



Opening the Conversation: Mental Wellbeing in the Insights Sector

FOREWORDS

This year has been difficult to say the least.

It seems that each week of 2020 has brought forth additional challenges and stress. In the past when faced with enormous common threats, we have been comforted by unity. Now, there is divisiveness, uncertainty, confusion, accusation, and anger.

The pandemic, social unrest, the economy, the election, even a spate of natural disasters – it all weighs heavily on our minds and mood.

Too often this aspect of our lives is ignored. Many of us remain uncomfortable talking openly about mental health and illness, especially in the workplace. Yet it is a growing concern and one which many experts believe has been exacerbated in recent months.

We are pleased to join with our friends at MRS and the Research Society on this endeavor to better understand the mental well-being in market and social research across the UK, U.S. and Australia. Many thanks to IA member, New York-based insight agency Opinium, for partnering with us, deploying their workplace mental wellbeing audit, and bringing the insights to life in this report.

We encourage you to spend time digesting these results. Contemplate the numbers through a lens that seeks to improve your work environment and support the mental wellness of every employee.

Information and understanding are the most powerful means to boost empathy and alleviate the lingering stigma of mental health issues. If each of us leads by example in workplace mental health, our entire industry will vastly benefit.

Stay Informed & Keep In Touch,

Melanie Courtright, CEO, Insights Association



We urgently need to talk about mental wellbeing in our industry.

When 83% of US research professionals say they have struggled with their mental health to some degree in the last 12 months (versus only 50% of the general workforce), research land, friends, wonderful clients, and fellow agency heads - we have a serious problem. We are a vibrant industry of thoughtful, inquisitive individuals who naturally hold ourselves to high standards, but with that comes a much higher degree of stress, and the younger generation of research professionals is particularly affected. Though our data demonstrates that the insights industry has been ahead of the curve in rolling out mental wellbeing initiatives, mental health remains an outsized challenge for our community. We have more work to do.

After developing the first workplace mental wellbeing audit with Warwick University Medical School in 2019, and using the methodology to audit a variety of industries, we were so delighted when the Insights Association agreed to partner with us to help us audit our industry in the US. With 482 responses from Insights Association members working in research—spanning agency, in-house teams, suppliers, and freelance—this is the first report of its kind in the States, and we hope the first of many. We are extremely proud to be able to share this report with you, which we hope will accelerate change in research and insights teams across the US.

Throughout this report, we've sought to uncover some of the key barriers that still stand in the way of better mental wellbeing for our industry, as well as the relative impact of workplace initiatives. Addressing mental wellbeing at work may seem like a mammoth task, but it's a journey, and **as researchers, we believe that measuring the scope of the problem is the first step.**

We invite you to join us in using this research to kick start the conversation around mental wellbeing in your organization.

James Endersby – CEO, Opinium



BACKGROUND TO THE STUDY

Much progress has been made in the area of mental health in the last several years; talking about it openly and honestly has become more commonplace, and governments and businesses have recognized that they have a major role to play in helping people look after their mental wellbeing.

We designed our Workplace Mental Wellbeing Audit to help businesses and other organizations understand the mental health of their employees and in turn take steps to help them. This year we have expanded our study to include the US research and insight industry, an initiative that was made all the more urgent and timely by the outbreak of the coronavirus and the subsequent upheaval of our daily lives. A combination of being isolated from friends and family, a major economic downturn, and of course the threat to our physical health, create an environment that is far from conducive to good mental wellbeing.



For this study we partnered with the Insights Association and surveyed 482 US research professionals, to understand specifically the mental wellbeing of those working in the research industry and the impact of coronavirus on US researchers.

Throughout the report, we also compare to our normative database of national US workers, to understand how the research industry fares in comparison to other sectors and the US working population at large.

The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)

A key element of our audit is the Warwick-Edinburgh Mental Wellbeing Scale; a rigorous and scientific method designed by the University of Warwick with funding from NHS Scotland. Not only does the scale give our research a robust method for measuring mental wellbeing, it also distinguishes our approach from the myriad of other mental health surveys by giving us a benchmark to work with that is underpinned by academic research.

Looking at the scores of the scale, the mental wellbeing of an individual can be determined in terms of whether it falls above or below the national average. The scale enables us to quantify mental wellbeing, thus promoting wider understanding of mental wellbeing as a whole. Furthermore, scores can be tracked over time, allowing organizations and society at large to understand factors that impact mental wellbeing.



*Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) © University of Warwick, NHS Health Scotland and University of Edinburgh, 2007, all rights reserved. If you would like to use the scale, please visit the University of Warwick website for more details: <https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/>

SUMMARY OF FINDINGS

Recommendations

We have distilled the wealth of data in this report into four key recommendations for employers in the market research industry:

1. Bridge the age divide

Although researchers feel their companies are more open and supportive of mental wellbeing than US workers at large, there is still work to be done on internal attitudes. A bridge needs to be built between younger and older cohorts. Younger research professionals under 35 and/or in more junior roles are not only more prone to mental health issues than their older peers, but are struggling more with anxieties and negative attitudes towards opening up about mental health and wellbeing in the workplace. An open dialogue is needed to alleviate their concerns around opening up about mental health in the workplace and to break down their fear of the negative consequences this might bring.

