



and



THE OPTIMISM DIVIDE
ANGUS REID GROUP
MARCH, 2021

IN PARTNERSHIP WITH *Forbes*



Methodology

1 The Angus Reid Group conducted an online survey from February 9-13, 2021, among a randomized representative sample of n=1,056 American adults who are members of Angus Reid Forum US.

The survey was conceived by Eileen Campbell, co-founder and board chair of ReidCampbell Group. Eileen is the former CEO of Millward Brown, the former CMO of IMAX Corporation and a Member of the Board of Directors for C200.

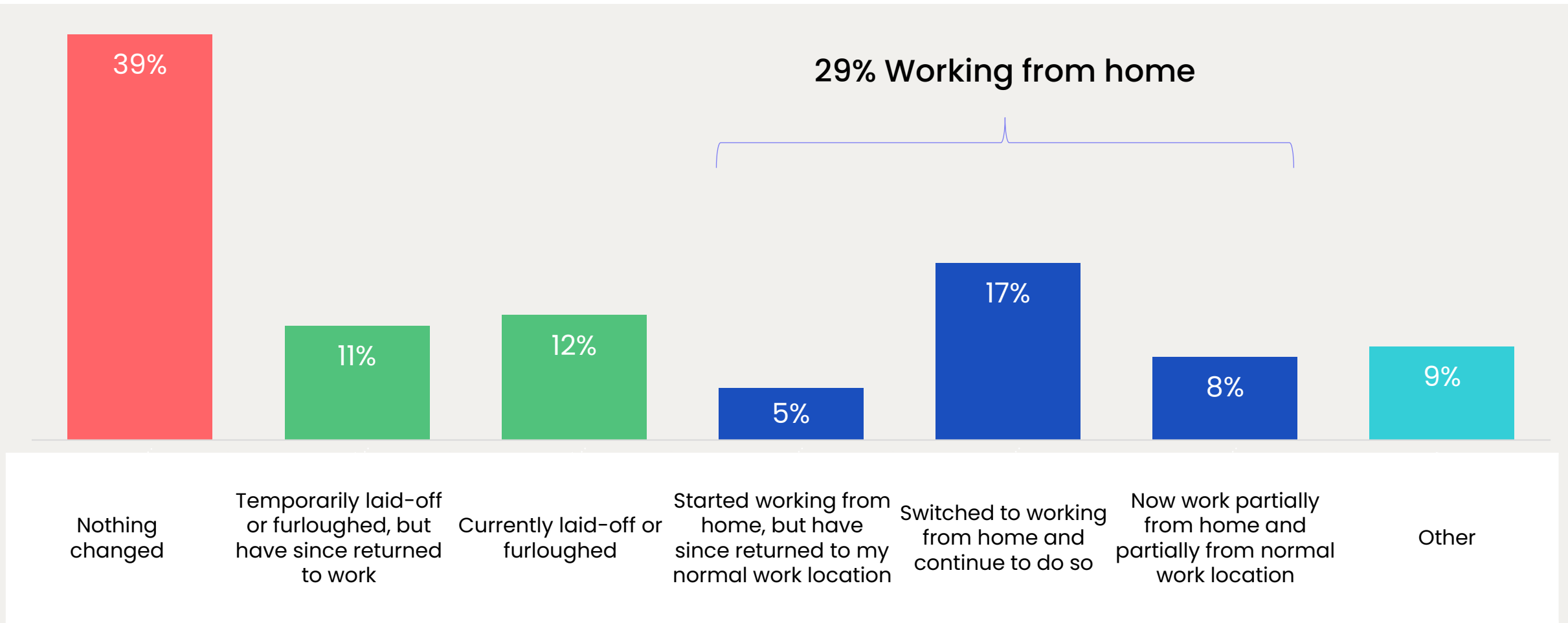
2 Research objective was to better understand how the pandemic, and the events of the last year, have affected women and their work.

