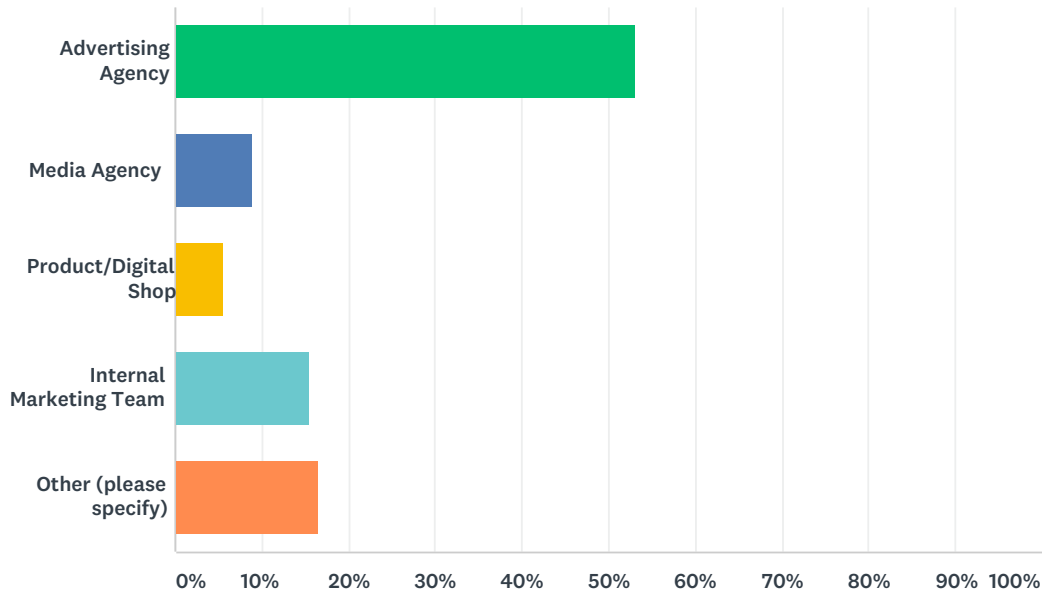MENTAL HEALTH MONTH

JLY.2019

# 2019 Mental Health Survey Results

ZGM, with support from Ipsos and NABS, conducted a cross-Canada survey to see how people in marketing feel about mental health issues.

ZGM

# Q1 What type of company do you work for?

Answered: 386     Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Advertising Agency | 53.11% | 205 |
| Media Agency | 9.07% | 35 |
| Product/Digital Shop | 5.70% | 22 |
| Internal Marketing Team | 15.54% | 60 |
| Other (please specify) | 16.58% | 64 |
| TOTAL | | 386 |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Design Studio | 3/17/2019 11:06 AM |
| 2 | Design Agency | 3/15/2019 10:08 AM |
| 3 | Video Production | 3/14/2019 11:57 AM |
| 4 | Media Sales | 3/14/2019 8:50 AM |
| 5 | Real Estate Investment | 3/14/2019 8:06 AM |
| 6 | Utility | 3/14/2019 7:26 AM |
| 7 | Printing | 3/13/2019 2:45 PM |
| 8 | Marketing student | 3/12/2019 7:41 PM |
| 9 | Marketing Operations Platform | 3/12/2019 10:05 AM |
| 10 | Consultancy | 3/12/2019 8:43 AM |
| 11 | Publisher | 3/12/2019 7:38 AM |
| 12 | Marketing Consulting | 3/11/2019 6:18 PM |
| 13 | Media Vendor | 3/11/2019 5:45 PM |

| 14 | Broadcast - TV | 3/11/2019 5:36 PM |
| 15 | a digital forward agency with traditional marketing/advertising aspects | 3/11/2019 1:25 PM |
| 16 | All of the above is covered in my position. | 3/11/2019 1:25 PM |
| 17 | Marketing & Communications Agency | 3/11/2019 1:13 PM |
| 18 | I run my own design firm | 3/11/2019 11:34 AM |
| 19 | Independent | 3/11/2019 10:23 AM |
| 20 | Media Association | 3/11/2019 8:23 AM |
| 21 | Marketing agency | 3/9/2019 3:38 PM |
| 22 | Magazine Publisher selling ad space | 3/9/2019 7:40 AM |
| 23 | Vendor | 3/8/2019 11:10 AM |
| 24 | Recently unemployed. Previously with a large advertising agency. | 3/8/2019 10:59 AM |
| 25 | Reputation, marketing and strategy in the public sector | 3/8/2019 10:09 AM |
| 26 | Supplier | 3/8/2019 9:43 AM |
| 27 | charity | 3/8/2019 9:43 AM |
| 28 | Consultant | 3/8/2019 9:37 AM |
| 29 | Digital vendor | 3/8/2019 9:35 AM |
| 30 | Freelancer | 3/7/2019 7:30 PM |
| 31 | Freelance | 3/7/2019 3:28 PM |
| 32 | Media Vendor | 3/6/2019 12:31 PM |
| 33 | Government relations, issue management and political communications | 3/6/2019 4:17 AM |
| 34 | parcel company | 3/5/2019 1:40 PM |
| 35 | contractor | 3/5/2019 12:11 PM |
| 36 | Digital Ag Media | 3/4/2019 6:02 PM |
| 37 | Post-secondary | 3/4/2019 3:58 PM |
| 38 | PR Firm/Ad Agency | 3/4/2019 3:20 PM |
| 39 | Govt of Canada (specific dept and region) | 3/4/2019 1:23 PM |
| 40 | College | 3/4/2019 1:06 PM |
| 41 | PR and Advertising Agency | 3/4/2019 11:55 AM |
| 42 | Self employed contractor | 2/22/2019 11:12 AM |
| 43 | Shopper | 2/20/2019 11:38 AM |
| 44 | Entrepreneur | 2/19/2019 9:11 PM |
| 45 | Freelance | 2/19/2019 3:59 PM |
| 46 | Communications agency | 2/15/2019 10:33 AM |
| 47 | Ad tech company | 2/7/2019 6:33 PM |
| 48 | Consulting | 2/7/2019 10:07 AM |
| 49 | Association | 2/6/2019 8:28 PM |
| 50 | Production Company | 2/4/2019 8:18 PM |
| 51 | Software | 2/2/2019 9:33 PM |
| 52 | Professional services firm | 2/2/2019 12:40 PM |
| 53 | PR Agency | 2/1/2019 1:11 PM |
| 54 | Post house | 2/1/2019 5:50 AM |

| 55 | Marketing and strategy firm | 2/1/2019 12:15 AM |
| 56 | self employed | 1/31/2019 10:38 PM |
| 57 | government | 1/31/2019 7:37 PM |
| 58 | Biotechnology Company | 1/31/2019 5:45 PM |
| 59 | Public Broadcaster | 1/31/2019 9:31 AM |
| 60 | Full service communications agency | 1/30/2019 10:54 PM |
| 61 | Currently in financial tech, following 12+ years in advertising agencies | 1/30/2019 8:55 PM |
| 62 | media company | 1/30/2019 7:06 PM |
| 63 | Retail Company | 1/30/2019 3:27 PM |
| 64 | Self employed | 1/30/2019 3:26 PM |

# Q2 How many people work at your company?

Answered: 386    Skipped: 0
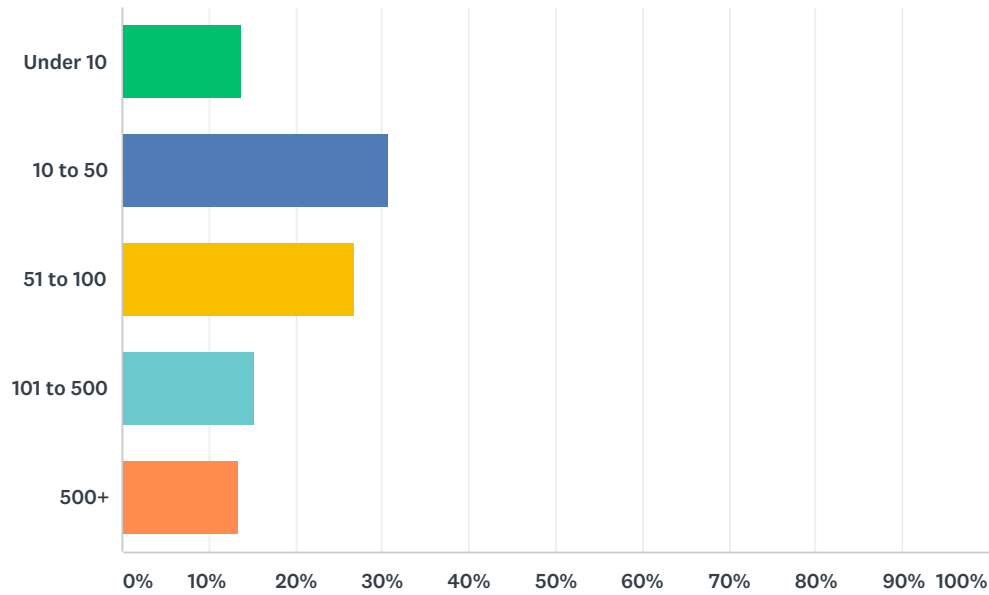
| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Under 10 | 13.73% | 53 |
| 10 to 50 | 30.83% | 119 |
| 51 to 100 | 26.68% | 103 |
| 101 to 500 | 15.28% | 59 |
| 500+ | 13.47% | 52 |
| TOTAL | | 386 |

# Q3 Which department best describes the one you work in?

Answered: 386     Skipped: 0
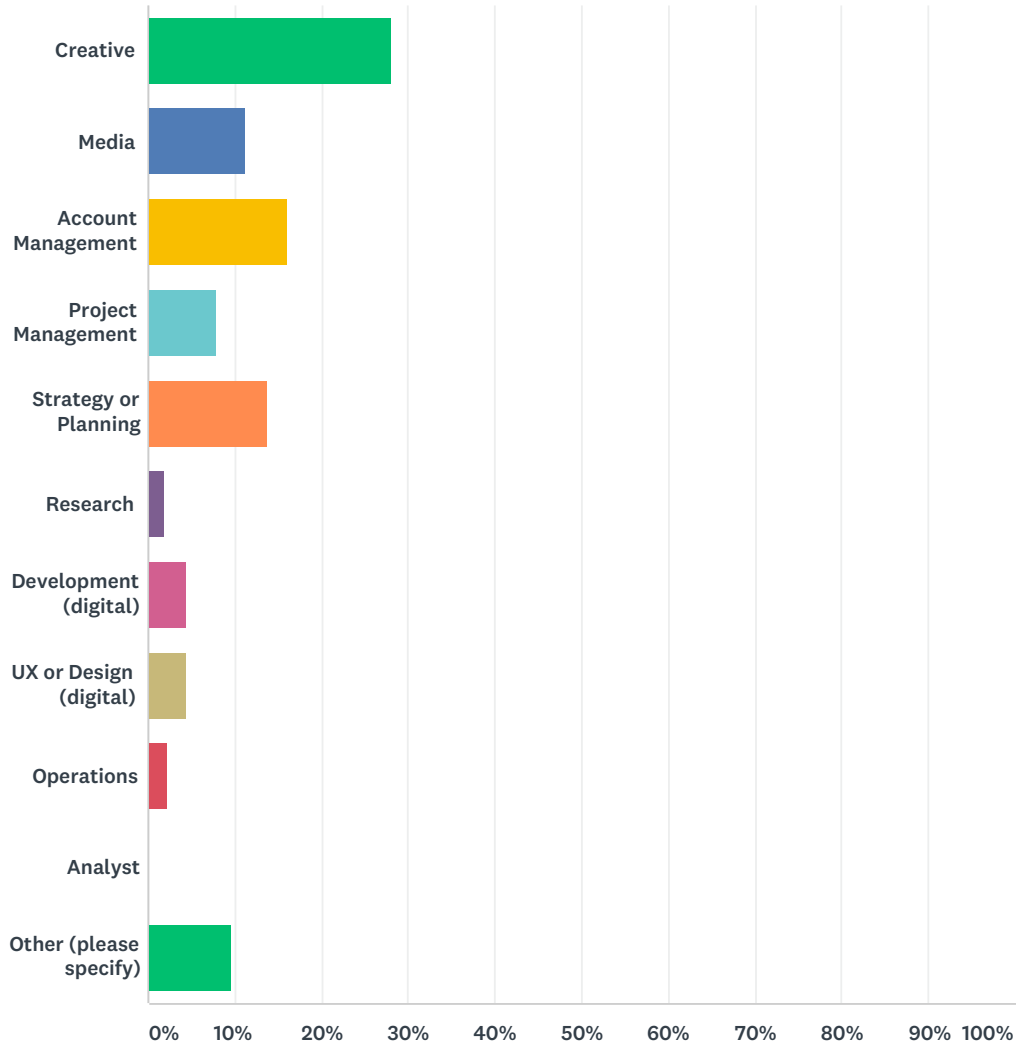


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Creative | 27.98% | 108 |
| Media | 11.40% | 44 |
| Account Management | 16.06% | 62 |
| Project Management | 8.03% | 31 |
| Strategy or Planning | 13.73% | 53 |
| Research | 1.81% | 7 |
| Development (digital) | 4.40% | 17 |
| UX or Design (digital) | 4.40% | 17 |
| Operations | 2.33% | 9 |
| Analyst | 0.26% | 1 |

