

# Inside Lives

Longitudinal qualitative  
community of citizens and  
small business owners

## Special Bulletin

**Surviving not thriving: ways the COVID-19 pandemic has impacted mental health and wellbeing and tools used to navigate the journey**

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# This Special Bulletin explores ways the Covid-19 pandemic and lockdown have impacted mental health and wellbeing across the country and the tools and strategies participants have been using to help them cope

The Covid-19 pandemic has been experienced as a **rollercoaster of a journey with highs and lows for everyone**. At various times participants reported feeling fatigued, lonely, unproductive, stressed, angry and frustrated.

Moments of **change and uncertainty have triggered worry**, particularly when people did not feel they had enough or clear enough information to help them make decisions about how to behave and make choices.

There have been **eight key elements of the lockdown that have affected wellbeing throughout the pandemic**: loss of social connectivity, the blurring of identities, confinement to the home, disruption to the experience of time, loss of control, sense of surveillance, exposure to negative media, and financial disruption and insecurity.

Whilst the pandemic has been a collective experience, participants were impacted differently depending on their **personal circumstances** - namely their access to resources, access to supportive social interaction, levels of demand on their time, and perceived level of personal risk.

The panel suggests **support for mental health is vital and that tools are needed** to continue to help people: feel in control, have a sense of purpose, access social connections, and create moments of joy and relaxation.

# The COVID-19 pandemic has taken its toll on mental health and wellbeing across the nation



Public Health  
England

Public Health England (PHE) published guidance on its website in November 2020 **acknowledging the mental health challenges people have faced during the pandemic**. Information provided explained ways to help mental health and wellbeing and signposted to sources of support.<sup>1</sup>



Mental health charity, Mind, warned about the negative impacts of lockdowns on mental health, with **more people experiencing a mental health crisis during the pandemic** than ever recorded previously. It urged for investment in community mental health services to stem the flow of people into hospitals and mental health beds.<sup>2</sup>



Mental Health  
Foundation

A survey by the Mental Health Foundation and university partners revealed **worsening emotional impacts of the pandemic on UK adults**, including increased loneliness, suicidality and not coping well with stress. It emphasised the need for a long-term COVID-mental health recovery plan for England.<sup>3</sup>

## Our research



Mental health and wellbeing is higher on the agenda than ever before and will **continue to be a priority** as social restrictions continue in 2021.

Our report explores how the public experienced their mental health and wellbeing during the first lockdown and **presents important lessons** for the future to support the mental health crisis.

# Inside Lives is a longitudinal qualitative study created by Kantar to offer access to a rich qualitative understanding of public experiences, feelings and beliefs during the first COVID-19 lockdown in England

The online community ran for **12 weeks\*** and included **50 participants** from across England. The sample included a range of demographics to reflect the population and the panel included parents, key workers, and 10 business owners.

Participants **logged on twice each week for at least 30 minutes** to engage with tasks, moderator probes, and other community members. We collected insight via individual tasks to **illuminate personal stories** and moderated activities to **deepen understanding of issues** such as home-schooling, flexible working, travel, food practices, and attitudes to sustainability. Additionally, participants shared weekly videos that allowed us to **track how they were feeling and the challenges they faced**.

Reporting was powered by **our expert qualitative analysis**, and brought to life via video and other multimedia material.

## Participants took part in three regular weekly tasks



Temperature check tracking and diary activities



Thematic community activities

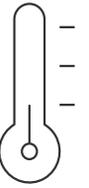


Topical message board discussion

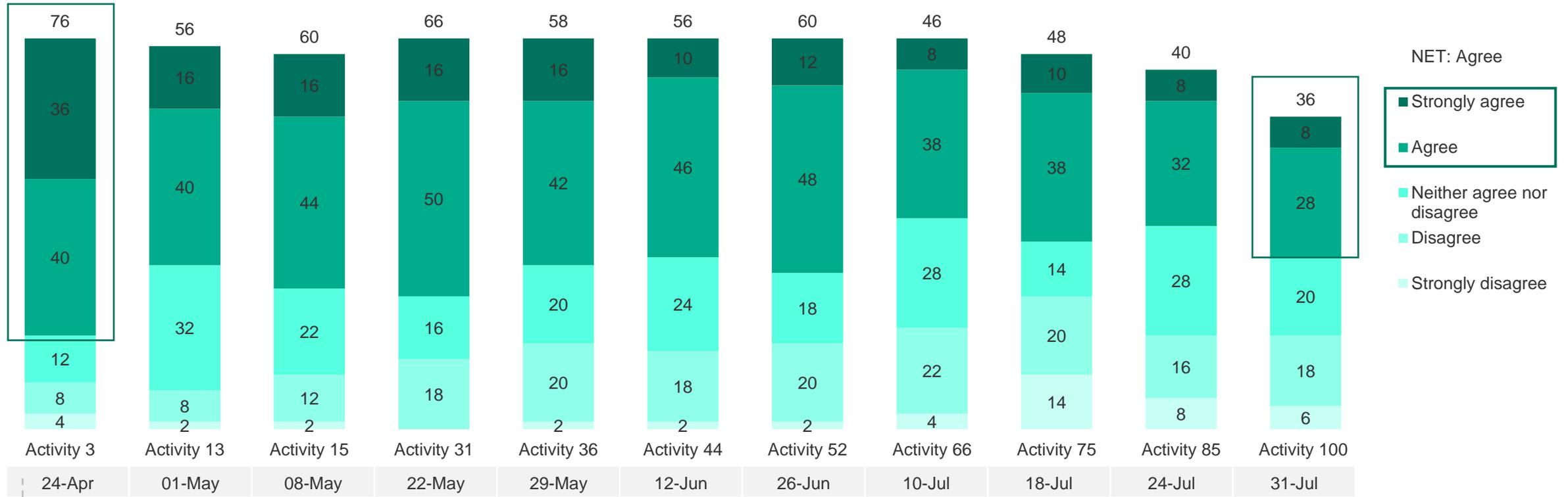
1  
Tracking wellbeing  
during the pandemic



