




headspace

Climate Research Summary



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Part I: Situation Analysis

Headspace is a global leader in mindfulness and meditation through its paid mobile application and online content offerings. The app includes guided meditations, various soundscapes, and breathing exercises that encourage users to live more mindfully. In the past, the company has not partaken in dedicated environmental initiatives, but it has posted owned blog content for Earth Day and education on climate anxiety. These blog posts include thoughtfully written personal narratives and experiences, such as personal accounts with urban smog and excessive plastic in grocery stores. However, these posts don't include a call to action for Headspace users to become active participants in combating climate change and climate anxiety. Due to Headspace's lack of climate initiatives, our group's research goal was to understand consumer perceptions around mindfulness and climate anxiety, and how to inspire users and stakeholders to give back to the planet.

Part II: Critical Assessment

In our group's campaign development, we conducted a developmental, two-phase design involving qualitative and quantitative research elements. Primary research was conducted to further investigate how Headspace's customers think of mental health in relation to climate change.

Qualitative Research

In our group's qualitative research, 3 focus groups were conducted and a total of 9 people participated. 11 people were recruited through convenience sampling — each member of the group asked their friends to participate in the focus group. Focus groups were conducted over Zoom, and the interviews were recorded with the 9 final participants' consent, and the transcripts were used for later analysis. During the interviews, our group members took turns conducting and assisting during interviews, and the transcripts and notes were summarized afterward.

Quantitative Research

A survey with a total of 19 questions was distributed for our quantitative research, including 15 research topic-specific questions and 4 demographic questions. Among the 15 questions, only one question was open-ended. The survey was designed and collected through

Qualtrics. Questions were encoded in a logical order, and scales were selected rigorously to derive accurate results. A total of 51 responses were collected from November 11 to November 21. While distributing the survey, we included a brief description of our research objective across social platforms (including Instagram, WeChat Moment, and LinkedIn), direct messages, and group chats (WeChat group chats) to reach a larger audience. The total population of potential respondents was around 3996 people. After collecting the surveys, the data was analyzed and summarized through Qualtrics.

Part III: Results Summary

The **quantitative survey** was completed by 51 people. 47 respondents finished the survey with 19 identifying as male, 22 as female, 5 non-binary and 1 person preferring not to name it. 39 lived in major metropolitan areas. The majority of respondents were between the age of 18 and 24 (29), 15 were 25 to 34, the remaining 3 above 35. The total population was 3996, which equals a response rate of 1.2%.

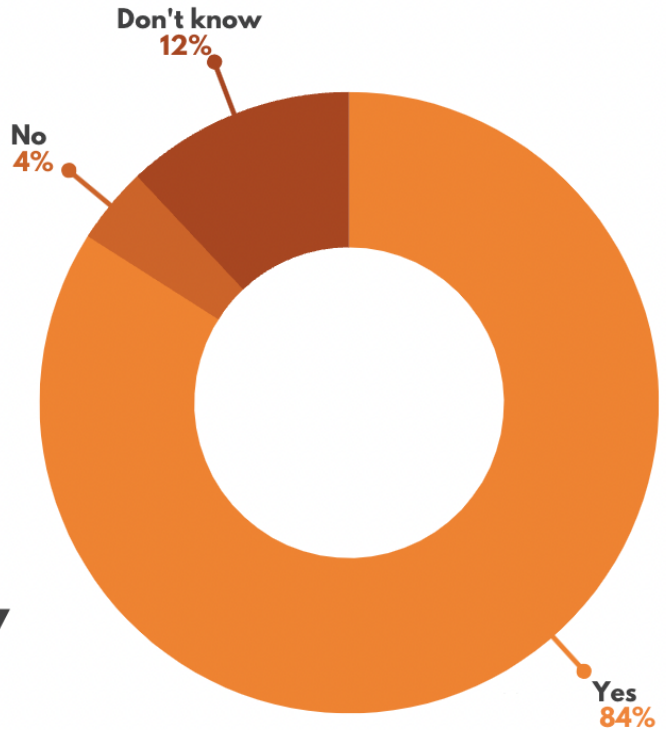
For the **qualitative research**, we recruited 11 respondents, 9 of whom ultimately took part in a focus group discussion (response rate of 81.8%) with 5 males and 4 males participating. 7 identified as asian, 2 as latinx.

Confirmations

From our primary research, we learned that people strongly dislike communication about climate change without proof of action. This led to our strategy to establish an external partnership with a specific and credible NGO, instead of internal charitable actions.

Almost all respondents experienced climate anxiety or knew people who have. It was also important for the respondents, that others knew that no one is alone with their anxieties, which influenced our strategy to showcase a seldom feeling of connectedness on this topic through data.