3 The sample was balanced on age, gender, region and education.

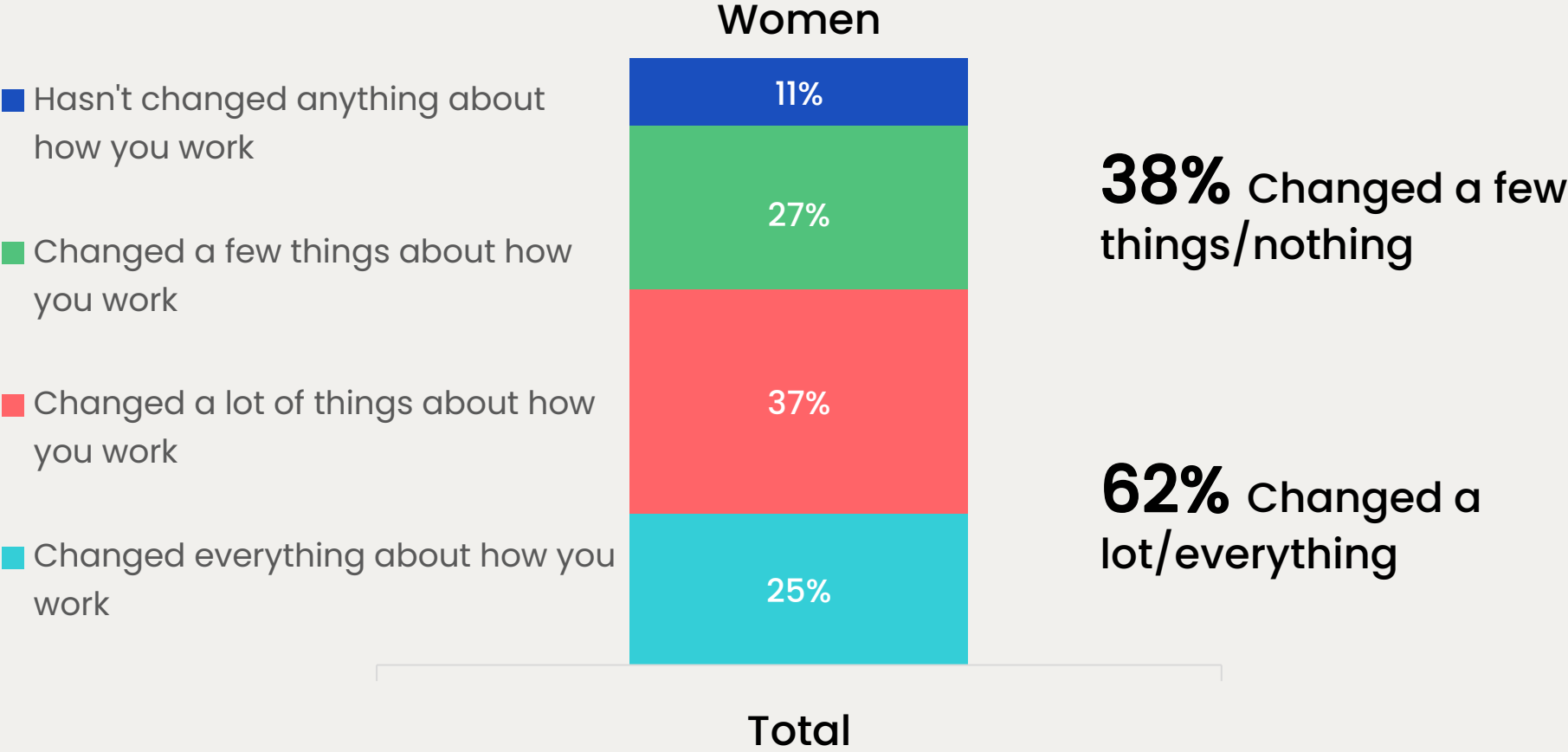
4 For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 3.1 percentage points, 19 times out of 20.



