



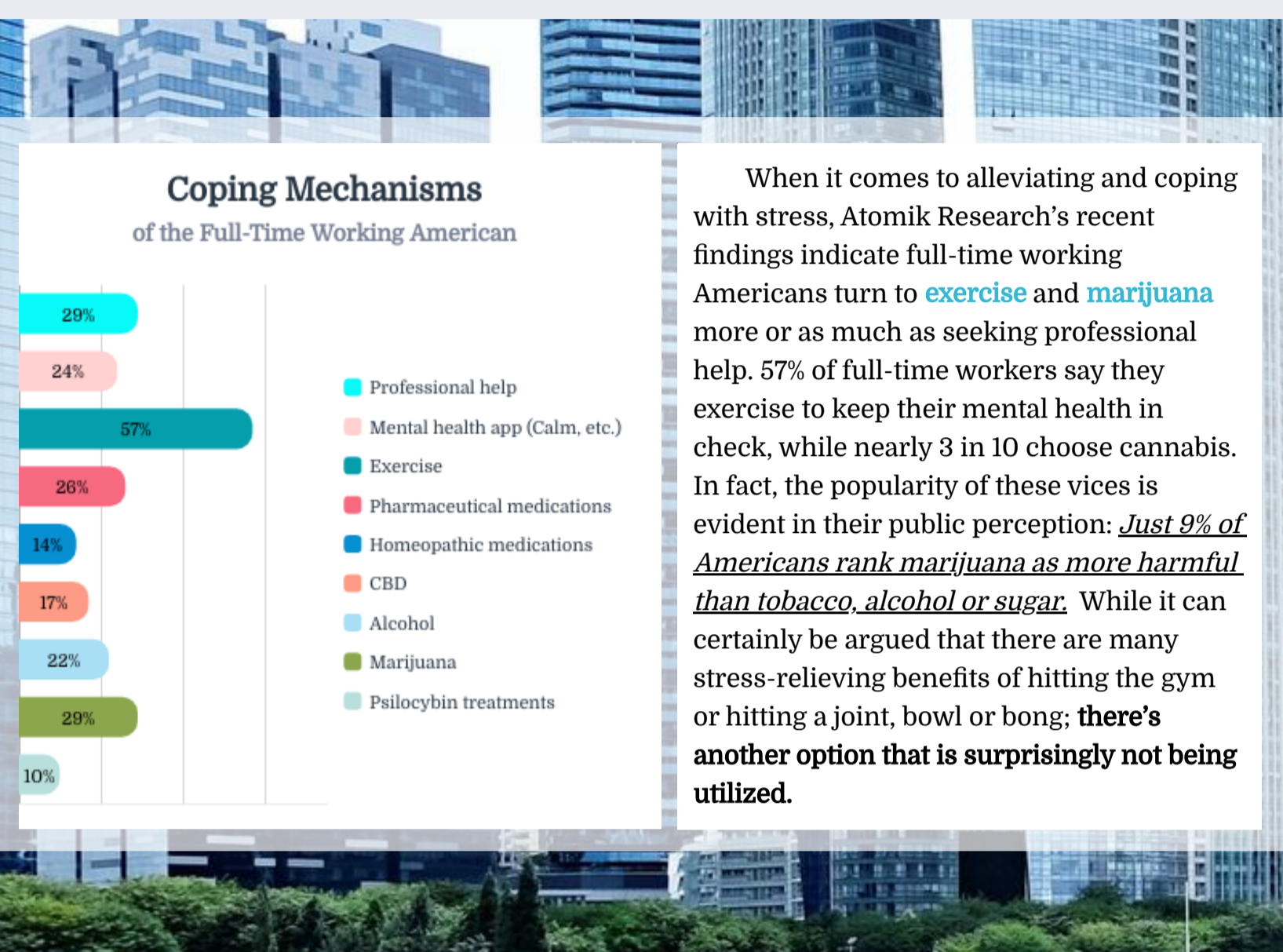
American workers are burnt out, stressed, sleep-deprived and unmotivated and **the solution is being largely ignored**. Could the answer to our workday woes be as simple as booking a vacation?