| Other (please specify) | 9.59% | 37 |
|---|---|---|
| TOTAL | | 386 |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Internal marketing dept | 3/18/2019 3:32 AM |
| 2 | Analytics and data | 3/15/2019 11:21 AM |
| 3 | Marketing Communications centralized department | 3/15/2019 4:27 AM |
| 4 | Accounting | 3/14/2019 8:06 AM |
| 5 | The entire department of Marketing | 3/13/2019 10:28 PM |
| 6 | Owner | 3/13/2019 7:38 PM |
| 7 | Accounting | 3/12/2019 7:51 AM |
| 8 | Business Development | 3/11/2019 5:45 PM |
| 9 | Finance | 3/11/2019 1:27 PM |
| 10 | I run the entire internal marketing team; including creative, media, project management, strategy, R&D, Operations and Analysis | 3/11/2019 1:26 PM |
| 11 | Sales & Marketing | 3/11/2019 8:23 AM |
| 12 | Public Relations | 3/9/2019 6:46 PM |
| 13 | ad ops | 3/8/2019 2:51 PM |
| 14 | Sales | 3/8/2019 9:43 AM |
| 15 | Assistant | 3/8/2019 9:43 AM |
| 16 | sales | 3/8/2019 9:35 AM |
| 17 | Digital communications | 3/7/2019 7:30 PM |
| 18 | Marketing Manager | 3/7/2019 2:07 PM |
| 19 | owner - I do everything | 3/5/2019 12:11 PM |
| 20 | Instructor | 3/4/2019 1:06 PM |
| 21 | leadership | 2/27/2019 11:22 AM |
| 22 | Marketing | 2/22/2019 5:49 PM |
| 23 | Production | 2/21/2019 5:30 PM |
| 24 | Administration | 2/21/2019 3:16 PM |
| 25 | Production | 2/21/2019 2:10 PM |
| 26 | Corporate | 2/20/2019 10:55 AM |
| 27 | Marketing | 2/14/2019 10:15 PM |
| 28 | Self-Employed | 2/7/2019 10:07 AM |
| 29 | Marketing Team | 2/4/2019 3:49 PM |
| 30 | Corporate Marketing | 2/2/2019 11:50 PM |
| 31 | Marketing | 2/2/2019 9:33 PM |
| 32 | Marketing | 2/2/2019 10:52 AM |
| 33 | Principal | 1/31/2019 2:35 PM |
| 34 | media sales | 1/30/2019 7:06 PM |
| 35 | Marketing Communications | 1/30/2019 6:09 PM |
| 36 | Marketing | 1/30/2019 4:50 PM |

| 37 | President/Partner | 1/30/2019 2:49 PM |

# Q4 How many years have you been in the advertising industry?

Answered: 386    Skipped: 0
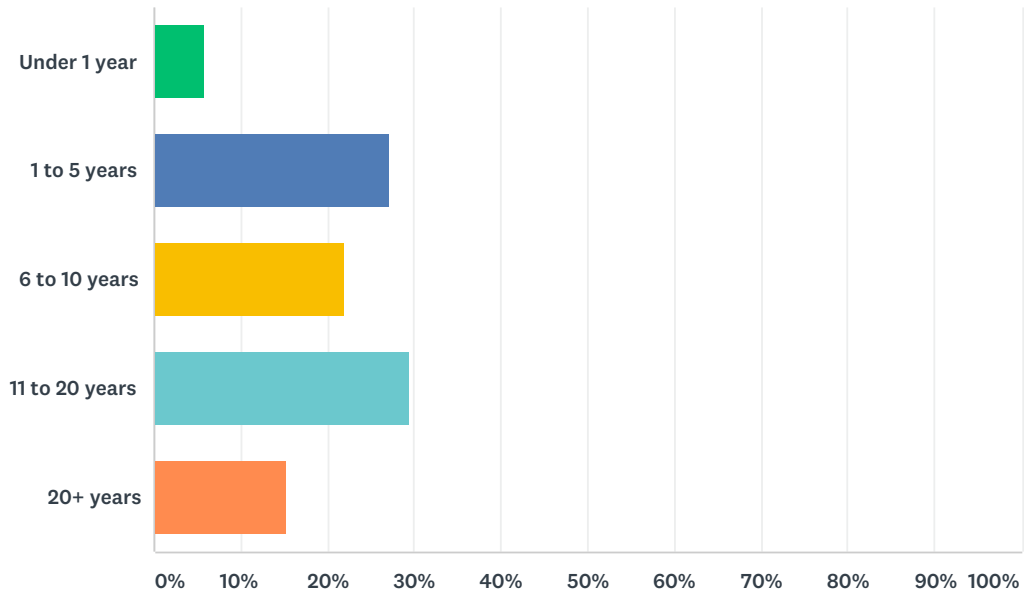


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Under 1 year | 5.96% | 23 |
| 1 to 5 years | 27.20% | 105 |
| 6 to 10 years | 22.02% | 85 |
| 11 to 20 years | 29.53% | 114 |
| 20+ years | 15.28% | 59 |
| TOTAL | | 386 |

# Q5 Where are you located?

Answered: 386     Skipped: 0
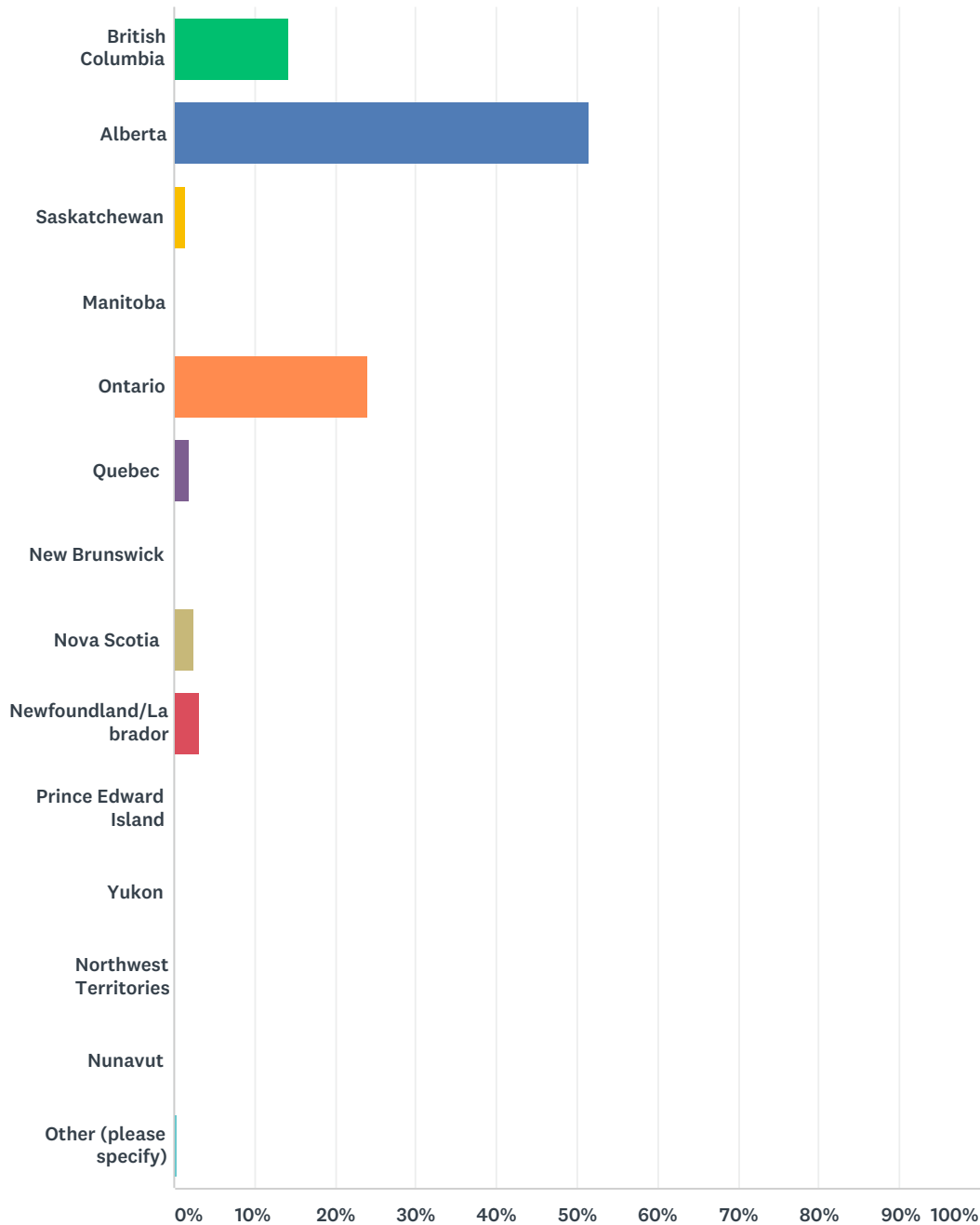


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| British Columbia | 14.25% | 55 |
| Alberta | 51.55% | 199 |
| Saskatchewan | 1.55% | 6 |
| Manitoba | 0.26% | 1 |
| Ontario | 24.09% | 93 |

| | | |
|---|---|---|
| Quebec | 1.81% | 7 |
| New Brunswick | 0.26% | 1 |
| Nova Scotia | 2.59% | 10 |
| Newfoundland/Labrador | 3.11% | 12 |
| Prince Edward Island | 0.00% | 0 |
| Yukon | 0.00% | 0 |
| Northwest Territories | 0.00% | 0 |
| Nunavut | 0.00% | 0 |
| Other (please specify) | 0.52% | 2 |
| TOTAL | | 386 |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Washington State | 2/21/2019 12:16 PM |
| 2 | China | 1/31/2019 1:48 AM |

# Q6 Which of the following best describes where you live?

Answered: 386    Skipped: 0
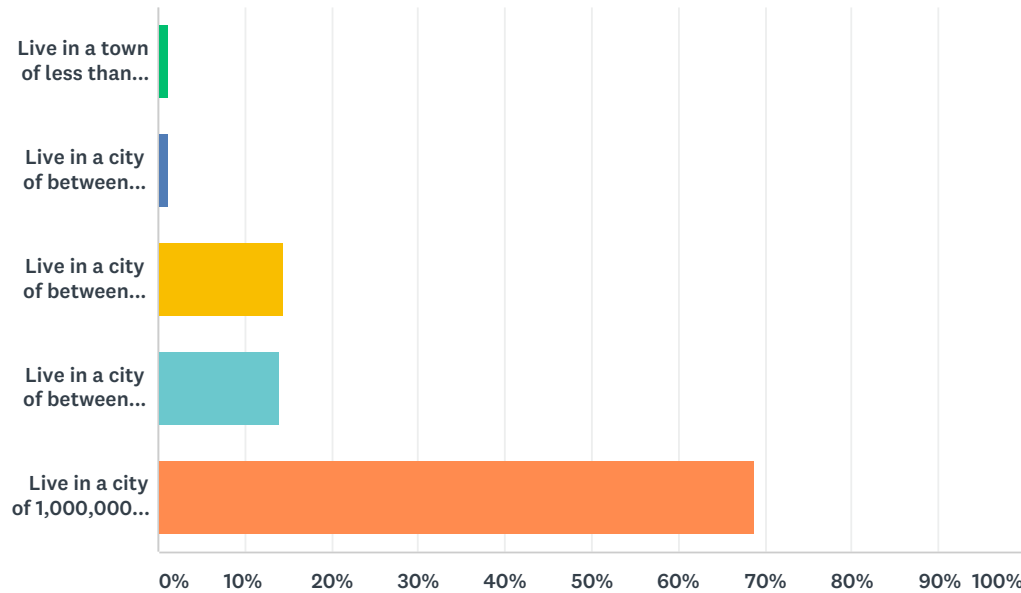


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Live in a town of less than 10,000 people | 1.30% | 5 |
| Live in a city of between 10,000 to less than 50,000 people | 1.30% | 5 |
| Live in a city of between 50,000 to less than 500,000 people | 14.51% | 56 |
| Live in a city of between 500,000 to less than 1,000,000 people | 13.99% | 54 |
| Live in a city of 1,000,000 people or more | 68.91% | 266 |
| TOTAL | | 386 |

