



What people think,
feel and do



Opinium

Employer Sponsored Wellness





Improving worker wellbeing through employer sponsored wellness

What is employer sponsored wellness?

“Employer sponsored wellness” are programs intended to improve and promote health and fitness among a company’s employees. Examples of employer sponsored wellness include partnerships with gyms or discounts on exercise classes. These programs often incentivize exercise and mindfulness, which are both paramount to maintaining a healthy body and mind.

Employer sponsored wellness makes prioritizing physical and mental health more attainable for employees. With more than half (60%) of employees citing cost as a barrier to exercise, the discounts and incentives offered via employer sponsored wellness programs make exercise and other wellness activities more affordable. Employees are interested in a variety of different sponsored programs, such as an all-purpose gym membership (65% would definitely consider), monthly wellness stipend (56%), mindfulness sessions (46%), and yoga (36%). Furthermore, eight in ten (80%) employees said they’d feel more supported by their employer if they were to sponsor their wellness. Companies should strongly consider the viability and importance of these programs when looking to improve employee wellbeing.

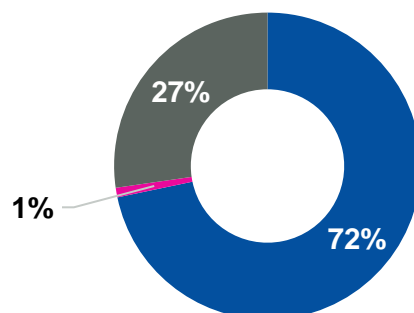
Seven in ten employees would exercise more if employers sponsored their wellness

When asked how exercise habits would change if their employer offered sponsored wellness programs, seven in ten (71%) employees reported that they would exercise a lot/fair amount more. Among Gen Z and Millennials, this figure rises to eight in ten (82% and 81%, respectively). Only three in ten (27%) employees indicated their current exercise habits would not change.

How exercise habits would change if employers sponsored wellness

Among U.S. Employees

■ Exercise a lot/Fair amount more ■ Exercise a lot/Fair amount less ■ Exercise habits would not change





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Four in five (80%) employees said they would feel more supported by their employer if they were to offer sponsored wellness programs. 85% of employees with a bachelor's degree or higher said they would feel more supported by their employer if they were to sponsor their wellness, compared to 74% of those with a high school degree or less. This discrepancy suggests that employees with a bachelor's degree or higher may have a greater desire and expectation for employer sponsored wellness.

When considering ways to improve employee wellbeing, employers should strongly consider the positive reception employer sponsored wellness programs are likely to have.

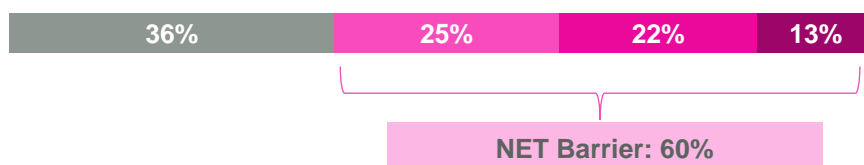
Majority indicate cost is a barrier to exercise

Employer sponsored wellness programs make exercise and wellness more affordable since by alleviating a key barrier when it comes to employees' exercise habits: Cost (six in ten (60%) employees say this is a barrier to exercising).

Cost as a Barrier to Exercise

Among U.S. Employees

■ Not a barrier ■ Somewhat of a barrier ■ Moderate barrier ■ Extreme barrier



For younger employees and employees with children in their household, cost poses slightly more of a barrier to exercise: 62% of Gen Z, 65% of Millennials, and 63% of employees with children in their household indicate cost is a barrier. Both demographics may have less expendable income, as younger employees are just starting out their careers and those with children have dependents also relying on their income.

Which wellness programs are most popular among employees?