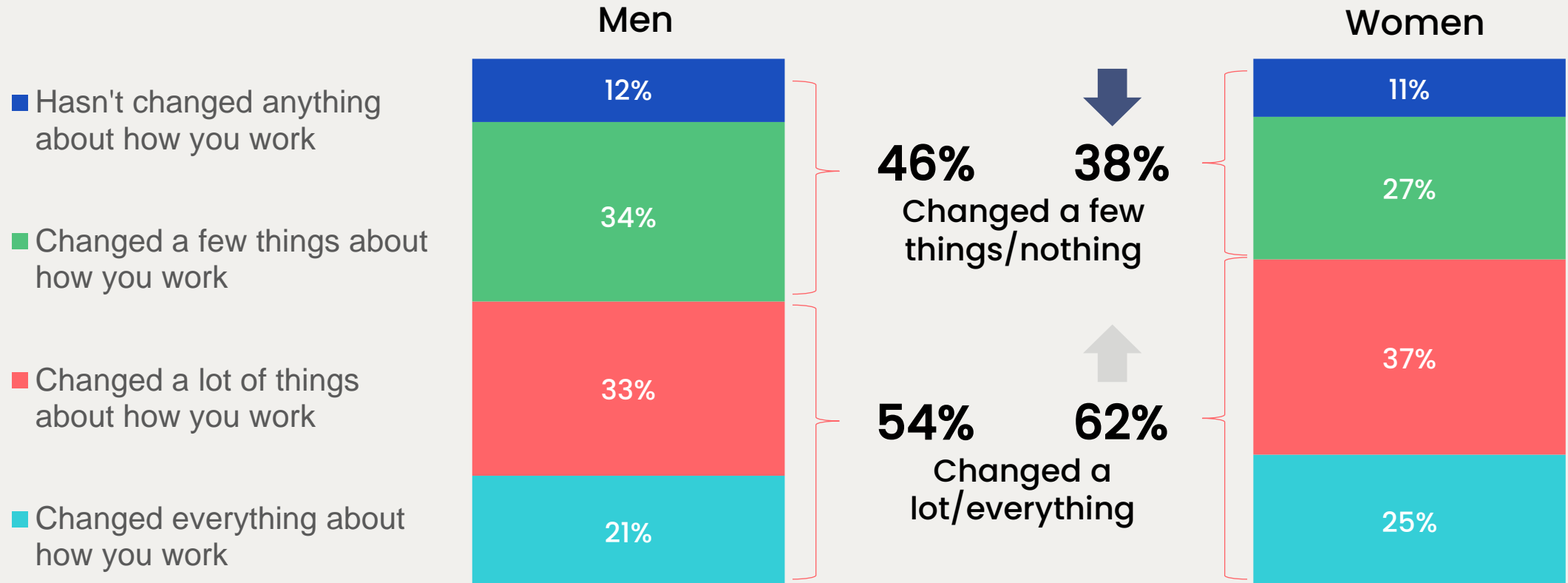
Since the onset of the pandemic, which of these best describes your work environment?