2. Employee workload and time management need to be addressed first and foremost

Notably, there are more than twice as many US research professionals who have suffered from stress in the last 12 months (75%) than US workers at large (32%). This is due, at least in part, to workplace stressors, of which, heavy workloads are among the key culprits. Heavy workloads create a downward spiral - they



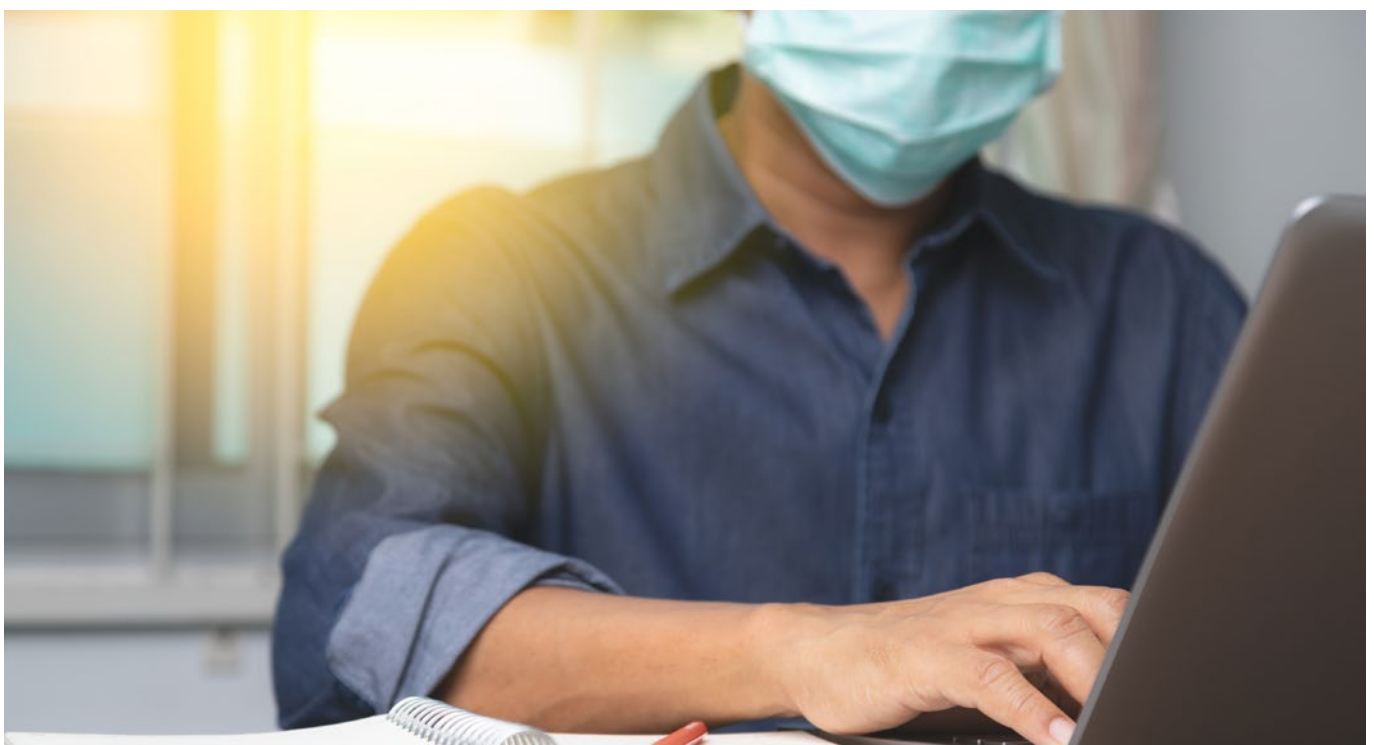
not only directly contribute to mental health and wellbeing issues, but are also one of the key reasons employees don't carve out the necessary time off to recover or to take advantage of their company's mental health offerings. This, in turn, worsens the state of their mental wellbeing, and on it goes... Employers need to address this first and foremost.

3. Communication is key

US research professionals are offered a variety of programs to support their mental wellbeing, with flexible work and work from home having a self-reported positive impact on mental wellbeing. However, some programs are used very seldomly by employees (i.e. EAPs and counselling). This suggests a potential need for greater communication around these initiatives to ensure employees know how and where to access them. This clearer communication of initiatives can also help reduce some of the key barriers to opening up about mental health struggles at work.

4. Turn a pandemic into a positive

While the Covid-19 pandemic has created a multitude of challenges, it has also presented organizations with a unique opportunity to test and learn from new ways of working. Research professionals are enjoying the perks of working from home (e.g. no commute, less anxiety and stress), and it's having a positive impact on their mental wellbeing with almost everyone wanting to continue working from home to some degree post-Covid. One of the main concerns about returning to the office is that they will lose the free time they have gained. The situation has proved to research employers that logistically working from home is viable and business is able to operate smoothly. Companies should use the situation as a learning experience to assess whether it is viable for them to continue giving workers more flexibility and choice when it comes to working remotely, given that it is positively impacting their mental health.



KEY FINDINGS

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research professionals have been made to feel embarrassed when opening up about their mental health at work, compared to 12% of US working population.



49%



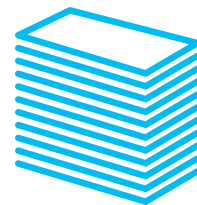
of research professionals under 35 would not know how to approach the topic of their mental health and wellbeing if they were struggling at work.

83%

of research professionals have struggled with their mental wellbeing to some degree in the last 12 months.

47%

of research professionals say that workload is a key culprit of workplace stress.



2/5

research professionals are offered employee assistance programs but only

5%

have used them



have said working from home during Covid-19 has improved their mental health, as they are not having to commute and generally feel more relaxed at home.

STATE OF PLAY: WELLBEING IN THE RESEARCH COMMUNITY

General wellbeing of US research professionals is comparatively low relative to US workers at large. Our research highlights that in the last twelve months over four in five research professionals have struggled with their mental health to some degree (83%), compared to half of all US workers (50%). However, research companies are ahead of the curve in taking action to create workplaces that are supportive of individuals' mental health and wellbeing needs, which in turn has made employees feel more open and understanding of their own and others' mental wellbeing.