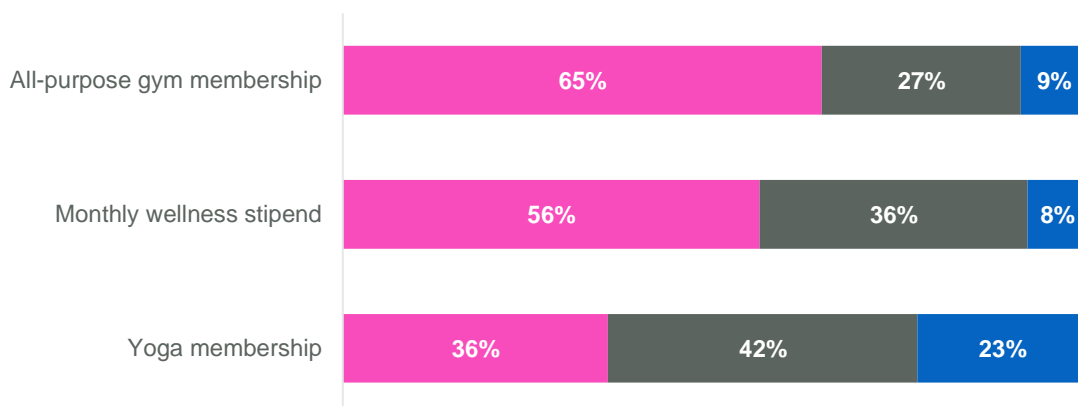
Employees most interested in a gym membership and monthly wellness stipend

Employees report being open to a variety of employer sponsored wellness programs, although they expressed the most interest in an all-purpose gym membership (65% would strongly consider), followed by a monthly wellness stipend (56%), and a yoga membership (36%). Monthly wellness stipends typically take form as a lump sum, given to employees each month to be used how they see fit.

To what extent would you consider the following wellness programs, if your employer were to sponsor them?

Among U.S. Employees

■ Would definitely consider ■ May or may not consider ■ Would definitely not consider



Remember: Wellness includes mental wellbeing too

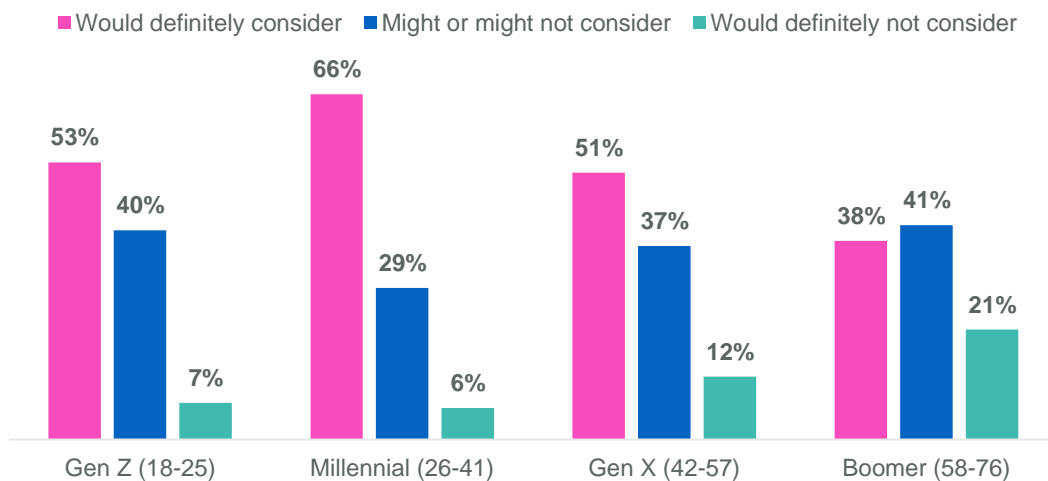
In addition to programs incentivizing physical fitness, half (55%) of employees would definitely consider programs around mindfulness, meditation, and mental wellbeing, a third (35%) might or might not consider programs such as these, and only one in ten (10%) would definitely not consider.

Younger employees more interested in programs around mindfulness

In comparison to other generations, Millennials expressed the most interest in programs centered around mindfulness, meditation, and wellbeing (66%). Half of Gen Z and Gen X employees expressed interest (53% and 51%, respectively) and interest drops to two in five (38%) employees among the Boomer generation.

Consideration of employer sponsored wellness session centered around mindfulness, meditation, and mental wellbeing

Among U.S. Employees, By generation



About Opinium

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