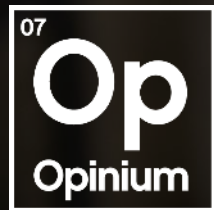




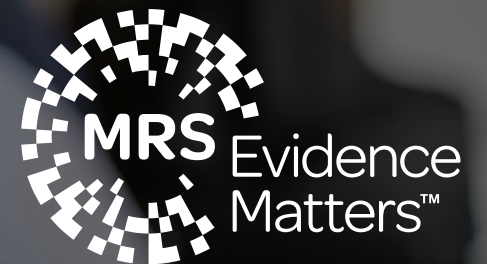
Wellbeing in Research: Small steps towards better mental health

November 2022




What people think,
feel and do

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This year we have looked at the emerging trends, year on year comparisons whilst also looking at what else could be impacting our mental wellbeing.

Defining mental health

A state of wellbeing in which every individual realises his or her own potential, can cope with the normal stresses of life, **can work productively and fruitfully**, and is able to make a contribution to her or his community

World Health Organisation



Who we spoke to:

Online quantitative
study

10 minutes in length

706 market research
and insight
professionals

Topic areas:

Demographics

Warwick-Edinburgh

Mental Wellbeing

Scale

Overall wellbeing

Mental health at work

Support at work

Work environment

Fieldwork was conducted
between July & August 2022

Mental wellbeing landscape

Attitudes & consequences

Introduction to our mental wellbeing measure

Warwick-Edinburgh Mental Wellbeing Scale

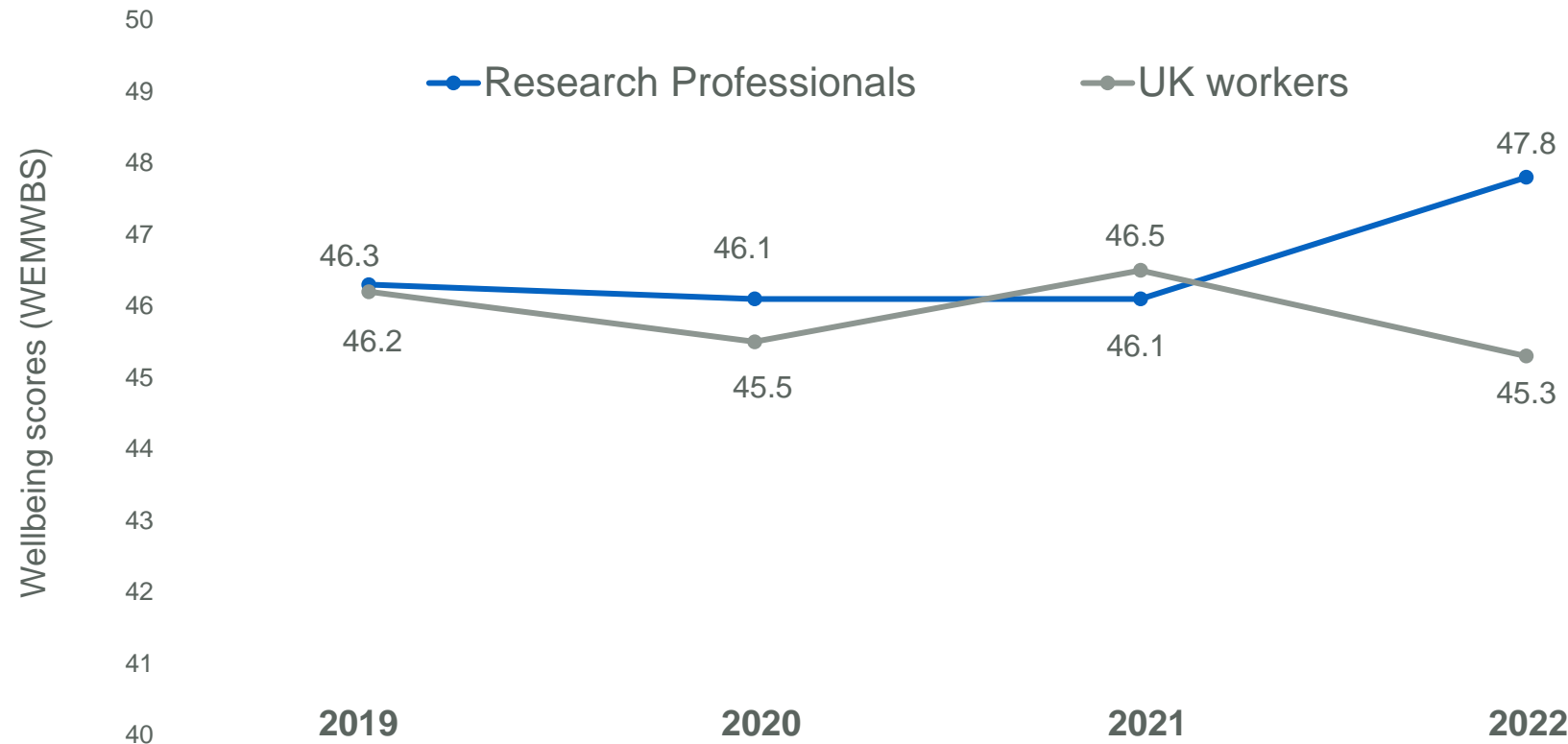
The positive nature of these statements marks the WEMWBS out from other mental health wellbeing scales in that it **captures feeling good and functioning well**, not just an absence of mental ill-health, which is important as mental wellbeing is about thriving, and not just surviving.

