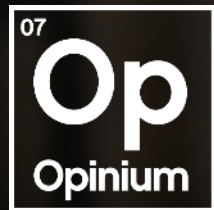




Mental Well-being in Insights

Small steps toward better health

November 2023



What people think,
feel and do

@opiniumresearch



@InsightsMRX

**Thank you for sharing your
experiences and ideas.**

Methodology

We heard from **413 insights professionals** through a **10-minute online survey** in **October 2023**.

We asked about:

- Overall well-being
- Mental health and support at work
- Existing programs and policies
- Recommendations for improvement

Demographic breakdown

Gender



66%
Female



31%
Male



3%
Self-Identify

Age

22%

18-34

36%

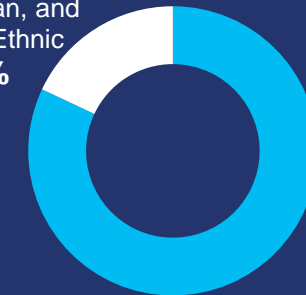
35-49

42%

50+

Race

Black, Asian, and
Minority Ethnic
18%



White
alone
82%

Company

In-house



22%

Agency



35%

Supplier



32%

Freelance



6%

Other



6%

Job level

Entry



5%

Middle



31%

Senior



32%

Executive



14%

Owner/partner



16%

Location

Fully remote



54%

Hybrid



36%

In-person



5%

Self-employed



4%

Workloads and the state of well-being

01

1 in 3 rate their jobs as highly stressful (up 5% this year)

02

Over half of insights professionals experienced burnout this year

03

Unhealthy workloads continue to fuel stress and exhaustion

04

While 3 in 5 feel they would be supported if struggling...

05

...2 in 5 still feel guilty for taking time off for their mental health

06

And 1 in 3 still think their workplace is not doing enough

There are still many bright spots of industry well-being to celebrate!

My company **takes care of people** and I really appreciate that. Both **physically and mentally**. There is theme of concern for everyone here. **I wish everyone could experience this** in their work life.

– Senior Level, 56

We create a warm and welcoming culture where **people can be themselves, talk openly** about their personal lives, and **feel supported** and **not judged**.

