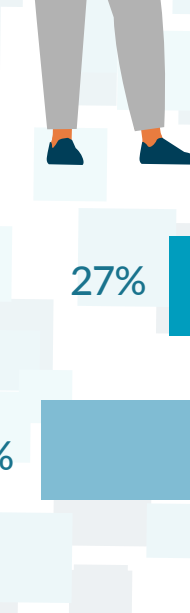


2022 LEGAL MARKETING MENTAL WELLNESS SURVEY REPORT

A SURVEY OF OVER 300 LEGAL MARKETERS



There is a focus on the mental well-being of lawyers in our industry



LAWYERS



There is a focus on the mental well-being of marketing & business professional in our industry

MARKETING & BUSINESS PROFESSIONALS



“Legal marketing is far more or **more stressful** compared to marketing in other industries”



61%
AGREE
OR
STRONGLY AGREE

down from 72% in 2020

“There is significant stress in legal marketing and related fields”



96%
AGREE OR
STRONGLY AGREE

same as 2020

96% Agree
4% Disagree

82%

say their ideas are often **heard, valued, and put into action**

up from 75% in 2020



“My **compensation** is fair in relation to my responsibilities and skill set”

65%

AGREE OR STRONGLY AGREE

up from 62% in 2020

72%
AGREE OR STRONGLY AGREE

“I have often felt **overwhelmed at work**”

up from 71% in 2020

64%
AGREE OR STRONGLY AGREE

“I have **too much work** assigned to me”

down from 69% in 2020

69%
AGREE OR STRONGLY AGREE

“There is a **lack of resources** in my department assigned to marketing”

up from 65% in 2020

“I’m regularly asked to do things **ASAP**”

78%
AGREE OR STRONGLY AGREE

down from 81% in 2020



66%
AGREE OR STRONGLY AGREE

“There is a **lack of understanding** of my role by lawyers”

down from 67% in 2020

36%
AGREE OR STRONGLY AGREE

“There is a **lack of respect** from my role by lawyers”

down from 40% in 2020

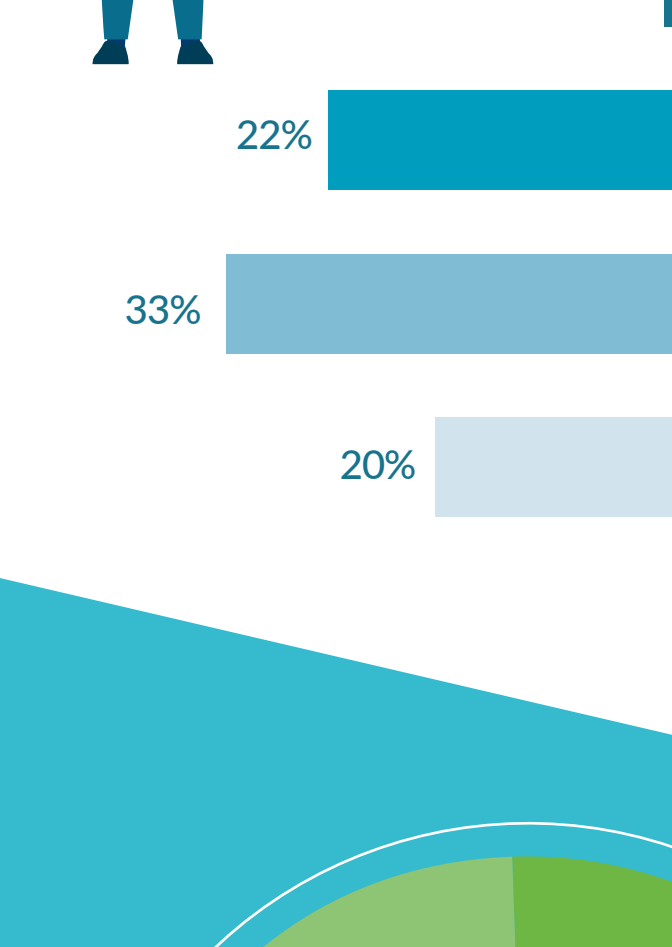
THE IMPACT OF COVID-19

Because of the pandemic, there has been a focus on the mental well-being of lawyers in our country