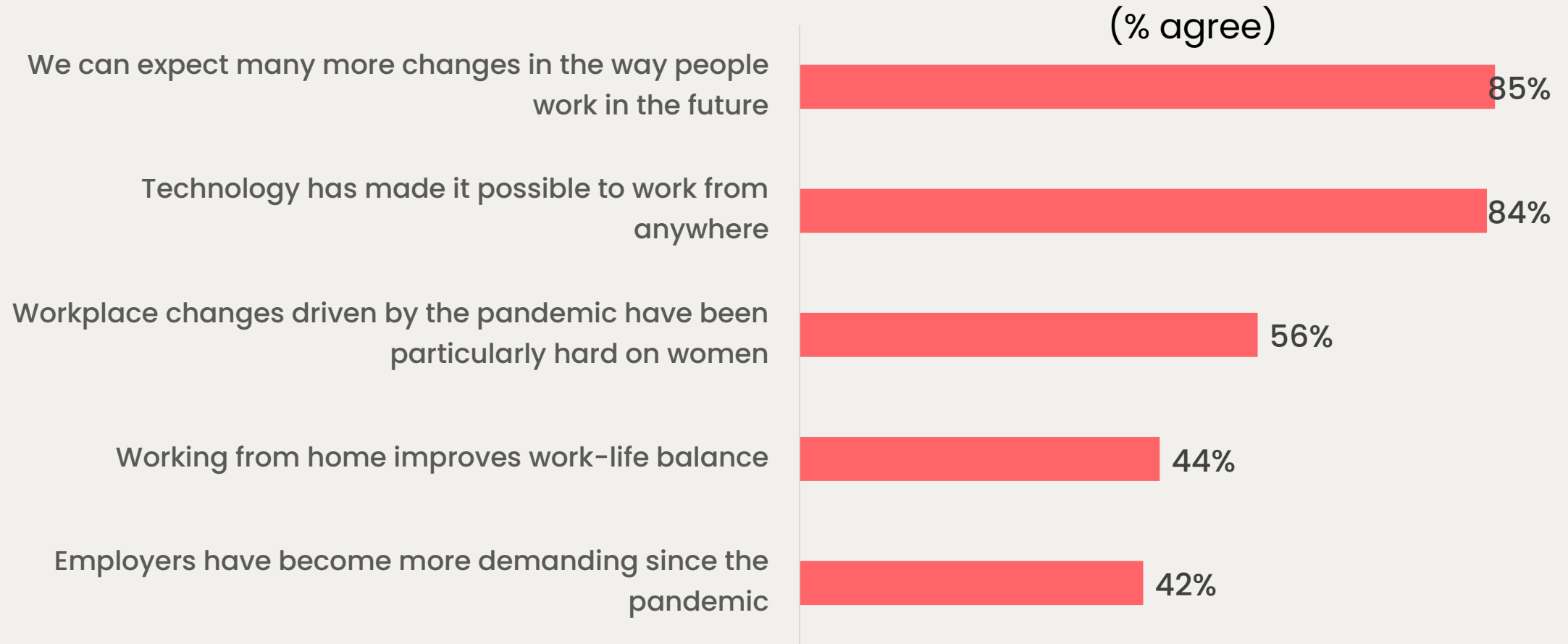
Thinking about your work life, would you say the pandemic has...?



Thinking about your work life, would you say the pandemic has...? (Men vs. Women Comparison)

