

# Continuing the Conversation: Mental Wellbeing in Market Research 2021

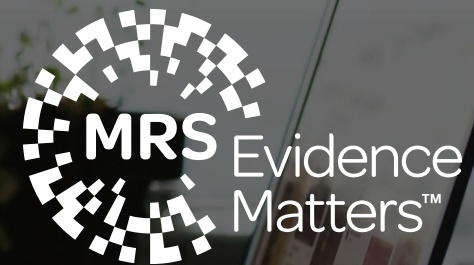
Summary of findings

9th September 2021



What people think,  
feel and do

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LONDON | NEW YORK



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**We all have  
mental health**

# Our audit at a glance...



We ran a study in parallel amongst UK workers to provide a benchmark





# Key findings and recommendations

# Thank you research land!

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## Fieldwork

June – July 2021



## Sample size

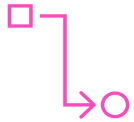
**772** responses from UK researchers:

- 176 In-house/ client-side
- 409 Agency
- 51 Supplier
- 85 Freelance

# Key recommendations from the research



**Manage workload to improve employee mental wellbeing**



**Encourage open dialogue and ensure access to practical support**



**Continue to introduce initiatives but act to address workload and burnout culture**



**Ensure flexibility is incorporated into working practises post-Covid**

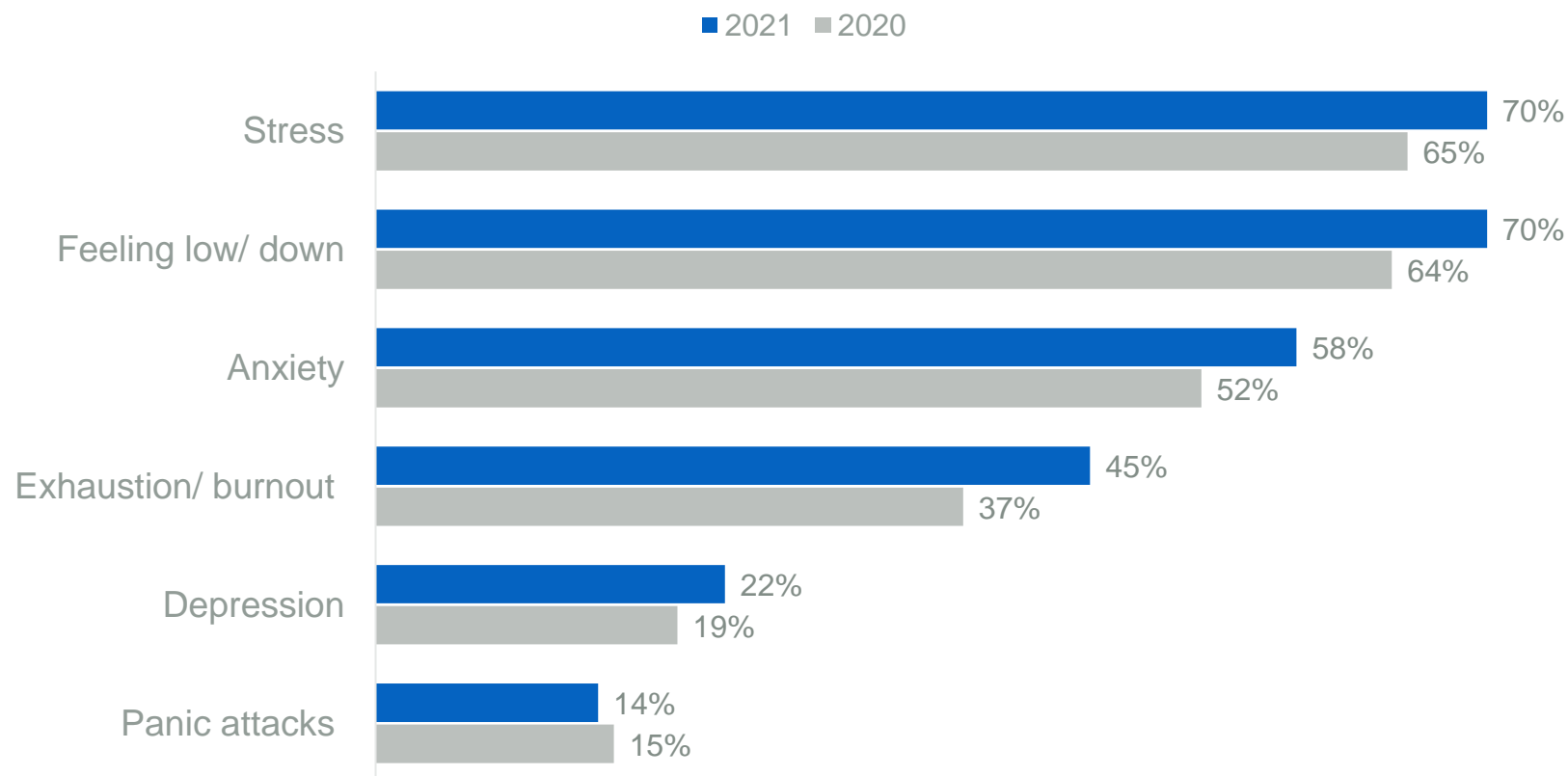


Recommendation 1:

**Manage workload to improve  
employee mental wellbeing**

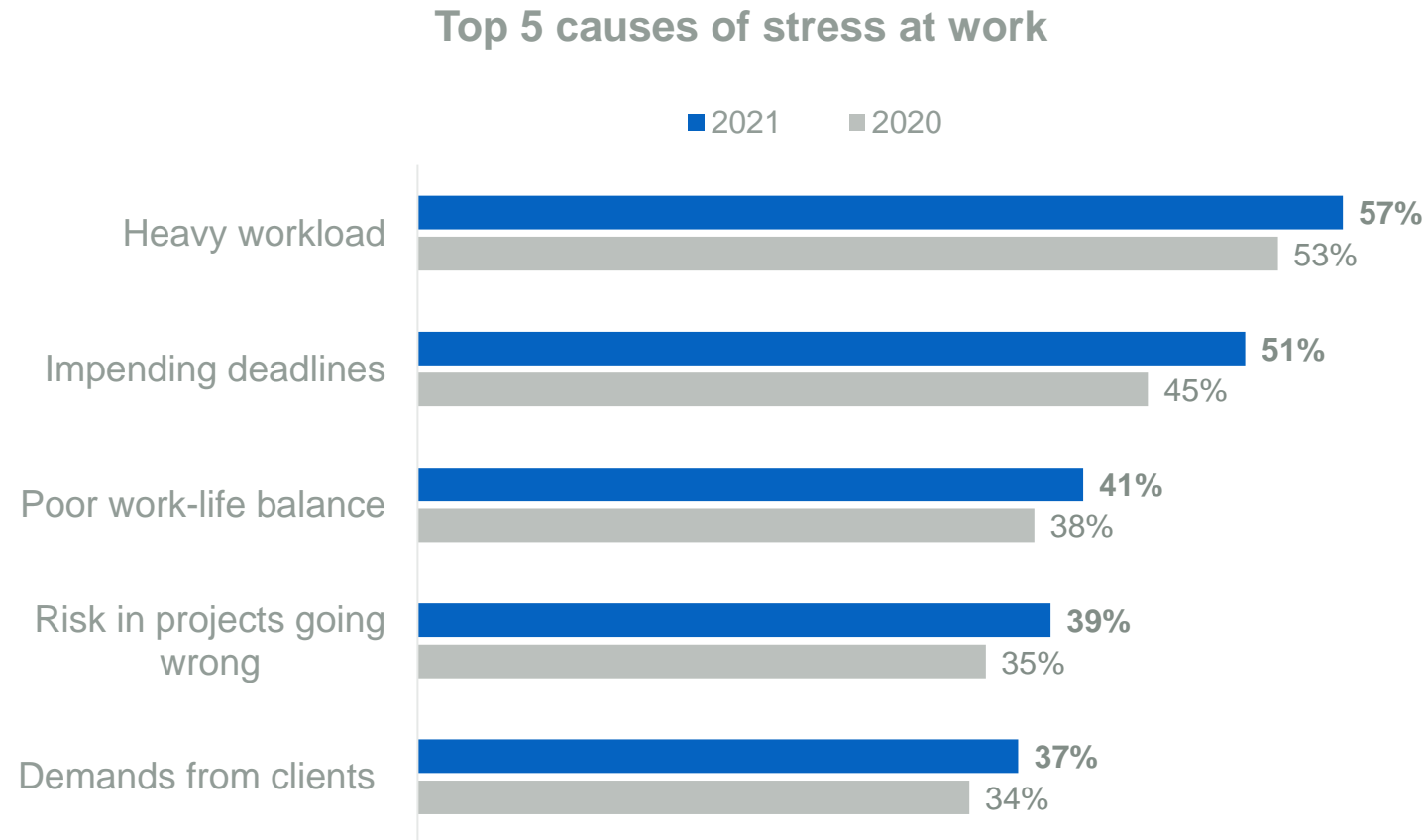
# More researchers are experiencing poor mental health versus last year

Poor mental health experienced over the last 12 months (2021 vs. 2020)