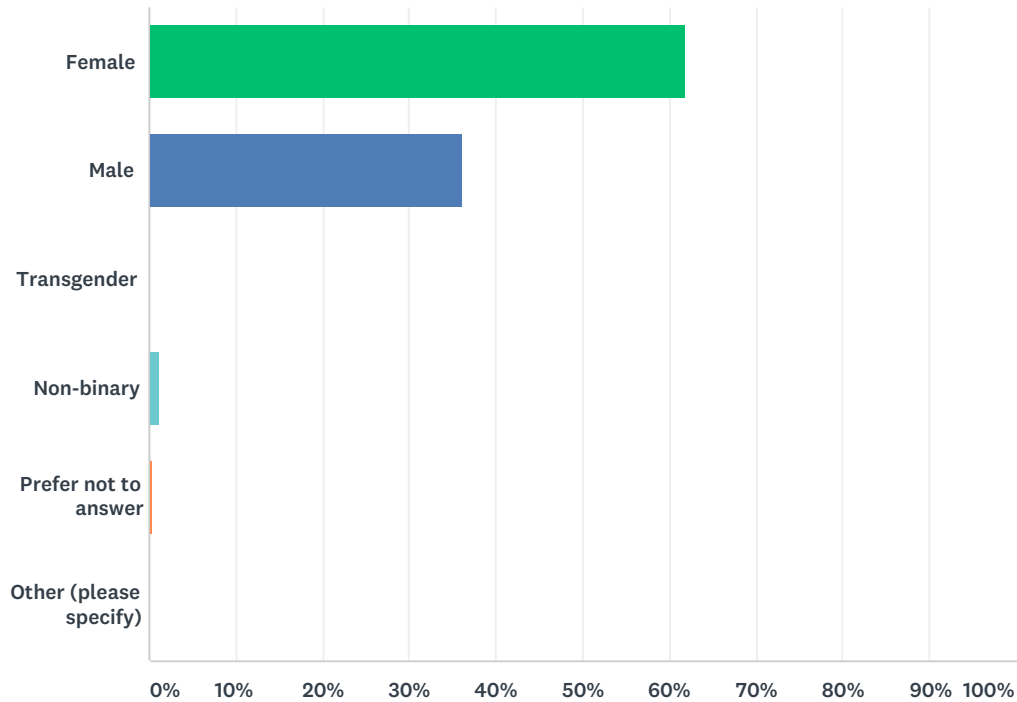# Q7 How often do you work from home or remote (e.g. a non-office location, like coffee shops, abroad, etc.)?

Answered: 386    Skipped: 0
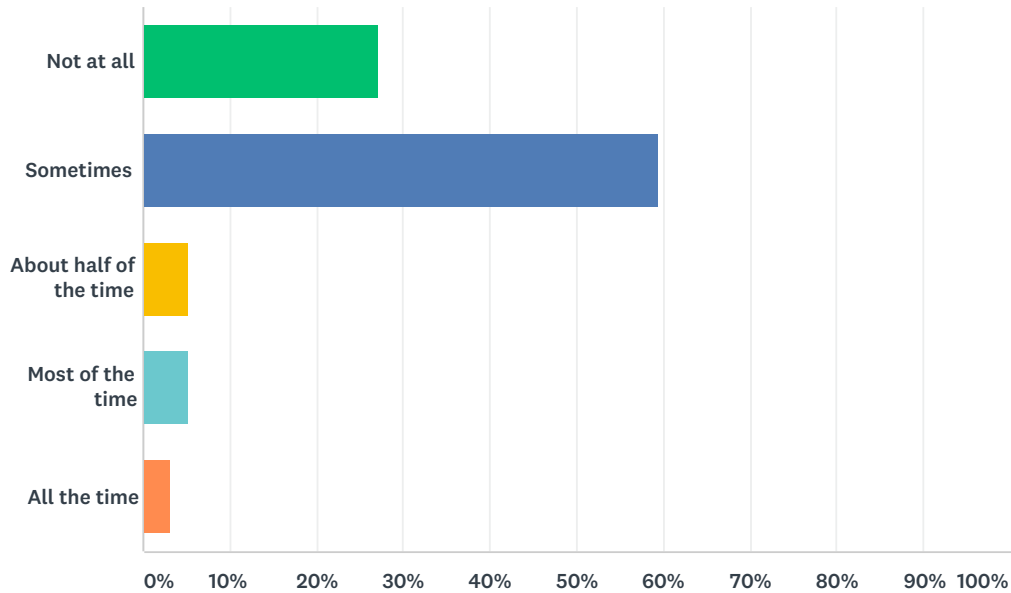


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Not at all | 27.20% | 105 |
| Sometimes | 59.33% | 229 |
| About half of the time | 5.18% | 20 |
| Most of the time | 5.18% | 20 |
| All the time | 3.11% | 12 |
| TOTAL | | 386 |

# Q8 How do you identify?

Answered: 386    Skipped: 0



| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Female | 61.92% | 239 |
| Male | 36.27% | 140 |
| Transgender | 0.00% | 0 |
| Non-binary | 1.30% | 5 |
| Prefer not to answer | 0.52% | 2 |
| Other (please specify) | 0.00% | 0 |
| TOTAL | | 386 |

| # | OTHER (PLEASE SPECIFY) | DATE |
| --- | --- | --- |
| | There are no responses. | |

# Q9 What age group do you fall into?

Answered: 386    Skipped: 0
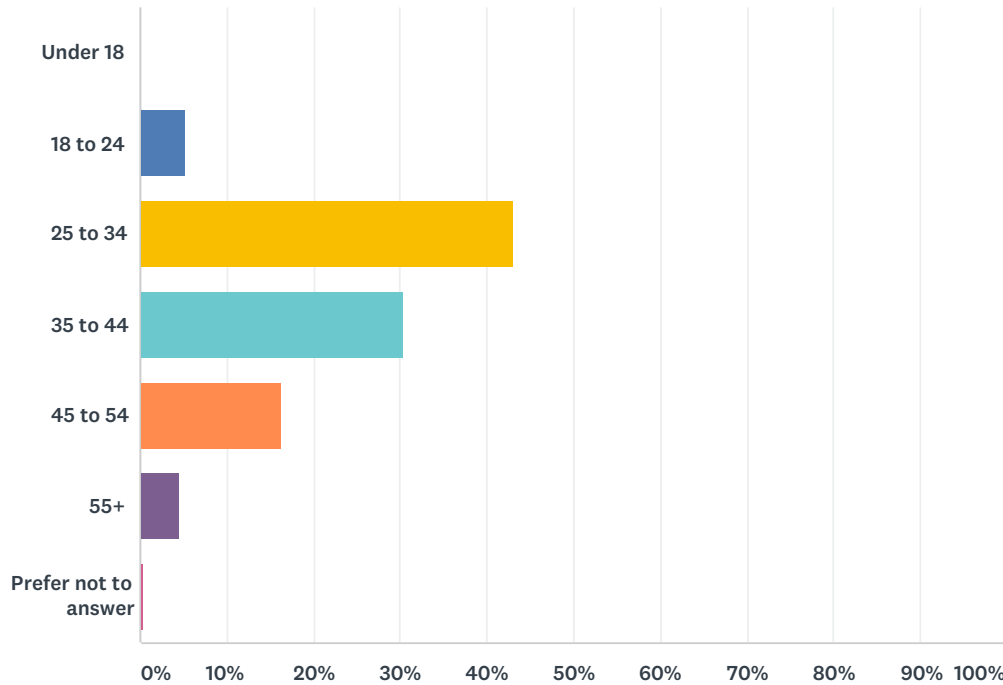


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Under 18 | 0.00% | 0 |
| 18 to 24 | 5.18% | 20 |
| 25 to 34 | 43.01% | 166 |
| 35 to 44 | 30.31% | 117 |
| 45 to 54 | 16.32% | 63 |
| 55+ | 4.66% | 18 |
| Prefer not to answer | 0.52% | 2 |
| TOTAL | | 386 |

# Q10 To your knowledge, have you dealt with any of the following mental health issues in the last year? Check all that apply.

Answered: 355    Skipped: 31
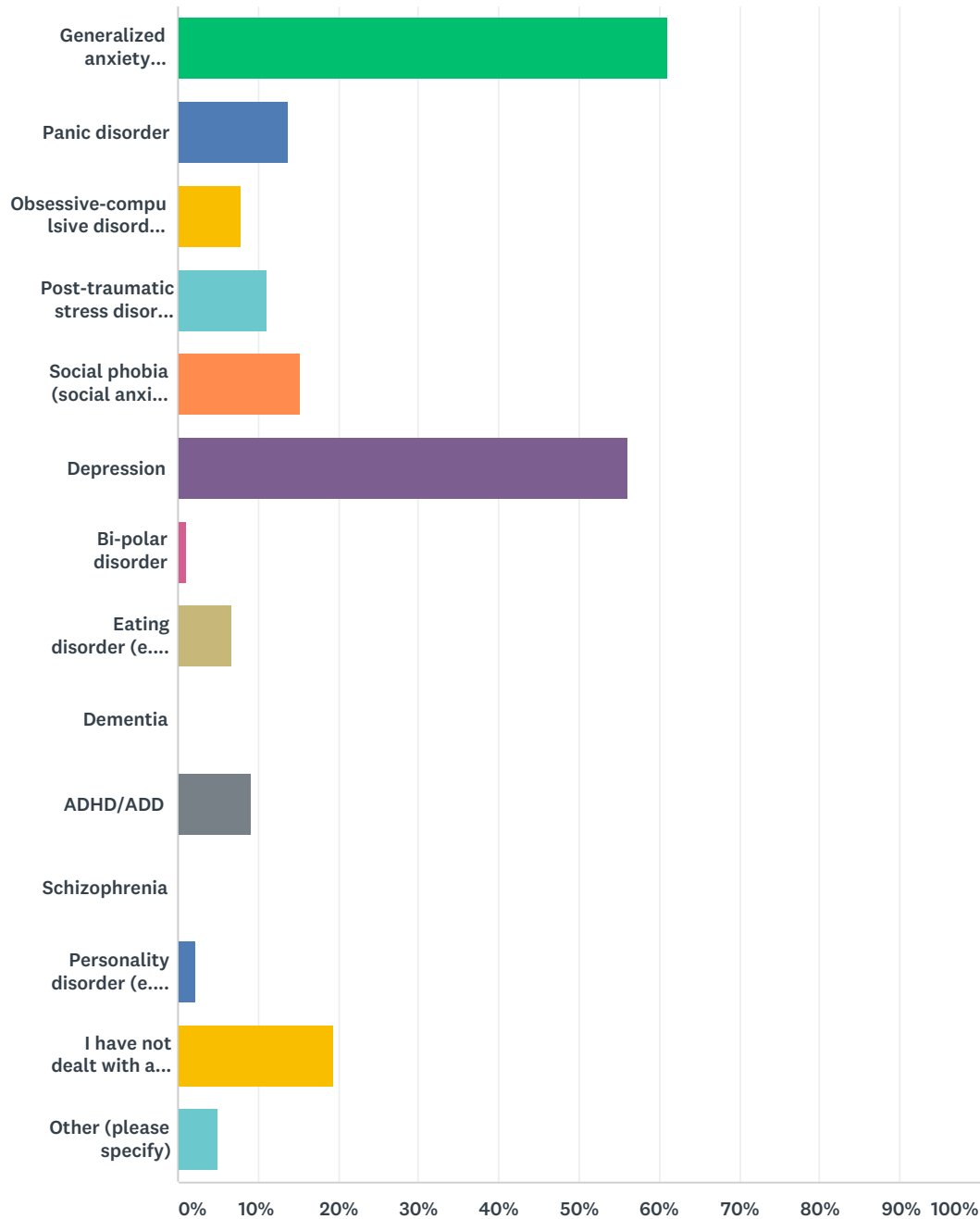


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Generalized anxiety disorder (anxiety-related) | 61.13% | 217 |
| Panic disorder | 13.80% | 49 |
| Obsessive-compulsive disorder (OCD) | 7.89% | 28 |
| Post-traumatic stress disorder (PTSD) | 10.99% | 39 |

| | | |
|---|---|---|
| Social phobia (social anxiety disorder) | 15.21% | 54 |
| Depression | 56.06% | 199 |
| Bi-polar disorder | 1.13% | 4 |
| Eating disorder (e.g. anorexia) | 6.76% | 24 |
| Dementia | 0.00% | 0 |
| ADHD/ADD | 9.30% | 33 |
| Schizophrenia | 0.28% | 1 |
| Personality disorder (e.g. antisocial, borderline) | 2.25% | 8 |
| I have not dealt with any mental health issues in the last year | 19.44% | 69 |
| Other (please specify) | 5.07% | 18 |
| Total Respondents: 355 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Stress / anxiety | 3/12/2019 12:23 PM |
| 2 | Severe stress | 3/11/2019 2:06 PM |
| 3 | low self esteem | 3/11/2019 10:32 AM |
| 4 | No | 3/11/2019 10:31 AM |
| 5 | nightmare, uncontrollable crying | 3/8/2019 10:17 AM |
| 6 | sleep deprivation | 3/8/2019 9:28 AM |
| 7 | Stress induced burnout | 3/4/2019 3:26 PM |
| 8 | drinking | 2/27/2019 11:24 AM |
| 9 | I am in recovery for a gambling addiction. | 2/22/2019 11:16 AM |
| 10 | sadness/loneliness | 2/21/2019 1:42 PM |
| 11 | Arthritis | 2/14/2019 10:18 PM |
| 12 | Anxiety disorder (not generalized) | 2/14/2019 2:12 PM |
| 13 | Seasonal depression | 2/6/2019 5:39 PM |
| 14 | Post parting depression | 2/2/2019 12:42 PM |
| 15 | anxiety | 2/1/2019 10:37 AM |
| 16 | Autism | 2/1/2019 2:03 AM |
| 17 | Using food to numb feelings | 1/30/2019 10:59 PM |
| 18 | Burnout | 1/30/2019 9:05 PM |

