#NewMR

NewMR COVID-19 Impact 2020
Wave 2

Published 14 May 2020

1 Introduction

This is the Wave 2 report of our investigation into how insight and research professionals are coping with the pandemic crisis and what NewMR and research leaders can do to help and support them.

This report is based on two studies conducted globally, each with over 1000 responses. Wave 1 was from 29 March – 3 April (N=1014) & Wave 2 was from 25 April – 8 May (N= 1153), giving a total base of 2167. The responses were gathered via our contacts and with support from several of the research bodies, and via social media – so the sample is not a representative sample, but we hope it will provide some insights into the sorts of things that are needed.

Visit https://newmr.org/support-insights/ for further information.

The Data

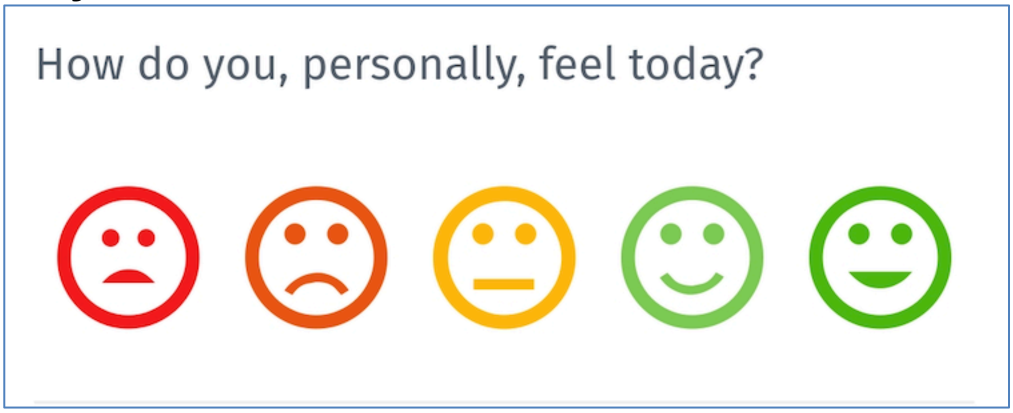
We have produced this report in just a few days including checking and cleaning the data, so it is a very much a top-level report. However, we are happy to make the data available to anybody who wishes to conduct further analysis. To request a copy of the data file in SPSS format, email admin@newmr.org. The only two things we request are 1) Ensure that the anonymity of responses is maintained and 2) You may not charge anybody for the results of your processing of this data.

Report Structure

The report follows the following outline:

1. Introduction
2. Summary
3. Key Narrative
4. Study Details
5. The Data
6. Acknowledgements
7. Country Data

2 Summary



- Very little change between the two waves (end of March versus end of April).
- About half the sample chose a Happy Face.
- About one-in-six chose a Sad Face, suggesting that managers, employers, and industry leaders should do what they can to find and support these people.
- The most likely to pick a Sad Face are those without a job and those who are working from home but for who that is not working well.
- Almost everybody is at home, either working at home, or not working.
- Among people working from home, it suits over 80% of them.
- However, that means that one-in-six are having some degree of difficulty. The people who are least suited are those who are currently working a combination of at home and office and those who do not normally work from home.
- About one-third of our participants are working the same number of hours, one third working fewer hours, and one third working more.
- About half have seen a drop in their income, and most of the others have seen no change.
- About two-thirds of the people working fewer hours are receiving a lower income. Of the people working the same or more hours, about one-third show a drop income.
- The people showing a drop in their income are most likely to sole traders or from very small companies, be from Australia, or not working / working fewer hours.
- The two main suggestions that people would like to pass to the leaders of our industry are ‘Look after our people’ and ‘Advocate for research’.

