

Continuing the Conversation: Mental Wellbeing in Market Research – Under 30's deep dive

Experiences of mental health

- Looking at mental wellbeing scores (as measured by the Warwick-Edinburgh Mental Wellbeing Scale), researchers under 30 have slightly lower wellbeing scores than older cohorts (45.1 vs. 46.4 for 30+).
 - Wellbeing scores for under 30's have fallen from 46.1 in 2019, whereas those for 30+ have remained stable (46.3 in 2019)
- Under 30's are more likely to report struggling with their mental health to some degree in the previous 12 months (95%, vs. 81% of those aged 30+)
- The most commonly experienced mental health problems are:
 - Feeling low/ down (84%)
 - Stress (79%)
 - Anxiety (65%)
 - Exhaustion/ burnout (45%)
 - Depression (24%)
 - Panic attacks (24%)

Taking time off for mental health

- 21% of under 30's those who struggled with their mental health took time off work, versus 17% of those aged 30+
- Looking at why those who struggled did not take time off work for their mental health (answers with biggest age differences are shown below):
 - 40% of under 30's didn't want to ask for time off (vs. 15% 30+)
 - 51% of under 30's just wanted to keep it to themselves (vs. 36% 30+)
 - 36% of under 30's don't think it is a valid reason to take time off (vs. 11%)
 - 15% didn't think their employer would allow it (vs. 6% 30+)
 - 27% thought it would be perceived negatively by the company (vs. 19% 30+)

Workplace Stress

Top 3 stresses for under 30's:

1. Workload/ having too much to do – 71% (vs. 49% 30+)
2. Impending deadlines/ targets – 59% (vs. 42% 30+)
3. Not feeling good at their job – 50% (vs. 27% 30+)

Talking about mental health at work

- Positively, under 30's are more likely to feel like they can talk to their manager openly about their mental health 63% (compared to 54% 30+)
- They are also more likely to feel supported at work if they were struggling with their mental health 72% (compared to 65% of 30+)
- However, under 30's are also more likely to not know how to approach the topic of my mental health/ wellbeing if they were struggling at work (42% vs. 28%)
- 56% of under 30's who struggled with their mental health told someone at work (vs. 58% of those 30+)
- Reasons for not talking to anyone at work about their mental health struggles:
 - Didn't feel it necessary to tell anyone at work – 70% (vs. 56% 30+)
 - Didn't know how to talk about it – 43% (vs. 18% 30+)
 - Didn't think their employer would be able to help – 42% (vs. 30% 30+)
 - They were embarrassed – 27% (vs. 18% 30+)

Covid-19 and mental health

- In terms of working from home due to covid-19, 39% of under 30's say it has decreased their mental wellbeing, compared to 31% of over 30's
- Though 40% of under 30's say that working from home has increased their mental wellbeing, compared to 36% those aged 30+
- 48% of under 30's working from home say that it makes them feel isolated (vs. 39% of 30+)
- Looking ahead, the top concern about returning to the office for under 30's is losing the free time they have gained (61%, versus 42% 30+), followed by the logistics of socially distancing desks (56% vs. 49% 30+) and busy commutes (54% , vs. 47% 30+)