# In the earlier stages of the first lockdown, three quarters of panellists agreed that their day-to-day life was being negatively impacted by the coronavirus situation, compared to around a third by the end of July

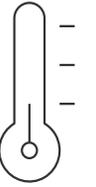


The current coronavirus situation is having a negative impact on my day-to-day life (%)

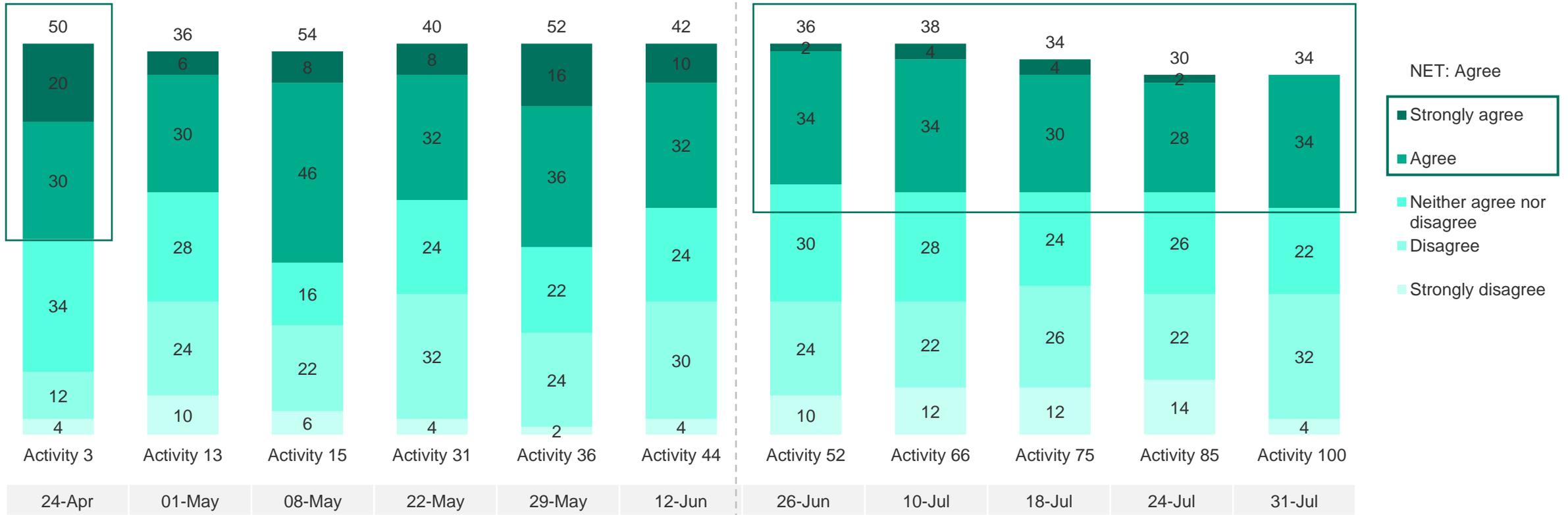


UK just over a month into first lockdown following government advice that people must stay at home

# Participants were more likely to report that the coronavirus situation was having a negative impact on their sense of personal wellbeing towards the beginning of the pandemic when there were tighter restrictions



The current coronavirus situation is having a negative impact on my sense of personal wellbeing (%)



UK COVID-19 alert level is lowered from 4 to 3, resulting in relaxing of restrictions

## 2 How the pandemic impacted wellbeing



# The pandemic has been a long and challenging journey and was characterised by highs and lows for participants across the sample

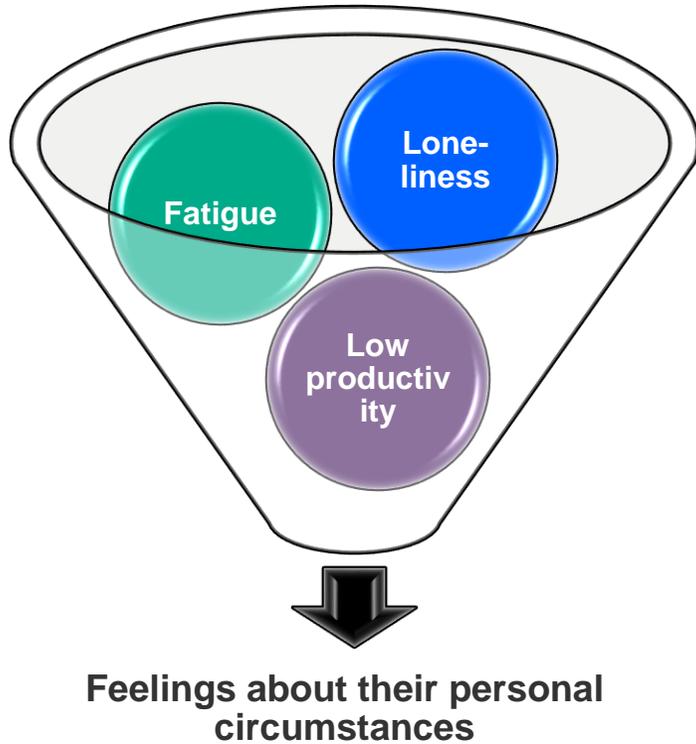
- **Participants reported experiencing a rollercoaster of emotions.** Whilst the pandemic has been a collective experience, each participant experienced it in different ways at different times and the degree to which their wellbeing was affected varied across the sample.
- **Whilst most were worried, many started by trying to make the best of the situation,** welcoming a slower pace of life and the opportunity to create healthier habits; e.g. going for daily walks and cooking from scratch.
- **However as time passed, resilience waned and participants commonly found it more difficult to start and sustain new routines.** They quickly became fatigued with this new way of life and their capacity to thrive decreased.