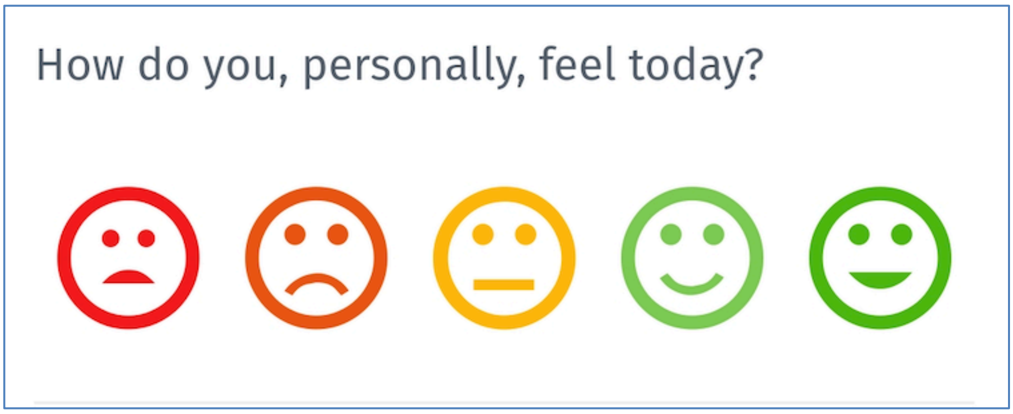
Key Takeaway
Most people are coping, but some aren’t. Managers, owners, and leaders should be a) advocating the case for research, and b) identifying and helping those who are not coping. Not coping includes financial problems, social problems, work problems, and welfare problems.

3 Key Narrative

This section expands on the points highlighted in the Executive Summary.

How do you, personally, feel today?

Before we asked any other questions, we wanted to know how people felt. We wanted to make the question easy to answer (given that many people are probably on an emotional roller coaster at the moment) and we wanted as much as is possible to avoid the confusion that words can add (for example when thinking about the opposite to happy). So, this question used the five images shown below. In the analysis we added the labels Very Sad Face through to Very Happy Face – for ease of writing/processing.



Personally Feel Today	**Total**	**Wave 1**	**Wave 2**
Total	2154	1008	1146
Very Sad Face	2%	2%	2%
Sad Face	14%	14%	13%
Neutral Face	37%	38%	37%
Happy Face	40%	39%	41%
Very Happy Face	7%	7%	7%
Happy Neutral Sad - Net			
Happy	47%	46%	48%
Neutral	37%	38%	37%
Sad	16%	16%	15%
Total (qualified)	31	29	33

It is striking that the results for Wave 1 and Wave 2 are almost identical, despite the convenience nature of the sample, and the differences that might have happened over the month.

The two key messages are: A) almost half of the people responding to the survey selected a Happy Face, which is good news. B) about one-in-six selected a Sad Face, and their needs should be checked and attended to.

We used Infotools Discover function to highlight the groups that were most likely to select a Happy Face, and those least likely to select one.

Who is Happiest?	Base	Happy	Neutral	Sad
Age: Over 60	118	64%	23%	14%
Region: New Zealand	134	59%	29%	12%
Normally Work From Home: Yes	234	57%	29%	13%
Working Hours Since Pandemic Started: Working similar hours	396	57%	32%	11%
Work Location: Working in an office	104	57%	34%	10%
Region: S&E Europe	124	56%	28%	15%
Region: N&W Europe	240	56%	33%	10%
Income Since Pandemic Started: About the same	541	56%	34%	10%
Working From Home Suits: Yes	1540	53%	35%	12%

One pattern in these responses (the people most likely to select a Happy Face) is that they tend to be people whose life has changed less than other people's lives. These people tend to normally work from home, or they are still working in an office, or they are working about the same number of hours, and their income is about the same. Another factor relates to location, New Zealand and Europe (excluding UK) tend to be more likely to select a Happy Face than other areas.

Who is Least Happy?	Base	Happy	Neutral	Sad
Working From Home Suits: Don't know	96	23%	53%	24%
No. People In Organisation: Not currently employed	83	25%	48%	27%
Working From Home Suits: No	250	29%	45%	26%
Type of Organisation: Not currently employed	93	32%	46%	22%
Work Location: Not working	215	33%	40%	27%
Working Hours Since Pandemic Started: Working fewer hours	353	40%	43%	16%
Income Since Pandemic Started: Lower	546	41%	39%	20%
No. Of People Aged 18 Or Under Living In Home: 1	212	42%	40%	18%
Normally Work From Home: No	310	42%	41%	17%

The people least likely to pick a Happy Face are mostly those who have a problem. For example, working from home does not suit them, or they are not currently employed, or they are working fewer hours, or their income is lower.

We can hope that employers are trying to tackle the needs of their employees who are struggling, but clearly those who are not employed and not able to find work need more support from the trade associations and the wider research community.

The table below shows the percent for each Country selecting a Happy Face.

