK** businesses have been Transparency largely successful in connecting with employees. 50.1% 6.1%

#### Health Americans have stronger TDK with healthcare providers than with technology providers, likely due to the strong performance of Healthcare Leaders during Covid.







#### THE POWER OF TDK

### New Leadership **Style Shapes Positive FutureThink**

Overall TDK scores show that business, healthcare and technology leaders and business have had considerable success in building a culture of positivity with their constituents through transparency, dialogue and knowledge-sharing.

36% of Americans (including non-working Americans) view their overall TDK connection as high and only 3% view their overall TDK connection as low. 61% of Americans in the middle are open to higher TDK connection in the future.

36%

36%

have

**OF AMERICANS** (working and non-working)

**High Connection** 

Only 3% have low connection.

3%

61%

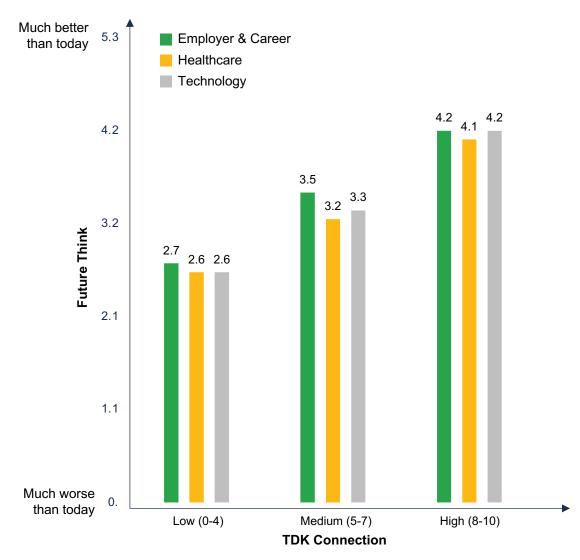
High TDK

Low TDK

Medium TDK

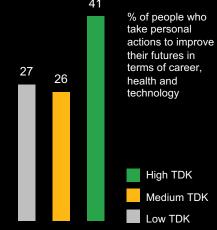
Furthermore, results strongly connect high TDK scores to positive outlook. In short, FutureThink increases as TDK increases: 80% of Americans who view their TDK connection as high also have a positive outlook or FutureThink.

#### FutureThink increases as TDK increases



#### BUILDING A CULTURE OF POSITIVITY





Americans with high TDK scores are nearly 60% more likely to take positive action over those with medium TDK to improve their futures.

Since people with medium TDK represent 61% of Americans, there is significant opportunity for leaders to build a broader culture of positive action by improving TDK.

One important caveat where businesses are concerned: people with higher TDK connection to employers are also more likely to act to advance their careers. Employers need to create opportunity for high performers by moving them around within your organizations, otherwise you will lose them.

## How people with high TDK act over people with only medium TDK

CAREER	89% more likely to earn a promotion 116% more likely to take a development course 54% more likely to start a business or side hustle 64% more likely to update their resume 92% more likely to find a new job
HEALTH	20% more likely to get a covid vaccine 22% more likely to change eating and diet habits 55% more likely to use a wearable health device 45% more likely to start a new Rx 82% more likely to change health insurance
TECH	31% more likely to buy smartphone, tablet, laptop 92% more likely to buy smart home device 73% more likely to buy/sell cryptocurrency 96% more likely to drive electric car 100% more likely to use a dating app

## **Closing the Gaps**

How TDK leaders can shape a broader culture of positivity

#### **CLOSING THE GAPS**

# **Closing Demographic Gaps** in Future Thinking

The good news is that the American Dream is alive and well; a new leadership model has built better connection with Americans, helping to shape a positive FutureThink across all demographics. But there are still gaps and businesses and leaders can play a significant role in closing those gaps to increase future positivity and current positive behaviors.

## Six Priorities for Connected Leaders and Businesses to Further Shape the American Psyche

- Deepen connection with women:
  Increase dialogue and transparency
- 4 Help fuel the Great Urban Renewal: Keep cities as engines of positivity and connection

- 2 Connect with the needs of families:
  Understand their concerns, be flexible, have empathy
- 5 Don't get caught in the political crossfire: Independents are the ones seeking connection

Understand what's driving the Great Resignation:

Turn challenge into opportunity with the next generation

Strengthen connections with underserved populations:

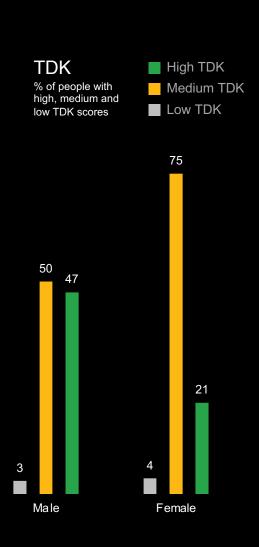
It's less about money than it is about knowledge

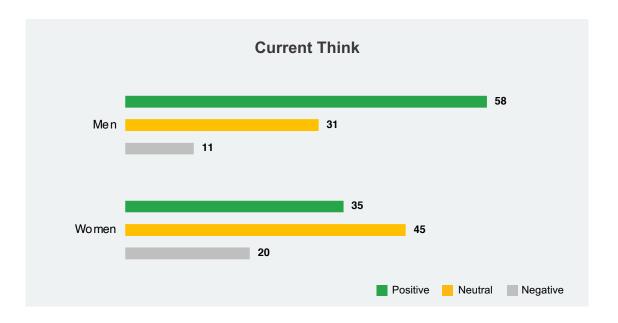
#### CLOSING THE GENDER GAP

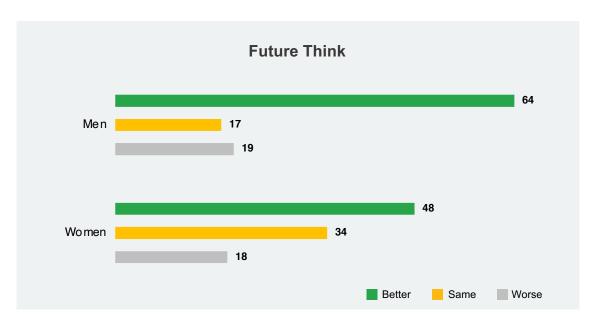
# On average, women have a far more nuanced outlook than men.

48% of women say the future looks better while 34% are uncertain, compared to 64% of men saying the future looks better while only 17% are uncertain. Part of this is likely due to additional pressures put on women as caregivers, especially during Covid.

But it's not just about knowledge-sharing. Regression analysis shows increasing dialogue and transparency can have up to 2X the connection impact with women over men.





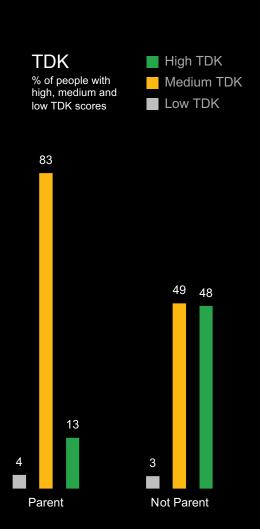


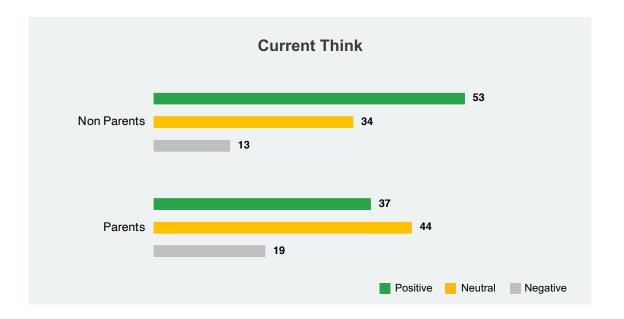
#### CLOSING THE PARENT GAP

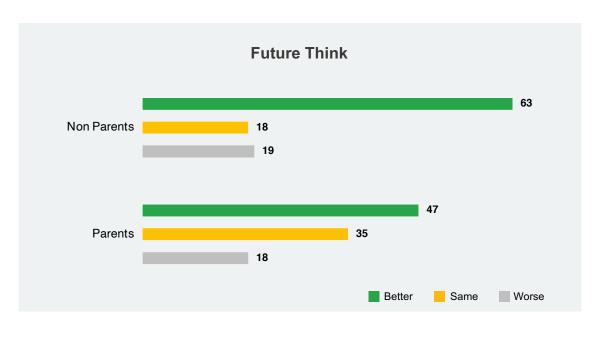
We have to do better by our families: worklife balance, Covid shots for kids, concerns about the impact of tech on our children.

Being a parent creates uncertainty about the future. 47% of parents say the future looks better while 35% are uncertain, compared to 63% of people without children saying the future looks better while only 18% are uncertain.

Increasing connection with parents will be critical. While only 3.6% of parents feel unconnected, 83% have medium TDK and are open to increased connection. Understanding their concerns, being flexible, having empathy can be the basis of increased dialogue and connection.







#### CLOSING THE GENERATION GAP

# Was Gen Z really as hard hit during Covid as people say?

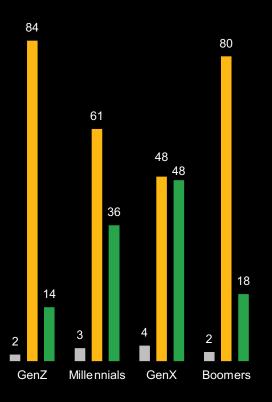
Actually, 55% of Gen Z say they viewed the last 12 months as positive, the highest positivity among any generation. But Gen Z also exhibits less positivity about the future than their Millennial and Gen X counterparts, particularly related to career where 56% of Gen Z say the future looks better compared to 63% of Millennials and 62% of Gen X.