## Q11 Did you experience any of these mental health issue(s) before getting into advertising?

Answered: 355    Skipped: 31
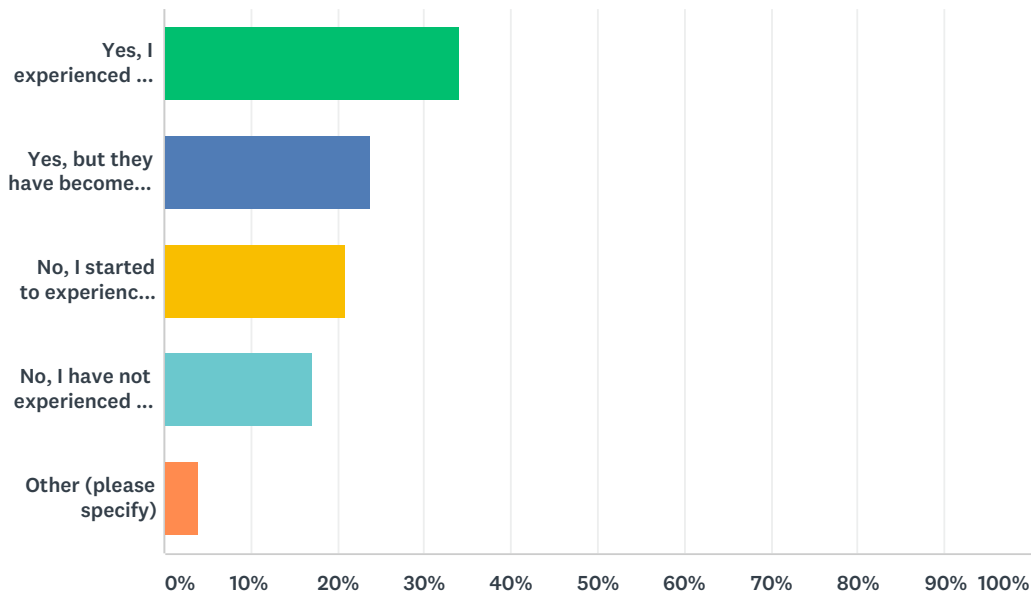


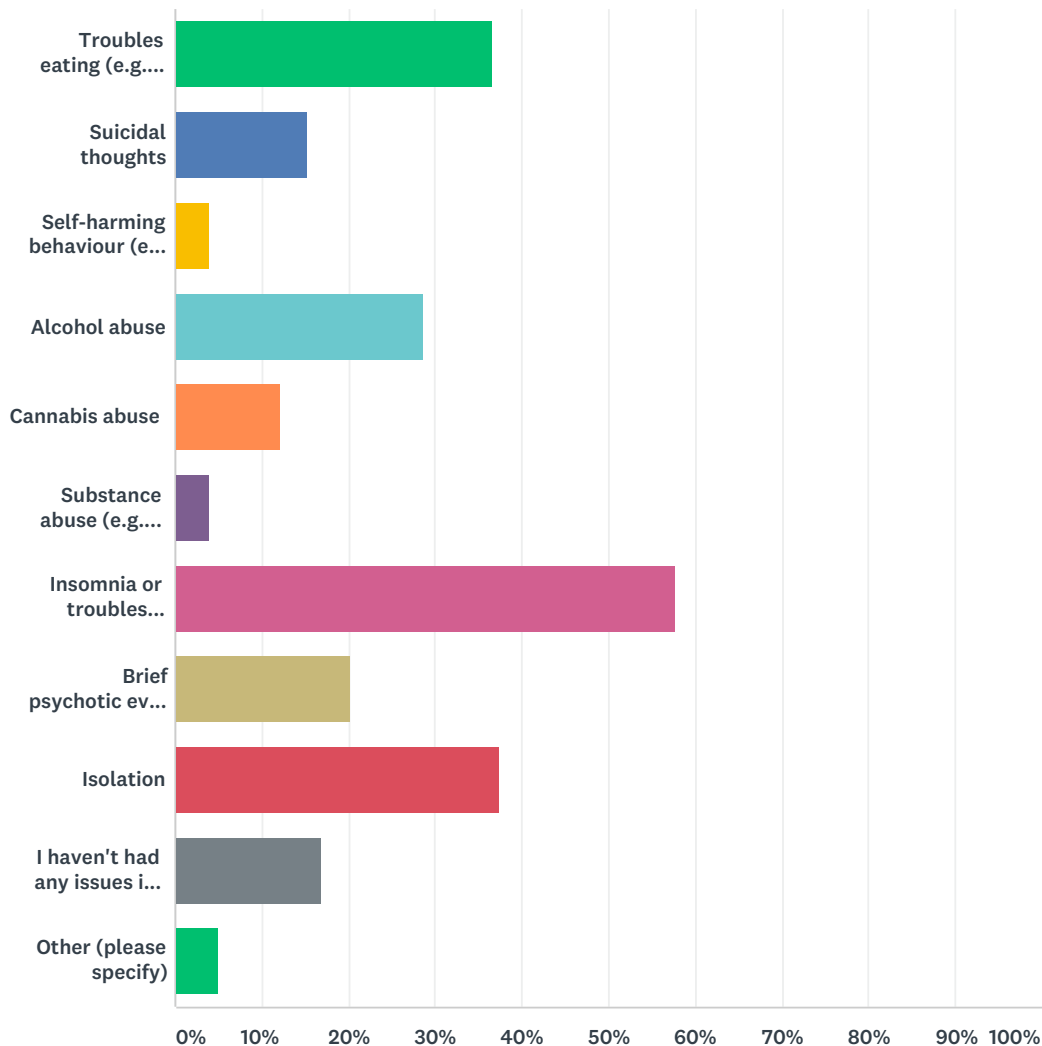| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Yes, I experienced at least one issue before getting into marketing or advertising | 34.08% | 121 |
| Yes, but they have become more severe since being in advertising or marketing | 23.94% | 85 |
| No, I started to experience these once I got into advertising and marketing | 20.85% | 74 |
| No, I have not experienced any mental health issues | 17.18% | 61 |
| Other (please specify) | 3.94% | 14 |
| TOTAL | | 355 |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | No | 3/15/2019 11:55 AM |
| 2 | Not in advertising | 3/14/2019 8:07 AM |
| 3 | I experienced one of the issues before but the other one has only started becoming apparent since I started in advertising and marketing | 3/11/2019 1:27 PM |
| 4 | No | 3/11/2019 10:31 AM |
| 5 | I did but I didn't know that that's what it was till recently | 3/11/2019 10:29 AM |
| 6 | I experienced these issues previously but didn't understand them as mental health issues until later | 3/8/2019 8:28 PM |
| 7 | Not in the industry but in the current organization that I am with | 3/8/2019 10:17 AM |
| 8 | No | 2/21/2019 5:35 PM |
| 9 | These issues were brought on due to the death of my spouse. They are not work related. My organization has been extremely supportive of me during this hard time. | 2/20/2019 10:59 AM |
| 10 | All | 2/19/2019 9:15 PM |

| 11 | I started at 21, not that I'm aware of | 2/7/2019 10:08 AM |
| 12 | I experienced issues before I got into advertising, but didn't know it was depression | 2/1/2019 2:33 PM |
| 13 | Cannot remember | 1/31/2019 10:18 AM |
| 14 | before I was in the industry, related to health issues | 1/30/2019 3:10 PM |

# Q12 Have you dealt with any of the following challenges related to your mental health in the last year? Check all that apply.

Answered: 355    Skipped: 31



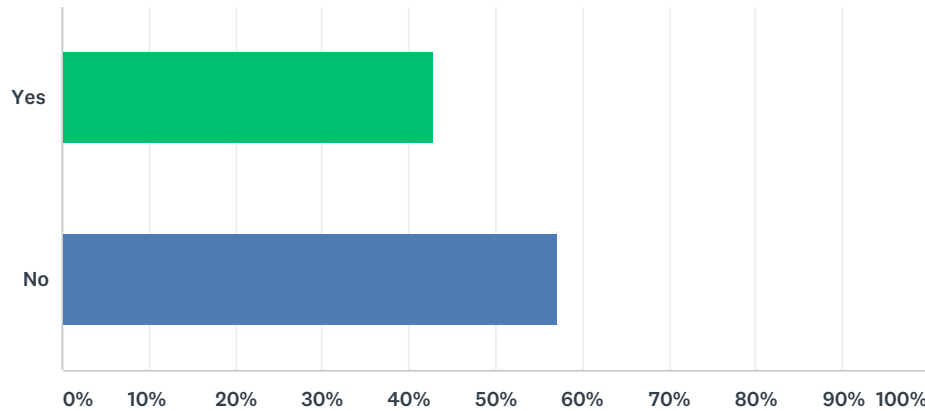| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Troubles eating (e.g. over or under-eating) | 36.62% | 130 |
| Suicidal thoughts | 15.21% | 54 |
| Self-harming behaviour (e.g. cutting) | 3.94% | 14 |
| Alcohol abuse | 28.73% | 102 |
| Cannabis abuse | 12.11% | 43 |
| Substance abuse (e.g. other drugs) | 3.94% | 14 |
| Insomnia or troubles sleeping | 57.75% | 205 |
| Brief psychotic event (e.g. breakdown) | 20.28% | 72 |
| Isolation | 37.46% | 133 |

| I haven't had any issues in the last year | 16.90% | 60 |
|---|---|---|
| Other (please specify) | 5.07% | 18 |
| Total Respondents: 355 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | No | 3/15/2019 11:55 AM |
| 2 | anxiety | 3/11/2019 4:11 PM |
| 3 | Other | 3/11/2019 1:51 PM |
| 4 | Note* I feel abuse isn't an accurate term, however I consume more alcohol than I used to | 3/11/2019 1:29 PM |
| 5 | Probably drink too much, but not sure i'd put this down to work. | 3/11/2019 11:15 AM |
| 6 | No | 3/11/2019 10:31 AM |
| 7 | Losing confidence, indecisive, trouble speaking in meeting or conversing with others | 3/8/2019 10:17 AM |
| 8 | panic attacks | 3/6/2019 11:22 AM |
| 9 | Compulsive behaviour. | 3/5/2019 9:57 AM |
| 10 | brain fog, concentration problems, memory/learning retention | 2/28/2019 2:19 PM |
| 11 | Panick attacks | 2/28/2019 9:36 AM |
| 12 | Criminal incident | 2/21/2019 5:35 PM |
| 13 | Anxiety over work issues | 2/2/2019 12:42 PM |
| 14 | conversion disorder | 2/1/2019 2:03 AM |
| 15 | Grieving | 2/1/2019 12:18 AM |
| 16 | Mood disorder | 1/30/2019 11:49 PM |
| 17 | Change in mood and not wanting to be around people | 1/30/2019 5:20 PM |
| 18 | health issues related to stress | 1/30/2019 3:10 PM |

# Q13 Have you sought professional help for mental health issues (e.g. therapy) in the last year?
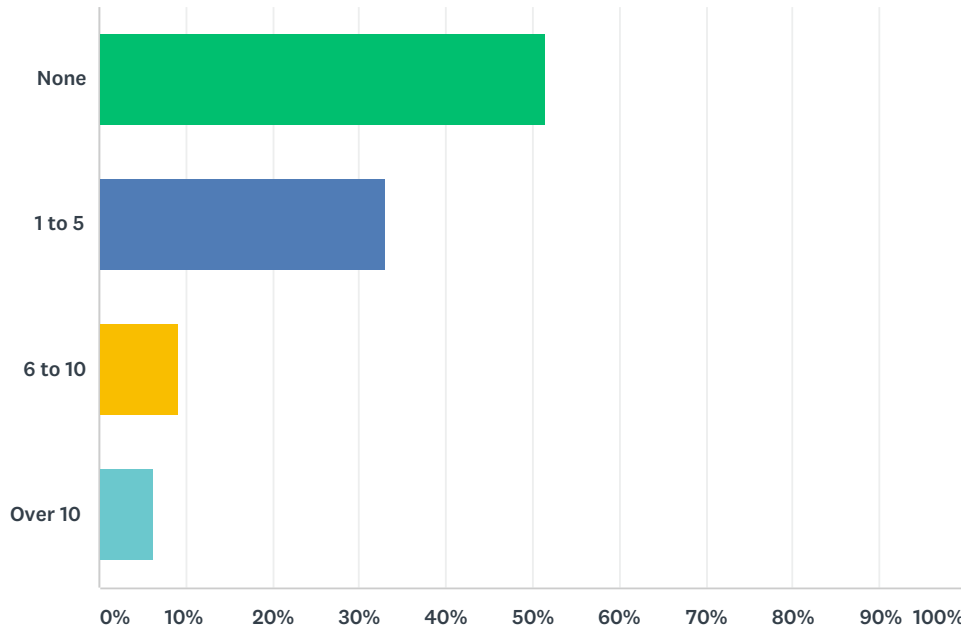
Answered: 355    Skipped: 31