Research professionals struggle more with mental health than workers in other industries

Significantly more research professionals have struggled with mental health in the last 12 months (83%) than the general US workforce (50%). Three quarters have experienced feeling stressed (75%), compared to just a third of all US workers (32%). Following this trend, anxiety (55%) feeling low/down (53%), and burnout (48%) have been experienced by a much higher proportion of research professionals than the general US workforce (24%;18%;16% respectively).

Research professionals are less willing to take time off for wellbeing than other US workers

When we suffer from poor physical health it is common practice to take time off from daily activities to rest and recover, however the same care and caution is rarely taken with respect to our mental health. Only one in three research professionals have taken time off for their mental health (30%), much fewer than US workers at large (46%). Research professionals are also less likely to take time off for physical health reasons (42% compared to 57% of all US workers), though this is still higher than mental health.

Research professionals who do take time off for their mental health benefit from doing so. Not only do they return to work feeling much better (73%) but their quality of work improves (73%). Research professionals experience the positive impacts of taking time off for mental health problems more acutely than the general US working population, of whom 57% return to work feeling much better and 52% feel their quality of work improves.

The research industry is ahead of the curve in creating a compassionate environment

All in all, companies that employ research professionals are ahead of other US sectors in creating an environment that is supportive of employees taking care of their wellbeing. Of research professionals who did take time off for mental health problems, fewer felt guilty for doing so (46%) than US workers at large (56%). Research professionals are also less likely to feel pressured to come back to work early (33%) compared to US workers (52%).

Further demonstrating that research companies are ahead of the curve in their efforts to support their employees' mental wellbeing, only a sixth of research professionals felt there wasn't any support for them after taking time off work for mental health problems (16% compared to 46% of the general US working population). Most research professionals also feel their company takes mental health and wellbeing seriously (62%), and three fifths feel they would be supported at work if they were struggling with mental health or wellbeing (60%), both of which are higher than levels among US workers (51% and 52% respectively).

The research industry has fostered a relatively open environment, where talking about mental health is more common than in other industries.

Three in five research professionals have told someone at work about their mental health problems (58% compared to only 38% among US professionals at large). Most research professionals who opened up about their mental health issues had a positive experience, with 79% stating their confidant was supportive and understanding compared to only 44% of all US workers. Indeed, US workers who opened up about mental health issues reported negative reactions at much higher rates than research professionals— a sixth said the other person was embarrassed (17%) compared to only 1% of research professionals, and over one in ten were made to feel embarrassed (12%) whereas no research professionals were made to feel this way (0%).

So, where do we go from here?

Throughout the rest of the report, we dive into four key recommendations emerging from our data which we hope will empower business leaders to make demonstrable changes in their organizations to better the mental health of the research industry.

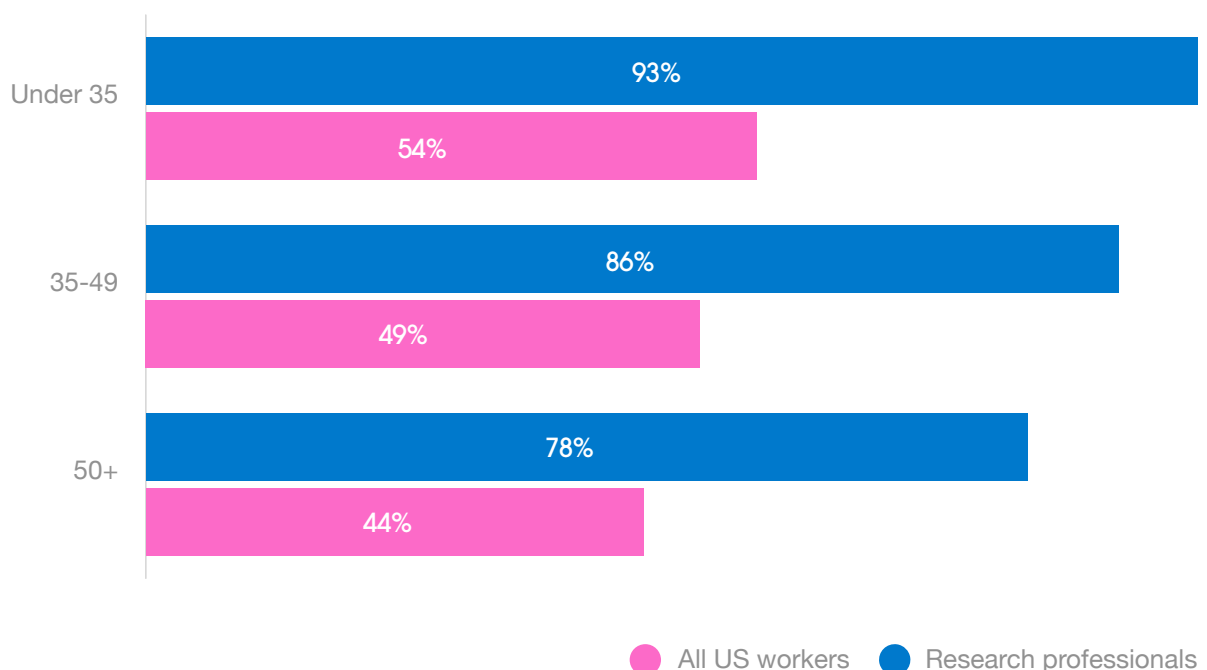
1. BRIDGE THE AGE DIVIDE

As we have just explored, research professionals see their companies as more open and supportive of mental wellbeing than US workers in general, but there is still work to be done on internal attitudes. A cross-generational bridge needs to be built. Younger research professionals under 35 and/or in more junior roles are not only more prone to mental health issues than their older peers, but struggle more with anxieties and negative attitudes towards discussing mental health at work. An open dialogue is needed to alleviate their concerns around the negative consequences of speaking up.