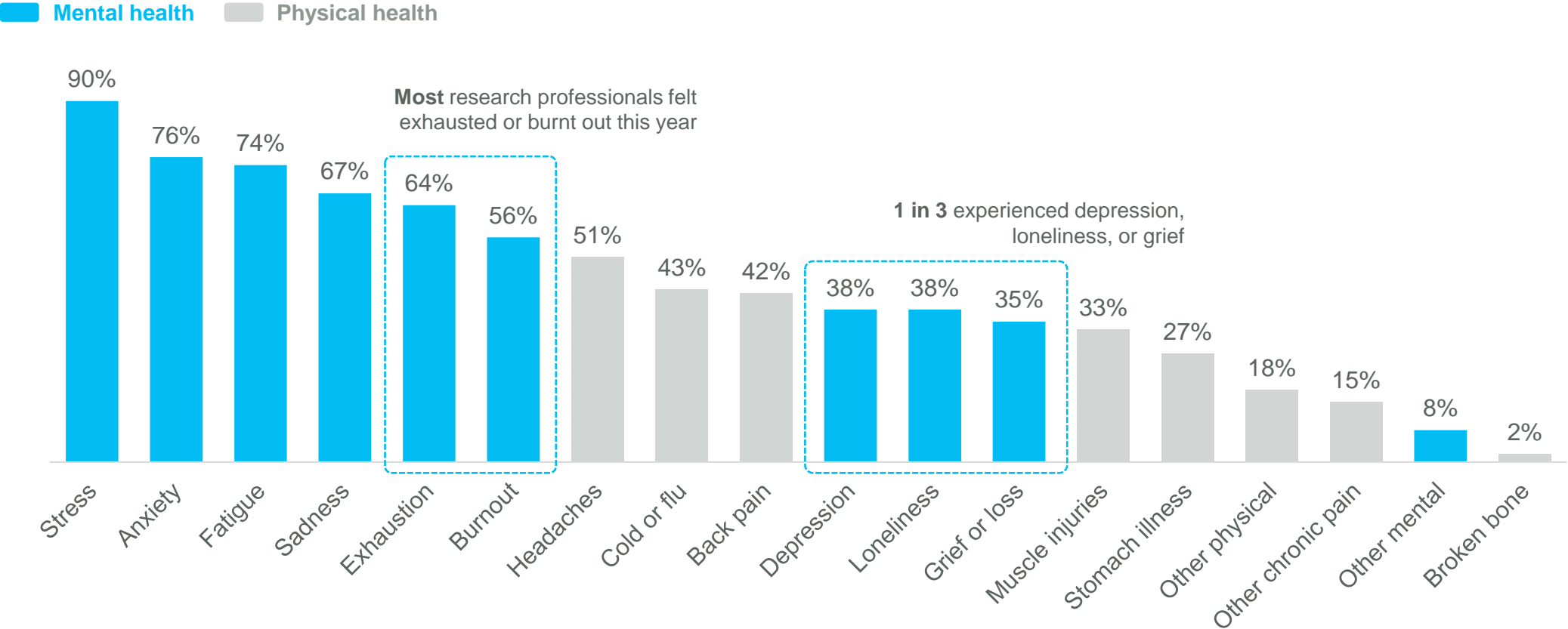
– Senior Level, 36

They **have one mental health day a quarter** for each employee to take. **They greatly improved our maternity leave program**, which I was able to take advantage of when **having my first child earlier this year**.

– Mid Level, 32

We know almost everyone experiences physical and mental health challenges each year

Percent who experienced physical and mental health challenges over the last 12 months

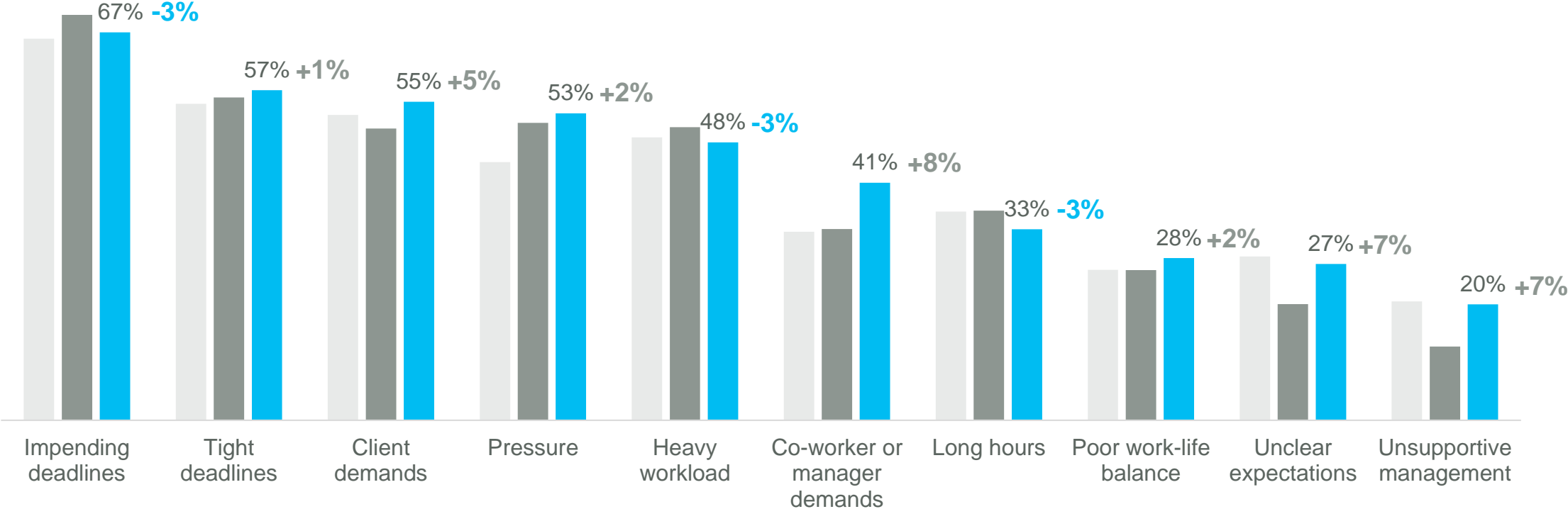


Q1. Over the past twelve months, have you experienced any of the following? Please select all that apply. Base: All respondents (n=408)