*"I've been surprised at what a rollercoaster of emotions it has been. One day you're so happy and feeling optimistic and the next you're rock bottom. I'm not one for extreme emotions so that definitely surprised me."* Female, 18-24, South West, Living with flatmates

*"I guess I have accepted that I will lose money, have unfinished work, have missed my holiday, which can't be re-done in the way it existed initially, and I just have to sit it out and hope that things will gradually improve until we have a new normal."* Female, 60+, South East, Living with partner (no children)



# Throughout the panel, participants shared how they were feeling the impact of the pandemic in a range of ways including feeling lonely and fatigued



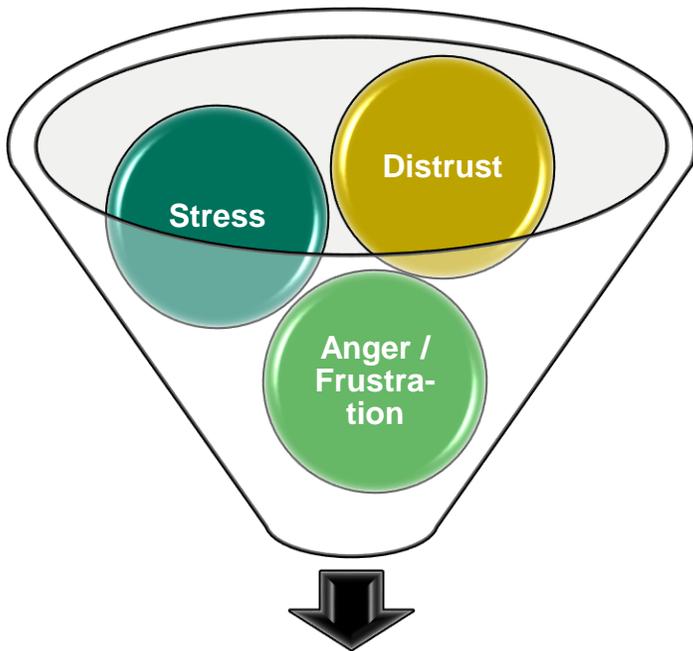
While some **initially enjoyed connecting with others online**, as the lockdown continued participants felt that online platforms did not replace face to face interactions. They **missed seeing their loved ones in person** and many, particularly older participants and younger participants who lived alone or in shared housing, described feeling lonely.

Generally most participants experienced high and low moods over the course of the lockdown. However, often participants without children at home, felt a **lack of routine, and furlough and restrictions on travel and socialising made daily life seem tiresome and monotonous** - contributing to long periods of low mood.

*“The most significant change in my life has been feeling of loneliness because I never felt like that before, [I’ve] never even thought of being lonely and all of a sudden, I was very lonely in the middle of place full of people like London.”* Female, 60+, London, Living alone

*“My every day life has become more monotonous, boring and unfulfilling because I feel like I am not achieving anything or doing anything meaningful.”* Female, 25-34, North East, Living alone

# Lack of certainty and constant change led some to become frustrated with the Government's handling of the pandemic, while others became distrustful of other people as reports of lockdown rule breaking emerged



Feelings towards others and Government

The lack of certainty and constant change worried participants. They described feeling stressed about the future specifically in relation to:

- the economy
- the NHS's capability to cope
- the safety of schools and universities reopening
- the general health of the population
- businesses reopening and recovering
- the impact of the pandemic on theirs and others' mental health; e.g. children's development and elderly relatives

Some participants became **less trustful of others** as they saw and heard of people breaking the rules. They also **became frustrated when government messages changed** and they reported finding messages confusing; e.g. the move from *Stay at Home* to *Stay Alert*.

*"I am stressed to see what happens with everything and how it turns out. Uncertain times make you worry."* Male, 60+, South West, No children at home

*"I think because [politicians] give so many inaccurate, confusing and contradicting messages, it is hard for me to trust them."* Female, 25-34, South East, Living alone

# Moments of change and uncertainty particularly triggered worry across the panel – particularly when people felt they did not have enough information

## National issues



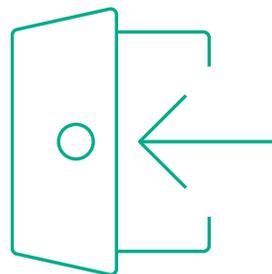
**Boris Johnson catching COVID-19** sparked fear and sympathy as participants felt it signalled that anyone can catch the virus;

**The Queen's speech** made some feel anxious about the seriousness of the situation signalled by this event;

**Dominic Cummings relocating to Durham** piqued frustration and fractured trust in government;

Some participants expressed solidarity with **Black Lives Matter** while others were anxious about the safety of protesting during a pandemic.

## Reopening of social spaces



Fears around **re-starting the use of public transport** were linked to catching the virus, people following safety measures and enforcement of safety measures, especially on the London Underground, and in buses and coaches;

There were conflicting feelings about **pubs and schools reopening** as some felt both should remain closed or schools should be prioritised over pubs. Fear of a second wave and the safety of pupils and teachers drove this anxiety.

