

AUTOMOTIVE

Land Rover reveals how pandemic impacted resilience

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Participants from seven countries were involved in Project Discovery. Image credit: Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Land Rover is examining how the COVID-19 pandemic has impacted family life through an international research study.

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According to Land Rover's "**Project Discovery**" report, close personal connections are a predictor to individuals being able to develop their own sense of resilience. People with resilience are also more likely to have a "spirit of discovery" and prioritize purposeful curiosity.

The study included 7,000 respondents, with 1,000 participants each from the United States, United Kingdom, Spain, France, Germany, Italy and France.

Project Discovery

Named after Land Rover's popular, family-friendly SUV, Project Discovery found that more than two-thirds with "high resilience" live with a partner compared to 51 percent of those with "low resilience." Globally, only 7 percent of participants scored in the highly resilient category.

Cross-generational relationships were also key to emotionally navigating the pandemic, as older people with high resilience were twice as likely to have regular contact with their grandchildren. Participants 65 years old and above had the highest resilience scores while only 3 percent of respondents between 18 and 24 years old had high resilience scores.

Land Rover ambassador Bear Grylls shares his own pandemic experience

While 73 percent of all participants found a new hobby or habit since the start of the pandemic, highly resilient people were actually the least likely to do so because many had already incorporated such activities into their routines.

Top activities adopted by highly resilient people including going for walks, healthy eating and reading. Many of these activities also have an end goal, such as cooking a meal or completing a project around the house.

Highly resilient people are also more likely to enjoy finding new places to explore, have an interest in current affairs or take their physical health seriously.

Project Discovery also uncovered some cultural differences in resilience during the pandemic. For instance, French participants were the least likely to focus on physical exercise regardless of resiliency level, while highly resilient people in Spain were 243 percent more likely to practice dancing.

Last spring, Land Rover deployed more than 160 vehicles worldwide to support emergency response organizations during the COVID-19 pandemic. Of that total, 57 vehicles including 27 New Land Rover Defender SUVs were issued to the British Red Cross to deliver medicine and food vulnerable people across the U.K. who needed additional support due to social distancing rules ([see story](#)).

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