Gen Z's lower FutureThink correlates with lower TDK scores, trailing Millennials by more than 2X, and GenX by more than 3x. In other words, it's Gen Z (and Millennial) independence that is driving the Great Resignation.

Gen Z and Millennials overwhelming prioritize knowledge over transparency and dialogue (link). But increasing knowledge also encourages seeking new opportunity (link).

Warning: Create opportunity for your high performers by moving them around within your organizations, otherwise they will find opportunity elsewhere.







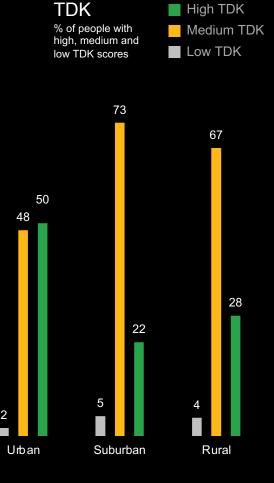


#### CLOSING THE GEOGRAPHY GAP

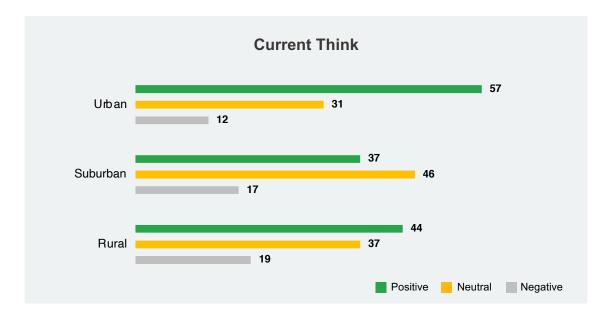
### Why is the great urban renewal so critical to our Future Think?

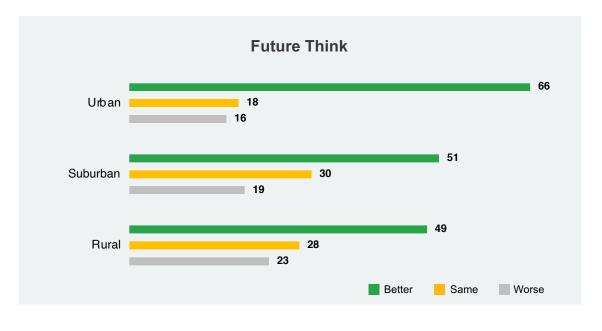
Cities are the engines that drive optimism and connection. People from urban communities have more positive outlooks than rural and suburban communities, with 66% of people living in cities thinking the future looks better compared to only 49% of people living in rural and suburban communities thinking the future looks better.

Building back our cities will be critical for building connection with our most positive future-thinking people. But virtual connection creates opportunities to grow connection and positive thinking across all of America.



High TDK





#### CLOSING POLITICAL GAPS

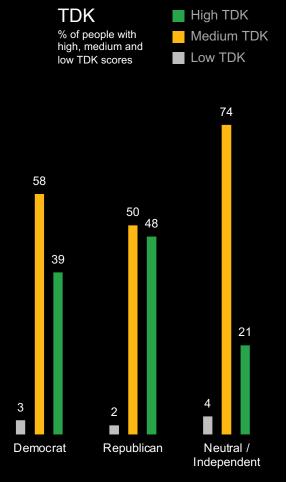
# Do we have more in common than we think?

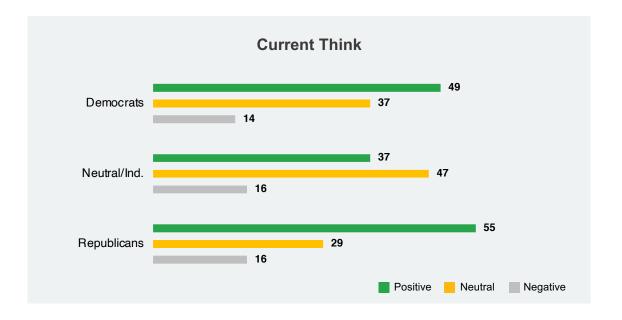
When it comes to politics, it's become all too easy to get caught in the crossfire. But it's the Independents, the people in the middle, who are lacking connection and have more uncertainty about the future.

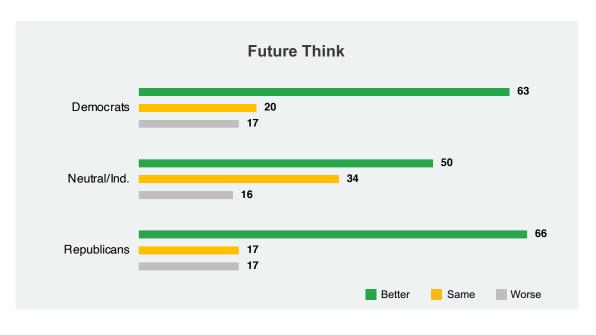
Independents had the greatest uncertainty in the current year, with only 37% thinking it was positive compared to 55% of Republicans who thought the last 12 months was positive despite losing an election.

Looking forward, both self-identified Republicans (66%) and self-identified Democrats (63%) have a positive future outlook, compared to only 50% of Independents.

But independents are open to connection, with nearly 3 out of 4 having TDK scores in the medium range.







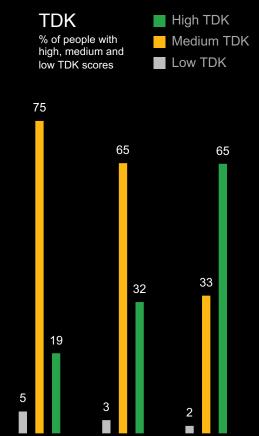
#### CLOSING THE WEALTH GAP

# Money may not buy happiness, but it does help.

More than twice as many Americans who identify as wealthy think positive about the past 12 months (69%) compared to those who identify as low income (31%).

FutureThink increases for both groups as well, with self-identified wealthy Americans having the more positive outlook: 72% of wealthy Americans think the future looks better than today, while 41% of low-income Americans think the future looks better. Only 1 in 4 self-identified low-income Americans think the future looks worse than today.

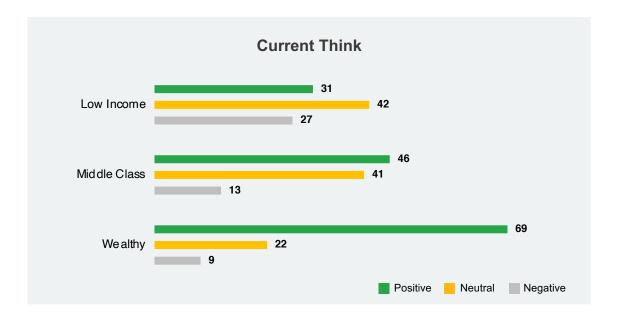
A significant gap in the TDK scores of wealthy vs low-income and middle-class Americans suggests that leaders and businesses still have work to build more positive connection with lower income populations.

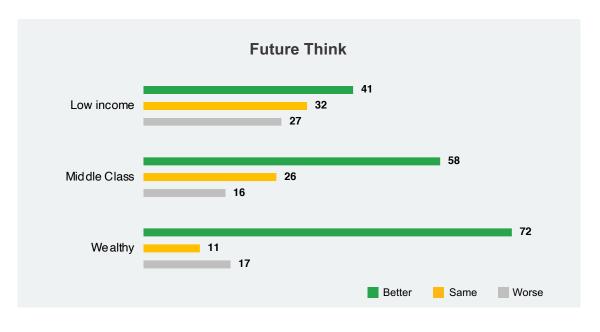


Middle Class

Low Income

Wealthy





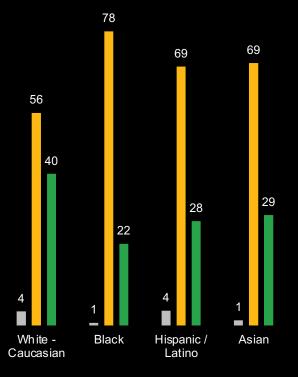
#### **CLOSING ETHNIC GAPS**

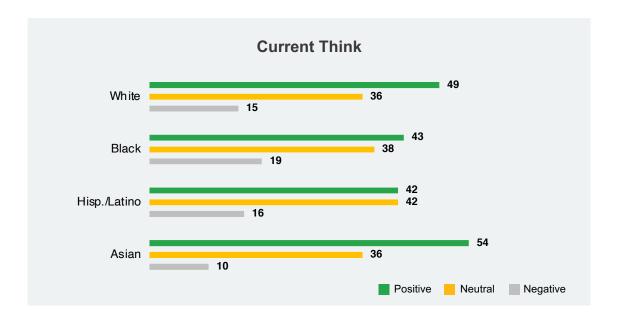
# Could the future be color blind?

Differences in Current and FutureThink are less divided than in other demographics, with a nearly statistically equivalent 49% of White Americans, 43% of Black Americans and 42% of Hispanic and Latino Americans saying the current year was good, and all groups saying they think the future looks better.