Taking an **average of their fourteen answers a wellbeing score can be assigned to an individual**. (Scale ranges from 14 to 70). By looking at this score the mental wellbeing of an individual can be **determined in terms of whether it falls above or below the national average**. The scale enables us to quantify mental wellbeing, thus promoting wider understanding of mental wellbeing as a whole.

A further use of the scale is to encourage effective improvement of mental wellbeing for the individual, by tracking scores over time, and to equip organisations and wider society to support the enhancement of mental wellbeing.

Slight increase in mental wellbeing scores since 2021

Warwick-Edinburgh Mental Wellbeing Scale Results



Experiences of poor mental health has reduced slightly

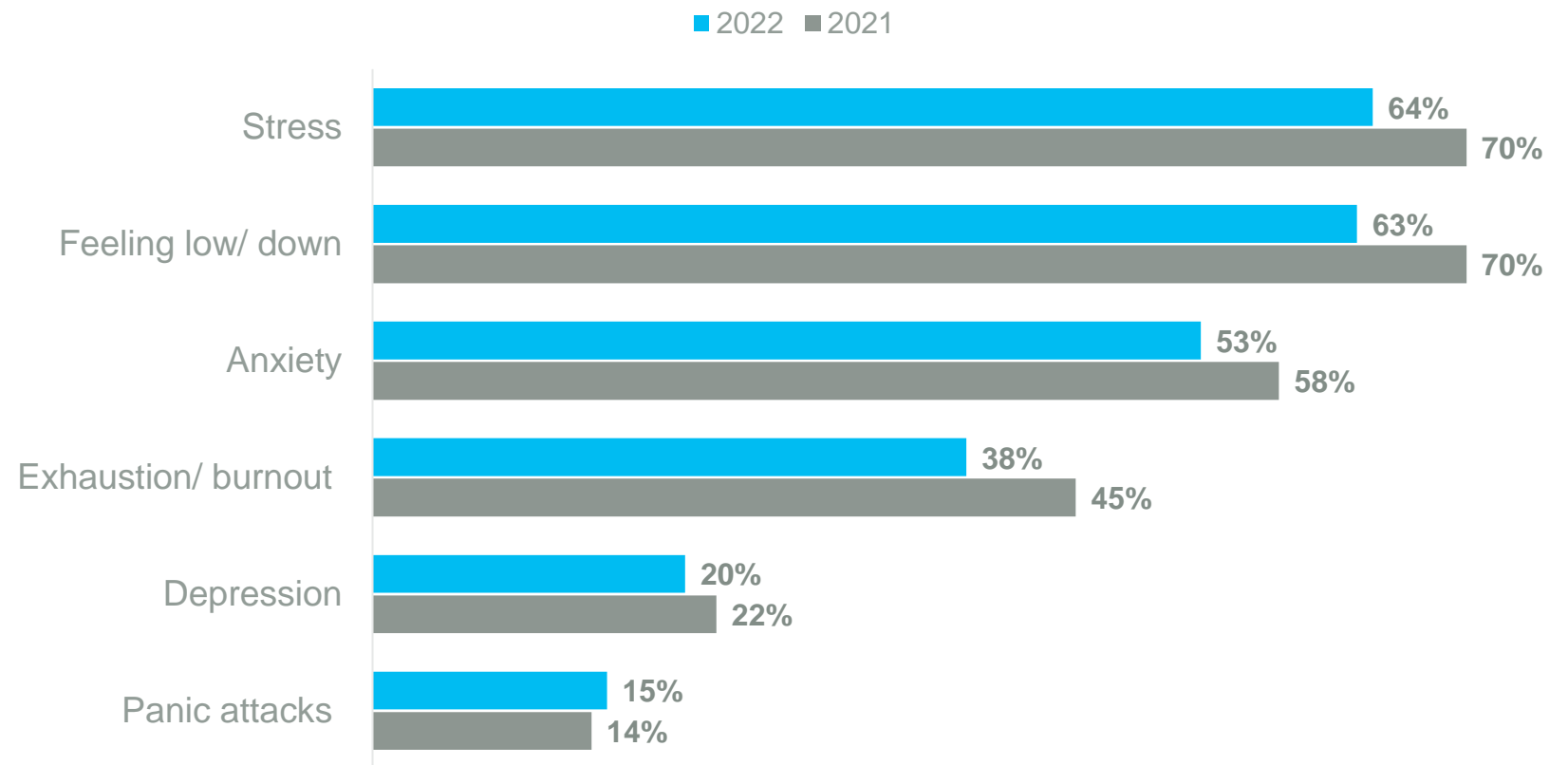
83%

Have experienced poor mental health in the last 12 months vs 87% in 2021

16%

Have been diagnosed with a mental health condition.

Poor mental health experienced over the last 12 months (2022 vs. 2021)



“Q1. Thinking about the last twelve months, have you experienced any of the following? Please select all that apply.” and MH1. “Are you currently diagnosed with any mental health conditions?”

(Base for Q1: All answering, 696. Base for MH1: All answering, 692.)

The Mind-Body divide

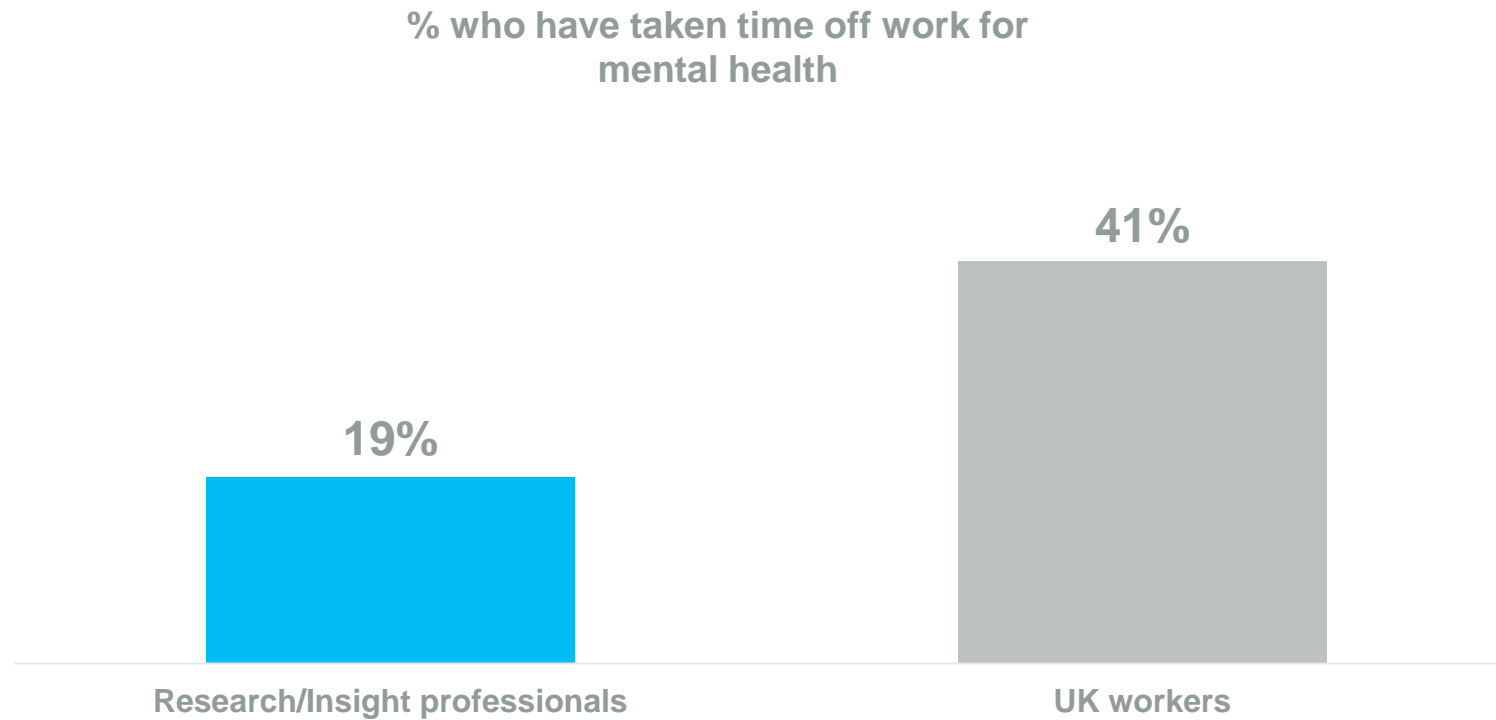


Half (47%) of market researchers who struggled with their **physical health** took time