Heavy workloads and stressful deadlines remain issues that need our attention

Percent who experience the following often or all the time

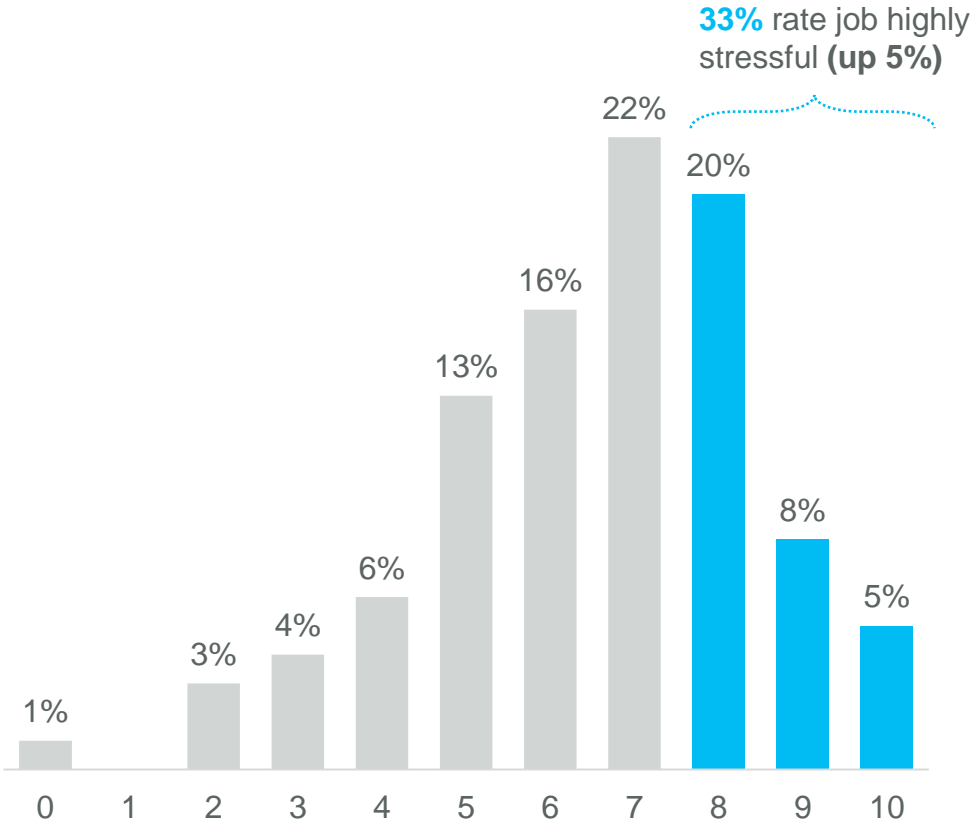
■ 2021 ■ 2022 ■ 2023



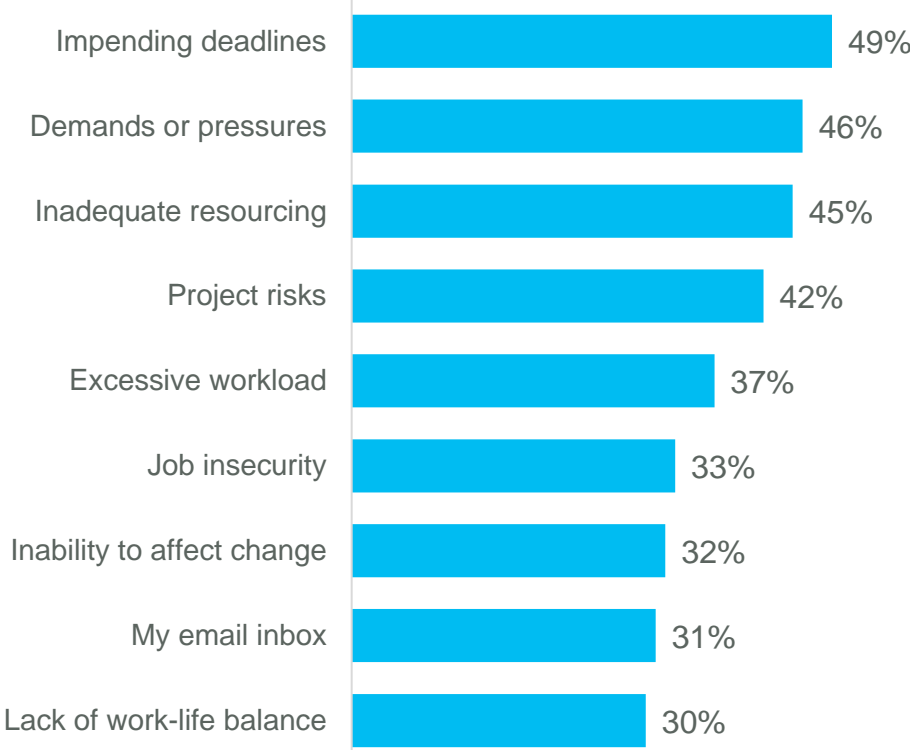
Q7. How often do you experience the following in your job? Base: All respondents (n=413)

Steps to reduce workloads and deadline-driven stress would help to improve well-being

Percent rating job as ___ out of 10 stressful



Percent who are regularly stressed by:



Q8. Which of the following regularly cause you to feel stressed at work? Select all that apply. Base: All respondents (n=413)



What leaders can do

01

Check for hiring and resourcing needs

Better manage resources. Either hire more people or lower the amount of workload being put on each individual.