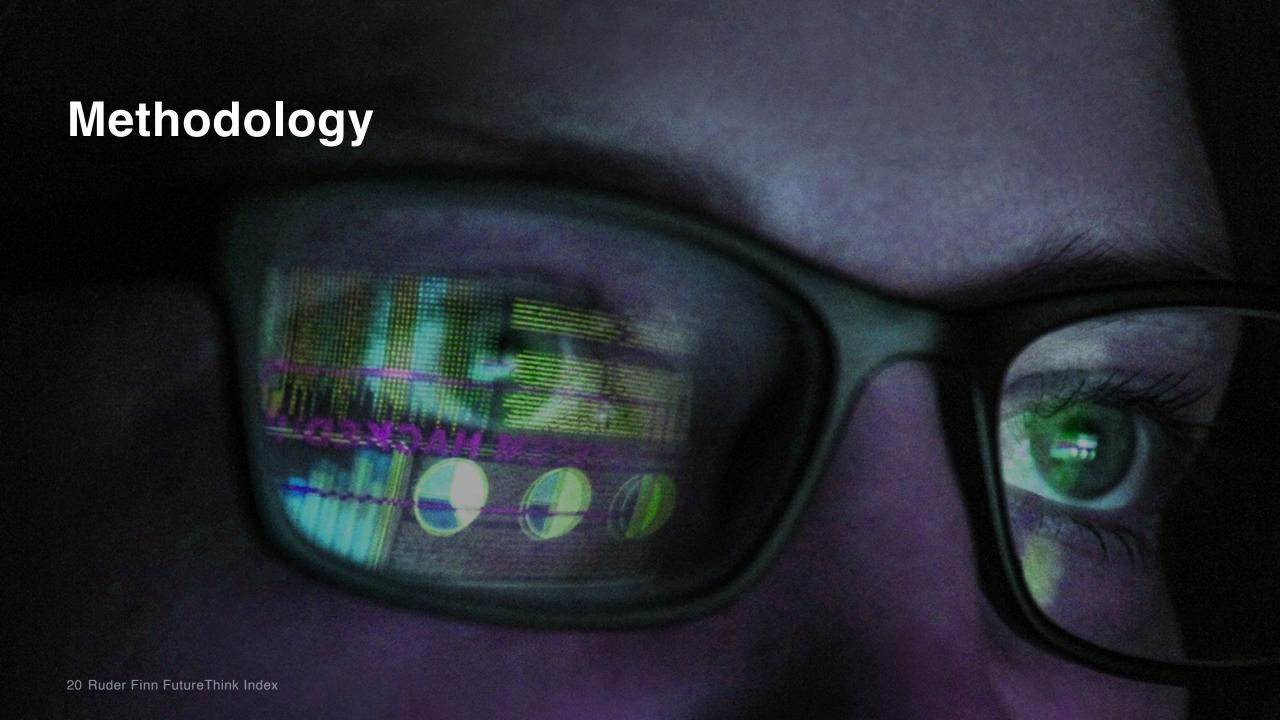
Still, we see a noticeable gap in TDK scores with underserved populations, and it remains critical for businesses and leaders to increase connection with these groups to help maintain and build positive FutureThink.











#### **METHODOLOGY**

The FutureThink Index study was commissioned by Ruder Finn and was designed in conjunction with Full Spectrum Insights. The survey was fielded during the summer of 2021 (July 25 – August 28) on Pollfish and reached a representative sample of 2,000 Americans across demographics, geography, and socioeconomic segments.

#### **Current Think**

How people currently think about their experience based on the past 12 months.

To measure Current Think, respondents were told to take a moment to think about all the events and experiences that made up the past year for them personally, and then were asked, on balance, how were the past 12 months for them personally?

#### **Future Think**

How people think their lives will be in future (combined near term and long term) compared to today in terms of Career, Health and Technology impact.

To measure FutureThink, respondents were asked about their near term (1 year) and long term (10 year) outlook compared to today relative to three game-changing forces impacting their future lives: Career, Healthcare and Technology

#### **TDK**

Aggregated score of American's perceived connection to their Career, Healthcare and Technology based on three relationship dimensions with relevant companies and providers:

- 1 Transparency (T)
- 2 Dialogue (D)
- 3 Knowledge (K)

To measure TDK, respondents were asked a series of questions relevant to each dimension and relevant provider.

#### MEASURING TDK

To understand how Americans perceive their connection to their employer/career, healthcare and technology providers, we measured the following three relationship dimensions:

#### 1 Transparency

Do they feel that communication channels are open?

2 Dialogue

Is their voice heard when decisions are made that affect their lives?

3 Knowledge

Are they given the information they need to make informed decisions?

For each element of TDK, respondents were asked how much they agreed or disagreed to three statements using Likert scales for a total of nine measurements for each institution of employer/career, healthcare, and technology.

To establish a high degree of relevance in their responses, respondents first selected which type of healthcare and technology company they felt had the biggest impact on their lives. The question text was adjusted for relevance based on these selections.

Each respondent's answers are incorporated into a composite score from 1-10 for Transparency, Dialogue, and Knowledge, as well as an overall score across all TDK.

#### **TRANSPARENCY**

- 1 [My Employer / RELEVANT COMPANY TYPE] clearly shares important information related to [E&C: "my career", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"] with me.
- 2 I receive the information that I need from [My Employer / RELEVANT COMPANY TYPE] in order to make the right decision about [E&C: "my career", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"].
- 3 [My Employer / RELEVANT COMPANY TYPE] is open about the way they operate and make decisions that affect [E&C: "my career", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"].

#### **DIALOGUE**

- 1 [RELEVANT COMPANY TYPE] is interested in my input when they make decisions that [E&C: "my career", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"].
- **2** [RELEVANT COMPANY TYPE] is interested in my feedback about [E&C: "my career", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"].
- **3 My voice is heard** when **[RELEVANT COMPANY TYPE]** makes important decisions about [E&C: "my career", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"].

#### **KNOWLEDGE**

- 1 I know where to find relevant information about [E&C: "my career/employment", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"] in order to make the best decision for myself.
- **2 I am able to make informed decisions** about [E&C: "my career/employment", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"].
- 3 I am confident that the decisions I make about [E&C: "my career/employment", HC: "the quality of healthcare that I receive", Tech: "the impact of technology in my life"] are the right ones.

#### RF FUTURETHINK INDEX • ADDENDUM

#### 1 Current Think

How Americans think about the past 12 months

#### 2 FutureThink

How Americans think about the next 12 months and beyond

### 3 TDK Scoring

How Americans perceive their connection to businesses and leaders impacting their lives

### 4 Impact of TDK on FutureThink and Current Behaviors

How a new model of leadership impacts the American psyche

## **Current Think**

How Americans think about the last 12 months



#### **CURRENT THINK**

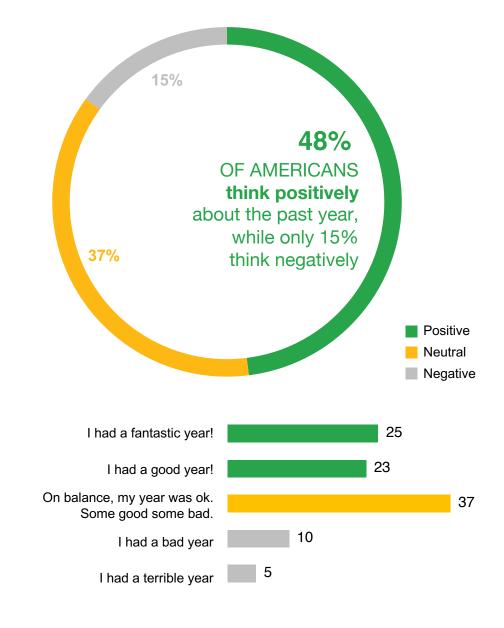
# Americans overall positive to neutral about the past year

Even with the myriad of challenges we've all faced in the past 12 months, from an acrimonious election to the rise of the COVID delta variant, Americans think largely positive about the past year with only 15% of respondents in the study saying they had a bad or terrible year.

Overall, nearly half of people living in the United States think positively about the past year, with 25% saying they had a fantastic year!

More than a third of people living in the United States (37%) say they had a balance of positive and negative experiences in the last 12 months.

Many of us can relate.



#### **CURRENT THINK: BY GENDER**

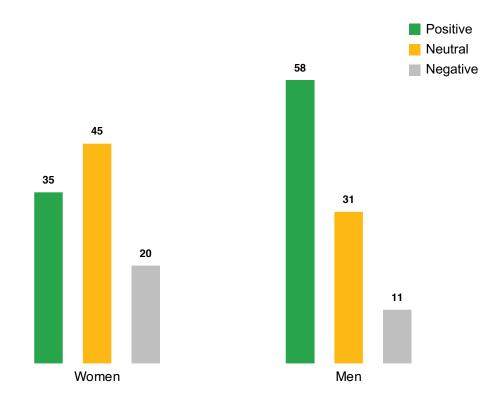
# Women show less positivity, more uncertainty than men

Who we are affects how we perceive events and experiences.

58% of men felt positively about the last 12 months compared to only 35% of women. Where men were more positive, women's perceptions of the past are more balanced. 45% of women felt that the past 12 months had a balance of good and bad experiences, compared to 31% of men. Fewer than 1 in 5 respondents of either gender felt they had a bad year.

**58%** of men think positively about the last 12 months compared to only

35% of women.



Q1. Take a moment to think about all the events and experiences that made up the past year for you personally. On balance, how were the past 12 months for you, personally?