Younger researchers are more likely to struggle with mental health than their older peers

Research professionals under age 50 are more likely to have struggled with their mental health in the last 12 months than older cohorts. Following this trend three fifths of research professionals under 35 have below average wellbeing scores (WEMWBS) (59%), half of those aged 35-49 have below average wellbeing scores (49%), and just a quarter of the 50+ have below average wellbeing scores (25%).

Share of workers who have experienced mental health problems in the last 12 months



Younger researchers are also less comfortable opening up about mental wellbeing at work, anxious about how they'll be perceived

While research companies have proven to be more supportive of mental wellbeing compared to other industries, the message has not gotten through as successfully to research professionals under 35. Researchers in this age group are more likely to not know who to turn to in the office if they were struggling with their mental health (44%) compared to their older counterparts aged 35+ (28%). Almost half of research professionals under 35 say they wouldn't know how to approach the topic of their mental health and wellbeing if they were struggling at work (49%), compared to just over a third of those over 35 (37%). With this heightened discomfort and uncertainty, this younger cohort is also more likely to feel their workplace isn't doing enough to help employees with mental health/wellbeing (45%) compared to researchers aged 35+ (24%).

Researchers under 35 express heightened worries around how sharing their experiences about mental health at work may reflect on them professionally.

Of those who experienced mental health issues in the past 12 months but chose not to share them with anyone at work, many felt the topic was not appropriate for the workplace or worried it would jeopardize their career. The following quotes from research professionals under 35 highlight these worries and concerns:

"I didn't tell anyone because I am perceived as a high energy, highly positive person. I fear that they would perceive me and my abilities differently (...) My perception is that not a lot would be done to help me cope - they would probably be understanding and say they would help, but nothing would actually come of it."

An individual in a management position said:

"It does not seem appropriate to share to those who are reporting to me (...) I am supposed to be a role model."

Taking action

To create an open and supportive environment for all age groups in the research industry, the gaze must now shift to making younger cohorts feel more secure and at ease with discussing mental health at work. Research professionals under 35 may benefit from seeing senior leaders within their organizations talking more openly about their own struggles with mental health. Leading by example is likely to help alleviate key anxieties felt by the younger generation, namely that broaching the subject at work will make them seem vulnerable to colleagues or jeopardize their career. Furthermore, training to help understand wellbeing may foster a more supportive environment for everyone, raising the bar for empathy and understanding when someone brings up struggling with their mental health.



2. EMPLOYEE WORKLOAD AND TIME MANAGEMENT NEED TO BE ADDRESSED FIRST AND FOREMOST

Notably, there are more than twice as many US research professionals who have suffered from stress in the last 12 months (75%) than US workers at large (32%). This is due in part to workplace stressors, of which, heavy workloads are among the key culprits.

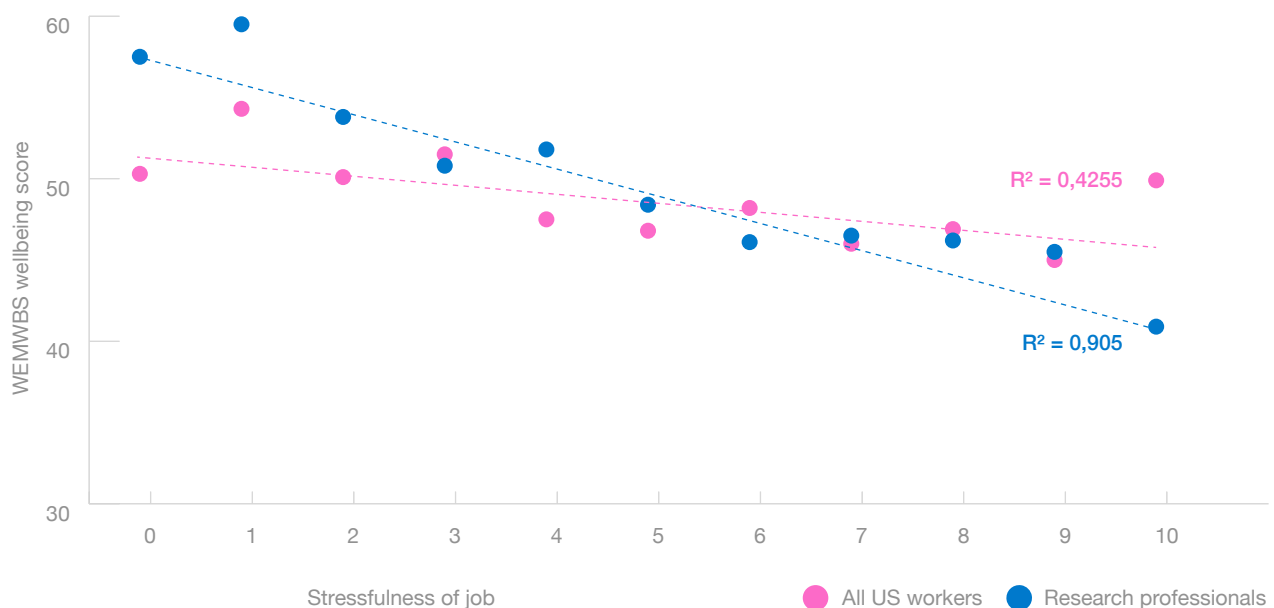
Heavy workloads create a downward spiral.

They not only directly contribute to mental health and wellbeing issues, but are one of the key reasons employees don't carve out time to recover or to take advantage of their company's mental health offerings. This of course, in turn, worsens the state of their mental wellbeing, and on it goes...

On a scale of zero to ten (0 being not at all stressful and 10 being extremely stressful), US research professionals gave their job an average score of 6.1 — somewhat stressful. This is a tier higher than US workers at large, who gave their jobs an average stress score of 5 out of 10.

Our findings demonstrate that heightened job stress is correlated with lower overall wellbeing scores. The correlation is more apparent amongst research professionals than the general US workforce.