% Selecting a Happy Face	Base	Selecting
New Zealand	134	59%
N&W Europe	240	56%
S&E Europe	124	56%
Spain	86	52%
Total	***2080***	***48%***
Canada	107	48%
E&S Asia	118	47%
UK	352	45%
Australia	139	44%
India	201	43%
USA	347	43%
Africa, MEP	103	42%
LatAm	129	42%

* in Wave 1 there were 9 interviews from Spain and it was included in North & West Europe. In Wave 2 there are 87 interviews from Spain, so they are represented as a separate reporting unit (86 of whom answered the Happy/Sad question).

New Zealand and Europe (excluding the UK) are the most likely to select a Happy Face.

Working from Home Doesn't Suit Everyone, but nearly Everyone who is Working is Doing it

Where work this week	Total	Wave 1	Wave 2
Base	2164	1013	1151
Working in an office	5%	5%	5%
Working from home	86%	85%	87%
Not working	10%	11%	9%
Other, please specify	3%	3%	3%

* this question was a multi-select (with the exception of Not Working), so totals may add to more than 100%

The message from both waves is the same. Most people who are working are working from home. Although we are seeing several countries and regions around the world easing their lockdown provisions, it is unlikely that we will see most insight and research professionals back in the office soon.

At the moment, does working from home suit you	Total	Wave 1	Wave 2
Base	1898	902	996
Yes	82%	79%	84%
No	13%	14%	12%
Don't know	5%	6%	4%

* Question only asked of people who picked working from home as one of their answers

There is very little difference between the waves. Overall, working from home suits about 80% of people, but it does not suit about one-in-five. Organisations need to focus on supporting the one-in-five.

The table below highlights those groups most likely to say working from home suits them.

Most Suits	**Base**	**%**
No. People In Organisation: 1 - just me	226	90%
Happy Neutral Sad: Happy	914	90%
Since Pandemic Started: Working similar hours	375	89%
Region: New Zealand	127	89%
Age: 41 to 50	328	88%
No. of People Living in Home: 2	596	86%
Region: USA	313	86%

These people tend to be those who are sole traders/freelancers, or who are working similar hours, or who are aged 41-50, or with 2 people at home, or are based in New Zealand or USA.

By contrast the table below shows the groups least likely to say ‘Yes’ working from home suits me at the moment.

Working from Home Suits Me	**Base**	**%**
Work Location: Working in an office	63	63%
Normally Work From Home: No	311	65%
Happy Neutral Sad: Sad	271	68%
Region: India	178	71%
Age: 21 to 30	94	72%
Age: 31 to 40	237	76%
Happy Neutral Sad: Neutral	701	77%
No. of People Living in Home: 4 or more	690	79%
Since Pandemic Started: Working fewer hours	285	79%

Note, even for these groups, the majority are still saying that working from home suits them at the moment. The key indicators of being less likely to say working from home suits are: also working partly in an office, not used to working from home, being Sad or Neutral on the happiness question, being aged 21 to 40, working fewer hours, with four or more people in your home, or being based in India.

Whilst some of these factors, like 4 or more people in your home, might be a direct cause of working from home not suiting, other interactions are likely to be more complex. Being sad might cause somebody to say working from home does not suit them, or because working from home does not suit them, they selected the Sad Face, or there is a feedback interaction between the two.

Most people are working a different number of hours, with half earning less
Two new questions that were added for the second wave related to whether people were working the same, more or fewer hours, and whether their income had gone up, down, or stayed the same.

The table below shows the responses for how people's hours have changed since the start of the pandemic.

House since Pandemic Started?	**Wave 2**
Base	***1153***
Working fewer hours	31%
Working similar hours	34%
Working more hours	29%
Other	2%
Not Applicable	3%

About one-third are working fewer hours, about one-third are working the same hours, and about one-third are working fewer hours.

Income Since Pandemic Started	**Wave 2**
Base	1149
Lower	48%
About the same	47%
Higher	2%
Don't know	1%
Other	1%
Not Applicable	1%

About half of the people interviewed said their income was lower, and about half say their income is about the same. Our assumption is that sole traders and owner of small companies are mostly talking about their trading revenue, whereas most employees are talking about their salaries.

Looking at these two questions together gives the following table:

Working hours and income	**Working fewer hours**	**Working similar hours**	**Working more hours**
Base	352	396	339
Income Lower	69%	35%	39%
Income About the same	28%	63%	55%
Income Higher	1%	0%	4%

The majority of people working fewer hours are getting less money. The majority of people working the same number of hours are getting the same money (but a third of them are getting less). Among the people working more hours, almost nobody says they are getting more money, only just over half are getting the same money, and almost 40% are receiving less income.