#### CURRENT THINK: BY PARENT/NON-PARENT

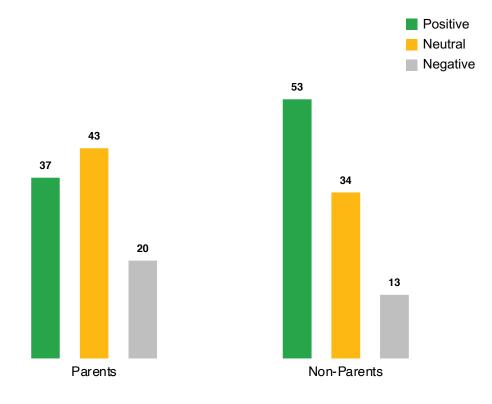
# Parenting during Covid negatively impacts overall positivity

While a number of factors affected how women think about their experiences over the last 12 months, perhaps none had a larger effect than their role as primary caretaker. The impact childcare had on parents during COVID was significant.

Respondents in the study with children had a tougher past 12 months than respondents without children, with 53% of non-parents saying they had a good or fantastic year compared to only 37% of parents. Still, only 1 in 5 parents say think negatively about the past year.

**53%** of non-parents think positively about the last 12 months compared to only

**37%** of parents.



Q1. Take a moment to think about all the events and experiences that made up the past year for you personally. On balance, how were the past 12 months for you, personally?

#### CURRENT THINK: BY PERCEIVED WEALTH

### Money makes a difference

Money may not buy happiness, but in the perceptions of Americans, it certainly does help.

Nearly twice as many Americans with high incomes think positive about the past 12 months than those with lower incomes (62% to 35%). Conversely, more than twice as many low income Americans think negatively about the past 12 months compared to those with high incomes.

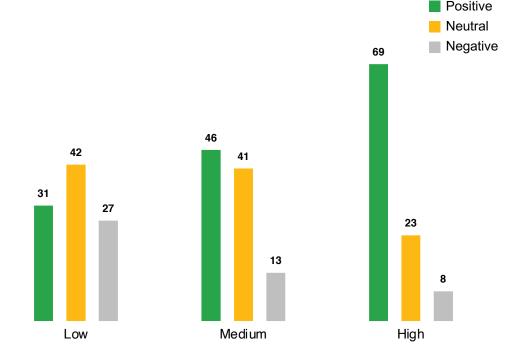
Middle income Americans were largely positive to neutral about the last 12 months.

### 69%

of Americans who describe their financial situation as wealthy think positively about the last 12 months,

### over double

those who describe their financial situation as low-income



Q1. Take a moment to think about all the events and experiences that made up the past year for you personally. On balance, how were the past 12 months for you, personally?

#### **CURRENT THINK: BY GENERATION**

# Boomers no longer the most positive generation

Oh, to be young again!

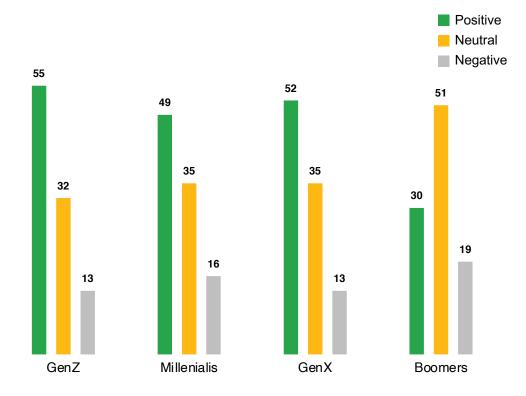
55% of Gen Z say they viewed the last 12 months as positive, the highest positivity among any generation.

Boomers had it the hardest with only 30% saying they think of last 12 months was positive. Still only 19% of Boomers think negative about the past year.

Spoiler alert: Gen Z is the only generation that thinks less positively about the future than they do about the present.

only 30%
of Boomers think positively about the last 12 months compared to

55% of Gen Z



Q1. Take a moment to think about all the events and experiences that made up the past year for you personally. On balance, how were the past 12 months for you, personally?

#### CURRENT THINK: BY GEOGRAPHY

#### Location, Location

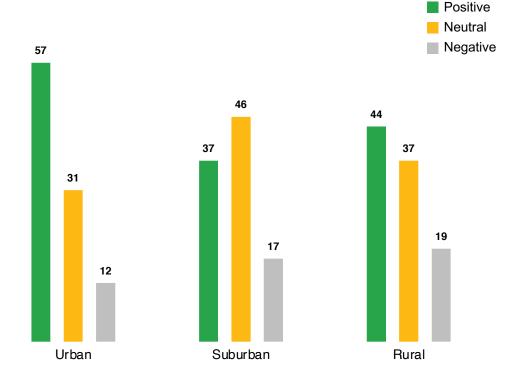
Respondents living in cities think most positively about the past 12 months, with those in suburbs feeling a mix of positive and negative and respondents in rural communities even more negative – nearly twice as many rural residents felt they had a bad year compared to urban residents.

This is at least in part attributable to income levels and the recent impact of Covid.

**57%** of Urban residents think positively about the last 12 months compared to

37% Suburban and

44% Rural



Q1. Take a moment to think about all the events and experiences that made up the past year for you personally. On balance, how were the past 12 months for you, personally?

#### CURRENT THINK: BY POLITICAL IDENTIFICATION

#### **Does politics matter?**

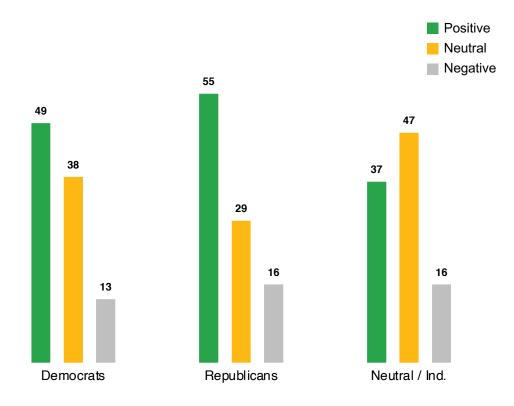
Despite clear political differences, no single group feels as though their last 12 months were significantly more negative than other groups. In fact, Republicans, whose party lost the 2020 election, felt the most positive about their year.

If anything, when it comes to political leaning, it's the middle that feels the least positive. Only 37% of Independents think positively about the past year, statistically equivalent to the 47% of Independents who think the year was a balance of positive and negative.

### Only 37% of Independents

think positively about the last 12 months: Both **Democrats** and **Republicans** think more positive.

No party significantly more negative.



Q1. Take a moment to think about all the events and experiences that made up the past year for you personally. On balance, how were the past 12 months for you, personally?

#### CURRENT THINK: BY ETHNICITY

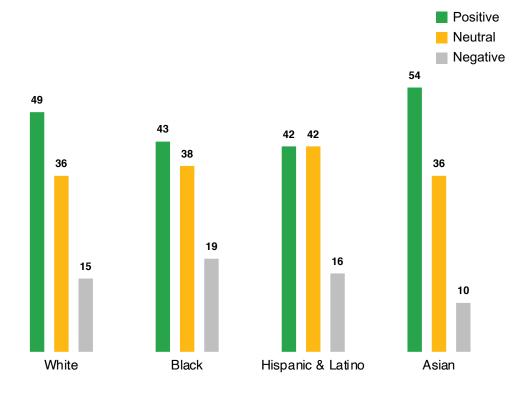
### Positivity spans across ethnic groups

Differences in Current Think are less divided than in other demographics, with a nearly statistically equivalent 49% of White Americans, 43% of Black Americans and 42% of Hispanic and Latino Americans saying the current year was good. Still, Black and Hispanic/Latino Americans had a somewhat less positivity than White and Asian Americans. This could in part be due to the ongoing impact of Covid on underserved populations, as well as continued concerns about DACA, migrations and separations at the border, as well as Black Lives Matter.

#### White Americans only

# slightly more positive

about the last 12 months than **Hispanic and Latino Americans** 



Q1. Take a moment to think about all the events and experiences that made up the past year for you personally. On balance, how were the past 12 months for you, personally?



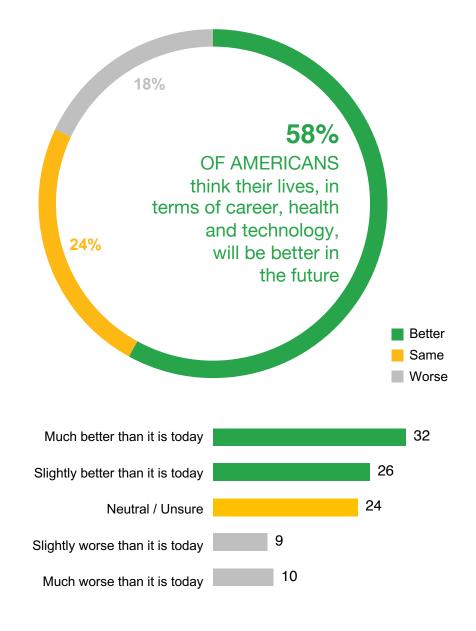
#### **FUTURETHINK**

# Americans *FutureThink* is overall positive!

When queried specifically about the future impact of Career, Healthcare and Technology on their lives, Americans think increasingly positive about their futures. Over half of Americans – 58% – think their lives will be better in the future (both near and long term) than they are today, with nearly a third – 32% – thinking their lives will be much better than today. Only 19% fear their lives will be worse.

This shows a significant overall increase in forward-looking positivity compared to the 48% of Americans who felt positively about this past year.

How do you feel about (1) your employer and career, (2) quality of healthcare that you'll receive, and (3) impact of technology on your life/ in the future?