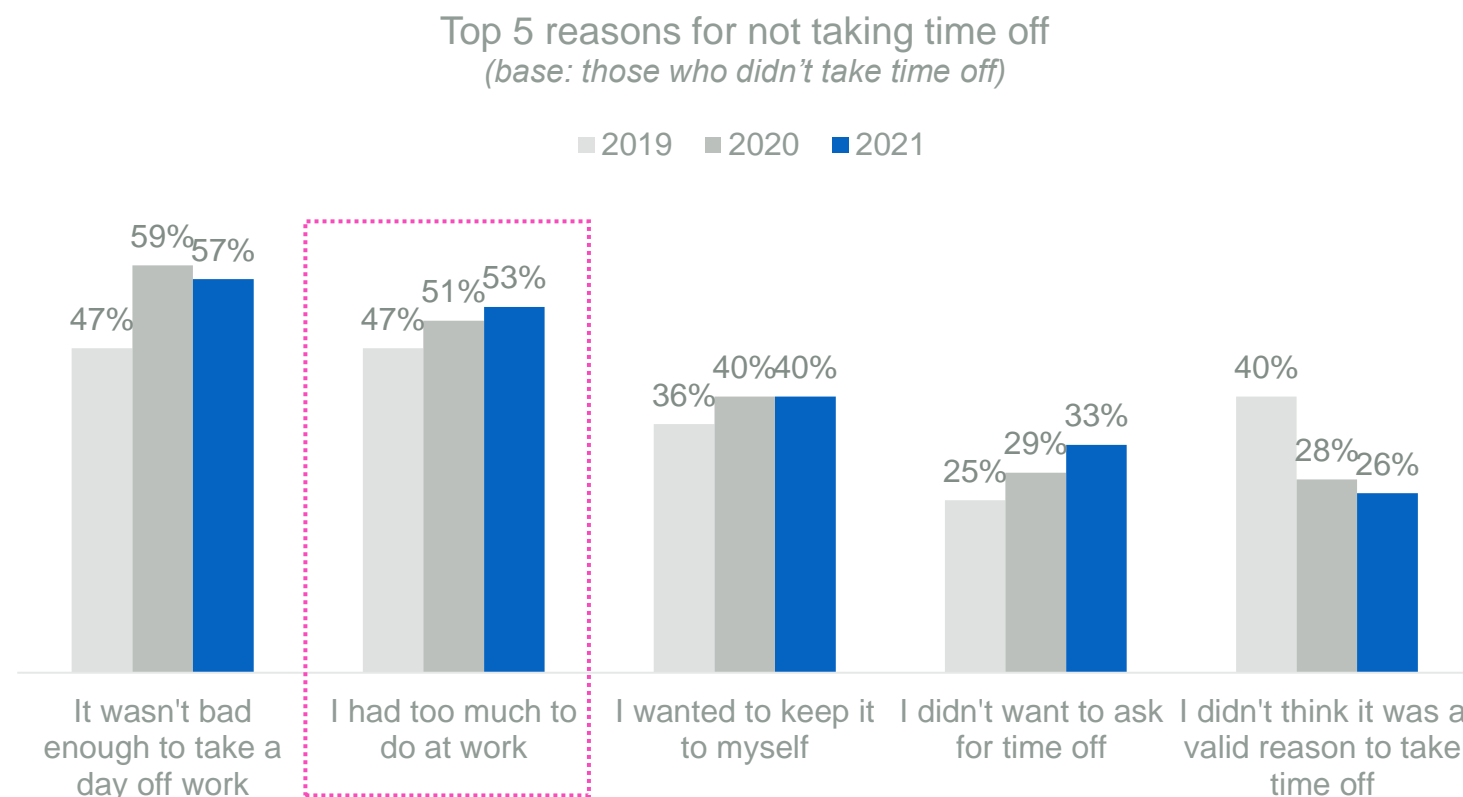


# Overwhelming workload remains the key source of stress and is rising



# Yet time taken off for mental health remained stagnant and workload again remains a barrier

**18%**  
 took time off for their  
 mental health  
 (2020: 18%)

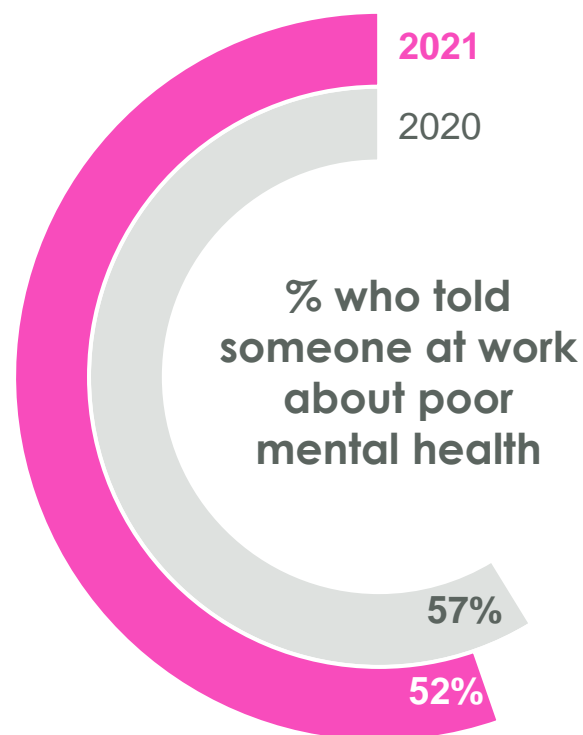




Recommendation 2:

**Encourage open dialogue and ensure access to practical support**

# Fewer researchers are opening up about experiencing poor mental health



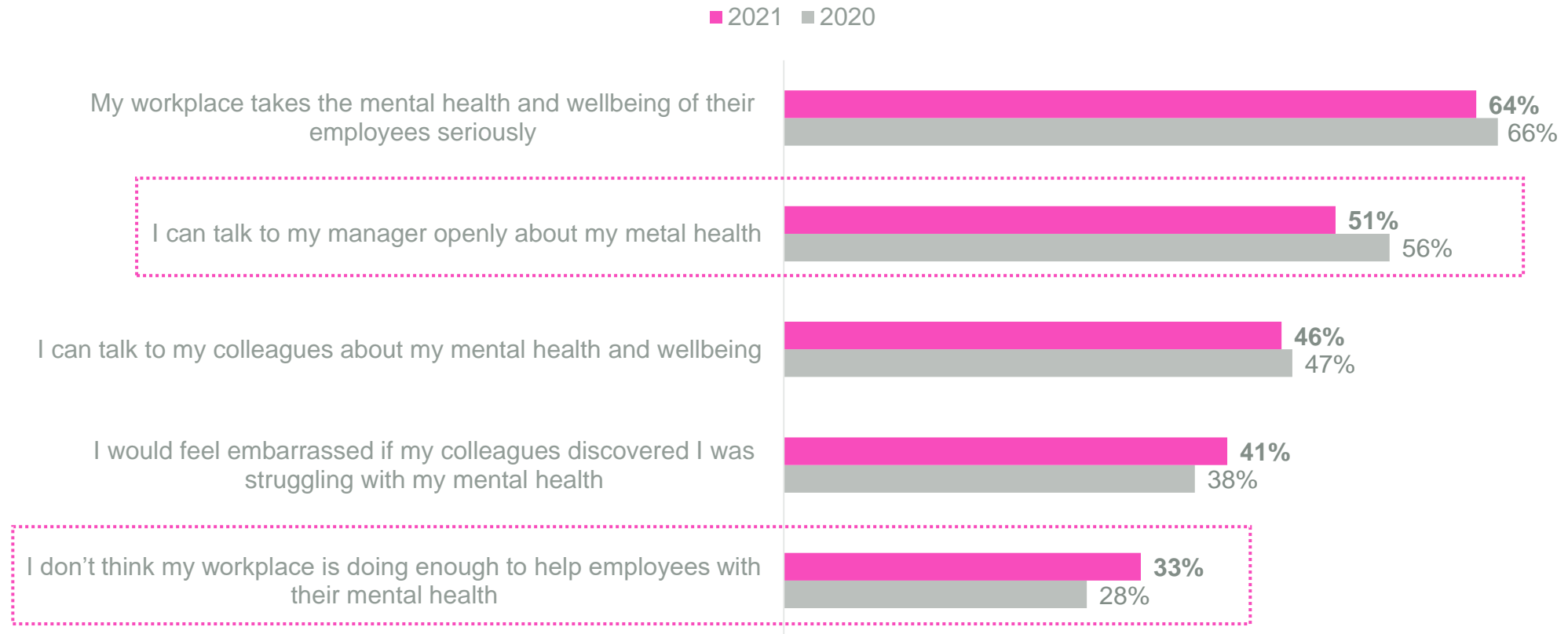
## Reasons for not opening up

## % change from 2020

51%	I didn't feel it was necessary to tell them	-9
31%	I didn't think they would be able to help	-2
22%	I thought it could jeopardize my career	+1
22%	I didn't know how to talk about it	-2
21%	I was embarrassed	-1
20%	I didn't think it was appropriate to discuss my mental health at work	-5

# And there is still work to do, with a fall in those feeling able to talk to their manager about their mental health

## Attitudes towards mental health at work



# Practical support is key.

“

He appeared to be supportive and understanding **but he didn't take any action to alleviate the situation.** He told me that he understood and thought that it's like that for everyone at the moment. So it was **pointless me telling him.**”

They have a mental health **support in place but they don't do anything with it!** I lost my father last year and my mother this year to Covid and I have had no support at all...