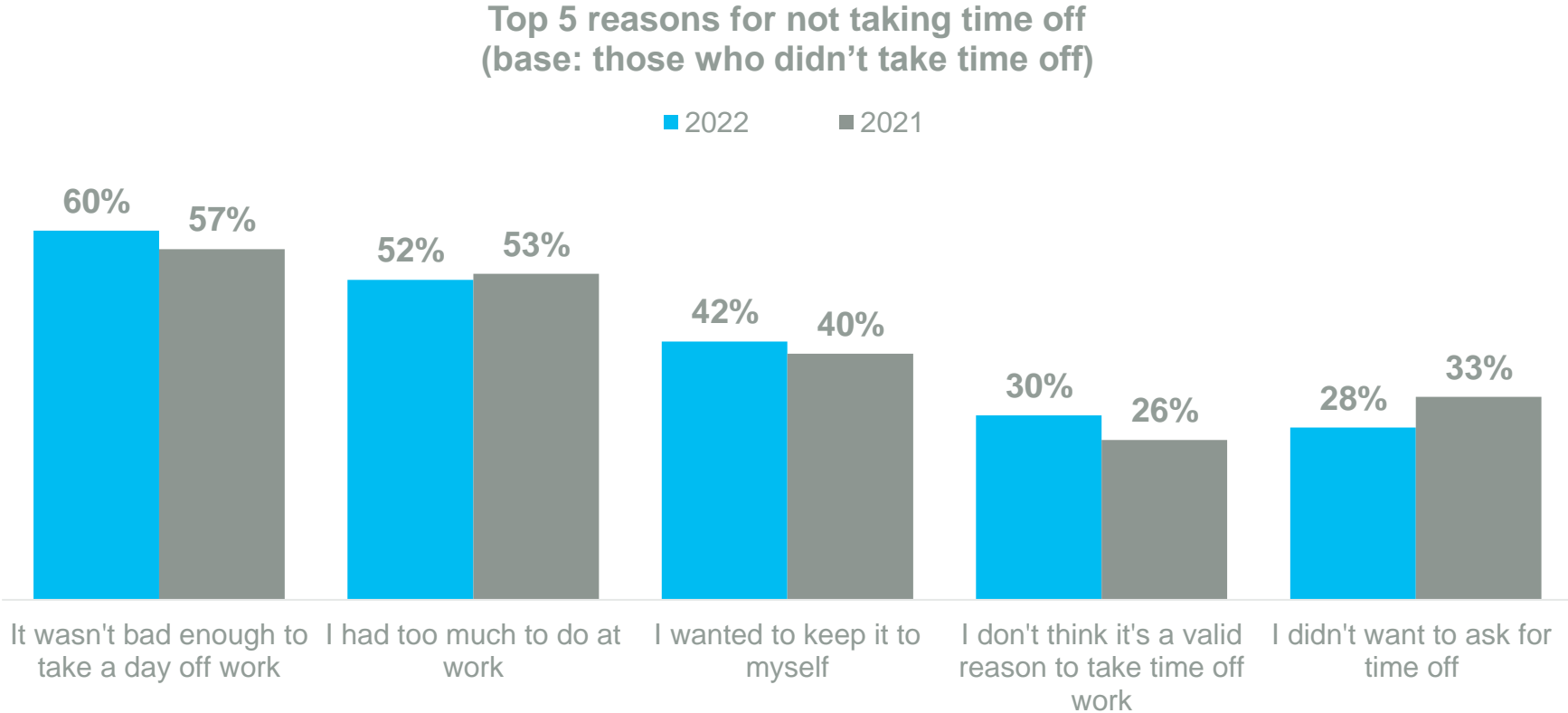


Less than a **fifth** (19%) of market researchers who struggled with their **mental health** took time off

Research professionals take less time off than average UK workers



Perceived problems of severity and workload again remains a barrier



Causes and strains

What are the drivers of poor mental wellbeing?