#### **FUTURE THINK**

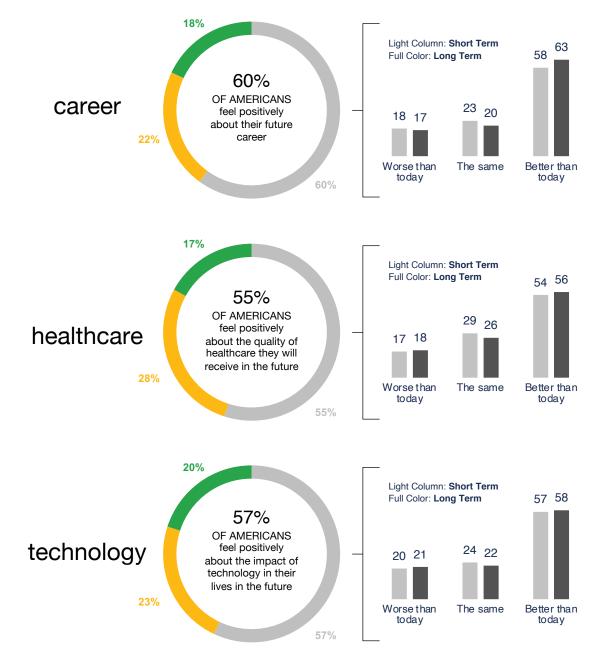
# Americans *FutureThink* is overall positive!

Future outlook is broadly positive across career, quality of healthcare and impact of technology; with the most positive outlook, both short term and long term, regarding employer and career.

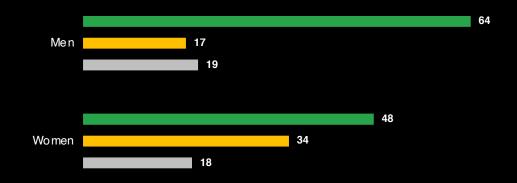
People have slightly more uncertainty regarding the future of healthcare, and slightly more negativity regarding the future impact of technology.



How do you feel about (1) your employer and career, (2) quality of healthcare that you'll receive, and (3) impact of technology on your life/ in the future?



#### **FUTURE THINK: BY GENDER**

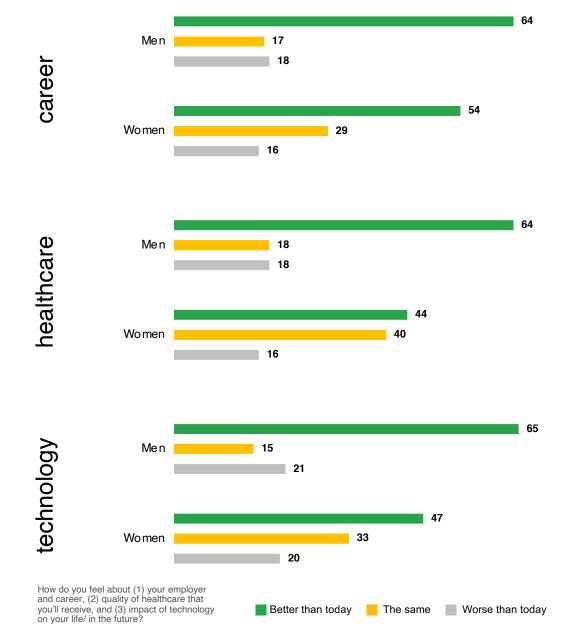


## Women's future outlook shows less positivity, more uncertainty than men

Women have a far more nuanced outlook than men.

On average, 48% of women say the future looks better while 34% are uncertain, compared to 64% of men saying the future looks better while only 17% are uncertain.

Notably, women have significantly more positive outlook regarding career, with 54% of women saying their future career looks better than today.

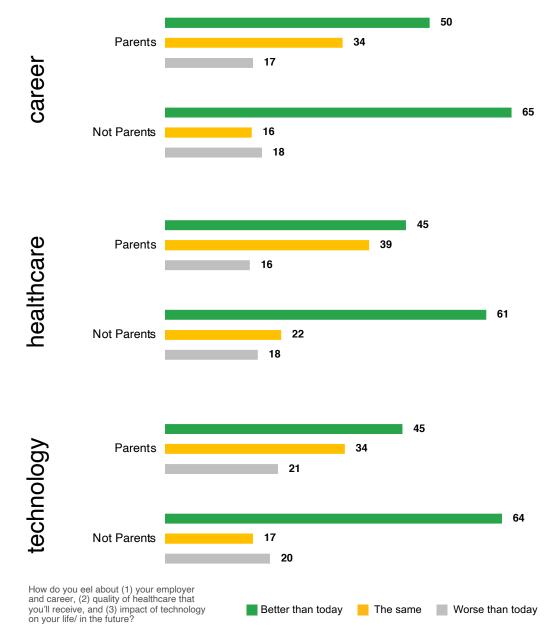


#### FUTURE THINK: BY PARENT/NON-PARENT



#### **COVID** has lasting effect on parents

Being a parent creates continued uncertainty about the future. On average, less than half of parents – 47% – say the future looks better while 35% are uncertain, compared to 63% of people without children saying the future looks better while only 18% are uncertain. The highest uncertainty is related to Healthcare, but more than a third of parents are also concerned about career and the impact of technology.

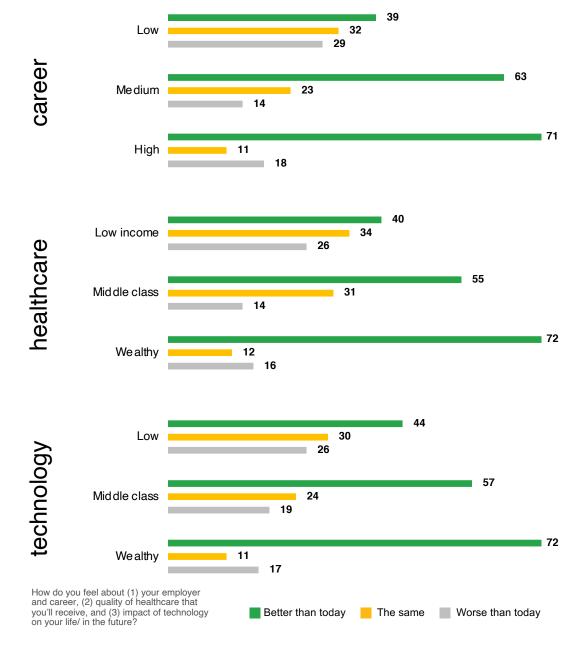


#### FUTURE THINK: BY PERCEIVED WEALTH



# The American Dream is still very much alive.

While there was a significant gap between how positive Americans who saw themselves as wealthy felt about the past 12 months over those who thought of themselves as "low-income", the gap closes when looking toward the future. 71% of "wealthy" Americans think the future looks better than today, statistically the same as the 69% with positive current experience, while 41% of Americans with lower income think the future looks better, significantly up from 31% with positive current experience.

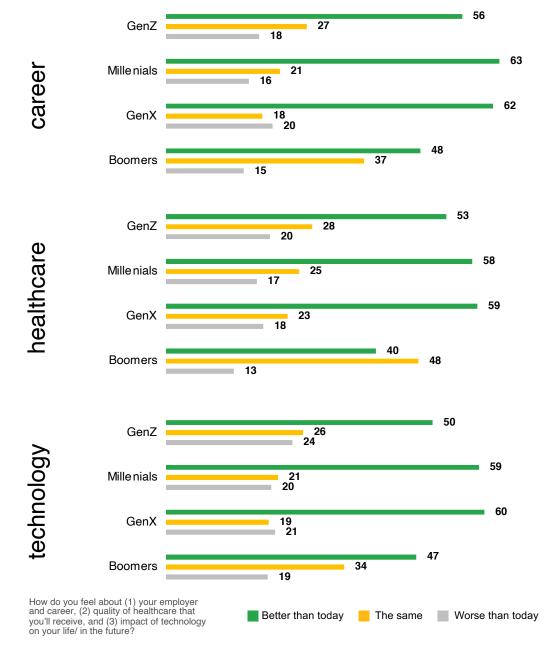


#### **FUTURE THINK: BY GENERATION**

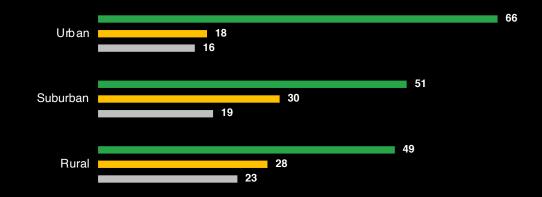


# Boomers no longer the most positive generation

While Gen Z had the highest positivity among any generation regarding the past 12 months, they showed less positivity and more uncertainty about the future than Millennials and Gen X, particularly related to career where 56% of Gen Z say the future looks better compared to 63% of Millennials and 62% of Gen X. Boomers understandably show far more overall uncertainty regarding the future, especially related to healthcare (48% uncertain vs 40% positive).