Wellbeing scores vs. self-assessed levels of job stress

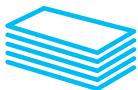


Research professionals feel stressed by work at a much higher rate than the general working population. Two in ten US workers said that nothing in particular about their professionals (5%). We have highlighted the leading sources of workplace stress below.

Top five sources of workplace stress amongst research professionals in the US (vs. general US workforce)



Impending deadlines
(48%) vs. US workers (13%)



Workload – having too much to do
(47%) vs. US workers (19%)



Impacts of Coronavirus on the company
(45%) vs. US workers (13%)



Risk involved in projects going wrong
(35%) vs. US workers (8%)



Demands from clients
(35%) vs. US workers (14%)

There is, therefore, a need for research companies to take action to support and help manage workloads, and the time management of their employees. Time and workload management are not only leading causes of workplace stress, but also key reasons why employees who are already experiencing poor mental health do not take time off to rest and recover. Almost half of the research professionals who have experienced poor mental health and didn't take time off say they had too much to do at work to take time off (48%). Knowing that employees and employers benefit from people taking the necessary time off to rest and recover, it is critical to find ways to assist people with work volume and put in place processes to hand off their workload when they need to.

The following quote highlights how workload pressure impacts research professionals day to day:

“My employer talks the talk - we have resources and our leadership talks about the importance and commitment to mental health, but the work environment does not support it. We have full plates and pressure all the time - and there doesn't feel like a way to carve out the time for mental health.”

Though our research has shown that companies in the research industry are more progressive in rolling out wellbeing initiatives compared to other industries in the US, these well-intentioned programs will not be of much benefit to employees if the issue of workload is not addressed first.



3. COMMUNICATION IS KEY

US research professionals are offered programs to support their mental wellbeing at higher rates than the general working population. Of these initiatives, flexible work and work from home have a self-reported positive impact on mental wellbeing. However, some programs are used very seldomly by employees (i.e. employee assistance programs and counselling). This suggests a potential need for greater communication around these initiatives to ensure employees know how and where to access them. The open communication of initiatives to address mental wellbeing can also help overcome some of the perceived stigma associated with discussing the topic at work.

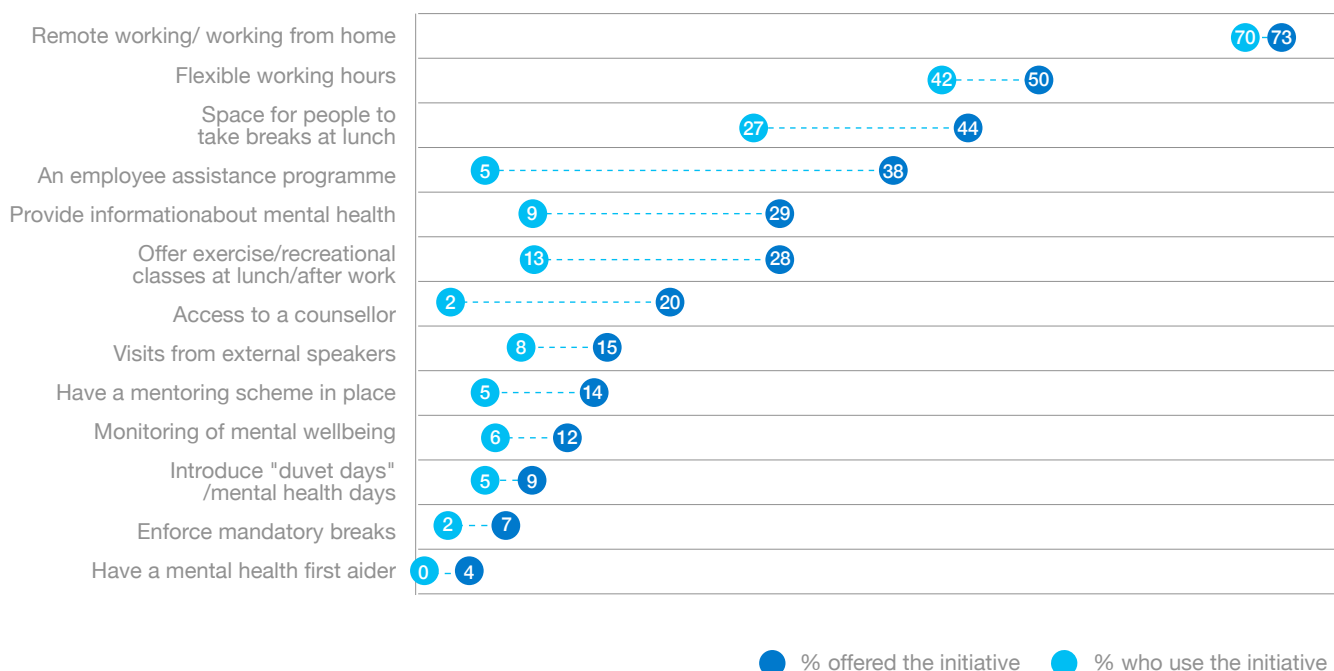
In terms of new measures employees would like to see introduced in their organizations, 'duvet days' were among the most popular as well talks from external speakers and flexible working for those who don't currently have access to them.

Research professionals have greater access to mental wellbeing resources through their employers than the average US worker

Nine in ten research professionals say their companies offer initiatives to support wellbeing, such as flexible working, exercise classes and employee assistance programs (90%). Meanwhile, only 73% of the US working population has access to these types of initiatives through their employers. The most common initiative research professionals are offered is the ability to work remotely/from home—73% are offered a remote work policy compared to only 22% of US workers. Half of research professionals (50%) are granted flexible working hours and 44% have access to a space for lunch breaks, such as a staff cafeteria or other break space. Over a third (38%) are offered an employee assistance program, compared to 24% of all workers, 29% are provided with information about mental health and techniques to improve wellbeing, and one in five (20%) have access to a counsellor.