## Returning to work



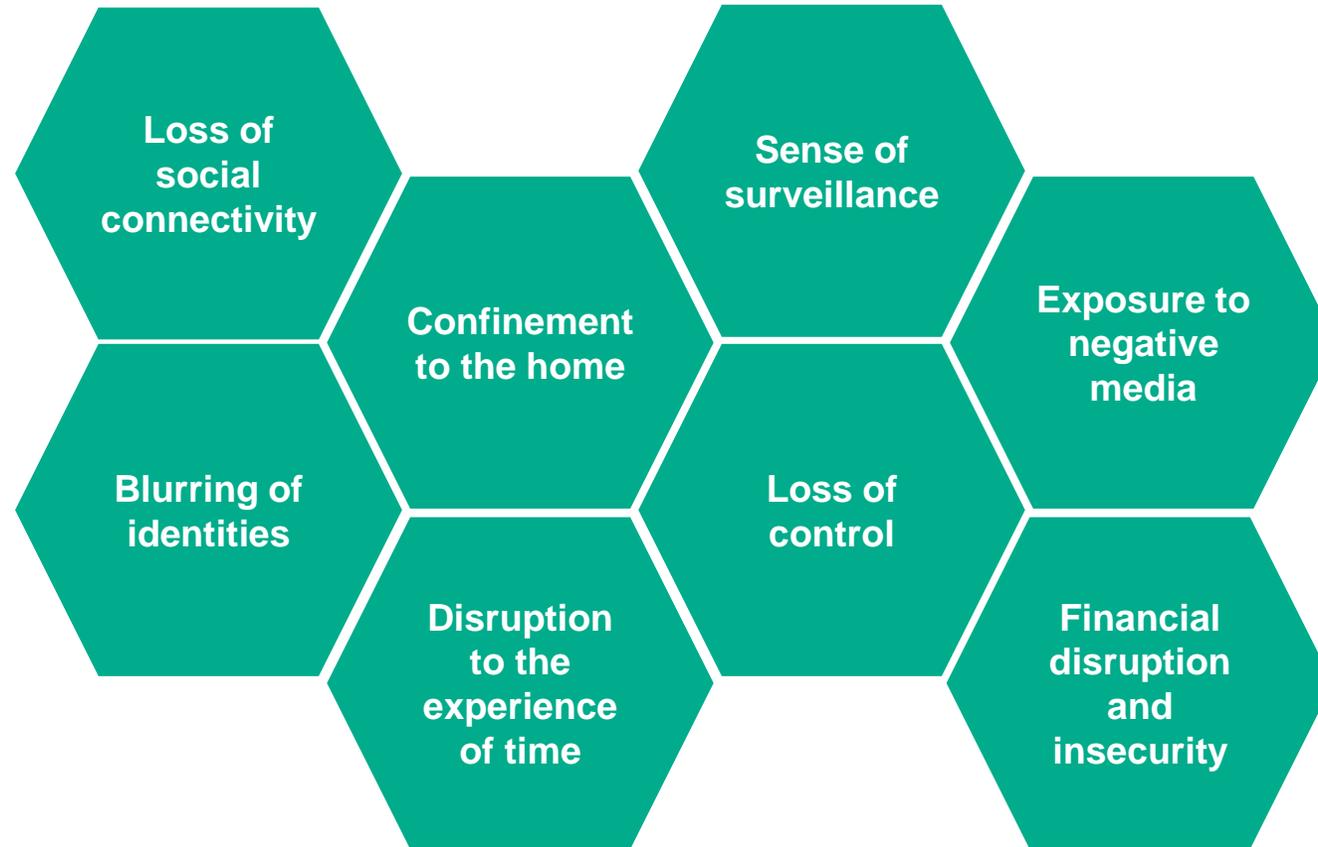
There were concerns for **safety of frontline workers** who were not able to access COVID-19 tests;

Participants expressed stress and frustration when people were **encouraged to go back to work at short notice**. There was a sense that there was not enough time to prepare and some were concerned about how safe it was to return;

Those who were **exempt from receiving support through the financial schemes**, e.g. the self-employed, were stressed about managing their finances.

# But eight key aspects of the pandemic and government response were seen to regularly impact on participants' wellbeing throughout lockdown

*"So far lockdown lethargy has largely got the better of me. It is odd to have no structure to the week, nothing in the diary. A few writing and other project deadlines is all. A feeling that if it doesn't get done today, it can be done tomorrow or any day really, as the unstructured days stretch ahead for what could be forever!"*  
Female, 60+, London, Living alone



*"My mum has been shielding so it was very difficult for her at times as she lives on her own. She was scared to leave the house and as a result wasn't doing very much exercise/walking so has found it hard to walk for very long now that restrictions have eased up."* Male, 35-44, West Midlands, Parent of child under 11 years old

# But eight key aspects of the pandemic and government response were seen to regularly impact on participants' wellbeing throughout lockdown

## Confinement to the home

Some participants, particularly those living alone, struggled with lockdown in their home where there were repair issues or tensions in household relationships (including marriage breakdowns and disagreements over childcare and chores division)

## Loss of social connectivity

There was widespread struggle with not being able to see family, friends, colleagues and community members, particularly for older people and younger people in shared accommodation – whilst online tools helped, they were quickly seen as a poor substitute

## Disruption to experience of time

The loss of holidays, special occasions (e.g. weddings, festivals, concerts), and annual traditions that mark the passing of time was difficult for participants and made them feel their days were becoming monotonous and tedious

## Blurring of identities

Those working from home struggled with the blurring of their identities – complaining of difficulty switching off from work and juggling increased childcare demands for parents affecting their wellbeing

*"It's impacted my relationship by highlighting how broken it is, without the back drop of other distractions... Where most people are pulling together, the relationship is pulling apart."* Male, 35-44, South East, Parent of child over 11 years old

*"Weeks and days seem the same, it is hard to pick out weekends with things we would normally do."* Male, 60+, South West, Male, No children at home

*"The lines have become very blurred. It's great to be able to drive away from the office and put all that behind you. At home, there is always a visual reminder like my laptop, which makes it harder to switch off."* Male, 35-44, SME owner

# But eight key aspects of the pandemic and government response were seen to regularly impact on participants' wellbeing throughout lockdown

## Loss of control

There was a widespread sense among panellists of a loss of control of their lives, freedom, finances and plans – some participants struggled to adapt their lives as the situation and rules continued to change, whereas others were more able to embrace and appreciate some of the change – namely those who could work from home, work flexibly, and who had greater financial security