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Yes | 42.82% | 152 |
| No | 57.18% | 203 |
| TOTAL | | 355 |

## Q14 About how many days have you lost at work because of mental health reasons in the last year?

Answered: 355    Skipped: 31



| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| None | 51.55% | 183 |
| 1 to 5 | 32.96% | 117 |
| 6 to 10 | 9.30% | 33 |
| Over 10 | 6.20% | 22 |
| TOTAL | | 355 |

# Q15 Have you ever called into work sick for mental health issues (while in advertising or marketing)?
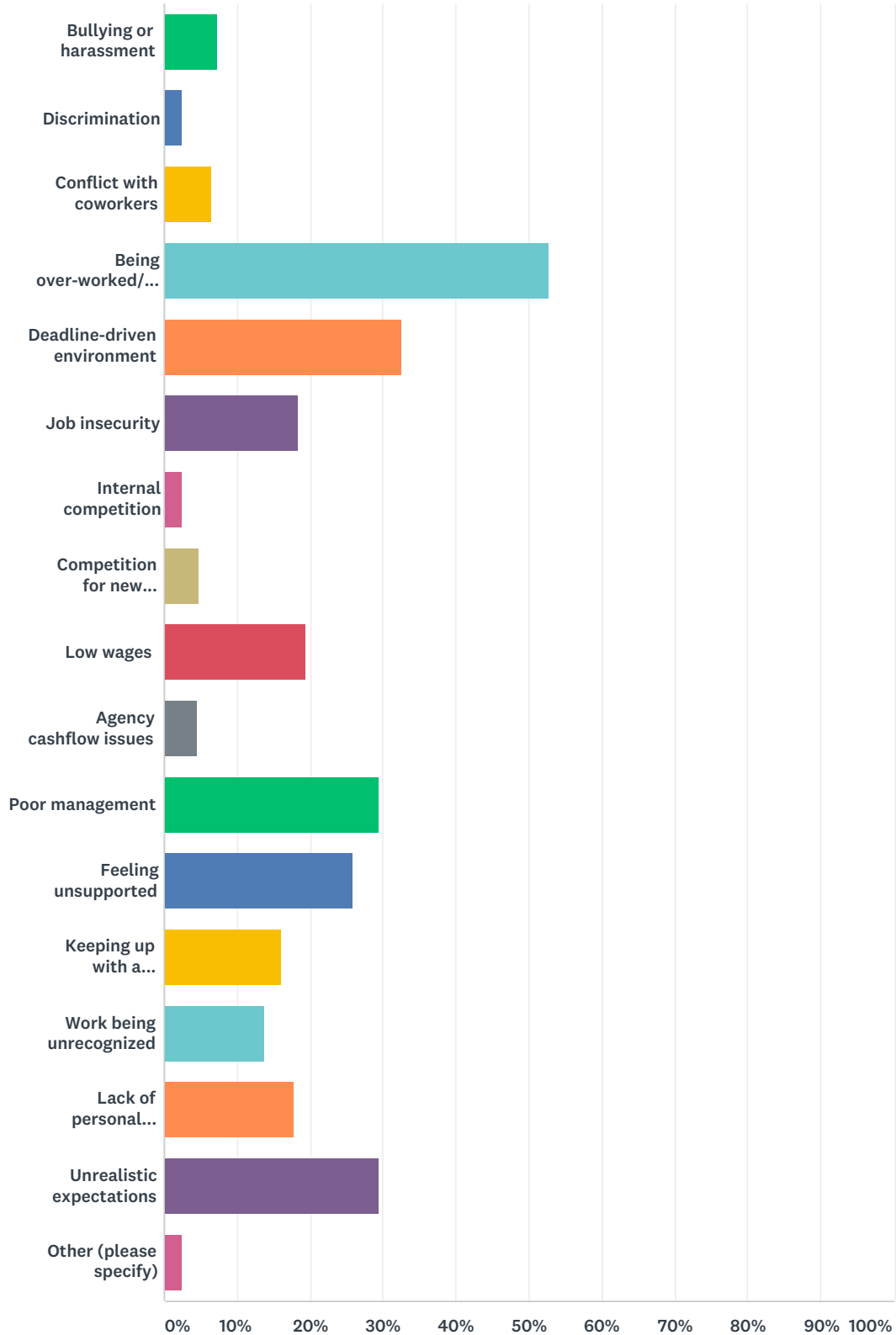
Answered: 355    Skipped: 31
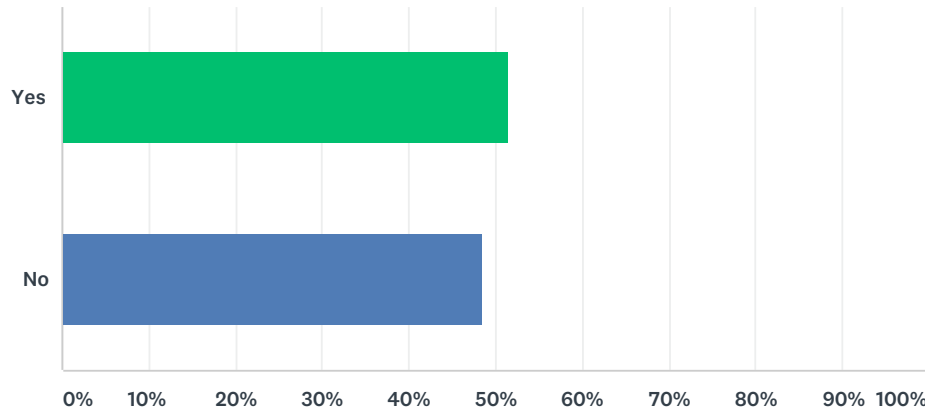


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Yes | 51.55% | 183 |
| No | 48.45% | 172 |
| TOTAL | | 355 |

## Q16 What do you think are the top job-related stress factors that contribute to mental health issues among employees in the advertising and marketing industries? Select up to 3.

Answered: 355     Skipped: 31

# Mental Health in Canadian Advertising & Marketing



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Bullying or harassment | 7.32% | 26 |
| Discrimination | 2.54% | 9 |
| Conflict with coworkers | 6.48% | 23 |

| | | |
|---|---|---|
| Being over-worked/overtime | 52.68% | 187 |
| Deadline-driven environment | 32.68% | 116 |
| Job insecurity | 18.31% | 65 |
| Internal competition | 2.54% | 9 |
| Competition for new business | 4.79% | 17 |
| Low wages | 19.44% | 69 |
| Agency cashflow issues | 4.51% | 16 |
| Poor management | 29.58% | 105 |
| Feeling unsupported | 25.92% | 92 |
| Keeping up with a constantly evolving industry | 16.06% | 57 |
| Work being unrecognized | 13.80% | 49 |
| Lack of personal purpose | 17.75% | 63 |
| Unrealistic expectations | 29.58% | 105 |
| Other (please specify) | 2.54% | 9 |
| Total Respondents: 355 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Sexual harassment | 3/18/2019 3:35 AM |
| 2 | related to unrealistic expectations, it's the need to be better, faster, smarter than your last project | 3/12/2019 9:58 AM |
| 3 | My wife was having an affair with her boss, which coincided with her career accelerating, while she and her boss were direct competitors of mine, and his wife was a client we all competed with for business. This causes 2 divorces and a custody battle where children were used to protect the affair, careers and business interests of my wife and her boss/lover and damage me and the companies I represent. My now ex wife is now the CEO of a major media agency. | 3/11/2019 5:58 PM |
| 4 | Fear of admitting I have a mental illness because I'll be seen as unreliable/unstable | 3/9/2019 7:43 AM |
| 5 | Client demands | 3/8/2019 3:11 PM |
| 6 | No comment N/A | 2/19/2019 9:15 PM |
| 7 | Overall feeling of insecurity and worthlessness, fed by lack of support or recognition | 2/1/2019 2:33 PM |
| 8 | I think the industry as a whole attracts creative thinkers, most of which come already with sensativities of mental health. I think the stresses of agency structure create triggers and can amplify issues. | 1/31/2019 10:41 PM |
| 9 | Unrealistic, unappreciative clients | 1/30/2019 5:20 PM |

# Q17 At my organization, management is completely unaware of mental health issues in the workplace.
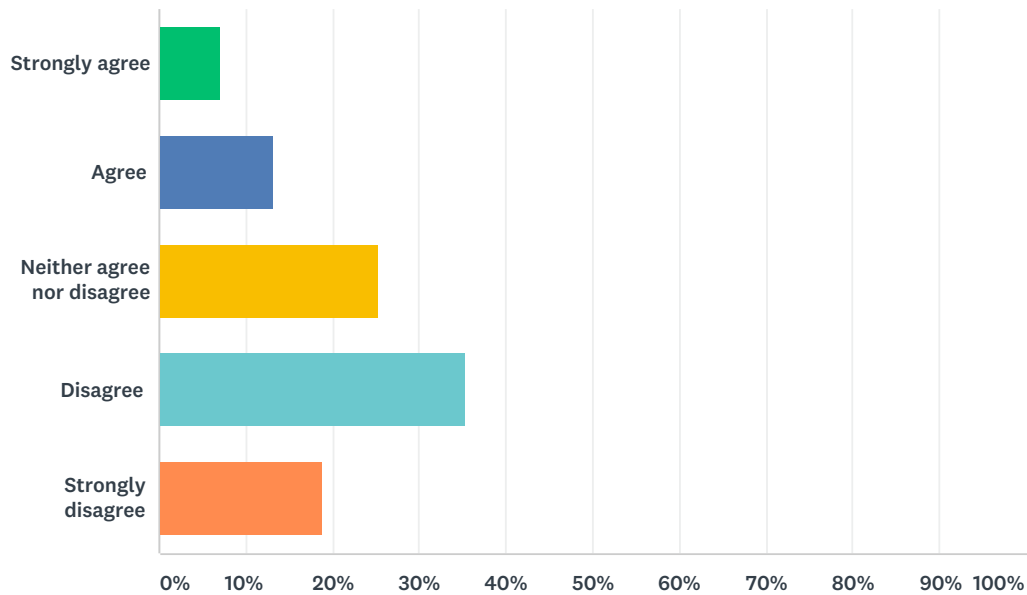
Answered: 347    Skipped: 39
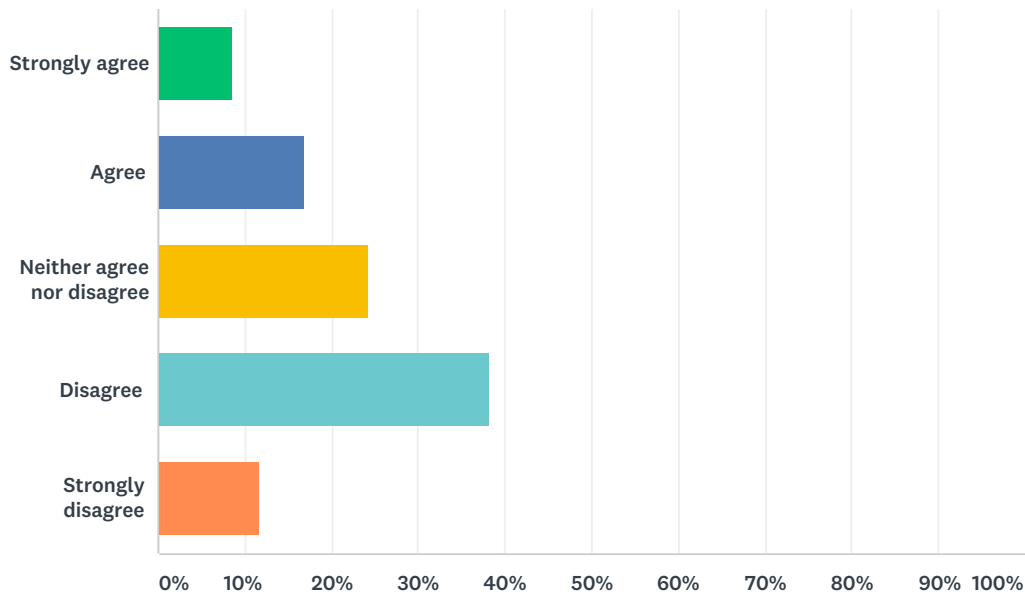