An Atomik Research survey of over 2,000 American adults has revealed that 2 in 5 full-time workers believe that they *don't* get enough sleep. It's not at all shocking that a majority (70%) cited *stress* as the number one factor preventing them from getting adequate rest. Additionally, sleep isn't the only thing lacking in many beds, as a third of full-timers (33%) reported not being satisfied with their sex lives. Given this overwhelming indication of the severity of stress in working-America, we must ask: **How are we coping and what else can we do?**



HITTING THE GYM VS HITTING A JOINT

EXERCISE AND MARIJUANA TOP THE LIST OF COPING MECHANISMS



When it comes to alleviating and coping with stress, Atomik Research's recent findings indicate full-time working Americans turn to **exercise** and **marijuana** more or as much as seeking professional help. 57% of full-time workers say they exercise to keep their mental health in check, while nearly 3 in 10 choose cannabis. In fact, the popularity of these vices is evident in their public perception: *Just 9% of Americans rank marijuana as more harmful than tobacco, alcohol or sugar*. While it can certainly be argued that there are many stress-relieving benefits of hitting the gym or hitting a joint, bowl or bong; **there's another option that is surprisingly not being utilized**.

PRODUCTIVITY & MENTAL HEALTH

Full-time workers say they are only motivated and productive 70% of the time while at work, which could likely be attributed to too many nights of not enough shuteye. The tragic result is more than a quarter (26%) not classifying themselves as being in "good" mental health. While *more than half of Gen Z and millennials say their employers are taking mental health seriously*, a whopping *91% want their employers to prioritize mental health support*. Even so, full-time working Americans are not taking advantage of what could possibly be the best way to ease their troubled minds.

Full-time workers let 45% of their PTO go unused annually.

THE PAYOFF OF PAID TIME OFF

Full-time workers appear to be in serious need of a break from their stressful cycle to relax and recharge, however, they estimate that 45% of their PTO (paid time off) days go unused each year. Despite American workers not using nearly half of their PTO days, 3 in 4 (75%) say their company is supportive regarding their use of them. Interestingly, *77% of Americans in 2023 believe an all-inclusive vacation is the least stressful way to travel*. **If you're stressed, tired and have an employer who wants you to take time off, why don't you?**

3 in 4 full-time workers say their company is supportive of PTO usage.

Research shows that *those who take more than 10 days of vacation are 30% more likely to receive a raise*, and those who take regular vacations have greater job satisfaction. Who doesn't want more money and job satisfaction? The solution to our problem has emerged with clarity.

PREVENT BURNOUT, TAKE A BREAK

PRIORITIZING PERSONAL WELLNESS



Workers and managers alike should realize that **PTO days are there to be used**. By taking a break, planning a trip or getting out of town, full-time workers can put the stresses of their jobs on the backburner. When prioritizing the use of vacation days, full-timers grant themselves the ability to recharge, renew, and return to work more productive and motivated. A whopping *98% of Americans say they're prioritizing wellness-related activities while on vacation* but more American workers need to **go on vacation in order to actually reap those benefits**. Rather than letting the stressors of the every day grind turn our workforce into half-motivated and unproductive zombies, America needs to wake up and take a break!

ADDITIONAL ATOMIK INSIGHTS

- Managers and employers:** Research suggests that encouraging your employees to take advantage of their PTO can result in increased productivity and job satisfaction.
- Brands:** By leaning into PTO branded marketing initiatives and exploring business leisure ('Bleisure') campaigns, brands can support American workers' well-being while optimizing potential business opportunities.

Methodology: Atomik Research conducted a survey of 2,012 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Around half of the survey sample consists of Americans working full-time (n=998).