To explore the associations of fewer hours and lower income we used Infotools Discover to highlight the key patterns.

People most likely to be working fewer hours	Base	%
No. People In Organisation: 1 - just me	143	61%
Work Location: Not working	102	53%
Region: Africa, MEP	59	49%
Income Since Pandemic Started: Lower	549	44%
No. People In Organisation: 2-9	205	41%
Working From Home Suits: No	124	37%
Age: 41 to 50	371	37%
Happy Neutral Sad: Neutral	423	36%
Supplier of research or consultancy	789	34%

The people most likely to be working fewer hours are people in small organisations, people who are no longer working, people in Africa, Middle East and Pakistan, and people whose income is lower. This finding is consistent with the widespread concern about the fate of self-employed recruiters, interviewers, and freelance researchers around the world.

Looking at those whose income is more likely to be lower we produced the following table:

Whose income is lower?	Base	Lower
No. People In Organisation: 1 - just me	143	77%
Region: Australia	74	73%
Work Location: Not working	102	71%
Working fewer hours	352	69%
Region: Africa, MEP	58	69%
Happy Neutral Sad: Sad	171	64%
Region: LatAm	84	61%
Age: 51 to 60	281	54%
No. People In Organisation: 2-9	203	54%
Supplier of research or consultancy	786	53%

77% of sole traders said their income had dropped, as did 73% of Australians. More than 50% of people not working (including those furloughed), working fewer hours, and those in small companies and those providing research reported a drop in earnings – as did Africa/Middle East/Pakistan and Latin America.

What Suggestions Would People Like to Pass on to the Leaders of our Industry?

We asked "What suggestions would you make to the leaders of our industry/profession?" From the 711 answers supplied, some were aimed at owners of businesses and some at leaders of trade associations. We divided the suggestions into 10 broad categories, which are outlined below, in descending order of frequency of mention. The percentages are estimates to help convey the relative frequency of responses allocated to the categories.

Look After our People 25%. For employers this mostly means staff, but it also means suppliers. For the trade bodies it means members and the wider research community. Some are asking for more empathy, e.g. understanding that people are balancing home schooling, running a household and trying to work. Others focused on protecting people's income and job security.

Advocate for Research 20%. Most of this advice was targeted at the trade bodies and associations, but also at client-side insight buyers. Making the case for continued research and research to help brands navigate these troubled times was the core point, along with pleas not to cut projects.

Prepare for the Future 15%. This was mostly aimed at business leaders, but also industry bodies. Research needs to keep adapting, based on business needs, rethinking not just technology, but methods, timelines, costs, and ways of doing business. This group of comments focuses on what comes after the crisis.

Go Digital and Virtual 10%. This relates to both the short term (digital/virtual because F2F practices are problematic) and longer term (because digital/virtual will be a larger part of the future). Online qual was mentioned a lot, but so were new working practices (offering more choices for remote working for example), with the aim to make things easier, faster and at a lower cost.

Be Positive 8%. This advice focused on phrases like: "Hold on and have faith", "Keep going", and "Be patient, but be creative." There was some concern that negative attitudes lead to negative outcomes.

Collaborate 6%. For example: "Union, collaboration, share what has worked for each and have proposals as an industry for better service to customers" and "unite as a sector and have a unified voice."

Learning 4%. For employers this tends to mean prioritising learning, e.g. make time and space available. For the trade bodies it tends to mean organising and offering the training.

Money 4%. This category ranges from requests for the membership organisations to reduce or waive their fees, through to arranging grants and funds. In many cases this is a reflection of how bad things are for some people, who are struggling to pay bills for rent and food with zero income.

Service 4%. This is aimed mostly at business leaders and refers to the need to look after clients and to focus on delivering the things that will protect the future of research.

Freelancers 4%. One group who are in particular distress are the recruiters, self-employed interviewers, freelance moderators and others whose work has disappeared completely and who often fall between the cracks of government schemes that are designed to help companies and employed people.

What would people like to learn?
We asked, as an open-ended question "*If you were to learn one new thing over the next few months, what would it be?*". However, we recognise from Wave 1, that most people are not actually awash with surplus spare time.

After removing the don't knows, the blanks, the many people who said they were not thinking about learning at the moment and those who declined to answer, there were 753 open-ended responses, representing hundreds of unique points of view from "a greater understanding of how research agencies intend to structure for the future" , to somebody who wants to learn about the online platform "Zoom".