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Strongly agree | 8.65% | 30 |
| Agree | 17.00% | 59 |
| Neither agree nor disagree | 24.21% | 84 |
| Disagree | 38.33% | 133 |
| Strongly disagree | 11.82% | 41 |
| TOTAL | | 347 |

# Q18 At my organization, management is aware of mental health issues in the workplace, but is unsupportive or discriminatory towards them.
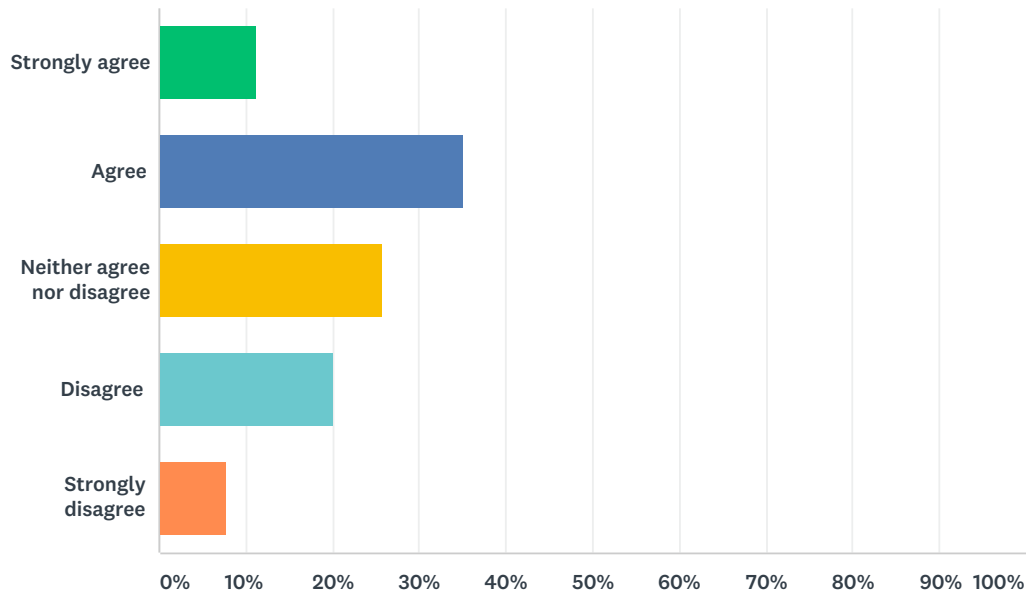
Answered: 347    Skipped: 39



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Strongly agree | 7.20% | 25 |
| Agree | 13.26% | 46 |
| Neither agree nor disagree | 25.36% | 88 |
| Disagree | 35.45% | 123 |
| Strongly disagree | 18.73% | 65 |
| TOTAL | | 347 |

# Q19 At my organization, management is aware of mental health issues in the workplace, and is supportive towards them (e.g. provides personal time off, creates a culture of safety to express issues, has mental health policies in place).
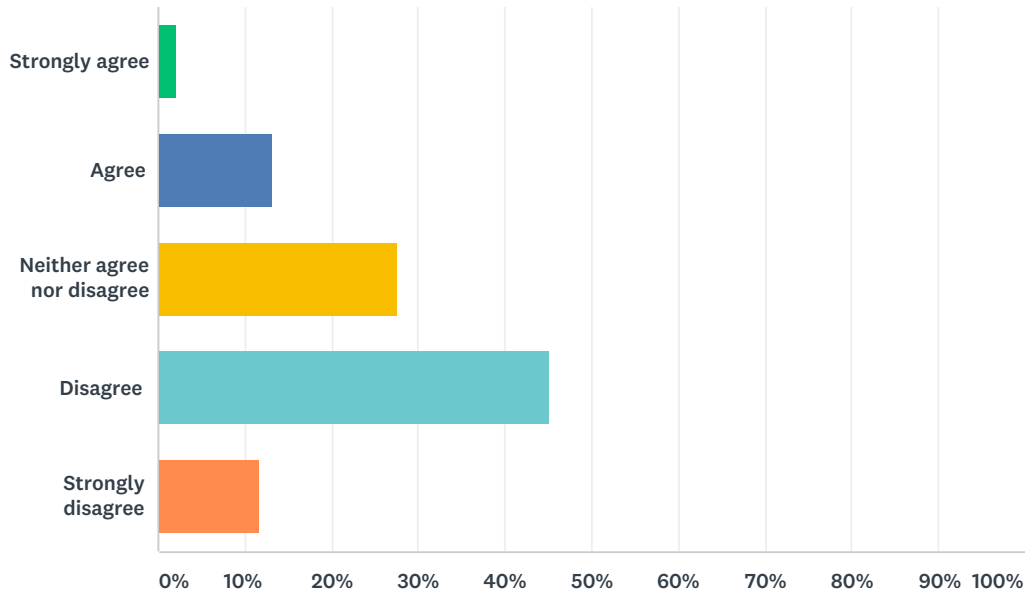
Answered: 347    Skipped: 39



| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Strongly agree | 11.24% | 39 |
| Agree | 35.16% | 122 |
| Neither agree nor disagree | 25.65% | 89 |
| Disagree | 20.17% | 70 |
| Strongly disagree | 7.78% | 27 |
| TOTAL | | 347 |

# Q20 At my organization, my co-workers are completely unaware of mental health issues in the workplace.

Answered: 347    Skipped: 39



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Strongly agree | 2.02% | 7 |
| Agree | 13.26% | 46 |
| Neither agree nor disagree | 27.67% | 96 |
| Disagree | 45.24% | 157 |
| Strongly disagree | 11.82% | 41 |
| TOTAL | | 347 |

# Q21 At my organization, my co-workers are aware of mental health issues in the workplace, but are unsupportive or discriminatory towards them.

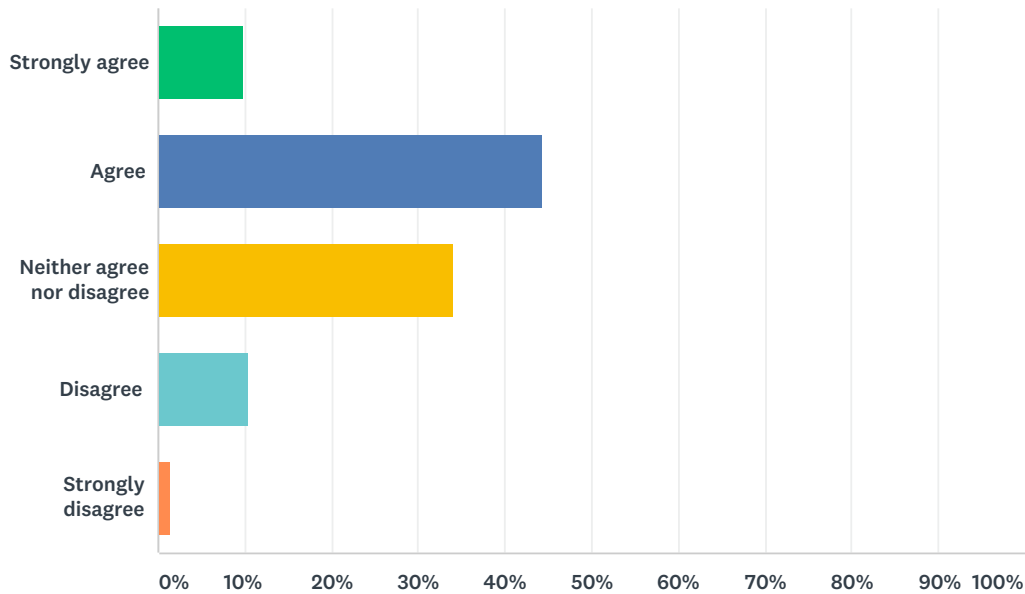Answered: 347   Skipped: 39
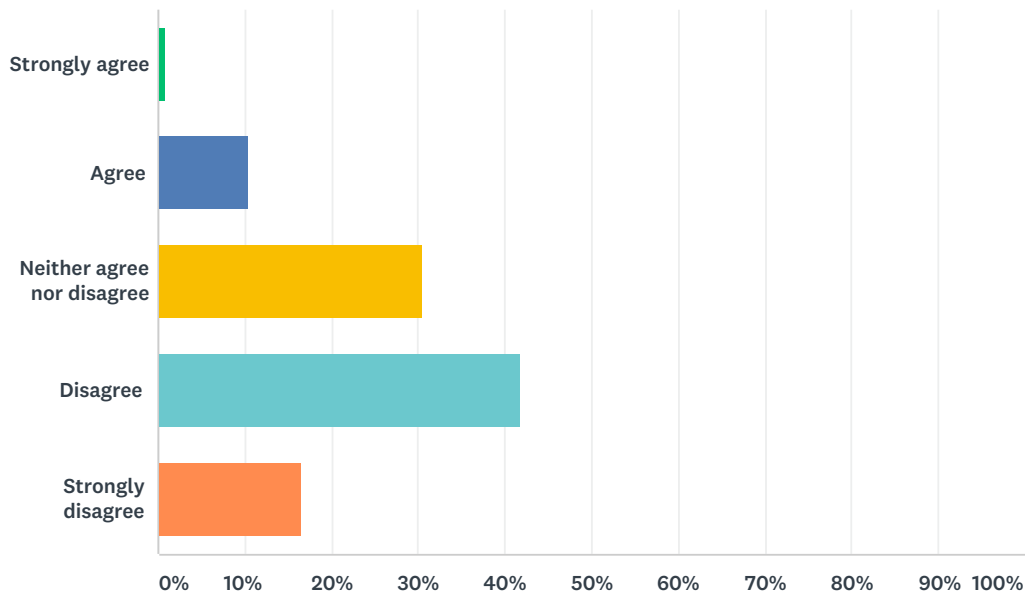


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Strongly agree | 0.86% | 3 |
| Agree | 10.37% | 36 |
| Neither agree nor disagree | 30.55% | 106 |
| Disagree | 41.79% | 145 |
| Strongly disagree | 16.43% | 57 |
| TOTAL | | 347 |

# Q22 At my organization, my co-workers are aware of mental health issues in the workplace, and are supportive of them (e.g. openly talk about issues with each other, help with workloads is someone is overwhelmed).

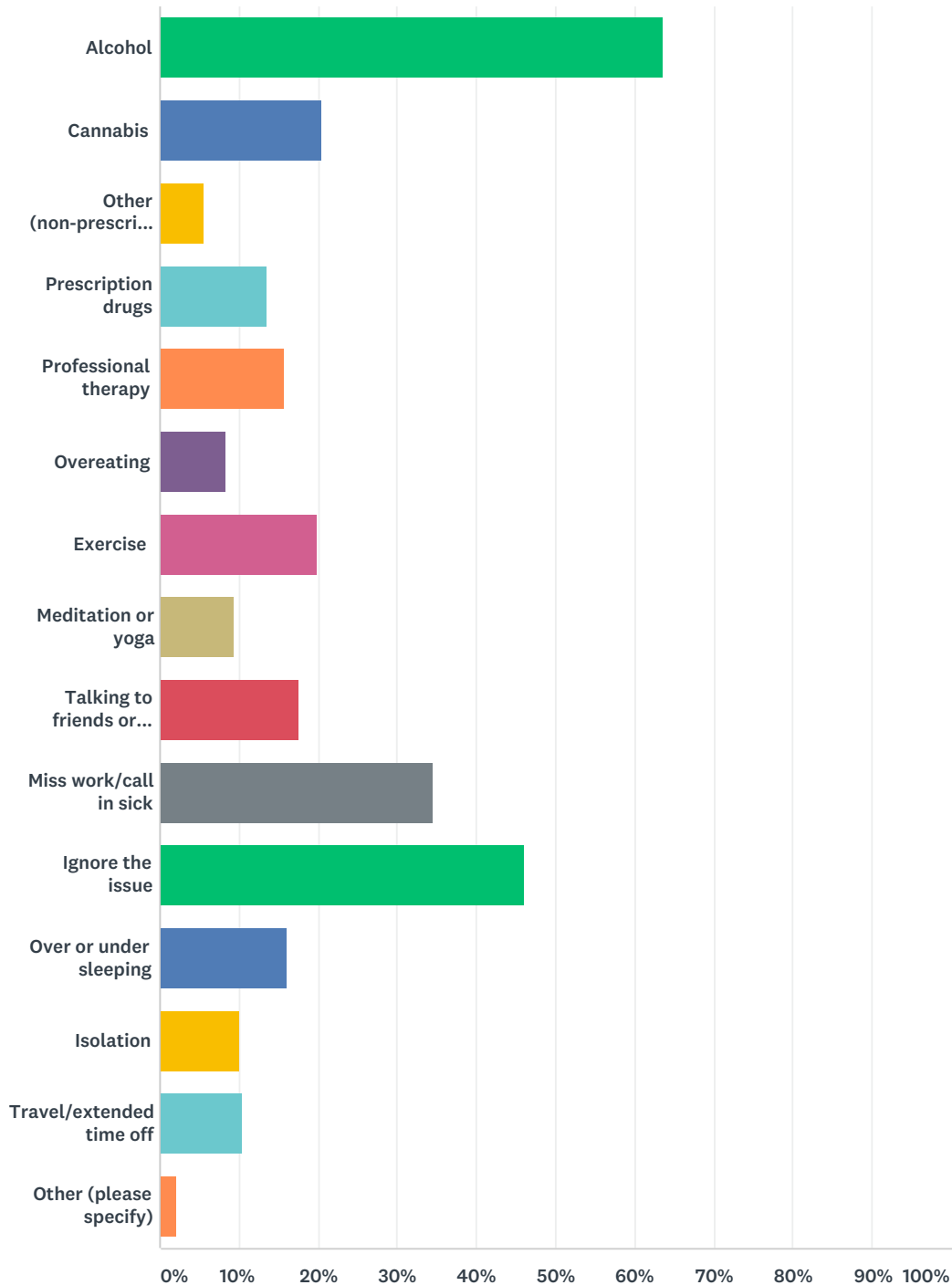Answered: 347    Skipped: 39



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Strongly agree | 9.80% | 34 |
| Agree | 44.38% | 154 |
| Neither agree nor disagree | 34.01% | 118 |
| Disagree | 10.37% | 36 |
| Strongly disagree | 1.44% | 5 |
| TOTAL | | 347 |