Stress remains a key factor

20%

Find their job highly stressful compared to 24% in 2021

Top sources of stress:



Workload / having too much to do – **54%**



Impending deadlines / targets – **47%**



The risk involved in getting projects wrong – **37%**



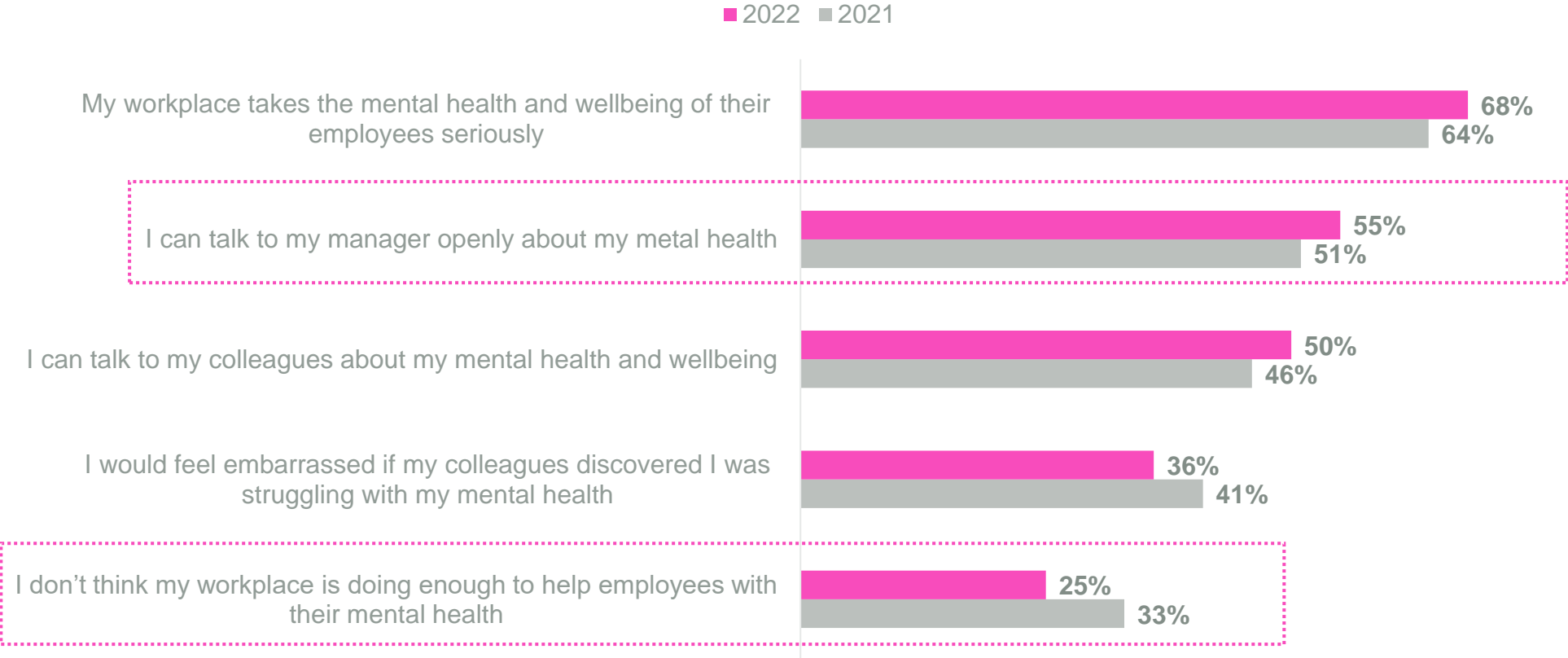
Poor work-life balance – **34%**



Demands from clients – **34%**

There is a rise in those feeling able to talk to their manager about their mental health

Attitudes towards mental health at work



“

I think **encouraging an open and accepting atmosphere** would be a good start. **I don't currently feel like I can call in sick in the morning if I've had a bad night and felt anxious/burnt out/stressed** because I am the most junior on my team so wouldn't want it to look bad on me and I am not sure if this would be understood anyway

Part of my issues are driven from mental health strains beyond work and **made worse by intense work pressures. Effective resourcing and policing** of work hours to support staff would be the biggest support I could accept

”