Broadly these comments can be divided into four large buckets – all rounded to the nearest 5% with some overlap allowed.

1 Exogenous – things that relate either partly or not at all to insights and research. This group was about 10% of the mentions. The sorts of things mentioned included languages, music, baking, sewing etc.

2 Self-Help – things that make the somebody better able to cope, or more like the person they want to be. This group was also about 10% of the mentions. On the positive side they include patience, resilience, and learning how to help people. There were also comments such as "Not to trust anyone".

3 Work-related – things that broadly related to what people already did. This group is about 30% of all the mentions. Examples included Scheduling, marketing, panel management, and customer success.

4 Techniques & Technologies – this covers new things that people want to learn. This group accounts for about 50% of all mentions. Topics mentioned include Technology in MR, Gamificaton, infographic design, digital tools, and behavioural economics.

4.a Qual – this is a sub-group of Techniques & Technologies. This group accounts for about 10% of the total mentions. These were all mentions that included qual, especially online qual. In addition to online qual there were mentions of semiotics, ethnography, and immersive techniques.

4.b Data Science & Programming – this is another sub-group of Techniques & Technologies. This group accounts for about 10% of the total mentions. These mentions tended to relate to skills that are used in research, but which are not necessarily located in research. Examples include Python, data science, R, AI and Machine Learning.

At the start of the lockdowns there was a widespread assumption that people would be looking for things to do to help pass the time. Our Wave 1 study showed that was not true, and this wave provides further confirmation. For example, one person responded to the what do you want to learn question "*How to work, homeschool and manage a household at the same time. It's impossible at the moment*!"

Appendix

4 Study Details

Key Details

NewMR has conducted two waves of this project. The details are as follows:

Wave 1 - 1014 interviews, collected from 29 March to 3 April 2020

Wave 2 - 1153 interviews, collected from 25 April to 8 May 2020

The interviews were sourced from links shared on social media, via NewMR newsletters, through personal contacts, and with the help of several research associations and organisations such as: ESOMAR, The Research Society (previously AMSRS), The Insight Society, RANZ, MRSI, Thailand Marketing Research Society, MRS, GreenBook, Merlien, and Quirks, which is a bias in the data. The survey was only available in English, which will be another source of bias.

Countries

The table below shows the number of interviews received from 79 different countries. There were also people who did not specify a country. Note, since we used the strict Anonymity option in the survey platform, we did not collect location via passive measures.

The sample over-represents the UK and the English-speaking world. Because the sample is drawn from invitations from people connected to NewMR, trade associations and from people self-selecting from social media, it should be treated as a convenience sample.

Country	Wave 1	Wave 2	Total
Not stated	50	24	74
Albania	4	1	5
Argentina	2	27	29
Armenia	0	1	1
Australia	66	74	140
Austria	2	1	3
Bangladesh	2	2	4
Belgium	7	8	15
Brazil	21	13	34
Bulgaria	5	6	11
Canada	52	55	107
Chile	1	1	2
China - Hong Kong	2	5	7
China - Mainland	3	1	4
Colombia	3	1	4
Côte d'Ivoire	1	0	1
Croatia	1	1	2
Cyprus	1	1	2
Czech Republic	3	3	6
Denmark	2	0	2

Country	Wave 1	Wave 2	Total
Malaysia	5	4	9
Malta	1	2	3
Mexico	14	33	47
Morocco	2	0	2
Myanmar	2	0	2
Netherlands	16	12	28
New Zealand	68	66	134
Nigeria	4	5	9
North Macedonia	2	1	3
Norway	1	0	1
Pakistan	2	4	6
Peru	2	3	5
Philippines	13	6	19
Poland	3	6	9
Portugal	2	2	4
Puerto Rico	0	1	1
Rep. of Moldova	0	1	1
Romania	14	10	24
Russia	4	23	27
Saudi Arabia	1	2	3