”

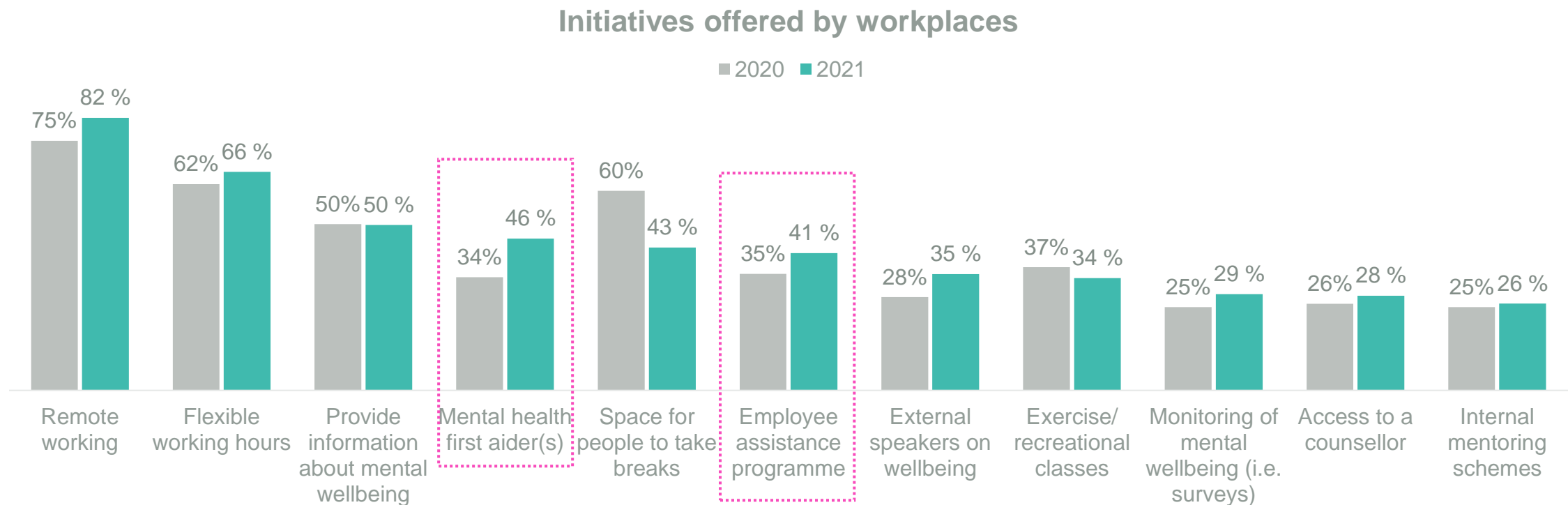




Recommendation 3:

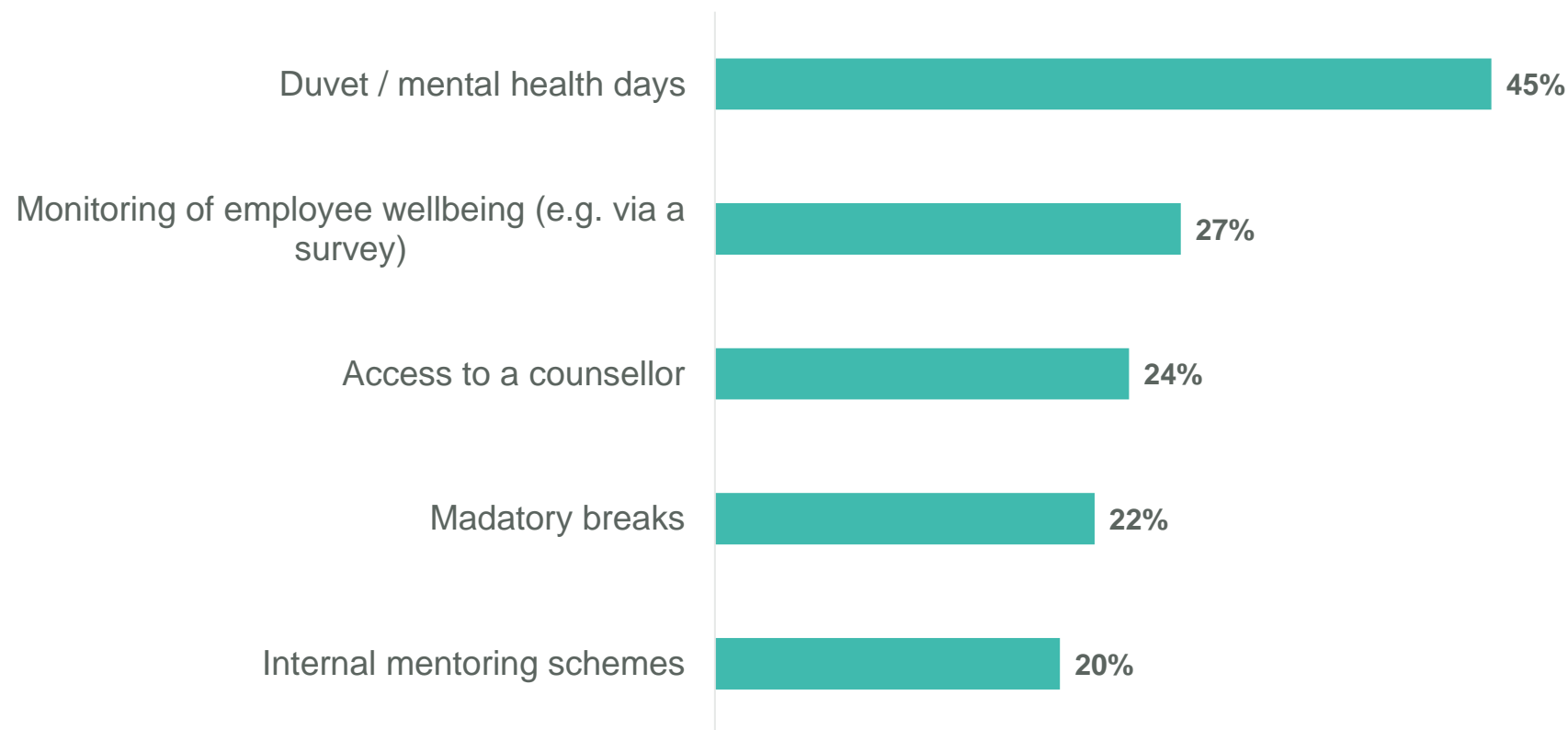
**Continue to introduce initiatives, but act to address workload and burnout culture**

# Employers are offering more support for employee wellbeing, especially MHFAs and EAPS



# But there is still demand from employees for the introduction of more initiatives

## Top 5 initiatives employees would like to see their workplace introduce



# But there are some fundamental underlying issues to address first and foremost...

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## Encourage and enable good habits that benefit mental health

*“A change in **culture** would be beneficial. Would be good to see the **executive level managers setting good examples** e.g. taking proper holidays, breaks and not working 24/7. This **sets the tone** for how important your personal time is for your mental and physical well-being.”*

## Acknowledge the impact of workload and take action to address it

*“Have rules and limits around how many hours a day someone can work - most of my stress comes from the fact I have too much work...There are all these schemes that are meant to support your mental health, but **I probably wouldn't have the problems in the first place if my workload was reduced.**”*

## Focus on prevention of poor mental health, as well as reaction

*“**Prevent burnout from happening by looking at workloads proactively.** Allow us to take mental health days at short notice with no questions asked.”*

*“**Actively encourage good mental wellbeing with ideas and practices** vs just acknowledging that poor mental wellbeing exists.”*

## More open conversations around mental health

*“I think **helping people to talk about these things** is important, and more importantly **training people how to spot the signs** when someone might not be ok / struggling. It can be hard to just open up the conversation when you are struggling”*