Working preferences

Hybrid working changing the way
we work

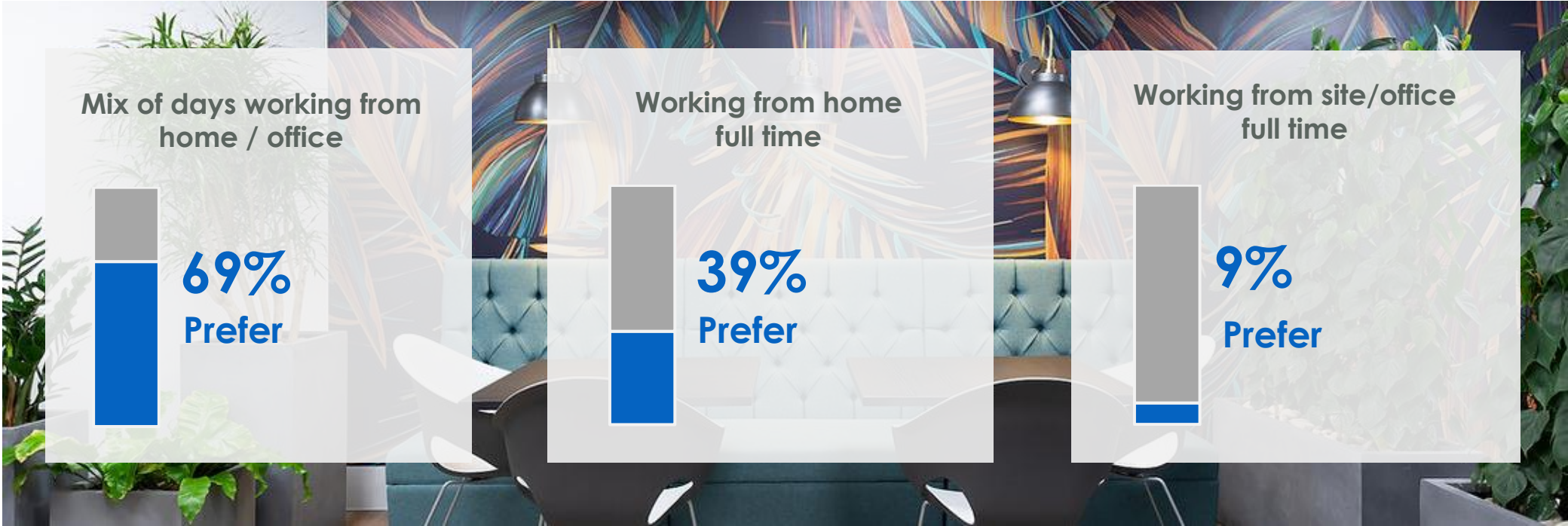
The way we work has changed

1 Hybrid working has changed the way we use the office

2 Home working is perfect for individual work

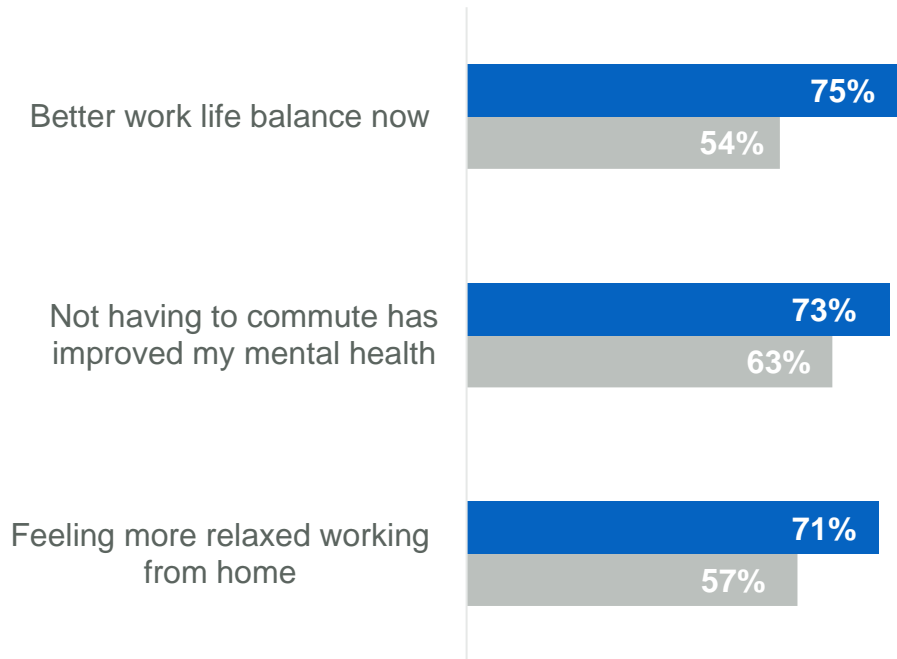
3 Office no longer only place to work, but now its best place to collaborate