Dominican Republic	1	1	2	Serbia	3	3	6
Ecuador	0	3	3	Singapore	6	9	15
Egypt	7	2	9	Slovakia	2	3	5
Estonia	2	1	3	Slovenia	2	1	3
Finland	3	1	4	South Africa	13	20	33
France	19	40	59	Spain	9	87	96
Germany	32	21	53	Sweden	3	7	10
Ghana	2	2	4	Switzerland	4	5	9
Greece	4	1	5	Thailand	7	13	20
Hungary	2	5	7	Trinidad and Tobago	1	0	1
Iceland	1	0	1	Turkey	2	2	4
India	87	116	203	UAE	4	7	11
Indonesia	7	1	8	UK	209	145	354
iran	0	1	1	Ukraine	1	1	2
Iran	1	5	6	Uruguay	0	1	1
Ireland	5	4	9	USA	158	190	348
Italy	21	15	36	Venezuela	0	1	1
Japan	4	23	27	Vietnam	1	2	3
Kenya	5	6	11	Zimbabwe	0	1	1
Kuwait	2	1	3	**Total**	**1014**	**1153**	**2167**

Geographical Analysis Units

Because we did not want to analyse any cells with fewer than 40 responses (to protect anonymity and to avoid very low sample sizes) we have grouped countries where there were fewer than 40 responses. The table below maps the countries to the reporting units.

Country Mapping	**Wave 1**	**Wave 2**	**Country Mapping**	**Wave 1**	**Wave 2**
Albania	S&E Europe	S&E Europe	Malta	S&E Europe	S&E Europe
Argentina	LatAm	LatAm	Mexico	LatAm	LatAm
Armenia	Africa, MEP	Africa, MEP	Morocco	Africa, MEP	Africa, MEP
Australia	Australia	Australia	Myanmar	E&S Asia	E&S Asia
Austria	N&W Europe	N&W Europe	Netherlands	N&W Europe	N&W Europe
Bangladesh	E&S Asia	E&S Asia	New Zealand	New Zealand	New Zealand
Belgium	N&W Europe	N&W Europe	Nigeria	Africa, MEP	Africa, MEP
Brazil	LatAm	LatAm	North Macedonia	S&E Europe	S&E Europe
Bulgaria	S&E Europe	S&E Europe	Norway	N&W Europe	N&W Europe
Canada	Canada	Canada	Pakistan	Africa, MEP	Africa, MEP
Chile	LatAm	LatAm	Peru	LatAm	LatAm
China - Hong Kong	E&S Asia	E&S Asia	Philippines	E&S Asia	E&S Asia
China - Mainland	E&S Asia	E&S Asia	Poland	S&E Europe	S&E Europe
Colombia	LatAm	LatAm	Portugal	N&W Europe	N&W Europe
Côte d'Ivoire	Africa, MEP	Africa, MEP	Puerto Rico	LatAm	LatAm
Croatia	S&E Europe	S&E Europe	Rep. of Moldova	S&E Europe	S&E Europe

Cyprus	S&E Europe	S&E Europe
Czech Republic	S&E Europe	S&E Europe
Denmark	N&W Europe	N&W Europe
Dominican Republic	LatAm	LatAm
Ecuador	LatAm	LatAm
Egypt	Africa, MEP	Africa, MEP
Estonia	S&E Europe	S&E Europe
Finland	N&W Europe	N&W Europe
France	N&W Europe	N&W Europe
Germany	N&W Europe	N&W Europe
Ghana	Africa, MEP	Africa, MEP
Greece	S&E Europe	S&E Europe
Hungary	S&E Europe	S&E Europe
Iceland	N&W Europe	N&W Europe
India	India	India
Indonesia	E&S Asia	E&S Asia
Iran	Africa, MEP	Africa, MEP
Ireland	N&W Europe	N&W Europe
Italy	N&W Europe	N&W Europe
Japan	E&S Asia	E&S Asia
Kenya	Africa, MEP	Africa, MEP
Kuwait	Africa, MEP	Africa, MEP
Malaysia	E&S Asia	E&S Asia

Romania	S&E Europe	S&E Europe
Russia	S&E Europe	S&E Europe
Saudi Arabia	Africa, MEP	Africa, MEP
Serbia	S&E Europe	S&E Europe
Singapore	E&S Asia	E&S Asia
Slovakia	S&E Europe	S&E Europe
Slovenia	S&E Europe	S&E Europe
South Africa	Africa, MEP	Africa, MEP
Spain	N&W Europe	Spain
Sweden	N&W Europe	N&W Europe
Switzerland	N&W Europe	N&W Europe
Thailand	E&S Asia	E&S Asia
Trinidad and Tobago	LatAm	LatAm
Turkey	Africa, MEP	Africa, MEP
UAE	Africa, MEP	Africa, MEP
UK	UK	UK
Ukraine	S&E Europe	S&E Europe
Uruguay	LatAm	LatAm
USA	USA	USA
Venezuela	LatAm	LatAm
Vietnam	E&S Asia	E&S Asia
Zimbabwe	Africa, MEP	Africa, MEP

5 The Data

This section provides the key data for the questions asked in Wave 2.