## Sense of surveillance

Some participants struggled with the sense that their behaviour was being watched and judged by others – particularly if they experienced disapproval from neighbours when following the rules (e.g. having people in their gardens)

*"I listen to the news but sometimes it gets to me so some days I don't watch or listen to anything about the virus. When the death rate was high I avoided the news as it upset me that so many people had died."* Female, 60+, South West, Living alone

## Exposure to negative media

Many participants reported becoming fatigued by what they saw as constant bad news from the media and on social media – some chose to limit or stop their engagement with it to help manage the stress induced

*"I had savings for IVF which I now have had to start using to cover bills, which is extremely upsetting. We have not yet asked for any holiday breaks at home in the worry it will affect credit rating if I have to get a loan out or anything in future."* Female, 35-44, West Midlands, SME owner

## Financial disruption and insecurity

Some households' income was disrupted (particularly business owners and those in retail) and uncertainty about reliefs and future security drove concern. However, other panellists reported making significant savings by not spending on travel and leisure

# These factors meant that for a long period participants felt unsafe and were needing to constantly and actively think about risk and continually adapt to the changing situation



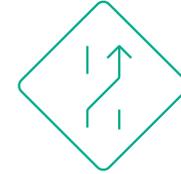
**Feeling unsafe and under threat by a loss of control** as they had to rely on others' 'good' behaviour regarding sticking to the government guidance to keep them safe  
*e.g. wearing masks in shops and on transport before they were required*

*"There are some people who don't wear a mask and don't keep to the 2 metre rule. This makes me cross... people just don't seem to care."* Male, 60+, South West, Health vulnerability



**Having to actively think about and make risk-based decisions** about everyday activities they previously took for granted, not helped by a perceived lack of clarity in the government guidance for some  
*e.g. whether to go to the shops, use transport or see loved ones*

*"I know there will be times when people will not respect the social distancing on public transport, people misbehave now so I don't feel they will be any better. How are they going to ensure everyone listens?"* Male, 25-34, West Midlands, Living with partner no children



**Needing to adapt to a constantly changing situation** that required substantial adjustments to their everyday life often with little notice or time to prepare for these changes  
*e.g. whether they would be going to work the next day or a plan could go ahead*

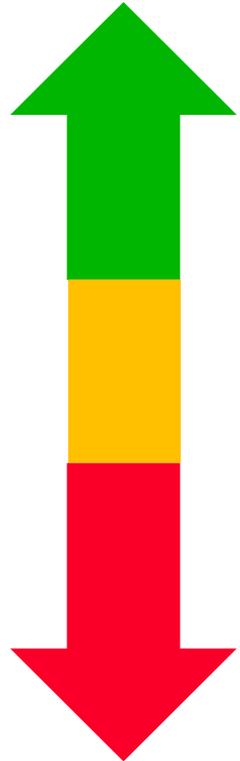
*"I am not positive about anything. I am just waiting for the daily figures to go down enough to make us all feel safe."* Female, 60+, London, Living alone

A close-up, low-angle shot of a person's legs and feet as they wade through a thick, brown, muddy stream. The person is wearing blue denim jeans and brown sneakers with yellow accents. The water is very murky and has a thick, gelatinous consistency. The person's feet are partially submerged, and the mud is splashing around them. The background is filled with more of the same muddy water, creating a sense of being stuck or struggling. The lighting is natural, suggesting an outdoor setting.

3  
Different experiences of  
the pandemic

# While the pandemic has been a collective experience, participants were impacted differently depending on their personal circumstances

Four key variables appeared to drive participants' lockdown wellbeing journeys:



## Access to material resources *(e.g. income, housing, and childcare)*

The level of material resources some participants had access to changed during the pandemic and this led to concerns for some about **financial hardship and/or changes to their expected lifestyle**

## Access to supportive face to face social interactions

A lack of face to face social interaction with others made those who lived alone or in house shares feel **isolated or lonely**, or as though their **lives were on hold**

## Fulfilment of time

For many, lockdown impacted day-to-day routines, workloads and commitments. For some this meant more free time, while others had less – either way, **a lack of balance** negatively impacted mental health – with some having too much and some not enough to meaningfully occupy their time

## Perceived level of personal risk

**Frontline workers** who continued to work during the pandemic and those who were **isolating** and shielding were particularly concerned about the threat of the virus to their physical health, causing some workers and older participants to feel anxious

In the next slides we explore five groups' experiences of the pandemic in more detail



## Overloaded and overwhelmed

Parents working from home and home-schooling generally had good access to material resources and social connections but often struggled to cope with all the expectations of them



Parents who continued to work and look after/home-school their children **experienced fatigue as they tried to manage the merging of their professional and personal lives at home.**

This group were often **financially stable** as they worked throughout the lockdown with no/little change to their pay and **were socially connected to those they lived with** so did not experience loneliness or isolation.

However, managing the lockdown, working from home, home-schooling and looking after their children, particularly for parents with primary school aged children, meant they **commonly felt overwhelmed by all the expectations of them.** They struggled to sustain routines and sought strategies to help them gain some 'alone time' away from family members.

Access to material resources



Access to f2f interactions / social network



Fulfilment of time



Perceived level of personal risk



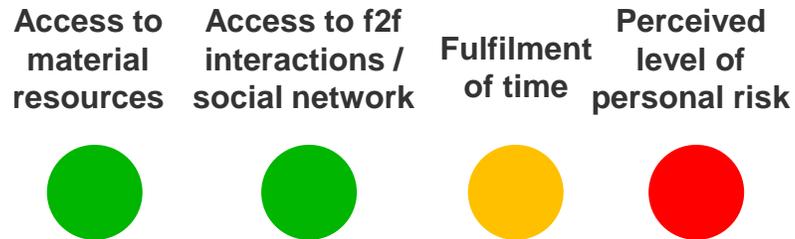
# Key workers who continued working expressed increased pressure and concern about their physical safety due to COVID-19



Our sample included participants who worked in the NHS, the army and teachers. Each had a **unique experience based on their role and circumstances but commonly retained access to material resources and social connections**. As they worked throughout the pandemic, some reported **increased pressure at work to meet demand caused by the pandemic** as their roles adapted to the pandemic; e.g. NHS staff.