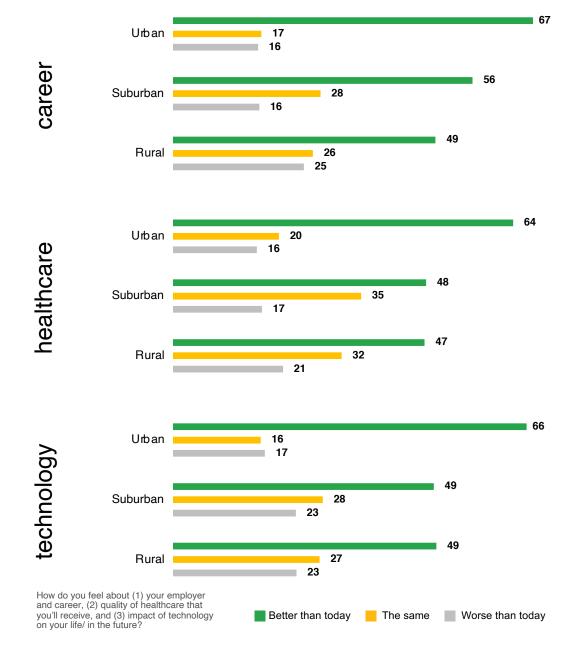
#### **FUTURE THINK: BY GEOGRAPHY**



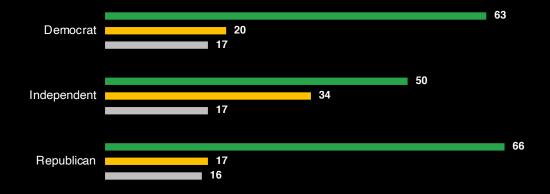
#### **City vs Country**

People from urban communities have far more positive future outlooks than rural and suburban communities, with nearly two thirds – 66% – of people living in cities thinking the future looks better compared to nearly half – 49% and 51% – of people living in rural and suburban communities.

This is in part due to income levels and recent impact of Covid. But could it also have to do with media consumption? Research shows that urban communities get information more from national media, whereas suburban and rural communities get information more from local media.



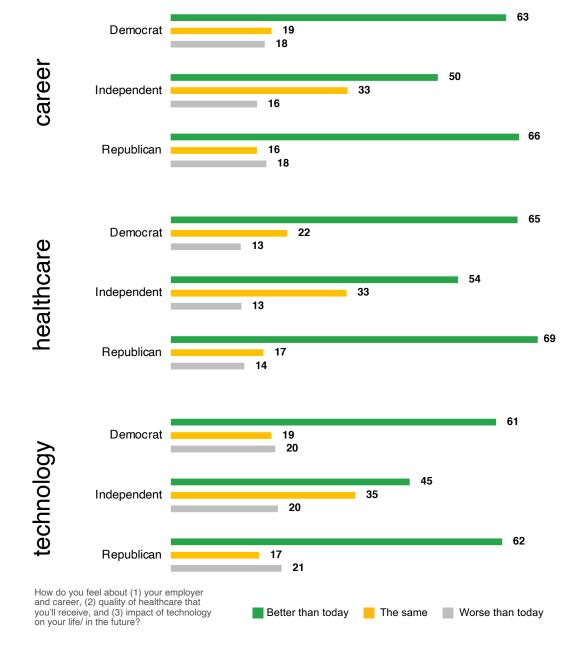
#### **FUTURE THINK: BY POLITICAL PERSUASION**



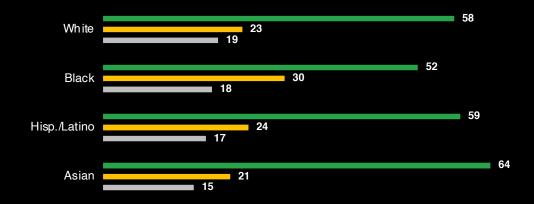
#### **Does politics matter?**

When it comes to political leaning, both sides feel a fair amount of certainty about the future, with much higher uncertainty among Independents.

On average, 66% of self-identified Republicans and 63% of self-identified Democrats have a positive future outlook, compared to only 50% of Independents.



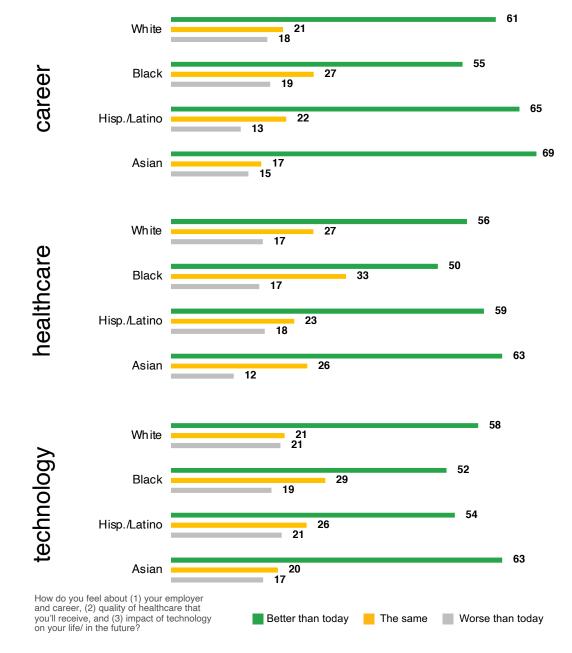
#### **CURRENT THINK: BY ETHNICITY**



#### Positivity spans across ethnic groups

#### Could the future be color blind?

Future outlook proved consistently positive across major ethnic groups, with a statistically equivalent 58% of White Americans, 52% of Black Americans and 59% of Hispanic and Latino Americans saying the future looks better than today, with only a slightly higher 64% of Asian Americans saying the same. While only 42% of Hispanic and Latino Americans felt positive about the current year, more than half feel the future will be better.



## **TDK Connection**

How connected do Americans feel to business and leaders based on:

- (T) Transparency
- (D) Dialogue
- (K) Knowledge



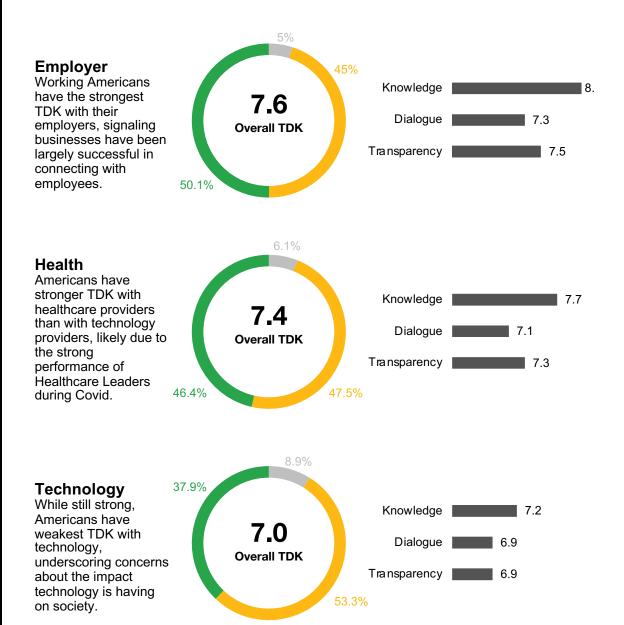
#### TDK SCORING

We asked respondents a range of questions to measure their connection to employers, healthcare and technology providers in terms of transparency (T), dialogue (D), and knowledge (K). The results from these questions were aggregated into 10-point TDK scores as follows:

- 0 to 4 = Low TDK (little to no connection)
- 5 to 7 = Medium TDK (open to higher connection)
- 8 to 10 = High TDK (strong connection)

Most Americans have high or medium TDK, with less than 10% perceiving low TDK, basically disconnected.

People with medium TDK scores are open to building stronger connection.

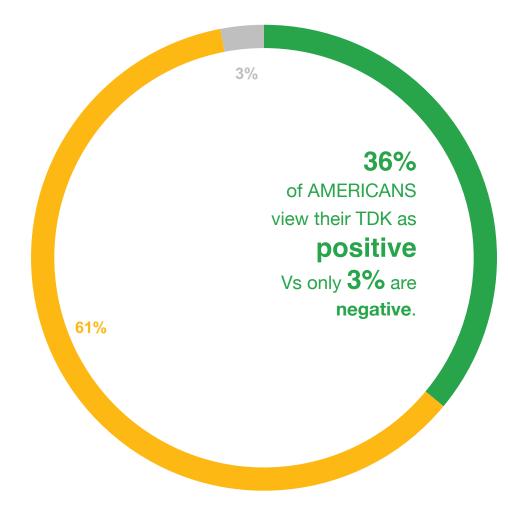


#### **OVERALL TDK**

Overall TDK scores show that business, healthcare and technology leaders have had considerable success in building strong connection with their constituents through transparency, dialogue and knowledge-sharing.

36% of Americans view their overall TDK connection as High versus only 3% who view their overall TDK connection as Low.

61% of Americans are still on the fence, making them open to higher transparency, dialogue and knowledge-sharing in the future.