Personally Feel Today?	Total	Wave 1	Wave 2
Base	2154	1008	1146
Very Sad Face	2%	2%	2%
Sad Face	14%	14%	13%
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Other, please specify	3%	3%	3%

At the moment, does working from home suit you?	Total	Wave 1	Wave 2
Base	1898	902	996
Yes	82%	79%	84%
No	13%	14%	12%
Don't know	5%	6%	4%

No. of People Living in Home?	Total	Wave 1	Wave 2
Base	2167	1014	1153
1, just me	11%	11%	11%
2	31%	29%	32%
3	22%	22%	22%
4 or more	36%	38%	35%

People Aged 18 Or Under Living In Home?	Wave 2
Base	1020
0	48%
1	21%
2	23%
3 or more	9%

Hours since Pandemic Started?	Wave 2
Base	***1153***
Working fewer hours	31%
Working similar hours	34%
Working more hours	29%
Other	2%
Not Applicable	3%
Don't know	0%

Income Since Pandemic Started	Wave 2
Base	1149
Lower	48%
About the same	47%
Higher	2%
Don't know	1%
Other	1%
Not Applicable	1%

People in Organisation?	Total	Wave 1	Wave 2
Base	2156	1004	1152
1 - just me	14%	15%	12%
2-9	18%	19%	18%
10-49	20%	22%	19%
50-99	8%	6%	10%
100 or more	35%	33%	37%
Other	1%	1%	1%
Not currently employed	4%	4%	3%

Type of Organisation	Total	Wave 1	Wave 2
Base	2161	1009	1152
Buyer/User of research	13%	14%	13%
Supplier of research or consultancy	66%	63%	68%
Supplier to the research industry	11%	12%	11%
Other	5%	6%	5%
Not currently employed	4%	6%	3%

Age	Wave 2
Base	1147
Under 20	0%
21 to 30	9%
31 to 40	24%
41 to 50	32%
51 to 60	25%
Over 60	10%

Accessing the Raw Data
We are happy to make the data available in SPSS format. If you would like a copy, please email your request to admin@newmr.com.

The data is provided as is without warranty. If you conduct and share any analysis based on this data, please let us have a copy and please acknowledge the source and its limitations in terms of representativity and such. Two additional things we request are 1) you must ensure that the anonymity of responses is maintained and 2) you may not charge anybody for the results of your processing of this data.

6 Thanks and Acknowledgements

We would like to thank everybody who helped make this project a success, including everybody who shared the survey link and completed the survey.

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NewMR Sponsors

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8 Country Data

Happy Neutral Sad	Total	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	Spain	UK	USA
Base	2080	103	139	107	118	201	129	240	134	124	86	352	347
Happy	48%	42%	44%	48%	47%	43%	42%	56%	59%	56%	52%	45%	43%
Neutral	37%	37%	45%	39%	37%	35%	40%	33%	29%	28%	37%	35%	44%
Sad	16%	21%	12%	13%	16%	22%	19%	10%	12%	15%	10%	20%	13%
Work Location	**Total**	**Africa, MEP**	**Australia**	**Canada**	**E&S Asia**	**India**	**LatAm**	**N&W Europe**	**New Zealand**	**S&E Europe**	**Spain**	**UK**	**USA**
Base	2090	105	140	107	118	203	129	242	134	124	87	353	348
Working in an office	5%	15%	4%	6%	8%	2%	2%	7%	0%	14%	5%	1%	5%
Working from home	87%	66%	88%	90%	84%	86%	83%	90%	95%	81%	86%	88%	89%
Not working	9%	23%	9%	6%	12%	11%	12%	5%	5%	8%	9%	11%	8%
Other, please specify	3%	3%	3%	2%	3%	1%	5%	3%	1%	2%	3%	3%	4%
Working From Home Suits	**Total**	**Africa, MEP**	**Australia**	**Canada**	**E&S Asia**	**India**	**LatAm**	**N&W Europe**	**New Zealand**	**S&E Europe**	**Spain**	**UK**	**USA**
Base	1846	70	126	98	100	178	110	224	127	109	75	316	313
Yes	82%	84%	84%	81%	77%	71%	81%	86%	89%	75%	88%	79%	86%
No	13%	7%	10%	14%	16%	22%	12%	12%	7%	17%	7%	15%	11%
Don't know	5%	9%	6%	5%	7%	6%	7%	2%	4%	7%	5%	6%	3%
Working Hours Since Pandemic Started	**Total**	**Africa, MEP**	**Australia**	**Canada**	**E&S Asia**	**India**	**LatAm**	**N&W Europe**	**New Zealand**	**S&E Europe**	**Spain**	**UK**	**USA**
Base	1129	59	74	55	66	116	85	116	66	70	87	145	190
Working fewer hours	31%	49%	28%	22%	41%	20%	36%	34%	27%	29%	30%	35%	28%
Working similar hours	34%	10%	34%	47%	26%	27%	20%	36%	52%	36%	24%	38%	47%
Working more hours	29%	17%	38%	29%	27%	49%	35%	25%	21%	30%	39%	23%	23%
Don't know	0%	2%	0%	0%	2%	1%	0%	0%	0%	0%	1%	0%	1%
Other	2%	12%	0%	2%	3%	0%	4%	1%	0%	4%	1%	2%	1%
Not Applicable	3%	10%	0%	0%	2%	3%	5%	4%	0%	1%	5%	2%	2%

