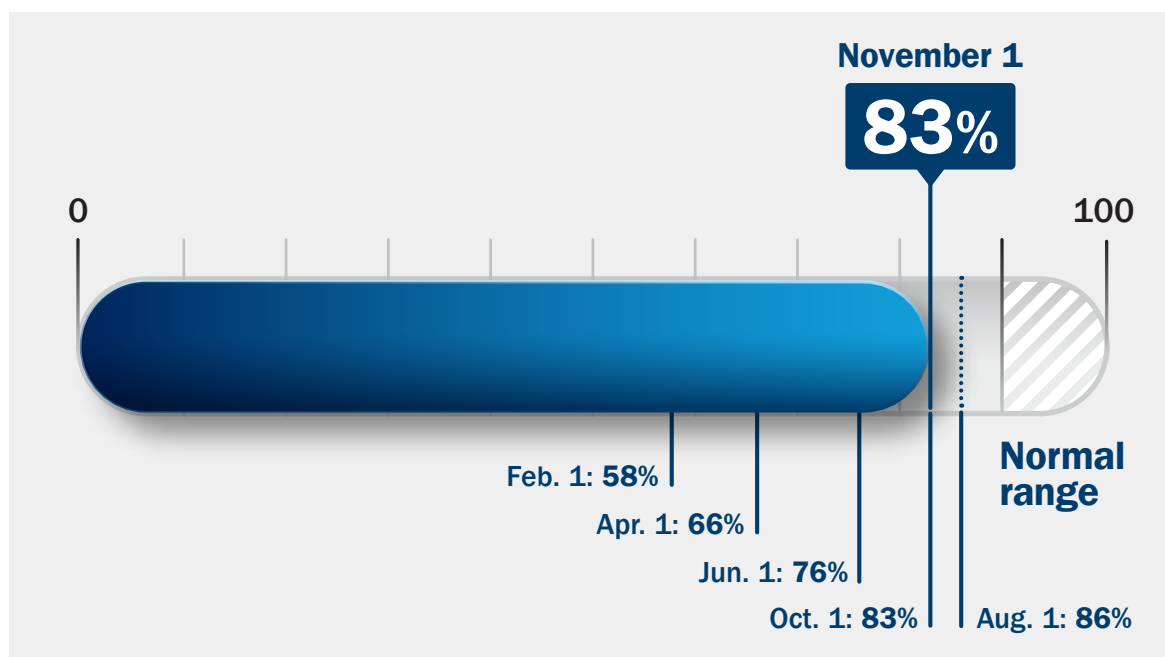


Chart on the Go

Latest Insights | Macro

Return to Normal Index

The Return to Normal Index tracks activity compared with prepandemic levels as we progress to post-COVID normal life.



As of 11/01/21. Source: Columbia Threadneedle Investments

At the beginning of the year, we created a Return to Normal Index to measure human activity data relative to prepandemic levels as we progressed through recovery from COVID-19. The index is constructed by our data scientists and fundamental analysts and tracks activities in the U.S., including travel, returning to work and school, brick-and-mortar shopping and eating out at restaurants. The index is focused on measuring components of daily life rather than economic indicators like GDP growth, and the percentage level moves closer to 100 as daily life normalizes.

Our index suggests that we're 17% below pre-COVID activity levels. Vaccines have proven very effective, and FDA approval of boosters as well as vaccination requirements from larger employers may help increase the level of activity.

[LEARN MORE ON OUR BLOG »](#)

Investment products offered through Columbia Management Investment Distributors, Inc., member FINRA. Advisory services provided by Columbia Management Investment Advisers, LLC. Columbia Threadneedle Investments (Columbia Threadneedle) is the global brand name of the Columbia and Threadneedle group of companies. © 2021 Columbia Management Investment Advisers, LLC. All rights reserved. The views expressed are as of the date given, may change as market or other conditions change and may differ from views expressed by other Columbia Management Investment Advisers, LLC (CMIA) associates or affiliates. This information is not intended to provide investment advice and does not take into consideration individual investor circumstances. Since economic and market conditions change frequently, there can be no assurance that the trends described here will continue or that any forecasts are accurate. Investing involves risk including the risk of loss of principal.