Hybrid working is here to stay

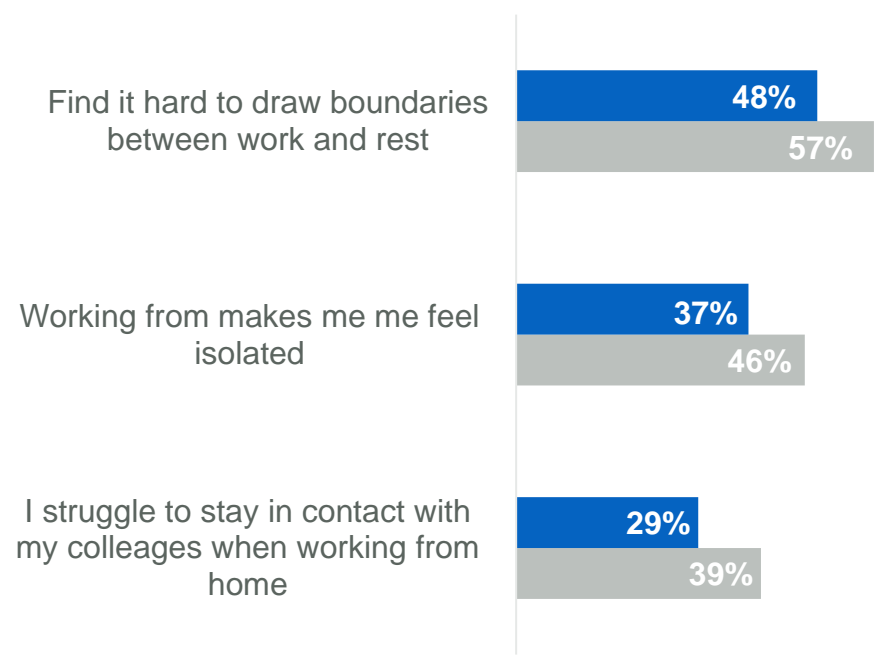


We are feeling more positive about working from home

Benefits of working from home



Challenges of working from home



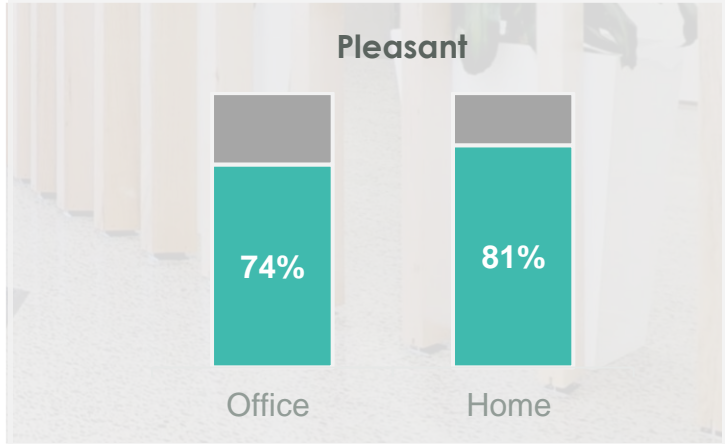
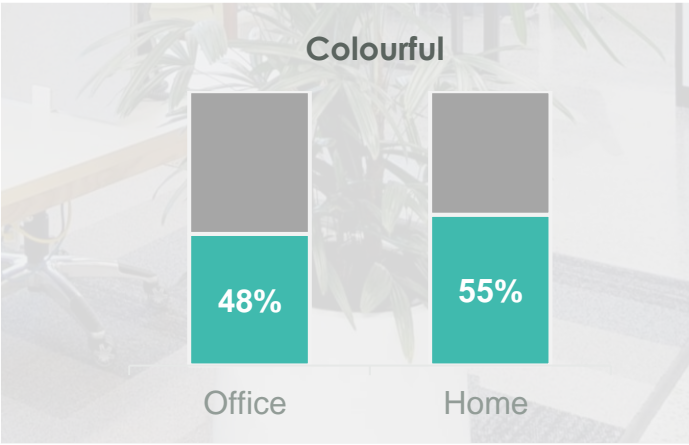
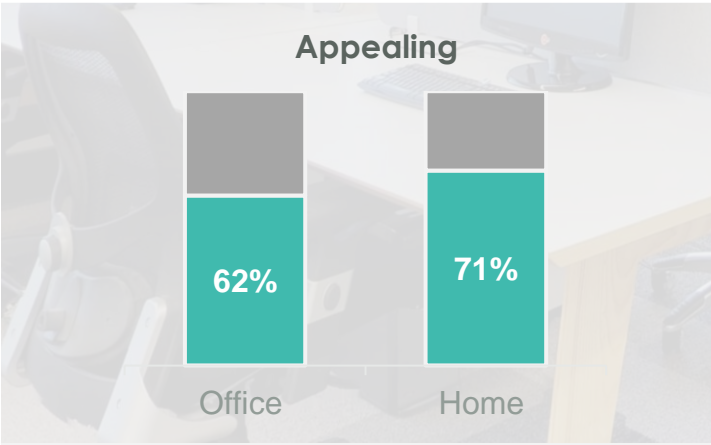
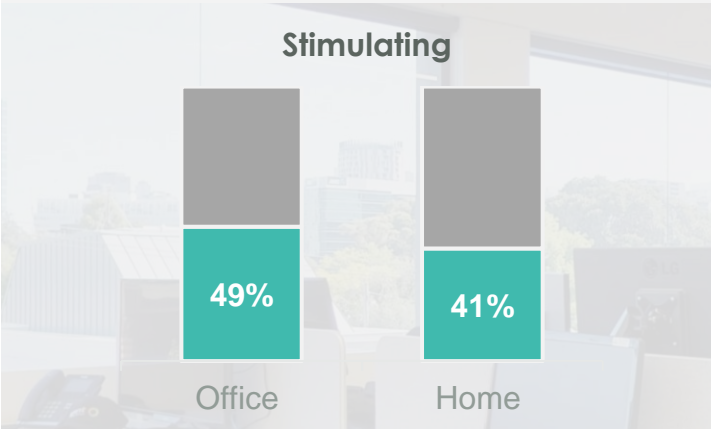
The physical design of working environment