Income Since Pandemic Started	Total	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	Spain	UK	USA
Base	1127	58	74	55	66	116	84	116	66	70	87	145	190
Lower	48%	69%	73%	33%	50%	47%	61%	36%	38%	44%	45%	53%	39%
About the same	47%	19%	26%	64%	48%	47%	32%	59%	62%	46%	51%	43%	57%
Higher	2%	2%	1%	4%	0%	0%	5%	0%	0%	3%	0%	3%	2%
Don't know	1%	3%	0%	0%	0%	3%	0%	0%	0%	6%	3%	0%	1%
Other	1%	2%	0%	0%	2%	3%	1%	2%	0%	0%	0%	0%	1%
Not Applicable	1%	5%	0%	0%	0%	1%	1%	3%	0%	1%	1%	1%	0%
Age	**Total**	**Africa, MEP**	**Australia**	**Canada**	**E&S Asia**	**India**	**LatAm**	**N&W Europe**	**New Zealand**	**S&E Europe**	**Spain**	**UK**	**USA**
Base	1123	59	74	54	65	116	84	114	66	69	87	145	190
Under 20	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
21 to 30	9%	3%	4%	6%	6%	32%	2%	9%	12%	12%	5%	9%	4%
31 to 40	24%	39%	28%	20%	25%	39%	19%	17%	18%	29%	17%	29%	14%
41 to 50	33%	37%	20%	35%	31%	20%	36%	31%	29%	45%	46%	34%	34%
51 to 60	24%	14%	28%	24%	31%	9%	19%	34%	27%	12%	26%	21%	35%
Over 60	10%	7%	19%	15%	8%	1%	24%	10%	14%	3%	6%	8%	13%
No. of People Living in Home	**Total**	**Africa, MEP**	**Australia**	**Canada**	**E&S Asia**	**India**	**LatAm**	**N&W Europe**	**New Zealand**	**S&E Europe**	**Spain**	**UK**	**USA**
Base	2093	105	140	107	118	203	130	243	134	124	87	354	348
1, just me	11%	11%	9%	11%	22%	5%	8%	15%	3%	10%	14%	8%	17%
2	31%	29%	35%	35%	21%	15%	31%	29%	36%	37%	29%	35%	35%
3	22%	15%	19%	15%	19%	33%	28%	23%	18%	25%	24%	19%	22%
4 or more	36%	45%	37%	39%	38%	47%	33%	33%	43%	28%	33%	38%	26%
No. 18 Or Under In Home	**Total**	**Africa, MEP**	**Australia**	**Canada**	**E&S Asia**	**India**	**LatAm**	**N&W Europe**	**New Zealand**	**S&E Europe**	**Spain**	**UK**	**USA**
Base	997	53	65	48	52	111	78	99	64	63	75	133	156
0	48%	36%	46%	44%	48%	49%	51%	45%	50%	54%	37%	51%	51%
1	21%	28%	23%	15%	25%	29%	18%	21%	20%	24%	19%	15%	21%
2	23%	19%	22%	23%	23%	14%	24%	25%	23%	16%	35%	26%	22%
3 or more	8%	17%	9%	19%	4%	9%	6%	8%	6%	6%	9%	8%	6%