Initiatives offered vs. initiatives used



In terms of wellbeing initiatives research professionals would like to see introduced by their companies, over a third (36%) say they'd like 'duvet days' (vs. 15% of all workers), making these the most popular option. Almost a quarter (23%) would like to see their company add a mentoring scheme (vs. 8% of all workers) and 21% would like visits from external speakers (9% of all workers).

Employees need encouragement to take advantage of policies in place and reassurance that they won't be penalized

When asked how employers could better support mental health in their workplace, respondents said they needed more active encouragement from leadership to take time off to protect mental health. While many organizations in the research world are 'talking the talk' when it comes to supporting mental wellbeing, employees need to be reassured that, yes, it's really okay for them to take care of themselves in this way. Ensuring privacy in conversations surrounding mental health was also very important to employees, along with reassurance that they wouldn't be penalized professionally for seeking help. Others expressed a need for more support around managing client expectations, deadlines, and workload—the most practical barriers to employee mental wellbeing.

'Duvet days' are allocated days that can be taken off if employees are not feeling 100% to look after their mental wellbeing.

“Mainly encouraging an accepting atmosphere and possibly having a more structured system in place for people to take some time for themselves when needed.”

“While my employer provides mental health resources and ‘walks the talk’ regarding supporting employees with mental health issues, there is still always fear of being let go if you seek out help”

“I think that recognizing and encouraging employees to seek outside support is key to mental health. As is privacy about mental health.”

“Balance client expectations on deadlines and workload management so that we’re not constantly overworked to avoid future burnout.”

4. TURN A PANDEMIC INTO A POSITIVE

While the Covid-19 pandemic continues to have a devastating impact on society at large, it has also presented organizations with a unique opportunity to test and learn new ways of working. Research professionals are enjoying the perks of working from home (e.g. no commute, less anxiety and stress), and it's having a positive impact on their mental wellbeing with almost everyone (94%) wanting to continue working from home to some degree post-Covid. One of the main concerns about returning to the office is that they will lose the free time they have gained by working from home. The situation has proved to employers that, logistically, working from home is viable and business is able to operate smoothly. How can they now ensure this flexibility is translated into everyday working life when we return to the office?

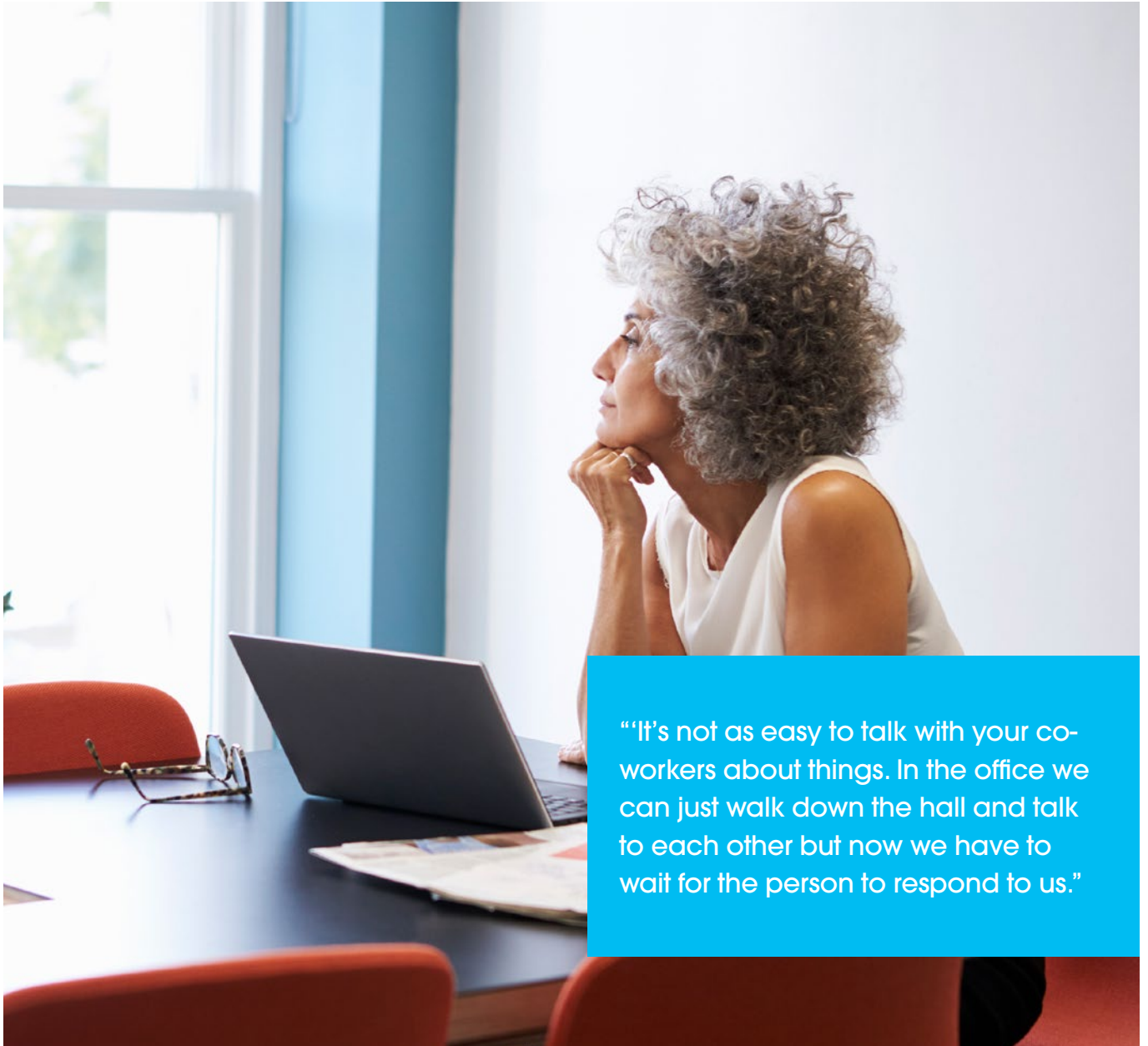
Companies should use the situation to assess whether it is viable for them to continue giving workers more flexibility and choice when it comes to working from home, given that it is positively impacting their mental health.