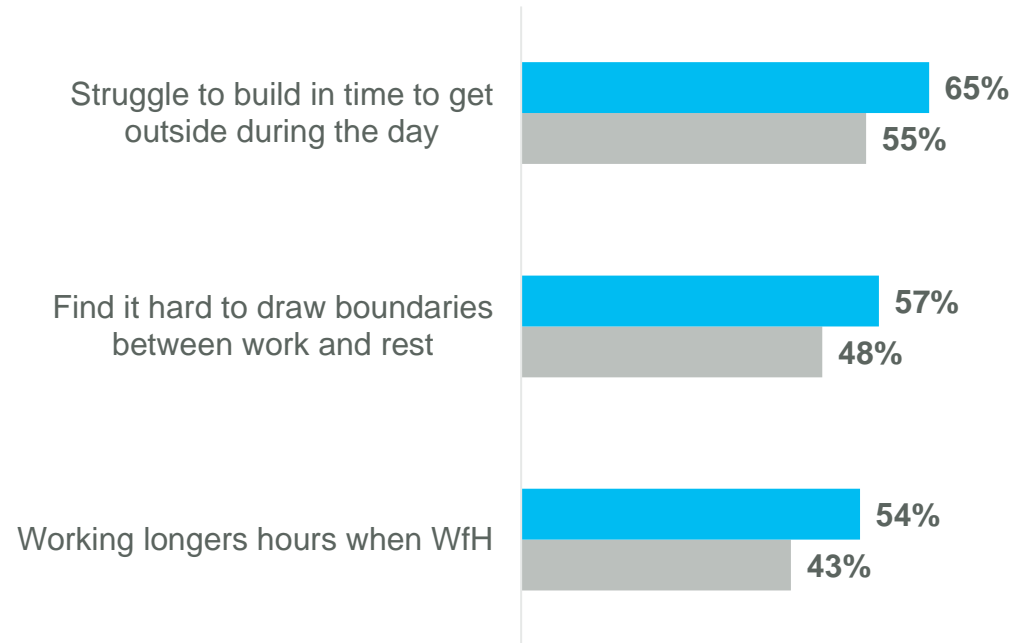
Recommendation 4:

**Ensure flexibility is incorporated into working practises post-Covid**

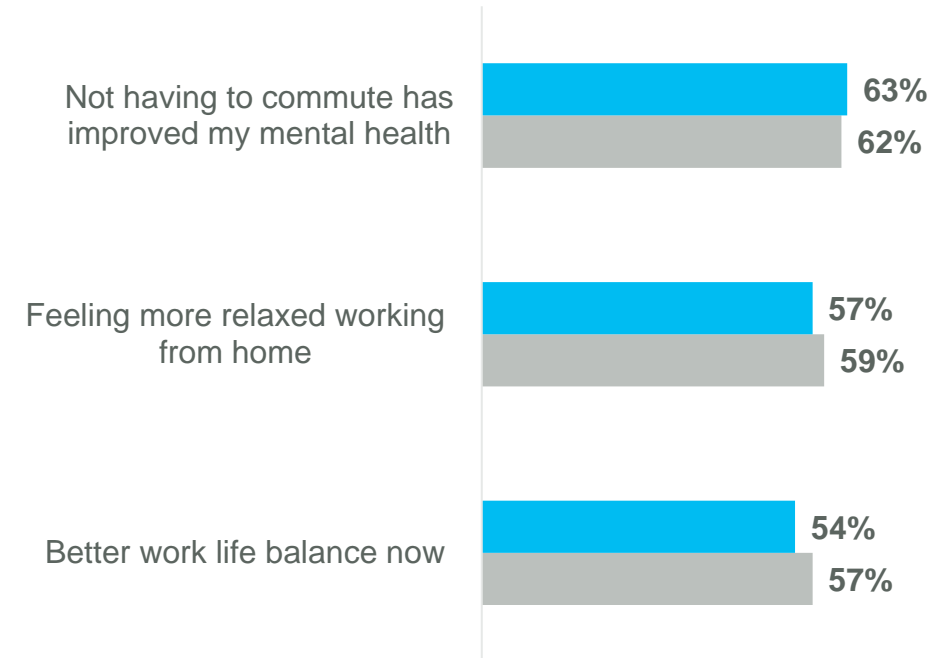
# The challenges of working from home have become more pronounced over time, but the benefits remain