– Mid Level, 28

02

Allow greater work flexibility

We are required to be in the office 3x/week. I notice the third in-office day really does make me more weary and burned out.

– Senior Level, 57

03

Help teams push back on unrealistic expectations

Just because we can doesn't mean we always should make it happen.

– Mid Level, 32

Actions must speak
louder than words (and programs)

A large, stylized white quotation mark icon consisting of two facing curved shapes, positioned in the top-left corner of the slide.

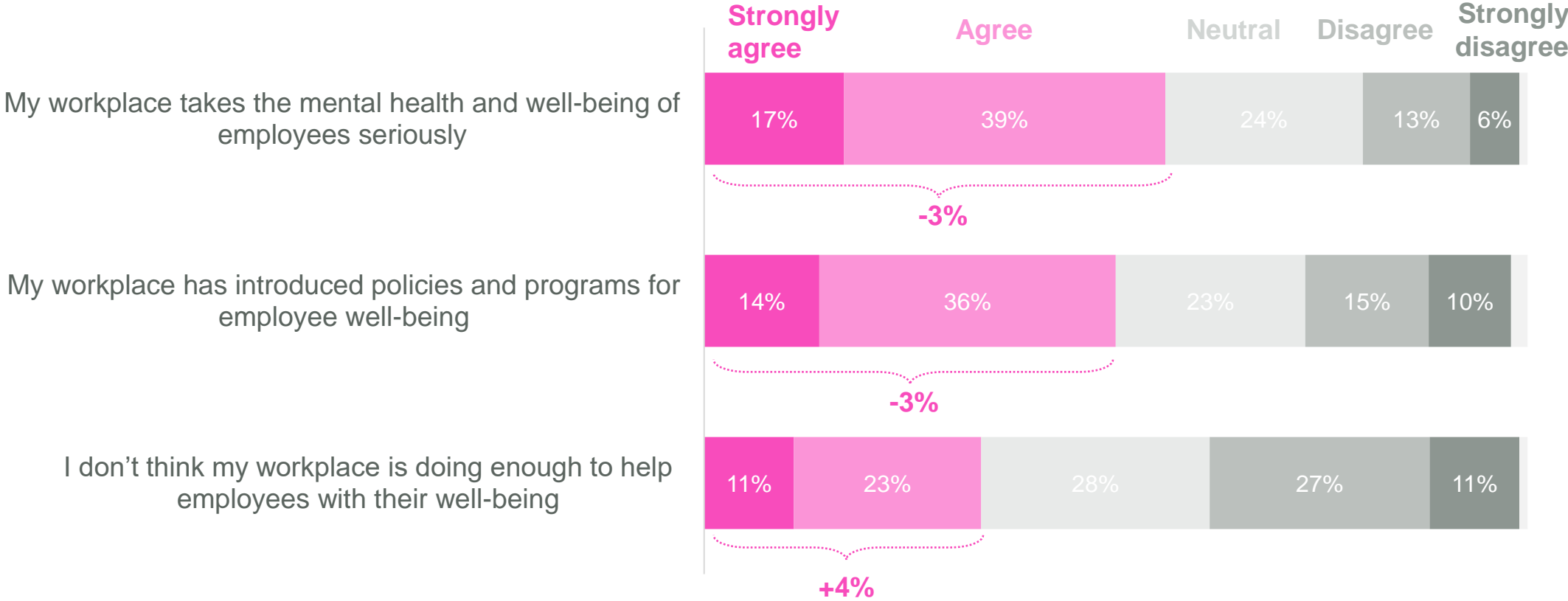
What they say and do are two different things. I tune out when they start talking about well-being because the culture is not one promoting mental health, despite what they communicate because they have to.

– Executive, 43

A large, stylized white quotation mark icon consisting of two facing curved shapes, positioned in the bottom-right corner of the slide.