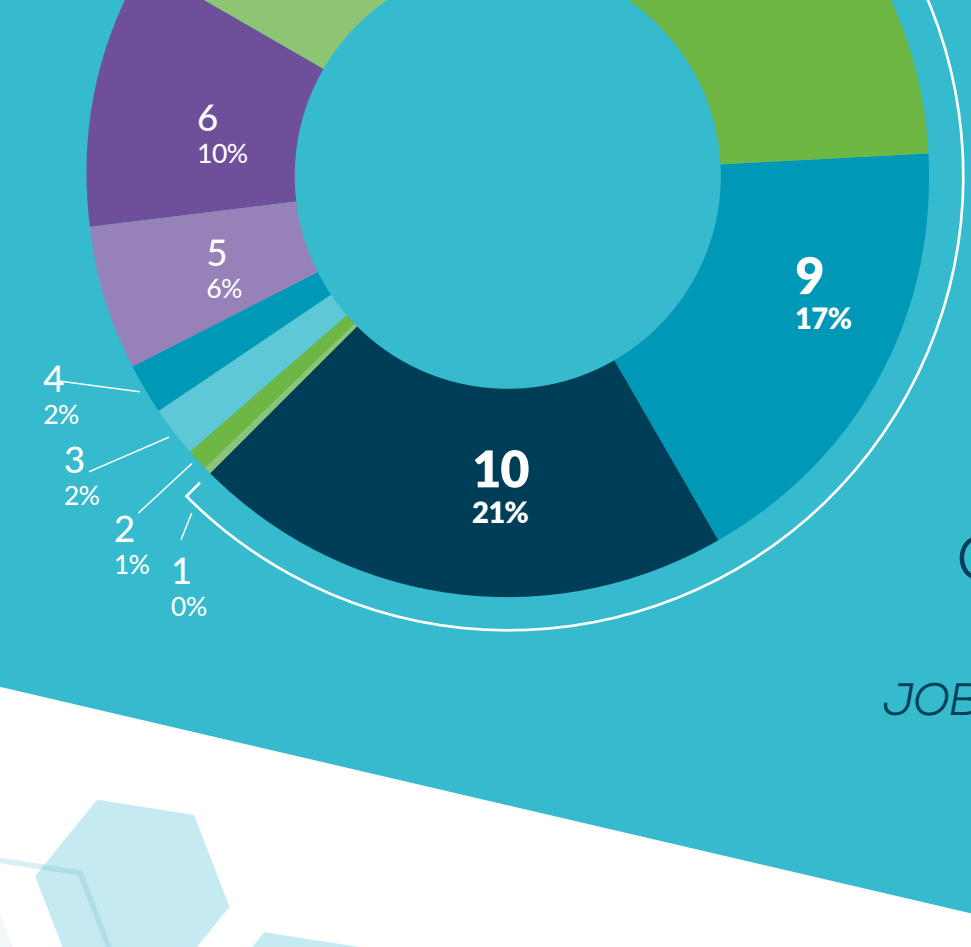
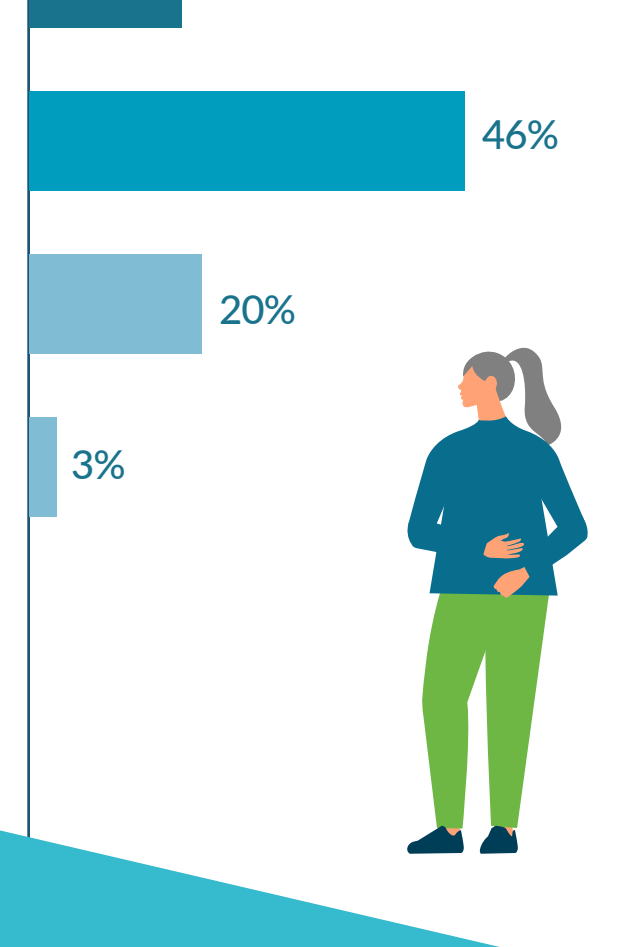
Because of the pandemic, there has been a focus on the mental well-being of marketing & business professionals in our industry