## Q23 How do you think people in your industry commonly cope with mental health issues (or how do you)? Select up to 3.

Answered: 337    Skipped: 49



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Alcohol | 63.50% | 214 |
| Cannabis | 20.47% | 69 |

| | | |
|---|---|---|
| Other (non-prescribed) drugs | 5.64% | 19 |
| Prescription drugs | 13.65% | 46 |
| Professional therapy | 15.73% | 53 |
| Overeating | 8.31% | 28 |
| Exercise | 19.88% | 67 |
| Meditation or yoga | 9.50% | 32 |
| Talking to friends or family | 17.51% | 59 |
| Miss work/call in sick | 34.42% | 116 |
| Ignore the issue | 45.99% | 155 |
| Over or under sleeping | 16.02% | 54 |
| Isolation | 10.09% | 34 |
| Travel/extended time off | 10.39% | 35 |
| Other (please specify) | 2.08% | 7 |
| Total Respondents: 337 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | They don't deal with it, they ignore it until it's too late | 3/8/2019 8:32 PM |
| 2 | Jesus | 3/8/2019 3:18 PM |
| 3 | I would say "overeating" but would specify the food consumed becomes less healthy as people become more stressed out. People eat more "comfort" food. | 3/8/2019 1:14 PM |
| 4 | more than three here! Cannabis - Alcohol and miss work + call in sick | 3/5/2019 11:24 AM |
| 5 | Self help books | 2/19/2019 4:08 PM |
| 6 | switch jobs in hope of better conditions | 2/15/2019 10:41 AM |
| 7 | Challenging to comment on the behaviour of others for an issue many keep private | 1/31/2019 12:19 PM |

## Q24 Now think about how people in your industry should cope with mental health issues. Select up to 3.

Answered: 337    Skipped: 49
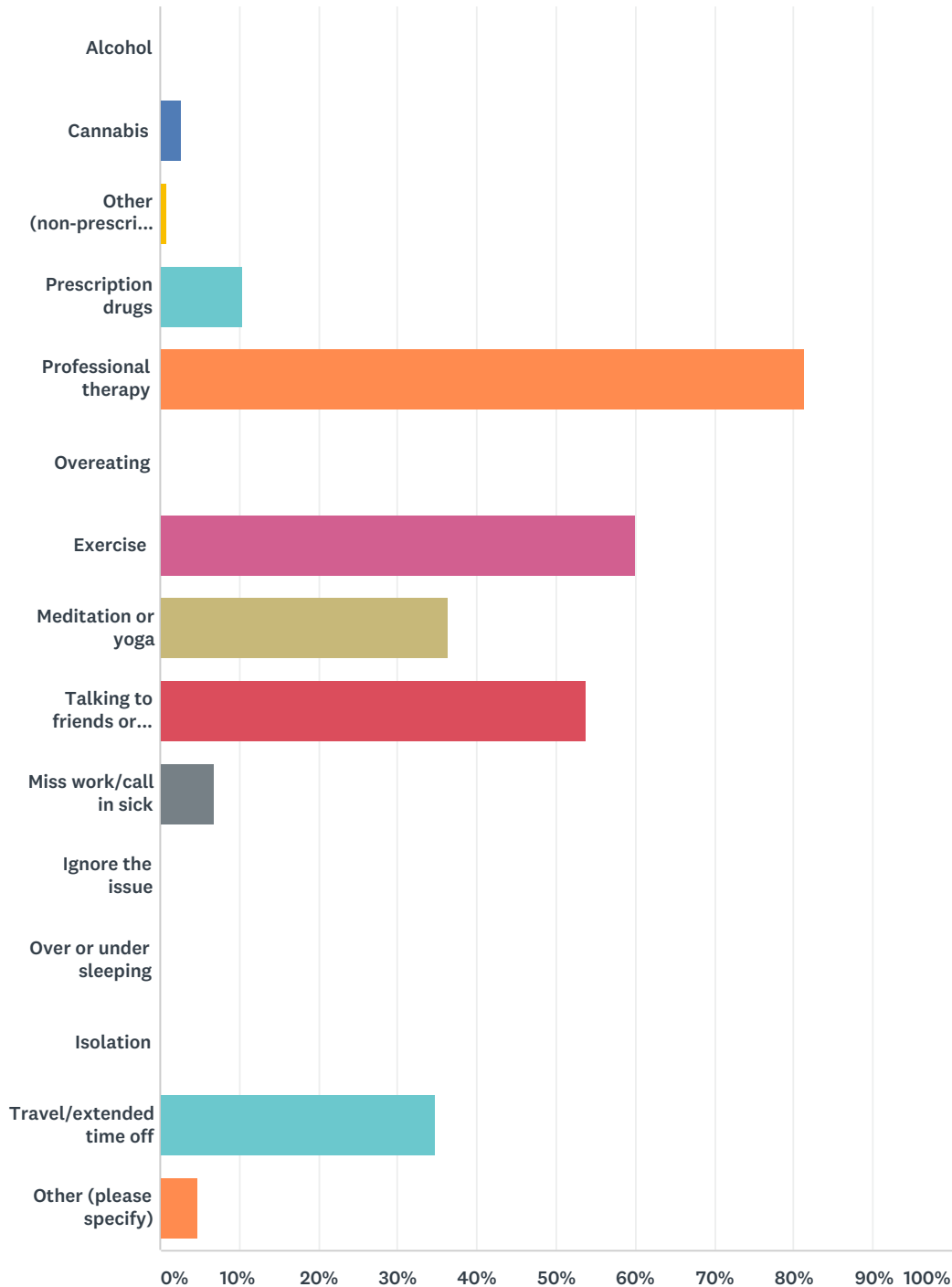


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Alcohol | 0.00% | 0 |
| Cannabis | 2.67% | 9 |

| | | |
|---|---|---|
| Other (non-prescribed) drugs | 0.89% | 3 |
| Prescription drugs | 10.39% | 35 |
| Professional therapy | 81.31% | 274 |
| Overeating | 0.00% | 0 |
| Exercise | 59.94% | 202 |
| Meditation or yoga | 36.50% | 123 |
| Talking to friends or family | 53.71% | 181 |
| Miss work/call in sick | 6.82% | 23 |
| Ignore the issue | 0.30% | 1 |
| Over or under sleeping | 0.00% | 0 |
| Isolation | 0.00% | 0 |
| Travel/extended time off | 34.72% | 117 |
| Other (please specify) | 4.75% | 16 |
| Total Respondents: 337 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Actually enforce professional codes of conduct and put families first instead of reward sociopaths who will do ANYTHING to succeed, profit, advance their careers and destroy the competition | 3/11/2019 6:06 PM |
| 2 | I don't believe in prescribing my own beliefs into how someone should handle themselves | 3/11/2019 1:55 PM |
| 3 | Fix the root causes of the problem to help eliminate the issues in the first place instead of masking them | 3/11/2019 1:31 PM |
| 4 | Flex time for appointments | 3/11/2019 12:04 PM |
| 5 | Talking to co-workers or bosses | 3/8/2019 8:32 PM |
| 6 | Find Jesus | 3/8/2019 3:18 PM |
| 7 | People "should" be able to discuss their personal situation with their supervisor/manager and/or HR person and believe they will be taken seriously; be supported; and all will be done in confidence. | 3/8/2019 1:14 PM |
| 8 | Talking with management | 3/8/2019 12:01 AM |
| 9 | peer / industry groups | 3/6/2019 6:58 AM |
| 10 | Change jobs/industry | 3/6/2019 12:50 AM |
| 11 | Talk more openly with colleagues, management | 3/4/2019 12:43 PM |
| 12 | Proactively raise awareness across organization through HR | 2/15/2019 10:41 AM |
| 13 | work from home | 2/1/2019 2:05 AM |
| 14 | Medical supervision of prescribed drugs that WORK | 1/30/2019 11:06 PM |
| 15 | Have a supportive workplace. Stop blaming the victims and pretending employees aren't people or telling them to just "meditate". This industry doesn't matter anyway, stop pretending everything is a fire. | 1/30/2019 6:56 PM |
| 16 | manage workload with support of organization | 1/30/2019 3:48 PM |

# Q25 What resources are you aware of within your workplace to support mental wellness? Select all that apply.

Answered: 337    Skipped: 49
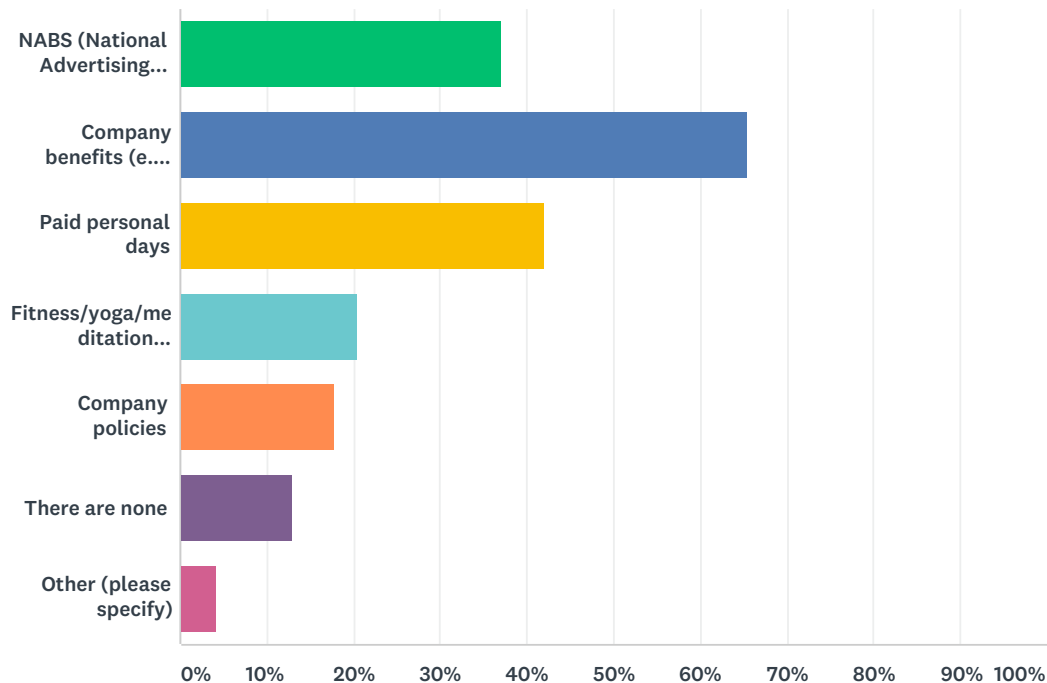


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| NABS (National Advertising Benevolent Society) | 37.09% | 125 |
| Company benefits (e.g. for therapy) | 65.58% | 221 |
| Paid personal days | 42.14% | 142 |
| Fitness/yoga/meditation classes | 20.47% | 69 |
| Company policies | 17.80% | 60 |
| There are none | 13.06% | 44 |
| Other (please specify) | 4.15% | 14 |
| Total Respondents: 337 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Ability to work from home | 3/12/2019 10:10 AM |
| 2 | not sure | 3/11/2019 1:56 PM |
| 3 | one colleague in particular was grated a leave of absence, i don't know if its company policy or a rare exception however | 3/11/2019 1:40 PM |
| 4 | People have been taking long term leave to deal with it but I believe our disability plan is paying part of wages, not the agency | 3/11/2019 1:31 PM |
| 5 | I am not aware, I should investigate | 3/11/2019 1:28 PM |
| 6 | EFAP | 3/8/2019 3:18 PM |

| 7 | don't have personal days | 3/8/2019 2:55 PM |
|---|---|---|
| 8 | should be more, but understand the cashflow issues of providing a better system... | 3/8/2019 9:25 AM |
| 9 | No idea | 3/7/2019 1:53 PM |
| 10 | Life works | 3/7/2019 12:38 AM |
| 11 | I own my own company and contract out. I don't have disposable income to do what I would like to do which is, see a counselor, meditate, do yoga. | 3/5/2019 12:19 PM |
| 12 | Alberta Health Services covers Thearapy/Group Sessions | 3/4/2019 5:20 PM |
| 13 | Company rate gym membership | 2/21/2019 12:26 PM |
| 14 | Self-employed, no available benefits | 2/7/2019 10:10 AM |