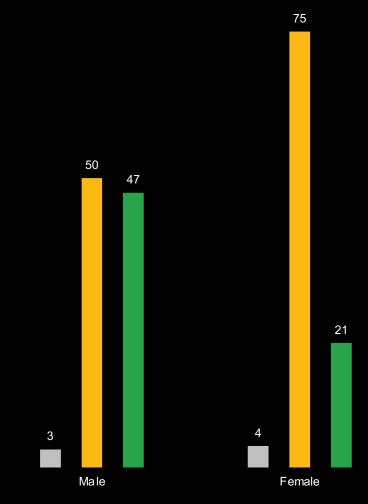
#### TDK BY GENDER

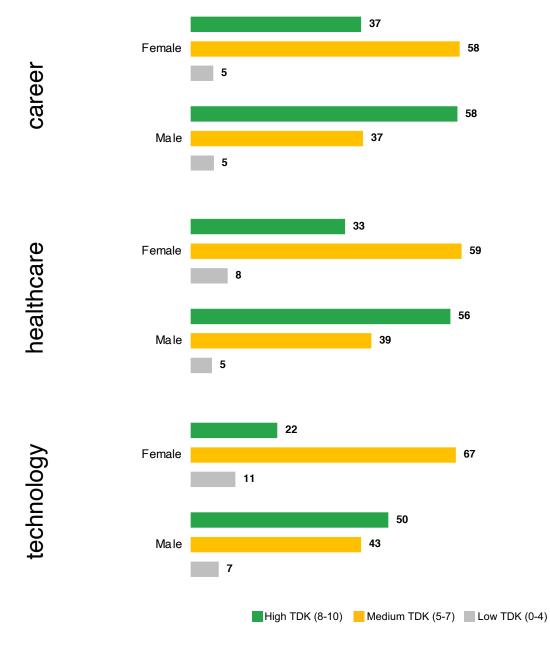
% of people with high, medium and low TDK scores



Medium TDK

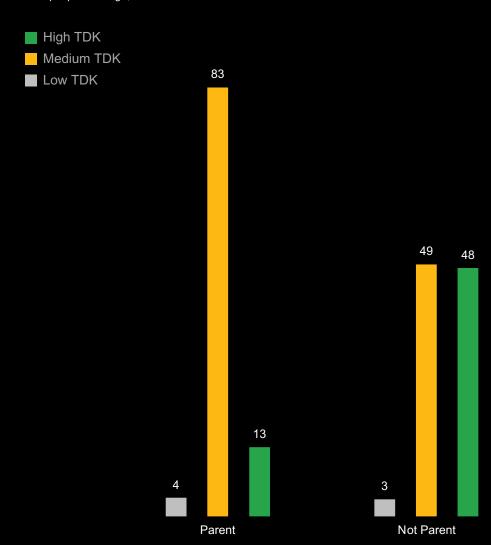
Low TDK

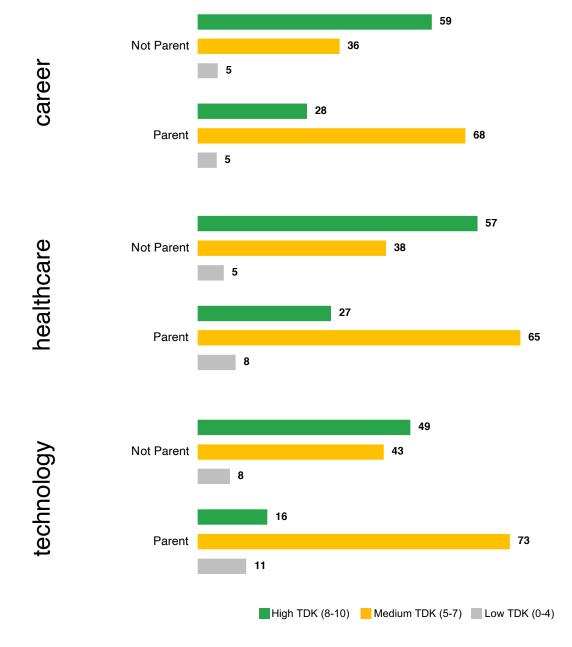




#### TDK BY PARENT/NON-PARENT

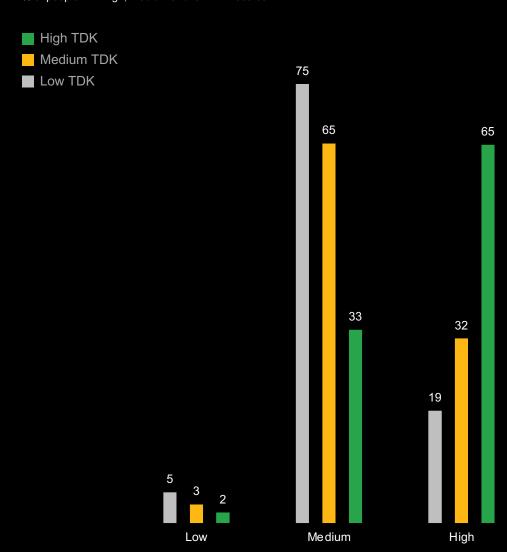
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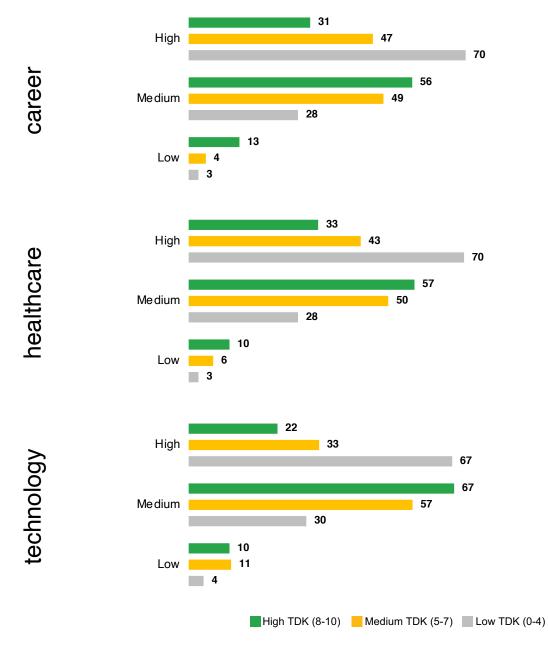




#### TDK BY PERCEIVED WEALTH

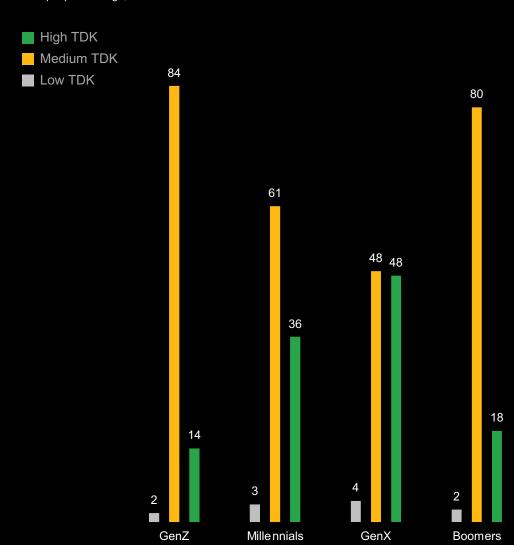
% of people with high, medium and low TDK scores

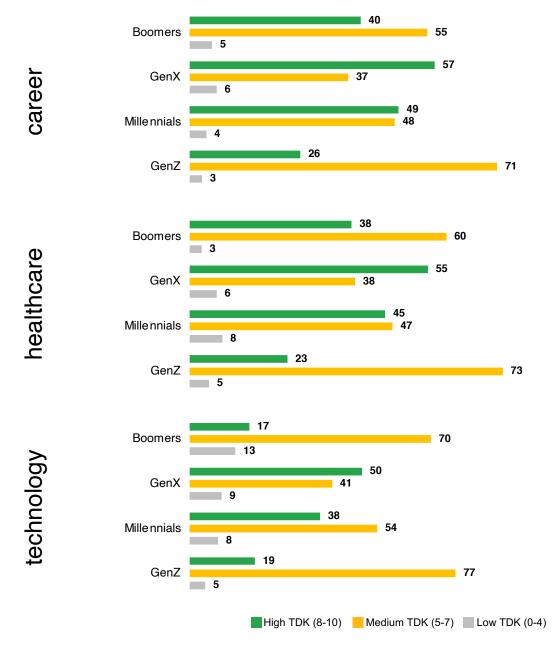




#### TDK BY GENERATION

% of people with high, medium and low TDK scores





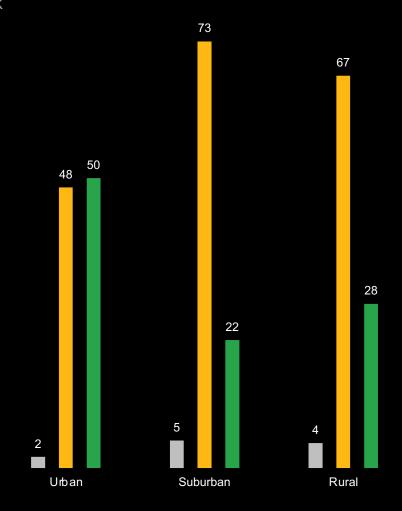
#### TDK BY GEOGRAPHY

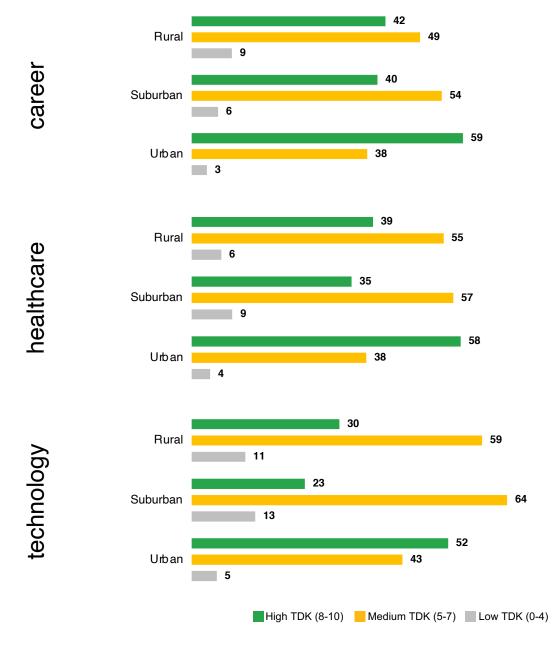
% of people with high, medium and low TDK scores