84%
of the 51
respondents
experienced
climate anxiety

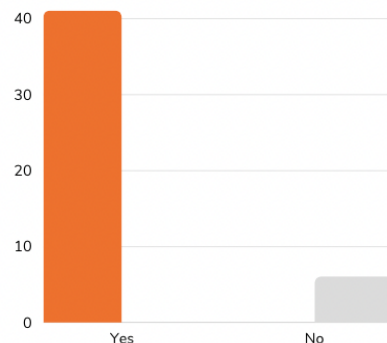


While many (56.2%) respondents were not highly motivated to donate money to causes tackling climate change, receiving a tangible item or benefit such merchandise or subsidized subscriptions to services in return for donating to a company's climate initiative would encourage almost all respondents to contribute more.

On a scale of 1 to 5, people on average were less likely to support a company's climate initiatives.



Most people answered **yes** to wanting to receive something in return for donating to a company's climate initiative.



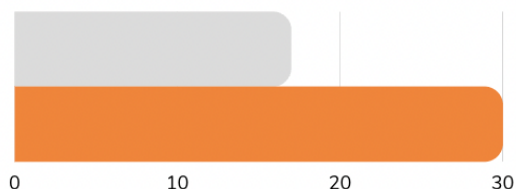
Surprises

A surprising yet insightful element of our research included the wide variety of opinions on whether one person can make a difference in fighting climate change. To tackle this divide, our group aimed to educate people, so they learn why someone's daily actions matter and how they can help.

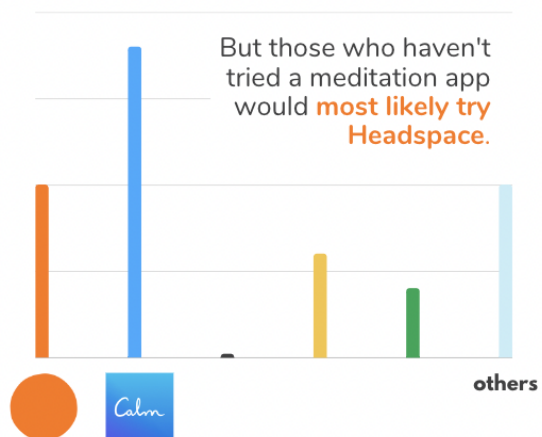
Similarly surprising was that many respondents believed "ignoring" climate change topics has more impact on climate anxiety than confronting it.

A general surprise was also that Headspace's main competitor Calm was used more often, but respondents who have never used a meditation app before would most likely try Headspace.

Most people (30) have not used meditation apps.



Calm is the most used meditation app among all.



The final surprise was that every focus group mentioned going into nature or the use of nature sounds (videos/audio) was a way to tackle anxiety or stress. In our campaign for Headspace, we prioritized implementing this into our strategy.

Study Limitations

This research, however, is subject to several limitations. Some of these limitations included time constraints, the limited sample size of our qualitative interviews, promotion of our quantitative surveys, and the involvement of broader demographics beyond international students. In general, due to convenience sampling, the research does not claim to be scientifically representative.

Further Research Warranted

- Methods of engaging consumers with sustainability initiatives
- More evidence on how climate anxiety is detrimental to physical & mental health
- Quantitative research to assess connection between mindfulness & climate anxiety
- Sustainable marketing models

Part IV: Learning Reflection

Do you ever feel stressed by news about our planet? According to our research, you're not alone.

This semester in my Storytelling with Data class, my research group was tasked with encouraging users and stakeholders of our chosen company to make more earth friendly decisions. We selected Headspace, a wellness technology company that delivers mindfulness and meditation guidelines through a mobile app.

We noticed that climate change was a valuable yet uncharted campaign topic for Headspace, and we aimed to establish a campaign that helped raise users' awareness on climate change issues.

Over these last 3 months, we've designed and performed a series of primary and secondary research methods, including three 45 min focus groups involving 9 interviewers, a 15 questions Qualtrics survey involving 51 respondents, as well as reports and articles. We set 3 primary research goals to collect data for the campaign ideation:

- The audience's current perception of Headspace
- The audience's current perception of climate anxiety
- Potential aspects to help the audience deal with climate anxiety

In our process, we've collected some surprisingly insightful data.

Here are some gems from our primary data:

- 84% of the respondents experienced anxiety from climate change news.
- 74% of respondents agree with a connection between the brand image and CSR.
- There's a wide variety of opinions on whether one person can make a difference in fighting climate change.
- 70% of the focus group participants believe "ignoring" climate change topics has more impact on climate anxiety than confronting it.
- Receiving a tangible item in return for donating to a company's climate initiative would encourage almost all respondents to contribute more.

We believe that a campaign that brings the future mentally closer might succeed in breaking through to our audiences. We also believe that a campaign around climate anxiety and efforts to tackle this issue could improve positive brand perception.

Here are some of our key insights:

- Emphasize “Climate Positivity” in a free collaborative meditation album with notable environmentalists and organizations.
- Build a community with Headspace users that share the same ideals about climate change.
- Raise awareness of Headspace as a climate-conscious company.

A big shout out to my amazing team members for putting in the effort and navigating this statistical challenge!!

#climatechange #qualtrics #marketingresearch #dataanalysis

Part V: Appendices

Secondary Research

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