LAWYERS



MARKETING & BUSINESS PROFESSIONALS



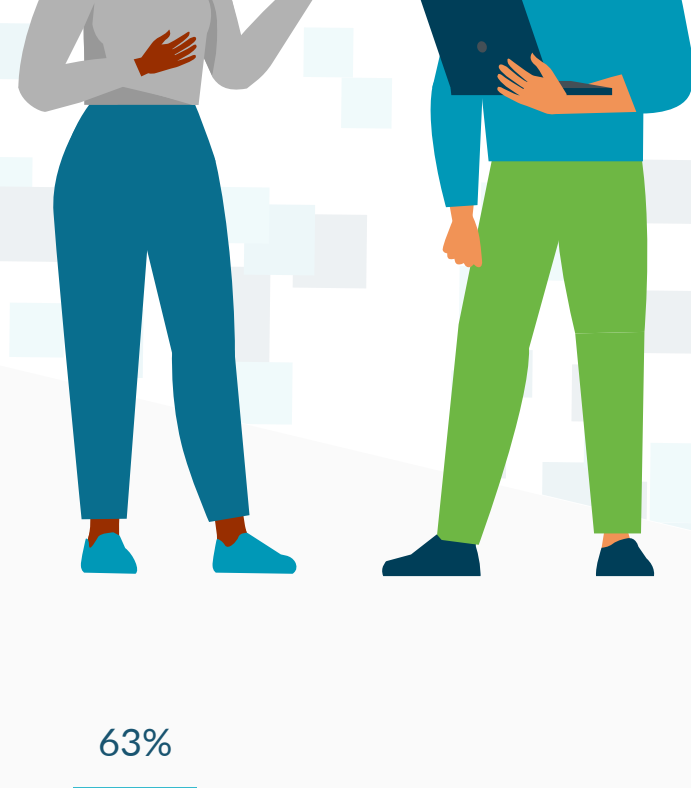
ON A SCALE OF 1 TO 10

79%

RATED THEIR FEELING OF STRESS 7 OR HIGHER IN RELATION TO THEIR JOB DURING THE COVID-19 PANDEMIC

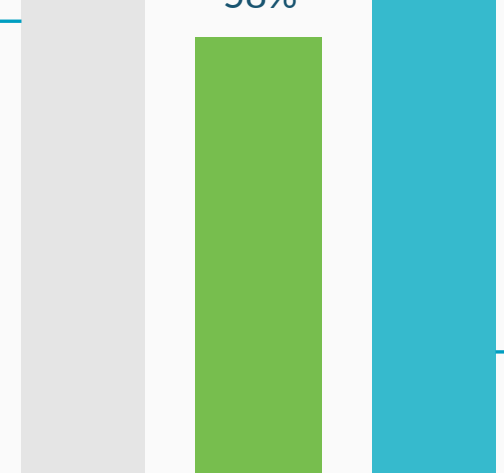
“My work-related stress increased during the pandemic”

81%
AGREE OR STRONGLY AGREE



65%
AGREE OR STRONGLY AGREE

“Stress related to the COVID-19 pandemic has negatively impacted my **job performance**”



63%
AGREE OR STRONGLY AGREE

“Two years into the pandemic, my **overall mental health** and wellness has declined” (versus pre-pandemic)

65%
AGREE OR STRONGLY AGREE

“My firm has taken staff mental well-being into consideration during the COVID-19 pandemic”

“Working remotely has **decreased my stress**”

68% AGREE OR STRONGLY AGREE

“Returning to in office work has contributed to **increased stress and anxiety**”

60% AGREE OR STRONGLY AGREE