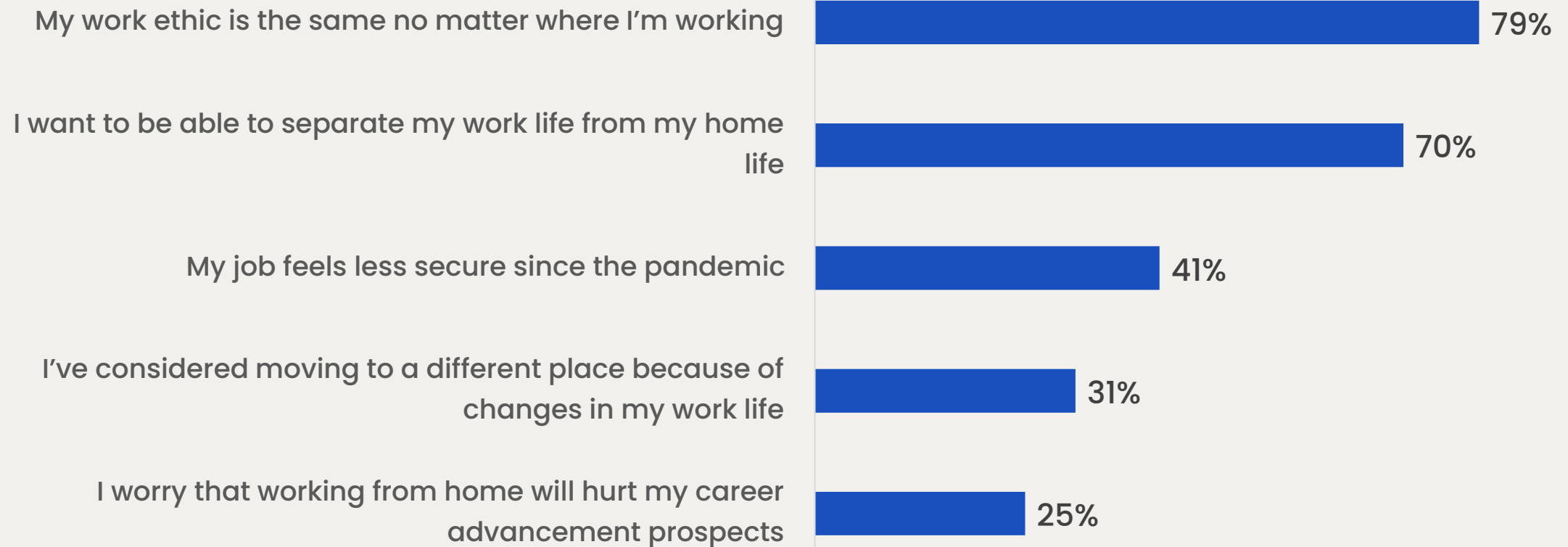


Proportion of Women Who Agree with the Below Statements



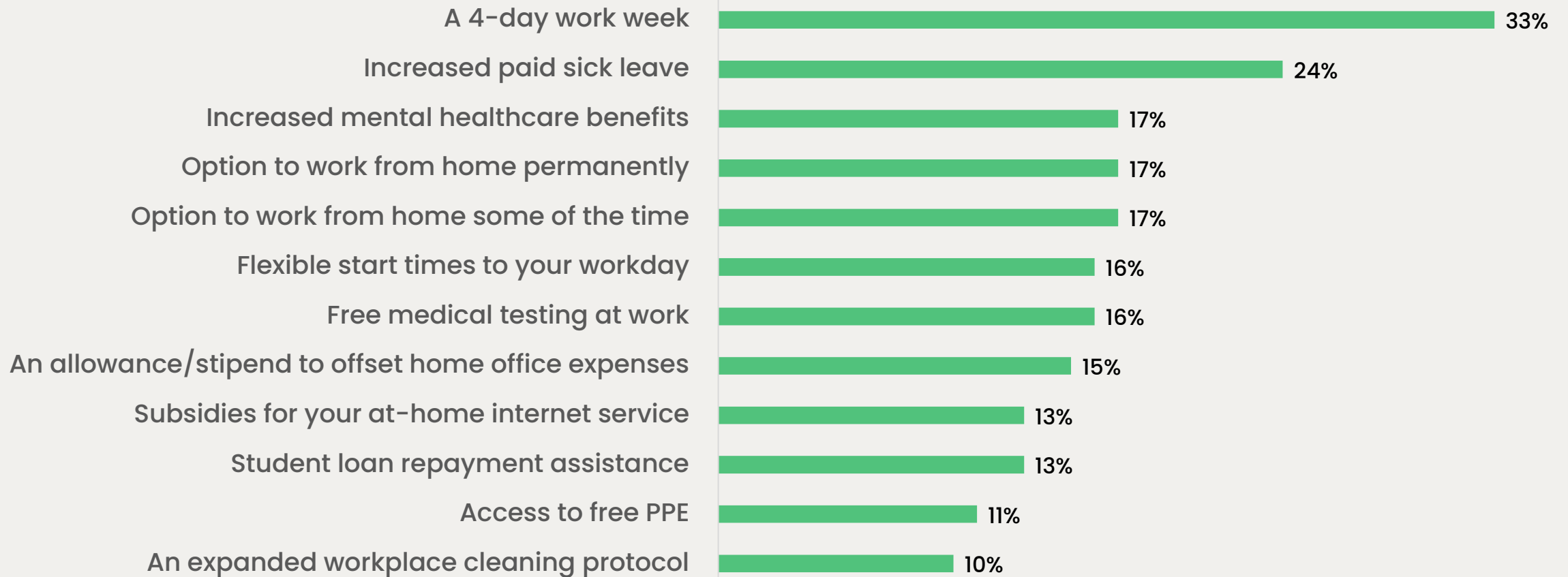
Proportion of Women Who Agree with the Below Statements

(% agree)

