



LIFE REIMAGINED HOW OUR VALUES HAVE CHANGED

Chinese man's voice on black screen
I am more free somehow.

Life Reimagined

Chinese man
I feel like this is sort of a relaxation to my body and soul.

How our values have changed

**We spoke to 25,000 consumers across the globe.
These are some of their stories.**

family

Brazilian woman
My relationship with others over the past year became more sincere.

British man
I feel like my bonds of my relationships are tighter than ever.

American woman
The pandemic has required my relationship to kind of speed up a little bit so my partner and I ended up moving in together.

Chinese woman
I would like to spend more time with my family, and this makes us feel closer to each other.

Spanish woman
This had a very positive impact on me.

home

Brazilian woman
We felt a desire to refurbish the house so we could have a bigger space and more contact with nature.

British woman
I've put more into my home.

Spanish man
Before it was full of clutter and now it is decorated with more plants. More beautiful.

wellbeing

Chinese man
Over the past year, many people felt quite insecure.

Spanish man
...and now mental health has changed quite a bit, I don't know how to explain it well.

Spanish man
We have all changed our habits. We have increased on our food products because we don't leave the house much. Before we used to eat out often and now, we eat at home.

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Brazilian man

Today my main leisure is at home. I invent a lot of activities. I explore my creativity. We downloaded an app through which we do weekly activities to keep up with exercise.

American woman

It lets me get outside. It just kind of keeps me sane. It's a way I can set goals for myself and get to just do something fun.

senses

Brazilian man

I love being in contact with seawater. I miss the energy of the sea.

British man

Just being able to get away with the wife and the family somewhere, and just a little bit of escapism.

nature

Spanish woman

To be outdoors where I can breathe fresh air and enjoy myself and go for walks.

Chinese woman

To feel and see the beauty of the highlands, and the great rivers and mountains of my country.

British woman

I'm quite concerned about our planet and our environment.

American man

I'm a little bit more in tune with sustainability.

connections

Brazilian woman

The isolation united our family more because we constantly talk to each other. We do video calls.

Spanish man

We are now in contact on virtual platforms.

British woman

With my husband, I've just not seen him. So I haven't seen him in well over a year. So my relationship is entirely online or over the phone.

American woman

I think that I've relied more on gaming, because it connects me with more people so I'm not seeing them face-to-face.

British man

Almost...like 90% of my life is lived with technology, with digital, on digital.



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Brazilian man

My son's birthday party last year was like that (online). Here at home it was only me, my wife and my son, while my family could watch.

British woman

I've even had weddings that I've been going to – well not going to but attending online. So it's good to feel included. It makes me feel happy because I still get to be in that party mode as well.

Brazilian woman

We need to love people like there's no tomorrow. It's to have the will to live well, to be well to show how much we love them.

It's how we listen that matters

HUMAN TRUTHS

Read the report at [Accenture.com](https://www.accenture.com)

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