Teachers described feeling **overwhelmed as they switched to an alternative form of teaching** and tried to support pupils and their parents. They worried about the impact of the pandemic on disadvantaged pupils and their own work / life balance, especially those with young school-aged children at home.

While some NHS staff felt the pandemic had not significantly altered their daily routines, they commented on being **busier than usual at work and worried about how their work impacted their family's health and were** developing routines to manage this; e.g. sleeping separately from their partner.



## Isolated and lonely

**Some participants with access to material resources and online social connections struggled with occupying their time – vulnerable participants who were isolating worried about missing family events and catching COVID-19**



Older participants and participants who were shielding generally had **material resources**, were able to **stay connected to their family online or received support from people in their local community**; e.g. neighbours did their food shopping.

However, they often **reported they missed seeing their family face to face**, particularly those who were isolating and lived alone. Missing significant events such as funerals and birthdays negatively impacted their mental health and some **were anxious about whether they would ever be able to see their family again**.

As they were **unable to attend their usual activities that were closed due to the lockdown or were staying at home to follow the government guidance**, occupying free time was also a key issue for vulnerable participants. While some **adapted and learnt new skills** (e.g. becoming more comfortable with technology), others **struggled with a lack of routine and filling their time**.

Access to material resources



Access to f2f interactions / social network



Fulfilment of time



Perceived level of personal risk



## Financially disrupted

# Those who were financially disrupted by COVID-19 experienced the negative effects of work loss and often worried about their future



Some participants were **hit by redundancies, had to reduce their working hours or otherwise lost income**. Those working in retail and hospitality were particularly affected, along with business owners and landlords, who expressed concerns about keeping their enterprises afloat or starting work again once lockdown restrictions were lifted.

Those who particularly felt the impact of **reduced access to financial resources** were participants who could no longer count on income and resources they were used to relying on. In these cases, participants described tapping into their savings to cover everyday costs or applying for mortgage holidays or benefits. **Some worried about their future** as effects of economic disruption could also spill over other areas of their lives such as future plans (e.g. saving) and relationships.

While participants in this group often resorted to family and other social connections to find purpose and relief in the pandemic, **it could be hard for them to replace work and the sense of drive and purpose it gave them**. Some used their passions to meaningfully fill their time but many struggled with a changed and flatter routine.

Access to material resources



Access to f2f interactions / social network



Fulfilment of time



Perceived level of personal risk



## Life on hold

# While not significantly affected financially, many felt their life was 'on hold' and struggled to meaningfully occupy their time and find purpose



Particularly young people on the panel and those who were furloughed at the start of lockdown could experience **mental fatigue connected with a sense of lack of purpose and outlook for the future.**

Their **access to material resources was largely unchanged** and even if some could be impacted financially, they did not experience significant disruption to their income. As they often lived in families and house shares, they had **fairly easy access to face to face contacts and were able to connect with others virtually.** However, **many missed socialising with their friends and through their hobbies,** as virtual connections felt less gratifying and 'screen fatigue' set in.

Many struggled with **maintaining a sense control and purpose, as they often lost meaningful ways to fulfil their time and interests** in the pandemic. Those on furlough often found that work kept them occupied, while younger people in the sample experienced disruption to their career aspirations and education opportunities. With events and personal milestones being cancelled, they lost their regular annual rhythm, days felt monotonous and their life seemed on hold.

Access to material resources



Access to f2f interactions / social network



Fulfilment of time



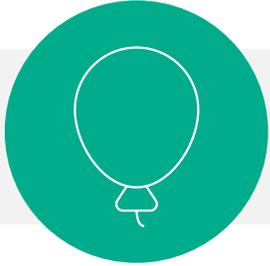
Perceived level of personal risk



# 4 Tools used to navigate the pandemic



# As they tried to navigate every day life in the pandemic, participants sought ways to fulfil four key needs



Finding **moments of joy** and relaxation

*"It does feel like quite a nice routine and we seem to have adapted to it very quickly as a family. It is nice having the extra time together as a family."* Female, 35-44, South West, Parent of child under 11



Regaining **control** over everyday life

*"I have really struggled to be positive on the days I haven't exercised and am trying to establish a routine that works for me."* Male, 35-44, West Midlands, Parent of child under 11 years old



Feeling a sense of **purpose**

*"Over the past few weeks, the most significant change in my life has been increased volunteering hours because it's a necessity and I feel valuable and have a purpose."* Female, 45-59, West Midlands, Parent of child over 11 years old



Cultivating **social connectedness**

*"Some things that have been positive and unexpected are the way in which my neighbours have rallied around each other for support. I live in central London and the situation is creating a greater sense of community."* Male, 35-44, London, No children at home

# They made adjustments using a range of strategies to feel in control of their day and purposeful, seek connectedness and find joy and relaxation [1]

*“Early evening is exercise – running outside or even from YouTube, garden exercise with aerobics. Really enjoy it and need to keep up with exercise.”* Female, 45-59, West Midlands, Parent of child over 11 years old

*“In the mornings we always do arts and craft to help us all wake up.”* Female, 25-34, North West, Parent of child over 11 years old

*“It has made me miss doing things which I took for granted, and has caused me to want to do a lot of planning for the future.”* Female, 18-24, South East, Student