Most say their employer takes well-being seriously – but one third don't feel they are doing enough

Perceptions of workplace well-being



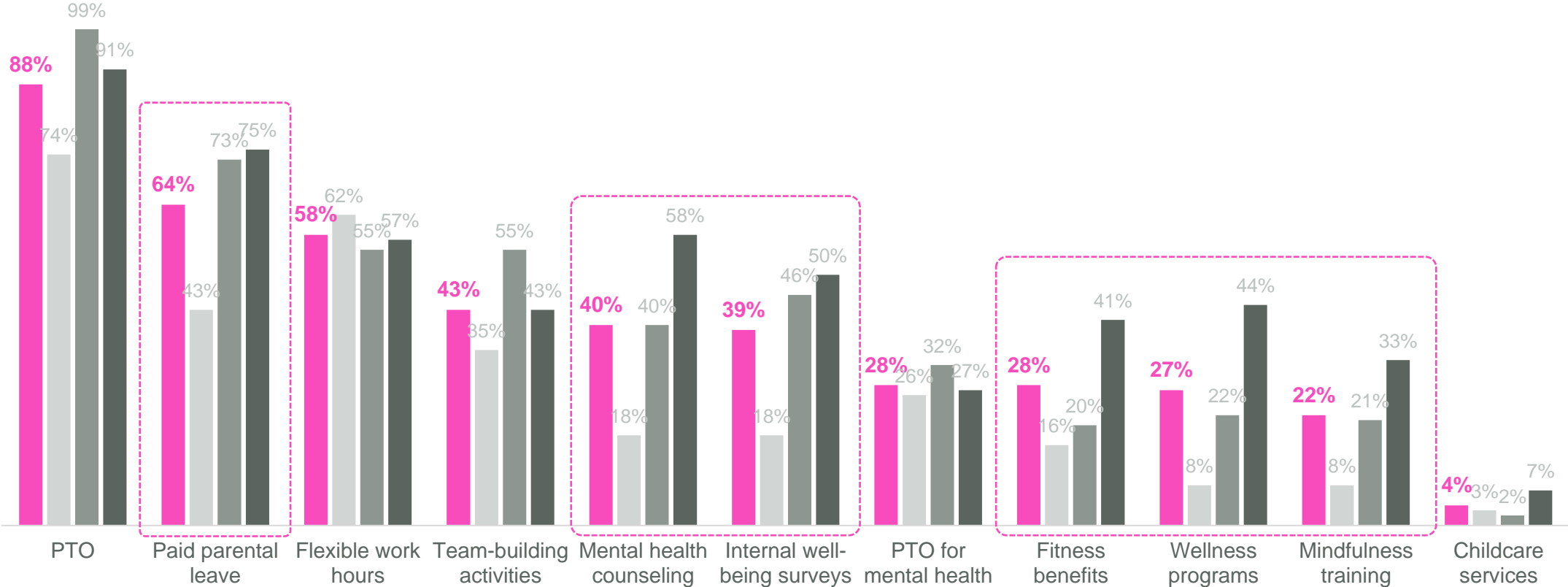
Q9. To what extent do you agree or disagree with the following statements? Base: All except sole proprietors (2023 n=385 | 2022 n=381)



Larger companies more likely to offer formal wellness programs and benefits such as paid parental leave

Percent saying their employer offers each resource, by company size

■ All companies ■ 1 to 49 ■ 50 to 249 ■ 250+ employees



Q11. Which of the following resources are available to you at your workplace? Please select all that apply. Base: All except sole proprietors (n=385)

But programs or comms alone are not enough



We have programs and employees in place which are (in theory) meant to address well-being, but it's done in ways **that don't feel well-executed, consistent, impactful or helpful.**

– Senior Level, 36



They talk a lot about mental health, but **when the rubber hits the road** and we're deep in a project, **I don't think they walk the talk.**

