THE OPTIMISM CHALLENGE

We surveyed more than 2,400 people, asking them to share important events that happened to them in the past, along with ones that might happen in the future.

Not surprisingly, most people shared an even mix of good events (approx. 60%) and bad events (approx. 40%) for things that happened to them in the past:

For example

Negative:
  • Health Issues
  • Loss of a Loved One
  • Financial Challenges
  • Divorce

Positive:
  • Employment Success
  • School Success
  • Birth
  • New Home
  • Relationship Success

But when it came to their future, most people predicted only good things would happen

84% of people were positive that they would experience the following:

• Employment Success
• Relationship Success
• School Success
• Traveling
• Birth
• New Home

Only 16% of responses were negative, such as health issues or loss of a loved one.

It’s human nature to be optimistic about the future but it’s important to prepare ourselves for anything the future might bring.

Prudential
Bring Your Challenges