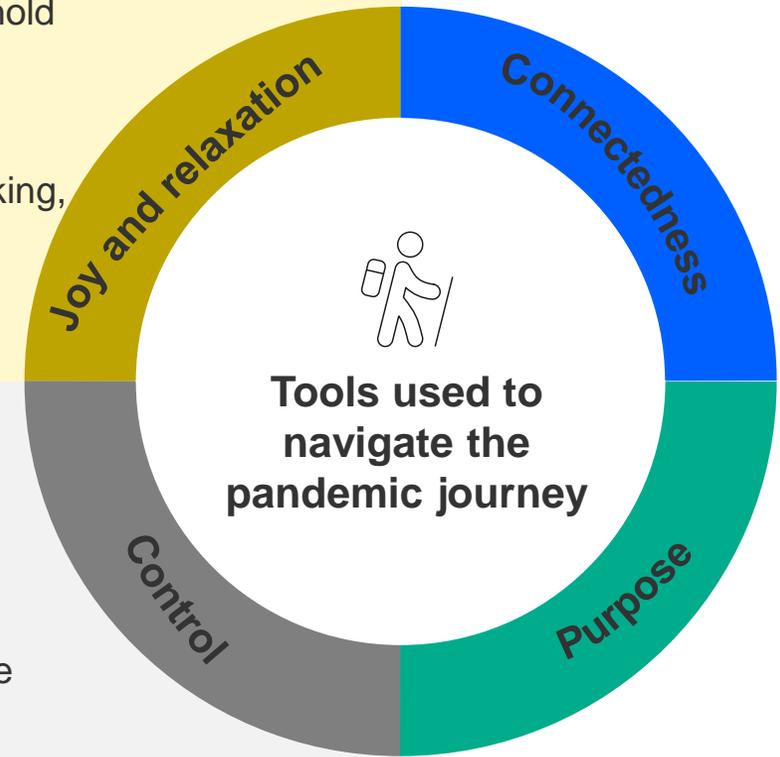
*“I am doing a certain amount of DIY. Setting up some outside lights and connecting them to a switch is one task. [...] Today's job is moving a metal handle from one door to another and an ongoing one is clearing up the shed.”* Female, 60+, South East, No children at home

## Strategies included:

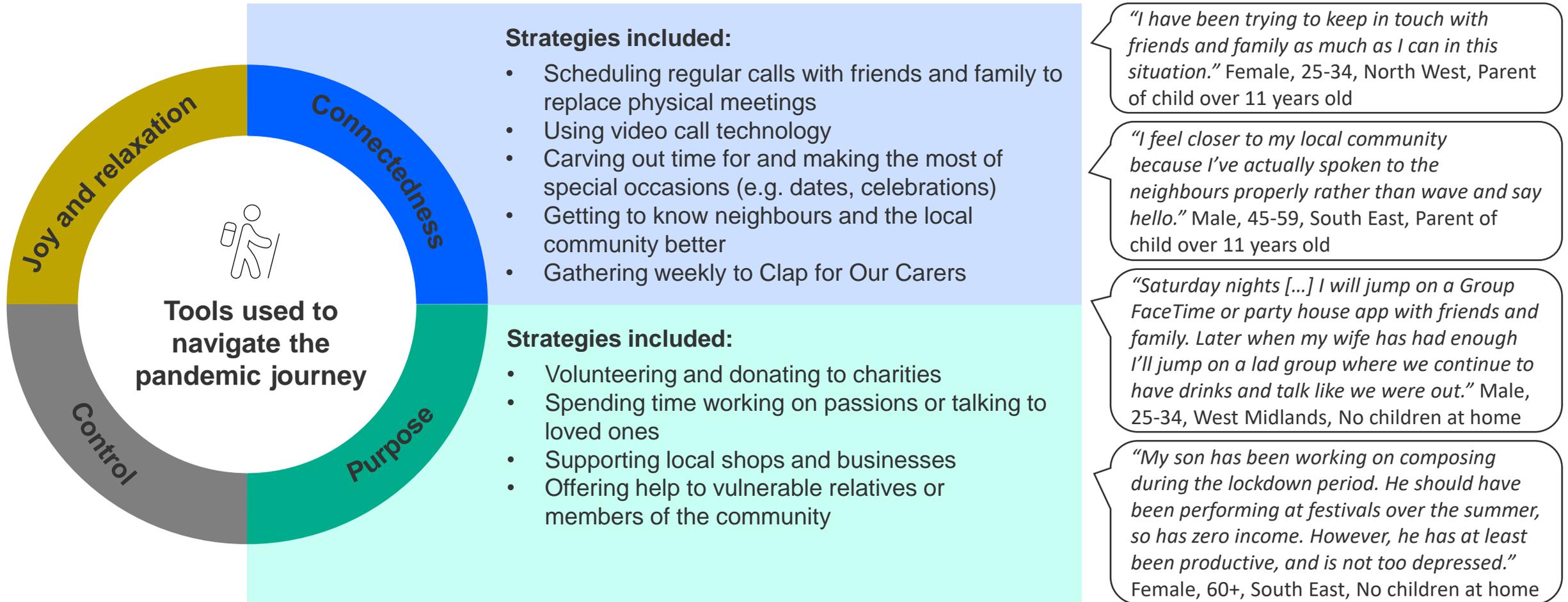
- Spending quality time with their family or household
- Training and exercising
- Securing personal or quiet time alone
- Meditating and being out in nature
- Making time for hobbies and pastimes (e.g. cooking, baking, gardening, reading, art and crafts)
- Enjoying good food and drink
- Watching TV box sets and movies

## Strategies included:

- Creating and enforcing a new routine, including new activities to prioritise healthy habits (e.g. exercising and sleep hygiene)
- Making plans for the future
- Nesting, making repairs and tidying up the house
- Budgeting and re-organising finances
- Regulating exposure to COVID-19 related news and screen time generally



# They made adjustments using a range of strategies to feel in control of their day and purposeful, seek connectedness and find joy and relaxation [2]



# Despite these efforts, participants' energy dwindled over time, suggesting that external support could be valuable in helping them sustain effective coping strategies as social distancing measures continue

While the strategies outlined were helpful, participants' capacity to maintain them faded at various points over the course of the lockdown.