– Mid Level, 42

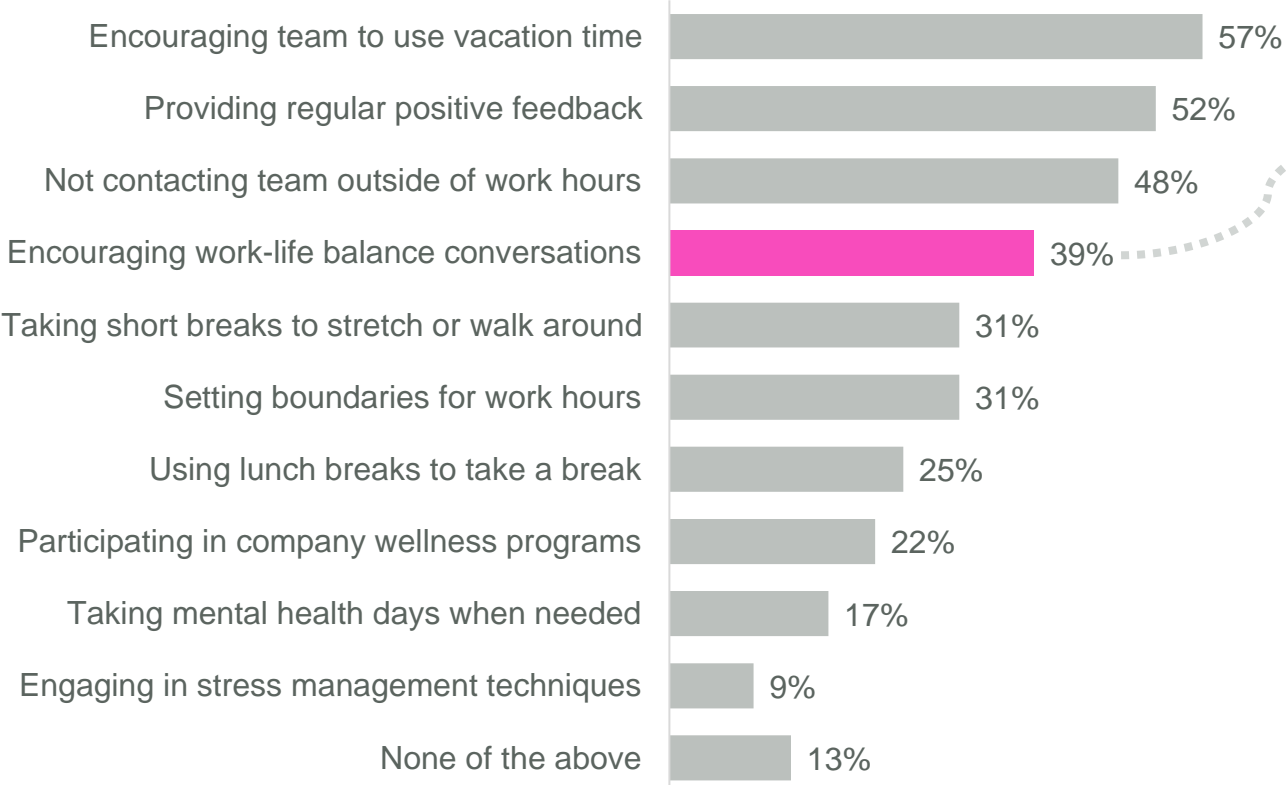


Strong vision and leadership that really does deliver on its promises. **Rather than get PR** about good mental health, **they actually act in the right way and don't just talk about it.**

– Partner, 58

And the examples set by managers will often set the ceiling for team well-being

Percent who observe their managers regularly doing each behavior



“
My own manager and SVP are excellent at promoting work/life balance and strive to make sure that if anyone is working too much, it's them.

But since they lead by example, we all feel pressure to just get things done.
– Mid Level, 51

Q10. Which of the following well-being behaviors have you observed your manager regularly doing at work? Please select all that apply. Base: All except sole proprietors (n=385)

What leaders can do

01

Make offerings as clear and accessible as possible

It should be as simple to find mental health and wellness resources as it is to check your pay stub or look up someone in the corporate directory.

– Senior Level, 39

02

Survey, listen and act on employee feedback

Ownership should talk to employees - not just leadership like myself - so they hear things first hand. Then actually action against things employees want.

– Executive Level, 54

03

Align leadership actions and policies with words

More tangible support. Not just talking, but doing. Give us options that are realistic to take, not just options that are there but we could never use because of expectations, workload, etc.

– Senior Level, 37

**Offer and encourage
more paid time off**

Paid time off bolsters well-being when people feel comfortable and encouraged to use it



We just **don't get enough time off** so you never get to fill up your tank again before you're straight back to the stress and the work that piled up while you were out.