High TDK

Medium TDK

Low TDK





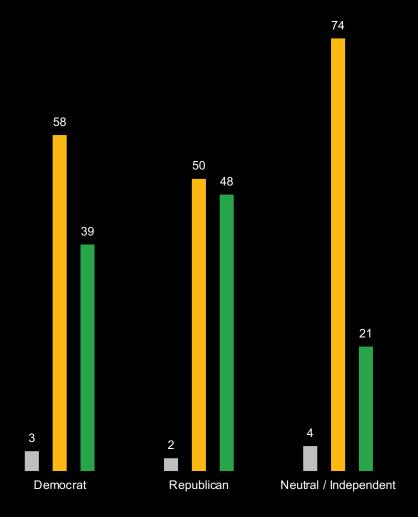
#### TDK BY POLITICAL PERSUASION

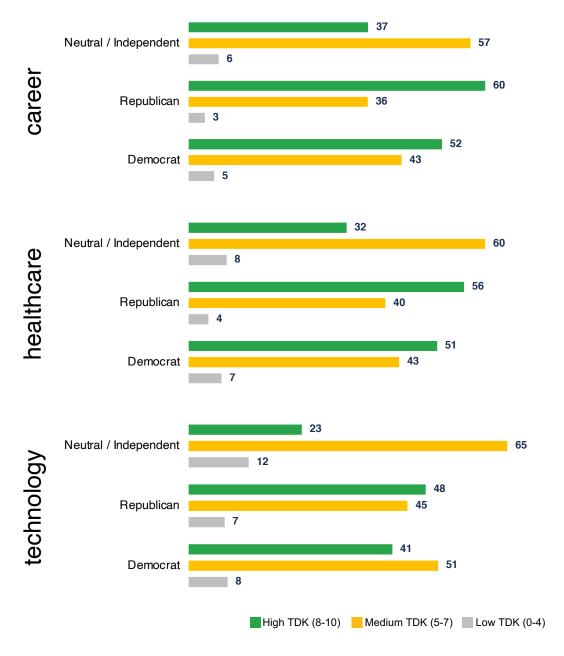
% of people with high, medium and low TDK scores



Medium TDK







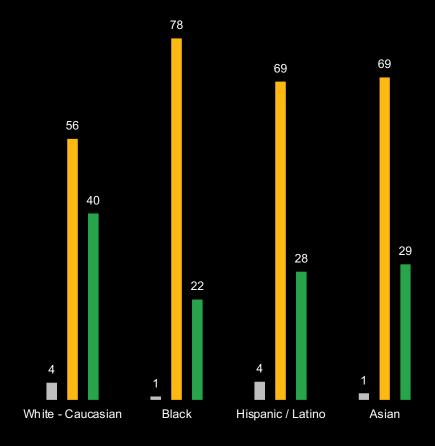
#### TDK BY ETHNICITY

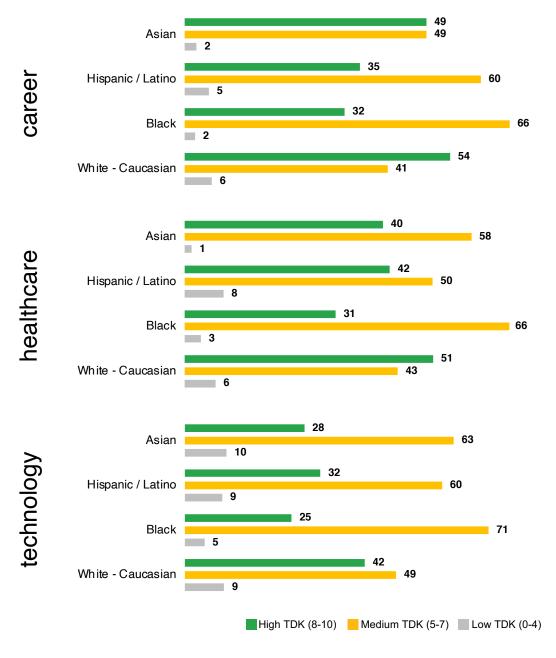
% of people with high, medium and low TDK scores

High TDK

Medium TDK

Low TDK





TDK and FutureThink

Does increased TDK

lead to a more positive
outlook and actions?

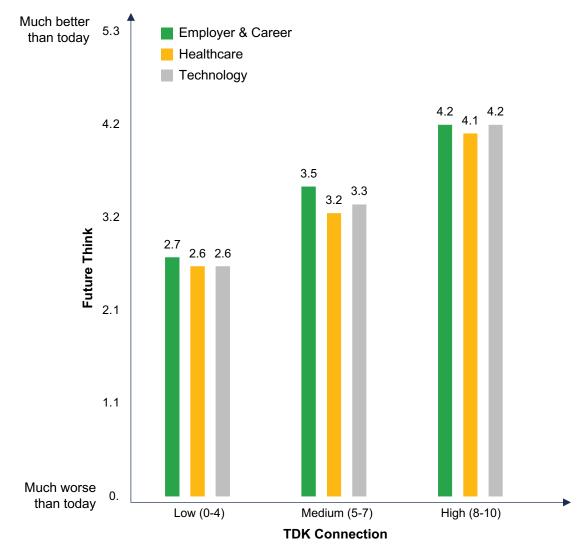


#### POWER OF TDK

Results strongly connect high TDK scores to positive outlook. *FutureThink* increases as TDK increases.

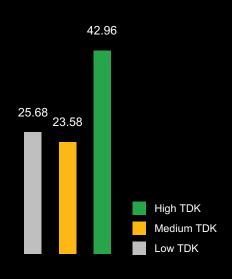
80% of Americans who view their TDK relationships as Positive also have a positive outlook or *FutureThink*.

#### **FutureThink increases as TDK increases**



#### IMPACT OF TDK ON CAREER ACTIONS

Americans with High TDK are 82% more likely to take actions to improve their careers over people with Medium TDK



89%

more likely to earn a promotion

116%

more likely to take a development course

54%

more likely to start a business or side hustle

64%

more likely to update their resume

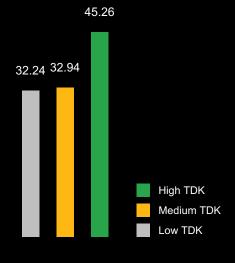
92%

more likely to find a new job



## IMPACT OF CONNECTION ON HEALTHCARE ACTIONS

Americans with High TDK are 37% more likely to take actions to improve their health over people with Medium TDK



20%

more likely to get a covid vaccine

16%

more likely to get a regular doctor checkup

22%

more likely to change eating and diet habits 55%

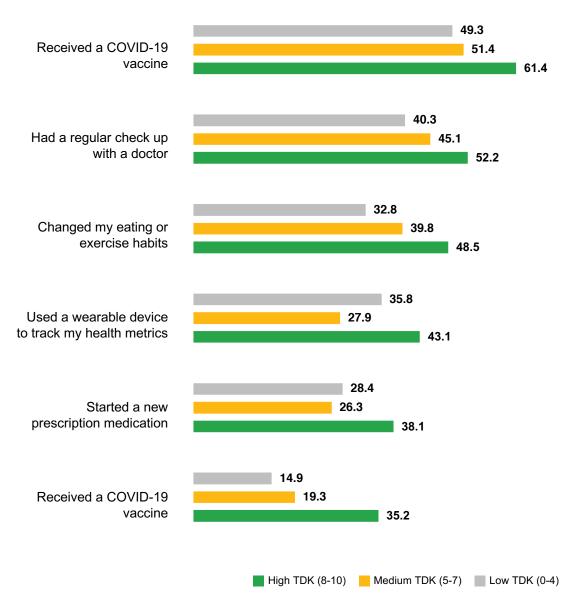
more likely to use a wearable health device

45%

more likely to start a new Rx

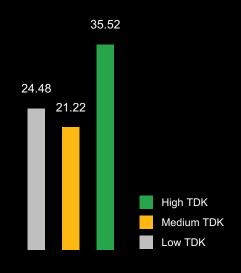
82%

more likely to change health insurance



## IMPACT OF CONNECTION ON TECHNOLOGY ACTIONS

Americans with high TDK are 78% more likely to take actions to engage in technology over people with Medium TDK



31%

more likely to buy smartphone, tablet, laptop

92%

more likely to buy smart home device

73%

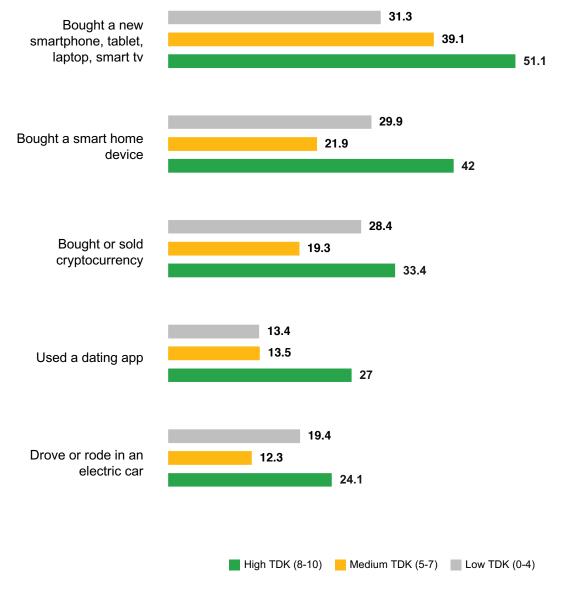
more likely to buy/sell cryptocurrency

100%

more likely to use a dating app

96%

more likely to drive electric car



# futurethink index