Ensuring the physical design supports wellbeing and productivity

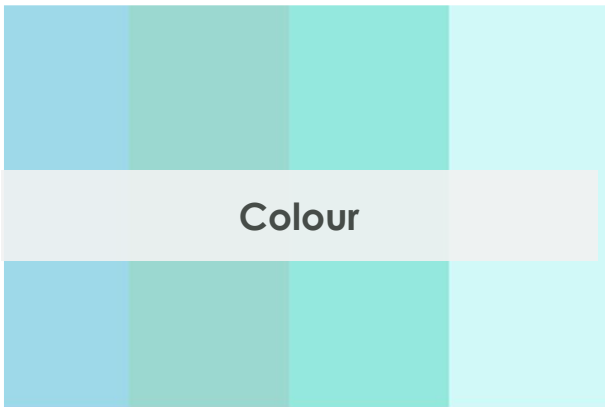
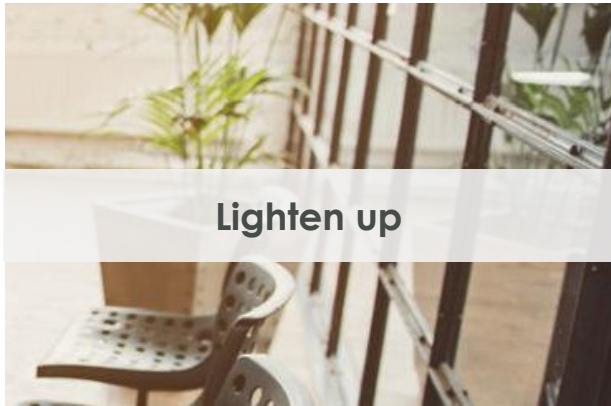


The physical design of a working environment can have a real and significant impact upon employees' wellbeing, satisfaction and productivity

Overall ambience of the working environment



Utilising design to support wellbeing for the future



Final thoughts

- **Small improvements in mental wellbeing are beginning to show.** Better wellbeing scores, a small drop in poor mental health, and lower levels of stress
- However, still seeing the **same barriers to workers not taking time off to protect their mental health**, mostly because of **workloads**. Employers must continue to put in processes and procedures which reduce the burden
- **Working from home has been hugely beneficial** to the mental wellbeing of those in the industry. It's improved work-life balance, reduced stressful commutes, and handed workers greater autonomy
- Hybrid working is here to stay and successful leaders will be those who allow their workers to **offer flexibility in various work locations**
- In turn, its increasingly important to think about the **physical and interior design of different work locations** as a way of enhancing employees wellbeing and productivity



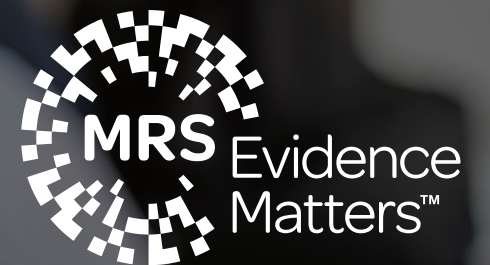


Thank you
Any questions?



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