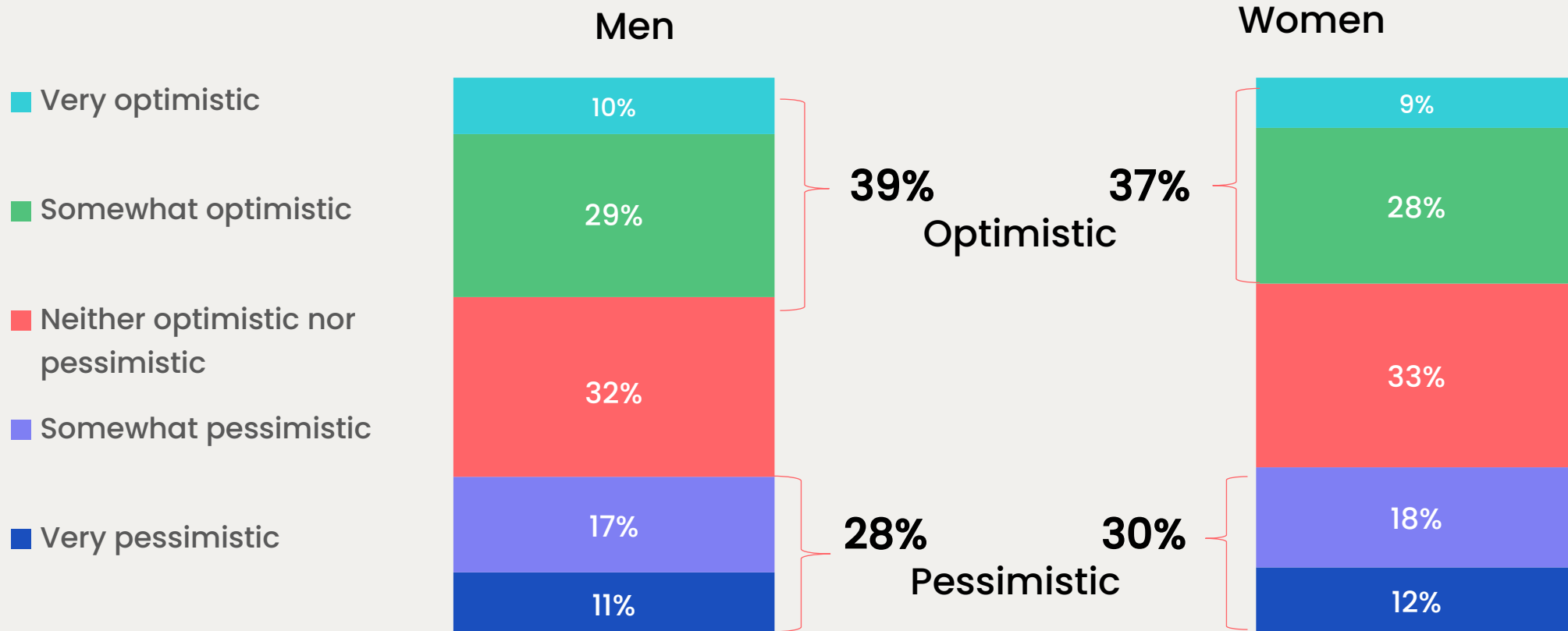


And of these, which three would be most valuable to you personally?

Among Women



How optimistic or pessimistic are you that work will change in a way that will make it more fulfilling for you, personally?





ABOUT

The Angus Reid Group

Pollster and Sociologist Dr. Angus Reid established his first research company in the mid 1970's. Since then the research practice that bears his name has gone through several transformations in response to changing technology and client needs.

Today the Angus Reid Group is at the forefront of inspired research backed by a unique combination of technology, strategic consultants, decades of research experience and a brand that is among the most trusted in North America and around the world.

The Angus Reid difference is accuracy, insight, speed and commitment to quality.

ABOUT

The Angus Reid Forum

The Angus Reid Forum is an extensive online community of adults who voice their opinions and share insights on a range of consumer topics and current affairs.

Members answer questions by completing short, easy and interesting surveys on issues that matter.

Leaders and decision makers who want to know what consumers think harness the Angus Reid Forum to get in-depth perspectives. Forum members are given a voice, influencing decisions in their communities and across North America.

**ANGUS
REID
FORUM
/// USA**



ABOUT

C200

Established in 1982, C200 fosters, celebrates, and advances women's leadership in business.

The organization includes more than 500 of the world's most successful women business leaders, ranging from the C-suite of the world's best-known companies to trailblazing entrepreneurs.

C200 offers its members distinctive programming, an incomparable peer network, and a supportive community. Through targeted outreach and strong support of future leaders, C200 also helps ensure that women will continue to take increasingly significant and visible leadership roles.



Questions that matter.
Answers that count.

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