Researchers feel their employers have handled the pandemic well and have transitioned smoothly into remote work

Research professionals in the US are very positive about the way their respective companies have handled the pandemic and have felt supported by their employers. Over three quarters (77%) said their company's handling of the pandemic was good of which 47% said it was very good. This was considerably higher than among all US workers, with 64% feeling their company's handling of the pandemic was good and only 30% feeling it was very good. More than eight in ten (87%) research professionals said their employer has been supportive during the pandemic of which 64% said their employer has been very supportive. This is once again considerably higher than among all workers, with 78% feeling supported by their employer during the pandemic and only 39% feeling very supported.



'I'm working from home while home-schooling my kids, cooking and cleaning. This is not easy. There is no time to think deeply about my work unless I start at 4 am.'

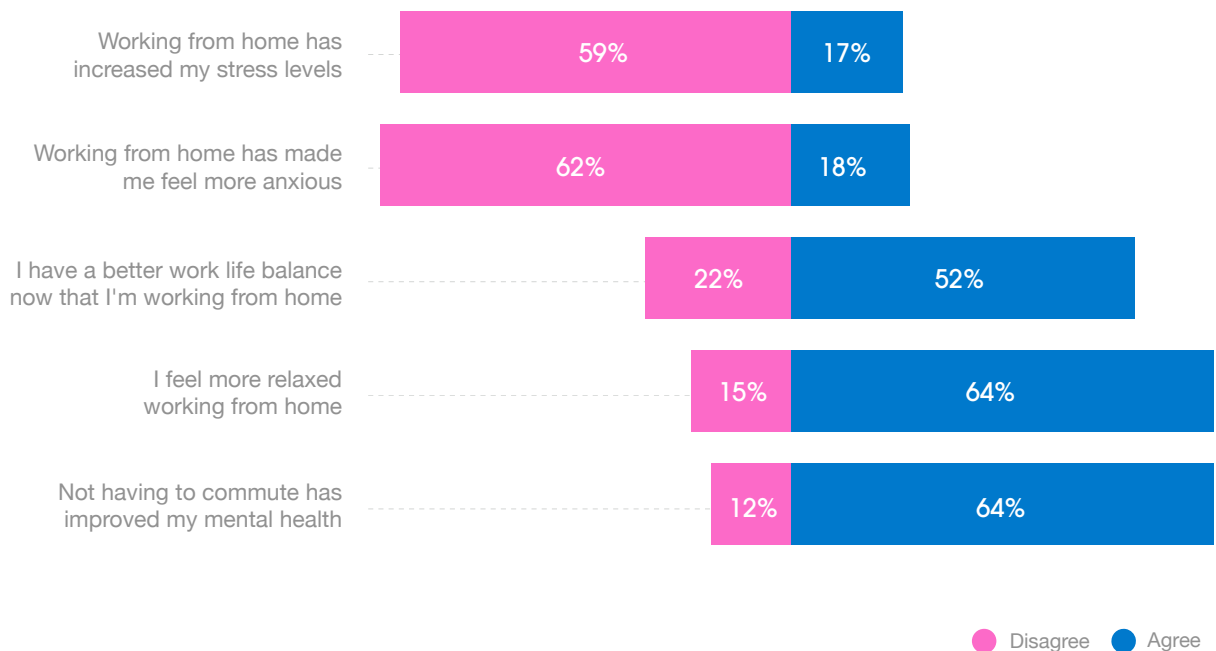


“It’s not as easy to talk with your co-workers about things. In the office we can just walk down the hall and talk to each other but now we have to wait for the person to respond to us.”

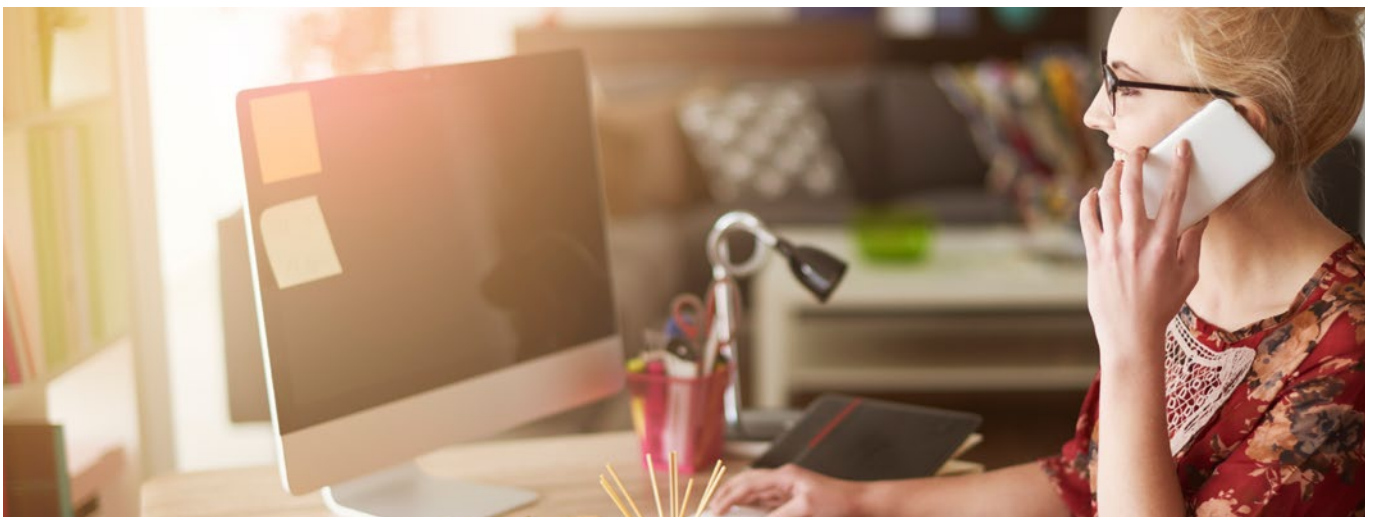
Companies in the research industry have also overcome the remote working hurdle effectively. While 61% of research professionals said they had worked from home before the pandemic, 97% of those who are currently working are doing so from home. The research industry appears to have adapted better than others with only 68% of national workers who are currently working are doing so from home. Based on their previous working patterns, suppliers were more prepared for the shift towards remote work. In fact, 70% of suppliers said they had worked from home before the pandemic, compared to 52% of those working in-house/client side. Two thirds (65%) of senior team members had also previously worked from home.