– Entry Level, 44



We get unlimited time off, but it can **feel intimidating to use it.**

– Mid Level, 31

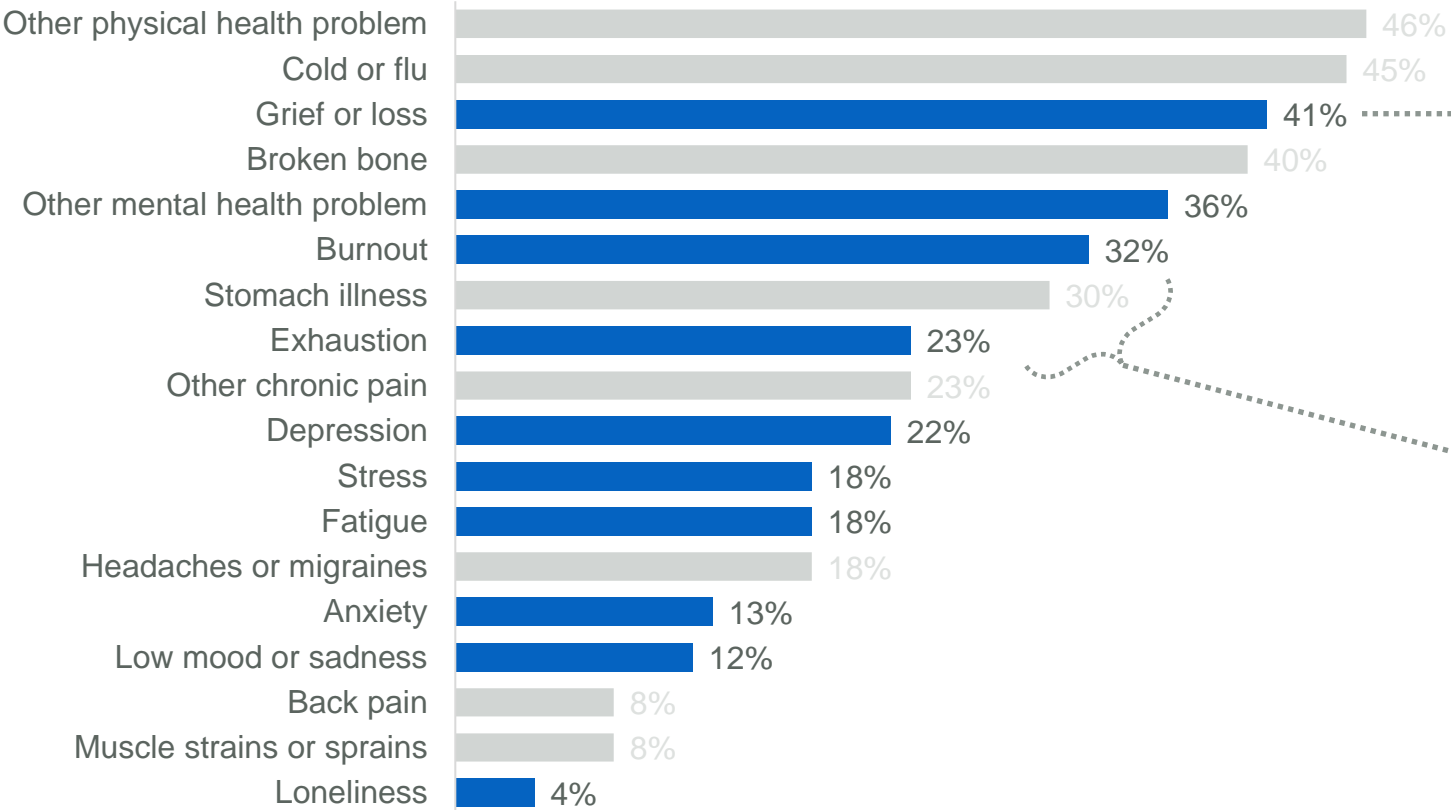


We also implemented a unlimited PTO policy and **keep on top of employees who do NOT take enough PTO** (we suggest 20+ days off a year).

– Partner, 49

Most people still do not take time off for mental health issues – or do not tell the truth when they do

Percent who experienced the following and took time off



While **92%** told their employer they needed time off for **grief or loss**, **less than 40% shared the real reason** they took time off for **all other mental health issues**.*

Having **too much work to do** remains the top reason exhausted and burnt-out workers did not take time off.