- **Moments of change in the pandemic and Government response** (e.g. extending limitations, reversal of alert messages, lifting some restrictions) required people to regularly adjust their habits and recalibrate ways to cope, which took a significant amount of mental capacity.
- At the same time, **the drawing out of lockdown and its difficulties** (e.g. confinement to the home, sense of surveillance and sameness of everyday) prompted a sense of lethargy in some participants.
- These factors triggered or exacerbated mental fatigue. **External support could be beneficial to encourage positive outlook and practices** to fulfil their needs and manage mental wellbeing over such an indefinite and uncertain time.

*"Our lifestyle has changed and in some areas improved. We go to bed earlier but it can be difficult in maintaining positive and productive routines. We spend more time together as a family, which is good but can also create challenges when we need our own space."* Male, 60+, South West, No children at home



5  
Lessons for the future as  
the lockdown journey  
continues



# Evidence from the panel suggests support for mental health is vital and that tools to help people feel in control, a sense of purpose, and part of a supportive network and to find moments of joy could help support resilience



## Control

Helping people understand that the situation will keep changing and providing as much notice and detail of changes can help them to plan and feel in control

Signposting to trustworthy and up-to-date information can help mitigate stress caused by the need to make risk-based decisions

Clarity about rules, enforcement and penalties provides reassurance about safety



## Purpose

Assisting others through formal volunteering opportunities and informally supporting family, friends, neighbours, communities and local businesses gave participants moments of joy and a wider sense of purpose – and maintaining and facilitating these opportunities safely can help to support people as well as those they are helping



## Social connectedness

Access to a social network whether in person or virtually was vital to those experiencing stress and loneliness – providing access to community and support services, or help using technology to connect can help achieve connectedness

Events such the NHS Clap also help people to feel a wider sense of national connectedness during this time



## Joy and relaxation

Resources to help people create 'moments of joy' can help build resilience by giving people things to look forward to – for example online quizzes brought people together

Information and advice on ways to help people relax are valuable – including support to encourage exercise, yoga, and meditation and other ways to carve out 'me time'

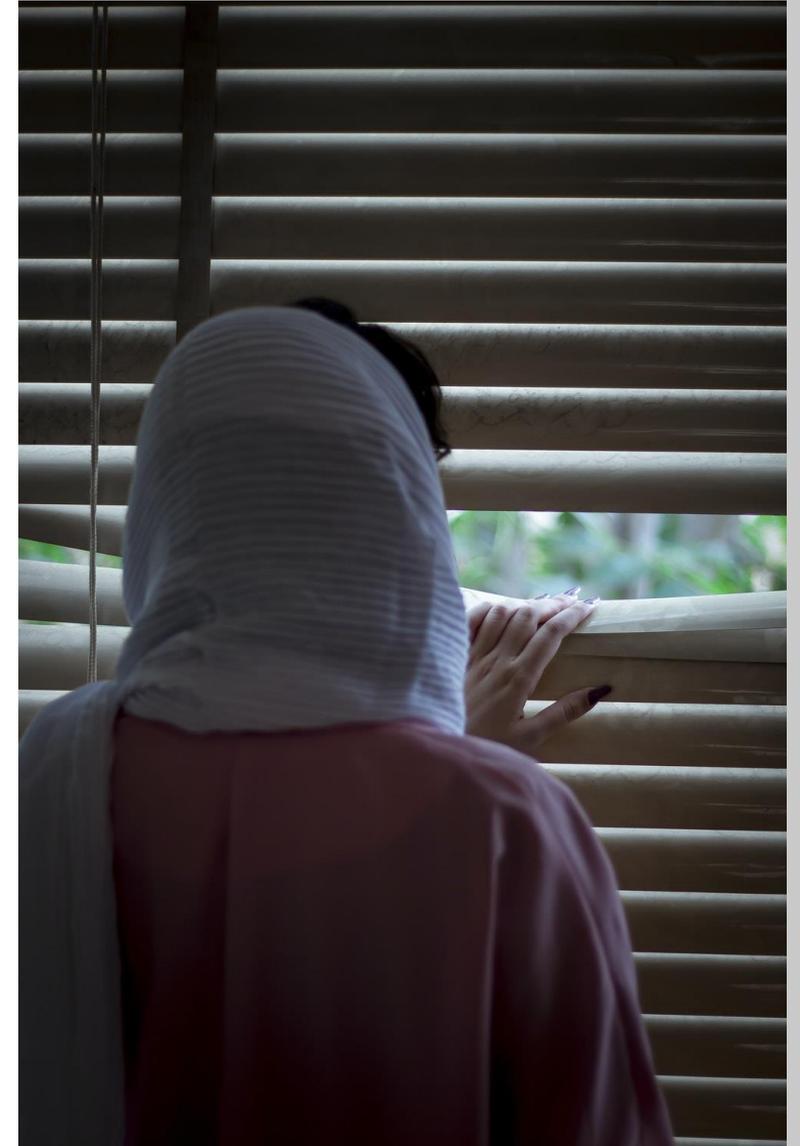
# Interested to learn more?

Please [get in touch](#)

The panel explored experiences and views about the following policy areas:

- Adjusting to lockdown
- Public transport
- Trust in scientific information
- Sustainability
- Household finances and relationships
- Education and home schooling
- Flexible working
- Priorities for the future

Please [get in touch](#) to discuss any questions you have or if there are any areas you are interested in exploring further.



## About Kantar

Kantar is the world's leading evidence based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.

Kantar's Public Division is the global leader in public policy research, evaluation and consultancy.

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