Research professionals' work from home experience has been positive overall with two thirds (64%) feeling more relaxed and 64% saying the lack of commute has improved their mental health.

Experiences of working from home among research professionals



We asked those who have experienced poor mental health from working from home due to the pandemic what was causing this. While some are finding the logistics of working from home frustrating, struggling to communicate effectively with colleagues, switch off from work, and juggle family commitments, overall it is the wider situation that is causing a dip in their mental health rather than working from home itself.



‘It’s not so much working from home that is the stress, it’s the fact that there is a pandemic that closed the office that is stressful. The overall situation I’m still working on adjusting to. I think I’d feel more anxious if I was forced to be in the office daily.’



Though most find working from home has improved their mental wellbeing, many are finding it hard to separate work from rest

While over half (52%) say they have a better work life balance now they are working from home, 46% admit they are working longer hours while working from home and 46% find it hard to draw boundaries between work and rest, in comparison to 41% all workers. Over half (55%) also struggle to build in time to go outside during the day (vs. 41% all workers). These challenges that come with working from home could explain why those who are offered working from home and use it report higher levels of stress than those who do not use this initiative (scored how stressful their job is as 5.6 vs. 4.9 out of 10, with 10 being extremely stressful). While a quarter (24%) are worried about the prolonged impact of working from home on their mental health, this is much lower than all workers where 38% are concerned about this.

94% of research professionals want to continue working from in some capacity post-lockdown

Despite some difficulties switching off from work, the benefits of the current work from home situation appear to outweigh the costs, with 94% of research professionals wanting to continue to work from home in some capacity post-lockdown. Over two fifths (43%) would like to do this on a full-time basis

while 37% would be content doing so a few days a week. This is higher compared to all workers where 87% would like to continue working from home in some capacity after lockdown is lifted.





CONCLUSION

Though the research industry is more prone to experiencing poor mental health, it is also ahead of the curve in terms of taking action to address the problem. Employees are taking advantage of initiatives they are offered more than the national average. Attitudes are changing for the better and employees are feeling more comfortable communicating issues around mental health. While things are moving in the right direction, there is still a lot of work to do to for mental wellbeing to be considered on par with physical wellbeing.

The ongoing pandemic puts the industry's positive trajectory when it comes to mental wellbeing on shaky ground.

There are numerous ways in which the crisis will impact workers, from anxiety surrounding the virus itself to the fear of job loss. Indeed, our findings show that 46% of research professionals are anxious about returning to work and 47% are reluctant to go back. Interestingly those with poor mental health are warier of returning to the office—58% of those with considerably below average mental health feel apprehensive compared to 31% of those with above average mental health. Companies in the research industry must, therefore, be mindful of their employees' mental as well as physical wellbeing when they begin the transition back to the office and establish a new normal.

With every challenge comes opportunity. We can use this crisis to re-examine our working culture as an industry and make it better for all of us. As the long-term implications of the pandemic have yet to be determined, employers should make it a point to cultivate an environment of support and openness, protecting employee wellbeing long after the pandemic is over.

AUTHORS



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Sophie is passionate about mental health and holds a BA Hons in Experimental Psychology from the University of Oxford. She developed Opinium's workplace mental wellbeing audit and heads up Opinium's mental health research team. Sophie is also Head of Wellbeing internally at Opinium, introducing workplace initiatives to support employee mental wellbeing. Sophie works on a variety of different projects from design to delivery, ranging from large-scale quantitative research and international studies, to in-depth qualitative pop-up communities. She is heavily involved in the brand and comms space, charity sector and social research.

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Chloe Grayson

Chloe works across both quantitative and qualitative methodologies on a variety of different projects from design to delivery, ranging from large scale international quantitative projects to in-depth qualitative pop-up communities. Chloe has previous experience working in the health and wellbeing space, working with Bupa on a regular basis and is part of Opinium's wellbeing research team, running mental wellbeing audits across the PR and Research industries, delivering actionable, evidence based recommendations on how they can improve the wellbeing of their staff.



Louise Thomas

Louise is an experienced research executive at Opinium, and works across a variety of sectors and clients, with a particular focus on projects in the charity and public sector. Louise is passionate about the interplay between physical and mental wellbeing and has brought this passion to the workplace and is part of Opinium's workplace wellness walk team. Furthermore, Louise has worked on projects with clients which address mental and physical wellbeing issues, for example exploring alcohol consumption during lockdown and its effects, and the impacts of lockdown on young adults in the UK.

About Opinium

OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people think, feel and do. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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About The Insights Association

The Insights Association is the leading voice, resource and network of the marketing research and data analytics community. IA focuses on Four Pillars in its efforts to help members: Protect, Connect, Inform & Promote. IA invests in providing enforceable and respected quality standards, legal and business advocacy, education, certification and direct support to enable its members to thrive in an evolving industry.

www.insightsassociation.org

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