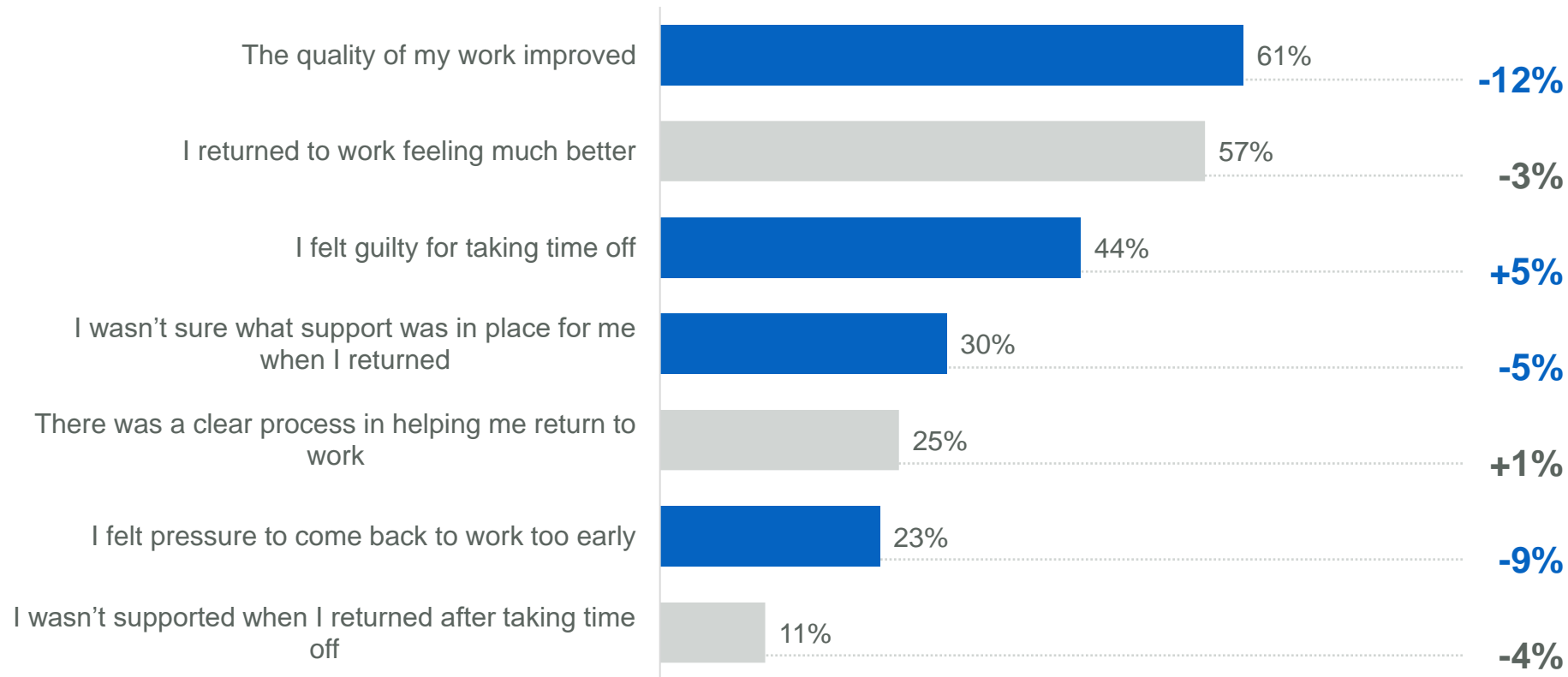
Q2. Over the past twelve months, did you take any time off work to rest or recover from each of the following health issues? Base: experienced mental or physical issue in the past twelve months. Other physical health problem (n=72), Cold or flu (n=175), Grief or loss (n=141), Broken bone (n=10), Other mental health problem (n=33), Burnout (n=229), Stomach illness (n=111), Exhaustion (n=261), Other chronic pain (n=60), Depression (n=153), Stress (n=367), Fatigue (n=301), Headaches or migraines (n=207), Anxiety (n=310), Low mood or sadness (n=274), Back pain (n=173), Muscle strains or sprains (n=136) | *Loneliness not included (n=5).



Fewer feel pressured to return when taking time off for mental health, but many still feel guilty

How people felt after taking time off for mental health issues

Change YoY



Q5. You mentioned that you took time off work for the following health issues. To what extent do you agree or disagree with the following statements? Base: Took time off for their mental wellbeing (2023 n=162 | 2022 n=93)

What leaders can do

01

Take breaks and time off to normalize it

Maybe actually to see our senior most leaders taking time to recover from exhaustion here and there, that might make me think it was okay to do.

– Senior Level, 38

02

Initiate honest conversations about health and rest

Talk more openly about mental health struggles and share expectations for how we should handle them as it relates to our work-life.

– Senior Level, 40

03

Encourage PTO and recovery days as much as possible

Encourage taking mental health days. It's something that's talked about but I haven't seen it put into practice. I asked to take a mental health day and was discouraged from doing so.

– Mid Level, 37

Key takeaways

01

Most insights professionals are still battling constant pressure and heavy workloads, leading to high rates of burnout and exhaustion. They are asking for better resourcing and more reasonable expectations to make work feel manageable.

02

While many companies offer programs and comms around well-being, many insights professionals feel efforts are inauthentic and insufficient. They are calling for well-being resources to be easily accessible and safe to use.

03

Most insights professionals still feel unable to take time off when they are struggling. They hope to see their leaders and managers taking time off themselves more often and clearly communicating the expectations around doing so.

“

You're doing a great job. It can be overwhelming at times, so whomever is reading this, you're a wonderful person and need to be told so once in a while.

”

Thank you.



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What people think,
feel and do

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