# Q26 Which of these resources have you used in the last year? Select all that apply.

Answered: 337     Skipped: 49
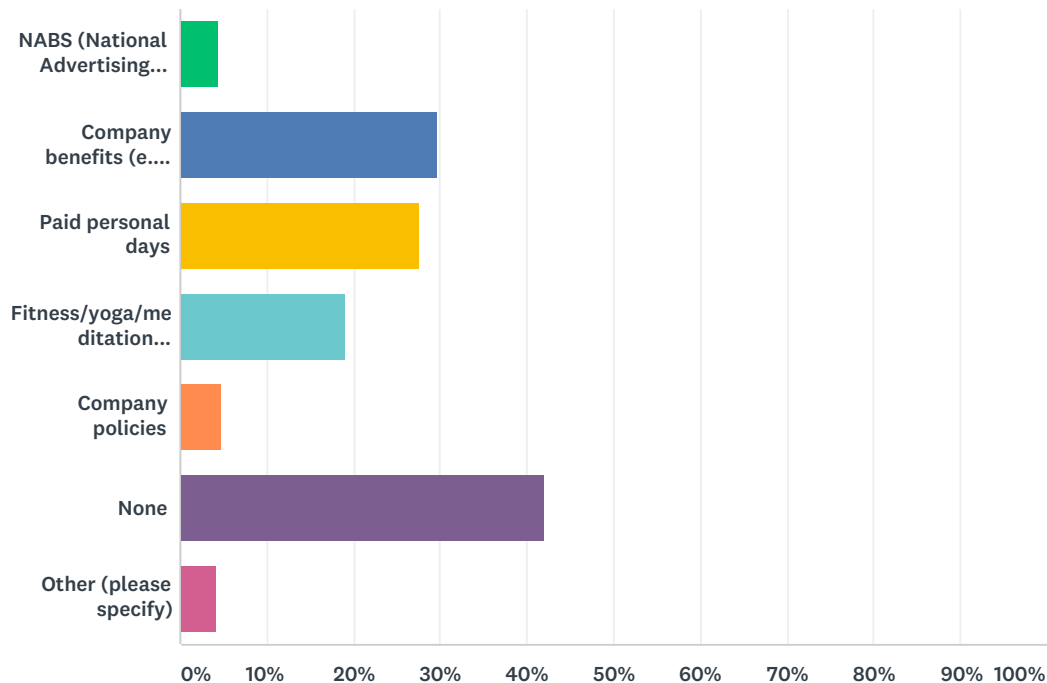


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| NABS (National Advertising Benevolent Society) | 4.45% | 15 |
| Company benefits (e.g. for therapy) | 29.67% | 100 |
| Paid personal days | 27.60% | 93 |
| Fitness/yoga/meditation classes | 18.99% | 64 |
| Company policies | 4.75% | 16 |
| None | 42.14% | 142 |
| Other (please specify) | 4.15% | 14 |
| Total Respondents: 337 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Working from home | 3/12/2019 10:10 AM |
| 2 | personally paid therapy, retreat vacation | 3/12/2019 10:02 AM |
| 3 | I was fired after my issues became known and when my ex wife became CEO as maintaining good business relations with the agency she heads is more important than my wellbeing. The organization always comes first and employees are expendable | 3/11/2019 6:06 PM |
| 4 | Meditation on my own- not company endorsed or supplied | 3/11/2019 1:29 PM |
| 5 | Naturopath, accupuncture | 3/6/2019 12:41 PM |
| 6 | I exercise and I eat as well as one can while in a northern climate with most available food wrapped in plastic! | 3/5/2019 12:19 PM |

| 7 | Alberta Health Services covers Thearapy/Group Sessions | 3/4/2019 5:20 PM |
|---|---|---|
| 8 | My old job had a bit of coverage for therapy. New one doesn't. | 3/4/2019 3:25 PM |
| 9 | Mind and wellness credits to see a therapist | 2/21/2019 10:48 PM |
| 10 | Company rate gym membership | 2/21/2019 12:26 PM |
| 11 | 10 day stress leave | 2/7/2019 5:24 PM |
| 12 | A free therapy phone/chatline is available to us 24/7 | 1/31/2019 7:53 PM |
| 13 | Joined AA | 1/31/2019 9:16 AM |
| 14 | None | 1/30/2019 3:37 PM |

| 7 | Alberta Health Services covers Thearapy/Group Sessions | 3/4/2019 5:20 PM |

# Q27 What could advertising and marketing agencies do to better support employees with mental health issues? Select up to 3.

Answered: 337    Skipped: 49
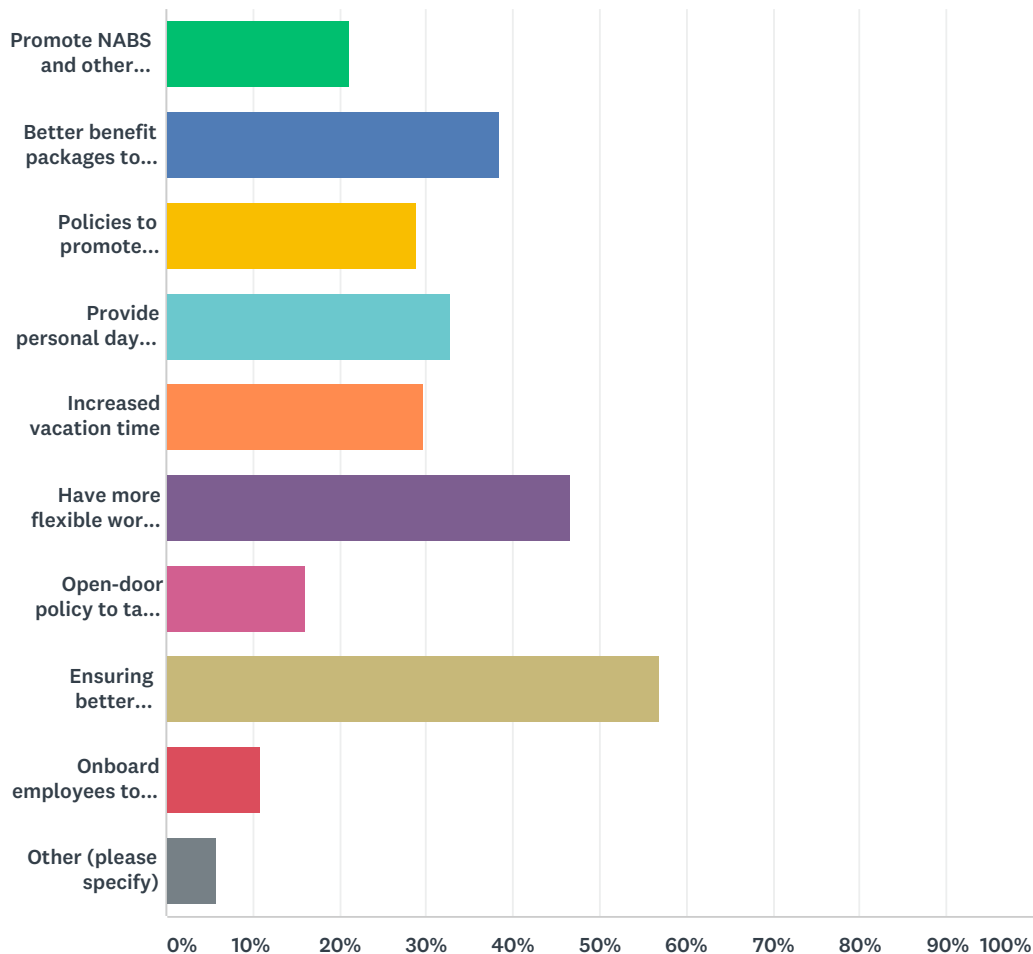


| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Promote NABS and other resources more | 21.07% | 71 |
| Better benefit packages to support professional help | 38.58% | 130 |
| Policies to promote supportive and non-toxic environments | 28.78% | 97 |
| Provide personal days for mental health reasons | 32.94% | 111 |
| Increased vacation time | 29.67% | 100 |
| Have more flexible work arrangements (e.g. work from home days, flexible hours) | 46.59% | 157 |
| Open-door policy to talk to leaders | 16.02% | 54 |
| Ensuring better work-life balance | 56.97% | 192 |
| Onboard employees to manage expectations that this is a stressful environment | 10.98% | 37 |
| Other (please specify) | 5.93% | 20 |

| Total Respondents: 337 | |
|---|---|

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|---|
| 1 | Actually listen, don't enact window dressing policy, pay people properly, 1950s work 20 unpaid overtime hours mentality needs to die, its how burnout happens, sometimes I think it's by design, it's an ageist industry and the juniors haven't figured out how to say no and that they are always being exploited for shit wages and hours, the older people who do get shipped out with all their experience and go client side. The whole agency model is dysfunctional in many ways. People understand bullshit window dressing diversity / personal health / work / balance / whatever flavour of the week fad is in policy that doesn't ever actually do anything. | 3/15/2019 10:51 AM |
| 2 | Be more realistic with work loads, deadlines and expectations | 3/15/2019 10:16 AM |
| 3 | Stop putting abusive sociopaths into leadership positions, and have zero tolerance for personal misconduct and conflicts of interest instead of rewarding their poor behaviour no matter how much $ their unsavoury business practices bring in | 3/11/2019 6:06 PM |
| 4 | Our company is fantastic for flexible work hours. Maybe just knowing what other support or resources we have would be good. Also alcohol fuels ALL events. I hate this. Either have great options for non alcoholic drinks or limit or have executives NOT BE ABLE TO GET DRUNK. | 3/11/2019 1:55 PM |
| 5 | better project scheduling. My workplace in particular tends to have an "ASAP" deadline for many projects vs a pre planned schedule. This is based on client asks, and the client needs the work done when they need it, I feel a better expectation could be set however. | 3/11/2019 1:40 PM |
| 6 | More open discussion of mental health issues with coworkers and bosses | 3/8/2019 8:32 PM |
| 7 | allocate some money towards exercise | 3/8/2019 11:14 AM |
| 8 | Better benefits packages that support a wider range of professional help | 3/8/2019 9:25 AM |
| 9 | Recognize that it's a competitive environment and that does produce problems | 3/5/2019 12:43 PM |
| 10 | encourage and lead by example with exercise and food eating habits. | 3/5/2019 12:19 PM |
| 11 | Onboarding policy that includes defining mental health and the support offered by the company. How does this fit into the health/benefits plan. | 3/4/2019 5:40 PM |
| 12 | I've encountered a variety of responses with various people over time. In general, it's been supportive. However, there have been occasions where I felt people were too busy/overwhelmed at work to acknowledge/support/respond. | 2/21/2019 5:44 PM |
| 13 | - | 2/7/2019 10:10 AM |
| 14 | It's embarrassing to admit your mental health issue. Its seen as not being able to handle your work and if you want to progress you want the mentality to take on more. Equally depressing when you do take on more and don't see a raise in pay or promotion. | 2/2/2019 12:01 PM |
| 15 | recognition, support and connection | 2/1/2019 2:37 PM |
| 16 | Realistic deadlines | 2/1/2019 5:55 AM |
| 17 | We've all become too lean and there's a general expectation we can all just do more. This has to stop. | 1/31/2019 9:49 PM |
| 18 | There isn't enough space in this box to fill out how I believe agencies could better support employees with mental health issues. To start, end with the toxic agency culture and remove the executives with massive egos. I worked at Ogilvy in Toronto and I was treated like absolute garbage; even though I was working 70+ hours/week and was an over-achiever. I already suffered from anxiety and depression, as well as undiagnosed ADHD .The mind games, bullying, and nepotism I experienced was disgusting, but I never felt I could say anything for fear of my job and what others would think of me. I would welcome a more in-depth questionnaire that requests specific examples of how people are treated at agencies. The Toronto ad industry needs a "Me Too" movement and I know many other people feel the same way... | 1/31/2019 2:51 PM |
| 19 | Training for agency management and other senior people to know how to spot signs of stress and what to do about it. It's a skill set that's way beyond most execs area of expertise. | 1/31/2019 12:19 PM |
| 20 | Individualized to the employees mental illness | 1/30/2019 11:06 PM |