■ 2021 ■ 2020

## Challenges of working from home



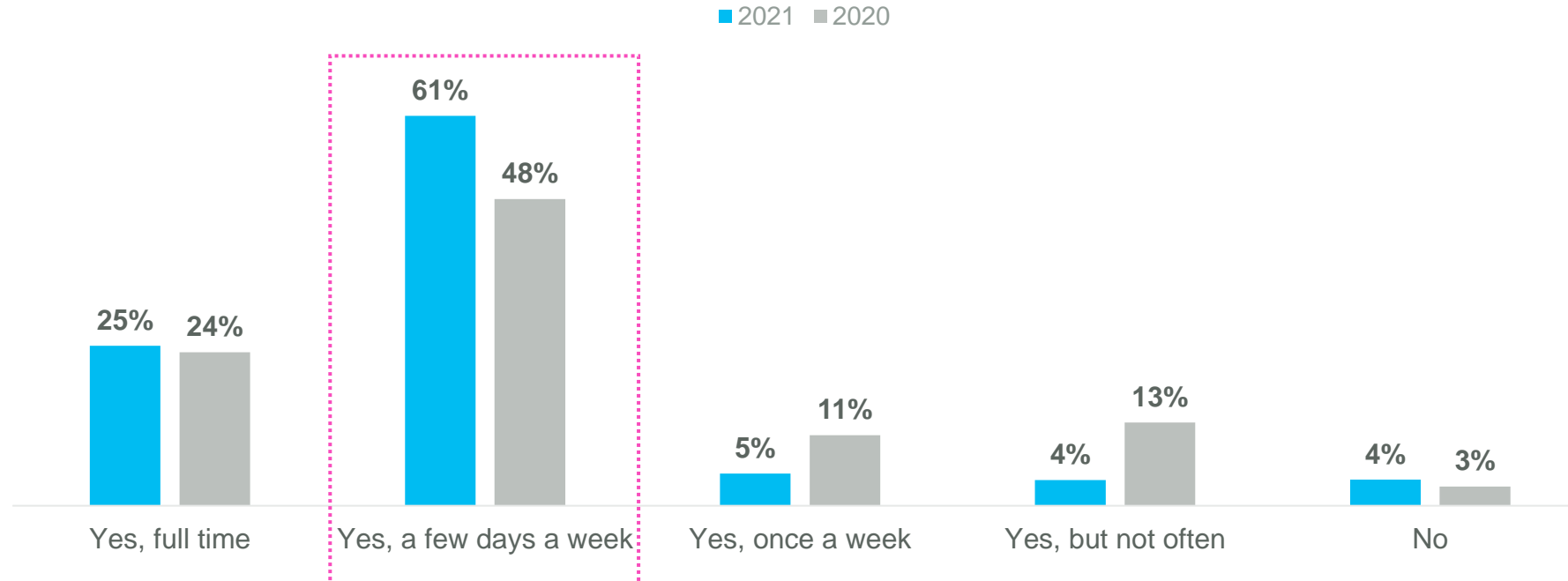
## Benefits of working from home





# And researchers want to work from home more than they did last year

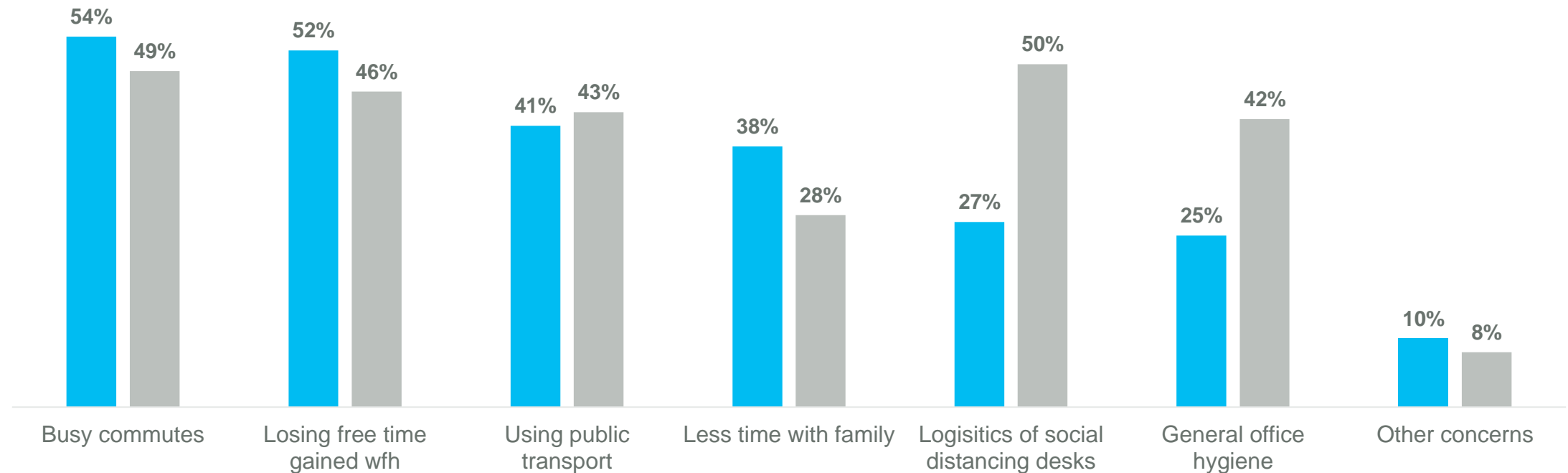
Would you like to continue to work from home once the coronavirus pandemic is over?



# Concerns about returning to the office have shifted from hygiene to wellbeing and work-life balance

## Concerns about returning to the office

■ 2021 ■ 2020



A large, out-of-focus crowd of people at a festival or concert. In the top right corner, there are several horizontal bars in blue, pink, and cyan. The text "Thank you. Any questions?" is overlaid on the left side of the image.

Thank you. Any questions?